



**REDX**

# **Name & Logo Use Guidelines**

# What is the purpose of this guide?

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Consistency is key for a brand to come across clearly at every touch-point. Understanding how we make that happen is vital to how we communicate to our customers and how they view us.

*Always be sure to use the most updated version of this guide.*

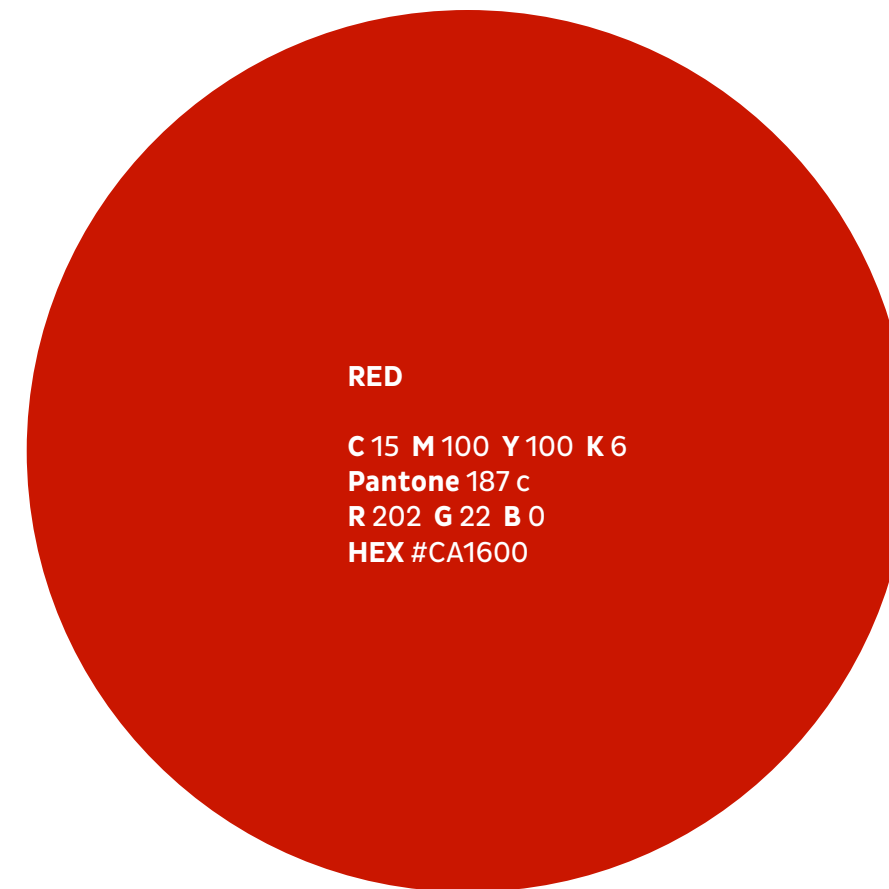
**Color**

# Primary

Color

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Red is the primary color for REDX.  
It should be used thoughtfully and strategically.



**Marketing**

# Brand Naming Conventions

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Here are some things to keep in mind when writing and designing with copy for REDX.

- REDX should be written in all caps consistently throughout all marketing materials
- REDX does not have “The” or “the” before it.
- Registered symbol must always be used with the display of the REDX logo.

**Logo**

# Primary

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## PRIMARY

This logo is used on all materials relating to REDX.





# Clearspace

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## PRIMARY

Use the 'e' in the logo to dictate the clearspace.



# Secondary

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## SECONDARY

This logo is used in select situations such as social media icons and internal merch.



# Taglines

# Taglines



# Taglines

