



Meet Our Brand

06/05/2020

A photograph of two women sitting at a white round table in a modern office setting. The woman on the left, with curly hair and wearing a blue top, is seen from the back. The woman on the right, with long brown hair and wearing a light pink blouse, is smiling and gesturing with her hands. Large windows in the background show a cityscape. A solid yellow vertical bar is on the far left.

OUR LOGO

Primary Logo

Our logo is very important to us.

It is often the first piece of our visual identity that new audiences are introduced to when they meet our brand, so it is very important that it is presented correctly.

It forms the basis of our identity and visually articulates what we stand for: quality, local and trustworthy.

The master logo lockup comprises of purely typographic forms with the subtle inclusion of the “Refari Uplift Arrow” to show that this brand is part of the Refari family or products.

Resizing the logo

Care should be taken when resizing the logo, the proportions must always be the same, please ensure “Lock aspect ratio” is selected (or equivalent) in the chosen software program.



Isolation Area

The Resu logo should be surrounded by a minimum area of clear space. This assures that headlines, body copy or other visual components do not intrude on the logo.

Creating clear space is an incredibly important element of logo design systems. This is because it protects the integrity and legibility of the design, and creates ample breathing space for the logo in any location it is used.

Compromising on our clearspace so we look bigger on a placement is may negatively impact our brand, so it is not recommended.

Rare Exceptions

There are rare exceptions where maintaining our clearspace won't be possible.

These include:

- Small formats like mobile banner ads
- Mobile app icon
- Social icon
- Website favicon



Do not place any text, graphics or images within this area of clear space.

A person in a red and blue plaid shirt is gesturing with their hands in a meeting. In the foreground, a laptop and a smartphone are on a wooden table. The background is blurred, showing other people in a meeting. A solid orange vertical bar is on the left side of the image.

OUR COLOURS

Our Colours

We use a strict colour palette across all our communications to ensure that the Resu brand remains consistent, recognisable and distinct.

This is one of the ways we protect the uniqueness of our brand and retain trust from our users.

The right combination used can evoke desired moods and subconsciously shape action.

Our choice of colours are designed to evoke feelings of:

- Modern
- Engaging
- Eye-Catching
- Warm
- Human
- Technology

Resu Light Orange

#ffb600

R: 255

G: 182

B: 0

Resu Deep Orange

#ff7600

R: 255

G: 118

B: 0

Muted Purple

#46405b

R: 70

G: 64

B: 91

Sky Blue

#a4d3ff

R: 164

G: 211

B: 255

Light Grey

#f2f2f2

R: 242

G: 242

B: 242

Bright White

#FFFFFF

R: 255

G: 255

B: 255

Resu Light Orange

Resu Deep Orange

Resu

Resu

Resu

Resu

TYPOGRAPHY

A top-down photograph of a group of people's legs and arms gathered around a laptop on a dark wooden table. Several hands are pointing at the laptop screen and keyboard. The people are wearing various casual clothing like jeans, leggings, and sweaters. The word 'TYPOGRAPHY' is superimposed in large, bold, yellow capital letters across the center of the image. A solid orange vertical bar is on the far left edge.

Typography

Consistent use of typography plays a significant part in building a strong and distinctive corporate identity for Resu.

We use strong clean modern sans serifs fonts for all our communications.

Headlines: **Proxima Nova Bold**

Lato Bold

The quick brown fox jumps over the lazy dog

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

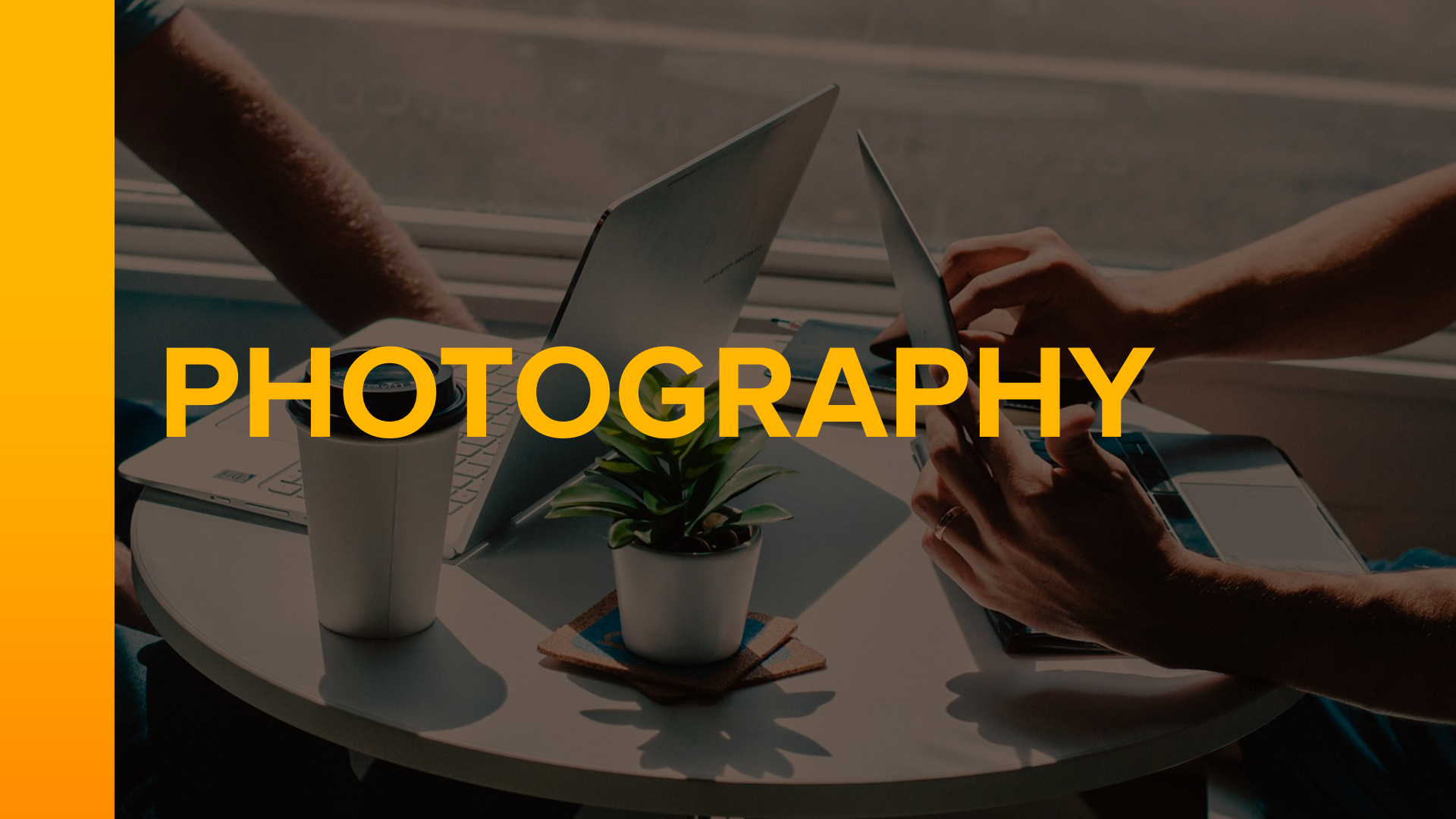
Body: **Helvetica Neue Light**

Source Sans Pro Regular

The quick brown fox jumps over the lazy dog

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

PHOTOGRAPHY

A photograph of a person's hands typing on a laptop keyboard. The laptop is on a white, curved table. Next to the laptop is a white coffee cup with a black lid and a small potted plant with green leaves. The background is a bright, out-of-focus window. The word "PHOTOGRAPHY" is overlaid in large, bold, yellow capital letters.

Photography

Photography is a crucial element that helps visually express our brand.

It enables us to forge strong emotional connections with our audience.

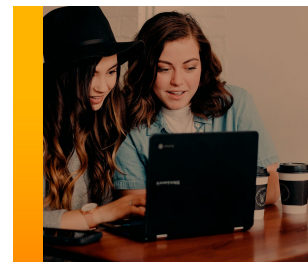
The choice of imagery should embody our style and frame our brand as a unique, modern, career enabling piece of software.

Photography should always place focus on people and scenes related to job searching such as desks, offices, meetings, presentations or interviews.

It is ok to include devices that career seekers may use to search for roles such as laptops, ipads, mobile phones etc.

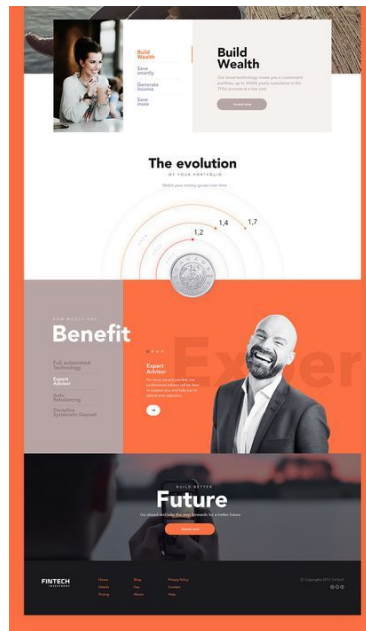
People must look ambitious, aspirational, friendly and modern.

Photography tone should feel warm and relaxed.



Graphic Design

The examples on the right are a mood board for how our design aesthetic comes together as a brand.

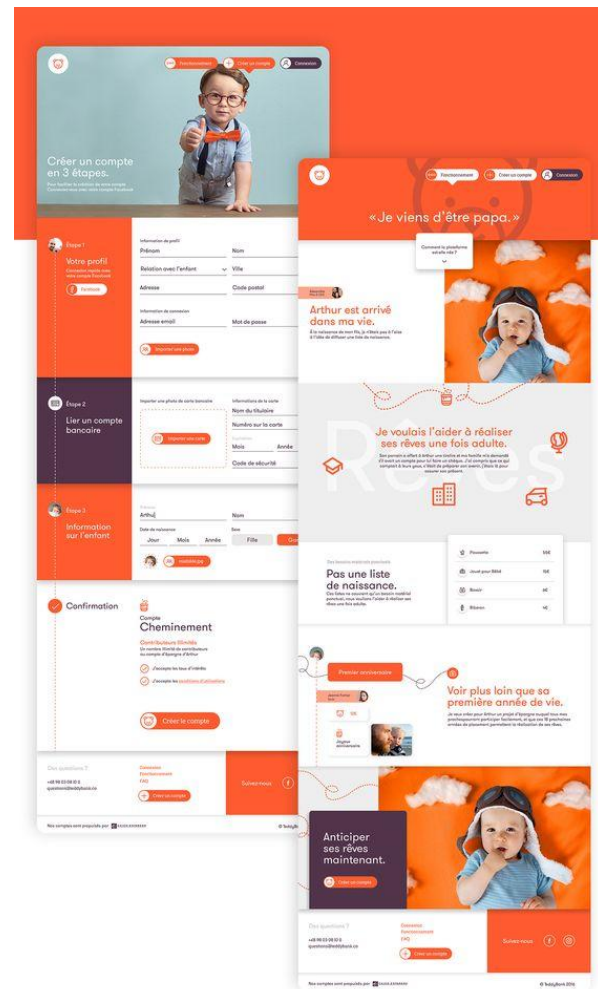


We're dynamic team of talented people of innovative & marketing expert.

Best Digital Agency in Asia

Resu is a digital marketing agency with a team of experts in digital marketing, web design, and development. We are a team of professionals who are passionate about their work and committed to providing the best results for our clients.

Signature



The logo for 'Resu' features a stylized 'R' in a bold, sans-serif font. The 'R' is filled with a vertical gradient from yellow at the top to orange at the bottom. A white arrow is integrated into the upper curve of the 'R', pointing upwards and to the right. To the right of the 'R', the letters 'esu' are written in a matching bold, sans-serif font, also featuring the yellow-to-orange gradient.

Resu

The logo for 'Resu' features a stylized 'R' where the upper curve is replaced by a thick, yellow-to-orange gradient arrow pointing upwards and to the right. The rest of the letters 'esu' are in a bold, rounded, sans-serif font, also using the same gradient. The entire logo is centered on a dark blue-grey background.

Resu

The logo for 'Resu' features a stylized white letter 'R' on a blue background. Inside the upper loop of the 'R' is a blue arrow pointing diagonally upwards and to the right. To the right of the 'R' are the letters 'esu' in a clean, white, sans-serif typeface.

Resu



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Powered by **Refari**