Rugs.com

Brand Articulation & Style Guide

JULY 2025





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APPLICATION

HAPPY RUGS

Rugs.com

The Logo

PRIMARY LOGO

ACCEPTABLE VARIATIONS

Primary Logo

Rugs.com

Rugs.com

Acceptable Variations

Alternatives to the standard Rugs.com version.









Gradient
#0A5F6D — #023d42

Beneath Every Moment Campaign

Logos that can be used in promotions, marketing materials, and advertisements.

Rugs.com

Beneath Every Moment®



Gradient
#0A5F6D — #023d42


Beneath
Every
Moment
Rugs.com


Beneath
Every
Moment
Rugs.com


Beneath
Every
Moment
Rugs.com


Beneath
Every
Moment
Rugs.com


Rugs.com
Beneath Every Moment®


Rugs.com
Beneath Every Moment®



Typography

APPROVED TYPEFACES

TYPOGRAPHY MISUSE

Approved Typefaces

It is imporant to keep consistent typography throughout all aspects of the brand.

PRIMARY TYPEFACE

Averta Standard

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY TYPEFACES

Inter Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography Misuse

For brand consistency, avoid typography mistakes such as the following.

DO NOT USE:

Although the following are approved fonts, do not use these weights because they are too thin or too heavy.

AVERTA STD. WEIGHTS

Averta Std. Extra Thin
Averta Std. Thin
Averta Std. Extra Bold
Averta Std. Black

INTER PRO WEIGHTS

Inter Thin
Inter Extra Light
Inter Extra Bold
Inter Black

DO NOT USE:

Unapproved fonts or handlettering.

MUSEO SLAB WEIGHTS

Museo Slab 100
Museo Slab 700
Museo Slab 900
Museo Slab 1000

Color Palette

OVERVIEW

PRIMARY COLOR PALETTE

SECONDARY COLOR PALETTE

TERTIARY COLOR PALETTES



Overview

Primary Palette

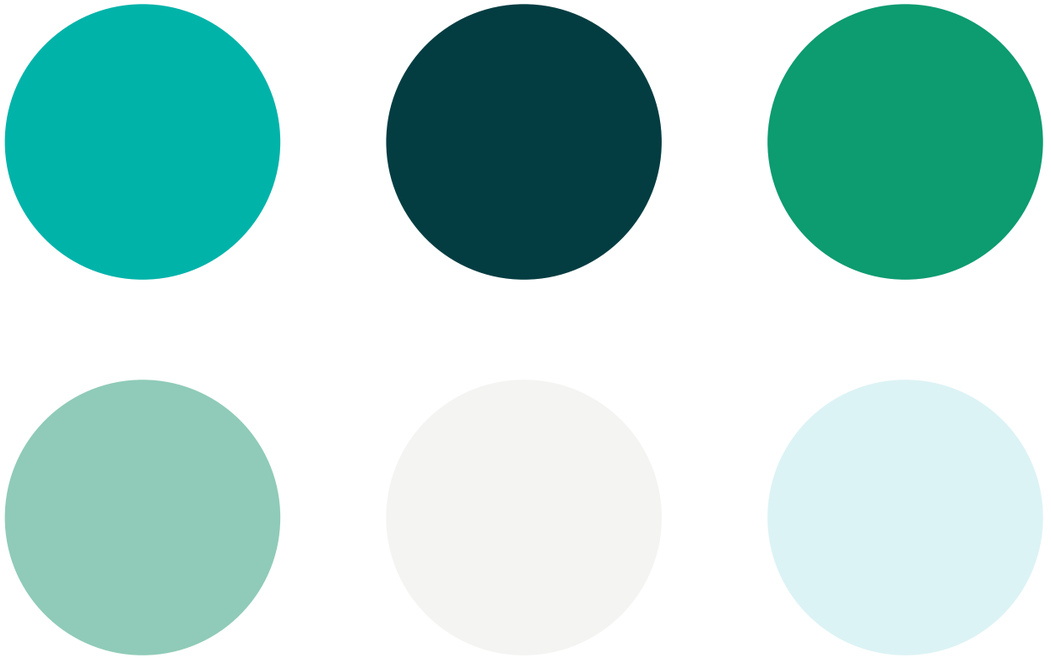
These are the primary colors of the logo
and will be used most often.

Secondary Palette

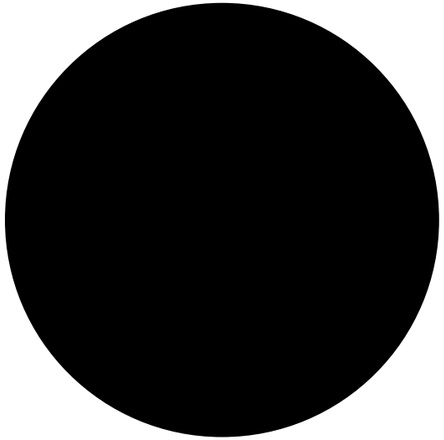
These are supporting colors and will be used alongside
the primary palette as an extension of design system.

Tertiary Palette

These are to be used sparingly as accent colors
for supporting elements as needed.

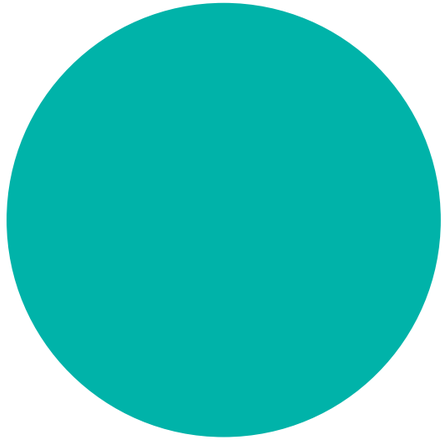


Primary Palette



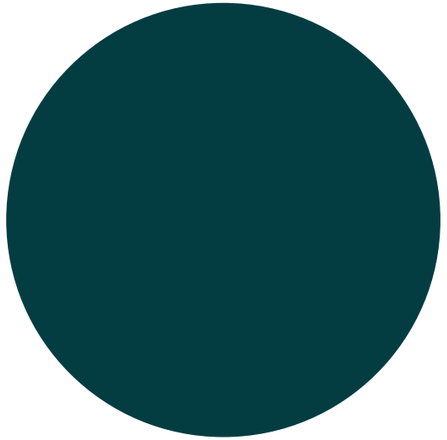
Primary Black

Hex: #000000
RGB: 0 | 0 | 0
CMYK: 60 | 40 | 40 | 100
PMS: Black 6 C



Primary Teal

Hex: #00B2A9
RGB: 0 | 178 | 169
CMYK: 81 | 0 | 39 | 0
PMS: 326C



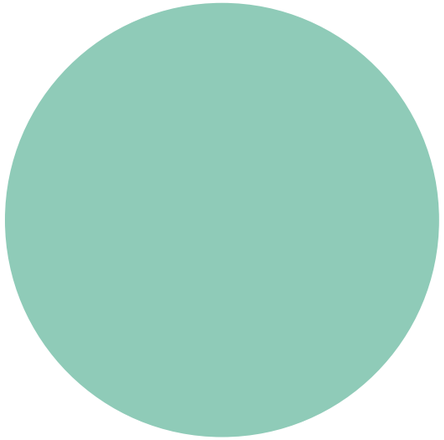
Primary Navy

Hex: #023D42
RGB: 2 | 61 | 66
CMYK: 93 | 58 | 59 | 48
PMS: 2217C

Primary Off White

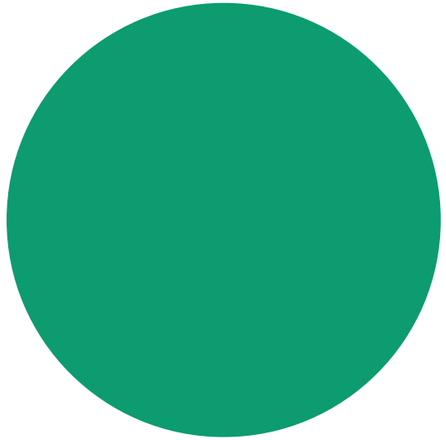
Hex: #F4F4F2
RGB: 244 | 244 | 242
CMYK: 3 | 2 | 3 | 0
PMS: 179-1

Secondary Palette



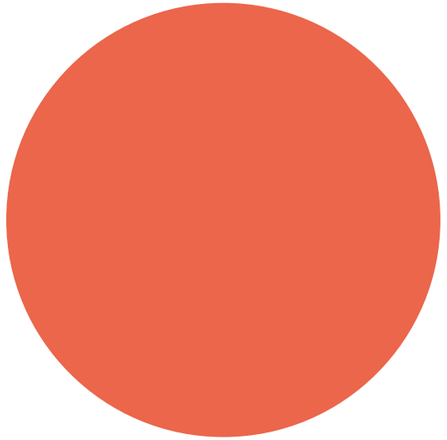
Secondary Mint

Hex: #8FCBB8
RGB: 143 | 203 | 184
CMYK: 44 | 2 | 33 | 0
PMS: 338CP



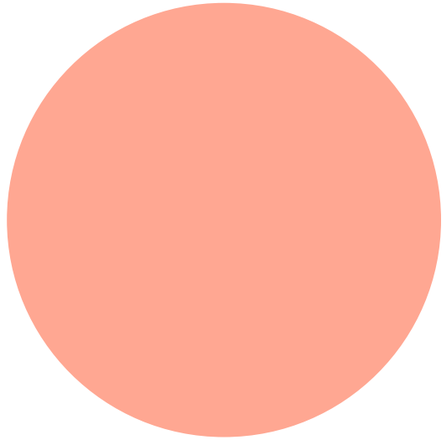
Secondary Green

Hex: #0D9B70
RGB: 13 | 155 | 112
CMYK: 82 | 15 | 72 | 2
PMS: 7724C



Secondary Tomato

Hex: #EB664B
RGB: 235 | 102 | 75
CMYK: 3 | 75 | 74 | 0
PMS: 1665C



Secondary Peach

Hex: #FFA792
RGB: 255 | 167 | 146
CMYK: 0 | 42 | 36 | 146
PMS: 925C

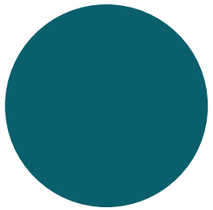
Tertiary Palette

Tertiary Light Blue
Hex: #8FCBB8
RGB: 143 | 203 | 184
CMYK: 44 | 2 | 33 | 0
PMS: 338CP

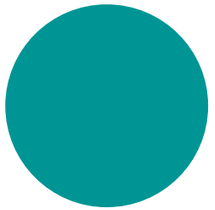
Tertiary Ivory
Hex: #8FCBB8
RGB: 143 | 203 | 184
CMYK: 44 | 2 | 33 | 0
PMS: 338CP

Tertiary Blush
Hex: #8FCBB8
RGB: 143 | 203 | 184
CMYK: 44 | 2 | 33 | 0
PMS: 338CP

Tertiary Gradient



Gradient Navy
Hex: #0A5F6D
RGB: 10 | 95 | 109
CMYK: 91 | 50 | 46 | 21



Gradient Teal
Hex: #009595
RGB: 0 | 149 | 149
CMYK: 82 | 22 | 44 | 1



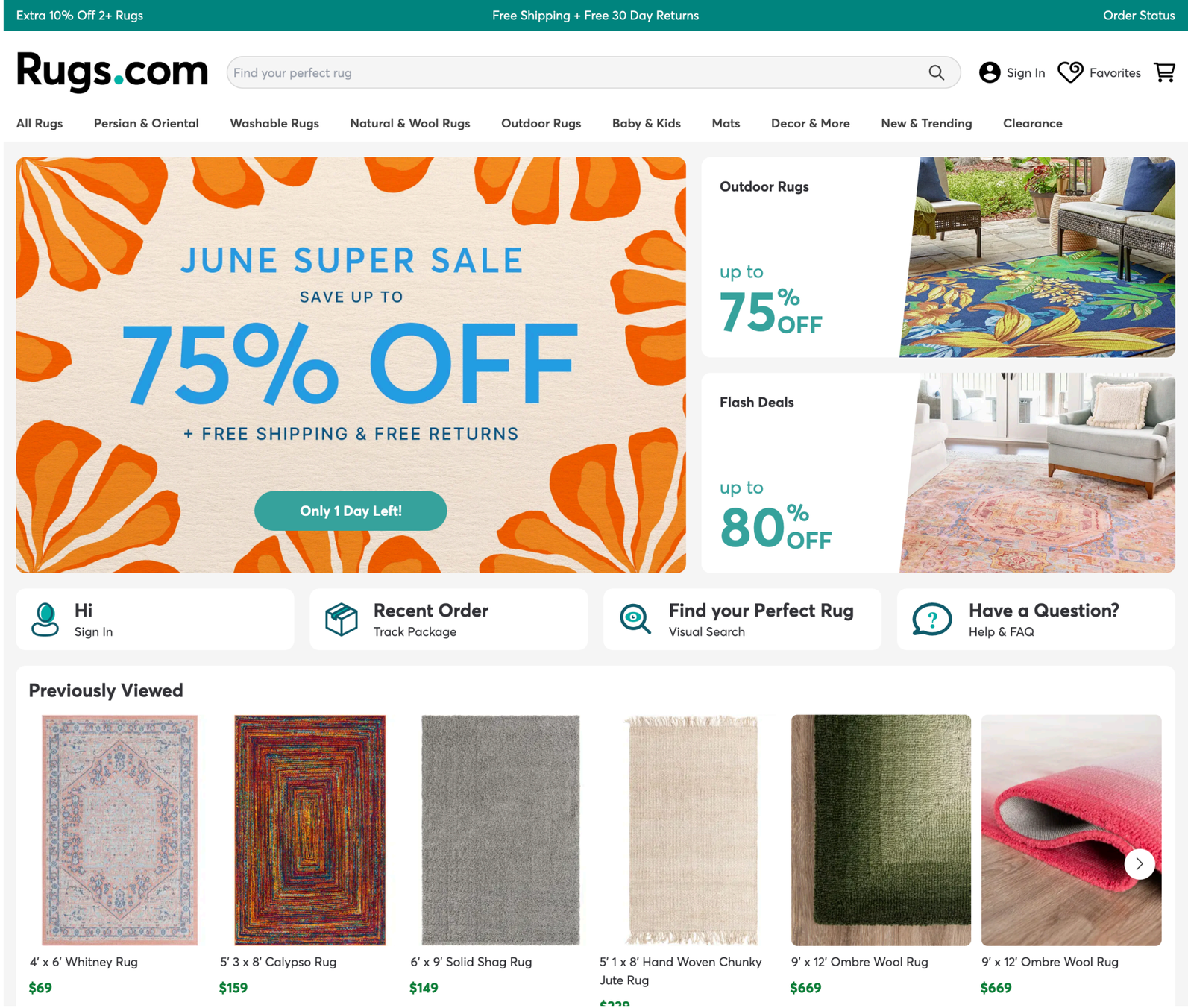
Application

WEBSITE

BANNERS

PHOTOGRAPHY

Website


Extra 10% Off 2+ Rugs
Free Shipping + Free 30 Day Returns
Order Status
Rugs.com
Find your perfect rug
Sign In
Favorites
All Rugs
Persian & Oriental
Washable Rugs
Natural & Wool Rugs
Outdoor Rugs
Baby & Kids
Mats
Decor & More
New & Trending
Clearance
JUNE SUPER SALE
SAVE UP TO
75% OFF
+ FREE SHIPPING & FREE RETURNS
Only 1 Day Left!
Outdoor Rugs
up to
75% OFF
Flash Deals
up to
80% OFF
Hi
Sign In
Recent Order
Track Package
Find your Perfect Rug
Visual Search
Have a Question?
Help & FAQ
Previously Viewed
4′ x 6′ Whitney Rug
$69
5′ 3 x 8′ Calypso Rug
$159
6′ x 9′ Solid Shag Rug
$149
5′ 1 x 8′ Hand Woven Chunky Jute Rug
9′ x 12′ Ombre Wool Rug
$669
9′ x 12′ Ombre Wool Rug
$669

Iconography



ANTI STATIC ECO-FRIENDLY HYPO ALLERGENIC



DURABLE EASY TO CLEAN

Banners


e returns
JULY SAVINGS EVENT
save up to
75% OFF
+ free shipping & free returns
Sitewide Savings Sale
SAVE UP TO
75% OFF
+ FREE SHIPPING & FREE RETURNS
DISCOUNT SALE
SAVE UP TO
75% OFF
+ FREE SHIPPING & FREE RETURNS
Feeling Lucky
SALE
save up to



Photography














































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