



BRAND STYLE GUIDE

COLOR

COLOR

Core Palette

Use the core brand “RTA Blue” for core brand moments and the majority of design elements.

Use the core brand “RTA Gold” for important highlights and most CTA buttons for consistency.

Color values can be found later in this section. Please enter color values instead of using “eyedropper” sampling tools to ensure accurate brand colors.

RTA Blue

RTA Gold

COLOR

Color Values

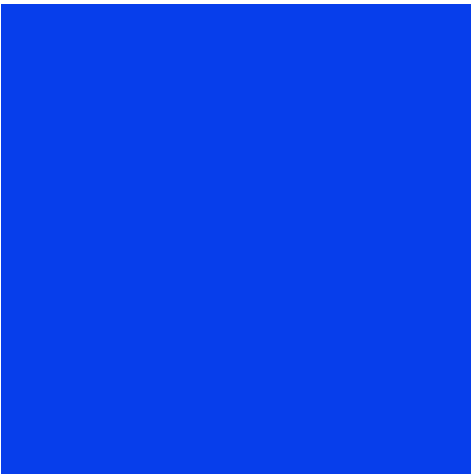
Please enter color values instead of using “eyedropper” sampling tools to ensure accurate brand colors.

Use RGB color space and HEX values for all digital work and most laser printers.

Use CMYK only for 4 color process printing. CMYK printed colors will vary slightly in appearance due to the different color space and printed materials.

Pantone color values can be provided to specialty printers who use spot color printing to ensure a closer match to brand colors than CMYK printing can provide. There will still be a slight difference from the RGB on screen colors, but it will be closer than CMYK.

RTA Blue



R=0 G=53 B=200
CMYK 86, 74, 0, 0
RGB 7, 62, 235
#073EEB
PANTONE - 2728 C

RTA Gold



R=255 G=183 B=21
CMYK 0, 31, 99, 0
RGB 255, 183, 21
#FFB715
PANTONE - 1235 C

Black



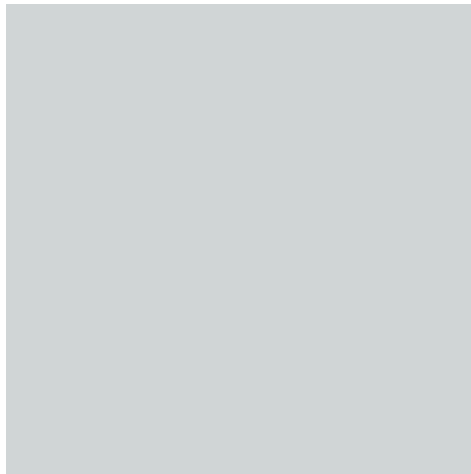
R=36 G=37 B=38
CMYK 73, 66, 64, 69
RGB 36, 37, 38
#242526

Dark Grey

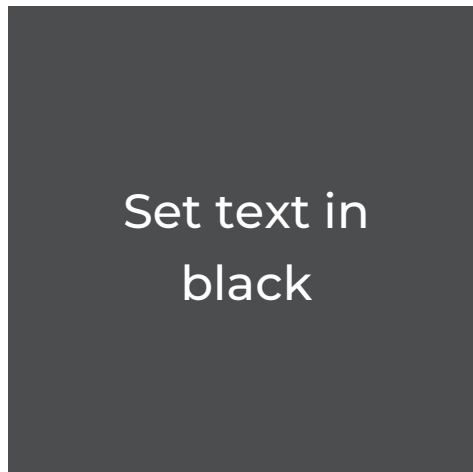
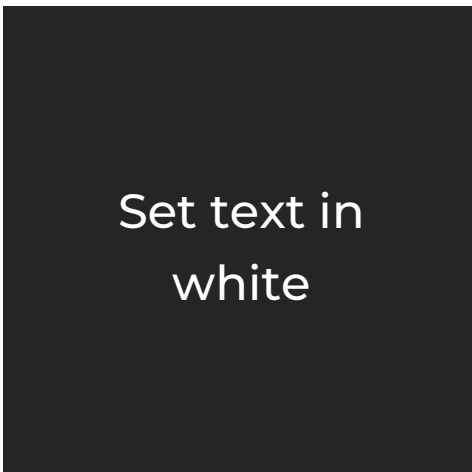
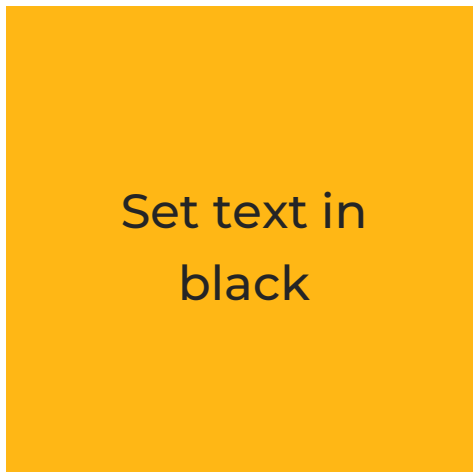


R=75 G=77 B=79
CMYK 67, 58, 55, 36
RGB 75, 77, 79
#4b4d4f

Light Grey



R=208 G=213 B=214
CMYK 18, 11, 12, 0
RGB 208, 213, 214
#d0d5d6



LOGO

LOGO

Primary and Secondary

The full color vertically stacked logo is RTA’s primary brand mark.

A secondary horizontal logo is available for particular uses that require a wider scale ratio.



RTA **THE FLEET**
SUCCESS COMPANY



RTA **THE FLEET**
SUCCESS COMPANY

LOGO

Knockout/White

The RTA knockout (AKA white) logo should only be used on black/dark gray or the main brand blue color.

Do not set the knockout logo on other brand accent colors.



 Not Like This



 Not Like This



 Not Like This



 Not Like This



LOGO

Variations

An alternate version of the knockout/white logo exists with RTA Gold accents and tag line.

A selection of logo pieces is also available for different uses.



LOGO

Stacked Logo Clear Space

Maintain sufficient space around logos. These guides are the minimum amount of spacing and are relative to the size of the logo. When possible leave more space around logos.

Minimal clear space is equal to the height of the logo text lockup on each side.

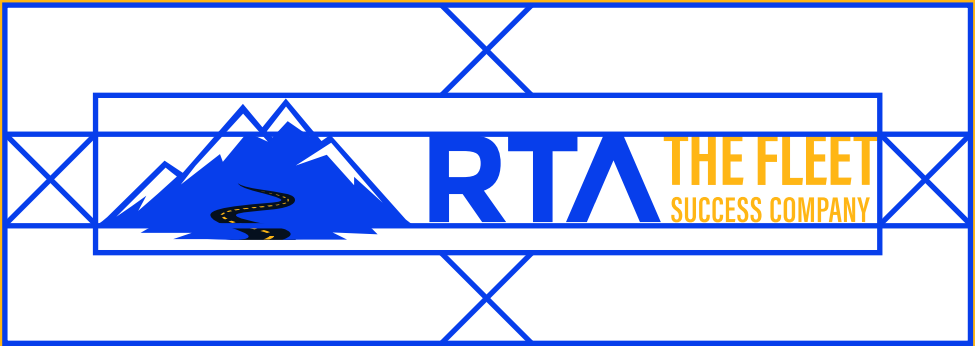
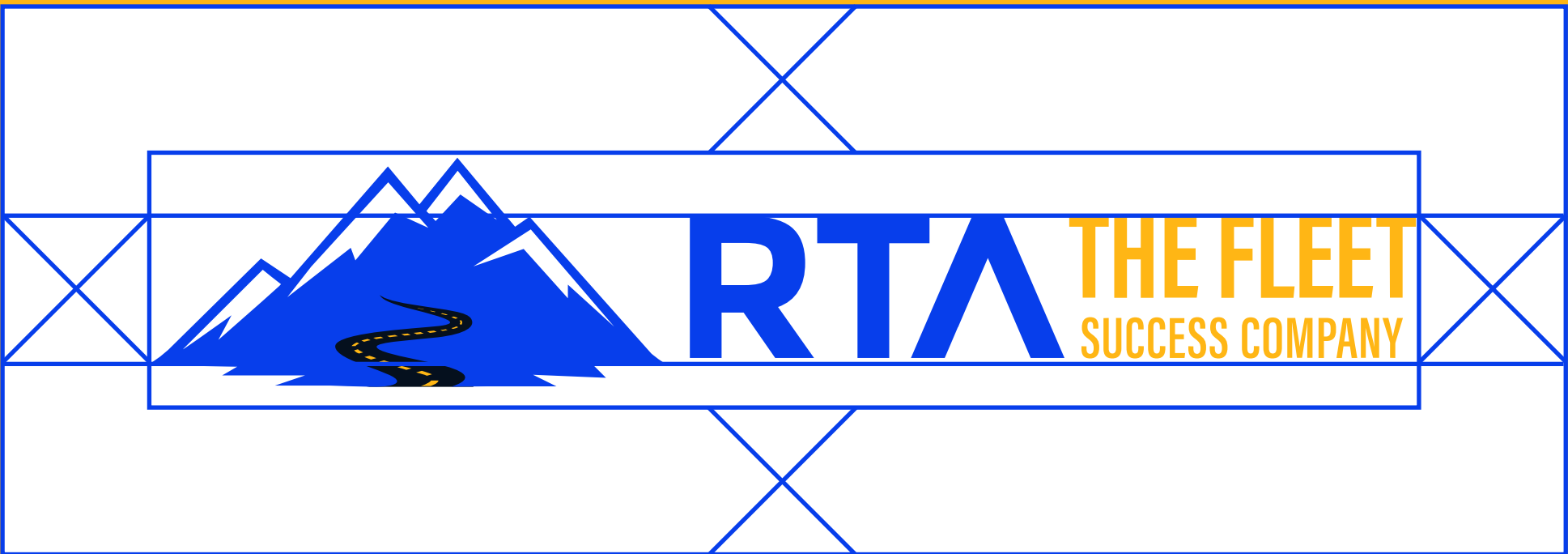


LOGO

Horizontal Logo Clear Space

Maintain sufficient space around logos. These guides are the minimum amount of spacing and are relative to the size of the logo. When possible leave more space around logos.

Minimal clear space is equal to the height of the logo text lockup on each side.




LOGO


Usage Guides

Correct usage of the RTA logo ensures consistent and legible branding. Follow these guides on how not to use it.




 Don't alter, crop, skew, outline, distort, or recreate the logo in any way.




 Don't stretch or squeeze the logo in any way.




 Don't use the full-color logo on color backgrounds.




 Don't use the full-color logo on an unapproved background color or low contrast photograph.



 Don't use the knockout/white logo on an unapproved or low contrast photograph.



 Don't use the knockout/white logo on background colors other than black/dark gray or RTA Blue

TYPOGRAPHY

TYPOGRAPHY

Typefaces and Fonts

Used consistently, fonts and typography play a significant role in representing the RTA brand. Use these guidelines to create designs and documents that represent the core RTA values of friendliness, intelligence, trustworthiness, confidence, reliability, and modernity.

In very rare cases our brand fonts will not be available for use in certain software. When this is the case please substitute Arial. This paragraph is Arial, as you can see it is not ideal, but is available in all software on all platforms.

Montserrat Bold
+50 tracking (+4% in Figma)
If second line of headline is needed
line height = 1.1X font height
Ex 42pt X 1.1 = 46.2pt line height

Montserrat SemiBold
0 tracking (0% in figma)
Line height = 1.5X font height
Ex 28pt X 1.2 = 33.6pt line height
Set in Title Case Unless Full Sentence

Montserrat Medium
0 tracking (0% in figma)
Line height = 1.5X font height
Ex 18pt X 1.5 = 27pt line height

Montserrat Regular
0 tracking (0% in figma)
Line height = 1.5X font height
Ex 18pt X 1.5 = 27pt line height

Montserrat Bold
0 tracking (0% in figma)
Line height = 1.5X font height
Ex 18pt X 1.5 = 27pt line height

PT Serif Italic
or
Montserrat Medium Italic
0 tracking (0% in figma)
Line height = 1.5X font height
Ex 18pt X 1.5 = 27pt line height

THIS IS A HEADLINE EXAMPLE

This is a Subhead Example

Montserrat Medium for body copy like this. Initial paragraphs should start without an indentation or tab. The line height of body copy or standard text should be 1.5X the font size. So if you have 18pt text in a digital document like this, you would have a 27 pt line height.

Montserrat Regular can be substituted for body copy when the design calls for it. All paragraphs except for the first one get a tab or indentation to start them. This indicates a new section to the reader and makes it easier to scan large pieces of text.

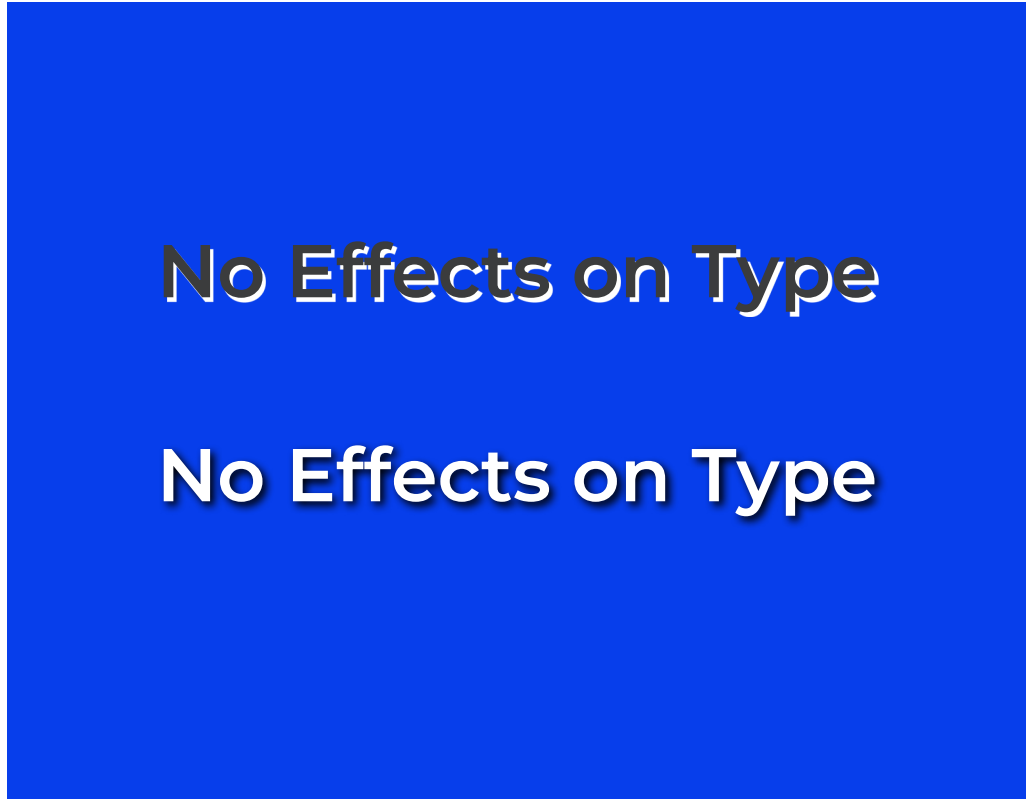
Montserrat Bold for bolded text like this. All paragraphs except for the first one get a tab or indentation to start them. This indicates a new section to the reader and makes it easier to scan large pieces of text.

PT Serif Italic is used when you want a nicer looking italic like this. Otherwise you can use Montserrat Medium Italic like this. This choice is up to the designer, but should be used consistently across the entire project.

**Line heights are initial recommendations and may need to be adjusted for different use cases.*

TYPOGRAPHY

A Few Rules




 Don't apply effects to type.



 Don't use low-contrast text and background color combinations.




 Don't use outlines or strokes on text.




 Don't use type on a vertical path.



 Don't use light type over light color photography.



 Center align the height of icons and text.

