



## IDENTITY KIT / PARTNER GUIDE

External distribution · Partners, press, sponsors and suppliers

VERSION 2026.10

## OFFICIAL LOCKUP



Preferred use: solid white on the website navy. Do not move “fi” or “BRAZIL”; do not attach a tagline to the logo.

## ALTERNATE LOGOS



NAVY



BLACK

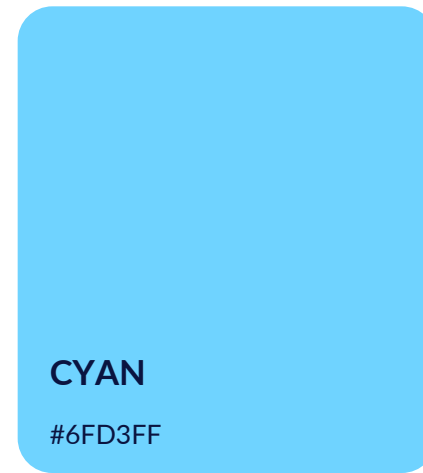
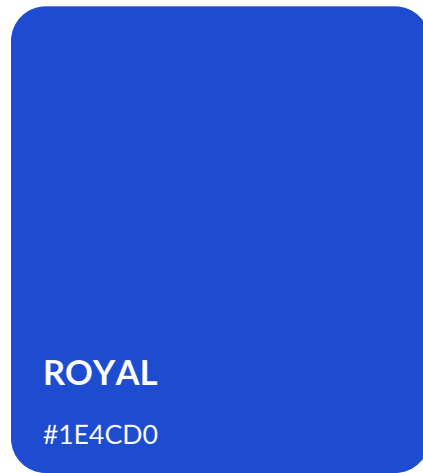
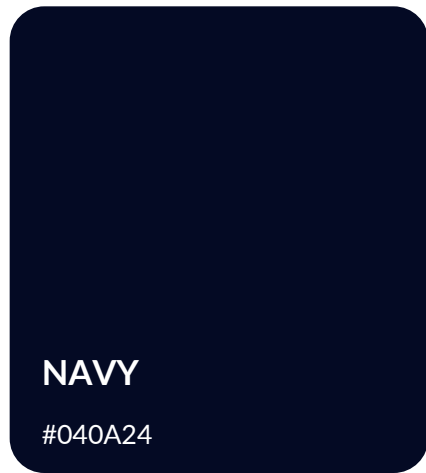


BLUE



GRADIENT

# COLORS & TYPOGRAPHY



**WHITE**  
#FFFFFF

**ARCHIVO**  
HEADLINES

**INTER**  
BODY & UI

# BRAND RELATIONSHIP



## PROMOTED BY VELLAHUB

RWAFI Brazil has its own brand identity. Vellahub founded and continues to promote the initiative, and its endorsement must remain separate.



# PRODUCTION RULES

## YES

Transparent background; prefer white on navy; preserve geometry and verify contrast.

## NO

Never stretch, rotate, glow, add shadows or merge both brands into one lockup.

## NOTE

R/RWA-derived standalone icons need specific approval. Use full logo in external media.

# WHAT IS INSIDE

01 / SVG paths (vector trace of approved artwork), no embedded bitmap.

02 / Transparent PNGs in multiple sizes for screen and print.

03 / White, black, navy, deep blue, royal, blue, cyan and gradient versions.

04 / JSON/CSS design tokens, palette, naming and contacts.

05 / Favicons and standalone symbols are technical derivatives; the full lockup remains primary.

# CONTACT & RIGHTS

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**rwafibrazil.com**

Brand use is subject to approval, artwork review and intellectual property rights. These SVGs were technically traced from the approved image and should be reviewed before trademark filing.