





RED PAPER PLANE BRAND REFFESH



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WHO ARE WE ?

Red Paper Plane® offers an easy do-it-yourself online design tool made specifically for the customization of high quality dimensional print marketing formats. Whether you're launching a new product, creating brand awareness or trying to generate buzz, there is no better way to create original marketing products than Red Paper Plane. Red Paper Plane has a broad range of design themes and formats available that are easily accessed online, 24 hours a day, at www.redpaperplane.com.

WHAT IS THIS ?

Welcome to our brand style guide to help you accurately communicate the Red Paper Plane brand and answer any questions you may have regarding logo usage. By ensuring that we follow the rules set in these guidelines, we can create a more consistent look and feel. The more consistent and coherent we are, the stronger the impression we make on our colleagues, business partners, and customers.

LOGO USAGE

LOGO

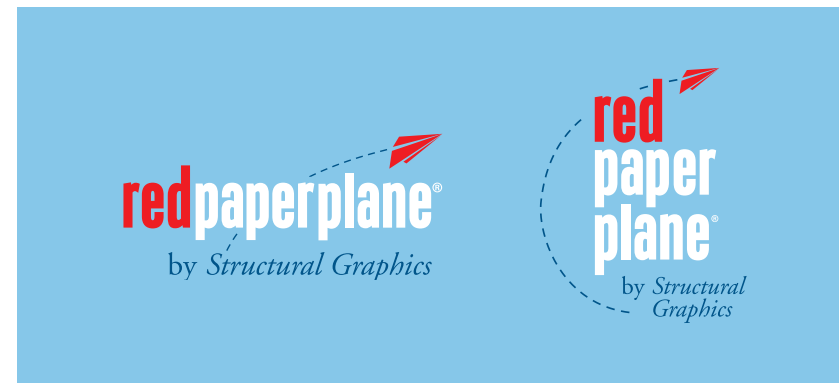


SECONDARY LOGO



COLOR VARIATIONS (use only as needed)

Note: Do not alter the Red Paper Plane logo in any manner. Misusing the logo weakens the impact of the brand. To maintain consistency, the logo must be reproduced from the digital asset files provided and displayed in its original established configuration of elements. It is designed as a unit and must not be recreated, altered or rotated. Please make sure logo reads: RedPaperPlane® and not RedPaperPlane™.



COLOR PALETTE

PANTONE



(accent colors, use sparingly)

CMYK



(accent colors, use sparingly)

RGB



(accent colors, use sparingly)



PRINT TYPOGRAPHY

HEADLINE

Tandelle Bold

hello / HELLO

Tandelle Regular

hello / HELLO

SUBHEAD

Gill Sans Bold

Why Send Ordinary?

Gill Sans Semibold

Be Extraordinary!

NUMBERS

Gill Sans Regular

2

BODY

Gill Sans Regular

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Gill Sans Light

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DISPLAY
FONTS

BODY
COPY
FONTS

WEB TYPOGRAPHY

HEADLINE

Tandelle Bold

hello / HELLO

Raleway Bold

hello / HELLO

SUBHEAD

*Raleway Bold
(primary)*

Why Send Ordinary?

*Arial Bold
(secondary)*

Be Extraordinary!

DISPLAY
FONTS

BODY

*Raleway Regular
(primary)*

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*Arial Regular
(secondary)*

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BODY
COPY
FONTS

DESIGN ELEMENTS

