

Brand Style Guide



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Welcome to the Reflective Energy Solutions Brand Style Guide. We created this guide so that all Reflective Energy Solutions employees, partners and customers would have a clear set of guidelines for producing, programming, designing or writing anything related to Reflective Energy Solutions. Consistency in communications is what good brand management is all about.

Reflective Energy Solutions is a dynamic organization, and accordingly, the identity guidelines are intended to be liberating rather than restricting. This manual covers basic guidelines and provides a range of examples from which we can glean the direction needed to accurately represent Reflective Energy Solutions in any situation. Adhering to a set of identity guidelines doesn't mean we have to sacrifice creativity or originality. We should all feel free to use these rules and our different personalities to add color and depth to the Reflective Energy Solutions identity.

As the company grows, communicating a consistent Reflective Energy Solutions identity becomes even more important. Thank you for taking the time to get familiar with the identity principles outlined in this Style Guide. Your commitment to the Reflective Energy Solutions brand consistency is greatly appreciated.

The Reflective Energy Solutions logo is made up of the typographic element and the mark. It is a visual translation of the Reflective Energy Solutions brand attributes, the Reflective Energy Solutions logo conveys energy, motion and liveliness.

It is the Reflective Energy Solutions visual signature. Just as a personal signature always looks the same, the Reflective Energy Solutions logo should always appear in a specified and consistent manner.

Logo

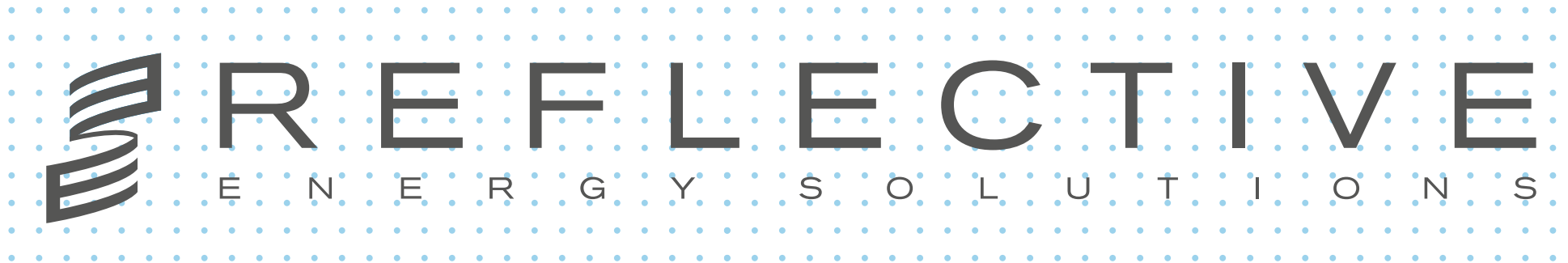
Official Logo

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The Reflective Energy Solutions typographic element is based on the Akzidenz-Grotesk typeface. Akzidenz-Grotesk was selected as the Reflective Energy Solutions typographic element because of its simplicity and distinction.

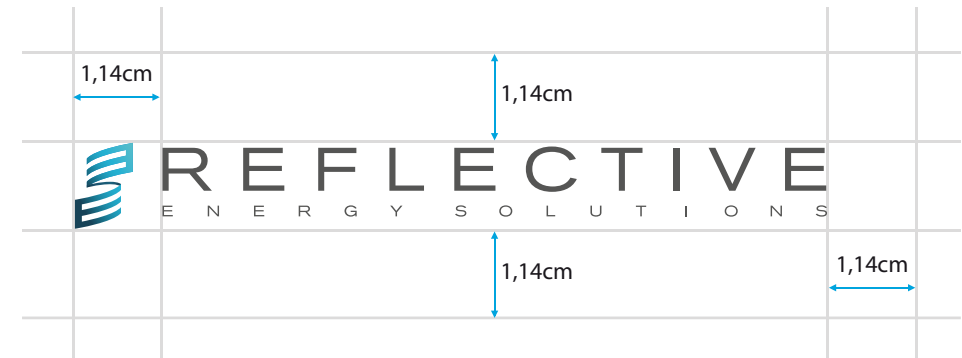
The asymmetric shape of the Reflective Energy Solutions mark is an abstracted shape of a reflected “E”. The double “E”s helps create an asymmetry and adds energy to the dynamic aspect of the logo.



For maximum impact and instant recognition, the Reflective Energy Solutions logo should not be crowded by other visual elements. Adequate white space should be left around the logo so that its prominence is not compromised. The illustration on the right gives a visual guide for providing the necessary white space.

Logo
Non-Infringement Zone

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To maintain visual consistency of the Reflective Energy Solutions identity it is necessary to respect the minimum scale.

Minimum allowable scale to be used only in extreme cases.

Logo
Scale
Minimum size

5



12 mm
2p10
.472 in
11 pt approximately

B&W Version

The black-and-white version is to be used when color is not an option, such as in newspaper ads.

Logo

Color

6



Top gradient

This gradient is made out of 2 colors.

- 1 Black 50%
- 2 Black 70%

It is a linear gradient.
Angle -146,54°.
1 location: 0
2 location: 100



Bottom gradient

This gradient is made out of 2 colors.

- 1 Black 70%
- 2 Black 50%

It is a radial gradient.
Angle -151,93°.
1 location: 0
2 location: 100



Font color

This is the one color version

- 1 Black 95%



CMYK with gradient Version

This is the CMYK color build version of the logo.
It should be used in all offset print contexts.

Logo
Color

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Top gradient

This gradient is made out of 3 colors.

- 1 C:62,34 M:0
Y:22,21 K:0
- 2 C:71,76 M:5,53
Y:11,5 K:0
- 3 C:89,79 M:65,44
Y:42,49 K:33,64

This is a linear gradient.
Angle -146,54°.

- 1 location: 0
- 2 location: 44,79
- 3 location: 100



Bottom gradient

This gradient is made out of 3 colors.

- 1 C:89,79 M:65,44
Y:42,49 K:33,64
- 2 C:71,76 M:5,53
Y:11,5 K:0
- 3 C:62,34 M:0
Y:22,21 K:0

This is a linear gradient.
Angle -151,93°.

- 1 location: 0
- 2 location: 44,79
- 3 location: 100



Mid gradient

This gradient is made out of 5 colors.

- 1 C:90,87 M:69,28
Y:46,12 K:45,15
- 2 C:88,6 M:61,39
Y:36,44 K:20,61
- 3 C:87,51 M:56,96
Y:35 K:15,76
- 4 C:86,07 M:52,62
Y:33,41 K:11,54
- 5 C:89,79 M:65,44
Y:42,49 K:33,64

This is a linear gradient.
Angle -151,93°.

- 1 location: 0
- 2 location: 18,4
- 3 location: 44,79
- 4 location: 68,71
- 5 location: 100



Font color

This is the one color version

- 1 C:73 M:71
Y:63 K:76

RGB Color Version

This version is to be used on RGB platforms, including web, television, and mobile.

Logo
Color

8



Top gradient

This gradient is made out of 3 colors.

1 R:93 G:191 B:200

2 R:36 G:177 B:210

3 R:23 G:66 B:87

This is a linear gradient.
Angle -146,54°.
1 location: 0
2 location: 44,79
3 location: 100



Bottom gradient

This gradient is made out of 3 colors.

1 R:23 G:66 B:87

2 R:36 G:177 B:210

3 R:93 G:191 B:200

This is a linear gradient.
Angle -151,93°.
1 location: 0
2 location: 44,79
3 location: 100



Mid gradient

This gradient is made out of 5 colours.

1 R:19 G:34 B:72

2 R:27 G:81 B:107

3 R:27 G:90 B:117

4 R:29 G:99 B:126

5 R:23 G:66 B:87

This is a linear gradient.
Angle -151,93°.
1 location: 0
2 location: 18,4
3 location: 44,79
4 location: 68,71
5 location: 100



Font color

This is the one color version

1 R:35 G:31 B:32

Logo Color Palette

This is the most desirable application of the Reflective Energy Solutions lowercase logo. It should be used in all cases when color is available.

Logo

Color Palette

CMYK PALETTE



C:62,34 M:0
Y:22,21 K:0



C:71,76 M:5,53
Y:11,5 K:0



C:89,79 M:65,44
Y:42,49 K:33,64



C:90,87 M:69,28
Y:46,12 K:45,15



C:88,6 M:61,39
Y:36,44 K:20,61



C:87,51 M:56,96
Y:35 K:15,76



C:73 M:71
Y:63 K:76

PRINTING COLOR PALETTE



C:58,56 M:5,26 Y:0 K:0



C:85 M:8 Y:0 K:0



C:85 M:8 Y:0 K:15



C:97 M:8 Y:0 K:57



C:97 M:8 Y:0 K:80



C:97 M:8 Y:0 K:80



C:73 M:71 Y:63 K:76

RGB PALETTE



R:93 G:191 B:200



R:36 G:177 B:210



R:23 G:66 B:87



R:19 G:34 B:72



R:27 G:81 B:107



R:27 G:90 B:117



R:35 G:31 B:32

Printing Color Version

This is the most desirable application of the Reflective Energy Solutions lowercase logo. It should be used in all cases when color is available.

Logo
Color

10



Top gradient

This gradient is made out of 3 colors.

1 C:58,56 M:5,26
Y:0 K:0

2 C:85 M:8
Y:0 K:0

3 C:97 M:8
Y:0 K:57

This is a linear gradient.
Angle -146,54°.
1 location: 0
2 location: 44,79
3 location: 100



Bottom gradient

This gradient is made out of 3 colors.

1 C:58,56 M:5,26
Y:0 K:0

2 C:85 M:8
Y:0 K:0

3 C:97 M:8
Y:0 K:57

This is a linear gradient.
Angle -151,93°.
1 location: 0
2 location: 44,79
3 location: 100



Mid gradient

This gradient is made out of 3 colours.

1 C:97 M:8
Y:0 K:80

2 C:85 M:8
Y:0 K:15

3 C:97 M:8
Y:0 K:80

This is a linear gradient.
Angle 0°.
1 location: 0
2 location: 52,28
3 location: 100



Font color

This is the one color version

1 C:73 M:71
Y:63 K:76

B&W Flat Version

The black-and-white version is to be used when color is not an option, such as newspaper ads. The flat option should be used as a second choice to B&W version.

Logo

Color

11




1 Color Flat Version

It should be used in all cases when color is available, as second choice after the color gradient version.

Logo
Color

12

 C:85 M:8 Y:0 K:0



Tagline application

This is the most desirable application of the tagline “THE POWER OF EXPERTISE” when used with the Reflective Energy Solutions Logo. It should be used in all cases when color is available.

Minimum allowable scale for tagline application to be used only in extreme cases.

■ C:85 M:8 Y:0 K:0

■ R:0 G:164 B:222

Logo

Color

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Backgrounds

The Reflective Energy Solutions logo may be placed on various backgrounds. The background should always provide contrast for legibility. Whenever possible, place the logo by itself. When using the logo on background objects such as photographs or illustrations, extra precautions must be taken. First, evaluate the area of placement as to how dark/light or simple/complex it is.

Logo
Color

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Font

The Akzidenz - Grotesk Pro type foundry, renowned for crafting high-quality typefaces, was founded in 1858 by Hermann Berthold in Berlin.

We selected this font family to give the Reflective Energy Solutions logo a timeless and modern look. The clean and uniform shape of this font family gives the Reflective Energy Solutions logo an established deliberate personality.

For logo:

AKZIDENZ-GROTESK PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

■ C:0 M:0 Y:0 K:80

For Tagline:

AKZIDENZ-GROTESK PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

■ C:85 M:8 Y:0 K:0

Typographic Elements



THE POWER OF EXPERTISE

