



Ruptela

**Brand
guidelines**

Logo usage on different backgrounds

Ruptela's logo is designed to represent our modern vision of the telematics industry.

There are 3 different color variations, as shown in the example on the right side:



Ruptela



Ruptela



Ruptela

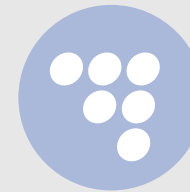
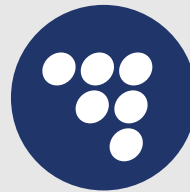


Usage of logo mark

Ruptela's logo mark is a simple way to represent Ruptela's brand where the space is limited.

There are a few different variations of Ruptela logo mark, as it is shown in the example on the right side:

Logo mark can be used with a circular background:



Logo mark can be used as a stand alone symbol:



The minimum size of logo

We have set minimum logo sizes to ensure that Ruptela's brand logo will be readable and clear.

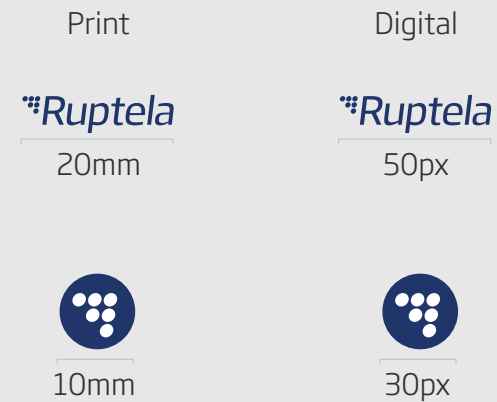
A minimum area of free spaces should surround Ruptela's logo. This safety area ensures that headings, text, or visual elements do not interfere with the logo.

Note: this safety area is minimal and should be increased based on changing parameters.

Clear space:



Minimum size:



Improper logo usage

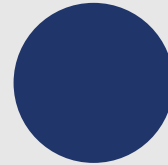
These examples on the right side show what kind of logo usage is improper. It is unacceptable to use the logo in different colors, different shapes, different fonts, with moving objects around, etc.



Brand Colors

The circles on the right side represent the color numbers of Ruptela's brand:

Primary:



Indigo
HEX: #19356a
RGB: 25, 53, 106



Lavender Gray
HEX: #bdc2cc
RGB: 189, 194, 204



White
HEX: #ffffff
RGB: 0, 0, 0

Secondary:



Dark Pastel Blue
HEX: #7d8bca
RGB: 125, 139, 202



Light Steel Blue
HEX: #abbad9
RGB: 171, 186, 217



Ruptela's style brand icons

We suggest creating Ruptela's brand marketing materials with provided icons or graphic elements supplied in this brand book. If you need any additional icons please try maintain similar visual style or contact marketing@ruptela.com for any needed materials.



Fonts

Ruptela uses Montserrat (for titles) and Soho Gothic Pro (for text. This font can be substituted by Arial) fonts for its visual materials.

Montserrat Bold Titles

Soho Gothic Pro Light for text.

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Can be substituted by Arial Regular

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Ruptela's brand usage in our partners' channels

All prepared materials from the Ruptela partners' side, including banners, social media images, e-commerce elements, commercial offers, or other materials containing Ruptela's brand, must be reviewed and approved by Ruptela's Marketing team. Materials can be used and shared externally only after approval.

Contacts for any materials needed

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Contacts for partners' materials approval

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