

MINI BRAND GUIDELINES.

Confidence for managers. **Clarity** for HR.

THE LOGO.

Four versions, three lockups. Everything you need is in this pack.



Use by default

Full colour

Deep Teal and Warm Mauve, on light backgrounds. This is the version to reach for unless the background is dark or you are limited to one colour.



Use on dark

Reversed white

For dark or photographic backgrounds. On dark grounds, reverse to light rather than dropping the full-colour logo onto something it cannot hold its own against.



One colour

Black

Where colour is not available: single-colour print, engraving, embroidery, and co-branded lockups that run in black and white.



Dark grounds only

Bone & Yellow

A warmer alternative to plain reversed white on Deep Teal. Both colours are light, so this one never goes on a light background.



Primary

The horizontal lockup. Use it unless space is tight.



Stacked

Mark above wordmark, for narrow or square spaces.



Mark

The R/S mark alone, where RedSeed is already named nearby.

CLEAR *SPACE.*

Brand guidelines. Partner edition

Give it room, and don't take it below the size where it stops working.



1x is the height of the R/S mark. Keep at least 1x clear on all four sides.

Clear space

Keep a boundary the height of the R/S mark on all four sides. More is fine, less is not. The boundary scales with the logo, so measure it off the mark at whatever size you are using.

Minimum size

24px	16px	8mm
on screen	favicon or app icon	in print

Below that the full stop disappears and it stops reading as the mark.

LOGO

MISUSE.

Brand guidelines. Partner edition

The mark works because it's consistent. Six things to never do to it.

Don't stretch or squash ✕

Always resize it proportionally. Never stretch it wider or squash it shorter to fill a space. Make the space fit the logo.

Don't recolour it ✕

Use only the versions supplied in this pack. Never recolour it, not even to another brand colour.

Don't rotate or flip it ✕

Keep it horizontal and upright, exactly as supplied. Never tilt, flip, mirror it, or set it vertically.

Don't add shadows or effects ✕

The mark is flat. No shadows, glows, gradients, outlines or 3D. To make it stand out, change the background, not the logo.

Don't drop it on low contrast ✕

Keep clear contrast with the background. Don't put the dark logo on a dark or busy ground, use the reversed version instead.

Don't box it in ✕

Give it clear space on the background. No keyline, box, badge or coloured panel around the mark.

PRIMARY PALETTE.

Brand guidelines. Partner edition

Six colours lead, across everything RedSeed makes.



Journey Green

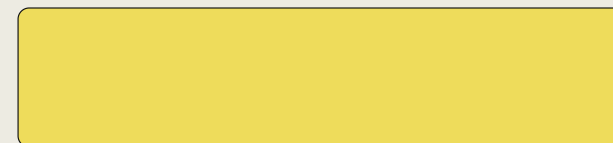
Grounded, the start of the journey.

Hex: #136C51

CMYK: 82 / 0 / 25 / 58

RGB: 19, 108, 81

Pantone: P 138-15 C (TBC)



Warm Yellow

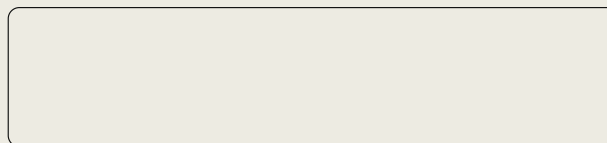
The glow, the human lift.

Hex: #EEDC5B

CMYK: 0 / 8 / 62 / 7

RGB: 238, 220, 91

Pantone: 101 C (TBC)



Modern Bone

The warm neutral, room to breathe.

Hex: #EDEBE2

CMYK: 0 / 1 / 5 / 7

RGB: 237, 235, 226

Pantone: 11-0104 TCX (TBC)



Soft Lilac

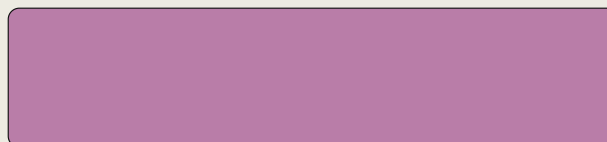
A modern, human signal nobody else owns.

Hex: #E9B8DE

CMYK: 0 / 21 / 5 / 9

RGB: 233, 184, 222

Pantone: 13-2800 TCX (TBC)



Warm Mauve

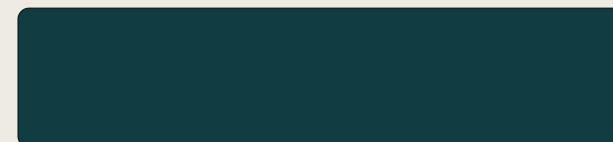
The 1-to-1, made colour.

Hex: #B97DA8

CMYK: 0 / 32 / 9 / 27

RGB: 185, 125, 168

Pantone: 2573 C (TBC)



Deep Teal

Depth and arrival.

Hex: #113C42

CMYK: 74 / 9 / 0 / 74

RGB: 17, 60, 66

Pantone: 547 C (TBC)

COLOUR

IN USE.

How the six work together, and which pairings are safe to read.

How they work together

Journey Green or Deep Teal grounds a layout. Warm Yellow is the focal lift, used small. Modern Bone is the everyday background. Brand gradients stay subtle, within one colour family, never a rainbow.

Keep to these six. There is a secondary palette, but it is for our own use.

Deep Teal + Modern Bone

Journey Green + Warm Yellow

Modern Bone + Plum Ink

Deep Teal + Warm Yellow

Contrast

These pairings meet WCAG 2.2 and work either way round. Never rely on colour alone to carry meaning.

Deep Teal on White	12.0:1	AAA
Deep Teal on Modern Bone	10.1:1	AAA
Warm Yellow on Deep Teal	8.6:1	AAA
Journey Green on White	6.4:1	AA
Journey Green on Modern Bone	5.3:1	AA
Deep Teal on Warm Mauve	3.8:1	AA Large

AAA passes anywhere. AA is safe for body text. AA Large is for large or bold text and UI only, 18px and up, or 14px bold.

TWO FONTS, *ONE JOB.*

Newsreader is the human voice. Inter is the working voice.

Aa Newsreader

The headline voice. An editorial serif with real character, for the greeting and the line you want remembered. Use it sparingly, and large.

Aa Inter

The working voice. An accessibility-first sans for everywhere the reading happens: body copy, UI, and the numbers HR lives in.

Rules that matter

Body text never drops below 16px on screen. Don't justify body copy. Both faces are open licence and free from Google Fonts, so you can install them.

No brand fonts?

In Word, PowerPoint or Google Docs, use **Georgia** in place of Newsreader and **Arial** in place of Inter. Keep the hierarchy, lose nothing else.

The wordmark is not a typeface. The RedSeed wordmark is custom lettering, drawn once for the mark. Never retype the name in Newsreader or Inter and treat it as a logo. Always use the supplied artwork.

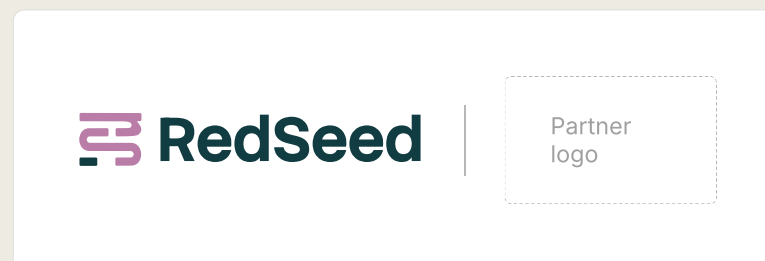
CO-BRANDING & *PARTNERS.*

Brand guidelines. Partner edition

When RedSeed stands beside another mark.

Two marks, mutual respect

Sometimes RedSeed stands beside another logo: a customer's course, a partner's event, a certificate with two names at the top. Done well it reads like mutual respect. Both marks get space, neither pretends to be the other, and a thin line between them does the introductions.



Match optical weight, not pixel height. Give the divider the same clear space as the logo.

When to go black and white

Co-branded lockups often have to run in a single colour: a certificate, an embossed folder, a sponsor wall, a partner's template that is black and white only.

In those cases use the supplied **black** or **reverse** logo rather than forcing the full-colour version into a one-colour conversion. Both are in this pack, and the black builds as 100% K, so it is safe for one-colour printing.

RedSeed

RedSeed

Never rebuild a two-colour lockup by hand to force a single colour. Use the supplied file.

THE *FILES.*

Brand guidelines. Partner edition

Which file to use, and when to ask us first.

FORMAT	USE IT FOR	NOTES
EPS (CMYK)	Commercial print, signage, merchandise	Check the CMYK build with us before printing at volume.
EPS (RGB)	Digital print, screens, partner decks	Matches our on-screen brand colours exactly.
SVG	Websites and apps	Scales cleanly at any size, smallest file.
PNG	Slides, documents, email, social	Transparent background, at 500, 1000 and 2000px wide.
Black EPS	Single-colour and co-branded print	Builds as 100% K only, no four-colour black.

Come back to us before you produce anything if...

you need a colourway or format that is not in the pack

you are printing spot colour, our Pantone references are still provisional

the logo has to sit on a busy photograph

you are putting our name on something we have not seen

A five-minute check beats a reprint. All type in the supplied logo files is outlined, so you do not need our fonts and nothing will reflow.