

runaya 

brand book



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01

About Us



Manifesto + Mission + Vision will be incorporated within this section

02

The Logo

runaya 

runaya 



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runaya 

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Minimum Clearance Area



y = clearance space



Logo Minimum Size

All versions of the logo may be scaled proportionately to any size. However, to maintain legibility, minimum height restrictions mentioned here will apply

FOR PRINT



FOR WEB



Logo Don'ts

1. Do not stretch / rotate
2. Do not use logo without the icon
3. Do not use random colours
4. No shadow to be added
5. Do not convert the logo to an outline logo
6. Do not use gradients in logo
7. Do not scale icon disproportionately
8. Do not displace the icon
9. Do not distort perspective



Logo / Runaya Wheel

The Runaya Wheel can be used as a design element across creatives / collaterals

Rules of usage:

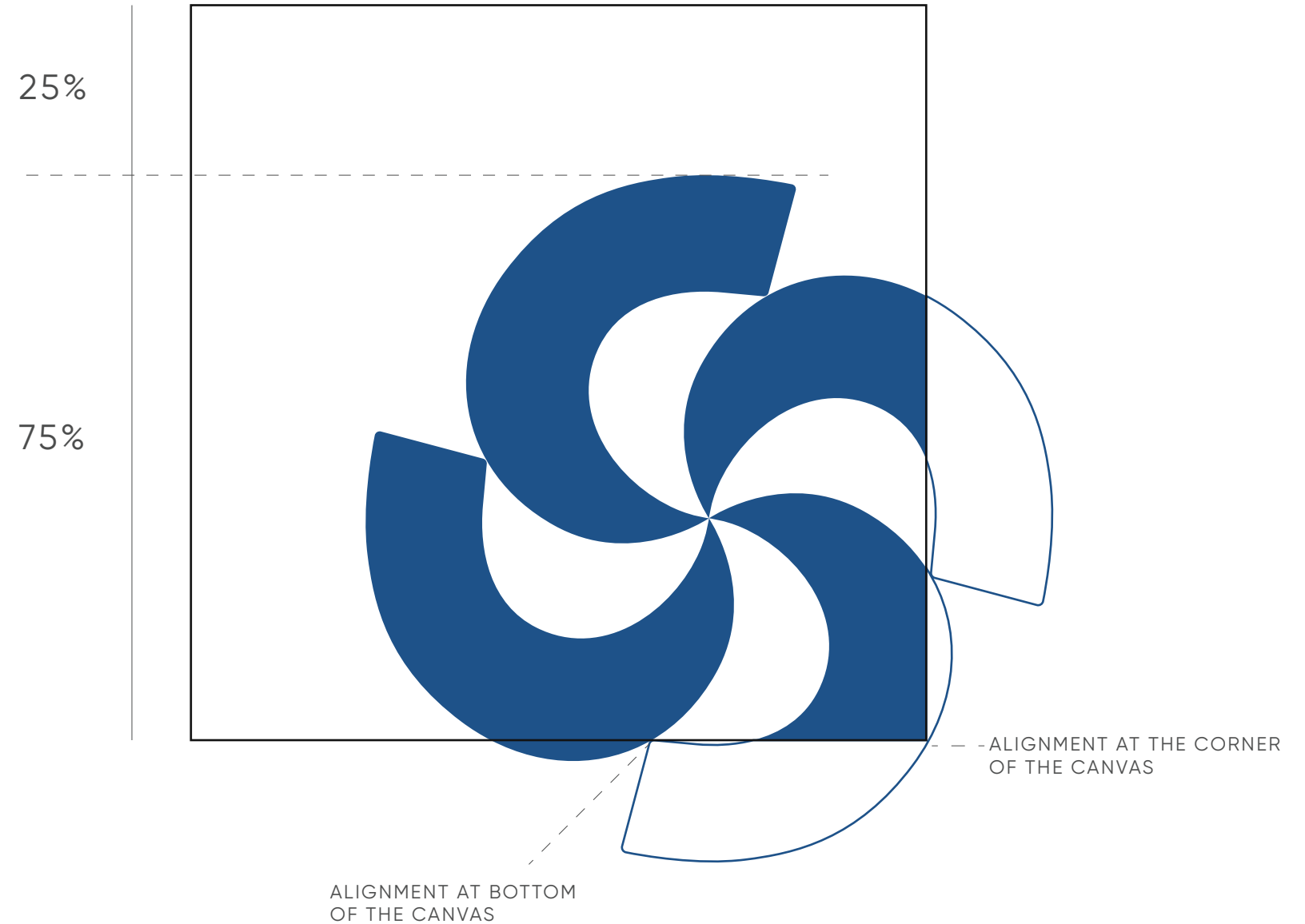
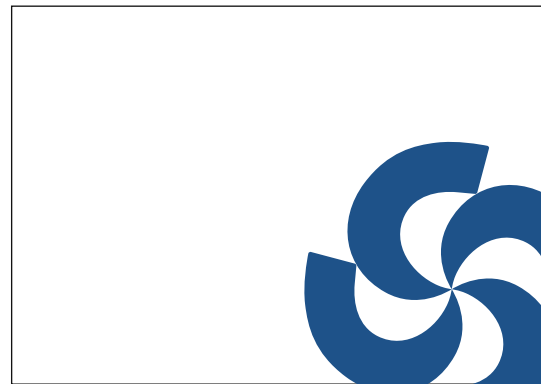
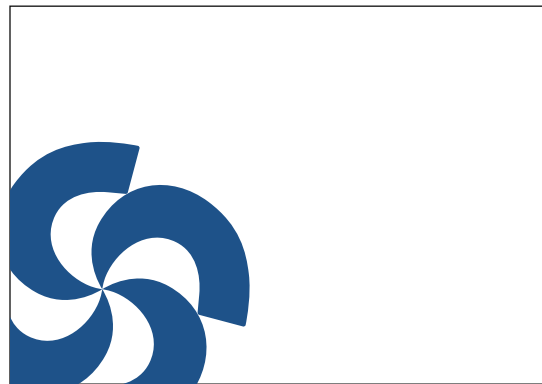
1. Used in all brand colours only on white background
2. Can be used in its full /cropped form (see next page for cropped form guidelines)
3. Do not use more than 2 wheels on a creative as design elements (excluding logo)



Logo / Runaya Wheel

The Runaya Wheel can be placed at either bottom corner of the creative

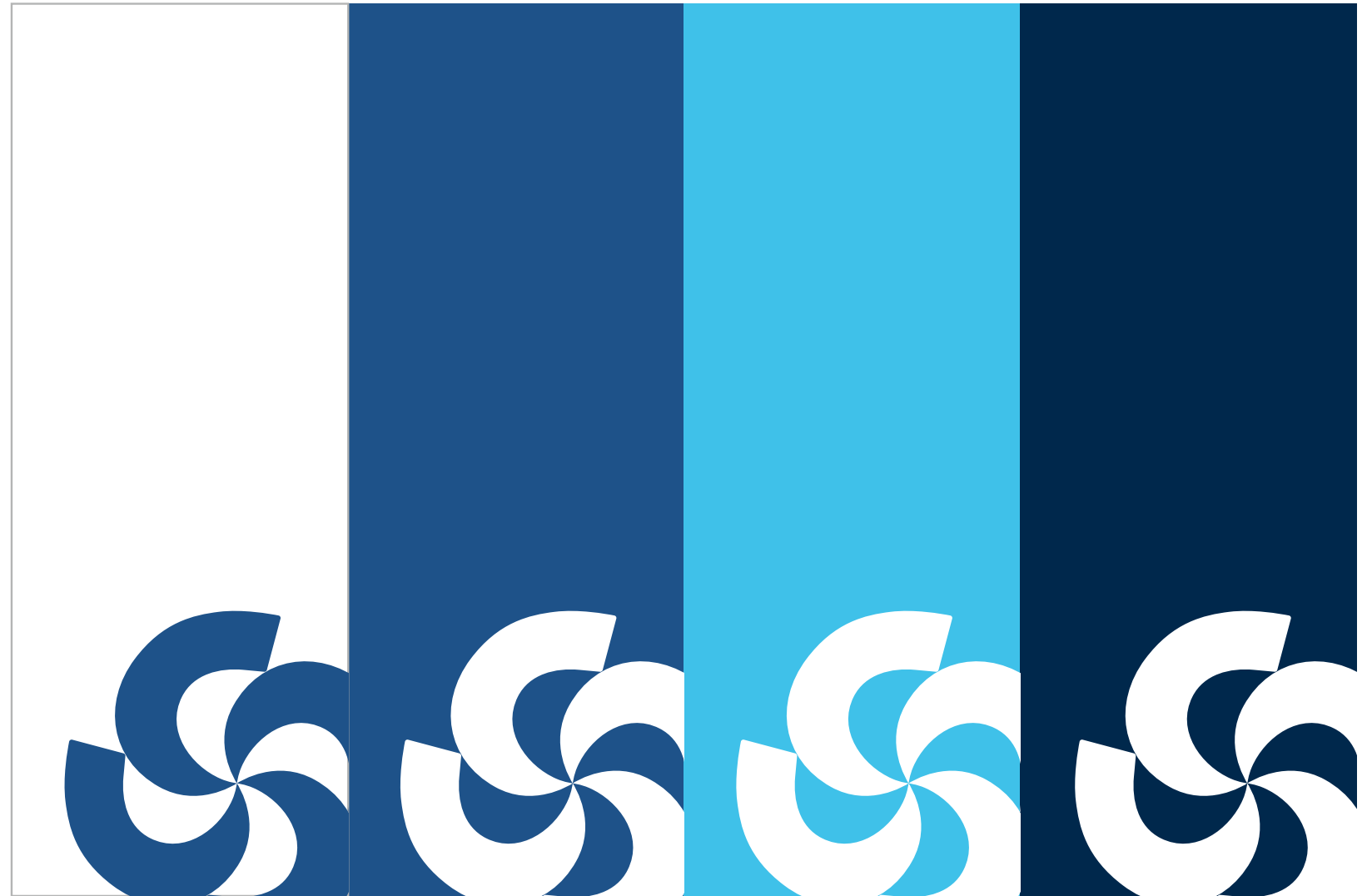
- The wheel should not be cropped more than what's shown alongside
- The maximum wheel height on the creative should be 75% of the canvas height



Logo / Runaya Wheel

Usage:

1. To be used on brand colours or images
2. On secondary colours, use white wheel only
3. On images use 50% white opacity wheel
4. The wheel should not cover the point of focus on the image





1. Do not stretch / distort the wheel
2. Do not rotate
3. Do not use random colours
4. No shadow to be added
5. Do not convert the wheel to an outline
6. Do not use gradient

✘
01



✘
02



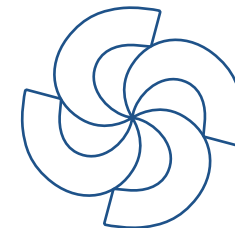
✘
03



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04



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05



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06



03

Colours

Primary Colours

White and Core Blue form the two main primary colours. They need to be used across all corporate communication collaterals

Secondary Colours

Deep Blue & Light Blue are secondary colours to signify their 2 core verticals - Manufacturing & Sustainability

Deep Blue & Light Blue to feature in collaterals featuring Manufacturing & Sustainability respectively

White

PRIMARY / CORPORATE

Core Blue

PRIMARY / CORPORATE

Deep Blue

SECONDARY / MANUFACTURING

Light Blue

SECONDARY / SUSTAINABILITY

Colours

White

PRIMARY/ CORPORATE

C 0 M 0 Y 0 K 0
HEXACODE #ffffff

Core Blue

PRIMARY/ CORPORATE

C 93 M 74 Y 20 K 5
PANTONE 105-15 C
HEXACODE #265289

Deep Blue

SECONDARY/ MANUFACTURING

C 100 M 87 Y 42 K 41
PANTONE 2767C
HEXACODE #12284c

Light Blue

SECONDARY/ SUSTAINABILITY

C 59 M 4 Y 2 K 0
PANTONE 2985C
HEXACODE #55c0e9

04

Typography

Primary Typeface

Rubik

Our primary typeface is Rubik. It is a sans serif typeface family. The semi-rounded details of the letters give Rubik a feeling of warmth, while the strong structure provides stability and seriousness.

It has an extensive range of weights – light, regular, medium, bold and black which enables the font to render well across all digital and print mediums.

Rubik Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Rubik Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Rubik Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Rubik Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

05

Web Guidelines

Colours

Primary

White and Core Blue form the two main primary colours
To be used in more proportion across the website

Secondary

Deep Blue & Light Blue are secondary colours to signify their 2 core verticals -
Manufacturing & Sustainability

Deep Blue accents to be used on Manufacturing related pages / content
Light Blue accents to be used on Sustainability related pages / content

Secondary colour accents can be used for iconography

Tertiary

Steel Gray to be used for body copy text for web collaterals

White

PRIMARY / CORPORATE

#ffffff

Core Blue

PRIMARY / CORPORATE

#265289

Deep Blue

SECONDARY / MANUFACTURING

#12284c

Light Blue

SECONDARY / SUSTAINABILITY

#55c0e9

Steel Gray

TERTIARY / SUSTAINABILITY

#36393d

Typography

Headlines

Rubik - Medium & Light are our primary weights to be used for headlines

Medium and Light weights of the typeface can be used in combination as well to draw attention to the relevant details

Sub Headings

Rubik - Medium, all caps to be used for sub headings

Body Copy

Rubik - Regular to be used for body copy

Rubik Medium
72 pt

Rubik Light
72 pt

Rubik Medium
60 pt

Rubik Light
60 pt

Rubik Medium
30 pt

Rubik Medium
24 pt

Rubik Regular
24 -28 pt

Headline 1

Headline 2

Headline 3

Headline 4

SUB HEADING 1

SUB HEADING 2

Body Copy

Call to Action

Primary Call to Action 1

To be used on white background

Rubik Medium 18 pt
Kerning 100

Button Height: 60 px



Primary Call to Action 2

To be used on coloured backgrounds or images

Rubik Medium 18 pt
Kerning 100

Button Height: 60 px



Secondary Call to Action

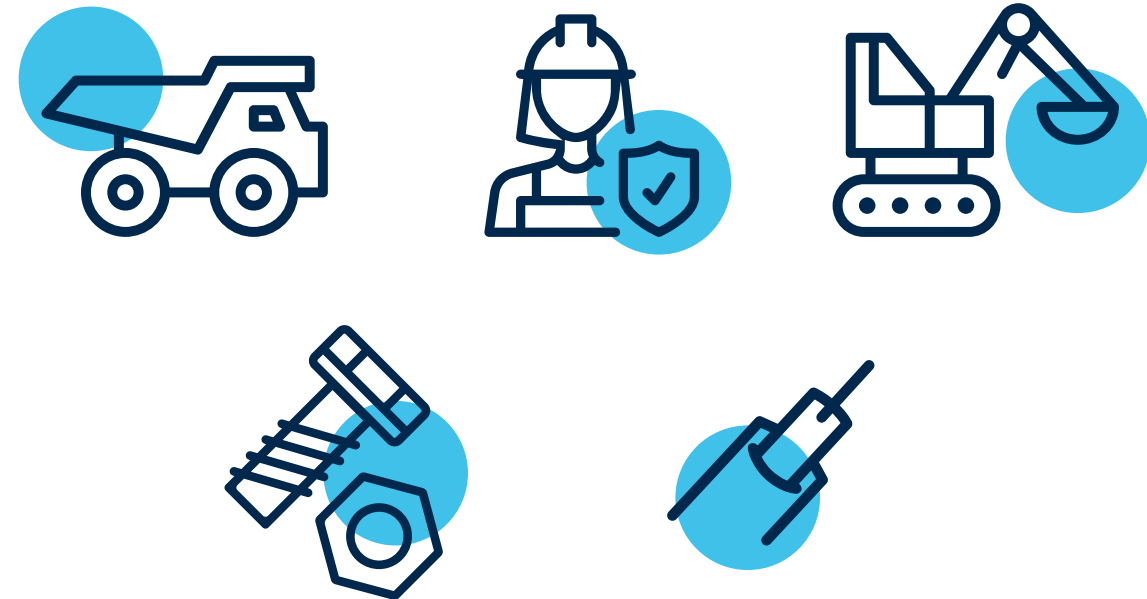
Rubik Medium 14 pt
Kerning 100

KNOW MORE >

Iconography

Principles of design:

1. Simple representation
2. Linear style
3. Minimal
4. Use of secondary colours
5. Coloured circle to highlight a part of the icon



Photography

We use two types of photography

People:

A focus on people acting spontaneously in candid, natural situations

Photography should tell engaging human stories that are action oriented with strong point of focus

Hint of blue in images

Business:

A focus on business verticals – showing manufacturing / sustainability – with the environment of work in the background with a strong point of focus



Photography

Usage:

Use black opacity 20-30% over images for legibility when required



thank you

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