



Brand Guidelines

SPRING 2026



Releewise

Introduction

001

The Relewise Brand Guidelines serve as a reference for both internal team members and external partners involved in creating content and experiences under the Relewise name.

When developing marketing materials, presentations, digital assets, or any other brand touchpoints, please follow the principles and guidelines outlined in this document.

While the rules provide a clear framework, they are designed to enable creativity — not limit it. Be bold and creative within the boundaries of the brand, always ensuring consistency, clarity, and the strong, recognizable expression that defines Relewise.

Logo

Our logo

This is the Relewise logo. The icon reflects what our platform does: it connects signals from user behavior and turns them into personalized e-commerce experiences. The shapes and colors represent data points coming together - just like Relewise combines search, recommendations, and real-time learning into one engine.

003



Relewise

Logo safezone

The Relewise logo must always have room to breathe.

004

To protect its clarity and impact, a minimum safezone must be maintained around the logo at all times. No text, graphics, images, or other visual elements may enter this area.

As a general rule, the safezone should equal the height and width of the "e" letter from the wordmark on all sides of the logo. When in doubt, give it more space rather than less.



] Minimum height: 20px

Logo variants

Our logo is available in a small set of approved variants to ensure clarity, consistency, and recognizability across all touchpoints.

005

The regular horizontal version is the primary logo and should be used whenever possible. It delivers the strongest and most recognizable expression of the Relewise brand. The stacked version is designed for tighter layouts where space is limited, such as social media formats or vertical compositions.

The inverted version is used on dark or colored backgrounds to maintain contrast and legibility. Always use the official logo files and select the variant that best fits the layout. Do not alter proportions, spacing, or colors.

Regular



Stacked



Inverted colors



Logo combinations

006

In partnerships, integrations, and co branded materials, the Relewise logo may be combined with a partner or platform logo using an approved lockup.

Always use the regular horizontal Relewise logo and keep both logos clearly separated, aligned, and visually balanced. The Relewise logo should never be altered to match another brand's colors, typography, or styling.

Only use official partner logos and ensure both marks remain readable at all sizes. Maintain clear space around the full lockup and avoid placing it on backgrounds that reduce contrast. When in doubt, keep it simple and let the logos speak for themselves.

Partnership lockup



Product logo



Colors

Primary colors

Our primary colors are the foundation of the Relewise visual identity.

Relewise Blue is our main brand color and should be used as the dominant accent across digital and print surfaces. It represents clarity, confidence, and the intelligence of our platform.

White and Light Blue are used to create space, structure, and a clean, modern feel. Text Black ensures strong readability and supports a sharp, professional expression.

Relewise Blue

#3764E4
RGB: 55, 100, 228

White

#FFFFFF
RGB: 255, 255, 255

Text Black

#292929
RGB: 41, 41, 41

Light Blue

#E6E6FA
RGB: 230, 239, 250

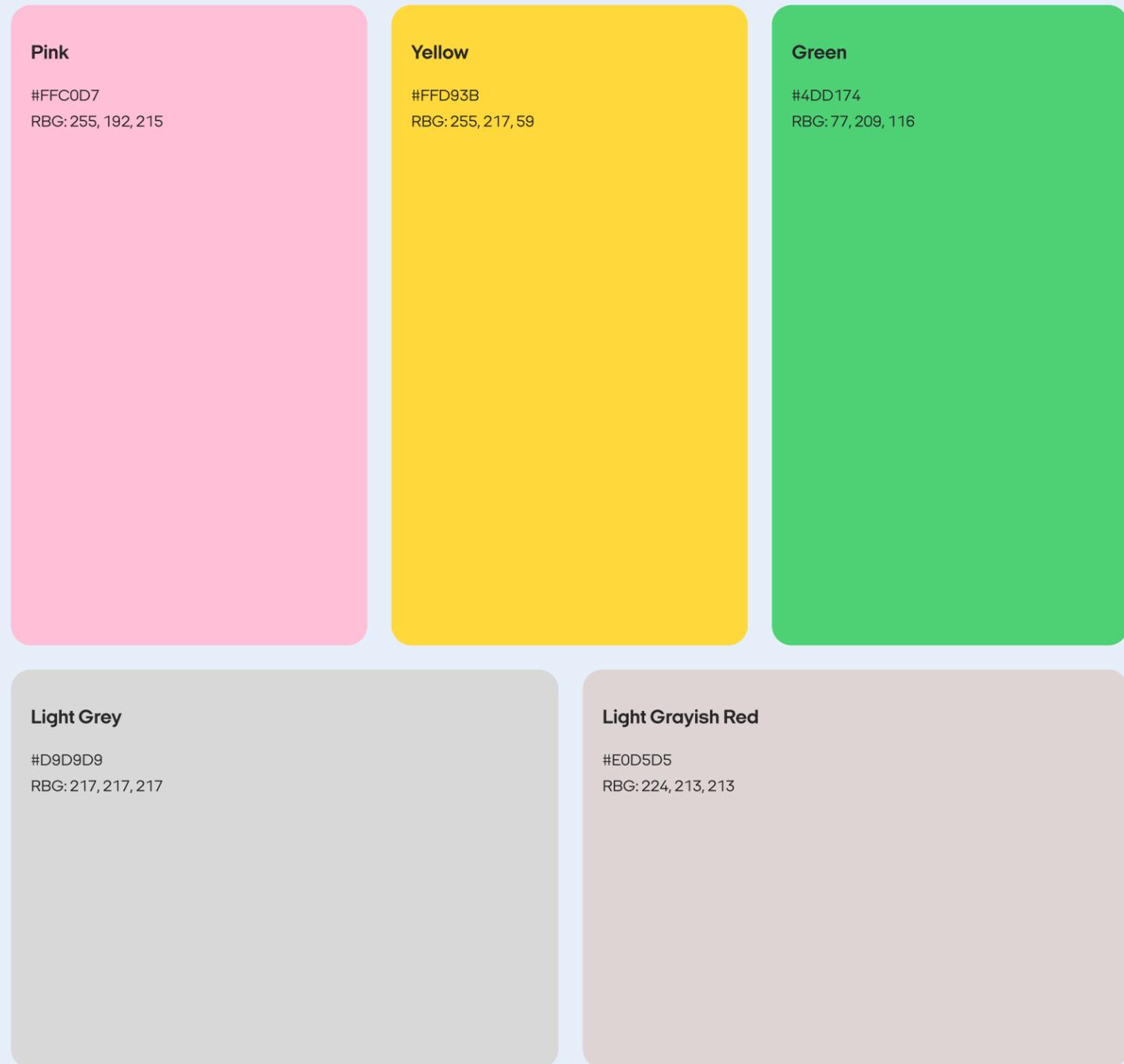
Accent colors

Our accent colors add energy and flexibility to the Relewise visual identity.

They are used to highlight key information, create visual variation, and support storytelling across digital and print materials.

Accent colors should complement — never compete with — Relewise Blue. Use them sparingly and purposefully. One accent color per surface is recommended to maintain clarity and consistency.

009



Type

Font type

Relewise's brand identity is built around a single typeface: Italian Plate No. 2.

This font is used consistently across all channels to ensure a strong and cohesive visual expression.

011

Italian plate No. 2.

AaBbCc

Bold

**abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&***

Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Highlights

Highlights bring energy and focus to our words. By using accent colors on key terms or phrases, we guide attention, create rhythm, and add a distinct Relewise spark to our communication.

012

Get soaring
with some of
the **coolest**
features in
the business

Feature
search