The background of the image features a complex, abstract network graph composed of numerous small, semi-transparent teal-colored nodes connected by thin blue lines. This pattern creates a sense of interconnectedness and data flow across the entire page.

Richmond Analytica

BRAND BOOK

20
21



INTRODUCTION

This graphical charter is a part of the code of conduct specifying the management and control rules for the company brand.

It was comprehensively made to define the good usage guidelines and requirements for the different brand elements in addition to what to avoid.

This document is the only written reference defining usage guidelines and improper use.

The systematic application of the mentioned rules is mandatory to maintain the coherence of our entity and brand.

Please read thoroughly and respect the rules.

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LOGO IDENTITY

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11 **LOGO IDENTITY**

The official Richmond Analytica company logo is composed of a pictogram alongside a typogram providing a clear representation of the company identity and values.

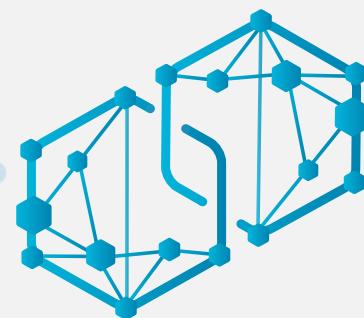
The use of boxes which are forming a chain makes it stand out while assuring the diffusion of generic connectivity characteristics.

Next to it is the company name with both words capitalized.

Only the official logo must be used to represent Richmond Analytica in both internal and external communications. Any sort of recreation or modification is strictly prohibited.

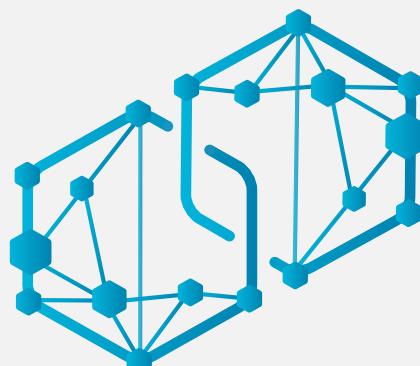
The official logo files can be provided by reaching out to the Marketing manager.

Primary Logotype



**Richmond
Analytica**

Secondary Logotype



12 COLOR VARIATIONS



Full color



Grayscale



White



Full negative

Dark version

Should be used when the background color is light.

Light version

Should be used when the background color is dark.

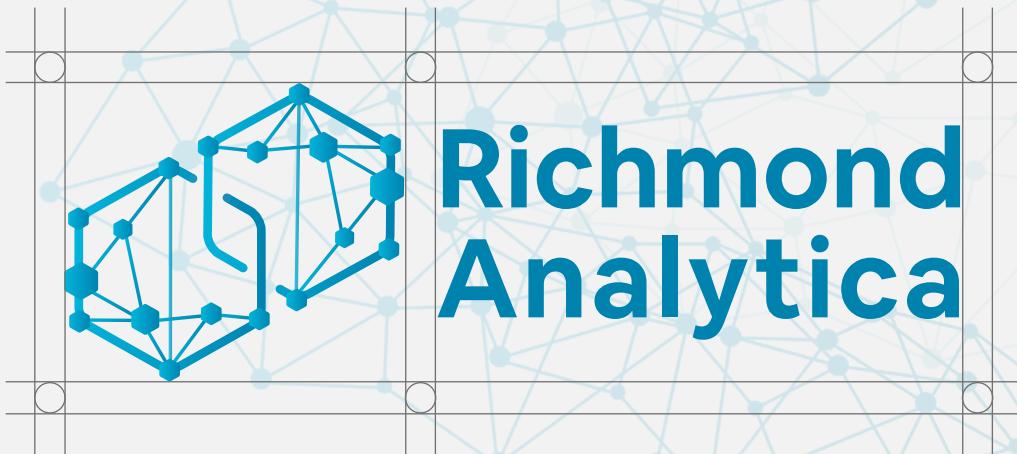
13 LOGO USAGES

Protective Space

Maintaining the minimum protective space around the logo is essential for visual clarity and maximum impact.

The minimum protective space is 4mm. This space is required on all sides of the logo.

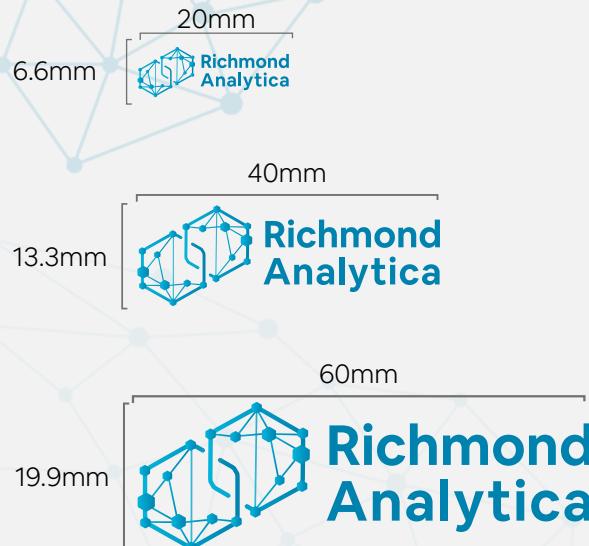
Whether it's positioned around other printed elements, from background field edges, trim or rules.



Richmond Analytica

Minimum Size

20mm of width and 6.6mm of height is the smallest size at which the logo may be reproduced to ensure its legibility.



14 IMPROPER USE

Altering the logo in any form is strictly prohibited. Modification is not permitted and permission for usage is required.

Full details and logo files can be provided by contacting our marketing manager.



The angle and orientation must not be modified



Modifying the logo colors is prohibited



The background for the logo should not contain colors that are present in the logo to avoid making it invisible.



The logo proportions and scaling must not be modified in any way



Modifying the logo forms is prohibited



The opacity of the logo must not be changed



Adding a shadow is not permissible

21 PRIMARY PALETTE

The Richmond Analytica Primary Color Palette is made up of the blue gradient to fully represent the company values, we decided to go with cool colors which symbolize professionalism, IT and finance.

Specifically, the blue color represents the set of values that characterizes Richmond Analytica such as intelligence, responsibility, wisdom, stability and the future.



The Richmond Analytica
Gradient Color 0%



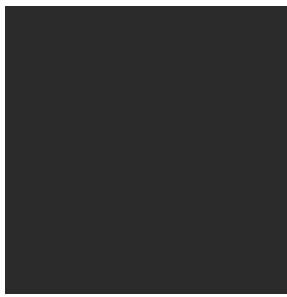
Color Code
Hex:#0bb4dc
RGB :R11 V180 B220
CMJN:C72 M4 J9 N0



Color Code
Hex:#0283b0
RGB :R2 V131 B176
CMJN:C83 M43 J16 N3

22 SECONDARY PALETTE

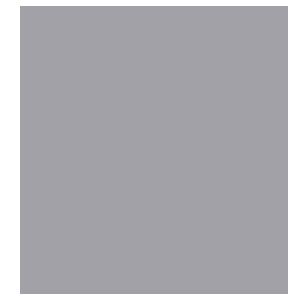
As for the secondary color palette, its function is to support and complement the Primary Color Palette. These colors enable flexibility and variety in design.



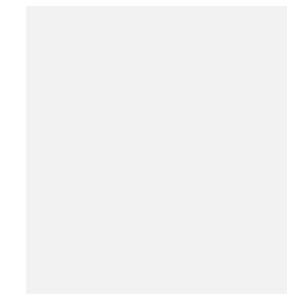
Color Code
Hex: #2b2b2b
RVB : R43 V43 B43
CMJN: C71 M62 J58 N71



Color Code
Hex: #595757
RVB : R89 V87 B87
CMJN: C59 M50 J48 N41



Color Code
Hex: #a1a1a7
RVB : R161 V161 B161
CMJN: C39 M31 J27 N7



Color Code
Hex: #f2f2f2
RVB : R242 V242 B242
CMJN: C6 M4 J5 N0

31 PRIMARY FONT

For our typogram, we decided to go with the modern and clean Airbnb Cereal as our primary typeface. Its family allows for flexible usage within different situations.

Font family download link :<https://www.cufonfonts.com/font/airbnb-cereal-app>

Examples:

Airbnb Cereal App 12 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Airbnb Cereal App 12 Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Airbnb Cereal App 12 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Airbnb Cereal App 12 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Airbnb Cereal App 12 Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Airbnb Cereal App 12 Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



A A A A A A
a a a a a a

32 SECONDERY FONT

As for the secondary typeface, we went with the trusty Roboto font family for the cases where our primary typeface isn't suitable or doesn't convey the required meaning.

Font family download link :<https://fonts.google.com/specimen/Roboto>

Examples:

Roboto 12 Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto 12 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto 12 Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto 12 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

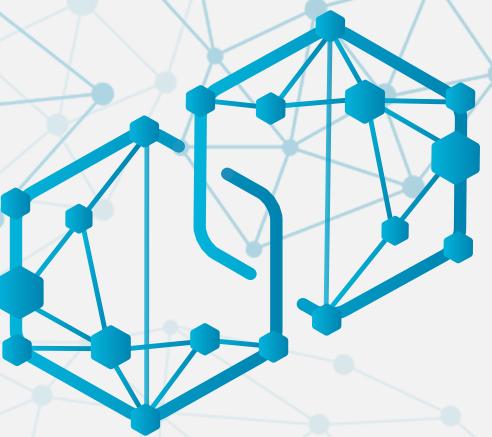
Roboto 12 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto 12 Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

A A A A A
a a a a a



Richmond Analytica

