BRAND GUIDELINES

RADGE

LOGOMARK

Our logo is the face of the brand- the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistently.

LOGO SIZING

Consistency in logo size and placement is key to maintaining a strong brand identity. Please use the following guidelines to ensure proper sizing of the logo on all materials. The logo should be placed in a clear and prominent location on all materials.

The minimum size for the logo should be no smaller than 1 inch in width for printed materials and 100 pixels in width for digital materials. Any smaller than this and the logo risks becoming illegible and losing its impact.

While there is no maximum size for the logo, it is important to maintain its aspect ratio to ensure it remains proportional and visually appealing.

100%

80%

50%

10%

LOGO VARIATION

Primary

Secondary

This is Radge variation. The logo can be used in Two forms, with full text and symbol only. The primary logo is the one with full text, use that version whenever possible.

LOGO SAFE AREA

The area that surrounds our logo is as much a part of our visual identity as any other element. Providing adequate white space around our logo avoids clutter and ensures the integrity of our brand in visual communications.

LOGO DO'S

Keep the logo as it is supposed to be, it's okay to change the colour of the logo to black and white depending on the backgrounds colours, follow the guide and it will keep your logo and brand look consistent and clean.

Do use the approved brand colors, fonts, and logo variations as outlined in the guidelines, and maintain adequate spacing around the logo and other brand elements to ensure they are visually distinct.

LOGO DONT'S

It is imperative that our logo stays consistent across all mediums and all uses. Using logos in a standardised fashion reinforces our visual identity and aligns our communication.

Following these do's and don'ts will ensure that the brand is represented consistently and appropriately across all materials, helping to

ALL LOGO COLOR VARIATION

In most circumstances, we use our logo in full colour. However, occasionally, there are circumstances where this format might inhibit legibility or be impossible altogether due to certain colour print processes in publications.

For these circumstances, we have developed a reverse colour version of our logo that can be used on dark-coloured backgrounds.

We have also created white and black versions, which can be used on dark and light coloured backgrounds when using greyscale or a black and white printing process.

BRAND COLOR

Gradient
#305E73 – #211915
#305E73
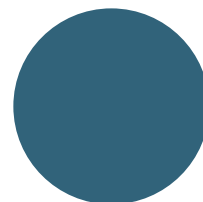
#31637A
R49 G99 B122
C84 M53 Y37 K14

#FC9208
R252 G146 B8
C0 M51 Y100 K0

#00D4CB
R0 G212 B203
C65 M0 Y29 K0

#FAD035
R250 G208 B53
C2 M16 Y89 K0
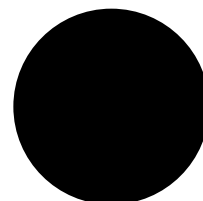
#000000
R0 G0 B0
C75 M68 Y67 K90
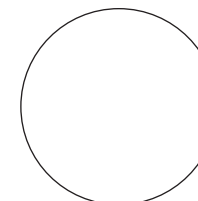
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Brands and colour are inextricably linked because colour offers an instantaneous method for conveying meaning and message without words.

These are the main colours of the brand, it should be used on every branding and marketing materials across the brand.

Colors play a vital role in the perception and recognition of a brand, so it's important to use them consistently and correctly.

When using colors, make sure to maintain adequate contrast and legibility, and avoid using colors that clash or distract from the primary brand colors.
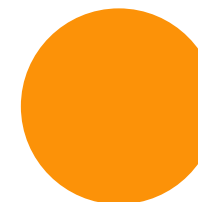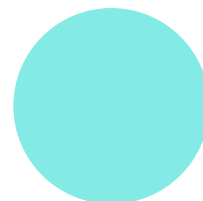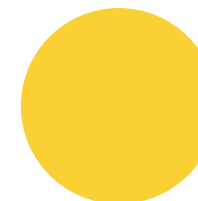
BRAND TYPEFACE

Ancient God Bold is the primary font used for the logotype/logo wording and heading.

Poppins Italic will be used for the subheading.

Poppins Light is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

The heading and the paragraph need to create contrast between one another in term of sizes.

ANCIENT GOD BOLD

ABCDEFGHIIKLM-
NOPQRSTUVWXYZ
1234567890!@£$%^&*[]

Poppins Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

TYPEFACE USAGE

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h1 [# LOREM IPSUM

h2 [*Lorem ipsum dolor sit amet, consectetur adip-iscing elit, sed do eiusmod*

h3 [Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occae-cat cupidatat non proident, sunt in culpa qui officia dese-runt mollit anim id est laborum.

When using typography, make sure to maintain adequate spacing, legibility, and hierarchy, and avoid using typefaces that clash or distract from the primary brand typeface.

By adhering to these guidelines, we can ensure a consistent and cohesive brand identity that resonates with our audience.

www.website.com
hello@email.com