



# Brand Guidelines

# Using this document

**Use this guide to **create consistency** and **collaborate** in a shared style.**

These guidelines create consistency while encouraging forward momentum with deliberateness and without distraction.

As a designer, we want you to stay creative and **challenge the norm**. We're open to change and adapting the guidelines to accommodate new styles and design principles as required.

Our process for brand change is simple: propose the idea, get approval and update the guidelines, then check final work against the guidelines.

**Spotted an inconsistency or opportunity for clarity?** Please drop a comment in the document.



Who are  
we?

**Rixxo helps manufacturers, wholesalers, and distributors choose the right platforms to grow with confidence.**

**We are advisors; we guide strategy, lead implementations, and deliver results, without pushing a preferred tech stack or platform.**

# Our vision

**To be the most **trusted strategic partner** in B2B commerce transformation.**

We see a B2B landscape where manufacturers, wholesalers, and distributors stop wasting time, money, and momentum on tools and tactics oversold on features and underserved on outcomes.

They move with clarity, guided by a new breed of advisors who have a deep understanding of their business and its goals. Advisors who focus on needs, not features.

Rixxo will lead this global mindset change. We will help build the right things with the right partners, strengthening their technology expertise with our business expertise. Starting with the right platform, every time.

Over time, our proven frameworks will be adopted by more providers, raising the quality of B2B eCommerce everywhere.

# Our mission

**We help B2B businesses make confident, strategic technology decisions that unlock scalable growth.**

We do this by specialising in platform selection and implementation planning.

We engage deeply with our clients' goals, processes, and constraints to recommend platforms that fit.

We then connect them with world-class delivery partners, staying involved to ensure the strategy is followed.

We don't follow trends for the sake of it. We back innovation when it drives results and aligns with the bigger picture. We deliver strategic clarity and actionable direction.

# **Our values**

**Family  
Fairness  
Pride  
Trust  
Value  
Excellence  
Leadership**

# We lead change

At Rixxo, we lead by doing the work that matters. We don't sit back and wait for things to happen. We help shape the future with our clients, working on the problems that move their businesses forward. We ask the right questions and we challenge assumptions, we keep learning and improving so we can stay ahead and keep them there too. We don't get caught up in noise. We focus on what's important and we take pride in solving the right problems, not the easiest ones.

Trust is at the centre of how we work. We create an environment where people feel safe to speak up, to challenge, and to contribute. We respect each other and we respect the work. We speak plainly, even when it's hard. There's no spin, no sugarcoating. We build strong relationships with our clients and with each other by telling the truth and following through on what we've said.

We take full responsibility for what we do. If our name is on it, we stand by it. We care about the work and we care about the result. We don't rush and we don't cut corners. We do it properly and we deliver what we said we would. We carry the weight of our decisions and we're proud of the work we put into the world.

Rixxo is a place where people bring energy, care, and pride to what they do. We work hard, we look after each other, and we enjoy the challenge. We build partnerships that last because we act like we're in this for the long haul, because we are.

# We believe in better

**Belief in Better is what gets you through the door at Rixxo.**

**But belief alone is not enough.  
You have to live it.**

Say “We” instead of “I”

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Use your voice and own your opinions

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Work hard every day to become an expert in your field

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Treating every penny of a client’s budget as if it were your own

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Strive to give more for less with honesty and transparency

**we believe in doing  
things the right  
way, even when  
nobody is  
watching.**

# We challenge the norm

We're not afraid to ask why. By challenging the brief, we uncover the true business needs and objectives that can get lost when focusing on features.

# We add value everywhere

**We create lasting value by doing more than the task in front of us.**

**We look beyond quick fixes and think about your people, your processes, your platforms, and how they impact each other**

- Share our learnings
- Build better processes
- Document what works
- Iterate on what doesn't
- Ensure the next project starts stronger than the last
- Every action, every project, and every conversation is a chance to leave something better than we found it. That is how we add value everywhere.

# We are human

Collaboration is at the heart of everything we do. By embedding ourselves into your business, we create real partnerships built on trust and mutual respect. Together, we are invested in your success.

We are....



The logo consists of the word "rixxo" in a bold, sans-serif font. The letters are primarily a bright teal color. The "i" has a small teal circle above it. The "x" is stylized with a black diamond shape in its center. The "o" is a large, solid teal circle with a black center. A registered trademark symbol (®) is located at the top right of the "o".

rixxo®



Our  
voice

# Tone of voice

Our tone reflects who we are. We are strategic, ambitious, and fully on the side of our clients. We speak like experts who genuinely care about helping people make the right decisions. We focus on what matters to our clients, not what sounds good for us. We don't write to show off. We write to be useful and clear.

Our tone is empathetic and understanding. We genuinely get the pressures our clients are under. We understand their world, their challenges, and the realities they face every day.

We are always direct and confident, never complicated. We speak in plain English, we don't hide behind jargon, and we don't waste words. We get straight to the point because we respect people's time.

We speak like real people. We are human, warm, and honest. People do business with people, not with brands, and our words should reflect that.

We don't wait to be asked. We are proactive. We lead conversations, we share ideas, and we move things forward.

We are experienced and strategic. We bring insight, not sales talk. We share what we've seen, what we know, and what works.

We talk about customer outcomes, not about Rixxo. We focus on the benefits and results that matter to them, not to us.

The way we speak builds trust. It brings clarity. It shows we're on our client's side.

# Voice characteristics

	<b>What it means</b>	<b>How it sounds</b>
<b>Minimalist</b>	Every word has a reason to be there. We strip the fluff.	"We help you scale without the usual chaos."
<b>Confident</b>	We know what we're doing. We don't hedge.	"This will accelerate your growth."
<b>Collaborative</b>	We're in this together. We speak as part of the team.	"Together, we'll streamline what works and refine what doesn't."
<b>Progressive</b>	Always moving forward. Always refining.	"Good isn't the goal. Better is."

# Writing style principles

## Tone

No ego, no performance.

**01**

- Speak like a mentor, not an influencer
- Keep it direct, grounded, and practical
- Talk to the reader like a peer
- Stay confident without trying to impress

## Content lens

Practical first, theory second

**02**

- Speak to people doing the work, not the spectators
- Show the gap between marketing and real business
- Focus on strategy and operations over shiny tools

## We, not I or you

We're not here to impress with fancy words. We're here to understand, guide, and deliver.

**03**

Correct: "We don't need more features. We need the right ones to work."

Avoid: "Our all-in-one, feature-rich suite drives unparalleled results."

## Direct is respectful

There's no need for exaggeration. Confidence comes from certainty, not hype.

**04**

Correct: "We'll help you reduce wasted time and effort. That's what better looks like."

Avoid: "We're revolutionising the future of digital excellence."

# Tone in action

Here's some good examples and what to avoid.

When unsure, run text through ChatGPT with brand guidelines for review.

## Instead of

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We leverage cutting-edge insights to architect the ultimate end-to-end B2B eCommerce solution tailored to revolutionise your enterprise.

## Instead use

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We help you choose the right B2B eCommerce platform for your business. We look at your processes, your goals, and your constraints to recommend what actually fits.

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Using a customised strategic approach, we deliver innovative eCommerce solutions that align with your business ambitions.

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Every business is different. We spend time understanding how you work, what you need, and where you're heading before make recommendations.

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Eliminate every ounce of uncertainty forever.  
Only Rixxo can revolutionise your entire business.

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Selection doesn't have to be a gamble. We analyse your operations, understand your goals, and recommend what actually fits your business.

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This will skyrocket your success.

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This will help you grow faster.



# Taglines & messaging

**We help you  
choose the best  
B2B eCommerce  
platform for your  
business.**

# People Process Platform Integration

People and Process come first because they should shape the technology, not the other way around. Technology should work for us. That's the priority, even if it's not always the case in every project. It's what we aim for.

When we include Integration, it is written last.

We integrate after the platform is in place.

# Automate Scale Grow

Save time. Cut manual work. Remove bottlenecks.  
So your team can focus on what moves the needle.

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Grow your operations without dropping the ball.  
Handle more orders. Serve more customers. Stay  
profitable.

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Win more online business and build long-term  
revenue. Growth means a stronger market presence  
and bigger opportunities.



# visual Language

We design with purpose. Clean, clear, confident.

We use clean layouts, clear hierarchy, and restrained colour to guide attention where it needs to go.

Our visual identity matches our approach.

We keep what matters, remove what doesn't.

Form follows function, always.

**rixxo**<sup>®</sup>

**Logo**

# Logo mark

The Rixxo logo is bold, confident, and instantly recognisable. It combines strong letterforms with a custom overlap on the “x” to reflect collaboration and connection.

The logo only appears in Rixxo Green.



The Rixxo logo is available in multiple lockups and colours in illustrator format.

 [Download Rixxo Master Logo.ai](#)

# Clear space

The minimum amount of space allowed around the Rixxo logo is the height or width of the dot of the "I".

For a square logo it is 2 dots on either side.

We exclude the copyright symbol from this spacing to avoid visually skewing the logo.

Utilising this method of spacing keeps a visually balanced distance around the logo whilst still giving it room to breath in small spaces such as headers, footers and social artwork.



# Logo lockup

This Rixxo when in colour is always presented in Green.

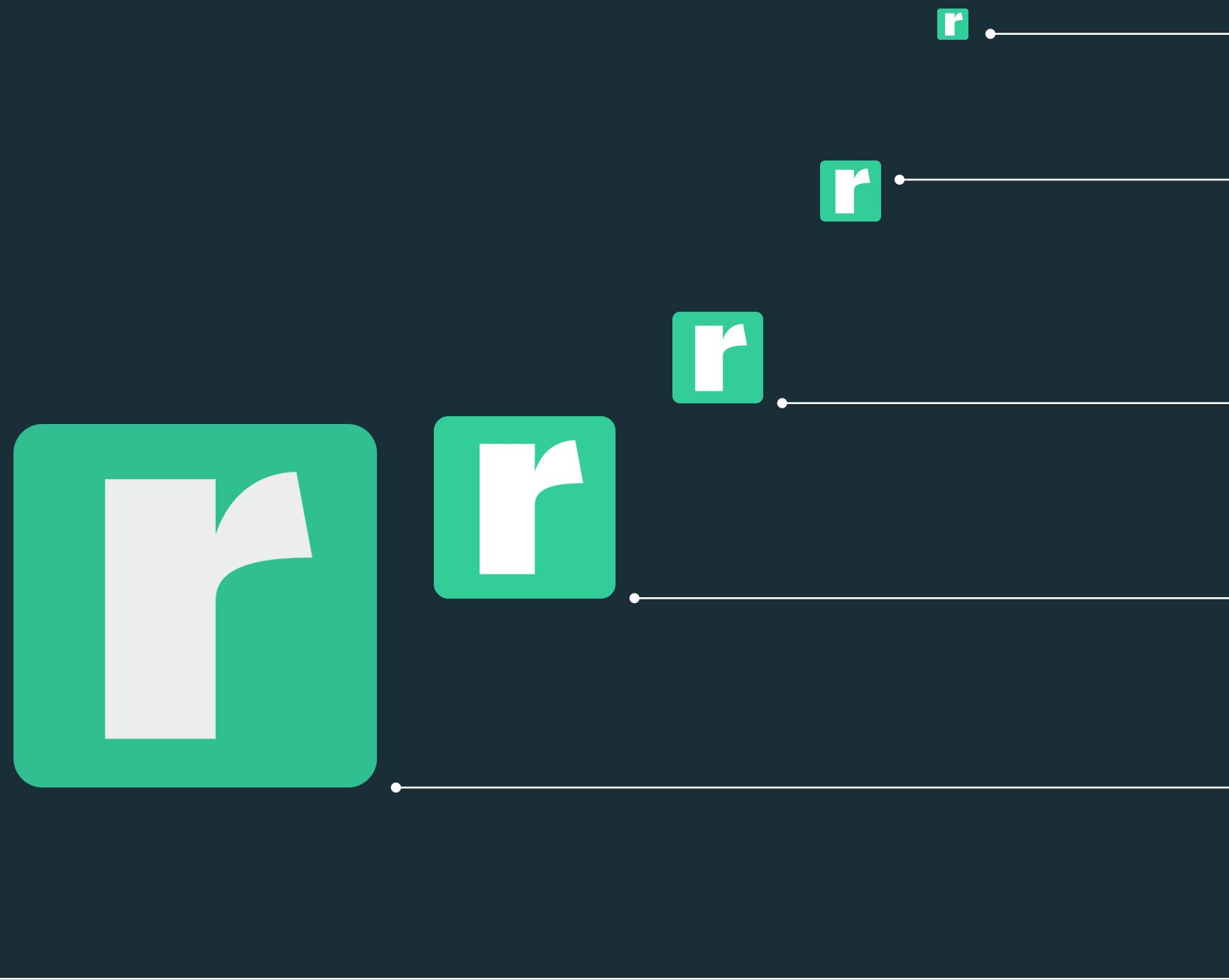
If using on a coloured background prefer the Green but if does not work use the greyscale colour options.

The Rixxo logo is never presented in our other primary colours.



# Favicon

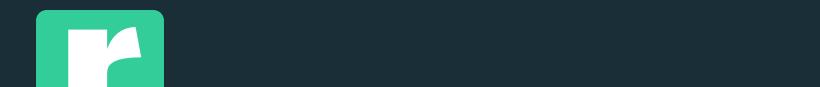
File size: 512 x 512 px



16x16 pixels: The most basic and universally supported size for browser tabs and bookmarks.



32x32 pixels: Often used for high-resolution displays and taskbar icons on Windows.



48x48 pixels: An optional size for increased clarity on various platforms, and recommended by Google for search results.



96x96 pixels: Recommended by Google for higher resolution displays and can be used in browser tabs and bookmarks.



16x16 pixels: The most basic and universally supported size for browser tabs and bookmarks.



512x512 pixels: The largest favicon used for PWAs

**rixxo**<sup>®</sup>

**Colours**

# Light/Dark mode

02

**Light and dark mode adds **contrast and style** to our content without adding complexity.**

Using contrasting palettes, we can display them individually or together to create engaging pages.

When to use light mode: Use light mode when you expect a resource to be printed in an office for distribution. Save ink. Save the planet.

When to use dark mode: Dark mode uses less power on modern screens, reducing energy usage. We prefer dark mode and darker palettes when presenting in theatres and auditoriums to prevent eye strain.

Mixed usage: Digital assets and leaflets that won't be printed may use either or a mix. Assets being professionally printed may use either or a mix.

In practice: In our Figma designs and brand guides, you can toggle the light/dark mode switch to see the styles.

Light/dark mode isn't the same as website reading mode. Our sites contain sections in both modes, and toggling would only invert the design. This is about contrast and design patterns, not user preferences.

# Light/Dark mode

02

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When to use dark mode: Dark mode uses less power on modern screens, reducing energy usage. We prefer dark mode and darker palettes when presenting in theatres and auditoriums to prevent eye strain.

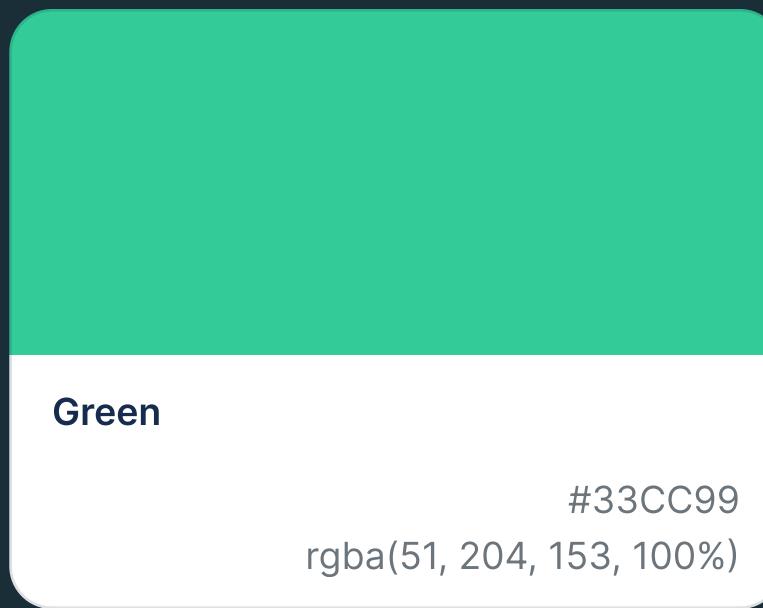
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# Primary colours

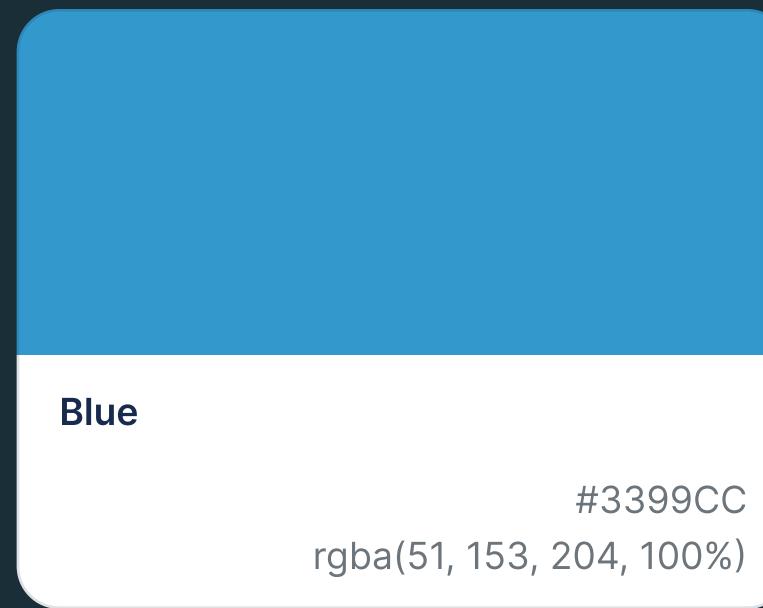
Our primary palette is vibrant and contrasting. We use these colours for elements such as our buttons, icons and accents.



Green

#33CC99

rgba(51, 204, 153, 100%)



Blue

#3399CC

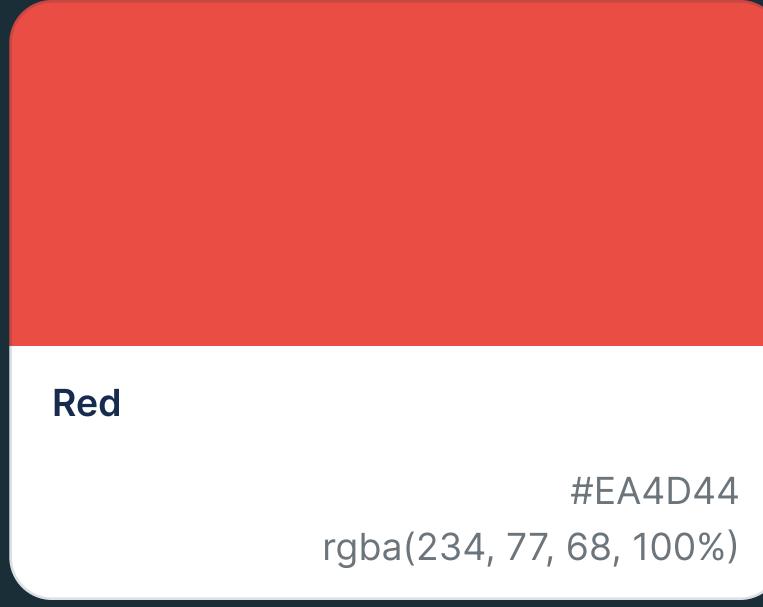
rgba(51, 153, 204, 100%)



Pink

#E24699

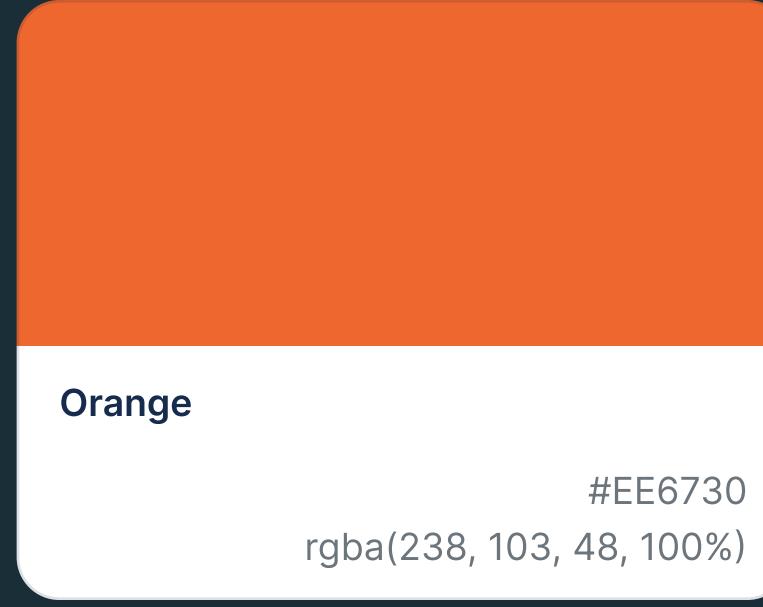
rgba(226, 70, 153, 100%)



Red

#EA4D44

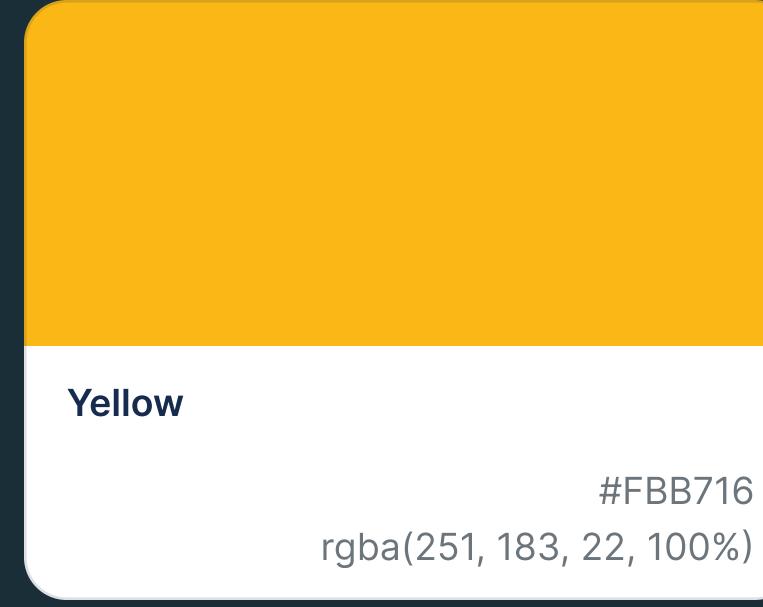
rgba(234, 77, 68, 100%)



Orange

#EE6730

rgba(238, 103, 48, 100%)



Yellow

#FBB716

rgba(251, 183, 22, 100%)

# Tints

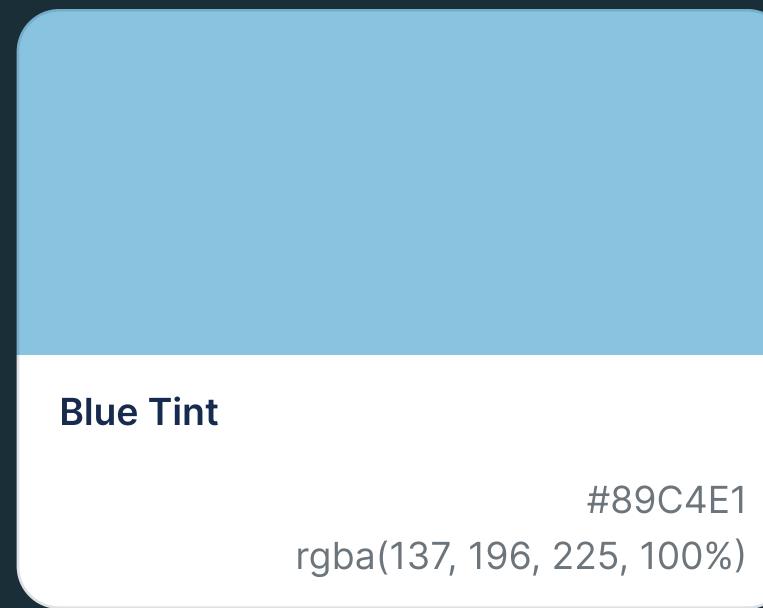
Our tint palette can be used for graphs and as background colours for small sections such as content blocks, form fields, cards or panels.

They also can be used in patterns to give a subtle look.



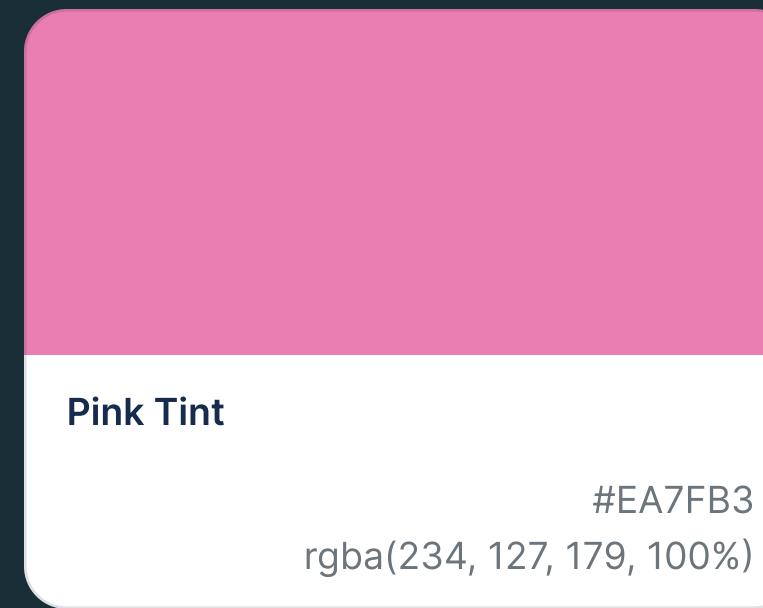
**Green Tint**

#56E2AF  
rgba(86, 226, 175, 100%)



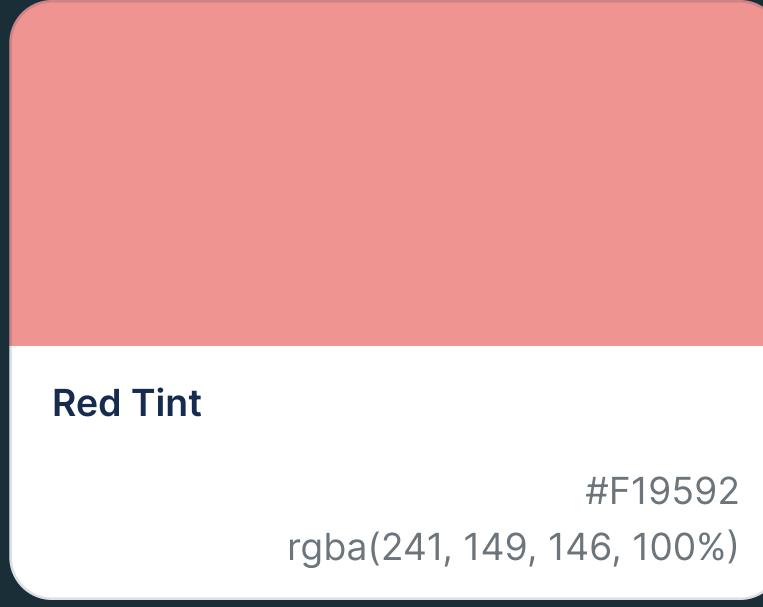
**Blue Tint**

#89C4E1  
rgba(137, 196, 225, 100%)



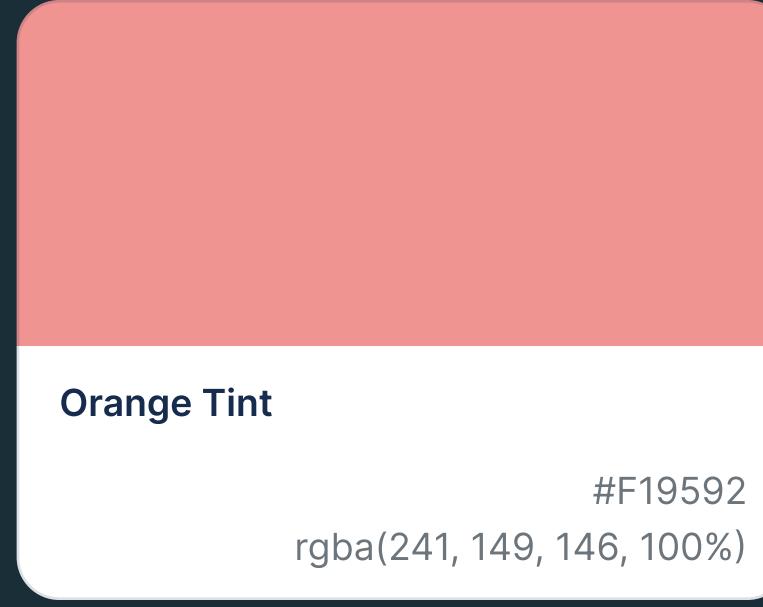
**Pink Tint**

#EA7FB3  
rgba(234, 127, 179, 100%)



**Red Tint**

#F19592  
rgba(241, 149, 146, 100%)



**Orange Tint**

#F19592  
rgba(241, 149, 146, 100%)



**Yellow Tint**

#FDD578  
rgba(253, 213, 120, 100%)

# Light tints

Our tint palette can be used for graphs and as background colours for small sections such as content blocks, form fields, cards or panels.

They also can be used in patterns to give a subtle look.



**Green Light Tint**

#AFAEAD6

rgba(175, 234, 214, 100%)



**Red Light Tint**

#F9D7D7

rgba(249, 215, 215, 100%)



**Yellow Light Tint**

#FEF4DC

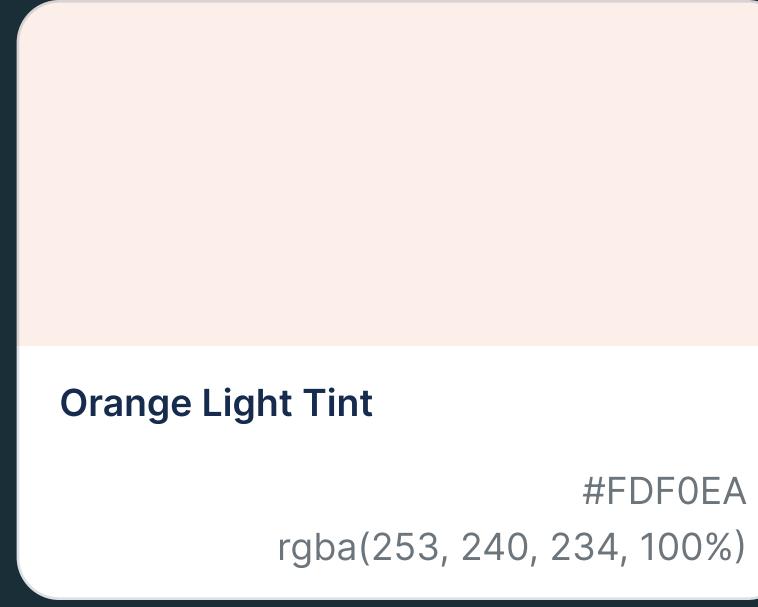
rgba(254, 244, 220, 100%)



**Pink Light Tint**

#EDC0DC

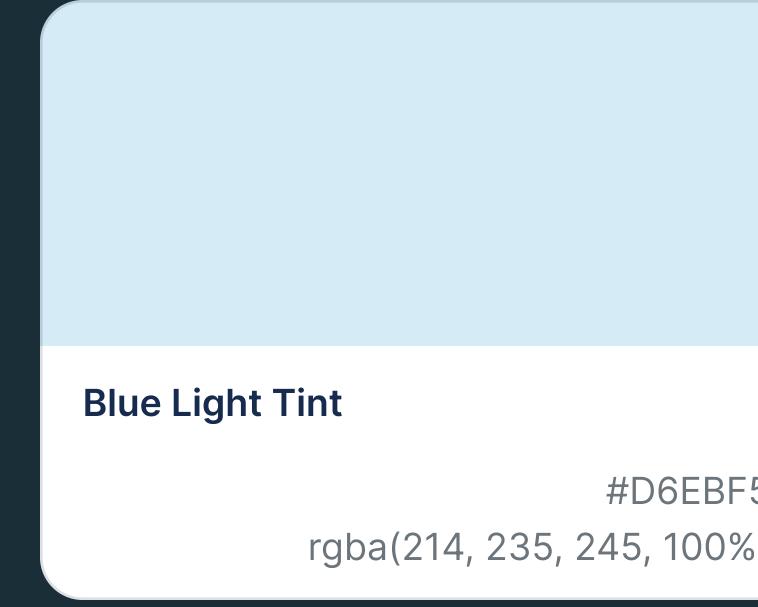
rgba(237, 192, 220, 100%)



**Orange Light Tint**

#FDFOEA

rgba(253, 240, 234, 100%)



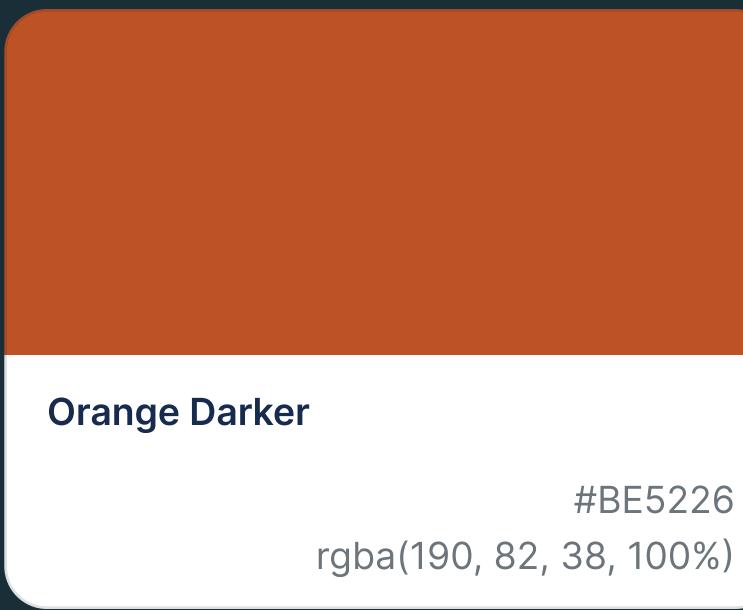
**Blue Light Tint**

#D6EBF5

rgba(214, 235, 245, 100%)

# Primary darker

Darker shades of our primary colours that can be used for contrast and such things as hover states or accessibility.



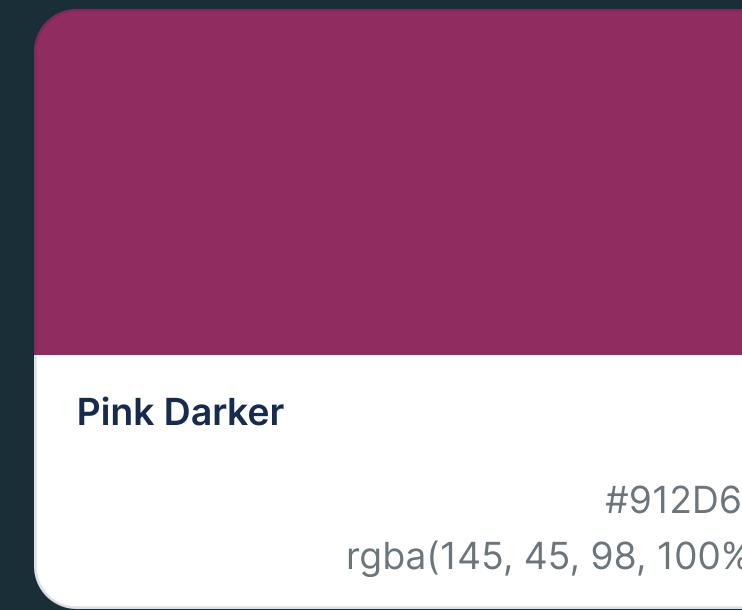
Orange Darker

#BE5226  
rgba(190, 82, 38, 100%)



Yellow Darker

#C99212  
rgba(201, 146, 18, 100%)



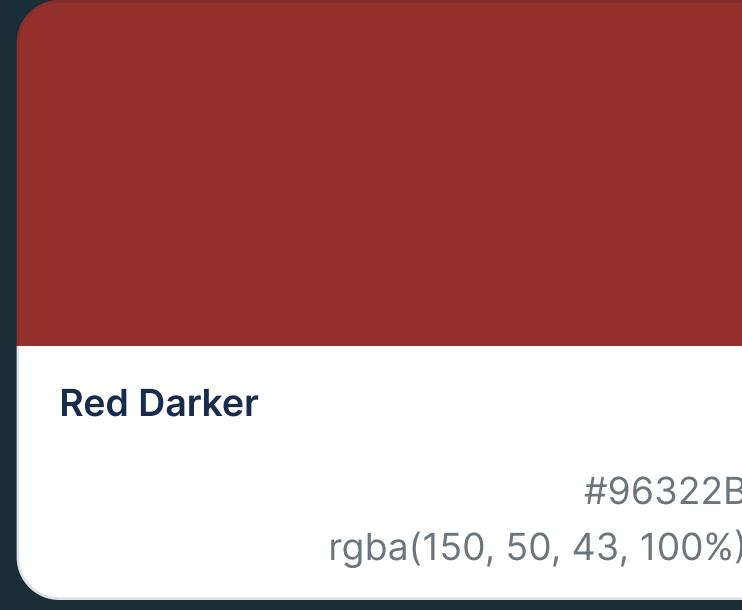
Pink Darker

#912D62  
rgba(145, 45, 98, 100%)



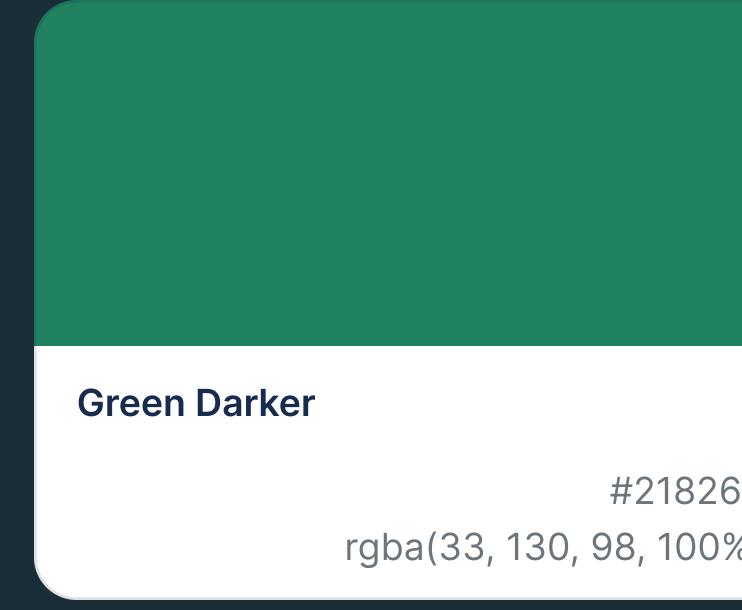
Blue Darker

#216282  
rgba(33, 98, 130, 100%)



Red Darker

#96322B  
rgba(150, 50, 43, 100%)



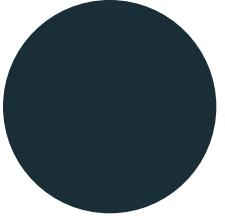
Green Darker

#218262  
rgba(33, 130, 98, 100%)

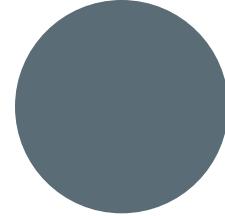
# Text

This palette is for use of our text only.

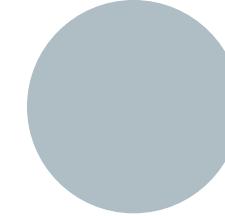
## Light mode



Text/Dark/Primary  
Colour #1a2f37

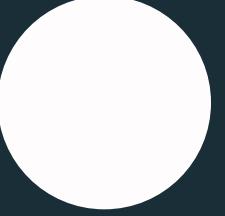


Text/Dark/Secondary  
Colour #5a6e77

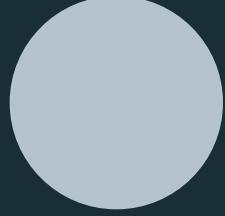


Text/Dark/Disabled  
Colour #b0bec5

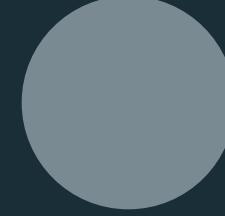
## Dark mode



Text/Light/Primary  
Colour #ffffdfe



Text/Light/Secondary  
Colour #b4c3cc

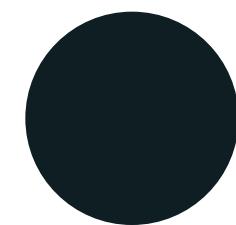


Text/Light/Disabled  
Colour #7a8b92

# Backgrounds

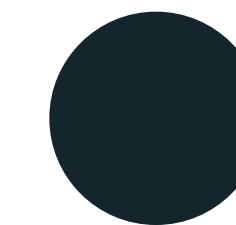
Background colours are paired for Light & Dark mode. When switching the matching pair will be used.

Each background has a semantic name to aid its use.



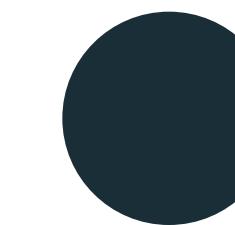
Base & Shades/Deep shadows, footers, alternative backgrounds

Colour #0f1e24



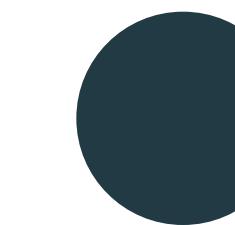
Base & Shades/Alternative dark backgrounds

Colour #15262c



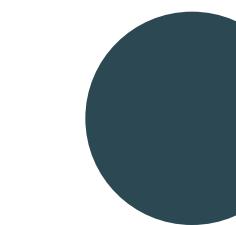
Base & Shades/Main background

Colour #1a2f37



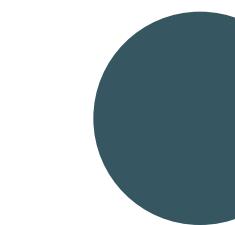
Base & Shades/Sections that need mild contrast

Colour #223b44



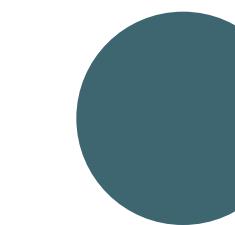
Base & Shades/Panel backgrounds, light dividers

Colour #2c4a54



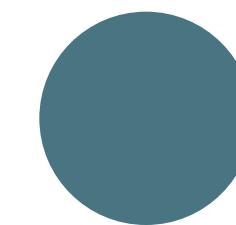
Base & Shades/Card backgrounds, hover states

Colour #365863



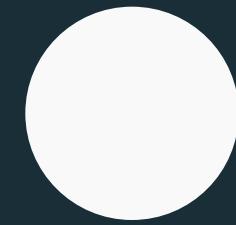
Base & Shades/Base Lighter

Colour #3f6672



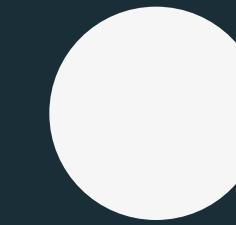
Base & Shades/Border details, light UI structure

Colour #4a7582



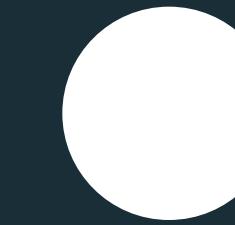
Base & Shades/Deep shadows, footers, alternative backgrounds

Colour #fafafa



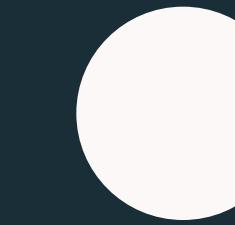
Base & Shades/Alternative dark backgrounds

Colour #f6f6f6



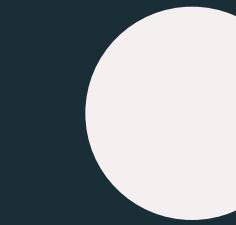
Base & Shades/Main background

Colour #ffffff



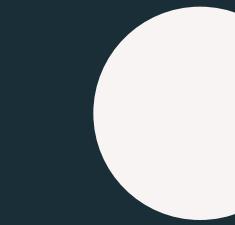
Base & Shades/Sections that need mild contrast

Colour #fdf8f8



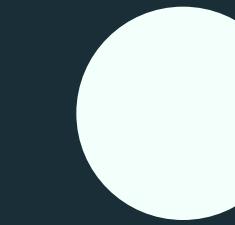
Base & Shades/Panel backgrounds, light dividers

Colour #f5f0f0



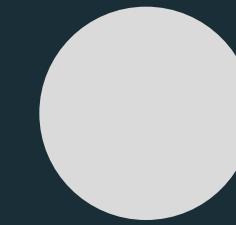
Base & Shades/Card backgrounds, hover states

Colour #f9f4f4



Base & Shades/Base Lighter

Colour #afead6



Base & Shades/Border details, light UI structure

Colour #dadada



# Gradients

# Gradients

Our brand includes two gradient options: one is bold and bright, while the other is more subtle but still offers contrast.

We use our gradients for backgrounds.

## Light mode

Start 10%: Light Base Soft #F9F4F4

End 100%: Light Base Soft #F9F4F4

## Dark mode

Start 10%: Dark Base #1A2F37

End 100%: Dark Base Lightest #4A7582

# How to use our gradients

Our gradients should only be used when they provide necessary contrast for overlaid elements or as visual signposting such as section covers in presentations, decks and videos.

They are used for background use only for website, slides and print.

They shouldn't be used to fill text, logos, icons or borders.

The gradient must always flow diagonally from one corner of the background to the opposite corner.

## We help you choose

We help you choose the right B2B eCommerce platform for your business. We look at your processes, your goals, and your constraints to recommend what actually fits.

[Get In Touch](#)

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# Please don't...

## We help you choose

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Learn More

### **✗ Incorrect**

Please don't set gradient to go vertically, the gradient must go diagonal.

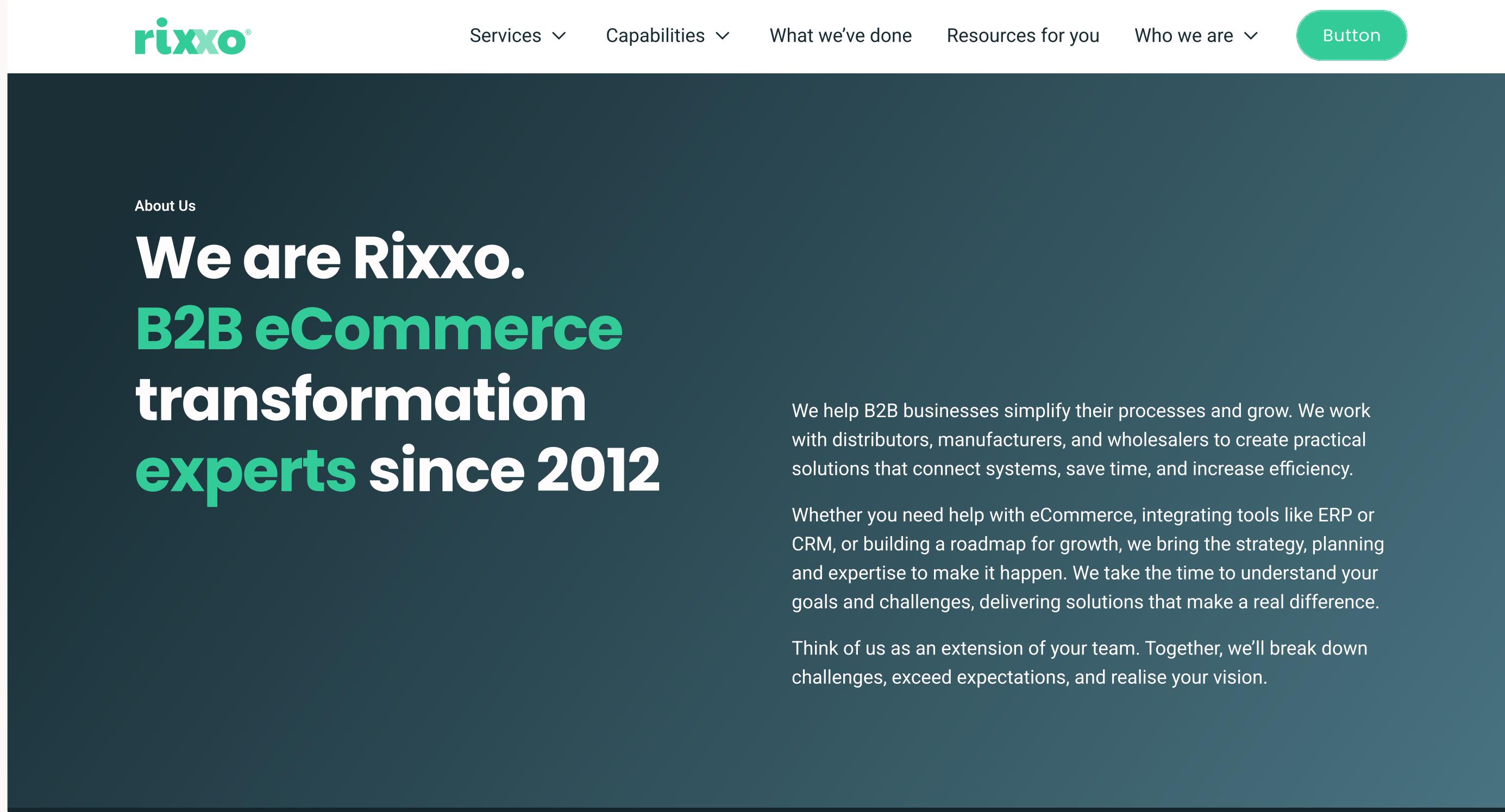
### **✗ Incorrect**

Please don't make gradient colours too close together.

# Gradients for web

When using our gradients on the website they should fill minimum 100% of view height and width. This is to avoid stark contrasting lines, especially above the fold.

There isn't a maximum but between 100% and 200% works well in most cases.



The screenshot shows the Rixxo website's "About Us" page. The header features the Rixxo logo and a navigation bar with links: Services ▾, Capabilities ▾, What we've done, Resources for you, Who we are ▾, and a green "Button". The main content area has a dark teal gradient background. The heading "We are Rixxo. B2B eCommerce transformation experts since 2012" is displayed in white. To the right, there is descriptive text about their services and a call-to-action section. At the bottom, there is a section titled "Our values" with three small images of clouds.

About Us

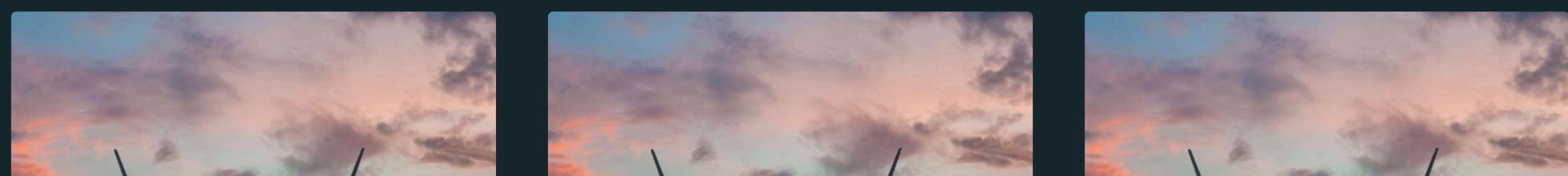
## We are Rixxo. B2B eCommerce transformation experts since 2012

We help B2B businesses simplify their processes and grow. We work with distributors, manufacturers, and wholesalers to create practical solutions that connect systems, save time, and increase efficiency.

Whether you need help with eCommerce, integrating tools like ERP or CRM, or building a roadmap for growth, we bring the strategy, planning and expertise to make it happen. We take the time to understand your goals and challenges, delivering solutions that make a real difference.

Think of us as an extension of your team. Together, we'll break down challenges, exceed expectations, and realise your vision.

### Our values



# Gradients for web

Our preferred approach is to follow a gradient section with one of our darker backgrounds.

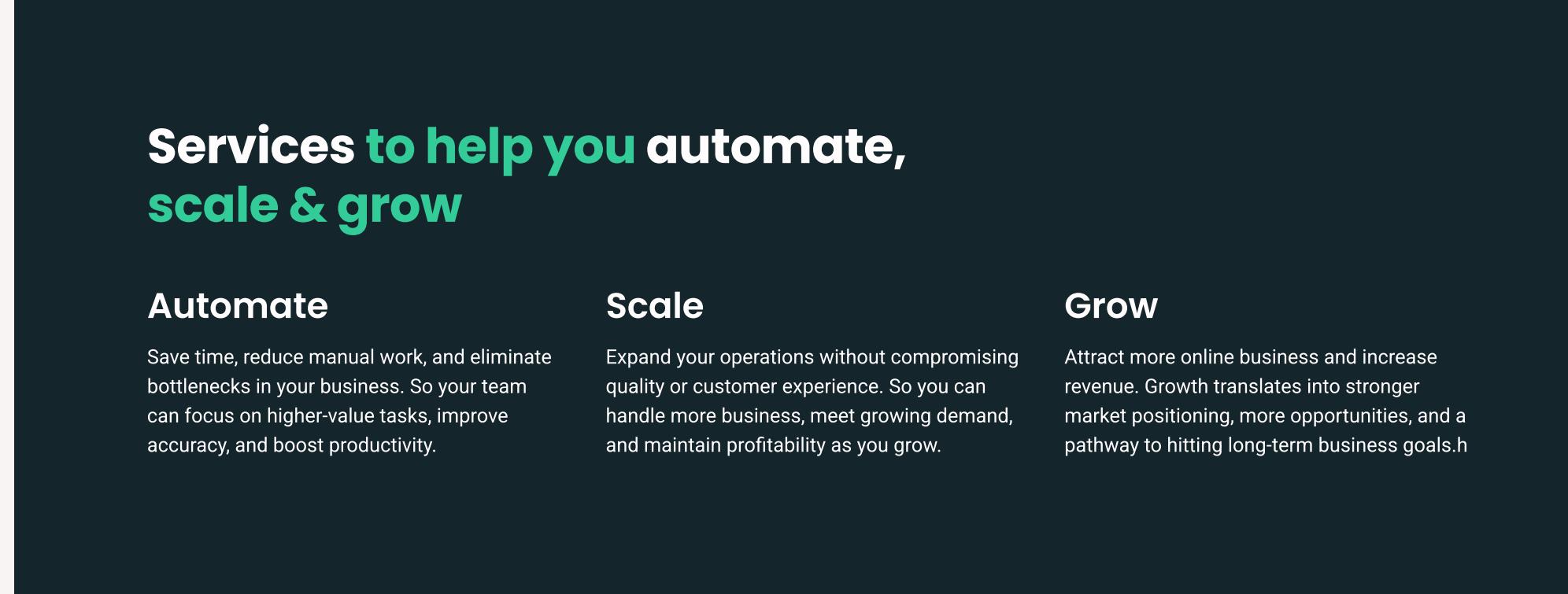
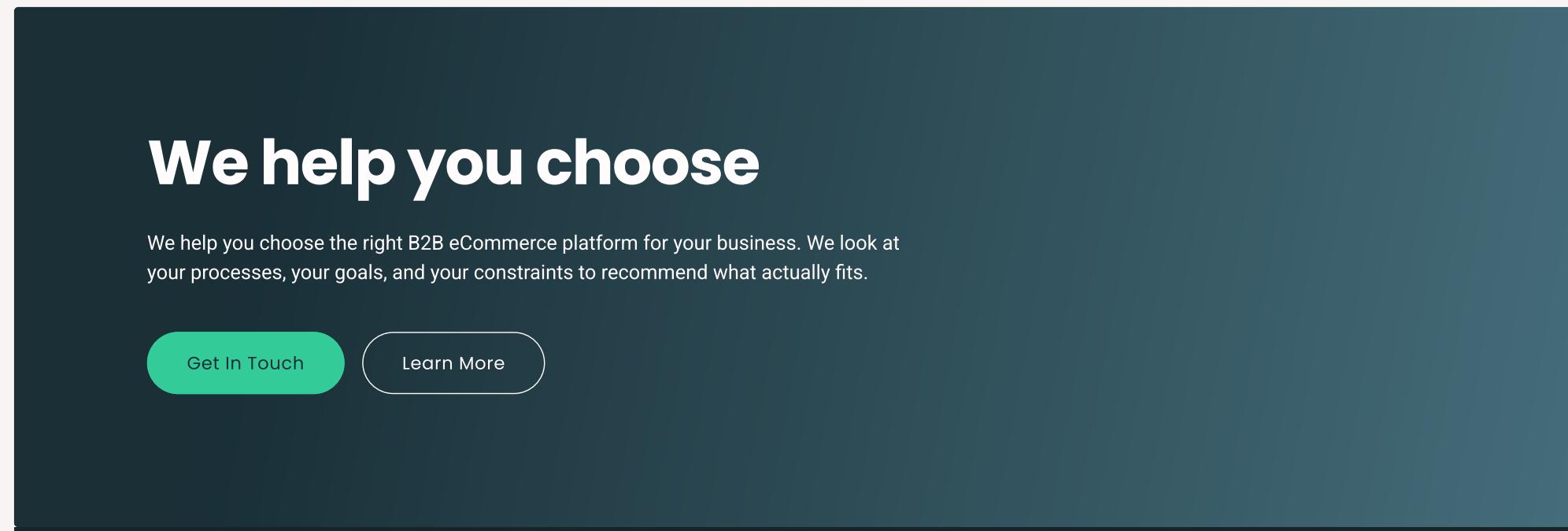
In this case, the gradient should transition from a dark colour in the bottom-left corner to a lighter colour in the top-right corner.

If a white background is needed after gradient section the gradient must transition from a dark colour in the top-left corner to a lighter colour in the bottom-right corner.

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[Get In Touch](#) [Learn More](#)



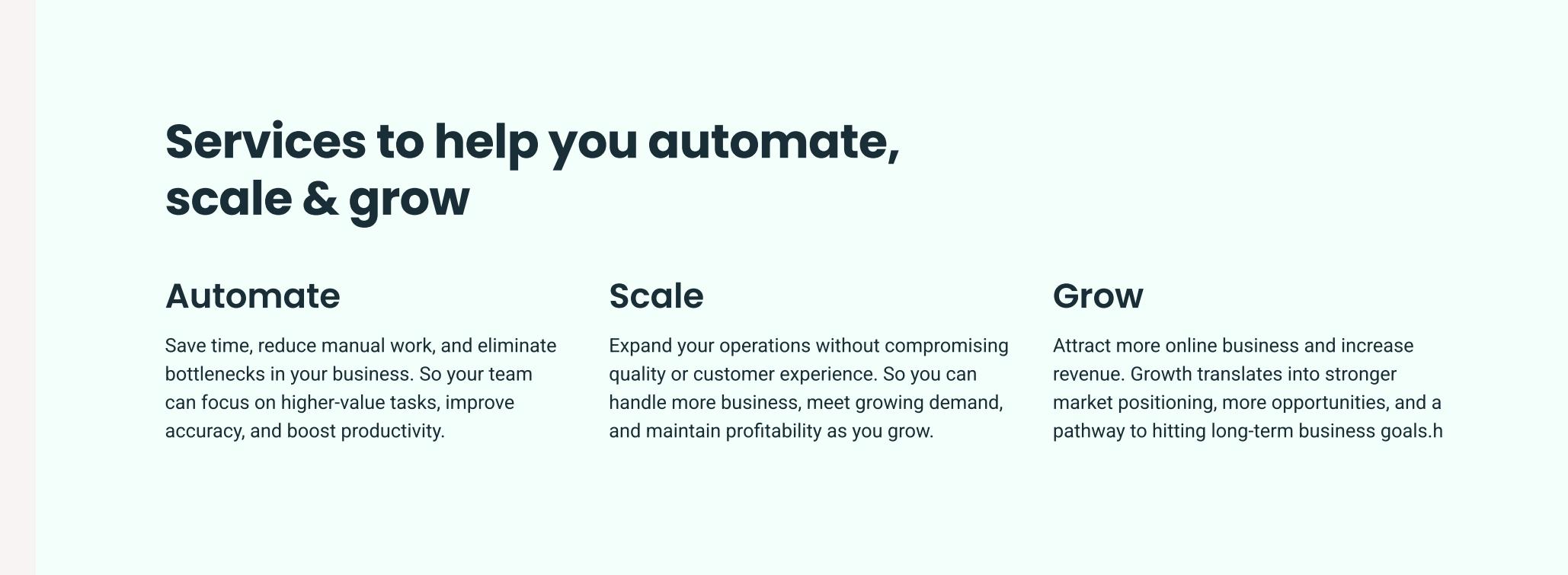
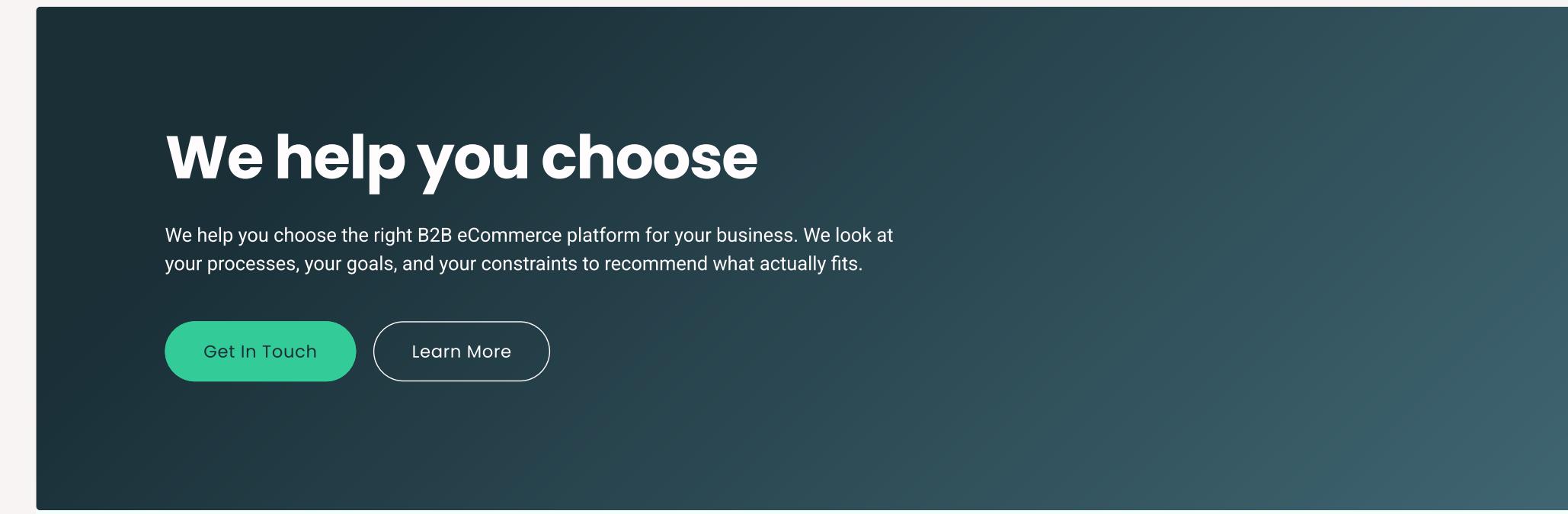
### Services to help you automate, scale & grow

<b>Automate</b> Save time, reduce manual work, and eliminate bottlenecks in your business. So your team can focus on higher-value tasks, improve accuracy, and boost productivity.	<b>Scale</b> Expand your operations without compromising quality or customer experience. So you can handle more business, meet growing demand, and maintain profitability as you grow.	<b>Grow</b> Attract more online business and increase revenue. Growth translates into stronger market positioning, more opportunities, and a pathway to hitting long-term business goals.
---	---	--

## We help you choose

We help you choose the right B2B eCommerce platform for your business. We look at your processes, your goals, and your constraints to recommend what actually fits.

[Get In Touch](#) [Learn More](#)



### Services to help you automate, scale & grow

<b>Automate</b> Save time, reduce manual work, and eliminate bottlenecks in your business. So your team can focus on higher-value tasks, improve accuracy, and boost productivity.	<b>Scale</b> Expand your operations without compromising quality or customer experience. So you can handle more business, meet growing demand, and maintain profitability as you grow.	<b>Grow</b> Attract more online business and increase revenue. Growth translates into stronger market positioning, more opportunities, and a pathway to hitting long-term business goals.
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# Layout & grid

# Grid

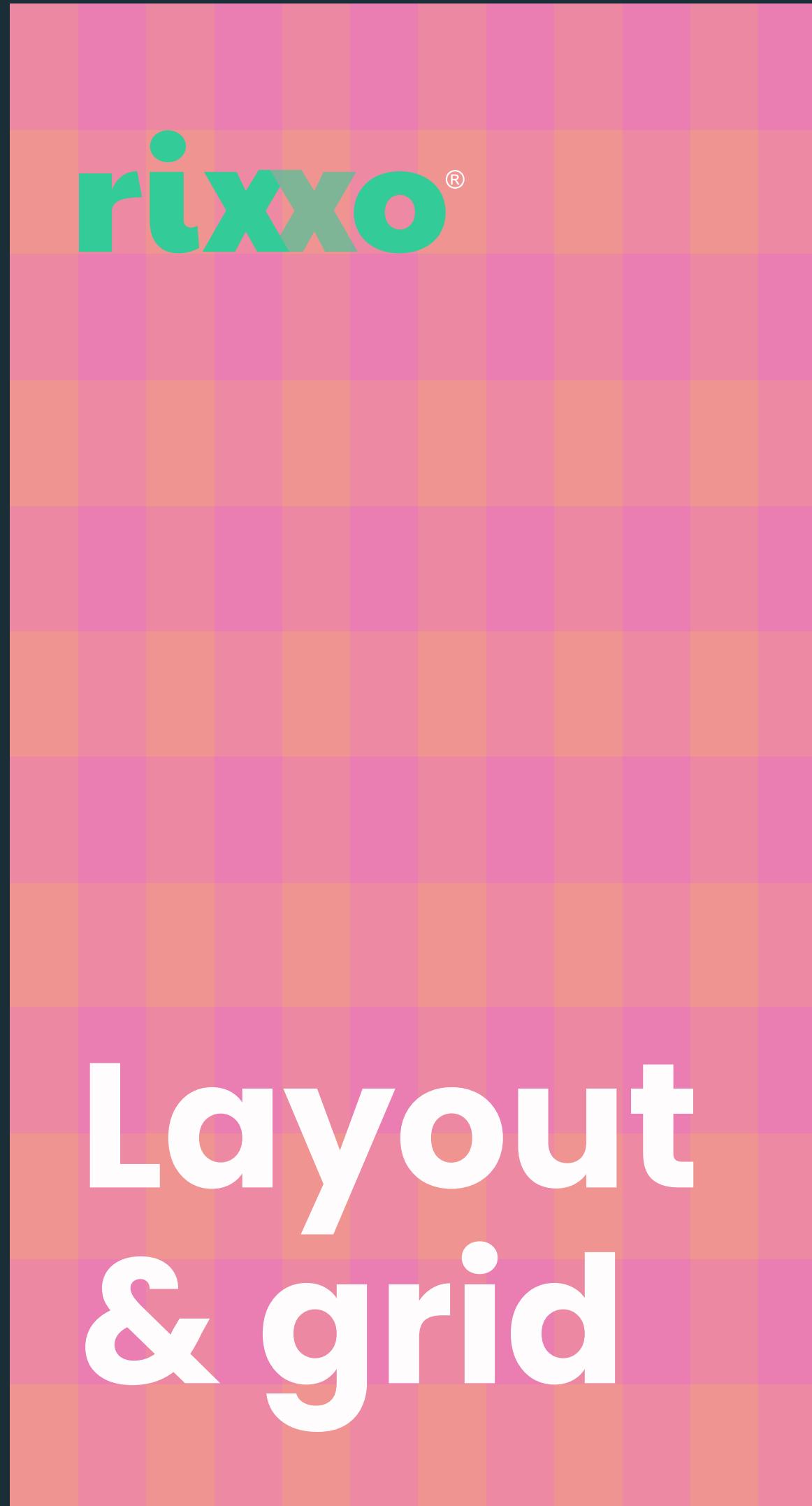
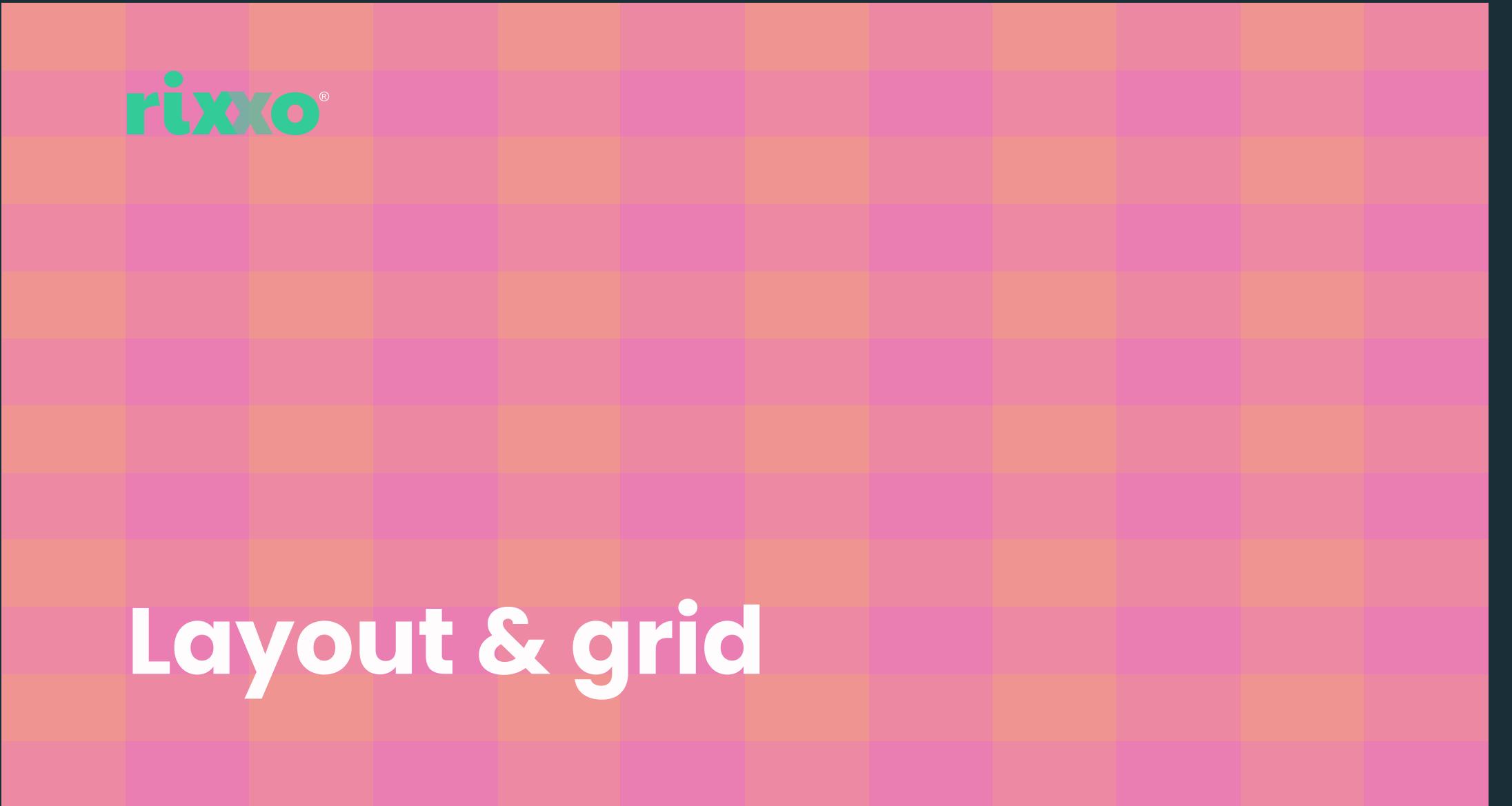
We use a 12x12 grid as the foundation for all layouts.

Text blocks, images, logos, and other elements should align to the grid wherever possible.



# Grid

The grid should always be scaled to match the size and orientation of the layout, ensuring consistency across all formats. In web or digital formats the grid can be applied to any single viewport, not a section.



# Grid and text

We set our font size based on our grid.

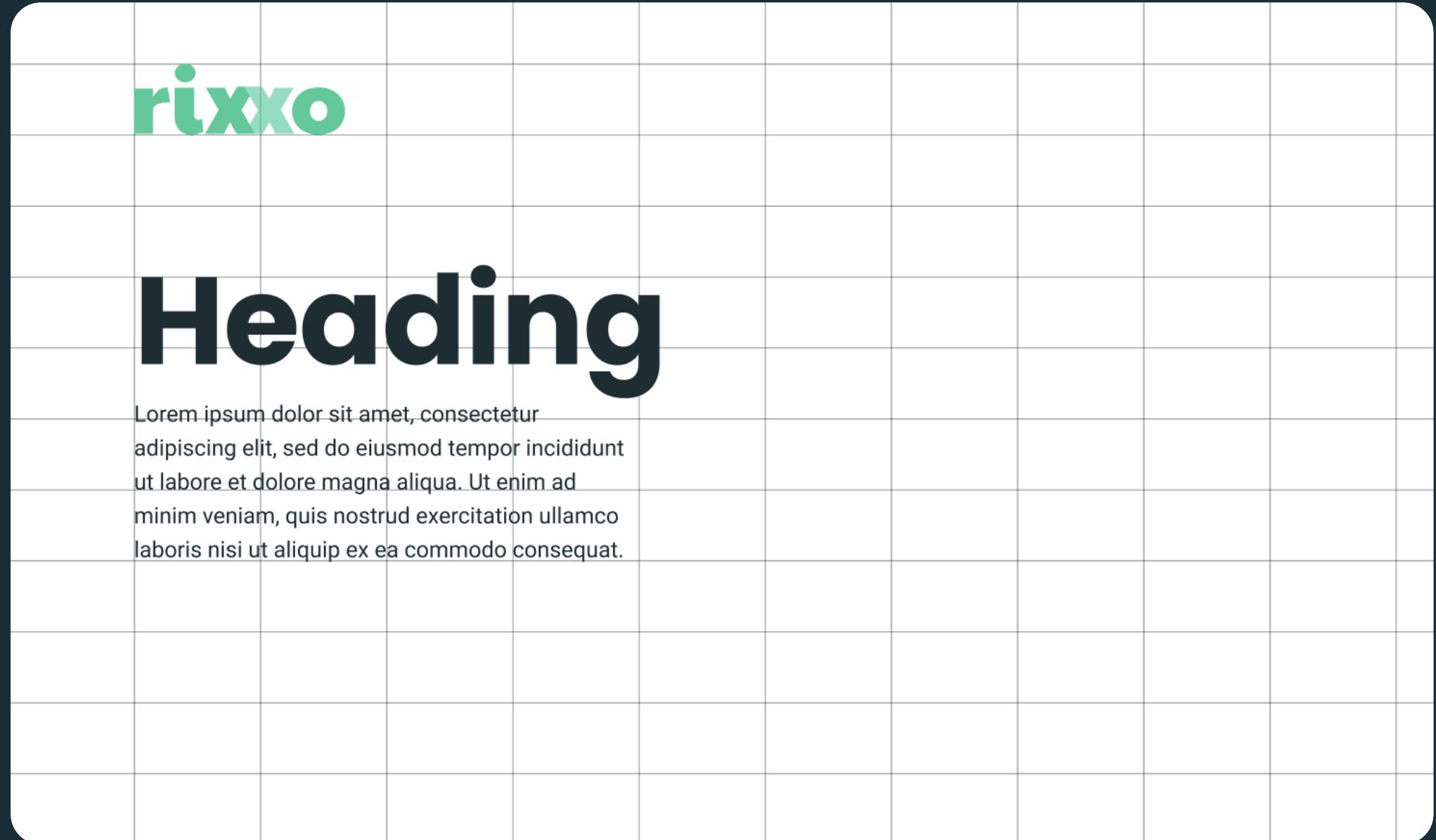
Our H1 letter height is equal to the height of a single row in our grid.

Always leave a one-column and one-row margin around the grid to ensure clear spacing, no text should be placed there.

When positioning text in our grid use the bounding box as your point for alignment.

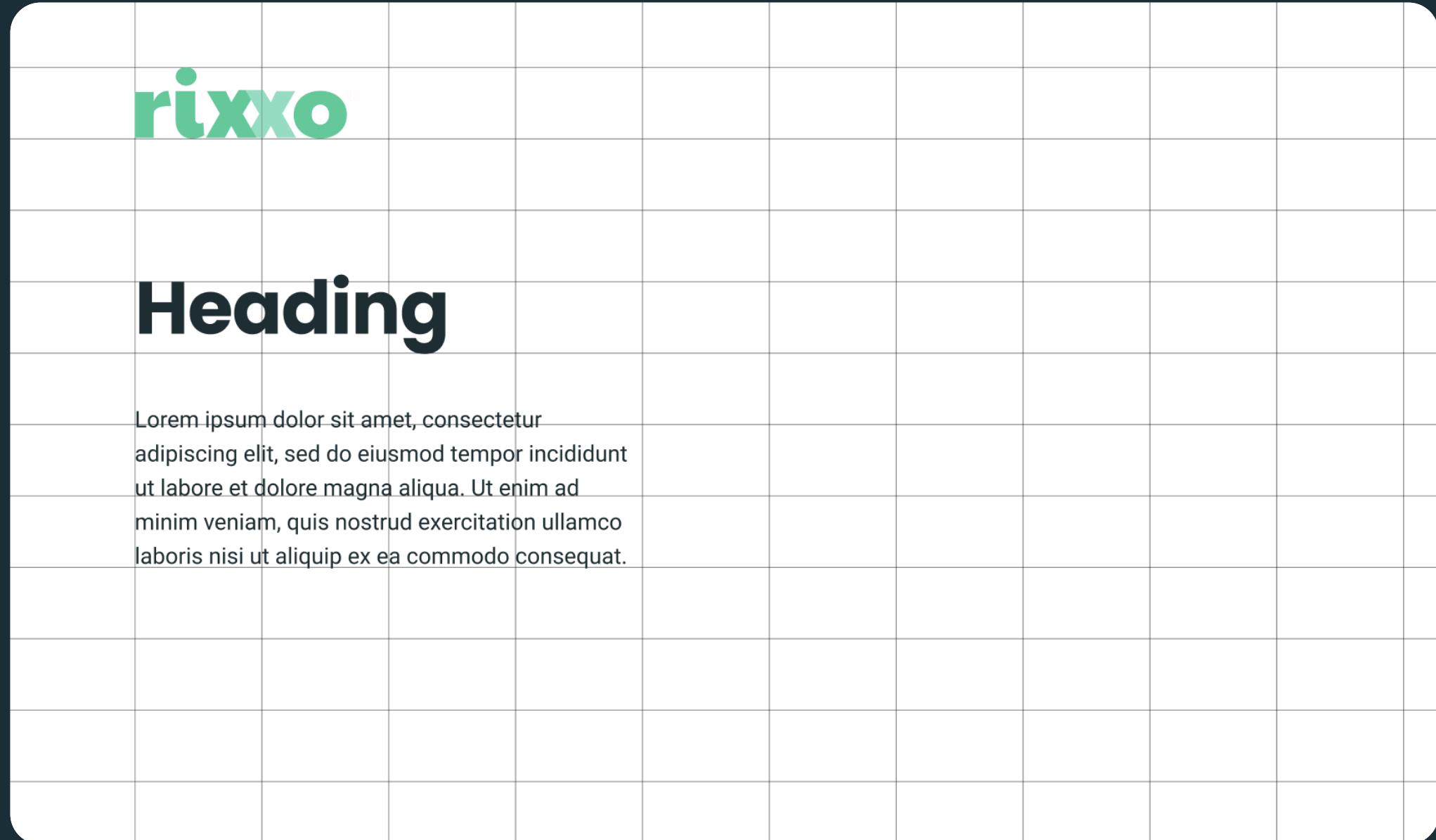


# Please don't...



**✗ Incorrect**

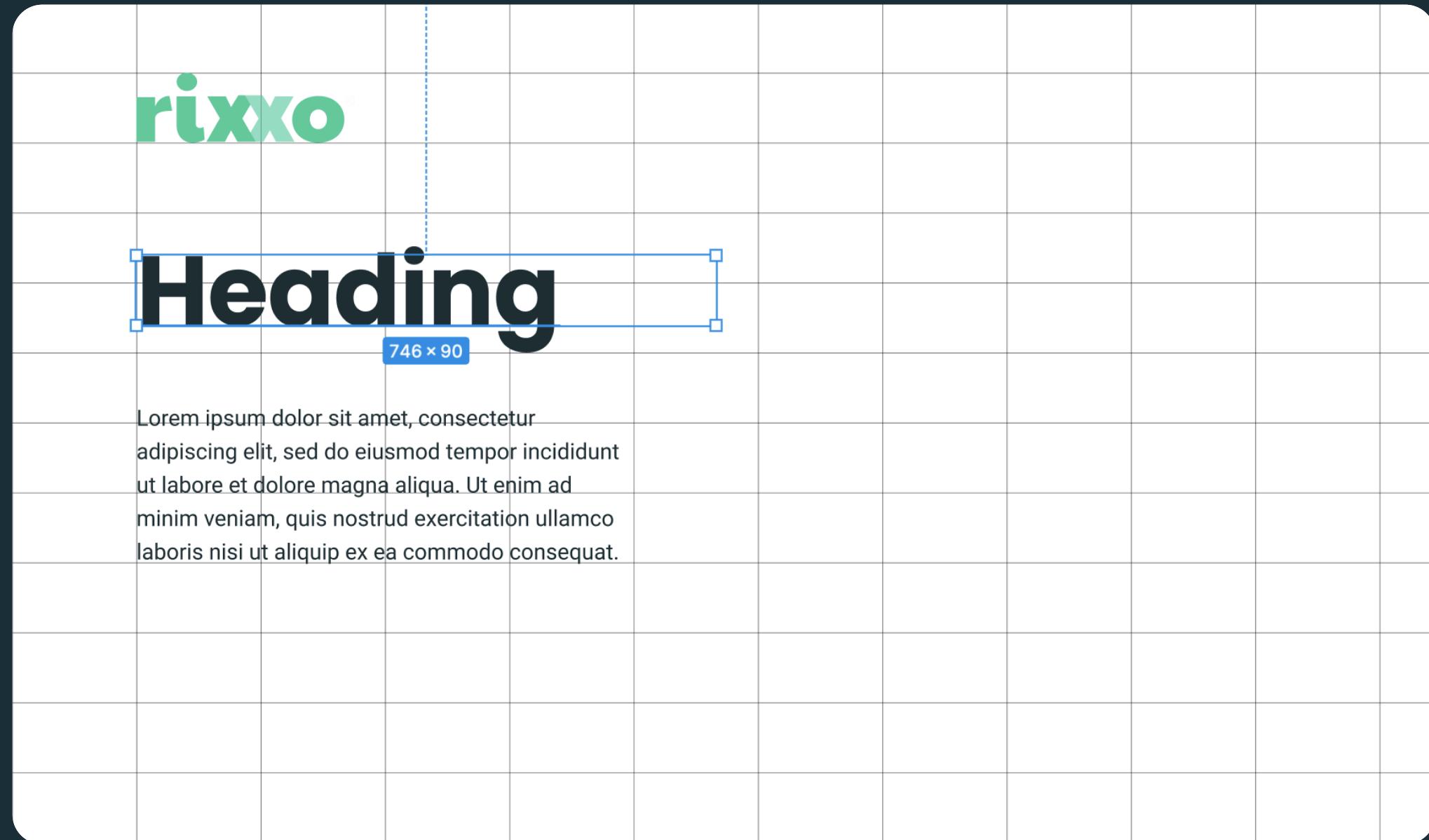
The headline should not exceed the height of a row.



**✗ Incorrect**

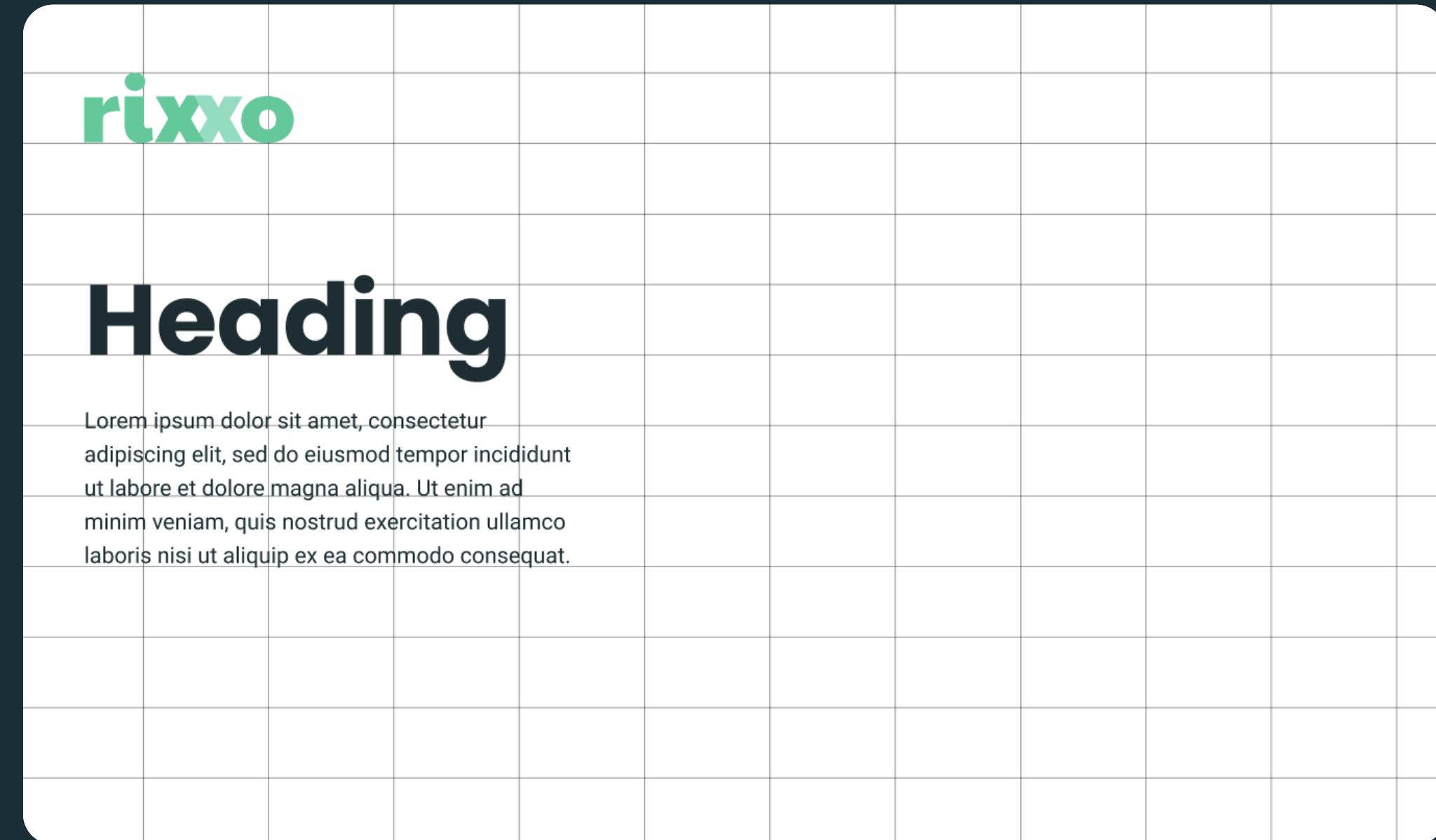
The headline should not be less than the height of a row.

# Please don't...



## ✗ Incorrect

Please don't use the text to align to the grid, use its bounding box.



## ✗ Incorrect

Please don't place text, icons or logos in the padding area. Only cut out images can be placed in padding area.

# Element spacing

The space between text blocks and other elements is equal to two grid blocks or 16.66% of the view width.

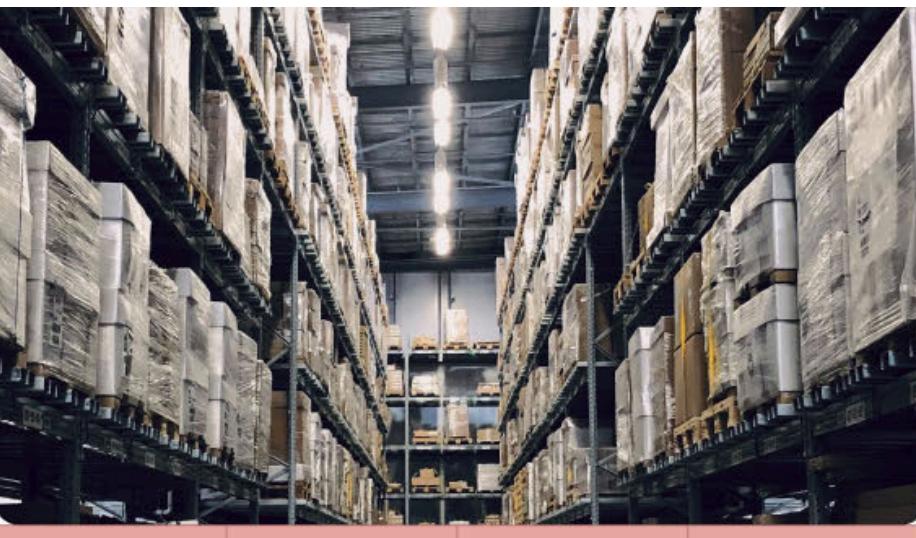


**Strategy, Consulting & Aftercare**

Choose Rixxo to be your B2B eCommerce agency. By taking the time at the start, middle and end of a project to fully understand your business aims and ambitions, we can make solid recommendations and deliver a return on investment.

# Element spacing

The minimum space between elements is two grid blocks or 16.66% of the view height.



A photograph showing a long aisle in a warehouse. Both sides of the aisle are lined with tall metal shelving units packed with various boxes and packages. The lighting is bright, coming from overhead fixtures. The floor is a polished concrete surface.

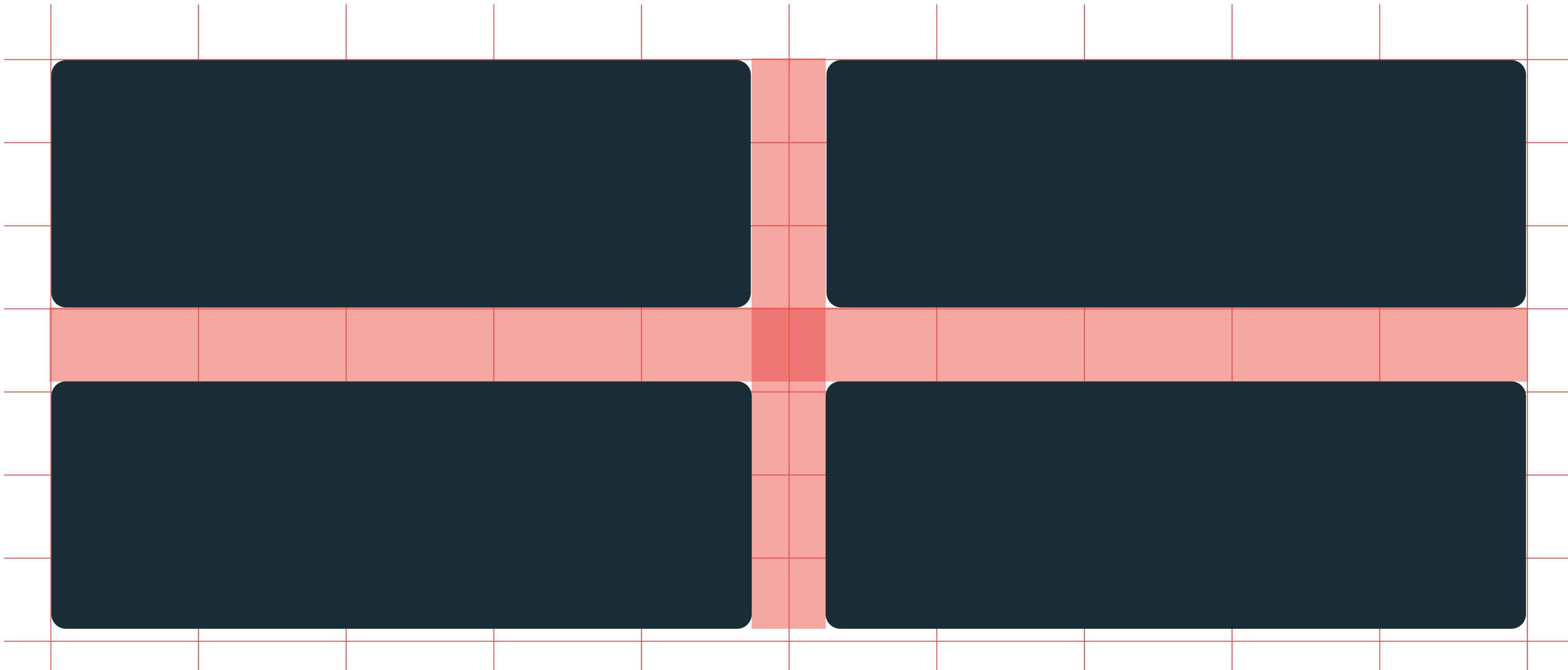
We work Human to Human

We embed, not just engage.  
Collaboration isn't a step in the process – it is the process.  
Built on candour, clarity, and care, we become part of your team.

This visual representation illustrates the concept of element spacing. The photograph of the warehouse is positioned at the top left of a grid. Below it, there is a large dark teal rectangular area containing text. This dark teal area is separated from the photograph by a single grid block (one column and one row) of white space, demonstrating the minimum required spacing between elements.

# Gutter spacing

Gutter spacing between elements is set to half the width of a single grid column.





# Separator lines

# Separator lines

Separator lines are used to make content easier to read by clearly dividing sections. Use them sparingly, only where a visual break is truly needed.

## **Lorem ipsum**

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

## **Lorem ipsum**

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Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

# How to create separator lines

The stroke width of our separator lines for digital is 2px.

The stroke width of our separator lines for digital is 1.5pt.

The separator line should match the width of your content exactly, never longer or shorter.

The space between the line and the text should be half the height of one grid row.

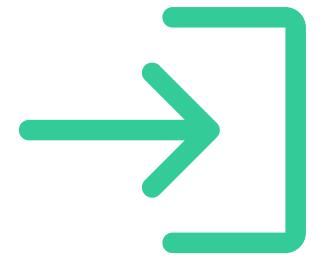
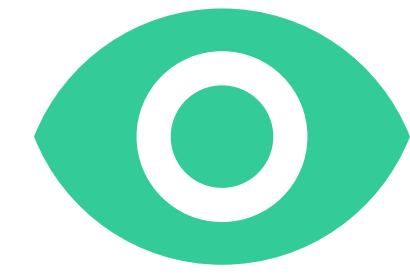
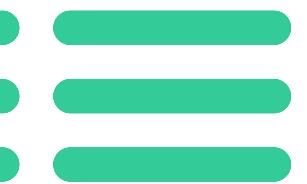
<b>Lorem ipsum</b> <p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p>	<b>Lorem ipsum</b> <p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p>
<p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p>	<p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p>



# Icons

# Our icons

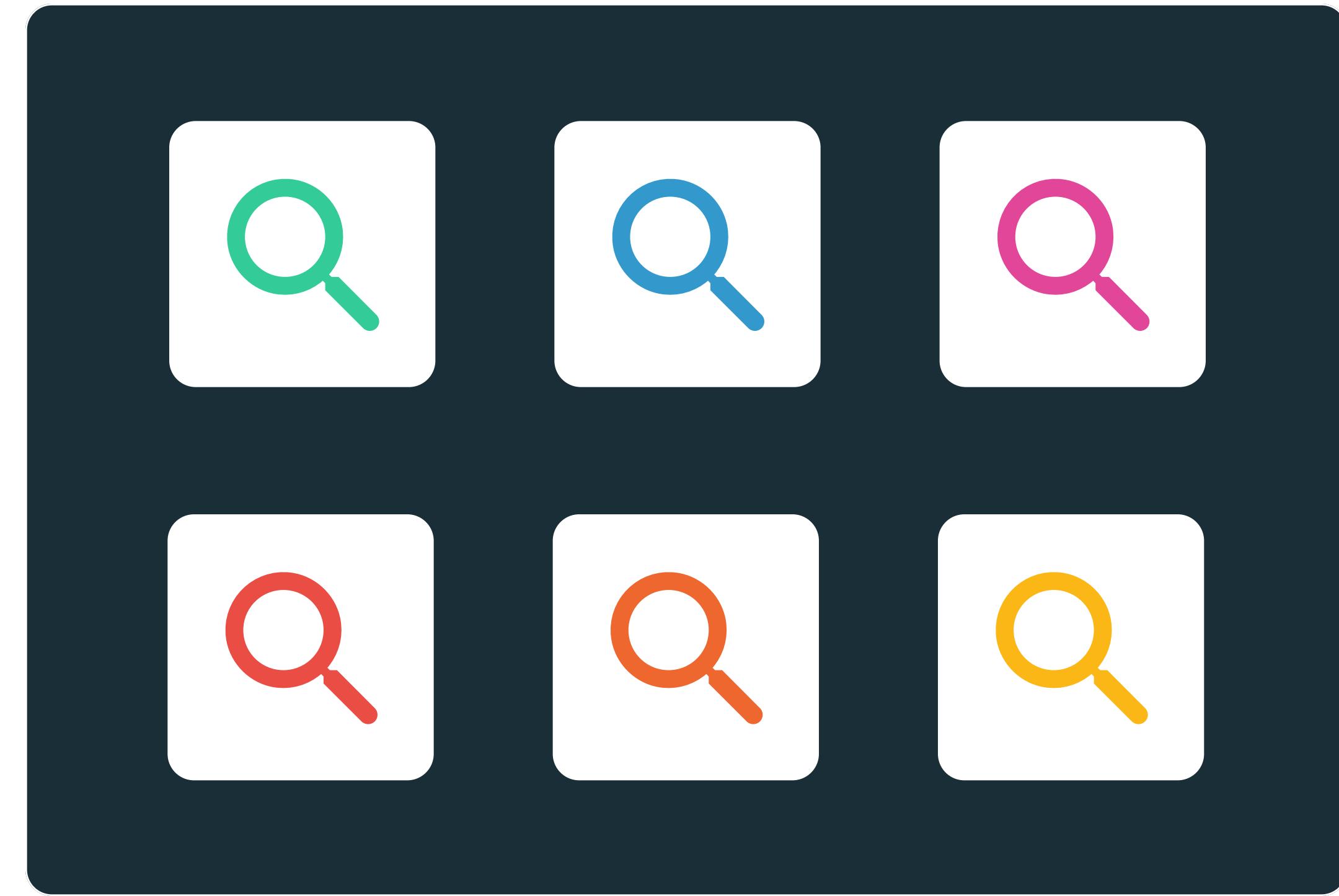
We use the Material rounded icon library.



[https://fonts.google.com/icons?  
icon.set=Material+Icons&icon.style=Rounded&icon.size=40&icon.color=%2333cc99](https://fonts.google.com/icons?icon.set=Material+Icons&icon.style=Rounded&icon.size=40&icon.color=%2333cc99)

# Icon colours

Our icons can be used in any of our primary or text colours.



# Icon structure

When our icons are used in a box they are aligned and scaled using a 12 column grid.

The icon sits in 8/12 of the grid.

The box radius is 1/12 of the width.

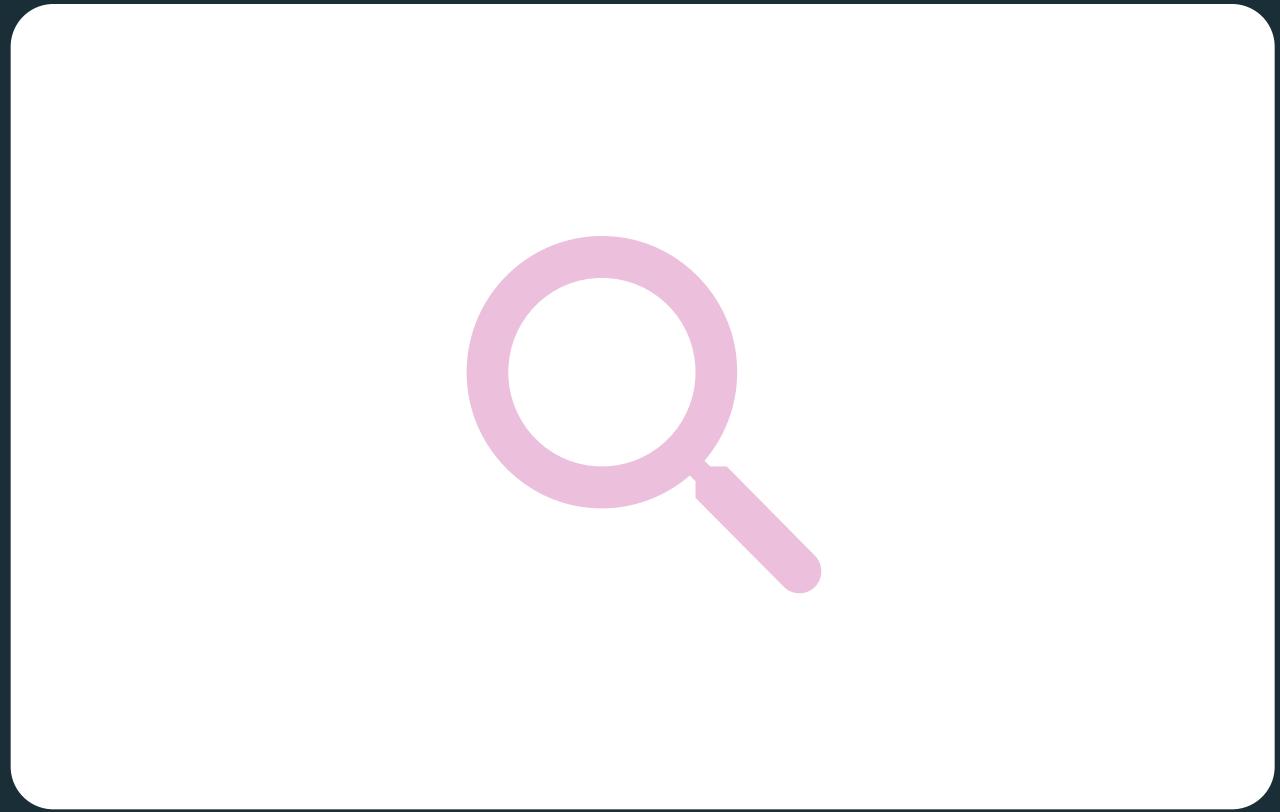


# Please don't...



## **✗ Incorrect**

Please don't place icon on colour background without white box.



## **✗ Incorrect**

Please don't set icon in any colour outside of our primary colour palette.



## **✗ Incorrect**

Please don't set icon box in any other colour but white.

# Icon sizing and spacing



To scale our icons without a box in relation to text, we match the icon's height to the height of the text.

To space our icons without a box from the text we use 50% of the icons width as a guide.

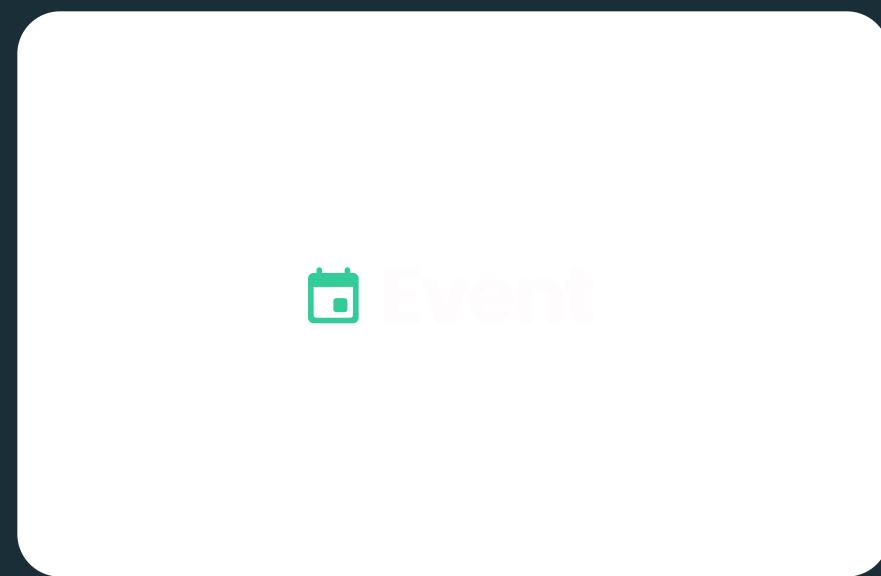
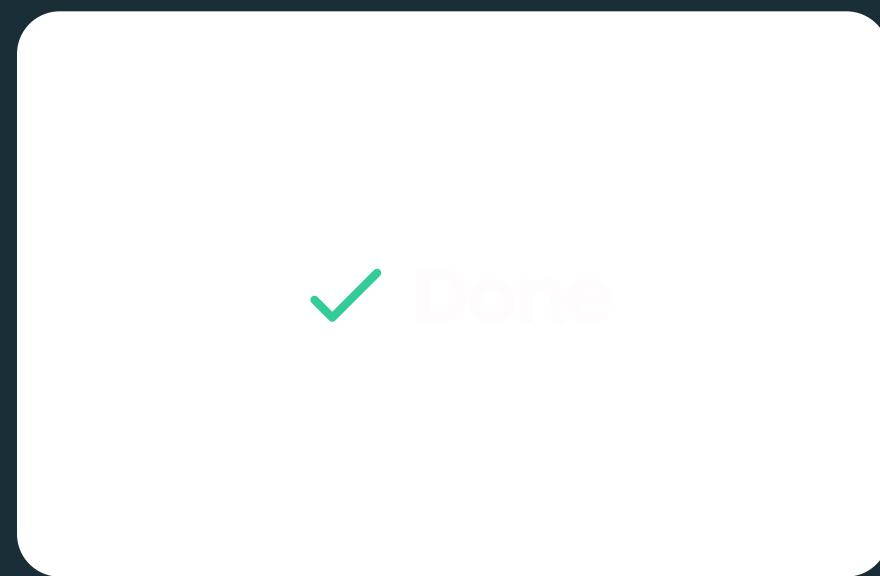
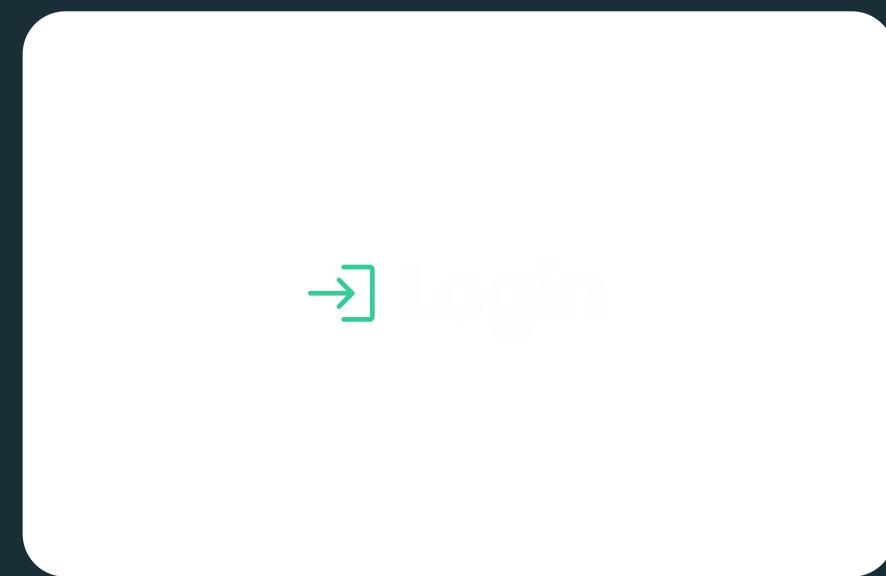
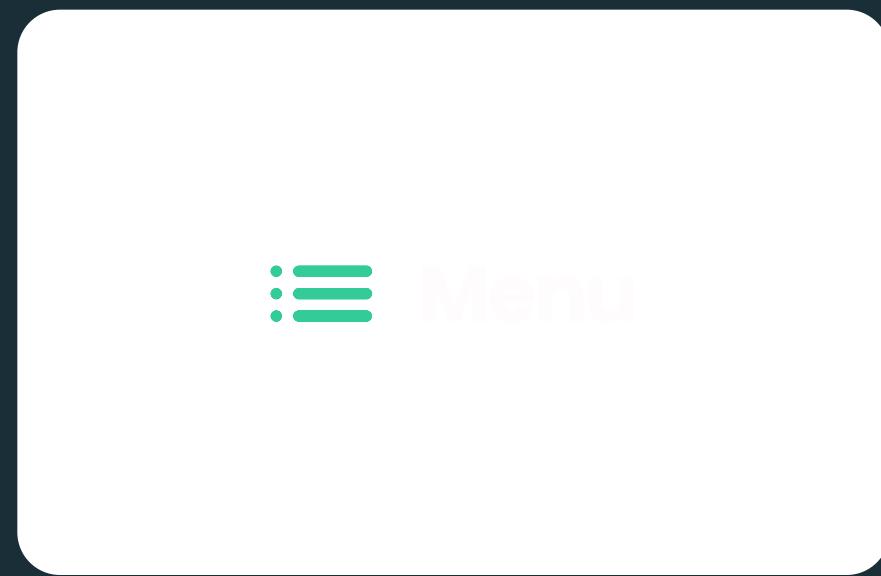
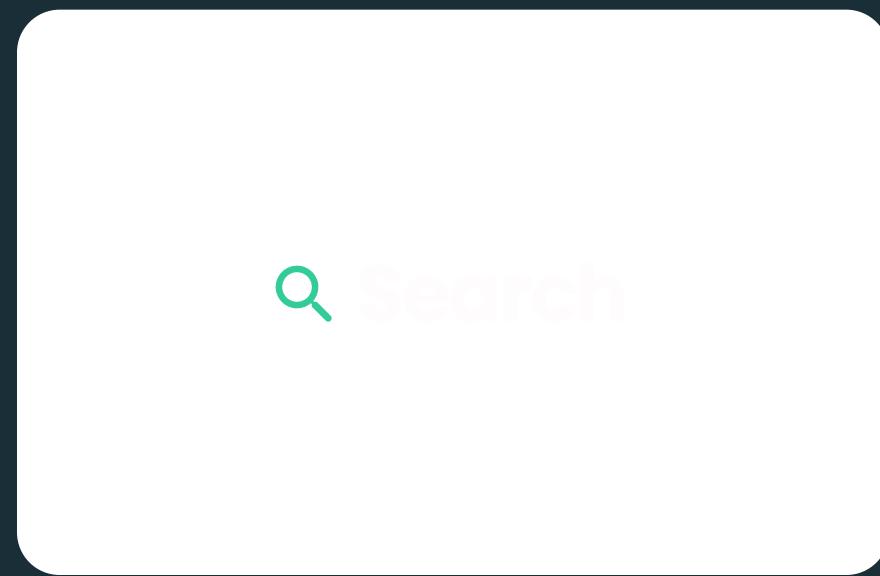
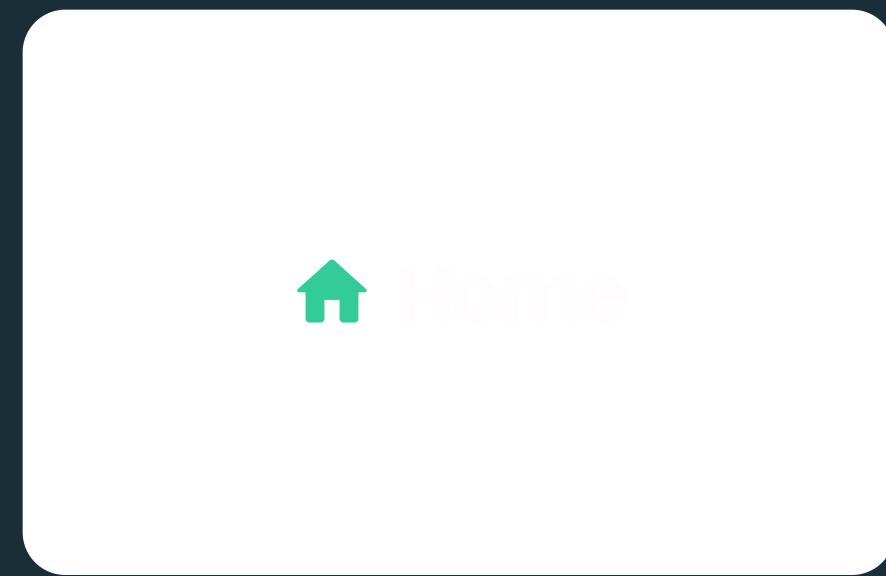


To scale our icons with a box in relation to text, we match the box height to the height of the text.

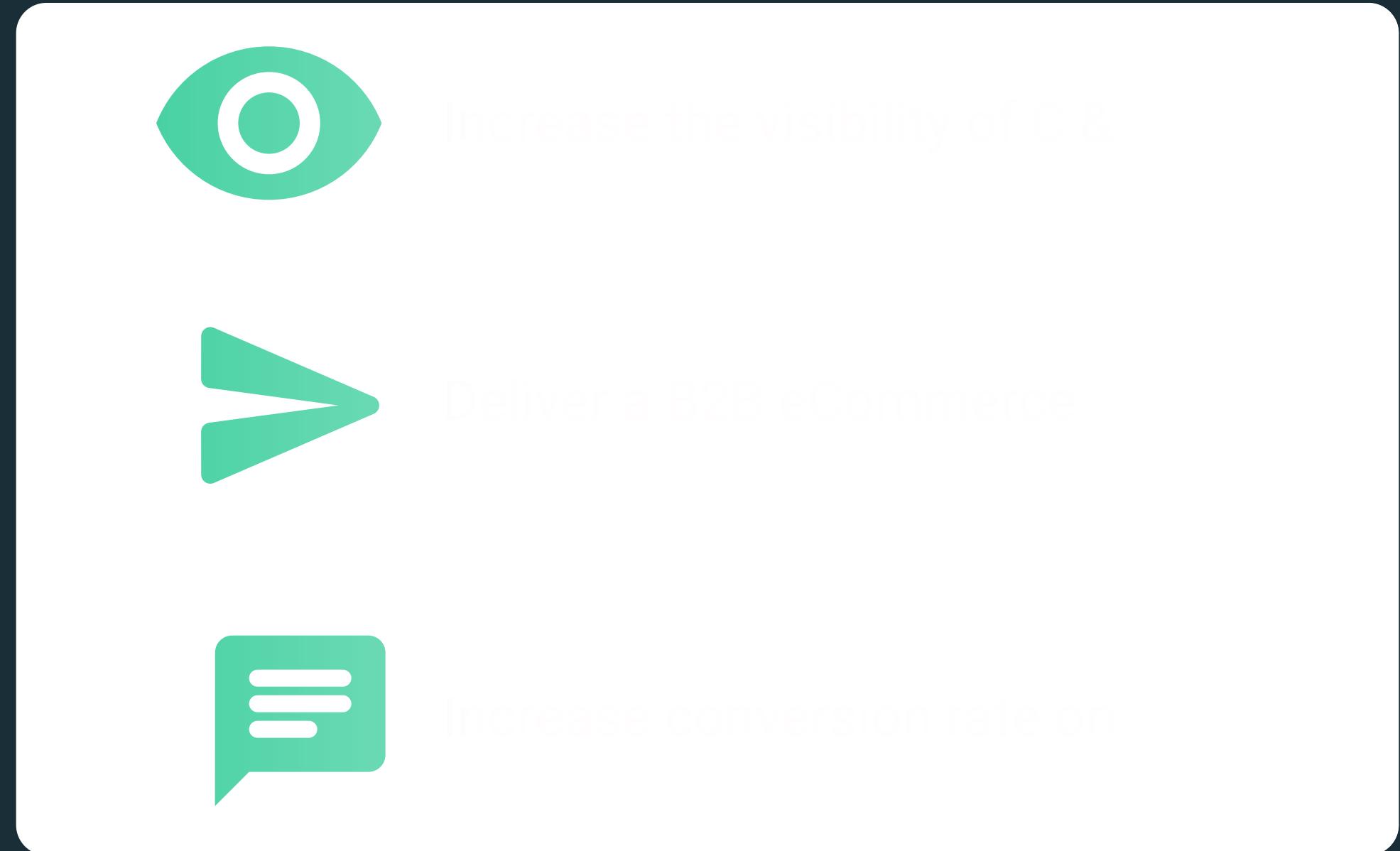
To space our icon with a box from the text we use 50% of the box's width as a guide.

# How to use our icons

Our icons are used only for accessibility and signposting. They are functional tools that enhance usability, not brand expression or aesthetic decoration.

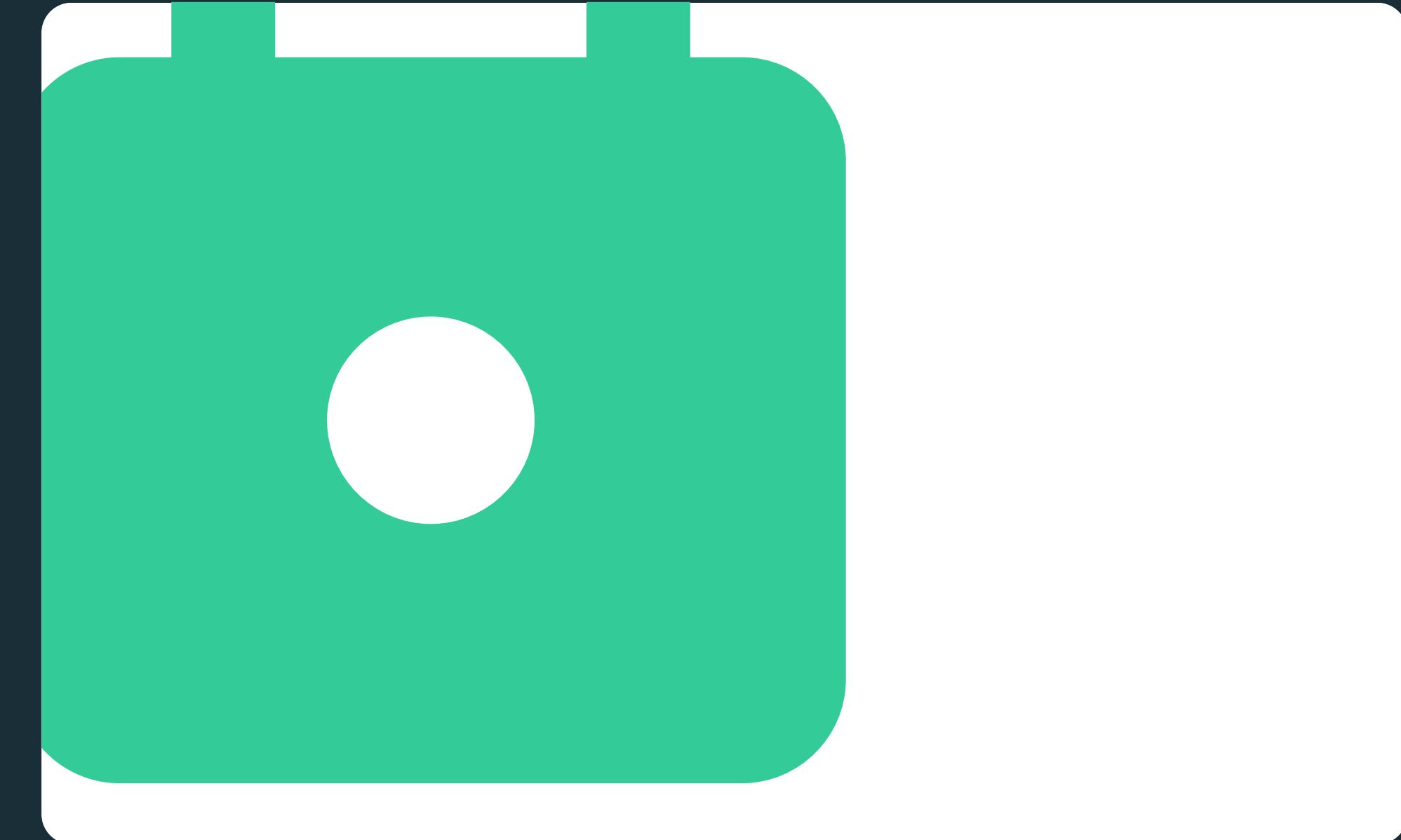


# Please don't...



## ✗ Incorrect

Please don't use icons as bullet points.



## ✗ Incorrect

Please don't use our icons for decoration or as super graphics.



# Imagery

# Imagery in our brand

## Use decorative images sparingly

Decorative visuals may be used if they align with the brand's tone and style. They must never distract or dilute the message. Rule of thumb: don't use decorative images.

## Use images with intent

Use images only if they serve a clear purpose, such as illustrating a point, showcasing real work, or clarifying a concept. Avoid generic stock or filler imagery.

## Support ideas visually when relevant

Support ideas visually when relevant: For non-project content (e.g. process, thinking, ideas), prioritise visuals that show work in progress or context over abstract examples.

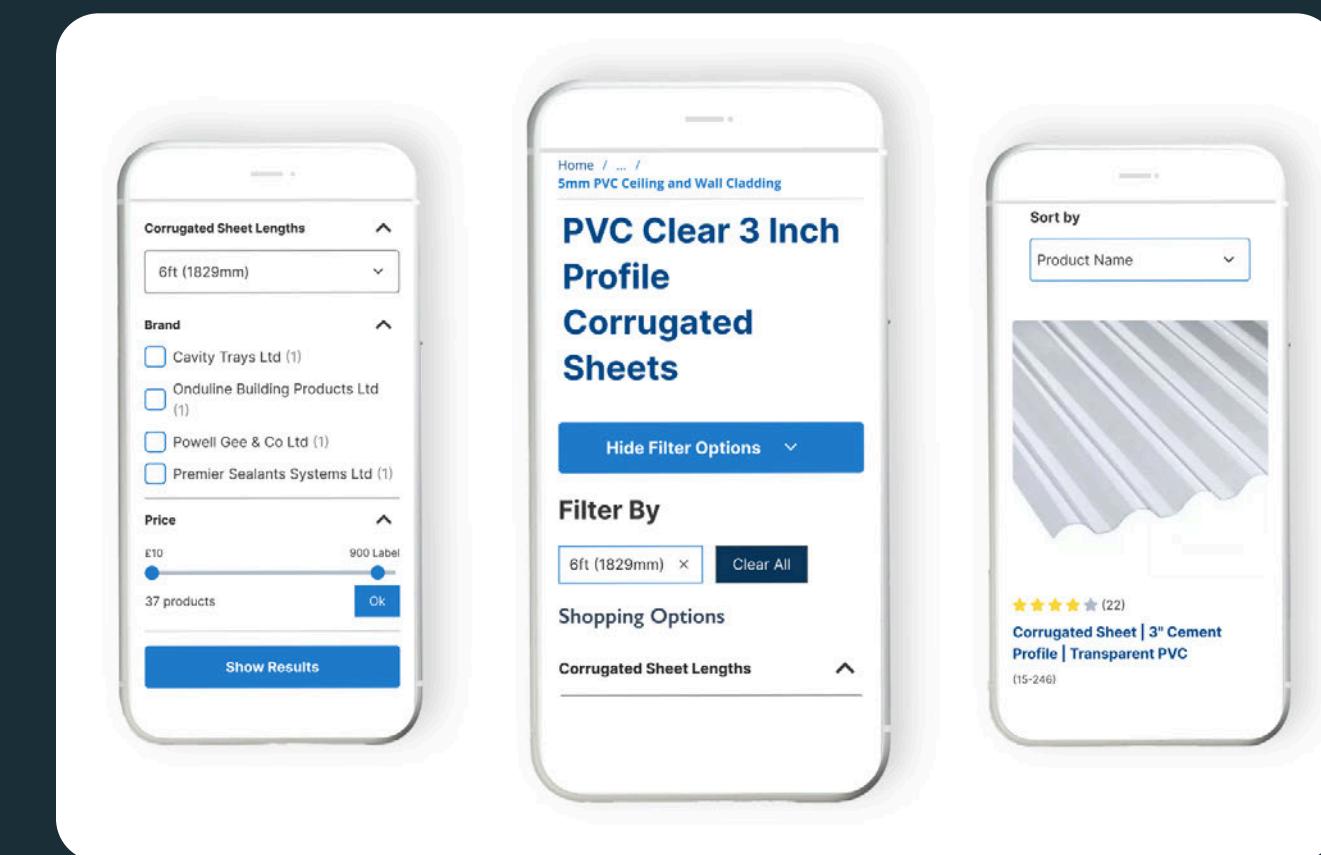
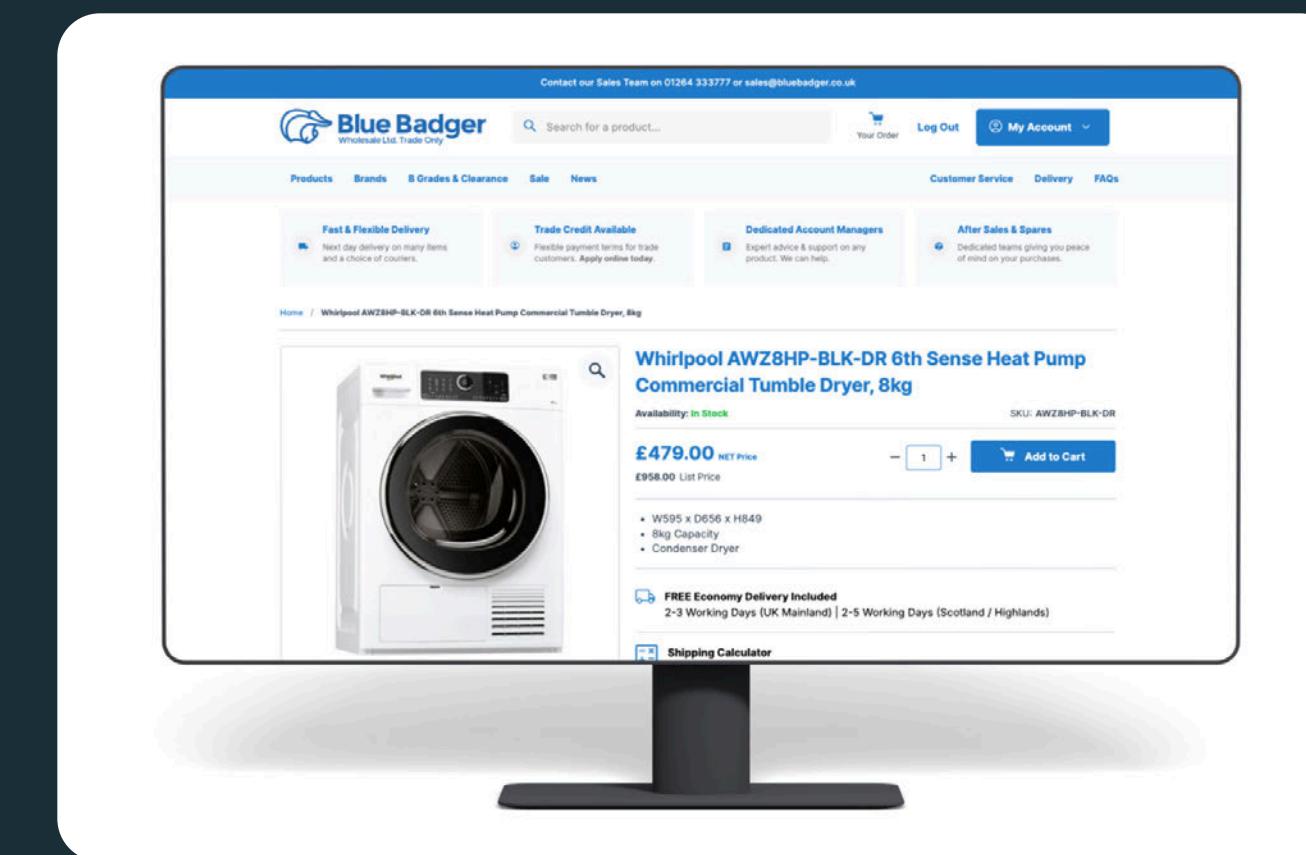
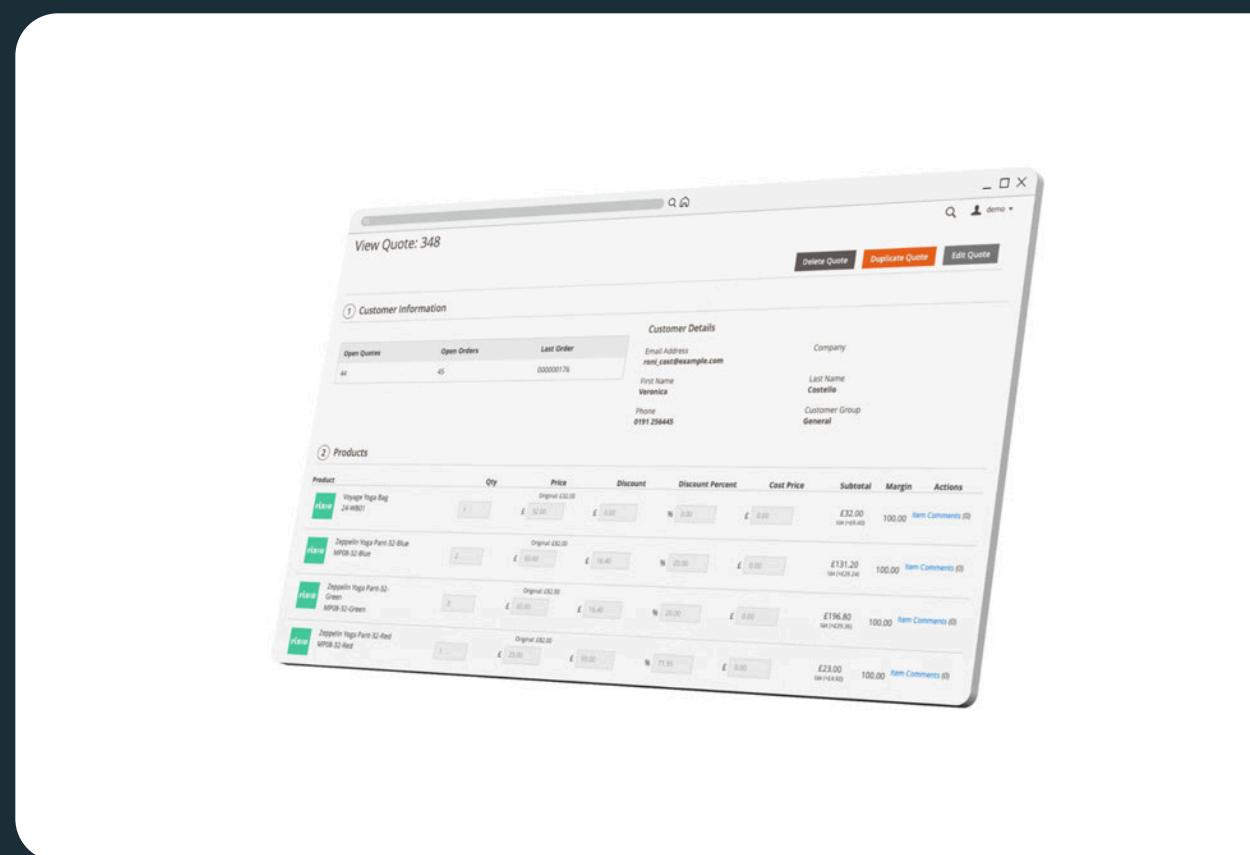
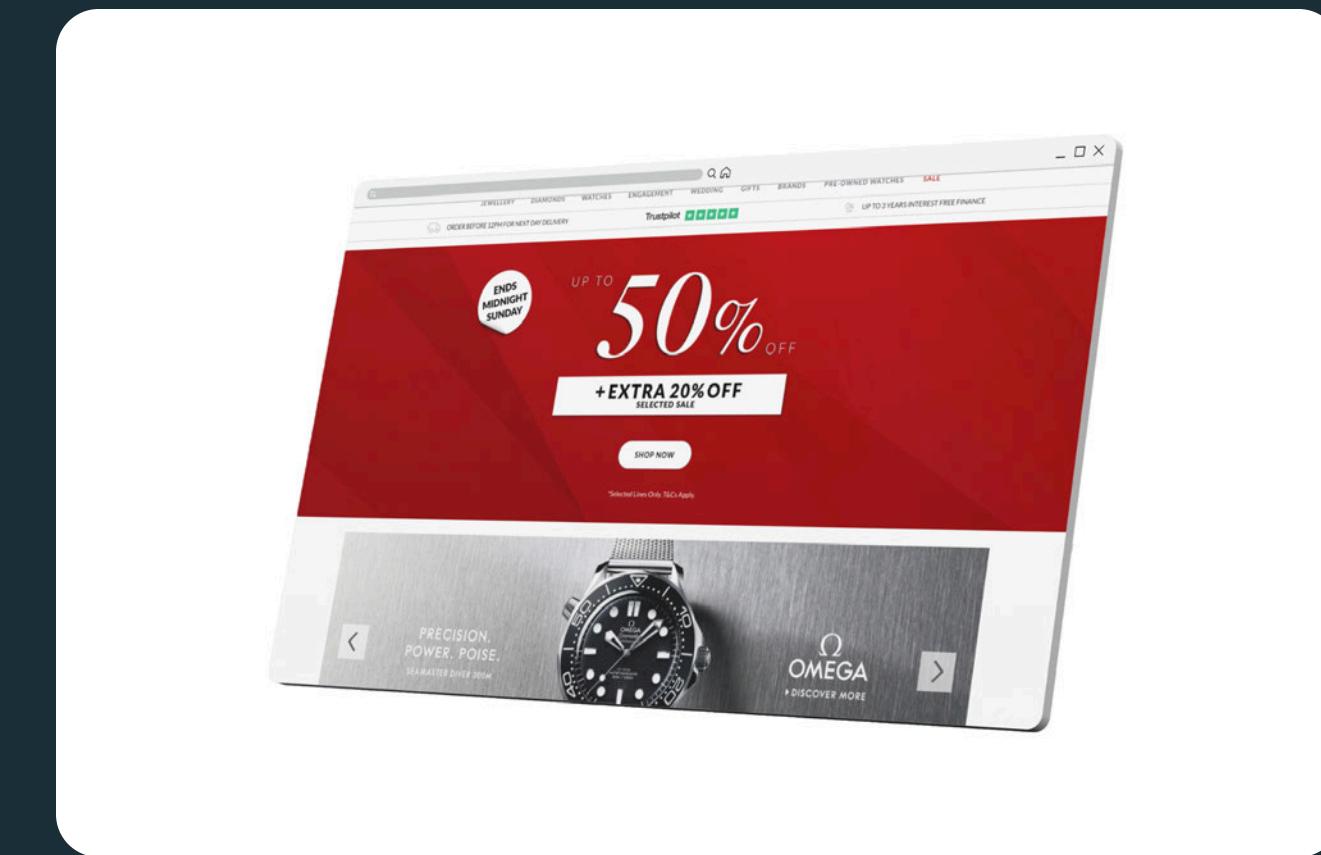
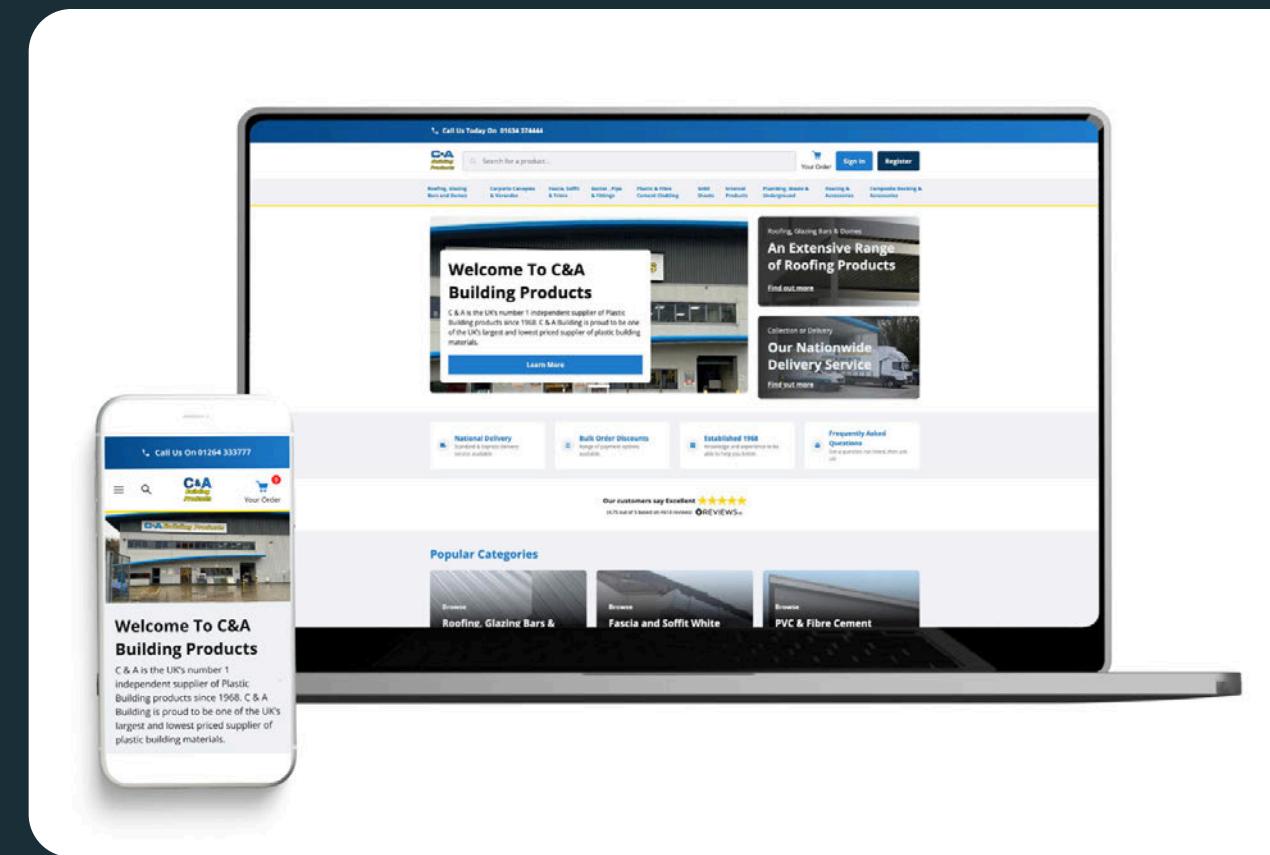
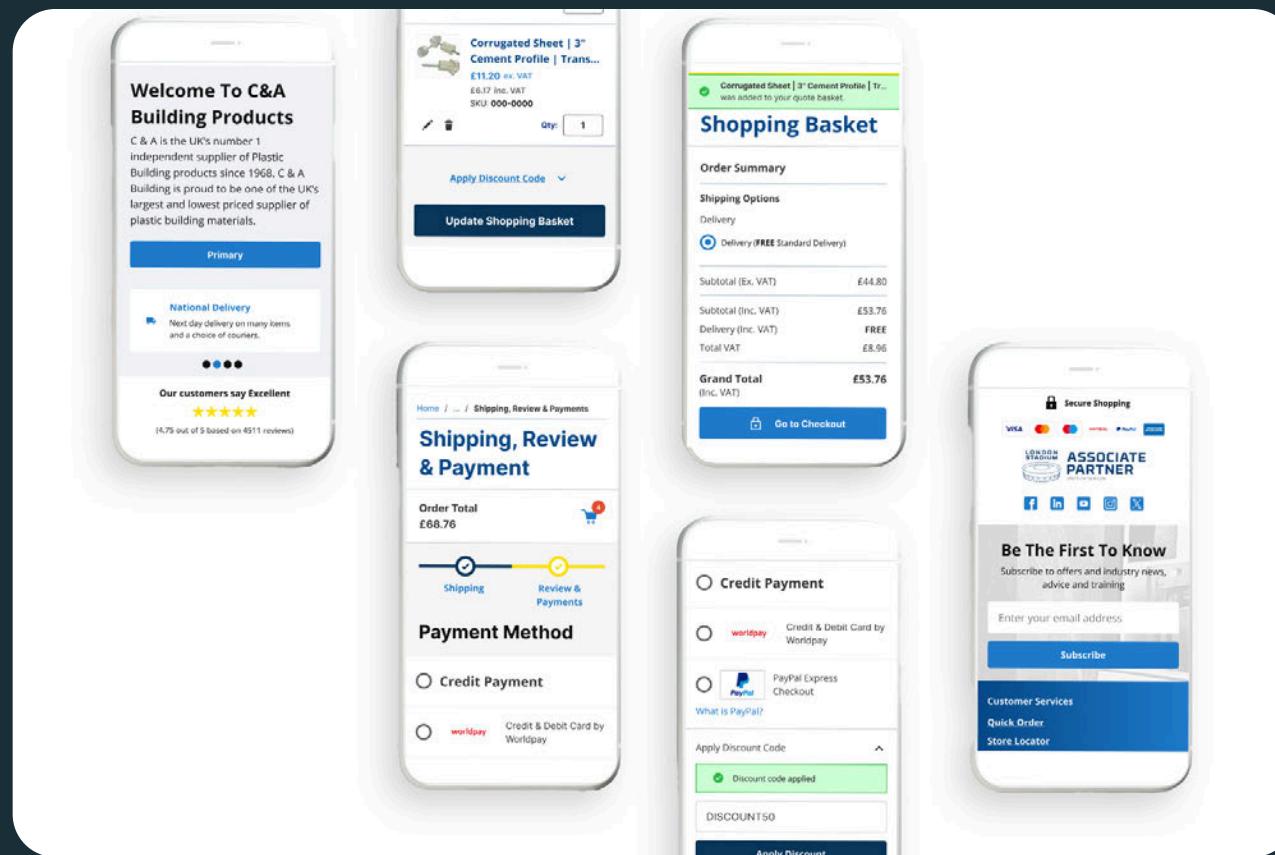
## No colour treatments

Do not apply filters, overlays, or tinting to images unless they are used as a backdrop to something else.

## Prioritise showing real work

When discussing projects, always aim to show actual outputs (e.g. live sites, deliverables, designs). Avoid placeholders or irrelevant mockups.

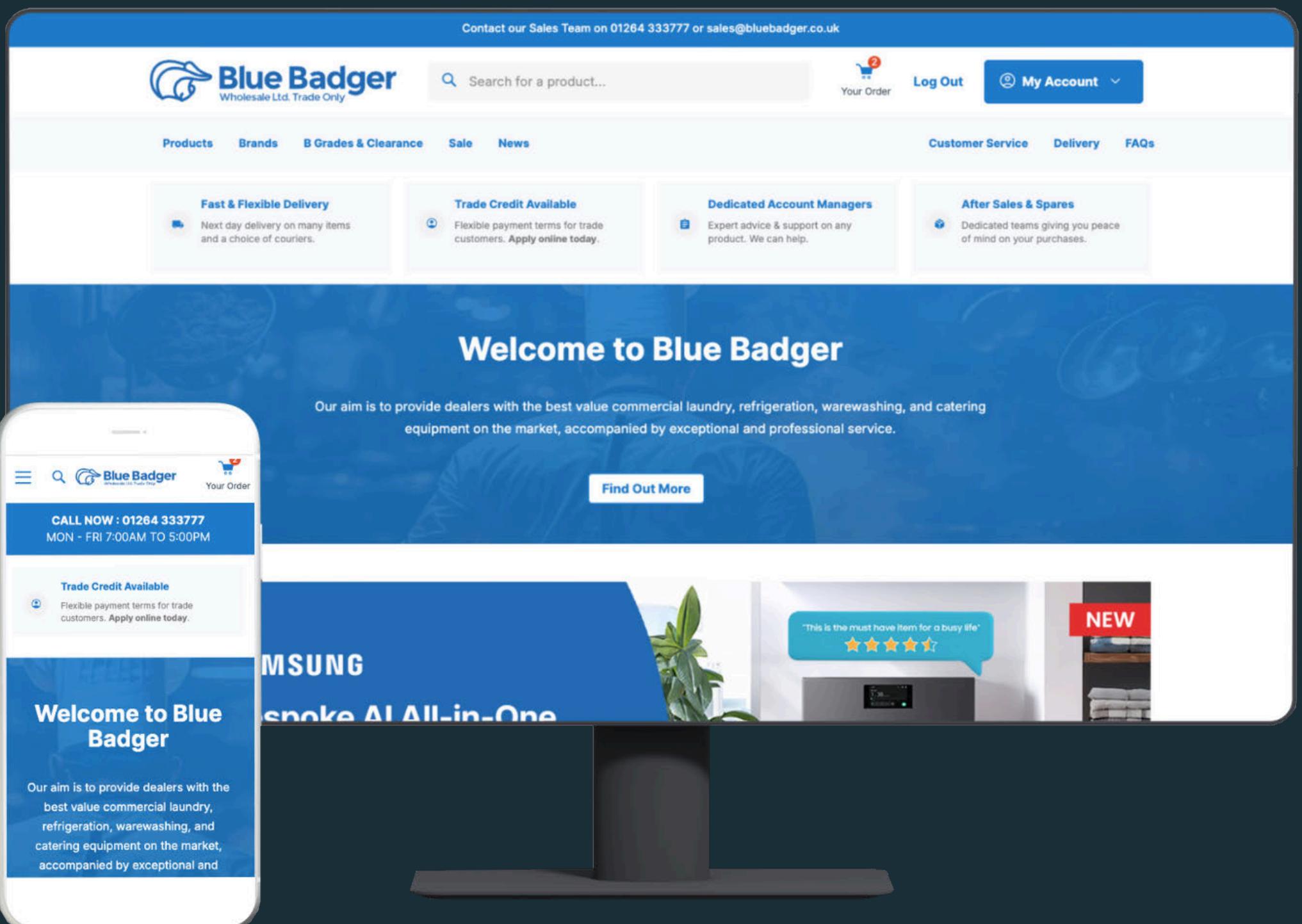
# Work examples



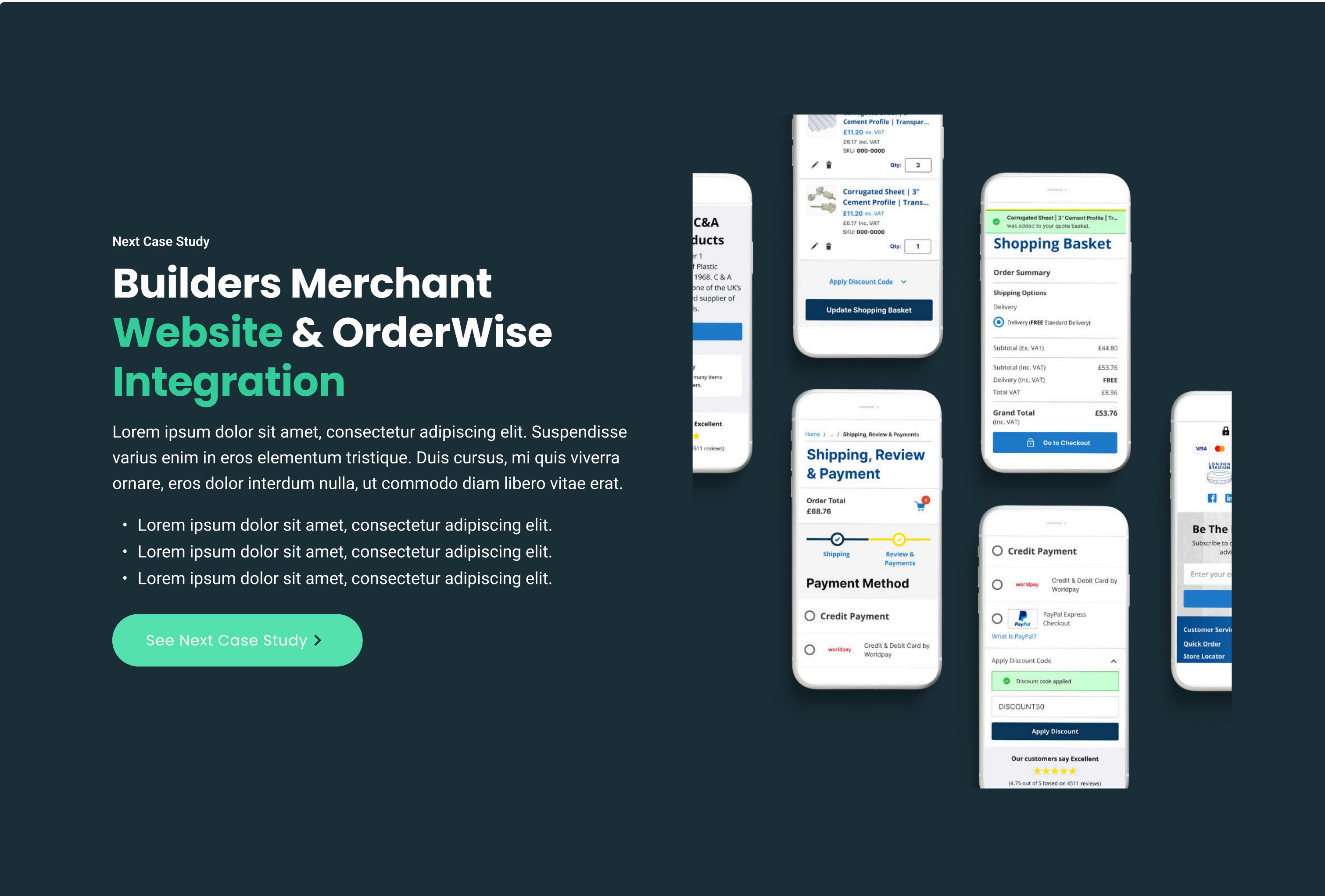
# Work cut outs

Our mockup images can either be displayed with a plain white background or as a cut out.

Cut-out images are the only elements permitted to enter the document's padding area or bleed off the edge of the document.



# Work example



# Image cropping

Another way we crop images is using a rectangle or square shape. This method is ideal for creating a clean, simple layout while highlighting more of the image.

Next Case Study

## Builders Merchant Website & OrderWise Integration

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare, eros dolor interdum nulla, ut commodo diam libero vitae erat.

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- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[See Next Case Study >](#)

The image displays six screenshots of a mobile website for a builders merchant, illustrating the integration of OrderWise. The screenshots show:

- Product Detail: A cement profile product page with a green 'Add to Basket' button.
- Shopping Basket: A list of items in the basket with a green success message: "Corrugated Sheet | 3' Cement Profile | Transpa... was added to your quote basket."
- Order Summary: A summary of the order with delivery set to "Delivery (FREE Standard Delivery)".

Subtotal (Ex. VAT)	£44.80
Subtotal (inc. VAT)	£53.76
Delivery (inc. VAT)	FREE
Total VAT	£8.96
Grand Total (inc. VAT)	£53.76
- Shipping, Review & Payment: A step in the process showing "Shipping" selected. It lists payment methods: Credit Payment (Worldpay), Credit & Debit Card by Worldpay, PayPal Express Checkout, and Credit & Debit Card by Worldpay.
- Credit Payment: A detailed view of the credit payment method, showing logos for Visa, Mastercard, American Express, and London Stadium.
- Discount Application: A screen where a discount code "DISCOUNT50" is applied, resulting in a green success message: "Discount code applied".

# Other crops

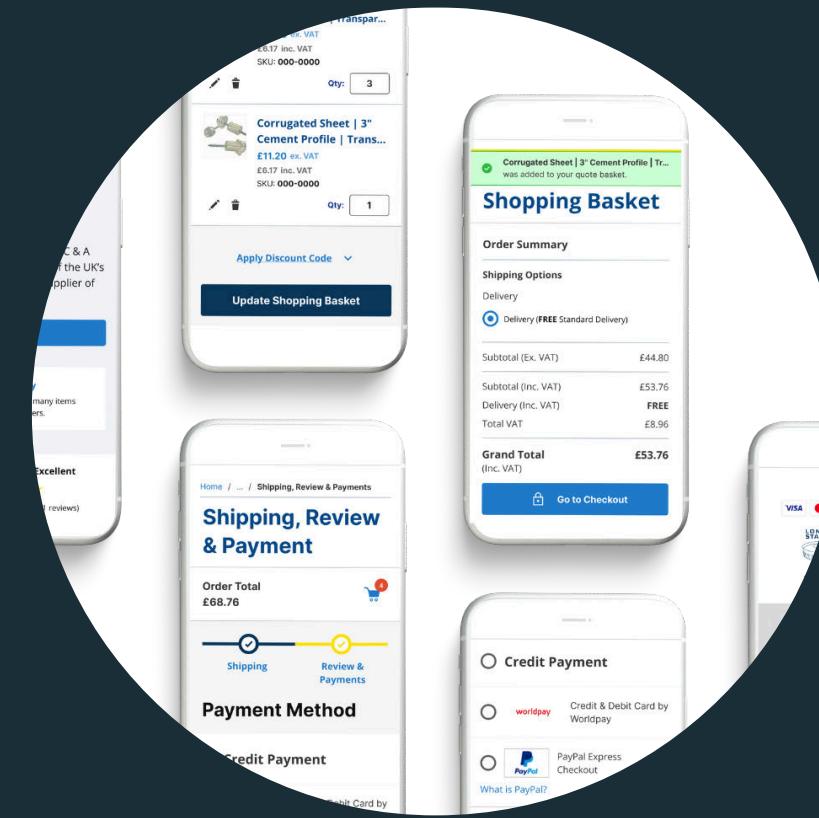
Next Case Study

## Builders Merchant Website & OrderWise Integration

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- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
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[See Next Case Study >](#)



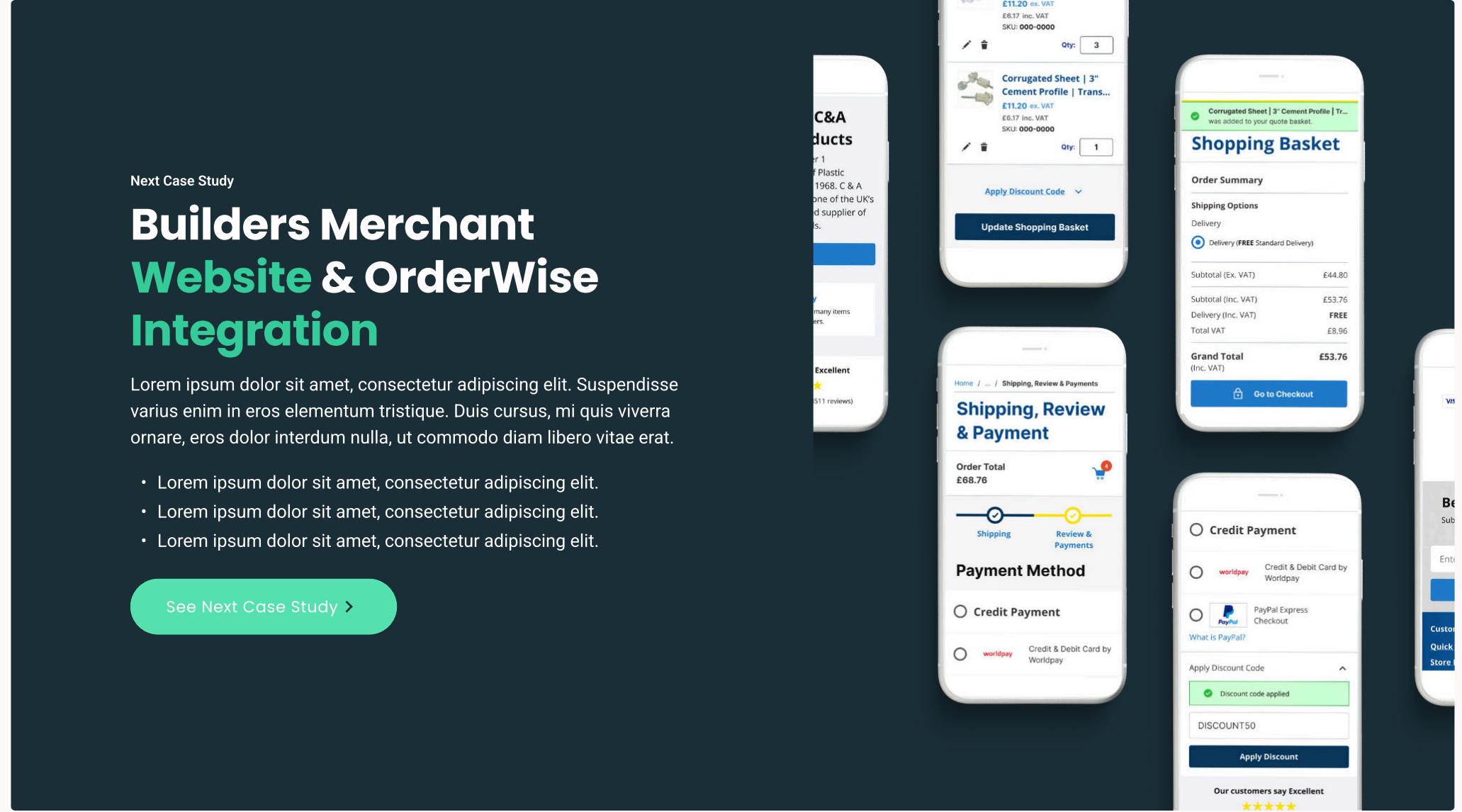
Next Case Study

## Builders Merchant Website & OrderWise Integration

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare, eros dolor interdum nulla, ut commodo diam libero vitae erat.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[See Next Case Study >](#)



# Photography

Our photography captures candid, authentic moments that show real people in action, collaborating, creating, and using technology in clean, modern workspaces.



# Photography examples

Here's some examples of what our photography may look like.

These photo's are for style reference only.



# Imagery do's and don'ts

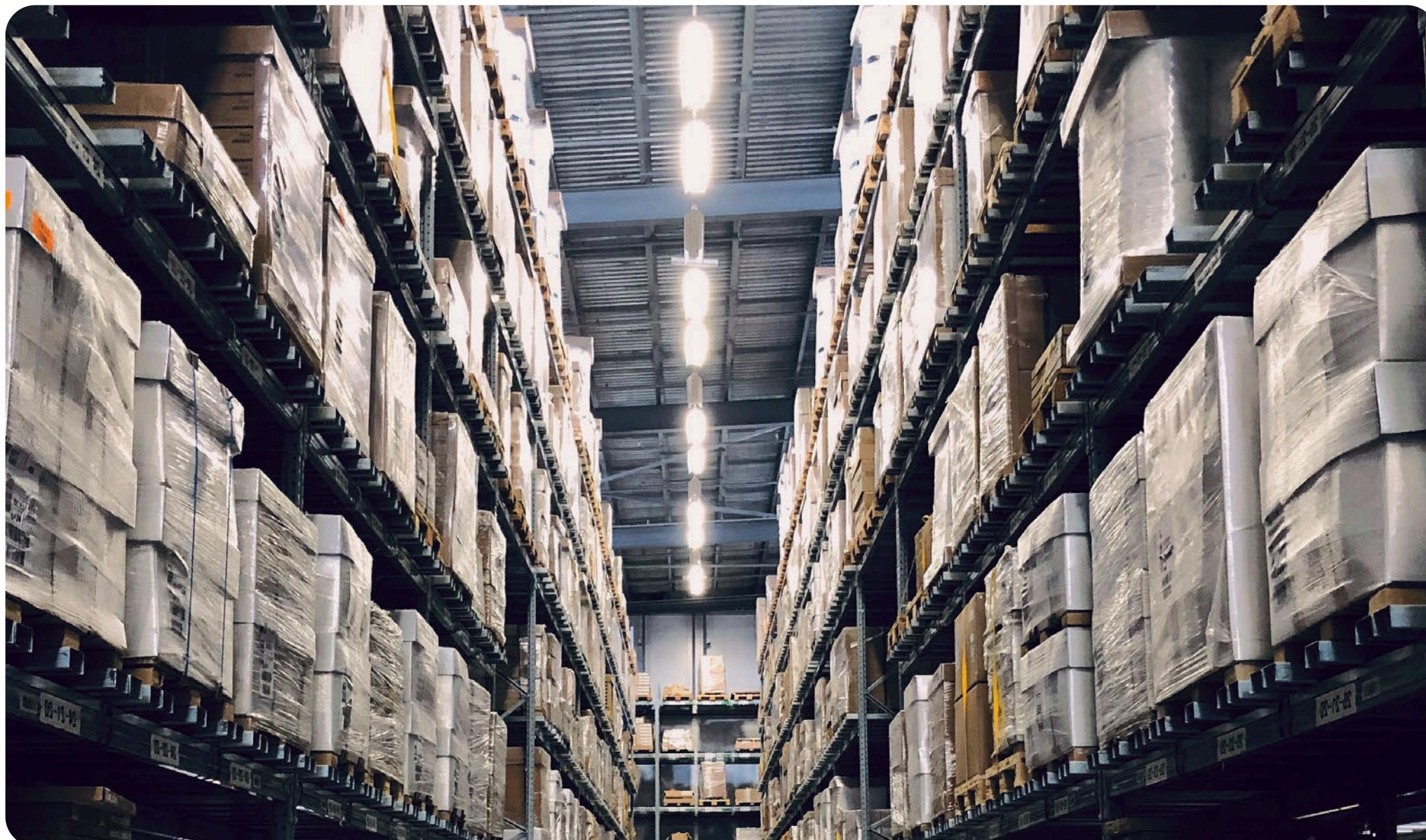
## Do

- Use an image if you need to use an image
- Our images capture candid moments and real interactions
- Tech-in-action (team at work, devices in use, BTS)
- Clean, modern working environments
- They can have a subtle depth of field (not overly stylised)
- Diverse and inclusive representation

## Don't

- Use an image if you don't yet have the image to use - NO placeholders
- Overused stock photography (e.g. handshakes, fake boardroom scenes)
- Overly corporate or staged-looking images
- Images with excessive filters, HDR, or harsh lighting
- Visual clichés (e.g. ladders for growth, target icon for goals)

# Image and captions



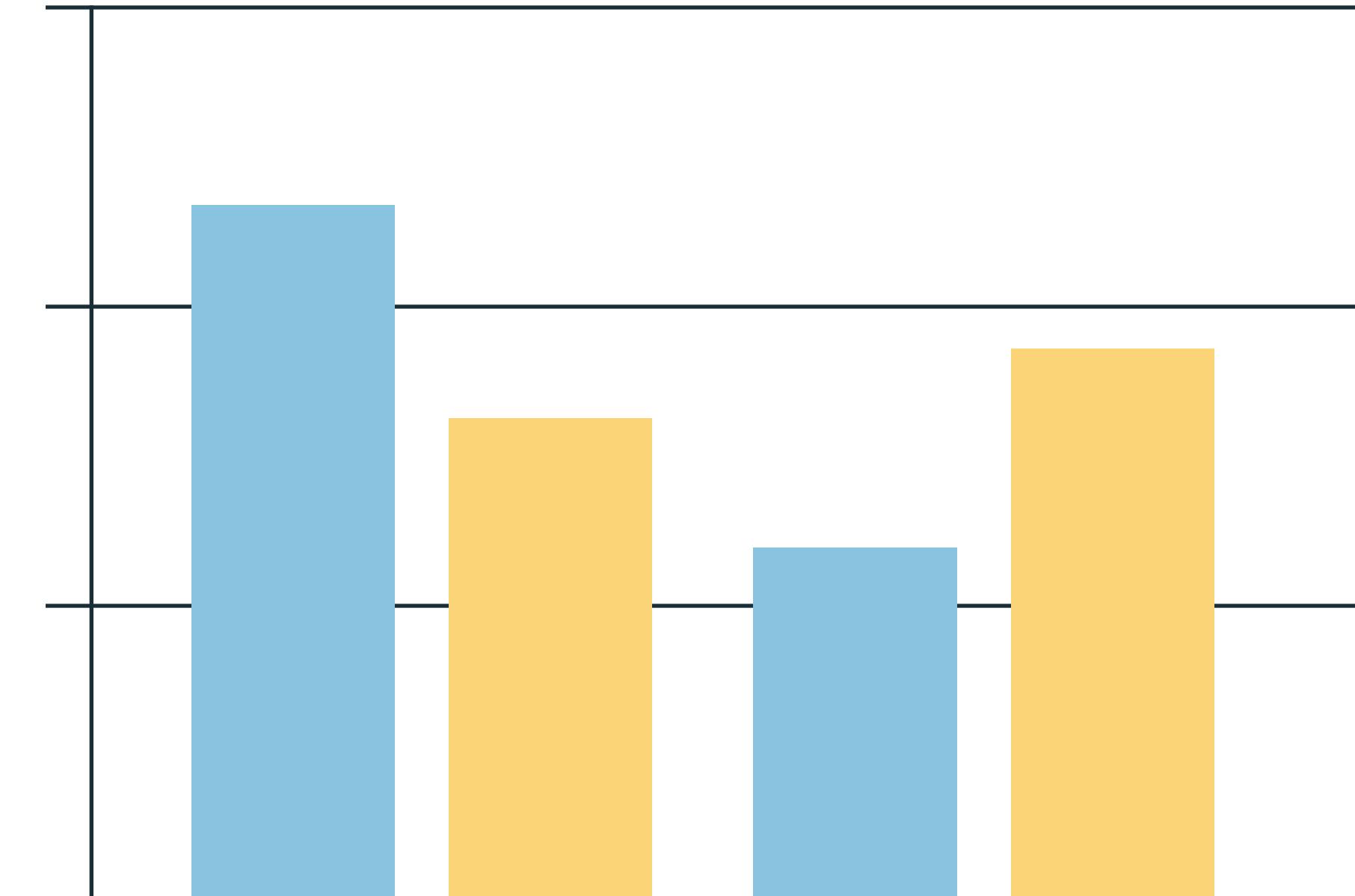
Placeholder text, color scheme, connector mapping, and do

Placeholder

Our image captions use Roboto, our body copy text, in the same font size being used in the document.

They sit left aligned and underneath the image.

The same approach is used for our graphs.



Placeholder text, color scheme, connector mapping, and do



# Title formatting

# Title formatting

When writing titles we always avoid widow words. A widow is a single word left alone on the final line of a title or heading. It creates visual imbalance and weakens the overall layout.

The only exception is when the title is just two words. In that case, it's fine if one ends up on its own line.

Our  
process

Opportunities  
for wholesalers

# Please don't...

**Opportunities for  
wholesalers**

**✗ Incorrect**

The word “for” should be on the second line.

**Level up your B2B  
eCommerce**

**✗ Incorrect**

The word “B2B” should be on the second line.

# Title formatting

When writing titles we always avoid using italics. Only Poppins Bold can be used.

**Useful resources  
for your project**

**Opportunities  
for wholesalers**

# Please don't...

**Useful *resources*  
for your **project****

**✗ Incorrect**

Please don't use italics.

***Opportunities*  
for wholesalers**

**✗ Incorrect**

Please don't use italics.

# Title highlighting

Titles can be highlighted in our Rixxo green to draw attention to key content. Even if someone only scans the highlighted text, they should still walk away understanding the main benefit or message.

We believe  
in better

# How to use our title highlighting

Our highlighted words must convey the core benefit of the message. Always begin with text-dark as the default colour, only Rixxo green is permitted for highlights.

**Opportunities for  
wholesalers**

Our highlighted titles can be used on a white background, combining text-dark-primary with selective highlights in Rixxo green.

**Useful resources  
for your project**

Our highlighted titles can also be used on a dark background, combining text-light-primary with selective highlights in Rixxo green.

# How to use our title highlighting

**Services to help  
you automate,  
scale & grow.**

A maximum of three highlighted words per line is allowed, following visual balanced patterns such as 2-1-2, 3-1-3, or 2-3. These patterns should create symmetry and a sense of rhythm across multiple lines.

**More of our work**

Highlighting words in a title should only be done if there's a clear and obvious opportunity to convey the core message by just reading the highlighted words.

# Please don't...

**Services to help  
you automate  
scale & grow.**

 **Incorrect**

Please don't highlight any words that won't make sense.

**More of our work**

 **Incorrect**

Please don't highlight using any colour other than Rixxo green.

# Title punctuation

Type of heading	Punctuation	Rationale
<b>Short, fragment-style headings</b>	No, apart from question marks	Cleaner design, more impact
<b>Headlines with 5 or more words</b>	Yes	Adds clarity, but must be intentional
<b>Marketing-style dual sentences (e.g. "Connect Orderwise. Automate the rest.")</b>	Yes	Emphasises rhythm, suits punchy brand tone

# How to use title punctuation

**More of our work**

Short, fragmented style headings do not need punctuation.

**We help you choose  
the best platform for  
your business.**

Full and dual sentences need punctuation.

# Please don't...

**Our process.**

**✗ Incorrect**

Please don't punctuate short headings.

**Connect Orderwise.  
Automate the rest**

**✗ Incorrect**

Please don't leave marketing-style dual sentences unpunctuated.



# Typography

# Brand fonts

Our brand fonts are professional, friendly and clear.

When using our typography we always left align the text.

For document styles, settings and templates, please use this link: [https://docs.google.com/document/d/1tgvo\\_eMDA582UwP6Y\\_aUe8MxwIYGj4XTb7EGikzoqKs/edit?tab=t.0#heading=h.9q93aj50zhs1](https://docs.google.com/document/d/1tgvo_eMDA582UwP6Y_aUe8MxwIYGj4XTb7EGikzoqKs/edit?tab=t.0#heading=h.9q93aj50zhs1)

Heading - Poppins Bold  
H1, H2, H3, H4, H5, H6

Bodycopy - Roboto Regular

# Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed do eiusmod tempor incididunt ut labore et dolore  
magna aliqua. Ut enim ad minim veniam, quis nostrud  
exercitation ullamco laboris nisi ut aliquip ex ea commodo  
consequat.

# Heading

Poppins bold is our heading font.

A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z

Weights - bold

Letter case -  
sentence case

Line height -  
110% of font  
size

Letter spacing -  
-1.2px

# Bodycopy

Roboto regular is our body copy font.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Weights - regular

Letter case -  
sentence case

Line height - 150%  
of font size

Font size - 18.4% of  
the main heading on  
the design, for  
example the H1 tag on  
a webpage.

Minimum digital font size -  
10px

Minimum print font size - 8pt  
6pt allowed for T&Cs or  
captions

# Paragraph spacing

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



↓  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Paragraph spacing when using body font styles is equal to the font size.

As an example:

The font size is 24px. Paragraph spacing is set to 24px also.

# Heading sizes

Use heading levels to create a clear hierarchy and structure in your content. Heading 1 (H1) should be reserved for the main page title. Use Heading 2 (H2) for key sections, and subsequent levels (H3–H6) to organize sub-sections as needed.

H2 size is 48% of H1 size

H3 size is 40% of H1 size

H4 size is 32% of H1 size

H5 size is 24% of H1 size

H6 size is 16% of H1 size



**Heading 1**

**Heading 2**

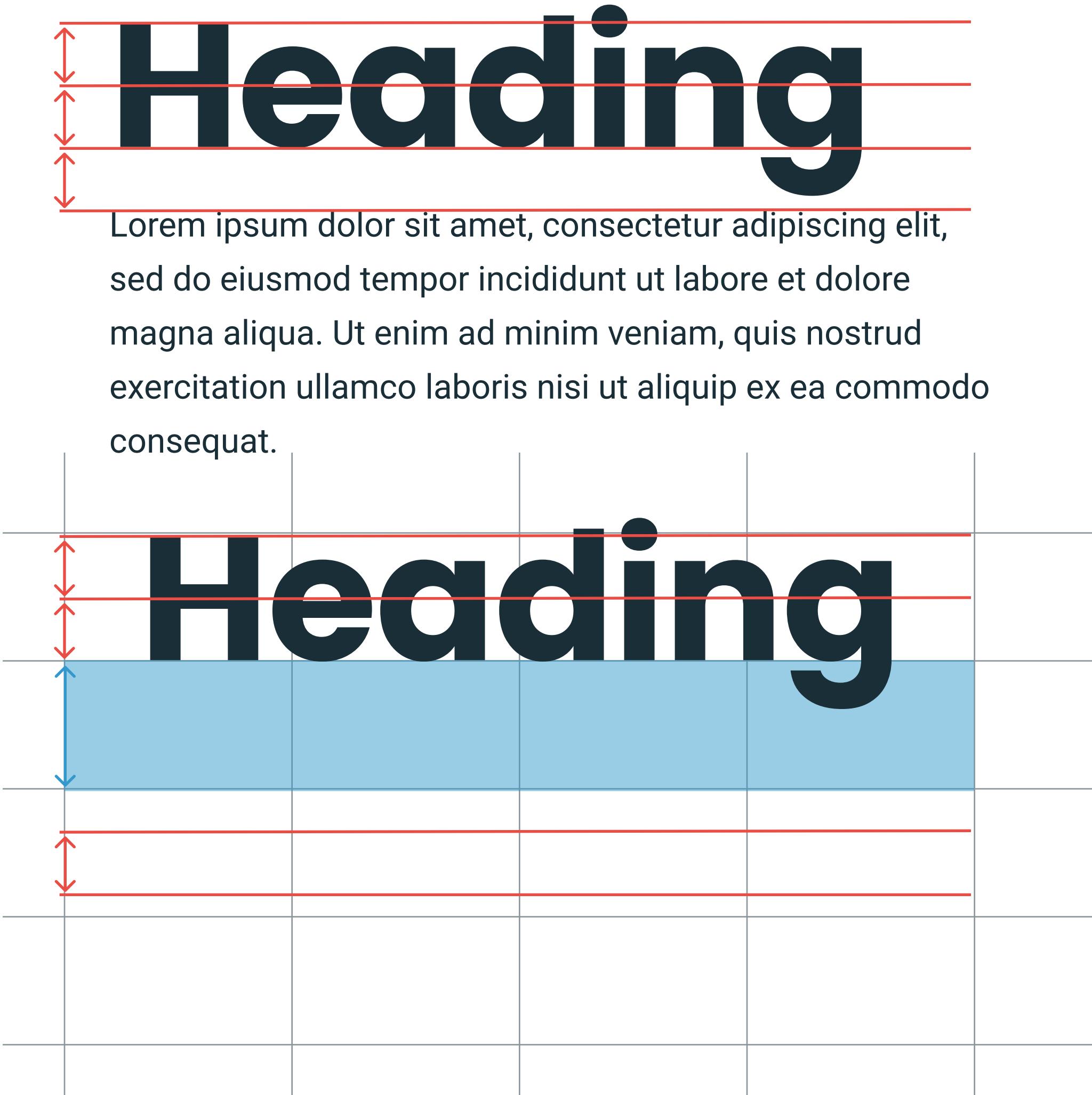
**Heading 3**

**Heading 4**

**Heading 5**

**Heading 6**

# Heading spacing



To determine the bottom margin between the heading (H tags) and the body copy (P tags), use **50% increments** of the heading font size to a minimum of 150% of the body font. For example if the heading font size is set at 100px, the margin between the heading and body copy should be 50px.

If the heading were 30px, and the following font 16px the padding would be 24px. 150% of the body font size.

To determine the margin between two headings (H tags), use a margin that is equal to the largest heading in the text lockup. For example, if your heading is 100px, the margin below it would be 100px.

For two headings of the same size and weight the margin between is 50% of the font size. For example, if your heading is 100px, the margin below it would be 50px.

# Heading spacing

**Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit.**



**Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit.**

When using Heading styles for larger call to actions and dual headings the paragraph spacing is equal to 50% of the font height

As an example:

The font size is 60px. Paragraph spacing is set to 30px.

# Vertical alignment

Text alignment can be set to the top, middle, or bottom of its container.

Our  
**process**

Our  
**process**

Our  
**process**

# **Supersized text**

We also have the option for supersized text.

We use this size text for displays, graphics, covers and decks.

**We believe  
in better**

# Supersized text

Supersized text is equal to two grid rows.

It's line height is 110% and letter spacing -1.2px.

To determine the margin between the supersize text and other text, use 50% of its font size.

We believe

in better

50% of font size



# Bullet points

# Bullet points

Bullet points help with clarity but should be used with restraint and only to support a single idea by breaking it into sub-points.

Whether growing your in-house capability or needing quick access to external experts, we offer flexible solutions to suit your business needs.

- Outsourced teams – Access expert B2B eCommerce talent without the overhead of full-time hires
- In-house teams – Build, train, and supplement your internal team to support growth
- Fractional roles – Bring in specialised expertise part-time to fast-track progress

# How to use our bullet points

- Outsourced teams – Access expert B2B eCommerce talent without the overhead of full-time hires
- In-house teams – Build, train, and supplement your internal team to support growth
- Fractional roles – Bring in specialised expertise part-time to fast-track progress

Bullet points should be used sparingly to maintain clarity and visual simplicity. They are best reserved for breaking down sub-points within a single idea, rather than listing multiple, unrelated concepts.

- Outsourced teams – Access expert B2B eCommerce talent without the overhead of full-time hires
- In-house teams – Build, train, and supplement your internal team to support growth
- Fractional roles – Bring in specialised expertise part-time to fast-track progress

Use separate lines for separate ideas and we never use full stops in our bullet points.

# Please don't...

- Outsourced teams – Access expert B2B eCommerce talent without the overhead of full-time hires
- In-house teams – Build, train, and supplement your internal team to support growth
- Fractional roles – Bring in specialised expertise part-time to fast-track progress
- Outsourced teams – Access expert B2B eCommerce talent without the overhead of full-time hires

## Incorrect

Please don't use bullet points excessively or as a default formatting choice. Overusing them clutters the layout and weakens the clarity they are meant to provide.

- Outsourced teams – Access expert B2B eCommerce talent without the overhead of full-time hires.
- In-house teams – Build, train, and supplement your internal team to support growth.
- Fractional roles – Bring in specialised expertise part-time to fast-track progress.

## Incorrect

Never centre bullet points.

**rixxo**<sup>®</sup>

**Web**

**What works on paper doesn't always work on a screen.**

**This section covers the variations and additional elements we use for digital work.**

**These deliberate choices make our work more effective in its intended environment.**



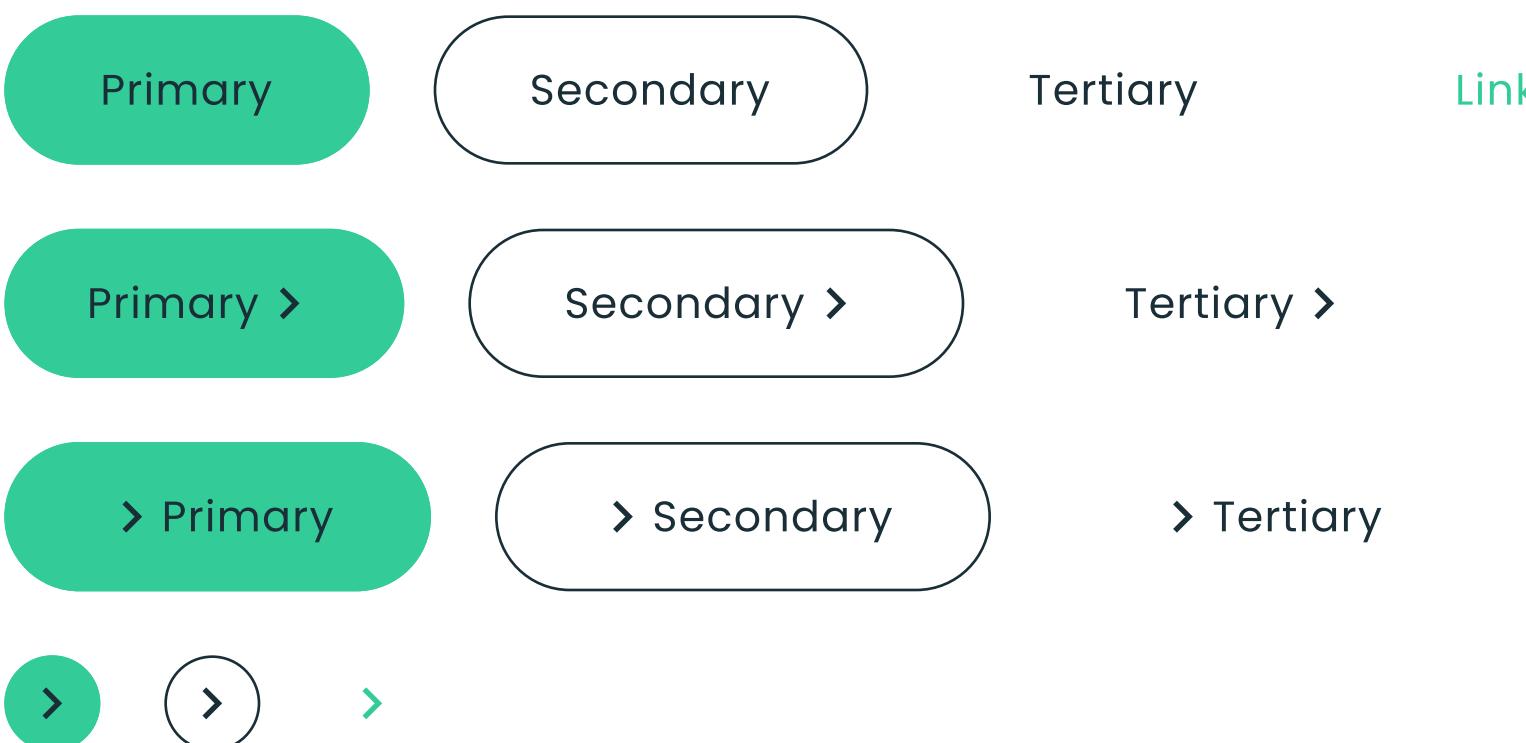
# Buttons

# Buttons

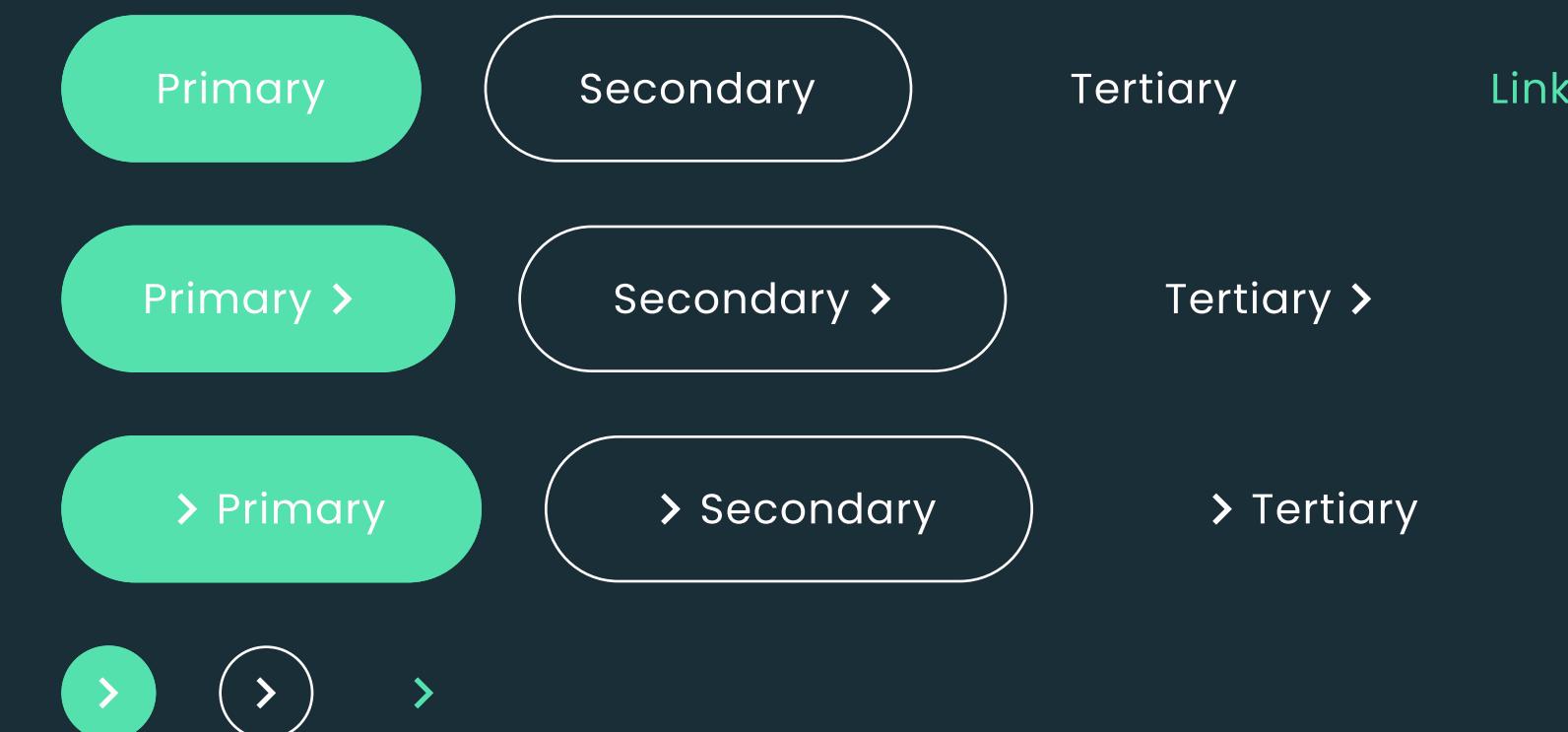
Our buttons can appear in four styles: solid, stroked, text-only, and icon-only.

When using text, our buttons use the same font size as the body copy in your layout.

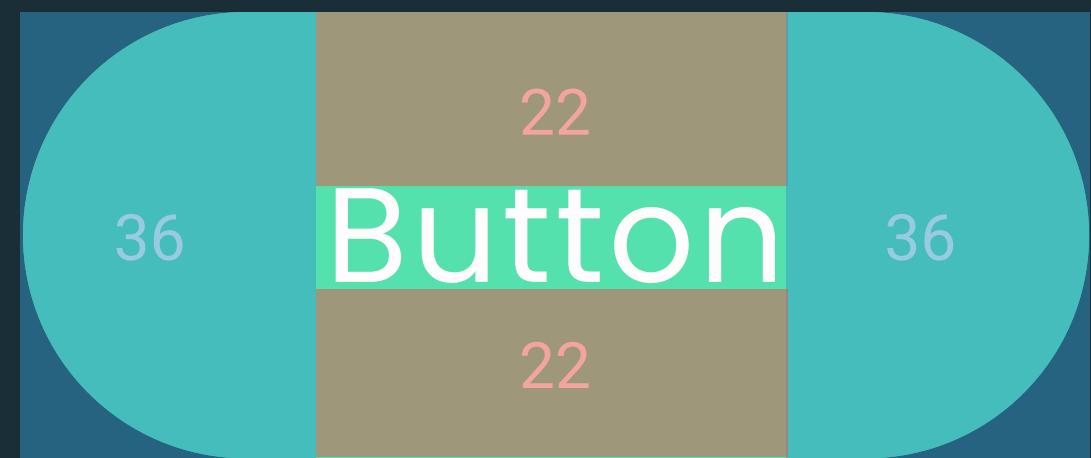
## Light mode



## Dark mode



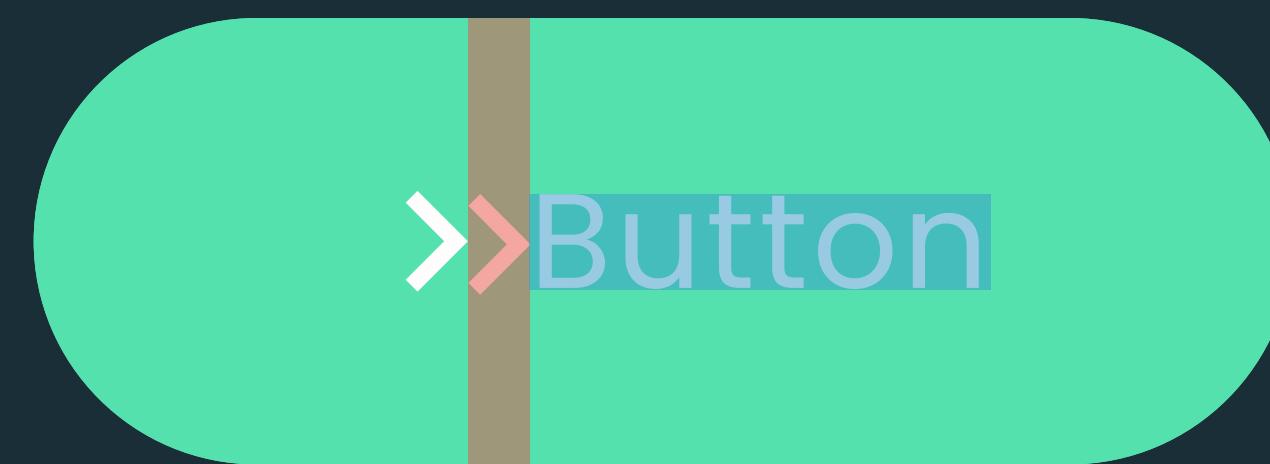
# How to create our buttons



## Example

All our buttons use padding based on their font size for consistent scaling:

- Top and bottom padding is equal to 150% of the font size. For example, if the font size is 16, the vertical padding is 22.
- Left and right padding is equal to 200% of the font size. So with a font size of 18, the horizontal padding is 36.



## Example

When using an icon alongside text, the space between them should be equal to the icon's width. The icon itself should match the height of the text.

# How to create our buttons



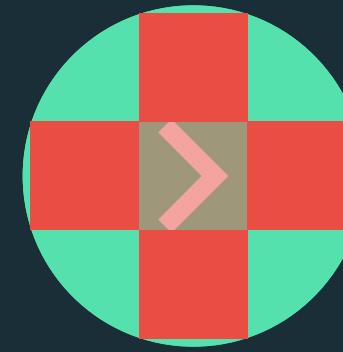
## Example

When creating a button with a stroke, the stroke weight should be 5% of the button's text size to a minimum of 1



## Example

Tertiary buttons use the same type size as body copy to ensure consistency and readability.



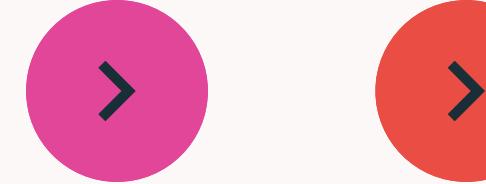
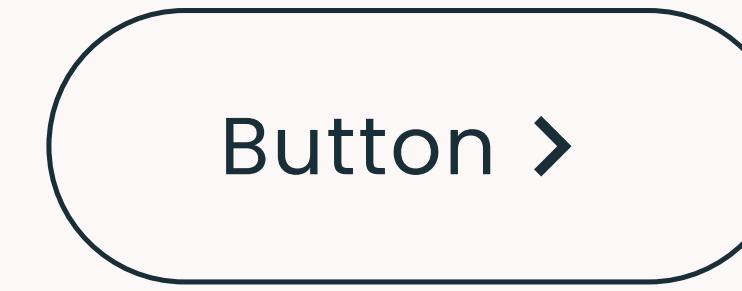
## Example

Since button text uses the same size as body copy, you can use the body copy size as a guide when creating icon-only buttons, including calculating the stroke weight.

To create the correct circle scale, create a square from the icon's height and use that as a padding guide.

# Button colours light mode

How buttons with a shape or text-only button with underline can be used in any colour from our primary palette.



# Button colours dark mode

How buttons with a shape or text-only button with underline can be used in any colour from our primary palette.

Button >

Button >

>

>

Button >

Button >

Button >

Button >

>

>

Button >

Button >

Button >

Button >

>

>

Button >

Button >



# Typography for web

# Heading sizes

**For desktop:**

H1 size: 5 rem

# Heading 1

H2 size: 2.4 rem

## Heading 2

H3 size: 2 rem

### Heading 3

H4 size: 1.6 rem

#### Heading 4

H5 size: 1.2 rem

##### Heading 5

H6 size: 0.8 rem

###### Heading 6

P size: 1 rem

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**For mobile:**

H1 size: 3 rem

# Heading 1

H2 size: 1.44 rem

## Heading 2

H3 size: 1.2 rem

### Heading 3

H4 size: 1 rem

#### Heading 4

H5 size: 1 rem

##### Heading 5

H6 size: 0.8 rem

###### Heading 6

P size: 1 rem

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**rixxo**<sup>®</sup>

UI

# Tabs

## Platform selection

Choosing the best eCommerce platform isn't about ticking feature boxes—it's about finding the best foundation for your business to scale. At Rixxo, we take a strategic approach, diving deep into your goals, challenges, and future plans.

Button

Platform selection

Platform implementation

Platform adoption

Consulting, training and mentorship

Integrations and automations

Our tabbed content uses structured layout containers to maintain visual consistency and organise information clearly across each section.

# Tabs

The top and bottom padding for all tabs is 150% of the font size. The left padding is one grid block.

Padding for the content container is based on the grid system.

The tab content container should never be less than the total height of the tab links container.

## Platform selection

Choosing the best eCommerce platform isn't about ticking feature boxes—it's about finding the best foundation for your business to scale. At Rixxo, we take a strategic approach, diving deep into your goals, challenges, and future plans.

Button

Platform selection

Platform implementation

Platform adoption

Consulting, training and mentorship

Integrations and automations