



RAYAH
GUIDELINES

Typography

The font family that should be used in all marketing and communication materials is Gotham. Each of the character styles below shows Gotham being used a various size depending on usage. Each style followed by two sets of number separated by a common slash. The number before the slash represents the size and the number after represents the heading for the font family. They should be followed as closely as possible to create clean cohesive designs.

Font Family : Gotham

Aa

Gotham
A a B b C x Dd
1234567890

Character Style

H₁ **Gotham**
70/80

H₂ **Gotham**
36/50

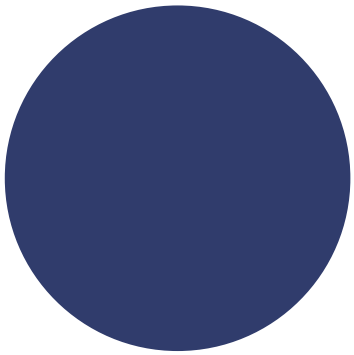
Body **Gotham**
16/20

Button **Gotham**
12/20

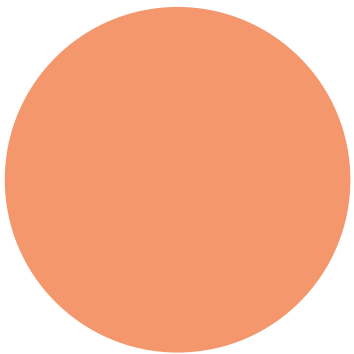
Exclusions **Gotham**
12/20

Color Palette

Color is an integral part of brand identity. Consistent use of the color palette with not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience.



HEX		#303C6C
RGB		40, 60, 108
CMYK		93, 84, 31, 18



HEX		#F4976C
RGB		244, 151, 108
CMYK		1, 49, 60, 0

Final comments

If ever in doubt, just refer back to this guide. These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks its best across all applications.

