



Brand Guidelines

2025





02. Logo

05. Typography

06. Color Palette

07. Graphic Elements





Logo

Main Stand Alone Logo



Variations



Minimum size:





Logo

Positive & Greyscale



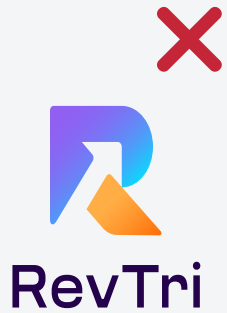
Color variations on dark/colored backgrounds



Logo

Restrictions

Do NOT alter proportions or rotate logo



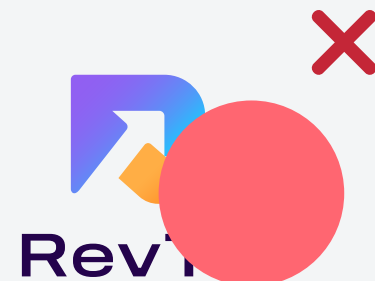
Do NOT modify the logo



Do NOT change logo colors



Do NOT place objects over the logo





Typography

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Main

Space Grotesk SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Space Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy

Space Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Logo / Accent Font:

Loos ExtraWide Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Example of Use

Outstanding Title

Complimentary subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ulla.

Business Development

Marketing Strategy

Revenue Generation

Enroll Now

RevTri.

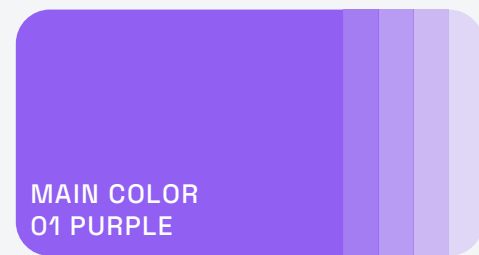
Where Strategy Meets Revenue

Color Palette

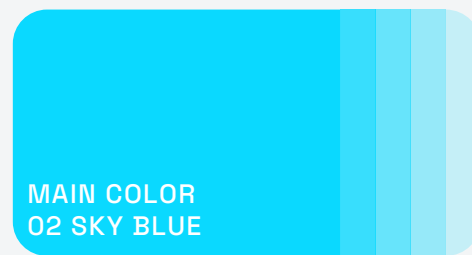
Brand
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Main palette

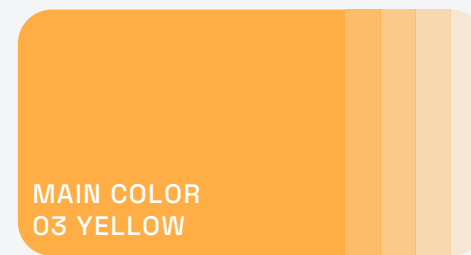
Use for logo, main design elements, backgrounds and main text.



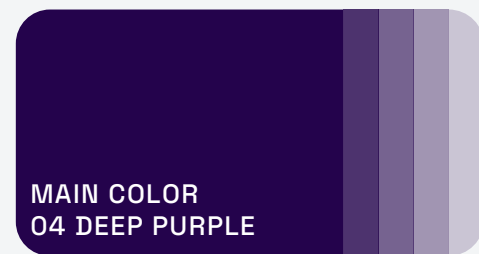
HEX #915FF2
RGB 145, 95, 242
CMYK 59, 69, 0, 0



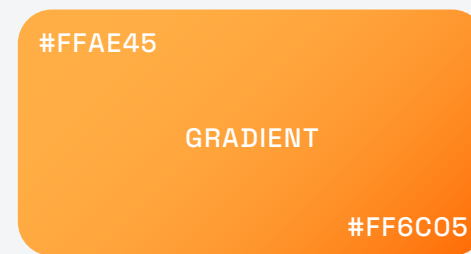
HEX #0AD9FF
RGB 10, 217, 255
CMYK 59, 0, 3, 0



HEX #FFAE45
RGB 255, 174, 69
CMYK 0, 37, 82, 0



HEX #24034C
RGB 36, 3, 76
CMYK 95, 100, 27, 44



Graphic Elements

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Illustrations





Graphic Elements

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Icons, Word Strip, & Background



Business Development Marketing Strategy Revenue Generation
Generation Marketing Strategy Business Development Revenue



RevTri Brand Guidelines

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