Rush
Brand Guidelines

Our mission

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	Green	Blue
Primary	HEX #00D982 CMYK 100 / 0 / 50 / 15 RGB 0 / 217 / 108	HEX #091A2E CMYK 74 / 18 / 0 / 87 RGB 9 / 26 / 34
Secondary	HEX #10B060 CMYK 91 / 0 / 46 / 24 RGB 2 / 179 / 92	HEX #2E3643 CMYK 31 / 9 / 0 / 74 RGB 46 / 62 / 67

Rush
Metropolis Typeface

Aa

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
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 ! @ # $ % ^ & * ( ) _ +

Fonts

Metropolis Thin	*Metropolis Thin Italic*
Metropolis Extra Light	*Metropolis Extra Light Italic*
Metropolis Light	*Metropolis Light Italic*
Metropolis Regular	*Metropolis Regular Italic*
Metropolis Medium	***Metropolis Medium Italic***
Metropolis Semi Bold	***Metropolis Semi Bold Italic***
Metropolis Bold	***Metropolis Bold Italic***
Metropolis Extra Bold	***Metropolis Extra Bold Italic***
Metropolis Black	***Metropolis Black Italic***

The space between the logomark and the logotype is equal to 20% of the width of the symbol.
For clear space around the logo, use the uppercase R (or 50% of the height of the logomark) as a guide.

Horizontal

Vertical

Do not outline.

Do not use drop shadows.

Do not rotate.

Do not distort proportions.

Do not place on areas.

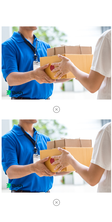
Do not alter letter spacing.

Do not use a gradient.

Do not use any off-brand colors.

Do not crop photos or patterns through the logomark.

Do not change the font typeface.

Do not deconstruct symbol.

Do not change color ingredient.