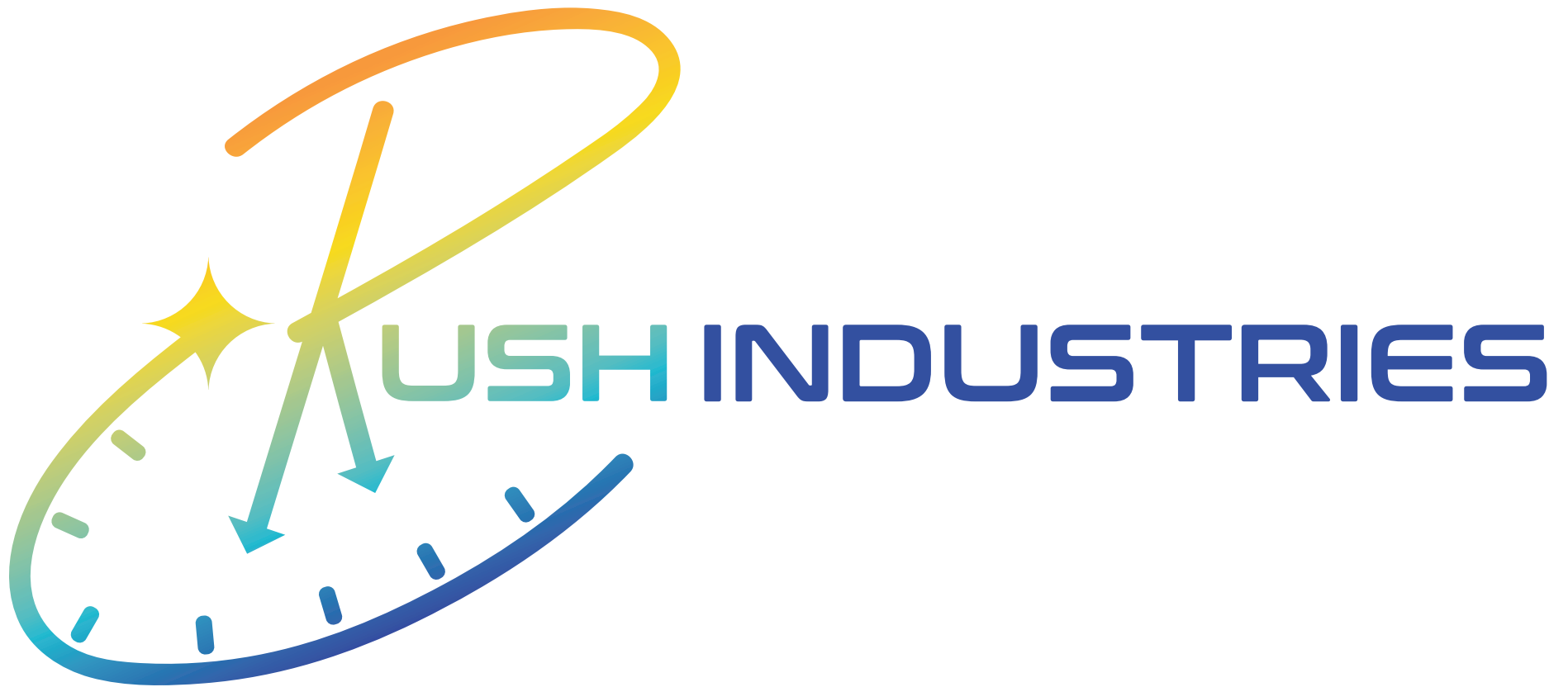


Brand Guidelines



First Edition: October 21, 2021



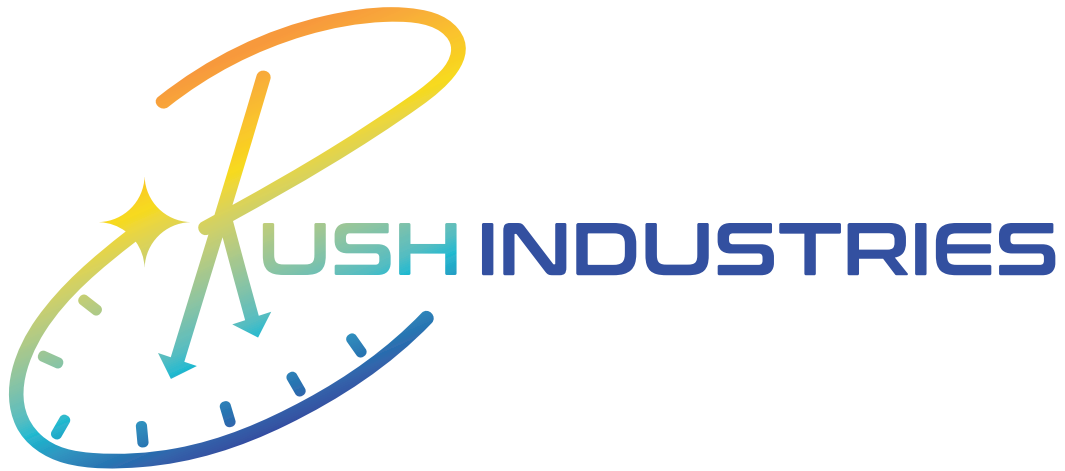
Who we are

Rush Industries is a forward-thinking company, focused on bringing the wonder of time travel to the modern world. We believe that time travel can become an essential part of everyday life as time machines become accessible to the public in convenient and stylish forms. Time travel can be a jarring subject for some, but as the sole company creating accessible time travel solutions, we want to present a brand that welcomes people of all kinds to use our devices. Additionally, unlike many science-based companies, Rush believes in strong customer interaction. This means that our time management consultants and travel assistants represent our brand, and our brand represents them.

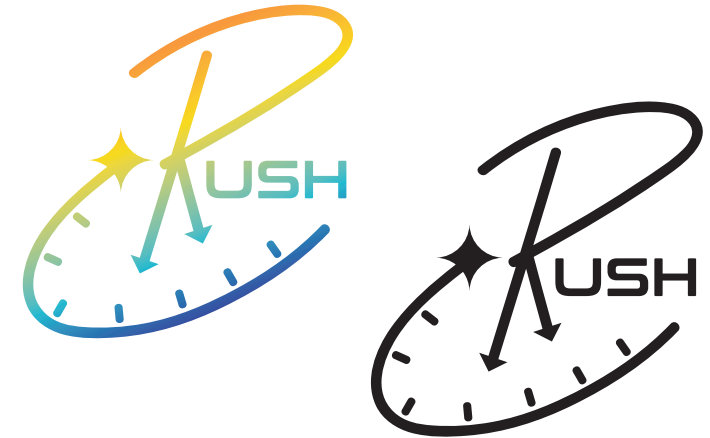
Our desire is for our brand identity to accurately represent our rich past of innovation and creativity. The identity we create should also reflect our vision for the future of a colourful, fast-paced world where time moves at the leisure of those who have the power to change it.

Rush Logo Examples

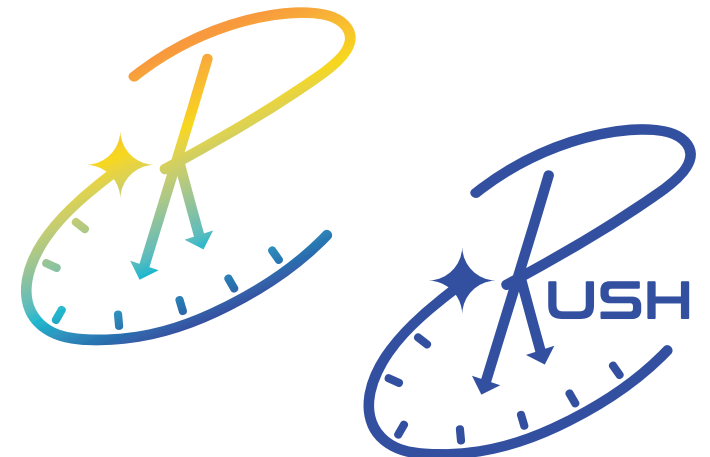
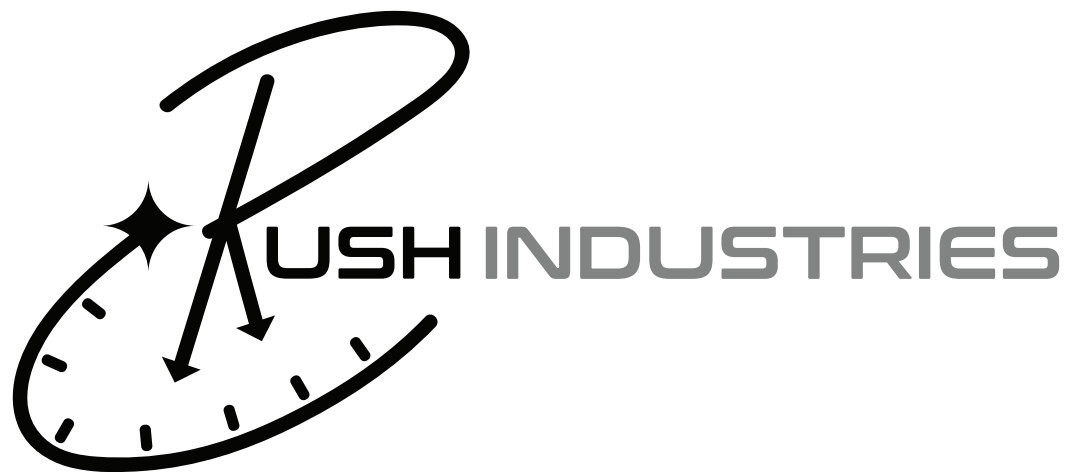
Primary Logo



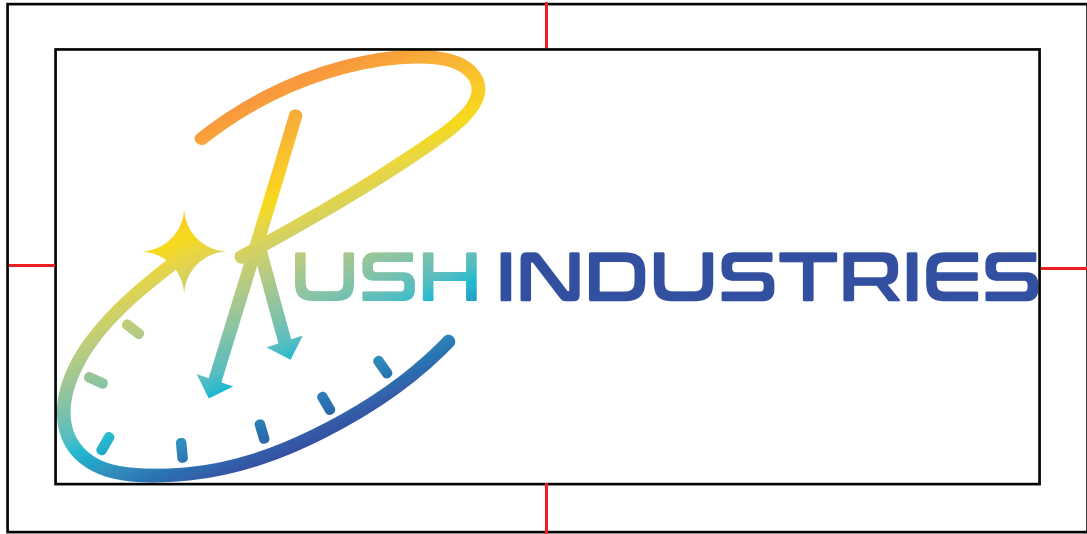
Stacked Logo



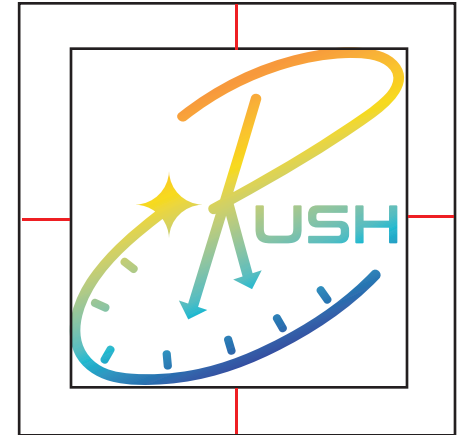
Alternative Logos



Logo Size and Spacing



0.25"
Margin



3"



2"



1"



0.75"

Logo Colour Values



Pantone: 1375 C

Websafe hex: #FF9933

R: 248 G: 153 B: 61

C: 0% M: 47% Y: 86% K: 0%

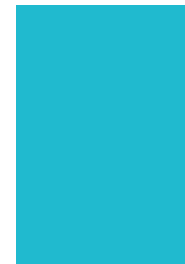


Pantone: Yellow C

Websafe hex: #FFCC33

R: 249 G: 218 B: 32

C: 4% M: 10% Y: 95% K: 0%



Pantone: 311 C

Websafe hex: #33CCCC

R: 42 G: 185 B: 207

C: 69% M: 3% Y: 18% K: 0%



Pantone: 2728 C

Websafe hex: #003399

R: 55 G: 77 B: 161

C: 90% M: 81% Y: 0% K: 0%

Typefaces

Logo typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!?"'::;@#\$%&

CONTHRAX

Secondary typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!?"'::;@#\$%&

EXO 2

Business Card

Front



Back



Applications

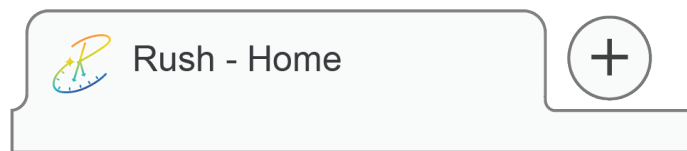
T-Shirt Example 1



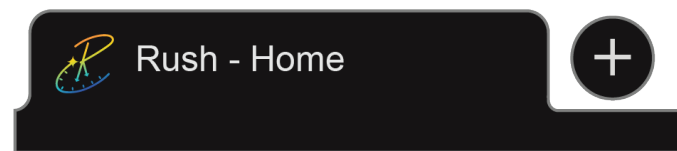
T-Shirt Example 2



Favicon Example 1



Favicon Example 2



Thumbnail Sketches

- Established in 1950's
- Forward-thinking
- Inventors of time travel

Rush Industries

Rush RUSH INDUSTRIES



Home-Rush In...

Rush RUSH INDUSTRIES

Rush



RUSH



Rush Industries

Rush Industries



R R

Rush Industries

Design Process

