

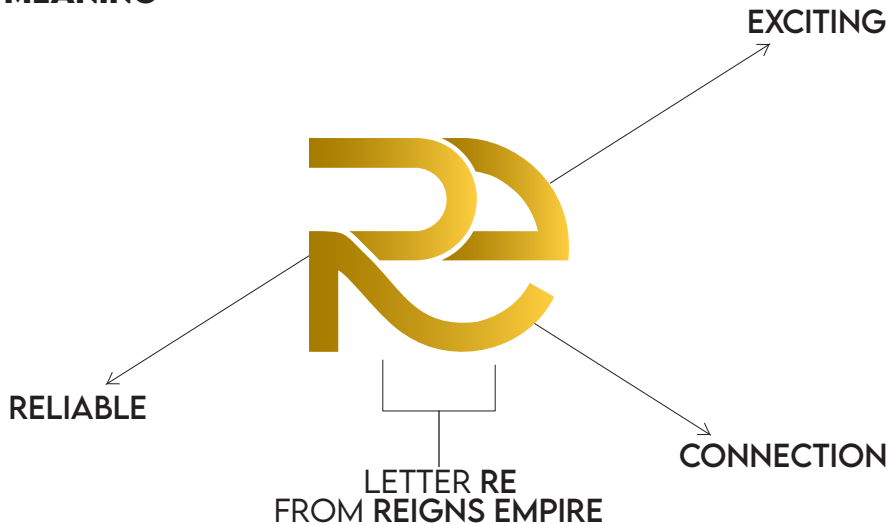


CONCEPTUALIZATION

A large, stylized letter 'R' in a mustard yellow color. The 'R' is composed of thick, rounded strokes. It is positioned on the left side of the image, partially overlapping a large, faint, light yellow circular graphic that resembles a stylized 'C' or a partial circle. The 'R' is also overlaid by a grid of thin, black dashed lines.

**REIGNS  
EMPIRE**

## LOGO MEANING











**REIGNS  
EMPIRE**



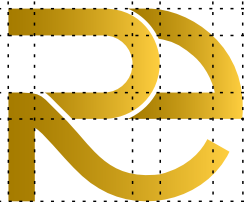
#A77D01

#FCCD3E

#CCA01C

LOGO COLOR





**REIGNS  
EMPIRE**

### LEMON MILK BOLD

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

### LEMON MILK LIGHT

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



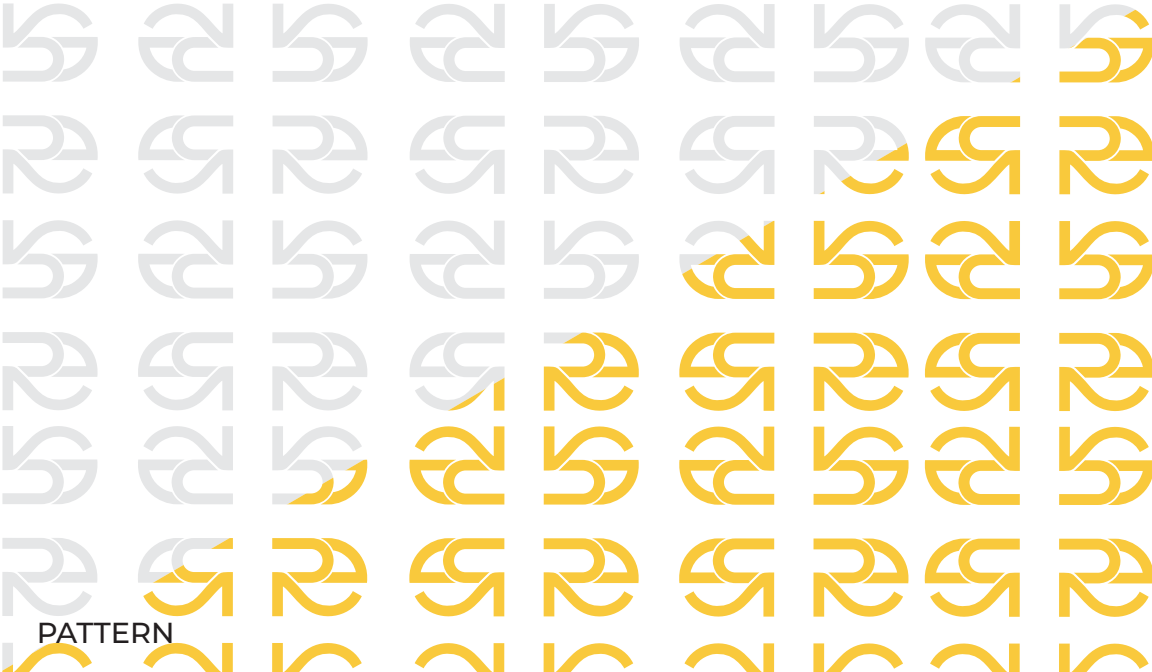
APPEREL



STATIONARY



COMPLIMENTARY CARD



PATTERN



**THANK  
YOU**