

Brand Guidelines



RPost Brand Guide

This guide is the essential tool for protecting the visual identity and voice of RPost. By following these guidelines, we ensure that every point of contact communicates our promise of security, reliability, and innovation. Our goal is to be a leader in the cybersecurity industry, and our visual identity must reflect that position.

A cohesive brand builds trust. This guide provides the tools to maintain RPost's integrity at every touchpoint, ensuring our visual identity and messaging always reflect the professionalism and security at our core. By staying consistent, we strengthen our reputation as a reliable, secure, and innovative provider.

Our Story

Founded in 2000, RPost has spent more than two decades helping organizations communicate and transact electronically with greater security, compliance, and confidence. What began as a pioneer in Registered Email technology has evolved into a comprehensive platform for secure communications, electronic signatures, and compliance solutions used by more than 25 million users across 193 countries. Through continuous innovation, RPost has expanded its capabilities while remaining focused on solving real business challenges: protecting sensitive information, proving digital communications, simplifying workflows, and reducing organizational risk.

What defines RPost

Comprehensive

Multiple security and compliance capabilities within one integrated platform.

Trusted

Over two decades of innovation serving organizations worldwide.

Practical

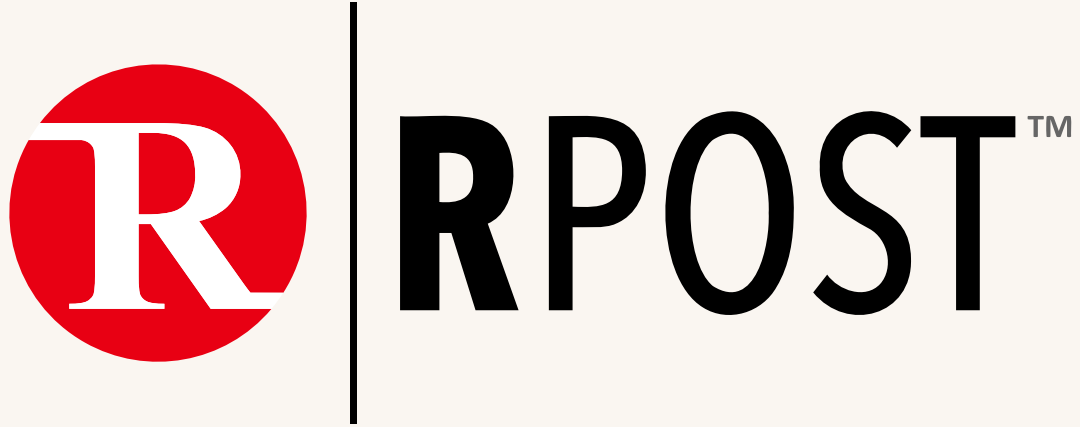
Enterprise-level protection designed to simplify everyday workflows.

Mission

Our mission is to help organizations communicate and transact electronically in the most secure, compliant, and productive way possible while continuously innovating to meet evolving business needs.



RPost Logo



RPost Logo With Tagline

Use the logo version with the tagline only when AI or cybersecurity products are the primary focus. The tagline reinforces RPost's positioning in security and intelligent technology and should not be used in general or non-technical brand communications. This version is also the preferred option when the logo appears at a large scale or in highly visible contexts, such as conferences, trade show booths, event materials, presentations, signage, or other situations where the logo is prominently displayed.



Logo Color Variations



Logo With Tagline Color Variations



Logo Composition

White R in the Red Circle with hex code - c3272e

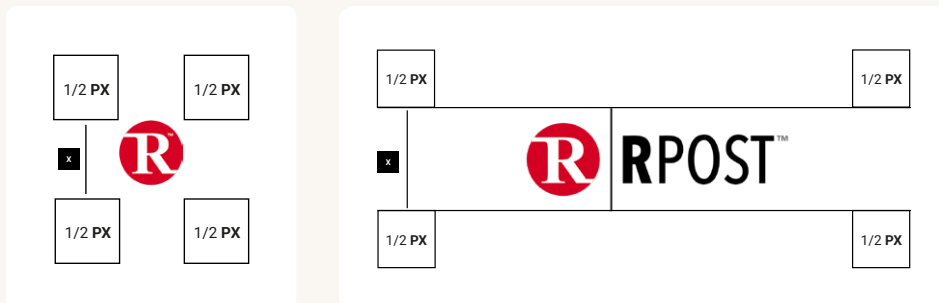
Avenir Next Condensed Bold font hex code - 000000

Avenir Next Condensed Medium font hex code - 000000



Logo Structure

The minimum clear space around the logo should be the width of the ½ px in RPost Logo.



Logo Variations

Icon usage guidelines

Select the icon based on the primary communication focus. Use the **Circle R** when emphasizing productivity and compliance (RSign, Registered) and for all general corporate communications. Use the **Shield** when highlighting security-focused products (RMail, PRE-Crime, RAPTOR). When the primary focus is RAPTOR AI cybersecurity, use the **RAPTOR** icon.

All product logos must be used in their complete form to maintain brand and product identity.

Use the **standard RAPTOR** logo for general product and brand communications. Use the **RAPTOR logo with the stylized AI** version only when messaging specifically highlights AI-powered capabilities, intelligent automation, or advanced AI-driven cybersecurity features.

Icons



RPost products



Logo Variations Structure & Size Consistency

When multiple RPost logos or product logos appear together within the same graphic and share the same visual hierarchy, always size them using the white R as the reference.

The white R inside the red circle (or shield, where applicable) must remain the same size across all logos, regardless of the length or proportions of the accompanying wordmarks. In addition, the R symbols should be horizontally aligned to create a clean, balanced, and consistent visual appearance.



RAPTOR Logo Usage

Use the standard RAPTOR logo for general product and brand communications. Use the RAPTOR logo with the stylized AI version or the “AI Powered by RPost” tagline only when messaging specifically highlights AI-powered capabilities, intelligent automation, or advanced AI-driven cybersecurity features. The AI version is typically used in materials that emphasize RPost’s AI technology, such as product presentations, conferences, trade show materials, or other contexts where AI-driven innovation is a central theme.

Icons



RAPTOR Logo Variations



Color Palette

Primary Color Palette

These primary colors form the foundation of RPost's logo and visual identity, ensuring consistency and recognition across all communications.

01. RED

CMYK: 8%,100%,87%,2%
RGB: 195,39,46
#C3272E

02. BLACK

CMYK: 82%,72%,62%,91%
RGB: 14,14,14
#0E0E0E

03. WHITE

CMYK: 0%,0%,0%,0%
RGB: 255,255,255
#FFFFFF

04. DARK RED

CMYK: 31%,100%,97%,45%
RGB: 119,22,14
#77160E

05. DARK BLUE

CMYK: 100%,90%,44%,56%
RGB: 1,20,60
#01143C

06. BURGUNDY

CMYK: 62%,90%,48%,79%
RGB: 48, 12, 29
#300C1D

Secondary

This palette complements the primary tones. These colors are not tied to individual solutions, but instead serve to strengthen the overall brand presence. They should be used subtly and never dominate a design, ensuring that the primary colors remain the leading elements in every piece.

07. PURPLE

CMYK: 84%,100%,43%,65%
RGB: 43,12,45
#2B0C2D

08. MAGENTA

CMYK: 43%,90%,0%,0%
RGB: 161,53,138
#A1358A

09. GREY

CMYK: 56%,45%,45%,33%
RGB: 102,102,102
#666666

10. BLUE

CMYK: 100%,88%,1%,0%
RGB: 3,11,166
#030BA6

11. INDIGO

CMYK: 96%,93%,3%,0%
RGB: 56, 48, 136
#383088

12. LIGHT CYAN

CMYK: 24%,1%,6%,0%
RGB: 204,232,242
#CCE8F2



Color Gradient

Gradients are an essential part of RPost's visual language and are mainly used as backgrounds in graphic pieces. They add depth, dynamism, and a distinctive identity while reinforcing the brand palette in a flexible and modern way.

01. PURPLE TO BLACK - #2B0C2D to #0E0E0E

01.

02. RED TO PURPLE - #C3272E to #2B0C2D

02.

03. DARK RED TO DARK BLUE - #77160E to #01143C

03.

04. BURGUNDY TO DARK BLUE - #300C1D to #01143C

04.

05. MAGENTA TO RED TO DARK RED - #A1358A to #C3272E to #77160E

05.

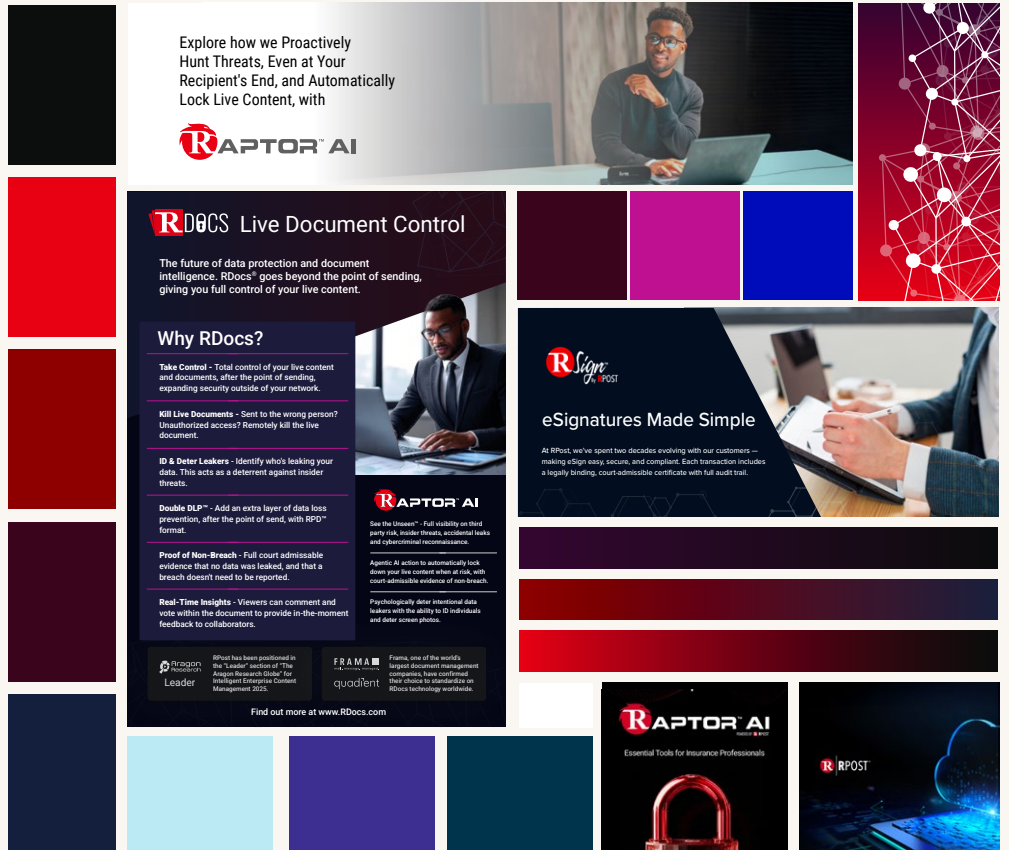
06. RED TO BLACK - #C3272E to #0E0E0E

06.

07. BLUE TO DARK BLUE - #030BA6 to #01143C

07.

Color Moodboard



Typography

Primary Typeface

Gradients are an essential part of RPost's visual language and are mainly used as backgrounds in graphic pieces. They add depth, dynamism, and a distinctive identity while reinforcing the brand palette in a flexible and modern way.

**Roboto
Condensed**

Light
Regular
Bold

AaBbCc
AaBbCc
AaBbCc

Heading Font

In headings, we primarily use bold typefaces to enhance visibility; however, it's essential to consider each situation. This typography can also be applied in body text to establish hierarchies and improve readability.

Roboto

Light
Regular
Medium
Bold
Black

AaBbCc
AaBbCc
AaBbCc
AaBbCc
AaBbCc

Body Font

In body text, we consistently use the Roboto typeface in sentence case. While Roboto Regular serves as the standard, varying the weight can enhance the hierarchy and emphasize the importance of the content.

Arial

Regular
Bold
Black

AaBbCc
AaBbCc
AaBbCc

Secondary Typeface

Arial is RPost's secondary typeface. It is mainly used when Roboto is not available due to platform or system constraints and when two different fonts are needed.



Graphic Design Elements

Iconography

Icons are used to highlight key points in our communications and to enhance buttons or interactive elements. They may be applied in different colors, as long as they remain within the approved brand palette.



Security

Here we describe the topic.



Double DLP

Here we describe the topic.



Seamless integration

Here we describe the topic.



Security

Here we describe the topic.



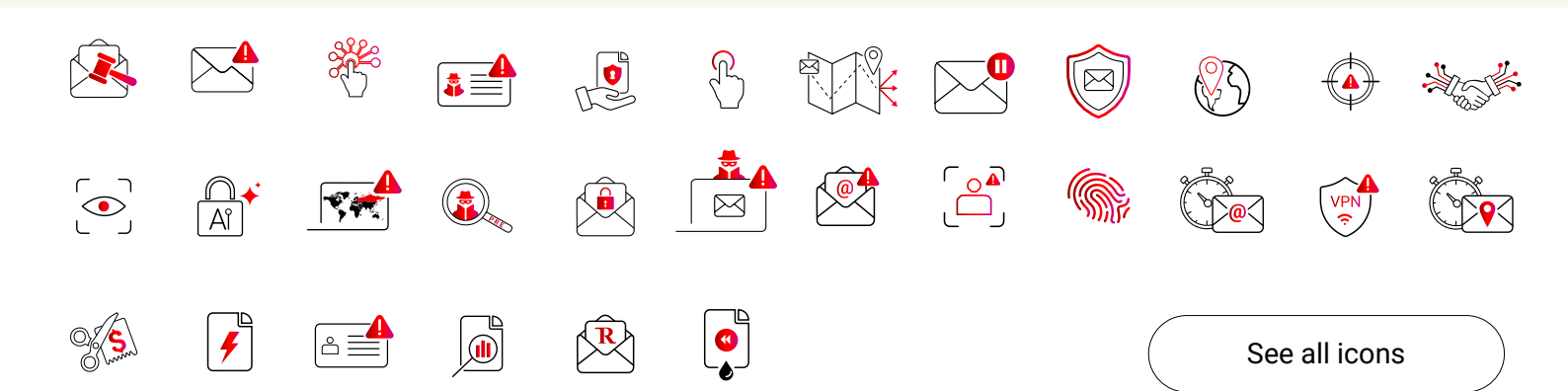
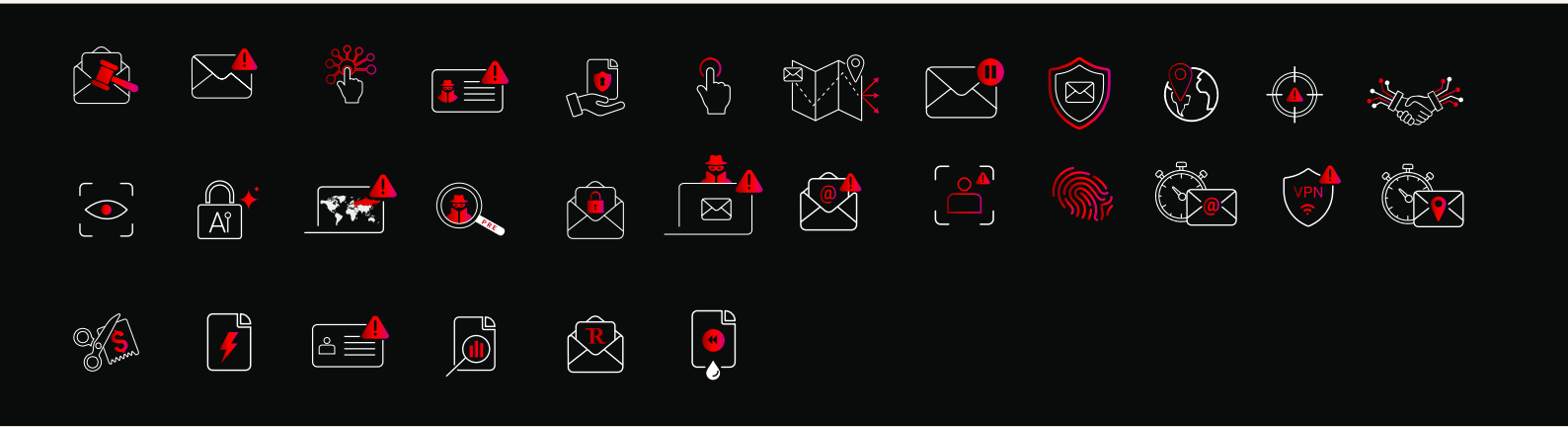
Double DLP

Here we describe the topic.



Seamless Integration

Here we describe the topic.



See all icons



Navigation and Interactive Elements

Arrows and certain icons can be used both as text accompaniments and as call-to-action buttons, enhancing visual guidance and encouraging user interaction.

This is a button

This is a button 

This is a button

This is a button 

This is a button

This is a button 

This is a button

This is a button

This is a button

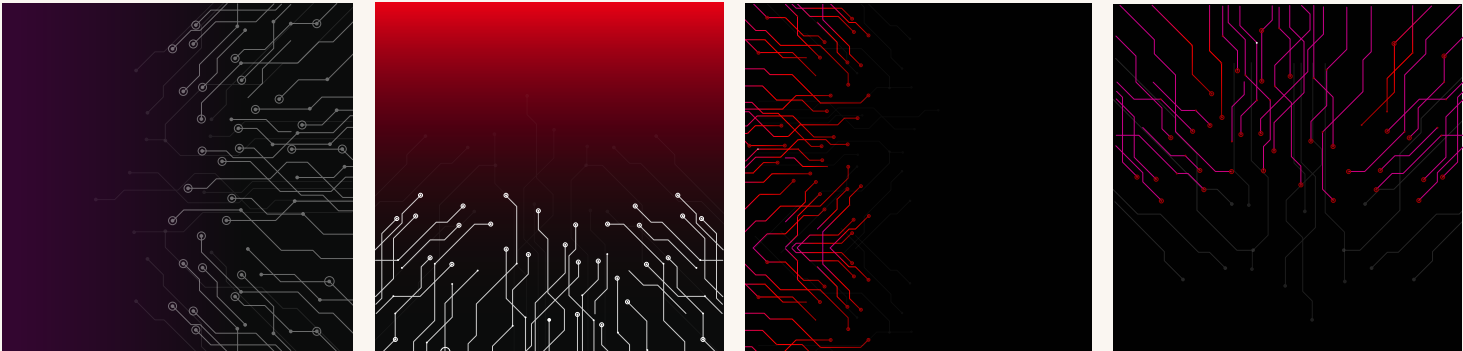
This is a button 

This is a button

This is a button 



Patterns



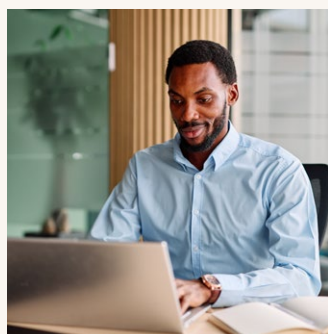
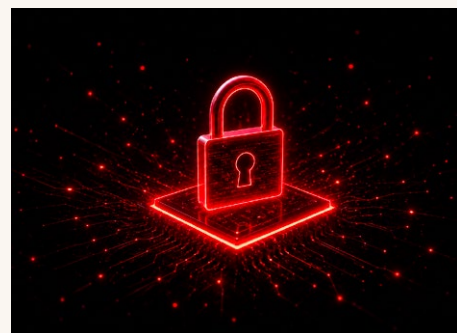
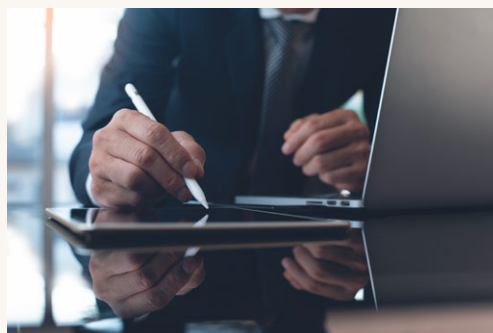
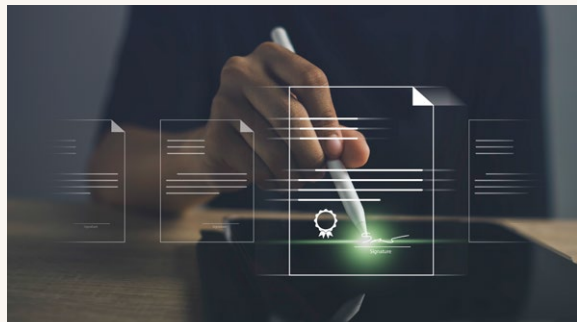
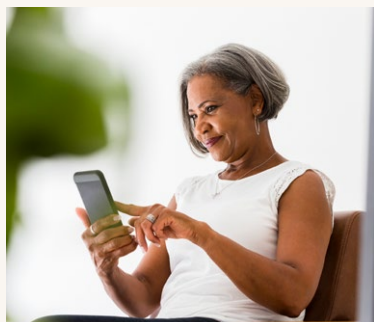
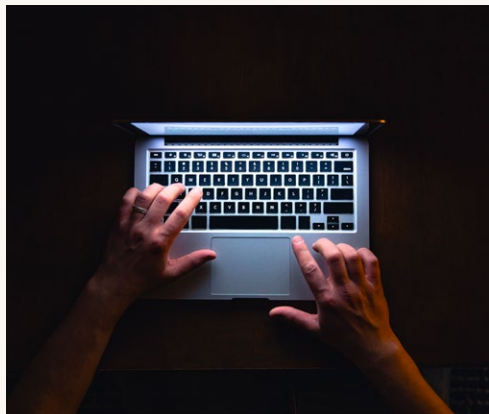
See all buttons



Photography Guidelines

Image Guideline

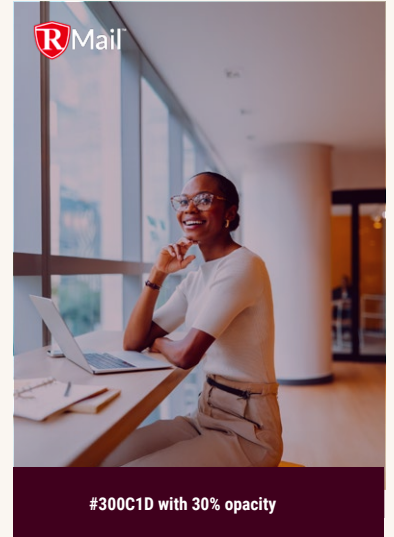
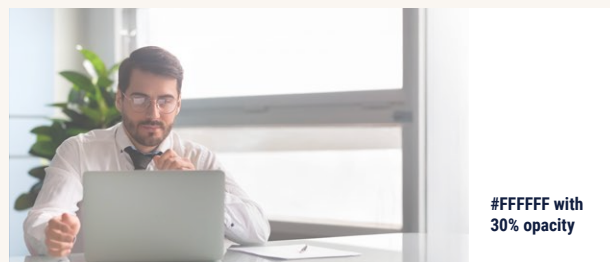
Images must be sourced only from approved, RPost-licensed stock or content libraries. Do not use images from the web or external sources unless properly licensed and approved. Visuals should convey a professional, technology-driven atmosphere: clean, minimal, with plain backgrounds and electronic devices. Avoid paper documents or cluttered elements.



[See all images](#)

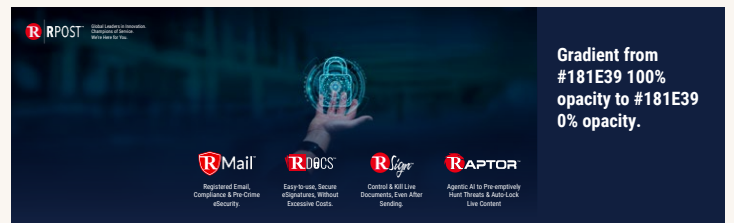
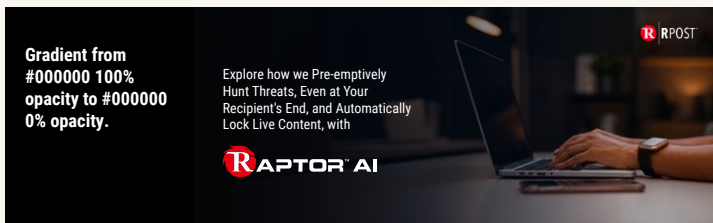
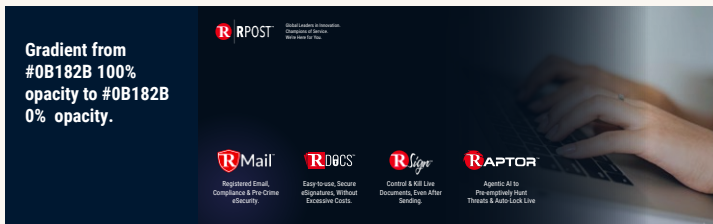
Approved Photo Filters

In some cases, photos may require a filter to darken them for overlaying text or to match the aesthetic of their placement. Additionally, the RPost logo can be placed in the corners, depending on the requirement.



Filtered Photos with Product Branding

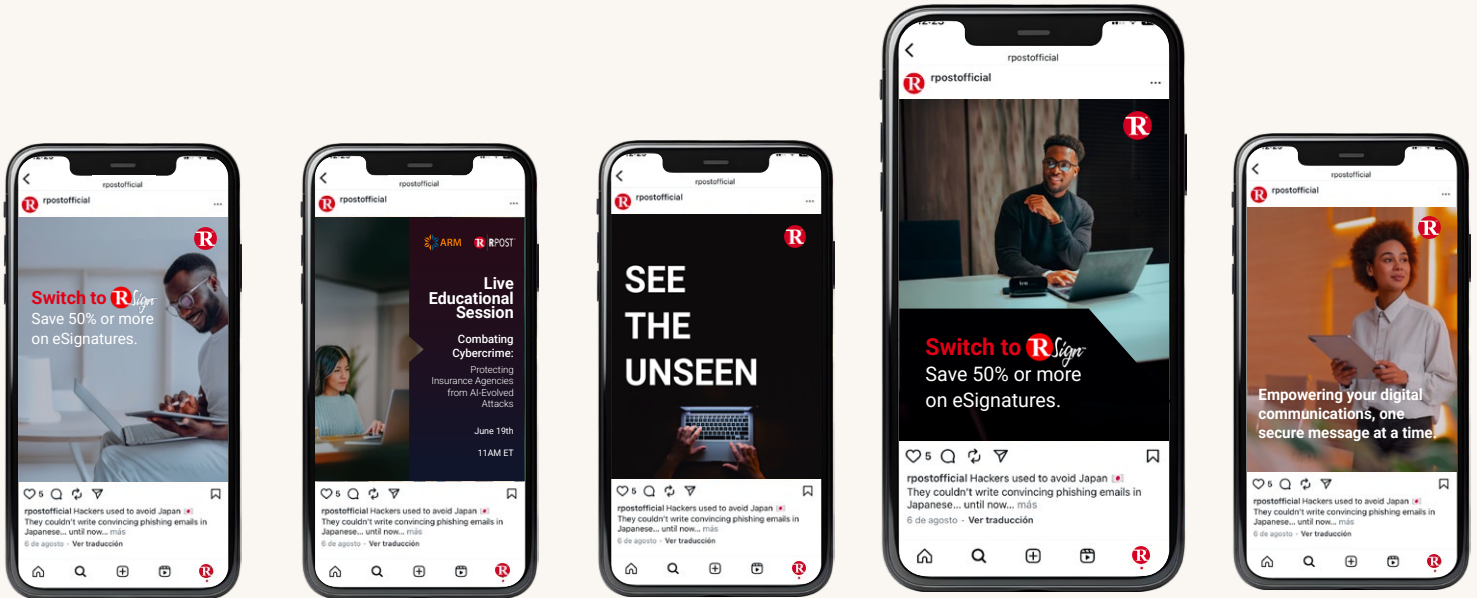
These examples showcase gradient filters applied to banners with different RPost product logos. Gradient filters are typically used when there is a need to include larger amounts of text, ensuring readability while maintaining brand consistency.



Digital Application

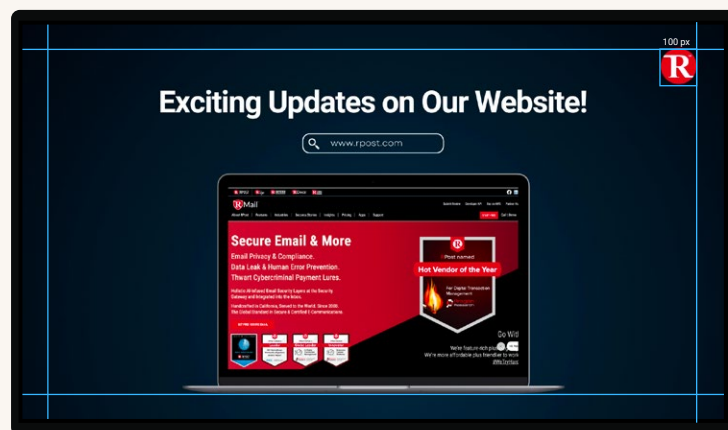
Social Media Applications

RPost's visual identity is consistently applied across digital platforms to maintain brand recognition and integrity. Whether used on websites, apps, or social media, these elements ensure a cohesive and professional presence online. On social media, the Circle R icon is used as the primary mark, as it represents the most neutral and corporate version of the brand.



Video Guidelines

Horizontal videos, whether for the web or YouTube, should maintain a professional style and align with RPost's brand identity. The RPost Icon must always be prominently displayed. Typically, filters are not applied to videos.



Size: The recommended size for videos depends on the resolution of the video. The most common resolutions are:

HD (720p): 1280 x 720 pixels

Full HD (1080p): 1920 x 1080 pixels

4K (2160p): 3840 x 2160 pixels

For most cases, **1920 x 1080 pixels (Full HD)** is the most commonly used size.

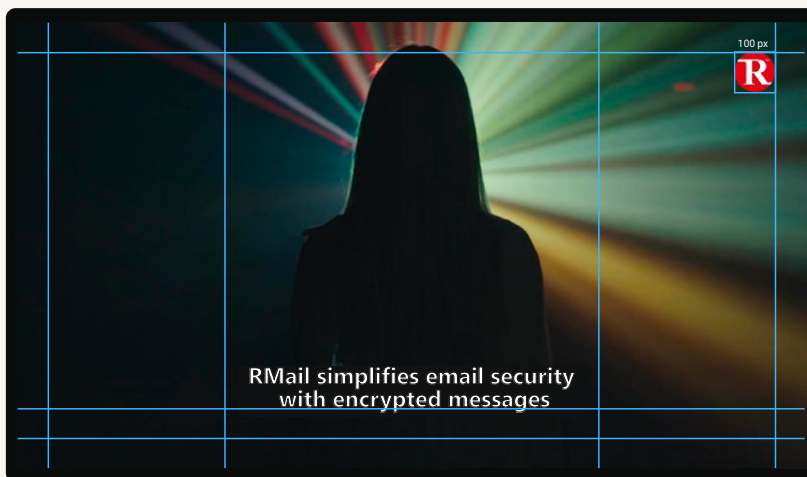
Logo size: 100 x 100 px.

Logo position: 80 px from the right margin & 80 px from the top margin.



For YouTube & Other Sites

Whenever text is used in videos, excluding subtitles, the font to be used is Roboto, which is the same font used across all other brand assets. It should always appear in white when the video features moving images. The font color can be adjusted only if the video background is white or very light in color. The font size will vary depending on the specific use and the importance of the message being conveyed.



Subtitles

Font Type: Roboto Bold

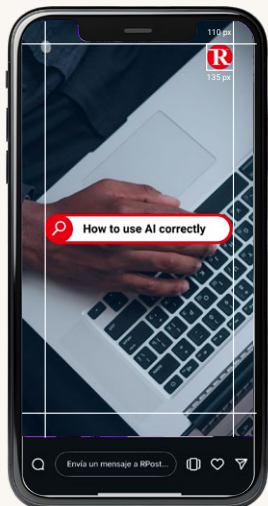
Font Size: 36 pt.

Font Color: #FFFFFF and #0E0E0E for the outlines.

Position: 145 px. from the bottom margin & 530 px. from each side margin. Subtitles should generally be centered at the bottom of the screen. However, their position may be adjusted if necessary to avoid covering important visual content.

Social Media Video Guideline

These guidelines outline the rules for editing videos to ensure a professional tone and alignment with the overall brand identity. The filters, as well as the choice of images or video clips, are the same as those used in photos.



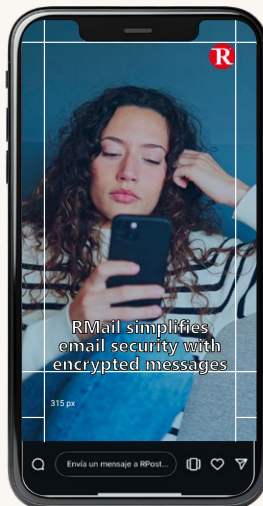
Stories and Reels

Size: 1080 x 1920 px. 9:16

All videos must include **RPost's red Icon** placed in the top left corner.

Logo size: 135 x 135 px.

Logo position:
110 px from the right margin.
110 px from the top margin.



Subtitles

Font Type: Roboto Bold

Font Size: 52 pt.

Font Color: #FFFFFF and #0E0E0E for the outlines.

Position: 315 px. from the bottom.

Subtitles should generally be centered at the bottom of the screen. However, their position may be adjusted if necessary to avoid covering important visual content.



Video Guideline

All videos must end with a consistent logo animation to maintain brand uniformity. The RPost logo should always be centered on the screen only in the closing frame as the main focal point. To enhance its visibility and impact, the background video should be blurred, ensuring the logo remains the highlight of the closing frame.

Logo size: 551 x 217 px.

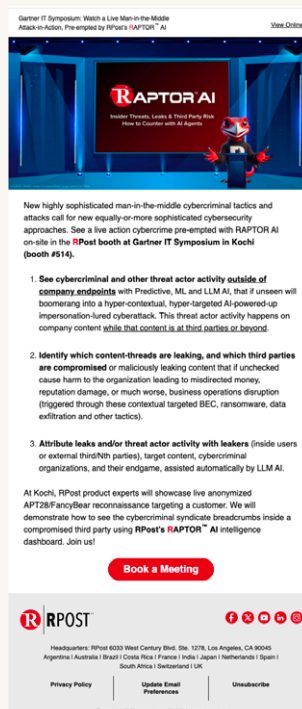
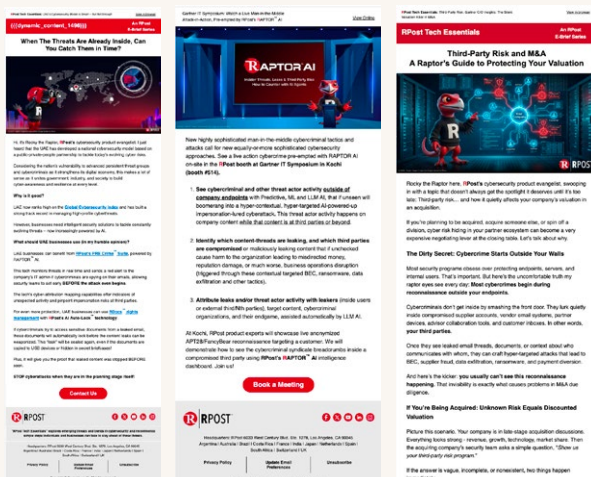
The logo and font color can adapt to the background, appearing in either white, black or red as needed to suit the context.



Email Marketing Guideline

Email marketing templates should prioritize clarity, accessibility, and functionality. Emails that rely heavily on images must be tested in Outlook with images disabled, as well as in mobile environments using both light mode and dark mode. All email designs must follow the established brand guidelines while prioritizing practical usability over purely promotional layouts.

Marketing Template Examples



Consider preview pane and header view scenarios where the full email may not be displayed.

Image-to-text ratios should be carefully balanced to avoid spam filtering issues and to maintain readability when images are blocked.

Buttons should not be embedded within images to ensure proper rendering and accessibility.

Always include the main call to action, website links, and social media at the end of emails.



Layout System

Layout System

Consistency goes beyond logos and colors. A strong layout system ensures that every RPost communication feels like it belongs to the same brand, regardless of format or channel. By following consistent rules for alignment, spacing, hierarchy, and composition, every piece reinforces the RPost identity and delivers a cohesive brand experience.

Consistent Margins

Every layout should maintain consistent outer margins to create visual balance, improve readability, and reinforce a cohesive brand identity. Establishing a predictable content area helps ensure that all RPost communications feel structured and unified, regardless of format or channel.

Use the width of the RPost "R" icon as the minimum side margin reference. This spacing should remain consistent across all collateral, regardless of format or size. Whenever possible, increase margins proportionally for larger formats while maintaining the same visual relationship.

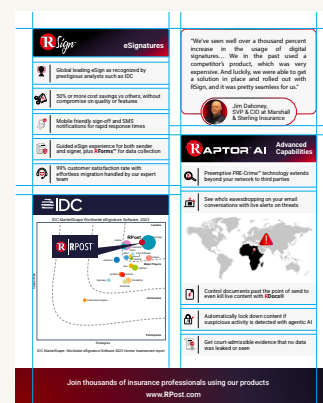


Grid & Alignment

Build every layout using a consistent column structure.

All headlines, copy, images, logos, and calls to action should align to the same vertical guides, creating a clean and organized composition.

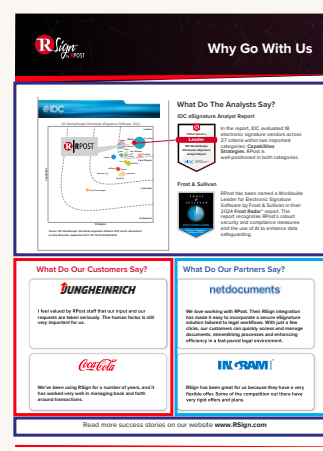
Avoid floating elements or inconsistent alignment that weakens the visual structure.



Group Related Content

Content that belongs together should be visually grouped to establish clear relationships between information and create an intuitive reading experience. Organizing related elements into distinct sections allows users to quickly understand the structure of the content without unnecessary visual distractions.

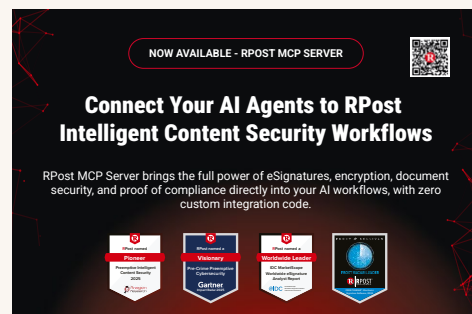
Use spacing—not boxes or decorative elements—to separate different sections of information. Consistent grouping improves readability, creates a cleaner layout, and helps users scan content more efficiently across all RPost communications.



Visual Hierarchy

A clear visual hierarchy guides the viewer through the content in the intended order, ensuring that the most important information is seen first. Every RPost layout should establish a clear flow between the headline, supporting content, and call to action.

Hierarchy should be created through typography, spacing, scale, and contrast rather than decorative elements. Avoid giving multiple elements equal visual weight, and ensure that each piece communicates one primary message before introducing secondary information.



White Space

Whitespace is an essential component of the RPost visual language. Rather than filling every available area, layouts should intentionally use empty space to improve readability, emphasize key content, and create a balanced composition.

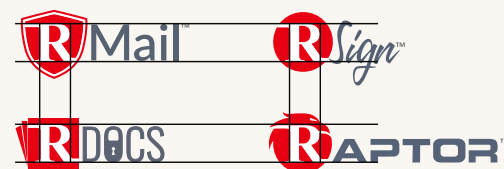
Consistent spacing between sections and related elements helps users scan information more efficiently while giving every communication a clean, premium appearance.



Product Logo Alignment

When multiple RPost product logos appear within the same layout, they should always be presented as a unified system. Consistent sizing, alignment, and spacing strengthen the relationship between products while maintaining visual consistency across all communications.

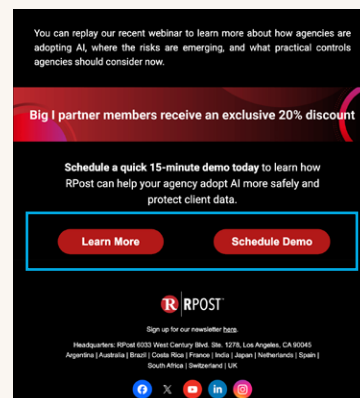
Use the white "R" as the sizing reference for every product logo and align them on the same horizontal axis. Equal spacing should be maintained throughout the composition to create a clean and balanced presentation.



Call-to-Action Placement

Calls to action should appear naturally within the visual flow of the layout and remain easy to identify without overpowering the overall composition. Their placement should feel consistent across every RPost communication, creating a familiar experience for the audience.

Whenever possible, focus on a single primary call to action and position it after the main message. Consistent styling, spacing, and placement reinforce usability while maintaining a cohesive visual system.



Common Mistakes

Small inconsistencies can make two RPost materials feel like they belong to different brands. Avoid the following mistakes to maintain a cohesive visual identity across all communications.

Don't	Do
Use images that do not reflect the industry, audience, or context of the communication.	Select visuals that are professional, authentic, and relevant to the intended audience and business sector.
Overuse patterns, textures, gradients, or decorative background elements that compete with the content.	Keep backgrounds clean and simple, allowing the message and imagery to remain the primary focus.
Fill layouts with dense paragraphs or excessive amounts of text in an attempt to communicate everything at once.	Prioritize the most important information and present it in a scannable format using clear headings, concise copy, bullet points, icons, and supporting visuals whenever appropriate.
Mix different illustration or icon styles within the same layout.	Use a consistent icon style throughout each communication to maintain a cohesive visual language.
Enlarge logos, graphics, or decorative elements to fill empty space.	Use whitespace intentionally and maintain balanced proportions between all layout elements.

Examples



Examples





RPOST™

Cybersecurity Meets AI