



BrandBook

STYLE 2023-2024

01

Introduction

At RYSE, we champion the remarkable journey of individuals striving for independence and success. Our name, "RYSE," embodies our mission: Realizing Your Success Every Day. We are dedicated to empowering people to break free from the constraints of public assistance programs and rekindle the flame of self-reliance.

RYSE isn't just a brand; it's a movement, a beacon of hope, and a guiding light for those seeking to transform their lives. We firmly believe that every day is an opportunity to make progress, to take one step closer to realizing your dreams and aspirations. Our commitment is to stand alongside you, providing the knowledge, skills, and support needed to pave your path to self-sufficiency.

With unwavering determination, we foster an environment that is encouraging, positive, uplifting, and confident. Through our distinctive tone of voice, we inspire you to embrace your potential, overcome challenges, and stand on your own two feet.

This brand guide is a testament to our dedication, a roadmap to ensuring that the essence of RYSE is consistently and effectively conveyed in every interaction, communication, and expression. As we embark on this journey together, let us uplift each other, foster positivity, and encourage each step towards realizing success, not just for today, but every day.

Welcome to RYSE: Your journey to independence, empowerment, and success starts here.

Tone of Voice

Uplifting

We aim to uplift and inspire our audience, lifting their spirits and helping them see the possibilities that lie ahead. Our words and actions convey a sense of empowerment and renewal.

Positive

Positivity is at the core of our brand's tone, focusing on the bright side of every situation. We emphasize the potential for success and growth, nurturing an optimistic outlook in all our communications.

Encouraging

Encouraging: Our tone is encouraging, providing a supportive and motivating message that instills hope and belief in the potential for a brighter future. We inspire individuals to take positive steps toward self-sufficiency.

Confident

Our tone exudes confidence, demonstrating a strong belief in the abilities of those we serve. We project assurance in our approach, assuring individuals that they can achieve self-reliance and independence with our support.



RYSE

REALIZING YOUR SUCCESS EVERYDAY

Logo Identity Usage

This is the approved version of the RYSE logo design. The ryse logo should be used for all RSYE related communication and marketing material.

LOGO

The concept of our logo is a powerful one. It depicts a mountain and a rising sun. The mountain symbolizes the journey towards success, with its peak signifying people reaching their goals. The rising sun represents the hope and opportunity that each new day brings.

Our brand is dedicated to providing public funding resources to individuals on government assistance programs. Our goal is to empower them to achieve financial and career independence. The logo's mountain and sun perfectly align with our mission by representing the challenges people face and the hope of reaching their potential.

The colors used in our logo play a significant role in conveying our brand's essence. Orange symbolizes strength, red represents positivity, and yellow signifies success. These colors collectively represent the journey from strength and determination to a positive and successful outcome.



LOGO FINAL VERSION

The RYSE logo is composed of three elements. The logotype, symbol and tagline. The logotype and symbol will always be used together and never alone. The logo can be used with our without the tagline depending on th design layout.



LOGOTYPE

The RYSE logotype uses Georgia font bold. The "Y" is slightly bigger in size to represent the mountain peak and emphasize rising to success. The letters should always be capitalized. The word mark should never be used without the picture mark.



SYMBOL

The RYSE symbol includes two elements: a mountain and a sun icon. The sun icon sits behind the mountain to represent a sun rising. These elements should never be used separately. The symbol should never be used without the logotype.

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Primary Brand Color

These are the approved colors. The Primary colors used in the RYSE logo are burnt orange and sunrise gradient. The tagline alternates between White and Black depending on the design layout.

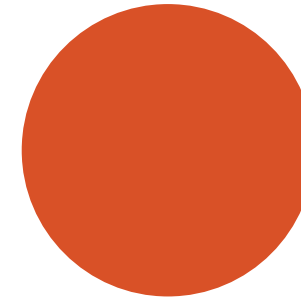
COLOR USAGE

Orange - The primary color for the RYSE logo. Signifies courage, energy, confidence

Red/Yellow Gradient - The RYSE logo secondary color is a combination of Red and Yellow to create a sunrise effect and represent rising to success. Red signifies strength and fearlessness. Yellow signifies optimism and independence.

White - Signifies new beginnings and honesty

Black - Signifies confidence and security



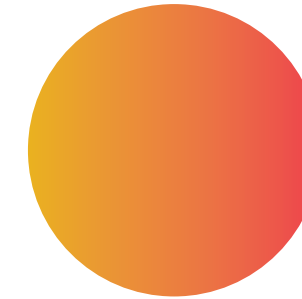
FOR WEB USE

RED_49
GREEN_74
BLUE_155

FOR PRINT USE

CYAN_93
MAGENTA_82
YELLOW_2
BLACK_0

HEX: D95127



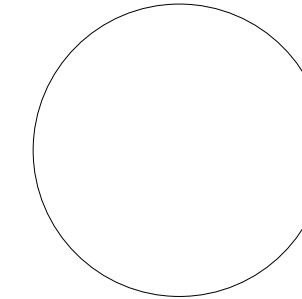
FOR WEB USE

RED_217
GREEN_81
BLUE_39

FOR PRINT USE

CYAN_10
MAGENTA_83
YELLOW_100
BLACK_1

HEX: EBB120
HEX: EF3D4C



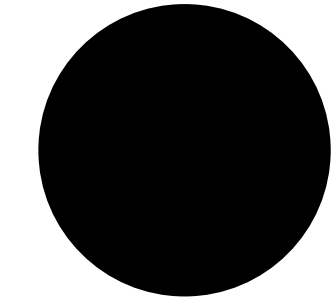
FOR WEB USE

RED_255
GREEN_255
BLUE_255

FOR PRINT USE

CYAN_0
MAGENTA_0
YELLOW_0
BLACK_0

HEX: FFFFFFFF



FOR WEB USE

RED_0
GREEN_0
BLUE_0

FOR PRINT USE

CYAN_0
MAGENTA_0
YELLOW_0
BLACK_100

HEX: 000000

Logo Variations

The RYSE logo can be used in three approved ways. The logo's shape, proportion, color and orientation must not be altered in any way from the approved versions.

USAGE

The RYSE logotype and mountain icon will use orange or white depending on the background color. The sun icon will always use the gradient ascending from red to yellow.

The RYSE logo can be used with or without the tagline depending on the the a media material. The tagline can be either black or white depending on the background color.

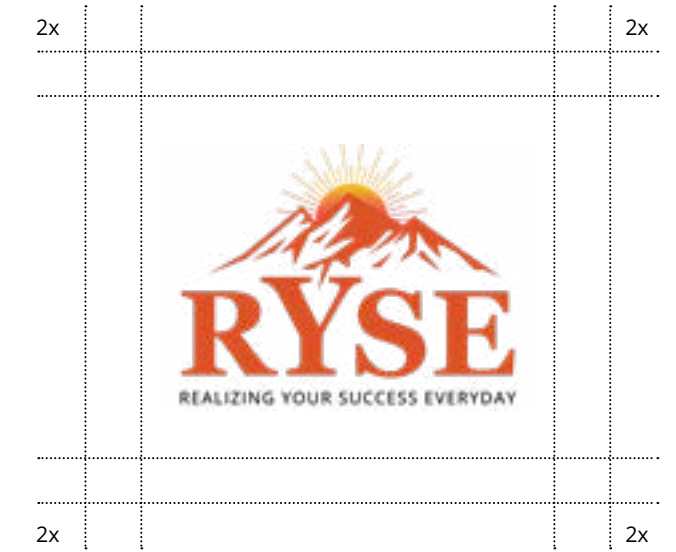
Consider background colors and the product photography to create enough contrast for legibility and visual harmony.



SIZING

The RYSE logo is precisely proportioned. The size and position relationship between the symbol and logotype must remain intact

Clear space must surround the logo on all sides, so that no type, design or photographic elements encroach on the logo. The space may be white or a single background color, and at a minimum, must be the width of the symbol.





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Improper Usage

The Ryse logo should not be use in any other way other than the approved versions outlined in pages 10-11.

IMPROPER USAGE

Do not alter the colors of the logo from the approved color palette combinations outlined on pages 10-11.

Do not use a gradation effect in the entire logo only the sun icon.

Do not compress, condense, or change the aspect ratio of the logo.

Do not place logo on image backgrounds with complexity, similar colors, or without sufficient contrast.

Do not alter the placement of the symbol or alter the symbol size.

Do not place logo on colored backgrounds with similar colors or without sufficient contrast.

Typography

The RYSE logo utilizes the Georgia and Opens Sans font. The fonts symbolizes the companys core values of Reliability, Strength, and Community

TYPOGRAPHY USAGE

Georgia is often associated with professionalism, readability, and a classic, timeless feel. Georgia has the distinctive serifs at the ends of each letterform. These serifs help guide the reader's eye along the text and give it a more traditional and elegant appearance.

Open Sans is known for its modern, clean, and uncluttered appearance. It lacks the serifs of traditional typefaces, giving it a more contemporary and minimalist look. Open Sans is a versatile font that can be used in a variety of contexts. Its neutral design allows it to blend well with different design elements.

The RYSE font family has been chosen for their flexibility across traditional and digital channels. No other fonts should be used for any communications purposes.

PRIMARY FONT

Georgia - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$<>?

SECONDARY FONT

Open Sans - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$<>?

HIERACHY

The RYSE word mark will always be in Georgia bold font. The tagline will always be in open sans medium font. The tagline will always be place under the wordmark. Both the wordmark and tagline should be capitalized.



Print Media

This Page shows examples of the RYSE logo on business cards, letterheads, and signage.

USAGE

The Ryse logo should follow these guidelines when placed on printed media for communication purposes and should always follow brand color guidelines.

Always place logo on background layouts with enough contrast.



BUSINESS CARD

When using the RYSE logo for business cards use this design layout. Always place the logo in the center on the backside and adhere to brand color guidelines.



LETTER HEAD

The RYSE logo should always be placed in the top left corner of the letter head. The document should always follow the company brand colors.



SIGNAGE

When using the RYSE logo for signage, always make sure there is enough contrast between the background and the logo.



SHOPPING BAG

The RYSE logo should be scaled large enough and place in the center of the shopping bag. The logo should be place on background colors with sufficient contrast.

Merchandising

RYSE incorporates its logo on merchandise. These are a examples of the Ryse logo being utilized of various merchandise.

Small merchandise

When using the RYSE logo on small merchandise, the logo should be scaled enough that it does not lose image quality.



Clothing

The RYSE logo should be scaled large enough and place in the center of the apparel. The logo should be place on background colors with sufficient contrast.

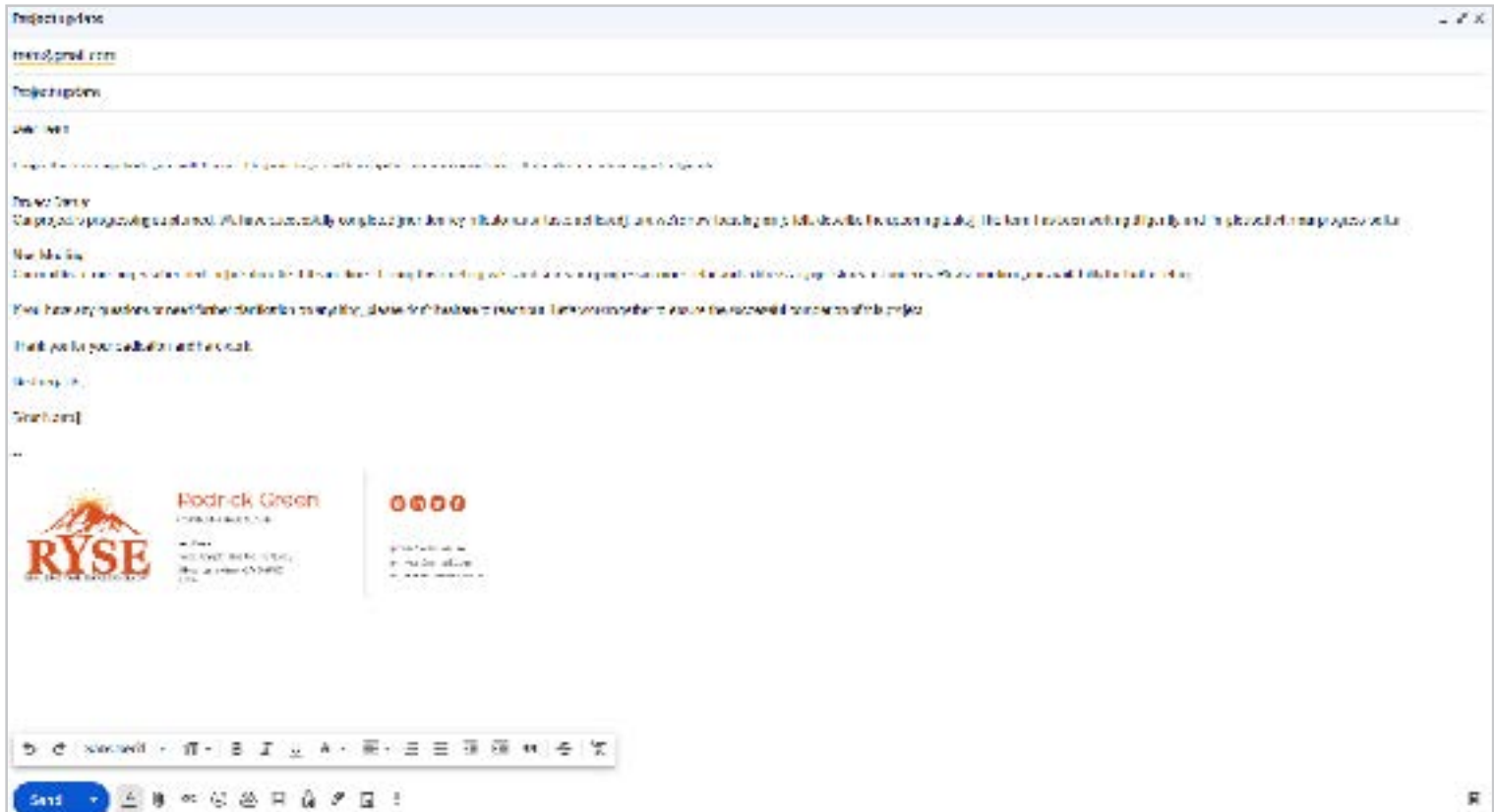
PRINTED MUG

This simple mug shows the RYSE logo at a generous size. When using the RYSE logo for merchandise always make sure that it is clear and readable.





Example:



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Email Signature

This Page shows examples of the RYSE logo on email signature. RYSE email signatures should follow the approved format shown at left. No substitutions or alterations allowed.

USAGE

The RYSE email signature should only be used for email communication purposes. The logo should always be placed on the left side. The signature should always include the RYSE information such as address, phone, email, and website. Be sure to include any social media links if available.

Digital Media

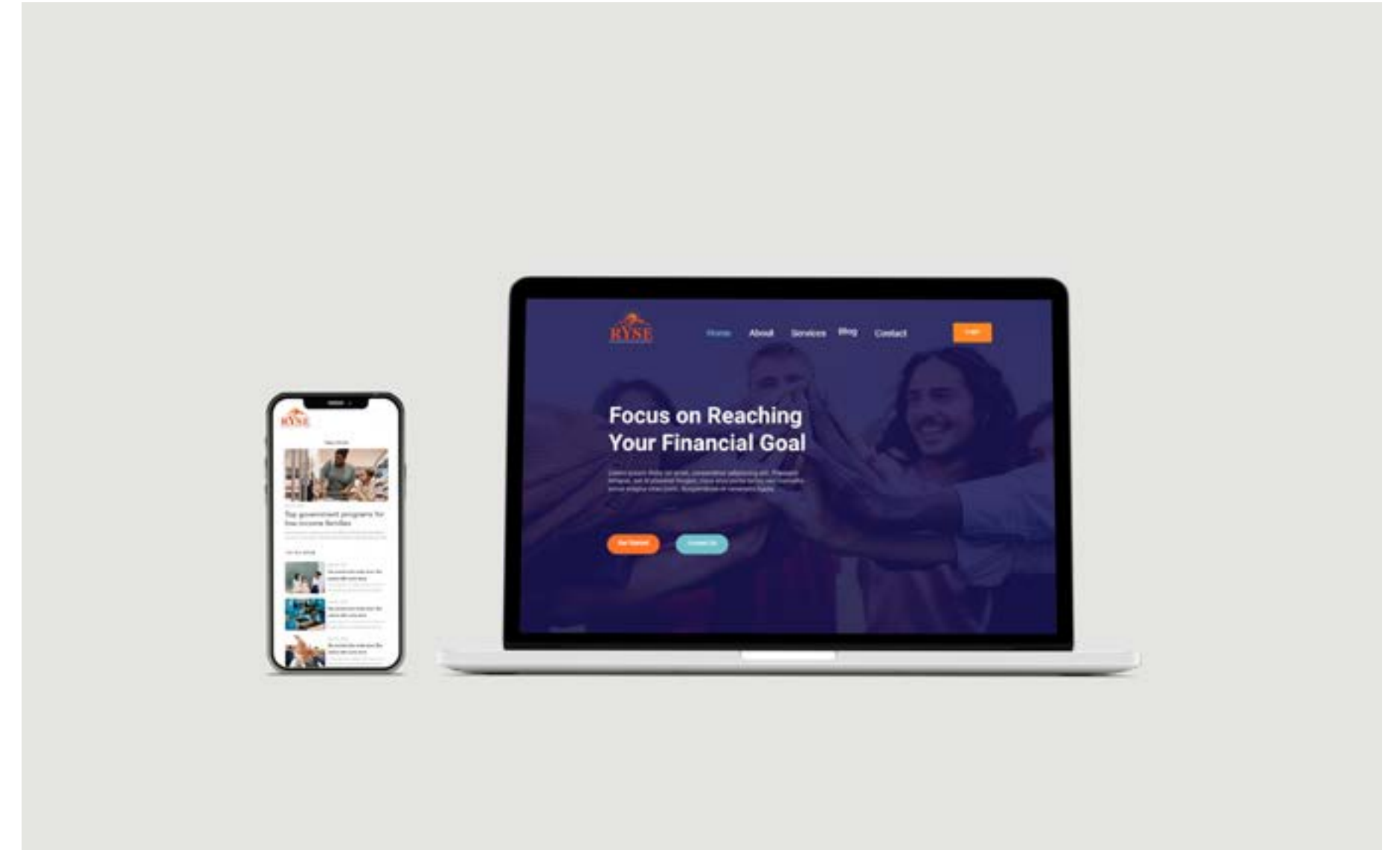
This page shows examples of the RYSE logo on digital media such as websites and email newsletters.

USAGE

For digital media the RYSE logo will always be included on material such as websites, social media, emails, and videos.

For website the RYSE logo should be placed on the left side for the header and footer.

For social media post, social media banners, and newsletter emails the logo should be placed either on the left or right of the header.





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Imagery

When showcasing RYSE through imagery, it's critical to implement the following:

- Showcase diversity whenever possible.
- Utilize both black and white and color.
- Showcase community
- Achieving milestones



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