
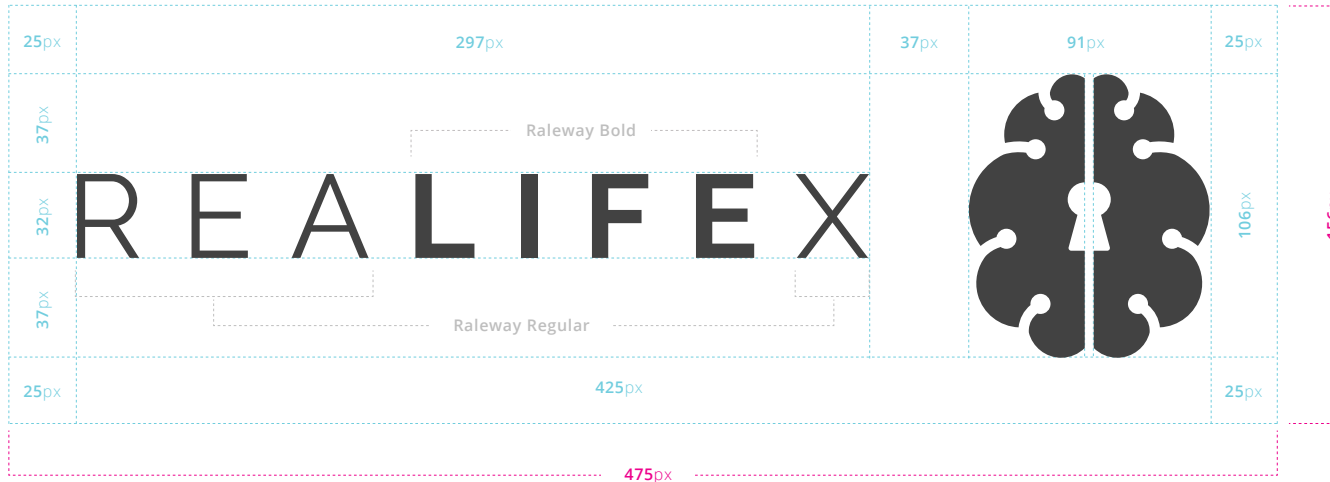


REALIFEX

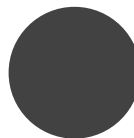


A person is sitting on a wooden bench on a balcony or overlook, looking out over a vast, misty forest. The person is wearing a dark jacket and is holding an open book. The background is a dense forest of evergreen trees, partially obscured by a thick layer of mist or fog. The overall atmosphere is serene and contemplative.

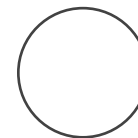
Thoughts Privacy Potential



Above example: Font size = 46px
Kerning = 280px



HEX: #424242
RGB: 66, 66, 66
CMYK: 67, 60, 59, 45



HEX: #000000
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Raleway Bold **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

Raleway Regular 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

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

Open Sans
Semi-Bold 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

Open Sans Light 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

Don't break, rearrange
or manipulate in anyway



Don't stretch or distort



Don't alter colour



iOS7 App Icon

Apple iTunes



300px x 300px



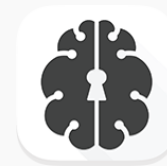
150px



100px



80px



60px



40px



30px

Image Examples

Send a powerful message

When looking at the following examples, take note of the following:

- The minimalist approach - clear, genuine and authentic.
- The logo is off-centre, giving importance to the statement.
- Statement and image work together to speak to the right audience.


One final thing...

If any marketing or collateral piece has been created in addition to the examples provided here outside of this style guide, please clear it with Realifex by sending an email to approval@realifex.com.

Think clearly.

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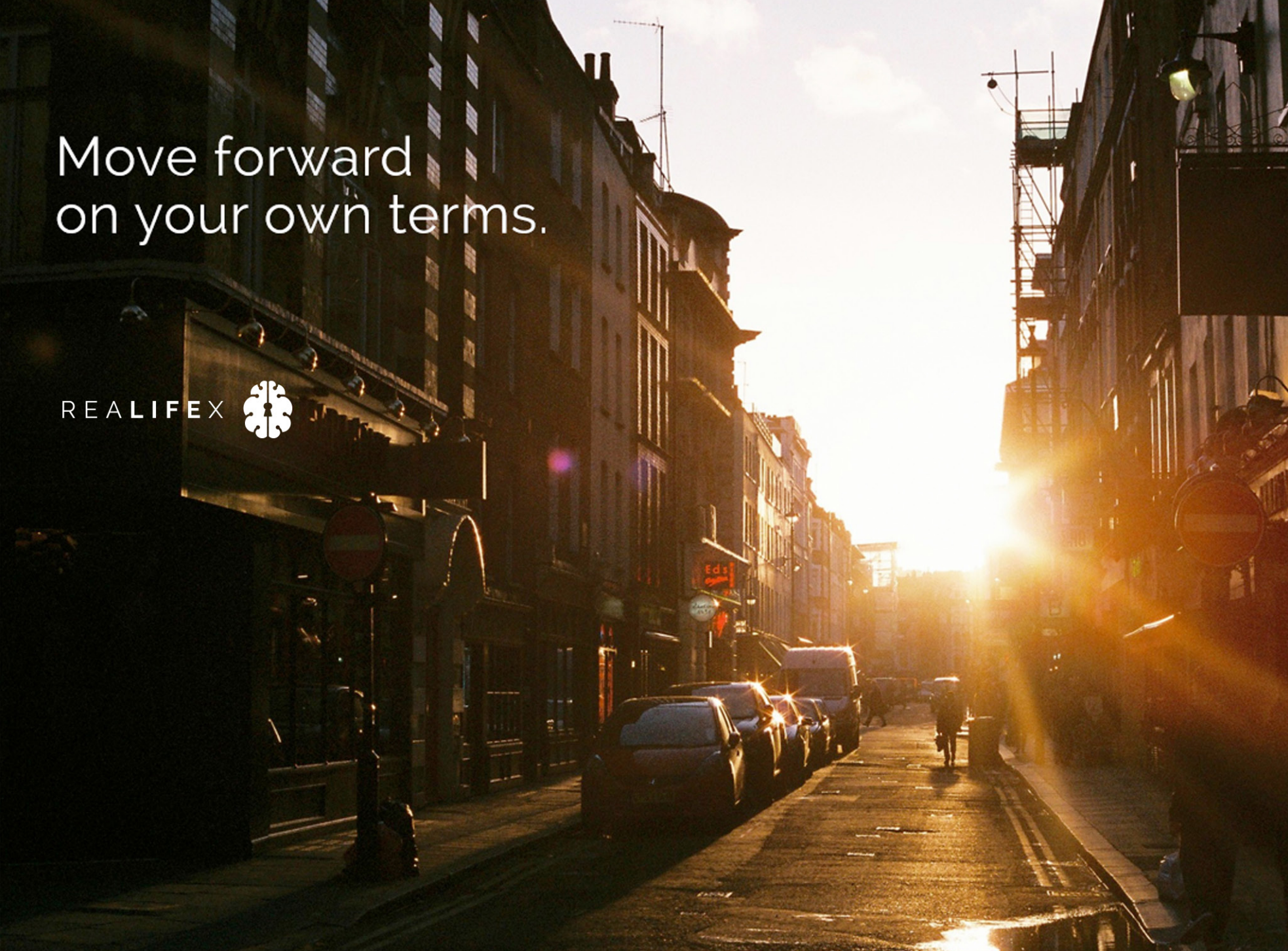
A young man with dark hair, wearing a black beanie, a colorful patterned sweater, and dark pants, is sitting on a concrete ledge. He is looking down and to his left with a thoughtful expression. The background features a river with white water rapids, a bridge with graffiti, and a multi-story building with blue windows. The scene is brightly lit, suggesting a sunny day.

Express yourself.

Take a moment
to reflect.



Move forward
on your own terms.



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