



Brand Guide

Release 3.0
April 22, 2026

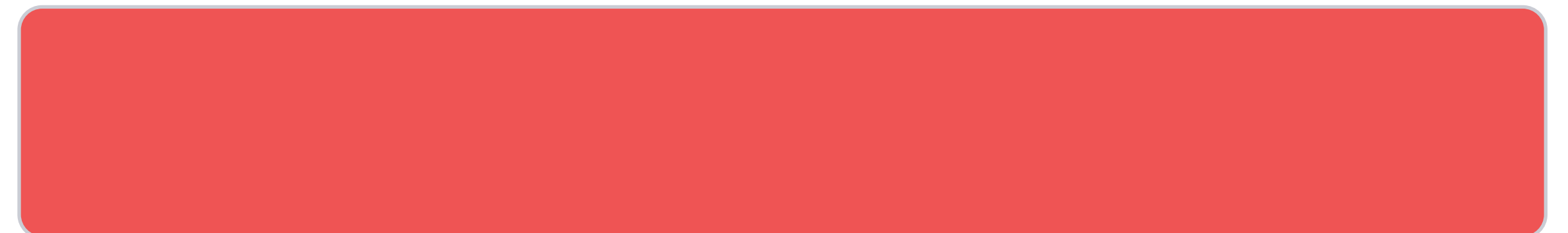
COLORS

These are the core colors of the towlos brand. Their warmth and approachability reflect our mission: building a community around trailers, adventure, and the open road.



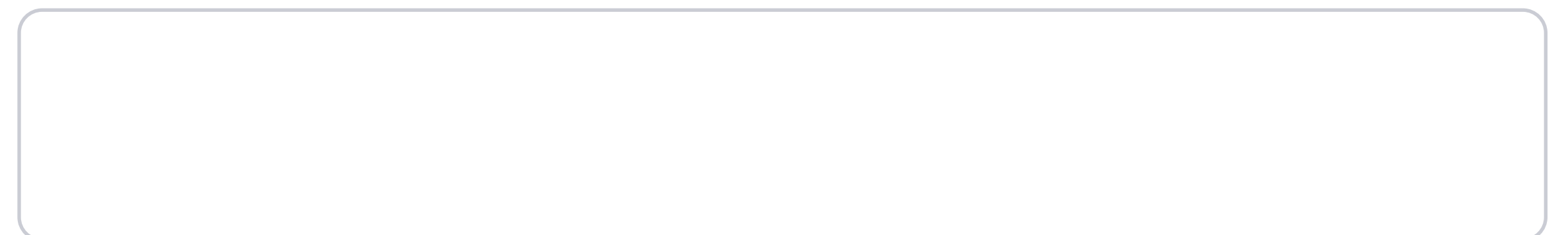
towlos blue

HEX #2B3252 | R 43 G 50 B 82 | C 48 M 39 Y 0 K 68



towlos red

HEX #EF5455 | R 239 G 84 B 85 | C 0 M 65 Y 64 K 6



white

HEX #FFFFFF | R 255 G 255 B 255 | C 0 M 0 Y 0 K 0



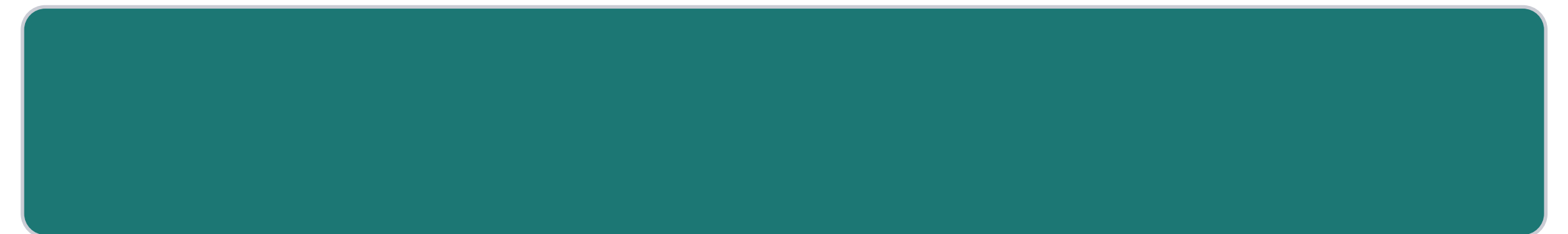
SECONDARY COLOR

Secondary colors are used sparingly to support the primary palette. They should only appear as accents alongside towlos blue, towlos red, or white — never as the dominant color in any composition.



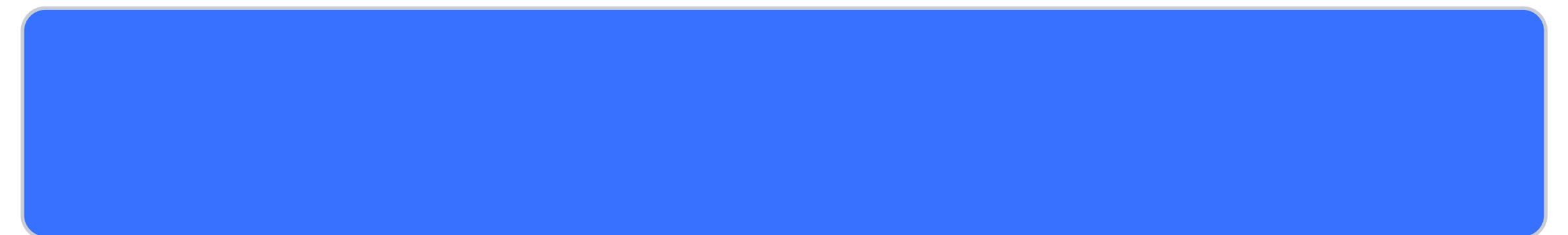
towlos yellow

HEX #FAD744 | R 250 G 215 B 68 | C 0 M 14 Y 73 K 2



towlos teal

HEX #1D7874 | R 29 G 120 B 116 | C 76 M 0 Y 4 K 53



towlos blue alternate

HEX #3772FF | R 55 G 114 B 255 | C 78 M 55 Y 0 K 0



LOGO

The towlos logo is the cornerstone of our visual identity and should appear consistently across all platforms and communications.

[Download Logo Pack](#)

Positive Versions

Positive versions are designed for white or light-colored backgrounds. The towlos blue logo is the primary mark and should be used whenever possible. The towlos red version is an approved alternative but should be reserved for occasions where blue doesn't provide sufficient contrast or where brand variety is needed.



LOGO

Negative Versions

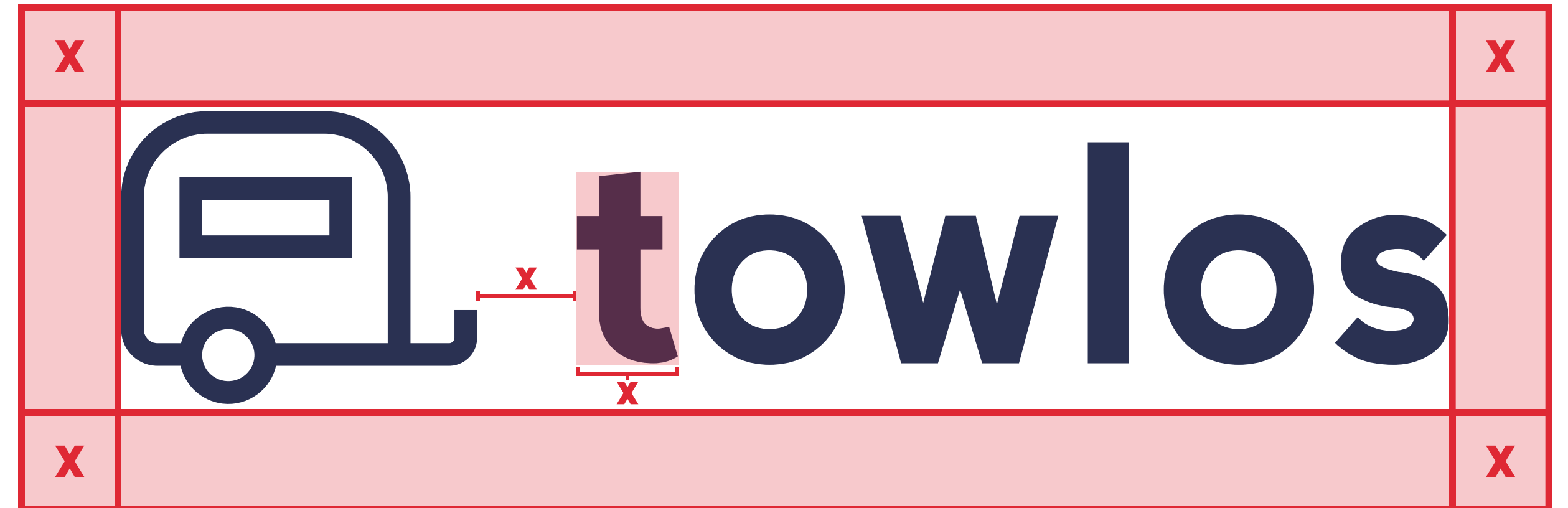
Negative (reversed) versions are designed for dark backgrounds. Use the white logo on towlos blue or towlos red backgrounds to maintain legibility and visual consistency.



LOGO TREATMENT

The towlos logo requires a clear space around it at all times to ensure visibility and prevent visual clutter.

Clear space is defined by 'X' — the width of the lowercase 't' in towlos. This unit sets the minimum distance between the trailer icon and the wordmark, and serves as the minimum margin on all four sides of the logo. No text, imagery, or graphic elements may enter this exclusion zone.



LOGO ERRORS

The logo has been carefully designed as a unified mark. Its dimensions, proportions, and colors must not be altered, and no elements should be added or removed.

Common misuses to avoid include:

- Distorting or stretching the logo
- Changing the color of individual elements
- Repositioning, removing, or altering any part of the mark.



ALTERNATE LOGOS

These alternate marks are approved for use in specific contexts — such as website promotion, compact layouts, or social media profiles — where the primary logo doesn't fit. All primary logo guidelines (clear space, color usage, and minimum sizing) apply equally to these versions.

No Icon	Website	Icon Only	Stacked	Stacked Website
	towlos.com		towlos	towlos.com
	towlos.com		towlos	towlos.com
	towlos.com		towlos	towlos.com
	towlos.com		towlos	towlos.com

LOGO PACK

Download the official logo files to ensure every application stays on-brand. The pack includes vector formats (.svg) for print and production, and high-resolution renders (.png) for digital use.

[Download Logo Pack](#)



TYPEFACE

Geist

Geist Sans is towlos's brand typeface. Its clean geometry and subtle humanist details strike the right balance between precision and warmth — making it highly readable across digital interfaces, print materials, and marketing collateral. Use Medium for body copy, Bold for emphasis, and UltraBlack for headlines and display text.

Medium

towlos trailers

Bold

towlos trailers

UltraBlack

towlos trailers

Geist

**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**

1 2 3 4 5 6 7 8 9 0



BRAND NAME USAGE

The brand name is always written in lowercase — towlos — regardless of context. The only exception is when it appears at the start of a sentence, in which case the 'T' is capitalized: Towlos.

- I love renting trailers with towlos.
- Towlos is changing how motorsports enthusiasts monetize their car haulers.



This is a live document that will see future releases.