



BRAND GUIDELINES · 2026

How we look, how we sound.

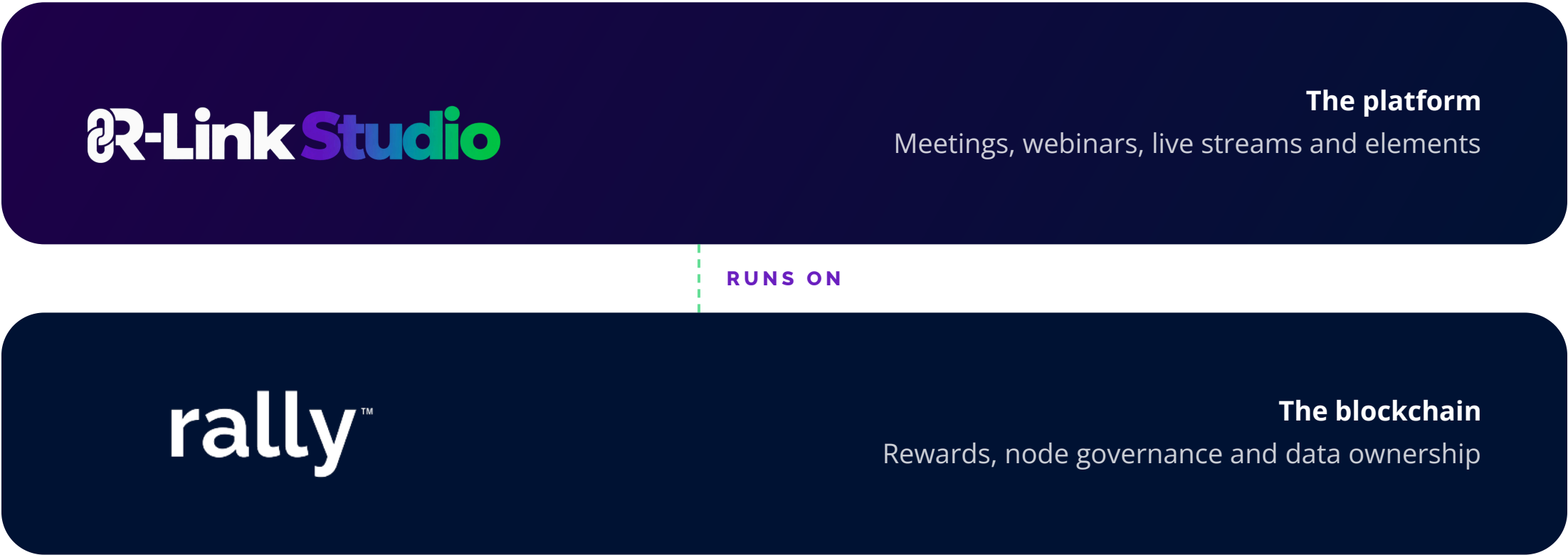
Logos, colors, type and photography for R-Link Studio and the Rally Blockchain it runs on.



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.



Full color · rls-color.png



Reverse · rls-dark.png, for dark backgrounds

Submark, app icon, favicon and token 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



Token icon · RLINK 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.

Token icon: RLINK 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 logos.

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



Master logo · navy, on light



Variation · green, on dark

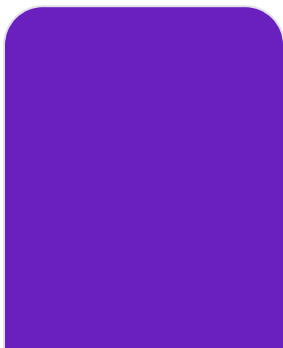
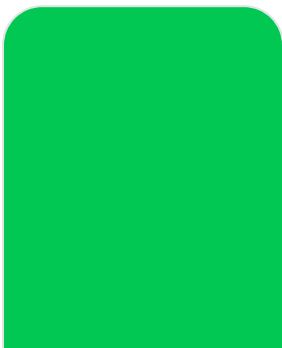
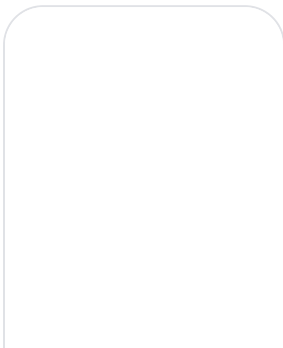
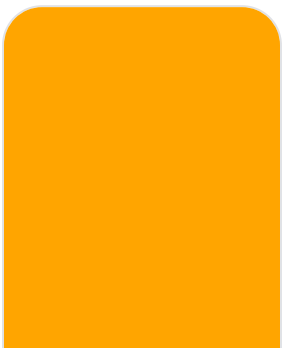
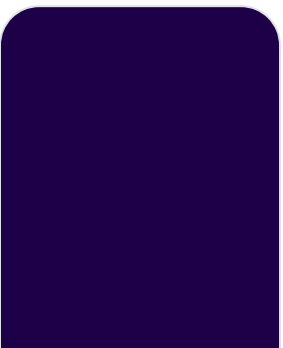
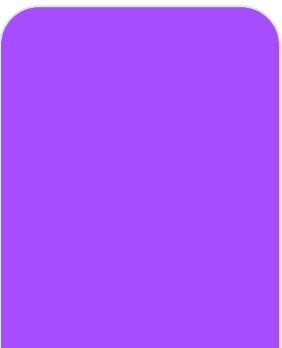


Variation · white, on dark

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

COLOR

Color palette.

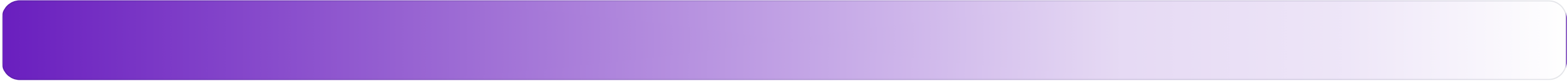
								
Navy #001233	Purple #6a1fbf	Green #00c853	White #ffffff	Pop orange #ffa500	Deep purple #1e0049	Violet #a64dff	Slate #2a3955	Steel #556177

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

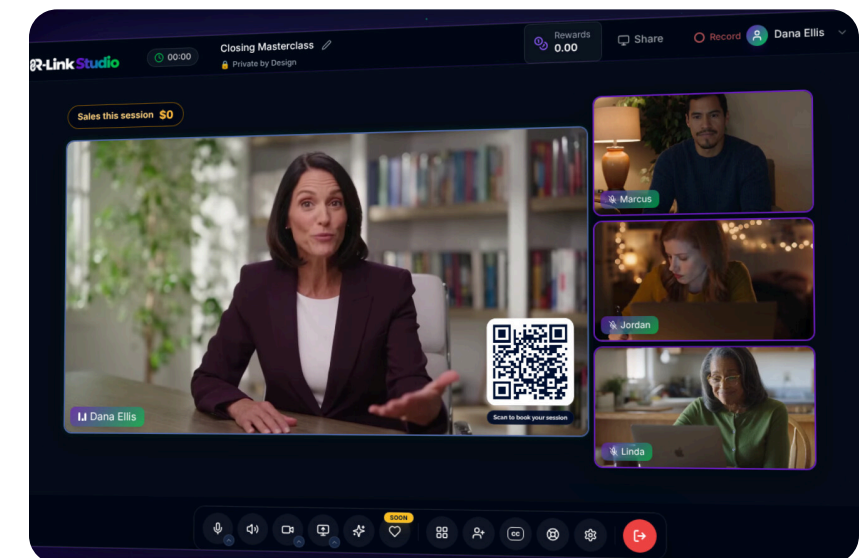
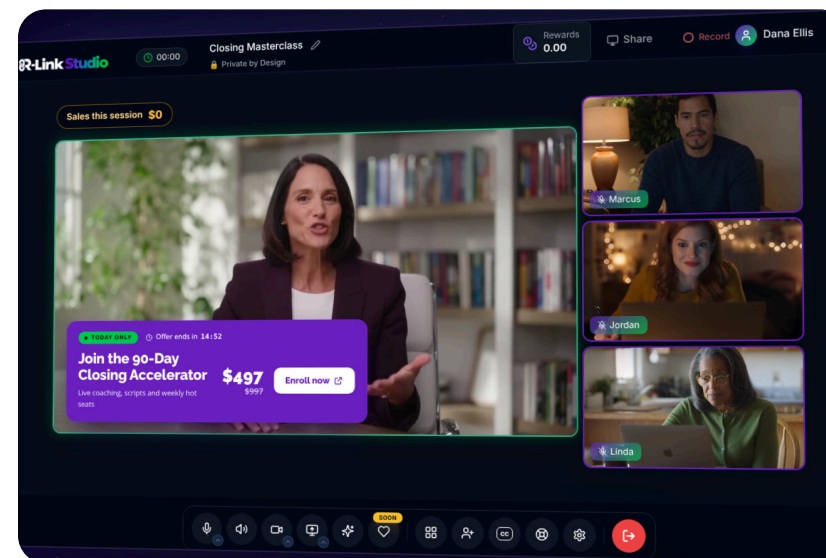
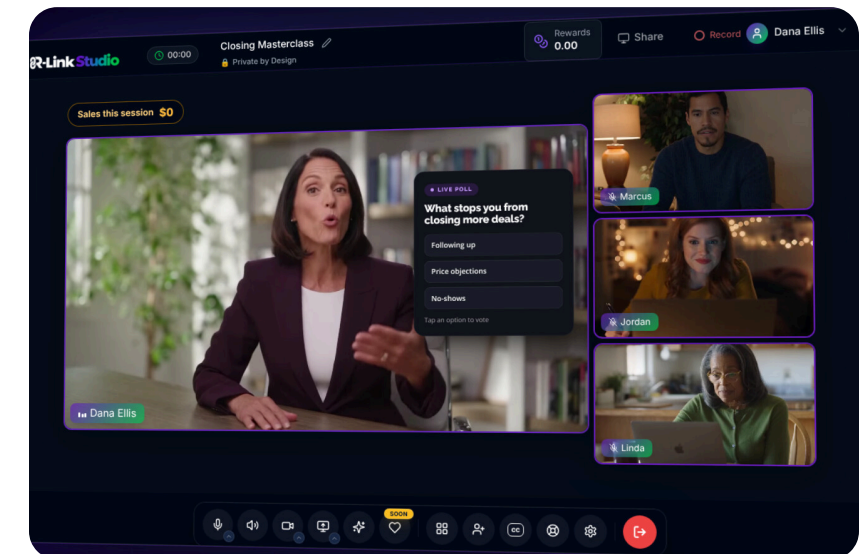
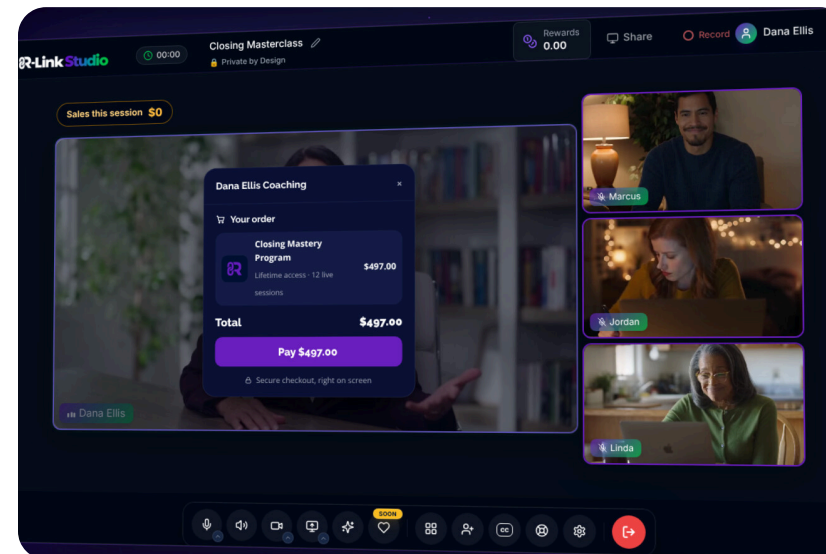
How to mention both brands together.

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 rewards or tokens.
- 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

