

brand guidelines

the new brandbook for Repli5



about **this brand**

This identity guideline is a tool designed to project the image, values, and aspirations behind the brand.

It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation. Every participating institution is responsible for representing or coordinating the use of the brand along with an individual institution's brand.



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the logo design

01

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logo and usage

The Repli5 logo combines two elements: the Repli5 logotype and the icon as a graphical element. These elements should never be changed. Position, size, and colour, along with the spatial and proportional relationships of the Repli5 logo elements, are predetermined and should not be altered.

Used consistently, they will reinforce public awareness of the company.

The Main logo

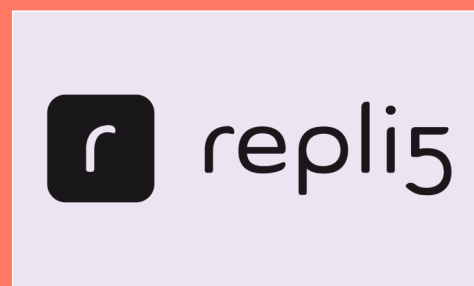
Logotype

Icon



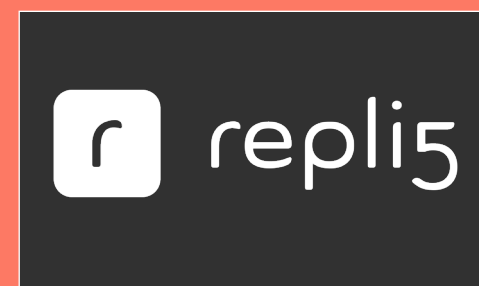
The logo is presented through the use of colours, shapes and typography. The coral colour which is warm, dynamic, and invigorating, blends the femininity of pink with the optimism and energy of orange.

Dark version



A variant of use when the background is light colored.

Light version



A variant of use when the background is dark colored.



repli5

Main Logo, **logotype and icon**

The Main Logo should be used confidently and sparingly i.e. use it once per document, rather than on every page of the document.

The Icon should be used when you need an alternate shape logo e.g. your website on mobile devices, browser icon or social media profile picture.

The Logotype, again, should only be used sparingly and when an alternate shape is needed. It can also be used in replace of the Main Logo if all elements are not needed.

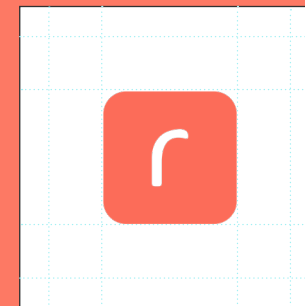
logo construction + **clear space**

The Repli5 logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the height of the logo type. It never should be less than that. The logo must always fit into the clear space area and can not be intervened by other graphical elements which could hinder legibility of the brand.

FULL LOGO AND LOGO



Whenever you use the logo, it should be surrounded with clear space to ensure its visibility.



If you use the logo icon as a single object, it also needs clear space all around.

MINIMUM LOGO SIZES

There are no predetermined sizes for the Repli5 logo. Scale and proportion should be determined by the available space, function and visibility. In print the minimum size is 34 mm width, for the symbol it is 10 mm width.

THE LOGO



34

ICON



10

For digital uses the minimum size for the standard logo is 120 px.

LOGO: INCORRECT USE

Please note: The logo cannot be changed! Although creativity is appreciated please do not alter the logo in anyway to avoid deviating from the brand identity!

Don't rotate the logo

Don't use different colours

Don't add a drop shadow

Don't outline the logo

Don't rearrange elements

Don't add gradients

Don't stretch the logo

Don't use it over an image unless very simplistic

the typography

1. typeface / 2. hierarchy

02

Typeface

Open Sans

DESIGNER: STEVE MATTESON

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

This font should be used in all Repli5 communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

Open Sans Bold

THE QUICK BROWN FOX

JUMPS OVER THE LAZY

the quick brown fox

jumps over the lazy dog

1234567890

Regular	Italic	Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Heading 1: Open Sans 48 pt light

Repli5

Heading 1: Open Sans 48 pt bold

Repli5

Heading 2: Open Sans 30 pt Regular

Repli5

Repli5

Heading 3: Open Sans 14 pt regular

REPLI5

REPLI5

typography and hierarchy

Size is the simplest way to create contrast between different typographic elements in your design. With three levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Use the variation of weights (i.e. semi bold, italics etc) to your advantage but remember to be consistent!

the colour palette

03

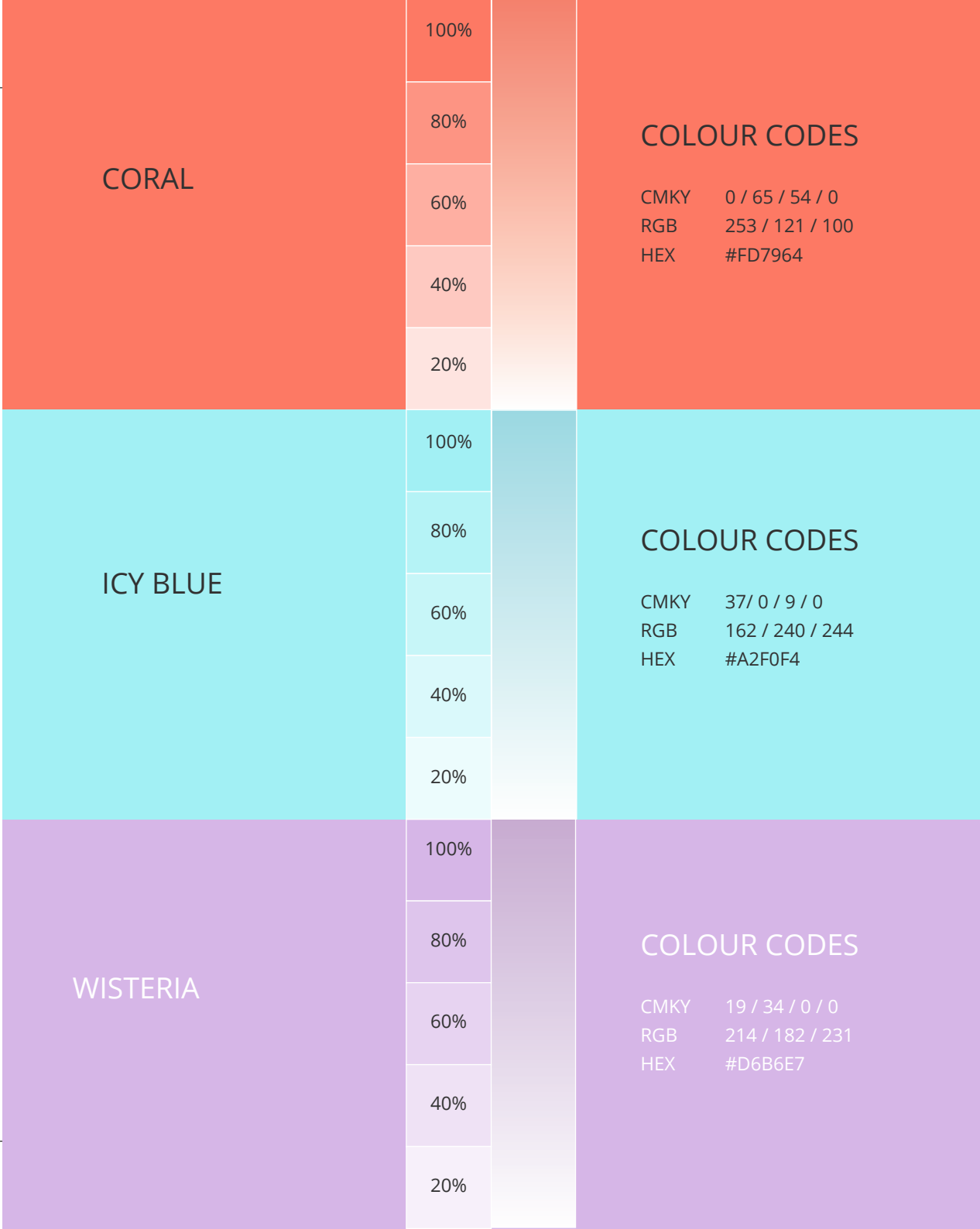
1. the colour palette

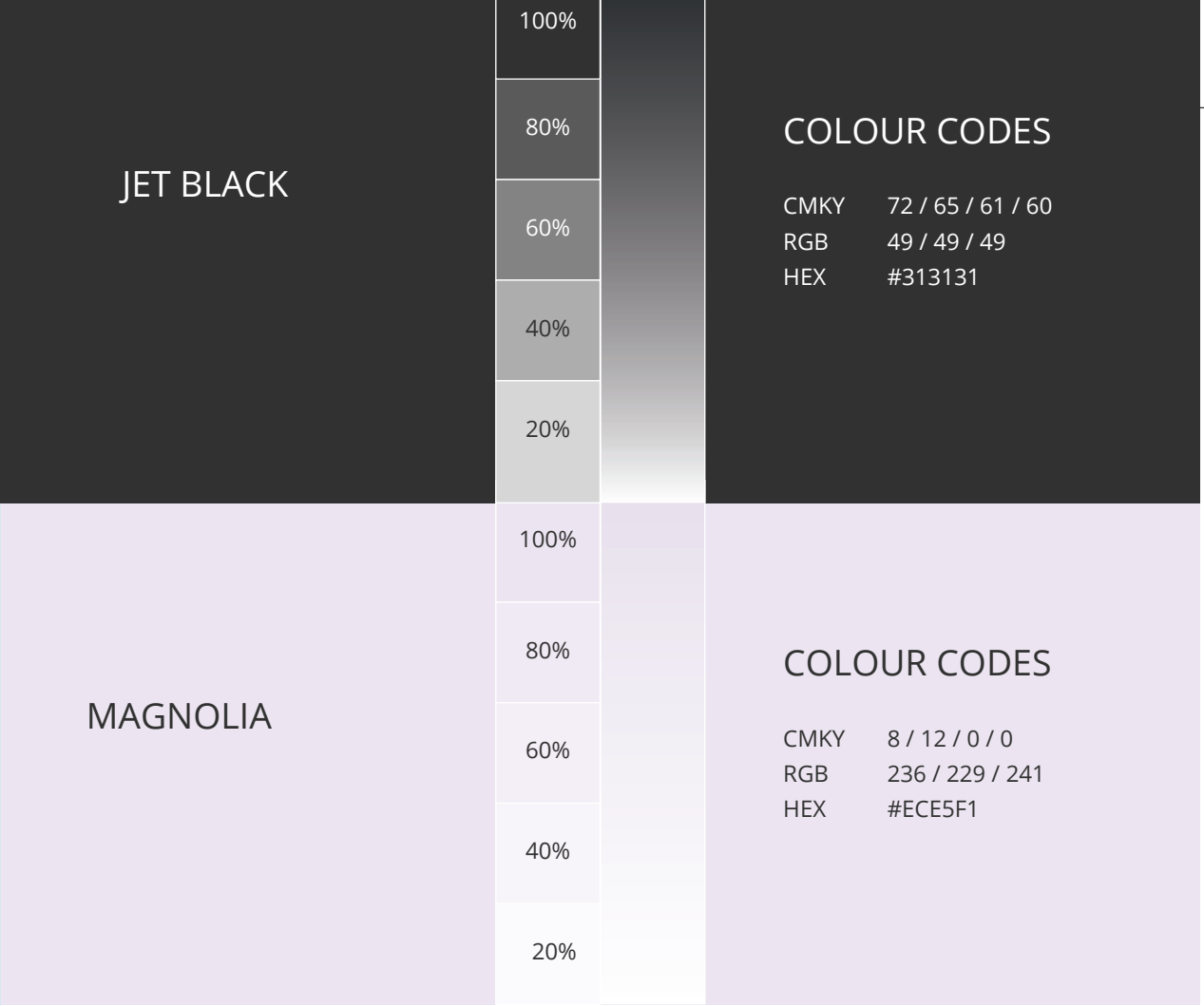
the logo colour palette

USE OF COLOUR FOR THE PRINTED & DIGITAL LOGO.

The following palette has been selected for use in Repli5 communications. Lighter tints of these colours are also allowed, but the Logotype may only be used with a 100% tint.

A comprehensive colour palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.





Use

Coral should be used for headings, backgrounds and highlights. This is your primary colour.

Jet Black should be used for headings and text and icons. This colour works well with all colours due the high contrast.

Icy Blue and **Wisteria** are highlight colours to be used sparingly but they work well to add dimension and colour to your brand.

Magnolia should be used for backgrounds and headings on a dark background.

Carefully consider the contrast between your text and background colour.

the checklist

Best to have a checklist. Then you know you've done everything perfectly!



01 THE LOGO

Only use approved versions of the logo. Please check that you have respected the minimum size and exclusion zone requirements.



02 COLOUR

Please make sure that only your approved colours are used.



03 TYPOGRAPHY

Use the font Open Sans Bold for all type. Use the weights correctly to distinguish between headings, subheadings and body text i.e. bold, regular, italic.

Thank you!

help or feedback?

*to provide feedback, share information or seek answers
to questions you may have about this brand, please
contact:*

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