



Branding Guidelines



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Potential

Action

Growth

Innovative

Proficient

Success

Our Brand Promise

Brands, like people, have personalities. The most successful brands understand that a distinctive personality can not only make a brand more believable it can also make a brand more memorable, enhancing its stature and build brand loyalty, adding weight to the brand's competitive position

RAIZUP or Rise up is Recruitment and diversity and inclusion consultancy enabling sustainable and effective solutions in the travel and tech industry to solve the staffing crisis.

The words that define the Raizup brand personality are not words we should use to describe our company or our product. Rather, we should use them as a standard against which to measure our communications and our behaviour

To enhance recognition for the Raizup brand, the attributes of our brand personality must become a part of not only ever communication we produce, but of everything we are and do.

A strong brand, communicated consistently at every opportunity, is critical to the success of our organization.

Our Logo

Our logo has been developed to best represent our values, beliefs and what we stand for as a company. Our logotype should always be used in a consistent manner

The typography and color usage give the logo an established and professional feel, instilling confidence and trust in the company



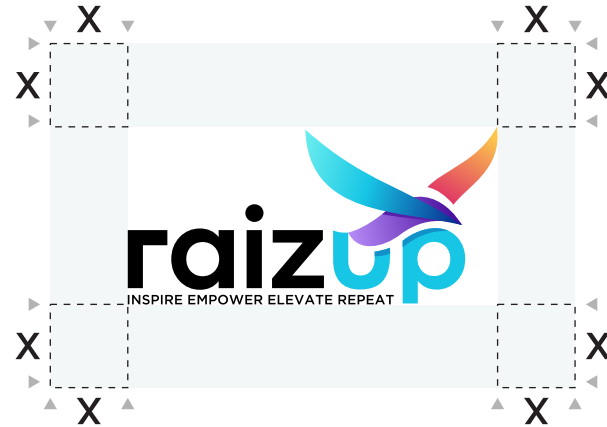
Our Icon

In cases when Raizup brand has already been established we simply use the icon on its own. These instances are either where space is limited, or somewhere on the form of communication we feature either the company name of a full version of the logo



Exclusion Zones

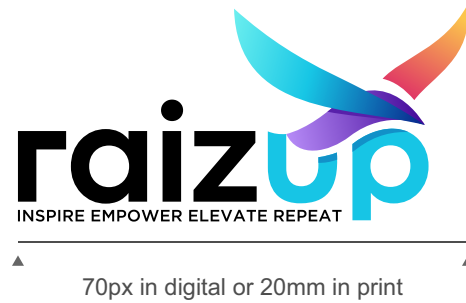
The lofo and icon's exclusion zone is equal to the height of the '+' (marked as 'x' in the diagram)



Minimum Sizes

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

The following values are the minimum size that should be used in application.



Logo Misuse

We like our logo just the way it is, so it should be treated with respect at all times, take a look at these examples to get an idea of how to use it.

The use of our logo should remain constant.

When used, it should be applied thoughtfully.

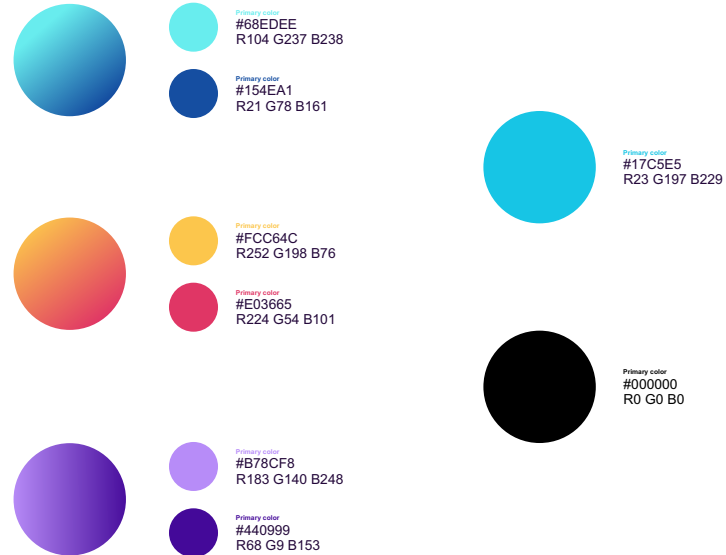


Our Color

The Primary Raizup color palette consists of neon red and orange in gradient color, and balance of dark and light background.

The accent color should be used sparingly as to add a pop of color and interest to the brand where necessary.

These color should be used in all communications to give our brand a consistent and professional aesthetic.



Our Typography

Our typography is just as important as the rest of the branding elements, and should be carefully and thoughtfully applied.

The font family is

Gilmer Bold for Raizup and Gotham Font Family for slogan.



Gilmer Bold

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ1234567890

Gotham Bold

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ1234567890

Gotham Light

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ1234567890



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