



RV LIFE

Brand Guide

RVLIFE.COM | 2024

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

✗ RVLife was founded in 1984

✓ ... with the RV LIFE Pro suite of tools

✗ RV LIFE PRO is the most ...

✓ I love RV LIFE Trip Wizard; I couldn't plan trips without it.

Our Logos & Brandmarks

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.



Primary RV LIFE Logotype

RV LIFE's general-purpose brand logo.

This will always be present within the other RV LIFE brands.



Logo Usage Guidelines

Correct



- Use Slate Gray RV LIFE text on light backgrounds.
- Use White RV LIFE text 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.



Primary RV LIFE Pro Logotype

RV LIFE Pro logo.

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



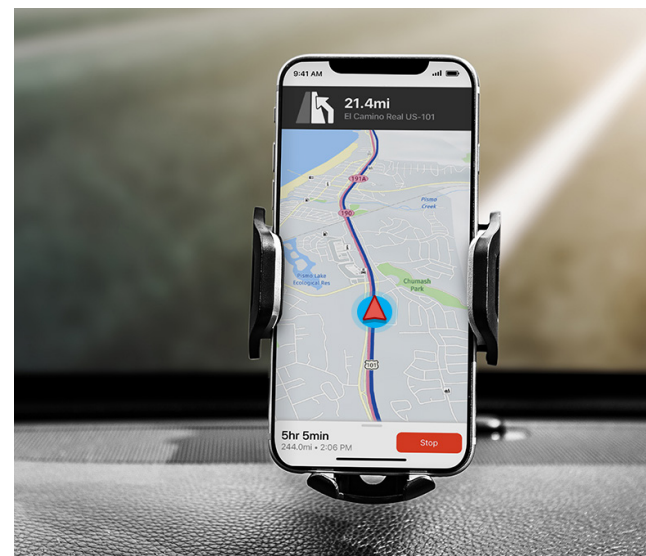
RV LIFE Pro with Tagline Logotype

RV LIFE Pro logo when used with Journey with Confidence tagline.



RV LIFE Pro Suite Logotypes

RV LIFE Pro is a premium suite of tools to help make camping simple. Included with the RV LIFE Pro subscription is:



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.

Horizontal (primary usage)



Stacked (secondary usage)



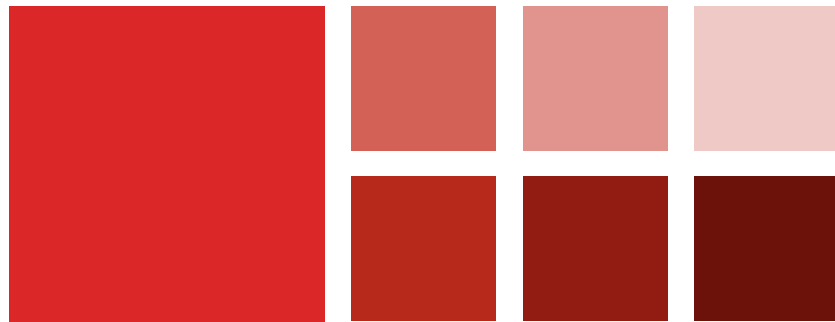
Color & Pattern

Beyond the logo, our unique brand color is the most recognizable element of our brand identity.

Colors

Primary Color

Cinnabar



#DB2215

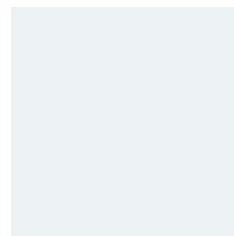
Secondary Color

Slate Gray



#2A3241

Neutrals



#ECF1F4



White

Patterns



Cinnabar
Topographic Map



Light Gray
Topographic Map



White
Topographic Map

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.

Typeface & Styles

Inter

400 WEIGHT / NORMAL

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789%?:+""

700 WEIGHT / BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789%?:+""

Accessing 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



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