



STYLE GUIDE

07/2018



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LOGOTYPE

INDOOR CYCLING REALITY

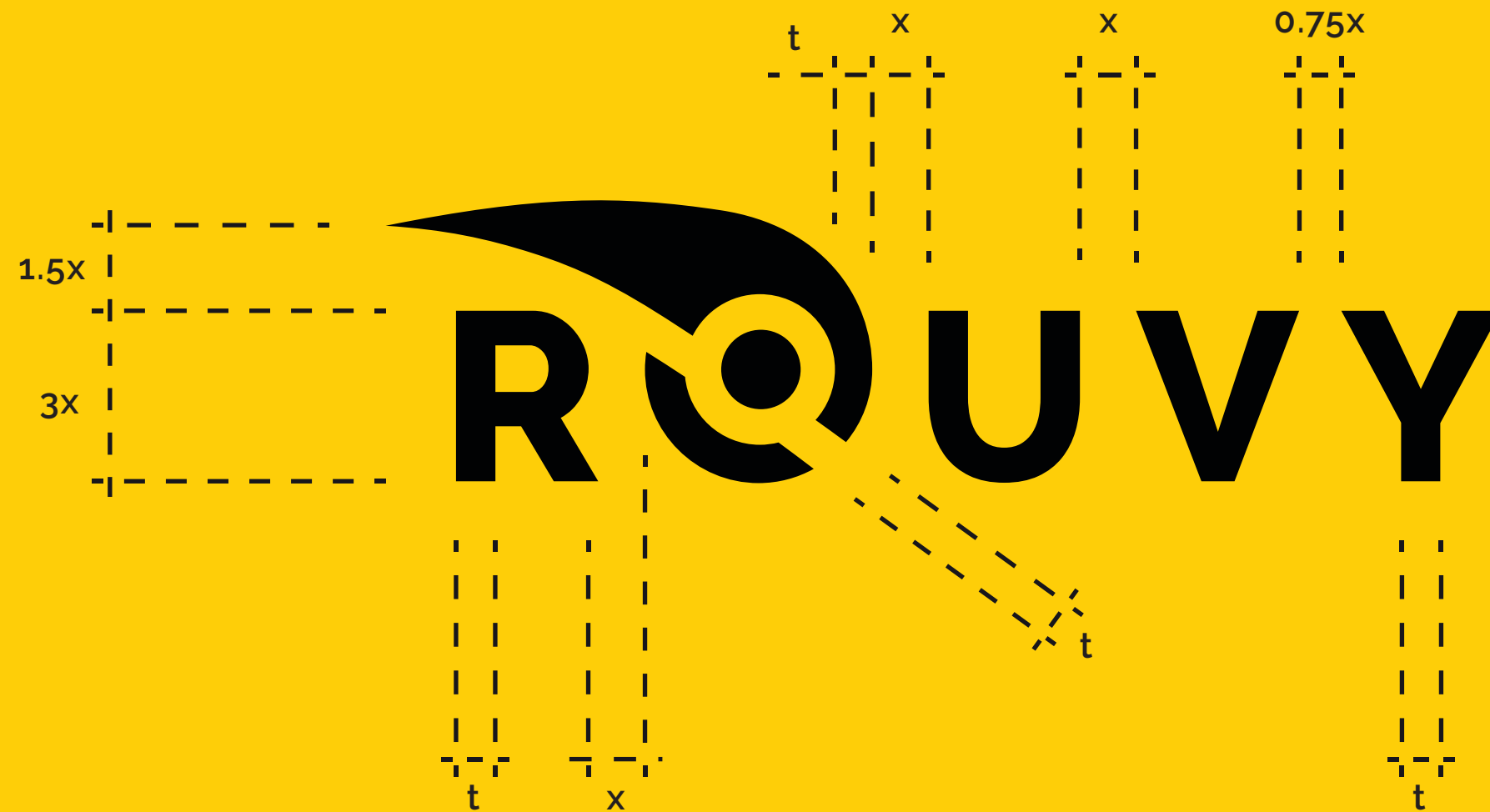
NEW LOGO IDENTITY



ROUVY LOGO

The new Rouvy logo is inspired by an aerodynamic cycling helmet. It is created from a few simple shapes to be easily read, recognized and remembered.

LOGO IN GRID



MINIMUM CLEAR AREA



LOGO VARIATIONS

Color variations



Monochromatic variations



Don't use



Logo usage
with background



DON'TS



Change to color of the logo



Scale the logo out of porportion.



Rotate the logo



Cut the logo to separate the wordmark and the Rouvy helmet



Reduce the logo smaller than 30 mm wide (print only)



Change the font of the wordmark

LOGO + CLAIM

WHEN TO USE

The "Logo + Claim" tagline is to be used to highlight the fact of the focus on reality. This logo is to be used everywhere where users could understand our main mission - Simulate the real outdoor rides indoor. Don't use it in the combination with the separate claim on the same page.



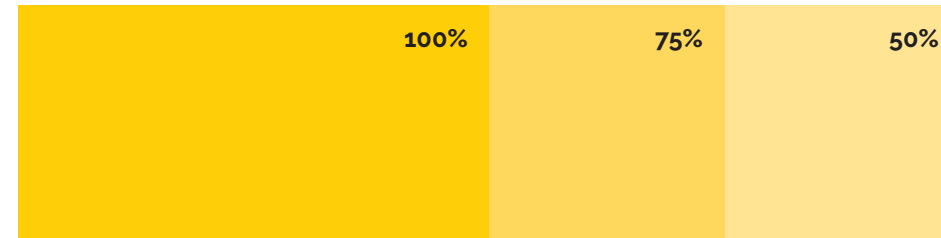


COLORS

COLOR PALETTE

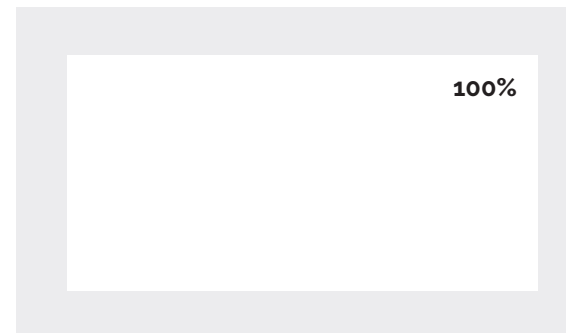
ROUVY YELLOW

CMYK 0/18/100/0
RGB 252/205/0
HEX FCCD00
PANTONE Yellow 012 C



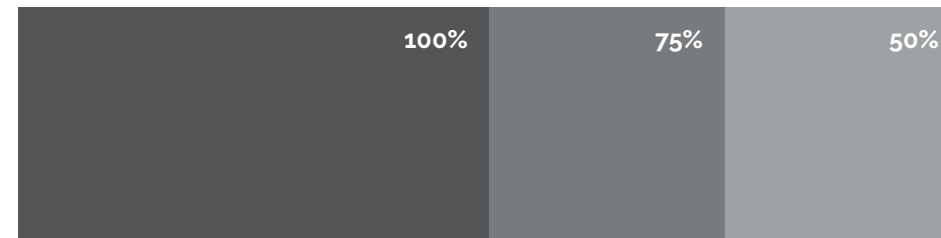
WHITE

CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFFFF
PANTONE — WHITE —



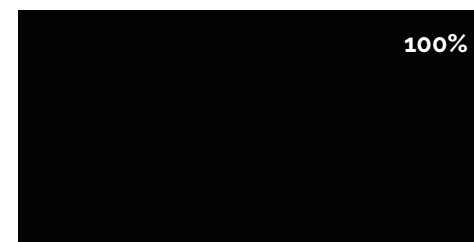
RICH GRAY

CMYK 15/10/10/75
RGB 54/54/53
HEX 363635
PANTONE 439 C



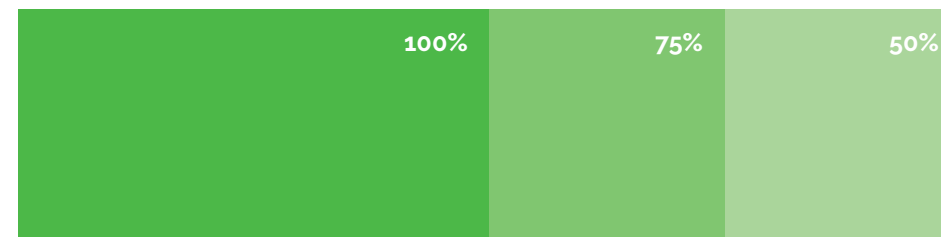
DEEP BLACK

CMYK 40/30/30/100
RGB 16/13/16
HEX 100D10
PANTONE Process Black C



ROUVY WEB GREEN

CMYK 70/0/100/0
RGB 67/176/42
HEX 43B02A
PANTONE 361 C





ICON

ROUVY "COMPATIBLE" ICON



ROUVY ICON

The square icon use everywhere except as the app icon. The example of use is the list of recommended trainer apps.



The Drivo's precision is unprecise hometrainers.

Elite My E-Training Mobile&D months.

[FIND OUT MORE](#)

Tech info Forum

COMMUNICATION PROTOCOLS

COMPATIBLE WITH

Bluetooth SMART

ROUVY

Tech info

PEDALING ANALYSIS
Pedaling Analysis is a new and exclusive rider's power output throughout e output variations of each pedal stro of extensors and exors muscles, th

interactive and features a 24 point power each pedal stroke. The integrated power expressed as precisely as scientific ntages of a professional training tool with