Brand Guidelines

RAMEN

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About

Ramen Networks is a confident network technology startup that has a set of founders who have a long and established history in this industry - thus the brand reflects a sense of maturity and quiet confidence. At the same time, is a company founded out of a true enjoyment of solving AP management and wireless challenges and as such the company should have a slight edge of lightheartedness - reflected in lighter colors, smoother forms, and a slightly (though not overly) playful approach to brand, marketing and UI.

The Logo

The Ramen logo is meant to be a approachable, clean, and technology-forward. The form of the logo represents a lowercase "r" and "n," with each emanating outwards from a wifi signal. When these two letters are combined, a friendly looking robot appears connoting the automation and simplicity of use. The "r" and "n" also bookend the word Ramen, implying that Ramen has your business covered from beginning to end.

The logo can be used in its horizontal or vertical stacking, depending on the application it is applied to. This logo will help audiences easily identify Ramen whether it be through ads, the company website, business cards, or through many other applications. It is extremely important that the logo be applied with careful attention to detail in respect to the brand guidelines in order to appear consistent across all platforms.

Logo Variations

The Ramen logo can be displayed in either horizontal or vertical format, dependent upon the application in which it is applied to.

The vertical stacking will be the primary version of the logo that is used most often. It is important that this version be used over the horizontal and logo mark versions, as the vertical version of the logo will be what's shown to potential clients and customers most often. In order to create brand recognition and consistency, the primary logo must be used above all else. This is the main logo that will be used on the website header, business cards, marketing materials, brand collateral, etc.

The horizontal stacking will be the secondary version of the logo. This version should be used whenever the vertical logo may not fit a certain space or is illegible when sized down.

The logo mark on its own must only be used in secondary situations when it is impossible to use the full logo due to a lack of space or readability (for example, the website favicon or bookmark bar).

vertical: primary logo

horizontal: secondary logo

logo mark

Logo Formats

All instances of the logo have been provided in JPG, PNG, and SVG formats. Depending on where the logo is being applied it is important that the correct version of the logo be used.

JPG: Quick loading time, raster-based (which means the logo is made up of pixels), doesn't have a transparent background. A JPG can be used in an instance when it's important to have a small file size.

PNG: Lossless compression (there is no loss in quality when a file is saved and re-saved again), raster-based, has a transparent background, requires more memory space. A PNG can be used when file size isn't an issue (as a PNG stores more details than a JPG).

SVG: Vector-based (computer-based graphics where images are created from shapes instead of pixels), logo can be scaled up or down to any size without loss of quality, smaller file size. An SVG can be used for simple web graphics (like graphics and illustrations).

vertical: primary logo

horizontal: secondary logo

logo mark

Clear Space

To ensure the Ramen logo stays legible at any size it is scaled to, there should always be an ample amount of space left around the logo. To reinforce this, a logo exclusion zone has been created. This zone simply takes the length and width of the "R" in the word Ramen and places it on all sides of the logo. Doing so creates a zone of padding. This invisible padding was established to make sure that any additional elements such as body copy or other graphics don't overstep into the logo's safe space. If elements are too close to the native logo, it risks creating confusion in the brand's overall recognition.

The clear space around the logo should be maintained as the logo is proportionally sized up or down.

0.39"

0.32"
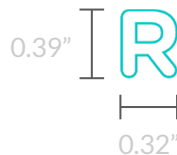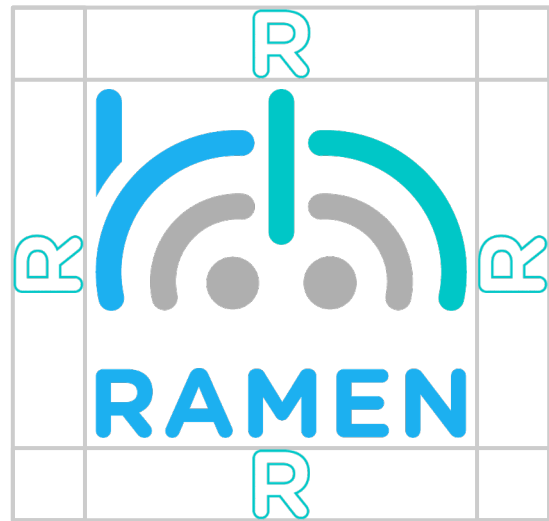
Minimum Size

Establishing a minimum size ensures that all elements of the logo are fully legible in any instance.
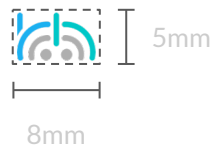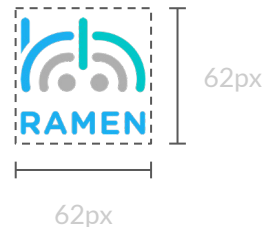
Keeping this in mind:

- The vertical logo shouldn't appear smaller than 22mm x 22mm *or* 62px x 62px.
- The horizontal logo shouldn't appear smaller than 50mm x 12mm *or* 141px x 34px.
- The logo mark shouldn't appear smaller than 8mm x 5mm *or* 22px x 14px.

millimeters

pixels

22mm

22mm

62px

62px

12 mm

50mm

34px

141px

5mm

8mm

14px

22px
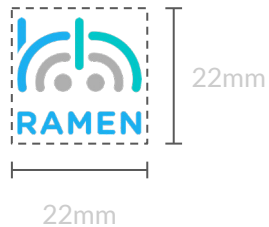
Logo on Backgrounds

For both the vertically and horizontally stacked logos, depending on what background color the logo is applied to, readability should be the number one thing that is kept in mind.

The full color logo can be applied to a black, navy, white, or off-white background without any readability issues. See right for all acceptable background color usage applications.

The black color logo can be applied to any of the backgrounds shown at right (except navy and black).

The white color logo can be applied to any of the backgrounds shown at right (except off-white and pure white).
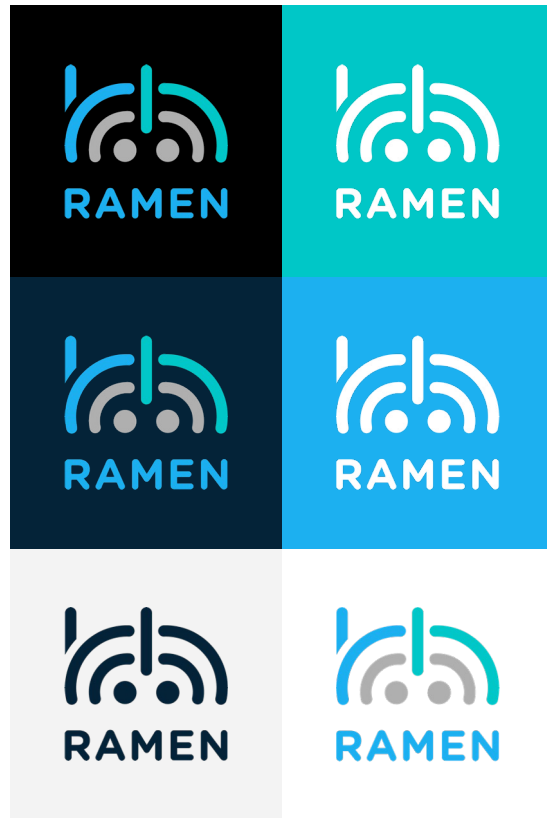
Logo on Photography

When the logo is placed against a background with a photograph, readability should be the number one thing that is kept in mind. All parts of the logo must be legible and should not be placed against a busy patterned background, directly over someone's face, etc.

If the photograph is full color either the full color, black or white version of either the vertical or horizontal logo can be used. Always keep in mind the readability and contrast of the logo against the background of the photograph.

If the photograph is in black and white either the black or white version of the logo can be used.

If the photograph has a tech-forward turquoise or tried and true blue color overlay on it only the white version of the logo should be used. The full color version of the logo should not be used, as the colors within the logo will cause the logo to become unreadable and disappear into the background.
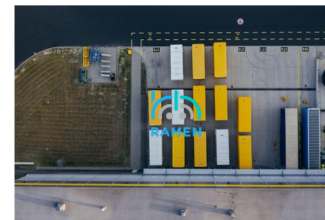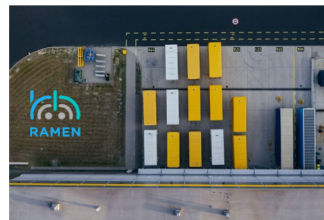
Unacceptable Logo Use

In order to maintain the consistency of the Ramen brand across all mediums, usage guidelines have been established. Adhering to these rules will ensure that the brand stays cohesive and recognizable across all applications. The logo may NOT be rotated, stretched, recolored, rearranged, etc. Please refer to the guidelines here on what NOT to do when putting the Ramen logo into use.

- Don't stretch, skew, or distort the logo in any way.
- Don't rotate or flip the logo.
- Don't change the scale of individual elements within the logo.
- Don't place additional elements near and/or around the logo.
- Don't rearrange any portion of the logo.
- Don't change the colors of the logo to non-branded colors.
- Don't outline the logo.
- Don't restrict or box the logo in.
- Don't replace the type with another typeface.
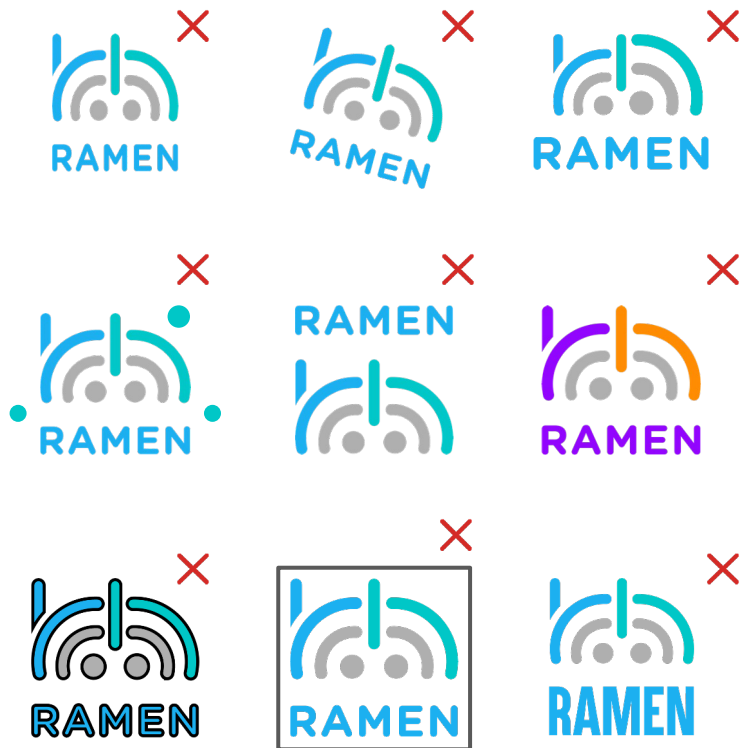
Color Palette

Having an established color palette that properly represents the Ramen brand is key.

The following five colors make up the palette: tech-forward turquoise, tried and true blue, navy, light gray, and off-white. Tints are permitted as long as the integrity of the original color is maintained.

Tech-forward turquoise and tried and true blue are the brand's two primary colors. These should be the two most often used colors. Both of these pair well against the navy color in the palette. Navy, light gray, and off-white are considered the secondary colors within the palette and should be used as accent colors.

The overall palette is meant to elude a sense of technology, trust, intelligence, and quality - all things Ramen stands for.

tech-forward turquoise	tried and true blue	navy	light gray	off-white
CMYK: 69 0 28 0	CMYK: 67 14 0 0	CMYK: 95 77 50 58	CMYK: 33 26 26 0	CMYK: 3 2 2 0
RGB: 0 199 199	RGB: 28 176 240	RGB: 4 35 56	RGB: 175 175 175	RGB: 243 243 243
#00C7C7	#1CB0F0	#042338	#AFAFAF	#F3F3F3

Expanded Color Palette

There may be instances when it's more appropriate to use one of the primary color palette tints (for contrast or accent purposes). A tint is simply a lighter or darker variation of a single shade of color. A tint can be achieved by either adding white or black to the base color. For example, if you mix 'tried and true blue' with white, you'll get a lighter tint of that same shade of blue. If you want an even lighter shade of the base color 'tried and true blue', keep adding more white. To achieve a darker base color tint just add black to the original color. The more black that is added, the darker the base color shade will be.

Using a tint is great for keeping the brand looking cohesive. Instead of introducing a whole new color into the palette you can use a shade of one of the brand's primary colors. This helps keep things simplified and unified, since the tints are derived from the brand's primary base colors. Refer to the secondary color palette hex codes at right to apply a specific tint.

#002828	#062330	#01070B	#232323	#313131
#004242	#093B50	#010C13	#3A3A3A	#515151
#006464	#0E5878	#02121C	#585858	#7A7A7A
#008585	#1375A0	#031725	#757575	#A2A2A2
#00A6A6	#1793C8	#031D2F	#929292	#CACACA
#00C7C7	#1CB0F0	#042338	#AFAFAF	#F3F3F3
#2BD0D0	#42BDF2	#2E4859	#BCBCBC	#F5F5F5
#55DADA	#68CAF5	#586C7A	#CACACA	#F7F7F7
#80E3E3	#8DD7F7	#81919B	#D7D7D7	#F9F9F9
#AAECEC	#B3E5FA	#ABB6BD	#E4E4E4	#FBFBFB
#CCF4F4	#D2EFFC	#CDD3D7	#EFEFEF	#FDFDFD

Secondary Color Palette

In addition to the expanded color palette on the previous page, there is also an established secondary color palette for UI purposes. The colors shown at right can be used in alerts, buttons, etc. in interface design. A green, yellow, orange, and red base color have been selected along with their dark and light tints for each.

These colors should NOT be used at any time within the Ramen logo. This is done in order to stay true to the primary color palette and to keep the brand recognizable.

|			
#04230F	#332300	#331500	#2A0808
#073A19	#553B01	#552400	#460E0D
#0A5725	#805901	#803600	#6A1513
#0D7431	#AA7601	#AA4700	#8D1C19
#11913E	#D49302	#D45900	#B02320
#14AE4A	#FFB102	#FF6B00	#D32A26
#3BBB68	#FFBE2C	#FF842B	#DA4E4A
#62C986	#FFCB56	#FF9C55	#E2716E
#89D6A4	#FFD880	#FFB580	#E99492
#B1E4C3	#FFE5AB	#FFCEAA	#F0B8B7
#D0EFDB	#FFEFCC	#FFE1CC	#F6D4D4

UI Colors

When it comes to UI (user interface) colors it is important that they reflect the Ramen brand and communicate the product accurately. The colors chosen help to set the basic mood and tone for the overall brand.

With an attention on clean design, the following colors were chosen:

Top header banner, H1, H2, H3: Navy (#042338)
Informational items: Tech-forward turquoise (#00C7C7)
Actionable items: Tried and true blue (#1CB0F0)
Body copy: (#868686)
Background: (#E4E4E7)

#042338

#868686

#E4E4E7

#042338

#00C7C7

#042338

#868686

#1CB0F0
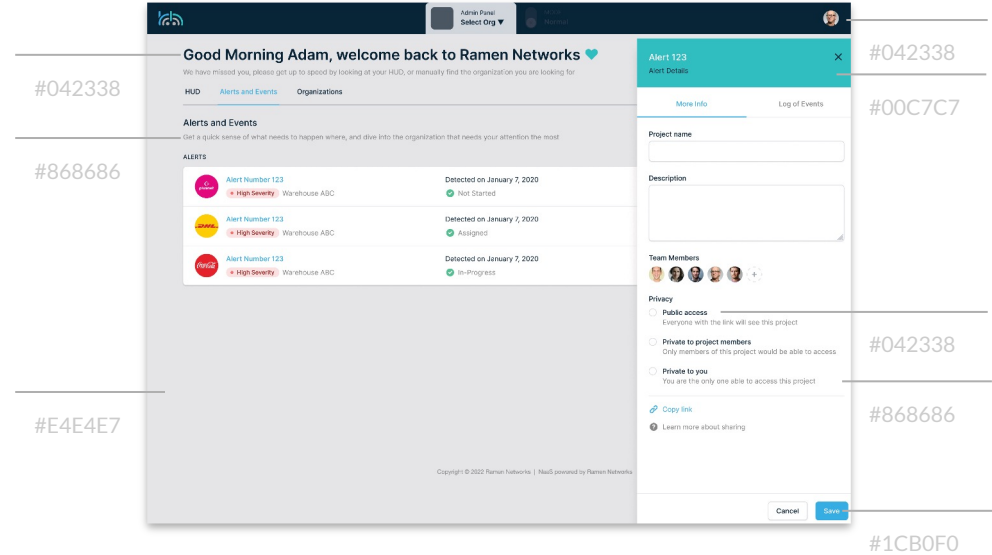
Brand Typography

The typeface **"Lato"** was chosen to represent the Ramen brand. Lato can be used in all headings, subheadings, and body copy. This font pairs well with Ramen's clean, tech-forward brand image. "Lato" can be used in all print, digital, and web-based projects (as it is available on Google Fonts - click here to access it). The Lato font family is available as a free download under the SIL Open Font License 1.1. This simply means the font can be used free for commercial use.

"Gotham Rounded" appears exclusively in the Ramen logo (click here to access it). Gotham Rounded should only be used for the logo font. If there becomes a need for an additional "branded" Ramen + name logo please use Gotham Rounded as the typeface.

The typeface "Lato" contains the weights thin, light, regular, bold, and black. The typeface "Gotham Rounded" contains the weights light (italic), book (italic), medium (italic), and bold (italic).

Whenever two font weights are paired together, always make sure there is enough contrast between them. For example, when using a bolded headline font, it should be accompanied by a regular weighted font. The rule here is ensuring there is visual contrast difference between the two at all times.

Refer to the next page for a more in-depth look at the fonts "Lato" and "Gotham Rounded" and their various typeface weights.

Brand Typography

Lato

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
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
1 2 3 4 5 6 7 8 9 0 ! ? @ # $ % ^ & * ( ) - + = < >

Lato Thin   Lato Light   Lato Regular
Lato Bold   **Lato Black**

Use for: headings, subheadings, and body copy

Gotham Rounded

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
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
1 2 3 4 5 6 7 8 9 0 ! ? @ # $ % ^ & * ( ) - + = < >

Gotham Rounded Light   Gotham Rounded Light Italic
Gotham Rounded Book   *Gotham Rounded Book Italic*
Gotham Rounded Medium   *Gotham Rounded Medium Italic*
Gotham Rounded Bold   ***Gotham Rounded Bold Italic***

Use for: Ramen logo typeface

Photography

When selecting photography, it is important that the images reflect the brand. Choosing consistent, high-quality images that share a similar style will help keep the Ramen brand recognizable across all platforms. In order to tell a cohesive story, the same general subject matter should be shown.

There should be a focus on imagery that depicts the exterior/interior of warehouses. Warehouses are most often thought of as cold, desolate places. The imagery selected here mixes things up. It introduces people working in a warehouse setting. There should be a focus on people walking (with a motion blur), people interacting with each other, and photos that capture the aerial view of a large space. The more unique the angle/perspective the image was taken at, the better. Specific examples are shown on the next page.

To instantly add an additional layer of interest to an image, an overlay can be applied. This can either be a color: tech-forward turquoise or tried and true blue. Or, a black and white image filter can be applied.

There are a variety of both free and paid stock image sites in which imagery can be downloaded from. Refer to the following for examples:

Free stock image websites:
- unsplash.com
- pixabay.com
- pexels.com

Paid stock image websites:
- www.shutterstock.com
- www.gettyimages.com
- www.stock.adobe.com
- www.elements.envato.com

Keywords to search:
Warehouses, industrial warehouse, indoor warehouse, storage house, men working in a warehouse, women working in a warehouse, people walking in warehouse, warehouse exterior, warehouse interior, storage container, shipping container, warehouse unique.
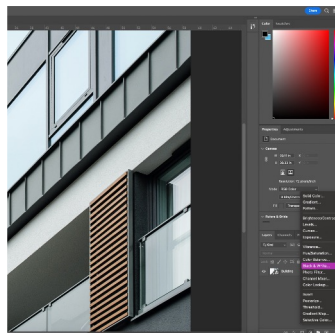
Photography
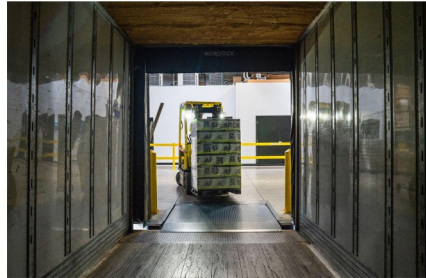
Styling Photographs

When it comes to styling photography, adhere to the following guidelines to ensure that the imagery stays visually consistent. Only tried and true blue and tech-forward turquoise may be used as overlay colors. It is also acceptable to turn an image black and white.

To apply a colored overlay:

1. Bring photograph into Photoshop and click on the adjustment layer icon. Add a black and white adjustment layer. (Stop here if you're only looking to change the image to black and white).
2. Click the '+' sign in the layers panel to add a new layer.
3. Go over to the color picker box and type in the RGB numbers for the desired color. Click OK.
4. With the layer still selected, find the paint bucket tool. Click in the middle of the photograph to apply the color.
5. Go back to the layers panel and find the blending mode drop-down. Select 'Multiply'. From here, if needed, the brightness, contrast, saturation, etc. can be adjusted on the photograph.
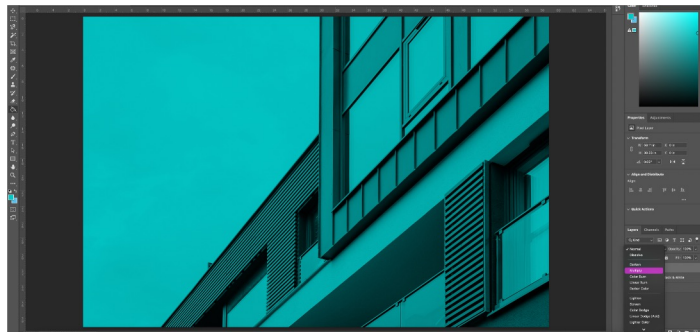
Step 1

Step 3
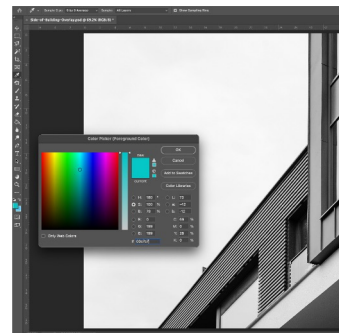
Step 5

Styling Photographs

Another brand element that can be applied to a photograph is a colored, upwards facing triangle. The triangle must always be applied to the lower right hand corner of the photo with the top part of the triangle pointing upwards. The triangle can only be colored tried and true blue or tech-forward turquoise (whenever it's placed against a photograph). Making sure the triangle is consistently placed onto an image will help to keep the brand consistent and recognizable.

It is important to note that whenever the triangle is placed in the corner of a photograph the fill will need to be set between 50 and 65% in order for the image to properly show through underneath.

Texture and Shapes

The use of texture and shapes is an important part of the Ramen brand. The following are small elements that have the ability to make a visual impact when repeated. The repetition of these elements will help to create a stronger recognition of the brand.

The following textures and shapes can be used in the colors off-white, white, navy, tried and true blue, and tech-forward turquoise.

- **Two concentric circles:** This element must always be composed up of two, 20px stroked circles, one inside of the other. These can be used as accent element across the brand.
- **One circle:** This 50px stroked circle can also be used as an accent element across all aspects of the brand.
- **Triangle:** This element must always be placed in the lower right hand corner of a graphic or photograph.
- **Dotted texture:** This element can be used in social graphics as a background texture or as an accent on the Ramen website.
- **Dotted line:** A more simplistic approach to the dotted texture, this element can be applied to social images, business cards, print materials, website, etc.

Iconography

Using iconography will help to build the brand even further. Icons help to tell a story in a small space. Most often, these icons will be used on the website and in UI, but can also be applied to digital and print materials. All icons have rounded corners to match the clean, smooth style of the Ramen logo. Some example icons are shown to the right.

Use only the provided icons in the icon kit. Using the icons in the kit will help to create a consistent look through line weight and color. Depending on what color background the icon is being applied to, either black, white, tech-forward turquoise, tried and true blue, or navy can be used. Readability is important when placing an icon against a colored background - always ensure that there is enough contrast.

A link to access and download the full iconography kit can be found by clicking here.

Illustrations

Integrating illustrations will further help set the scene visually, whether that be through social media or Ramen's website.

Using unified looking illustrations will help keep the Ramen brand consistent. The illustrations used must be flat (drop shadows are not allowed). There should be splashes of colors woven throughout the graphics (e.g. tech-forward turquoise or tried and true blue). There should also be a focus on automation, the act of getting a task done, and anonymous people taking part in an activity.

The illustrations of people should be in the act of doing something (reaching a goal, completing a task, using technology, etc). Small shapes like circles and lines can also be integrated. The overall look and feel of the illustrations are meant to give off a friendly and trustworthy vibe. This is important in building brand trust on a first impression.

Please refer to the master illustration files to obtain access to the entire collection of Ramen illustrations.
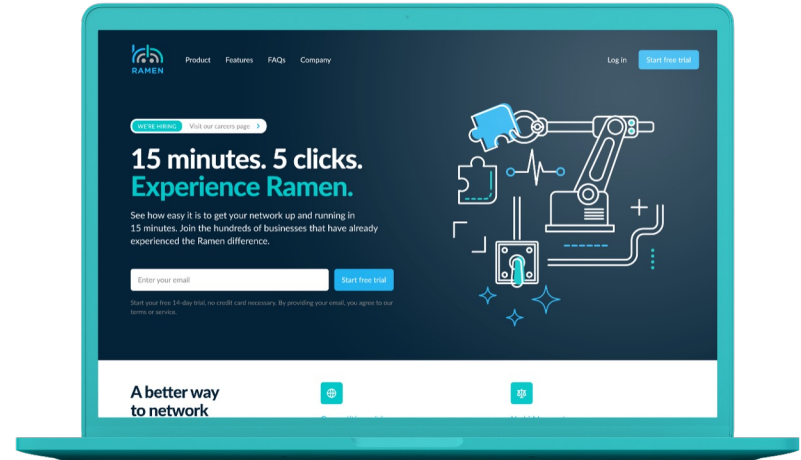
Website

Stylistically, the Ramen website should reflect the clean, bold aesthetic of the brand. The logo should always be located in the top left corner of the navigation bar. The graphic elements used should be a combination of illustrations, photography with a color overlay, and small rectangular patterns made up of dots.

The three main colors used should be tried and true blue, tech-forward turquoise, and navy. The navy color is great for creating contrast between text and the background.

When it comes to using iconography, please refer to the brand icon kit. Use only the approved icons within the kit. This will help create a consistent look and feel.

The next page will present a walk-through of a sample web page design for the website.

Website

The web page shown at right is a sample page of how the website could appear visually. The top section can be used to promote Ramen's main product offering. An illustration could be paired with the section for added graphic appeal.

The next section could highlight Ramen's four main ways that the company stands out from its competition. A matching icon could be paired with each section for visualization.

If Ramen has a help center or customer service portal this could be detailed in the next section. Regardless of the text that goes here, an image with a color overlay would work great to help break up the sections halfway down the page.

Next, there could be a quick stats section that highlights performance indicators. Followed by a testimonial quote section against a solid colored background.

And lastly, a standard footer module can be displayed at the bottom.
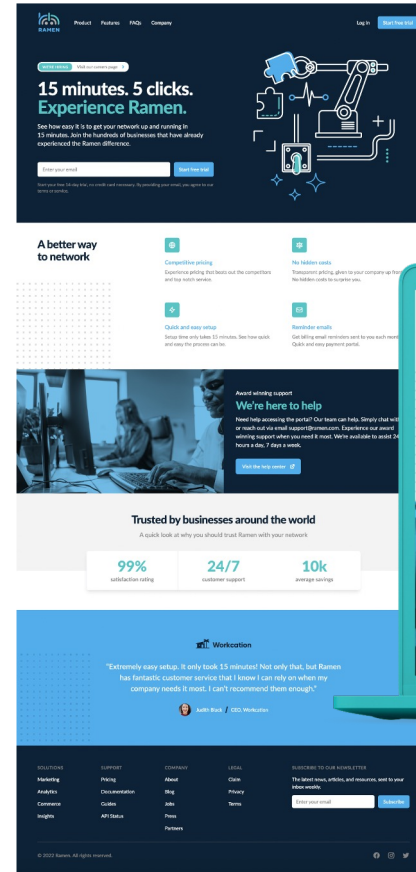
Mobile

Shown here are the mobile-friendly versions of the website design prototype.

Some things to keep in mind when designing for mobile:

- Make the copy large and easy to read. Always make sure the type is placed against a high contrast background.
- Provide simple navigation. Don't over complicate the options given to visitors.
- Keep important elements within reach of someone's thumb/finger (buttons, forms, etc).
- Optimize and minimize the file size of an image before it's uploaded to the website. This will save on loading speeds.
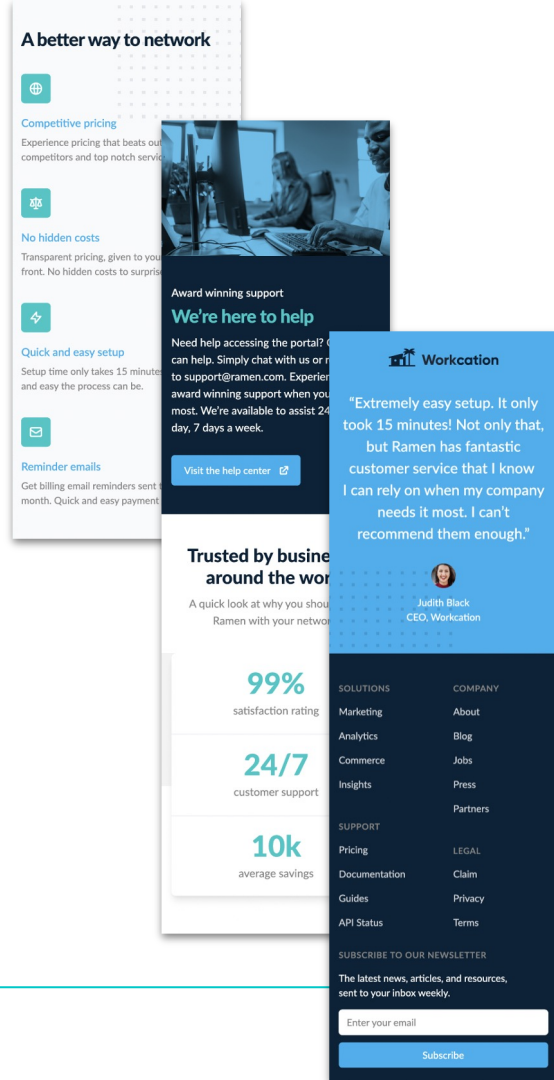
Device/Screenshots

There may be times when it's necessary to show a screenshot of an interface on the Ramen website or in social media. These interface screenshots will appear in a mockup of a device (such as a phone, laptop, or iPad). The following guidelines should be kept in mind:

- The device mockups selected must have a clay appearance to them (see examples at right). The color of the clay can be off-white, navy, tried and true blue or tech-forward turquoise. Using clay mockups will help add a pop of color and freshness to the look and feel of the Ramen brand.
- The devices and hand(s) holding devices must be photorealistic in their appearance.
- The devices selected (whether that be a phone, laptop, or iPad) must have rounded corners. There should be no hard edges visible on any device used.
- A clay hand holding a clay device is perfectly acceptable. If this combination is chosen always make sure that the color of the device is different than the color of the hand to ensure there is enough contrast.

Advertisements

Advertisements are a great way to get the Ramen brand in front of a wider audience that may not be familiar with the company.

Visually, the ads (in whatever medium - environmental, digital, etc.) should be simple in their nature. The type written on them should be short, and to the point for quick readability at a distance. There should be a high level of contrast between the text and the background. The imagery used should be visually interesting. For example, focus on selecting unique "warehouse-themed" photos and crop them in a compelling way (an example would be to crop a person halfway off of the page, as in the bus stop ad in the top right). Or, add a splash of color with an overlay of tried and true blue or tech-forward turquoise.

Merch

To get a feel for what the Ramen logo could look like when applied to different mediums, it is shown on a mug, t-shirt, key ring, and hat.

Readability and size should always be kept in mind when applying the logo to a physical merchandise item. Always be cognizant of what color background the logo is being placed against. Try to avoid placing the logo on any conflicting or busy looking backgrounds. When in doubt, reference the 'Logo on Backgrounds' section of the brand guidelines booklet for acceptable color usage.
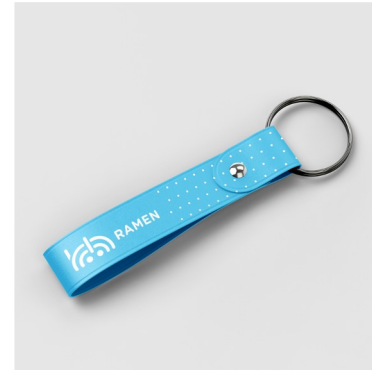
Social

When it comes to social media, Ramen's graphics should have a concentration on being bold, different, and approachable. The Ramen logo mark should serve as a reference in which elements can be pulled from and subtly used in the social media graphics.

Graphically, the Ramen brand should have a focus on:
- Bold, colorful backgrounds (use either navy, tried and true blue, or tech-forward turquoise most often).
- An emphasis on shapes. These shapes can be pulled directly from the logo mark. For example, dots, the two semi-circles from the wifi symbol, other misc geometric shapes (like triangles or squares), etc.
- Photos of warehouses/people in warehouses that can be used creatively in a background, or photos cut out into a shape (for example, a semi-circle).

Ensuring the Ramen brand stays visually consistent across all social media platforms will help the company stand out, further increasing brand recognition. (See right for examples).
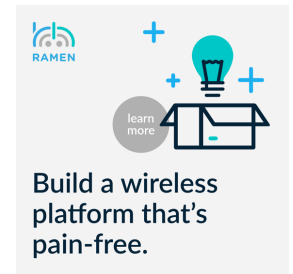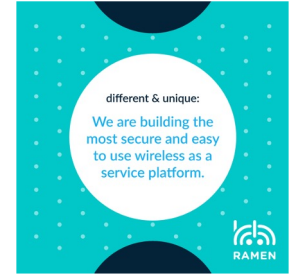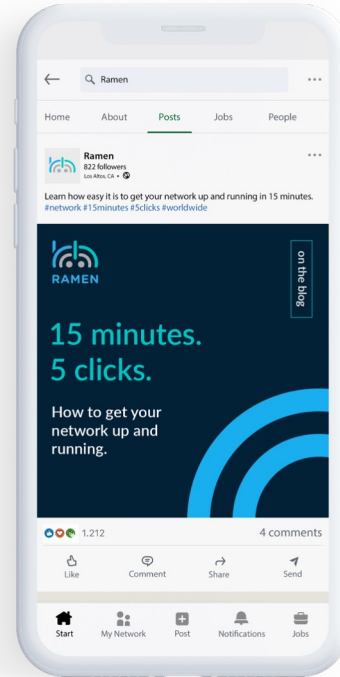
Wallpapers

The right depicts some of the branded wallpaper design options available for use. All of the wallpaper backgrounds are sized at 1920px x 1080px.

Business Cards

The business cards that were created for the Ramen brand can be described as clean, modern, and colorful. A raised spot-gloss effect on the front of the card is meant to catch attention. Large splashes of color on both the front and back sides of the cards help further the eye-catching design.

The front of the business card should always include the company logo.

The back of the business card should always include:

- Logo
- Name and title of individual
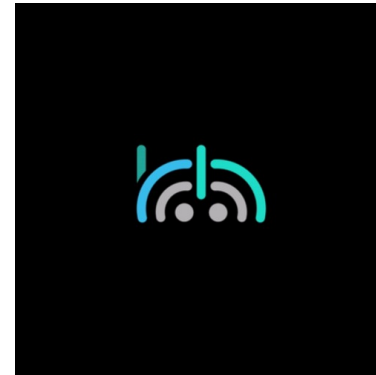- Website URL
- Phone number
- Email address

front

back

Logo Animation

The following two animations (one contains the full Ramen logo, the other just the logo mark) can be used in videos or as a loading screen animation.

Slide Deck Guidelines

When it comes to putting together a slide deck for a client or potential customer it's very important that the presentation is readable, on brand, and makes sense overall.

Follow these guidelines to help make your next presentation a success:

- Always begin a presentation with a title slide. This title slide should contain the title of the presentation, sub-title (if necessary), presenter(s) name(s) if applicable, date, Ramen logo (in lower left hand corner), and some sort of graphic/illustration on the right side or background photo that spans the entire length/width of the screen.
- Each slide should have footer information listed. This includes the Ramen logo mark in the lower left corner, the title of the presentation listed next to the logo mark, and the page number in the lower right corner. These elements should appear in the hex color code #cccccc. Directly above these elements a 1px line in tech-forward turquoise should span the slide.

- A section divider slide should appear whenever there is a transition in thought or topic.
- A thank you slide should round the presentation out. This slide should appear at the very end.
- Avoid using all capital letters and don't fill an entire slide up with information. The empty space on the slide will help with readability.
- Use contrasting colors for both text and backgrounds. If a presentation is being held in a dark room, use a slide deck with an all white background. This will help with the readability of text both up close and at a distance.
- Avoid the overuse of animations and sound. Basic animation is okay (such as slide transitions). Don't over complicate a presentation and make it distracting for the viewer.
- Don't use clipart - use only the approved illustrations, shapes, and photography that follows brand guidelines.