



RETENTION
EXPRESS

Version 1

BRAND GUIDELINES

2021

WWW.RETENTIONEXPRESS.COM

BRAND IDENTITY CONCEPT

ABOUT RETENTION EXPRESS

RETENTION EXPRESS partners with membership based businesses to help them solve their ongoing churn issues that are typically magnified through a subpar customer experience causing the loss up to tens of thousands of dollars in monthly recurring revenue.

Our digital customer experience support teams will level up their service through an omni-channel approach and communicate with customers on their own terms. This specialized focus on the **RETENTION** of customers adds back huge value to the company through revenue and customer loyalty.

WHAT IS BRAND IDENTITY

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

WHAT'S INSIDE

The standards, guidelines, and references within this document are grounded in the research, experimentation, and brand executions that have preceded our brand look and feel.

INTENT OF THIS GUIDE

This style guide is a reference for our internal design team, vendors, and others who are authorized to work with the RETENTION EXPRESS brand.

Our intent with this guide is not to restrict creativity and innovation far from it. We believe in the creative spirit and innovation is one of our core values.

Introduction 2

Brand Identity Concept	2
What's Inside.	3

Logo 4

Brand Logo	4
Logo Meaning	5
Primary Lookup	6
Alternative Lookup	6
Icon-Only Lookup	7
On Colored Background	8
Logo Clearspace	10
Logo Usage	11
Logo Assembly	12
Inappropriate logo Usage	13

Color 14

Primary Color	15
Secondary Color	16
Tertiary Color.	17
Gradient Color	18

Typography 19

Corporate Typography.	19
Logo Font	20
Primary Font.	21
Secondary Font.	22
Heading Structure.	23
Body Text	24

Contact 25

BRAND LOGO

Our logo is how our customers tell us apart from a crowded industry. It's a promise of high quality service.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

Section 1

Logo Meaning

Section 2

Primary Lookup

Section 3

Alternative Lookup

Section 4

Icon Look Up

Section 5

On colored Background

Section 6

Clearspace

Section 7

Logo Usaga

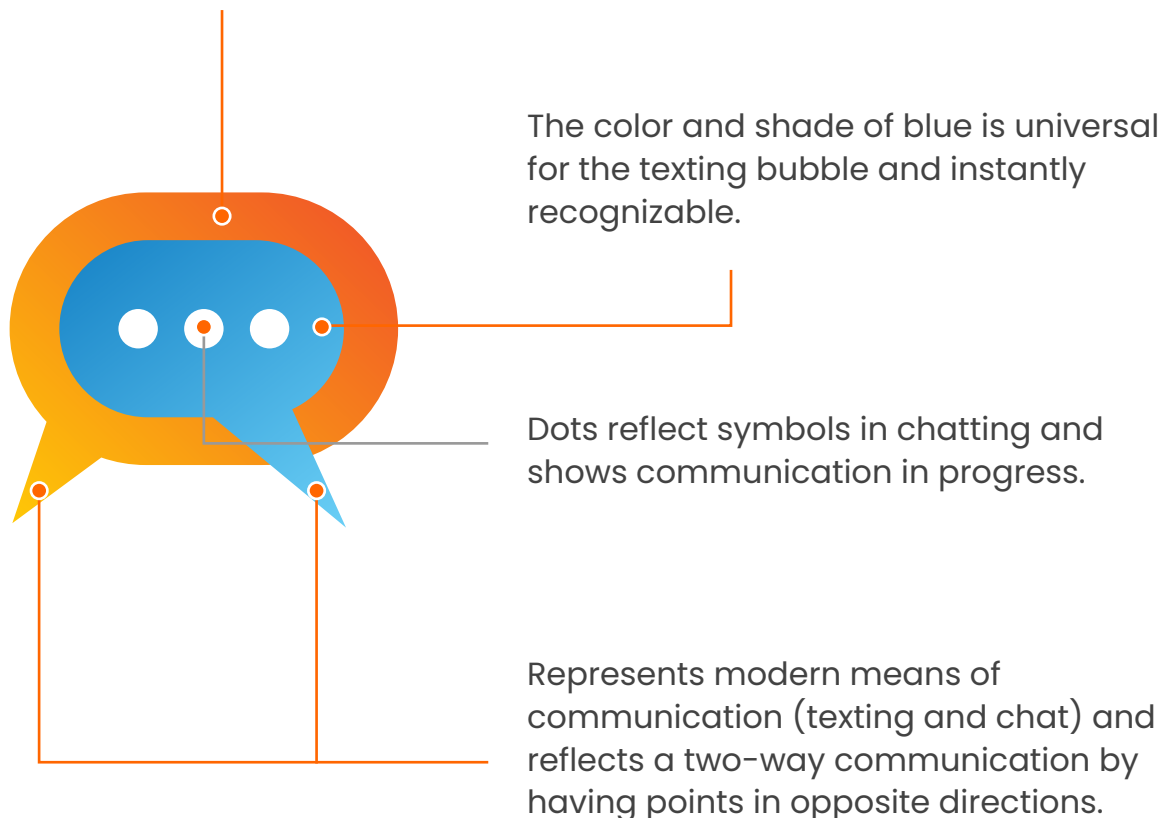
Section 8

Inappropriate logo usage

LOGO MEANING

COMMUNICATION - **com·mu·ni·ca·tion** - is simply the act of transferring information from one place, person or group to another. Every communication involves (at least) one sender, a message and a recipient.

RETENTION EXPRESS helps complete the 360 customer journey with an excellent customer experience across all communication methods used in today's modern world. Our goal to provide a delightful and sunny experience is why the outer ring is in orange with a touch of yellow.



RETENTION
E X P R E S S

RETENTION is in dominant view over Express to really highlight what we focus on. Color scheme reflects that as well.

EXPRESS – was spaced out and centered in exact positions to provide balance and symmetry to logo. The grey (and grey shading) added for a little depth.

PRIMARY LOOKUP

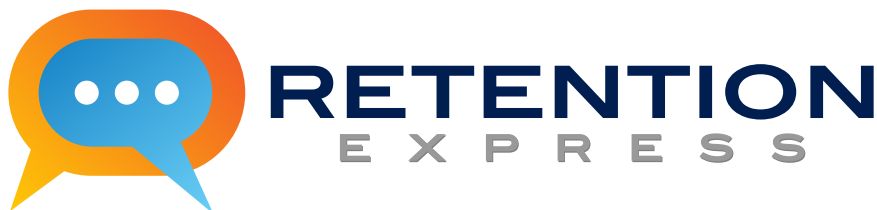
The brand logo identifies **RETENTION EXPRESS** brand as a whole. This logo is a carefully created piece of locked artwork that should not be altered in any way.



ALTERNATIVE LOOKUP

Designed specifically to be horizontally efficient, the horizontal lockup is a perfect fit for longer areas.

While we generally prefer the primary logo, there are no specific restrictions that would prevent this version from use.

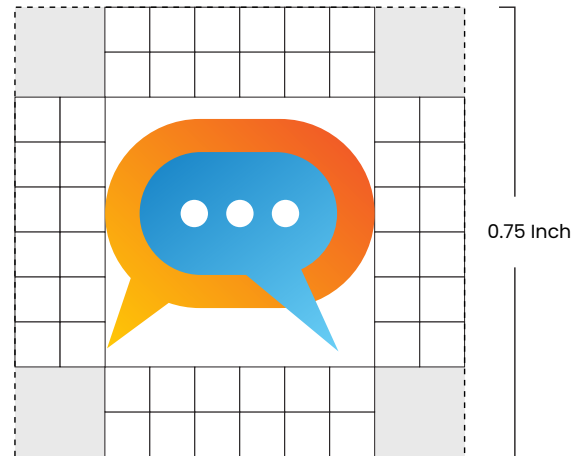


ICON-ONLY LOOKUP



When subtlety is desired, the **RETENTION EXPRESS** icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that our brand name is visible near or in relationship with the icon.



Minimum Size

At small sizes, ensure the line weight is legible and that the negative spaces do not close (1X1 from 10X10 grid). The minimum height is 0.75 Inch for print and 64px for favicon.



Special Color Usage

When the icon is used as a standalone element, it will accommodate any acceptable combination of our colors.

Stacked Logo Version

ON COLORED BACKGROUND

Each brand logo look up has several color variations for use on different background types, tones, and colors.

When in doubt, use the white legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

On Light Blue



On Dark Blue



On Orange



On Gradient Blue



On Black



On Black



Horizontal Version

Each brand logo look up has several color variations for use on different background types, tones, and colors.

When in doubt, use the white legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

On Light Blue



On Dark Blue



On Orange



On Gradient Blue



On Black



On Black



LOGO CLEARSPACE

Clearspace on stacked logo

It is essential to keep the logo clear. To regulate this; an exclusion zone has been established around it. This exclusion zone (orange dash line) indicates the closest any other graphic element can be positioned concerning the logo. Use outside dot as guidance to create 4 dot inside.



The minimum exclusion zone margin for all our company logos is 32 pixel x 32 pixel on all sides.

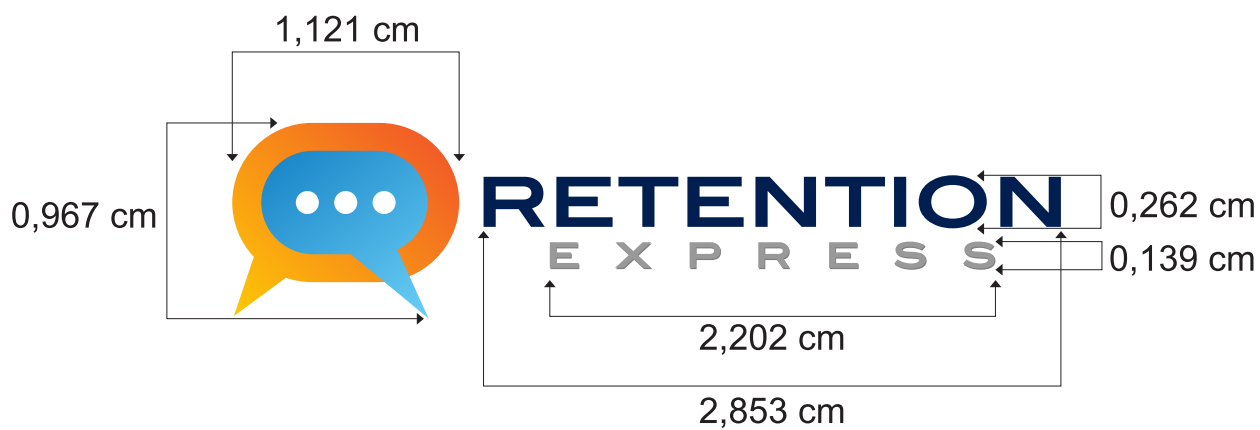
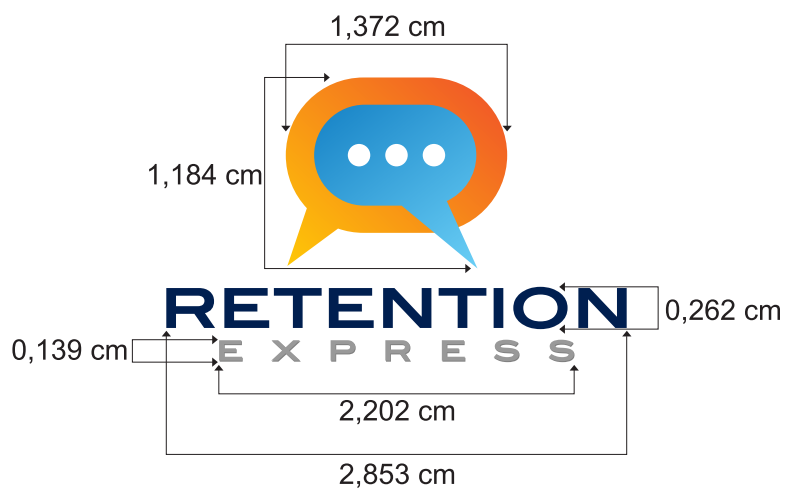
On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.

Clearspace on horizontal logo

On Horizontal layout we should use the length of logo type as guide to make a clearspace around the horizontal logo. Use outside dot as guidance to create 4 dot inside.



LOGO USAGE



LOGO ASSEMBLY

Our logos can be resized, and quickly produced across hundreds of different contexts. Having different logo variations is essential for our company, as it allows us to comfortably fit our logo into every application that we need it.



Minimum Size

Master logo are measured in pixels, use H x W : 500 x 645 pixel as standard and H X W: 180 x 234 pixels as minimum dimension.

Stacked logos must not be reproduced at a size smaller than 1 inch in height.

Minimum Size

Horizontal logo are measured in pixels, use H X W: 180 x 405 pixels as minimum dimension.

Bigger Is Better

Landscape logos must not be reproduced at a size smaller than 0.5 inches in height.



INAPPROPRIATE LOGO USAGE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. Some of the most common mistakes are shown.



Do not place icon on the right side of name.



Do not skew or scale the width or height.



Do not change ratio between logo icon and logotype.



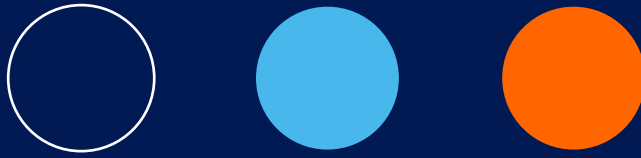
Do not alter font / logotype style.



Do not change placement between Retention and express (such as: align to the left).



Do not use unofficial color.



Color sets us
apart & helps to
invoke emotion.

Section 1

Primary Color

Section 2

Secondary Color

Section 3

Tertiary Color

Section 4

Gradient Color

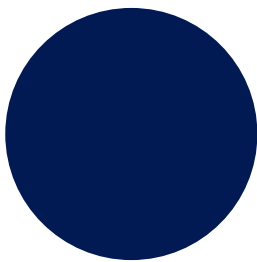
PRIMARY COLOR

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

Dark Blue



Shade



20% 40% 60%

Tint



20% 40% 80%

Digital

HEX: #021A54

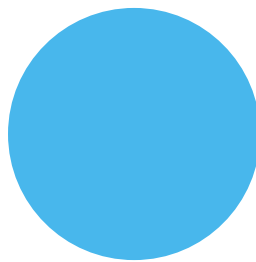
R: 222 G: 98 B: 33

Print

C: 100 M: 94 Y: 33 K: 38

PANTONE 2768 C

Light Blue



Shade



20% 40% 60%

Tint



20% 40% 80%

Digital

HEX: #48B7EC

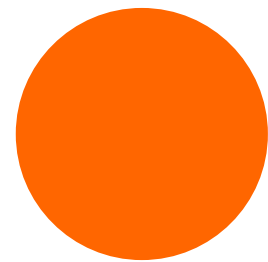
R: 72 G: 183 B: 236

Print

C: 61 M: 10 Y: 00 K: 00

PANTONE 298 C

Orange



Shade



20% 40% 60%

Tint



20% 40% 80%

Digital

HEX: #F05B2D

R: 240 G: 91 B: 45

Print

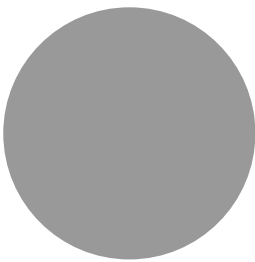
C: 00 M: 80 Y: 92 K: 00

PANTONE 165 C

SECONDARY COLOR

A secondary color provides optional color when the primary color does not work in implementation.

Gray



Shade



20% 40% 60%

Tint



20% 40% 80%

Digital

HEX: #999999

R: 153 G: 153 B: 153

Print

C: 43 M: 35 Y: 35 K: 01

Pantone Cool Gray 7C

Light Gray



Shade



20% 40% 60%

Tint



20% 40% 80%

Digital

HEX: #E3E3E3

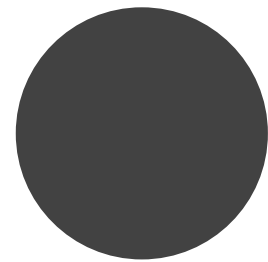
R: 227 G: 227 B: 227

Print

C: 10 M: 7 Y: 07 K: 00

Pantone 663 C

Rich Black



Shade



20% 40% 60%

Tint



20% 40% 80%

Digital

HEX: #424242

R: 66 G: 66 B: 66

Print

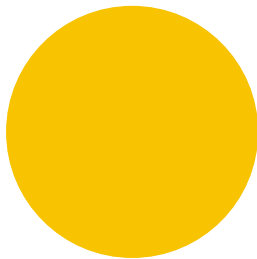
C: 67 M: 60 Y: 59 K: 45

Pantone 446 C

TERTIARY COLOR

Tertiary color provides more ways to accent. This color should be applied in rare situation or special case for call to action.

Yellow 1



Shade



20% 40% 60%

Tint



20% 40% 80%

Digital

HEX: #F8C300

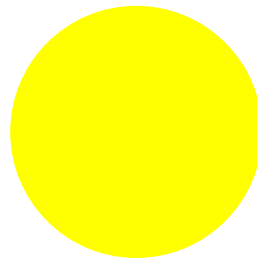
R: 248 G: 195 B: 00

Print

C: 43 M: 23 Y: 100 K: 00

Pantone 7406 C

Yellow 2



Shade



20% 40% 60%

Tint



20% 40% 80%

Digital

HEX: #FFFF00

R: 255 G: 255 B: 00

Print

C: 06 M: 00 Y: 97 K: 00

Pantone 803 C

GRADIENT COLOR

Gradient color mostly used for background.

Blue Gradient



Hex Code: #00599E

Hex Code: #48B7EC

Brighter



Hex Code: #38B7EC



Orange Gradient



Hex Code: #FF6600

Hex Code: #F8C300



Yellow Gradient



Hex Code: #F8C300

Hex Code: #FFFF00



Gray Gradient



Hex Code: #999999

Hex Code: #E3E3E3



CORPORATE TYPOGRAPHY

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

We are
obsessed with
the contrast of
typography.

Section 1

Primary Font

Section 2

Highlighted Text

Section 3

Heading Structure

Section 4

Body Text

LOGO FONT

RETENTION
EXPRESS

Font Name:

BLAIR ITC

Bold

RETENTION

Medium

EXPRESS

PRIMARY FONT

Aa

Poppins

About:

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

Used:

- Mostly used for text
- Used for heading, body, and highlighted text

Weight:

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()**

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()*

SECONDARY FONT

Aa

Lato

About:

Lato is google font, easy to find in any platform as available default font.

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

Used:

• Optional

Weight:

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

HEADING STRUCTURE

The heading structure on this page is in direct reference to our digital design.

This is the basic breakdown of standard heading sizes, and their relationship to body copy.

We are not restrict on heading color, it may vary depend on the context and needed. For standard used, we mostly use black #000000.

Heading 1

Used:
Heading & title

Specific:
Poppins Bold to Black
Weight: 80-120 pt

Heading 2

Used:
Heading & title

Specific:
Poppins Bold
Weight: 48-72 pt

Heading 3

Used:
Heading & title

Specific:
Poppins Bold
Weight: 36-42 pt

HIGHLIGHTED TEXT

Used:
Highlighted text

Specific:
Oswald Bold
Weight: 22-26 pt

BODY TEXT

The root body text size, line width, line height, and tracking are set to enhance visibility and legibility on all screens.

Paragraph 1:

Poppins Regular
W: 28–32 pt; L: 36 pt

Certain typographic situations specific to digital type like block quotes and text links are also outlined on this page.

Strong or Bold:

Poppins Bold to Black

*The paragraph structure on this page is in direct reference to our current **digital design**. This is the basic breakdown of standard paragraph sizes.*

Paragraph 2:

Poppins Regular
W: 22–28pt; L: 26pt

Obviously, exceptions exist, especially between different page templates. Also, the h-level of each heading and paragraph should be set in accordance with search-engine and development best practices.

Quotes:

Poppins Light Italic
W: 32pt; L: 56pt

When constructing layouts, these hierarchys will help you build dynamic, interesting, and onbrand compositions with typography.

Link Text:

Poppins Italic
Color: [#48b7ec](#)

Nosse sunt aditasped estrum el [link here](#) inveniente
ntores aborpor rumqui berepel liquodipis.

THANK YOU

From everyone at **RETENTION EXPRESS**, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people.

APPROVALS

Before purchasing marketing collateral or using the **RETENTION EXPRESS** logo on any physical product or virtual application (social media, advertising, etc....), prior written approval must be obtained.

Please submit any requests for use to:

Bobby Thomson

Email: bobby@retentionexpress.com

Main (404) 856.6181 (texting accepted)

Mobile (904) 451.0461



Atlanta, Ga – Headquarters
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