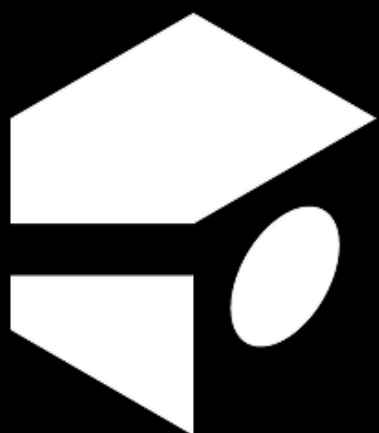




Redpoint

Branding Guidelines



Dark Version

When placing the Redpoint logo on black or dark backgrounds, use the colored and white variants.



Light Version

When placing the Redpoint logo on white or bright backgrounds, use the colored and black variants.

Shape and Orientation

The logo never be rotated, skewed, transformed, discolored, added to, or edited. It should appear as shown, with no alterations to shape or content.

The mark may be used on it's own. The mark and wordmark should not be independently moved or resized, it should retain the same relative size and spacing to one another.

Colors

The logo should only have three variants in terms of color being the brand color red(#F55150), white, and black. It is preferred to use the colored variant of the logo.



#FFFFFF



#000000



#F55150

Font Family

The font family used in Redpoint branding is called **Outfit**, it's also used in this branding guideline.



Yes, use the white logo variant on a dark background with proper spacing. Logo should be adjusted to match surroundings as needed.



Yes, use the black logo variant on a bright background with proper spacing. Logo should be adjusted to match surroundings as needed.



Yes, use the colored logo variant on either dark or bright backgrounds. Logo should be adjusted to match surroundings as needed.



No, do not omit space around the logo or let it touch other elements.



No, do not alter the logo proportions, shape, rotation, or spacing in anyway.

