

RTT FESTIVAL

EUROPEAN ROOFTOP TENT FESTIVAL
OUTDOOR AUTOMOTIVE SHOW

BRAND GUIDELINES

FEBRUARY 2026

OFFICIAL DOCUMENT

CREATION - BR.CREATIVE

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#1 INTRODUCTION

1.1 Brand presentation



Two worlds, one event

For five years, the RTT Festival has established itself as the unmissable gathering for rooftop tent travellers. Every summer, hundreds of crews from France and across Europe come together to share a common passion: hitting the road, exploring, living outdoors. Three days of encounters, discoveries and good company, in an event built on a human scale.

This year, for its second edition at Lac de Madine, the festival puts down deeper roots in this exceptional setting. A natural, generous and accessible site that perfectly embodies the spirit of the festival, and where the event is set to grow and establish itself for the long term.

2026 marks a new milestone: the festival welcomes for the first time the Outdoor Automotive Show. A dedicated space for a new way of thinking about light vehicles, no longer as a simple means of transport, but as a true companion for adventure. Manufacturers, equipment specialists and industry experts gather around the latest innovations, with a 5,000 m² educational test area open to all.

Two distinct worlds, one shared philosophy: accessible travel, outdoor living and gear that serves the experience.

Welcome to RTT Festival 2026.

#1 INTRODUCTION

1.2 Purpose of the guidelines

RTT FESTIVAL

EUROPEAN ROOFTOP TENT FESTIVAL
OUTDOOR AUTOMOTIVE SHOW

Purpose of the brand guidelines

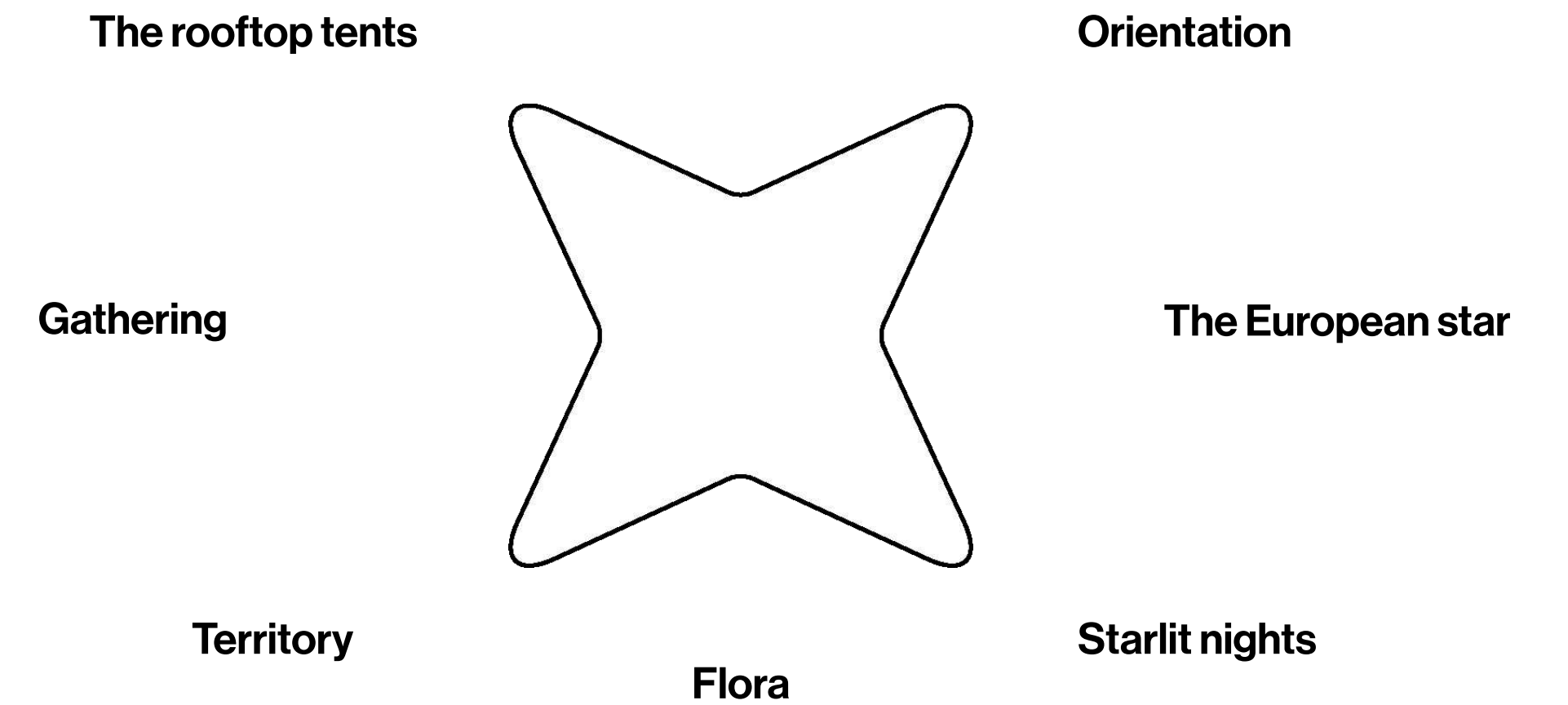
These brand guidelines define and unify the visual identity of RTT Festival 2026 and the Outdoor Automotive Show. They serve as the reference document for all graphic productions related to the event: communication materials, signage, digital tools, print and any other visual application.

With two distinct worlds brought together under one event, these guidelines establish a global visual consistency while allowing each space to express its own identity. They ensure clear communication for the public, immediate recognition of both entities and visual harmony across all touchpoints.

These guidelines apply to anyone involved in producing or approving visual content: the organising team, suppliers, partners and exhibitors. Adhering to them is essential to maintain the quality and consistency of the event's image.

#2 VISUAL IDENTITY

2.1 Theme presentation



#2 VISUAL IDENTITY

2.2 Design intent



The visual identity of RTT Festival 2026 is built on a simple conviction: an event that grows must develop an image worthy of its ambitions, without losing what made it special in the first place.

The icon captures the essence of the project on its own. At its origin, it is the aerial view of an open rooftop tent, a campsite seen from above, a symbol of gathering and openness. A minimal yet powerful shape, it naturally found other resonances that made sense: the four cardinal points of orientation, the European star, starlit nights, the local flora. This single symbol speaks to all audiences and is built to stand the test of time.

The typography, modern and condensed, establishes a strong visual presence. It works equally well in large-format signage and small digital formats, with variations that allow the tone to shift between the warmth of the festival and the authority of the show.

The colour palette was born from the location itself. The deep blue of starlit nights and Lac de Madine, the warm yellow of sunny days and golden hours, the green of the vegetation along the site, the light beige of the pebbles at the water's edge. Each colour tells a fragment of the experience lived on site. This is not an arbitrary aesthetic choice. It is a graphic system rooted in the territory, designed to be consistent, legible across all formats and lasting from one edition to the next.

Together, they produce an identity that elevates the event, showcases partners and exhibitors, reassures long-standing festival-goers and prepares the RTT Festival to shine on a European scale.

#3 LOGOTYPE

3.1 Main logo and variations



Main logo international version : For use on horizontal communication materials and website



Simplified logo: For use on smaller formats and print / merchandising



Minimalist logo: For use on smaller formats and print / merchandising

#3 LOGOTYPE

3.1 Main logo and variations



Main logo international version:

For use on social media intro and outro screens



Minimal logo international version:

For use on social media intro and outro screens

#3 LOGOTYPE

3.2 Clear space



Clear space


To ensure the logo's legibility and impact in all circumstances, a protection zone must always be respected around it. No graphic element, text or image should encroach on this space.

This clear space is defined proportionally: it corresponds to the width of the icon on each side of the logo. Regardless of the size used, this ratio remains constant and automatically scales with the logo.

This principle applies to all logo variations and across all formats, whether large-format display, on-site signage, digital use or print.

#4 COLOUR PALETTE


4.1 Primary and secondary colours (HEX / CMYK / Pantone)



			
Midnight fjord	Golden horizon	White gravel	Pine ridge
#123F49	#FFB84A	#F5F5EA	#4E5B41
C75 M14 Y0 K71	C0 M28 Y71 K0	C0 M0 Y4 K4	C14 M0 Y29 K64
Pantone 19-4914 TCX	Pantone 13-0947 TCX	Pantone 11-4101 TCX	Pantone 18-0322 TCX
Outdoor Automotive Show	Festival RTT	Secondary	Secondary
Primary colour for the Outdoor Automotive Show. For use as background and logo icon.	Primary colour for the RTT Festival. For use as background and logo icon.	Text on Midnight fjord backgrounds, logo icon and background.	Print and merchandising.

#4 COLOUR PALETTE

4.2 Contrast ratio


Text Color



#F5F5EA 


 


↔

Background Color

#123F49 


Contrast Ratio 

10.44 : 1 

Preview


Regular Text

A high color contrast makes anything easier to read




 **Pass** for 17pt and below


Large Text

A high color contrast makes anything easier to read

 **Pass** for 18pt and above / 14pt bold and above

Graphic Components

 **Pass** for icons and actionable graphics

The WCAG standard

It defines minimum contrast ratios to ensure text legibility.

The WCAG standard defines two levels :


Level AA (recommended minimum) 4.5:1 for normal text and 3:1 for large text (from 18pt or 14pt bold).



Level AAA (optimal) 7:1 for normal text and 4.5:1 for large text.

#4 COLOUR PALETTE

4.2 Contrast ratio


Text Color



#000000 


↔

Background Color

#FFB84A 

Contrast Ratio ?

12.21 : 1 

Preview

Regular Text

A high color contrast makes anything easier to read

 **Pass** for 17pt and below

Large Text

A high color contrast makes anything easier to read

 **Pass** for 18pt and above / 14pt bold and above

Graphic Components



 **Pass** for icons and actionable graphics

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Level AA (recommended minimum) 4.5:1 for normal text and 3:1 for large text (from 18pt or 14pt bold).



Level AAA (optimal) 7:1 for normal text and 4.5:1 for large text.

#4 COLOUR PALETTE

4.2 Contrast ratio


Text Color



#000000 


 


↔

Background Color

#F5F5EA 

Contrast Ratio 

19.13 : 1 

Preview

Regular Text

A high color contrast makes anything easier to read

 **Pass** for 17pt and below

Large Text

A high color contrast makes anything easier to read

 **Pass** for 18pt and above / 14pt bold and above

Graphic Components



 **Pass** for icons and actionable graphics

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Level AA (recommended minimum) 4.5:1 for normal text and 3:1 for large text (from 18pt or 14pt bold).


Level AAA (optimal) 7:1 for normal text and 4.5:1 for large text.

#4 COLOUR PALETTE

4.2 Contrast ratio


Text Color


#F5F5EA 




↔

Background Color

#4E5B41 




Contrast Ratio ?

6.6 : 1 

Preview


Regular Text

A high color contrast makes anything easier to read


 **Pass** for 17pt and below


Large Text

A high color contrast makes anything easier to read

 **Pass** for 18pt and above / 14pt bold and above

Graphic Components



 **Pass** for icons and actionable graphics

The WCAG standard

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Level AA (recommended minimum) 4.5:1 for normal text and 3:1 for large text (from 18pt or 14pt bold).

Level AAA (optimal) 7:1 for normal text and 4.5:1 for large text.

#5 TYPOGRAPHY

5.1 Primary and secondary typefaces



**TERMINA
BLACK**



 **ROOFTOP**
TENT *FESTIVAL 2026*



NEUE HAAS GROTESK TEXT PRO
55 ROMAN

#5 TYPOGRAPHY

5.2 Web usage

GC EPIC PRO

H1 - Desktop - 40pts

GC EPIC PRO

H2 - Desktop - 35pts

GC EPIC PRO

H2 - Tablet - 30pts

GC EPIC PRO

H2 - Mobile - 25pts

Neue Haas Grotesk Display Pro - 55 roman

Neue Haas Grotesk Display Pro - 75 bold

H3 / H4 / H5 / H6 / p - Desktop & tablet - 25 > 18pts

Neue Haas Grotesk Display Pro - 55 roman

Neue Haas Grotesk Display Pro - 75 bold

H3 / H4 / H5 / H6 / p - Mobile - 20 > 15pts

Neue Haas Grotesk Display Pro - 55 roman

Links - Desktop / tablet / mobile - 18 > 15pts

#5 TYPOGRAPHY

5.2 Web usage

GC EPIC PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

& . , : ; ! ? () / @ # € % < >

Why GC Epic Pro and not Termina Black?

Termina Black is the typeface used for the logotype. Thick, dense and perfectly calibrated for brand use, it gives the logo its visual strength and immediate impact. This is precisely why it remains reserved for the logo and is not used beyond it.

For titles and editorial content, the choice fell on GC Epic Pro. Lighter and more airy, it brings character without overwhelming the composition. It knows how to be assertive without saturating the space. And for those who look closely, certain letterforms echo the curves of the RTT icon, creating a subtle consistency between the logotype and the editorial typography.

Two typefaces, two distinct roles, one cohesive identity.

#5 TYPOGRAPHY

5.2 Web usage

Neue Haas Grotesk Display Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

& . , : ; ! ? () / @ # € % « »

Why Neue Haas Grotesk Display Pro and not Neue Haas Grotesk Text Pro?

Neue Haas Grotesk Text Pro is the typeface used for the tagline within the logotype. More graphic and tightly spaced, it integrates perfectly into the overall brand and contributes to the visual consistency of the logo. This is precisely why it remains reserved for that use.

For web texts, body copy and secondary reading levels, the choice fell on Neue Haas Grotesk Display Pro. Smoother and more legible on screen, it ensures optimal reading comfort at any display size, while retaining the elegance and neutrality characteristic of the Neue Haas Grotesk family.

Two weights, two contexts of use, one unified typographic family.

#5 TYPOGRAPHY

5.3 Print usage



Example of a tote bag designed for the festival, coming soon to the shop.

For print materials, the typographic rules follow a simple logic consistent with the overall identity.

The logotype always retains its original typefaces : Termina Black for the name and Neue Haas Grotesk Text Pro for the tagline. No substitution is permitted, regardless of the format or support.

For all print text content, titles, headlines, body copy and captions, the rules defined for web apply : GC Epic Pro for titles and Neue Haas Grotesk Display Pro for body text. This consistency between digital and print materials guarantees a unified identity across all touchpoints.

#6 USAGES

6.1 Merchandising et print



In context: Merchandising

The identity translates naturally onto everyday objects. The icon works on its own, large, in full colour. Flat colours, a punchy slogan: the festival-goer becomes an ambassador for the event.

#6 USAGES

6.2 Web : website and social media

Quick usage guide

To make daily application of the identity as straightforward as possible, here are the recommended combinations by context.

The logo is always used on a solid background. On photographic backgrounds, avoid areas that are too busy and always apply a black overlay at a minimum opacity of 70%.

Image usage : only use files made available in the shared drive.



Web article

Logo : horizontal version

Background : White or transparent

Text : Black

[Download](#)

[Drive access](#)



#6 USAGES

6.2 Web : website and social media

16:47 Social media - story and post

Logo : vertical version

Background : Follow the colour guidelines opposite

[Drive access](#)

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#6 USAGES

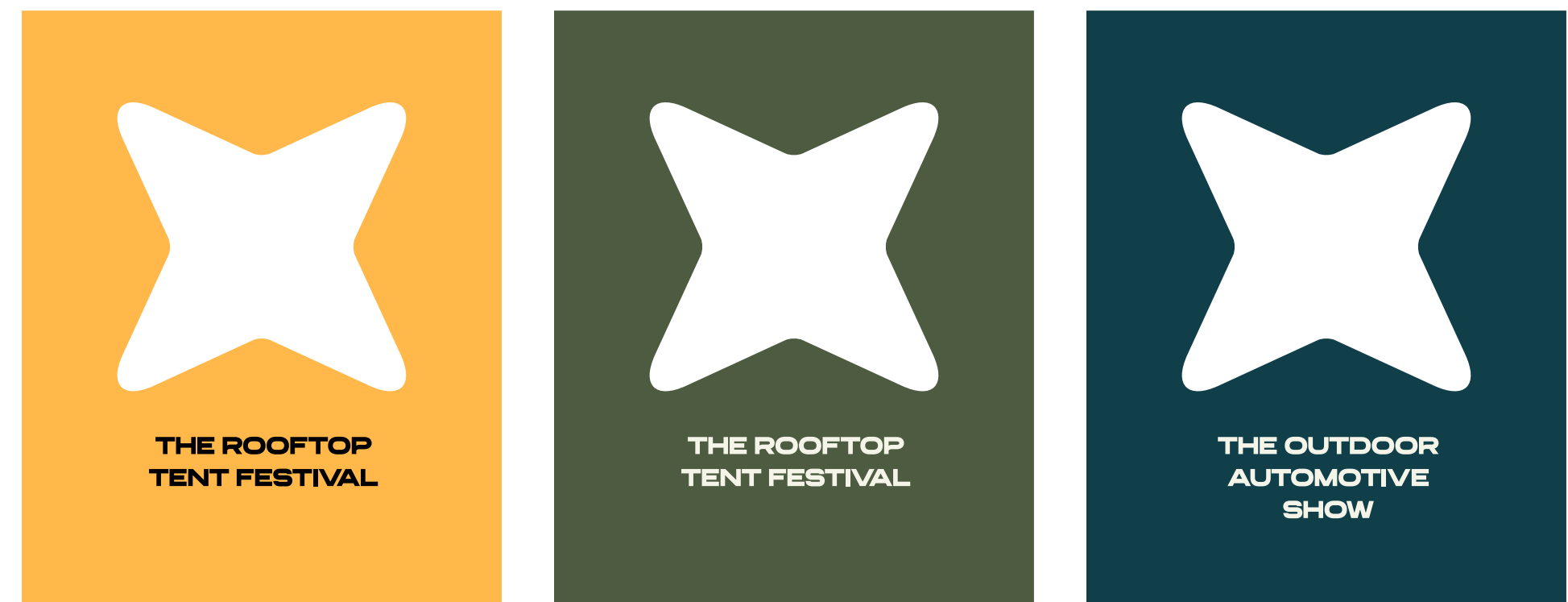
6.2 Web : website and social media

Social media - story and post templates

The inside of the star is transparent (PNG format), allowing you to insert a photo or video. Blue for the Outdoor Automotive Show, yellow and green for the RTT Festival.

Please follow the colour guidelines opposite.

Drive access



#6 USAGES

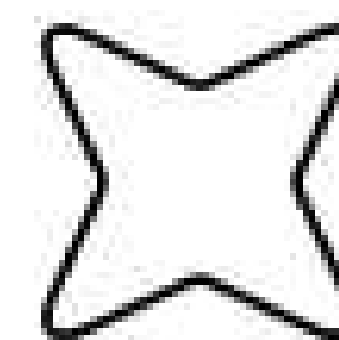
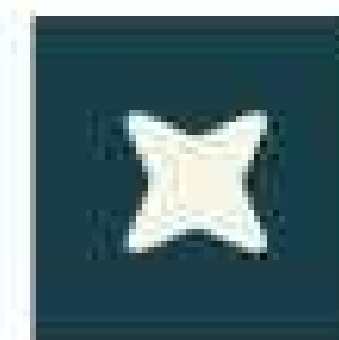
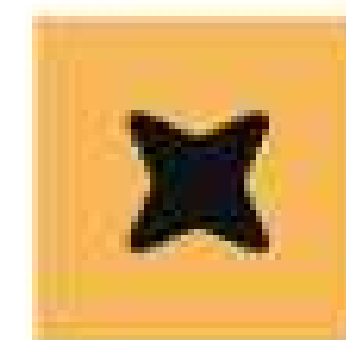
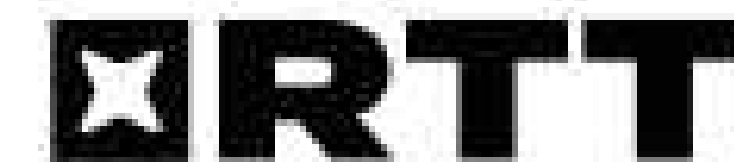
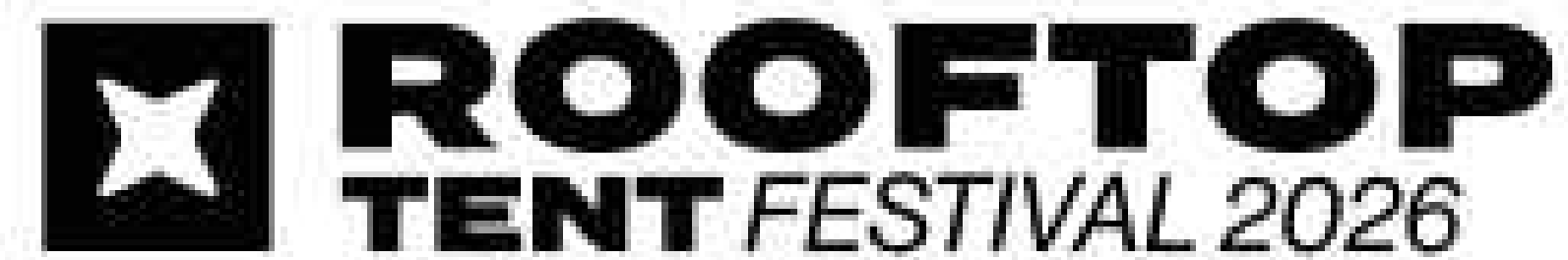
6.3 Print

Print

A file is available with all logo variations as well as the icon with and without colours.

Please follow the colour guidelines opposite.

Drive access





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