

Rileys  
& Co

Rileys & Co  
**Brand Guide**

November 2020



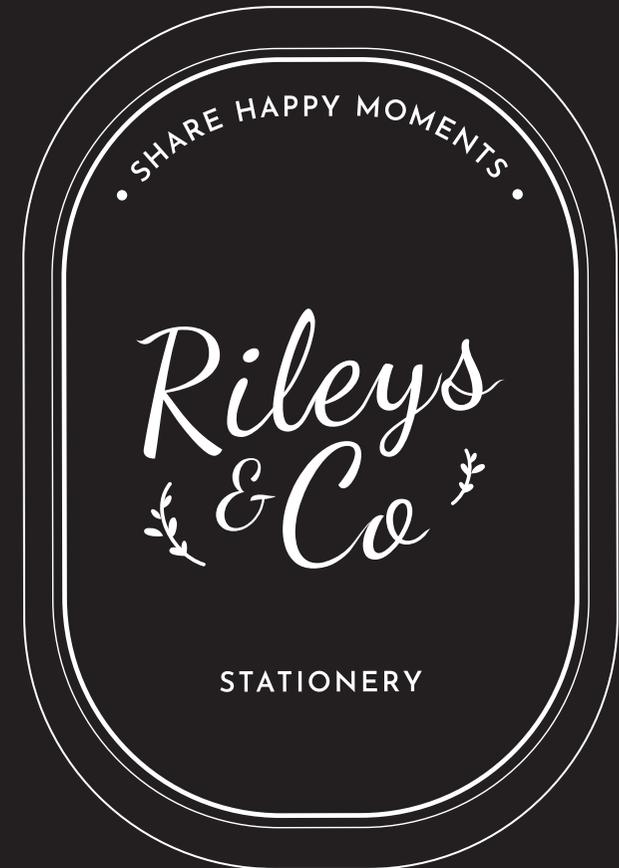
Rileys  
& Co

The primary logo is rendered in a black, elegant cursive script. The word "Rileys" is on the top line, and "& Co" is on the bottom line. Small, stylized leaf-like flourishes are placed on either side of the ampersand.

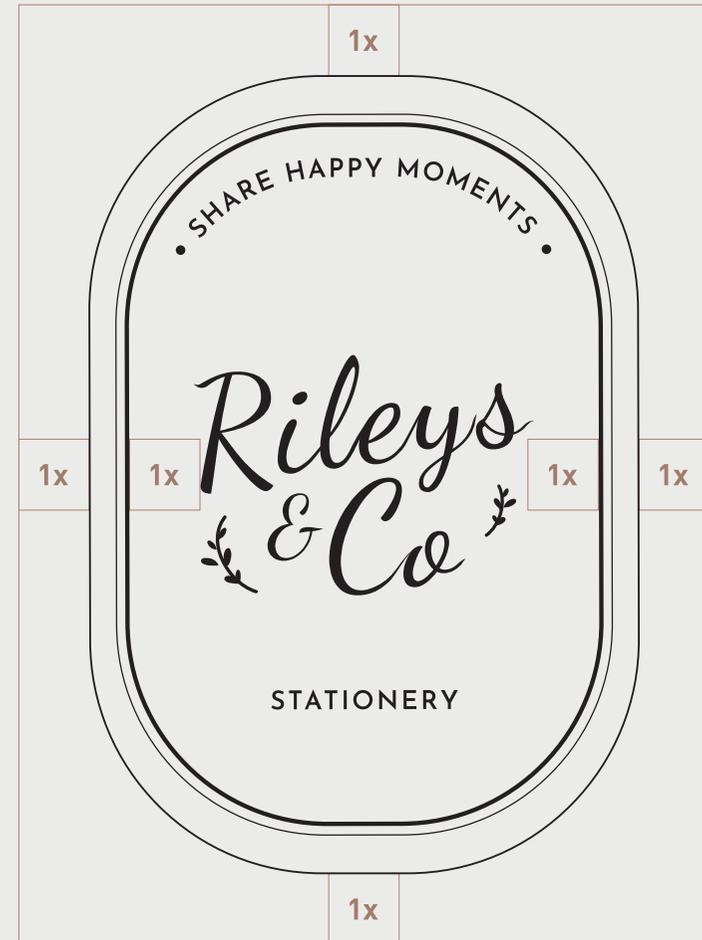
Rileys  
& Co

The primary logo is rendered in a white, elegant cursive script, identical to the black version, set against a solid black background. The word "Rileys" is on the top line, and "& Co" is on the bottom line, with small, stylized leaf-like flourishes on either side of the ampersand.

## Secondary Logo



# Clear Space & Minimum Size



Rileys  
& Co

Min 0.5in / 36px  
(print / screen)



Min 0.85in / 61px  
(print / screen)

Rileys&Co Brand Guide  
**Colour Palette**

Usage Option 1:  
Neutrals

100%

RGB  
**62 43 47**

CMYK  
**59 72 60 60**

HEX  
**#3E2B2F**

PANTONE  
**Black 5 C**

RGB  
**160 125 106**

CMYK  
**35 49 57 9**

HEX  
**#A07D6A**

PANTONE  
**4645 U**

RGB  
**206 179 169**

CMYK  
**19 29 30 0**

HEX  
**#CEB3A9**

PANTONE  
**4745 U**

RGB  
**220 211 203**

CMYK  
**13 13 17 0**

HEX  
**#DCD3CB**

PANTONE  
**Warm Gray 1 U**

80%

60%

40%

20%

## Colour Palette

### Usage Option 2:

One colour X (chosen from the products) + Neutral(s)

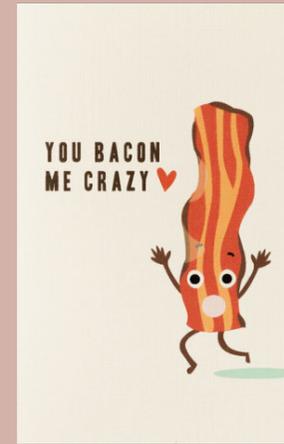
In each sample, Colour X is the random colour chosen from the relevant product. In this usage, it will go with at least one Neutral Tone colour for the graphics.



Colour X



Colour X



Colour X



Colour X

# Typography

## Playfair Display Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

1234567890

## DIN Pro Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

1234567890

## DIN Pro Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

1234567890

## Typography Use

HEADLINE  
FONT WEIGHT  
MIN. FONT SIZE  
MIN. HEADING  
TRACKING

**Playfair**  
**Bold**  
**19pt**  
**20pt**  
**0pt**

# The Quick Brown Fox Jumps!

SUBHEADING  
FONT WEIGHT  
MIN. FONT SIZE  
MIN. HEADING  
TRACKING

**DIN Pro**  
**Bold**  
**12pt**  
**13pt**  
**-10pt**

## Lorem ipsum dolor sit amet!

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut  
labore et dolore magna nostrud  
exercitation ullamco laboris nisi ut  
aliquip ex ea commodo consequat.

Duis aute irure dolor in  
reprehenderit in voluptate velit  
esse cillum dolore eu fugiat nulla  
pariatur. Excepteur sint occaecat  
cupidatat non proident, sunt in  
culpa qui officia deserunt mollit  
anim id est laborum.

# The Quick Brown Fox Jumps!

## Lorem ipsum dolor sit amet!

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut  
labore et dolore magna nostrud  
exercitation ullamco laboris nisi ut  
aliquip ex ea commodo consequat.

Duis aute irure dolor in  
reprehenderit in voluptate velit  
esse cillum dolore eu fugiat nulla  
pariatur. Excepteur sint occaecat  
cupidatat non proident, sunt in  
culpa qui officia deserunt mollit  
anim id est laborum.

# Graphic Elements

## Banner Style

Geometric elements in Banner Style can be flipped horizontal/vertical when appropriate.



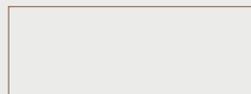
Accents can be cropped where appropriate.



All graphic elements can be used either as outlined or filled version, in accordance to the colour palette usage 1 and 2 guidelines.



See usage on pages 11-13.



## Accents



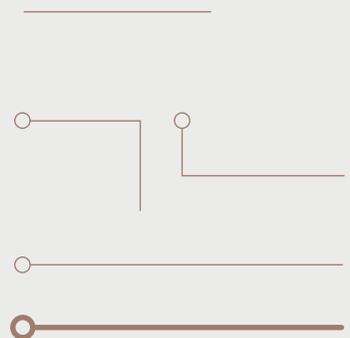
## Number Style



## Line Style



## Arrow Style



# Icons

Colour of each icon is free to go with any Neutral Tone.

See usage on pages 11-13.

OUTLINE VER.



ACID-FREE PAPER



ECO-FRIENDLY



A5 NOTEBOOK



A6 NOTEBOOK



METALLIC FOIL



X PAGES



FOLDED CARD

REVERSED VER.



ACID-FREE PAPER



ECO-FRIENDLY



A5 NOTEBOOK



A6 NOTEBOOK



METALLIC FOIL



X PAGES



FOLDED CARD

# Online Imagery

Colour Usage Option 1:  
Neutrals



# Online Imagery

Colour Usage Option 2:  
Colour X

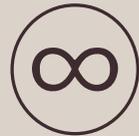
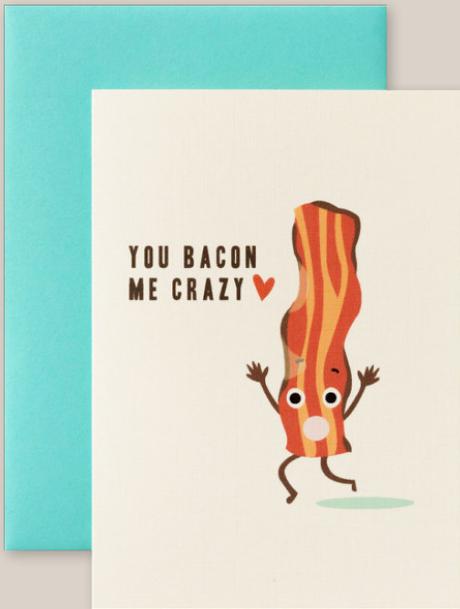


## Online Imagery

Colour Usage Option 2:

Colour X

GET  
EXTRA  
25%  
OFF



ACID-FREE PAPER

Lorem ipsum dolor sit amet, consectetur adipiscing.

Five Unique  
and Colourful **Designs**



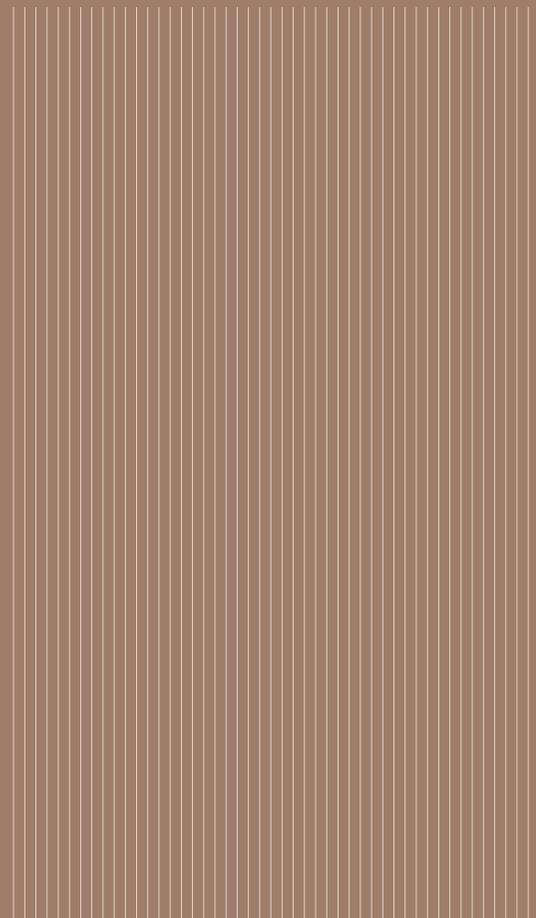
## INSERT TITLE HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.



# Pattern



# Photography Style



Clear background with empty space around



Standing



Stylist Decorative Items Around



Hand(s) Holding