

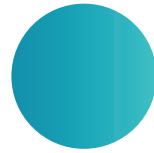
retimer

# Brand Guidelines.

**BRAND IDENTITY STANDARDS!**

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[www.re-timer.com](http://www.re-timer.com)



**Adhere to the guidelines outlined in this document to ensure consistent brand communication. These guidelines cover all necessary elements, including logos, typefaces, colors, and more.**

[www.re-timer.com](http://www.re-timer.com)



# BRAND PERSONA

**01** **CONFIDENT**

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We exude self-assurance, boldness, and conviction in our beliefs and abilities.

**02** **FORMAL**

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We are professional, polished, and refined, with a focus on quality, and sophistication.

**03** **INTELLIGENT**

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We are knowledgeable and analytical, with a focus on problem-solving.

**04** **CALM**

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We exude serenity, composure, and a sense of tranquility, with a focus on relaxation, wellness, and balance.

**05** **COOL**

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We embody a sense of effortless style, trend-setting originality, and a nonchalant attitude.

**06** **FUNCTIONAL**

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We are practical, efficient, and focused on usability and problem-solving.

**07** **RESPONSIBLE**

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We are reliable, trustworthy, and committed to ethical practices.

**08** **INNOVATIVE**

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We are willing to take risks and push boundaries in pursuit of creative and groundbreaking ideas and solutions.

## TARGET AUDIENCE

Our brand is committed to utilizing technology to enhance the human body and optimize sleep for our target audience. We believe in harnessing the power of technology to help individuals achieve their best sleep and wake up feeling revitalized.



### **01** PEOPLE WITH LIFESTYLE ISSUES

Individuals who struggle with falling asleep, staying asleep, or waking up feeling rested.

### **02** PEOPLE WITH SLEEP DISORDERS

People with sleep disorders, such as insomnia or sleep apnea

### **03** FITNESS ENTHUSIASTS

Individuals who prioritize rest and recovery for optimal health and wellness

### **04** ATHLETES

Athletes or high performers who prioritize rest and recovery for optimal performance

### **05** TECH AFICIANADOS

Individuals who are interested in using technology to improve their sleep quality

### **06** STRIVERS

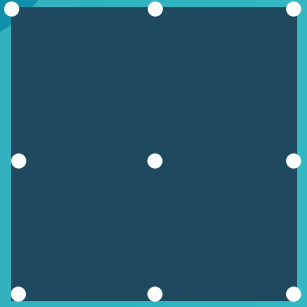
Individuals who are interested in self-improvement and are willing to invest in products that can enhance their quality of life

### **07** HEALTH-CONCIOUS CONSUMERS

Consumers who are interested in natural, non-invasive solutions for improving their sleep quality.



Logotype / Logomark / Spacing



## LOGO MARK AND CLEAR SPACE

Our logo functions as both a logotype and a wordmark. It should not be altered in any way, nor should a new wordmark be created. The two words forming the wordmark must always be used together.

If the logo is significantly reduced in size, it may become illegible. To maintain quality, we recommend using the logo within the recommended pixel size units.

To maintain consistency and integrity, it is recommended to use the original digital artwork, which can be accessed through the Brand Center.



Minimum size  
w = 35px, h=7px

## LOGO COLOUR VERSIONS

### 01 **FULL COLOUR GRADIENT**

The Gradient version of the logo is for use on white background for optimal results. It is also suitable for light neutral backgrounds. Incorporate it into uncluttered areas of photographs.

**This version is primarily for digital mediums like websites and social media.**

### 02 **MONOTONE**

The two-colour version of the logo is recommended for use on dark backgrounds or over dark photographs to enhance legibility.

**This version is best suited for primary use in print materials, especially when white backgrounds are involved or when color output is not feasible.**

### 03 **FULL COLOUR SOLID**

One colour

The one-colour version of the logo should be used for special applications such as blind-embossing, foil stamping PMS

The two-color version of the logo is suitable for use in print materials, including devices, brochures, catalogs, and advertisements.





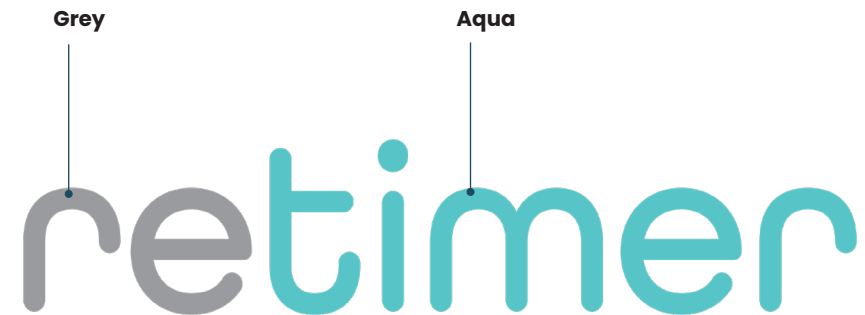
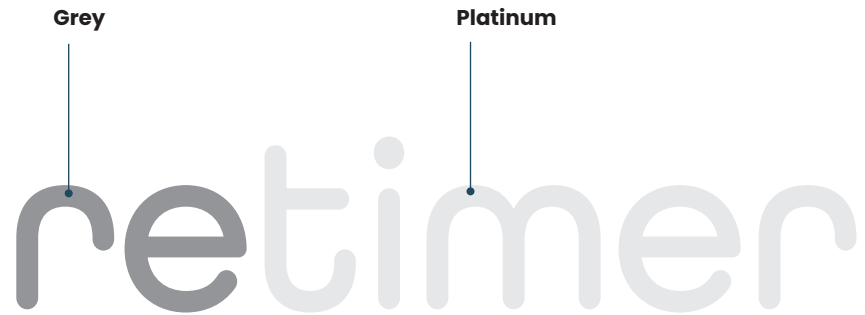
## LOGO COLOURS

While Mediterranean blue and Aqua are not explicitly meant to represent the UV-free green light emitted by the Re-timer glasses, they are chosen as primary brand colors to evoke a fresh and energetic feeling, which aligns with the brand's mission to help people optimize their sleep and wakefulness.

Mediterranean blue is a vibrant and cool blue color that is associated with the sea and the sky. It is often used to convey a sense of calmness, clarity, and trustworthiness.

Aqua, on the other hand, is a bright and lively blue-green color that represents energy, vitality, and playfulness. It is often associated with water and nature, and it can create a sense of refreshment and rejuvenation.

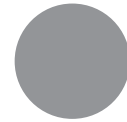
Grey and Platinum are chosen as secondary background colors to complement the primary colors and provide high readability of text across all platforms. Grey is a neutral color that evokes stability and sophistication, while Platinum is a cool and contemporary color that adds a touch of luxury and elegance to the brand's visual identity.



**Mediterranean Blue**  
**CMYK** 80 / 20 / 20 / 10  
**RGB** 0 / 144 / 172  
**HEX** 0090AC



**Aqua**  
**CMYK** 65 / 0 / 25 / 0  
**RGB** 66 / 193 / 199  
**HEX** 42C1C7  
**PMS** P 124-5 C



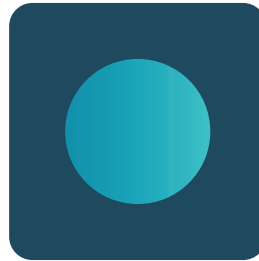
**Grey**  
**CMYK** 0 / 0 / 0 / 50  
**RGB** 128 / 128 / 128  
**HEX** 808080  
**PMS** P 179-7 C



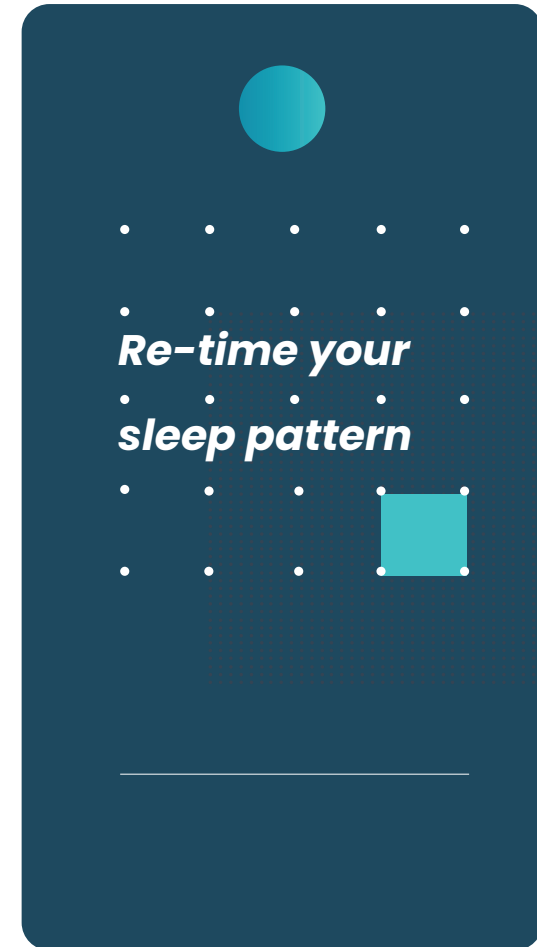
**Platinum**  
**CMYK** 0 / 0 / 0 / 10  
**RGB** 230 / 231 / 232  
**HEX** E6E7E8

## THUMBNAIL MARK

To save space and avoid duplicating the word Re-timer, the logo circle can be used selectively, such as on our UI, social signatures, or when the Re-timer name has already been used in type. However, it's crucial to use the original digital artwork to ensure consistency and integrity.



Minimum size  
w = 15px, h=15px



## LOGO USAGE

The Re-timer logo has been carefully designed to ensure optimal results in various sizes and across different types of media. To maintain the integrity of our brand identity and legal protection, please adhere to the specifications outlined in the guidelines when using the logo. Any misuse of the Re-timer logo could compromise its impact and effectiveness. Please take extra care to avoid any potential misuses, as demonstrated in the examples provided. The only acceptable modification to the logo is proportional scaling of the original vector artwork to increase or decrease its size while maintaining the minimum size restrictions. The following incorrect uses apply to all versions of the logo.



**PRIMARY USE ON WHITE**



**SECONDARY USE ON WHITE**



**AVOID USING OF BRAND COLOURS**



**ALTERNATIVE USE ON LIGHT BACKGROUND**



**AVOID STRETCHING**



**ALTERNATIVE USE ON DARK BACKGROUND**



**AVOID BUSY BACKGROUND**

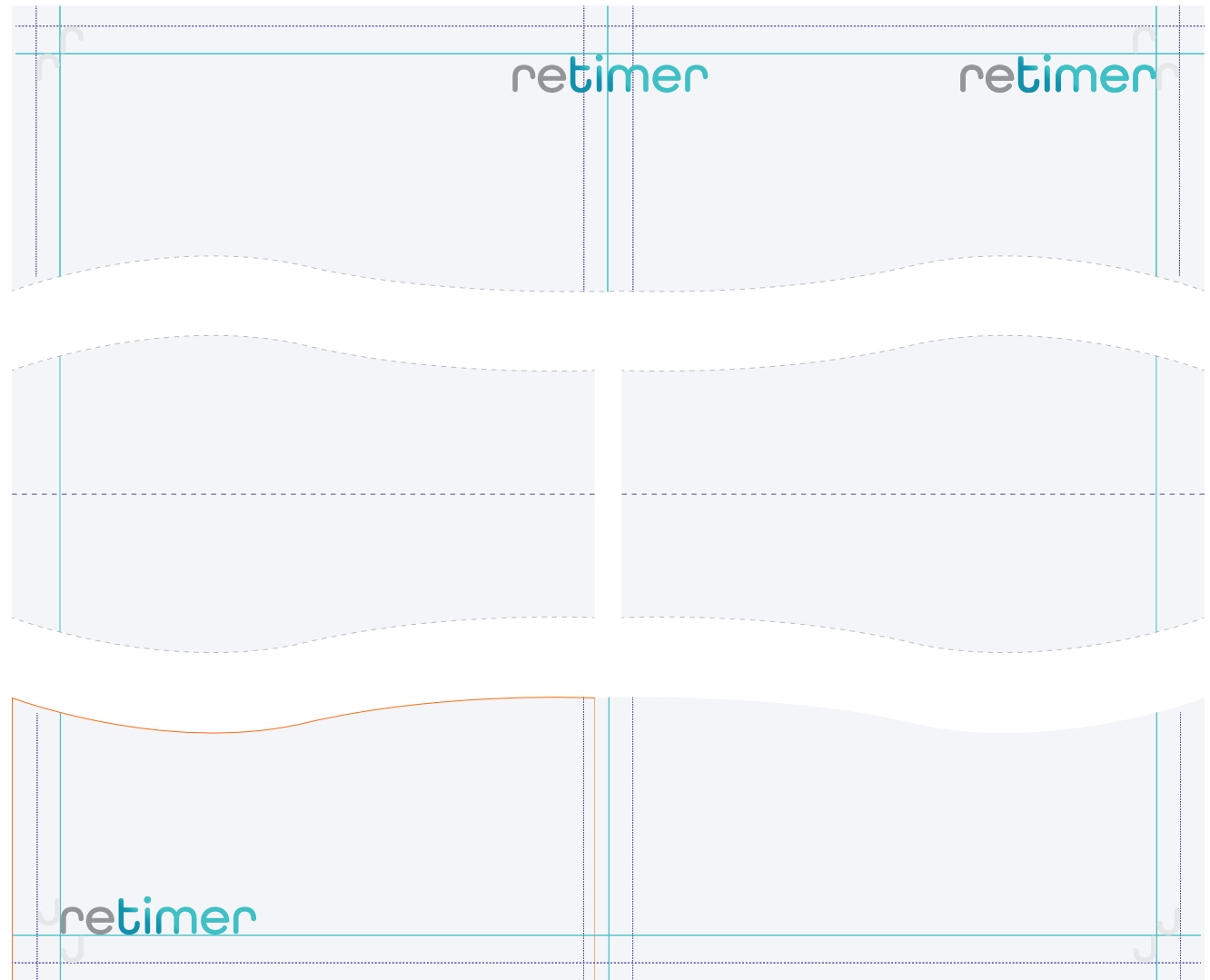


**ALTERNATIVE USE ON DARK IMAGERY**

## LOGO PLACEMENT

To maintain proper spacing and prevent overcrowding, the top right corner or bottom left corner are the recommended positions for our logo within a layout, based on the content and the logo's role in communication. The recommended clear space around the logo is illustrated in the diagram on the right.

Occasionally, it may be acceptable to center the logo horizontally or vertically within the layout, but this should be done with discretion and careful attention to the surrounding elements.



## LOGO MATRIX

Our logo artwork files are designed to accommodate a wide range of potential uses and follow a specific naming convention to identify the ideal version for each situation. Each file name is composed of several sections, separated by underscores, including the company name, size version, background relationship, color system, and file type.

### Key

Each version of the logotype has a file name that follows the matrix shown here. By using this matrix, it's easy to locate and organize the logo files.

company name

usage relationship

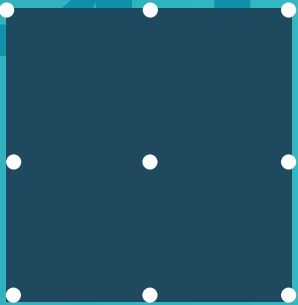
*retimer\_logo\_colour\_primary\_rgb*

logo colour identification

colour system

02

Brand Colour / Usage / Palette



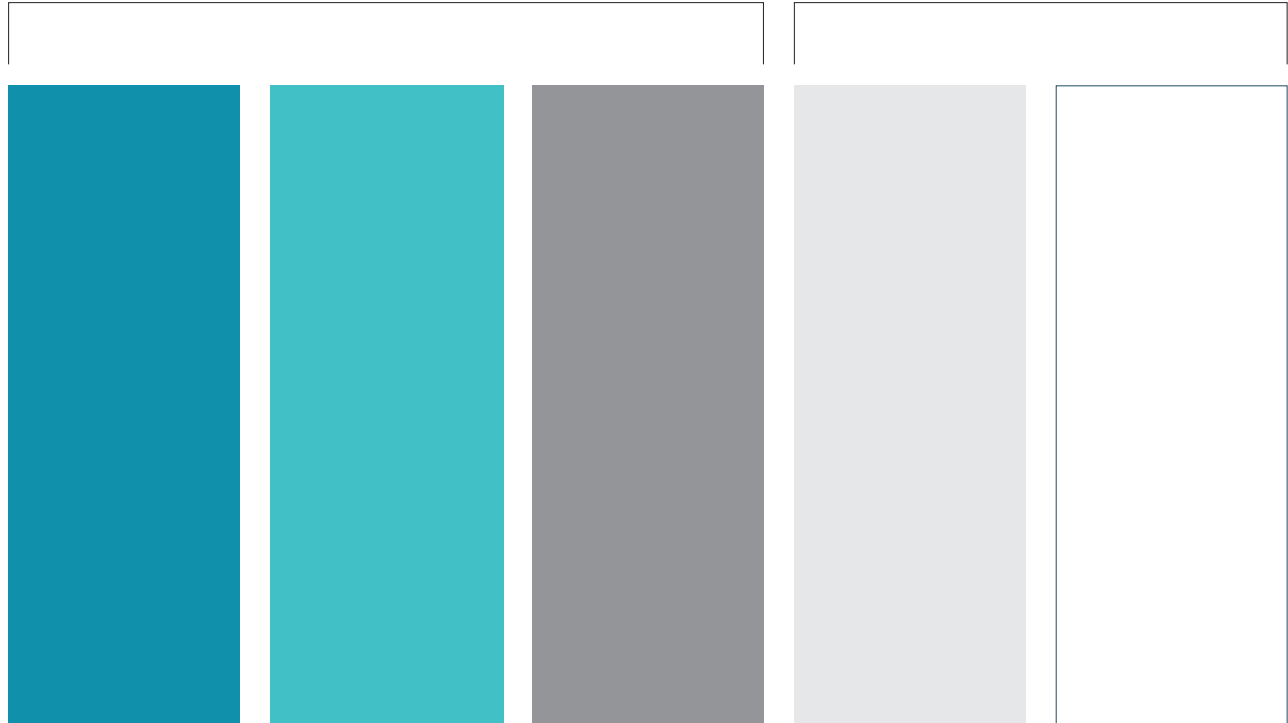
# BRAND COLOUR

Aqua and Mediterranean Blue are the primary colors for our brand icon, as well as for brand communications and marketing. We have also carefully selected secondary background colors, including White, Platinum, and Grey, to enhance the visual impact of product displays and ensure readability of text across all channels and platforms.

Our color palettes are designed to offer strong contrast for both light usage, such as websites, emails, and packaging, and dark usage, such as product UI and in-product messaging.

## Primary

## Secondary



01.

**Mediterranean Blue**

CMYK 80 / 20 / 20 / 10  
 RGB 0 / 144 / 172  
 HEX #0090AC

02.

**Aqua**

CMYK 65 / 0 / 25 / 0  
 RGB 66 / 193 / 199  
 HEX #42C1C7

03.

**Grey**

CMYK 0 / 0 / 0 / 50  
 RGB 128 / 128 / 128  
 HEX #808080

04.

**Platinum**

CMYK 0 / 0 / 0 / 10  
 RGB 230 / 231 / 232  
 HEX #E6E7E8

05.

**White**

CMYK 0 / 0 / 0 / 0  
 RGB 255 / 255 / 255  
 HEX #ffffff

03

Font / Hierachy / Spacing





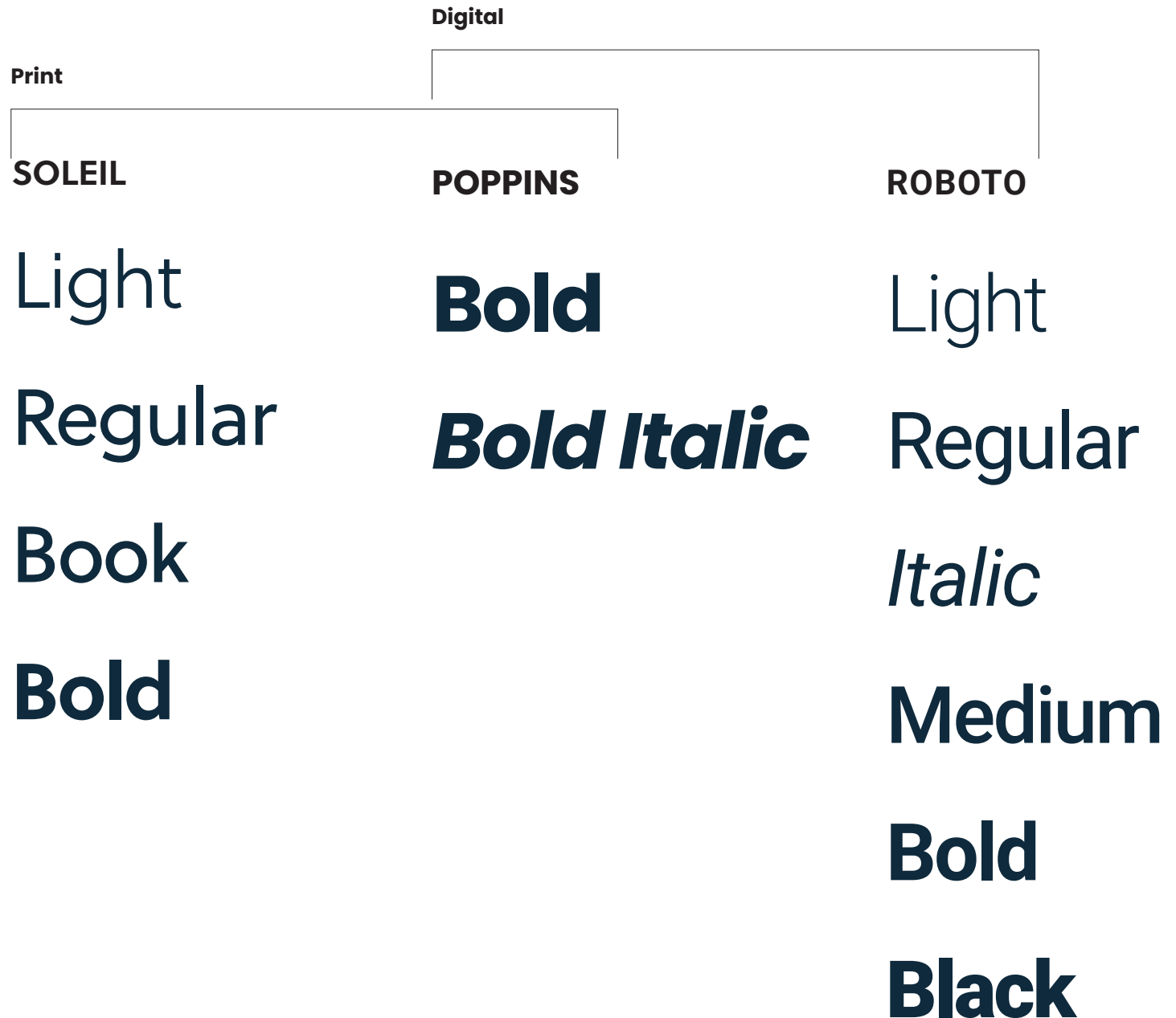
## TYPOGRAPHY

Our typographic hierarchy system is designed to prioritize content, maintain aesthetic form, and ensure text legibility. This system emphasizes important information and provides a cohesive visual identity.

For headings and short copy in print and digital media, we use **Poppins font**, which is bold and energetic, making it perfect for building a strong brand identity.

**Soleil font** is reserved for long copy in print.

When designing for small areas such as apps, mobile devices, buttons, links, and paragraphs with a lot of text, **Roboto font** is the optimal choice due to its legibility and versatility.



## ***TYPOGRAPHY PAIRINGS***

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

Bold weight should be paired with Medium and then Regular.

### **Option 1**

**Bold**

**Book**

Regular

### **Option 2**

***Bold italic***

**Book**

Regular

### **Option 3**

**Medium**

**Medium**

Regular

## HIERARCHY AND CALLS TO ACTION EXAMPLES

A hierarchical typographic system should be used to ensure that text is organized by scale and function, based on its relative importance and inclusiveness for effective communication.

Use only Poppins Bold for Buttons.

25 pt **This headline is two lines set in medium**

12.5 pt This subhead is 1/2 the point size of the headline and set to light

8 pt 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

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**GET STARTED**



## IMAGE-GRAPHY

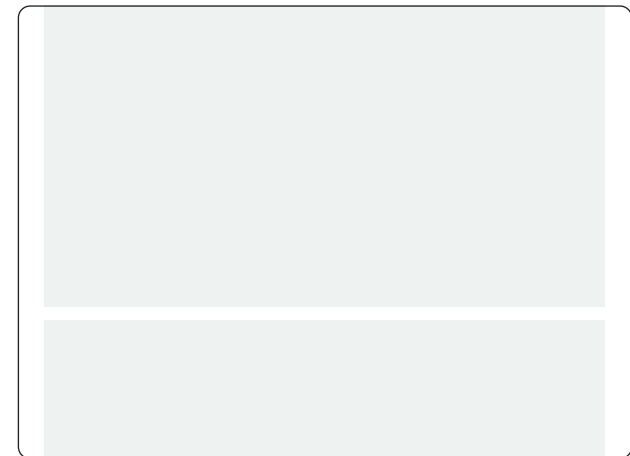
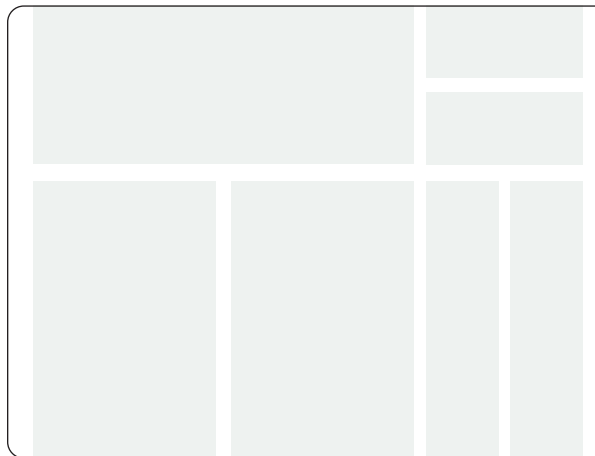
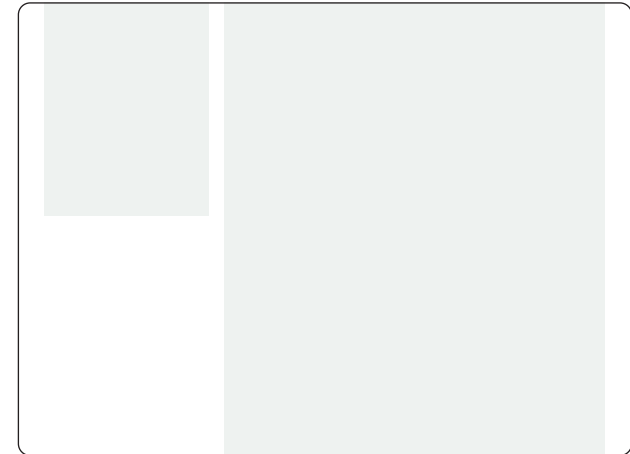
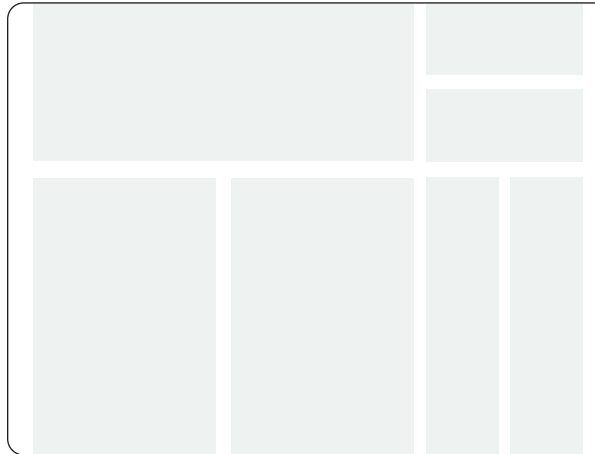
Capture the essence of our vibrant world with photos that are real, optimistic, and unapologetically brave.

Our product branding is centered around showcasing real-life use cases that resonate with our audience. We believe in capturing genuine moments where individuals are actively incorporating our product into their daily lives. Whether it's a person wearing our product while enjoying outdoor activities, managing their sleep routine, or seamlessly integrating it into their busy schedules, we aim to portray authentic experiences that reflect the versatility and effectiveness of our product. Our imagery will evoke a sense of relatability, optimism, and empowerment, inspiring others to envision themselves embracing the benefits of our product in their own lives.



## GRID SYSTEM

Discover the potential of our Hierarchical grid system, where significance guides arrangement. Unleash your creativity within this freestyle design, maintaining consistency across media and platforms. Experiment with diverse column widths, asymmetry, and additional grids to amplify focal points. Just remember, while embracing variation, stay true to the overarching hierarchy. Let your design evolve organically, intuitively placing elements and discovering their optimal structure. The result? A visually captivating and harmonious layout that speaks volumes.



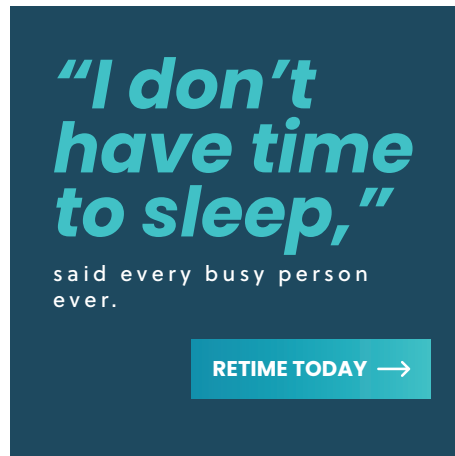
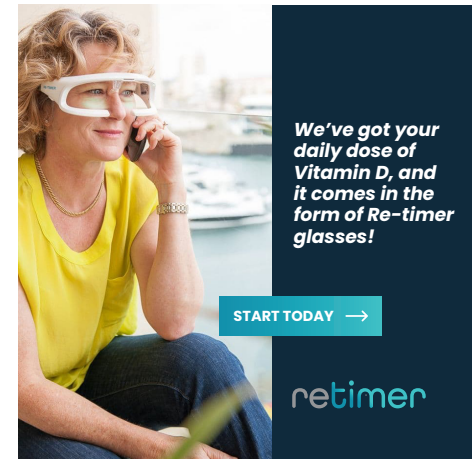
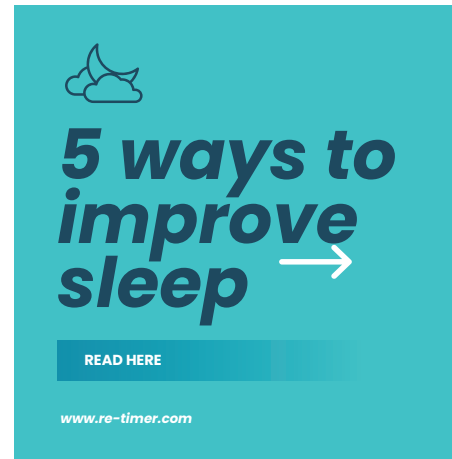
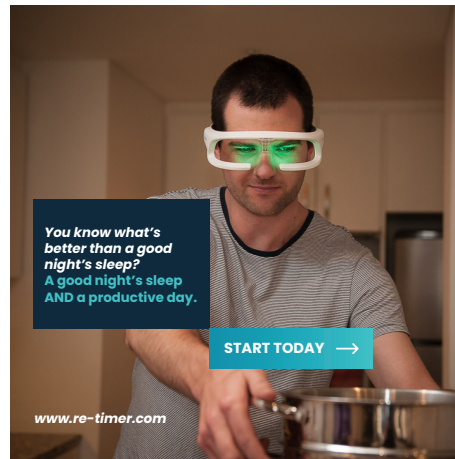
## SOCIAL

Ensure Clear and Concise Messaging and a compelling call-to-action in your social media posts. Utilize short and impactful captions or headlines to effectively convey your main point.

Include one of the following elements in each post:

1. Re-timer Primary Logo
2. Re-timer website
3. Retime Button

Position these elements in the bottom half of the social media post to maximize visibility and engagement.



# EMAIL SIGNATURE

## Key

- 1. Consistent Font:** Use the Roboto font throughout the signature to maintain a clean and modern aesthetic.
- 2. Logo Placement:** Position the official logo on the left side of the signature, adhering to the guidelines for size and spacing.
- 3. Proportions and Alignment:** Maintain the specified proportions and alignment as outlined in the guidelines to ensure a cohesive visual presentation.
- 4. Contact Information:** Include your name, title, and contact information in a legible format, using the Roboto font for consistency.
- 5. Keep it Simple:** Avoid excessive elements or graphics that can distract from the message. Keep the design simple and uncluttered.

By following these guidelines, you'll create an email signature that not only represents our brand identity but also maintains a professional and visually appealing appearance.

## Sample 1



## Sample 2





## MERCHANDISE

Branding on clothing should connect with our audience and instill pride.

1. Strategically place our logo on T-shirts, like the chest or sleeve, with a minimum size of 3 inches.
2. Opt for white or aqua as base colors.
3. Ensure quality by using high-grade materials and techniques like printing or embroidering.
4. Create designs aligned with our brand identity, incorporating clever slogans or unique graphics.
5. Avoid printing on disposable items, focus on durable apparel, accessories, and reusable products.

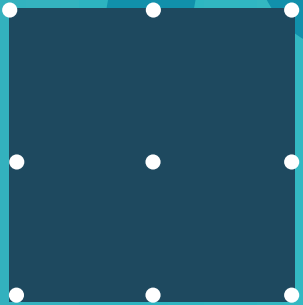
Let's make branded clothing that leaves a lasting impact on our audience.



05

Brand

White paper / Business card / Iconography



# WHITE PAPER

### Layout and Structure:

- Start with a clear introduction to set the tone and purpose.
- Use headings, bullet points, and visuals to enhance readability and organization.
- Incorporate relevant visuals, such as graphs, charts, and illustrations, to support the content and engage the reader.

### Branding Elements:

- Include our brand logo and colors for recognition and cohesion.
- Ensure proper spacing and alignment for a clean presentation.
- Maintain a consistent brand tone throughout.

### Writing Style:

- Write in a professional and authoritative tone
- Use clear language and support statements with research and credible sources
- Include a conclusion with key points and recommendations.

### Brand Compliance:

- Follow overall brand guidelines for logo, colors, and typography.
- Seek approval before finalizing and publishing.
- Keep the white paper updated with the latest brand assets.

## BUSINESS CARD

To maintain consistent brand representation, it is essential for all staff members to use the standard business card design.

Our business cards utilize both sides effectively to showcase the necessary information. The front of the card prominently presents the individual's contact details, while the back of the card provides relevant departmental information.

By following this design approach, we ensure that our brand identity is consistently communicated through our associates's business cards.

### Sample 1



## ICONOGRAPHY

Our brand iconography is characterized by line drawings which allows for a clean and minimalistic aesthetic while conveying visual clarity and simplicity.

**Consistency:** Maintain consistency in style throughout your icon set. Choose a unified visual approach that aligns with your brand identity and overall design aesthetic.

**Alignment:** Maintain a consistent grid system to ensure the icons align properly with each other and with other design elements.

**Simplicity:** Keep the icons simple and easily recognizable. Use clear shapes, minimal details, and avoid clutter or excessive ornamentation.



# AUDIO VISUAL CONTENT

Video Style Guidelines for Retimer

**01 CLEAN AND MINIMALISTIC**

Maintain a clean and minimalistic video style that aligns with the brand's iconography and overall design aesthetic. Use simple and uncluttered visuals to create a sleek and modern look.

**03 CONSISTENT VISUAL APPROACH**

Ensure consistency in the visual approach throughout the video. Use a unified style that reflects the brand identity and reinforces brand recognition. This consistency will help establish a cohesive and professional video presentation.

**05 USE OF WHITE SPACE**

Embrace white space in the video to maintain a minimalist and clean aesthetic. Allow for breathing room between elements to enhance visual clarity and draw attention to key messages and visuals.

**07 OPTIMISTIC AND ENERGETIC TONE**

Infuse the video with an optimistic and energetic tone to reflect the brand's values and target audience. Use upbeat music, vibrant colors, and dynamic visuals to create a positive and motivating atmosphere.

**07 ATTENTION TO DETAIL**

Pay attention to the details in the video production, including high-quality visuals, professional editing, and polished animations. These details contribute to the overall impression of quality and professionalism.

**02 LINE ANIMATIONS**

Incorporate line animations inspired by the brand's line drawings in the iconography. Use these animations to visually represent concepts, processes, or product features in a clear and concise manner.

**04 CLEAR AND ENGAGING STORYTELLING**

Tell a clear and engaging story through the video. Use a narrative structure that captures the audience's attention and conveys the key benefits and features of the product. Focus on real-life use cases and showcase how the product improves the lives of its users.

**06 SMOOTH TRANSITIONS**

Utilize smooth transitions between scenes or segments to create a seamless flow throughout the video. This will provide a visually pleasing experience and maintain audience engagement.

**08 SHOWCASING REAL-LIFE SCENARIOS**

Incorporate real-life scenarios and relatable situations that demonstrate how individuals can incorporate the product into their daily lives. Highlight the product's effectiveness and benefits through authentic and aspirational portrayals.

**08 BRAND CONSISTENCY**

Ensure that the video aligns with the overall brand persona and messaging. Maintain consistency in tone, visuals, and messaging to reinforce the brand's identity and create a unified brand experience.



