RAVOSITY

BRAND GUIDE · NOVEMBER 2026

THE LOGO



Full color, dark backgrounds



Full color, light backgrounds



One color, black



Tornado mark (small spaces, icons)

The orange tornado and the italic RAVOSITY wordmark always appear together, except where space is too small for the wordmark: then use the tornado mark alone. One-color white and black versions are in the kit for single-color printing.

CLEAR SPACE AND SIZE



x = the height of the letters in RAVOSITY. Keep at least x clear on every side. Smallest size: 1.25 in (140 px) wide for the full logo, 0.3 in (32 px) for the tornado mark.

TYPE AND VOICE

Type: Arial or Helvetica, bold for headlines, regular for text. The wordmark is artwork: never retype it in a font.

Voice: short, warm and a little mischievous. "Small beginnings. Wild imagination." Plain words, no jargon, never mean.

Name: Ravosity, one word, capital R. The company is Ravosity LLC.

COLORS

Ravosity orange
#FF6A00
C0 M70 Y100 K0
The tornado, buttons, highlights

Slate
#14202A
C100 M45 Y5 K85
Backgrounds behind the full-color logo

Light
#F2F2F2
C0 M0 Y0 K5
The wordmark on dark, page backgrounds

Ink
#111111
C0 M0 Y0 K100
Text and one-color printing

Print values are for coated stock (U.S. SWOP). Use the CMYK PDF or EPS logo files for print and the SVG or PNG files on screen.

PLEASE DON'T



Stretch or squash it



Change its colors



Tilt or rotate it



Add shadows or effects



Lose it on a busy picture

- Put the dark-background version on a light background (use the light-background version there).
- Separate the wordmark and tornado, or rearrange them.
- Use the logo to suggest Ravosity endorses a product, event or person.