



tBE®

Cliente: Revelwear

Re-branding

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Enfoques: Salud, estilo, fashion,
re-diseño de marca gráfica, sistema
de identificación visual, íconografía,
empaquetado, diseño gráfico, diseño
tipográfico, comunicación.



We *build brands* by producing *exceptional work*
with an *exceptional team* for *exceptional clients*.
We know that together we *can create great things*
while still having fun in the process.

The Brand

Revelwear is a groundbreaking brand in the fashion and wellness industry, providing diabetics with freedom and discretion along with the luxury of being comfortable and fashionable. You no longer have to choose health needs over style.

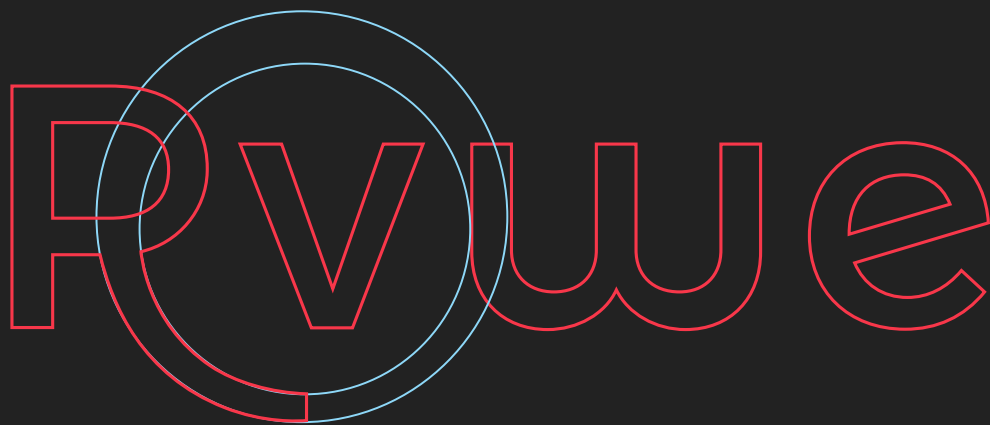
The Mission

To bring the brand into the 21st century with a cohesive, memorable and powerful brand that reflects the innovation, quality and style of Revelwear, while also transmitting the message of freedom and wellbeing. We wanted your customer to know that your products aren't just products they need but they are styles they want.

Our goal was to communicate a strong solid brand with a message. We want the brand to be memorable both in name and in look.

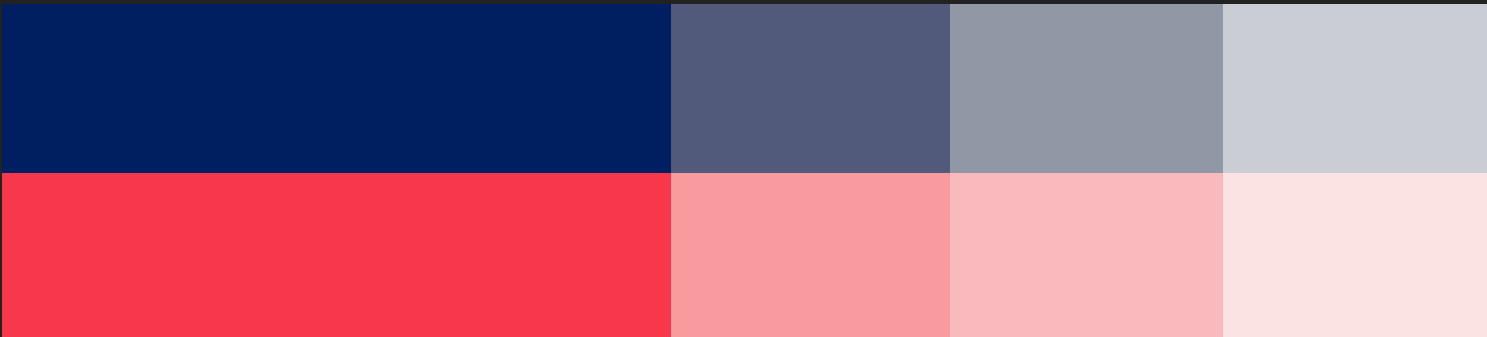
We achieved this by first combining Revel Wear into one word, Revelwear. This works to solidify the brand identity.

“Revelwear”



Then we simplified the logo to make it more friendly. A customized, bold and unified typeface with both uppercase and lowercase letters is both friendly and memorable.

Next, we chose to connect to the heritage of the Revelwear origins by integrating the bird in a much more subtle yet striking way, alluding to the freedom Revelwear provides diabetics.



And finally we chose the use of colors that represent both lifestyle as well as innovation. The blue tones speak to lifestyle and wellbeing. The cherry red tones invoke innovation and technology.

tBE[®]

Presents...



Revelwea[®]



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1

Revelwear Brand

Innovative

Completely new look

Heritage

Retains bird element

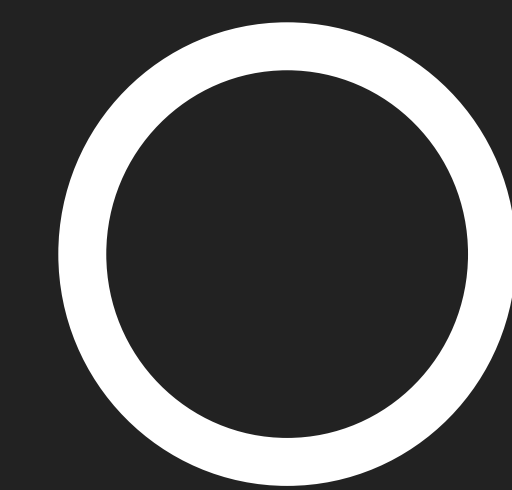


Friendly

Smooth lines

Solid

Revelwear becomes one word



Revelwear

Logo





Revelwea[®]

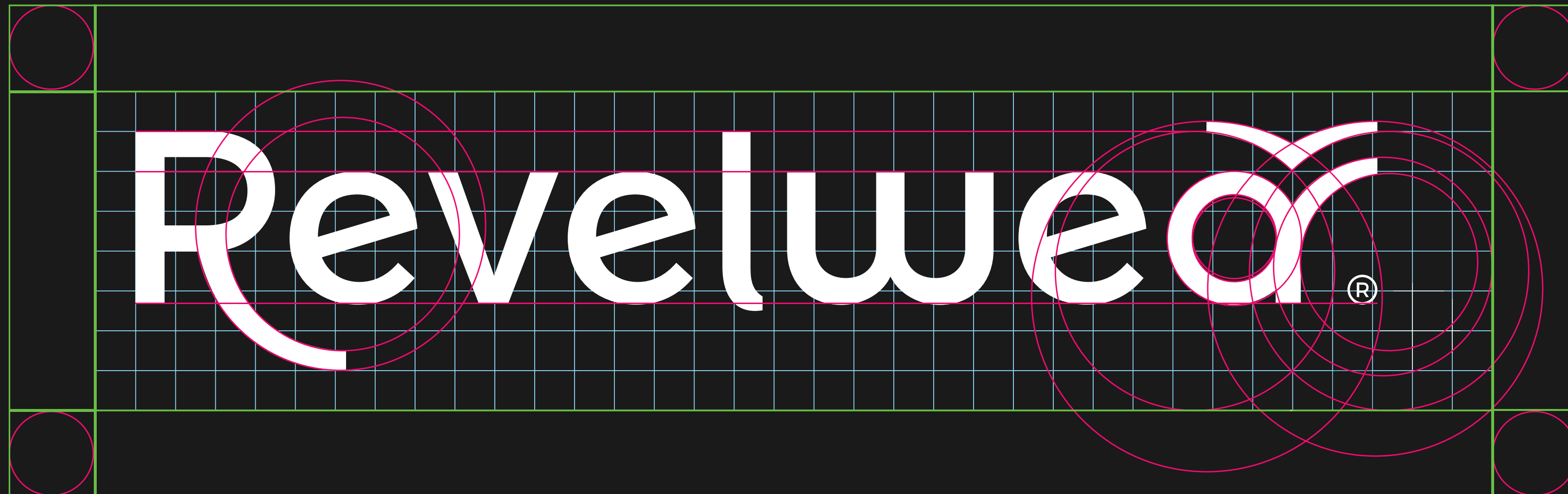


Version over white canvas





Revelwea®



α → ● → 1X = Safe area



Revel
wear®

Revel
wear®

Revel
wear®

Revelwear®

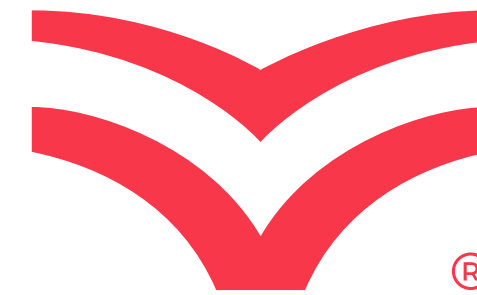


Revelweď®

Revelweď®



Icon





Minimum size

Minimum print size: 2.3x1.4 cms.
Minimum web size: 87x 53 px



Minimum print size: 5.9x1.2 cms.
Minimum web size: 223x45 px



Incorrect



More than one color in text



Usage of non approved colors



Usage of more than one bird



Usage of additional shapes



Usage of photos or textures within the logo



Rotate or deform the logo



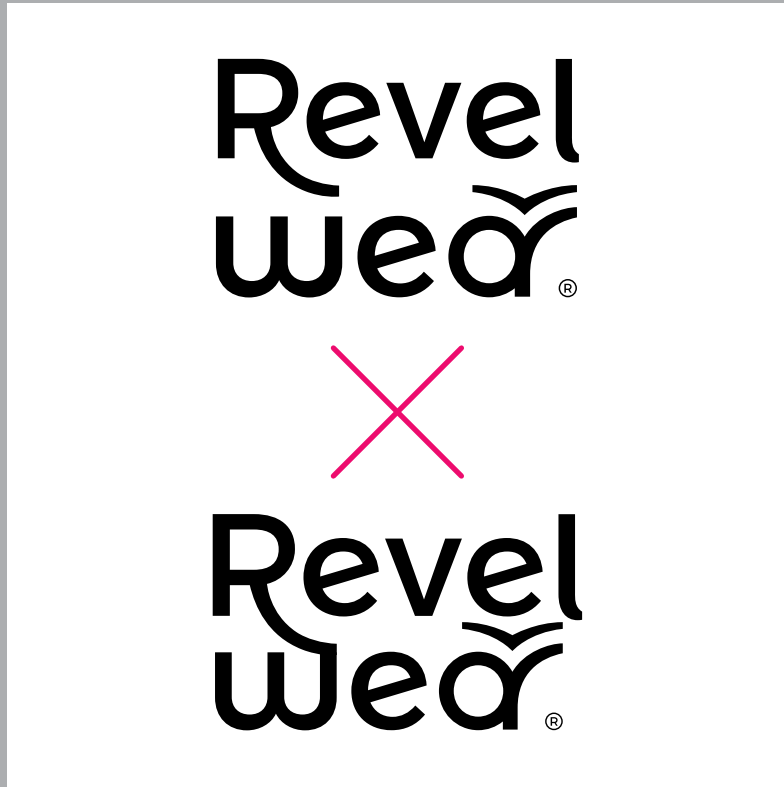
Usage of shadows or visual effects



Usage of alternative fonts



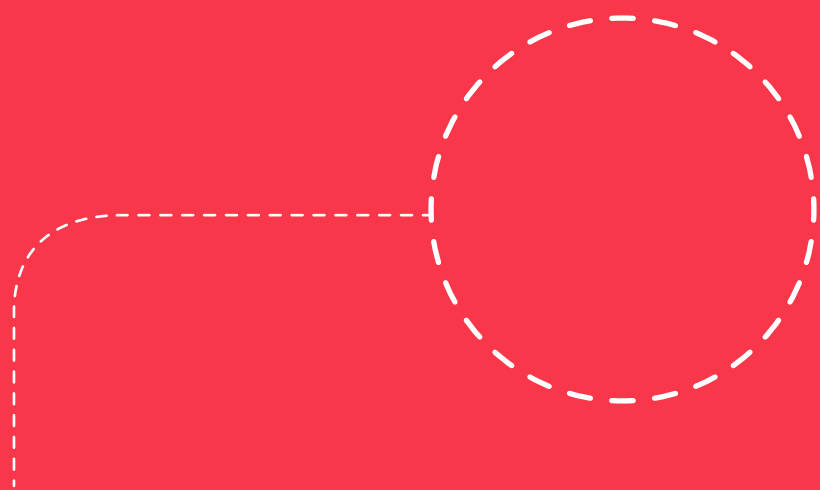
Non approved positioning of bird icon



Non approved positioning of stack version

— *Stop worrying* —
**START
LIVING**

— *Stop worrying* —
**START
LIVING**





Revelwear Colors



Primary color palette

Revelwea



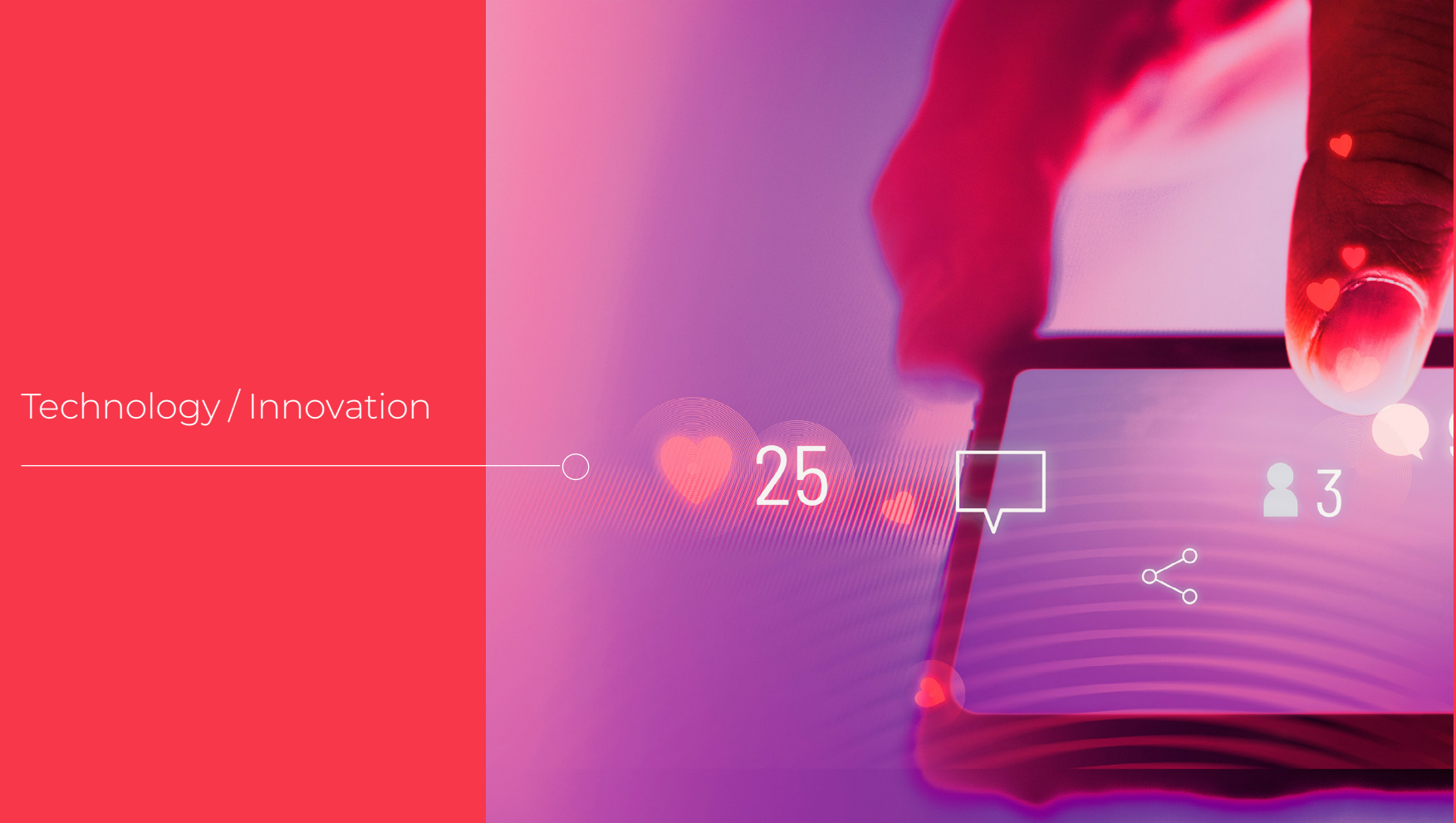
Fashion / Life & Sytle

Pantone 294 C
Deep Sea

C 100%
M 58%
Y 0%
K 57%

R 0
G 46
B 109

#002e6d



Technology / Innovation

Pantone 1787 C
Red

C 0%
M 79%
Y 71%
K 2%

R 249
G 52
B 73

#f93549



Complementary color palette

Revelwea[®]



Pantone Cool Gray 11 C
Orion Grey

C 7%
M 4%
Y 0%
K 65%

R 84
G 86
B 90

#54565a

Pantone Cool Gray 6 C
Heather Grey

C 1%
M 1%
Y 0%
K 37%

R 159
G 159
B 161

#9f9fa1

Pantone 2945 C*
Usafa blue

*Only for use when the logo is
over red background

C 100%
M 51%
Y 0%
K 40%

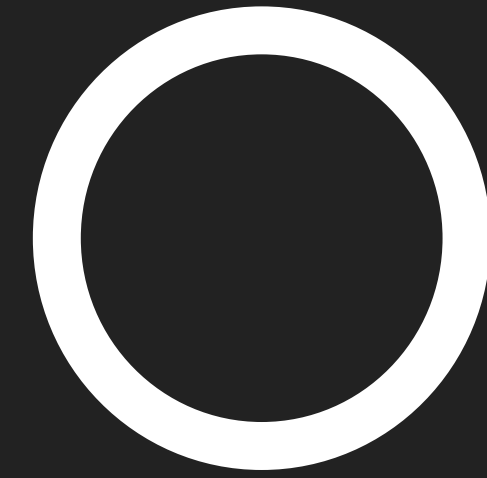
R 0
G 74
B 152

#004a98



4

Revelwear Fonts



Headline Typeface

Text for headers, titles and quotes.

Montserrat Semi Bold & Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Publico Headline Light Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Support Typeface

Body and subtitle texts

Montserrat Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Usage

When designing marketing campaigns, it is suggested to use two levels of messaging in one design, in order to transmit the dual message of Revelwear, “we are both a lifestyle product as well as a wellness accesory”.

Create a clear differentiation between messages, by using different fonts, colors and/or sizes for each message.

E.g. Stop Worrying - Start Living





Be free
Enjoy
Live life

Revelwea[®]





Pocket
technology

Today

I can do...



I am



powerful

free



to live my life



Revelwear®



Revelwear Brand Positioning



Placement

Your brand is in the initial stages of recognition and positioning, as such it is of utmost importance to adhere to the brand book as far as logo usage is concerned. This way you build familiarity and recognition with your customer. At this stage it is required that you use the full logo in all applications, only the double bird icon may be used separately as support or decoration of the product or to highlight an aspect of the product or design, such as the insulin pump pocket.

The logo must always be produced or printed with high quality printing on high quality material. This can be embroidered or embossed on a plastic, metal or material label or directly embroidered or embossed on the material itself. This will elevate your Brand and transmit the quality your brand represents.

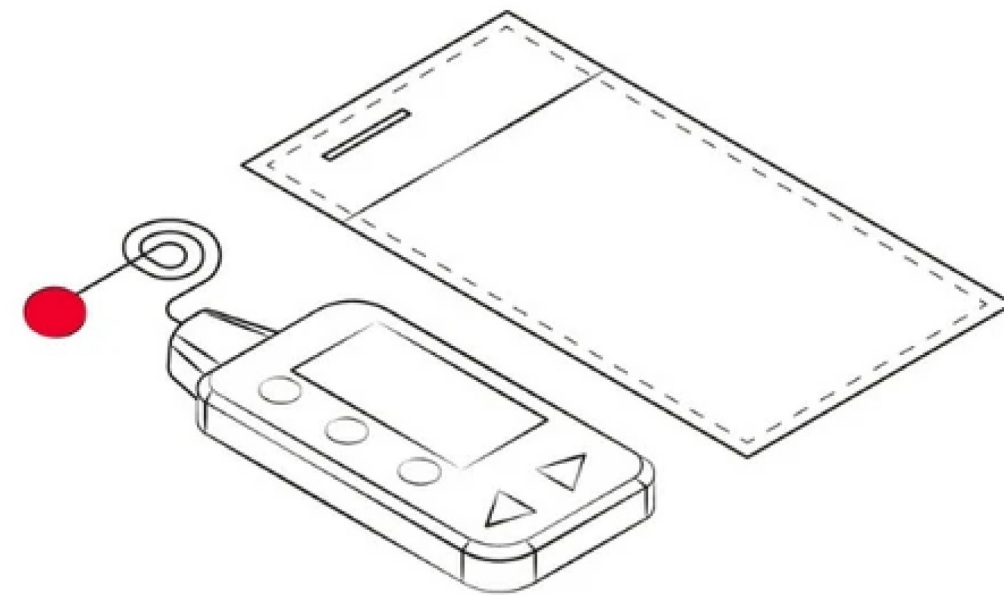






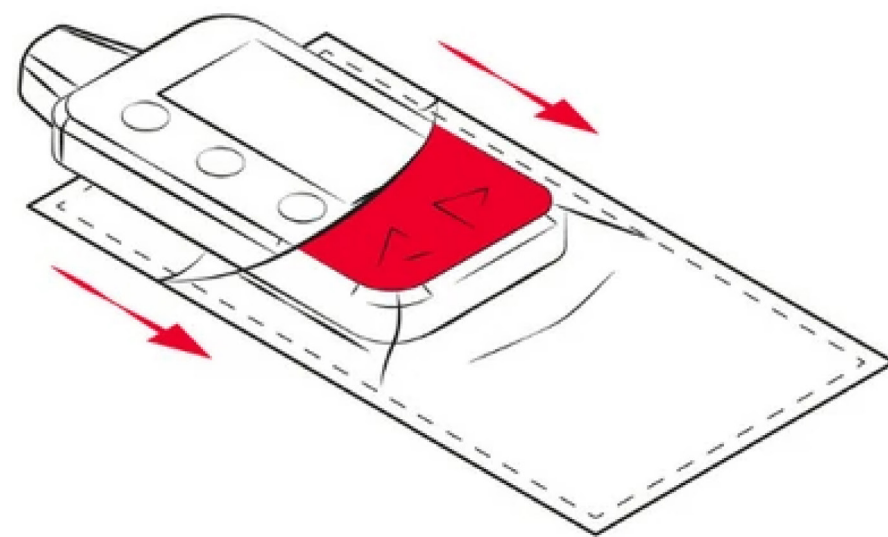
Revel
wear®

1



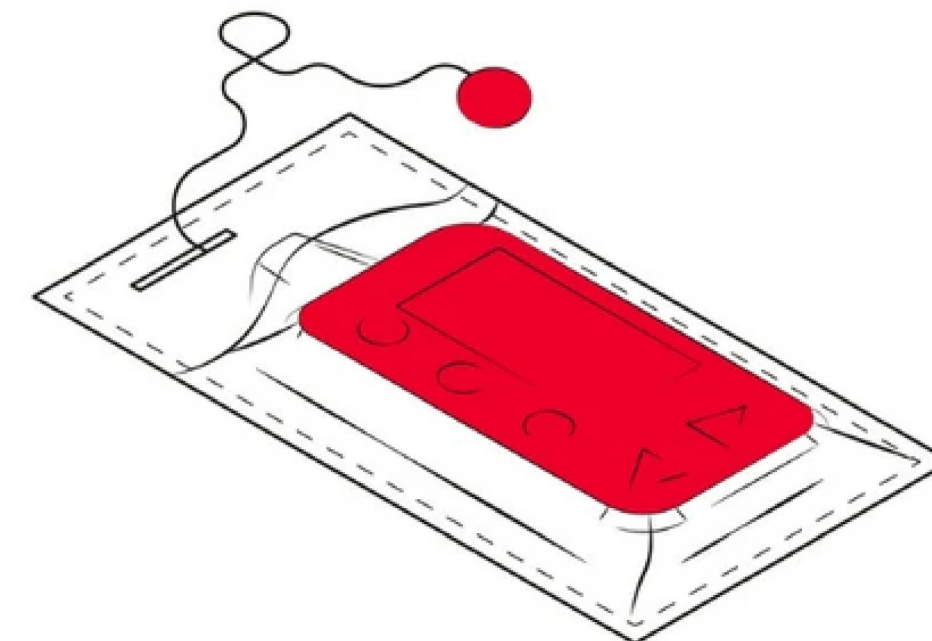
Our
Difference
How the RevelWear Pocket Works

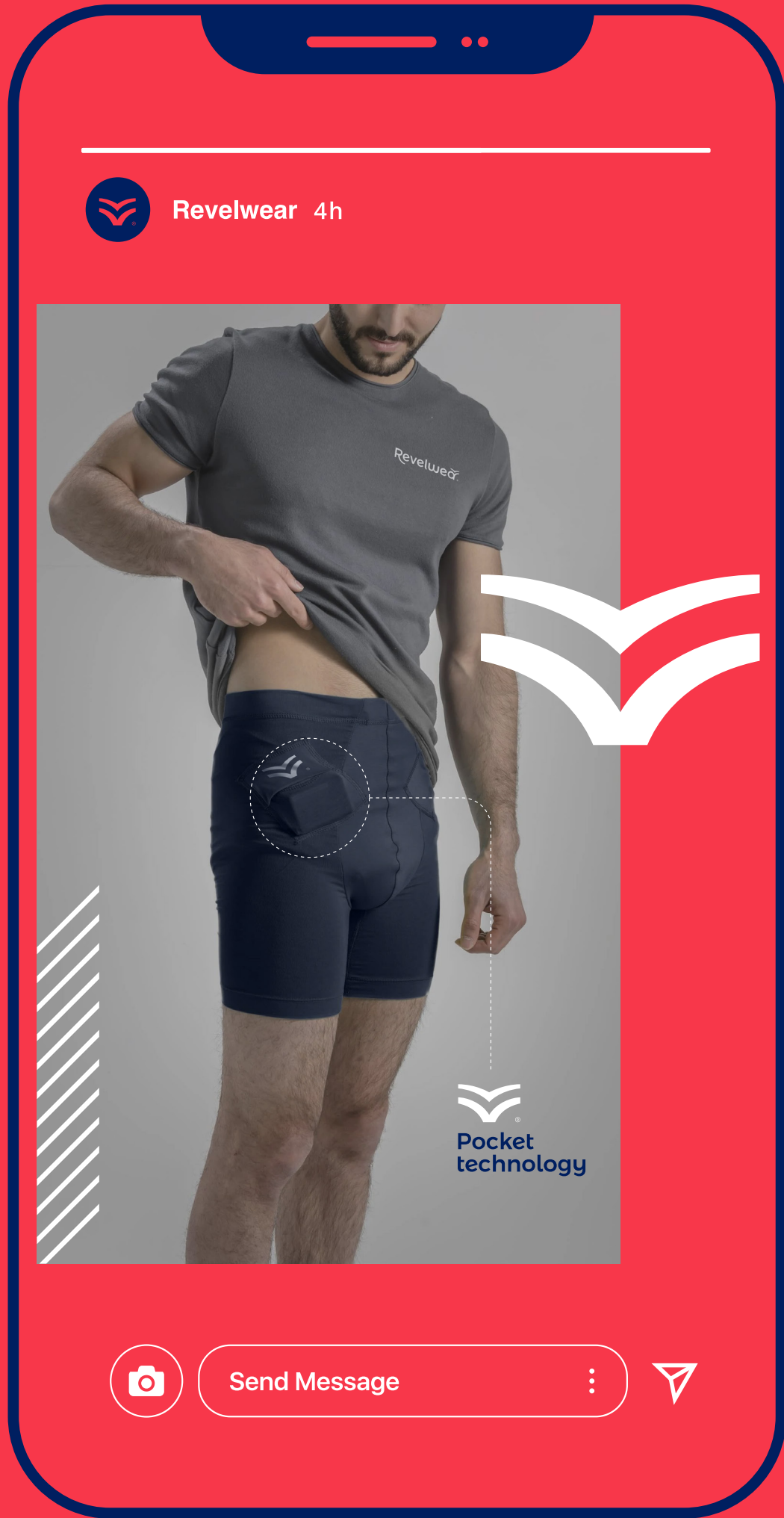
2

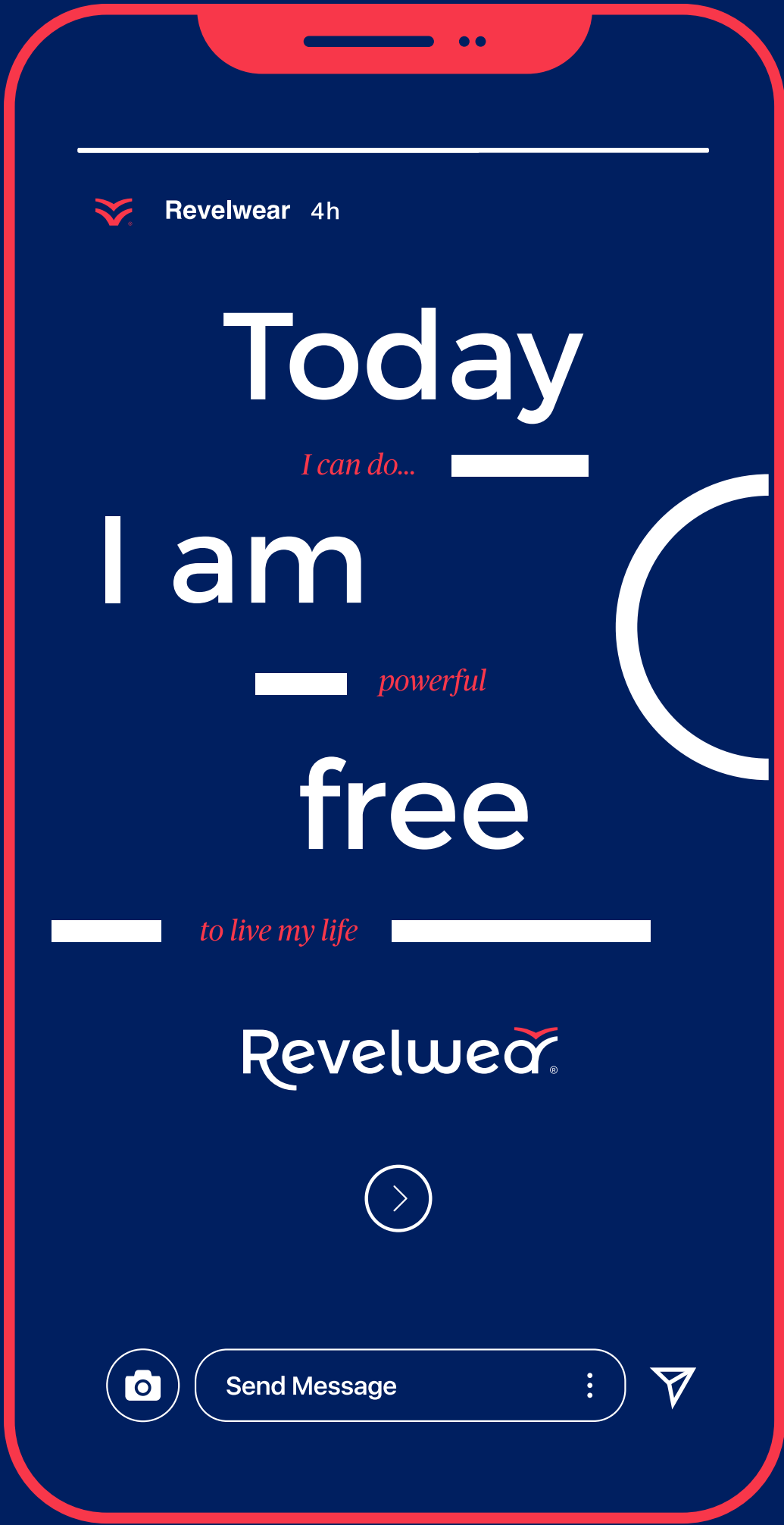


Our
pocket technology
*allows you to slip your pump
directly into your clothing
discreetly.*

3









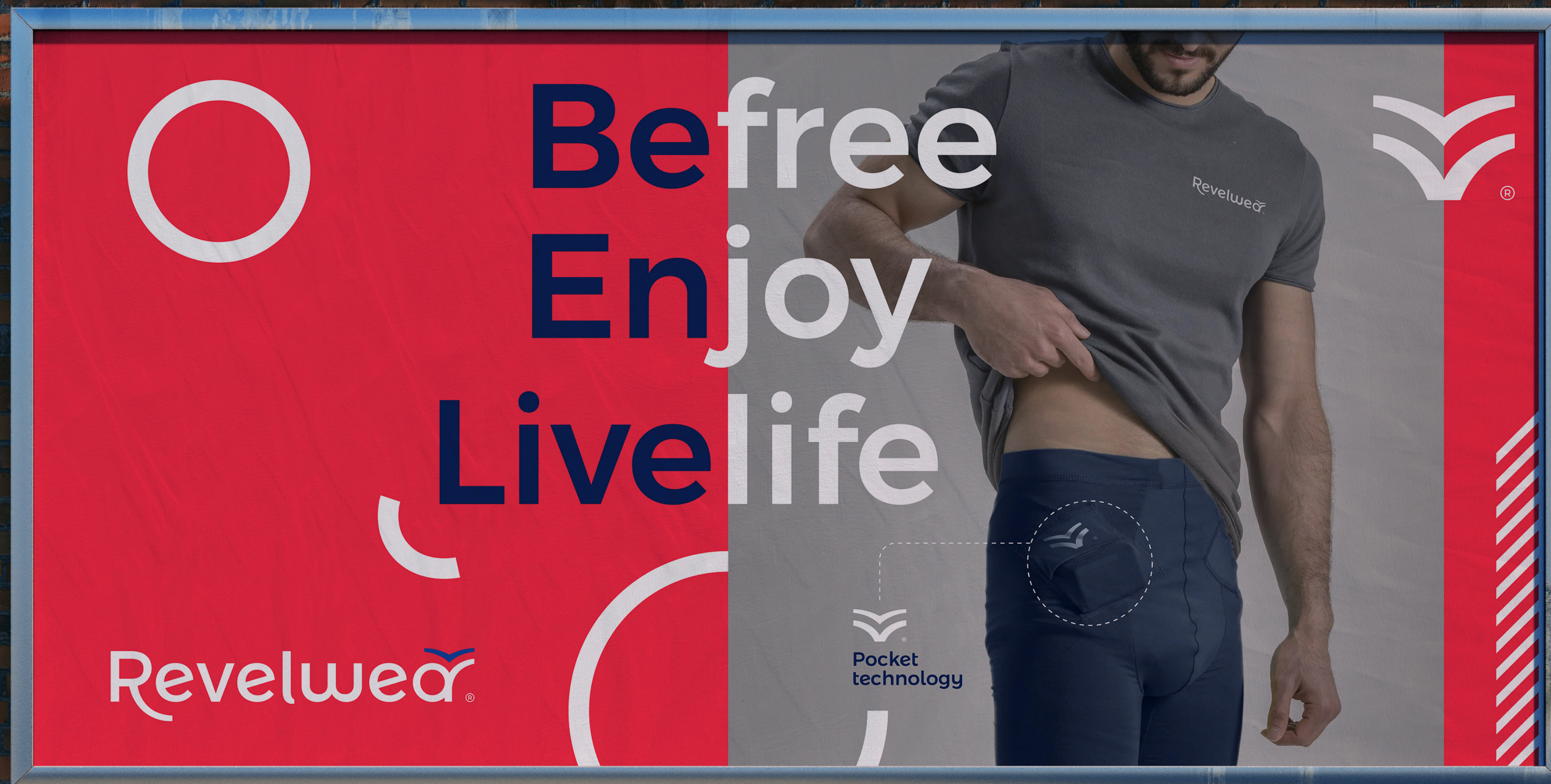
— *Stop worrying* —

START LIVING

Revelwea[®]




Pocket
technology



Revel
wear®