

IDENTITY SYSTEM / VERSION 1.0

One unmistakable mark. A side-profile tornado, a sharp RAVOSITY wordmark, and a restrained orange sweep. Consistent from game intro to letterhead.

The name is always RAVOSITY. No tagline beneath the logo.

Ravenous + Velocity is the name origin, not a logo component.

NOVEMBER 2026

Primary / use on dark grounds



Single ink / use on light grounds



Reversed / dark grounds only





Use the same geometry in every treatment.

Core color palette



RAVOSITY ORANGE
#FF6A00



EMBER
#D33000

STORM WHITE
#F2F2F2



STEEL
#7A7E85



NIGHT
#0B0E12

Typography & wordmark

The RAVOSITY wordmark is custom outlined artwork. Always use the supplied vector artwork; never recreate the wordmark with a substitute font.

For documents, Helvetica/Arial or another clean sans-serif is acceptable.

Do not treat the example cinematic textures as a printable color standard.

Production note

These are RGB reference values, not an approved CMYK/Pantone formula.
Request an ICC-profile conversion and physical proof from the printer.

Consistency comes before effects

CLEAR SPACE

Keep unobstructed space around the logo approximately equal to the capital-R height. Do not crowd it with headings, edges, or images.

MINIMUM SCALE

Use the horizontal logo only when all lettering remains readable. At favicon sizes use the standalone tornado, never the full wordmark.

BACKGROUNDS

Orange and white are intended for dark backgrounds. Use the black one-ink version on white letterhead and ordinary office documents.

NEVER

Do not stretch, rotate, recolor randomly, redraw the funnel, apply outlines, add a slogan, or replace the custom wordmark with typed text.

CINEMATIC

Atmosphere, lightning, fire, dust and metallic highlights can surround the master contours, but should not redefine their underlying shapes.

Select the right source file

SVG VECTOR

Source artwork for responsive UI, print composition and scalable assets.

VECTOR PDF

Place directly into print layouts; scale without pixelation.

TRANSPARENT PNG

For office apps and digital surfaces that do not accept vector files.

SMALL ICON PNG

Optically thickened, raster-only 16px / 32px fallback icons.

CINEMATIC IMAGE

Atmospheric identity only; do not use as a single-ink print master.

Before sending to a commercial print shop

Confirm trim, bleed, stock, orange color conversion and output profile.

Proof vector contours at final size; inspect thin cuts and enclosed spaces.

Export the completed layout in the PDF/X format requested by your printer.

A vector PDF is scalable but is not automatically a certified press file.

SOURCE STATUS: reference-traced vector, not manually perfected Bézier artwork.