
Our fonts.

To complement the refined letter forms of the logo, we use RD Brauer Neue; a highly legible typeface that is suitable for titles and headlines, as well as for text and small print use. RD Brauer Neue is a custom designed typeface that was made especially for Restless Development, and is made available to designers producing specific printed communications. Our font's round edges reflect positivity and these round edges are matched in other visual assets, such as icons.

Main font.

This font was designed especially for us. Use it wherever possible.

Our logo has been uniquely created. To complement the refined letter shapes of the logo, we use Brauer.

Aa

Brauer Neue Black

Aa

Brauer Neue Regular

Secondary font.

The font 'Roboto light' is used when Brauer Neue is not available or for online use, google documents and in word-processing documents and powerpoint. This is a free font already on google.

Aa

Roboto Light

Aa

Roboto Bold

Type guidelines.

Here are some extra tips to make sure text and type aligns with our brand and is accessible to everyone. These tips are a helpful guide for general staff use. It is not always possible for these rules to be adhered to, i.e. small document size such as a business card.

- Block capitals should only be used for title pages.
- For front covers, titles should be right aligned where possible and our logo should be placed on the left hand side.
- Titles on any page other than a title page should not use block capitals – this makes the text easier for people to read.
- We like full stops after lower case titles. It makes the title look strong and purposeful.
- Titles should be in size 64pt or 36pt or 24pt. (For example size 36pt looks great on an A4 page.)
- Body of text should be a minimum of size 12pt.
- Sub titles should be size 16pt when used with size 12pt body text.
- Line spacing 1.5 is preferable.
- Avoid underlining and italics: Use bold instead.
- Use left-justified with ragged right edge (see page 49).
- You can use right justified with left ragged edge if we are placing text on the right hand side of an image.
- Titles can bleed over images (see pages 4,15, 22 etc).

Type usage examples.



Words should only be in block capitals if on title pages or for the pictures behind text design style as illustrated in the personality section.

Restless Development Identity Book.

RESTLESS DEVELOPMENT

An example title.

An example sub title.

reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful.

Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but because occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it? But who has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain that produces no resultant pleasure?

On an A4 document:

36pt

16pt

12pt