

ROADRUNNER STYLEGUIDE OVERVIEW

CORE
LOGO:



4/c Logo

LOGO
VARIANTS:



4/c Reverse Logo



1/c White Logo



1/c Reverse White Logo

LOGO
ICON:



4/c Icon



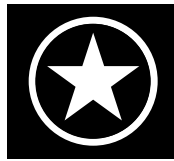
1/c Red Icon



4/c Reverse
Icon



1/c Black Icon



1/c White
Reverse Icon

COLOR
USAGE:



C:0 M:100 Y:100 K:0
Web: ed1c24



C:20 M:100 Y:100 K:0
Web: ed1c24



C:2 M:10 Y:100 K:0
Web: fddb00



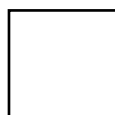
C:4 M:21 Y:100 K:0
Web: f5c615



PMS 185 C
Web: ed1c24



C:30 M:20 Y:20 K:100
Web: 000000



C:0 M:0 Y:0 K:0
Web: ffffff



C:0 M:0 Y:0 K:25
Web: c7c8ca



C:0 M:0 Y:0 K:50
Web: 939598

Older brand packaging styles may still be in circulation in stores and online.

Product Model Description
Aptly Extra Bold
(Horizontal Scale: 110 / Tracking: 50)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+=,.;!/?@#[]'''

Product Series Name
Aptly Bold
(Horizontal Scale: 110 / Tracking: 50)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+=,.;!/?@#[]'''

FONTS:

Bullet Copy (Large)
Acumin VF SemiCondensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+=,.;!/?@#[]'''

Paragraph Copy
Acumin VF SemiCondensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+=,.;!/?@#[]'''

Legal Copy:
Acumin VF Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+=,.;!/?@#[]'''

STYLE:

- Packaging Style:
- All logos are 4/c where possible
 - Product model and series name always capitalized
 - All images are 4/c
 - All legal, barcode, and packing sticker elements stay on the smallest or least visible end of box

