Rainark

Brand Guideline

Our Identity Defined.

Rainark

Company
Orange Studio

A Comprehensive
Guide to our Brand's Voice
Vision, and Visuals

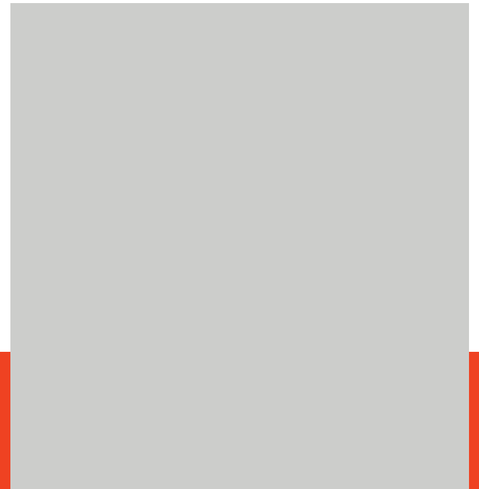
Introduction

Welcome to Rainark

This brand guidelines document provides the founĆdation for how Rainark presents itself to the world. From our logo and colors to typography and voice, these guidelines ensure that every interaction reflects the authenticity and professionalism of our brand. Let's build something amazing together!

Mission Statement

"We believe in the power of co-llaboration and design to make a positive impact on the world".



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Logo Overview

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About the Brand
Logo Overview
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Rainark
Rainark
Rainark

About the Brand

At Rainark, we believe innovation is the key to unlocking a better tomorrow. Founded in 2010, we set out with a bold ambition: to redefine how people experiĆence Service. What began as a small idea has evolved into a dynamic company driven by passion, creativity, and the desire to make an impact. Today, our team works tirelessly to deliver products/serĆvices, empowering individuals and comĆ

Mission

To simplify financial planning for everyĆone by offering intuitive tools that make managing money effortless and empowĆering people to achieve financial indeĆ

Vision

To create a world where every household has access to sustainable energy soluĆtions that are efficient, affordable, and transformative.

Logo Variations

Rainark

Rainark

Logo Misuse

Rainark

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Rainark

Typography and Color

List of sections

Primary colors
Secondary colors
RGB, and CMYK codes
Color Philosophy

Primary Typeface
Secondary Typeface

Primary Typeface

New Science

Secondary Typeface

Manrope

AaBbCcDdEeFfGgHhIiJj

New Science / Medium

AaBbCcDdEeFfGgHhIiJj

New Science / Regular

AaBbCcDdEeFfGgHhIiJj

New Science / Light

AaBbCcDdEeFfGgHhIiJj

Manrope / Medium

AaBbCcDdEeFfGgHhIiJj

Manrope / Regular

AaBbCcDdEeFfGgHhIiJj

Manrope / Light

Describtion Text Example

Lorem ipsum dolor sit amet, conĆ sectetur adipiscing elit. Nunc a suscipit tellus. Phasellus tincidunt risus sem, at vehicula libero aliquet sit amet. Nulla id ultricies lectus. Morbi sit amet semper velit, eget efficitur sem. Donec non vulputate

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc a suscipit tellus. Phasellus tincidunt risus sem, at vehicula libero aliquet sit amet.

Primary Color // Orange

RGB : 239 / 68 / 35
CMYK : 0 / 89 / 100 / 0
HEX : EF4423

Secondary Color // Orange

RGB : 24 / 24 / 24
CMYK : 73 / 67 / 65 / 79
HEX : 181818

Secondary Color // Gray

RGB : 226 / 226 / 226
CMYK : 10 / 7 / 8 / 0
HEX : E2E2E2

Secondary Color // White

RGB : 0 / 0 / 0
CMYK : 0 / 0 / 0 / 0
HEX : FFFFFF

Color Philosophy

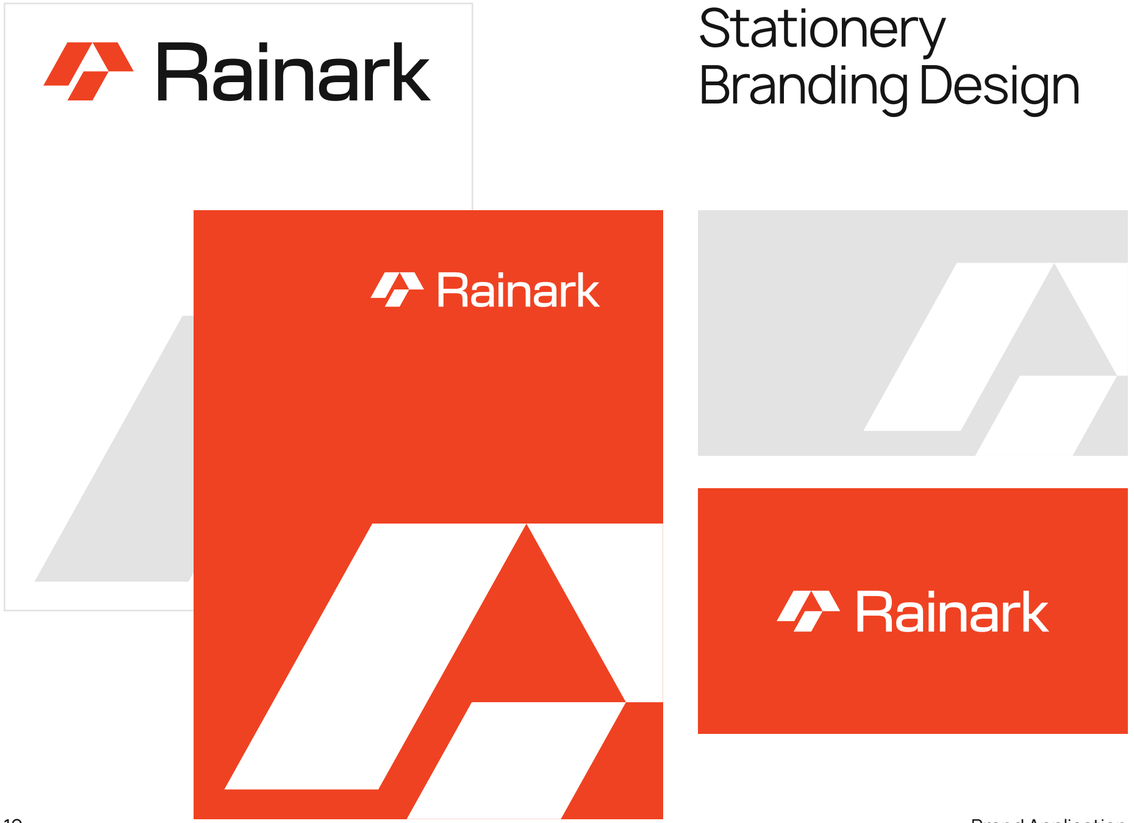
Orange, black, and gray create a balĆ anced yet striking color palette that emĆ bodies energy, sophistication, and neuĆ trality. Orange symbolizes creativity, enthusiasm, and warmth, bringing a sense of vibrancy and positivity. Black adds a touch of elegance, power, and the energetic nature of orange. Gray serves as a neutral bridge, offering staĆ bility and a modern aesthetic that ties the palette together seamlessly. This combiĆ nation is versatile and impactful, ideal for creating bold yet harmonious designs.

Brand Application

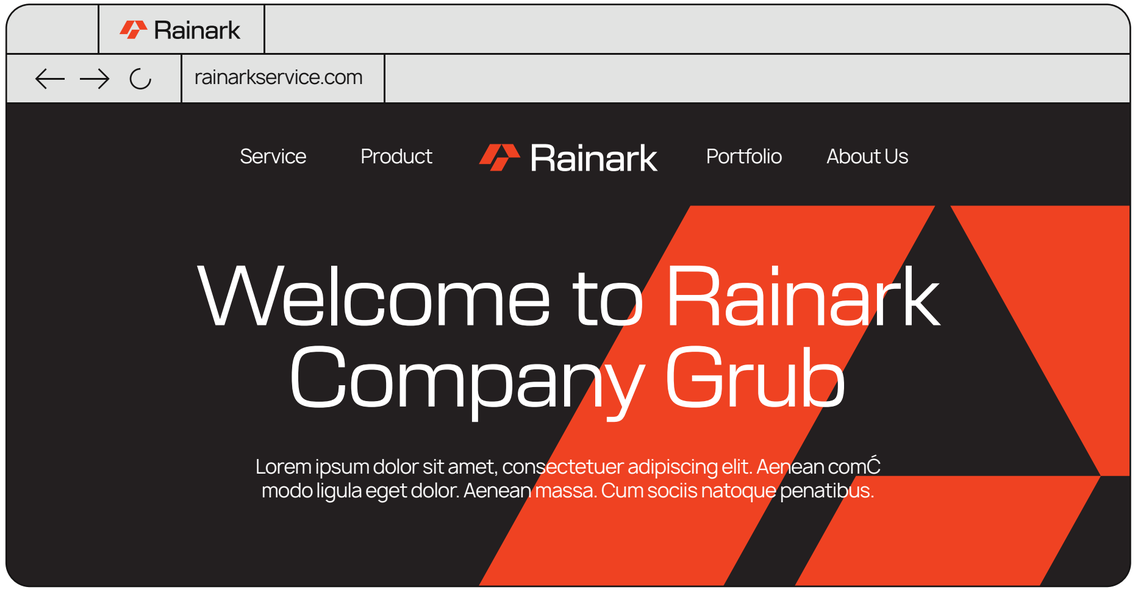
List of sections

Stationery Design
Digital Guidelines
Presentation Guidelines
Packaging Design
Apparel and Merchandise

Stationery Branding Design



Digital Branding Guidelines



Digital Branding Guidelines

Presentation Guideline

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Service 04

Let's get some coffee

Time to Take a Break

Hello! We're Rainark

Packaging and Apparel Branding Guidelines

Imagery and Graphic

Examples of photography or illustration styles