

Reservoir Brand Guide

Our Logo

This is the primary Reservoir logo.



Reservoir

Application

The logo, as opposed to the "V" mark (p2), is meant to be used as the primary instance of our identity on print collateral and digital media (i.e. the title slide of a Keynote presentation). Use the logo exclusively when only one instance of "Reservoir" will appear as within a list of sponsor logos on an event poster.

“V” Mark

The “v” mark shown here is derived from a combination of the letter “v” from our Reservoir wordmark and a water droplet, and represents a reservoir basin when paired together.



CIRCULAR



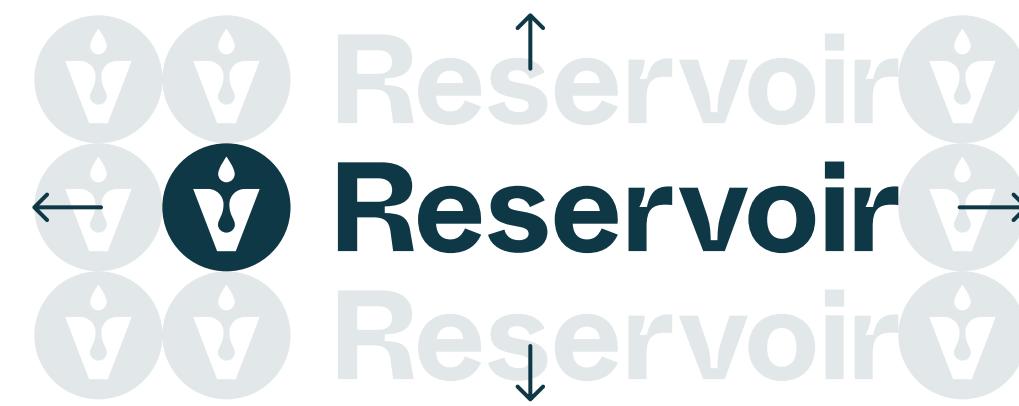
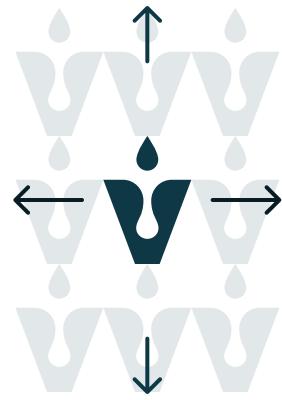
STANDALONE

Application

Highlight these stylized marks on apparel or use it for photo watermarks and social media avatars.

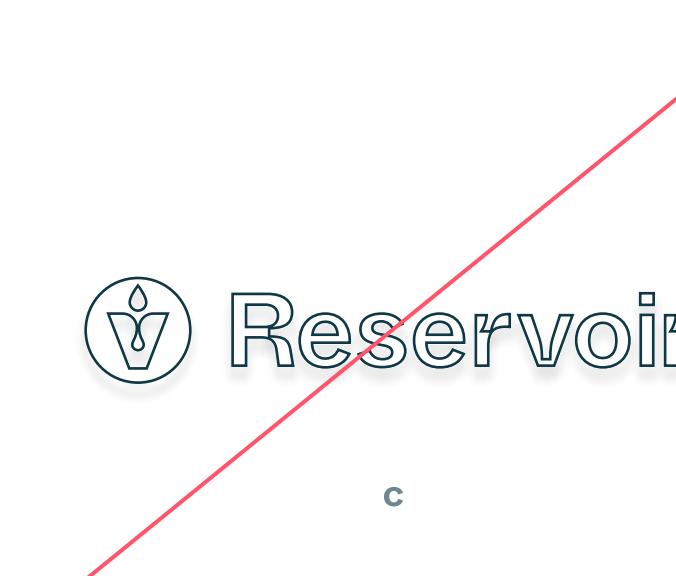
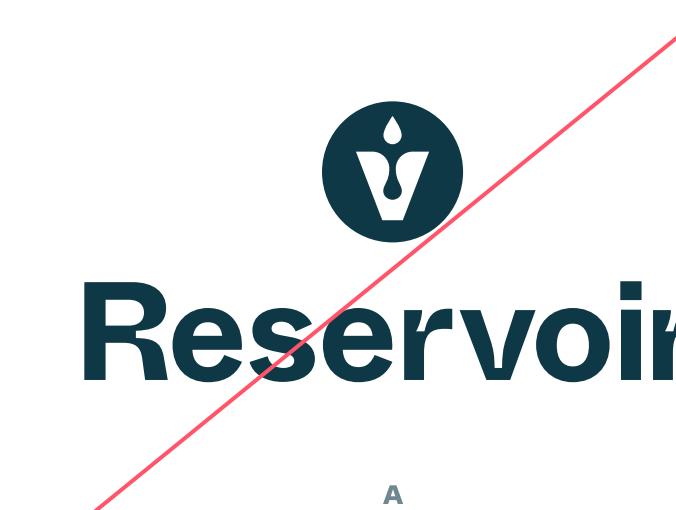
Logo Usage

Here, we've listed a few basic things to remember when using our mark and our logo.



Breathing Room

As a simple rule, allow for at least a clear V's-width around both the logo and the "V" mark. Also, make sure that both appear over 1/4" (print) or 20px (digital) tall in its application.



A Don't stack the individual parts logo / B Don't use the standalone "V" mark in place of the circular one / C Don't add effects to any asset / D Don't stretch or alter assets in any way

Variations

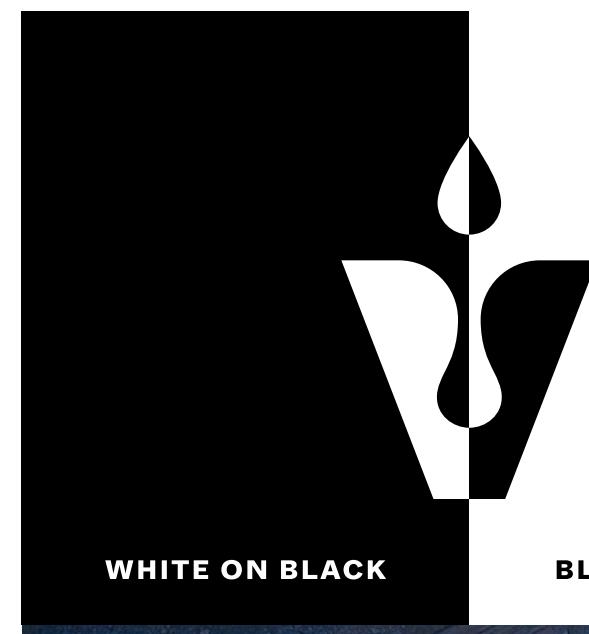
Above all, we prefer a simple pool mark on a clean white page. However, this look may not be practical or possible in every situation. For this reason, you're free to use any of the following color variations.



WHITE ON POOL (PRIMARY)



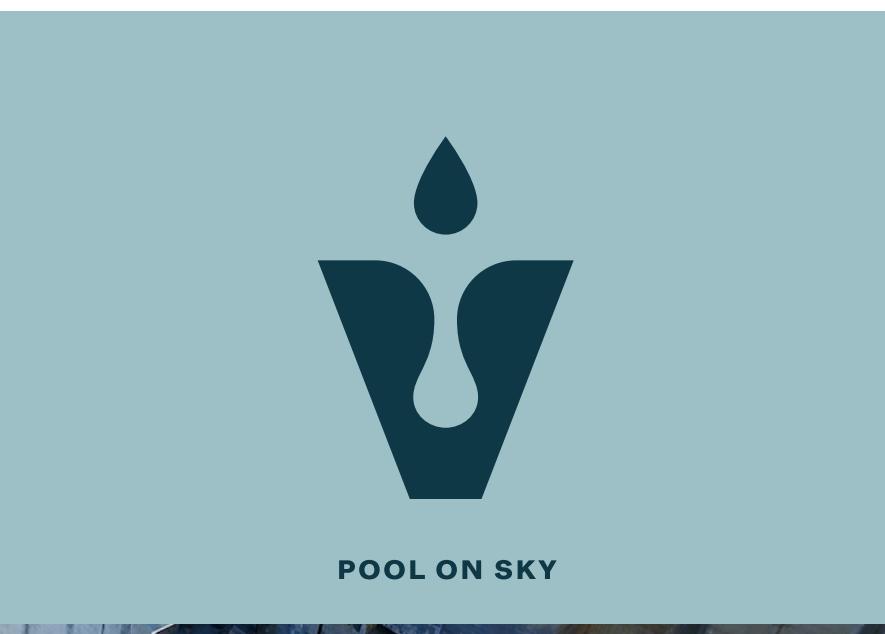
POOL ON WHITE (PRIMARY REVERSE)



WHITE ON BLACK



BLACK ON WHITE



POOL ON SKY

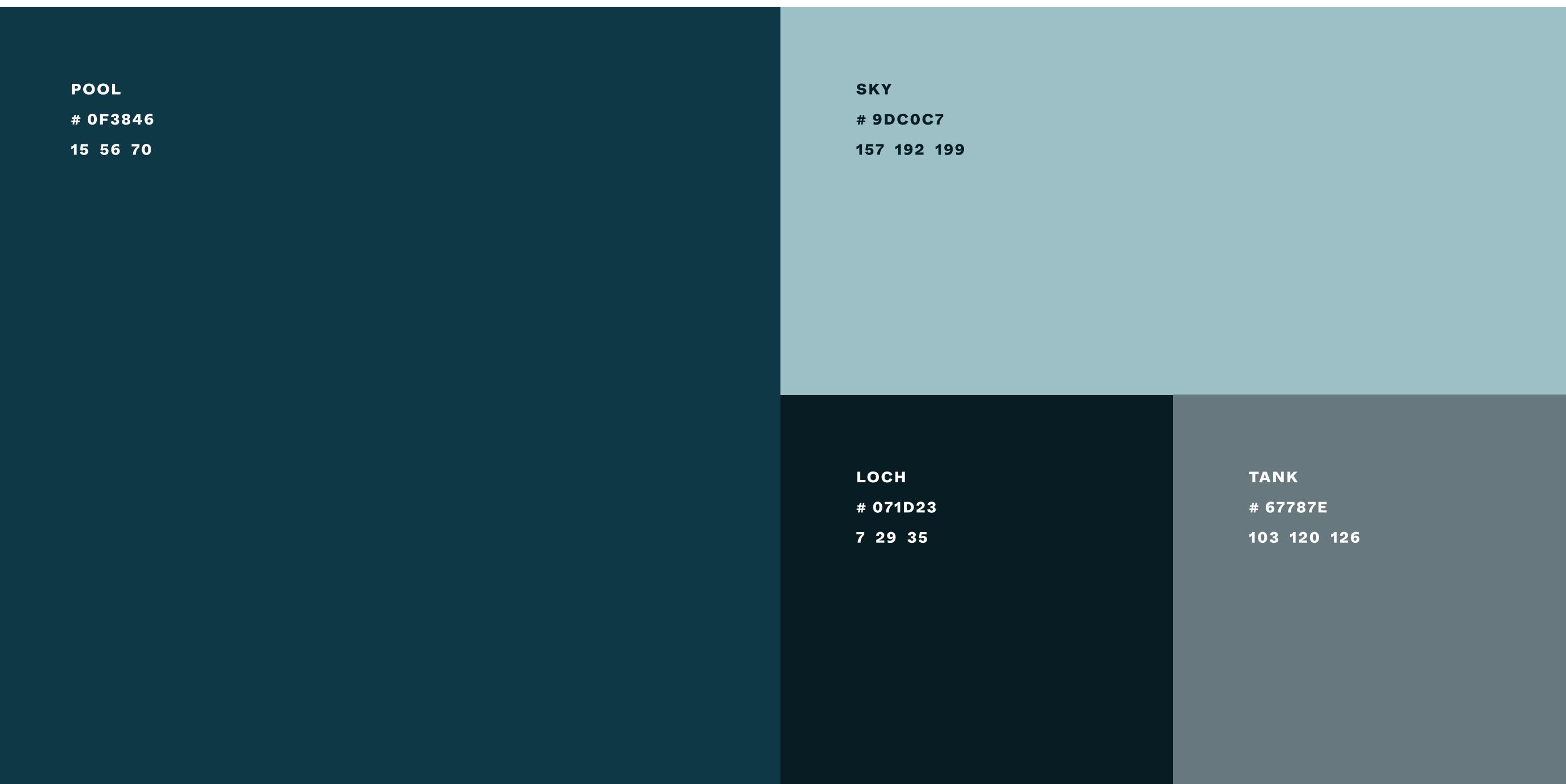


WHITE ON PHOTOS



Color Palette

These colors make up the official Reservoir brand color palette. Feel free to use any of these colors in any application.



Core Colors

Pool and Sky are the core brand swatches and will suffice for the majority of applications.

Secondary Colors

These colors may be used in instances that require a wider range of swatches (such as an illustration).



Typography

Whyte is a reliable, workhorse typeface that's great for everything from longform copy to large displays.

You should use the Inktrap version of Whyte exclusively for headlines and the standard version of Whyte for smaller body text.

Whyte was created by the Swiss foundry [Dinamo](#).

Whyte Inktrap — Aa Aa

Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Inktrap Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Inktrap Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Inktrap Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Whyte includes Thin, ExtraLight, Light, Book, Regular, Medium, Bold, Heavy, Black, and Super weights for both the standard version of the font and the Inkrap version.



Type Usage

We've put together this page sample to illustrate a range of different type styles. These styles are meant to give you some direction for using the Whyte typeface to make Reservoir collateral.

Inktrap Bold

● Loch

↑A 76pt

▀ 100%

Inktrap Bold

● Loch

↑A 40pt

▀ 100%

Regular

● Tank

↑A 24pt

▀ 150%

Regular

● Tank

↑A 16pt

▀ 150%

Inktrap Heavy

● Pool

↑A 16pt

▀ 125%

|AI 10%

Big Headline

Medium Headline

Big paragraph—Neque mi et aliquet mi sociis dolor viverra tristique. Amet lorem et ultricies blandit mi tincidunt cras. Quisque neque platea orci eget egestas convallis. Pulvinar vitae sit integer neque amet condimentum. Arcu tortor id odio ullamcorper proin laoreet imperdiet auctor pellentesque.

Small Paragraph—Interdum sit bibendum at eu dolor semper dui euismod pretium. Ut ipsum sed sagittis amet consectetur arcu. Venenatis pharetra ipsum vestibulum eget cum tempor. Egestas id nunc in purus pharetra. Mauris vulputate auctor sit ut vitae. Turpis morbi cras a sit. Eget non a convallis rhoncus hac ornare. Velit orci sit pretium vel arcu nullam vulputate. Nulla ut ac enim imperdiet proin elit scelerisque faucibus vitae.

SMALL HEADLINE



