



IDENTITY & STYLE GUIDE

LOGO

PRIMARY LOGO



CLEAR SPACE

SECONDARY LOGO

Roam



Rest

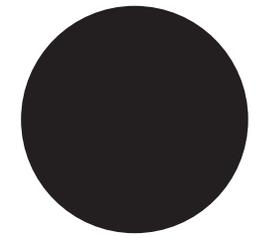
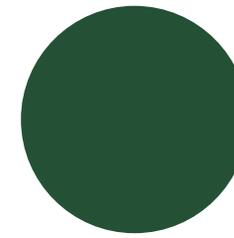
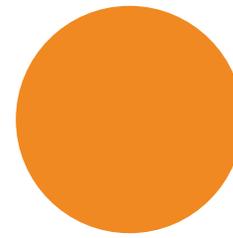


Repeat



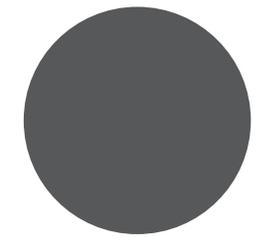
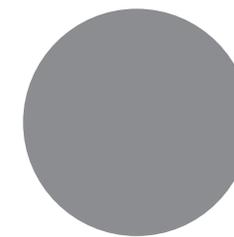
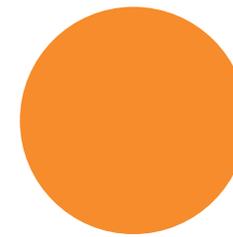
COLORS

PRIMARY PALETTE



PANTONE	144	350	BLACK
RGB	241, 138, 0	42 70, 52	0, 0, 0, 0
CMYK	3, 54, 100, 0	78, 48, 76, 49	50, 50, 50, 100
HEX	#f18a00	#2a4634	#000000

SECONDARY PALETTE



PANTONE	715	54% BLACK	80% BLACK
RGB	248, 141, 42	119, 119, 119,	91, 91, 91
CMYK	0, 54, 93, 0	55, 46, 46, 11	62, 54, 53, 27
HEX	#f88d2a	#777777	#5b5b5b

Titles are in Solido Extra Bold

ALTERNATIVE TITLE STYLING

Alternative Title styling to be in all caps and should have added kerning (letter spacing) of at least 100, up to 200

DECORATIVE FONT ABOLITION

This is the font used on the logo and has been used on the stationery and kozie



Body Copy in Solido Book

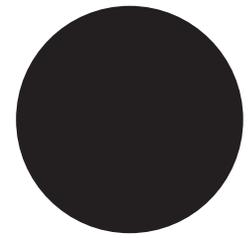
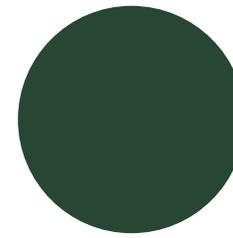
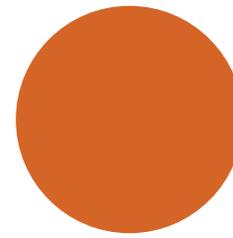
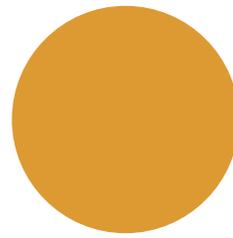
All body copy should have added kerning (letter spacing) of 10, with line spacing set to 1.5 (min)

Alternative Body Styling

Alternative body styling may have added kerning (letter spacing) of 200, with line spacing set to 1.5 (min)

WEBSITE

PRIMARY PALETTE



RGB

221, 153, 51

212, 100, 31

41, 70, 52

BLACK

HEX

#dd9933

#d4641f

#294634

0, 0, 0, 0

50, 50, 50, 100

#000000

TYPOGRAPHY

Headline font: Lato 700

Base Text: Lato Regular

Navigation: Lato 700

Alternate font: Dancing Script



ROAMREST
11235 SE HWY 212
CLACKAMAS, OR 97015

Hello Joe and Dave & Matt Vans,

First, we'd like to say it's been a pleasure working with Dave & Matt Vans on the mattresses we've designed for your company thus far.

RoamRest mattresses are the premier van through rigorous R&D and customer feedback. Our company, has been developing high-quality mattresses for various industries: medical, healthcare, RV, recreational vehicles, camps, and more. We pride ourselves as a VanLife brand using quality materials and Eco-friendly foams and fabrics.

We are very excited with what we've come forward to seeing what the final mattress designs look like for your fleets and builds for the "Best Rest".

In the delivered package, you will find your mattress, foam and fabric covers. Please feel free to contact us for quality and craftsmanship, and keep in mind our standard approved guidelines.

The following information is a brief build m



ROAMREST
P.O. BOX 2109
CLACKAMAS, OR 97015

Option ONE - Ultimate Build for comfort and durability

Fabric Cover / Soft-to-the-touch polyester top with durable canvas sides and bottom

Foam Build / 5" thick 4 layered foam: 1" soft conforming top layer, 1" Cool Gel Memory mid-layer, 1" performance mid-layer, 2" supportive bottom layer.