



2017  
Visual Identity  
[www.Relmagin3D.com](http://www.Relmagin3D.com)

# LOGO SPECIFICS

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The Relmagin3D logo has been specifically designed and must not be recreated. These proper variations of the logos are created with the official brand artwork. Uniform use of the logos will sustain Relmagin3D as brand.

At Relmagin3D, we intend to converge the virtual and physical world by opening the promises of 3D printing to all and leading the third industrial revolution. We are geared to help companies prosper by advertising their brand in a unique way through the use of our 3D printed products, such as buttons and nameplates. Our feature product is personalized 3D figurines to allow consumers to customize figures to make it their own. Through purchases from our company, we are including free key-chains based on prominent social movements such as gender equality and domestic violence. Our company wants to bring awareness to these social issues. Our company is not only printing out 3D figures, we are implementing change in society.



**1. Full Logo**



**2. Horizontal Version**

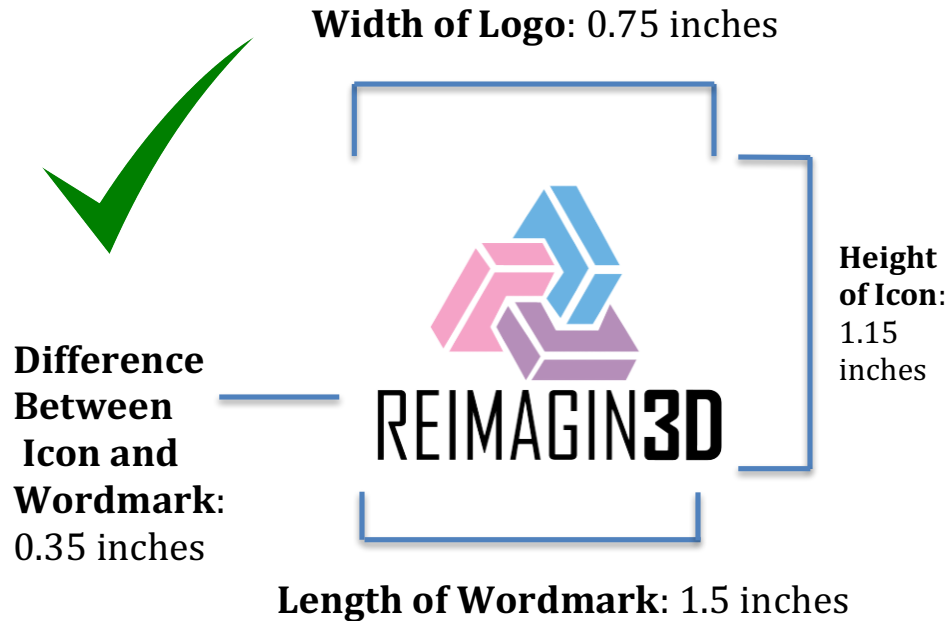


**3. Icon Version**



**4. Wordmark Version**

# LOGO CRITERIA



## TYPOGRAPHY:

The wordmark is shown in **Agency FB Regular** and **Agency FB Bold**. “REIMAGIN” should be in Agency FB regular, and “3D” in Agency FB bold. Consistent use of font and size for the logo should be used to effectively represent ReImagin3D. “ReImagin3D” in the business cards are set **ALL** in **Agency FB Bold**. The back of the business cards consists of the following fonts: Pennellino, Sign Painter-House Script, HelloGoodbye, Agency FB Regular, and Agency FB Bold.

ALL printed Reimagin3D marketing strategy materials will only consist of the following fonts: Helvetica, Futura, and KG Inimitable Original.



#6AB2E2  
R 106 G 178 B 226  
C 55 M 16 Y 0 K 0



#F5A4C7  
R 245 G 164 B 199  
C 0 M 45 Y 0 K 0



#B48CB8  
R 180 G 140 B 184  
C 23 M 45 Y 0 K 7



#BDBDBD  
R 189 G 189 B 189  
C 26 M 26 Y 21 K 0



#BBBBBB  
R 187 G 187 B 188  
C 27 M 21 Y 22 K 0



#989898  
R 151 G 151 B 151  
C 43 M 35 Y 36 K 1



## LOGO DON'TS

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Logo should be placed on the right hand side of the wordmark.



When using full logo, wordmark should be placed under the icon.



Make sure you don't rotate the icon. The purple block should be the bottom of the 3D block.



Make sure the logo is not too small next to the wordmark.



There should be space between the icon and watermark.



Don't stretch out the wordmark vertically or horizontally.



There cannot be a box of color behind the logo.



Make sure the 3D in REIMAGIN3D is bolded.



## SEASONAL LOGO DESIGNS

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ReImagin3D's logo will be altered to help feature holidays to accommodate consumer's special events.

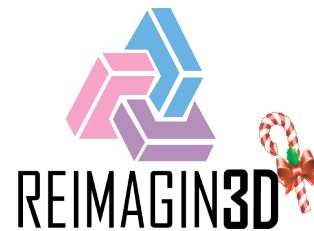
### Halloween



### Thanksgiving



### Christmas



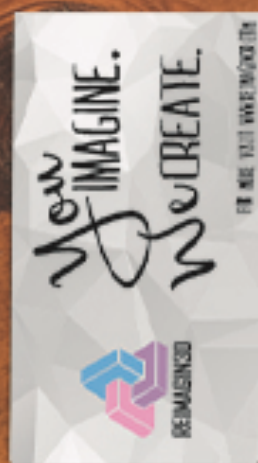
### Valentine's Day



### St. Patrick's Day



# CORPORATE IDENTITY



REIMAGIN3D



REIMAGIN3D

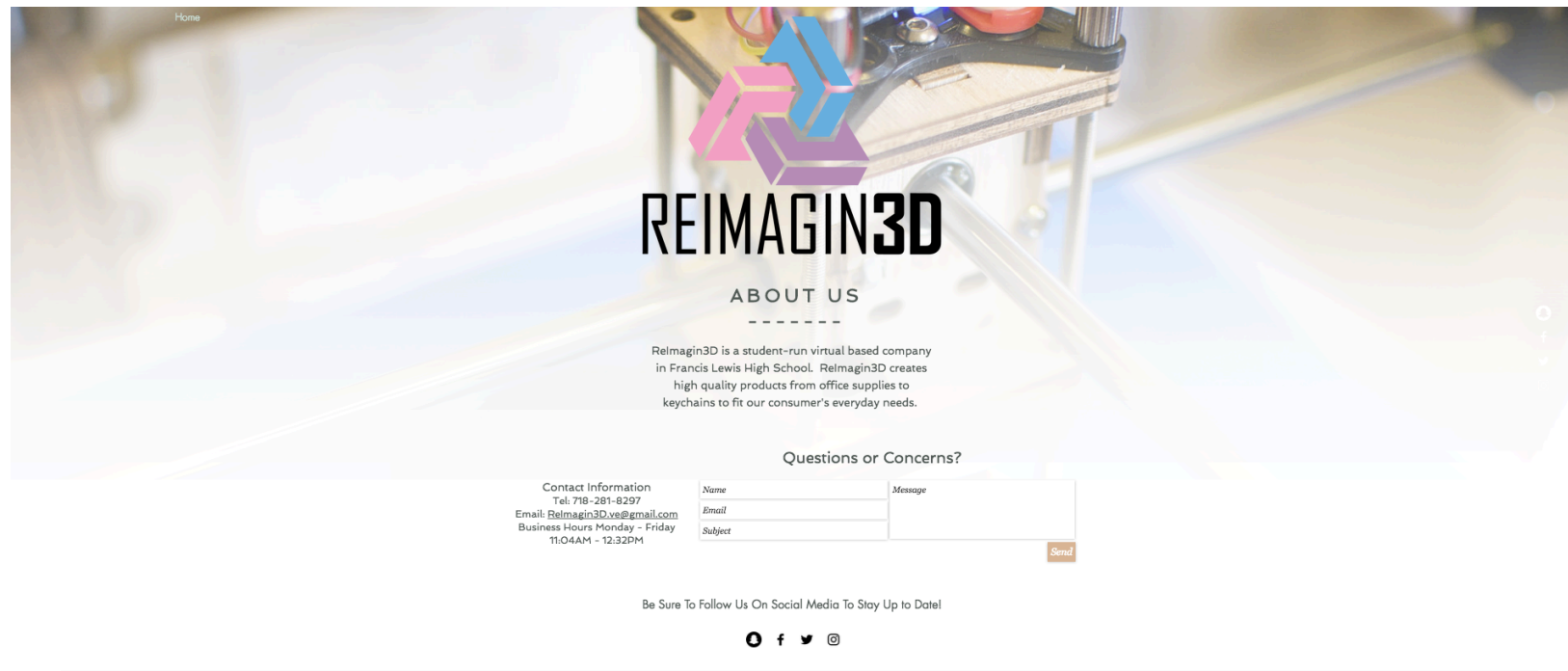
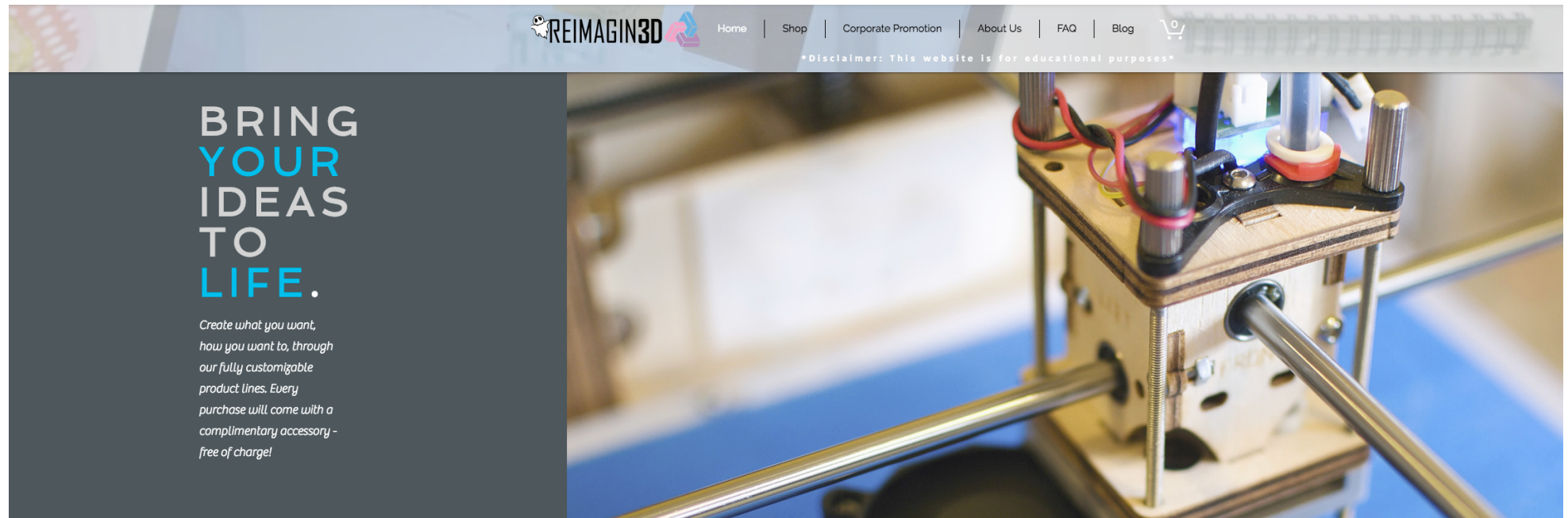


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# WEB STRATEGY



## PRINTING STRATEGY

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Printing The Future **Now**



**REIMAGIN3D**

[www.ReImagin3D.com](http://www.ReImagin3D.com)