

Logo

Text & Symbol

Font Family: Inter Bold
Logo Text: Republic of Rwanda

Symbol

Regular
SemiBold
Bold
ExtraBold



Spacings, Proportions & Safety Areas

Symbol and Text Spacing: 1/3 Symbol Height
Text size: 1/2 Symbol Height, vertically aligned
middle
Letter Spacing: -2%
Safety Area: 1/3 Symbol Height around the Logo

Logo



Symbol and Text Spacing: The space between the symbol and the text should be set at 1/3 of the symbol's height.

Text Size: The text should have a height that is 1/2 of the symbol's height and should be vertically aligned to the middle of the symbol.

Letter Spacing: Adjust the letter spacing to -2% for optimal visual balance and legibility.

Safety Area: A clear space around the logo should be maintained, equivalent to 1/3 of the symbol's height. This area ensures that no other elements interfere with the visual integrity of the logo.

These proportions and guidelines ensure that the logo remains balanced and visually consistent across all applications.

Brand

Color Names & Codes of the Rwanda Flag

Blue / Gold / Yellow / Green

Blue	Gold	Yellow	Green
HEX #00A1DE	HEX #E5BE01	HEX #FA0201	HEX #20603D
RGB rgba(0, 161, 222, 1)	RGB rgba(229, 190, 1, 1)	RGB rgba(250, 210, 1, 1)	RGB rgba(32, 96, 61, 1)
CMYK cmyk(100%, 35%, 0%, 2%)	CMYK cmyk(0%, 32%, 100%, 0%)	CMYK cmyk(0%, 5%, 100%, 0%)	CMYK cmyk(100%, 0%, 85%, 29%)
Pantone 3005	Pantone 130	Pantone 109	Pantone 3415

Branding colors are not directly utilized in the identity manual, the colors that are implemented are variations derived from those original hues.

Colors

Blue / Green

Primary with Variations

Blue Variation 1	Primary Blue	Blue Variation 2
HEX #00A1DE	HEX #003F82	HEX #001B3D
RGB rgba(0, 161, 222, 1)	RGB rgba(0, 63, 130, 1)	RGB rgba(0, 27, 61, 1)
HEX over Background #000000	HEX over Background #FFFFFF	HEX over Background #FFFFFF

The intent of this **Success Criterion** is to provide enough contrast between text and its background, so that it can be read by people with moderately low vision or impaired contrast perception, without the use of contrast-enhancing assistive technology.

The Primary Blue and its variations will be used in the Main Government Website.

Primary Blue	New Color - Contrast Ratio 10.32:1	Old Color - Contrast Ratio 3.63:1
	Used for Headings, Links, Buttons, Backgrounds.	Used for Headings, Links, Buttons, Backgrounds.
	Success Criterion	Success Criterion
	Normal Text - WCAG AA - PASS WCAG AAA - PASS	Normal Text - WCAG AA - FAIL WCAG AAA - FAIL
	Large Text - WCAG AA - PASS WCAG AAA - PASS	Large Text - WCAG AA - PASS WCAG AAA - FAIL
	Graphical Objects and User Interface Components - WCAG AA - PASS	Graphical Objects and User Interface Components - WCAG AA - PASS
Primary Blue	Used for Display & Heading Texts, Default Color Links, Button's Background Color, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields, 6.4 Icons)	
Blue Variation 1	Used for HOVER/ACTIVE States on Links, Button's Background Color, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields)	
Blue Variation 2	Used for HOVER/ACTIVE States on Links, Button's Background Color, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields, 6.3 Tables)	

The Primary Green and its variations can be used in other categories of Government Websites, such as Institutions, which can be defined later.

Primary Green	New Color - Contrast Ratio 7.49:1	Old Color - Not Present
	Used for Links, Buttons, Backgrounds.	
	Success Criterion	
	Normal Text - WCAG AA - PASS WCAG AAA - PASS	
	Large Text - WCAG AA - PASS WCAG AAA - PASS	
	Graphical Objects and User Interface Components - WCAG AA - PASS	
Primary Green	Used for Display & Heading Texts, Default Color Links, Button's Background Color, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields, 6.4 Icons)	
Green Variation 1	Used for HOVER/ACTIVE States on Links, Button's Background Color, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields)	
Green Variation 2	Used for HOVER/ACTIVE States on Links, Button's Background Color, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields, 6.3 Tables)	

Secondary with Variations

Gold

Gold Variation 1	Secondary Gold	Gold Variation 2
HEX #FDE35D	HEX #E5BE01	HEX #CAA902
RGB rgba(253, 227, 93, 1)	RGB rgba(229, 190, 1, 1)	RGB rgba(202, 169, 2, 1)
HEX over Background #000000	HEX over Background #000000	HEX over Background #000000

The Secondary Gold and its variations can be used in a different category of Government Websites, such as National Bank or other which can be defined later.

Secondary Gold	New Color - Contrast Ratio 11.69:1	Old Color - Not Present
	Used for Buttons Backgrounds	
	Success Criterion	
	Normal Text - WCAG AA - PASS WCAG AAA - PASS	
	Large Text - WCAG AA - PASS WCAG AAA - PASS	
	Graphical Objects and User Interface Components - WCAG AA - PASS	
Secondary Gold	Used for Button's Background Color, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links)	
Gold Variation 1	Used for HOVER/ACTIVE States on Button's Background Color, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links)	
Gold Variation 2	Used for HOVER/ACTIVE States on Button's Background Color, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links)	

State & Achromatic

Blue / Green / Yellow / Red / Black / Gray / White

Info	Success	Warning	Error
HEX #509CFF	HEX #27AE60	HEX #E69138	HEX #F66B6B
RGB rgba(80, 156, 255, 1)	RGB rgba(39, 174, 96, 1)	RGB rgba(226, 185, 59, 1)	RGB rgba(255, 97, 97, 1)
HEX over Background #000000	HEX over Background #000000	HEX over Background #000000	HEX over Background #000000
Info (New)	Info (New)	Info (New)	Info (New)
Success (New)	Success (New)	Success (New)	Success (New)
Warning (New)	Warning (New)	Warning (New)	Warning (New)
Error (New)	Error (New)	Error (New)	Error (New)
Black - Display Text	Black 2 - Body Text	Black 3 - Subheading	White
HEX #000000	HEX #00F1F4	HEX #050F0A	HEX #FFFFFF
RGB rgba(0, 0, 0, 1)	RGB rgba(0, 15, 244, 1)	RGB rgba(10, 10, 10, 1)	RGB rgba(255, 255, 255, 1)
Black Text	Black 2 Text	Black 3 Text	White
Black 2 Text	Black 2 Text	Black 3 Text	White
Black 3 - Subheading	Black 3 - Subheading	Black 3 - Subheading	White
Subheading	Subheading	Subheading	White
White	White	White	White
Gray 1	Gray 2	Gray 3	Gray 4 - Disable
HEX #333333	HEX #4F4F4F	HEX #BDBDBD	HEX #F4F4F4
RGB rgba(51, 51, 51, 1)	RGB rgba(79, 79, 79, 1)	RGB rgba(189, 189, 189, 1)	RGB rgba(244, 244, 244, 1)
Gray Variants	Gray Variants	Gray Variants	Gray Variants
Used for Display & Heading Texts, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields, 6.3 Tables, 6.4 Icons)	Used for Display & Heading Texts, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields, 6.3 Tables, 6.4 Icons)	Used for Display & Heading Texts, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields, 6.3 Tables, 6.4 Icons)	Used for Display & Heading Texts, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields, 6.3 Tables, 6.4 Icons)

Blue Variation	Primary Blue	Blue Variation	Blue Variation
HEX #00A1DE	HEX #003F82	HEX #00A1DE	HEX #00A1DE
RGB rgba(31, 195, 255, 1)	RGB rgba(150, 204, 1, 1)	RGB rgba(0, 122, 222, 1)	RGB rgba(0, 122, 222, 1)
HEX over Background #000000	HEX over Background #000000	HEX over Background #000000	HEX over Background #000000
Blue/Green Variants	Blue/Green Variants	Blue/Green Variants	Blue/Green Variants
Used as background color with no opacity on various types of web elements, such as Hero Intro, Footer, etc., or as image background.	Used as background color with no opacity on various types of web elements, such as Hero Intro, Footer, etc., or as image background.	Used as background color with no opacity on various types of web elements, such as Hero Intro, Footer, etc., or as image background.	Used as background color with no opacity on various types of web elements, such as Hero Intro, Footer, etc., or as image background.

Black - Display Text	Black 2 - Body Text	Black 3 - Subheading	White
HEX #000000	HEX #00F1F4	HEX #050F0A	HEX #FFFFFF
RGB rgba(0, 0, 0, 1)	RGB rgba(0, 15, 244, 1)	RGB rgba(10, 10, 10, 1)	RGB rgba(255, 255, 255, 1)
Black Text	Black 2 Text	Black 3 Text	White
Black 2 Text	Black 2 Text	Black 3 Text	White
Black 3 - Subheading	Black 3 - Subheading	Black 3 - Subheading	White
Subheading	Subheading	Subheading	White
White	White	White	White
Gray 1	Gray 2	Gray 3	Gray 4 - Disable
HEX #333333	HEX #4F4F4F	HEX #BDBDBD	HEX #F4F4F4
RGB rgba(51, 51, 51, 1)	RGB rgba(79, 79, 79, 1)	RGB rgba(189, 189, 189, 1)	RGB rgba(244, 244, 244, 1)
Gray Variants	Gray Variants	Gray Variants	Gray Variants
Used for Display & Heading Texts, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields, 6.3 Tables, 6.4 Icons)	Used for Display & Heading Texts, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields, 6.3 Tables, 6.4 Icons)	Used for Display & Heading Texts, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields, 6.3 Tables, 6.4 Icons)	Used for Display & Heading Texts, with specific details of usage in 6. User Interface Elements (6.1 Buttons & Links, 6.2 Form Fields, 6.3 Tables, 6.4 Icons)

Blue Variation	Primary Blue	Blue Variation	Blue Variation
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Patterns

Samples

Various



Pattern Variants

Should be used as subtle background textures or decorative borders, can be applied to sections such as Footer, banners, or dividers, but should not overpower the content.