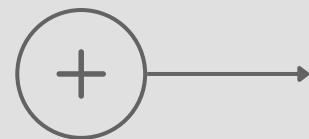


BRAND GUIDELINES



Anything, anywhere & anytime
Within thine own hands.



WELCOME

TO ROKN



This brand guideline defines how we look, speak, and connect. It's a framework for clarity ensuring every detail feels unmistakably Wardiere. Simple. Consistent. Modern.



TABLE OF CONTENT

This guide establishes the standards that ensure ROKN communicates with consistency, clarity, and credibility.

01. ABOUT BRAND

02. LOGO IDENTITY

03. TYPOGRAPHY

04. COLOR PALETTE

05. PHOTOGRAPHY

06. CONTACT US

ROKN

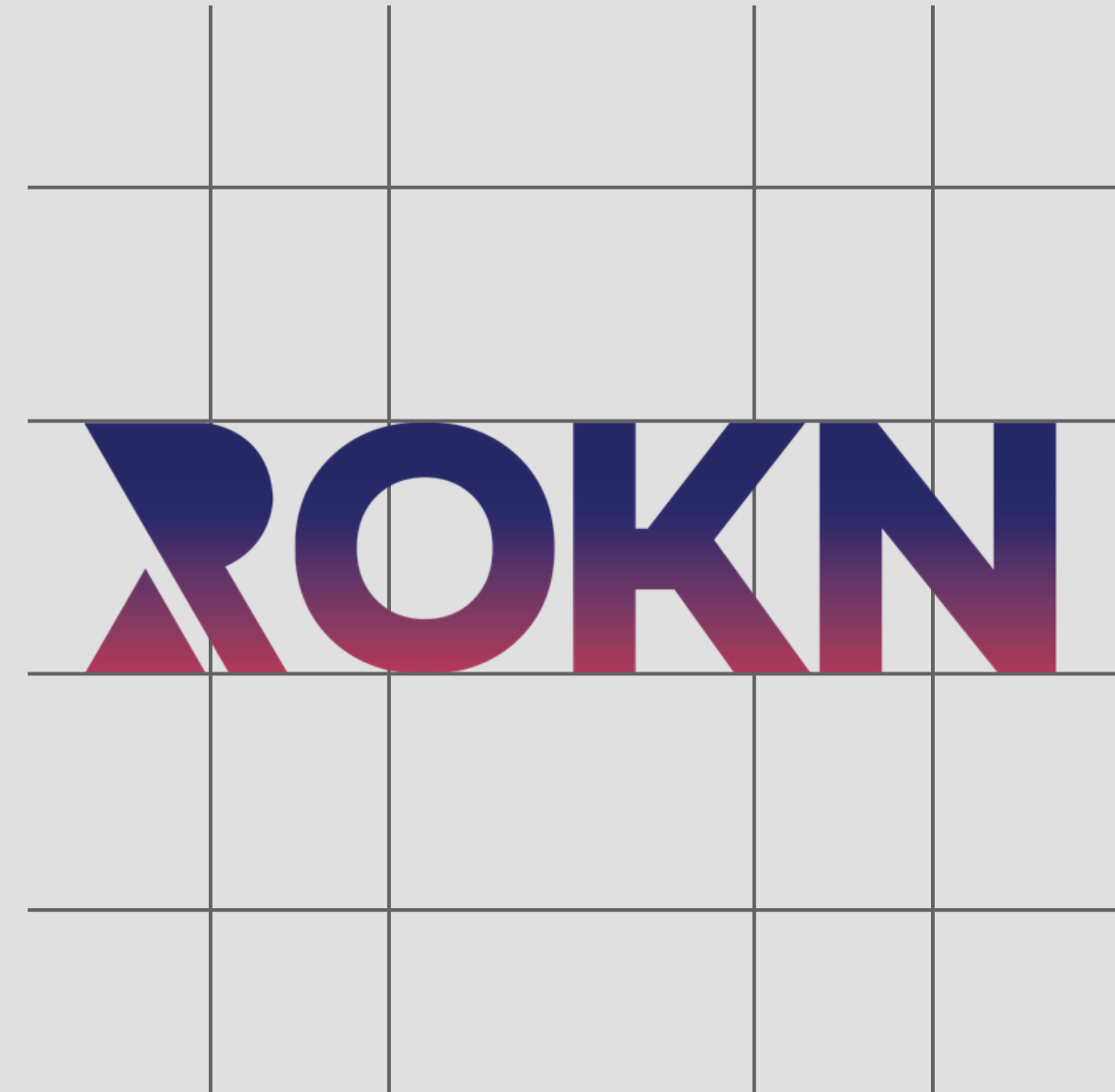
ROKN is a forward-thinking creative company built on strategy, design, and innovation. We believe that a strong brand is not just seen it's experienced. Our approach combines clarity and creativity to help businesses communicate with purpose and precision.

www.rokn.com →

ABOUT LOGO



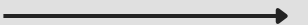
ROKN logo represents clarity, balance, and confidence the core of our brand identity. It is designed to be simple yet distinctive, reflecting our commitment to precision and professionalism.



LOGO USE



ROKN logo represents clarity, balance, and confidence the core of our brand identity. It is designed to be simple yet distinctive, reflecting our commitment to precision and professionalism.



TYPOGRAPHY

Typography plays a vital role in defining the voice of ROKN clean, modern, and confident. We use two primary typefaces to maintain a clear visual hierarchy and consistent communication style

AILERON

Aa

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

CANARO

Aa

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

COLOR PALETTE

+

Color defines the mood and recognition of Wardiere Inc. calm, modern, and professional. Our palette reflects balance and sophistication, creating a timeless identity across all applications.

MAIN COLOR + HEX: #101A6B	MAIN COLOR + HEX: #E92F47
SECONDARY COLOR HEX: #DAC987	SECONDARY COLOR HEX: #9FBD8D
SECONDARY COLOR HEX: #6CA897	SECONDARY COLOR HEX: #8A8F76

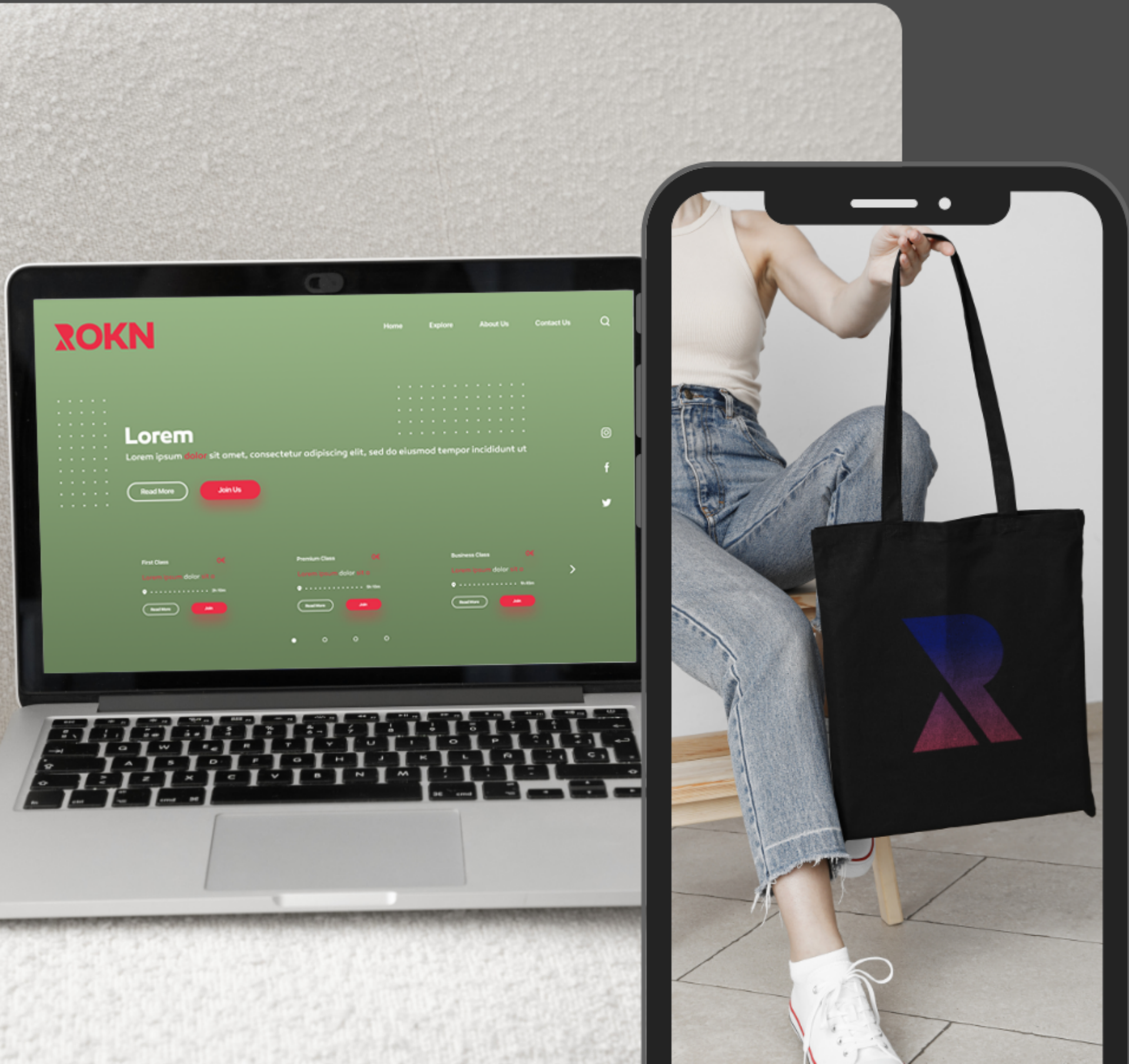


PHOTO PRODUCT



We focus on natural lighting, balanced composition, and neutral backgrounds to highlight the product's design and functionality.

NEXT STEP CONTACT US

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