



ROLO.MD

BRAND IDENTITY GUIDE



TABLE OF CONTENT

01. Introduction

02. Logo Usage

03. Typography

04. Color Palettes

05. Imagery

06. Templates



ROLO.MD



INTRODUCTION

INTRODUCTION

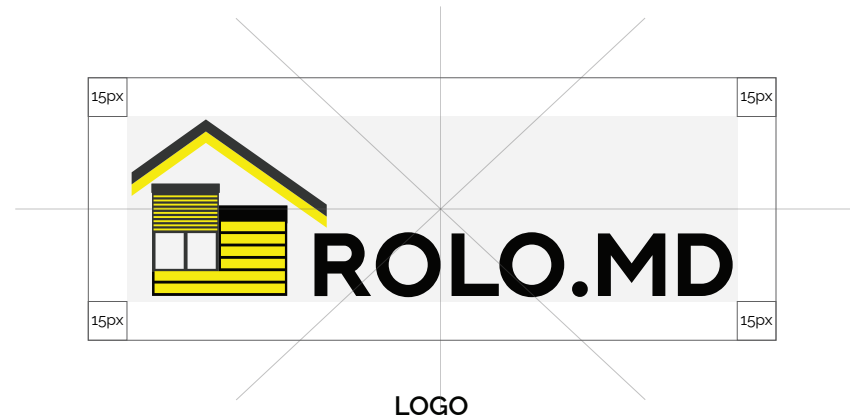
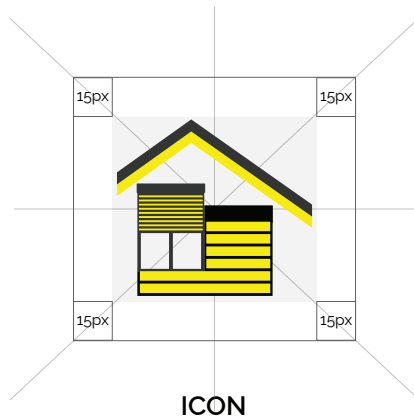
With a rich history spanning 14 years, ROLO.MD is a trailblazer in producing and commercializing roller shooters, windows shooters, sectional garage doors, and blinds. Renowned for innovation and quality,

ROLO.MD has redefined living spaces. Their roller shooters offer seamless light and privacy control, while windows shooters provide panoramic views and energy efficiency. The sectional garage doors prioritize safety and convenience, enhancing modern living. Meticulously crafted blinds add elegance to any space. ROLO.MD's commitment to excellence shines through their diverse product range, making them a trusted choice for sophisticated, functional solutions.



HOW TO USE LOGO DESIGN

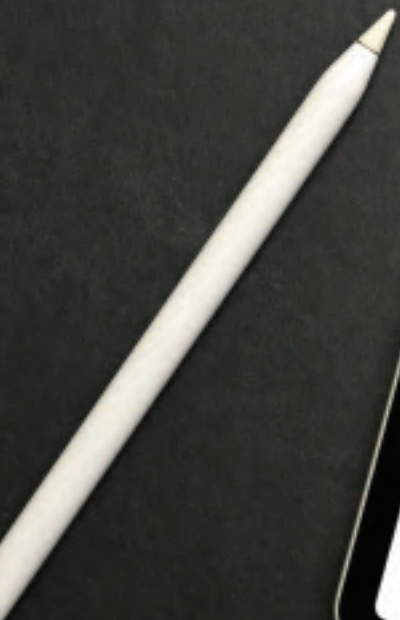
CLEAR SPACE



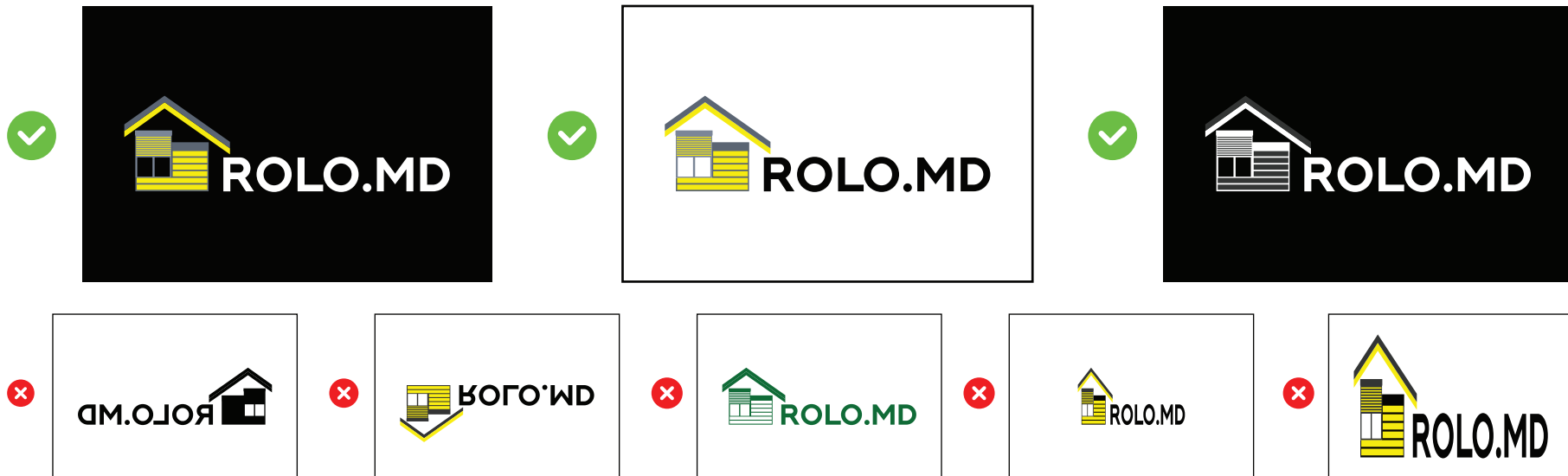
For digital use, maintain a spacing of 15 pixels around the logo for clear visibility. For print materials, ensure a minimum spacing of 1 inch for optimal quality. These guidelines are essential to maintain the integrity of our brand identity design, ensuring consistency and professionalism across various platforms.



ROLO.MD



HOW TO USE LOGO DESIGN



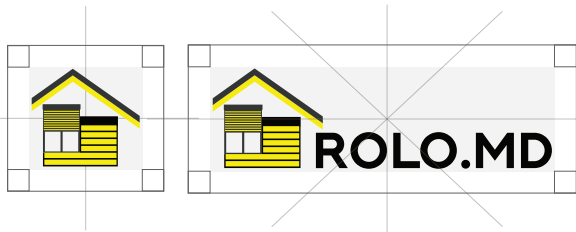
Shapes in the logo have been meticulously designed with uniform dimensions, symbolizing our brand's precision and consistency. When utilizing the logo, always maintain its original proportions and refrain from distorting or resizing it unevenly. Avoid placing it on busy backgrounds or cluttered designs to maintain its visibility and impact.



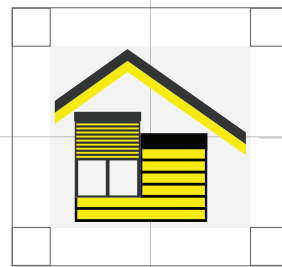
LOGO USAGE ON COLORS



MINIMUM SIZE



FOR WEB



FOR PRINT

For print materials, the minimum logo size should be 1 inch to ensure clarity and quality. On web platforms, the logo should be at least 150 pixels by 150 pixels for sharp and clear display. Maintaining these minimum sizes is essential to prevent pixelation and loss of quality, ensuring a professional appearance across both print and digital media.



TYPOGRAPHY

FONT FOR LOGO

ADEQUATE W01 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

/*-+~!@#\$%^&*()-=_+{}[]:;'"|\<>.?`

FOR BRANDING

FONT FAMILY (RALEWAY)

THIN	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 /*-+~!@#\$\$%^&*()-=_+{}[];:'' \<>.?`
EXTRA LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 /*-+~!@#\$\$%^&*()-=_+{}[];:'' \<>.?`
LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 /*-+~!@#\$\$%^&*()-=_+{}[];:'' \<>.?`
REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 /*-+~!@#\$\$%^&*()-=_+{}[];:'' \<>.?`
MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 /*-+~!@#\$\$%^&*()-=_+{}[];:'' \<>.?`
SEMIBOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 /*-+~!@#\$\$%^&*()-=_+{}[];:'' \<>.?`
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 /*-+~!@#\$\$%^&*()-=_+{}[];:'' \<>.?`
EXTRABOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 /*-+~!@#\$\$%^&*()-=_+{}[];:'' \<>.?`
BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 /*-+~!@#\$\$%^&*()-=_+{}[];:'' \<>.?`

Raleway font stands as a cornerstone in branding, embodying sophistication and modernity. Its sleek sans-serif style brings a touch of elegance to any design, making it ideal for conveying a sense of professionalism and innovation. Whether used in logos, headings, or body text, Raleway exudes versatility, ensuring a cohesive and visually appealing brand identity. Its clean lines and balanced proportions make it a timeless choice, capable of enhancing the overall aesthetics of any project.



TYPOGRAPHY USAGE

BOLD

HEADER

MEDIUM

HEADER

REGULAR

SUBHEADER

LIGHT

SUBHEADER

For typography, the minimum size requirement varies based on the context of its usage. For print materials, it's advisable to maintain a minimum font size of 8 to 10 points to ensure readability and clarity. On the web, the minimum font size should be around 10 to 12 pixels for comfortable reading, especially on standard screens.



COLOR PALETTES

COLOR USAGE

Strategic color usage is pivotal in establishing a brand's visual identity. Colors evoke emotions and convey messages, making them a powerful tool in branding. Consistent color palettes across print and web materials create a cohesive brand presence. Primary colors embody the essence of the brand, eliciting recognition and trust. Secondary colors add depth and flexibility, enhancing visual appeal in various contexts. Careful consideration of color combinations ensures harmony and readability, impacting how the audience perceives the brand.

COLOR PALETTES



PRIMARY

CMYK

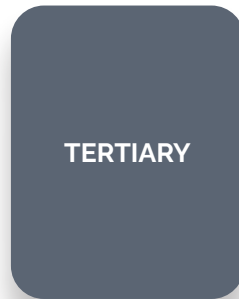
C: 03% M: 01% Y: 97% K: 0%

RGB

R: 253 G: 236 B: 06

HEX

#FFED00



TERTIARY

CMYK

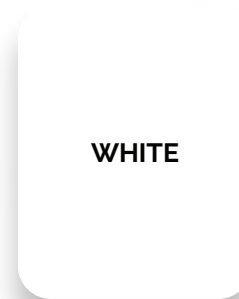
C: 67% M: 54% Y: 41% K: 16%

RGB

R: 92 G: 101 B: 115

HEX

#5D6573



WHITE

CMYK

C: 00% M: 00% Y: 00% K: 00%

RGB

R: 255 G: 255 B: 255

HEX

#FFFFFF



SECONDARY

CMYK

C: 69% M: 63% Y: 62% K: 57%

RGB

R: 53 G: 53 B: 53

HEX

#353535



QUATERNARY

CMYK

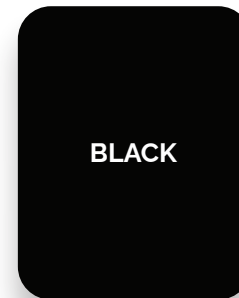
C: 56% M: 43% Y: 30% K: 02%

RGB

R: 122 G: 133 B: 151

HEX

#7A8298



BLACK

CMYK

C: 75% M: 68% Y: 67% K: 90%

RGB

R: 00 G: 00 B: 00

HEX

#000000

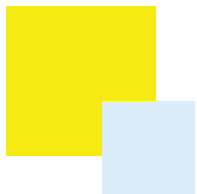
COLOR USAGE



DO NOT Use tints and Shades of
Secoundry Colors



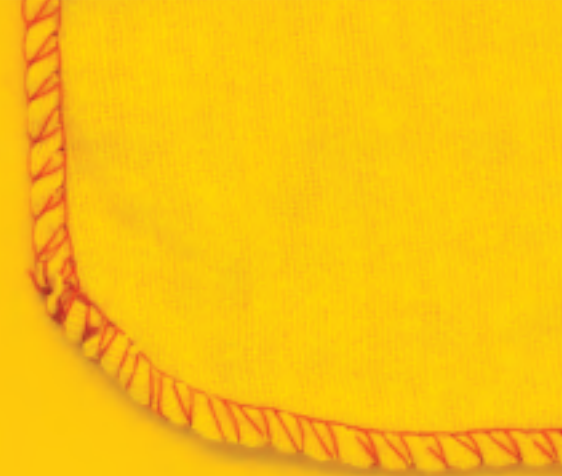
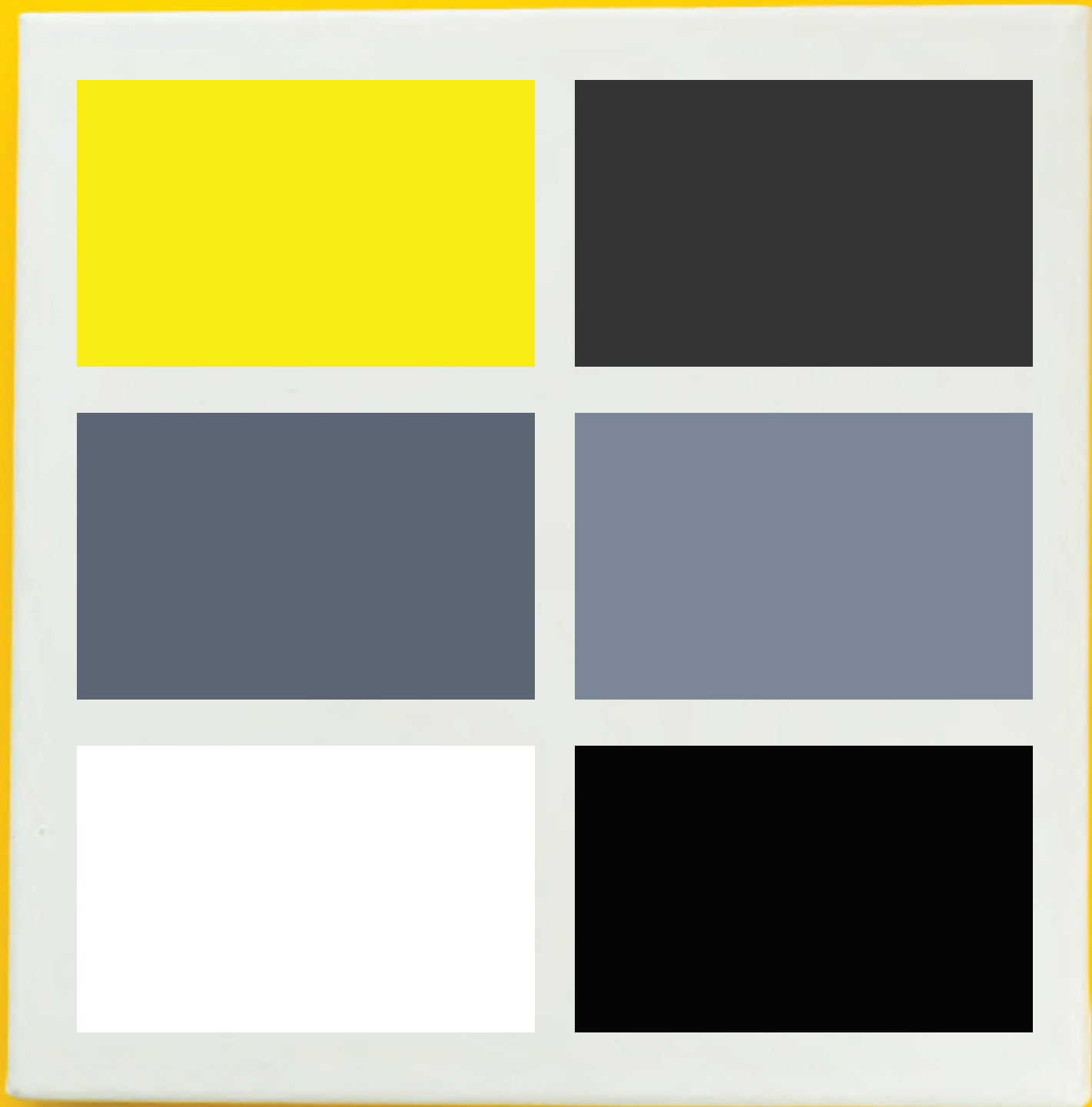
DO NOT Use Red Text on
Secoundry Colors



DO NOT Use Secoundry Color Tints
on Primary Color



DO NOT Use Color Outside
Color Palette





CORPORATE IDENTITY

CORPORATE IDENTITY

Corporate identity is the visual representation of a company's ethos and values. It encompasses the brand's logo, color schemes, typography, and overall design elements used consistently across various materials. A strong corporate identity fosters brand recognition, trust, and loyalty among customers. It extends beyond logos and business cards, encompassing letterheads, envelopes, website design, and promotional materials. Consistency in corporate identity builds a professional and cohesive brand image, enhancing credibility in the market. Thoughtful incorporation of corporate identity elements ensures a seamless experience for stakeholders, reinforcing the brand's unique identity and leaving a lasting impression.

0123-456-789
15 address name here
city name here 1234
Name@company.com
www.yourwebsite.com

 ROLO.MD

Director

 0123-456-789
 15 address name here
city name here 1234
 Name@company.com
 www.yourwebsite.com

 ROLO.MD

 0123-456-789
 15 address name here
city name here 1234
 Name@company.com
 www.yourwebsite.com

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Lorem Ipsum
Director

 ROLO.MD

 0123-456-789
 15 address name here
city name here 1234
 Name@company.com
 www.yourwebsite.com

 ROLO.MD

 0123-456-789
 15 address name here
city name here 1234
 Name@company.com
 www.yourwebsite.com

 ROLO.MD

Date _____

Michel Smith
Director

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
David Smith
President

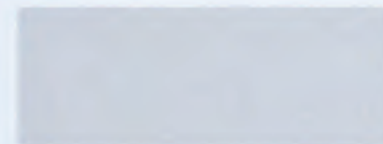




 0123-456-789
0123-456-789

 15 address name here
city name here.1234

 Name@company.com
www.yourwebsitename.com







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