As RVers, we know that fulfilling RV travel dreams can be a complex process. We simplify the process by combining RV software, data, and community so RVers can focus on making the best memories of their life.

**Mission Statement**

We exist to make RVing simple. We help people dream of new adventures and build what they need to journey with confidence.

**Capitalization & Voice**

RV LIFE’s name is written in ALL CAPS. Other words in names are Title Case when written in text unless special rules apply (acronyms).

Examples in sentences:

- ✔ RV LIFE was founded in 1984
- ✔ ... with the RV LIFE Pro suite of tools
- ✔ I love RV LIFE Trip Wizard; I couldn’t plan trips without it.

- × RVLife was founded in 1984
- × RV LIFE PRO is the most ...
The RV LIFE logo represents us at the very highest level and is vitally important to brand. It is our primary identifier and a seal of quality. It is, and should always be, visible and unobstructed in our communications.

Do not re-create or typeset the RV LIFE logos; always use our official logo files.

Download Assets
Click here to access logos, product photos, and other media assets.
RV LIFE's general-purpose brand logo. This will always be present within the other RV LIFE brands.

RV LIFE Pro logo. For use when referencing the RV LIFE Pro suite of tools.
Correct

- Use Cinnabar or Slate Gray on light backgrounds.
- Use White on dark backgrounds.

Incorrect

- Do not use low-contrast colors between the backgrounds and logos.
- Do not stretch, distort, rotate, or otherwise transform the brand logos.
RV LIFE Pro is a premium suite of tools to help make camping simple. Included with the RV LIFE Pro subscription is:

- **RV LIFE**
  - RV Safe GPS

- **RV LIFE**
  - Trip Wizard

- **RV LIFE**
  - Maintenance

- **RV LIFE**
  - Masterclass

- **RV LIFE**
  - Campgrounds

**Download Assets**
Click here to access logos, product photos, and other media assets.
RV LIFE Product Logo Usage

RV LIFE's Pro tools use a Branded House architecture.

Each product's horizontal version is the primary logo and should be used in most instances. The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

Below are examples of a few of the RV LIFE Pro tool logos and their lockups.

<table>
<thead>
<tr>
<th>HORIZONTAL LOGO</th>
<th>STACKED LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>RV LIFE Trip Wizard</td>
<td>RV LIFE Trip Wizard</td>
</tr>
<tr>
<td>RV LIFE Campgrounds</td>
<td>RV LIFE Campgrounds</td>
</tr>
</tbody>
</table>
## RV LIFE Logo Color

Logos for all RV LIFE brands should always show in either full color, or in their monochromatic versions. The monochromatic versions below should be use one of these 3 colors.

<table>
<thead>
<tr>
<th>Multi-color examples with RV LIFE Trip Wizard. Only the text color changes from Dark Slate to White.</th>
<th>Monocromatic color examples with RV LIFE Trip Wizard</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="RV LIFE Trip Wizard" /></td>
<td><img src="image2.png" alt="RV LIFE Trip Wizard" /></td>
</tr>
<tr>
<td><img src="image3.png" alt="RV LIFE Trip Wizard" /></td>
<td><img src="image4.png" alt="RV LIFE Trip Wizard" /></td>
</tr>
<tr>
<td><img src="image5.png" alt="RV LIFE Trip Wizard" /></td>
<td><img src="image6.png" alt="RV LIFE Trip Wizard" /></td>
</tr>
<tr>
<td><img src="image7.png" alt="RV LIFE Trip Wizard" /></td>
<td><img src="image8.png" alt="RV LIFE Trip Wizard" /></td>
</tr>
</tbody>
</table>
Beyond the logo, our unique brand color is the most recognizable element of our brand identity.
**Colors**

**Primary Color**
Cinnabar

#DB2115

**Secondary Color**
Slate Gray

#2A3241

**Neutrals**

#ECF1F4  #FFFFFF
Patterns

RV LIFE's Topographic line backgrounds are a supplemental addition to our brand.

Do not adjust the colors of these patterns. If one of these patterns is used, be sure only the logo is placed directly on top of them. Other elements placed on top should have a container to help with legibility when small type is used.
Typefaces & Styles

INTER

400 WEIGHT / NORMAL

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 % ? : + “”

700 WEIGHT / BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 % ? : + “”
Brand Assets

Click/Tap the button or scan the QR Code below to access our brand assets. You'll find our logos, patterns, and product photos.

Download Assets
Click here to access logos, product photos, and other media assets.