



BRAND GUIDELINES

Spring 2022





A community that meets you where you're at on your road of life.

Freedom

Minimalism

Community

Travel

Unknown

Travel Community

Journey

Unexpected

RVers

Adventure

What makes you alive

Van life

Nomadic Lifestyle

Open Road

Workamper

Flexibility

Autonomy

Campground

On the road

Personal growth

Wherever to road takes you



BRAND GUIDELINES | Logo and Design Elements

The Logo

The CamperForce logo is the center of our identity as a brand. The geo tag connects our audience to the theme of _____

_____.

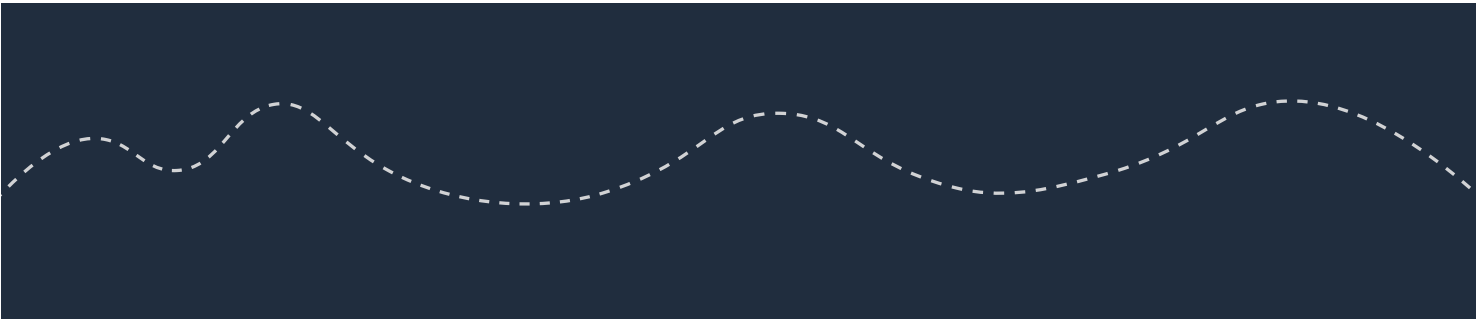
Color Options

Use the Standard Logo against any light-colored backgrounds. If you are placing the logo on a dark background, use the Reversed Logo.



Design Elements

In design, use a dashed line to represent _____



BRAND GUIDELINES | Logo - Color Exploration

CAMPERFORCE



CAMPERFORCE



CAMPERFORCE



CAMPERFORCE



BRAND GUIDELINES | Typography

Our Typefaces

By creating typography standards, we can ensure that our type is consistent, legible, and accessible to everyone.

For the logo, we use Harmonia Sans Pro Cyr.

For headlines, we use Amazon Ember Display Bold.

For , we use Amazon Ember Display Regular.

HARMONIA SANS PRO CYR
Amazon Ember Display (Regular)
Amazon Ember Display (Bold)

Typography Colors

When working with type, adhere to these colors to ensure consistency and legibility.

Only use True Black when working in grayscale.

Aa

Squid Ink

HEX #232F3E

RGB: 35, 47, 62

CMYK: 53, 36, 0, 86

BRAND GUIDELINES | Colors

Primary Palette

These are the core colors of the brand. For use in most general awareness content.

Squid Ink

HEX #232F3E

RGB: 35, 47, 62

CMYK: 53, 36, 0, 86

Summer

HEX #FFC400

RGB: 255, 196, 0

CMYK: 0, 14, 100, 0

Wave

HEX #008577

RGB: 0, 133, 119

CMYK: 85, 11, 55, 36

Summit

HEX #D5DBDB

RGB: 255, 235, 183

CMYK: 20, 11, 11, 23

Secondary Palette

Secondary colors compliment the primary colors. These colors can change to reflect strategy trends and marketing goals.

Sky

HEX #00464F

RGB: 0, 70, 79

CMYK: 100, 10, 21, 40

Honeysuckle

HEX #94ED88

RGB: 148, 237, 136

CMYK: 34, 0, 45, 0

Storm

HEX #6C7778

RGB: 108, 119, 120

CMYK: 41, 22, 16, 59

Snow

HEX #EAEDED

RGB: 234, 237, 237

CMYK: 6, 3, 4, 8

Contrast

Always ensure that when paired with a background color, your text has enough contrast to be legible.

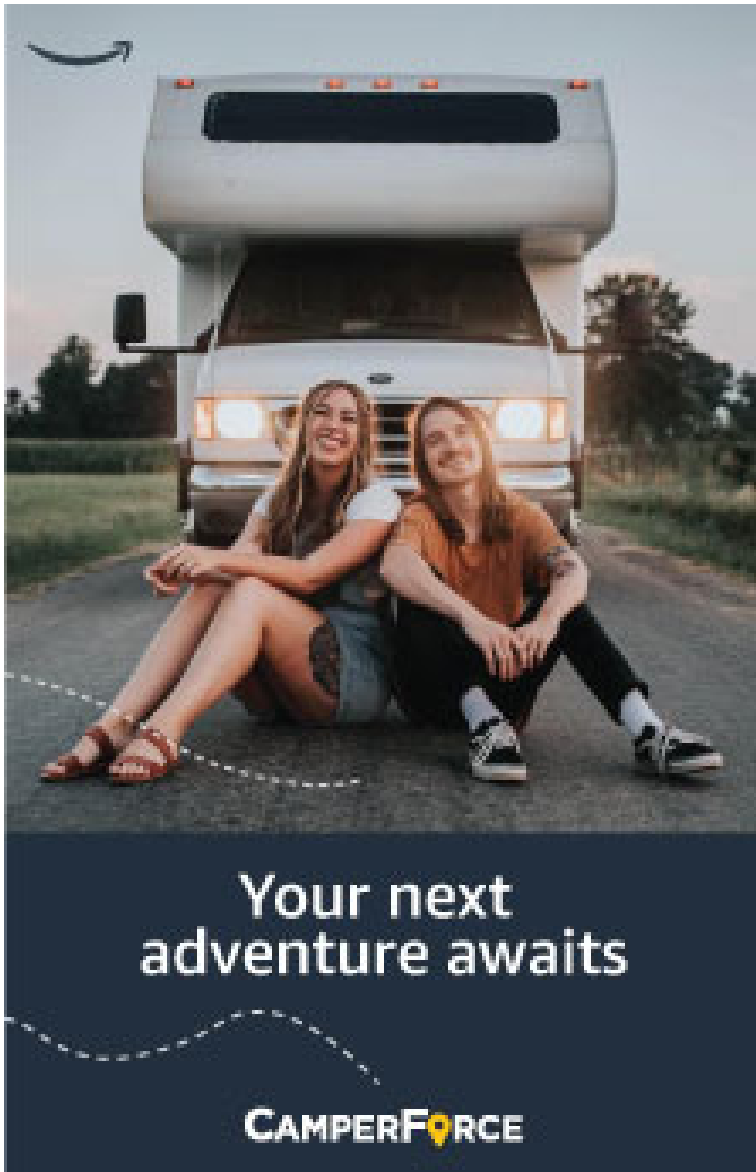
Reference the background/text color combinations above. All text should at least meet the WCAG AA standard.

BRAND EXPLORATION | ???????

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Awareness



Campaign



Holiday

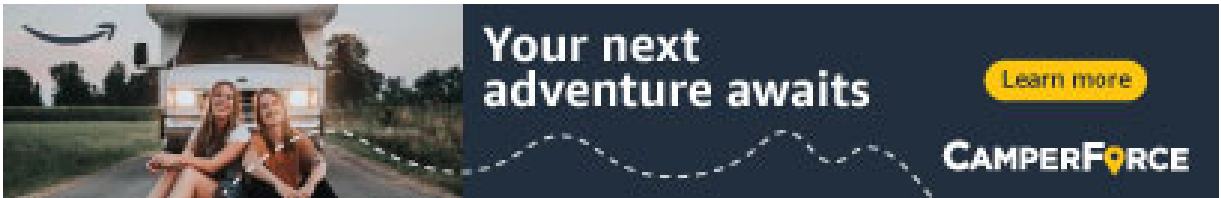
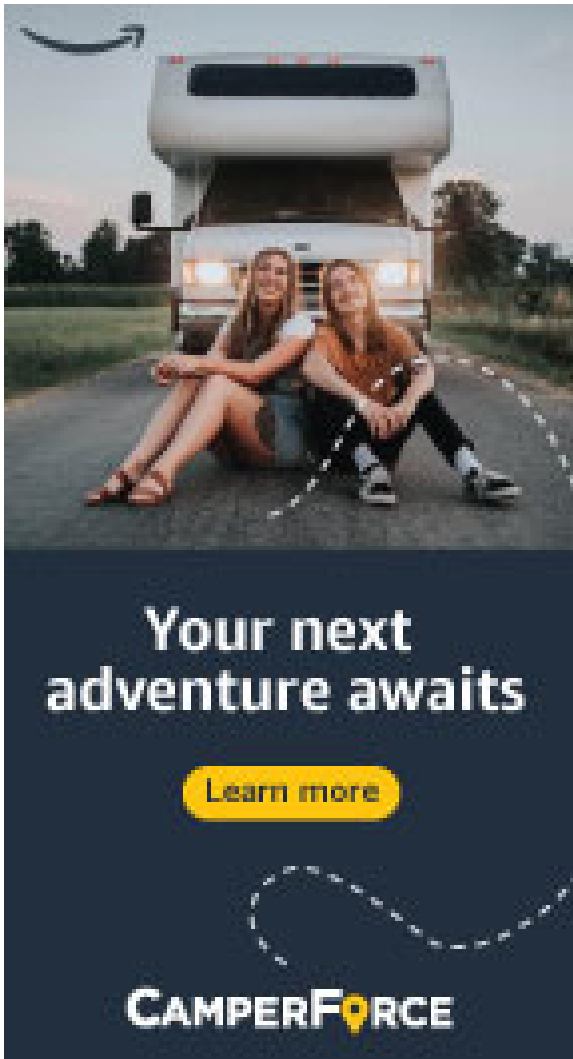


BRAND EXPLORATION | Digital

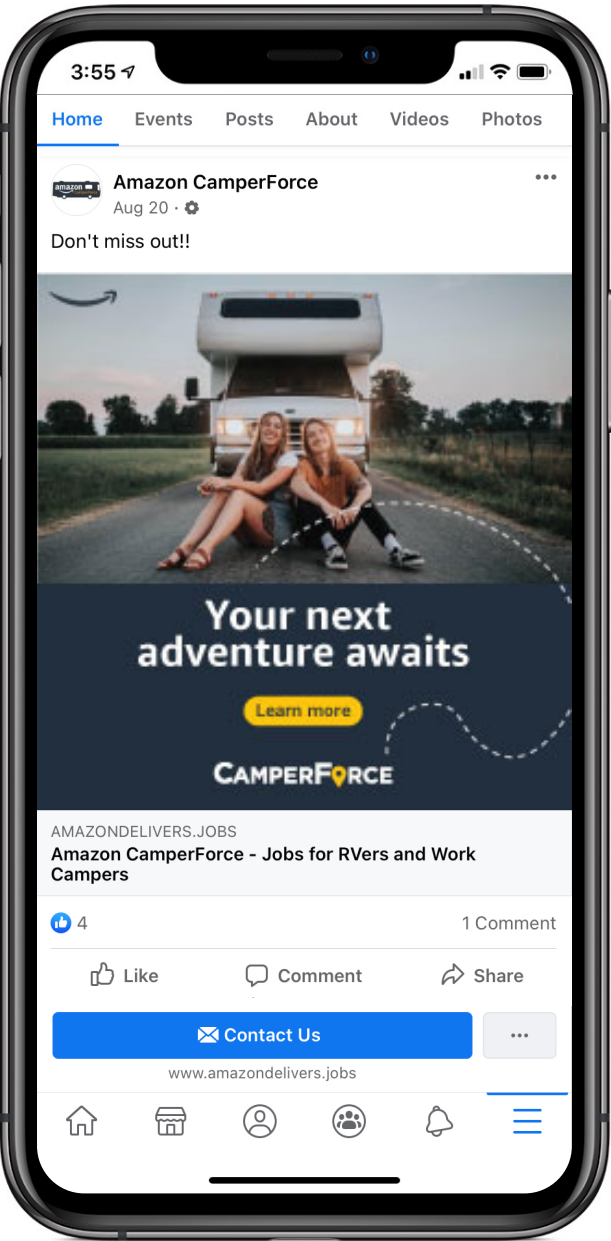
Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Digital Display Ads



Facebook



BRAND EXPLORATION | Holiday Cards

Headline

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THANK YOU