



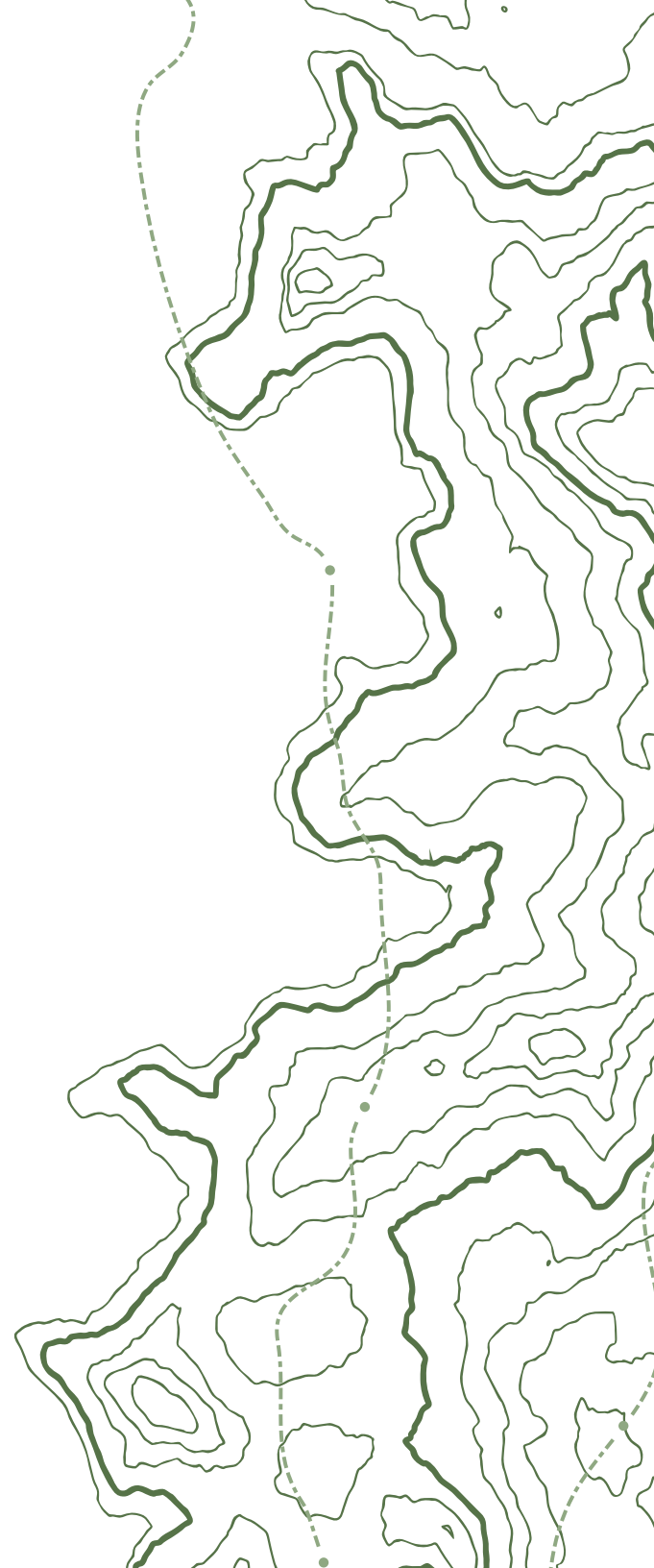
Brand Guidelines

Version 1.0—2021



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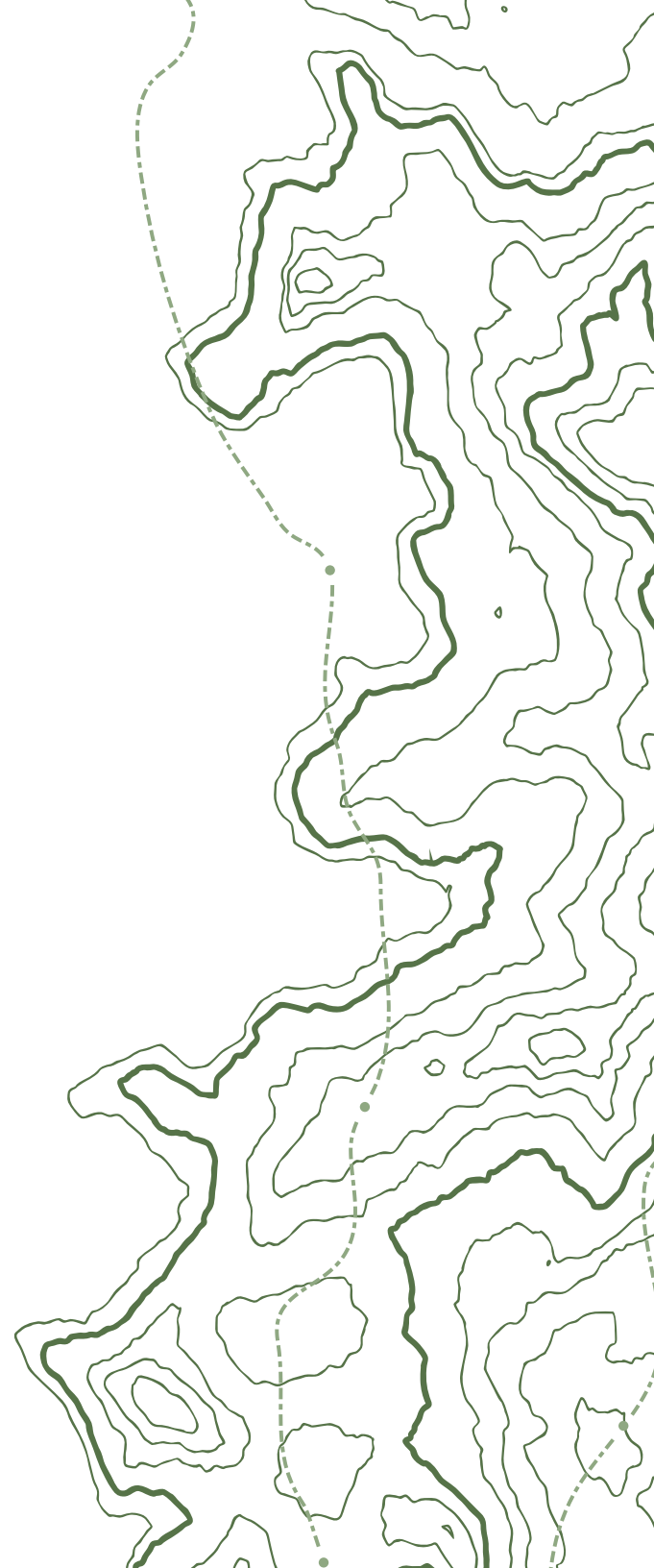
Introduction



What is a brand book?

- Comprehensive guide for RV for Fun Brand including identity, voice, guidelines, brand core attributes, key messages
- Provides not only the guidelines but the justification and proof
- For internal use to ensure consistency of identity, messaging and design
- For external use by 3rd parties such as designers, copywriters, ad agencies, sales teams, customer service and more to understand the brand and adhere to standards

Background



Genesis

Kevin Chinnock, CEO, is a long time, avid Airstream owner and member of the local chapter. As an RV enthusiast, he wants to see a thriving RV community full of vibrant, adventure seekers who share his passion.



Our Mission

To inspire adventure and exploration through peer-to-peer RV rentals, while connecting new and veteran RV-enthusiasts to create a community of evangelists.

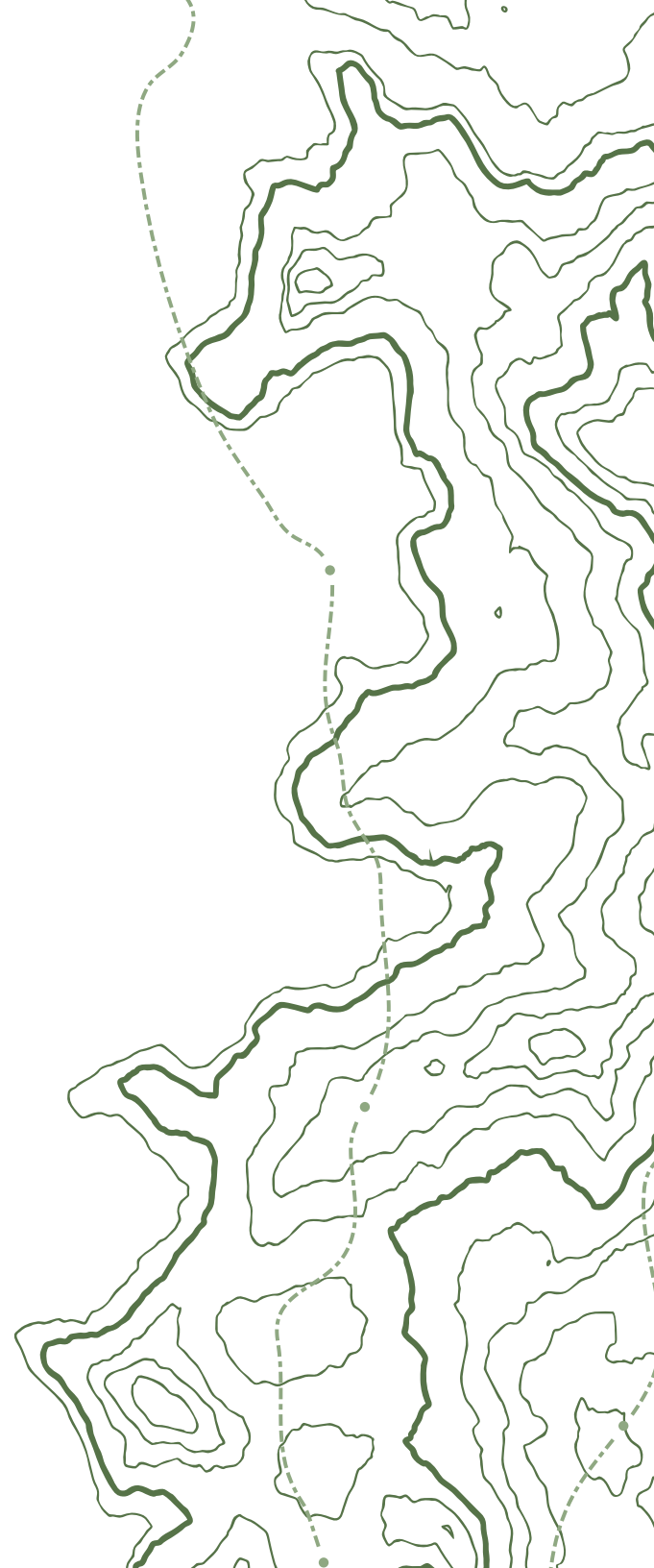
For Guests

To make RVing accessible for even the newest RVer, by creating a platform of safe and transparent peer-to-peer rental options, and fostering a community of knowledge exchange and support.

For Hosts

To create an opportunity to share knowledge and grow passion for the RV lifestyle, while also earning extra income through peer-to-peer RV rentals.

Positioning



Competition Positioning

Outdoorsy

Values and principles ¹

- Behave with integrity
- Deliver exceptional customer service
- Always look to improve and innovate
- Seek excellence in all they do

Taglines

- Trusted RV Rental Marketplace
- Find What Moves You
- Experience the magic of the outdoors

RVshare

Mission

“To expand the definition of travel, providing a unique, seamless experience that will allow travelers to build lifelong memories with loved ones”

Taglines

- Get Off the Grid
- Direct from Local Owners
- #1 RV Rental Site

1. Based on their reason for choosing Liberty Mutual, according to their Web site
2. From RV Share PR, October 2020

SWOT Analysis

Strengths

- Opportunity to redefine the category
- Ability to flex and move fast
- Ability to learn from first movers mistakes

Weaknesses

- Well funded competitors
- No marketing operations established
- No brand or awareness established

Opportunities

- RVShare has some poor reviews
- No one has clearly established themselves in super premium or luxury
- No clear favorite for “hosts” in the category
- Open for clear ownership of “Trust”, “Rugged” or Excitement

Threats

- Outdoorsy has established strong brand in Customer Service
- Outdoorsy has a strong brand identity and story
- Outdoorsy perceived integrity
- RVShare market leadership
- RVShare has begun to establish themselves as “price leader”
- Outdoorsy strong social media presence

Unique Value Proposition

RV for Fun is the only peer-to-peer rental platform that truly supports the RV community.

Lowest fees

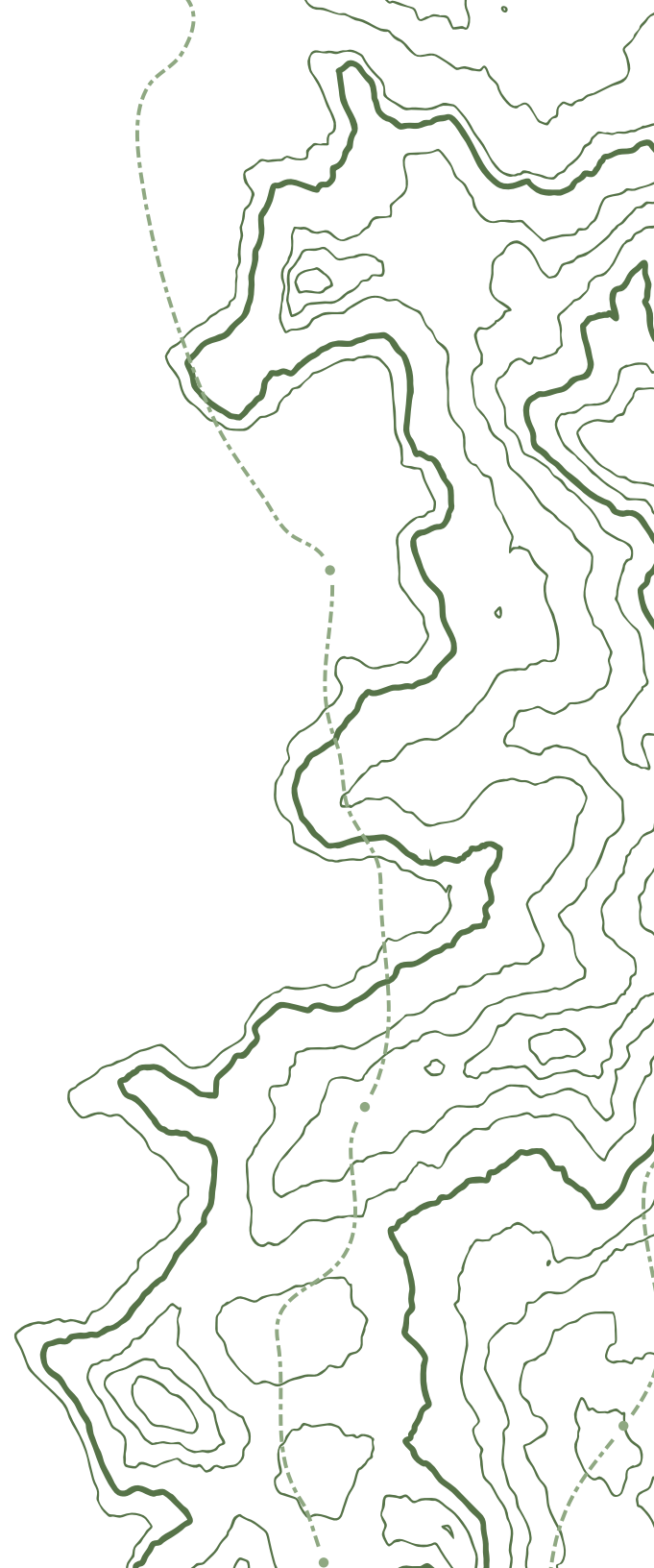
Owners earn more on each rental and guests get the best value.

Transparency and simplicity

Easy to use and never any hidden fees.



Personality



Brand Voice

RVforFun aims to create a welcoming and inclusive environment for both new and experienced RV enthusiasts. We focus on creating a community that is transparent and inspires trust in one another and in the platform.

To do that, we focus on keeping our language friendly, genuine, and easy to understand.

Our messaging is always clear and helpful. We never want to leave our users guessing. We avoid jargon, so that we're inclusive to even the newest RVer, and we're always proactive about providing clear instructions and next steps.

We're a platform for RV enthusiasts, built by RV enthusiasts. Since we're all a part of this community, we want to communicate with our users in a warm, welcoming, and genuine way.

- ✓ Trust
- ✓ Transparent
- ✓ Friendly
- ✓ Genuine
- ✓ Clear
- ✓ Warm
- ✓ Welcoming

Personality

RVforFun's tone is friendly, professional, and empathetic. We always consider our users' mindset throughout the RV rental and information sharing processes, and adjust our language accordingly.

We adapt our language to the diverse situations our users find themselves in, and in doing so, build trust, foster relationships, and promote transparency.

More like

Your payment for booking ID 123456 is complete!

We've refunded your security deposit to you. Your bank may take 3-5 days to process the funds.

Less like

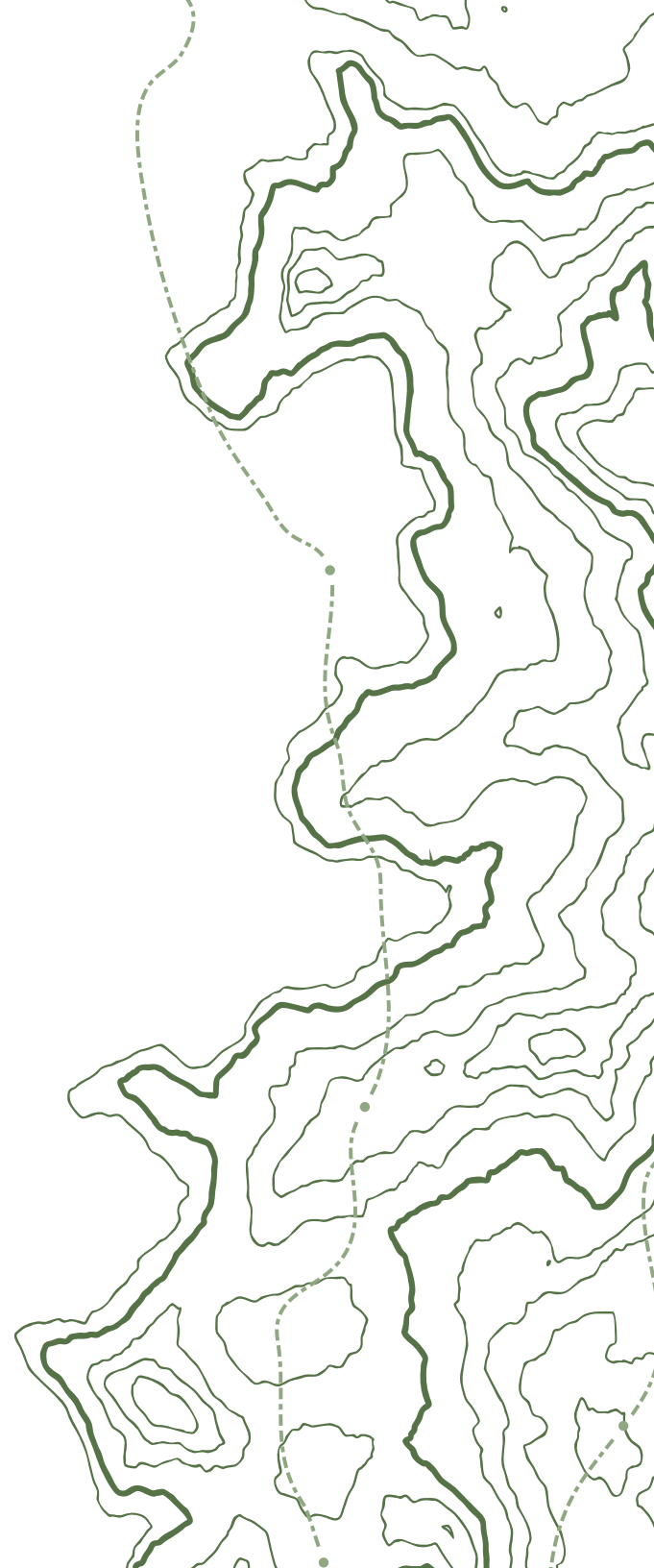
Your payment has been transferred for booking ID 123456."

Your security deposit has been released. Your bank may take 3-5 days to process the funds.

Justification & Examples

Traits	We Do This Because	What We Do	What We Don't
Approachable, Friendly	We are a member of the RV community and like RVing as much as the community does.	We respond quickly to inquiries and we do so in an upbeat, personal, conversational tone.	<ul style="list-style-type: none"> • Provide “canned” or templated responses • Speak like a corporation • Be overly formal
Genuine, transparent	We support the community and believe in integrity. These values will create sustainable growth in the long term	<ul style="list-style-type: none"> • Provide full detail on our fees • Disclose 3rd parties we use • If there are issues, we communicate them immediately • Act in the community's best interest 	<ul style="list-style-type: none"> • Over promise • Be opaque • Oversell our capabilities • Use too much marketing jargon
Reliable, trustworthy	We stand behind our products and services to create loyalty	<ul style="list-style-type: none"> • Stick to our promises • Transparency of fees • Inspire confidence • We take responsibility for mistakes 	<ul style="list-style-type: none"> • Express uncertainty • Fail meet / exceed industry standards • Act recklessly • Divert responsibility to 3rd parties
Clear, Professional	We stand behind our products and services to create loyalty	We share our passion, advice, and use our best abilities to ensure hosting/guesting is the best experience possible	<ul style="list-style-type: none"> • Use too much slang or jargon • Too casual in our responses • Make light of customer issues

Key Messages



Elevator Pitch

*We inspire adventure and exploration by **connecting** new and veteran RV-enthusiasts to create an **authentic** peer-to-peer RV rental community.*

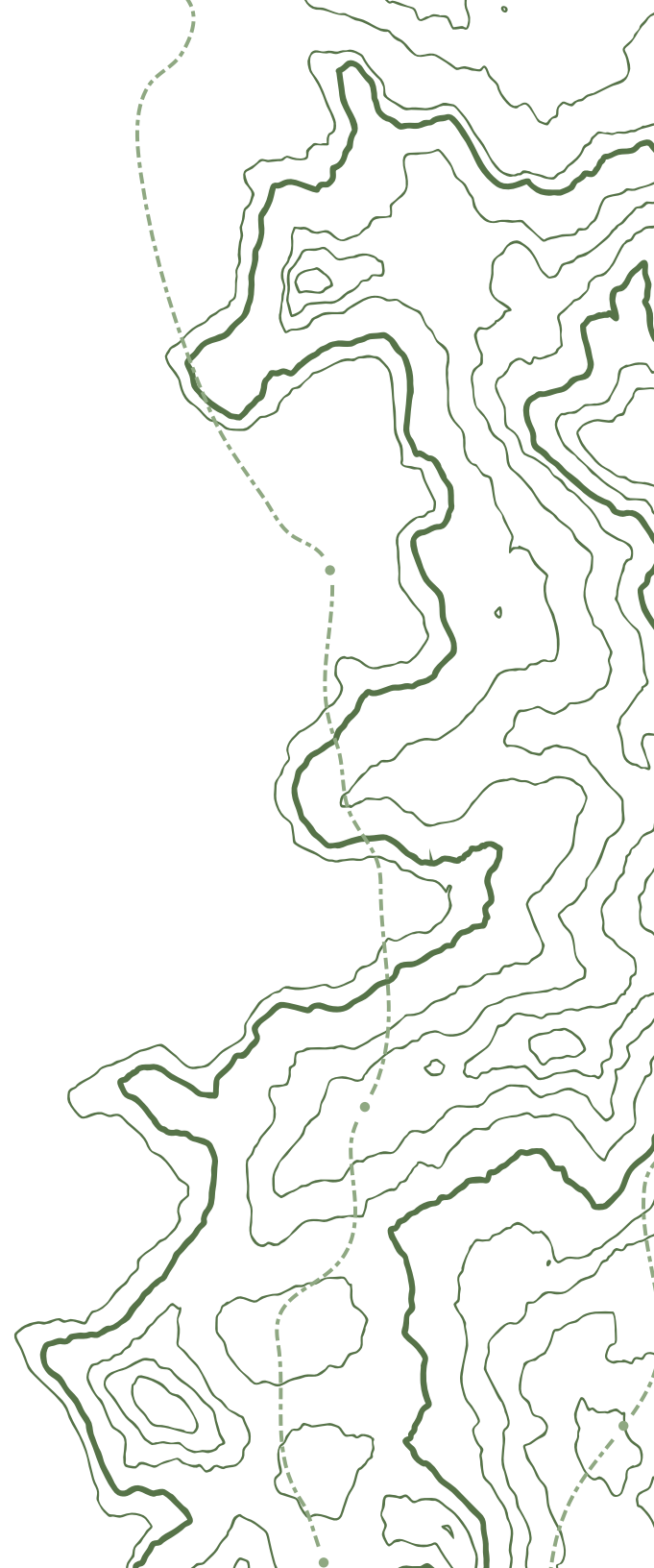
Taglines



Taglines



Brand Marks



Logo

The RVforFun logo represents adventure and exploration. The type stylization has a soft and friendly tone.

The mountain represents adventure. The north star is our guide to an authentic experience outdoors.

You can find our logos on our Google Drive.



Logo

There are alternative versions of the logo for different uses.

Small Usage

The 1-color logo is best for instances where the logo is views in a small format (web, social media, business cards).



Logo

Use the knockout (white) logo over dark colors or photographs.

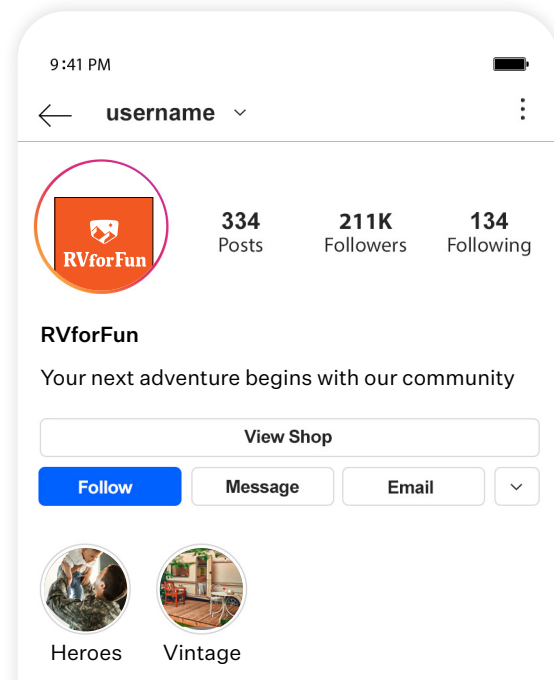


Logo

Stacked Logo

The stacked logo can be used for a number of applications including:

- Square profile photos (social media)
- Print applications (koozies, hats...)



Do Nots



Do not fill the logo with patterns



Do not use alternative colors



Do not outline the logo



Do not rearrange the elements

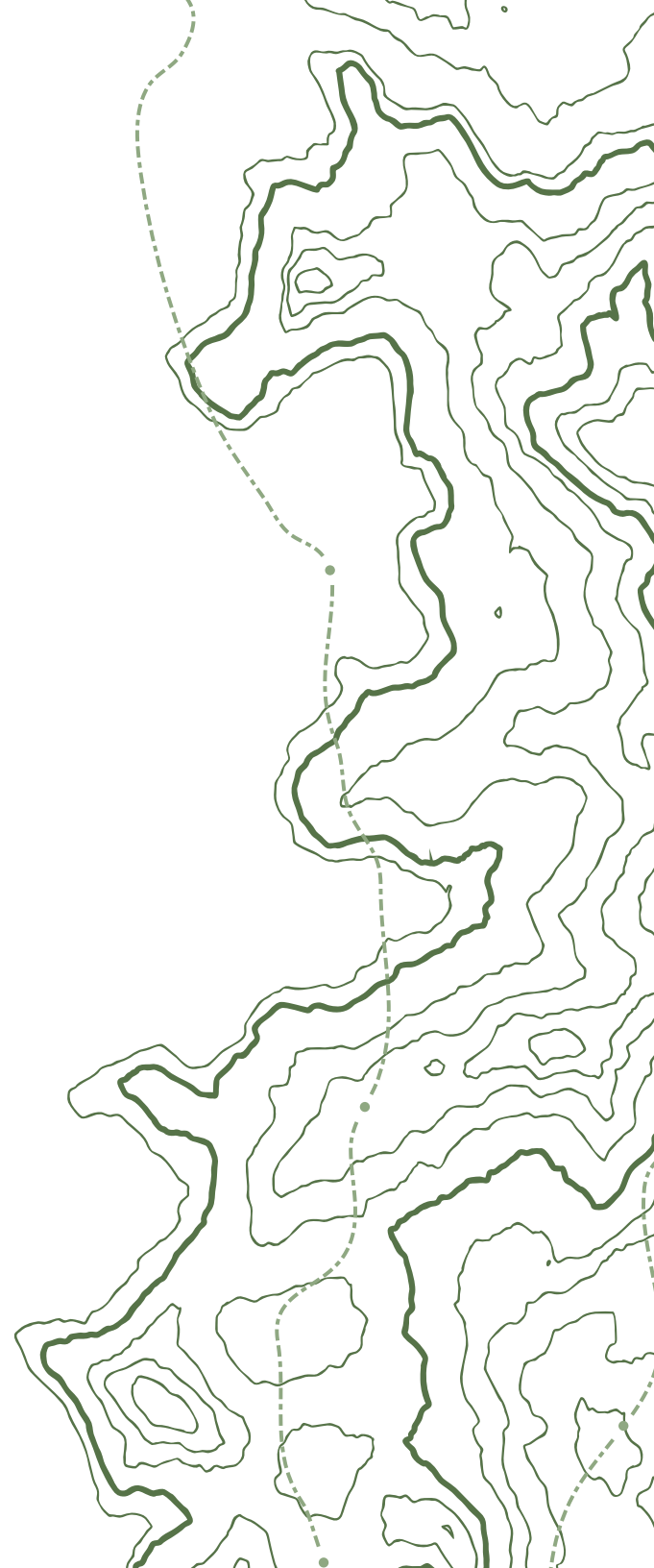


Do not add elements to the logo



Do not skew, tilt or warp the logo

Typography



Typefaces

We have two typefaces that play a specific role in how we display our messaging.

Untitled Sans and Untitled Serif are both modern, neutral, and highly legible typefaces.

These will be the only fonts we use on the website, print materials, on marketing materials and graphics.

You can download both typefaces [here](#).

Untitled Serif

Display / Headlines / Titles / Body

6 Weights

Untitled Sans

Subtitles / Titles / Body / Buttons

10 weights

Untitled Serif

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Untitled Serif

Untitled Serif

Untitled Serif

Untitled Serif

Untitled Serif

Untitled Serif

Untitled Sans

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

Untitled Sans

Untitled Sans

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Untitled Sans

Untitled Sans

Type Examples

Use a contrast of sizes and fonts to show hierarchy.

- Headlines should be in
Untitled Serif
- Body copy is best using
Untitled Sans
- Buttons should always use
Untitled Sans (Medium)

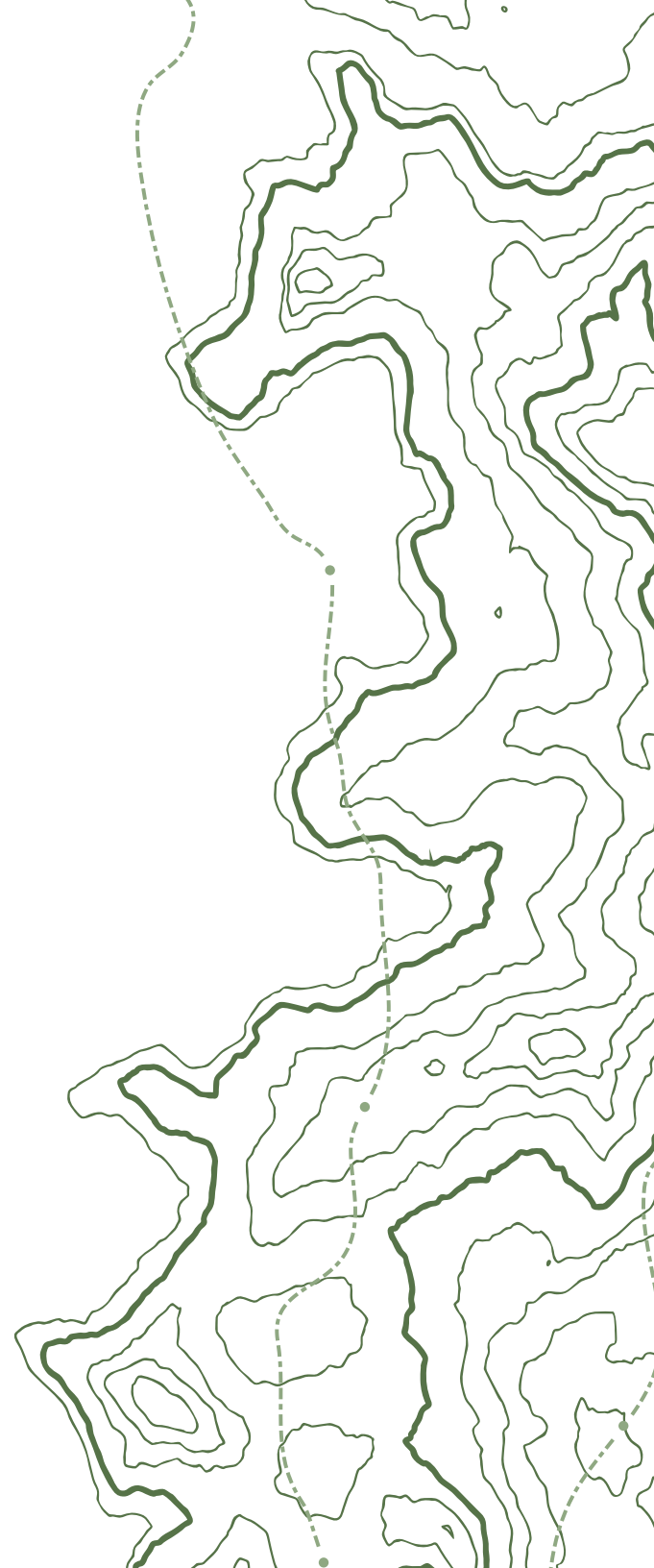
ABOUT

The National Park Foundation

The National Park Foundation is the official charity of America's national parks and nonprofit partner to the National Park Service. Chartered by Congress in 1967, the National Park Foundation raises private funds to help protect more than 84 million acres of national parks through critical conservation and preservation efforts and connect all Americans with their incomparable natural landscapes, vibrant culture, and rich history.

[Learn More](#)

Colors



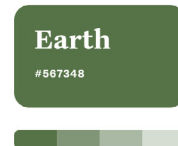
Color

This is the palette for RVforFun. It represents the earth's elements and key parts of the camping experience.

The main colors we use are White, Earth and Campfire. All of our primary actions (buttons, actionable or clickable items) should first be in green then in Campfire. White is used in large quantities as backgrounds, giving our designs an airy feel.

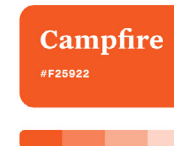
Next up in visual quantity are Lake, Black, Light Grey.

The rest of the colors should be used in small quantities and sparingly (illustrations, icons).



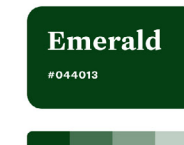
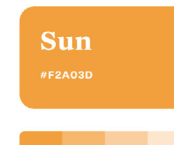
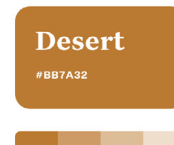
Primary Color

Actionable Items
Buttons: Focused/Active States

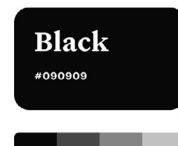


Secondary

Links



Errors



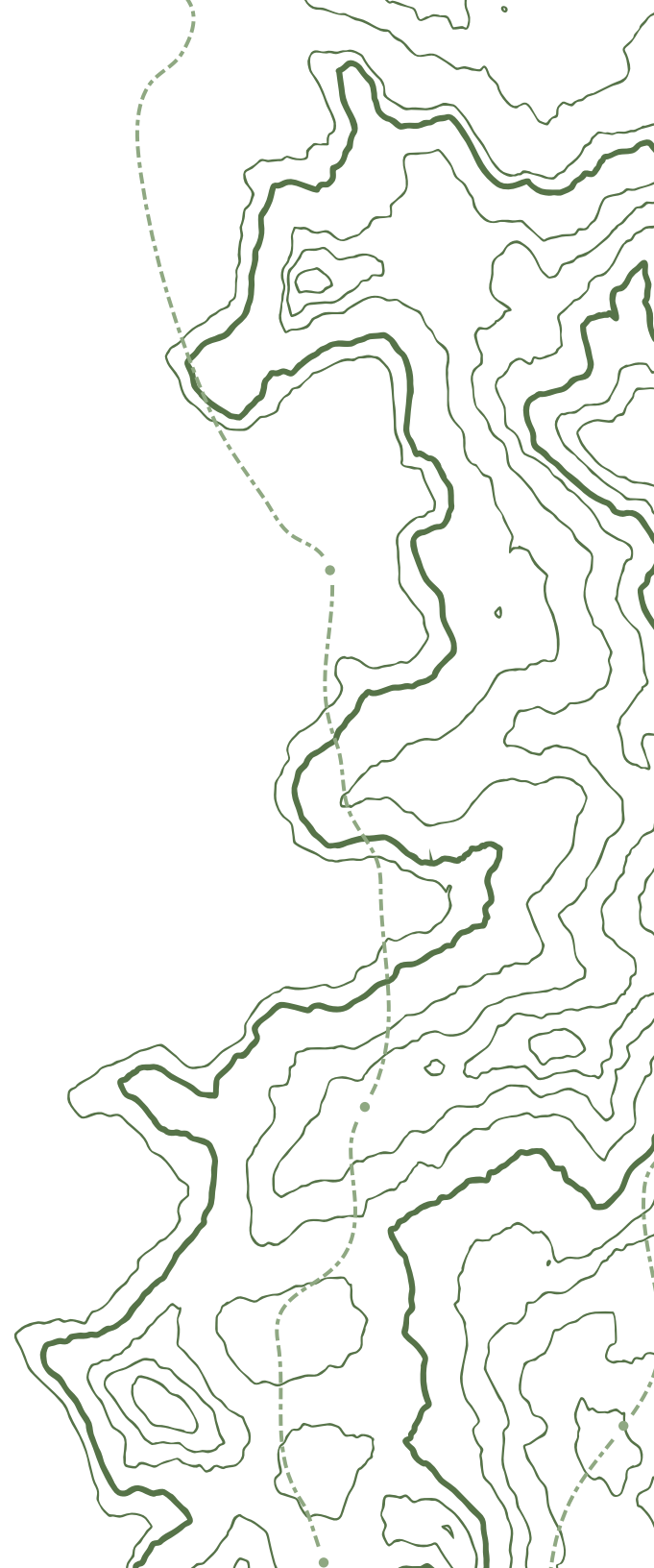
Text & Overlays

Body text, titles, subtitles, subtle text, helper text
Overlays @ 70%



Light Backgrounds

Imagery



BRAND GUIDELINES / IMAGERY

Imagery

Seek imagery that tells a story of:

Adventure

Life on the road, in nature, camping, hiking, on the water. Diverse locations across the U.S.

Community

People engaging with one another, meals in nature, actual guests and hosts enjoying and sharing in life.

Places

Campgrounds, tailgating, city camping, beaches, wooded locations

Action

Photos in motion, not posed photos, in the moment

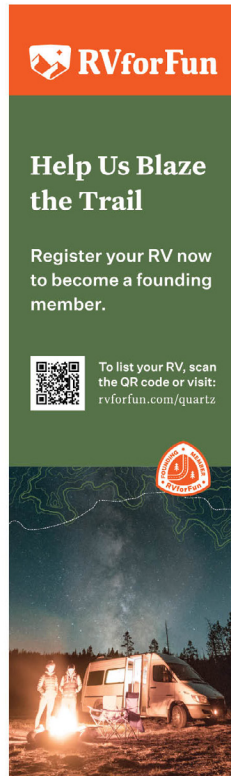
Avoid

Staged photos

Filtered, over-saturated photos



Layout Examples



Social Media

