

# Brand Guide

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**RevRoad**



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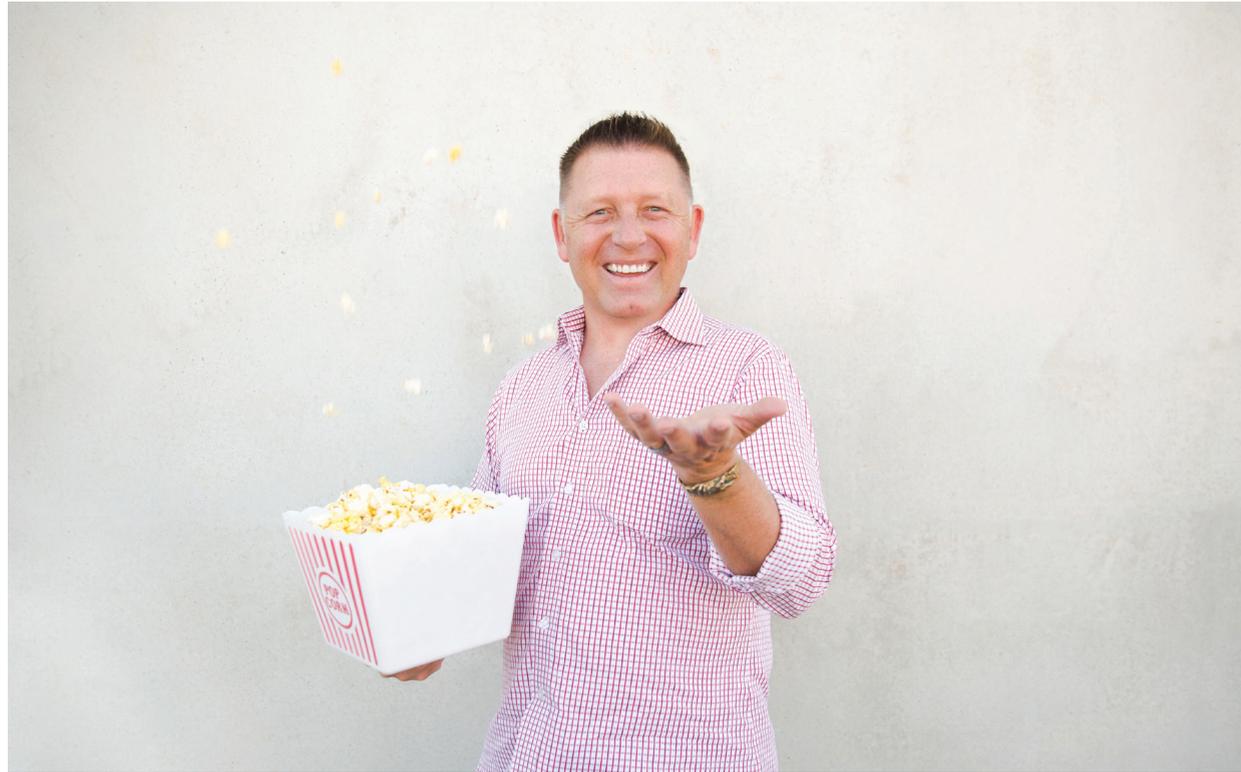
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*Derrin J. Hill*

## Accelerate Your Business.

Want to convey a message from RevRoad? This is it! Whether you are an employee, a Roadie, or an investor we invite you to help communicate the growth and fun here at RevRoad.

Our company brand, logo, and tagline, are an important part of our company persona and culture. After all, what is a company without the amazing team who makes magic happen each and every day (whether sitting or standing at our desks)? If we were to boil our purpose down to one theme it would be: “Help entrepreneurs succeed.” It’s all about Growth, Grit, and +1 (meeting...then exceeding our customers expectations each time). Come see how much fun building businesses can be (all while eating a bowl of cereal).

We love our message and so will you: share it, and the style guide will help you. This style guide outlines the ways in which we present ourselves to the world. Like getting dressed each day, we want to look our best (and we look our best in shorts and tees). Let us help you make your messages and communication dazzle by following the outlines in this document. Our brand communicates to the world who we are and what we do. Help us keep it consistent. If you have any questions...ping us in a text, hangout, send a pigeon, or in person at the RevRoad pool table (just a side note; I love to answer emails) and we will hook you up.

Welcome to RevRoad! Get revved!

**DERRIN HILL**

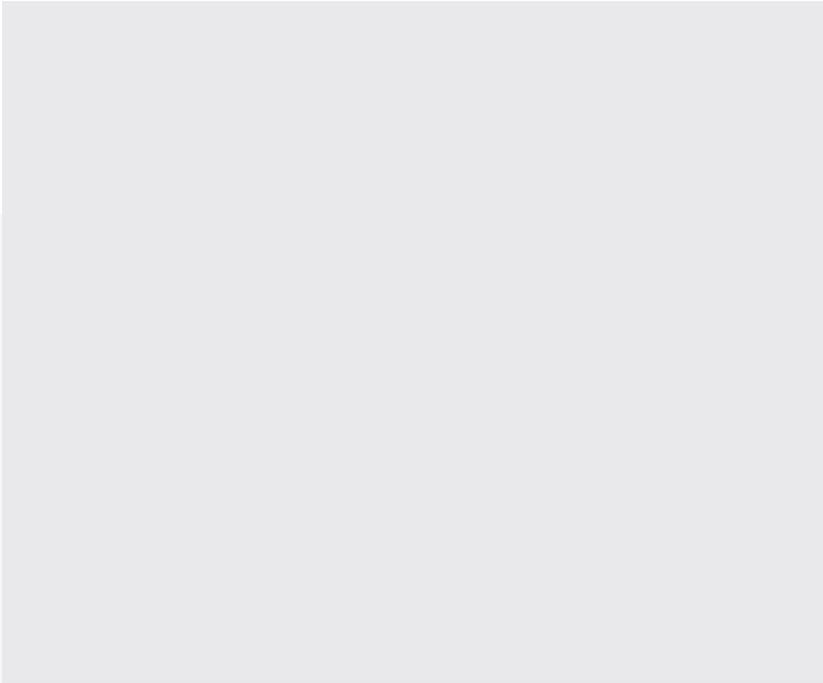
## RevRoad Values

If we were to describe RevRoad in one word that word would be: entrepreneur. The spirit of ‘make it happen’ against all odds is the philosophy of a true Roadie. **To capture RevRoad’s value system in three words, we chose three values: Grit, Growth, and +1.**

At RevRoad we use our values often and with pride. When referring to RevRoad values, capitalize the “G’s” and use th +1 numerals.

A RevRoad values card can be found at [revroad.com/values](http://revroad.com/values).



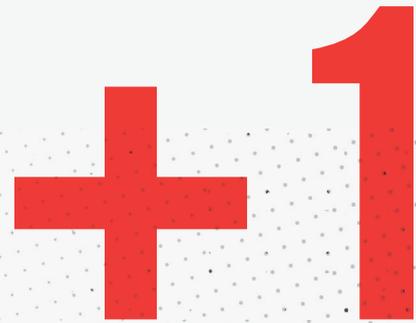


**GRIT**

Striving for excellence, not  
perfection by moving forward  
in spite of challenges.

# GROWTH

Understanding that time and effort leads to achievement.



Doing everything our customers  
ask for, plus one.



## Brand Experience

It is important that our brand is visually consistent; however, it is also important that we are consistent in character. A logo alone means very little; people associate logos with meaning, and that meaning is driven by every interaction they have with RevRoad. The ways in which we conduct ourselves will ultimately build our brand more fully than any brand guide ever could.

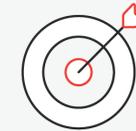
Let's make all of our interactions positive by focusing on our customers' individual experiences and doing all that we can to help them succeed.

## How to Use This Guide

The RevRoad Brand Guide establishes distinct guidelines for how our brand will be handled. It is meant to help employees properly use and communicate the message of our brand. This book provides the framework you need to consistently articulate the RevRoad brand. While there may not always be a one-stop solution, you can use the elements in this book to create on-brand materials in a range of visual expression.

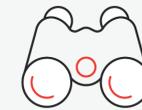
**As you create different assets for RevRoad, there are a few design principles to keep in mind.** Design for your audience, design for the future, and design for use.

**Download assets from [brand.revroad.com](http://brand.revroad.com).**



### **DESIGN FOR YOUR AUDIENCE**

Design is more than just looks. It's how something feels, how something behaves. Because RevRoad caters to multiple audiences, you may need to create something fun and dynamic, or you may need to create something clean and simple. Determine who your audience is and design for them.



### **DESIGN FOR THE FUTURE**

At RevRoad, we are constantly looking towards the future, asking ourselves what processes can be automated and how we can spend time creating things that last. But don't mistake automated for uninvolved. We care about our Portfolio Companies and their individual successes. Automation allows us time to fine-tune and customize.



### **DESIGN FOR USE**

Nothing about RevRoad is static. RevRoad is about forward thinking and moving forward. Whether a piece of technology, a brochure, or a hiring system, everything we create at RevRoad will be put to use. As you design, keep use and function in mind.

## Primary Logo



You should use the primary logo wherever possible. If your project is larger than 4 inches by 6 inches, strongly consider using the primary logo. Always use a high-resolution version of the logo. It should never appear pixelated or blown up.

### Usage

- The logo must be high-resolution or vector (Global Assets > Marketing > Logo).
- As the basis of RevRoad's graphic identity, the logo must appear on all visual communications, including brochures, stationery, business cards and websites.
- The logo may not be altered or reconstructed in any way.

**Download the logo from [brand.revroad.com/logo](http://brand.revroad.com/logo).**



### Clear Space Requirements

To ensure the integrity and visual impact of the logo, the appropriate clear space must be maintained on all sides. Where "x" is equal to the height of the tail of the cutoff R, there should always be the distance "x" between any part of the logo and any other page element or the edge of the page. When using the full logo, the clear space must be measured from the rectangle formed using the full height of the box.

## Minimum Size Requirements



**Primary Logo**  
125 pixels wide @ 72dpi  
1.75" wide printed



**Secondary Mark**  
35 pixels wide @ 72dpi  
.4" wide printed



**Reverse Primary Logo**  
50 pixels wide @ 72dpi  
2" wide printed

**Reverse Secondary Mark**  
50 pixels wide @ 72dpi  
2" wide printed

Don't make the logo smaller than the minimum size requirement, but don't make it bigger than it needs to be—unless you're in Texas. A good size for the logo on a letter size sheet of paper is about 2".

### Size Requirements

The logo must be resized proportionally and as a group (logomark and logotype); therefore, measurements for all elements in the logo are relative to each other.

When the full color primary logo is used, the minimum size for the logo is 35 pixels wide at 72 dpi, or 1.5" wide printed. When only the logo mark is used, the minimum size is 35 pixels wide at 72 dpi, or .5" wide printed. When the primary logo appears as a white knockout on a multi-colored background, the minimum size is 2" wide printed.

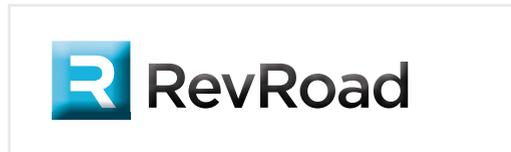
### Reverse Marks

Use the Primary Logo on white or solid neutral backgrounds. Use the Reverse Primary Logo on dark backgrounds, multicolored backgrounds or photos. You may apply a very slight drop shadow on the Reverse Primary Mark or Reverse Primary Mark to help it stand out from a multicolored background.

## Logo Violations



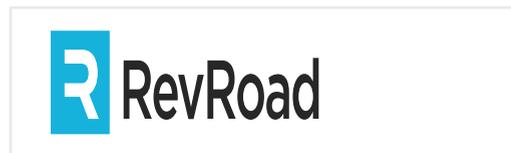
1. Do not change the font or type it yourself.



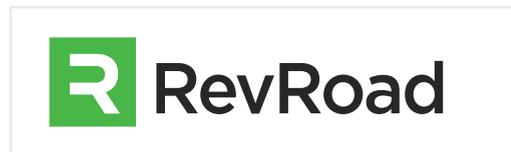
2. Do not apply any effects to the logo.



3. Do not add a drop shadow to the logo.



4. Do not change the ratios of the logo.



5. Do not change the color of any part of the logo.



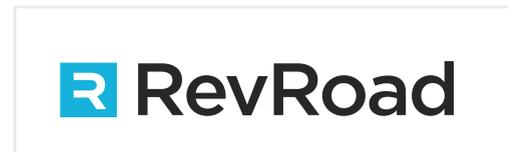
6. Do not subtract any part of the logo.



7. Do not rearrange any part of the logo.



8. Do not tilt, rotate, or flip the logo.



9. Do not alter the proportions of any logo elements.



10. Do not add any shape, text or element to the logo.

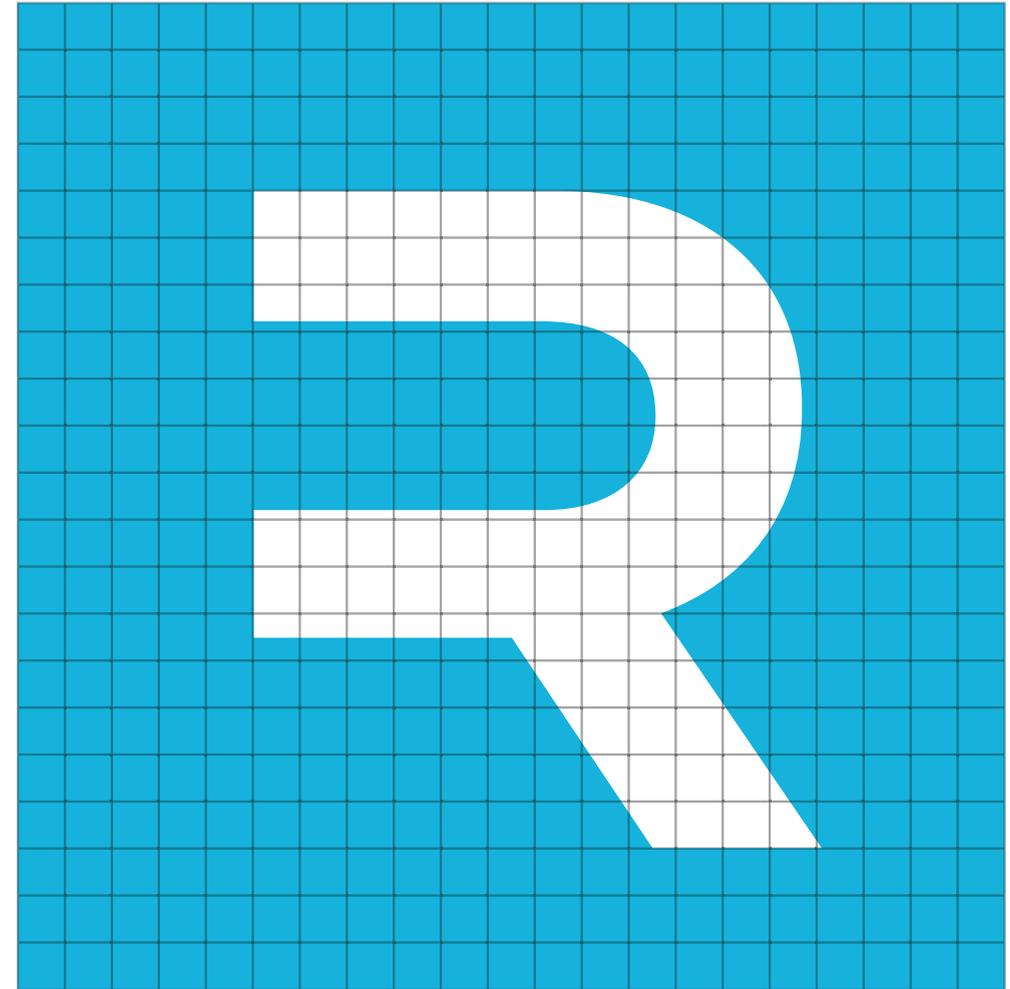


11. Do not decrease the transparency of the logo.

## Logo Grid

The RevRoad logo should be reproduced exactly wherever possible. However, for large-scale applications like signage or wall art, use this grid to guide your efforts and adhere as closely as possible to the proportions of the logo. Carefully maintain the correct proportions, stroke widths and curve angles of the logo. Notice that the horizontal stroke on the R is equal to slightly less than 3 units of the grid.

It is preferable to only recreate secondary mark manually, as the full logotype would be hard to reproduce proportionally.



# Tagline

Our tagline is an expression of our brand—a short, clear message that communicates to the world what we do. Amidst a mass of messages, our message stands out because it focuses on individuals finding success.

**Do Use the Tagline**

- On any documents
- In presentations
- Written out in italics

**Don't Use the Tagline**

- Directly next to the logo
- Directly underneath the logo
- In your email signature

Accelerate Your Business

Accelerate Your Business

Primary  
Tagline

Accelerate Your Business

Reverse Tagline  
on Black

Accelerate Your Business

Reverse Tagline  
on Blue

Accelerate Your Business

# Color Palette

Color is an incredible tool to help your projects feel approachable and on-brand. **Color can be used to help something stand out.** Always use these colors exactly to uphold our brand.

### Logo Coloring

Do not change the coloring of the provided logos. You should not ever apply a drop shadow to the logo, with the exception of a very slight drop shadow to make the reverse logo stand out from a photo background.

### Using Neutrals

Use Simply Gray to fill entire backgrounds or create subtle dimension by layering it with white and other elements. Use Rev Gray for a stronger or additional layer of dimension. Use Black +1 for titles, subtitles, or body text.

### Using Scrappy Blue

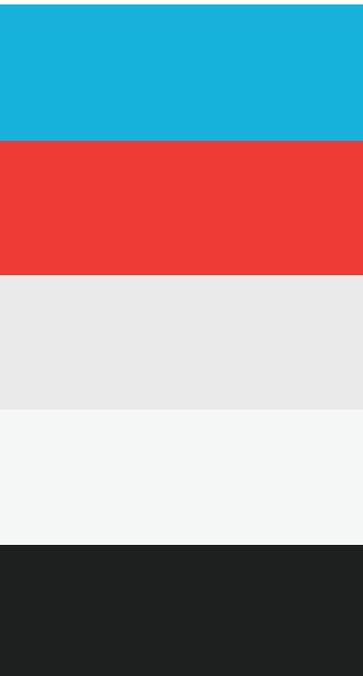
Use Scrappy Blue in titles, in subtitles, in blocks, in accent lines, or in printed collateral to demand attention. If you use Scrappy Blue as a title page background, use the Reverse Primary Logo on top.

### Using Movie Popcorn Red

Movie Popcorn Red is a powerful color. Be aware of this as you choose how to use it. In general, do not create large blocks of red. Use it in small strokes, to highlight small sections of text or to make subtitles pop.

Category	Color Name	HEX	RGB	CMYK
Primary	SCRAPPY BLUE	00B1DA	0   178   219	72   8   7   0
	MOVIE POPCORN RED	EE3D37	239   62   55	0   91   84   0
Neutrals	REV GRAY	E9E7E8	234   232   233	7   6   5   0
	SIMPLY GRAY	F4F4F4	244   244   244	3   2   2   0
	BLACK +1	202020	33   33   33	72   66   65   73

## Color Meaning



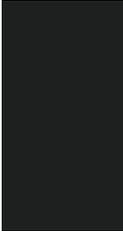
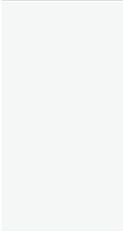
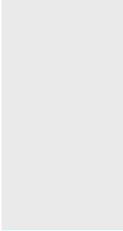
Opportunity, Optimism, Success.

Strong, Credible, Fast.

Experienced, Practical, Quiet.

Calm, Assured, Simple.

Empowered, Bold, Modern.

	HEX: <b>0A0A0A</b> RGB: <b>11   10   11</b> CMYK: <b>74   68   66   86</b>
	HEX: <b>EBEEDD</b> RGB: <b>235   238   238</b> CMYK: <b>3   1   2   3</b>
	HEX: <b>D8D9D8</b> RGB: <b>217   218   217</b> CMYK: <b>14   10   11   0</b>
	HEX: <b>C93E36</b> RGB: <b>201   62   54</b> CMYK: <b>15   90   86   4</b>
	HEX: <b>059DC9</b> RGB: <b>6   158   201</b> CMYK: <b>77   21   10   0</b>

### Monochromatic Use

These color codes have been provided for monochromatic use. You should only use these darker colors in conjunction with our main company colors. For example, do not use the darker red instead of Movie Popcorn Red. Only use it if you need to add extra dimension to the Movie Popcorn Red you are already using.

## Font Choices

In order for you to communicate quickly and effectively, we have created a systematic approach to RevRoad typography. RevRoad's main font is the Google Font, Source Sans Pro. A supporting font is Roboto Condensed Bold. Follow these basic guidelines for typographic success.

Headline — Source Sans Pro Light 15/20 pt.

**Subheadline** — Source Sans Pro Bold 12/16

This is just a snapshot of what a normal type setup might look like. Read the next page to see more detail about how to layout your type! Or use our Google Doc templates. — Source Sans Pro Regular 11/16

Roboto Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Roboto Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Source Sans Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Font Usage

**Title** — Source Sans Pro Light 30/30 pt.

**Subtitle** — Source Sans Pro Semibold 16/20

**Headline** — Roboto Condensed 14/16

**SECONDARY HEADLINE** — Roboto Condensed 14/16

**Subheadline** — Source Sans Pro Semibold 12/16

Use this style for header paragraphs that you want to stand out. Also use this style for quotes or callouts within a body of text. — Source Sans Pro Light 15/20

Use this style for regular printed body copy or letter-size documents sent online. For web application, choose a larger font size for better readability—you may also choose to use Source Sans Pro Light if it is readable. — Source Sans Pro Regular 11/16

Getting familiar with our font styles will ensure that our brand is cohesive between departments and recognizable to the public, to our investors, and to our Roadies.

### Headlines

Most of the time, you should use the primary headline style. You should use the secondary headline style in cases where you have a separate callout or section. You should not use the secondary headline style as a subheadline directly underneath the primary headline style.

### Body Copy

Use Source Sans Pro Regular 11/16 as body copy in most cases. When you know your audience will be older, you may choose to use 12/16. For web application, you may choose to use Source Sans Pro Light in a larger size for aesthetics and readability.

### Subheadlines

Subheadlines work in two ways. You can use a subheadline directly underneath your primary headline, or you can use a subheadline to set off paragraphs within your document. In large documents with title pages, you may use Source Sans Pro Light 15/20 as your subheadline style.

### Small Copy

In some cases, you may have extra callout information to add to a document. In this case, you may use Source Sans Pro Regular 10/16 as your body copy. Do not use this as body copy for a whole document, but rather, a small distinct portion that needs separation.

## Imagery

Photos engage faster than words. **RevRoad photography should seek the unexpected and highlight the energy of discovery and transformation in the industries we slay the game in.** To view photography available for use, see Global Assets > Marketing > Photos For Use. All photos in this folder are free to use for publications, blog posts and other outreach.

1. Photographs of people should most often be candid. Captured moments help viewers get an inside glimpse of RevRoad.
2. To convey a sense of entrepreneurship, imagery should show activity and action.
3. Balance shots of individuals with ones that include more than one person in order to show a culture of collaboration.
4. Profile photographs should be friendly and approachable.
5. Use a variety of close-ups and wide shots. Close-ups create warmth and familiarity, while wide shots convey expansiveness.
6. When using photos of the office, architectural structures or interior shots, give a sense of openness by lowering the horizon line or cropping images in a wide format.
7. Represent racial, gender, age, and professional diversity.



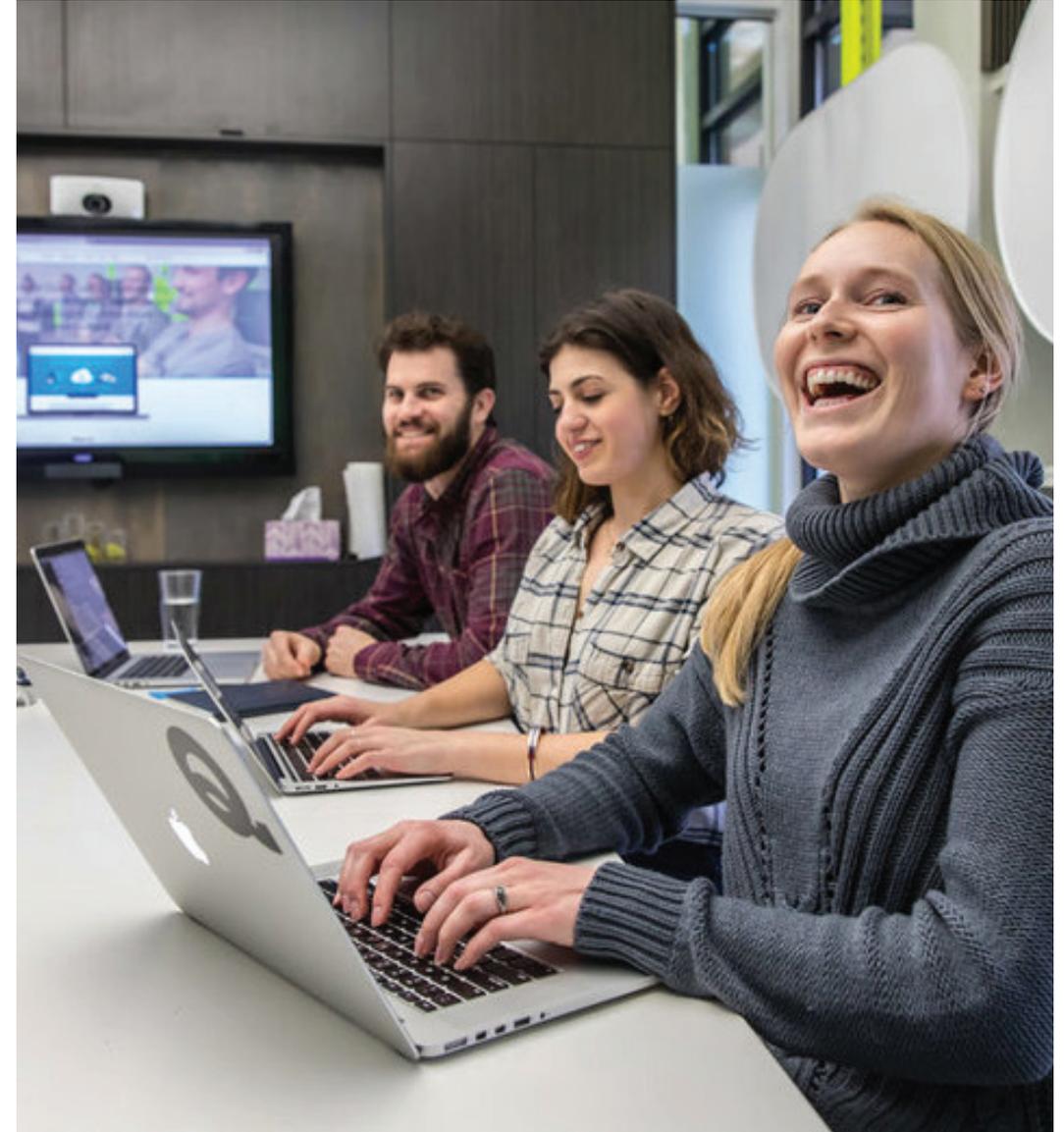


**Why this image fails:**

- Subjects are too posed
- Gestures and expressions are cheesy
- Doesn't appeal to our demographic
- All corporate attire

**Try this instead:**

- Capture real people
- Capture real environment
- Use action shots





**Why these images fail:**

- Subjects are too posed
- Gestures and expressions are cheesy
- Doesn't appeal to our demographic
- All corporate attire



**Try this instead:**

- Capture real people
- Capture real environments
- Use action shots



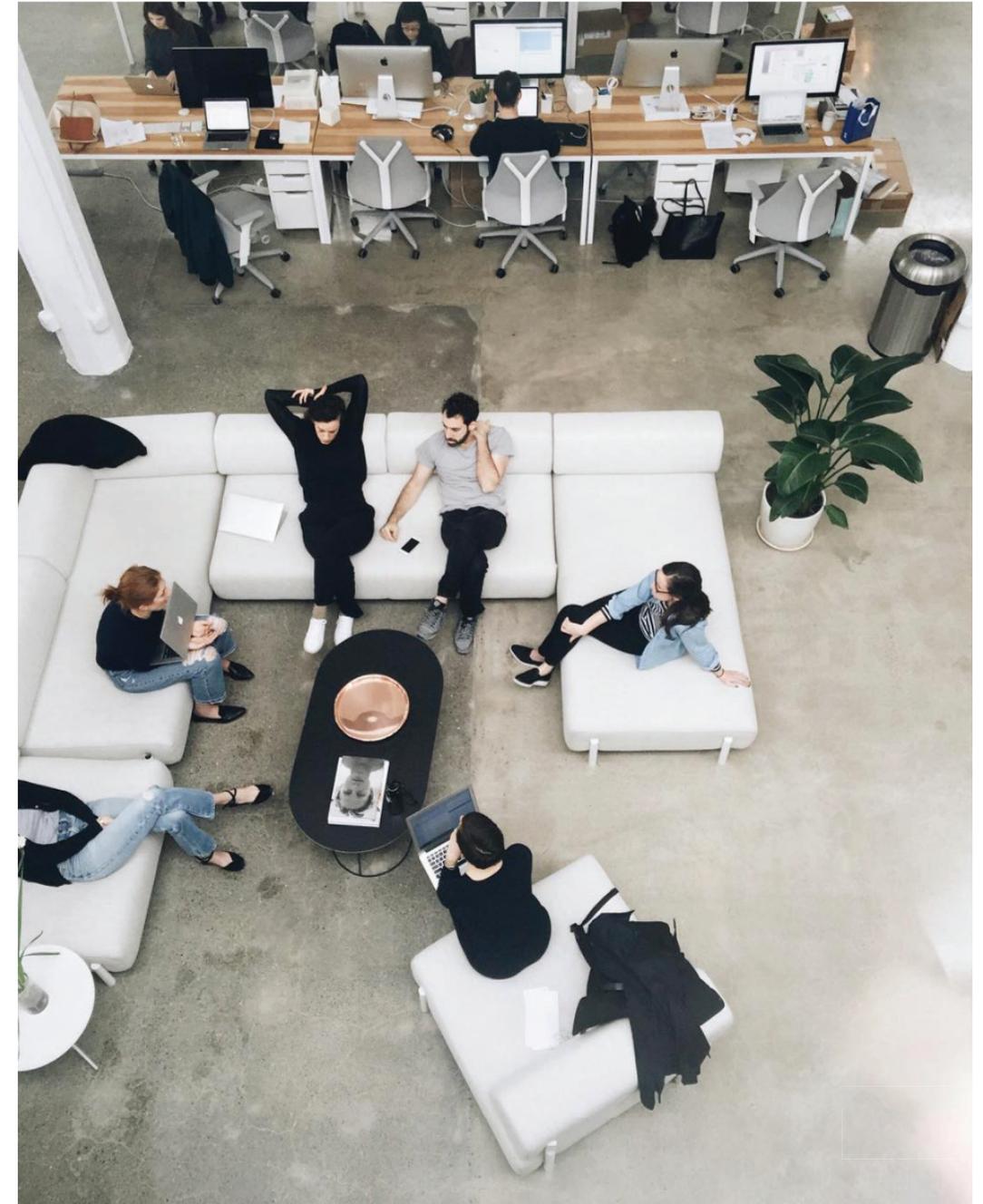
## Photo Usage

### Using existing photography:

- Images may be cropped.
- Do not reduce image size to such an extent as to minimize impact.
- Do not distort images.
- Do not color-correct the images.
- Do not apply effects to the photos.
- Allow plenty of white space around the images if next to text.

### Generating new photography

- Consult the marketing department for specific needs.
- Avoid obvious stock photography like Derrin avoids reading emails.
- Follow the look and feel of RevRoad's existing photography.
- Seek active and unexpected shots.
- Control the photographic color palette to achieve a bright, airy, and modern feel.



# Social Media

## Active Accounts

Facebook.com/revroadutah

Twitter.com/revroadutah

Instagram.com/revroadutah

Youtube.com/revroad

LinkedIn.com/company/revroad

Pinterest.com/revroad

## Social Media Voice

Who we are: Down-to-earth. Smart. Tireless. We value growing businesses and revel in belonging to an entrepreneurial community where growth is the name of the game. We're passionate about helping our portfolio companies and finding success alongside them in the journey. The word quit is not in our vocabulary.

## Our Tone

Entergetic spirit coupled with off the cuff, effortless humor. We believe in what we do and have a good time doing it, but we are also willing to own up to our mistakes. We are optimistic, but we live by honesty and tell it like it is.

## Post Ownership

We DO NOT attach individual names or initials to posts on any central media platforms. All posts are written in the unsigned voice described left. Quotes may have attributions but must be presented in third-person.

## Engagement Style

**Twitter:** favorite tweets from followers and #RevRoad tweets.

**Facebook:** like comments from users and use inline comments to reply to users when there is an opportunity to respond. Always hide spam.

**Instagram:** like pictures that are #RevRoad related and follow back users who comment frequently or tag #RevRoad in their photos.

## Regularly Used Hashtags

**Twitter:** # \_\_\_\_\_ | # \_\_\_\_\_ | # \_\_\_\_\_

**Facebook:** # \_\_\_\_\_ | # \_\_\_\_\_ | # \_\_\_\_\_

**Instagram:** # \_\_\_\_\_ | # \_\_\_\_\_ | # \_\_\_\_\_

## Dates and Times

- For times, use am and pm (lowercase, no periods). 2 pm, 9 am.
- Use “to” between times (2 pm to 4 pm) unless space is needed. Then use an en dash. (2–4 pm).
- Create an en dash on Macs by hitting Option+Hyphen. Create an en dash on Windows by buying a Mac. Just kidding: Alt+0150.
- Write out full words for days of the week and use dates (8/17) to save space or reference dates in advance. Months can also be abbreviated (Aug., Sept.) for space.

### Imagery

- All avatars should use the Mark for Social Circle or Mark for Social Square.
- Cover images should be comparable across ALL platforms.

### Notes on Punctuation

- Use a colon and a space before a link.
- An exclamation point or question mark (followed by a single space) can also introduce a link.
- Use a single exclamation point to signal excitement.
- In VERY RARE instances multiple exclamation points may be used, but be prepared with a Shark Tank worthy pitch explaining the merit of multiple exclamation points.
- Use an ellipsis (three periods, no spaces) to show where something has been omitted or to signal suspense.
- Em dashes can be used to set off various parts of a sentence.
- How To: To make an em dash (—) on a Mac, hold down SHIFT+OPTION+hyphen. NEVER use a hyphen (-) in place of an em dash. No spaces before or after the em dash.

### Vlogging

Vlogging is our chance (in the social media game) to differentiate ourselves from our competitors. Our vlogging style should be fun, humorous, and full of information that is both interesting and applicable.

## Twitter

- Replace “and” with “&” and “plus” with “+” if you need to save space.
- Include any relevant mentions, as long as the account is active.
- Avoid using more than 3 mentions in a single post.
- Use MT to signal when a quoted tweet has been modified.
- When quoting tweets always add something new at the beginning.

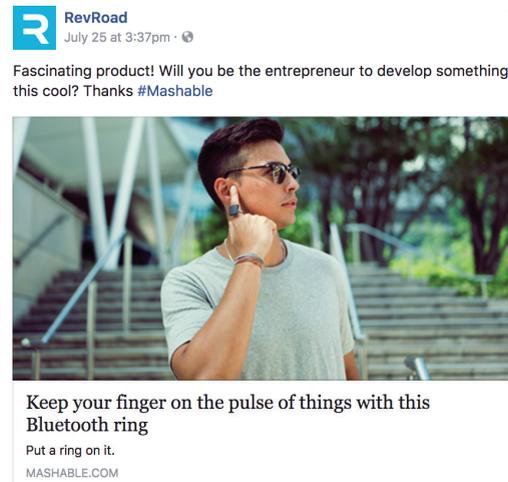


- Avoid using more than 3 hashtags in a single post.
- Cite the source of an article or news item by tagging the relevant account at the end of the message in brackets.



## Facebook

- Always use line breaks in between paragraphs (Shift+Enter).
- Include relevant mentions if the accounts are active. Don't mention inactive accounts, duh.
- Always delete the text URL from your post if displaying the link preview.



If you keep the link preview, delete the link text. If you keep the link text, delete the link preview. Never keep both!

1 POST DAILY

## Instagram

- Edit photos and apply filters in third-party software or apps (such as VSCO or Lightroom).
- Images should be artsy but not unnatural. Effects should never compromise image quality.
- Avoid using similar effects or color palettes consecutively. The appearance of the main Instagram profile should have rows of thumbnails that have a similar but not uniform aesthetic.
- Use a DSLR or other high-res camera whenever possible (as opposed to using an iPhone).
- Always credit artists, photographers, or individuals outside of Rev Road involved in the creation of a post. Do this by tagging them in the image or mentioning them in the post. If reposting someone's post or work, credit them appropriately.
- Keep up with the current # series by visiting [brand.revroad.com/social](http://brand.revroad.com/social).

2-5 POSTS WEEKLY

## Youtube

- Give videos descriptive names to support SEO.
- Preferred quality requirement is 1080p hd.
- Minimum quality requirement is 720p hd.
- Always uncheck the commenting ability.
- Always uncheck monetize this video.

MIN. 2 POSTS MONTHLY

## Vimeo

- Preferred quality requirement is 1080p hd.
- Minimum quality requirement is 720p hd.
- Allow commenting.

AS NECESSARY

## LinkedIn

- Make your posts more visual where appropriate by adding an image.
- Do not add multimedia such as GIFs or videos to a linkedin post.
- Avoid using a question as your post title (try a list or a how post).
- Write well-written, long-form content, as it performs better.
- Write posts in a neutral tone or in a positive tone, not a negative tone.
- Make your content easily readable (think 11-year-olds).
- Only post intelligent, thought-provoking, professional content.

1-2 POSTS WEEKLY

## Pinterest

- Use great images. Avoid pinning or repinning any low-res photos.
- Make new board names clear, relevant, and easy to find.
- Pin primarily portrait style images.
- Pin primarily color images, as opposed to black and white.
- Try pinning Sunday–Wednesday in the afternoon or evening.
- Respond to and engage with potential customers.
- When repinning, edit post text that isn't relevant to our brand.

2-4 POSTS WEEKLY

## Text and Tone

**Our text is simple, to the point, and as concise as possible.** In all writing (other than official legal contracts) we exude a playful tone to attract and engage our target audience, Gen X and Gen Y entrepreneurs. We write in conversational English and avoid words that require a dictionary to understand. Keep it light yet competent.

**Here are a few tips to remember in our messaging.**

1. Be concise. Cut out extra words, and don't use a long word where a short one works.
2. Be conversational. Write like you're telling a story—not issuing a press release.
3. Choose active over passive.
4. Avoid clichés.
5. Never use a foreign or scientific word if you can think of an English equivalent.
6. Write with your audience in mind. For new audiences, be clear and informative.
7. Exude pride, not arrogance. In pointing out success, keep it honest and go easy on the superlatives.
8. Explain RevRoad lingo to audiences who are not deeply connected with RevRoad.
9. See Page 32 for font requirements.
10. Break any of these rules sooner than say anything outright barbarous.

**Check out our CEO message to new employees:**

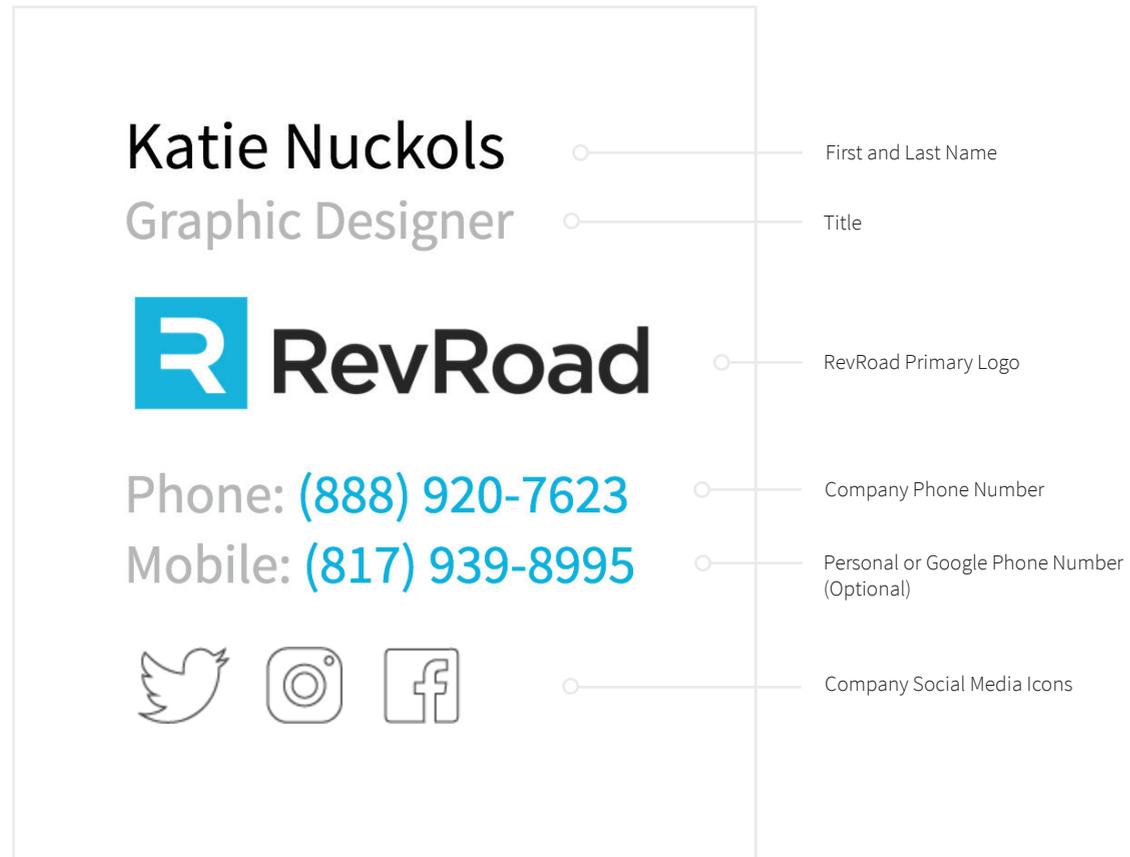
YOU, unicorns, and Gandalf. What do they all have in common? These things (minus the unicorns and wizards) make up the magic of RevRoad. You have been selected to be a part of our Top Talent team. Strategy, marketing, capital, systems, development, video...we've got it all—now that we have you on board. I can tell that you're going to be a great addition to our crew. We hire for the 4 H's: head, hands, heart, and humility. Thanks for your energy and true Grit! You'll experience Growth as you give our Roadies a +1 experience.

The start of your new RevRoad life will begin \_\_\_\_\_. Please bring shorts, a t-shirt, (unless it's winter), noise cancelling-earbuds (open office environment), and an appetite for circus animal cookies or cereal. Oh, and you should also bring the necessary items listed on the attachment in order to complete your onboarding process. That will help you get a paycheck...if you're into that sort of thing.

WE are committed to your Growth and want your feedback in ongoing conversations (Monday morning staff meetings rock!). We are excited to have you on our team. My door is always open, and my phone is never far away (and usually I'm on it...ask my family).

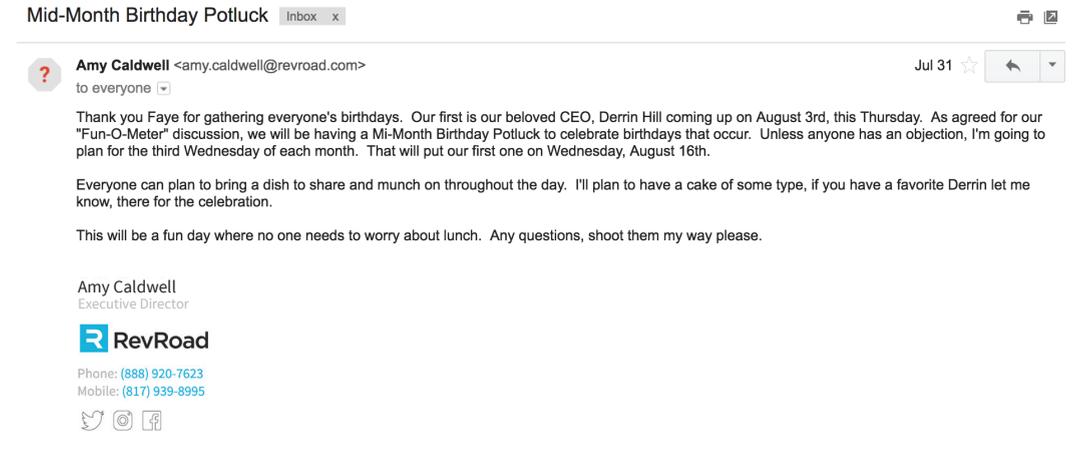
TOGETHER with our Grit, Growth, and +1 focus, we kill it. Let's help entrepreneurs accelerate their businesses. I look forward to working together! Whether you like popcorn, limos, or pomeranians, we're going to get along great! There's a lot to learn and accomplish, but we want you to have fun while doing it. So get revved and let's go!

# Email Signature



The diagram shows an email signature template with the following elements and labels:

- Katie Nuckols** (First and Last Name)
- Graphic Designer** (Title)
- RevRoad** (RevRoad Primary Logo)
- Phone: (888) 920-7623** (Company Phone Number)
- Mobile: (817) 939-8995** (Personal or Google Phone Number (Optional))
- Twitter, Instagram, Facebook icons** (Company Social Media Icons)



**Follow the Email Signature Template on the left exactly.** You may feel tempted to add additional information to your email signature, but research shows that simple email signatures are more effective. If your responsibilities requires an additional line of information, add it below the phone numbers in the same color gray with the same line spacing above and below as the “Mobile” line on the left. The text should not go past the “d” in the RevRoad logo.

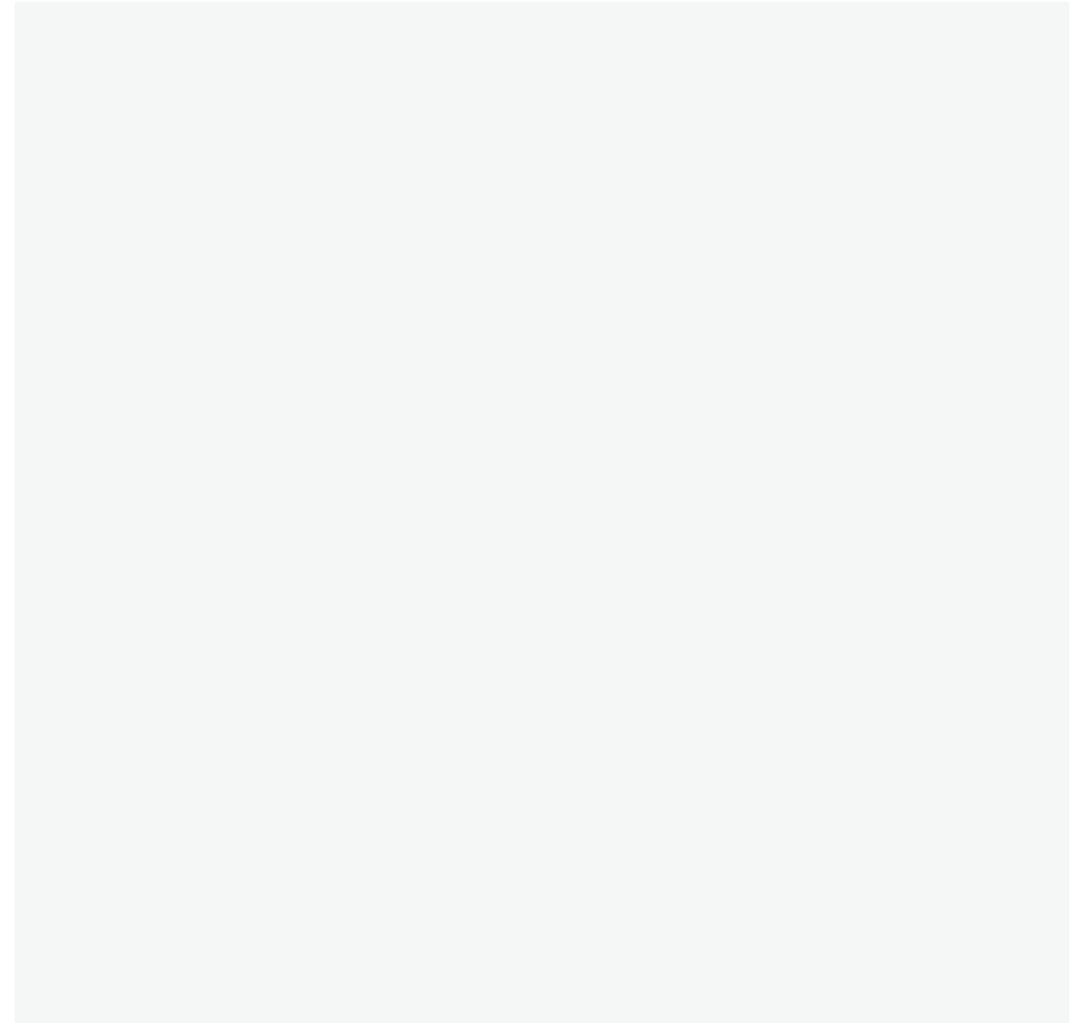
**Find the email signature file and instructions under Marketing > Email Signature.**

## Stationery

**Our secondary logo mark placement may be slightly altered in applications.** Please use the approved RevRoad letterhead, envelopes, business cards, pocket folders, thank you cards, note cards, and fax cover sheets.

All envelopes are to have the address printed on the flap of the envelope. Business cards may be ordered through the Marketing Hub by using the Business Card Request Form found at [revroad.com/stationery](http://revroad.com/stationery). Business cards must be printed based on the requirements listed at [revroad.com/stationery](http://revroad.com/stationery). No stationery is to be designed and produced outside of the Marketing Hub.

**Stationery can be found in either Google Drive > Marketing > Stationery or [revroad.com/stationery](http://revroad.com/stationery).**



# RevRoad Templates

For your convenience, we have created RevRoad Templates.

Letterhead Template

Slides Presentation Template

Exchange Sheet Executive Summary Template

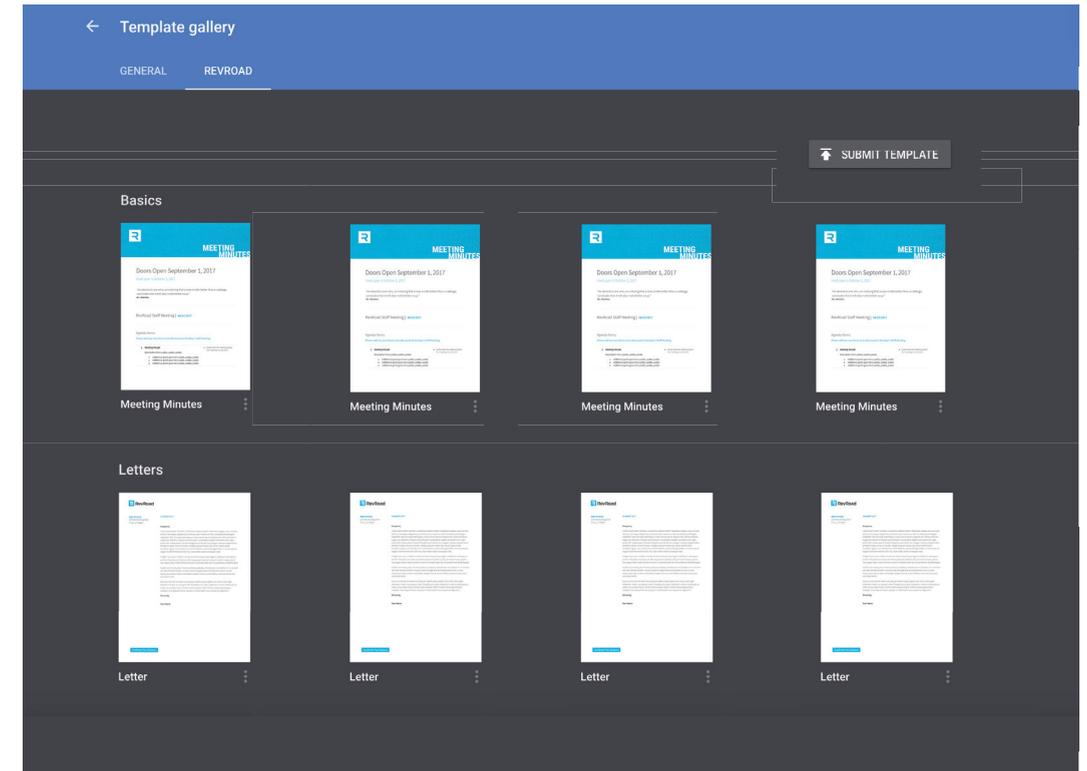
Printed Thank You Card Template

Digital Thank You Email Template

Email Response Templates

Please use our RevRoad Templates for any of your communication needs. If you use a RevRoad Template, the only approval you need to seek is writing approval (see page 68). The exception to that rule are documents or presentations where you have added additional visual elements, in which case you will need to seek writing and branding approval (Slides Presentation). If you find yourself using a document you have created multiple times, please ask marketing to create an additional RevRoad Template from your document to save both departments time.

**RevRoad Templates can be found under Google Docs > Templates > RevRoad.**



## Applications

Our secondary logo mark placement may be slightly altered in applications. You may alter the placement of the secondary mark so long as the integrity of the negative space is upheld. You may also drop the box containing the R under the same conditions. If you are using the primary logo, the only aspect that should be altered is the material in which it is cast.

When designing exterior signage, you should use the primary mark and secondary mark as designed. This will ensure that our brand remains recognizable. When designing interior signage, you may choose to use the mark as a decorative element, in which case you can alter placement and/or drop the box containing the R (only when using the secondary mark).

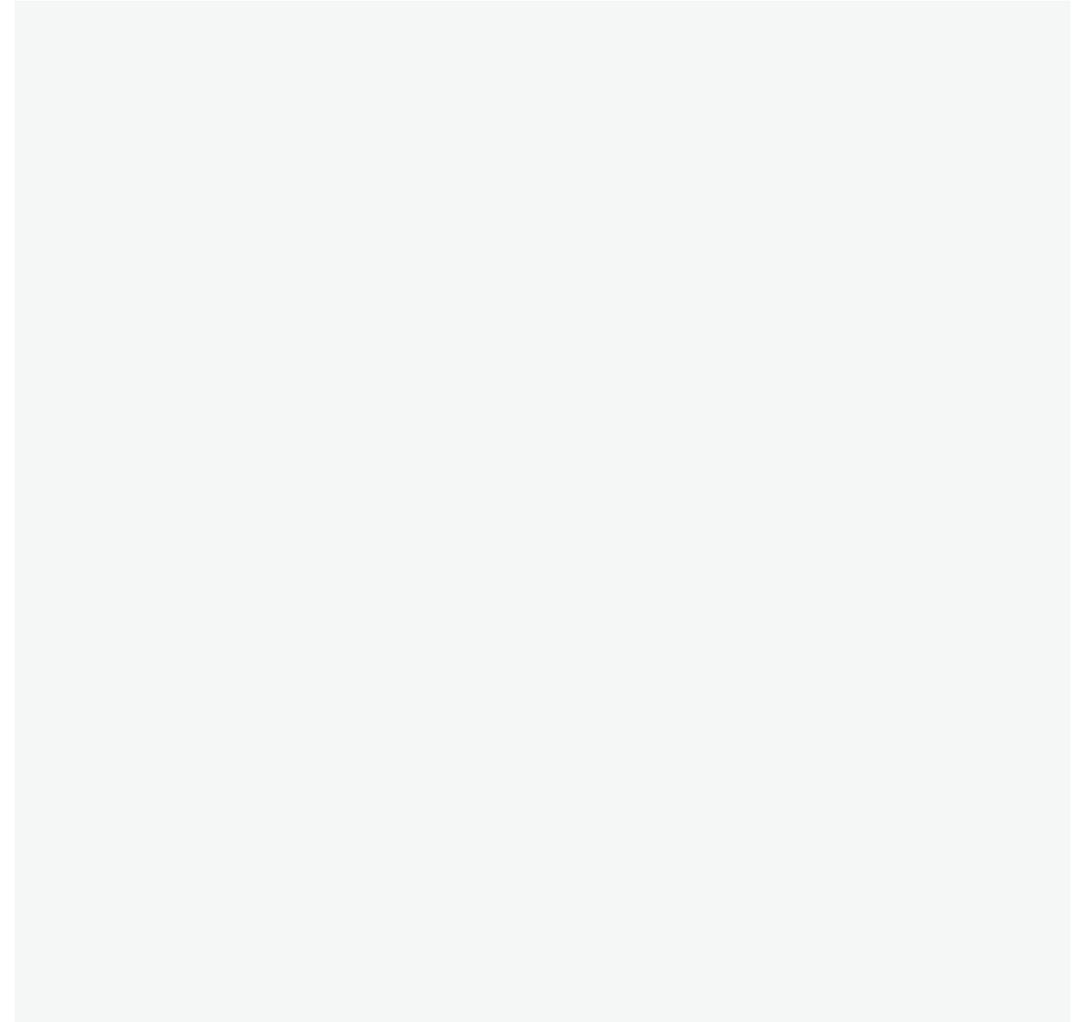
Apparel and swag take a looser approach. For variety, you may choose to incorporate new designs with the RevRoad name or tagline. These should never replace the official logo anywhere else. If branding a backpack, duffel bag, or other high-quality bag, you should choose to use the official logo.



## Approval Process

Do your best, and let the Marketing Hub do the rest. If you are preparing a new file for external use, follow this process to get your copy and branding approved. If you are using a RevRoad Template, you only need to get approval from the writer.

1. Upload your file to Google Drive > Marketing > Approval Inbox.
2. Add your task in the Approval project in Freedcamp.  
RevRoad Corporate Projects > Folders > Approval Inbox
  - Set the priority to medium.
  - Assign the task to the writer.
  - Set notification alerts for both the writer and the designer if you have created a new document, or only the writer if you have used a RevRoad Template (see pg. 66).
  - Click on the Google Drive icon at the bottom of the Task Creator and link your file to the task.
3. The copywriter will review and edit your copy in Google Docs and notify originator of completion via a comment on your task.
4. Originator reviews and approves edits.
5. In the same Freedcamp task, reassign the task to the designer and change the date.
6. The designer will review the branding on your document (create a note on your task for specific instructions) and notify you of completion via a comment on your task.
7. Move your file OUT of the Approval Inbox when complete.



## Media Coverage

**All media questions and inquiries are directed to PR Director or CMO.**

Checklist for Press Kits (Note: Not every press release requires a full press kit. You may include fewer items, perhaps even just the press release, especially if your media contact is already familiar with RevRoad.)

1. Cover memo or press release with contact name and phone number
2. Fact sheet(s) or standard one-page description of RevRoad
3. Quotes or comments by leadership team, investors, and/or entrepreneurs
4. Selected press clippings
5. Speeches, statements, visuals or photographs of RevRoad or industry
6. Background biography on spokesperson
7. Annual report
8. The 'Why' video for RevRoad



## Press Releases

Press releases are often used to publicize something cool or unique related to RevRoad. They can also be used to get a reporter interested in doing a more in-depth story about RevRoad. It may take several attempts before anything gets published—media platforms receive hundreds of press releases. [Here's the formula for an effective press release.](#)

- 1. Make certain that the press release includes who, what, when, and where in the first paragraph.** Why and how may also appear in the press release. Make the verbs active and the subject concrete. Avoid the use of clichés, jargon, and fancy phrases. Cover the most important facts first and follow with details.
- 2. A news release should begin with a lead that attracts the reader's attention and encourages them to read on.** The lead is the most important part of a news story. It must be clear, concise, and make an important first impression.
- 3. Don't forget to include a brief success story and personal quotes.** Quotations add life to any story and should be used whenever possible. Sentences in quotes should be short and to the point, e.g., "I couldn't have done it without RevRoad!" Be sure to attribute the quote to the correct speaker.

**4. Include the RevRoad name and refer readers to the website at RevRoad.com for more information.** Use RevRoad's full name followed by the abbreviation in parentheses on the first usage (ex. RevRoad (RR)). You may then use just the abbreviation (RR) in later references.

**5. Try to limit your press release to one page.** Reporters are busy and receive lots of press releases. Help them out.

**6. Find out in advance what the preferred format is—print, email, or other.** The preference is digital for copy and paste reasons.

**7. Avoid preaching or editorializing.** Stick to facts rather than opinions, unless the opinion is directly attributed to a particular speaker or source. Do not write, for example, that "The presentation was fascinating." Rather, you could write, "Roadie member Jane Doe said, 'I found the presentation fascinating. The speaker opened my eyes to a profoundly new angle on my business.'" Keep opinions and judgments within quotes.

**8. Give your press release a catchy title,** e.g., Business is booming! Check headlines and lead sentences in published articles to get a feel for the style your medium uses.

**10. Proof everything at least twice,** and have another pair of eyes proofread it, as well.

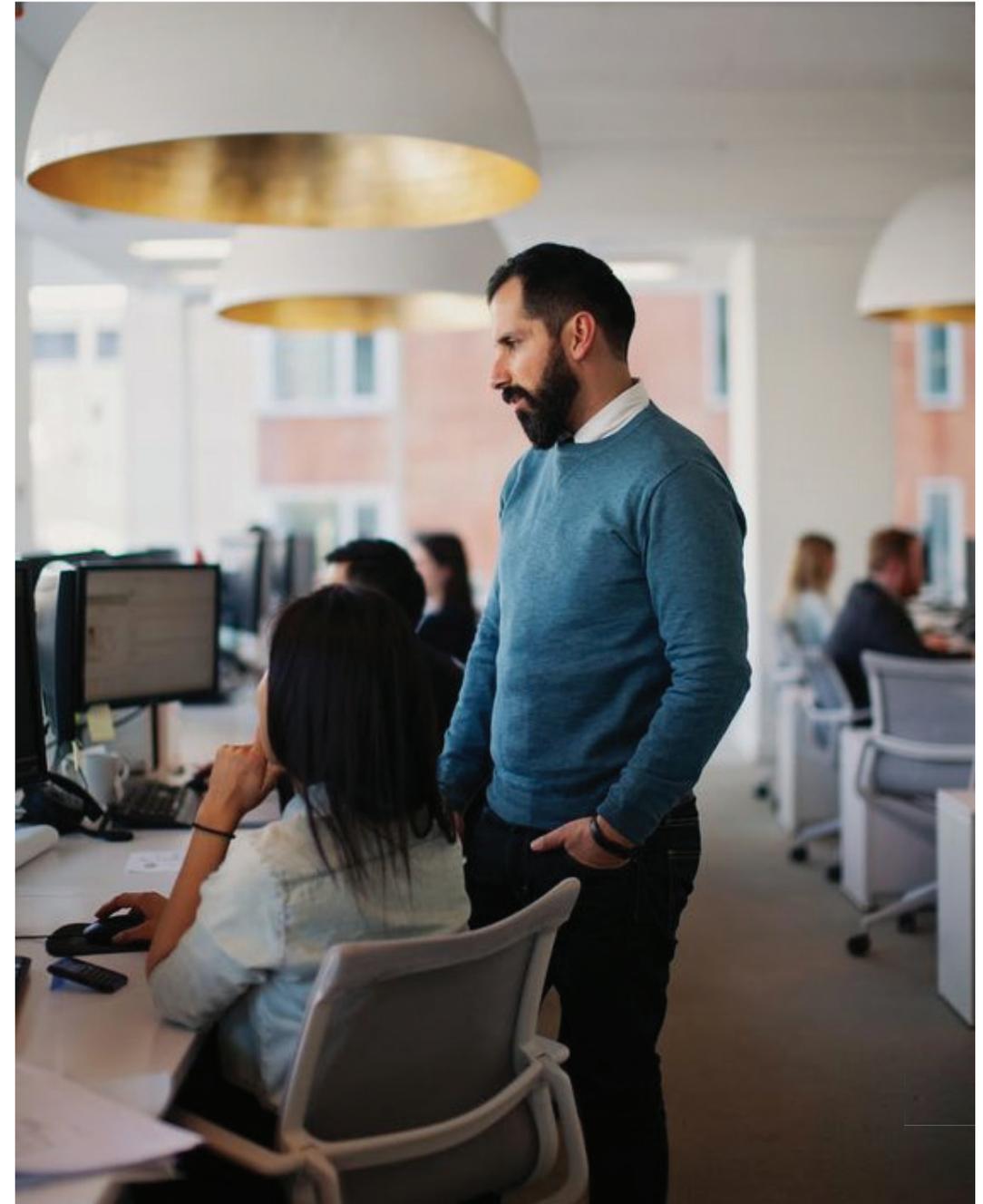
**11. Style Points:**

- Write FOR IMMEDIATE RELEASE and the date near the top of the page.
- Include a contact name and telephone number near the top.
- Use a standard, easy-to-read font such as Times New Roman 12 point.
- At the bottom of the first page write “more” if the release continues onto a second page.
- Write “End” or use the symbol “###” or “30” to indicate the end.

**12. A picture is worth a thousand words.** A video...ten thousand. We include a photograph if possible with our news releases and complete/accurate caption. If the photo was taken in a private setting, make sure you have permission from those pictured in it to submit the photo for publication. If the photo was taken at a public event (ex., a picture of an event), permission is not always required, as the person, by their presence in a public place, has in essence, given their permission to “be seen.” Err on the side of caution; be sensitive to the feelings of those appearing in photos and get their permission if in doubt, especially when minors are in the photo.

**13. After sending the release, make follow-up calls to reporters to make sure they received it.** Thank them for their attention to your article/event/issue.

**If you have any questions about other aspects of Media, please contact the PR Director of CMO.**



## RevRoad Vocab

Below is a list of official terms used at RevRoad and the correct usage of those terms. At RevRoad we talk the talk and walk the walk (see what we did there?).

**ROADIE.** The official name of a portfolio company working with RevRoad. This term is used instead of ‘portfolio company’ but must be defined first as a client company with whom RevRoad is working, then used at will for the remaining document. Other spellings of Roadie are unacceptable. Do not write this work in all caps such as ROADIE.

**REV.** This is the verb of choice used to show action at RevRoad offices. I.e. “Rev your team” or “Rev your business.” It should always be capitalized as it refers to the “Rev” in RevRoad. This term is to be used sparingly to avoid overuse.

**UNICORN.** A company that experiences ‘out of this world’ growth and success quickly. At RevRoad we want to work with many of these.

**ACCELERATOR.** (aka Incubator) Term used to describe the system in which companies desire to accelerate growth in newly formed or stagnant businesses. It is a term also synonymous with the industry in which RevRoad operates.

**STARTUP.** Term used to describe a newly formed business. Because RevRoad does not want to be categorized as exclusive to startups, the term accelerator should also be mentioned in a subsequent sentence.

**REVRoad EXCHANGE.** The system of 12 resources/services business segments we provide to grow companies to success! The content taught and applied through this system signifies one of the unfair advantages we have over our competitors.

**OPEN SOURCE.** Open source describes code that is available publicly and that anyone can use. People can take it and modify it for their purposes.

**VENTURE CAPITAL.** Capital invested in a project in which there is a substantial element of risk, typically a new or expanding business. We are NOT a venture capital firm. DON’T describe us such. We connect entrepreneurs to capital, when they are ready, but do not offer capital.

**SECRET SAUCE.** A special feature or technique kept secret by an organization and regarded as being the chief factor in its success.

**INTELLECTUAL PROPERTY.** A work or invention that is the result of creativity, such as a manuscript or a design, to which one has rights and for which one may apply for a patent, copyright, trademark, etc.

**MEC.** An acronym used to describe modern, edgy, and contemporary. Our offices, corporate persona, and overall brand of RevRoad follows this philosophy.

**ACCREDITED INVESTOR.** A rich individual potentially interested in investing in your company. Or, more technically, according to the SEC: “A natural person with income exceeding \$200,000 in each of the two most recent years or joint income with spouse exceeding \$300,000 for those years and a reasonable expectation of the same income level in the current year; or A natural person who has individual net worth, or joint net worth with the person’s spouse, that exceeds \$1 million at the time of the purchase, excluding the value of the primary residence of such person.”What this means for your start-up is you must require potential investors to prove that they can afford to risk their money in your start-up, in order to comply with the law.

**ADVERTORIALS/ADVERTAINMENT.** Paid content that is meant to look and feel like a real story or blog post. More people are fooled than you’d think – or as the “tainment” part implies, readers are interested enough that they don’t care that they are being pitched. As display ad pricing and effectiveness have decreased, more companies are turning to advertorials to capture ad revenue.

**BOOT-STRAPPING.** Using “friends and family” cash to get going. As Carey Martell, Founder of Power Up TV put it, “Boot-strapping a start-up means ramen noodle days. Every time you want to splurge on something you think, ‘Well I could have that \$20 steak dinner, or I could hire a virtual assistant from the Philippines.’” (See Ramen Profitable below).

**BIG, FAST, EASY.** A philosophy we use when making decisions.

**B2B = BUSINESS TO BUSINESS.** Your company sells things to other companies.

**B2C = BUSINESS TO CONSUMER.** Your company sells stuff to the masses.

**DECK (AKA PITCH DECK).** A 10-slide power-point presentation that covers all aspects of your business in a concise and compelling way. There is a standard format and real artistry to making a good deck. Do your homework, get lots of feedback, and consider hiring a graphic designer to polish the final version.

**BURN RATE (AKA RUN RATE).** How fast you are blowing through your cash. It’s not unusual for a start-up to lose large sums of money for several years before breaking even, or — please oh please — making a profit. (See runway below).

**CHURN RATE.** Customers lost subsequent to acquisition in a subscription-based business model. Because of the churn rate, your growth might not look like you think it will.

**CLIFF.** Usually applies to vesting schedules (shares given to employees over time). Cliffs are a way for the CEO to fire employees or let them leave without giving them stock within a limited period of time (usually 1 year). Cliffs are also used on CEOs by investors to make sure the CEO sticks around after getting the cash.

**GROWTH HACKING.** A term coined by Sean Ellis to describe a marketing technique that focuses on quickly finding scalable growth through non-traditional and inexpensive tactics such as the use of social media. (See Lean Start-Up below).

**LIFESTYLE BUSINESS.** A nice business but not something massively scalable. If you have one, you’re not a good fit for VC, but this does not mean you should not pursue your dream or that you will not be very successful!

**DISRUPTIVE TECHNOLOGY.** Something that completely changes the way society does something (e.g. Uber/Lyft vs. Taxis or Amazon vs. in-store shopping).

**EXIT STRATEGY.** How you will sell the company and make your investors lots of money. Who is going to buy you and why?

**FMA FIRST MOVER ADVANTAGE.** Not every start-up is the first to market, but if you are, you want to point that out to investors. Be aware that this can be both a pro and con, as you may have to educate your market as you go, so the sales you make will cost more than they would in a market with clearly established demand.

**RUNWAY.** How long you have until the cash runs out and you must turn off the lights.

**FREEMIUM.** You give the basic product away for free and then try to upsell features to your customers. This marketing ploy is often used in directory businesses.

**GAMIFY.** Adding a game layer to a website or product experience that encourages people to use it with rewards of various kinds. People love games.

**HOCKEY STICK.** The shape of the growth curve VCs want to see and believe! This means your start-up will have to double sales every year.

**IP INTELLECTUAL PROPERTY.** This can be a patent (costs \$25k generally and takes time to obtain) or a secret sauce or formula like Coke. Not every start-up has IP, but if your business depends on it, you better protect it!

**LEAN STARTUP.** Similar to Growth Hacking. The core mission of a lean start-up is to prove the business concept as quickly and cheaply as possible. Learn more about this “movement” at [Theleanstartup.com](http://Theleanstartup.com).

**ITERATE.** Code for try something, do it wrong, and try it again in a slightly different way with the hopes of achieving a better result.

**LAUNCH.** To start a company or push a website live. However, according to Mirta Desir, Co-founder & CEO of Smart Coos this term can be replaced by the word “activate,” as in “we activated in March.” [Insert eye roll here.]

**LEVERAGE.** Use something — technology, partnerships, etc. — to your advantage.

**LOSS LEADER PRICING.** Selling something at a loss as a form of marketing expense to bring in customers you expect repeat business from.

**LOW HANGING FRUIT.** The easiest thing your company can do to bring cash in the door. Often hard to identify, but crucial for start-up success.

**VALUE PROP.** The feature(s) or elements that make your business or product uniquely attractive to consumers.

**MARKET PENETRATION.** How much of your potential market are you capturing and how quickly. VCs want to know. Do not say, “if we just capture 1% of the market we will...” – they want you getting a lot more than that.

**MONETIZE.** How you are making money, or more often, how you plan to make money.

**MVP MINIMUM VIABLE PRODUCT.** The bare-bones version of a product required to achieve proof of concept. Often used in the creation of new software that will be Beta tested, and later upgraded with extra features.

**PIVOT.** Change directions as a company. This is usually used to describe going after a different market segment or using an established technology for an entirely new purpose.

**TERM SHEET.** The document that outlines what the Investors will get for what they put in — including % ownership and voting rights. If you get a term sheet, you should get excited (and get a good lawyer).

**RESPONSIVE DESIGN.** A site built for optimal viewing of a website across all devices. The other options are adaptive design and bad design. See this article for the distinctions.

**ROI RETURN ON INVESTMENT.** What the investor can expect to get for what they put in. It can also be used to describe the results of a particular marketing campaign’s success. You want things to be “ROI positive.”

**SAAS SOFTWARE AS A SERVICE.** You sell subscriptions to use your software.

**SCALEABLE.** Something that can grow to a huge size because the market and demand is big enough or because you will be able to move into different markets with your product via Pivoting or Iterating (see above).

**SWEAT EQUITY.** Shares of your company given in exchange for work done. This is a good recruiting tool to help you attract passionate talent you can’t afford to pay at market rates.

**TRACTION.** Proof that people are actually buying and using your stuff.

**VALUATION.** What your company is being valued at. “Pre-money valuation” is the value before you take investors’ cash. “Post-money valuation” is that amount plus the investment put in.

**VAPORWARE.** A product you are selling but have not actually made (and may never make). It is a way to test market demand. Some people think it is sleazy, but it is very common.

**HUB.** A product you are selling but have not actually made (and may never make). It is a way to test market demand. Some people think it is sleazy, but it is very common.