

RIDI Logo Guidelines



ridi guidelines

The signature colour has been chosen for two main reasons:

Firstly the use of a yellow background is a better option than white for improving legibility for people with sight impairment;

Secondly using a carefully-chosen yellow as the signature colour feels more fresh, contemporary and upbeat, whilst still coming across as both professional and engaging.

Our colour palette

Signature colour



ridi yellow
C:3 M:0 Y:61 K:0
R:255 G:241 B:127
#FFF482



Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000

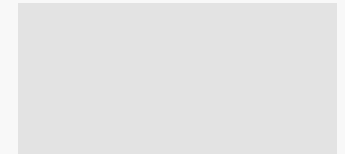
Secondary palette



Dark grey
C:0 M:0 Y:0 K:80
R:29 G:29 B:27
#1575756



Mid grey
C:57 M:50 Y:46 K:15
R:87 G:87 B:86
#767073



Pale grey
C:0 M:0 Y:0 K:15
R:240 G:240 B:240
#E3E3E3



Deep blue
C:82 M:53 Y:17 K:3
R:56 G:106 B:157
#376B9E



Purple
C:75 M:100 Y:0 K:0
R:102 G:36 B:131
#662483



Green
C:87 M:38 Y:57 K:36
R:15 G:92 B:87
#0F5C57



Partner gold
C:31 M:37 Y:71 K:19
R:166 G:138 B:82
#A68A52



Partner silver
C:54 M:45 Y:41 K:27
R:112 G:112 B:112
#707070



Partner bronze
C:21 M:63 Y:78 K:10
R:189 G:107 B:61
#BD6B3D

ridi guidelines

Museo Slab is our primary font. It should be used in headings and sub-headings only.

It is available free of charge (at medium weight as shown here) for both print and digital usage. Other weights are available at a minimal cost.

Arial should be used as the body copy font. It is a system font making it accessible to all users, and therefore very easy for the PR agency and other to create communications fully in line with the new identity.

You can download Museo Slab from the following links:

www.fontspring.com/fonts/exljbris/museo-slab

www.fontshop.com/families/museo-slab/buy

Typography

Museo Slab 500

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

ridi guidelines

This is our primary logo.

It uses lower case **Museo Slab** for ease of legibility and to create a bold simple mark.

Our logo

Main lock-up



Minimum size



45mm

ridi guidelines

A landscape version of our logo has been created to use in smaller spaces.

Our logo

Landscape lock-up



Minimum size



ridi guidelines

There should always be a clear space around our logo ensuring legibility and consistency across all materials.

This should always be 50% of the height of the word 'ridi' on any variation of our logo.

Safe use of our logo

Clear space around our logo



ridi guidelines

This is our primary awards logo lock-up.

In addition to the standard ridi logo it also features an additional purple block on the base referencing that years' awards.

Our awards logo

Main lock-up



Minimum size



ridi guidelines

A landscape version of our awards logo has been created to use in smaller spaces.

Our awards logo

Landscape lock-up



Minimum size



90mm

ridi guidelines

Additional winner and finalist versions of our awards logo are also available for use when required.

Our awards logo

Winner / Finalist



Minimum size



ridi guidelines

This is our primary ridi
100 partner logo lock-up.

In addition to the standard ridi
logo it also features an additional
green 100 partner block.

Our partner logos

Main lock-up



Minimum size



45mm

ridi guidelines

A landscape version of our ridi 100 partner logo has been created to use in smaller spaces.

Our partner logos

Landscape lock-up



Minimum size



85mm

ridi guidelines

Gold, Silver and Bronze variants of our ridi 100 partner logo are also available for use when required.

Our partner logos

Gold, Silver & Bronze lock-ups



Minimum size



ridi guidelines

For any queries about how to apply our brand or where to get hold of assets, please use the contact details supplied.

Contact

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ridi
Recruitment Industry
Disability Initiative