

rabble

brand guidelines

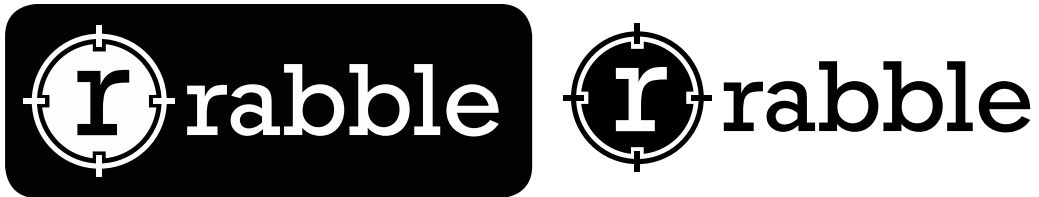
june 2012



Horizontal logotype



This is the preferred variant of our logo. Try to use the full colour logotype when possible. The monochrome versions should be used when black and white is preferred.



rabble

Vertical logotype



In cases where the horizontal logo is unpractical, this variant should be used instead. This is also the preferred symbol-wordmark combination which can include our slogan.



rabble

Symbol



The “Rabble coin/crosshair”-symbol should only be used on its own if a relationship to the company has been previously established in appropriate ways or when the rabble wordmark is present. It is always placed on top of the purple background.

rabble

Wordmark

rabble

rabble

The text “rabble” is only to be used on its own when the “Rabble coin”-symbol is also present in the same context. Use black colour on bright backgrounds and white on dark backgrounds.

The wordmark is always written in lower-case.

There is no problem to include our slogan in combination with the wordmark. Proportions are illustrated below.

rabble
erbjudanden där du är

rabble

Cropping



Vertically centered version*

The “Rabble coin”-symbol may be cropped providing that the rules stated here are followed in doing so. Make sure the rabble-R has equal margin to the left and top. The cropped symbol is often used on covers of various print media.



*The vertically centered version should be avoided as often as possible, but is ok to use if there is extremely little room. It's important that the rabble-R can be read without difficulty.

rabble

Colour palette



Rabble Purple

PMS+ 2612 C
RGB #7d2082
CMYK C63 M100 Y0 K0



Rabble Yellow

PMS+ 123 C
RGB #ffc627
CMYK C0 M23 Y91 K0



Lighter Yellow

122 C
#ffd03e
C0 M17 Y85 K0



Border Yellow

125 C
#b78400
C27 M46 Y100 K6

Purple is the main color of Rabble, with yellow used as a complimentary color. The purple color may be used as a background for the logos and other applications. Be careful not to overuse the purple as it is a very dominant colour. White is also a big part of the palette, mainly used as a background colour - see the color distribution bar below.

Color distribution

rabble

Typography

Rockwell
Regular

rabble

Rockwell Std
Light

2 Main headline

Open sans
Italic

Introduction to this chapter featuring small and gray text with lots of important stuff.

Open sans
Bold Italic

2.1 Smaller headline

Open sans
regular

Ximodit vel maiore eatur sus eum latet perunte
mporem fugit endigenti blaut faccae doluptas
si omnis re, qui am, que digendebis et, si destiis
inullor rere, exerit, optur?

Open sans
Regular

2.1.1 Super tiny headline

Ximodit vel maiore eatur sus eum latet perunte
mporem fugit endigenti blaut faccae doluptas
si omnis re, qui am, que digendebis et, si destiis
inullor rere, exerit, optur?

- » Rabble uses the typeface Open Sans as body text in regular.
- » Rockwell in light weight is used for larger headlines.
- » Rockwell in regular weight for the wordmark.

rabble

Don'ts

~~rabble~~



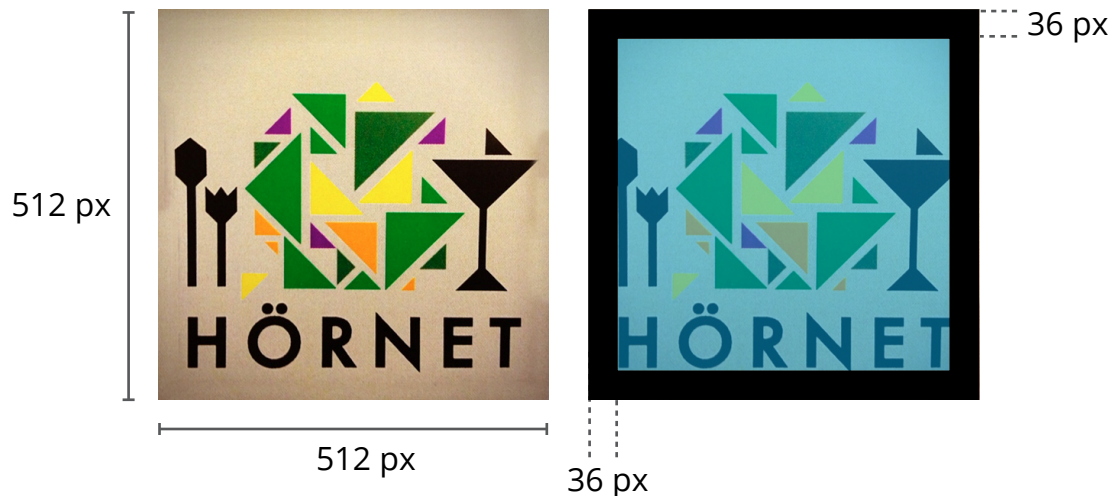
- » Don't use Rabble yellow as text-color.
- » Don't skew, stretch, condense or otherwise transform any of the components in the logo.
- » Don't apply any other effects (such as drop shadows or outlines)
- » Don't use app icons, they are only intended to be identified with their coherent platforms.

rabble

Square Logos

Minimum size is 512x512 pixels. Larger sizes are welcome, but make sure they're square!

Supported formats are **.png** and **.jpg**



All company logos featured in Rabble should be perfectly square. Any text or logo inside this square should have sufficient padding to the border. It shall be visually appealing on it's own. Logos may be represented with rounded corners and in circles in some circumstances.

Full colour backgrounds are encouraged.

The same image is representing the brand in the following places:

- » In our mobile app
- » On the homepage
- » When shared on facebook