

tomorrow. today.



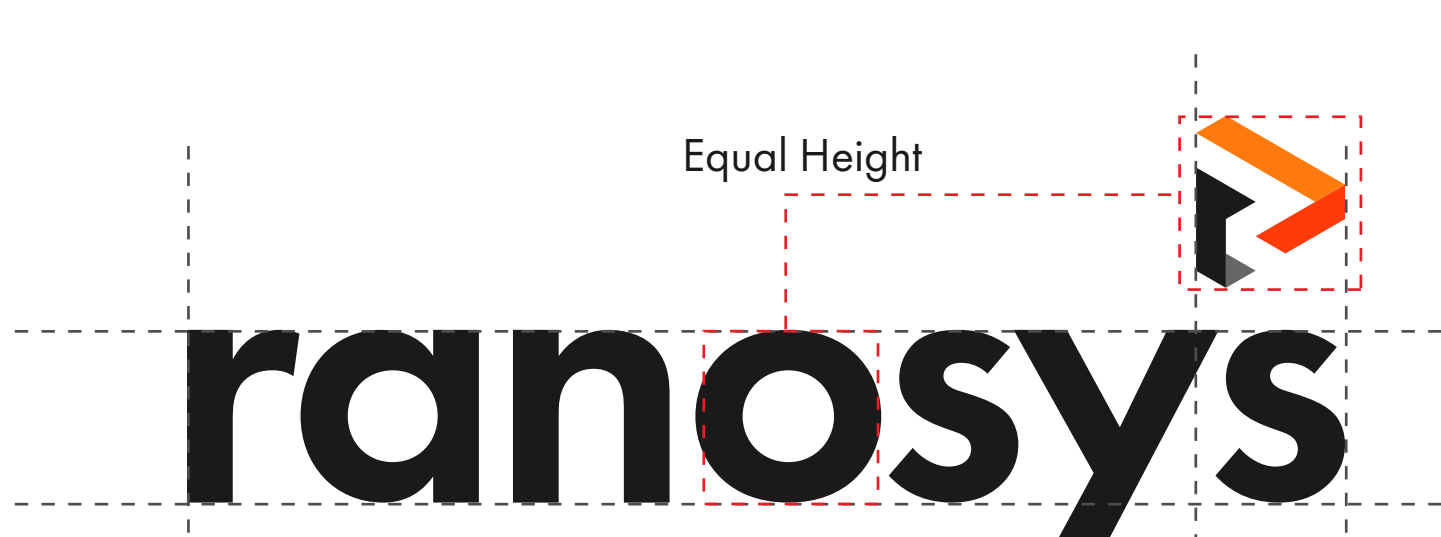
ranosys



The Logomark

Icon is the unique and memorable visual representation of ranosys product

Logo is simple, modern, friendly, caricatured in ratio so that the icon is appropriate for use at small sizes.

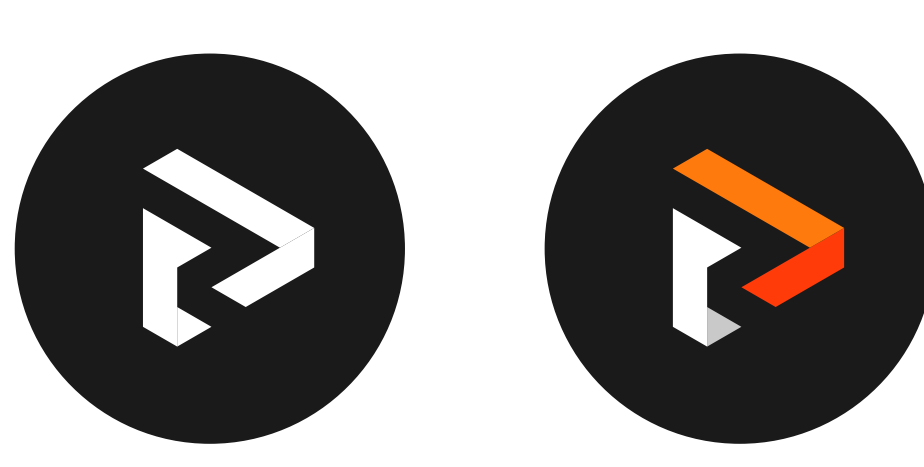
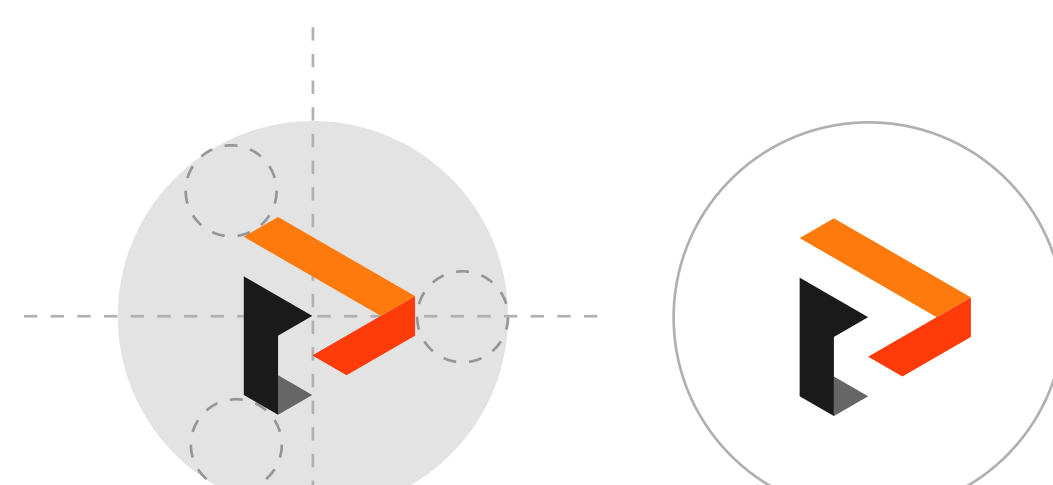


The Parent Brand logo (horizontal)

The primary logo for the parent brand is the logomark and the logotype together
They should always appear in this size relationship
Always use the logo files provided in the logo pack
Do not recreate

Logotype

The Ranosys logomark is a custom mark based on the Futura PT (Demi)
The logotype is always Black or White



Logo construction and clear space

For clear space around the logo, use the uppercase "r" (or 40% of the height of the logomark) as a guide



Logos on background colors

The full color logos should only be used on very light or very dark backgrounds.
Don't use the full color logo on top of a photograph or gradient unless it sits on a very light or very dark area of the image.



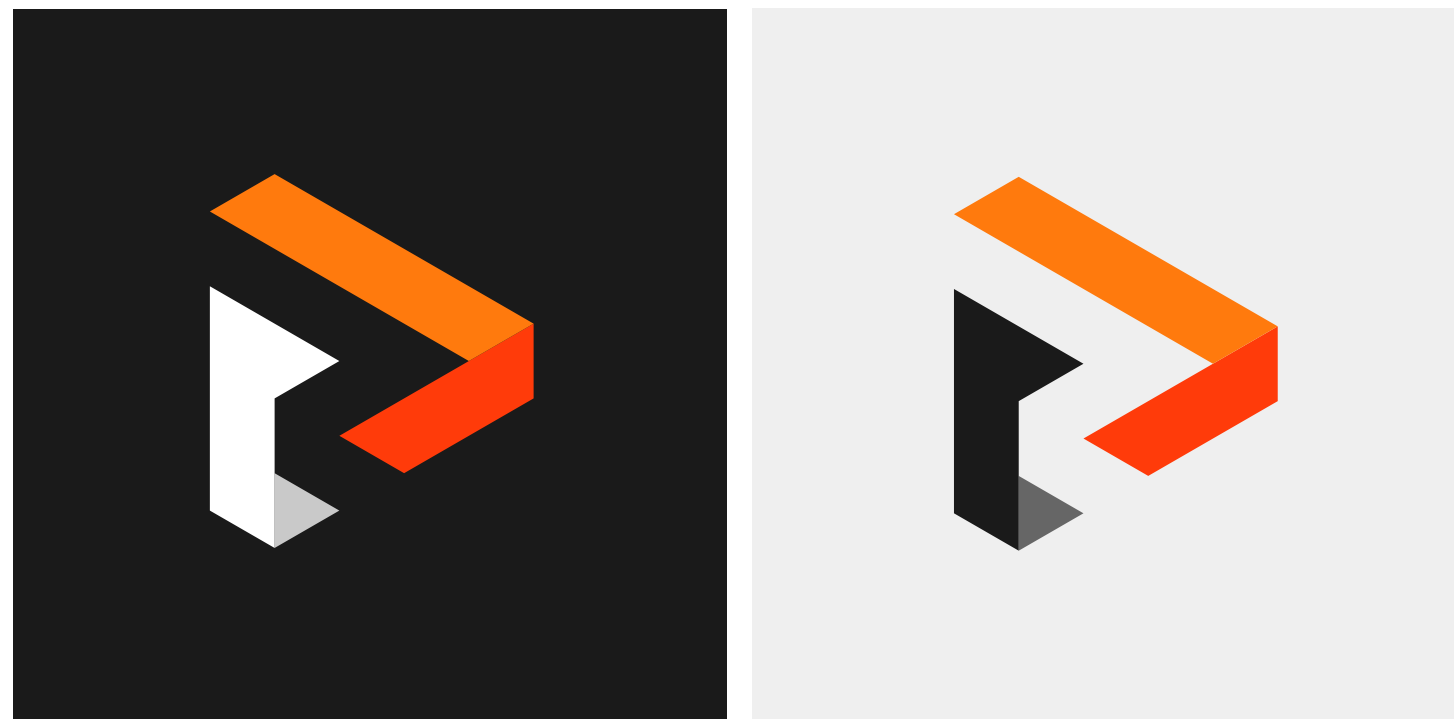
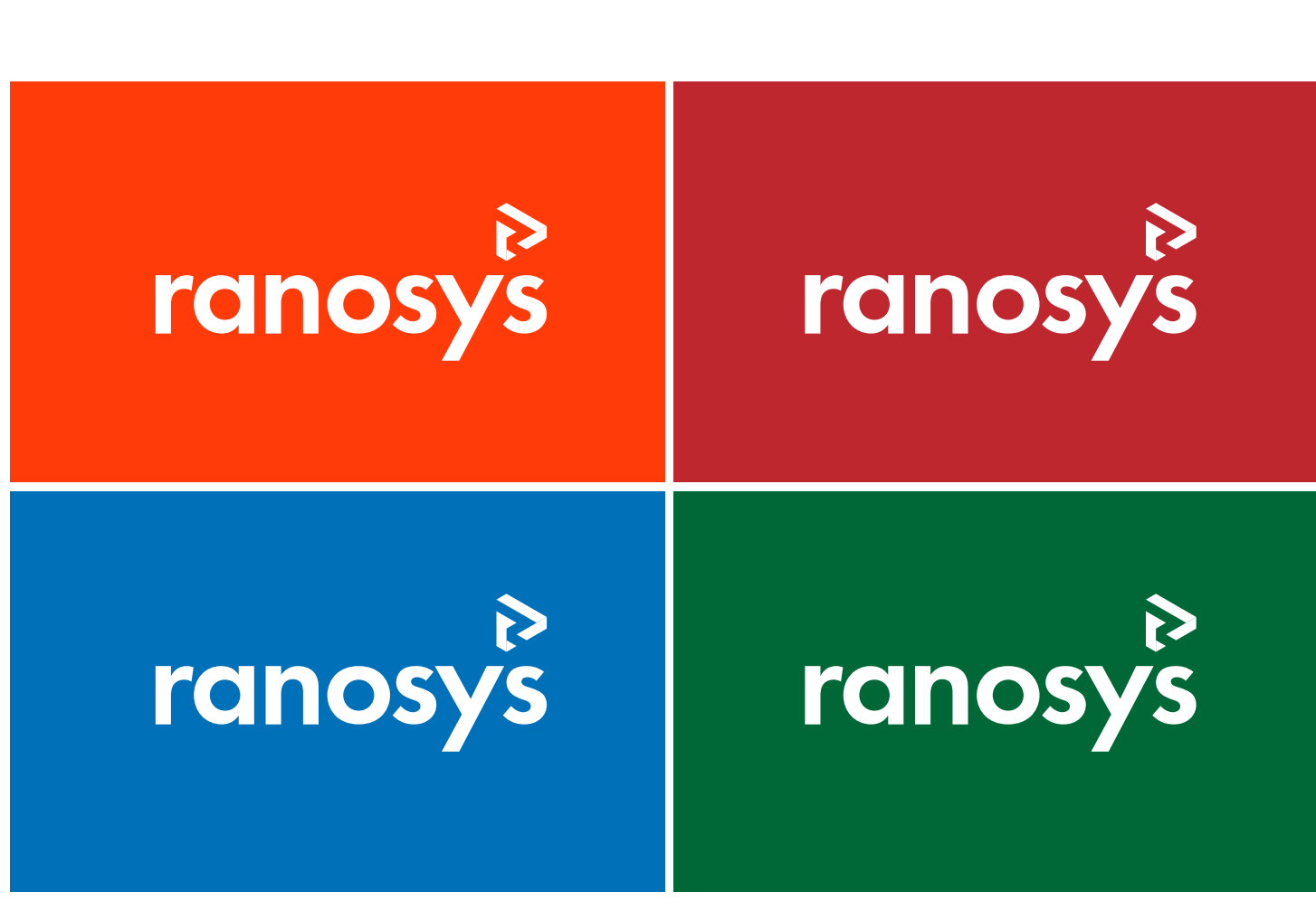
✓ Logo in light area stays legible



✗ logo gets lost in midtones, or areas with lots of color

The Parent Brand one-color glyph

The full-color logo is our primary logo.
In cases where we need a single color glyph, please use only either Black or White for the glyph and the wordmark.



Used Color Code

RGB for Digital Media CMYK for Print Media

RGB - #1a1a1a	RGB - #666666	RGB - #ff3b0a	RGB - #ff7a0d
CMYK - #1a1a1a	CMYK - #676767	CMYK - #ef4223	CMYK - #f47a20

Used Color Code for Website

Primary Colors

RGB - #1a1a1a	RGB - #ff3b0a	RGB - #666666	RGB - #ff7a0d

Secondary Colors

Tertiary Color

RGB - #f3f3f3

Tertiary color used for website background

Used Color Code for font

RGB - #1a1a1a

Used Color Code for font

RGB - #666666

Used Font for

- All presentation and website will have heading in Poppins font with lowercase letter and paragraphs in Sours Sans pro font.

lorem Ipsum

LOREM IPSUM IS SIMPLY DUSTRY.
lorem Ipsum is simply dusty.
lorem Ipsum is simply dusty.

Source Sans Pro

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel

- Google docs and official Ranosys doc will have Calibri font

lorem Ipsum

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Calibri