

# Rayse Brand Guidelines

# Contents

1. Positioning Platform
2. Logo
3. Typography
4. Color
5. Stationery
6. Applications

# Positioning Platform

**Mission**

Value your expertise.

We see you. And we Rayse you. Elevate the transparency, clarity and accountability of your professional collaborations.

**Positioning**

How to value your expertise is a universal, cross-industry, career-long, lifelong and—until now—highly subjective, open-ended quest. The only certainty has been that the party on each side of the conversation tends to place a different value on that expertise.

Rayse presents the answer—through demonstrable, quantifiable communications, through your entire professional process—establishing a sharable and shared new standard in working partnerships.

Rayse your game. Rayse your worth. Rayse your results. The client relationship really starts to look up.

Logo

## Logo

The Rayse logo has been set with particular letterspacing and should not be recreated.

Please refer to the following pages to determine the proper use of the logo's colorways on various background colors.

## Positive



Rayse.

**Rayse.** Logo minimum size:  
.5" wide  
37px wide

**R.** Logo icon minimum size:  
.16" wide  
11px wide

## Logo

Whenever possible, use the positive variant of the Rayse logo. When necessary, use the negative or all-black variant of the Rayse logo to better contrast against dark or colored backgrounds.

### Negative



### All-Black



## Logo Icon

The logo icon is an alternative version of the primary logo to be used on applications that require a small logo, such as an app or social media icons. However, using the primary logo is recommended whenever possible.

Please note that this symbol should not be used without the “Rayse” name in close proximity.

Positive



Negative



All-Black

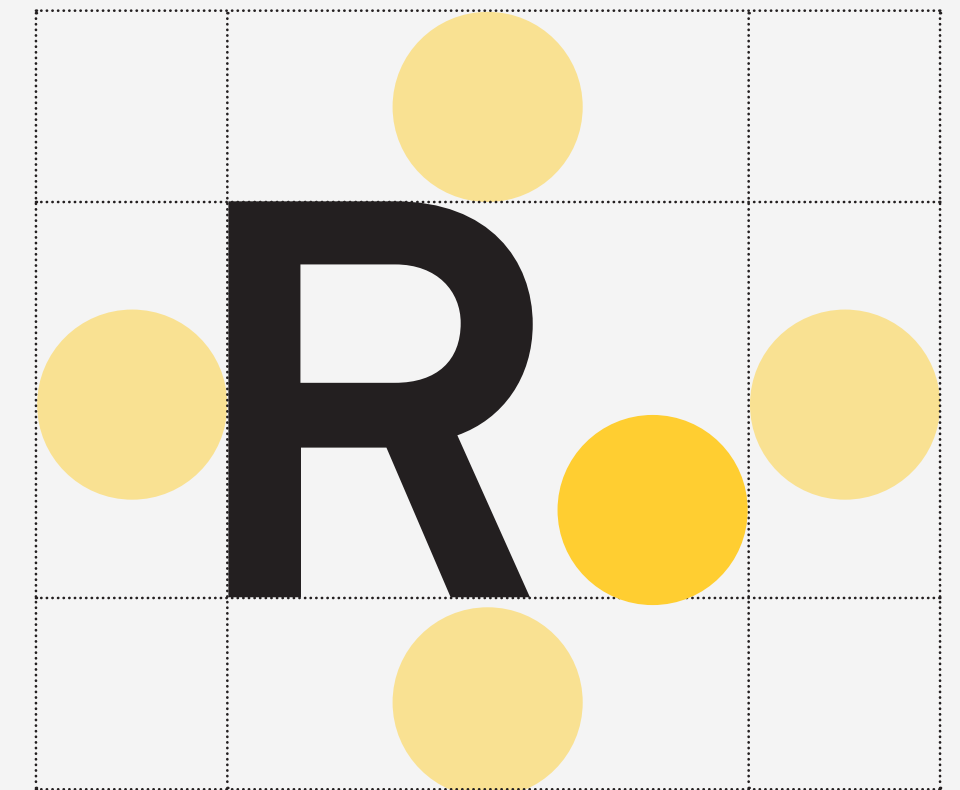




## Logo Clear Space

Display the logo with a clear space around all four sides at all times.

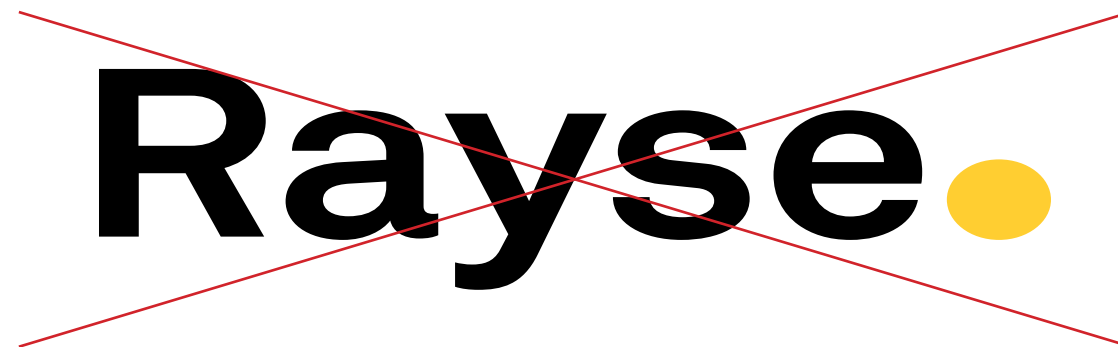
Use the height/width of the yellow circle to determine the clear space for the logo symbol.



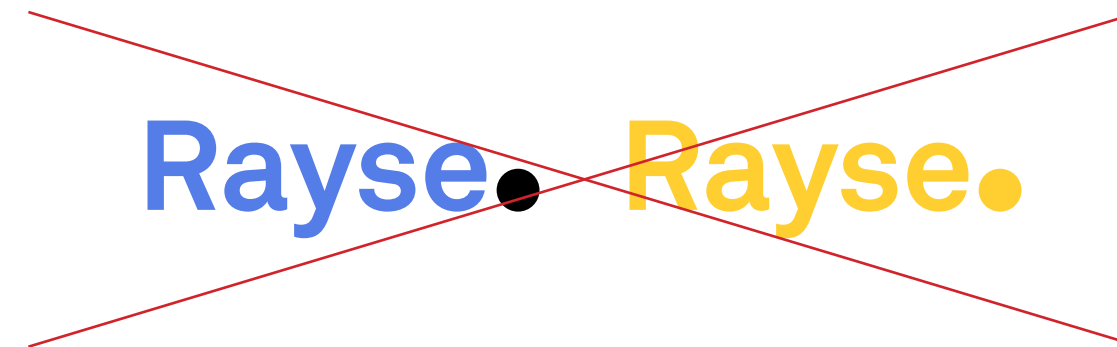
# Logo Unacceptable Uses

To maintain the brand identity, never alter the Rayse logo. A few common misuses are shown on this page.

Do not stretch the logo.



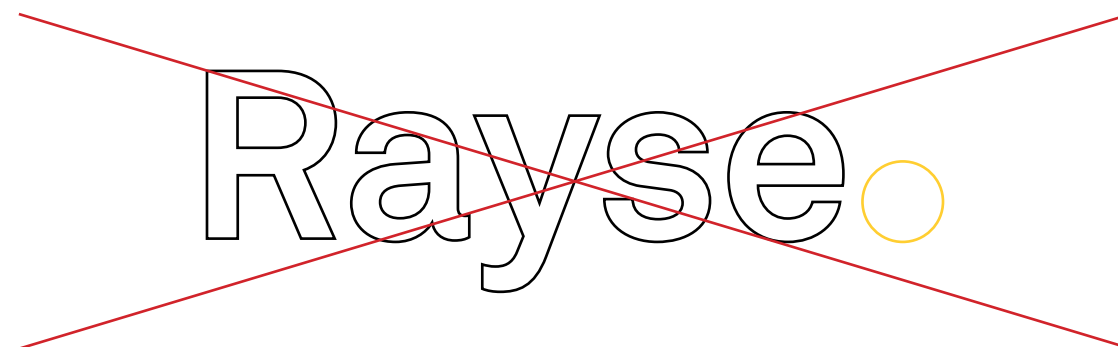
Do not apply colors that are not approved, including secondary colors, to the logo.



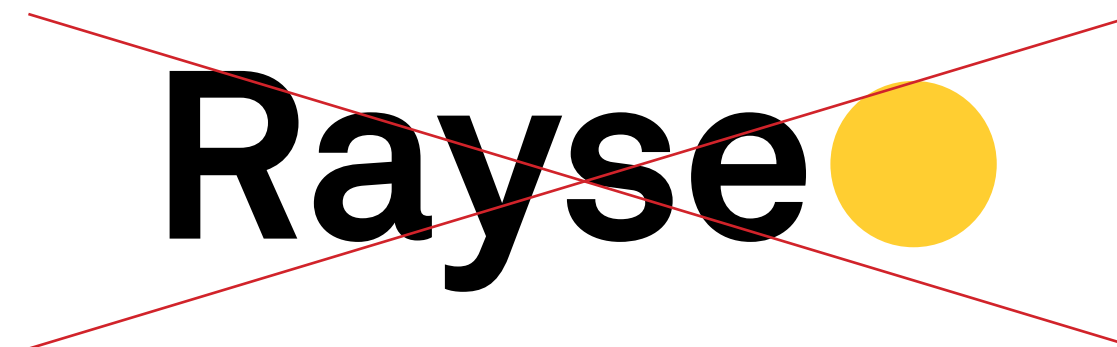
Do not add graphic treatments.



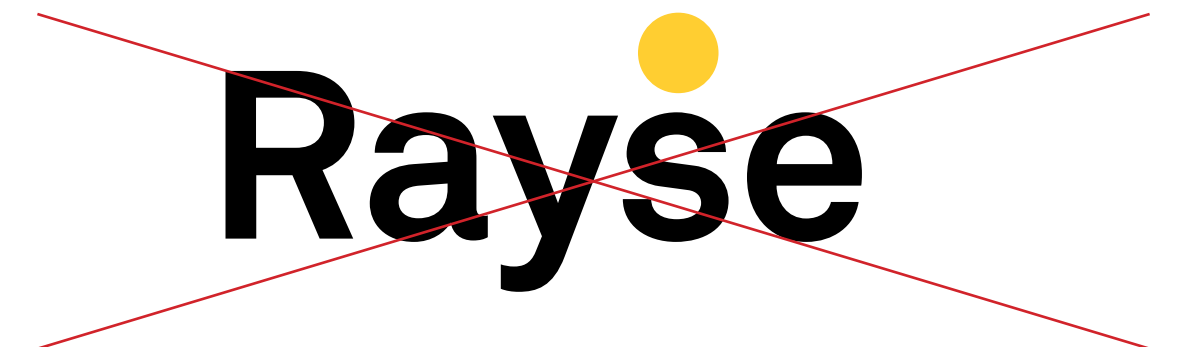
Do not outline the logo.



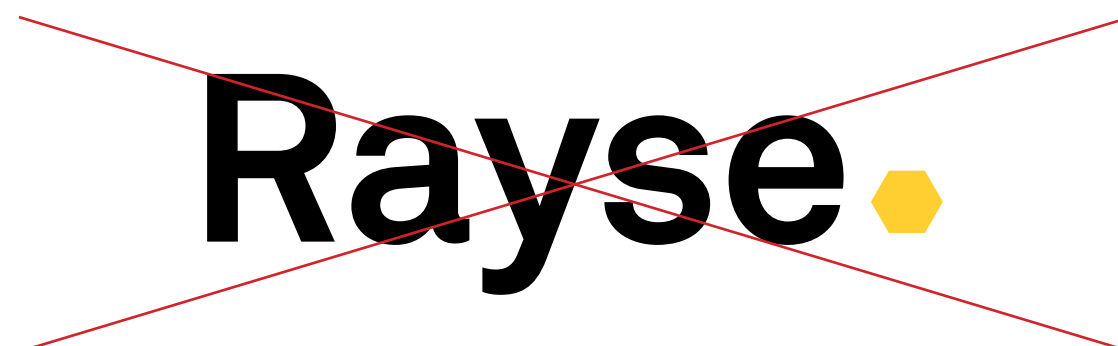
Do not alter the original proportions of the logo.



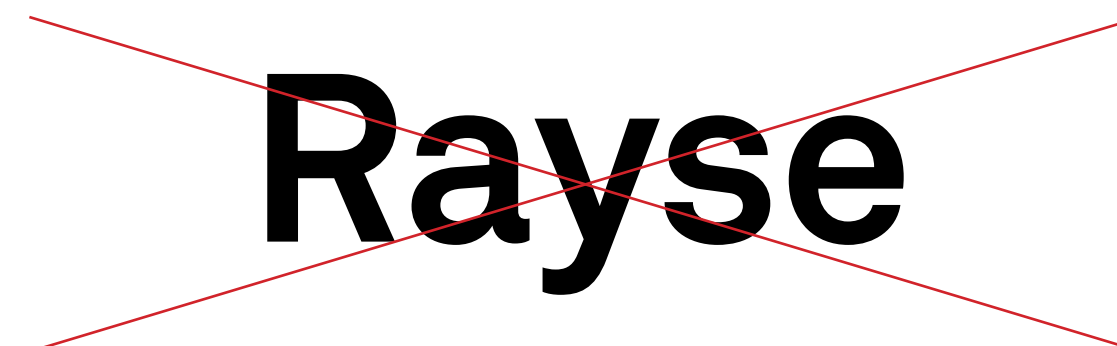
Do not use lockups that are not approved.



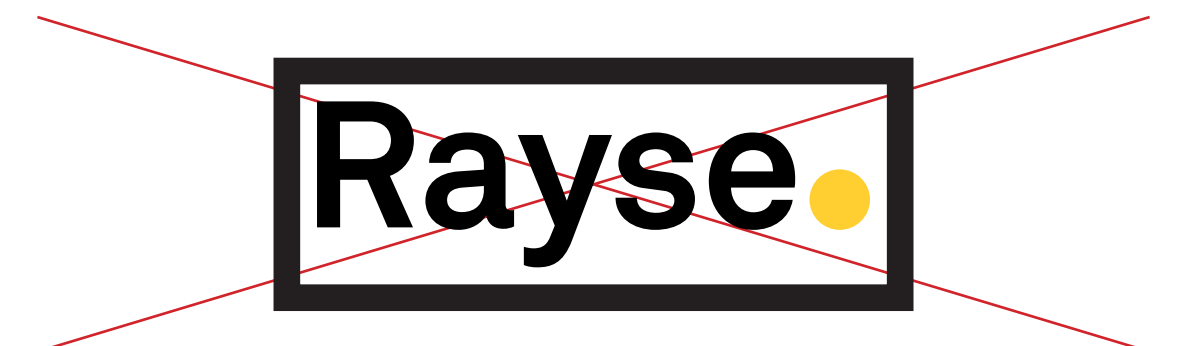
Do not change the symbol.



Do not use the logo without the yellow circle.



Do not place the logo in a container or shape.



## Social Icons

Recommendations for sizing of the symbol in the context of square and round icons. The symbol should be centered in all cases.

Square format

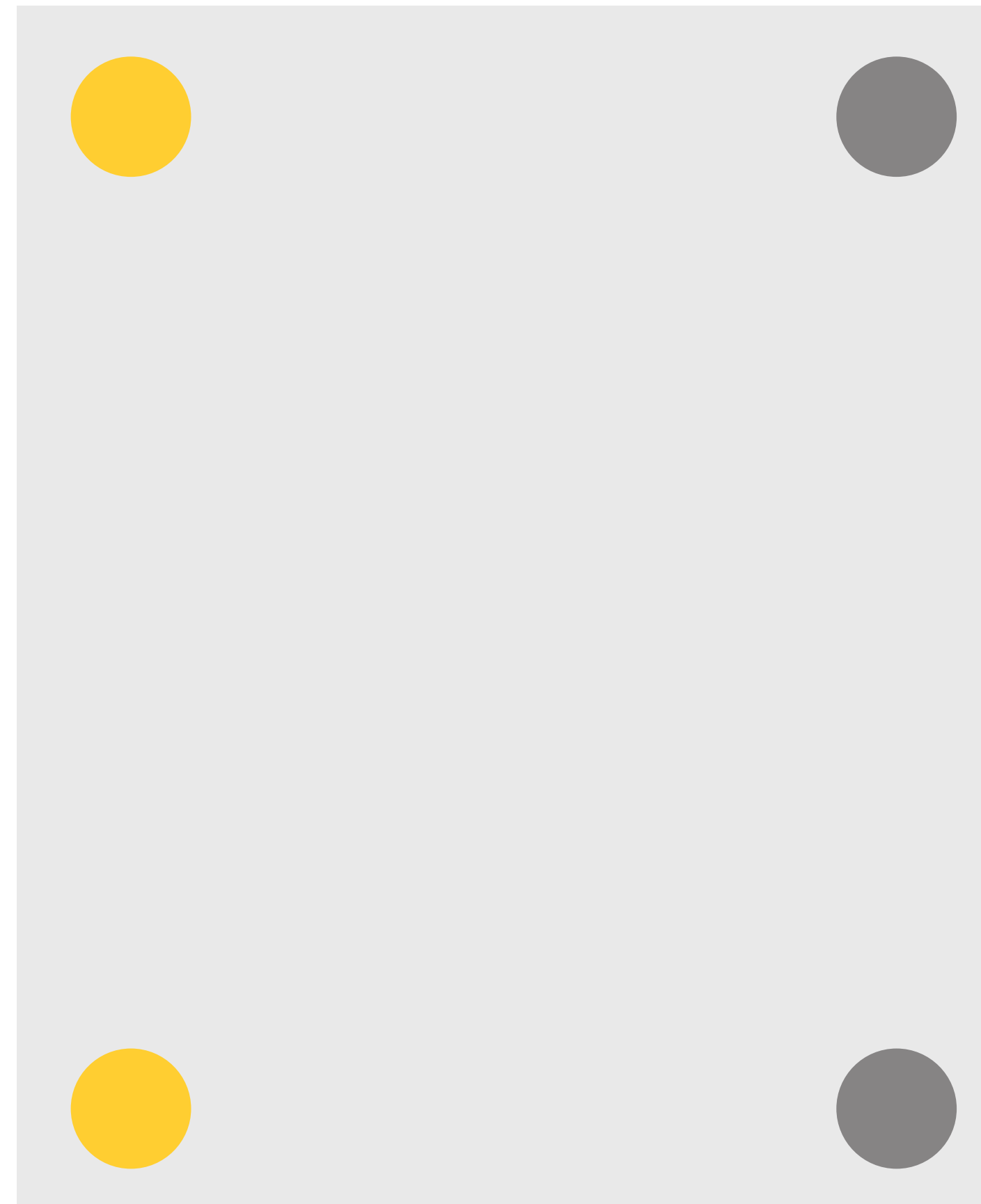




Circle format

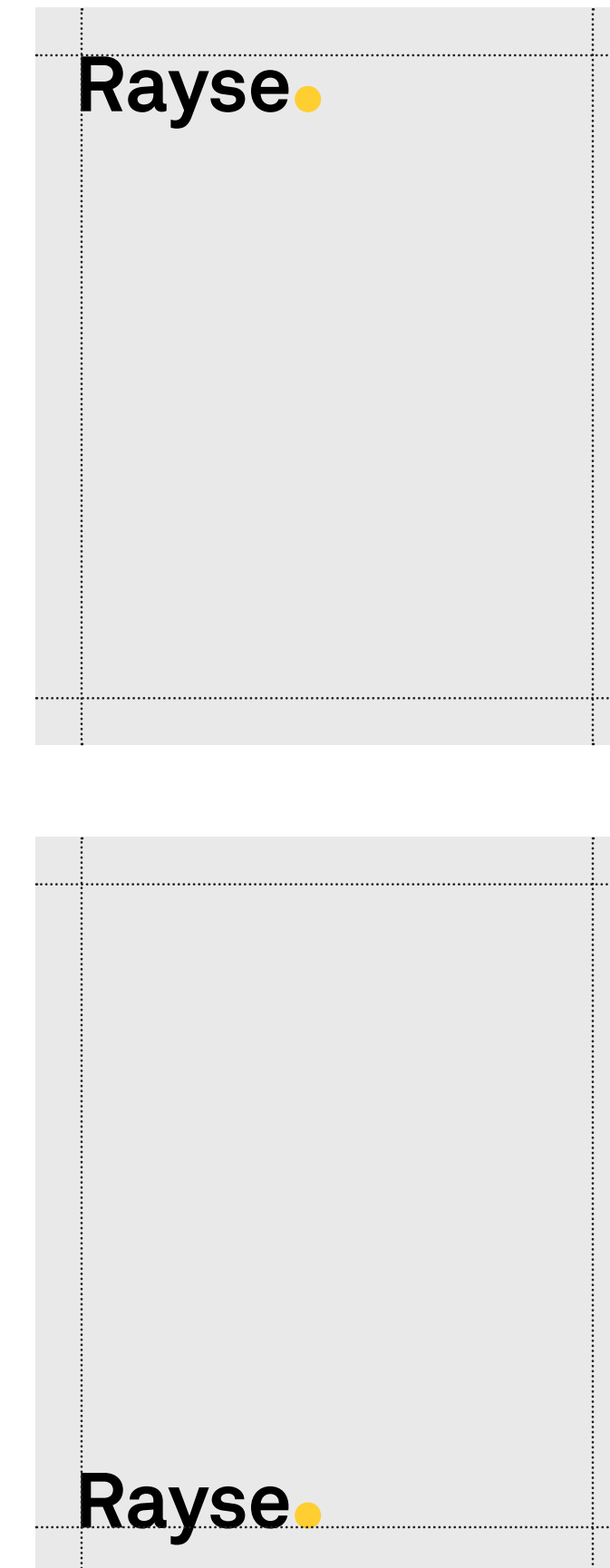


# Logo Recommended Position

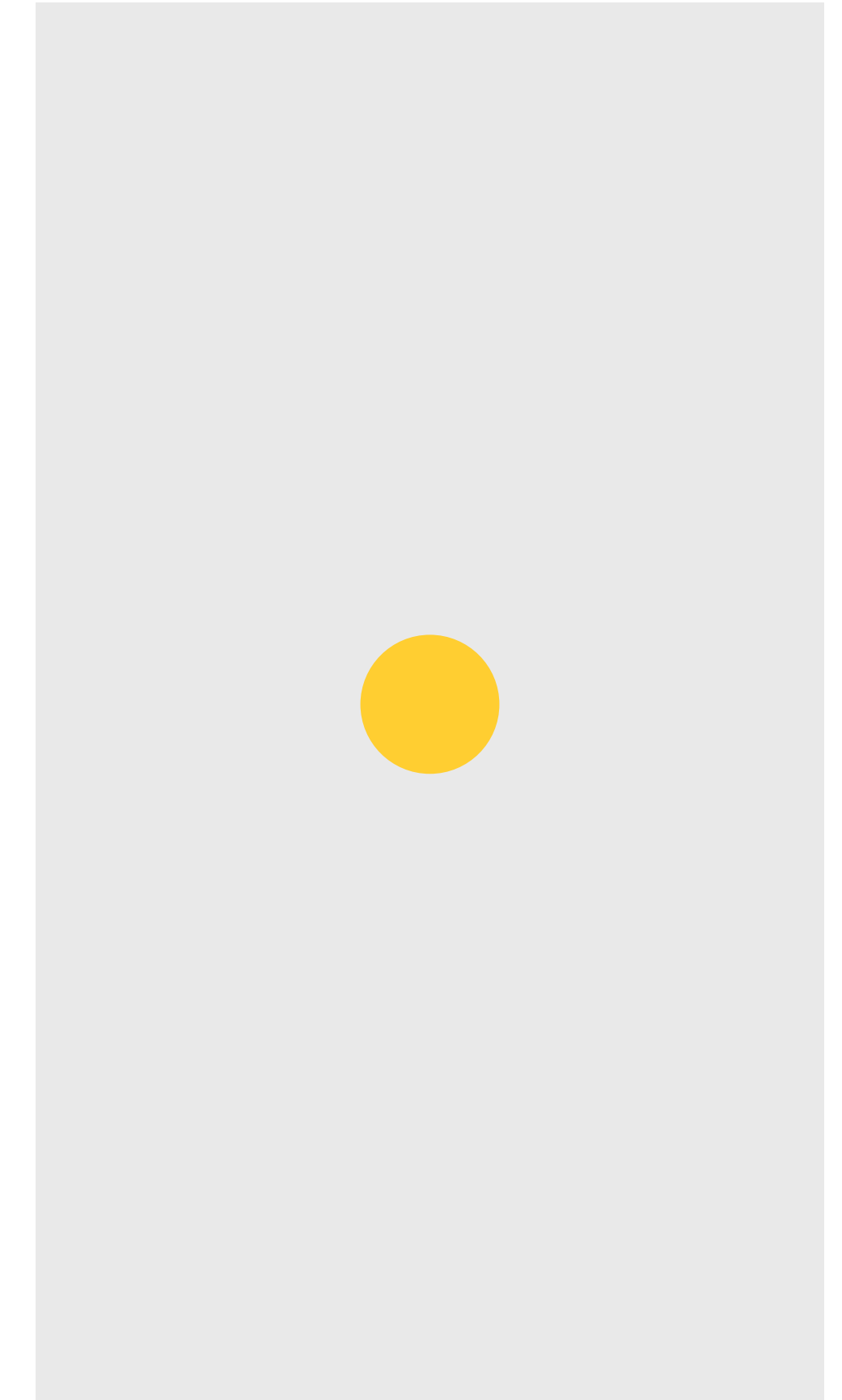
The position of the logo should be kept constant, locked up with the top or bottom left corners of the page. However, it is most important that the logo remains legible at all times.




-  Recommended positions
-  Possible positions



When aligning the logo to the bottom of the page, place the logo baseline (see above) on the margin.



-  Recommended position for app screen

# Typography

## Typography

Akkurat is the primary typeface of the Rayse identity. The typeface was designed by Laurenz Brunner and released by Lineto.

### Akkurat

A a

Aa Aa Aa Aa Aa Aa

### Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\*

### Light Italic

*ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\**

### Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\*

### Regular Italic

*ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\**

### Bold

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\***

### Bold Italic

***ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\****

# Typography

Georgia is the temporary secondary typeface of the Rayse identity. Georgia was designed by Matthew Carter.

## Georgia

Aa

Aa Aa Aa Aa

Regular  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\*

Regular  
Italic  
*ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\**

Bold  
**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\***

Bold  
Italic  
***ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\****

## Typesetting

When typesetting, Akkurat Light should be used primarily. Reserve the Bold weight for subheadings, and use sparingly so that it does not compete with the Rayse logo.

To achieve contrast when using Akkurat Light for both headlines and paragraphs, ensure that there is a clear difference in type sizes.

Reserve Georgia for long paragraphs. Georgia should not be used for headlines or subheaders.

Paragraphs should always be left aligned. Make sure your line-length does not exceed an average of 10 words per line. This will keep the text from feeling too lengthy and will help with legibility.

Use Akkurat Light  
for headlines.

**Use Akkurat Bold for subheadlines.**

Use Akkurat Light for body copy.

**Use Georgia Regular for long  
paragraphs of body copy.**

Use Akkurat Regular for captions or buttons.



## Fallback Typeface

When Akkurat is unavailable for use, replace Akkurat with Arial.

Do not use both brand (Akkurat) and fallback typefaces (Arial) in the same application if it can be avoided.

Arial

Aa

Aa Aa Aa Aa

Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\*

Regular  
Italic

*ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\**

Bold

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\***

Bold  
Italic

***ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!&@\****

# Color

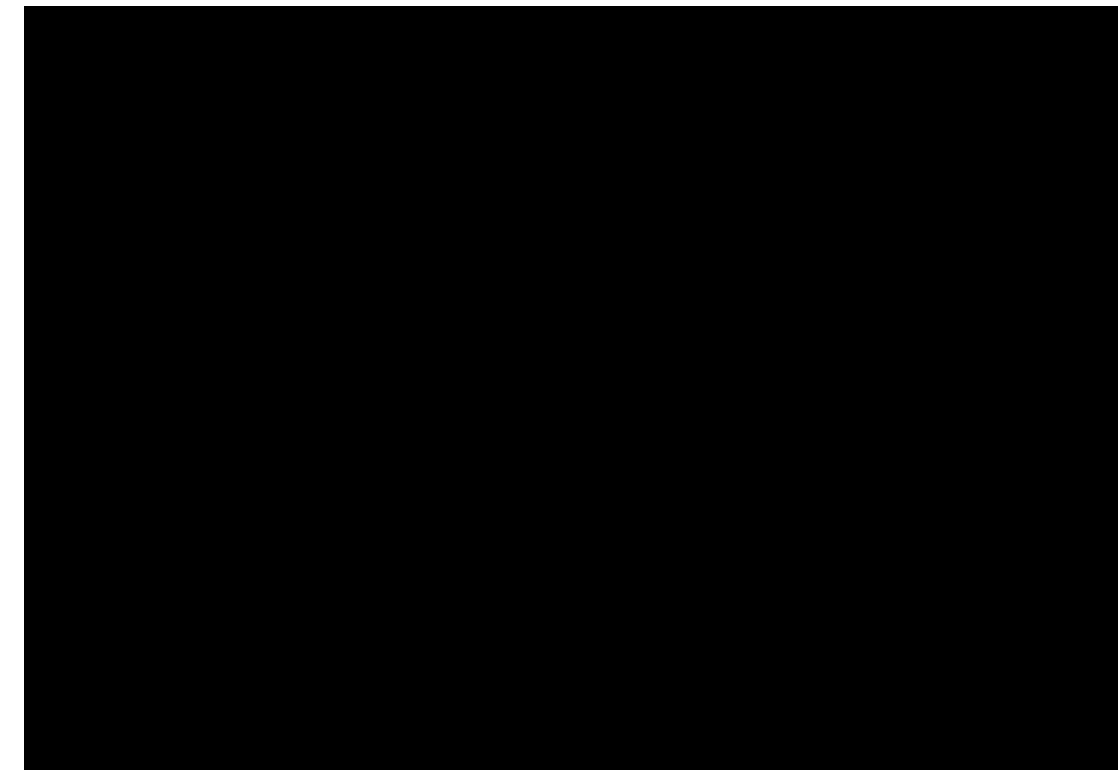
# Primary Color Palette

A precise and controlled use of the color palette is the key to creating a sense of visual consistency across the Rayse identity.

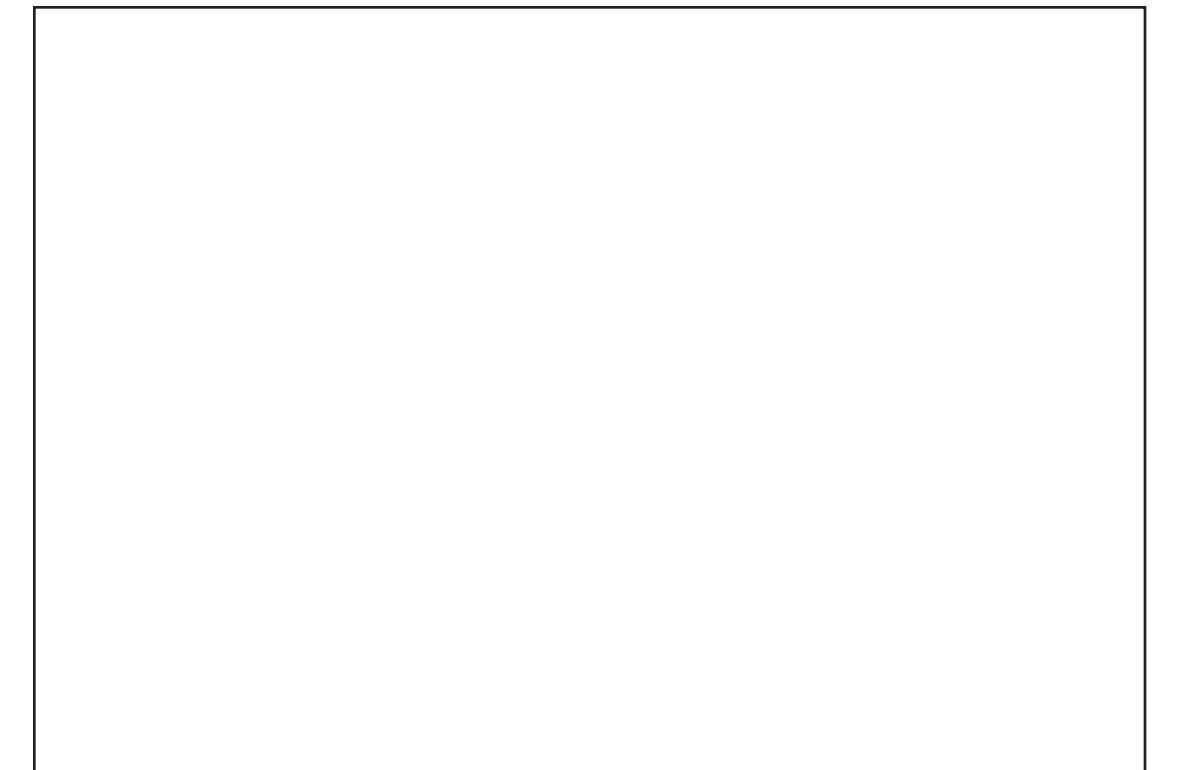
Rayse Yellow is the primary color of the Rayse brand. All communications materials should, whenever possible, use Rayse Yellow. The neutral shades in the primary color palette should primarily be used as background fills.



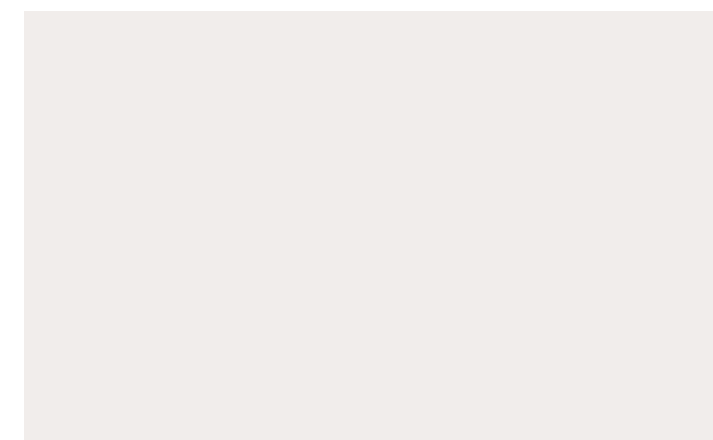
PMS 115 C / 108 U  
HEX #FFCE31  
RGB 255 206 49  
CMYK 0 6 87 0



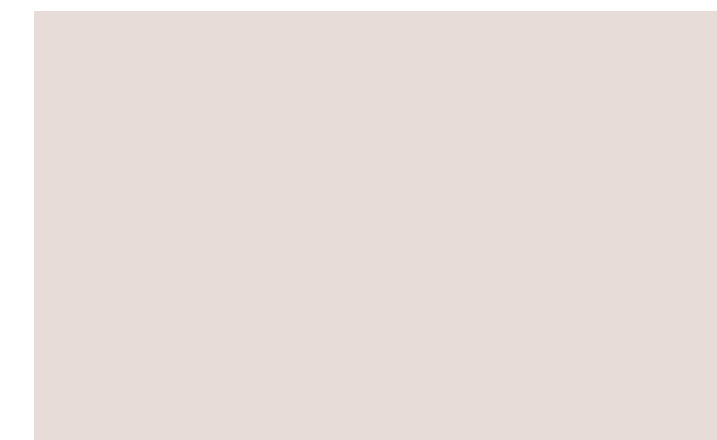
HEX #000000  
RGB 0 0 0  
CMYK 0 0 0 100



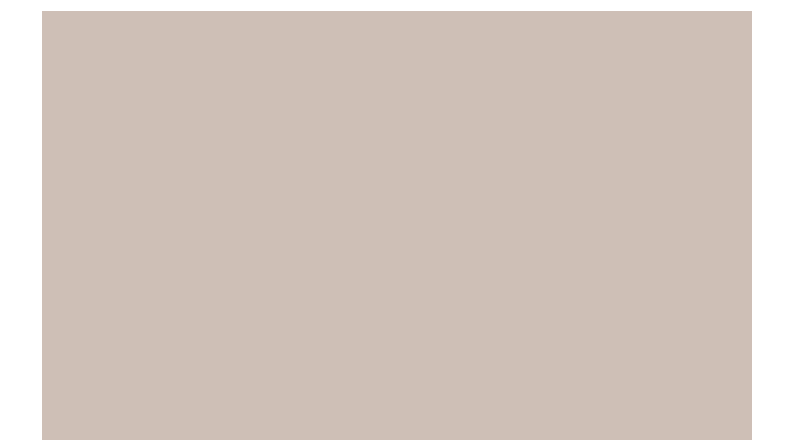
HEX #FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0



PMS Cool Gray 1 C/U  
HEX #F1EDEB  
RGB 241 237 235  
CMYK 4 2 4 8



PMS Warm Gray 4 C/U  
HEX #E8DCD9  
RGB 232 220 217  
CMYK 11 13 15 27

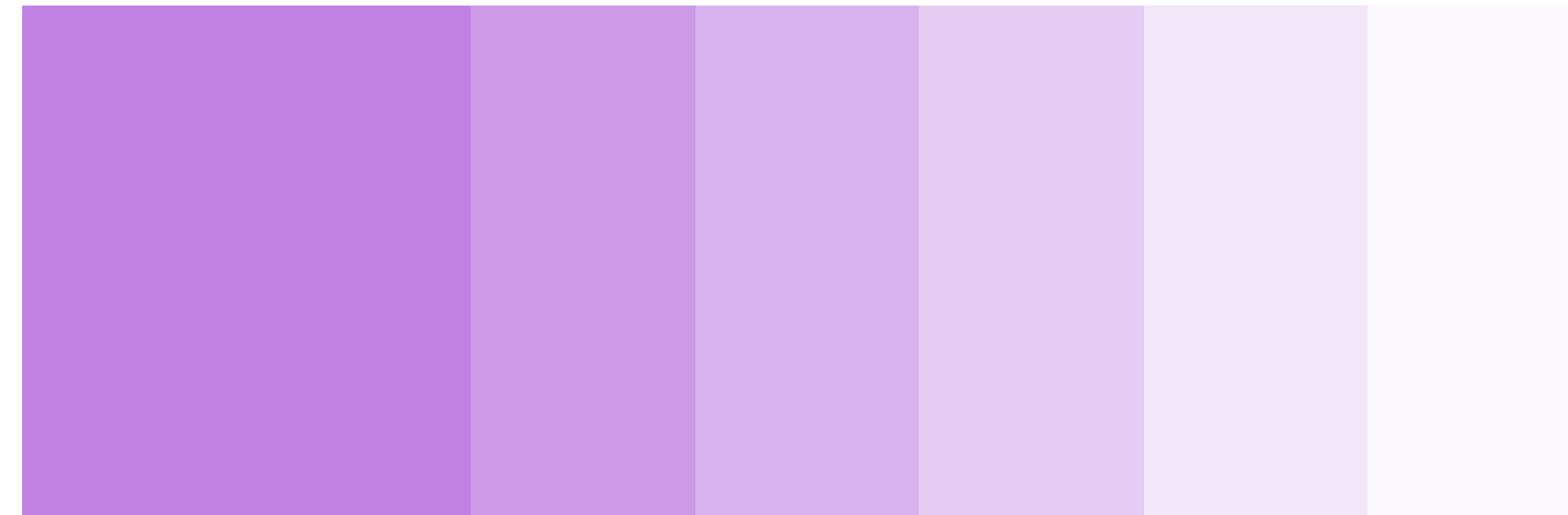


PMS Warm Gray 8 C/U  
HEX #CEBFB6  
RGB 206 191 182  
CMYK 17 24 25 49

## Secondary Color Palette

Secondary colors should be used sparingly, and never as a background fill.

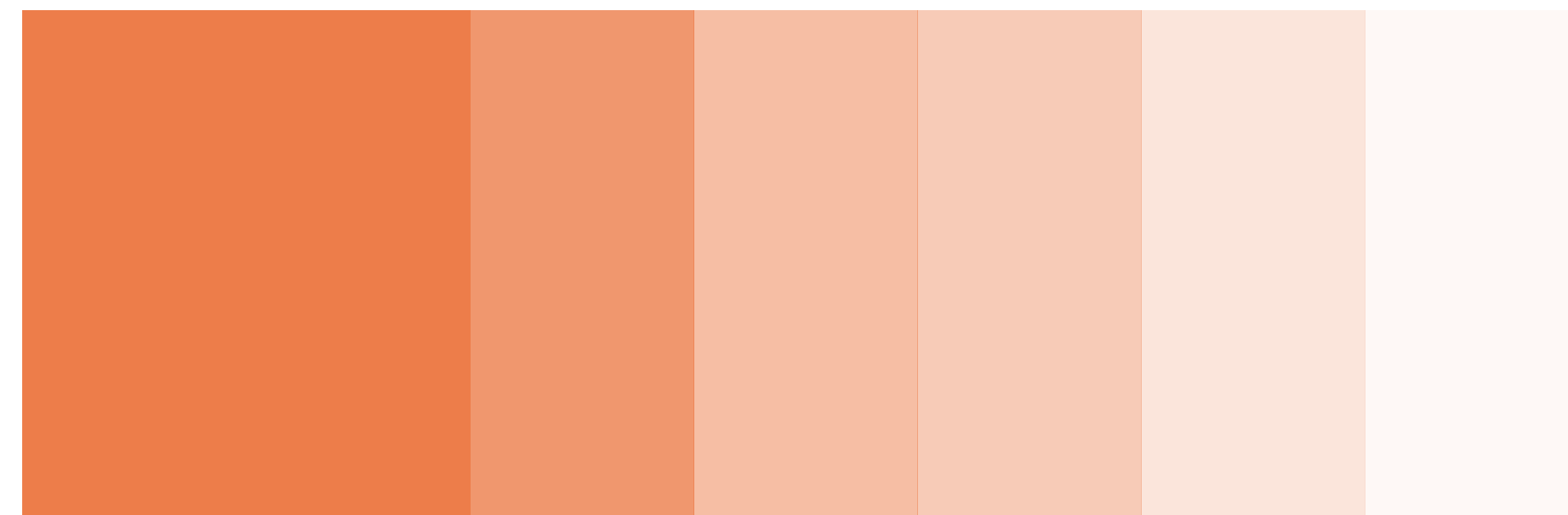
The secondary palette is used to support and enhance Rayse Yellow. The audience's overall impression of the brand should unambiguously be Rayse Yellow.



PMS 2074 C / 2587 U  
HEX #C081E2  
RGB 192 129 226  
CMYK 51 62 0 0



PMS 514 C/U  
HEX #EF8FB2  
RGB 239 143 178  
CMYK 16 55 0 0



PMS 715 C/U  
HEX #ED7D4A  
RGB 237 125 74  
CMYK 0 54 87 0



PMS 2172 C / 2173 U  
HEX #6088EA  
RGB 96 136 234  
CMYK 86 42 0 0

# Stationery

# Stationery

The supplied letterhead template should always be used. Georgia Regular should be used for the text block.

## Letterhead

Size: 8.5x11"

Ink: 2/0

Black

115 C / 108 U

Without Address Block



With Address Block



.5"  
**Address Block**  
 Akkurat Light  
 8.25pt/10

2.18"

**Text Block**  
 Georgia Regular  
 11pt/14

.75"

.5" 1.07"

1.07" .5"

# Stationery

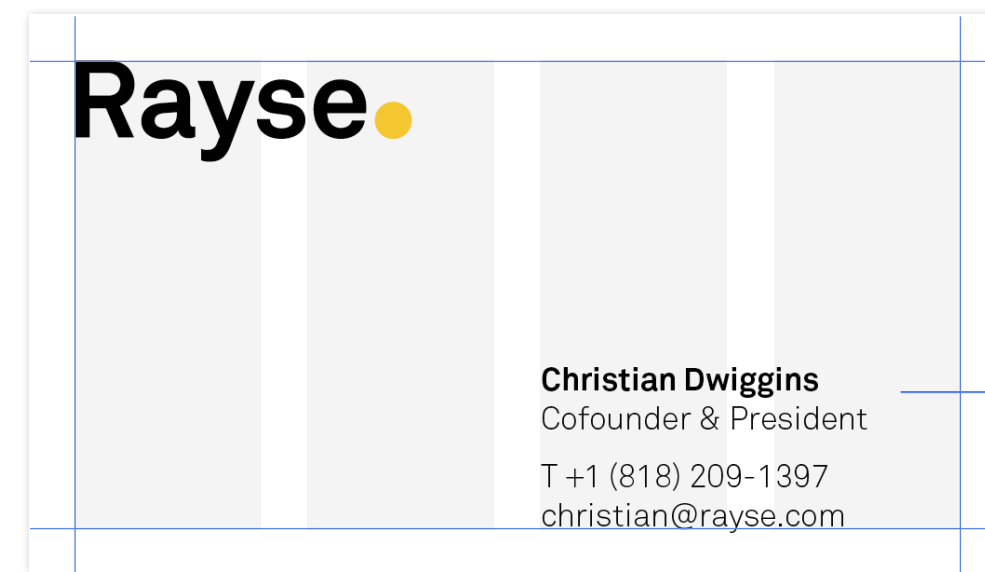
The supplied business card and envelope templates should always be used.

## Business Card

Size: 3.5x2"  
Ink: 2/0  
Black  
115 C / 108 U

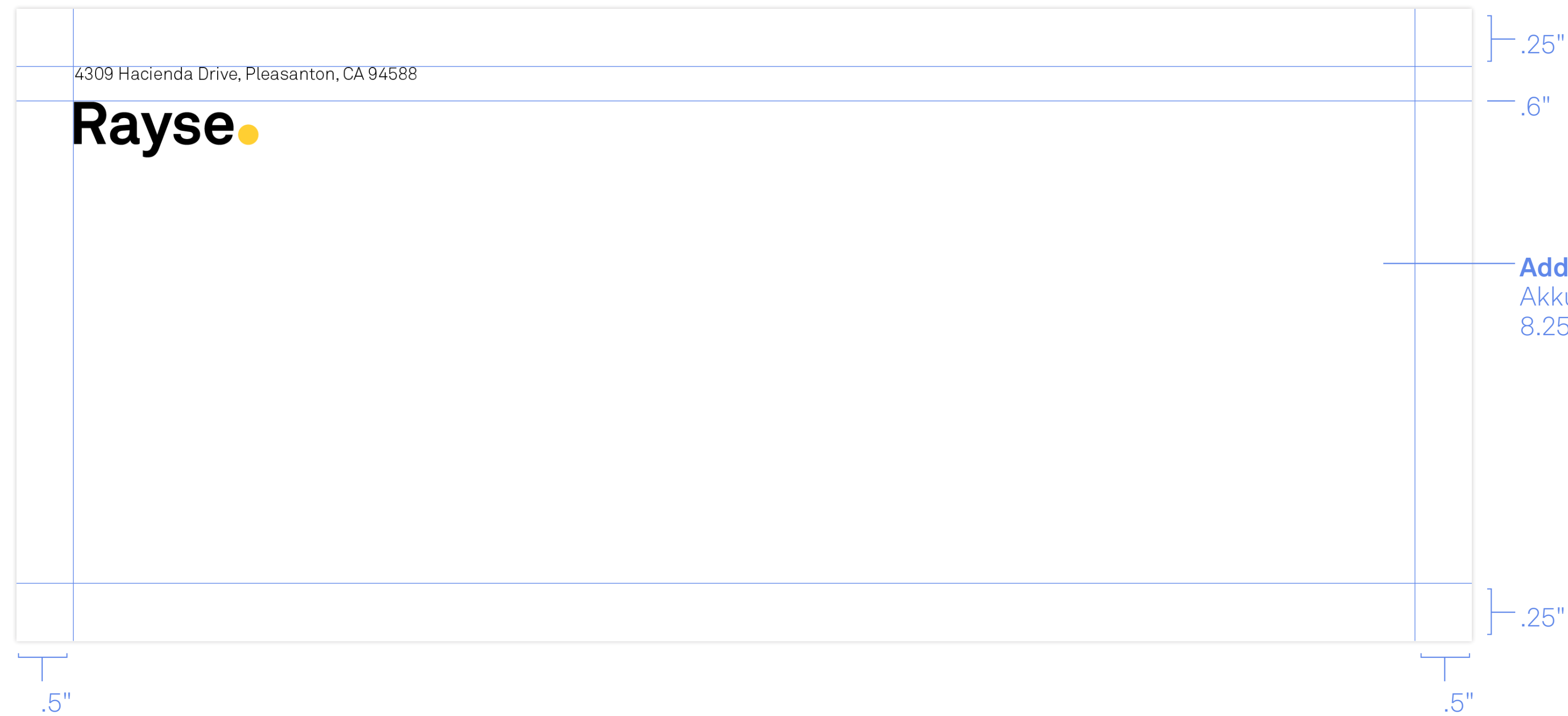
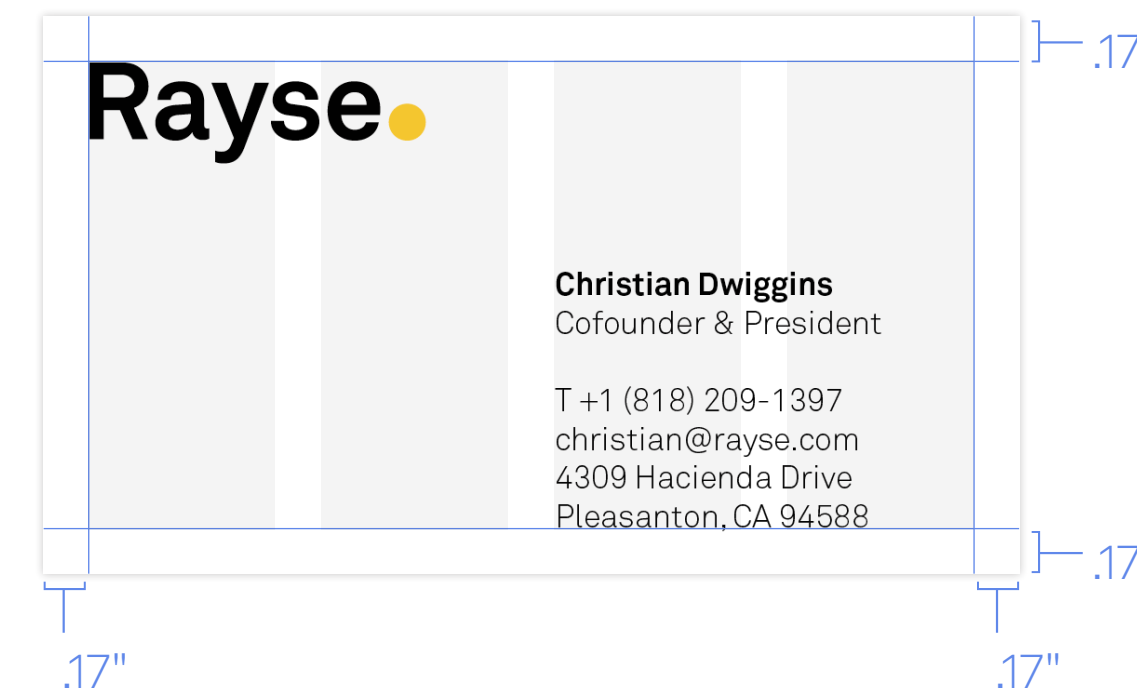
## A10 Envelope

Size: 6x9.5"  
Ink: 2/0  
Black  
115 C / 108 U



**Name**  
Akkurat Bold  
8.25pt/10

**Title/Contact**  
Akkurat Light  
8.25pt/10



**Address Block**  
Akkurat Light  
8.25pt/10

# Applications



Applications



Applications



Applications



## Applications



Thank you