

Visual Style Guide

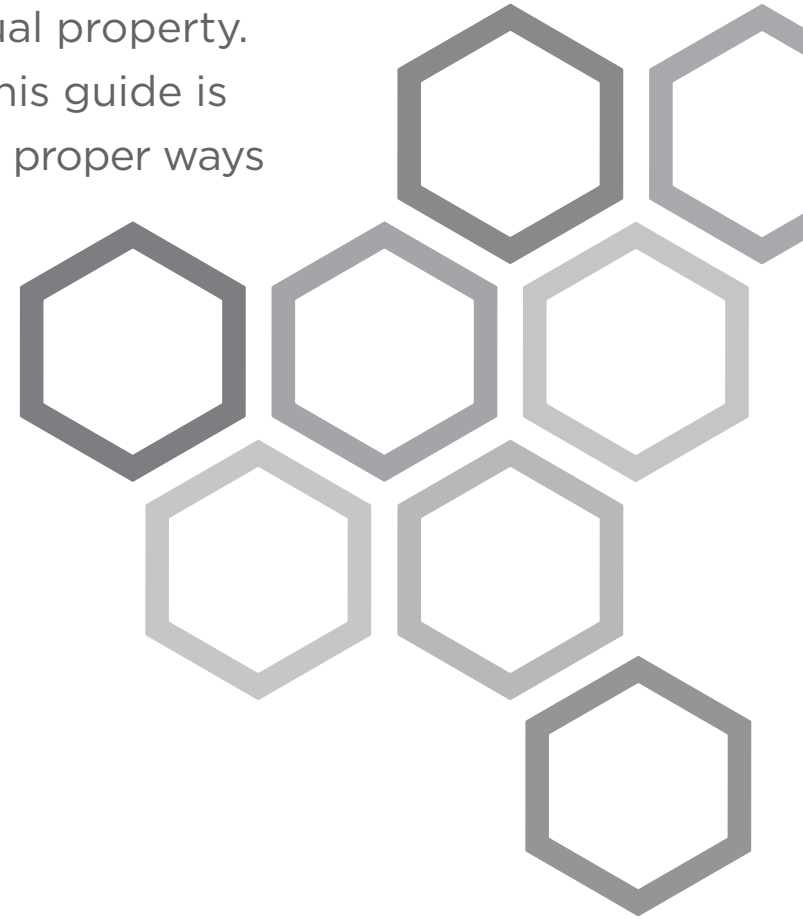


Direction

Consider our Brand Guide as a compass to guide you in the use of all identity, visual, and legal elements of the Rippel brand and nested brands. Simply, it provides direction to the proper use of our elements such as logo identity, typography, color palette, self-production templates, and intellectual property. While it does blaze the trail of brand cohesion, this guide is only effective if all Rippel team members learn the proper ways to weave these elements into our work.

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The Guide

What is this guide and how should you use it?

The Rippel Foundation's Visual Style Guide codifies how we present our brands to the world. It's a reference tool that helps maintain consistency by illustrating what our brands look and feel like. Most organizations with a communications presence, including our funders and partners, have visual style guides. They frequently ask for ours when we begin projects with them, and we use theirs to ensure we collaborate effectively. Using a guide helps ensure brand consistency and cross-team alignment around ways to protect our intellectual property (and honor others').

Think about our brand as conveying Rippel's personality in everything Rippel produces and contributes to the world. When people know what to expect, they recognize us and come to trust us. If your favorite discount store suddenly started to look like a fancy department store, you would no longer know what to expect from that brand. It might be difficult for you to trust that the store will consistently have what you're looking for, or that it will always deliver what you expect. The same logic applies to Rippel's brand: inconsistency can confuse, concern, and potentially even alienate those we work with and want to reach.



Brand inconsistency can confuse, concern, and potentially even alienate those we work with and want to reach.

The visual guide is the result of carefully considered, collective decisions to implement brand clarity and cohesion. Today, we have clear guidelines in place allowing us to work with you and external designers in an efficient way. The benefit? All of us can focus more energy on what's most important—the work of Rippel and the best strategies for communicating about it.

It is our great pleasure to work together with you to advance Rippel's work, building on the trust created through our consistent visual branding.

**Sincerely,
Rippel Communications**



This visual guide is a reference tool. There is no requirement to memorize it (you would not memorize the dictionary!). It is here when you need it. Please peruse it quickly when you first receive it and every so often, so you know what information is available to you. That way, you'll know when to reference it.

Let's work in sync!

The Communications Team partners with you, as a member of The Rippel Foundation's team or as someone who is working with Rippel, to advance our collective capacities in storytelling, visual design for understanding, traditional and new media, and the principles of movement building and strategic leadership. There is no expectation for anyone to memorize this visual guide. That said, there is an expectation for everyone to know the kinds of visual brand choices that exist and commit to work in sync with the Communications Team to ensure those choices are properly executed to help develop trust in our brand.



Teri Wade

Director, Communications and Influence
twade@rippel.org

Teri directs Rippel's communications and influence initiatives. She and her team are responsible for strategic, multi-channel communications activities that build engagement with Rippel's efforts to transform health and well-being so that everyone thrives. To cultivate partnerships, advance thought leadership, and ensure that Rippel's many diverse audiences connect with its work, Teri and her team develop and execute a comprehensive, integrated communications program that includes content development and promotion; brand management; social media outreach; media relations; conference and event oversight; and more.



Laila Hussain

Deputy Director of Communications
lhussain@rippel.org

Laila leads the development and implementation of communications strategies designed to further the understanding, value, and impact of Rippel's work. She specializes in making complex concepts accessible to a wide range of audiences, and is committed to amplifying individual and collective voices to advance change.



Bradley Girard

Director, Branding and Creative
bgirard@rippel.org

Bradley directs Rippel's branding and creative. He leads the creative design and production of all Rippel communication vehicles. He makes complex concepts easier for all to understand and unifies messaging around Rippel's shared vision and its initiatives. His team designs visuals to make ideas more straightforward for all to understand.



Amanda McIntosh

Communications Manager
amcintosh@rippel.org

Amanda manages Rippel's digital communications and promotional activities, including social media strategy and outreach. She also leads Rippel's work to measure its outreach effectiveness.



Molly Belsky

Program Associate
mbelsky@rippel.org

Molly coordinates logistics and supports Rippel's Programs and Communications team, serving as a bridge for these areas, with a special focus on storytelling.

Brands

Main Brand



Initiative Brand



Rippel and its logo are registered trademarks of The Rippel Foundation. ReThink Health and its logo are registered trademarks of The Rippel Foundation.

Language Used for Design and Production



Man needs colour to live;
it's just as necessary an
element as fire and water.

- Fernand Léger

Glossary Terms

A helpful glossary of terms used in print and digital document creation

File Extensions

Knowing the different file extensions will be helpful when you're selecting the type of file to work with in a project.

.ai

Adobe Illustrator is a vector graphics program used widely in the production of professional graphic design. The file extension .ai labels the core working Adobe Illustrator file. Vector graphics can be enlarged to any size with no loss.

.docx

Microsoft Word file extension is for documents created by the Microsoft Office application Word, which is a graphical word processing program with the purpose of allowing users to type, add simple graphics, and save documents.

.eps

Encapsulated Postscript format is used for vector based illustrated graphics created in programs like Adobe Illustrator. Vector graphics can be enlarged to any size with no loss.

.indd

InDesign Document is a graphics file extension used for Adobe InDesign core working files. InDesign program allows professional graphic designers to layout type, illustrations and images to create multipage documents.

.jpg

JPG is one of the most common formats used for exchanging compressed bitmapped images. It is used for high resolution and low resolution images for both print and web applications. JPG files should not be enlarged from original state or the quality will deteriorate.

.pdf

Portable Document Format is a file format that provides an electronic image of text or text and graphics that looks like a printed document and can be viewed, printed, and electronically transmitted.

.png

Portable Network Graphics is a file format for lossless image compression. Used widely for web applications for both images and graphics. It offers the ability to have transparency within the image. PNG files should not be enlarged from original state or the quality will deteriorate.

.pptx

PowerPoint Open XML Presentation file format created by Microsoft PowerPoint software is for creating professional presentation slides used for presenting content for meetings which animates text, images, and other information.

.psd

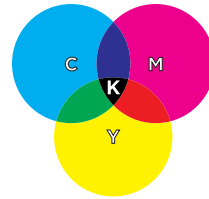
Photoshop Document is a graphics file extension used for Adobe Photoshop, a program for the manipulation of image based graphics for professional graphic design. Photoshop uses both vector graphic and bitmapped image technology.

.tif

Tag Image File is a common format for exchanging bit-mapped images within programs like Adobe Photoshop. Typically used for high resolution images. TIF files should not be enlarged from original state or the quality will deteriorate.

Color Profiles

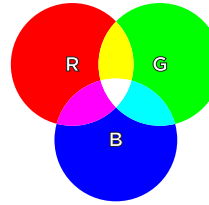
Understanding color profiles is important to know when it comes to application of color for print or digital use.



CMYK | Process

CMYK or process color creates millions of color options by mixing percentages (ranging from 0 to 100) of each Cyan, Magenta, Yellow, and Black inks.

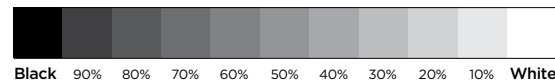
USAGE: Traditional offset litho printing (e.g., external print vendors), desktop inkjet printers, and laser printers/copiers all print using the CMYK color process. (e.g. catalogs and brochures). CMYK versions of our brand logos are available.



RGB | HEX

RGB or Hex color is used for all digital type content viewed on computer screens, mobile devices, projectors and TV's. The acronym RGB refers to the Red, Green, Blue lights used in devices to project color. Each color is identified by 3 numbers (ranging from 0 to 255). The specific numbers represent shades of Red, Green and Blue to make up the on-screen color. RGB color can also be specified by a HEX number that represents a specific RGB color. A HEX triplet is a six-digit, three-byte hexadecimal number used in computing applications to represent colors.

USAGE: Digital applications such as the self production templates, social media, website, video, and other digital requirements using the RGB color space. RGB versions of our brand logos are available.



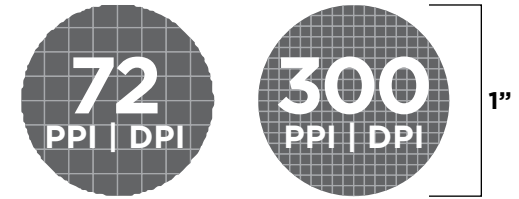
Grayscale | Black and White

Grayscale is a range of monochromatic (gray) shades. It ranges from pure white to pure black with everything in between being a shade of gray. Also known as achromatic color because it only contains shades of gray and no color.

USAGE: Applications where monochromatic color is required.

Image Resolution

Using the correct resolution for your images is important when it comes to digital or externally printed projects.



PPI | DPI

Acronyms meaning Pixels Per Inch (digital media) or Dots Per Inch (print media). Both refer to how many pixels or dots are in a 1 inch space. The more pixels or dots the finer the detail.

Print Resolution | 300 DPI

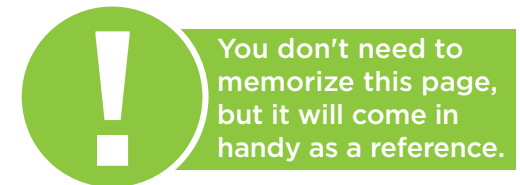
Standard print resolution is 300 dpi. High resolution graphics and images provide more detail, which produce better externally printed documents (e.g. catalogs and brochures). Laser and Inkjet printing does not require as much resolution.

USAGE: Traditional offset litho printing (e.g., external print vendors), desktop inkjet printers, and laser printers/copiers all print requiring high resolution images. (e.g. catalogs and brochures).

Digital Resolution | 72 DPI

Standard recommended resolution for digital applications (self production templates, social media, website, video, etc) is 72 ppi. The physical dimensions are affected by the resolution of the screen on which they are viewed.

USAGE: Digital applications such as the self production templates, social media, website, video, and other digital applications that only require screen resolution.



Managing Logo Integrity



Identity

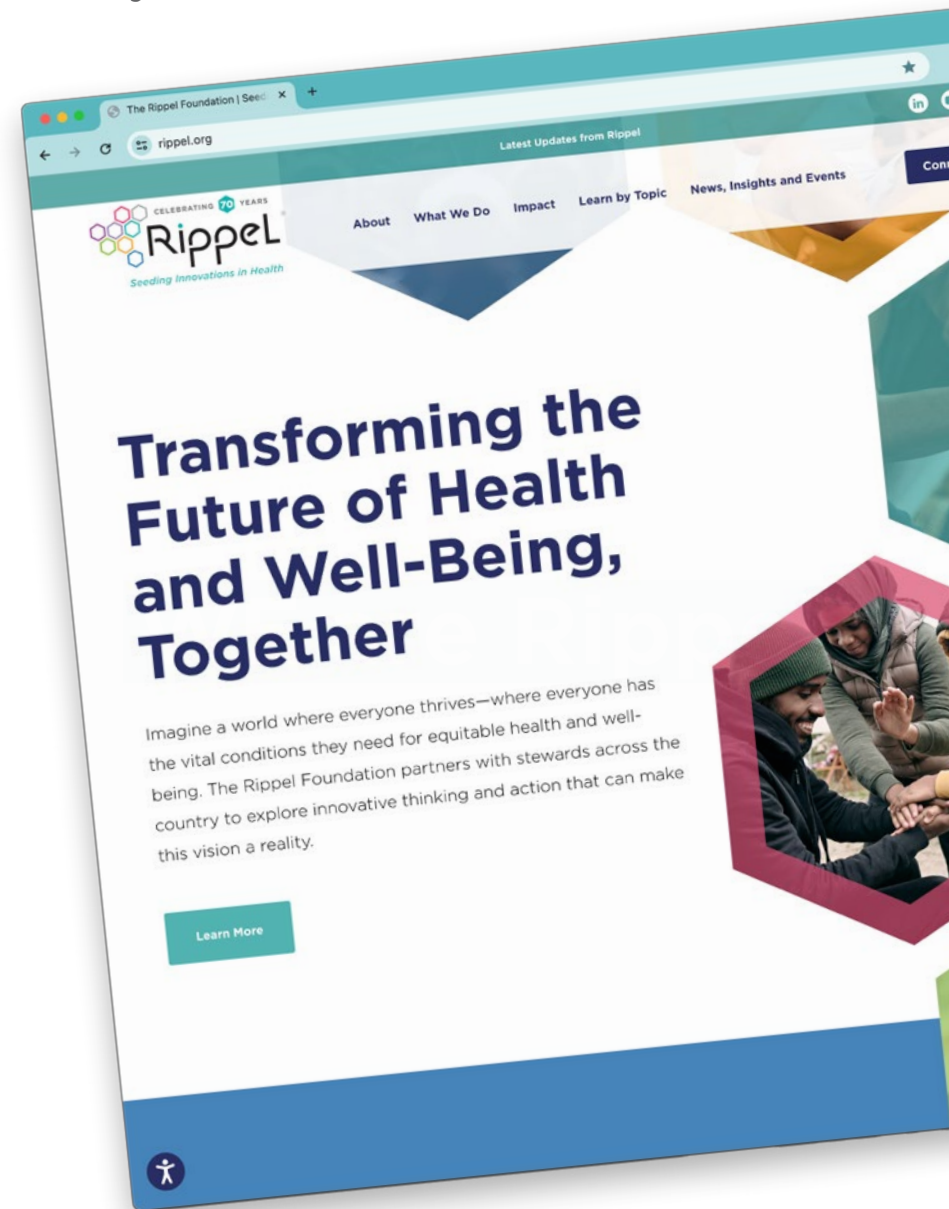
The Rippel Foundation brand is our primary brand

Branding | When to use which brand.

The Rippel Foundation brand is our primary brand, and the organization for which you work. Before you select which brand to use, consider what brand you are representing. If, for instance, you are organizing an all-team function, you'll want to select the Rippel branded templates and folders. That said, always use initiative branding if you are creating materials solely relevant to that initiative's work.

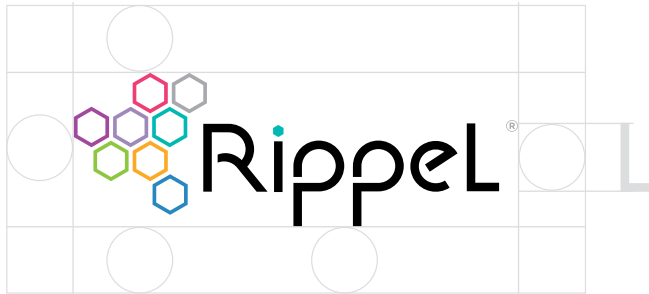
No matter the brand, you should always identify yourself and your work as being from The Rippel Foundation. For example, when appearing on the organization's behalf (e.g., at a conference) say you're from The Rippel Foundation (not an initiative like ReThink Health), even if you are only presenting on one initiative's work. "I am from The Rippel Foundation, where I work on the ReThink Health initiative."

This is also true when writing a paper. Your work is part of The Rippel Foundation's ReThink Health initiative. Avoid making ReThink Health sound like it is a nonprofit organization with Rippel as one of its funders.



Identity

How to use The Rippel Foundation's logo



Surrounding Clear Space

The legibility of our logo is integral to our brand. The area surrounding the logo should be protected with clear space to ensure it's never impeded or covered. The minimum clear space is determined by the height of the letter "L" in Rippel. The clear space is proportional to the size of the logo.



Logo with "Seeding Innovations in Health" Slogan

The slogan sits below the "P" in Rippel at the same distance as the height of the "H" in Health. It starts at left side of the bottom hex to the end of the "L".



Rippel / ReThink Health Logo Lockup

A pre-made logo lockup can be requested from Comms. When both Rippel and ReThink Health logos are to be shown together, then the width space between the two logos should be the same as the height of the letter "L" in Rippel. The center of that height space is where the top of the "H" in health hits and it baseline with the bottom of the "P" in Rippel and the "A Rippel Initiative" in the ReThink Health Logo.



Minimum Size Limit

The logo and type should always be legible when printed or displayed. The minimum allowable width is 1" or 72 dpi.

Identity

How Rippel's logo is displayed is key to our brand cohesion

Color Versions

Use the full-color version of ReThink Health's logo whenever possible. You may use reverse white versions if specifications require them.

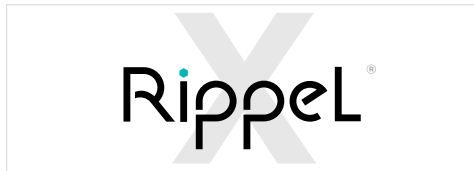


Full Color



Full Color with Reverse White

Please do not:



DO NOT use logo without icon



DO NOT resize the icon



DO NOT reset the type



DO NOT distort vertically*



DO NOT change logo colors

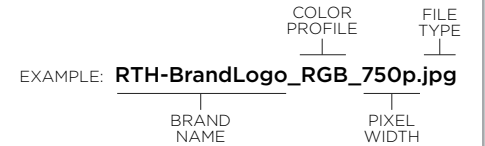


DO NOT distort horizontally*

USAGE Tip

Our Logo Files Nomenclature

The nomenclature of our logo file names provide an easy way to know details of the file, like color profile, size and file type. Each brand has a logo vault that holds all the various logo file options in folders depicting digital or print use.



USAGE Tip

Overlaying a logo on an image

There may be times when you need to lay a logo over an image. Using a .jpg image file will produce a white background as shown below. In order for the background to be transparent use a .png image file for digital applications and an .eps vector graphic file for print applications.



Shown using a .jpg logo file



Shown using a .png or .eps logo file

* See "Usage Tip: Constrained Sizing of Logos" on [page 17](#).

Identity

How to use the ReThink Health logo



Surrounding Clear Space

The legibility of our logo is integral to our brand. The area surrounding the logo should be protected with clear space to ensure it's never impeded or covered. The minimum clear space is determined by the height of the letter "h" in ReThink. The clear space is proportional to the size of the logo.

Note: "A RippeL Initiative" is part of the logo and should never be removed.



RippeL / ReThink Health Logo Pairing

A pre-made logo lockup can be requested from Comms. When both RippeL and ReThink Health logos are to be shown together, then the width space between the two logos should be the same as the height of the letter "L" in RippeL. The center of that height space is where the top of the "H" in health hits and its baseline with the bottom of the "P" in RippeL and the "A RippeL Initiative" in the ReThink Health Logo.



Improper Logo Pairing

The RippeL logo is always the primary logo and the ReThink Health logo follows as shown above.



Minimum Size Limit

The logo and type should always be legible when printed or displayed. The minimum allowable width is 1" or 72 dpi.

Identity

How ReThink Health's logo is displayed is key to our brand cohesion

Color Versions

Use the full-color version of ReThink Health's logo whenever possible. You may use reverse white versions if specifications require them.



Full Color



Full Color with Reverse White

Please do not:



DO NOT use logo without icon



DO NOT resize the icon



DO NOT reset the type



DO NOT distort vertically



DO NOT change logo colors



DO NOT distort horizontally

USAGE Tip

Constrained Sizing of Logos

Keeping the sizing of the logo constrained within a document depends on the program being used. In Microsoft, you simply use the pointer, select the logo, then **grab a CORNER of the selection box** and move in or out to scale up or down in size. When using a JPG or PNG be sure to never scale above the original size. Some programs require you to hold the shift key down while dragging the corner to keep it constrained or allow you to size constrained by entering a percentage in an entry box within the tools.



Example of constrained sizing is shown here in Microsoft Word.

How to properly pair our logos with partner logos

Rippel / ReThink Health Logo Pairing

Pairing our logos with partners' logos is common practice in our projects. Below is a simple guide to help you pair the logos properly in regard to size, space, and balance. The Rippel / ReThink Health logo lockup is shown on [page 14](#). You can obtain a pre-made Rippel / ReThink Health logo lockup can be requested from Comms.

Rippel / ReThink Health Logo Lock Paired Partner Logos

When pairing our Rippel lockup with partner logos, the partner logos need to be spaced 3x the single space between the Rippel / ReThink logos. The single space is based on the height of the "L" in the Rippel logo. Additionally, all logos need to be horizontally centered and sized to be balanced visually.



Rippel Logo Paired Partner Logos

When pairing the Rippel logo with partner logos, the partner logos need to be spaced 3x the single space. The single space is based on the height of the "L" in the Rippel logo. Additionally, all logos need to be horizontally centered and sized to be balanced visually.



ReThink Health Logo Paired Partner Logos

When pairing the ReThink Health logo with partner logos, the partner logos need to be spaced 4x the single space. The single space is based on the height of the "h" in the ReThink Health logo. Additionally, all logos need to be horizontally centered and sized to be balanced visually.



Hue Standards for Brand Identity



Colors, like features, follow the changes of the emotions.

- Pablo Picasso

Color Palette



Rippel[®]

Seeding Innovations in Health

The Rippel Brand Color Palette

The below color palette includes color, light, gray and WCAG AA tones to accommodate design requirements.

Primary

	Color Tones	WCAG AA	Light Tones
76C 0M 36Y 0K PROCESS 0R 184G 180B RGB WEB #00b8b4 HEX WEB		 #009f90	20C 0M 10Y 0K PROCESS 201R 233G 230B RGB WEB #c9e9e6 HEX WEB

Secondary

100C 95M 29Y 18K PROCESS 37R 45G 103B RGB WEB #252d67 HEX WEB		 #252d67	22C 12M 0Y 5K PROCESS 184R 199G 225B RGB WEB #b8c7e1 HEX WEB
75C 30M 0Y 10K PROCESS 43R 147G 209B RGB WEB #2b93d1 HEX WEB		 #2b93d1	20C 6M 0Y 0K PROCESS 199R 221G 243B RGB WEB #c7ddf3 HEX WEB
50C 0M 100Y 0K PROCESS 141R 198G 63B RGB WEB #8dc63f HEX WEB		 #61a43a	12C 0M 24Y 0K PROCESS 225R 238G 205B RGB WEB #e1eecd HEX WEB
0C 38M 95Y 0K PROCESS 251R 170G 38B RGB WEB #fbaa26 HEX WEB		 #e3781c	0C 10M 30Y 0K PROCESS 255R 221G 184B RGB WEB #ffe5b8 HEX WEB
0C 90M 30Y 0K PROCESS 238R 63G 117B RGB WEB #ee3f75 HEX WEB		 #ee3f75	0C 20M 10Y 0K PROCESS 251R 229G 210B RGB WEB #fbd3d2 HEX WEB
40C 85M 0Y 0K PROCESS 161R 73G 156B RGB WEB #a1499c HEX WEB		 #a1488c	10C 25M 0Y 0K PROCESS 223R 195G 222B RGB WEB #dfc3de HEX WEB
35C 45M 0Y 5K PROCESS 159R 137G 186B RGB WEB #9f89ba HEX WEB		 #9f89ba	9C 11M 0Y 0K PROCESS 227R 222G 239B RGB WEB #e3deef HEX WEB

Gray Tones

0C 0M 0Y 75K PROCESS 100R 100G 100B RGB WEB #646464 HEX WEB		 #646464	0C 0M 0Y 16K PROCESS 212R 212G 212B RGB WEB #d4d4d4 HEX WEB
0C 0M 0Y 40K PROCESS 155R 155G 155B RGB WEB #9b9b9b HEX WEB		 #919396	0C 0M 0Y 8K PROCESS 234R 234G 234B RGB WEB #eaeaea HEX WEB

Black

0C 0M 0Y 100K PROCESS 0R 0G 0B RGB WEB #000000 HEX WEB		PURE	50C 50M 20Y 100K PROCESS 0R 0G 0B RGB WEB #000000 HEX WEB
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Primary Color

The "primary" color is the standout hue associated with the Rippel identity and the overall brand.

Secondary Colors

The secondary color palette is provided to support the brand's needs for print and digital applications.

Process Color: offset and digital printing
 RGB and HEX Color: web and digital applications
 WCAG: Web Content Accessibility Guideline
 (AA Rating for large text and graphic objects)

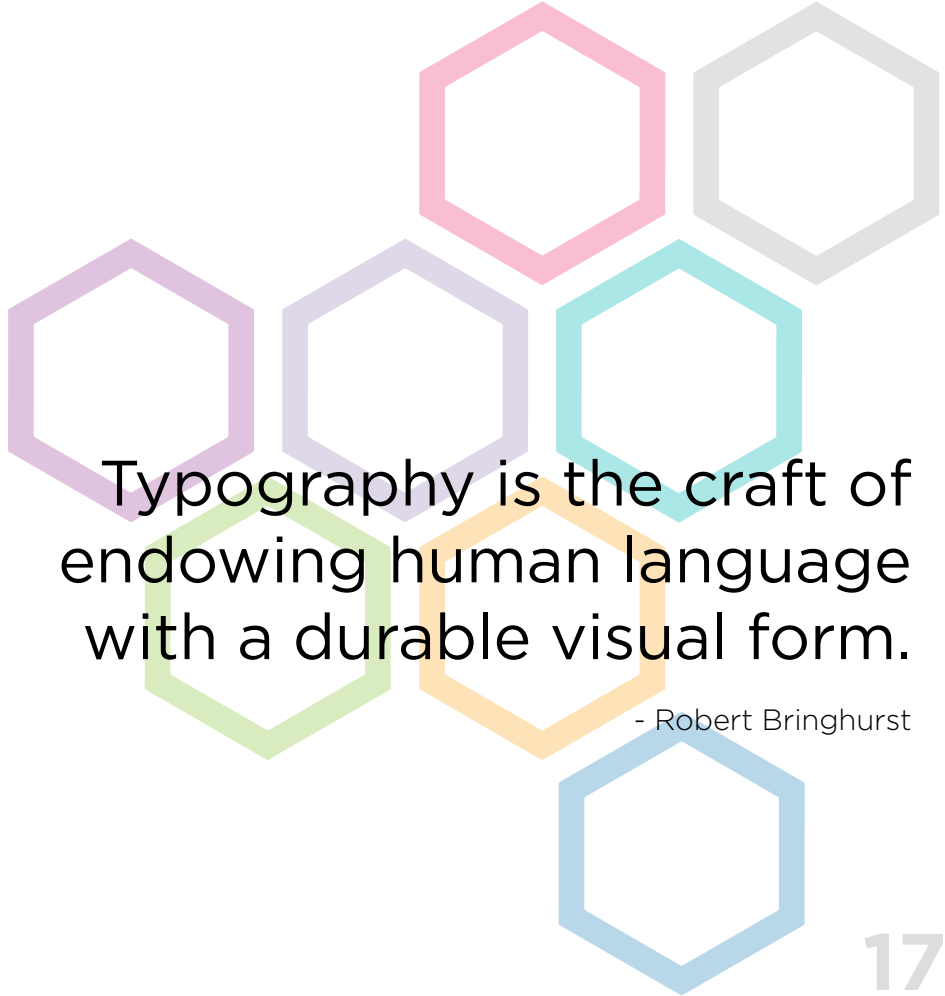
Gray Tones

The gray tones palette offers grayscale support for the collateral needs of the brand.

Black

The black palette offers pure black for lettering and rich black for big fields of black for printing.

Using Typography to Reinforce the Brand



Typography is the craft of endowing human language with a durable visual form.

- Robert Bringhurst

Professional designers use Gotham font for Rippel or ReThink Health brands

Brand Font | Gotham

Used for all documents and graphics with standard text flow.

Gotham | Light

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog. (italic)

Gotham | Book

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog. (italic)

Gotham | Medium

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog. (italic)

Gotham | Bold

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog. (italic)

The Rippel Foundation carries licenses for the fonts on this page only. The fonts shown on this page are the only approved brand fonts allowed for print use.

Body Font: Gotham Book

Body Font Standards: Size 11 pt | Lead 13 pt | Track +10/-30

These standards for body copy are a base standard. They may vary depending on the project design requirements. Always apply best type practices.

Titles/headers: Designers can determine size based on the project requirements. Always apply best type practices.

Alt Font | Gotham Narrow

Used for all table and charts that require tight text flow.

Gotham Narrow | Light

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog. (italic)

Gotham Narrow | Book

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog. (italic)

Gotham Narrow | Medium

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog. (italic)

FONT Usage Tip

It is a design best practice to use the actual font's version for bold or italic instead of using the software's bold and italic built-in functions. This simple practice will ensure your type always looks and performs its best.

Use Arial font for anything you produce yourself, for all brands

Self-production Font | Arial

Used for all template documents and graphics created in Microsoft Word, Excel, and PowerPoint for all Rippel brands.

Arial | Regular

The quick brown fox jumps over the lazy dog.

Arial | Bold

The quick brown fox jumps over the lazy dog.

Arial | *Italic*

The quick brown fox jumps over the lazy dog.

Arial | ***Bold Italic***

The quick brown fox jumps over the lazy dog.

The fonts shown on this page are the only approved brand fonts allowed for digital use.

WHY ARIAL?

The Arial font is the brands' digital use font because it has the same clean lines and readability as the Gotham font. Arial is a universal platform font found on both Mac and PC devices.

Type Standards for Self-Production

Cover Page Title | 28 pt | Arial Bold

Cover Page Sub-title | 18pt | Arial Regular

Title | 20 pt | Arial Bold

Subtitle | 14 pt | Arial Regular

Heading | 14 pt | Arial Bold

Sub-heading | 12 pt | Arial Bold

Secondary Sub-heading | 10.5 pt | Arial Bold

Body | 10.5 pt | Arial (Regular, *Italic*, **Bold**, ***Bold Italic***)

When using the Arial font in Microsoft Word, Excel, and PowerPoint it is okay to use the software's bold and italic built-in functions as they work in conjunction with the Arial font.



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