

# Rubben Makitla Pty Ltd Brand Styling & Typography Guide

This document defines the official styling, typography, and colour usage standards for Rubben Makitla Pty Ltd digital platforms. It serves as a reference for developers and designers to ensure visual consistency across all web applications and marketing materials.

## 1. Brand Colour Palette

### Primary Brand Blue

Hex: #1B1464

Usage: Primary buttons, headings, navigation highlights, icons, call-to-action elements.

### Secondary Industrial Grey

Hex: #8A8A8A

Usage: Subheadings, secondary text, borders, dividers, muted UI elements.

### Supporting Dark Text

Hex: #1F2937

Usage: Main body text for optimal readability.

### Background White

Hex: #FFFFFF

Usage: Page backgrounds, cards, and content containers.

## 2. Typography

### Primary Heading Font

Montserrat (Bold / SemiBold)

Used for: Page titles, section headers, emphasis text.

### Body Font

Inter or Montserrat Regular

Used for: Paragraphs, descriptions, labels, navigation links.

## 3. Font Hierarchy

- H1: Montserrat Bold – 48–60px (Hero titles)
- H2: Montserrat Bold – 32–36px (Section titles)
- H3: Montserrat SemiBold – 20–24px (Card titles)
- Body Text: Regular – 16–18px
- Small Text: Regular – 14px

## 4. UI Styling Guidelines

- Buttons: Primary blue background with white text and subtle hover darkening.
- Cards: White background, light grey border, soft shadow.
- Navigation: Blue active states, neutral inactive links.
- Spacing: Consistent padding and margins using an 8px spacing system.
- Tone: Clean, professional, industrial, and minimal.

## 5. Brand Design Principles

- Consistency across all pages and components
- Clarity and readability at all screen sizes
- Professional, industrial aesthetic
- Support for sustainability and reliability messaging