

RR KABEL BRAND GUIDELINES



This document serves as a comprehensive guide for the conceptual orientation and website of the RR Kabel brand in various development and digital materials. It outlines the essential elements of the brand identity, including logo usage, color palette, typography, imagery.

THE OVERVIEW

Used properly, the guidelines found within it will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

Proprietary logos, approved typefaces, the visuals we choose and the words we use — every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.

RR KĀBEL



LOGO MARK

The logo mark is a crucial component of a brand's visual identity, symbolizing the essence of the company. It must be distinctive, memorable, and convey the brand's values at a glance.



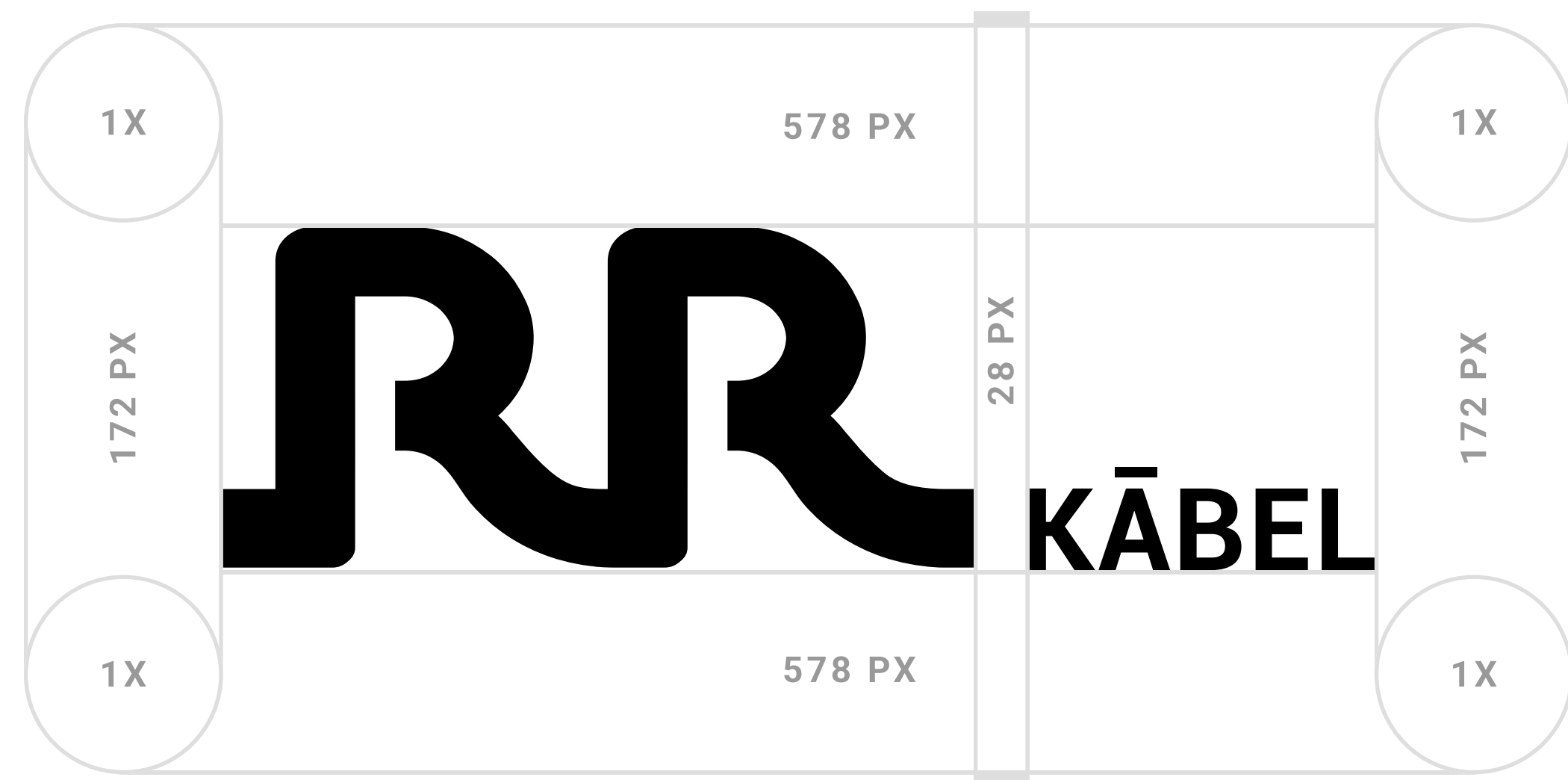
PRIMARY LOGO

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Trusted Wealth brand. The logo must be always applied with care and respect.



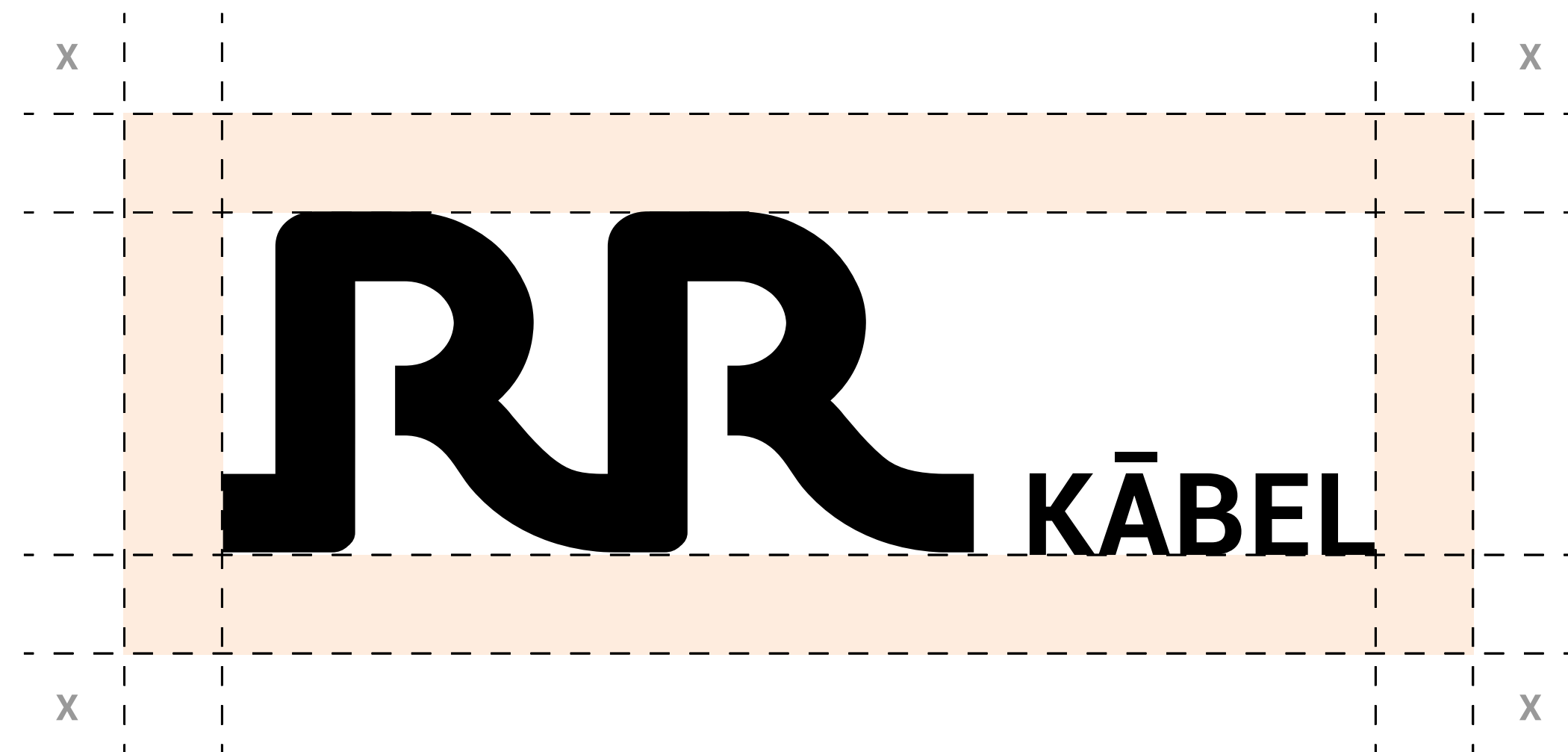
LOGO CONSTRUCTION

The construction of the logo in a brand guideline refers to the detailed specifications for creating and reproducing the logo. This includes the exact dimensions, proportions, and spatial requirements to ensure the logo is displayed consistently.



SAFE ZONE

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing for graphic elements such as text or photography that may divert attention from the logo.



COLOR VERSIONS

These are the go-to logos for all brand communications.
It's a trademark to help viewers easily identify the
Trusted Wealth brand. The logo must be always applied
with care and respect.



BLACK & WHITE VERSIONS

When using the RR Kabel Ltd. logo when colours cannot be used, simplify the mark by using all black, or simply inverse the logo to a complete white.



RR KÄBEL



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TYPOGRAPHY

Typography in branding encompasses the selection and use of typefaces to convey a brand's personality and values. It involves choosing fonts that align with the brand's character, whether it be professional, friendly, innovative, or traditional.

Roboto

Regular • Medium • SemiBold • Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

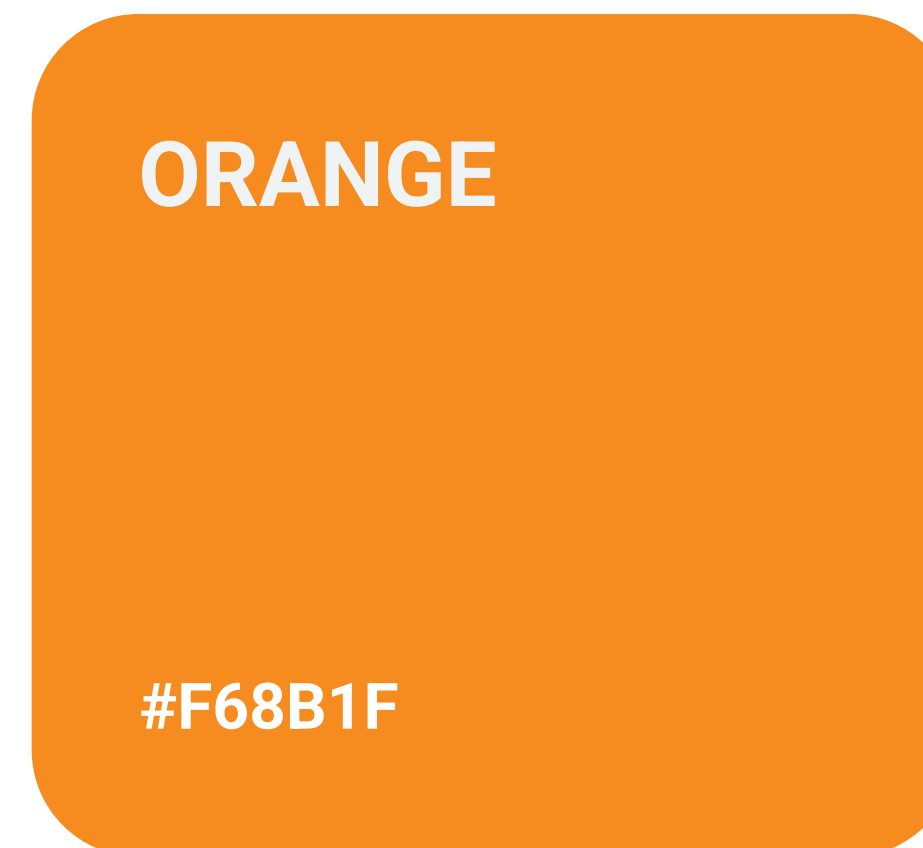
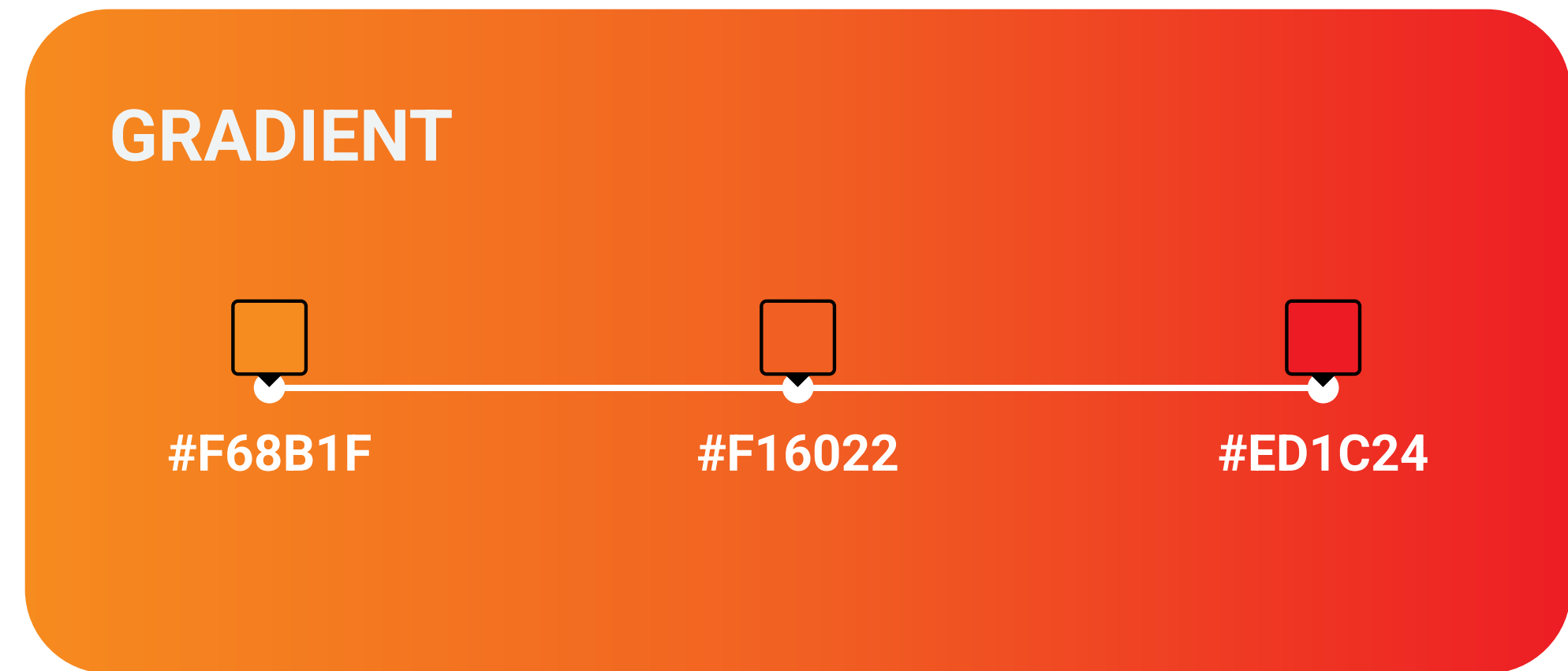
1234567890!@#\$%^&*()_<>?:”{}/*-+

Roboto Font is often used in logos because of its clean, modern appearance and excellent readability. Its geometric forms are balanced with friendly and open curves, giving it a professional yet approachable look.

COLOUR PALETTE

Elegant, sober, distinctive, our palette is as refined as we are. Providing strength and identity. Sense and Sensibility. Use these colours as the main palette.

You can also use black or white backgrounds, but do not overuse them. We do not use other colours.



MISUSE

This page determines the possible ways in which a logo should not be tampered with. This gives you the opportunity to stop those unwanted skews and colour corrections that option happen without brand guidelines.



DO NOT Use Random Colors

DO NOT Apply outlines



DO NOT Apply dropshadow



DO NOT Use Patterns as a Fill



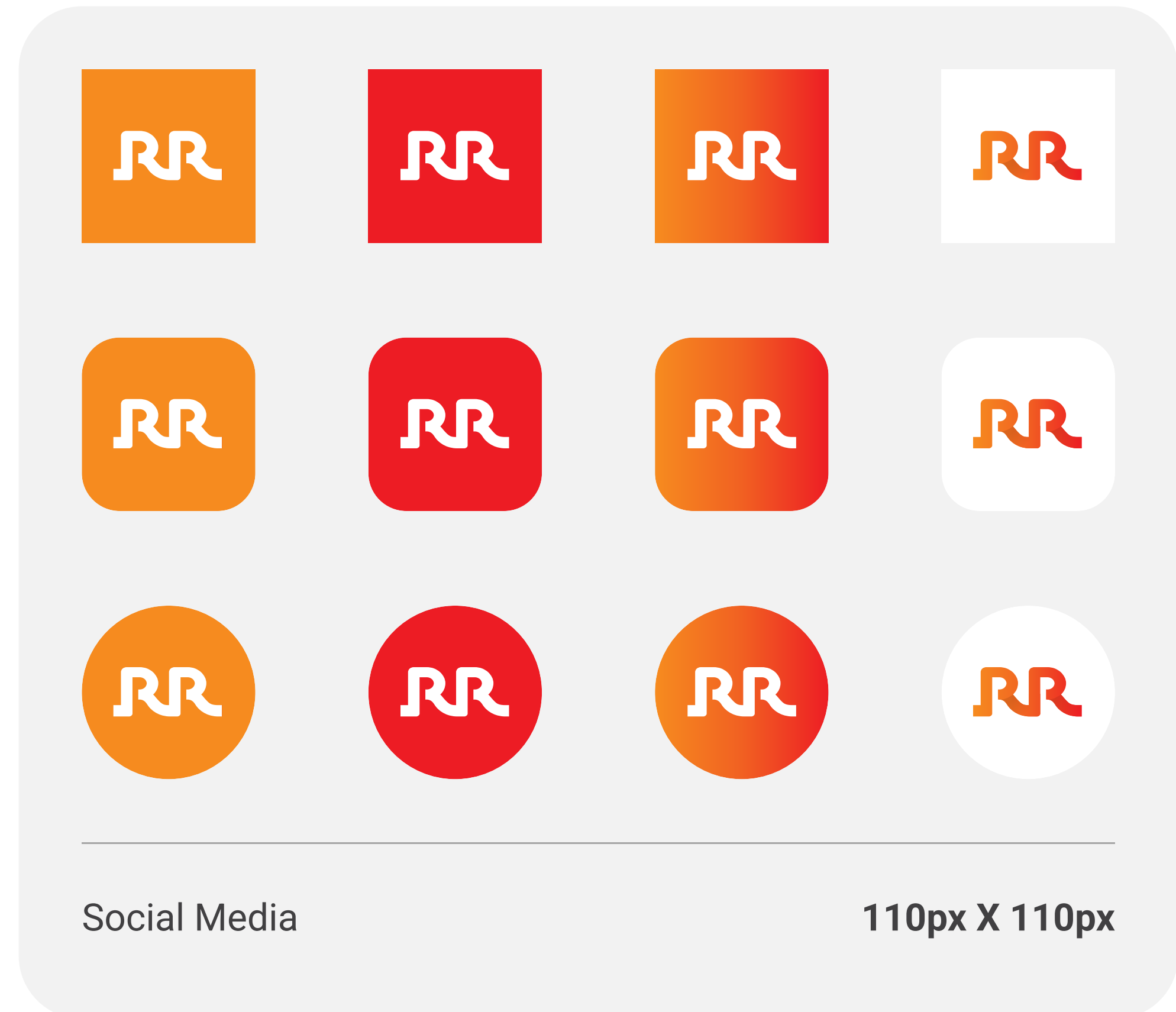
DO NOT Skew, stretch



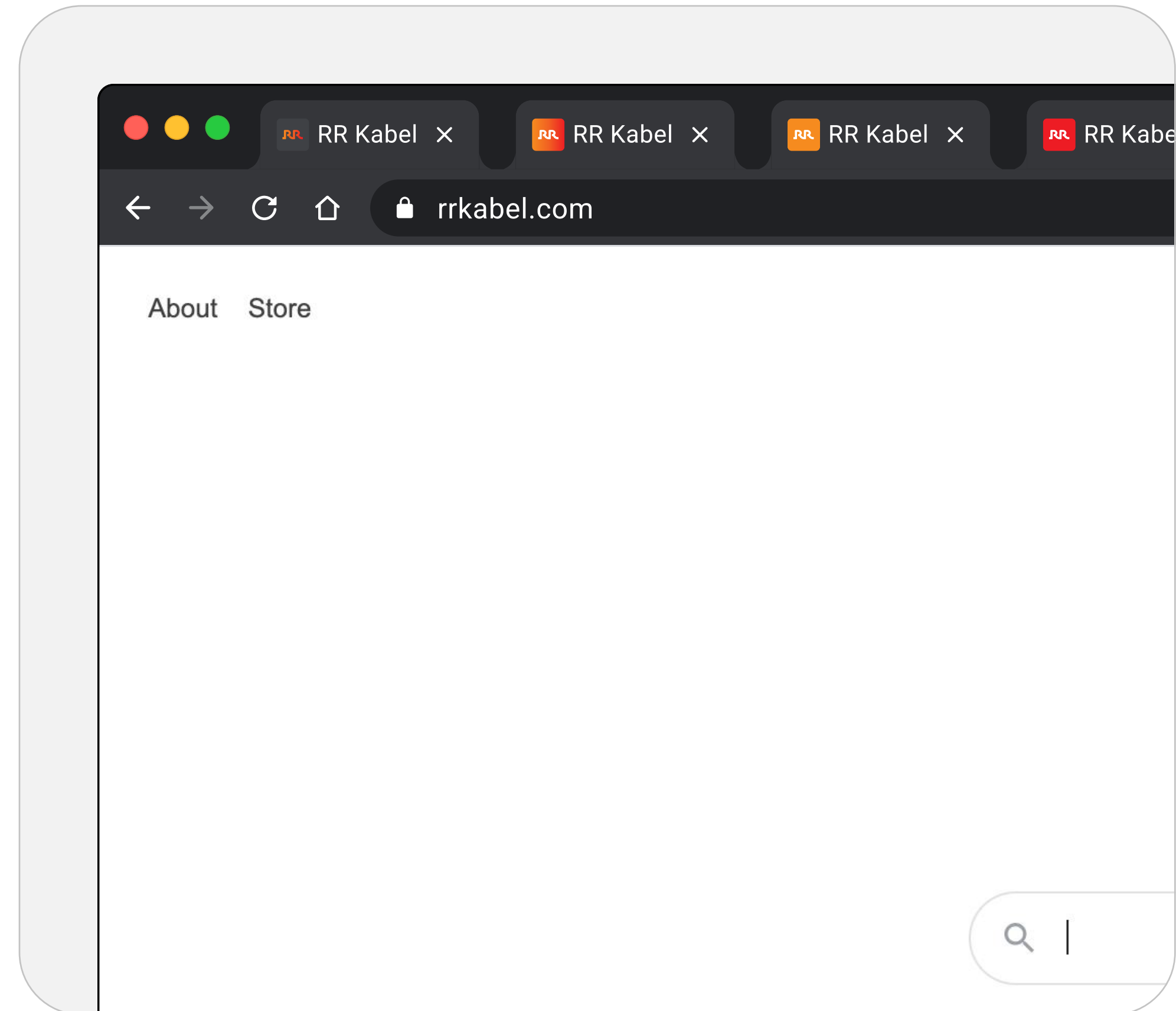
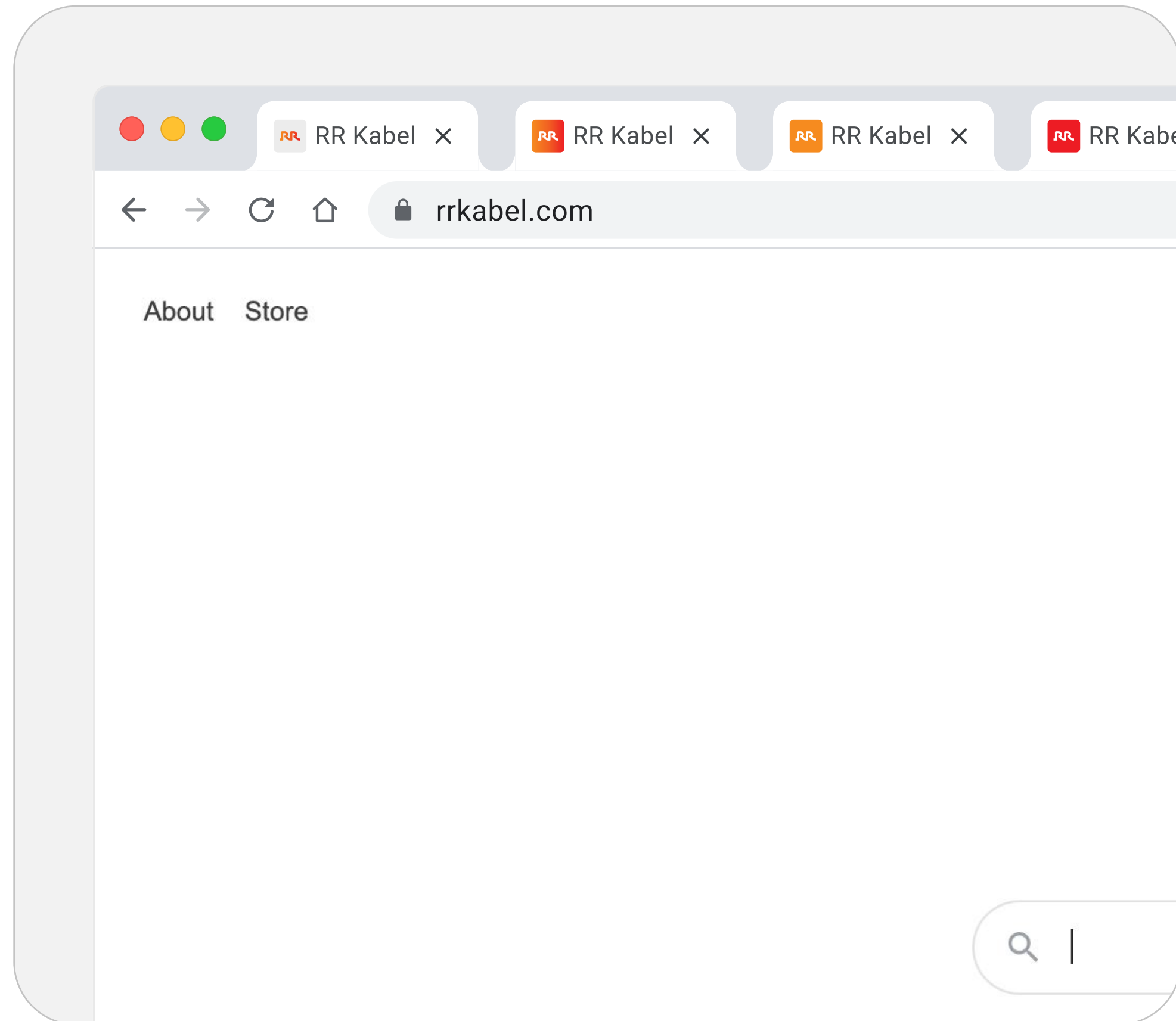
DO NOT Change Orientation

SOCIAL MEDIA GUIDE

These are the recommended uses for social media profiles. When using logos, make sure that you always apply a comfortable amount of space around the logomark. Be consistent throughout all social channels.



WEBSITE GUIDE



RR KÄBEL

THANK YOU!!