RÆDICAL

Brand identity & Guidelines

How to use our logo and other brand material.

Logo

Our logo is based on the Archive Regular typeface and is composed of a glyph and the name.
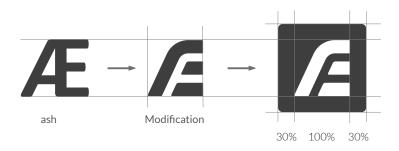
Logotype

The name

Glyph

Case study

The glyph is a graphic representation of a grapheme named "aesc" or "ash", which is a unique and vital component of a Raedical name. It distinguishes the phonetic representation of the word Raedical form Radical.

Radical / rædɪkəl / rædɪcal ⟶ **æ** ⟶ **Æ**

ash   Modification

30%   100%   30%

The outcome is a very symmetric, modern, distinctive and simple logo, that fits companies minimalist design guidelines and the free-thinking, active and eco lifestyle of our customers

It also represents a breaking wave or a mountain slope.

Logo - horizontal lockup

Use whenever possible

Glyph

The glyph appears most often as part of the lockup for the logo, however it can be used alone on certain occasions (as an icon).
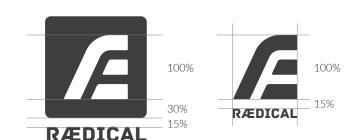

Vertical lockup

Use it in marketing with limited space.

100%

30%
15%

100%

15%

Safety space

Maintain clear space around the logo to protect the logo from distracting graphics or typography.

Measure clear space by the height of the "R" in Raedical for vertical space, and the width of the "R" for horizontal.

Never allow typography or other elements to "invade" the logo.

Never redraw or alter the logo, including the placement and size relationship of its letter or the glyph.

Using a tagline

Never use the tagline alone without a logo. Keep the lockup intact, and use only authorized original art. Don't alter the tagline.

Maintain clear space around the logo to protect the logo from distracting graphics or typography.

Measure clear space by the height of the "R" in Raedical for vertical space, and the width of the "R" for horizontal.

Should not be less than 7pt. If you need to go smaller, drop the tagline.

Using name only

When appropriate it is allowed to use the name without the horizontal or vertical glyph lockup.

Logo colors

Dark logo - Use as our main logo and on light backgrounds

Color logo - Use on a white or light backgrounds

Dark slim logo - Use only as one color logo on light backgrounds

Light logo - Use only slim logo on dark backgrounds

DON'T use glyph logo
on a dark backgrounds!

Color palette

When possible, use our one color Dark logo combination. On rare occasions use our color glyph logo. Use authorizd colors when using our logo.

White	Dark grey	Light grey	Raedical green
#ffffff	#404040	#606060	#8CC53F

Typography

Raedical logotype is based on the Archive Regular fontype. It is contemporary, simple, elegant, playful and with strong geometric forms.

Always use Dark Grey color #404040.

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

For other communication materials and website we use LATO font family.

Always use Light Grey color: #606060.

Lato Bold
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
a b c d e f g h 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 10 ! ? # % & / ( ) = "

Lato Regular
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
a b c d e f g h 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 10 ! ? # % & / ( ) = "

Use of brand metarials

General

Logos and other brand materials are always available for anyone to download. When using our logo please try to follow our guidelines and recommendations.

Please do not use our name, logos, and other brand materials in ways that may be offending, confusing, misleading, or suggest our sponsorship, endorsement, or affiliation.

Please try not to change our logo or color pallets.

Advertising, promotional, and sales materials

As much as we encourage you to use our logo as much as possible, please don't use our name as a part of your company or service name, website name, trade name, or product name and please don't incorporate our logo into yours.

Merchandise

Please do print our logo and other brand materials as much as possible:) If you need any help or have a question regarding our brand identity, please do not hesitate to contact us.