Will RUCKER

Brand Guidelines

NOVEMBER 2025 • WILL RUCKER

01 Logo

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Logo

Lockup

Use the full-color logo wherever possible.

When it is not possible to use the full-color version because of limited color production, use the provided all-black or all-white versions of the logo.

Main Logo



Full-color



White Logo



Black Logo

Shortform Logo



Full-color



White Logo



Black Logo

Logo

Usage of logo

For best readability, leave at least half of the logo's "W" as open space around the logo. This breathing room keeps it clean and uncluttered.



Logo

Incorrect usage

The logo should be presented simply and without distortion. Always give it room to breathe and use only official, unmodified versions.

Always reproduce the logo from original artwork files, and avoid improper logo usage.



Do not rotate the logo



Do not change typeface



Do not use WILL or RUCKER alone

**unless used as a back-ground (see slide 2)



Do not outline any of the logo elements

Color

Colors

Our colors blend cool, calming bases with lively pops of color. The darker shades support readability and structure, while the accents bring warmth and movement to our visual identity.

The main color that’s used on WILL is a dark muted blue. For continuinity of the logo, use the color for Headers.

All other colors should be using the colors used within the gradient.



Dark Muted Blue
#3f3f51



Pastel Blue
#4ba4be



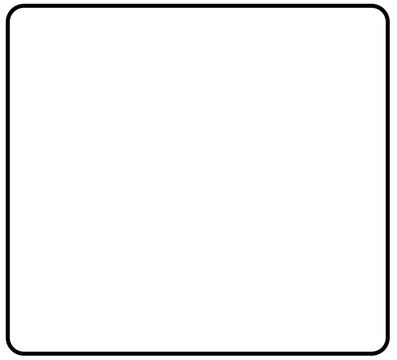
Pastel Green
#6cc696



Graphite Black
#232325



Black
#000000



White
#FFFFFF

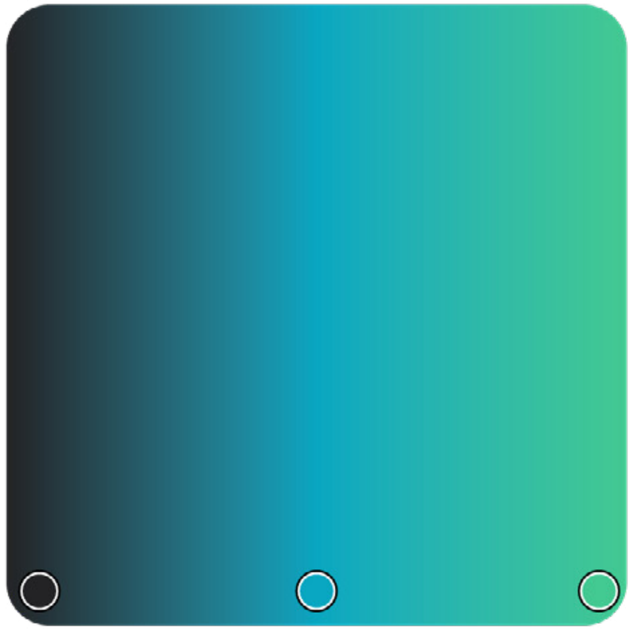
Color

Gradient

The gradient can be achieved using Adobe Illustrator’s feature of **Freeform Gradient.** The gradient should look soft, not harsh or overly contrasted.

Avoid sharp color transitions or hard lines, aim for a gentle blend between tones.

Use the provided gradient images.





Typography

Font

Lexend is our primary typeface, chosen for its clarity and consistency.

It keeps our messaging clean, readable, and cohesive across all channels.

Lexend is available to download on Google.

Download Lexend Font

Regular (use for body text/captions/subtitles)

SemiBold (use as subheaders or highlight)

Bold (use for headers)

Toolkit

Main Logo

Will RUCKER

Shortform Logo

WILL RUCKER

Colors

Lexend

AaBbCcAaBbCcAaBbCc

Gradient

That’s our brand!

Let’s represent it with intention.

Questions?

Reach out to the brand team for support or assets.