

Road Ready Visual Style Guide



Table Of Contents

| The Logo | The Transmitter | 0 |
|--------------------------|---------------------|----|
| | Primary Logo | 04 |
| | Clearspace & Sizing | 0 |
| | Parent Lockups | 06 |
| | Logo Usage | 0 |
| The Brand | Background Use | 08 |
| | Color Palette | 09 |
| | Brand Pattern | 10 |
| | Primary Typography | 1 |
| | Limited Fonts | 1: |
| | Photography | 1: |
| | Icon Style | 14 |
| Brand Application | Brochure Examples | 1 |
| | Business System | 10 |
| | Social Media | 17 |
| | | |

Primary Logo

The primary logo is available in two configurations—full color and one color. Wherever possible, use the full-color version.

If there are limitations to number of colors, use either of the one-color versions.



Primary Logo-Full Color



Primary Logo-Full Color Reversed



Primary Logo-Black



Primary Logo-White

Clearspace & Size Requirements

Other design elements should be placed at a distance greater or equal to the height of the Transmitter emblem.

When applying co-branding, ensure there is enough space between logos by using the width of the Transmitter for horizontal lockups and the height of the Transmitter for vertical lockups.

Below are the minimum sizes the logo may be displayed or printed. These minimum sizes were established to protect the readability of the logo.

Clearspace



Use the height of the Transmitter to determine the amount of clearspace needed around the whole logo

Co-Branding

Horizontal Lockup



Use the width of the Transmitter to determine the amount of clearspace needed between logos

Minimum Size

Primary Logo



The Transmitter



Print > .25" wide Web > 20px wide

Print > .75" wide Web > 90px wide

Vertical Lockup



Use the height of the Transmitter to determine the amount of clearspace needed between logos

Parent Company Lockups

In order for Road Ready to retain brand recognition, there are a series of logos noting the relationship with the parent companies, Truck-Lite and Clarience Technologies.





Logo Usage

The Road Ready logo has been carefully designed and should never be altered in any way.

These examples illustrate how **not** to use the logo, but do not include all instances of misuse.



Do not skew or distort the logo in any way



Do not remove the mark from the logo



Do not alter any part of the wordmark



Do not apply a drop shadow or any other effects to the logo



Do not place the logo on an image that impedes legibility



Do not move the mark to any other part of the logo



Do not place the logo on any of the secondary brand colors (this will cause part of the mark to 'disappear' as those colors are present within the mark)



Do not alter the size if the emblem in relation to the logo



Do not change the color of any part of the logo

Background Use

01

When placing the logo on a white or light gray background (< 15% black), use Primary Logo-Full Color.

02

When placing the logo on a black or dark gray background (> 75% black), use Primary Logo-Full Color Reversed.

03

When placing the logo on a color background (including brand colors), use Primary Logo—White.

04

When placing the logo a photo background, place on an area of the photo with little detail and use the logo that provides the greatest amount of contrast.

























Color Palette & Gradient

As Road Ready is a technology brand, the palette is blue focused with a vibrant red as an accent.

The Road Ready colors are: Day Blue, Night Blue, Electric Blue, Road Ready Red, Light Grey, and Black. Backgrounds should utilize either Night Blue or Light Gray. When applying Light Gray as a background, reduce the opacity by 50%.

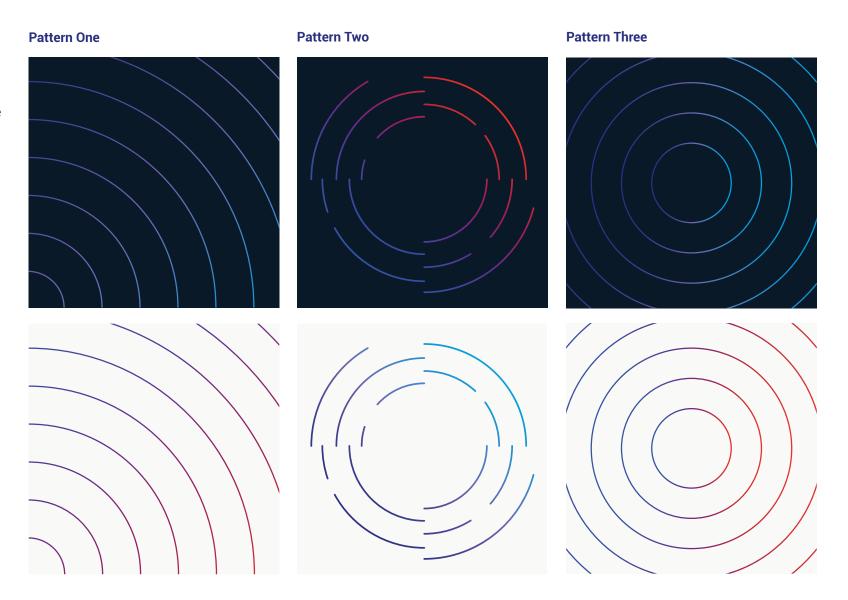
There are two brand gradients that are included in the palette. These gradients are created from a blend of colors and should be applied to brand patterns and iconography only.

Note the colors that make up the gradients should never be used on their own.



Brand Pattern

There are three brand patterns that are part of the Road Ready identity that can be used interchangeably. All patterns were created to be an extension of the Transmitter as they radiate out from one central point. The patterns can be used on either Light Grey or Night Blue and will utilize either one of the two brand gradients.



Primary Typography

The Road Ready font family is "Roboto". Recommended typography styles are shown to the right. These should be used across all branded materials.

While these are the preferred standard styles, they may be adjusted depending on the final application.

For applications where Roboto is not available, see next page.

| Typeface | Size | Spacing | Example Treatment |
|-----------------------------------|------|---------------------------------|------------------------------------|
| Roboto Bold (Title Case) | 12pt | Tracking: 0 pt Leading: 14 | Topline Header |
| Roboto Light/Bold (Title Case) | 34pt | Tracking: 0pt Leading: 37 | Headline with Emphasis |
| Roboto Light (Sentence case) | 16pt | Tracking: 0 pt Leading: 20 | Subheadline text |
| Roboto Regular (Sentence case) | 10pt | Tracking: 0 pt Leading: 14 | This is an example of body copy. |
| Roboto Medium (Sentence case) | 8pt | Tracking: 0 pt Leading: 11pt | This is an example of caption text |

Limited Fonts

On the rare occasion where the full suite of brand fonts are not available (i.e. email, shared documents), use the systemsafe fonts shown to the right. These "limited" style recommendations utilize the widely available font, Arial. Follow these guidelines to ensure the alternate treatment stays on brand.

| Typeface | Size | Spacing | Example Treatment |
|----------------------------------|------|---------------------------------|------------------------------------|
| Arial Bold (Title Case) | 12pt | Tracking: 0 pt Leading: 14 | Topline Header |
| Arial Regular/Bold (Title Case) | 34pt | Tracking: 0pt Leading: 37 | Headline with Emphasis |
| Arial Regular (Sentence case) | 16pt | Tracking: 0 pt Leading: 20 | Subheadline text |
| Arial Regular (Sentence case) | 10pt | Tracking: 0 pt Leading: 14 | This is an example of body copy. |
| Arial Regular (Sentence case) | 8pt | Tracking: 0 pt Leading: 11pt | This is an example of caption text |

Photography

This should be used as general guidance on photography but is not an exhaustive list of the types of photos that may be used.



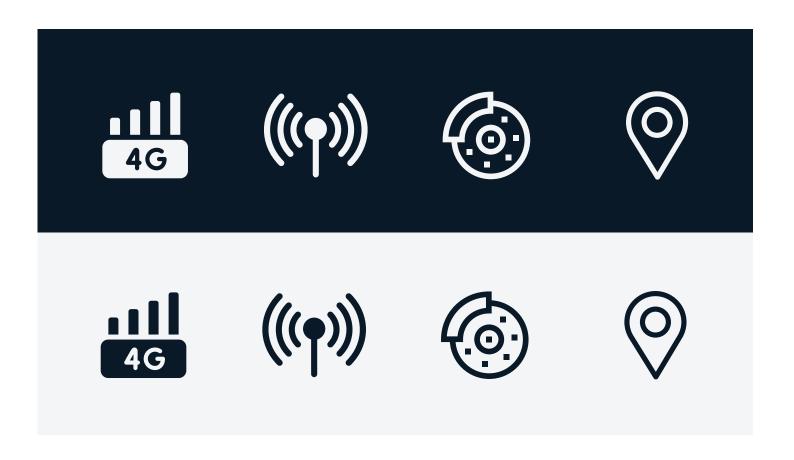




Icon Style

The Road Ready icon style utilizes fineline illustrations and includes a variation of the Transmitter to further reinforce the brand. Icons can be shown in the brand gradient or by using a solid brand color.

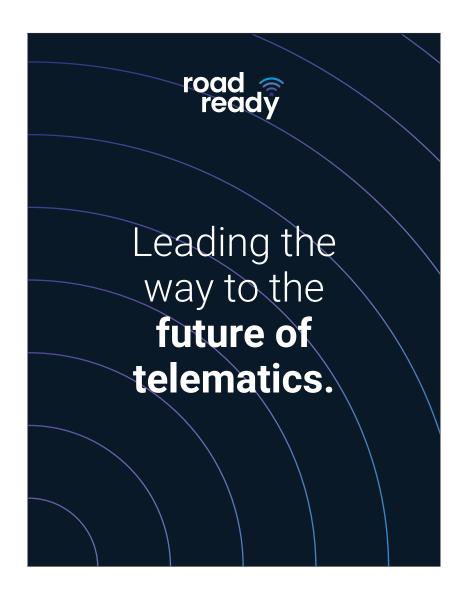
Note: These icons should be used as guidance for the creation of any future icons. Icons shown are designed within a 1" square and a line weight of 1pt.



Brand Application

Brochure Covers

These two examples utilize both the brand patterns and typography to show how they may be combined to create a dynamic brochure cover. When centering the pattern within a layout, it also presents an opportunity to include a round photo holder within the design.



Brand Application

Business System

The following examples are how the Road Ready Brand might be applied to the business system.

Note: these are not final designs and are simply examples of how the business system might look.



Letterhead Example







Business Card Examples

Brand Application

Social

These two examples show how the Road Ready brand patterns can be paired with dynamic typography to create an eye-catching social media experience.





Social Example 1 Social Example 2

