



PRESS KIT EDITION

BRAND GUIDELINES

A practical reference for consistent RexCode presentation across press, editorial and digital materials.

THE BRAND SYSTEM

Founder-led Shopify development and optimisation, expressed through clear typography, restrained colour and direct communication.

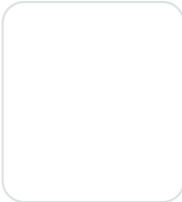
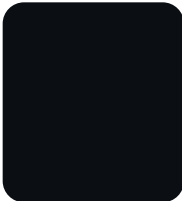
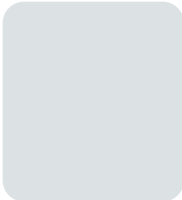
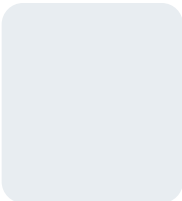


VERSION 2.0 / 26 OCTOBER 2026

Colour and typography specifications reflect the current RexCode website. Approved logo artwork is supplied separately in this press kit.

The colour system

Monochrome foundations and considered contrast. Use Ink on light, and white on dark; always check small-text legibility.

	PAPER #FBFBFA Primary light canvas
	WHITE #FFFFFF Cards and clean surfaces
	INK #232221 Primary type and UI
	DARK #0B0F14 Dark canvas and footer
	MUTED #59626A Supporting text
	BORDER #DCE1E4 Rules and outlines
	ICE #E8EDF1 Subtle alternate surface
	COPY #333231 Primary body copy

RECOMMENDED COMBINATIONS

ON DARK

Readable headline

Secondary copy in Muted

ON LIGHT

Readable headline

Body copy in Ink

Type and composition

Confident hierarchy, generous spacing and functional decoration.

PRIMARY FAMILY / MANROPE

**Clear words.
Better stores.**

Use Manrope for RexCode headings, body copy, labels, navigation and CTA text. Reserve 600-800 weights for display hierarchy; favour regular or medium in paragraphs.

TECHNICAL ACCENT / MONOSPACE (OPTIONAL)

01 / Precise by design

Use sparingly for technical labels or code samples. Demo storefronts may retain their own typefaces; they are not RexCode brand typography.

REUSABLE UI PATTERN

SECTION LABEL

Strong heading, simple message.

One clear purpose per section.

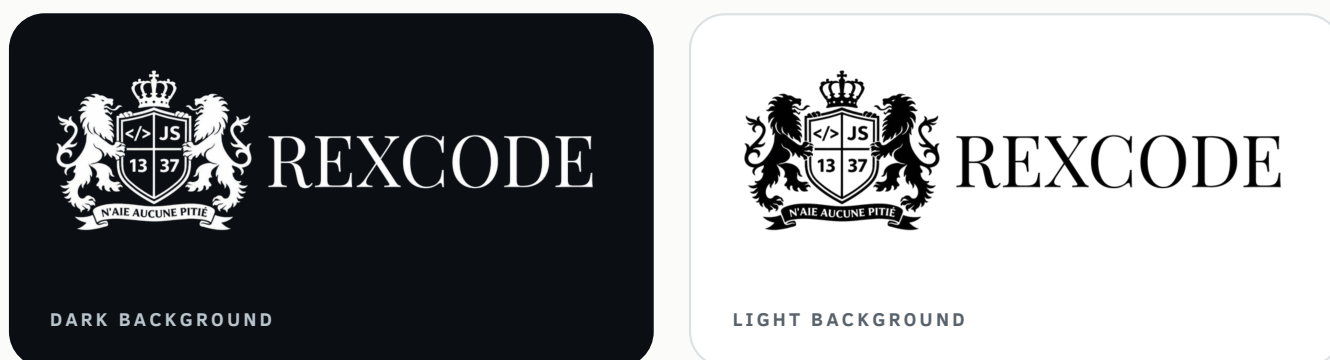
COMPOSITION STANDARDS

Do: centre section introductions when appropriate; keep cards in a clear grid; use subtle neutral borders, generous negative space and one dominant visual. Avoid: busy glow effects, crowded badges, multiple competing CTAs or unverified claims.

Logo, files and approvals

For official publication, use only RexCode-approved master assets rather than recreating the wordmark.

LOGO VERSIONS / BOTH FILES REMAIN TRANSPARENT



Use the supplied transparent SVG where possible, or the transparent PNG when SVG is unsupported. Choose the version with sufficient contrast.

EXPORT SPECIFICATIONS

Horizontal wordmark

SVG + PNG / 2,400 px wide / retain aspect ratio

Brand symbol

SVG + PNG / 2,000 x 2,000 px canvas

Editorial brand image

JPG / 2,400 x 1,350 px / background included

CORRECT / INCORRECT

Use: approved proportions, suitable contrast, transparent logo exports and adequate clear space. Never: stretch, rotate, add shadows, alter the official mark, or place it on a visually busy background.

EDITORIAL AND APPROVAL RULES

Use the approved company description and fact sheet for factual copy. Do not imply a Shopify endorsement, invent press coverage, or publish unconfirmed statistics, customer logos or founder imagery. Obtain approval before releasing brand files externally.