



# Brand Identity Style Guide

Design

Logo & Brand Identity Guidelines

Company

**Riseup Labs**



## Logo Specifics

We are very proud of our logo, and we require that you follow these guide lines to ensure it always looks its best. Our logo is the combination of a simple and modern wordmark with the icon.

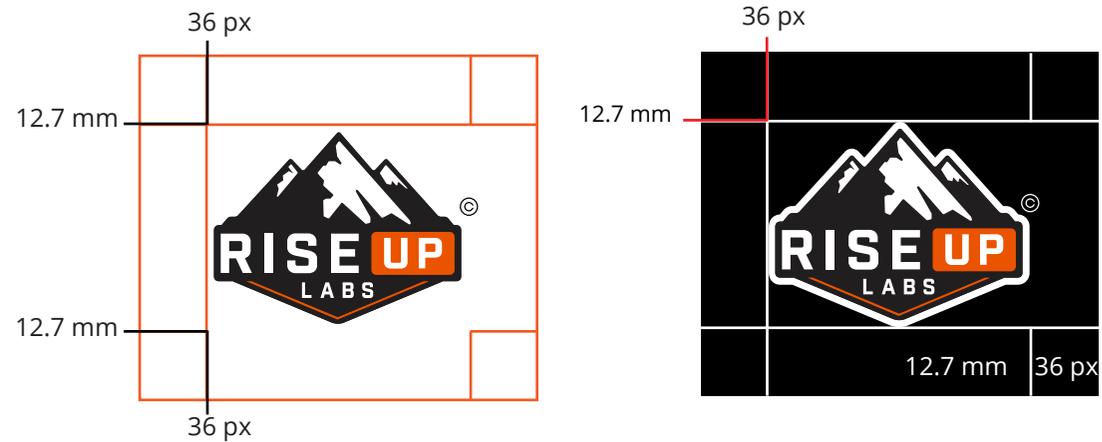
Our logo is the face of Riseup Labs - the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consisently.



**N.B: DON'T forget the Copyright "©" of the logo. Based on the background color & image, it should be changed by the designer.**

## Exclusion Zone

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height 36 px.



## Minimum Size

Stablishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.



Riseup Labs logo should never be smaller than 70px in digital or 20mm in print.

## Logo Variation & Background



## For Secondary Branding

**DON'T USE THE "LABS" WORD IN LOGO - A RARE CASE FOR BRANDING**



Full color



Full color with background



Full color with background



Full color with background



Full color



Full color with background



Full color with background

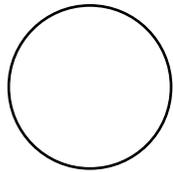


Full color with background

**N.B:** This is a more independent version and format for secondary branding of own product element but at a rare case. There will be no Colorless version for this will be only used in digital media. For print media, always use the main logo of Riseup Labs. If the same situation arise for other product, use the same style BAR, Same colored text from logo, but the copyright "©" in full black or full white.

# Colour Specifications

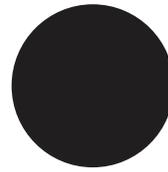
Riseup Labs has always been white, black & orange, and that won't change. While embracing a much more colourful language in our brand communications, Riseup Labs orange is our resting colour, used only in situations where the brand palette is not being used.



CMYK 0 0 0 0

HEX #FFFFFF

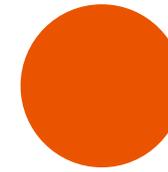
RGB 255 255 255



CMYK 0 9 6 87

HEX #211E1F

RGB 33 30 31



CMYK 0 64 100 8

HEX #EA5400

RGB 234 84 0

## Rules with Colours

Riseup Labs white, black & orange should only ever sit on white, black, gradient color or a non-duotoned photograph. Riseup Labs white, black & orange will mostly exist in the app. Riseup Labs white, black & orange should never be used as or with a colour from the brand palette, or a duotoned image.



**Black or White**



**Gradient Color**



**On Image**



**Brand Palette**

Don't use logo color as background color



**Duotoned Image**

## Logo Misuse

### DON'T MAKE THESE SILLY MISTAKES

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.



**NO**

Do not use the old stacked version of the logo.



**NO**

Do not apply a gradient to the icon or wordmark.



**NO**

Do not rotate the logo.



**NO**

Do not resolve the logo in different colours.



**NO**

Do not distort or warp the logo in any way.



**NO**

Do not outline or create a keyline around the logo.



**NO**

Do not use multiple logos or use the logo in a repeating pattern



**NO**

Do not substitute any colors of the logo or have multiple colors within the logo



**NO**

Do not use country name or programme name next to the Riseup Labs logo

## The Typeface Family

Only three font styles are to be used for typeface family.

- Title: Helvetica,
- All Headings: Circular,
- All Description: Open Sans

The Following Font Size is Applicable for Any Document Related work or PowerPoint.

### TITLE (HELVETICA - SIZE 28)

### HEADING 1 (Circular- Size 22)

### HEADING 2 (Circular- Size 18)

### HEADING 3 (Circular- Size 16)

### HEADING 4 (Circular- Size 14)

### HEADING 5 (Circular- Size 12)

### HEADING 6 (Circular- Size 11)

### All description (Open Sans - Size 11)

## Special Case for Design Related Work

You are fixed to use only the three font styles.

But you will have a great freedom to **use any of the fonts inside these three fonts' Family.** Helvetica (4 family fonts), Circular (8 family fonts), Open Sans (8 family fonts).

You also have freedom to **use any size** as per your requirement to the Promo Materials. Yet you're **fixed to use fonts in the following format:**

- Title: Helvetica,
- All Headings: Circular,
- All Description: Open Sans.

**N.B : - Title & Headings should be always in Bold font;**

**- Title & Heading text can only be used in Capital case for full sentence or Capital case per word;**

**- Description can be used in Bold/Italic/Regular but the font size must be same;**

**- Any Hyperlinks should follow the "#ff3400" font color.**

**- For print materials such as- leaflets, banners etc. these sizes may vary but you must follow the text size ratio.**

**- Special Case is only applicable for Graphical elements for designers.**

## Font Color

ALL THE DESIGN AND PROMOTIONAL MATERIALS **MUST** FOLLOW THE BELOW COLOR FORMAT.

You are free to make gradient color from similar color properties/family, e.g. Gradient from Black variations, Gradient from Orange variations. But you cannot make gradient with Black/White with Orange, as these are in different color family.

### Primary Colours



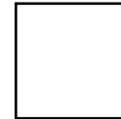
#EA5400



#211e1f



#000000



#ffffff

### Secondary Colours



#f69839



#FFA500



#FF8C00



#FF7F50



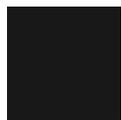
#f69839



#FF4500



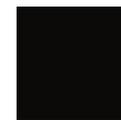
#FF3400



#191818



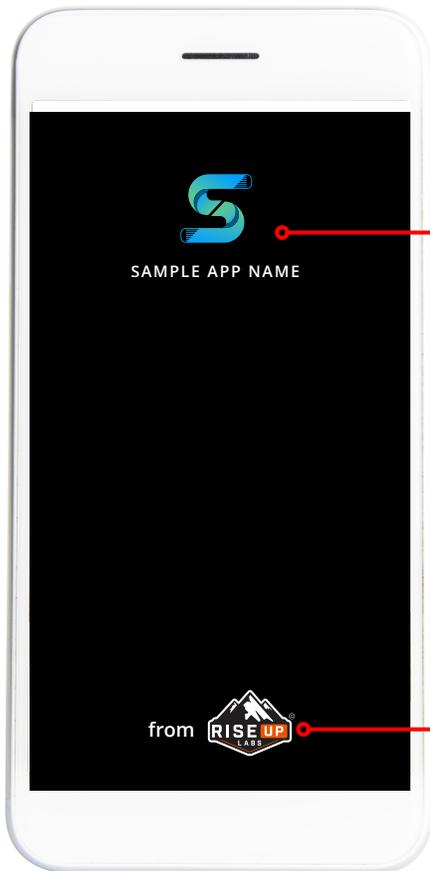
#2B2A2A



#0C0909

# Website, Mobile Apps, Games, or Other Projects' Brand Identity

## Follow this for Riseup Labs Own Product Branding



App name & App icon should be used on top

Branding can be either in the middle or in the bottom based on the App design.

N.B: "from" word should only be used as "from".

## Follow this for Client & B2B WorkBranding

Riseup Labs

Designed & Developed by: Riseup Labs

Designed & Developed by: Riseup Labs

Designed & Developed by: Riseup Labs

Designed & Developed by



Designed & Developed by



Designed & Developed by: Riseup Labs



N.B: Name of the company and company logo shouldn't be used together. Either one of the item will be used.

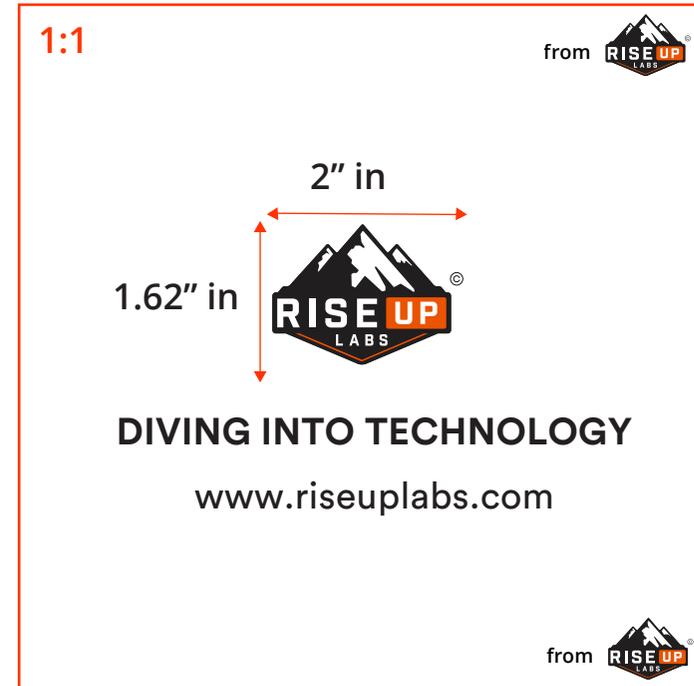
# Guideline for PowerPoint Presentation Use

## COVER PAGE:

- For company presentation, the cover page format will be in this sequence **“LOGO, TAG LINE, WEBSITE LINK”**.
- For product or other promotional materials it isn't fixed. However, in that case, coverpage will have - **“TITLE / HEADING, LOGO and WEBSITE LINK”**

## MIDDLE PAGES:

- For any kind of product presentation, in the **Bottom or Top right corner** logo needs to be used as **“from Riseup Labs Logo”**. **“from”** word should only be used as **“from”** based on app presentation.
- For company presentation, only **“Riseup Labs Logo”** needs to be used in all pages **at the Bottom or Top right corner**.



**N.B: DON'T forget the Copyright “©” in the logo and to change it's color as per the guideline. It has to be visible as per the guideline. There will be no compromise to use the logo in other positions.**

# 10 Must Follow Things to Remember

1. Always use correct logo artwork
2. Never modify or recreate the logo
3. DON'T forget the Copyright “©” in the logo and to change it's color as per the guideline
4. Maintain proper exclusion zone while using logo
5. Always use Helvetica (for Title), Circular (for any Headings), Open Sans (all description) font as per the guideline.
6. Helvetica Title should and only should be used on Cover or Top of your Material.
7. DON'T forget the Font Size in your material. It has to be in the same format and you can choose any Heading format for your material.
8. Always use Riseup Labs colour palette
9. Do not use country name or programme name next to the Riseup Labs logo
10. When in doubt, ask the Product Manager or if you're an external person, just shoot an email to [contact@riseuplabs.com](mailto:contact@riseuplabs.com).

**N.B: If you want a copy of our Brand Guidelines, if you are designing communication materials related to Riseup Labs or if you have any other requirements, questions, comments or feedback, please contact us.**