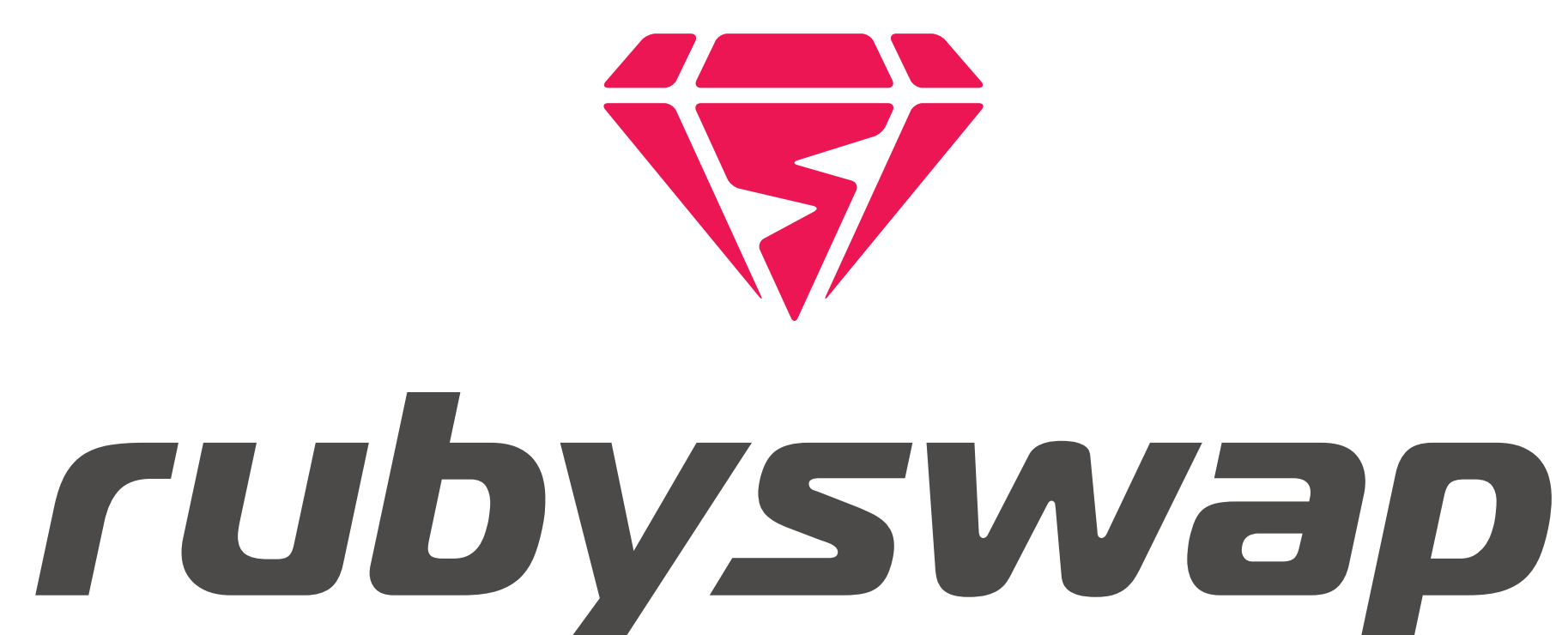# rubyswap

BRAND GUIDE

LOGO VARIATIONS

The primary logo combines our brandmark, The Ruby, with our italicized wordmark. Wherever possible, we aim to use the primary logo in full-color.

PRIMARY LOGO
This is the main Rubyswap logo. It should be used in this form whenever possible.

REVERSED PRIMARY LOGO
This version features a white wordmark for greater legibility on dark or busy backgrounds.
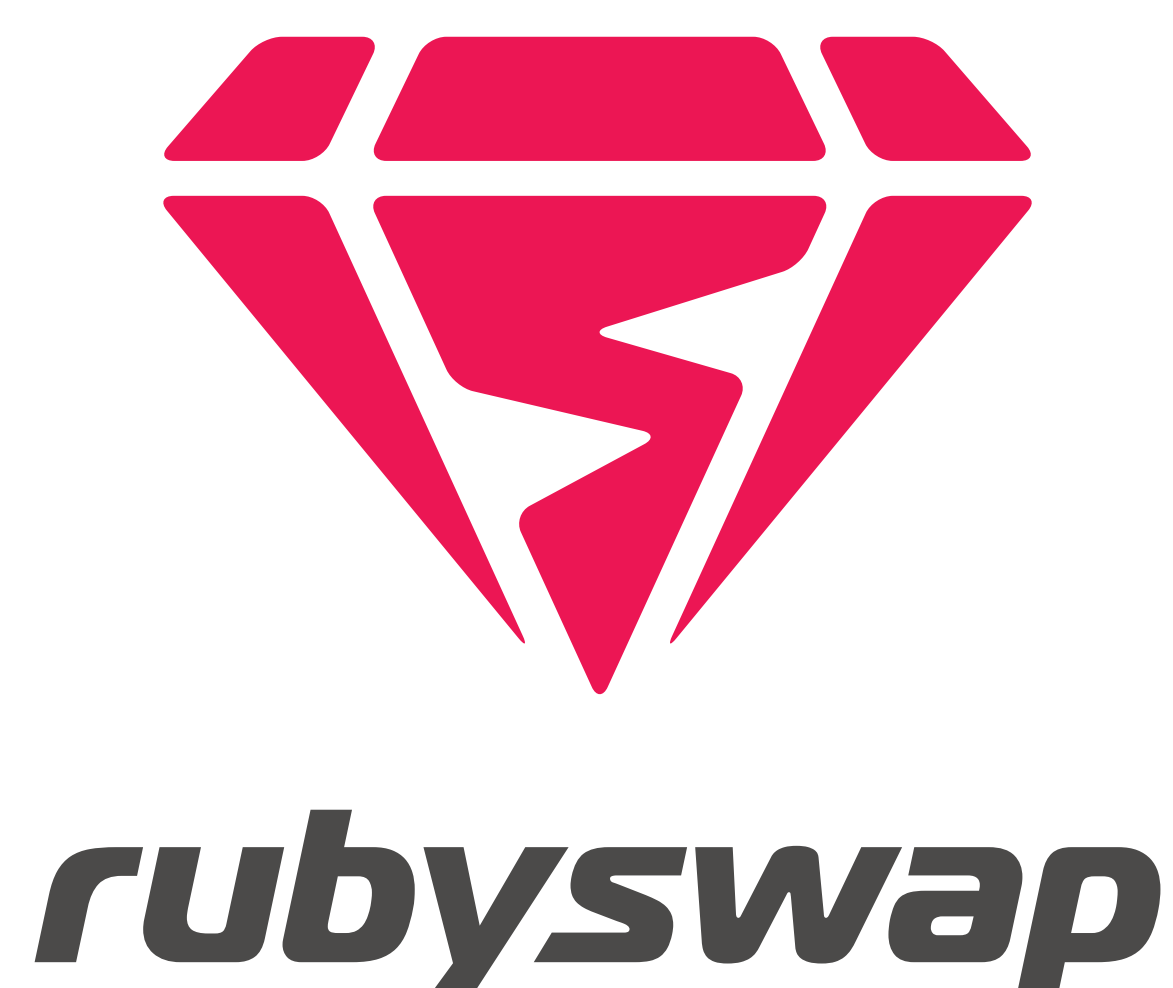

HORIZONTAL LOGO
This is the landscape Rubyswap logo. This version should be used when less than 50px tall.

REVERSED HORIZONTAL LOGO
This version features a white wordmark for greater legibility on dark or busy backgrounds.

STACKED LOGO
This is the landscape Rubyswap logo. This version should be used when less than 50px tall.

REVERSED STACKED LOGO
This version features a white wordmark for greater legibility on dark or busy backgrounds.

MONOTONE LOGOS

When our primary or full-color logos aren't an option, use the monotone logo that provides the most contrast. Some conditions that make using our primary or inverted full-color logos impossible include:
- When budgets require single color printing.
- When accurate color representations aren't attainable.
- On busy or patterned backgrounds.
- On backgrounds without enough contrast

BLACK PRIMARY LOGO
This is the main Rubyswap logo. It should be used in this form whenever possible.

WHITE PRIMARY LOGO
This version features a white wordmark for greater legibility on dark or busy backgrounds.
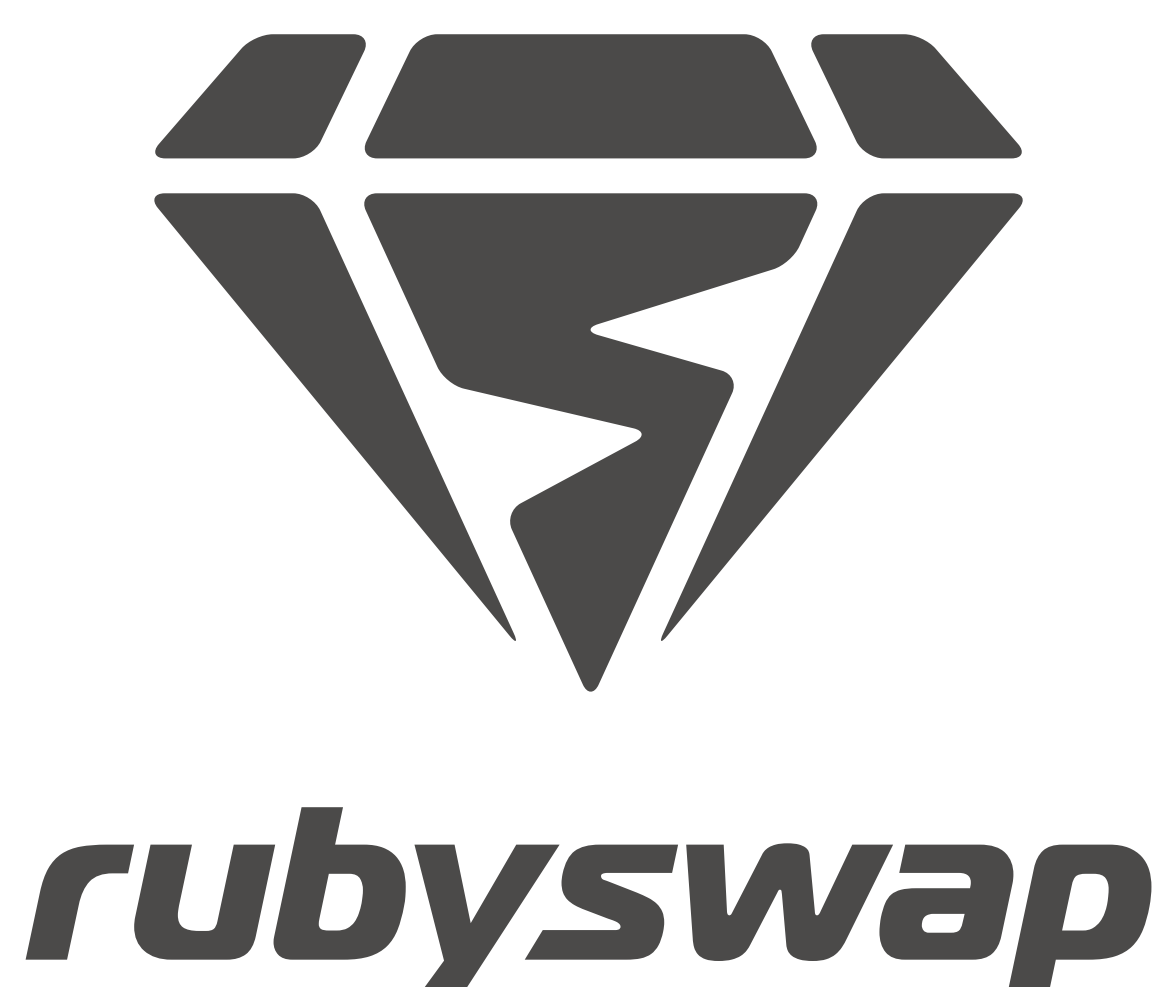
BLACK HORIZONTAL LOGO
This is the landscape Rubyswap logo. This version should be used when less than 50px tall.

WHITE HORIZONTAL LOGO
This version features a white wordmark for greater legibility on dark or busy backgrounds.

BLACK STACKED LOGO
This is the landscape Rubyswap logo. This version should be used when less than 50px tall.

WHITE STACKED LOGO
This version features a white wordmark for greater legibility on dark or busy backgrounds.
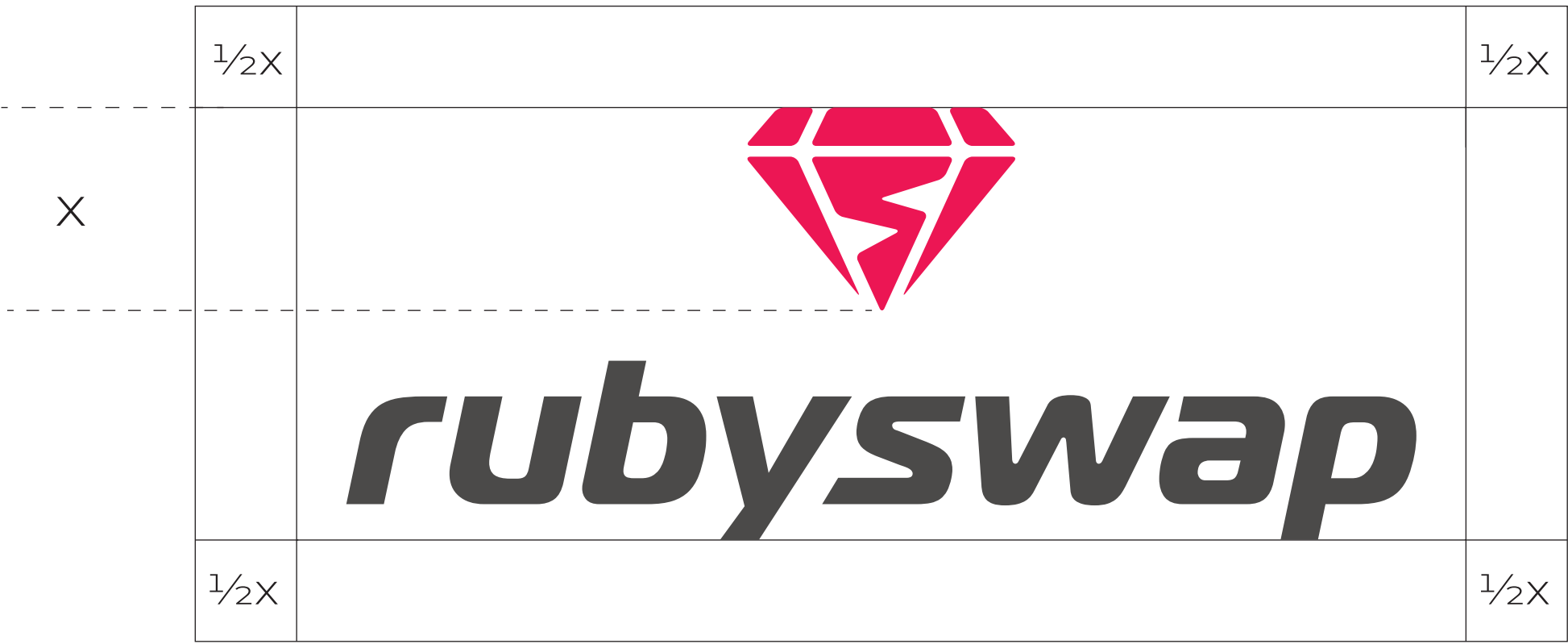
THE RUBY

There are a few circumstances where our brandmark, The Ruby, can represent the brand on its own without the wordmark.

- When logo legibility is compromised. If the size of the logo would make the wordmark illegible.
- When a full-color logo is nearby. For example, in a multi-panel ad featuring a large full-color logo, The Ruby can be used alone as a secondary brand signifier.
- **When space is extremely limited.** For example, when the logo must live within a square or circle shape.
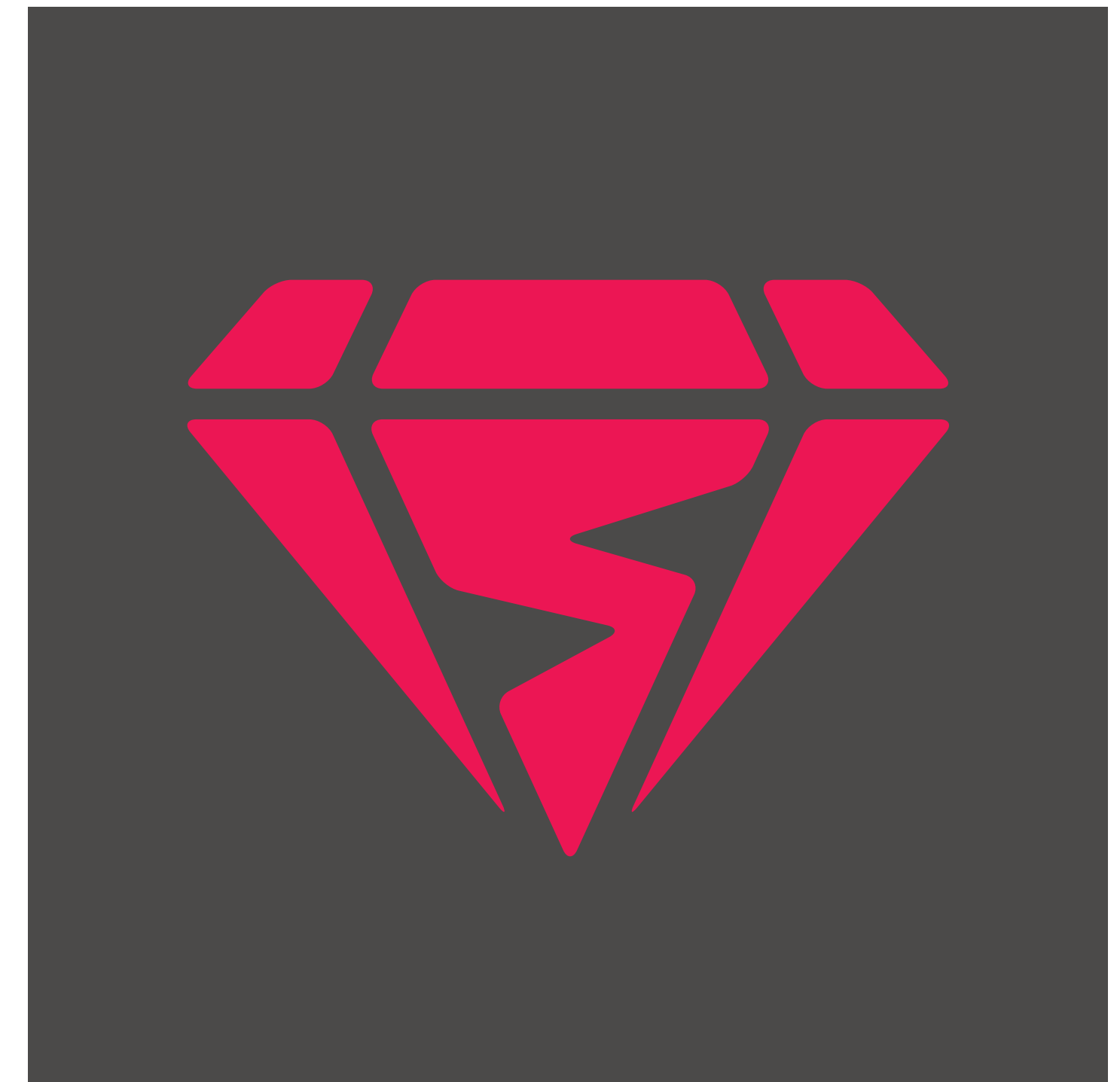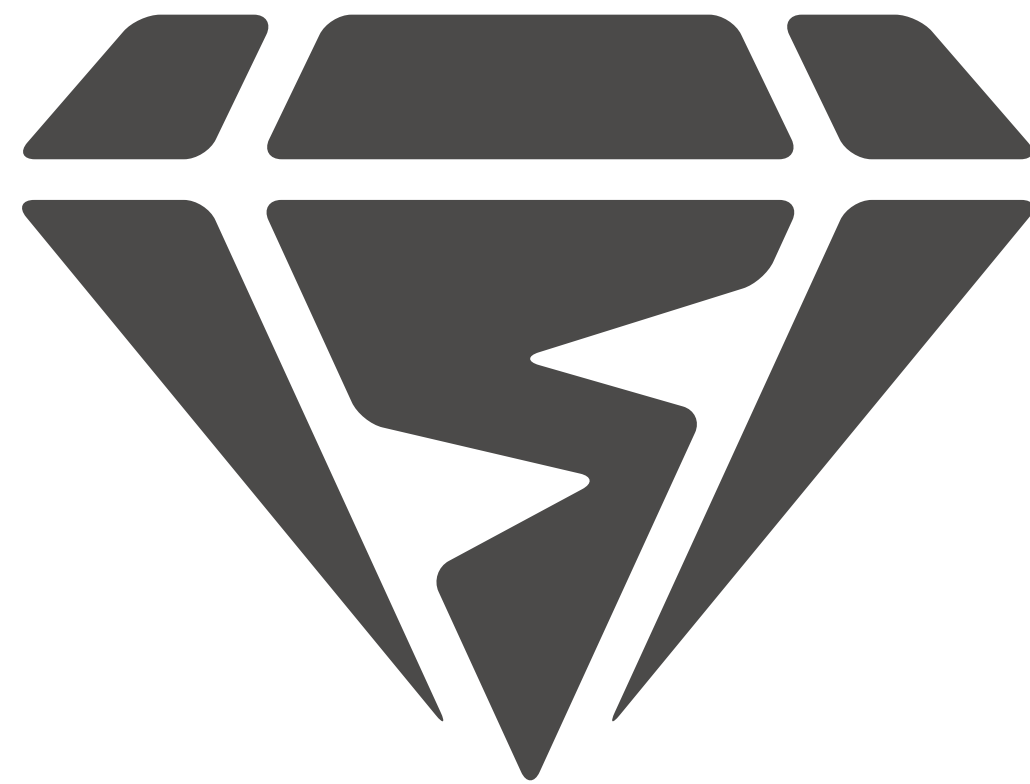
CLEAR SPACE

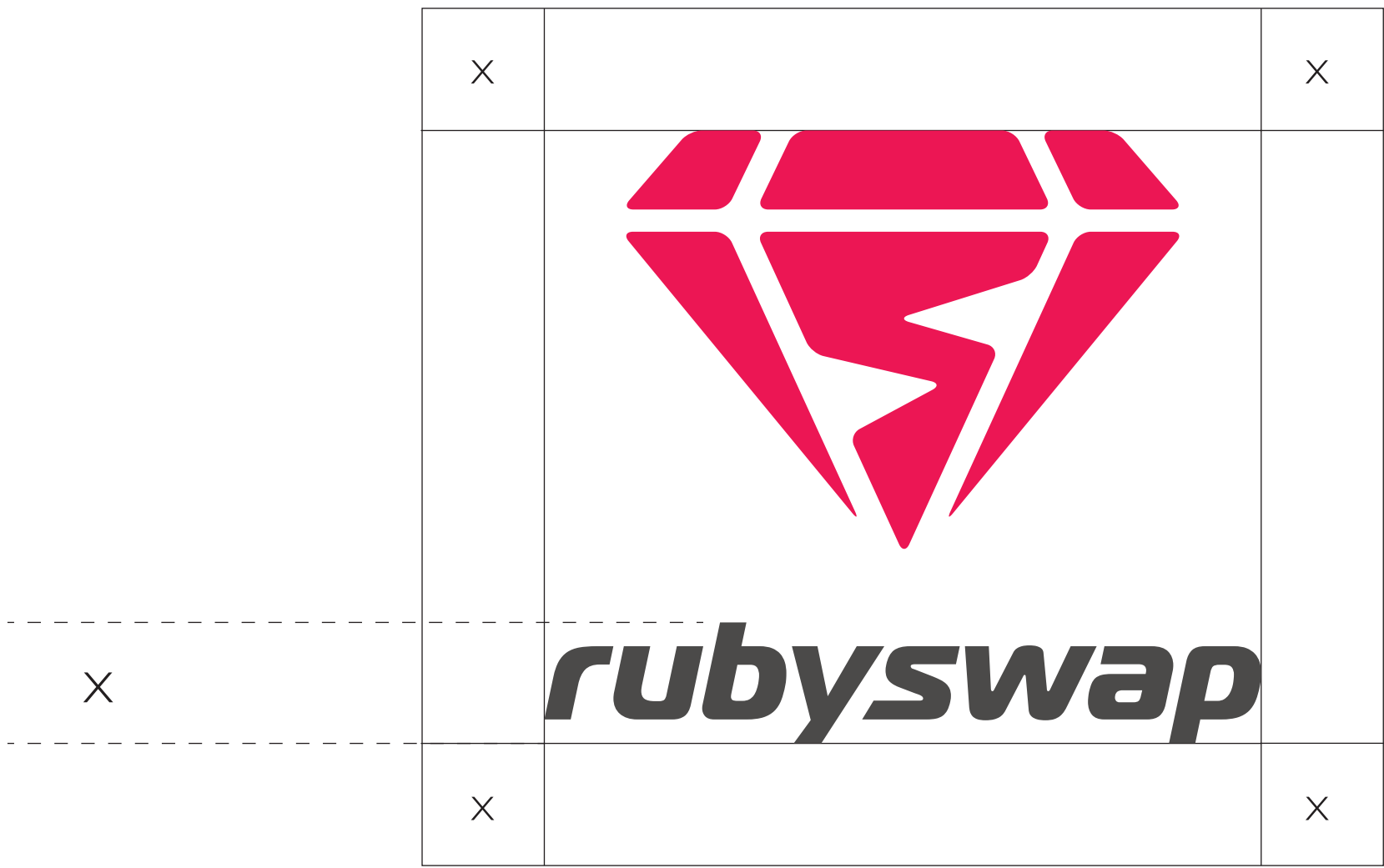Our logo works best when it has enough room to breathe.

PRIMARY LOGO

Keep a clear space of '1/2x' around our logo at all times to maintain its visual impact in every composition.
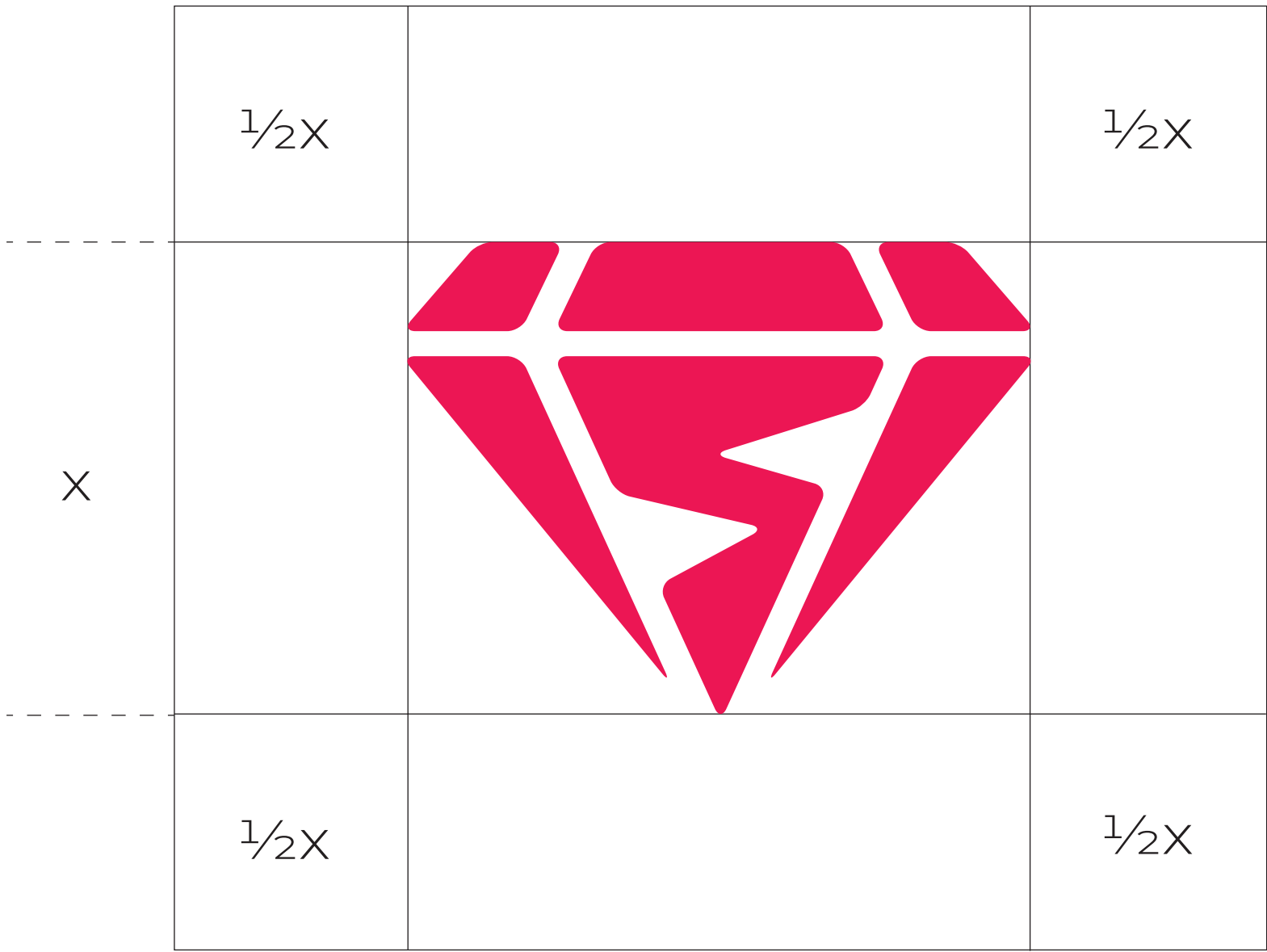X = the height of the The "Ruby".

HORIZONTAL LOGO

Keep a clear space of '1/2x' around our logo at all times to maintain its visual impact in every composition.
X = the height of the The "Ruby".

STACKED LOGO

Keep a clear space of 'x' around our Stacked Logo at all times to maintain its visual impact in every composition.
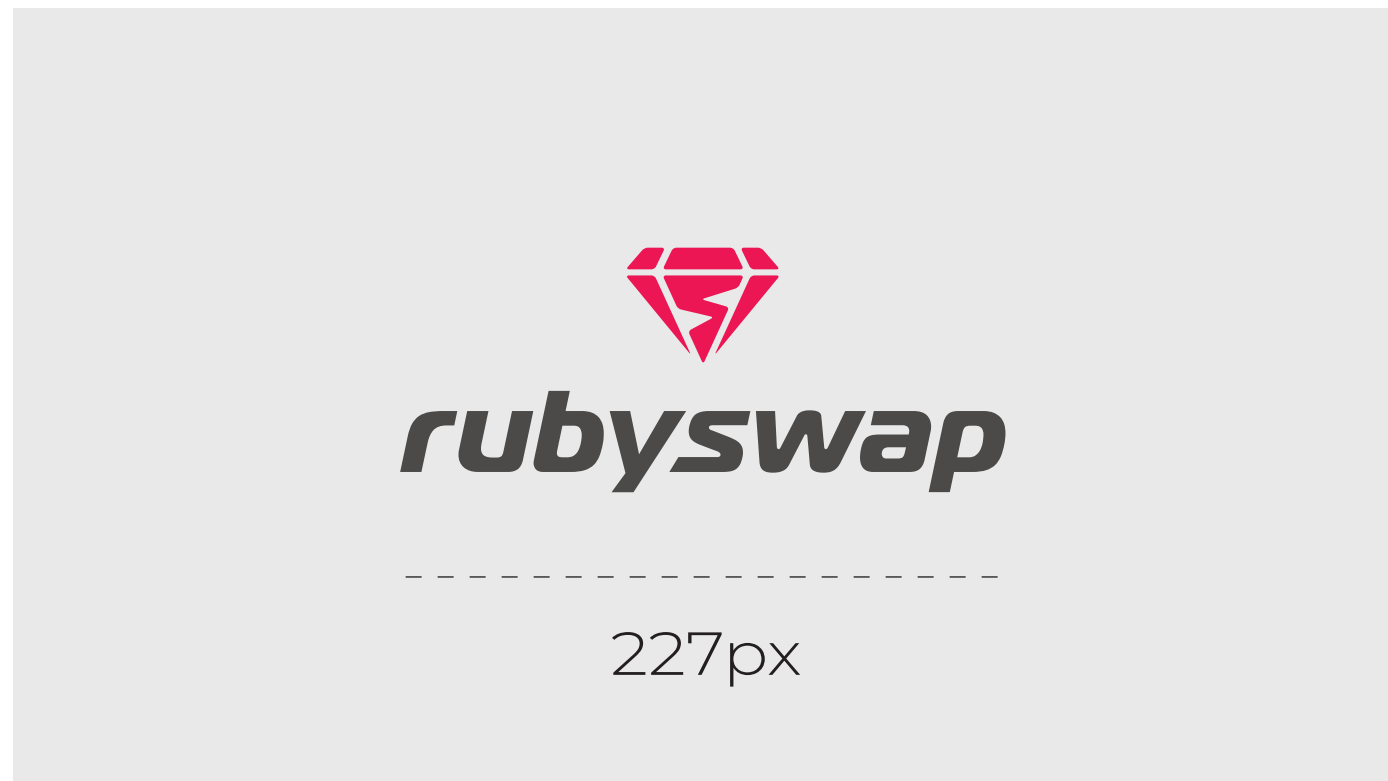X = the height of the the wordmark.

THE RUBY

Keep a clear space of ½x around The Ruby at all times, to maintain its visual impact in every composition.

MINIMUM SIZE

To maintain the visual integrity of our logo, don't scale it below 227 pixels or 80mm wide.
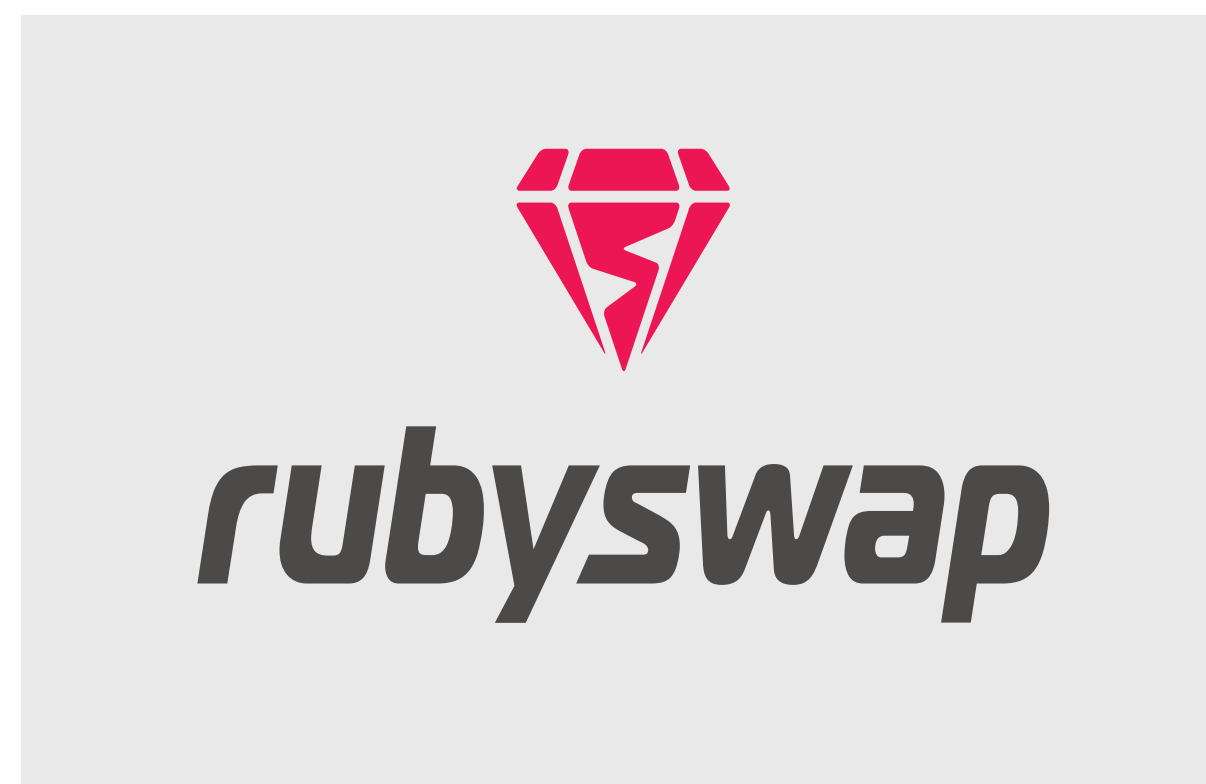

DIGITAL
227px (width)

PRINT
80mm (width)

BEST PRACTICES

Here's a few examples of what we should absolutely avoid when using the logo.

Don't use the wordmark alone

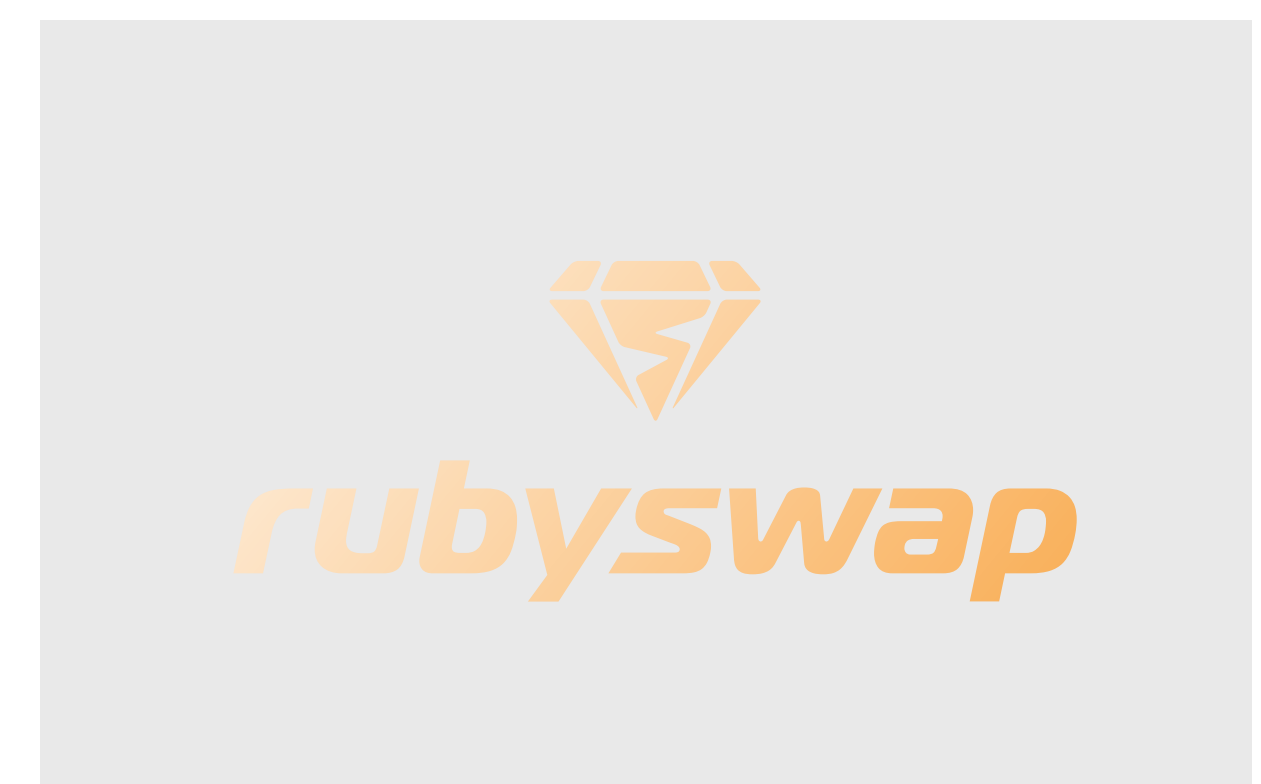Don't stretch or squeeze it

Don't rotate it

Don't use busy backgrounds
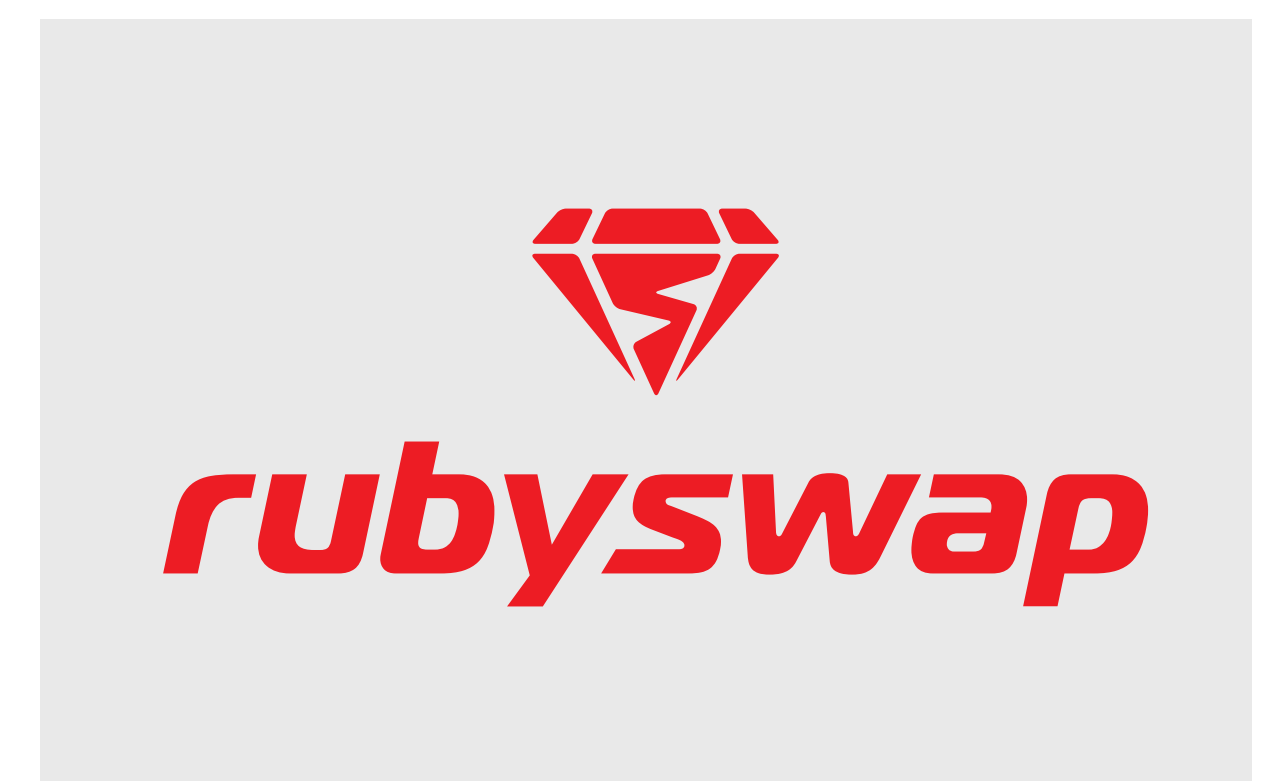

Don't use against low-contrast

Don't use gradients or shadows

Don't use drop shadows on logo

Don't create your own version

Don't recolour

A RHUBARB MEDIA BRAND

THANK YOU

ANY QUESTIONS?

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