
2025



RECREATIONAL
VEHICLES

BRAND GUIDELINES

The Complete Booklet 2025
Visual Guide



This Brand Guide serves as a cornerstone for maintaining consistency across all visual and verbal expressions of our brand. It outlines our core values, color palette, typography, and imagery standards to ensure a cohesive and recognizable identity across all touchpoints. By adhering to these guidelines, we strengthen our brand presence, build trust with our audience, and communicate with clarity and purpose.

Welcome

KZ Recreational Vehicles

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The Logo

Logo & Usage



**RECREATIONAL
VEHICLES**

Main Logo



Primary - Vertical

The KZ Recreational Vehicles logo is one of our most valuable brand assets. Consistent use across all media and channels is essential in building brand awareness and equity. Please do not recreate or modify it in any way.

The primary vertical logo can be used wherever the configuration offers the best use of space.



Black & White

These logo treatments should only be used when the primary logo cannot - e.g. white logo on dark background or can only print in black and white **one (1)** color application. For special instances where logo is used on solid-color background.

Logo Guidelines

Safe Area

To keep the focus on our brand, we ask that you do not place any elements within 100px of our logo.

X Reference



Depending on the use of the logo, the logo may need to be reduced. The logo must stay proportional and maintain legibility.



The minimum safe area for placing other graphic elements around the logo is based on the width. Leave a minimum of 100 pixels space around the primary logo.

The logo can be scaled up to any size, but cannot be reduced to less than 20mm in height in any printed material.

06.

Tagline

Go. Camp. Live.

Go. Camp. Live.

Go. Camp. Live.

Go. Camp. Live.

- The tagline should not be used as a headline.
- Tagline should be used sparingly in copy. It may be used to end body copy in ad.
- If an ad is brand-focused, the tagline may be used sparingly as a Call to Action.
- If used in body copy, do not italicize. The tagline should be treated as part of the sentence with the first letters of each word capitlized and periods included.
- The three verbs should not be altered to become other forms. (For example: “Going. Camping. Living.”)

Background / Design Elements



KZ Green Background



KZ Gold Pattern Shape



KZ Single Gold Shape



You can use together
or stand alone

*CONTACT KZ MARKETING TO OBTAIN THESE FILES

Tone of Voice

Overview

At KZ, our voice reflects who we are — trusted, award-winning RV manufacturers with heart. For over a decade, we've been designing floor plans that turn road trips into traditions, helping families build generations of memories. We speak like we build: with care, clarity, and a whole lot of heart.

Our Voice Is...

Friendly & Welcoming

We talk like your go-to camping buddy — always ready to help, easy to understand, and excited for the journey ahead. Whether you're new to RVing or a seasoned traveler, we make you feel right at home.

We say:

"We're here to help you hit the road with confidence."

Warm & Supportive

Choosing an RV is more than picking a vehicle — it's choosing a lifestyle. We listen, we guide, and we make sure every traveler feels supported from first look to first trip (and well beyond).

We say:

"Every journey is personal. We're here for yours."

"You dream it. We help you chase it."

Informal, but Polished

We keep things relaxed, never rigid. No corporate speak or technical overload — just real talk from people who genuinely love the RV lifestyle. But don't be fooled — we take our craftsmanship and service seriously.

We say:

"We're kind of obsessed with the little details (so you don't have to be)."

Professional & Proven

We've earned our reputation with award-winning RV designs, and our name stands for quality and trust. We're proud of what we build — and even prouder of the memories our RVs help create.

We say:

"Proudly building award-winning RVs for over a decade."

"Your adventure deserves the best"

"We design every detail with your journey in mind."

Voice in Action

Website Copy: Welcoming, informative, and inspiring. Highlight real-life stories, useful features, and the lifestyle behind the RV.

Social Media: Conversational and engaging. Think campfire chats, road trip snapshots, and community stories.

Customer Communications: Clear and supportive. Whether it's a service update or a welcome email, our tone is always friendly and reliable.

Marketing Materials: Warm, confident, and experience-driven. Highlight our craftsmanship, innovation, and how we help families make the most of their time together — wherever the road leads.



Typography

Aa ■

Acumin Pro

KZ Recreational Vehicles has defined Acumin Pro font as the primary typeface for design applications. Consistent use is key in creating the KZ RV visual architecture and building brand equity.

Bold _____ **Acumin Pro Black**

Regular _____ Acumin Pro Regular

Light _____ Acumin Pro Light

Italic _____ *Acumin Pro Medium Italic*

DEFAULT FONT

If Acumin Pro is not available use ARIAL as a substitute.

Note- When printing text in black smaller than 16pt., the color build should be c: 0 M: 0 y: 0 K:100 for maximum legibility.

Color Palette



Primary

PMS 5747C
CMYK: 66 | 51 | 96 | 51
RGB: 61 | 68 | 30
HEX: #3D441E



Primary

PMS 5825C
CMYK: 44 | 39 | 91 | 13
RGB: 139 | 129 | 60
HEX: #8B813C

Always be sure there is sufficient contrast between colors in application

Basic

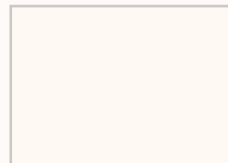


Black

CMYK: 76 | 73 | 53 | 57
RGB: 45 | 43 | 56
HEX: #2c2a37



CMYK: 7 | 73 | 100 | 1
RGB: 225 | 101 | 31
HEX: #61651f



CMYK: 0 | 0 | 2 | 0
RGB: 255 | 255 | 250
HEX: #fffffa

Shades

80%



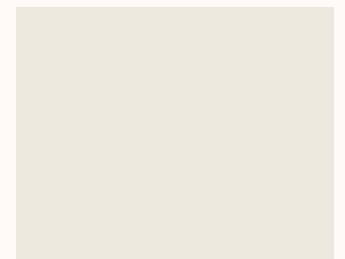
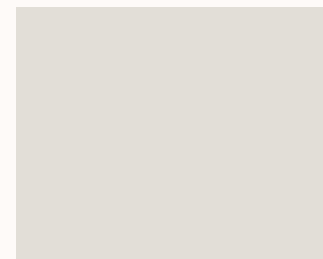
60%



50%



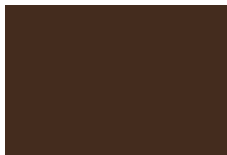
20%



Square/ Bold Colors



CMYK: 81 | 93 | 41 | 45
RGB: 54 | 29 | 68
HEX: #361d44



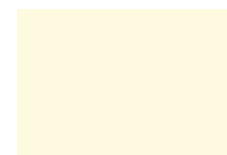
CMYK: 51 | 68 | 78 | 62
RGB: 69 | 46 | 31
HEX: #452e1f



CMYK: 46 | 88 | 33 | 11
RGB: 140 | 61 | 108
HEX: #8c3d6c



CMYK: 78 | 32 | 42 | 5
RGB: 53 | 136 | 142
HEX: #35888e



CMYK: 0 | 1 | 14 | 0
RGB: 255 | 250 | 244
HEX: #ffffae0



CMYK: 32 | 76 | 73 | 26
RGB: 141 | 72 | 67
HEX: #8d483e

Shades



70%

#71637b



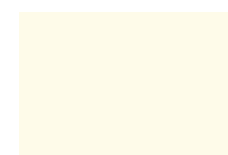
#7b6f66



#a87b96



#83a9ad



#ffffbeb



#a9817a



50%

#988ea0



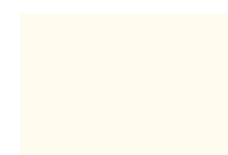
#a09790



#c0a1b4



#a6c1c5



#ffffcf1

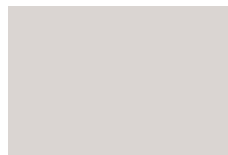


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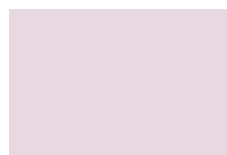


20%

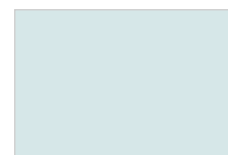
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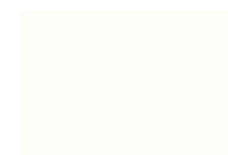
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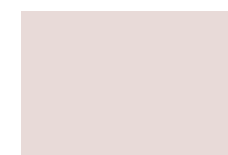
#e6d9e1



#dce6e8



#fffffa

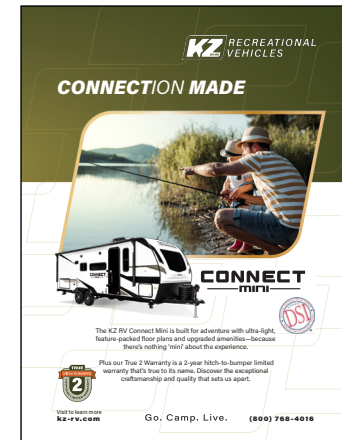


#e7dbd9

Advertising Logo Placement

When using the logo for vertical ads, the logo should be no more than 25% of the width of the ad.

When using the logo for horizontal ads, the logo should be no more than 15% of the width of the ad.



Communication

Website

Our website provides in-depth information about our Company, our Values, and our Brands. Here you will find our floor plans, specifications, and key features..

Social Media Platforms



Instagram - Quick Tour videos/reels, trending reels, user shared content, influencer shared content



Facebook - Full Walk Through videos, quick tours, interior carousel photos, user shared content, influencer shared content



YouTube - Quick Tour videos, full walk through videos



TikTok - Quick tour videos, trending videos

#hashtags

Approved #hashtags

#kzrv #kzrv1972

#gocamplive

When tagging KZ RV in your post be sure to include our #hashtags

Do Not Use #hashtags

#k-zrv #k-zrv72

Media Resources

Our Media Resources is located at the bottom of our website. It does not require a password, it is an open forum.

<https://www.kz-rv.com/media-center/>

Here you will find:

- Interior Photos
- Exterior Photos
- Lifestyle Photos
- High Resolution Floor Plan Renders
- Videos

Brand Identification

When calling out our products in any/all media be sure to put KZ RV then the Model, and then floor plan.


This format ensures our brand identity and builds brand awareness.

Media Outlets (but not limited to):

RV Trader, Website Listing, Print Advertising, Promotional Flyers, social media walk through video graphics

Example: KZRV > Brand > Floor Plan

KZ RV Durango Gold 382MBF

The background of the entire page is a solid olive green color. Overlaid on this background is a pattern of numerous overlapping, rounded rectangular shapes. These shapes are outlined in a slightly lighter shade of olive green, creating a sense of depth and movement. They are arranged in a somewhat chaotic but rhythmic fashion, with some appearing to be in front of others.

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