



URBAN REVOLT

EXPRESS YOURSELF



STYLEGUIDE



URBAN REVOLT

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& INTRODUCTION

INTRODUCTION

This style guide contains rules and regulations for the visual identity of Urban Revolt. It's meant for those who want to make an expression for Urban Revolt. These regulations describe the base elements of the corporate identity.

Express yourself with Urban Revolt

Urban Revolt is your brand when it comes to trendy and unique lifestyle accessories. In our assortment you can find different kinds of trendy headsets, speakers, in ears and more. In bright colours, cool designs and original fabrics, to match with your outfit or just to make a statement. Of course, these stylish Urban Revolt accessories are of high quality and affordably priced.

The keywords of UR are; Unique, design, cool, trendy and bright.

Perfect for the young and trendy!



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URBAN REVOLT

BASE ELEMENTS
& LOGO



BASE LOGO

URBAN REVOLT

PAY OFF

EXPRESS
YOURSELF

LOGO EXPLANATION

The brand name and brand logo can also be used separate. For example you can use the 'UR' logo or URBAN REVOLT. 'Express yourself' must always be used in combination with the brand name and can not be used separate.

If the brand name is used **next** to the brand logo, this must be horizontal centered. The space between the brand name and logo is 4.05 mm. See the example shown on the right.

When the brand name is placed **below** the brand logo, this must be centered vertically. The space between the logo and the brand name is the same as 66% of the straight side of the hexagon. This is 8.857 mm. See example picture on the right.

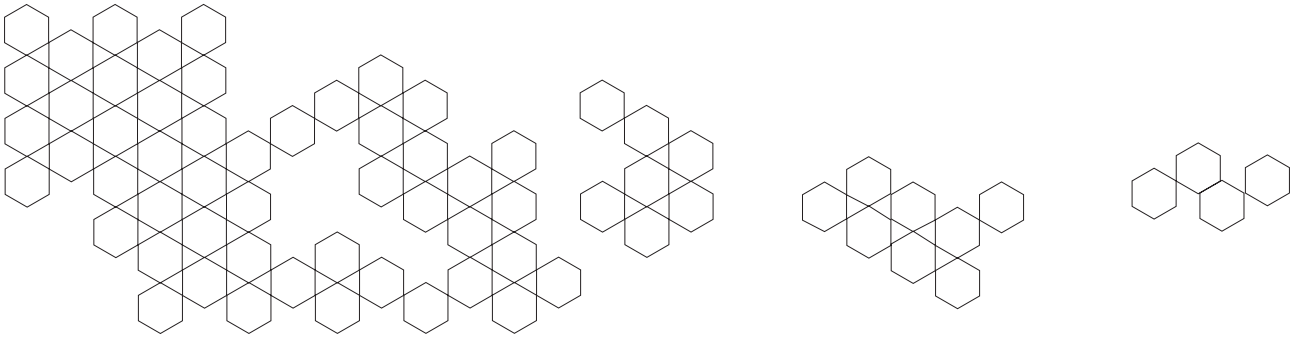


MIXED EXPRESSION

When we make an expression like advertisement that shows both Trust and Urban Revolt products, keep the products separate with their own brand style and identity.



BASE ELEMENTS



COLOR VARIATIONS WITH CMYK VALUES

59 80 00 20	00 58 99 00	08 25 98 00	99 95 08 01	
23 00 77 00	76 83 01 00	100 00 100 00	17 100 31 00	
100 00 00 00	00 91 100 0	90 61 00 00	57 93 65 20	
00 100 00 00	47 00 94 00	01 93 75 00	00 00 100 00	
00 28 100 00	00 88 100 00	83 94 00 00	00 28 100 00	

Urban Revolt is a colorful brand. There are 5 color combinations witch can be used. Don't combine the different colors from the color palette but stick with the combinations displayed.



The Fonts of the Urban Revolt style guide contain 3 combinations of Fonts; 'Paintcans' and 'Aller'.

'Paintcans' is the font of the pay off (Express yourself) and can be used for slogans. 'Aller' is used for the body text.

1 Paintcans | regular
ABCDEF
GHIJKLMN
OPQRTU
WXYZ

2 Aller | light
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890

Aller | light italic
*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890*

Aller | regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890

Aller | italic
*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890*

Aller | bold
**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890**

Aller | bold italic
***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890***



URBAN REVOLT

EXPRESSIONS

TOPCARD



DISPLAY



DISPLAY TOPCARD



BROCHURE





URBAN REVOLT

NEW
PHOTOGRAPHY

See below for the Lifestyle images that can be used for the separate expressions.





URBAN REVOLT

URBAN REVOLT
**WEBSITE
& MEDIA**

VISIT URBANREVOLT.COM AND DISCOVER

- New top content, like high resolution images (also available for resellers)
- Easy navigation



DATABASE

The high resolutions images of the Urban Revolt product range can be found on urbanrevolt.com/en/media

Urbanrevolt.com/xxxxxx (typ the 5 digits of the product number after the / (in stead of the xxxxxx)
Unique Selling Points, details and product information can also be copied from this webpage.