



RKP International Partner Branding Guideline

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RKP International Introduction

This manual aims to provide comprehensive brand usage guidelines for RKP partners to ensure global consistency and professional recognition of the brand image. All partners must strictly adhere to the specifications in this manual to uphold RKP's brand value and market credibility.

BRAND VISION & PARTNER CATEGORIES



Core Mission, Long-Term Goals, and Values

- Mission: Accelerating global progress toward net-zero targets with advanced Vanadium flow battery (VFB) energy storage solutions.
- Long-Term Goal: To become the preferred partner for global enterprises in digital transformation.

Strategic Partners

- Definition: Long-term, in-depth collaboration involving core business planning (e.g., co-creation of technology, joint market expansion).
- Permissions: May use co-branded identifiers and participate in joint marketing campaigns.

Authorized Partners

- Definition: Granted authorization to promote RKP products or services.
- Permissions: May use RKP brand identifiers within specified scopes, subject to periodic compliance reviews.

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BRAND IDENTITY

Unique Identity, Personality, and Market Positioning

- Identity: Technology-driven, professional, reliable, and international.
- Personality: Innovative yet grounded, simple yet profound.
- Market Positioning: Leader in enterprise-level digital solutions.

Key Elements of Brand Perception

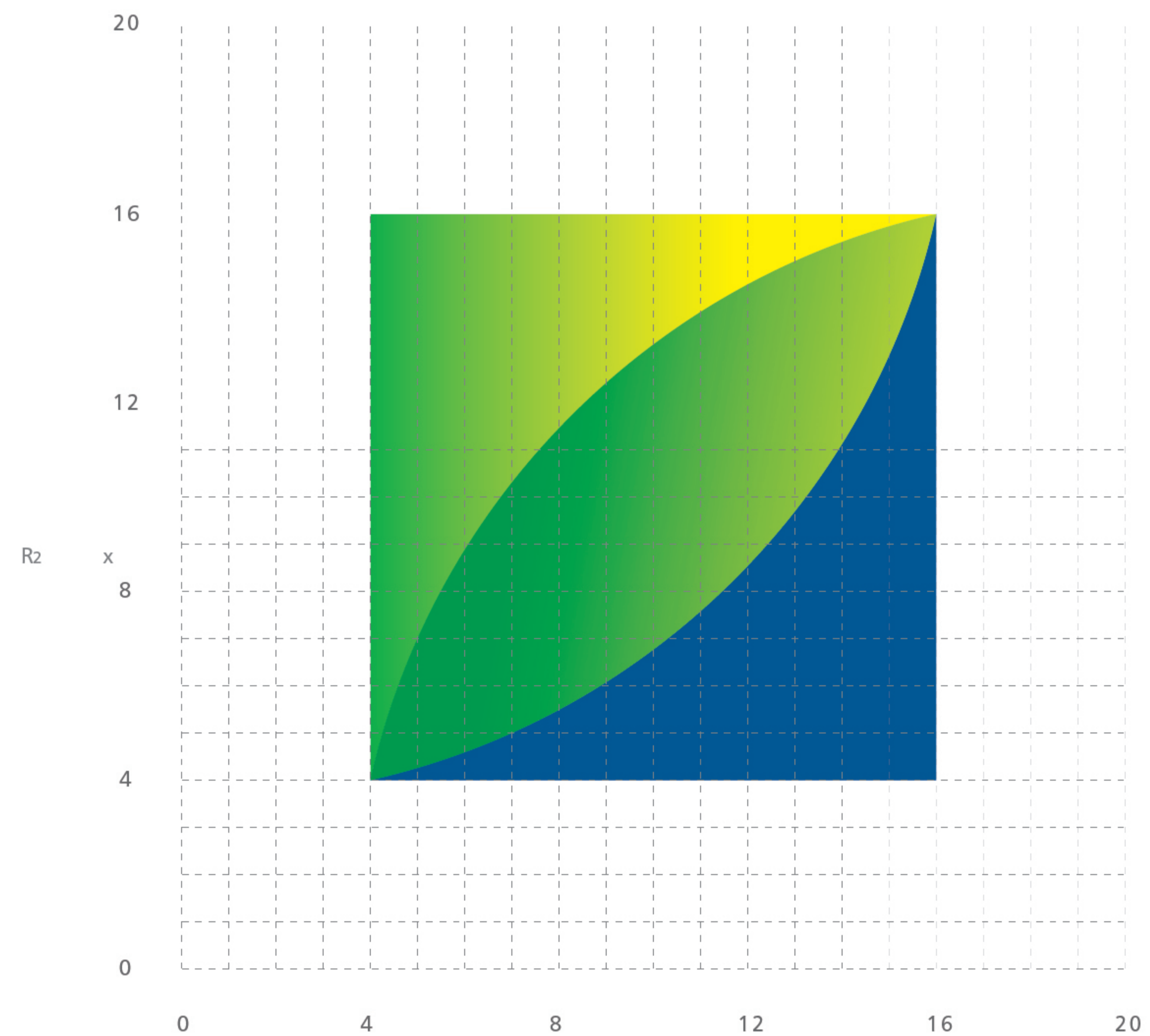
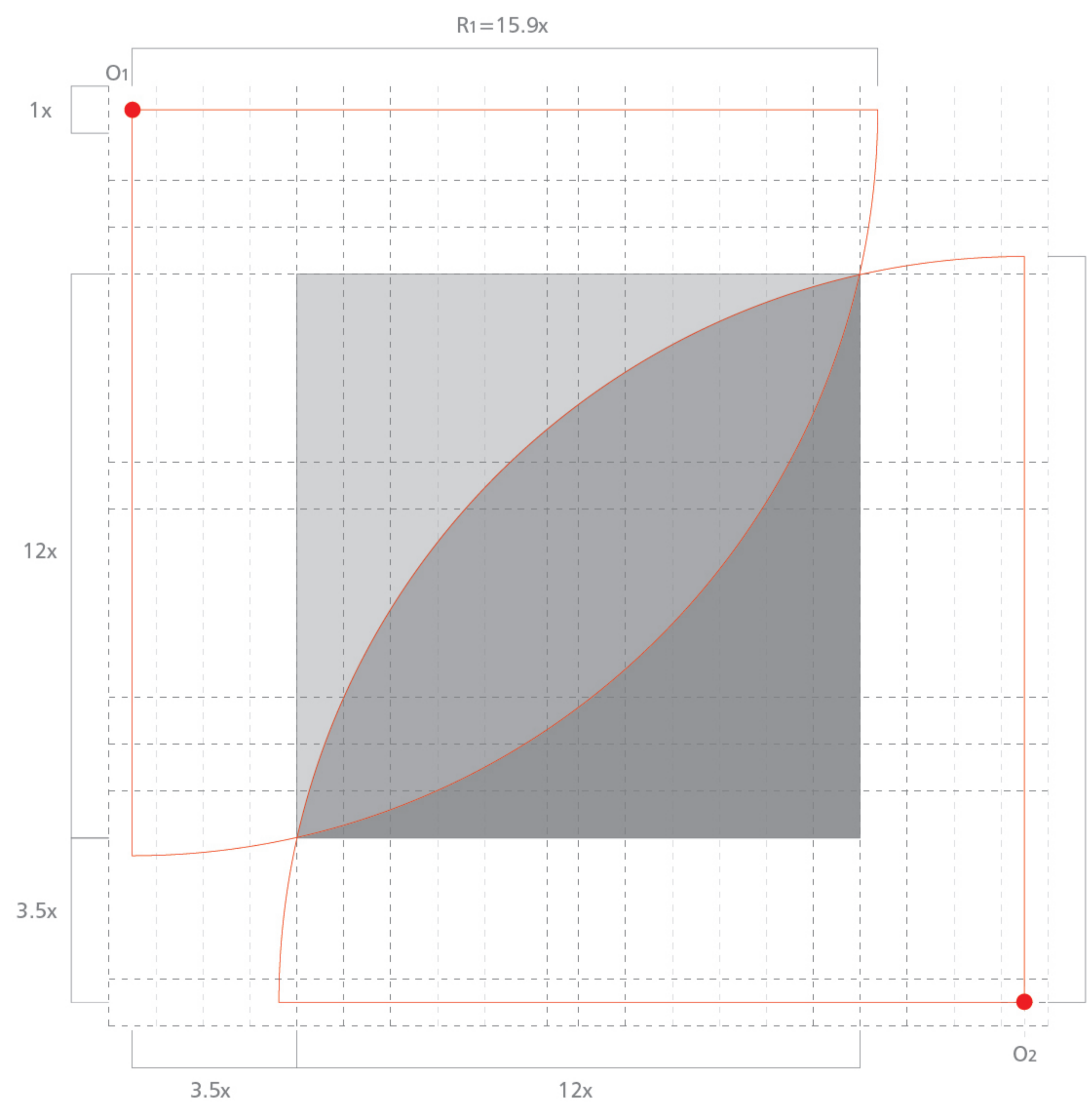
- Tone of Voice: Professional, concise, data-driven.
- Visual Style: Minimalist design with tech-blue as the primary color, enhanced by dynamic gradients for a modern aesthetic.

03

STANDARD BRAND IDENTITY GUIDELINES

Logo Composition

- Icon: The RKP logo symbolizes the integration of energy technology and sustainability. The dual-fan design represents technical synergy and shared success. A blue-green gradient signifies sustainability and innovation, while balanced forms reflect harmonious energy solutions.



STANDARD BRAND IDENTITY GUIDELINES

Typography:

- Standard Fonts: Humant777 Series (Bold, Light, Italic).
- Prohibited Fonts: Unauthorized fonts.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
@#\$\$%^&*()_+<>?/.,!;:'"~

Humnst777 Blk BT Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
@#\$\$%^&*()_+<>?/.,!;:'"~

Humnst777 BT Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
@#\$\$%^&*()_+<>?/.,!;:'"~

Humnst777 Blk BT Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
@#\$\$%^&*()_+<>?/.,!;:'"~

Humnst777 Blk BT Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
@#\$\$%^&*()_+<>?/.,!;:'"~

Humnst777 BT Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
@#\$\$%^&*()_+<>?/.,!;:'"~

Humnst777 Lt BT Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
@#\$\$%^&*()_+<>?/.,!;:'"~

Humnst777 BT Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
@#\$\$%^&*()_+<>?/.,!;:'"~

Humnst777 Lt BT Light Italic

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STANDARD BRAND IDENTITY GUIDELINES

Color Palette:

- Primary Color: RKP Blue. RKP Greener. RKP Yellow.



PANTONE 287 C C100 M65 Y10 K10 R0 G80 B148



PANTONE 348 C C100 M10 Y100 K0 R0 G145 B67

PANTONE 376 C C35 M0 Y100 K0 R184 G210 B0



PANTONE 347 C C85 M0 Y100 K0 R0 G163 B62

PANTONE 106 C C0 M0 Y100 K0 R255 G241 B0



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STANDARD BRAND IDENTITY GUIDELINES

Approved Logo Usage Scenarios

- Digital Platforms: Official website, social media, mobile apps.
- Print Materials: Business cards, posters, product manuals, packaging.
- Prohibited Actions: Stretching, adding shadows/3D effects, cropping, or altering proportions.

Minimum Logo Sizes & Scaling

- Minimum Sizes:
Digital Media: Width \geq 50px (web) / Height \geq 20mm (print).
Physical Materials: Width \geq 30mm (e.g., business cards).
- Scaling Rules: Maintain proportional scaling; spacing between icon and text must be \geq 10% of the icon's height.

Clear Space Around the Logo

- Clear Space: A minimum of 1x the logo's height must be reserved around all sides.

Color Codes & Proportions

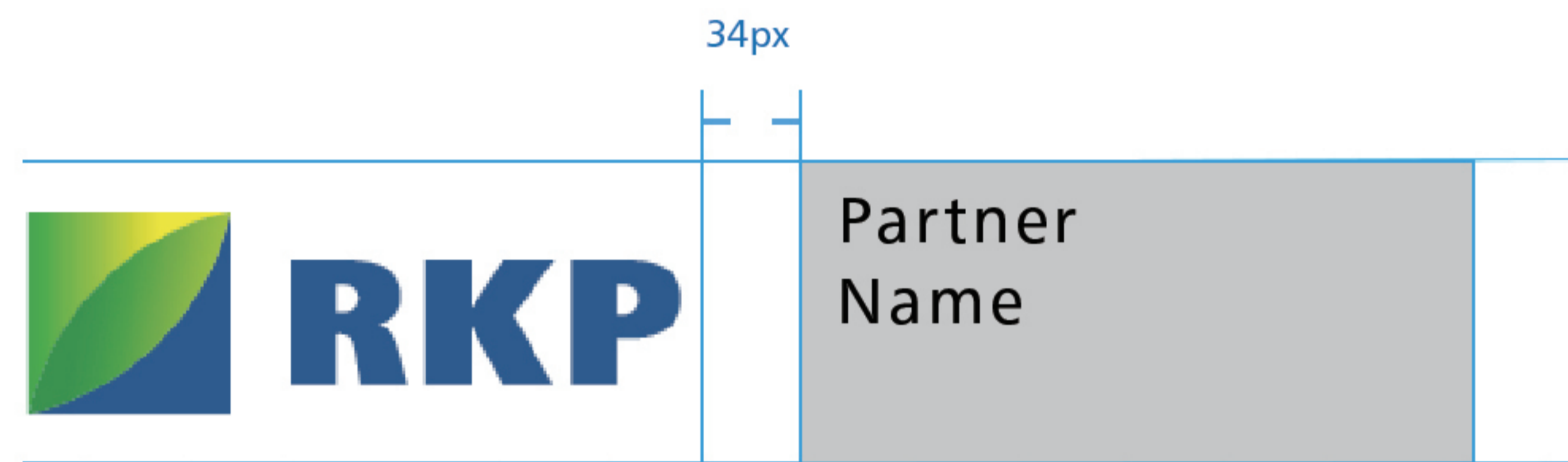
- Primary Color: RKP Blue.
- Secondary Colors: Light Gray (RGB: 240, 240, 240), Gradient Range (blue to light blue at 45° angle).

04

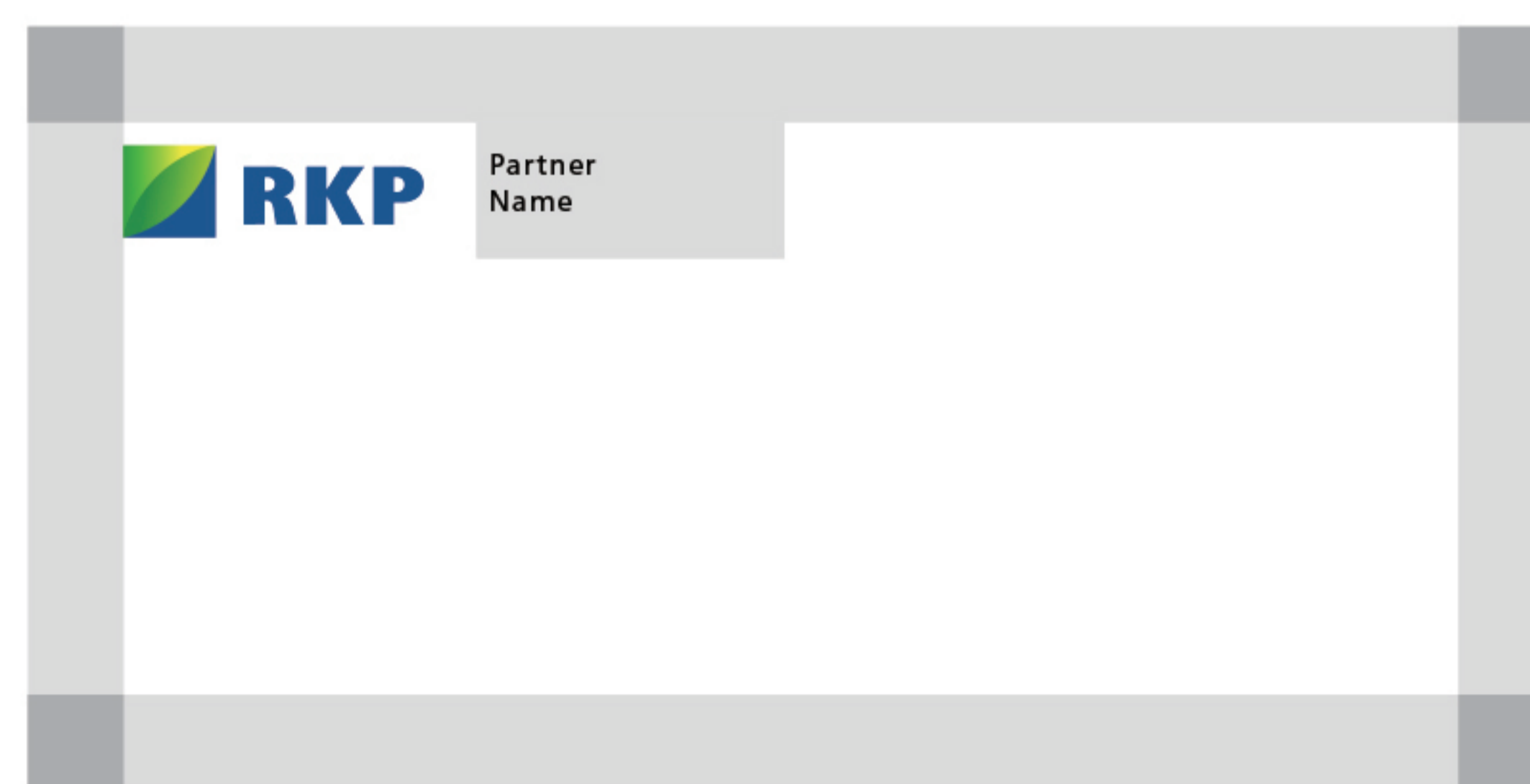
CO-BRANDING GUIDELINES

Co-Branded Logo Combination Rules

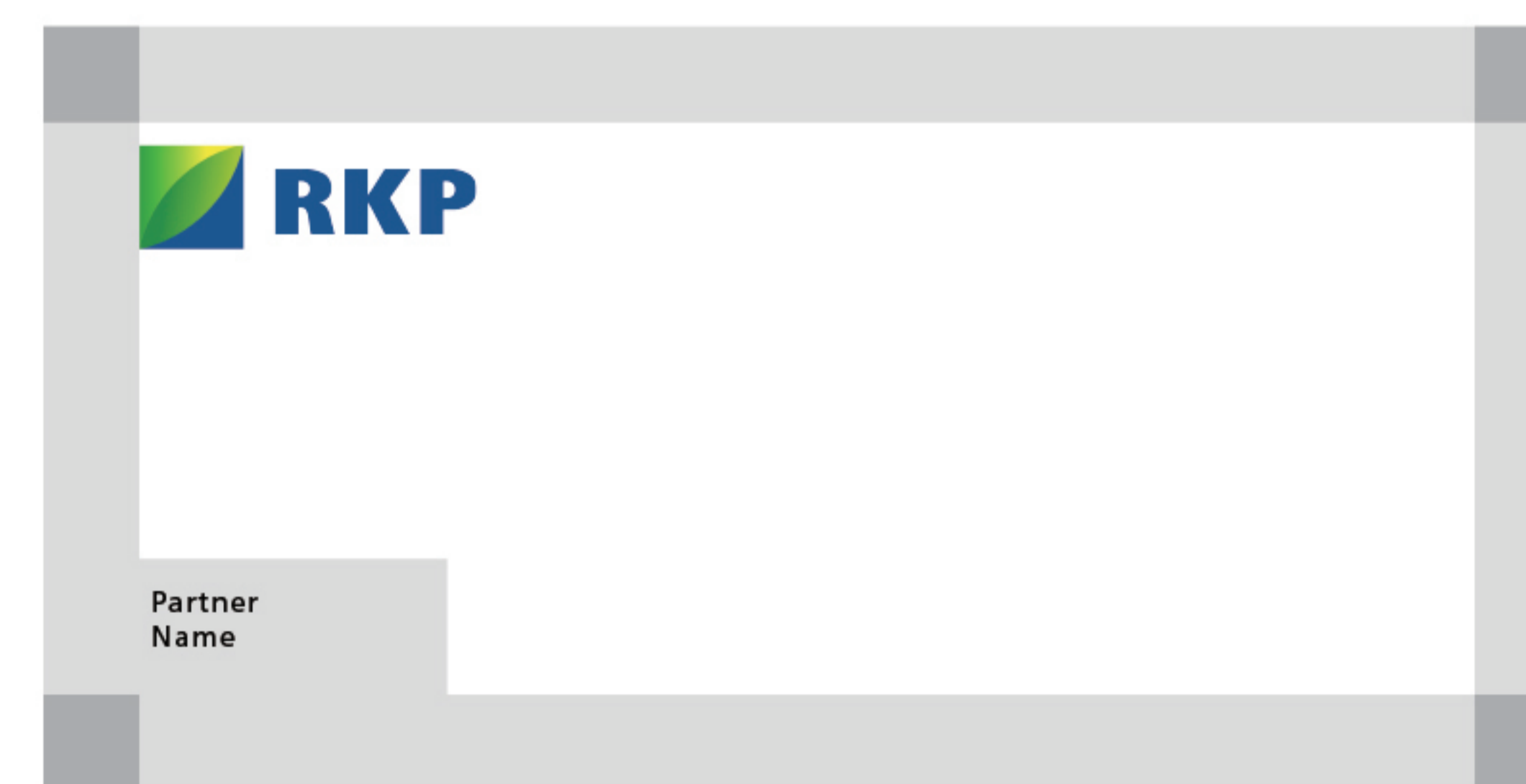
- Layout Priority:
Horizontal Layout: RKP logo on the left, partner logo on the right, The spacing between the two brand logos should be 34px.



- Vertical Layout: RKP logo above, partner logo below.
- Alignment: Horizontal: Baseline alignment. Vertical: Centerline alignment.



left aligned



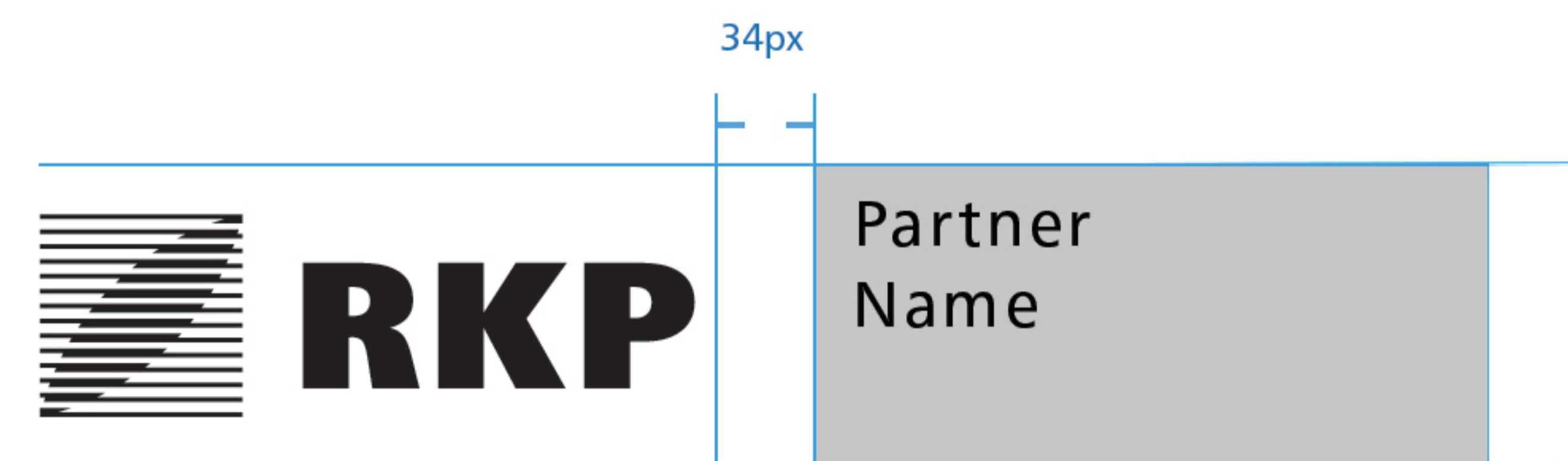
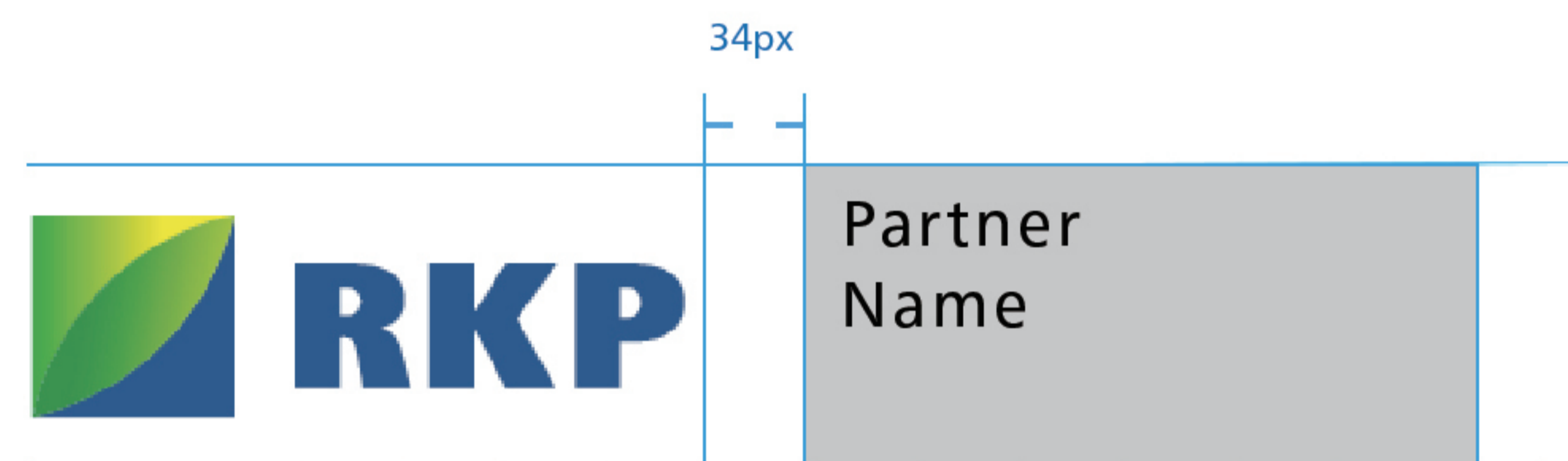
Top aligned

04

CO-BRANDING GUIDELINES

Dual-Branding in Products & Marketing Materials

- Physical Products: RKP logo ;partner logo on the top-left front.
- Legal Statement: All co-branded materials must include “Produced in partnership with [Partner Name]” and trademark registration details.

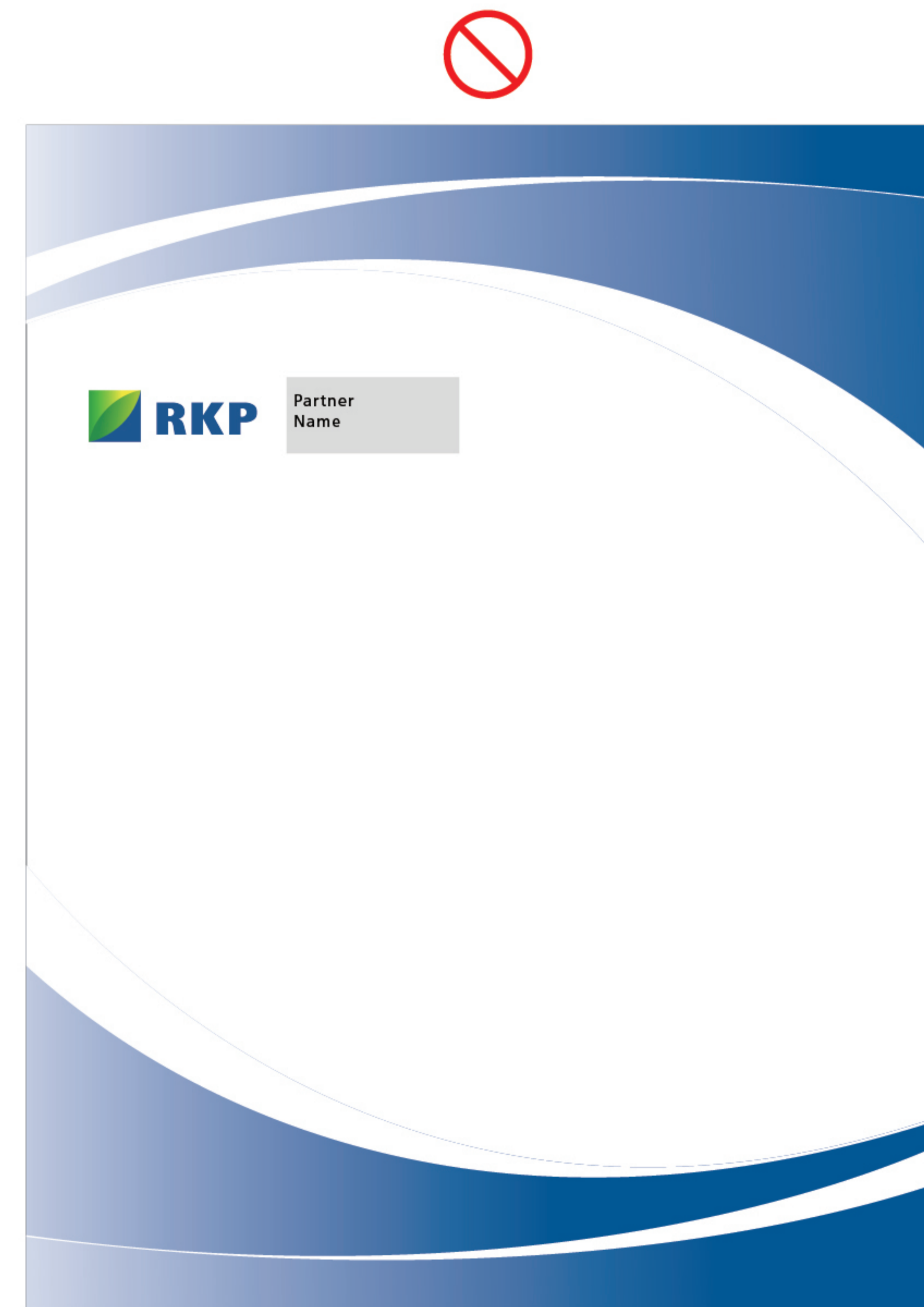


05

BRAND VISUAL SYSTEM

Color System

- Primary Color: RKP Blue (Pantone 287C), symbolizing trust and technology.
- Secondary Colors: Light Gray: For backgrounds or secondary information.

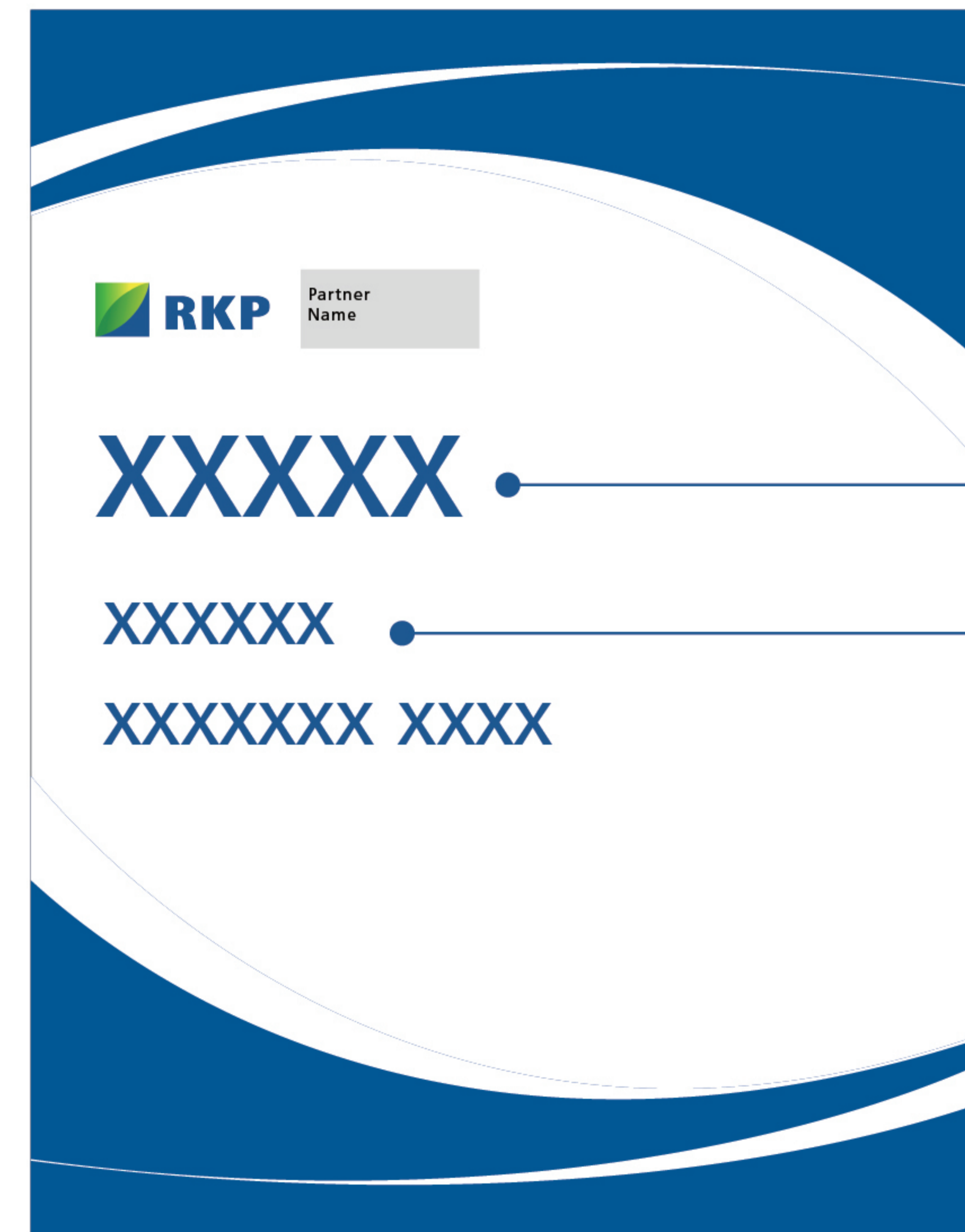


05

BRAND VISUAL SYSTEM

Standard Typography (English)

- Headlines: Humnst777 BT Bold (-5% letter spacing).
- Body Text: Humnst777 BT Regular (default spacing).
- Prohibited Fonts: Non-brand fonts .



Headlines: (-5% letter spacing).

Body Text: (default spacing).

05

BRAND VISUAL SYSTEM

Misuse Examples

- Common Errors:
Distorted Logo: Stretched icons causing imbalance (Example 1). Color Violations: Using purple instead of RKP Blue. Insufficient Clear Space: Inadequate margins around the logo.



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APPLICATION SCENARIOS

Print Media

- Stationery (Letterheads, Business Cards):
Logo placed top; font size 10pt, margins ≥ 5 mm.
Background must be solid (light gray or white recommended).



Letterhead

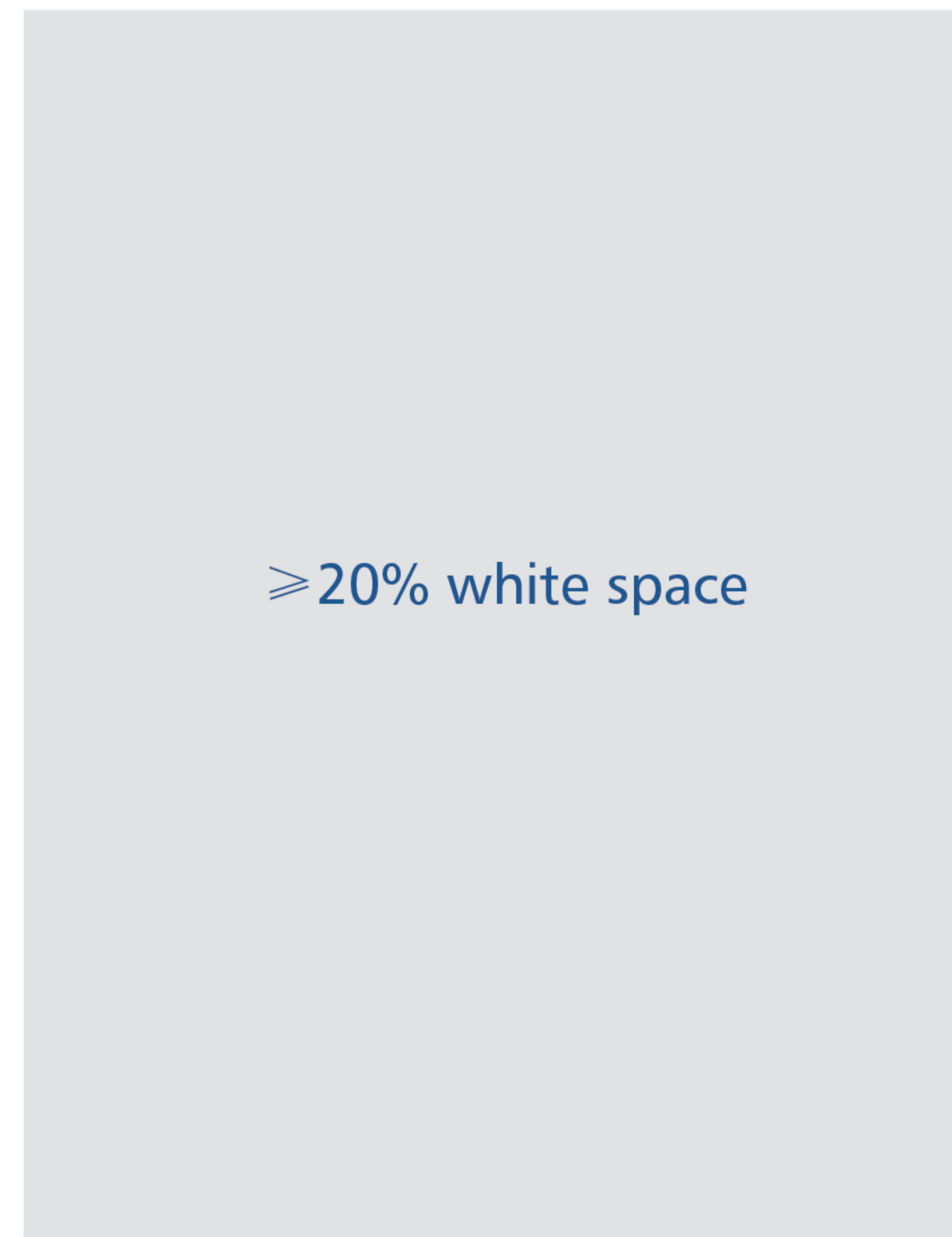


Business card

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APPLICATION SCENARIOS

- Posters:
Reserve 20% white space in the main visual area; avoid cluttered text layouts.
Strict adherence to typography hierarchy for headlines and body text.

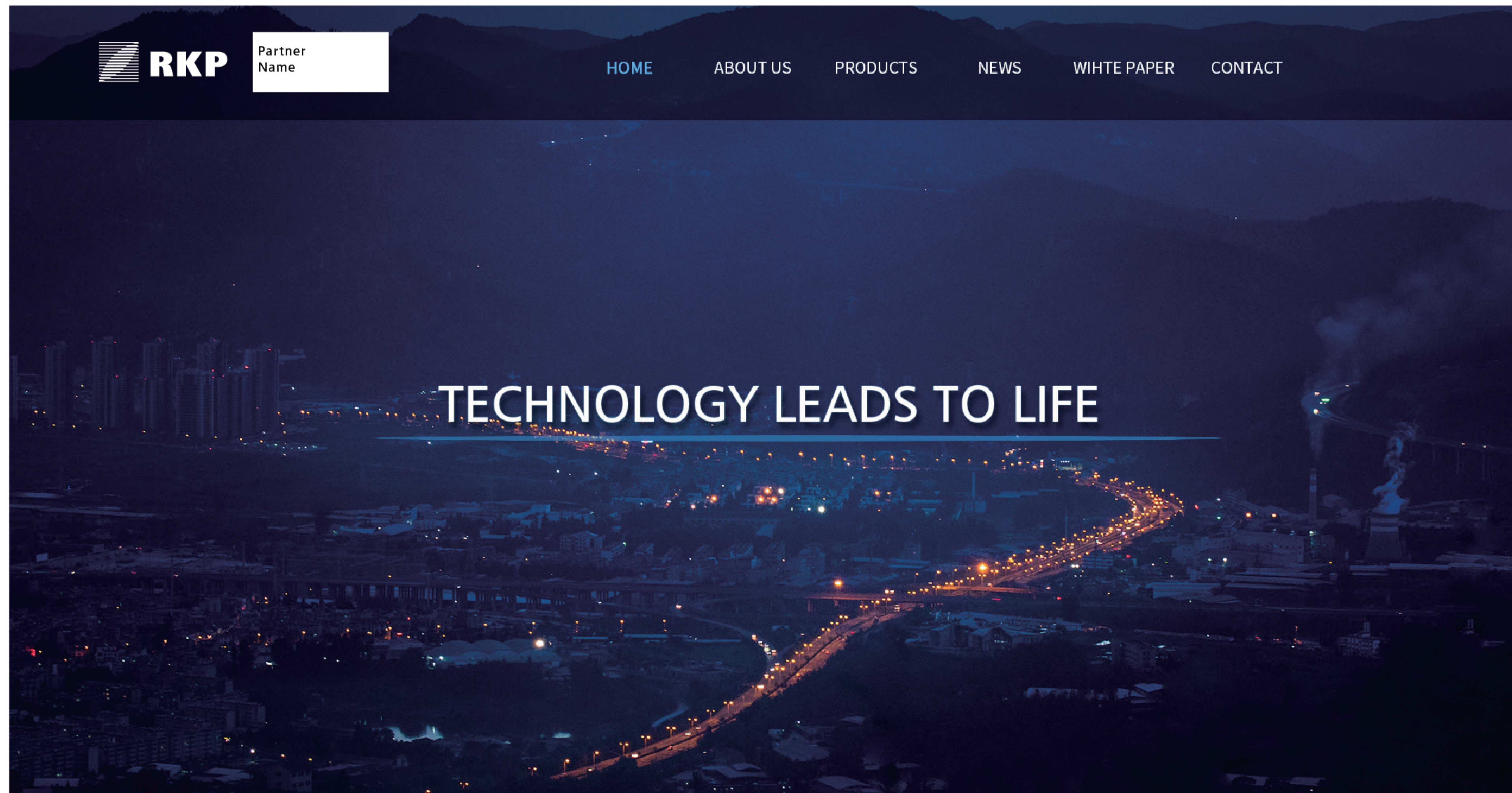


06

APPLICATION SCENARIOS

Digital Media

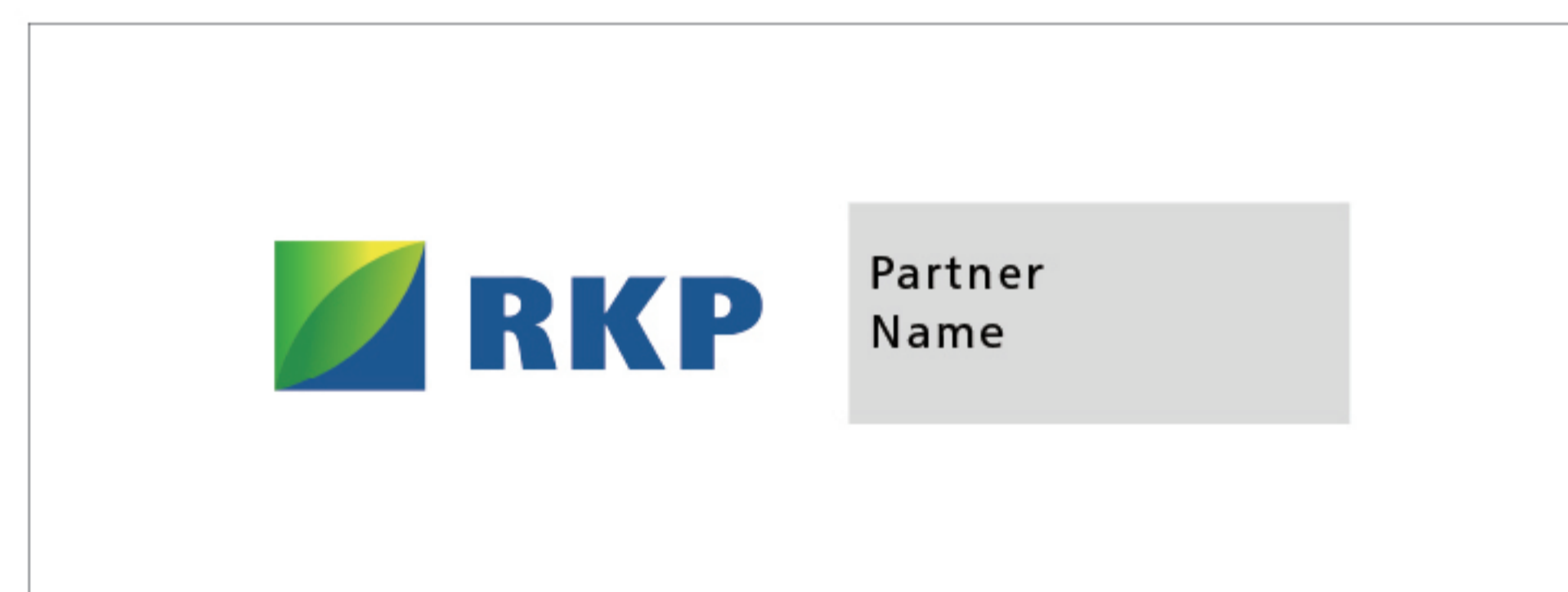
- Web Adaptation:
Use inverted logo versions on dark backgrounds.
Ensure logo clarity across responsive resolutions.



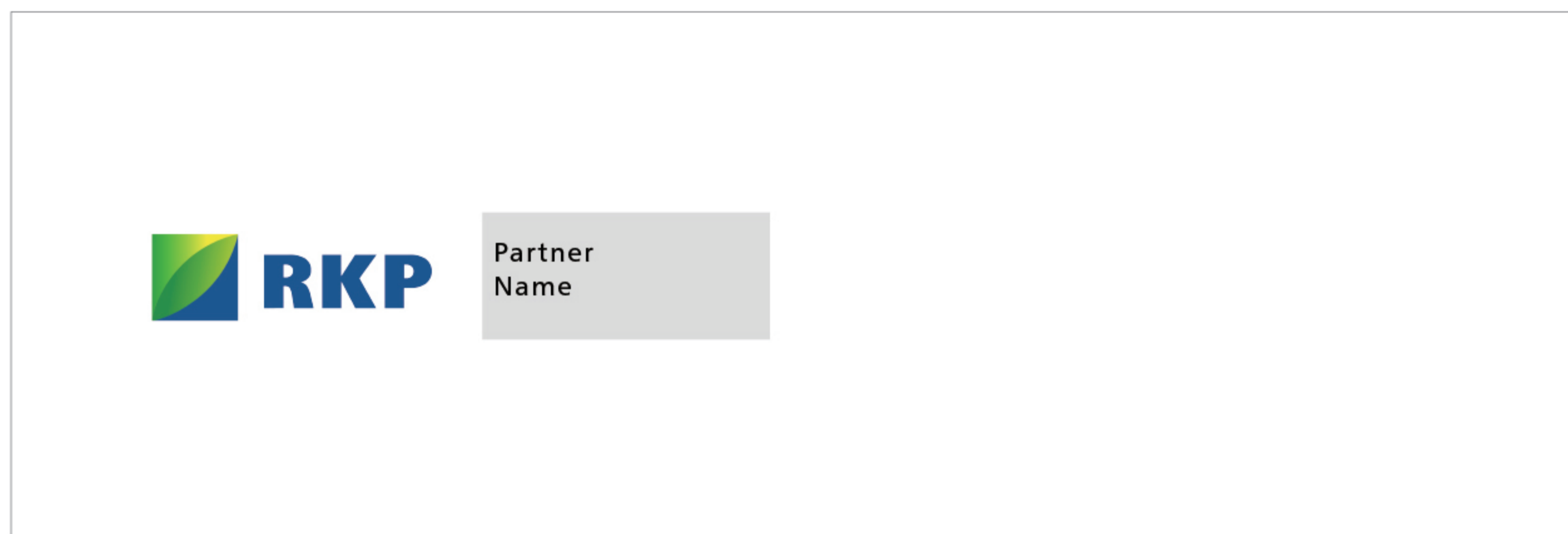
06

APPLICATION SCENARIOS

- Social Media:
Cover Image Sizes: Facebook (851x315px), LinkedIn (1584x396px), Twitter (1500x500px).
Dynamic content must include primary colors and gradient elements.



Facebook (851x315px)



Twitter (1500x500px)



LinkedIn (1584x396px)

06

APPLICATION SCENARIOS

Promotional Materials

- T-Shirt / Polo Shirt



06

APPLICATION SCENARIOS

Promotional Materials

- Exhibition Stand

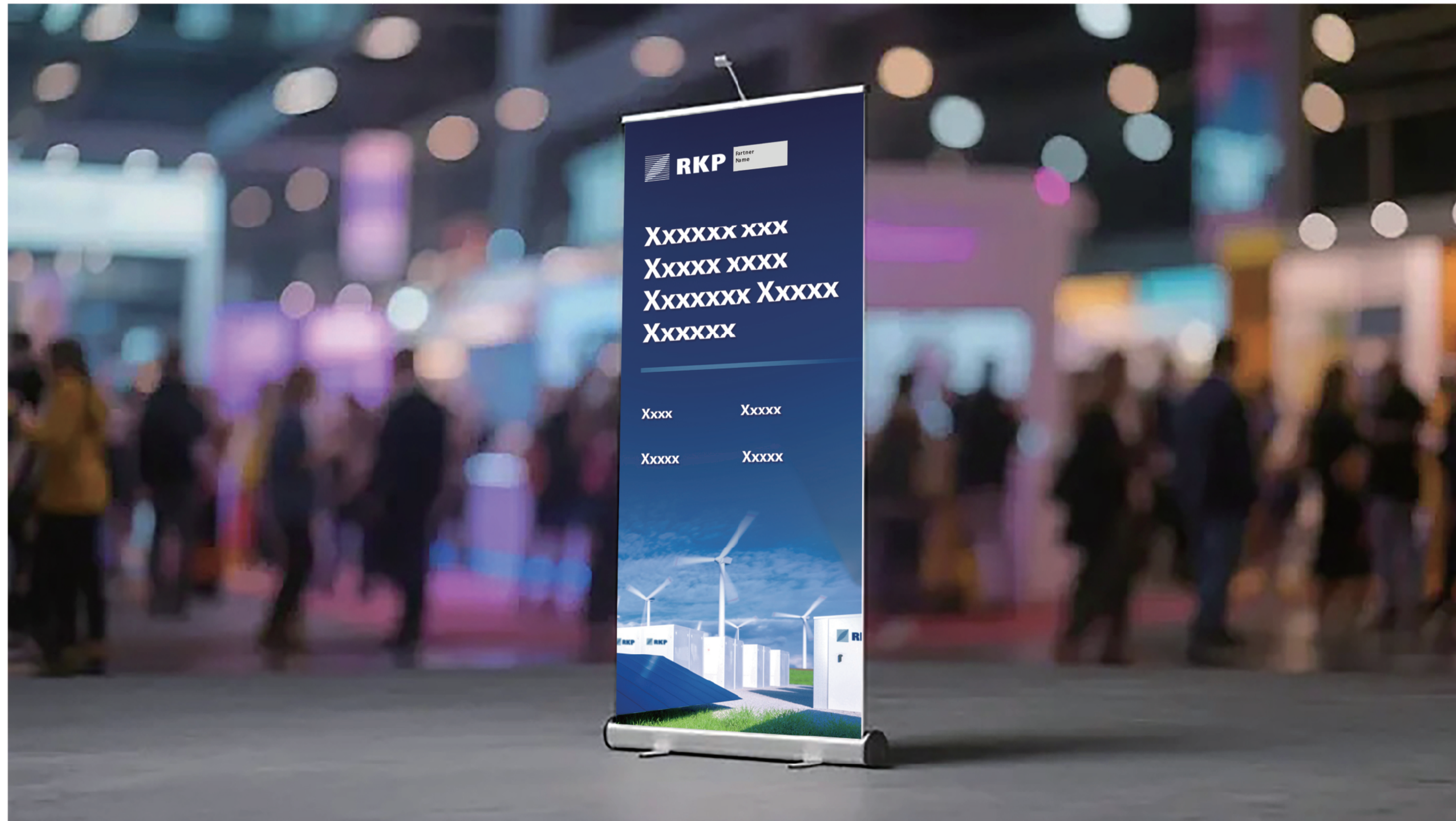


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APPLICATION SCENARIOS

Promotional Materials

- Pop Up Banner



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APPLICATION SCENARIOS

Promotional Materials

- USB stick, Pen, Mobile Power Bank



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COMPLIANCE & LEGAL TERMS

Branding Updates

- The RKP marketing team will periodically update these guidelines to reflect branding evolutions or strategic shifts. Partners are expected to implement changes promptly to maintain brand consistency.

Legal and Compliance Integration

- Legal Agreement: Adherence to these branding guidelines is a contractual obligation under the partnership agreement. Non-compliance may result in corrective actions as stipulated in the partnership contract.

COMPLIANCE & LEGAL TERMS

Marketing Activities and Event Coordination

- **Event Notifications:** Partners are required to inform the RKP marketing team about any public-facing events, including roadshows, exhibitions, and conferences, where RKP or its products will be mentioned or featured.
- **Press Release Approvals:** All press releases, joint statements, and strategic announcements involving RKP must be pre-approved by the RKP marketing team. Unauthorized disclosures are strictly prohibited.

Service Technician Protocol

- **Guidelines for Service Representatives:** Technicians representing partners on RKP-affiliated projects must adhere to strict guidelines for professional attire, conduct, and communication, emphasizing RKP's offerings over any partner-specific services.
- **Behavioral Expectations:** Technicians should avoid discussing non-RKP products or proprietary information and focus on RKP's services and technologies in all interactions with clients.

APPENDICES

Brand Team Contacts

- Brand Management: info@rkpstorage.com