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01

Introduction

CRAFTING
DIGITAL
EXPERIENCES

Welcome to our brand book! In these pages, we will guide you through the essential elements that make up our brand and help you understand how to use them to create consistent and compelling communications.



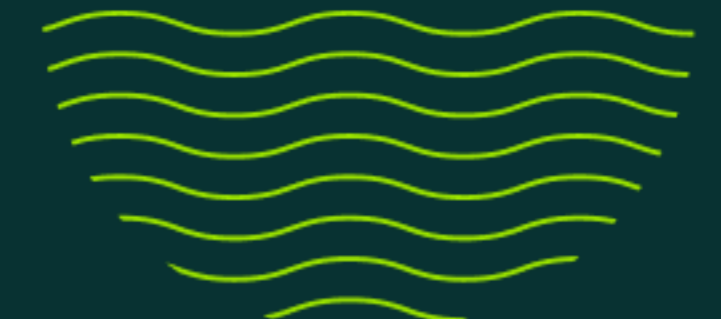
02

Logo

Logo Lite



Logo Dark



Brand Color

The brand book provides information on the primary colors that are associated with the brand, as well as any secondary or accent colors that may be used in conjunction with them.



Dark
#083232



Dark Green
#045F5B



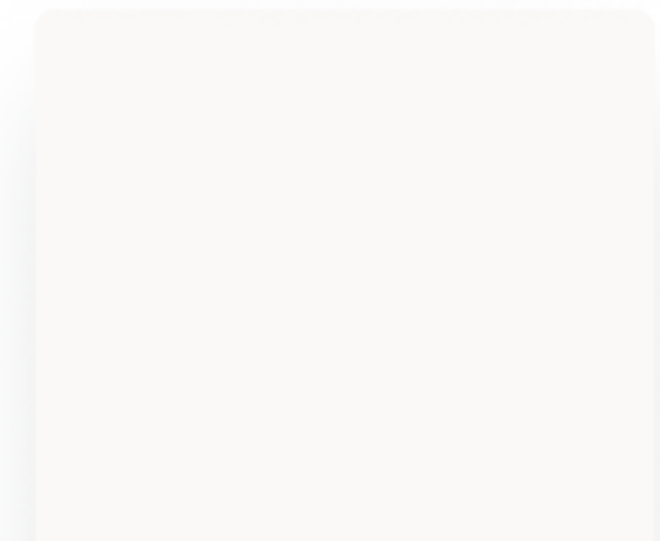
Green
#00BD00



Light Green
#9DE500

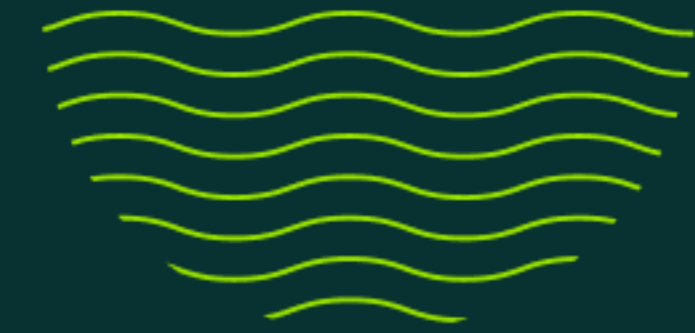


Yellow
#FFD684



Gray
#FBF9F8





04

Logo Grid





05

Logo Usage

The Logo Usage section of a brand book outlines guidelines for the appropriate use of the brand's logo across various media and contexts. This section is particularly important to ensure that the logo is presented consistently.





07

Typography

The Typography section of a brand book outlines the fonts and typography that are associated with the brand, and how they should be used across various media and contexts.

Aa

Newsreader

Family

Light **Bold**
Regular **Black**

Characters

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

Space Grotesk

Family

Light **Semibold**
Regular **Bold**

Characters

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



Founder & Head of Idea



UI/UX Designer

Thank You

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Project Manager