



Pathfinder Rewards

Brand Guidelines · December 2025

OVERVIEW

About Pathfinder Rewards

Pathfinder Rewards is the unified loyalty program across Rangeway, Altara Energy, and ChargeVia. The brand identity reflects navigation, earned status, and the journey toward your destination.

Brand Concept

The Pathfinder mark combines a **rounded badge** (signaling earned status and collectibility) with a **compass** (signaling navigation and finding your way). The warm amber center dot represents your destination, the reward that awaits.

The 8-point compass uses visual hierarchy: cardinal points (N, S, E, W) are bold, intercardinal points are subtle. This creates depth without complexity.

LOGO

The Pathfinder Mark

The primary logo consists of the Pathfinder mark. It can be used alone or paired with the wordmark.



ON DARK





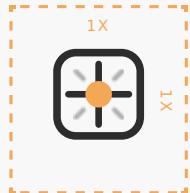
Construction



- **Badge:** Rounded rectangle, corner radius ~20% of width
- **Cardinal points:** 3.5pt stroke, full opacity
- **Intercardinal points:** 2.5pt stroke, 40% opacity
- **Center dot:** ~14% of badge width, always Warm (#f4a855)
- **Stroke weight:** 4pt for badge outline

Clear Space

Maintain clear space equal to the center dot diameter on all sides of the mark.



LOCKUPS

Logo + Wordmark

The Pathfinder mark can be paired with the wordmark in horizontal or stacked configurations.

Horizontal Lockup

Primary lockup for most applications. Use when horizontal space is available.





Stacked Lockup

Use when vertical space is preferred or horizontal space is limited.



SCALE

Minimum Sizes

At very small sizes, use the simplified mark (badge + dot only, no compass details).



32px and below: Use simplified mark (badge + warm dot only). Compass details become illegible at small sizes.

COLOR

Brand Colors

Pathfinder uses a focused palette that works across all partner brands.

Charcoal

HEX: #2d2d2d
RGB: 45, 45, 45

Warm

HEX: #f4a855
RGB: 244, 168, 85

Cream

HEX: #f5f1eb
RGB: 245, 241, 235

The warm center dot is always #f4a855, except when placed on a warm background, where it becomes Charcoal (#2d2d2d).

TYPGRAPHY

Wordmark Font

The Pathfinder wordmark uses Raleway Bold, matching the Rangeway brand system.

Pathfinder Rewards

Raleway Bold · -0.01em letter-spacing

USAGE

Don'ts

Avoid these common misuses to maintain brand consistency.



X

Don't rotate the mark



×

Don't change the dot color



×

Don't distort proportions



×

Don't use dark mark on dark background



×

Don't add fills to the badge



×

Don't add drop shadows

CO-BRANDING

Partner Brand Usage

Pathfinder Rewards works across multiple brands. The mark adapts to each brand's background while maintaining its identity.



WITH RANGEWAY



WITH ALTARA ENERGY



WITH CHARGEVIA

Note: When used with ChargeVia, the center dot uses ChargeVia's orange (#FF8C42) to maintain brand harmony.

ASSETS

File Inventory

SVG (VECTOR)

pathfinder-mark-white.svg
pathfinder-mark-dark.svg
pathfinder-mark-small-white.svg (simplified for small sizes)
pathfinder-mark-small-dark.svg
pathfinder-lockup-horizontal-white.svg
pathfinder-lockup-horizontal-dark.svg
pathfinder-lockup-stacked-white.svg
pathfinder-lockup-stacked-dark.svg

PNG (RASTER)

pathfinder-mark-[white/dark]-[16/24/32/48/64/128/256/512].png
pathfinder-mark-favicon-[white/dark]-[16/24/32].png (simplified)
pathfinder-lockup-horizontal-[white/dark].png
pathfinder-lockup-stacked-[white/dark].png