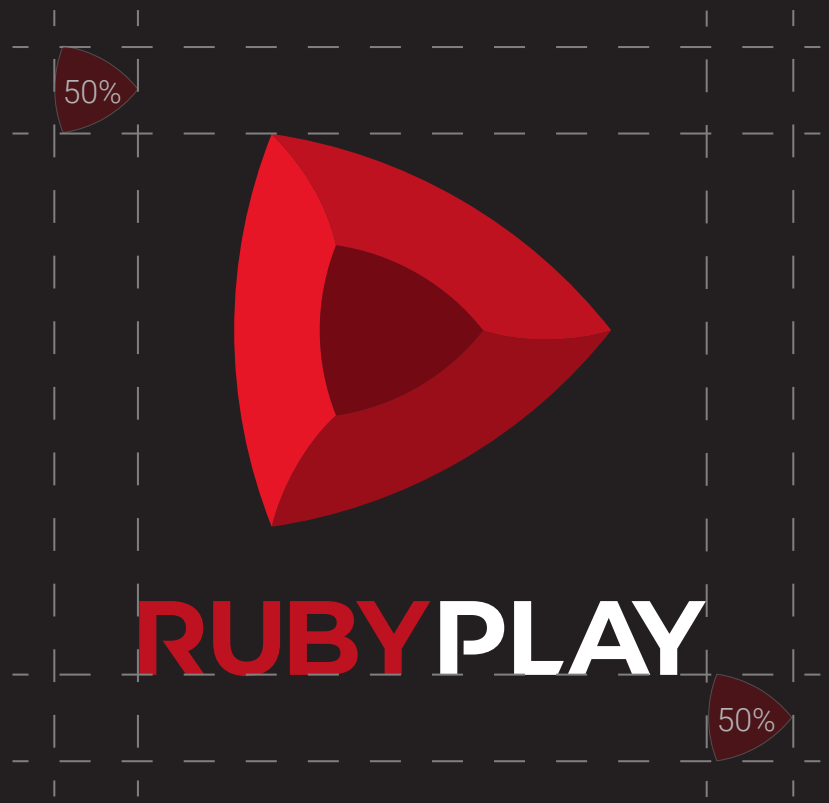
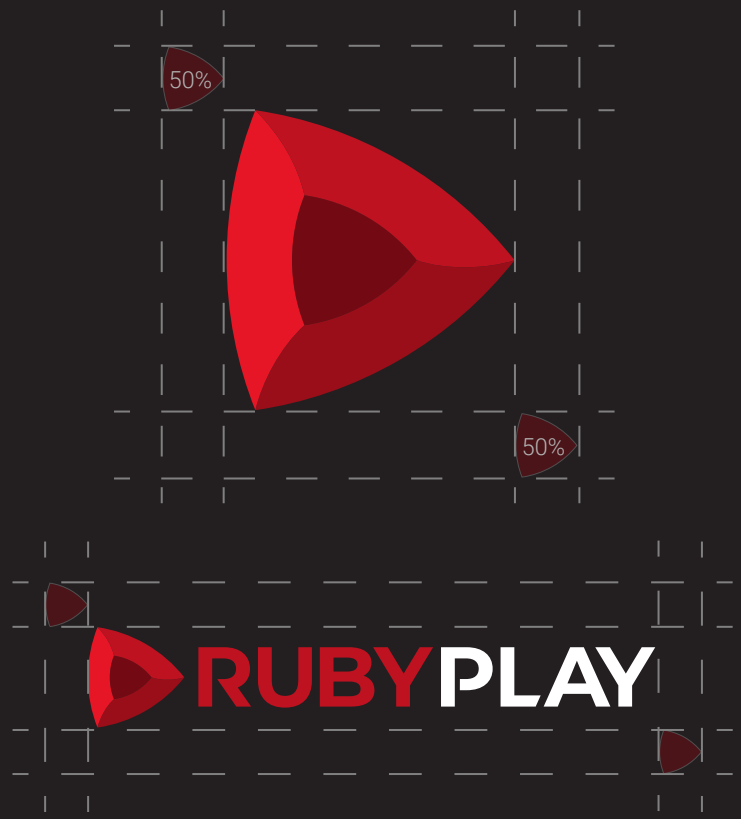
BRAND GUIDELINES

RUBYPLAY

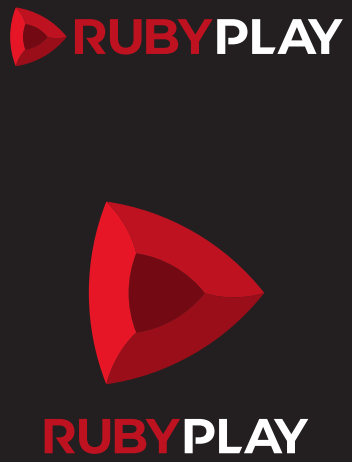
LOGO
USAGE



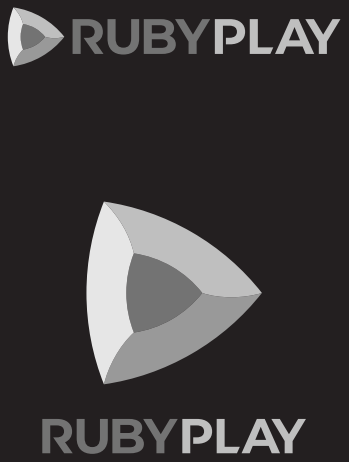


COLOR VARIATIONS

Main Logo

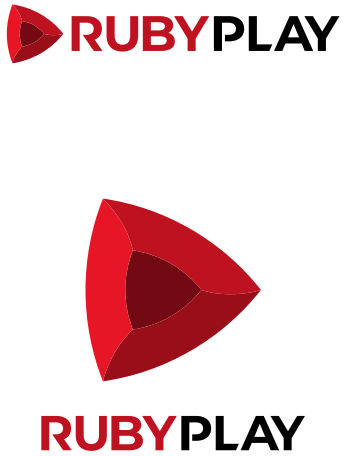


Greyscale Logo



One colour Logo

Alternative Logo
for white background



PRIMARY

BRAND COLORS

For web use
HEX Code # E61626
For print use
Pantone Code 185C

Vivid Ruby Red
For web use
HEX Code #BF1220
For print use
Pantone Code 186C

For web use
HEX Code #990E19
For print use
Pantone Code 187C

For web use
HEX Code #730A13
For print use
Pantone Code 7622C

For web use
HEX Code #000000
For print use
Pantone Code Black

For web use
HEX Code #FFFFFF
For print use
Pantone Code 000C White

TYPOGRAPHY

Primary Font

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789!@#$%

Secondary Font

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789!@#$%

Title

Montserrat Bold 20pt
ABCDEFGHIJKM
nopqrstuvwxyz

Heading

Roboto Medium 16pt/18pt
ABCDEFGHIJKM
nopqrstuvwxyz

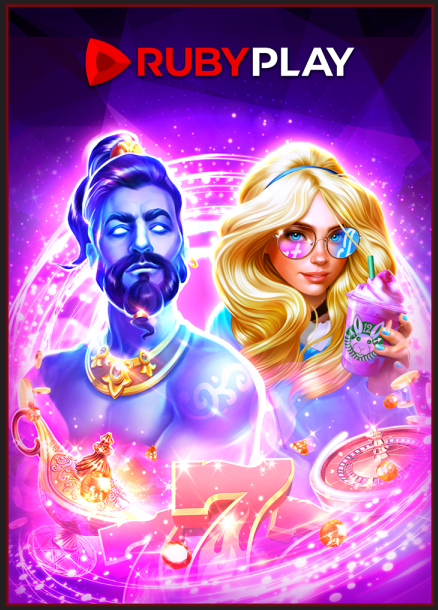
Content

Roboto Regular 12pt/14pt
ABCDEFGHIJKM
nopqrstuvwxyz

MERCHANDISING

MERCHANDISING

MARKETING MATERIALS



RUBYPLAY