



BRAND STANDARD  
2026 EDITION · V3.0  
RUA-BRD-BRD-DOC-0027-R02

THE SINGLE SOURCE OF TRUTH

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# Brand & Document *Standard*

*Identity, voice, and the house document system*

Ruach replaces the uncertainty of building with calm, resolved living — delivered through a system, not a promise. This book defines how that system looks, sounds, and behaves, so that every surface carries the same quiet authority.

01	THE CONSTITUTION	<i>what Ruach is</i>
02	THE VALUE STACK	<i>the order of value</i>
03	VOICE & TONE	<i>how Ruach sounds</i>
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06	TYPOGRAPHY	<i>three voices</i>
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09	APPLICATIONS	<i>the system, applied</i>



*If it sounds like a  
builder, it's wrong.  
If it sounds like a  
guide, it's right.*

# O I THE CONSTITUTION

*What Ruach is, before how it looks*

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Ruach is not a construction brand. Ruach is a *Residential Peace of Mind System* — the emotional territory we own, the values we deliver, and the standards we enforce.

Ruach exists to give people *peace of mind* — turning the complexity of building into calm, resolved, and dignified living.

*Emotional North Star · the single organising principle for every decision Ruach makes. The doctrine is deliberately stable — it does not change with campaigns or seasons.*

#### BRAND ESSENCE

*Master Every Build. Effortlessly.*

An internal mantra about how the experience feels — not a claim about speed or technology, and never a public tagline.

#### CORE BENEFIT

**Residential peace of mind**

Designed in, delivered once, lived in for years.  
The complexity of building, turned into calm and dignified living.

*a builder*

NOT THIS

*a panel maker*

NOT THIS

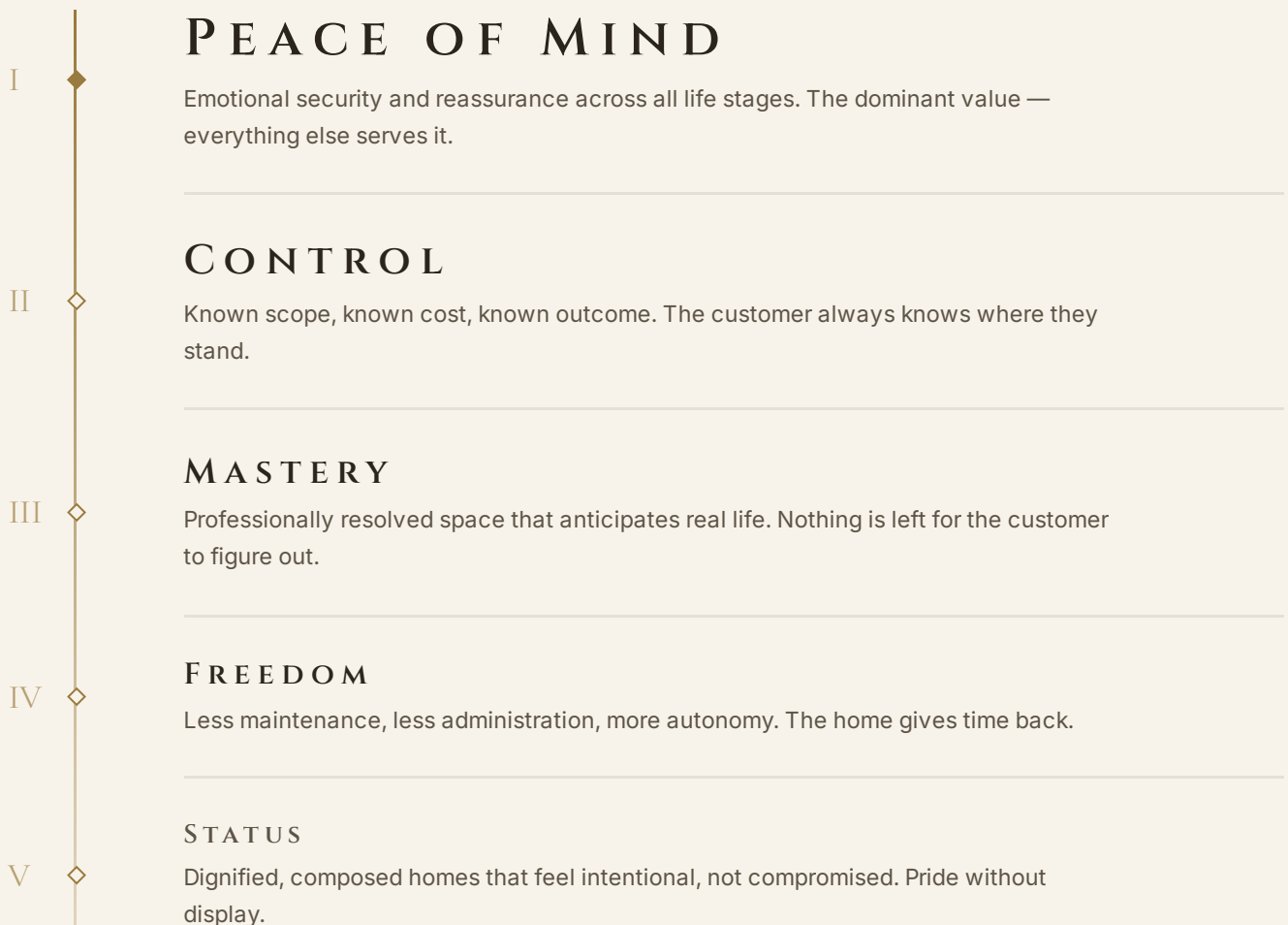
RUACH IS

**A Residential Peace of Mind System**

# 02 THE VALUE STACK

*The order in which Ruach delivers value — non-negotiable*

Ruach always delivers value in this order. The stack is life-stage agnostic, and the typography below carries its own law: *peace of mind speaks loudest; status speaks last, and quietest*. If an action does not support the top of the stack, it does not belong in the brand.



*Ruach does not ask customers to manage risk. Ruach absorbs it.*

# 03

## VOICE & TONE

*A calm, confident guide — never a salesperson*

Every Ruach communication should feel like a calm, confident guide who has done this a thousand times and is here to make it simple. Headlines are statements, never questions. Eight words at most. No exclamation marks — calm brands do not shout.

### Calm

Unhurried, measured. Confidence without volume.

*not passive, cold, indifferent*

### Confident

We know the answer; we recommend with conviction.

*not arrogant, dismissive*

### Warm

Genuinely caring; the customer's wellbeing matters.

*not saccharine, over-familiar*

### Clear

Simple words, short sentences, one idea at a time.

*not dumbed down, condescending*

### Resolved

Everything thought through; nothing half-finished.

*not rigid, inflexible*

### Dignified

Respectful of intelligence and life stage.

*not formal, distant, stiff*

*Read it aloud: does this sound like a guide, or a salesperson. Would I feel calm reading this if I were anxious about building.*

#### SAY

"Everything is already resolved."

"A home that asks less of you."

"Known scope, known cost, known outcome."

#### NEVER

Hard-sell urgency, scarcity, or hype

Jargon, acronyms, builder-speak

Age-based labels of any kind

Anything that raises its voice

# 04 THE MARK

*Our signature — used with discipline*

The mark is bilaterally symmetric about a central vertical axis — the same axis used as our divider motif throughout this system. One approved colour per surface. Give it room; let it sit calmly.



- DO**
- Keep one approved colour per surface
  - Preserve clear space and proportions
  - Let it sit calmly — give it room

- DON'T**
- Recolour, outline, shadow, or gradient-map
  - Stretch, rotate, or crop the mark
  - Place on busy imagery without a scrim

# 05

## COLOUR

*Warm neutrals, a champagne authority, a sage of success*

The palette is doctrine: *warm neutrals + sage + champagne*. Champagne carries authority; sage signals success and calm. Never red, never neon — aggression is off-brand.

### LUMEN — LIGHT · DEFAULT FOR DOCUMENTS & PRINT

<p><b>CANVAS</b> #F7F3EA Page background</p>	<p><b>SURFACE</b> #FDFBF5 Cards, panels</p>	<p><b>INK</b> #2A241C Headlines, body</p>	<p><b>INK 2</b> #5C5346 Secondary text</p>
<p><b>CHAMPAGNE</b> #9A7B3E Authority accent, rules</p>	<p><b>CHAMPAGNE DEEP</b> #7E6531 Links, labels</p>	<p><b>SAGE</b> #5E7C5E Success, affirmation</p>	<p><b>DUSK ROSE</b> #9E6F5C Attention · sparing</p>

### PATINA — DARK · INTERFACE & PRESENTATION

<p>#0F1F1B CANVAS</p>	<p>#C9A961 CHAMPAGNE</p>	<p>#5FBFA8 SAGE</p>	<p>#F2E8D5 INK</p>
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*Lumen and Patina are one palette family, flipped for surface. Champagne carries authority in both.*

# 06 TYPOGRAPHY

Three voices: engraved, literary, plain-spoken

# RUACH

## CINZEL — DISPLAY & LABELS

Engraved, classical. The wordmark, section labels, and small caps. Always letter-spaced. Never for body.

Calm, *resolved* living

## CORMORANT GARAMOND — TITLES

Literary, elegant. Headlines, cover titles, pull quotes, lead lines. Sets the premium, unhurried tone.

The home gives time back.

## INTER — BODY & DATA

Clear, modern, highly legible. Running text, tables, captions, and interface. Weights 300–700.

ROLE	FACE	SIZE	USE
Display	Cormorant 600	40–62 pt	Cover titles
Statement	Cormorant 500	25–32 pt	Hero lines, pull quotes
H1 / Section	Cinzel 600	15–17 pt	Section labels
Label	Cinzel 600	7–10 pt	Kickers, sub-labels
Body	Inter 400	9.5–10.5 pt	Running text
Mono	JetBrains Mono	7.5–9 pt	Doc IDs, specs, hex

# 07 ART DIRECTION

*Image, motif, and the discipline of calm*

Every image answers one question of feeling: *would I feel calm looking at this if I were anxious about building.* Space speaks first. One idea per frame.

## Light

Early morning and late afternoon. Soft, directional, warm. Never harsh midday glare, never studio-lit gloss.

## Composition

Centred or gently off-axis. Generous negative space. The home sits resolved in its landscape — never cropped tight, never tilted.

## People

At ease, unposed, unhurried. Living, not performing. No pointing, no grinning at camera, no age-based casting labels.

## Texture

Natural timber, linen, stone, garden green. Warm neutrals carried from the palette into the world of the photograph.



*Three quiet devices, used with restraint. The axis divides, the mark anchors, the frame holds. Nothing else decorates.*

# 08 DOCUMENT SYSTEM

*The grid, the furniture, the numbering*

## Grid

A4 portrait · 18 mm side margins · 26 mm top for the running header. One column for prose; two- and three-column cards for reference. Baseline rhythm on a 1.6 line. Documents breathe — a single clear idea per spread.

## Page furniture

Running header: mark + RUACH INDUSTRIES left, document title right. Footer: confidential line + doc ID left, page number right, above a hairline rule.

### DOCUMENT NUMBERING — REGISTERED CENTRALLY

**RUA - {ENTITY} - {DISCIPLINE} - {TYPE} - {SEQ} - R{REV}**

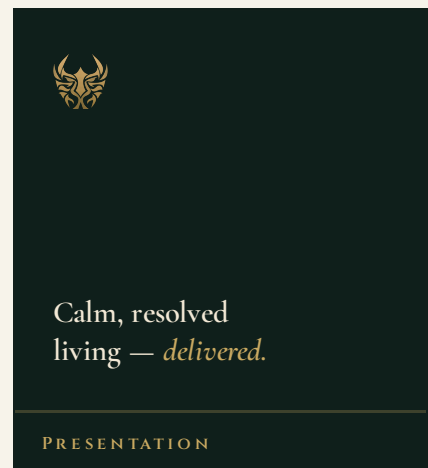
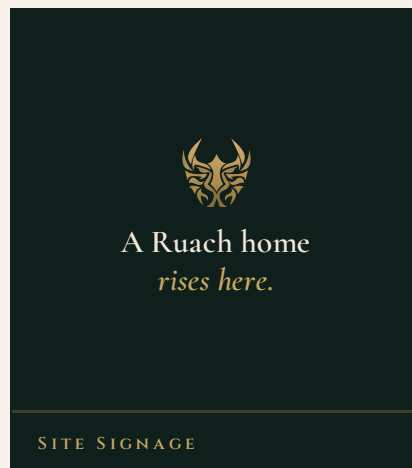
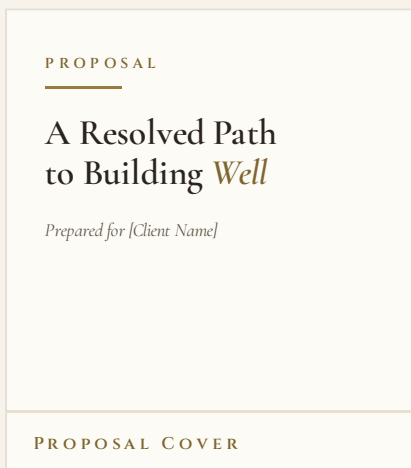
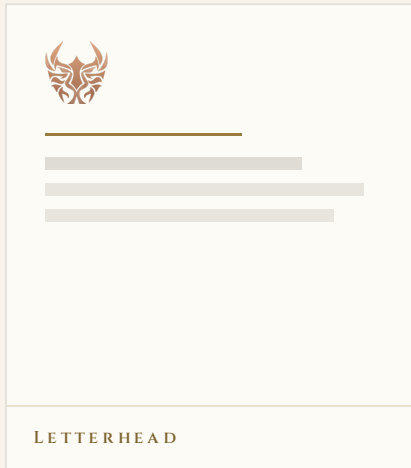
SEGMENT	EXAMPLE	MEANING
ENTITY	BRD	Brand — marketing, sales & brand
DISCIPLINE	BRD	Brand & Marketing
TYPE	DOC / RPT / PPT / REG	Document · Report · Presentation · Register
SEQ · REV	0027 · R02	Sequence & revision

*This guide is RUA-BRD-BRD-DOC-0027-R02. The full marketing, sales & branding set renders in this exact theme — change a token here, and every application stays in step.*

# 09

## APPLICATIONS

*The system, applied*



Standalone, print-ready files for every application accompany this guide. Each is built from the same tokens and type system — the kit moves as one.



Master Every Build. *Effortlessly.*

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