



Ruul

Brand Guidelines

Brandbook is your destination for all things ruul

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Who we are

Ruul



What we do

Ruul offers innovative and universal work solutions suited for the remote reality. With Ruul, talents and organizations connect, work and manage finance and compliance easily on a single platform wherever they may be located.

Why we do it

We are here to change work dynamics for people to be able, motivated, and entitled to govern their careers and lives autonomously.

How we do it

Ruul invents and implements smart features that the modern workers need. We make the digital transformation of global work possible by offering a comprehensive toolbox of work solutions. With Ruul's hiring/job finding, invoicing, legal, finance and compliance features, global talents and organizations work seamlessly with maximum efficiency and compatibility.

How we refer to our product & customers

Ruul



How we refer to our product

We call our product items “features” and we have 2 main sets of features for 2 ends of user clusters: talents and organizations. We avoid referring to our product lines as “services” or “tools”.

How we refer to our customers

Talents is how we refer to B2C customers using our features. Our talent base is composed of 2 main segments: solo talents and global employees. Solo talents entail contractors or freelancers as well as self-employed incorporated individuals, whereas employees are global talents hired full-time by organizations.

We do not solely use freelancers when referring to our individual users, simply because not all of them identify as freelancers. Majority of the talents are entry or mid-level freelancers some of which can be categorized as side-giggers; however, we also target a significant number of experienced self-employed individuals who have a tax ID and an incorporated business.

Organizations is how we refer to our B2B users. We do not use business(es), because the term “business” is not reserved for corporate entities in our world. Also, not all of our B2B users are profit-driven entities, we want to be inclusive of NGOs and different types of entities/structures.

Client is how we refer to organizations that are served by solo talents. We do not refer to them as customers, which is a general term for someone who purchases standard goods and services.



Where we communicate



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Supporting symbols (emojis, icons and punctuation)

Although we turn to emojis and iconography to reinforce our content, we are attentive not to overuse them. Emojis are mainly used to mark bullet points in our social media posts, not casually spread in between sentences.

Language and grammar

Our copywriting language is guided by the grammar rules of American English.

In headings, slogans and mailing subject lines, we use sentence case capitalization instead of title case capitalization.

No wordy sentences. No sophisticated words.

Web & Social media

We are present on the digital landscape with our website and owned social media channels (LinkedIn, Instagram, Facebook and Twitter).

We capture the latest work trends, celebrate and spark a conversation around important days relevant to our target audience and brand, and share tips and uplifting messages for solo talents and remote workers in parallel to the discussions on our Blog. While doing so, we aim to connect with and feature relevant social media personas and organizations on all platforms.

Ruul Blog

One of our significant touchpoints with users and potential customers is our blog, where we share tips, best practices and tools for the betterment of work and life for solo talents governing their work autonomously and team leaders or entrepreneurs that represent organizations with global influence.

We feature guest posts from partners and interviews that could be relevant and insightful for our audience. All posts are optimized with SEO principles and according to our writing guidelines.

For piece specific rules of writing and publication on our blog refer to our [Blog Guidelines](#)

We prepare weekly digests for our B2C users and occasional digests for our B2B users with the latest blog posts, announcements, product updates, as well as exclusive promotions from our partners network.

Our newsletters are concise pieces of informative content that are supported by images, internal links and relative call-to-action buttons.

Mass newsletters

Through our shared media opportunities enabled by our partner network, we disseminate our expertise, knowledge and special offers on other channels (social media, mobile apps, newsletters, and blogs) owned by different brands with which we share common values and community structures.

How we communicate with our customers

As a solution provider that aims to help all people of any background and identity, we are driven by inclusivity and diversity. We never intimidate a certain group of people with our discourse. Our voice is always welcoming and empowering.

Tone of voice

We position ourselves as a reliable knowledge hub for solo talents and organizations alike—an expert in the new work paradigm and the work solutions that we provide. This entails having a self-assured, dependable and informative overall tone.

Of course, the tone will vary according to the medium and audience.

When addressing talents, we maintain an approachable, supportive and empathetic approach. As we address organization representatives, we are assuring, professional and respectful.

Balanced and witty

Humor is not our priority. We are a finance company with high volumes of transactions all over the world and finance is no laughing matter. Our aim is to create an entity which our customers can turn to for information on intricate and sometimes hard-to-understand issues. We believe that engagement is achievable without treating cases and topics as jokes. When there is room for laughter, we keep our tone witty and pay attention not to intimidate anyone with stereotypical or insensitive jokes.

Work trends

Work rights

Autonomy

Digital Nomadism

Freelancing

Coworking

Mental And Physical Health

Work-Life Balance

Parenting

Human Rights

Diversity

Equity And Inclusion

Different Cultures

Digitalization

Sustainability

Finance

Payment And Tax Management

Regulations And News On Legislation

Remote Work

Digital Communication

Useful Tools

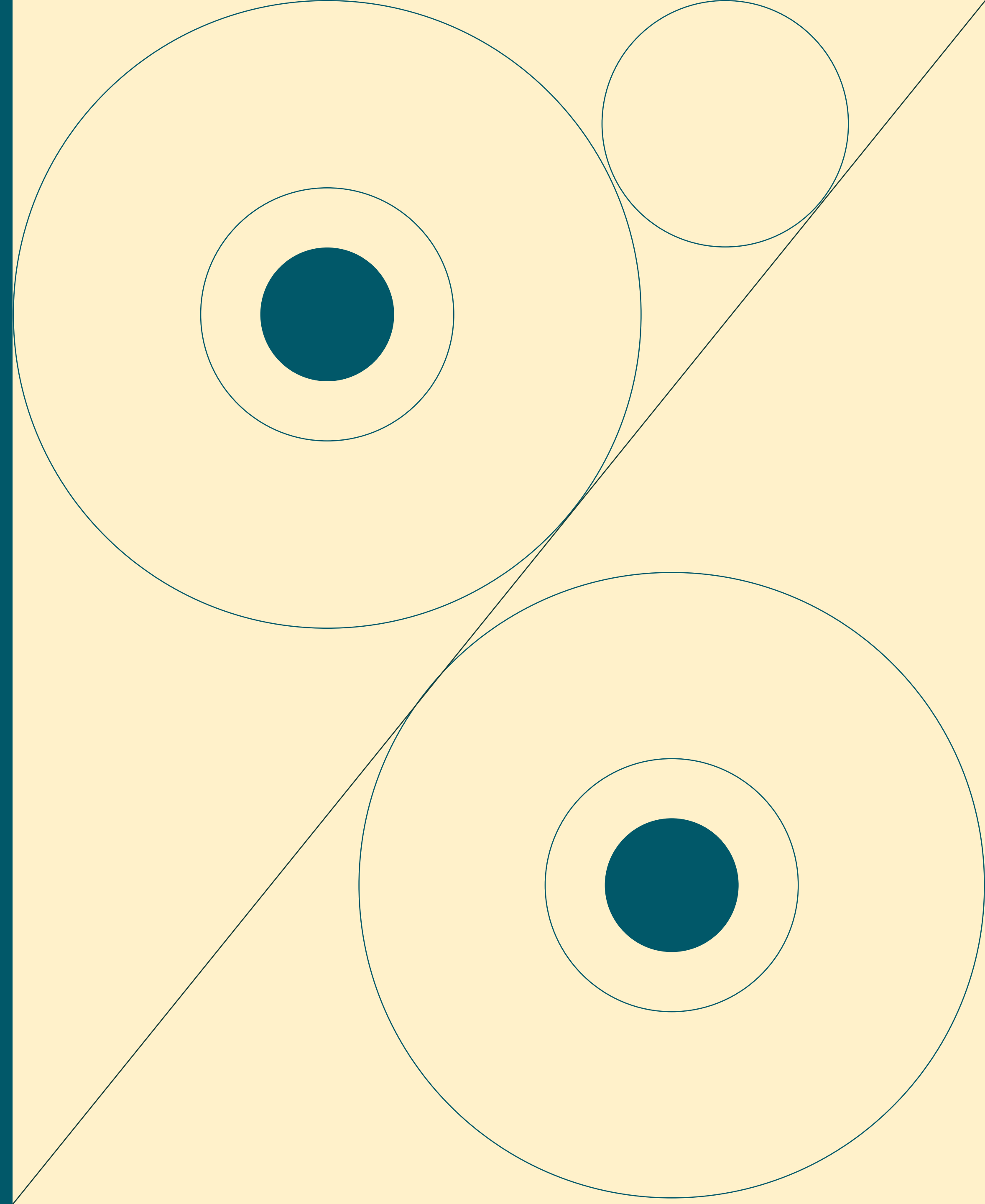
Platforms And Software

Industry And Niche-Specific Career Tips



Our logo

Ruul



The rimuutlogo is composed of an octothorpe and a logotype set in Strawford Bold.

The horizontal logo is the primary logo and should be used in most instances. The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

Always use the logo files provided. Do not re-create.



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Core Color

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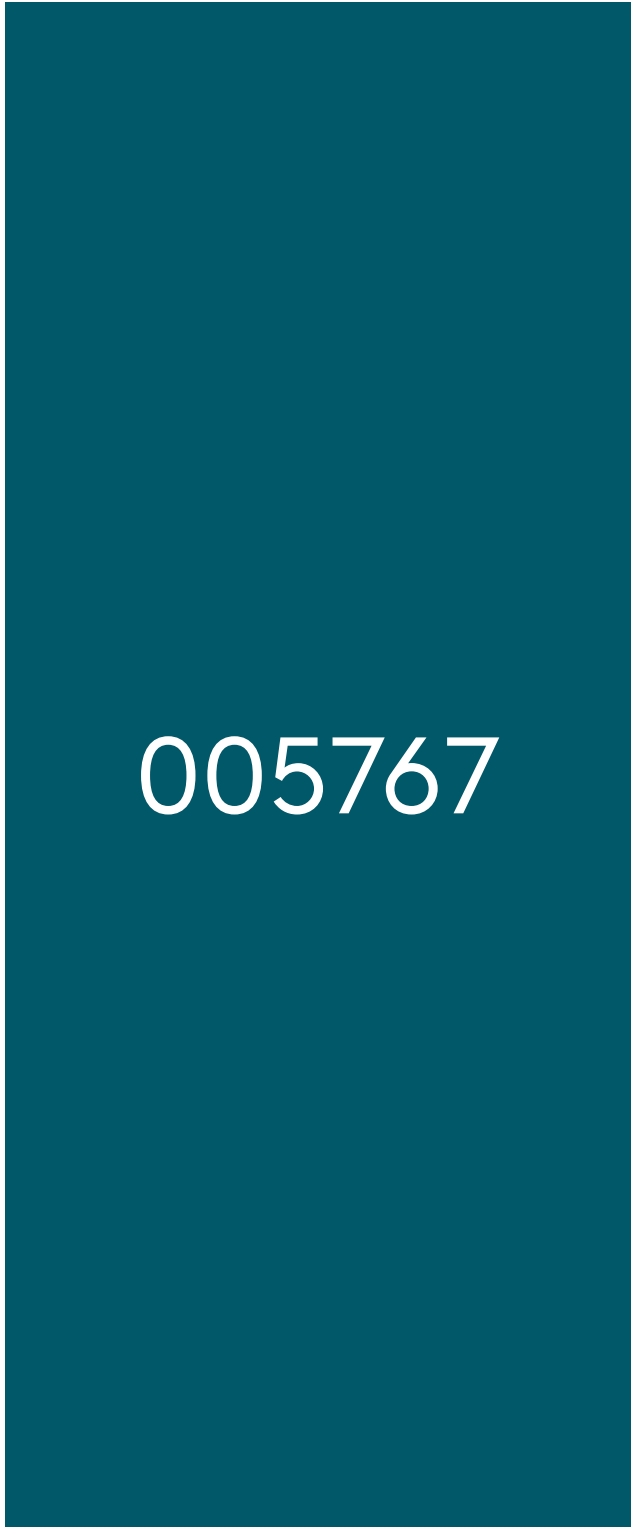
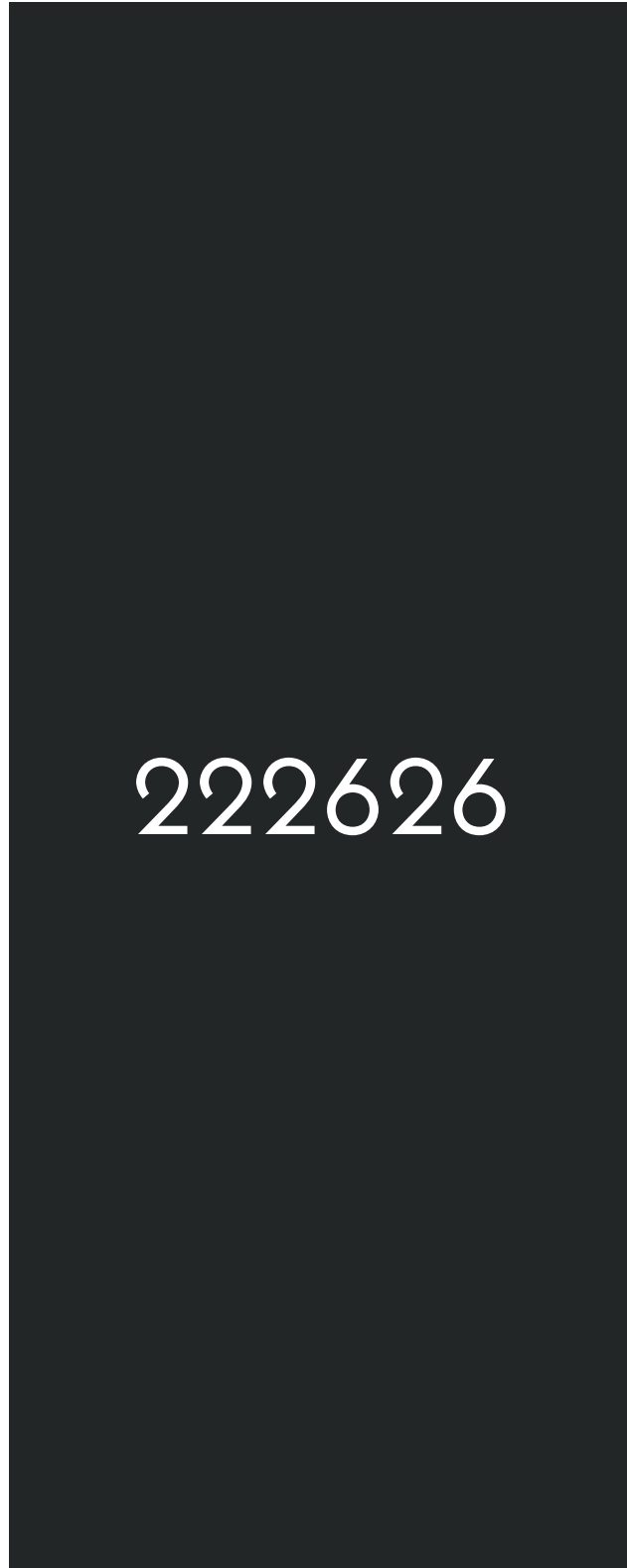


Primary Color:
Green

RGB: 23, 61, 57
CMYK: 62, 0, 7, 76

Primary Color:
Powder

RGB: 245, 195, 176
CMYK: 0, 20, 28, 4





Typography

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⌵ Font Family

Download the font family. Do not forget about the availability of copyright and restrictions on the use of these fonts.



Typography plays a pivotal role in the style. Using this range correctly allows us to create easily identifiable messaging that is clear from distraction.

01 Our main font is Strawford

This is a modern, strong and versatile font that perfectly reflects the style of our brand. The font has a wide range of different styles that allows you to create excellent font designs. The use of one or another style depends on the task you are doing. For confidence, refer to page 10 for learning all the relevant styles.

02 Additional fonts are Strawford

This allows you to add accents to the font hierarchy. We do not use a large number of styles for this font, which does not create additional difficulties.

03 Additional fonts are Strawford

The main font of our brand. Strawford - typeface groove new typeface. Confident with touchy lines give the brand loyalty and sustained style.

Aa

Strawford
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]“”{}«\

Primary Typeface

Aa

Inter
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]“”{}«\

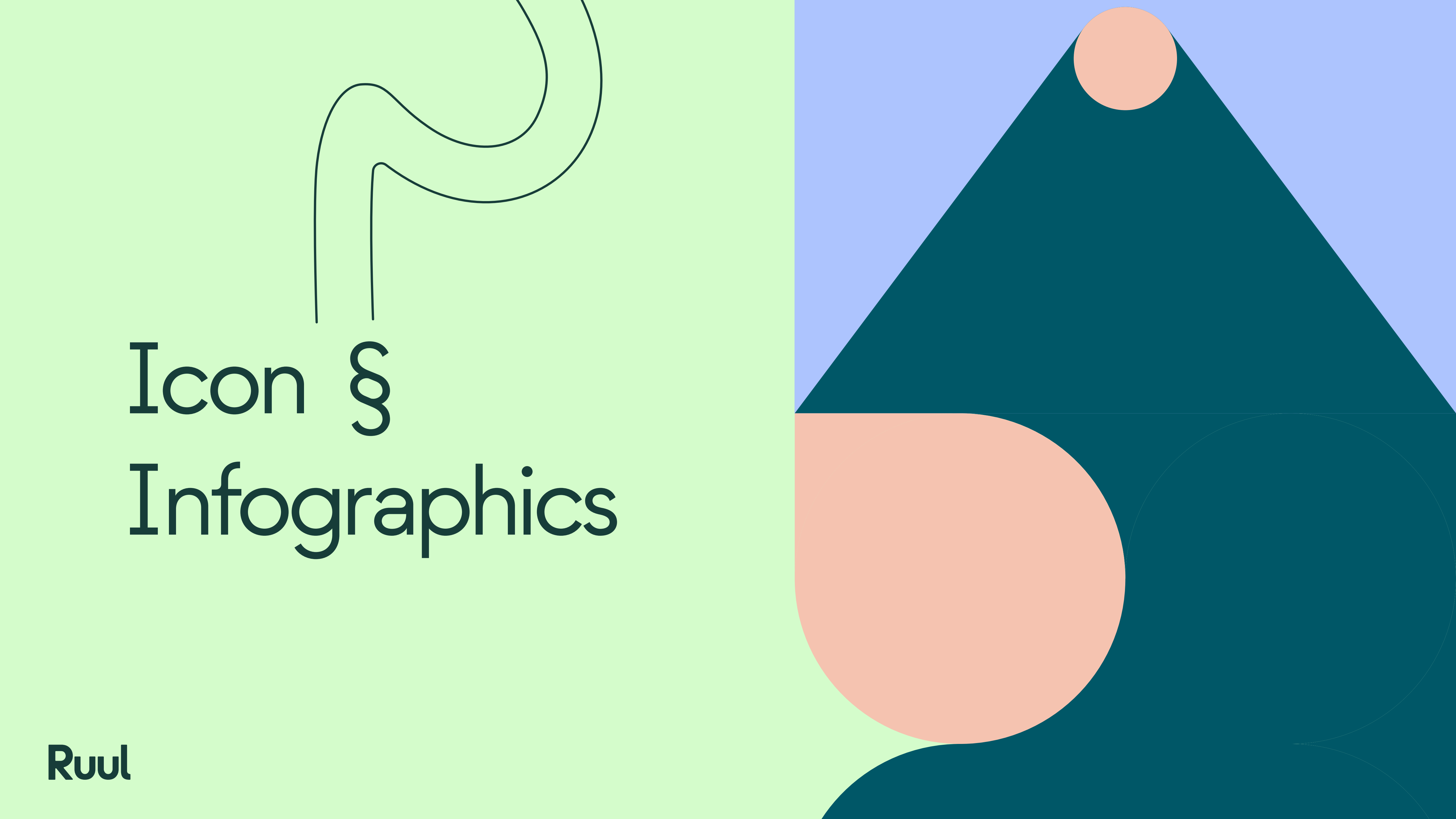
Secondary Typeface

Text Hierarhy

Hierarchy of text is important in a design because it allows the reader to understand, at a glance, the order of importance of the information at hand.

This element is of equal importance to any other design element as it makes the information conveyed easier to read and easier to understand, guiding the reader from one piece of information to the next with visual ease.

<div>H1</div> <div>Text Bold</div> <div>Size: 37pt</div> <div>Leading: 44,4pt</div>	Aa	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£\$%^&*()_+[]“”{}«\
<div>H2</div> <div>Text Medium</div> <div>Size: 37pt</div> <div>Leading: 44,4pt</div>	Aa	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£\$%^&*()_+[]“”{}«\
<div>H3</div> <div>Text Light</div> <div>Size: 37pt</div> <div>Leading: 44,4pt</div>	Aa	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£\$%^&*()_+[]“”{}«\
<div>T1</div> <div>Extra Light</div> <div>Size: 37pt</div> <div>Leading: 44,4pt</div>	Aa	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£\$%^&*()_+[]“”{}«\
<div>T2</div> <div>Thin</div> <div>Size: 37pt</div> <div>Leading: 44,4pt</div>	Aa	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£\$%^&*()_+[]“”{}«\



Icon § Infographics

Ruul

Assets

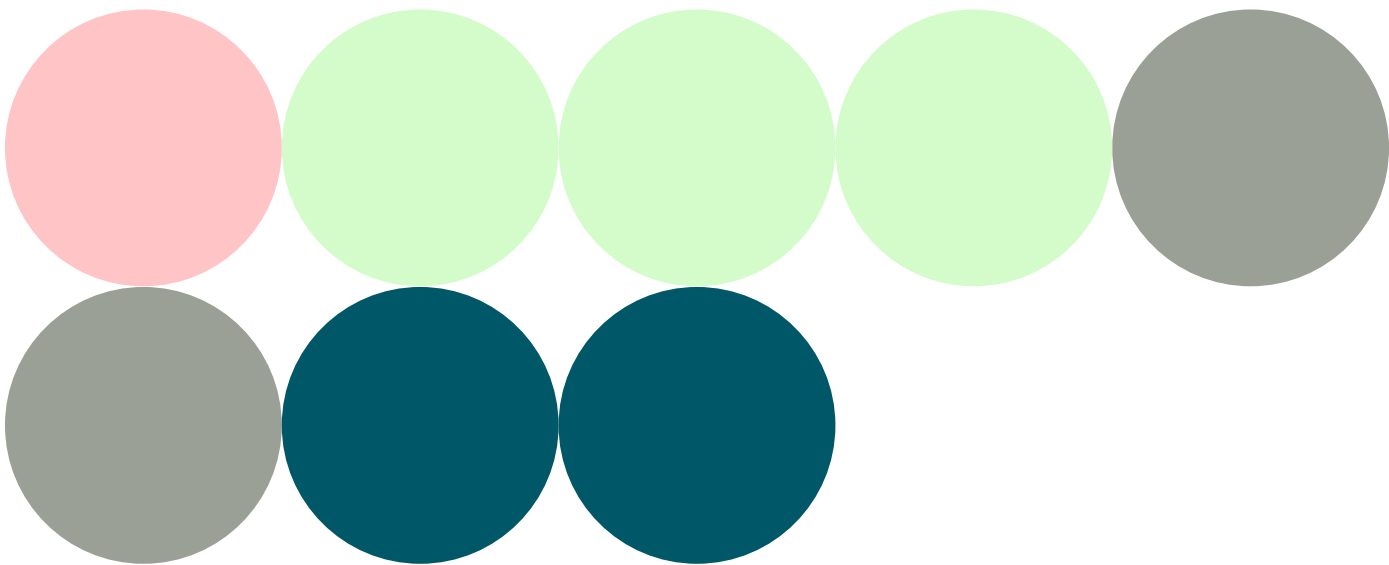
01 What is it?

An infographic is a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic.

⬇
Download corporate identity elements

124%

The main thing you should pay attention to is the clean space near the logo.



+589

The main thing you should pay attention to is the clean space near the logo.

+1.5M

The main thing you should pay attention to is the clean space near the logo.

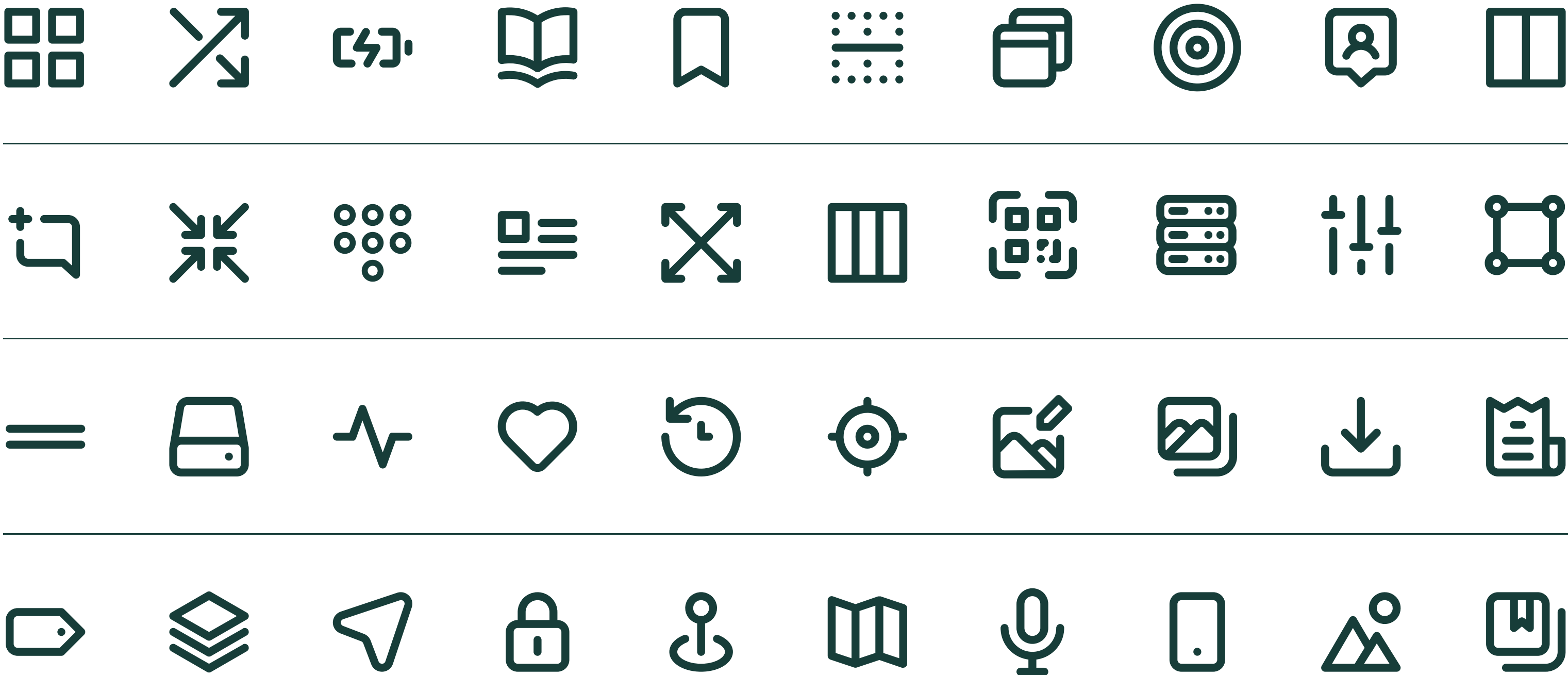


Assets

01 What is it?

An infographic is a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic.

 Download corporate identity elements





Social Network

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Social Media

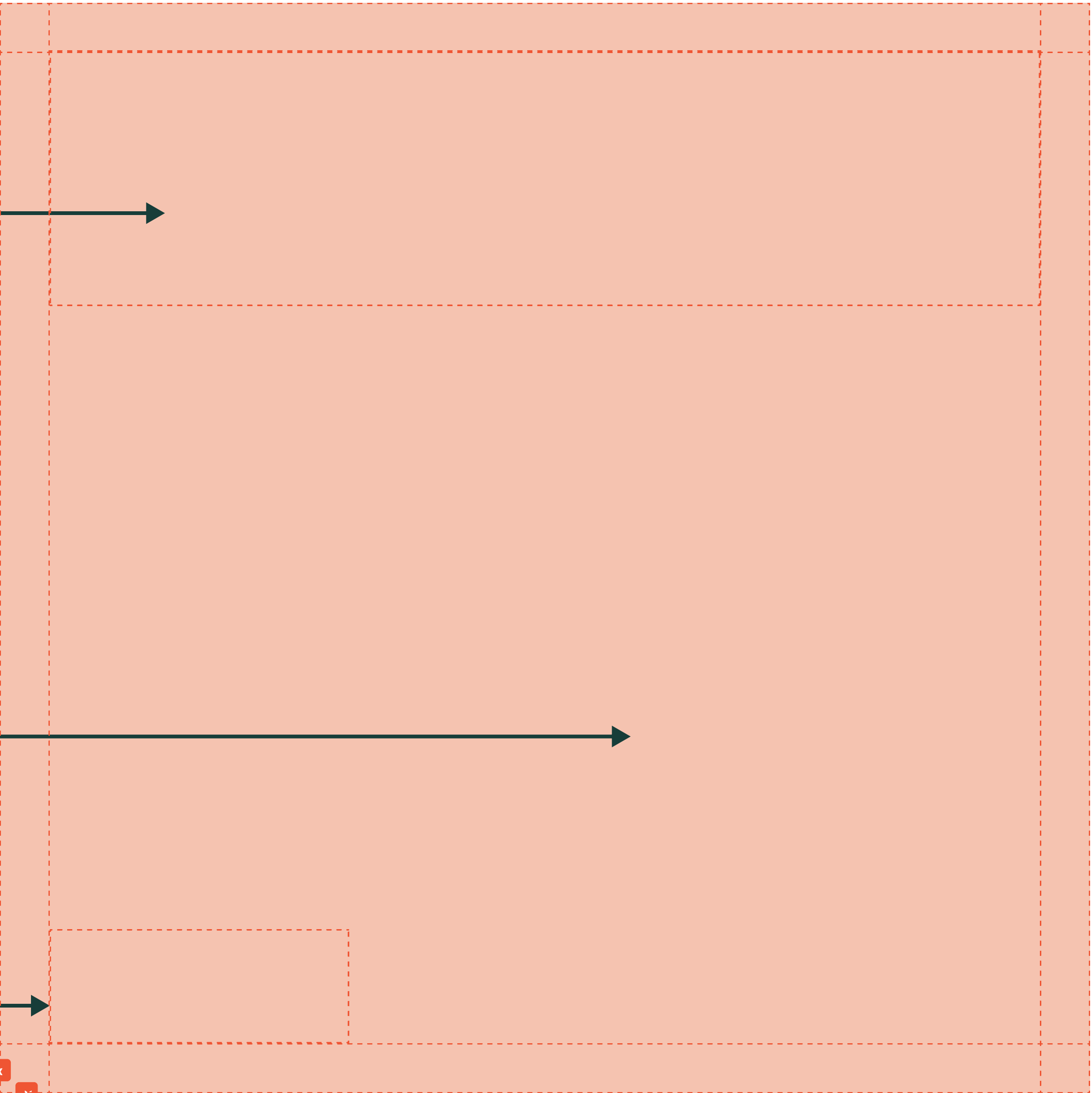
01 What is it?

An infographic is a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic.

Text Here
Max 30 character

Illustration

Logo



Spend to save with
Round-Ups

Ruul



Time is money.
Save both.

Ruul



Social Media

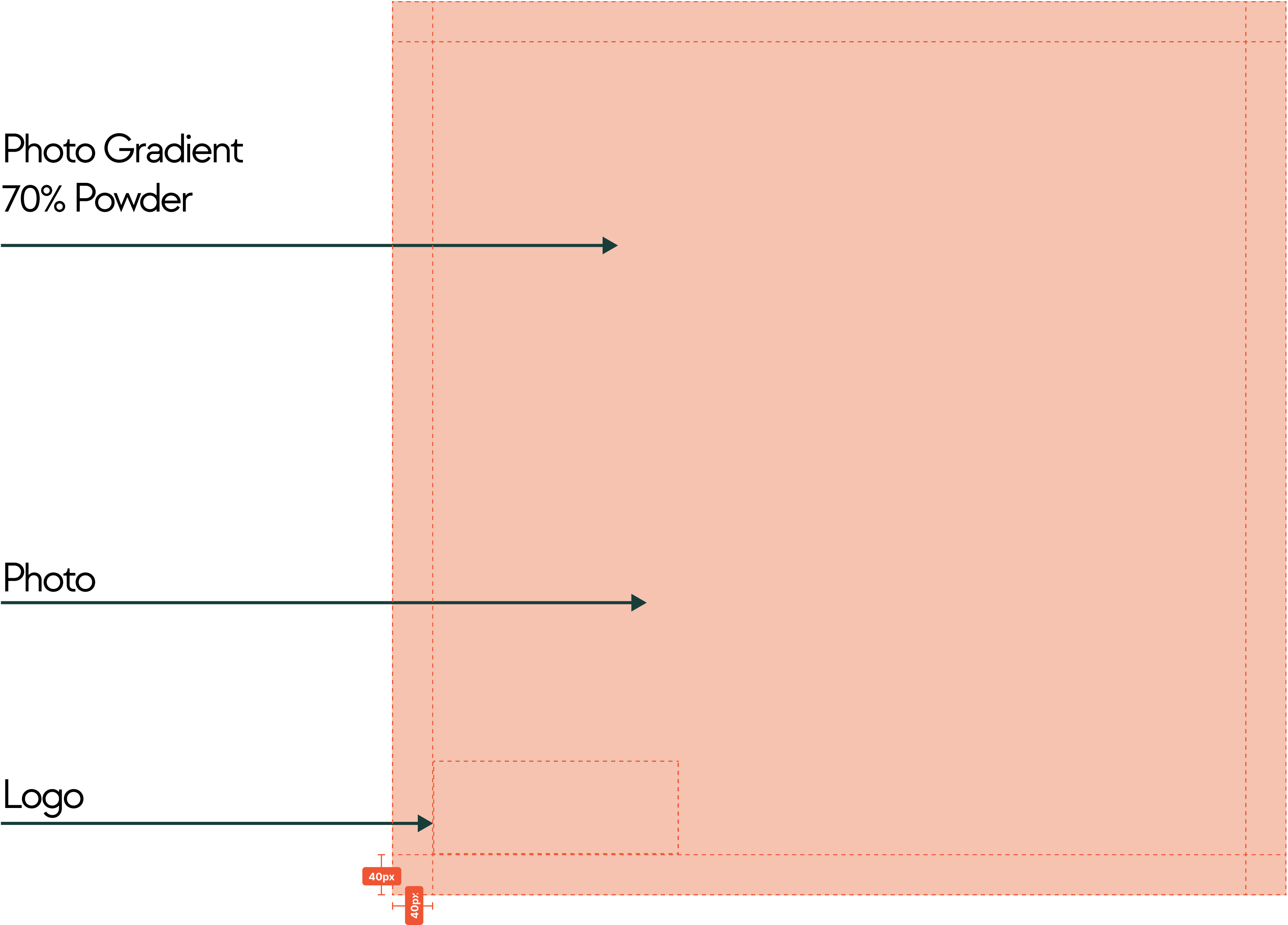
01 What is it?

An infographic is a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic.

Photo Gradient
70% Powder

Photo

Logo





Ruul



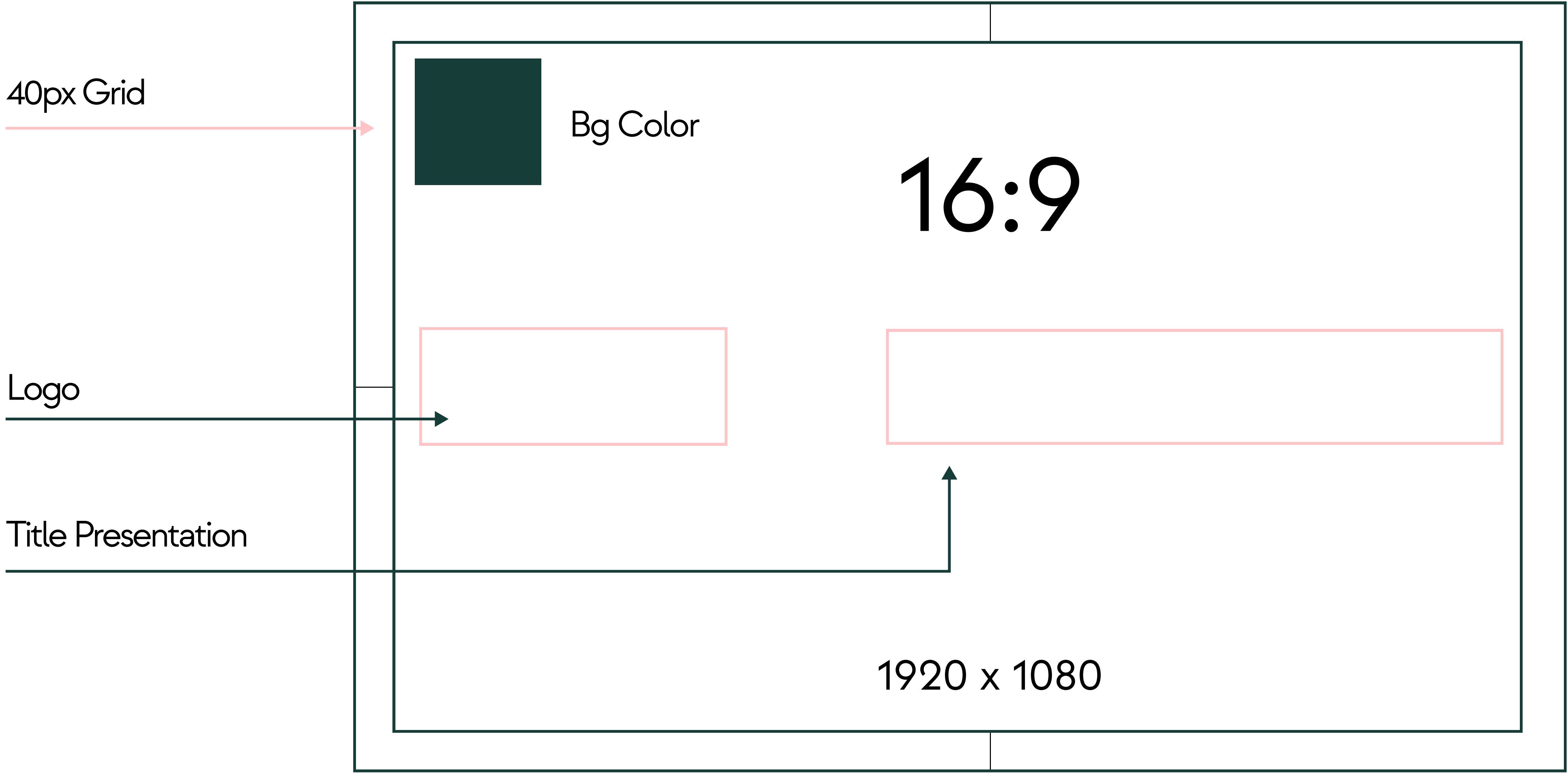
Spend to save with
Round-Ups

Ruul



Presentation

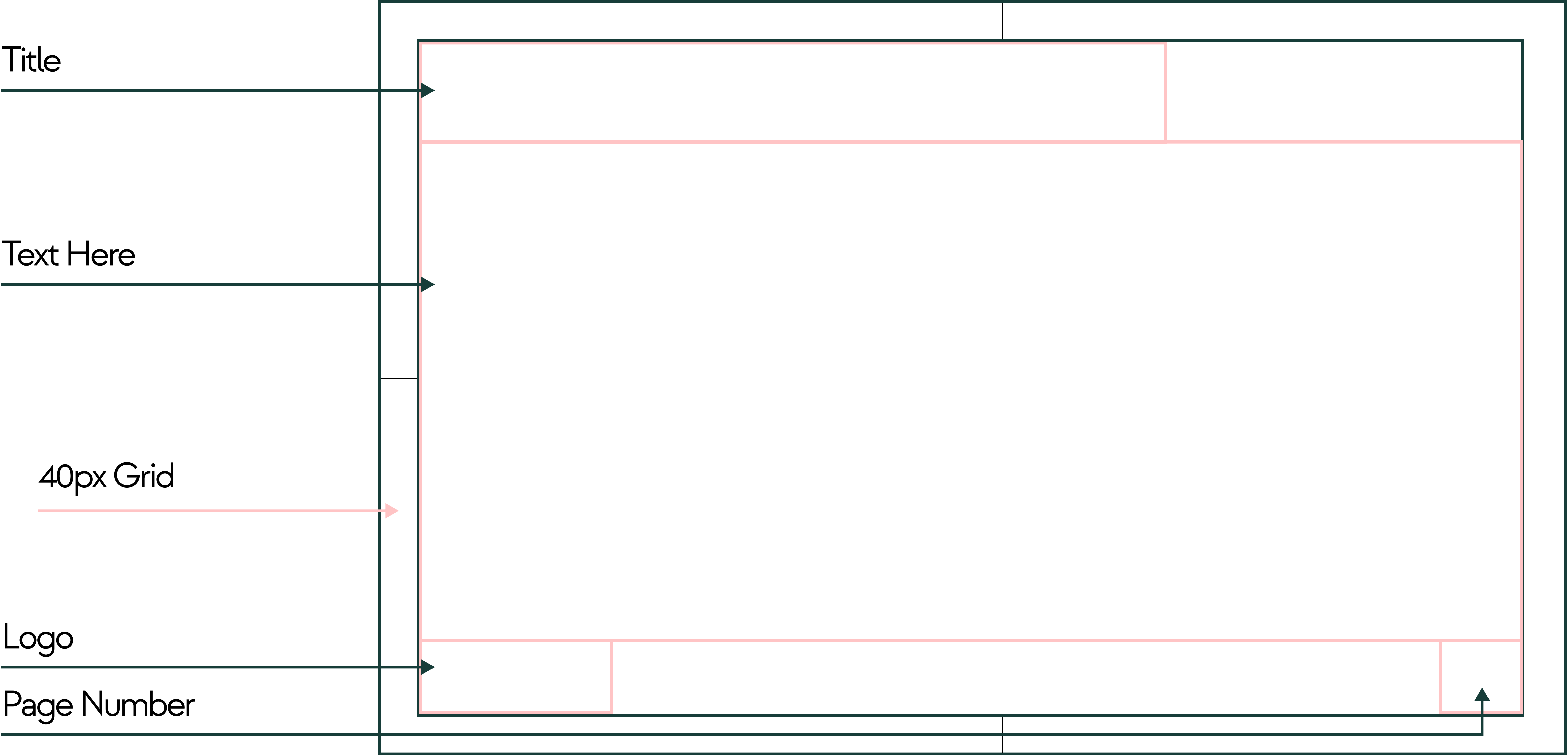




The image features a dark teal background with abstract, flowing white lines. On the left, the word "Ruul" is written in a bold, orange, sans-serif font. To the right, the text "Time is money. Save both." is displayed in a white, sans-serif font, arranged in two lines.

Ruul

Time is money.
Save both.



Time is money. Save both.

Hierarchy of text is important in a design because it allows the reader to understand, at a glance, the order of importance of the information at hand.

This element is of equal importance to any other design element as it makes the information conveyed easier to read and easier to understand, guiding the reader from one piece of information to the next with visual ease.



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Thanks
brand@ruul.io