

rightWARD

Brand Book



Logo Design

The brand features two primary logos: a logotype, which presents the brand name in a distinct typeface, and a logomark, a standalone graphic symbol that represents the brand.

These logos should be used consistently and appropriately across all applications to ensure cohesive brand identity.

LOGOTYPE

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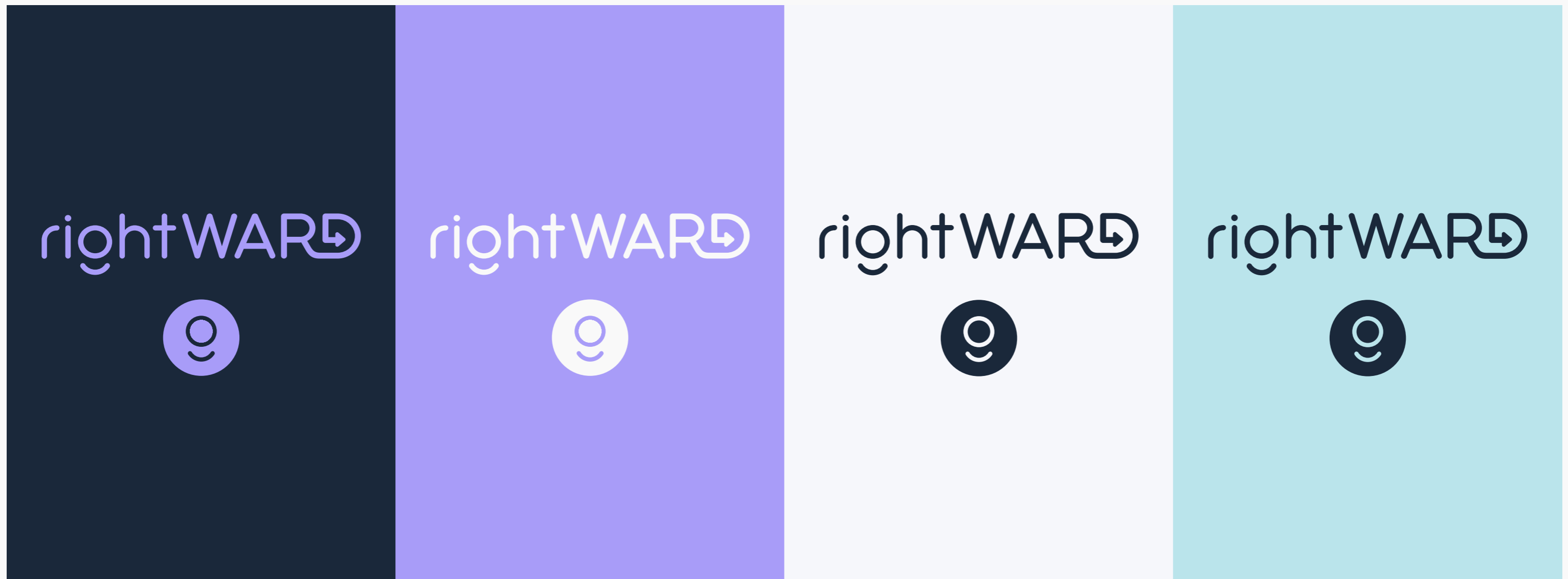
LOGO MARK



Logo Usage

For consistency, follow proper application of the logotype and logomark on light and dark backgrounds.

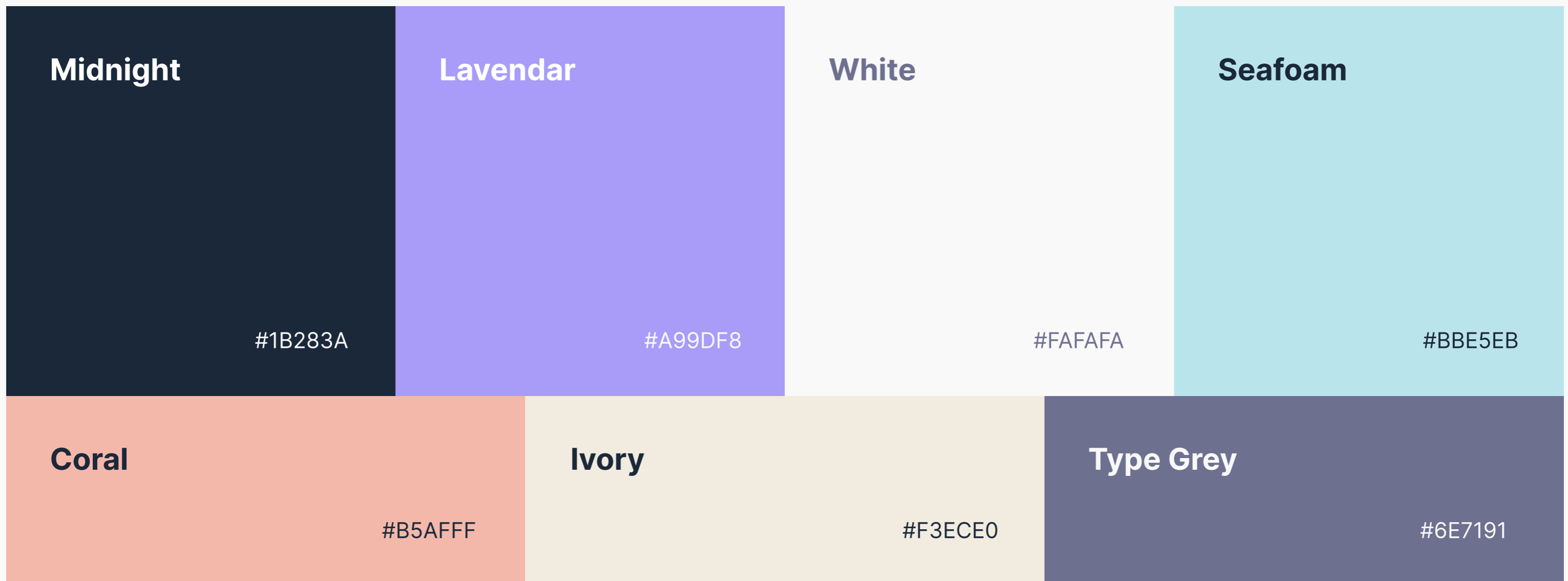
Examples show colour combinations using the brand's palette to maintain optimal contrast and visibility.



Color Palette

The colour palette defines the brand's visual identity through a cohesive set of colours.

It includes four primary colours that represent the core brand identity and three secondary colours for complementary accents, ensuring flexibility and consistency across all designs.



Typography

The brand's typography uses Inter as the primary font, chosen for its modern, clean, and highly legible design.

It ensures a consistent and professional appearance across all digital and print materials while supporting a wide range of styles and weights for versatility.

Inter

SAN SERIF

[Download Here](#)

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Rr Ss Tt Uu Vv Xx Yy Zz

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