

studio .ruig

# General Brand Guide

## Important Disclaimer

You receive this Brand Guide in order to inform you regarding the appropriate use of the studio .ruig logo, text and images, as well as background information.

This guide is intended as a tool. The support through these guidelines contribute to maintain the brand values for the studio .ruig brand identity.

The communication of these guidelines may not be deemed as a license to use any of the elements contained in this guide. Therefore always use the original identity files.

# Contents

Brand story	04
Logo usage	05
Text usage	10
Image usage	11

## studio.ruig presents its seasonless collection

studio.ruig aims to create tranquility and serenity within the often hectic and fast-paced contemporary fashion world. After ten years of growth the label heads into a new direction. This different path will see the birth of a new, continuous collection in which quality and timelessness will prevail helping the collection to outlive modern day trends.

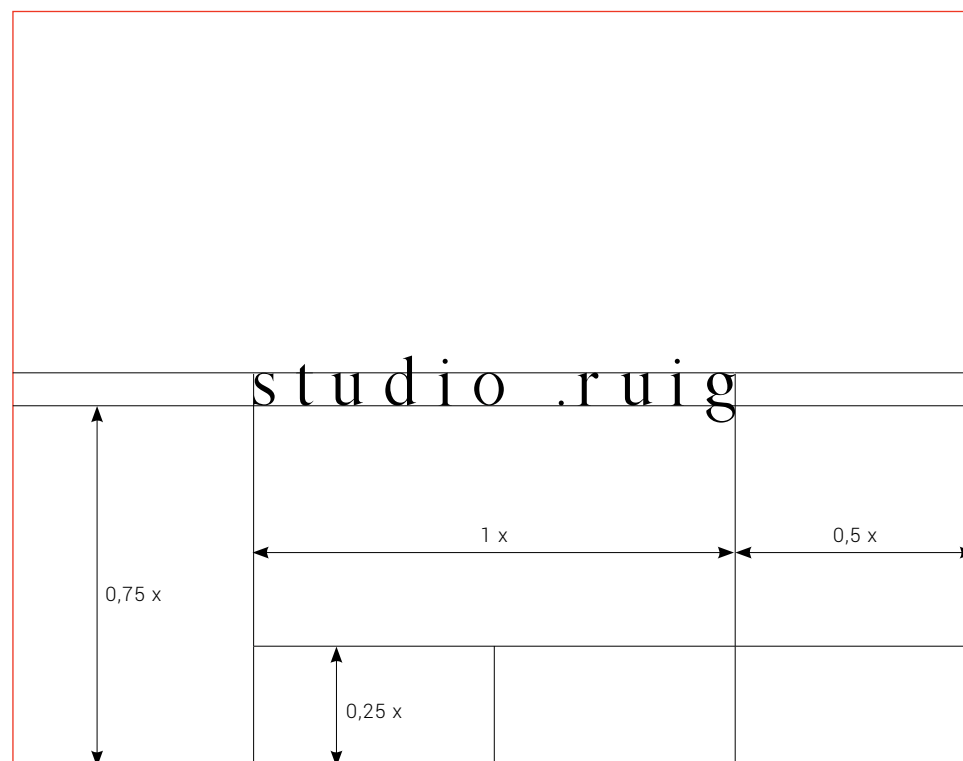
Designers Klaartje Glashorster, Inge Hendriks, and Sophie Soons drew inspiration from years of experience consequently creating a seasonless collection that is sustainable, has a right to exist and remains constant. The designs consist of clean lines, sophisticated silhouettes, lavish fabrics, and a well thought through

structure. The collection tells a story of timeless femininity and modest elegance. Studio.ruig remains true to its values with this collection: refined, authentic, and with a sharp eye for detail. The label assures the production of clothing in which fit and functionality are esthetically combined. Clothing that a woman wants to wear every day And will cherish for a lifetime.

The continuous studio-collection by studio.ruig will be launched in January 2019. The collection will be extended with multiple 'drops' throughout the year. Items from the Continuous collection can be ordered on an ongoing basis through the b2b-portal which will go live shortly.

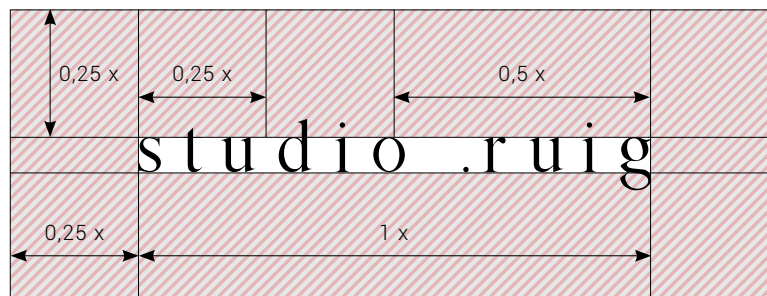
## Indicated logo white space

The red frame indicates the logo white space that must be applied in most cases. If the media size is not suitable for placement of the logo including white space it can be minimized, but with the exclusion zone as minimum.



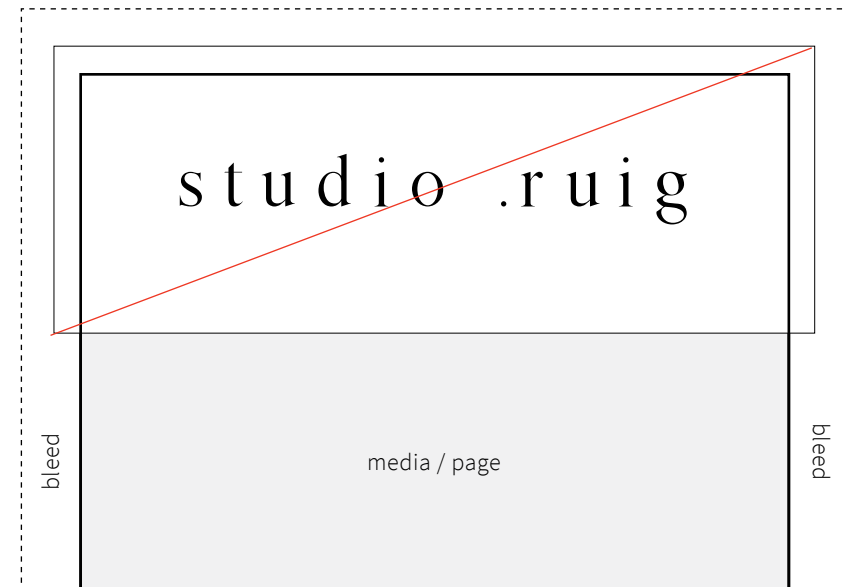
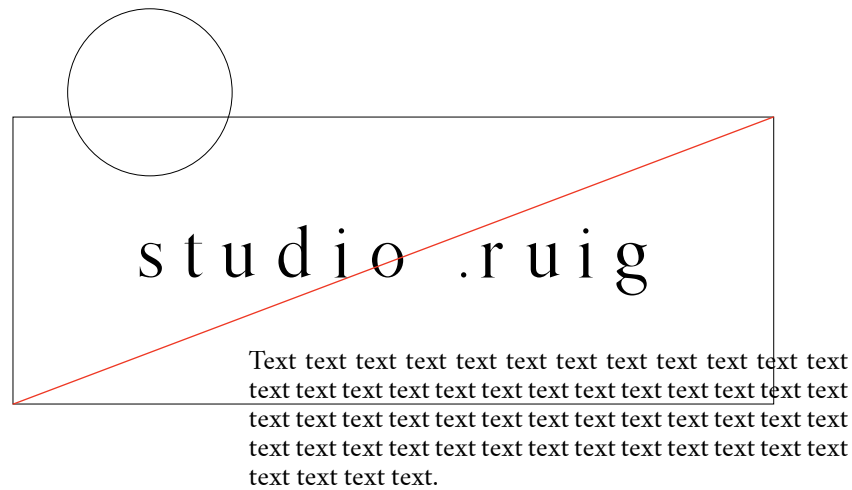
## Logo exclusion zone

The red striped area indicates the logo exclusion zone. This is the minimal white space that the logo must contain and may never be overwritten by any other element, or overlap with the media bleed.



## Incorrect exclusion zone examples

No other graphic element can be inside the exclusion zone. No bleed can be overlapped with the exclusion zone.



## Correct color usage examples

The studio .ruig identity colors are black and white. No other colors are allowed.



Black logo? Use white background.

The white background must be real white. Grey is not authorized. If the background of a page is almost white or light colored, place the logo with a white background. If necessary, put a thin black outline around the background (in concordance with the exclusion zone).



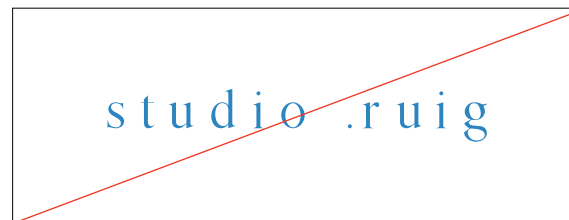
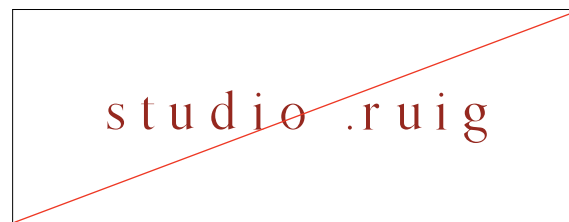
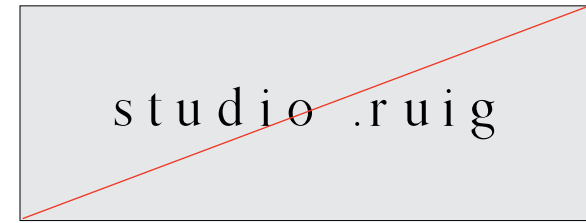
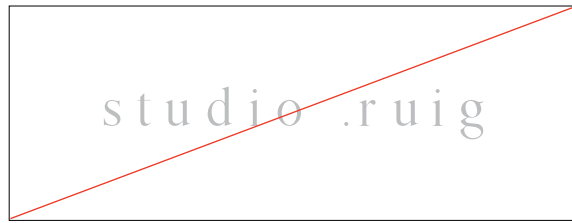
White logo? Use black background.

The black background must be 100% black. If the background of a page is almost black or dark colored, place the logo with a black background. If necessary, put a thin white outline around the background (in concordance with the exclusion zone).



## Incorrect color usage examples

The studio .ruig identity colors are black and white. No other colors are allowed.



## Brand name as text



The correct writing when using the brand name as text is:

studio .ruig

## Incorrect examples

<del>studio.ruig</del>	<del>StudioRuig</del>
<del>Studio.Ruig</del>	<del>studioruig</del>
<del>STUDIO RUIG</del>	<del>STUDIO .RUIG</del>
<del>studio-ruig</del>	<del>Studio Ruig</del>
<del>studio . ruig</del>	<del>studio • ruig</del>

## Logo on images

The logo may only be placed on images in white or black. The logo must be 100% visible and readable. Poor contrasts between the logo and image colors are not allowed.

Correct example



Incorrect example



## Image and photography credits

Image usage for the studio .ruig brand identity and its rightful content must be considered in consultation with studio .ruig. The addition of a reference or credit note is obligated. Place a small credit line horizontally or vertically alongside the image.

### Correct examples



## Image resolution

All images used must be in high resolution, without individual pixels visible.  
Web usage: 72 dpi. Print usage: 300 dpi.

Correct example



Incorrect example



## Image editing

All images provided by studio .ruig are ready to use. Always maintain the original proportions. Additional editing (in any way) or cropping is not allowed.

No cropping



No filter overlays

