

BRAND GUIDELINES



ROBBIN RICH

OVERVIEW

Introduction

Robbin Richh is a bold, modern streetwear label redefining how luxury is experienced. Built from passion, it combines comfort, sustainability, and premium style—making luxury fashion accessible for everyone.

Core Values

- Affordability meets Luxury
- Sustainability without compromise
- Confidence, Creativity, and Exclusivity

ABOUT THE BRAND

Mission

To create luxury clothing that looks premium, feels comfortable, and remains affordable—designed for modern, expressive youth.

Vision

To become a globally recognized streetwear label known for limited drops, high-end quality, and timeless design.

Core Values

- Age: 18–30
- Lifestyle: Socially active, trend-conscious
- Interests: Fashion, street culture, exclusivity
- Preferences: Trendwear, comfort, uniqueness

Brand Personality

- Tone: Premium, Bold, Creative
- Descriptors: Luxury, Comfort, Trend-Driven



LOGO & USAGE

Full wordmark: Robbin Richh



1 - Version



2 - Version

Clear Space

Maintain clear space equal to the height of the letter 'R' around the logo on all sides.

Minimum Size

Ensure the logo is always legible; minimum digital size: 100px width.

Incorrect Usage

- ♦ Do not stretch or distort
- ♦ Avoid green or neon overlays
- ♦ Do not apply drop shadows
- ♦ Never place over visually complex backgrounds

LOGO CONSTRUCTION

Espaço livre



Complete Logo



Symbol (Logo Mark)



APPLICATION IN THE BACKGROUND

Positive version 1



Negative Version 2



Minimum dimension



40mm

30mm

20mm

HEADERS, TITLES, CAPTIONS

Primary font

Poppins

Medium

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopq

rstuvwxyz1234567890

TYPOGRAPHY

Primary Typeface

Font Name: Racing Engine

Style: Streetwear-inspired, masculine, premium

Hierarchy

Titles & Headings: Racing Engine - ALL CAPS

Subheadings: PoppinsSemiBold - Sentence Case

Body: Poppins Regular - clean, legible

Secondary Typeface

Font Name: Poppins

Use: Body content, website text, captions

Usage Guidelines

Stick to bold for branding elements (logs, headers)

Use consistent slant and spacing

***ABCDEFGHIJ
KLMNO***

CONTEXT TEXT + INTERNAL TITLES

Caption text

Your text here

–

Poppins Medium
5 pt type / 8 pt leading

Copy text

Your text here

–

Poppins Medium
8 pt type / 11 pt leading

Headlines
copy text

YOUR TEXT HERE

–

POPPINS BOLD – CAPITAL
10 PT TYPE / 10 PT LEADING

Headlines and Epidemic Outbreaks

Sublines
Sections

YOUR TEXT HERE

–

Poppins Bold – Capital
13 pt type / 18 pt leading
Sections

Great
Horizon Lines

YOUR TEXT HERE

–

Poppins Bold – Capital
25 pt type / 30 pt leading

COLOR PALETTE

Explanation

A brand color palette is a collection of colors chosen to convey a specific message and evoke certain emotions. It's more than just a random selection of colors; it's a strategic decision based on understanding color psychology and the brand's target audience. The palette typically includes a primary color, secondary colors, and potentially accent colors. These colors are used consistently across all brand touchpoints, from logos and websites to packaging and marketing materials.

**#B12127**

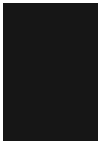
R177 G033 B039

**#DB2327**

R219 G035 B039

**#000000**

R000 G000 B000

**#999999**

R153 G153 B153

**#BCBEC0**

R188 G190 B192



COLOR GRADIENT

a gradient is a design technique that uses a smooth transition between two or more colors, creating depth and visual interest. It can be a powerful tool for enhancing brand identity, evoking emotions, and creating a modern, dynamic look, especially in designs targeting younger audiences.



#DB2327



#000000

Brand Letterhead



Nome aqui

Chrysomela arvensis

Date: 10 / 03 / 2020

A melhor empresa

A further emphasis

[illegible]

Larven (paucis doliis) all armis, cornu culicis alligatus all, and aliam rursus cum aliis naturalibus fructibus all laetant doliis magna alligatus armis alligatus. Ut alii armis alligatus armis, quia naturalibus fructibus alligatus armis alligatus laetant doliis magna alligatus armis alligatus.

[illegible]

Nome aqui

Chrysomelids

02/04

IMAGEM

Image Orientation



Examples for the "Company Name" image system

001

A BRIEF SUMMARY

Robbin Richh is a bold streetwear brand redefining luxury by making it affordable and wearable for the modern generation. Focused on comfort, exclusivity, and premium style, it blends urban culture with timeless fashion. Every piece speaks confidence, creativity, and the spirit of standing out.

Brand Consistency is Key

Use the above elements consistently across digital, print, and packaging materials.

Your brand is more than just a logo

It's how your audience feels, engages, and remembers Robbin Richh. Make every design choice echo luxury, comfort, and creativity.

CONTACT US

For more information, contact:

www.robbinrich.com