



BOSS
REVOLUTION™

BRand Manual

v 2.2

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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

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.

Brand Positioning

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 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 (English & Spanish)

Brand Components Vert

Brand Components Horiz

Brand Architecture

App Money Logos

Trademark Symbols

Construction

Protection Areas

Minimum Size

Sizes & Proportions

Logo Fonts

Correct Writing

Incorrect Uses

Brand

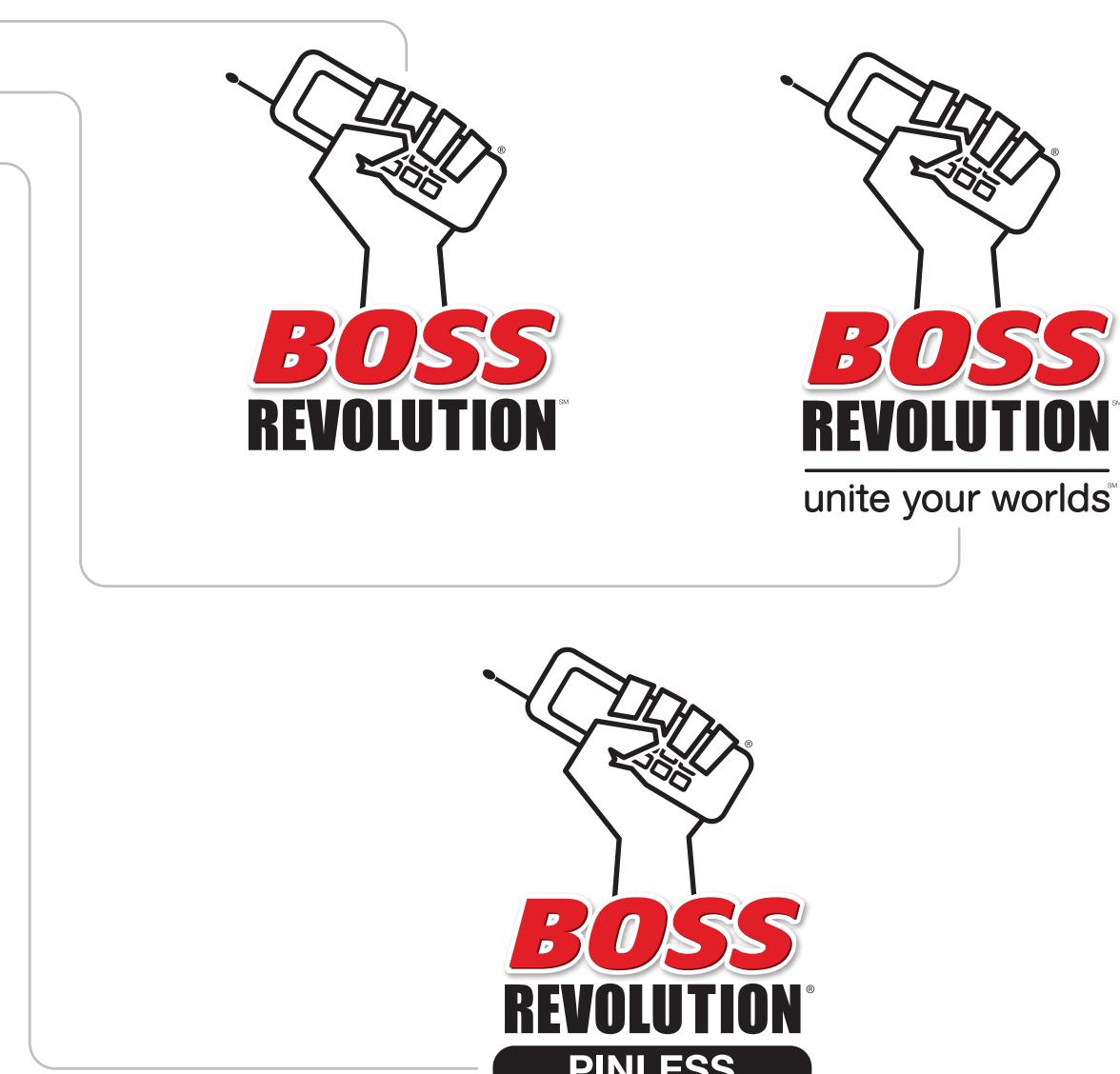
Our logo is the heart of our visual identity. It represents the connections between our customers and their worlds. It is a symbol for the kinds of connections our company, products and services provide.

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.



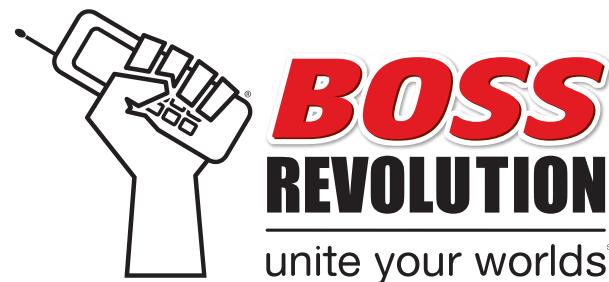
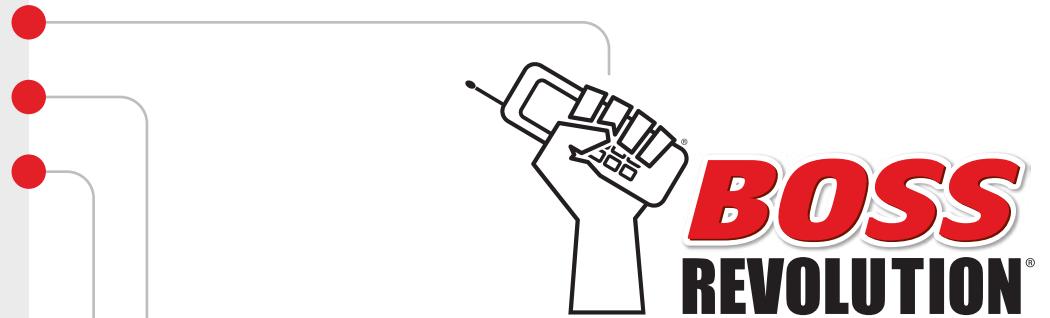
- Generic.
- Generic with tagline.
- Logo for specific service description (sub brand).



Generic.

Generic with tagline.

Logo for specific
service description
(sub brand).

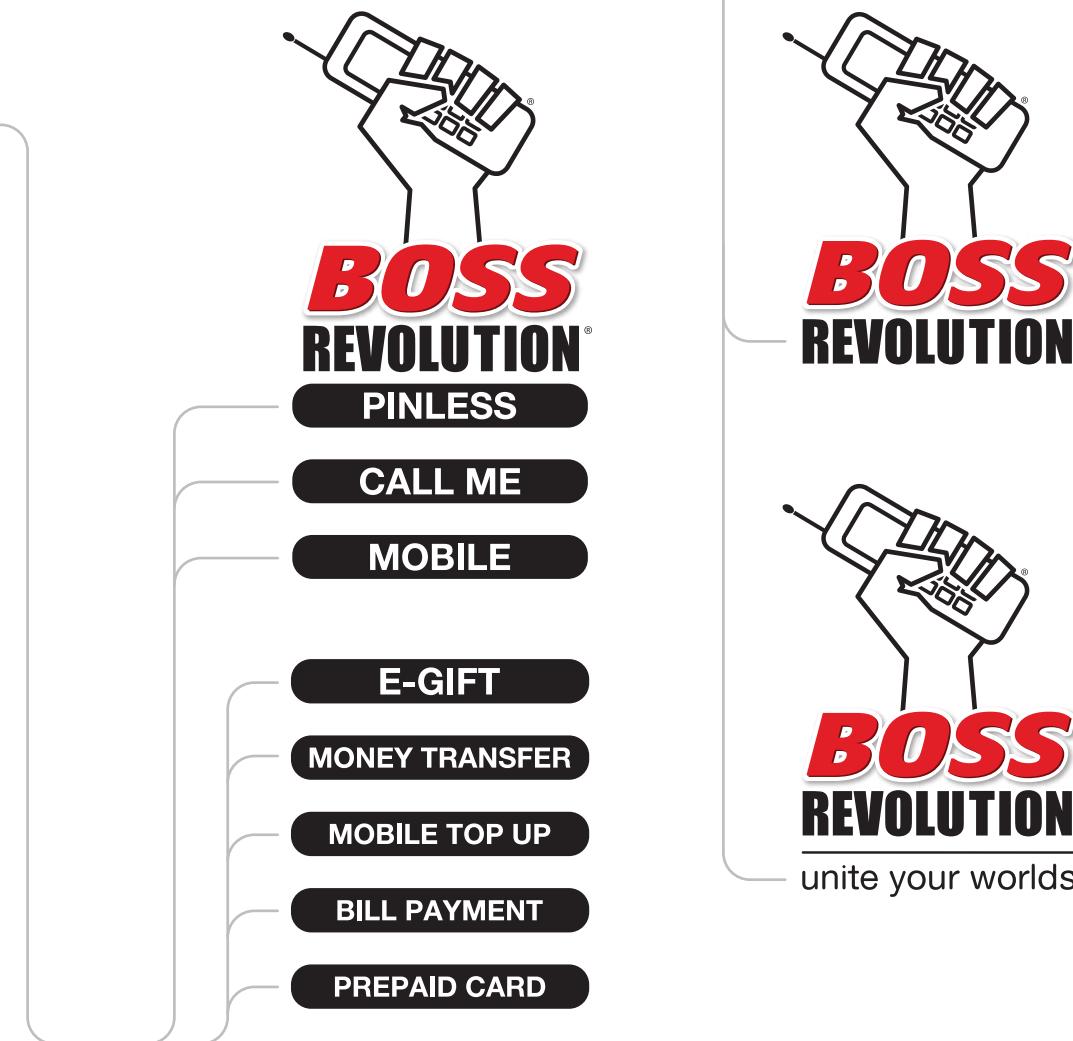


Exceptional Use.

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

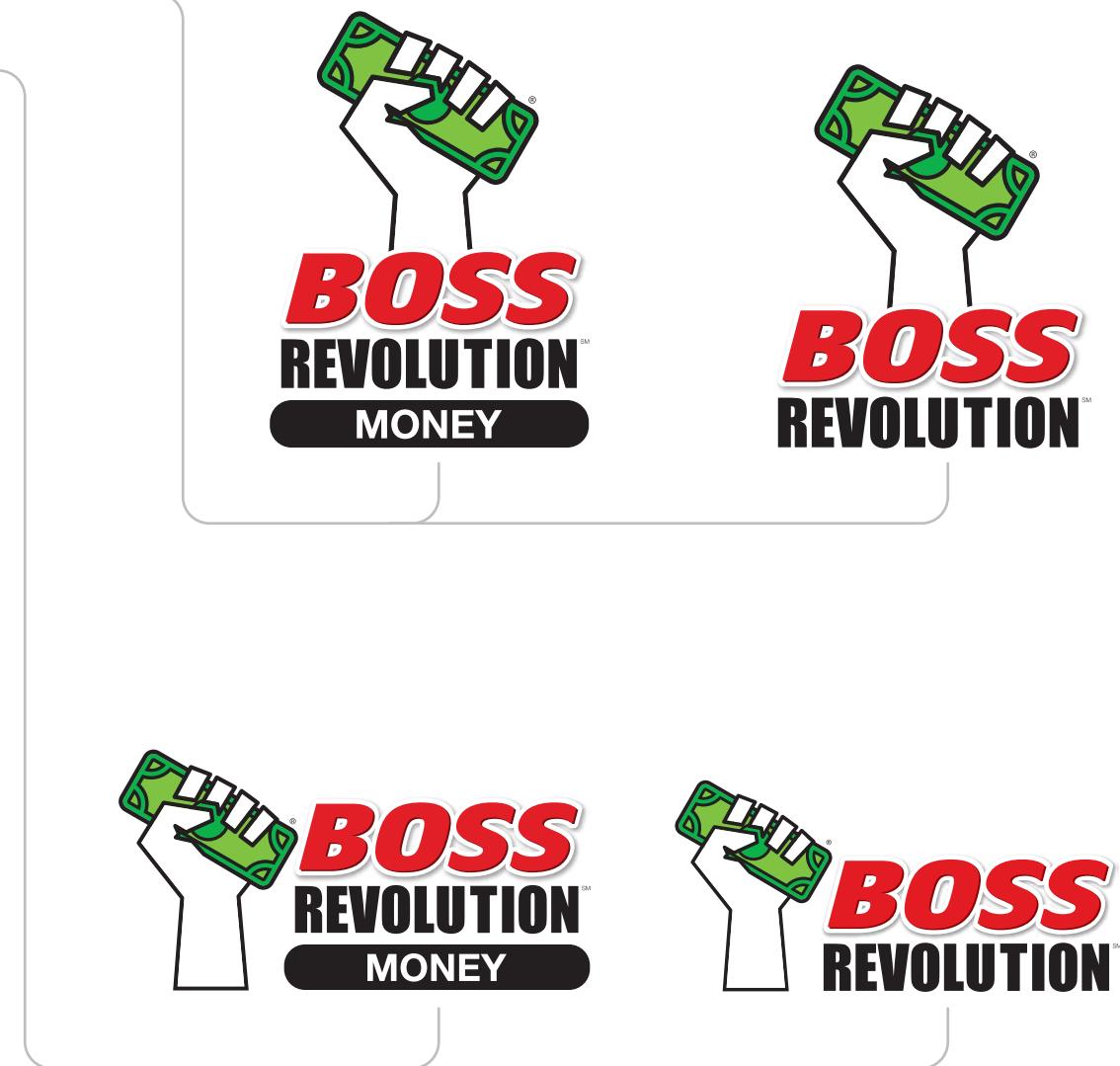
BOSS Revolution
generic logo
(with or without tagline).

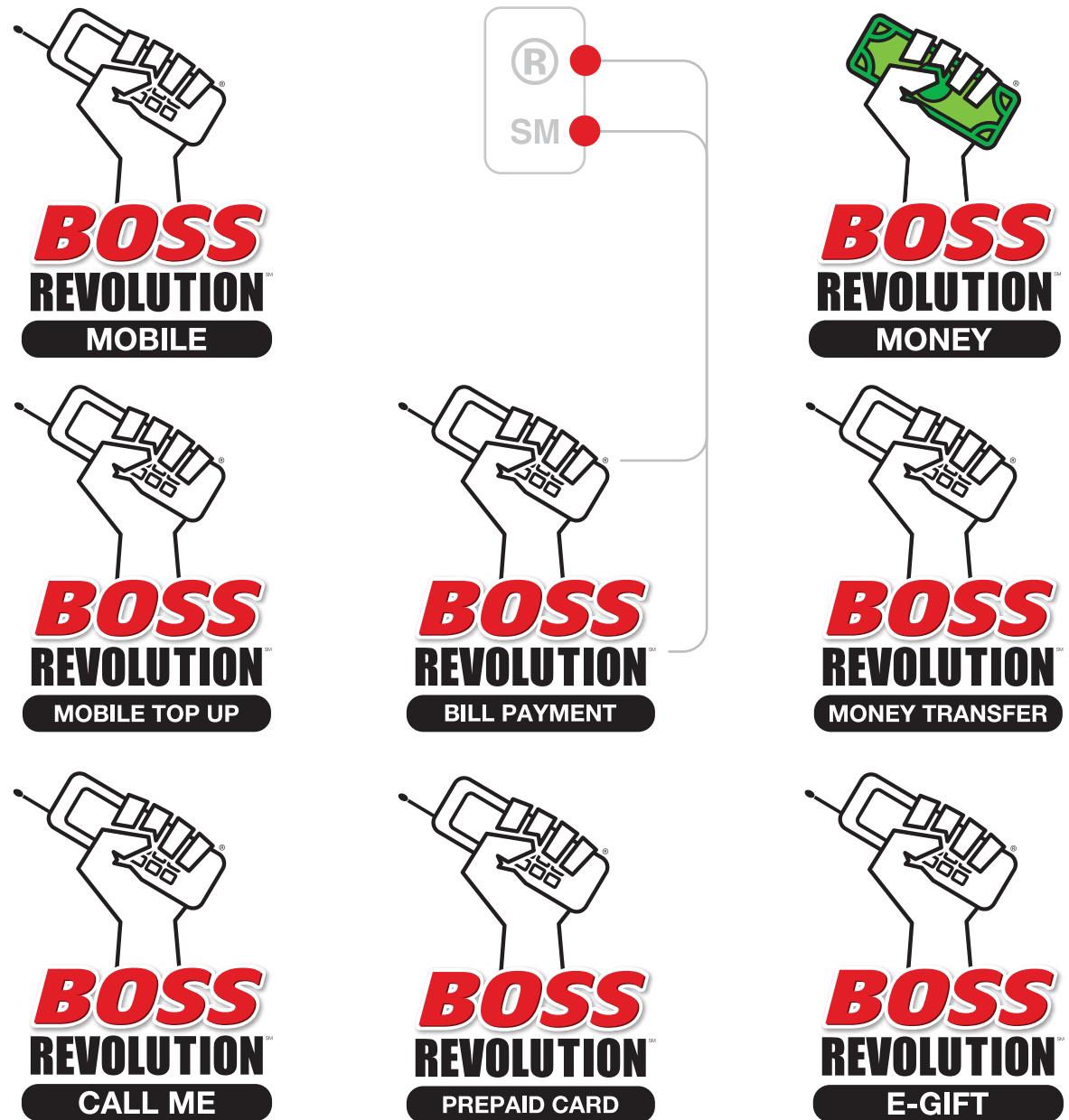
Logo for specific
service description
(sub brand).



Main logo - vertical.

Horizontal logo for
exceptional use.





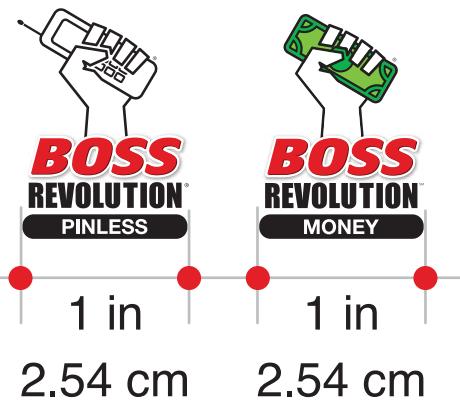
The modules of the grid on which the brand is built, show the relation and disposition of the brand components. This relation cannot be altered. To maintain the integrity of the brand, it is recommended to apply it from an original digital file rather than recreating it.



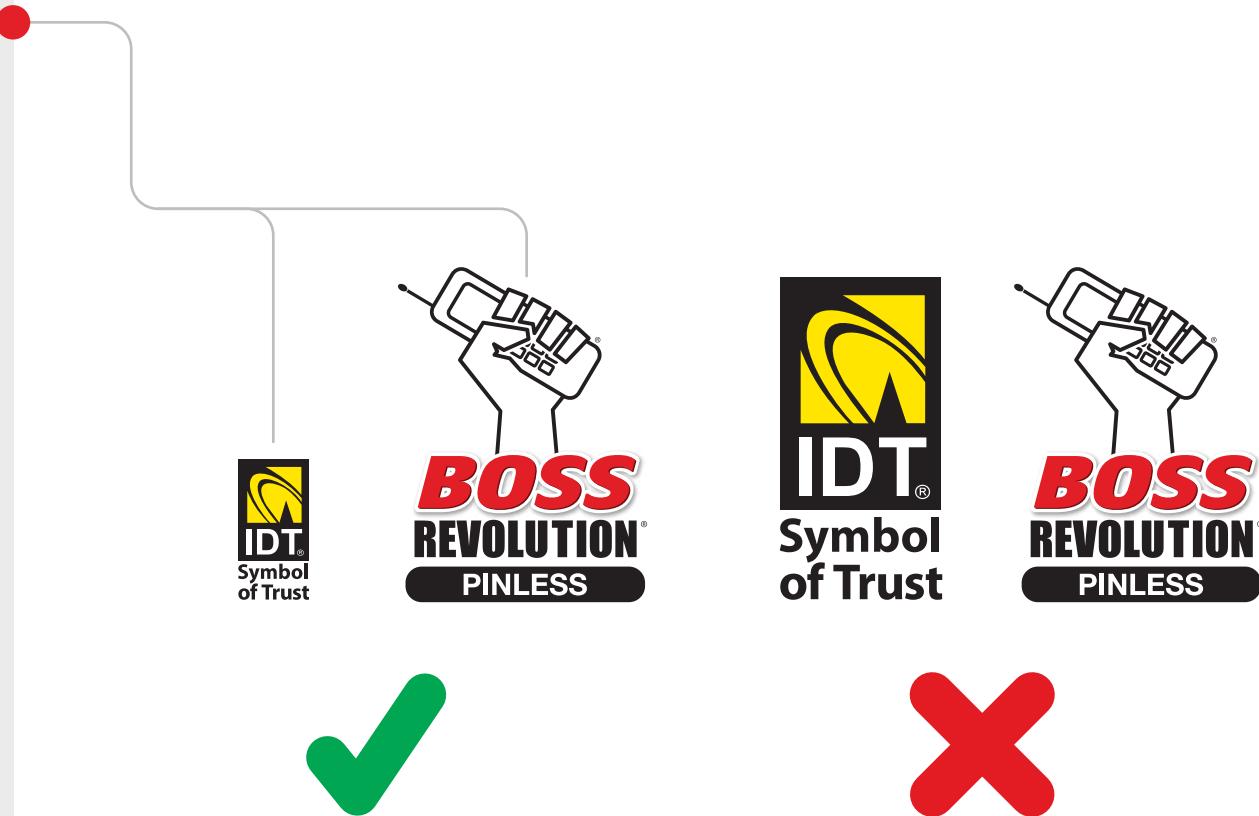
A protection area is set to avoid interferences and visual tension and preserve the integrity of the brand. This area keeps it away from other brands, borders, texts, photographs, and illustrations. The area of brand protection is defined by a module we call "x", where "x" equals the height of the word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



Core Sans N

(modified)

Impact

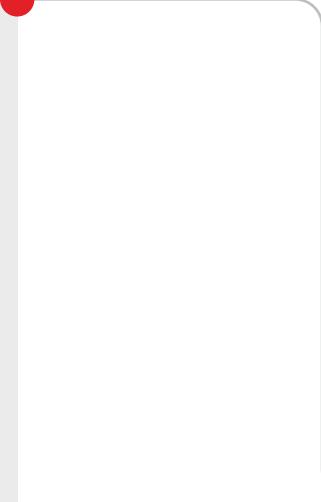
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;!?()

Helvetica Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;!?()



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

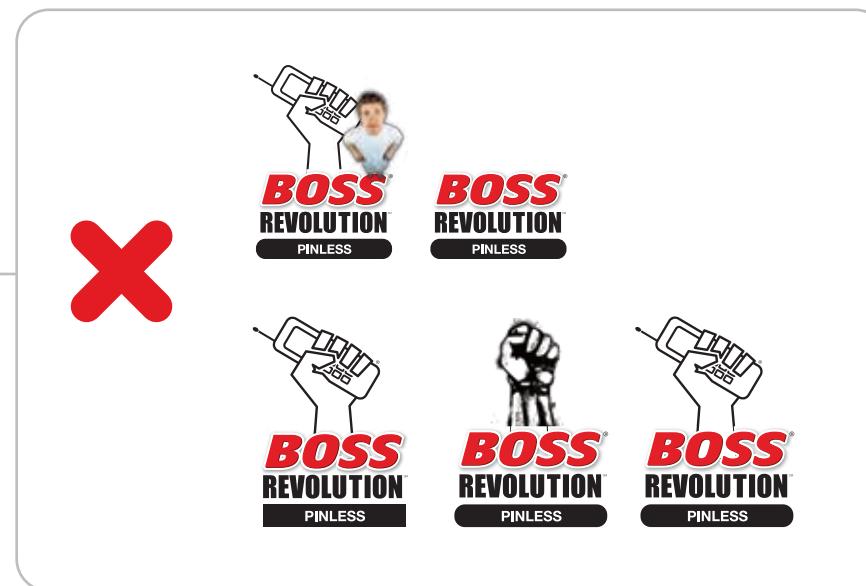


BOSS Revolution

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

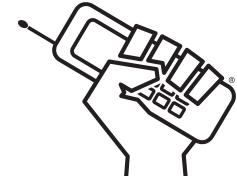
Black and white version
over dark or black
background.



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



Helvetica Neue LT Pro
Condensed



45 Light

55 Roman

65 Medium

75 Bold

85 Heavy

95 Black

47 Light Condensed

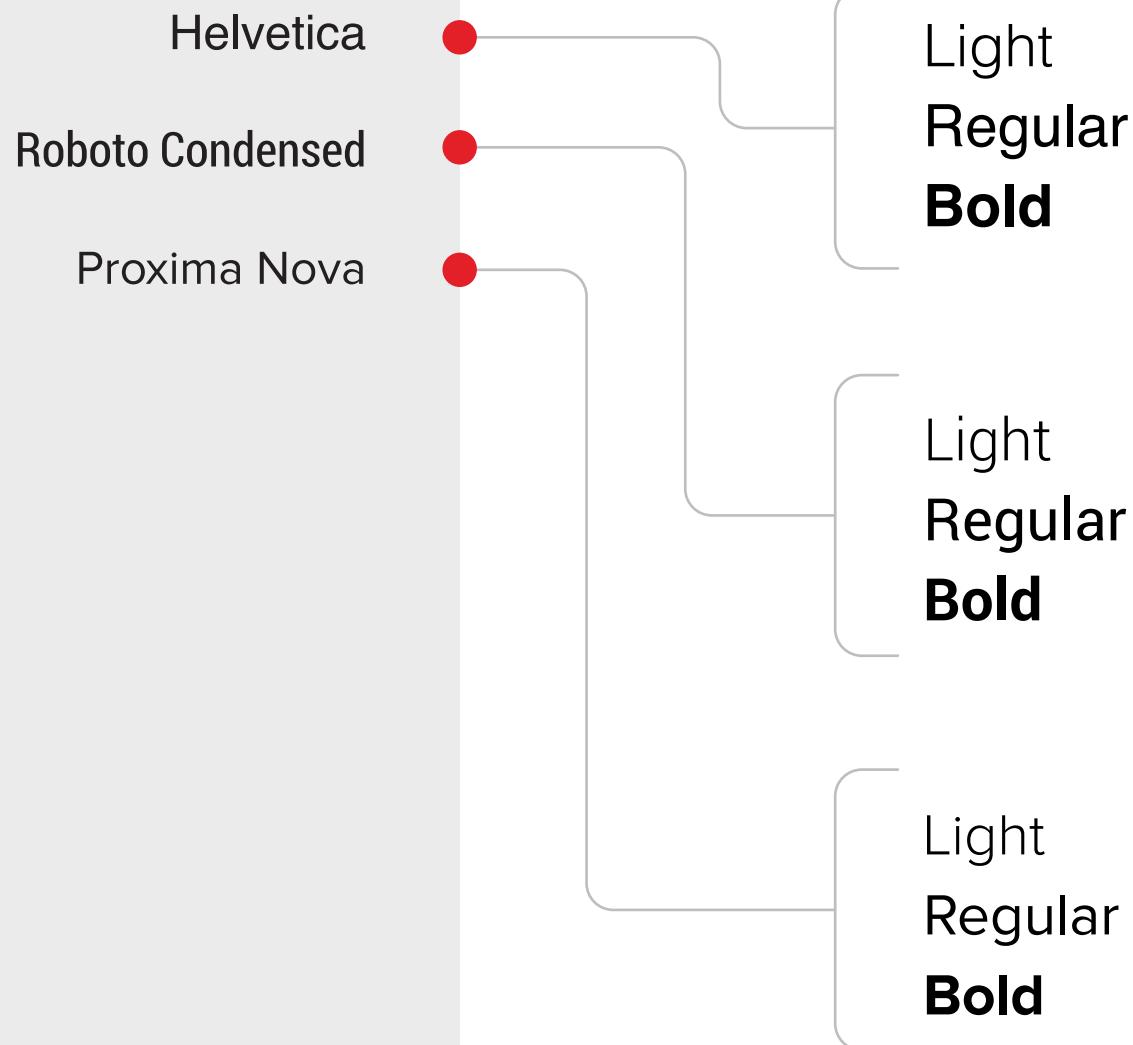
57 Condensed

67 Medium Condensed

77 Bold Condensed

87 Heavy Condensed

97 Black Condensed



Characters - Examples
Photographic Style

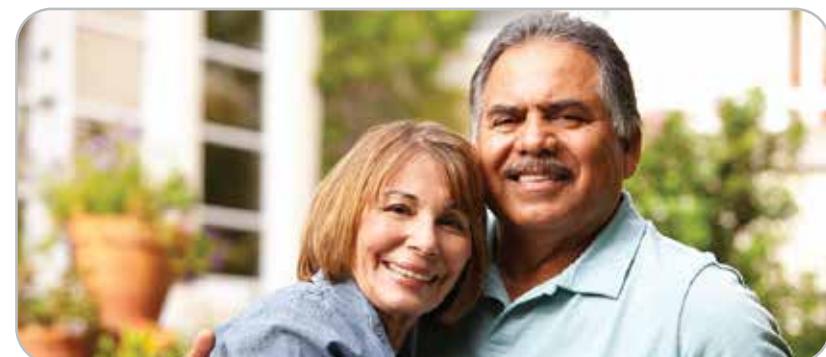
Imagery



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

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

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 - Products

Icons - General 1

Icons - General 2

Icons - As Font

Font Name: “BOSS Rev Icons v01” (Index)

Icons - As Font

Fontello Generated

Icons - As Font

Fontello Generated (Codes)

Icons - Bill Payment

App Icons In Use

App Calling Icon

App Money Icon

Icons

Icons are available as a font named "BOSS Rev Icons v01".

Font key.



PINLESS
UPPERCASE "A"



CALL ME
UPPERCASE "B"



MOBILE
UPPERCASE "C"



MOBILE APP
UPPERCASE "D"



MOBILE
TOP UP
UPPERCASE "E"



INTERNATIONAL
MOBILE TOP UP
UPPERCASE "F"



DOMESTIC
MOBILE TOP UP
UPPERCASE "G"



MOBILE
TOP UP CARD
UPPERCASE "H"



BILL PAYMENT
UPPERCASE "I"



INTERNATIONAL
BILL PAYMENT
UPPERCASE "J"



DOMESTIC
BILL PAYMENT
UPPERCASE "K"



E-GIFT
UPPERCASE "L"



INTERNATIONAL
E-GIFT
UPPERCASE "M"



DOMESTIC
E-GIFT
UPPERCASE "N"



MONEY
TRANSFER
UPPERCASE "O"



VISA
PRODUCTS
UPPERCASE "P"



VISA VIRTUAL
ACCOUNT
UPPERCASE "Q"



PREPAID
VISA CARD
UPPERCASE "R"



YOUR
NUMBER
UPPERCASE "S"



WIFI & APP
UPPERCASE "T"



RETAILER
MOBILE PORTAL
UPPERCASE "U"



NUMBER WON'T
WORK
UPPERCASE "V"



PORT YOUR
NUMBER
NUMBERSIGN | #



NEW PHONE
NUMBER
UPPERCASE "W"



CHECK YOUR
PHONE
UPPERCASE "X"



KEEP YOUR
NUMBER
UPPERCASE "Y"



DEVICE
UPPERCASE "Z"



PAY FOR WHAT
YOU USE
LOWERCASE "a"



HARD CARDS
LOWERCASE "b"



CREDIT CARD
LOWERCASE "c"



CREDIT/DEBIT
CARD
LOWERCASE "d"



AVAILABLE
IN ENG & SPA
LOWERCASE "e"



CAN'T ACTIVATE
DEVICE
LOWERCASE "f"



CHECK YOUR SIM
LOWERCASE "g"



SAVINGS
CALCULATOR
LOWERCASE "h"



ACCOUNT
INFORMATION
LOWERCASE "i"



SERVICES
LOWERCASE "j"



DOMESTIC &
INTERNATIONAL SERVICES
LOWERCASE "k"



YOUR PHONE IS
BEING ACTIVATED
LOWERCASE "l"



RATES
LOWERCASE "m"



DOMESTIC RATES
LOWERCASE "n"



INTERNATIONAL
RATES
LOWERCASE "o"



RECHARGE
LOWERCASE "p"



RECHARGE
LOWERCASE "q"



FREE APP
NO FEES
LOWERCASE "r"



SHARE YOUR
ACCOUNT BALANCE
LOWERCASE "s"



PAYER TO PAYER
LOWERCASE "t"



EXCHANGE
LOWERCASE "u"



CONFIRMATION
LOWERCASE "v"



COIN
LOWERCASE "w"



MY ACCOUNT
LOWERCASE "x"



RECIPIENT
LOWERCASE "y"



CASH PICKUP
LOWERCASE "z"



COMPETITIVE
RATES WORLDWIDE
NUMBER "0"



BOSS SHARE
NUMBER "1"



EASY DIALING WITH
PINLESS CALLING
NUMBER "2"



SIMPLE ONE TAP
DIALING
NUMBER "3"



CRYSTAL CLEAR
SOUND QUALITY
NUMBER "4"



EXPAND
NUMBER "5"



COLLAPSE
NUMBER "6"



USE FROM HOME,
OFFICE OR MOBILE
NUMBER "7"



ADD FUNDS IN STORES,
ONLINE OR FROM THE APP
NUMBER "8"



OFFER
NUMBER "9"



WIFI
COMMA | ,



COVERAGE MAP
PERIOD | .



MOBILE HOTSPOT
SHIFT + COLON | :



LOCATION
SEMICOLON | ;



LOWER BILL
BY USING WIFI
SHIFT + QUESTION | ?



STARTING AT \$5
SHIFT + ALT + QUESTION | ?



BANK
INFORMATION
SHIFT + 1 | !



BANK
DEPOSIT
ALT + 1 | !



BANK
WITHDRAWAL
SHIFT + 2 | @



HOME
DELIVERY
SHIFT + 7 | &



SHOPPING CART
SLASH | /



IDT
TECHNOLOGY
SHIFT + 9 | (



BOSS CARES
SHIFT + 0 |)



A SOLID
PARTNERSHIP
BRACKETLEFT | [



CONGRATULATIONS
BRACKETRIGHT |]



SAVINGS
CALCULATOR
SHIFT + BRACELEFT | {



USAGE
DETAILS
SHIFT + BRACERIGHT | }



A PROFITABLE
BUSINESS MODEL
SHIFT + EQUALSIGN | =



WEB PORTAL
SHIFT + 5 | %



TV ADS
SHIFT + 4 | \$



KIOSK
SHIFT + PLUS | +



BRANDING
ALT + r | ®



INTEGRATIONS
ALT + g | ©



GRASSROOTS
SHIFT + LESS | <



A STRONG BRAND
SHIFT + GREATER | >

A	B	C	D	E	F	G	H	I	J	K	L	M
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
N	O	P	Q	R	S	T	U	V	#	W	X	Y
DOMESTIC E-GIFT	MONEY TRANSFER	VISA PRODUCTS	VISA VIRTUAL ACCOUNT	PREPAID VISA CARD	YOUR NUMBER	WIFI & APP	RETAILER MOBILE PORTAL	NUMBER WON'T WORK	PORT YOUR NUMBER	NEW PHONE NUMBER	CHECK YOUR PHONE	KEEP YOUR NUMBER
Z	a	b	c	d	e	f	g	h	i	j	k	l
DEVICE	PAY FOR WHAT YOU USE	HARD CARDS	CREDIT CARD	CREDIT/DEBIT CARD	AVAILABLE IN ENG & SPA	CAN'T ACTIVATE DEVICE	CHECK YOUR SIM	SAVINGS CALCULATOR	ACCOUNT INFORMATION	SERVICES	DOMESTIC & INTERNATIONAL SERVICES	YOUR PHONE IS BEING ACTIVATED
m	n	o	p	q	r	s	t	u	v	w	x	y
RATES	DOMESTIC RATES	INTERNATIONAL RATES	RECHARGE	RECHARGE	FREE APP NO FEES	SHARE ACCOUNT BALANCE	PAYER TO PAYER	EXCHANGE	CONFIRMATION	COIN	MY ACCOUNT	RECIPIENT
z	0	1	2	3	4	5	6	7	8	9	,	.
CASH PICKUP	COMPETITIVE RATES WORLDWIDE	BOSS SHARE	EASY DIALING WITH PINLESS CALLING	SIMPLE ONE TAP DIALING	CRYSTAL CLEAR SOUND QUALITY	EXPAND	COLLAPSE	USE FROM HOME, OFFICE OR MOBILE	ADD FUNDS IN STORES, ONLINE OR FROM THE APP	OFFER	WIFI	COVERAGE MAP
Shift + colon : ;	semicolon ; ;	shift + question ? ?	shift + alt + question ? ?	shift + 1 ! !	alt + 1 ¡ ¡	shift + 2 @ @	shift + 7 & &	slash / /	shift + 9 ((shift + 0))	bracketleft [[bracketright]]
Mobile hotspot	LOCATION	LOWER BILL BY USING WiFi	STARTING AT \$5	BANK INFORMATION	BANK DEPOSIT	BANK WITHDRAWAL	HOME DELIVERY	SHOPPING CART	IoT TECHNOLOGY	BOSS CARES	A SOLID PARTNERSHIP	CONGRATULATIONS
Shift + braceleft { {	Shift + braceleft { {	Shift + equalsign = =	Shift + 5 % %	Shift + 4 \$ \$	Shift + plus + +	Alt + g ® ®	Alt + r ® ®	Shift + less < <	Shift + greater > >			
SAVINGS CALCULATOR	USAGE DETAILS	A PROFITABLE BUSINESS MODEL	WEB PORTAL	TV ADS	KIOSK	BRANDING	INTEGRATIONS	GRASSROOTS	A STRONG BRAND			

fontello font demo

show codes

⌚ icon-01-pinless	☎ icon-02-call-me	📱 icon-03-mobile	📱 icon-04-mobile-app
🏧 icon-05-mobile-top-up	🏧 icon-06-international-mobile-top-up	🏧 icon-07-domestic-mobile-top-up	🏧 icon-08-mobile-top-up-card
💷 icon-09-bill-payment	💷 icon-10-international-bill-payment	💷 icon-11-domestic-bill-payment	💷 icon-12-egift
🏧 icon-13-international-egift	🏧 icon-14-domestic-egift	🏧 icon-15-money-transfer	💳 icon-16-visa-products
💳 icon-17-visa-virtual-account	💳 icon-18-prepaid-visa-card	📞 icon-19-your-number	📶 icon-20-wifi-&-app
🏪 icon-21-retailer-mobile-portal	📴 icon-22-number-won't-work	📞 icon-23-port-your-number	📠 icon-24-new-phone-numeber
📴 icon-25-check-your-phone	📴 icon-26-keep-your-number	📠 icon-27-device	🏧 icon-28-pay-for-what-you-use
🎴 icon-29-hard-cards	💳 icon-30-credit-card	💳 icon-31-credit-debit-card	🏩 icon-32-available-in-eng-&-spa
📴 icon-33-can't-activate-device	📴 icon-34-check-your-sim	💷 icon-35-savings-calculator-01	👤 icon-36-account-information
👤 icon-37-services	🏧 icon-38-domestic-&international-services	📱 icon-39-your-phone-is-being-activated	💰 icon-40-rates
👤 icon-41-domestic-rates	👤 icon-42-international-rates	🔋 icon-43-recharge	🔋 icon-44-recharge-(green)
👤 icon-45-free-app-no-fees	👤 icon-46-share-account-balance	👤 icon-47-payer-to-payer	💱 icon-48-exchange
👤 icon-49-confirmation	coins icon-50-coin	👤 icon-51-my-account	👤 icon-52-recipient
🏧 icon-53-cash-pickup	👤 icon-54-competitive-rates-worldwide	👤 icon-55-boss-share	🏧 icon-56-easy-dialing-with-pinless-calling
📱 icon-57-simple-one-tap-dialing	👤 icon-58-crystal-clear-sound-quality	👤 icon-59-expand	👤 icon-60-collapse
👤 icon-61-use-from-home-office-or-mobile	👤 icon-62-mobile-hotspot-	👤 icon-63-offer	📶 icon-64-wifi
👤 icon-65-coverage-map	👤 icon-66-add-funds-in-stores-online-or-from-the-app	📍 icon-67-location	💷 icon-68-lower-bill-by-using-wifi
💵 icon-69-starting-at-\$5	🏦 icon-70-bank-information	🏦 icon-71-bank-deposit	🏦 icon-72-bank-withdrawal
🤝 icon-73-a-solid-partnership	🛍 icon-74-shopping-cart	💻 icon-75-idt-technology	👤 icon-76-boss-cares
🚚 icon-77-home-delivery	👉 icon-78-congratulations	💷 icon-79-savings-calculator	👤 icon-80-usage-details
💰 icon-81-a-profitable-business-model	🌐 icon-82-web-portal	📺 icon-83-tv-ads	🏪 icon-84-kiosk
👤 icon-85-branding	🌐 icon-86-integrations	📍 icon-87-grassroots	👤 icon-88-a-strong-brand

Generated by fontello.com

TBC

Icon - As Font

Fontello Generated

36

fontello font demo

show codes

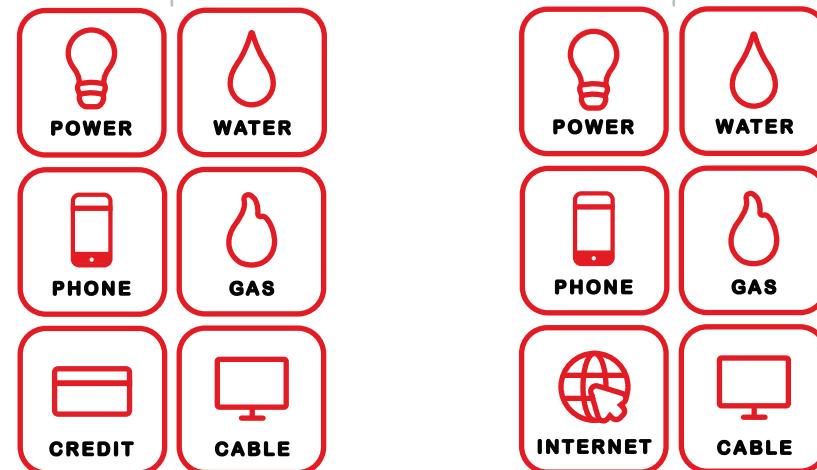
⌚ 0xe800	⌚ 0xe801	⌚ 0xe802	⌚ 0xe803
⌚ 0xe804	⌚ 0xe805	⌚ 0xe806	⌚ 0xe807
⌚ 0xe808	⌚ 0xe809	⌚ 0xe80a	⌚ 0xe80b
⌚ 0xe80c	⌚ 0xe80d	⌚ 0xe80e	⌚ 0xe80f
⌚ 0xe810	⌚ 0xe811	⌚ 0xe812	⌚ 0xe813
⌚ 0xe814	⌚ 0xe815	⌚ 0xe816	⌚ 0xe817
⌚ 0xe818	⌚ 0xe819	⌚ 0xe81a	⌚ 0xe81b
⌚ 0xe81c	⌚ 0xe81d	⌚ 0xe81e	⌚ 0xe81f
⌚ 0xe820	⌚ 0xe821	⌚ 0xe822	⌚ 0xe823
⌚ 0xe824	⌚ 0xe825	⌚ 0xe826	⌚ 0xe827
⌚ 0xe828	⌚ 0xe829	⌚ 0xe82a	⌚ 0xe82b
⌚ 0xe82c	⌚ 0xe82d	⌚ 0xe82e	⌚ 0xe82f
⌚ 0xe830	⌚ 0xe831	⌚ 0xe832	⌚ 0xe833
⌚ 0xe834	⌚ 0xe835	⌚ 0xe836	⌚ 0xe837
⌚ 0xe838	⌚ 0xe839	⌚ 0xe83a	⌚ 0xe83b
⌚ 0xe83c	⌚ 0xe83d	⌚ 0xe83e	⌚ 0xe83f
⌚ 0xe840	⌚ 0xe841	⌚ 0xe842	⌚ 0xe843
⌚ 0xe844	⌚ 0xe845	⌚ 0xe846	⌚ 0xe847
⌚ 0xe848	⌚ 0xe849	⌚ 0xe84a	⌚ 0xe84b
⌚ 0xe84c	⌚ 0xe84d	⌚ 0xe84e	⌚ 0xe84f
⌚ 0xe850	⌚ 0xe851	⌚ 0xe852	⌚ 0xe853
⌚ 0xe854	⌚ 0xe855	⌚ 0xe856	⌚ 0xe857

Generated by [fontello.com](#)

TBC

Domestic.

International.







iOS - 1024px x 1024px
eps and png



iOS
180px x 180px
eps and png



iOS
120px x 120px
eps and png



iOS
87px x 87px
eps and png



iOS
80px x 80px
eps and png



iOS
58px x 58px
eps and png



Android
96px x 96px
eps and png



Android
72px x 72px
eps and png



Android
48px x 48px
eps and png



Android
36px x 36px
eps and png

Rounded Corners Needed



iOS - 1024px x 1024px
eps and png

Rounded Corners Needed



iOS
180px x 180px
eps and png



iOS
120px x 120px
eps and png



iOS
87px x 87px
eps and png



iOS
80px x 80px
eps and png



iOS
58px x 58px
eps and png



Android
96px x 96px
eps and png



Android
72px x 72px
eps and png



Android
48px x 48px
eps and png



Android
36px x 36px
eps and png

\$1 Free Bursts - General
\$1 Free Bursts - App
BR Club - Shield and Hero
BR Shield and Hero - Alt.
Most Valuable Plan
BR Rewards
Social Media Buttons
App Store Badges
RAF Program
Products Bars

Bursts, Badges, Bars

English.

Spanish.



English.
Spanish.
When writing about the App
in Spanish, use "EL" App
or "LA" Aplicación.



Shield to be used when promotion is part of BR Club.



To be used when promotion is
NOT part of BR Club.







Preferred buttons for print.

Preferred buttons for web.



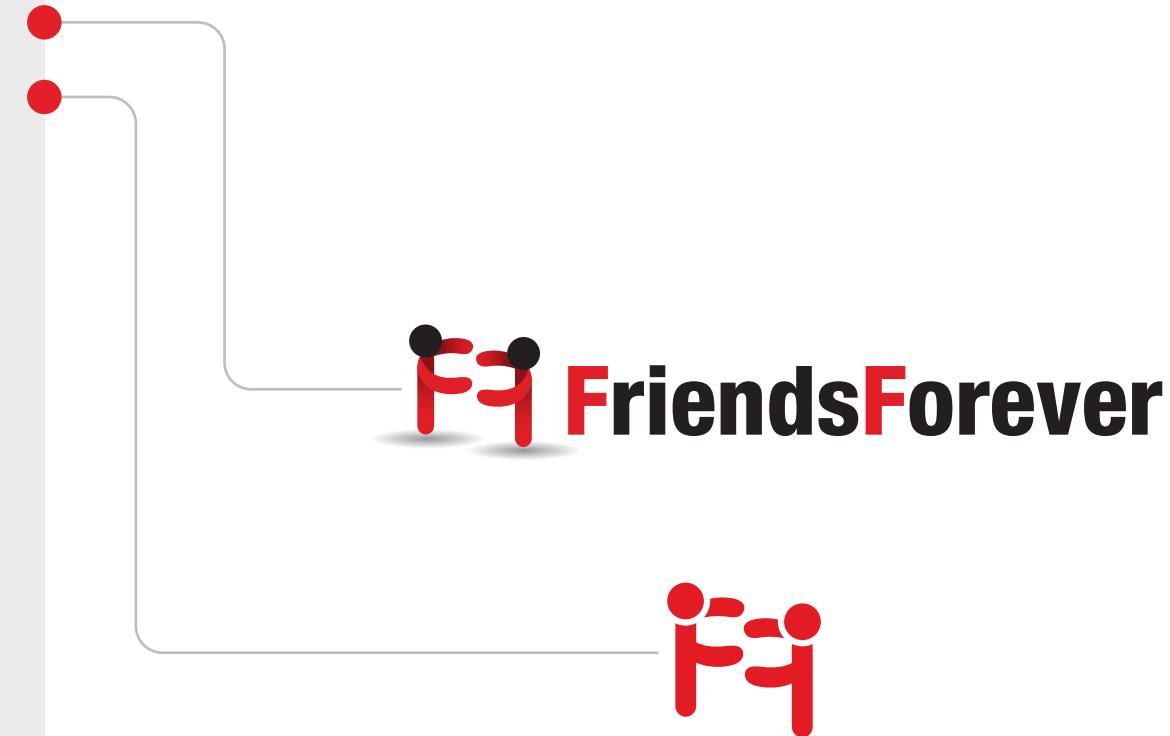
English.

Spanish.



Logo.

Icon.



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



PINLESS



MOBILE



E-GIFT



CALL ME



MONEY TRANSFER



MOBILE TOP UP



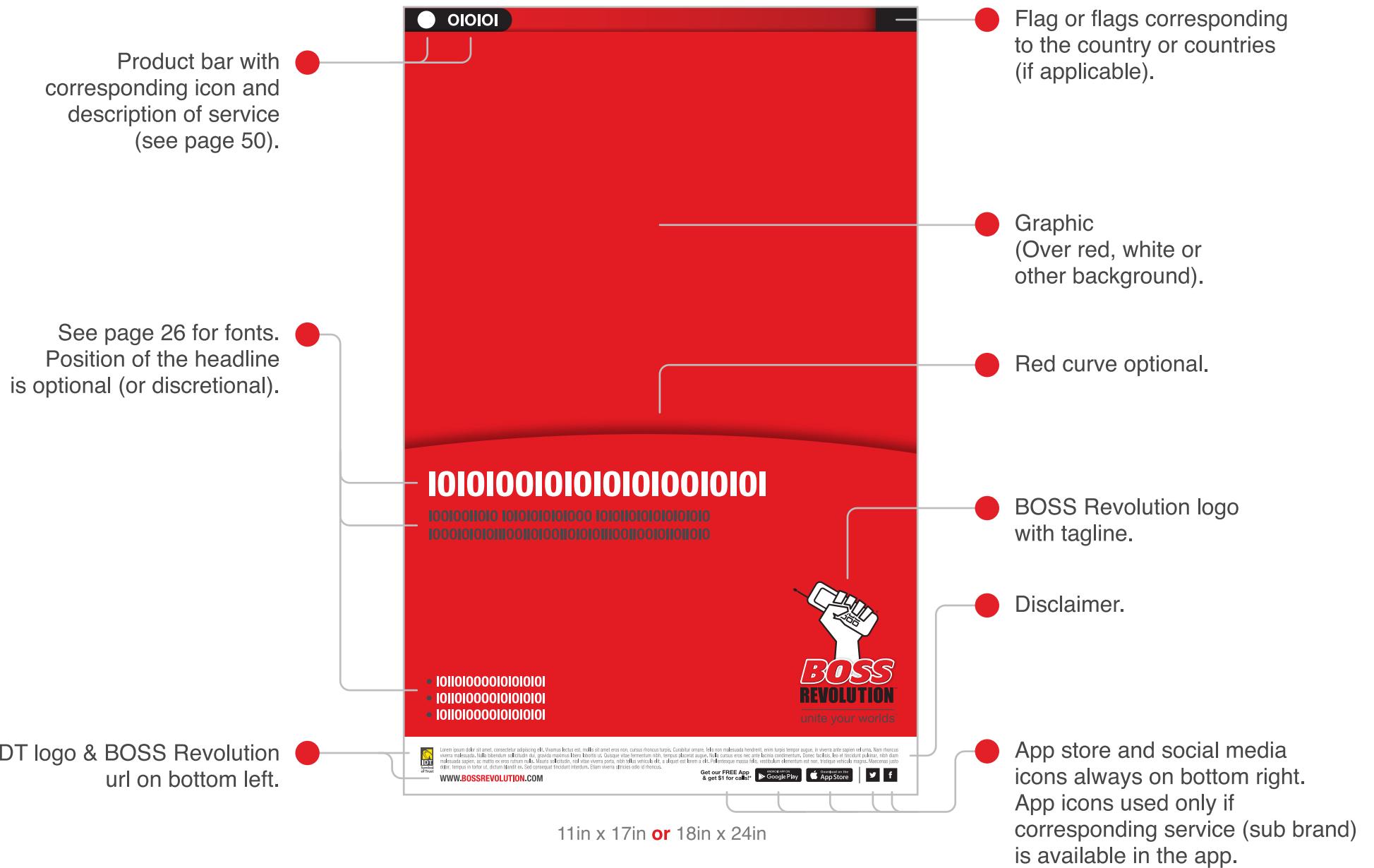
PREPAID CARD



BILL PAYMENT

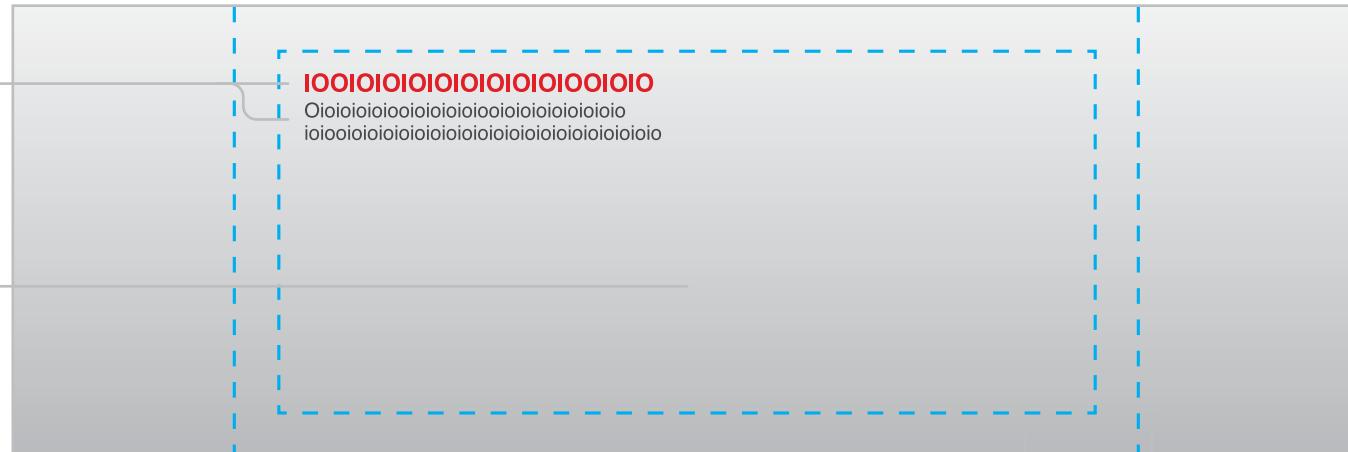
Poster
Carousel
Email
Banner Ads
Kiosk New Specs
Kiosk Prior Specs
POS
Timeline
MVNO Account Banner Desktop
MVNO Account Banner Tablet
MVNO Account Banner Mobile
TVC End Frame
Facebook
Twitter

Templates



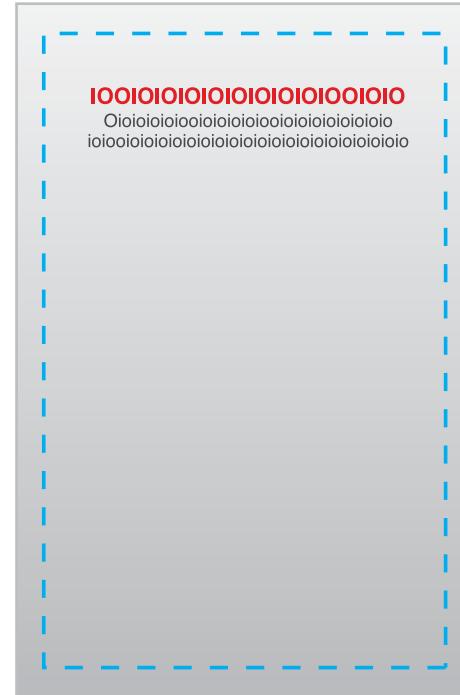
See page 27 for fonts.

Graphic.



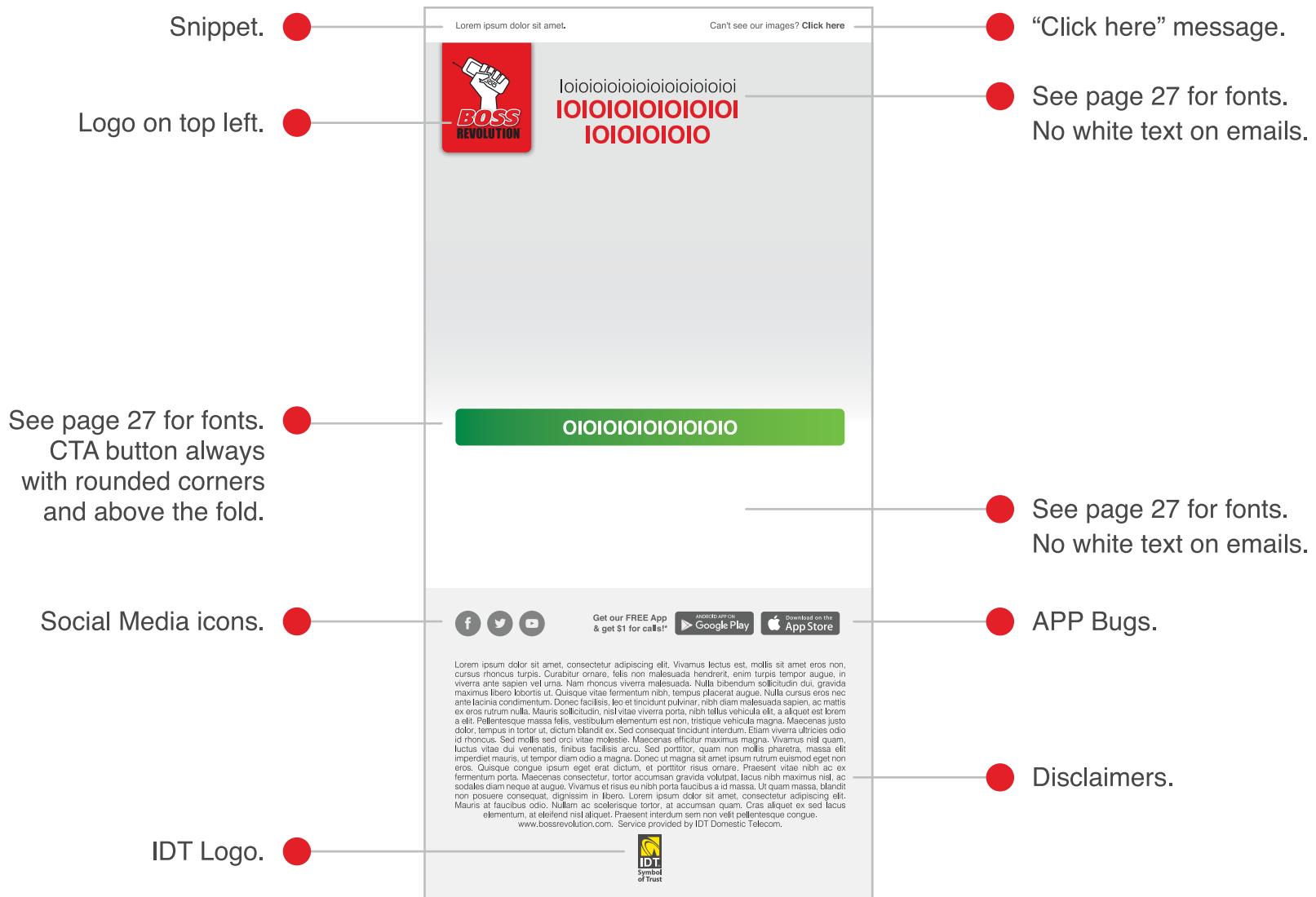
1710px x 570px - jpeg

Area free of content.

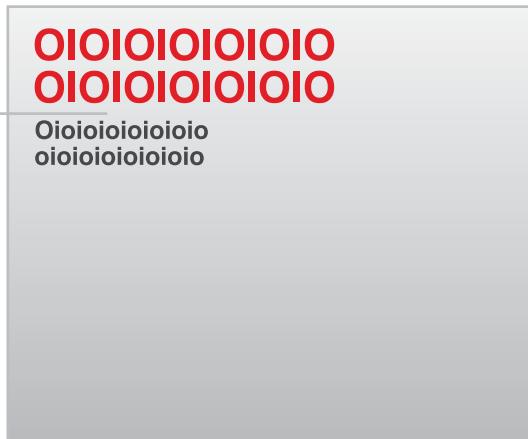


320px x 480px - jpeg

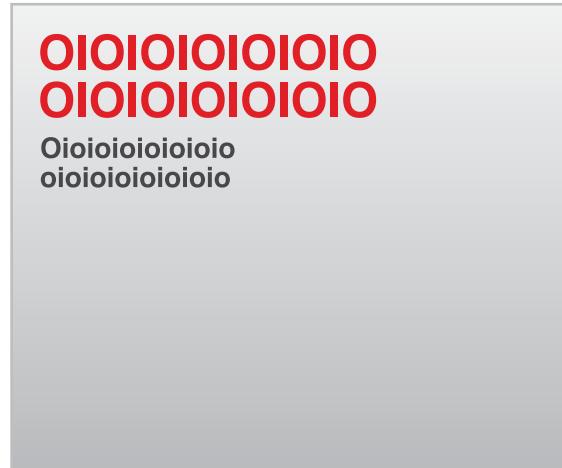
Safe area
(text should not
be over navigation
elements/arrows/dots).



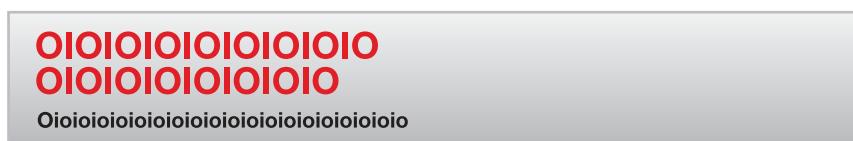
See page 27
for fonts.



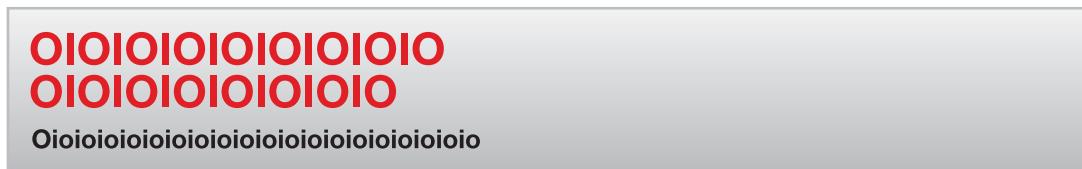
300px x 250px - jpeg



336px x 280px - jpeg



320px x 50px - jpeg



640px x 100px - jpeg



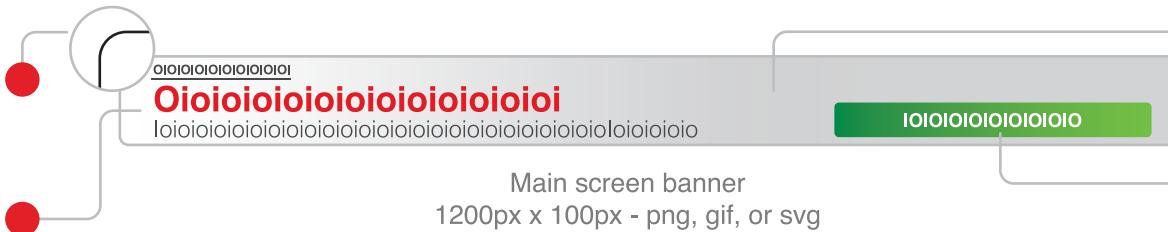
728px x 90px - jpeg



160px x 600px - jpeg

Corners are rounded automatically with a 10px radius.

See page 27 for fonts.



Graphic
(Over red, white or
other background).

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

Disclaimer, IDT logo,
and
BOSS Revolution yr.



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

Kiosk New Specs

See page 27 for fonts.

Graphic (Over red, white or other background).

Graphic (Over red, white or other background).

See page 27 for fonts.

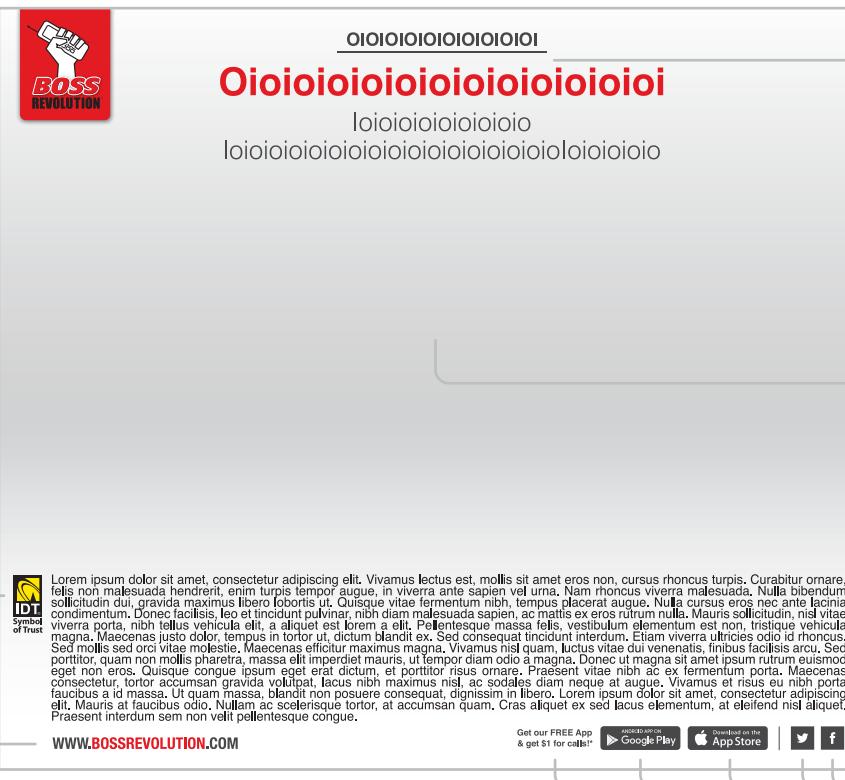


Graphic
(Over red, white or
other background).

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

240px x 300px - jpeg

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See page 27 for fonts.

Graphic
(Over red, white or
other background).

Graphic
(Over red, white or
other background).

759px x 668px - jpeg

Graphic
(Over red, white or
other background).

See page 27 for fonts.



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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus lectus est, mollis sit amet eros non, cursus rhoncus turpis. Curabitur ornare, felis non malesuada hendrerit, enim turpis tempor augue, in viverra ante sapien vel urna. Nam rhoncus viverra malesuada. Nulla bibendum sollicitudin dui, gravida maximus libero lobortis ut. Quisque vitae fermentum nibh, tempus placerat augue. Nulla cursus eros nec ante lacinia condimentum. Donec facilisis, leo et lacinia pulvinar, nibh diam malesuada sapien, ac mattis ex eros rutrum nulla. Mauris sollicitudin, nisl vitae viverra porta, nibh tellus vehicula elit, a aliquet est lorem a elit. Pellentesque massa felis, vestibulum elementum est non, tristique vehicula magna. Maecenas justo dolor, tempus in tortor ut, dictum bibendum ex. Sed congueat tincidunt interdum. Etiam viverra ut malesuada odio id rhoncus. Sed non nisi sed orci vitae molestie. Maecenas efficitur maximus massa. Vivamus nisi quam, luctus vitae dui venenatis. Imbuous facilisis arcu. Sed porttitor, quam in mollis pharetra, nisl ex. Ut tempus dicitur, auctor metus. Sed auctor, ante quis pellentesque, enim eu nisi non enim. Quisque congueat ipsum, euismod enim, euismod enim. Praesent id diam, posuere ipsum. Proin dignissim porttitor. Maecenas consecetur, tortor accumsan gravida volutpat, fusca nibh maximus nisl, ac sodales diam neque at augue. Vivamus et risus eu nibh porta faucibus a id massa. Ut quam massa, blandit non posuere consequat, dignissim in libero. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris at faucibus odio. Nullam ac scelerisque tortor, at accumsan quam. Cras aliquet ex sed lacus elementum, at eleifend nisl aliquet. Praesent interdum sem non velit pellenesque congue.

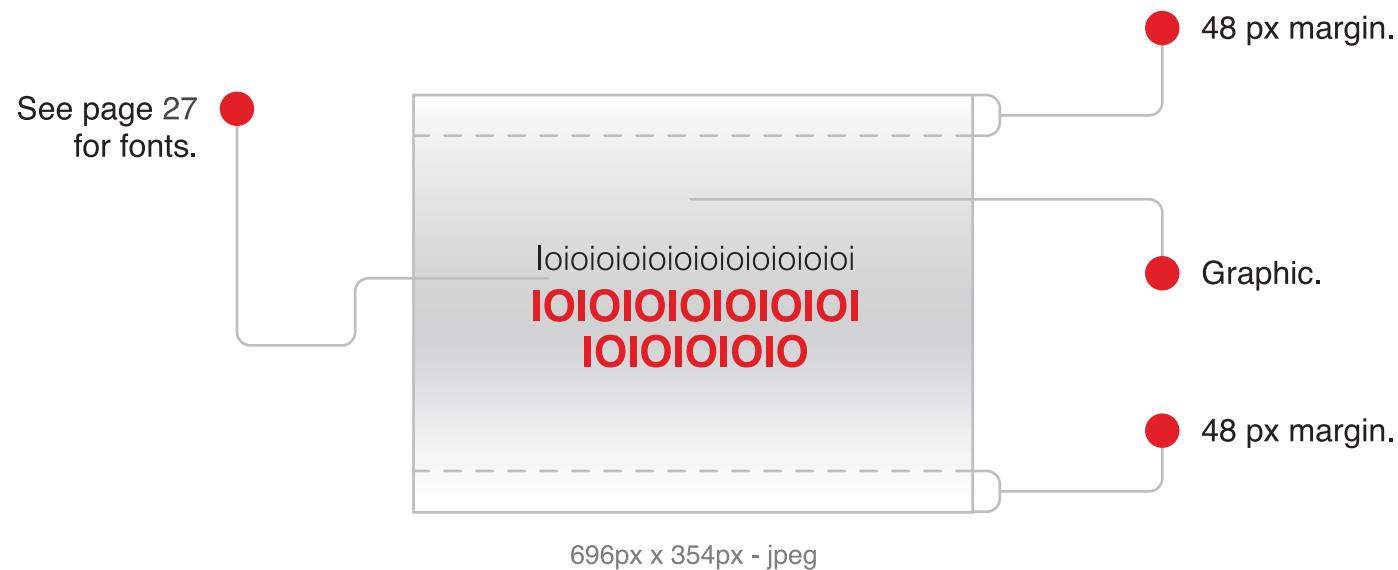
WWW.BOSSEvolution.COM

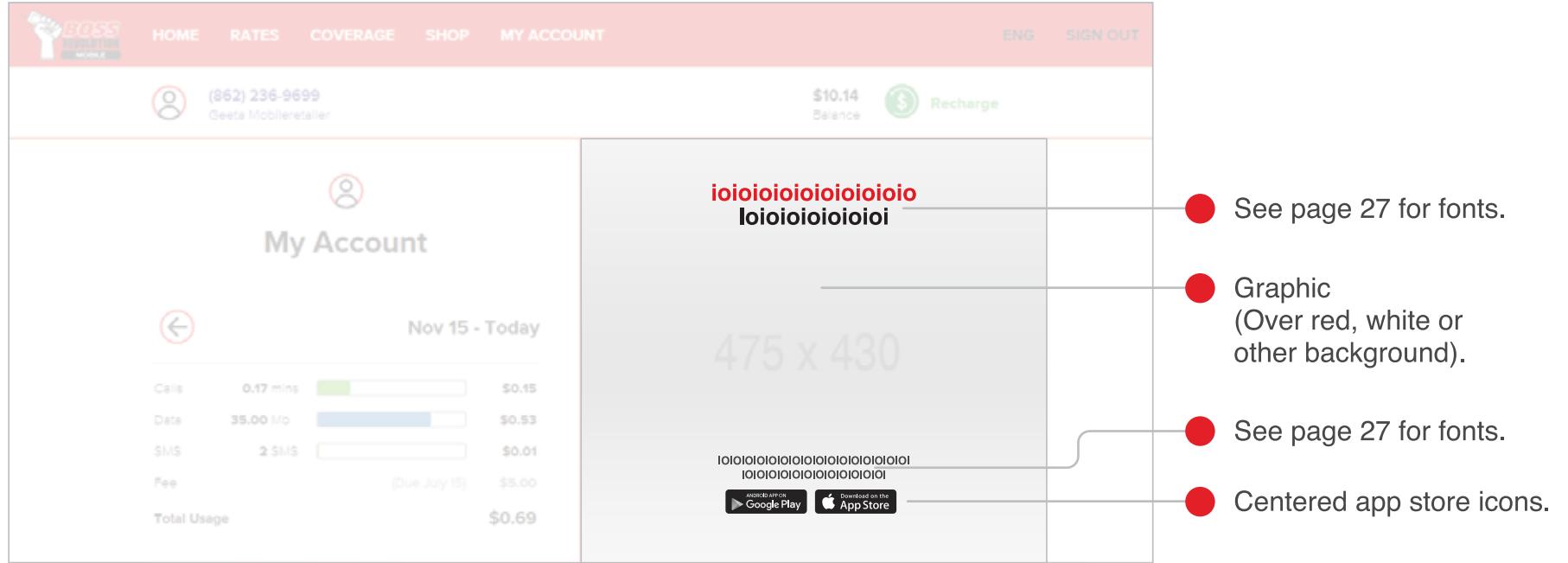


See page 27 for fonts.

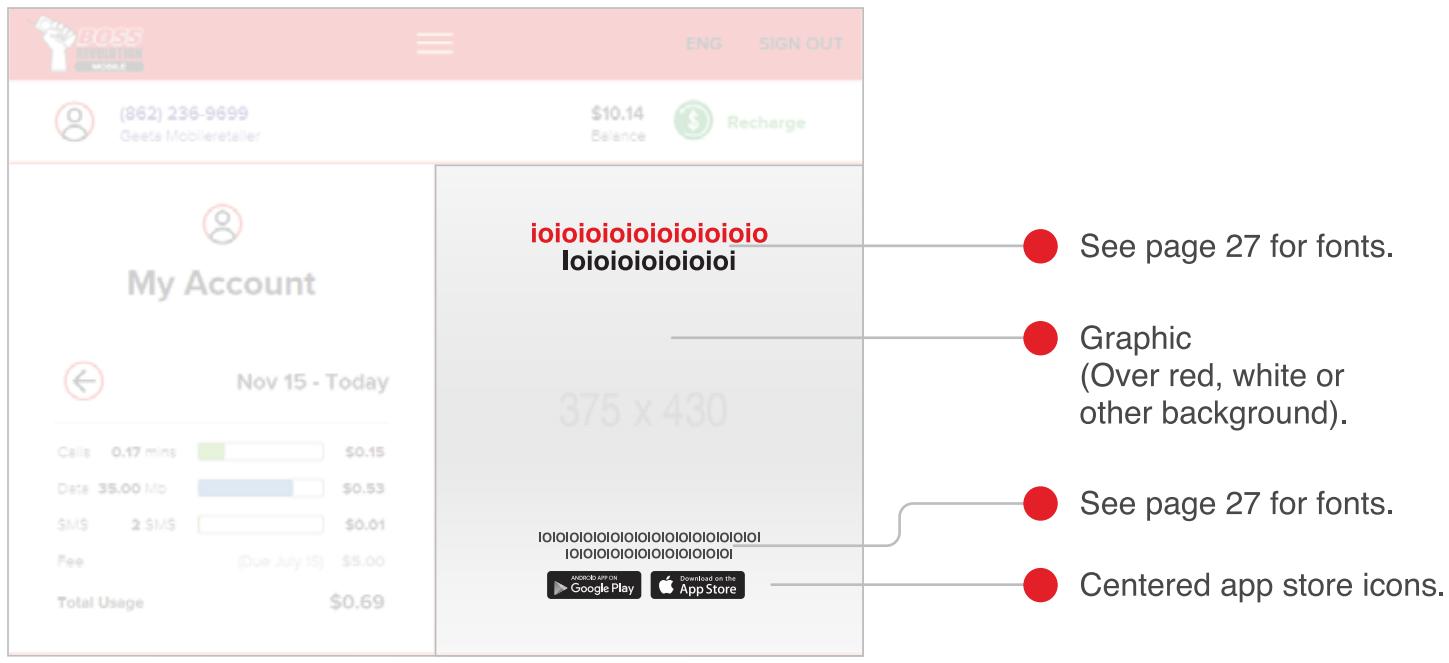
Graphic
(Over red, white or
other background).

App store and social
media icons always on
bottom right. App icons
used only if corresponding
service (sub brand) is
available in the App.

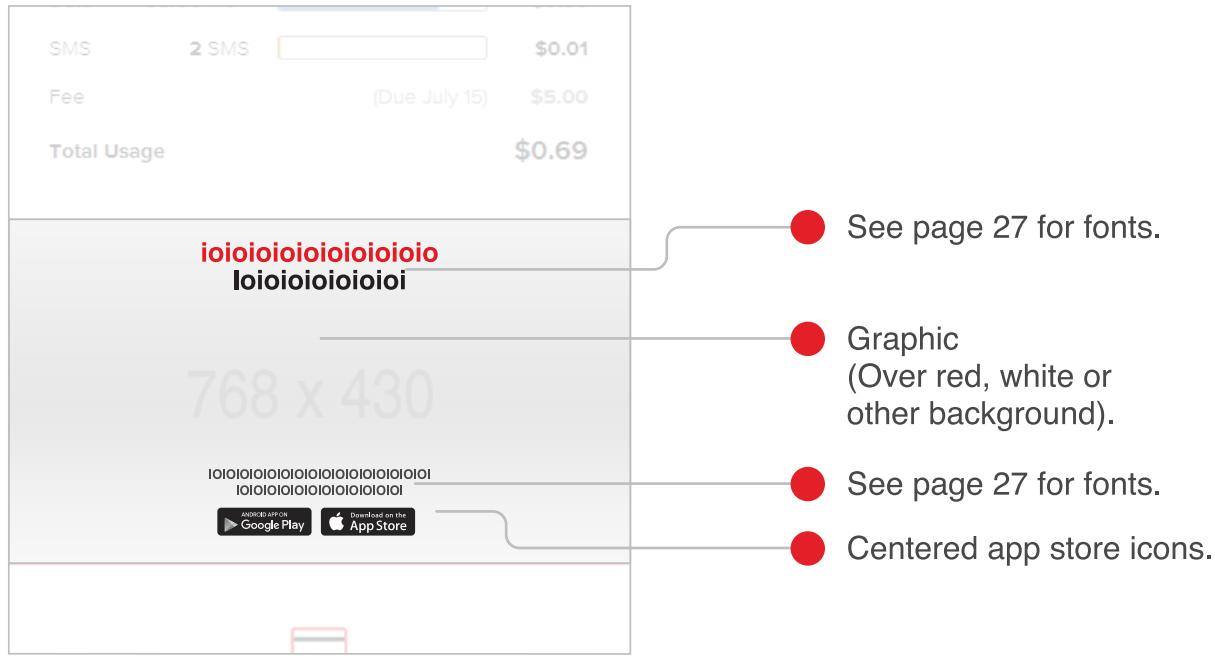




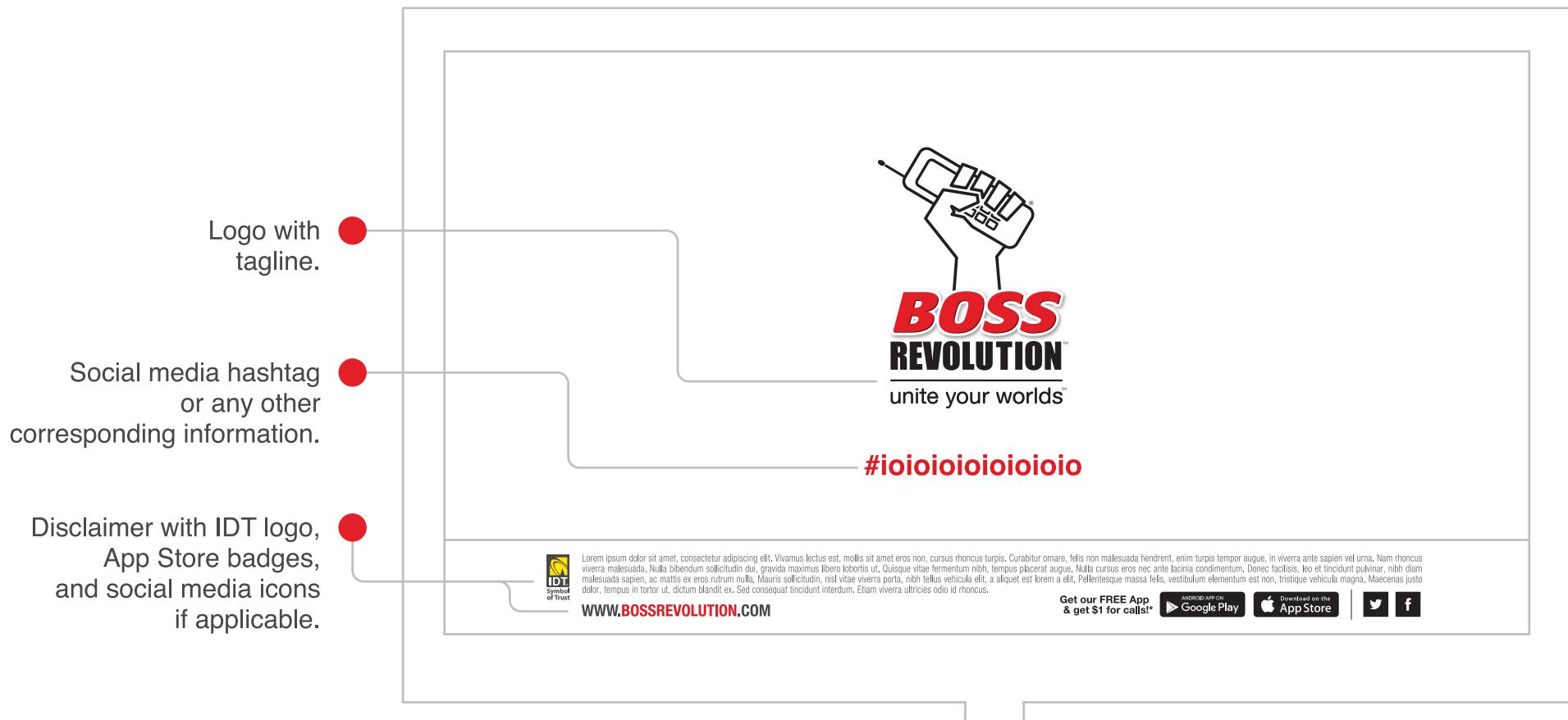
475px × 430px - png



375px × 430px - png



768px × 430px - png

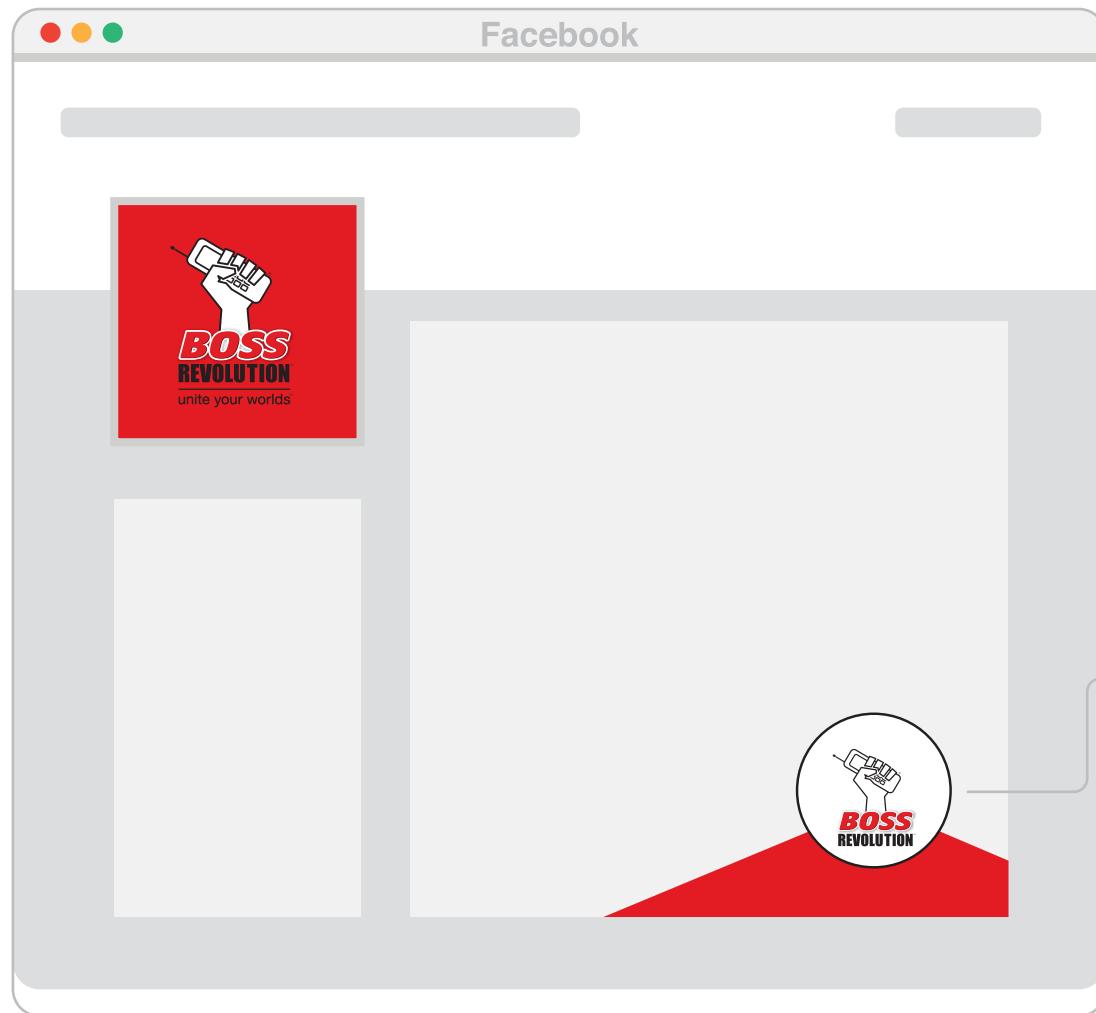


Alternative logo styles.

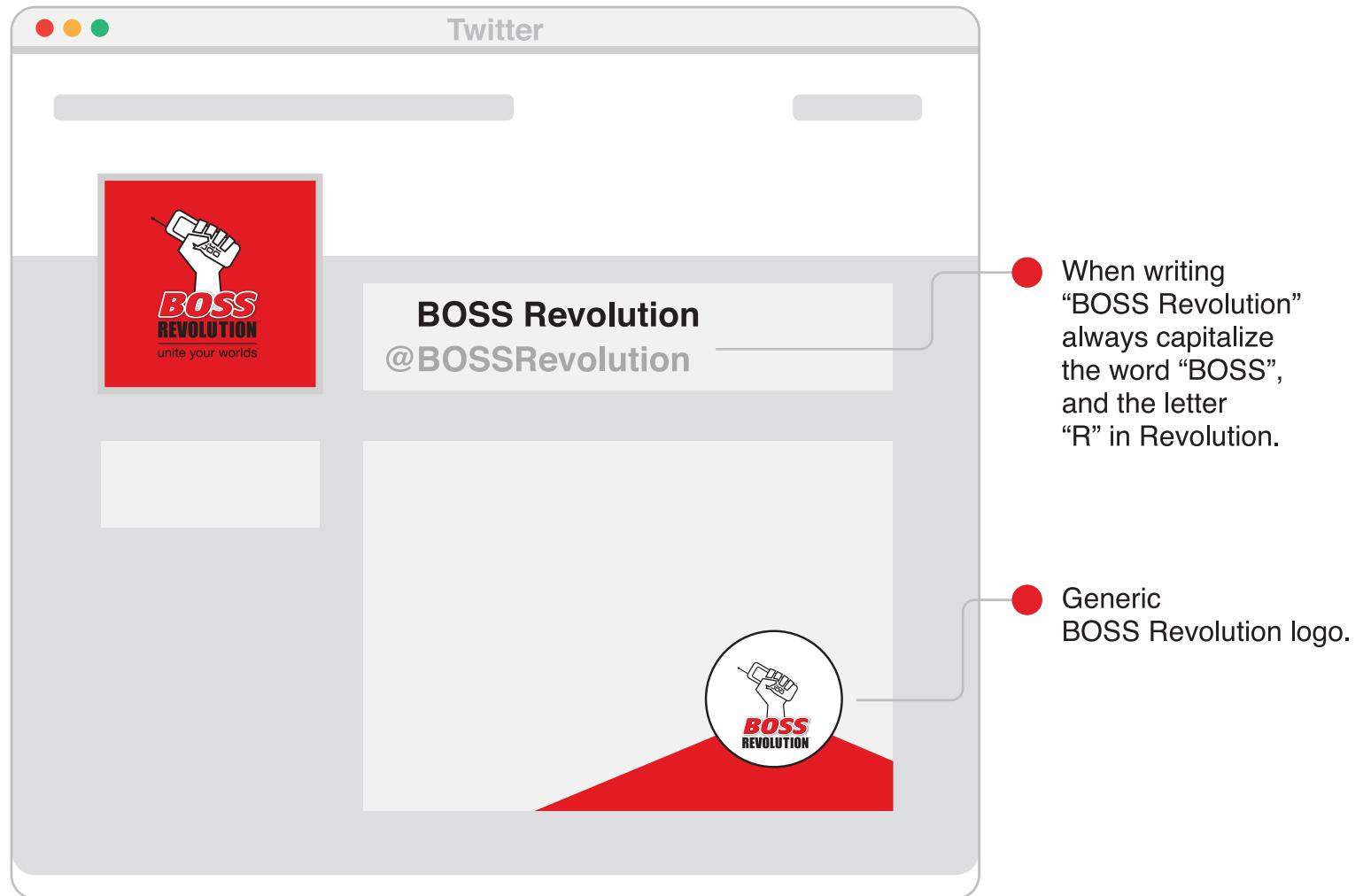


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(No fist for small instances)



Generic
BOSS Revolution logo.



Thank You

