R-Link Studio

BRAND GUIDELINES · 2026

How we look, how we sound.

Logos, colors, type and photography for R-Link Studio and the Rally Blockchain it runs on.

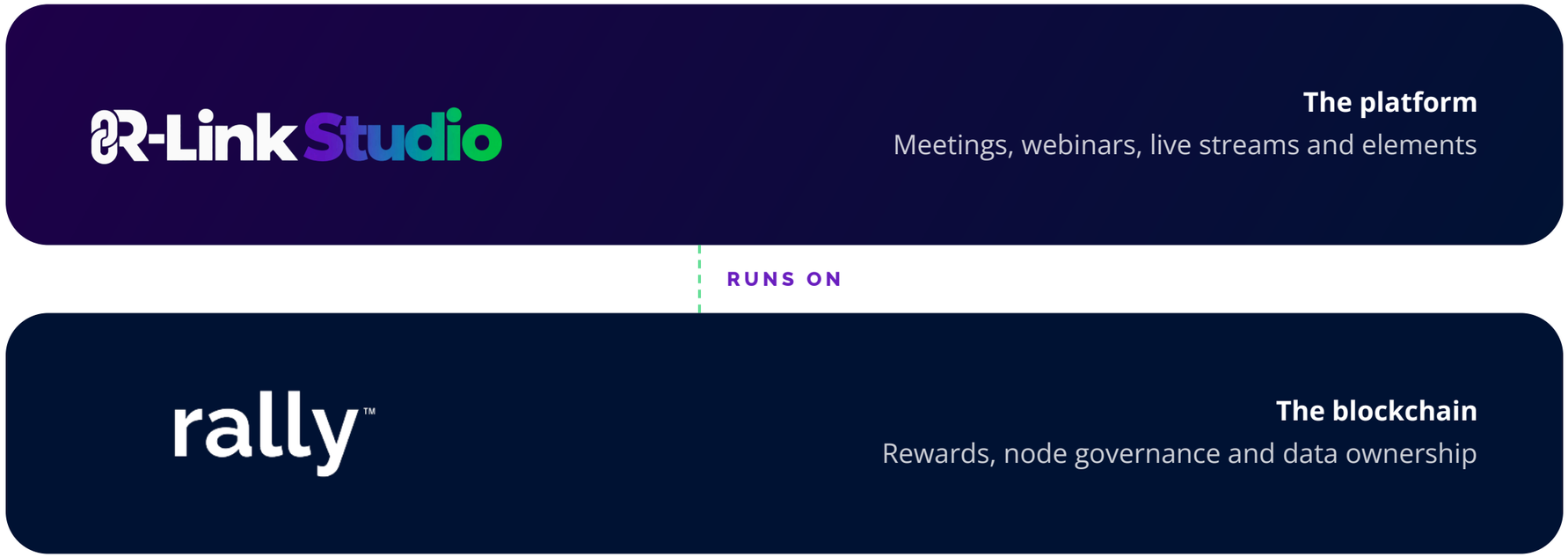
R-Link LLC

media@r-link.com

OUR BRANDS

Two brands, two jobs.

R-Link Studio is the platform people use. Rally is the community-governed blockchain underneath it. Keep them distinct.



When you mention both, write **“R-Link Studio, powered by the Rally Blockchain”** and let the R-Link Studio logo lead.

The master logo.

Use the full-color logo on white or light backgrounds and the reverse logo on dark backgrounds. Always use the official files from r-link.com/brand; never retype or redraw it.

- **Clear space:** keep a margin around the logo at least the height of the chain-R on every side.
- **Minimum size:** 120 px wide on screen, 1.25 in (32 mm) in print. Below that, use the submark.
- **Spelling:** “R-Link Studio”, with a hyphen and a capital L and S.

clear space

Full color · rls-color.png

Reverse · rls-dark.png, for dark backgrounds

Submark, app icon, favicon and rewards icon.

For small spaces where the full logo will not fit.

Master submark · navy

Submark · green, on dark

Submark · white, on dark

App submark · App Store and Google Play

Favicon · green chain-R, browser tab only

Rewards icon · R-Link rewards only

Submark: avatars, stickers, watermarks and social profile images.

App submark: the app icon. Do not use it as a logo in layouts.

Favicon: the browser tab and bookmarks, at 16 to 64 px. It is not the app icon.

Rewards icon: R-Link digital rewards. It is not an app icon.

On dark backgrounds.

Reverse · white “R-Link”, gradient “Studio”, for dark backgrounds

All white · on purple, photos and one-color print

Full color · on white and light backgrounds

Please don’t

Stretch or squash it

Change its colors

Rotate it

Put the color logo on dark or busy backgrounds

RALLY · THE BLOCKCHAIN

Rally logos.

Use Rally marks only when you are talking about the blockchain, node governance or digital rewards. R-Link does not sell digital rewards or offer investment products.

Master logo · navy, on light

Variation · green, on dark

Variation · white, on dark

- Never merge the Rally and R-Link Studio logos into one lockup. Place them apart, with R-Link Studio first.

COLOR

Color palette.

Navy	Purple	Green	White	Pop orange	Deep purple	Violet	Slate	Steel
#001233	#6a1fbf	#00c853	#ffffff	#ffa500	#1e0049	#a64dff	#2a3955	#556177

Primary (first four) carry the brand. **Tertiary** pop orange is for badges, highlights and callouts, used sparingly. **Secondary** (last four) add gradients and depth.

Navy to purple

#001233 #12144a #231662 #351979 #471b90 #581da8 #6a1fbf

Purple to white

#6a1fbf #8344ca #9c6ad4 #b58fdf #cdb4ea #e6daf4 #eee6f8 #ffffff

TYPOGRAPHY

Three families, one job each.

Raleway for titles and headings. Open Sans for reading. Lora for quotes and captions. All free on Google Fonts.

Title Raleway Bold · 48	**Close the sale while you're live.**
Heading Raleway Bold · 36	**Close the sale while you're live.**
Section header Raleway · 28	Close the sale while you're live.
Subtitle Raleway · 24	Close the sale while you're live.
Subheading Open Sans · 20	**Put your offer on screen and let attendees buy without leaving the room.**
Body Open Sans · 16	Put your offer on screen and let attendees buy without leaving the room.
Quote Lora Italic · 16	*"Put your offer on screen and let attendees buy without leaving the room."*
Caption Lora · 14	Put your offer on screen and let attendees buy without leaving the room.

USAGE

Using the brand.

DO

- Use the full-color master logo on white or light backgrounds.
- Use the reverse or all-white version on dark colors and photos.
- Leave clear space around the logo so it never feels crowded.
- Use the submark only where the full logo won’t fit.
- Lead with R-Link Studio. Add Rally only when you talk about the blockchain, nodes or rewards.

DON’T

- Stretch, squash, rotate or crop the logo.
- Recolor it, add shadows or outlines, or swap in another font.
- Place it on busy photos or low-contrast backgrounds.
- Combine it with your own logo into a single lockup.
- Use R-Link marks in a way that suggests we endorse your product or offer.

Writing our name

R-Link
The company. Always a capital R, a hyphen and a capital L.

R-Link Studio
The video platform. Use the full name on first mention.

Rally Blockchain
The community-governed blockchain R-Link Studio runs on.

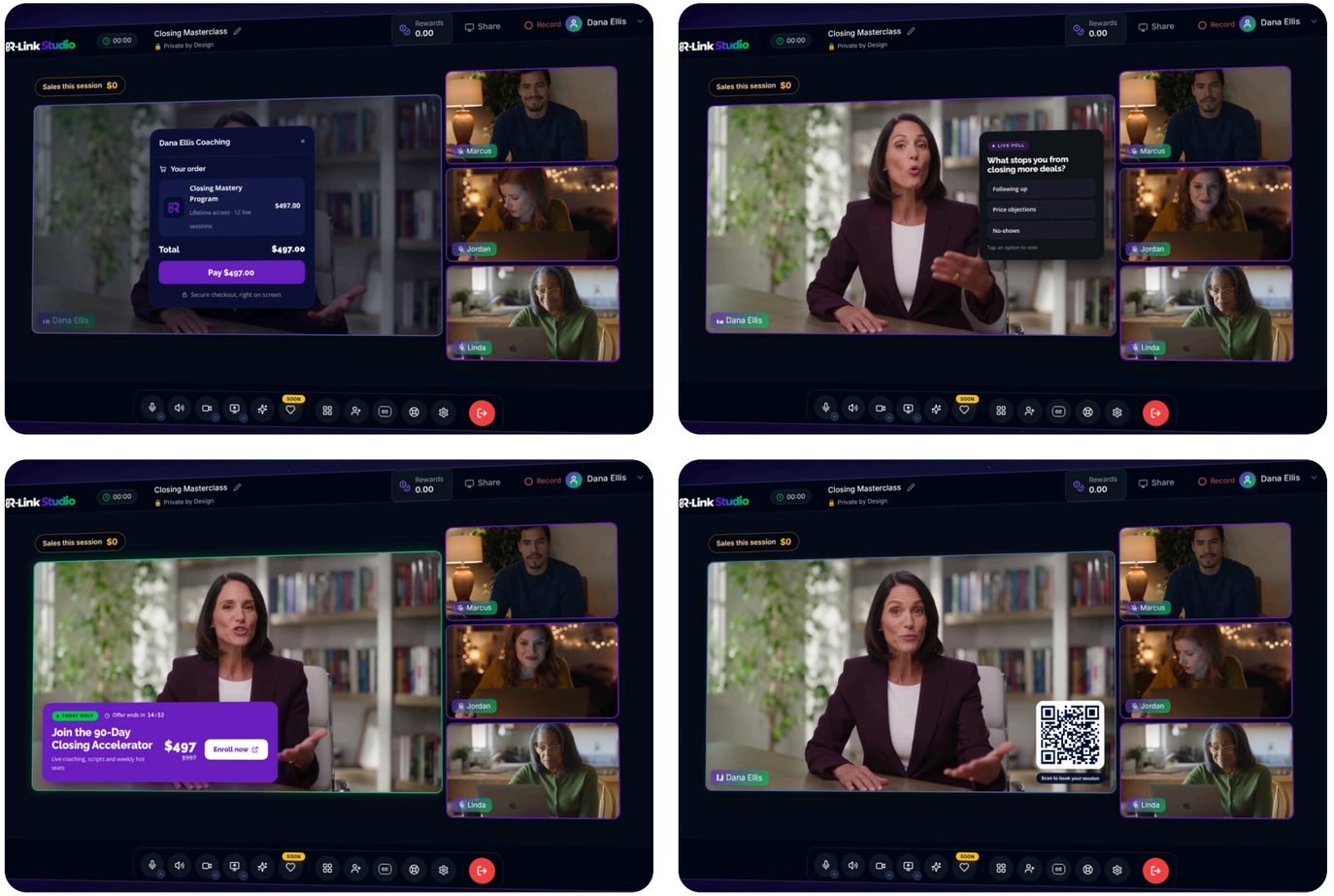
R-Link Studio, powered by the Rally Blockchain
How to mention both brands together.

Please don’t write: ~~Rlink~~ · ~~R Link~~ · ~~R-link~~ · ~~RLink~~

IMAGERY

Show the real product.

- Use real R-Link Studio screenshots, with an element live on screen.
- Never mock up the interface or show another app's screen.
- Use official headshots for leadership, never cropped from group shots.
- If you show people, use real photos of real customers, with permission. No stock or AI-generated people presented as users.



VOICE

How we write.

- Plain, warm and direct. Short sentences.
- Talk about what the host gets: closing the sale while the room is still excited.
- Call the on-screen tools **elements**.
- Say **R-Link Studio** for the platform and **Rally Blockchain** for the network.

- No free-trial offers. We don’t run them.
- No promised results, revenue or conversion numbers.
- No investment language about digital rewards.
- No jargon where a plain word works.

MEDIA CONTACT

media@r-link.com

Logos, colors and fonts: r-link.com/brand
Press and media kit: r-link.com/press