

DECEMBER 04 2024

# THE REV LOGO COLOR GUIDANCE

# COLORS

BLUE	DARK BLUE	ORANGE	YELLOW	TEAL	BLACK	WHITE
RGB3061214 HEX#1E3DD6 CMYK877500	RGB3532140 HEX#23208C CMYK10095036	RGB2247940 HEX#E04F28 CMYK0821000	RGB24924980 HEX#F9F950 CMYK00850	RGB148237234 HEX#94EDEA CMYK400000	RGB000 HEX#000000 CMYK604040100	RGB255255255 HEX#ffffff CMYK00000
<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

## PRIMARY BACKGROUND COLORS

- There are 2 options for background colors, blue and white. These can be used in The Rev's primary applications, such as web, posters, etc.

### BLUE BACKGROUND

- All primary text on blue backgrounds should be white
- Yellow and teal may be used as accent colors for large text (14 point bold or larger or 18 point regular and larger) and graphical elements

### WHITE BACKGROUNDS

- All primary text on white backgrounds should be black, dark blue, or blue
- Orange and dark blue may be used as accent colors for large text and graphical elements



## SECONDARY BACKGROUND COLORS

- Secondary background colors are intended for graphic moments (e.g. social media) where brighter colors are desired and there is not a lot of small text to read
- Please use the specific combinations of background and foreground colors indicated on this page
- These colors have been checked for accessibility and have contrast of at least 3.0, meaning you can use these color combinations for large text (14 point bold and larger, or 18 point regular and larger) and graphical elements (but avoid small text using these colors)

