**the ragyxo foundation**

October 2nd, 2025
*R2*

# The Ragyxo Brand Book

# Welcome!

This handbook contains the guidelines to introduce Ragyxo brand and its identity elements.

Our brand brings together everything that Ragyxo stands for, in turn influences in everything we do.

By following these guidelines, we will ensure that our communication reflect and reinforce our identity. This way we will help to engage audiences with our unique story, told in a tailored and relevant way.

# $1._1$ · *LOGO*

## The Logo

Aside from a few exceptions, it should appear on everything we produce to maintain consistency and recognition.

Depending on the case, the extended logo and text-only logos can be used, but the **main logo** will always be used as a standard.

MAIN LOGO



the
**ragyxo**
foundation

EXTENDED LOGO



the
**ragyxo**
foundation

TEXT-ONLY LOGO

the
**ragyxo**
foundation

# *1*.2 · *LOGO*

## The Isotype

It can be defined as the graphic representation of a brand through an image devoid of textual elements.

The isotype will be used when there is no enough space to use the regular logo, or when the size is too small to be legible.

# $1$.3 · *LOGO*

## Exclusion Zone

The exclusion zone ensures the master logo has enough clear space at all times to stand out.

It can be found by using half of the logo from the isotype as a reference for the height and width of the exclusion zone surrounding the logo.

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ISOTYPE

# *1*.4 · *LOGO*

## DON'Ts

What not to do with the logo...

1. Don't recreate any element of the master logo. Always use the original artwork file

2. Don't stretch, tilt, skew or edit the dimensions of the logo

3. Never recolor the logo to unauthorized color. Only use the colorways specified later, or use b&w

4. Never add any effects to our logo such as drop shadows, gradients, or emboss effects

1

>> the ragyxo foundation

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>> the ragyxo foundation

# 2.1 · COLOR
# Color Palette

The colour palette creates unity and structure.

Brown sits at the top as our primary brand colour. In dark scenarios, the alternative brown will be used.

The next layer is the secondary brand palette, offering accent colors.

On the next page, the detailed colors are detailed.

*primary brand color*

*dark mode brand color*

# Using the color palette

The colour palette creates unity and structure.

Brown sits at the top as our primary brand colour. In dark scenarios, the alternative brown will be used.

The next layer is the secondary brand palette, offering accent colors.

On the next page, the detailed colors are detailed.

*primary brand color*

BROWN

| rgb | 115, 56, 29 |
|---|---|
| hex | #73381D |
| pantone | 168 C |

70% tint    50% tint    30% tint
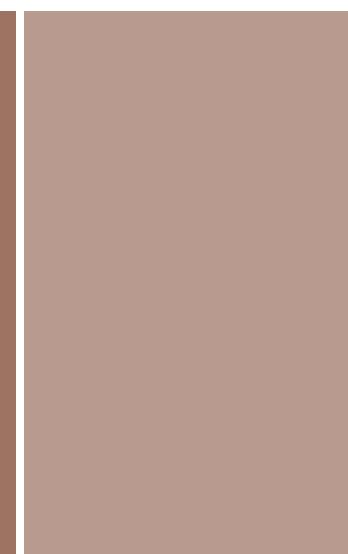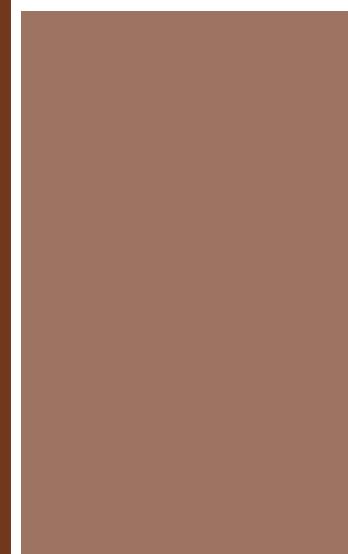
*primary brand color*

LIGHT BROWN

| rgb | 173, 124, 89 |
|---|---|
| hex | #AD7C59 |
| pantone | 4645 C |

70% tint    50% tint    30% tint
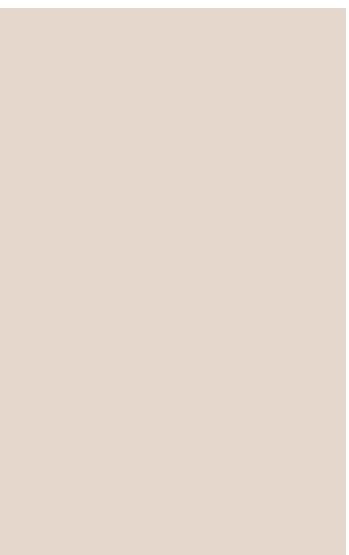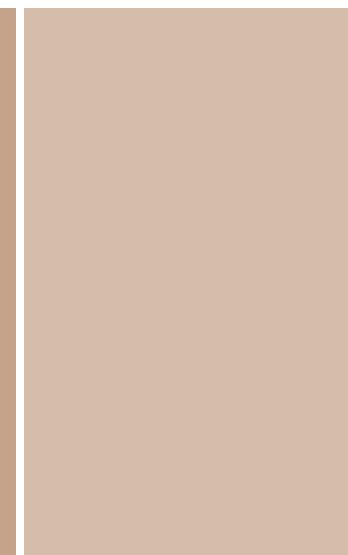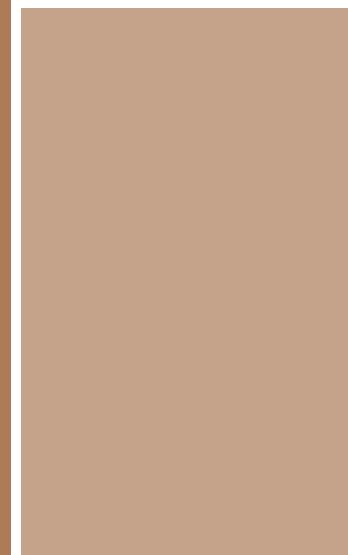
TEAL

| rgb | 80, 127, 112 |
|---|---|
| hex | #507F70 |
| pantone | 625 C |

TEAL

| rgb | 65, 116, 141 |
|---|---|
| hex | #41748D |
| pantone | 7698 C |

TEAL

| rgb | 157, 34, 53 |
|---|---|
| hex | #9D2235 |
| pantone | 201 C |

70%

50%

30%

# 2.3 · COLOR

# Color accessibility

It is vital that our brand colors are used in a way that maximizes legibility to ensure accessible designs.

Here are some recommended color pairings that will maintain the readability of text by providing strong contrast.

All of these pairings comply with the AA level contrast of at least 4.5:1, while many also adhere to the AAA level contrast of 7:1.

**Black over White**
**(AAA)**

**White over Black**
**(AAA)**

**White over Grey**
**(AAA)**

**Grey over White**
**(AAA)**

**White over Branding**
**(AAA)**

**Black over alt Branding**
**(AA)**

**White over Secondary**
**(AA)**

**White over Secondary**
**(AA)**

# 3.1 · FONT

## Primary typography

Our primary brand font is a monospace one; **IBM Plex Mono**. Chosen for its clarity and legibility, it is used for almost all professionally designed communications and assets.

Regular (2) must be used for body text on a light background, whereas Medium (3) is preferred on a dark background to provide strong legibility.

Bold (4) is recommended for pull-out quotes, headers and subheads.

1. IBM Plex Mono

# Thin  **Semibold**

2. IBM Plex Mono

## Regular

Vagos cell phones are going loco, people. Expect more of them any second now. But remember, the mission is the plane.

3. IBM Plex Mono

## Medium

Vagos cell phones are going loco, people. Expect more of them any second now. But remember, the mission is the plane.

4. IBM Plex Mono

# **Bold**

**Vagos cell phones are going loco, people. Expect more of them any second now. But remember, the mission is the plane.**

# 3.2 · *FONT*

## Secondary typography

Although we love **IBM Plex Mono**, we can't use it in everything.

**Lato** is going to be used in official documents as the text typography, although some titles can go on primary typography.

This font is also for all Office applications such as Word, and for email.

Light or Black (1) should be used for larger key messaging. Regular (2) for all body text. Bold (3) for pull-out quotes or headers.

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Light

**Black**

Regular

Vagos cell phones are going loco, people. Expect more of them any second now. But remember, the mission is the plane.

Medium

Vagos cell phones are going loco, people. Expect more of them any second now. But remember, the mission is the plane.

**Bold**

**Vagos cell phones are going loco, people. Expect more of them any second now. But remember, the mission is the plane.**

# *4*.1 · *OTHER*

## Pattern

Our graphic device is based on our 'sign' monogram and has been designed to frame content, house imagery and add interest to layouts.

A simple but powerful application of the device is to use just a key angle.

# *4*.₂ · *OTHER*

## Photography

Our reportage photography reflects the diversity of our people, capturing them naturally in their daily environment.

This is our primary image style to be used in the majority of our communications. It has the flexibility to show real moments, real people and real places in an authentic way.

At Ragyxo, we specialize in delivering tailored solutions that turn ambitious ideas into reality. Our expertise lies in custom operations where we meticulously develop unique strategies to meet specific needs. We ensure every aspect of your operation is expertly handled.

For the same reason we created this brand book, we want guidelines in how to properly apply our brand identity. We hope it clears any doubt, but if you need anything more specific, contact us at hello@ragyxo.com.
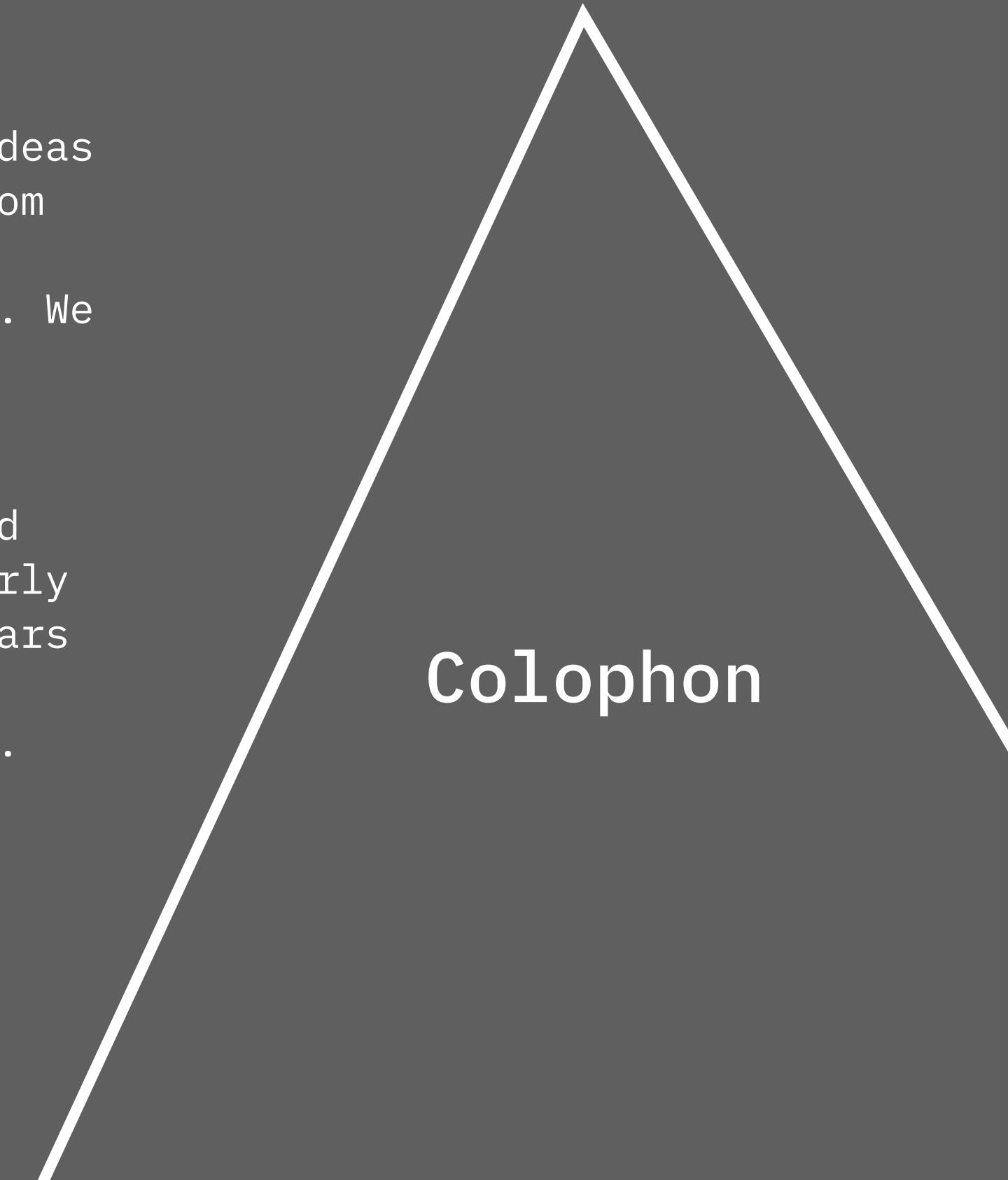
Colophon

*This will be worth it, no questions asked. We never met...*

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