

RITUAL**ADS** BRAND GUIDELINE



RITUAL**ADS**®



Mark Construction

Mark Construction

The Mark Construction section of a brand book outlines the technical specifications and guidelines for the creation and reproduction of a brand's logo or mark. This section provides a detailed description of the logo's construction, including its geometry, proportions, and alignment.

The brand book specifies the minimum and maximum sizes at which the logo should be reproduced to ensure legibility and clarity. It also provides instructions on how to use the logo in different contexts, such as on digital or print media.



WHAT IS RITUAL?

Before there were brands, there were fires. And around those fires, there were storytellers. People who understood that a community is not built on information. It is built on shared feeling. On myth. On the kind of story that travels from the teller into the listener and changes something permanent inside them.

That is what a ritual does. It takes a moment and makes it sacred. It takes a brand and gives it meaning that outlasts the campaign.

That is what we do.



CLASSIC AT THE CORE

Ritual Ads is a classic creative company. It believes in the big idea. The perfect frame. The line that stops you cold. The thirty seconds that reframes how a person feels about a brand for the next decade.

That belief is not a philosophy. It is the reason we exist.

The greatest creative minds of the Mad Men era were not traditionalists. They were revolutionaries working in suits. They did not protect the old form. They broke it in service of the idea. That spirit lives here. That standard is the floor.

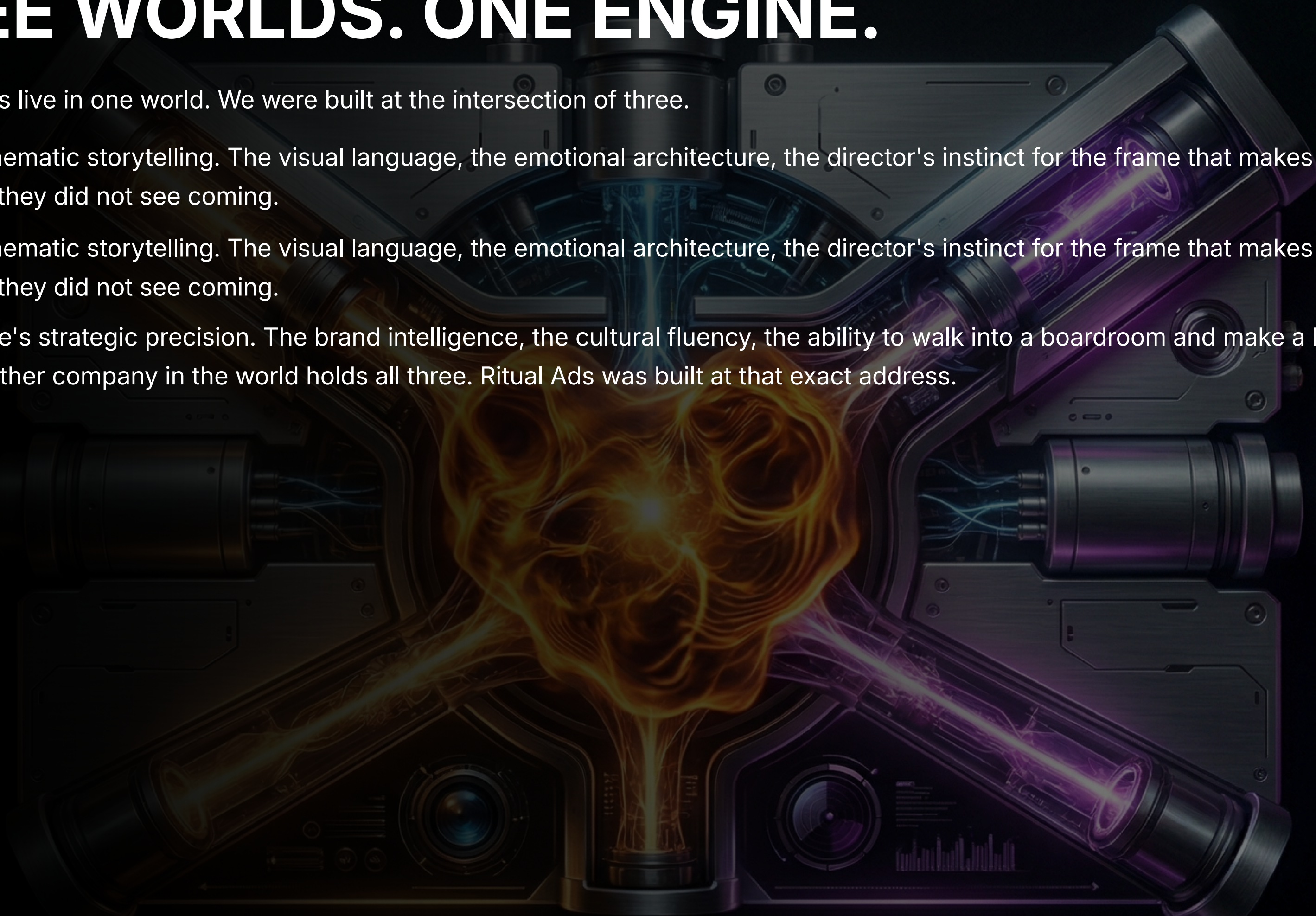
THREE WORLDS. ONE ENGINE.

Most companies live in one world. We were built at the intersection of three.

Hollywood's cinematic storytelling. The visual language, the emotional architecture, the director's instinct for the frame that makes an audience feel something they did not see coming.

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Madison Avenue's strategic precision. The brand intelligence, the cultural fluency, the ability to walk into a boardroom and make a brief feel inevitable. No other company in the world holds all three. Ritual Ads was built at that exact address.



THE CREATIVE ENGINE

The background of the entire image is a complex, futuristic engine. At the center is a bright, swirling orange and yellow energy core. Radiating from this core are several streams of purple and blue energy, which appear to be flowing through various mechanical components and tubes. On the right side, there are digital data visualizations, including a network of blue nodes and lines, and a series of blue and purple light trails. The overall aesthetic is high-tech and cinematic, with a dark, metallic background.

Ancient instinct. Instant execution.

Cinematic quality, once reserved for the biggest budgets in the industry, now available at a speed and scale legacy agencies cannot match. Not because the craft was lowered. Because the engine was built differently.

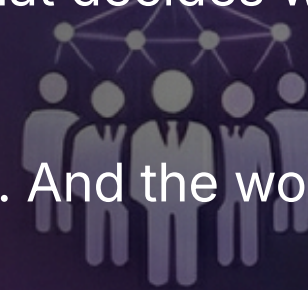
This is not automation. This is liberation. The big idea, finally free.

TECH. TEAM. TALENT. TASTE.

Four things that cannot be faked and cannot be bought off a shelf.

World-class technology that leads the industry. A team that has operated at the highest levels of production, strategy, and AI development. Talent that brings genuine creative vision to every brief. And taste, the rarest of the four, the thing that decides which idea is worth making and how it should feel when it's done.

Most companies can claim one or two. Ritual Ads was built on all four. That combination is the work. And the work speaks for itself.

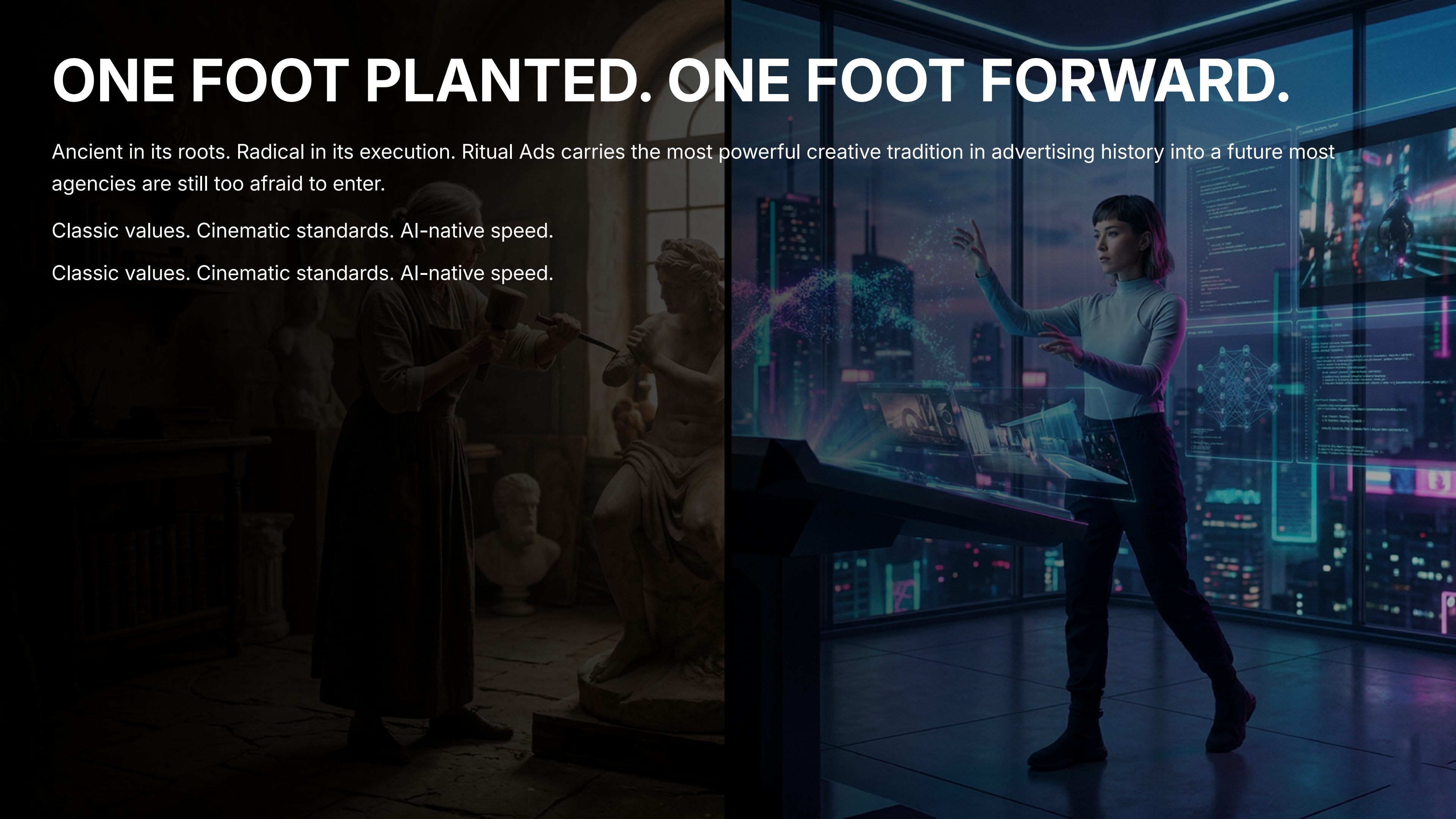


ONE FOOT PLANTED. ONE FOOT FORWARD.

Ancient in its roots. Radical in its execution. Ritual Ads carries the most powerful creative tradition in advertising history into a future most agencies are still too afraid to enter.

Classic values. Cinematic standards. AI-native speed.

Classic values. Cinematic standards. AI-native speed.



RITUALIZED RESULTS

Every engagement is intentional. Repeatable. Built to produce exceptional work consistently, not occasionally. Because a ritual that only works sometimes is not a ritual.

Great storytelling is a discipline. Cinematic craft is a standard, not a style. And the human truth at the center of every brief is not a starting point. It is a sacred obligation.

We make people feel seen. Every time.



Horizontal Logo

Horizontal Logo



While retaining the core 'Mad Max' aesthetic, this redesign elevates the logo from a standard YouTube channel graphic to a sleeker, more professional identity that accurately reflects our brand.



Logo Mark

Logotype

Vertical Logo

Vertical Logo



While retaining the core 'Mad Max' aesthetic, this redesign elevates the logo from a standard YouTube channel graphic to a sleeker, more professional identity that accurately reflects our brand.

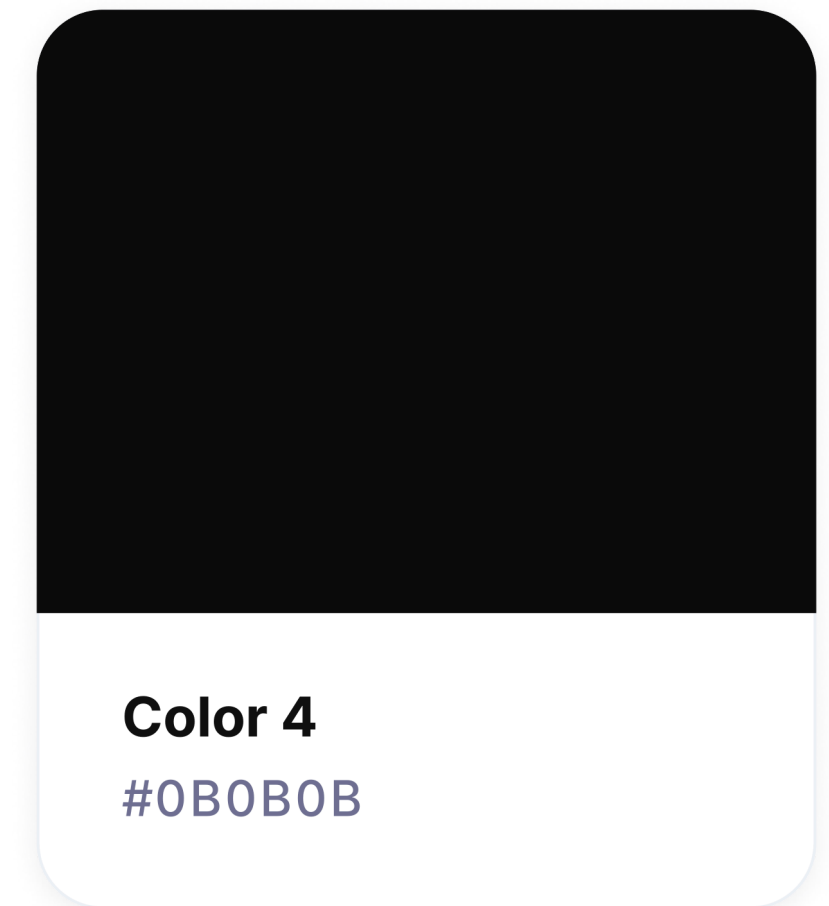
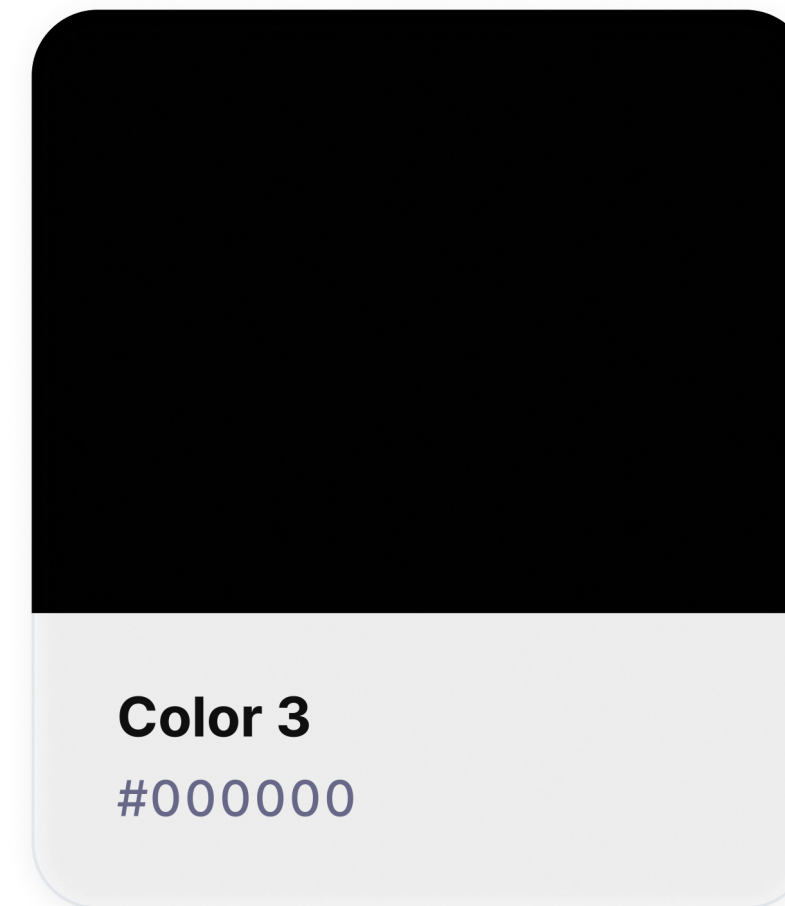
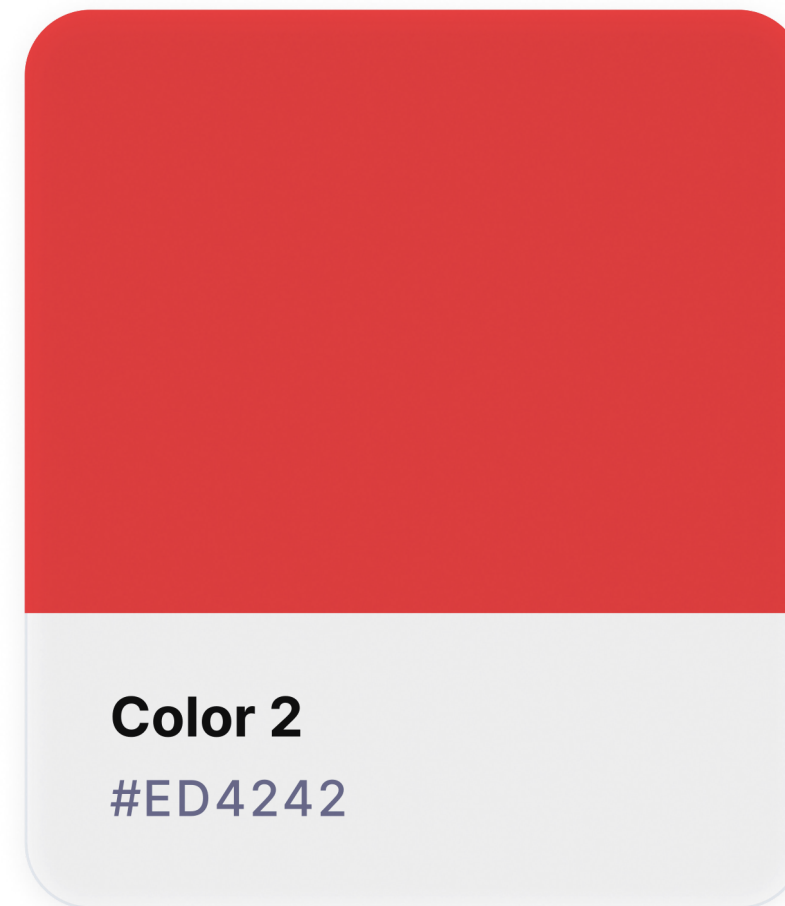
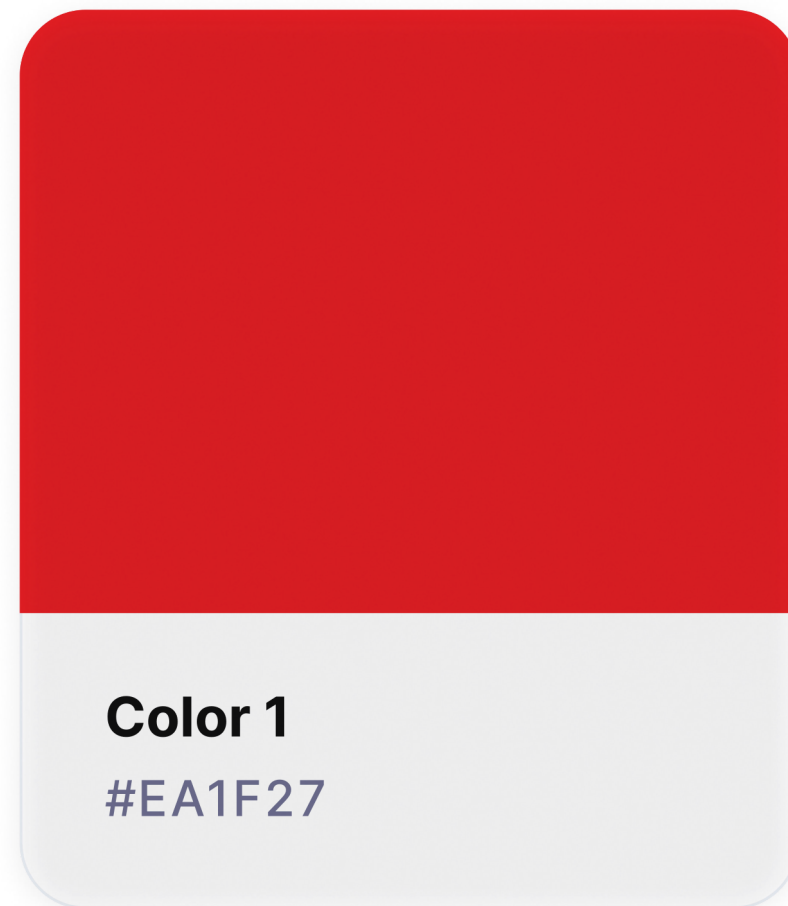
Logo Mark



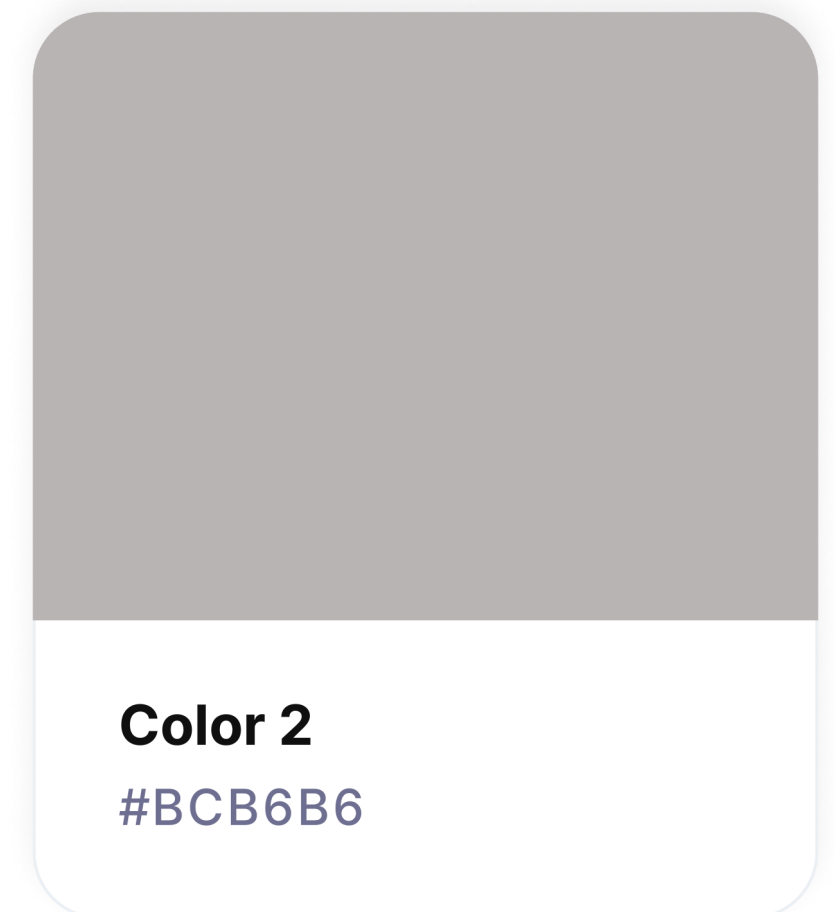
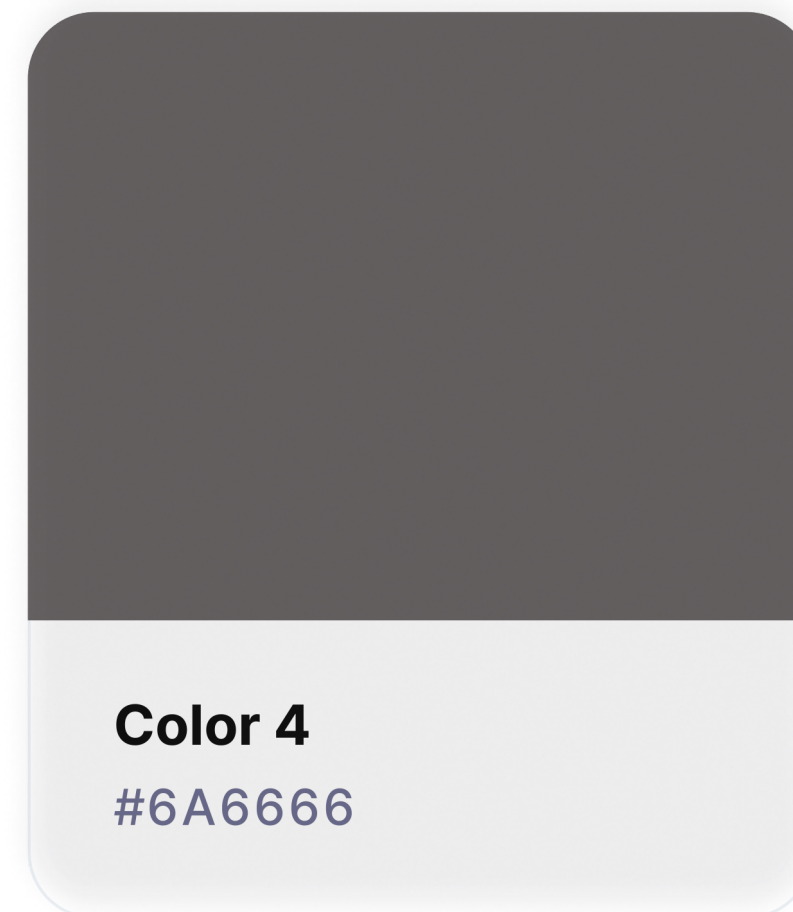
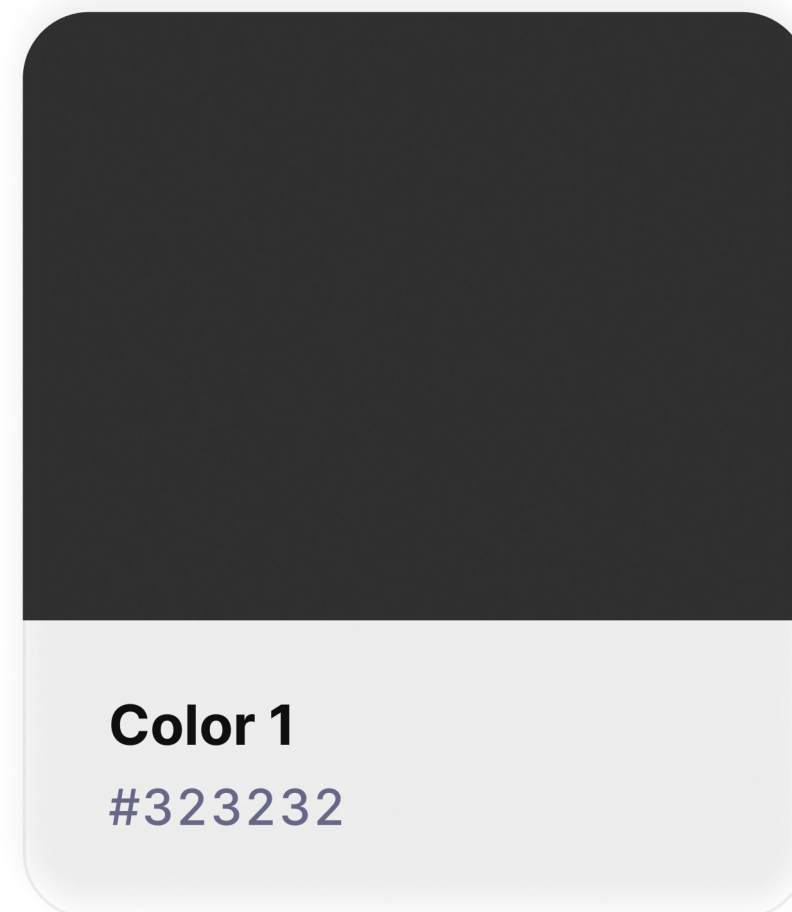
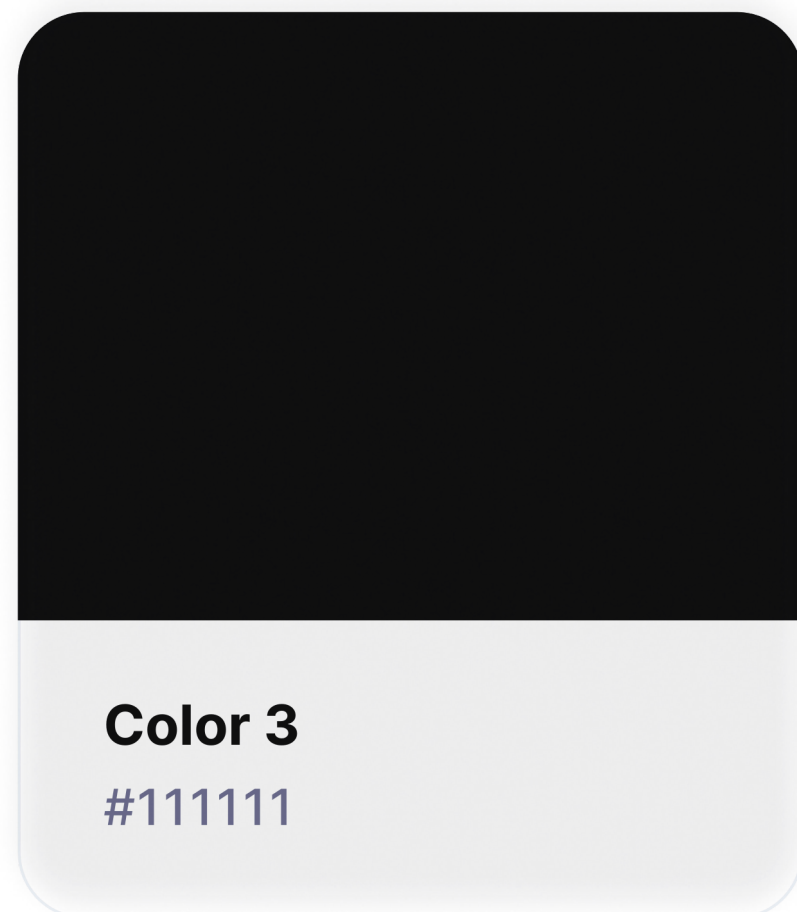
RITUAL**ADS**[®]

Logotype

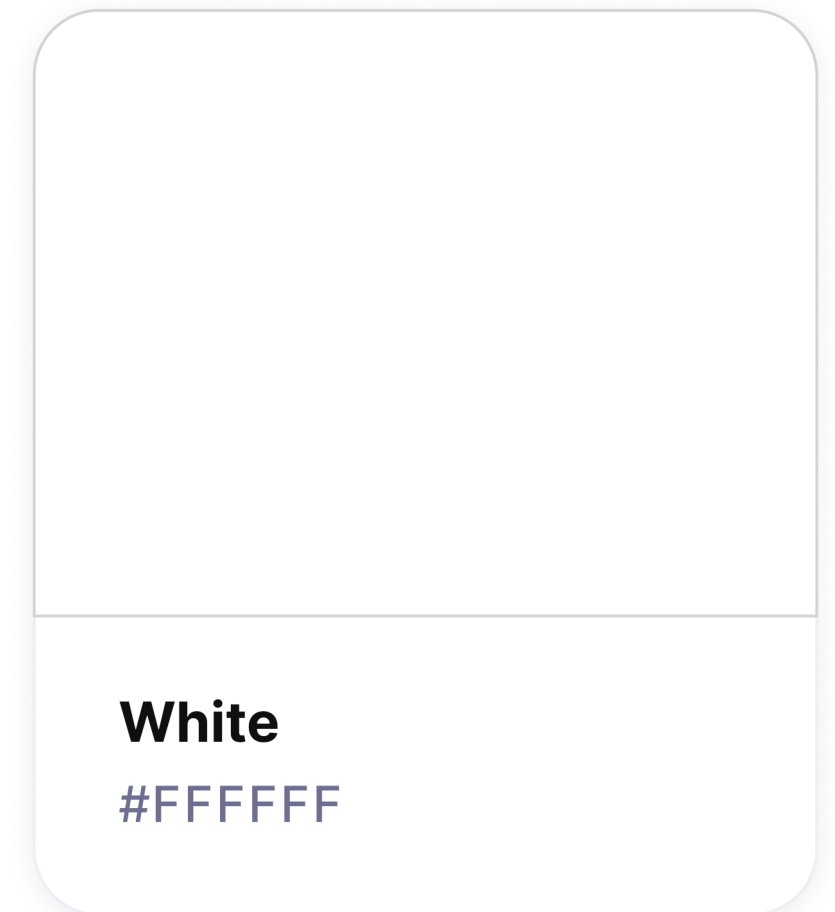
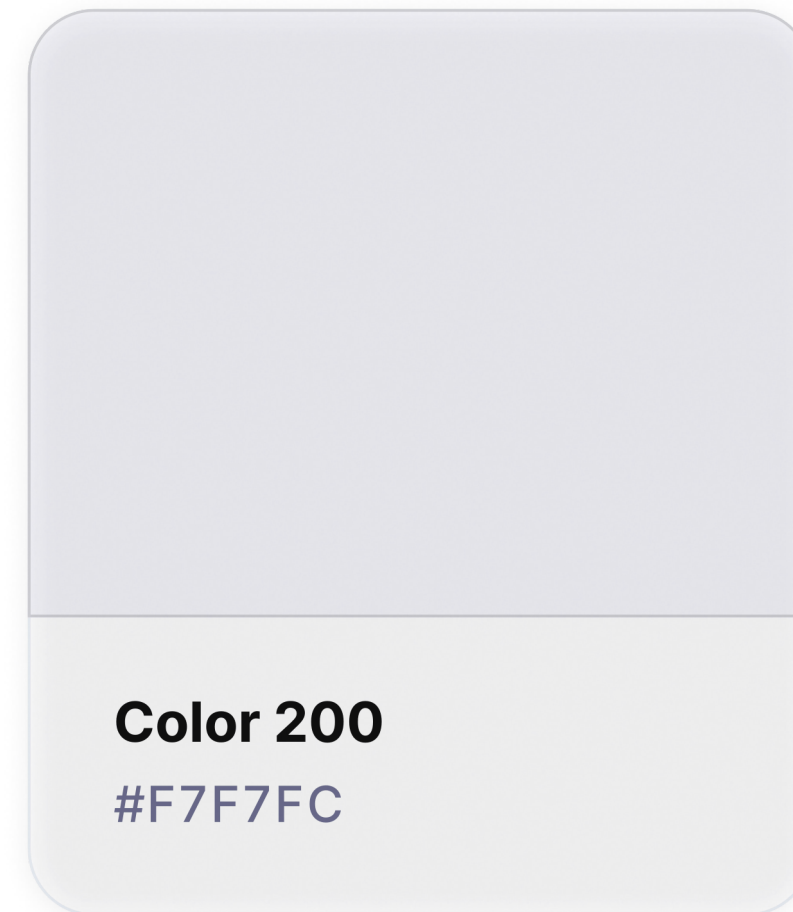
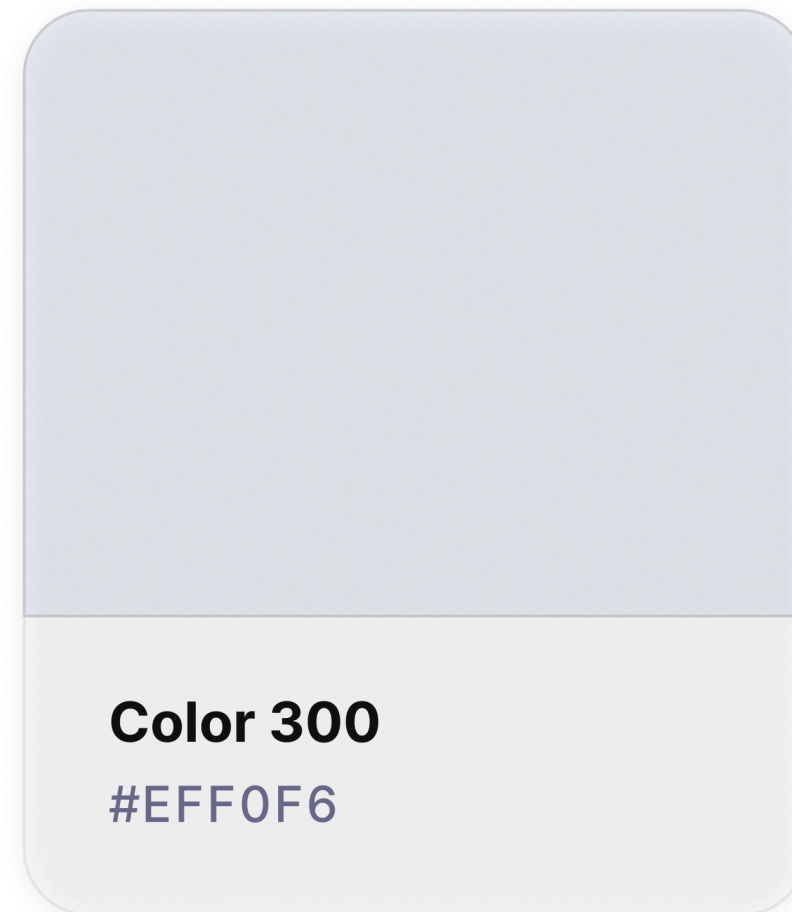
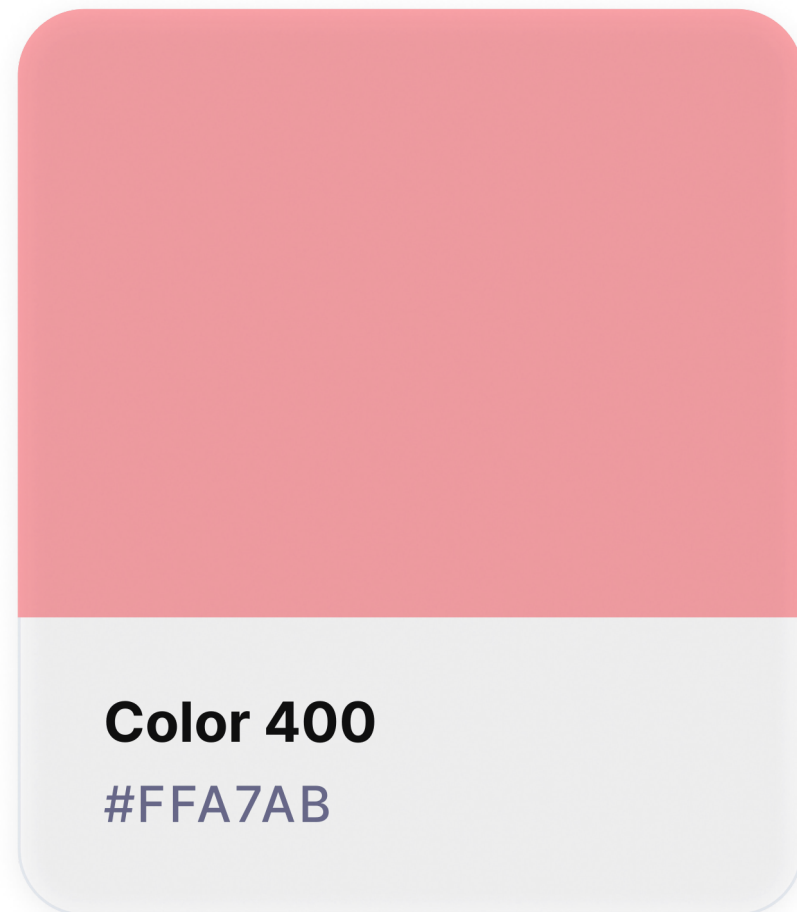
Primary Colors



Secondary Colors



Neutral Colors



Typography 1

The Typography section of a brand book outlines the fonts and typography that are associated with the brand.

Oswald ExtraLight

Oswald Light

Oswald Regular

Oswald Medium

Oswald Bold

Oswald

AaBbCcDd

AaBbCcDd

AaBbCcDd

AaBbCcDd

AaBbCcDd

Typography 2

Inter ExtraLight

Inter Light

Inter Regular

Inter Medium

Inter Semibold

Inter Bold

Inter Extrabold

Inter Black

Inter

The Typography section of a brand book outlines the fonts and typography that are associated with the brand.

AaBbCcDd

AaBbCcDd

AaBbCcDd

AaBbCcDd

AaBbCcDd

AaBbCcDd

AaBbCcDd

AaBbCcDd

LOGO APPLICATION

THE RULES ON PROPER POSITIONING

Our presentations are often the first interaction enterprise brands have with Ritual Ads. Whether we are pitching a high-fidelity AI pilot or breaking down our SaaS governance, our decks must reflect the same premium quality as our video output. When applying the Ritual Ads logo in presentations, prioritize clean negative space, strict alignment, and minimalism. Let the strategic messaging and visual content take center stage, using the logo as a quiet anchor of trust and authority.

