Riché brand guidelines

The logo, colours, type, the seal and how we write, with every file ready to use. For partners, press, and anyone making something with the Riché name on it.

Edition 01, October 2026



RICHÉ

The logo

Four arrangements of one drawing. Each comes in foil for dark grounds, and in bone, white and black for one-colour work such as embroidery, foil stamping and engraving.

Primary logo

Smallest: 120 px or 1 in wide

The mark beside the wordmark. Use it by default, anywhere there is room for both.



Foil SVG PNG



Bone SVG PNG



White SVG PNG



Black SVG PNG

Stacked logo

Smallest: 80 px or 0.75 in wide

The mark above the wordmark, for square and tall spaces: packaging, posters, a store window.



Foil SVG PNG



Bone SVG PNG



White SVG PNG



Black SVG PNG

Wordmark

Smallest: 72 px or 0.6 in wide

The name on its own, when the mark already appears nearby or space is very narrow.



Bone SVG PNG



White SVG PNG

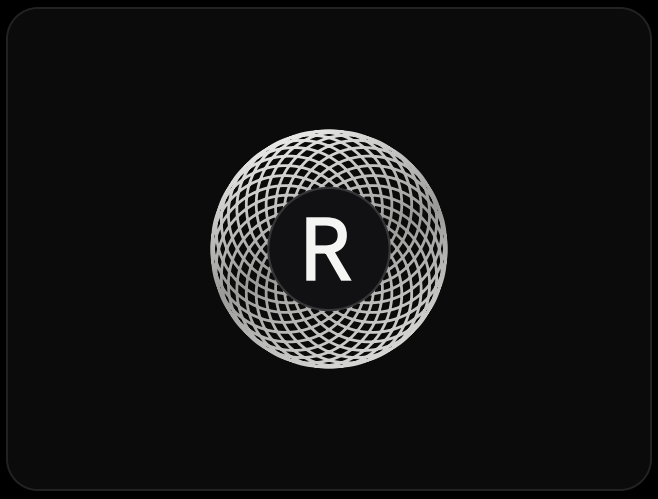


Black SVG PNG

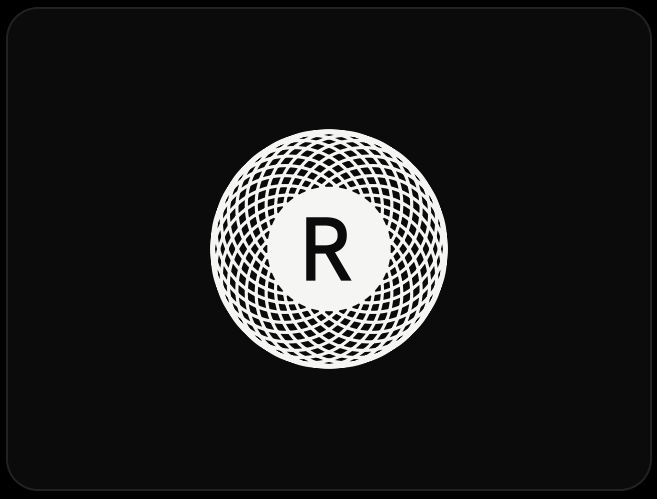
Mark

Smallest: 16 px or 0.2 in across

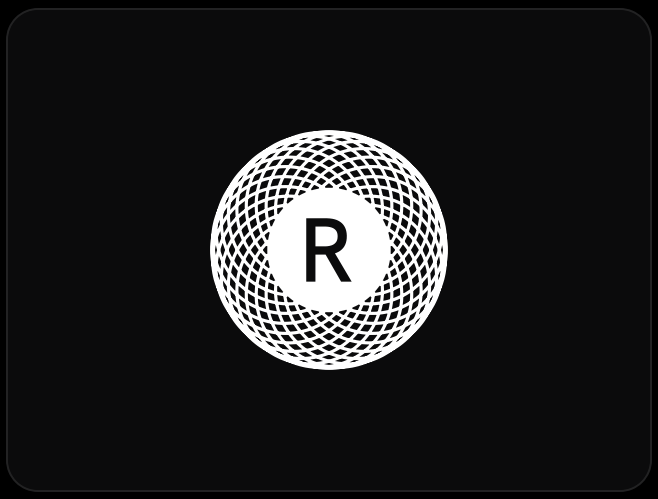
The seal and R, for app icons, avatars, favicons and anywhere a single symbol is needed.



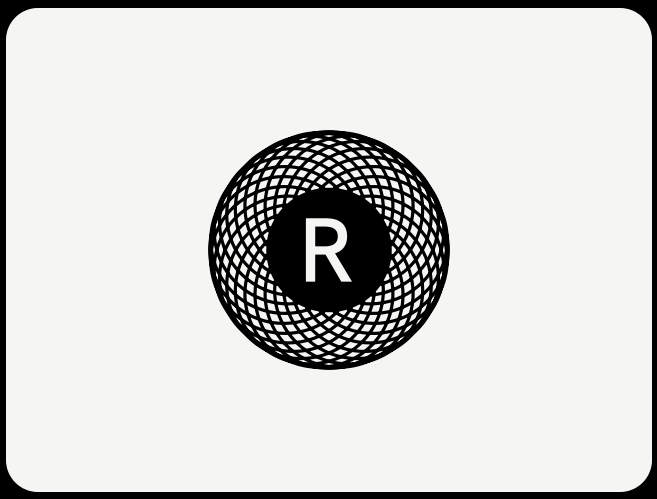
Foil SVG PNG



Bone SVG PNG



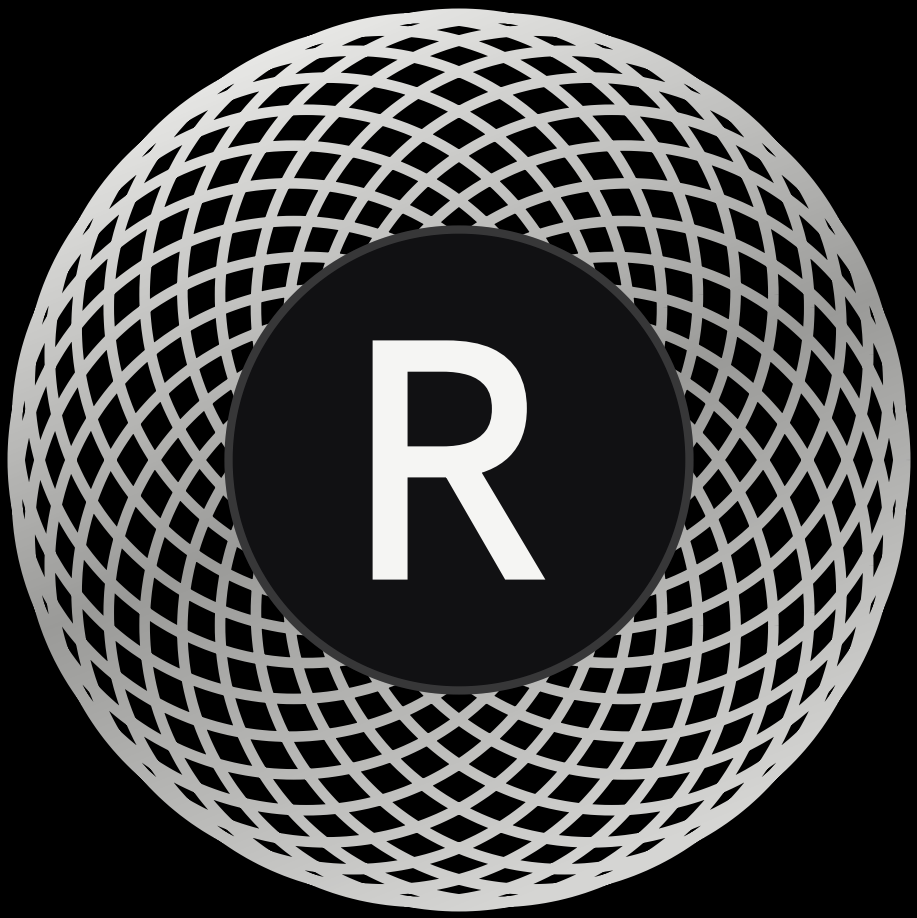
White SVG PNG



Black SVG PNG

The mark

The mark is the seal the app stamps on an item when its chip answers. On the website, on a business card and on a verified result, it is the same drawing, so the logo itself means proven.



01

The ring

A guilloché: circles turned around a centre, the pattern printed on banknotes and certificates because it is hard to copy by hand. The app's seal uses 56; the mark uses 28 heavier ones so it holds at icon sizes.

02

The core

A dark disc with a fine rim. In one-colour artwork it is solid, and the R is cut out of it.

03

The R

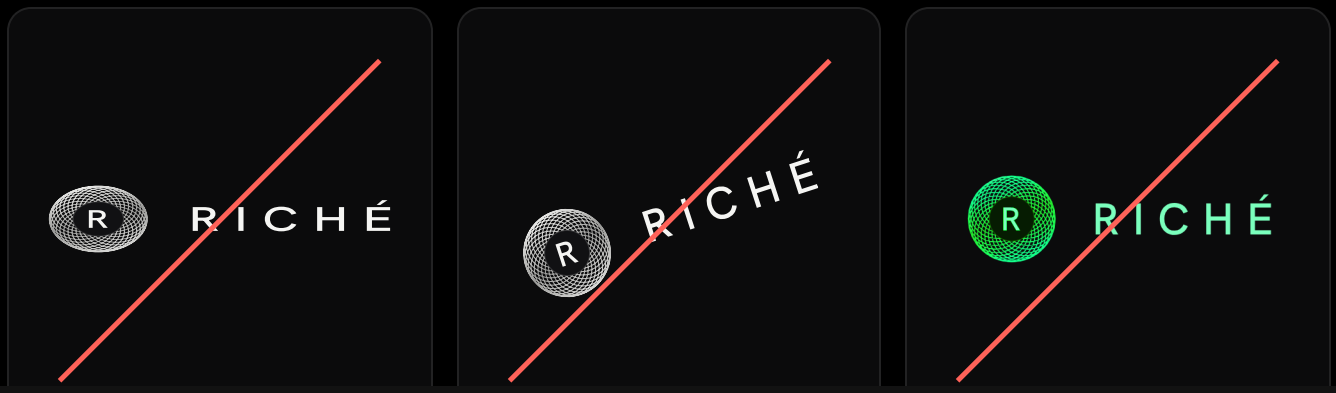
Hanken Grotesk at weight 500, the same face as the wordmark and the site.

Space and size

Give the logo room equal to the height of the R on every side, and never set it smaller than the sizes below. Keep the drawing as it is.



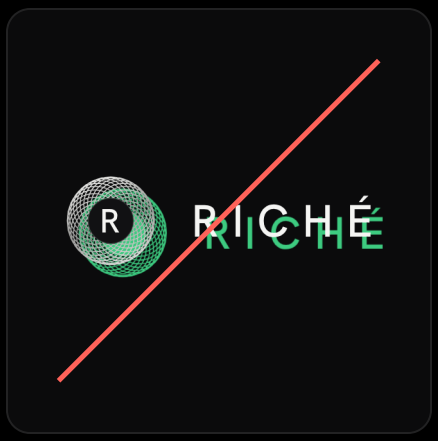
Don’t



Stretch it

Rotate it

Recolour it



Add effects



Fade it



Crowd it

Colour

Black, bone and two greys do all the work. Green and red belong to verdicts: green only where a chip answered, red only where it couldn't. Never use them for decoration, so they always mean exactly one thing.

Void

`#000000` `RGB 0 0 0`

Every surface. Riché is black, like the app.

Bone

`#F5F5F3` `RGB 245 245 243`

Type and the logo on dark grounds.

Dim

`#9C9C98` `RGB 156 156 152`

Secondary text.

Dimmer

`#7A7975` `RGB 122 121 117`

Labels and quiet details.

Proof

#3DCB80 RGB 61 203 128

Only for a chip that answered: Authentic.

Alarm

#FF6259 RGB 255 98 89

Only for a chip that could not:
Not authentic.

Type

One family carries everything: Hanken Grotesk, close in skeleton to the app's SF Pro. IBM Plex Mono is kept for literal machine values, chip IDs, serials and times, and never for words. Both are free from Google Fonts.

Hanken Grotesk, 500 and 400

Anyone can copy a bag.
Nobody can copy the chip.

Headlines at weight 500 with tight tracking. Reading text at 400, never below 15 px, set in bone or dim on black.

RICHÉ

The wordmark: 500, tracked 0.3 em. Capitals are kept for the name alone.

IBM Plex Mono, 400 and 500

04 52 49 43 48 01 02

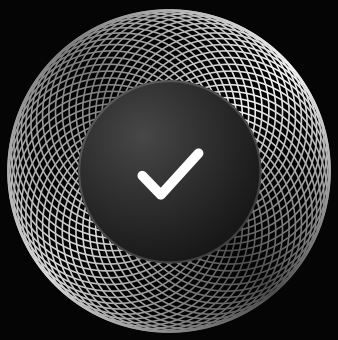
AN-2291

Answered in 176 ms

For values a machine produced and a sceptic might check. Nothing else.

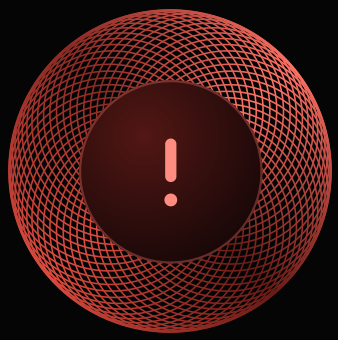
The seal

The seal is the moment Riché exists for: it appears when a chip proves itself. Use it only to show a verdict, never as decoration or a badge. Graphite with a check for Authentic, the same seal in red with an exclamation mark for Not authentic.



Authentic

The chip answered.



Not authentic

The chip couldn't answer.

Voice

Plain, calm and exact, like someone who knows and doesn't need to raise their voice. Say what happens and what it means for the person holding the item. Leave the cryptography to the engineers.

Say what it does.

Yes Hold your iPhone to it and know it's real.

No ~~Leverage NFC-enabled cryptographic authentication.~~

State facts, plainly.

Yes Checking is always free.

No ~~Unlock seamless, world-class verification!~~

Prove, don't promise.

Yes Answered in 176 ms.

No ~~100% guaranteed authentic, every time.~~

No exclamation marks, no em dashes, no “seamless”, “unlock” or “revolutionary”. Write “Riché” with its accent, always. Never claim a partner,

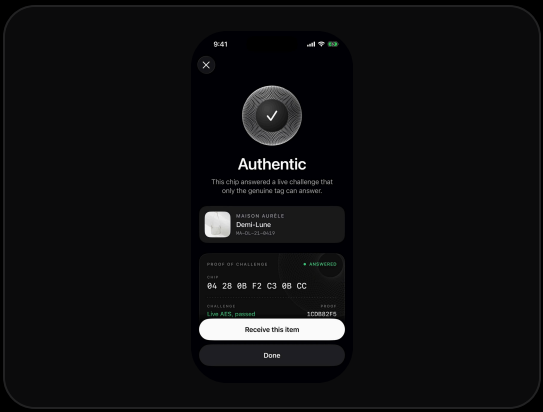
retailer or number that isn’t real.

Imagery

Real objects, lit like jewels on black, and real screens from the app. No stock handshakes, no illustrated shields, no padlocks. If an item or screen is a demonstration, say so.



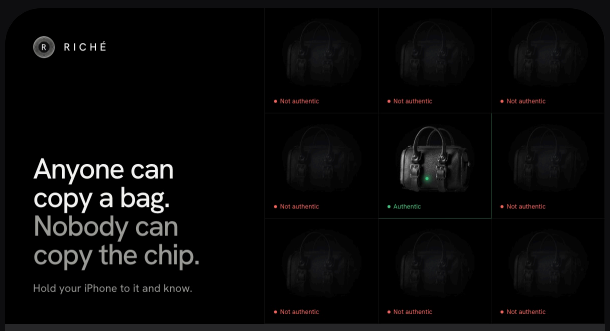
The object: centred, lit from above, nothing else in frame.



The product: real captures of the app.

Sharing

What people see when a link to the site is shared. These previews are built live from the site's own title, description and share image, so they always match what the platforms will show.



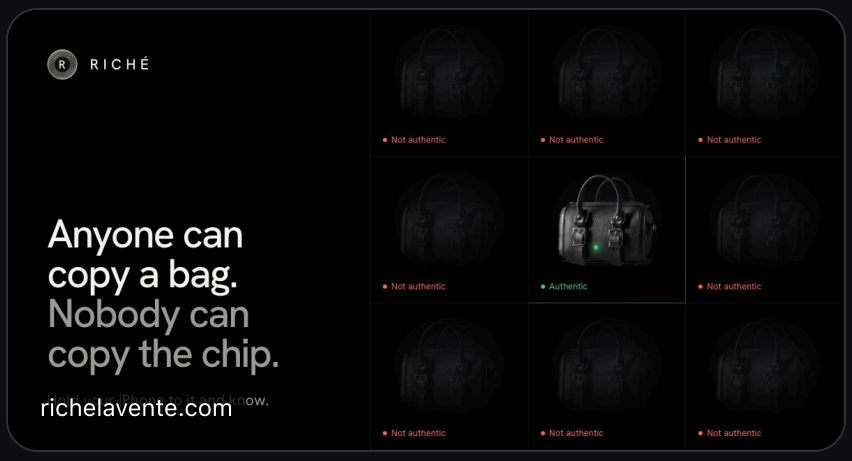
Messages

Riché

Riché. Know it’s real.

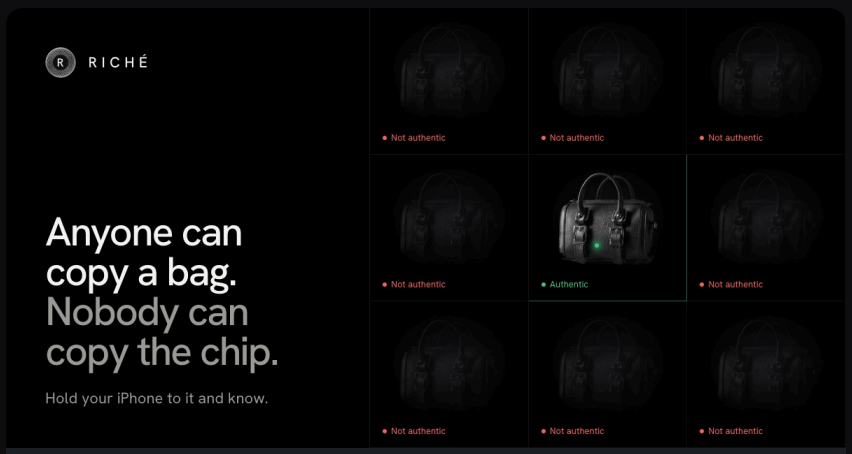
Anyone can copy a bag. Nobody can copy the chip. Hold your iPhone to it and know it’s real.

Slack



From richelavente.com

X

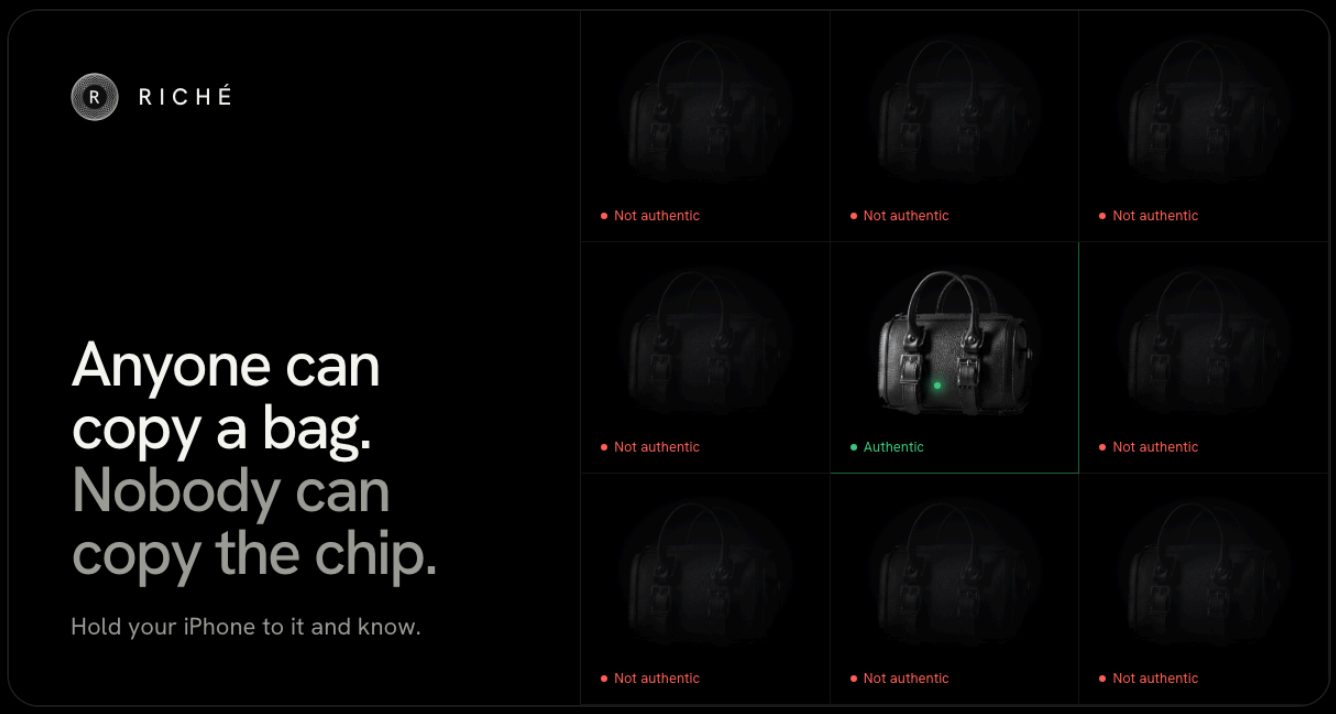


Riché. Know it's real.
richelavente.com

LinkedIn

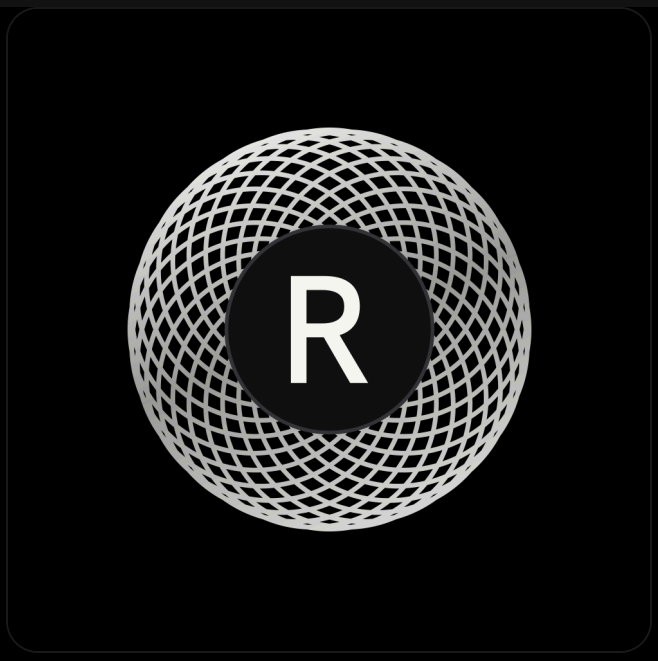
Applications

Ready-made files for profiles, posts, print and email. Every one is captured from this website, so it uses the real type, photography and seal.

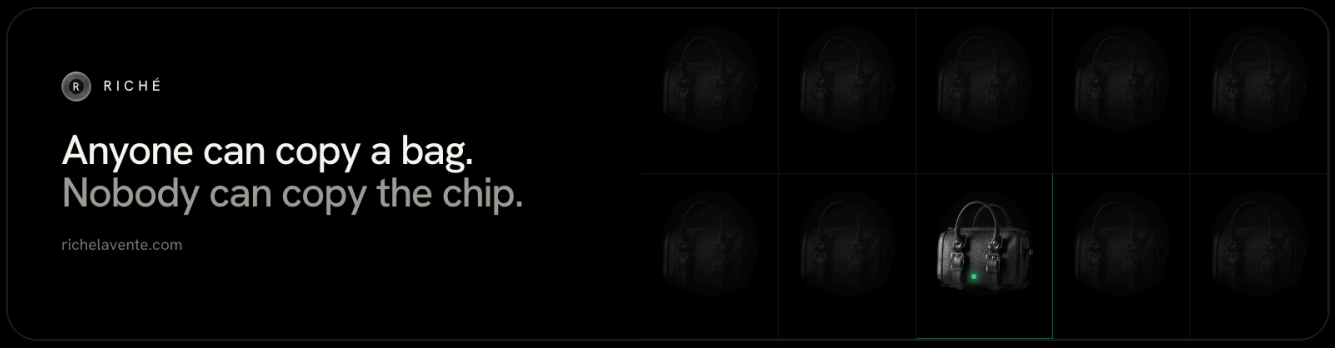


Sharing image

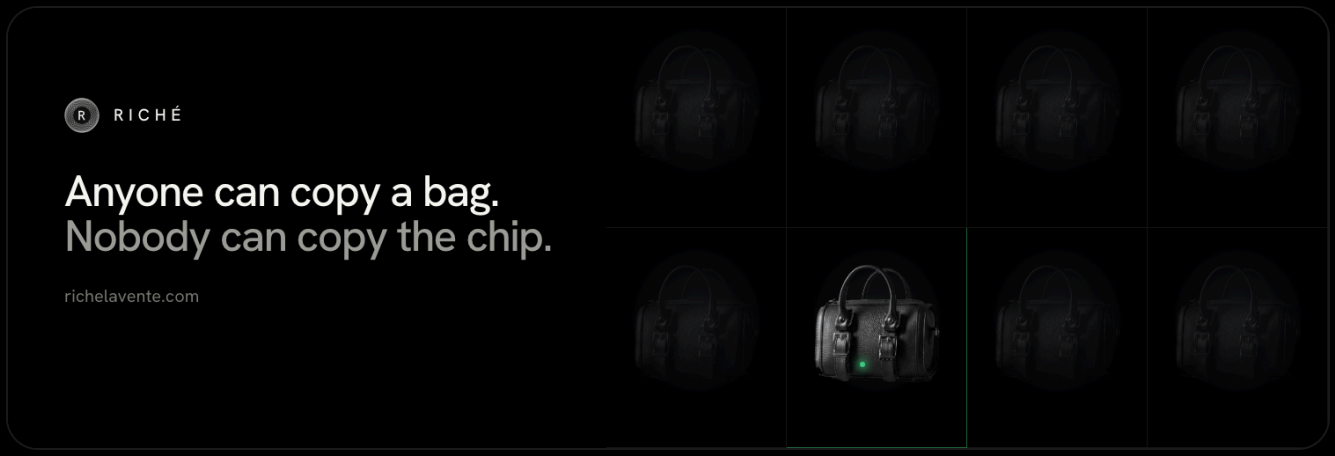
1200 x 630. What a shared link shows.



Profile image 1000 x 1000, crops to a circle.



LinkedIn banner 1584 x 396.



X header 1500 x 500.



Social post 1080 x 1350.

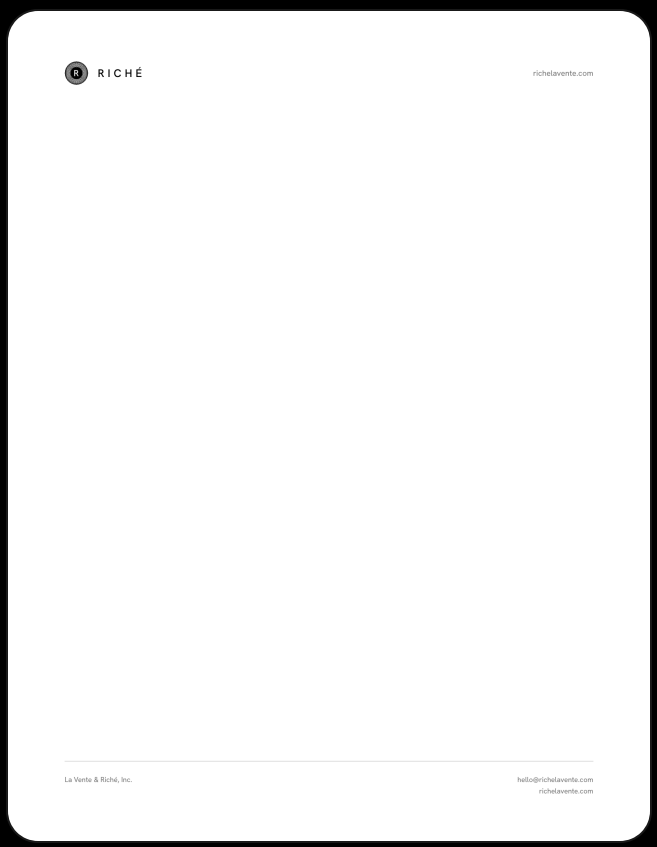


Business card, front 3.5 x 2 in, 300 dpi.



Business card, back

Name, title and email are placeholders.



Letterhead US Letter, with a print-ready PDF.

Downloads

Everything above, organised. If you need something that isn't here, write to hello@richelavente.com.

Complete brand kit	Every file on this page, in folders, with a read-me.	ZIP ↓
Brand guidelines	This page as a document, to send or print.	PDF ↓
Logos	Every logo in SVG and PNG, in foil, bone, white and black.	ZIP ↓
Web icons	Favicons, Apple touch icon, PWA icons and manifest.	ZIP ↓
Colour swatches	For Illustrator, Photoshop, InDesign and Figma plugins.	ASE ↓
Email signature	Paste into Gmail, Apple Mail or Outlook.	HTML ↓

A chip inside every item that can’t be copied, and an iPhone app that checks it.

Riché

How it works

For brands

Support

Privacy

Terms

Brand

Contact

hello@richelavente.com

support@richelavente.com

privacy@richelavente.com

Company

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