



Brand Guidelines

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Combination Mark



RUSH HOUR
CONSTRUCTION INC.

RUSH HOUR

Alternate
Lockup



RUSH HOUR
CONSTRUCTION INC.



RUSH
HOUR ***INC.***

RUSH HOUR
CONSTRUCTION INC.



RUSH HOUR
CONSTRUCTION INC.



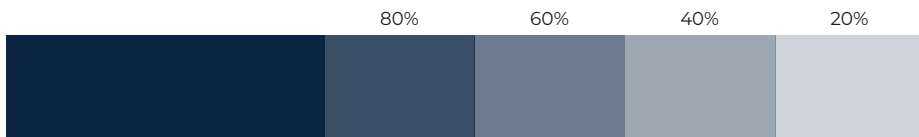
Black & White



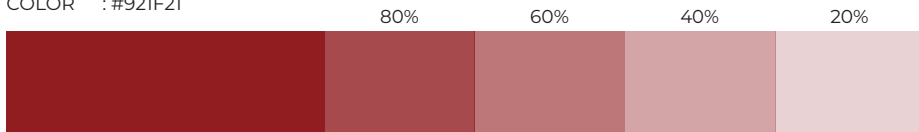
Primary Palette

These bold, heroic colours create a powerful visual identity that aligns perfectly with the superhero theme. The deep navy blue evokes reliability, trust, and professionalism while the rich crimson red adds an energy of deliverable results while tackling emergencies. The accent yellow brings warmth, optimism, and a sense of rescue. Together, these colours give the brand a confident, action oriented feel, akin to a superhero saving the day.

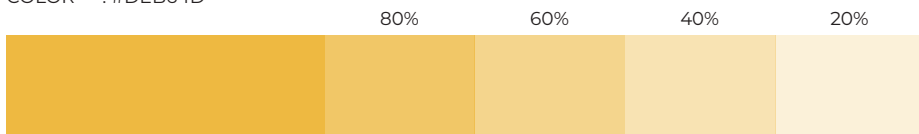
CMYK : C=98 M=83 Y=45 K=46
RGB : R=28 G=42 B=67
COLOR : #1C2A43



CMYK : C=27 M=98 Y=95 K=27
RGB : R=146 G=31 B=33
COLOR : #921F21



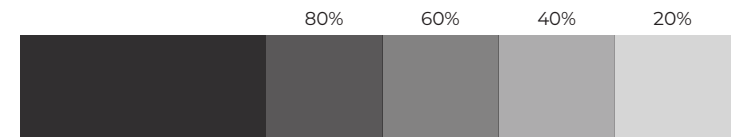
CMYK : C=7 M=28 Y=85 K=0
RGB : R=223 G=183 B=78
COLOR : #DEB64D



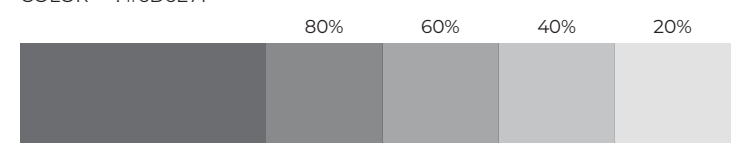
Secondary Palette

These three secondary colours are used to compliment the primary palette for colour blocking, shading, or emphasizing contrast. By adding the ability for more range in the design, it will result in a product that is dynamic and unique to Rush Hour's branding and concept.

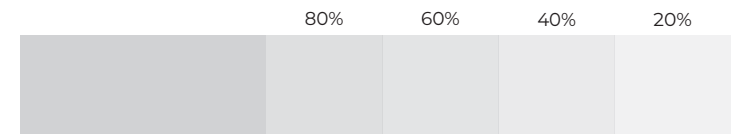
CMYK : C=0 M=0 Y=0 K=41
RGB : R=40 G=40 B=41
COLOR : #282829



CMYK : C=0 M=0 Y=0 K=70
RGB : R=109 G=110 B=113
COLOR : #6D6E71



CMYK : C=0 M=0 Y=0 K=20
RGB : R=209 G=211 B=212
COLOR : #D1D3D4



Typeface & Hierarchy

AERO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Wordmark | Uppercase | Used for the wordmark

Din Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Header | Title Case | Used to highlight titles and new sections

MONTERRAT EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sub-Header | Uppercase | Used to emphasis subsections

RUSH HOUR

RUSH HOUR

Body

Body Text | Used to convey main information.

MONTSERRAT REGULAR

MONTSERRAT SEMIBOLD

MONTSERRAT EXTRABOLD

MONTSERRAT BLACK

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

MONTSERRAT REGULAR

Mockups



Mockups



RUSH HOUR

Mockups

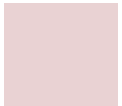


Imagery

IMAGE TREATMENT



Blue colour overlay
40% opacity



Red colour overlay
40% opacity



No colour overlay

