Brand Guidelines

a simple social app for passing positivity

Logos

This is your primary logo. Use the Full Spectrum logo for all most applications. There is also a greyscale logo and a white logo to be used on applications that require either a greyscale or white logo. The logo should not be altered in anyway. It should not be horizontally or vertically scaled. Do not change the color of the full spectrum version.

Full Spectrum Logo

Greyscale Logo

White Logo

Clear space
Minimum size

The clear space requirements are set to ensure that the logo does not obstruct any other elements. Please make sure that there is at least the amount of space around the logo as specified below.

The minimum space requirements are set to ensure that the logo will be legible. Please do not shrink the logo down more than 1 inch in width.

Clear space

Minimum Space

Icons

Icons should be used to accentuate the Ripple brand. Colors can be swapped with other primary and secondary colors.

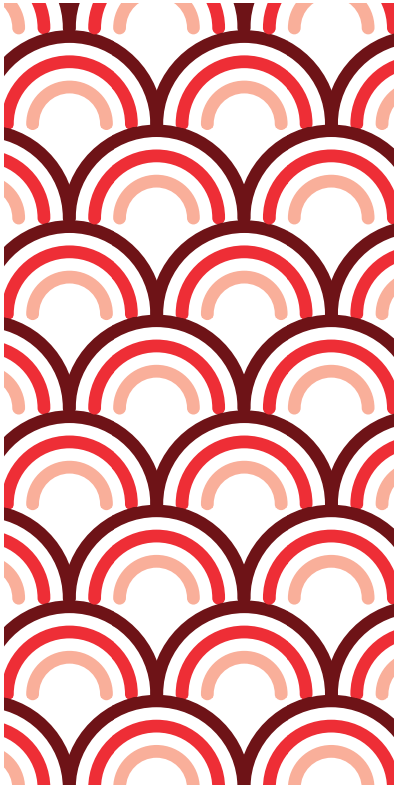
Full Ripple

Half Ripple

Emotion Icons

Pattern

Patterns should be used only for decorative purposes. Colors can be swapped with other primary or secondary colors.



Ripple pattern

Color

Primary colors are used when color is necessary within a design. Secondary colors are used to accentuate the primary colors. Do not alter the hue of any of the primary or secondary colors. Tints and shades are acceptable.

C61 M81 Y0 K0
R123 G79 B160
7B4F9F

Purple

Dark Purple

Light Purple

C34 M84 Y6 K0
R173 G77 B149
AD4D95

Violet

Dark Violet

Light Violet

Primary Colors

Blue

Dark Blue

Light Blue

C52 M0 Y13 K0
R111 G204 B221
6FCCDD

Green

Dark Green

Light Green

C69 M0 Y56 K0
R64 G186 B147
40BA93

Rich Black

Dark Gray

Medium Gray

Light Gray

C70 M65 Y70 K90
R6 G3 B0
060300

Canary

Dark Canary

Light Canary

C4 M11 Y89 K0
R247 G216 B56
F7D838

Red

Dark Red

Light Red

C0 M94 Y84 K0
R238 G50 B55
EE3237

Secondary Colors

Typography

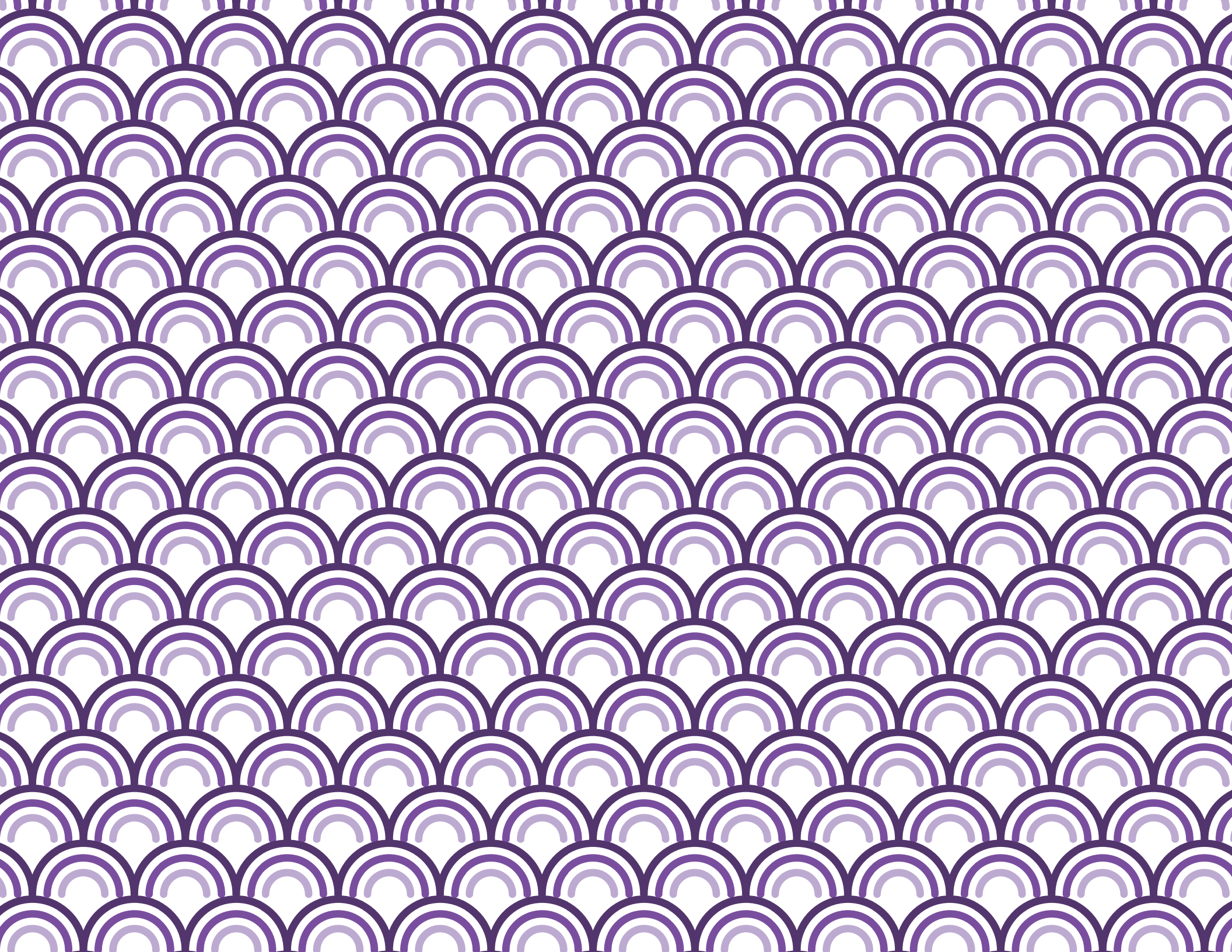
These are the two typefaces for the Ripple brand. Ubuntu should be used only for headers and emphasis. PT Sans should be used for all body text and secondary information. Do not use vice versa. Fonts are both print and webfonts.

Ubuntu Regular is used for headers.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!.,

Ubuntu Regular | Size: 30pt, Kerning: 10

PT San Regular is used for body text.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!.,

PT Sans Regular | Size: 12pt, Kerning: 10

PT San Bold is used for emphasis.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!.,

PT Sans Bold | Size: 12pt, Kerning: 25