ROUVY

CORPORATE IDENTITY

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LOGOTYPE

NEW LOGO IDENTITY

ROUVY LOGO

The new ROUVY logo is inspired by an aerodynamic cycling helmet. It is created from a few simple shapes to be easily read, recognized and remembered.

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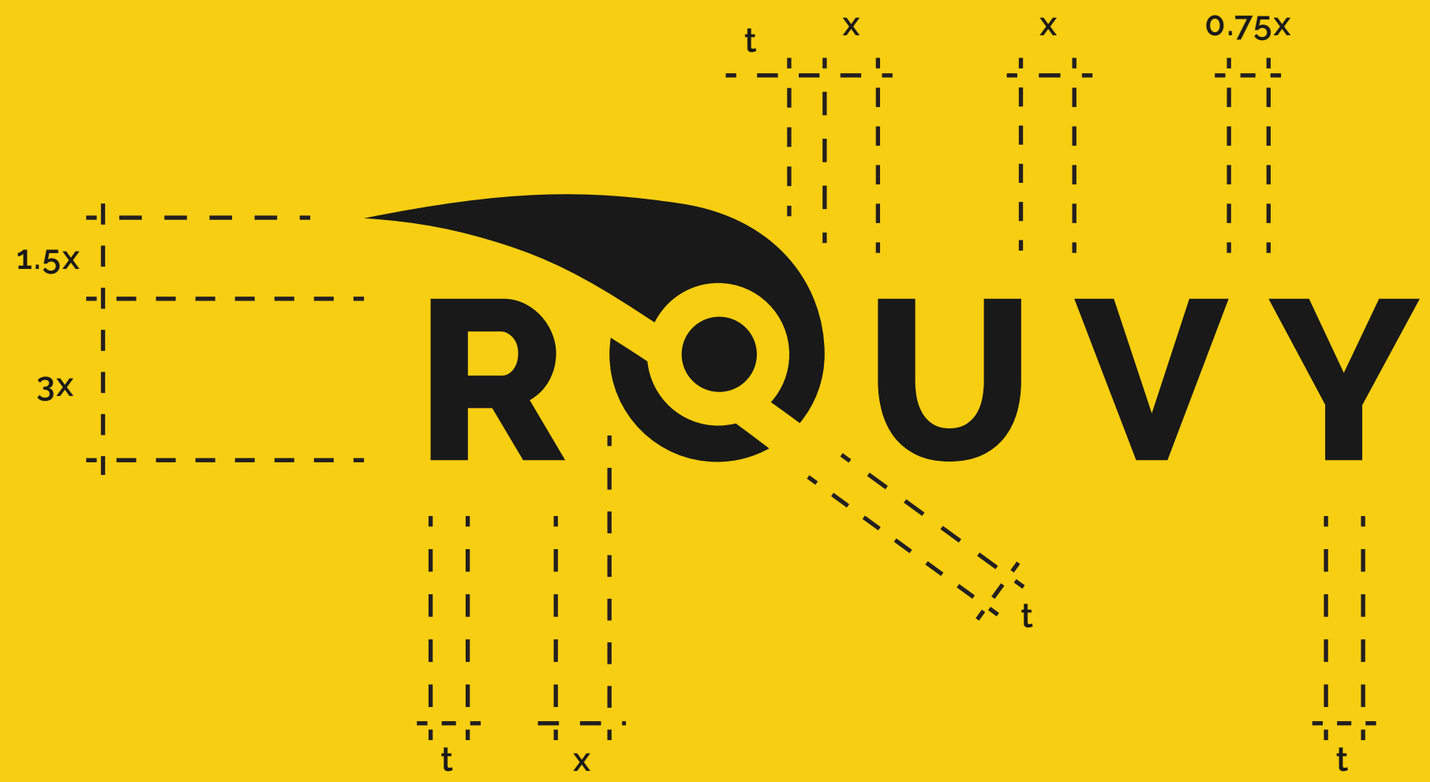
LOGO IN GRID



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MINIMUM CLEAR AREA

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LOGO VARIATIONS

Color variations

Monochromatic variations

Don't use

Logo usage with background

100% 80% 60% 40% 30% 20% 10% 0%

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DON'TS

Change to color of the logo

Scale the logo out of proportion.

Rotate the logo

Cut the logo to separate the wordmark
and the Rouvy helmet

Reduce the logo smaller
then 30 mm wide (print only)

Change the font of the wordmark

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ROUVY HELMET

HELMET USAGE

The logo with a wordmark is a primary option for displaying ROUVY. However, helmet alone can be used as well, because it is significant enough to represent the corporate identity.

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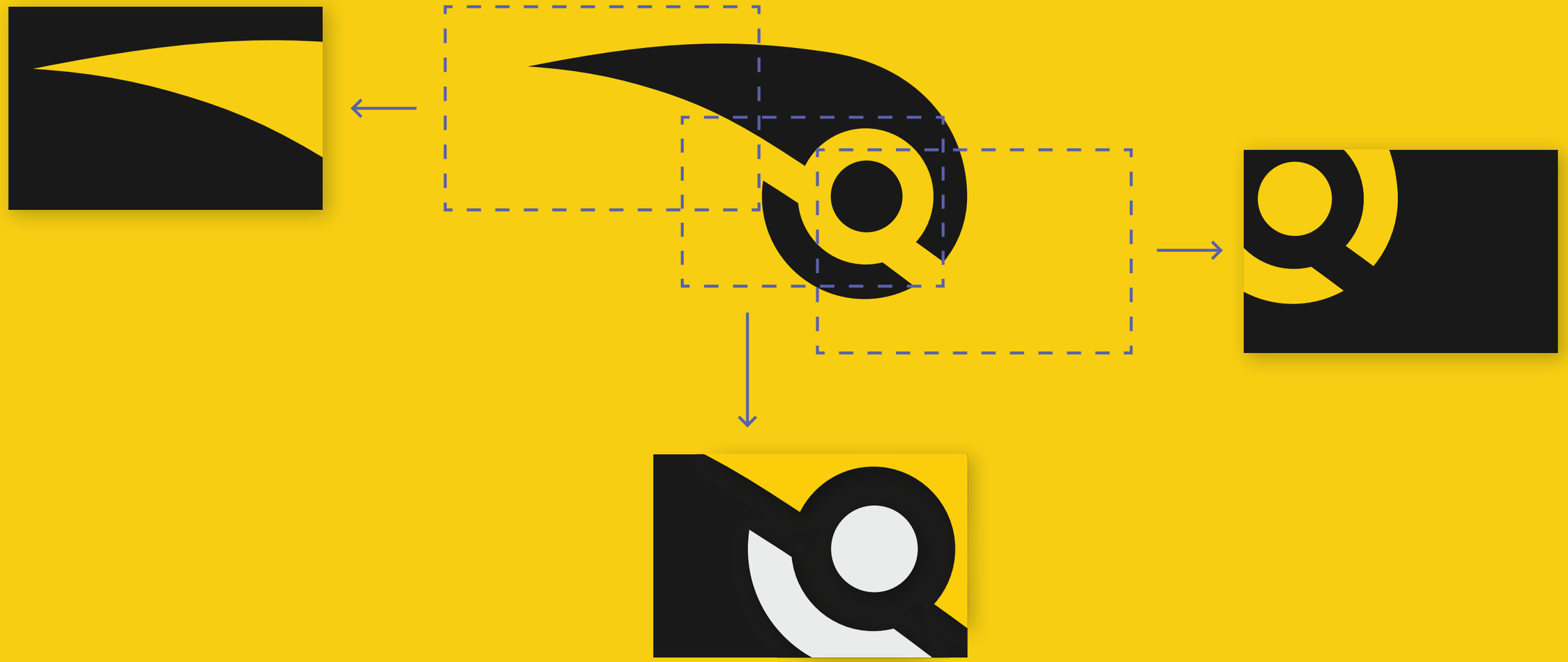
HELMET BACKGROUND

Cropped parts of ROUVY helmet can be used as an artwork for background or elements in graphic layouts



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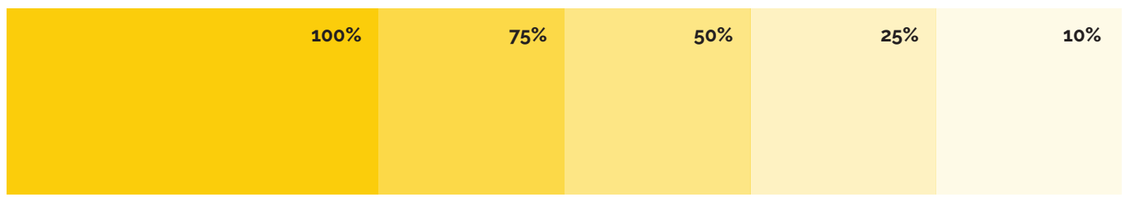
COLORS

COLOR PALETTE

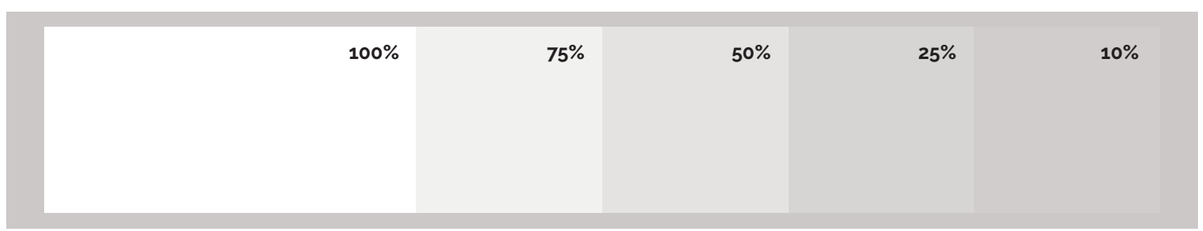
ROUVY YELLOW

CMYK	2/18/100/0
RGB	252/205/0
HEX	FCCD00



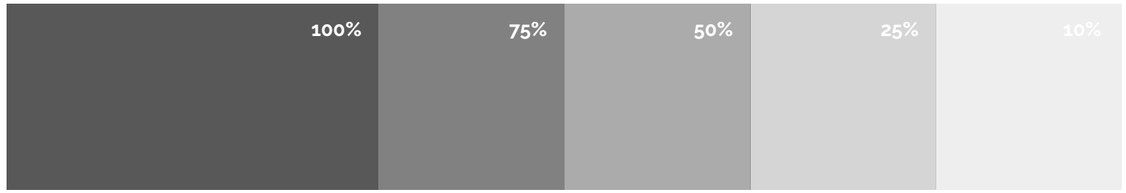
WHITE

CMYK	0/0/0/0
RGB	255/255/255
HEX	FFFFFF



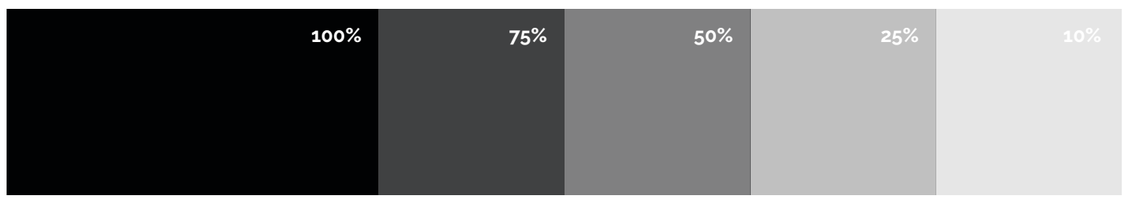
MEDIUM GRAY

CMYK	63/55/54/29
RGB	88/88/88
HEX	585858



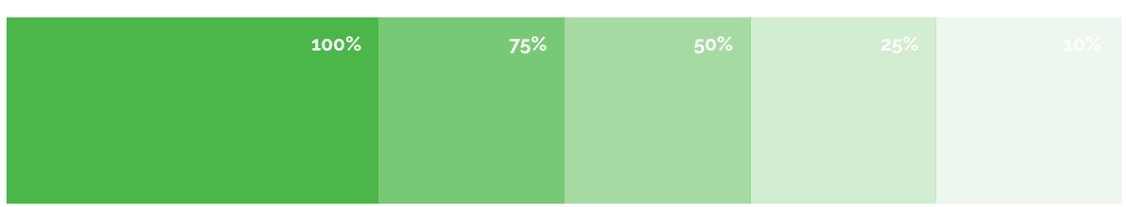
DEEP BLACK

CMYK	40/30/30/100
RGB	16/13/16
HEX	100D10



ROUVY WEB GREEN

CMYK	70/0/100/0
RGB	67/176/42
HEX	43B02A



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ROUVY

TYPOGRAPHY

CORPORATE FONT

GENERAL FONT

Raleway font was selected because, of the straight bold look. Be aware of the lining for numbers! (It can be adjusted to proper lining in graphic program)

Aa

PRIMARY FONT

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

SECONDARY FONT

RALEWAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ALTERNATIVE WEB/APP FONT

Works Sans font was selected to use for web/app design only. It provides better look for numbers (better lining)

Aa

PRIMARY FONT

WORK SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

SECONDARY FONT

WORK SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONT SIZE

Main Title
Tracking: +20
Lead: 75%
Size: 700%

BLACK CAPITALS

Tracking: +30
Lead: 90%
Size: 250%

TITLE: EXTRA BOLD CAPITALS

Size: 150%

SUBTITLE: EXTRA BOLD CAPITALS

Tracking: +30
Lead: 110%
Size: 100%

Introduction text: Semi Bold

Lorem ipsum dolor sit amet, numquam dolores cu eum, his tacimates imperdiet dissentiet id, pro tota suavitate percipitur in.

Tracking: +30
Lead: 110%
Size: 100%

Body text: Regular

Lorem ipsum dolor sit amet, numquam dolores cu eum, his tacimates imperdiet dissentiet id, pro tota suavitate percipitur in. Sed adolescens rationibus ei, at mel primis oportere.

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BRAND MENTIONING

ROUVY

When speaking of ROUVY, always use ROUVY written in capitals.

ROUVY

Don't use

Rouvy ✕ rouvy ✕ rouVY ✕

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CLAIM

LOGO + CLAIM

ROUVY

INDOOR CYCLING REALITY

Font: Raleway ExtraBold
Tracking 30

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ICON

ROUVY ICON

MOBILE APP ICON

ROUVY icon is a cycling character, created from similar shapes of the logo and with the ROUVY helmet as head.

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