



When creating new content or applications for Retail Alliance Foundation, always use this document as the single point of reference on how to use the logo.

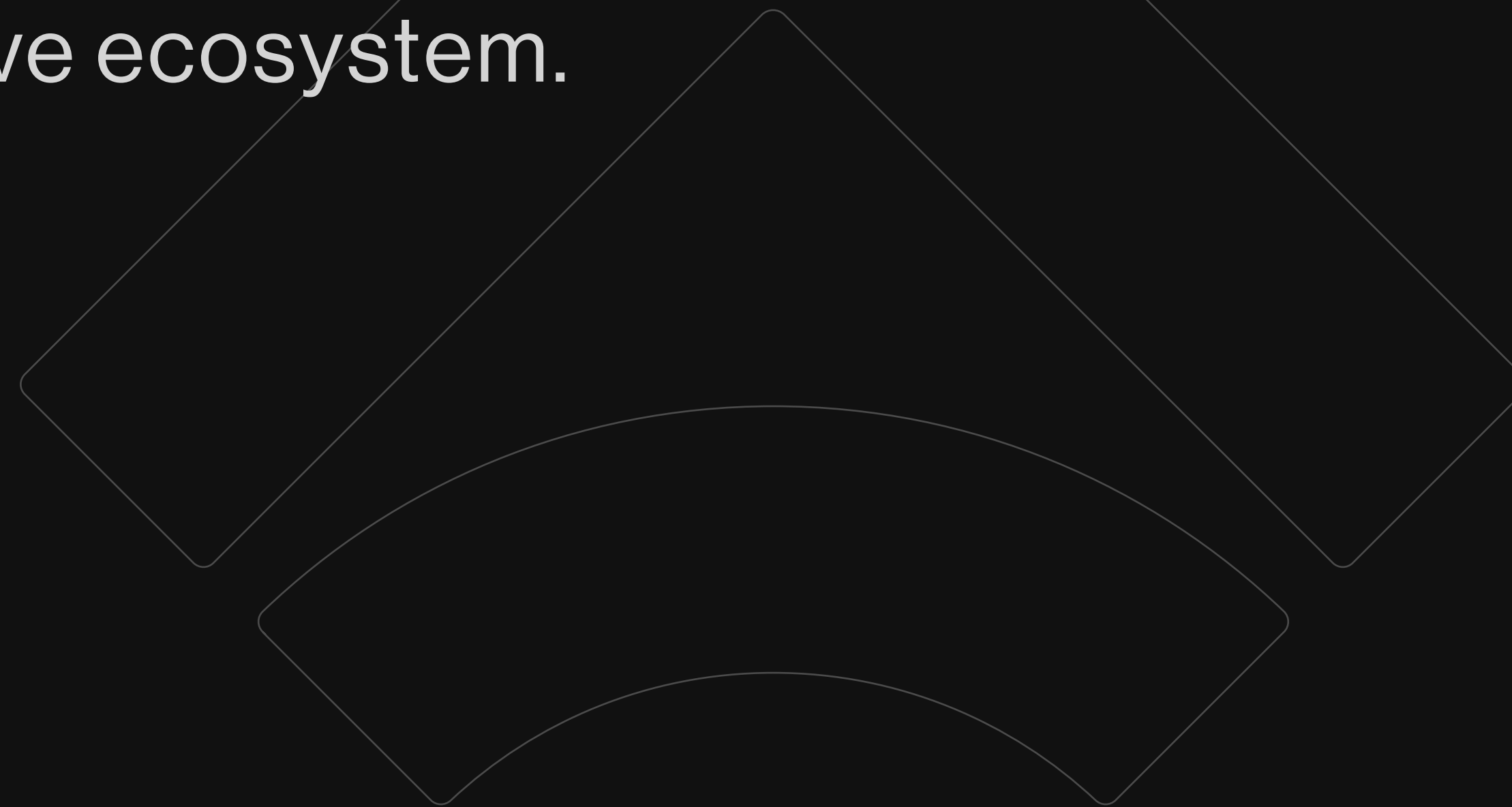
For any questions, clarifications, or requests for brand assets, please contact the Retail Alliance Foundation team.

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About

The Retail Alliance Foundation is a non-profit coalition committed to revolutionizing the global gift card economy by fostering transparency, advancing technology, and uniting stakeholders to create a secure, inclusive and innovative ecosystem.



Our Logo

The Retail Alliance Foundation logo is our brand's most important asset, and it captures the excitement, innovation, and future-facing sophistication of our brand. The wordmark is created with Neue Haas Grotesk Medium. The logo color is always black.

The logo should always appear in the presented lock-up. Do not change the layout, the design, or the composition of the logo. Never try to recreate the logo from scratch; always use the official logo files provided.



Clear space

There is a minimum area around the logo that should always be empty in order to keep the logo legible at all times. The width of this area is 1x, where x=(X height of R capital letter).



Logo lock-up and minimum sizes

The logo may be used only in black or white on a black background. Never use any other color for the logo. There is a minimum size in which the logo remains legible. Never use the logo at a smaller size than the one indicated here.



Min height: 5mm/ 15px



Min height: 5mm/ 15px

Logo misuse

Visual coherence and consistency are crucial for building a successful brand. Never alter the logo in any way and don't try to recreate the logo from scratch. Always use the files provided.



Don't add any decorative effects to the logo.



Don't add a stroke or outline to the logo.



Don't add a gradient to the logo.



Don't combine the logo with any shape that could appear to be part of the logo.



Don't change the logo lock-up.



Don't place the logo on busy backgrounds



Don't change the logo's color.



Don't stretch, rotate or skew the logo.



Don't use another typeface to recreate the logo.

Co-branding

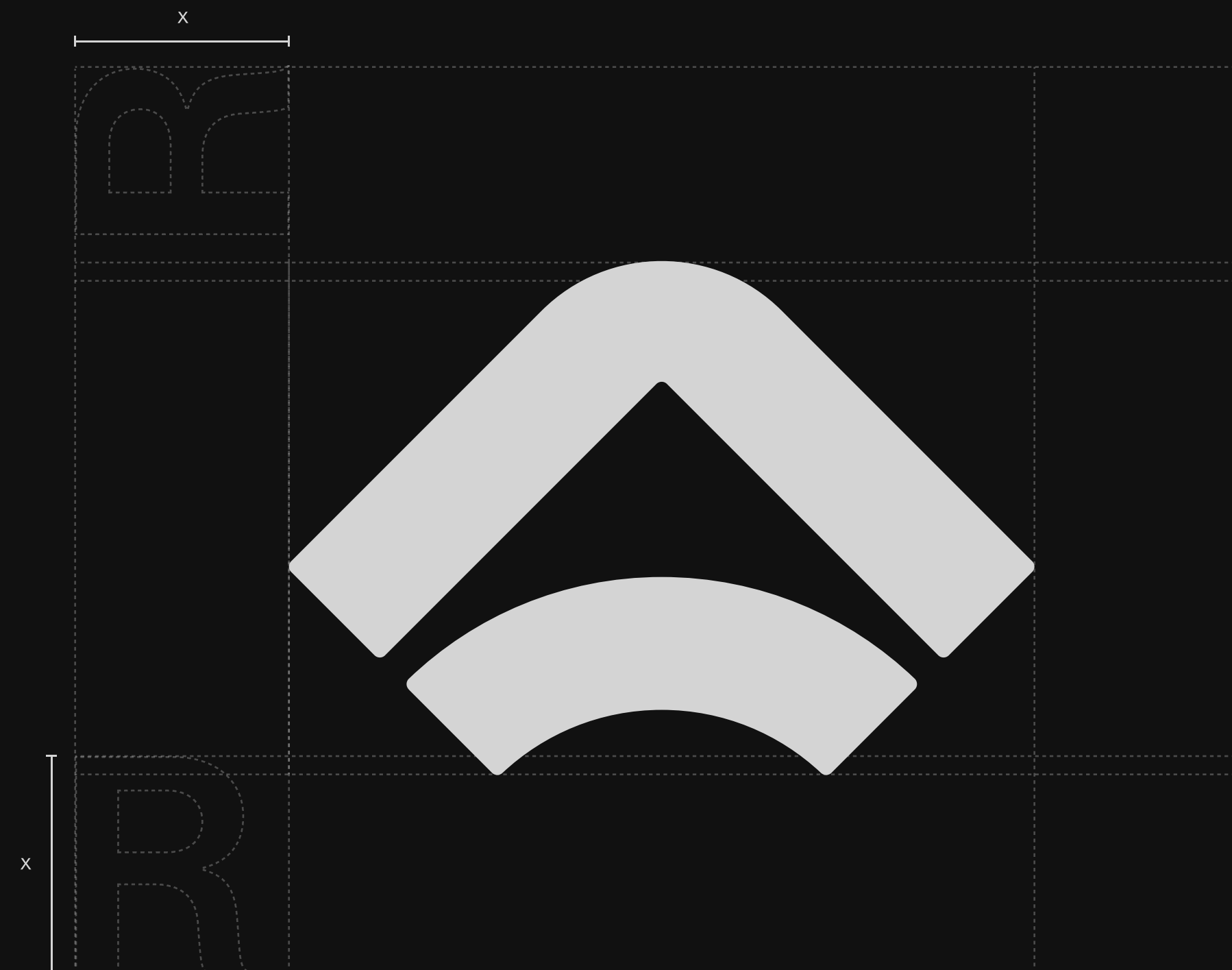
For co-branding with partners or other organisations, there is a specific lock-up for the way our logo appears with our partner's logo. The rule is that the two logos appear next to each other, separated by a vertical line. We apply the clear space rule of 1x for the partner's logo if possible. Make sure that the two logos appear balanced and of equal importance. Adjust the partner's logo accordingly.



Symbol

The Retail Alliance Foundation's symbol is composed of two interconnected parts that resemble the letter "A" for Alliance. The upward-pointing arrow above represents growth and expansion, while the lower part depicts the horizon of a globe, highlighting the foundation's commitment to a global gift card economy.

The symbol should always be used as a whole unit, never separated or recreated from scratch. Additionally, clear space guidelines apply to the symbol, ensuring consistent use and visual integrity.



House style font

Retail Alliance Foundation's house style font is Neue Haas Grotesk Display Pro by Monotype. It's to be used in every printed or digital application that can support it.

In those cases where our house style font is not supported, we use the Arial font. Such cases may include applications using system fonts (email clients, newsletters, presentation software, etc.).

Available:
<https://fonts.adobe.com/fonts/neue-haas-grotesk#fonts-section>

Neue
Haas
Grotesk
Display
Pro

45 Light
55 Roman
65 Medium

Designed by
Christian Schwartz.
From Monotype.

Brand color palette

The Retail Alliance Foundation's official brand color is black. The logo should appear only in black or gray or white on a dark background.

W

R255 G255 B255
FFFFFFFF
C0 M0 Y0 K

Gray

R212 G212 B212
D4D4D4
C0 M0 Y0 K20

Pantone Cool Gray 2C

Black

R17 G17 B17
111111
C0 M0 Y0 K100

Pantone Black C

Supportive color palette

You may use different tones of gray together with the brand color. The palette of grays may be expanded freely and according to design needs.

White

R255 G255 B255
FFFFFFFF
C0 M0 Y0 K0

Gray
01

R237 G237 B237
EDEDED
C0 M0 Y0 K10

Gray
02

R155 G155 B155
9B9B9B
C0 M0 Y0 K50

Gray
03

R69 G69 B69
454545
C0 M0 Y0 K87



**Retail Alliance
Foundation**