Rhinoceros®

ROBERT MCNEEL & ASSOCIATES

Design System Brand Book

The foundations, components, and brand assets that shape Rhino & the Studio Series. Tools to shape ideas — for designers, architects, and fabricators.

v1.0 June 2026 Lato · Roboto · Roboto Mono #BB0000

What’s inside

Eight sections, front to back — foundations through finished surfaces.

01 **Foundations** Color · Type · Spacing · Radius · Elevation

02 **Brand** The Rhino mark · Studio Series lockups

03 **Components** Buttons · Forms · Cards · Feedback · Tabs

04 **UI Kit** rhino3d.com marketing homepage

05 **Template** Lesson deck — Studio Series

06 **Guidance** Voice & usage

FOUNDATIONS

Color

A mostly-neutral system anchored on the logo gradient, with Rhino red used sparingly — like the eye in the mark.

Brand anchors

Charcoal
#2C2926

Slate
#51525B

Off-white
#E9EBEF

Rhino Red
#BB0000

Neutral ramp



Rhino red & functional

800 · #7A0000

700 · #970000

600 · #BB0000

500 · #D11A1A

100 · #F6E2E2

Success
#2E7D4F

Warning
#B9791A

Info
#2F63A3

Meta
#888888

FOUNDATIONS

Typography

Lato for headings & titles, Roboto for body, Roboto Mono for the technical register — command line, coordinates, Grasshopper.

Families

Lato · headings & titles — Black 900 / Bold 700

Model. Present. Realize.

Roboto · body & UI — Regular 400 / Medium 500

Precise NURBS modeling for designers and engineers.

Roboto Mono · technical — command line · coordinates

```
_Curve  Pt(120.5, 0, 48.0)
```

Scale

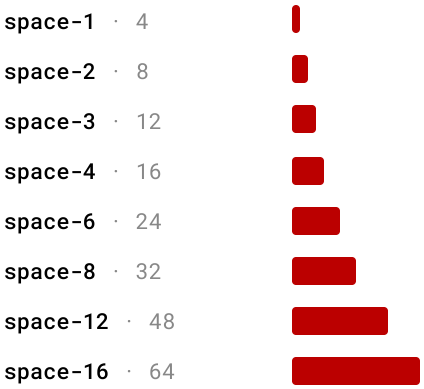
display · 76	**Rhino**
h1 · 48 Black	**Model anything**
h2 · 30 Bold	**Season Assignment**
h3 · 24 Bold	**Floor Plan**
body · 16 Reg	Roboto sets the body text — an even color and comfortable rhythm.
caption · 14	Meta, captions, and secondary labels.

FOUNDATIONS

Spacing, radius & elevation

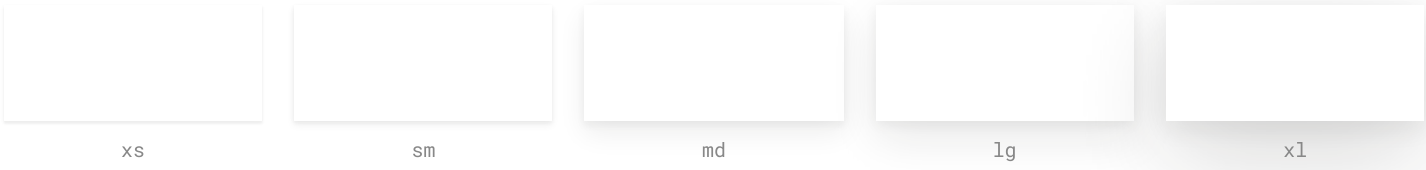
A strict 4px grid; small, precise radii; neutral low-contrast shadows — a builder's-tool feel.

Spacing · 4px grid



Radius

Elevation



BRAND

The Rhino mark

The corporate rhino head carries a single red eye with a thin outline. Solid charcoal on light fields; white on dark. The 3D head is reserved for app icons and rich surfaces.

Corporate mark



Rhino-Mark-Light



Rhino-Mark-Dark

3D head



Rhino-Head-3D · on light



Rhino-Head-3D · on dark

BRAND

Studio Series lockups

“Rhino” in black, “Studio Series” in red on light; white & gray on dark. Use each on the field it was drawn for.

Logomark



primary · on light



alternate · on dark

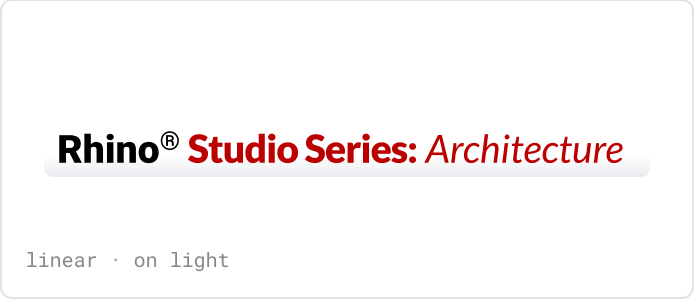
Square & linear



square · on light



square · on dark



linear · on light



linear · on dark

COMPONENTS

Components

Reusable React primitives, styled with the tokens. Rendered live from the compiled library.

BUTTONS

Download Rhino | Learn more | Docs | Delete | Disabled

FORMS

Project name

Pavilion-A

Discipline

Architecture

Snap to grid

Dark viewport

BADGES, TAGS & TABS

New | Licensed | Beta | Rhino 9 | A-WALL | A-GLAZ ×

Model | Layout | Render

CARDS & CALLOUTS

EP03 — Floor Plan

The horizontal section cut, 4'-0" above the floor.

Rhino workflow

Draw walls with thickness; trim intersections; toggle furniture before print.

UI KIT

rhino3d.com

A marketing homepage composed entirely from the design-system components and tokens — shown here at desktop width.

Rhinoceros® Buy Download Gallery Features Learn Community Support Sign in Download

design, model, present, analyze, realize…

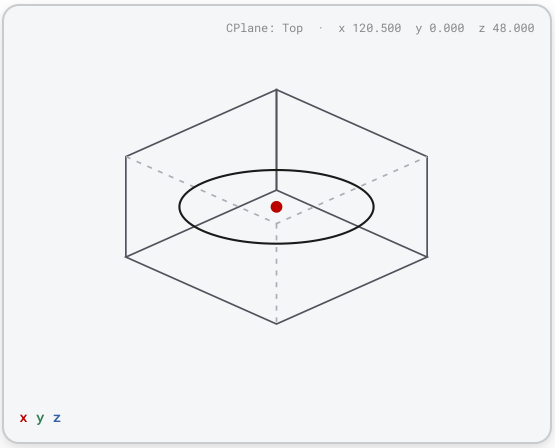
// WHAT'S NEW · RHINO 9

Model anything you can imagine.

Rhino is the world's most versatile NURBS modeler — for designers, architects, engineers, and fabricators. Uninhibited free-form 3D, with the precision your craft demands.

Download Rhino 9 Buy — $995 →

Full evaluation, free for 90 days · Windows & Mac · no maintenance fees



CAPABILITIES

One tool, the whole workflow.

Design Model Present Analyze Realize

SubD

Sculpt smooth, organic shapes that stay editable, then convert to precise NURBS.

Constraints New

Drive 2D sketches with dimensional and geometric constraints that hold as you iterate.

Grasshopper

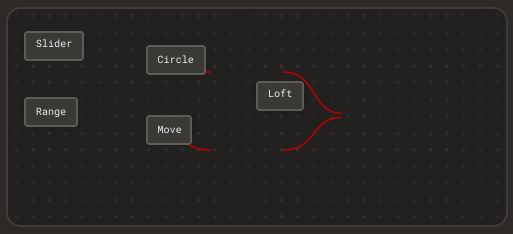
Rhino's visual programming canvas for generative, parametric, and algorithmic form.

GRASSHOPPER

Design with algorithms — no code required.

Grasshopper is Rhino's visual programming environment. Build generative form, automate the repetitive, and explore thousands of variations by wiring components together.

Explore Grasshopper →



Accessible

A short learning curve and a deep, friendly community.

Fast

Runs on ordinary hardware. No special graphics card required.

Affordable

Pay once. No subscription, no maintenance fees, ever.

Cross-platform

One license for both Windows and macOS.

> *I've used Rhino for twenty years. It's the backbone of my studio — precise enough for fabrication, free enough to think out loud in.*

Jordi Vives · Industrial designer, Barcelona

Try Rhino 9 free for 90 days.

The full version — every feature, no watermarks.

Download for Windows

Download for Mac

Tools to shape ideas — for designers, architects, and fabricators.

PRODUCT

Features
New in Rhino 9
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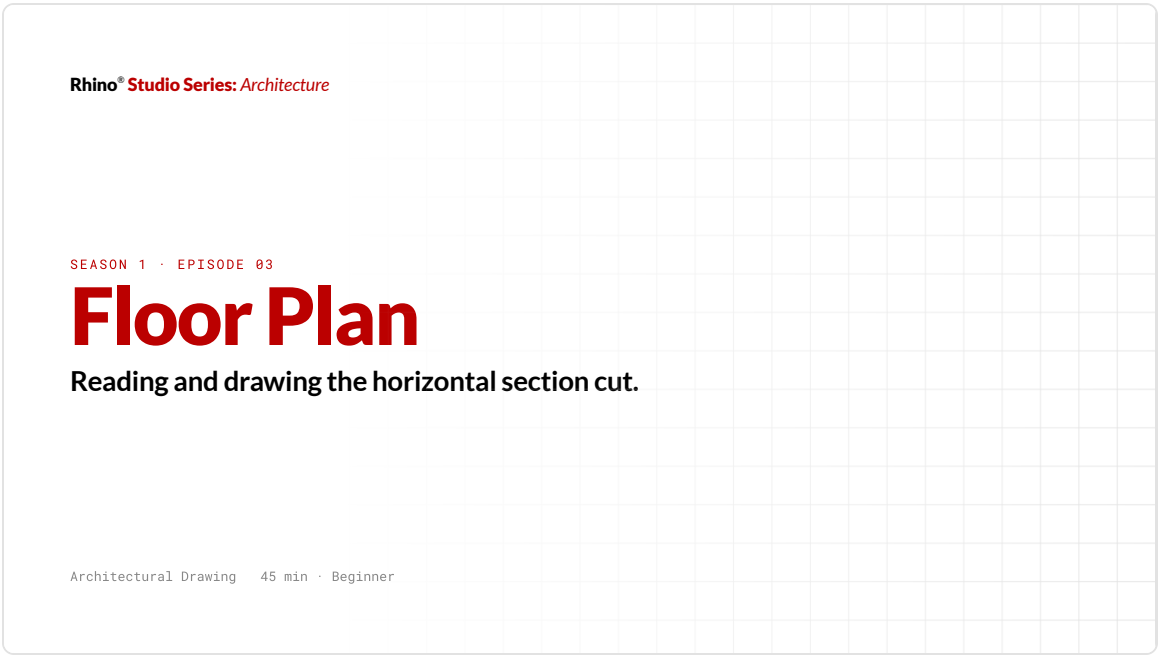
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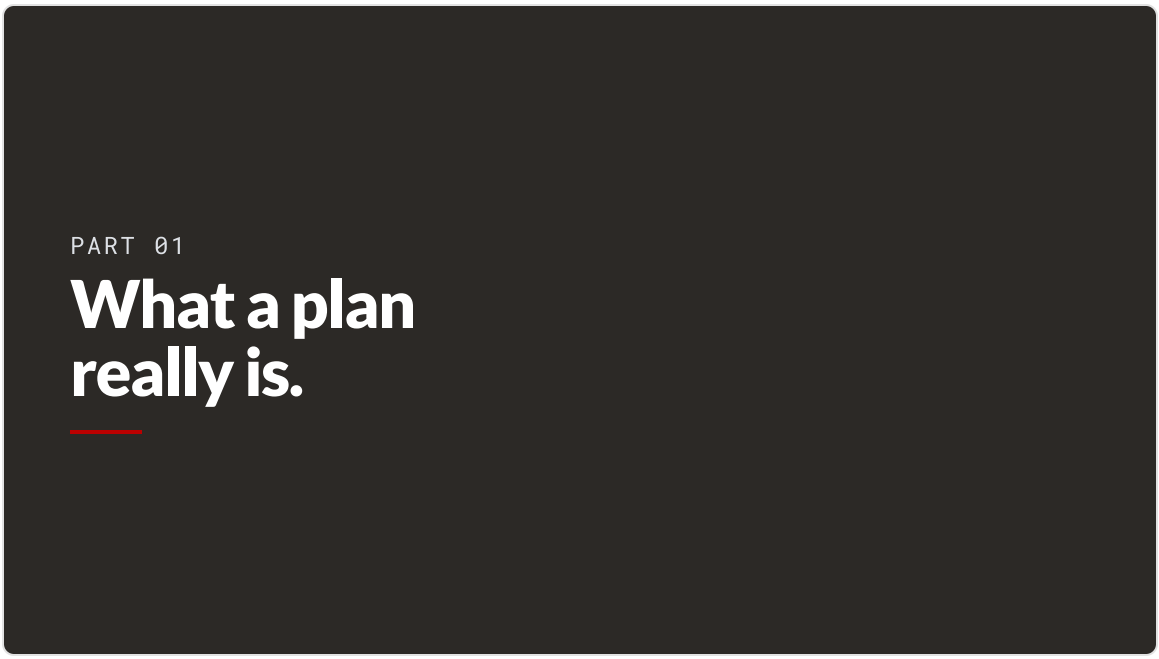
TEMPLATE

Lesson deck

A branded 16:9 teaching deck — title, section, content, spec, quote, close.



01 · Title



02 · Section divider

The section cut

Architecture discipline

A floor plan is a horizontal section taken **4'-0" (1.2 m)** above the floor. Everything the cut passes through reads as solid; everything below it reads as edge.

RHINO WORKFLOW

Draw walls with thickness. Trim the intersections. Toggle the furniture layer off before you print.

03 · Content

Layers & print widths

ELEMENT	LAYER	PRINT WIDTH
Wall (cut)	A-WALL	0.50 mm
Glazing	A-GLAZ	0.25 mm
Dimensions	ANNO-DIMS	0.13 mm

04 · Spec table

“

Line weight is how a drawing speaks. The cut is loud; everything else whispers.

Studio note · on hierarchy in plan

05 · Quote

UP NEXT

EP04 — Section & Elevation

rhino3d.com/studio-series

06 · Closing

GUIDANCE

Voice & usage

Warm, precise, generous, confident. We remove barriers and let the work speak — why before how.

Voice

Speak to the reader as **“you”**; speak as **“we”** for McNeel. Plain, active, declarative sentences. Aspirational but accessible to beginners — we respect the reader’s intelligence and aim to turn users into teachers.

Good: “Model anything you can imagine.” · “Design with algorithms — no code required.” · “Pay once. No subscription, no maintenance fees, ever.”

Avoid: hype adjectives (“revolutionary”), funnel language (“unlock”, “supercharge”), exclamation marks, and emoji.

Mechanics

Sentence case for headings and UI. Always **“Rhino”** — never “WIP” or “Beta”. **“3D”** is capitalized, not hyphenated; **“Rhino 3D”** has a space. Numbers, coordinates, units, layer names and commands are set in mono.

Visual rules

Rhino red is the accent — used sparingly, like the eye. Precise 1px linework, generous whitespace, small radii. Calm 120–200ms motion, no bounce. A 3px soft-red focus ring. Flat white or solid charcoal fields; the recurring texture is a precise construction grid. No washy gradients, no decorative blur.

The lockup

Rhino® Studio Series: *Architecture*

“Rhino” Lato Black #000 · “Studio Series:” Lato Black #BB0000 · the discipline in Lato Regular Italic #BB0000.