

RATIO

Brand

Guidelines

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IDENTITY MANUAL

# CONTENT

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# 01

LOGO & USE

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# 02

BRAND COLORS

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# 03

TYPOGRAPHY

# 01. Logo & Use

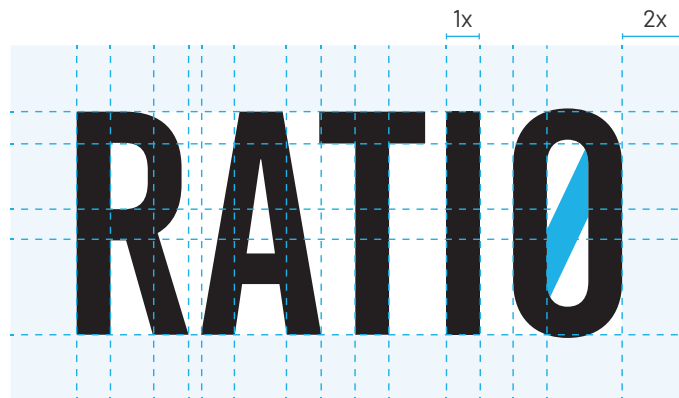
**RATIO**

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## Safespace

The safe area around the Ratio logo, must never be encroached upon by other visual elements or text. It ensures that the logo is never placed too close to the edge of a document.

The minimum safety zone measures exactly 2x the width of the “l”.



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Black & White

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## Don'ts

1. Do not change the color of any parts of the logo
2. Do not distort the logo
3. Do not change the proportions of the logo
4. ommoditas molorporenis sit apel mos rehende stinver ibusandia non
5. Do not change the logo to outlines
6. Never place a dropshadow or any other kind of effect on the logo

1.

2.

3.

4.

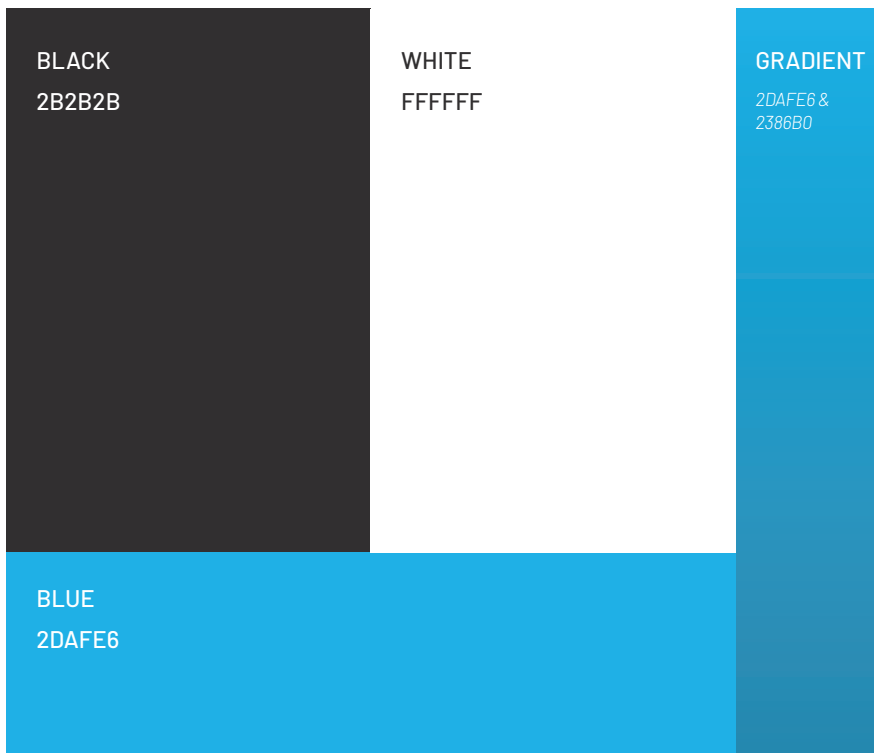
5.

6.

# 02. Brand Colors



COLORS



# 03. Typo graphy

BARLOW

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö

A b c d e f g h i j k l m n o p q r s t u v w x y z ä ö

1 2 3 4 5 6 7 8 9 0 ? ! " # / &amp; ( ) ` £ \$

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö**A b c d e f g h i j k l m n o p q r s t u v w x y z ä ö**1 2 3 4 5 6 7 8 9 0 ? ! " # / & ( ) ` £ \$***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö****A b c d e f g h i j k l m n o p q r s t u v w x y z ä ö****1 2 3 4 5 6 7 8 9 0 ? ! " # / & ( ) ` £ \$****A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö****A b c d e f g h i j k l m n o p q r s t u v w x y z ä ö****1 2 3 4 5 6 7 8 9 0 ? ! " # / & ( ) ` £ \$**

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NOVEMBER 2021