



Brand Identity Guide

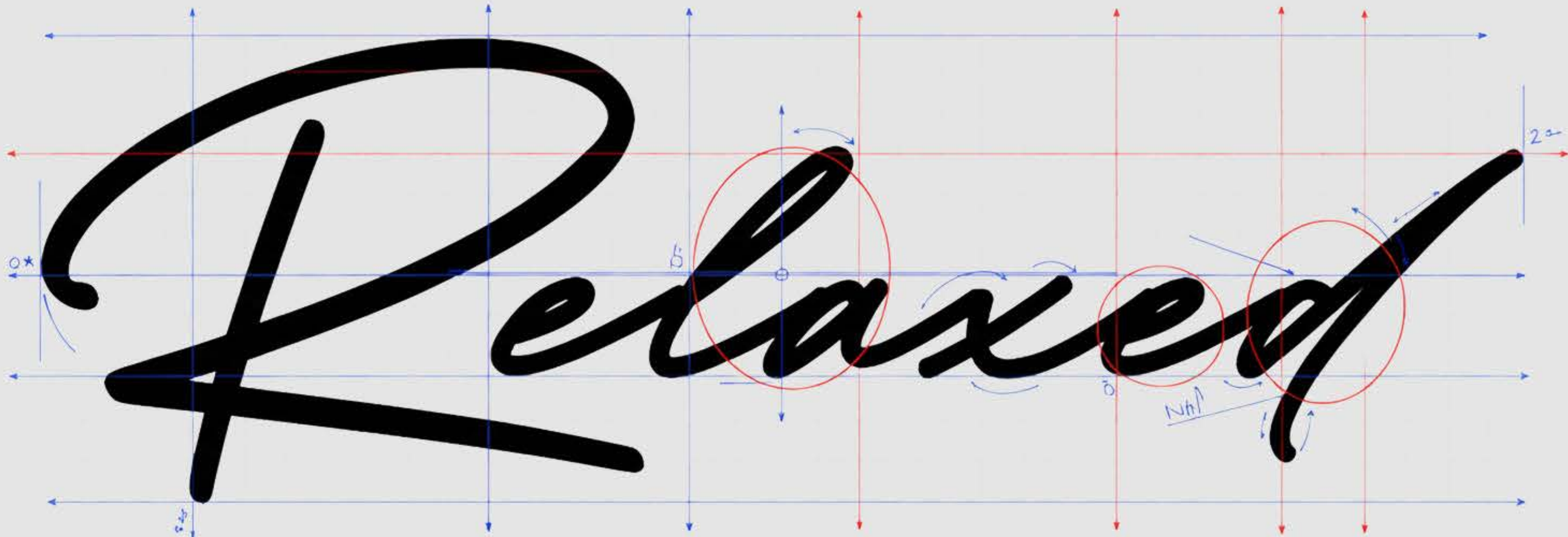
Relaxed

Relaxed



Inspired by the comforting, sincere, and trusting effect of handwriting on people. One of the most important values reflecting the Relaxed brand's core mission and vision is "sincerity." It is the central inspiration for our corporate identity work.

Design Process



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Font 1 (R): Winlove Font


ABCDEFGHIJKL
NOPQRSTUVWXYZ

Font 2 (e-l-a-x-e-d): Grand Resort Font

abcdefghijklm
nopqrstuvwxyz

Use of Color and Font

Main Theme Color



#000000
RGB(0, 0, 0)
CMYK(91, 79, 62, 97)

Transition Color - 1



#4b4c50
RGB(75, 76, 80)
CMYK(65, 55, 48, 45)



#bcbcbce
RGB(188, 188, 190)
CMYK(30, 22, 22, 3)



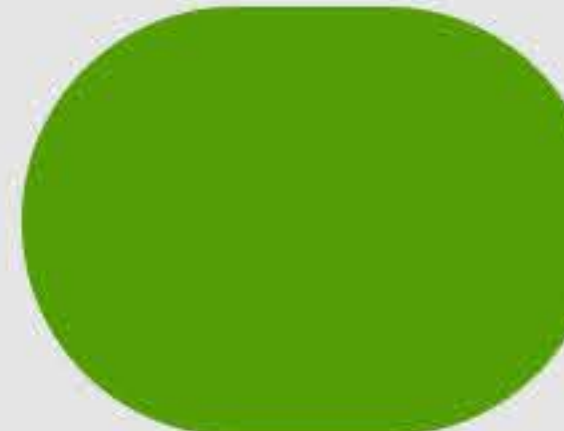
#d0d0d2
RGB(208, 208, 210)
CMYK(22, 16, 16, 1)

Transition Color - 4



#f3f3f3
RGB(243, 243, 243)
CMYK(6, 4, 5, 0)

Secondary Theme Accent Color



#549e06
RGB(84, 158, 6)
CMYK(77, 6, 100, 1)

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- * No object/item/element should be used within the secure logo area.
- * A safety area of at least 1/2x the size must be left between the logo and the surface on which it is applied.

Ground and Distance Rules

Use on Dark Colored Backgrounds



- * The Relaxed brand logo should be used with the color codes #ffffff or #f3f3f3 on dark colored backgrounds.

Use on Light Colored Ground



- * The Relaxed brand logo should be used with the color code #000000 on light-colored backgrounds.

Relaxed

what you need

The Relaxed slogan is inspired by the brand's spirit. Simple, understated, comfortable, and as close as a family member. Relaxed offers exactly what you need.

When using the slogan, the "Grand Resort" font used in the logo must be used. The color and layout requirements specified for the logo also apply to the slogan.

Use of Slogans and Icons



The Relaxed icon is designed around the "Phoenix" motif. It aligns perfectly with the global perception of the phoenix as a symbol of rebirth. This corporate icon, which emphasizes the brand's rise from the ashes and its growth, can be used in all written, printed, visual, and product designs.

The color and placement conditions specified for the logo also apply to the slogan.



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The official abbreviation for the Relaxed brand is "RLD." This abbreviation, which indicates global accent letters, can be used with the fonts used in the logo or with more accented fonts. It is not subject to the rules specified in the logo. It can be applied in various forms. It can be used freely in product and visual design.

Abbreviation Conditions and Usage



It can be used in circular, iconic, square-rectangular, or other formats. Product printing is available. Each letter can have independent sizes and colors. The letters R, L, and D can be used freely.

If the brand logo or icon is used with the abbreviation RLD, it is subject to standard terms of use.



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Mobile and App Icons





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