



Brand Style Guide

PEOPLE

FNST

QLTY

COAST

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40+



01. Logo

Relmagine GRP Brand Style Guide



Relmagine GRP

Brand Style Guide

Logo

Primary - Stacked - 1 Color



Secondary- Stacked - Grayscale





Relmagine GRP

Brand Style Guide

Logo

Primary - Icon - 1 Color



Secondary - Wordmark



Secondary - Icon - Grayscale





02. Color

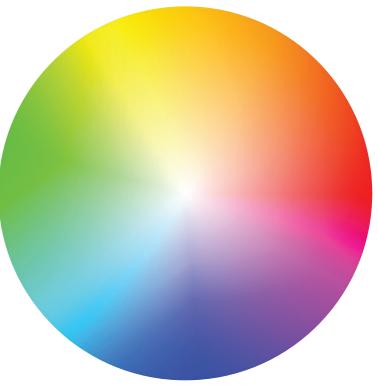
Relmagine GRP

Brand Style Guide

Color



Accent



Accent Color can be influenced by the context it is being used in.





03. Typography



Brand Style Guide

Typography

Header 1

Oakes Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwzyz 0123456789

Body

Basier Circle Reg

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwzyz 0123456789 Header 2

IvyPresto

Adobe Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwzyz 0123456789

Lock Up

DM Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwzyz 0123456789 Accent

Quentin Script

ABCDETGHTJKIMNEPARSTWWXYZ
abcdefghijklmnopgrsturwzyz

0123456789



Body

Our goal is Valking

Accent



Through highly creative and effective promotional products backed by unparalleled service.



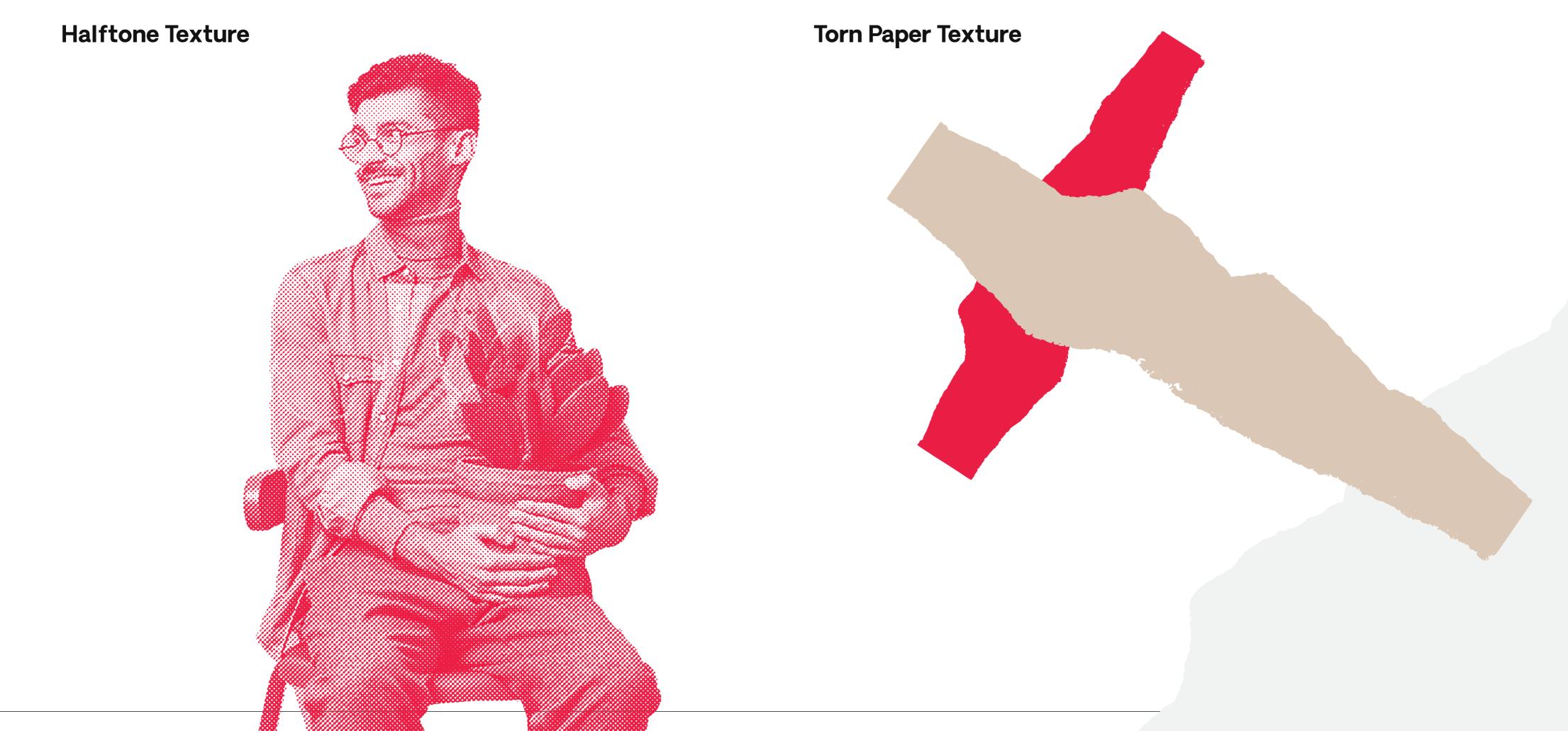


Relmagine GRP

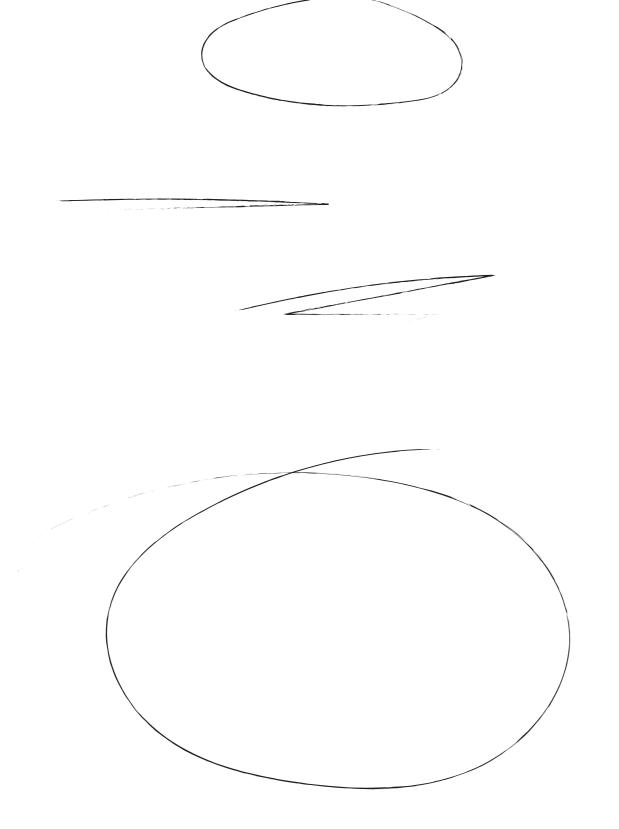
O4. Texture& DesignElements



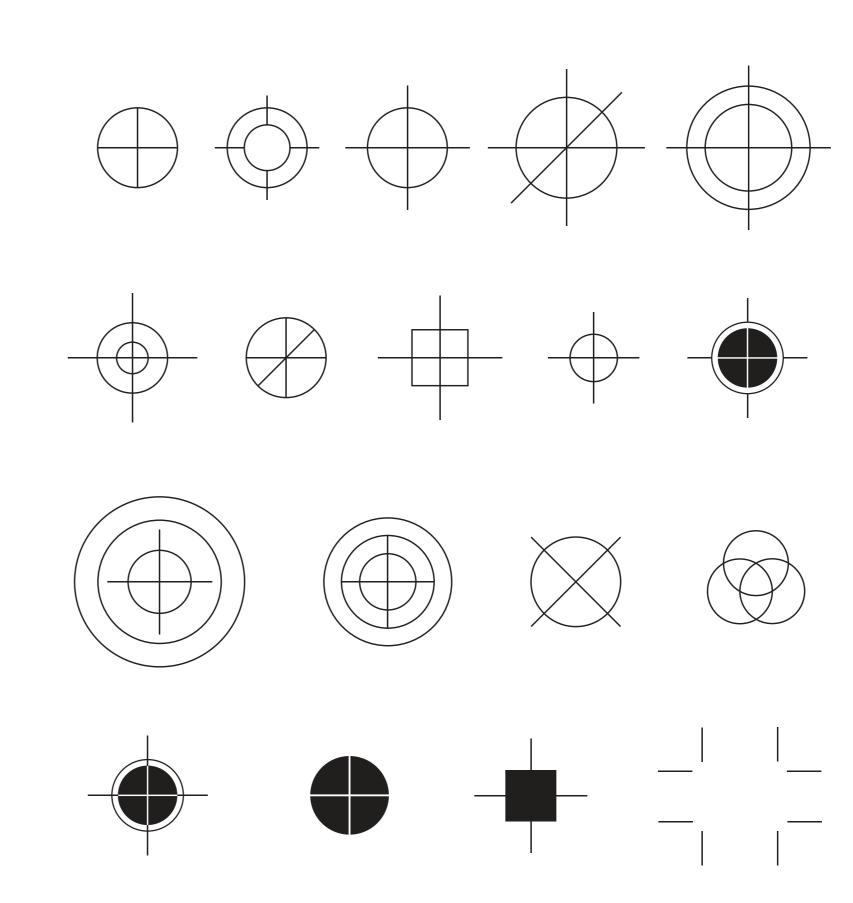




Digital Scribbles



Printer's Marks





Texture & Design Elements



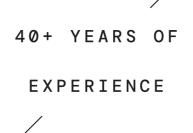
Text Lockups

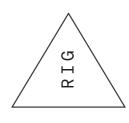
Relmagine GRP



WEST EAST

COAST COAST





PEOPLE



RE

IMAGINE

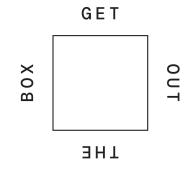




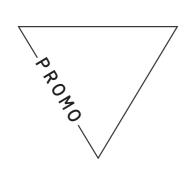




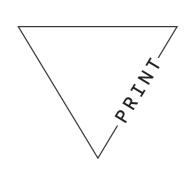




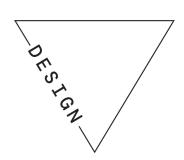












PEOPLE

FIRST

05. Photography







Process

Images that capture exciting moments within the process; showing behind the scenes care, consideration, intention, creativity and the hard work that goes into making each product.

This is all about inviting the customer into your journey and including them in it.

Images should be:

- Candid (not posed)
- Utilize interesting angles
- Well lit
- Play with scale (Macro, Micro)
- Use shallow depth of field











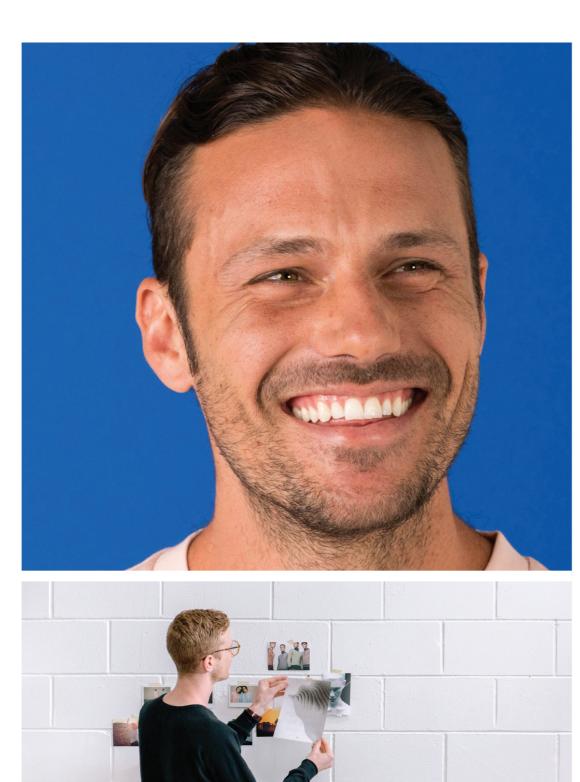


People

Images that showcase the personality of the team; highlighting the team strengths such as friendliness, creativity, fun, care and connection.

Images should be:

- Emotionally connective
- Uplifting & positive
- Natural feeling
- Well lit
- Warm











Products

Images that display the products you create; capturing the complexity, creativity and quality of the products being created for clients.

Images should be:

- Well lit (studio setup)
- Creatively arranged
- Bright
- Cheerful
- Aspirational













06. Application

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Brand Style Guide











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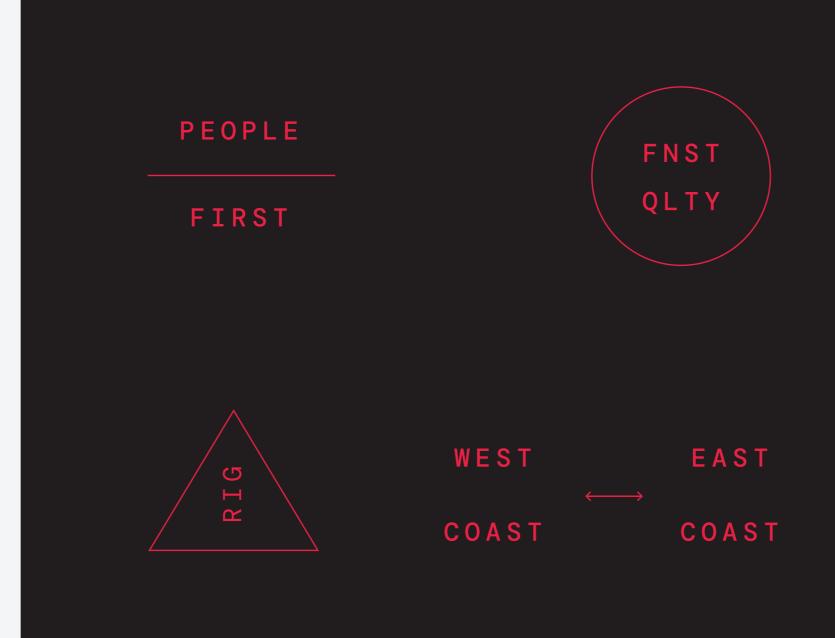


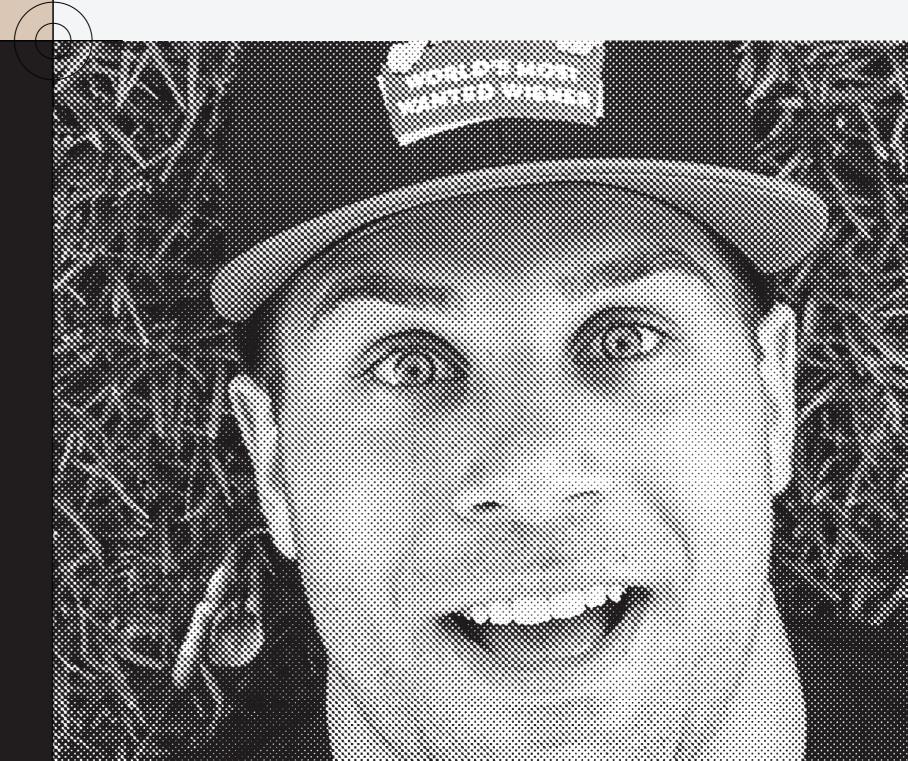


Service at every Step

Highly creative, 100% customised promotional apparel, products, printing, warehousing and distribution to make your brand shine like a star in the night sky.

Customised
Print Solutions

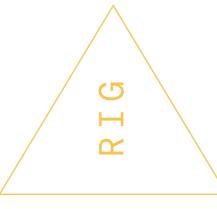


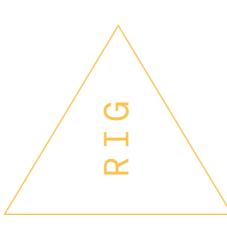


Relmagine

Customised ** SOUTIONS**

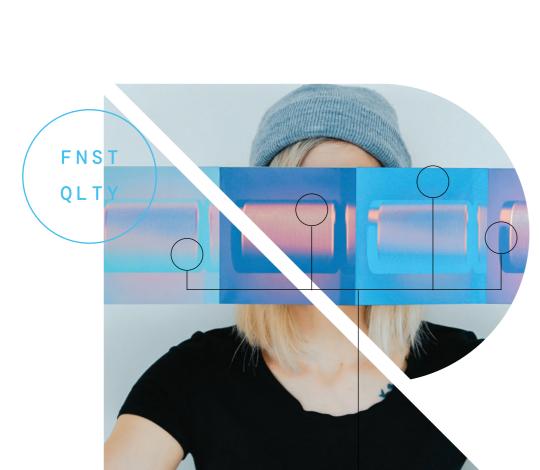
Through highly creative and effective promotional products backed by unparalleled service.





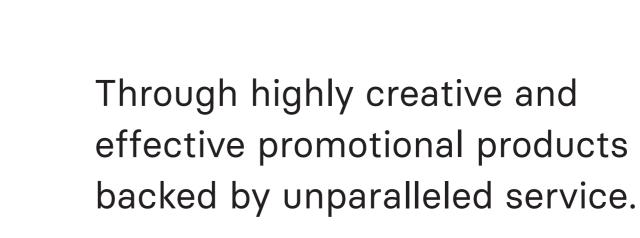


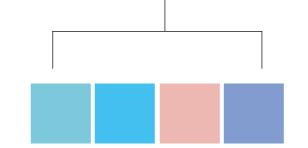
*example of color being influenced by the imagery.











*example of color being influenced by the imagery.

Personalized Service at

every Step*

Using the Color Eye Drop tool, you can select different colors from imagery to influence the overall color of the layout.





The RIG Logo can also be used as a clipping mask window for additional visual interest. Each letter can hold a different image or the logo can house a single image as seen to the right.





07. Resources

CONTACT

For questions or approvals of logo and brand creative applications, contact:

ArtCenter@ReImagineGRP.com

For access to logos and other assets, please visit the Fam site.

www.imaginationfam.com/Brand

Asset Direct Links: BRAND OVERVIEW

<u>LOGOS</u>

FONTS

STATIONARY



Thank You.

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