



RevSpring

Brand Identity Guide

This is the primary mark for the RevSpring logo. It is made up of two elements: a) the talk bubble and b) the wordmark.

The talk bubble is an easily recognizable icon that symbolizes RevSpring's commitment to solutions through active engagement. The wordmark is a custom, ownable typographic treatment, unique to RevSpring. The contemporary yet classic characteristics of its letter forms represent interconnectivity and sophisticated modernity.



Always ensure the brand mark has an appropriate amount of space between it and other elements within a layout.

Use the talk bubble within the mark as a guide.



The RevSpring brand mark can be used in three different color ways, depending on the application and constraints of legibility.

a) The primary color application uses Sky Blue for the talk bubble and Slate Blue for the wordmark.

b) When application and legibility necessitates it, a version of the mark with a Sky Blue talk bubble and a white wordmark can be used. This includes placing the mark over solid color or photography.

c) A one-color version of the brand mark can be used when necessary. Only use the Sky Blue or Slate Blue, in addition to white and black.

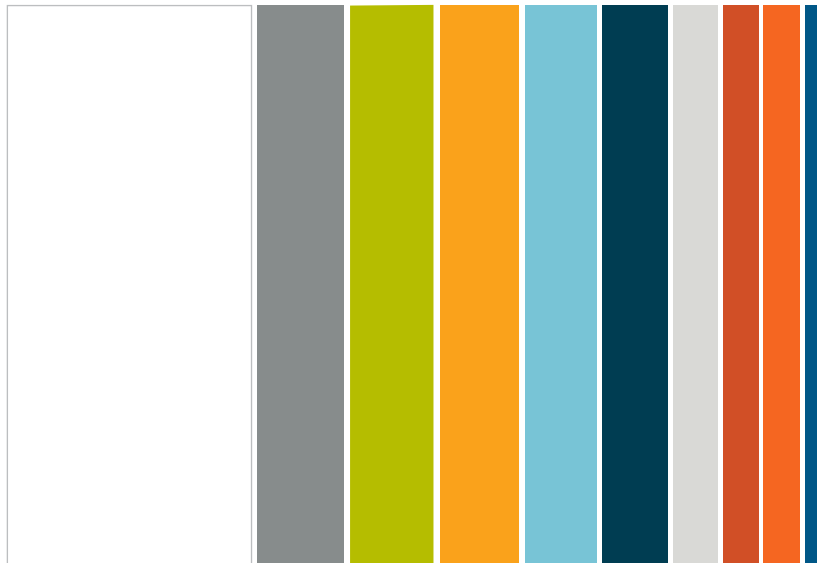


This set of colors helps to communicate the brand tone of the RevSpring brand. There is a primary pair of colors as well as a supporting set of secondary colors.

The hierarchy display below shows the frequency of how much each color should be used in branded communications. Note that the largest hue is actually “white.” This represents the need to create a significant amount of white space within a given layout. Doing so helps to maintain the sophisticated, uncluttered aesthetic of the RevSpring brand.

Additionally, notice that the two primary blue colors do not appear at the top of the hierarchy. They should always be present within a layout. However, they should be used sparingly and with specific intent. Using the brighter hues of Lime Green, Warm Orange, and to a lesser degree the Brick Red and Cool Orange, will provide dynamic energy within a layout.

Visual representation of color hierarchy



PRIMARY



Slate Blue
 Pantone® 3035c
 CMYK 100 30 19 76
 RGB 0 62 81
 HEX 003E51



Sky Blue
 Pantone® 630c
 CMYK 48 0 10 0
 RGB 119 197 213
 HEX 77C5D5

SECONDARY



Lime Green
 Pantone® 390c
 CMYK 27 0 100 3
 RGB 181 189 0
 HEX B5BD00



Warm Orange
 Pantone® 137c
 CMYK 0 41 100 0
 RGB 225 163 0
 HEX FFA400



Navy Blue
 Pantone® 7691c
 CMYK 100 43 0 30
 RGB 0 98 152
 HEX 005687



Brick Red
 Pantone® 173c
 CMYK 12 184 100 2
 RGB 209 78 39
 HEX D14E27



Dark Gray
 Pantone® Cool Gray 8c
 CMYK 23 16 13 46
 RGB 136 139 141
 HEX 888B8D



Cool Orange
 Pantone® 165c
 CMYK 0 75 98 0
 RGB 244 101 33
 HEX F46521



Light Gray
 Pantone® Cool Gray 1c
 CMYK 4 2 4 8
 RGB 217 217 214
 HEX D9D9D6