

ROWLEX^{NL}

Brand Guidelines

Rowlex is a multidisciplinary venture studio based in the Netherlands, specializing in real estate, technology, design, and operational management. We don't just consult — we build, run, and scale real-world ventures with hands-on execution at every stage.

Our approach merges strategic thinking, operational expertise, and creative design, enabling us to deliver ventures that are lean, fast, and grounded in real-world performance.

Brand Overview

1.0. Logo Usage

1.1. Logo Variations

1.2. logo Usage Guidelines

1.0

Logo
Usage

1.1

Logo Variations

The Rowlex logo is a bold, modern wordmark that reflects the company's identity as a high-execution, multidisciplinary venture studio. It combines strong geometry, clean lines, and a dynamic "X" symbol that represents crossing disciplines, collaboration, and decisive execution.



Primary Logo - horizontal

[SVG](#) [PNG](#) [JPG](#)



Primary Logo - Blue

[SVG](#) [PNG](#) [JPG](#)



Logomark

[SVG](#) [PNG](#) [JPG](#)



Logo - dark background

[SVG](#) [PNG](#) [JPG](#)



Logo - busy background

[SVG](#) [PNG](#) [JPG](#)

1.2

Logo Usage Guidelines

The Rowlex logo is one of the most important elements of our visual identity. These guidelines ensure that the logo is used consistently, clearly, and correctly across all touchpoints.

Clear Space Rule

Use the height of the “X” as the measurement unit for clear space.

No text, graphics, or interface elements may enter this area.

This preserves legibility and brand presence at all sizes.



Do not stretch or squeeze



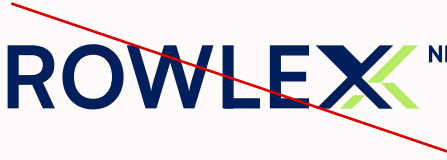
Do not rotate, skew, or flip



Do not use the logo incomplete



Do not use the logotype or symbol in the outline



Do not use other colors for the logotype or symbol



Do not use transparency on the logo

2.0 Color palette

2.1. Primary & Secondaru Colors

2.2Color Usage Guidelines

2.0

Color
Palette

2.1

Primary & Secondary Colors

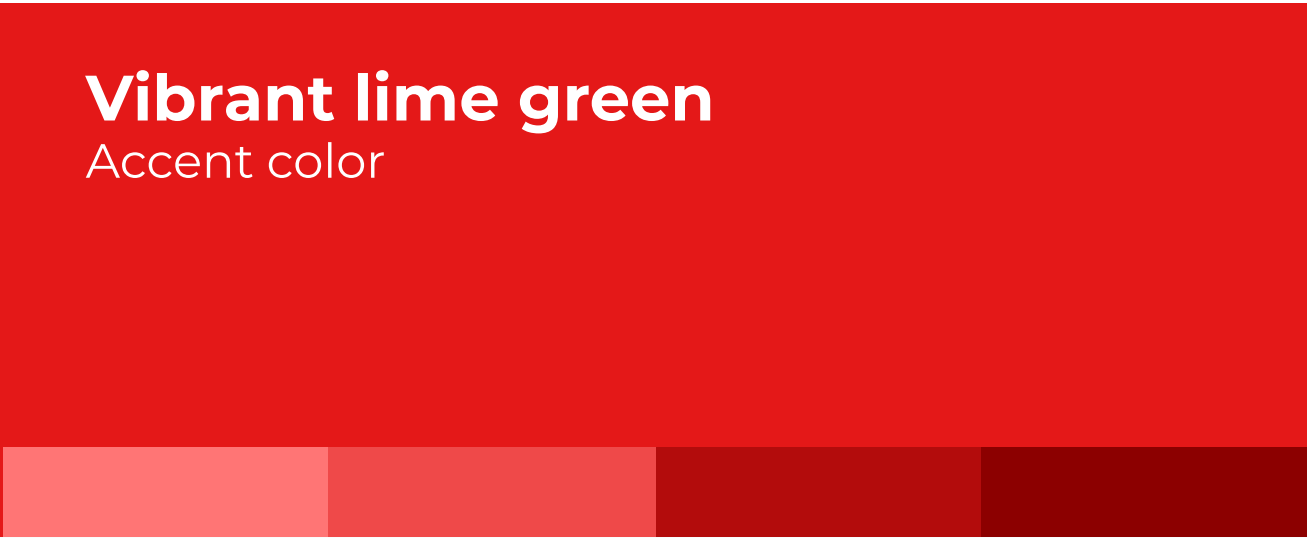
The palette combines a bold primary tone with energetic accents and balanced neutrals, allowing for flexible yet recognizable design compositions. These colors work harmoniously to support both digital and print environments, enhancing readability, contrast, and brand recognition. By using these colors consistently and thoughtfully, we create a unified brand experience that feels professional, trustworthy, and visually engaging.



Green
Primary color

HEX #00205c
RGB 0, 32, 91
CMYK 100%, 65%, 0%, 64%
HSL 219°, 100%, 18%

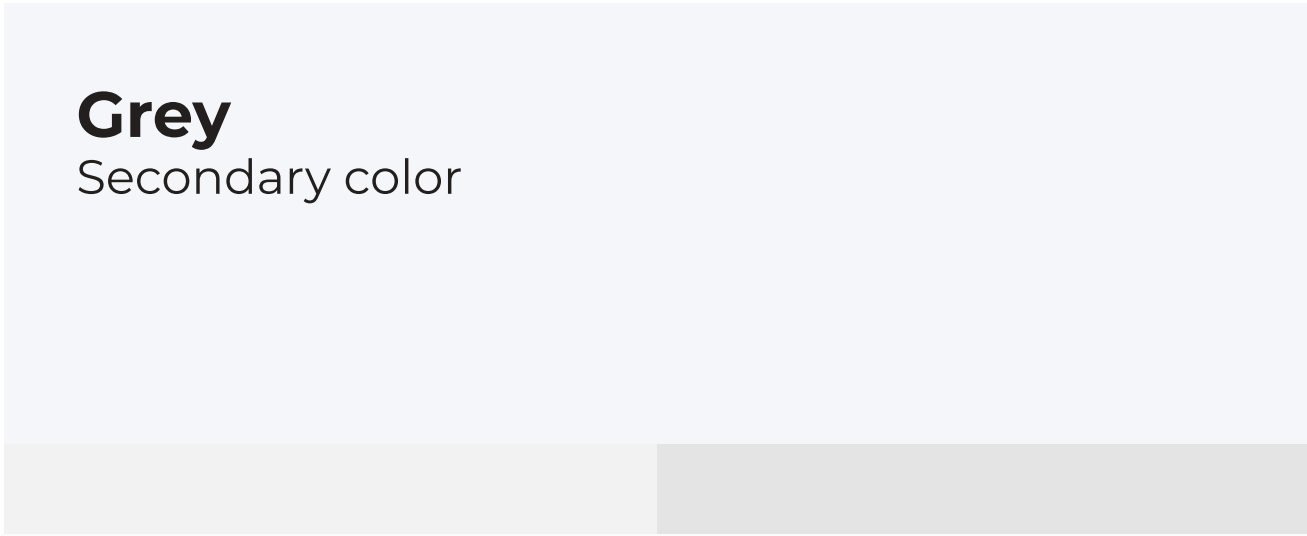
Used for main brand elements, headings, and strong visual accents. Represents trust, stability, and professionalism.



Vibrant lime green
Accent color

HEX #e51919
RGB 229, 25, 25
CMYK 0%, 89%, 89%, 10%
HSL 0°, 80%, 50%

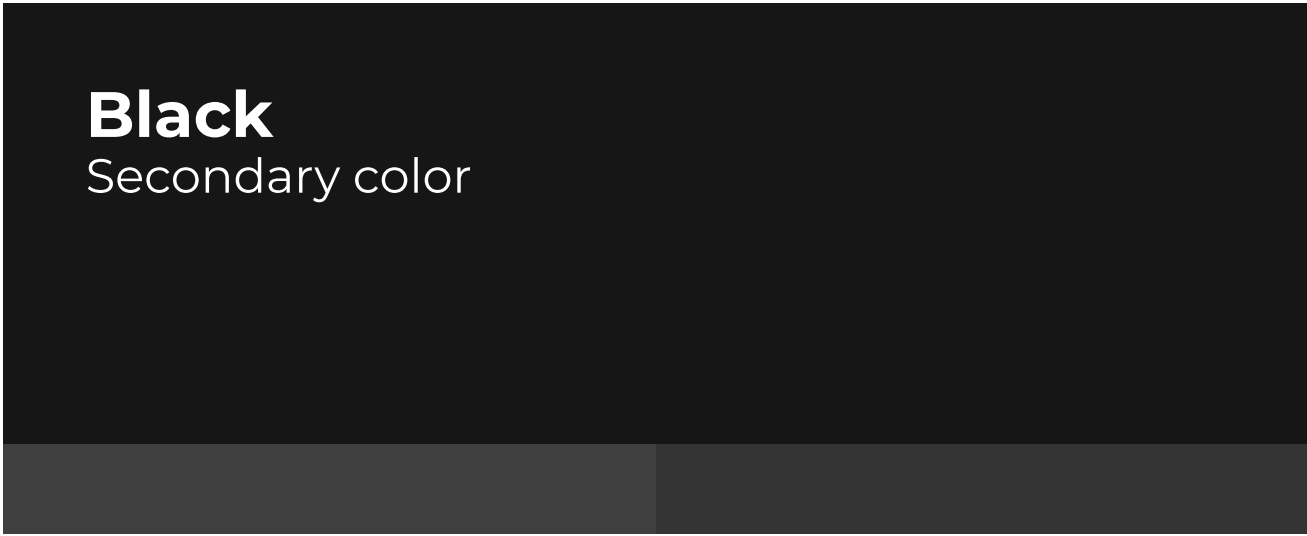
Applied as a highlight or call-to-action color. Creates contrast, urgency, and dynamic energy.



Grey
Secondary color

HEX #F5F7FA
RGB 245, 247, 250
CMYK 2%, 1%, 0%, 2%
HSL 216°, 33%, 97%

Ideal for backgrounds, spacing, and subtle UI elements. Ensures clarity and visual comfort.



Black
Secondary color


HEX #171717
RGB 23, 23, 23
CMYK 0%, 0%, 0%, 91%
HSL 0°, 0%, 9%

Used for typography, outlines, and high-contrast components. Provides structure and modern aesthetic.

2.2

Color Usage Guidelines

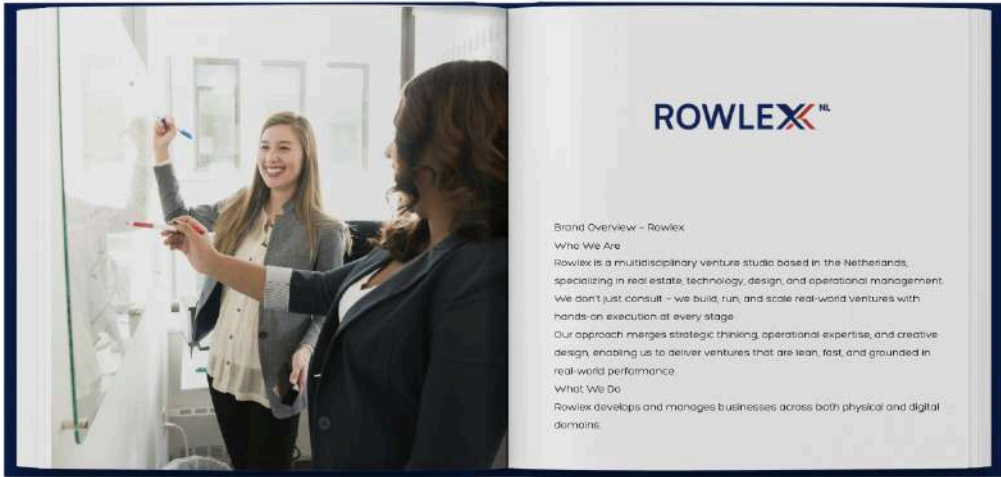
Rowlex’s color palette is a key part of its visual identity. Consistent and thoughtful use of these colors ensures a strong, professional, and recognizable brand across all platforms, from digital experiences to print materials.



Primary Color

Represents trust, professionalism, and stability. Use it for primary headers, key call-to-action buttons, and prominent brand elements.

Effect: Conveys trust, reliability, and stability.



Secondary colors

Light Gray – #F5F7FA
Serves as the primary background color to maintain clean layouts and visual clarity. Ideal for sections, cards, and spacing.

Charcoal Black – #171717
Provides strong contrast for text, icons, and key interface elements. Use it for body copy, headings, and other areas where readability is critical.

Accent colors

Highlights attention, urgency, and energy. Use it sparingly for buttons, accents, or elements that need emphasis.

Avoid Overuse: Vibrant Red (#E51919) should never overpower other elements; it is most effective when used sparingly to draw attention.

3.0

3.0 Design assets

3.1. Business Cards

3.2 Document template

Design
Assets

3.1

Business Cards

Business cards are a key touchpoint for representing the Rowlex brand in person. They serve as a tangible introduction to our venture studio, reflecting our professionalism, attention to detail, and creative approach.

Business cards should include only essential information, such as the individual’s name, role, contact details, and the Rowlex logo, avoiding clutter or excessive graphics. The design should balance visual impact with readability, ensuring that the card communicates the brand’s values of execution, reliability, and innovation.



Business card design
Front



Business card design
Back

3.2

Document Template

The invoice and document header are key elements of Rowlex’s corporate identity in all formal communications. They serve as the first point of recognition for clients, partners, and stakeholders, reinforcing professionalism, clarity, and trustworthiness. All official documents—including invoices, letters, proposals, and reports—should feature a consistent header design that incorporates the Rowlex logo, primary brand colors, and relevant company information (such as address, contact details, and registration numbers).



Invoice & Document Header & Footer

A well-designed header ensures that every document not only conveys necessary information but also strengthens Rowlex’s visual identity. Consistency in layout, typography, and color usage across all document headers reflects the brand’s attention to detail and commitment to excellence.

The design should prioritize readability, clean lines, and a professional aesthetic, aligning with Rowlex’s values of precision, transparency, and execution-driven results.

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Thank you!