

RJN CHEMICALS LTD

BRAND IDENTITY GUIDELINES

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Powder is the Solution

Professional Sustainable Cleaning Solutions

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1. BRAND VALUES & POSITIONING

Brand Values

TJCHEMICALS stands as a leading force in sustainable cleaning solutions, driven by our commitment to environmental responsibility and professional excellence.

Core Values

- **Environmental Sustainability:** Leading with powder-based solutions that reduce transport impact and plastic waste
- **Professional Excellence:** 20+ years of proven performance in the cleaning industry
- **Innovation:** Super-concentrated products mixed at point of use for optimal efficiency
- **Cost Effectiveness:** Delivering superior value through reduced water shipping and storage requirements
- **Trust & Reliability:** Backed by decades of successful B2B relationships and proven performance

Brand Positioning

RJN Chemicals delivers sustainable, water-conscious cleaning solutions that reduce environmental impact while maintaining professional-grade performance and cost efficiency.

2. LOGO & IDENTITY SYSTEM

Primary Logo

The RJN logo represents our molecular expertise and scientific approach to cleaning solutions.

Logo Variations

- **Primary Logo (Horizontal):** Standard version for most applications
- **Decorative Logo:** Simplified molecular structure for decorative elements

Logo Specifications

- **Clear Space:** Minimum space around logo = height of 'RJN' letter height
- **Digital Minimum Size:** 120px width minimum
- **Print Minimum Size:** 25mm width minimum

Logo Usage Guidelines

DO: Use on clean backgrounds, maintain clear space, scale proportionally

DON'T: Stretch or modify, use low contrast backgrounds, alter the molecular structure

3. COLOR PALETTE

Color Name	HEX Code	RGB Values	Usage
RJN Green	#2E7D32	R:46 G:125 B:50	Primary brand, CTAs, headers
RJN Blue	#1976D2	R:25 G:118 B:210	Secondary brand, links, accents
RJN Yellow	#FBC02D	R:251 G:192 B:45	Highlights, call-to-action elements
RJN Purple	#7B1FA2	R:123 G:31 B:162	Special features, premium elements
RJN Red	#D32F2F	R:211 G:47 B:47	Alerts, urgent information
Charcoal	#2C3E50	R:44 G:62 B:80	Primary text
Medium Gray	#7F8C8D	R:127 G:140 B:141	Secondary text
Light Gray	#BDC3C7	R:189 G:195 B:199	Dividers, subtle elements
White	#FFFFFF	R:255 G:255 B:255	Backgrounds, negative space

4. TYPOGRAPHY

Primary Typeface: Inter

Inter is our primary typeface, chosen for its professional appearance and excellent readability across digital and print media.

Font Weights & Applications

- Inter Regular (400): Body text, descriptions (14-16px digital)
- Inter Medium (500): Subtitles, secondary headings (18-22px digital)
- Inter Semibold (600): Primary headings, emphasis (24-36px digital)
- Inter Bold (700): Large headings, impact text (42-64px digital)

Typography Hierarchy

- H1 - Inter Bold 700 | 48px
- H2 - Inter Semibold 600 | 36px

- H3 - Inter Semibold 600 | 24px
- Body - Inter Regular 400 | 16px
- Caption - Inter Regular 400 | 14px

Secondary Typeface

For print materials where Inter isn't available, use Helvetica Neue or similar sans-serif alternatives.

5. KEY MESSAGING & VOICE

Primary Messages

"Powder is the Solution"

"1 tub = 1,600 fills, <6p per bottle"

"Less transport, Less storage, Less disposal"

"20+ years FreshClean performance"

Brand Voice

- **Friendly:** Approachable and helpful, use 'you' and 'we' naturally
- **Expert:** Confident in chemical expertise, back decisions with data
- **Collaborative:** Partner with customers, provide solutions (not just products)

Messaging Themes

- Environmental Impact: Powder mixed at point of use
- Performance & Trust: 20+ years proven performance
- Cost Efficiency: Lower cost per application, reduced shipping costs

6. IMPLEMENTATION GUIDELINES

Digital Applications

- Website: Clean, modern layout with 'Powder is the Solution' messaging

- Social Media: Professional B2B content on LinkedIn, industry insights
- Email: Mobile-optimized, clear CTAs, environmental benefits highlighted

Print Applications

- Newsletter: A4 format, 2-column layout, minimum 10pt body text
- Brochures: Professional layout with clear contact information and CTAs
- Business Cards: RJN logo prominence, Inter font family, contact details

Brand Consistency Checklist

- Logo properly placed and sized
- Colors match brand palette exactly
- Typography follows guidelines (Inter font family)
- Imagery follows style direction
- Tone of voice is consistent

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