

LOGO  
GUIDELINES  
RYDE

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## PRIMARY USAGE

The main color choice for our logo is RYDE (purple to orange). It is intended to be used on strong, bright and image keys in order to maintain legibility.



REVERSE-COLOR



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## SIZE

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To maintain full legibility, never reproduce the logo at widths smaller than 1,5 inch (for print) or 108 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

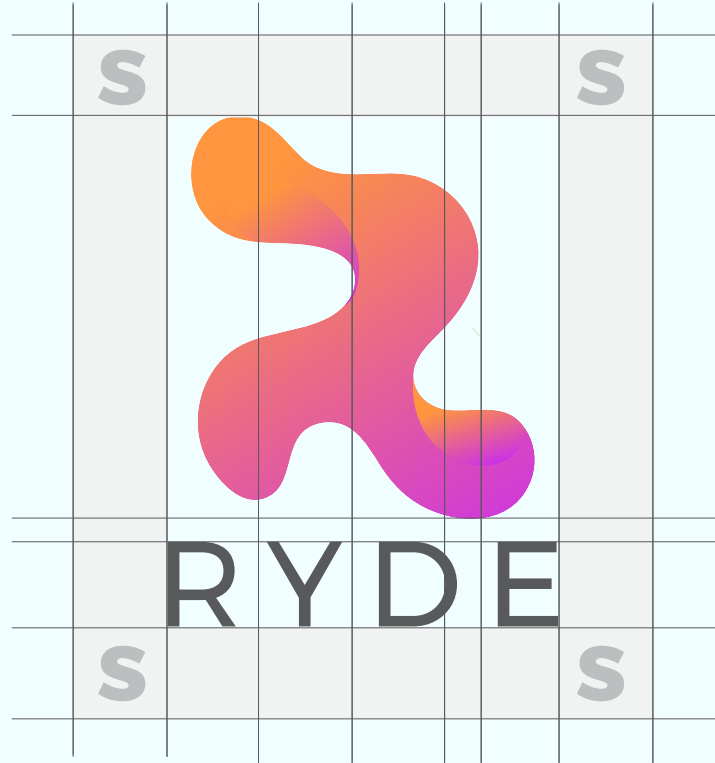


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Minimum Size

## CLEAR SPACE

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here. Use the letter "S" in the letter "RYDE" as a measuring tool to help maintain clearance.



Here are a few examples of practices to avoid.



**DON'T** STRETCH, CONDENSE OR CHANGE THE DIMENSIONS OF THE IDENTITY



**DON'T** USE COLORS OTHER THAN THOSE SPECIFIED IN THIS DOCUMENT



**DON'T** SKEW OR BEND THE IDENTITY IN ANY WAY



**DON'T** ALTER THE PLACEMENT OR SCALE OF THE ELEMENTS & ELIMINATING PART OF THE LOGO

# OUR COLOR PALETTE

Beyond our logo, color is the most recognizable aspect of our brand identity. Colors were selected that reflect our bold, diverse community and given names that reflect their inspiration. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive "RYDE" image or visual story.

## PRIMARY PALETTES

HEX #cb2fea

HEX #ff953e

HEX #cb2fea  
RGB rgb(203, 47, 234)  
HSV hsv(290°, 80%, 92%)  
HSL hsl(290°, 82%, 55%)  
CMYK cmyk(13%, 80%, 0%, 8%)

HEX #ff953e  
RGB rgb(255, 149, 62)  
HSV hsv(27°, 76%, 100%)  
HSL hsl(27°, 100%, 62%)  
CMYK cmyk(0%, 42%, 76%, 0%)

HEX #f1f2f2  
RGB rgb(241, 242, 242)  
HSV hsv(180°, 0%, 95%)  
HSL hsl(180°, 4%, 95%)  
CMYK cmyk(0%, 0%, 0%, 5%)

HEX #a7a9ac  
RGB rgb(167, 169, 172)  
HSV hsv(216°, 3%, 67%)  
HSL hsl(216°, 3%, 66%)  
CMYK cmyk(3%, 2%, 0%, 33%)



**TYPOGRAPHY**  
PALETTE

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## CHARACTER SET

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When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. RYDE typography communicates clearly and cleanly, and is flexible in a wide range of situations. Flexibility comes from using one type family that contains all necessary styles.

**Montserrat regular** — 20pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+:"{?}<|\

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## BODY TEKS

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**Montserrat (light)** — 17pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+:"{?}<|\

**Montserrat (book)** — 17pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+:"{?}<|\

**thank you**