



Company Branding Overview 2019-2020

Academy of Finance and Enterprise

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Logo, Color Palette & Fonts

Logo



Our logo represents sleep and the need for R.E.S.T. Counting sheep has been a method some use to fall asleep, the sheep in our logo represents the old school method of easing one to sleep. The moon represents the time of day most people go to sleep. Purple has become our company color because of the sense of relaxation that it gives off.

Color Palette

- Black: Hex #000000
- Dark Purple 1: Hex #674ea7
- Light Purple 1: Hex #8e7cc3



Font

Oswald

Times New Roman

R.E.S.T uses both Oswald and Times New Roman. Oswald is used as a title and in larger font sizes. Times New Roman is used for larger bodies of writing. Both fonts are easy to simple and easy to read.

Company Description and Letterhead

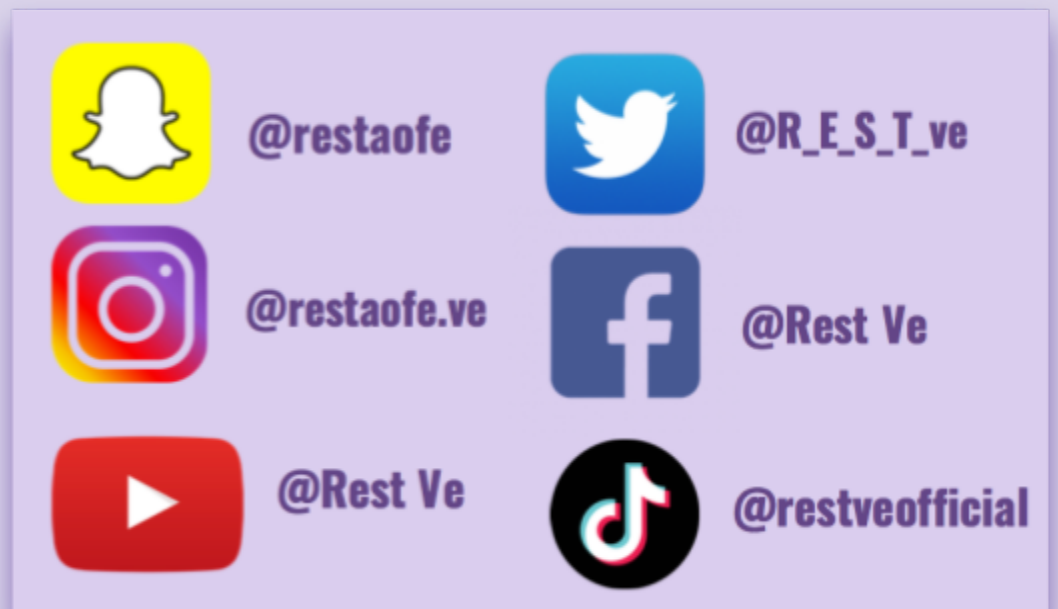


Revolutionary Essential Sleep Technology

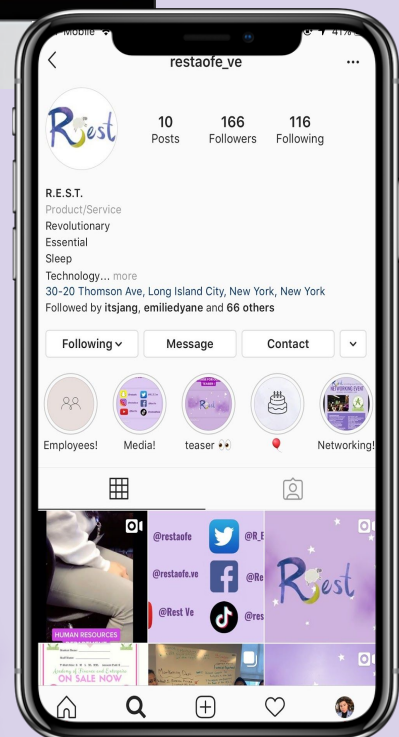
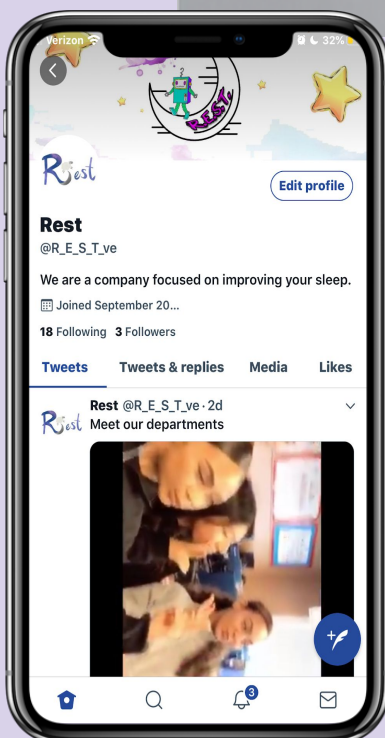
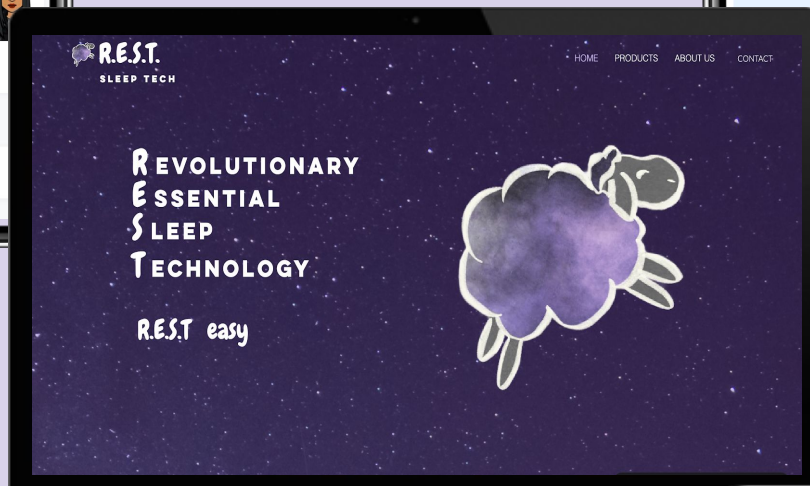
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Did you know that 85% of students don't get at least 8 hours of sleep on a school night? R.E.S.T is trying to solve the issue with sleep deprivation. We solve this issue by developing revolutionary technology to assist those who cannot fall asleep. Life can be stressful and that sometimes does not allow us to fall asleep. With our use of pressure point technology we are able to develop essential products that assist our consumers in many ways. Additionally, our entire line of products compliment each other to ensure you get a good night's rest. Our products are constantly evolving but as of now we have four products. WaveZ are a set of earbuds that use unique brainwave technology to induce sleep. Not just for sleep, switch brainwaves for workouts and meditation. PillowZ is a Pillow that massages your head hitting the wind pool pressure point. LightZ is a self-dimming light that dims with the day. Also, the light slowly brightens when you wake up not to shock you right away like traditional lights. ShadeZ is an eye mask that massages the temples of your head and has scent packs to relax you. ***So, leave the rest to us.***

Business Card



Social Media



Business Plan Cover



Business Catalog Cover

