

Project R

Brand Guidelines

[Internal Use Only]

Brand design elements

This document breaks down how to use the six different brand elements to create brand expressions that best reflect R World.

With these elements we can create a brand that forever changes the way the world thinks about sustainability in tech.

All elements are available to download from the portal [here](#)



Brandmark



Design principles

AaBb

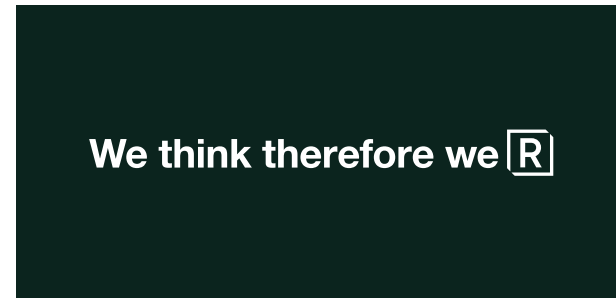
Typography



Photography



Colors



Campaign

Core values

Our core values map out the purpose of our brand, giving clear direction on where we are going and how we intend to get there.

For more on our core values, please see our inspirational brand manifesto film [here](#)

We're leading a revolution in tech through changing the way the world views and uses technology.

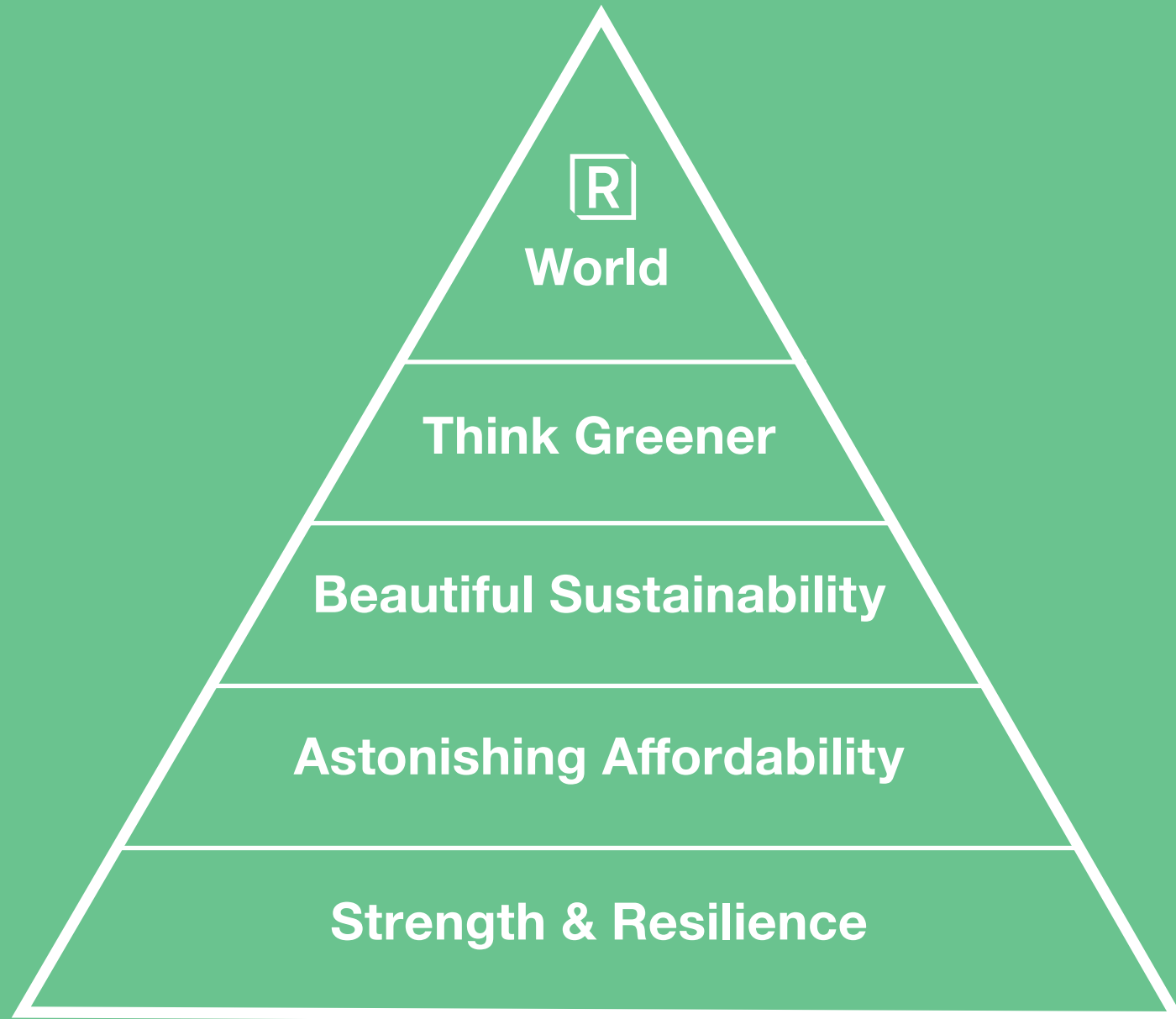
We want to lead a movement toward a smarter and greener future.

Embracing the strength and resilience of nature to create something that's beautifully sustainable and astonishingly affordable.

One world. One R

Core values pyramid

Our pyramid maps out how our values ladder up to creating a world of R.



Brandmark usage

Safe-zone brandmark

To get a general safe-zone for the primary brandmark, simply use the half the height of the symbol at your current scale. Much like in nature, the R will thrive when given space to breathe.



Brandmark edges

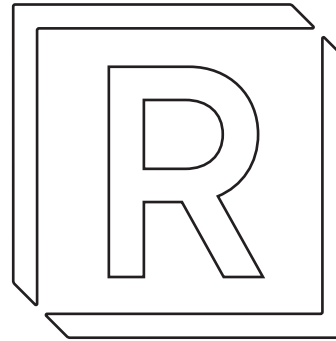
All of our angles are curved. This is a bold reflection of our brand tone-of-voice. We have strong points to make, but we do it with a smooth, softer edge. We are never sharp or dangerous.



Brandmark usage

Brandmark Do Nots

The brandmark should always be used straight and in flat colors. You should never rotate it, skew it, add additional textures, gradients or treatments to the brandmark.

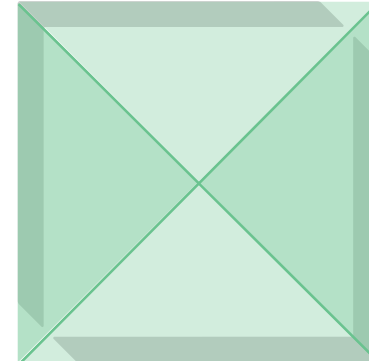
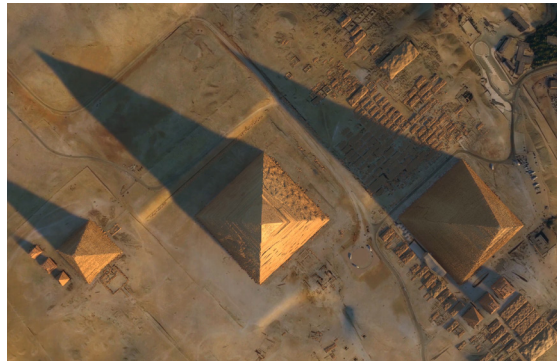


Design principles

The strength of the pyramid

Triangles are the strongest shape there is. Any weight placed on them is evenly distributed on all 3 sides. No matter how much weight you put on any side, it will not break. This is why we have built hidden triangles into our brandmark; to display our strength and unwillingness to break.

Our blending of the geometric square and triangle shapes have been inspired by the aerial view of the Giza Pyramid; one of humankind's most impressive achievements. Face-on they are triangular, yet overhead they are squared.



Brandmark usage

Speechmark

When we make our statements we hold them within our speech mark.

Our brandmark is designed to open up a world of conversation and debate. An entire universe of thought can fit in between our mark. Only one word can be held within the brandmark; but it only takes one word to start a world of conversation.

To help you better understand our speechmark, we have left a few blanks for you to fill in. Have fun!

Reinvigorated

R

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R

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R

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R

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Brandmark usage

Speechmark

Note please do not use the brandmark mid-sentence or mid-word.

Upg**R**ade^x

Avoid shorthand or slang.

Ru gd?^x

Never force the use of the brandmark.

Sustainable**R**^x

Typography

Primary Type
Helvetica Neue Bold
Tracking: -10

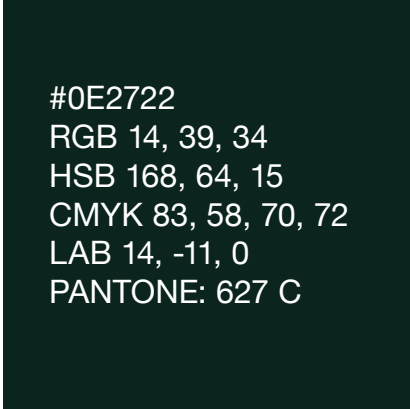
The most iconic, universally
recognisable typeface. A classic,
yet contemporary choice.

It's everything the R stands for;
accessible, sleek, effortless
and minimal.

**AaBbCcDeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz1234567890
!?:;@£\$%&™**

Color

Our color choices are reflective of our core values - the push for a greener world.

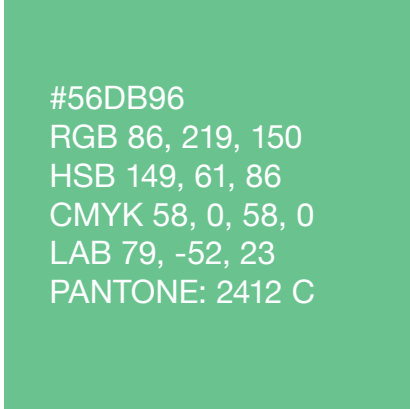


#0E2722
RGB 14, 39, 34
HSB 168, 64, 15
CMYK 83, 58, 70, 72
LAB 14, -11, 0
PANTONE: 627 C

BUSH

Inspired by the deepest shadows of the forests, jungles and grasslands found throughout the world.

Our primary color is mysterious, seductive and rich. The perfect backdrop for our bold, innovative messaging.



#56DB96
RGB 86, 219, 150
HSB 149, 61, 86
CMYK 58, 0, 58, 0
LAB 79, -52, 23
PANTONE: 2412 C

CANOPY

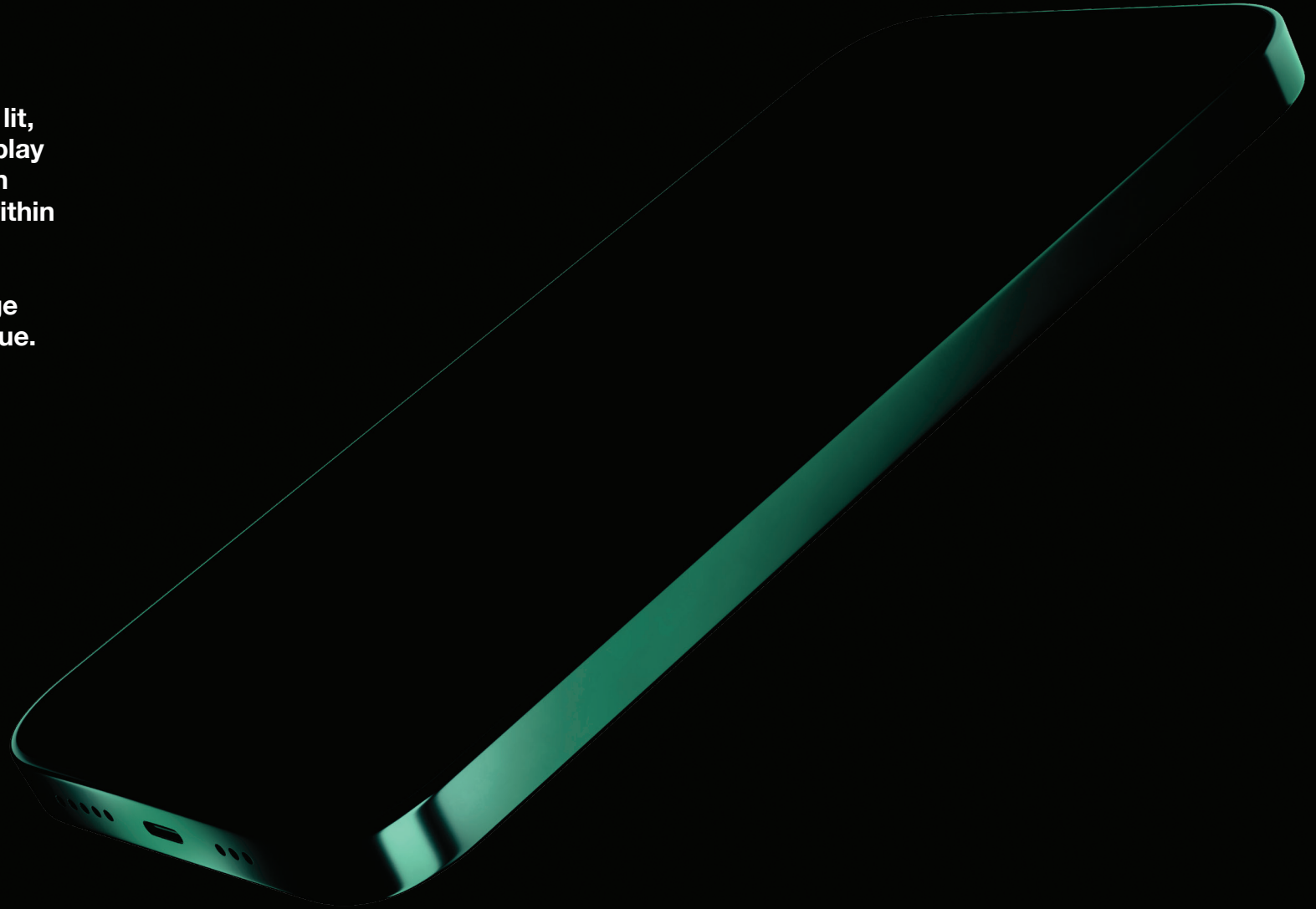
Our secondary green is a shade that has been exposed to more natural light, high above the depths of the forest.

It acts as the highlight within our brand world; shining a light on the more important aspects within our comms.

Key visual

Our hero phone is dramatically lit, set at an epic angle to best display its curves and edges. It floats in space, revolving and orbiting within our communications.

At least 30% of our phone image must display the brush green hue.



Campaign direction

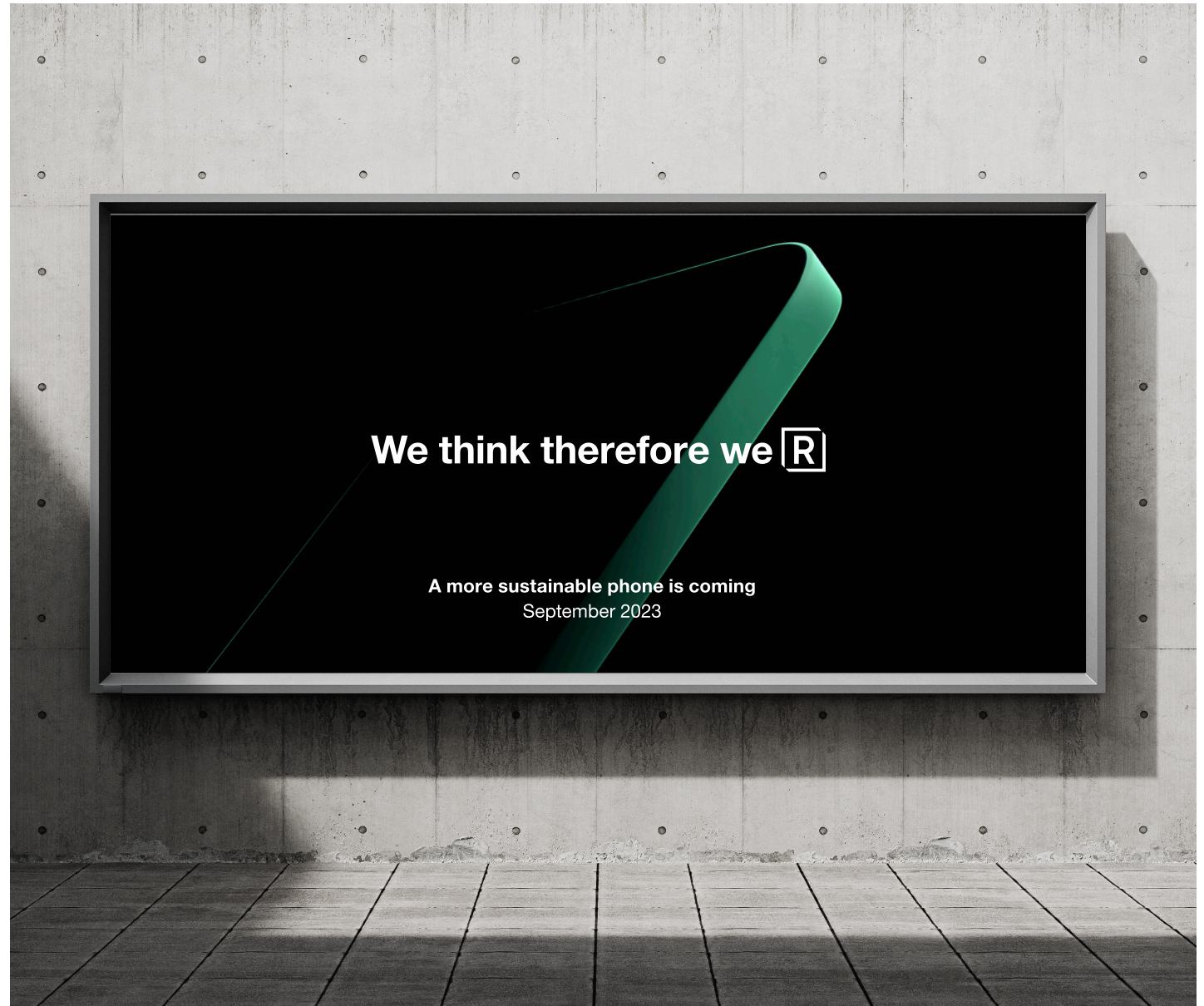
We should always lead with the device photography. Our headline and typography must not overpower the overall visual.

Our lines are deliberately vague and 'just enough' to lure.

They are intriguing, yet inspirational. They say little but say so much. They do not dominate the artwork, but their presence is unmistakable.

Hierarchy

HEADLINE
SUB HEADLINE
LAUNCH DATE



Campaign direction

Video guidelines

Featuring obscure, geometric angles of our rotating device, we will build intrigue through use of macro imagery.

Our messaging will poetically introduce the R, and the role it will play in changing the world.

[\(Link to video guidelines here\)](#)

