



Brand  
Guidelines



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# Brand Elements

Redfynn is dedicated to helping small businesses achieve their dreams by providing the necessary tools, infrastructure, relationships, products, and services.

Delivering the missing pieces to help take businesses to the next level takes a lot of work. Using our brand correctly does not.



# Logo Anatomy + Hierarchy

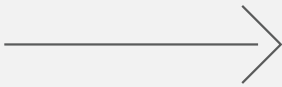
Our logo can adapt to different applications and spaces available, with the primary logo being the first choice. The secondary logo can also be used on its own in certain applications, such as in the nav bar of a website. In cases where the logo needs to be reinforced in a secondary way, such as at the bottom of a page, the icon variant is acceptable.

## Logo Anatomy

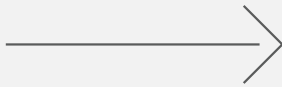


## Logo Hierarchy

Primary



Secondary



Icon





# Using Our Logo

To ensure clarity and legibility, always maintain a minimum clear space around the logo. This space is indicated by the “R” in the primary logo. The minimum space should be maintained as the logo is proportionately scaled to ensure legibility.

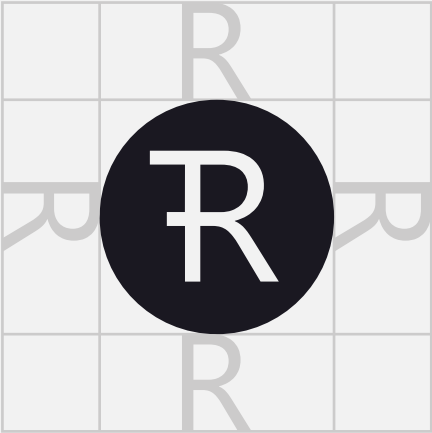
The primary logo should never be printed smaller than **2 inches** or **144 pixels** wide.

The secondary logo should never be printed smaller than **1.75 inches** or **126 pixels** wide.

The icon should never be printed smaller than **1/3 inches** or **24 pixels** wide.

*Note: Due to varying screen resolutions and view settings the example may not be to scale.*

## Spacing



## Minimum Size



### Primary

2 inches or  
144 pixels wide



### Secondary

1.75 inches or  
126 pixels wide



### Icon

1/3 inches or  
24 pixels wide



# Logo Restrictions

Logo restrictions have been set in place in order to maintain consistency throughout the Redfynn brand.

Do not stretch the logo vertically or horizontally



Do not rotate the logo at any angle other than 90 degrees.



Do not outline the logo.



Do not use the logo in any color outside of the brand specifications.



Do not use a gradient on the logo.



Do not separate individual elements of the logo.





# Design System

Specific guides for color, type and graphic elements have been created to ensure consistency throughout our brand.



# Color Palette

We have adapted a strict color palette to ensure consistent brand delivery. RedFynn brand colors are to be used in their exact mixes depending on the medium (PMS, hex, or rgb).

Redfynn Red, and Charcoal are the primary colors in the palette. These primary colors will be used for most color blocks, and backgrounds throughout the brand. To help create layering and visual heirarchy shades of the primary colors may be used.

White is secondary and will be used for smaller color blocks, dividers, and occasional accents to give more contrast to the Redfynn Red.

The Tertiary colors are shades of the primary Charcoal color. They are to be used exclusively for layering and adding depth to whatever the project may be.

Primary

## Charcoal

Pantone - Black 6 C  
CMYK - 74 69 62 76  
RGB - 28 27 31  
HEX - 1C1B1F

## Red

Pantone - Bright Red C  
CMYK - 1 91 99 0  
RGB - 237 62 37  
HEX - ED3E25

Secondary

## White

Pantone - N/a  
CMYK - 0 0 0 0  
RGB - 255 255 255  
HEX - FFFFFFFF

Tertiary

## Slate

Pantone - 7540 C  
CMYK - 66 59 56 36  
RGB - 77 76 78  
HEX - 4D4C4E

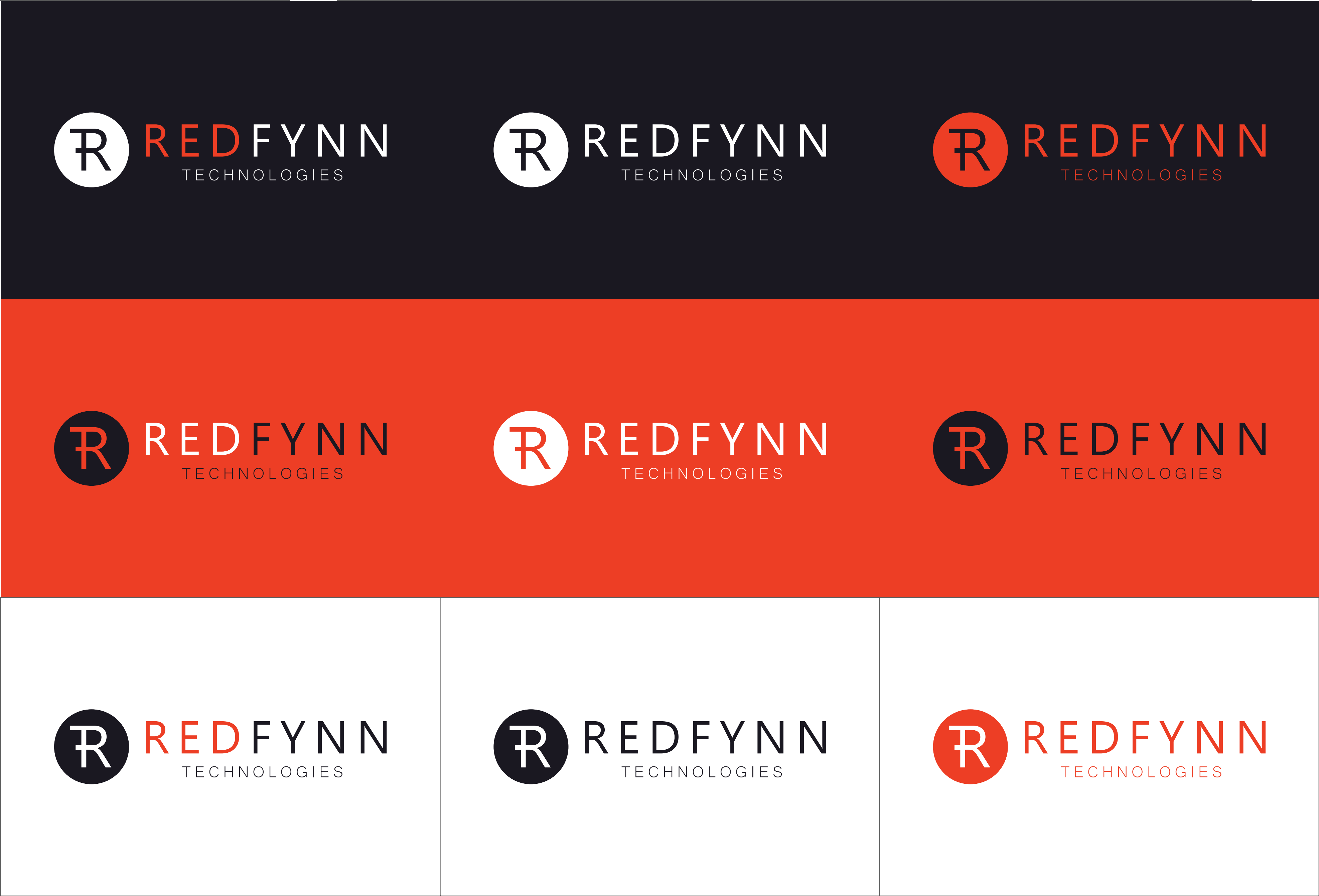
## Smoke

Pantone - 427 C  
CMYK - 17 13 13 0  
RGB - 210 209 210  
HEX - D2D1D2



Logo Color

Whenever possible, a duotone logo should be used. In situations where contrast doesn't allow for the duotone variant, a one-color logo should be used, with priority given to the full red version. The solid white and black variants should only be used when there would otherwise not be enough contrast with the background.





# Type Styles

Redfynn uses TWK Everett almost exclusively. Feeling Passionate should only be used as an accent to call attention in CTA's and taglines.

# TWK Everett

## Characters

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

## Styles

Light

Regular

Book

Medium

*Light*

*Regular*

*Book*

*Medium*

Feeling Passionate

## Characters

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

## Styles

Regular



# Type Hierarchy

Type hierarchy is an important aspect of our brand. It is a powerful tool that adds visual meaning to what is communicated. Please use these guidelines to ensure that our typography is consistent and meaningful. The Redfynn brand focuses more on type size for visual hierarchy rather than type weight, and rarely requires going to a weight above "Book".

Overline/Eyebrow  
TWK Everett Light  
100pt Tracking

OVERLINE TYPE

Header  
TWK Everett Book  
Opt Tracking

Header Type

Subheader  
TWK Everett Regular  
Opt Tracking

Subheader Type

Body Copy  
TWK Everett Regular  
Opt Tracking

Here at RedFynn, we empower small businesses to build their dreams. Because we are much more than just a merchant services company! We provide the tools, infrastructure, relationships, products, and services our clients and partners need, delivering the missing pieces to help take your business to the next level. Whether you’re a retail store owner, run a full-service restaurant or an eCommerce business from your living room, you’ll find the payment processing services and point-of-sale systems to help you find the perfect fit for your specific needs.

Button Treatment  
TWK Everett Regular  
Opt Tracking

Button Treatment 1

Button Treatment 2



# Photo Treatment

We use noisy orange/red gradients and abstract shapes throughout the brand to add texture and visual interest. The primary application of the gradients is as background elements to sections such as the hero of the website or the background of an ad. In digital applications, the animated gradients should be used when motion is supported.





# Brand Applications

Examples of potential applications have been created to showcase how the brand can be used and can be referenced for future designs.



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implementing a  
new point-of-sale  
can be a pain.

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