# rebel FINANCIAL ®

# BRANDING GUIDE

# NAME

The "r" in rebel is **ALWAYS** lower case, no matter the circumstance. This does not only apply to the logo, this applies everywhere, including in-text references.



rebel FINANCIAL ®

rF ®

❌ ~~Rebel Financial~~

✅ rebel Financial

# LOGOS

If you would like to use our logo in your publication, please use it as it is trademarked. DO NOT stretch, crop, change color, or distort the logo in any way, and use high-resolution image quality when possible. If you would like to download our logos for use, <u>click here.</u>
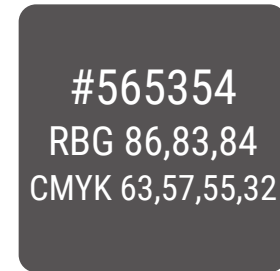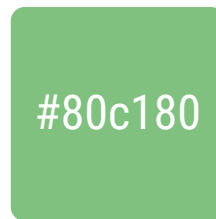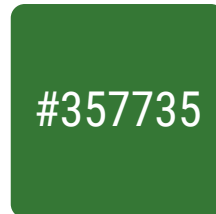
**MAIN LOGO**

**MAIN LOGO WITH TAGLINE**

**SHORT LOGO**

# COLORS

**#7a449a**
RBG 122,68,154
CMYK 62,87,0,0

**#549b54**
RBG 84,155,84
CMYK 71,18,87,3

**#9e2121**
RBG 158,33,33
CMYK 25,98,98,21

**#565354**
RBG 86,83,84
CMYK 63,57,55,32

**#5e2f7f**

**#ae82ce**

**#357735**

**#80c180**

**DON'T USE RED OR GREY IN A GRADIENT**