



BRAND GUIDELINES

ONLINE VERSION 1.0

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Hello!

These guidelines have been made to explain RVE's new look and feel. They are a practical tool for conveying RVE's personality. They bring together all the basic elements which make up the new visual identity; the new trademark has various versions for a variety of different uses.

The proper application of these guidelines is essential for raising the trademark's profile and keeping it highly visible. We suggest you read these guidelines thoroughly before using the new basic elements, to ensure you're using the right artwork in the correct way.

*Remember:
It is important you adhere to the content
and guides in this document. Resist the
temptation to change aspects of the
system. Failing to do this will weaken the
brand; succeeding will strengthen it.
Thank you!*



A BIG FAMILY OF
THREE
GENERATIONS
UNITED
BY THE SAME
PASSION
+
AN AWESOME
TEAM

RVE is a family-owned business specialising in creating special vehicles through the interior and exterior enhancement. Formally known as Auckland Auto Trimmers, we have supplied the **New Zealand** auto industry since 1968 earning a solid reputation for our devotion to exemplary quality and service. Our talented team pride themselves on leading the world in every aspect of vehicle enhancement.

RVE is committed to exceeding customer expectations with a culture that strives to deliver more than expected.

RVE specialises in 'Special Edition' packages that bridge the gap between the manufacturer options and the vehicle owners desires.

We create passion.

We are a design company that creates products and packages that go above and beyond the mainstream constraints of mass production. We are a 'one-stop-shop' that designs, consults, develops and supplies unique competitive packages to dealerships and vehicle distributors.

Our mission is to enhance the mass-produced vehicle into a statement of passion and personality through unique and amazing accessorisation. Our incredibly talented team are committed to lead the field in every aspect of our industry.

THE BRAND GUIDELINES

The word 'brand' can mean many things but for us, it's a statement of intent – a badge of honour by which people can recognise our professionalism and personality.

A brand helps us communicate more clearly to our audience and differentiates us from other organisations.



R V E



3.1 LOGO ELEMENTS

RVE is a family-owned business specialising in creating special vehicles through the interior and exterior enhancement. Formally known as Auckland Auto Trimmers, we have supplied the New Zealand auto industry since 1968 earning a solid reputation for our devotion to exemplary quality and service. Our talented team pride themselves on leading the world in every aspect of vehicle enhancement.

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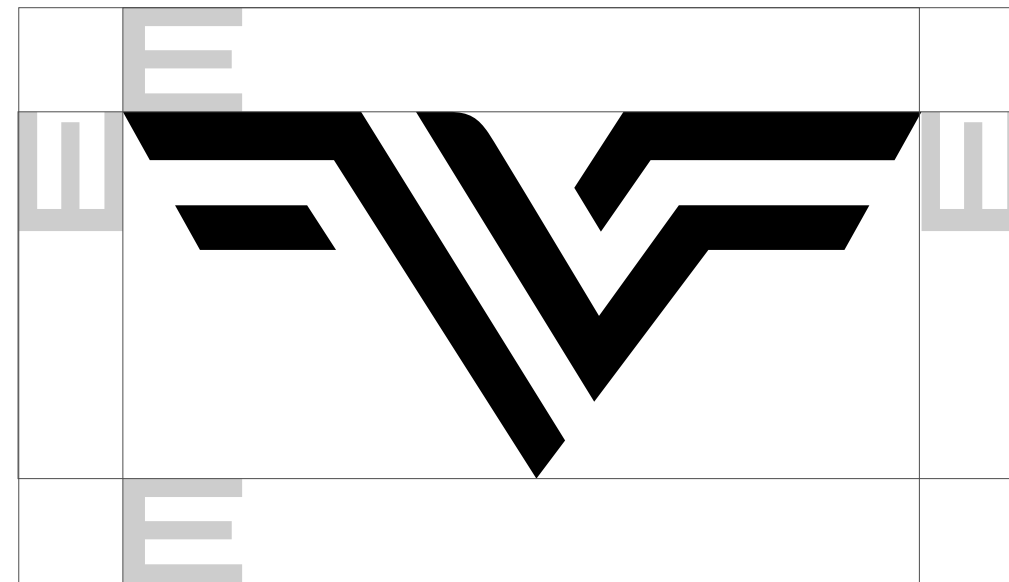
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Our mission is to enhance the mass-produced vehicle into a statement of passion and personality through unique and amazing accessorisation. Our incredibly talented team are committed to lead the field in every aspect of our industry.



3.2 LOGO CLEARSPACE

The logo should stand out in any design. The surrounding space the logo must be free, without any other element that gets in the way or hinders its reading.



- Symbol



- Vertical



- Horizontal

3.0 - BRAND GUIDELINES

3.3 LOGO FORMATS

We have two different formats to allow flexibility of use across different communication mediums.

Use the orientation that best suits your design, keeping in mind that the logo has the greatest possible legibility. The use of the vertical format is preferred.

- Vertical logo, where Symbol and Wordmark is aligned vertically.

- Horizontal, with Symbol and Wordmark aligned horizontally.

- Vertical and Positive



- Horizontal and Positive



Use for light backgrounds

- Vertical and Negative



- Horizontal and Negative



Use for dark backgrounds

*The brand:
It is a highly valuable corporate asset that must be used consistently in all channels in proper, approved forms.*

3.4 IMAGE BACKGROUND

You can use this colour version of the logo on photo background, as long as the background provides enough contrast for the logo to stand out.



3.5 INCORRECT USE

Do not warp, skew, alter colours, blur, distort, outline, rotate, bow, disarm, distress, change opacity, etc.

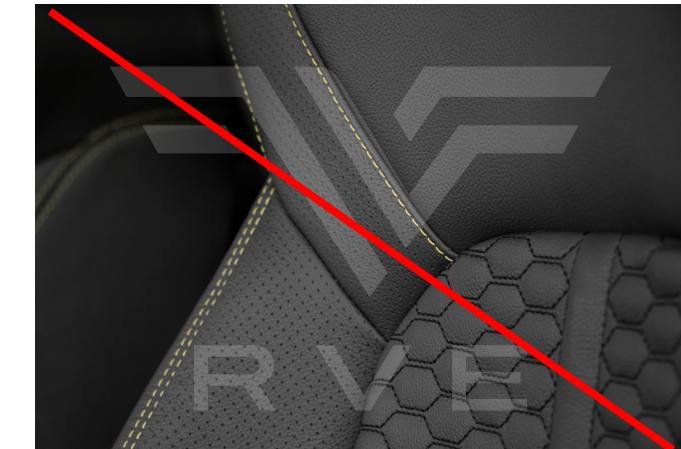
There are some basic rules to protect the integrity and appearance of our logo. If you follow these guidelines in this user guide, you should not create versions that impair readability.



Do not resize or reposition elements of the logo



Do not allow the logo to be warped



Do not change the opacity of the logo below 88% on image backgrounds



Do not alter colours



Do not place the logo on an image or colour which lessens legibility

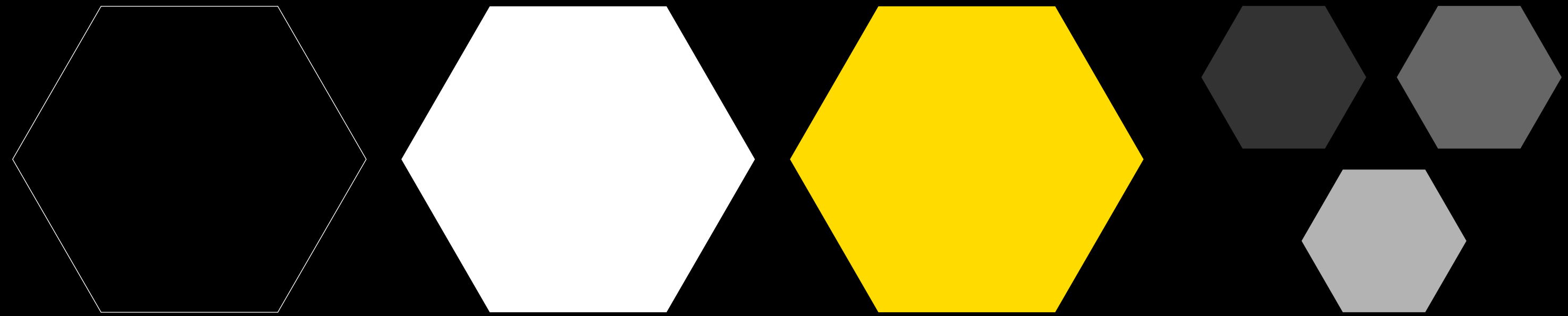


The logo should never appear in a box on a colour or image background

4.1 OUR NEW BRAND COLOURS

Color is a simple yet powerful form of messaging. It portrays a wide range of emotions without even a word or image. Color can highlight something important or easily disguise something insignificant. It can invoke the past, inform the present, and inspire the future.

The role that color plays in our visual world is so absolute that its power is difficult to overestimate.



CLASSIC BLACK

PANTONE
Black C

CMYK
0, 0, 0, 0

RGB
0, 0, 0

HEX
000000

PURE WHITE

PANTONE
-

CMYK
0, 0, 0, 0

RGB
0, 0, 0

HEX
ffffff

COOL YELLOW

PANTONE
Yellow C

CMYK
0, 1, 100, 0

RGB
254, 221, 0

HEX
#fedd00

GREY X3

CHARCOAL

MEDIUM

SILVER

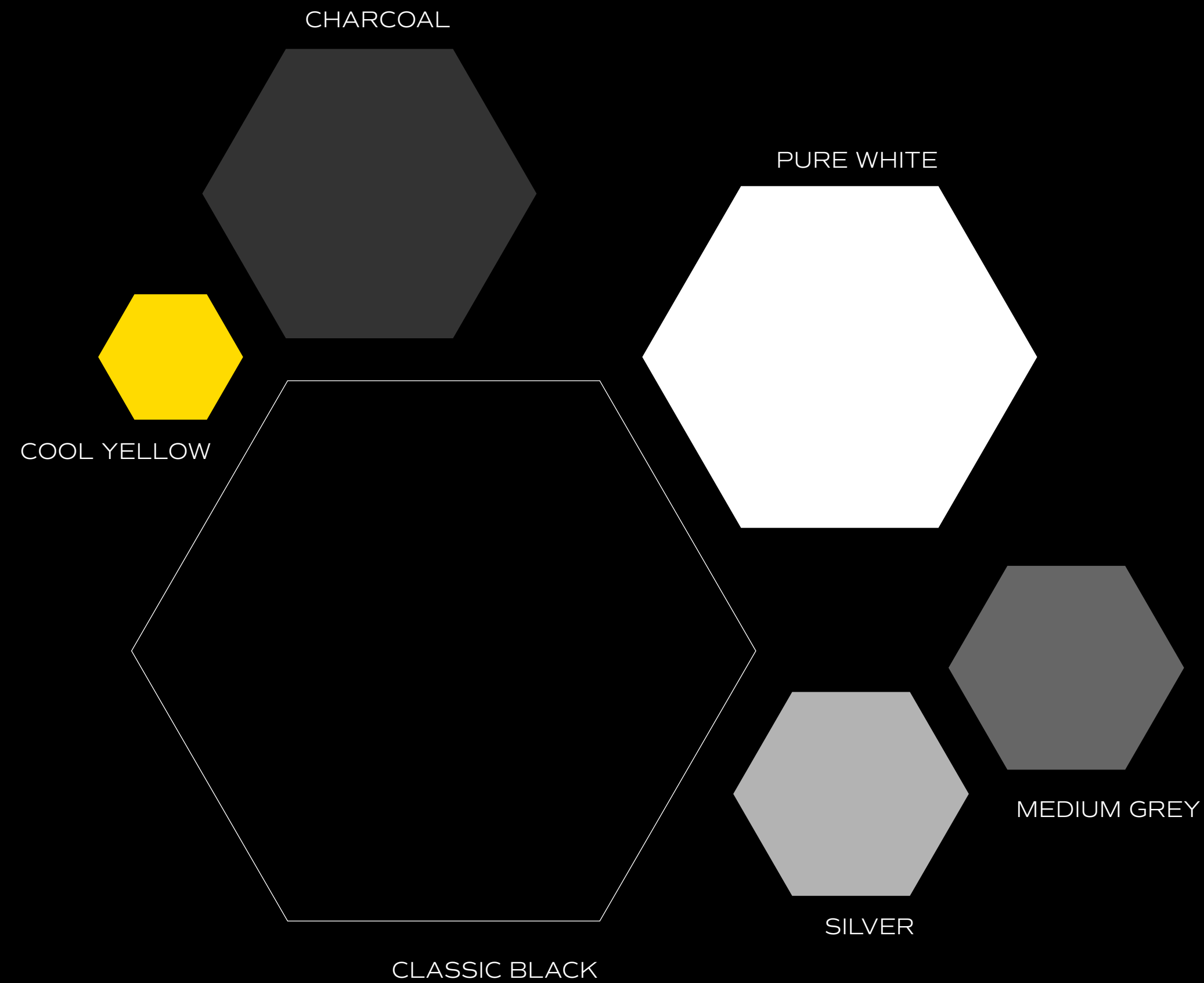
4.2 VISUAL COLOUR PREFERENCE SCHEME

Our favourite colour is black, both for positive logos and also used in backgrounds and other elements throughout our communication.

We ♡ white on black.

We can also use 3 different shades of grey to play according to the graphic piece.

Yellow is our accent. A striking colour that with measured use manages to give that touch of style and personality that a classic black design requires to be unique. Yellow should not be used over white or light colours, quite the contrary.



5.0 - TYPHOGRAPHY

TYPHOGRAPHY

Typography is important for consistency across all communications and platforms. It reduces clutter, ensures legibility and helps us be instantly recognisable.

COMMUTERS SANS

This is a daily type. Classic but Modern. Very simple geometry and wide type with warm clearness.

Useful for both body-text and titling by their minimal glyph shapes and slightly wide and eye-catching proportion.

Consists of eight weights and their matching italics. Supporting almost all Latin languages.

All-caps text for one line or a few is as wonderful as normal mixed-case typesetting.

Commuters Sans

Dreams

Design

Craft

New Zealand

COMMUTERS SANS

Variables

Extra Light
Extra Light Italic

Regular
Regular Italic

Bold
Bold Italic

Heavy
HeavyItalic

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.:!?.*#\ (){}[]-_"\$+ -=%@&|

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.:!?.*#\ (){}[]-_"\$+ -=%@&|

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.:!?.*#\ (){}[]-_"\$+ -=%@&|

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.:!?.*#\ (){}[]-_"\$+ -=%@&|

RVE STYLE

MODERN,
LUXURIOUS

WITH

PERSONALITY



Thank you!
