

★REVIEWS.io
Brand
Guidelines



**Industry-leading features for everyone,
fair pricing & no long contracts.**

OUR MISSION



.io

FONT

Gotham is the main font used on our website.

Gotham Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

G o t t h

Gotham Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Gotham Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gotham Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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Font Use

This font guide shows where to use fonts within the page.

Displaying which fonts to use for headings, subheadings and body text.

1- GOTHAM BLACK

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The World's Most Powerful Review Platform

2- GOTHAM MEDIUM

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Harness the power of your customer's voice to increase sales and brand trust using our market-leading review management software.

3- GOTHAM BOOK

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[Local Reviews >](#)

4- GOTHAM BLACK

.....

Competitor Analysis Through Genuine Reviews

5- GOTHAM BOOK

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Reviews.co.uk gives you access to your competitors customer feedback data in real-time. You can measure your competitors' Net Promoter Score (NPS), Ad Spend, and accurately predict their sales volume.

Primary Colours

These colours define Reviews.io brand.

HEX - #3CBB91

HEX - #0E1311

Secondary Colours

The use of the primary colours isn't always suitable, in which case the following colours are used within the Reviews.io platform.



Yellow

HEX - #FEEF7C

Alternative Backgrounds

Occasionally the Reviews.io logo may be shown in colours out of the style guide, for example, within a client's website.

In this case, it's important for the text to be easy to read and legible. Therefore, choose between white or black logo styles.

 REVIEWS.io

 REVIEWS.io

 REVIEWS.io

 REVIEWS.io

Shades

The shade and darkness of a background colour determines which logo we use.

For darker backgrounds we need to use the white variation of the logo, and for lighter backgrounds we can use the normal black and green logo.

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Logo Gutter

When using the logo there should always be a gutter surrounding it, which should roughly be 10 pixels around the edge.

Using this allows the logo to have breathing space and means it won't look too crowded within a design.

10px



