



# Cruise Identity System and Core Components

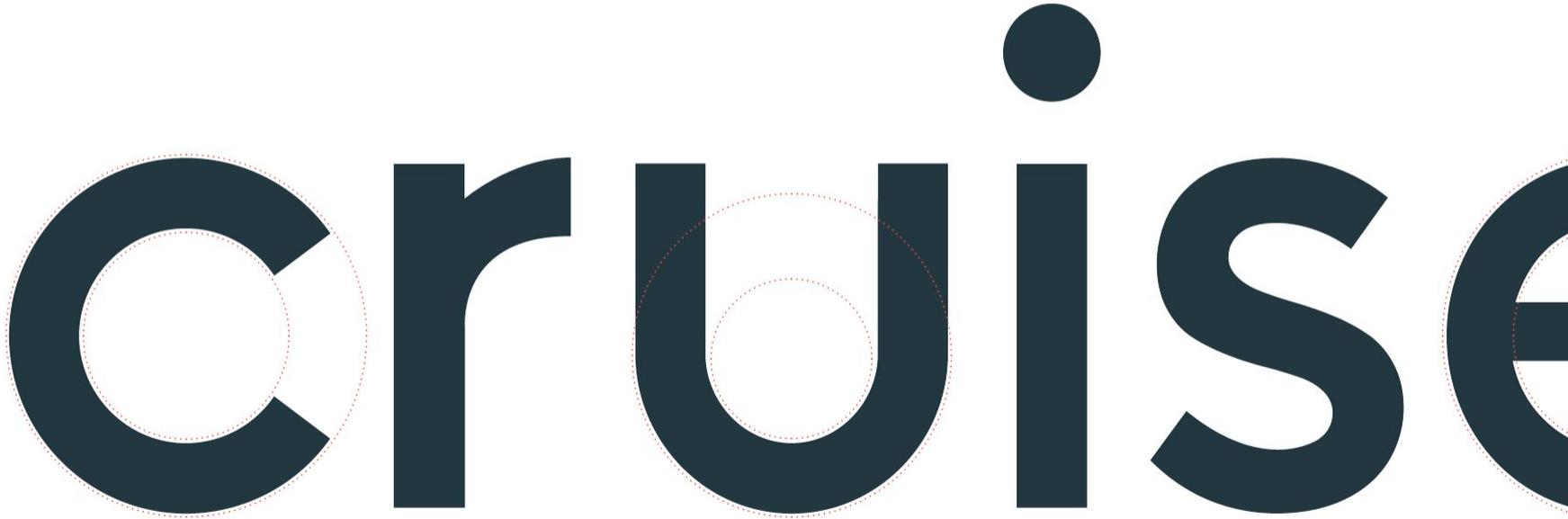
cruise

## Our wordmark

cruise

## Wordmark

Our wordmark is crafted using the geometry of our symbol.



The wordmark 'cruise' is displayed in a dark blue, bold, sans-serif font. The letters 'c', 'u', and 'e' are highlighted with dashed red lines, indicating their geometric construction. The letter 'c' is formed by a large circle with a smaller circle inside it. The letter 'u' is formed by a large circle with a smaller circle inside it, and a vertical line extending from the top of the large circle. The letter 'e' is formed by a large circle with a smaller circle inside it, and a vertical line extending from the top of the large circle. The letter 'i' is formed by a vertical line with a solid dark blue dot above it. The letters 'r', 's', and 'e' are also shown with dashed red lines, indicating their geometric construction.

## Wordmark

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

Primary combination  
White on Presidio



cruise

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Primary combination  
Presidio on White



cruise

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Primary combination  
White on Asphalt



cruise

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Secondary combination  
Asphalt on White



cruise

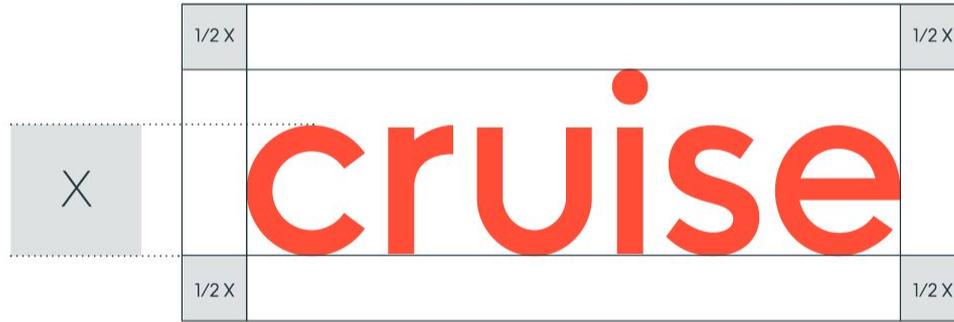
Secondary combination  
Presidio on Asphalt



cruise

## 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

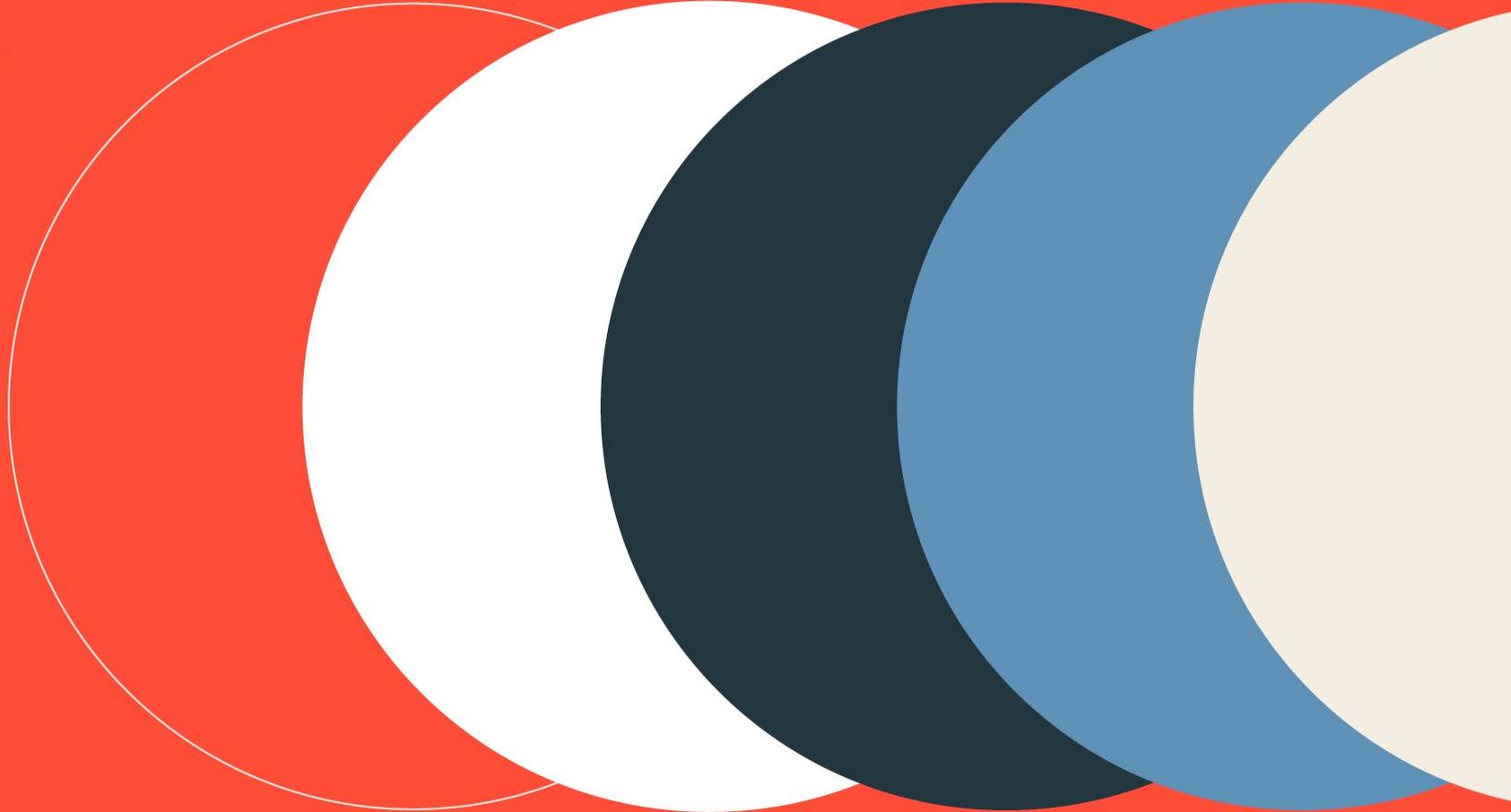
Print – 0.15 inches/4mm  
Pixel – 11px



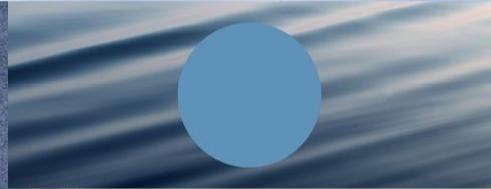
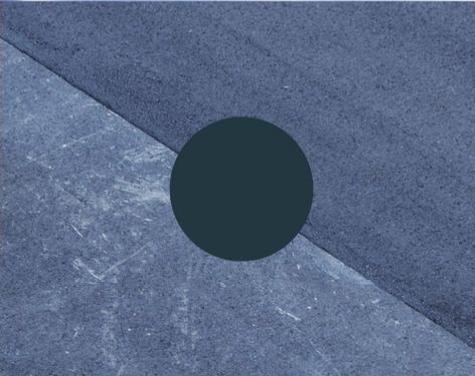
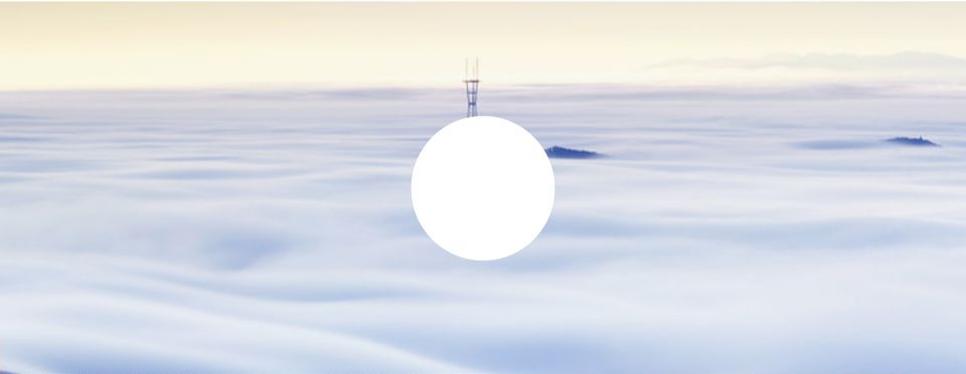
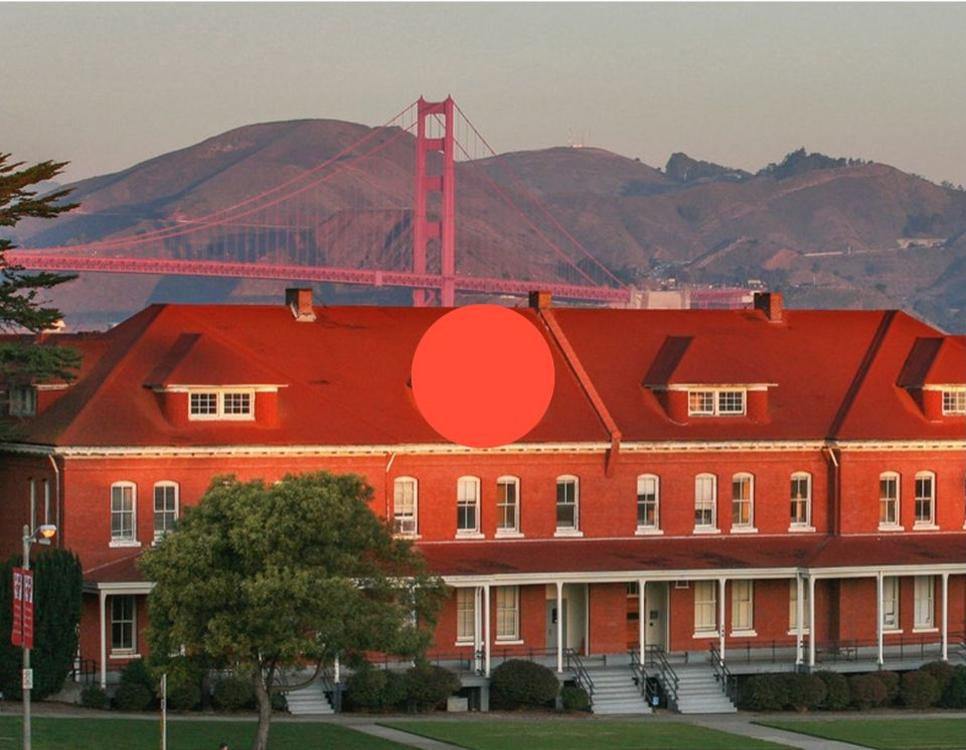
cruise

cruise

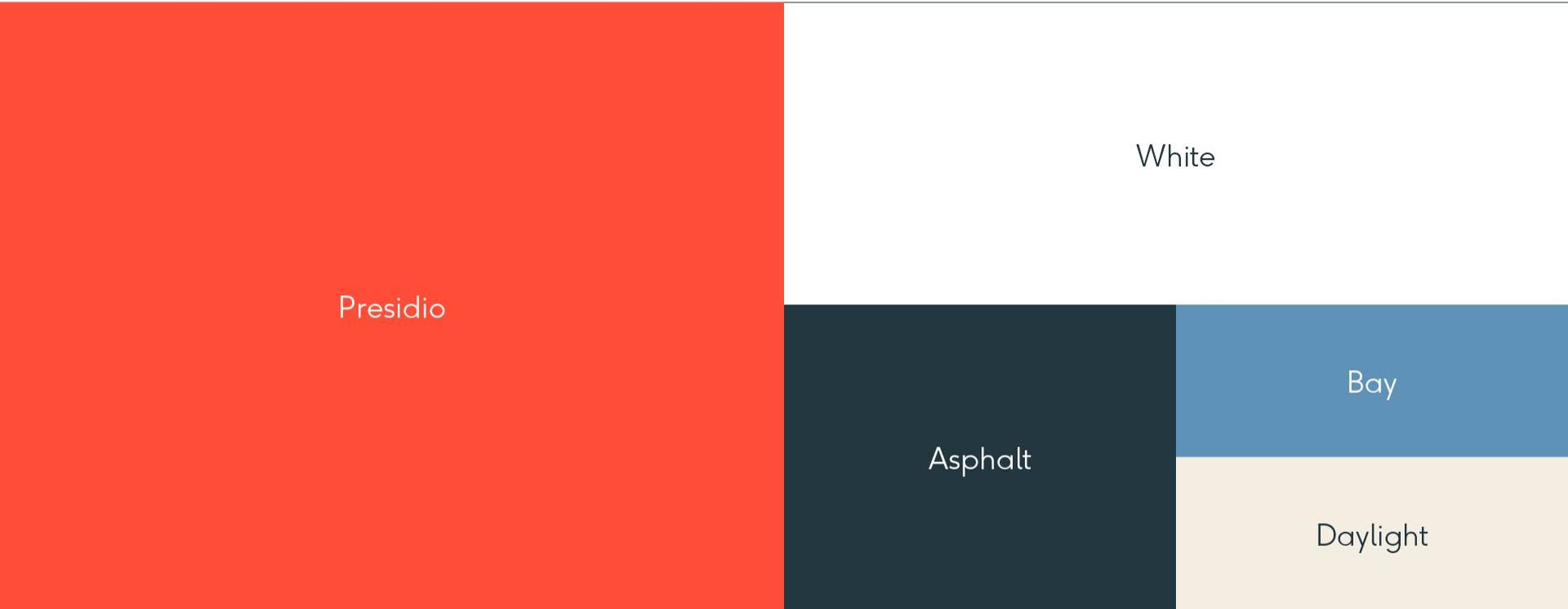
# Our color



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

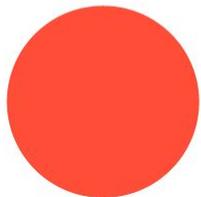


Color  
Presidio is our leading color, supported by White, Asphalt, Bay, and Daylight. The proportions represented here reflect our color usage.

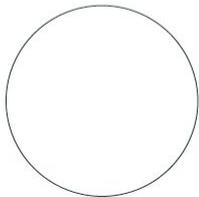


## Color

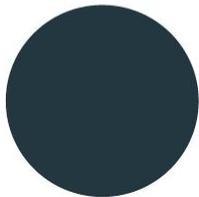
For optimal performance, we use RGB values for digital applications and PMS or CMYK values for print. We avoid the color pairings noted below.



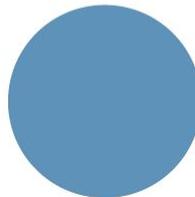
**Presidio**  
PMS 7417 C  
C0 M87 Y92 K0  
R255 G77 B55  
#ff4d37



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



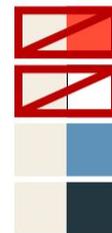
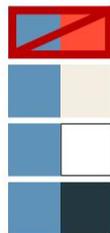
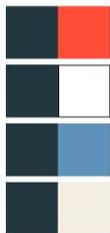
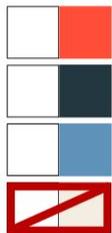
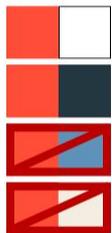
**Asphalt**  
PMS 432 C  
C84 M60 Y52 K57  
R35 G55 B65  
#233741



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

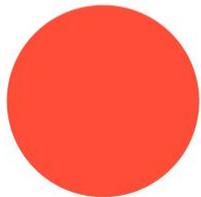


**Daylight**  
PMS N/A  
CMYK N/A  
R244 G237 B226  
#fff3e0

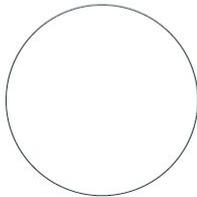


Color

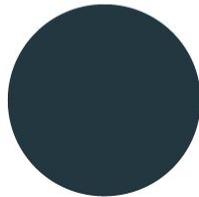
Each color plays a unique role in our brand identity system.



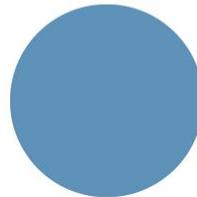
Presidio is used for signature moments and hero applications.



White is used to provide space for content to shine.



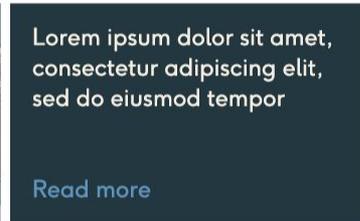
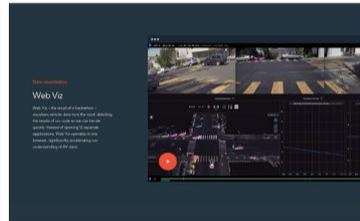
Asphalt is used to provide depth and flexibility in tone.



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](mailto:brand_design@getcruise.com)

