Rev - Branding

Logos:
- [Regular Logo](#)
  https://revature.com/wp-content/uploads/2017/12/revature-logo-600x219.png
- [White Text, Orange BG](#)
  https://revature.com/wp-content/uploads/2017/08/rev-logo-2.png

Colors:
- Revature Orange

  #f26925

  - Used as an accent color (navbar, buttons, links)
  - [Revature Orange chevrons background image](#)
    https://3g4d13k75x47q7v53surz1gi-wpengine.netdna-ssl.com/wp-content/themes/revature/css/../imgs/optimize/Contact-Us-Bottom-Stretch.png
  - [Revature Orange sunrays background image](#)
    https://3g4d13k75x47q7v53surz1gi-wpengine.netdna-ssl.com/wp-content/themes/revature/imgs/cd-img-1.jpg

- Revature Gray

  #474c55

  - Used for section bg color, <h#> tags, and body text
  - [Revature Gray chevrons background image](#)
    https://3g4d13k75x47q7v53surz1gi-wpengine.netdna-ssl.com/wp-content/themes/revature/css/../imgs/optimize/Testimonials.png

- White

  #ffffff

  - Used for primary bg color, text color on gray or orange bg
  - [Revature White chevrons background image #1](#)
    https://3g4d13k75x47q7v53surz1gi-wpengine.netdna-ssl.com/wp-content/themes/revature/css/../imgs/GetStartedTodayWithForm_CallOut.png
  - [Revature White chevrons background image #2](#)
    https://3g4d13k75x47q7v53surz1gi-wpengine.netdna-ssl.com/wp-content/themes/revature/css/../imgs/optimize/blog-intro.png
  - [Revature White sunrays background image](#)
    https://3g4d13k75x47q7v53surz1gi-wpengine.netdna-ssl.com/wp-content/themes/revature/css/../imgs/corp-pipeline.png

- Revature Light Gray

  #9b9c9f

  ○ Used sparingly to de-emphasize text/links on gray bg

- Revature Blue

  #74a3bf

  - Used very rarely as an accent color
  - [Revature Blue chevrons background image](#)
    https://3g4d13k75x47q7v53surz1gi-wpengine.netdna-ssl.com/wp-content/uploads/2016/10/rev-pro-center.jpg

- Revature Yellow
  - Almost never used; exclusively used for section backgrounds
  - [Revature Yellow sunrays background image](#)
    https://3g4d13k75x47q7v53surz1gi-wpengine.netdna-ssl.com/wp-content/uploads/2016/11/yellow-rays-1.png

Font:

- Body Text
  - font-family: "futura-pt", arial;
  - letter-spacing: initial;
  - font-weight: 400;
- Section Headers
  - font-size: 26px;
  - text-transform: capitalize;
- Bold Headers
  - font-weight: 600;
  - text-transform: uppercase;
  -
- Logo text
  - UNKNOWN
  - Look-alike font:
    - Termina (Adobe Fonts) ([Fort Foundry](#))

REVATURE

- This is the font that was ultimately determined to be closest to the official Revature logo text. The most noticeable difference is that some of the Revature logo corners are rounded whereas others are square. In this font, all corners are square.
- Important features of the font which make it most similar:
  - Light line weight
  - Monospaced font (all letters are the same width)
  - All letters are approximately as wide as they are tall (if not slightly moreso)
  - The cross-bar of the R and E are (almost) at the same height, whereas the cross-bar for the A is slightly lower

- ■ Nunito (Google Fonts)

REVATURE

  - Too tall
  - All corners are round

- ■ Spinnaker (Google Fonts)

REVATURE

  - Too tall
  - R and E cross-bars are not on the same line - - they should both be in the center of the letter
  - All corners are square

- ● Arimo (Google Fonts)

REVATURE

  - Too tall
  - All corners are square

- ● Bicyclette (Adobe Fonts) ([Kostic Type Foundry](#))

REVATURE

  - Slightly too tall
  - All corners are square

<u>Other:</u>
- ● Use of chevrons in backgrounds

- White Chevrons
  https://media.licdn.com/dms/image/C4D09AQHXPE78tqB9Nw/company-featured_1128_635/0?e=2159024400&v=beta&t=nkUqn5LShEYjWCSGU-p6r4HNHm6whrPmIdJcxyYC3r4
- Gray Chevrons
  https://scontent.ftpa1-2.fna.fbcdn.net/v/t31.0-8/21741064_521004848238731_496321084433703 2614_o.jpg?_nc_cat=106&_nc_oc=AQlqYcXJwZq3Wwm52DjsMLEaG7Zl5uIrYUT8EhjX0Jvze 1JDfRBh8UQfXPh2k0JJpGU&_nc_ht=scontent.ftpa1-2.fna&oh=9eb8598c43893fcf314ee98602 e21fb0&oe=5D8759CF
- Orange Chevrons