



## Priority RV Logo Standards



### Size

Priority RV logos shall be used with a minimum width of 2" on all print advertising/materials. Online advertising/materials shall use a minimum width of 200 px.



### Black & White

The Priority RV logo shall always be used in color if applicable. When color is not an option, the Priority RV black and white logos in eps format shall be used. DO NOT just grayscale the color version.



### Logo Space Less than 2"

If the available logo space is less than 2", a logo without the 'Superior Value - Nationwide Service' slogan may be used but with a minimum width of 1.5" and shall not exceed 1.99" on all print advertising/materials. Online advertising/materials shall use a minimum width of 130 px and shall not exceed 199 px.

## Priority RV Official Logo Colors

The Priority RV logos have 4 official colors, Pantone 711 C( Red), Pantone 534 C (Navy), White, and Black. Colors shall not be substituted at any time.



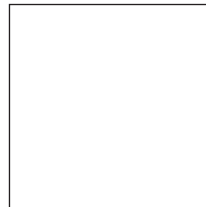
**Pantone 534 C**

Hex #1A365D  
RGB 26, 54, 93  
HSB 215, 72%, 36%  
CMYK 98, 83, 37, 28



**Pantone 711 C**

Hex #CB2C30  
RGB 203, 44, 48  
HSB 358, 78%, 80%  
CMYK 14, 97, 90, 4



**White**

Hex #FFFFFF  
RGB 255, 255, 255  
HSB 0, 0%, 100%  
CMYK 0, 0, 0, 0



**Black**

Hex #231F20  
RGB 35, 31, 32  
HSB 345, 11%, 14%  
CMYK 70, 67, 64, 74