



Brand Guidelines

This document outlines the fundamental guidelines for the successful implementation of our brand identity.

Our objective is to provide a flexible framework of practical guidelines that ensure global consistency, whilst providing scope for creativity and initiative.

A strong brand is one of the most valuable assets an organisation owns. It can mean the difference between a customer choosing us or one of our competitors. It is the visual and written expression of everything we are, and everything we promise to deliver to our customers.

To make it truly impactful, it needs to be applied consistently. Everyone has a part to play in bringing our brand to life, and these elements are here to help you.

Welcome

Index

01 *The Brand*

- 05 Vision
- 06 Mission
- 07 Ethos
- 09 Values
- 11 Product Overview
- 12 Market Positioning
- 13 Client Avatar
- 14 Messaging Pillars
- 16 Tagline

02 *Brandmarks*

- 19 The Logo
- 20 The Logomark
- 21 Logo Color Options
- 22 Padding & Minimum Size
- 23 Logo Misuse
- 24 Logo Placement

03 *Color*

- 26 Primary Color Palette
- 27 Accent Colors
- 28 Color Weighting
- 29 Color Combinations
- 30 Color Usage Examples
- 31 Color Misuse

04 *Typography*

- 33 Primary Typeface
- 34 Typeface Weights
- 35 Secondary Typeface
- 36 Typeface Weights
- 37 Type Hierarchy
- 38 Type Specimen
- 39 Print Longform Hierarchy
- 40 Digital Hierarchy
- 41 Type Misuse

05 *Imagery*

- 43 Gradients
- 44 Video
- 45 Photography
- 46 Lifestyle
- 47 Casting

06 *Collateral*

- 49 Letterhead
- 50 Email Signature
- 51 Social Media Icons & Covers
- 52 Notebook
- 53 Business Cards
- 54 Cap
- 55 Vest
- 56 Golf Umbrella

Vision	05
Mission	06
Ethos	07
Values	09
Product Overview	11
Market Positioning	12
Client Avatar	13
Messaging Pillars	14
Tagline	16

The Brand

01

VISION

Professionalize sales as a modern craft. Make ethical, practical, and evidence-based practices the industry standard in how individuals and organisations communicate, make decisions, and *grow*.

MISSION

Instill confidence in sales professionals through the synthesis of *competence* and *consistency*, delivering *clarity* and *composure*. We design, teach, and certify a meaningful sales operating system that begins with state control, structures the conversation, and ends with identity-safe commitment.

ETHOS

Facts before fiction.

Conviction over commission.

Principled in practice.

Sophisticated simplicity.

Ethos

In this section, we outline the principles that guide Revex’s approach to thinking, working, and communicating. Ethos is the character of our brand, the “why” and “how” behind the way we show up in the world. It clarifies who we are, what we stand for, and what makes us distinct, while also guiding the choices we make in language, tone, and design.

Overview

Facts before fiction

Sales is an applied science. We prioritise tested frameworks, observable behaviour, and measurable outcomes over myth and personality.

Strategy becomes a repeatable operating system, risk reduces, and performance compounds because decisions are anchored in evidence, not anecdotes.

We teach proprietary frameworks, such as Hourglass, INSIGHT, and IAO, run scenario labs, and grade live performances using rubrics. We publish pre and post metrics, annotate calls, and retire tactics that do not move the numbers. Every claim maps to data.

Conviction over commission

We respect the buyer’s identity and our own standards. We seek the right decision, not any decision. We are not in sales to push people to a product, we are there to pull them toward a person.

Trust rises, regret falls, and lifetime value improves because customers buy for reasons they can defend. It strengthens brand equity and reduces churn. We have conviction in what we offer, and teach our clients how to do so, too.

We screen for values, refuse misaligned deals, and coach accordingly. Coaches are incentivised on skill lift and customer outcomes, not volume alone. We model calm, principled selling even when a quick close is on the table.

Principled in practice

Ethics are operational, not ornamental. We turn values into procedures that protect people and outcomes.

Reputational risk decreases, compliance strengthens, and teams take pride in how they sell, which is reflected in improved retention and referrals.

The TRUST code governs discovery, pricing, and follow-up; consent language is explicit; data handling is transparent; and call reviews include ethical checks. We will not use dark patterns. We communicate, not manipulate. We document decisions and publish how we train, coach, and assess, so scrutiny is welcome. We consistently pursue better.

Sophisticated simplicity

Front stage clarity, back stage rigour. We deliver elegant interactivity and plain language that hides the heavy lifting. We tailor the complexity of our communications to match the specific needs of our clients.

Faster adoption, lower cognitive load, fewer errors, and consistent performance across people and markets. Leaders receive signals without noise, allowing decisions to speed up.

One page playbooks, checklists, and conversation flows; clean dashboards that show only the essential; and templated manager cadences. Execution is everything, and we are committed to making the abstract, tangible.

VALUES

Transparency
Responsiveness
Understanding
Sincerity
Tenacity

Our Values

Who we are is reflected in our values. They are the foundation of how we work, the standards we hold ourselves to, and the promise we make to our clients. Our values guide our actions, unite our people, and uphold our mission.

At Revex, these values aren’t abstract, they are the practical benefits that shape every interaction, decision, and outcome.

BRAND GUIDELINES

Overview

Transparency
Responsiveness
Understanding
Sincerity
Tenacity

Detailed Summary

Transparency
Clear and consistent scoping, pricing, intention, outcomes.

Responsiveness
Helpful, meaningful, and appropriate.

Understanding
Open, engaged, and empathetic.

Sincerity
Candid, human, and approachable.

Tenacity
Disciplined, decisive, and dedicated.

Product Overview

In this section, we define what we mean by a product and how it functions within the Revex ecosystem. A product is any structured offering that delivers value to our audience, whether that value comes through knowledge, guidance, or connection. Products can take many forms, from digital training modules to advisory services or live events, but they all share the same intent: to make complex ideas simple, actionable, and beneficial.

At Revex, products are not just services packaged for delivery; they are designed experiences built to create measurable outcomes. Regardless of format, every product should be described with clarity, a human tone, and an emphasis on the real-world benefits it provides. This ensures consistency across our portfolio and helps our audience immediately understand both the product’s purpose and the value it delivers.

BRAND GUIDELINES

B2C

Fundamentals: Portal only training product without accreditation, offered as a month-to-month subscription.

Executive: Portal training including accreditation, supported by weekly group calls (up to 20 participants and one coach), focused upon role-plays and discussion.

Founder: Portal training, including accreditation, delivered in conjunction with weekly small group coaching sessions (up to 4 participants and one coach), intentionally grouped based upon interests/expertise/industry, in addition to quarterly events across the globe and placement opportunities.

B2B

Advise: Founder and executive team focused advisory centred upon developing an understanding and audit of current revenue systems, pipeline optimisation, and sales processes. Covering sales scripting, objection triaging, and inbound/outbound processes.

Enable: Initial advisory work supported by the provision of fractional executives to act as subject matter experts within finance, marketing, sales, and product, intended to enable the full-scale adoption of recommendations.

REV-OS: Comprehensive organisational design and process optimisation leveraging Revex network expertise and resources, incorporating commission design with gamification. PRM alignment, objection libraries, persona-sync playbooks, scorecards, and periodic competency audits to enable adoption and enforcement of the Revex Operating System.

Events

Lab: Targeted towards B2B clients seeking an immersive business-focused workshop intended to equip them with tangible outcomes, documentation, and recommendations to propel their business forward.

Network: Socially oriented events intended to build a community of founders, executives, and sales professionals motivated to deepen their emotional, social, and financial capital.

Market Positioning

In this section, we define where Revex sits in the market and how we differentiate ourselves from competitors. Market positioning is about clarity; it explains the category we belong to, the competitive landscape we push against, and the unique advantages that set us apart. It also highlights the proof points that make our claims credible and trusted.

Overview

Revex is redefining sales training and revenue enablement with a unified, accredited system that transforms complex processes into clear, behaviourally aligned communications.

Detailed Summary

Category

Sales training and revenue enablement.

Competitive frame

From script-heavy, de-personalised opinion to behaviourally aligned communications.

Point of difference

Unified system, applicable to numerous contexts, taught from an integrated perspective with accreditation.

Reasons to believe

Proprietary frameworks, tested operating systems, industry experience, scenario drills, live calls, and graded feedback mechanisms.

Client Avatar

In this section, we define the client avatar that represents the audience Revex is built to serve. A client avatar is more than a demographic profile. It's a detailed representation of our ideal customer, capturing their goals, challenges, motivations, and behaviors.

Having clear client avatars ensures our messaging, design, and product experiences are always aligned with the people who matter most. They act as a reference point for how we communicate, the tone we use, the problems we solve, and the value we deliver. By understanding our clients on a deeper level, we can create communications that feel relevant, personalized, and effective across every channel.

BRAND GUIDELINES

Overview

Detailed Summary

Meet Jason — status-driven and impatient, he's the client we first engage and then guide through meaningful education.

Profile: Male-skewed, 20 to 35, status seeking, impatient, often hopping offers, equates success to monthly commission. Avoids data and accountability, seeks irreplaceability due to unadmitted insecurity

- Prone to consumption of status symbols as a means of self-justification, i.e. Lamborghini, Rolex, Dom Perignon.
- Note: This is the audience we must initially appeal to. Our intention is to reshape their identity through our product, providing meaningful education rather than gimmicks that perpetuate pressure-based selling.
- Geography: Miami, London, L.A., Scottsdale, Austin, Dubai.

Identity: Possibly a small business or agency owner, likely in info-products, digital products, coaching, SMMA, real-estate, fitness/wellness, content creation, sales coaching.

Buying trigger: Acute pain from inconsistent commissions, a recent embarrassment on a call, or a peer's visible success.

Jobs to be done: Feel calm under pressure, become reliably persuasive, and achieve identity-congruent success without compromising ethics.

Rebuttals: "I already know this," "I need better leads," "I will think about it."

Language that resonates: Mastery, evidence, composure, professionalism, results, growth, development, certainty.

Language that repels: Hack, secret, domination.

MESSAGING PILLARS

Evidence in action.

State before skill.

Engineer the conversation.

Discovery creates *necessity*.

Objections resolved through *certainty*.

Ethics that *compound*.

Measured improvement.

Messaging Pillars

Messaging pillars are the core principles that guide how we communicate the Revex brand. They define what we say, how we say it, and why it matters, ensuring all messages are consistent, credible, and aligned with our values and ethos.

Each pillar provides a framework for shaping language, tone, and content across channels, whether it’s a marketing line, a product description, or a client conversation. They help us connect with our audience in a way that is clear, purposeful, and differentiated, translating complex ideas into tangible, relatable insights.

By following these pillars, every message we deliver is intentional, evidence-based, and designed to build trust, demonstrate expertise, and drive meaningful action.

BRAND GUIDELINES

Our Pillars

Evidence in action

What we mean: Every claim maps to a framework, drill, or KPI.

Proof: Curriculum sequencing, integrated education and assessment, 90-day plan.

Sample line: “We don’t tell you about a past, we show you a future.”

State before skill

What we mean: Composure precedes language

Sample line: “Control your mind, control the conversation.”

Engineer the conversation

What we mean: Follow the Hourglass framework sequencing to avoid premature pitching.

Proof: Awareness → Trust → Value → Decision flow with diagnostics.

Sample line: “More intention, less resistance.”

Discovery creates necessity

Sample line: “Your wants are needs without a deadline.”

Objections resolved through certainty

Sample line: “No pressure. Just a choice.”

Ethics that compound

What we mean: Trust is an appreciating asset.

Sample line: “Conviction sells, connection retains.”

Measured improvement

What we mean: Skill rubrics, call annotation, manager cadence, conversion and cycle-time deltas.

Sample line: “Results you can actually measure.”

TAGLINES

Build a revenue system that does
not miss a beat.

Taglines

Taglines are short, memorable phrases that capture the essence of the Revex brand. They distill our values, purpose, and messaging pillars into language that is punchy, persuasive, and easy to recall.

This section guides how taglines should be crafted, used, and applied across marketing, product, and client communications.

A strong tagline reinforces our positioning, communicates our promise clearly, and ensures consistency in how we show up to the world.

BRAND GUIDELINES

Headline

Sales engineered

Tagline

Revex is a premium, evidence-based sales operating system for individuals and teams. It replaces assumptions with engineered conversation, ethical influence, and measurable certainty, delivered through sequenced learning, live drills, and manager cadence.

30-Word Elevator

Sales, engineered.
REVEX is a premium, evidence-based sales operating system for individuals and teams. It replaces assumptions with engineered conversation, ethical influence, and measurable certainty, delivered through sequenced learning, live drills, and manager cadence.

B2C Headline + Sub

Become the salesperson you trust under pressure.
Master your state, engineer the conversation, and guide clean decisions with a system that works when it matters.

B2B Headline + Sub

Build a revenue system that does not miss a beat.
Train skills, design incentives, and establish a management rhythm so that performance compounds without dependence on agency.

The Logo	19
The Logomark	20
Logo Color Options	21
Padding & Minimum Size	22
Logo Misuse	23
Logo Placement	24

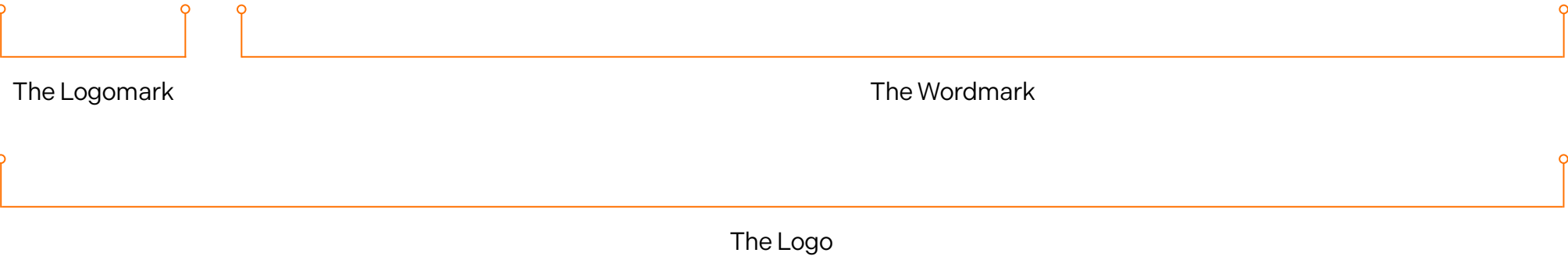
Brandmarks



The Logo

This is our Logo. It is our most important visual asset and should be the first choice when choosing a graphic element to represent our brand. The Logo consists of a Logomark and a Wordmark. The Logo, Wordmark, and Logomark are essential expressions of our brand identity. They have each been carefully designed and constructed to achieve visual harmony.

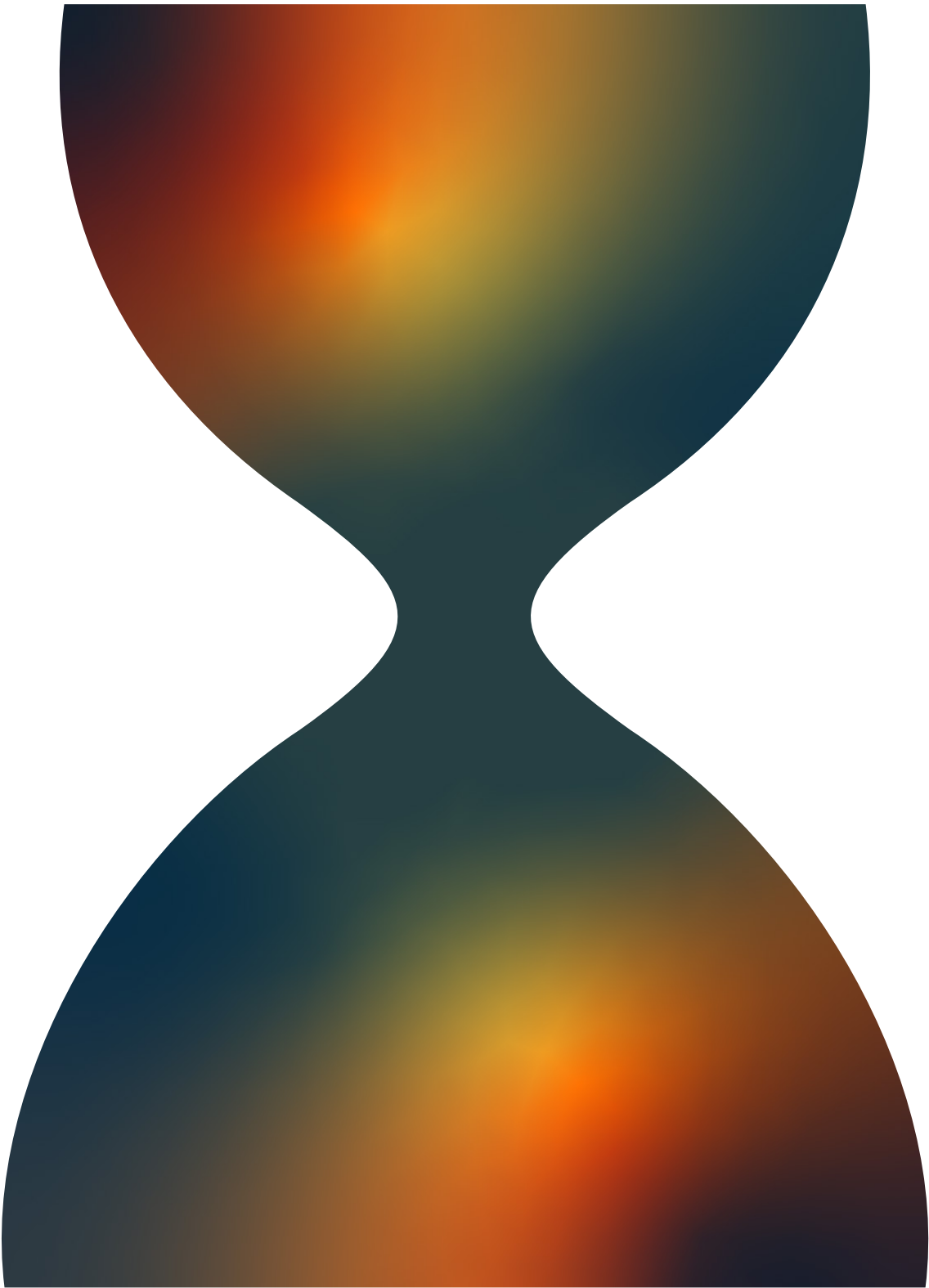
Consistent use of our Logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand. They must always be applied consistently. They should never be altered, modified, or redrawn.



The Logomark

Our Logomark is shorthand for the brand. The Logomark is asymmetrical yet balanced in harmony. Often, it is the first image to introduce the brand, as seen in use cases such as our App Icon or social media avatars.

Our identity is a persistent evolution of our brand and its services. The Logomark represents the relationship between our brand and customers.



Logo Color Options

The Primary Logo is the black wordmark paired with the gradient logomark. This is the preferred and most widely used version of the Revex logo and should be used wherever possible.

For applications that require higher contrast on darker backgrounds, a white wordmark paired with the gradient logomark is also available. Both versions maintain the distinctive gradient symbol as a key part of the Revex visual identity.

The logo is also available in solid black and solid white versions. These simplified options should be used when the gradient cannot be reproduced effectively due to technical limitations or where a cleaner, single-color mark is required.

The gradient logomark with either the black or white wordmark should always take priority within the brand hierarchy. Solid black or white logos should only be used when the primary versions are not suitable for the application.

BRAND GUIDELINES

Gradient Logo Options



Black/Gradient on White



White/Gradient on Black

Mono Logo Options



White on Gradient



Black on Gradient

Padding & Minimum Size

Padding ensures legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics. The padding around the Logo should be considered as the absolute minimum safe distance, ensuring the Logo has plenty of room to breathe.

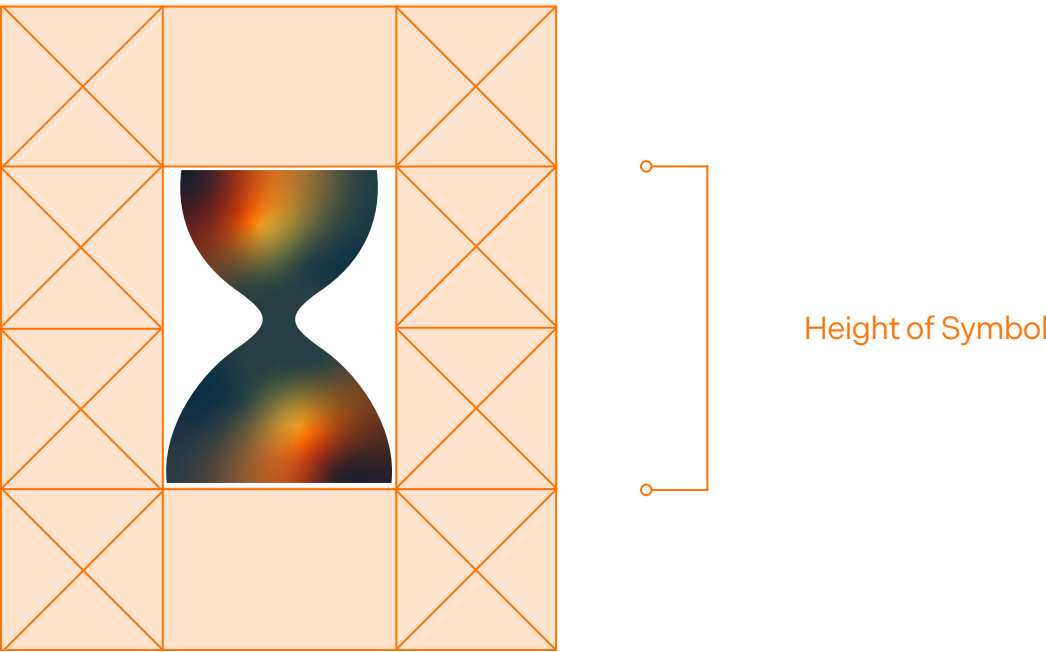
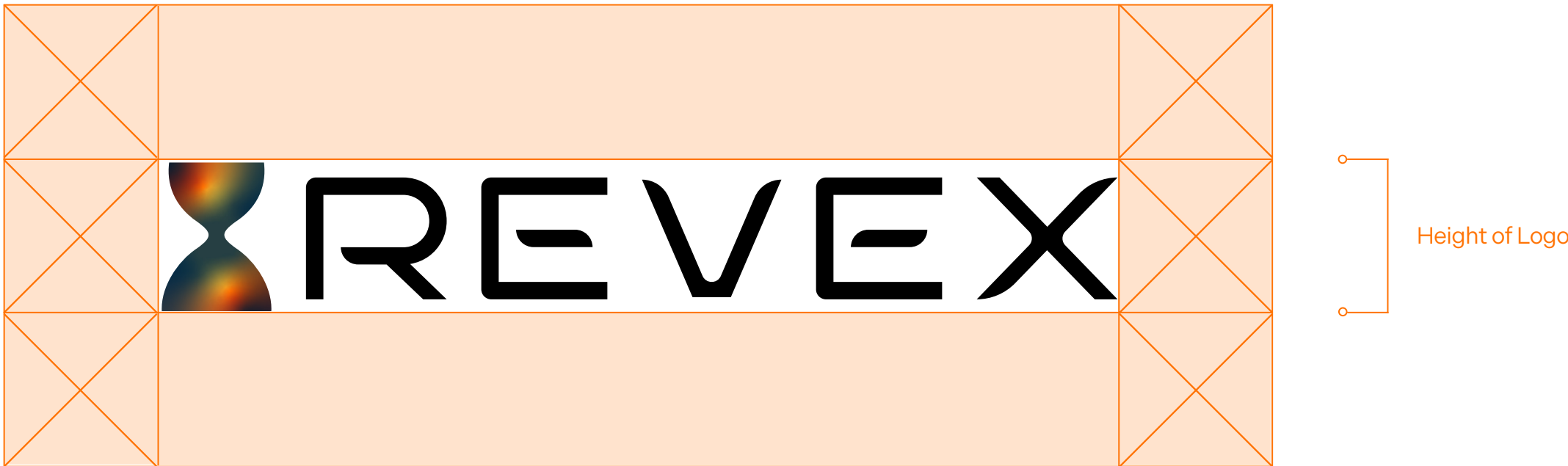
The padding is the height of the Logomark (marked as x in the diagram).

If you are using the Logomark instead of the Logo, the same exclusion rules apply. The Logomark’s padding is half the height of the Logomark.

Establishing a minimum size ensures that the impact and legibility of the Logo is not compromised in application. Use the minimum sizes indicated on the page for small-scale applications of the Logo and Logomark.

BRAND GUIDELINES

Padding



Minimum Size



32px / 10mm



80px / 30mm

Logo Misuse

The appearance of the Logo must remain consistent. The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color and composition should remain as indicated in this document; there are no exceptions. To illustrate this point, some of the more likely mistakes are shown on this page.

BRAND GUIDELINES

Do not add special effects.



Do not outline the logo.



Do not add gradient fill to the logo.



Do not rotate the logo.



Do not place the logo in a holding shape.



Do not lock-up text to the logo.



Do not stretch or distort the logo.



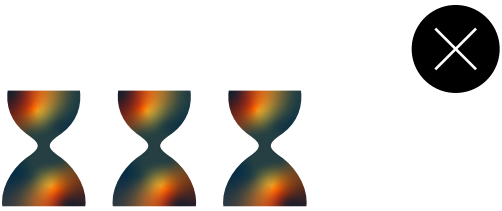
Do not add a drop shadow to the logo.



Do not rearrange elements of the logo.



Do not multiply.



Do not use colors not specified for the logo.



Do not change the relationship of the logo's components.



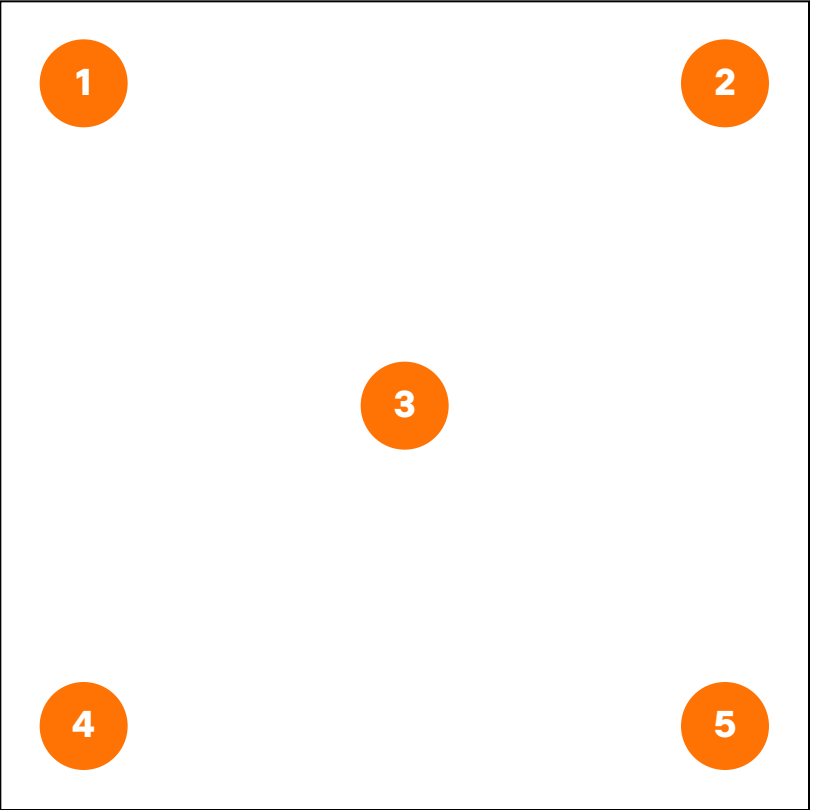
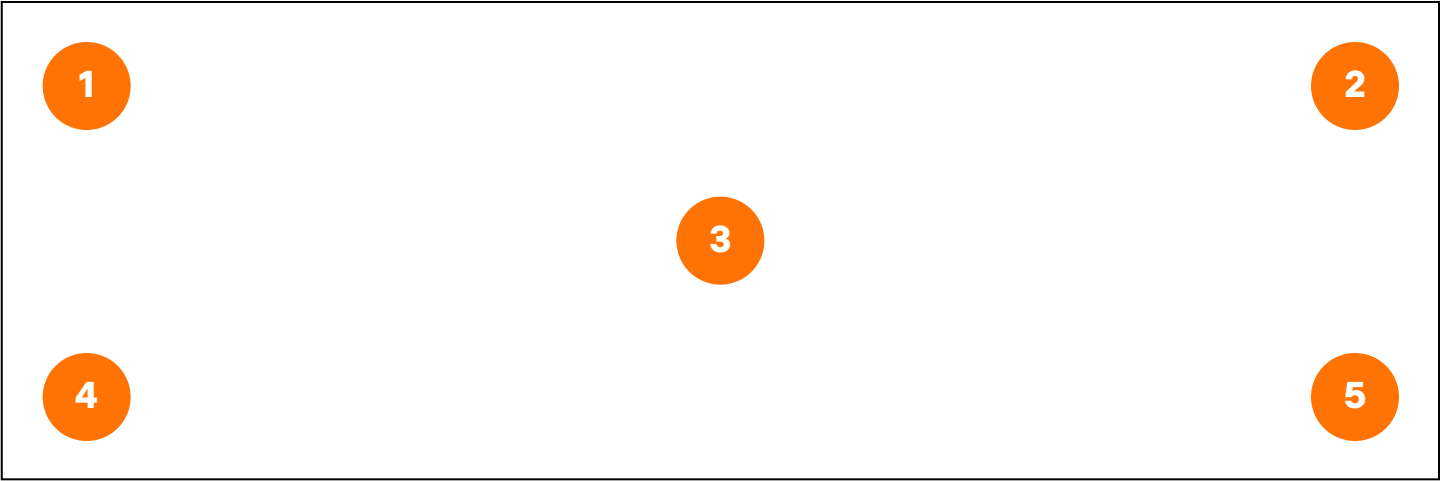
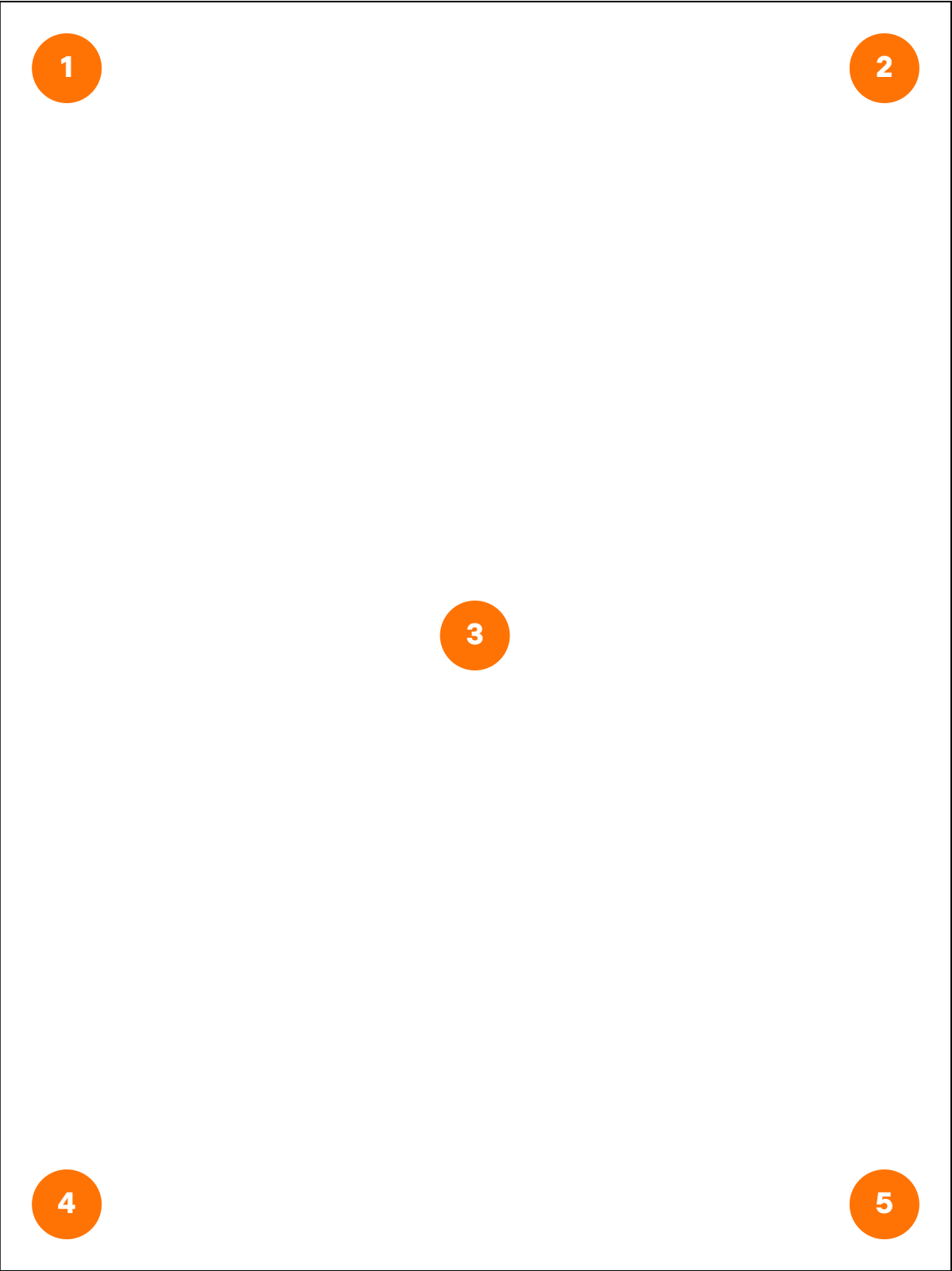
Logo Placement

Regardless of the size or dimension of the communication, the Logo can only ever be placed in five locations. This keeps Logo placement consistent and straightforward, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the Logo exclusion zone when placing the Logo in the corner.

In no particular order, the placement options are:

- 1. Top left corner
- 2. Top right corner
- 3. Centered
- 4. Bottom left corner
- 5. Bottom right corner

BRAND GUIDELINES



Primary Color Palette	26
Accent Colors	27
Color Weighting	28
Color Combinations	29
Color Usage Examples	30
Color Misuse	31

Color

03

Primary Color Palette

Revex’s primary palette is intentionally minimal: black, white and soft gray.

These core colors form the foundation of the brand. They create clarity, structure and breathing space, allowing typography, imagery and accent colors to carry energy and expression.

The restrained use of color reinforces a confident, modern aesthetic. Black and white provide strength and contrast, while soft gray introduces subtle depth without distraction.

By keeping the base palette clean and disciplined, Revex maintains a refined visual language where impact is created through composition, scale and considered use of accent color rather than excess.

Black	RGB 0 / 0 / 0	HEX #000000	CMYK 75 / 68 / 67 / 90
Soft Gray	RGB 128 / 128 / 128	HEX #808080	CMYK 52 / 43 / 43 / 8
White	RGB 255 / 255 / 255	HEX #FFFFFF	CMYK 52 / 43 / 43 / 8

Accent Colors

Revex’s accent palette is bold, direct and built to energize the brand. These colors are used to create impact, highlight key information and bring personality into the system.

The palette balances high-energy orange and red tones with deeper, grounded shades and a warm golden highlight. Together, they create contrast and depth while maintaining a strong, cohesive presence.

Accent colors should be used intentionally. Strategic combinations can shift tone from assertive and high-impact to refined and controlled. Consistent application is essential to maintain recognition and ensure the brand feels unified across all touchpoints.

BRAND GUIDELINES

Deep Teal	RGB 38 / 64 / 67	HEX #264043	CMYK 82 / 58 / 58 / 47
Black Cherry	RGB 48 / 34 / 41	HEX #302229	CMYK 66 / 73 / 59 / 67
Burnt Red	RGB 193 / 59 / 17	HEX #C13B11	CMYK 17 / 90 / 100 / 7
Orange Spark	RGB 255 / 115 / 4	HEX #FF7304	CMYK 0 / 68 / 100 / 0
Marigold	RGB 239 / 156 / 34	HEX #EF9C22	CMYK 4 / 44 / 99 / 0

Color Weighting

To maintain a consistent and recognisable look, color should always be used with intention.

Black and white are the primary foundation of the Revex identity, creating a clean, minimal base. Soft Gray supports typography and layout, adding subtle variation where needed.

Orange Spark is the main accent color and should be used most prominently for highlights and key moments. Burnt Red, Marigold, Deep Teal and Black Cherry are supporting accents, used sparingly and in balance.

This approach keeps the brand sharp and minimal, with energy introduced through controlled, strategic use of color.

Black

White

Soft Gray

Orange Spark

Burnt Red

Marigold

Deep Teal

Black Cherry

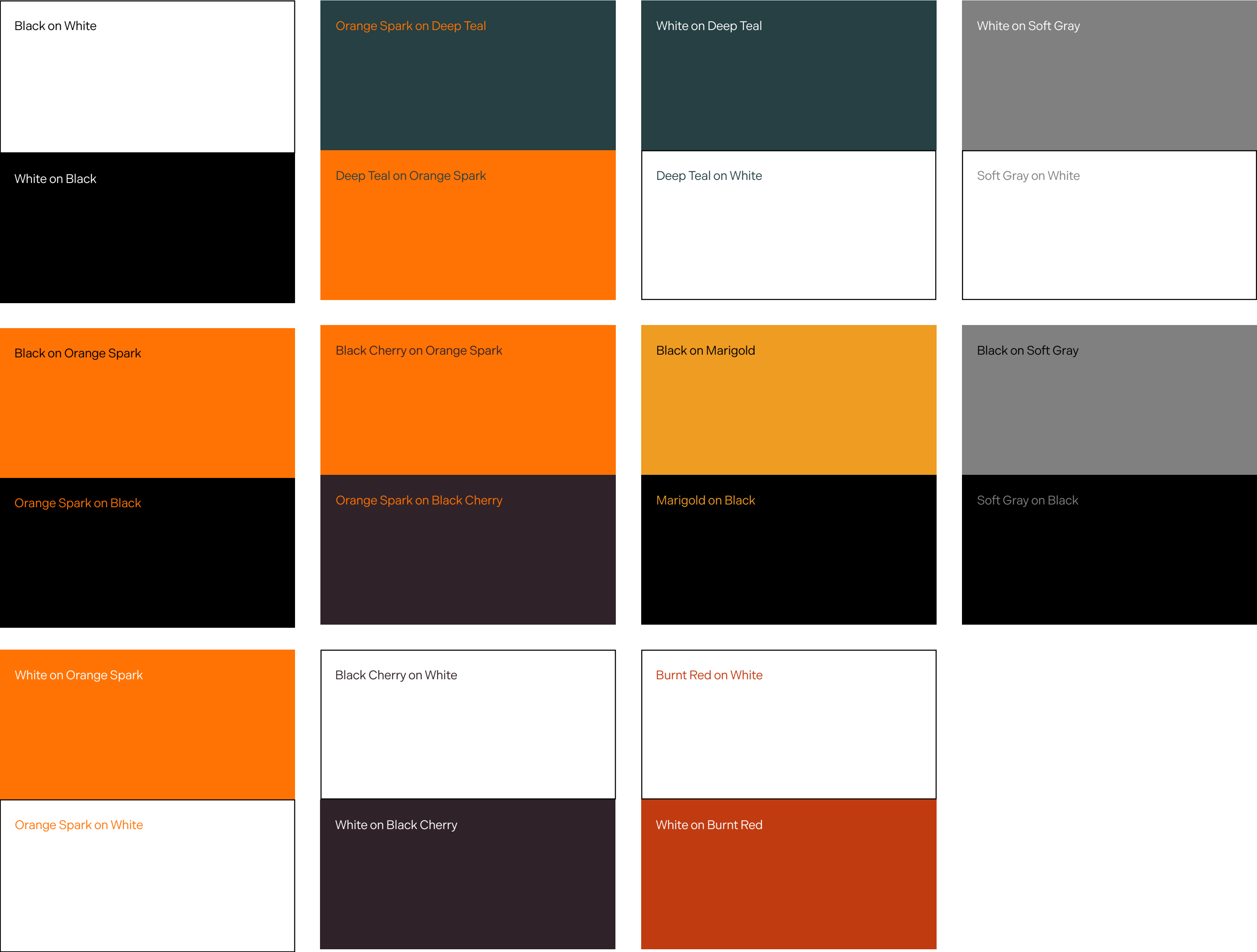
Color Combinations

Our colors help bring our brand to life, so we should use a variety of combinations to keep it looking fresh and vibrant.

Here are examples that should serve as guidance on how to use different color combinations when building creative designs.

Color Accessibility
Use this online [Contrast Checking Tool](#) to check the accessibility of color combinations if you are unsure.

BRAND GUIDELINES



Color Usage Examples

These are examples of how our color palette would be best applied to maintain consistency of look and feel on larger brand initiatives, moments and campaigns.

BRAND GUIDELINES

Revex invites
you to celebrate
the launch of our
platform with an
evening of food,
drink and an
exciting look into
the future.

When
6.30–9.30pm
18 November 2024

Where
45 Clerkenwell Road,
London EC1M 5RS

RSVP
sarah@revex.com

revex.com

Orange Spark & White on Black

Revex invites
you to celebrate
the launch of our
platform with an
evening of food,
drink and an
exciting look into
the future.

When
6.30–9.30pm
18 November 2025

Where
45 Clerkenwell Road,
London EC1M 5RS

RSVP
sarah@revex.com

revex.com

White, Soft Gray & Orange Spark on a Gradient

Revex invites
you to celebrate
the launch of our
platform with an
evening of food,
drink and an
exciting look into
the future.

When
6.30–9.30pm
18 November 2025

Where
45 Clerkenwell Road,
London EC1M 5RS

RSVP
sarah@revex.com

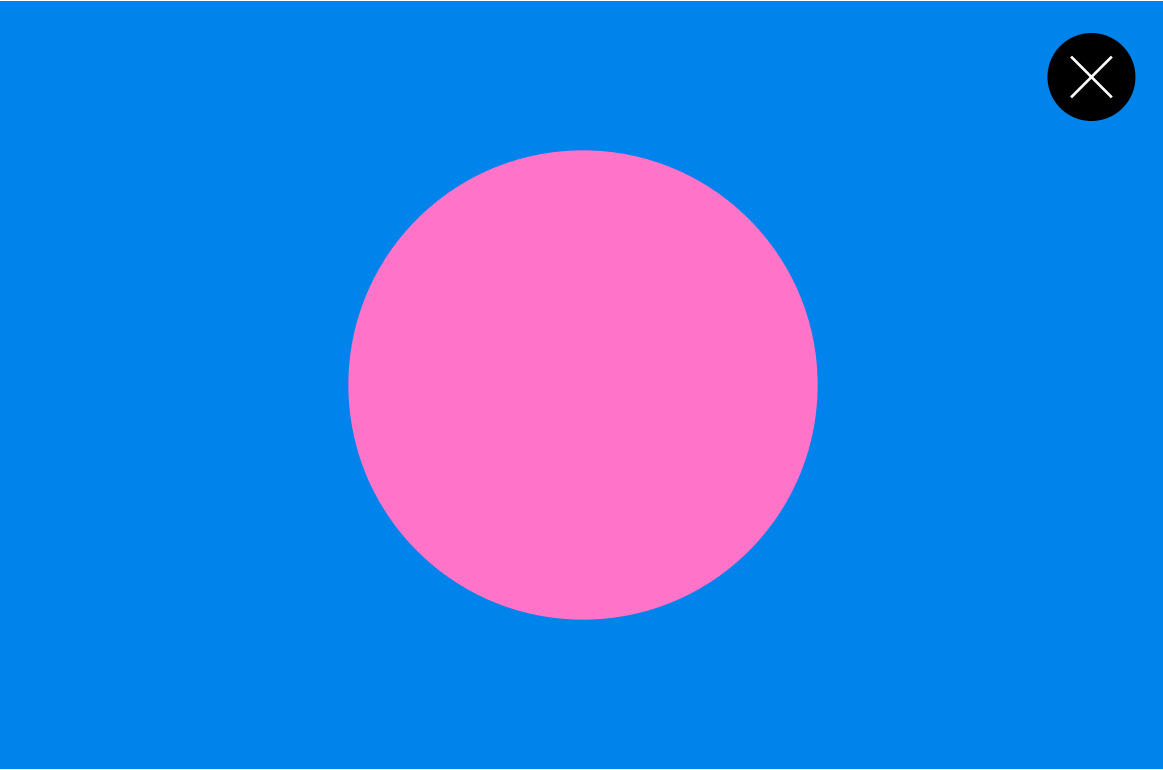
revex.com

Black & Orange Spark on White

Color Misuse

This is a quick guide to ensure legibility when writing messaging on a range of background colors or images.

BRAND GUIDELINES



Do not use solid colors outside of the brand color palettes.



Do not use illegible color combinations.



Do not use unapproved gradients.



Do use RGB colors for print materials.



Do not use illegible color combinations over photography.



Do not use logo on colors outside of color palette.

Primary Typeface	33
Typeface Weights	34
Secondary Typeface	35
Typeface Weights	36
Type Hierarchy	37
Type Specimen	38
Print Longform Hierarchy	39
Digital Hierarchy	40
Type Misuse	41

Typography

04

Primary Typeface

Our primary typeface is the Adobe Font; **Indivisible**. We use it everywhere possible. It is a simple, clean and legible typeface that complements our logo. As a sans-serif, it is bold and modern, classic and friendly. It makes an unmistakable statement and works as functional typography across digital platforms and print materials.

Alternative Typefaces

When Indivisible is unavailable, use Arial as the fallback system font. This ensures compatibility and that documents are viewed as intended when shared with third parties who may not have Indivisible installed. In Google applications, use Inter (a Google font) as the alternative. Please note: Arial should not be used in professionally designed materials such as brochures, signage, or other branded design outputs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

Styles & Weights

Thin
Light
Regular
Medium
SemiBold
Bold
Black

AaBb

Typeface Weights

Our brand uses seven weights from the Indivisible family: Thin, Light, Regular, Medium, SemiBold, Bold and Black. Such a versatile family offers various solutions, ranging from book design to poster design, as well as brand signage systems and more. Tracking is typically set to at least -25 across to achieve the desired refined density, it can be greater when using the lighter weights within the typeface. The tracking can be altered, especially when you are working in highly designed documents.

We primarily use a mix of Regular, Medium, and SemiBold.

BRAND GUIDELINES

Indivisible Thin

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Indivisible Light

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Indivisible Regular

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Indivisible Medium

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Indivisible SemiBold

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Indivisible Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Indivisible Black

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Secondary Typeface

Our secondary typeface is Baskerville. It introduces contrast and character to the Revex typographic system. As a refined serif, it brings elegance, depth, and a sense of authority while maintaining clarity and readability. It balances the bold, modern presence of Indivisible with a more classic and expressive tone.

Baskerville is used to create typographic interest across layouts. It is particularly effective for pulling out quotes, highlighting key statements, and introducing moments of contrast within otherwise sans-serif compositions.

Alternative Typefaces

When Baskerville is unavailable, use Georgia as the fallback system font. In Google applications, Baskerville can be used directly via Google Fonts.

Fallback fonts should only be used in internal or shared working documents. Professionally designed materials such as brochures, campaigns, signage, or branded assets must always use the official brand typefaces.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

Styles & Weights

Regular	SemiBold
<i>Italic</i>	<i>SemiBold Italic</i>
Medium	Bold
<i>Medium Italic</i>	<i>Bold Italic</i>

AaBb

Typeface Weights

We primarily use Italic, within the eight available weights. Tracking is set to –25 across all uses to maintain visual consistency and achieve the desired refined density.

Baskerville should be used intentionally and sparingly, not for extended body copy. When paired with Indivisible, it should always be 7% larger in size, to maintain and even x-height.

BRAND GUIDELINES

Baskerville Regular

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Baskerville Italic

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?**

Baskerville Medium

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Baskerville Medium Italic

Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?**

Baskerville SemiBold

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Baskerville SemiBold Italic

SemiBold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?**

Baskerville Bold

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Baskerville Bold Italic

Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?**

Type Hierarchy

Attention should be given to the written copy. Ensuring both legibility and visual appeal. To create a clear hierarchy, we must ensure that size differences are maintained between different kinds of information.

Headlines
When creating headlines, large or small can be used, depending on the amount of text. Try using at least a 200% difference in size. For example, a 12pt base size would imply the minimum next size would be 24pt.



Note
In cases where Headline Small is used, increase the font size by the specified ratio (1x, 1.5x, 2x). For example, when using a 12pt base size, increments will be 12pt, 18pt, 24pt, 30pt, 36pt, etc.

BRAND GUIDELINES

Headline Large
Indivisible Regular
Tracking -75
Baskerville Italic
Tracking -25
100% Line Height

Headline Small
Indivisible Regular
Tracking -75
Baskerville Italic
Tracking -25
110% Line Height

Subheadline
Indivisible SemiBold
Tracking -25
120% Line Height

Body Text
Indivisible Regular
Tracking -50
120% Line Height

Information
Indivisible Regular
Tracking -25
120% Line Height

Pull Quotes
Indivisible Regular
Tracking -75
Baskerville Italic
Tracking -25
120% Line Height
Line stroke width: 5pt

Clean as it gets

Build a revenue system that does not miss a beat

Our mission is to make sales training better with AI-powered, award-winning platforms that are scalable and conscious of the growth we all share.

Introducing an innovative line of uncompromising sales training technology; where high-performance AI algorithms, sustainable learning practices, and inspired design are just as important as proven, results-driven methodologies. We create platforms that are developed by experts, backed by industry insights and made for sales professionals everywhere.

We relentlessly pursue world-class results. AI-powered training should never sacrifice depth and effectiveness. In fact, our methodologies rival that of traditional coaching as we deliver incredibly intuitive and innovative platforms that are designed to improve performance from the ground up. We work with the most distinguished training specialists in the world to create solutions built from insights that are as cutting-edge and high-quality as it gets.

We create platforms that are developed by experts, backed by industry insights and made for sales professionals.

Emma Smith

We create platforms that are developed by experts, backed by industry insights and made for sales professionals.

Emma Smith

Type Specimen

This is an example of the typography in use. For ads, banners with messaging, and other applications where short-form copy is used, follow the guidelines here to create a hierarchy for displaying information.

BRAND GUIDELINES

Headline
Indivisible Regular 72pt
Baskerville Italic 77pt

Subheadline
Indivisible Regular 36pt
Baskerville Italic 38.5pt

Body Text
Indivisible Regular 18pt

Headline
Indivisible Regular 48pt
Baskerville Italic 51pt

Subheadline
Indivisible SemiBold 24pt

Body Text
Indivisible Regular
Size: 12pt / 14.4pt

Pull Quote
Indivisible Regular
Size: 12pt / 14.4pt
Line stroke width: 5pt

Large Headline

Attention to detail combined with the finest craftsmanship and quality.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempot interdum nibh euismod non. Donec sit amet vulputate lacus. Nam vitae dignissim elit. Nam sed tortor mattis, imperdiet mauris at, convallis nulla. Donec tincidunt vestibulum leo, sed laoreet ex accumsan ac. Quisque facilisis metus nec sem lobortis, quis ornare neque lobortis.

Short headline

Attention to detail combined with the finest craftsmanship and quality.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempot interdum nibh euismod non. Donec sit amet vulputate lacus. Nam vitae dignissim elit. Nam sed tortor mattis, imperdiet mauris at, convallis nulla. Donec tincidunt vestibulum leo, sed laoreet ex accumsan ac. Quisque facilisis metus nec sem lobortis, quis ornare neque lobortis.

We relentlessly pursue world-class results, clean beauty should never sacrifice texture and performance. In fact, our formulations rival that of conventional beauty as we deliver incredibly comfortable and innovative products that are designed to improve skin from the inside out.

Print Longform Hierarchy

In cases where branded print material includes long-form copy, use the following combinations of Indivisible Bold, Medium, and Regular to create a hierarchy of information.

BRAND GUIDELINES

Headline
Indivisible Regular 72pt
Baskerville Italic 77pt
Case: Sentence

Subheadline
Indivisible Regular 36pt
Baskerville Italic 38.5pt
Case: Sentence

Body Text
Indivisible Regular
Size: 18pt
Leading: 21.6pt
Tracking: -25
Case: Sentence

Indivisible SemiBold
Size: 18pt
Leading: 21.6pt
Tracking: -25
Case: Sentence

Pull Quotes
Indivisible Regular 18pt
Baskerville 19.5pt
Case: Sentence
Line stroke width: 5pt
Attribution: 12pt

Intelligent solutions that accelerate human potential.

Our mission is to make sales training better with AI-powered, award-winning platforms *that are scalable*.

Smart as it gets, no compromises

Introducing an innovative line of uncompromising sales training technology; where high-performance AI algorithms, sustainable learning practices, and inspired design are just as important as proven, results-driven methodologies. We create platforms that are developed by experts, backed by industry insights and made for sales professionals everywhere.

Intelligence is our top development source

Revex is the first CPD-accredited sales training platform to put AI innovation at the forefront of every decision. Our purpose is to create responsibility, only putting into the market what can coexist with human potential.

The challenge

The fundamental challenge common to all sales training platforms is one of ineffectiveness: a mind-boggling array of training programs and coaching systems contain outdated methods that can cause long-term performance decline.

Intelligently sourced and crafted

Revex offers a new choice: uncompromising smart training. Where AI-powered learning should never sacrifice quality and performance. With Revex, we all have the power to choose uncompromising intelligent development. Where high-performance algorithms are just as important as proven methodologies and sustainable learning practices.

We believe smart, AI-conscious platforms and algorithms lose their impact if they're delivered through systems that harm long-term growth – so we're partnered with a variety of performance optimization specialists.

We create platforms that are developed by experts, backed by industry insights and made for sales professionals.

Emma Smith

Digital Hierarchy

For digital applications of our font, follow the examples provided here, which are consistent with our website.

BRAND GUIDELINES

Headings
Indivisible Regular 60px
Baskerville Italic 64px
Case: Sentence

Sub Copy
Indivisible Regular
Size: 30px
Case: Sentence

Buttons
Indivisible Medium
Size: 16px
Case: Title

Headings
Indivisible Regular 48px
Baskerville Italic 51px
Case: Sentence

Body Text
Indivisible Regular
Size: 16px
Case: Sentence

Buttons
Indivisible Medium
Size: 16px
Case: Title

Headings a couple
of lines if needed

Sub copy looks like this. A couple of
lines if needed. Integer neque eget
purus sagittis aliquam.

GET STARTED ↗

Headings a couple
of lines if needed

Lorem ipsum dolor sit amet, consectetur quis amet adipi-
scing elit, sed do eiusmod tempot interdum sed euismod
non. Donec sit amet vulputate lacus. Nam vitae dignissim
elit. Purus sed tortor mauris at.

GET STARTED ↗

Type Misuse

Good typography is critical in both internal and external communications. It adds clarity to messaging and instills confidence in audiences. Outlined are some common practices that weaken the powerful effects of typography. When using our typefaces, avoid the following.

BRAND GUIDELINES

Do not stretch or distort type.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

Do not outline text.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

Do not tighten tracking too tightly.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Do not tighten leading too tightly.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit

Do not justify paragraphs.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

Do not use fonts outside of approved brand fonts.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Gradients	43
Video	44
Photography	45
Lifestyle	46
Casting	47

Imagery

05

Gradients

Revex gradients are bold, dynamic, and designed to reflect the ambition and energy of the brand. Every gradient must include Black, which anchors the composition and adds depth, contrast, and authority.

Gradients are created using Black alongside the Revex accent colors: Orange Spark, Burnt Red, Marigold, Deep Teal, and Black Cherry. They can combine several of these colors for a more expressive, high-impact look, or use just a few for a more refined transition. Regardless of the combination, Black must always be present to maintain the strength and recognizability of the brand.

For more professional or restrained placements, the colors can be softened or slightly muted while still maintaining the distinctive Revex palette. Gradients work best as backgrounds, overlays, or accent elements, adding energy and depth without competing with the primary content or messaging.



Video

Lower thirds: Design should be clean and clear. Names should be set in Indivisible Bold, titles in Indivisible Regular, and backgrounds should be set to 80% opacity.

Ending slates: All videos should end with our logo, animated or still.

Watermarked logos: Watermarked logos should be placed in the upper left at 50% opacity.



Photography

All imagery should reflect the world of the Revex client: ambitious, confident, and performance-driven. Photos must inspire aspiration and convey mastery, capturing professionals who operate under pressure, value composure, and seek recognition for their skills and results. Every shot should subtly signal status, capability, and growth, appealing to individuals who measure success by results, influence, and reputation. Subjects should exude intelligence, drive, and aspiration, conveying confidence without arrogance. They are professionals who embody decisiveness, composure, and mastery, demonstrating ambition and skill that our audience respects and wants to emulate.



Lifestyle

Lifestyle imagery should feel aspirational and aligned with the ambitions of our audience, projecting a life of success, influence, and freedom. Scenes should go beyond generic luxury and instead reflect the cultural status symbols and experiences our clients truly value: working from a private jet or yacht, enjoying lunch on the water with friends and family, or traveling in comfort with world-class service.

Subjects and environments should feel effortless yet commanding, exuding confidence, composure, and style. The imagery should inspire desire for the lifestyle that comes from competence and measurable results. Think understated luxury business casual. Compositions should remain clean and visually striking, creating a sense of exclusivity and attainability that resonates with high-performing, status-conscious professionals.

- Do:**
- Show dynamic action and movement.
 - Highlight aspirational settings and experiences.
 - Emphasise connection and shared moments.
 - Keep settings clean, modern, and uncluttered.
- Don't:**
- Show static luxury objects without context.
 - Overuse logos or obvious product placement.
 - Use outdated or stiff corporate settings.
 - Create cluttered or chaotic environments.



Casting

Feature a range of people that reflect Revex’s global reach and aspirational world. Cast individuals who exude confidence, composure, and a sense of achievement, aligned with our audience’s drive for mastery and status.

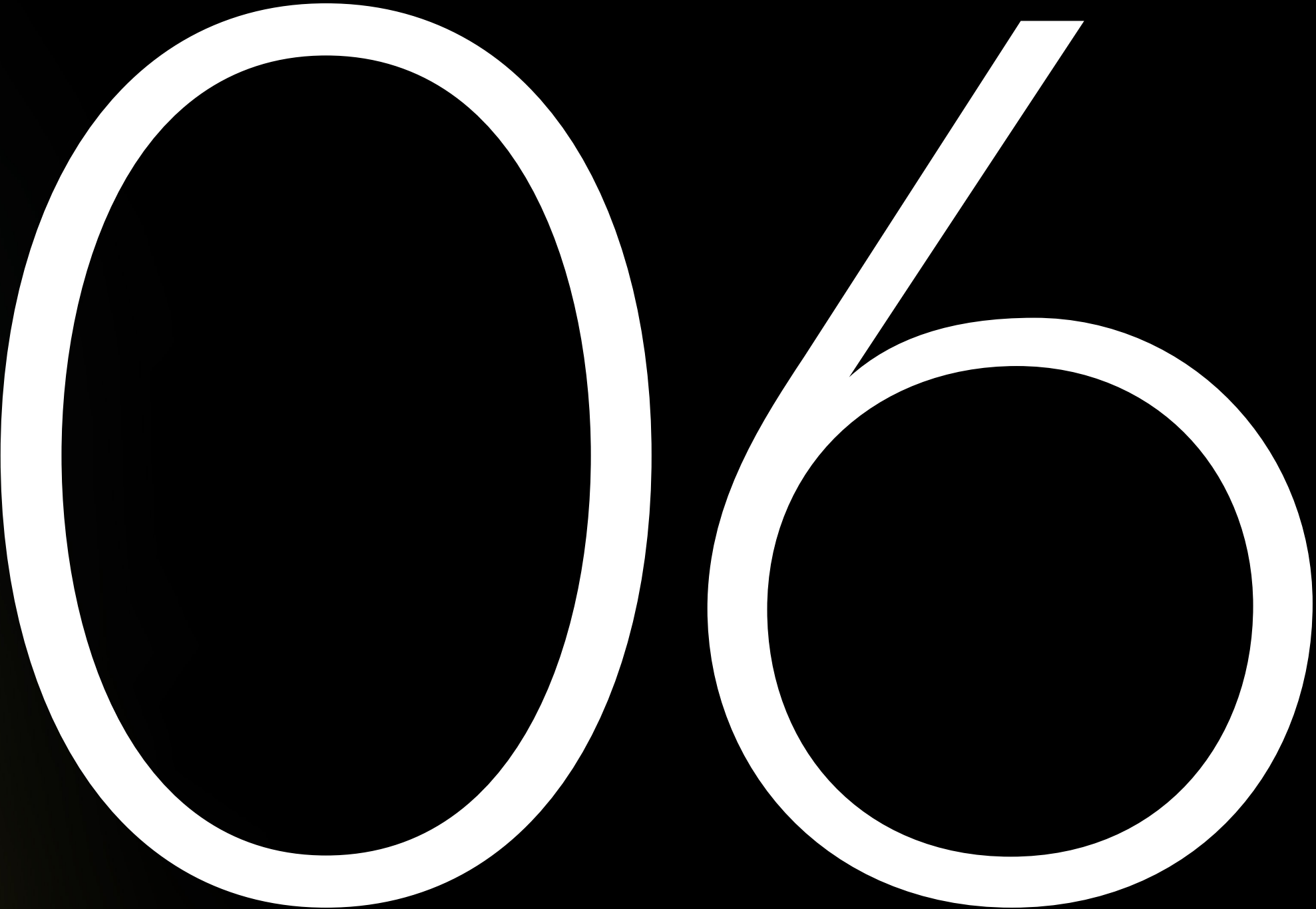
Prioritize men aged 20 to 35 to mirror the core client, while still including women and diverse talent across various demographics, including races, sexual orientations, abilities, and body types, to reflect inclusivity and the broader professional community.

All subjects should convey focus, ambition, and optimism, signaling the rewards of skill, discipline, and high performance, while remaining approachable and authentic.



Letterhead	49
Email Signature	50
Social Media Icons & Covers	51
Notebook	52
Business Cards	53
Cap	54
Vest	55
Golf Umbrella	56

Collateral



Letterhead

The A4-sized Letterhead is the paper size recommended for use in most countries.

The letter-sized Letterhead is the paper size recommended for use in the United States, Canada, Chile, Colombia, Costa Rica, Mexico, Panama, Guatemala, the Dominican Republic and the Philippines.

It is recommended that Letterhead be printed on premium uncoated paper stock, with a minimum weight of 100gsm. The Revex Logo is embossed in the bottom right corner of the Letterhead.

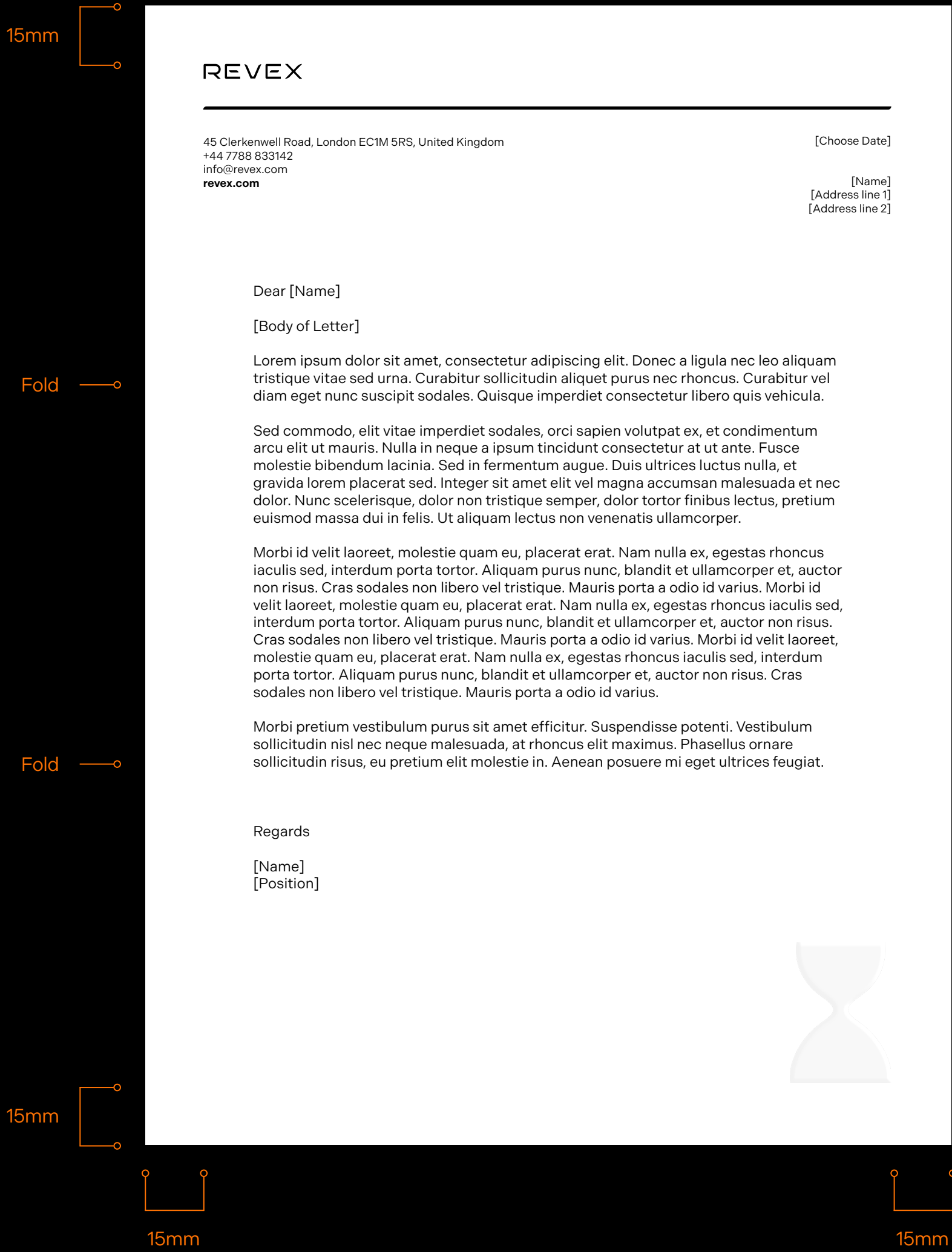
Specifications
A4: 210mm x 297mm
Letter: 215.9mm x 279mm (8.5" x 11")
Stock: Uncoated 100gsm, White
Color: Black (mono)

System Font

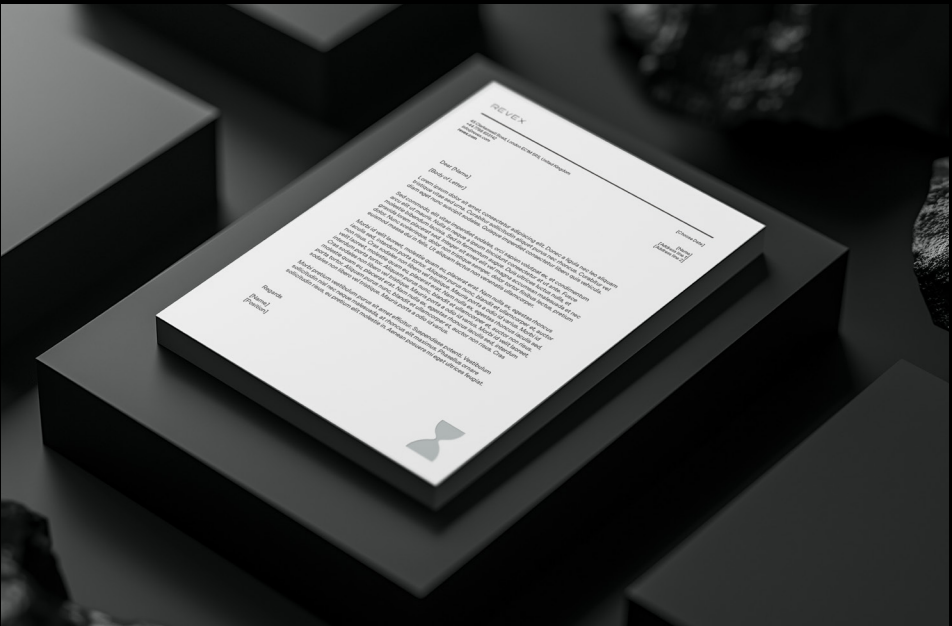
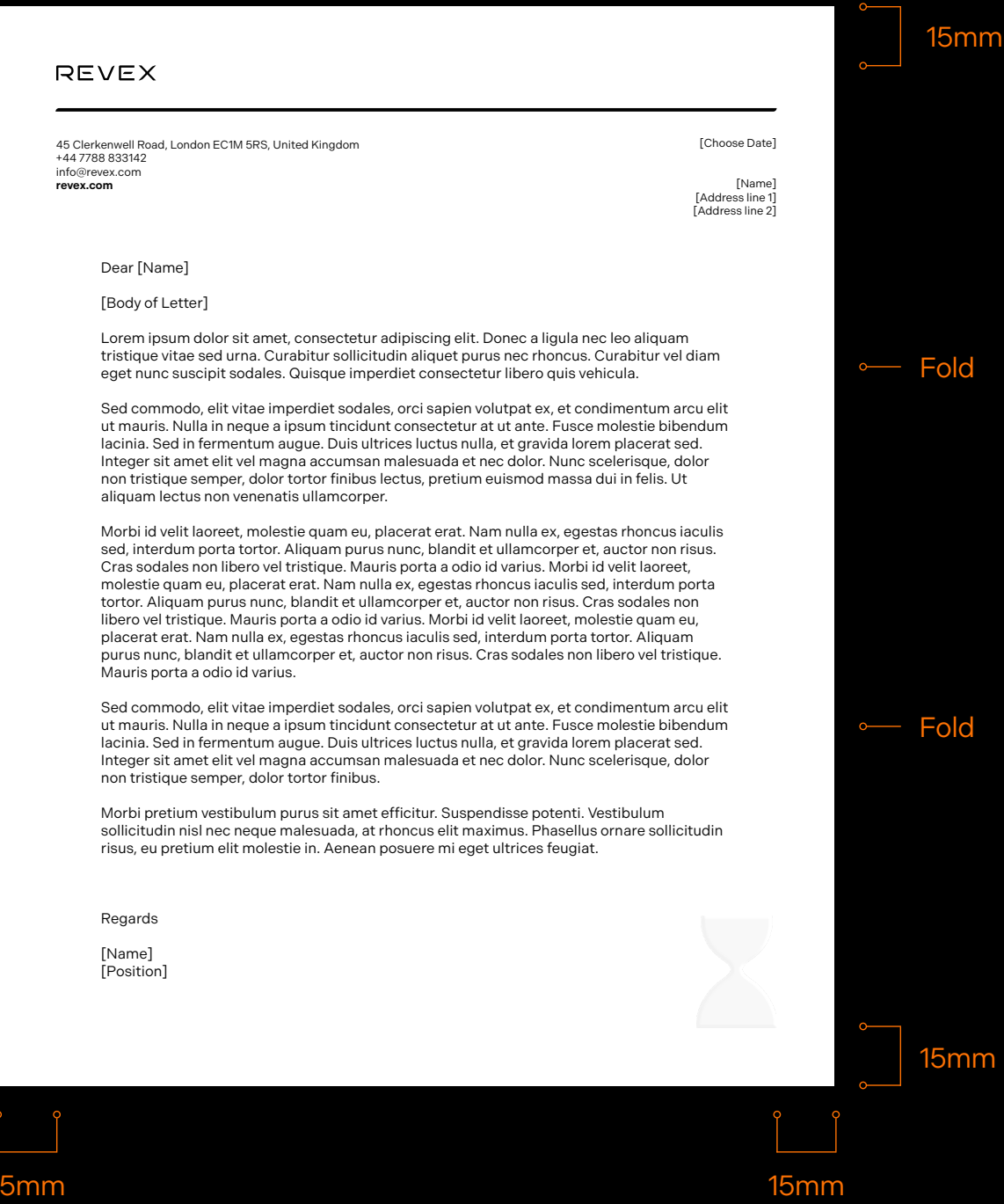
Use Arial or Inter (Google applications) when Indivisible is not available.

BRAND GUIDELINES

A4 Size



Letter Size



Email Signature

Our email signature consists of a wordmark, the sender’s name and title, a colored logomark, and hyperlinked contact details for easy copying, followed by the standard company disclaimer. All text is written rather than image-based to ensure accessibility, with the logo as the only graphic element. Accent colors from the brand palette can be used to add variation and flexibility while maintaining a consistent, professional look. These colored versions of the logo can only be used for email signatures and nowhere else.

Full Name Text	14pt Baskerville Italic
Job Title Text	12pt Indivisible Regular
Contact Text	10pt Indivisible Regular
Secondary Contact Text	8pt Indivisible Regular
Disclaimer	7pt Indivisible Regular
System Font	Use Arial when Indivisible is not available.

Wordmark

REVEX

Full Name

Jack Manley

Logomark + Title

 Chief Communications Officer

Contact Details

 (UK) +44 7788 833142 | (AU) +61 0 421 149 605
 jack@orianaandco.com
Executive Assistant: danica@orianaandco.com

Disclaimer

CONFIDENTIAL: This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. It is strictly forbidden to share or disseminate any part, information, or attachments of this message with any third party, without a written consent of the sender. If you are not the named addressee you should not disseminate, distribute or copy this email. Please notify the sender immediately by email if you have received this email by mistake and delete this email from your system. If you are not the intended recipient you are notified that disclosing, copying, distributing, or taking any action in reliance on the contents of this information is strictly prohibited.

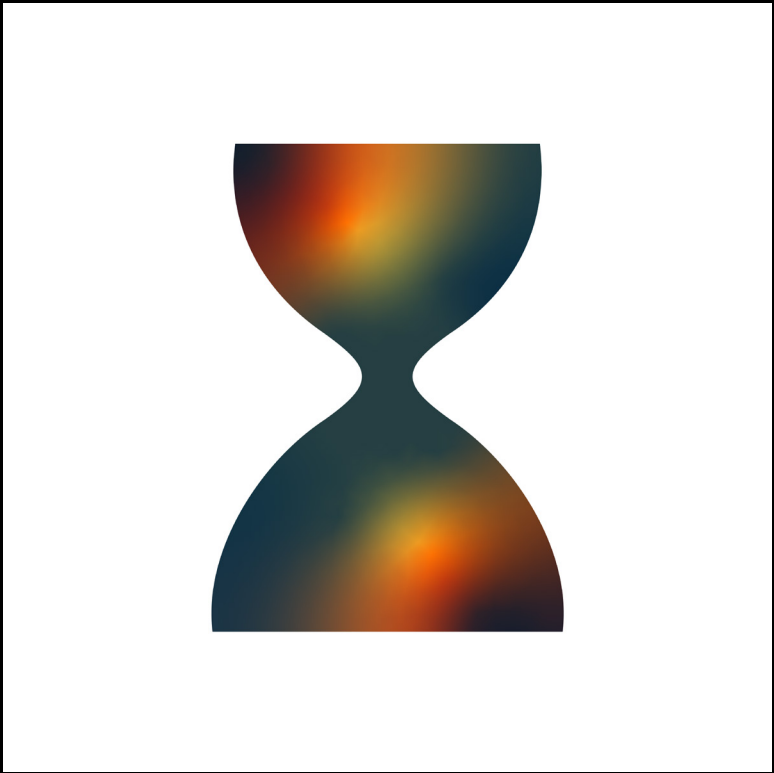
Social Media

Our social media presence maintains consistent brand identity across Instagram, Facebook, LinkedIn, and Whop.

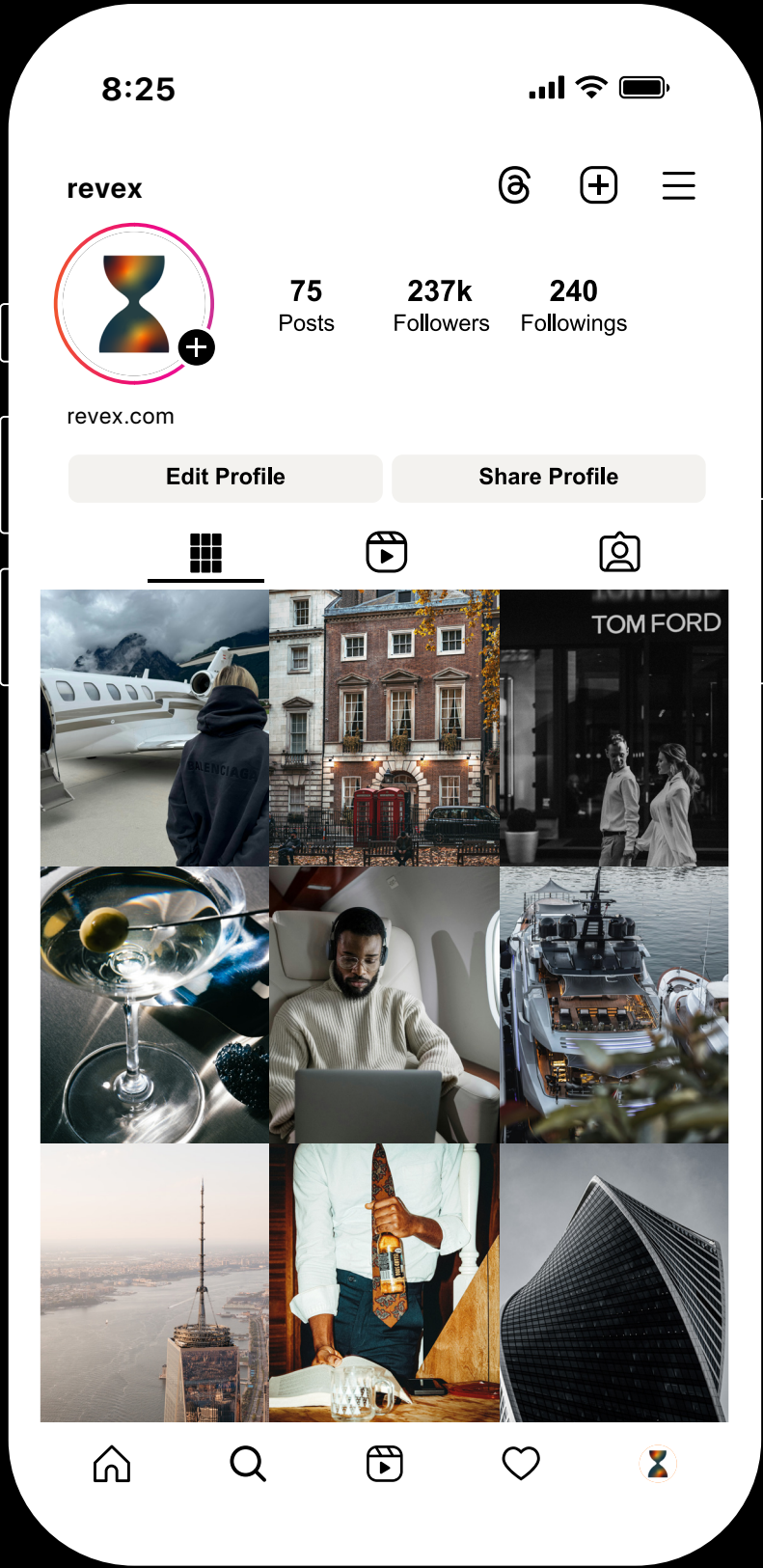
Profile photos are standardised across all platforms for immediate brand recognition. Cover images showcase examples of how our brand adapts to different social contexts while maintaining visual cohesion and platform-specific optimization.

BRAND GUIDELINES

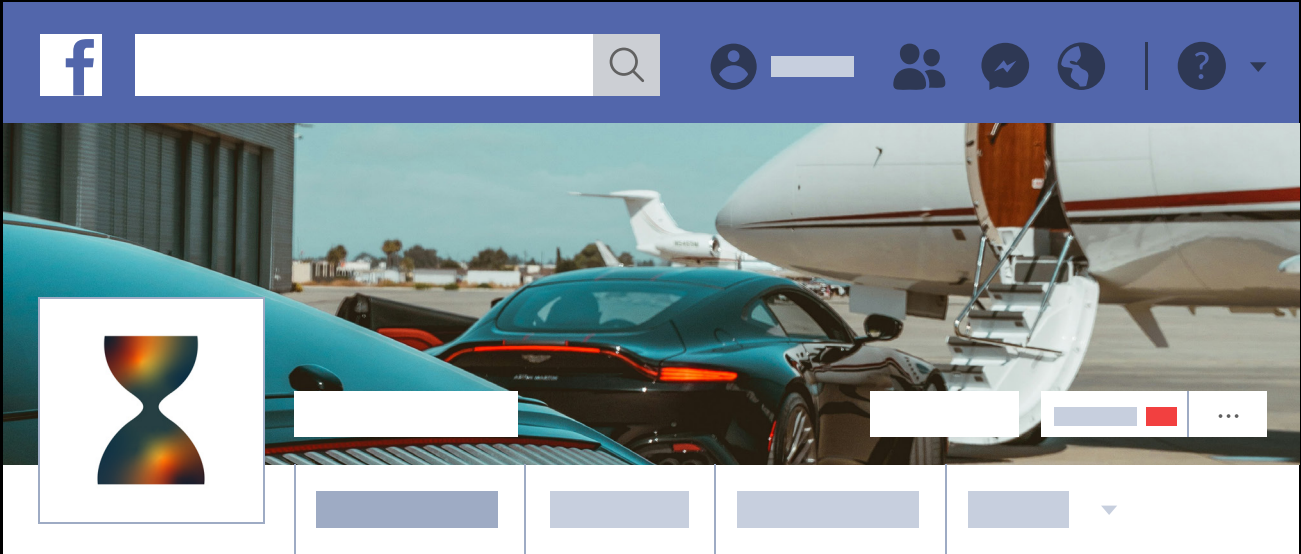
Profile Photo



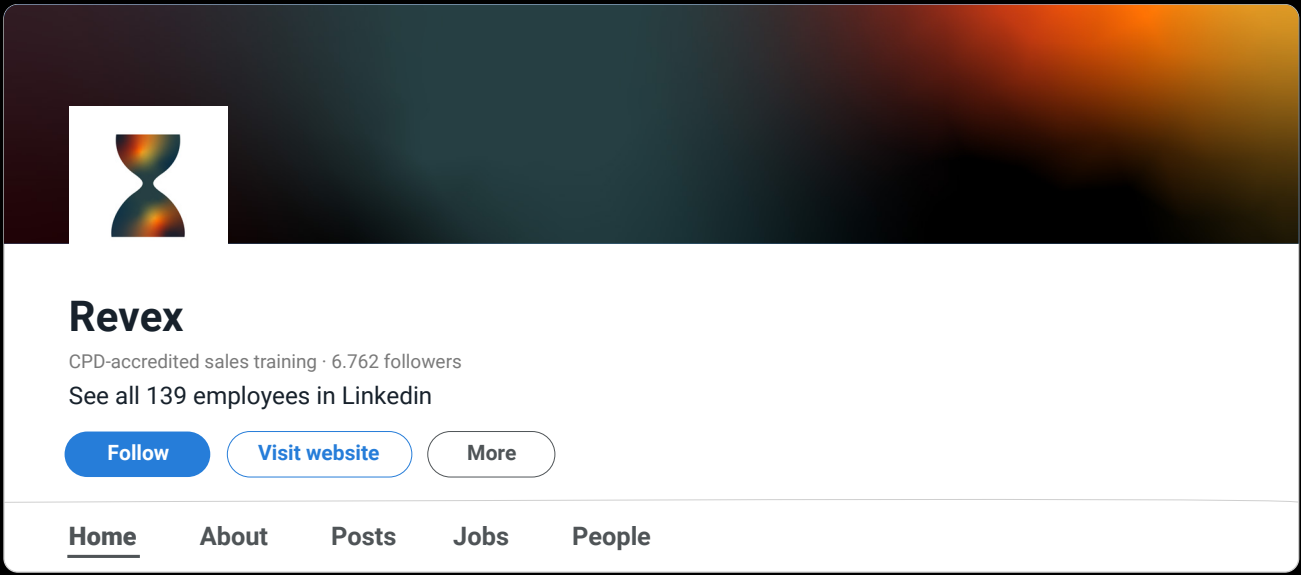
Instagram Mockup



Facebook Mockup



LinkedIn Mockup



Notebook

Our A5 notebook is designed as a functional, everyday item that embodies the Revex brand in a subtle and premium way. The cover avoids heavy use of accent colors or overly branded elements, instead favoring a clean, minimalist aesthetic with a slightly edgy, eye-catching design. This approach ensures the notebook feels professional and desirable to use daily, rather than overly promotional.

The design demonstrates how our brand translates into physical collateral, maintaining legibility, hierarchy, and visual impact while keeping the expression refined. Accent colors can be incorporated across other collateral pieces but should be used sparingly to preserve the notebook’s understated tone.

BRAND GUIDELINES

Cover & Mockup



Business Cards

It is recommended that business cards be printed on premium uncoated paper stock, with a minimum weight of 300gsm.

Specifications
Size 1: 85mm x 55mm
Stock: Uncoated 300gsm, White
Logomark embossed on reverse side.

BRAND GUIDELINES

Front



Reverse



Cap

Specifications
Cap Color: White
Logo Color: Black

BRAND GUIDELINES

Full Logo



Wordmark



Logomark



Vest

Specifications
Vest Color: Black or Navy
Logo Color: White

BRAND GUIDELINES

Black Vest



Option 1



Option 2

Navy Vest



Option 1



Option 2

Golf Umbrella

Specifications
Umbrella Color: White or White and Orange Spark
Logo Color: Full logo Black + Gradient

BRAND GUIDELINES

Option 1



Option 2



For more information about our
brand, feel free to contact
Jack Manley

Jack Manley
jack@revexsales.com