



BRAND & STYLE GUIDELINES



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Company History

Conceptualized by Dana Stephenson and Dave Savory for their capstone entrepreneurship project at the University of Victoria, Riipen addressed an issue that they faced personally as students — the challenge of gaining relevant work experience, building a network of possible employers, and then demonstrating their skills to that network in order to find work that would help them start their careers. They were facing the graduation conundrum — **You can't get a job without experience, but you can't get experience without a job.**

Since inception in 2013, Riipen has expanded its reach internationally and has developed a state of the art technology platform that caters and provides significant competitive advantages for organizations and academic institutions while staying true to their original goal of supporting student development. Riipen has enabled 80,000 students at 330+ post-secondary institutions to partake in 5+ million hours of applied learning with 10,000 companies.

Mission

Riipen is on a mission to **end graduate underemployment and empower emerging talent to gain relevant skills to find the jobs that they love**. Students and new-graduates can face a lot of uncertainties as they look into the labour market and try to find their place within it. It wasn't too long ago that Riipen's co-founders were students themselves and facing the same apprehension.

Riipen is a company built for students, working on their behalf to ensure the opportunities tomorrow are better than the ones they have today. Our goal is to let every student have the career they want and the equal opportunity to pursue them regardless of what background you come from.

While we've hit many milestones, Riipen couldn't have achieved this without the help of our amazing community of supporters, early adopters, and investors. We aim to revolutionize higher education and recruitment by enhancing the way educators, organizations, and students engage one another through mutually beneficial micro-experiences. We can't do it alone and with that, we hope you'll continue to help spread the word about the long-term positive social change we're looking to achieve.

Core Values



Empowerment



Inclusivity



Ingenuity



Purpose



Learning



Community

Design Elements

Logo Usage



This area surrounding the logo indicates **clear space** which is a buffer and must be kept free of other elements.

Logo Variations

Primary logo (orange and navy) should be used whenever possible. Variations can be used when appropriate.



Where can I download our logos?

Logos can be downloaded here in the appropriate format for both [Digital and Print!](#)

Logo Violations

Riipen Riipen
Riipen Riipen
Riipen



Riipen



Riipen is on a mission to end
graduate underemployment and
empower young girls to
gain relevant skills to find the
jobs that they love.



Riipen



Riipen



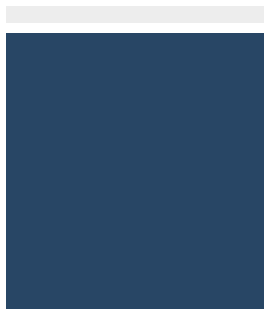
Riipen



Please do not warp, change, color, or misuse the logo in any way.
If you are unsure how to proceed, please connect with the marketing team.

Main Color Palette & Usages

Headers



Navy
#284665

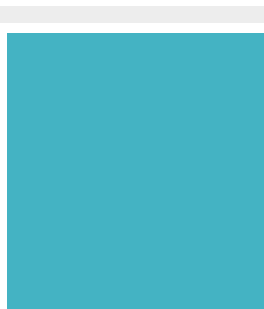
C: 60 R: 16
M: 31 G: 27
Y: 0 B: 40
K: 60

Accent Colors
ie. Bolded Text, Buttons, Details



Orange
#F78921

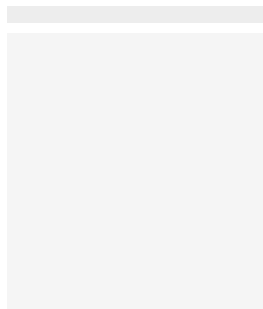
C: 0 R: 97
M: 45 G: 54
Y: 87 B: 13
K: 3



Teal
#44B3C3

C: 65 R: 27
M: 8 G: 70
Y: 0 B: 76
K: 24

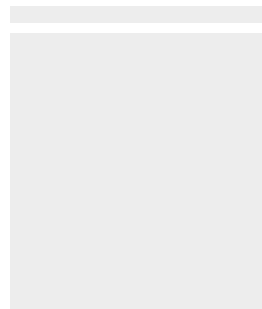
Background Accent
& Text on Buttons



Light Grey
#F5F5F5

C: 0 R: 96
M: 0 G: 96
Y: 0 B: 96
K: 4

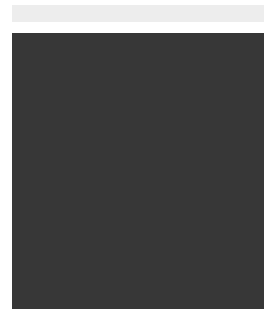
Background
Accent Color



Med Grey
#EDEDED

C: 0 R: 93
M: 0 G: 93
Y: 0 B: 93
K: 7

Body Text &
Background Accent

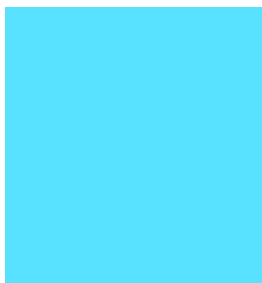


Dark Grey
#373737

C: 0 R: 22
M: 0 G: 22
Y: 0 B: 22
K: 78

Secondary Color Palette

Secondary Colors used to add dimension/depth and supplement main colors when appropriate. **Should NOT be used as main colors.**



Blue 1
#58E2FF

C: 65 R: 88
M: 11 G: 226
Y: 0 B: 255
K: 0



Blue 2
#0474B8

C: 71 R: 4
M: 0 G: 116
Y: 27 B: 184
K: 28



Blue 3
#005487

C: 53 R: 0
M: 20 G: 85
Y: 0 B: 135
K: 47



Mid Grey
##999999

C: 0 R: 153
M: 0 G: 153
Y: 0 B: 153
K: 40

Outside of the marketing and UX/UI teams, other teams should be using the main palette only.

This secondary palette is used to supplement main colors through details, depth, and to be used sparingly when appropriate. Secondary colors are not to be used alone or for any main elements (ie. titles, backgrounds, etc).

Header
Roboto (Bold)

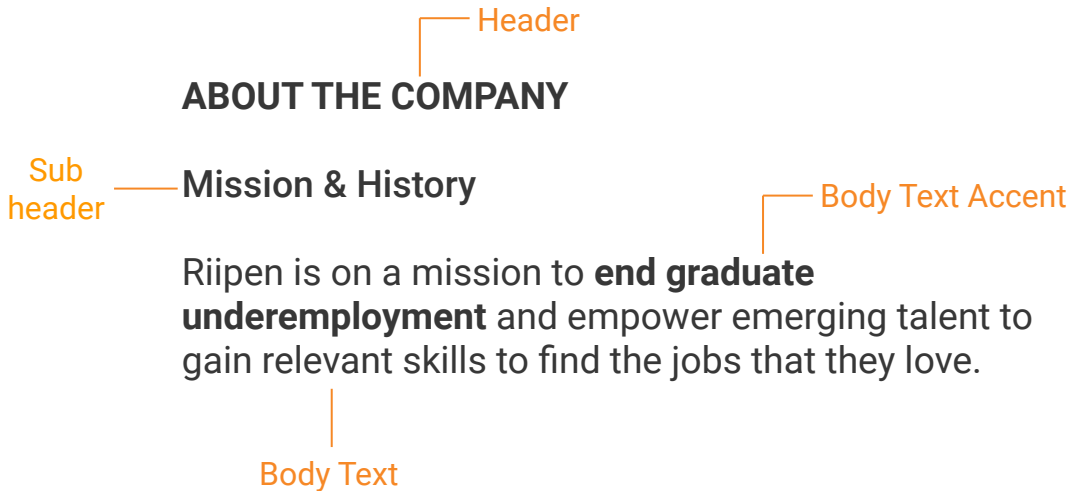
Sub-Header
Roboto (Medium)

Body Text
Roboto (Regular)

Body Text Accents
Roboto (Bold)

Descriptive Text
Roboto (Regular Italics)

Riipen's font is **Roboto**, a neo-grotesque sans-serif typeface. See the sample below for proper type hierarchy to guide your type formatting.



A diagram illustrating the typography hierarchy for the Riipen brand. It features a sample layout with orange lines and labels pointing to specific text elements. The labels are: 'Header' pointing to the main title, 'Sub header' pointing to the section title, 'Body Text' pointing to the main paragraph, and 'Body Text Accent' pointing to the bolded words in the paragraph.

Header

ABOUT THE COMPANY

Sub header — **Mission & History**

Riipen is on a mission to **end graduate underemployment** and empower emerging talent to gain relevant skills to find the jobs that they love.

Body Text

Body Text Accent

Have a question or need clarification?
Connect with the [Marketing Team](#)!