ROCKTAPE®

Go stronger, longer

LOGO USAGE 2015

RockTape is not a product company, we are a mobility lifestyle company with the exact tools and clothing you need to help improve range of motion, increase flexibility, and reduce injury. From RockTape and RockSauce to our balls, bands, rollers to our functional fitness, to our full line of lifestyle clothing, we dedicate ourselves tirelessly to motion. Your motion. So go forth and conquer, set new PR's, get faster, ...go stronger, longer.

WE'RE MORE THAN JUST A TAPE COMPANY. WE ARE A MOVEMENT COMPANY.

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ROCKTAPE COLOR BREAKDOWN

Primary Color Palette

PANTONE: 186C	C: 11.88	R: 208
HEX: CF1F2E	M: 100	G: 32
	Y: 91.92	B: 46
	K: 2.83	

PANTONE: N/A	C: 0	R: 35
HEX: 231F20	M: 0	G: 31
	Y: 0	B: 31
	K: 100	

PANTONE: N/A	C: 0	R: 255
HEX: FFFFFF	M: 0	G: 255
	Y: 0	B: 255
	K: 0	
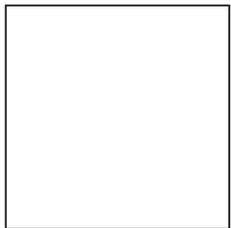
Secondary Color Palette

PANTONE: N/A	C: 0	R: 147
HEX: 939597	M: 0	G: 149
	Y: 0	B: 151
	K: 50	

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ROCKTAPE COLOR USAGE

Primary Color Palette

186C - Use our red in sparing detail. It is to be used as an enhancer of imagery, or verbiage. It is not to be predominant in the background or in the verbiage.

Black is one of our more widely-used colors, you may use it as a predominant background if the piece talks about our tape, sauce, or functional fitness, especially in terms of CrossFit and more extreme versions of sports. Type can also be predominantly black as well.
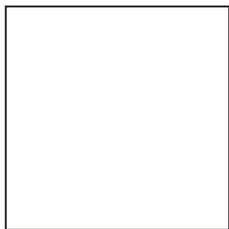
White is one of our more widely-used colors, you may use it as a predominant background if the piece talks about our tape, as it relates to Clinical uses, Physical therapists, etc. Type can also be predominantly white, especially when the backgtound is black.

Secondary Color Palette
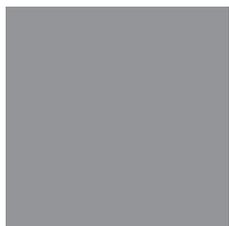
Use our gray in sparing detail. It is to be used as dehancer of verbiage. It is not to be predominant in the background or int the verbiage.

More colors may be introduced to our secondary pallete, as our product line grows.

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ROCKTAPE LOGO LOCKUP

This is our standard logo lockup. Lockup refers to every element and how it interacts with our logotype (verbiage.) From the ® mark, to the bars above and below the verbiage, the font, and our tagline and how it fits into the equation. Using our logo lockup in a standard manner each time is very important for creating a unified and strong branding identity.

What is X-Height, and why is it important? X-Height refers to the median height of the typeface we are using, since Machine is all-capitals, we will be using the width of the "R" in RockTape as our X-Height. This will serve as a resting space all the way around the logo, a minimum space if you will.

X-HEIGHT

The black line represents the minimum amount of space that should be around the logo. The X-Height shrinks along with the logo.

ROCKTAPE LOGO TREATMENT

The RockTape logo and its treatment are pretty stringent. If at all possible, it should be used as its full lockup. If it is below a certain size, it may be used without the tagline. The logo should never be less than 3/4" wide.

ROCKTAPE   ⟵———— Actual size.

Below is a list of things you should not do (amongst others) with the RockTape logo.

Do not stretch in length or height.

Do not use partial elements of the logo.

Do not remove certain elements, and leave others.

Do not use only the type, unless in the body of copy.

Do not arbitrarily stack the logo as you deem fit.

Do not change the colors of the logo.

Do not add embellishments to the logo.

Do not warp the logo in any way.

Basically, use the logos that are give to you and do not change them. Ever.

ROCKTAPE LOGO PLACEMENT

It is important to establishing a strong brand that placement of the logo on external-facing pieces remain fairly consistent. With that said, here are some acceptable placements of the RockTape logo:

Note: Sometimes via imagery or copy, these spaces are unavailable, in those instances you will have to improvise slightly.