

Brand Guidelines 2020

[reposit.co.uk](https://www.reposit.co.uk)



Welcome,

Our 2020 Brand Guidelines have been crafted in order to communicate the core principles of our brand - trust and simplicity. This document will aid designers and other professionals working with our brand to maintain its consistency and visual integrity.

Let's get started.

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01 Logo



Logo

PRIMARY LOGO

Our primary logo is composed of the brand wordmark and the full colour Reposit icon.

The wordmark has been set in the primary brand typeface, Poppins, and stylised around a central diagonal axis.

The icon has been constructed to communicate a sense of seamlessness and transaction, as well as taking cues from the shape of a bank card security chip.



Icon

Wordmark

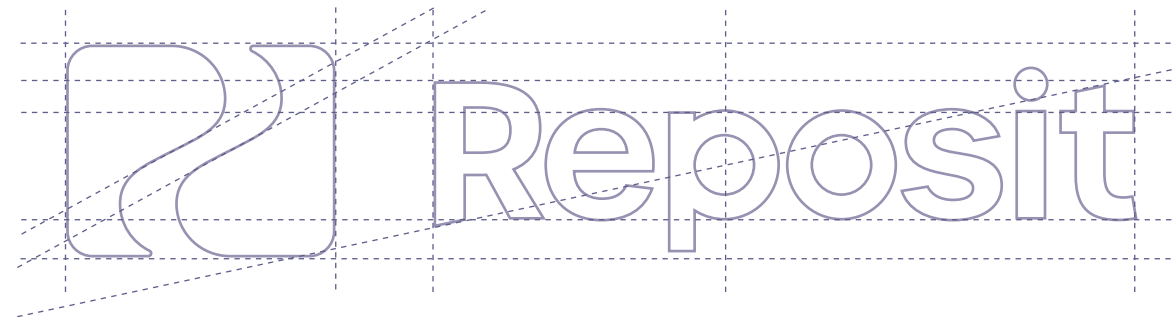
Logo

LOGO CONSTRUCTION

Our primary logo is composed of the brand wordmark and the full colour Reposit icon.

The wordmark has been set in the primary brand typeface, Poppins, and stylised around a central diagonal axis.

The icon has been constructed to communicate a sense of seamlessness and transaction, as well as taking cues from the shape of a bank card security chip.



Logo

ONE COLOUR LOGO

The single colour variation of the logo is to be used in all instances where legibility is a concern, a simpler design is required, or colour reproduction is an issue.



Logo

INVERSE LOGO

The inverse logo, in white, is to be used over dark backgrounds and artworks.



Logo

CLEARSPACE

Clearspace rules refer to the minimum amount of empty space that should be maintained around the logo in order to preserve its legibility and integrity.

The minimum clearspace (x) is equal to the horizontal length of the Reposit icon at the size implemented.



Minimum clearspace

Logo

PLACEMENT

The placement for our logo is adaptable to our collateral requirements and therefore it can be used in both top and bottom of the artwork. The secondary option for logo placement is in the centre of the artwork, as in the back page of this document.



Logo

MISUSES

We must always ensure that we follow the Reposit brand guidelines consistently, as even small deviations can dilute the impact of our brand.

It is essential that the logos are applied consistently across all media. Do not attempt to re-create or alter the Reposit logos in any way.

Here are some examples of possible violations.



Do not apply non-brand colours or gradients.



Do not rotate or skew the logo.



Do not alter the scale or positioning of any part of the logo.



Do not apply special effects to the logo.



Do not apply at illegible sizes or formats.



Do not alter the gradient of the icon.



Always use the correct logo version for different artwork backgrounds.



Do not break minimum clearspace rules.

02 Typography

Ao

Typography

PRIMARY TYPEFACE

Reposit’s primary typeface is Poppins, published by Indian Type Foundry. Poppins is “an internationalist take on the geometric sans genre.” It supports both Latin and Devanagari languages and is available in nine weights with matching italics.

Type	Sans Serif
Use	Headings, main captions, primary & secondary messaging, body copy
Source	Google
Licence	Free

Poppins

Thin	<i>Medium Italic</i>
<i>Thin Italic</i>	Semi Bold
Extra Light	<i>Semi Bold Italic</i>
<i>Extra Light Italic</i>	Bold
Light	<i>Bold Italic</i>
<i>Light Italic</i>	Extra Bold
Regular	<i>Extra Bold Italic</i>
Italic	Black
Medium	<i>Black Italic</i>

The quick brown fox jumps over the lazy dog. Pack my box with five dozen liquor jugs. ***The five boxing wizards jump quickly.***

Typography

SYSTEM FONT

In some instances use of brand fonts is not permitted and use of a pre-installed system font is required. In such cases Trebuchet MS is to be used for all brand type. It is important to stress that brand typefaces are the preferred font option whenever possible.

Type	Sans Serif
Use	Headings, messaging, body copy
Source	System font
Licence	Free

Trebuchet MS

Regular

Italic

Bold

Bold Italic

Aa

Bb

The quick brown fox jumps over the lazy dog. Pack my box with five dozen liquor jugs. *The five boxing wizards jump quickly.*

03 Colour

Colour

BASE COLOURS

Reposit’s brand colours are based on two palette systems - base colours and highlight colours.

Base colours are composed of 4 tones (plus white) that form the basis for the colour palette. Highlight colours serve as accents and should not be used selectively within artworks.

Brand colours are further implemented though the use of gradients and image colour overlays.

SPACE CADET	RGB 58.49.94 HEX #3A315E CMYK 80.78.11.38 Nearest Pantone 5265C
DARK BLUE GREY	RGB 102.94.131 HEX #665E83 CMYK 72.68.24.3
COOL GREY	RGB 145.139.168 HEX #918BA8 CMYK 43.41.14.0
LAVENDER WEB	RGB 231.228.241 HEX #E7E4F1 CMYK 11.10.3.0
WHITE	RGB 255.255.255 HEX #FFFFFF CMYK 0.0.0.0

Colour

HIGHLIGHT COLOURS

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CARIBBEAN GREEN	RGB 64.201.162 HEX #40C9A2 CMYK 65.0.38.0 Nearest Pantone 7465C
AEROSPACE ORANGE	RGB 255.90.31 HEX #FF5A1F CMYK 0.68.96.0 Nearest Pantone 165C
AMARTH	RGB 232.49.81 HEX #E83151 CMYK 0.89.66.0 Nearest Pantone 1787C

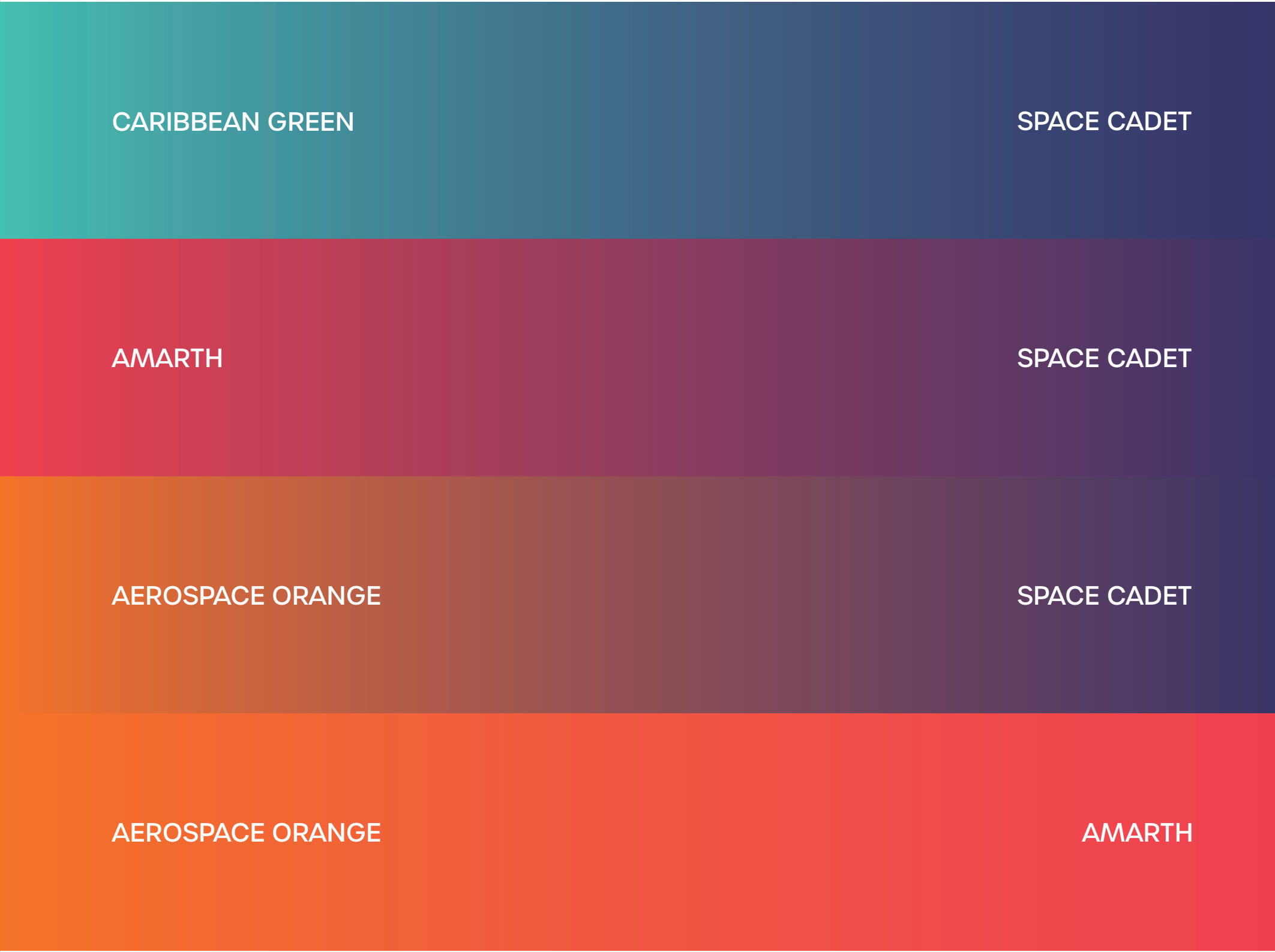
Colour

GRADIENTS

Reposit’s brand colours are based on two palette systems - base colours and highlight colours.

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Colour

IMAGE OVERLAYS

Reposit's brand colours are based on two palette systems - base colours and highlight colours.

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Brand colours are further implemented through the use of gradients and image colour overlays.



Colour

IMAGE OVERLAYS - IN ACTION

These textured imagery are designed to be used to convey more abstract concepts - They are in a way a conceptual interpretation when we talk about security, fluidity and change amongst others.

The use scenario for these image overlays are intended to be used in a flexible manner. This way we can adapt our communications according to our needs, both in digital and print.



04 Brand Graphics



Brand Graphics

BRAND SHAPES

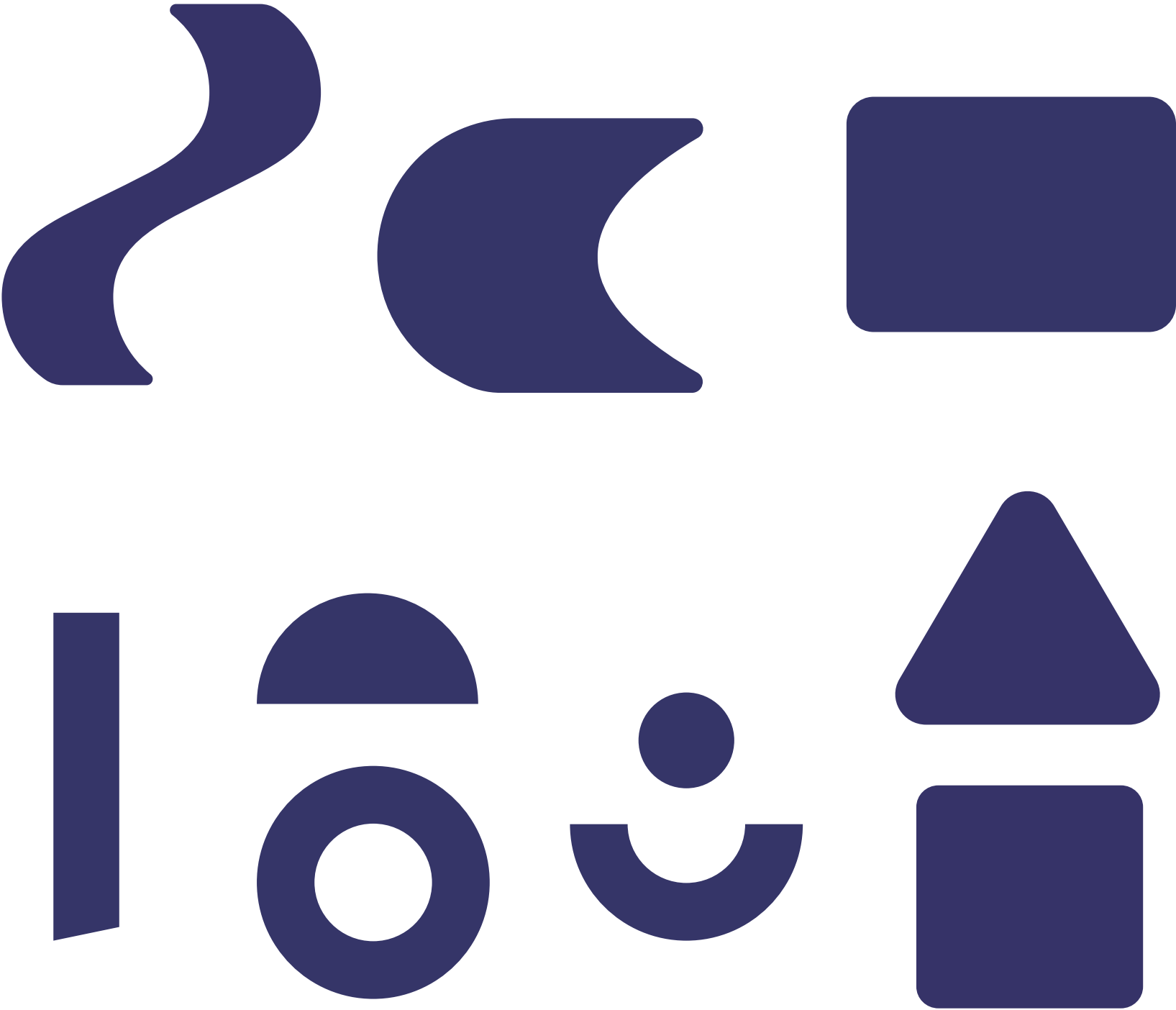
A number of shapes have been developed from the brand icon and wordmark to be used as graphic vectors within artworks and layouts. These shapes also form the basis for brand custom icons.

Use: These graphics were designed to be used as photo or graphic containers.



Photo containers

Graphic containers



Brand Graphics

BRAND SHAPES

Just like image overlays these brand graphics were designed to be used as part of our communications with the intention to create visuals that are only unique to us.

These brand shapes can be used in print material such as editorial and also in a digital environment such as in our website or even in promotional material such as in gif banners.

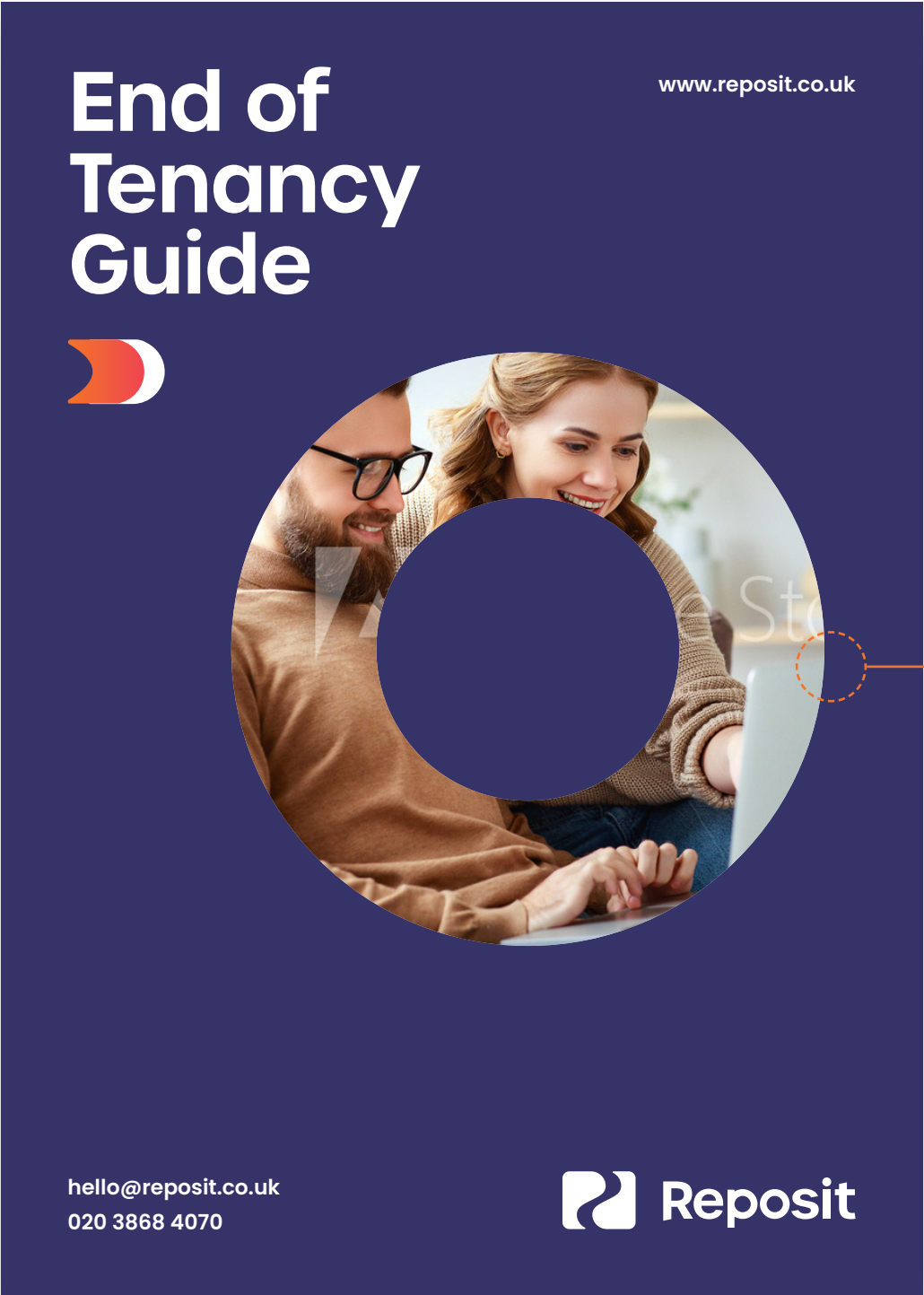


Photo container example for print material.

Brand Graphics

BRAND ICONS

A complete set of custom brand icons have been developed from the primary brand shapes and colours. These icons are to be used throughout brand applications for UX/UI design or for general visual branding.



05 Imagery

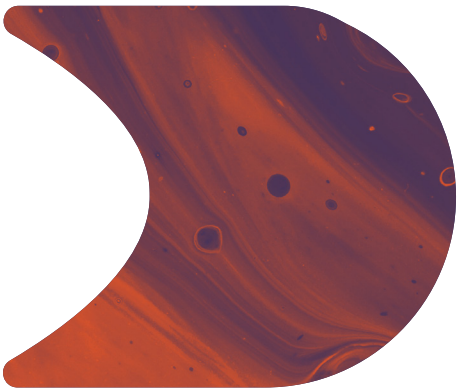


Imagery

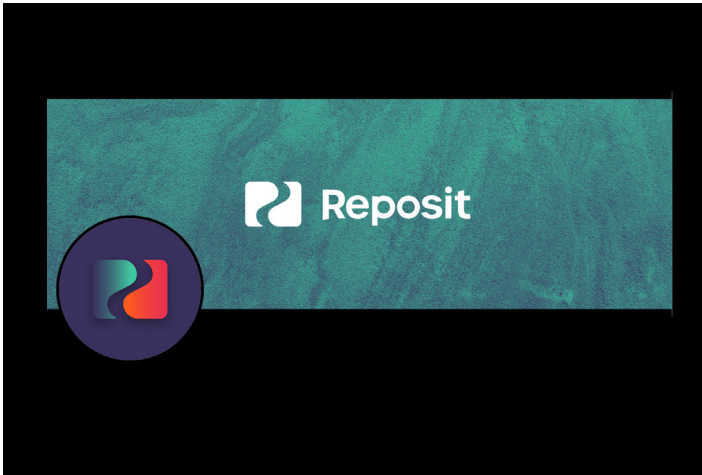
TEXTURES

Reposit’s primary brand imagery makes use of textures conveying different aspects of the brands higher values, such as security and seamlessness. These should always be applied using brand colour overlays as specified earlier in this document.

Please bare in mind that we intend to use these textures as graphic containers or as generic backgrounds both in print and also in a digital environment.



Graphic containers



Backgrounds

Imagery

PHOTOGRAPHY - PRODUCT

Photography should be implemented sparingly within brand applications. In cases where a photographic element is desired, these should be focused on either reposit's product or its target audience.

The product base photography is focused parliamentary on property and their environment.

Please note that we make use of product photography in promotional collateral such as in: presentation decks, booklets or any other print/digital material.



Imagery

PHOTOGRAPHY - AUDIENCE

Additionally to our product photography our brand also makes use of Audience photography.

In all cases photography should be of a suitable quality studio shots ideally against coloured vibrant backgrounds. Please also note that our subjects should be front facing the camera in a friendly and approachable manner.

These photos are meant to look quirky and fun targeting our vast audience of landlords, tenants and agents.



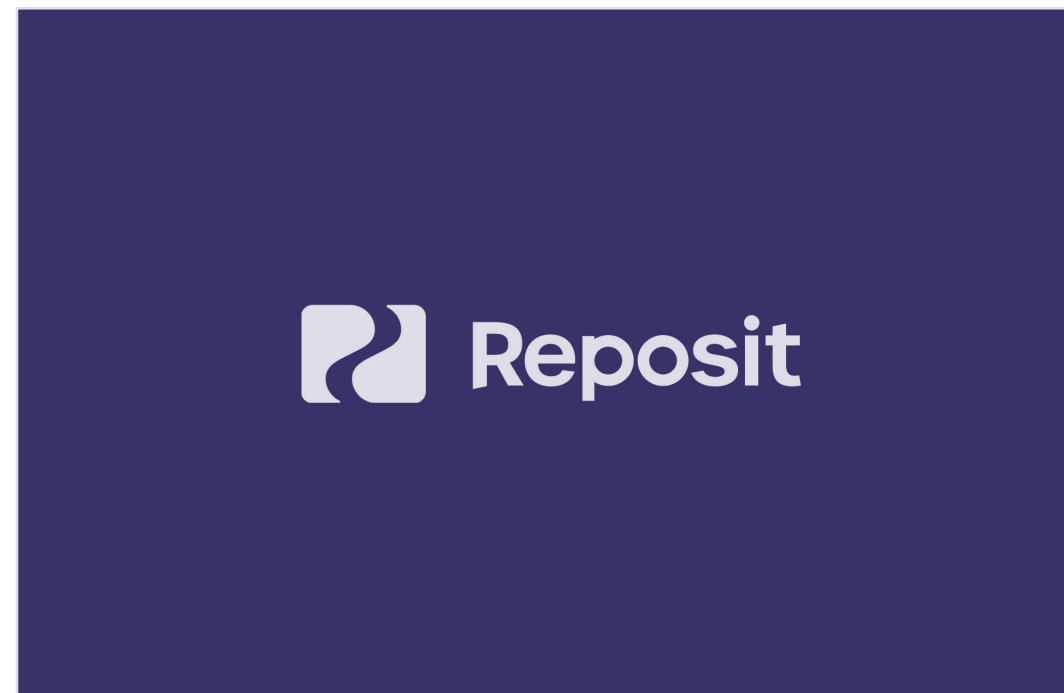
06 Print

Print

BUSINESS CARDS

Business cards should be printed on high quality coated white paper. Sample reference designs are provided here.

Paper grammage	120gsm
Dimensions	85mm x 55mm
Type	
Name	16pt, Demi Bold
Designation	8pt, Medium
Details	8pt, Medium

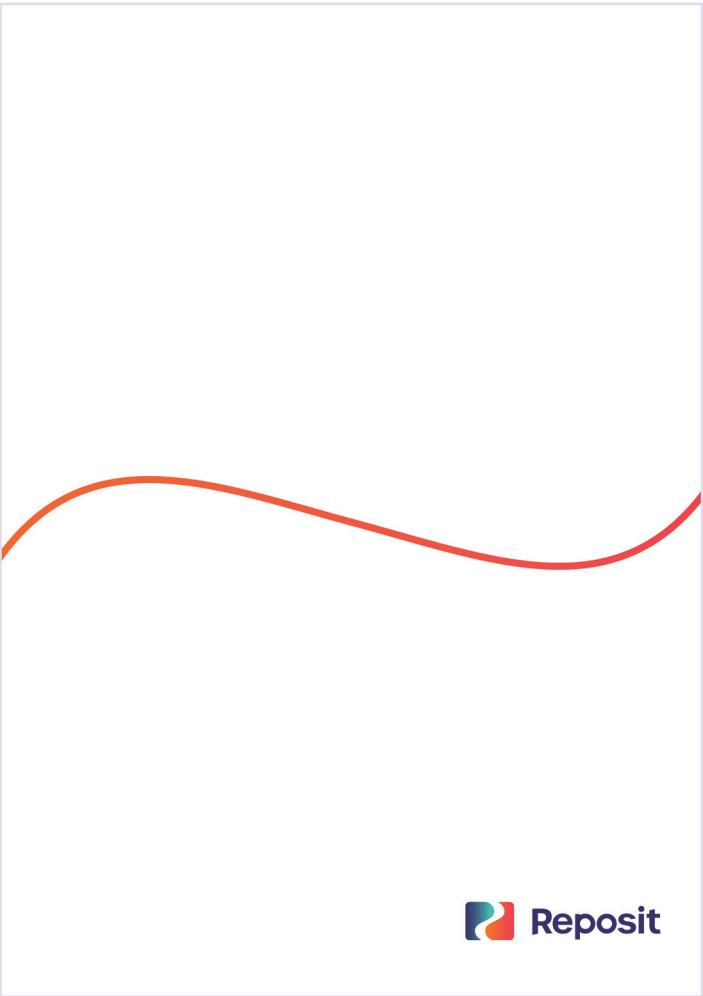


Print

LETTERHEADS

Letterheads should be printed on high quality uncoated white paper. Letterhead designs include versions without the brand tagline. Sample reference layouts are provided here.

Paper grammage	80-100gsm
Dimensions	210mm x 297mm
Margins	12.7mm
Type	
Website Details	12pt, Demi Bold 10pt, Medium



Print

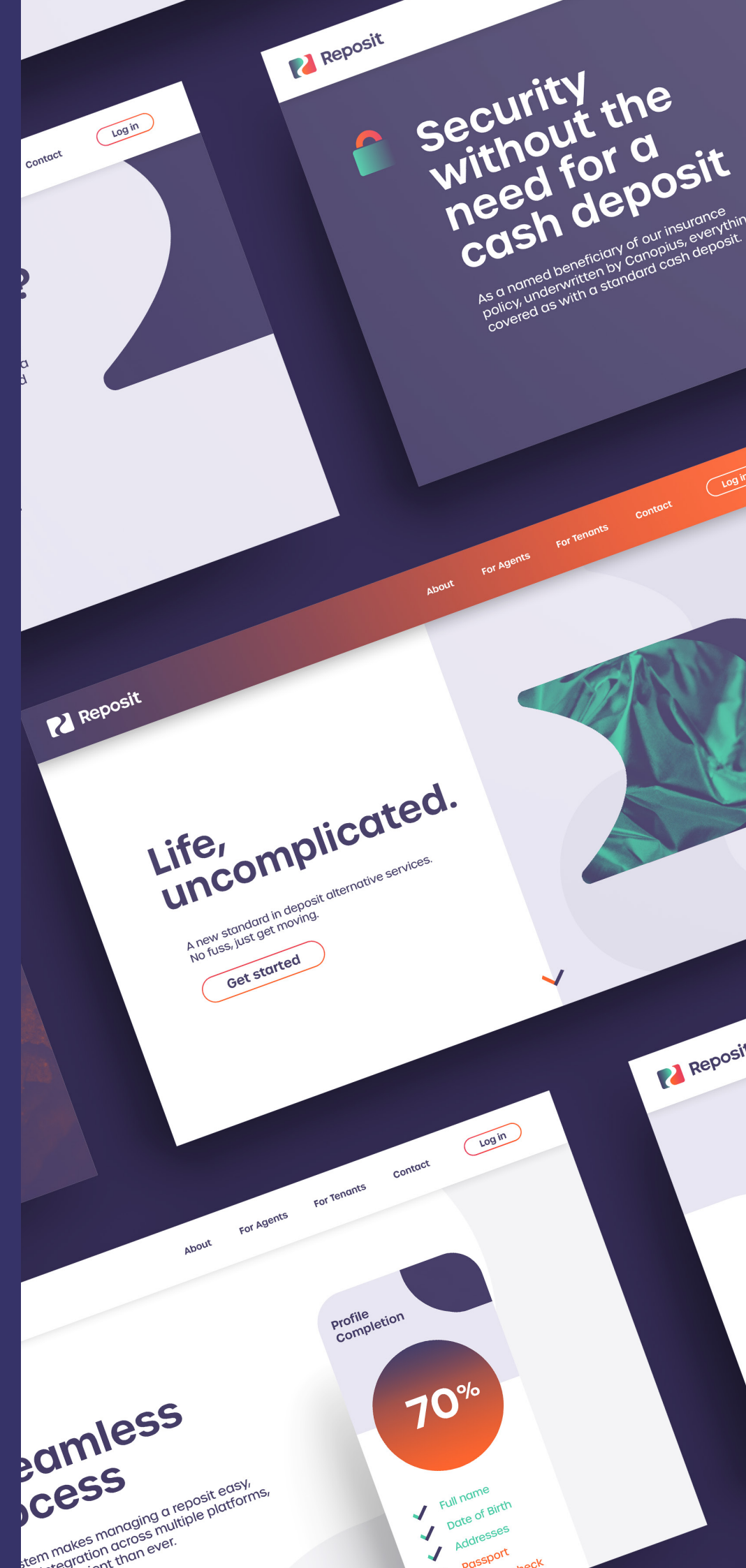
COMPLIMENT SLIPS

Compliment slips should be printed on high quality uncoated white paper. Sample reference layouts are provided here.

Paper grammage	80-100gsm
Dimensions	210mm x 99mm
Margins	12.7mm
Type	
Website	12pt, Demi Bold
Details	10pt, Medium



07 Digital



Digital

SOCIAL MEDIA

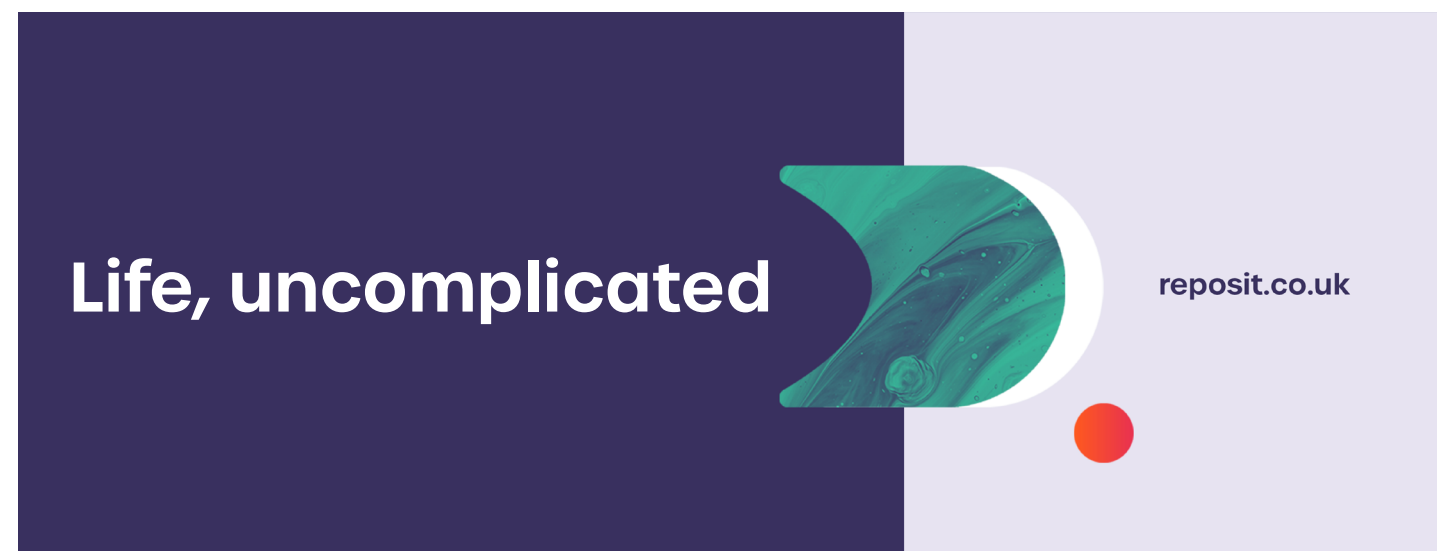
Social media profile images should make use of the brand icon in full or single colour in order to maintain clarity at smaller sizes.

Cover images may make use of brand type, colour, graphics and imagery as needed.

Sample designs have been provided here.



Social media profile icon



Social media cover image

