

RIVANT MEDIA

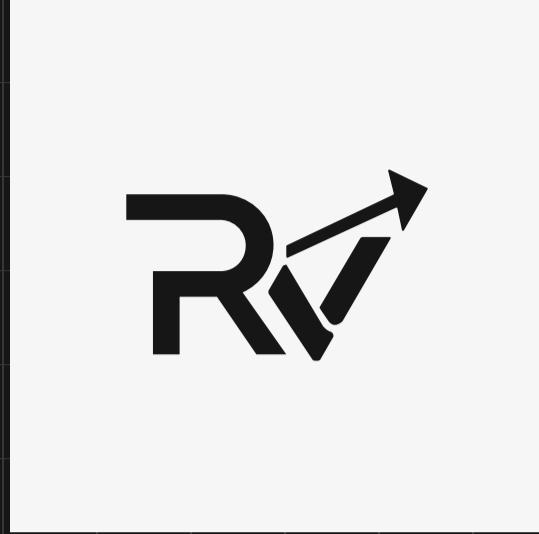
Branding Guidelines

Version: 1.0.0

Revised: 13/12/2024

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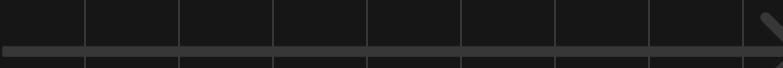
Subtle Brandmark

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



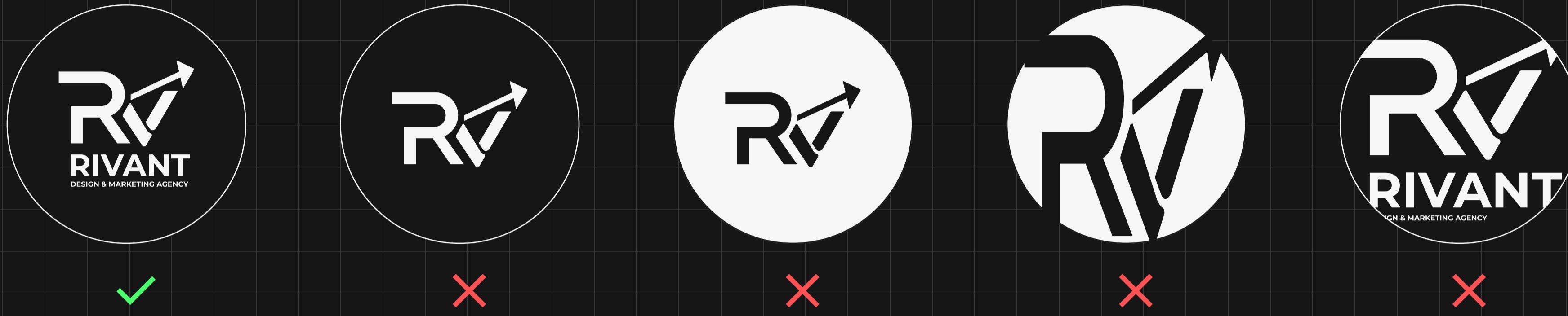
Full Legal Logo

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

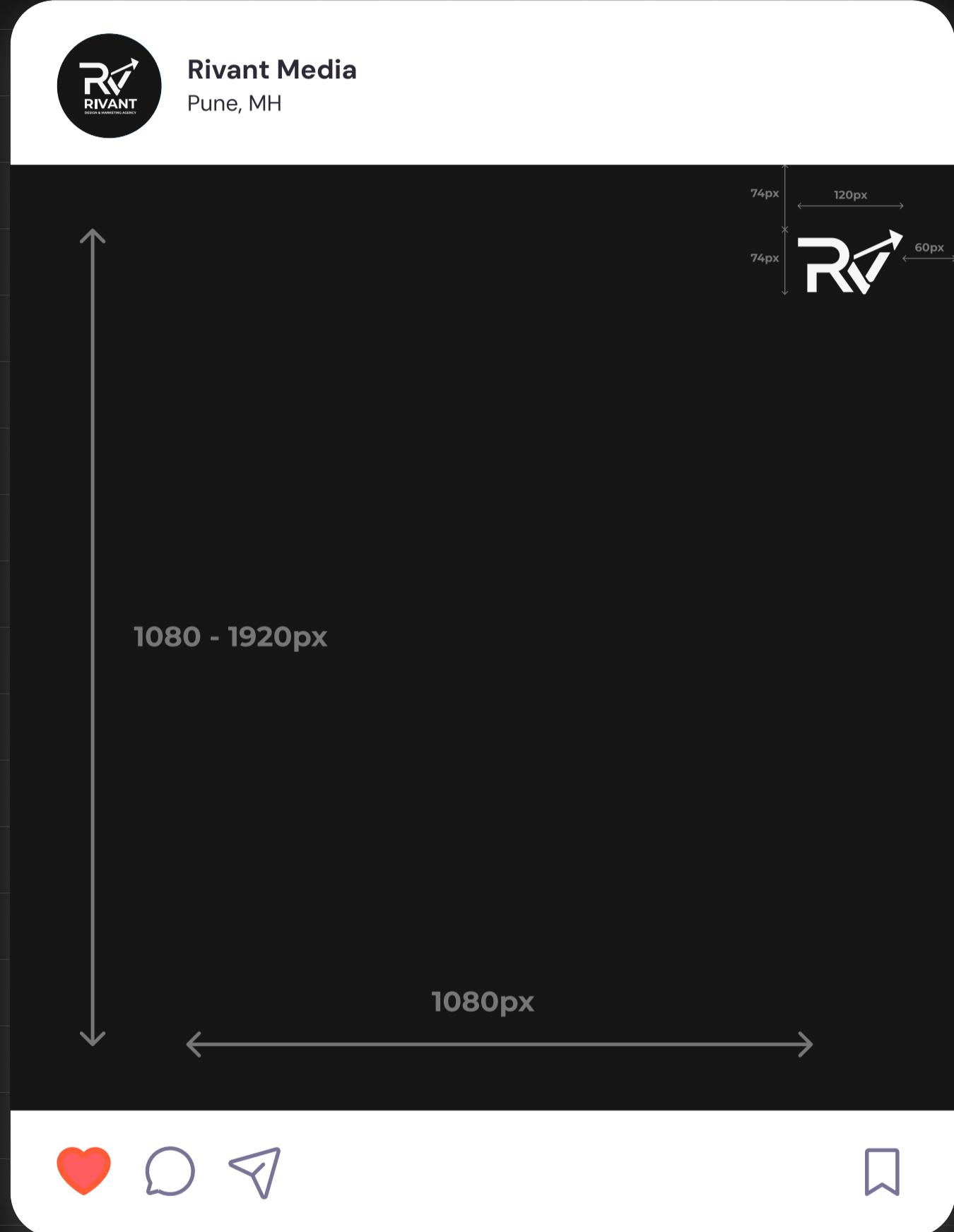
How to use the logo in a profile picture.

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



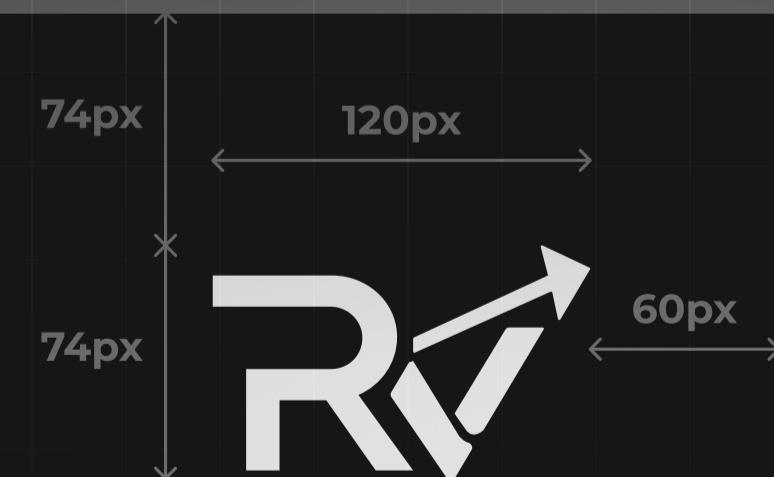
Social Media Watermark

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.



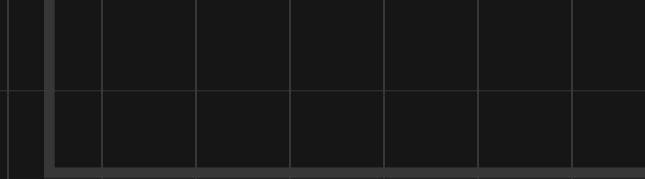
LOGO USAGE



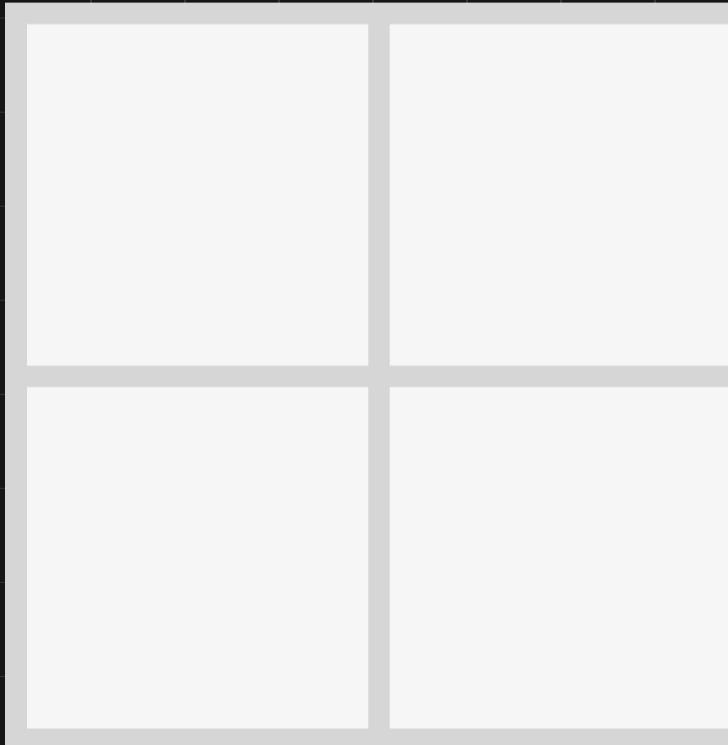
CIN: U73100MH2024PTC424547

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

BRANDING ASSETS



*Light grid with
Dark background*

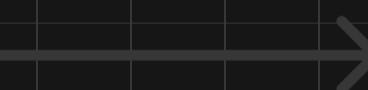


*Dark grid with
Light Background*



Letterhead

Used on formal letters.



Grid Background

Used on all backgrounds throughout
our designs.

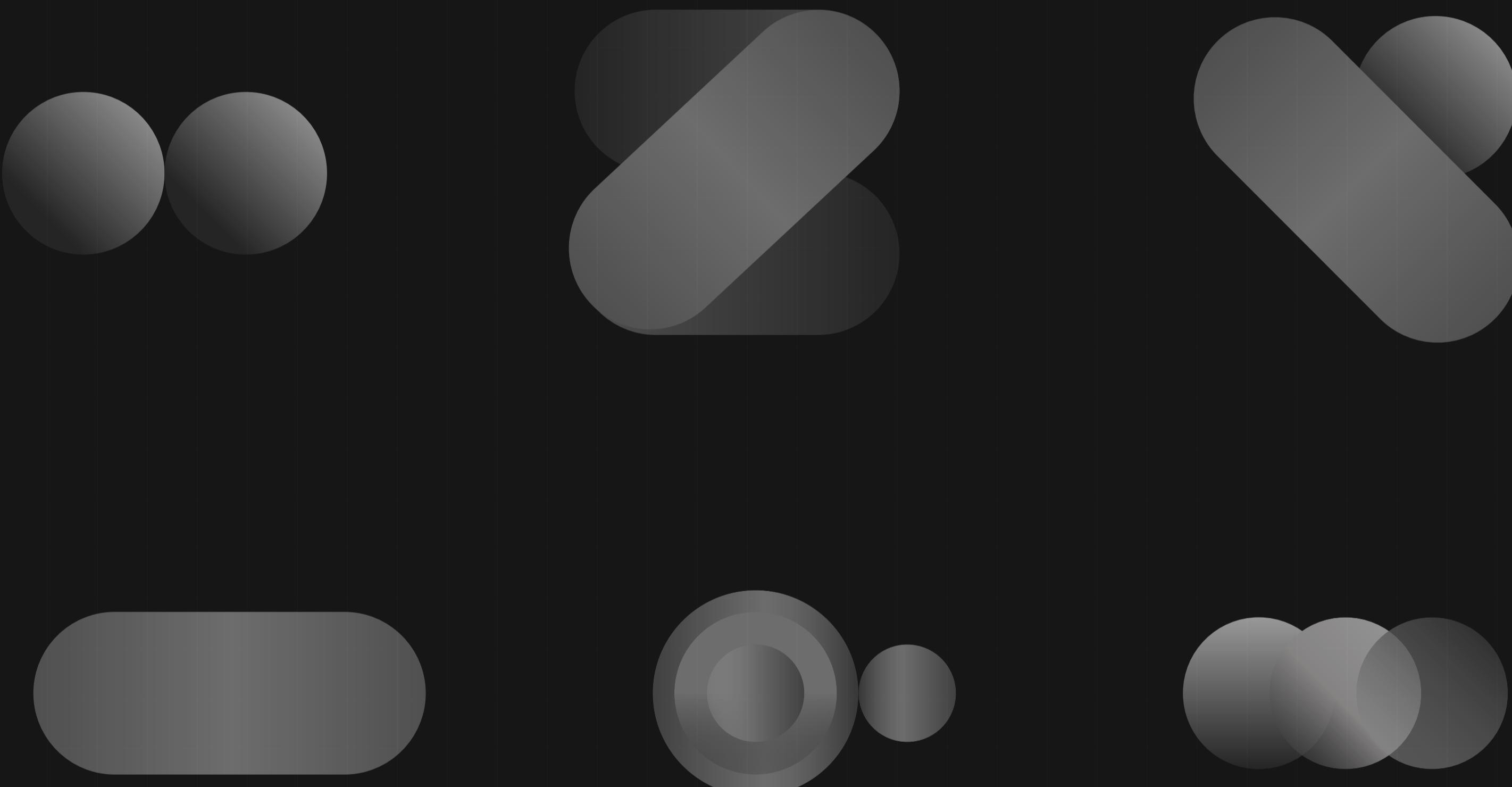
For Drafts

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

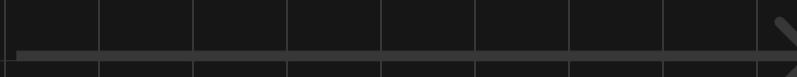
373737

272727

171717

Montserrat

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890



Heading Font

Used for all headings.

Inter

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

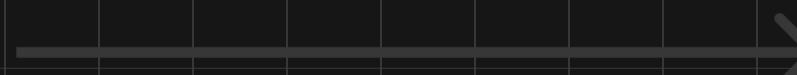


Body Font

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
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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.*

T
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Asset Download Links

Download all required assets from our GitHub

<https://rivant.in/branding>



**THANK
YOU
FOR
READING**

@rivantmedia on  