



Relewise

Brand guidelines
September 2025

Logo



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Logo color

To ensure a consistent and recognizable brand identity, the logo and wordmark must always be applied correctly in relation to the background color.

White backgrounds:

The logo and wordmark must always appear in blue. This is the primary and preferred usage.

Dark contrast backgrounds:

On dark or high-contrast backgrounds, both the logo and wordmark must always appear in white to ensure clarity and legibility.





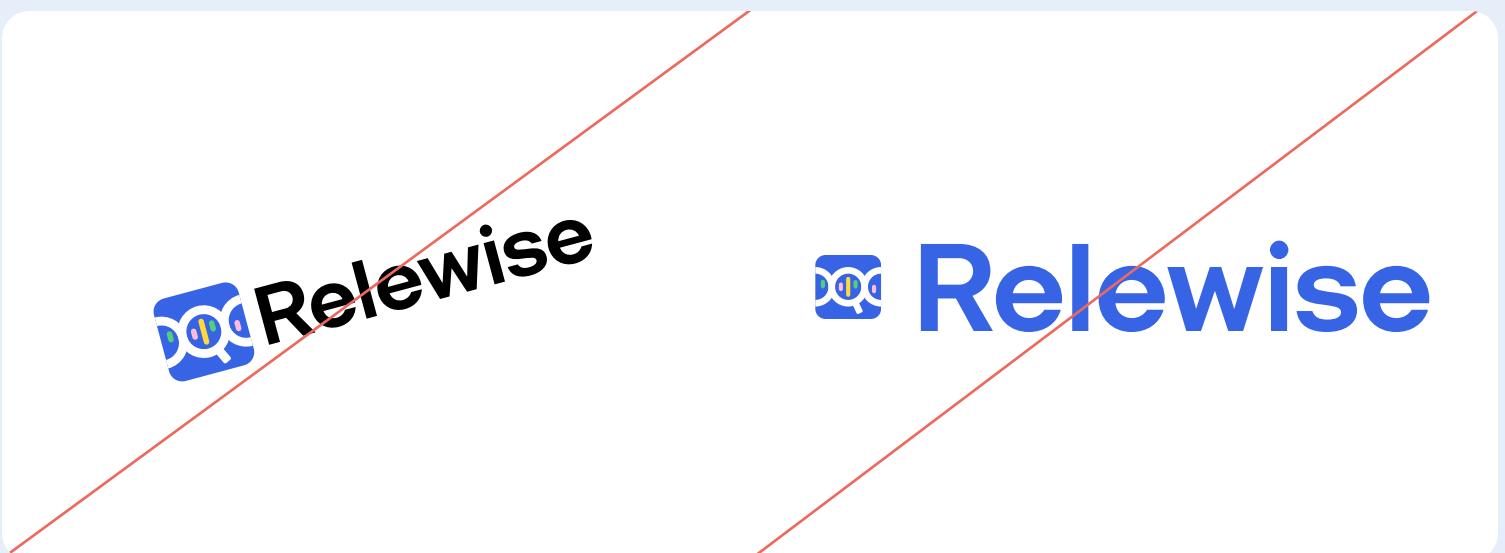
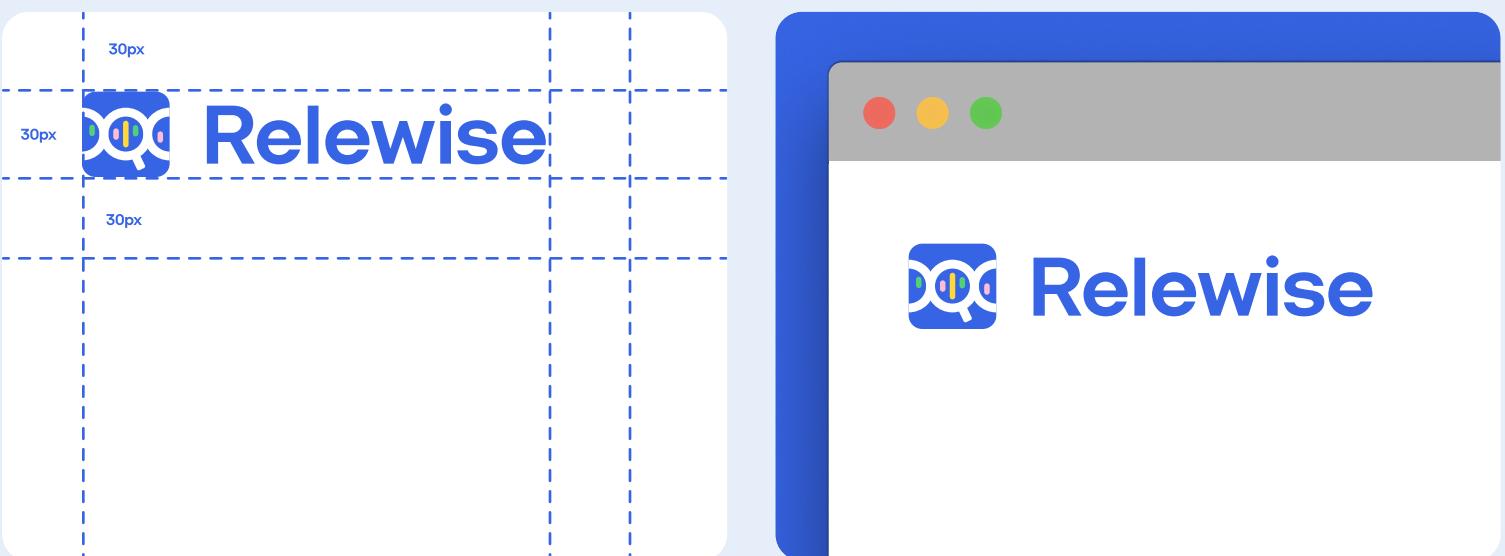
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Logo usage

A minimum of 30 px clear space must be maintained between the logo and any surrounding elements such as text, images, or other graphics. This ensures that the logo always stands out and remains clearly visible.

There must always be 12 px horizontal spacing between the logo icon and the lettermark. Vertically, there must be a 5 px alignment spacing, ensuring that the lettermark is perfectly centered in height relative to the logo icon.

The lettermark must always be placed centrally aligned next to the logo icon, maintaining both the horizontal (12 px) and vertical (5 px) spacing rules.



Colors



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Primary colors

The Relewise brand identity is built around a strong and recognizable set of primary colors.

These colors are at the core of our visual expression and should be used consistently across all brand applications to ensure clarity, recognition, and cohesion.

The primary palette reflects the essence of the Relewise brand and must always be the dominant colors in any design or communication.

Relewise Blue

#3764E4
RGB: 55, 100, 228

White

#FFFFFF
RGB: 255, 255, 255

Text Black

#292929
RGB: 41, 41, 41

Light Blue

#E6EFFA
RGB: 230, 239, 250

Light Blue Gradient

#E6EFFA
RGB: 230, 239, 250

#C5D6EA
RGB: 197, 214, 234

Pink Blue Gradient

#FF9EC2
RGB: 255, 192, 215

#3764E4
RGB: 55, 100, 228



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Secondary colors

The Relewise brand also includes a set of secondary colors that complement the primary palette.

These colors are designed to add flexibility and variety while supporting the overall brand expression.

Secondary colors should be used sparingly and never dominate a design. Their role is to enhance, highlight, or create contrast, always in balance with the primary palette.

Pink

#FFC0D7
RGB: 255, 192, 215

Yellow

#FFD93B
RGB: 255, 217, 59

Green

#4DD174
RGB: 77, 209, 116

Light Grey

#D9D9D9
RGB: 217, 217, 217

Light Grayish Red

#E0D5D5
RGB: 224, 213, 213

Typography



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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.

AaBbCc

Personalize. Connect. Relewise

Bold

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

Regular

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

Type color use cases

Black is the primary font color across all platforms, ensuring clarity, accessibility, and brand consistency.

Headlines are black by default, though blue may be used for emphasis or contrast on light backgrounds, and blue headlines on pink backgrounds create strong impact in marketing or presentation contexts.

Subheadlines are typically blue, while pink may be used when placed on blue backgrounds to achieve a high-contrast, brand-driven look.

Body text should always remain black for readability.

A personalization platform like no other.

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Highlights

Accent colors (green, pink, and yellow) may be used to highlight specific words or phrases within text.

Highlights are intended to draw attention to key messages, calls-to-action, or important details without disrupting overall readability.

Black remains the base color for body text, with highlights applied sparingly for emphasis.

Overuse of highlights should be avoided, as their strength lies in contrast and purpose.

The Relewise ecosystem

Collaboration that drives [personalization](#)

I could do this **better**

Straight talk.
No hot air.

Next: Recommendations



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Type hierarchy

Relewise's type system is simple and consistent: bold headlines lead with impact, bold subheadlines provide structure, and regular body text ensures readability. Clear sizing, spacing, and alignment create a natural flow across all formats.

Headline: Italian Plate No2 Expanded Bold

Relewise feature list

Subheadline: Italian Plate No2 Expanded Bold Blue

Subheadline

Body copy: Italian Plate No2 Expanded Regular

Relewise recommendations contain a comprehensive library of product and content recommendation types to consistently deliver excellent results and guarantee optimal conversions in any given situation.

Button: Italian Plate No2 Expanded Bold

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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.

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

**Feature
search**

Icons

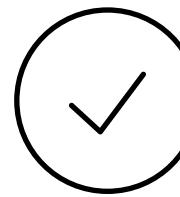
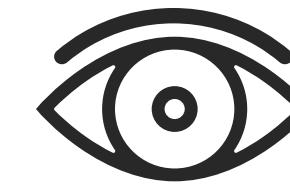
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Icon style

Relewise icons are simple, clean, and consistent. They use a uniform stroke weight, rounded edges, and a minimal line style to ensure clarity across web, print, and presentations.

Icons are functional, not decorative. They support content by guiding attention and improving recognition, but should never dominate or distract. Always use icons from the approved set, keeping proportions intact and avoiding distortion, custom color fills, or mixed styles.

The examples here show the correct application of icons, as well as common mistakes to avoid.



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Icon usage

Icons in Relewise's design system are always functional and supportive. They help users navigate, understand, and interact by providing quick visual cues. Icons should never replace text, but instead accompany it to strengthen clarity and recognition.

When used in buttons, icons sit neatly alongside text to add meaning and guide actions. In content blocks or features, icons act as visual anchors that support key messages without overpowering the typography.

Icons should always be aligned, consistently sized, and maintain sufficient padding from surrounding elements.

[Get an estimate !\[\]\(a5ce6bf60513915c4be97f191363167f_img.jpg\)](#)[View case !\[\]\(aaf00827f03a5235835203c37180dc74_img.jpg\)](#)

Intent-aware search

Learns from clicks, filters, and context to surface the most relevant results, even in large and complex catalogs.



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Icon usage

Relewise icons always follow the same rules as text: they inherit the color of the typography they accompany. This ensures icons feel integrated and never compete for attention.

- Black icons are used on light backgrounds for maximum clarity.
- White icons are used on dark backgrounds to maintain contrast.
- Pink icons may be used when paired with pink text, typically on blue backgrounds, to create a strong brand-driven expression.

Icons should never introduce their own color logic. They always mirror the text color in their context, ensuring consistency and harmony across layouts.

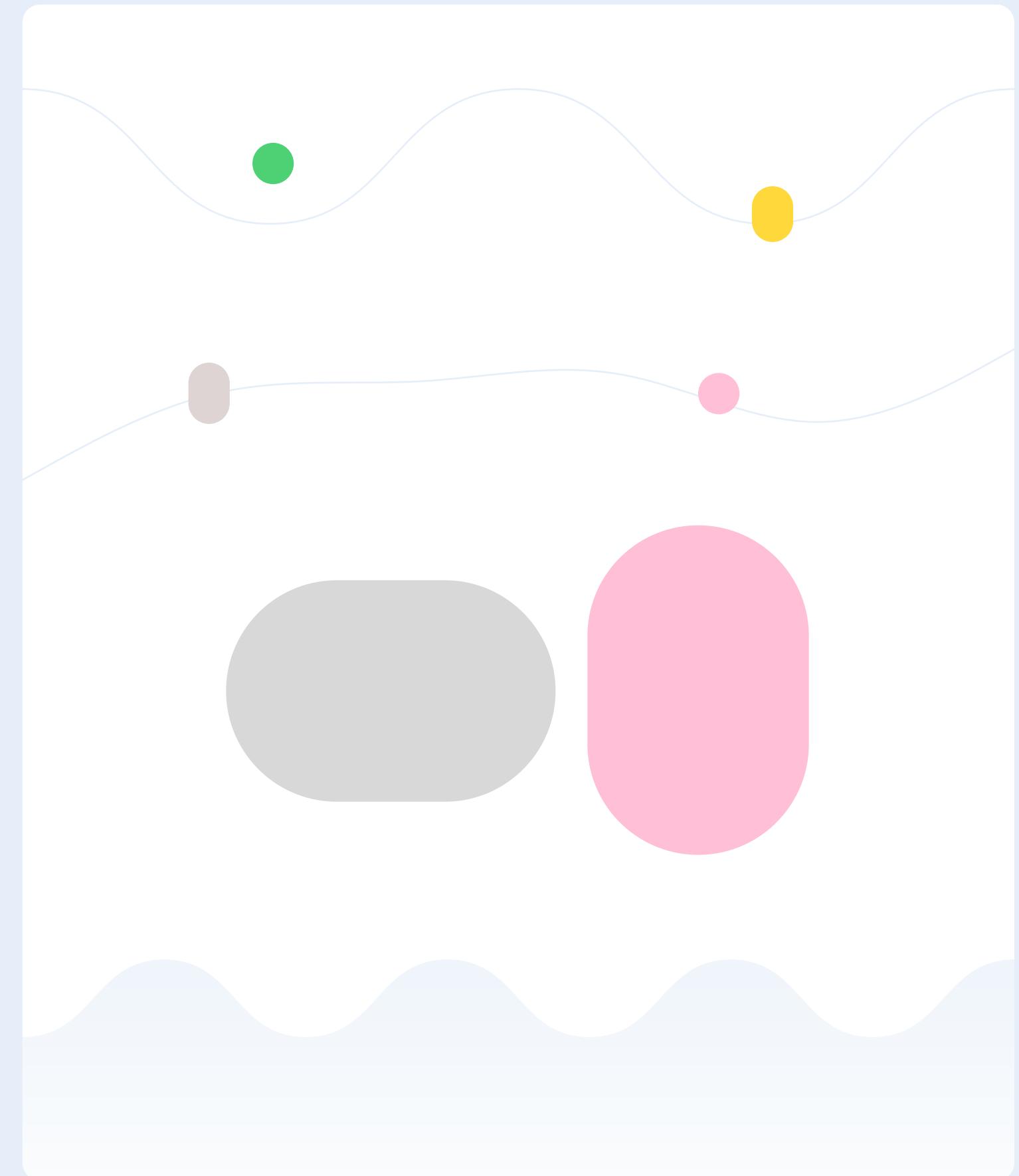
[Next: Recommendations !\[\]\(e67eff789babac868c3bd58f85840c5a_img.jpg\)](#)[Show more products !\[\]\(262068887e9a753ab6fbea2bf5de5fe2_img.jpg\)](#)

Design Elements

Design elements

Relewise's graphic elements add character, rhythm, and playfulness to our brand expression. Waves, dots, circles, sprinkles, and color blocks provide flexibility across digital and print, reinforcing our identity without overpowering the core design.

Their purpose is to frame content, guide attention, and create a distinct visual atmosphere that feels uniquely Relewise.

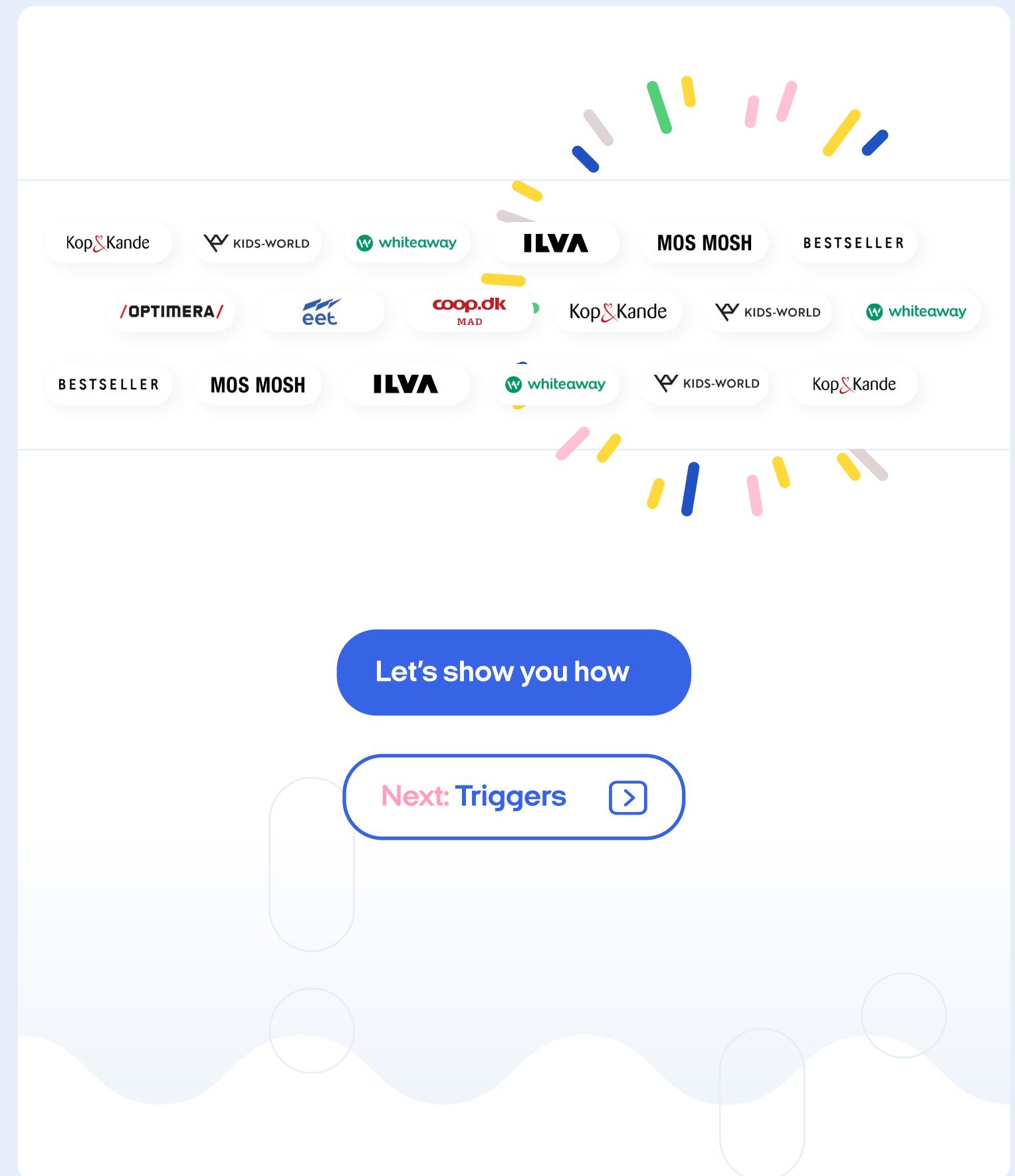


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In practice

Graphic elements work best when they support content, not compete with it. They can highlight sections, create visual breaks, or add energy to layouts while leaving typography and messaging in focus.

Used with space and intention, these details strengthen recognition and unify the brand across web, presentations, and print materials.



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In practice

Elements should always be applied consistently and in line with the brand palette. Use them to enhance readability, structure, or energy, but avoid overuse, distortion, or random placement.

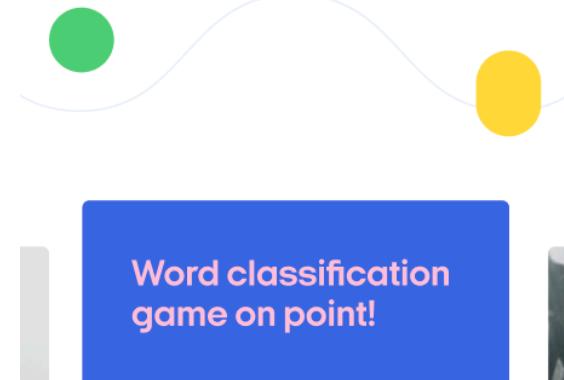
Shapes should never become decorative clutter, logos, or typography substitutes. Clear, purposeful application keeps them playful yet professional.



Instant result search

With average server response times below 2 milliseconds, Relewise Search creates a unique e-commerce discovery experience. Our headless technology integrates into any e-commerce platform.

Check out our search features below



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