



Rocky Mountain Roadside Service Logo and Identity

January 14, 2019

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END

RMRS

LOGO OPTIONS

Option 1



Option 2



Option 3



Option 4



OPTION 1

DETAILED VIEW



OPTION 1 MOCKUP OF CLUB OWNED VEHICLES

Flat Bed Vehicle

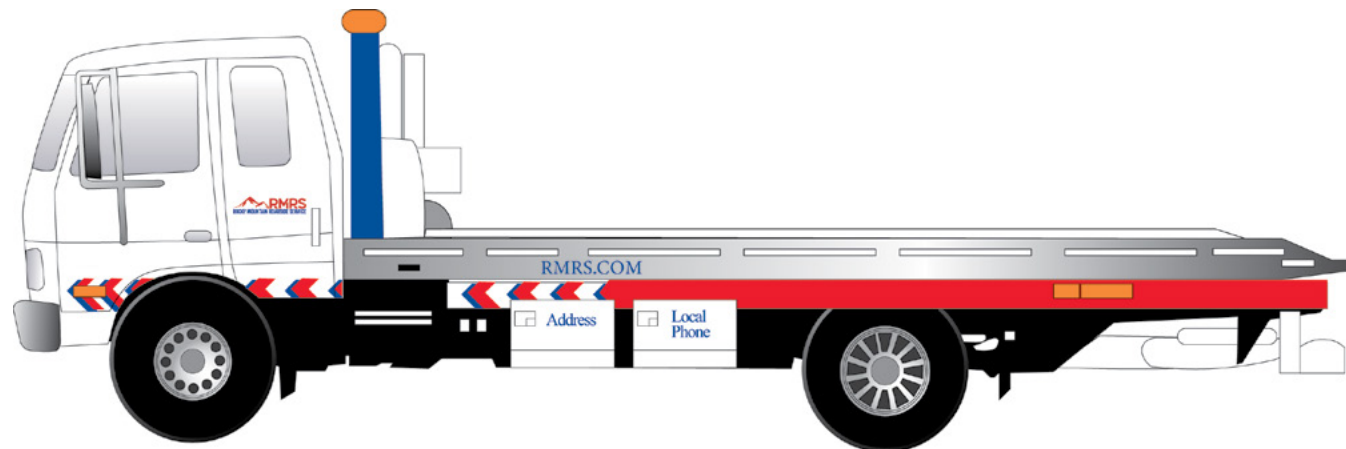


OPTION 1 MOCKUP OF CLUB OWNED VEHICLES

Cab-Over Tow Truck



Cab-Over Flat Bed



OPTION 1

VEHICLE SIGNAGE

Vehicle signage is a powerful advertising tool that increases brand awareness and strengthens competitive position. The design for club-owned vehicles promotes uniformity and safety while accommodating club preference for base colors, contractor identity, local ordinances and a variety of vehicle designs.

Vehicles that are highly visible and consistent in design will increase brand awareness and help establish RMRS's unified presence in the marketplace.



OPTION 1

STATIONERY



OPTION 2

DETAILED VIEW



OPTION 3

DETAILED VIEW

ROCKY MOUNTAIN
ROADSIDE SERVICE 

OPTION 4

DETAILED VIEW





Thank You!

