

# RIVANT MEDIA

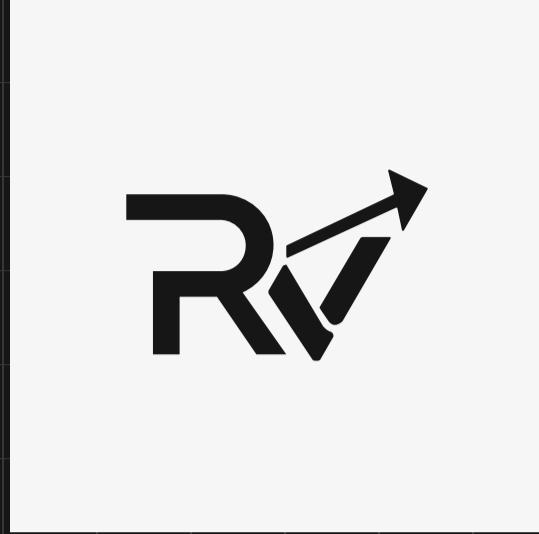
## Branding Guidelines

Version: 0.0.1

Revised: 13/12/2024

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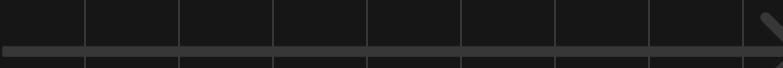
## Subtle Brandmark

Used on social media posts,  
website icon, etc.



## Full Logo

Used on business cards, billboards,  
etc.



## Full Logo (square)

Used in profile pictures.

LOGO VARIANTS

# OTHER LOGO VARIANTS



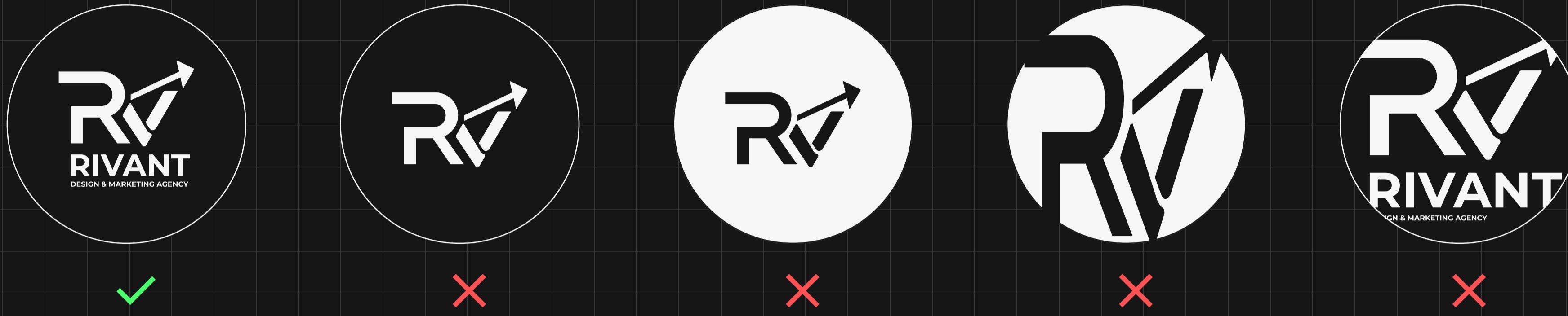
## Full Legal Logo

Used on letterheads, invoices, stamps and seals.



## Full Legal Logo (square)

Used on invoices where the full legal logo does not fit.



## Social Media Profile Picture

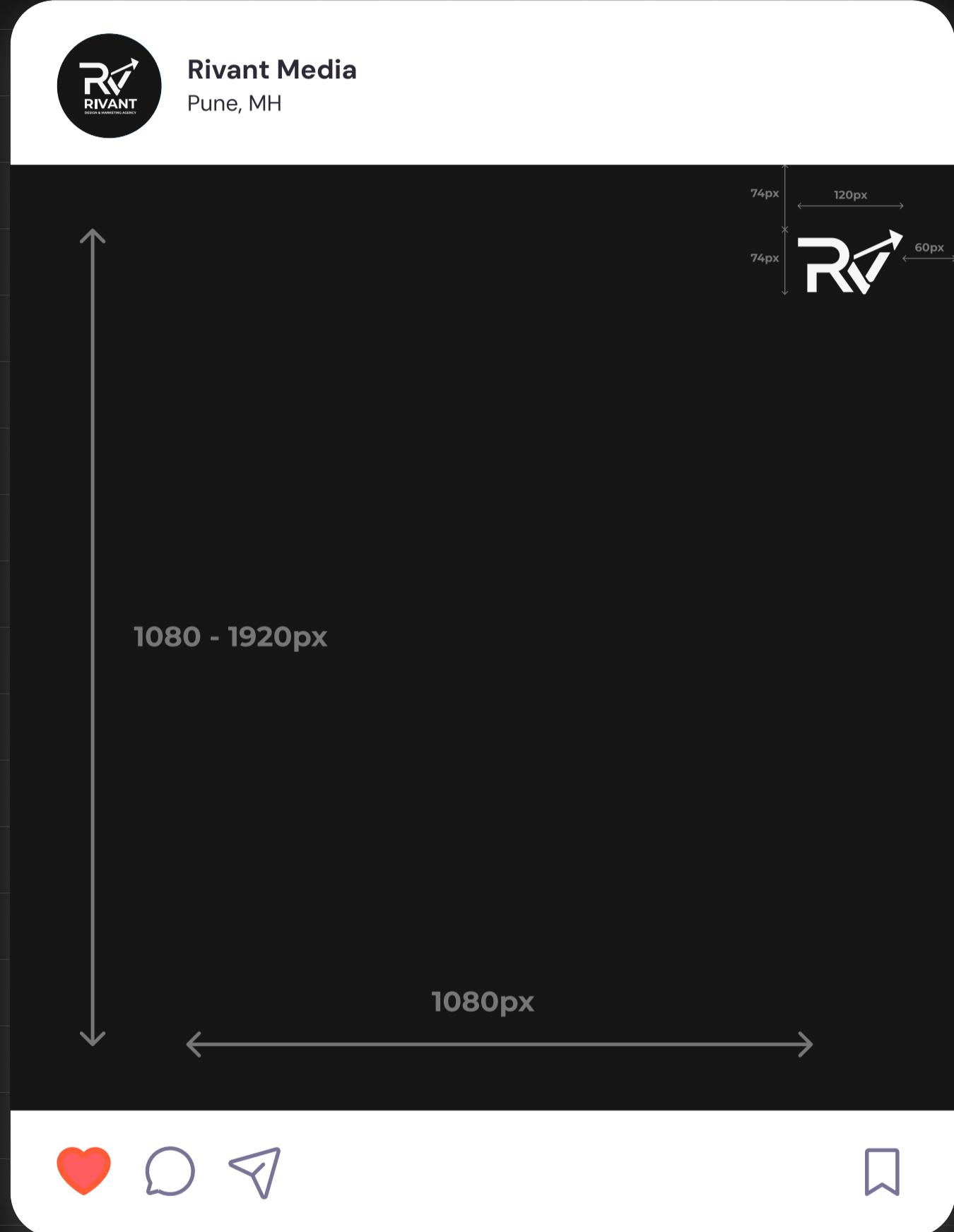
How to use the logo in a profile picture.

We use the icon with the name and tagline despite the low readability to build association with the icon since we are a relatively new brand.

LOGO  
USAGE

## Social Media Header

Header image to use on social media



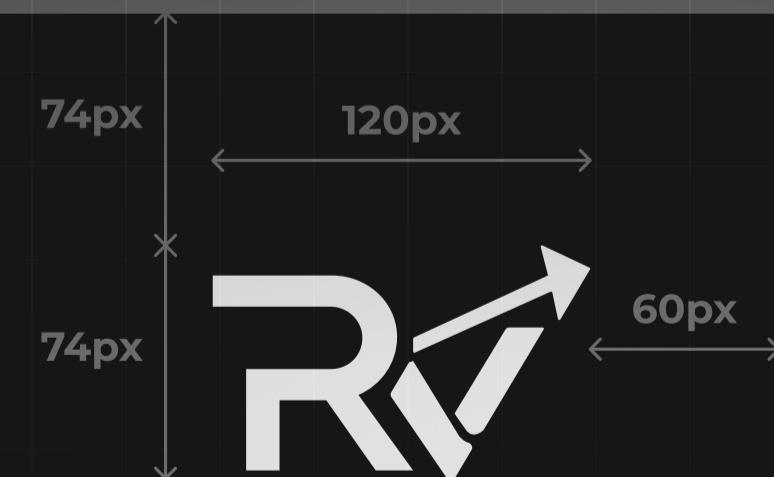
## Social Media Watermark

Logo to be displayed on the top right corner in all content posted across social media platforms.

The logo should be 120px wide and 74px in height, assuming that content is 1080px wide.

The logo should be spaced 74px from the top and 60px from the right edge.

This works regardless of the vertical dimension.



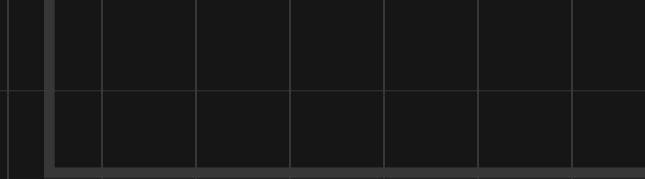
LOGO  
USAGE



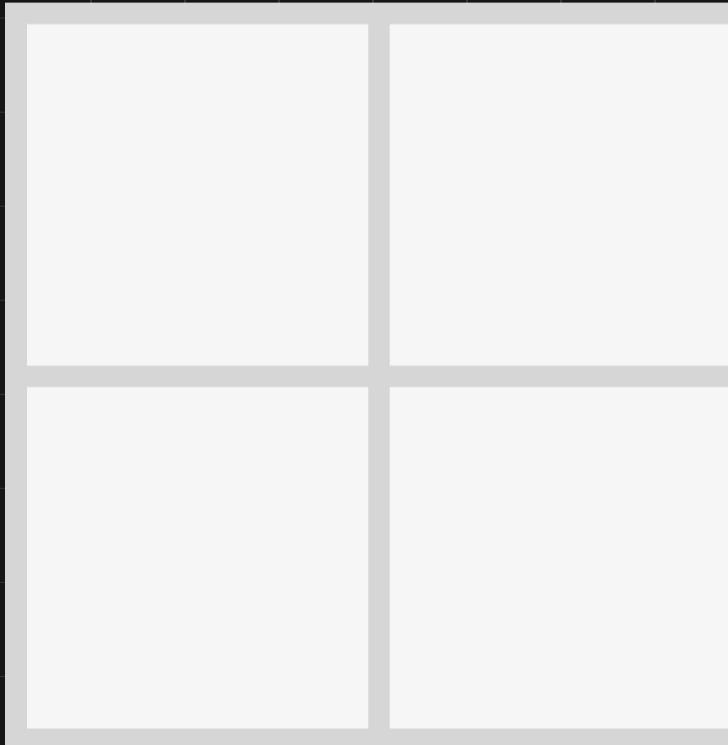
CIN: U73100MH2024PTC424547

Plot No. E-113, Sector-12, Kharghar,  
Raigarh(MH), Panvel, Maharashtra, India, 410210

BRANDING ASSETS



*Light grid with  
Dark background*

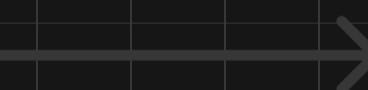


*Dark grid with  
Light Background*



## Letterhead

Used on formal letters.



## Grid Background

Used on all backgrounds throughout  
our designs.

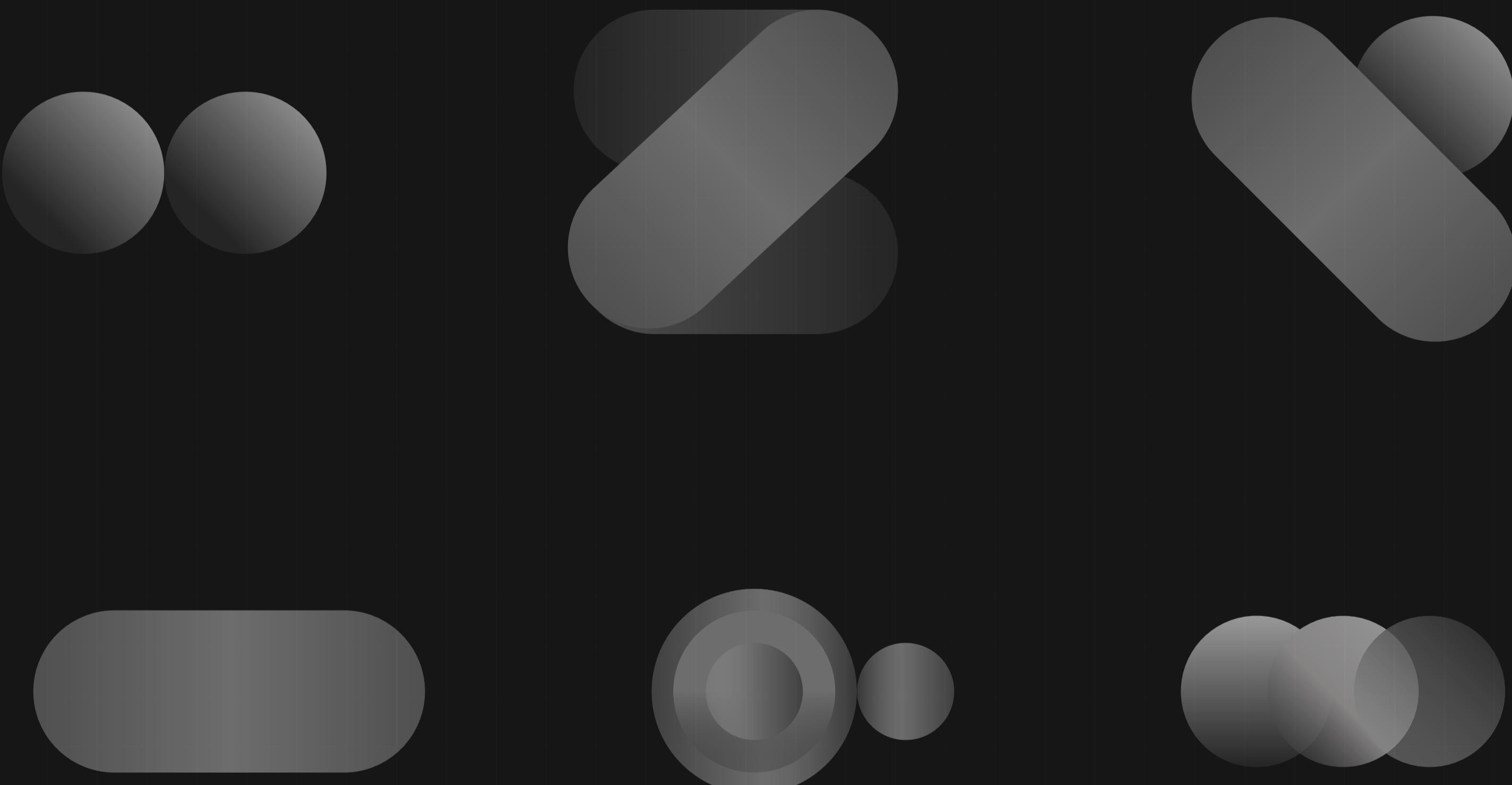
# For Drafts

# Light Watermark

Used on light backgrounds

# For Internal Content

# ABSTRACT ICONS



# COLOUR PALETTE

F7F7F7

E7E7E7

D7D7D7

C7C7C7

B7B7B7

A7A7A7

979797

878787

777777

676767

575757

474747

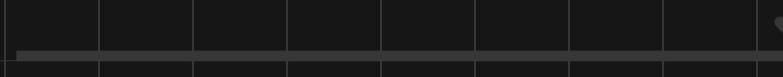
373737

272727

171717

# Montserrat

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890



## Heading Font

Used for all headings.

# Inter

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

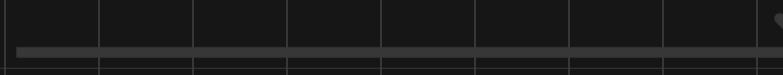


## Body Font

Used for all paragraphs.

# BLACKOUT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890



## Style Font

Used for subtle background text.

T  
Y  
P  
O  
G  
R  
A  
F  
H  
Y

# Here is a sample

*Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.*

## Montserrat - Black

Inter - Medium (Italic)



## Montserrat - Extra Bold

Inter - Medium



# Here is a sample

*Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.*



## Montserrat - Bold

Inter - Semi Bold

T  
O  
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T  
P  
A  
R  
I  
N  
G

# **Here is a sample**

*Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod.*

## **Montserrat - Extra bold (Italic)**

Inter - Medium

# **Here is a sample**

*Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod.*

## **Montserrat - Semi bold (Italic)**

Inter - Medium (Italic)

## **Montserrat - Semi bold**

Inter - Regular

# **Here is a sample**

*Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod.*

## **Montserrat - Extra bold (Italic)**

Inter - Bold

# **Here is a sample**

*LOREM  
IPSUM  
DOLOR  
SIT  
AMET,  
CONSECTETUR  
ADIPISCING  
ELIT,  
SED DO  
EIUSMOD.*

TO  
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N  
G  
Q

# Asset Download Links

Download all required assets from our GitHub

ASSET  
LINKS

**THANK  
YOU  
FOR  
READING**

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