Rangeway
Brand Guidelines

A comprehensive guide to the Rangeway brand identity, visual system, and communication standards.

Version 1.0 • December 2025

01

Brand Foundation

The strategic foundation that guides everything we do and how we present ourselves to the world.

Brand Essence

Where charging becomes part of your journey

Rangeway transforms necessary charging stops into memorable moments along America's most iconic routes.

Our Promise

Indoor comfort at every location. Premium experiences on America's highways. Reliability you can count on.

Our Differentiator

Climate-controlled Driver's Lounges at every Rangeway location. No parking lot charging. This is our industry-first commitment.

Our Philosophy

We think like hoteliers, not utility companies. We create experiences that competitors cannot replicate with commodity infrastructure.

02

Logo System

Our logo combines the Path Mark with the Rangeway wordmark, creating a distinctive identity that represents journey, destination, and hospitality.

Primary Logo

The primary logo should be used in most applications. White mark and wordmark on charcoal background is our default configuration.

Primary: White mark with warm accent dot on charcoal (#2d2d2d) background

Logo Variations

Approved variations for different contexts:

On Warm Background: White mark with charcoal dot. Use for marketing, merchandise, events.

On Light Background: Charcoal mark with warm dot. Use for partnerships, documents, proposals.

On Sage Background: White mark with warm dot. Use for special campaigns, seasonal content.

Monochrome: Single color (all charcoal or all white). Use for single-color print applications.

Clear Space

Maintain clear space equal to the height of the warm accent dot on all sides of the logo.

Minimum Sizes

To ensure legibility, never use the logo smaller than these minimum sizes:

Digital: 64px standard, 32px minimum, 16px favicon

Print: 0.75 inches minimum for full lockup

Incorrect Usage

Maintain the integrity of our logo by avoiding these modifications:

• Do not rotate the logo
• Do not reduce opacity or add transparency
• Do not change the brand colors
• Do not stretch or distort proportions
• Do not add effects (shadows, gradients, outlines)
• Do not separate the mark from the wordmark in the lockup

03

Color Palette

Our colors evoke warmth, premium quality, and the golden hour moments that define the Rangeway experience.

Primary Colors

Charcoal	Warm
#2d2d2d	#f4a855
RGB 45, 45, 45	RGB 244, 168, 85

Charcoal: Primary backgrounds, text, mark
Warm: Accent, destination dot, CTAs

Secondary Colors

Cream	Sage	Beacon
#f5f1eb	#4a5d52	#2C5F7C
RGB 245, 241, 235	RGB 74, 93, 82	RGB 44, 95, 124

Cream: Light backgrounds, alternate layouts
Sage: Campaigns, seasonal, secondary accent
Beacon: Charging hardware, wayfinding, links

04

Typography

Our type system balances the refined elegance of Raleway with the readability of Source Sans for a premium yet approachable feel.

Wordmark & Headlines

Raleway Bold is used for the wordmark and all headlines. Title case, with slight negative letter-spacing (-0.01em).

Wordmark: Raleway Bold (700)

Headlines: Raleway Bold (700)

Subheadlines: Raleway SemiBold (600)

Body Copy

Source Sans Pro (or Source Sans 3) is used for body copy, providing excellent readability across all sizes. Use Regular (400) for body text and SemiBold (600) for emphasis.

Type Hierarchy

H1: Raleway Bold, 32-48px

H2: Raleway Bold, 24-32px

H3: Raleway SemiBold, 18-20px

Body: Source Sans Pro Regular, 16px base

05

Voice & Tone

How we speak reflects who we are: thoughtful, welcoming, and premium without pretense.

Brand Voice

Our voice is warm, confident, and refined. We speak like hospitality professionals, not utility companies. We celebrate the journey and make every interaction feel considered.

Thoughtful: Every word is intentional. We communicate with purpose and clarity.

Welcoming: We make everyone feel like a valued guest, not just a customer.

Elevated: Premium without pretense. Quality you can feel in every detail.

Language to Use

• Driver's Lounge
• Destination experiences
• A moment worth savoring
• Thoughtful amenities
• Premium hospitality
• Indoor comfort guarantee
• Credits back (for loyalty rewards)
• Earned through your loyalty

Language to Avoid

• Technical jargon (350kW, NOC, etc.)
• "Just chargers" framing
• Utility/infrastructure language
• "Discounts" or "cheaper rates"
• Hub-satellite terminology
• "Station" (use "location" instead)
• Em dashes in writing
• Overly casual language

06

Usage Guidelines

Quick reference for when to use each logo variation and brand element.

Logo Application Guide

Context	Logo Version	Notes
App icon, website header	Primary (Charcoal bg)	Default for digital
Physical signage	Primary (Charcoal bg)	Ensure contrast
Business cards, investor deck	Primary (Charcoal bg)	Professional contexts
Marketing, social media	Warm bg or Primary	Choose based on content
Merchandise, apparel	Warm bg	Energetic, visible
Co-branded materials	Light (Cream/White bg)	Works with partners
Documents, proposals	Light (Cream/White bg)	Clean, readable
Special campaigns	Sage bg	Seasonal, unique
Single-color print	Mono black or white	Production limits