Brand
Guidelines

Logo

Logo
Primary Logos

The Reviver logotype consists of brandmark and a wordmark. It is our primary logo - a major representation of our brand. It has a vital role in establishing brand awareness therefore should be used in all our communications in proper, approved forms.

Primary

REVIVER™

Secondary

REVIVER™
DIGITAL LICENSE PLATE

Tertiary

REVIVER™

Logo
Exclusion Zone

To ensure the logo maintains a high level of visibility it is important that it is surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. The exclusion zone is equal to the height of the logotype above, below and at both sides. It creates a boundary around the logo.

To preserve the readability of the logo it should never be sized below certain dimensions. The minimum length is 15mm when used in print and a length of 57 px in digital environments.

H

REVIVER™

REVIVER™

15 mm / 43 px

Logo
Segmentation

RPLATE should be written out in all caps to emulate the logo. Do not write RPlate or Rplate.

RPLATE®

RFLEET

RLINK

RTOLL

Brand
Mark

For optimal use on social channels and the Reviver App, a profile icon version of the logo is provided.

By using the brandmark, we maximize our space and take away any issues relating to legibility. The clearspace is adjusted to secure maximize impact.
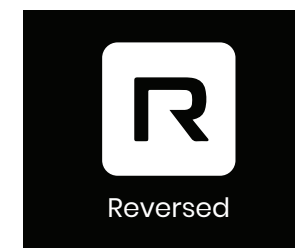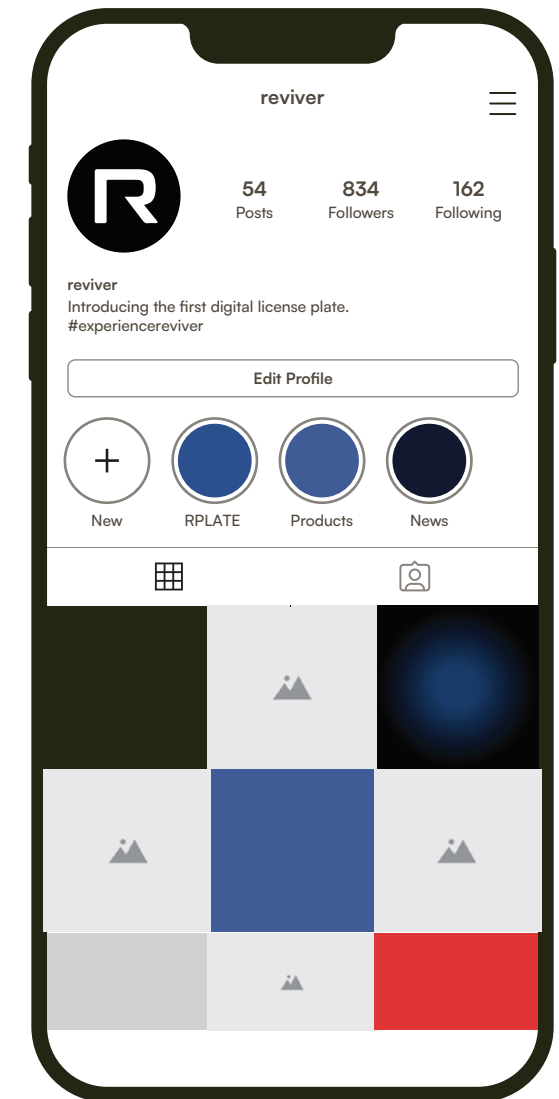
Primary

Dark

Light

Reversed

Brand
Mark

In high-awareness markets, we lead with the R Symbol. There is power in owning a letter of the alphabet: it's universal and instantly identifiable as shorthand for our brand.

The Wordmark remains an essential identifier of our brand. While our goal is to lead with the R Symbol, we enlist the Wordmark to ensure brand recognition in medium-awareness markets. This can be used when there is supporting images and/or text to reinforce the brand's identity to consumers.

The Wordmark with descriptor is used whenever there is low brand awareness. Due to legibility, do not scale below 40mm or 110px.

REVIVER™

Medium-awareness

High-awareness

REVIVER™
DIGITAL LICENSE PLATE

Low-awareness

REVIVER™
DIGITAL LICENSE PLATE

40 mm / 110 px

Logo
Incorrect Usage

The logo must always be reproduced in its original state and according to the guidelines. These examples illustrate modifications that must be avoided.

REVIVER™

Do not squeeze or stretch

REVIVER™

Do not add drop shadow unless on an image

REVIVER™

Do not change color

REVIVER™

Do not add a stroke

REVIVER

Do not change the font

REVIVER™

Do not place on busy background

Typography

Typography
Brand Typeface

Poppins

Our brand typeface is Poppins. The typeface is timeless in its appearance, crafted with thorough attention to detail, and is functional across a range of different uses and touchpoints. It's approachable and characterful, making it perfect for a more expressive forms of application.

Although Poppins Typeface is available in a variety of weights and styles, in order to maintain brand consistency, we suggest restricting font use to forthcoming brand use outlines.

The two weights each have their own functionality and uses, meaning that headlines, body copy, and supporting typographic detail are all accounted for.

AaBbCc123

Medium

Poppins

SemiBold

Our brand body copy typeface is Montserrat Light. The typeface is designed to read easier than our headline font, and should be combined with our headline copy for any text heavy communication. Monterrat Bold is only to be used to highlight text.

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÏÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîïìóôöòøeúûüùuÿ
:;.,!?•*#\ (){}[]--_,„""''""'$€£+-=%@&|¦

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÏÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîïìóôöòøeúûüùuÿ
:;.,!?•*#\ (){}[]--_,„""''""'$€£+-=%@&|¦

Typography
Brand Typeface

Our brand typeface is Poppins. The typeface is timeless in its appearance, crafted with thorough attention to detail, and is functional across a range of different uses and touchpoints. It's approachable and characterful, making it perfect for a more expressive forms of application.

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Poppins

AaBbCc123

Medium

Poppins

SemiBold

Our brand body copy typeface is Montserrat Light. The typeface is designed to read easier than our headline font, and should be combined with our headline copy for any text heavy communication. Monterrat Bold is only to be used to highlight text.

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÏÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîïìóôöòøeúûüùuŷ
:;...!?•*#\ (){}[]--_,,""'""'"$€£+-=%@&|¦

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÏÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîïìóôöòøeúûüùuŷ
:;...!?•*#\ (){}[]--_,,""'""'"$€£+-=%@&|¦

Typography
Usage

Poppins SemiBold is intended for display typography, headlines, and titles. It can also be used as a way of highlighting smaller texts, but its predominant usage is for hero messaging.

Poppins Medium is used to provide typographic contrast and is often paired with SemiBold. It is most commonly used for pull-quotes, or areas of text that are being highlighted within a larger typographic composition.

Montserrat Light is used for all areas of body copy and smaller text. It's the most effective of the three weights for legibility, and as such, is best used when trying to communicate information clearly and practically.

RPLATE should be written out in all caps to emulate the logo. Do not write RPlate or Rplate.

Display Typography Example

Sample Headline

The world's first connected license plate.

| Casing: Sentence | Kerning: Optical | Tracking: -10 | Line Height: Font Size |

✳ **RPLATE** should be written out in all caps to emulate the logo. Do not write **RPlate** or **Rplate.**

Revive your ride.

The world's first connected license plate.

Learn More

Connect with your car like never before.

Introducing the world's first smart license plate that you can customize, automate, and connect to. Be smart, get the RPLATE today.

| Casing: Sentence | Kerning: Auto | Tracking: +10 | Line Height: +2pt font size |

Color
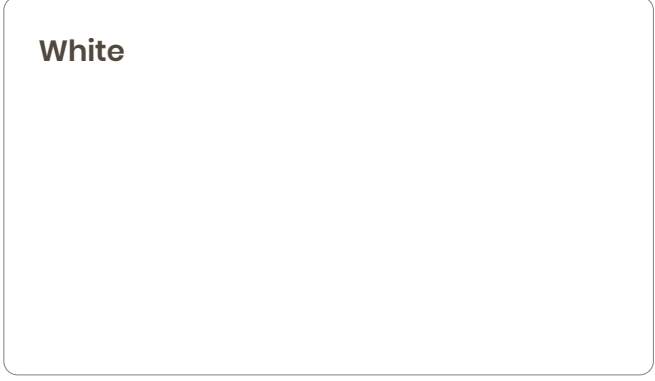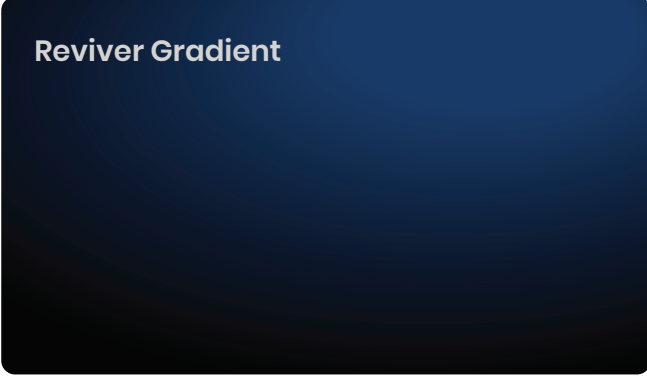
Color
Palette

Primary Colors: Black and White works as a neutral base highlighting the simplicity of our brands. Reviver Blue Gradient is used with white text to impactfully communicate features and information.

Primary

White

HEX	#FFFFFF
RGB	255 · 255 · 255
CMYK	0 · 0 · 0 · 0

Black

HEX	#000000
RGB	0 · 0 · 0
CMYK	75 · 68 · 67 · 90

Reviver Gradient

#1D3B69
29 · 59 · 105
99 · 83.5 · 32.5 · 20

#000000
0 · 0 · 0
75 · 68 · 67 · 90
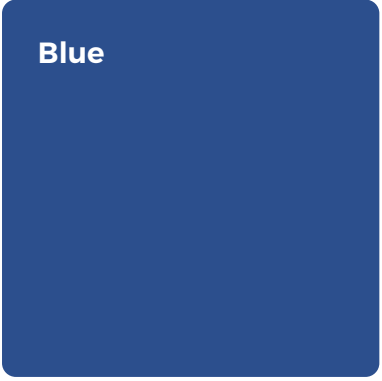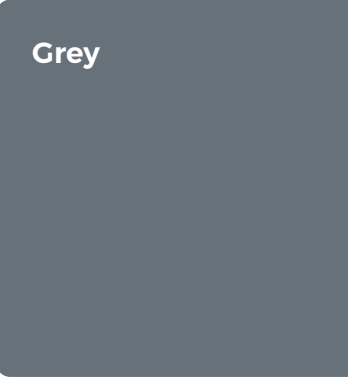
Secondary Colors: support Primary Colors for alternative backgrounds, icons and highlights.

Tertiary Color: Use sparingly for an accent, highlight, or specific design element that require a different hue to add contrast or emphasis.

Secondary

Navy Blue

#171B33
23 · 27 · 51
91 · 84 · 49 · 61

Blue

#324F9C
50 · 79 · 154
91.5 · 79 · 4 · .2

Light Blue

#425CA6
66 · 92 · 164
83 · 70 · 2 · .13

Grey

#677179
103 · 113 · 121
62 · 48 · 42 · 12

Tertiary

Red

#E63636
230 · 54 · 54
3 · 94 · 85 · 0

Brand Patterns

Brand
Patterns

Brand patterns work to accentuate your message and bring visual interest to your piece of communication. The patterns can be used as elements or as background with a 15% opacity.

Our main display element are the letters and numbers that make up the license plate. Utilize text as a design element.

Tail lights are constantly photographed with the RPLATE. Integrate the tail light as an abstract element in your design.

Primary

Street Map
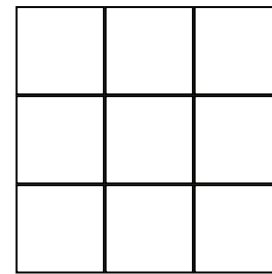
Grid
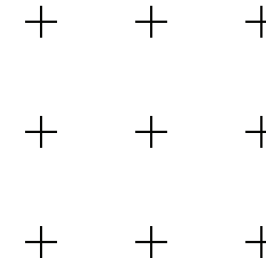
Mapping
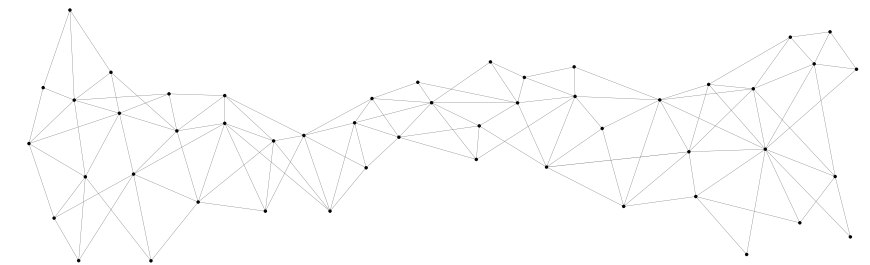
Digital Connection
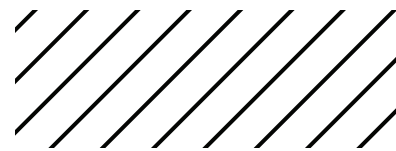
Stripes

Chevrons

**California
Arizona
Michigan**

Text

Tail Lights
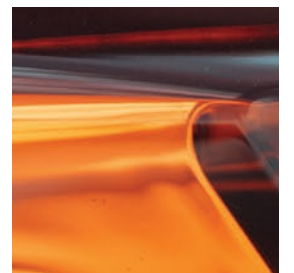
Grid System

Grid
System

Reviver's creative is laid out in a grid system. Inspired by Swiss design principles, this complements analytically minded consumers. The structure calls back to design aesthetics of performance oriented auto brands and emphasises on clear hierarchy.

Connect with your car like never before.

Introducing the world's first smart license plate that you can customize, automate, and connect to. Be smart, get the Rplate today.

**Skip the DMV lines.
Keep Safe.
Take Control.**

Connect your car to the rest of your digital life with Rplate. Get the license plate of tomorrow, today.

The world's first connected license plate.

With Rplate, you can customize your plate with running messages and automate your DMV registration. Connect your car with the rest of your digital life. Revive your ride today.

Connect your car to the rest of your digital life with Rplate.

Introducing the world's first connected license plate, the Rplate. Saving time and money never looked so good. Revive your ride today.

News.

Newsletter signup
Subscribe to our newsletter to stay informed about our latest news, products and events.

Press
Careers
Contact us

Facebook
Instagram
Twitter

Cookies
Privacy
Legal

Photography

Imagery
Direction

To capture the premium aesthetic of the brand our imagery follows a few simple principles to achieve a consistent style. Light and shadow should play a major role in elevating the image. Most photography should capture the RPLATE on a car, and angle and crop should be well thought out.

These considerations should be applied to plate mockups as well. Natural materials and shadows are a good way to elevate the product.

RPLATE
Placement

Respect RPLATE aspect ratio

Plate and App imagery should match
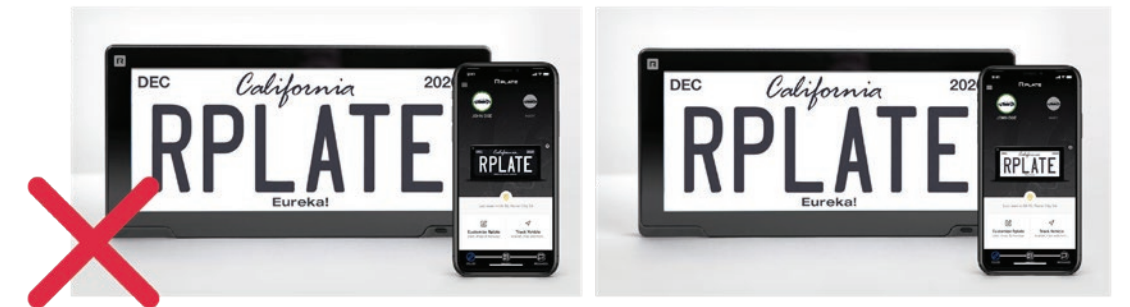
No CGI vehicles

Appropriate placement on specific make and models

Application

Elements
Application

Preview of current collateral and social content

Social

Contact

If you have any questions, comments or suggestions regarding our brand guidelines, please contact: marketing@reviver.com

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