

# RJN CHEMICALS BRAND SPECIFICATIONS

Powder is the Solution

## 1. COLOR PALETTE

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

## 2. TYPOGRAPHY

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

**Font Weights:** Bold (700), SemiBold (600), Regular (400)

**H1:** Bold 700, 48px

**H2:** SemiBold 600, 36px

**H3:** SemiBold 600, 24px

**Body:** Regular 400, 16px

## 3. KEY MESSAGES

- "Powder is the Solution"
- "1 tub = 1,600 fills, <6p per bottle"
- "Less transport, Less storage, Less disposal"
- "20+ years FreshClean performance"

## 4. BRAND VOICE

**Friendly:** Approachable and helpful

**Expert:** Confident and data-driven

**Collaborative:** Partnership-focused

## **5. CONTACT INFORMATION**

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