ruby®

VISUAL BRAND GUIDELINES

CORE ELEMENTS   October 2022

INTRO

This document serves as the repository for the Ruby visual brand and identity system. Please follow these guidelines. However, when you can't find what you need, or what you need doesn't correspond to the many scenarios shown here, ask a member of Ruby's brand marketing team. If they don't know, find a solution together and ask a few others: "Is this right for Ruby? Does this feel on-brand?" We're all working together to make the Ruby brand live and breathe. We're doing it together and we're doing it with heart.

TABLE OF CONTENTS

CORE ELEMENTS

Logotype

3

LOGO

The Ruby logo

The Ruby logo is a refined, stencil-inspired mark. It is made of several simple shapes. These shapes not only constitute the logo mark; they are the basis for the extended visual identity system. The primary, single-color logo mark should be used the majority of the time. As the anchor for the visual identity, this mark should be omnipresent throughout all expressions of the brand.

Click **here** to download the brand logo file.
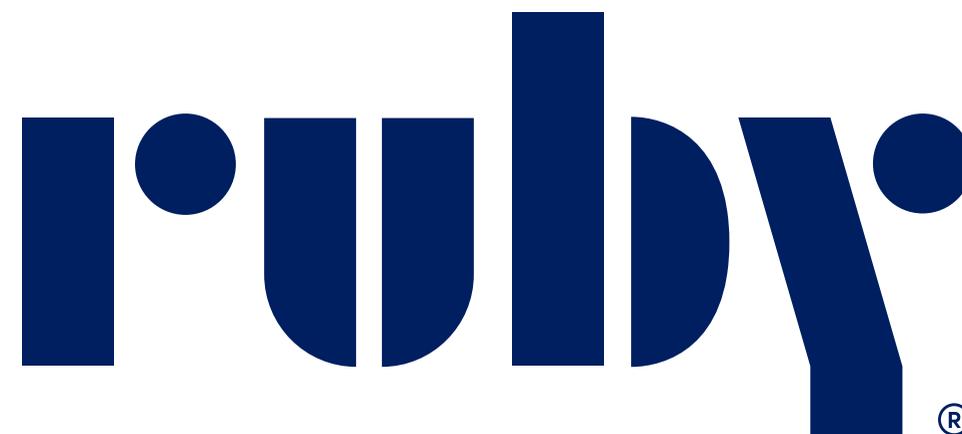
LOGO

Logo rules

To ensure visibility and prominence in any layout, always use appropriate clear space around the mark.

The primary logo may only be used in the color combinations shown here. Note that Nelson is the preferred color for the logo.

X-HEIGHT FROM BASELINE TO MIDLINE CREATES THE DIMENSIONS FOR THE EXCLUSION ZONE WHICH MUST BE KEPT CLEAR.

MINIMUM CLEAR   IDEAL CLEAR SPACE

LOGO

Minimum usage

Avoid using the logo at any size smaller than 1" in width proportionally, for optimal legibility.

1.0"

ACTUAL SIZE

LOGO

Logo placement

For consistency across all applications, the logotype should be placed at the top left of the composition. For flexibility, the logotype may alternatively be placed at the bottom right of the composition. Make sure to maintain minimum clear space.
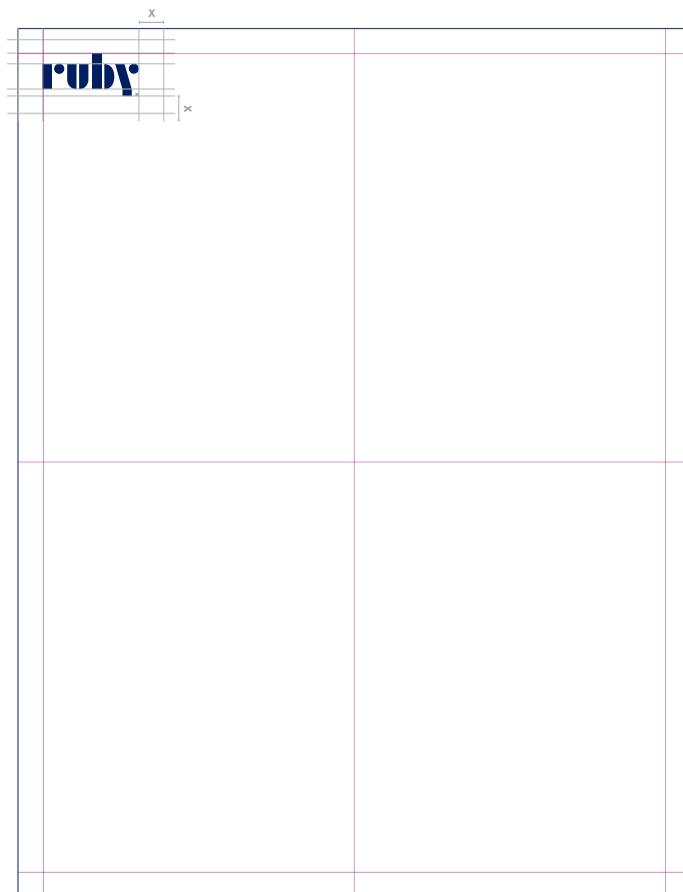
OPTION 1
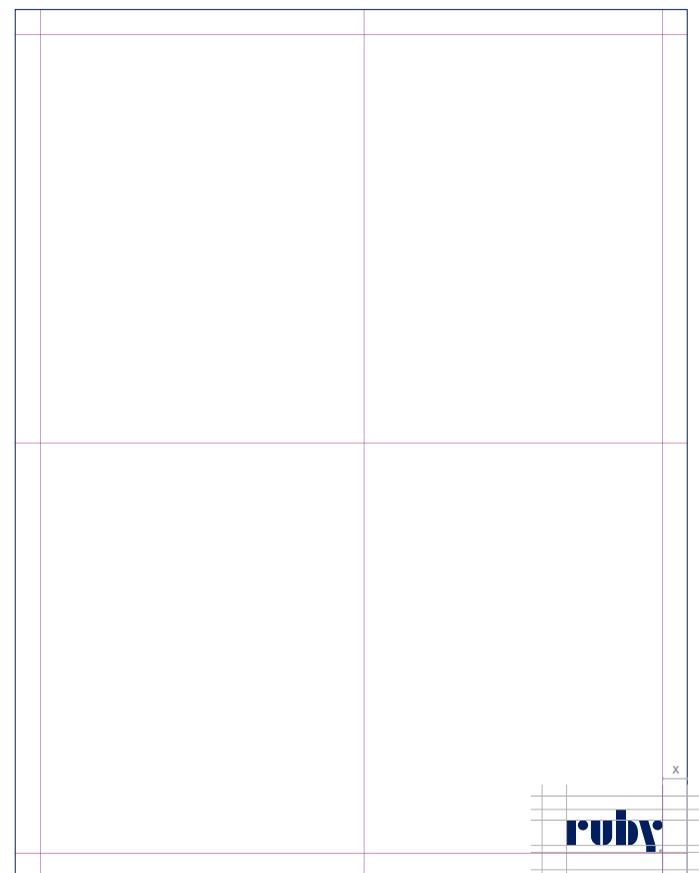
OPTION 2

LOGO

Small applications

Within small compositions, the logotype should be properly sized between 1.25" and 1.50" in width proportionately. Always maintain proper clear space.

1.50"

1.25"

ruby

**AREAS LARGER THAN 5.5" X 8.5",
SMALLER THAN 8.5" X 11.0".**
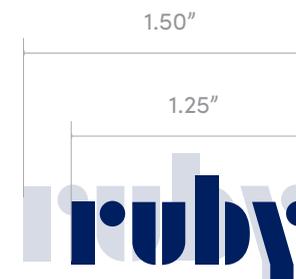
LOGO

Medium applications

Within medium compositions, the logotype should be properly sized between 1.50" and 1.75" in width proportionately. Maintain proper clear space.

1.75"

1.50"
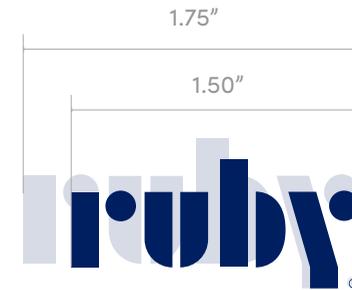

**AREAS LARGER THAN 8.5" X 11.0",
SMALLER THAN 11.0" X 17.0".**

LOGO

Large applications

Within large compositions, the logotype should be properly sized between 7.0" and 10.0" in width proportionately. Maintain proper clear space.

10.0"

7.0"
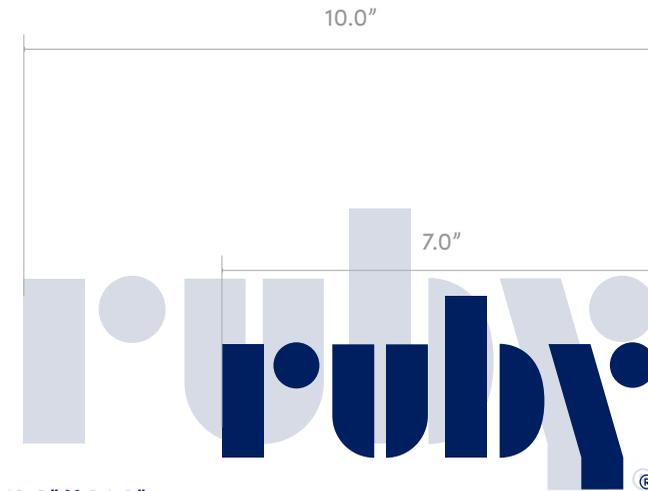
AREAS LARGER THAN 18.0" X 24.0", SMALLER THAN 24.0" X 36.0".

LOGO

Primary logo usage

The primary logo can rest upon an assortment of colorful backgrounds. Refer to the color palette section for guidance on approved color set combinations.
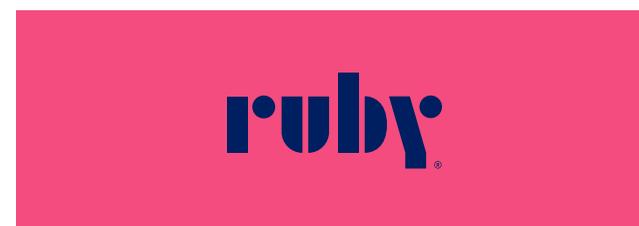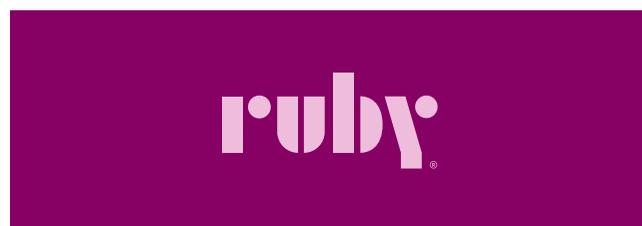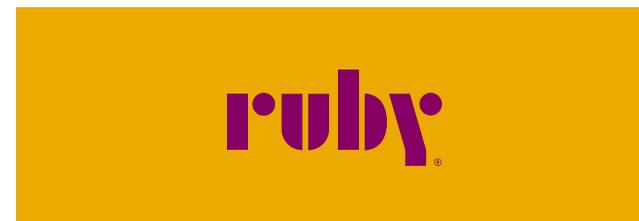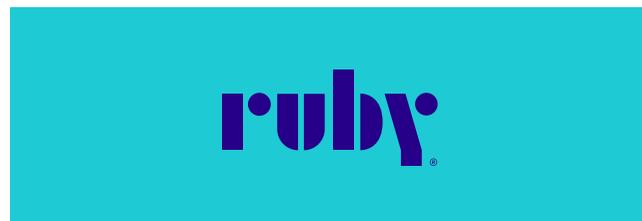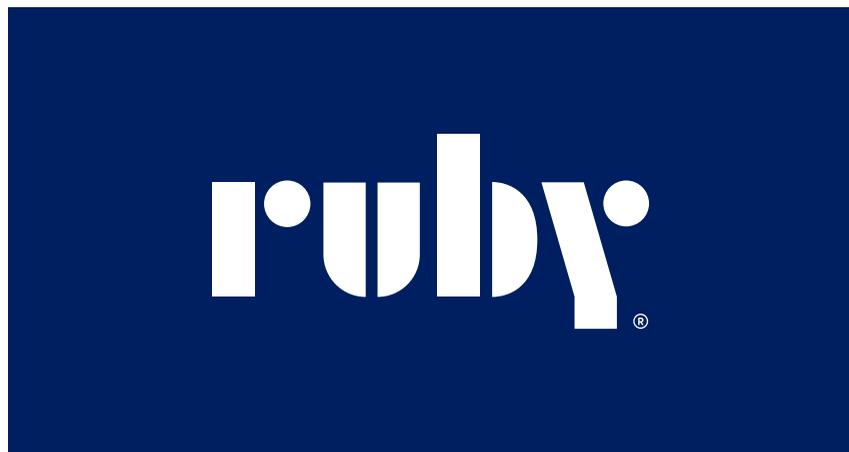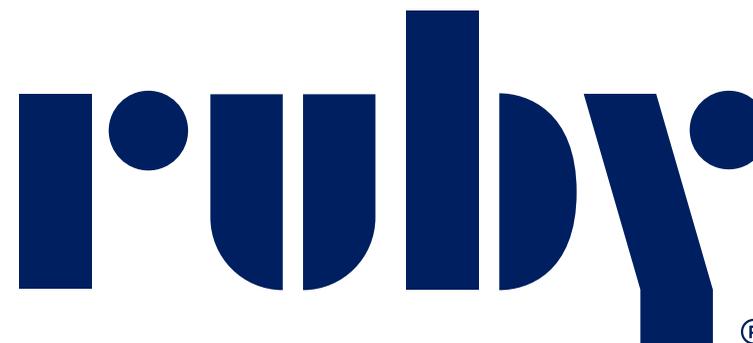
LOGO

Improper usage

It goes without saying, but we'll say it anyway: don't mess with the logo. Virtually any unapproved alteration to the logo will disrupt the identity, effectiveness, and cohesion of Ruby's brand. Please only use the logo in the ways we've outlined in these guidelines.
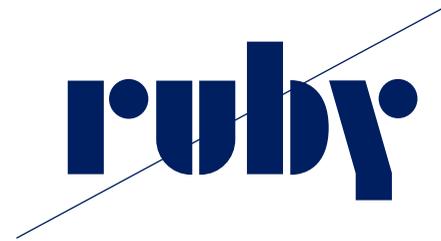
Don't outline the logo
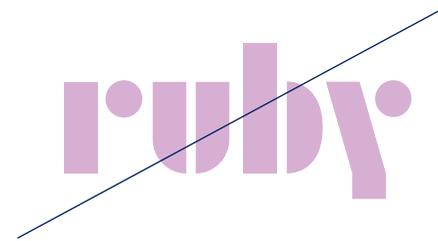
Don't use unapproved colors
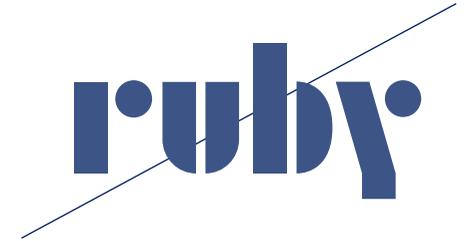
Don't use tints of brand colors
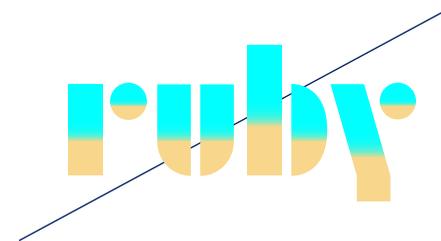
Don't add gradient effects to the logo
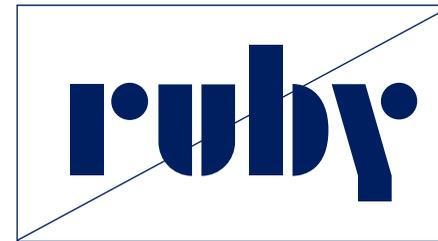
Don't place a box or container around the logo

Don't rotate
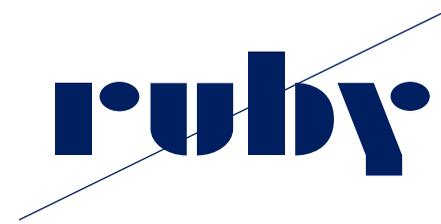
Don't stretch or reshape the logo
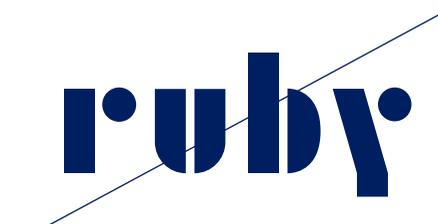
Don't alter spacing
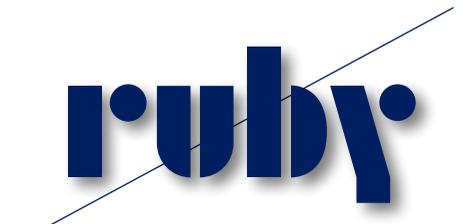
Don't use drop shadows

LOGO

Digital

URL LOCKUPS

Note how two circle shapes from the logo mark can be used as periods in the URL. This is a creative and effective way to reuse elements of Ruby's brand identity.

Click **here** to download the lockups file.

www ● ruby ● com

www ● ruby ● com

CTA BUTTONS

Here are two styles of CTA buttons for digital advertisements. Use either of the choices to complete branded compositions. Button color scheme should adhere to guidelines outlined in the color sets section.

Click **here** to download the CTA button file.

See how it works

See how it works

See how it works

See how it works

Learn more

Learn how

Get the playbook
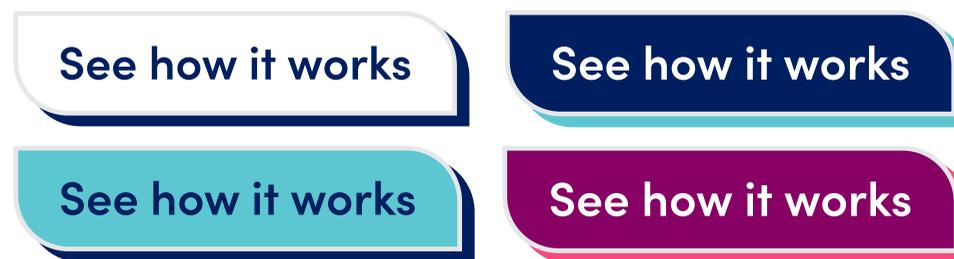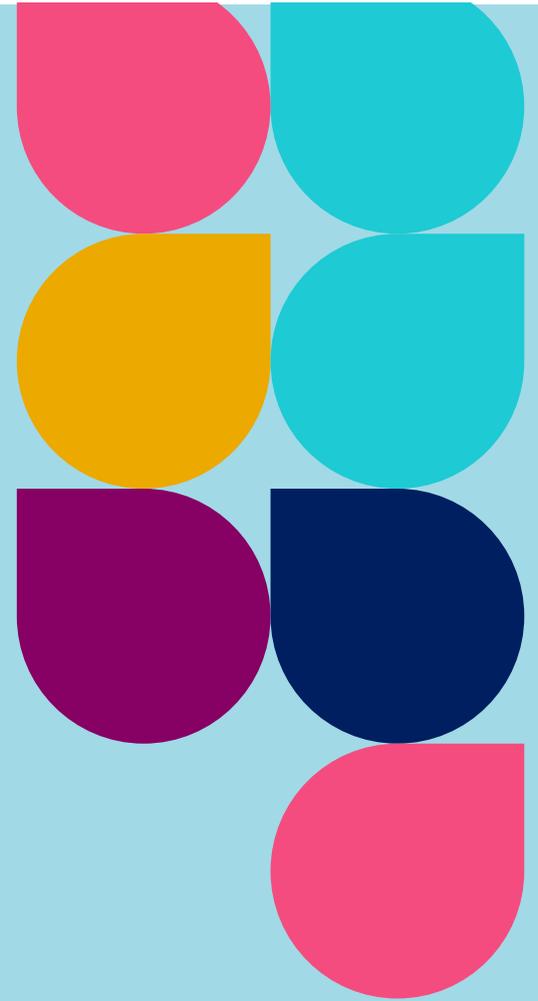
Color

14

COLOR

Color palette

Rubys are a colorful bunch with big personalities. This color palette has been crafted to reflect that spark and spectrum of personality. It has also been meticulously refined to make sure that "personality" doesn't veer into "3-year-old's-circus-themed-birthday-party-invitation" territory.

Not only that, but when followed correctly, these guidelines allow us to use colors in concert with one another while complying with WCAG 2 contrast and color requirements for visual disabilities.

We have some beautiful colors to put to use—please do so by following these rules.

Click **here** to download the color swatch ase file.
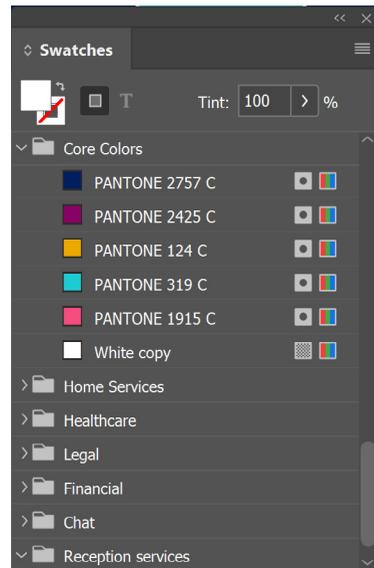
CORE COLORS
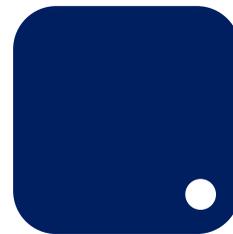
	RGB	0 31 96
	CMYK	100 94 31 29
	HEX	#001F60
	PMS	2757 C
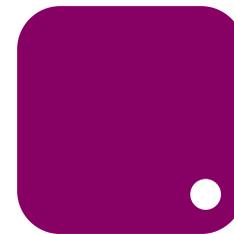
	RGB	135 0 100
	CMYK	48 100 30 14
	HEX	#870064
	PMS	2425 C
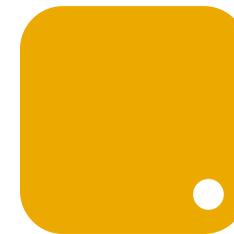
	RGB	235 169 0
	CMYK	7 36 100 0
	HEX	#EBA900
	PMS	124 C

	RGB	30 202 211
	CMYK	66 0 21 0
	HEX	#1ECAD3
	PMS	319 C

	RGB	244 76 127
	CMYK	0 85 24 0
	HEX	#F44C7F
	PMS	1915 C

SUPPORTING COLORS

	RGB	39 0 137
	CMYK	98 100 9 9
	HEX	#270089
	PMS	2735 C

	RGB	121 163 220
	CMYK	52 28 0 0
	HEX	#79A3DC
	PMS	659 C

	RGB	162 217 231
	CMYK	34 1 7 0
	HEX	#A2D9E7
	PMS	635 C

	RGB	243 207 178
	CMYK	4 20 28 0
	HEX	#F3CFB2
	PMS	475 C

	RGB	237 189 219
	CMYK	4 31 0 0
	HEX	#EDBDDB
	PMS	217 C

Swatches panel:

Tint: 100 %

Core Colors
- PANTONE 2757 C
- PANTONE 2425 C
- PANTONE 124 C
- PANTONE 319 C
- PANTONE 1915 C
- White copy

Home Services
Healthcare
Legal
Financial
Chat
Reception services

COLOR SETS

General brand use

Ruby's primary color set is the showstopper that helps us drive brand awareness and create meaningful moments with our audience. These unique color set options provide us with the flexibility to adapt and stand out—no matter the situation.

BACKGROUND COLOR	TEXT COLOR	SHAPE COLOR	TEXT ON SHAPE
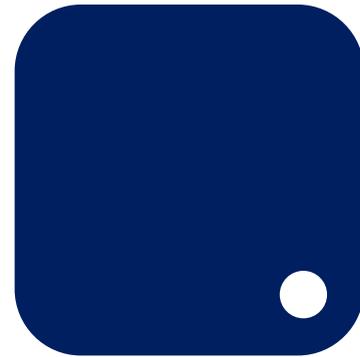
Except PMS 2757

Except PMS 2757 and 2425

COLOR SETS

Industry-specific use

You thought we were kidding about being a colorful bunch!?
Ruby proudly serves many vibrant and rich industry segments.

	BKGD	TEXT COLOR	SHAPE COLOR	TEXT ON SHAPE	BKGD	TEXT COLOR	SHAPE COLOR	TEXT ON SHAPE
HOME SERVICES								
HEALTHCARE								
LEGAL								
FINANCIAL								
CHAT								
RECEPTION								

MAIN SET

ALTERNATIVE SET

COLOR SETS

How to

The Ruby brand color sets help maintain visual brand consistency. For example, the healthcare industry palette has two color set choices. Displayed below is the second option set. The color set identifies proper color usage in order to create Ruby branded compositions.

Click **here** to watch the instructional video.

BACKGROUND COLOR	TEXT COLOR	SHAPE COLOR	TEXT ON SHAPE

and/or

and/or

and/or

Customer calls, covered.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis nibh nisl. Curabitur est nisl, iaculis vitae convallis quis, rhoncus vel ipsum.

Start turning callers into clients with Ruby.
Curabitur bibendum blandit lectus sit amet suscipit. Etiam eget gravida arcu.
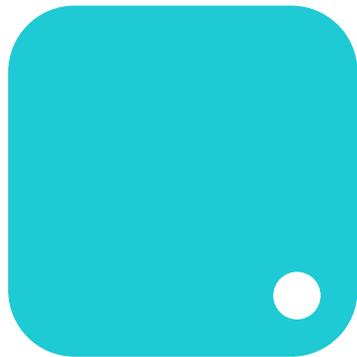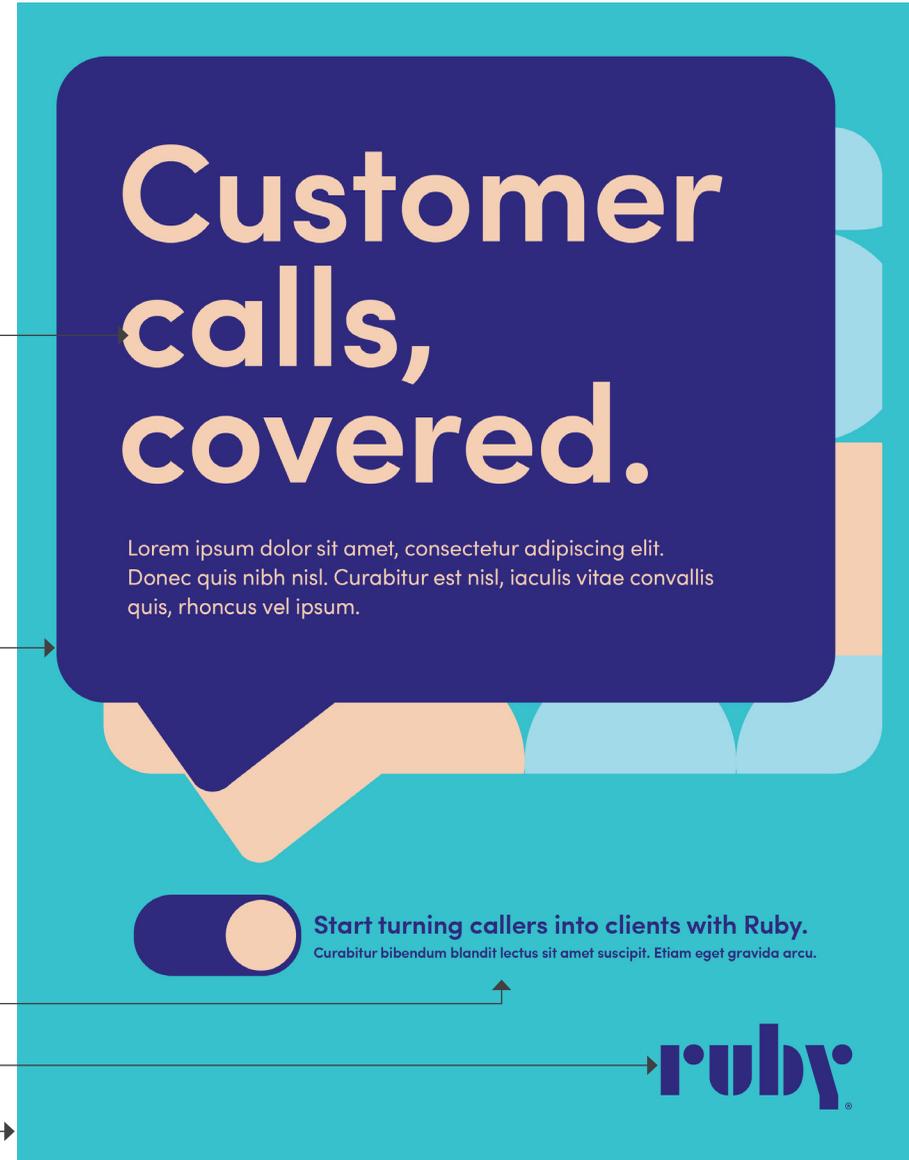
ruby

HEALTHCARE DESIGN EXAMPLE
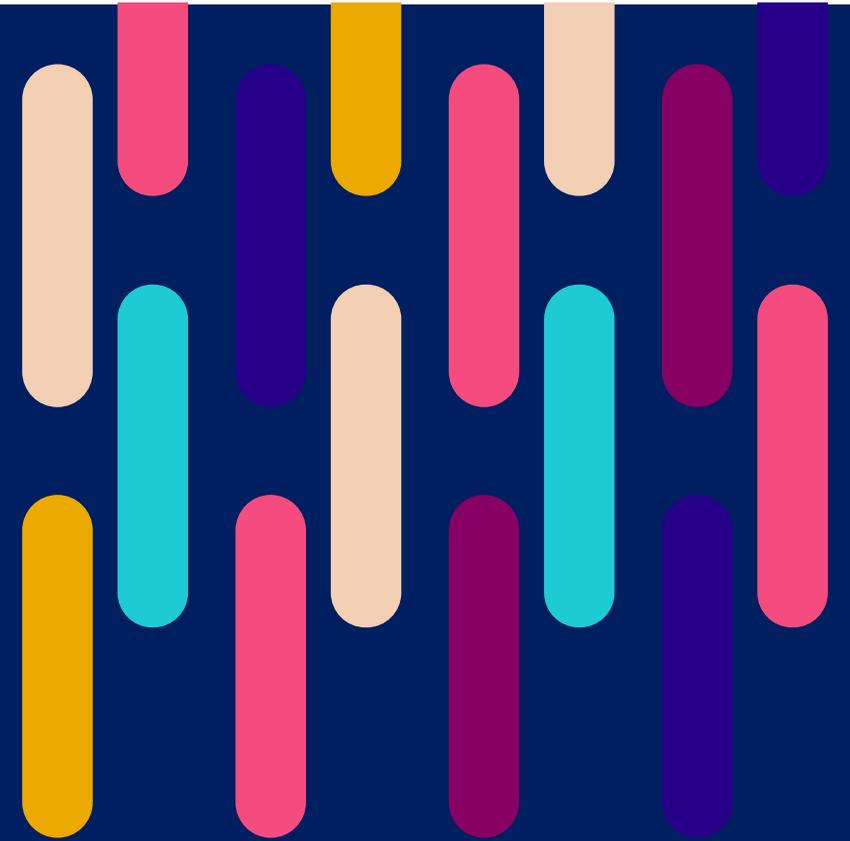
Typography

TYPOGRAPHY

Fonts

The Ruby brand uses two typefaces: Sophia Pro and Congenial. These are the only fonts that should be used when designing for Ruby. Use them well, and you'll be creating beautiful, readable layouts with ease.

Sophia Pro is our typeface workhorse. Use it for headlines, subheads, body text, accent texts, URLs, and more. It's a lovely, geometric sans serif. Large, open counters give it a casual appearance and increase legibility at all sizes.

Congenial is our secondary font. Use this font as an accent such as for names, as a written call-to-action vs a button, signatures, etc. Use sparingly in headlines (and only when they're short, no long sentences). When used as a headline, be sure to use title case with no punctuation.

Century Gothic can be used to replace Sofia when the latter is unavailable.

Click **here** to download the font family.

SOFIA PRO LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789?!@#$%&*

SOFIA PRO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789?!@#$%&*

SOFIA PRO BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789?!@#$%&*

CENTURY GOTHIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789?!@#$%&*

CONGENIAL REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789?!@#$%&*

CONGENIAL REGULAR ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789?!@#$%&

CONGENIAL REGULAR THIN

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789?!@#$%&*

TYPOGRAPHY

Typography conventions

Sophia Pro Regular can be used in sentence case as a subhead. Sophia Pro Regular is our go-to for body text.

Sophia Pro Regular and Sophia Pro Bold can both be used in all caps as a subhead.

Congenial Regular, Congenial Italic, and Congenial Thin should be used in sentence case as a headline.

SUBHEAD   SOFIA PRO REGULAR (16PT) – SUBHEAD 1

BODY   Sofia Pro Regular used as large body copy (12pt) lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec elementum ipsum. Mauris ut justo ut metus pellentesque sodales. Quisque at elit eu odio.

SUBHEAD   **SOFIA PRO BOLD (12PT) – SUBHEAD 2**

BODY   Sofia Pro Regular used as body copy (9pt) lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec elementum ipsum. Mauris ut justo ut metus pellentesque sodales. Quisque at elit eu odio.

HEADLINE   Congenial Headline, Title Case

HEAD AND SUBHEAD HIERARCHY

Use clear hierarchy in the headline styles to keep information grouped and easy to skim and understand.

TYPOGRAPHY

Typography conventions

Sophia Pro Bold is our main headline style, use it in sentence case with punctuation. When the headline is one or two words, you can skip the punctuation.

SUBHEAD   **SUBHEAD SOFIA PRO REGULAR (10PT)**

HEADLINE   # Sofia Pro Bold headline left justified, sentence case.

BODY   Sofia Pro Regular used as large body copy (12pt) lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec elementum ipsum. Mauris ut justo ut metus pellentesque sodales. Quisque at elit eu odio.

POSTER AND IMPACT COLLATERAL HEADLINE

When using large headlines keep the copy short and to the point. Always left-align the text and use the default leading setting. Headlines set in Sofia should be sentence case, headlines set in Congenial should be title case.

TYPOGRAPHY

Typography conventions

Sophia Light Italic should be used for quotes. Attributions should use Congenial Regular.

QUOTE

"Sofia Light Italic– a large pull quote could be formatted like this to give it prominence and communicate a unique brand message."

ATTRIBUTION

Congenial Regular (17pt)

TITLE

SOFIA PRO LIGHT (10PT)

PULL QUOTE

The is the longest example of text to be set with Sofia Pro Light Italic. Never use more than a sentence (two if they are very short). For color, use Rogers, Nelson, or Eliot depending on the background. Be sure to optically align quote marks or "hang" them so that they fall outside the text box.

TYPOGRAPHY

Rules and examples

Judiciously mixing typefaces can have a wonderful impact.

SUBHEAD
SOFIA BOLD
UPPERCASE
TRACKING−40

RUBY FACT

STATISTIC
CONGENIAL
REGULAR ITALIC
TITLE CASE
TRACKING−0

1,402,395

SUBHEAD
SOFIA BOLD
UPPERCASE
TRACKING−40

CALLS ANSWERED LAST YEAR

TAGLINE
SOFIA LIGHT
SENTENCE CASE
TRACKING−0

The most important thing we do
is every little thing we do.

ruby

HIERARCHY

Appropriate spacing and font choice makes information pop.

Shapes

25

SHAPES

Brand shapes and patterns

By deconstructing the Ruby logo mark, we reveal a set of brand shapes that are the basis for the secondary brand elements. These brand shapes have been used to create various design elements, patterns, badges, etc. Follow the guidelines in this section for the applications of these design elements.

Use these brand shapes in all types of layouts. They're incredibly versatile and useful. But, as with everything in the Ruby brand, please be judicious. Follow the rules outlined in this section for the use of these shapes.

In rare cases, we can use these brand shapes to create custom illustrations for specific purposes. This is all special occasion stuff (see Custom shape illustrations). The more we stick to the existing design elements, the more we reinforce the visual brand. The more we create unique one-offs, the greater the danger of fracturing the visual brand. When in doubt, use existing design elements.

SHAPES

Layout rules

Use creative layouts and shape combinations for high impact and inspirational level communications.

Use other elements such as photos and text to add visual diversity and interest. Explore using brand shapes as cutouts for photos, but maintain balance between solid shapes and photo shapes.

Or combine patterns with cutout shapes to create something unique.

The brand shapes should support the communication and enhance the overall visual impression.

DO:

Vary shape sizes. Play with scale.

Stack or overlap shapes for visual variety

**Create a visual hierarchy with the shapes and guide the eye to important content.**
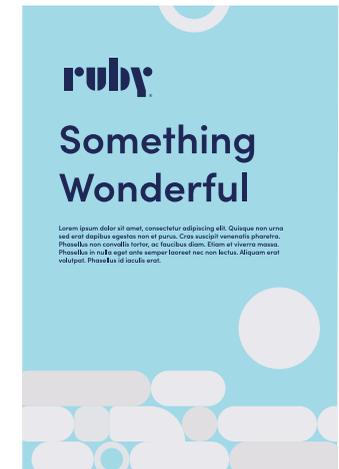
It's safe for shapes and patterns to bleed off the page

DON'T:
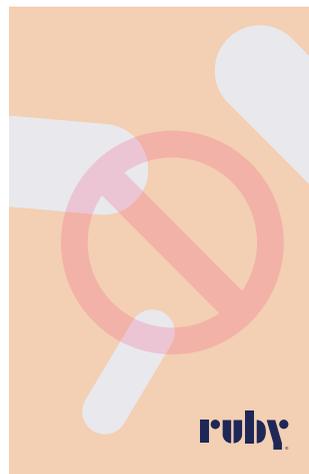
Rotate shapes or pattern sets within odd angles. Maintain landscape or portrait orientation.
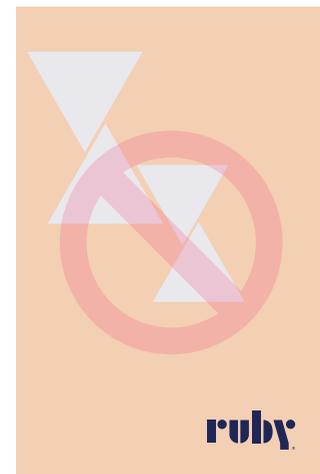
**Make new shapes outside of the brand library.**

Place text on patterns

SHAPES

Shapes library

Ruby graphic elements are used to accentuate design communications and assist with visual hierarchy.

Click **here** to download the shapes library.
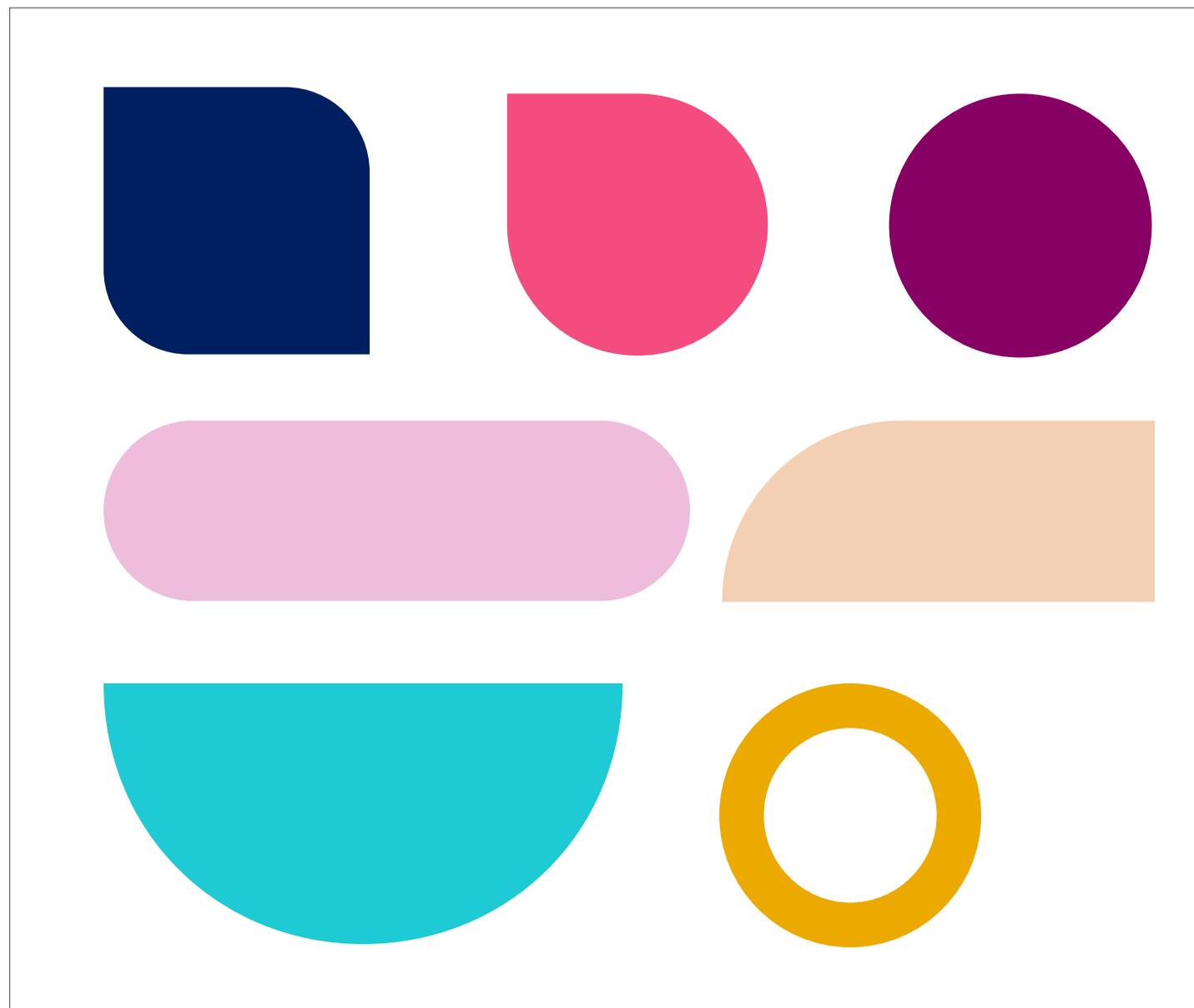
SHAPES

Pattern library

Like everything else we do at Ruby, our visual language is all about intention. We don't just rely on our brand shapes to add visual flair—we carefully use them together to communicate our company's guiding mission and vision. Here's how:

Community - Shown in the number of shapes being used and how they interact with one another. Bright colored shapes are grouped into pods to symbolize thriving local economies.

Diversity - Our library of shapes serves to showcase the diverse group of Rubys that make up our company as well as the global community we engage with.

Communication - Turning or flipping shapes within the composition allows them to interact differently with one another, suggesting numerous communication styles and the ability to adapt to the needs of others.

Excellence – Creating new combinations of our unique shapes showcases the originality, innovation, and commitment to success that Ruby is known for.

Please keep these principles in mind when using or experimenting with patterns.

Click **here** to download the patterns library.
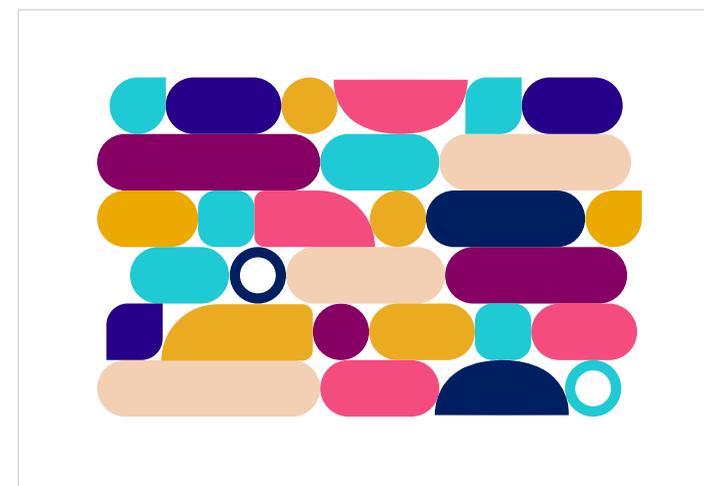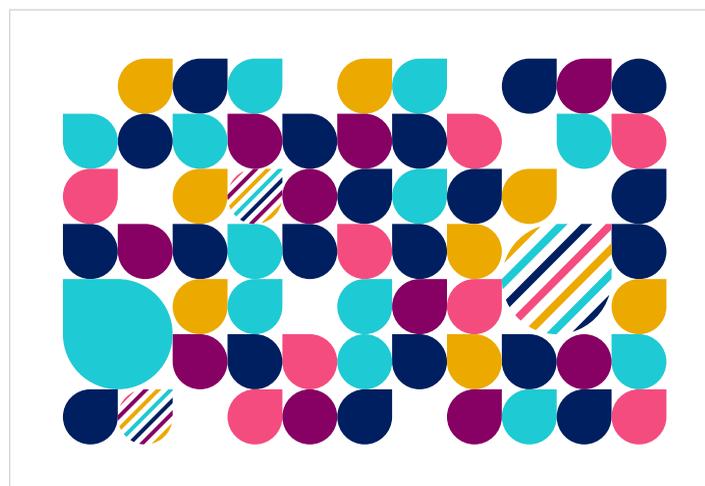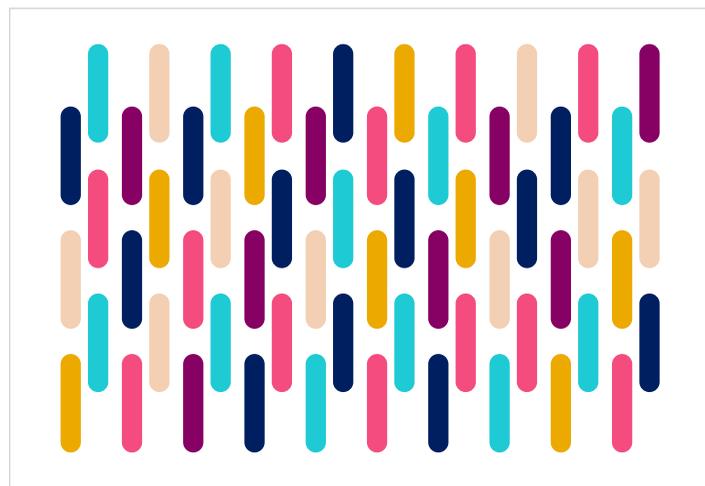
SHAPES

Pattern strips

A slice of Ruby heaven. Pattern strips can instantly brand marketing materials and facilitate time-sensitive designs. Click **here** to download strips library.

SHAPES

Strip examples

Photography

Photography

Our new brand-forward approach to imagery reflects our focus on the heart of every small business: people. We want to shine a light on the challenges that today's small business customers and owners face—and use our photography to capture the joy and relief they experience when others step up to support them.

To accomplish this, we've concentrated on the three biggest pain points Ruby solves for our customers: saving them time, fostering connections, and creating unforgettable experiences.

NOTE: Placeholder images represent future direction. Photoshoots tentatively scheduled for 2023.
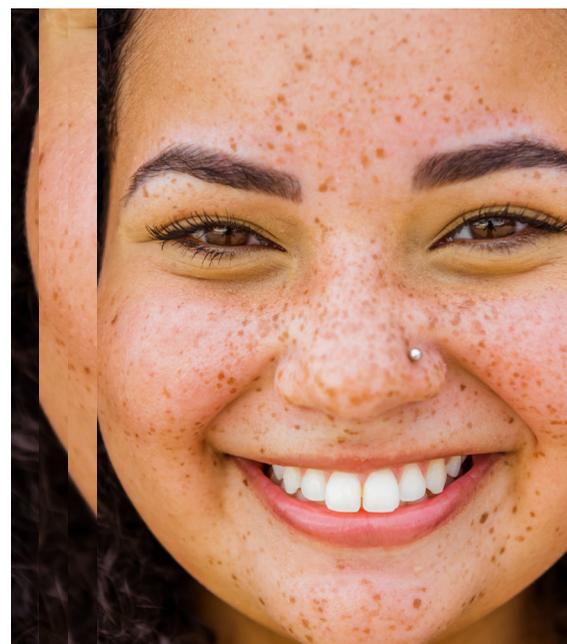
PHOTOGRAPHY

Reseize your day

Time is our most precious commodity. That's why empowering business owners to get more done so they can clock off earlier is one of the most important ways Ruby helps our customers.

We use images of business owners, our customers, focusing on their passions—both at work and play— to communicate this. This could be them spending time with loved ones, finding moments for a hobby, or looking proudly at a job well done.

NOTE: Placeholder images represent future direction. Photoshoots tentatively scheduled for 2023.

PHOTOGRAPHY

Your official unofficial team member

Small business owners are used to doing it all themselves. But that doesn't mean they have to—especially when they can rely on Ruby's team of friendly virtual receptionists for backup.

We use close-up shots of Rubys to create a "facial resume" of the people dedicated to helping small businesses thrive. Rather than take the focus away from small imperfections like freckles and birthmarks, we put them on full display to honor our team's individuality and set us apart from cookie-cutter competitors.

NOTE: Placeholder images represent future direction. Photoshoots tentatively scheduled for 2023.

35
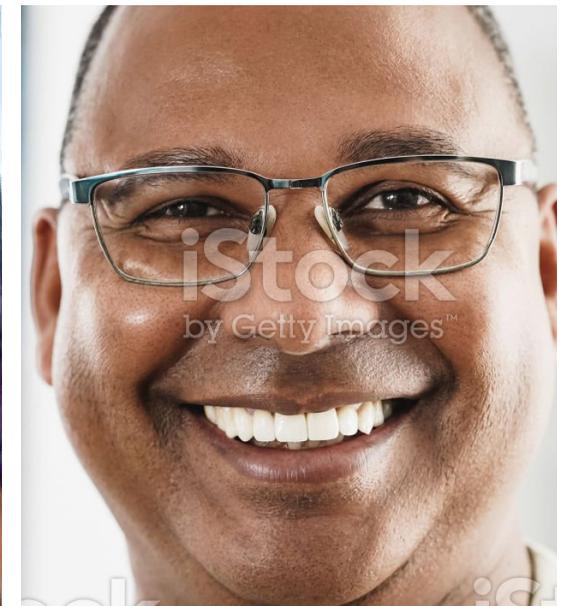
PHOTOGRAPHY

Make an impression

You only get one chance at a first impression. Fortunately, we're experts at turning heads—whether that's by capturing the attention of the small business community or delighting the people they serve.

Not every conversation starts with a smile, however. We use a wide range of photos—featuring individuals looking both satisfied and confused—to highlight the realities of customer communication. This lends authenticity to our imagery while reinforcing the notion that Ruby is able to turn even the toughest conversations into big wins for today's small businesses.

NOTE: Placeholder images represent future direction. Photoshoots tentatively scheduled for 2023.

Contact

For more information on this guide
and to obtain content, please contact:

———

Nicole Morales
DIRECTOR OF BRAND MARKETING

nicole.morales@ruby.com

Yuri Johnson
SENIOR GRAPHIC DESIGNER

yuri.johnson@ruby.com