

Brand & style guide

March 2024

Riipen

Brand story

Riipen is a **work-based learning platform and thought leader**, empowering people to achieve their full potential through equitable access to work opportunities and purposeful growth.

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Our brand



Insight

What makes us unique

A platform and thought leader, empowering others through **knowledge**.

Knowledge



Always seeking to solve problems through **tech** and innovation.

Tech



In order to help others reach their full **potential**.

Potential

Our messaging

Brand core

Purpose

Revolutionize higher education and internships so that together we can **end underemployment.**

Vision

Help create a future where all learners have **equal opportunity** to gain **employable skills** and **unlock their full potential.**

Mission

To be the **experiential learning platform** on which learners of all backgrounds, employers of all sizes and educators in various programs engage actively, frequently and authentically—through **real projects.**

Our messaging

Brand values

Empowerment

Real-work experience empowers learners with the employable skills, confidence, career clarity, and network to pursue their calling and thrive in their careers.

Inclusivity

Every learner, no matter their background, should have access to the tools (experience and employable skills) that will equip them to enter the workforce.

Ingenuity

Our ingenuity is inspired by a drive to solve problems. We are pioneers looking for meaningful ways to bridge the gap between higher education and industry.

Purpose

Not only is our own purpose top of mind in everything we do, but we like to inspire and nurture a sense of purpose in others too.

Learning

Work-integrated learning is more than a curriculum add-on to us: We understand its power to transform lives and change the world.

Community

The nature of the platform fosters a sense of community. We create connections and encourage meaningful interactions.

Our tone of voice

Who we are

We are a credible and trusted companion, with an optimistic outlook.
We don't simply motivate our audience from the sideline; we join the journey
– providing support, knowledge and encouragement every step of the way.

Tone of voice principles

Inspire possibilities.

But don't overpromise.

We always highlight potential and avoid idealism. We speak about the future, potential and possibility for growth but never make lofty claims about success or realized dreams.

Find smart ways in.

But don't be a know-it-all.

Everything we do and everything we talk about is based on facts. However, it doesn't mean we are overly intellectual. Our communication should always be reliable and respectful in equal measure.

Simplify where you can.

Don't overcomplicate.

Riipen is all about simplifying processes and enabling accessibility. When it comes to our communication, the goal is the same. Avoid jargon and packing every fact into a message. We should aim for the simplest way to communicate our offerings.

Be relatable and human.

But don't be too informal.

The human element is always present in the way we speak as a brand, but we are never overly emotional or too familiar. Don't use slang, jargon, or idioms. Instead, ensure the conversational tone by being authentic and genuine.

Rules of engagement

Consistency

Consistency is the key to building solid communication across multiple channels. Always check your work against the tonal guide.

Conciseness

Avoid long, complex sentences that might confuse the reader. If a longer, thought-provoking message is needed, try breaking it into two sentences with a full stop.

Headlines

Eyebrow copy is written in title case. All headlines should be written in sentence case.

Writing style & spelling

For writing style rules like spelling, grammar, or specific punctuation, you can always rely on the Riipen Writing Style Guide and Glossary. Spelling is in American English.

Message structure

Create a hierarchy of information; the main point or hook should always go first in sentences, paragraphs, sections, and pages.

Credit

Properly reference or link to any sources being used in your piece, including quotations, statistics, and any other external materials.

Headline punctuation

Stylistically, we like full stops (periods) in our adverts because they bring in the circular shape we own as a brand. It also feels academically correct to end a phrase or sentence with a full stop. Section headlines should not have full stops (e.g. on our website).

Emojis

Only use emojis in a social media context. When it comes to people, favor yellow, gender-neutral emojis. Remember: inclusivity comes first. Emojis we like:



Empathy

We don't speak to our audience from a distance. We walk with them, get to know their goals, and acknowledge what they care about. We understand their challenges and pain points and present insightful solutions as their trusted companion.

Trending topics

We are always up to date and aware of the major events occurring around us. Trending topics are a good device to speak to our audience if the source is credible and the subject is relevant to our brand.

Exclamation marks

We are a reliable, calm, and professional brand, not an excitable one. In this way, exclamation marks are not banned, but should not be overused.

Hashtags

Only use hashtags in social media context and moderately (up to 3 hashtags max). Do not use current events or trending hashtags to promote Riipen.

Our logo



Our logo

Our primary logo

The Riipen wordmark is our primary logo and should be used in all applications.

The principal variation uses our dark blue as a base, and orange to highlight the two i's.

Always use the logo files provided to maintain consistency. Do not recreate.

Logos are available for download [here](#).

Full length

The image shows the full-length Riipen logo. The word "Riipen" is rendered in a bold, sans-serif typeface. The letters "R", "p", "e", and "n" are dark blue, while the two "i"s are orange. A horizontal line with vertical end caps spans the width of the wordmark, with the text "Full length" centered above it.

Riipen 25 px minimal height

The image shows a smaller version of the Riipen logo, specifically the wordmark "Riipen". The letters "R", "p", "e", and "n" are dark blue, and the two "i"s are orange. A small square bracket is positioned to the right of the wordmark.The Riipen logo is displayed inside a large, thin orange circle. The wordmark "Riipen" is centered within the circle, with "R", "p", "e", and "n" in dark blue and the two "i"s in orange.

Our logo

Safe zone

Always keep a minimum safe area around the lockup to ensure visual clarity.

The logo safe zone is equivalent to the height of the letter 'R' from the logo.

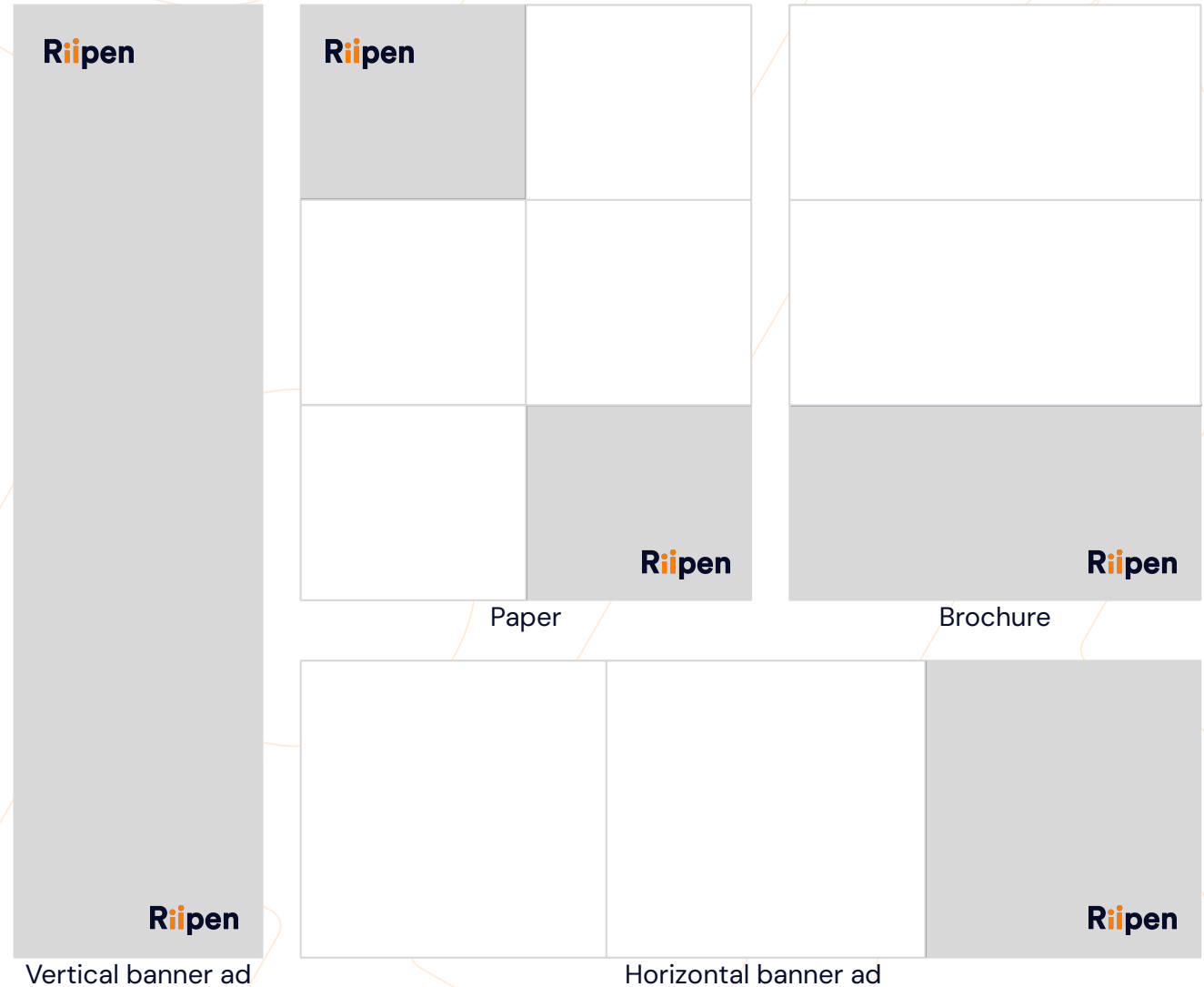


Our logo

Logo placement

The logo has two recommended placements: top corner to the left, and bottom corner to the right.

We discourage the usage of the logo in the middle/center at the top and bottom.



Our logo

Co-branded logo

In order to maintain a consistent look, our combined lockup must always follow the positioning shown.

Both logos should be used in either their original two-color combination, or in full white when placed on a color background like orange, green, or electric blue.

The safe zone between the two logos is equivalent to the height of the letter 'R' from the main logo.



Our logo

On backgrounds

On light backgrounds, our logo should be used in its principal form: dark blue with orange i's.

On dark backgrounds, the dark blue becomes white and we maintain the orange i's.

On full-color backgrounds, we use the white variation of the logo.
It may be used on a photography background as long as it is visible.

Follow these recommendations to ensure brand awareness and consistency.



Riipen



Riipen



Riipen



Riipen



Riipen



Riipen

Our logo

Logo misuse

To avoid misuse, always use the logo files provided.

In order to maintain consistency and brand awareness, do not attempt to recreate or alter the logo in any way.



Riipen

Do not apply different colors to different parts



Riipen

Do not stretch or alter dimensions



Riipen

Do not apply outlines



Riipen

Do not change the position or size of the letters



Riipen

Do not rotate or change orientation



Riipen

Do not apply gradients



Riipen

Do not apply drop shadow or effects



Riipen

Do not use colors outside the brand

Our avocado icon



Main icon

Why an avocado?

The name Riipen speaks to maturing to a state of readiness – just like our mascot, the avocado. Through the platform, learners ripen into work-ready individuals.

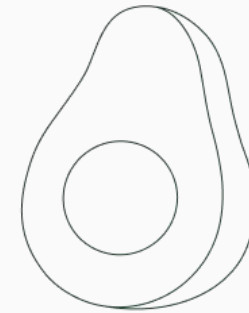
We try to use the avocado icon in executions that show progression or speak to work-readiness. Occasionally we use it as a playful icon.

Our icons are available for download [here](#).



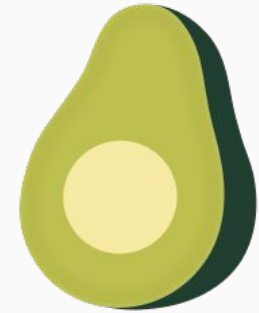
FLAT

To show progression



OUTLINE

For pattern application



FULL COLOR

Main icon

Our typography

Our primary typeface

Our primary font is Crimson Pro, a serif font that is contemporary, clear, classic and rounded. It provides a professional feel to the visual identity.

[Download Crimson Pro Variable here](#)

Crimson Pro

Learners ripen into
work-ready individuals.

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?!

Our secondary typeface

We paired Crimson Pro font with DM Sans as our secondary typeface, a geometric constructed sans serif that is easy to read, tech-friendly and rationalist.

[Download DM Sans Variable here](#)

DM Sans

Unleash the full
potential of learning

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?!

Type system

Crimson Pro is the main font used throughout our brand communications and assets. It is used in combination with DM Sans for subheadings, body copy, graphs, bullets, and index sections.

When placed together, the professional and tech-friendly fonts express the culmination of the academic and technological aspects of the brand.

Font pairing should always follow guidelines and its intended use is for the marketing team only.

≡ Alignment Ag Sentence case
Aa Font size A Leading
|A| Tracking

Eyebrow / DM Sans Variable Regular

≡ Left aligned Ag Title Case

Aa 25pt

A 35% |A| -2%

H1 / Crimson Pro Variable Regular

≡ Left aligned Ag Sentence case

Aa 65pt

A 62% |A| -2%

H2 / DM Sans Variable Regular

≡ Left aligned Ag Sentence case

Aa Satoshi = 35pt

A 39.7% |A| -2%

Body Text / DM Sans Variable Regular

≡ Left aligned Ag Sentence case

Aa 17pt

A 28% |A| 0%

Graphs, Index, Bullets / DM Sans Variable Regular

≡ Left aligned Ag Sentence case

Aa 13pt

A 140% |A| 0%

[View Blog](#)

Learners ripen into work-ready individuals.

Unleash the full potential of learning

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Maecenas eget condimentum velit, sit amet feugiat lectus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Etiam eu turpis molestie, dictum
- Sed dignissim, metus nec fringilla accumsan risus,

Our color palette



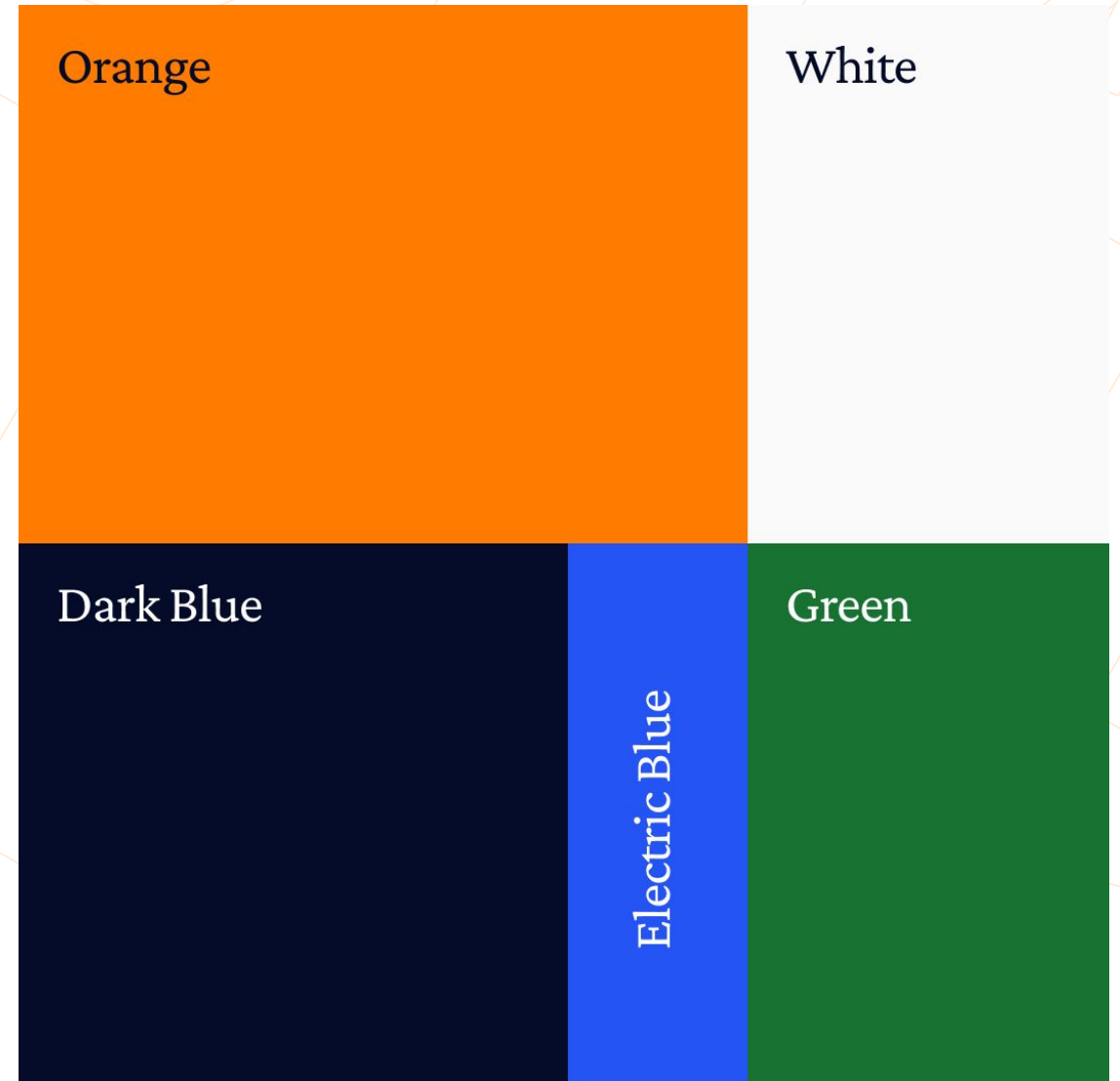
Color palette

Primary colors

Our primary color is orange. The bold, optimistic tone creates a sense of possibility.

The color green connects the brand to our icon, the avocado. It adds freshness to the palette and evokes a feeling of growth.

Blue is a credible, trustworthy colour. Our dark blue adds a professional academic feel, and the lighter electric blue adds a technological energy to the palette.



Color palette

Backgrounds, copy, and UI

We use the white, grey and dark blue for backgrounds, text and UI.

We created an additional light grey color that is restricted to data visualization designs, such as charts and graphs.



Color palette

Color usage

A saturated orange is our main color. We also have a red tone exclusively used in combination with the orange to create a bold gradient. Then we have two cooler shades to contrast these warmer tonalities: darker blue and electric blue.

To complete the selection of the primary and secondary palette, we have a green color that both speaks to the concept of academia and Riipen's avocado icon. Finally, for backgrounds, text, and UI, we use white and grey.

Follow these color breakdowns to ensure consistent brand application.

FF7C00 Pantone P 27-8 C C 0% M 63% Y 100% K 5% R 255 G 124 B 0	n Pantone P 106-8 C C 81% M 67% Y 0% K 0% R 36 G 84 B 244	FAFAFA Pantone P 1-1 C C 1% M 0% Y 0% K 0% R 250 G 250 B 250
050C2A Pantone P 101-16 C C 91% M 83% Y 51% K 68% R 5 G 12 B 42	187333 Pantone P 147-7 C C 86% M 30% Y 100% K 19% R 24 G 115 B 51	ACACAC Pantone P 174-1 C C 33% M 27% Y 27% K 0% R 172 G 172 B 172
		FF5136 Pantone P 45-7 C C 0% M 60% Y 60% K 5% R 123 G 55 B 85 Restricted to gradients*

Color palette

Colorways

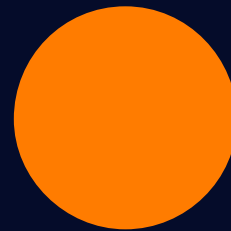
We have set color combinations that ensure full adherence to WCAG accessibility standards.

We have also set a series of color combinations that work best to incorporate all the colors in our palette, while maintaining consistency and brand awareness.

Please note that text is mostly used in dark blue or white. Electric blue text can be used for eyebrows, and orange text can be used for links.

Text color Dark Blue 050C2A	Text color White FFFFFF	Text color Dark blue 050C2A
Text color White FFFFFF	Text color White FFFFFF	Text color Dark Blue 050C2A

Other icons

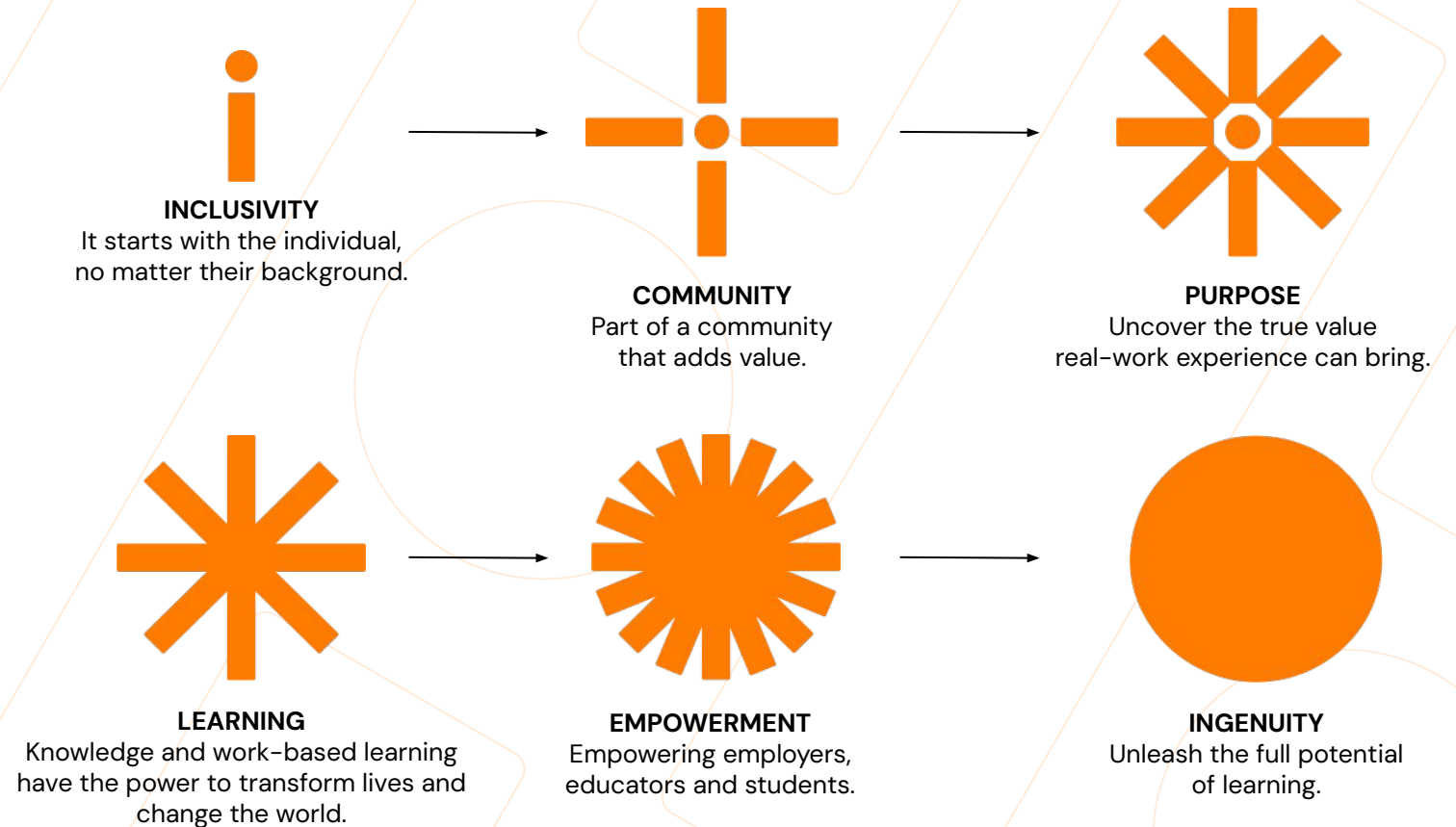


Other icons

Shapes, symbols, & iconography

As always, it starts with i. By rotating, multiplying, and reflecting the i, we were able to create these iconic assets that can be used in various ways. We can use them as isolated icons, background shapes, or even layered elements combined with photos or big text.

Our icons are available for download [here](#).



Other icons

Shapes, symbols, & iconography

Our iconography represents our three audiences – covering aspects of the academic and the professional world. The curved lines look modern but still convey a sense of professionalism and trustworthiness.



Other icons

Shapes, symbols, & iconography

When applied to a dark background, we can use the white versions of the icons.



Have a question or need clarification?
Connect with the Marketing Team!

marketing@riipen.com

Riipen



Riipen