Emotiv Brand Style Guide

LOGO USAGE

Use only approved versions of the Emotiv logo:

- Full color
- Black
- White (for dark backgrounds)

Maintain clear space around logo. Do not stretch, recolor, add effects, or place on busy images.

COLOR PALETTE

Primary Colors

- Rich Black – HEX 0A0203
- Pure White – HEX FFFFFF

Use these colors to maintain a consistent, modern, and professional visual identity.

TYPOGRAPHY

- Headings: SFT Schrifted Sans (Alternative: Arial)
- Body Copy: M SFT Schrifted Sans (Alternative: Arial)

Maintain clear hierarchy in layouts using headline, subhead, and body styles.

TONE OF VOICE

Emotiv's voice is clear, confident, and future-focused. We speak with urgency and purpose.

- Use plain, active language
- Focus on sustainability, innovation, and partnership
- Avoid overly technical or inflated language

Example: "We're building what's next by solving today's most complex logistics and manufacturing challenges."

BRAND BOILERPLATE (Short Version)

Emotiv is a Rush Group company accelerating sustainable mobility and beyond through advanced logistics, assembly, and engineering innovation. With a footprint spanning the U.S. and Mexico, Emotiv is a trusted partner to leading OEMs across automotive, aerospace, and energy sectors.