



BRAND IDENTITY GUIDE

A unified identity system for the Royal Ink business family

Visual Identity Board

Template-inspired brand mockup layout



Premium Real Estate • Investment •
Printing • Trade

ROYAL INK GROUP LTD



ROYAL INC
GROUP LTD
BUILDING VALUE. CREATING LEGACY

Brand Concept

The monogram combines a royal crown with a refined R symbol, expressing leadership, value creation and legacy. It works as the master identity for the group and as the base mark for all subsidiaries.

#F8C13A

#0B2345

#F8F6F1



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Icon Mark



Use as app icon, watermark, favicon, stamp, profile avatar and premium detail.

Primary Gold Lockup



Single-Colour Navy Lockup



Logo Colour Usage

Use contrast to protect premium visibility



MAIN GOLD ON NAVY



NAVY ON IVORY



NAVY ON GOLD



GOLD ON DARK



ICON VERSION



SMALL SPACE

Colour Palette

Primary brand colours



Royal Navy

#0B2345

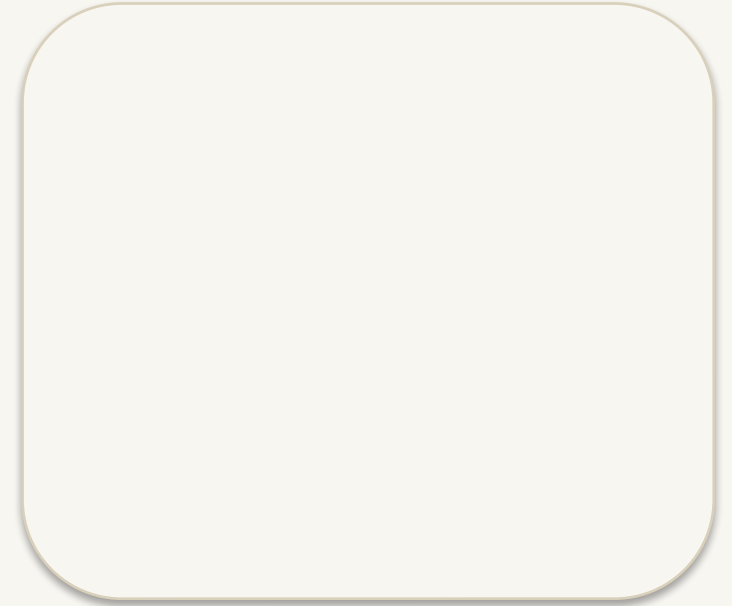
Trust, governance, authority



Royal Gold

#F8C13A

Prestige, growth, legacy



Ivory White

#F8F6F1

Clean space and premium calm



Cinzel Bold

ROYAL INK

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

Primary wordmark font. Use uppercase with generous letter spacing for luxury and authority.

Montserrat SemiBold / Medium

GROUP LTD

BUILDING VALUE. CREATING LEGACY.

Aa Bb Cc 0123456789

Service lines, body copy, captions and interface text.

Supporting font for subsidiary names, taglines, brand guide labels and corporate documents.

Clear Space & Minimum Size

Protect legibility around the logo

X



Keep at least one crown-dot height around the mark.

Minimum size



Icon: 24 px minimum digital / 12 mm print. Full lockup: 160 px minimum digital / 45 mm print.



Do not stretch



Do not recolour randomly



Do not add heavy shadows



Do not place on low contrast



Do not rotate



Do not separate elements

Sub-brand Architecture

One master identity. Division name changes only.



ROYAL INK

GROUP LTD



ROYAL INK

PRINT SOLUTIONS LTD



ROYAL INK

PROPERTIES LTD



ROYAL INK

DEVELOPMENTS LTD



ROYAL INK

FACILITY MANAGEMENT LTD



ROYAL INK

BUILDING MATERIALS LTD



ROYAL INK

TRADING LTD



ROYAL INK

CONSULTANCY LTD

Recommendation: maintain the same symbol, typographic hierarchy and colours. Allow only the descriptor line to identify each division.

Brand Applications

How the system works in the real world



Outdoor signage



Uniforms



Caps



Stationery

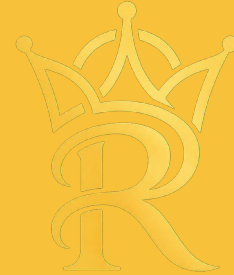


Digital avatars, social profile headers and corporate deck covers.



EVANS TANGWA

Brand Director



LETTERHEAD

Use Royal Navy for titles and details. Use Royal Gold only for emphasis and separators.



Royal Ink Group Ltd

Building Value. Creating Legacy.

www.royalinkgroup.com



Avatar



Quote card

**BUILDING
VALUE**

CREATING LEGACY

Campaign post

**ROYAL INK
GROUP LTD**

Dark theme



Profile icon



Announcement



Core Identity

Crown + R monogram. Premium serif wordmark. One unified logo family.

Brand Colours

Royal Navy #0B2345, Royal Gold #F8C13A and Ivory #F8F6F1.

Applications

Works across signage, apparel, stationery, social media and sub-brands.

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