REBORN

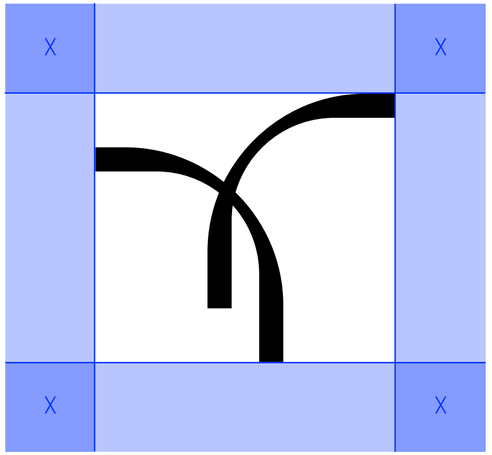
Reborn Media Kit

Logotype

The Reborn logo masterfully embodies the brand’s futuristic, tech-driven essence and its core theme of transformation. The use of lines as the primary design language, combined with a minimalist interpretation of a butterfly, creates a visually compelling symbol.

Clearspace

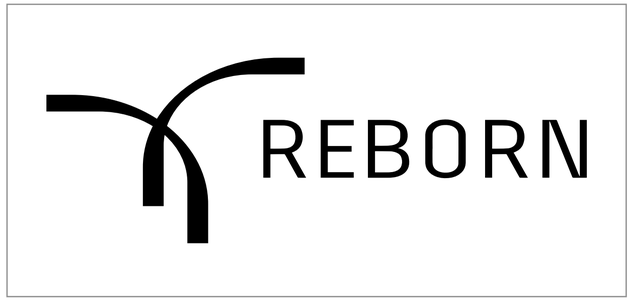
A certain amount of space is needed around the logomark to ensure its visibility, legibility, and impact. This space acts as a protective buffer, preventing other design elements, text, or images from crowding or interfering with the logo.



Logo Dont’s

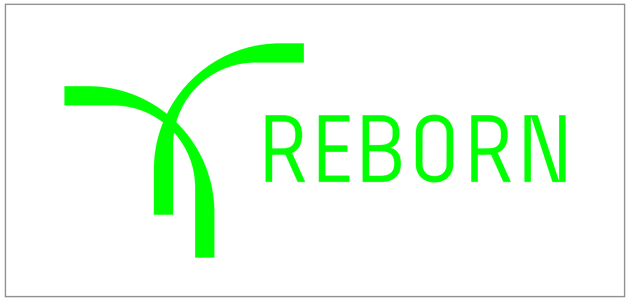
To maintain the integrity and professionalism of the Reborn’s logo, it is important to avoid the following misuses.

❌ Distortion



Don't: Stretch, compress, or skew the logo in any way

❌ Altering Colors



Don't: Use colors that are not part of the defined brand color palette for the logo

❌ Adding Effects

Don't: Apply gradients, shadows, glows, or other effects to the logo

Logo Dont’s

To maintain the integrity and professionalism of the Reborn’s logo, it is important to avoid the following misuses.

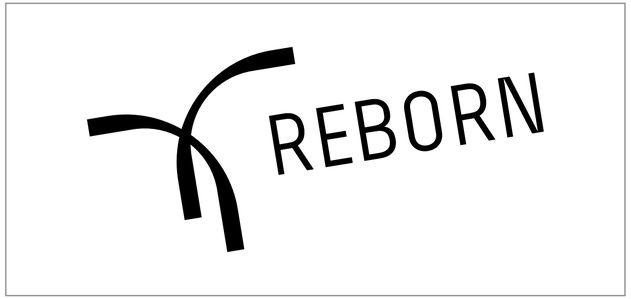
❌ Placing on Busy Backgrounds

Don't: Place the logo over busy, cluttered, or low-contrast backgrounds

❌ Using Unapproved Fonts

Don't: Modify the typography or substitute the logo’s font with any other typeface

❌ Rotating the Logo



Don't: Rotate, flip, or tilt the logo in any direction

Primary Colors

01 BASE COLOR WHITE	02 BASE COLOR OFF WHITE	03 BASE COLOR PALE BLUE GRAY	04 BASE COLOR DARK BLACK	05 BASE COLOR ONYX BLACK	06 BASE COLOR CHARCOAL BLACK	07 BASE COLOR GREY
#FFFFFF	#FCFCFC	#CADCE8	#050505	#1A1A1A	#2D2D2D	#E0E0E0

Reborn Gradient

White
#FFFFFF

Off White
#FCFCFC

Pale Blue Gray
#CADCE8