



RIZK DIGITAL GUIDELINES

Welcome to our digital identity guidelines, crafted to help us communicate the distinctive character of the RIZK brand in a consistent and compelling way.

This guide will help familiarise you with the main brand elements and assist you in designing and producing dynamic, powerful communications for digital purposes.

NO RIZK
NO REWARD

BRAND SLOGAN



PRIMARY LOGO



SECONDARY LOGO

NO RIZK
NO REWARD

BRAND SLOGAN



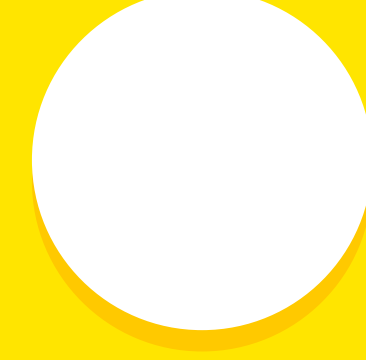
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240.66.54



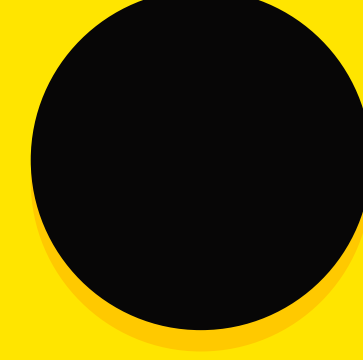
#FFE500
255.229.02



#00A54D
00.165.77



#FFFFFF
255.255.255



#070606
07.06.06

CTA BUTTON STYLES

PRIMARY BUTTON STYLE

JOIN RIZK

SIGN UP

SECONDARY BUTTON STYLE

JOIN RIZK

SIGN UP

The brand should always make use of the flat CTA buttons shown above. Gradient fills should not be used, and no other font should be used other than the brand's primary typeface, **Gibson Bold**. Do not recreate CTA buttons in a different style.

TYPOGRAPHY

Gibson

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!.,:;%"-@&*()

Aa Aa Aa Aa

PRIMARY TYPEFACE

League Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!.,:;%"-@&*()

Aa Aa

SECONDARY TYPEFACE

CLEARANCE REQUIREMENTS



The RIZK logo must always have a clear area surrounding it to ensure legibility, and to avoid cluster.

Always make sure there is a minimum negative space of X between all edges or other design elements, such as other logos.

The size of X is defined by the height 'R' in 'RIZK'.

INCORRECT USE



PROPORTION
Logo should always be scaled up or down proportionally.



EFFECTS
Never apply effects on the logo, such as outlines, glows etc.



COLOUR
Do not apply gradients or change the colour of the logo.



WARP
Do not try to warp the logo in any other shape or form.



BRAND EXTENSIONS
Do not create non-existent brand extensions.



RECREATION
Do not try to recreate the logo, always use the original.