ROAMWORTHY

BRAND GUIDELINES



RoamWorthy Primary Logo:

To be used in most situations. Use the Light version on white or light backgrounds and the Dark version on dark backgrounds, so the logo always contrasts with the media it appears on.

Light	Dark
	

RoamWorthy Logo with Strapline:

To be used where the full proposition needs to be communicated, such as the website header, print, signage and dealer materials. Do not use where the strapline would be too small to read.

Light	Dark
	

RoamWorthy Emblem:

The shield emblem can be used on its own where space is limited or the brand is already established, e.g. favicons, app icons, social profile images and watermarks.

Light	Dark
	

RoamWorthy Alternative Backgrounds:

In cases where a brand colour background is required or an alternative style is needed, the logo can be placed on Teal or a Teal tint. Use the Light version on tints and the Dark version on full Teal. Examples below:

Light	Dark
	
	

Logo Usage:

• Always use the supplied logo files. Do not redraw, recolour, stretch, rotate or add effects (shadows, outlines, gradients).
• Keep a clear space around the logo equal to at least the height of the “R” in the emblem.
• Minimum width: 35mm in print / 140px on screen for the full logo; 8mm / 32px for the emblem alone.
• Avoid placing the logo on busy photography. Where unavoidable, place it on a solid Slate or Light Grey panel.

RoamWorthy Brand Colours:

	**Slate** CMYK 16 3 0 71 RGB 63 73 75 Pantone 446 C RAL 7016 HEX #3F494B
	**Teal** CMYK 75 0 5 38 RGB 40 157 149 Pantone 7473 C RAL 6033 HEX #289D95
	**Light Grey** CMYK 1 1 0 6 RGB 238 238 240 Pantone Cool Gray 1 C RAL 9003 HEX #EEEEF0

HEX and RGB values are taken from the master logo files. CMYK is a direct conversion; Pantone and RAL are nearest matches and should be checked against a physical swatch before print or signage.

FONT:

Google Font: Montserrat — Bold for headings, Regular for body copy.

Montserrat Bold — Headings · 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Regular — Body · 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789