

2025



BRAND GUIDELINES

The Complete Booklet 2025
Visual Guide



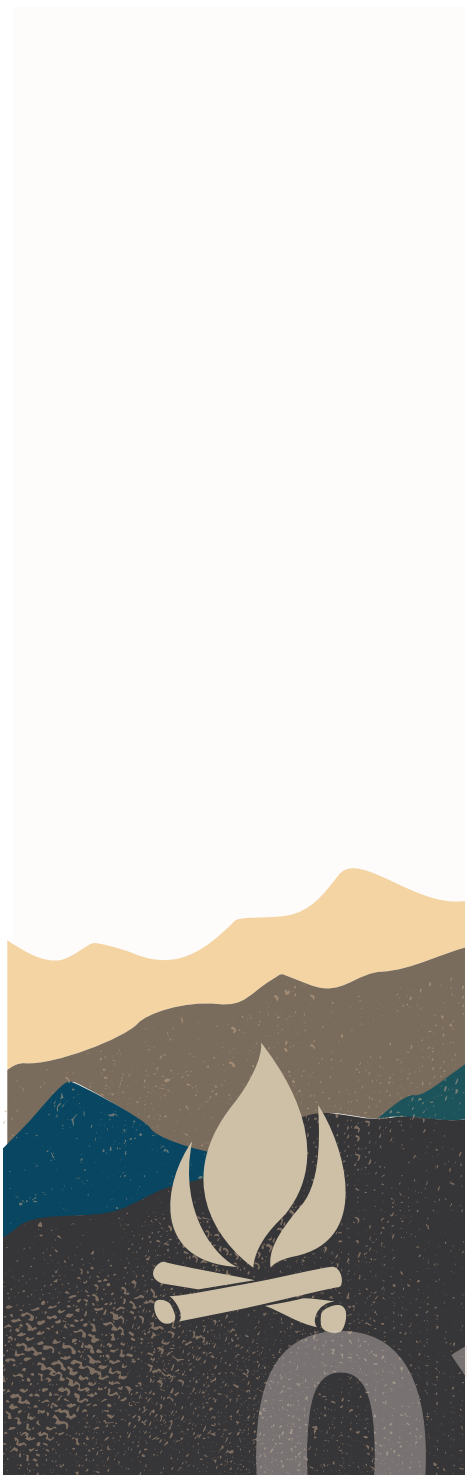
This Brand Guide serves as a cornerstone for maintaining consistency across all visual and verbal expressions of our brand. It outlines our core values, color palette, typography, and imagery standards to ensure a cohesive and recognizable identity across all touchpoints. By adhering to these guidelines, we strengthen our brand presence, build trust with our audience, and communicate with clarity and purpose.

Welcome

Venture Recreational Vehicles

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04.

The Logo

Logo & Usage



—
Main Logo

Primary

The Venture Recreational Vehicles logo is one of our most valuable brand assets. Consistent use across all media and channels is essential in building brand awareness and equity. Please do not recreate or modify it in any way.



Black & White

These logo treatments should only be used when the primary logo cannot - e.g. white logo on dark background or can only print in black and white **one (1)** color application. For special instances where logo is used on solid-color background.

Logo Guidelines

Safe Area

To keep the focus on our brand, we ask that you do not place any elements within 100px of our logo.

X Reference



Depending on the use of the logo, the logo may need to be reduced. The logo must stay proportional and maintain legibility.

Don't

Stretch



Too Small



The minimum safe area for placing other graphic elements around the logo is based on the width. Leave a minimum of 100 pixels space around the primary logo.

The logo can be scaled up to any size, but cannot be reduced to less than 20mm in height in any printed material.

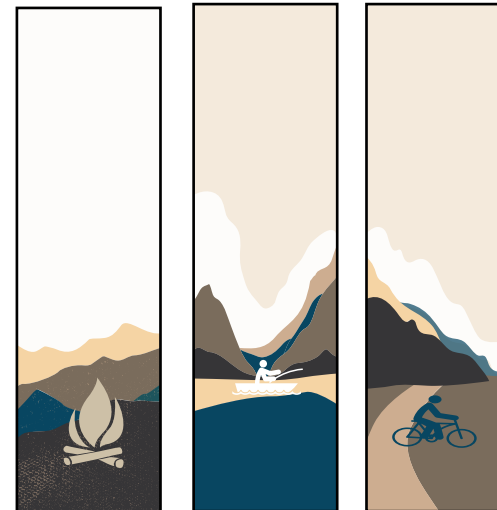
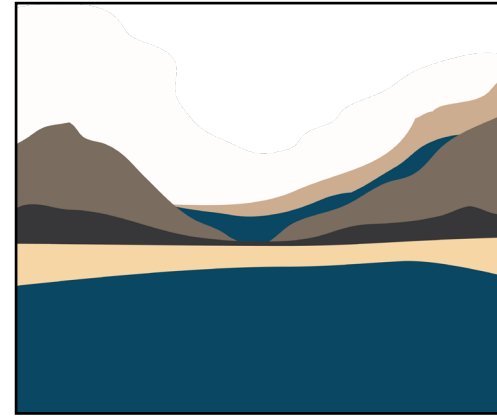
Tagline

Designed for campers, by campers.

Designed for campers, by campers.

- The tagline should not be used as a headline.
- Tagline should be used sparingly in copy. It may be used to end body copy in ad.
- If an ad is brand-focused, the tagline may be used sparingly as a Call to Action.

Background / Design Elements



Brand Identification

When calling out our products in any/all media be sure to put Venture RV then the Model, and then floor plan.

This format ensures our brand identity and builds brand awareness.

Media Outlets (but not limited to):

RV Trader, Website Listing, Print Advertising, Promotional Flyers, social media walk through video graphics

Example: Venture RV > Brand > Floor Plan

Venture RV SportTrek Touring 353VIK

Tone of Voice

Overview

At Venture RV, our voice reflects who we are — trusted, award-winning RV manufacturer with heart. We've been designing floor plans that turn road trips into traditions, helping families build generations of memories. We speak like we build: with care, clarity, and a whole lot of heart.

Our Voice Is...

Friendly & Welcoming

We talk like your go-to camping buddy — always ready to help, easy to understand, and excited for the journey ahead. Whether you're new to RVing or a seasoned traveler, we make you feel right at home.

We say:

"We're here to help you hit the road with confidence."

Warm & Supportive

Choosing an RV is more than picking a vehicle — it's choosing a lifestyle. We listen, we guide, and we make sure every traveler feels supported from first look to first trip (and well beyond).

We say:

"Every journey is personal. We're here for yours."

"You dream it. We help you chase it."

Informal, but Polished

We keep things relaxed, never rigid. No corporate speak or technical overload — just real talk from people who genuinely love the RV lifestyle. But don't be fooled — we take our craftsmanship and service seriously.

We say:

"We're kind of obsessed with the little details (so you don't have to be)."

Professional & Proven

We've earned our reputation with award-winning RV designs, and our name stands for quality and trust. We're proud of what we build — and even prouder of the memories our RVs help create.

We say:

"Your adventure deserves the best"

"We design every detail with your journey in mind."

Voice in Action

Website Copy: Welcoming, informative, and inspiring. Highlight real-life stories, useful features, and the lifestyle behind the RV.

Social Media: Conversational and engaging. Think campfire chats, road trip snapshots, and community stories.

Customer Communications: Clear and supportive. Whether it's a service update or a welcome email, our tone is always friendly and reliable.

Marketing Materials: Warm, confident, and experience-driven. Highlight our craftsmanship, innovation, and how we help families make the most of their time together — wherever the road leads.



Venture Recreational Vehicles has defined Abril-Text for Headers and Dunbar-Tall fonts the body as the typefaces for design applications. Consistent use is key in creating the KZ RV visual architecture and building brand equity.

Typography

Aa.

Abril

Bold

Abril Text Extra Bold

Regular

Abril Display Regular

Light

Dunbar-Tall Light

Italic

Dunbar-Tall Medium Italic

Body

Dunbar-Tall Book - Kerning 50

Tag Line Font - Comic Sans MS - Designed for Campers, by Campers



Color Palette



Primary
CMYK: 97 | 68 | 42 | 27
RGB: 7 | 71 | 97
HEX: #034661



Primary
CMYK: 25 | 25 | 42 | 0
RGB: 195 | 180 | 151
HEX: #c3b497

Basic



Black
CMYK: 73 | 67 | 66 | 83
RGB: 18 | 17 | 17
HEX: #111111

Complimentary



CMYK: 68 | 49 | 66 | 35
RGB: 72 | 86 | 73
HEX: #485649



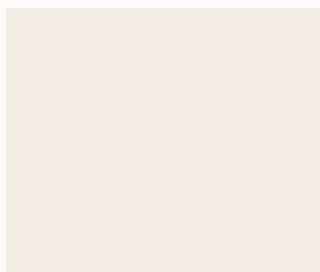
CMYK: 3 | 2 | 2 | 0
RGB: 244 | 244 | 244
HEX: #f4f5f5
Background

Palette

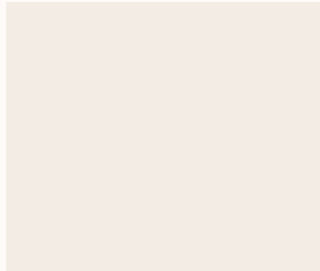
80%



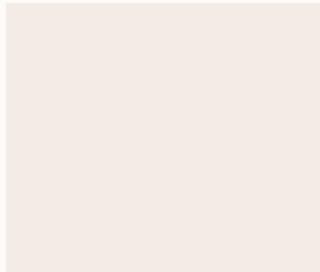
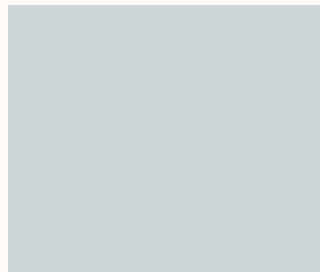
60%



40%

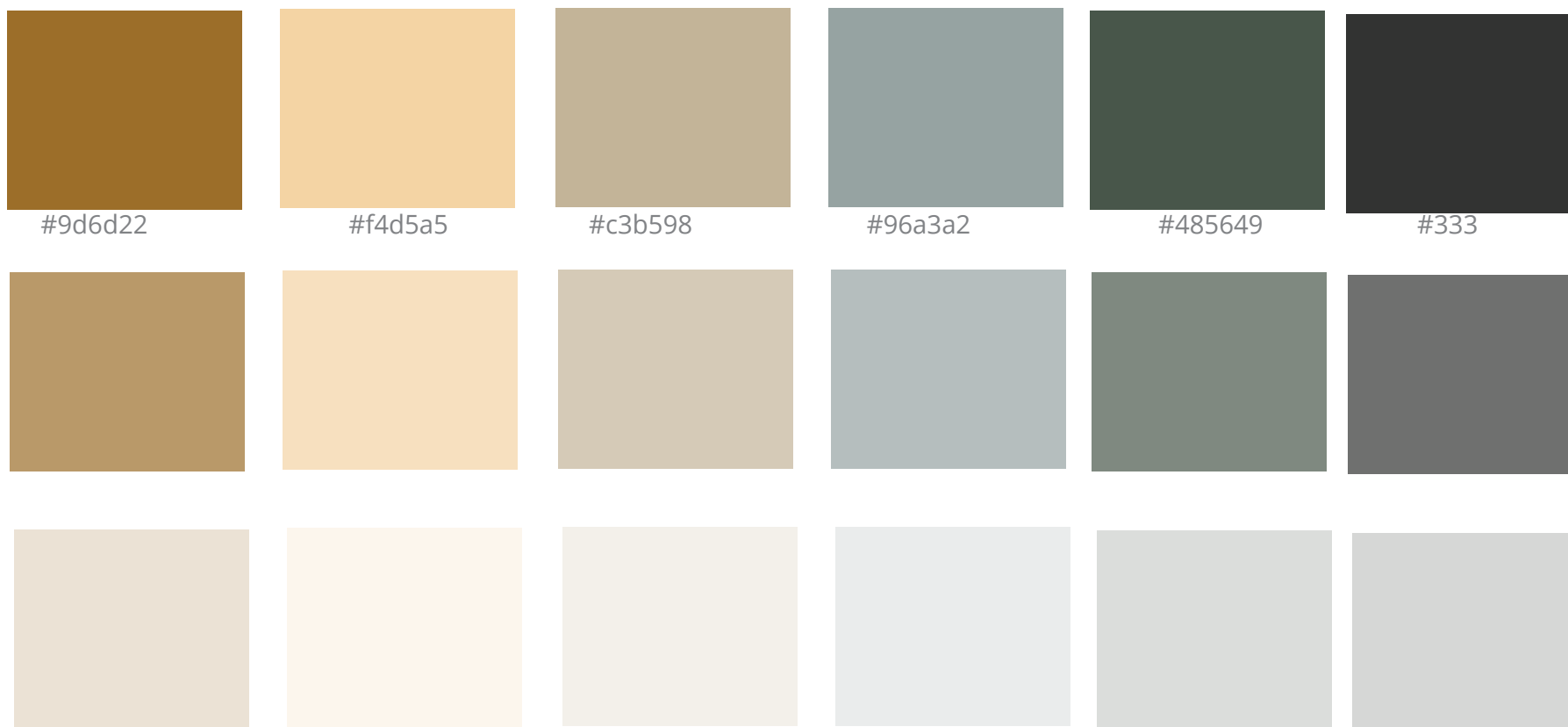


20%



Always be sure there is sufficient contrast between colors in application





Advertising Logo Placement

When using the logo for vertical ads, the logo should be no more than 25% of the width of the ad.

When using the logo for horizontal ads, the logo should be no more than 15% of the width of the ad.



14.

Communication

Website

Our website provides in-depth information about our Company, our Values, and our Brands. Here you will find our floor plans, specifications, and key features..

Social Media Platforms



Instagram - Quick Tour videos/reels, trending reels, user shared content, influencer shared content



Facebook - Full Walk Through videos, quick tours, interior carousel photos, user shared content, influencer shared content



YouTube - Quick Tour videos, full walk through videos



TikTok - Quick tour videos, trending videos



#hashtags

Approved #hashtags

#venturerv

Do Not Use #hashtags

#venture-rv

When tagging Venture RV in your post be sure to include our #hashtags

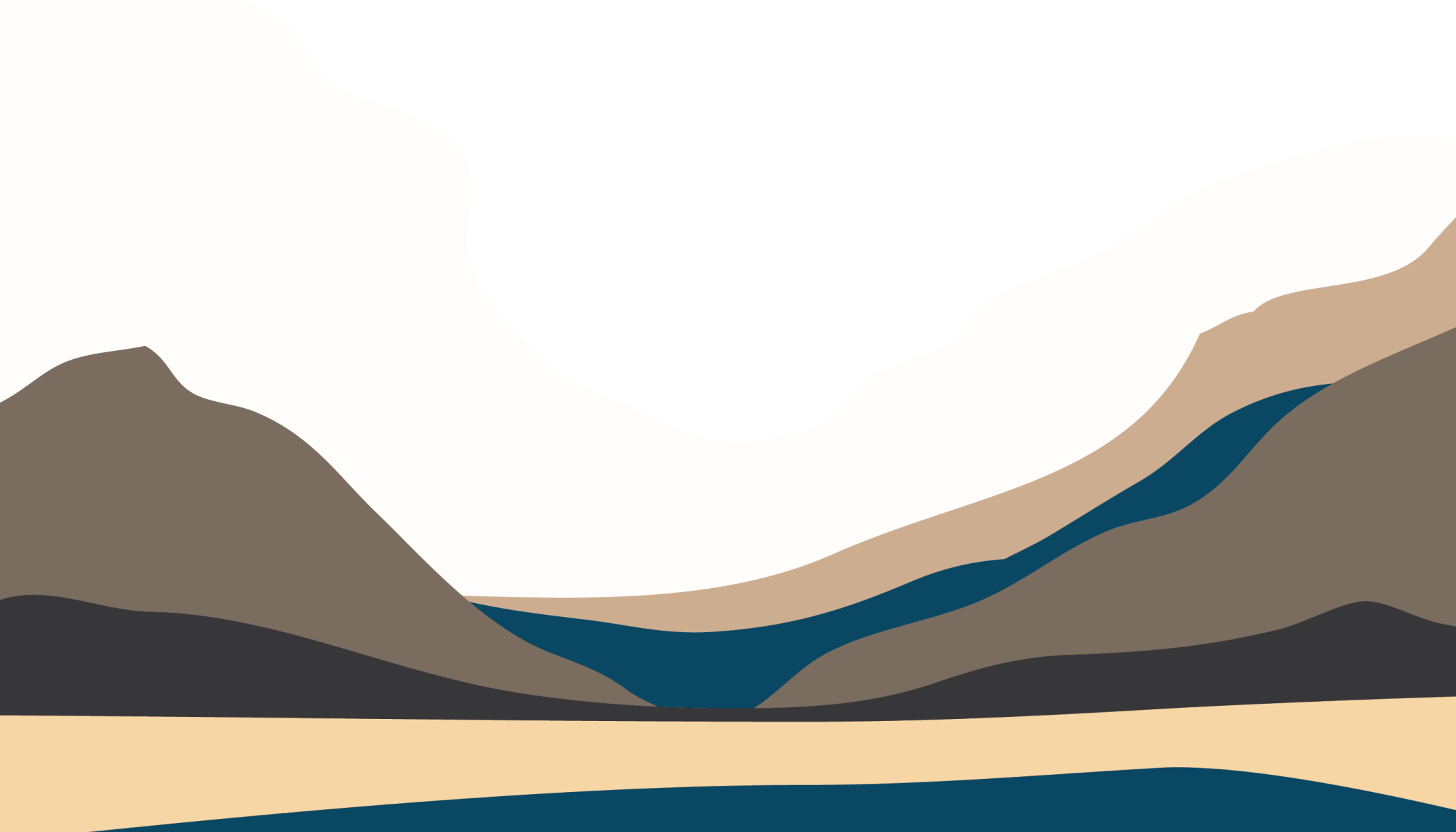
Media Resources

Our Media Resources is located at the bottom of our website. It does not require a password, it is an open forum.

<https://www.kz-rv.com/media-center/>

Here you will find:

- Interior Photos
- Exterior Photos
- Lifestyle Photos
- High Resolution Floor Plan Renders
- Videos



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