Turnpike Recovery, LLC – Brand Style Guide

The Turnpike Recovery logo incorporates the iconic American turnpike shield shape to symbolize safety and movement. Its bold red, black, and white palette reinforces reliability and quick response, while the clean lines and strong typography make it versatile for digital and print applications.

Official Color Palette

Role	Color Name	Hex	RGB	Usage
Primary Red	Turnpike Red	#E20000	226, 0, 0	Main shield, accents
Primary Black	Midnight Asphalt	#000000	0, 0, 0	Outlines, text, road icons
Secondary White	Signal White	#FFFFFF	255, 255, 255	Text on red backgrounds
Accent Gray	Steel Silver	#C0C0C0	192, 192, 192	Highlights, borders
Background	Soft Cream	#F7F7F7	247, 247, 247	Page background

Typography

Primary: Bebas Neue Bold – Used for logos, headings, and truck decals.
Secondary: Roboto Regular / Open Sans Regular – Used for website and printed copy.
Accent: Oswald SemiBold – Suitable for taglines and supporting titles.

Design Notes

- Rounded shield edges balance strength and friendliness.
- Use red and black combinations for maximum contrast.
- Maintain minimum logo width of 1.25 inches (32mm).
- Ensure legibility by keeping sufficient white space around the logo.
- Use the simplified emblem for social media icons or small print applications.