

# MATE ROV COMPETITION BRAND GUIDELINES

## LOGO USAGE

### PRIMARY LOGO



### SECONDARY LOGO



## FONT APPLICATION

### The Main Header

#### Subheading (SemiBold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis erat et quam iaculis faucibus at sit amet nibh. Vestibulum dignissim lectus in ligula rhoncus, et bibendum risus dictum. Pellentesque condimentum arcu id dapibus tempor. Pellentesque venenatis nec magna nec finibus.

## HEADLINES

# Aa


### Montserrat Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890,.,?!

## BODY TEXT

# Aa

### Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1234567890,.,?! 

## SECONDARY FONT (Open Sans Bold)

#### Subheading (SemiBold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis erat et quam iaculis faucibus at sit amet nibh. Vestibulum dignissim lectus in ligula rhoncus, et bibendum risus dictum. Pellentesque condimentum arcu id dapibus tempor. Pellentesque venenatis nec magna nec finibus.

## COLOR PALLETTE

ROV DARK BLUE

PMS: 654 C  
HEX: #1B4175  
CMYK: 100-83-27-12  
RGB: 27-65-117

ROV MEDIUM  
BLUE

PMS: 298 C  
HEX: #1DAFDE  
CMYK: 71-11-3-0  
RGB: 29-175-222

ROV ORANGE

PMS: 158 C  
HEX: #EE7024  
CMYK: 2-69-99-0  
RGB: 238-112-36

ACCENT GREEN

PMS: 360 C  
HEX: #80BC42  
CMYK: 56-3-100-0  
RGB: 128-188-66

ACCENT RED

PMS: 7597 C  
HEX: #D83C27  
CMYK: 10-92-100-1  
RGB: 216-60-39

ACCENT YELLOW

PMS: 7409 C  
HEX: #FEBB2A  
CMYK: 0-29-93-0  
RGB: 254-187-42