



Cruise Identity System and Core Components

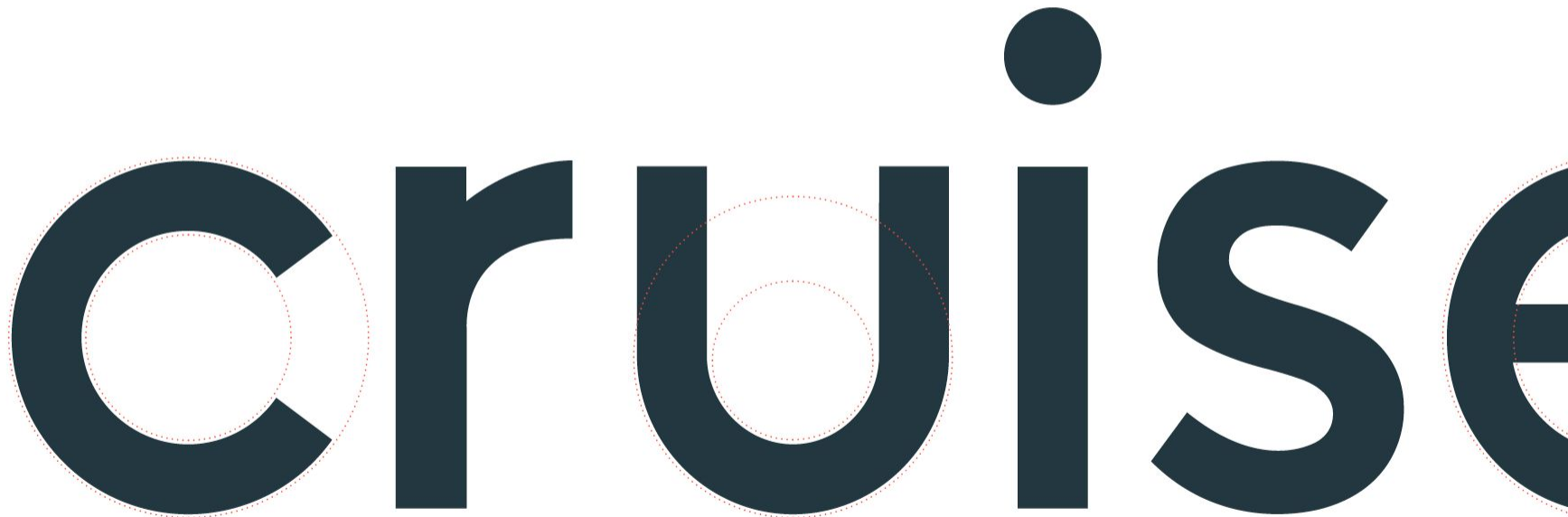
cruise

Our wordmark

cruise

Wordmark

Our wordmark is crafted using the geometry of our symbol.



Wordmark

We only use our wordmark in the following color combinations.
In most cases, we use the primary combinations.

Primary combination
White on Presidio

The wordmark 'cruise' is displayed in white lowercase letters on a solid red background. A horizontal dotted line is positioned below the text.

Primary combination
Presidio on White

The wordmark 'cruise' is displayed in red lowercase letters on a white background. A horizontal dotted line is positioned below the text.

Primary combination
White on Asphalt

The wordmark 'cruise' is displayed in white lowercase letters on a dark blue background. A horizontal dotted line is positioned below the text.

Secondary combination
Asphalt on White

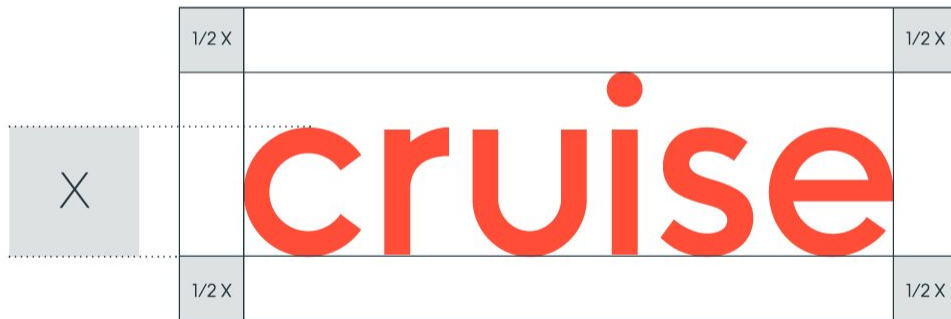
The wordmark 'cruise' is displayed in dark blue lowercase letters on a white background.

Secondary combination
Presidio on Asphalt

The wordmark 'cruise' is displayed in red lowercase letters on a dark blue background.

Wordmark

Our wordmark should never be crowded. We give the wordmark a minimum amount of clear space equal to the x-value, which is half the height of the letter “c.”



Wordmark

We use our wordmark in many different sizes, but never smaller than the minimum size noted below.

Minimum size
Measurements are for
the height of the wordmark

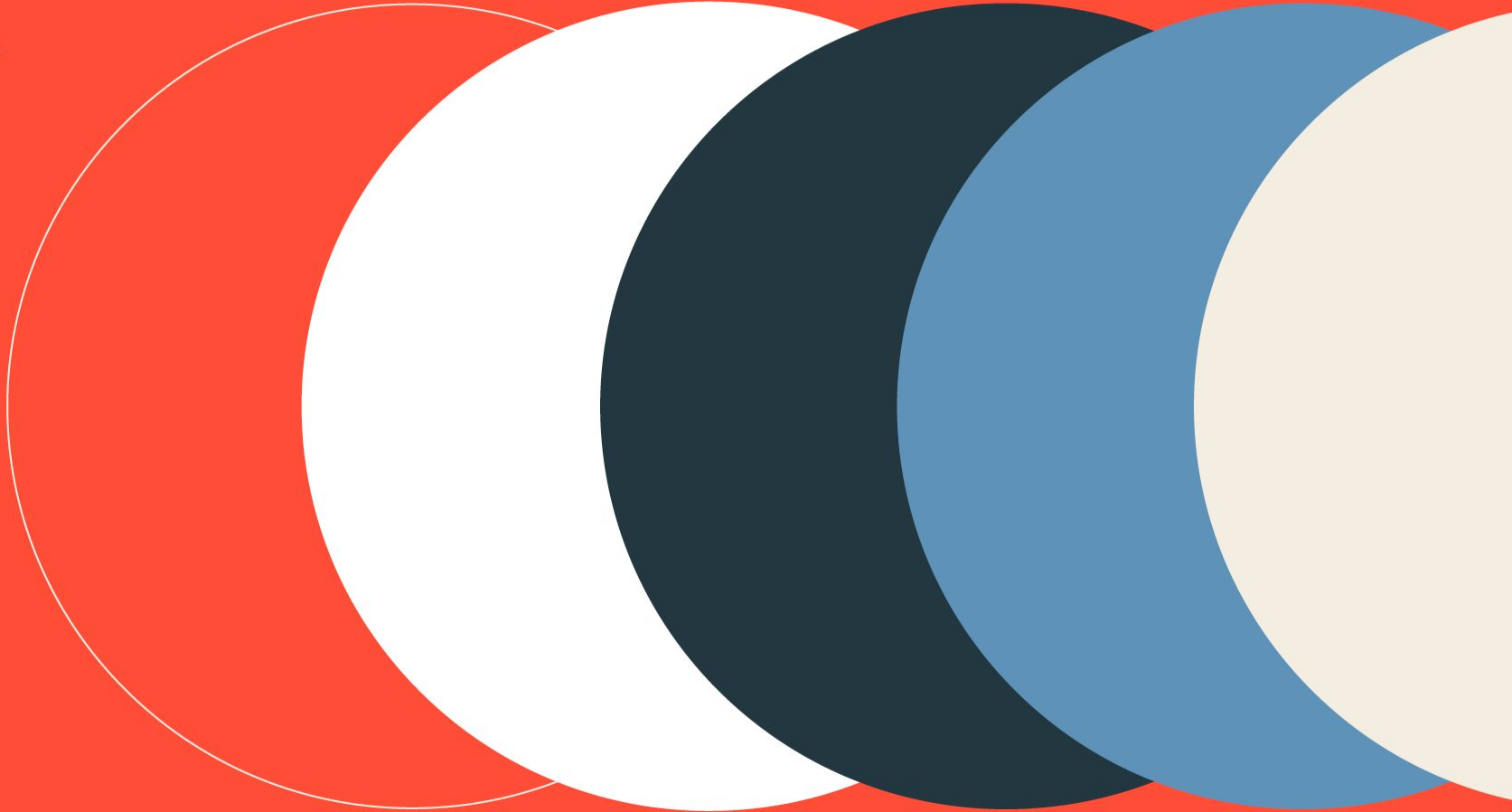
Print – 0.15 inches/4mm
Pixel – 11px



cruise

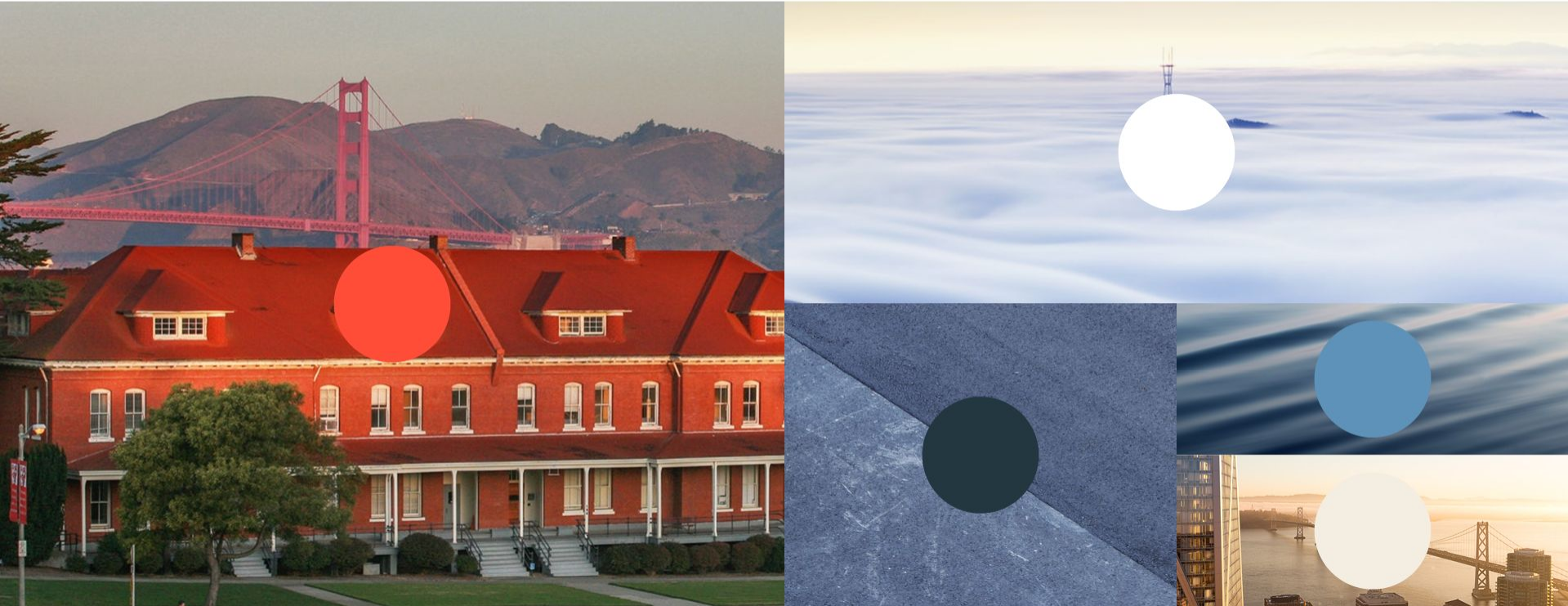
cruise

Our color



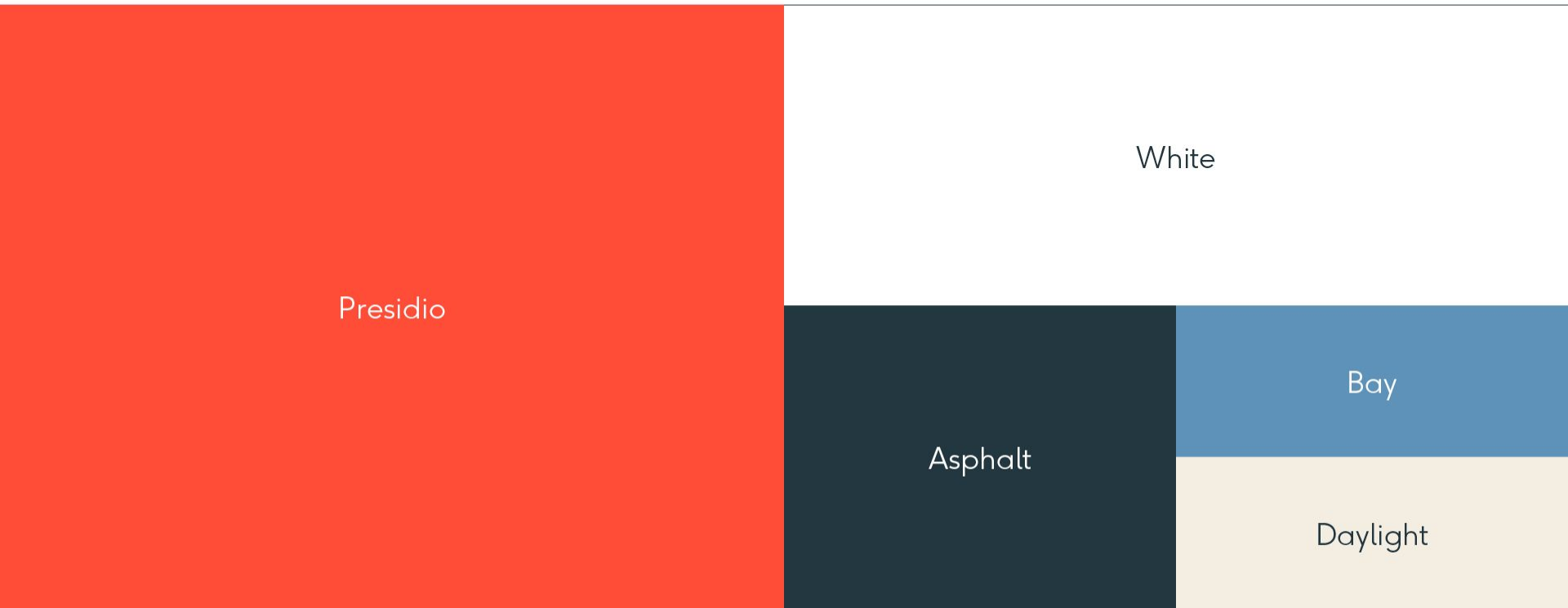
Color

Our color palette honors the cities we will partner with and the city we were founded in.



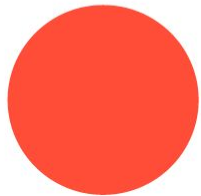
Color

Presidio is our leading color, supported by White, Asphalt, Bay, and Daylight. The proportions represented here reflect our color usage.

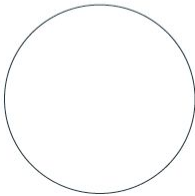


Color

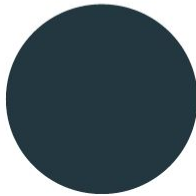
For optimal performance, we use RGB values for digital applications and PMS or CMYK values for print. We avoid the color pairings noted below.



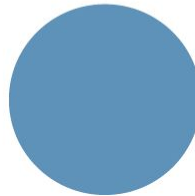
Presidio
PMS 7417 C
C0 M87 Y92 K0
R255 G77 B55
#ff4d37



White
PMS N/A
C0 M0 Y0 K0
R255 G255 B255
#ffffff



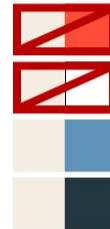
Asphalt
PMS 432 C
C84 M60 Y52 K57
R35 G55 B65
#233741



Bay
PMS 2157 C
C58 M27 Y12 K0
R95 G146 B185
#5f92b9

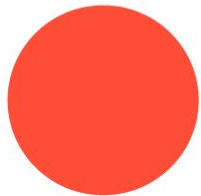


Daylight
PMS N/A
CMYK N/A
R244 G237 B226
#fff3e0

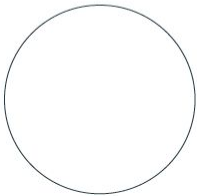


Color

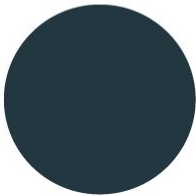
Each color plays a unique role in our brand identity system.



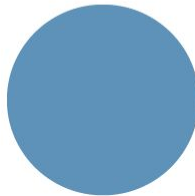
Presidio is used for signature moments and hero applications.



White is used to provide space for content to shine.



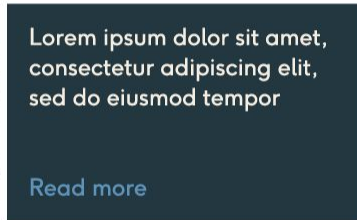
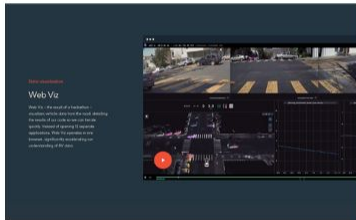
Asphalt is used to provide depth and flexibility in tone.



Bay is used in typography, iconography and infographics



Daylight is used in typography, iconography and infographics



Color

We adhere to WCAG accessibility standards for sizing and color pairing to ensure the legibility of our text.

AA Large text: Pass
AA Large text: Pass
AA Large text: Pass

AAA Normal text: Pass
AA Large text: Pass
AA Large text: Pass

AAA Normal text: Pass
AAA Normal text: Pass
AA Large text: Pass
AA Large text: Pass

AA Normal text: Pass
AA Normal text: Pass
AA Normal text: Pass

AAA Normal text: Pass
AA Large text: Pass
AA Large text: Pass

Thank you

If you have any questions please contact
brand_design@getcruise.com

