Brand standards

rule4

Logo

The basics

The Rule4 logo is a powerful symbol that marks our territory of world domination and change.

Here are some rules of the trail when using our logo:

• Only show the logo in Rule4 orange/gray or white (see page 5).
• Don't alter, rotate, or modify the logo.
• Don't animate the logo.
• Don't accessorize with extras like speech bubbles.
• Don't anthropomorphize the logo.
• Don't overemphasize the logo.
• Follow the clear-space guidance on page 3.

Logo

Clear space and minimum size

When you're using the logo with other graphic elements, give it some room to breathe. The empty bounding box around the logo should be at least 150% of the height of the logo.

To ensure the logo maintains its visual impact, do not render any smaller than 64 pixels high.

100% 150%

64 px
Minimum logo size

Logo

Color

The logo is always either orange+gray or white. Never show the logo in black or other colors. It must be legible and maintain the integrity of its form.

When placing the logo on an image, always use the white logo version.

For images with a light background, we suggest applying a 10 – 20% black tint to the entire image to maintain legibility of the white logo.
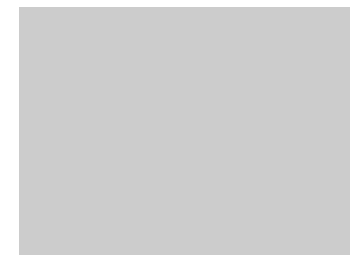
Color logo on white background

Orange + white logo on dark gray background

White logo on orange background

White logo on any gray background

Layer 2

20% black tint

Layer 1

Original image

White logo on image background

Logo

Misuse

Do not –
Render in black

Do not –
Change color of fox

Do not –
Render in a different color

Do not –
Fill with colors

Do not –
Add 3D effects

Do not –
Add drop shadow

Do not –
Anthropomorphize

Do not –
Close the fox path

Do not –
Distort

Do not –
Add gradations

Do not –
Multiply

Do not –
Add elements

Do not –
Change orientation

Do not –
Skew, rotate, or stretch

Do not –
Represent as an outline

Palette

Primary

Our preferred colors for solid fill/fields, and the majority of elements.

Gray

Hex #53565A   CMYK 44 34 22 77
RGB 83 86 90   Pantone Cool Gray 11C

Light Gray

Hex #75787B   CMYK 30 22 17 57
RGB 117 120 123   Pantone Cool Gray 9C

Extra Light Gray

Hex #97999B   CMYK 20 14 12 40
RGB 151 153 155   Pantone Cool Gray 7C

Secondary

Use these accents for subtle pops of color, but practice restraint, especially with Orange: no "seas of orange," no orange headings.

Orange

Hex #ff6900   CMYK 0 56 90 0
RGB 255 105 0   Pantone 1505C

White

Hex #FFFFFF   CMYK 0 0 0 0
RGB 255 2555 255

Tertiary

Use these accents rarely and in small amounts.

Green

Hex #25ae67   CMYK 75 0 76 0
RGB 37 174 103

Blue

Hex #3a67ad   CMYK 85 58 0 0
RGB 58 103 173

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Brand Voice

Core elements

PERSONALITY	LANGUAGE	TONE	PURPOSE
Passionate	Informative	Friendly & reassuring	Enable
Authentic	Personable	Humble, but confident	Empower
Outdoorsy	Concise	Action-oriented	Inspire
Colorado / Western		Honest	
Fun			

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Brand image

Photography

We don't use stock photos to show adventure and personality. We ARE the stock photos.

Questions?

Contact us at 888-4THEFOX, or info@rule4.com with questions.

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