



**BRAND GUIDELINES**

## BEFORE YOU DIVE IN

This document contains design guidelines for the RAID brand to ensure we maintain our visual consistency as we transform the dive industry.



## PRIMARY LOGOS

Our primary logo consists of the full-color diver icon and the RAID wordmark, using a font called *MASQUE*, in either black or white. The logo is available to be used in both horizontal and vertical alignments.



## CLEAR SPACE

To ensure legibility, keep a minimum clear space around the logo. This is to ensure there are no elements conflicting with the appearance of logo. The clear space should be half of the blue circle.



## LOGO VARIATIONS

The RAID brand has several logo variations that include taglines or the web address. In addition to these variations, RAID Tec and our freediving courses have their own logos.

The primary logo **must be present** wherever a logo variation is used.

It is acceptable to use all of our logos in their full-color format, or as black or white logo for improved contrast.



## LOGO MISUSE

- A. Don't rotate the logo
- B. Don't squash or stretch
- C. Don't put elements in the clear space
- D. Don't resize any individual element of the logo
- E. Don't rearrange elements of the logo
- F. Don't use off brand colors



## BRAND COLORS

Our brand colors consist of blue, orange, and black.

These specific colors should be used in the full-color version of our logo, unless the logo appears as either white or black.

It's encouraged to use our brand colors in marketing materials.

### RAID BLUE

Pms Blue 299 C

CMYK 80/18/0/0

HEX #00a0dd

RGB 0/160/221

### RAID ORANGE

Pms Orange 021 c

CMYK 0/77/100/0

HEX #f26122

RGB 242/97/34

### BLACK

Pms Black 6 C

CMYK 0/0/0/100

HEX #231f20

RGB 35/31/32

## CO-BRANDING OPPORTUNITIES

Co-branding is **not permitted** unless approved by headquarters. This is to ensure the RAID brand is prominently displayed and that partnerships are beneficial to the RAID brand.



## CONFERENCES

Design guidelines must be followed on all branded conference materials. Co-branding is **not permitted** on conference materials unless approved by headquarters. Once a partnership is approved, conference materials **must be approved** by HQ's design team to ensure RAID guidelines are met.





## **SOCIAL MEDIA POLICY**

RAID permits positive interaction and behavior on both corporate and personal social media accounts that promote the RAID brand.

Unacceptable behavior includes any discrimination of age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status, or content that breach social media network guidelines.

Please do not disclose any non-public or confidential information on any social media account.

# Fonts

Our set of typefaces represent the adventurous nature of diving and our bold approach to changing the dive industry.

Fonts are available for download on the shared [RRO](#) [Dropbox folder](#).

## BARLOW

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

### BARLOW CONDENSED BOLD BARLOW CONDENSED ITALICS

Use for headlines.  
UPPERCASE

## Roboto

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

### Roboto Regular

Use for body copy.  
Sentence case

## Arial

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

### Arial Regular\*

\*Use only if Barlow and Roboto typefaces are unavailable.





# PHOTOGRAPHY

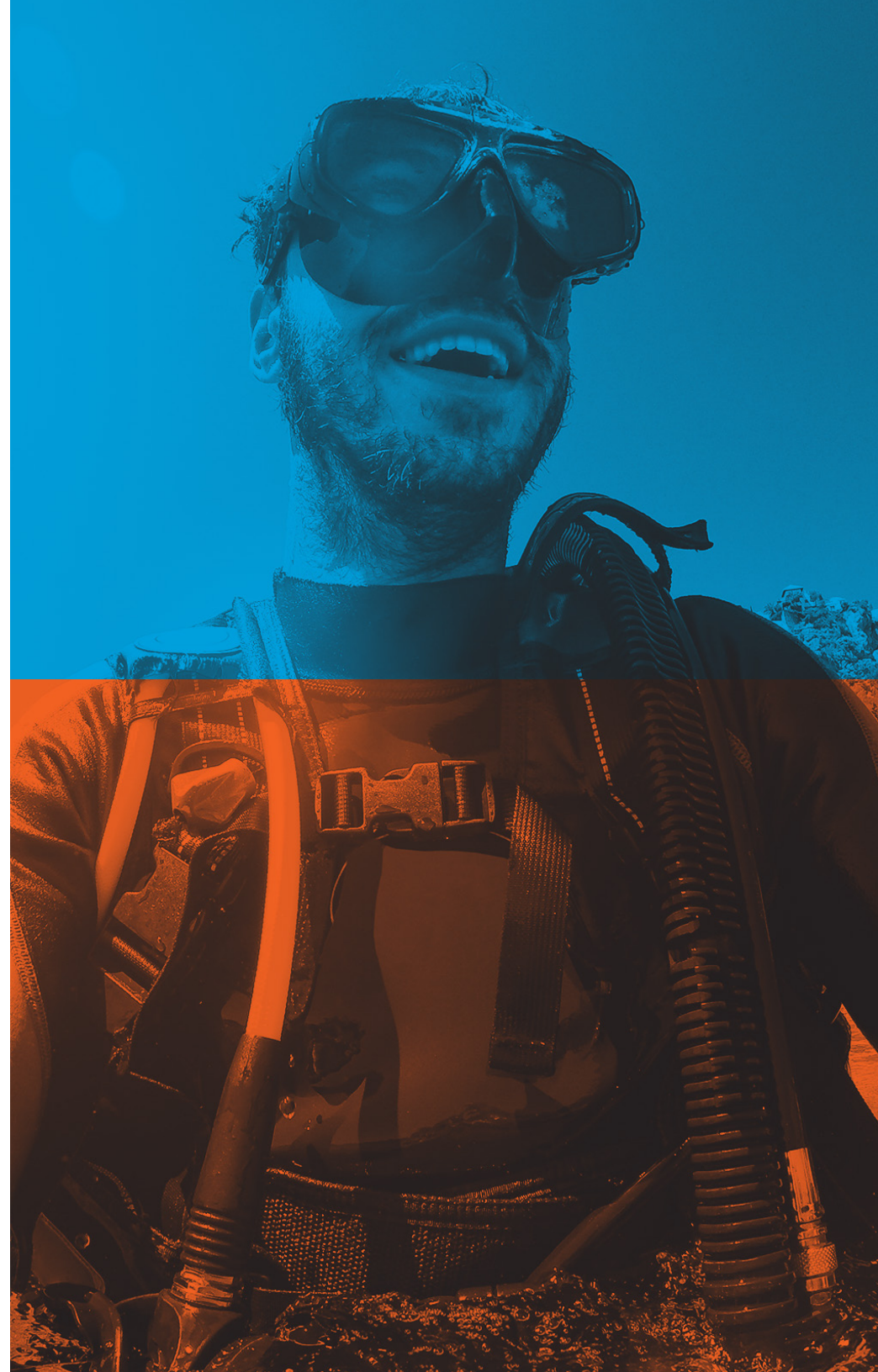
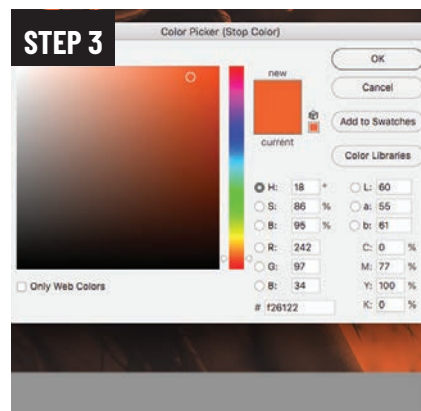
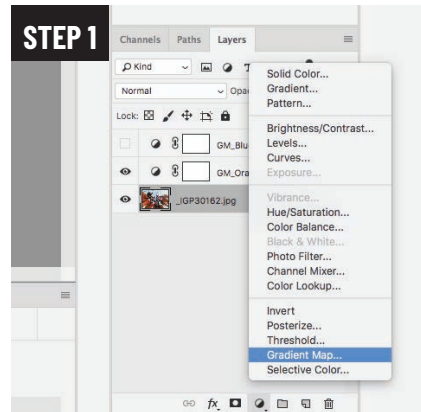
Photography should be high resolution and must never be pixelated. It is both acceptable and encouraged to apply a duotone effect to photography in marketing materials.

## HOW TO APPLY THE DUOTONE EFFECT

1. Add a Gradient Map adjustment layer.
2. Select the adjustment layer and click on the gradient bar in the properties panel.
3. Double click on the swatches at either end of the gradient to change the colour.

Duotone images are available for download in both RGB and CMYK format on the [shared Dropbox folder](#).

If necessary, RRO's can requested new processed effects through the RAID design team.



# DESIGN FILETYPES AND TERMS

**EPS** is a file extension vector-based images in Adobe Illustrator. Printers may prefer this file format for print jobs, especially large-scale print materials (event banners, signage, etc.)

**PSD** (Photoshop Document) is a layered image file used in Adobe PhotoShop. PSD, which stands for Photoshop Document, is the default format that Photoshop uses for saving data.

**PDF** (Portable Document Format) is a universal file format that is common for sharing and printing design files and other documents.

**PNG** (Portable Network Graphics) is a raster-graphics file-format that supports lossless data compression. It's a common file format for online assets.

**JPG** is a file extension for a lossy graphics file. The JPEG file extension is used interchangeably with JPG. It's a common file format for both online or offline assets.

**GIF** (Graphic Interchange Format) is a file extension for an often animated raster graphics file and is the second most common image format used on the World Wide Web after JPEG.

**CMYK** is the color model that should be used for print materials.

**RGB** is the color model for all digital designs.



## DESIGN HEADQUARTERS

For questions, requests, or approval on co-branding partnerships, please email [design@diveraid.com](mailto:design@diveraid.com).