

# REVOLUTIONARY

A Guideline on  
Using the Brand

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BRAND GUIDELINES 2021



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## INTRODUCTION

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Revolutionary is an organization of multiple entrepreneurs under common mentors. Since 2017, the organization has leveraged an e-commerce platform and utilized the growing social networks to partake in the profit-sharing model with many fortune 500 companies, helping businesses raising online revenue.

For the branding options, the organization goes with the red, blue, white colour scheme which stand for perseverance, leadership and innovation. Logo is text-based with the red "R" as the highlight and the fonts are bold, sans-serif and modern type.

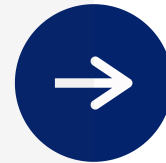
**REVOLUTIONARY**

MAIN LOGO

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04

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**REVOLUTIONARY**

**REVOLUTIONARY**

**REVOLUTIONARY**

## MAIN LOGO CLEAR SPACE

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05

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## LOGO VARIATION

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### Rules of application

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Don't place the logo on other background colours aside from blue, white and black.

Logo can be placed on images and video.



# TYPOGRAPHY STUDY

## LOGO FONT

For logo

AA

BEBAS NEUE LIGHT

BEBAS NEUE BOLD

AA BB CC DD EE FF GG

HH II JJ KK LL MM NN

OO PP QQ RR SS TT UU

VV WW XX YY ZZ

1 2 3 4 5 6 7 8 9 0

# TYPOGRAPHY STUDY

## SUBTITLE FONT

For subtitles



Aa

Barlow Light

**Barlow Bold**

**Barlow Condensed Bold**

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



TYPOGRAPHY STUDY

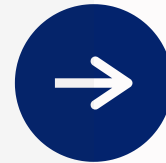
QUOTE FONT

For quotes

Aa

Baskerville Light  
Baskerville Bold

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



# Font Hierarchy

How it will look on websites and other mediums.

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## **THIS IS THE TITLE**

### **THIS IS THE SUBTITLE**

This is the paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## COLOR STUDY

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# Primary

Hex Code  
#032472

CMYK  
97, 68, 0, 55

RGB  
3-36-114

Hex Code  
#ED1C24

CMYK  
0, 88, 85, 7

RGB  
237-28-36

Hex Code  
#0055DD

CMYK  
100, 62, 0, 13

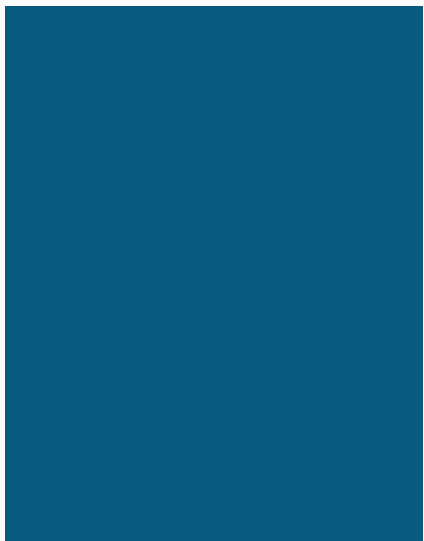
RGB  
0-85-221

# COLOR STUDY

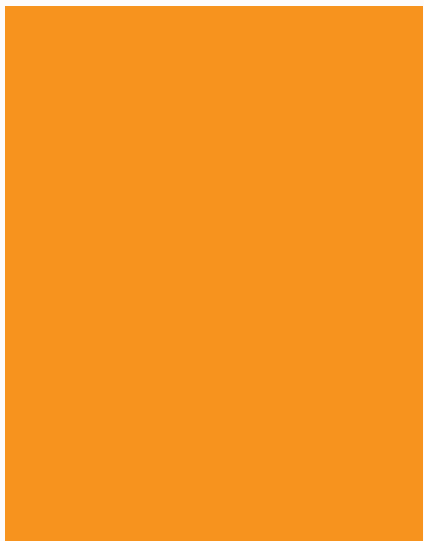
## Secondary



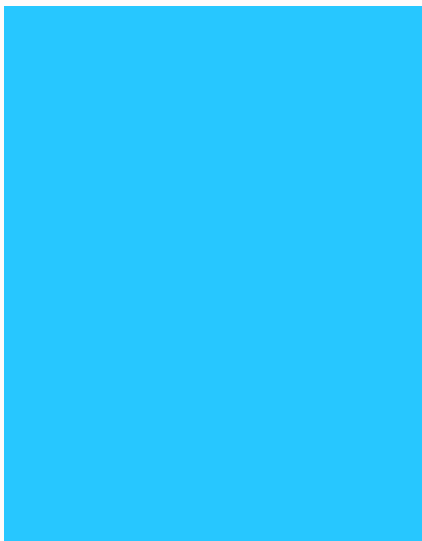
#662D91



#085B7F

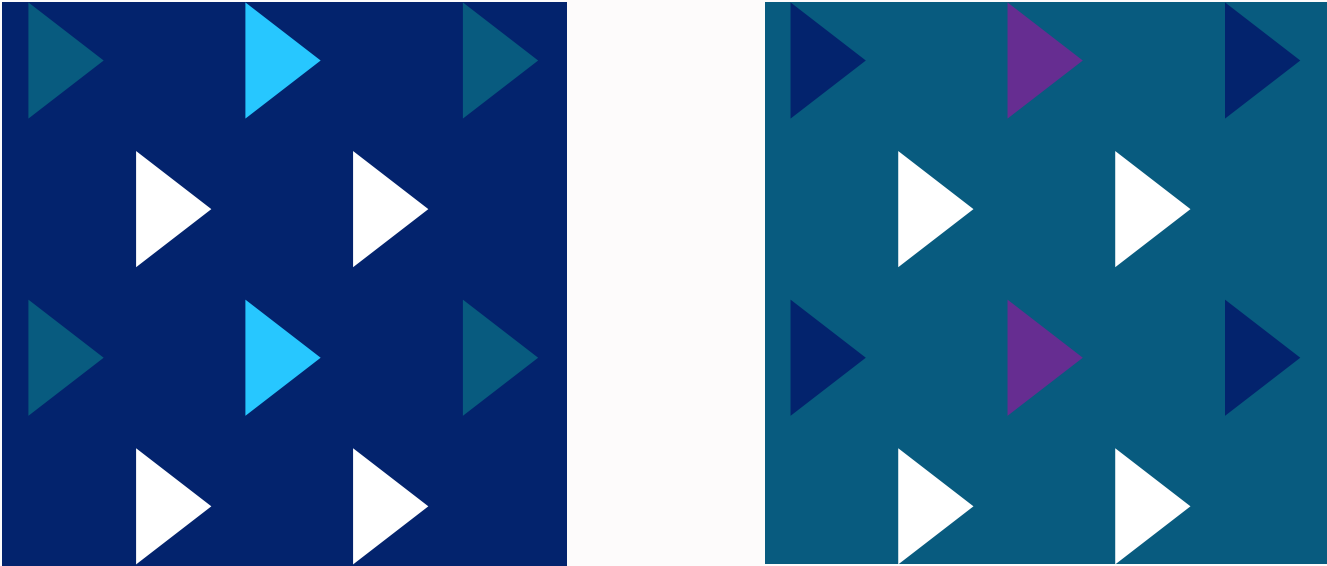


#F7931E



#27C7FF

# OVERVIEW OF PATTERNS





**THANK YOU  
FOR WATCHING!**

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