



Brand Guidelines Sheet

The Brand Guidelines sheet is a streamlined summary of ROAM's key branding elements, to be used as a quick reference tool for logo usage, colors, typography, and tone to ensure consistency across all touchpoints.

[Access full brand guidelines here.](#)

Logo Suite

Primary



Secondary

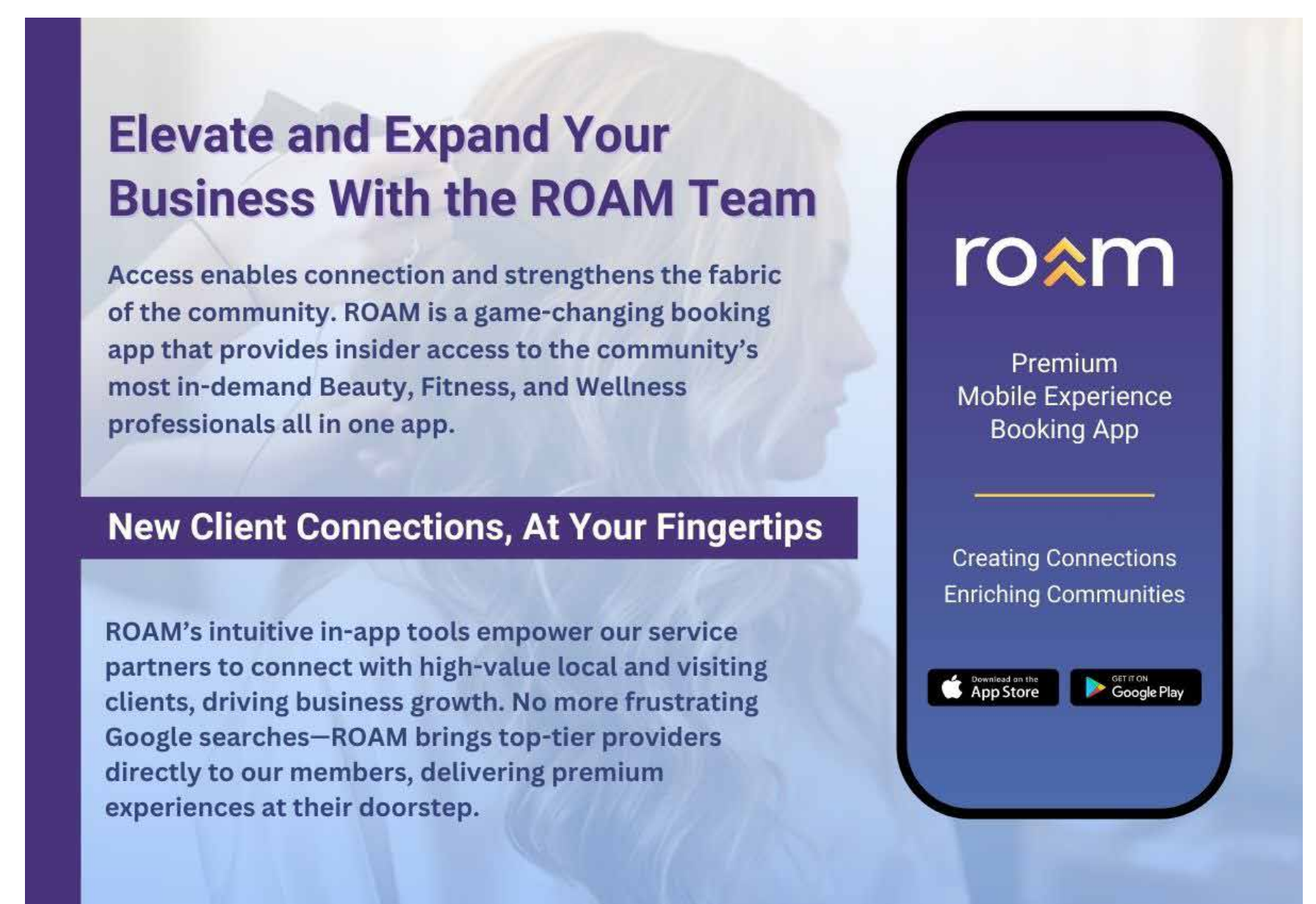


Logo Mark



Visual Media

Social media content should reflect ROAM's luxury, warmth, and approachability. Posts should inspire users to engage with the brand and highlight the ease of accessing premium services. Use high-quality visuals, aspirational messaging, and clear calls-to-action.



Color Palette

A distinct and cohesive color palette is essential for showcasing ROAM's visual identity. This palette will be consistently applied across all touchpoints, including social media, app design, print collateral, website, merchandise and more, ensuring a unified and recognizable presence.

| | | | | | | |
|----------------------|--------------------|----------------------|------------------------|---------------------|----------------------|----------------------------|
| | | | | | | |
| Purple | Dark Blue | Blue | Light Blue | Yellow | ROAM Gradient | Light Blue Gradient |
| PRIMARY COLOR | TEXT COLOR | PRIMARY COLOR | SECONDARY COLOR | ACCENT COLOR | 50% #49337B | 50% #FFFFFF |
| HEX #49337B | HEX #375289 | HEX #4C6CAD | HEX #9BC1F9 | HEX #FFCD4D | 50% #4C6CAD | 50% #9BC1F9 |
| RGB 73, 51, 123 | RGB 55, 82, 137 | RGB 76, 108, 173 | RGB 155, 193, 249 | RGB 255, 205, 77 | 90° | |
| CMYK 87, 95, 19, 6 | CMYK 89, 74, 20, 5 | CMYK 77, 59, 4, 0 | CMYK 36, 16, 0, 0 | CMYK 0, 19, 81, 0 | | |

CMYK: Used for printed materials. | RGB: Used on-screen and for web design. | HEX Code: Used on-screen and for web design.

Brand Fonts

Consistent font usage is essential to establishing ROAM's brand tone and ensuring a cohesive look across all assets. The selected fonts are thoughtfully paired to complement each other while reflecting ROAM's brand personality, creating a seamless and recognizable visual identity. **Please reference the full Brand Guidelines for correct font usage.*

Primary.

This is your default typeface & should be used within headers & titles.

Roboto

Secondary.

This complements your primary font and will be used within body copy.

Karla

Heading

Subheading

Body Copy



This is a Heading

Subheading

This is body copy, this is body copy, this is body copy.

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