RUNE

LOGO STYLEGUIDE

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ABOUT THE RUNE

RUNE isn't just activewear—it's a movement, it is energy. Designed for women who want to feel powerful, sexy, and comfortable in their own skin, our collection merges high-performance activewear with effortless everyday style.

We believe that every body is a RUNE body—worthy of high-quality, eco-conscious fashion that flatters, performs, and empowers. Whether you're hitting the gym, running errands, or embracing your personal power, our designs move with you, not against you.

We're not just here to create activewear. We're here to ignite confide--nce, champion inclusivity, and redefine performance—on your terms.

Move. Glow. Reign.

PRIMARY LOGO

The RUNE logo incorporates the Raido and Sowelu runes, symbolizing journey, movement, and wholeness, respectively. The Raido rune represents forward progression and growth, while the Sowelu rune embodies completeness and vitality. These elements are combined with the modern ConthraxSb-Regular font and a bold color scheme, including Charcoal Depth, to create a strong visual identity. The logo reflects RUNE's core values of movement, completeness, and power, tying historical significance with contemporary design. This distinctive mark is adaptable across various brand applications, making it a symbol of RUNE's journey and commitment to growth and exploration.

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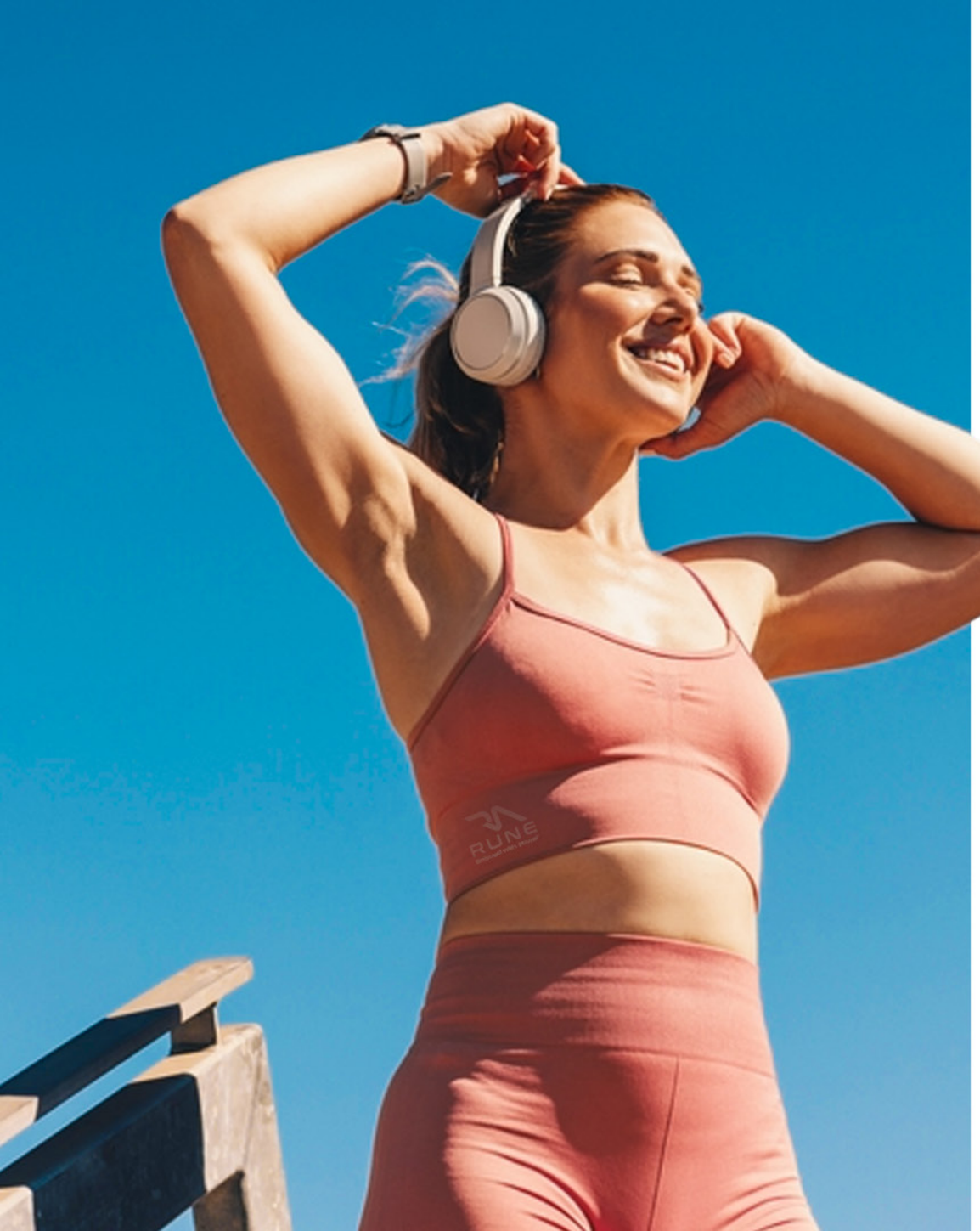
Full Presentation

Standerd Presentation

Icon Version

LOGO VERIATIONS

The RUNE brand embodies a movement of empowerment and inclusivity, offering high-performance activewear that combines style with functionality. The logo, inspired by Viking runes, symbolizes journey, wholeness, and power, reflecting the brand's core values. With a modern and bold design, the RUNE logo is both timeless and adaptable, suitable for various applications. Whether in its full form, standard version, or as a standalone icon, the logo represents a commitment to empowering women to feel confident, sexy, and comfortable in their own skin.



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COLOR GUIDLINE

At RUNE, our color palette is carefully curated to inspire confidence, strength, and effortless style. Each shade is chosen to complement diverse skin tones, enhance movement, and seamlessly transition from workouts to everyday wear. Our tones balance energy and sophistication, blending bold, empowering hues with timeless neutrals for versatility. Whether you're making a statement or keeping it minimal, our colors are designed to reflect your strength, individuality, and lifestyle—so you can move with confidence, no matter where the day takes you.

#a29f98
rgb(162,159,152)
cmyk(0,2,6,36)
Lunar Ash

#414452t
rgb(65,68,82)
cmyk(21,17,0,68)
Phantom Indigo

#161616
rgb(22,22,22)
cmyk(0,0,0,91)
Charcoal Depth

#c2b9a3
rgb(194,185,163)
cmyk(0,5,16,24)
Desert Shadow

PRIMARY BRAND COLORS

RUNE activewear's brand colors are thoughtfully curated to reflect the brand's essence and inspiration. The palette includes Lunar Ash (#a29f98), a soft gray that evokes serenity; Desert Shadow (#c2b9a3), a warm brown that adds earthiness; Phantom Indigo (#414452), a deep blue that symbolizes confidence and sophistication; and Charcoal Depth (#161616), a rich dark gray that adds power and authority. These colors harmonize to create a visually appealing and balanced aesthetic, suitable for both performance and everyday wear, aligning with RUNE's mission to empower women through fashion.

#d4af37
rgb (212, 175, 55)
cmyk(0,17,74,17)
Wet Sandstone

#2e6f40
rgb(46,111,64)
cmyk(59,0,42,56)
Forest Green

#007b7f
rgb(0,123,127)
cmyk(100,3,0,50)
Deep Teal

ACCENT BRAND COLORS

The RUNE brand can be further enhanced by incorporating accent colors such as gold, forest green, and deep teal. Gold adds a luxurious and empowering touch, ideal for highlighting key design elements or messaging. Forest green connects the brand to nature, complementing the existing earthy rock color palette and reinforcing themes of growth and harmony. Deep teal brings creativity and balance, providing a unique contrast that deepens the brand's visual identity. By integrating these colors thoughtfully, RUNE can strengthen its brand aesthetic while maintaining a cohesive and empowering message.

CONTHRAX-SB

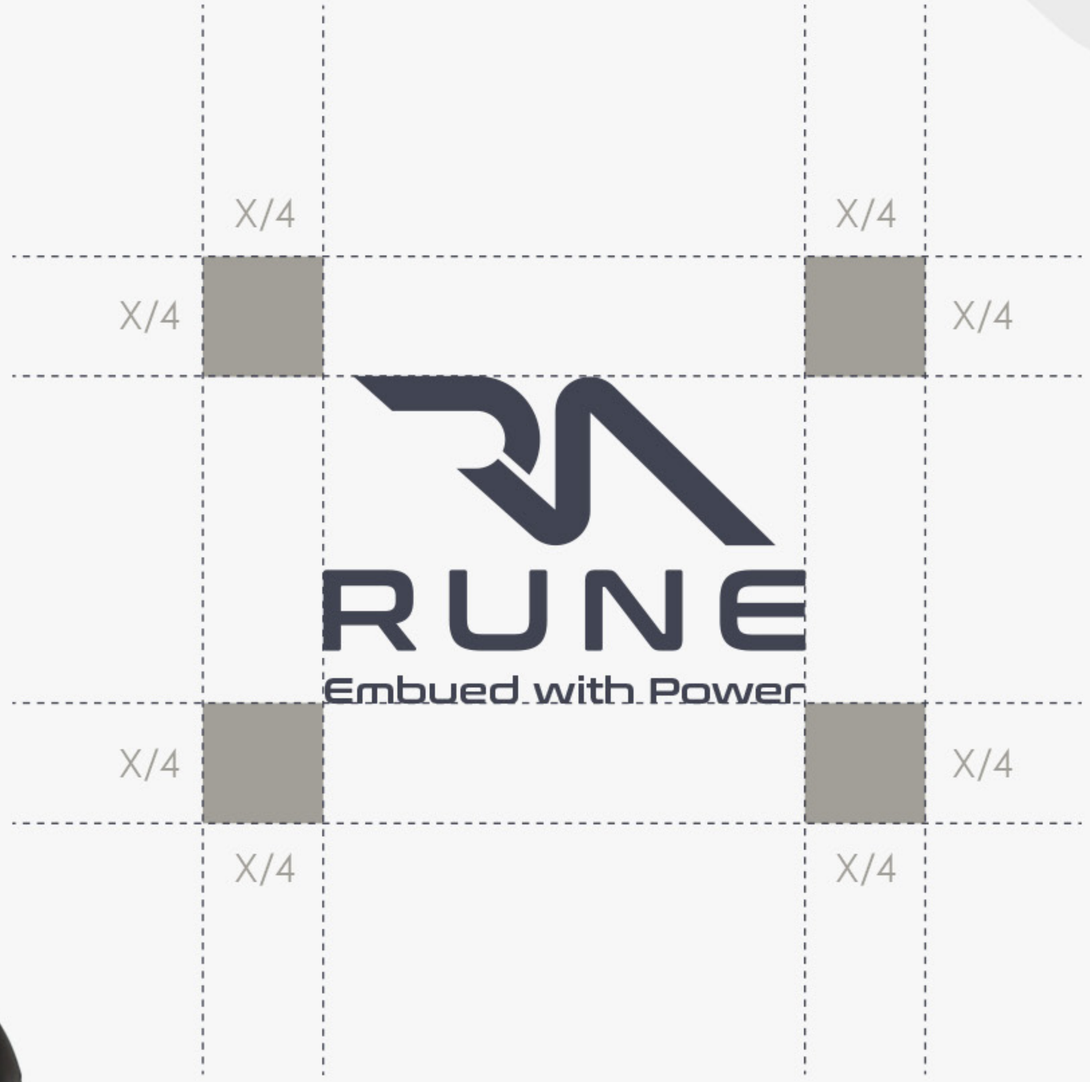
Aa

TYPOGRAPHY

The RUNE brand's logo features the ConthraxSb-Regular font, a modern, geometric sans-serif typeface that embodies a sleek and futuristic aesthetic. This font is characterized by its clean lines, uniform stroke width, and strong, even weight, which convey power and modernity. The ConthraxSb-Regular font is well-suited for technology branding and digital interfaces, making it an ideal choice for RUNE's logo, which aims to convey a sense of innovation and forward-thinking design. Its versatility allows it to be used effectively across various platforms, from digital media to print materials, ensuring a consistent and impactful visual identity for the brand.

CLEAR SPACE

To ensure the RUNE logo maintains its visual impact and clarity, it's essential to apply the concept of clear space effectively. Clear space refers to the empty area around a logo that prevents visual clutter and enhances readability. Maintaining adequate clear space ensures that the logo remains legible and visually appealing across various platforms, maintaining a professional and balanced look. This approach helps preserve the logo's integrity and ensures it is always presented in a clean and impactful manner.



INCORRECT USAGE

To maintain the integrity and impact of the RUNE logo, it's essential to know when not to use it. Avoid using the logo in situations where it may be distorted, overlapped, or obscured. Refrain from placing the logo on backgrounds that are too busy or similar in color to the logo itself, as this can reduce its visibility and effectiveness. Additionally, do not use the logo in contexts where it might be perceived as insensitive or inappropriate, such as on materials that contradict RUNE's values of movement, completeness, and power. By carefully selecting when and how to use the logo, you can ensure that it consistently represents RUNE's commitment to growth and exploration.

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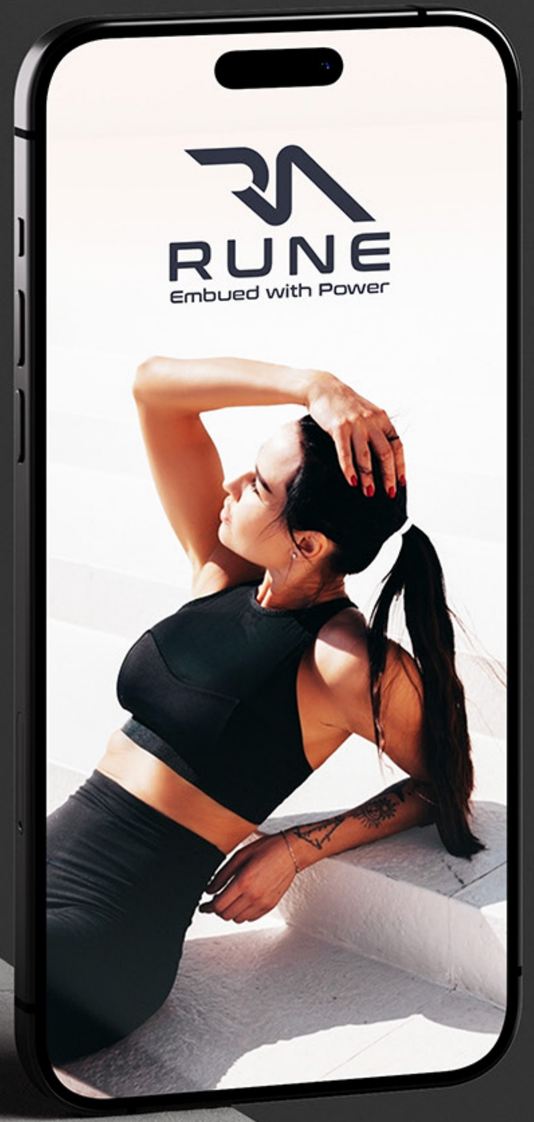
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Manager
Sebastian Bennett
+123 456 7890
123, Anywhere, st. Any City
hello@rune.com
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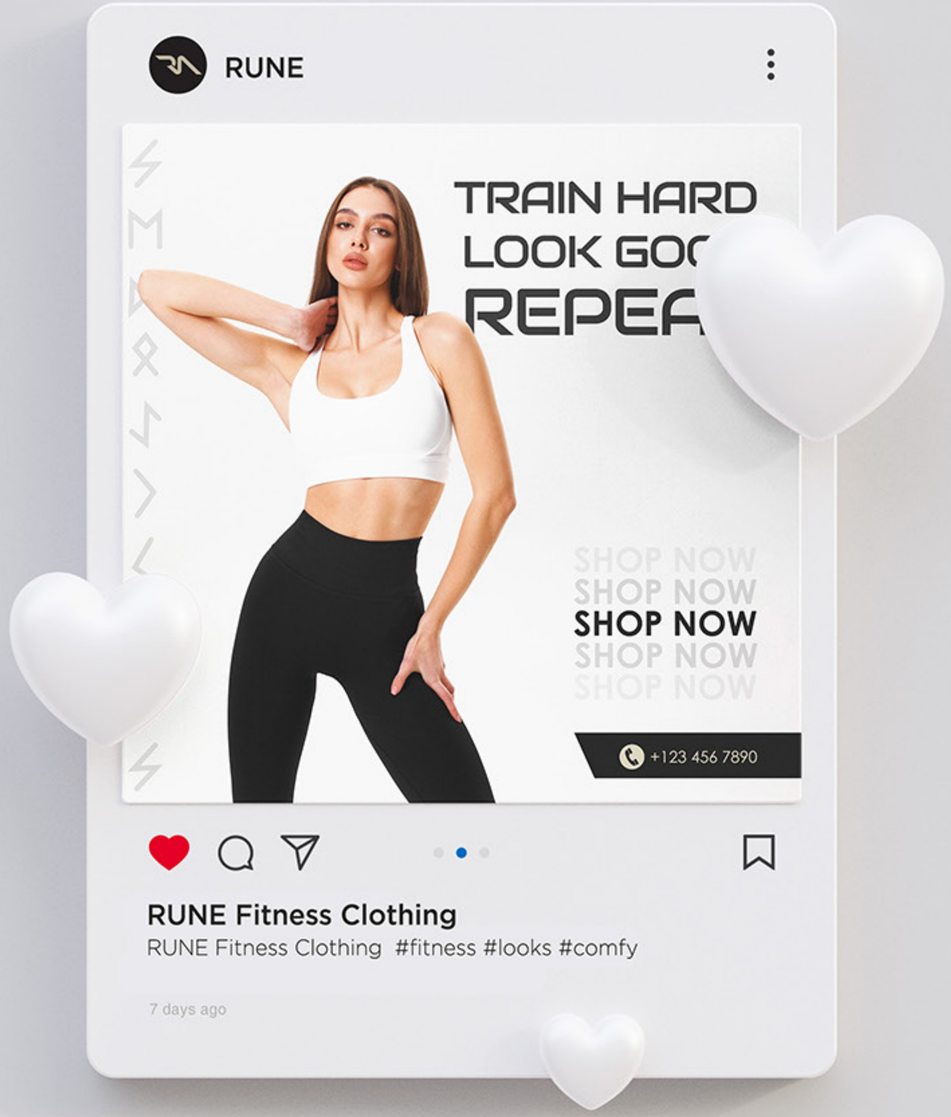
RUNE
TRAIN HARD
LOOK GOO
REPEA
SHOP NOW
SHOP NOW
SHOP NOW
SHOP NOW
SHOP NOW
+123 456 7890
RUNE Fitness Clothing
RUNE Fitness Clothing #fitness #looks #comfy
7 days ago

THANK YOU