

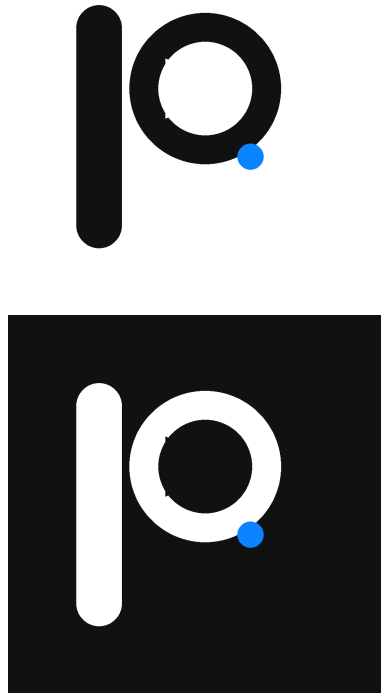
RIGHTWAY — Brandbook (v6)

German Driving Theory — Minimal & Clear

1. System Overview

Primary mark: Monogram 'R' (Option M). Wordmark: RIGHTWAY + Signal Blue dot. Two lockups: Horizontal and Stacked. Minimal palette, no shadows/gradients.

2. Primary Logo — Monogram 'R'



3. Wordmark — RIGHTWAY + Blue Dot

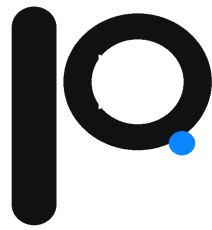
RIGHTWAY •

4. Lockups

Horizontal (for nav bars, hero); Stacked (for splash, square canvases). Spacing between monogram and text equals blue dot diameter. Maintain clear space \geq dot diameter around the whole lockup.



RIGHTWA



RIGHTWA

5. Color Palette

Name	Hex	RGB
Ink Black	#111111	(17, 17, 17)
Paper White	#FFFFFF	(255, 255, 255)
Signal Blue	#0A84FF	(10, 132, 255)

6. Typography

Primary: SF Pro Display/Text (iOS). Fallback: Inter on web/Android. Title weight Semibold/Medium, body Regular. Keep generous whitespace and optical centering.

7. App Icon

Included: full Applcon.appiconset (Light) for production + Dark variant for marketing. App Store: 1024×1024. iOS applies corner radius.

8. Web & Social

Favicons (16/32/48/64/180) and OG image (1200×630) included.



RIGHTWA

9. File Inventory

Path	Contents
Logos/Monogram	Light & Dark PNG: 1024, 512, 256, 128; SVG (Light)
Logos/Wordmark	RIGHTWAY+dot PNG (Light/Dark)
Logos/Lockups	Horizontal/Stacked PNG (Light/Dark); SVG (Horizontal)
AppIcon	AppIcon_OptionM_light/dark.appiconset with Contents.json
Web	favicon-16/32/48/64/180.png, og-1200x630.png
Brandbook	Rightway_Brandbook_v6.pdf

10. Usage Rules

Flat only (no gradients/shadows/strokes). Maintain clear space \geq blue dot diameter. Don't recolor arbitrarily. Use monochrome black/white if needed; keep dot monochrome in that case.