

BRAND STANDARDS



ALLIANCE LOGO VARIATIONS / Click on the logos to download from Alliance's marketing Dropbox.



Colors: 100% Black / 100% Cyan / White



Colors: 100% Black



For use on a dark background
Colors: 100% Cyan / White



For use on a dark background
Colors: White



Colors: 100% Black / 100% Cyan



Colors: 100% Black



For use on a dark background Colors: 100% Cyan / White



For use on a dark background Colors: White

COLORS



CMYK CYAN

C: 100%
M: 0%
Y: 0%
K: 0%
#: 00AEEF

RGB CYAN

R: 0
G: 174
B: 239
#: 00AEEF



CMYK BLACK

C: 0%
M: 0%
Y: 0%
K: 100%
#: 231F20

RGB BLACK

R: 35
G: 31
B: 32
#: 231F20

BRAND STANDARDS



JOIN THE ALLIANCE LOGO VARIATIONS



Colors: 100% Black / 100% Cyan / White



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100% Black / 100% Cyan / White

KEYWORDS

- ▶ Alliance RV
- ▶ Attention to customer needs
- ▶ Luxury RVs
- ▶ Transparent repair services
- ▶ High-quality RVs
- ▶ Unmatched RV ownership experience
- ▶ Premium RVs
- ▶ Paradigm luxury RV
- ▶ Durable RVs
- ▶ Valor Toy Hauler
- ▶ Exceptional customer service
- ▶ Avenue Fifth Wheel RV
- ▶ Friendly customer support
- ▶ Delta Travel Trailer RV
- ▶ After-sales support

FONTS

Alliance is using these free Google fonts, use the links to download.

For headline use:

ARCHIVO BLACK REGULAR

<https://fonts.google.com/specimen/Archivo>

For body copy use:

Roboto Regular

<https://fonts.google.com/specimen/Roboto>

HASHTAGS

- ▶ #AllianceRV
- ▶ #DoTheRightThing
- ▶ #JoinTheAlliance
- ▶ #Paradigm
- ▶ #ParadigmRV
- ▶ #Valor
- ▶ #ValorToyHauler
- ▶ #Avenue
- ▶ #AvenueRV
- ▶ #Delta
- ▶ #FifthWheelLiving
- ▶ #GoRVing
- ▶ #RVlife

MARKETING DROPBOX

Alliance has a marketing Dropbox located on the website that has logos and images available for download. Please email us with questions or materials request at:

marketing@alliancerv.com

Use this link to access Alliance's marketing materials:

<https://www.dropbox.com/sh/oq0x12taqbvxhyx/AABWiyOe1jASi5hpselUb5jda?dl=0>