

# RJN CHEMICALS

## BRAND QUICK REFERENCE

### CORE MESSAGES

"Powder is the Solution"

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

"Less transport, Less storage, Less disposal"

"20+ years FreshClean performance"

### COLOR PALETTE

Color	Hex Code	Usage
RJN Green	#2E7D32	Primary brand, CTAs
RJN Blue	#1976D2	Secondary, links
RJN Yellow	#FBC02D	Highlights, CTAs
RJN Purple	#7B1FA2	Premium features
RJN Red	#D32F2F	Alerts
Text Charcoal	#2C3E50	Primary text
White	#FFFFFF	Backgrounds

### TYPOGRAPHY

**Primary Font:** Inter (Google Fonts)

**Hierarchy:** Bold 700 | Semibold 600 | Regular 400

**H1:** 48px Bold | **H2:** 36px Semibold | **Body:** 16px Regular

**Print Alternative:** Helvetica Neue

### LOGO GUIDELINES

**Clear Space:** Equal to height of 'RJN' letters

**Digital Min:** 120px width | **Print Min:** 25mm width

**DO:** Clean backgrounds, maintain clear space, scale proportionally

**DON'T:** Stretch, modify, use low contrast backgrounds

## VOICE & TONE

**Friendly:** Approachable, helpful, use 'you' and 'we'

**Expert:** Confident, data-driven, industry knowledge

**Collaborative:** Partnership-focused, provide solutions

## BRAND VALUES

- Environmental Sustainability
- Professional Excellence (20+ years)
- Innovation (point-of-use mixing)
- Cost Effectiveness (reduced transport)
- Trust & Reliability (proven performance)

## CONTACT

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