

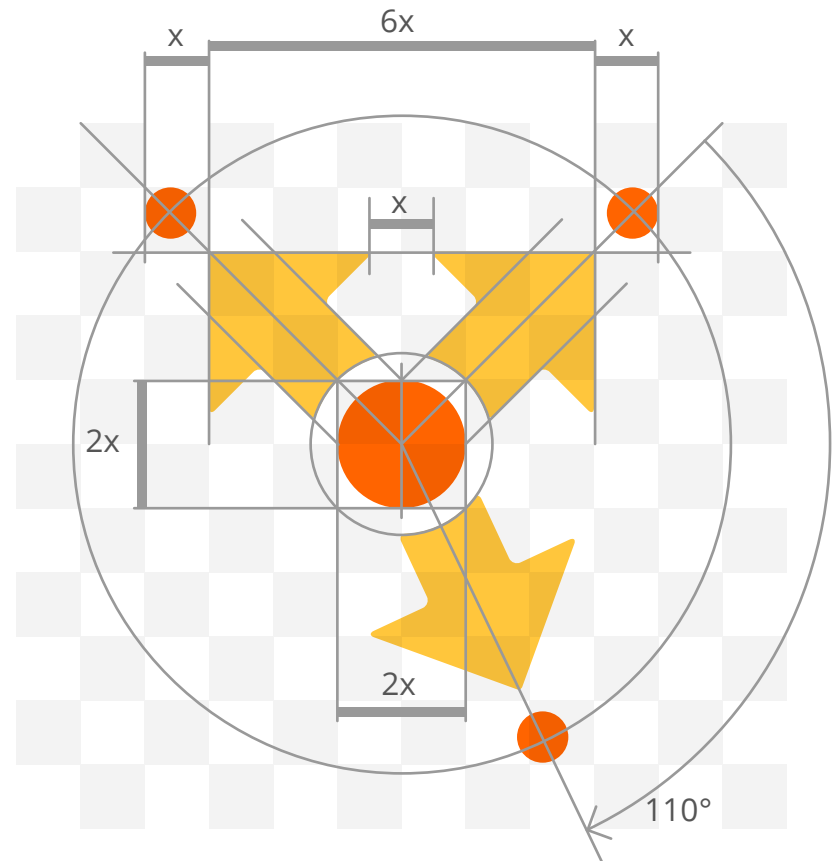
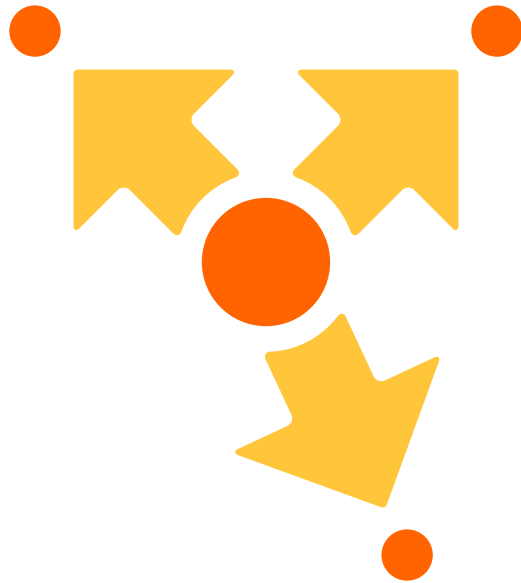
# Brand Guidelines

Route4Me Visual Identity Specification

Logo

# Route4Me Symbol

The symbol is composed of simple geometric shapes.  
Note the consistency of shapes, sizes, and spacing.  
This geometry must always be maintained.



Symbol construction

# Route4Me Logo

The logo parts have very specific placement relationships within each other. The alignments create a solid lockup. Knowing these spatial relationships is critical for maintaining consistency across the brand.



# Logo on Backgrounds

The logo should be used only on white or blue backgrounds.  
Avoid using logo on photographs unless the logo sits  
on the white area of the image.



# Logo Clear Space

Ensure there is adequate space between the logo and surrounding elements. The clear space around should always be greater than or equal to the 1/3 of logo height.



# Alignment

Follow the spacing and alignment specifications below when locking the Route4Me logo up with a series of affiliated logos. Partner logos should be aligned to the optical baseline of Route4Me logotype.

Clear space equals the width of one Route4Me symbol



Partner logos are aligned to the baseline of the logotype

Google and/or Amazon logos are displayed for demonstration purposes only. Their placement near the Route4Me logo does not suggest a partnership or business relationship exists.

# Mobile App Icon

An icon may have different shape on different devices. Ensure there is adequate space between the logo and icon shape edge.





# Logo Misuse

The logo parts have very specific placement relationships within each other. The alignments create a solid lockup. Knowing these spatial relationships is critical for maintaining consistency across the brand.



Do not change the transparency of the logo



Do not distort the logo



Do not use different colors



Do not use drop shadows or any other effects



Do not change the position of the logo parts in relation to each other



Do not outline logotype



Do not change the size of the logo parts in relation to each other



Do not re-create using any other typeface

The Route4Me marks include the Route4Me name and logo, and any word, phrase, image, or other designation that identifies the source or origin of any of Route4Me's products. Please don't modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by Route4Me, or in a way that confuses Route4Me with another brand (including your own).

## You may not:

- Use any logos or similar imagery to represent Route4Me other than the examples we have provided
- Use a Route4Me asset as a substitute for your own — if you don't have a logo, please do not co-opt ours
- Overprint or obstruct any part of the logo
- Add special effects to the logo
- Distribute or otherwise make available our logos, marks, or assets

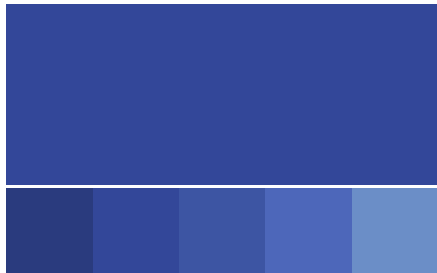
Colors

# Colors

Below is the official Route4Me color palette.  
Avoid deviating from this core set of colors.

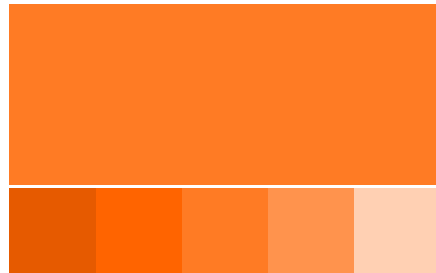
## Primary Blue

HEX: #334799  
RGB: R 51 / G 57 / B 153



## Accent Orange

HEX: #FF7B24  
RGB: R 255 / G 123 / B 36



## Action Green

HEX: #A1C060  
RGB: R 161 / G 192 / B 96



## Text

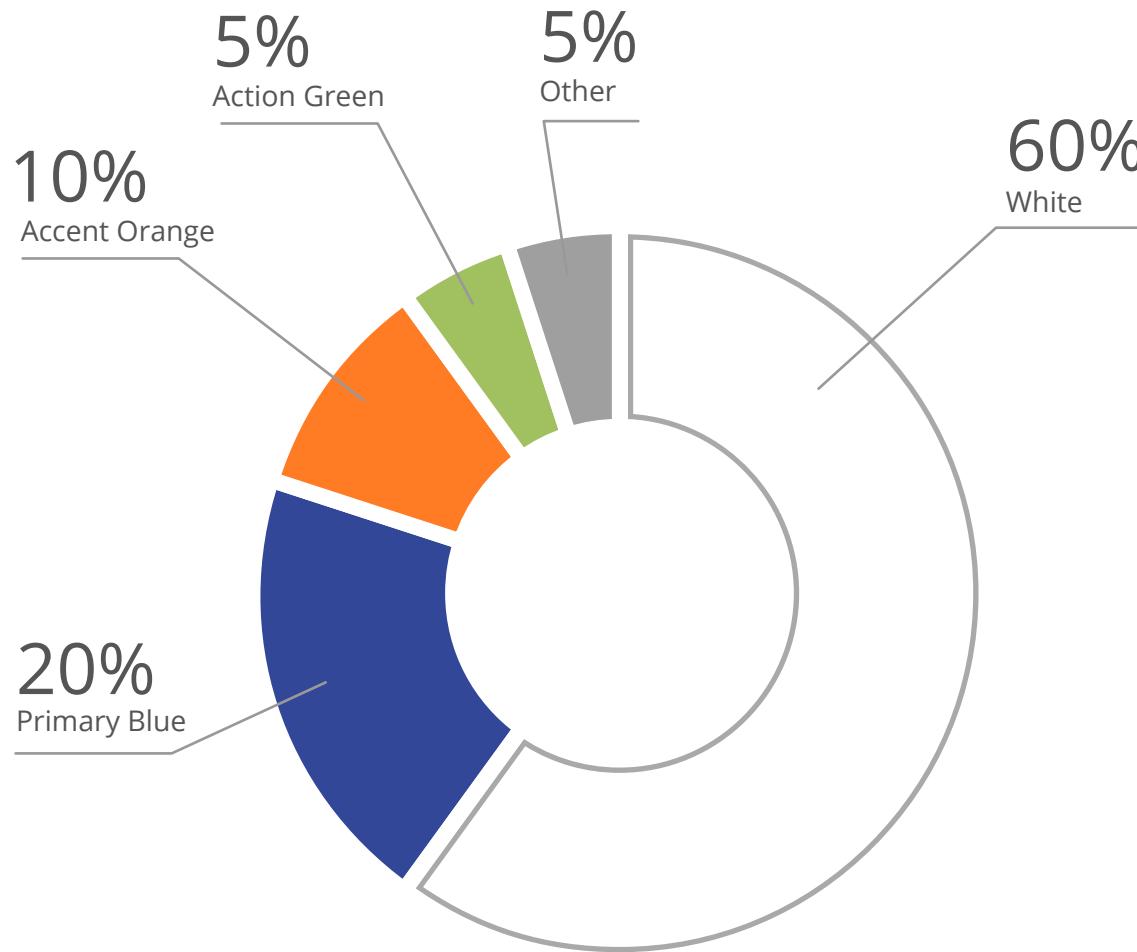
HEX: #555555  
RGB: R 83 / G 83 / B 83

Text



# Color Balance

Preserve approximate color percentage according to the graph below.



Typography

Route4Me uses Open Sans for all headlines, buttons and paragraph text.

## Open Sans

Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+/-

Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+/-

Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+/-

The exact point sizes and leading are not prescriptive and should be adapted to the size of the materials and layouts. However, the general proportions, weights and tracking should be kept intact for all layouts.

**Title** \_\_\_\_\_  
Open Sans Light 45/45

Lorem Ipsum  
Dolor Sit Amet

**Subtitle** \_\_\_\_\_  
Open Sans 18/20

Suspendisse pellentesque lorem nisi

**Paragraph** \_\_\_\_\_  
Open Sans 12/18

Maecenas vitae pharetra nibh, sed facilisis risus. Quisque posuere ullamcorper odio non tempor. Integer ipsum elit, tempor nec tempor a, varius sit amet neque.

Suspendisse in dignissim purus, sit amet dignissim dui. In hac habitasse platea dictumst. Aenean at volutpat mi. In bibendum eget tortor a tempor. Aenean libero libero, aliquam non nulla porttitor, scelerisque fermentum augue.

Pellentesque urna urna, semper a urna quis, aliquet viverra enim. Aliquam eget quam ac lectus hendrerit hendrerit at a ipsum. Aenean iaculis commodo leo non aliquet. Donec pharetra leo ac risus rutrum gravida. Curabitur laoreet, lacus id aliquam tincidunt, nisi sem iaculis diam, sed condimentum mi turpis vel nibh. Nam vestibulum arcu sed dui rutrum, ac cursus lorem luctus.