

01 · THE MARKS

Four marks

Use the files as they are: the SVGs in Logos/, or the PNGs at 512, 1024 and 2048 px on the long side, on a transparent background. Primary and Mascot carry their own soft drop shadow.



Primary

logos/logo-primary.svg · .png 512 / 1024 / 2048
Crest, ribbon and \$RH tag stacked. The home page hero.



Horizontal

logos/logo-horizontal.svg · .png 512 / 1024 / 2048
The lockup in the site's header and footer.



Crest

logos/crest.svg · .png 512 / 1024 / 2048
The shield alone: the header on phones, avatars, stickers.



Mascot

logos/mascot.svg · .png 512 / 1024 / 2048
Robin, the mascot: stickers, memes, the closing call to action.

----- Clear space: keep at least x free on every side, x = a quarter of the mark's height — The mark

02 · COLOUR

The palette

Background · Ink
#140A1C
--color-bg / -ink

Cream
#FFF4E4
--color-cream

Gold
#F6B93B
--color-gold

Violet
#6D28D9
--color-violet

Violet Bright
#7C3AED
--color-violet-bright

Lavender
#C4A6FF
--color-lavender

STATUS & DEPTH

Mint
#4ADE80

Shadow
#080312

Mist
#B9A9D1

Danger
#F87171

Track
#3A1273

Sky
#60A5FA

GLOW, BACKGROUND ONLY · ART

Glow Indigo
#3B4BD8

Glow Royal
#2C3FB8

Glow Blue
#1D4ED8

Glow Teal
#0E7490

Glow Plum
#8B2F6B

Glow Wine
#7E1D5F

Plum
#5B21A6

03 · TYPE

Three families

LILITA ONE · DISPLAY

400

Take from the gatekeepers.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789 \$!%

INTER · BODY

400 · 500 · 600 · 700

Stake \$RH. Get paid in real stock, daily.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789

Regular 400 Medium 500 SemiBold 600 Bold 700

JETBRAINS MONO · MONO

400 · 500 · 700

THE LORE · ISSUE #01 0x99F2...cE24 LIVE

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 0123456789

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TYPOGRAPHY.TXT

1 Keep the logo's proportions

DO Scale a mark as a whole, from the files in logos/.

DON'T Stretch, squash, crop, rotate or recolour it, or rebuild it from parts.

2 Gold is for \$RH

DO Keep Gold #F6B93B for \$RH itself, prices and money figures, and the main button

Buy \$RH, as the site does.

DON'T Use Gold for body text, backgrounds or decoration.

3 Not a Robinhood product

DO Say it where it matters: Not affiliated with Robinhood Markets, Inc.

DON'T Put the logo next to Robinhood Markets' logo, or call RobinHODL an official Robinhood product.