ReUp℠
Electronics Restoration Experts

Where devices go to live.

BRAND PLATFORM
BRAND STANDARDS & GUIDELINES

This manual was created for those responsible for protecting the ReUp brand. It is a tool that provides a brand platform overview and describes size, color and usage of the official logo, colors, graphic elements, fonts and tagline.

ReUp
Electronics Restoration Experts

Where devices go to live.

Brand Name

ReUp means to recommit by reselling your device, repairing it or replacing it with a refurbished device if it's beyond repair. When you ReUp, you return your life to the engaged, connected, fully charged state that only your device can deliver.

Corporate Vision

A world where the life of an electronic device is limited only by the value it offers its owner.

Corporate Mission

Ensuring that life goes on for every electronic device for as long as that device has value in the mind of the owner.

Corporate Values

The guiding principles that dictate our behavior and actions.

Customer First
- *Listen and respond to their needs and desires*
- *Treat their device like it is our own*
- *Elevate their expectations (time, service and quality repair)*
- *Maximize the value and life of their device*

Unmatched Quality Repair/Refurbish
- *Device experts, trained to our stringent standards*
- *Fully functioning, out of the box, every time*
- *Repaired with care like it was my device*

Honesty and Integrity in Our Work
- *Care more and work harder*
- *Protect customers' personal information*
- *Keep our promises*

Innovation
- *Show passion for continued improvement*
- *Maintain the greatest expertise in the industry*
- *Remain nimble and embrace technology advancement*

The word ReUp actually originated in the early 1900s as the soldier's signal of raising their hand to continue or recommit to their military service.

Americans are familiar with the word ReUp and use it in their vocabulary occasionally but it has been underutilized as a brand name.

Brand Essence

Life for every device you value.

Brand Positioning Statement

For providers, safeguarders and users of consumer electronic devices, ReUp is the after-market service activist that expertly repairs, refurbishes, resells and recycles devices while delivering unmatched quality, care and advice because only ReUp is obsessed with ensuring devices "stay alive" for as long as the user wants them to.

Brand Archetype

Defender - To protect others from harm through bravery and service. ReUp is a defender of our customers' right to experience the full value each device can deliver despite pressure to continually trade up to new product offerings.

Key Message

ReUp is a leading electronics restoration resource. Our experts rapidly repair your favorite devices so that they can continue to empower your life, plus we buy, refurbish and resell used electronics that have lots of life still in them to enjoy.

Brand Voice

ReUp speaks with optimism and confidence. Extending the life of a device is easy with our deep technical expertise and know how. We speak as experts, reflecting the bench strength and specialization of our tech team. We make the customer feel smart for ReUping their device versus succumbing to manufacturer and marketing pressures.

Logo Meaning

Our new logo includes three important elements:

1. ReUp is the centerpiece in **prominent, bold text**. Its dark blue color conveys strength and security. The upper case R and U make it easier to read and connect with the meaning of the word.

2. The 🌿 **Symbol** accompanying the text is a unique visual icon which illustrates the optimistic, replenishing and uplifting role we play to bring new life to the devices our customers' value. Its green color suggests the renewing nature of our work. We'll also use this Symbol separately as a strong graphic element.

3. Descriptor words added to the logo clearly define the business we are in and our leadership of that industry. These **descriptive words** will <u>always</u> accompany ReUp to offer the balance of optimism with the work we do. "Experts" reinforces our bench strength of technicians over single-person repair shops and highlights the advance knowledge of device repair we possess.

General Rules

• The primary logo should be used unless otherwise specified
• The logo proportions should always be followed
• Maintain size and spacing ratios of each component
• Do not change or manipulate the fonts in any way
• Use only specified colors
• Never stretch or distort the logo
• The logo may be reversed if it maintains legibility

ReUp Logo - Overview

The logo is offered in several configurations.

Standard Logo

Each configuration is also available in small and large versions to assure the descriptor text and SM mark is legible. See later pages.

Square Logo - Facebook; LinkedIn; Thumbnails; Application where horizontal space is limited.

Horizontal Logo - Application where vertical space is limited. Horizontal Logo

Standard Logo

The standard logo should be used for most applications.

Standard version

› than 1.5″

ReUp ᔆᴹ

Electronics Restoration Experts

The smaller version has a modified descriptor font size and a modified SM mark to retain legibility

Small applications – Smaller than 1.5″. Logo should not be used smaller than 1″ wide.

‹ than 1.5″ / › than 1″

ReUp ᔆᴹ
Electronics Restoration Experts

For very small applications ‹ 1″ where the descriptor line becomes impossible to read at reduced size.

ReUp ᔆᴹ

For email signature where the descriptor lines become flush left.

ReUp ᔆᴹ
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Square Logo

Square Logo – Facebook; LinkedIn; Thumbnails; Application where horizontal space is limited.

Standard square version

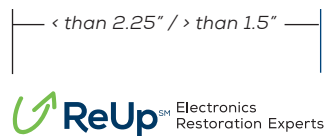*The smaller version has a modified descriptor font size and a modified SM mark to retain legibility*

Small applications - Smaller than 2". Logo should not be used smaller than 7/8" wide.

For very small applications < 7/8" where the decriptor line becomes impossible to read at reduced size.

Horizontal Logo

Application where vertical space is limited.

Standard version

› than 3.5″

*ReUp*SM Electronics Restoration Experts

Small applications – Smaller than 3.5″, larger than 1.75″

‹ than 3.5″ / › than 2.25″

*ReUp*SM Electronics Restoration Experts

Tiny applications – Smaller than 3.5″, larger than 1.75″

‹ than 2.25″ / › than 1.5″

*ReUp*SM Electronics Restoration Experts

Where devices go to live.

Our new tagline *"Where devices go to live."* is a wonderful articulation of the valuable role ReUp plays for our customers. They can have confidence that devices sent to us and from us will continue to keep them engaged, connected and fully charged. This tagline reinforces our new company mission, ensuring that everyday devices should stay alive for as long as the user finds value.

Use the tagline as you would any text element. Maintain the requred distance away from the logo as sepecified in the logo spacing standards. Use any brand approved font. Can be utilized above, below or elsewhere on the page, such as a title, headline or sub-head.

The tagline should be upper case W, lower case remaining characters, period at the end.

The tagline standard color is BRIGHT BLUE but can be any secondary or tertiary color. It should not be a logo color, dark green, accent color or solid black.

The tagline should not be used a "lockdown" element with the logo since the disciptor occupies that proxity to the logo.

Avoid using the tagline in size and position that too closely resembles the decriptor text.

Tagline is too close to logo / descriptor.

ReUp Icon Symbol

• The ReUp symbol may be used as a large freestanding graphic element in cases where the entire logo also appears elsewhere on the material.

• The mark should be used primarily in the designated BRIGHT GREEN color or any brand color listed when used as a graphic element.

• The mark may be printed as a dark or light transparent against a background image.

• The mark may be cropped or bled off the page as long as the tip of the aero and some partial version of the left side remains visible.

• The mark may only be used as a stand alone element one time per page at a size much larger than

Accepted Examples of xxxx Mark Usage - Stand-Alone

Gray or another brand color

Accepted Examples of Mark Usage - Background Accent / Enhancement

Others colors only allowable as secondary or background graphic element utilizing approved color palette.
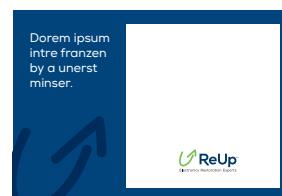
White reversed	Light or dark tint	White reverse / Ghosted

Where devices go to live.

The reasoning behind allowing such diverse use of the Aero symbol is to, in effect, allow designers to feel free to apply it creatively, much like the Nike "Swoosh".

Dorem ipsum intre franzen by a unerst minser.

Dorem ipsum intre franzen by a unerst minser.

Primary Brand and Logo Colors

BRIGHT GREEN

PMS 360

C 61
M 0
Y 96
K 0

ReUp SM
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DEEP BLUE

PMS 2955

C 100
M 78
Y 36
K 28

Primary Colors

Secondary colors should be used only when the primary colors are present, and only as 50% or less of less of white or a primary color.

DARK BLUE
PMS 295
C 100 M 57 Y 0 K 40

BRIGHT GREEN
PMS 360
C 61 M 0 Y 96 K 0

DEEP GREEN
PMS 568
C 93 M 35 Y 69 K22

BRIGHT BLUE
PMS 2935
C 100 M 69 Y 0 K 0

Secondary Colors

Tertiary colors intended for background, soft accents, text and nuetral color additions.

STRAIGHT GREEN
C 86   M 0
Y 63   K 20

BROWN
C 0   M 65
Y 91   K 30

LIGHT BLUE
C 100   M 20
Y 0   K 0

GOLDENROD
C 0   M 40
Y 90   K 0

ORANGE
C 0   M 65
Y 90   K 0

VIOLET
C 45   M 81
Y 0   K 20

Tertiary Colors

Accent colors primarly for small applications of color qpplied to text, charts, highlights. Never use as solid backgrounds. Should never exceed 10% of a page.

C 10 M 6
Y 6 K 0

C 21 M 15
Y 15 K 0

C 42 M 40
Y 67 K 11

C 21 M 20
Y 33 K 0

C 70 M 50
Y 50 K 0

Accent Colors

C 0 M 4
Y 95 K 0

C 0 M 100
Y 51 K 0

C 56 M 0
Y 6 K 0

C 20 M 71
Y 0 K 0

C 26 M 40
Y 100 K 0

C 20 M 50
Y 80 K 0

Logo Used on Dark Blue Background

As an option, the logo may be used on a Dark Blue background by reversing the ReUp text.

Nexa Font Family - Print Applications

The fonts below are the only fonts to be used for ReUp print materials.

Nexa Black	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmn opqrstuvwxyz 1234567890 *+Italic*
Nexa Heavy	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmno pqrstuvwxyz 1234567890 *+Italic*
Nexa Xtra Bold	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmno pqrstuvwxyz 1234567890 *+Italic*
Nexa Bold	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnop qrstuvwxyz 1234567890 *+Italic*
Nexa Regular	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnop qrstuvwxyz 1234567890 *+Italic*
Nexa Book	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnop qrstuvwxyz 1234567890 *+Italic*
Nexa Light	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopq rstuvwxyz 1234567890 *+Italic*
Nexa Thin	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopq rstuvwxyz 1234567890 *+Italic*

Source Sans Font Family – Web Applications

To be used for ReUp website and digital applications.

Source Sans	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890 +*Italic*
Source Sans Bold	**ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890 +italic**

Examples of Wrong Usages of the Logo. Don't do this.

🚫 *Do not manipulate or distort the logo. Only use approved digital art.*

🚫 *Do not print in one color unless in gray, black or reversed.*

🚫 *Do not delete the xxxx element.*

🚫 *Do not overprint the logo on a dark color or background EXCEPT the dark blue reverse version of the logo.*

🚫 *Do not move the Aero element or change it's size.*

🚫 *Only print the logo level. Do not rock or spin.*

🚫 *Do not delete the SM mark.*

Logo Clear Space Requirements

Allow the full height of the lower case "e" to represent the distance where other elements cannot encroach upon.

Icons / Symbols

Used to internally represent ReUp's Corporate Values.

Customer First

Unmatched Quality

Honesty and Integrity

Innovation

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