RIBEIRO GROUP

Vertical logo

A vertical logo is ideal for scenarios where space is limited in width but ample in height, such as on tall banners, mobile apps, or social media profile pictures. It works well in designs where a stacked format complements the layout rather than a horizontal arrangement, offering a balanced and cohesive visual presence.

Vertical logos are also effective for packaging, signage, and other vertical-format applications, ensuring the brand remains prominent and easy to read.

Horizontal logo

A horizontal logo is best suited for wide spaces, such as website headers, email signatures, or printed materials like letterheads and business cards.

It's ideal when the design favors the more width than height, allowing the logo to span across the space without appearing compressed.

Horizontal logos are also effective in presentations, storefront signage, and advertising banners, where a clean, elongated format helps maintain readability and a strong visual impact.

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Standard

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Monochrome black

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Invert

RIBEIRO GROUP

Monochrome white

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Social media icons

Make use the primary brand colours for social channel profile identities to help promote brand presence and recognisability.

RG   RG   RG

Icon spacing

Ensure ample space around the logo icon when using it on a social profile picture, so it maintains visual distinct, and easily recognisable even at smaller sizes.

RG

RG   Lorem ipsum

RG   Lorem ipsum
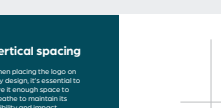
Vertical spacing

When placing the logo on any design, it's essential to give it enough space to breathe to maintain its visibility and impact.

This clear space around the logo isn't created by the logo's sharpest far edges, margins, or graphics, allowing it to stand out without overcrowded.

The minimum clear space around the logo should be equivalent to the "X" in "Ribeiro", ensuring no distractions and legible in any composition.

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Horizontal spacing

When placing the logo on any design, it's essential to give it enough space to maintain its visibility and impact.

This clear space volume around the logo isn't created by other elements, like text, images, or graphics, allowing it to stand out and retain its integrity.

The minimum clear space around the logo should be equivalent to the "X" in "Ribeiro", ensuring no distractions and legible in any composition.

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Logo Application
Header placement

For narrow placements, the horizontal logo should be used to enhance visibility. If no additional information accompanies the logo, it should be positioned at the center.

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Header placement with text

When designing a header bar, it's recommended to place the logo on the left side and the accompanying text on the right. This placement aligns with common reading patterns and enhances visual flow, allowing users to easily recognize the brand before they proceed to the text.

Applying spacing rules (previously specified) is essential to ensure both the logo and text elements are legible and balanced. The logo should have enough padding around it to prevent it from appearing crowded, while the text on the right should also be spaced adequately from the logo and other elements.

Consistent spacing not only improves readability but also contributes to a clean and professional look, making the header more appealing and user-friendly.

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Lorem ipsum

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Logo placement on images/designs

When placing the logo on an image, it must maintain consistent spacing on all sides equal to the width and height of the logo's stamp. The logo can be positioned in various locations, including the top center, bottom center, bottom left, and bottom right, depending on what best complements the overall design. Ensuring this spacing not only preserves the logo's visibility but also upholds brand consistency and clarity across different applications.

RIBEIRO   RIBEIRO   RIBEIRO

RIBEIRO GROUP   RIBEIRO GROUP
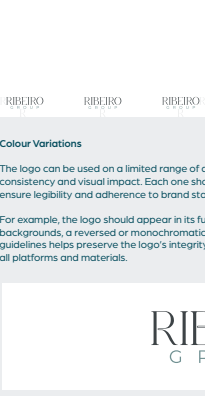
Colour Variations

The logo can be used on a limited range of approved background colours to maintain brand consistency and visual impact. Each one should be paired with specific variations of the logo to ensure legibility and adherence to brand standards.

For example, the logo should appear in its full-colour version on light backgrounds, while on dark backgrounds, a reversed or monochromatic version may be required. Adhering to these colour guidelines helps preserve the logo's integrity and ensures that it remains recognizable across all platforms and materials.

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Primary type face
Poppins

Ab

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

Poppins light

Ab

Poppins medium

Ab

Poppins semibold

Ab

Type rules

Heading
**Poppins semibold**

Subheading
Poppins medium

Body
Poppins light

No orphan text within paragraphs, eg:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

Typing margins

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

Primary colours

#31312E	#79A3A1
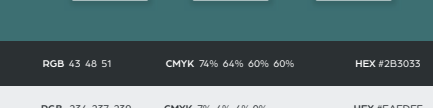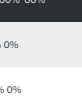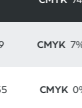
RGB 113 163 161	CMYK 59% 32% 39% 5%	HEX #79A3A1
RGB 35 31 32	CMYK 70% 67% 64% 74%	HEX #231F20

Secondary colours

#2B3033	#EAEDEF	#FFFFFF
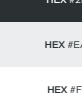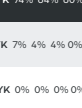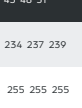
RGB 43 48 51	CMYK 74% 64% 60% 60%	HEX #2B3033
RGB 234 237 239	CMYK 7% 4% 4% 0%	HEX #EAEDEF
RGB 255 255 255	CMYK 0% 0% 0% 0%	HEX #FFFFFF