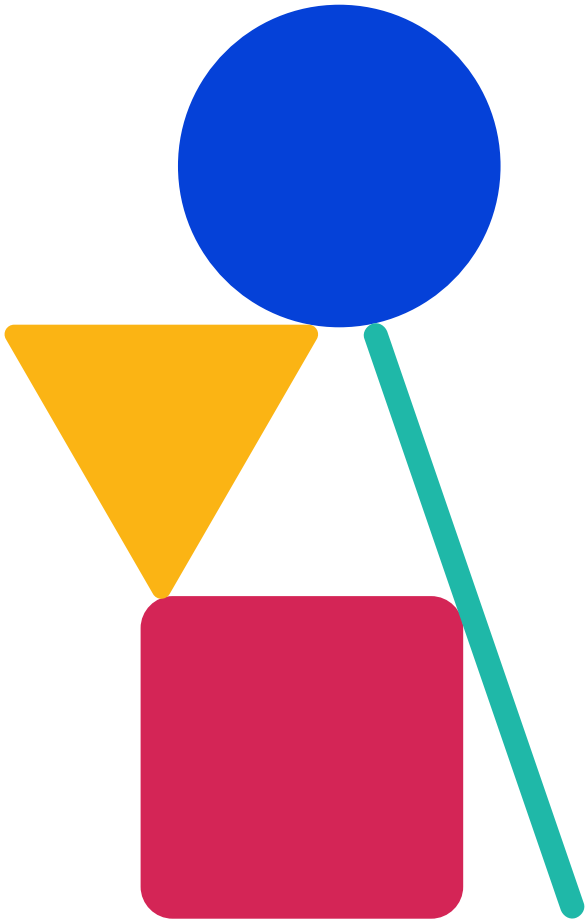


**RIDG**



## Mission Statement

Why We Exist

Provide expertise and  
tools to supercharge  
innovation efforts for  
maximum impact.

## Brand Attributes

How we feel and sound

RIDG's brand is authentic, smart, and bold.

We don't overcomplicate things or shy away from sharing what's working and what's not. We aim to make innovation easy to understand because our clients don't have time for jargon or sales-talk.

We get fired up about breaking organizational norms, coming up with new ideas, and making our clients money. We're experts in the space and passionate about inspiring growth in a way that's fun, memorable, and most importantly, delivers results.

Smart

Bold

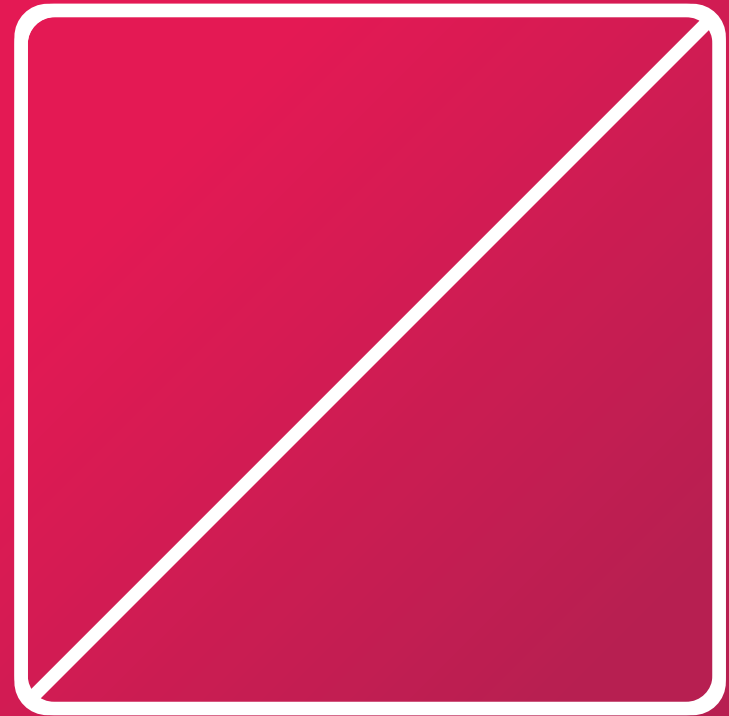
Fun

Clear

## The basic building block.

When you're building something new, you have to start with the basics. Our RIDG block is the promise of potential and your team's ability to make transformational decisions. The trajectory of the line is always up and to the right, symbolizing the direction we will travel together.

Put these blocks together and there's not limit to what you can achieve.



**Our Logo**  
Design



**Our Logo**  
Versions



**Our Logo**  
Versions





RIDG Product Logos



# The basics of human design

---

Fieldwork Hum Regular  
Headlines

Your team is already built to  
take over the world

---

Neutron Light  
Titles, Section Headers, Subheads

Many think of innovation as a new concept,  
but the reality is that humans have been solving  
complex problems using their innate abilities  
for thousands of years.

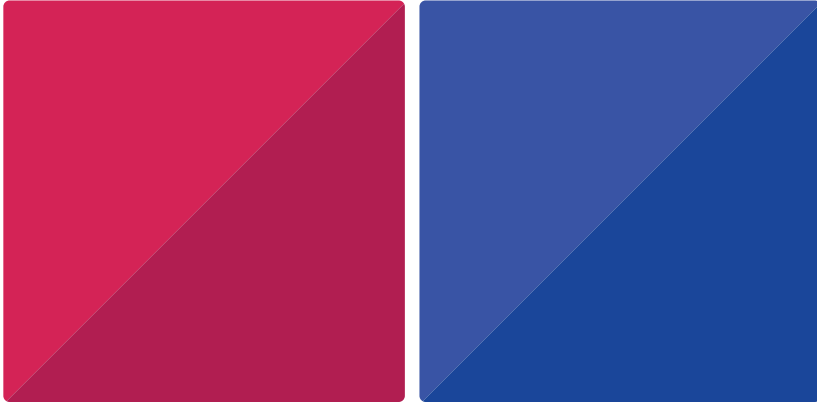
---

Proxima Nova  
Body Copy

## Color

### Jewel Palette

#### PRIMARY



	RUBY	RUBY II	BLUE	BLUE II
R	213	178	57	26
G	35	30	85	70
B	86	81	165	154
C	11	24	88	99
M	99	100	75	84
Y	56	55	0	4
K	1	9	0	0
HEX	#d52356	#b21e51	#3955a5	#1a469a

#### SECONDARY



	YELLOW	YELLOW II	TEAL	TEAL II
R	250	244	30	0
G	180	144	184	158
B	22	37	168	138
C	1	1	73	82
M	32	52	1	15
Y	100	97	43	55
K	0	0	0	1
HEX	#fab416	#f49025	#1eb8a8	#009e8a

#### NEUTRALS



	30% GRAY	95% BLACK
C	0	0
M	0	0
Y	0	0
K	30	95
HEX	bcbec0	333132

## Color Gradients

### PRIMARY



Ruby 30%  
Dark Ruby 75%  
Angle -45°

### SECONDARY



Blue 30%  
Dark Blue 75%  
Angle -45°



Yellow 30%  
Mustard Yellow 75%  
Angle -45°



Teal 30%  
Dark Teal 75%  
Angle -45°

### TERTIARY



Ruby 26%  
Yellow 89%  
Angle -45°  
Slider 60%



Blue 15%  
Teal 96%  
Angle -45°  
Slider 50%



Teal 10%  
Yellow 95%  
Angle -45°  
Slider 50%



Blue 0%  
Ruby 100%  
Angle -45°  
Slider 50%

### General Rule:

Use gradients as often as possible in design graphics over solid colors.

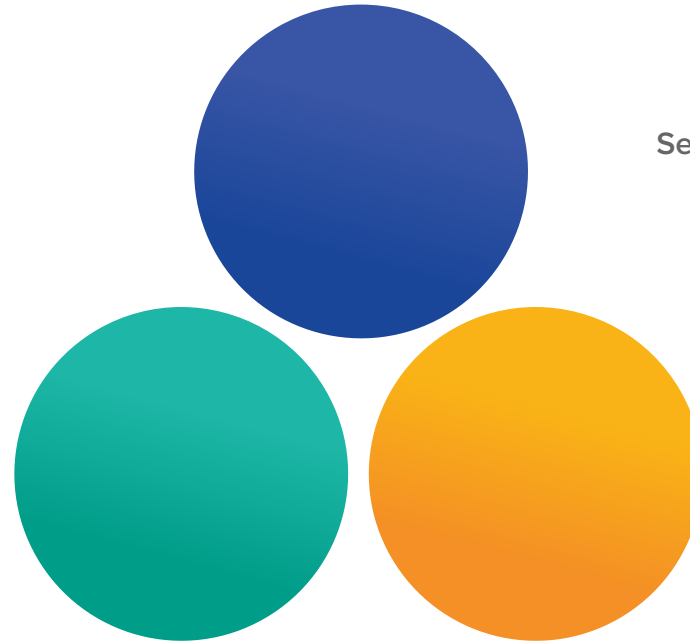
Use solid colors as foundation of gradients and when printing requires.

Use the Primary RIDG Ruby gradient for all presentation covers, RIDG collateral and workshop materials. Secondary gradients can be used in these materials as support graphics and in iconography.

Use Tertiary gradients for digital graphics only. These can be used for social media graphics, website, video graphics and digital presentations.

## Color

### Gradient Uses



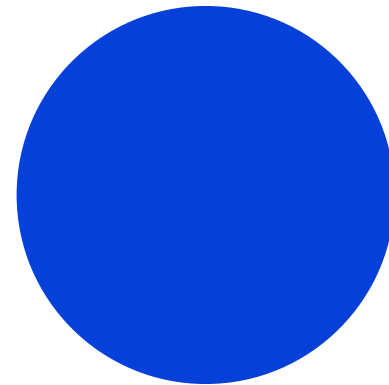
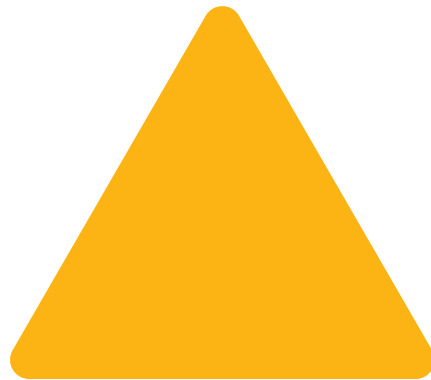
## Brand Elements

### Shapes

# Meet the whole team.

Shapes are the building blocks of form.  
Any complex form can be broken down into  
the basic shapes of squares, circles, triangles  
and lines.

RIDG does the same thing with innovation.  
We break it down to its basic components in  
order to rebuild to create something new.



## Brand Elements

### Shape Construction

Our shapes are of equal size and proportion.  
Shapes can be expanded or combined to  
create new forms or more complex shapes.

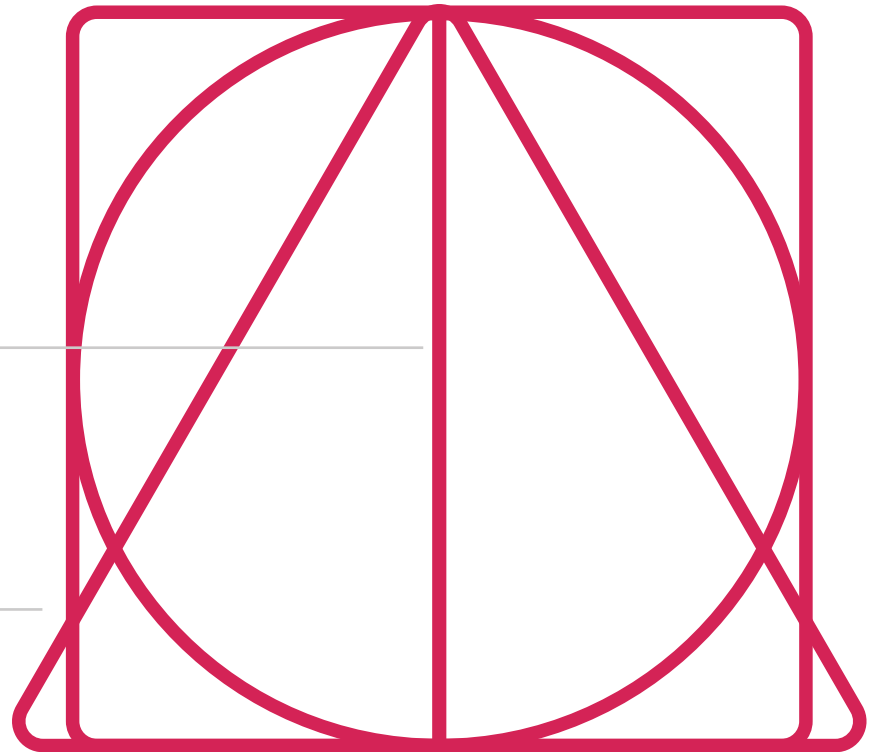
#### Lines

3 pt rounded line with 0.035 stroke weight \_\_\_\_\_

#### Shapes

1 pt line weight \_\_\_\_\_

0.1 rounded corners \_\_\_\_\_



## Brand Elements

### Illustrations

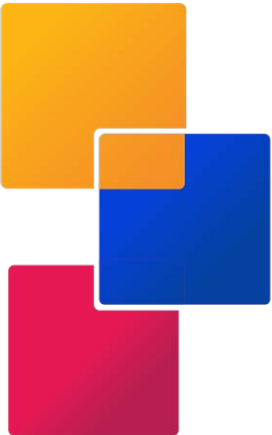
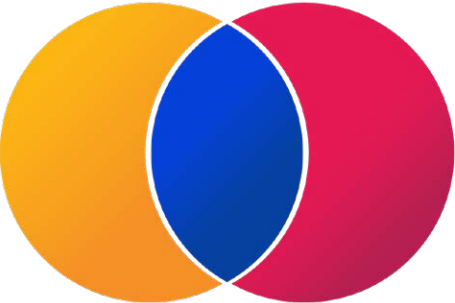
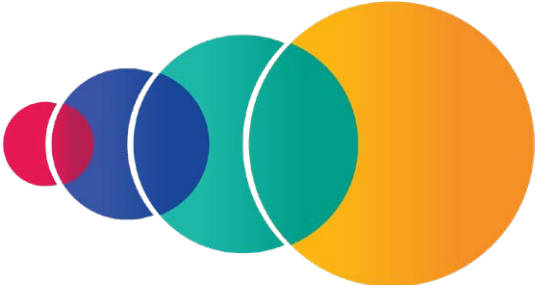
RIDG incorporates illustration to display our playful yet professional energy. Illustrations and icons utilize a collage effect, combining black and white images with our building block shapes.





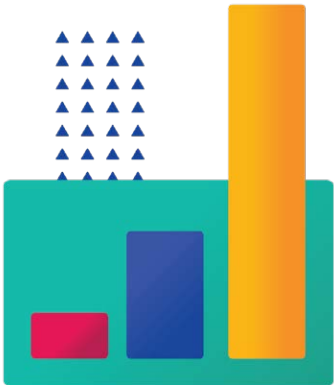
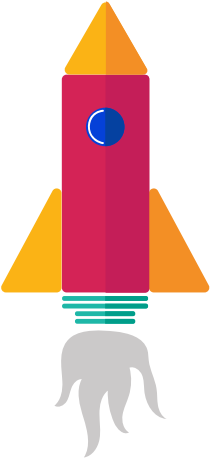
**Brand Elements**

Icon Set 1



**Brand Elements**

Icon Set 2



## Photography

### Content



Photography should be human-centered with focus on the individual. We strive for inclusivity by showing a diverse range of ethnicity, gender, age and profession. We are mindful to show non-traditional or non-stereotypical roles.

The subject's face should always be well-lit and in view. Emotional qualities of the photo should be happy, creative, collaborative or thoughtful. Colorful elements should capture the RIDG color palette as much as possible.



## Photography

### Treatments



### Treatment 1: Blue Overlay

Blue overlay in sapphire tones. Subject should be highlighted in true lighting using a basic shape. Marketing headlines can be overlaid in white.

Photoshop: Layer 1- Blue, 55% opacity, Multiply  
Layer 2- Blue, 100% opacity, Overlay

This may be slightly adjusted to achieve proper color and lighting balanced dependent on the photo.



### Treatment 2: Gradient Overlay

Blue overlay in sapphire tones. Subject should be highlighted in true lighting using a basic shape. Marketing headlines can be overlaid in white.

Photoshop: Layer 1- Blue/Aqua, 55% opacity, Multiply  
Layer 2- Blue/Aqua, 100% opacity, Overlay

This may be slightly adjusted to achieve proper color and lighting balanced dependent on the photo.

## Photography

### Treatments



### Treatment 3: Ruby Overlay

Blue overlay in sapphire tones. Subject should be highlighted in true lighting using a basic shape. Marketing headlines can be overlaid in white.

Photoshop: Layer 1- Ruby, 55% opacity, Multiply  
Layer 2- Ruby, 100% opacity, Overlay

This may be slightly adjusted to achieve proper color and lighting balanced dependent on the photo.

### Treatment 4: Gradient Overlay

Blue overlay in sapphire tones. Subject should be highlighted in true lighting using a basic shape. Marketing headlines can be overlaid in white.

Photoshop: Layer 1- Red/Yellow, 55% opacity, Multiply  
Layer 2- Red/Yellow, 100% opacity, Overlay

This may be slightly adjusted to achieve proper color and lighting balanced dependent on the photo.



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