

# Rishiraj Media Global Brand Guideline

August 2023

## Our Design System

Rooted in a rich heritage, Rishiraj Media envisions a new tomorrow. Our refreshed brand identity embodies futurism, embracing cutting-edge technology and dynamic approaches. Innovation fuels our passion, weaving through every project to deliver exceptional experiences.

At Rishiraj Media, we are pioneers in crafting extraordinary experiences that transcend the ordinary for the past 10 years. As an innovative and dynamic experiential marketing agency, we have been at the forefront of redefining how brands connect with their audience in India and beyond.

Our journey began in Delhi, India where our roots took hold and our passion for creativity flourished. With a nationwide network and a vision to inspire, we take pride in joining the dots between people, brands, and culture, weaving meaningful connections that leave a lasting impact.

From captivating events that stir emotions to immersive activations that engage on a deeper level, we believe in the power of experiential storytelling. Our dedicated team of visionaries, strategists, and creators work tirelessly to design unique campaigns that resonate with diverse audiences, leaving them spellbound.



# Brand Overview

## **Brand Overview**

### Rishiraj Media brand

Rishiraj Media, where innovation, vision, and design converge to create unforgettable experiential journeys. As a leading agency, we redefine the realm of events and marketing, infusing innovative technology and visionary design to craft unparalleled brand experiences.

#### **Seamless Fusion of Tech and Design:**

We seamlessly blend technology and design to sculpt immersive brand encounters. Our events transcend the ordinary, harnessing the power of AR, VR, and AI to transport audiences into extraordinary realms of engagement.

Newness Redefined: We don't just follow trends; we set them. Our relentless pursuit of newness ensures that every interaction is fresh, forward-thinking, and ahead of the curve. We're not just creating events – we're crafting the future.

#### **Futuristic Vision:**

The future is our canvas, and we paint it with innovative strokes. With a keen eye on upcoming trends and emerging technologies, we bring tomorrow's possibilities to life today, propelling brands into an era of unparalleled growth.

#### **Experiences Beyond Boundaries:**

Our experiences transcend physical and digital boundaries, leaving permanent imprints on hearts and minds. Whether it's an awe-inspiring product launch or an immersive brand activation, we make moments unforgettable.



## **Brand Overview**

Corporate character & values

### **Unveiling Possibilities**

Fueled by innovation and a futuristic mindset, we sculpt transformative brand narratives through the fusion of forefront technology and artistic design. Our values are etched in every endeavor:

### **Innovation Beyond Limits:**

We embrace innovation as a driving force, pushing the boundaries of what's possible to create experiences that captivate, inspire, and transcend expectations.

### **Pioneering Technology Fusion:**

Our commitment to blending cutting-edge technology with imagination leads to immersive journeys that transport audiences into realms where reality and fantasy harmoniously coexist.

### **Designing Tomorrow's Story:**

With a focus on visionary design, we craft narratives that not only visually astound but also emotionally resonate, leaving a mark on the future of experiential branding.

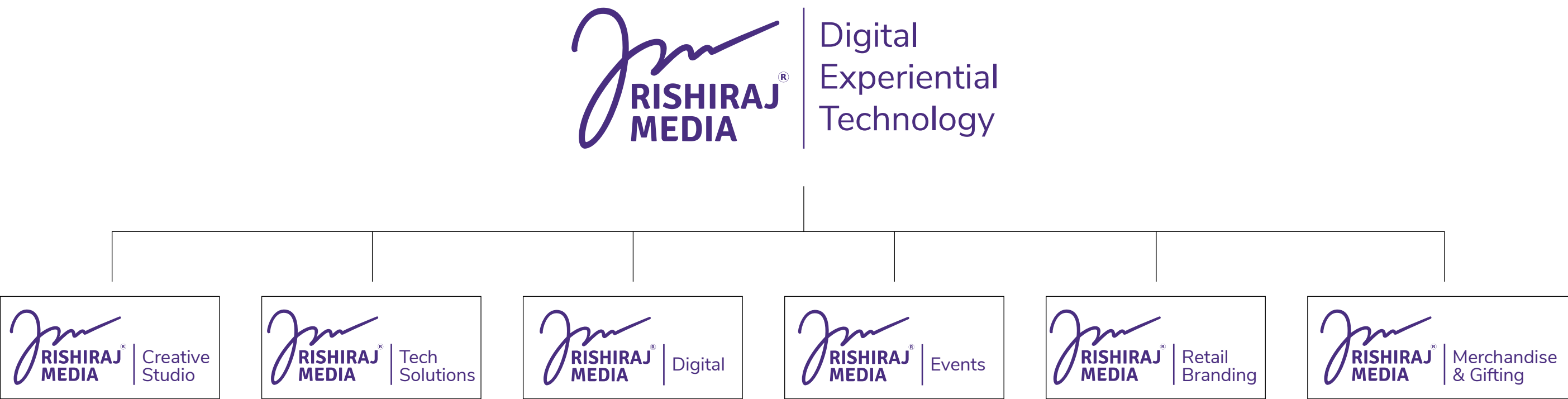
### **Elevated Emotion Connection:**

Rooted in the belief that emotions drive connections, we engineer experiences that evoke profound feelings, forging deep connections between brands and audiences in the era of tomorrow.

# Brand Overview

## Brand Architecture

Rishiraj Media, where innovation, vision, and design converge to create unforgettable experiential journeys. As a leading agency, we redefine the realm of events and marketing, infusing innovative technology and visionary design to craft unparalleled brand experiences.



# Brand Overview

## Design principles

Our brand's visual system is grounded in four fundamental principles: **modern, lively, adaptable, and scalable**. Every visual representation we create is carefully crafted to embody these principles.

When appropriate, we strive to craft striking and lively embodiments of our brand's essence. This approach works exceptionally well in certain business contexts like direct marketing, where we can be more audacious, while in fields such as medicine and industry, a more restrained approach might be preferable.

### Modern

- Combining adaptability with a consistent essence
- Resistant to the fleeting nature of trends, possessing a timeless quality
- Designed to seamlessly evolve with future media advancements

### Lively

- Utilizing vibrant and bold colors to convey an energetic aura
- Cultivating an inviting and amiable vibe
- Innovatively portraying the tactile aspect of materials

### Adaptable

- Executed with simplicity in mind
- Effective across various mediums, seamlessly transitioning from print to digital platforms
- User-friendly for diverse applications, whether it's showcasing products or highlighting important initiatives

### Scalable

- Applicable across all sectors of our business, spanning global markets
- Capable of delivering brand messages, relating to vital themes like sustainability and inclusivity
- Resonates with diverse cultures and markets on a global scale



# **Brand Communication**



# Brand Communication

## Brand tone

Rishiraj Media's brand tone is a symphony of futuristic, innovative, and inspiring. As we embark on this transformative journey, our voice will resonate with the beat of progress, offering a guiding light for those who dare to embrace change and aspire to thrive in every wave of evolution.

### **Futuristic:**

We look beyond the horizon, embracing novel ideas and emerging trends. Our voice reflects a forward-looking attitude, guiding our audience through the ever-evolving landscape of possibilities.

### **Innovative:**

Creativity is our compass. Our messaging showcases a pioneering spirit that challenges conventions and pushes boundaries, demonstrating our commitment to redefining industry norms.

### **Inspiring:**

We believe in the power of inspiration. Our communication seeks to ignite motivation and aspiration, propelling our audience to explore uncharted territories and elevate their own endeavors.

## Brand Communication

Tagline & sub tagline

Tagline

# Stay Relevant

Sub Tagline

## Change is Constant - Stay Relevant in Every Wave!

### "Stay Relevant"

embodies our core belief that change is constant. We communicate this with a sense of certainty and encouragement, reflecting our understanding that staying pertinent in an ever-changing world requires constant adaptation and innovation. This tagline encourages our audience to ride every wave of transformation.

An abstract graphic design on a black background. It features a large, vibrant pink circle on the left side. A wide, curved band with a purple-to-pink gradient arcs across the middle of the image. A thin yellow square frame is positioned in the center, partially overlapping the pink circle and the gradient band. The text 'Visual System' is written in a bold, yellow, sans-serif font, centered within the yellow square frame.

# Visual System

# Visual System

## Rishiraj Media Logo

The corporate logo of Rishiraj Media stands as the definitive representation of our brand. The individual usage of the symbol is not advised. The sanctioned digital artwork is the exclusive template for implementation. It's imperative that the logo's dimensions, colors, ratios, and spatial associations remain unaltered. Detailed instructions for logo usage can be found in the provided guidelines.

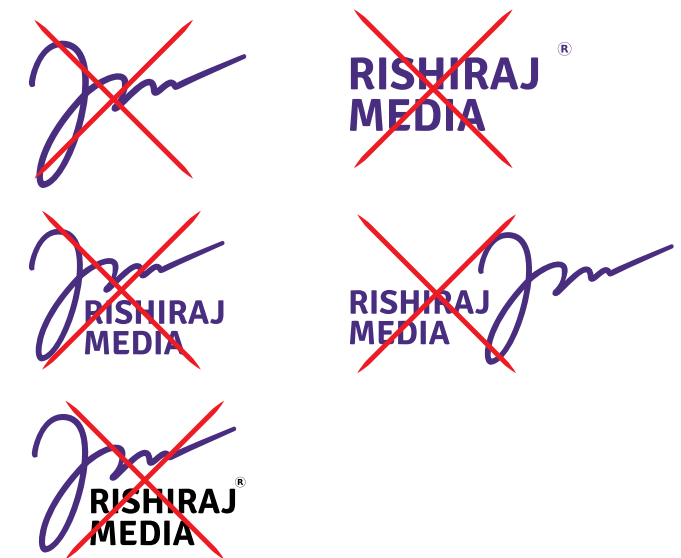


The logo can appear in one of four colors:

- **Rishiraj Media Purple**- most effective on light backgrounds; uses the purple from the primary palette. This is our preferred version
- **Black**- a more understated alternative to the purple logo; also suitable when printing is restricted to single-color black
- **Rishiraj Media Medium Grey**- uses the medium gray from the primary palette
- **White**- most effective on very dark backgrounds

### DO NOT

- Reposition or rescale the logo and wordmark
- Use the symbol on its own
- Apply other colors to any part of the logo (e.g.; even though blue is in our color palette, the logo should never be made blue)





# Visual System

## Logo usage details

### Clear space

Maintaining sufficient clear space around the logo helps to ensure brand recognizability. For all versions of the Rishiraj Media logo, the minimum required clear space on all sides of the logo is the same as the height of the Rishiraj Media text in the logo.

### Reversed logo usage

The reversed (white) logo should be applied only on backgrounds with sufficient contrast (more than 50%) for readability. Do not convert logos to white for use as a reversed version; the reversed version of the Rishiraj Media corporate logo is drawn specifically to improve clarity on dark backgrounds. Always use the Rishiraj Media Reversed logos as provided.



## Visual System

### Business unit logo

All the extended arms of Rishiraj Media go to market with their individual group name under the Rishiraj Media brand.

Similar to the Rishiraj Media logo, the extended businesses' unit logo lockups can appear in one of four colors:

- Purple
- Black
- Grey

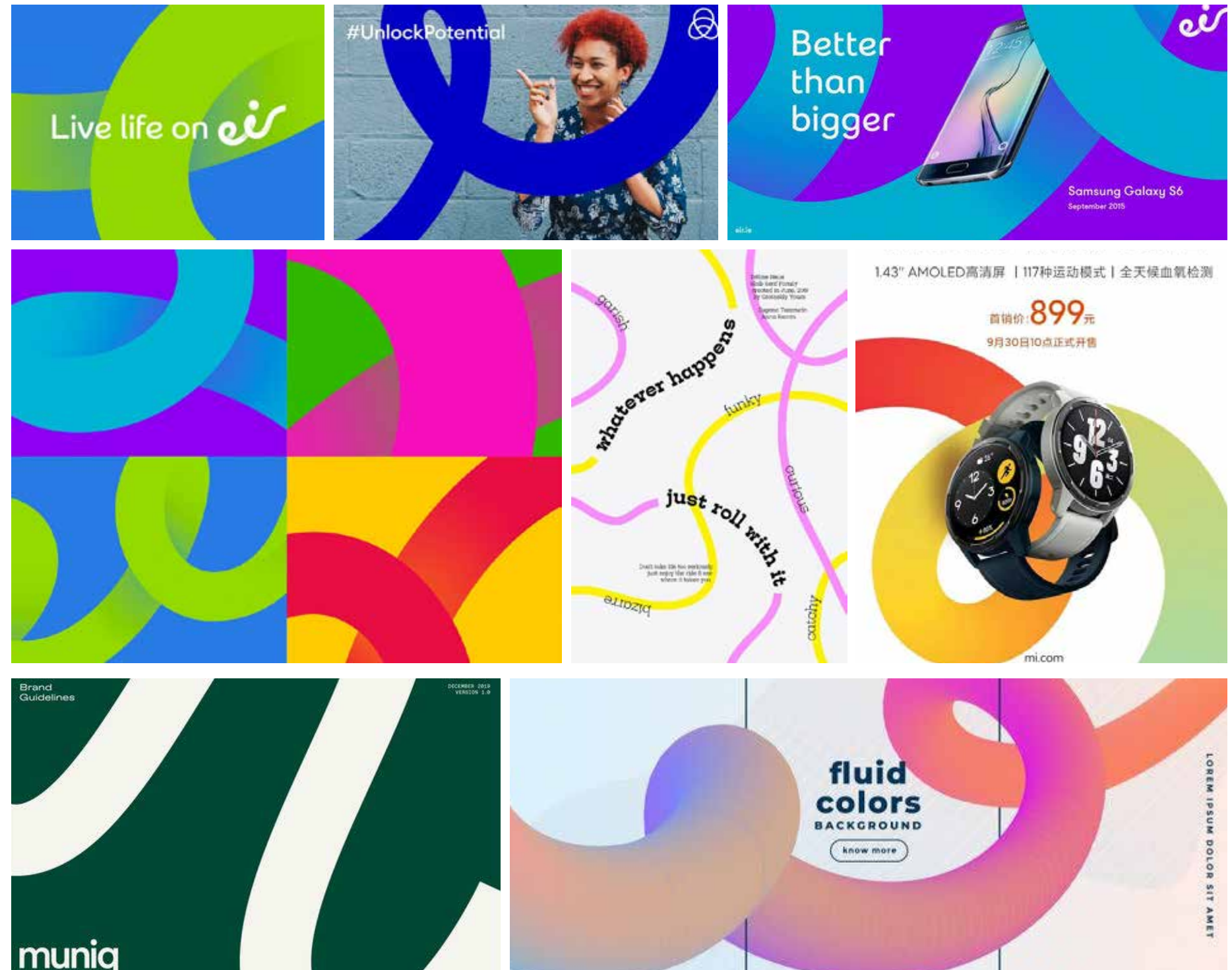


# Visual System

## Landscape of shapes

Our visual system is based on “Free Flow” and a range of effects based on our brand shape. Determine the design of communication based on its use context and purpose.

With the "free flow", the brand shape can be expressed in more complex treatments that convey motion, flexibility, and change. The expressions are used to create dramatic effects and to create a sense of surprise; use them sparingly.



# Visual System

## Typeface

The primary font of Rishiraj Media is “Signika Negative” which will be used for headings and impactful statements, establishing the brand.

The secondary font will be “Nunito Sans” which can be used for both, body copy and google slides. It created a minimal look and hence, is suited better for swift in the brand value subtly.

### Heading

#### Signika Negative

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  
**1 2 3 4 5 6 7 8 9 0**

### Body Copy / Google Slide

#### Nunito Sans

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  
**1 2 3 4 5 6 7 8 9 0**



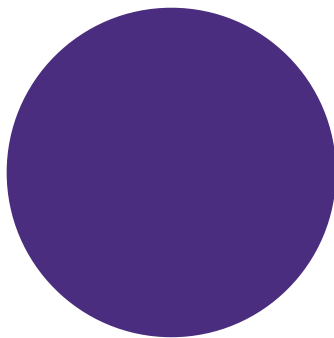
# Visual System

## Primary Color palette

Rishiraj Media uses a bold, bright color palette to create vibrant, dynamic, and coherent communications. The primary and secondary color palettes can be combined as gradients or in pairings.

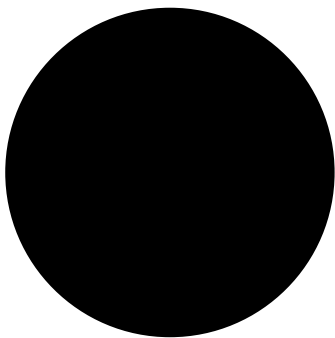
Primary palette:

- Rishiraj Media Purple
- Black
- Light Grey
- White



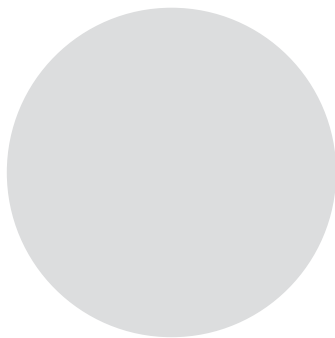
Rishiraj Media  
Purple

<b>C</b>	89	<b>R</b>	73
<b>M</b>	100	<b>G</b>	45
<b>Y</b>	13	<b>B</b>	129
<b>K</b>	3		
<b>Hex</b> 492d81			



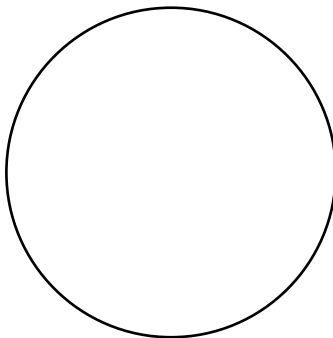
Black

<b>C</b>	100	<b>R</b>	0
<b>M</b>	100	<b>G</b>	0
<b>Y</b>	100	<b>B</b>	0
<b>K</b>	100		
<b>Hex</b> 000000			



Light Grey

<b>C</b>	0	<b>R</b>	220
<b>M</b>	0	<b>G</b>	221
<b>Y</b>	0	<b>B</b>	222
<b>K</b>	15		
<b>Hex</b> dcddde			



White

<b>C</b>	0	<b>R</b>	255
<b>M</b>	0	<b>G</b>	255
<b>Y</b>	0	<b>B</b>	255
<b>K</b>	0		
<b>Hex</b> ffffff			



# Creative Studio

## Creative Studio

### Logo and it's usages

The Creative Studio logo of Rishiraj Media stands as the definitive representation of our brand. The individual usage of the symbol is not advised. The sanctioned digital artwork is the exclusive template for implementation. It's imperative that the logo's dimensions, colors, ratios, and spatial associations remain unaltered. Detailed instructions for logo usage can be found in the provided guidelines.



# Creative Studio

## Typeface

The font of Rishiraj Media Creative Studio is “Signika Negative” which will be used for headings and impactful statements, establishing the brand.

The secondary font will be “Nunito Sans” which can be used for both, body copy and google slides. It created a minimal look and hence, is suited better for swifting in the brand value subtly.

For highlights and impactful statements, we’ll be using “Gobold” and “Cream Cake”, ensuring no important piece of content is overlooked.

### Heading

#### Signika Negative

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  
**1 2 3 4 5 6 7 8 9 0**

### Body Copy / Google Slide

#### Nunito Sans

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  
**1 2 3 4 5 6 7 8 9 0**

#### Trebuchet MS

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  
1 2 3 4 5 6 7 8 9 0

### Special Heading / Highlight

#### GOBOLD

**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**

### Highlight

#### *Cream Cake*

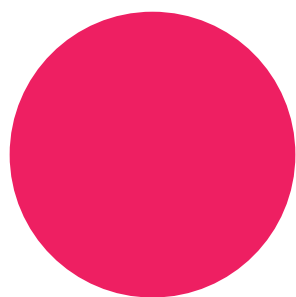
*a b c d e f g h i j k l m n o*  
*p q r s t u v w x y z*



# Creative Studio

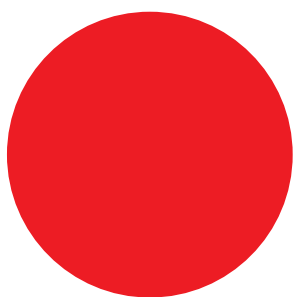
## Color palette

Rishiraj Media uses a cool color palette for Creative Studio. This palette can blend, emphasize, and innovate new feels with a cool color scheme. The color palette can be combined with gradients or in pairings.



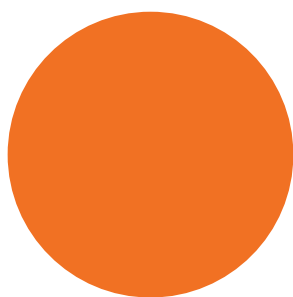
Medium Pink

**C** 0      **R** 238  
**M** 97    **G** 31  
**Y** 43    **B** 98  
**K** 0  
  
**Hex**  
ee1f62



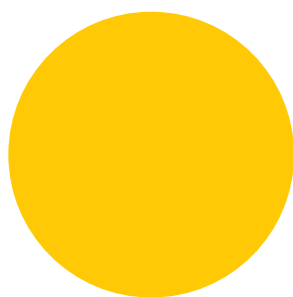
Dark Red

**C** 0      **R** 237  
**M** 99    **G** 28  
**Y** 97    **B** 36  
**K** 0  
  
**Hex**  
ed1c24



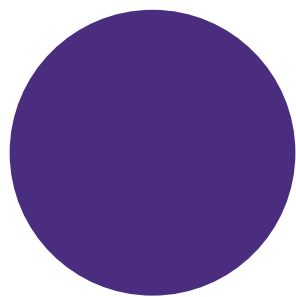
Orange

**C** 0      **R** 241  
**M** 69    **G** 113  
**Y** 98    **B** 35  
**K** 0  
  
**Hex**  
f17123



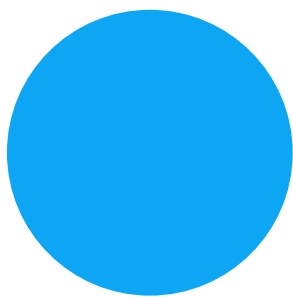
Yellow

**C** 0      **R** 255  
**M** 20    **G** 202  
**Y** 100   **B** 5  
**K** 0  
  
**Hex**  
ffca05



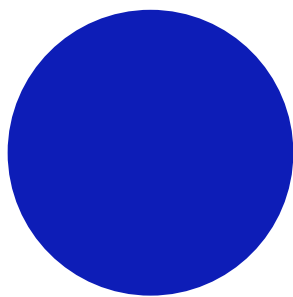
Rishiraj Media  
Purple

**C** 89      **R** 73  
**M** 100    **G** 45  
**Y** 13     **B** 129  
**K** 3  
  
**Hex**  
492d81



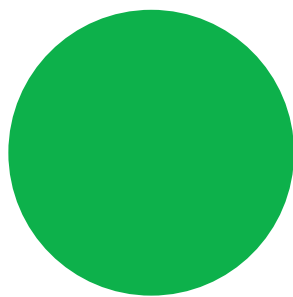
Bright Blue

**C** 69      **R** 12  
**M** 22    **G** 166  
**Y** 0     **B** 244  
**K** 0  
  
**Hex**  
0ca6f4



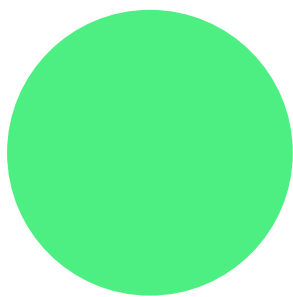
Dark Blue

**C** 96      **R** 13  
**M** 90    **G** 29  
**Y** 0     **B** 183  
**K** 0  
  
**Hex**  
0d1db7



Green

**C** 80      **R** 13  
**M** 0      **G** 177  
**Y** 100    **B** 75  
**K** 0  
  
**Hex**  
0db14b



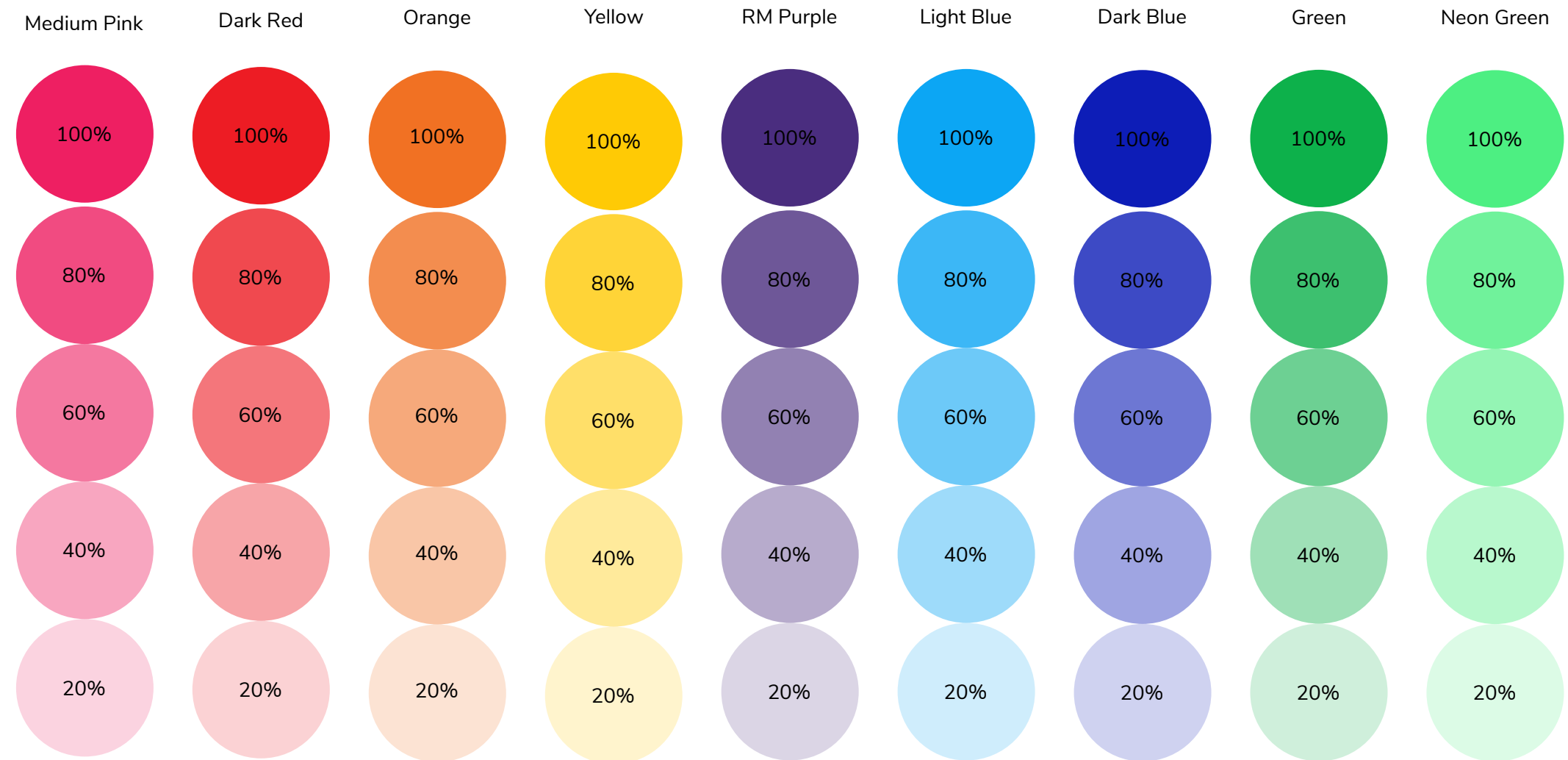
Neon Green

**C** 56      **R** 77  
**M** 0      **G** 239  
**Y** 72    **B** 130  
**K** 0  
  
**Hex**  
4def82

# Creative Studio

## Tints

Charts, graphs, and infographics can be created using tints of secondary colors. Make use of tints strategically, such as to direct the eye to key information or to indicate relationships between items. To achieve a consistent branding effect, follow the appropriate tint guidelines

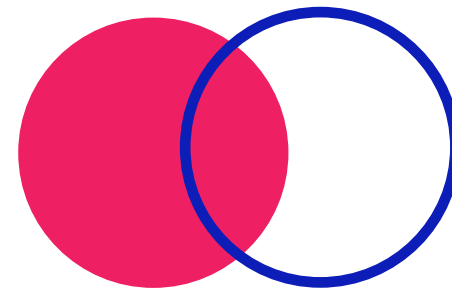


# Creative Studio

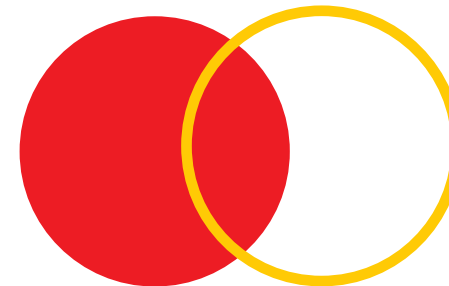
## Color combinations

Gradients can be combined with solid colors to expand design possibilities. A single gradient application, on the other hand, should have no more than one gradient and one solid color (an additional solid color may be applied to the text to improve readability).

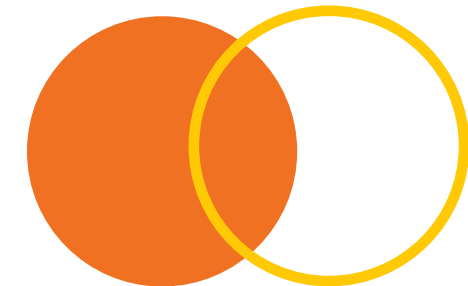
Showcased here are some of the suggested pairings.



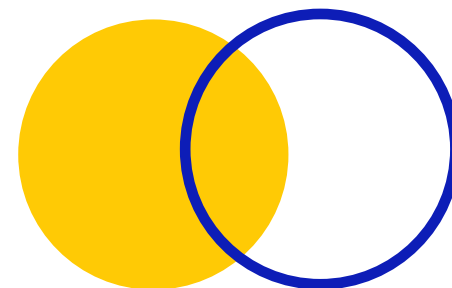
Medium Pink  
Dark Blue



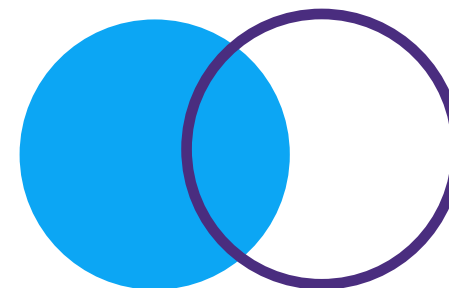
Dark Red  
Yellow



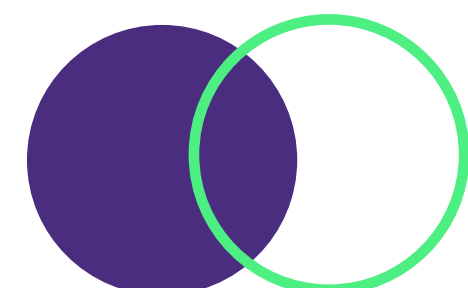
Orange  
Yellow



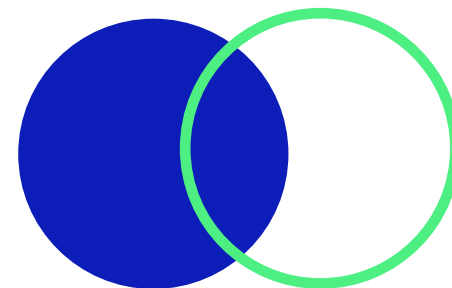
Yellow  
Dark Blue



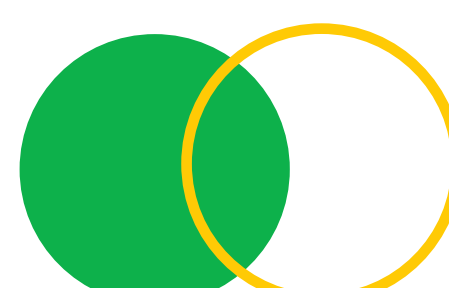
Light Blue  
RM Purple



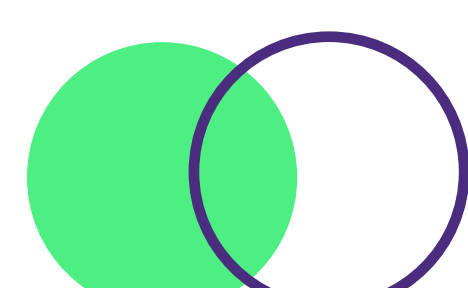
RM Purple  
Neon Green



Dark Blue  
Neon Green



Green  
Yellow



Neon Green  
RM Purple

# Creative Studio

## Color gradients

Our color palettes are combined to produce gradients. In a gradient, never use more than two colors. Select one of three gradient builds based on the communication requirement. To construct each gradient, apply the proper color-stop points.



Medium Pink  
Yellow



Dark Red  
Dark Blue



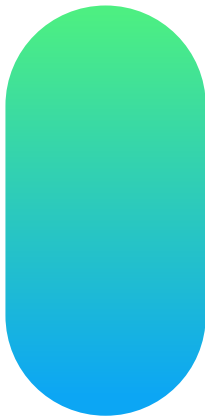
Light Blue  
Dark Blue



Light Blue  
RM Purple



RM Purple  
Medium Pink



Neon Green  
Light Blue



Neon Green  
RM Purple



Dark Blue  
Orange



Green  
Yellow



Orange  
Yellow

# Creative Studio

Same color gradients

1

C	0	Hex
M	97	ee1f62
Y	43	
K	0	

C	18	Hex
M	100	c1164f
Y	58	
K	4	

2

C	0	Hex
M	99	ed1c24
Y	97	
K	0	

C	18	Hex
M	100	bc171c
Y	100	
K	10	

3

C	0	Hex
M	69	f17123
Y	98	
K	0	

C	9	Hex
M	81	da5322
Y	100	
K	2	

4

C	0	Hex
M	20	ffca05
Y	100	
K	0	

C	15	Hex
M	34	d9a50f
Y	100	
K	0	

5

C	89	Hex
M	100	492d81
Y	13	
K	3	

C	92	Hex
M	100	250247
Y	28	
K	48	

6

C	69	Hex
M	22	0ca6f4
Y	0	
K	0	

C	76	Hex
M	34	358cbd
Y	9	
K	0	

7

C	96	Hex
M	90	0d1db7
Y	0	
K	0	

C	100	Hex
M	100	1d1565
Y	0	
K	39	

8

C	56	Hex
M	0	4def82
Y	72	
K	0	

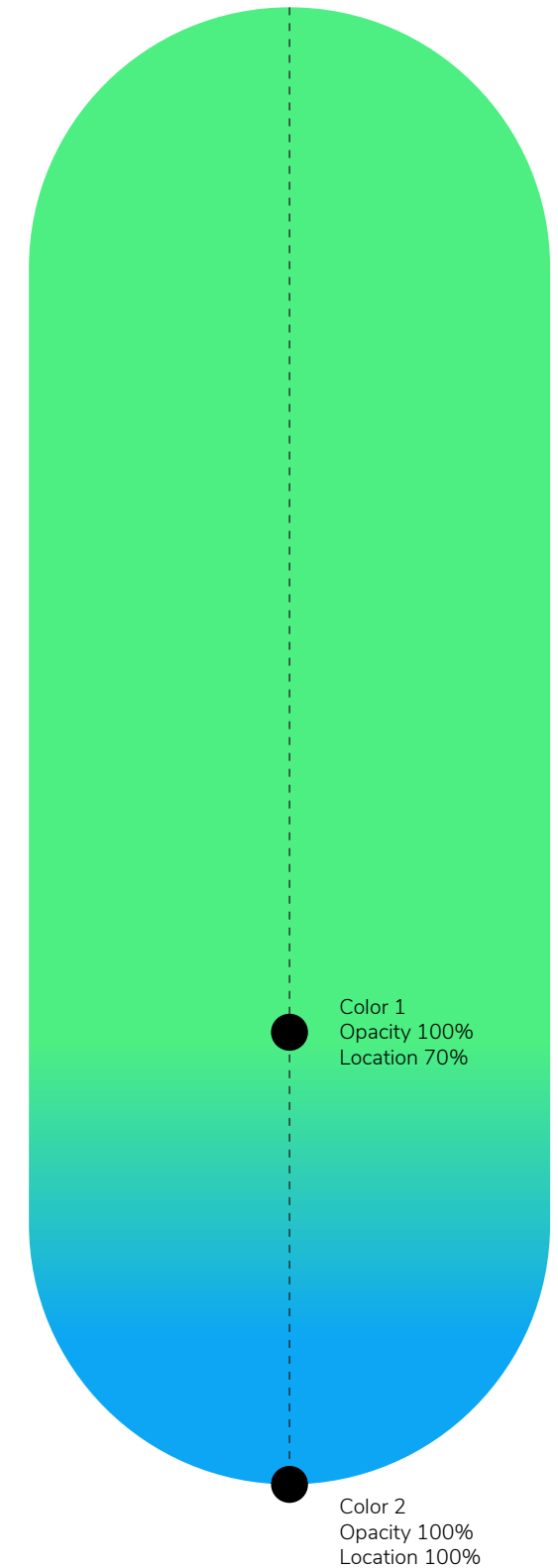
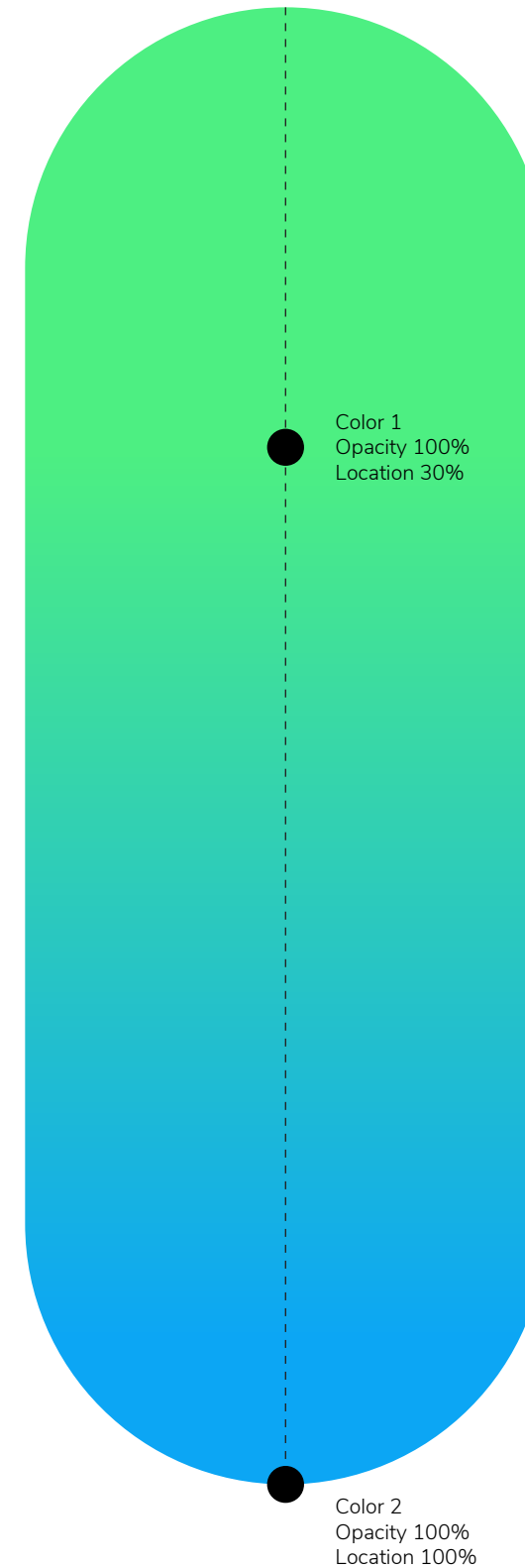
C	80	Hex
M	0	0db14b
Y	100	
K	0	



# Creative Studio

## Gradient builds

Our color palettes are combined to produce gradients. In a gradient, never use more than two colors. Select one of three gradient builds based on the communication requirement. To construct each gradient, apply the proper color-stop points.

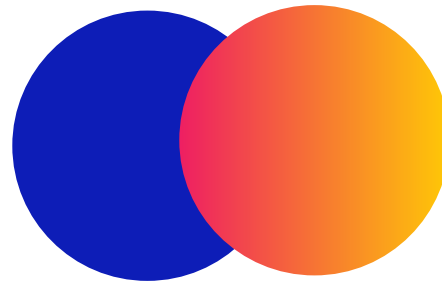


# Creative Studio

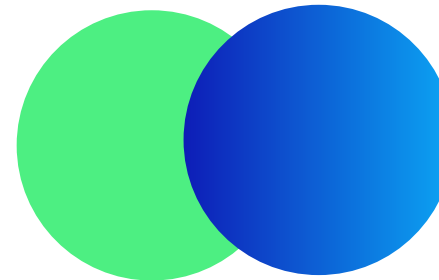
## Color combinations with gradients

Gradients can be combined with solid colors to expand design possibilities. A single gradient application, on the other hand, should have no more than one gradient and one solid color (an additional solid color may be applied to the text to improve readability).

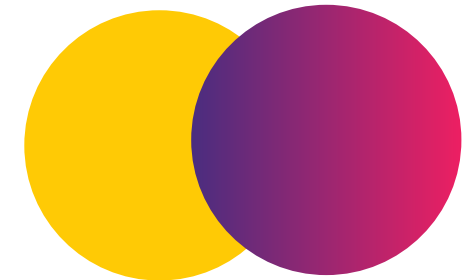
Showcased here are some of the suggested pairings.



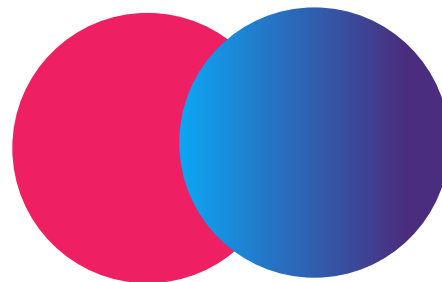
Medium Pink+Yellow  
Dark Blue



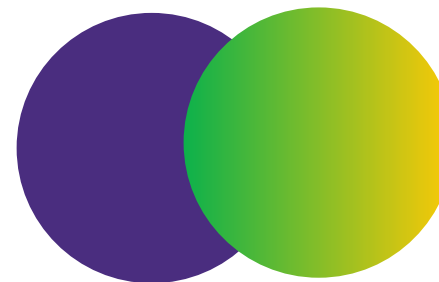
Dark Blue+Light Blue  
Neon Green



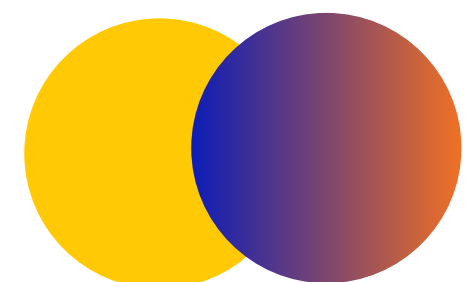
RM Purple+Medium Pink  
Yellow



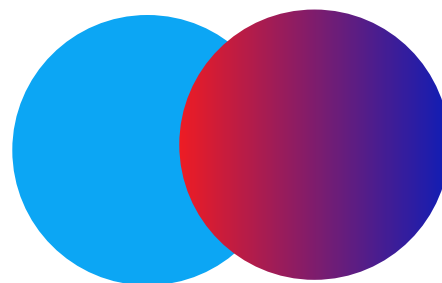
Light Blue+RM Purple  
Medium Pink



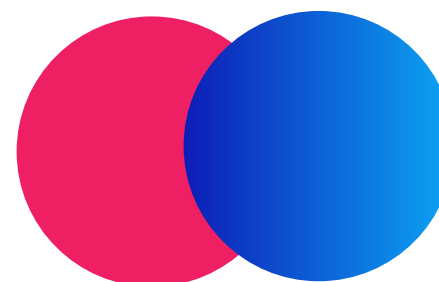
Green+Yellow  
RM Purple



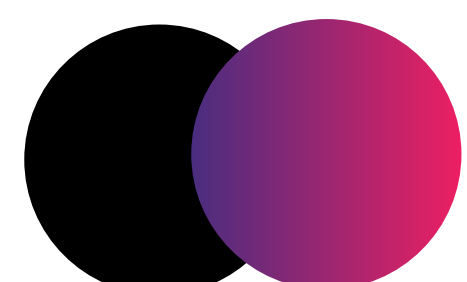
Dark Blue+Orange  
Yellow



Medium Pink+Dark Blue  
Light Blue



Dark Blue+Light Blue  
Medium Pink

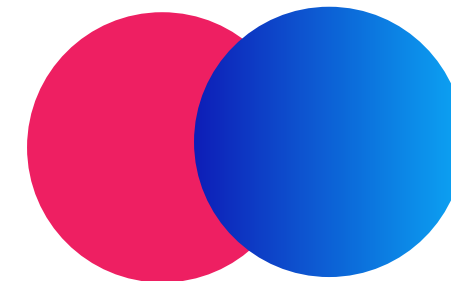


RM Purple+Medium Pink  
Black

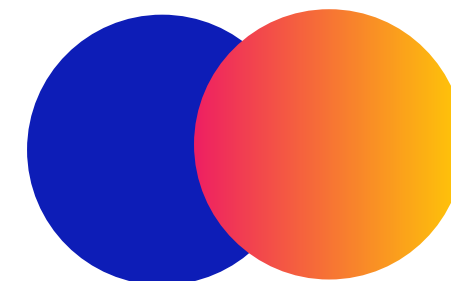
# Creative Studio

## Applications

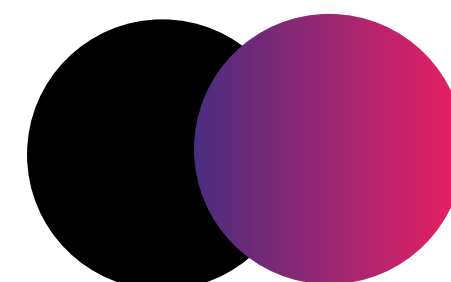
These exhibits show examples of gradient and solid color pairing for growth and harmony and bring attention to the creative aspect. These colors are associated with creativity and optimism.



Dark Blue+Light Blue  
Medium Pink



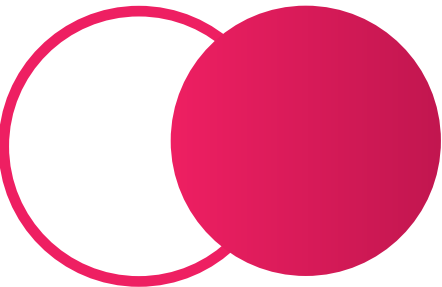
Medium Pink+Yellow  
Dark Blue



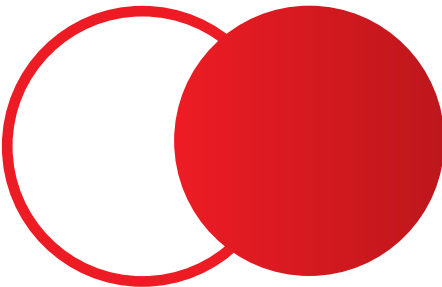
RM Purple+Medium Pink  
Black

Creative Studio

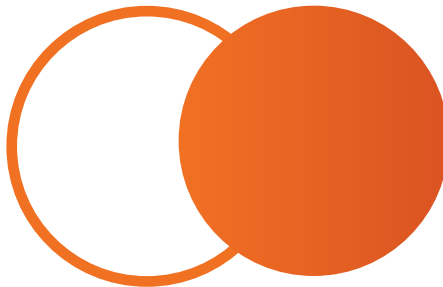
Color combinations with Same Color gradients



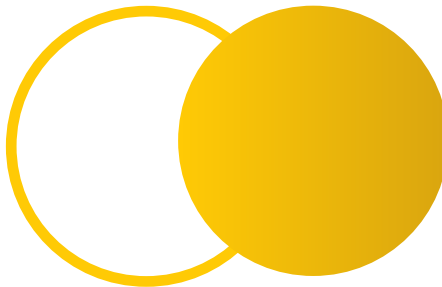
Medium Pink+1



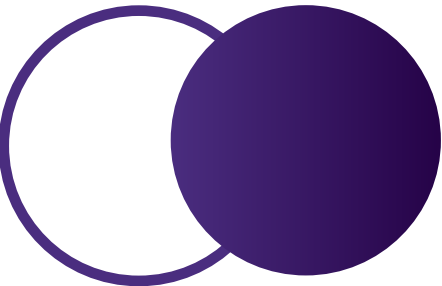
Dark Red+2



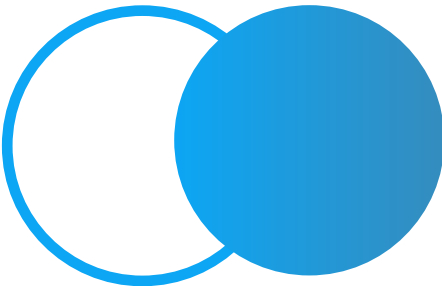
Orange+3



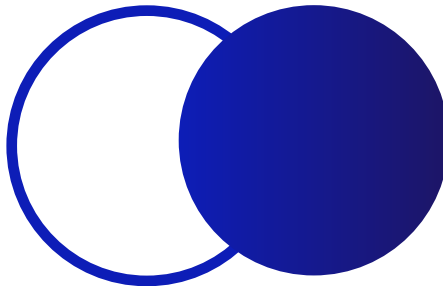
Yellow+4



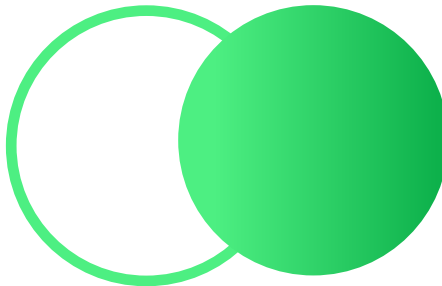
RM Purple+5



Light Blue+6



Dark Blue+7

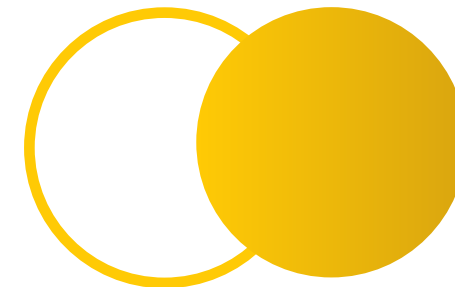


Neon Green+8

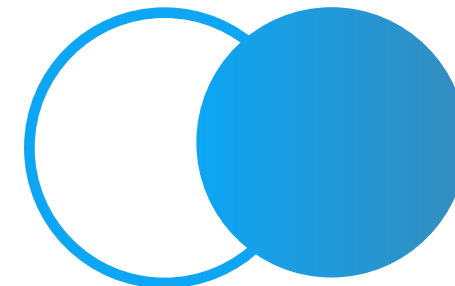
# Creative Studio

## Applications

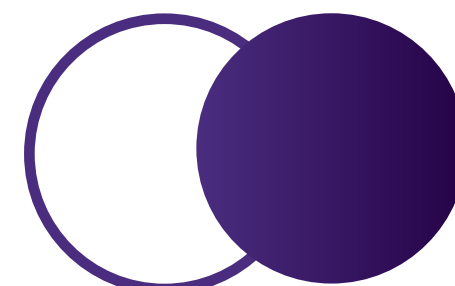
This showcases examples of the same gradients and same solid color pairings. Select the colors and gradients for a design based on the communication's purpose and intended audience.



Yellow+4



Light Blue+6



RM Purple+5

# Creative Studio

## Icons

Rishiraj Media Creative Studio uses minimalist icons that are easy to understand. These are especially designed with the intention of preserving a futuristic attribute. The design elements or features are forward-looking, innovative, and aligned with what is expected or perceived as futuristic. These icons are:



E-mailers



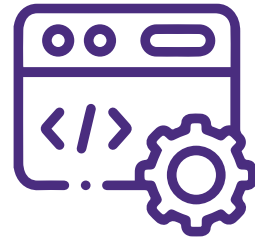
Logo Designing



PPTs



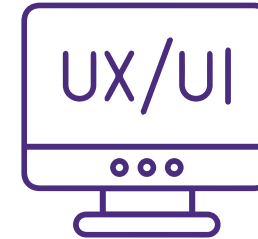
Copywriting



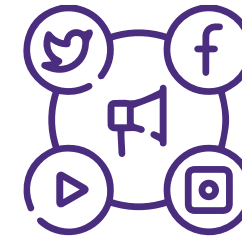
Website Designing



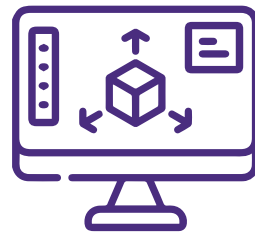
Promotional Videos



UI-UX



Social Media



2D-3D  
Packaging Design



Label + Packaging



Voice Overs



GIFs



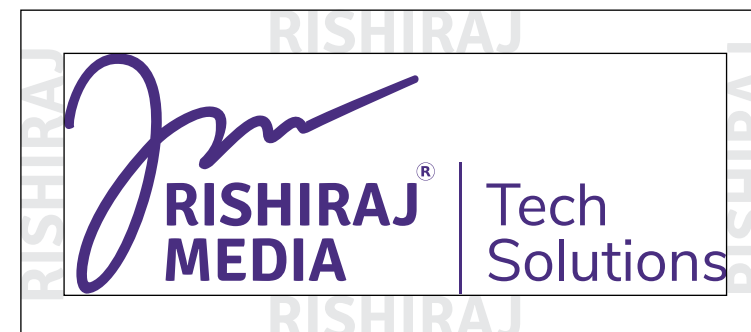
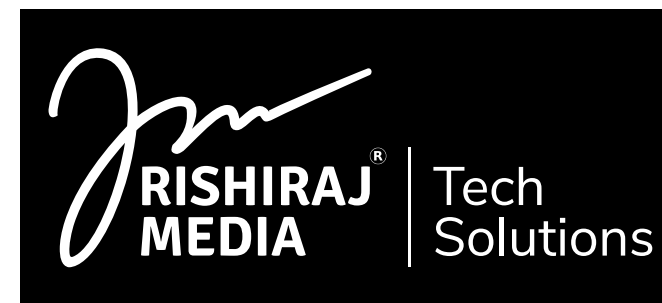


# Tech Solutions

## Tech Solutions

### Logo and it's usages

The Tech Solutions logo of Rishiraj Media stands as a technological embodiment of our brand. Individual usage of the symbol is not advised. The sanctioned digital artwork is the exclusive template for implementation. It's imperative that the logo's dimensions, colors, ratios, and spatial associations remain unaltered.



# Tech Solutions

## Typeface

The Rishiraj Media tech solutions will be established using the "Signika Negative" font, which will be utilized for headlines and strong assertions. "Poppins and Nunito Sans" will be the secondary font, and can be used for both body copy and Google Slides, producing a basic appearance and is therefore better suitable for quietly introducing the brand value. We'll be employing "Helios" for highlights and forceful remarks to make sure no significant piece of content is missed.

### Heading

#### Signika Negative

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  
**1 2 3 4 5 6 7 8 9 0**

### Body Copy

#### Poppins

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**  
**1 2 3 4 5 6 7 8 9 0**

### Highlight

#### HELIOS

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

### Google Slide

#### Nunito Sans

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  
**1 2 3 4 5 6 7 8 9 0**

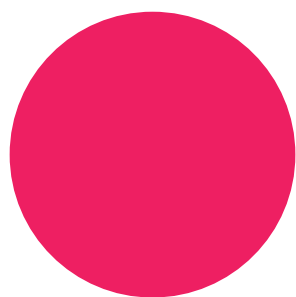
### Trebuchet MS

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  
1 2 3 4 5 6 7 8 9 0

# Creative Studio

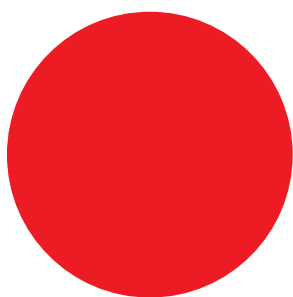
## Color palette

Rishiraj Media uses a cool color palette for Creative Studio. This palette can blend, emphasize, and innovate new feels with a cool color scheme. The color palette can be combined with gradients or in pairings.



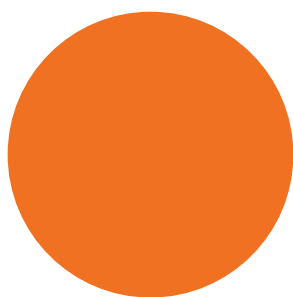
Medium Pink

**C** 0      **R** 238  
**M** 97    **G** 31  
**Y** 43    **B** 98  
**K** 0  
  
**Hex**  
ee1f62



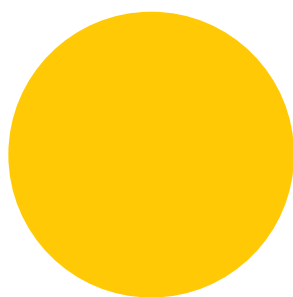
Dark Red

**C** 0      **R** 237  
**M** 99    **G** 28  
**Y** 97    **B** 36  
**K** 0  
  
**Hex**  
ed1c24



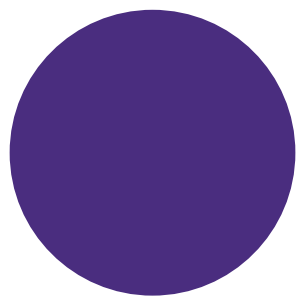
Orange

**C** 0      **R** 241  
**M** 69    **G** 113  
**Y** 98    **B** 35  
**K** 0  
  
**Hex**  
f17123



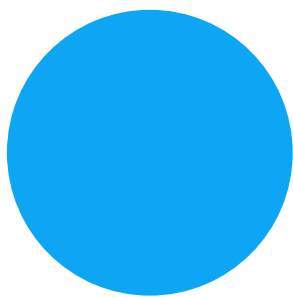
Yellow

**C** 0      **R** 255  
**M** 20    **G** 202  
**Y** 100   **B** 5  
**K** 0  
  
**Hex**  
ffca05



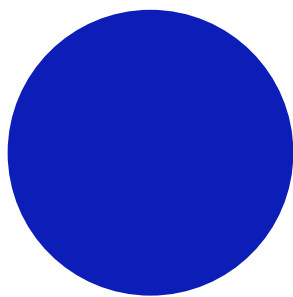
Rishiraj Media  
Purple

**C** 89      **R** 73  
**M** 100    **G** 45  
**Y** 13    **B** 129  
**K** 3  
  
**Hex**  
492d81



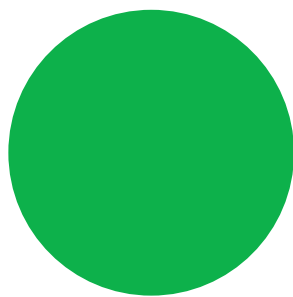
Bright Blue

**C** 69      **R** 12  
**M** 22    **G** 166  
**Y** 0      **B** 244  
**K** 0  
  
**Hex**  
0ca6f4



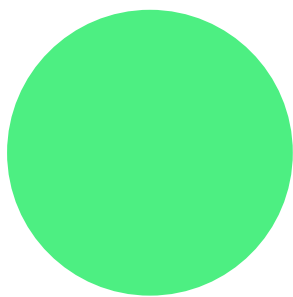
Dark Blue

**C** 96      **R** 13  
**M** 90    **G** 29  
**Y** 0      **B** 183  
**K** 0  
  
**Hex**  
0d1db7



Green

**C** 80      **R** 13  
**M** 0      **G** 177  
**Y** 100    **B** 75  
**K** 0  
  
**Hex**  
0db14b



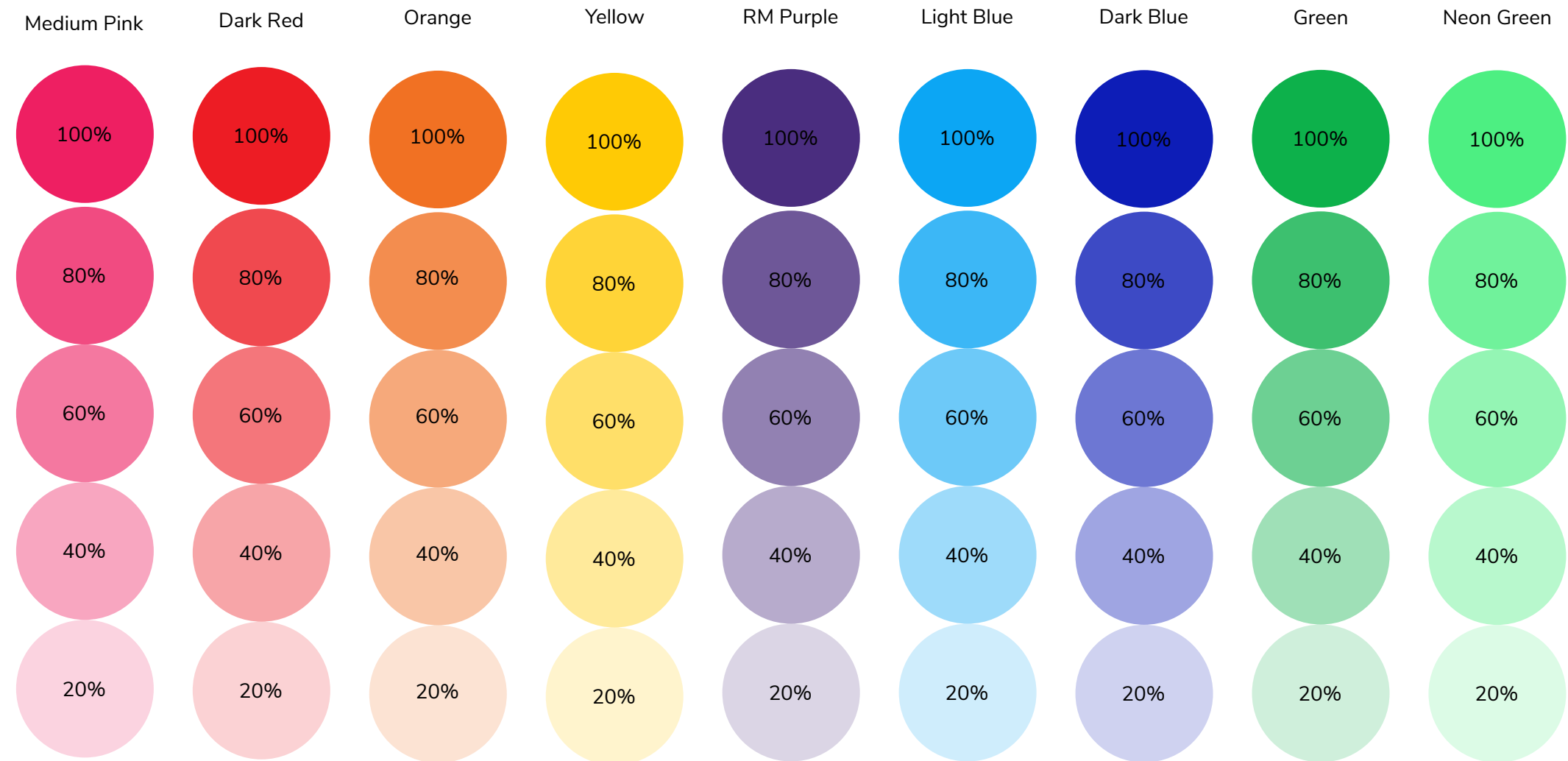
Neon Green

**C** 56      **R** 77  
**M** 0      **G** 239  
**Y** 72    **B** 130  
**K** 0  
  
**Hex**  
4def82

# Creative Studio

## Tints

Charts, graphs, and infographics can be created using tints of secondary colors. Make use of tints strategically, such as to direct the eye to key information or to indicate relationships between items. To achieve a consistent branding effect, follow the appropriate tint guidelines

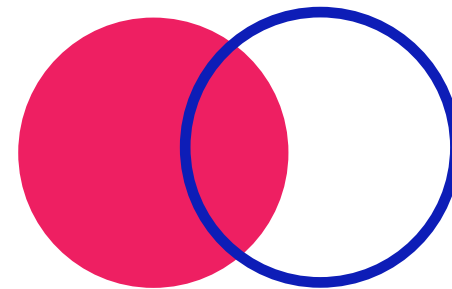


# Creative Studio

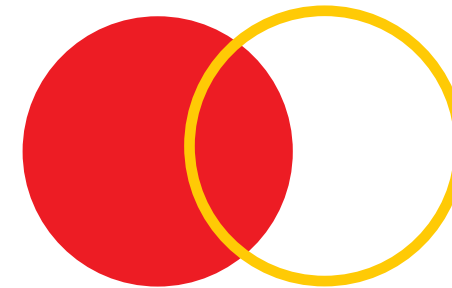
## Color combinations

Gradients can be combined with solid colors to expand design possibilities. A single gradient application, on the other hand, should have no more than one gradient and one solid color (an additional solid color may be applied to the text to improve readability).

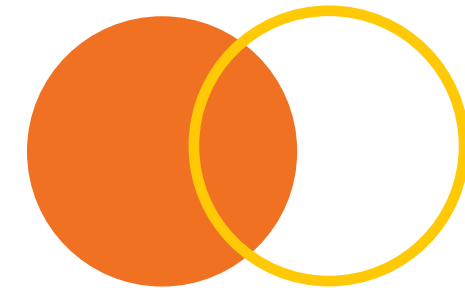
Showcased here are some of the suggested pairings.



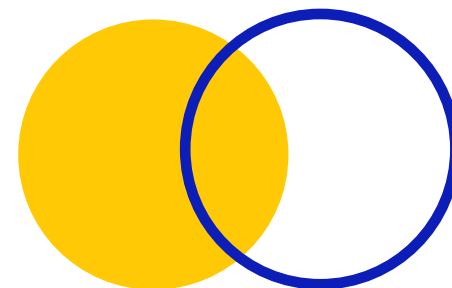
Medium Pink  
Dark Blue



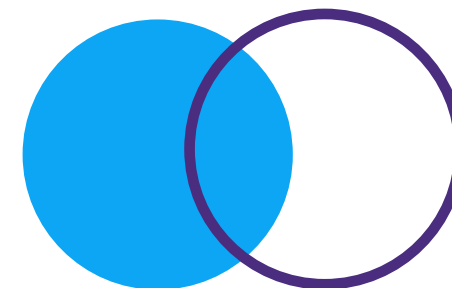
Dark Red  
Yellow



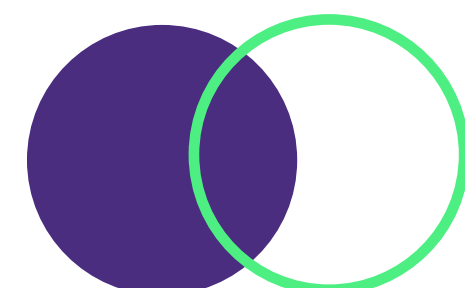
Orange  
Yellow



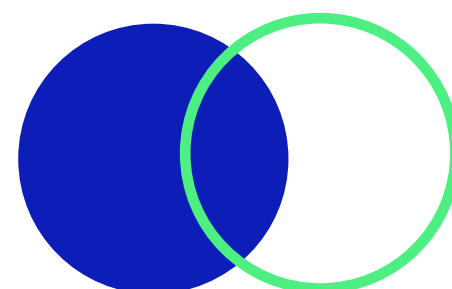
Yellow  
Dark Blue



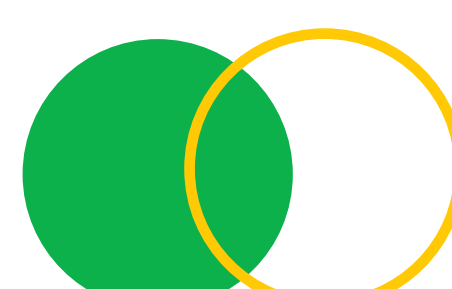
Light Blue  
RM Purple



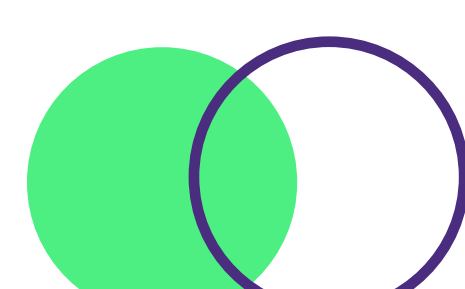
RM Purple  
Neon Green



Dark Blue  
Neon Green



Green  
Yellow



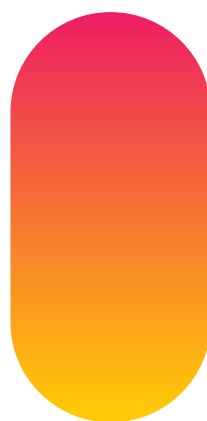
Neon Green  
RM Purple



# Creative Studio

## Color gradients

Our color palettes are combined to produce gradients. In a gradient, never use more than two colors. Select one of three gradient builds based on the communication requirement. To construct each gradient, apply the proper color-stop points.



Medium Pink  
Yellow



Dark Red  
Dark Blue



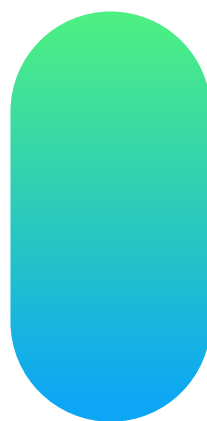
Light Blue  
Dark Blue



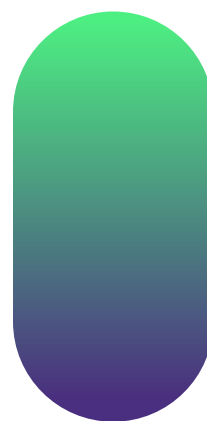
Light Blue  
RM Purple



RM Purple  
Medium Pink



Neon Green  
Light Blue



Neon Green  
RM Purple



Dark Blue  
Orange



Green  
Yellow



Orange  
Yellow

# Creative Studio

Same color gradients

1

C	0	Hex
M	97	ee1f62
Y	43	
K	0	

C	18	Hex
M	100	c1164f
Y	58	
K	4	

2

C	0	Hex
M	99	ed1c24
Y	97	
K	0	

C	18	Hex
M	100	bc171c
Y	100	
K	10	

3

C	0	Hex
M	69	f17123
Y	98	
K	0	

C	9	Hex
M	81	da5322
Y	100	
K	2	

4

C	0	Hex
M	20	ffa05
Y	100	
K	0	

C	15	Hex
M	34	d9a50f
Y	100	
K	0	

5

C	89	Hex
M	100	492d81
Y	13	
K	3	

C	92	Hex
M	100	250247
Y	28	
K	48	

6

C	69	Hex
M	22	0ca6f4
Y	0	
K	0	

C	76	Hex
M	34	358cbd
Y	9	
K	0	

7

C	96	Hex
M	90	0d1db7
Y	0	
K	0	

C	100	Hex
M	100	1d1565
Y	0	
K	39	

8

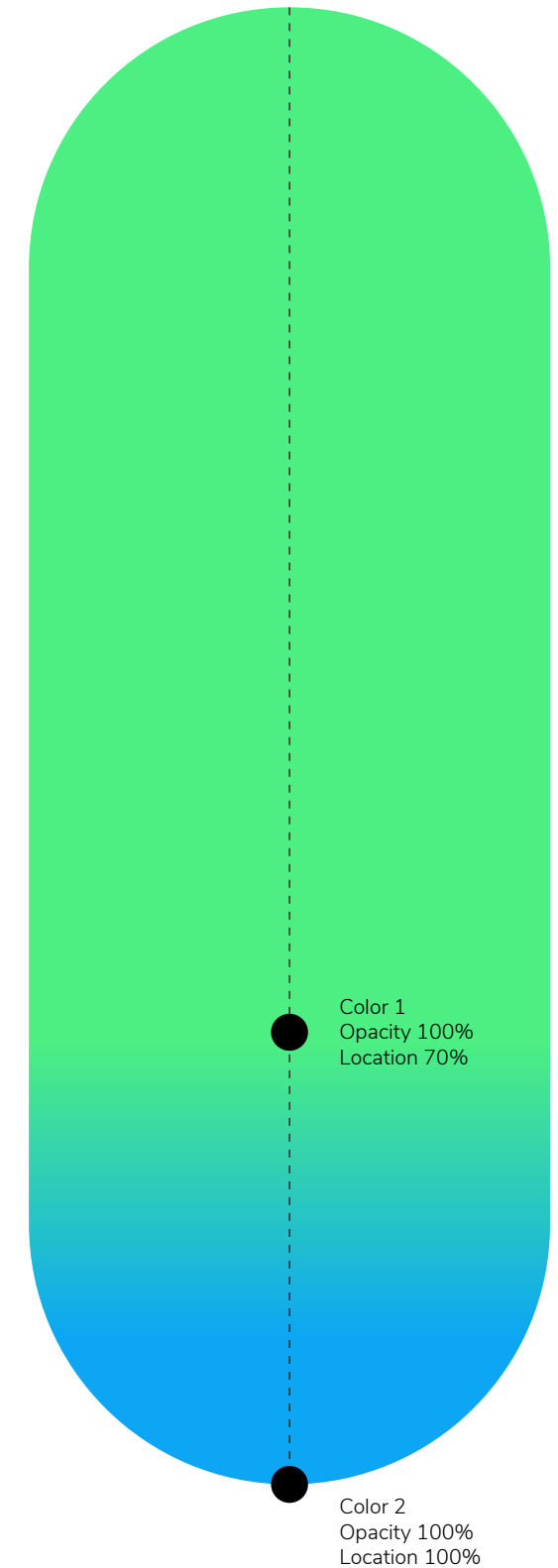
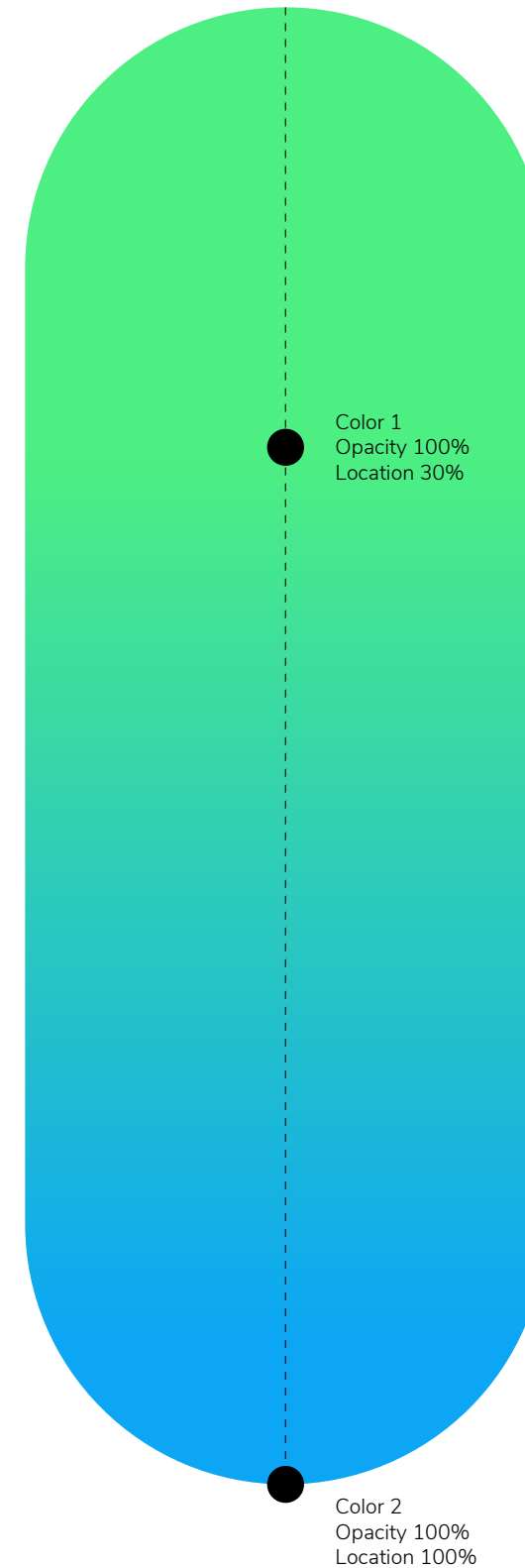
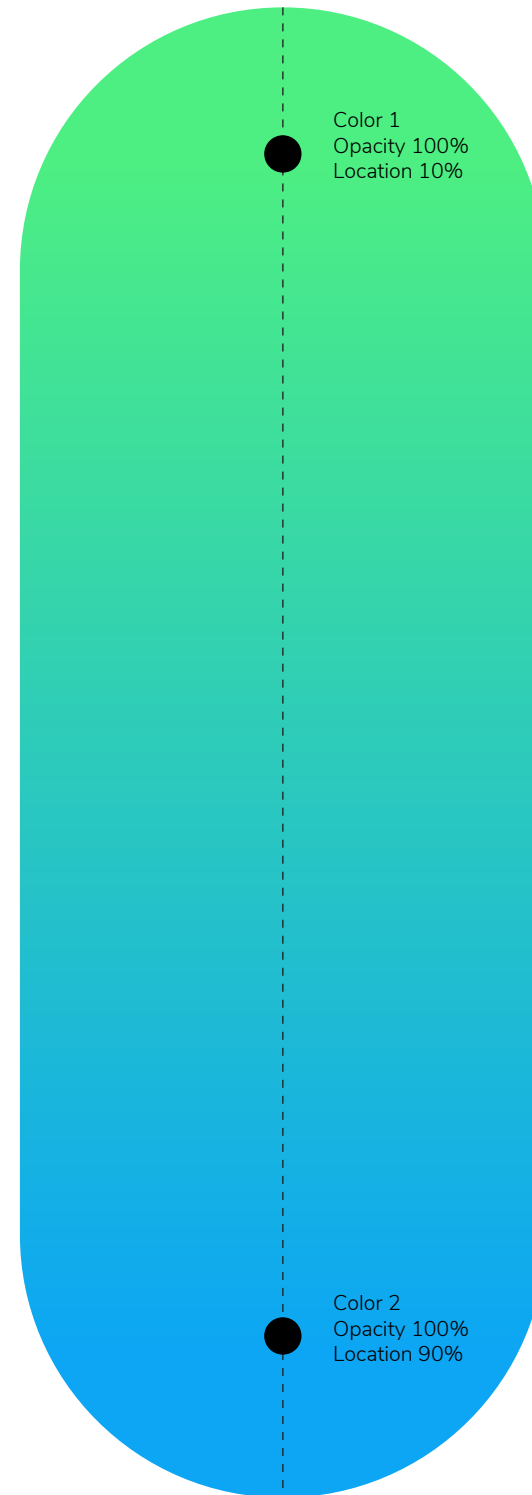
C	56	Hex
M	0	4def82
Y	72	
K	0	

C	80	Hex
M	0	0db14b
Y	100	
K	0	

# Creative Studio

## Gradient builds

Our color palettes are combined to produce gradients. In a gradient, never use more than two colors. Select one of three gradient builds based on the communication requirement. To construct each gradient, apply the proper color-stop points.

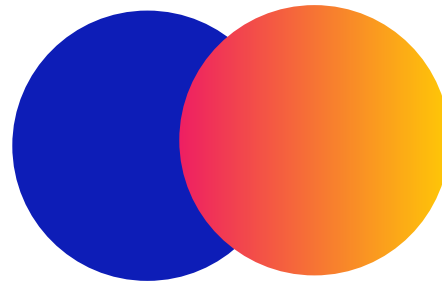


# Creative Studio

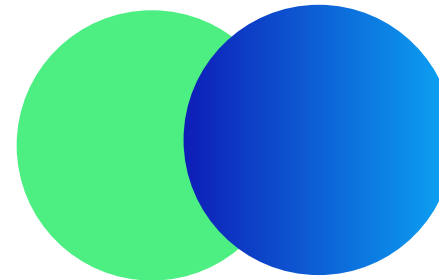
## Color combinations with gradients

Gradients can be combined with solid colors to expand design possibilities. A single gradient application, on the other hand, should have no more than one gradient and one solid color (an additional solid color may be applied to the text to improve readability).

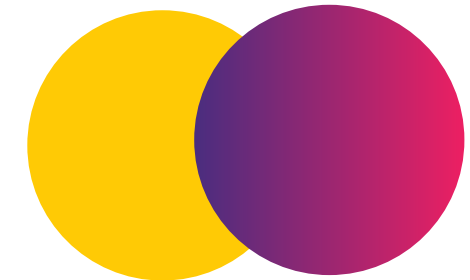
Showcased here are some of the suggested pairings.



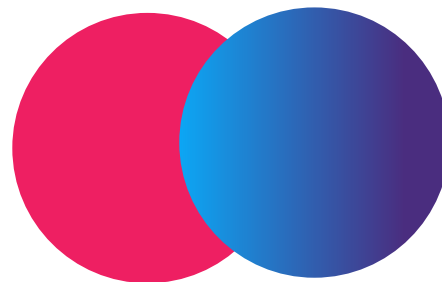
Medium Pink+Yellow  
Dark Blue



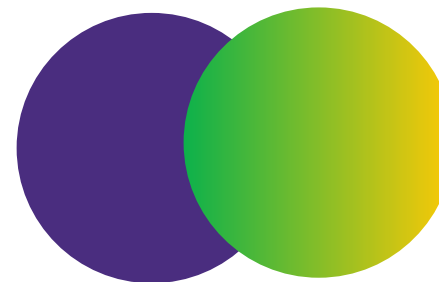
Dark Blue+Light Blue  
Neon Green



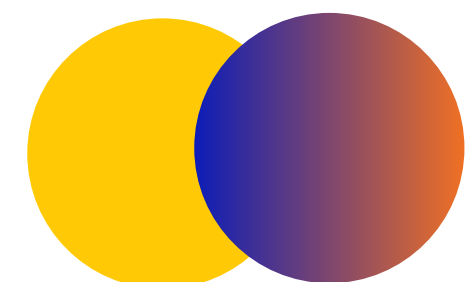
RM Purple+Medium Pink  
Yellow



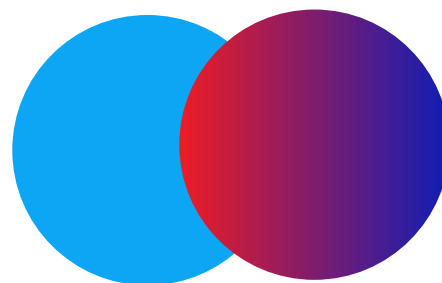
Light Blue+RM Purple  
Medium Pink



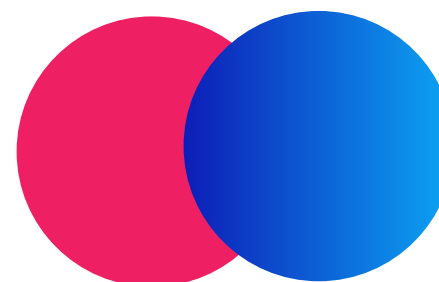
Green+Yellow  
RM Purple



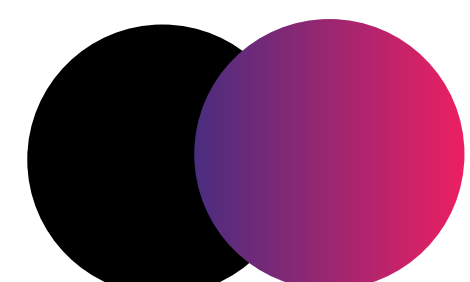
Dark Blue+Orange  
Yellow



Medium Pink+Dark Blue  
Light Blue



Dark Blue+Light Blue  
Medium Pink

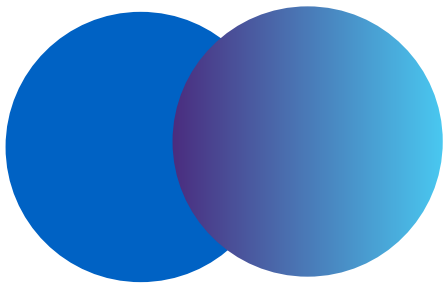


RM Purple+Medium Pink  
Black

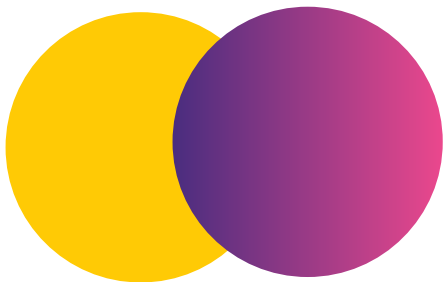
# Tech Solutions

## Applications

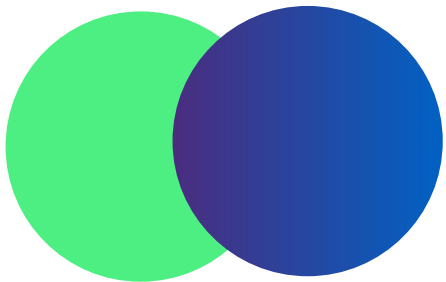
These exhibits show examples of gradient and solid color pairing for pop ups of color that both catch attention and indicate motion. Gradients are used to accent a strong logo and imply creativity, innovation, and imagination.



RM Purple+Light Blue  
Dark Blue



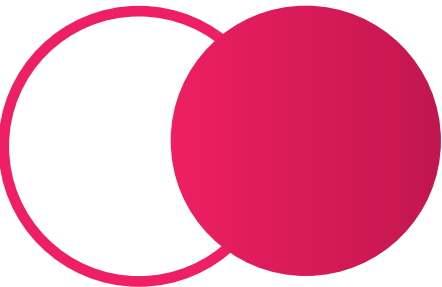
Yellow+Light Pink  
Neon Green



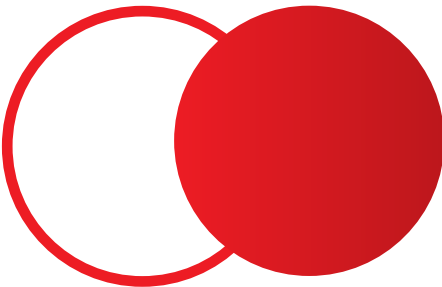
RM Purple+Dark Blue  
Neon Green

Creative Studio

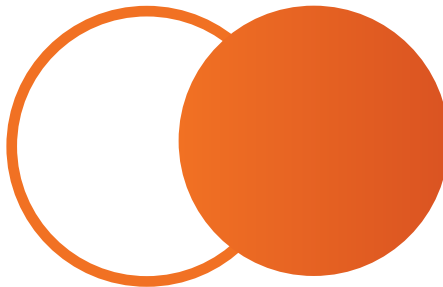
Color combinations with Same Color gradients



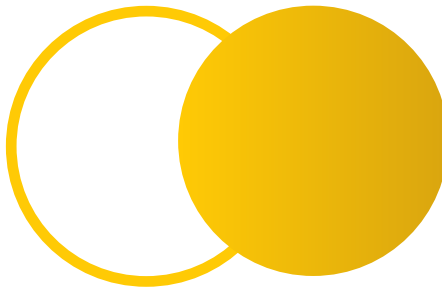
Medium Pink+1



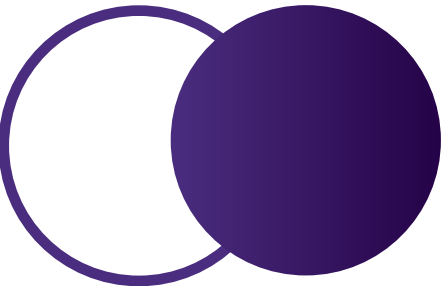
Dark Red+2



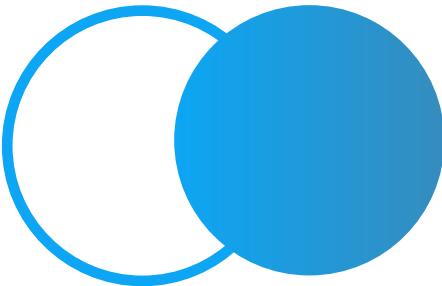
Orange+3



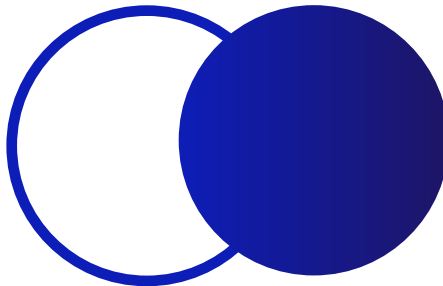
Yellow+4



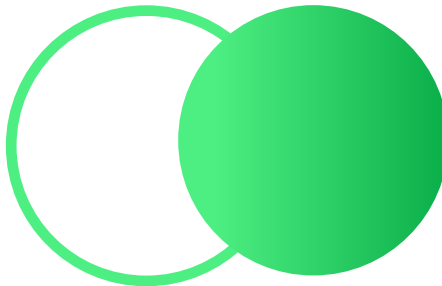
RM Purple+5



Light Blue+6



Dark Blue+7

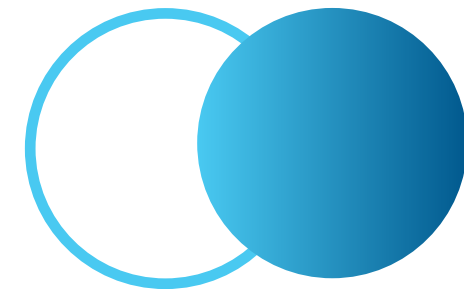


Neon Green+8

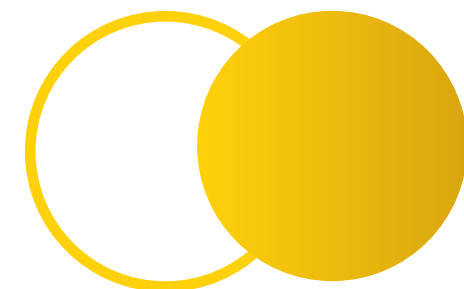
# Tech Solutions

## Applications

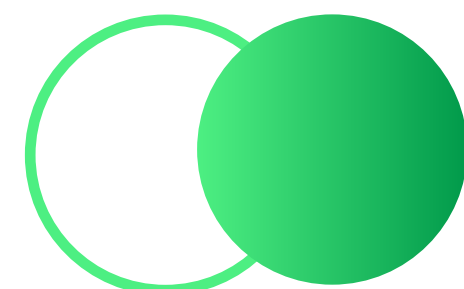
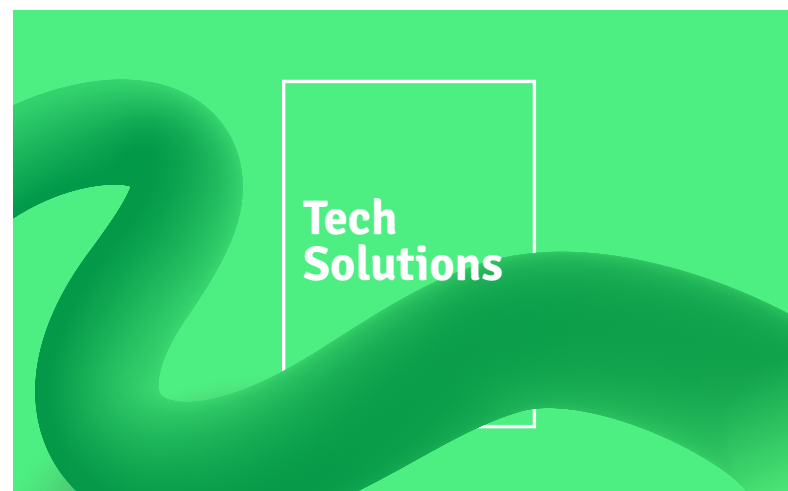
This showcases examples of the same gradients and same solid color pairings. Select the colors and gradients for a design based on the communication's purpose and intended audience.



Light Blue+6



Yellow+4



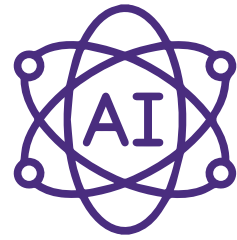
Neon Green+2



# Tech Solutions

## Icons

Rishiraj Media Tech Solutions uses minimalist tech icons that are easy to understand. These are especially designed with the intention of preserving a futuristic attribute. The design elements or features are forward-looking, innovative, and aligned with what is expected or perceived as futuristic. These icons are:



Artificial-Intelligence



Mobile Apps



Clients



Creative



Interactive



E-Commerce



CRM



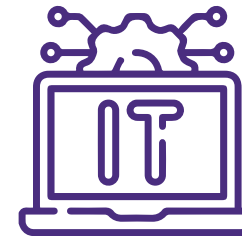
Digital Marketing



Awards



Websites

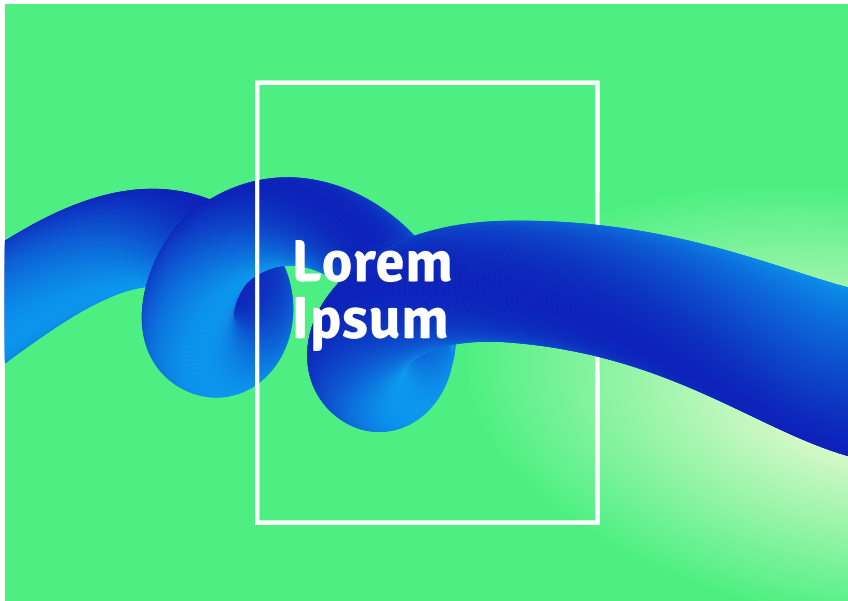
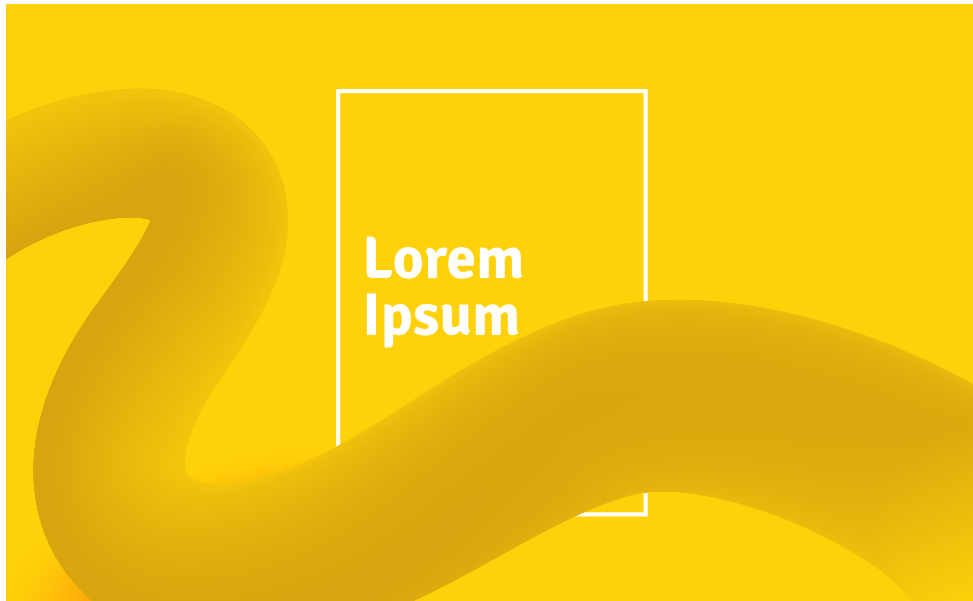
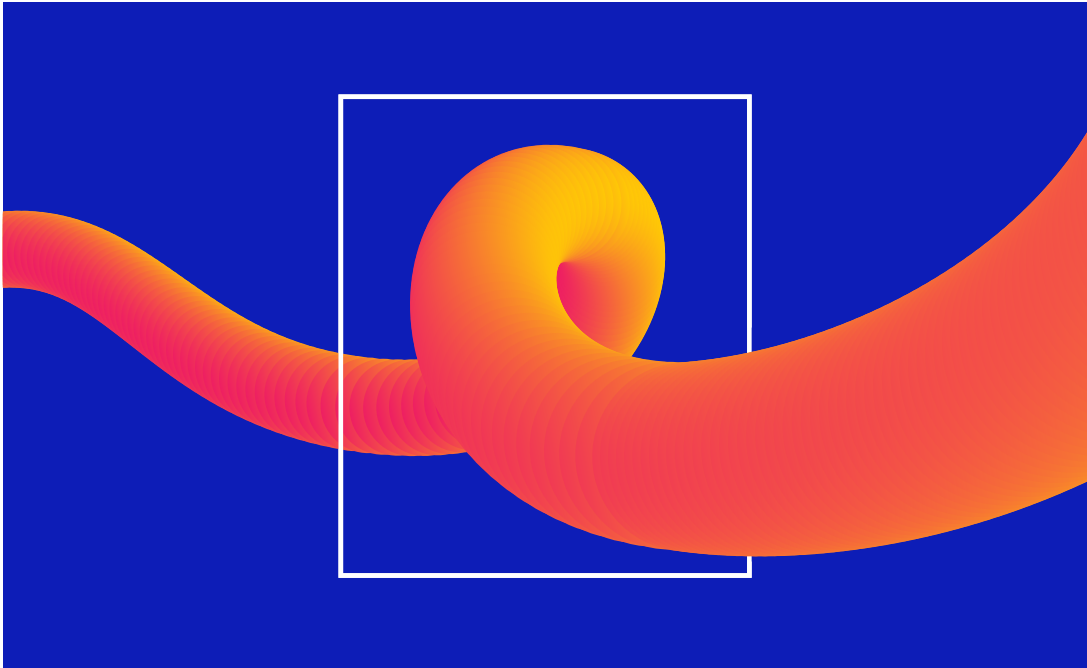


Information Technology



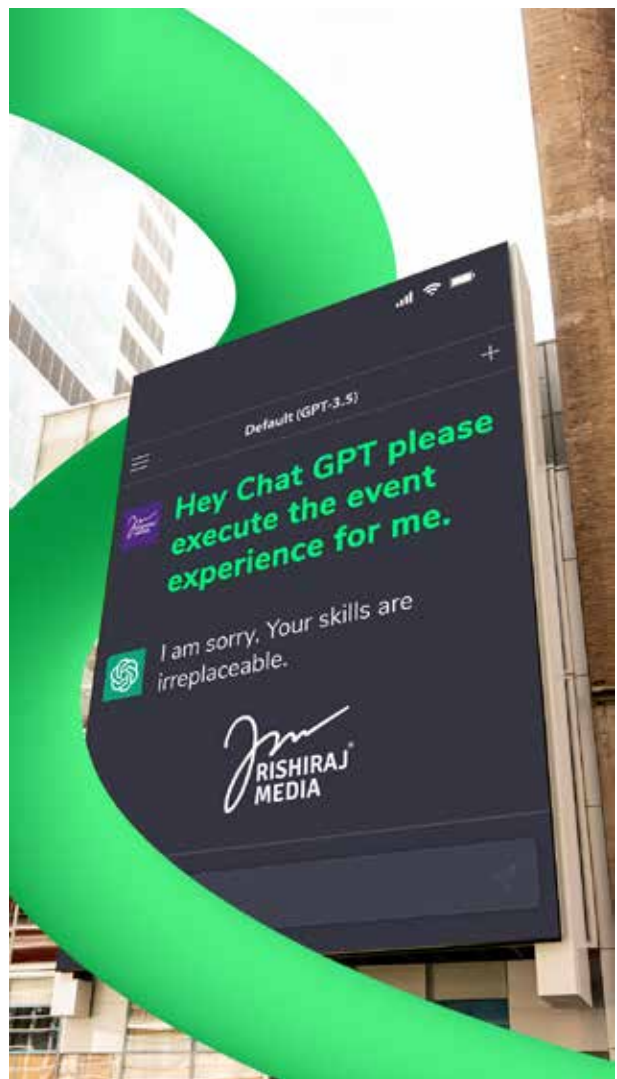
Technology

Box Usages





## Creative Ideas





# Emailer Ideas



## Powering Tomorrow, Today!

Become an Industry leader in Renewable Sector with our Marketing Solutions!

I hope you are doing well. I'm reaching out to introduce tailored marketing services for the dynamic green hydrogen sector. With the escalating demand for sustainable energy, a compelling brand presence is vital. Our expertise encompasses report design, exhibition stalls, video production, websites, and digital strategies, all crafted to amplify your green hydrogen efforts.



### Report Designing:

Our designers create visually appealing reports, simplifying complex green hydrogen concepts for your audience's comprehension.

### Exhibition Stall Setup:

We excel in crafting immersive stalls for industry events, spotlighting your contributions to green hydrogen.



### Video Production:

Engage your audience with compelling video content narrating your green hydrogen journey.

### Website Platforms:

With our developers, we are able to provide user-friendly website designs that reflect your commitment to green hydrogen.



### Digital Marketing:

Utilize social media, emails, and SEO in campaigns that enhance the visibility of your green hydrogen efforts.

Our services align with your goals, backed by our expertise in the green hydrogen sector.

To explore how we can boost your green hydrogen success, let's schedule a call or meeting. Together, we can elevate your presence in the green hydrogen industry.

Thank you for considering our services. Let's collaborate to create a significant impact in this industry.

### Get connected with us

[rishabh.malhotra@rishirajmedia.com](mailto:rishabh.malhotra@rishirajmedia.com) +91 9953311955



## A Decade's Experience in Events & Exhibitions

As the leading event management agency in the industry, Rishiraj Media has built a reputation for creating unforgettable experiences that captivate audiences and drive business success. With a rich portfolio of successful conferences and exhibition stalls, we understand the dynamics of the event landscape and are fully equipped to help you achieve your marketing and networking goals.

### Why Choose Rishiraj Media?

- Professionalism:** Our team comprises of seasoned professionals who are well-versed in the nuances of event planning, ensuring every aspect of your conference or exhibition stall is executed flawlessly.
- Innovation:** We take pride in our creative approach to event design and engagement strategies, tailoring each event to reflect your brand's unique identity and objectives.
- Pan-India Network:** With years of experience in the industry, we have fostered strong relationships with key stakeholders, suppliers, and partners, giving us an edge in securing prime locations and resources for your event.
- Trust:** Our commitment to transparency, professionalism, and delivering on promises, has earned us the trust of numerous clients. We're dedicated to upholding the highest standards of quality and integrity.

Partnering with Rishiraj Media means unlocking a world of opportunities in the Indian market. We invite you to take advantage of our value promotion and elevate your presence through a conference or exhibition stall that will leave a lasting impression.

Let us discuss how we can tailor our services to meet your specific needs and goals.

### Get connected with us

[rishabh.malhotra@rishirajmedia.com](mailto:rishabh.malhotra@rishirajmedia.com) +91 9953311955



## Event Agency That's Trusted by 100+ Companies

I hope this email finds you well. I wanted to follow up on my previous message regarding the exciting opportunity for your upcoming conference or exhibition stall in India. We believe that partnering with Rishiraj Media can truly make a significant difference in the success of your event and your brand's presence in the Indian market.

As a quick recap, Rishiraj Media stands as the most trusted event management agency with an impeccable track record of delivering exceptional experiences that resonate with audiences and drive business growth. Our commitment to professionalism, creativity, and transparent collaboration sets us apart in the industry.

We understand that you may have questions or considerations, and we are here to provide you with all the information you need to make an informed decision. Whether it's discussing specific event ideas, tailoring our services to your unique requirements, or addressing any concerns you might have, our team is ready to assist you in every step of the way.

Feel free to discuss any queries or thoughts you might have. We would be more than happy to schedule a call or meeting at your convenience.

### Get connected with us

[rishabh.malhotra@rishirajmedia.com](mailto:rishabh.malhotra@rishirajmedia.com) +91 9953311955



## Fast-Track Your Brand Experience

I hope this message finds you well. As the International Railway Equipment Exhibition (IREE) approaches, I'm excited to introduce our specialized railway sector marketing services. We excel in signage, branding, exhibitions, printing, designing, and video production, ensuring your impact lasts beyond IREE 2023.



### Signage & Branding:

Seamlessly guide attendees while reinforcing your brand's identity with our captivating signages.

### Exhibition Solutions:

Maximize engagement and spotlight your railway innovations through expertly designed exhibition setups.



### Printing & Designing:

We produce high-quality brochures and banners that clearly convey your message to the attendees.

### Video Production:

We create dynamic videos to showcase your newest innovations, educating and engaging viewers.



In a rapidly evolving railway sector, a strong brand presence is vital. We tailor our services to meet your goals.

I'm eager to discuss how our solutions can elevate your presence at IREE 2023. Let's collaborate to showcase your innovations and fuel your brand's growth.

Thank you for considering us. We're excited about the opportunity to partner with you for an impactful IREE presence.

### Get connected with us

[rishabh.malhotra@rishirajmedia.com](mailto:rishabh.malhotra@rishirajmedia.com) +91 9953311955



The inevitable evolution of the industry...

## Rishiraj Media

Where Future, Innovation, and Inspiration Converge.  
Stay Relevant in Every Wave!



Digital  
Experiential  
Technology