

rulrr

| Brand Book &
| General Guide Lines



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

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- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

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- 4.8 Going Big

| 01

Brand Strategy



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When you think of
small businesses
what comes to mind?



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Perhaps it is the intimate shopping experience, the fulfillment in contributing to true economic impact, or simply having access to unique products and services.



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While there are many advantages to shopping at a small or local business, oftentimes it is more difficult for business owners to maintain interaction with their customers, as opposed to large corporations.



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Each and every loyal customer initially begins as a one-time buyer. Therefore, it is crucial for small businesses to make the conversion from one-time buyers to repeat customers. By prioritizing efficient remarketing and retargeting tactics, small businesses can flourish and distinguish themselves from all competition in the same niche.



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Big corporations have long known the importance of investing capital into measuring the performance of their advertising efforts. However, only large scale companies have had the financial means to monitor consumer activity and thus create large advertising campaigns that best cater to their target audience. Inevitably, this causes small and medium-sized physical stores to fall behind.



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Therefore, rulrr has developed a means of closing the gap. Continuing engagement with customers, generating effective remarketing tactics and collecting consumer data will no longer be privileges only large corporations can benefit from.



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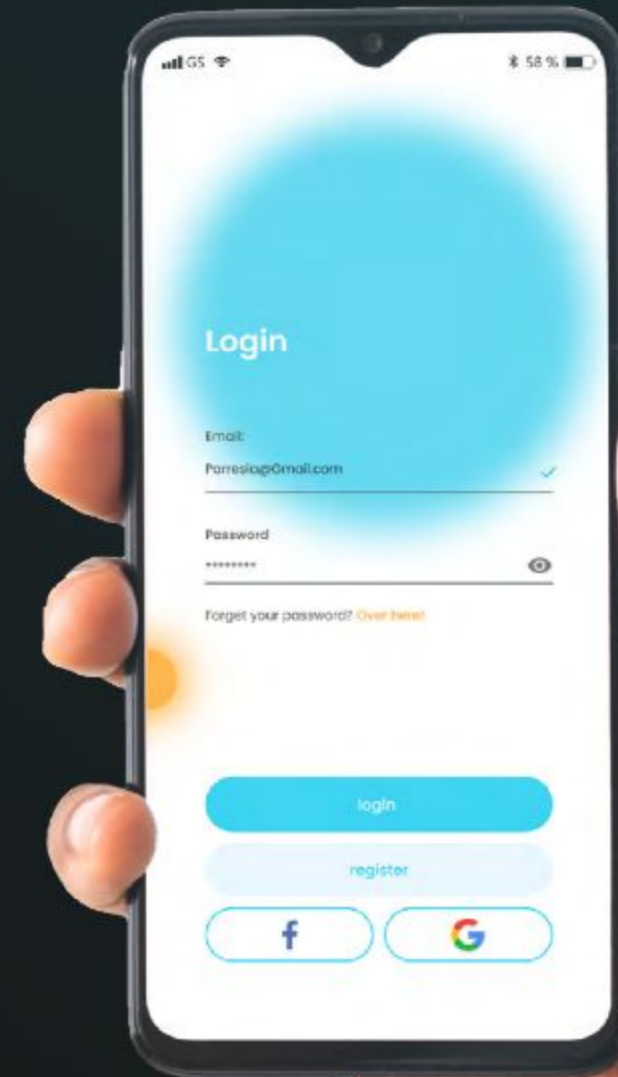
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1.1

| Narrative

rulrr is an autonomous advertising platform that uses AI to evaluate and change digital advertising for your physical store. With rulrr, small physical businesses will finally be on the map. Small businesses will now continue captivating their customers with their personalized touch and diverse products, beyond their walls. This builds continued trust and brand commitment with their customers.



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1.2

| Values



Measurement



Connectivity



Technology



Accessibility



Automation



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| Values



Automation

rulrr is a SaaS self service company, methodologically developing all of our solutions on this model. Our solutions do not require any further support, allowing easy use and independence for business owners. This maintains a profitable model that adapts and develops to the market's needs.



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| Values



Connectivity

Our company makes an unparalleled connection between the physical and technological worlds. This entirely influences the success of small businesses. Rulrr is committed to guiding physical businesses in finding the most accurate and relevant solutions to further connect them to their customers in this digital-centered age.



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Technology

Our company uses artificial intelligence to seamlessly monitor consumer data. In turn, our customers can achieve the best results when remarketing their products and services. Our leading data-driven insights navigate you in improving your capabilities and generating the most innovative solutions.



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| Values



Accessibility

We understand that while the business benefits of operating in a most tech-savvy environment our our customers often struggle with managing the technological side of remarketing and retargeting. Thanks to our user-friendly systems,small business owners can finally collect the data they need with ease, at an equitable cost.



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| Values



Measurement

If you can't measure it, you can't manage it. It's that simple. Accurate and immediate information is the best way to make informed decisions regarding remarketing and retargeting strategies. This necessitates our most valued goal of fostering more impactful connections with customers by collecting vital information



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1.3

| Personality

- | How we walk



Strategy

Rulrr paves the way for small businesses to increase their knowledge while obtaining economic freedom. By providing our specialized technologies, we inspire small businesses to reach their full potential.

Tone of voice

- Inspiring
- Confident
- Boundary Crosser
- Knowledgeable
- Bold
- Leader

Personality

- Inspiring
- Bold
- Clever
- Professional
- Compassionate
- Industry Insider
- Innovative
- Reliable

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| Logo

| rulrr Origins



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| Logo

| Icon



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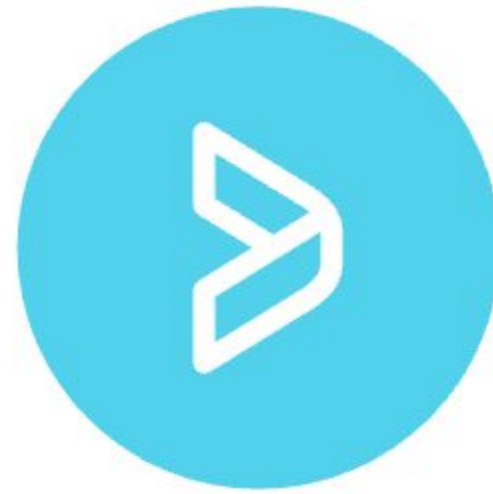
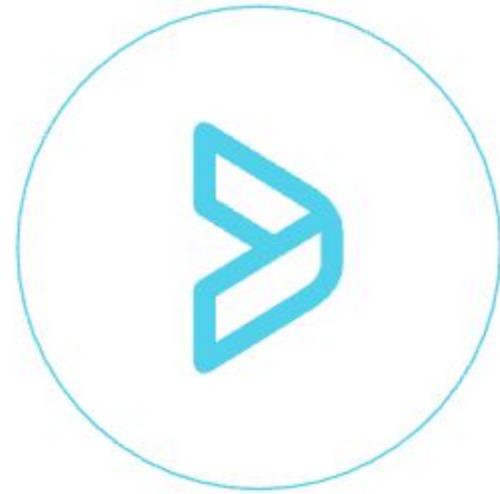
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Logo

Logo icon colors lockup



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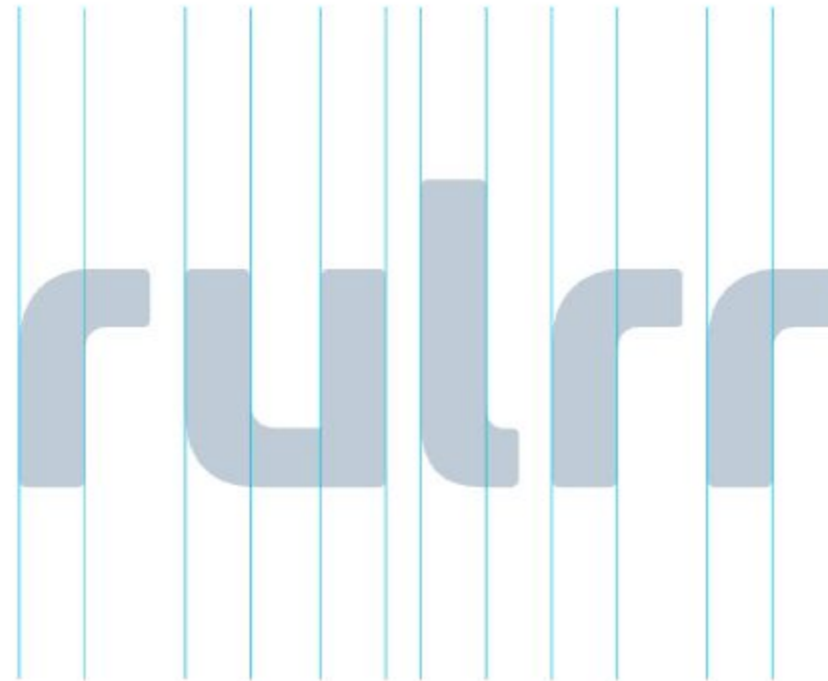
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2.1

| Logo

| Logotype proportion



A few words about the Font:

The 'Matrix' font was created on a tight and precise geometrical grid. This structured series of letters evokes the precision of science– hence Rulrr received its' name. The letters appear simple and accessible with a soft gleam. The stable structure and round edges are not only unique, but versatile as well. This font family can be used in Hebrew and all Latin languages. A variety of more narrow versions of this font is included for designers to promote their specific aesthetics.

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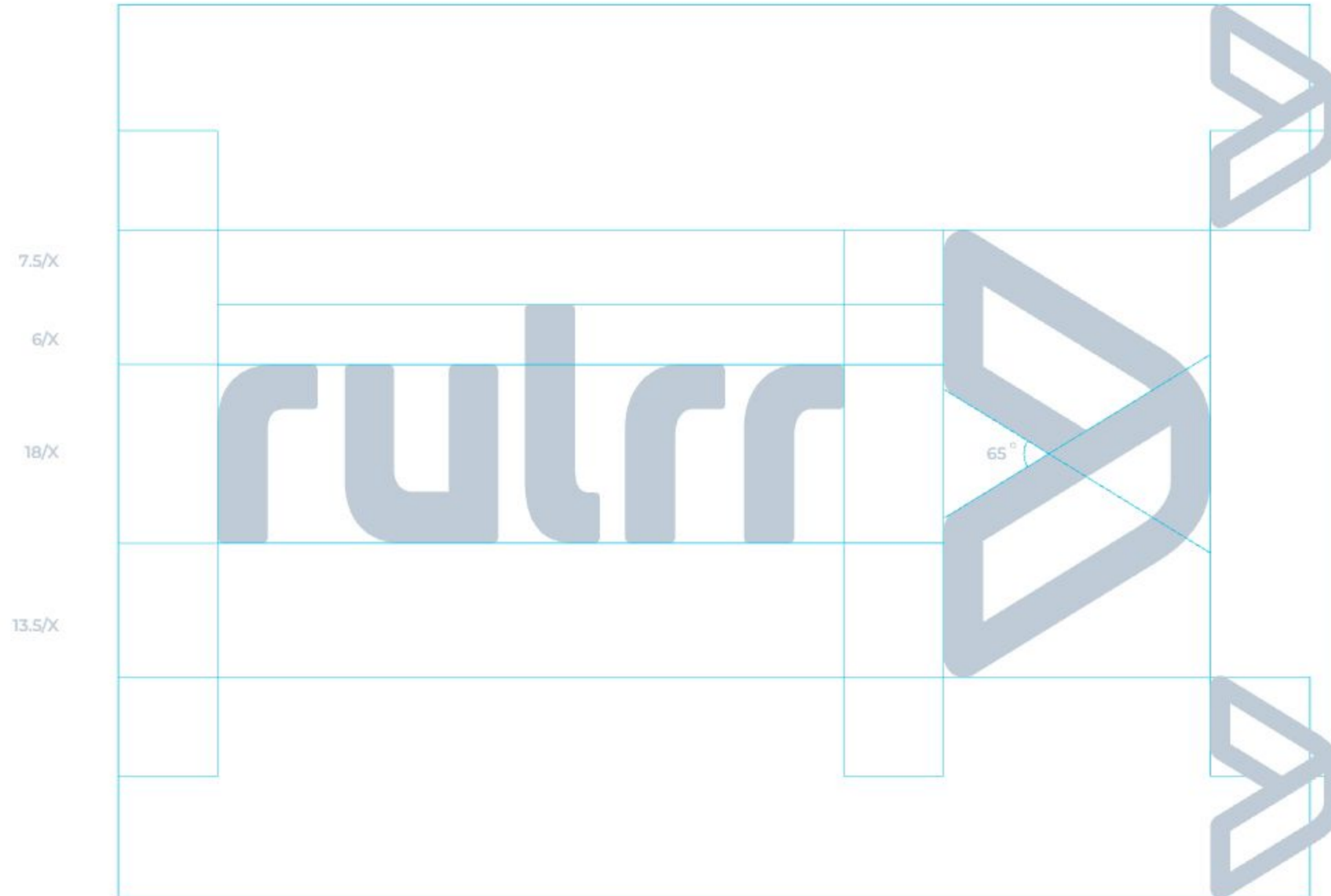
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Logo Proportions

The following proportions should be strictly applied to the logo.



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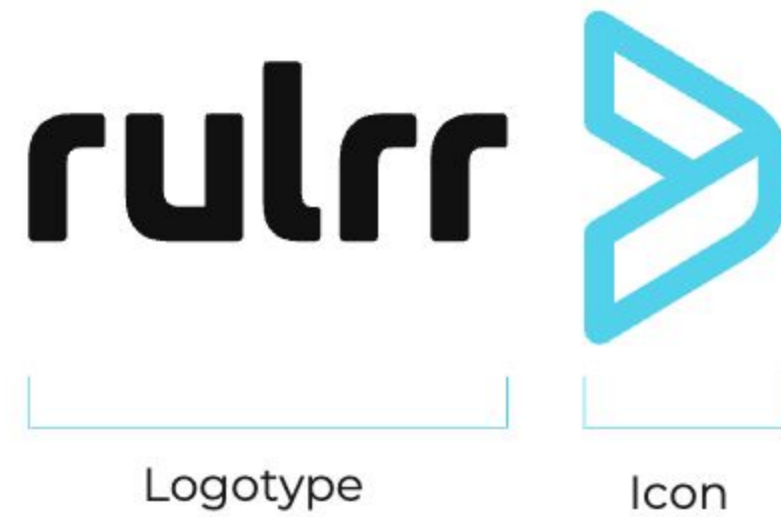
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| Logos Components

| Rulrr logo is comprised of an Icon and a logotype, both of which can appear seperately, or together.



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| Primary Logo, White Background

| The primary logo should be utilized in most applications.
If the primary logo can't be seen properly, the secondary logo may be used..



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Secondary Logo, White background

If the primary logo can't be seen properly, use the secondary logo.
The type is x/2 of the main type size.



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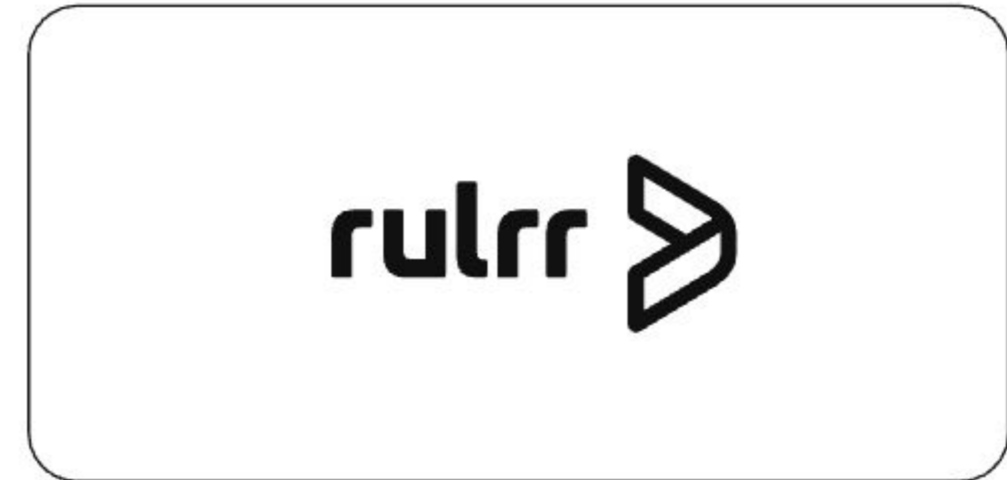
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2.1

| Absolut Color

| Main logo horizontal



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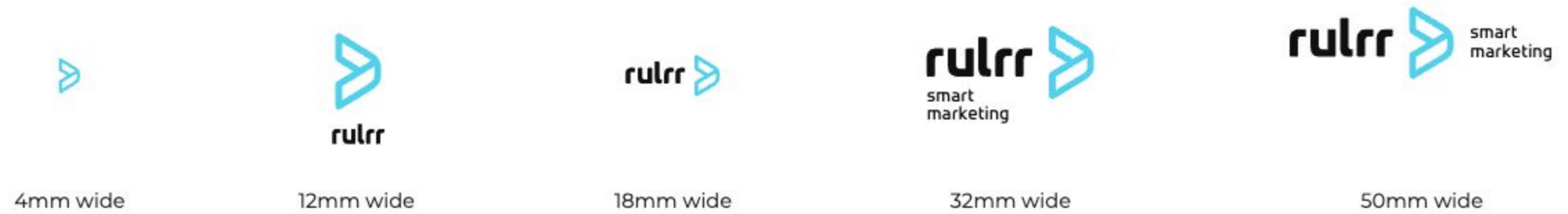
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| Logos Scale

| Main logo Horizontal

rulrr logo is designed to suit both print and digital purposes, and should be scaled no smaller than the following:



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- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

2.1

Logos Dont's

The following restrictions should be applied when implementing the logo.



Don't alter the color specifications of the logo.



Don't compress or distort the logo!



Don't place the logo in a bright color background



Don't change the logotype.



Don't alter the icon's proportions within the logo.



Don't flip the logo.



Don't outline the logo.



Never use a heavy Drop shadow effect!

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- 3.4 Supporting Elements

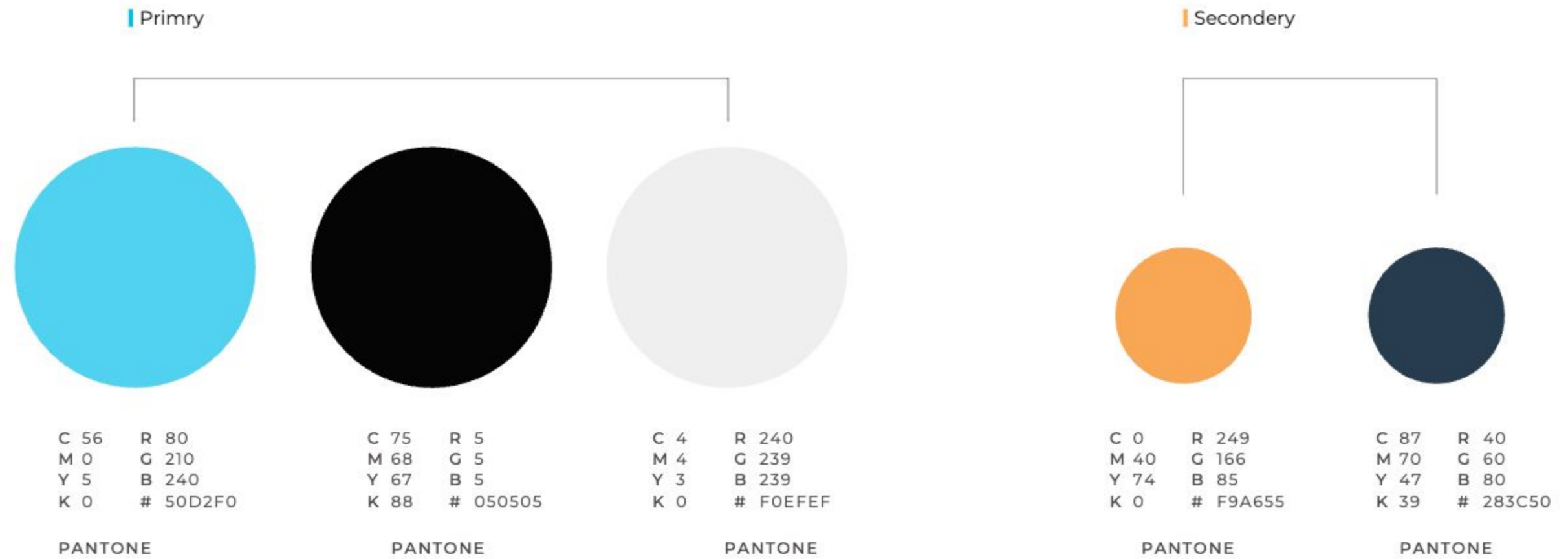
4.0 Brand Applications

- 4.1 Square grids
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2.2

Brand Colors

Brand color hierarchy



1.0 Brand Strategy

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2.3

Brand Typographic Hierarchy

| Brand Fonts hierarchy and uses

| Display Text font

Montserrat

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

| Headings

Fb MatritsaEn

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

| Human element

PATRICK HAND SC

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

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- 4.6 Buiseness Card
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2.3

Brand Paragraph Hierarchy

Text proportions A

3x pt
Matrisa Bold / Light

This is a Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

x pt
Montserrat Regular

2x pt
Patrick Hand SC

CALL TO ACTION!

1.0 Brand Strategy

- 1.1 Narrative
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2.3

Brand Paragraph Hierarchy

Text proportions B

5x pt
Matrisa Bold

Heading

2x pt
Matrisa Medium

sub heading

1.5x pt
Matrisa Medium

Devider text goes here

x pt
Montserrat Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

2x pt
Patrick Hand SC

CALL TO ACTION!

1.0 Brand Strategy

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2.3

Brand App Typography

| Will use Montarreset diffrent

| Light

Montserrat

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

| Semi Bold

Montserrat

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

| Medium

Montserrat

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

| Bold

Montserrat

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

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2.4

Imagery

We empower store owners with real human images, they are the heart of their business



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2.4

Background & Overlays

When more depth is needed it is recommended to use a background.
An overlay with "Screen" Blend mode can be used to increase noticeability or to be used as a light source.

White background / overlay



Black background / overlay



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2.5

rulrr Iconic Orbs

The rulrr 'Iconic Orbs' is the main element merging the tech feel with the physical world. The ratio of the 'Iconic Orbs' will always be 1.61 (golden ratio). The orbs will always appear in the brand colors.

Acceptable Proportions

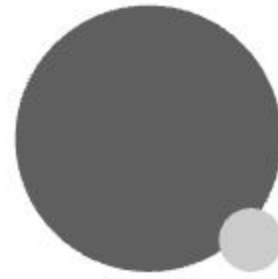
The large orb will be x so the smaller one will be $x/1.61$



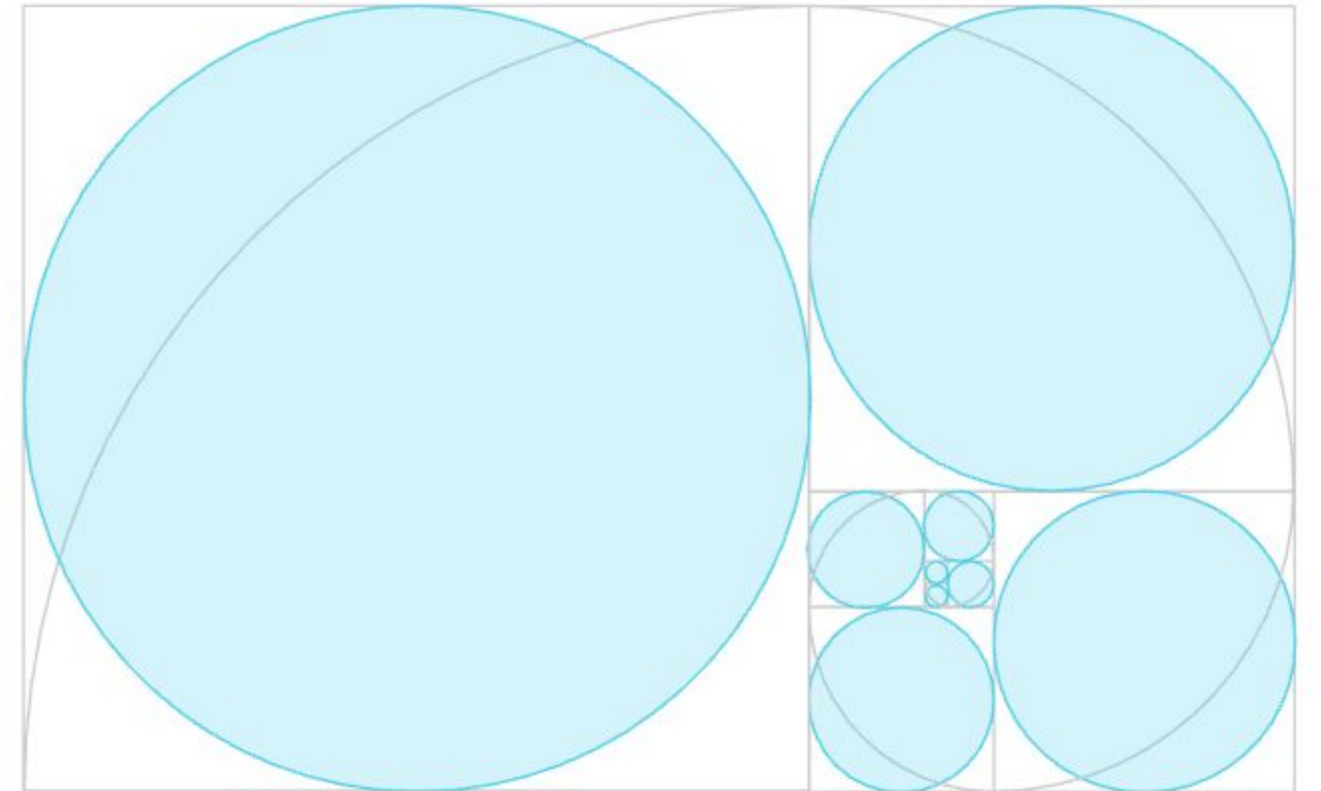
$x/1.61$



$(x/1.61)/1.61$



$((x/1.61)/1.61)/1.61$



1.0 Brand Strategy

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- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

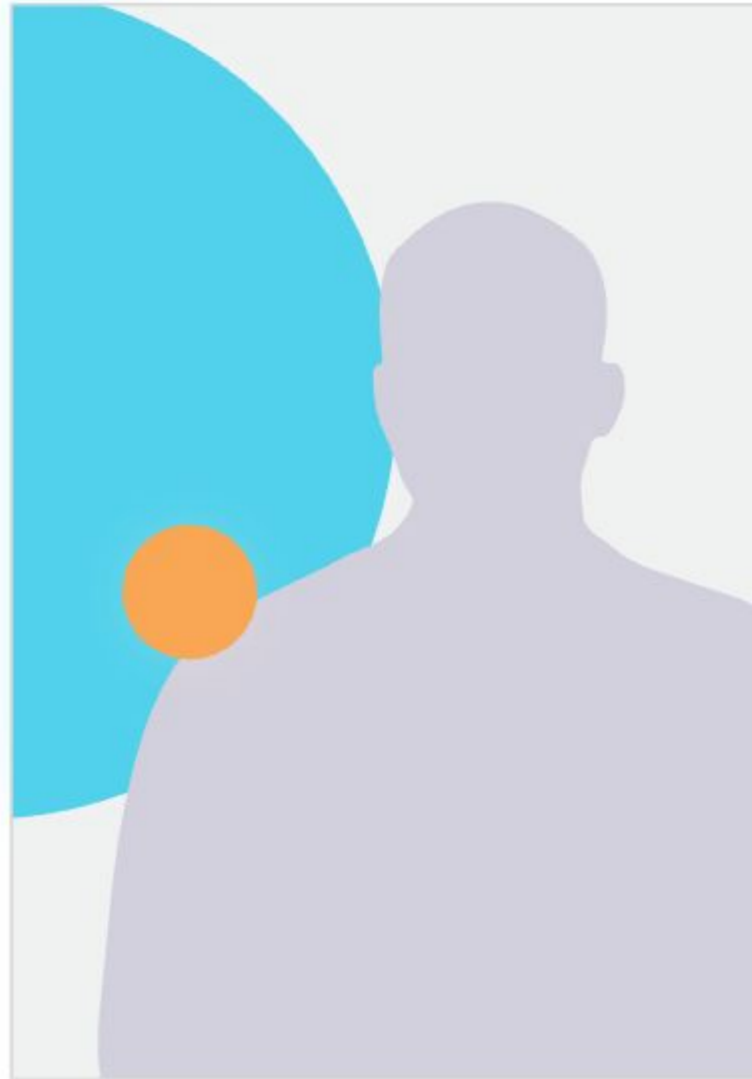
4.0 Brand Applications

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- 4.5 App Guide
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- 4.8 Going Big

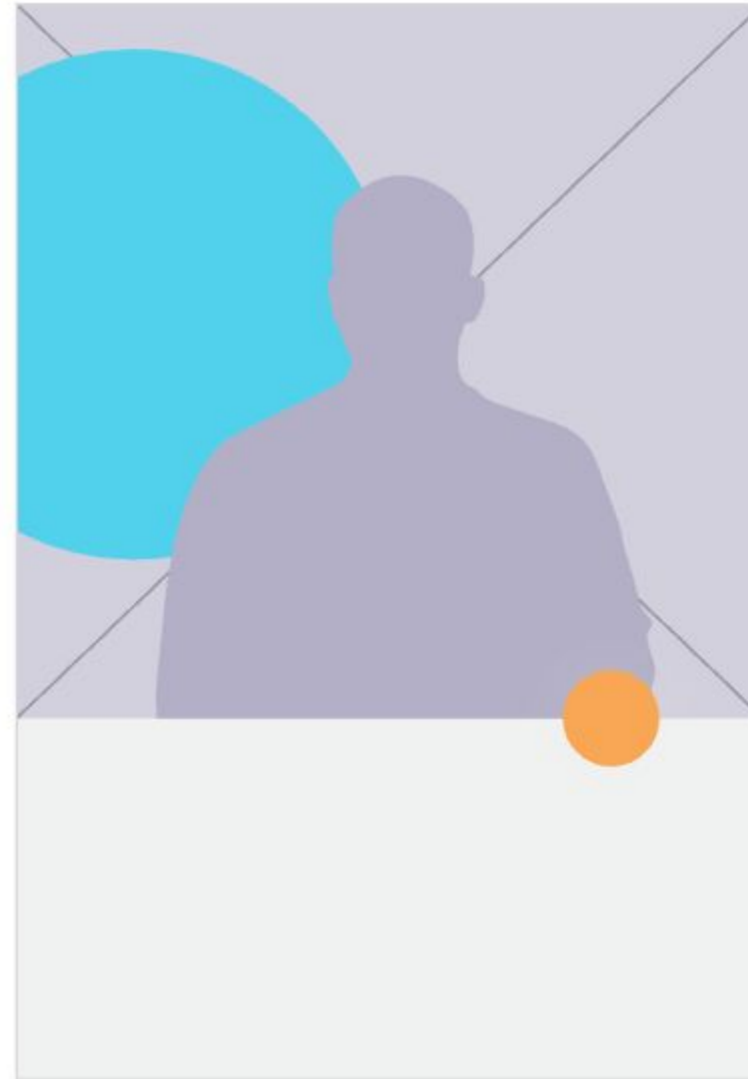
2.5

rulrr Iconic Orbs

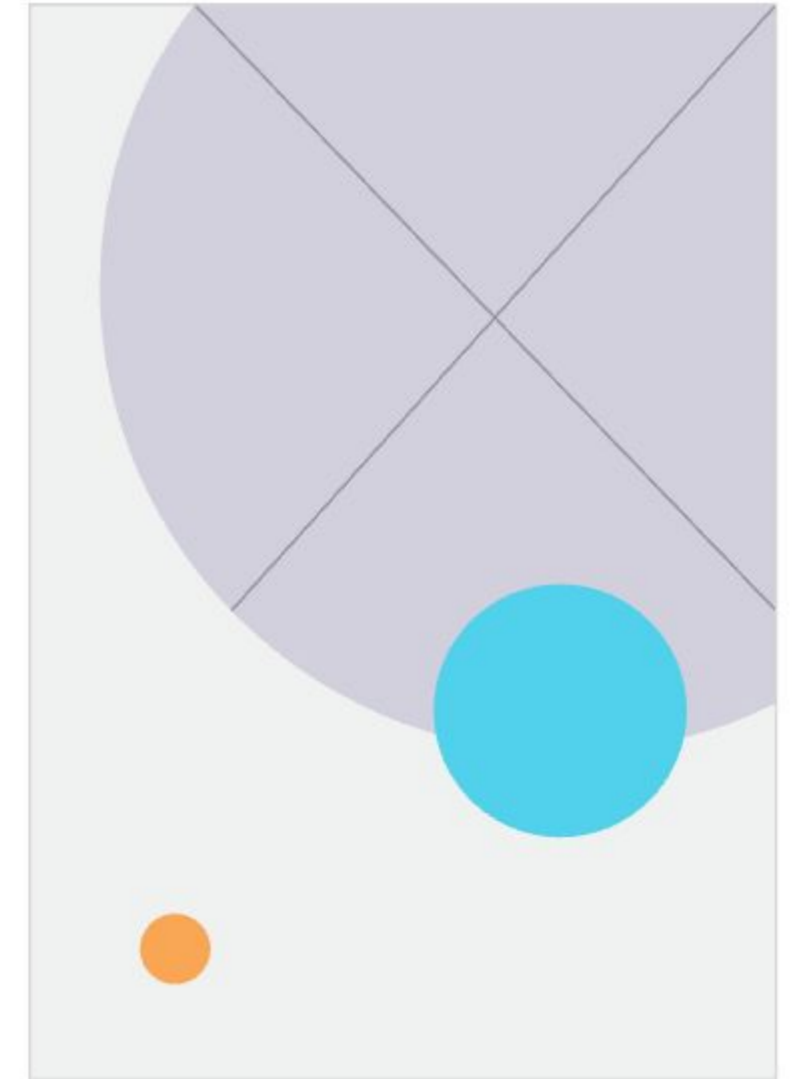
| How to use the 'Iconic Orbs'



Overlap the orbs



Place the orbs in the background and the foreground



Balance the orbs with the image and/or background



1.0 Brand Strategy

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- 2.5 *rulrr Iconic Orbs*
- 2.6 *rulrr Glass*
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- 4.8 Going Big

2.5

| The rulrr Glow

Outer Glow

Mode : Screen # **F9A655**
Opacity : 50%
Blur : 15-35px

Outer Glow

Mode : Screen # **5CFFF3**
Opacity : 50%
Blur : 15-35px

The rulrr Glow

When using the orbs on a black background, we always add the "Outer Glow" effect.



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- 2.5 rulrr Iconic Orbs
- 2.6 **rulrr Glass**
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2.6

rulrr Glass

Dark Glass

Background blur

Amount 30
Brightness 15
Opacity 30%

White Glass

Background blur

Amount 30
Brightness 15
Opacity 30%

The rulrr glass

will use The glass elemnt when we want to add a small text on a big impact image!



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2.7

| Slogens

| Long

connecting with your customers,
just made possible

| Short

smart
marketing
tool



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| 3.0 Visual assets



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3.1

Icon Set

Supporting graphic elements can be mixed up and used as a media kit for social media. The brand colors are portrayed and contrasted in the background.

Automation



Accessibility



Connectivity



Technology



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4.0 Brand Applications

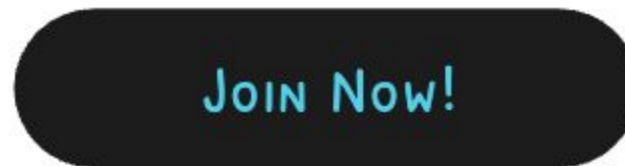
- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
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- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
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3.2

Buttons

Call To Action

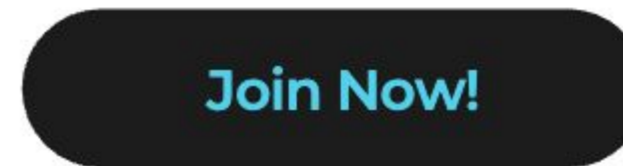
Human Element



hover glow



Tech Style



hover glow



1.0 Brand Strategy

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3.3

Decorative pattern

For packaging or digital uses against a soft background



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3.4

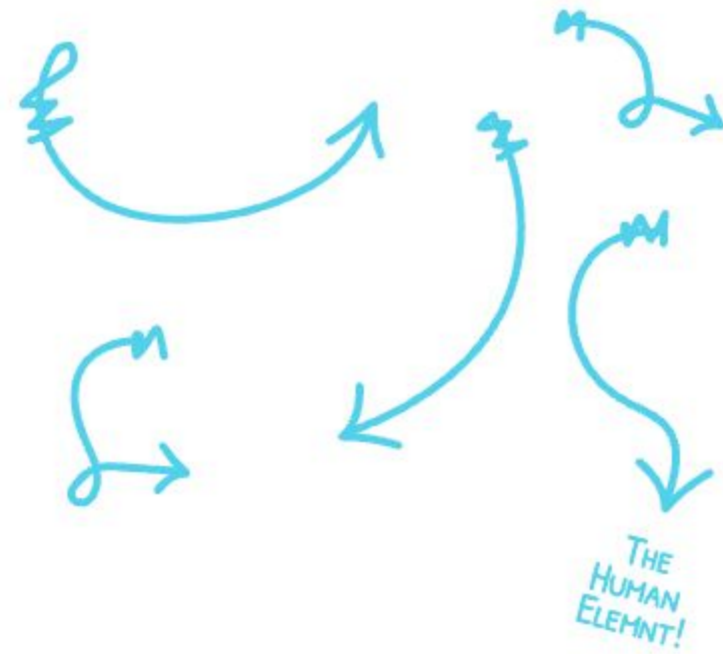
Supporting elements

Supporting graphic elements can be mixed up and used as a media kit for social media. The brand colors are portrayed and contrasted in the background.



Arrows Kit

This feature adds a personalized touch while drawing attention to the 'call to action' or any other element.



rulrr crosshair

This is used to highlight or target important content.

Irulrr Tags



Headline

Headline



Headline



Headline

Headline



Headline



lets go!

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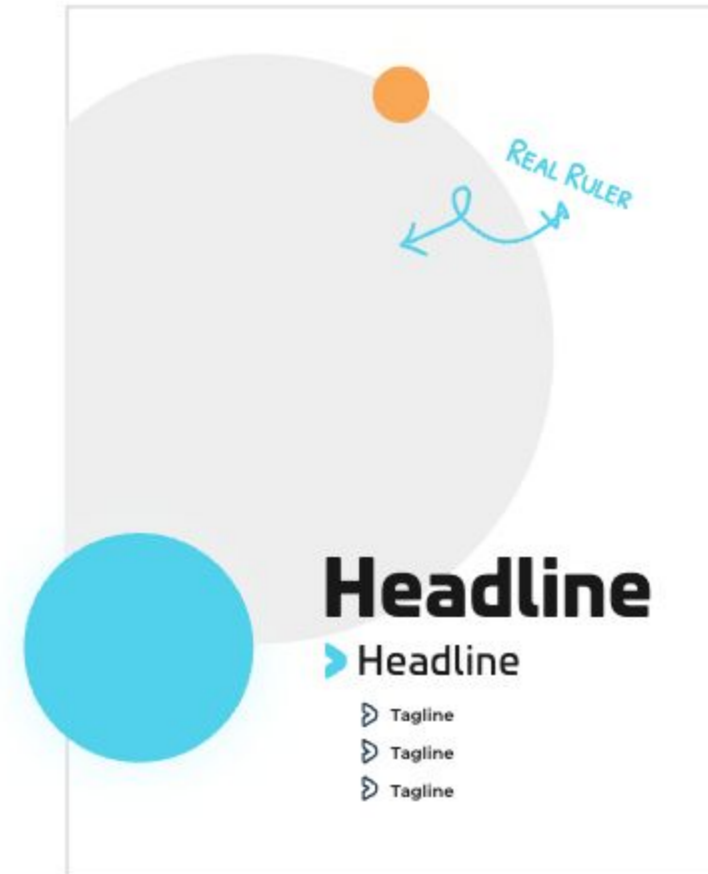
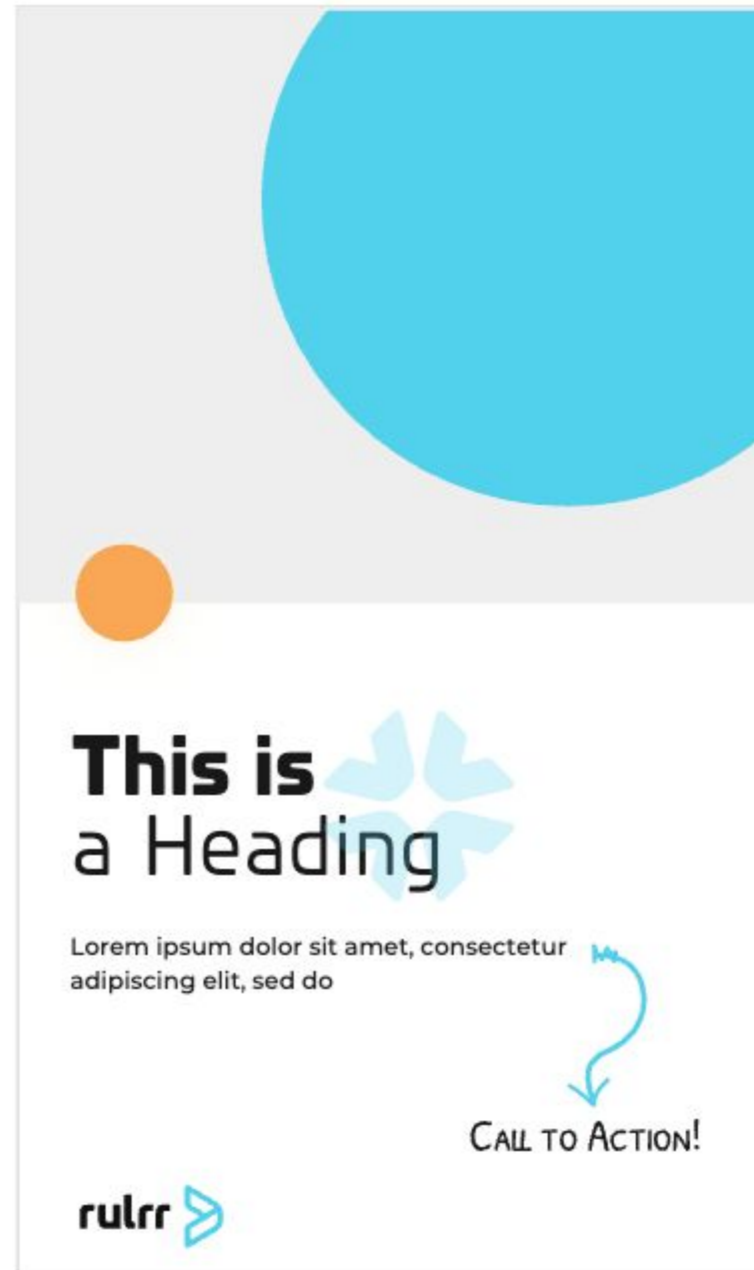
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3.4

Supporting elements



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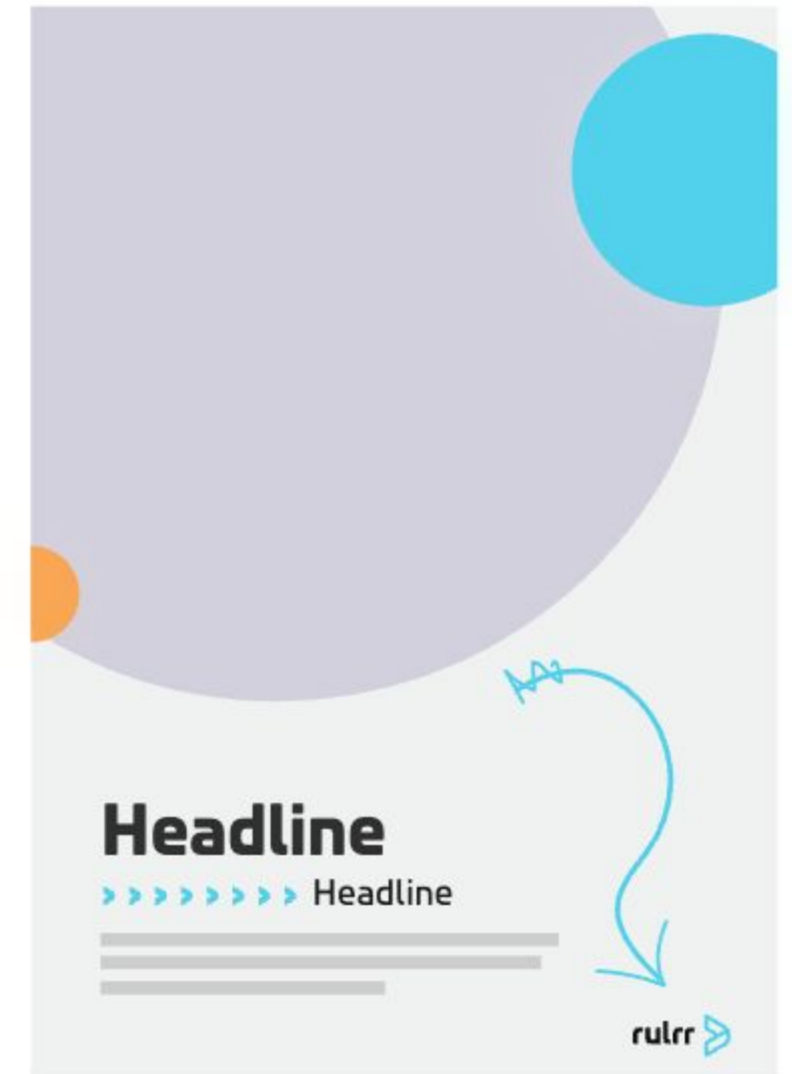
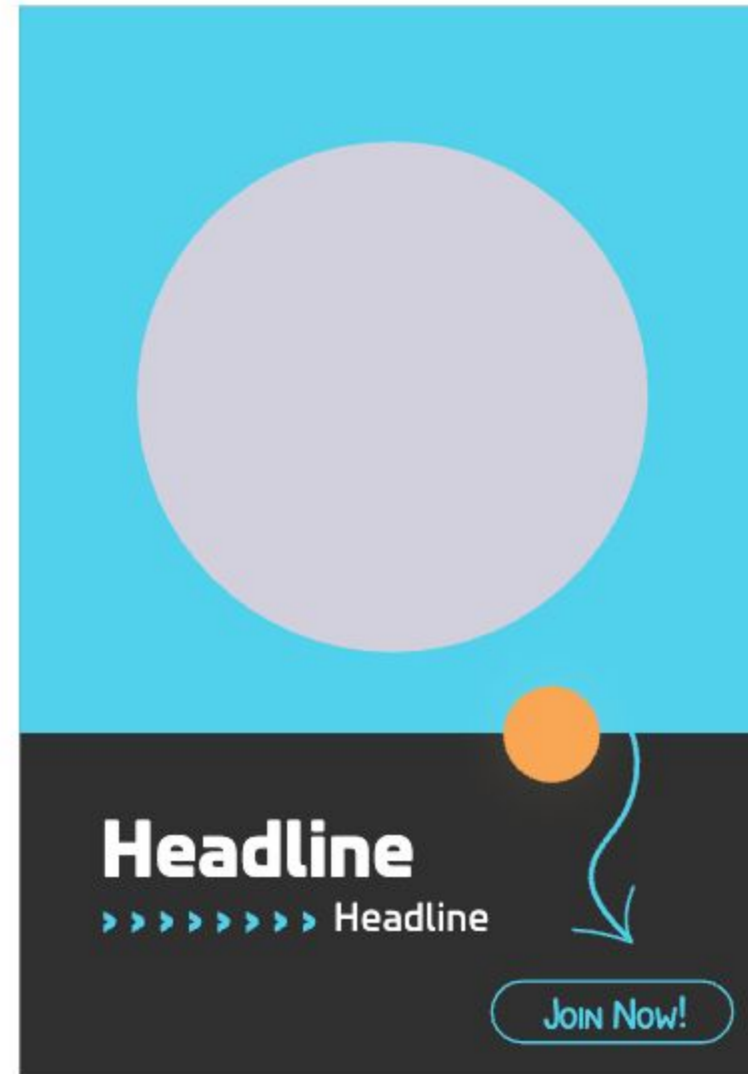
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3.4

Supporting elements



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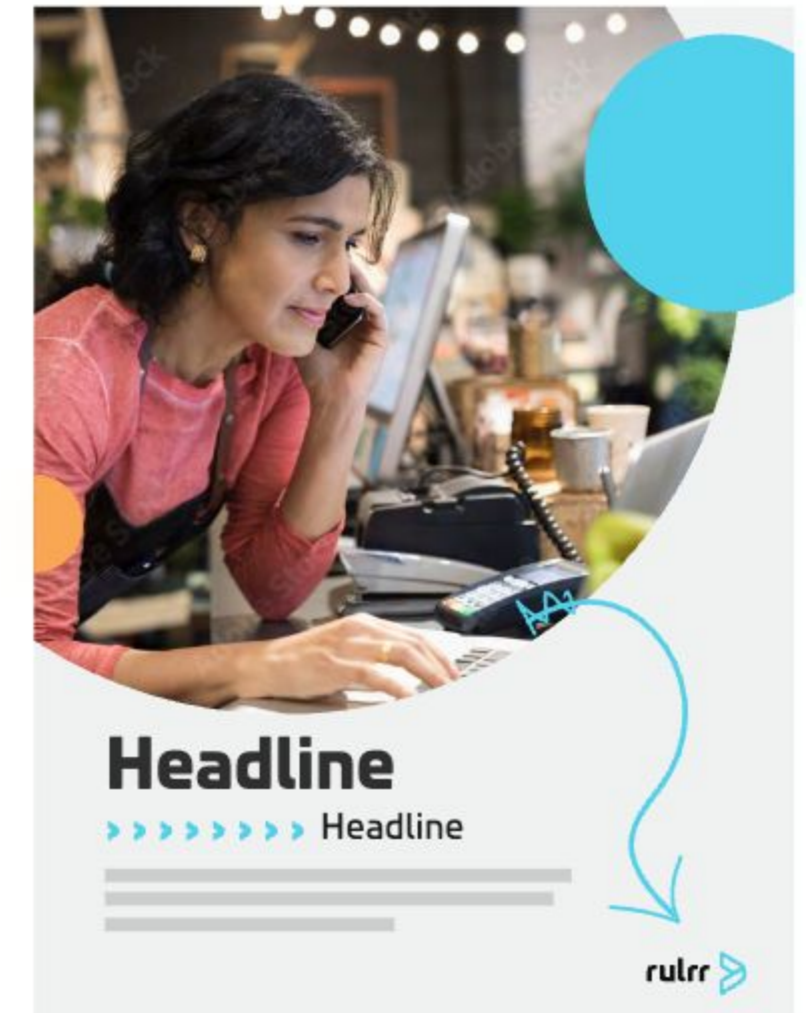
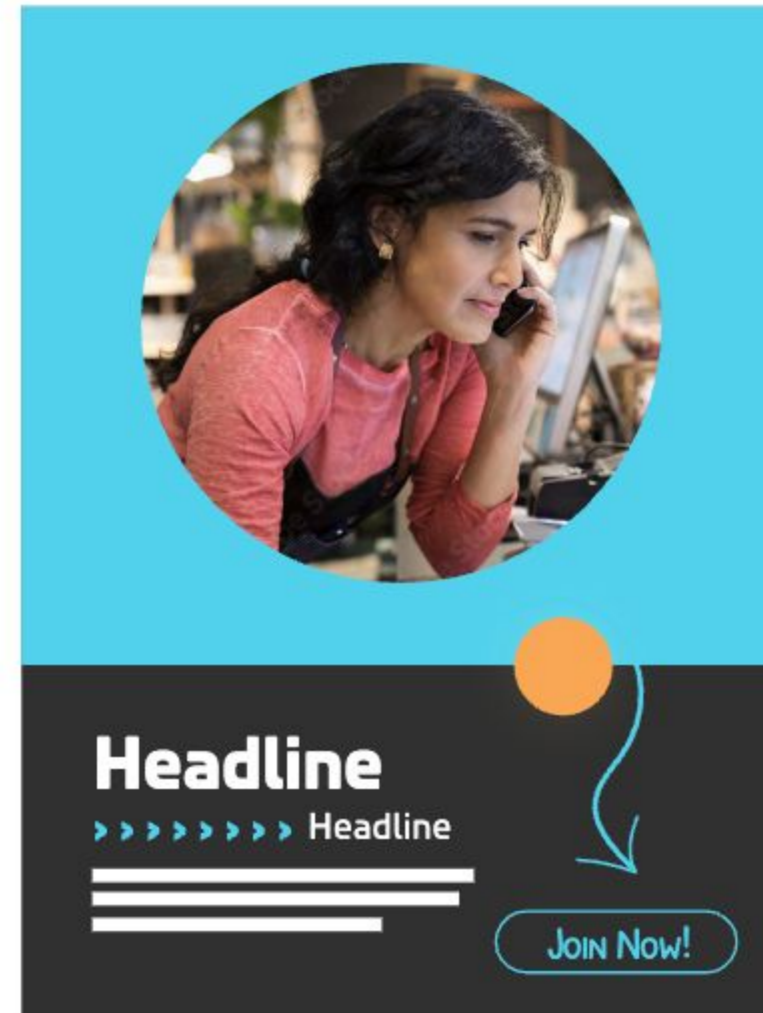
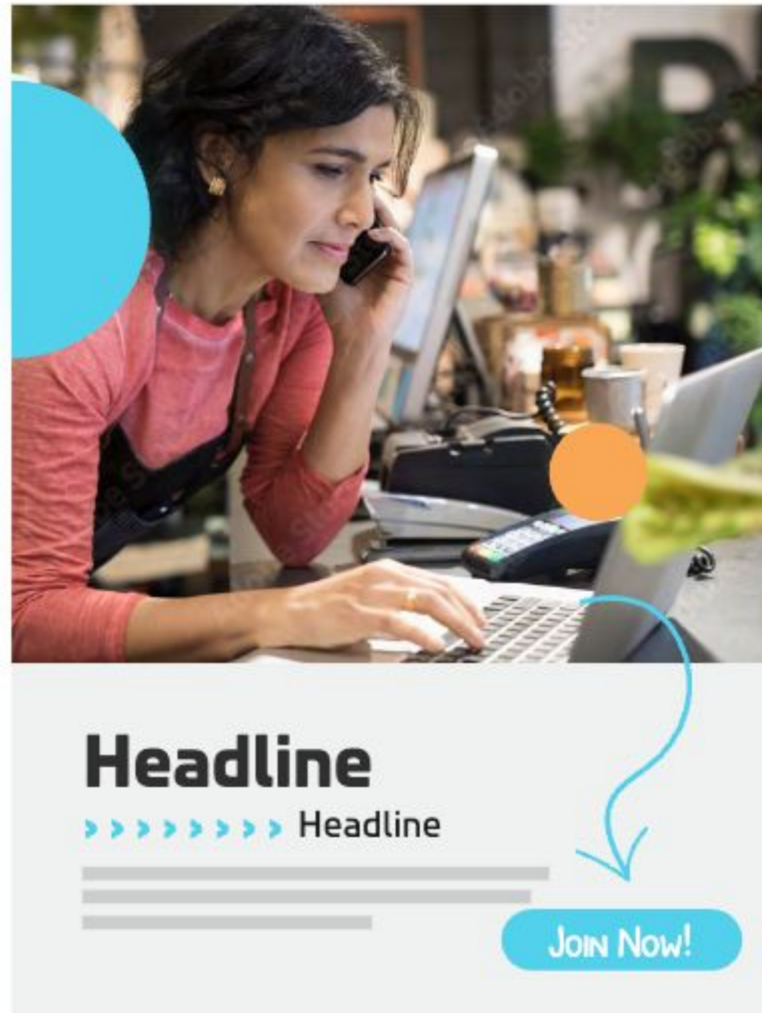
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Supporting elements



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- 2.7 Slogens

3.0 Visual assets

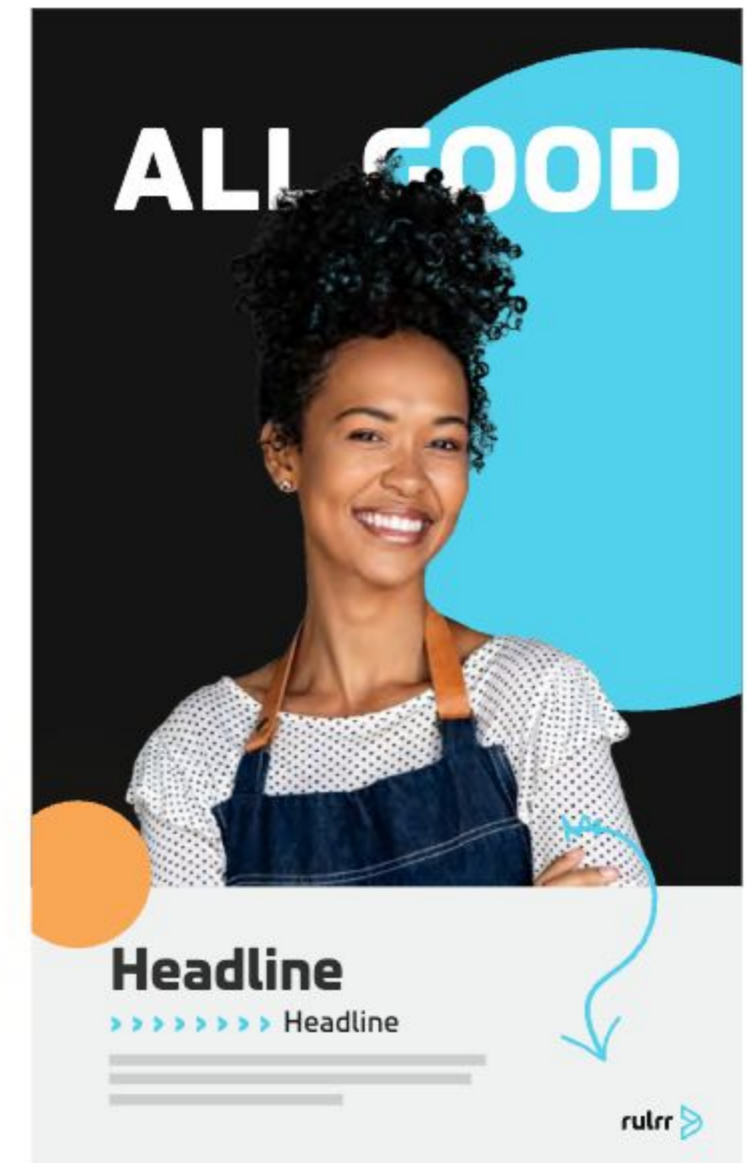
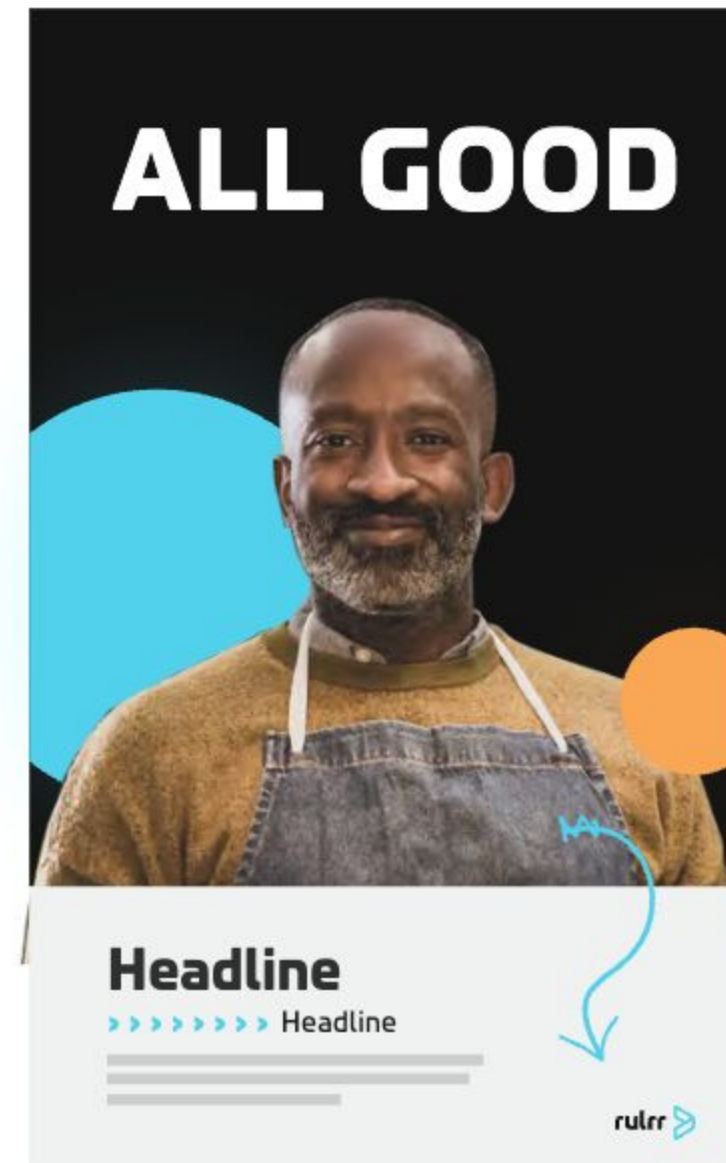
- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

3.4

Supporting elements



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

3.4

Supporting elements



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

3.4

Supporting elements



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

| 4.0

Brand Applications



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

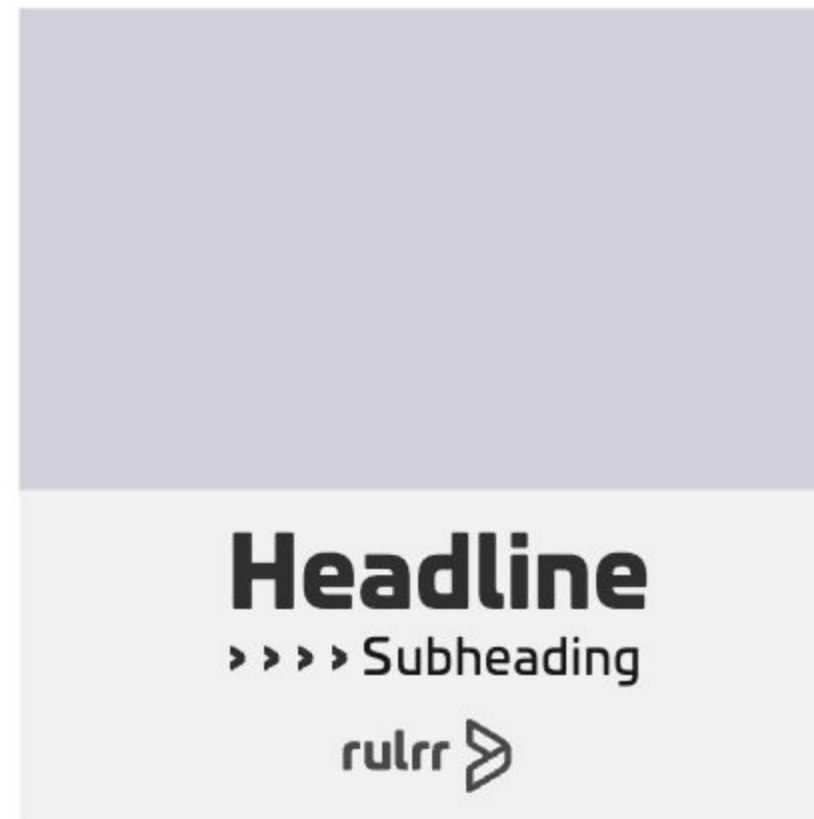
4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buisness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.1

Social Media

Post Grid A



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

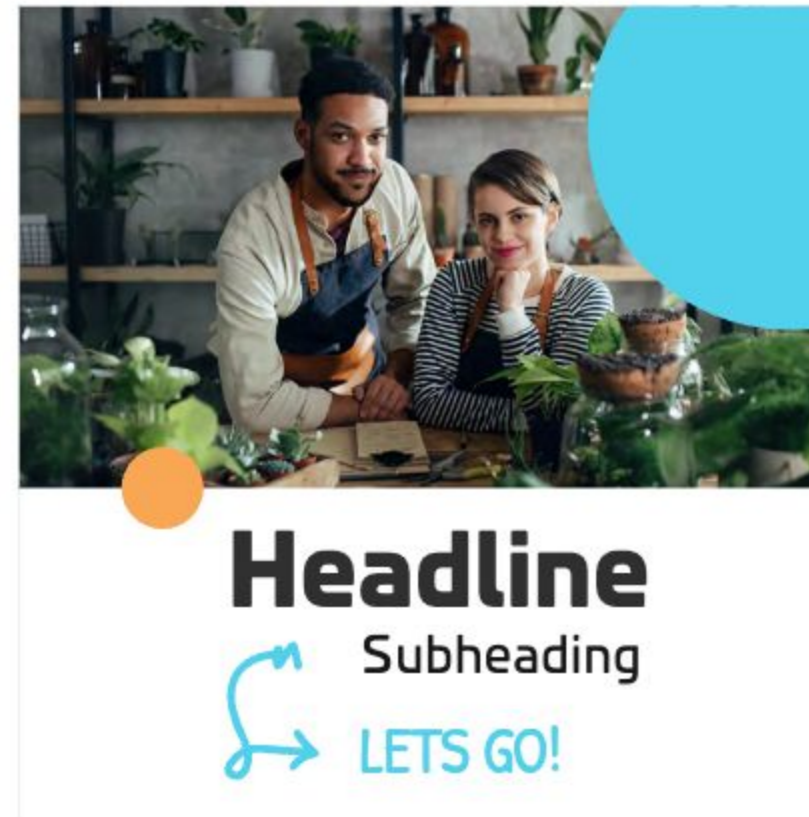
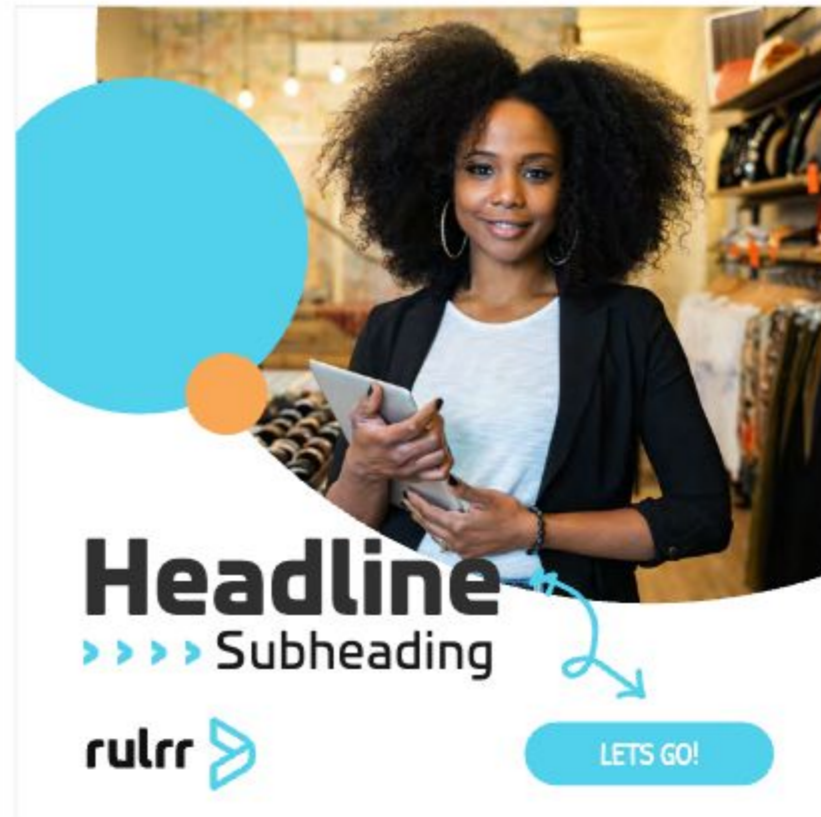
4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.1

Social Media

Post Grid A Light



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

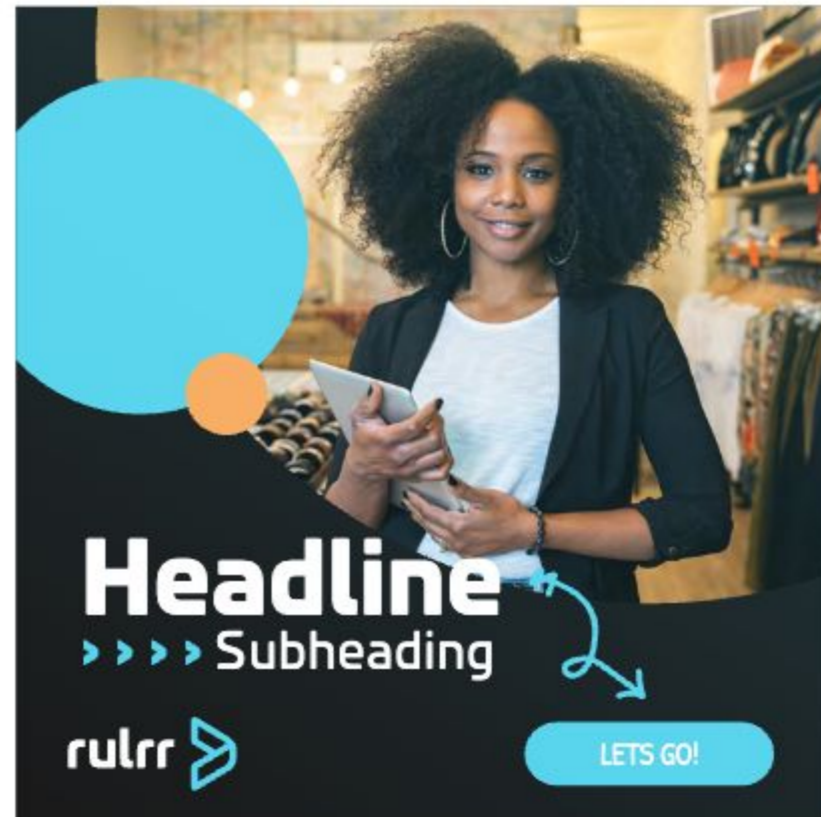
4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.1

Supporting elements

Post Grid A Dark



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

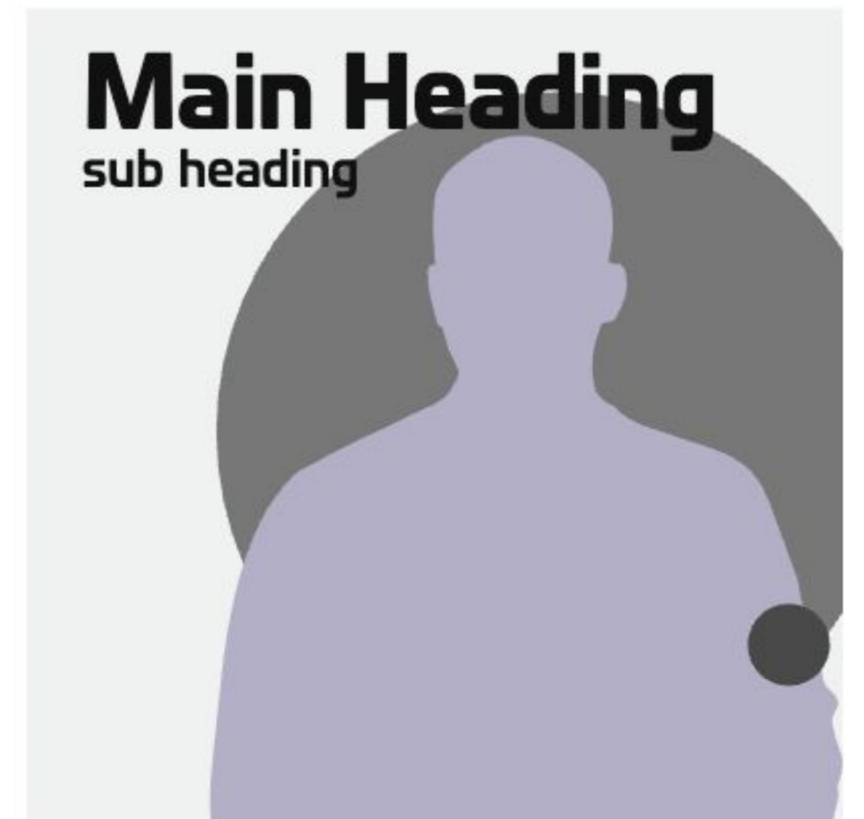
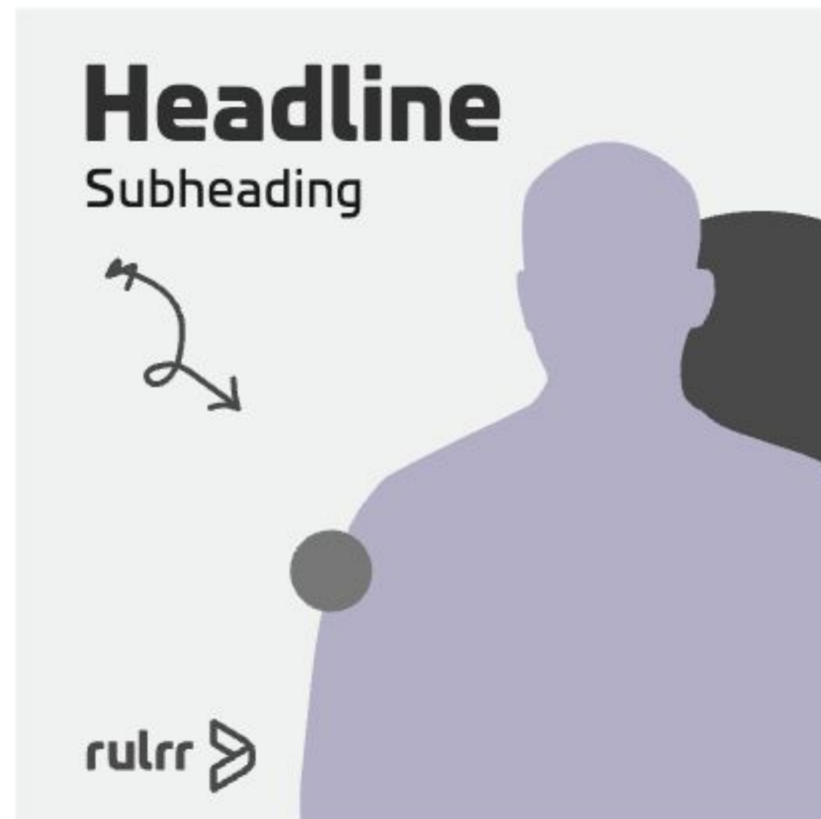
4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.1

Social Media

Post Grid B



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

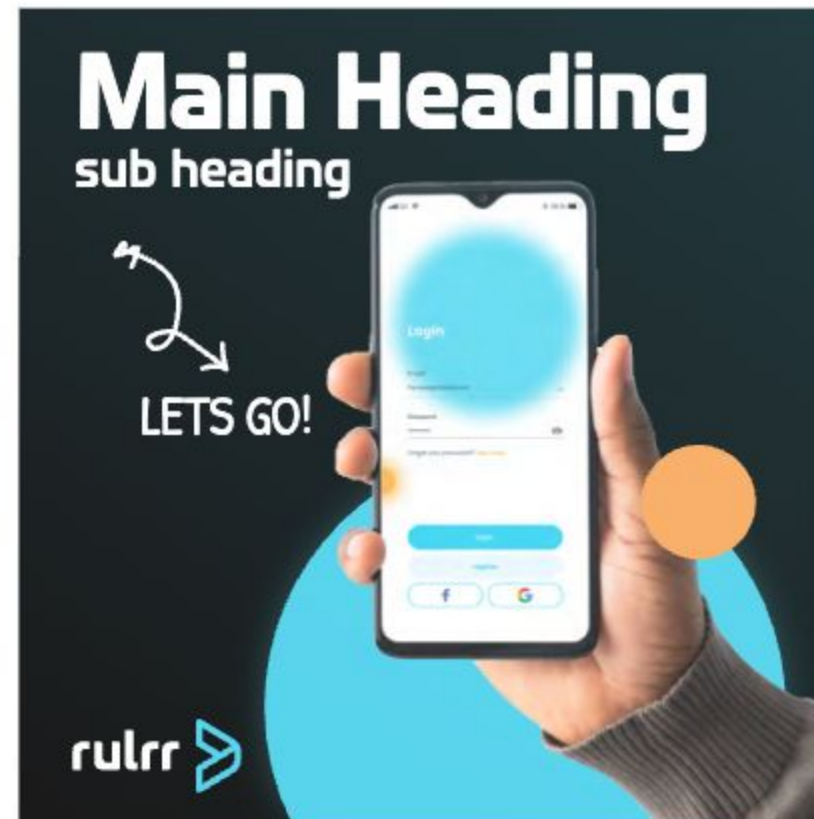
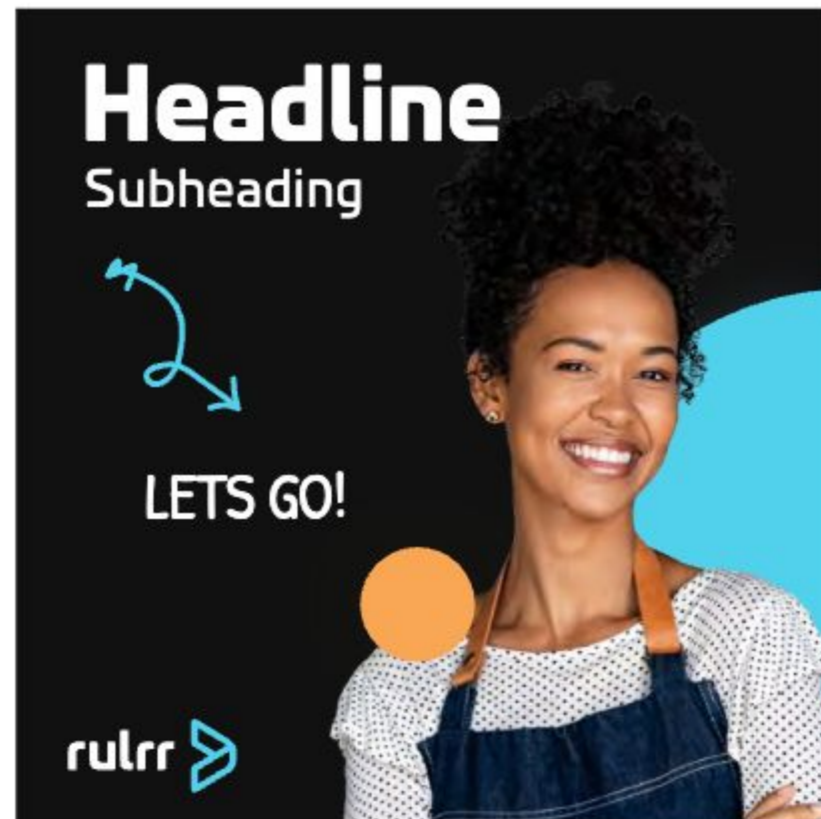
4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buisness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.1

Social Media

Post Grid B



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

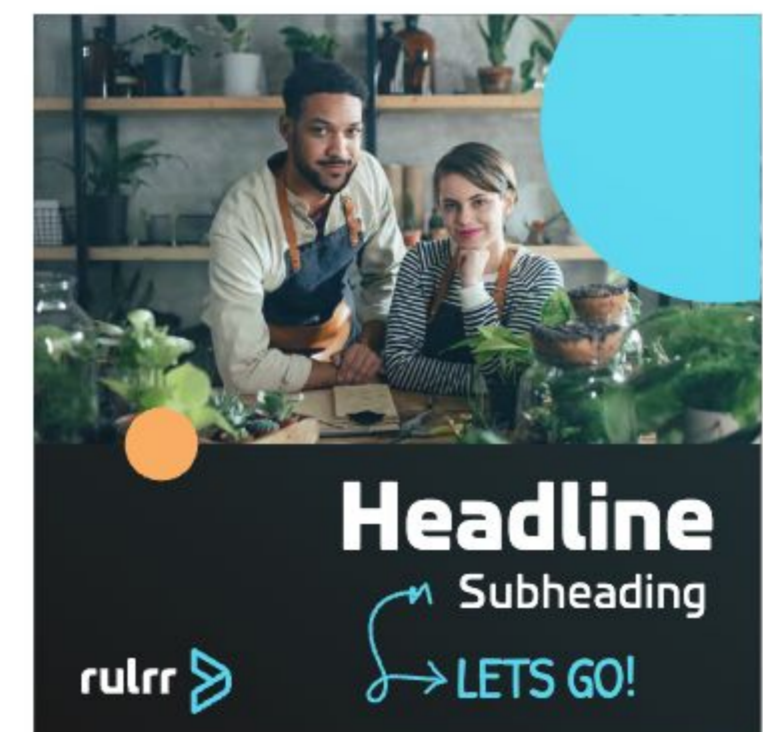
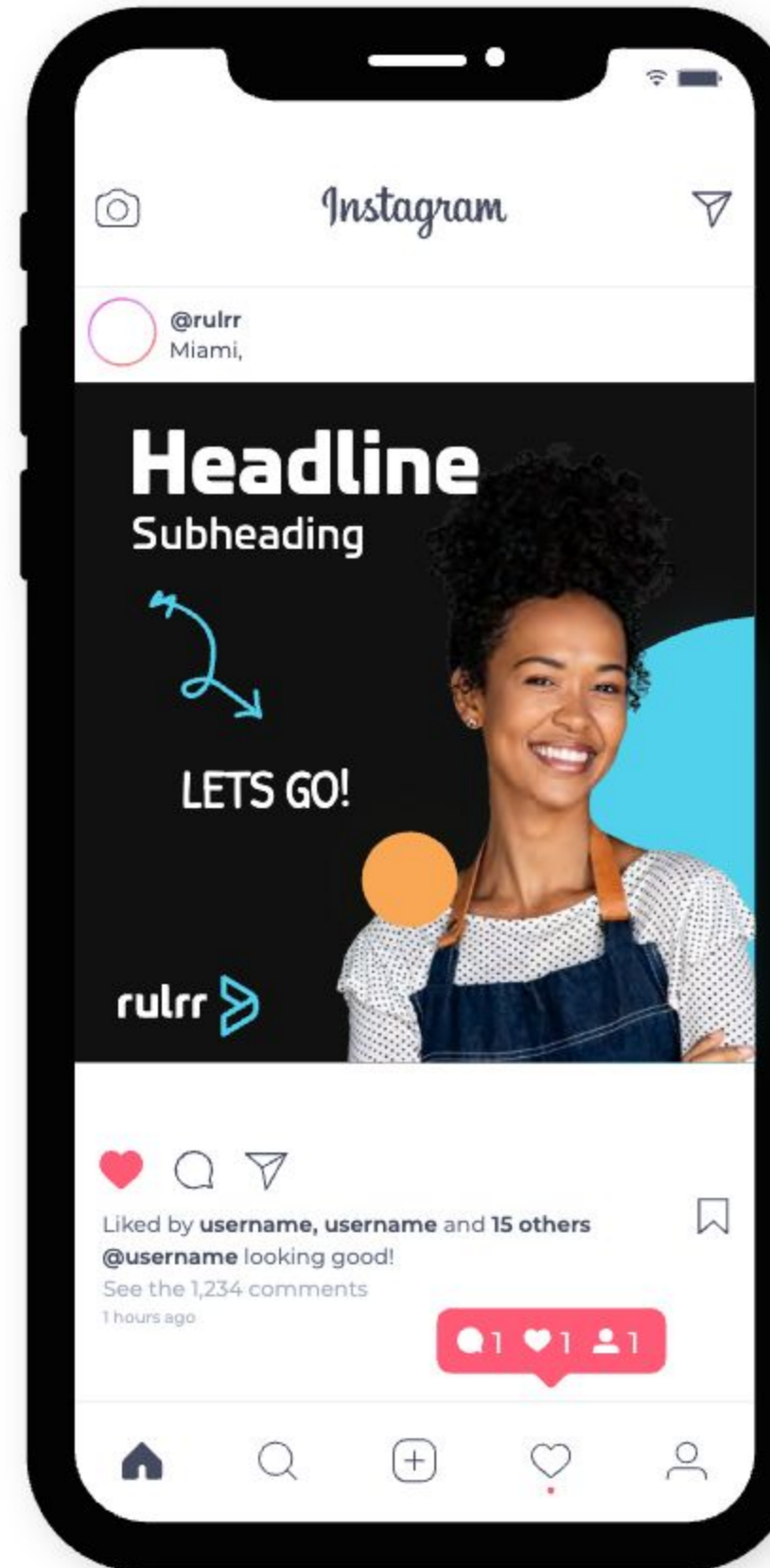
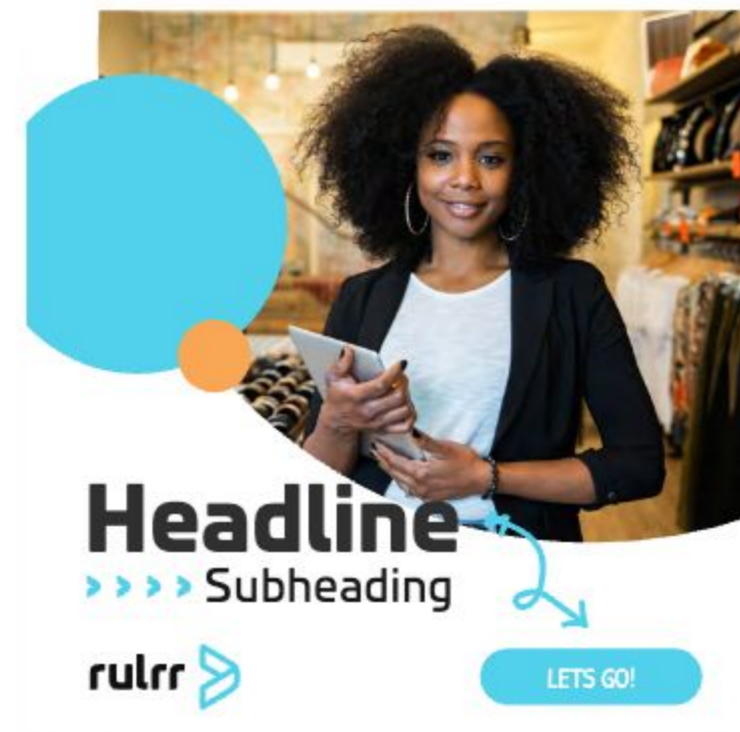
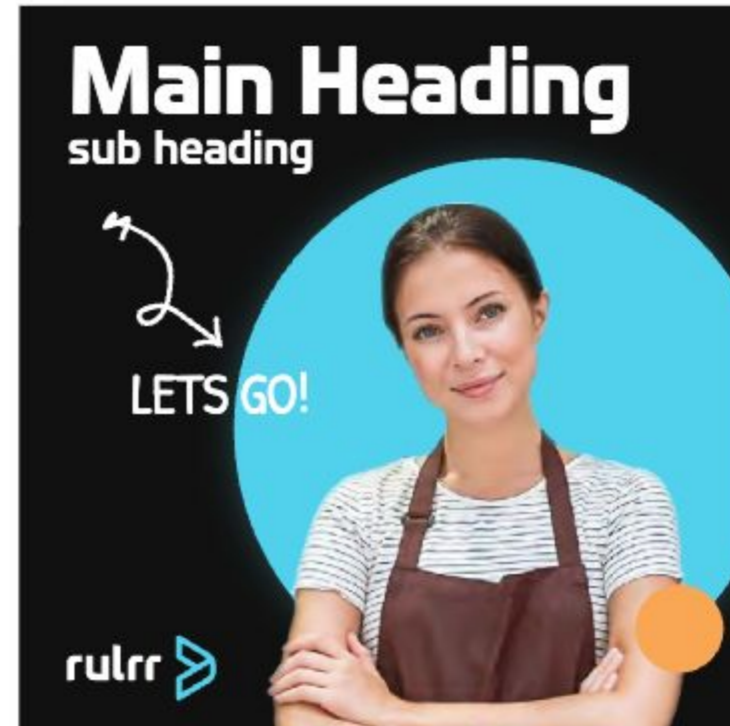
3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.1



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rullr Iconic Orbs
- 2.6 rullr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

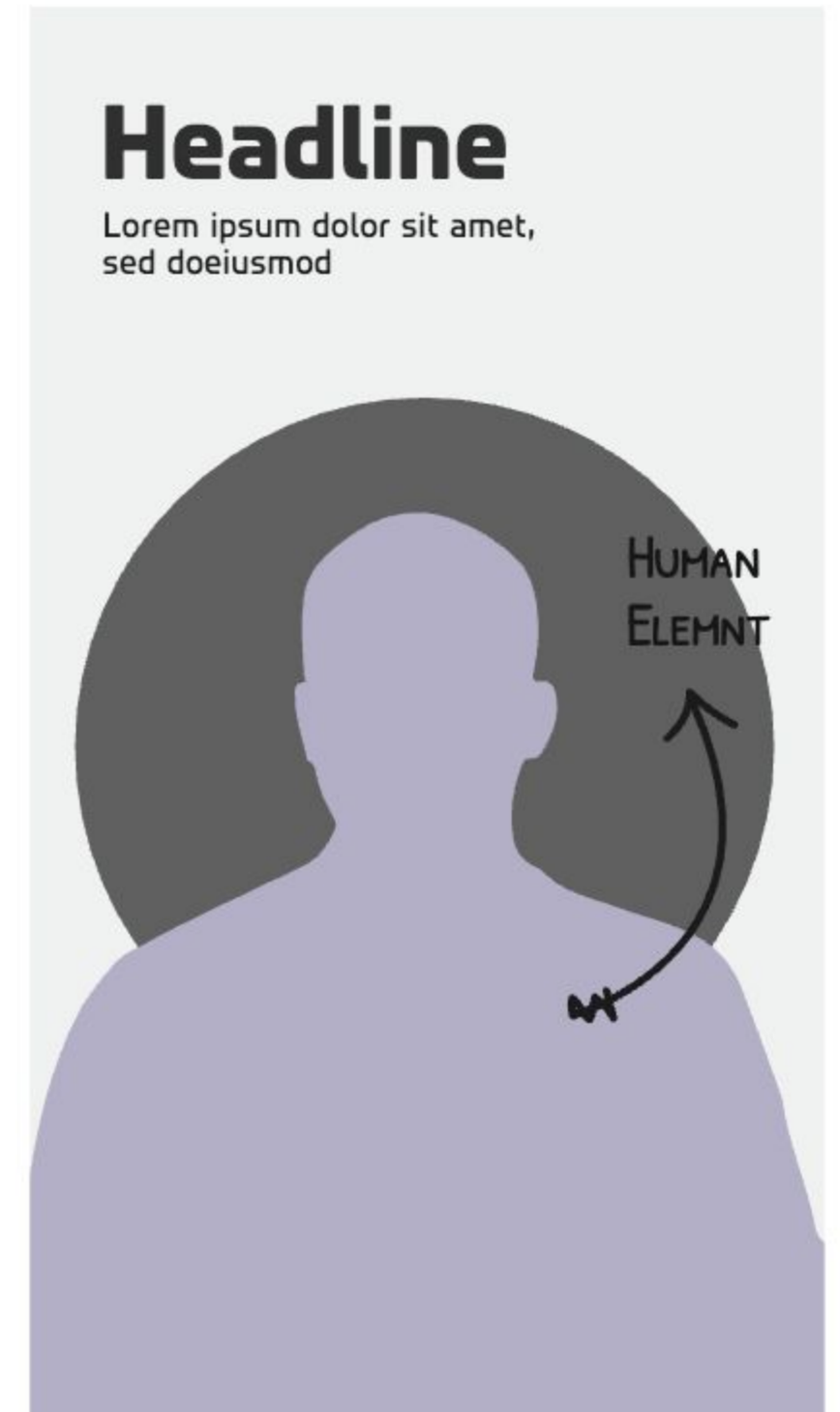
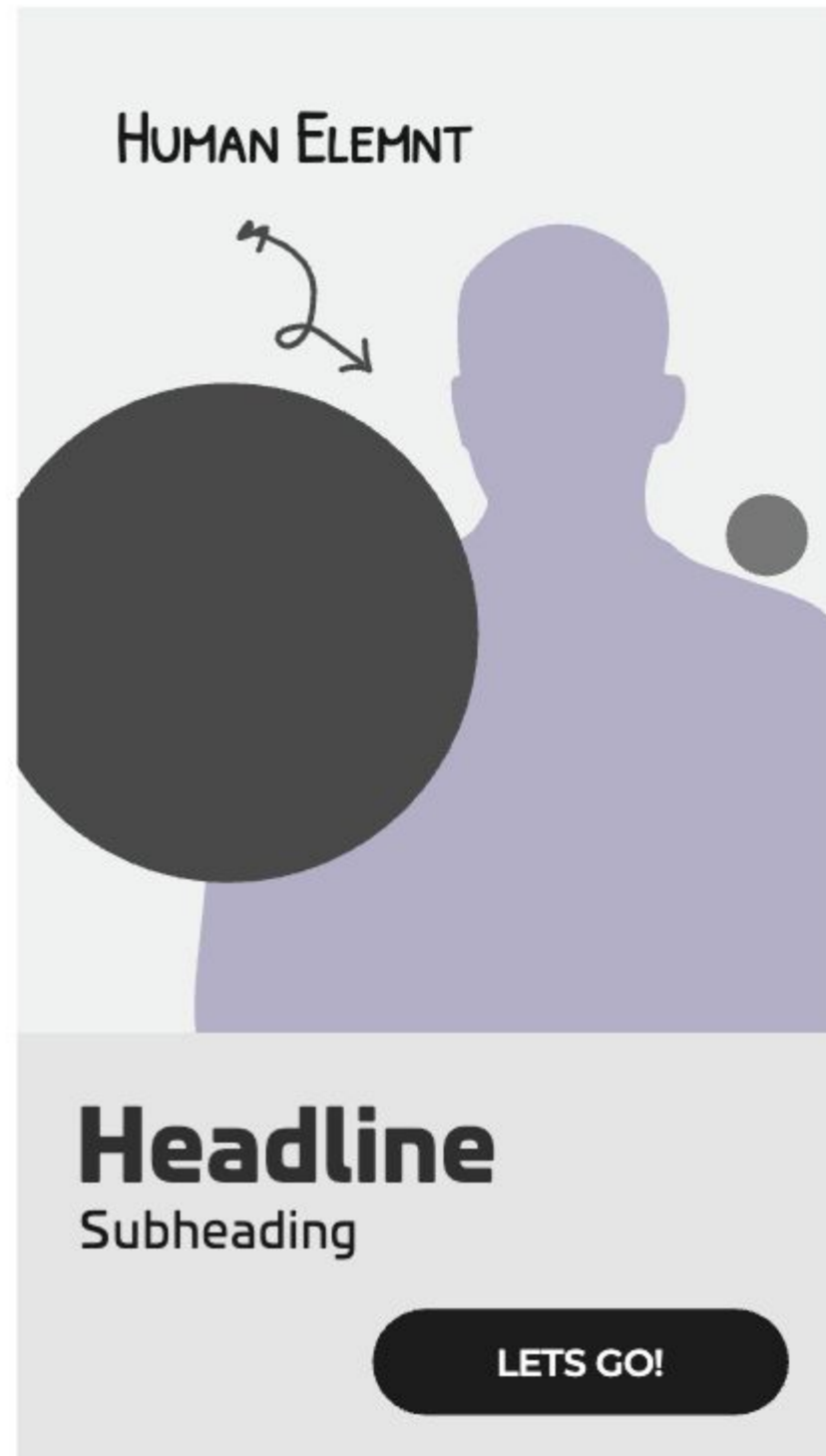
4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.2

Social Media / Print

Vertical Grids



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

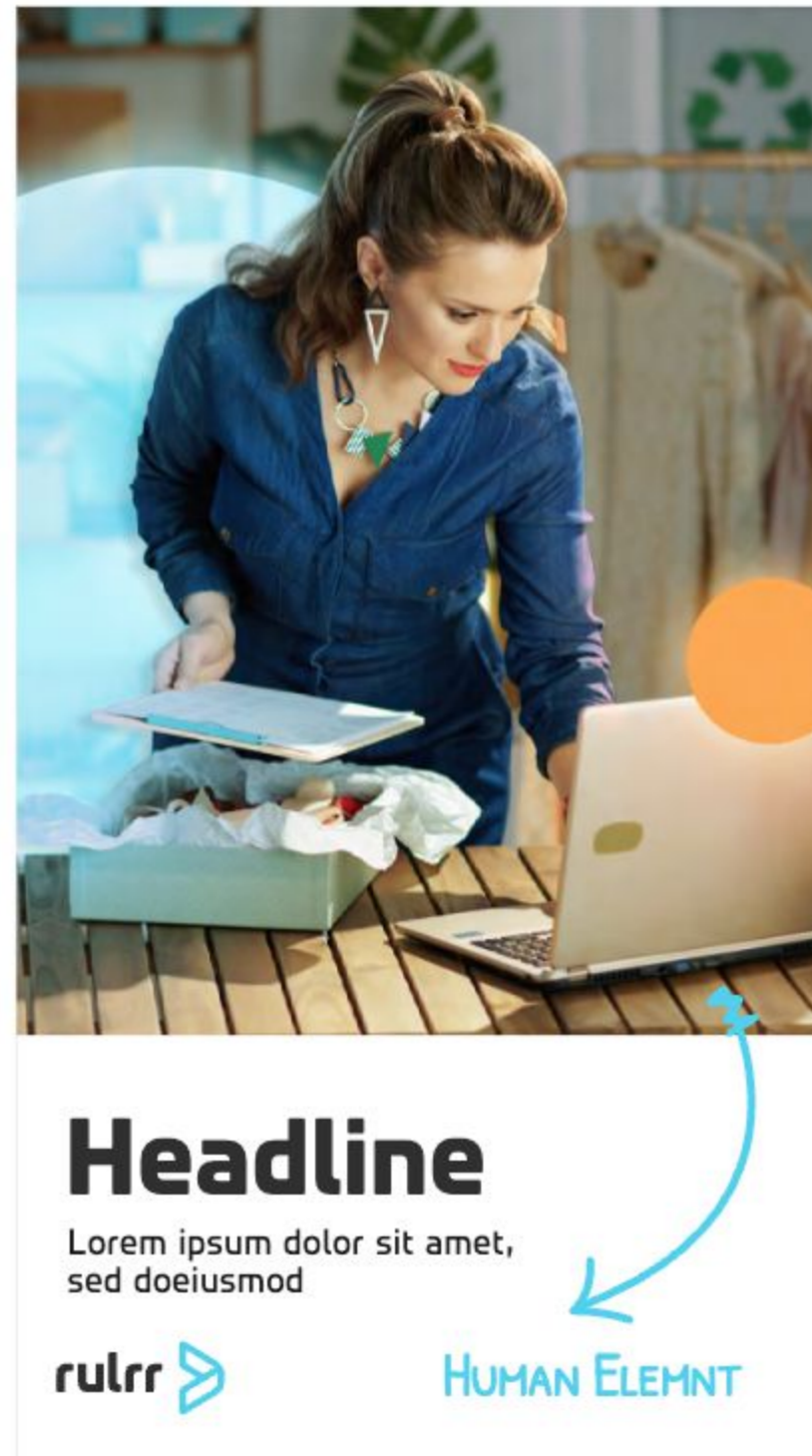
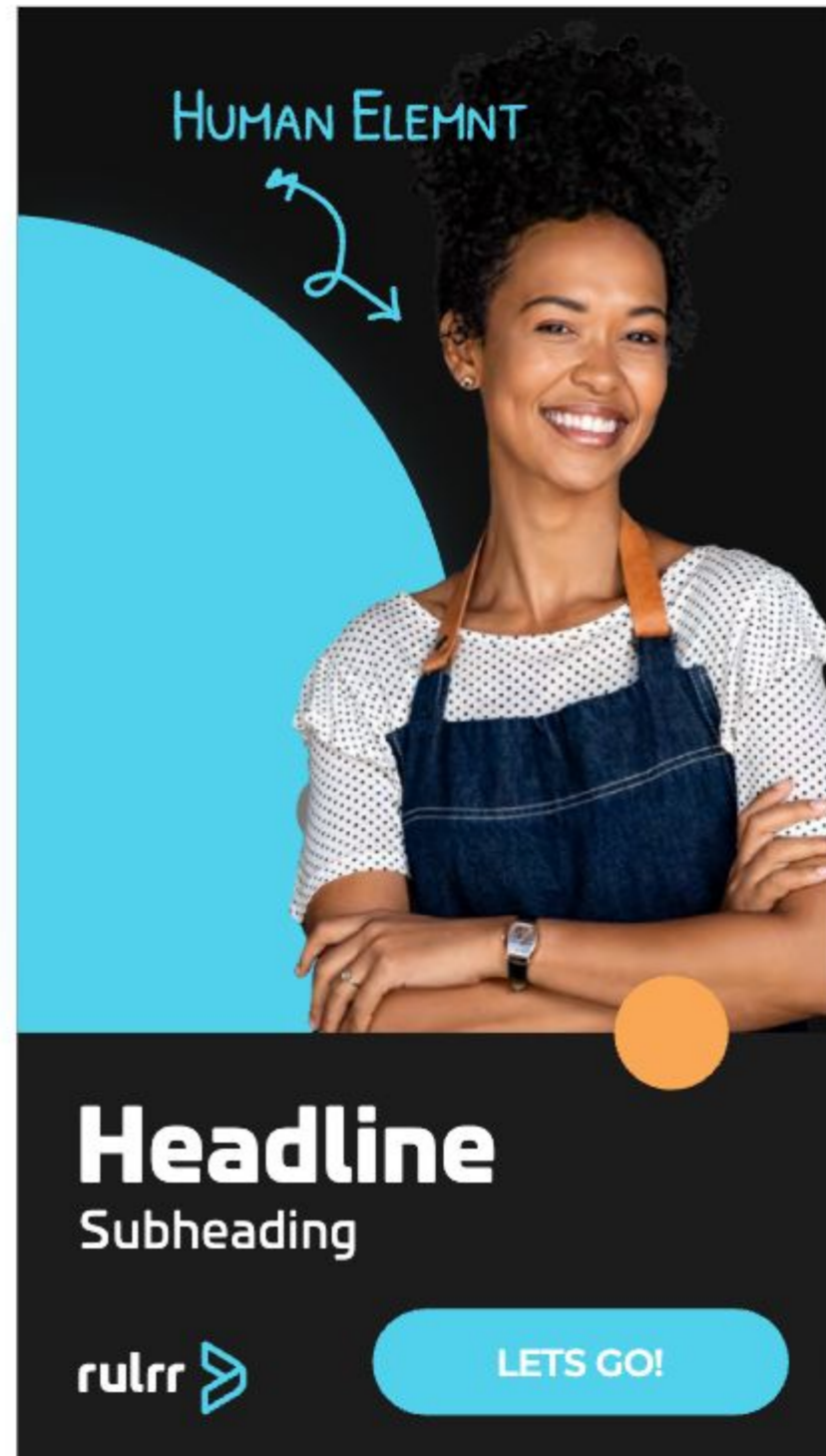
4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.2

Social Media / Print

Vertical Grids



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

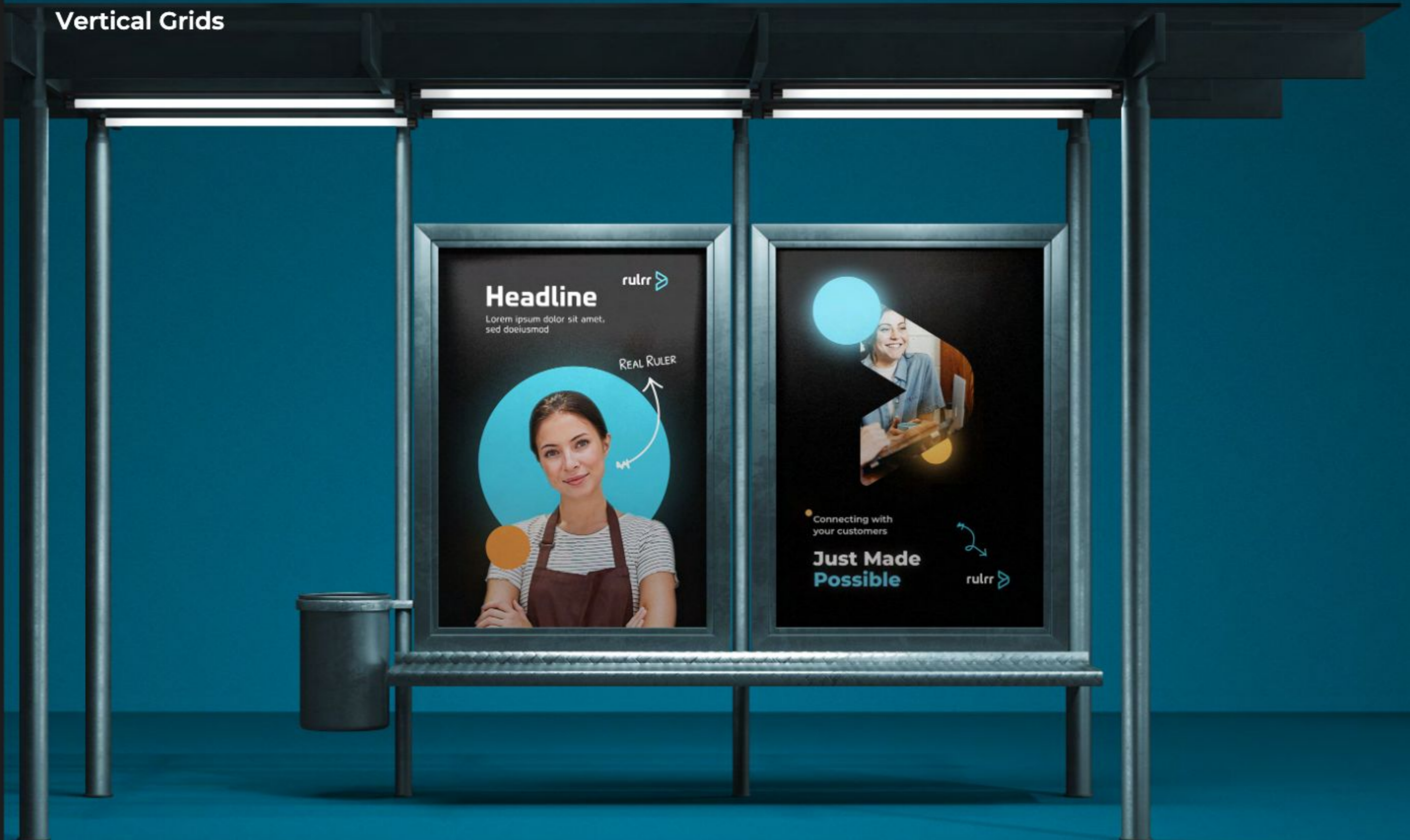
- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.2

Vertical Grids



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

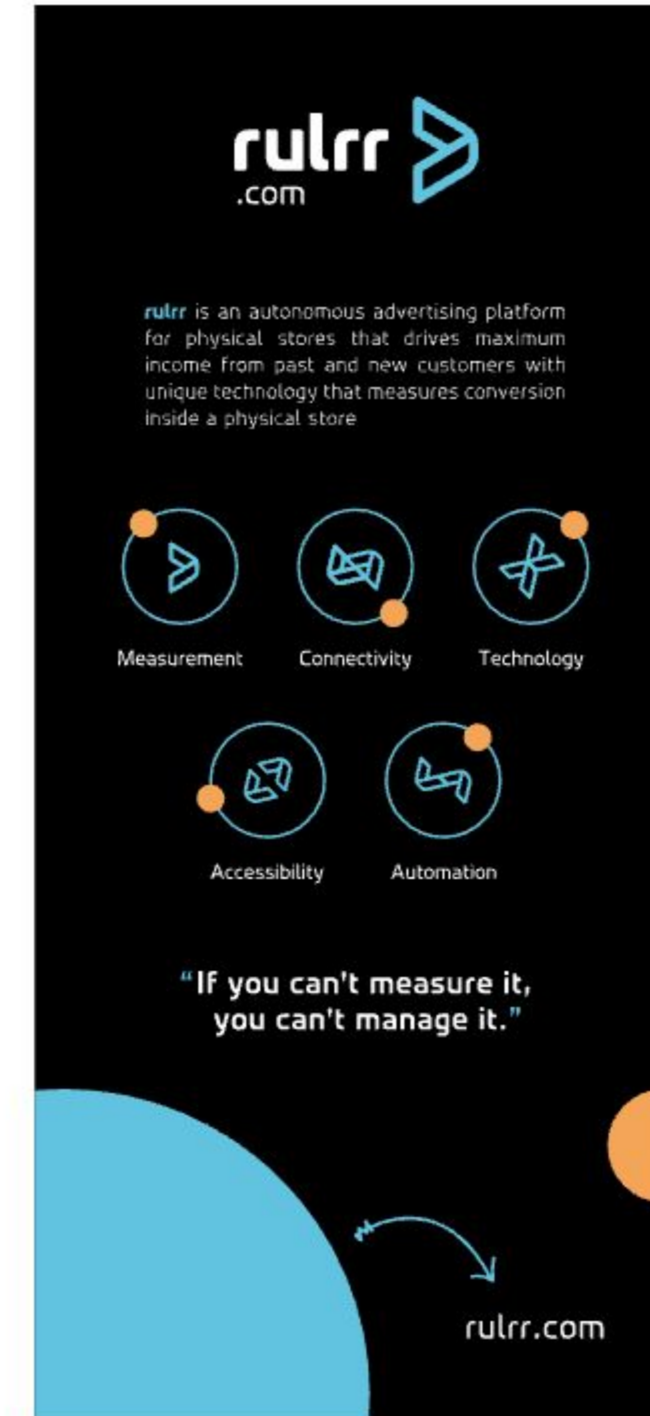
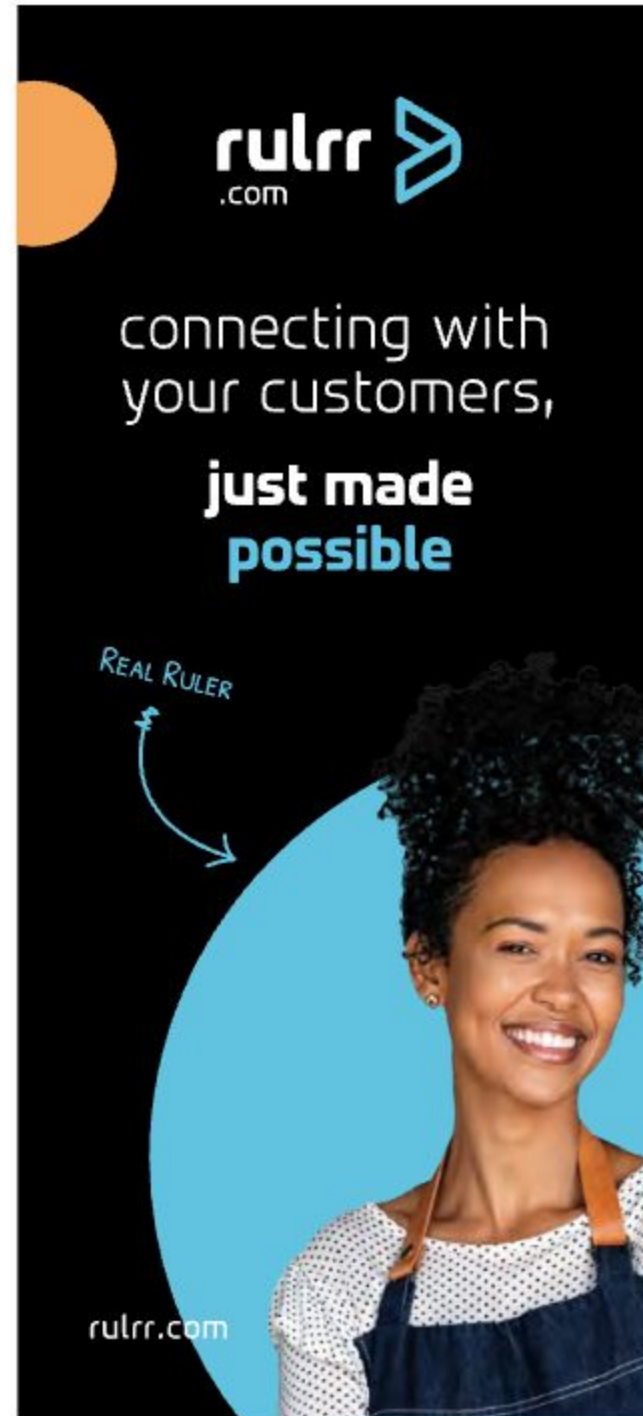
- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.2

Rollup



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

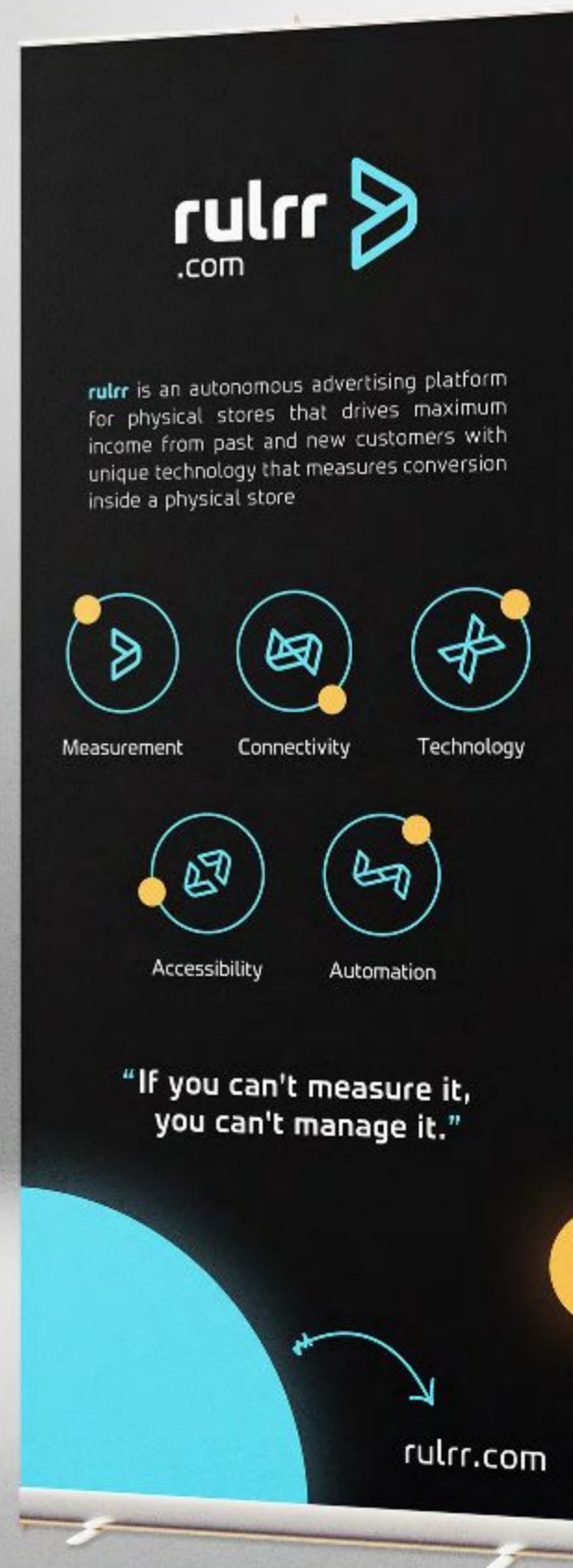
- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.2

Rollup



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

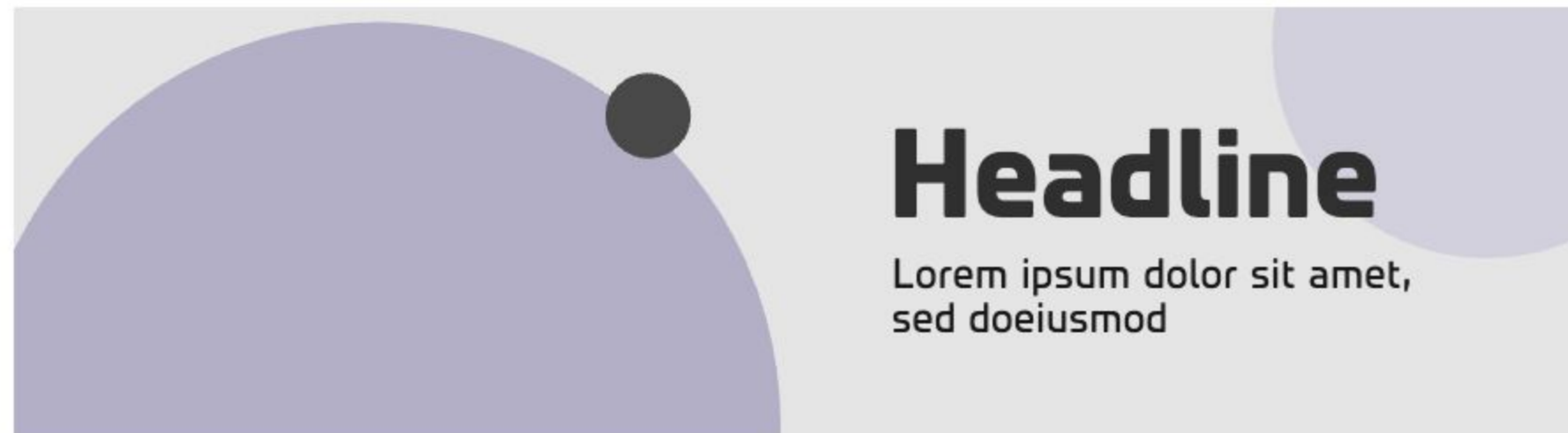
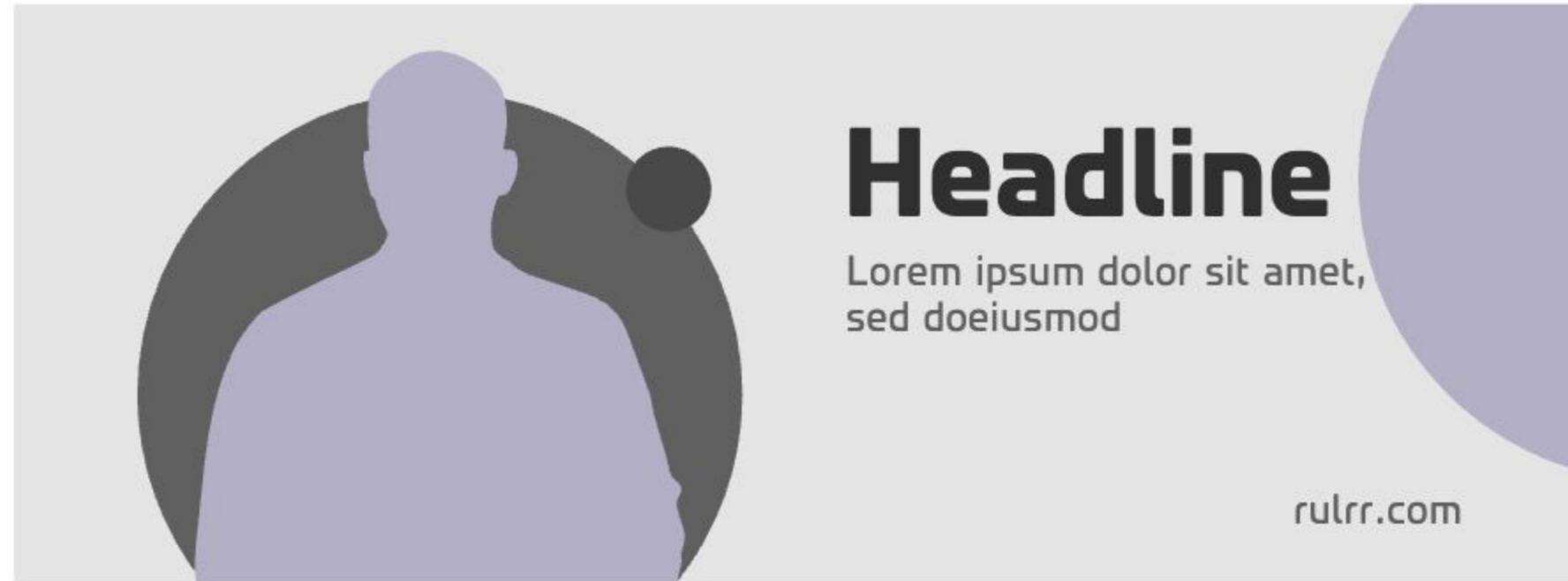
4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.3

Social Media / Print

Banner



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.3

Social Media / Print

Banner



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.7

Social Media

| Banner



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.7

Social Media

Post Grid B



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.4

Deck Slides

Deck slide A

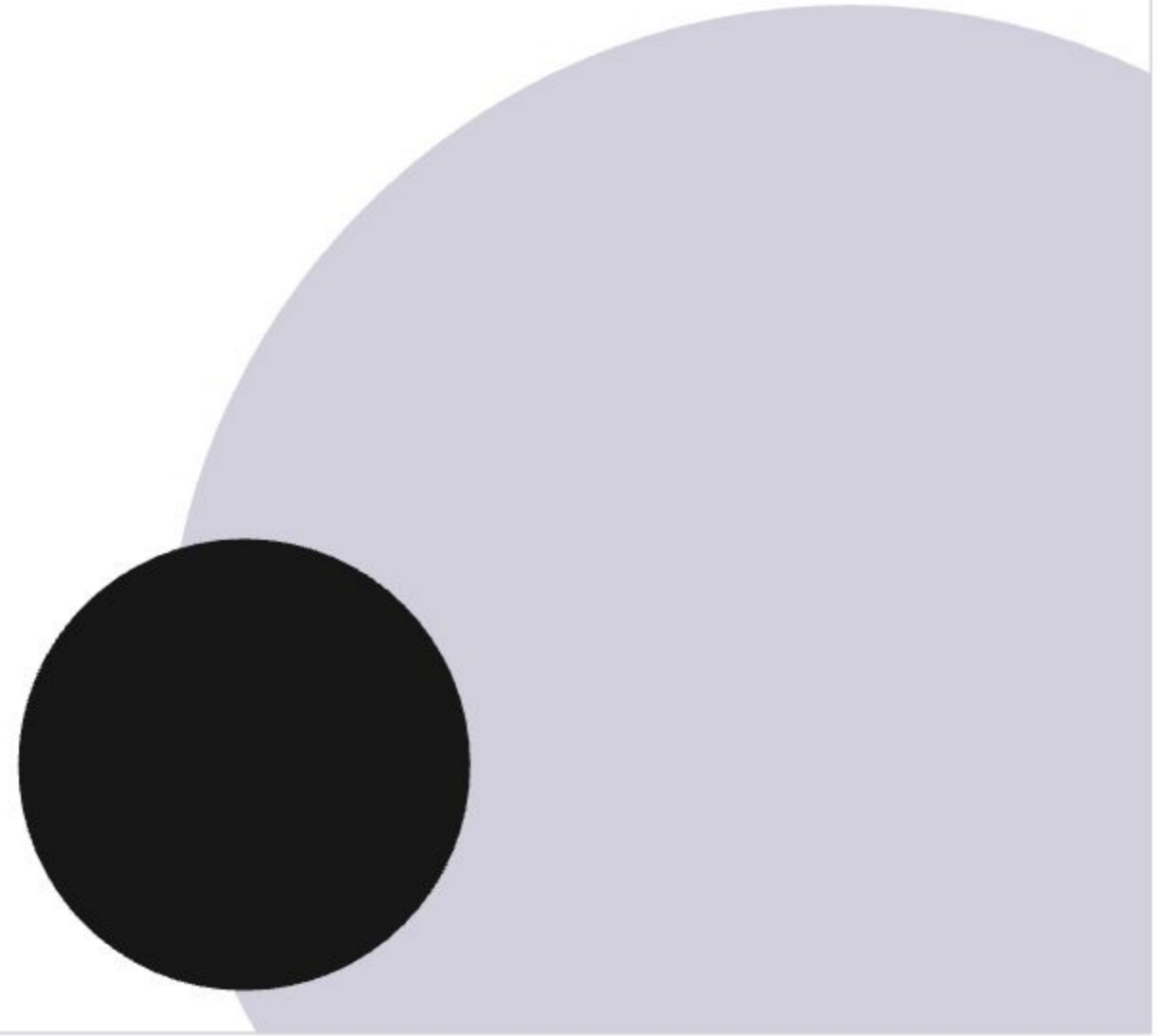
Main Heading

sub heading

Devider text goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure id est laborum.

rulrr 



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

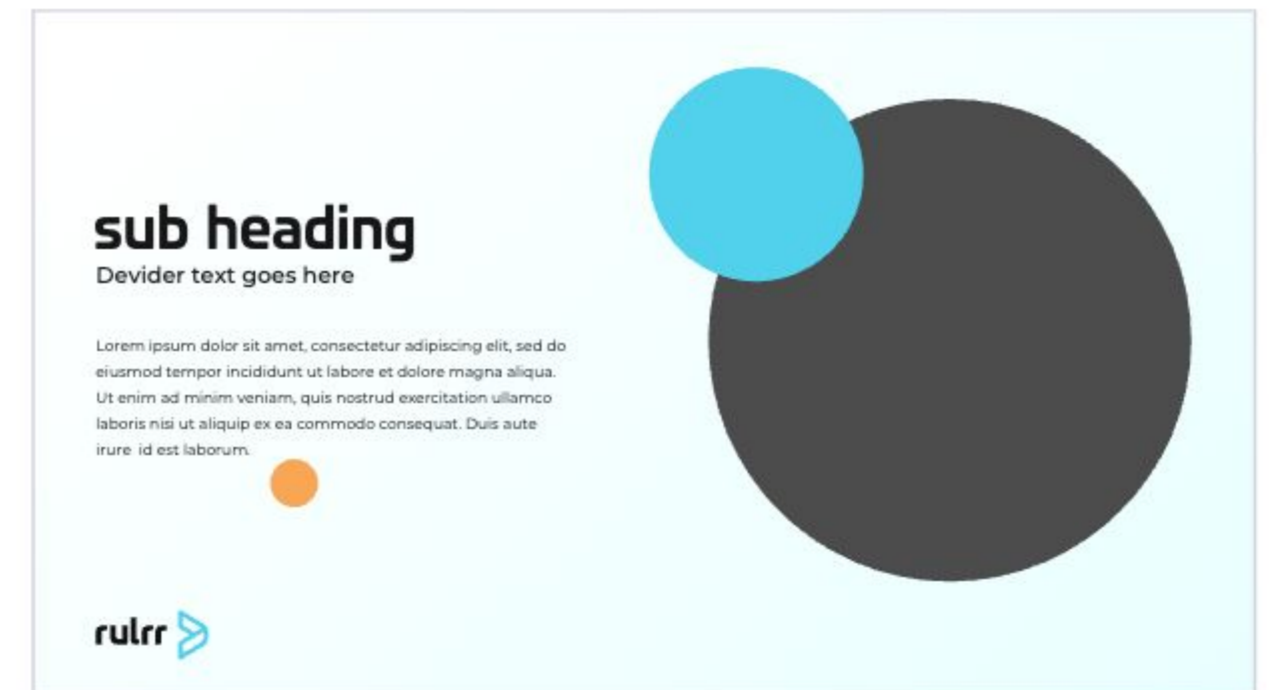
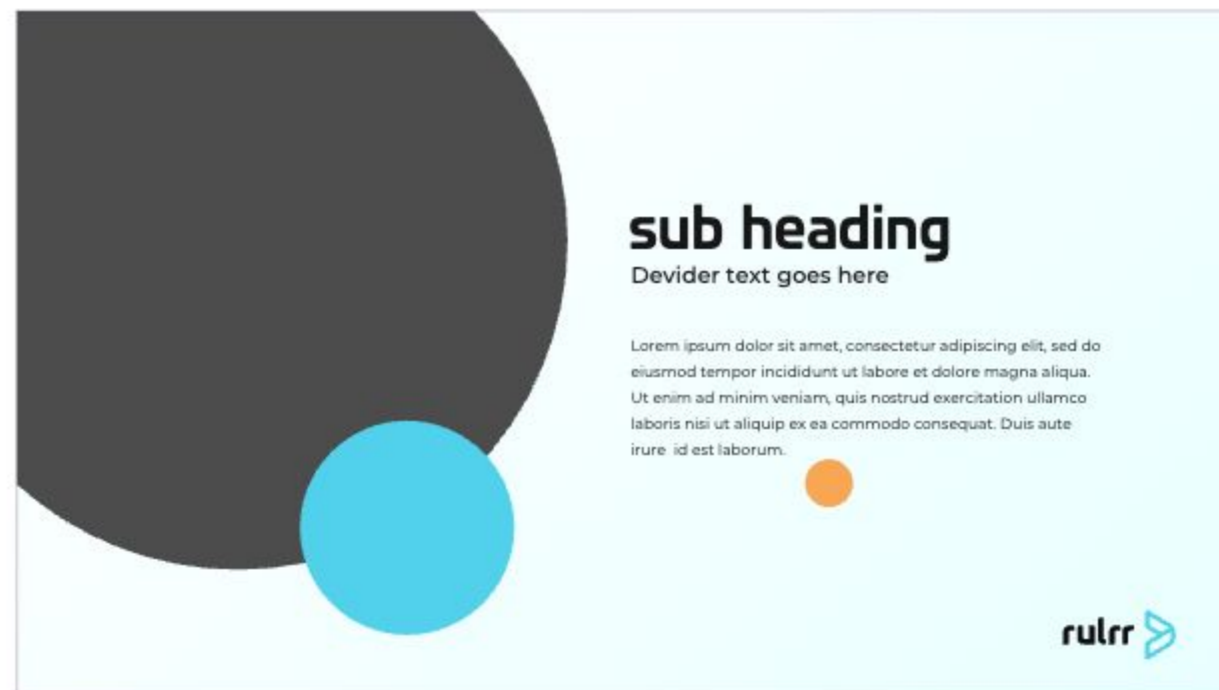
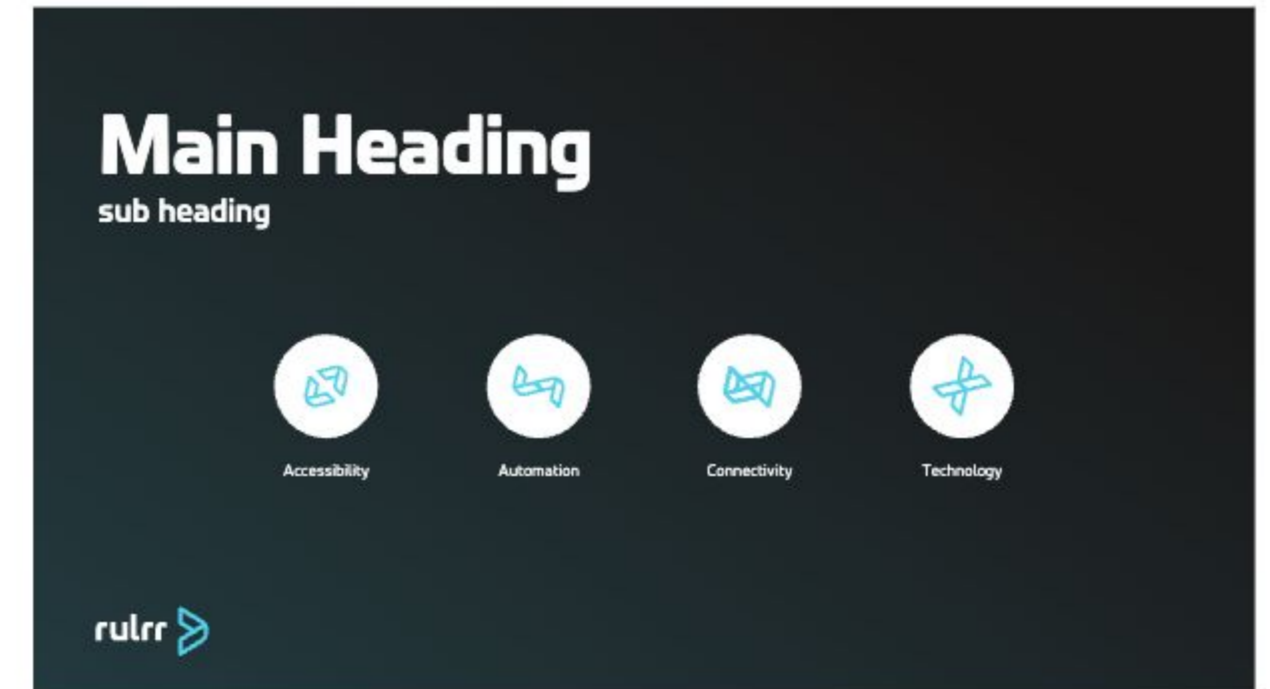
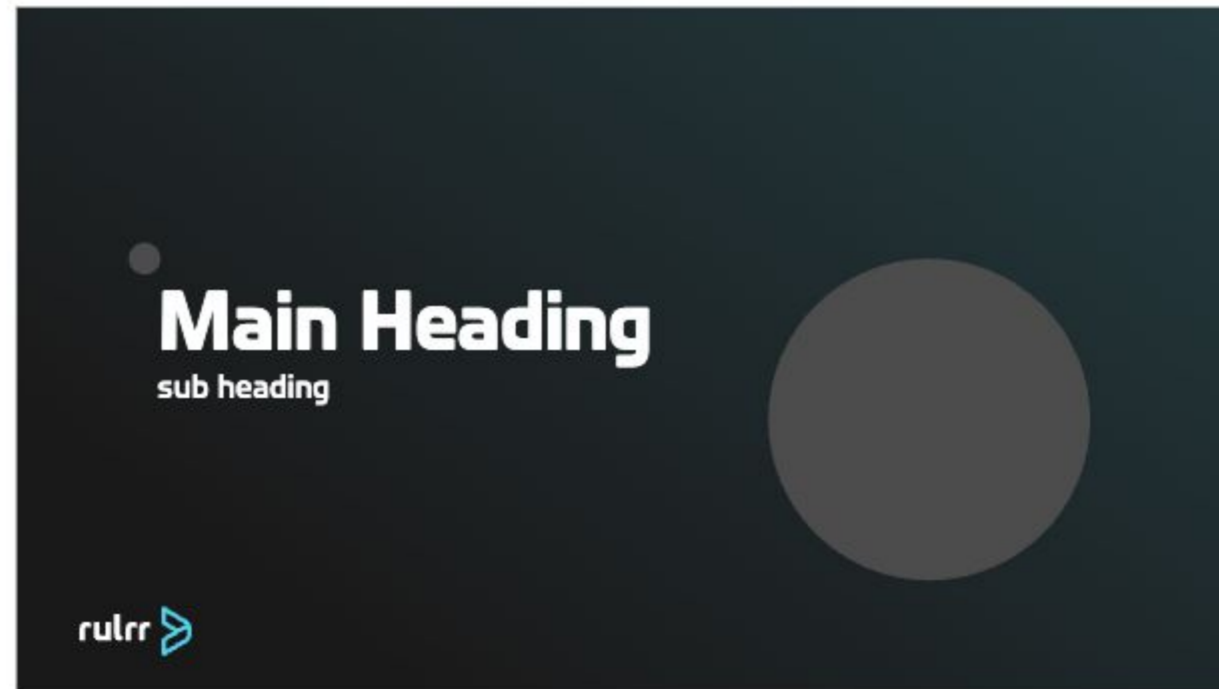
- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.4

Deck Slides



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.4

Deck Slides

Deck slide light



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulrr Iconic Orbs
- 2.6 rulrr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

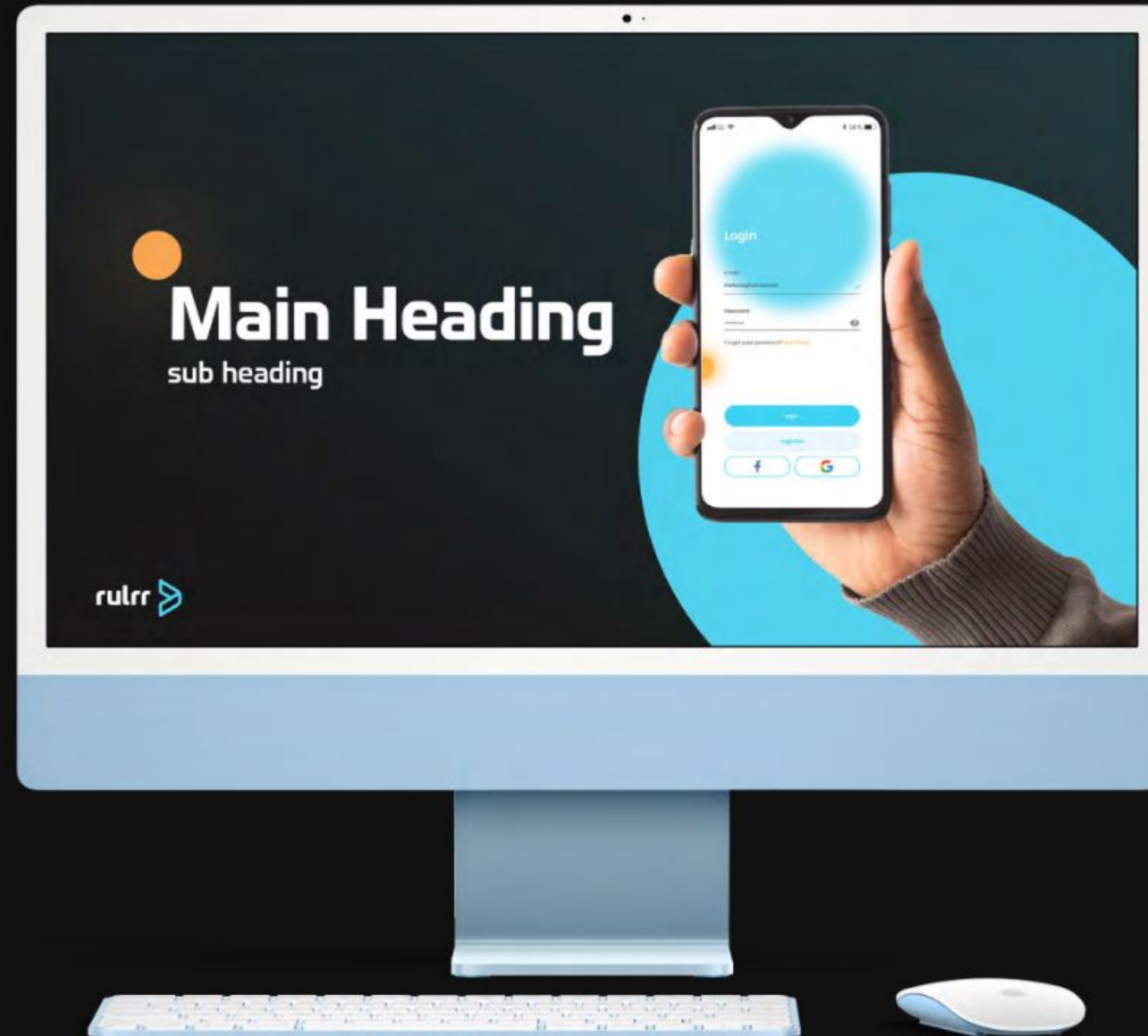
4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
- 4.5 App Guide
- 4.6 Buiseness Card
- 4.7 Narrow Vertical Grids
- 4.8 Going Big

4.4

Deck Slides

Deck slide dark



1.0 Brand Strategy

- 1.1 Narrative
- 1.2 Values
- 1.3 Personality

2.0 Brand Identity

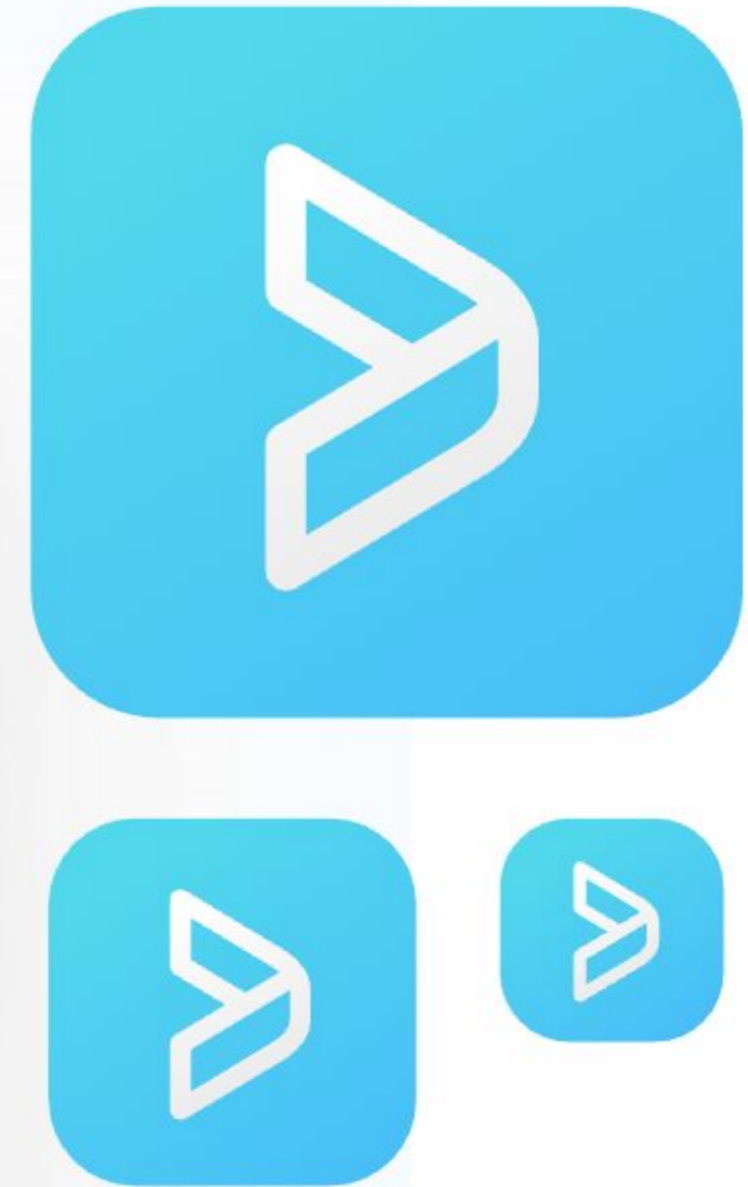
- 2.1 Logo
- 2.2 Colors
- 2.3 Typography
- 2.4 Imagery Guideline
- 2.5 rulr Iconic Orbs
- 2.6 rulr Glass
- 2.7 Slogens

3.0 Visual assets

- 3.1 Icon Set
- 3.2 Buttons
- 3.3 Decorative Pattern
- 3.4 Supporting Elements

4.0 Brand Applications

- 4.1 Square grids
- 4.2 Vertical Grids
- 4.3 Horizontal Grids
- 4.4 Deck Slides
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- 4.7 Narrow Vertical Grids
- 4.8 Going Big



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Brand Applications

Buiseness Card



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| Post Grid B



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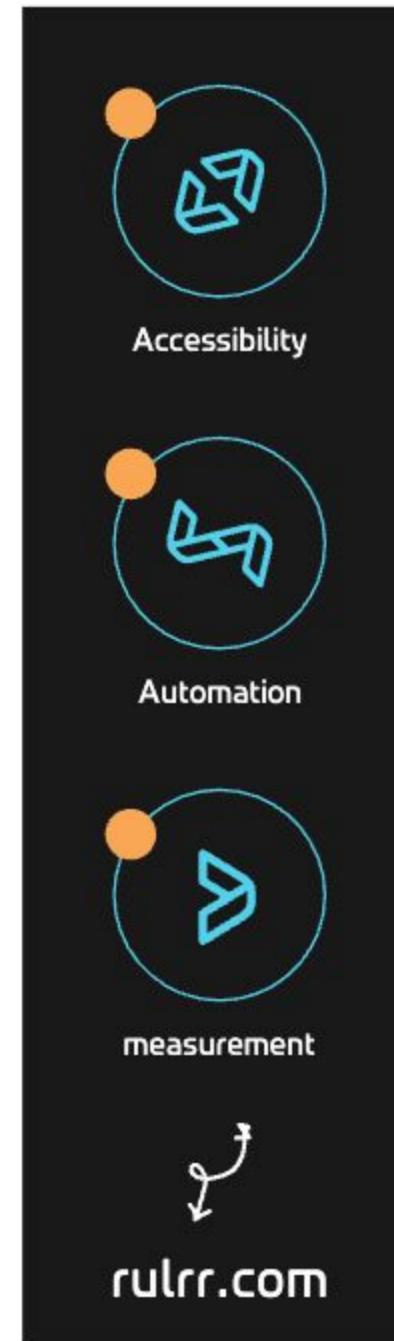
- 3.1 Icon Set
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Brand Applications



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Going Big



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