

# RADIX

Brand Guidelines

It's Who We Are. A Heads-Up, We Are Contagious.

**BOLD . MINIMAL**  
**FUN . DYNAMIC**

## > About Radix

Radix offers rich and memorable internet addresses that will host the next big idea, initiative, community, enterprise, killer app or viral sensation. Radix has successfully launched 9 new domain extensions including :

.SPACE	.PRESS	.ONLINE
.SITE	.WEBSITE	.TECH
.HOST	.FUN	.STORE

## > Target Audience

Radix and its multiple sub brands target a large variety of individuals and organizations. All our audiences are moderately tech savvy and are looking at ways to improve their online presence.

# Corporate Logo

The logo is the image of the brand and therefore we must ensure proper use of it.

- Logo Introduction
- Logo Clearspace
- Logo Application and Standards
- Incorrect Usage of Logo

## › Logo Introduction

The logo is carefully designed to give a modern and refined look. The logo portrays stability and boldness. The negative space in the X is used to portray the forward looking nature of the brand. The typeface used is highly legible and has been enhanced by the use of uppercase.

The logo should preferably be used in front of a white background. The logo should be used in white when placed in front of dark backgrounds like black.

The logo can also be used in black when placed in front of a coloured background.

The word "RADIX" is displayed in a bold, blue, sans-serif typeface against a plain white background.The word "RADIX" is displayed in a bold, white, sans-serif typeface against a solid black rectangular background.The word "RADIX" is displayed in a bold, black, sans-serif typeface against a solid yellow rectangular background.



x = height of logo

## > Logo Clearspace

It is important to keep the corporate logo clear of any graphic element. To regulate this, an exclusion zone has been established. This should not be changed to ensure the visibility and impact of the logo.

The clear space is equal to the height of the logo. X being the height of the logo.

## > Logo Application & Standards



**RADIX**

The logo in blue can only be used against a light background



**RADIX**

The logo should be used in white on dark background



**RADIX**

The logo will be in one color (preferably black) when used on primary colours or lighter background



**RADIX**

The logo will be in one colour (preferably black) should be preferably placed against a light background

## > Incorrect Logo Application



RADIX

Logo style should not be changed



Logo should not be used in front of a multicoloured background



RADIX

Logo cannot be stretched and no shadow can be added to the logo



RAD  
IX

Logo cannot be altered and written in two lines



## Colours

Colour plays an important role in the Radix corporate identity system. The colours are recommended for various media for the brand to look harmonious and cohesive. A set of colours has been developed to compliment the look of the brand.

- Primary Colour Palette
- Secondary Colour Palette

## > Primary Colour Palette

### Brand Colours



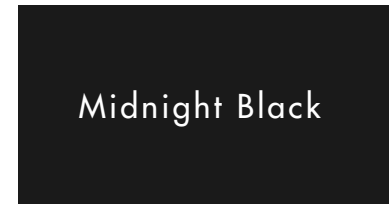
Radix Blue  
C : 81 M : 39 Y : 6 K : 0  
R : 33 G : 132 B : 188  
#2184BC



Navy Blue  
C : 99 M : 82 Y : 29 K : 15  
R : 27 G : 64 B : 113  
#1B4071

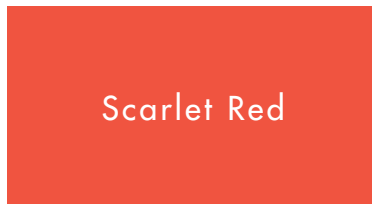


Ice Grey  
C : 15 M : 10 Y : 10 K : 0  
R : 214 G : 217 B : 219  
#D6D9DB



Midnight Black  
C : 73 M : 67 Y : 65 K : 78  
R : 26 G : 26 B : 26  
#1A1A1A

### Accent Colours



Scarlet Red  
C : 0 M : 82 Y : 79 K : 0  
R : 240 G : 85 B : 64  
#F05540



Canary Yellow  
C : 0 M : 32 Y : 100 K : 0  
R : 252 G : 180 B : 20  
#FCB414

## > Secondary Colour Palette

This colour palette can be utilised exclusively for illustrations.

They can be used with the brand colours and one accent colour. Each illustration should have one and only one accent colour. These colours are provided to add depth to the illustrations. They can be used both as fill and as line illustration.



C: 90 M: 68  
Y: 26 K: 09  
R: 45 G: 86 B: 130  
#2D5682



C: 81 M: 54  
Y: 24 K: 04  
R: 64 G: 108 B: 147  
#406C93



C: 72 M: 41  
Y: 23 K: 01  
R: 81 G: 131 B: 164  
#5283A4



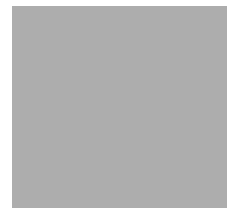
C: 63 M: 29  
Y: 19 K: 0  
R: 101 G: 153 B: 181  
#6599B5



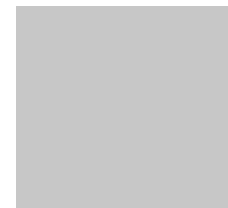
C: 53 M: 18  
Y: 16 K: 00  
R: 119 G: 175 B: 198  
#77AFC6



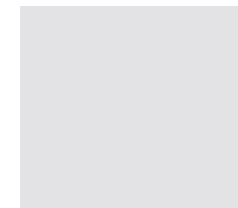
C: 56 M: 47  
Y: 47 K: 13  
R: 115 G: 115 B: 115  
#727272



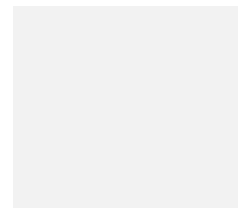
C: 33 M: 27  
Y: 27 K: 00  
R: 173 G: 173 B: 173  
#ADADAD



C: 22 M: 17  
Y: 18 K: 00  
R: 199 G: 199 B: 199  
#C6C6C6



C: 10 M: 07  
Y: 06 K: 00  
R: 227 G: 227 B: 229  
#E2E2E5



C: 04 M: 02  
Y: 02 K: 00  
R: 242 G: 242 B: 242  
#F2F2F2

# Typography

Typography plays an important role in communicating the overall tone of the brand. Carefull use of typography reinforces our personality and ensures clarity.

- Primary Font
- Secondary Font
- Alternate Font

## > Primary Font

Our primary typeface is Radikal which is a geometric font dedicated to the research of purity. The Radikal family includes 7 weights, from UltraThin to Black, with their corresponding italics.

**Note:** Primary font should be used in both print and for web.

# Radikal

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 . , / ! @ # \$ %

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 . , / ! @ # \$ %

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 . , / ! @ # \$ %

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 . , / ! @ # \$ %

## > Secondary Font

Futura has an appearance of efficiency and forwardness. The design of Futura avoids the decorative, eliminating nonessential elements, but makes subtle departures from pure geometric designs that allow the letterforms to seem balanced.

**Note:** Futura should only be used for web and powerpoint presentations.

# Futura LT

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z 1 2 3 4 5 6 7 8 9 0 . , / ! @ # \$ %

A B C D E F G H I J K L M N O P Q R S T U V W X  
Y Z 1 2 3 4 5 6 7 8 9 0 . , / ! @ # \$ %

**A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z 1 2 3 4 5 6 7 8 9 0 . , / ! @ # \$ %**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 . , / ! @ # \$ %

## > Alternate Font

# Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ1234567890.,/!@#\$\$%

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ1234567890.,/!@#\$\$%

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Z1234567890.,/!@#\$\$%

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Z1234567890.,/!@#\$\$%**

**Note:** Open Sans can only  
be used when Radikal and  
Futura cannot be used.

## Iconography

The icon set is created on a 360X360 pixel artboard with stroke weight of 8 pixel.

The icon set has been created with a round edge stroke weight.

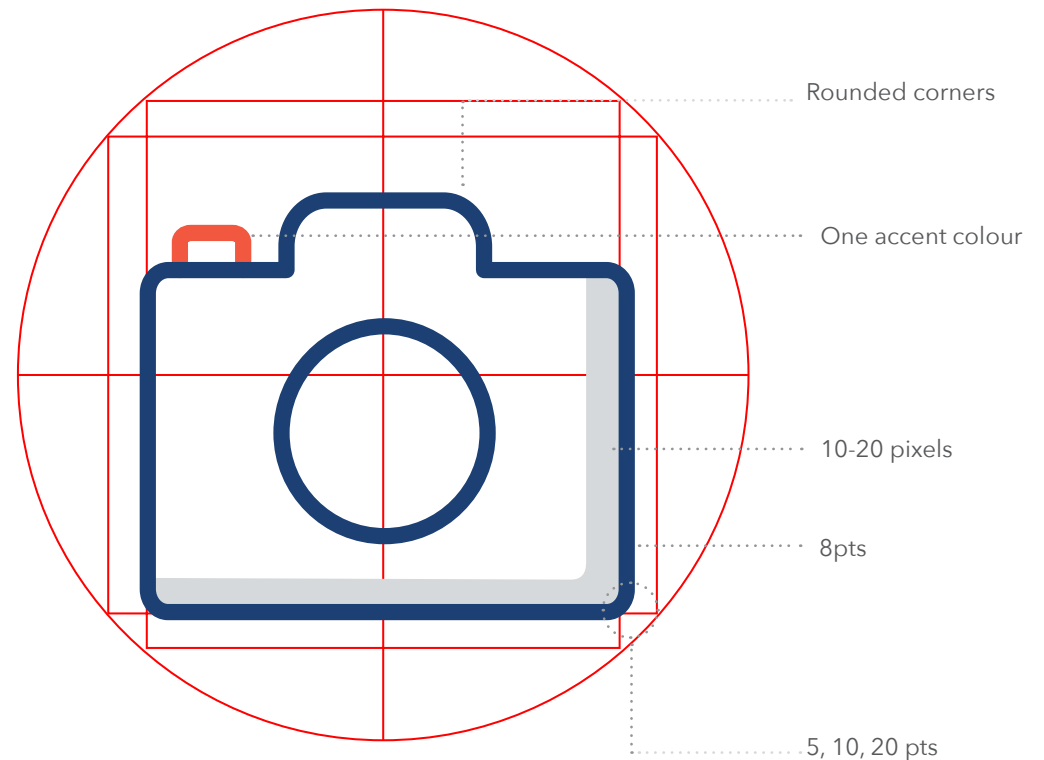
The rounded corners of each icon is crafted in a way that their point size is always in multiples of 5pts.

The icons have a highlight on the right size which take the shape of the icon. This highlight will have a width of 10-20 pixel with a solid fill of ice grey.

Two colours are used to create the icon- Navy blue and one accent colour (Red on white background and yellow on Radix blue background)

The focus point on the icon has one of the accent colour as the stroke colour.

The icons do not have a fill or gradient. Icons should always have a stroke weight. Icons will not have more than one accent colour.





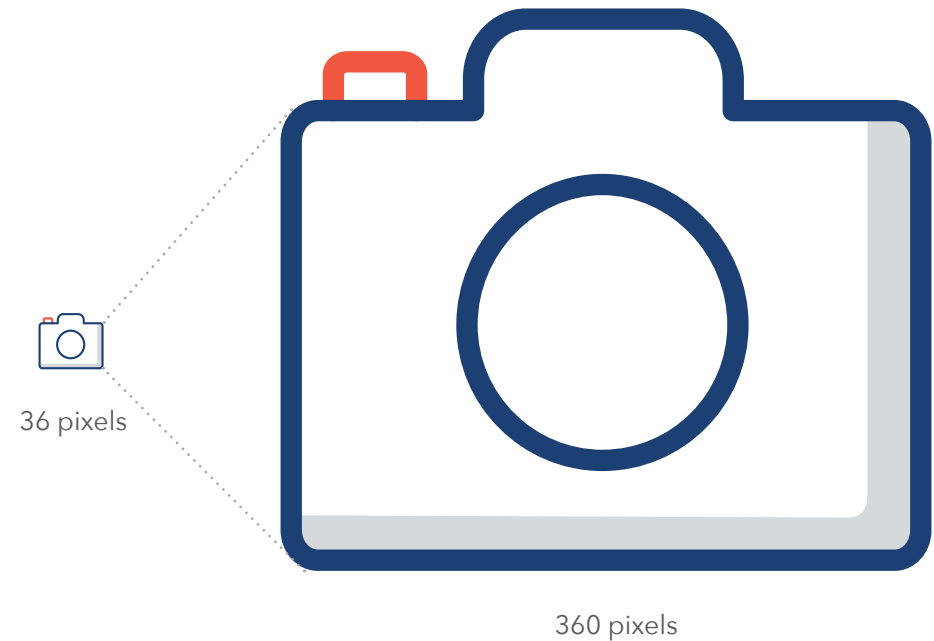
# Iconography

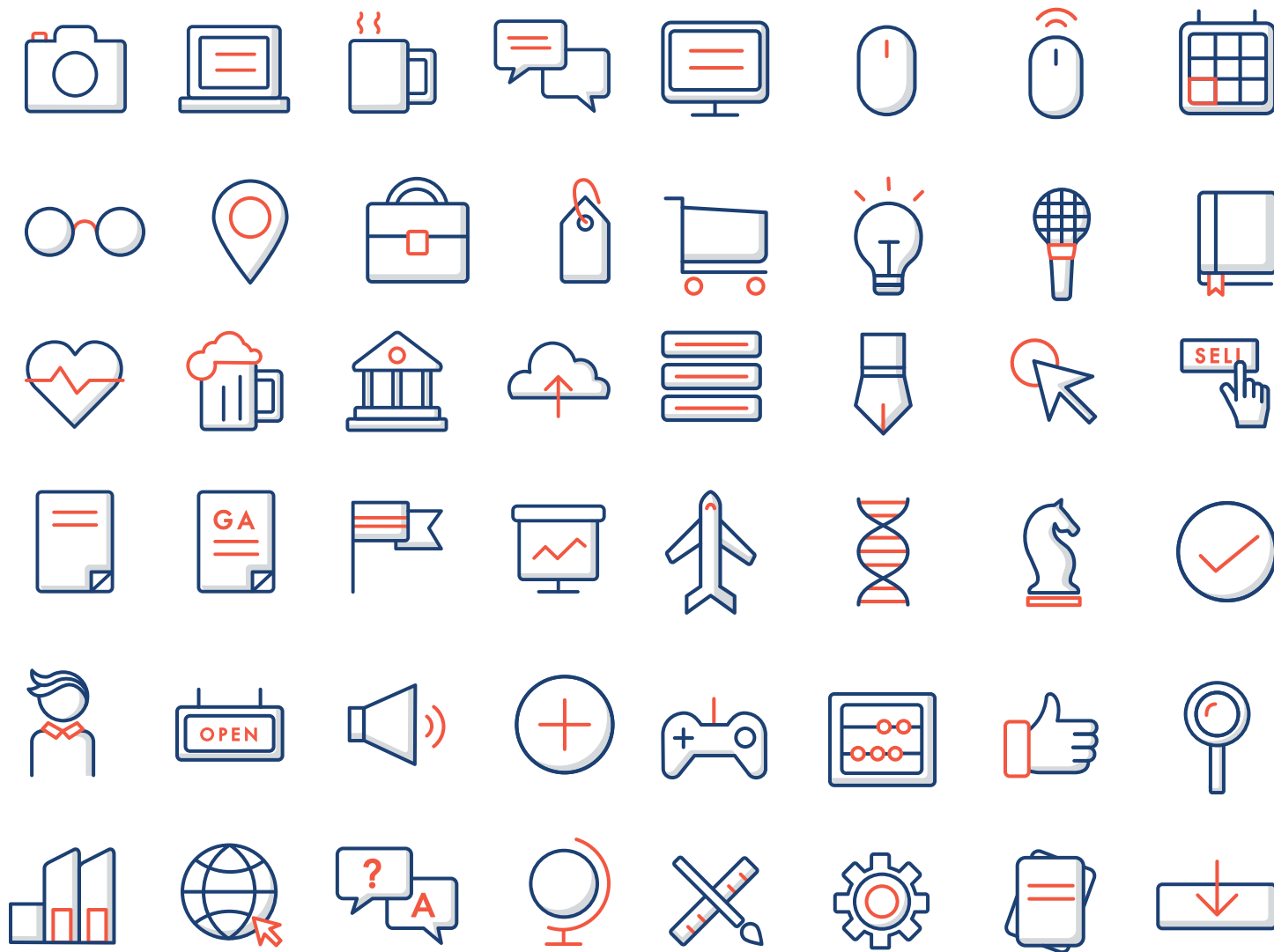
The icons are designed in such a way that they can be used both in print and on the web.

Icons size should not be reduced beyond 36 pixels.

Icons are opaque and cannot have any opacity percentage.

Icons preferably should be used on a white or a blue background.





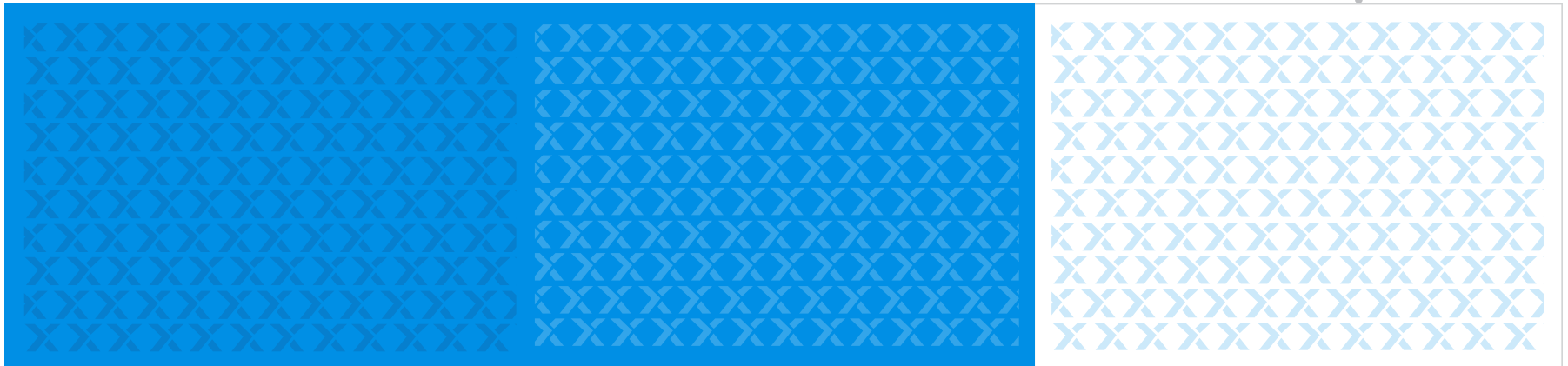
**Note:** Icons should be preferably used on a white background with red as the accent colour.



**Note:** If icons are used on a blue background all the icons on that collateral will have yellow as the accent colour.

## Patterns

Patterns make the visual system more dynamic and give the system a fresh look. The 'X' from Radix is used to make the pattern below. Patterns should never be opaque. Pattern opacity can be used above a Radix blue, white or ice grey background. Opacity of these patterns can range between 10-50% depending on the content.



# Illustrations

Illustrations should not have different opacity levels but should follow the secondary colour palette

Highlight will be only on the focus element. The direction should be the same as that of the icon. Width of the highlight can be visually treated.



Unlike the icons, illustrations do not follow any grid nor a definite stroke size. Illustrations can have a solid fill only when it used as a background element.

Illustrations are minimal yet bold and can have only one accent colour

The focus element in the illustration cannot have a fill and should have one accent colour.



The illustration style is designed such that it can be used both as filled and as line illustration. Illustrations can become a part of the background and can also be used to express an idea.

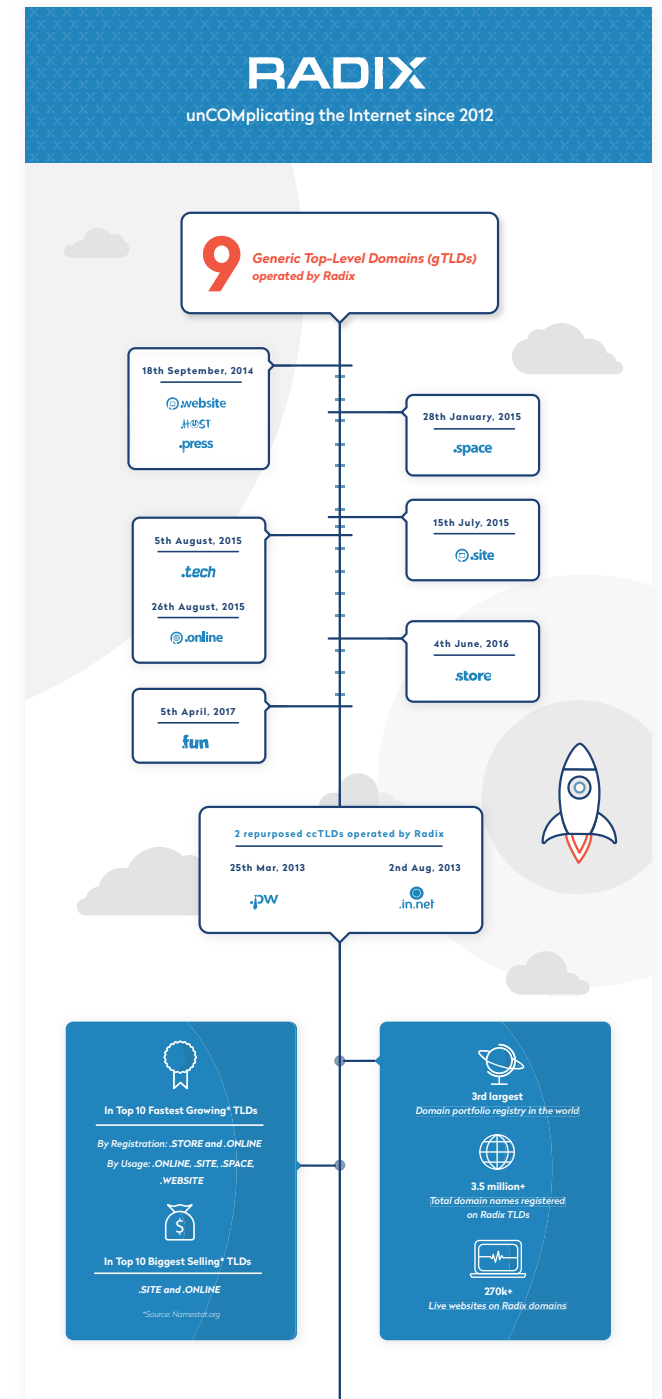


Illustrations can be placed over the 'Radix Blue' background but should be treated as per the examples shown above.

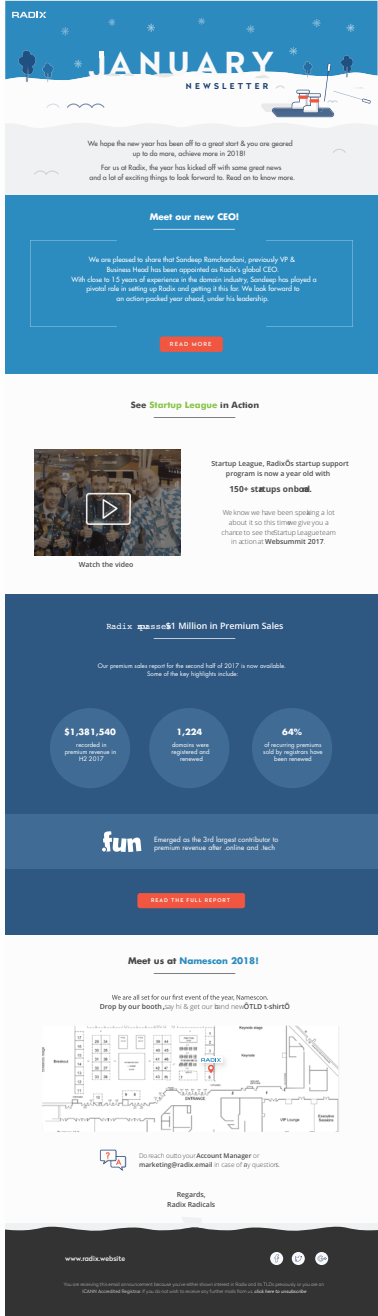
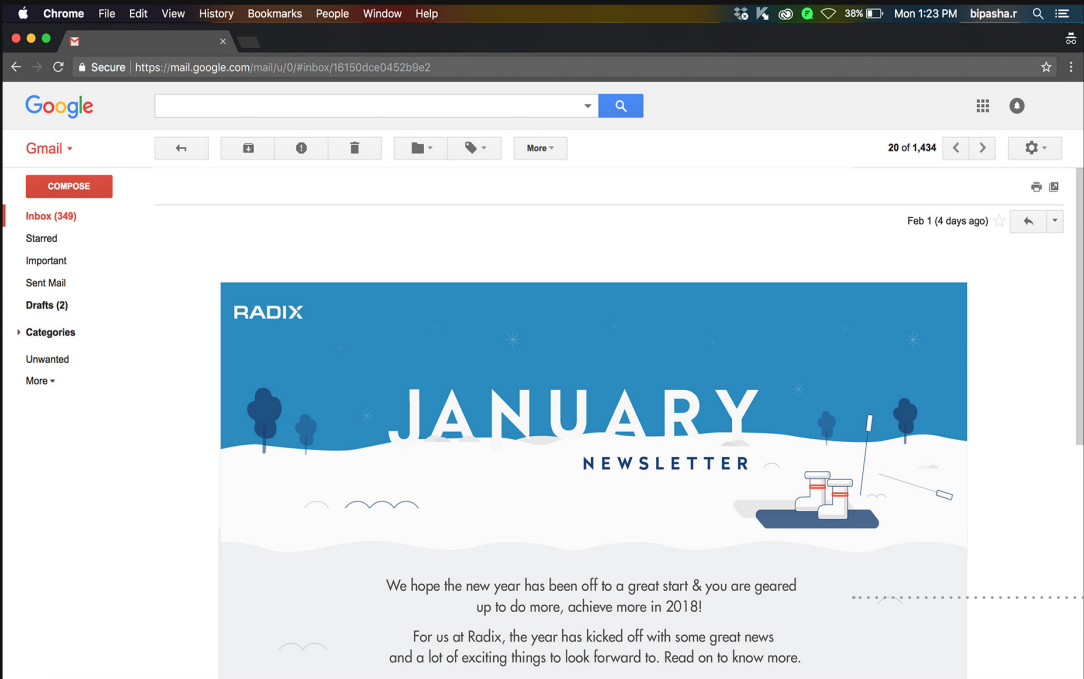
**Note:** Illustrations can be paired with object based images (laptop, phone etc) to show process or structure. Illustrations cannot be used with images otherwise

# Applications

Below is an example of a newsletter which follows the brand guidelines in order to maintain the uniformity in the design and for better brand recall.







## Image Treatment

Ideal images that reflect the brand will be high contrast, mostly against white. More realistic than abstract.



## Image Treatment

For some special cases we can use images with double exposure. Also high contrast against white. This will be used when merging Radix + TLD guidelines.



Thank You

