

RICHADS

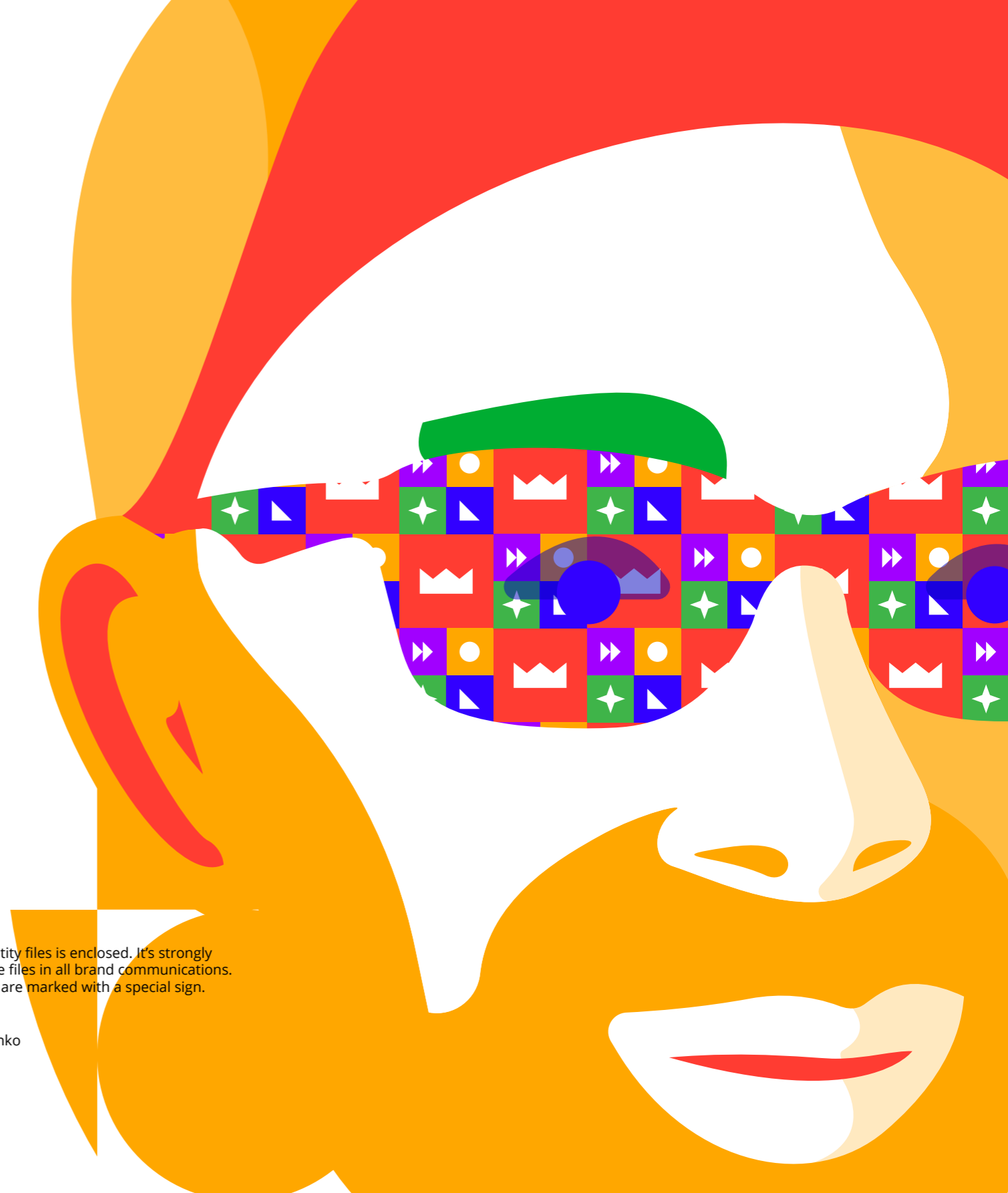
RICHADS VISUAL IDENTITY SYSTEM

This graphics standards manual describes the visual elements that represent Richads corporate identity. This includes a logo and other elements such as colors, shapes, patterns, typography, and graphics. A clear and consistent message that declares who we are is essential for building up a strong image of the brand.



An archive with brand identity files is enclosed. It's strongly recommended to use these files in all brand communications. Links to the particular files are marked with a special sign.

Right Studio, Alexey Shklianko
2020



Logo

The logo is a key visual brand identity element. It's a combination of a symbol and a font composition based on geometric grotesque.

richads_logo.ai



Primary logo

The primary version of the logo should be used in most case scenarios. It looks great on the website, in marketing collateral and presentations.

min. 3 mm [ RICHADS

Each element should be distinct to keep the logo clear and readable. The primary version looks good when its height is more than 3 mm.

Micro version

The micro version is used when the logo is smaller than 3 mm. This secondary version has a bigger letter spacing that works for optical compensation and better readability.

richads_micro_logo.ai



Symbol

The symbol can be used separately from the text part of the logo: for example, as an official social media profile image.

richads_sign.ai



Inversion: red background

When you need an alternative background, inversion on red can be used.

richads_inversion_logo.ai



Red is
the new shade
of white!

richads_inversion_micro_logo.ai




richads_inversion_sign.ai



Monochrome logo

The monochrome version works mostly for co-branded and partner collateral.

 richads_monochrome_logo.ai



There is nothing
black and white about
these matters

 richads_monochrome_micro_logo.ai



 richads_monochrome_sign.ai



Photo backgrounds

Using inversion on any photo background is also possible. Just provide sufficient contrast between text and background.

richads_logo.ai

RICHADS

Rich
a new
audience

richads_micro_logo.ai


RICHADS

richads_photo
background_sign.ai




Inversion: black background


When you need an alternative background, a strong and clear inversion on black can be used.

 richads_inversion_logo.ai



 richads_inversion_micro_logo.ai



 richads_inversion_bw_sign.ai



Logo clear space

It is important to keep the area around the logo clear. To maximize visibility an exclusion zone has been set. It indicates borders where the closest text or graphic elements can be placed.

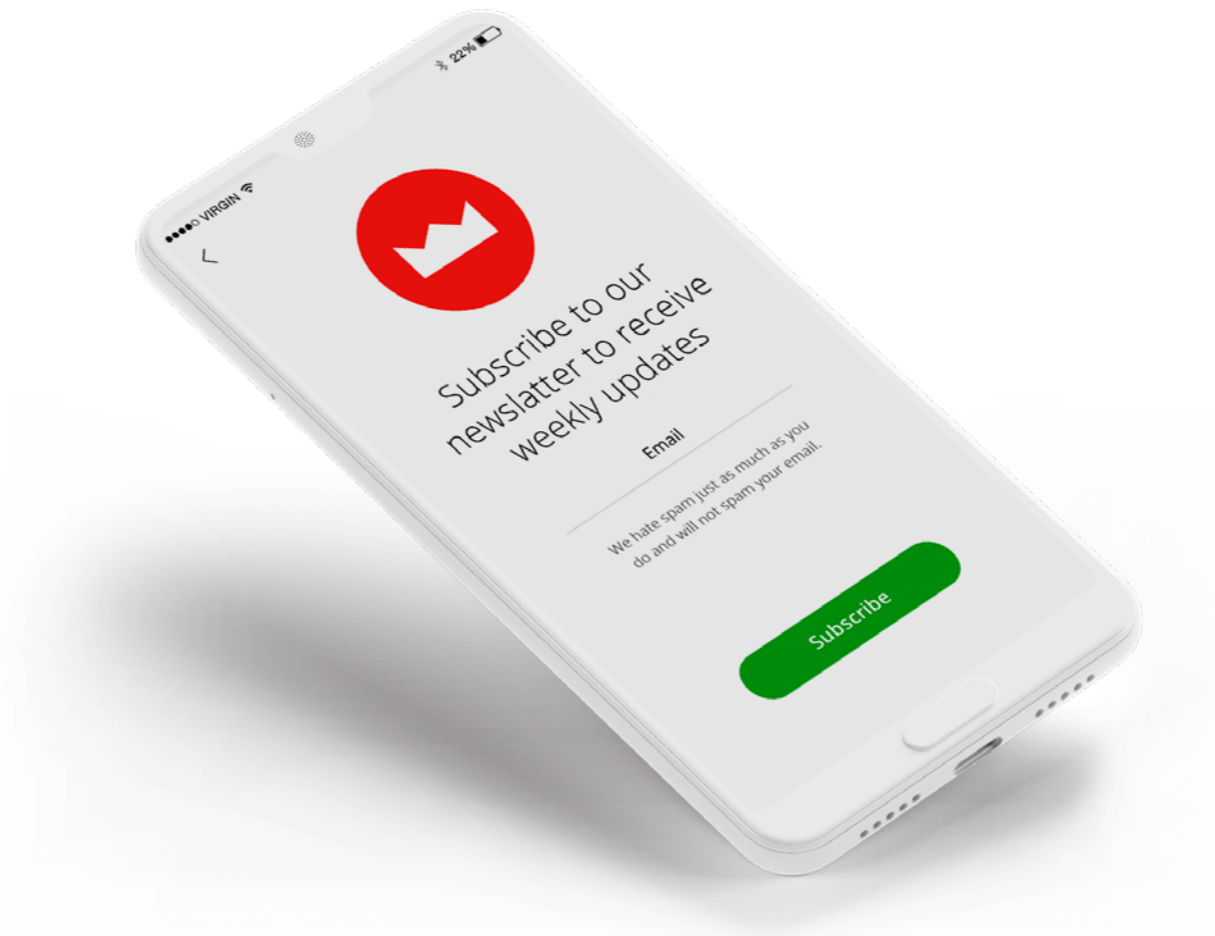
The clearspace rule can be ignored when no other graphic elements are used alongside (for example, in macro usage: sign-plate, outdoor constructions, transport, etc.).



Social Media Profile Image

The symbol can be used separately from the text part of the logo. For example, as an image for social media profiles.

richads_sign_social_network.ai



Colors

Red Crown is a primary Richads logo color.

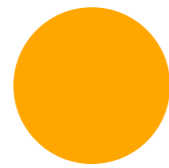
There is a set of secondary colors to create multiple combinations for Richads product line — Yellow Push, Blue Pops, Green Display, Purple Native and Blackberry.



Red Crown

CMYK
0 90 90 0

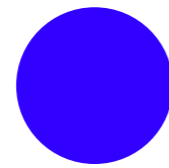
Web
ff3c32



Yellow Push

CMYK
0 40 100 0

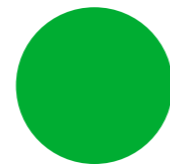
Web
ffa700



Blue Pops

CMYK
84 78 0 0

Web
3200ff



Green Display

CMYK
80 0 100 0

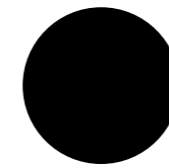
Web
00ad32



Purple Native

CMYK
60 80 0 0

Web
a100ff



Blackberry

CMYK
50 0 0 00

Web
000000

Use additional colors for creating marketing materials and exhibition stands.

Keep in mind that normally white background works perfectly for all Richads visual solutions.

Product line: how it works

Richads product line includes Richpush, Richpops, Richdisplay, and Richnative. Each product presents a specific ad type.

The pattern of creating a product name is simple: «Rich» from the primary brand + name of an ad type. Rich+Push=Richpush, etc. That's how we make the verbal component of the brand united and consistent.

Each product inherits the symbol from the primary brand — the crown. It keeps all the products inseparable from the brand in customers' minds.



How to create a new product

Richtype is a specially designed type. It allows to create any new products fast and effortless.

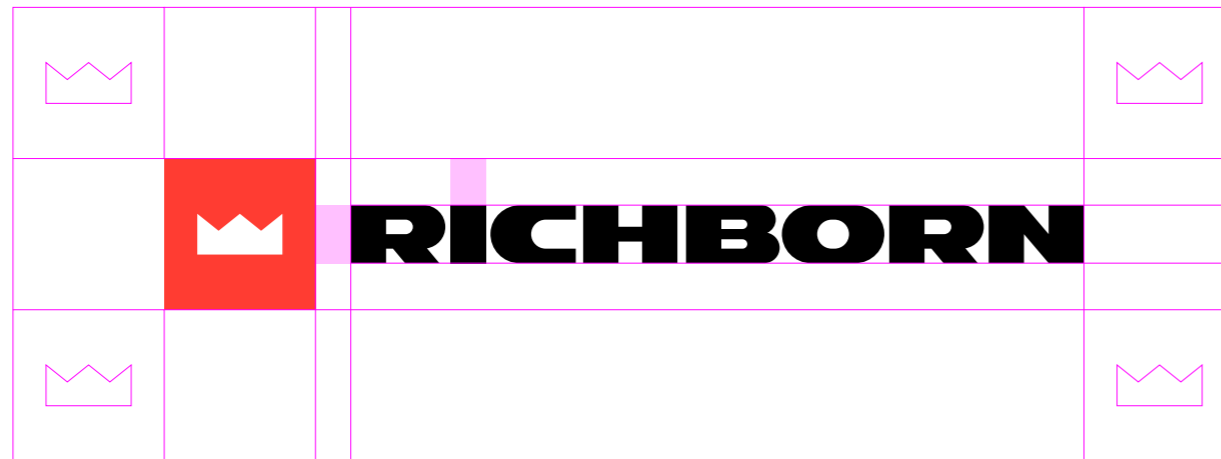
A A	B B	C C	D D	E E	F F
G G	H H	I I	J J	K K	L L
M M	N N	O O	P P	Q Q	R R
S S	T T	U U	V V	W W	X X
Y Y	Z Z	...			

Use Richtype

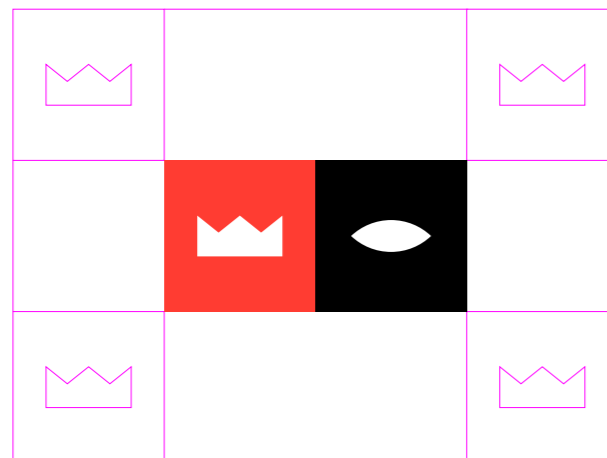
RICHBORN

How to create a new product

When it comes to launching a new product, just follow the pattern of designing a new brand family member. Create a name by connecting «Rich» and any ad type. Come up with a new symbol to make the new product unique. Follow the guide recommendations to keep the whole brand identity accurate and consistent.



Follow the guide and create a new product identity

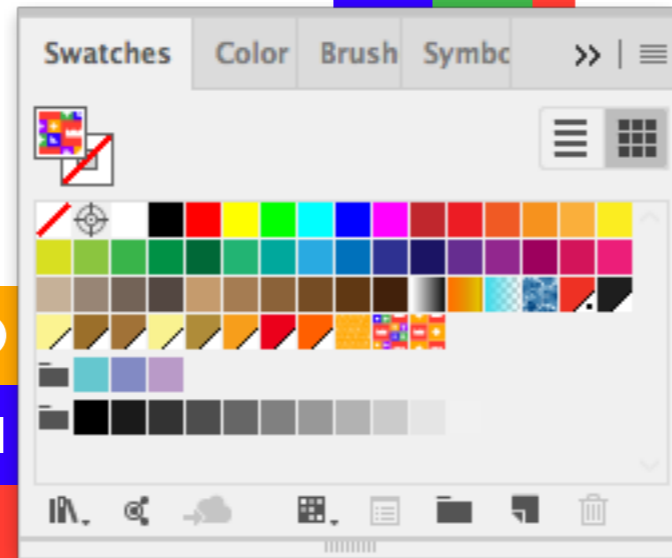


Pattern

Pattern is one of the key Richards design code elements. It meets multiple challenges, no matter if you need to design a letterhead or interior for a new office.

Combinatorics is the basis of the entire design solution.

richads_pattern.ai

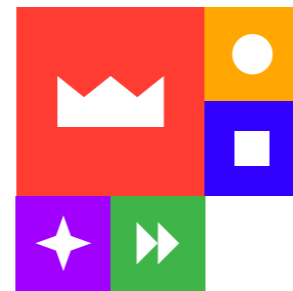
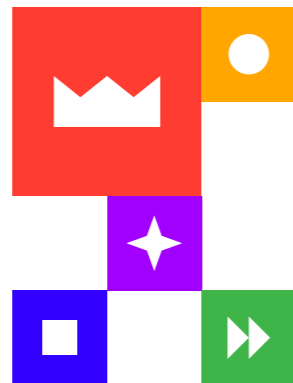
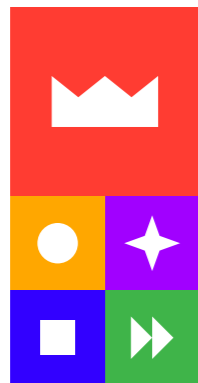
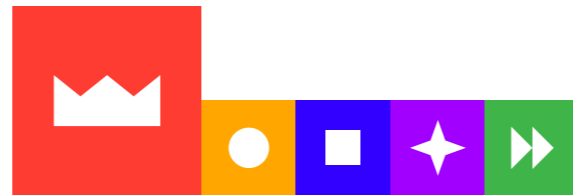
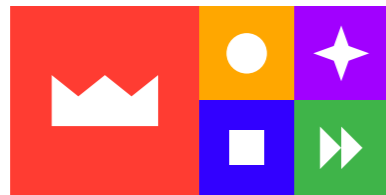


Symbols system

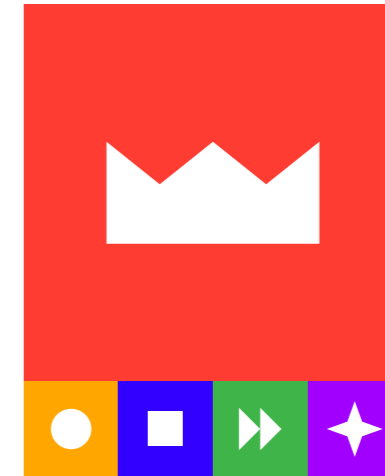
That's how combinatorics works. You can easily create new constructions when it comes to any marketing materials.



Hierarchy



Domination



Oneness



Corporate Typeface

Accurate typography is crucial for strong brand identity. It makes the company voice solid and clear. There are two fonts for all Richards materials — Montserrat and Roboto.

Montserrat Bold is used for headers, slogans and short text messages. Roboto Regular is for the main text.

Montserrat and Roboto font families have Open Font License (OFL) and can be delivered through fonts.google.com free of charge. However, read terms of service before using the fonts.

https://scripts.sil.org/OFL_web

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?"'!"(%)[#]{}@}/&
<-+÷×=>®©\$£¥¢::,*

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?"'!"(%)[#]{}@}/&\
<-+÷×=>®©\$£¥¢::,*

Product line

A product line is a group of related services under a single brand name.



RICH PUS H

Product Logo (Richpush)

The logo is a key visual brand identity element. It's a combination of a symbol and a font composition based on geometric grotesque.

richpush_logo.ai



Primary logo

The primary version of the logo should be used in most case scenarios. It looks great on the website, in marketing collateral and presentations.

Micro version

The micro version is used when the logo is smaller than 5 mm. This secondary version has a bigger letter spacing that works for optical compensation and better readability.

richpush_micro_logo.ai



Symbol

The symbol can be used separately from the text part of the logo: for example, as an official social media profile image.

richpush_sign.ai



Each element should be distinct to keep the logo clear and readable. The primary version looks good when its height is more than 5 mm.

Inversion on a yellow background

When you need an alternative background, inversion on yellow can be used.

 richpush_inversion_logo.ai



Special cases

The micro version is used when the logo is smaller than 5 mm. This secondary version has a bigger letter spacing that works for optical compensation and better readability.

 richpush_micro_inversion_logo.ai 

Monochrome logo

The monochrome version works mostly for co-branded and partner collateral.

 richpush_monochrome_logo.ai

Special cases


The micro version is used when the logo is smaller than 5 mm. This secondary version has a bigger letter spacing that works for optical compensation and better readability.

 richpush_monochrome_micro_logo.ai 



Inversion on a black background

When you need an alternative background, inversion on black can be used.

 richpush_inversion_bw_logo.ai



Special cases

The micro version is used when the logo is smaller than 5 mm. This secondary version has a bigger letter spacing that works for optical compensation and better readability.




 richpush_inversion_bw_micro_logo.ai 

Photo backgrounds


Using inversion on any photo background is also possible. Just provide sufficient contrast between text and background.

 richpush_inversion_logo.ai



Special cases

The micro version is used when the logo is smaller than 5 mm. This secondary version has a bigger letter spacing that works for optical compensation and better readability.

 richpush_micro_inversion_logo.ai

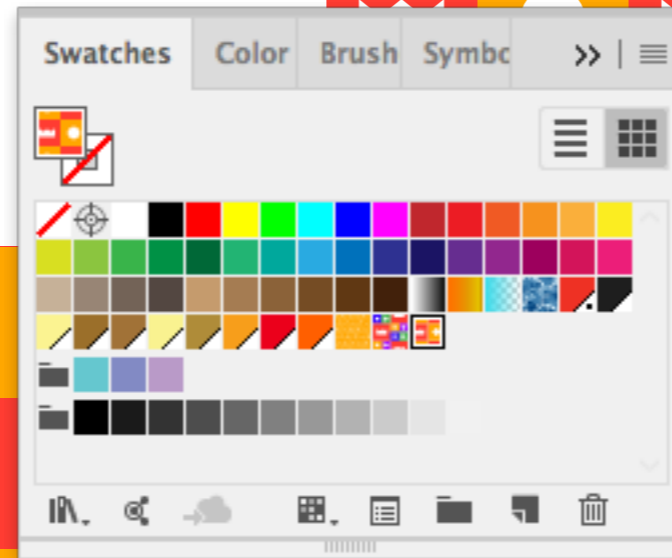
 **RICHPUSH**

Pattern

Pattern is one of the key Richpush design code elements. It meets multiple challenges, no matter if you need to design a letterhead or interior for a new office.

Combinatorics is the basis of the entire design solution.

 richpush_pattern.ai



Colors

Red Crown and Yellow Push are primary Richpush logo colors. There are secondary colors to create multiple combinations - Blue Pops and Green Display.



Red Crown

CMYK
0 90 90 0

Web
ff3c32



Yellow Push

CMYK
0 40 100 0

Web
ffa700

Use additional colors for creating marketing materials and exhibition stands.

Keep in mind that normally white background works perfectly for all Richpush visual solutions.



Blue Pops

CMYK
84 78 0 0

Web
3200ff



Green Display

CMYK
80 0 100 0

Web
00ad32

Product Logo (Richpops)

The logo is a key visual brand identity element. It's a combination of a symbol and a font composition based on geometric grotesque.

richpops_logo.ai



Primary logo

The primary version of the logo should be used in most case scenarios. It looks great on the website, in marketing collateral and presentations.

Micro version

The micro version is used when the logo is smaller than 5 mm. This secondary version has a bigger letter spacing that works for optical compensation and better readability.

richpops_micro_logo.ai



Symbol

The symbol can be used separately from the text part of the logo: for example, as an official social media profile image.

richpops_sign.ai



Each element should be distinct to keep the logo clear and readable. The primary version looks good when its height is more than 5 mm.

Product Logo (Richdisplay)

The logo is a key visual brand identity element. It's a combination of a symbol and a font composition based on geometric grotesque.

richdisplay_logo.ai



Primary logo

The primary version of the logo should be used in most case scenarios. It looks great on the website, in marketing collateral and presentations.

Micro version

The micro version is used when the logo is smaller than 5 mm. This secondary version has a bigger letter spacing that works for optical compensation and better readability.

richdisplay_micro_logo.ai



Symbol

The symbol can be used separately from the text part of the logo: for example, as an official social media profile image.

richdisplay_sign.ai



Each element should be distinct to keep the logo clear and readable. The primary version looks good when its height is more than 5 mm.

Product Logo (Richnative)

The logo is a key visual brand identity element. It's a combination of a symbol and a font composition based on geometric grotesque.

 richnative_logo.ai




Primary logo

The primary version of the logo should be used in most case scenarios. It looks great on the website, in marketing collateral and presentations.

Micro version

The micro version is used when the logo is smaller than 5 mm. This secondary version has a bigger letter spacing that works for optical compensation and better readability.

 richnative_micro_logo.ai



Symbol

The symbol can be used separately from the text part of the logo: for example, as an official social media profile image.

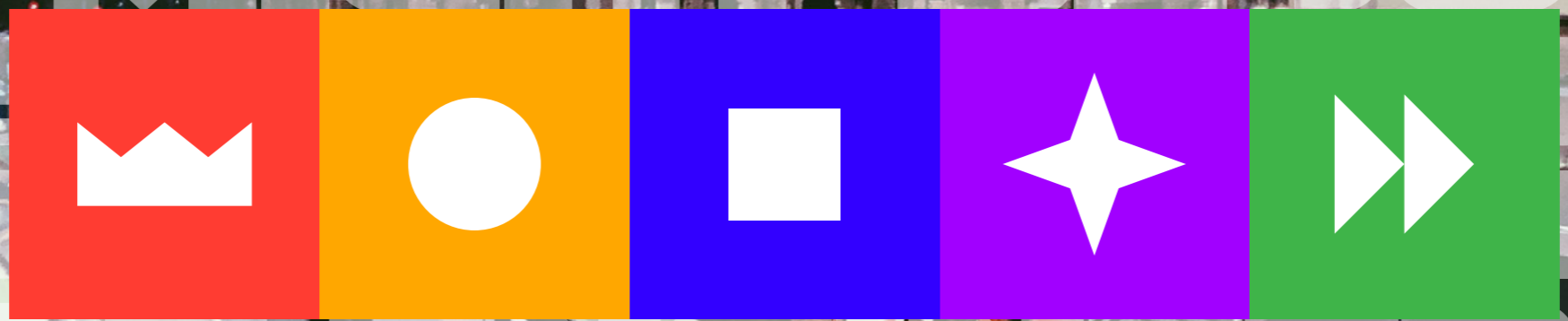
 richnative_sign.ai

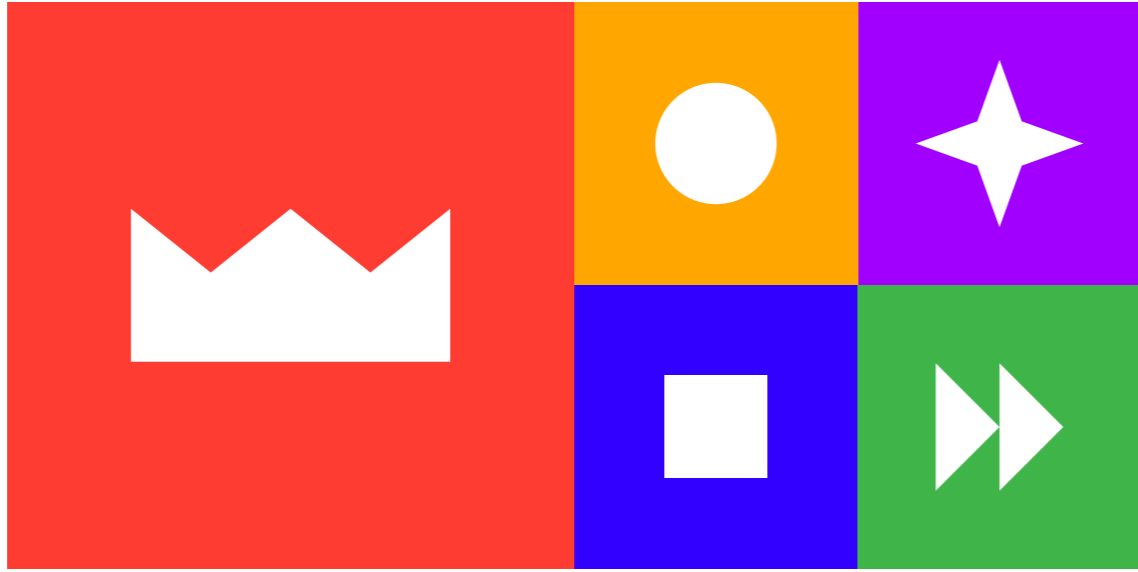


min. 5 mm   **RICHNATIVE**

Each element should be distinct to keep the logo clear and readable. The primary version looks good when its height is more than 5 mm.

**RICHARDS
DIGITAL PRODUCT
FAMILY**





Right Studio, Alexey Shklianko
2020