VISUAL IDENTITY

Brand **guidelines**

The rules, tools and standards that keep RUNDA consistent on every screen, set and printed page.



Edition 01 · 2026

runda.co.za

INSIDE

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Use this booklet as the single reference when you, a designer, a printer or a partner produce anything that carries the RUNDA name.

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BRAND ESSENCE

We shape the idea **and make the content.**

RUNDA develops campaigns and produces the visuals behind them — strategy, film, photography, social, talent and live production under one roof.

Cinematic

Every frame considered. Light, composition and pace come first.

Confident

Short, clear sentences. We say what we do and show the work.

Restrained

Space, few colours, no clutter. Let the content carry the energy.

LOGO

The primary mark

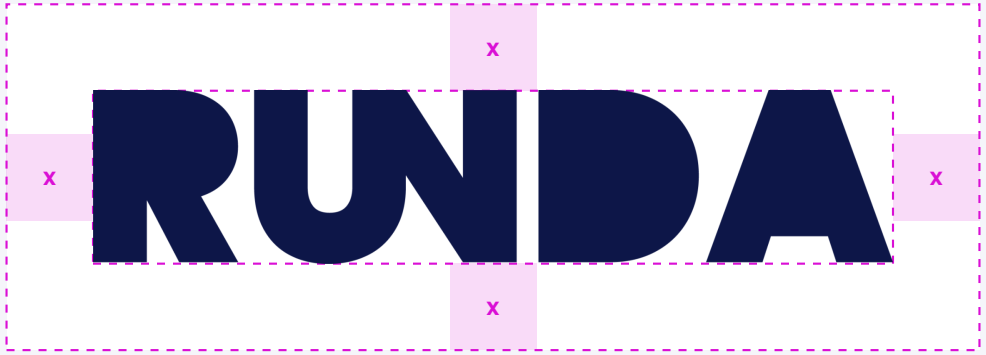
The RUNDA wordmark is the core of the identity. Always use the supplied artwork — never retype or redraw it.

Navy on white or white on navy is the default. Use electric blue only where the brand colour must lead.



LOGO

Clear space & minimum size



Clear space x = half the logo's height. Keep text, edges and images outside this zone.

MINIMUM SIZE

RUNDA

Print — 25 mm wide

RUNDA

Screen — 100 px wide

Below these sizes the letters close up. On favicons and app icons use the R or a tightly cropped mark.

LOGO

Colourways & inverts



White on navy
Default dark



Navy on white
Default light



White on electric blue
Brand moments



Electric blue on off-white
Accent



White on black
Film & crew



Black on white
Single-colour print

EXPRESSIVE MARKS

Signature artworks

Stacked artwork as seen on the About page. Use as a hero image — never as a small logo or next to the primary mark.



Liquid marble

Business cards, covers, campaign launches, merchandise.



Studio neon

Pitch decks, event screens, social headers, night shoots.

LOGO

Please don't

RUNDA

Stretch or squash

RUNDA

Rotate

RUNDA

Add shadows or glows

RUNDA

Use off-brand colours

RUNDA

Outline the letters



Place on busy images

COLOUR

The palette

FOUNDATION

Deep navy

HEX	#0D1648
RGB	13 · 22 · 72
CMYK	100 · 90 · 35 · 50

PRIMARY ACTION

Electric blue

HEX	#251AFF
RGB	37 · 26 · 255
CMYK	85 · 80 · 0 · 0

EMPHASIS ONLY

Magenta

HEX	#DA0FD5
RGB	218 · 15 · 213
CMYK	20 · 90 · 0 · 0

SOFT SURFACE

Off-white

HEX	#F5F5FA
RGB	245 · 245 · 250
CMYK	2 · 2 · 0 · 0

CONTENT

White

HEX	#FFFFFF
RGB	255 · 255 · 255
CMYK	0 · 0 · 0 · 0

CMYK values are starting points for print. Ask your printer for a proof and match it to the HEX colour on screen.

COLOUR

Balance & pairings



45%
White / off-white

35%
Navy

15%
Electric blue

5%
Magenta

White and off-white carry content. Navy frames features. Electric blue is for buttons and key actions. Magenta is a small accent — a dot, a label, an underline — never a background.

Aa
White on navy · AAA

Aa
Navy on white · AAA

Aa
White on blue · AAA

Aa
Magenta on navy · labels only

TYPOGRAPHY

Poppins

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 R&!?

Free from Google Fonts. Install it on every computer that makes RUNDA documents. Fallback: Arial.

DISPLAY SemiBold · 40/44	Your next campaign	
HEADING SemiBold · 22/28	Video production	
LABEL SemiBold caps · tracked	COMMERCIAL · LIFESTYLE	
BODY Light / Regular · 10/16	We plan, shoot and deliver content that moves.	
CAPTION Medium · 8	Photography by RUNDA, Johannesburg	

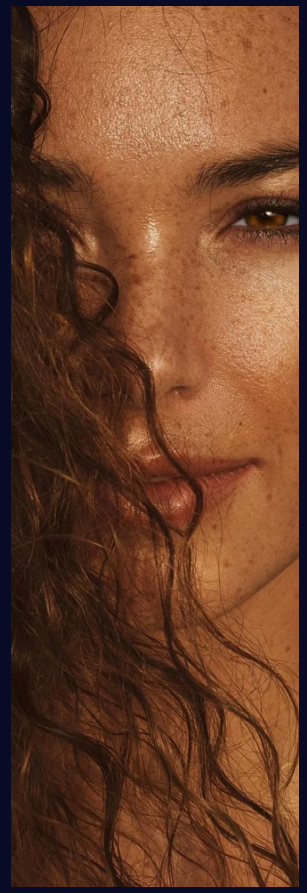
IMAGERY

Art direction

Real people, real sets. Directional light, rich shadow, natural skin tones. Vertical first for social.

- Use our own shoots
- Strong single subject
- Dramatic light, deep blacks
- No generic stock




ELEMENTS

Graphic language

PILL BADGES

WE SHAPE THE IDEA

COMMERCIAL

NEW

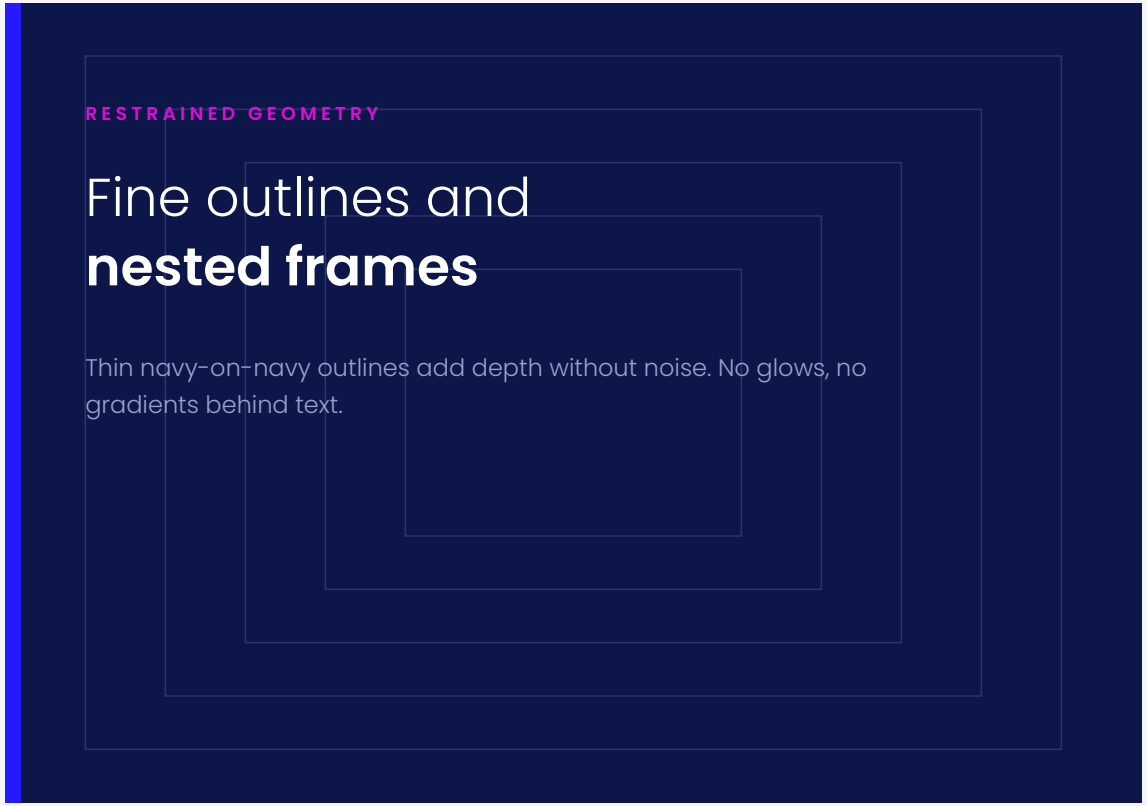
HAIRLINES & ACCENT

- Magenta dot marks list items

BUTTONS

Book a shoot

View rate card



STATIONERY

Business cards

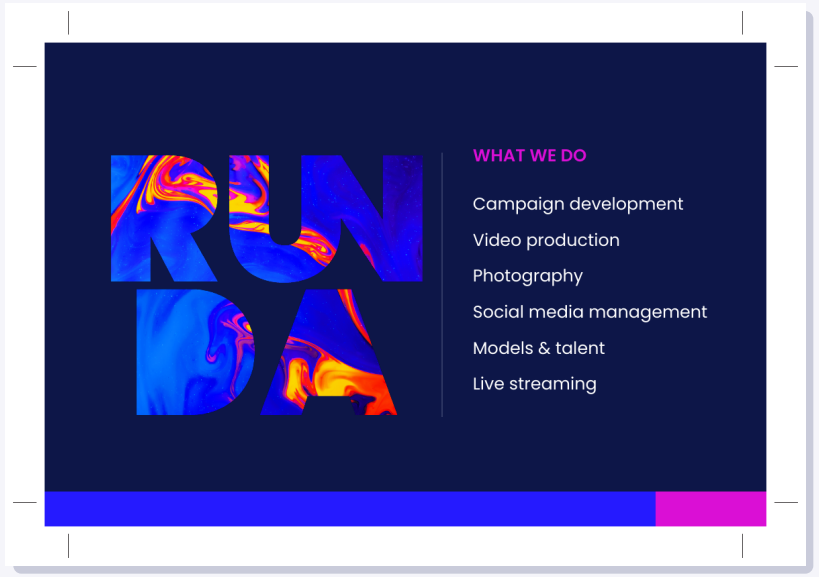
Approved v3 card. Front: liquid-marble RUNDA mark with the six services. Back: name, role, contact rows and QR to runda.co.za — no tagline, tighter spacing and a balanced name / contact / QR block.

TRIM SIZE
85 × 55 mm, + 3 mm bleed each side

SAFE AREA
4 mm inside trim

SERVICES
Campaign development · Video production · Photography
Social media management · Models & talent · Live streaming

STOCK
Confirm stock and finish with your printer before the run



Front



Back

STATIONERY

Letterhead & Word template

A4 portrait. Logo top left, thin blue/magenta accent, details in the footer. Use for quotes, proposals and letters in Word or Google Docs.

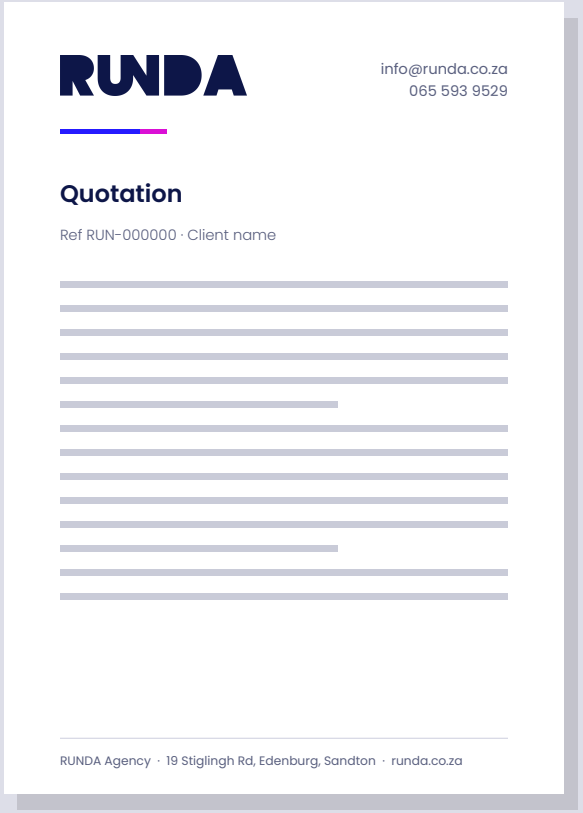
MARGINS
25 mm all sides

HEADINGS
Poppins SemiBold 16 pt, navy

BODY
Poppins Light 10 pt, 1.5 spacing

FOOTER
Poppins 7 pt, muted





MERCHANDISE

Crew apparel

White crew tee. Front: prominent electric-blue RUNDA wordmark with “360° Marketing Agency”. Back: campaign message, runda.co.za and a QR code to the site.

GARMENT

White crew-neck cotton tee

INK

Electric blue #251AFF, navy #0D1648 for small text

METHOD

Screen print or DTF — match ink to the hex under daylight

PLACEMENT

Front chest centred · back full-width



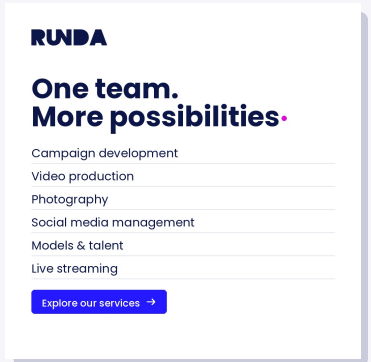
DIGITAL

Social & email

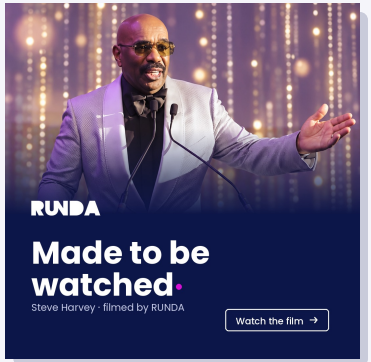
Six coordinated posts built from real RUNDA work: intro, services, client film, approved client review, roster talent and a booking call to action.



Intro



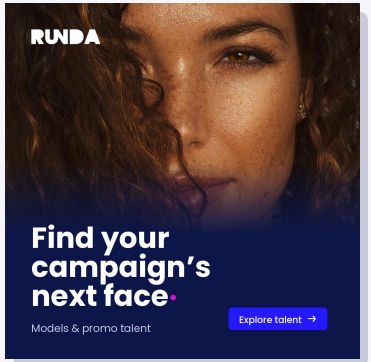
Services



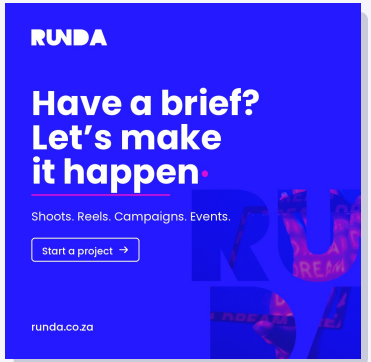
Client work



Testimonial

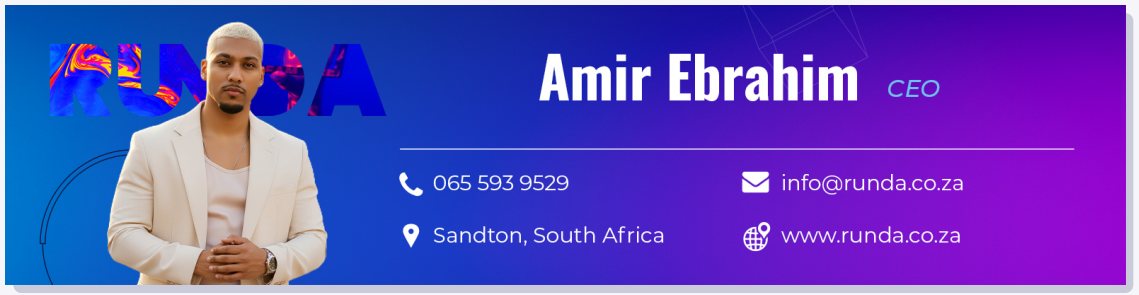


Talent



Book a project

EMAIL SIGNATURE



POST FORMAT
1080 × 1080 px feed · 1080 × 1920 px stories

SIGNATURE
Approved banner image, linked to runda.co.za

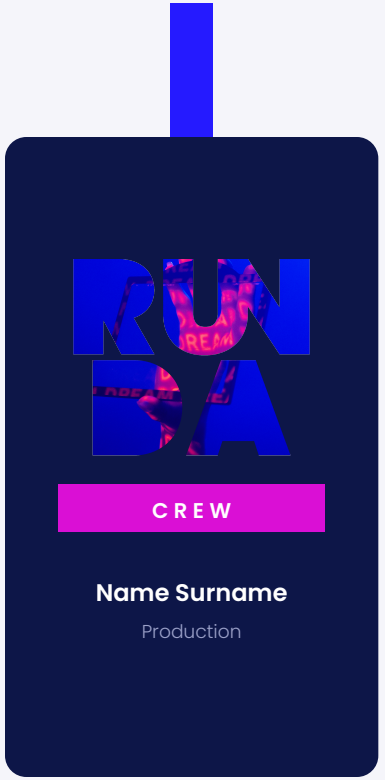
CONTACT
065 593 9529 · info@runda.co.za

MERCHANDISE

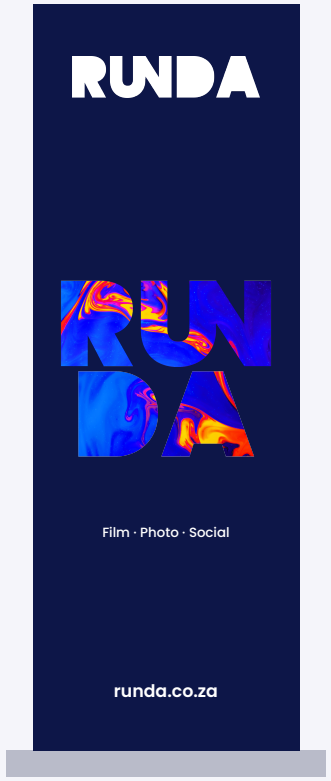
On set & on location



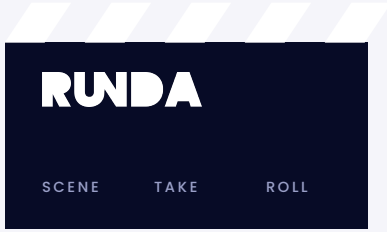
Canvas tote · navy print



Set pass & lanyard



Pull-up banner



Clapperboard



Cap · embroidered

RUNDA

WE SHAPE THE IDEA AND MAKE THE CONTENT

info@runda.co.za · 065 593 9529 · runda.co.za

19 Stiglingh Rd, Edenburg, Sandton

Questions about using the brand? Contact info@runda.co.za before printing.