INTRODUCTION

Our mission is to unlock a trillion dollars of unmet demand for the world’s advertisers. We empower marketers and agencies to improve performance in every format of marketing creatives. Powered by Orora, the world’s first Marketing Creative Operating System, RevJet enables engagement in high-velocity ad creation, serving, personalization, experimentation, and optimization.
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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
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 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.

1. DON’T change the colors of the RevJet mark
2. DON’T place the logo over colors 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, bevels, or other effects
COLOR

PRIMARY COLOR

**ORANGE**

Screen
RGB: 253, 64, 13
HEX: #ff4208

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

**BLACK**

**WHITE**
SECONDARY COLOR
For Marketing & Design

CATEGORICAL COLORS
For Marketing & Design

USER INTERFACE
Main Palette
THANK YOU