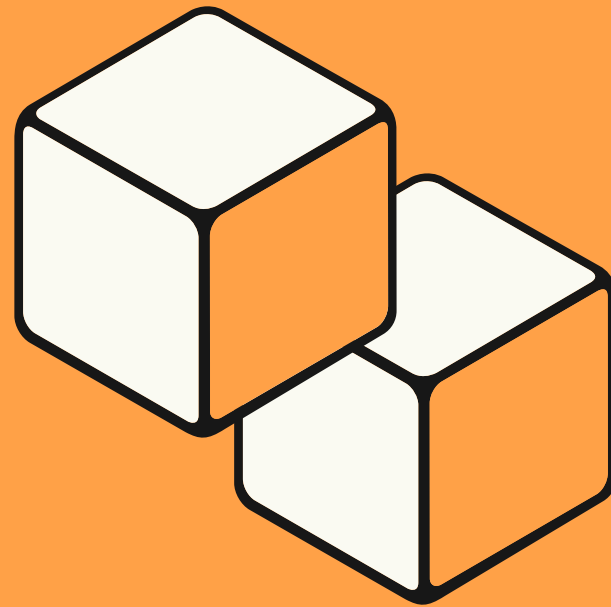


Brand Guidelines

1. Brand Platform

2. Visual Identity

Content



Brand Platform

Accountability

We take responsibility for our actions, decisions and the outcomes we deliver to our customers. We believe in integrity and in taking ownership of our responsibilities to build trust and drive success.

Transparency

We are committed to open communication and honesty in everything we do, ensuring our customers have clear insights into our processes, operations and the impact on their financial standing.

Fun/Engagement

We believe that managing your finances should not be a dull or daunting task. Each interaction with our product is engaging and empowering contributing to our customers' financial well-being.

Purpose

Empowering businesses to thrive in the evolving landscape of commerce by transforming how they manage their finances and plan for the future.

Vision

We provide consumer brands with an intuitive financial platform that offer time-saving features, clarity and confidence in day-to-day operations.

Mission

To help businesses grow profitably and sustainably by offering better visibility into their financial data, enabling informed decisions and fostering adaptability for future.

Promise

- to provide specialized solutions tailored to the needs of modern businesses.
- to offer a reliable partnership and service satisfaction quality.
- to support and inspire employees to help them be the best in the field in which it operates.

Benefits

Involvement
Understanding
Added value
Respect
Dialogue
Adaptability
Efficiency

Attributes

Cost Savings
Intuitive Interface
Time Efficiency
Reduced External Costs
Enhanced Visibility
Streamlined Operations
Scalability



Visual Identity

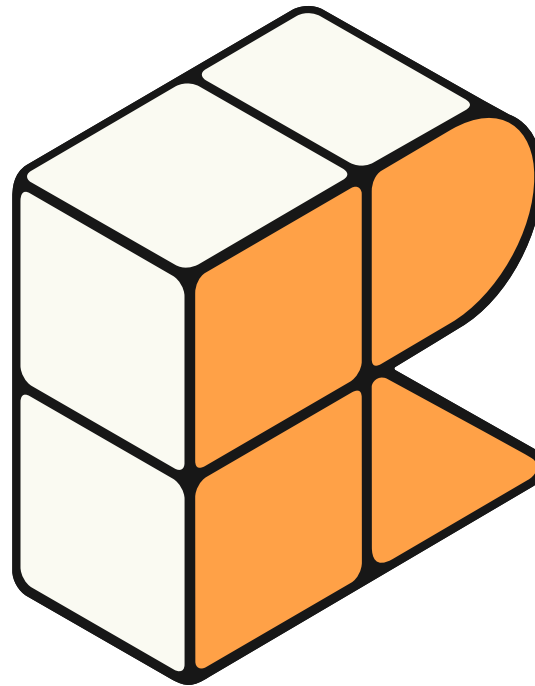
2.1 Logo



2.1.2 Graphic symbol

Reminiscent of a Rubik's Cube, the graphic symbol embodies Riddle's dedication to innovative solutions.

Rounded corners add a softer touch, ensuring visual coherence in the visual identity.



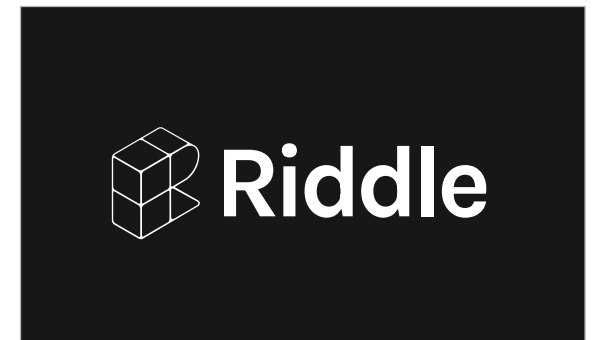
2.1.3 Wordmark

The wordmark is written in Karla Bold and gives the logo a distinct and friendly personality.

Riddle

2.1.4 Logo positive and negative

On coloured backgrounds.
On black&white.



2.1.5 Clear space and minimum size

The clear space around the wordmark is given by the use of the height of the capital letter 'R' in the wordmark. In this way, the protected space of the wordmark is generated.

The minimum size to which the wordmark with descriptor can be applied is 20mm.



2.1.6 Please do not

For better visibility and a more unified expression no adjustments, changes or incorrect applications of the wordmark are allowed. Here are some examples:

1. Do not change the colors in the wordmark.
2. Do not apply the wordmark on vibrant backgrounds.
3. Do not add effects or shadows.
4. Do not rotate arbitrarily.
5. Do not apply other textures over the wordmark.
6. Do not stretch the wordmark.



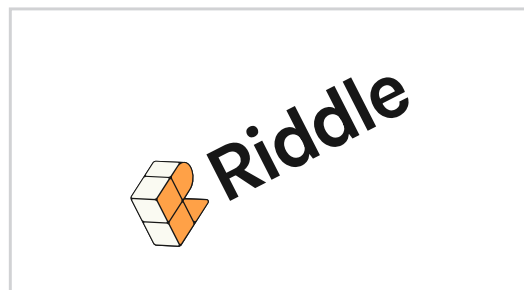
1



2



3



4



5

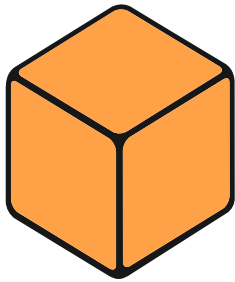


6

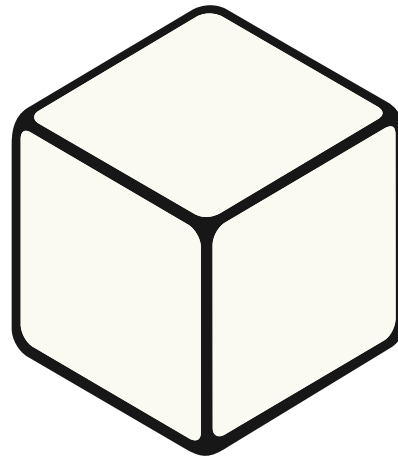
2.2 Colours

The main colours are orange, digital white and charcoal. Charcoal completes the main colour palette and is largely used for text.

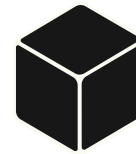
To have more flexibility in communication primary colors are complemented by two secondary colors: green and lime.



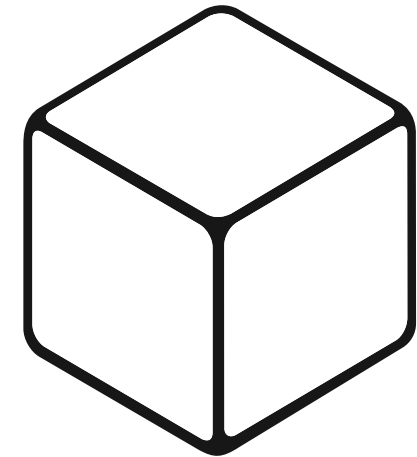
PANTONE® 4009 C
CMYK 0/42/78/0
RGB 255/160/71
HEX #FFA047



20% PANTONE® 7506 C
CMYK 0/7/26/0
RGB 251/250/242
HEX #FBFAF2



PANTONE® Black 6 C
CMYK 100/61/32/96
RGB 23/23/23
HEX #171717



WHITE
CMYK N/A
RGB 255/255/255
HEX #FFFFFF



PANTONE® 2249 C
CMYK 64/3/57/3
RGB 103/177/132
HEX #67B184



PANTONE® 372 C
CMYK 15/0/53/0
RGB 222/246/149
HEX #DEF695

2.3 Typography

For all communication materials the Karla font family was chosen: Light, Regular, Medium, Semibold, Bold. It is recommended to use maximum 3 letter weights in the same material.

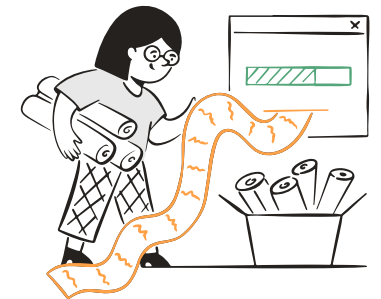
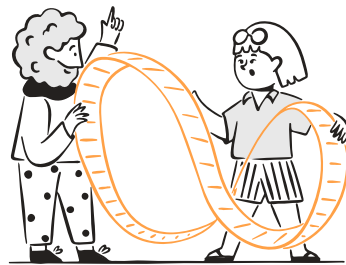
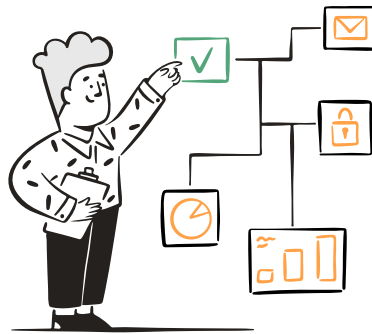
Because the spacing for this font is set a little wide please feel free to control the kerning and the leading of the font in order to present more readable typography to users.

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKL
NOPQRSTUVWXYZ
0123456789

2.4 Illustrations

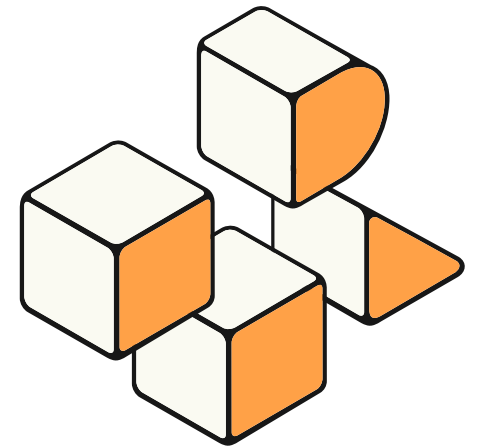
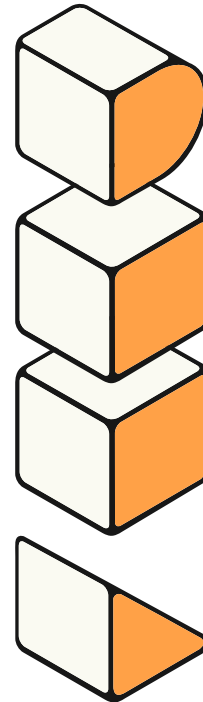
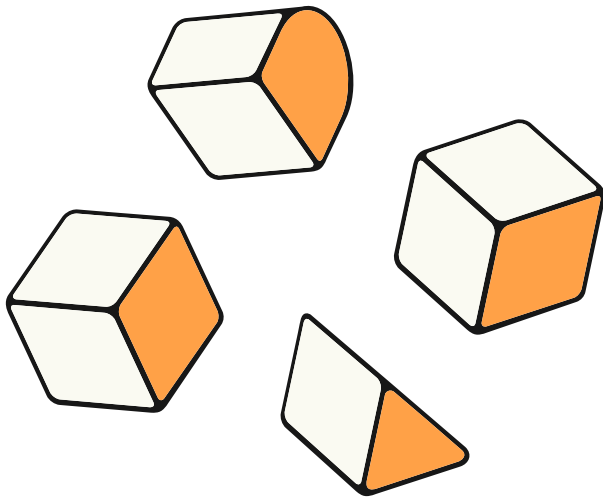
The style of the illustration is important when building the personality of the Riddle brand.

The illustrations represent various scenarios where Riddle makes financial tasks such as reconciliation, reporting, and recognition easier.



2.5 Graphic elements

To make the visual identity more dynamic the 4 elements that make up the graphic symbol were created separately to be used as graphic elements in different communication materials.



CONTACT

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www.getriddle.com

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NOTE: The information presented in this document
is for informational purposes and is subject to change.