



# Social Media Branding Guidelines

Updated Jan 2019

Brand Identity

## Primary Logo - Rebel Labs

The preferred way to use the Rebel Labs logo is over a white background. Every attempt must be made to do this.



If the logo must be placed on a color background, it can be knocked out to white and placed on the Rebel Red. It may also be placed on a graphic or photographic background so long as the logo is easily legible and recognizable.



## Primary Logo - Rebel360

The preferred way to use the Rebel360 logo is over a white background. Every attempt must be made to do this.

If the logo must be placed on a color background, it can be knocked out to white and placed on the Rebel Red. It may also be placed on a graphic or photographic background so long as the logo is easily legible and recognizable.

The “Powered by Rebel Labs” component can be removed when appropriate or would create redundancy, such as when presented next to the Rebel Labs logo.

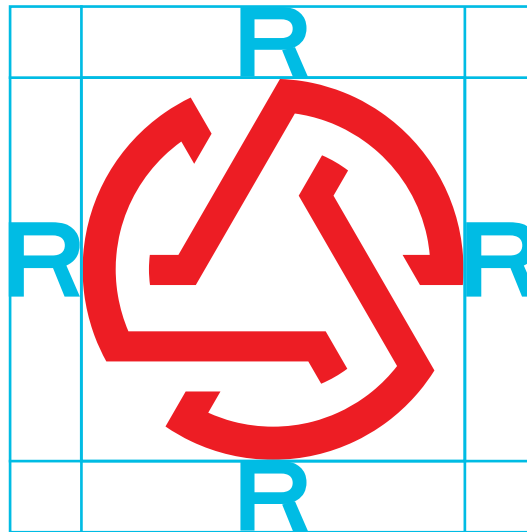


## Clear Space - Rebel Labs logo

Please observe the clear space around the logo to maximize visual effectiveness.

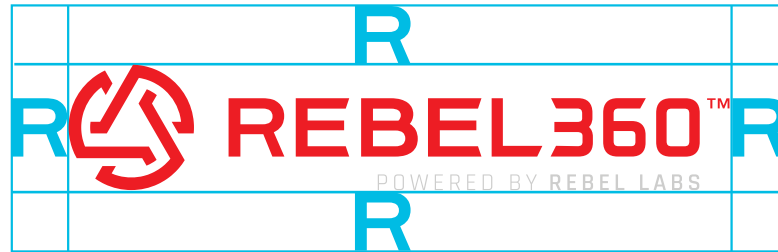


Please observe the clear space around the graphic device to maximize visual effectiveness.

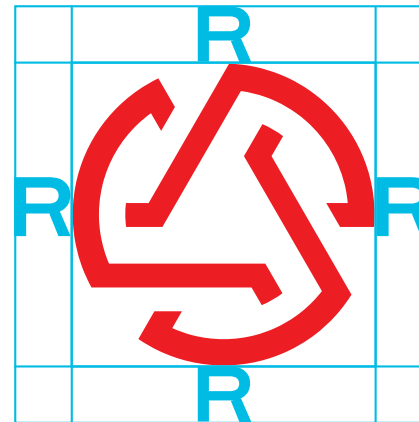


## Clear Space - Rebel360

Please observe the clear space around the logo to maximize visual effectiveness.



Please observe the clear space around the graphic device to maximize visual effectiveness.



## Lockups Horizontal - Rebel Labs

The preferred lockup of the Rebel Labs logo.



2 color (Rebel Red, White)



2 color Reverse (Rebel Red, White)



Grayscale Positive



Grayscale Reverse (#000000, White)



## Lockups Horizontal - Rebel360

The preferred lockup of the Rebel360 logo.



2 color (Rebel Red, Grey)



1 color Reverse (Rebel Red)



Grayscale



Grayscale Reverse (#000000, White)





## Logo Mark - Usage Options



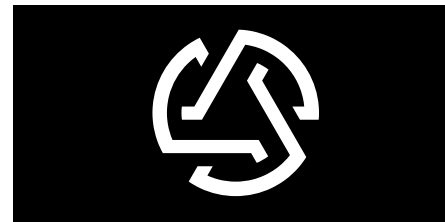
2 color (Rebel Red, White)



2 color Reverse (Rebel Red, White)



Grayscale Positive



Grayscale Reverse (#000000, White)



## Color - Primary



PRINT  
Pantone Uncoated  
199U



PRINT  
Pantone Coated  
198C



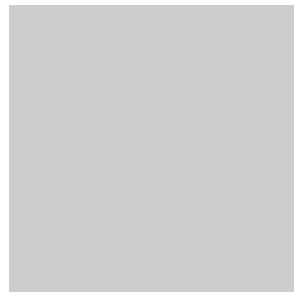
PRINT  
CMYK Process  
0 / 96 / 80 / 0



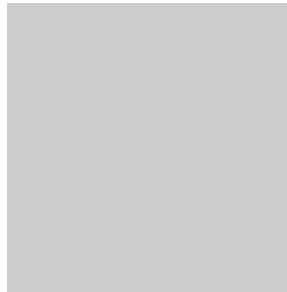
WEB & APP  
RGB 3 / 211 / 188  
#ef4351



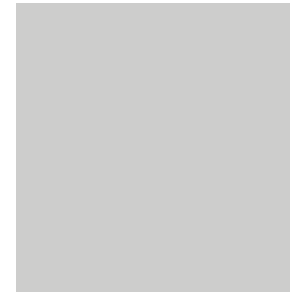
PRINT  
Pantone Uncoated  
Cool Grey 4U



PRINT  
Pantone Coated  
Cool Grey 4C



PRINT  
CMYK Process  
19 / 15 / 16 / 0



WEB & APP  
RGB 205 / 204 / 204  
#CDCCCC



## Color - Supporting Grayscale



### WEB

#000000

0 / 0 / 0



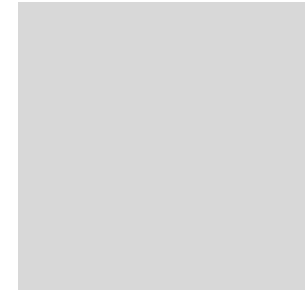
#333333

51 / 51 / 51



#989898

152 / 152 / 152



#D8D8D8

216 / 216 / 216

### PRINT

Rich Black

50 / 50 / 50 / 100

Hexachrome Black

0 / 0 / 0 / 85

Cool Gray 7

0 / 0 / 0 / 37

Cool Gray 2

0 / 0 / 0 / 10



# Typography - Logo Font

## Logo Font

Our two fonts include one Logo font and one Supporting font - Rajdhani and Avenir. They are both clear, legible, modern typefaces that work well in print and online. Each of the "font families" include many "weights" like book, light, medium, regular, heavy and bold. They can each be downloaded online for free at [FontSquirrel.com](http://FontSquirrel.com) (Rajdhani) and [Google.com/fonts](http://Google.com/fonts) (Avenir).

For headlines, quotes, and larger text, Rajdhani is best. For body copy, subheadlines, captions, and smaller text use the Avenir font family.

## Logo Font Color

All logo font text should be in either White, Rebel Red or solid Black.

### Rajdhani Book

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

### Rajdhani Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

### Rajdhani Medium

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

### Rajdhani Black

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890



# Typography - Supporting Font

## Supporting Font

All supporting text should be in the Avenir or Avenir Next font family

## Supporting Text Color

All supporting text should be in either White, Rebel Red or solid Black

### Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### Avenir Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### *Avenir Black Oblique*

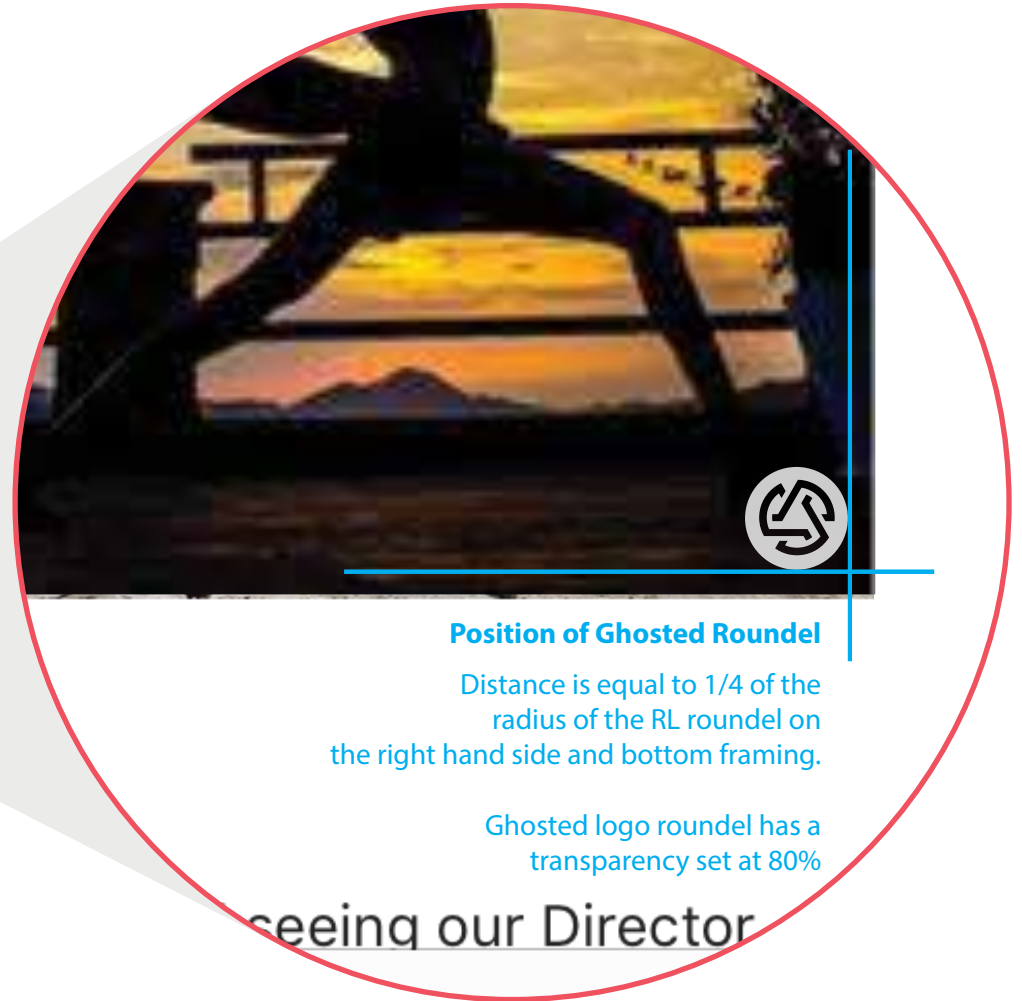
***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***



## Logo Placement - Still Image content



Ghosted Rebel360 graphic icon to appear bottom right on images that do not contain any Rebel360 product placement.



### Position of Ghosted Roundel

Distance is equal to 1/4 of the radius of the RL roundel on the right hand side and bottom framing.

Ghosted logo roundel has a transparency set at 80%

**Working Documentation**  
Design Development

Logo Placement  
Social Media



## First Frame - Video content

DUE TO THE SHORT ATTENTION SPANS OF SOCIAL AUDIENCES, IT IS RECOMMENDED TO JUMP STRAIGHT INTO VIDEO CONTENT AND SKIP FADE-INS.

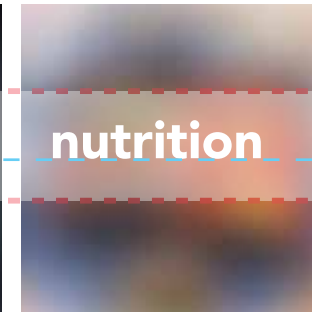
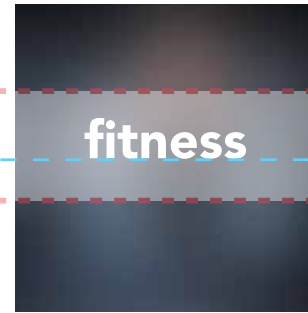
Disclaimer: For Instagram (only) videos which will be scheduled through 3rd party tools, opening frame (:01) should be hero thumbnail - if a different thumbnail is preferred over the opening frame. Absolutely no Fade-ins otherwise you risk a black thumbnail.



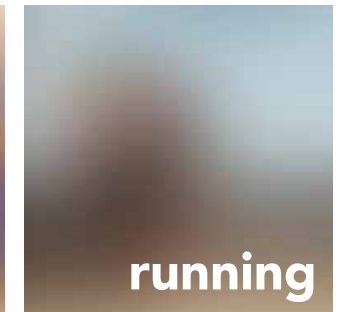
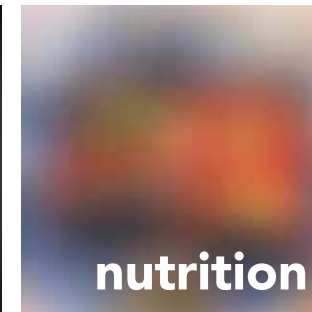
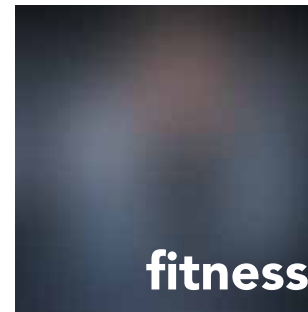
## Hero Text - Video content



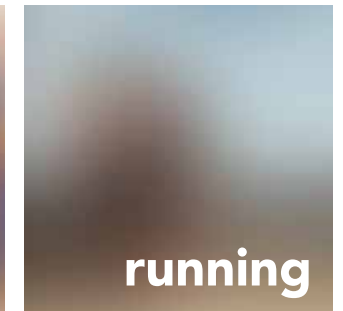
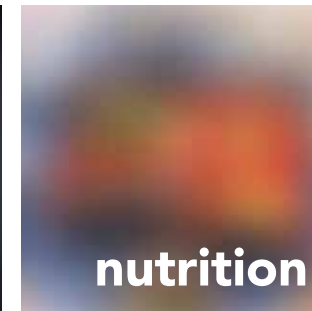
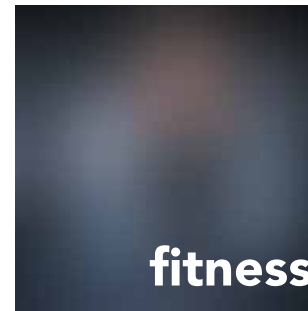
WHITE  
TEXT



BLACK  
TEXT



GREY  
TEXT



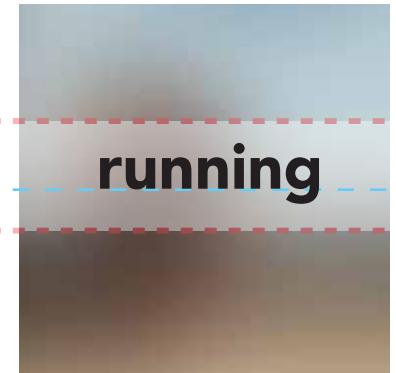
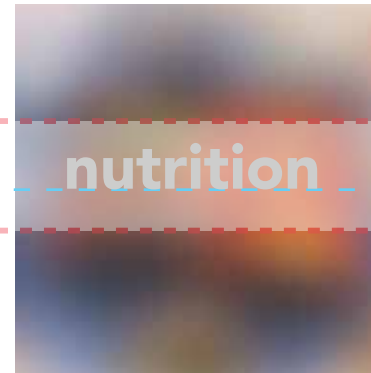
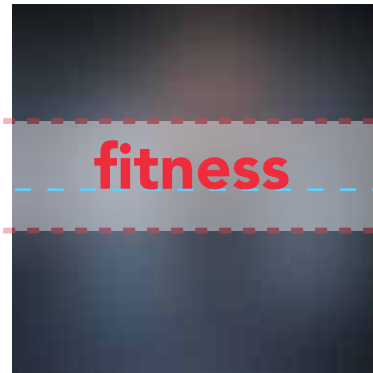
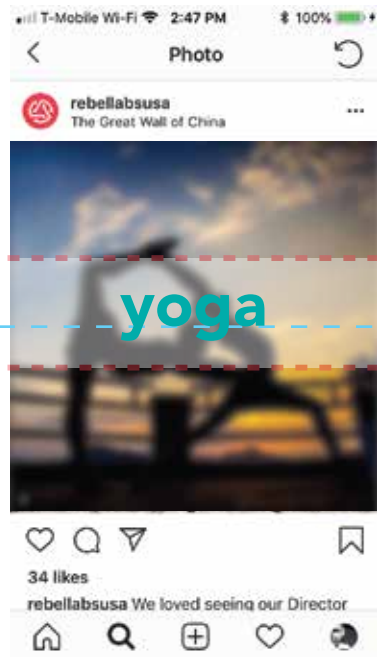
'Hero' words are visually centred within the framing ie within the middle two thirds of the frame. Shown here with a ghosted panel and dashed red keyline is the preferred and suggested zone where the text can be positioned for the different programs, ie yoga, cooking, fitness, nutrition and running. In situations where the 'Hero' words cannot be positioned centered within the content frame, then the text can be positioned at the foot of the frame bottom right.

White, black or dark grey text should be used depending on which reads better and is clearer to the viewer. It is important for the words to be seen and read so ensure that there are no contrasting colors behind the text when positioning the 'Hero' text.





# Differentiating Program Text - Video content Alternatives



Suggested Program color recognition

FITNESS	COOKING	NUTRITION	YOGA	RUNNING
Pantone Uncoated 199U	White	Pantone Uncoated Cool GrayU	Pantone Uncoated 320U	Pantone Uncoated Process BlackU
Pantone Coated 198C	White	Pantone Coated Cool GrayC	Pantone Coated 320C	Pantone Coated Process BlackC
CMYK Process 0 / 96 / 80 / 0	CMYK Process 0 / 0 / 0 / 0	CMYK Process 19 / 14 / 15 / 0	CMYK Process 77 / 8 / 38 / 0	CMYK Process 0 / 0 / 0 / 100
RGB/HEX 3 / 211 / 188 #ef4351	RGB/HEX 255 / 255 / 255 #FFFFFF	RGB/HEX 3 / 211 / 188 #ef4351	RGB/HEX 3 / 211 / 188 #ef4351	RGB/HEX 0 / 0 / 0 #000000

If desired, program text overlay can be customized with applicable coloring to differentiate programs.

**Rule** - Baseline of the text is centered on the vertical axis line of the content window, text is also centred on the horizontal axis.

**Working Documentation**  
Design Development

Differentiating  
Program Text  
Video Content

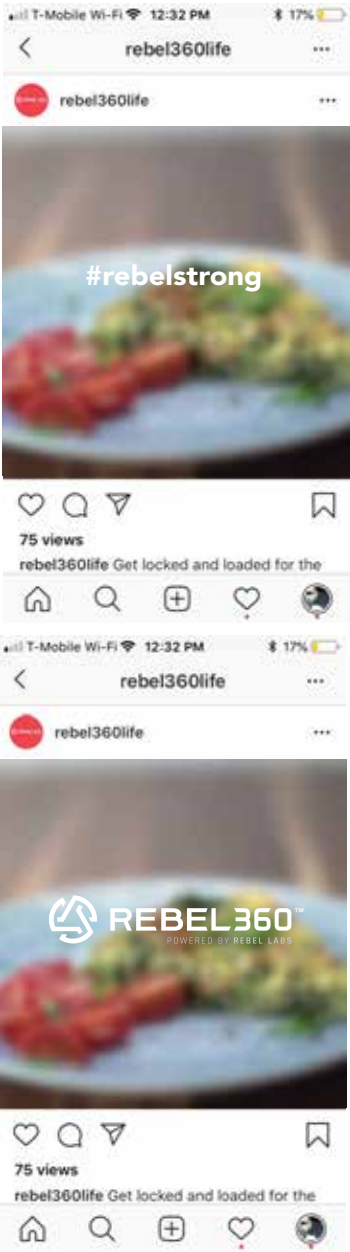
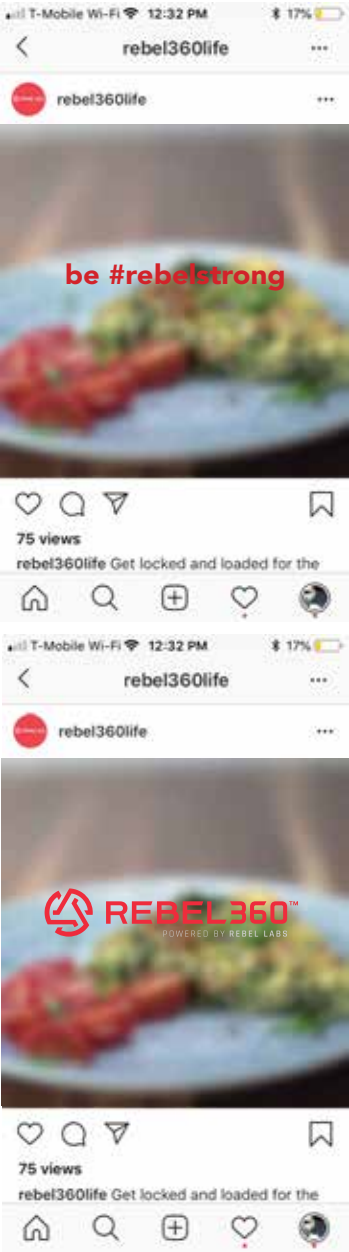


End Card - Rebel360

First sequence/frame  
Fade in tagline, fade out tagline

End Card 1 - Option

Second sequence/frame  
Fade in logo and lock screen

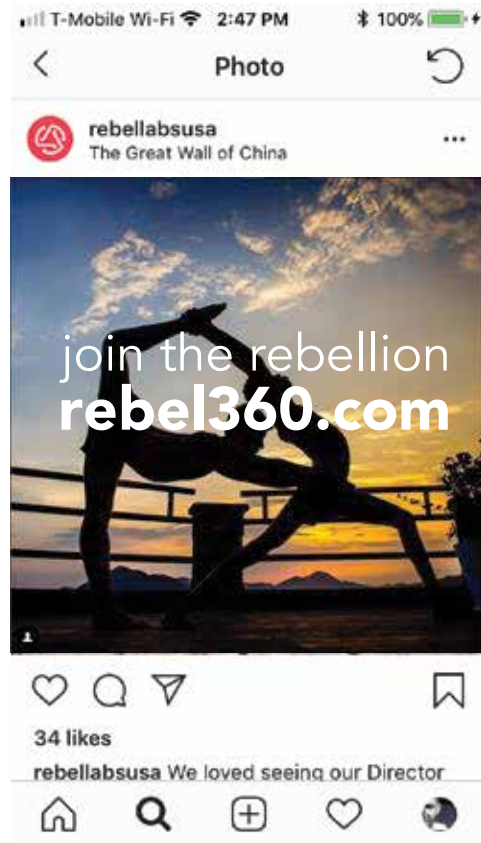


End Card 2 - Option



## End Cards - Video tracks Alternatives

### End Card 3 - Option



Fade in/fade out graphics.

Gaussian Blur of 10 pixel radius to  
end cards only



Dropshadow application

**Working Documentation**  
Design Development

End Cards  
Video Track  
Recognition  
Brand Guidelines



**REBEL FITNESS**

**REBEL YOGA**

**REBEL COOKING**

**REBEL NUTRITION**

**REBEL RUNNING**

**REBEL FITNESS**

**REBEL YOGA**

**REBEL COOKING**

**REBEL NUTRITION**

**REBEL RUNNING**



**REBEL** FITNESS

**REBEL** YOGA

**REBEL** COOKING

**REBEL** NUTRITION

**REBEL** RUNNING

**REBEL** FITNESS

**REBEL** YOGA

**REBEL** COOKING

**REBEL** NUTRITION

**REBEL** RUNNING



Thank You



# Mood Board – Creative Inspiration

Prepared By:

Catherine Mendez & Mike Prasad

Date: September 9, 2018

# Purpose of this document

To provide creative inspiration for the Rebel360 brand guide and content aesthetic.

Overall look and feel for Rebel360 content should be a cross between Nike's dramatic filtered look with Apple's bright and colorful imagery.











