



November 2024

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BRAND FEEL

Rezon brand is simple, powerful and elegant.

All design should follow the rules laid out here. The design should be clear using a mixture of bold typography to inform and glorious but attainable imagery to support the message.



LOGO *GUIDE*

THE LOGO

The Rezon logo has been designed to reflect the energy and passion that is within the brand.



THE LOGO RULES

The logo should be used with care. Please allow a clear space around it and avoid placing it on busy-looking backgrounds, unless being used as textural element as shown in the pages of this document.

The exclusion zone (shown in blue) marks the minimum free space to allow.

To ensure the logo reproduces well please use it above the minimum sizes shown here.



The exclusion zones are based on the letter R.

The space between the logo-mark and the word-mark is based on the cap-height of the word-mark.

A little more room is necessary below the logo. This balances the space above.



Minimum reproduction size is 20mm

TYPOGRAPHY

GUIDE

HEADLINES

Our layouts should be clean and to the point with hard hitting titles in Druk supported by Din for body copy.

HEADLINE 01

Druk Super Condensed Italic is used to visualise our voice when impact is required

TYPEFACE: Druk Super Condensed Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £(&?!%.,:;)***

D E F E N D

HEADLINE 02

Druk Super Condensed Italic is used to visualise our voice when legibility is key

TYPEFACE: Druk Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £(&?!%.,:;)***

YOURSELF

BODY COPY

We use Din regular for clear message
and Din italic when we want to add
some energy and pace to our words.

Typeface: Din Regular
*Din Regular should be used for informative
messaging and longer section of copy*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 £(&?!%.,;:)

Typeface: Din italic
*We use Din italic to give our message
pace and energy dividing*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 £(&?!%.,;:)*

The lightest, thinnest protective sports
headband that mitigates exposure to
repetitive head impacts and concussion,
styled by you, for your game.

Deliberate design choices without
creating false confidence or super-hero
mentality, or harming other players.

Ensuring equality in product quality
across all levels, genders, sports,
ages and geographies.

Engineered for protection against
rotational force reduction

*The lightest, thinnest protective sports
headband that mitigates exposure to
repetitive head impacts and concussion,
styled by you, for your game.*

THE LAYOUT

Our layouts should be clean and to the point with hard hitting titles in Druk supported by Din for body copy.

We use tight leading between lines for Druk to increase the power of the message.

Double this leading for spacing between title and body copy

Body copy should always be x4 smaller than title,
(Unless restricted by other elements of the design)

***PROTECT YOUR
PERFORMANCE.***

*The lightest, thinnest protective sports headband that mitigates exposure to repetitive head impacts and concussion
- styled by you, for your game.*

ROTECTION.

*The lightest, thinnest protective sports headband that mitigates exposure to repetitive head impacts and concussion
- styled by you, for your game.*

BOLD TITLES

When Rezon wants to make an impact with hard hitting title slides and typography we have two different styles to use:

1: Main title

Used in situation when you have a simple hard hitting message.

2: Supporting title:

Aligned to the left on the 1st line and aligned to the right on the last line. This gives power to the statement but also allows more supporting information.

Use a tint if required to help emphasise the wording of the message. (See Colour Guide)

***PROTECT YOUR
PERFORMANCE.***

***PROTECTION
REDESIGNED
FOR THE GAME***

COLOUR *GUIDE*

COLOUR

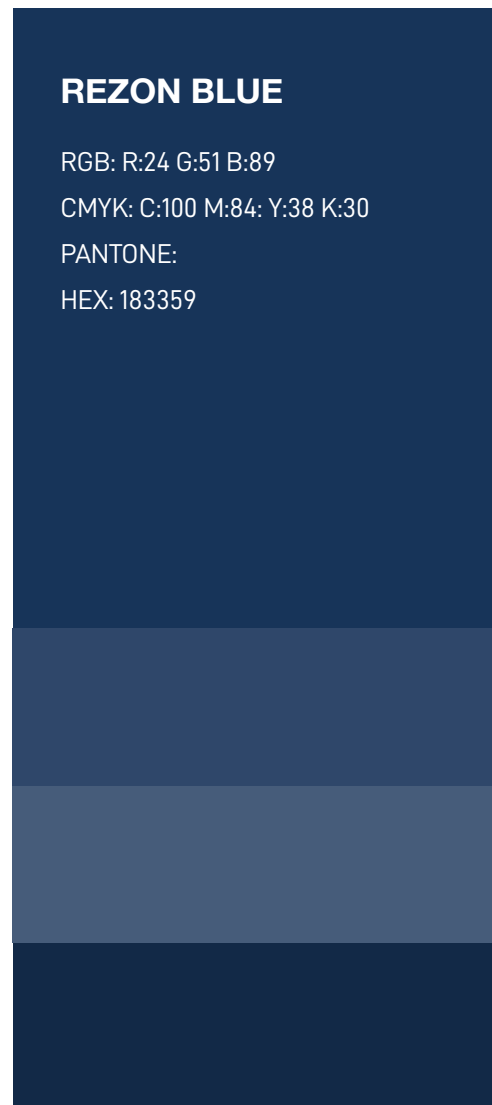
Rezon Blue should be used as the dominate brand colour!

Rezon Red and Green are supporting colours just to create differentiation when required.

Tints:
Use tints of these colours when you want to add variation in design elements.

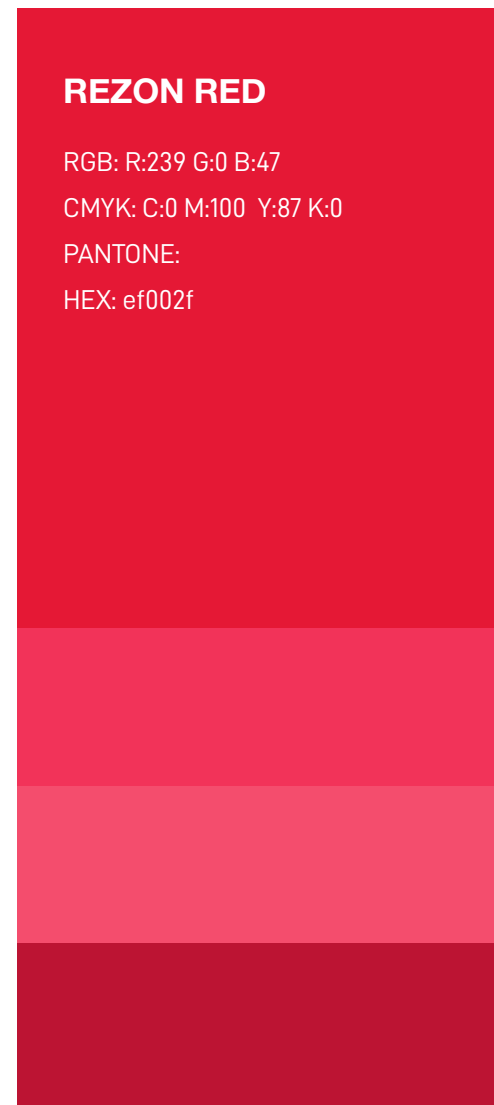
REZON BLUE

RGB: R:24 G:51 B:89
CMYK: C:100 M:84 Y:38 K:30
PANTONE:
HEX: 183359



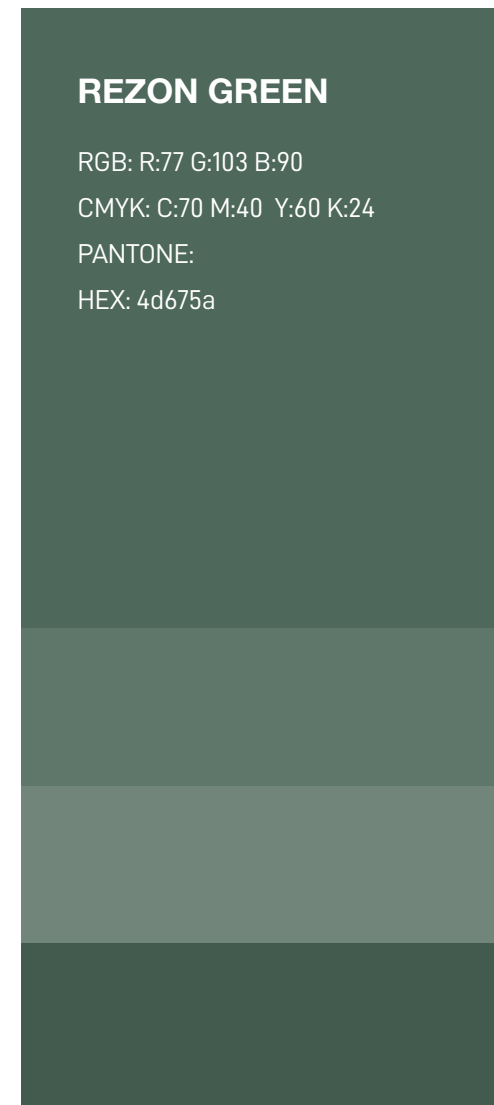
REZON RED

RGB: R:239 G:0 B:47
CMYK: C:0 M:100 Y:87 K:0
PANTONE:
HEX: ef002f



REZON GREEN

RGB: R:77 G:103 B:90
CMYK: C:70 M:40 Y:60 K:24
PANTONE:
HEX: 4d675a



GRADIENTS

The Rezon Blue Gradient should always be the dominant brand gradient with red and green offering a differentiation (i.e: between title sides)

TYPE COLOUR

The typography should always be in Rezon Blue unless it is placed over the top of colours and gradients, in this case it should be in white for impact.

Rezon Blue

***PROTECT YOUR
PERFORMANCE.***

White text on colour and gradient

***PROTECT YOUR
PERFORMANCE.***

STYLES *GUIDE*

IMAGERY GUIDANCE

Here are four examples to demonstrate the different ways of presenting photography within the brand.

Fig:1 Full frame

A glorious image with bright light and the Halo taking centre stage.

Fig:2 Slice imagery

This uses the Rezon Angle (80°) creating a clear divide between the image and other elements.

Fig:3 Gradient

This is a soft Rezon blue gradient flowing from the side. It links the image with the brand and allows for copy and text to be used alongside the image without disrupting the design. (Gradient should not cover face or halo)

Fig:4 Full blue cover

When you need to place message centre stage but still support it with an image. (Rezon Blue at 60% Opacity)

Fig:1



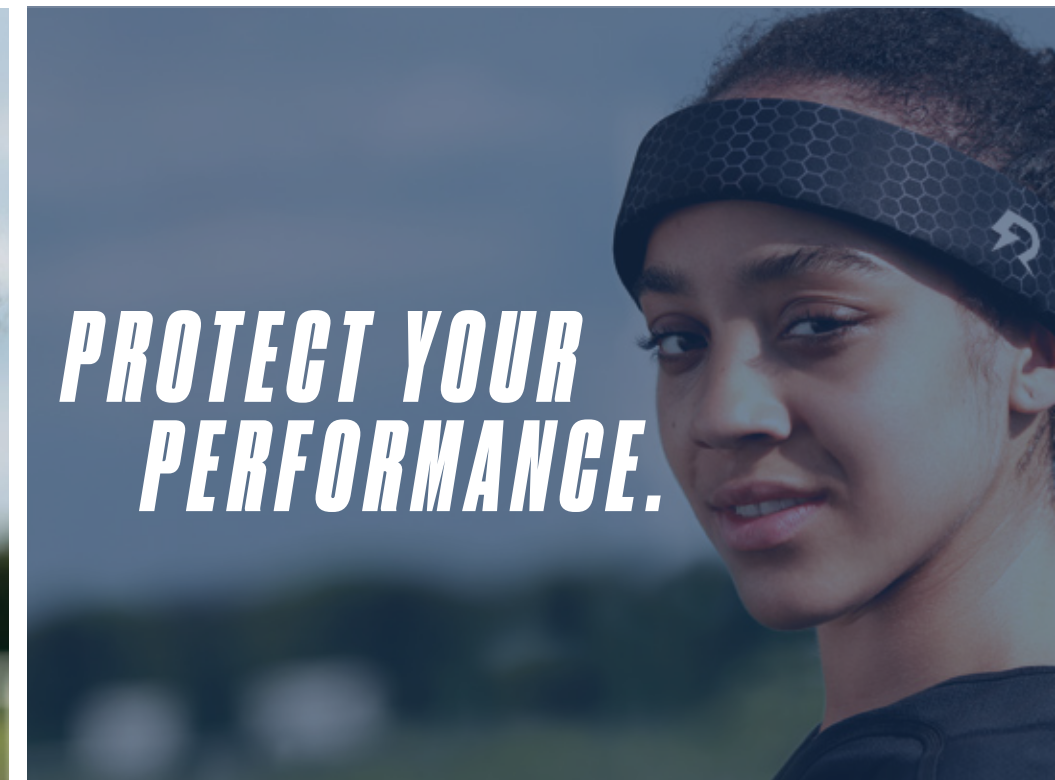
Fig:2



Fig:3



Fig:4



THE ANGLE

Rezon is always progressing forward with an energy and desire to revolutionise the sports industry.

To emphasise this we use the Rezon angle (80°) based on our logo and typography.



80°

REZON®

The diagram illustrates the 'Rezon angle' of 80 degrees. A horizontal line is drawn across the middle of the page. A vertical line descends from the center of this horizontal line. A circular arc is drawn, starting from the horizontal line and ending at the vertical line, with the angle between them labeled as 80°. This angle is used to define the slant of the letters in the 'REZON' logo and the word 'PROTECTION'.

PROTECTION

TECHNICAL ILLUSTRATIONS

Technical illustrations are refined and beautiful. The style shows the quality of the engineering and design behind the design using simple lines in a blueprint style.

All illustrations, art and infographics should follow this simple and elegant style.



ELEGANT ILLUSTRATIONS

For general illustrations, graphic devices and line work we use a flowing illustrative style.

This involves minimalist forms with elegant fluid line work that tapers at the ends in a simple colour scheme matching the colour guides.



SCIENCE ILLUSTRATIONS

These are a little bit more complicated and are designed to show a medical situation. They have been created by following traditional diagrams but using Rezon colour and tone.

MYELIN SHEATH

AXON

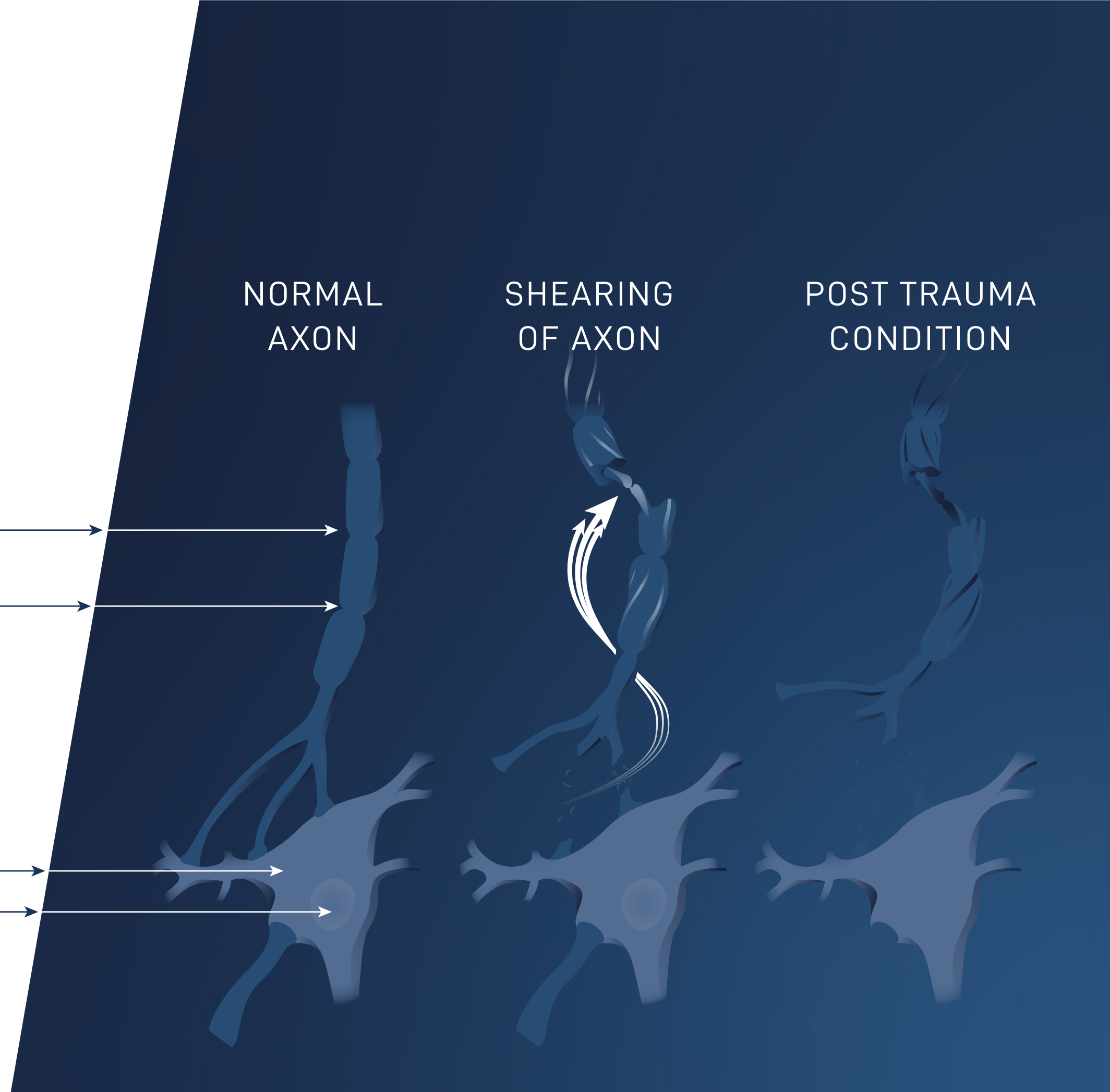
CELL BODY

NUCLEUS IN
CELL BODY

NORMAL
AXON

SHEARING
OF AXON

POST TRAUMA
CONDITION





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