REV ONE

Brand Guidelines

Table of Contents

Brand Attributes

Expediency

We're Fast. Rev One Design is a tight-knit agency with the ability to adroitly swing into action without hindrance. Our low overhead and streamlined processes allow for the quick turnaround times that demanding projects require. We recognize the value of speed-to-market and what that means for clients looking to expedite important projects.

Agility

We Flex our Brains. We have tried-and-true methods of getting things done. And flexibility is one of our most important characteristics that perpetuate success for our clients. We are always ready to evolve our processes to satisfy any unique needs and to help accomplish our clients' goals.

Accuracy

It's All in the Details. While it's important to pay attention to the big picture, respect deadlines, and stay within budget, that doesn't sway us from our obsession with getting it absolutely right. Our refined quality check process is in place to ensure that we comb through every detail in order to provide accurate rounds of revision.

Creativity

Picture This. While design agencies are typically known for their artistic creativity, we are known for our creative approach to problem solving. We are often given multiple constraints — tight deadlines, updates needed without native files, legal review submissions, creating processes that have yet to exist for new projects — and often all at the same time. Rev One formulates innovative solutions under multiple limitations to meet or exceed client expectations. All this with the added asset of providing artistic creativity when needed.

Logos

SYMBOL

SYMBOL

WORDMARK

WORDMARK

Brand Mark Specifications

The Rev One brand marks (or just "marks") are each comprised of an R symbol and a wordmark. These elements have fixed proportional relationships to one another, and should not be resized individually. The marks may be scaled up or down as a unit only, but they should never be recreated or modified.

Minimum Size

When used alone, the horizontal Rev One mark must be at least 1 inch wide and proportionally scaled. For small format printed communications, it should be no smaller than 1/2 inch wide (72 pixels for digital). The stacked version should appear no smaller than 1/2 inch tall (72 pixels for digital).

print

1"

.5"

.5"

digital/online

72 pixels

72 pixels
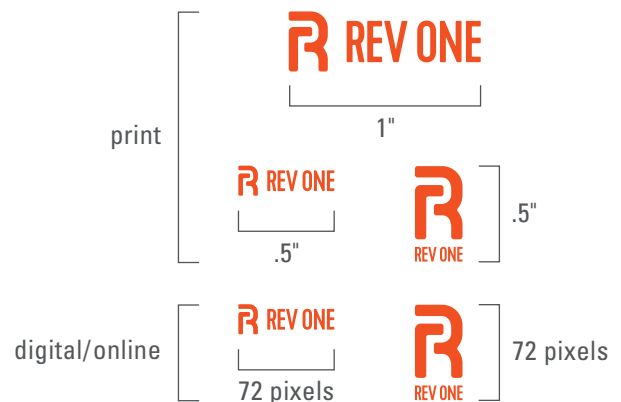
Clear Space

To ensure legibility and keep clear of competing visuals, the Rev One marks must be surrounded with a minimum amount of clear space. For the horizontal mark, use the word REV's height as a guide. For the stacked mark, use the width of the inner angle shape in the R symbol.
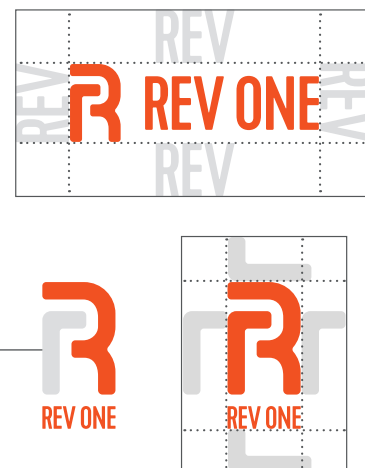
Logo Alternates

Various Forms & Colors

Although horizontal version 1 is the preferred form of the Rev One mark, versions 2, 3, and 4 are also acceptable.

1. REV ONE

2. REV ONE

3. REV ONE

4.

The specified shade of orange is the preferred color for our logos (see page 13), but all four versions can also appear in black or white. No other color may be used for our logo.

REV ONE   REV ONE

REV ONE

(GRAY BOX IS NOT PART OF THE LOGO. IT IS PROVIDED AS AN EXAMPLE
OF A DARK BACKGROUND ON WHICH THE LOGO MIGHT APPEAR.)

Logo Situations

Color Positive

The orange version of our logo (see page 13) is the preferred use. It must always be clear and legible, whether appearing on a white, light gray, dark colored, or black background. If any other marks appear in full color, the Rev One mark must appear in our orange. When all other marks appear in solid black or solid white, the Rev One mark must also appear in one of the black or white treatments shown below.

Knockout

The knockout versions of the Rev One mark are solid white. It is acceptable to use these versions on a solid secondary color background or image with sufficient contrast.

(GRAY BOX IS NOT PART OF THE LOGO. IT IS PROVIDED AS AN EXAMPLE OF A DARK BACKGROUND ON WHICH THE LOGO MIGHT APPEAR.)

Black

In instances where printing is limited to one color, black versions of the logo should be used.

Incorrect Logo Usage

The Rev One mark should not be altered in any of the following ways:

Don't add any effects or filters.

Don't change the orientation, proportions, or relative position of the R symbol to the wordmark.

Don't warp the logo.

Don't add any effects, textures, gradients, colors, or patterns to the Rev One mark.

Don't alter colors or create new ones.

No version of the logo should be overlaid on a busy image.

The logo should not be outlined or altered in other ways.

R Symbol Usage

Stand-Alone R Symbol

The Rev One R symbol can be used on its own to add visual interest to layouts. There is ample flexibility in usage, as long as a few simple guidelines are followed.

Acceptable R Symbol Usage:

1. OK to use R symbol in large scale.

2. OK to bleed R symbol off the edge of the layout.

3. OK to use white/knockout R symbol with transparency over solid colors.

4. OK to place R symbol on non-busy photographs.

5. OK to use outline of R symbol as a die-cut in printed pieces or packaging.

6. OK to use R symbol as a mask/container for images.

Unacceptable R Symbol Usage:

NOT OK to use R symbol in close proximity to the full logo lockup.

NOT OK to use R symbol at the same size as the logo.
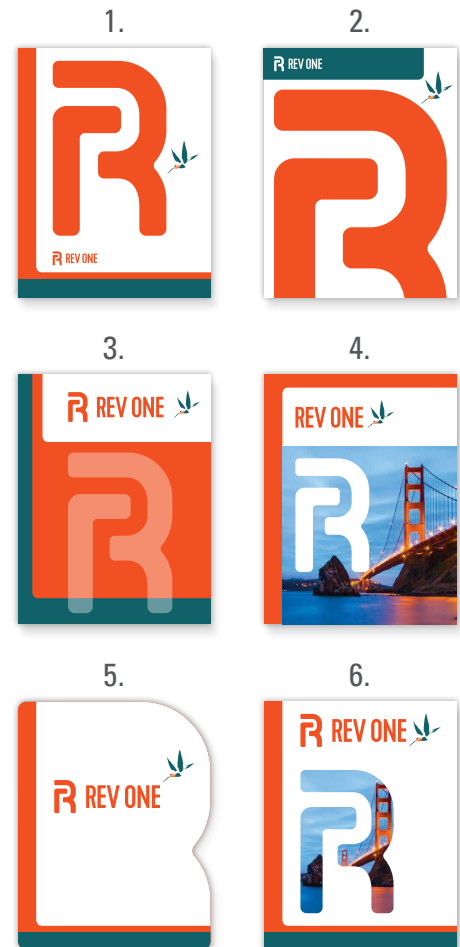
NOT OK to overlap multiple R symbols.

NOT OK to overuse R symbol.

NOT OK to use R symbol as a container for type.

NOT OK to rotate R symbol.

NOT OK to change the proportions of R symbol.

All Acceptable:

1.

2.

3.

4.

5.

6.

Mascot Usage

Hunter the Hummingbird

Rev One has chosen Hunter the Hummingbird as our mascot because, like the hummingbird, we embody the characteristics of speed, agility, and accuracy.

Although the example on the right is the preferred form for Hunter, the other examples on this page are also acceptable depending on the situation. When placed on a background other than white, one of the white-stroked or pure-white forms of Hunter should be used.

No form of Hunter should be flopped, rotated, or recolored. If you have any questions regarding proper usage, or to receive official art files, please contact your representative at Rev One Design.

(COLORED BOXES ARE NOT PART OF MASCOT ART.
THEY ARE PROVIDED AS EXAMPLES OF A DARK BACKGROUND
ON WHICH HUNTER MIGHT APPEAR.)

Fonts

Primary Typeface

Univers LT Std 57 Condensed is the primary typeface used for all Rev One communications. Additionally, Univers 47 Light Condensed, 47 Light Condensed Oblique, 57 Condensed Oblique, 67 Bold Condensed, and 67 Bold Condensed Oblique can be used.

Univers LT Std 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Std 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Std 47 Light Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Std 57 Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Std 67 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Std 67 Bold Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Fonts

Secondary Typeface

Although Univers LT Std 57 Condensed is preferred, when a more elegant or serif font is desired, Georgia Regular can be used, along with its other forms, Italic, Bold, and Bold Italic.

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Fonts

Logo Typeface

The Rev One mark is based on the font Cervo Medium. Cervo may be used sparingly for special designs. It is to not be used for regular communications under any circumstances.

CERVO MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
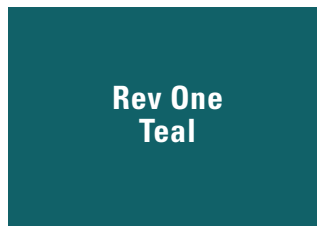**abcdefghijklmnopqrstuvwxyz 1234567890**

Colors

Brand Colors

Consistency of color usage is essential in promoting brand recognition. The Rev One palette leverages its primary colors from the corporate identity. These are combined with secondary colors that are complementary and allow for flexibility in designing communications.

Primary Colors

	Rev One Orange	**Rev One Teal**	**Rev One Gray**
PMS	Orange 021 C	7715 C	425 C
CMYK	0-83-100-0	91-47-50-22	0-0-0-81
RGB	240-83-35	4-97-105	85-87-89
HEX	#f05323	#046169	#555759

Secondary Colors

	Rev One Purple	**Rev One Blue**	**Rev One Red**
PMS	268 C	2728 C	7623 C
CMYK	82-100-12-2	93-78-0-0	28-93-85-28
RGB	88-45-130	42-81-163	143-42-42
HEX	#582d82	#2a51a3	#8f2a2a
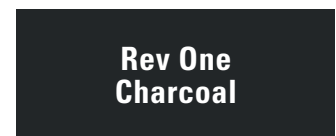
	Rev One Yellow	**Rev One Green**	**Rev One Charcoal**
PMS	1235 C	7742 C	426 C
CMYK	0-31-98-0	75-32-96-19	0-0-0-95
RGB	253-183-26	70-119-59	36-40-42
HEX	#fdb71a	#46773b	#24282a

Pattern

Repeating R Pattern

The R symbol from the Rev One mark can be used as a background pattern in a 30% screen of white over any of the colors in the Rev One color palette. Two versions are shown below. In order to create visual interest, the patterns may be scaled up to larger sizes, and they don't need to fill an entire space.
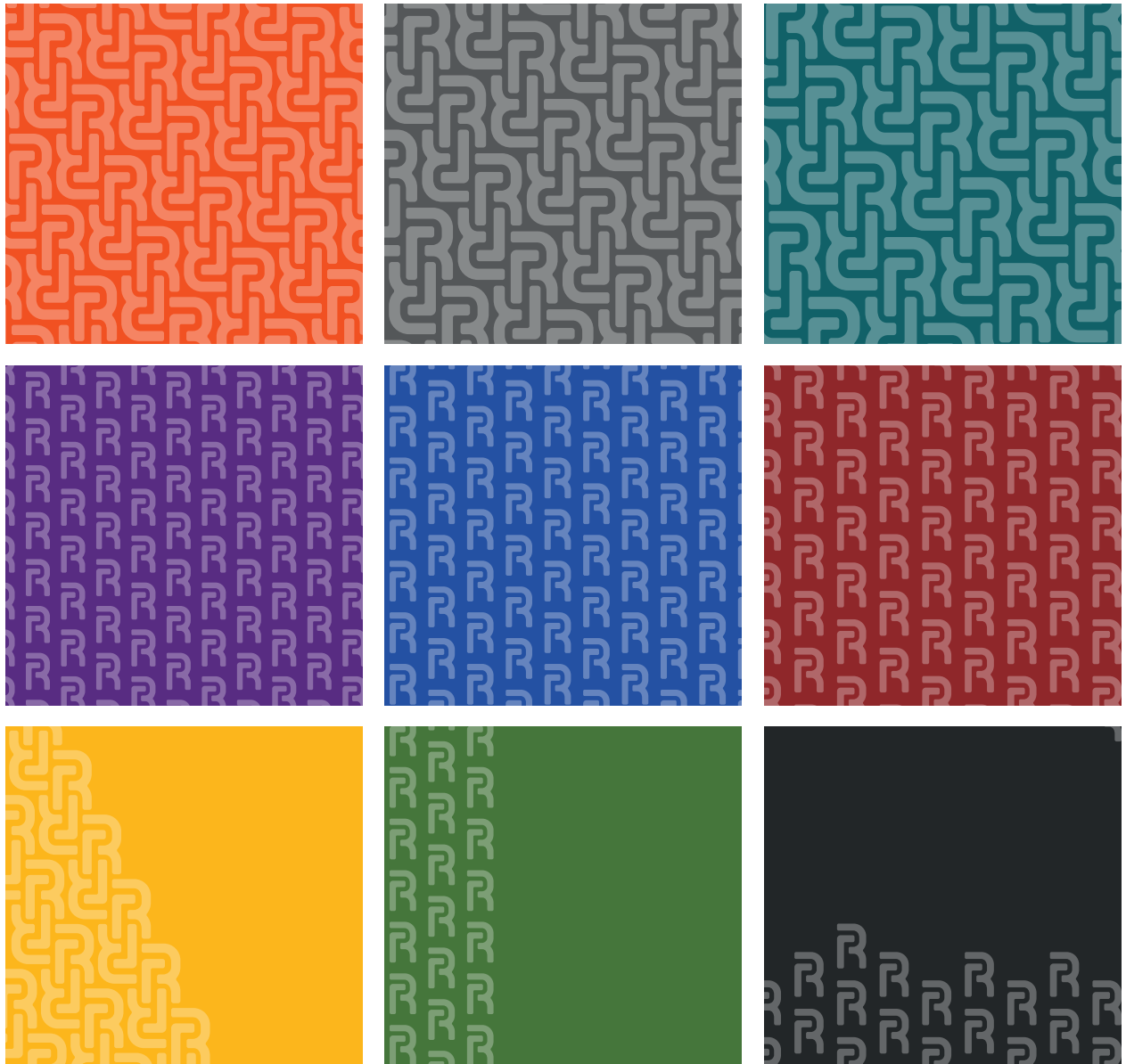
Photography

Photo Style

Photography is an optional component of the Rev One brand. When used, our images should reflect our brand attributes and/or our preferred aesthetic styles. Images should feel authentic and unposed—not obvious stock imagery. Rev One Design is proud of its home in the San Francisco Bay Area and represents it freely. We like hummingbirds, as they represent speed, agility, and accuracy. We like artists and other creative people. We appreciate human-made wonders that are aesthetically pleasing. Our images should be simple, bold, graphic, and show depth of field when possible. Ethnic and cultural diversity are a core component of Rev One's brand.

Digital Guidelines

Typography and Colors

Please refer to the Fonts pages for Web safe fonts, and the Colors page for HEX color values.

Usage

Web-based applications should use photography that closely aligns with the primary brand photography style. Images can be a mix of full-color and grayscale. Flat colors layered with the R pattern may also be used in online applications.
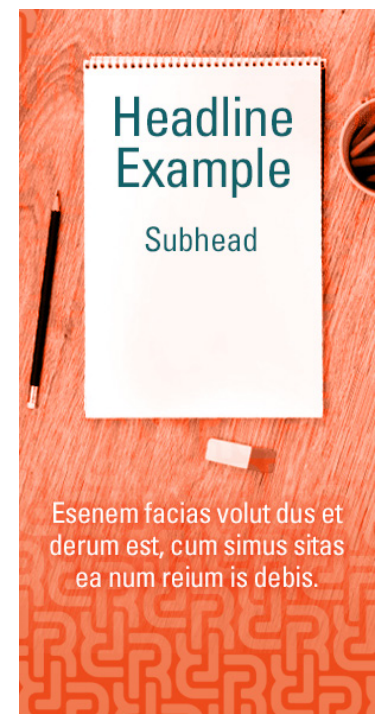
Social Media Icons

Rev One's social media icons should be used at a minimum size of 20 pixels high for digital media (.28 inches for print).

20 pixels .28 inches

Web Banners

Web banners which are designed to represent Rev One should be simple, clean, tasteful, and predominantly orange if possible.

Headline Example
Subhead
LEARN MORE

Headline Example
Subhead

Esenem facias volut dus et derum est, cum simus sitas ea num reium is debis.

REV ONE

To acquire any official Rev One art (logos, mascots, R patterns) please contact your Rev One representative. If you have any doubts about the use of any of our elements, please ask.

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