BRAND GUIDE

2015

REVJET

INTRODUCTION

Our mission is to empower marketers and agencies to make all formats of digital ad creatives perform much better through effortless, brand-safe creative optimization powered by the world's first Creative Side Platform (CSP).

TABLE OF CONTENTS

Brand Elements

LOGO

Mark

Logo

CLEARSPACE & SIZING

CLEARSPACE

The RevJet logo and RevJet logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the 'REVJET' is drawn around the logo to create the invisible boundary of the area of isolation. The mark has a clearspace equal to half the width. These areas of separation are a minimum and should be increased wherever possible.

MINIMUM SIZE

There are no predetermined sizes for the RevJet logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the RevJet logo. Minimum sizes are as shown here.

Digital: 100px width
Print: 0.5 inch width

Digital: 16px width
Print: 0.25 inch width

LOGO USAGE

COMPLETE LOGO

The RevJet logo should be used in the main RevJet full color or white. The logo should never be used in the RevJet Orange.

Black can be used in rare situations but should be generally avoided.

The white RevJet logo is ideal for use over images and colored backgrounds.

When placing over photography, ensure contrast by placing over dark area, find negative space.

IMPROPER LOGO USAGE

INCORRECT USAGE

When using the RevJet logo the following rules should be adhered to at all times.

1. DON'T stretch, or alter the logo in any way

2. DON'T place the logo over colors other than specified

3. DON'T apply transparency effects to the logo

4. DON'T use gradients in the logo

5. DON'T add drop shadows, bevels, or other effects

6. DON'T rotate the logo

7. DON'T use logo without mark
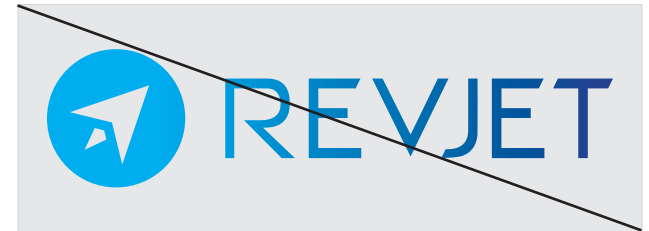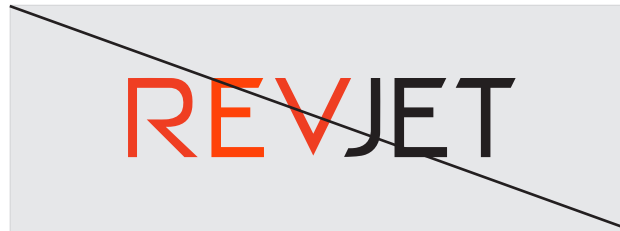
8. DON'T distort, or alter the logo in any way
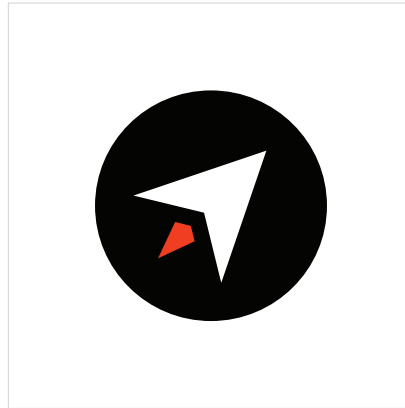

1
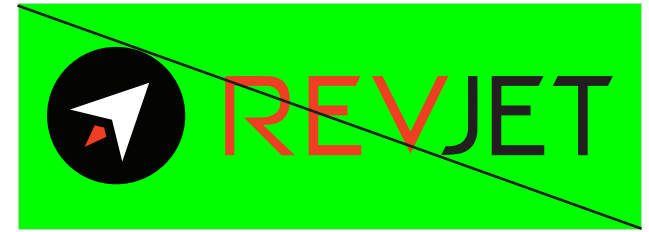
2

3

4

5

6

7

8

MARK USAGE

LOGO MARK

The Logo mark should mainly use the 2-Color version.

When used over colored backgrounds and photographs use the white version.

Black and Orange can be used in rare situations but should be generally avoided.

IMPROPER MARK USAGE

INCORRECT USAGE

The Logo mark should mainly use the the 2-Color version.

When used over colored back-grounds and photographs use the white version.

Black and Orange can be used in rare situations but should be gen-erally avoided.

1. DON'T change the colors of the RevJet mark

2. DON'T place the logo over col-ors other than specified

3. DON'T use RevJet orange only for the mark

4. DON'T invert the colors

5. DON'T rotate the mark

6. DON'T stretch, distort or alter the mark in any way

7. DON'T apply transparency effects to the mark

8. DON'T subtract or add to the RevJet mark

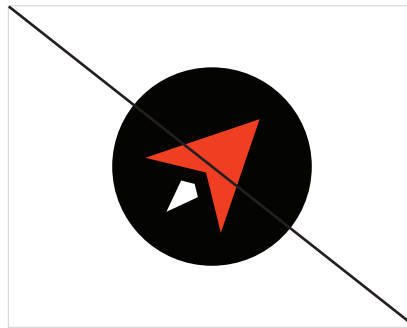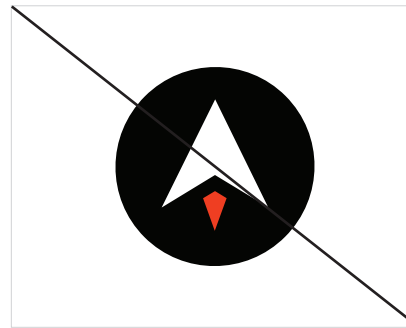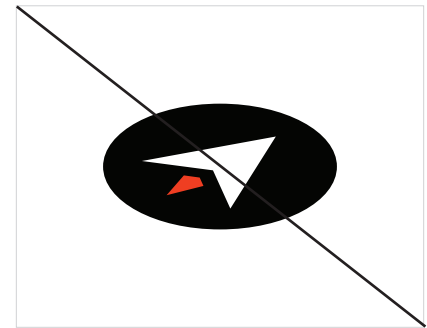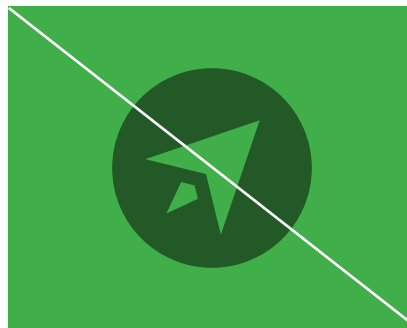9. DON'T add drop shadows, bev-els, or other effects
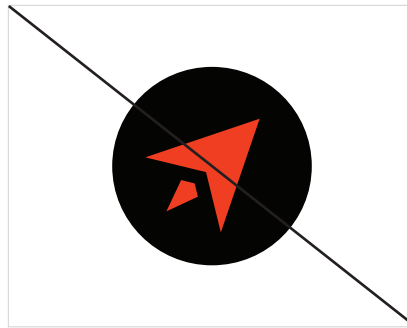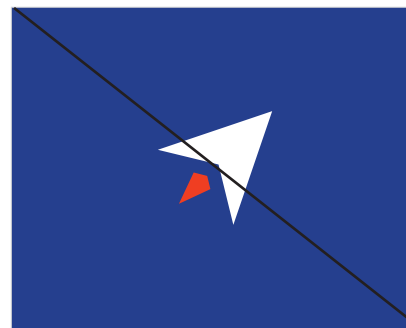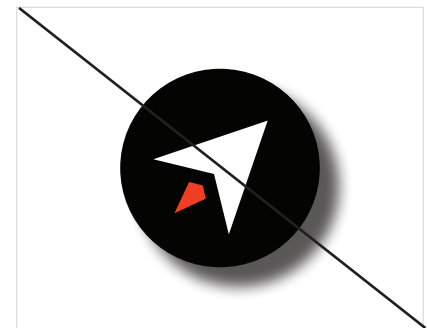

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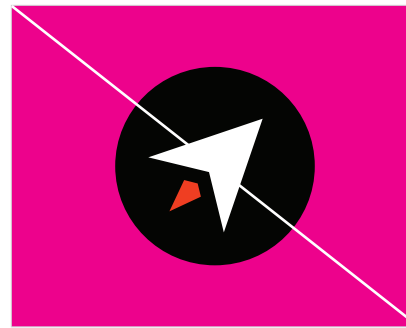
2

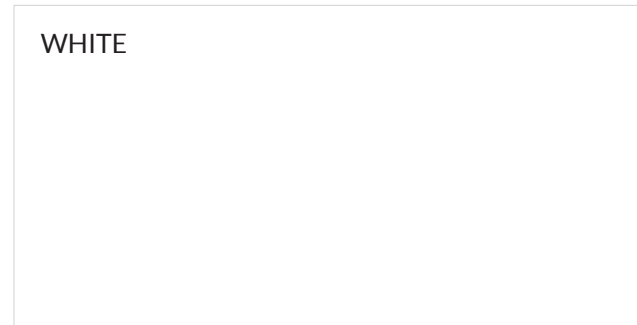

3

4

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6

7

8

9

COLOR

PRIMARY COLOR

ORANGE

Screen
RGB: 253, 64, 13
HEX: ff4208

Print
CMYK: 0, 90, 100, 0
PANTONE: 172C

BLACK

WHITE

SECONDARY COLOR

SECONDARY COLOR
For Marketing & Design
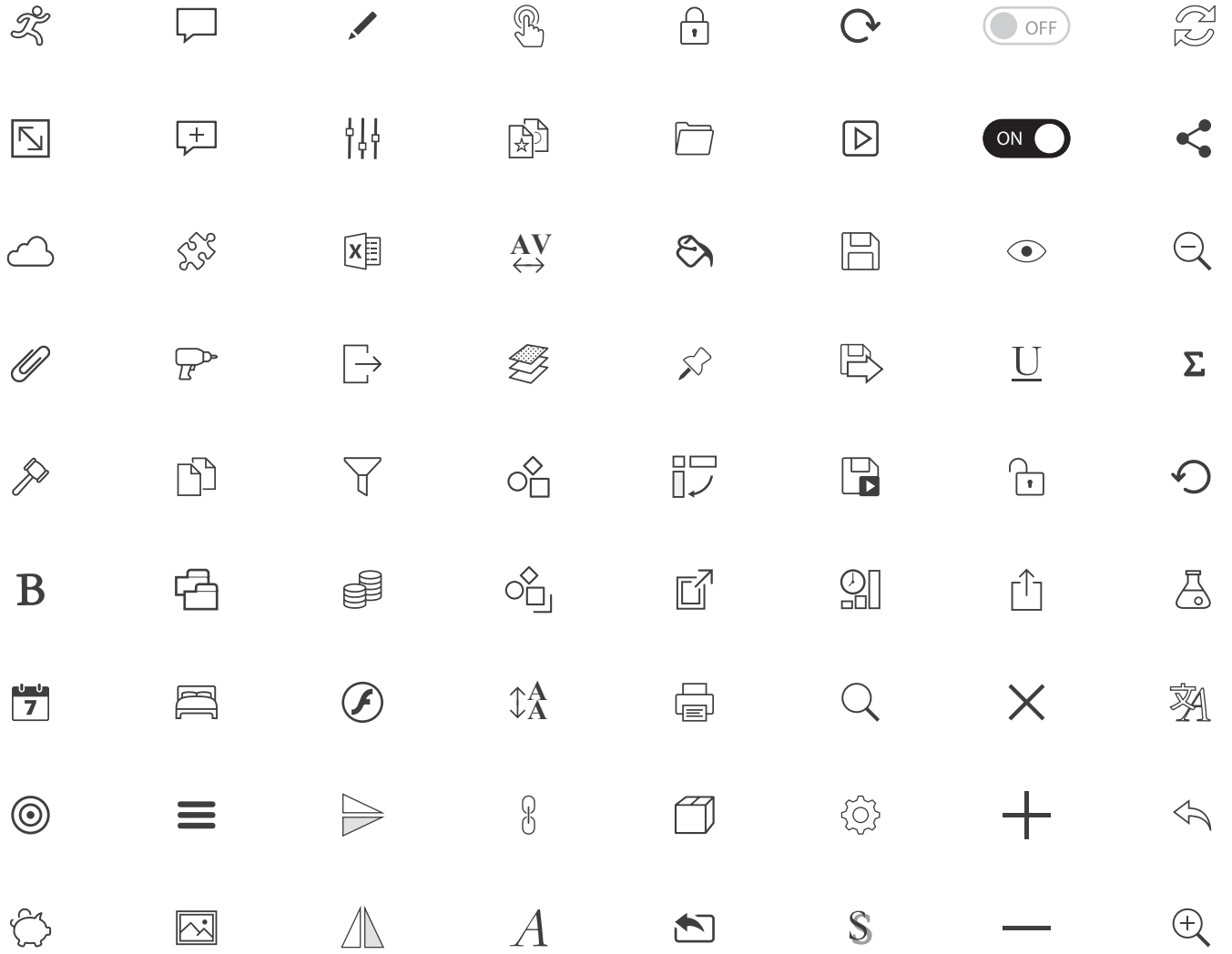
CATEGORICAL COLORS
For Marketing & Design

USER INTERFACE
Main Palette

Graphic
Elements

ICONS

THANK YOU

REVJET