BRAND GUIDELINES

EROAD

CONTENTS

01 / BRAND IDENTITY

THE EROAD BRAND

Our brand is more than a logo pack, colour palette, images and typefaces. It's what we stand for – how our customers see us, and how we differentiate ourselves in the market.

Our brand touches all aspects of our business, and is directly connected to our customer needs, emotions and competitive environments.

The EROAD brand stands for a set of core values that outline what customers can expect when they deal with EROAD.

These brand values should be reflected in how EROAD engages with its customers and delivers on its promise of value.

BRAND SIGNATURE

The EROAD brand signature consists of two components - the logomark and the wordmark.

The EROAD wordmark is specially kerned and adjusted, and is set in the typeface Gotham Bold. It should not be typed out or re-written under any circumstances.

Both the horizontal and vertical logos can be used in any instance. Any other configuration of the signature is not authorised for use.

ISOLATED MARKS

The isolated logomark or wordmark can only be used in limited circumstances – any use of the single logomark or wordmark should be approved by the EROAD Brand team.

Please email design@eroad.com for approvals.

Brand signature – Horizontal and vertical

Logomark

Wordmark

Logomark

Wordmark

Isolated logomark or wordmark – limited use

Using the logomark or wordmark on its own requires approval from the EROAD Brand team

MINIMUM SPACE

The logo needs sufficient space around it so that it is not confused with other words or wordmarks. It needs to be legible and work as a standalone graphic.

We measure the exclusion zone by taking the height of the =. You can use it as a guide to mark out the surrounding area.

As illustrated here, this means using a single = height to measure the minimum space above, below, to the left and right of the logo.

X X X

X X X

X X X X

SIZING

The word 'EROAD' needs to be legible at all times. There is no standard size, but the minimum sizes are shown here.

22mm / 0.85in / 85px

11mm / 0.45in / 43px

MINIMUM SPACE

If there are lots of elements crowding the logo, it loses impact. The exclusion zone refers to the minimum amount of space required around the EROAD logomark, at any time.

We measure the exclusion zone by taking the height of the = symbol. You can extract this from the logo and use it as a guide to mark out the surrounding area.

As illustrated here, this means using a single = height to measure the minimum space above, below, to the left and right of the logo.
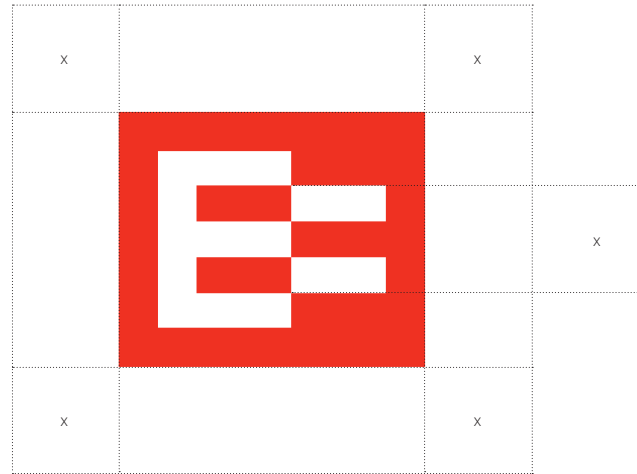
SIZING

The EROAD logomark must be used as big as possible. The preferred standard size is 40mm, 1.6in or 190px wide.

Minimum size on printed material is 12mm, 0.5in or 80px wide. On smaller promotional items such as pens, USB sticks or badges, the logomark can go down to 8mm wide.

40mm / 1.6in / 190px

12mm / 0.5in / 80px

MINIMUM SPACE

The wordmark needs sufficient space around it so that it is not confused with other words or wordmarks. It also needs to be legible and work as a standalone graphic.

We measure the exclusion zone by taking the height of the letter D. You can extract this from the wordmark and use it as a guide to mark out the surrounding area.

As illustrated here, this means using a single D height to measure the minimum space above, below, to the left and right.

SIZING

The EROAD wordmark needs to be legible at all times. It needs to be as big as possible for building or venue signage.

Standard minimum size on promotional material such as pens the wordmark can go down to 30mm wide.

For smaller surfaces, for example a USB stick, the wordmark can go down to 9mm width.

30mm / 1.1in / 113px

9mm / 0.3in / 34px

LOGO USAGE

The full colour logo is the preferred option. Where there is a background with insufficient contrast, the official reverse logos can be used.

When using a reverse logo, give preference to the colour reverse, rather than the all white logo.

VERTICAL • COLOUR

HORIZONTAL • COLOUR

STACKED • REVERSE COLOUR + WHITE

HORIZONTAL • REVERSE COLOUR + WHITE

ACCEPTABLE CONTRAST

Background colours and images must not affect the legibility or clash with the EROAD logo.

The preferred treatment is the full colour logo on an open white background.

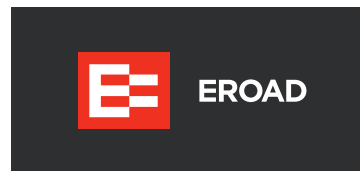If it must be used on a photographic or coloured background, please use a reverse logo.

There must always be sufficient contrast to ensure the logomark and wordmark are clear and recognisable.

White is the preferred background colour for the logo

The logo can be placed on other light, neutral colored backgrounds

The reverse version should be used when placed over dark colours.

With any background, always place the logo in a way that ensures legibility

Never use a background colour without sufficient contrast to the logo

Never place the logo on a pattern which renders it unreadable

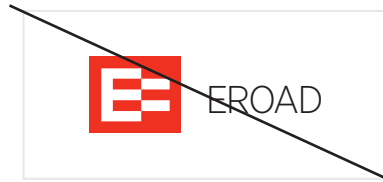Always opt for the colour logomark, rather than the all-white logo

Never use the logo on an image in a way that makes it unreadable
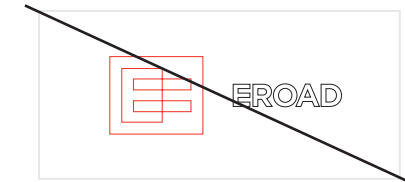
PROTECTING THE LOGO

Only the original EROAD logo should be used on all materials. Do not reproduce, redraw, change, alter, recreate or combine any other graphic or typographic elements. Shown here are some examples of unacceptable usage.

Never susbtitute the wordmark for a typed word in the logo

Never change the colours of the logomark or wordmark

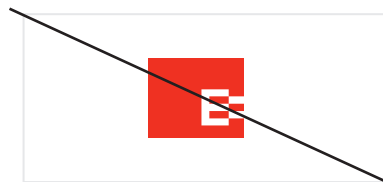Never outline any of the elements of the logomark or wordmark

Never change the size relationships or positioning of the logo elements

Never flip or reposition any of the elements of the logo

Never resize any portion of the logomark or the wordmark
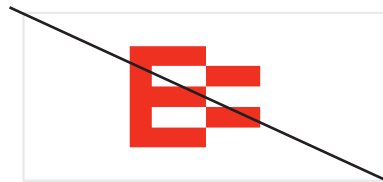
Never alter the logomark in any way

Never alter the wordmark in any way, never type it out yourself even if you have the official font

Never add effects such as bevel, textures or drop shadows

Never use the inside element of the logomark (the 'E' on its own)

Never fill in any of the elements of the logomark or wordmark

Never skew the logo and ensure it is always sized proportionately

EROAD BRAND SIGNATURE

The EROAD signature is made up of two components, the logomark and the wordmark. The wordmark is a specially kerned and adjusted version of Gotham Bold. These components must never be altered, reproduced or changed in any way.

REVERSED LOGO

Please use the reversed logos on backgrounds with sufficient contrast. Always give preference to the coloured reverse over the all-white logo.
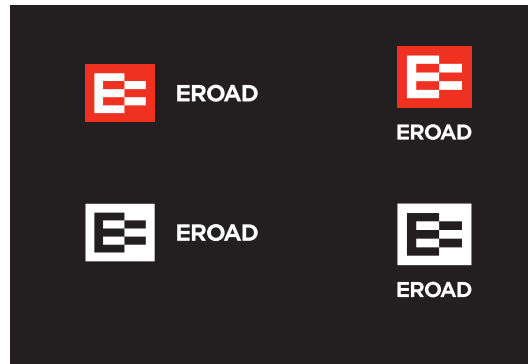
LOGO FORMATS

Please use the relevant format of the logo. This will ensure accurate colour output and resolution. EPS/Vector logos are to be used for all collateral with exception to digital marketing/web use.

USAGE	FORMAT	COLOUR SYSTEM
Print	EPS (preferred) JPEG (high resolution)	CMYK, PMS
Digital	PNG, JPEG	RGB
Signage	EPS, PDF	CMYK, PMS

SAFE AREA

The exclusion zone refers to the minimum amount of space required around the logo. Respecting this space will minimise the chance of clashes with other elements or logos in any design.
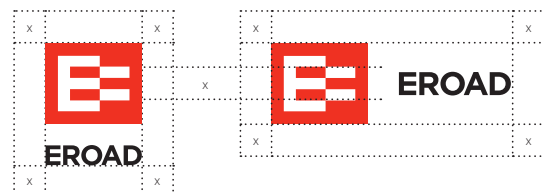
MINIMUM SIZE

The word 'EROAD' needs to be legible at all times. The minimum size is 0.85in or 22mm wide.

0.85in / 22mm / 85px   11mm / 0.45in / 43px
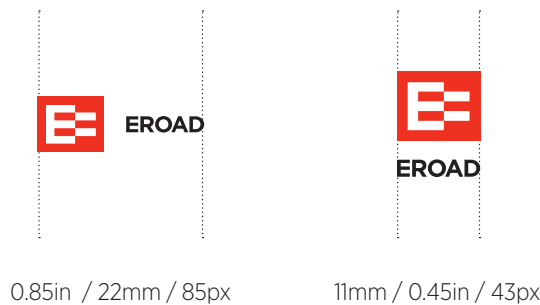
PROPORTIONS

Please ensure the logo is always resized proportionally and does not get skewed. Don't crop or change, add elements or change the orientation of the logo in any way.
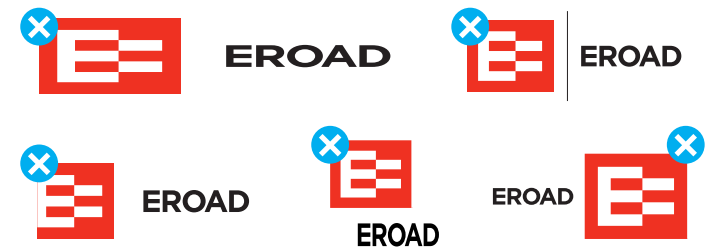
02 / SUB-BRANDS

EROAD
Where

EROAD Where is an affordable asset tracking solution for assets which move around such as trailers, waste bins, freight cages, construction and trade equipment.

Find out more about EROAD Where here.
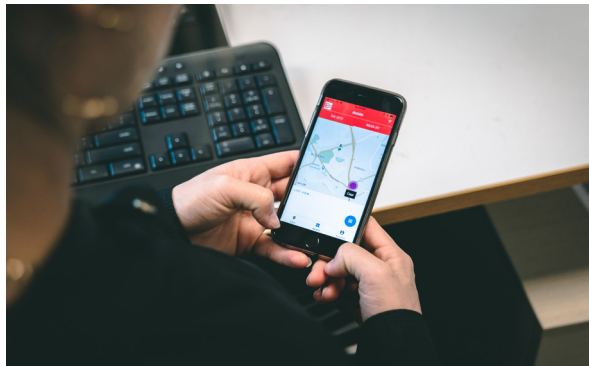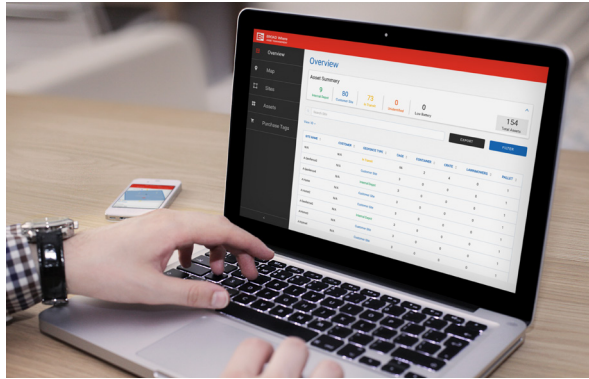
PRIMARY AND SECONDARY LOGOS
The EROAD Where logo uses the same red and black from the EROAD corporate palette, and is typeset in Gotham Bold.

It has been custom kerned and consists of two components: the word EROAD and Where. These two components are always placed in a fixed relationship and should never be altered, redrawn or modified.

This logo should be primarily used in full colour with preference to the stacked (vertical) lockup.

STACKED • COLOUR

EROAD
Where

STACKED • REVERSE

EROAD
Where

HORIZONTAL • COLOUR

EROAD **Where**

HORIZONTAL • REVERSE

EROAD Where

MINIMUM SIZE

The logo must never be below minimum size as the words 'EROAD' and 'Where' have to be legible at all times.

For both stacked and horizontal, the minimum width is 0.85in, 22mm or 85px.

EROAD
Where
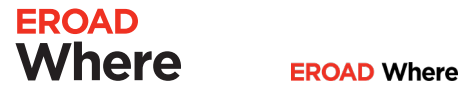
EROAD **Where**

0.85in / 22mm / 85px

APPLYING THE EROAD WHERE LOGO

When applying the logo to merchandise, collateral and signage, please follow the guidelines for minimum size and proportion to ensure best legibility.

Both the horizontal and stacked logo can be used, with preference being for full colour over the reverse application.

03 / TYPOGRAPHY

GOTHAM FAMILY

Gotham is a family of widely used geometric sans-serif digital typefaces. Gotham's letterforms are inspired by a form of architectural signage found in New York City.

EROAD's official typeface library consists of Gotham and Gotham Narrow. Both fonts are versatile, legible at smaller sizes and suitable for both screen and print.

Gotham Bold and Gotham Narrow Light are used the most, for display and body copy. Each font has various weights and oblique options.

No other fonts should be used on EROAD design or marketing collateral, unless otherwise specified in the Font Matrix in this section of the brand guidelines.

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789O • !@#$%^&*(){}

GOTHAM NARROW LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789O • !@#$%^&*(){}

GOTHAM NARROW

Gotham Narrow is more suitable for large amounts of text, and must be used for all text including headings, paragraphs and body copy.

Gotham Narrow is our primary corporate font, unless otherwise specified.

GOTHAM NARROW
Gotham Narrow Light
Gotham Narrow Light Italic
Gotham Narrow Book
Gotham Narrow Book Italic
Gotham Narrow Medium
Gotham Narrow Medium Italic
Gotham Narrow Bold
Gotham Narrow Bold Italic

[10pt] The quick brown fox jumps over the lazy dog and feels as if he were in

[12pt] The quick brown fox jumps over the lazy dog as if he were

[14pt] The quick brown fox jumps over the lazy as if he

[16pt] The quick brown fox jumps over the lazy dog

[18pt] The quick brown fox jumps over the lazy

[20pt] The quick brown fox jumps over the

GOTHAM

Gotham is used sparingly across our collateral. It is primarily used for headings, on large signage and almost always used as Gotham Bold over any other weight.

Gotham should not be used for body copy under any circumstances.

GOTHAM
Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic

[10pt] **The quick brown fox jumps over the lazy dog and feels**

[12pt] **The quick brown fox jumps over the lazy dog**

[14pt] **The quick brown fox jumps over the lazy**

[16pt] **The quick brown fox jumps over the**

[18pt] **The quick brown fox jumps over**

[20pt] **The quick brown fox jumps**

FRANKLIN GOTHIC

Our font choice for office templates is Franklin Gothic. It has various weights and is a system font which is inbuilt in the Microsoft Office suite.

The official EROAD templates for all Powerpoint presentations and Word documents should be used at all times.

You will find that there are two condensed fonts (Franklin Gothic Demi Cond or Medium Cond) as part of the typeface - we do not use these fonts in our collateral.

FRANKLIN GOTHIC

Book

Book Italic

Medium

Medium Italic

Demi Regular

Demi Italic

Heavy

Heavy Italic

[10pt] The quick brown fox jumps over the lazy dog and feels

[12pt] The quick brown fox jumps over the lazy dog

[14pt] The quick brown fox jumps over the lazy

[16pt] The quick brown fox jumps over the

[18pt] The quick brown fox jumps over

[20pt] The quick brown fox jumps over

PARAGRAPH STYLES

For design and marketing collateral, the paragraph styles are embedded into their respective templates.

This is a basic guide and general overview of the typesetting employed throughout EROAD's company collateral.

Discretion can be used with regards to sizes for headlines, for example if the collateral is at a larger scale the heading can be much larger than 20pt.

Note on leading: A general rule is to multiple the font size by 1.25 to get the optimum leading.

Medium can be used for headlines

Gotham Narrow Medium
Shown here: 20pt, 24pt leading, -10 tracking

12PT LIGHT IS FOR SUBHEADINGS

Gotham Narrow Book – All caps
12pt, 14pt leading, -10 tracking

10PT BODY HEADINGS ARE SET IN BOLD

Gotham Narrow Bold – All caps
10pt, 12pt leading, -10 tracking

9pt Light is used for all regular body copy

Gotham Narrow Light
9pt, 12pt leading, -10 tracking

ROBOTO

Roboto is EROAD's font for the Ehubo and for Depot.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

Heading 1

Roboto Medium: 36px

Heading 2

Roboto Medium: 32px

Heading 3

Roboto Medium: 24px

Heading 4

Roboto Medium: 20px

Heading 5

Roboto Medium: 18px

Body/paragraph

Roboto Regular: 16px

Subtitle 1

Roboto Regular: 14px

Subtitle 2

Roboto Regular: 12px

Button font

Roboto Medium: 36px

ROBOTO

Roboto is also our standard typeface for websites. It is EROAD's primary font for all digital applications, including product and user interface design.

For our websites, the font stack is:
'Roboto', "Helvetica Neue", Arial, sans-serif

For email newsletters, our font stack is:
Helvetica, Arial, sans-serif

General colour usage:
- Body copy: #333333;
- Header: #555555;
- Link: #ee3124;
- Nomal colour: #ee3124;
- Hover colour: #7f1a13;
- Grey block: #eeeeee;

h1
Roboto: 2.3em / 36.8px

h2
Roboto: 2.1em / 33.6px

h3
Roboto: 1.9em / 30.4px

h4
Roboto: 1.7em / 27.2px

h5
Roboto: 1.5em / 24px

h6
Roboto: 1.3em / 20.8px

p
Roboto: 0.9em / 14.4px

FONT MATRIX: FONT USAGE BY MEDIA TYPE

| USAGE	EXAMPLES	PRIMARY FONT FAMILY	FONT STACK
Signage	Office signage Office artwork Vehicle branding Tradeshow branding	Gotham & Gotham Narrow	N/A
Marketing collateral	Brochures Advertising Business cards Annual or Interim reports	Gotham & Gotham Narrow	N/A
Slideshow presentations	Corporate presentations	Franklin Gothic	Franklin Gothic
Word documents	Letterhead Word template Bid documents	Franklin Gothic	Franklin Gothic
Digital	Corporate Website	Roboto	Roboto, Helvetica, Arial, san-serif
Product UI	EROAD Depot Ehubo2 UI	Roboto	Roboto
Mobile applications	EROAD Inspect EROAD Where	Roboto	Roboto

04 / COLOUR PALETTE

LOGOMARK

EROAD's logomark is set in EROAD Red with the 'E' graphic set in white. Red is our primary corporate signature colour and is used as an accent across the brand, along with black and shades of grey.

The colour breakdown of EROAD Red for both digital and print, and the colour breakdown for the EROAD wordmark is shown here.

It is important to use the correct EROAD Red colour value in order to strengthen our brand's identity and alignment with our corporate red.

WORDMARK

The wordmark is set in 100% Black with the colour breakdown shown.
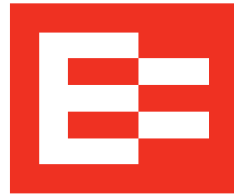
EROAD RED

PMS	1795C
CMYK	0 • 94 • 100 • 0
RGB	238 • 49 • 36
HEX	#EE3124

EROAD BLACK

PMS	Black C
CMYK	0 • 0 • 0 • 100
RGB	0 • 0 • 0
HEX	#0000

NEUTRAL PALETTE

A neutral palette of greys can be used throughout the brand in a variety of ways - for example in graphs, charts or infographics. These can vary in shade according to how many are needed at any one time.

	CMYK	70 • 64 • 65 • 70
	RGB	40 • 40 • 40
	HEX	#282828

	CMYK	45 • 40 • 40 • 0
	RGB	140 • 140 • 140
	HEX	#8C8C8C

	CMYK	6 • 6 • 6 • 0
	RGB	233 • 233 •231
	HEX	#E9E9E7
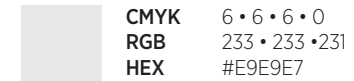
TERTIARY PALETTE

The tertiary colour palette is primarily used in infographics, charts and other illustrations.

These colours are to be used in conjunction with the primary palette. Please note the dominant colours in any collateral should be black, grey and red. Please refer to the colour usage page to see a proportional breakdown.

The tertiary palette has been developed as a supporting palette for use by the EROAD Design Studio - please get in touch if you would like to use these colours in any corporate collateral.

	CMYK	88 • 58 • 0 • 0
	RGB	28 • 107 • 181
	HEX	#1C6BB5

	CMYK	56 • 0 • 32 • 0
	RGB	107 • 197 • 186
	HEX	#6BC5BA

	CMYK	0 • 52 • 98 • 0
	RGB	247 • 144 • 34
	HEX	#F79022

	CMYK	75 • 68 • 0 • 0
	RGB	87 • 97 • 172
	HEX	#5761AC

	CMYK	48 • 5 • 77 • 0
	RGB	143 • 191 • 106
	HEX	#8FBF6A

	CMYK	8 • 21 • 100 • 0
	RGB	237 •195 • 27
	HEX	#EDC31B

	CMYK	47 • 76 • 0 • 0
	RGB	148 • 90 • 162
	HEX	#945AA2

	CMYK	73 • 29 • 0 • 0
	RGB	53 • 149 • 210
	HEX	#3595D2

	CMYK	0 • 73 • 46 • 0
	RGB	242 • 107 • 112
	HEX	#F26B70

USING THE PALETTE

Shown here is the proportion of how colour should be used when creating any collateral – digital or print.

Tertiary colours are to be used as accents, primarily for infographics and charts. They should never be used in a way that makes them more prominent than the primary palette which is Charcoal, White and EROAD Red.

Primary

Secondary

Tertiary
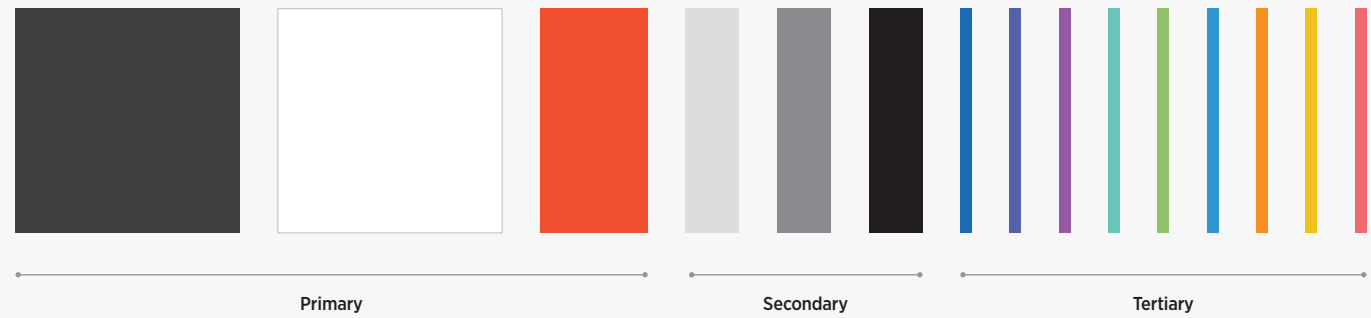
PRODUCT PALETTE

DEPOT, MOBILE APPS AND EHUBO

Shown here are some of the colours we currently use in our product interface.

PRIMARY COLOUR

#EE3124 | #1869B7 | #2E2E2E

SECONDARY COLOUR

#FBBC05 | #1869B7 | #0F9D58 | #FFC0B | #9B59B6

NEUTRAL SHADES

#2E2E2E | #5B5B5B | #9B9B9B | #CDCDCD | #F5F5F5 | #FAFAFA | #FFFFFF

SHADES OF BLUE

#2E2E2E | #5B5B5B | #9B9B9B | #CDCDCD | #F5F5F5 | #FAFAFA

SHADES OF RED

#930000 | #BD0000 | #EE3124 | #EC4545 | #F17373 | #F5A2A2

05 / IMAGERY & AESTHETIC

EROAD'S IMAGERY

EROAD's photo library comprises high-quality images of vehicles, customers, EROADers and EROAD hardware, localised by region.

Our policy of using professionally shot, original images rather than stock photography is integral to our brand recognition.

It differentiates us from the competition, and helps define EROAD as unique, innovative and focused on quality.

We use both photos of customer vehicles, and generic vehicles. Where a vehicle is not part of a customer's fleet, we remove the company's branding. Customer branding should not be removed.

PHOTOGRAPHY STYLE

We create different styles for each campaign but apply consistent, high-quality production values to each campaign.

Vehicles

EROAD Customers


EROADers

Hardware/Product

ICONS FOR USE IN COLLATERAL

EROAD's icon library has been developed for both digital and print use. These icons are created for marketing material and select areas of product interface.

Our icons have a consistent look and feel. In general, the colours used in our icons are red, black and occasionally grey.
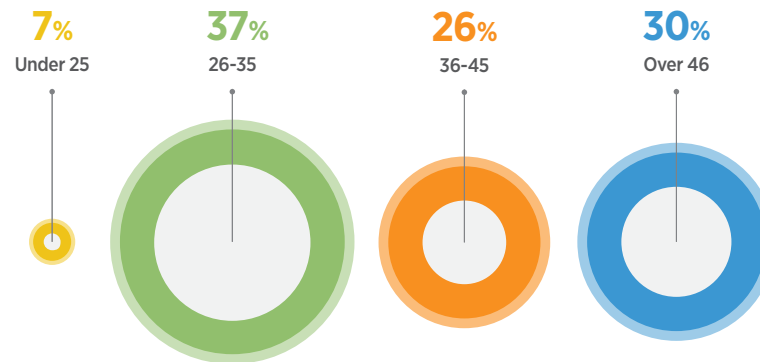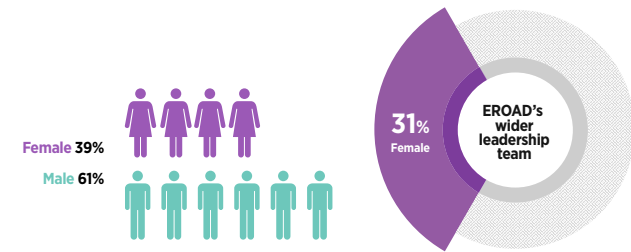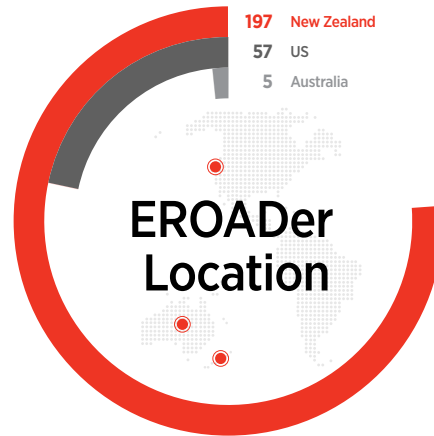
Examples of our standard icons are shown here. Please get in touch with the design studio if you need access to our library of icons.
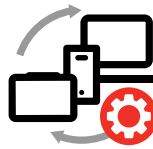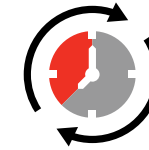
EROAD INFOGRAPHICS

Our infographics are clean, sharp and make use of our tertiary palette.

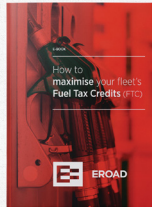Please get in touch with the design studio if you would like an infographic created.

197 New Zealand
57 US
5 Australia

EROADer Location

Female **39%**
Male **61%**

31% Female

EROAD's wider leadership team

7% Under 25

37% 26-35

26% 36-45

30% Over 46

VIBRANT IMAGERY, BOLD TYPOGRAPHY AND ACCENTS OF EROAD RED

Rich use of unique imagery, clean lines and the use of red helps to define our brand as elegant, vibrant and contemporary.

The following describes EROAD's brand aesthetic:

- High quality photography championing the customer wherever possible

- Black, white and grey are dominant colours with accents of red. Tertiary colours are used sparingly within charts and infographics

- Headings and statements can be bold and typographic – don't shy away from large text

- An anchoring red line is found in most corporate collateral and advertising.

Maximise your fleet's
Fuel Tax Credits (FTC)

DOWNLOAD OUR GUIDE NOW

EROAD
Where

Affordable Asset Management

Never lose track of your assets again with EROAD Where

FIND OUT MORE

NEW