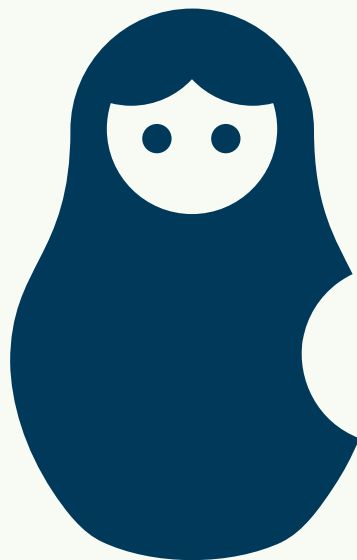




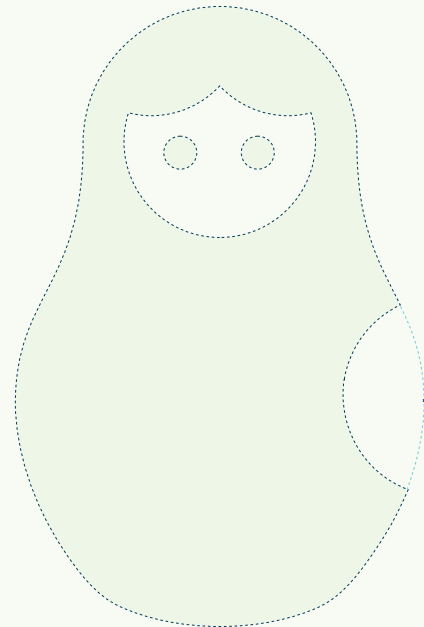
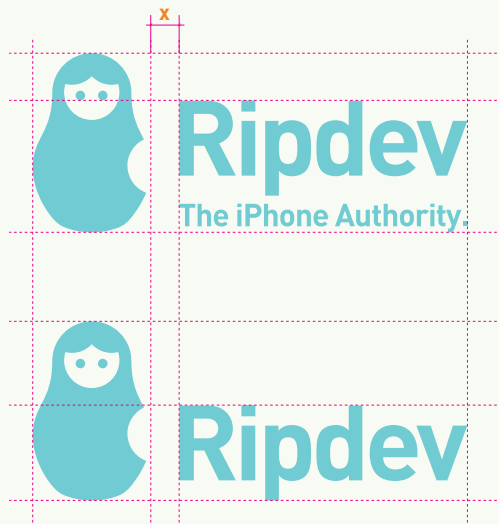
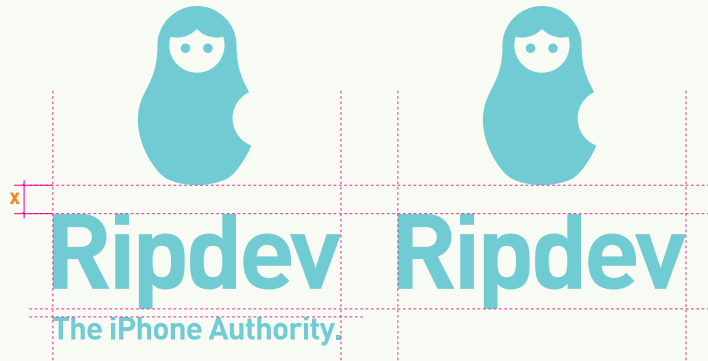
## Identity guidelines

2009



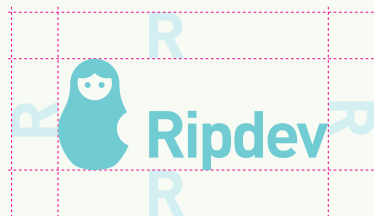














Alignment of the logo should base on optical center. Using it, mind the invisible point of bitten off piece. Every logo in this guide book has invisible point for this purpose.

Clear space is the area surrounding the signature that must be kept free of other graphic elements. The minimum required clear space is defined by the letter "R" as shown. This measurement is equal to the height same letter in brandmark.







### Primary color palette.

Using different tints provided by this guidebook is acceptable depending on a case. When printed it is encouraged to use papers with a bit lightly-dirty-yellow tint.

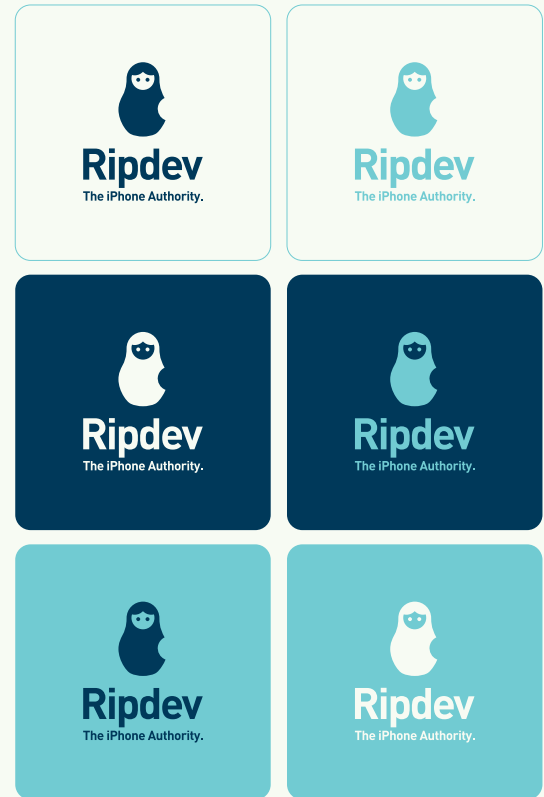
	Pantone 547		CMYK: 100.20.0.75 hex: 113d54
	Pantone 319		CMYK: 50.0.20.0 hex: 79c4cc
	Pantone 7485 // 50%		CMYK: 5.0.10.0 // 2.0.5.0 hex: eef6e4 // f9fcf2
	Pantone Orange 021		CMYK: 0.60.100.0 hex: ff7f00

### Subsidiary color palette.

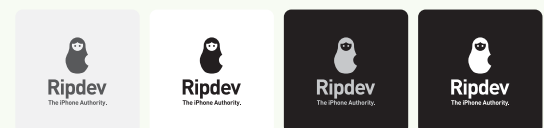
Should be used in cases when primary palette is not enough and you get bored and when "There should be something else except those colors, right?"

	Pantone 4625 // 70%		CMYK: 0.60.100.80 // 0.45.75.60
	Pantone 7502		CMYK: 0.8.35.20

### Correct usage of Ripdev logo in color



### Correct usage of Ripdev logo greyscale, b/w and inverse colors.





1 Unacceptable to use incorrect mutual positioning of elements.

2 Unacceptable to use incorrect mutual positioning of elements.

3 Unacceptable to flip logo.

4 Unacceptable to scale parts of the logo.

5 Unacceptable to use disproportionate scale of logo's or it's elements.

6 Unacceptable to use more than one color in logo.

7 Unacceptable to use gradients in logo.

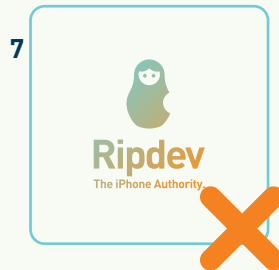
8 Unacceptable to use incorrect mutual positioning of elements.

9 Unacceptable to use logo in outlines.

10 Unacceptable to bend logo or it's elements.

11 Unacceptable to use color version logo on multi-coloured surfaces. Use monochrome version instead.

12 Unacceptable to use close, low-contrast shades of background and logo.





### Primary Fonts

Use these where possible.  
When not possible (web style sheets)  
use only sans-serif fonts such as Arial  
or Verdana or Tahoma or Lucida Grande.

## DIN Pro Medium

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

## DIN Pro Bold

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

### Subsidiary Fonts

## DIN Pro Regular

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

## DIN Pro Black

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



Look what I've got! Mua-ha-ha-ha!

Dude, that's actually mine too!

### Face

It is recommended to print cards on 250-320 g/m<sup>2</sup> paper with close tint to Pantone 7485U.

You also may hew the corners to make it round (3mm radius).

Logo pressing-out is suggested.

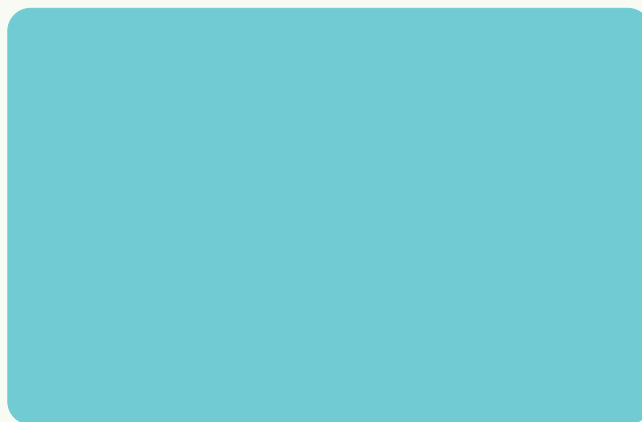


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### Back

If possible to flood backside with Pantone 319.








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best regards

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CH-1002 Lausanne, Switzerland

A full-page photograph of Angelina Jolie standing in the rain. She is wearing a white, mesh-like tank top. On the left side of the chest, there is a small black logo consisting of a stylized bird head above the word "Ripdev" and the tagline "The Official Authority." below it. She has a joyful expression with her mouth open. Her hair is wet and slicked back. She has visible tattoos on both forearms. The background is dark with vertical streaks of rain.

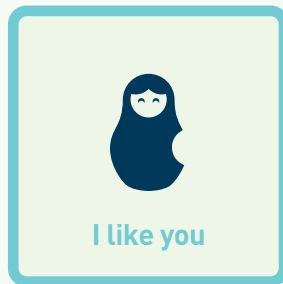
Sample of unauthorized logo usage  
by Angelina Jolie.





Sample of unauthorized logo usage  
by Bruce Willis.

Create dozens, and print cards  
on beer pasteboard, enjoy.



smiling



winking



sleeping



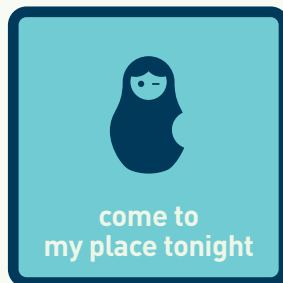
watching  
you!



angry



you're  
fired!



ninja



too much  
coffee



it's sushi  
time



