



RICHY SOONAK

BRAND IDENTITY GUIDE

Main Logo



Reverse Logo



Black Logo



White Logo



Logo



Logotype

Logo Icon



Logo Construction

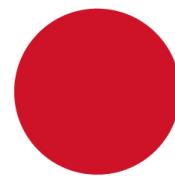
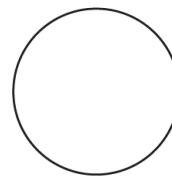
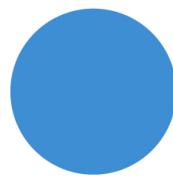
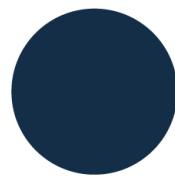
The logo should be always produced from the master artwork.

Use the complete logo. The only time you should use the symbol alone is on the **Richy Soonak** website or social media channels where there are other elements to help the user recognise the brand.

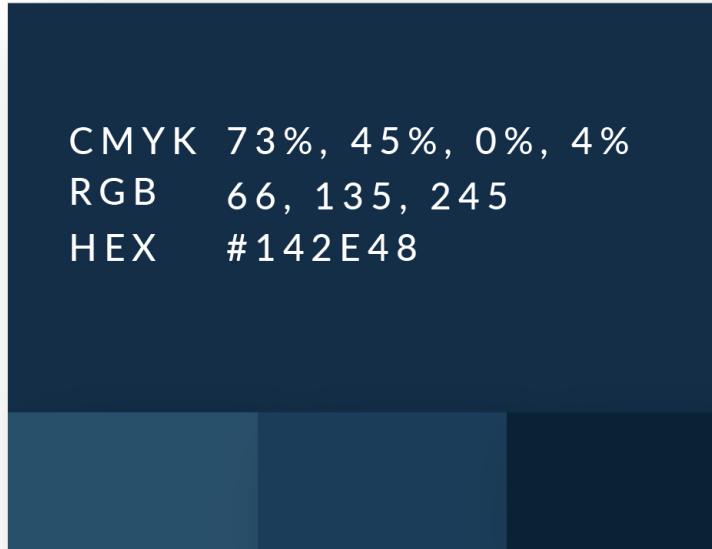
LogoMark

Color is a strong, communicative element of any brand identity. It unifies an identity, enhances brand association and accelerates differentiation.

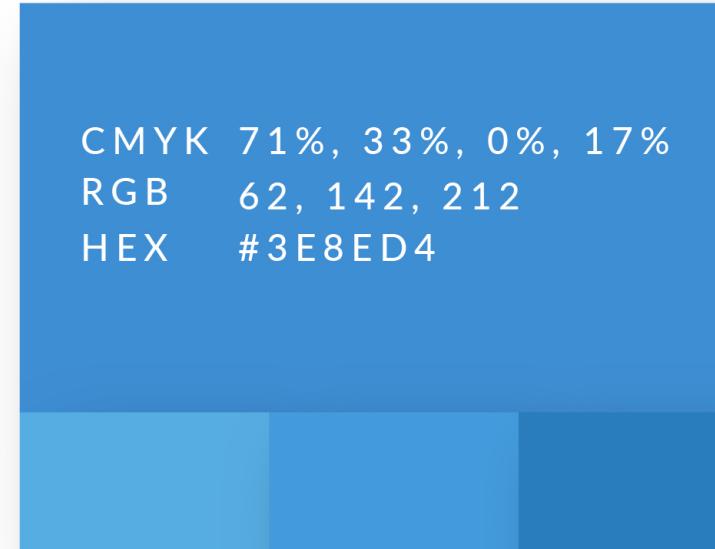
The **RICHY SOONAK** Logo is made up of an attractive and dynamic palette that brings color and vibrance to all communication materials.



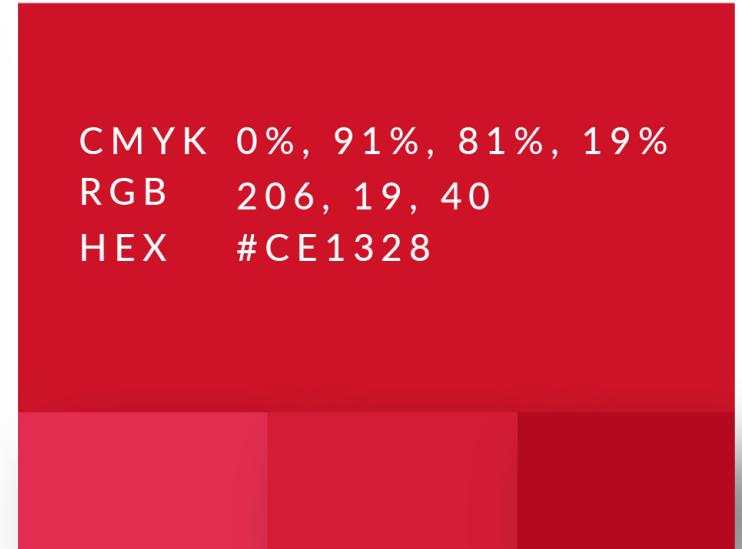
PRIMARY COLOR



CMYK 73%, 45%, 0%, 4%
RGB 66, 135, 245
HEX #142E48



CMYK 71%, 33%, 0%, 17%
RGB 62, 142, 212
HEX #3E8ED4



CMYK 0%, 91%, 81%, 19%
RGB 206, 19, 40
HEX #CE1328

Color palette

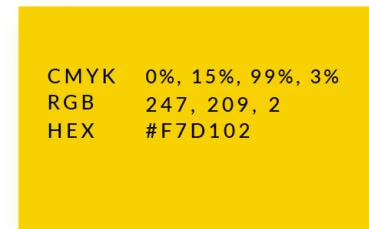
Primary Colors:

Dark Blue and **Sky Blue** are main colors of the **Ricky Soonak** identity so it has the strongest presence on our brand.

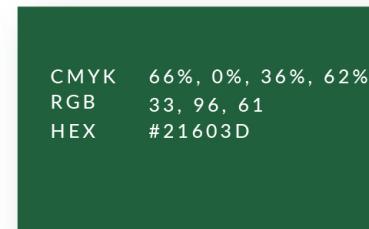
Yellow, Greenm Blue, and Charcoal colors are compliments the **Ricky Soonak** brand color, Creating balance and making the palette more distinctive and sophisticated.

Black and White color balances the other colors and gives space to the elements.

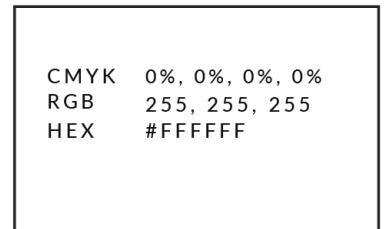
SECONDARY COLOR



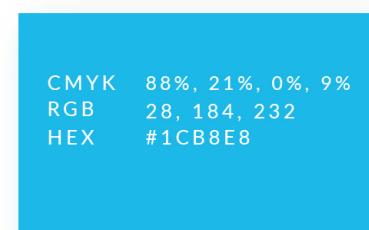
CMYK 0%, 15%, 99%, 3%
RGB 247, 209, 2
HEX #F7D102



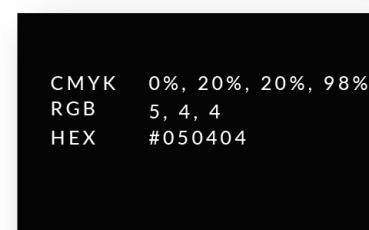
CMYK 66%, 0%, 36%, 62%
RGB 33, 96, 61
HEX #21603D



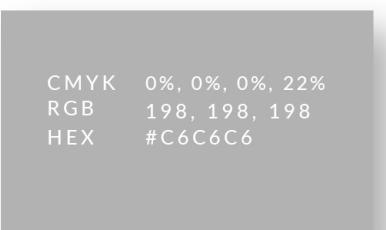
CMYK 0%, 0%, 0%, 0%
RGB 255, 255, 255
HEX #FFFFFF



CMYK 88%, 21%, 0%, 9%
RGB 28, 184, 232
HEX #1CB8E8



CMYK 0%, 20%, 20%, 98%
RGB 5, 4, 4
HEX #050404



CMYK 0%, 0%, 0%, 22%
RGB 198, 198, 198
HEX #C6C6C6

GOTHAM BOLD

Gotham is a geometric sans-serif typeface family designed by American type designer Tobias Frere-Jones with Jesse Ragan and released through the Hoefler & Frere-Jones foundry from 2000. Gotham's letterforms were inspired by examples of architectural signs of the mid-twentieth century.

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

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

1 2 3 4 5 6 7 8 9 0 @ # , ? * ! & \$ % (-)

LATO REGULAR

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

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

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

1 2 3 4 5 6 7 8 9 0 @ # , ? * ! & \$ % (-)

Text Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for **Ricky Soonak's** web and print layouts.

Bold	Caption Text	Lato Regular 6 pt Type / 9 pt Leading	Tagline
Regular	Copy Text	Lato Regular 8 pt Type / 11 pt Leading	Paragraph
Figures	Headlines Copytext	LATO REGULAR - CAPITAL LETTERS 10pt Type / 10pt Leading	Caption Text
Characters	Sublines Sections	LATO BOLD - CAPITAL LETTERS 16pt Type / 16pt Leading	Body Typo
Characters	Big Headlines and Title	GOTHAM BOLD- CAPITAL LETTERS 34pt Type / 30 pt Leading	HEADING 1
	Sequencer and Title for Marketing	GOTHAM BLACK - CAPITAL LETTERS 48pt Type / 48 pt Leading	HEADING 2

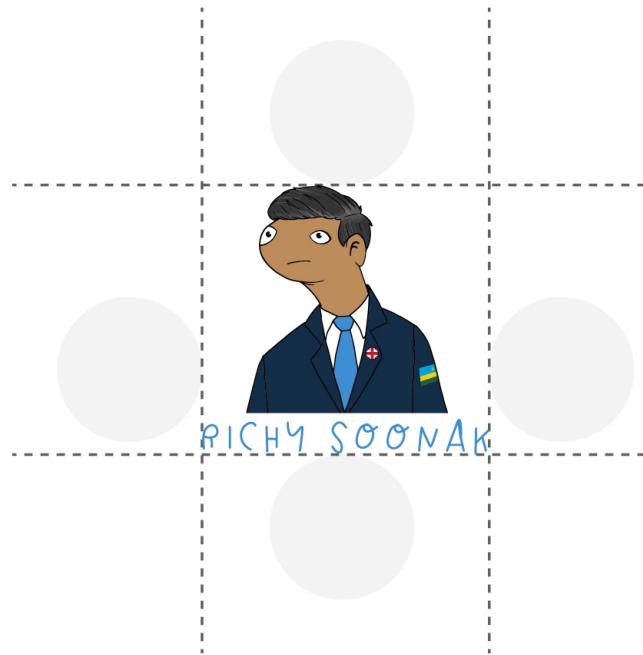


Favicon and app icon

The **Richy Soonak** favicon graphic is linked with the **Richy Soonak** website. It is a smaller representation of the brand for the **browser** and for the **mobile interfaces**.

Take into account that the favicon is not the brand logo and should never replace the logo

It can be used as **32x32px**.



Exclusion zones

Always allow a minimum space around the logo

Minimum width

The logo minimum width is 90px or 32mm.



Maximum width

There is no maximum size defined for this

Take a moment to think about how you apply the **RICHY SOONAK'S** logo.

We're not a rules and regulations kind of company, nonetheless here are some examples of what we think is cool and what should be punishable.

01 Space around the logo

Always leave the logo some space to breathe. Use white or neutral backgrounds.

02 If the unavoidable happens...

If it's unavoidable to sit the **RICHY SOONAK'S** logo on a colour (we prefer Primary Color) or a photo, use the negative logo.

03 Red alert!

Do not sit the logo on contrast colours.

04 Not cool

Do not use the negative logo on backgrounds that are too light or cluttered.

05 Not right

Do not rotate the logo.

06 Not outstanding

Do not add embellishments like drop-shadows, embossings etc. to the logo.

Keep it simple and uncluttered

The function behind a logo goes far beyond being just a pretty visual that you can add to your branding. As the heart of your branding efforts, your logo should represent the essence of your company's personality.

01 Nice

It's all we ask for, Icon that are uncluttered and simple. Like here.

03 Scale

It is crucial with illustrations. We don't like attention seekers here.

05 Exceptions to the law

As always, there are going to be exceptions. If the illustration was created with extra bits it's okay

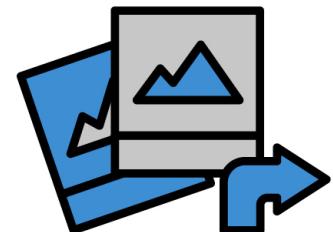
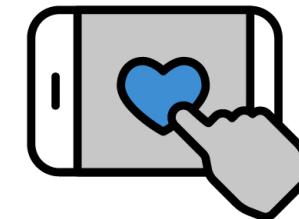
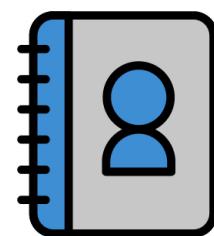
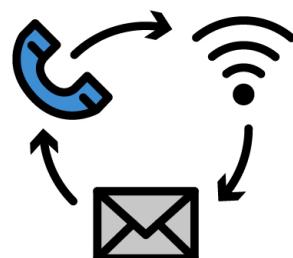
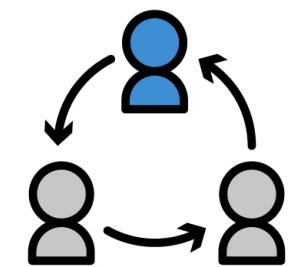
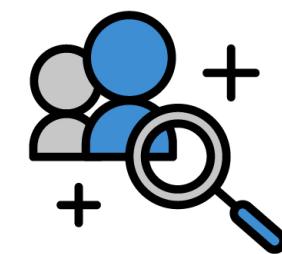
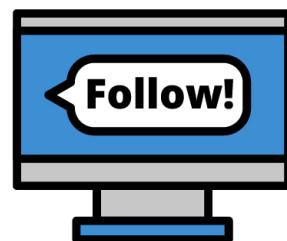
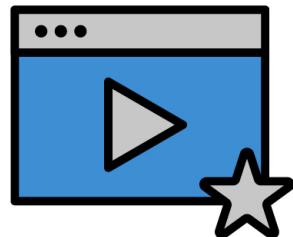
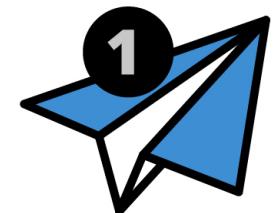
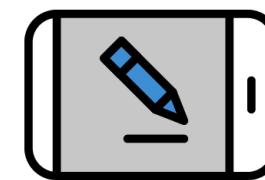
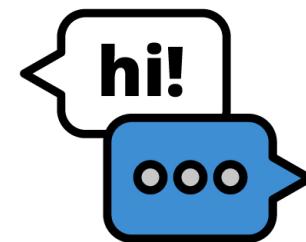
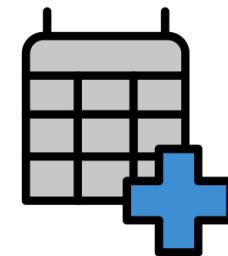
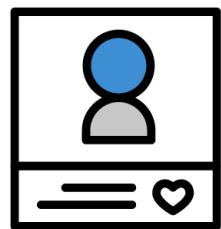
02 Woa

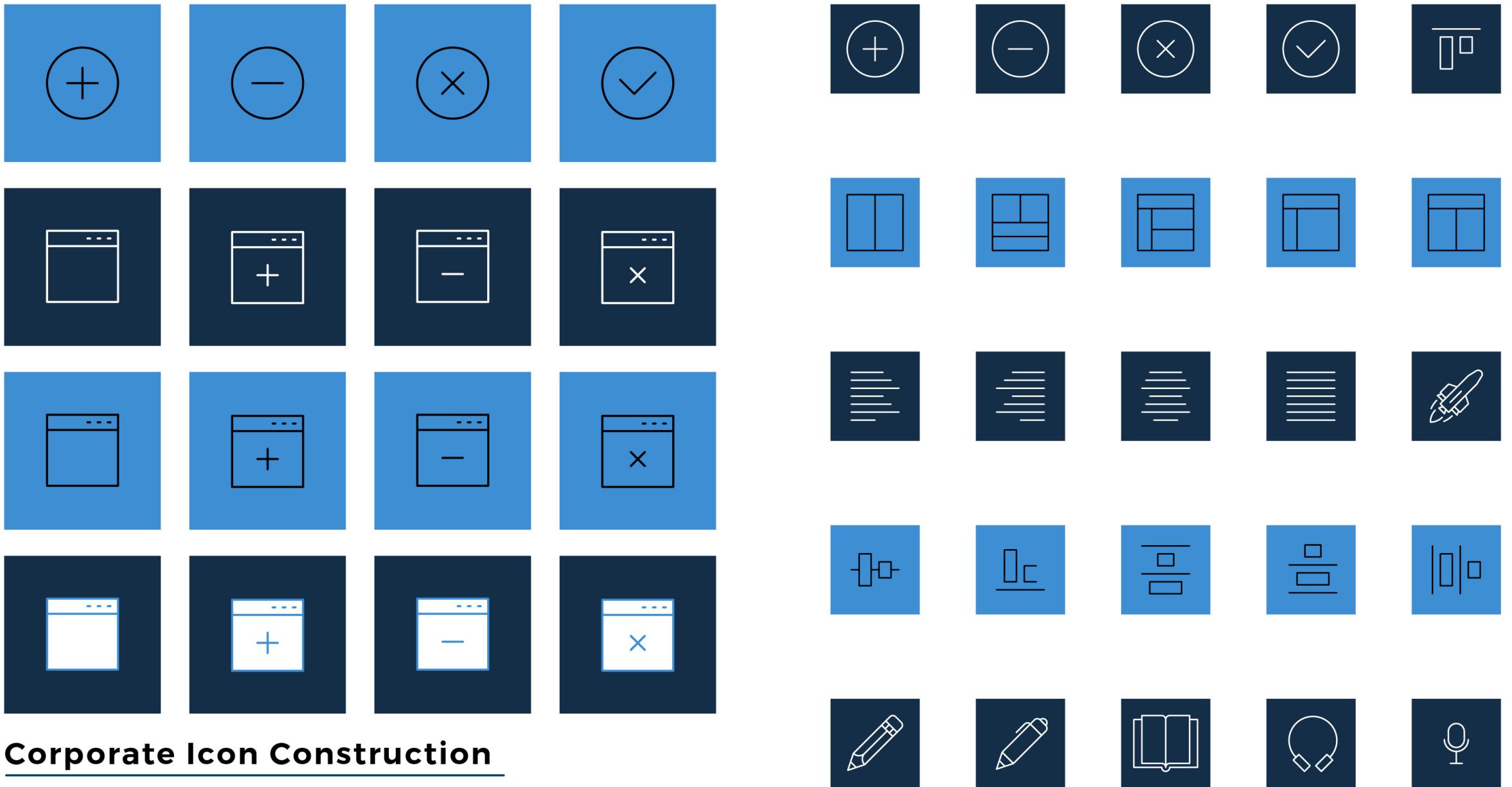
We can't stress enough, don't go crazy with the illustrations, a few is good, loads isn't.

04 Keep it legible

Smooshed text or over ornate typefaces are difficult to read.

Icons are the visual expression of products, services or tools. Simple, light, sophisticated and friendly, they communicate the core idea or component of the brand. While each icon is visually distinct, all icons should have consistent line weights and visual style. Line weights can be manipulated, but take special care to keep lines light enough that they match other elements on the page.





Corporate Icon Construction



1. Setup

Create a square background in corporate color



2. Your Icon

Choose your icon from corporate icon range



3. Upscale

Scale the chosen icon up to the size of your square background



4. Downscale

Downscale the chosen icon with a value of 46% and center





RICHY SOONAK

Contacts and master files

If you have any questions regarding the guidelines and **Richy Soonak** brand, do not hesitate to contact the **Richy Soonak** team.

Master files are available for printed and digital applications.

Files for printed applications

File formats: PDF, EPS, AI

These originals can be scaled without affecting the printing quality.

Files for digital/screen applications

File formats: PDF, PNG, JPG

PNG and JPG originals cannot be scaled bigger because of the image resolution. .



THANK YOU !

Contact us

Where possible we have provided
the assets you need to work with our brand

We are here to support you.
If you have any questions or issues please get in touch.