BRAND KIT

The Raibs brand

Our logo is a growth orbit: four coloured arcs — our apps — around an arrow pointing up, your business growing. Download the files and follow a few simple rules so the brand always looks right.

Files: see the folders in this brand kit, or download them at raibstechnologies.in/brand.

Logos

Every logo comes in colour, white (for dark backgrounds) and one-colour black and white versions.



Primary logo
Use this first: website, documents, invoices, signage.



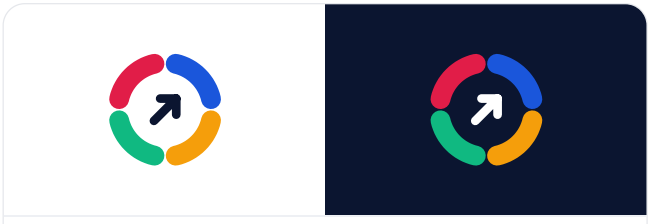
Short logo
When space is tight, such as app headers and social banners.



Stacked logo
For square spaces: posters, stall banners, profile covers.



Text logo
The name alone, set in our logo font. For places where the symbol is already shown.



Symbol
The growth orbit on its own: favicons, stickers, watermarks.



App icon
Phone home screens, app stores and profile pictures.

raibs TECHNOLOGIES

For fax, stamps, one-colour printing.

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On photos and coloured backgrounds.

Colours

Use these exact codes in print, signage, documents and apps.

Raibs Blue
`#1A56DB`
RGB 26, 86, 219
Primary colour, buttons, links

Sun Yellow
`#F59E0B`
RGB 245, 158, 11
Highlights and energy

Leaf Green
`#10B981`
RGB 16, 185, 129
Success and growth

Ruby Red
`#E11D48`
RGB 225, 29, 72
Accents, never for errors in the logo

Deep Navy
`#0B1530`
RGB 11, 21, 48
Text, dark backgrounds, the arrow

Violet
`#7C3AED`
RGB 124, 58, 237
Website gradients only

Paper
`#F7F8FA`
RGB 247, 248, 250
Light backgrounds

White
`#FFFFFF`
RGB 255, 255, 255
Backgrounds and the logo on dark

Use mostly white and navy, blue for action, and the other three colours in small amounts.

Fonts

Both are free Google Fonts.

raibs Aa

Bricolage Grotesque — ExtraBold

The logo font. Use it only for the name and for very large headlines.

Get it on Google Fonts ↗

Aa Bb 123

Hanken Grotesk — Regular to Bold

For everything else: headings, website text, documents, presentations and apps.

Get it on Google Fonts ↗

Using the logo

A few rules keep it clear and recognisable everywhere.

Give it space

Keep empty space around the logo at least as wide as the arrow in the symbol.

Not too small

Logo at least 110 px (25 mm) wide. Below that, use the symbol alone — down to 16 px.

Right version, right background

Colour logo on white or light backgrounds; white version on navy or dark photos.

Please don't



Stretch or squash it



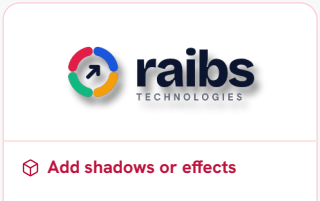
Change the colours



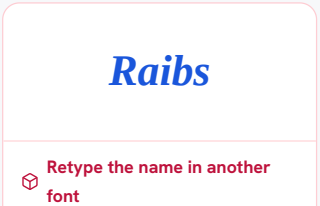
Rotate it



Put it on busy colours



Add shadows or effects



Retype the name in another font

Need something else?

For press, partnerships or other file formats, contact us. Using our name and logo is covered by our Trademark Policy.