

RayGrow Collaborate Brand Guidelines

For Designers & Developers

A collaboration platform under RayGrow Consulting Private Limited
Focused on IT delivery partnerships across India and the Middle East

1. Brand Identity

Brand Name: RayGrow Collaborate

Parent Brand: RayGrow Consulting Private Limited

Primary Tagline: Collaboration that Delivers

Brand Personality: Professional, Trust-driven, Delivery-focused, Modern, Global.

2. Target Audience

- IT services companies and system integrators
- Technology startups seeking delivery partners
- Enterprises seeking senior consultants
- Delivery heads, PMO leaders, CTOs in India, UAE, Qatar, Saudi Arabia

3. Brand Positioning

RayGrow Collaborate partners with IT companies to co-deliver projects, provide senior consultants on hire, and ensure structured, reliable project execution across India and the Middle East.

4. Visual Identity

Primary Blue: #0B4AA2

Dark Blue: #0A2F66

Accent Orange: #FF7A18

Background: #F6F9FF

5. Typography

Primary Font: Inter (fallback: system-ui, Segoe UI). Headings use Semi-Bold/Bold. Body text uses Regular weight.

6. Layout & UI Principles

- Clean, section-based layout with ample white space
- Bootstrap 5 grid system
- Rounded cards (12–16px) with light shadows

- Mobile-first responsive design

7. Collaboration Sub-site Structure

- Hero section with collaboration value proposition
- Collaboration models (co-delivery, senior consultant on hire, PMO)
- Why RayGrow (founded 2024, India & Middle East presence)
- Geographic coverage
- CTA banner
- Lead generation contact form

8. CTA & Button Rules

Primary CTA uses Blue background (#0B4AA2) with white text. Secondary CTA uses blue outline on white background. CTA language must be action-oriented and professional.

9. SEO & Accessibility

- Single H1 per page with semantic HTML5 structure
- SEO-friendly meta tags and headings
- WCAG 2.1 compliance: labels, contrast, keyboard navigation

10. Technical Constraints

HTML5 + Bootstrap 5 only. Static website. Vanilla JavaScript if required. Fully responsive, accessible, and easy to deploy on standard hosting.

This document serves as the single source of truth for all designers, developers, and AI-generated implementations of RayGrow Collaborate.