



RAFAY

Brand Guidelines.

These guidelines are a strategic document.
It brings together the necessary content to build and correctly implement the brand.



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1. Logotype



1.1 Logotype

MAIN SIGNATURE

Our logo is the synthesis of the identity and must be used in accordance with the rules exemplified in these guidelines.



BRAND AQUA

BRAND BLUE

The image displays the RAFAY logo, which consists of a stylized geometric icon on the left and the word "RAFAY" in a bold, sans-serif font on the right. The icon is composed of a grid of triangles, with the top-left portion filled with a teal color. The word "RAFAY" is rendered in a dark blue color, with the final 'Y' featuring a teal-colored accent on its top-right stroke. Two color swatches are positioned on either side of the logo. The left swatch, labeled "BRAND AQUA", shows a teal square with the Pantone code 3275 C and technical specifications: C75, M5, Y50, K0; RGB: R8 G176 B156; and HEX: #08B09C. The right swatch, labeled "BRAND BLUE", shows a dark blue square with the Pantone code 2217 C and technical specifications: C85, M65, Y55, K50; RGB: R35 G57 B65; and HEX: #233941.

PANTONE 3275 C

PANTONE 2217 C

C75
M5
Y50
K0

RGB:
R8 G176 B156

HEX:
#08B09C

C85
M65
Y55
K50

RGB:
R35 G57 B65

HEX:
#233941

1.2 Logotype

MAIN SIGNATURE COLORS

Our logo is the synthesis of the identity and must be used in accordance with the rules exemplified in these guidelines.



1.3 **Logotype v.1**

EXCLUSION AREA

To preserve the complete legibility of the symbol, the brand must define a protective area around it. This space should not be occupied by other elements, such as texts, images, or other marks, to avoid interference.



20 MM
70 PX

1.4 Logotypes

REDUCTIONS

To maintain the legibility of our brand, the maximum allowed reduction is 20 mm in the lettering width for printed application, or 70 px on digital platforms.

1.5 Logotype

APPLICATION RULES
ON BRAND COLORS.

Valid options for application.



POLYCHROMATIC VERSION
OVER BRAND BLUE:
ALLOWED GOOD CONTRAST



MONOCHROMATIC VERSION
WHITE OVER BRAND BLUE:
ALLOWED GOOD CONTRAST



MONOCHROMATIC VERSION
BRAND GREEN OVER BRAND BLUE:
PROHIBITED JUST POLYCHROMATIC
VERSION OR WHITE ALLOWED



POLYCHROMATIC VERSION
OVER WHITE: **ALLOWED**
GOOD CONTRAST



MONOCHROMATIC VERSION
BRAND BLUE OVER WHITE:
ALLOWED GOOD CONTRAST



MONOCHROMATIC VERSION
BRAND GREEN OVER WHITE:
PROHIBITED JUST POLYCHROMATIC
VERSION OR BRAND BLUE ALLOWED



POLYCHROMATIC VERSION
OVER PRIMARY AQUA: **PROHIBITED**
JUST OVER WHITE OR BRAND BLUE
ALLOWED



MONOCHROMATIC VERSION
BRAND BLUE OVER PRIMARY GREEN:
ALLOWED GOOD CONTRAST



MONOCHROMATIC VERSION
WHITE OVER BRAND GREEN:
ALLOWED GOOD CONTRAST



POLYCHROMATIC VERSION
OVER SECONDARY COLORS:
PROHIBITED ONLY WHITE VERSION
ALLOWED



MONOCHROMATIC VERSION
WHITE OVER SECONDARY COLORS:
ALLOWED GOOD CONTRAST



MONOCHROMATIC VERSION
BRAND AQUA OR BRAND BLUE
OVER SECONDARY COLORS:
PROHIBITED ONLY WHITE VERSION
ALLOWED



MONOCHROMATIC VERSION
BRAND BLUE OVER ILLUSTRATIONS OR
PHOTO: **ALLOWED** WHEN CONTRAST

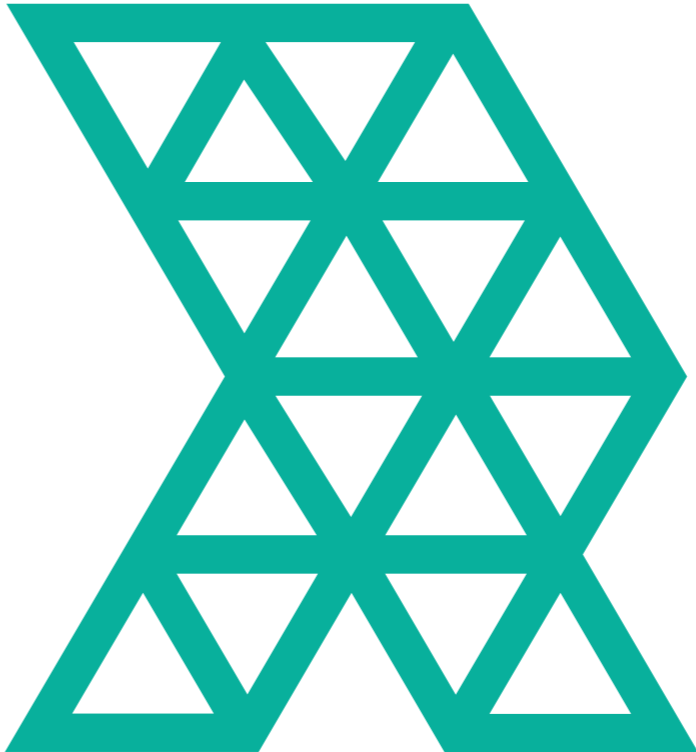


MONOCHROMATIC VERSION
WHITE OVER ILLUSTRATIONS OR
PHOTO: **ALLOWED** WHEN CONTRAST



POLYCHROMATIC VERSION
OVER ILLUSTRATIONS OR PHOTO:
PROHIBITED ONLY BLACK OR WHITE
VERSIONS ALLOWED

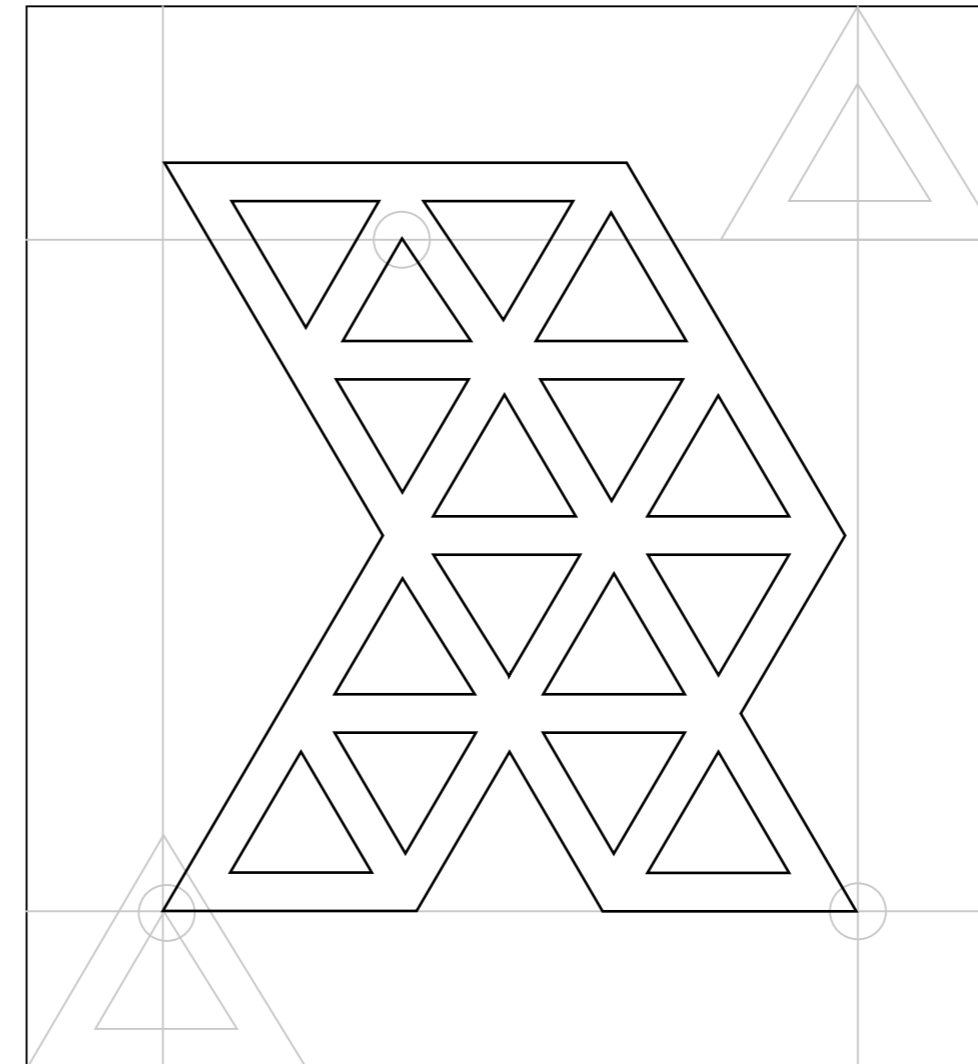
2. Icon.



2.1 **Icon**

SIMBOLOGY

This is our monogram and it can also represent our brand by itself.



2.2 Icon

EXCLUSION AREA

To preserve the complete legibility of the symbol, the brand must define a protective area around it. This space should not be occupied by other elements, such as texts, images, or other marks, to avoid interference.



6 MM

16 PX

2.3 Icon

REDUCTIONS

To maintain the legibility of our brand, the maximum allowed reduction is 6 mm in the width for printed application, or 16 px on digital platforms.

3. Chromatic universe.

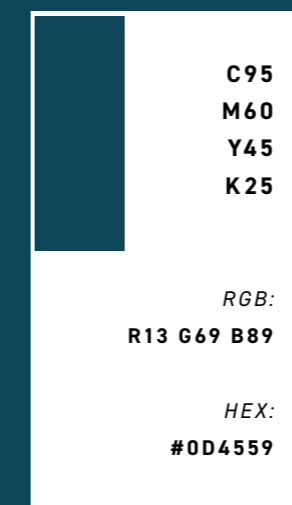
SECONDARY
BLUE #1



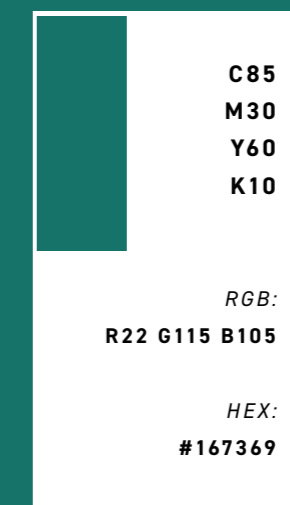
SECONDARY
BLUE #2



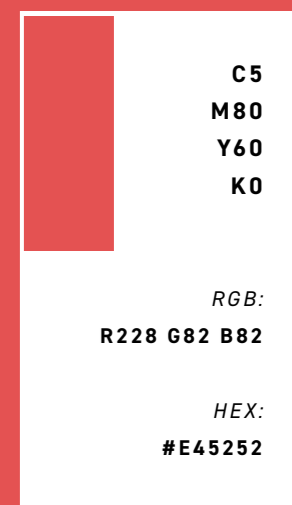
SECONDARY
BLUE #3



SECONDARY
GREEN



SECONDARY
RED



3.1 Chromatic universe

SECONDARY COLORS

Defining our universe is important because color is an instant message. Always prioritize HEX palette when digital formats are needed.



12% BRAND AQUA

5% BRAND BLUE

5% SECONDARY RED

5% SECONDARY GREEN

15% SECONDARY BLUE #3

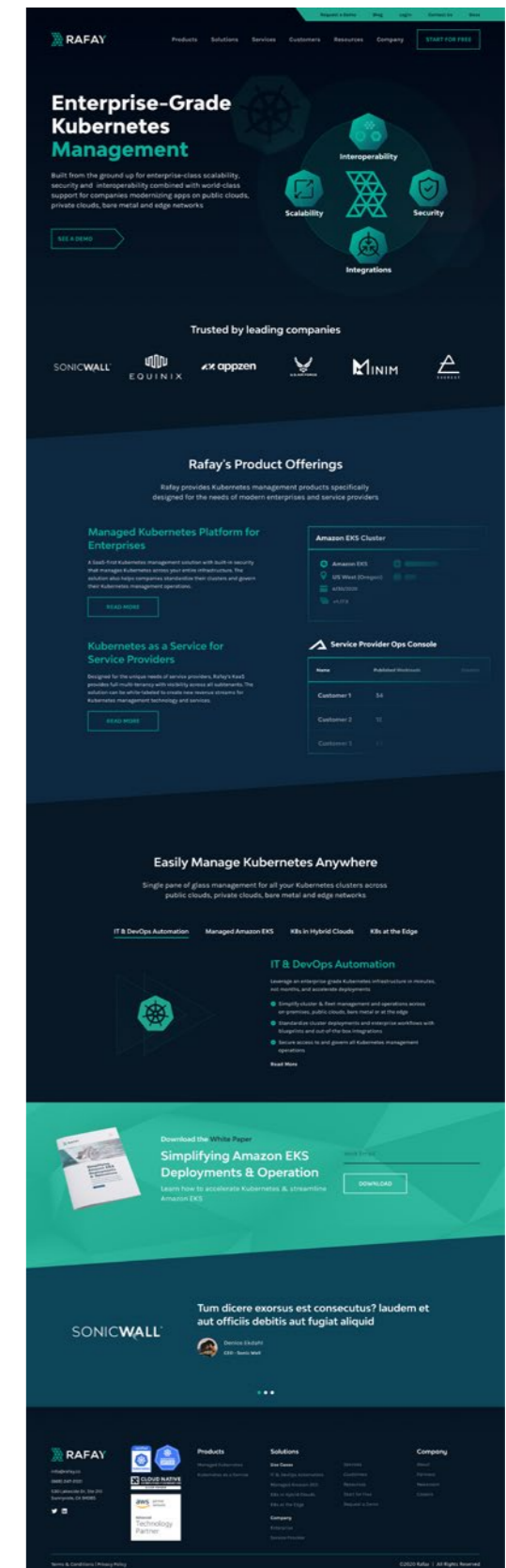
20% SECONDARY BLUE #2

38% SECONDARY BLUE #1

3.2 Chromatic universe

PROPORTIONS

Understanding color proportions.



EXAMPLE OF USING COLOR PERCENTAGES

4. Typography.



BW MODELICA FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 , ; : ! ? " & / *

4.1 Typography

INSTITUTIONAL FONTS

The typeface family is an integral part of a brand and should not be replaced or altered in its form.

For greater homogeneity, the same family must be maintained in legal communication and stationery.

The BW MODELICA typographic family can be used for complementary texts and in promotional materials, in all variations of its typographic family.

- Hairline *Italic*
- Thin *Italic*
- Light *Italic*
- Regular *Italic*
- Medium *Italic*
- **Bold *Italic***
- **ExtraBold *Italic***
- **Black *Italic***



HELVETICA TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 , ; : ! ? ” & / *

4.2 Typography

SYSTEM FONTS

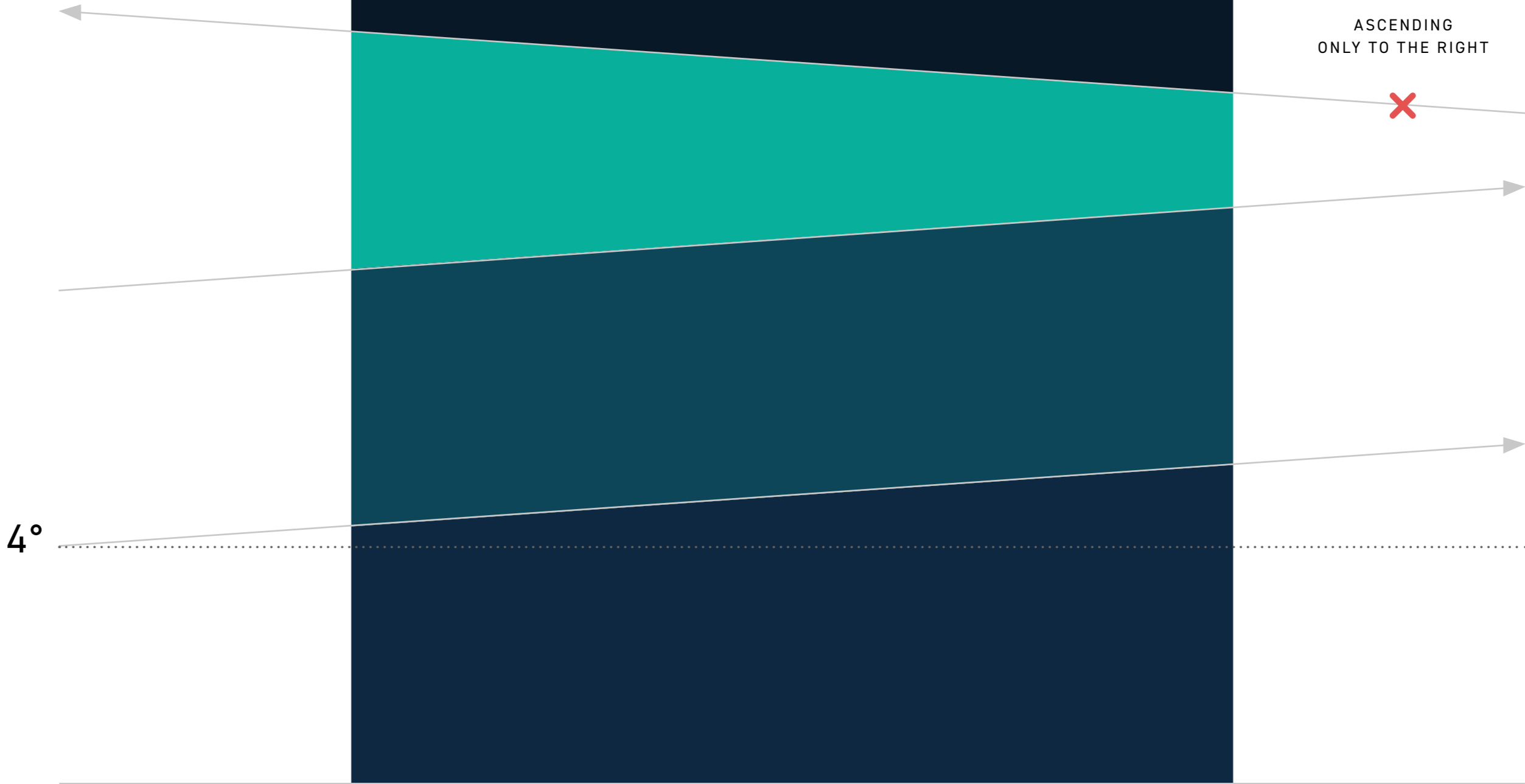
The typeface family is an integral part of a brand and should not be replaced or altered in its form.

For greater homogeneity, the same family must be maintained in legal communication and stationery.

The HELVETICA typographic family, in addition to being used in the composition of the brand, in bold and regular versions, exclusively, it can be used for complementary texts and in promotional materials, in all variations of its typographic family.

- Thin *Italic*
- Light *Italic*
- Regular *Italic*
- Medium *Italic*
- Bold *Italic*

5. Graphics.



5.1 Graphics

DIAGONAL CUTS

To strengthen our visual identity, we created a diagonal system to support rapid brand association.



THNX!

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The images presented in this manual are merely exemplary, constituting mere citations for the purpose of criticism and comment, in order to demonstrate the recommended applications for the developed brand. No other use or reproduction of these photos is authorized here, which, if they occur, will be the sole responsibility of the contracting customer.

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