

Brand Guidelines



BOSS
REVOLUTION®

v 3.3

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Brand Positioning

Brand Pillars

Brand Personality

Brand Foundation

This guide portrays the components of our identity system that illustrate our brand.

All these components work together to create a representation of not only the BOSS Revolution brand, but of our customers' "worlds."

Used together, they create the unique look and feel that expresses our brand and connects our customers to what's important to them.

Brand Foundation

Being away from loved ones creates many challenges. BOSS Revolution understands those challenges and provides you with safe, simple, and affordable ways to stay in touch and send money to your loved ones back home. We do that by offering you communication and financial products that not only simplify the way you live, but also allow you to stay connected to your network back home, at all times. You are here, but you are also there. And BOSS Revolution is always by your side. Unite Your WorldsSM.

Our brand positioning, pillars, and personality form the strategic foundation of our brand. They are the blueprint for all of BOSS Revolution's actions and communications.

Our brand positioning is a concise description of what makes our offer unique in the marketplace and relevant to our key audiences. It defines to whom we are trying to appeal, what makes our brand unique, and the benefits our audience receives.

Our brand pillars represent our core beliefs. They help us to achieve our purpose. The brand pillars represent what we need to be known for and the services we provide our customers.

Keep these pillars in mind when developing your work. Think about how the activity you are planning can use the pillars to guide the brand, rather than using the specific words to express your idea.

For communications pieces, also consider brand personality — it works together with the brand pillars to ensure our written ideas align with our positioning.

Belonging

We connect you and bring you closer to your loved ones, to the people in your network of relationships.

Security

We provide safe, affordable, and friendly experiences.

One step ahead

We respond to your ever-evolving needs.

Brand personality is the expression of a brand's human characteristics, emotional or behavioral, that distinguish one brand from another.

Our brand personality and its expressions, both verbal and visual, play a critical role in developing deep emotional connections with our target audiences and in building long-term brand loyalty.

Our brand personality is about communication.

Driven

Hardworking

Warm

Friendly

Ambitious

Dependable

Energetic

Approachable

Collaborative

Surprising

Enthusiastic

Logo

Generic with Slogan

Brand Components

Vertical

Horizontal

Brand Architecture

Money Logos

Trademark Symbols

Construction

Protection Areas

Minimum Size

Sizes & Proportions

Logo Fonts

Correct Writing

Incorrect Uses

Brand

Our logo is the heart of our visual identity. It represents the connections between our customers and their worlds. It is a symbol for the kinds of connections our company, products and services provide.

Since our logo is one of our most prominent visual assets, it's important to use it correctly.

It's the "face" of our company and often the first point of connection with our customers and partners.

Logo

Generic with Slogan



- Generic.
- Generic with tagline.
- Logo for specific service description (sub brand).



Generic.

Generic with tagline.

Logo for specific
service description
(sub brand).

Exceptional Use.

Only use this option when
the preferred one
(previous page) is not
applicable due to
space reasons.



BOSS Revolution
generic logo
(with or without tagline).

Logo for specific
service description
(sub brand).



BOSS
REVOLUTION[®]



BOSS
REVOLUTION[®]

unite your worlds[™]



BOSS
REVOLUTION[®]

PINLESS

CALL ME

MOBILE

E-GIFT

MONEY TRANSFER

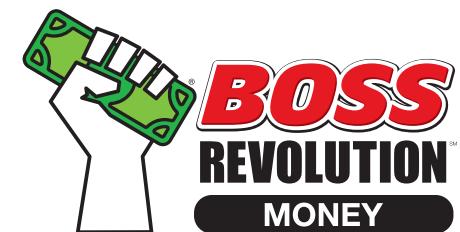
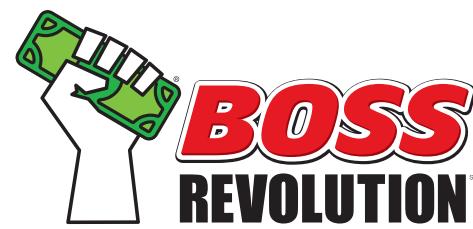
MOBILE TOP UP

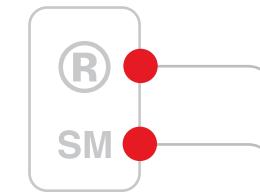
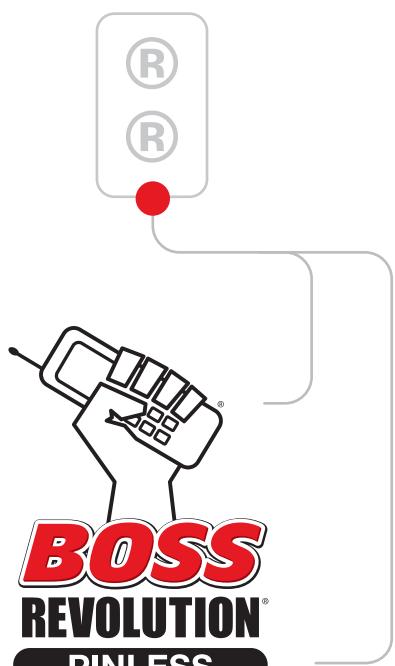
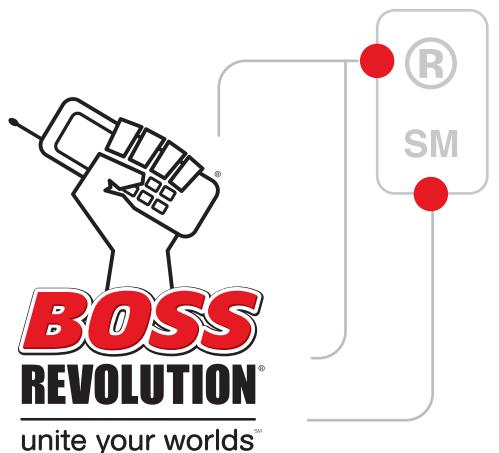
BILL PAYMENT

PREPAID CARD

Main logo - vertical.

Horizontal logo for
exceptional use.





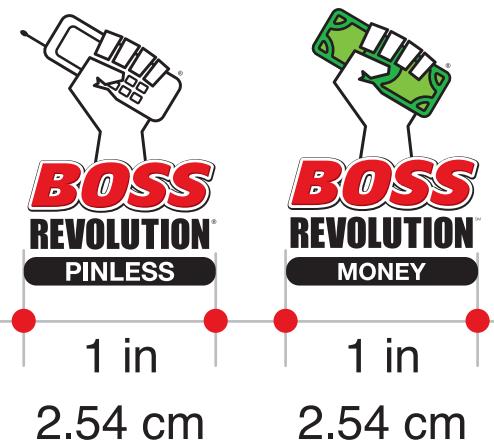
The modules of the grid on which the brand is built, show the relation and disposition of the brand components. This relation cannot be altered. To maintain the integrity of the brand, it is recommended to apply it from an original digital file rather than recreating it.



A protection area is set to avoid interferences and visual tension and preserve the integrity of the brand. This area keeps it away from other brands, borders, texts, photographs, and illustrations. The area of brand protection is defined by a module we call "x", where "x" equals the height of the word "BOSS."



To preserve the legibility of the brand, do not reduce it to less than the indicated size.



The IDT brand + “Symbol of Trust”, should be applied in a different corner, respecting the BOSS Revolution brand. Its size should not exceed 50% of the BOSS Revolution brand.



Impact

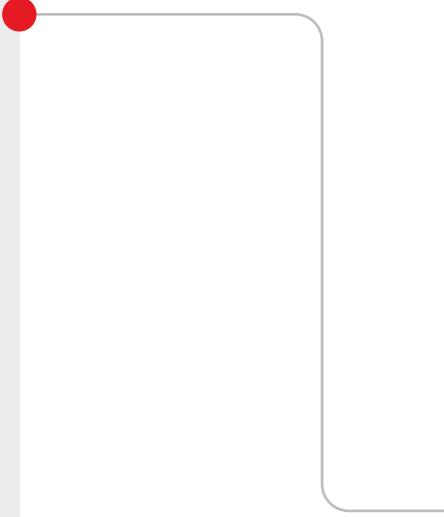
abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890.,;!?()

Helvetica Neue LT Pro

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890.,;!?()



When writing “BOSS Revolution” always capitalize the word “BOSS”, and the letter “R” in Revolution.

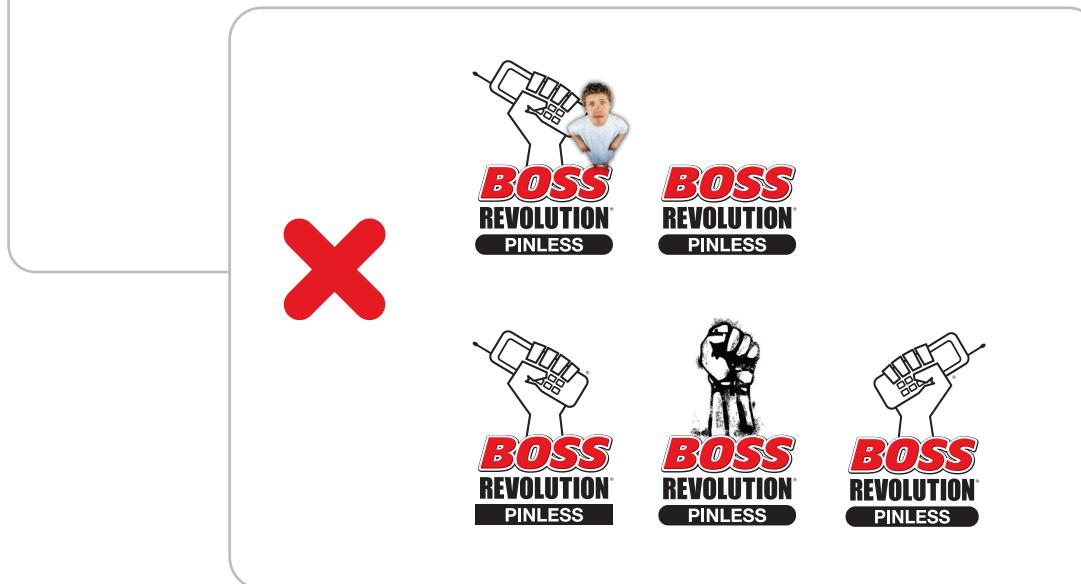


BOSS Revolution

Don't stretch or rotate.

Don't change colors.

Don't add, take out,
or modify elements like
type, vector, or images.



Main Colors

Other Colors

Colors



BOSS
REVOLUTION®
PINLESS

Color version over original
BOSS Revolution red.



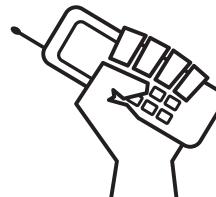
Web: #e21b23
Pantone: 1797 C
CMYK: 0 100 99 4
RGB: 226 26 35



Web: #231f20
CMYK: 0 0 0 100
RGB: 0 0 0



Web: #ffffff
CMYK: 0 0 0 0
RGB: 255 255 255



BOSS
REVOLUTION®
PINLESS

Color version over light
or white background.



Web: #e21b23
Pantone: 1797 C
CMYK: 0 100 99 4
RGB: 226 26 35



Web: #231f20
CMYK: 0 0 0 100
RGB: 0 0 0



Web: #ffffff
CMYK: 0 0 0 0
RGB: 255 255 255



BOSS
REVOLUTION
PINLESS

Color version over dark
or black background.



Web: #e21b23
Pantone: 1797 C
CMYK: 0 100 99 4
RGB: 226 26 35



Web: #231f20
CMYK: 0 0 0 100
RGB: 0 0 0



Web: #ffffff
CMYK: 0 0 0 0
RGB: 255 255 255



BOSS
REVOLUTION
PINLESS

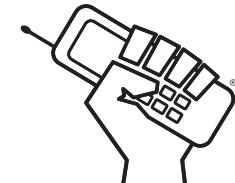
Black and white version
over dark or black
background.



Web: #231f20
CMYK: 0 0 0 100
RGB: 0 0 0



Web: #ffffff
CMYK: 0 0 0 0
RGB: 255 255 255



BOSS
REVOLUTION
PINLESS

Black and white version
over light or white
background.



Web: #231f20
CMYK: 0 0 0 100
RGB: 0 0 0



Web: #ffffff
CMYK: 0 0 0 0
RGB: 255 255 255

Print Fonts

Digital Fonts

Fonts

Helvetica Neue LT Pro



45 Light

55 Roman

65 Medium

75 Bold

85 Heavy

95 Black

Helvetica Neue LT Pro
Condensed



47 Light Condensed

57 Condensed

67 Medium Condensed

77 Bold Condensed

87 Heavy Condensed

97 Black Condensed

Helvetica



Light
Regular
Bold

Proxima Nova



Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic
Extrabold

Photographic Style

Imagery

The images will reflect the users of BOSS Revolution, and/or the services of the brand, always within the personality traits of the BOSS Revolution brand:

*Driven
Hardworking
Warm
Friendly
Ambitious
Dependable
Energetic
Approachable
Collaborative
Surprising
Enthusiastic*

Photographs of people should reflect: "Here" immigrants living in the US, users of the services (not kids for instance). And "There" (their loved ones abroad). They should have a natural feel, not perfectly styled, but also neither dirty or rumpled. Looking real and within the grasp of BOSS Revolution customers' lifestyles and aspirations.



Icons - Branded

Icons - Other 1

Icons - Other 2

Icons

The icons on this page
are intended to be used
exactly as they are,
to ensure consistency
across platforms.



PINLESS



CALL ME



MOBILE



MOBILE APP



MOBILE
TOP UP



INTERNATIONAL
MOBILE TOP UP



DOMESTIC
MOBILE TOP UP



MOBILE
TOP UP CARD



BILL PAYMENT



INTERNATIONAL
BILL PAYMENT



DOMESTIC
BILL PAYMENT



E-GIFT



INTERNATIONAL
E-GIFT



DOMESTIC
E-GIFT



MONEY
TRANSFER



VISA
PRODUCTS



VISA VIRTUAL
ACCOUNT



PREPAID
VISA CARD





App “Calling” Icon

App “Money” Icon

App Icons in Use

App Icons

iOS sizes:

180px x 180px / 120px x 120px /
87px x 87px / 80px x 80px /
58px x 58px

Android sizes:

96px x 96px / 72px x 72px /
48px x 48px / 36px x 36px

File formats:
EPS / PNG / SVG



iOS sizes:

180px x 180px / 120px x 120px /
87px x 87px / 80px x 80px /
58px x 58px

Android sizes:

96px x 96px / 72px x 72px /
48px x 48px / 36px x 36px

File formats:
EPS / PNG / SVG





\$1 Bonus

BR Mobile

Mobile with message used as logo
Guarantee Stamp

BR Club & BR

Shield and Hero

Icon Patterns

BR 10 Year Mark

BR Rewards

Most Valuable Plan (MVP)

RAF Program

Product Bars

Social Media Buttons

App Store Badges

Additional Elements

English.

DOWNLOAD NOW AND GET



\$1
FREE

FOR CALLING • FOR NEW CUSTOMERS

DESCÁRGALO AHORA Y OBTÉN



\$1
GRATIS

PARA LLAMADAS • PARA CLIENTES NUEVOS

Spanish.

When writing about the App in Spanish, use "el" App or "la" Aplicación.

\$1 Bonus

English.



Spanish.

BR Mobile

Mobile with message used as logo

English.

Spanish.



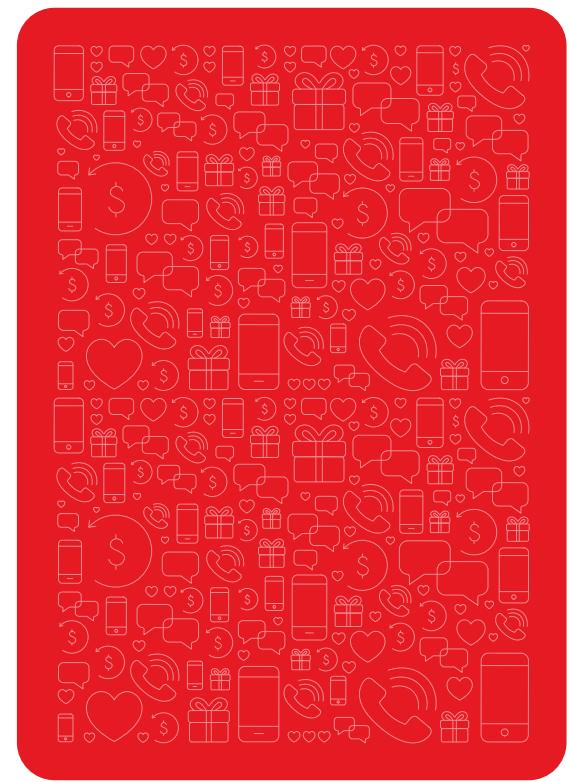
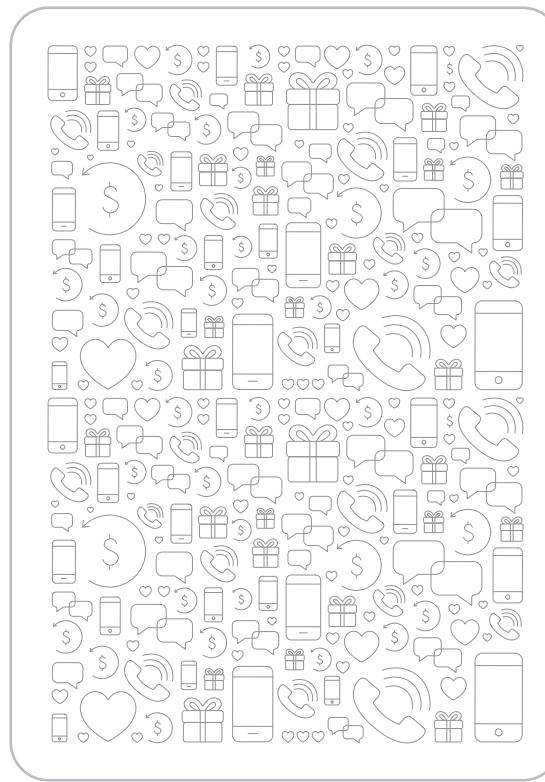
Shield & Hero.
To be used when promotion is part of BR Club.



Shield & Hero.
To be used when promotion is not part of BR Club.



Icon pattern should be in black or white, at 70% (suggested) opacity over the preferred colored background.



Version to be used over light or white background.



Version to be used over dark or black background.
Includes white outline.

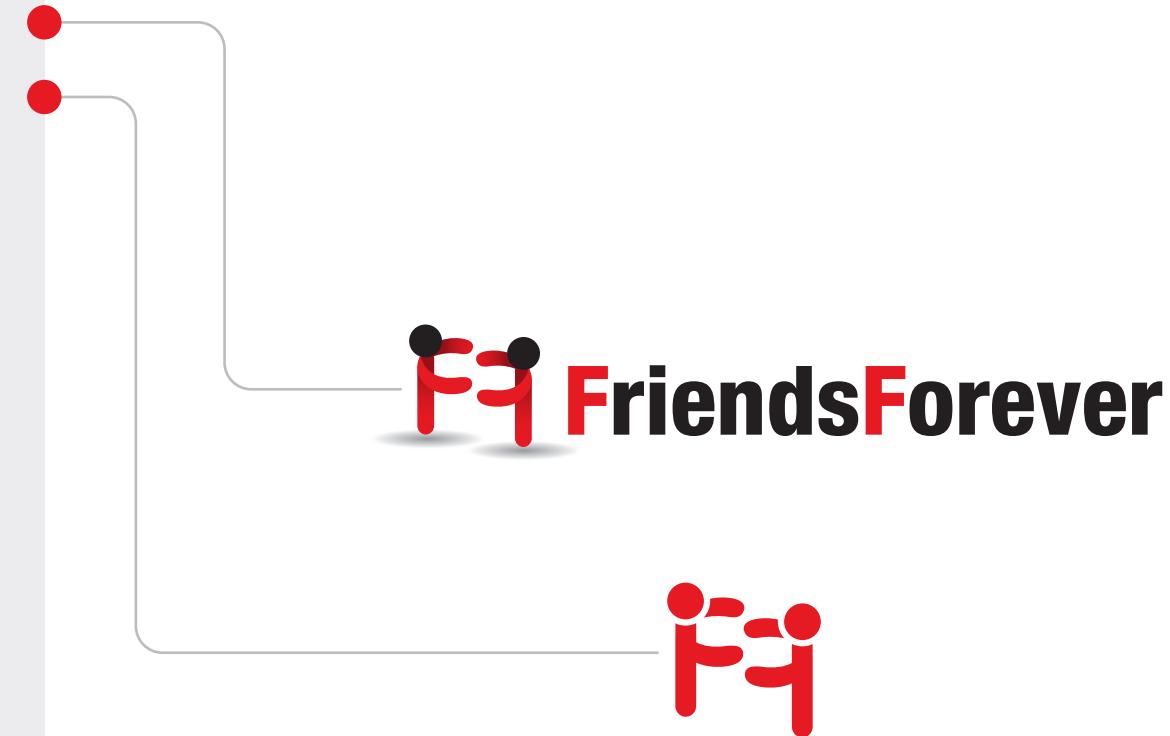






Logo.

Icon.



Bars for each product
to be applied on
corresponding
communication pieces.



PINLESS



CALL ME



MOBILE



E-GIFT



MONEY TRANSFER



MOBILE TOP UP



BILL PAYMENT



PREPAID CARD

Preferred buttons for print.

Preferred buttons for digital.



English.

Spanish.



Poster

Brochure

Printed Banner

Decal

BR Consumer Website - Banner

Homepage - Carousel - Desktop & Mobile

BR Mobile Website - Banner

Homepage - Carousel - Desktop & Mobile

Account Section - Desktop

Account Section - Tablet

Account Section - Mobile

Email

App News Feed

Digital Ad Banners

BR Kiosk

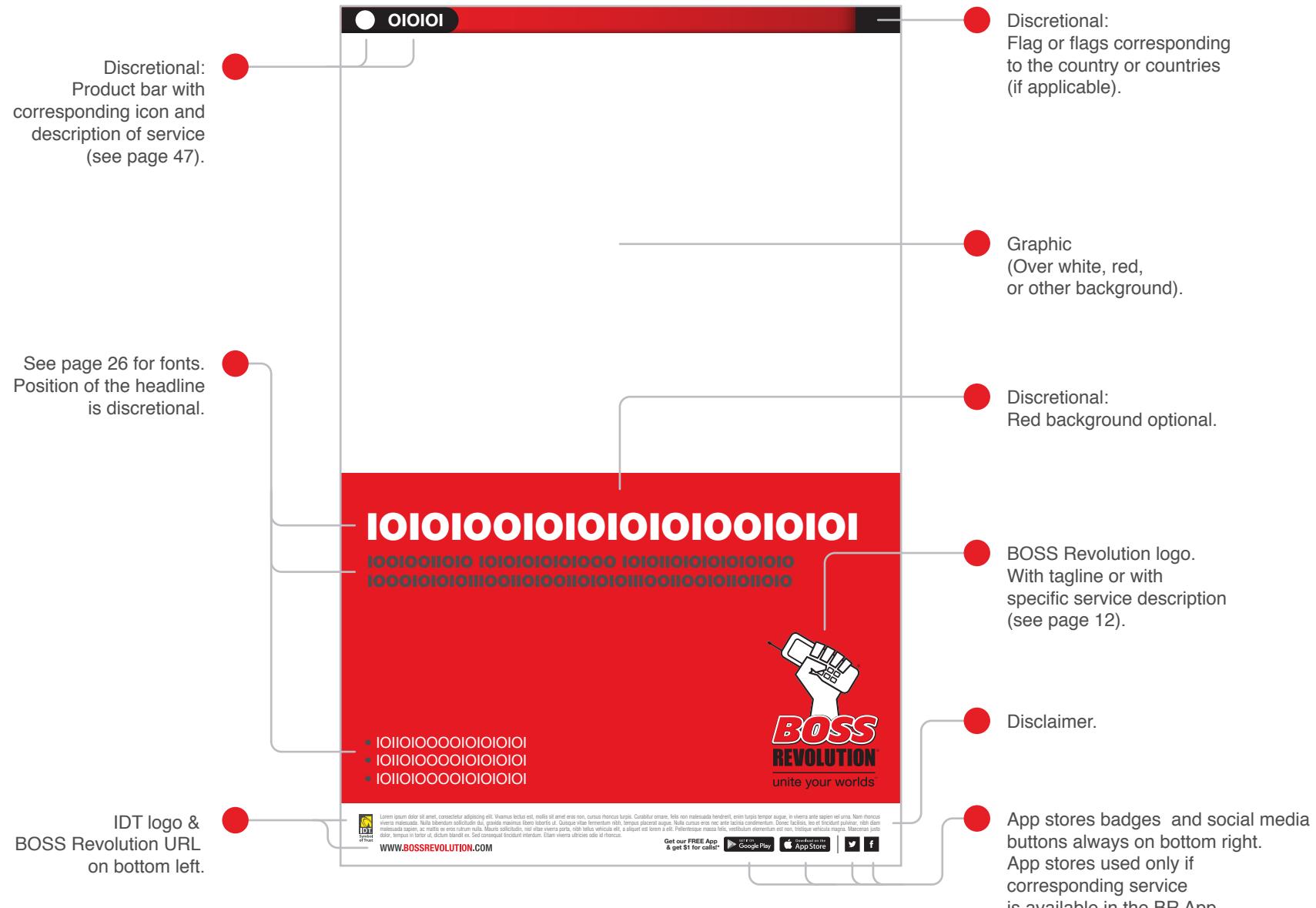
POS - Digital Display

TVC End Frame

Facebook

Twitter

Templates





10.875in x 8.375in
(total)

See page 26 for fonts.
Position of the headline
is discretionary.

Graphic
(Over red, white,
or other background).



BOSS Revolution logo.
With or without tagline
or with specific service
description
(see page 12).

App stores
badges always
on bottom right.
App stores
used only if
corresponding
service is available
in the BR App.
And social media
buttons,
if applicable.

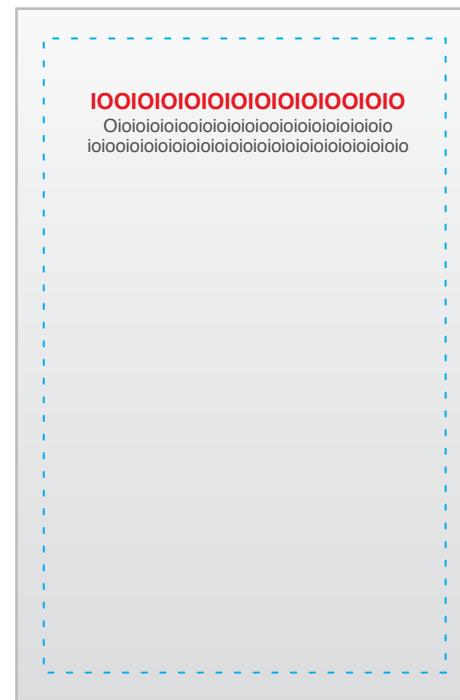
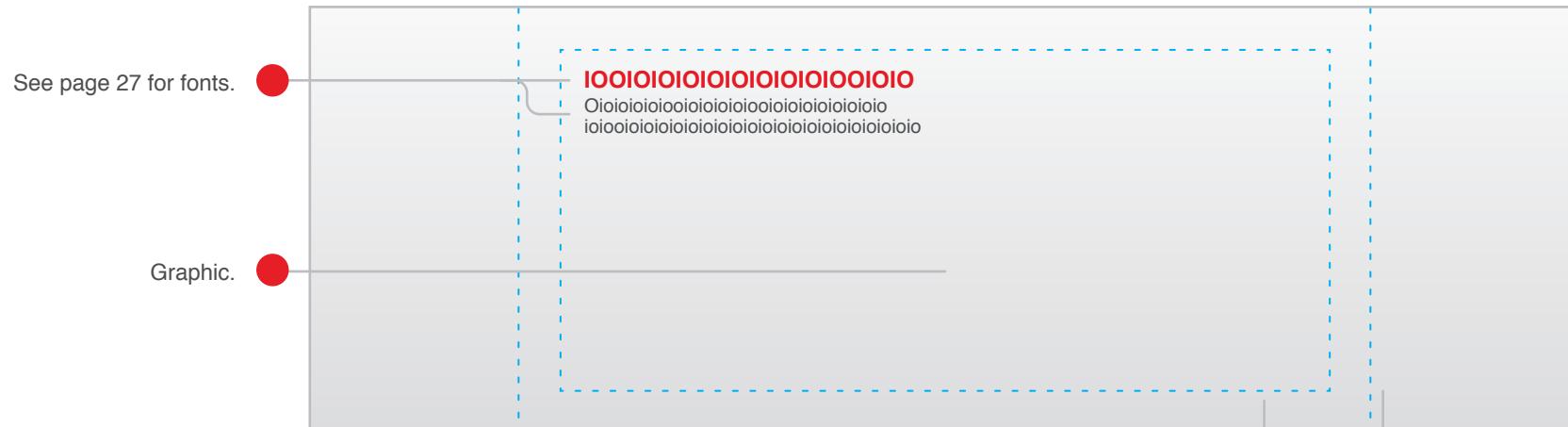
Disclaimer &
BOSS Revolution URL.
IDT logo
on bottom left.

See page 26 for fonts.



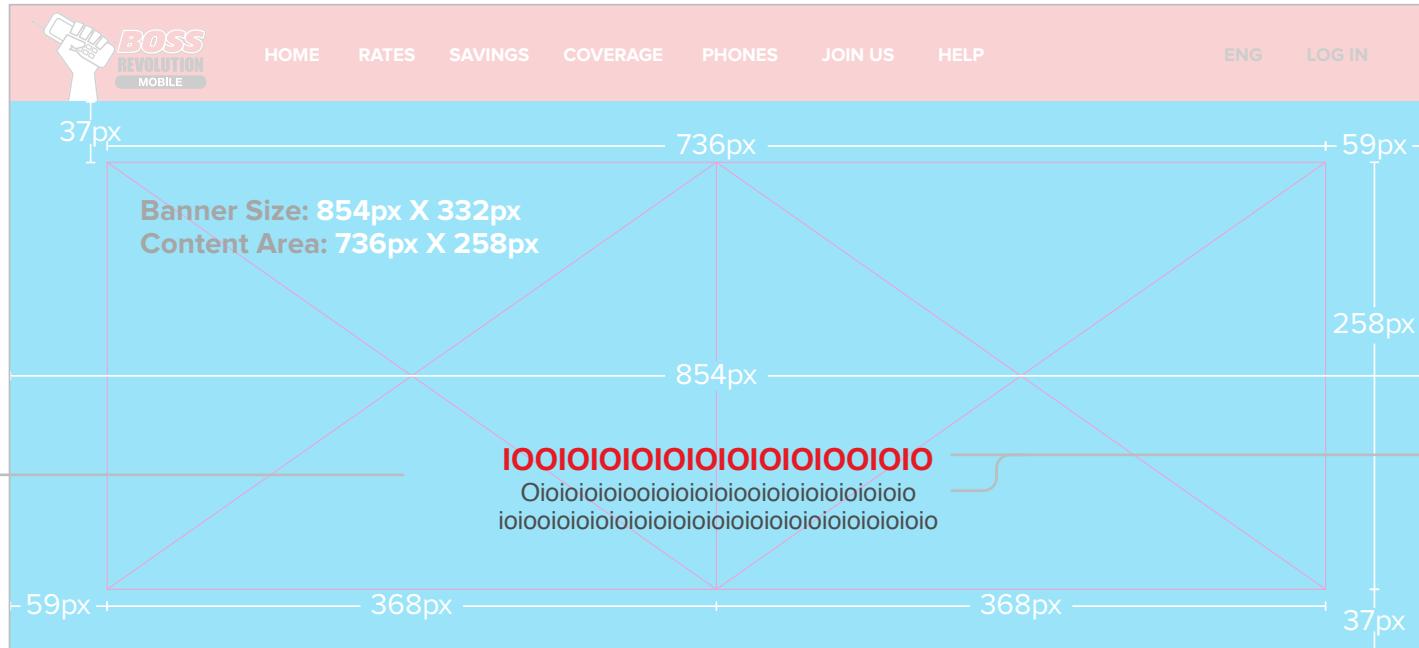
6in

Generic BOSS Revolution logo.
(see page 12).



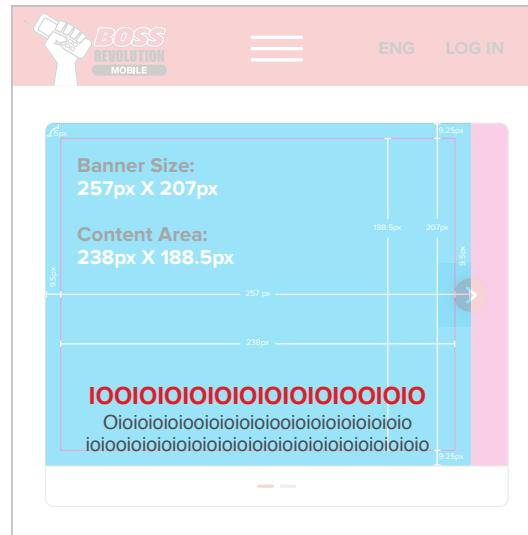
Area free of content.

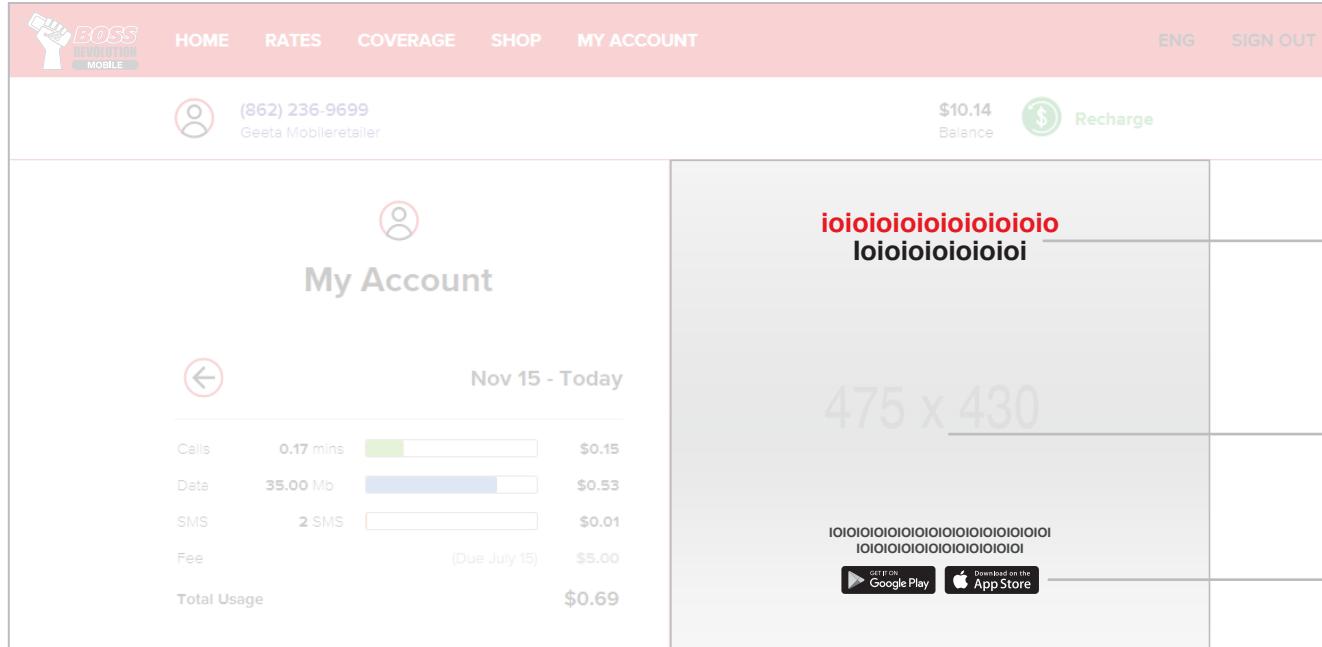
Safe area
(text should not
be over navigation
elements).



Graphic.

See page
27 for fonts.
Preferred
for BR Mobile:
Proxima Nova



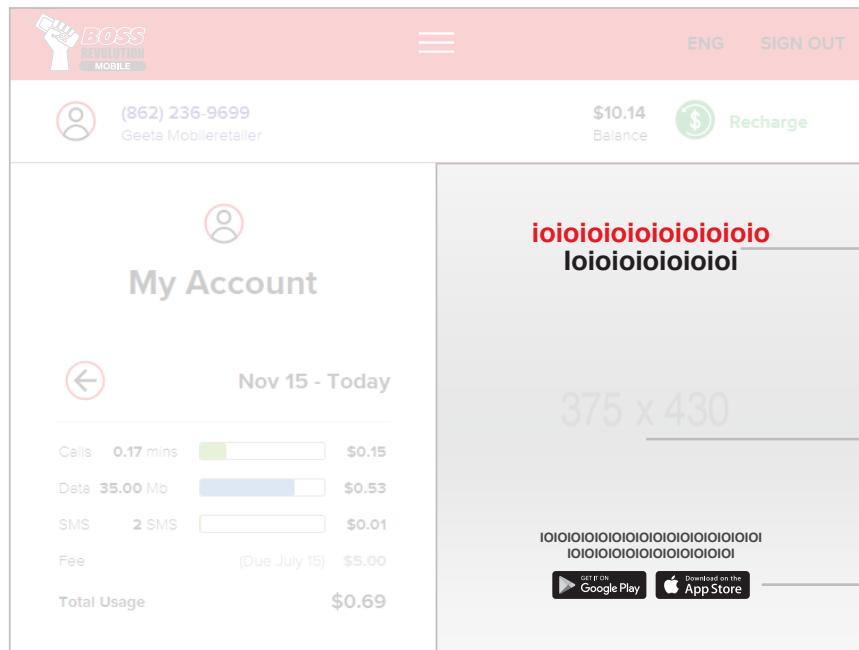


See page 27 for fonts.
Preferred for BR Mobile:
Proxima Nova

Graphic
(Over red, white or
other background).

App stores badges.

475px x 430px - png

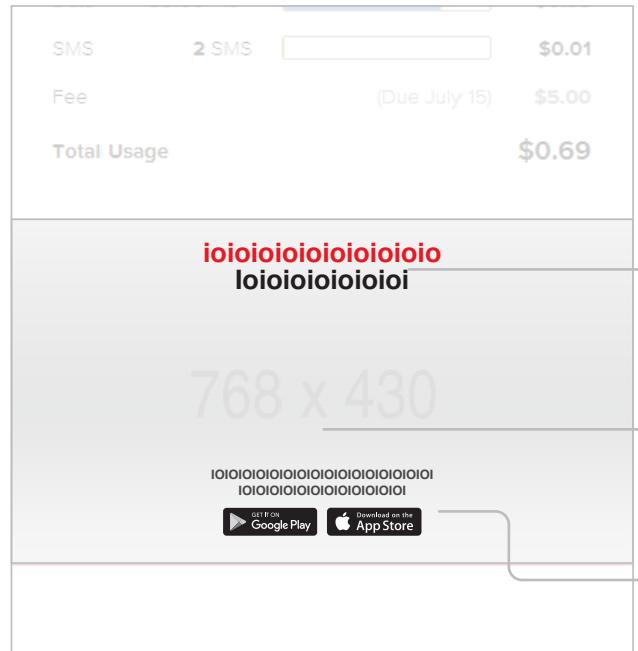


See page 27 for fonts.
Preferred for BR Mobile:
Proxima Nova

Graphic
(Over red, white or
other background).

App stores badges.

375px × 430px - png

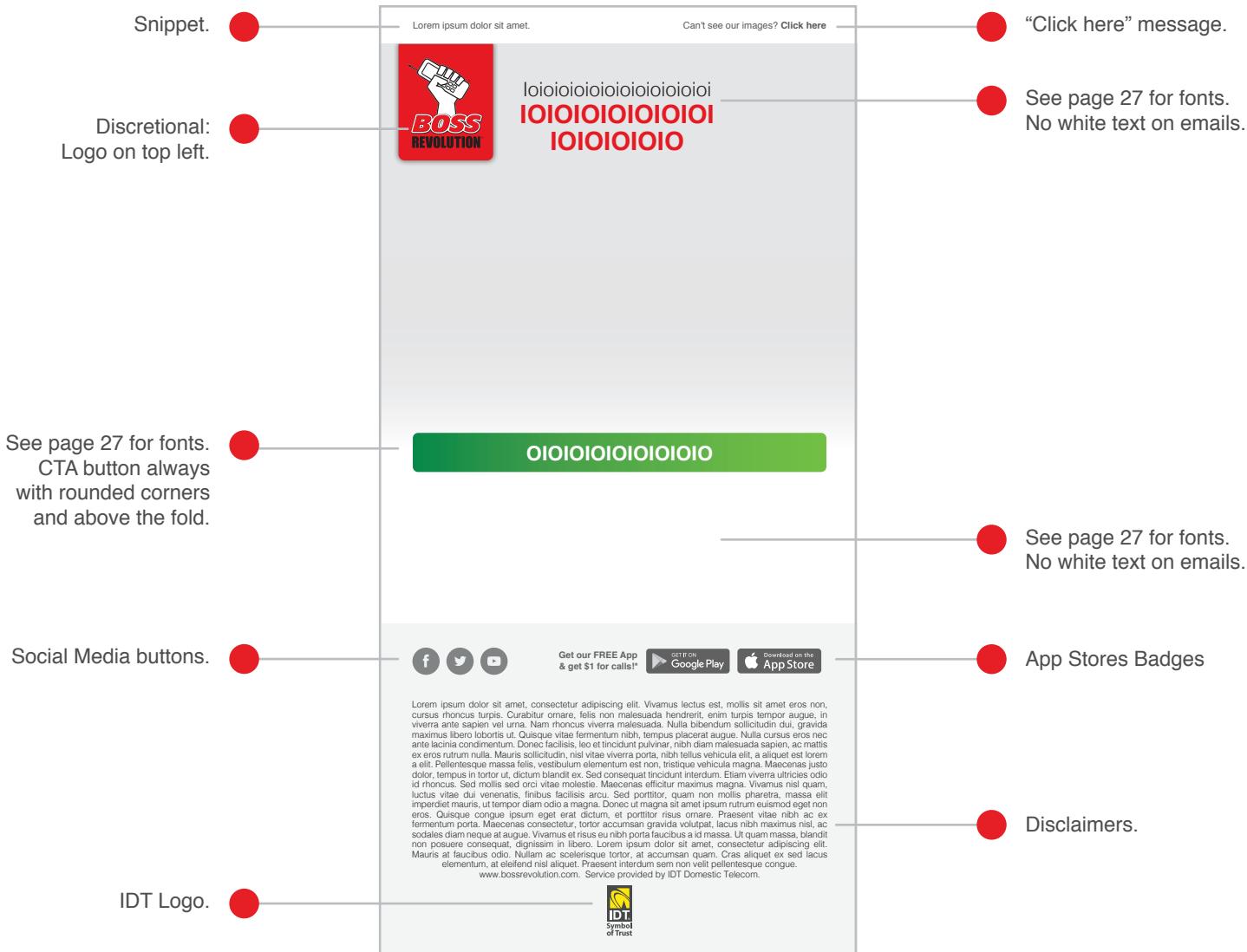


768px × 430px - png

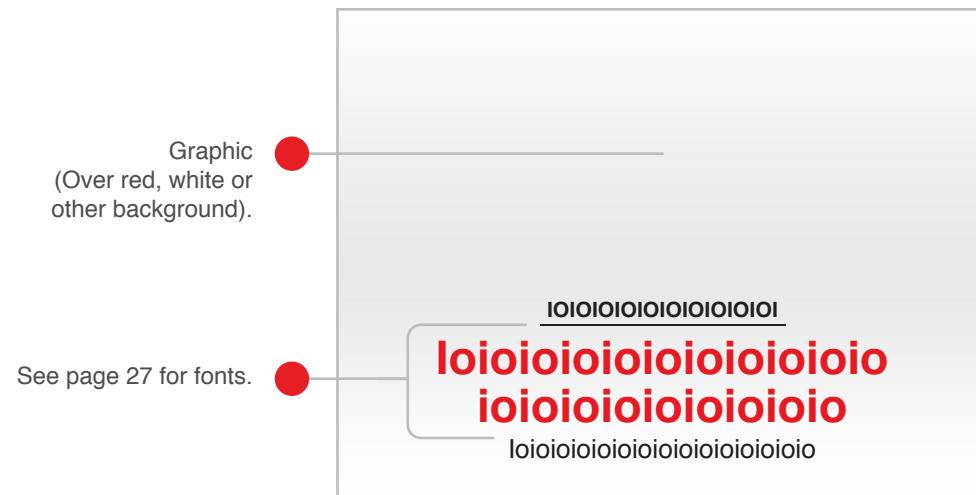
See page 27 for fonts.
Preferred for BR Mobile:
Proxima Nova

Graphic
(Over red, white or
other background).

App stores badges.



600px width



600px x 450px - png

See page 27
for fonts.

OIOIOIOIOIOIO
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Oioioioioioioio
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300px x 250px

336px x 280px

OIOIOIOIOIOIOIO
OIOIOIOIOIOIOIO

Oio

320px x 50px

OIOIOIOIOIOIOIO
OIOIOIOIOIOIOIO

Oio

640px x 100px

OIOIOIOIOIOIOIO
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728px x 90px

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oioioioio

160px x 600px

Corners are rounded automatically with a 10px radius.

See page 27 for fonts.

1010101010101010

Main screen banner 1200px x 100px - png, gif, or svg

Graphic
(Over red, white or
other background).

- See page 27 for fonts.
CTA button always
with rounded corners.

OIOIOIOIOIOIOIO

Oioioioioioioioioioioioioio

loioioioioioioioio

Ioio

See page 27 for fonts.

Disclaimer, IDT logo,
and
BOSS Revolution URL.



— WWW.BOSSREVOLUTION.COM

A horizontal banner with four sections. The first section on the left contains the text "Get our FREE App & get \$1 for calls!". To its right are three download links: "GET IT ON Google Play" with a play button icon, "Download on the App Store" with an Apple logo icon, and social media icons for Twitter and Facebook.

Full banner page
1280px x 860px - png, gif, or svq

App stores badges and social media buttons always on bottom right.

App stores used only if corresponding service is available in the BR App.

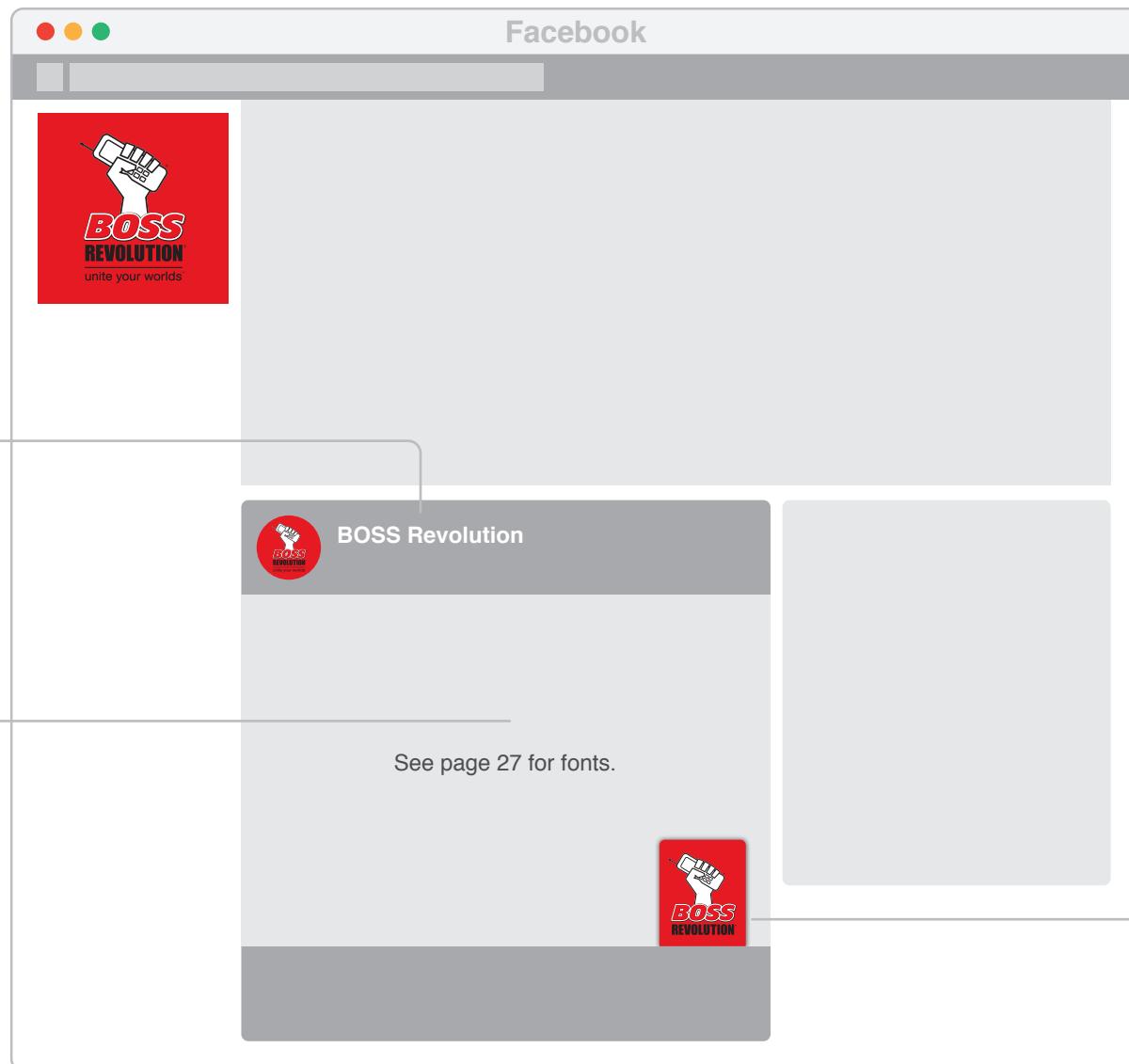


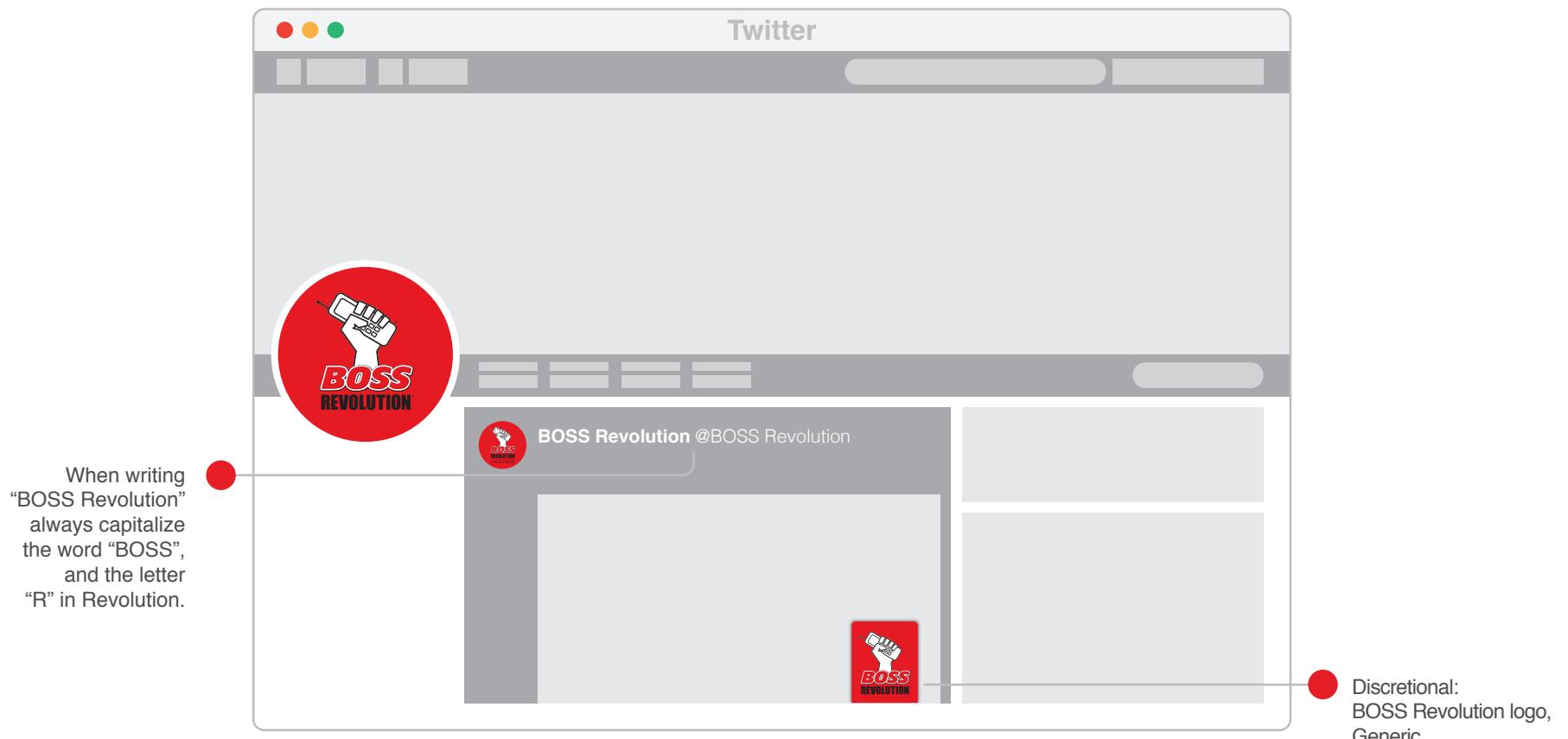
Alternative logo styles.

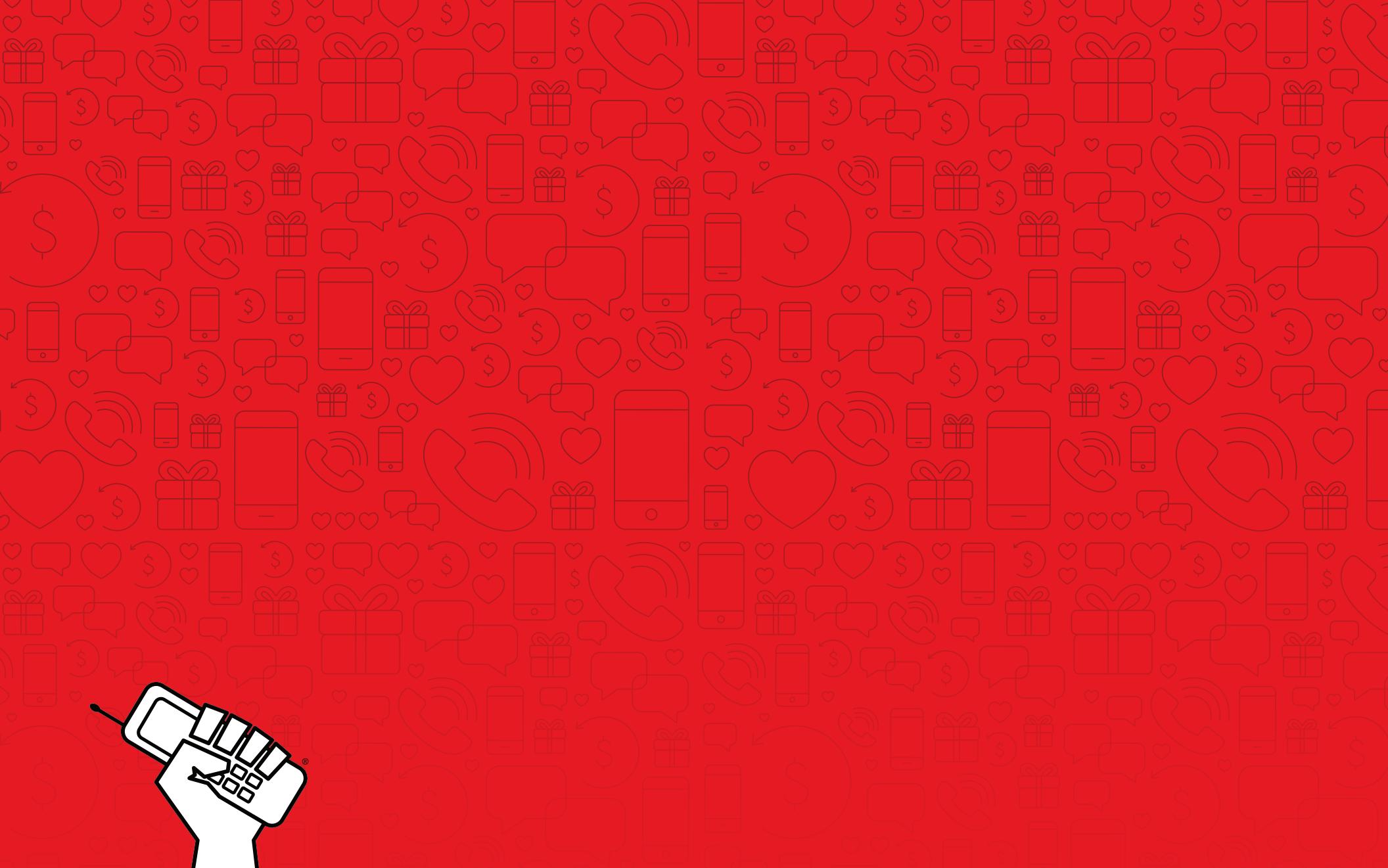
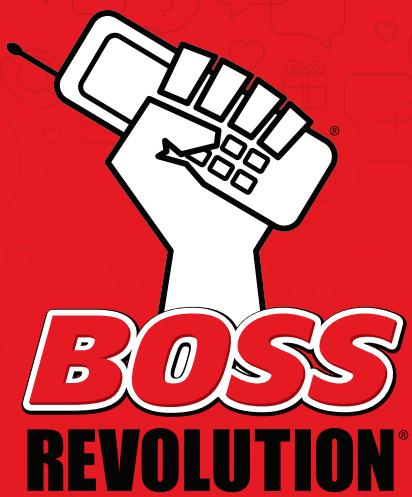


BOSS
REVOLUTION
unite your worlds

– No fist for small instances –







Thank You