
BRAND BOOK

Guidelines for the
design elements of the
Family RV Association brand

UPDATED: JANUARY 2025



FAMILYRV
ASSOCIATION | EST
1963



INTRO.

The Family RV Association brand captures the essence of bringing people together, creating a sense of belonging, and enriching the RVing experience through shared interests and knowledge; a commitment to fostering meaningful **connections and bridging the distances between individuals who share a passion for the RV lifestyle.**



BRAND POSITIONING.



Our Brand

Family RV Association is an RV ownership, travel, and lifestyle community for passionate, freedom-loving, and adventurous RVers who stay in public campgrounds, state parks, and private campgrounds & pursue hobbies that reflect an active lifestyle.

Family RV Association is the premier international organization of RV owners whose travel experiences have been enhanced through their membership. As the world's largest not-for-profit RV owners group, we are your extended family on the road.

Our Mission

The mission of Family RV Association is to organize social activities, exchange RV information, and supply benefits made possible, in part, by collective purchasing. The interest of the Association also extends into the area of political and legislative action. Family RV Association supports recreation programs and the legal rights of RV owners.

Our Vision

Family RV Association is to be a vibrant RV association that serves a diverse membership of RV owners so they can better enjoy the benefits of the RV lifestyle.

Transforming RV Travel

Family RV Association is about creating transformative RV travel experiences, so that Members can transform ordinary moments into extraordinary travel stories, and transform friends into family.

THE MARK.

For ultimate design flexibility—while maintaining brand consistency across channels and screens—a total of seven variations of the Family RV Association logo have been designed for potential usage depending on application, substrate, and production values.

Logo A

This representation features the icon on center over the wordmark. It is the preferred and primary form of the logo.

Logo B:

The on-center icon and wordmark add “EST 1963,” demonstrating the associations’ longstanding heritage and dependability.

Logo C

This logo variant depicts the wordmark as a standalone element, without the accompanying icon, when an application calls for a horizontal usage.

Logo D

The wordmark is paired with “EST 1963,” emphasizing the brand’s founding year.

A



FAMILY 
ASSOCIATION

B



FAMILY 
ASSOCIATION | EST
1963

C

FAMILY 
ASSOCIATION

D

FAMILY 
ASSOCIATION | EST
1963

Note: Reversed (knocked-out) examples of these marks are depicted on the following page.

A1



FAMILY **RV**
ASSOCIATION

B1



FAMILY **RV**
ASSOCIATION | EST
1963

C1

FAMILY **RV**
ASSOCIATION

C2

FAMILY **RV**
ASSOCIATION

A2



FAMILY **RV**
ASSOCIATION

B2



FAMILY **RV**
ASSOCIATION | EST
1963

D1

FAMILY **RV**
ASSOCIATION | EST
1963

D2

FAMILY **RV**
ASSOCIATION | EST
1963

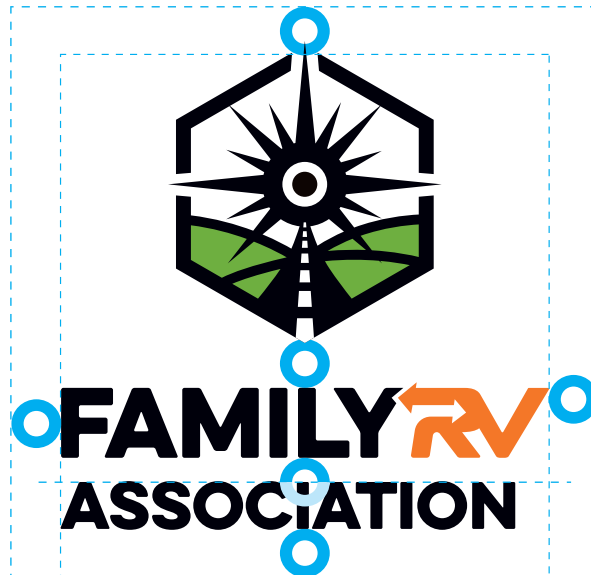
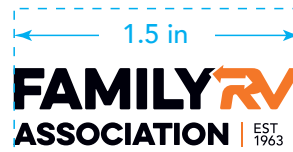
THE MARK SPACING.

The Family RV Association logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. Clear space is an area that is kept free of any other text, graphic elements, or other visual distractions.

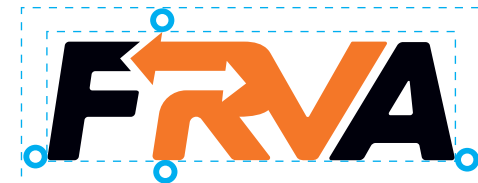
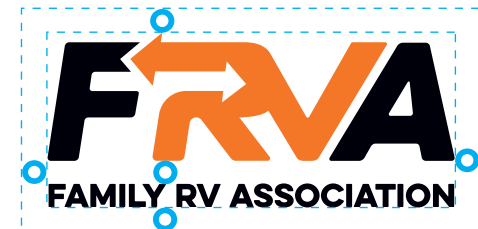
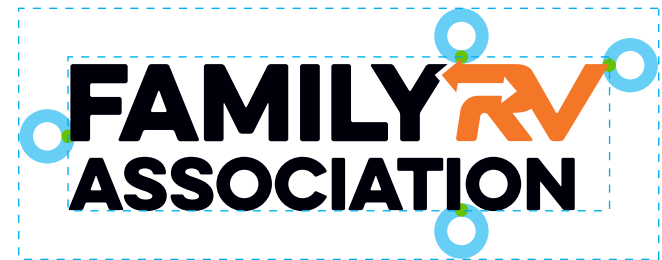
Please ensure that a clear space is maintained around the logo, where the cyan O is the size of the O in the word ASSOCIATION. More than this clear space is always acceptable. Also remember to leave at least this distance between the logo and the edge of the page, sign, or label where it appears.

Maintaining the legibility and the integrity of the logo is very important, regardless of what the application is or the way it is reproduced. Be sure that when determining the size of the logo that its legibility and integrity are not compromised by following the size recommendations on this page.

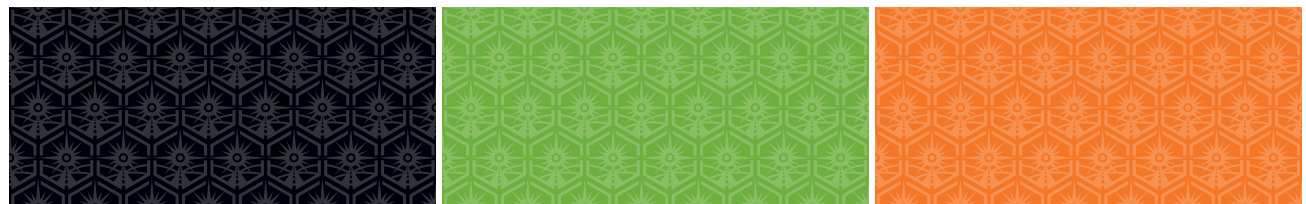
If using this icon
smallest width 1.5 in



FAV:  
16px 32px



1-color Icon can be used as a watermark or pattern
always make subtle and 20% screen of white



MARK MISUSE EXAMPLES.

NEVER STRETCH ANY LOGO TO FIT SPACE



NEVER USE ICON BESIDE LOGO



FAMILY RV ASSOCIATION

FOLLOW RULES ON SIZE

Smaller font on these examples are too small



FOLLOW RULES ON SPACING



MAKE SURE TO HAVE PROPER CONTRAST WHEN USING OVER IMAGE



TYPOGRAPHY.

EVELETH CLEAN REGULAR

FONT FAMILY USED IN THE WORD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()_+=-

Avenir Medium

Support Copy Used in EST 1963 | Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

Montserrat Regular

Marketing & Web copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

Montserrat Italic

Marketing & Web copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

TYPOGRAPHY.

Montserrat Medium

Marketing & Web copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

Montserrat Medium *Italic*

Marketing & Web copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

Montserrat Semibold

Marketing & Web copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

Montserrat Semibold *Italic*

Marketing & Web copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

Montserrat Bold

Marketing & Web copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

Montserrat Bold *Italic*

Marketing & Web copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

TYPOGRAPHY.

Montserrat Extrabold

Marketing & Web copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

Montserrat Extrabold Italic

Marketing & Web copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

Montserrat Black

Marketing & Web copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

Montserrat Black Italic

Marketing & Web copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+=-

LOGO COLORS.

SUPPORT COLORS.

PRIMARY

PANTONE
BLACK 6 CP

CMYK PRINT
C 100 | M 79 | Y 44 | K 93

RGB WEB
R 21 | G 21 | B 20

HEX WEB SAFE
#151514

SECONDARY 1

PANTONE
158 CP

CMYK PRINT
C 0 | M 66 | Y 96 | K 0

RGB WEB
R 232 | G 119 | B 34

HEX WEB SAFE
#ED7522

TERTIARY / ACCENT 1

PANTONE
123 CP

CMYK PRINT
C 0 | M 19 | Y 89 | K 0

RGB WEB
R 255 | G 199 | B 44

HEX WEB SAFE
#EDC13C

ACCENT 3

PANTONE
10% SCREEN
BLACK 6 CP

CMYK PRINT
C 8 | M 6 | Y 6 | K 0

RGB WEB
R 21 | G 21 | B 20

HEX WEB SAFE
#212120

SECONDARY 2

PANTONE
369 CP

CMYK PRINT
C 60 | M 5 | Y 100 | K 5

RGB WEB
R 117 | G 159 | B 64

HEX WEB SAFE
#759F40

TERTIARY / ACCENT 2

PANTONE
291 CP

CMYK PRINT
C 38 | M 4 | Y 0 | K 0

RGB WEB
R 155 | G 203 | B 235

HEX WEB SAFE
#9BCBEB

IMAGERY.

In photo depictions, focus less on the “hardware” (various types of RVs) and more on the people (family) and experiences of travel, the freedom of the open road and the comfort and contentment of an awesome campsite.



Nights turn into mornings. Friends turn into family. Dreams turn into adventure.



IMAGERY.



SWAG.





FAMILYRV
ASSOCIATION



Nights turn into mornings. Friends turn into family. Dreams turn into adventure.



FAMILYRV
ASSOCIATION | EST
1963

FAMILYRV
ASSOCIATION



FAMILYRV
ASSOCIATION | EST
1963

FRVA
FAMILY RV ASSOCIATION

