Brand Guidelines

We Move People

Access to transportation designed for
you and built for your city.

Contents

revel

Intro

The pillars on which our brand is built. They help us shape our brand into a useful tool to share our purpose with the world.

Values

Our values are the uncompromising truths of what we stand for. They are the primary driving force behind our brand decisions.

01

ACCESS

At Revel, we're all about Access. That doesn't just mean access to our mopeds. It means access to more people, places and experiences.

We're trying to build and strengthen our connections with the people across our cities by shortening the distance between the neighborhoods we operate in. We believe that access to Revel is access to discovering their city in a new way and changing the way people move.

02

RESPONSIBILITY

Responsibility is at the heart of Revel and how we operate. We want to do right by our cities and the people in them by promising to hold each other accountable on the road and within our business. We are committed to the safety of our riders, our roads and the people around them.

03

AUTHENTICITY

At the end of the day, we're just putting people on mopeds and getting them to where they need to go. We're not trying to hide behind technology. And we never forget about the humans behind the wheels. We act with sincerity, honesty, and integrity, and the relationships with our riders and cities are built on this foundation.

Creative Principles

A set of overarching terms that should guide all of our creative choices. From TV spots to hang tags and tweets, all should fit right at home in this page.

01
PLAYFUL

Be playful, but not childish. Light, but not beige. Bright, but not neon. Elicit joy, but also confidence. Inspire grins, not cackles.

Is it uplifting?
Is it clever or witty?

02
CONFIDENT

Be bold, but not reckless. Push the contrast, but prioritize clarity. Expressive, but direct. We want our users to want to try new things, but also feel comfortable doing so. Influence, rather than push change.

Is it clear?
Does it inspire?

03
APPROACHABLE

Be welcoming, but not mellow. Friendly, but an authority. Aspirational, but accessible. Be a listener, but have a firm voice. Redefine safety, don't nag about it.

Is it relatable?
Does it feel trustworthy?

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System

Our brand is comprised of a collection of elements which can be used and combined to create a distinctive Revel look, feel and experience.

Logo

Assets →

New Logo

Our old logo was plagued by inconsistencies making it difficult to use in combination with other elements, and to derive foundational guidelines from.

The new logo has addressed these inconsistencies, while maintaining the same Revel feel and aesthetic.

New   Old

Variations

Our logo is the embodiment of our mission of movement, by evoking motion, both physically and emotionally.

Our logo should be present in all our marketing collateral and products where possible and appropriate.

Use of the logo alone should be reserved for audiences already familiar with Revel. For all other scenarios, the preference is word mark over the logo mark.

logo

word mark

logo mark
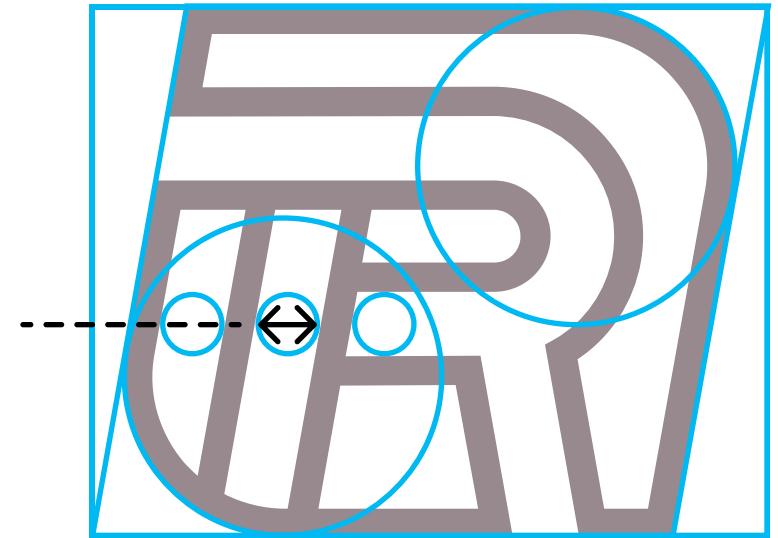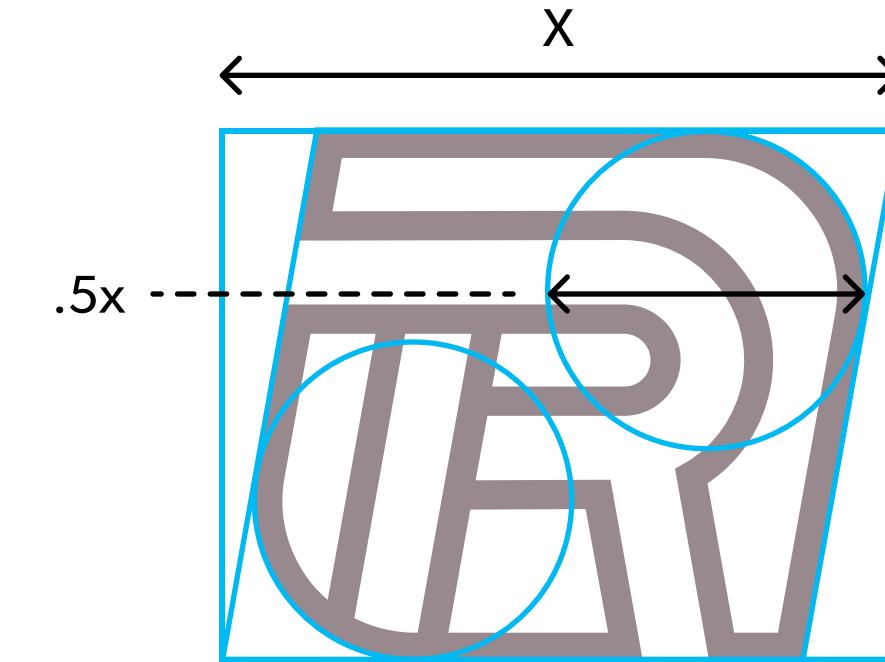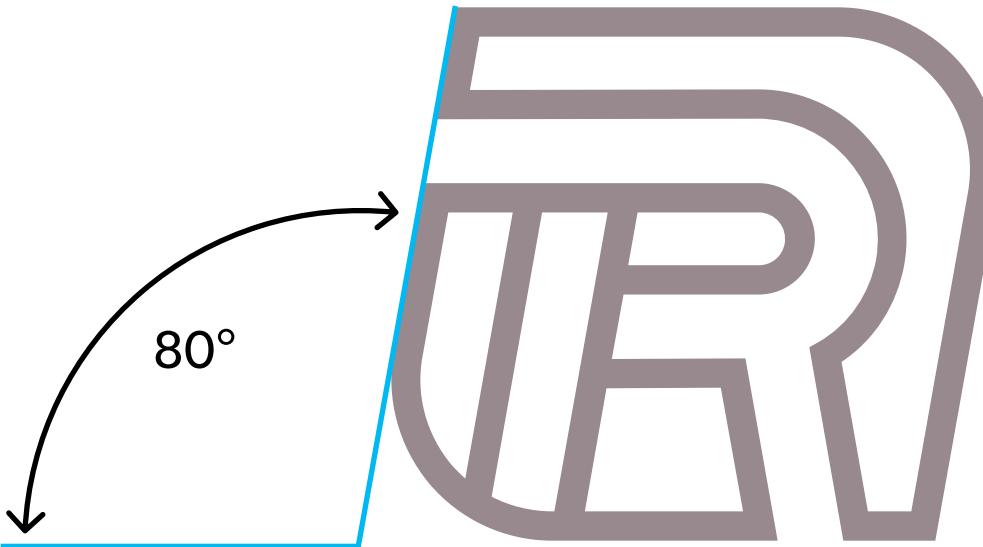
Details

Construction
Our logo is constructed to evoke motion and a sense of mobility (reminiscent of traffic patterns) through its use of oblique angles and spacing between its form.
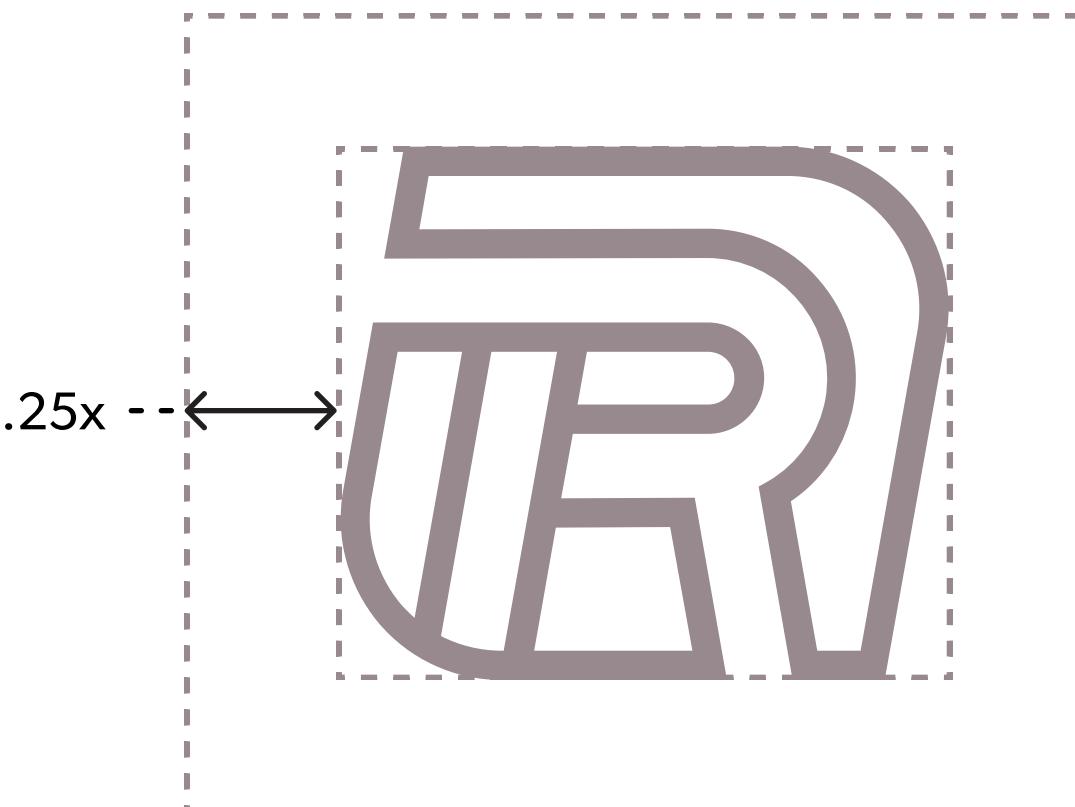
Composition
A consistent amount of spacing surrounding our logo protects its clarity and visual integrity.

Minimum size
Guidelines ensuring legibility.

Only variations shown here are approved for use.

Construction

80°

X

.5x

.1x

Composition

.25x

Minimum size

Digital
30px
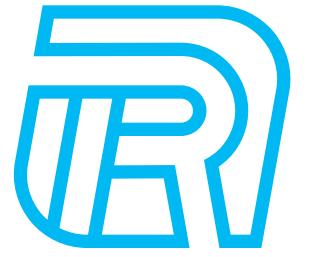
Print
.25in
6.35 mm

# Color

Color usage

Only variations shown here are approved for use.

On light

#00B9F2

#231F20

On dark


#FFFFFF

On blue

#FFFFFF
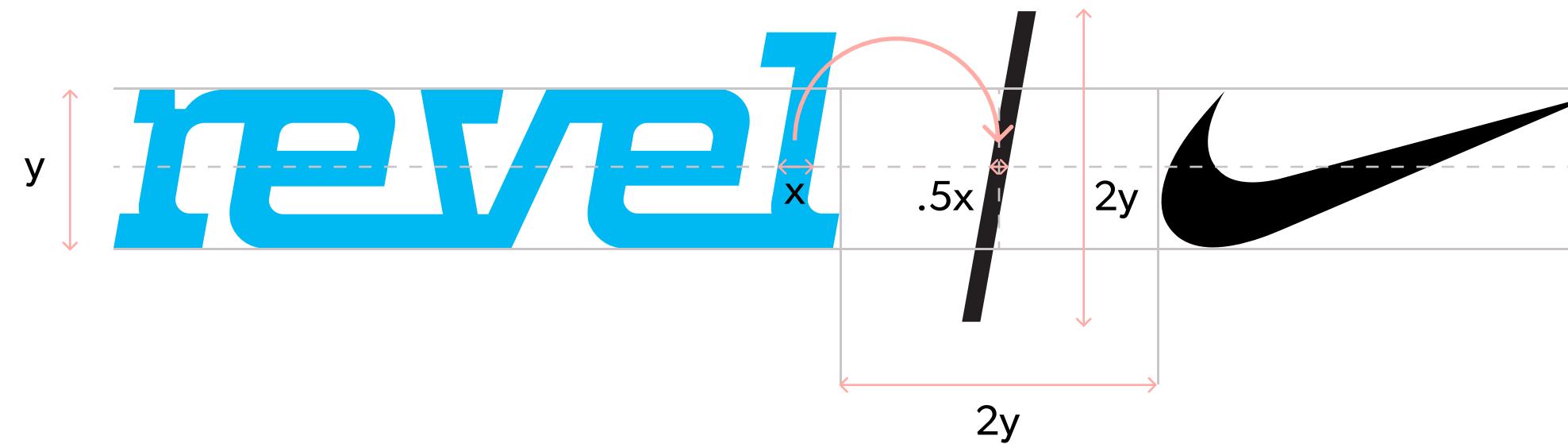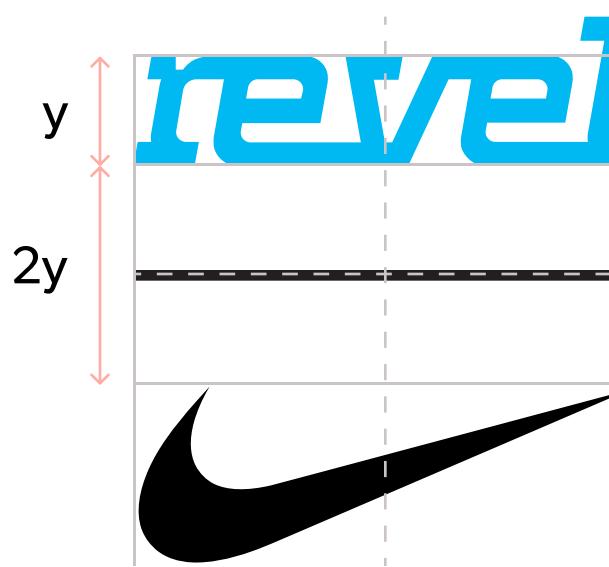
Partners

As we grow, so will the list of those who wish to work with us and vice versa. These guidelines dictate who we'll display logo partnerships from the Revel POV.

We Move
People

revel
Hop on
&
Go →

revel
Shared Electric Mopeds

Download & Go
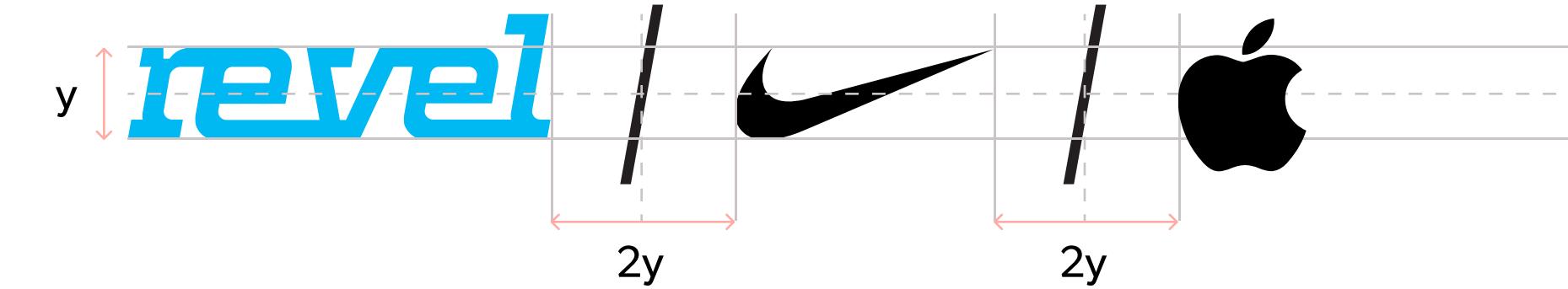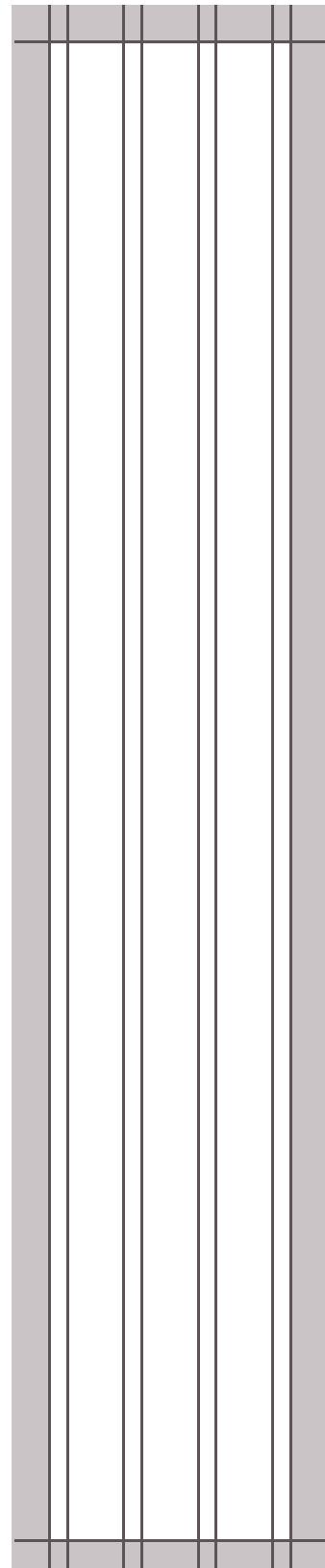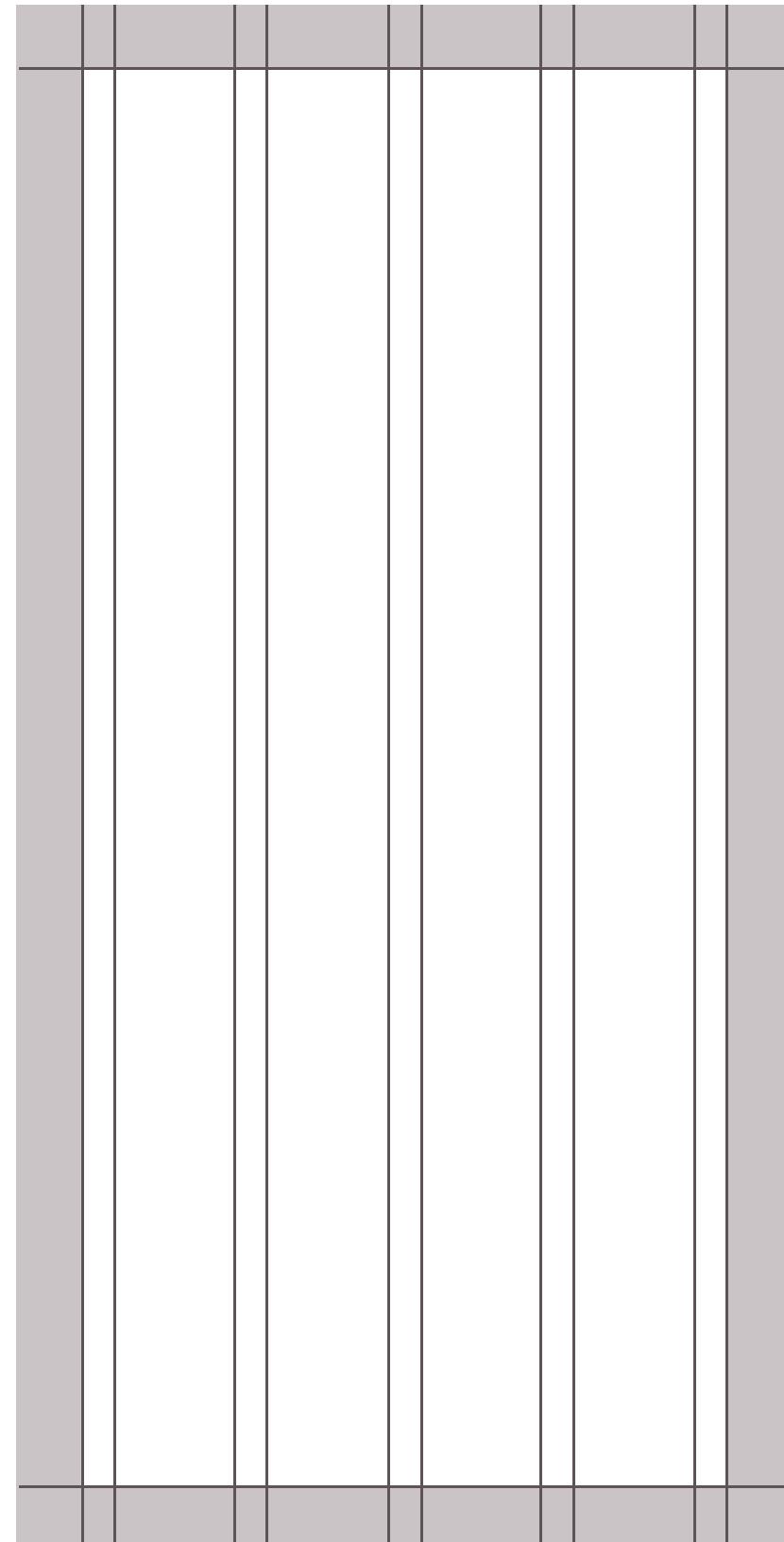
Composition
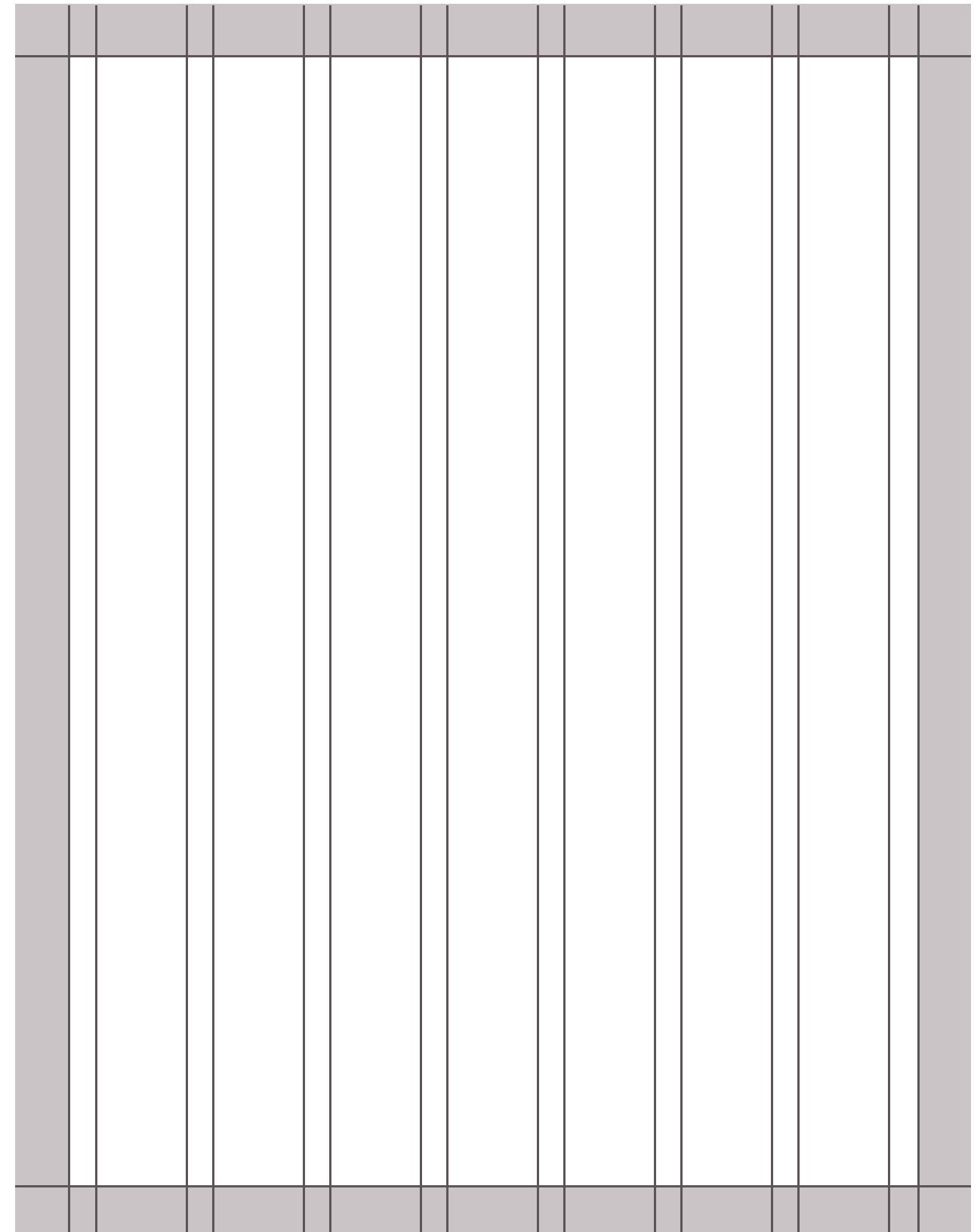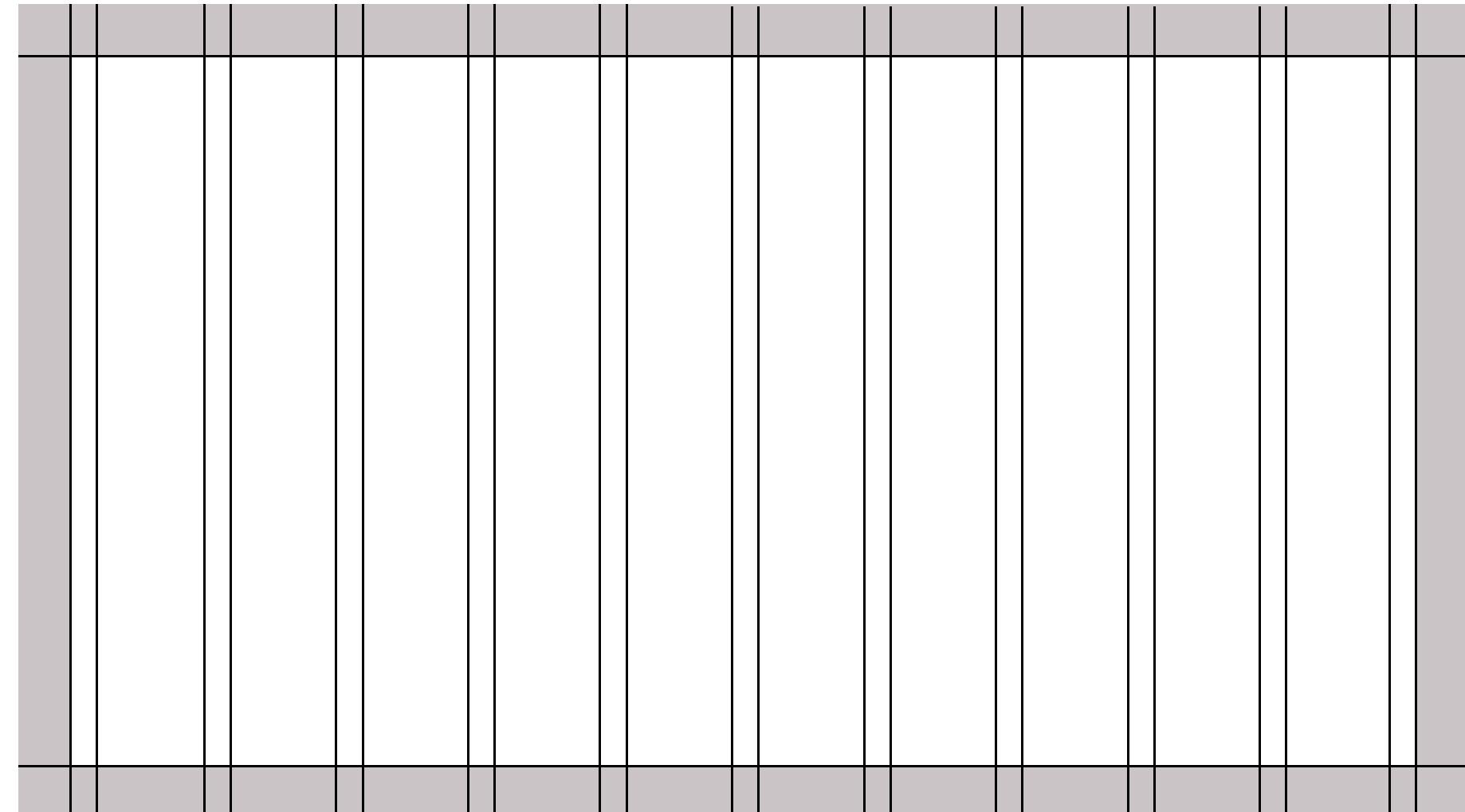
Columns

3 Column

4 Column

6 Column

9 Column

16:9

12 Column

Banner Ad
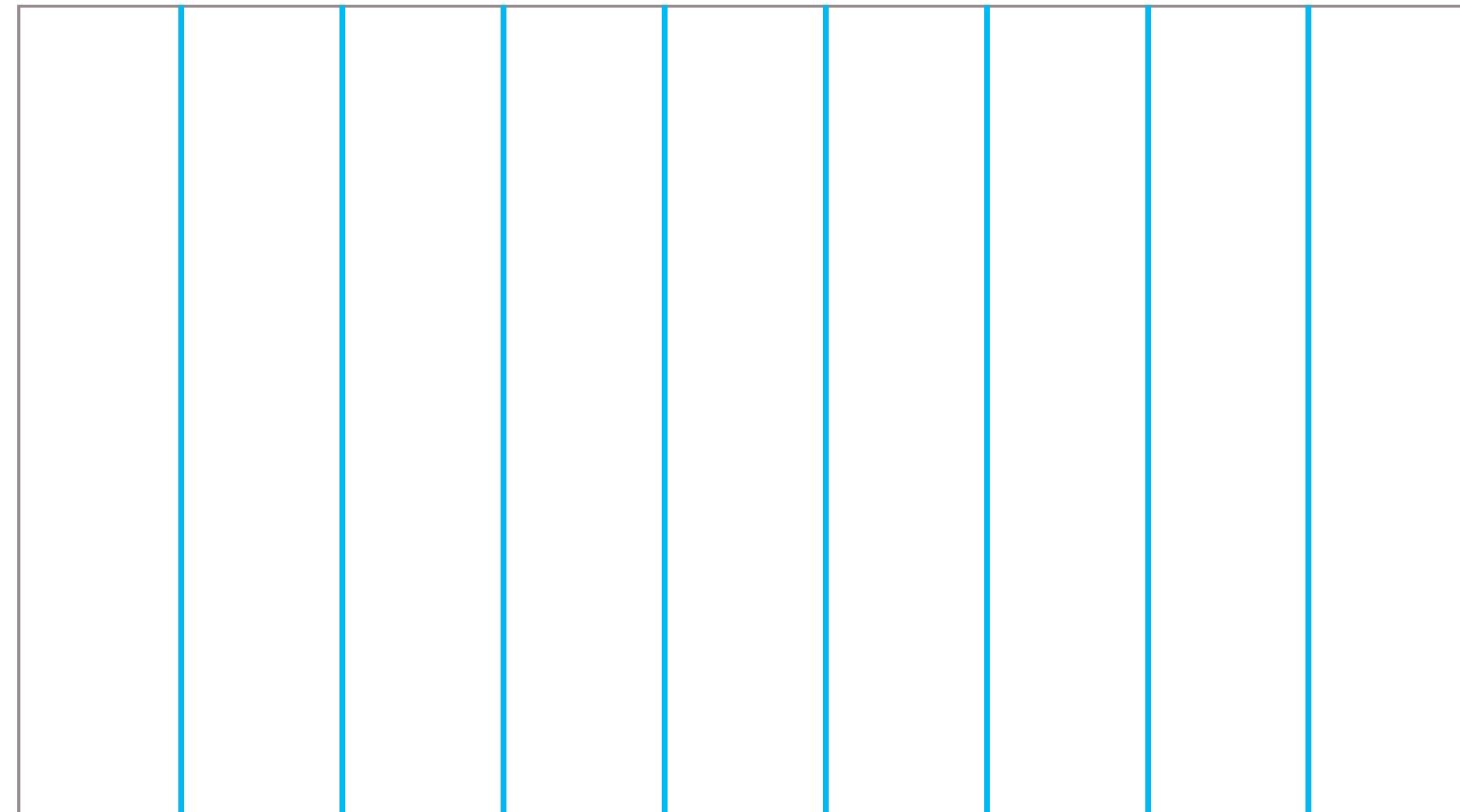
Banner Ad
Signage

Letter

Banner Ad
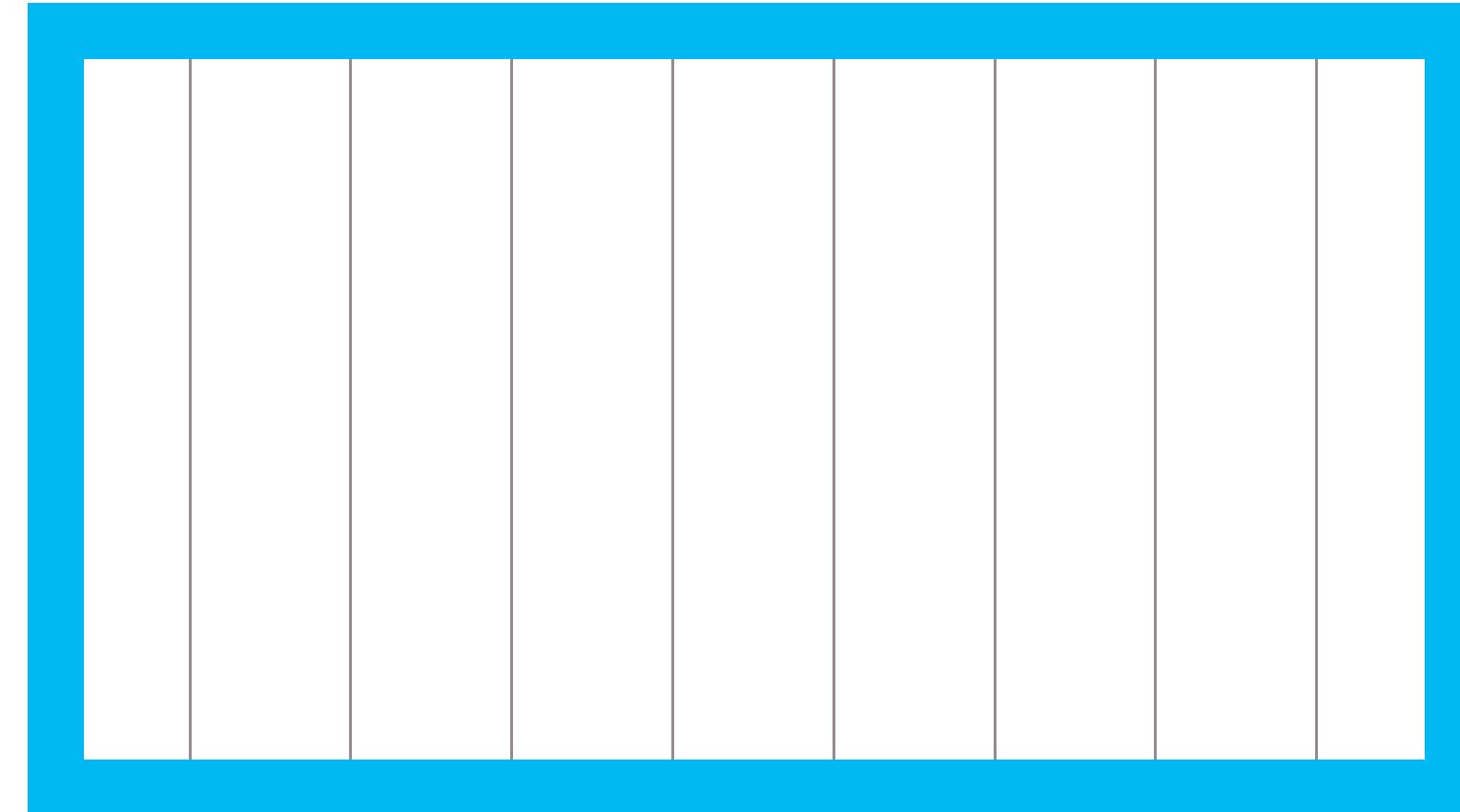
Setup

How to set up the grid and determine base unit size for the composition.
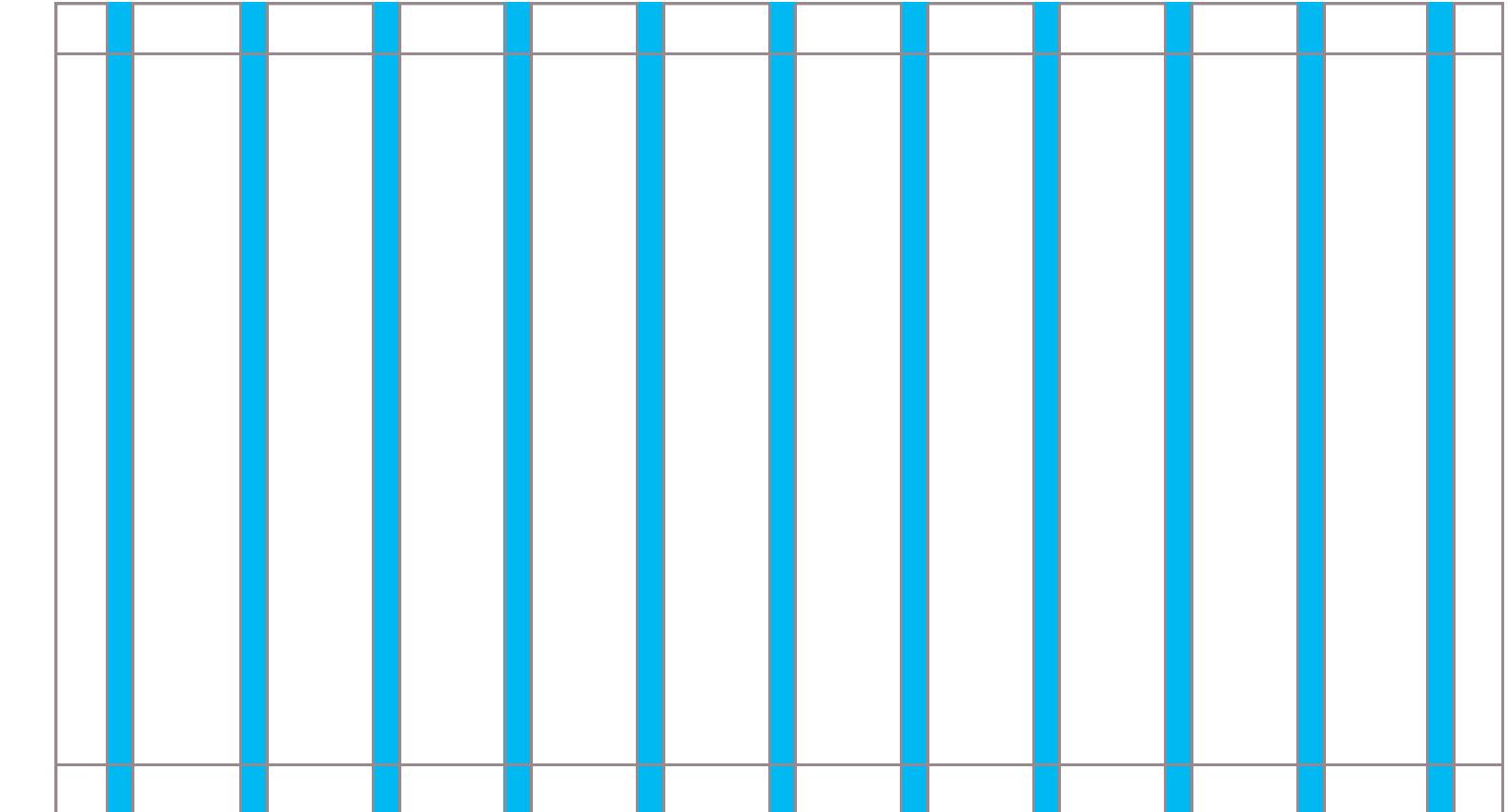
Columns
Determine number of columns appropriate for your composition.

Margins
All around margins are **1/3** of a column width and also determine the base unit size.
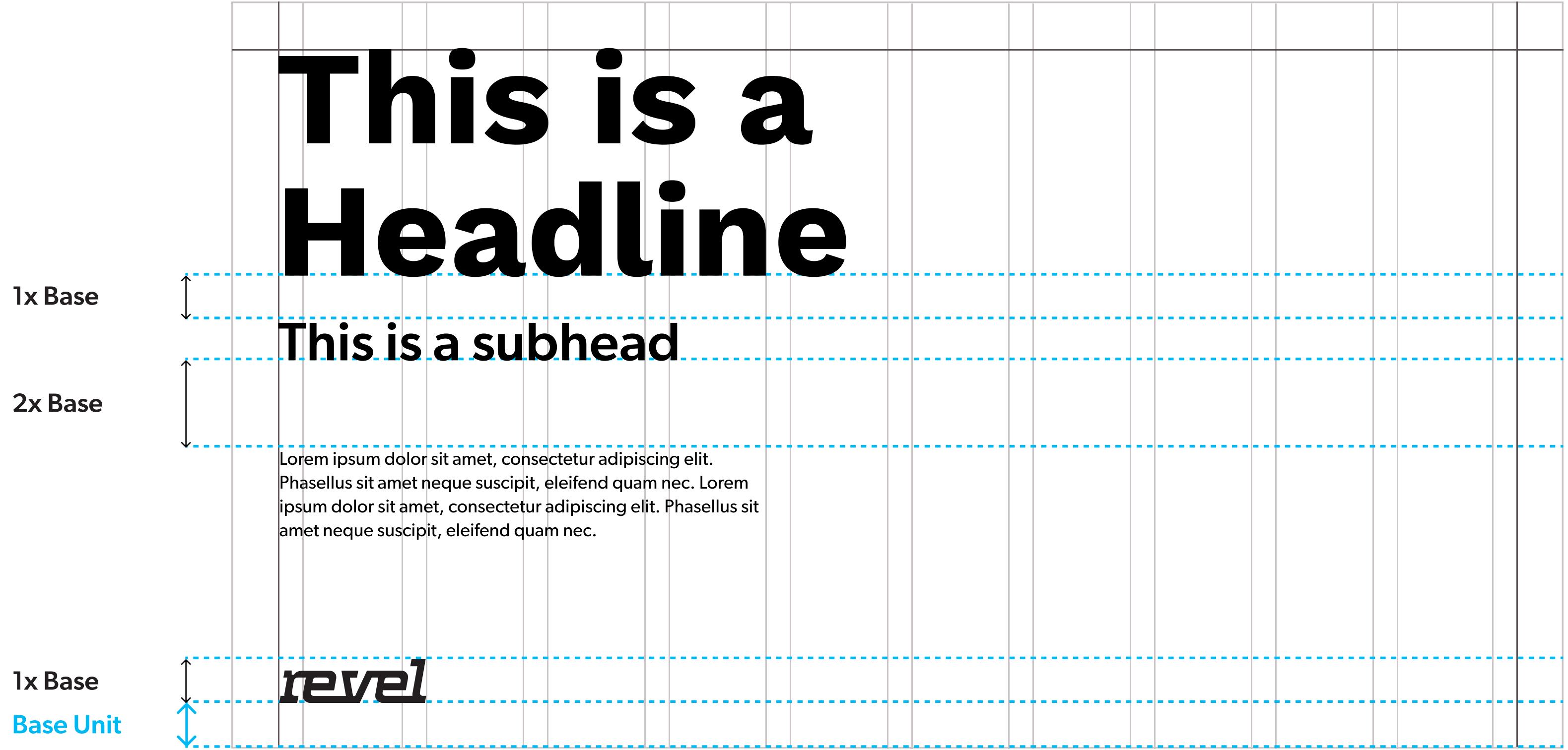
Gutters
Gutters are **1/2** the width of margins

Base Unit

The base unit size will determine the size of all other elements in the composition.

This is a Headline

1x Base

This is a subhead

2x Base

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet neque suscipit, eleifend quam nec. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet neque suscipit, eleifend quam nec.

1x Base

revel

Base Unit

Typography

Families

Our type is chosen to feel functional, but also imperfect and human. Our family employees slightly awkward elements and unexpected characteristics to create a personality that is heard, but not loud.

While Work Sans is our primary family, and Gibson is the secondary one, for more functional and body copy use cases.

Emotional

Functional

Work Sans Black

Work Sans Bold

Gibson Medium

Gibson Regular

Hierarchy

The basic type hierarchy and layout is based on the base unit size determined by the grid setup.

Always left aligned.
Always bold Work Sans.

Eyebrow ⎯⎯⎯⎯⎯
Work Sans Bold
Size: 1/2 Subhead
Case: All Caps

Headline ⎯⎯⎯⎯⎯
Work Sans Bold
Size: **2x** base height
Leading: 100%

Subhead ⎯⎯⎯⎯⎯
Gibson Medium
Size: **1/2** Headline
Leading: 110%

Body ⎯⎯⎯⎯⎯
Gibson Book
Size: **1/3** Subhead
Leading: 130%

Logo ⎯⎯⎯⎯⎯
Size: **1x** base height

THIS IS AN EYEBROW

This is a Headline

This is a subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet neque suscipit, eleifend quam nec.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet neque suscipit, eleifend quam nec.

revel

GO
WHERE
BUSES
DON'T

revel
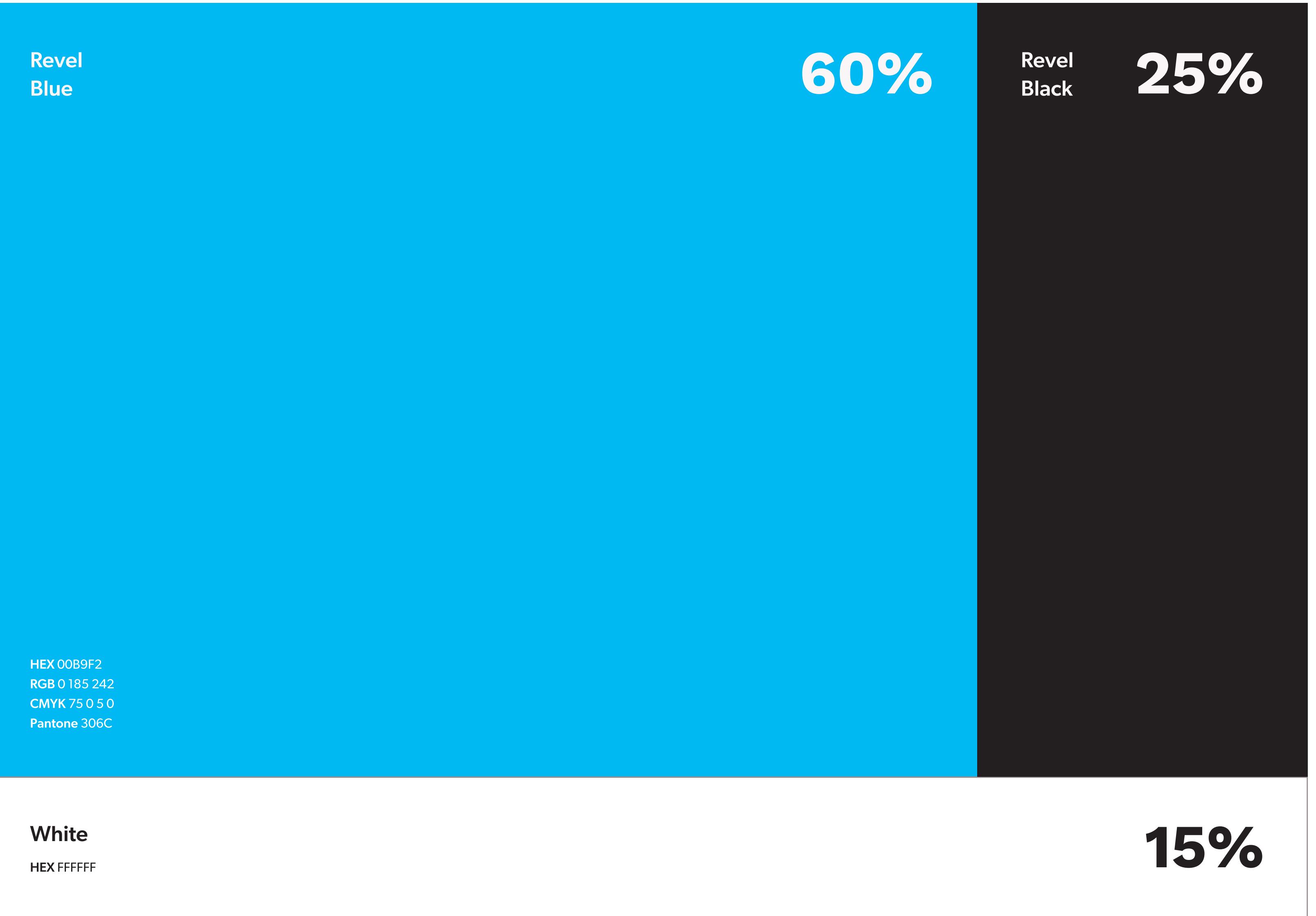
Color

Primary

Blue is how we stand out and make our voice heard. It should be present in first and early communications with users where the emotional element is more important.

Black and white are primarily for text color and for more functional communications.

Revel
Blue

60%

Revel
Black

25%

HEX 00B9F2
RGB 0 185 242
CMYK 75 0 5 0
Pantone 306C

White

15%

HEX FFFFFF
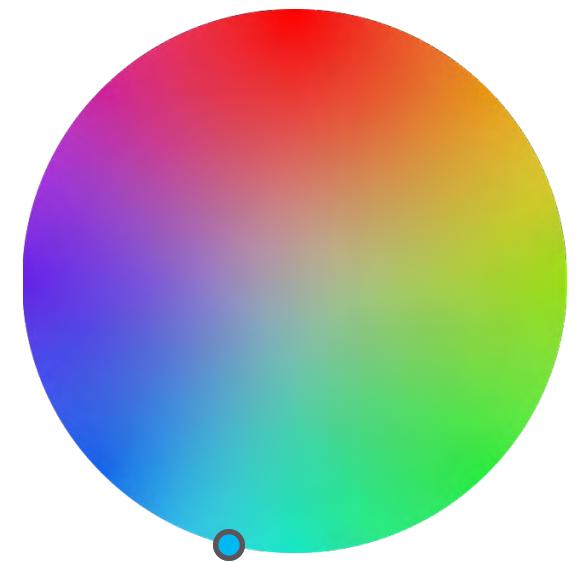
Combos

Blue is how we stand out and make our voice heard. It should be present in first and early communications with users where the emotional element is more important.

Black and white are primarily for text color, and for more functional communications.

We Move People

Hop on & Go

revel

We Move People

Hop on & Go

revel

We Move People

Hop on & Go

revel

We Move People

Hop on & Go

revel

We Move People

Hop on & Go

revel

We Move People

Hop on & Go
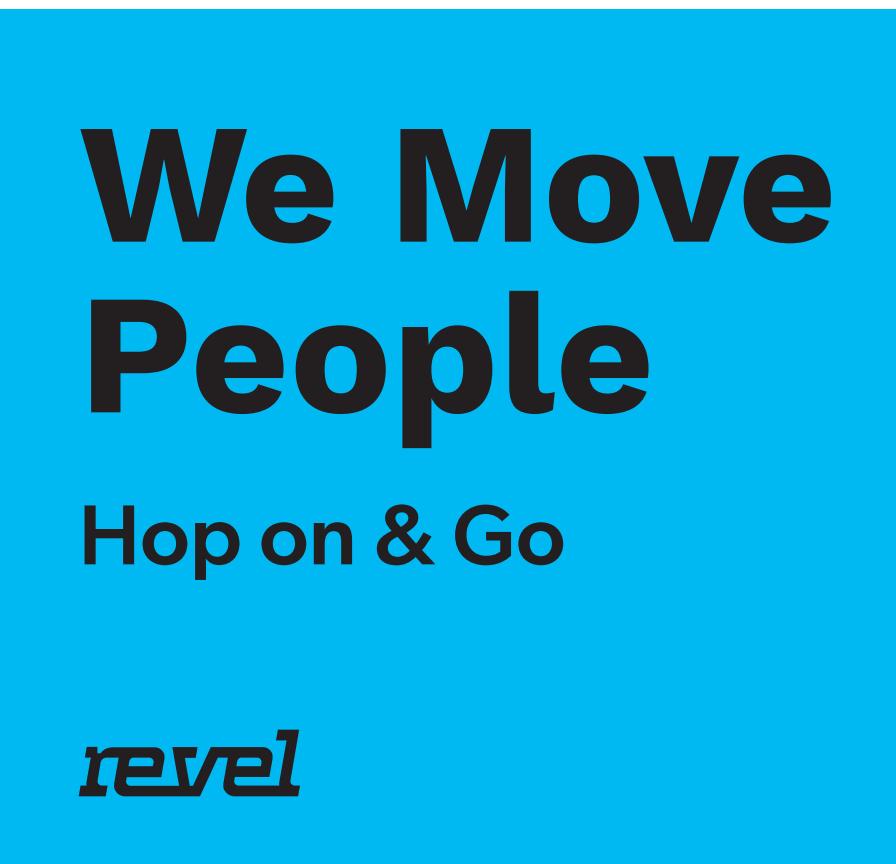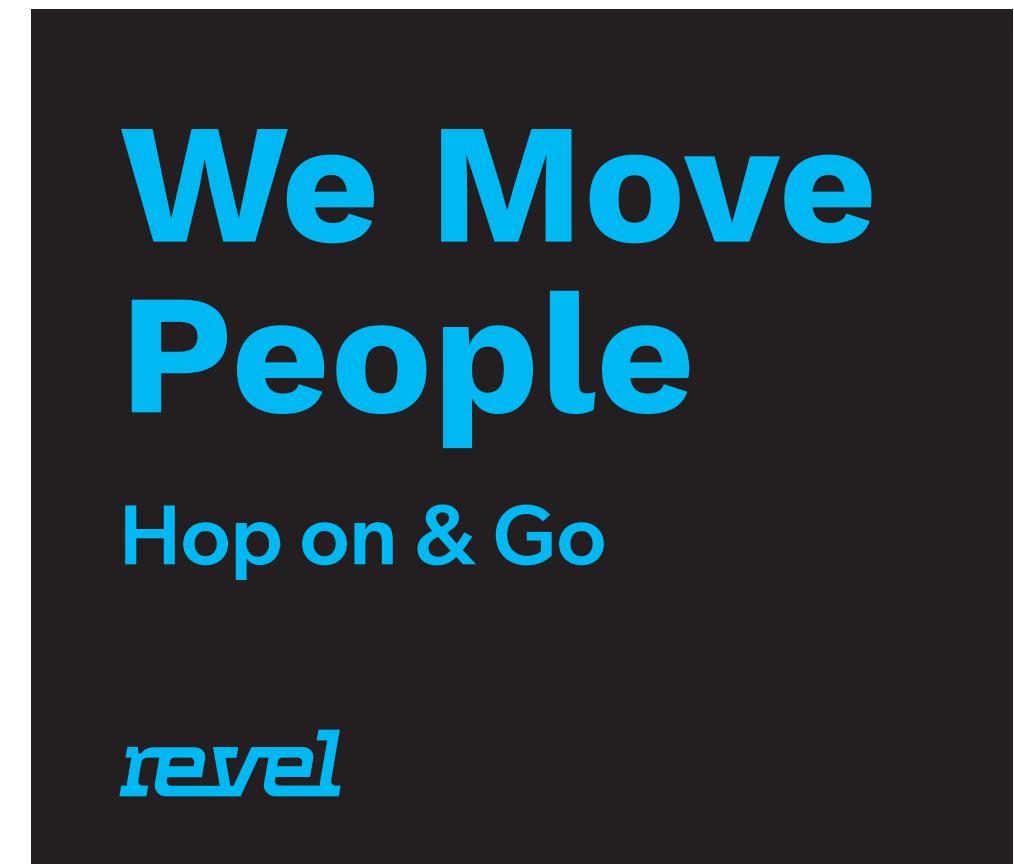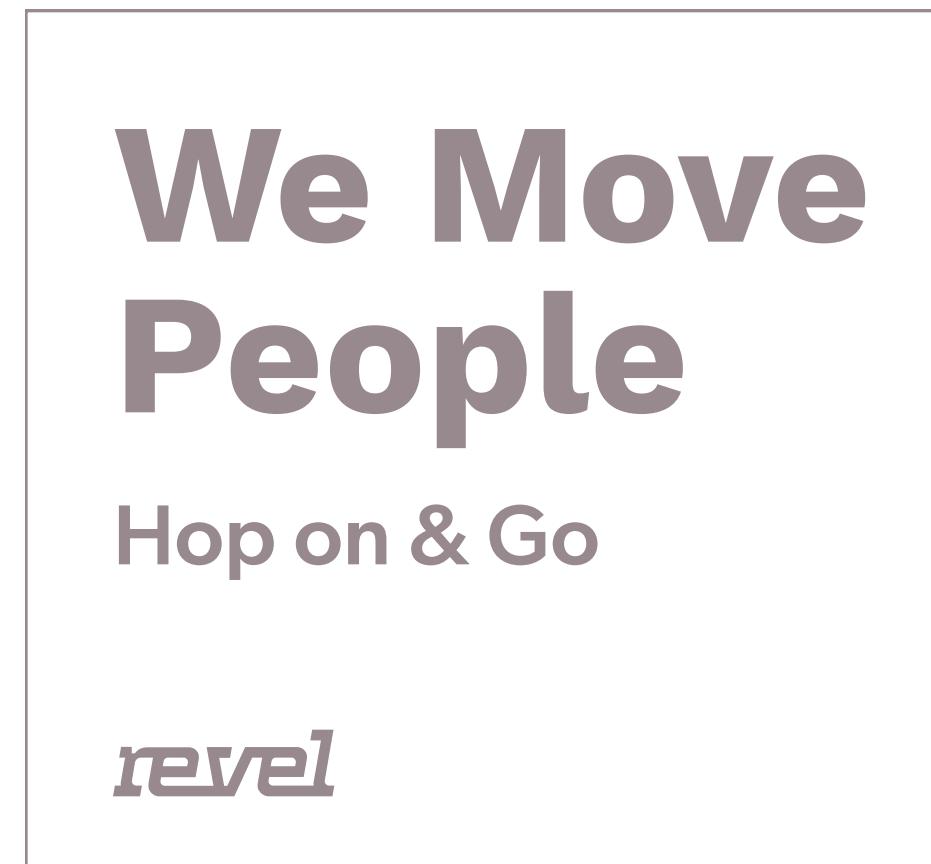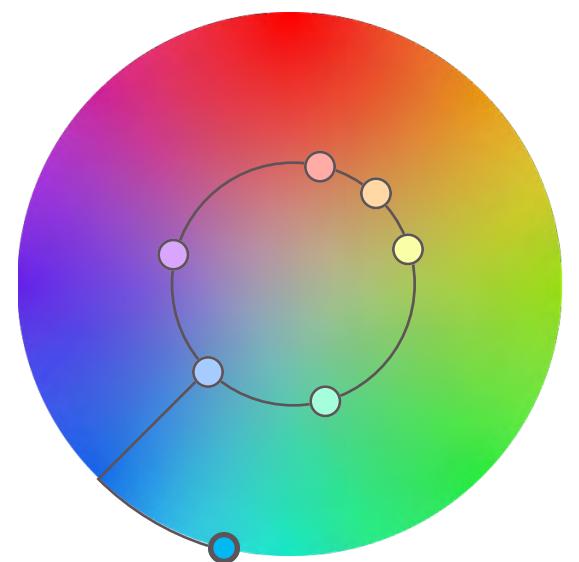
revel

Secondary

Our secondary colors are to be used sparingly, and should only be used on follow-up communications and touch points with audiences that have previously been exposed to our Revel.

Branching from our Revel Blue, the secondary colors begin rotating on its hue by 30° but have a Saturation level of 35 and Vibrance level of 100.

Blue 60 HEX E3EFFF	**Purple 60** HEX F3E3FF	**Purple 60** HEX FFE5E3	**Orange 60** HEX FFF3E3	**Yellow 60** HEX FDFFE3	**Green 60** HEX E3FFF4
Blue 70 HEX D4E6FF	**Purple 70** HEX ECD4FF	**Purple 70** HEX FFD7D4	**Orange 70** HEX FFECD4	**Yellow 70** HEX FCFFD4	**Green 70** HEX D4FFEE
Blue 80 HEX C4DEFF	**Purple 80** HEX E6C4FF	**Pink 80** HEX FFC8C4	**Orange 80** HEX FFE6C4	**Yellow 80** HEX FBFFC4	**Green 80** HEX C4FFE8
Blue 90 HEX B5D5FF	**Purple 90** HEX DFB5FF	**Pink 90** HEX FFBAB5	**Orange 90** HEX FFDFB5	**Yellow 90** HEX FAFFB5	**Green 90** HEX B5FFE1
Blue 100 HEX A6CCFF	**Purple 100** HEX D8A6FF	**Pink 100** HEX FFA099	**Orange 100** HEX FFD8A6	**Yellow 100** HEX F9FFA6	**Green 100** HEX A6FFDB
Blue 110 HEX 86A6CF	**Purple 110** HEX AF86CF	**Pink 110** HEX CF8B86	**Orange 110** HEX CFAF86	**Yellow 110** HEX CACF86	**Green 110** HEX 86CFB2
Blue 120 HEX 677F9E	**Purple 120** HEX 86679E	**Pink 120** HEX 9E6A67	**Orange 120** HEX 9E8667	**Yellow 120** HEX 9A9E67	**Green 120** HEX 679E88
Blue 130 HEX 47586E	**Purple 130** HEX 5D476E	**Pink 130** HEX 6E4A47	**Orange 130** HEX 6E5D47	**Yellow 130** HEX 6B6E47	**Green 130** HEX 476E5E
Blue 140 HEX 28313D	**Purple 140** HEX 34283D	**Pink 140** HEX 3D2928	**Orange 140** HEX 3D3428	**Yellow 140** HEX 3C3D28	**Green 140** HEX 283D35

Content

Our photography and videography is a visual representation of who Revel is. Each piece of content should reflect our values, message and overall tone.

Assets →

Themes

How we represent Revel through our social.

FUN

Never forced—just real and authentic experiences. By showcasing fun, we are able to communicate the feeling of riding Revel.

EXPLORATION

Highlight the places that Revel can take you. Even a boring commute can be exciting when taking a Revel.

AUTHENTICITY

We move many different kinds of people, and it's important to highlight all of them.

SAFETY

Safety is important to us and the consumer. Be direct, but ever present.

Subjects

Our goal is to feature a wide range of people (age, race, People are relatable gender, sexual orientation, ability, class, body type, etc.) who reflect our broad audience of riders around the world. Subjects are not intended to look like professional models. Subjects are ideally real riders. If none can be found, cast models that look like real riders. Dress, hair, and makeup should all feel authentic to the subject's area and reflect that area's diversity. Cast people with expressive & outgoing personalities.

Genuine   Yes

Not Authentic   No

Composition

Depending on channel and use case, composition will change. Utilize the rule of thirds and make sure the background is complementing the subject instead of competing with it. Where distractions exist, use a high depth-of-field. When shooting for text overlay, have the subject on the far side of the frame, and make sure the background is not busy.

Highlight the subject and the activity, movement, and connection they are experiencing by keeping composition simple.
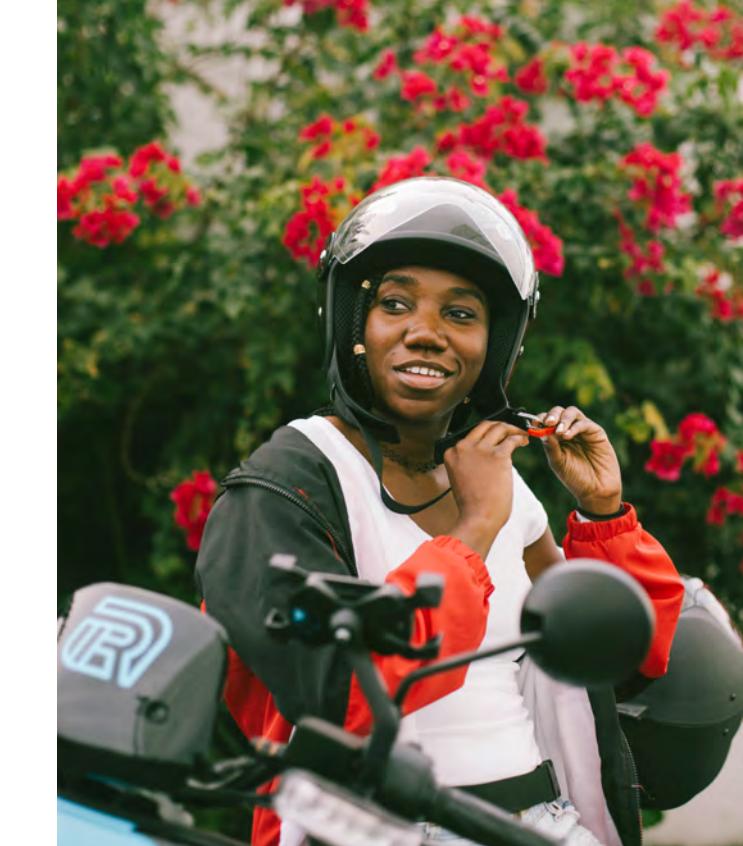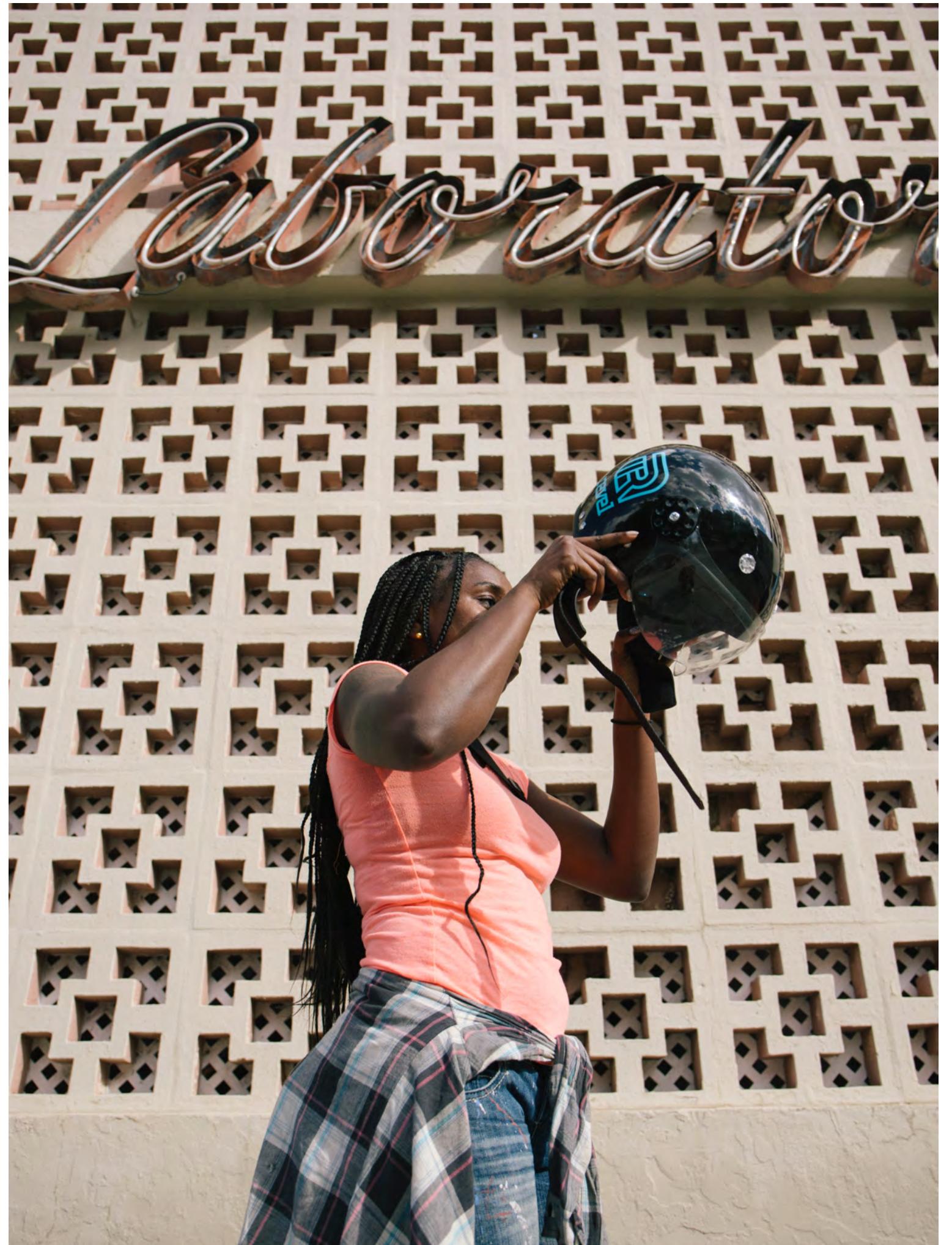
Color

Create an inviting and relatable feel with realistic lighting and color. Lighting appears like natural light. The photos should have a warm, welcoming feel, with bright tones that catch your eye. Because the Revel color is very distinct, try not to have similar colors around.

In post, do not over saturate the colors. The image should look natural.

Movement

Capturing movement, showcases the emotion of riding, the speed of the vehicle and the experience of the trip. Because the Revel is moving at fast speeds, it's important to maintain stability when capturing the subject. Utilize wide shots to show the environment, and tight shots to see emotion.

In post, utilize quick cuts and speed to convey the fun and excitement of riding Revel.

Voice & Tone

What's the difference?

Our voice is how we behave. It's the unique and distinct expression of our brand personality and values. It's the embodiment of our brand as a character through the words we use and the content we produce.

Our tone of voice is how we speak. It's less about our personality and more about our attitude. It's how we use the words and change them depending on the audience or platform.

Voice

The Revel voice is inextricably linked to our brand pillars and personality.

PLAYFUL   BOLD   APPROACHABLE

We are forthright and direct when educating our riders and informing our communities leaving out all the confusing business-speak. We're confident in our approach, but we're here to listen to our community. We value realness and lend a refreshing point of view that captures the attention of our riders. And above all, we don't take ourselves too seriously.

Tone

The pillars which support how we craft all of our communications.
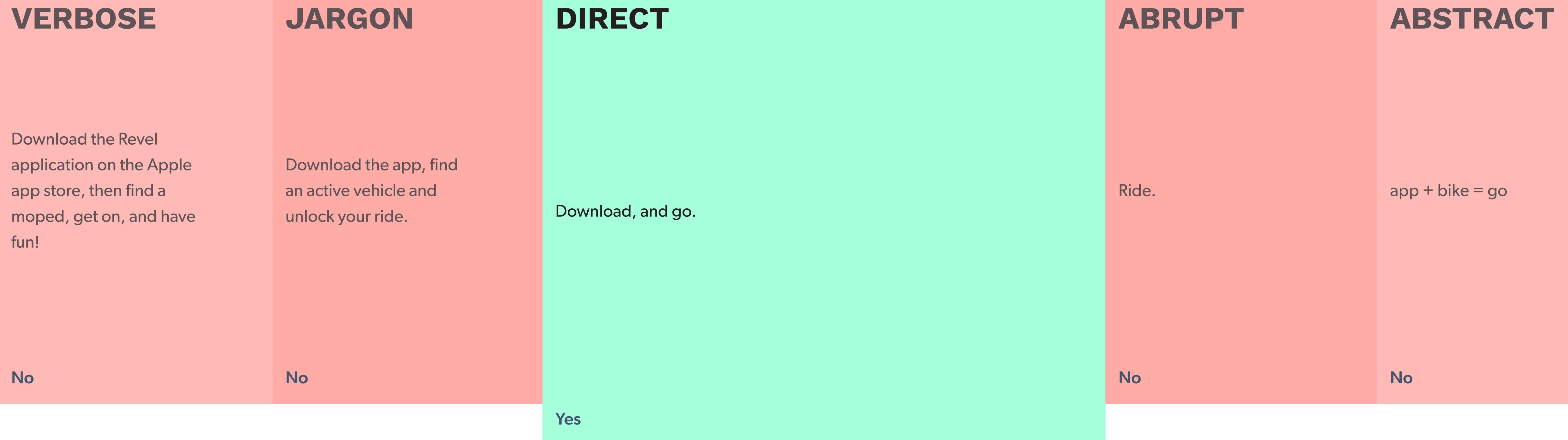
| DIRECT | GUTSY | WITTY | HUMAN |

Direct

Our communication needs to be direct and easy to understand. There's a lot of information we need to share with our riders, so it's important we do that without the confusion of extra words and unnecessary jargon.

VERBOSE	JARGON	DIRECT	ABRUPT	ABSTRACT
Download the Revel application on the Apple app store, then find a moped, get on, and have fun!	Download the app, find an active vehicle and unlock your ride.	Download, and go.	Ride.	app + bike = go
No	No	Yes	No	No

Gutsy

Riding a Revel can leave you feeling empowered and a little fearless. Our communication should inspire that feeling without sounding reckless, so don't be afraid to stand out. We can be energetic with our language, but without shouting to our users. (Remember, bold not brazen).

TIMID	INDIFFERENT	GUTSY	RECKLESS	EXTREME
We think the next step is easy.	It's pretty easy to Revel.	It's easier than you think.	Just get on and ride, it's easy.	No helmet, no problem.
No	No		No	No
		Yes		

Witty

We're playful with a little edge so our communication should have the right dose of witty. Use humor when appropriate, but don't force it. Sound natural, otherwise just aim for friendly.

CHEESY	CONTRIVED	WITTY	SARCASTIC	CRASS
Safety is important so, protect that noggin!	Protect that dope head of hair, wear a helmet.	Wear a helmet, brains are cool.	Not like anything BAD can happen from not wearing a helmet, right?	Wear a helmet, or die.
No	No	Yes	No	No

Human

The best part of Revel are the humans that ride them. The way we speak to our riders should be natural and conversational, like we're speaking from one friend to another. Be positive and engaging, but not overly saccharine or annoying.

ROBOTIC

Your form of payment is invalid or lacking funds. Provide active form of payment, and refresh.

No

CORPORATE

Looks like your credit card has been declined. Please update payment with a new card.

No

HUMAN

Sh*t, looks like we were unable to process your payment. Please review your details and try again.

Yes

PHONY

Dang, seems like unfortunately your payment is no good. We'd be more than happy to reprocessed once a new card has been provided.

No

CLOYING

Aw shucks, that credit card's no good. We'll immediately process the payment and resolve the issue once you provide a new payment method. :)

No

Channels

Each channel has its own voice, but all tell the story and showcase the values & goals of Revel.

Social
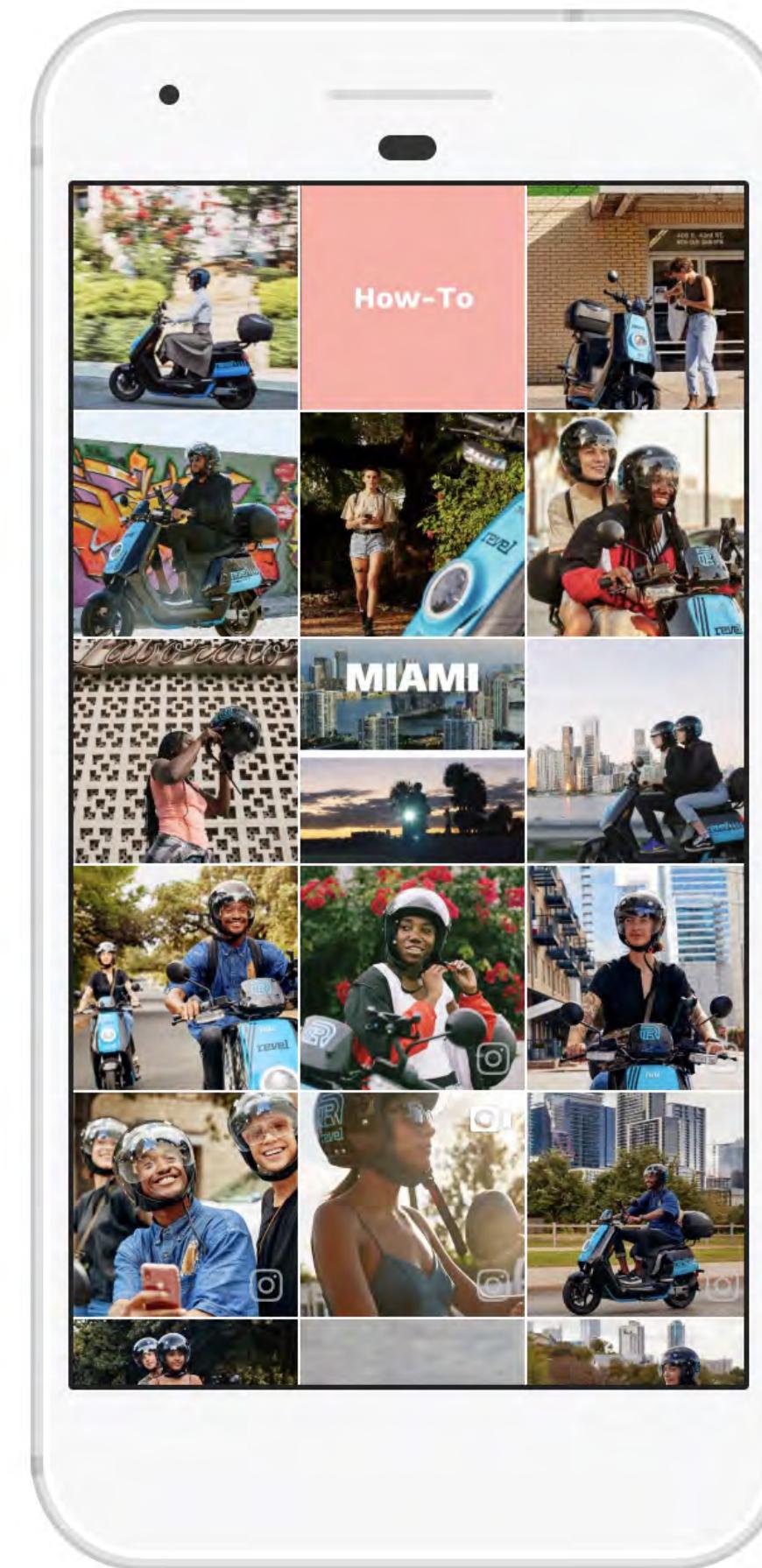
Our social is a way communicate our vision and showcase our brand to the world. By highlighting our riders and the places they explore, we make our followers feel connected to Revel.
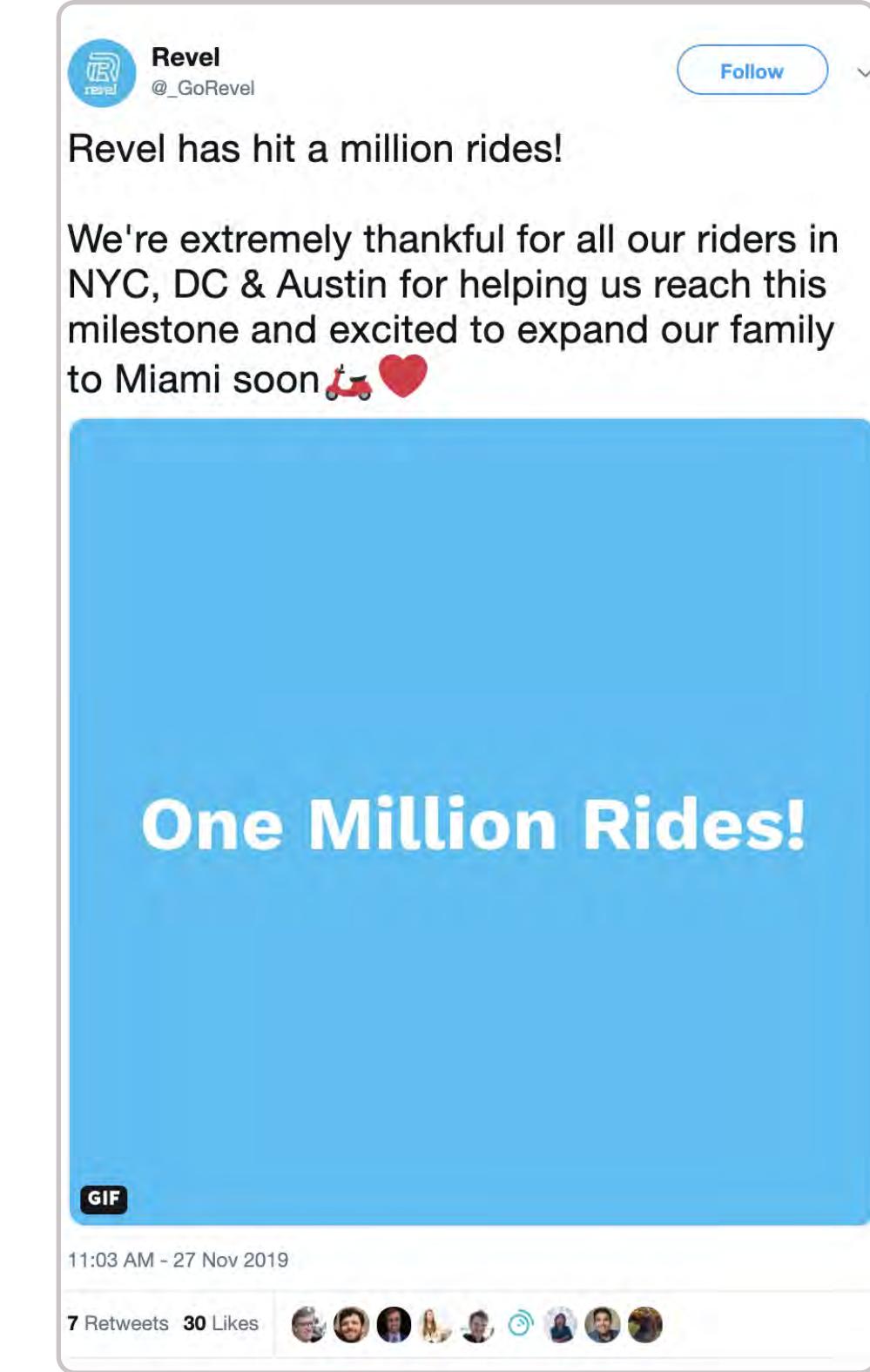
Goals:
Generate awareness of Revel on a global scale

Nurture and convert highly active users

Instagram

Twitter

Revel @_GoRevel   Follow

Revel has hit a million rides!

We're extremely thankful for all our riders in NYC, DC & Austin for helping us reach this milestone and excited to expand our family to Miami soon 🙏❤️

One Million Rides!

GIF

11:03 AM - 27 Nov 2019

7 Retweets 30 Likes

Facebook

Revel
Published by Sid Ali [?] · November 7 · ⚙

Guys.. riding a Revel is very fun and easy but that doesn't mean you shouldn't practice a bit if it's your first time
Don't just hop on and go if you're not comfortable riding yet.
Stop by for a Free lesson with us 👇
https://gorevel.com/new-york/free-lessons/

GOREVEL.COM
Free Lessons - Revel - Electric Moped Sharing
Welcome to the all-electric moped rideshare that makes getting arou...

87   5
People Reached   Engagements   Boost Post

👍 2

👍 Like   💬 Comment   ↪ Share

Comment as Revel

Paid

Paid media is a way to engage targeted audiences with messaging that push awareness, consideration and conversion.

Goals:
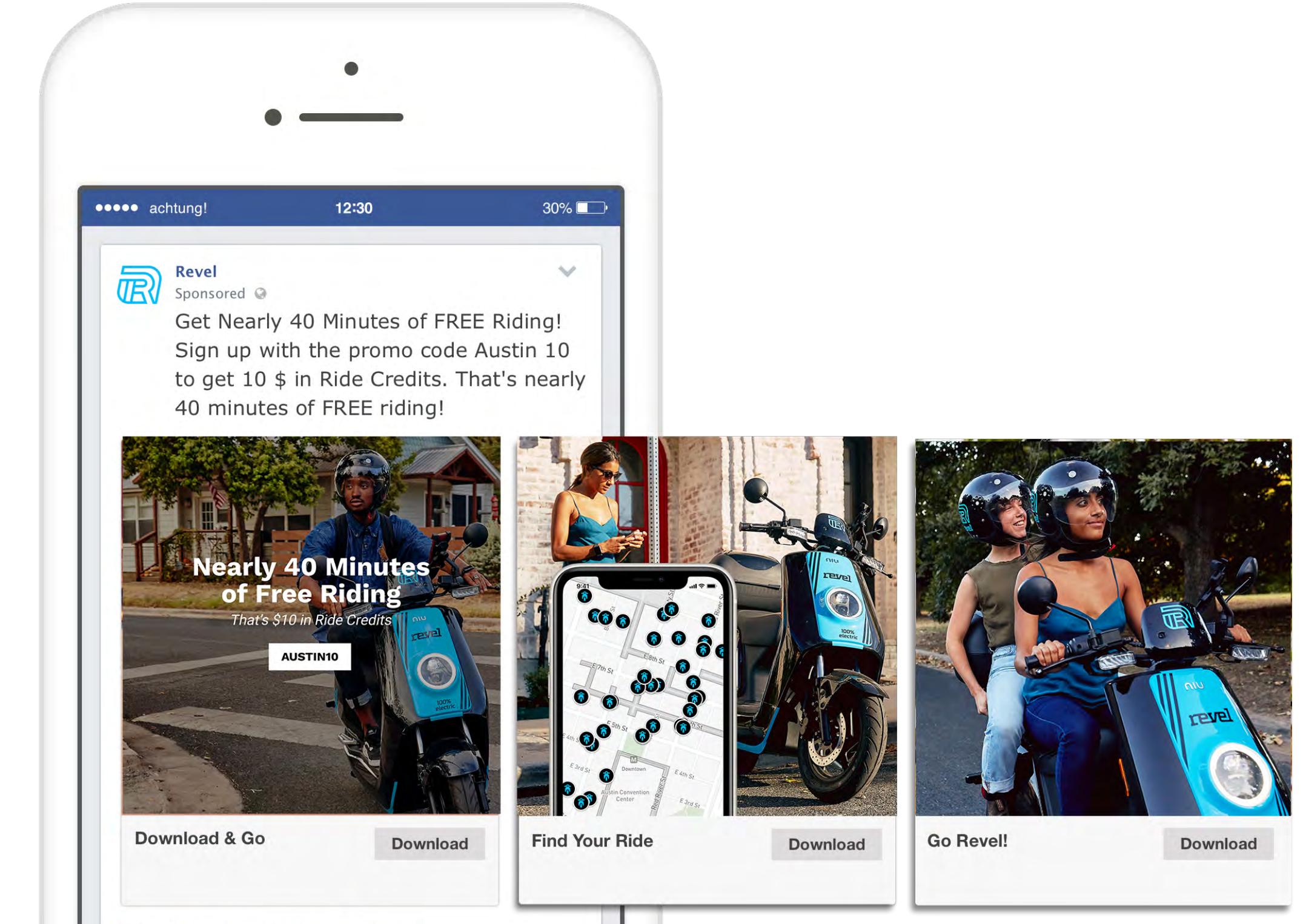
Educate audiences about Revel.

Acquire riders with value props.
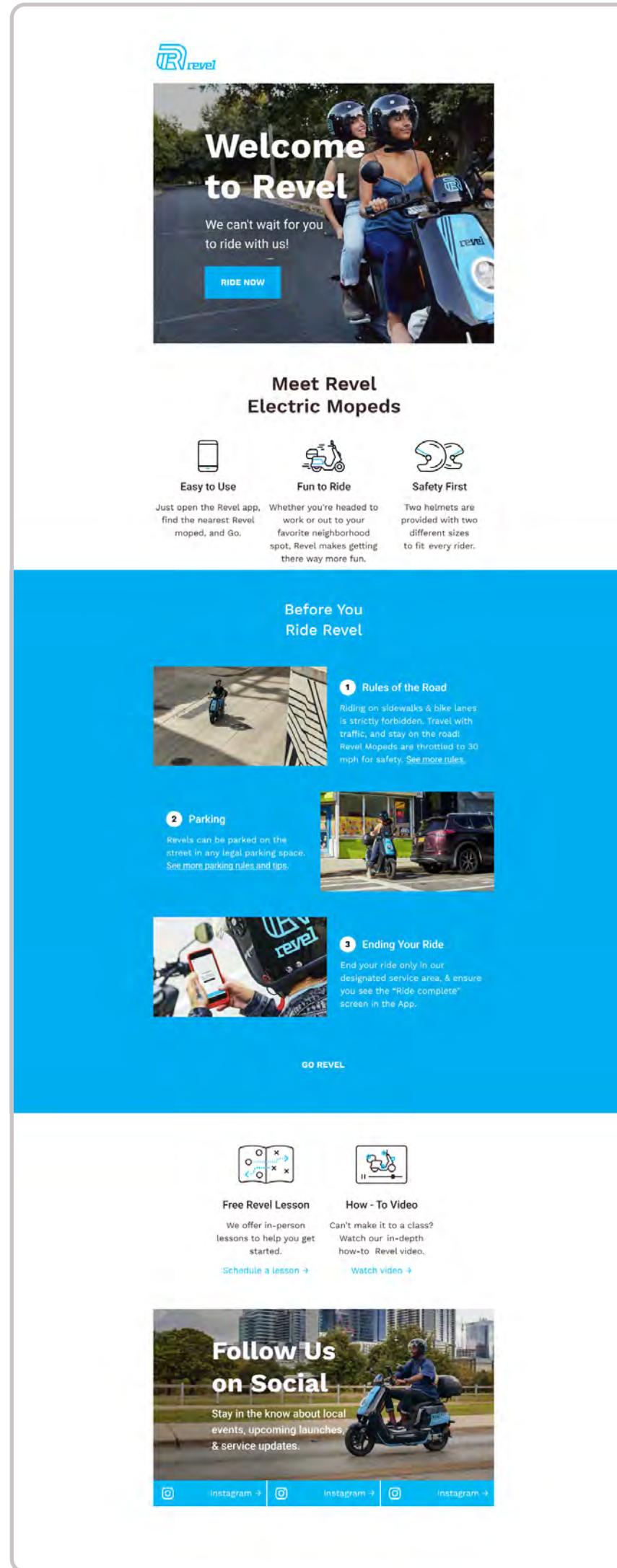
CRM

CRM is a direct line to existing members. By Utilizing offers, news and updates, we keep them engaged with the brand.
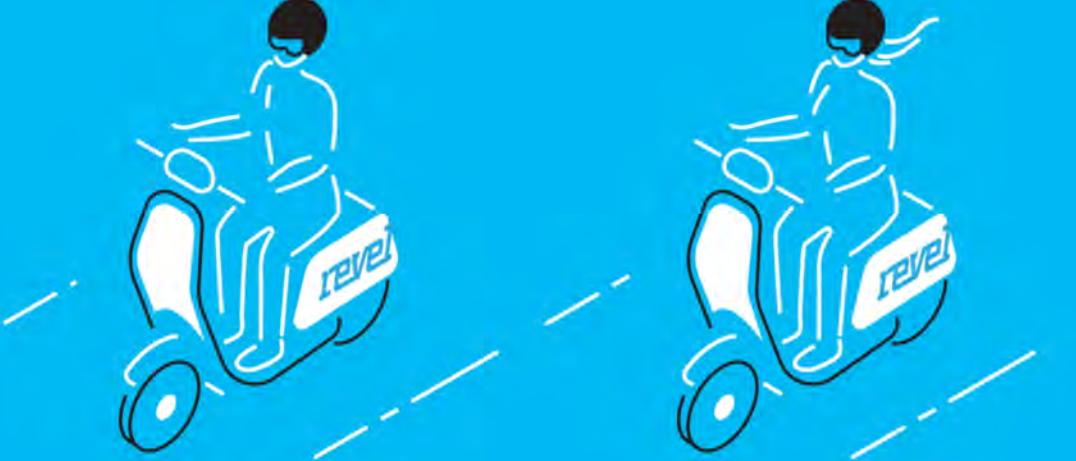
Goals:

Pushing first ride
Re-engagement
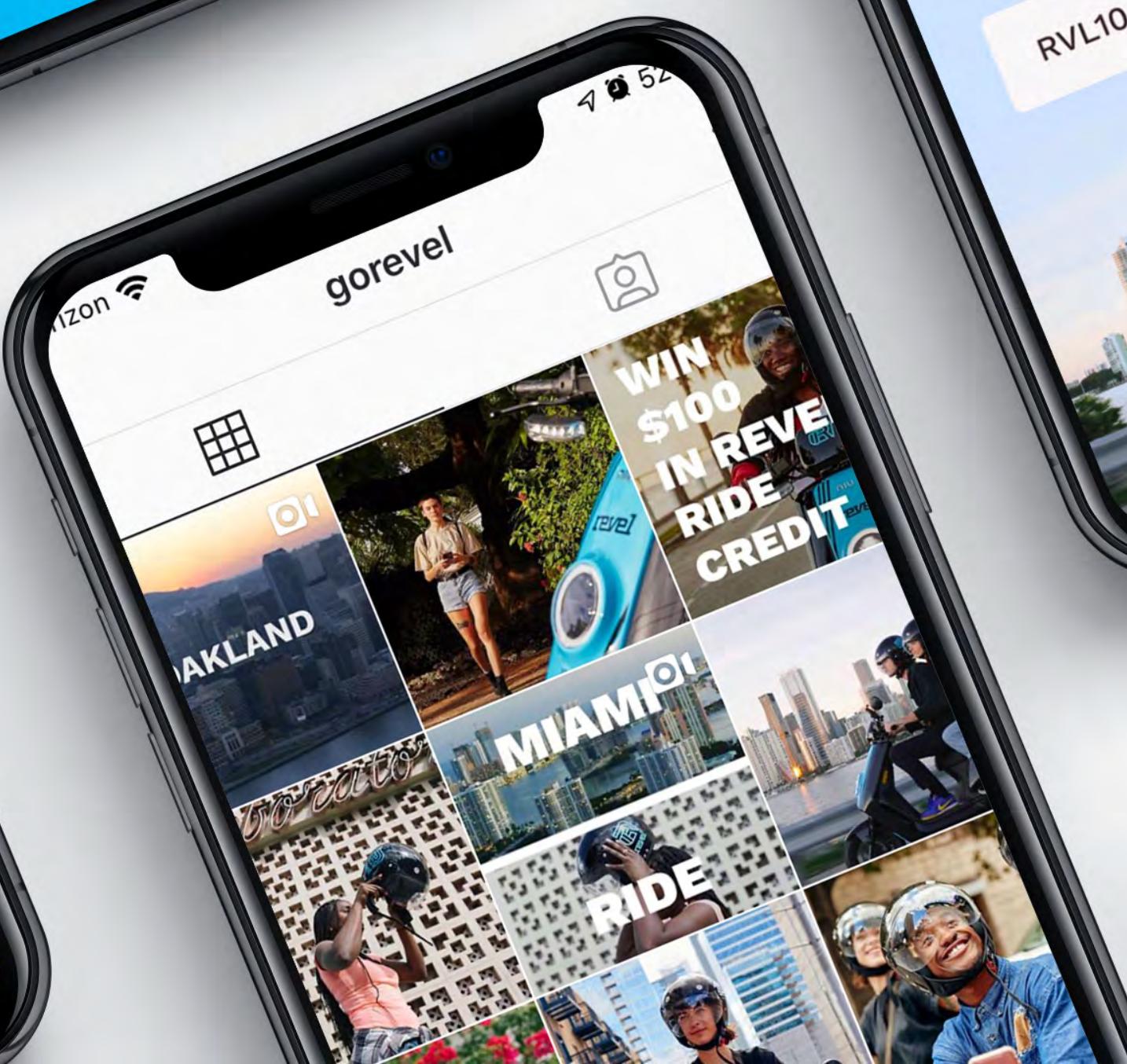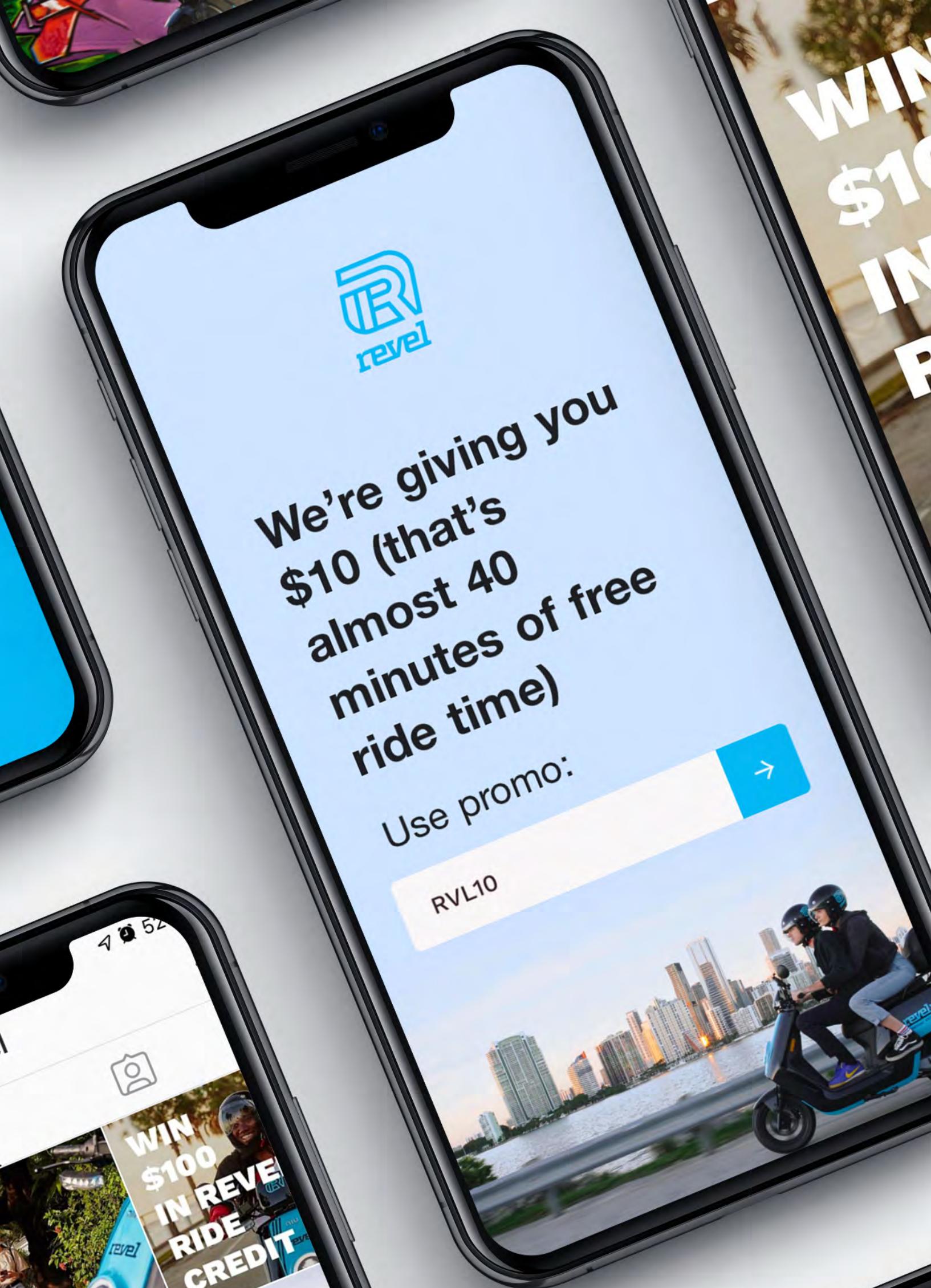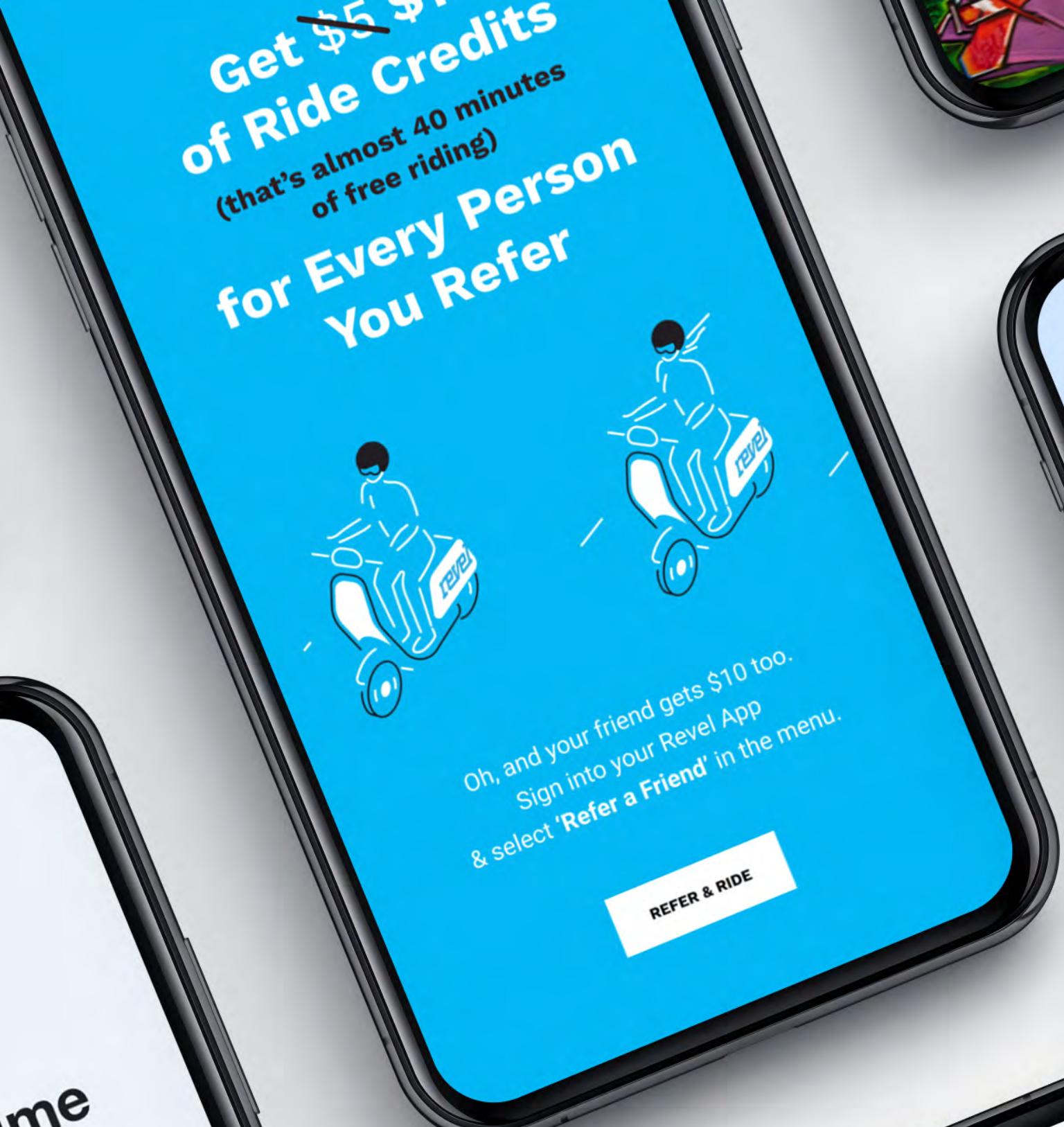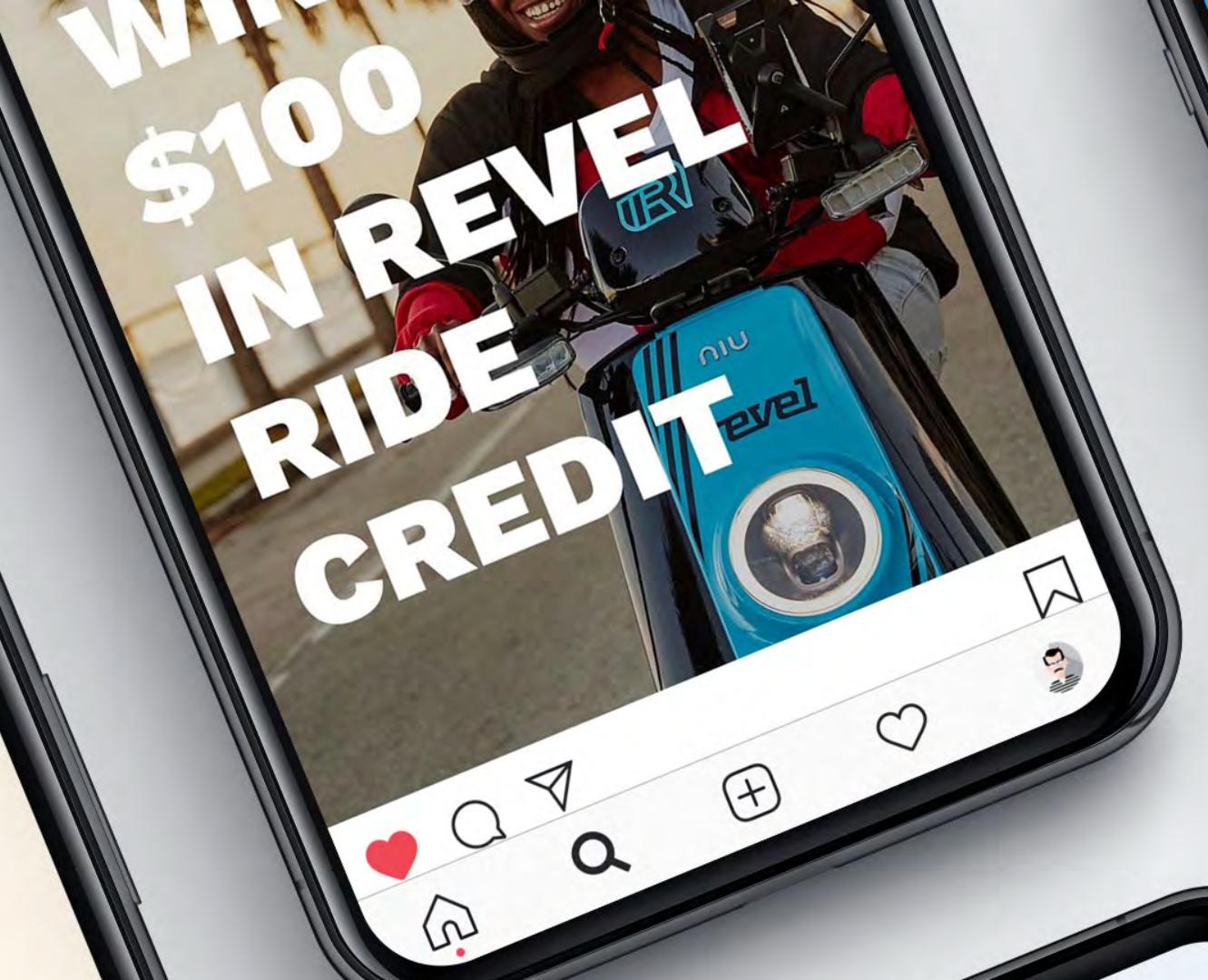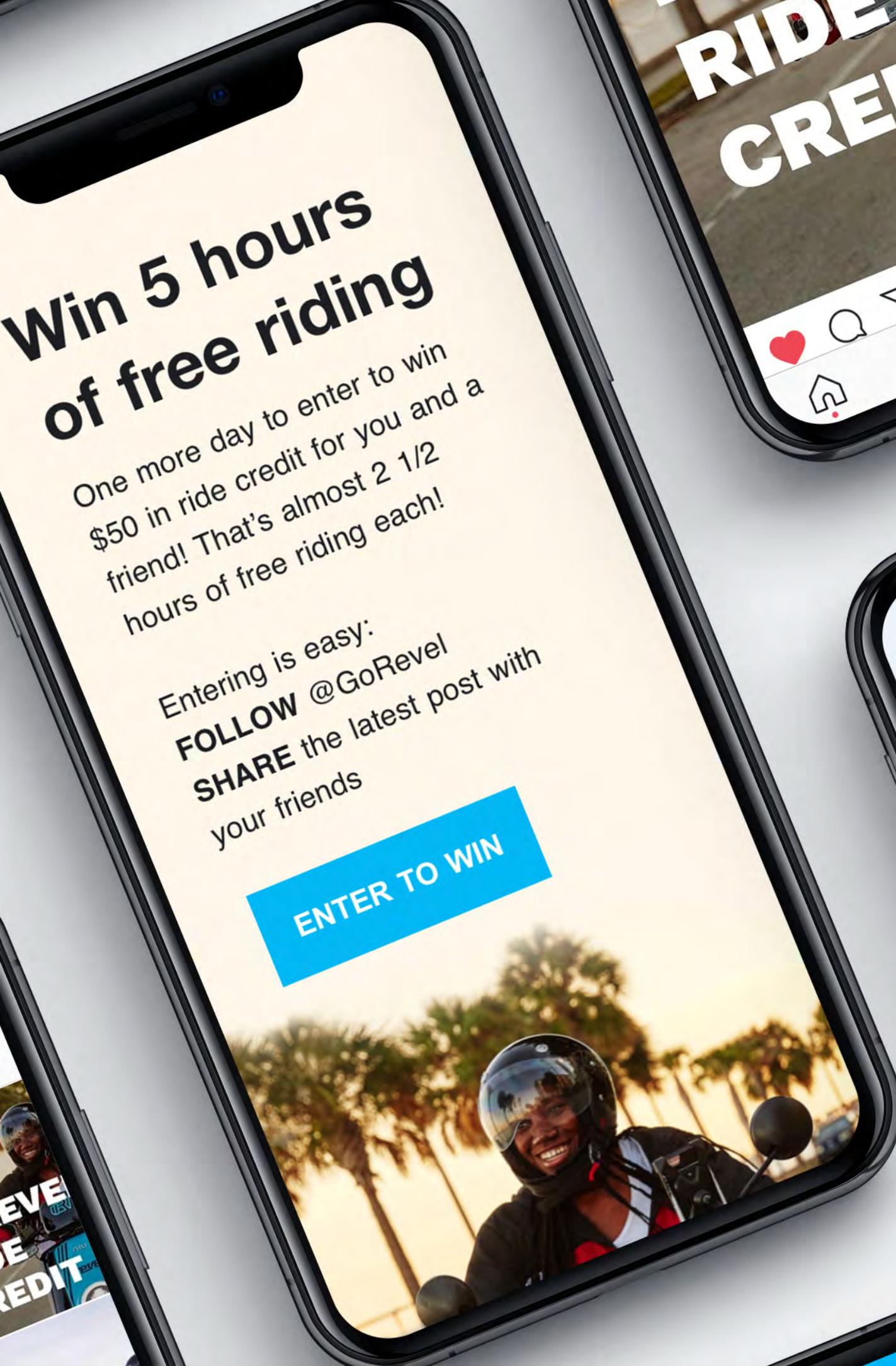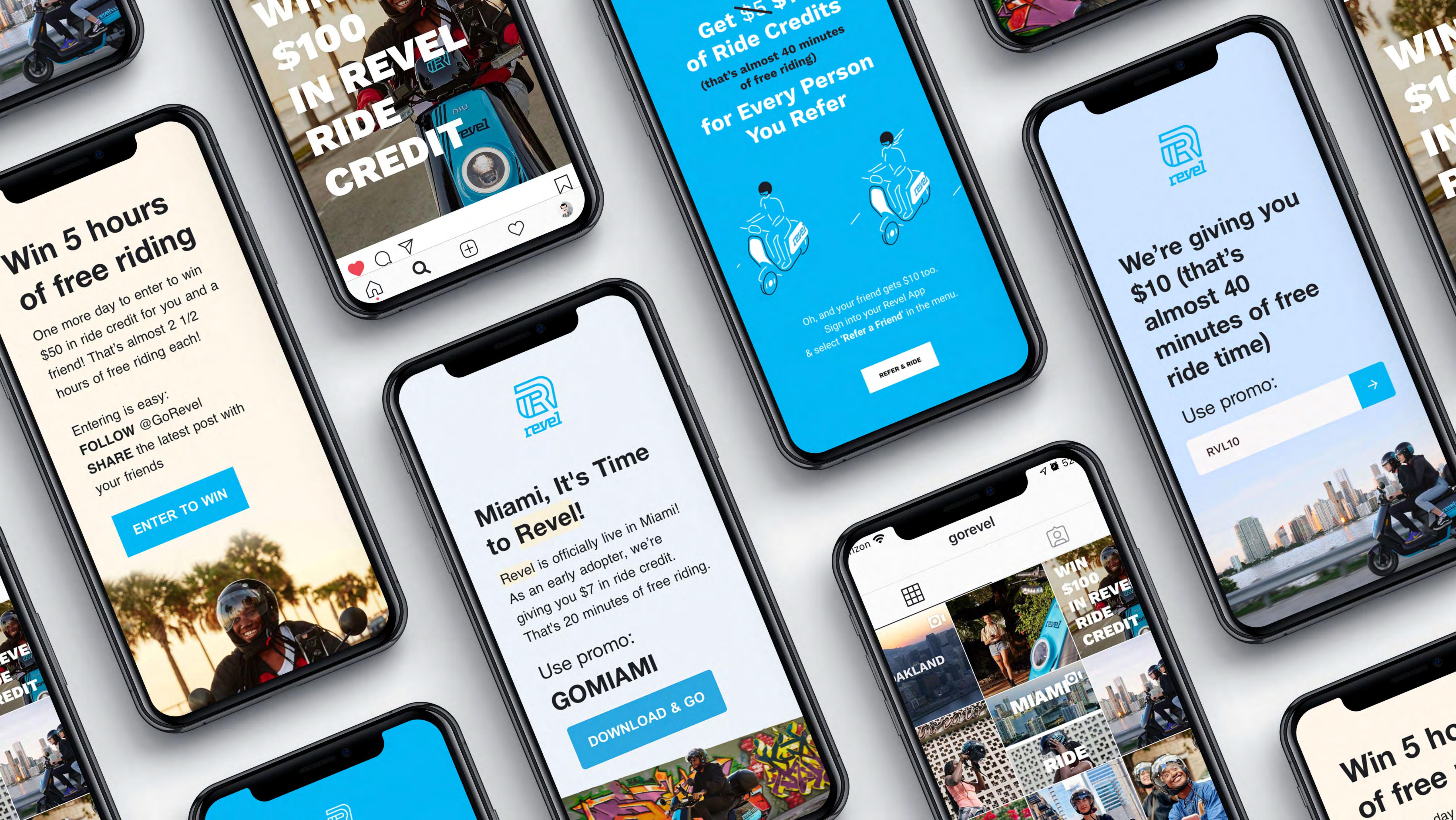
Addendum

The things we couldn't fit elsewhere.

Safety
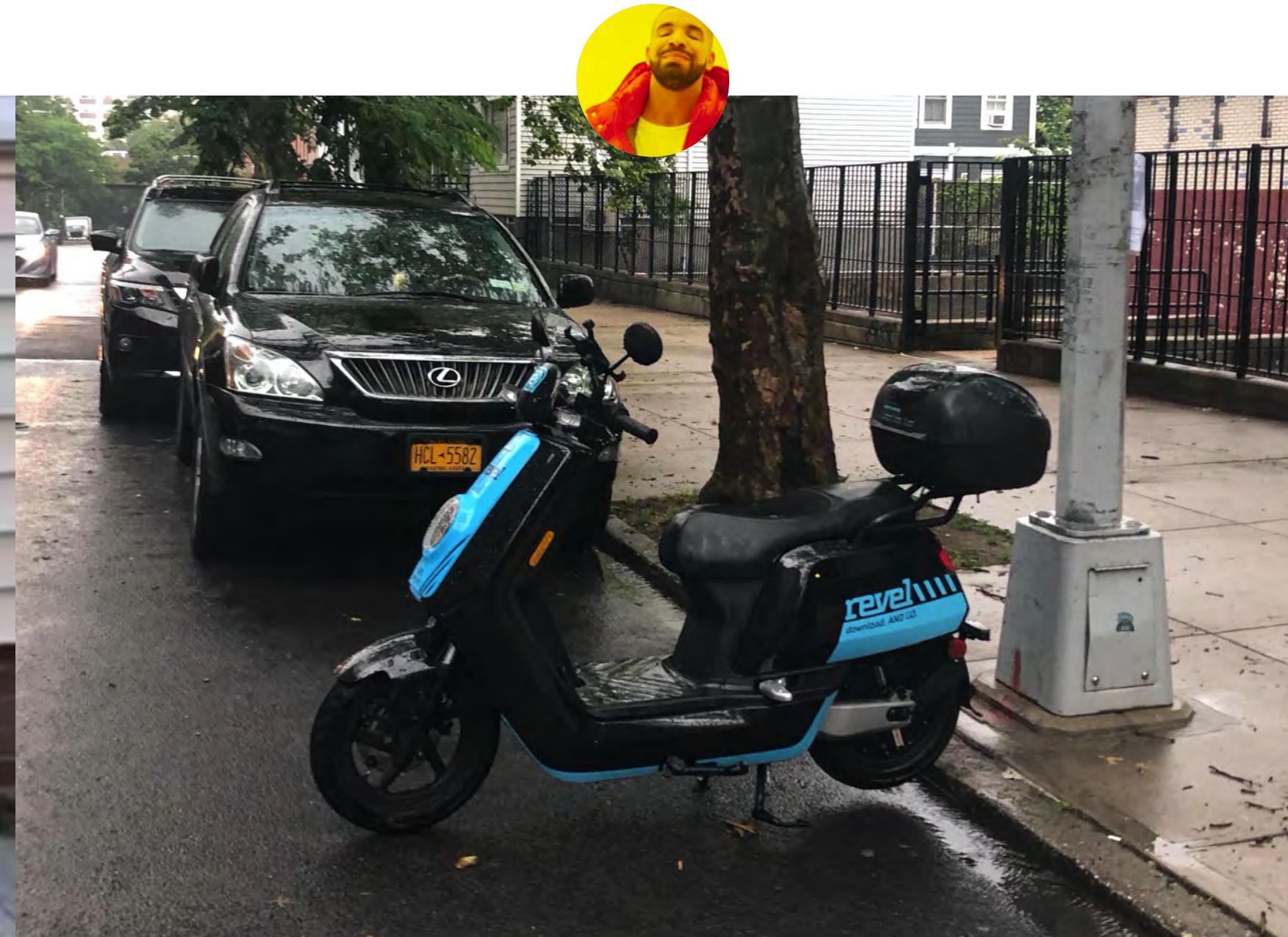
At Revel, we're committed to the
safety of our riders and the people
around them. See our general
guidelines to how we speak about
safety and how we capture it in our
visuals.

Moped, Not Scooter

When speaking to our different audiences, we should always differentiate ourselves from other forms of micro-mobility especially when it comes to mopeds vs. kick scooters.

When addressing our city or government audience, we should (when appropriate) refer to our vehicles as DMV-registered as often as possible. We should reinforce the point that our vehicles can be parked on the streets in legal parking spots.

When addressing our riders, we should reference our vehicles as Revels and mopeds (not scooters).

Ease of Use

We know that riding a moped is not like riding a bicycle, that's why we need to be careful with phrases like "it's easy" or "anyone can do it."

Instead, we should emphasize our implemented safety precautions and functions of the product and service itself.

• We provide 2 sized helmets in your rental
• Our mopeds throttle at safe speeds of 30mph
• We flow with traffic (no riding on bike lanes or sidewalks)
• Lessons available for all our registered riders

There's nothing to it.

So easy, anyone can do it.

revel

Fly past traffic.

So fast, you'll weave right through rush hour.

revel

Download & Go.

With 2 helmets and free lessons, it's never been easier to sign up.

revel

Helmets

We have a 100% helmet policy (regardless of local laws) when it comes to marketing content for Revel.

Anyone riding a moped must have the helmet on and the visor down. Helmet should be properly sized and must be buckled.

Anyone on a stationary moped, should at least have a helmet visible.
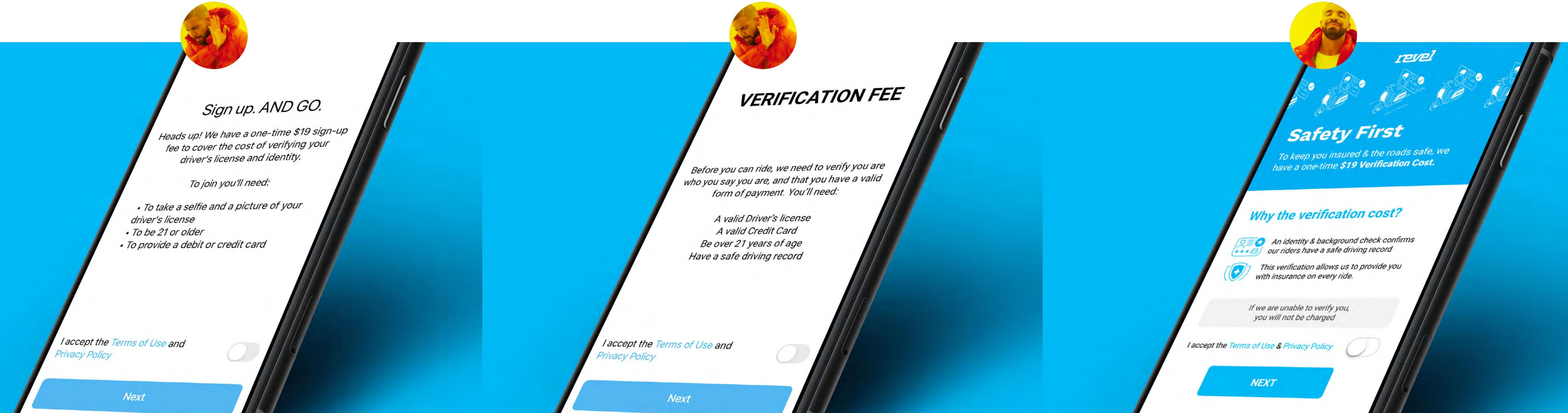
User Registration

Our verification cost is an important safety precaution, and should always be discussed through that lens.

This cost includes several safety precautions & third party insurance.

Rather than focusing on the cost of sign up, the emphasis in our messaging should be on ensuring safer roads and safer riding.

Performing a **driving record check**
Confirming **identity**
Verifying a **valid form of payment**

Sign up. AND GO.

Heads up! We have a one-time $19 sign-up fee to cover the cost of verifying your driver's license and identity.

To join you'll need:

• To take a selfie and a picture of your driver's license
• To be 21 or older
• To provide a debit or credit card

I accept the Terms of Use and Privacy Policy

Next

VERIFICATION FEE

Before you can ride, we need to verify you are who you say you are, and that you have a valid form of payment. You'll need:

A valid Driver's license
A valid Credit Card
Be over 21 years of age
Have a safe driving record

I accept the Terms of Use and Privacy Policy

Next

Safety First

To keep you insured & the roads safe, we have a one-time **$19 Verification Cost.**

Why the verification cost?

An identity & background check confirms our riders have a safe driving record

This verification allows us to provide you with insurance on every ride.

If we are unable to verify you, you will not be charged

I accept the Terms of Use & Privacy Policy

NEXT

Alcohol

Revel cannot sponsor alcohol-specific events.
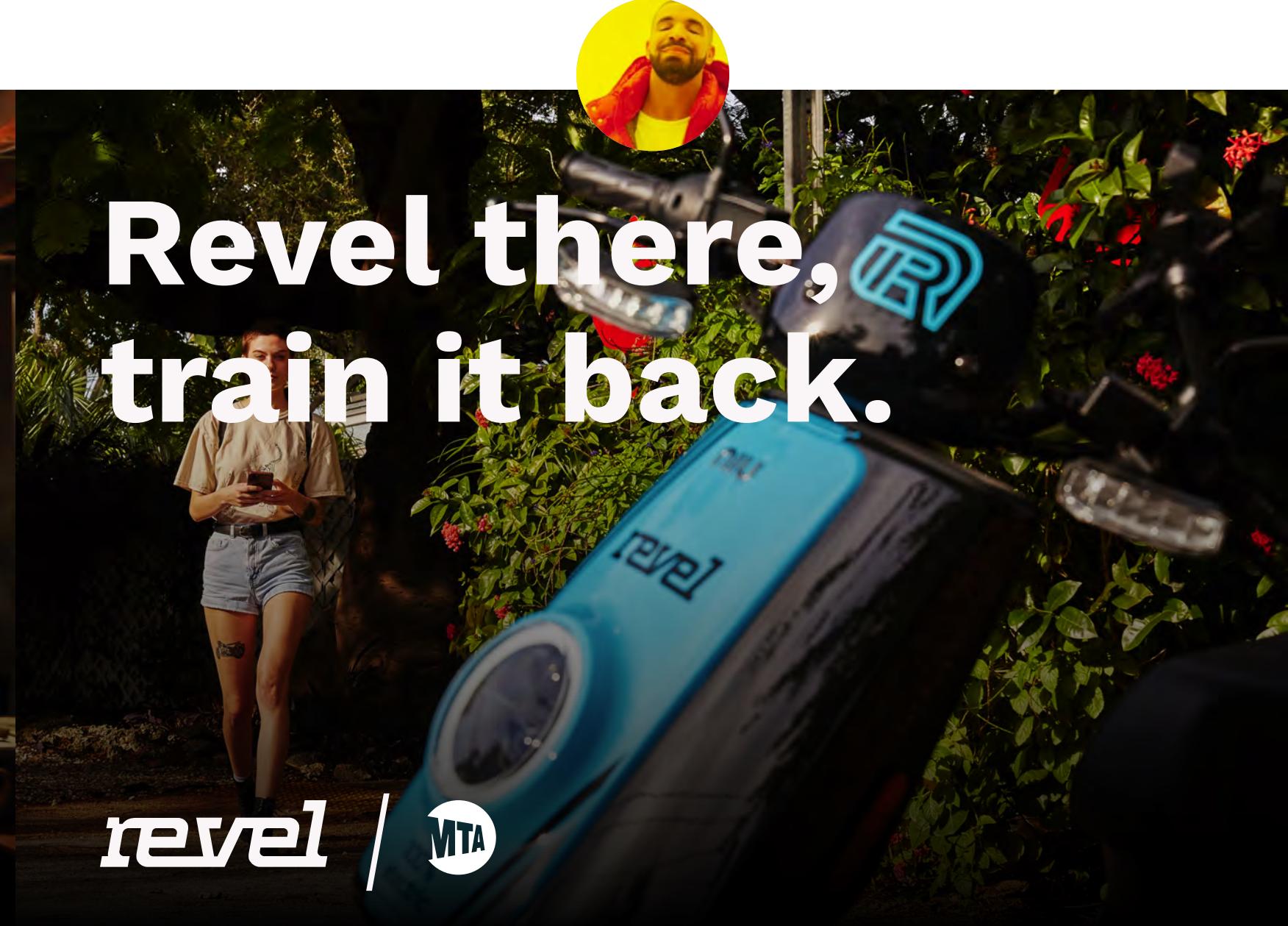
We should never associate Revel with drinking culture (this includes messaging, visuals or marketing around riding a Revel to and from bars, festivals, nights out etc).

A shot and a ride.

revel / Jägermeister

The best way to bar hop.

revel / Local Bar

Revel there, train it back.

revel / MTA

Thank you