ROAM
BRAND GUIDELINES

MAY 2015

THE NEXT GENERATION OF EARPHONES

ROAM WAS CREATED TO CAPTURE THE EMOTIONAL CONNECTION WE HAVE WITH THE SOUND WE HEAR FROM OUR MOBILE DEVICES. ROAM'S FAMILY OF SLEEK, ATTRACTIVE, PREMIUM EARPHONES WILL BRING THE ENERGY, EMOTION AND EXCITEMENT OF SOUND BACK TO HEADPHONE AND EARPHONE USERS.

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LOGO | OVERVIEW

This is the primary ROAM logo. This logo should be used on approved ROAM program materials, internal and external.

To ensure brand consistency and integrity, it should always adhere to the guidelines outlaid in the following pages of this brandguide.

The primary logo should always be the first option for any material requiring the ROAM brand.

ROAM

LOGO | CLEAR SPACE & PROPORTION   5

Clear space is the area surrounding the logo that must be kept free of other graphic elements.

The minimum required clear space is defined by the measurement "X", as shown. This measurement is equal to the height of the letters in the ROAM wordmark.

a
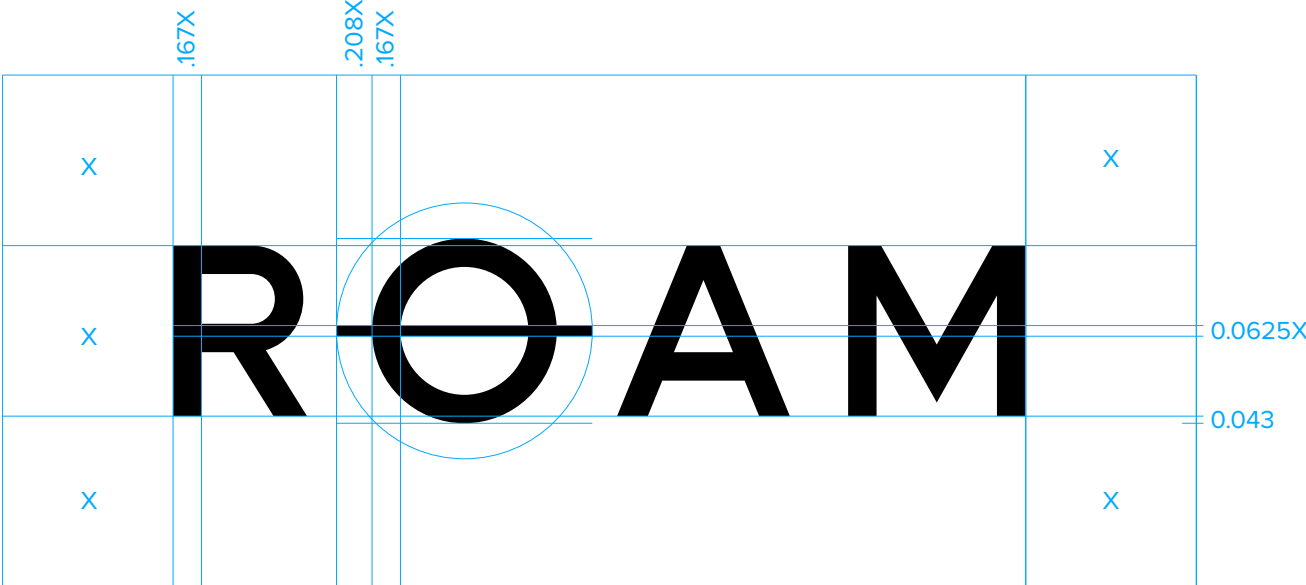
COLOR

The ROAM color palette has been created to support and add flexibility within our design communications.

This palette maps to the same colors used within the ROAM logo to maintain strong brand consistency.

Included within the color palette is white, a key element that is an important "color" within the palette.

**RED
CMYK 100/0/0/0
RGB 213/0/0
HEX #d50000**

**COOL GREY 6
CMYK 0/0/0/34
RGB 153/153/153
HEX #999999**

**BLACK
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000**

**WHITE
CMYK 0/0/0/0
RGB 225/225/225
HEX #FFFFFF**

TYPOGRAPHY

Uni Sans and Helvetica Neue are the two primary typographic family's for the ROAM brand identity.

We've found two particular versions of Uni Sans and two versions of Helvetica Neue to be most effective.

UNI SANS SEMI BOLD ABCDEFGHIJKLMN OPQRSTUVWXYZ 0123456780

Perfect for Headlines, Titles, and Subheads as well as a great font for packing high-impact information into small places.

UNI SANS BOOK ABCDEFGHIJKLMN OPQRSTUVWXYZ 0123456789

Use in Conjunction with
Uni Sans Semi-Bold in headings to relay secondary messaging.

Helvetica Neue Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnoqrstuvwxyz
0123456789

Helvetica Neue Bold works well as a companion to Helvetica Regular or anywhere that you need type to hold its weight at a very small size.
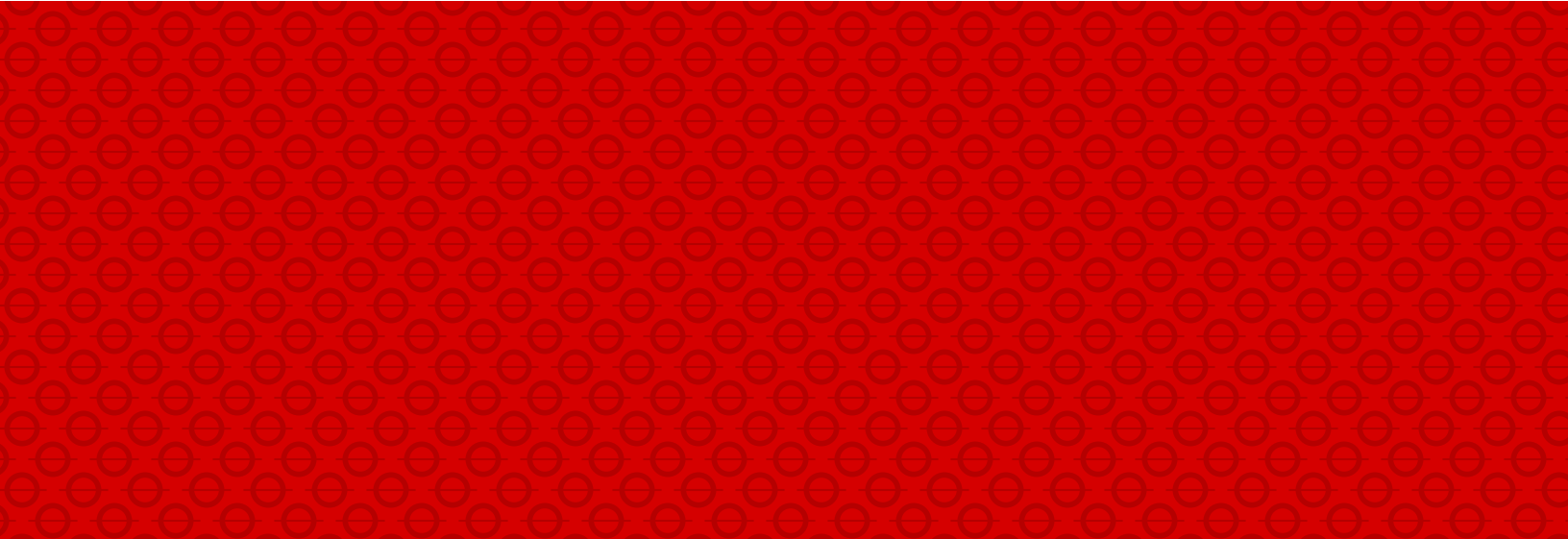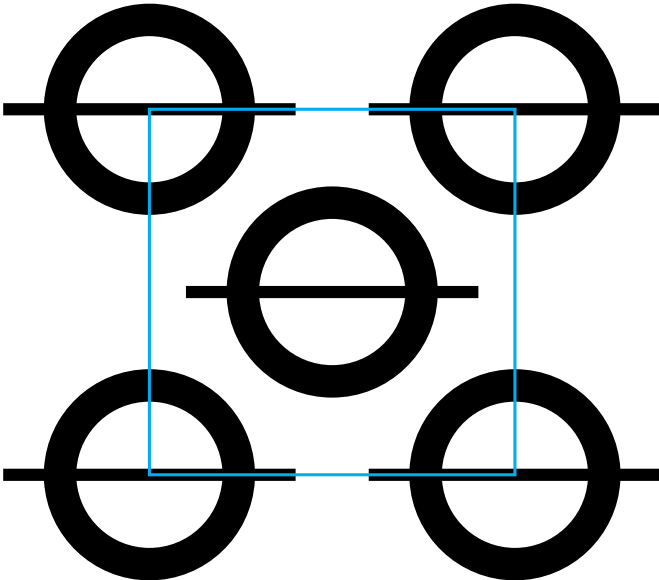
Helvetica Neue Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnoqrstuvwxyz
0123456789

Helvetica Neue Regular makes a great face for body copy. It's crisp lines and generous x-height give text a modern feel with great legibility.

PATTERN

Pattern tiles based on the ROAM horizon circle logo.

Use this pattern on any approved ROAM collateral such as graphic backgrounds on the website, stationary, packaging or on product.

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