Raspberry Shake Visual Guidelines

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Raspberry Shake ®

This guide details the Raspberry Shake Visual identity and provides the rules for how to apply the design, whether using digital, print or other media.

The logo has two parts; the symbol and the logotype. The logotype utilizes the Brooklyn Samuel Five Medium typeface.

The circular shape with the leaves loosely represents a Raspberry, while the inside concentric circles represent earthquake vibrations/ waves.

To maintain the clarity and impact of the Raspberry Shake logo there should always be clear space around it. As illustrated, the clear space around the logo is measured using the width of the letter "R".

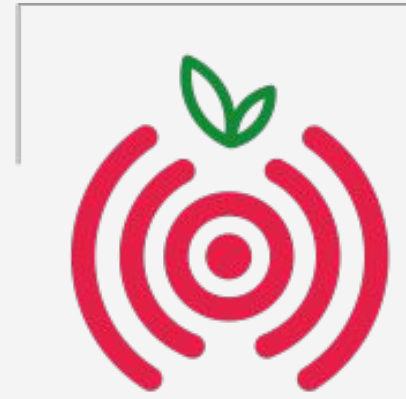Symbol   Logotype

Safe area

The Raspberry Shake tagline is often used alongside the logo to give a stronger message and fortify the brand.

The logo with the tagline is used with all our web and online services. These variations can be seen to the right of this text.
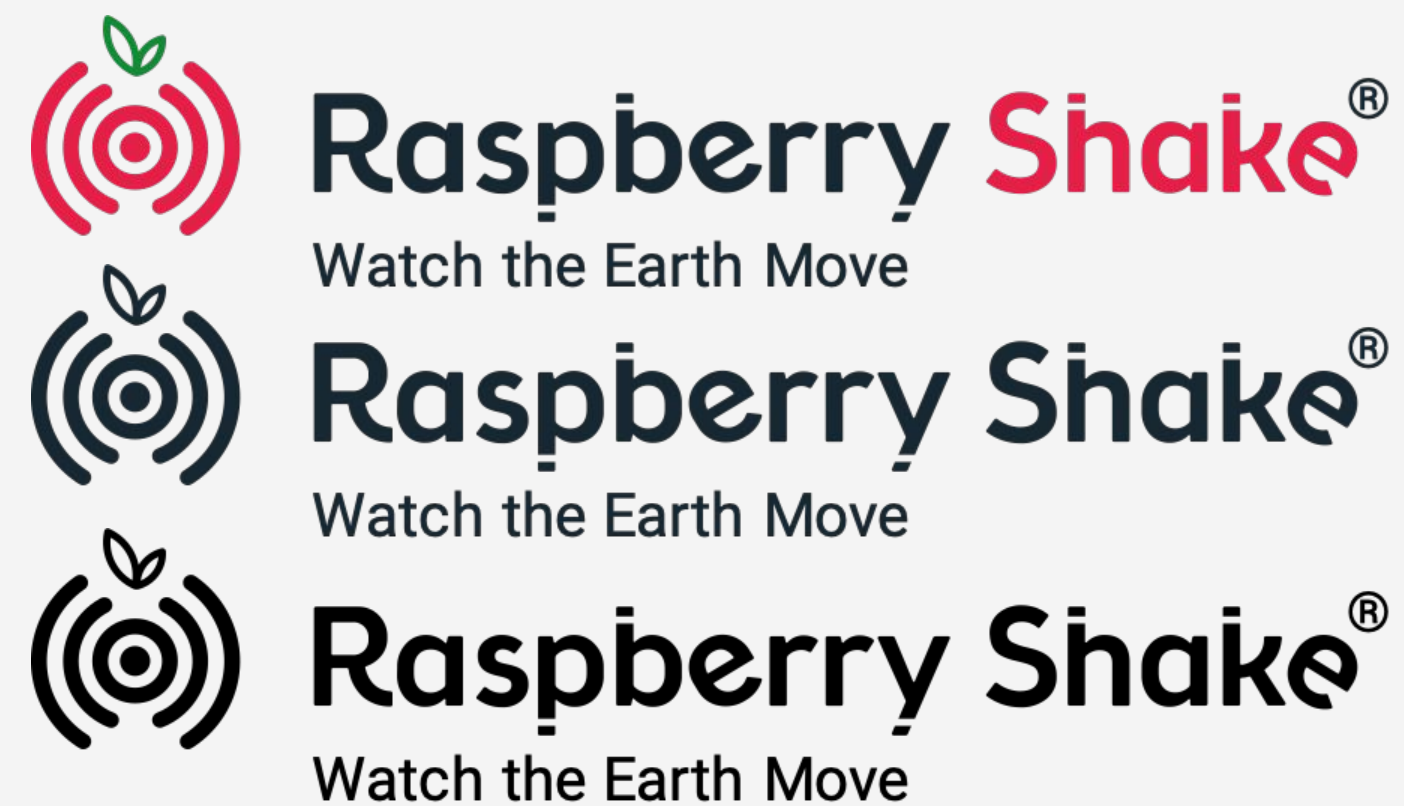
Download Media Assets

Symbol

Logotype

Tagline

TAGLINE	NO TAGLINE

Raspberry Shake ®
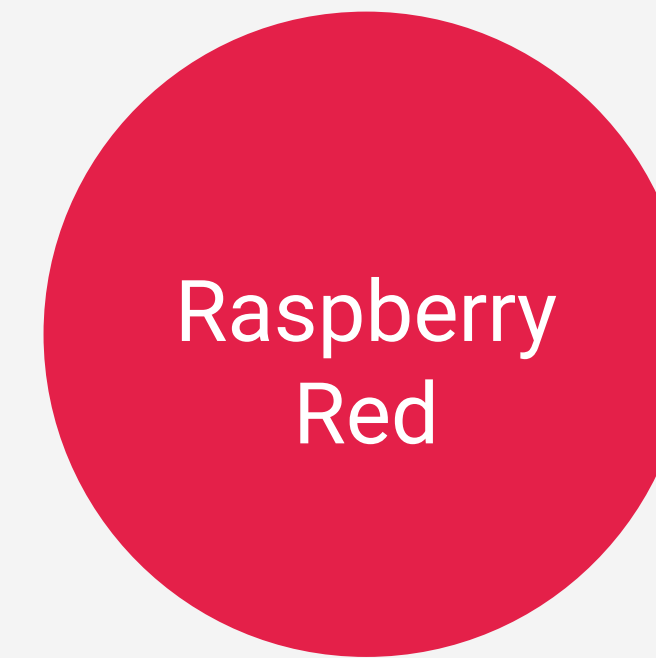
Color plays an important role in Raspberry Shake's personality. The blue tones are present in the buttons and links; red is representative of the logo and some icons; dark blue is present in the backgrounds of websites and mobile applications.

Electric
Blue

Raspberry
Red

Dark
Blue

Electric Blue
Hex: #2E7EFF
RGB: 46 126 255

Raspberry Red
Hex: #E42049
RGB: 228 32 73

Midnigth Blue
Hex: #00172A
RGB: 0 23 42

Raspberry Shake®

Aa

ROBOTO FONT FAMILY

Font Description
A modern sans serif font for free.

The font was designed entirely in-house by Christian Robertson who previously had released an expanded Ubuntu-Title font through his personal type foundry Betatype. The font was officially made available for free download in 2012, on the newly launched Android Design website.

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

FONT STYLES

Light   AaBbCcDdEe123

Regular   AaBbCcDdEe123

Bold   AaBbCcDdEe123

Raspberry Shake ®

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