Rebel

BRAND GUIDELINES

Rebelstation.org

CONTENTS

Rebel

a decentralized blockchain network and currency for Businesses of All Sizes and Independent Individuals from Across The World.

These brand guidelines have everything you need to create a Rebel document that is instantly identifiable. It also provides our valued partners with the knowledge they need to effectively sell their brands alongside ours.

These guidelines are intended to assist us in communicating Rebel's core identity and values. By following our guidelines correctly and consistently, you enable our Rebel identity, brand and style to remain powerful and recognized instantly. Each of your presentations, material, and digital assets should be well-designed. Every component that people come into contact with that bears the Rebel name and logo has an impact on and contributes to the overall perception of Rebel.

THIS IS AN EXCITING TIME FOR THE REBELS

While some see us a revolutionary, we recognize it as an opportunity to develop a stronger Rebel voice. Our reputation extends far beyond the nation's boundary, making a transformative impact on everything from science to education to supply chain to workforce to agriculture and to the environment to local and global economies. This document is a guide to identifying and communicating our unique future- oriented stance, in a way that we collectively contribute to Rebel's success.

Rebel

Reimagines the world, by developing new cutting edge approaches to shape our future.

SUPPORT FOR OUR STATEMENT

Members of the Rebel Society come together to create and share wealth. They aggregate ideas and services together and trade with each other. With the Rebel Network, users deal directly with eachother and through requests that are put up on smart contracts.

About the logo

Rebel's logo positions our association as a powerful brand in the world of diversity in Blockchain. The two polarities represent: the shift of paradigm. The logo hasbeen designed to convey the energy, force and teamwork found within the Rebel Society.

Colors
The logo contains two colors of Rebel's brand: gradient orange and gradient blue. In combination with each other, this creates the official Rebel's color palette. Blue implies trust and tranquility while orange represent the audacity and energyfound across Rebel's members and leadership.

Logomark
The logomark uses two swirling shapes to symbolize Rebel's four core values. The shapes are sleek, indicative of either harmony or hostility. When working harmonously, they symbolize the dynamic qualities found within our society . The shapes can also represent sky and ocean for blue and sun and fire. for orange

Word Mark
The logotype uses an ancient caligraphy and echoes the history of mankind and current revelation. It is black when used on light backgound and gradient orange on dark background.
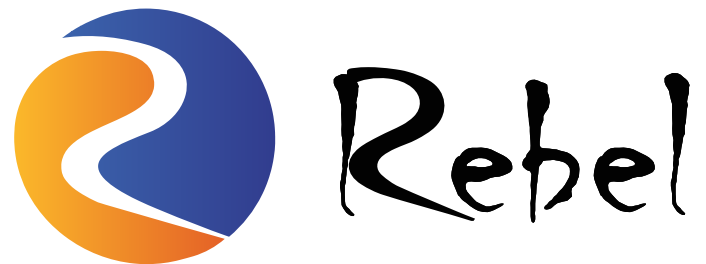
LOGO LAYOUTS

Logo

The Rebel logo will appear across a variety of marketing channels and form factors. To optimize consistent reproduction across applications, the Rebel logo is provided in a variety of layouts, referred to officially as "lockups".

Logo Layouts

Horizontal Layout
This is the primary logo. It is formatted for use on the SHPE website. It is also appropriate for print media such as business cards, letterhead, or posters.

Vertical Layout
The vertical logo is secondary, and should only be used when the logo needs to be displayed in a square or thin layout.

Logomark
The logo icon is meant to only be used in cases where the name "SHPE" is displayed nearby. One example use is for a social media profile image.

Logo Options

National Logo
Horizontal and Vertical

Regional Lockup
Horizontal and Vertical

Industry Lockup
Horizontal and Vertical

LOGO

Logo Color Versions

Color Logo with black word mark
Preferred use on white backgrounds.
Avoid placement on or over any other color.

Color Logo with gradient orange
Full color logo with gradient orange wordmark
can be used on any dark color.

Blue Logo and blue word mark
Primarily used on applications where a
two-color logo is the only option. Event
branding and on wearables is where this
version most often shows up.

White Logo
Only appears on light background. Only
use if color is not an available option.

LOGO

Minimum Size

Setting a minimum size helps to insure that the marks are always legible. The minimum size for print applications differs from the minimum size for digital and web applications. Please ensure that you use the appropriate sizes for each medium.

Minimum print size: 1.25 inches in width

Minimum web/digital size: 150 pixels

Minimum print size 1.25″
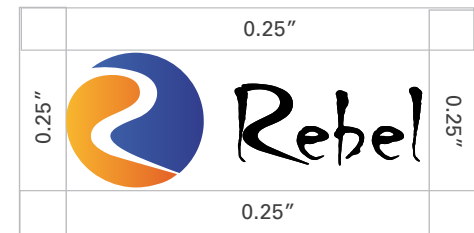
Minimum digital size 150 px

Clearspace

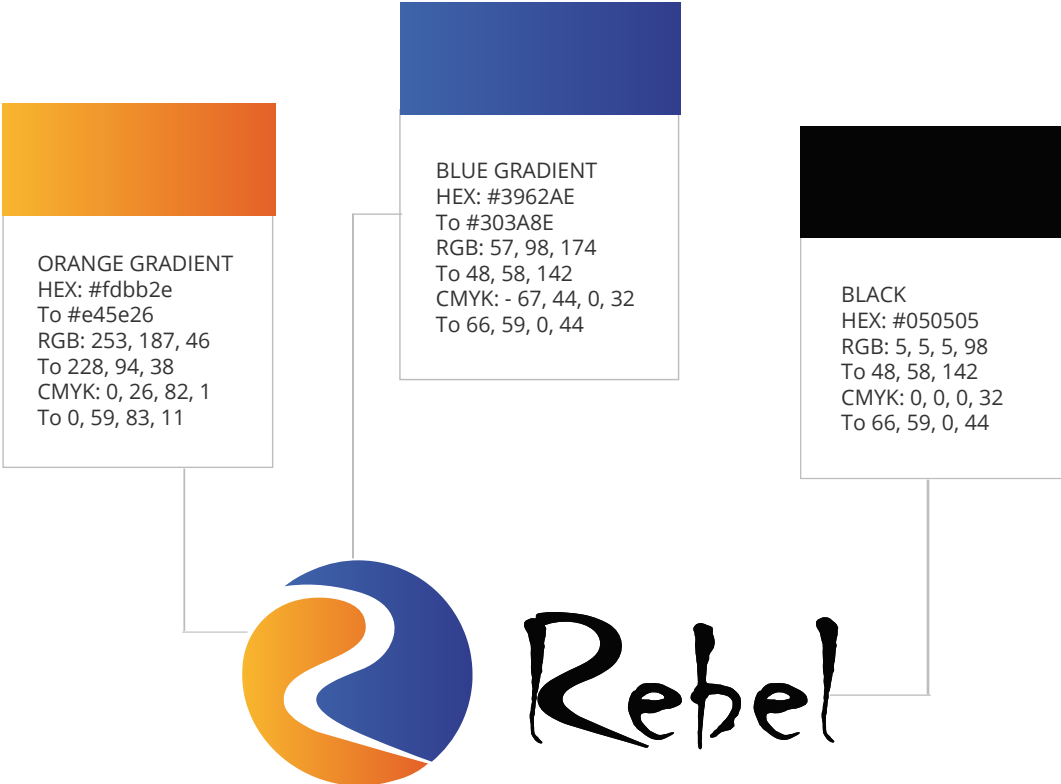Maintaining a clean and uncluttered space around the SHPE logo maximizes the visual impact of the brand.

Clear space is required around the logo and symbol regardless of medium or implementation.

0.25″

0.25″

0.25″

0.25″

COLOR

Logo Color Values

The Rebel logo uses three colors and should always be reproduced with each color coordinating to its respective element, aside from when the logo is on a dark color.

ORANGE GRADIENT
HEX: #fdbb2e
To #e45e26
RGB: 253, 187, 46
To 228, 94, 38
CMYK: 0, 26, 82, 1
To 0, 59, 83, 11

BLUE GRADIENT
HEX: #3962AE
To #303A8E
RGB: 57, 98, 174
To 48, 58, 142
CMYK: - 67, 44, 0, 32
To 66, 59, 0, 44

BLACK
HEX: #050505
RGB: 5, 5, 5, 98
To 48, 58, 142
CMYK: 0, 0, 0, 32
To 66, 59, 0, 44

TYPOGRAPHY - Word Mark

Chiller Std by ITC
(modified)

Earth provides enough to satisfy every man's needs,

but not every man's greed.
123450@!&

To install:

https://www.dafontfree.net/freefonts-chiller-f118405.htm
https://fontsgeek.com/fonts/Chiller-Std-Regular

LOGO
TYPOGRAPHY - Web and Print

Open Sans

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!
@#$%^&* ( ) _

Earth provides enough to satisfy every man's needs, but not every man's greed.

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!
@#$%^& ( ) _*

Earth provides enough to satisfy every man's needs, but not every man's greed.

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!
@#$%^&* ( ) _

Earth provides enough to satisfy every man's needs, but not every man's greed.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!
@#$%^&* ( ) _

Earth provides enough to satisfy every man's needs, but not every man's greed.

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!
@#$%^&* ( ) _

Earth provides enough to satisfy every man's needs, but not every man's greed.
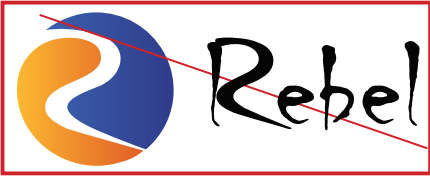
USAGE

Rules for Usage

Do not alter the mark in any way. Some examples of these are illustrated to the right.

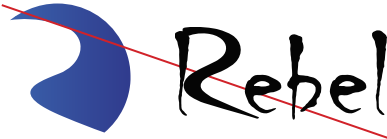**DO NOT** change the color of the marks.

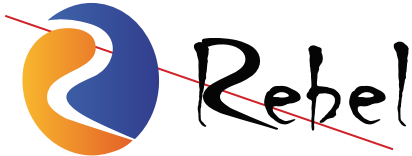**DO NOT** change the position or size the logo symbol.

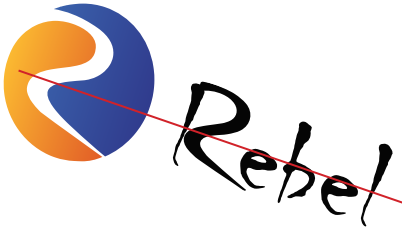**DO NOT** place anything in the clearance zone such as outlines, boxes or other objects.

DO NOT use the logo word mark by itself. Only when necessary, and with advance permission, is it acceptable to use this version.

DO NOT delete any parts of the logo symbol or word mark.

DO NOT distort the logo in any matter

DO NOT rotate the logo.

DO NOT put change the font of the word mark.
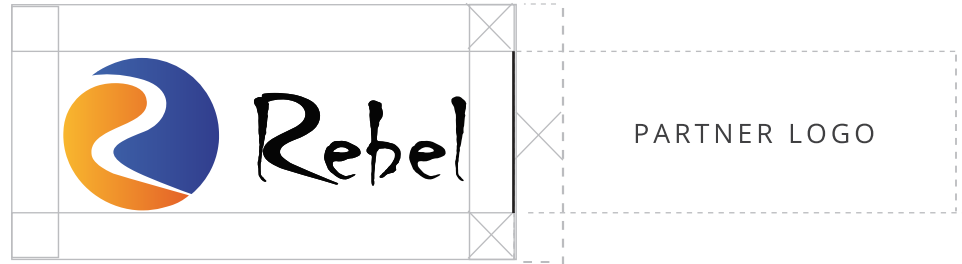
USAGE

Co-Branding

Many cobranding instances will require the Rebel logo to be placed side by side with a partner logo (locked up). The guidelines on this page outline the proper way to construct a lockup with the Rebel logo. Each logo should be sized to be optically equal in size. The left position of the lockup indicates brand dominance in brand neutral environments.

Use of Marks and Logos

Rebel is often involved in co-branding situations with external companies, schools and organizations. As a valued partner, these brands will share equal prominence with our logo and appear in a primary position or on the front cover of any co-produced collateral.

In all instances, it is imperative that the integrity of our mark be preserved, both in color and in clear space. Please adhere to clear space and minimumsize standards while giving ample real estate to partner logos.

Clear Space Requirements - Logo Lockup

PARTNER LOGO

Rebel-Led Alliance

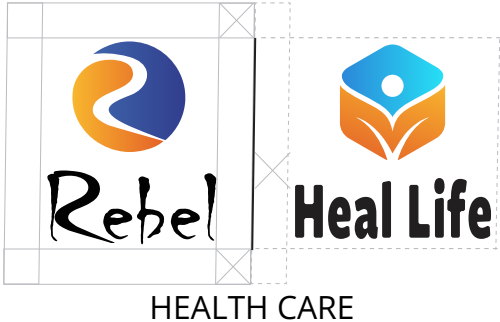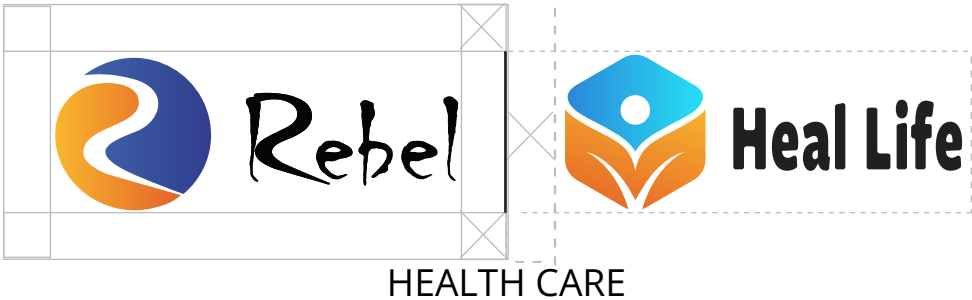PARTNER LOGO

Partner - Led Alliance

PARTNER LOGO

USAGE

Co-Branding with Industry

When co-branding your chapter-specific logo, follow the same sizing and spacing rules as with the standard Rebel logo as outlined on the previous page.
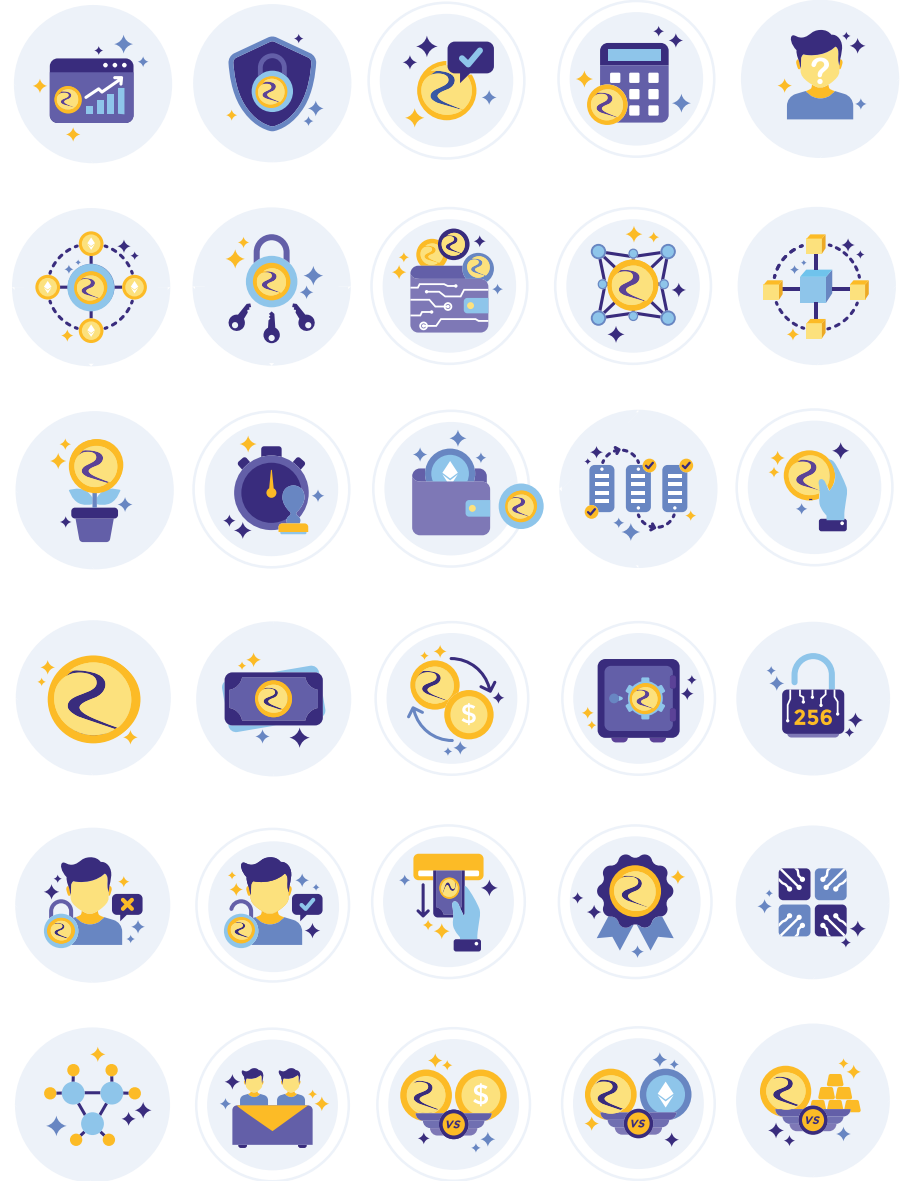
Clear Space Requirements - Logo Lockup

HEALTH CARE

HEALTH CARE

General Icon Style

When creating icons, please use a multicolor filled style, with enclosures, as the style shown.
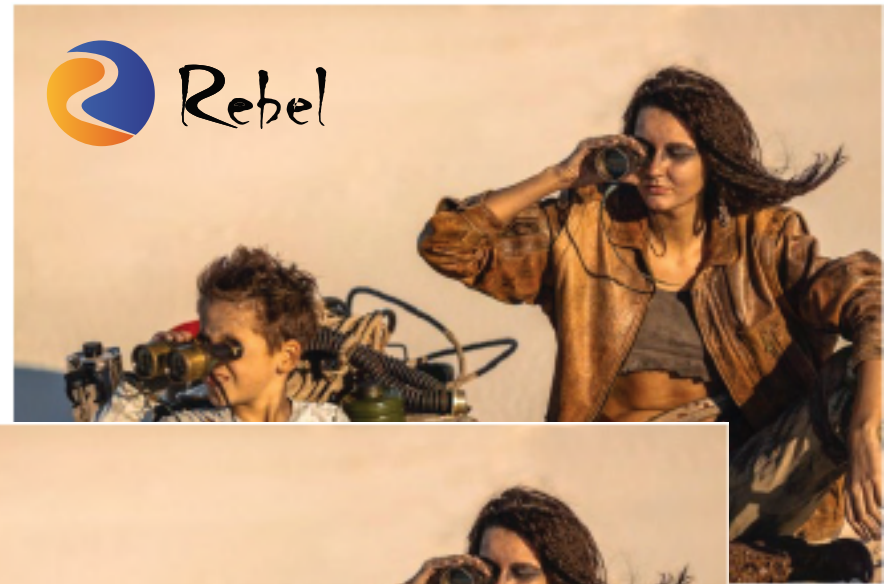
USAGE

Background Photography

Like words, visuals tell the story of the Rebel. Tone should be open, engaged, energetic and diverse. Images should either be high resolution or matte painted. One impactful visual is preferred. When type is used with a visual, don't overcrowd.

The logo should be placed directly on the background photograph.

Avoid placing the logo on high contrast areas that could interfere with readability.

Avoid placing the logo in the direct center of the page.

Avoid complex montages. Use simple, strong, personal, confident imagery.

USAGE

Banner

Like words, visuals tell the story of the Rebel. Tone should be open, engaged, energetic and diverse. Images should either be high resolution or matte painted. One impactful visual is preferred. When type is used with a visual, don't overcrowd.

The logo should be placed directly on the background photograph.

Avoid placing the logo on high contrast areas that could interfere with readability.

Avoid placing the logo in the direct center of the page.

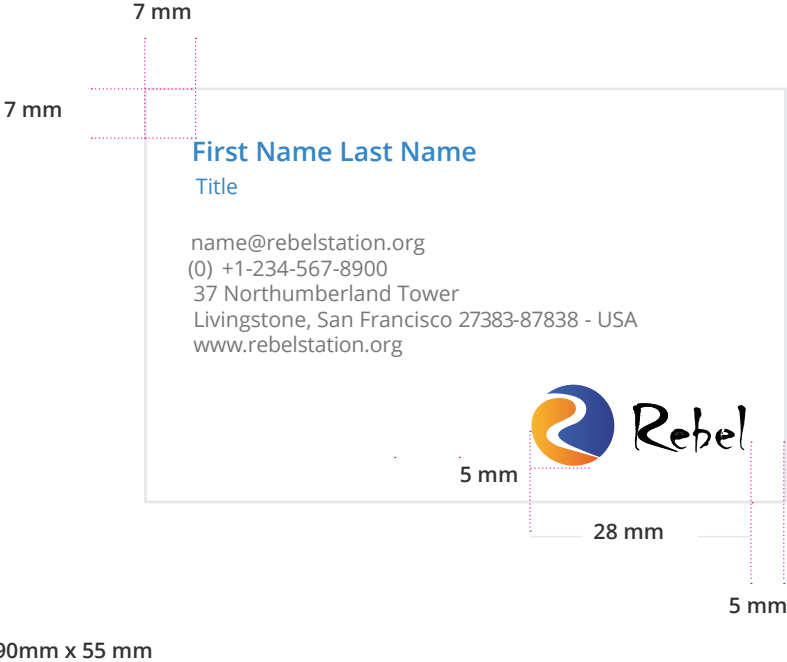Avoid complex montages. Use simple, strong, personal, confident imagery.

USAGE
Stationery

Business card

7 mm

7 mm

First Name Last Name

Title

name@rebelstation.org
(0) +1-234-567-8900
37 Northumberland Tower
Livingstone, San Francisco 27383-87838 - USA
www.rebelstation.org

Rebel

5 mm

28 mm

5 mm

90mm x 55 mm

Name: Open Sans Semi Bold 10 pt. Blue

T itle: Open Sans Regular 8 pt. Blue

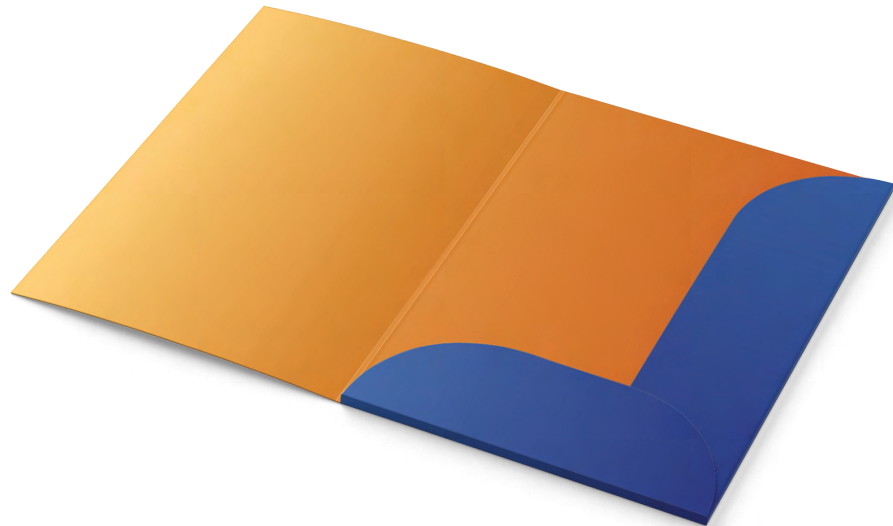Inf o: Open Sans Regular 8 pt. Gray

Card back example

USAGE

Stationery

Folder

USAGE

Merchandise

Shirt

USAGE

Additional
Examples

USAGE

Additional Examples

USAGE

Additional
Examples

How to Work with Us

Telling the full story of Rebel internally and externally
is only possible if we execute our brand with precision
and consistency across all our touch points.
That's where you come in.

Please ensure you are following our brand guidelines and
using the assets and tools available on our website.

Remember, all external communications must be
developed in partnership with the Brand & Marketing
team.

For questions and concerns pertaining to digital or social
media, please contact https://rebelstation.org/contact/

rebelstation.org