

# Design Guidelines

*The new brandbook for* **RICHFAMILY**



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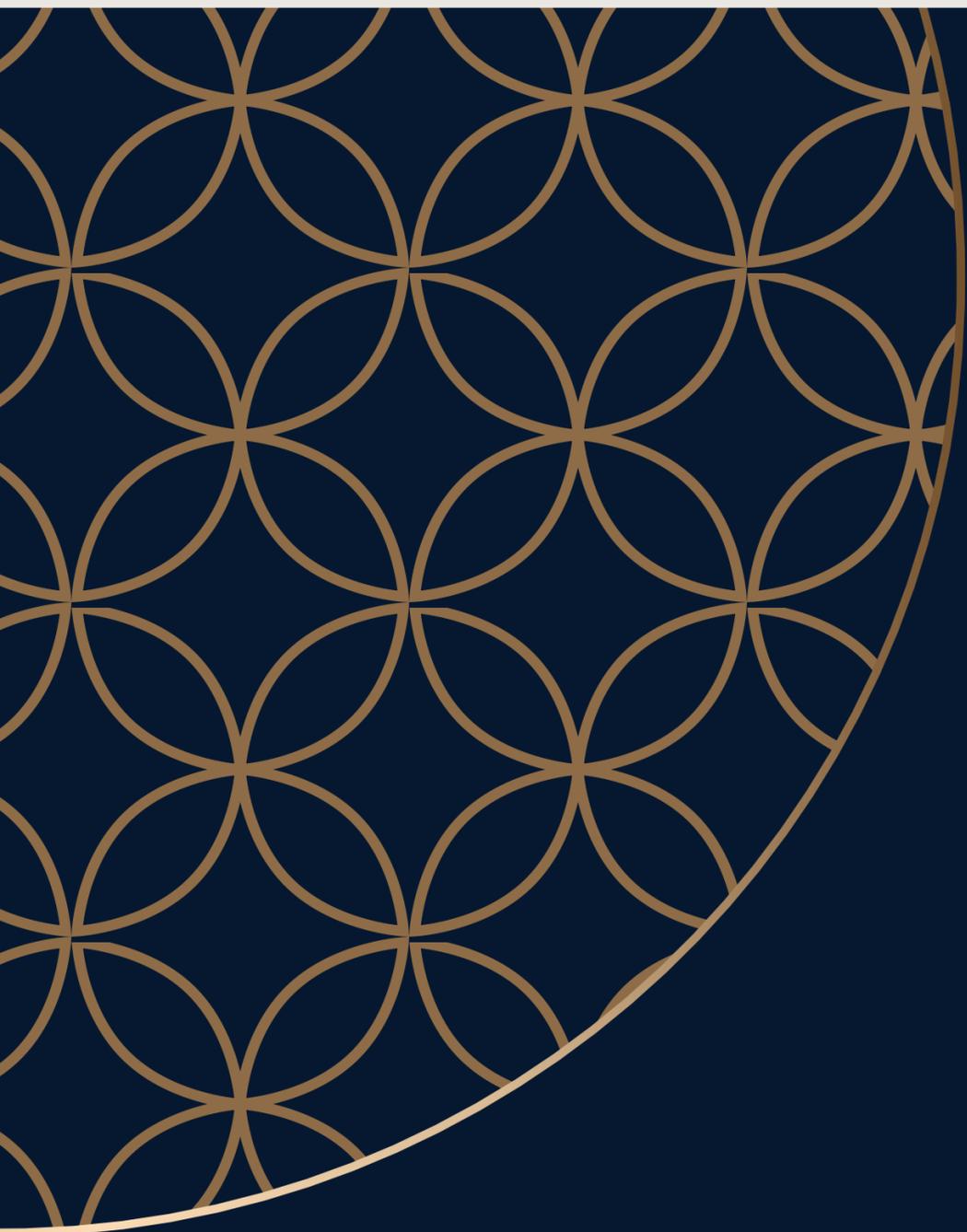
**CLIENT**

**RICHFAMILY**  
Badenerstrasse 551  
8048, Zürich



The background of the slide is a light gray field filled with numerous one-dollar bills scattered in various orientations. The bills are rendered in a semi-transparent, light gray color, creating a textured, monochromatic effect. The text 'The logo design' is centered within a white rectangular box that has a thin black border. The word 'The' is in a dark blue serif font, and 'logo design' is in a bold red serif font.

# The logo design



# 01

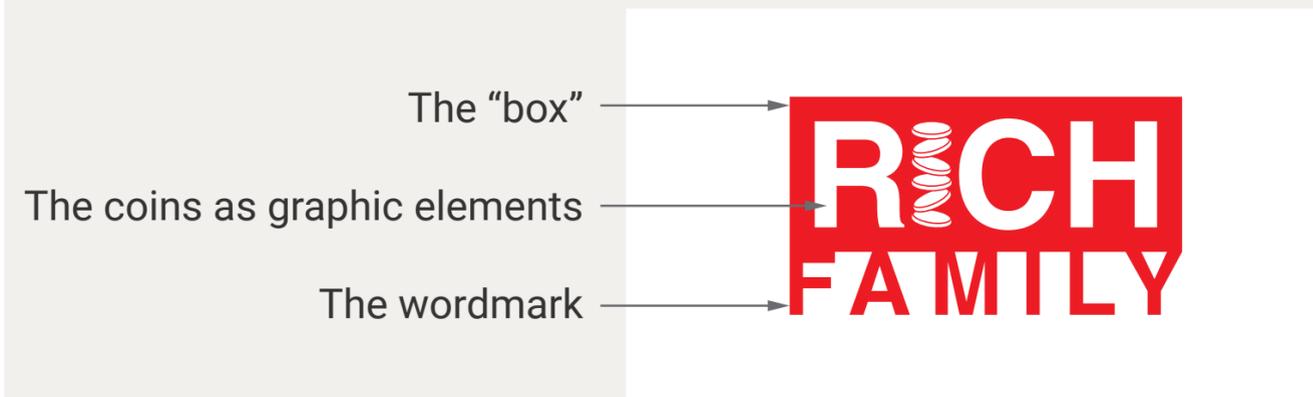
***Our logo is the touchstone of our brand and one of the most valuable assets. We must ensure its proper usage.***

# The logo and usage

The **RICHFAMILY** logo combines two elements. The **RICHFAMILY** logotype, and the coins as graphical elements. These elements should never be changed. Position, size and color along with the spatial and proportional relationships of the **RICHFAMILY** logo elements, are predetermined and should not be altered.

*Used consistently they will reinforce public awareness of the company*

## *The general logo*



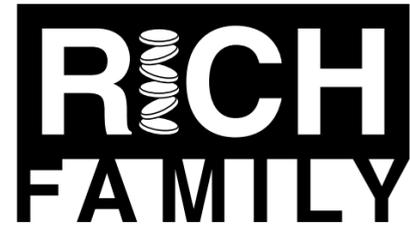
The **RICHFAMILY** logo combines two elements. The **RICHFAMILY** logotype, and the coins as graphical elements. These elements should never be changed.



A variant of use, when the background is light colored



A variant of use, when the background is dark colored



*100% black*



*70% black*



*100% white*

# Black, white and grayscale

Sometimes, often due to production forms, only one color of ink is available and so the logo must be reproduced only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or is a dark color type on a light background.

The logotype and the symbol must be clearly distinguishable from the background color.

You must honor the **RICHFAMILY** Logo palette when possible, using black or white is necessary.

# Primary font **Playfair display**

**DESIGNER: CLAUDS EGGERS SORENSEN**

Playfair is a transitional design from the time of enlightenment of the late 18th century, the broad nib quills were replaced by pointed steel pens. Together with developments in printing technology, ink, and paper making, it became to print letterforms of high contrast and delicate hairlines that were increasingly detached from the written letterforms.

This font should be used in all **RICHFAMILY** communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets and printed materials.

## Playfair Display

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Regular

*Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***

Specimens

---

AÄBCDEÉFGHIÍJKLMNOÓÖŐPQRSBTUÚÚÚXYWZ  
aääbcdeéfgghiíjklmnoóöőpqrstuuúúúxyz  
(0123456789+ -= ÷ × \* % ^ < > # ! ? . , ; & | @ [ ] \_ , “ ” € \$ £ § © ® ™)

# Roboto

Light  
Regular  
*Italic*  
**Bold**  
***Bold Italic***  
**Black**

## Specimens

AÄBCDEÉFGHIJKLMNOÓÖPQRSßTUÚÛÜXYWZ  
aääbcdeéfg hijklmnoóöopqrsßtuúüxyz  
(0123456789+-=÷x\*%/\<>#!?.,;:&|@[]{}\_“”€\$£§©®™)

# Secondary font Roboto

## DESIGNER: CHRISTIAN ROBERTSON

Google developed the font to be "modern, yet approachable" and "emotional".

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. This makes for a more natural reading rhythm more commonly found in "humanist" and serif types.

This non-serif font is available in 10 weights. We use 3 of them. The regular, light and bold versions. They should be used in all of the flowing texts throughout the brand communication.

# The main color palette



## USE OF COLOR FOR THE PRINTED & DIGITAL LOGO

The following palette has been selected for use in **RICHFAMILY** communications. Lighter scheme of these colors are also allowed, but the Logo may only be used with a 100% saturation.

The primary colors include a fierce red and a deep night sky blue, that embrace the creativity and dynamic of the company. The additioned color is a nobile gold plated sheet, to undertone and elevate the solidity of your business.

*A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.*

## PRIMARY COLOR FIERCE RED

100%

80%

65%

40%

25%

### COLOR CODES

HEX #ec1b23  
RGB 236 27 35  
CMYK 0 95 85 0  
PANTONE 485 C  
RAL 3028

## PRIMARY COLOR DEEP NIGHT SKY

100%

80%

65%

40%

25%

### COLOR CODES

HEX #04172f  
RGB 4 23 47  
CMYK 100 87 48 65  
PANTONE 5255 C  
RAL 5004

## PRIMARY COLOR NOBILE GOLD

### COLOR CODES

HEX #714e2a  
HEX #8e6c47  
HEX #d8ba94  
HEX #fbdcb7

SECONDARY COLOR  
LIGHT BEIGE

- 100%
- 80%
- 65%
- 40%
- 25%

COLOR CODES

HEX #c9c2b6  
 RGB 201 194 182  
 CMYK 23 20 27 3  
 PANTONE Warm Grey 3 C  
 RAL 7044

SECONDARY COLOR  
BRIGHT SUMMER SKY

- 100%
- 80%
- 65%
- 40%
- 25%

COLOR CODES

HEX #008dd5  
 RGB 0 141 213  
 CMYK 79 33 0 0  
 PANTONE Process Blue C  
 RAL 5012

SECONDARY COLOR  
ABSORBED ANTHRAZIT

- 100%
- 80%
- 65%
- 40%
- 25%

COLOR CODES

HEX #323232  
 RGB 50 50 50  
 CMYK 69 60 56 66  
 PANTONE Black C  
 RAL 7021

# Secondary color palette

**DESIGNER: CHRISTIAN ROBERTSON**

The secondary color palette includes specifications for further supplementary colors used in visual communication.

The palette allows the addition of secondary colors to enrich the **RICHFAMILY** visual identity on every platform. Lighter tints of these colors are also allowed.

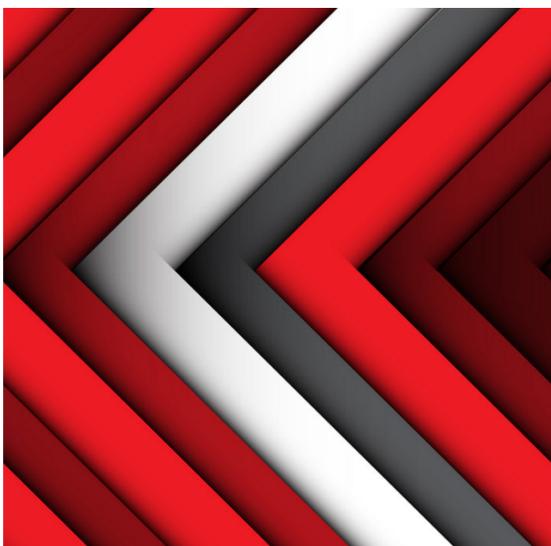
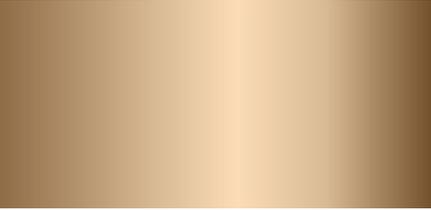
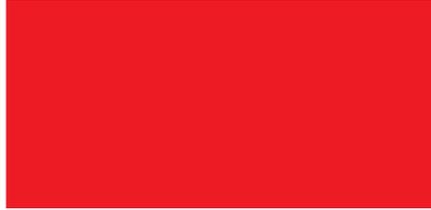
*These colors are complementary to our official colors, but are not recognizable identifiers for our company. Use them sparingly.*

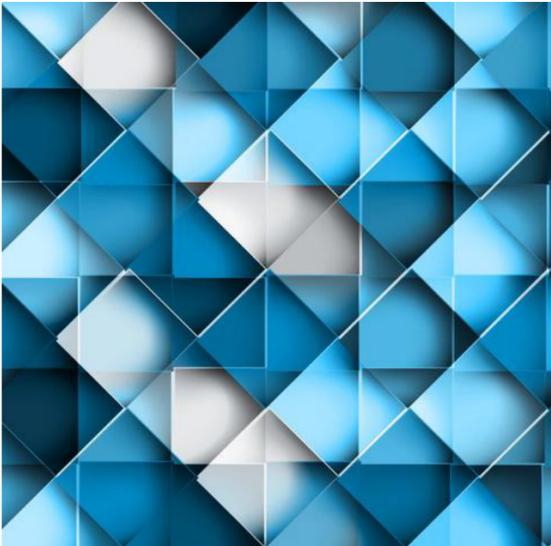


# Moodboard red



If you are using the primary color palette just take photos with some red in it. The imagery should contain a lot of white. Don't use images with too much blue or yellow in them.





# Moodboard blue



If you are using the secondary color palette, just take photos with blue in them. The images should contain a lot of blue. Don't use photos with too much red or yellow. You can also use pictures with gray colorscheme.



# The letterhead

The stationery is one of the most frequently used form of contact the business-partners and clients.

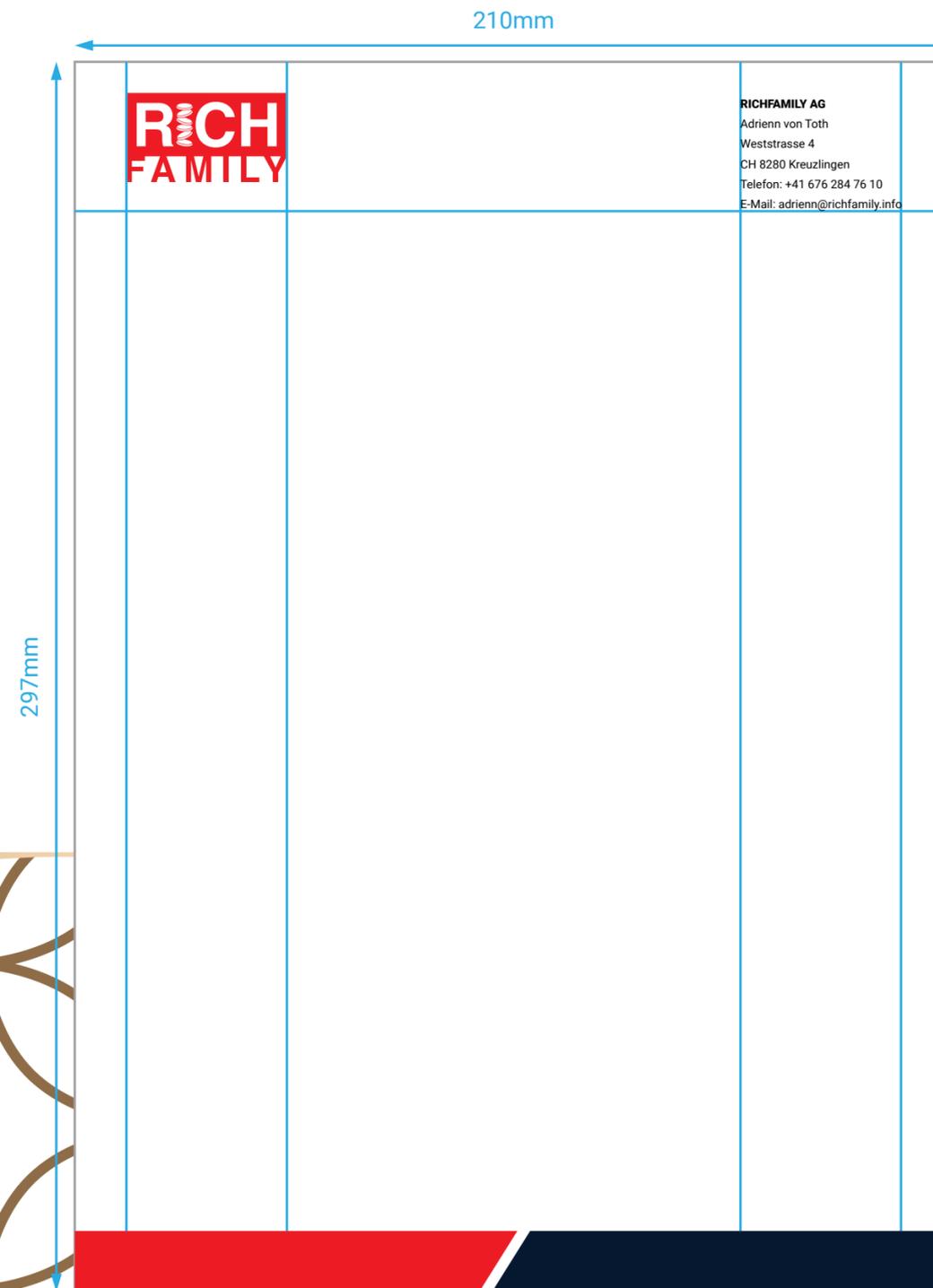
Clear and simple, we designed our stationery to align with our visual system. The letterhead features the logo in the top left corner with the business contact informations on the opposite site.

**Dimensions:**

CM A4  
(201mm x 297 mm)

**Paper:**

100g/m<sup>2</sup> offset white



## BUSINESS CARDS

The business card will be used for the official contact and communication of our company. These are the approved layouts.

**Dimensions:**  
90 mm x 50 mm)

**Paper:**  
300g/m<sup>2</sup> matt white paper



## ENVELOPES

The envelope will be one of the first items customers can encounter during formal business communication. That is why it is important to faithfully reflect the values that the company represents in the identity.

**Dimensions:**  
LA 4  
220 mm x 110 mm)

**Paper:**  
80g/m<sup>2</sup> offset white paper



**NOTICE:**  
the backside of envelope will be plain. Other formats are allowed.

# The imagery + color effects

Brand imagery destined to reinforce our values and emotions. Any photography needs to be professional in the approach to engaging in the appearance. It is essential for our **RICHFAMILY** brand, because it creates emotions and an easy-to-recognize mood.

*The uniqueness of each photo will help to resonate the independent spirit of our brand.*



Original



Grayscale



Overlay



## EXAMPLES AND RULES

### REQUIREMENTS

1. use desaturated colors with light vintage feel.
2. The photos with people use only single persons. (max 3 persons if required)
3. All photos should be light and clean
4. Use the optional image effect, so when it looks dark, implement into the picture
5. Also showed are grayscale images for print and web
6. Use of imagery that demonstrates creativity, nature or persons
7. Use CMYK for print, RGB for web modes. When the background is white or the colorscheme matches with the colors of **RICHFAMILY**
8. Use grayscale images when the colorscheme inconsistent with the background
9. Use grayscale images with color overlay when the appearance of the image does not match the company's color palette

# Web grid systems

## USE ON DIFFERENT DEVICES

The grid system helps align page elements based on sequenced columns and rows. We use this column-based structure to place text, images, and functions in a consistent way throughout the design. Every element has its place. Here are some examples.

The flexibility of the grid system ensures that the web layout is visually appealing across all platforms (phones, tablets and desktops).

Please follow the rules, to have a consistent visual appearance.

## GRID SYSTEM WEB LAYOUT

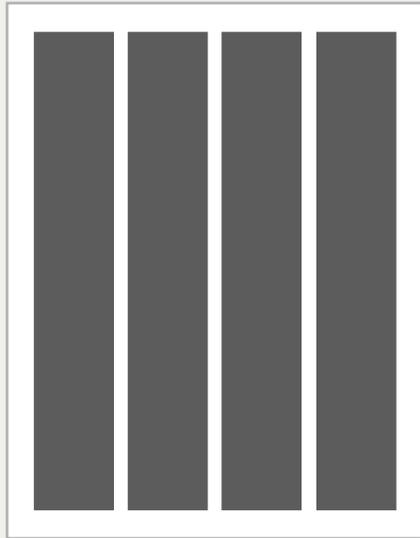
The layout is based on a 12 columns grid system



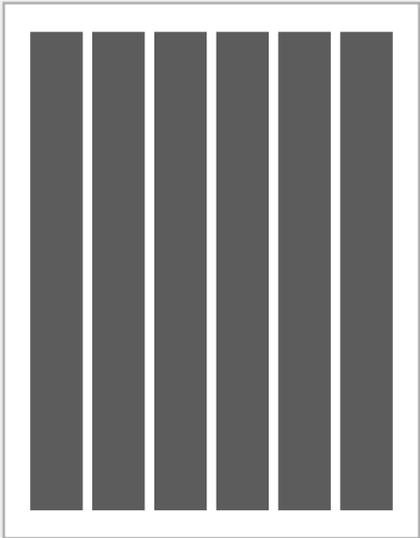
WIREFRAMES

Optimal arrangements of the column grid layout of each page.

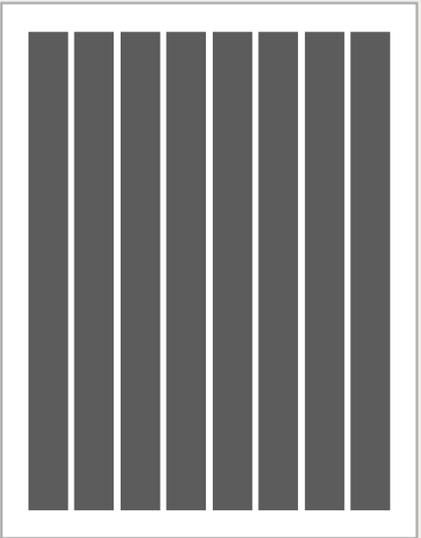
4 column grid



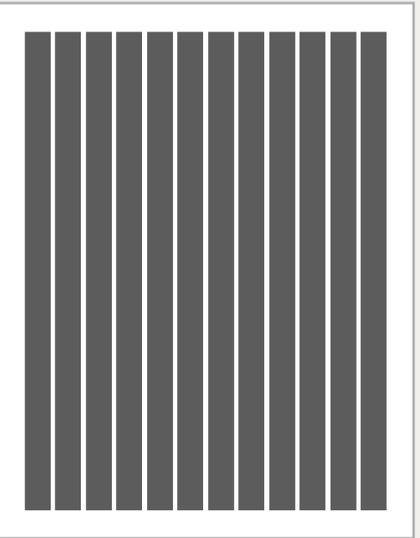
6 column grid



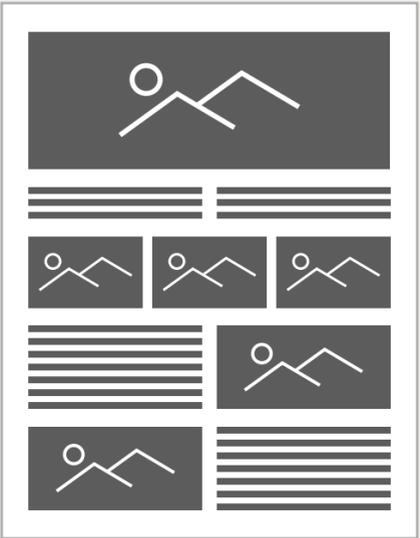
8 column grid



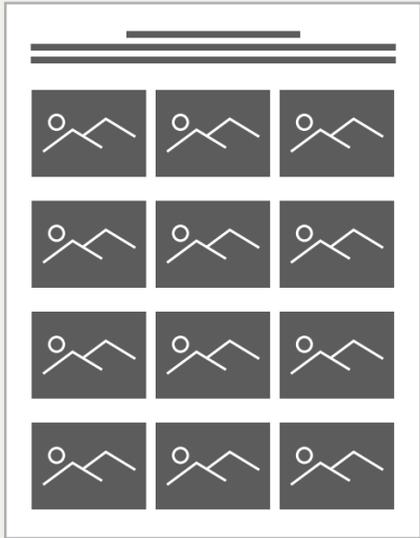
12 column grid



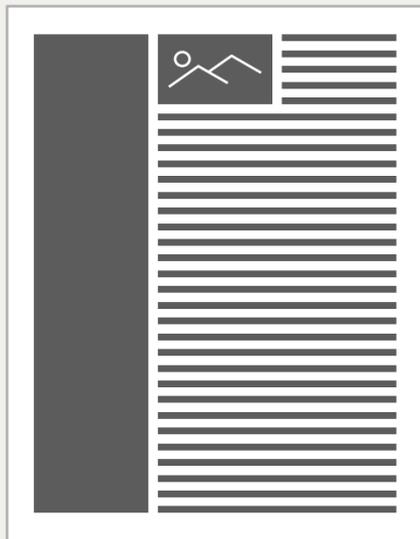
Homepage layout



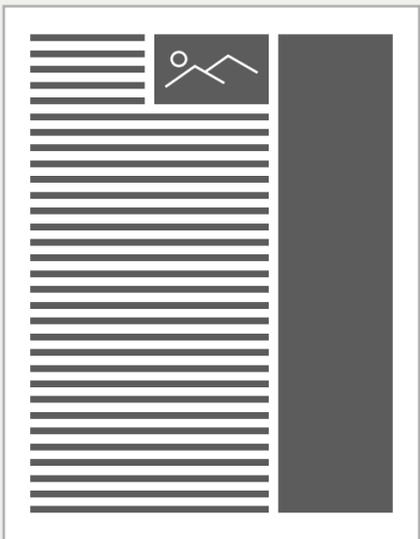
Portfolio page



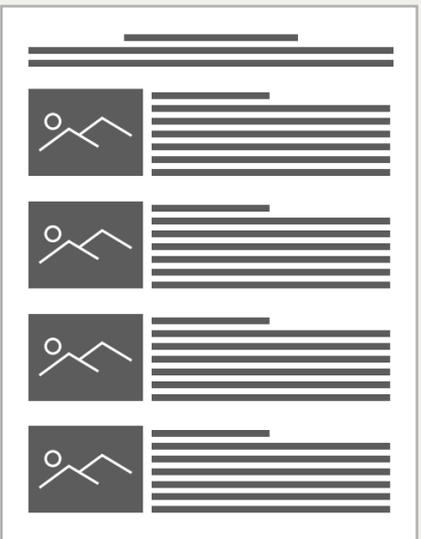
Article right



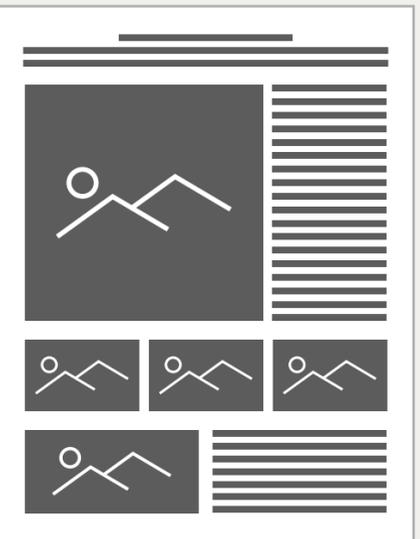
Article left



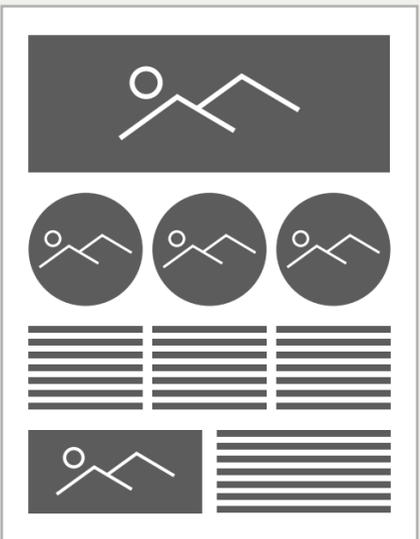
Blog



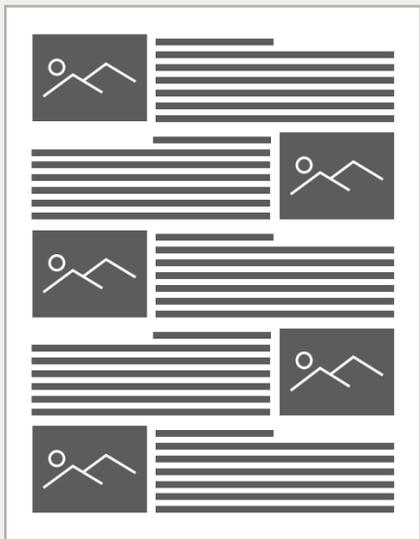
Product page



Landing page



Team members



# Mobile devices

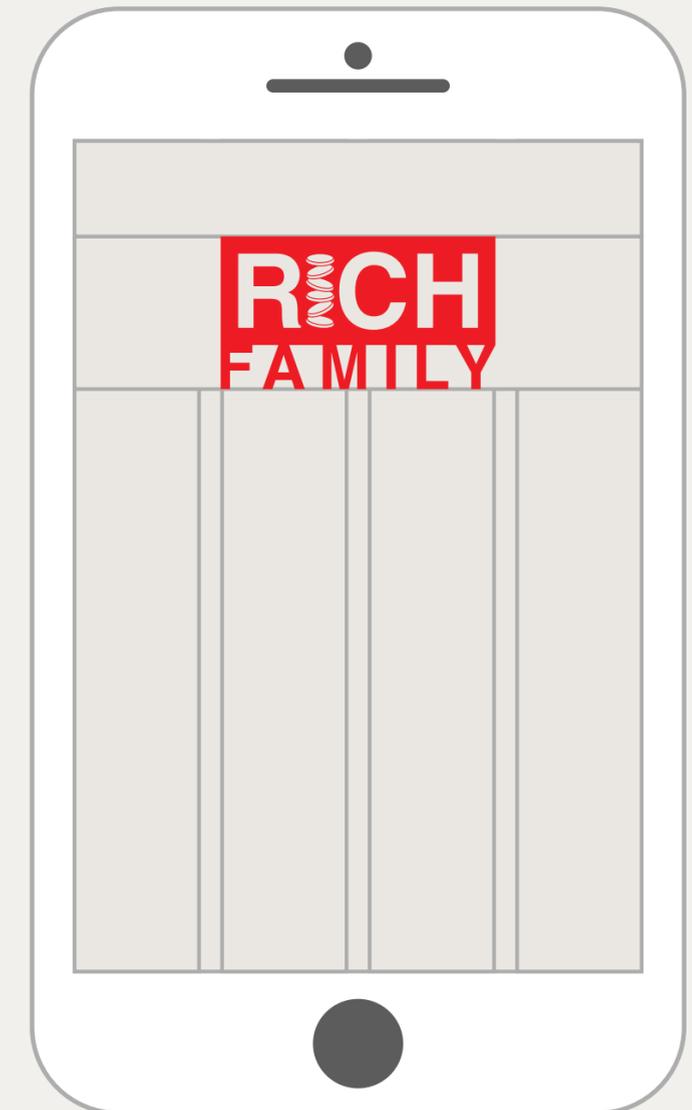
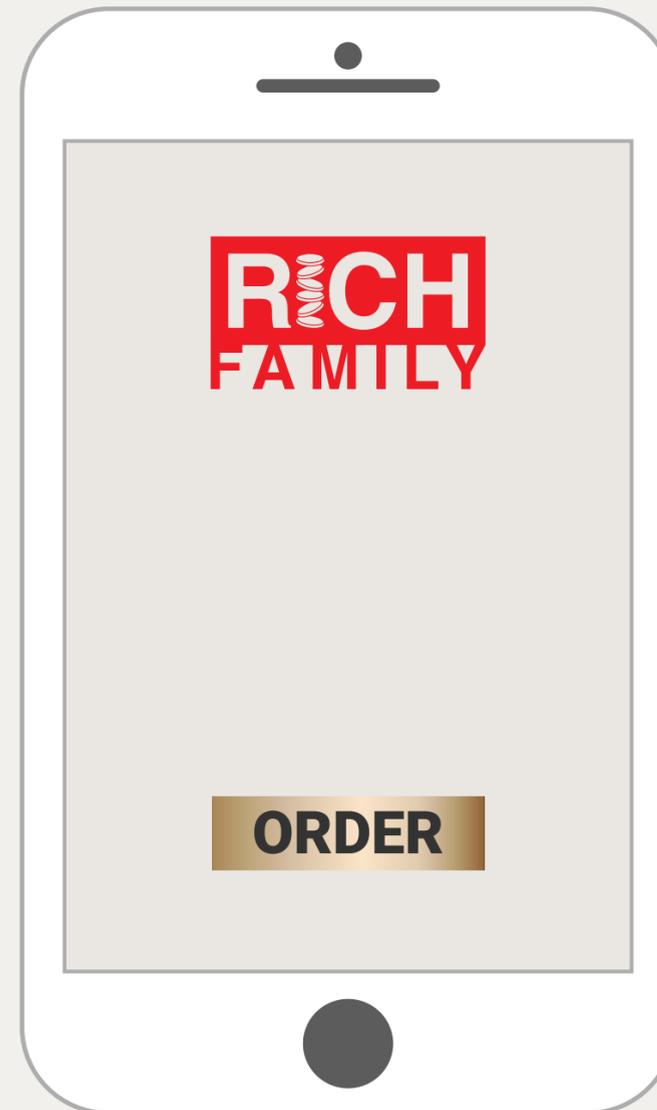
## USE ON MOBILE PHONE

Field elements are to sit on a certain number of columns. Traditionally in a design system, the column width doesn't change but the number of columns change from 12 on desktop, to 8 on tablet, and to 4 on mobile.

Please follow the rules, to have a consistent visual appearance.

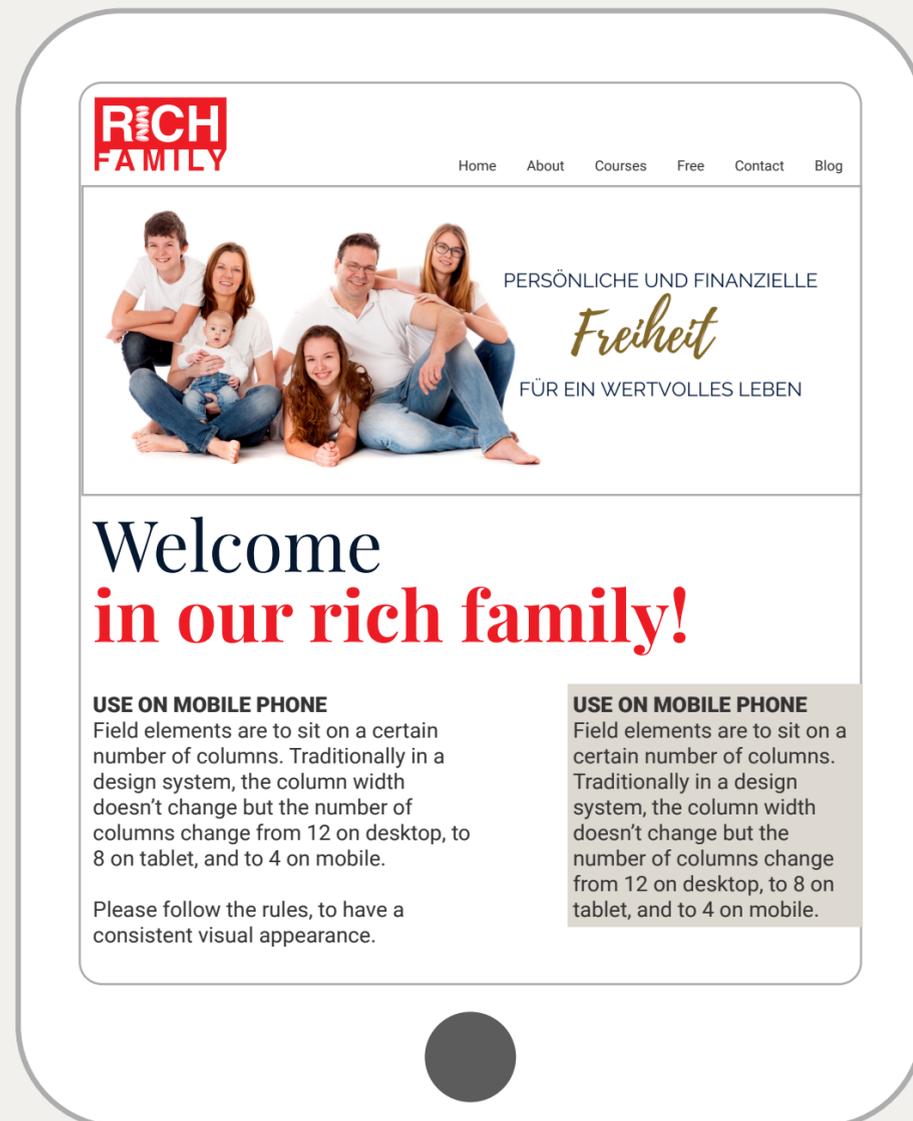
## LOGO PLACEMENT

To place the **RICHFAMILY** logo please use the developed grid system. It is based on a 4 column grid. Other maps are not allowed.



## TABLET VERTICAL GRID

It is based on a 8 column grid. Other maps are not allowed.



## FONTS

The fonts playfair display and roboto can also be used on the web. Both of them are clossplatform and language compatible. Playfair is always used for the large headlines, Roboto for the "bread text" and smaller headlines.

## COLOR

The main background color for the wireframes is pure white. Use light beige to highlight important articles. The bright brand colors are used only for headlines, underlines buttons, or other graphic elements.

## NAVIGATION

The navigation menu is always on the top right. Use lowercase letters with capital initial capitalization for it.

# Office supplies

When used on t-shirts, mugs or any of the approved logos can be used. The symbol may also be used separated from the lettering.

For the background use solid white, fierce red, deep sky blue, light beige, or absorbed anthrazit. Other colors are not allowed.



T-shirt design on white, fierce red, light beige and deep sky blue. The logo size is 80mm x 45 mm. Placed on the upper left chest.

Use collar shirts only.



These are some examples of possible supplies

## OTHER SUPPLIES

For other office supplies use always the same color, no matter what printable subject you use.

Printables are:

- Mugs or coffee to go cups
- Baseball caps
- Jute or paper bags
- Pencils or ball pens
- USB sticks
- Mobile phone cases  
etc.



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