A story worth telling.
An impact worth making.

BRAND GUIDE 2026 · MAKING CREATIVE MATTER®

Rule29™

Every organization has a story worth telling. We help leaders find it, shape it, and put it to work.

For more than 25 years, Rule29 has helped organizations uncover the clearest and most compelling version of their story. Then we build the brand, tools, and experiences that help people see it, believe in it, and act on it.

We are strategists, designers, writers, and makers based in Chicago, Phoenix, Omaha, and Los Angeles, and part of the employee-owned O'Neil family of companies. Everything we make is guided by one belief: Making Creative Matter®.

TAGLINE

A story worth telling. An impact worth making.

Five reasons the work holds together.

01

Begin with meaning

We start with why before what, so every decision has a reason.

02

Connect the whole story

Strategy, identity, and experience work as one system.

03

Make complexity useful

We turn big ideas into clear tools people can use.

04

Care about the outcome

Success is measured in impact, not deliverables.

05

Stay human

Empathy, craft, and judgment lead. Technology supports.

The 4Ps of Brand™ create a shared understanding.

P1

Purpose

Why you exist beyond making money.

P2

Promise

What people can count on from you, every time.

P3

Personality

How you sound, look, and behave.

P4

Perception

What people actually believe about you.

Together, the 4Ps guide decisions, behavior, communication, and growth.

How we work: from clarity to action.

STEP 01

Find the truth

Research, discovery, and strategy.

STEP 02

Give it form

Identity, naming, voice, and design systems.

STEP 03

Put it to work

Campaigns, websites, content, and experiences.

STEP 04

Build what comes next

Products, tools, and platforms for growth.

STEP 05

Carry it all the way through

Rollout, activation, culture, and stewardship.

Capabilities: Strategy · Branding · Advertising · Digital and social · Website · Print · Packaging · Video and motion · Environments · Experiences · AI

The mark, the wordmark, the avatar.



MARK · FULL COLOR



MARK · REVERSED



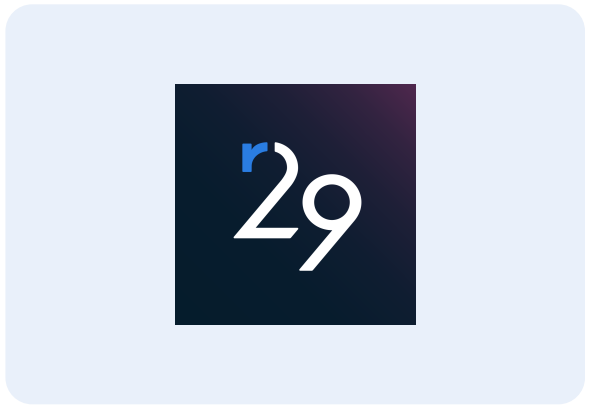
MARK · BLACK



WORDMARK · FULL COLOR



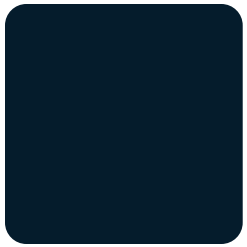
WORDMARK · REVERSED



AVATAR · GRADIENT

Rules: keep clear space equal to the height of the "r" on all sides. Never stretch, recolor, rotate, add effects, or place the logo on busy imagery. Use full color on light backgrounds and reversed on navy, indigo, or gradients. Files: logo pack (SVG + PNG) in the brand kit.

A confident, expressive palette.



Navy
#051C2C
RGB 5, 28, 44
PRIMARY



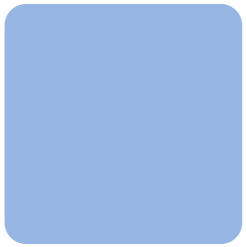
Indigo
#0047BB
RGB 0, 71, 187
PRIMARY



White
#FFFFFF
RGB 255, 255, 255
PRIMARY



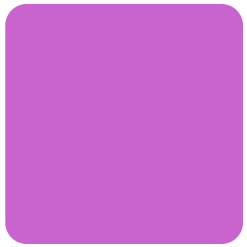
Blue
#307FE2
RGB 48, 127, 226
SECONDARY



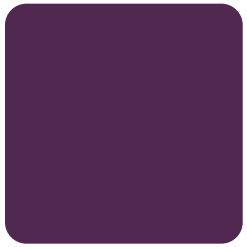
Peri
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RGB 152, 182, 228
SECONDARY



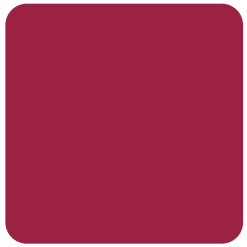
Peri 20
#E9F0FA
RGB 233, 240, 250
SECONDARY



Fuschia
#C964CF
RGB 201, 100, 207
ACCENT



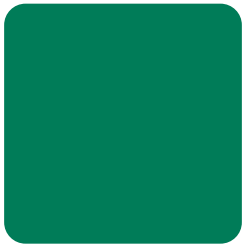
Violet
#51284F
RGB 81, 40, 79
ACCENT



Red
#9B2242
RGB 155, 34, 66
ACCENT



Tomato
#E04F39
RGB 224, 79, 57
ACCENT



Green
#007C58
RGB 0, 124, 88
ACCENT



Lime
#26D07C
RGB 38, 208, 124
ACCENT

Yellow
#E0E722
RGB 224, 231, 34
ACCENT



Signature gradient
INDIGO > FUSCHIA

Accessibility: all readable text meets WCAG 2.1 AA. Fuschia is decorative and accent only; never use it for small readable text on navy.

Three fonts. No substitutions.

MARLIDE DISPLAY
Headlines and big statements

Make it matter.

INTER
Body copy and interface

Clear, warm, human writing that is easy to read.

ROBOTO MONO
Eyebrows, labels, captions (uppercase)

CHAPTER 07 · TYPOGRAPHY

Scale: Title 130 · H1 80 · H2 56 · H3 40 · Lead 24 · Body 18 · Caption 14 · Page number 16. Marlide Display is licensed via Adobe Fonts; fallback Gloock, Georgia. Email fallback: Montserrat 700 / 400.

Seven values we live by.

01
Taking Ownership

02
Grow or Die

03
Entrepreneurial Spirit

04
Committed to Each Other

05
Strength in Kindness

06
Do What You Say

07
Enjoy the Ride

Voice: confident, warm, clear, and human. Lead with meaning, keep it simple, and write like a trusted partner.

The work is bigger than the work.

The Design Of podcast

For more than 10 years, host Justin Ahrens has talked with athletes, artists, and leaders about the design of a meaningful life and career. rule29.com/podcast

ON Purpose

Our framework for impact across four areas: Impact, Business, Culture, and Community. We believe business can be a force for good.

$1M+

raised by Wheels4Water

19,000+

people with clean water access

25+

years of Making Creative Matter®

4

offices: Chicago, Phoenix, Omaha, Los Angeles

Let's make your story matter.

Make the creative.
Make it work.
Make a difference.

Rule29™

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