

avey

BRAND GUIDELINES

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LOGO

The rimads logo represents the company's aim to bring joy and comfort back into the health and wellness industry and break the monotonous, strict design that is widespread in the industry.

avey

PRIMARY LOGO

avey

avey

avey

EXCLUSION ZONE

To maintain the integrity of the logo and achieve maximum recognition, it is important to include an exclusion zone around the logo.

It's an integral part of the design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.



USAGE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way.

The orientation, colour and composition should remain as indicated in this document – there are no exceptions.



LOGO MISUSE

The Avevy logo is shown in a light blue color, rotated 180 degrees counter-clockwise.

Do not change orientation

The Avevy logo is shown in a light blue color, scaled down to a smaller size than the original.

Do not alter the size

The Avevy logo is shown in a light blue color with a dark grey drop shadow effect applied behind it.

Do not add any effects

The Avevy logo is shown in a light blue color, positioned over a background that has been wavy or distorted.

Do not distort

The Avevy logo is shown in a dark blue color, which is different from the standard light blue.

Do not change colors

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 exercitation ullamco laboris nisi
ut aliquip ex ea commodo consequat.

The Avevy logo is shown in a light blue color, placed over a block of placeholder text.

Do not break exclusion zone

LOGO MISUSE

The word "avey" in a blue, lowercase, sans-serif font, centered horizontally.

Do not change the alignment

The word "avey" in a blue, lowercase, sans-serif font, centered horizontally.

Do not change the typeface

The word "avey" in a blue, lowercase, sans-serif font, centered horizontally.

Do not outline



Do not use colored logo
on a dark background



Do not use dark logo
on a dark background



Do not use light logo
on a light background

BACKGROUND

The logo needs to create contrast with the background in order to be legible. Here are some examples of logo usage on solid colors and images.



USAGE ON COLORED BACKGROUND

avey

avey

avey

avey

avey

avey

avey

avey

avey

USAGE ON COLORED BACKGROUND

avey

avey

avey

avey

avey

avey

avey

avey

avey

USAGE ON IMAGES

If the image is too complex, and it is difficult to read the logo, it is recommended to use a ghost box or a different image.



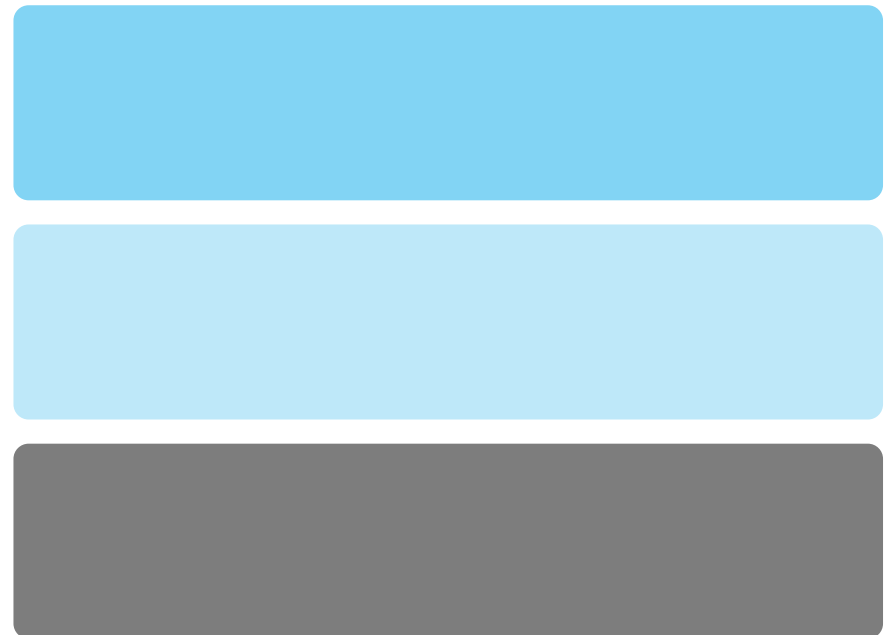
MISUSE ON IMAGES

Correct placement of the logo on images is important. Place the logo on a simple composition for legibility.



BRAND COLORS

Our colors are as important to us as the logo itself. They're part of the brand's personality. We have established four palettes: primary and secondary.



PRIMARY

DIGITAL

R119 G224 B255
#77E0FF

R89 G-12 B-14
#BDE8F9

R125 G125 B125
#7D7D7D

PRINT

C20 M0 Y2 K0
#C8EAF5

C23 M0 Y1 K0
#BDE8F9

C53 M44 Y44 K9
#7D7D7D

SECONDARY

DIGITAL

R237 G114 B115
#ED7273

R251 G231 B115
#FBE773

R255 G255 B255
#FFFFFF

PRINT

C0 M64 Y31 K0
#F37D89

C1 M12 Y61 K0
#FFDD7E

C0 M0 Y0 K0
#FFFFFF

TYPEFACES

Just like colour has meaning for our brand, typography is equally as powerful in representing the values and tone of Rimads.

A number of Omnes weights are available, allowing a full range of creative expression. Omnes Bold is the most used weight for Rimads marketing materials across all art forms, supported and complemented by other weights as appropriate.

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

BOLD أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق
ك ل م ن ه و ع ي ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

OMNES

Omnes is a rounded sans-serif typeface designed by Joshua Darden. It was originally published in 2006 and later expanded with additional weights added in 2018. The family is available in four widths (standard, semi-condensed, condensed and narrow), with each width available in nine weights with matching italics.

OMNES (10 STYLES)

Light
Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Regular
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Medium
Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Bold
Bold Italic


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Black
Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

CONTACT

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QSTP - Doha, Qatar

 [rimads.qa](https://www.instagram.com/rimads.qa)