



**GENERAL**  
**RV CENTER**

# BRAND GUIDELINES

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MAY 2025



# BRAND MARK

Guidelines

# BRAND MARK

## Primary

This is the main logo that will be used across primary brand applications. It helps audiences easily identify our Supercenters, products, web presence, ads and other materials. Consistent use of the logo enhances the professionalism of our brand. It is essential to the success of the brand that our logo always be treated with care and respect in every application according to these guidelines.



# BRAND MARK

## Color Variation

Our logo has multiple color variations that should be used in specific situations.

Internal Communications



General RV Marketing



Newspaper/ Black and White



Over Photos/ Dark Background



Secondary Background Color



Secondary Background Color



# BRAND MARK

## Proper Usage

To maximize legibility and impact, the clear space around the logo should be equal to the height of the G in General RV on top and on the sides. Clear space rules apply to all variations of the logo. For readability, background textures should not be seen inside the logo.

### Minimum Size:

To preserve legibility, the primary logo should never be printed smaller than 50 pixels tall. In digital formats, the logo should never appear smaller than 25 pixels.

### Registration Mark:

For digital content, larger registration mark logo is to be used.

For print, at minimum size, the registration mark can be removed. Same holds true in TV and web videos.

Clear Space



Digital Minimum



Print Minimum

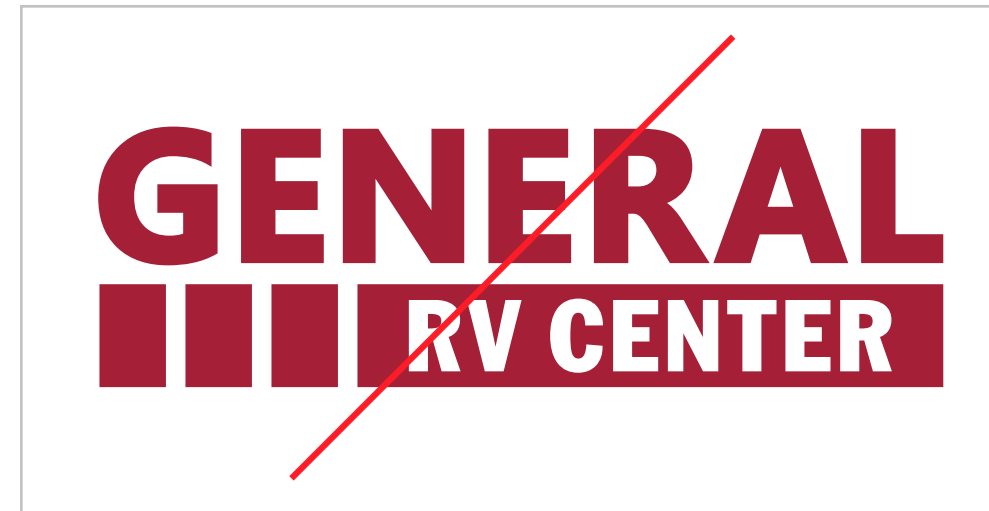


# BRAND MARK

## Improper Usage

The logo was designed to consistently represent the brand across various mediums. Therefore, only the approved logo lockups should be used. Modifying the logo in any manner should be avoided at all times.

Missing registration mark



Logo altered: compressed



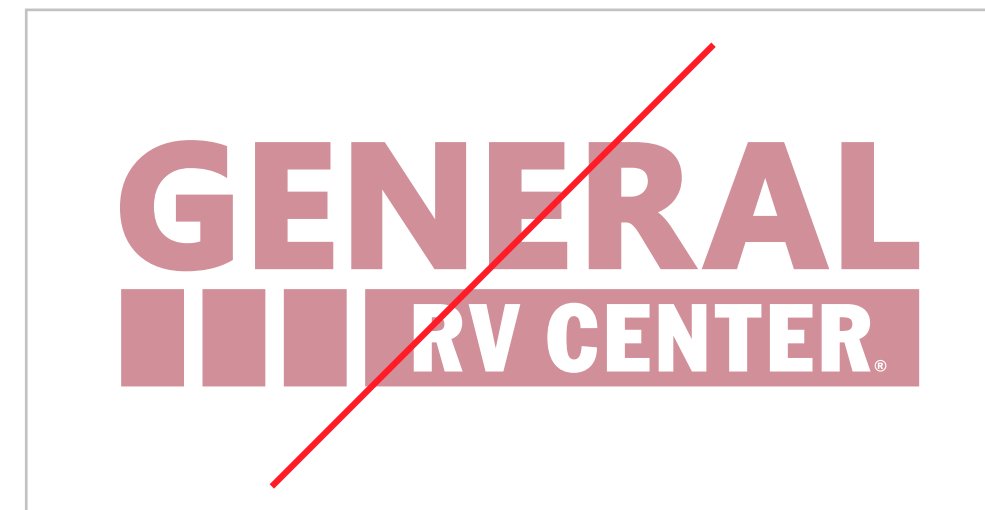
Logo altered: stretched



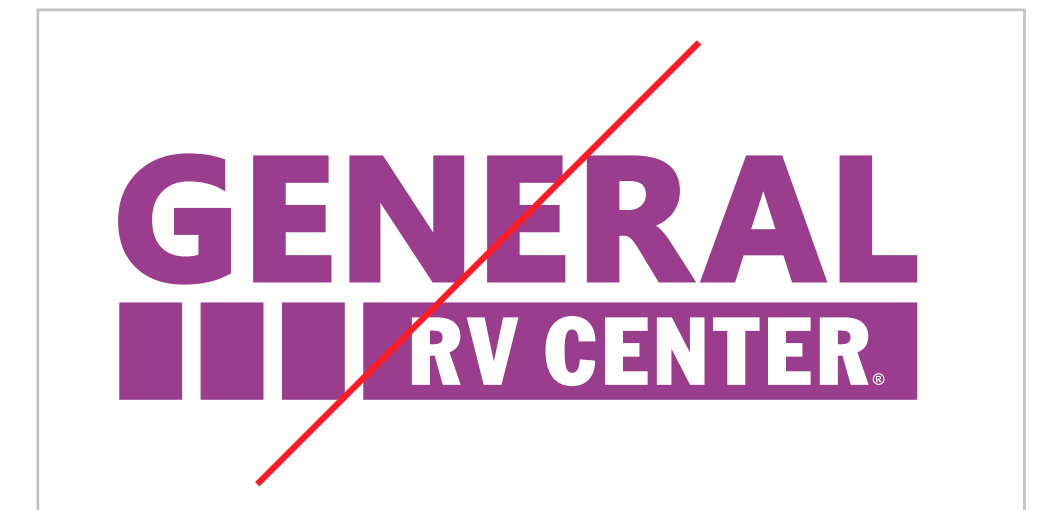
Logo altered: skewed



Never fade our logo



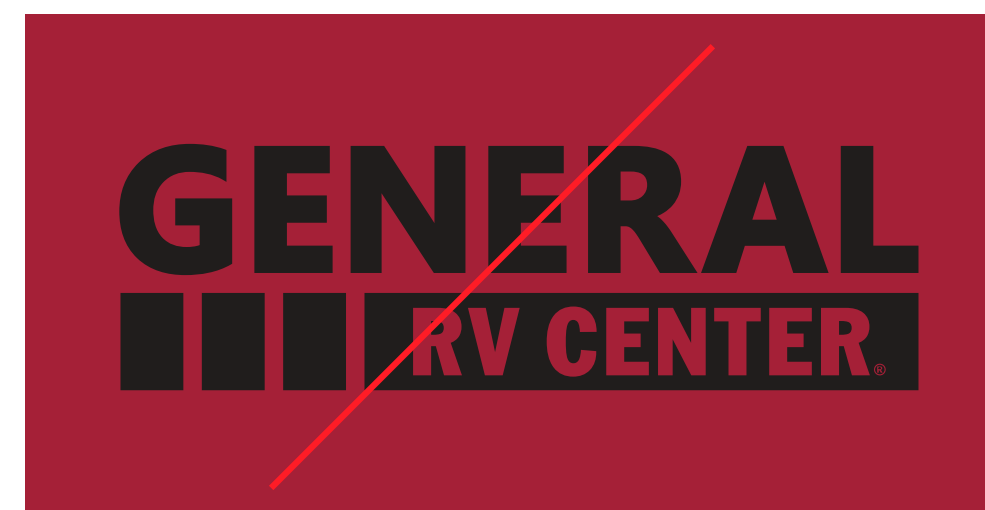
Incorrect color



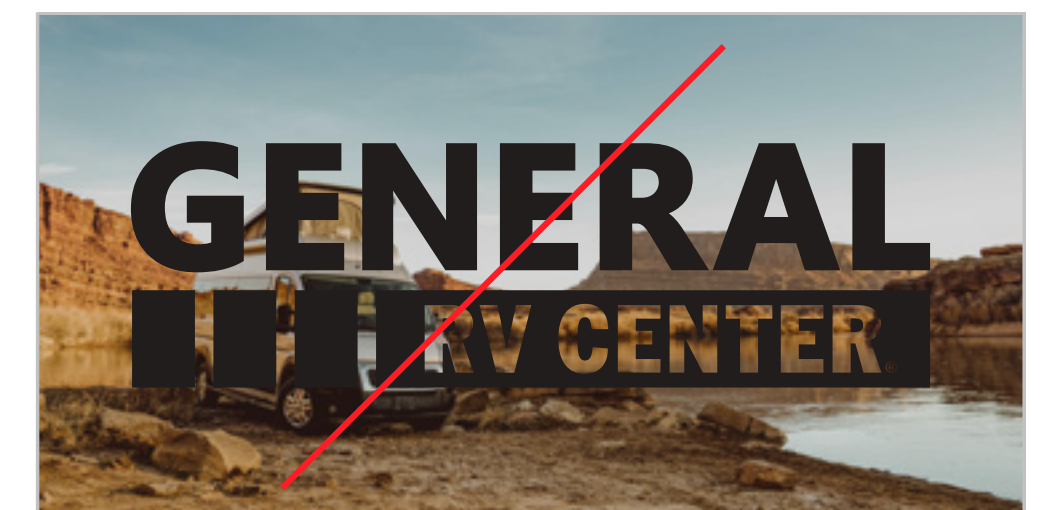
Textures inside "RV CENTER"



Bad contrast



Bad contrast





# COLOR PALETTE

Guidelines

# COLOR

## Primary Palette

Our primary color palette plays an essential role in our brand identity. We chose these colors based on our connection to nature and the colors that persist within. General RV Red is our main color. It conveys and evokes strong emotions and excitement, while splashes of Sunset Yellow add warmth and energy. Stratus and Marshmallow are to be used as our canvas from which to build and Charcoal for our words and bold accents.

### General Red

#A52037  
RGB: 166 32 55  
CMYK: 24/99/78/17  
Pantone 187 C

80%

60%

40%

### Sunset

#F0B12D  
RGB: 240 177 47  
CMYK: 5/32/94/0  
Pantone 7409 C

80%

60%

40%

### Stratus

#D9D9D7  
RGB: 217 217 215  
CMYK: 14/10/12/0  
Pantone Cool Gray 1 C

80%

60%

40%

### Marshmallow

#FFFFFF  
RGB: 255/255/255  
CMYK: 0/0/0/0  
Pantone White

### Charcoal

#201C1C  
RGB: 32/28/28  
CMYK: 70/67/65/76  
Pantone 419 C

# COLOR

## Backgrounds

Here are color options best used as a canvas, along with proper brand mark colors that can be used on the backgrounds.

Primary Usage

### General Red

#A52037  
RGB: 166 32 55  
CMYK: 24/99/78/17  
Pantone 187 C



Secondary Usage

### Sunset

#FOB12D  
RGB: 240 177 47  
CMYK: 5/32/94/0  
Pantone 7409 C



Secondary Usage

### Stratus

#D9D9D7  
RGB: 217 217 215  
CMYK: 14/10/12/0  
Pantone Cool Gray 1 C



Secondary Usage

### Marshmallow

#FFFFFF  
RGB: 255/255/255  
CMYK: 0/0/0/0  
Pantone White



# LINKS TO SOCIAL



[facebook.com/GeneralRVCenter](https://facebook.com/GeneralRVCenter)

[instagram.com/generalrvcenter](https://instagram.com/generalrvcenter)

[tiktok.com/@generalrvcenter](https://tiktok.com/@generalrvcenter)

[youtube.com/GeneralRVCenter](https://youtube.com/GeneralRVCenter)

[linkedin.com/company/generalrv/mycompany](https://linkedin.com/company/generalrv/mycompany)

[pinterest.com/generalrvcenter](https://pinterest.com/generalrvcenter)

\*Maintain this specific order when displaying social media icons or handles.





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[GeneralRV.com](http://GeneralRV.com)