A LOOK INTO OUR FUTURE
STEP INSIDE THE RONIN UNIVERSE
RONIN DEVS
[VISUAL DESIGN SYSTEM]
A RULEBOOK FOR VISUAL ACCURACY

[Visual Identity Guide]

[The Codex]

Standard Design [System]

Thank you for viewing the Ronin Devs branding guidelines. This is the visual codex for the Ronin brand. The following guide will ensure you know exactly how to use the Ronin brand, and the visual identity system as a whole.

This visual rulebook will help you follow the message, essence, and everything Ronin as a brand stand for.

Logomark & Iconmark

PRIMARY LOGOMARK — RONIN VISUAL IDENTITY

TECHNICAL GRID — IN ITS TRUEST FORM

THE HEART OF THE IDENTITY

PRIMARY [ICON]MARK

The Ronin iconmark represents the fast paced and unique world the business resides in. Meant to be memorable, easy to digest, and stand out.

RONIN [ICON]MARK — VISUAL IDENTITY GUIDELINES

[THE TECHNICAL BREAKDOWN] — [THE TECHNICAL BREAKDOWN]

CLEARSPACE = 2X LOGO HEIGHT

TO KEEP VISUAL BALANCE // TO SPEAK OUR MESSAGE

CLEARSPACE = 1/4X LOGO HEIGHT

JUST MASTERY

Neo Sans-Serif

TECHNICAL SPECS

Aa ERBAUM FONT FAMILY

TYPE DEVELOPMENT

Tracking: [0] Kerning: [0] Weights: [7]

Erbaum Thin — Erbaum Light
Erbaum Book — Erbaum Regular
Erbaum Medium — Erbaum Bold
Erbaum Black

Primary Typeface

Erbaum

CYTONE

Logo Typeface

Color Palette

Magma	HEX: #ed5b3a C: 1% | M: 80% | Y: 84% | K: 0% Pantone Match:
Drear	HEX: #1d497d C: 97% | M: 78% | Y: 25% | K: 10% Pantone Match:
Obsidian	HEX: #101010 C: 74% | M: 67% | Y: 66% | K: 84% Pantone Match:
Butter	HEX: #f9cd87 C: 2% | M: 20% | Y: 54% | K: 0% Pantone Match:
Blonde	HEX: #fefdf0 C: 0% | M: 0% | Y: 6% | K: 0% Pantone Match:

Micrographics & Info Visualization

DATABASES
WEB TECHNOLOGIES
LLMS
NATIVE IDS
REACT NATIVE
INFRASTRUCTURE DESIGN
SYSTEMS PROGRAMMING

Workflow//Process//01
Workflow//Process//02
Workflow//Process//03

G_SYNC
DATA_RF
DATA FLOW
BUS-04
PN_CM-01
REF_POINT_A
Functional Data Systems

[Visual Identity Guide]

[The Codex]

Thank You for Viewing

For suggestions, or more information, contact either Ronin, or cam@polarcreativegroup.com

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