RI SCALE

Styleguide

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1. Intro

Welcome to the RI-SCALE brandguide. This guide contains a detailed overview of all parts that make up the RI-SCALE visual identity. You'll have a basic understanding what the building blocks are, what define them and how to use them in a coherent, uniform and structured way.

This way we protect the already built branding and can strive forward to keep improving on our visual language. Therefore, this guide is meant to be an inspiration, not so much a list of restrictions. There are some basic rules, but they should not be complicated and are not at all restrictive of creativity.

This guide is structured in a way so you can find desired assets easily. In the top left of each page you will find a link to files (for example logo's or font files) and/or a link to the applicable website pages (for example more information about a certain subject).

Since this guide is quite detailed, we put a lot of thought in the in-guide-navigation. You are able to click on titles on the contents page to instantly jump to the specific page. On every page you are able to instantly go back to the content overview page by clicking on "Back to contents" in the top left. At any time, you are also able to skip ahead to the next chapter by clicking "Next chapter" in the top right. Each chapter page also has all the contents contained in that chapter listed and are clickable here as well.

1.1 Intro to this guide

RI-SCALE's design language has been created to be modern, sophisticated and approachable. The main pillars of our visual identity are a strong uniformity in typography, color, sharp shapes and curated photography or video.

Primarily to create a strong RI-SCALE look & feel you should set your typography first. Then, using our brand colors in these fonts. Next, use a lot of white and spacing around your elements. We will go into detail on how to get, install and use our fonts and colors in upcoming chapters.

1.2 Design language

The location of our assets are structured in a
coherent overview. Desired assets can be found
by clicking on the "View files" link in the top left
of each page. If there is no link visible, then there
are no files applicable on that specific page.
If you cannot find your desired asset, please
contact eric.graventein@egi.eu.

1.3 File locations

2. Logos

RI-SCALE Main Logo –
Full Color

The RI-SCALE main logo is the core of all of our internal and external communications. It contains the DNA of our way of graphic communication in the form of colors and shapes. Largely consisting of RI-SCALE's primary black, and it's secondary color RI-SCALE orange. Using sharp shapes to convey a modern and professional look & feel. This version is to be used primarily when ever possible on a white background.

RI-SCALE Main Logo –
White

When the full color variant of the RI-SCALE logo is not readable, for example on a busy or non-contrasted background, we use the white variation displayed here on the right. The same values and rules apply to this variant.

2.1 Primary logo

RI-SCALE Logo Type – Black

In some cases, it might be more practical to only apply the RI-SCALE Logo Type. This could be when the logo can only be placed very small, where the icon gets unreadable. This will damage the overall look & feel of our branding. Therefore, we choose to remove the icon and put the Logo Type as large as possible relative to the design.

RI SCALE

RI-SCALE Logo Type – White

The same applies for the white variant, when the black Logo Type variant is not readable because of a busy background or such, we apply the white variant to maximize readability and maintain our strong recognizable logo.
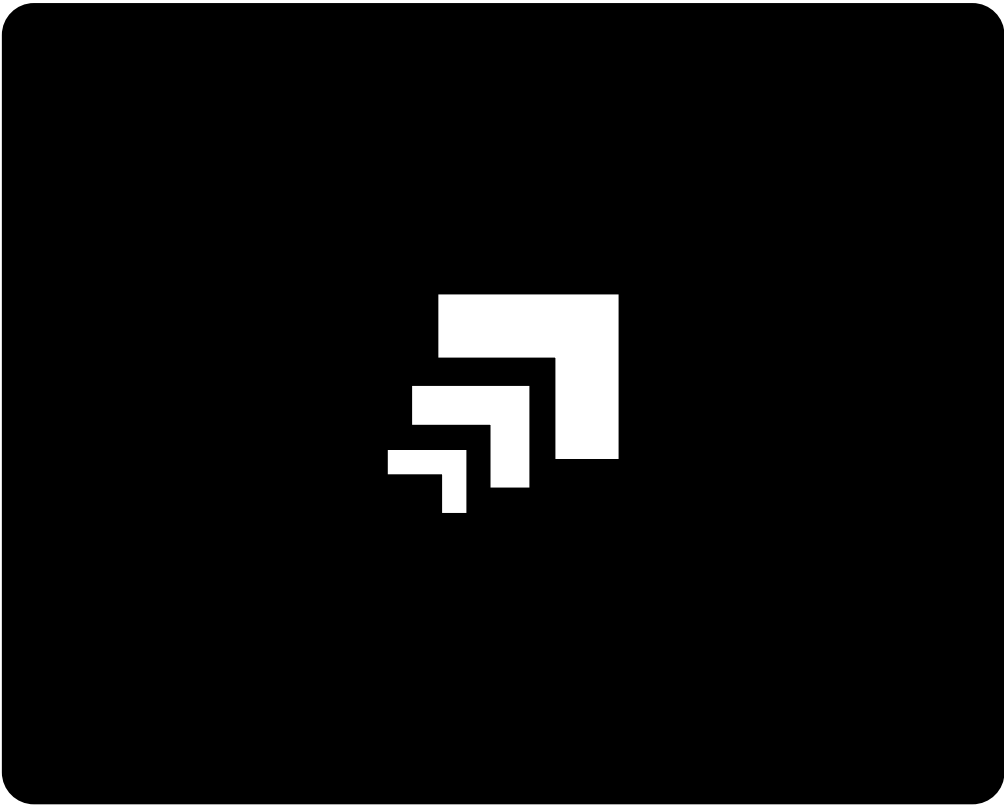
RI SCALE

2.2 Secondary logo

RI-SCALE Icon – Full Color

The Icon left to the logo can also be used as a separate element for when the full logo cannot be used. It is a simple yet strong icon that should always be used in the color scheme presented on the right.

RI-SCALE Icon – White

When the full color version of the icon is not a practical option, you can go for the white icon to maintain optimal readability and recognision.

2.3 Icon

RI-SCALE Logo – Spacing and alignment

The shape of the RI-SCALE logo requires close consideration regarding the amount of whitespace. All tough the correct alignment does not differentiate much compared to the wrong alignment, the difference can be massive. This is relative to it's surrounding box. In some cases, the difference is much more obvious.

It is up to the designer to optically align the logo, generally taking an even amount of spacing from the top and left side and adding the difference to the right and bottom side produces the required spacing.

Besides the optical-alignment of the logo in combination with the surrounding whitespace, the actual whitespace itself needs to be sufficient for the logo to breath. Placing elements too close to the logo will cause the design to look busy. Besides that, it will negatively impact the overall look & feel of the RI-SCALE brand.

Please review the example on the right to get an idea of the minimum necessary amount of whitespace around the RI-SCALE logo. This is a general rule, going for all logos in the RI-SCALE visual identity.
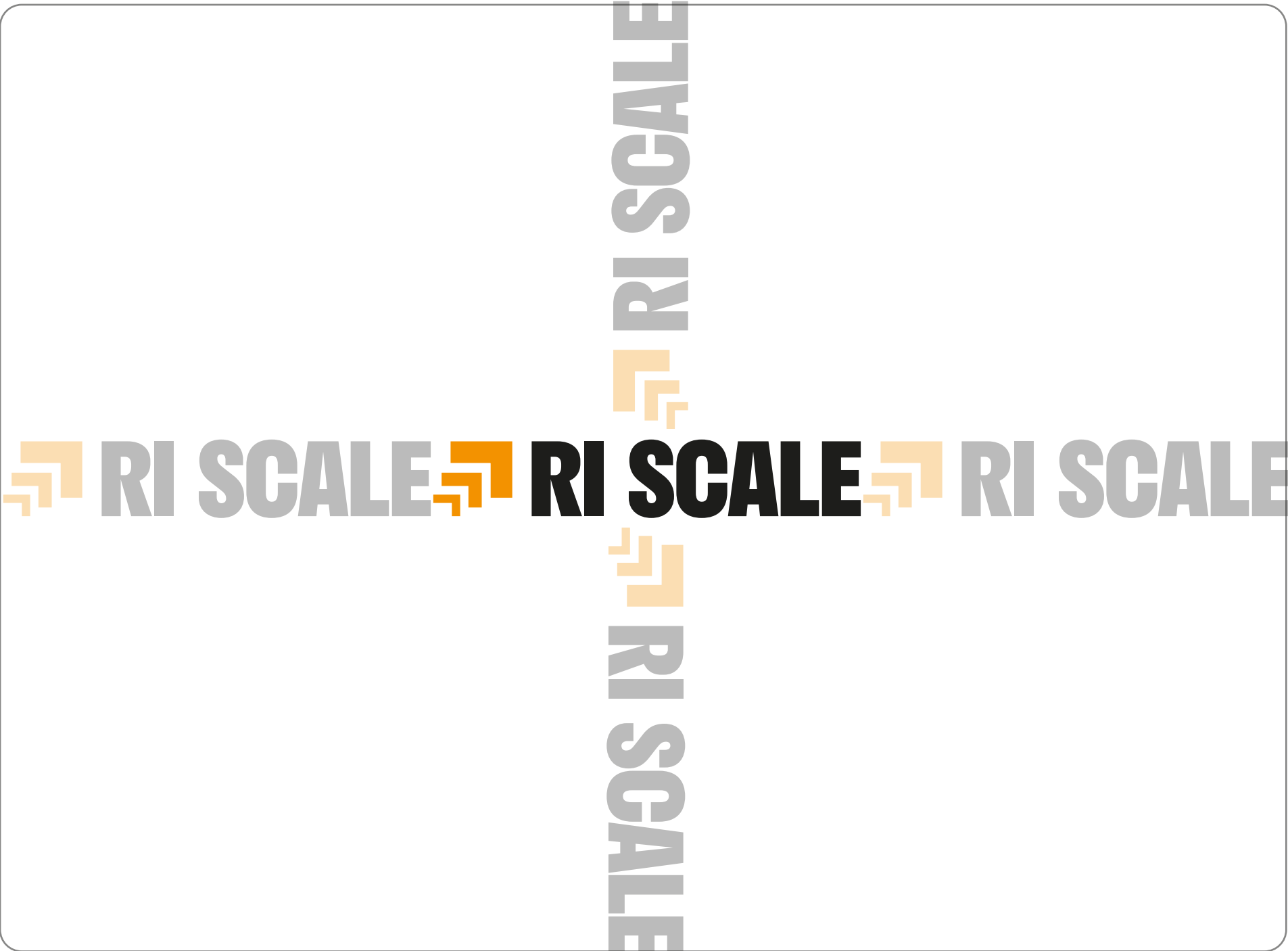
2.4 Logo Whitespace

Wrong size & dimensions

Besides using enough white space around all logos in the RI-SCALE brand, it is crucial to use correct sizing and dimensions. This means we do not stretch the logo or place it too big or small relative to other elements in the design. Like in the example on the right, the logo is stretched and too large. Resulting in an unprofessional, out of balance design and no visual hierarchy.
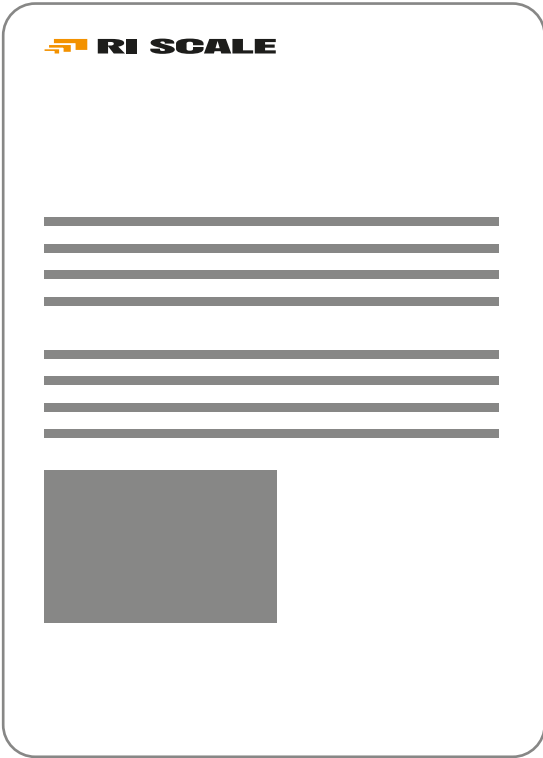
Wrong

Stretched and wrong relative sizing

Compared to the content on the page, the logo is not sized accordingly. On top of that, the aspect ratio is incorrect- or in other words, the logo is 'stretched'.

Correct size & dimensions

Using an appropriate size for the logo has many benefits; such as a more clean, professional, modern look. Often, designers get requests to make the logo bigger, resulting in a design that is out of balance and without the correct hierarchy. The difference between sizing and dimensions is that sizing refers to the scale of the logo on the page (relative to other elements). Where as the dimensions in this context is used to refer to the width and height needing to be correct. So we will not get stretched logos like in the example in the top right.
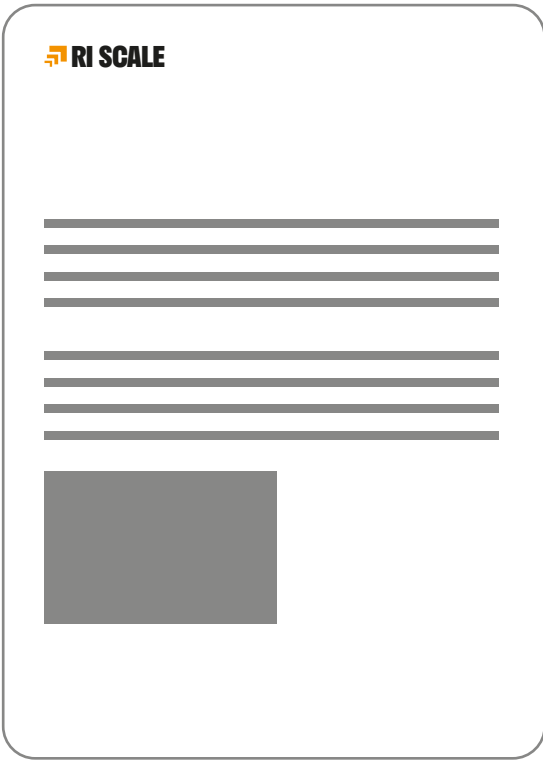
Correct

Correct ratio and size

The logo has the correct size relative to the other elements on the page. The logo is not stretched, maintaining our strong and recognizable RI-SCALE brand identity.
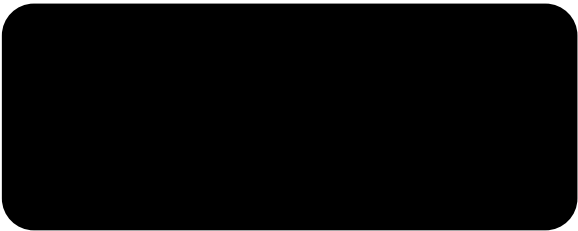
2.5 Logo Size

3. Main colors

Primary Colors

The following are the main colors that characterize the RI-SCALE brand and consequently its website graphic interface. In particular, black is used for headings and highlighted texted contents, while the other colors are used for highlights, accents and elements of interaction (buttons, texted buttons, arrows etc.).

Black

CMYK:	C0 M0 Y0 K100
HEX:	#000000

Orange

CMYK:	C0 M50 Y97 K0
HEX:	#f39200

3.1 Primary Colors
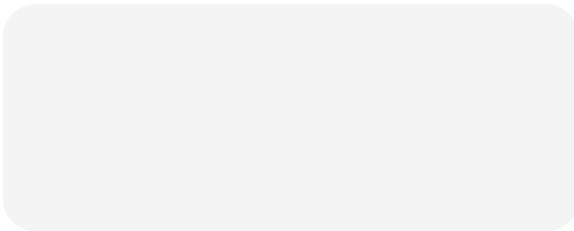
Background colors

The following colors are those used for the small and larger user interface backgrounds. In particular, the main background is white, while the most part of the highlighted areas backgrounds are Light Gray. Dark Black is used for other relevant areas. Dark Gray is used for the footer background. Cards (both interactive and non-interactive) are white with a medium gray border.

White

CMYK:	C0 M0 Y0 K0
HEX:	#FFFFFF

Light gray

CMYK:	C0 M0 Y0 K6
HEX:	#F7F6F7
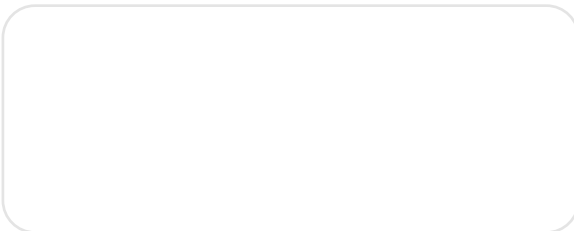
Border gray

CMYK:	C90 M60 Y0 K0
HEX:	#E4E4E4

Dark gray

CMYK:	C0 M0 Y0 K50
HEX:	#999999

Black

CMYK:	C0 M0 Y0 K100
HEX:	#000000

3.2 Background Colors

4. Typography

Typography colors

For coloring our typography, we primarily use black for headings and dark gray for paragraphs. When you are placing text on a background (colored or photograph), we recommend making all your text white, so it remains readable. For more info, please review the backgrounds section in the photography chapter.

Black

CMYK:	C0 M0 Y0 K100
HEX:	#000000

Dark gray

CMYK:	C49 M38 Y38 K19
HEX:	#828282

4.1 Colors

1. Stratos

Stratos is RI-SCALE's primary typeface, and it should be used in every design and / or outing. Because RI-SCALE maintains a professional look & feel, it relies strongly on its typographic styling.

Closely consider the size and color guides when setting your type in your design. This way we can maintain our uniform global look.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz0123456789(''€%&=;,:._?!*)

2. Figtree

If for what ever reason you cannot use our primary typeface, please use Figtree instead.

Figtree can be downloaded on Google Fonts and is compatible with most online design tools.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz0123456789(''€%&=;,:._?!*)

3. Arial

Arial is used as a last resort to maintain a uniform look & feel. It is pre-installed on most computers and supported by all software programs such as

the Microsoft Office suite and in-browser design software.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz0123456789(''€%&=;,:._?!*)

4.2 Typefaces

Header

Page header for front covers and such

Font:	Stratos Bold
Letter size:	110pt
Line height:	120pt
Letter spacing:	-40pt

Outline

Outlined header for some variety

Font:	Stratos Bold
Letter size:	110pt
Line height:	120pt
Letter spacing:	-40pt

Sub-header

Sub-headers for title pages and such

Font:	Stratos Bold
Letter size:	60pt
Line height:	60pt
Letter spacing:	-30pt

Medium headers

Medium headers for above small headers

Font:	Stratos Bold
Letter size:	40pt
Line height:	40pt
Letter spacing:	-30pt

Small headers

Small headers for in between paragraphs

Font:	Stratos Bold
Letter size:	28pt
Line height:	31pt
Letter spacing:	0pt

Paragraphs

Paragraphs texts

Font:	Stratos Bold
Letter size:	9pt
Line height:	14pt
Letter spacing:	0pt

4.3 General Style

5.1   Outro: Contact

5. Outro

Thank you for reviewing our brandguide
and making an effort of keeping our visual
language uniform. If you have any questions
regarding this guide or designing RI-SCALE
work, please contact eric.graventein@egi.eu.

5.1 Outro