



Reuvain Bacal

Brand Guidelines

V1.0 | SEPTEMBER 2019

Master Brandmark



Reuvain Bacal

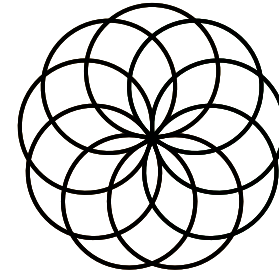
Variations

LIGHT



Reuvain Bacal

MONO



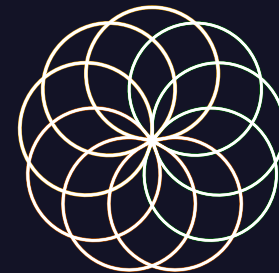
Reuvain Bacal

DARK



Reuvain Bacal

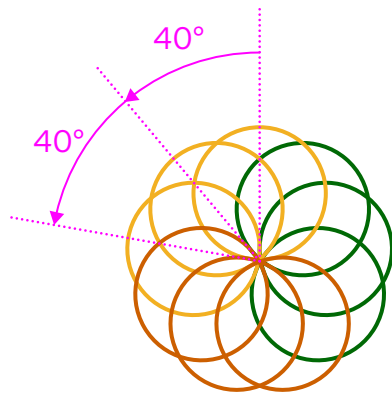
MONO DARK



Reuvain Bacal

Design

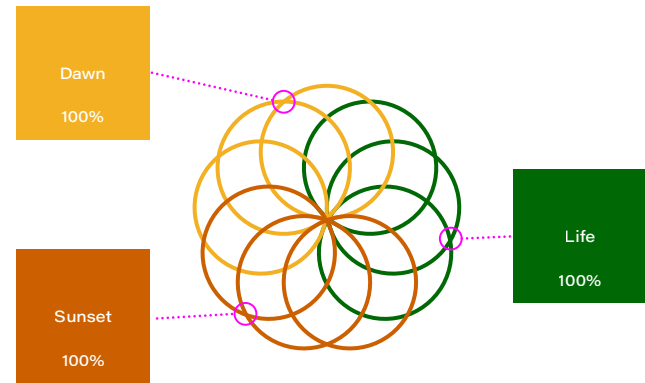
CONSTRUCTION



Reuvain Bacal

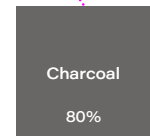
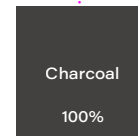
LOREM IPSUM

COLOR



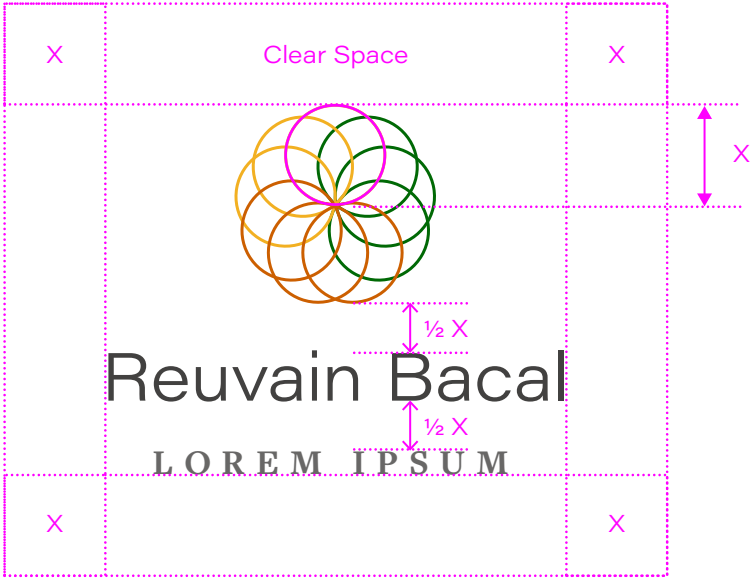
Reuvain Bacal

LOREM IPSUM

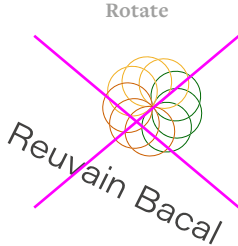
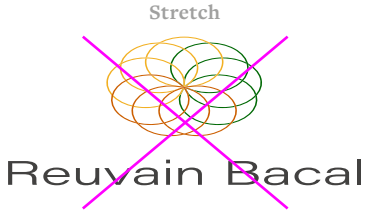
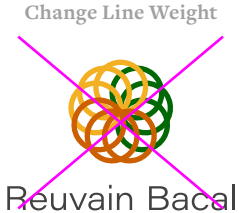
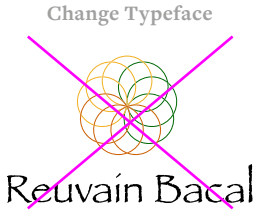
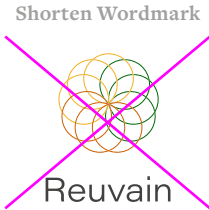
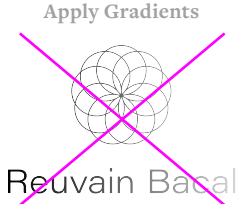
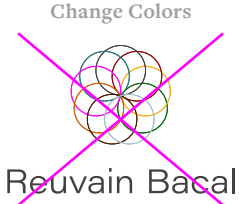


Usage

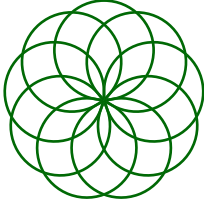
DO



DO NOT



Sub-brands



Reuvain Bacal

LIVE FREE



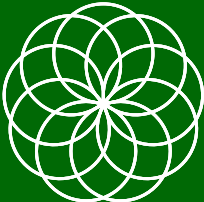
Reuvain Bacal

COACHING



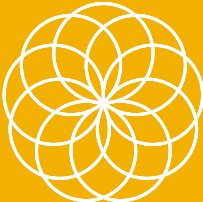
Reuvain Bacal

TRIBE



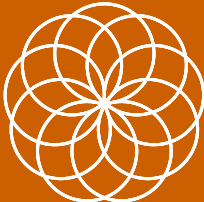
Reuvain Bacal

LIVE FREE



Reuvain Bacal

COACHING



Reuvain Bacal

TRIBE

Typography

Acumin Wide Extra Light

F R E I G H T T E X T S E M I B O L D

Freight Text Medium. Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor **freight text black** consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

Freight Text Light Italic, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

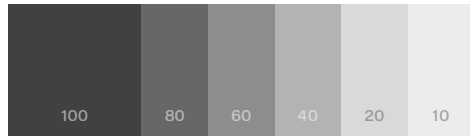
Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

Color Palette

NEUTRAL

Charcoal

R:66 G:65 B:64
C:59 M:49 Y:49 K:54
L:28 A:0 B:0
G:74



Midnight

R: 19 G: 19 B: 38
C: 67 M: 56 Y: 42 K: 82
L: 7 A: 4 B: -14
G: 92



Earth

R:74 G:29 B:0
C:43 M:62 Y:66 K:68
L:17 A:20 B:25
G:85



Cloud

R:66 G:65 B:64
C:59 M:49 Y:49 K:54
L:28 A:0 B:0
G:74



COOL

Sky

R:165 G:192 B:204
C:40 M:13 Y:15 K:2
L:76 A:-8 B:-10
G:27



Life

R:0 G:105 B:5
C:74 M:27 Y:100 K:31
L:38 A:-41 B:40
G:75



Sea

R:37 G:112 B:120
C:82 M:26 Y:39 K:27
L:43 A:-22 B:-12
G:65



WARM

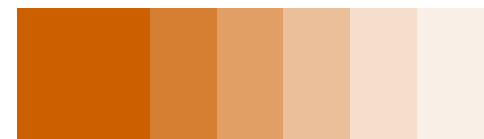
Dawn

R:242 G:190 B:34
C:2 M:31 Y:91 K:0
L:80 A:9 B:75
G:26



Sunset

R:204 G:95 B:0
C:13 M:73 Y:100 K:3
L:54 A:41 B:62
G:54

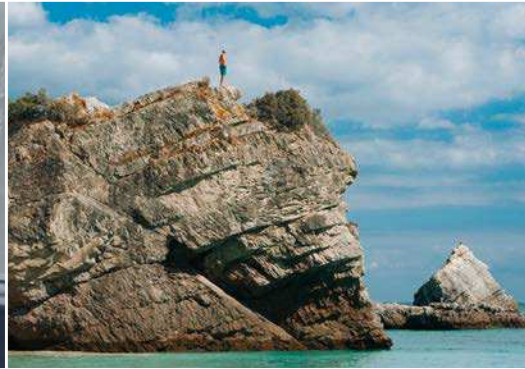


Fire

R:150 G:0 B:0
C:25 M:91 Y:100 K:23
L:31 A:54 B:45
G:82



Photography



KEYWORDS

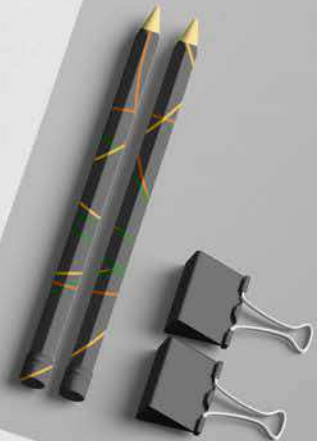
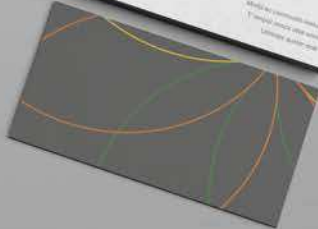
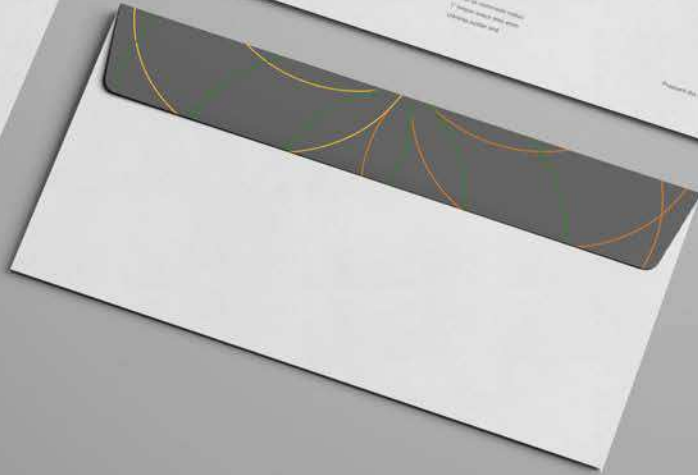
Beauty Groundedness Emotion Empathy Energy Humility Inspiration Intelligence
Nature Optimism Outdoors Potential Skilled Strength Transformation Uplifting

Applications



Reuvain Bacal









Reuvain Bacal



Reuvain Bacal
LIVE FREE

© 2014 - 2015 Reuvain Bacal



