

Brand Guideline



RB Strength
Media

Where Strength Meets Creative Vision

Address

Silvertree Rugby Football Club
10 Greenpoint Way,
Silvertree Sports Complex,
Rugby Park,
Cape Town, 8001,
South Africa.

Contact

+27 21 456 7890
info@rbstrengthmedia.co.za

Website

www.rbstrengthmedia.co.za

BRAND OVERVIEW



“RB Strength Media combines the energy and discipline of strength and conditioning coaching with the creativity and innovation of multimedia content production. We are dedicated to empowering athletes and sports teams, helping them achieve peak performance both on the field and in their digital presence. Through tailored training programs and dynamic visual storytelling, we elevate our clients’ physical abilities and brand image, driving success and impact in every aspect of their athletic journey.”

PRIMARY LOGO

The primary logo for RB Strength Media consists of the full brand name in Montserrat Black for "RB Strength" and Roboto Bold for "Media," accompanied by a play button or multimedia icon, symbolizing the media aspect of the brand



RB Strength Media

Where Strength Meets Creative Vision

LOGO VARIATIONS & USAGE

LOGO DO'S



Colour



Black & White

LOGO DONT'S



Change colour



Change Background



Distort

Correct Logo Usage

- **Clear Space:** Ensure there is ample clear space around the logo so it stands out. Use at least the height of the "RB" in the logo as padding around all sides.
- **Consistent Colors:** Use the logo only in its designated color schemes (primary blue and orange). For dark backgrounds, use the white or lighter version of the logo.
- **Proportions:** Always maintain the original proportions of the logo without stretching or distorting it.

Incorrect Logo Usage

- Do Not Alter the Colors
- Do Not Stretch or Distort
- No Cluttered Backgrounds
- Do Not Rotate or Skew

TYPOGRAPHY

The typography for RB Strength Media is carefully chosen to reflect the brand's strength, professionalism, and modern approach. Montserrat Black is used for headlines, offering a bold, impactful presence that conveys confidence and authority—ideal for a brand that focuses on performance and physical strength. Complementing this, Roboto Bold is selected for subheadings and body text, providing clarity and readability while maintaining a clean, contemporary feel. Together, these typefaces create a strong visual hierarchy, balancing the brand's dynamic and disciplined nature with an approachable and professional tone across all platforms.

Headline Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Subtitle Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOUR PALETTE

ELECTRIC ORANGE

HEX: #003366
RGB: 255, 107, 0
CMYK: 0, 58, 100, 0

Symbolizes energy, action, and creativity, aligned with the media aspect of the brand

DEEP BLUE

HEX: #1A3D7C
RGB: 26, 61, 124
CMYK: 79, 51, 0, 51

Represents professionalism, strength, and stability

LIGHT GREY

HEX: #D3D3D3
RGB: 211, 211, 211
CMYK: 0, 0, 0, 17

A neutral color used for backgrounds and spacing, ensuring the primary colors stand out.