

Redion Brand Guidelines

Release – 20th April 2026



1. About Redion

Who we are and what we stand for.

4.1

Logo

Primary logo

Our primary logo is the foundation of who we are. Always use the full-color version and the official master artwork design files—they help everyone recognize Redion instantly and keep our brand strong everywhere it appears.

Use our full logo in most situations. You can use just our symbol in these cases only:

- Social media icons (as long as our name appears nearby)
- Web favicons
- App icons

Don't use the symbol on its own anywhere else—it's there to support our full logo, not replace it. For more examples, check our Social Media Icon guidance.



4.1

Logo

Alternative logomarks

We've included two alternative logos in your suite. Use the white version on colored backgrounds and photography. Use the black version when you need minimal color—like black and white printing.

Always use the primary full-color logo when you can. It's our strongest version. But our visual language lets you use different backgrounds too—that's when you'd use the white logo instead.

Use the full-color primary logo for first-time brand interactions. People remember us better that way. After that, you can use the white logo more often.



4.1

Logo

Logo meaning and symbolism

Our logo combines three things that define us: our heritage, digital innovation, and always-on care.

The Redion wingmark symbol

Our wingmark symbol combines the Generali wing with the letter R. It evokes protection, agility, speed, and support—everything our always-on care promise delivers. It also subtly indicates our proud Generali heritage.



The O

The O in our logo honors our Europ Assistance heritage. The design shows balance and partnership. The flowing lines represent motion, adaptability, and our commitment to continuous support.



Always ON

The “ON” glows brighter than the rest of the logo—it emphasises the digital side of our approach and the fact we’re always switched on and ready to help. It reinforces our promise: we’re present, active, and reliable 24/7.



A symbol of unity and motion

Together, these elements create a logo that expresses who we are: a company built on heritage and innovation, blending quality of care with digital delivery and speed of response. Every detail supports our promise: You live, we care.



4.1

Logo Exclusion zones and sizing

Give the logo breathing room. Leave clear space around it—this protects how it looks and how people see Redion. The minimum exclusion zone is based on the height of the wingmark symbol.

Don't make the logo smaller than the recommended minimum width, or it won't be clear enough—whether it's in print or digital.



Minimum
size



25mm / 75px

4.1

Logo Positioning

Always position the logo in a corner of your layout. Think about the design and choose the corner that works best. Remember to keep the clear space around it.

When you left-align the logo, let the wingmark extend slightly past the margin—this improves the balance of the design when placed in a corner.

Place the logo toward the bottom of your layout. Consider your composition though—put it where it'll work best for your design.



4.1

Logo Incorrect usage

Use the logo exactly as it is. Don't stretch, rotate, recolor, or add effects. Place it on clean backgrounds with the approved colors from the official artwork files. This keeps Redion looking strong and consistent everywhere it appears.

⊗ Don't alter the colors within our logomarks



⊗ Don't rotate, stretch or scale elements of the logo



⊗ Don't apply shadows or effects to the logomark



⊗ Don't lock up any message with the logo



⊗ Don't use the logomark on backgrounds without contrast



⊗ Don't use the logomark on top of busy images



⊗ Don't use the Redion wordmark on its own



⊗ Don't use the wingmark symbol on its own*



*aside from social media icons
(see next page)

4.1

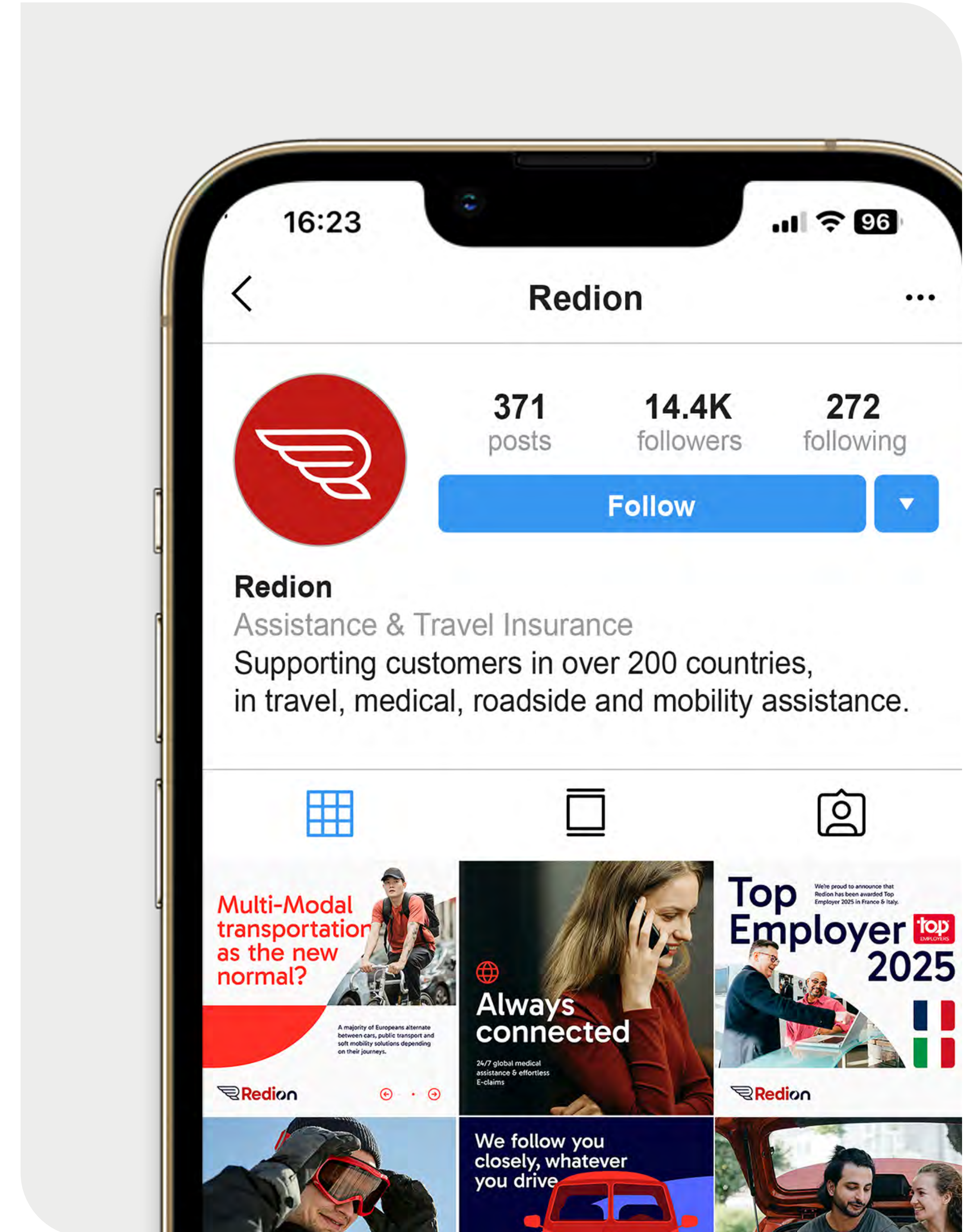
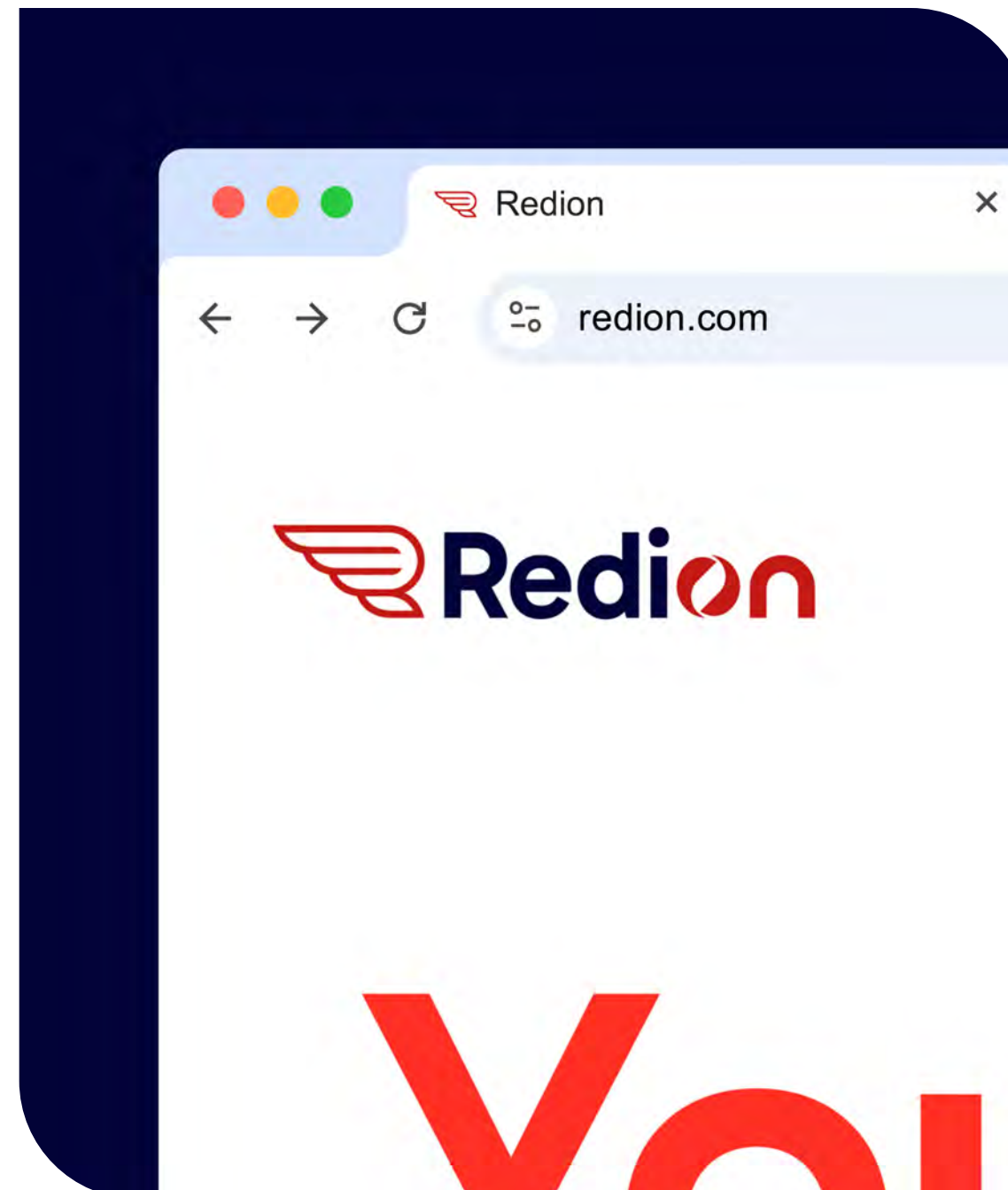
Logo Social media icon

For social media, use the Redion social icon—it's designed to look clear and strong, even when it's tiny. It comes from the same elements as our main logo, so people recognize Redion instantly across all platforms.

Get the social icon from the official Redion asset library. Don't create your own, crop the full logo, or use other versions. This keeps our brand consistent everywhere.

Use the wingmark only in our Medium Red or white on a Medium Red background. Don't add any text, graphics, or other elements to it.

Keep it at minimum size with plenty of clear space around it. You'll help it stay readable in small circles and on mobile.

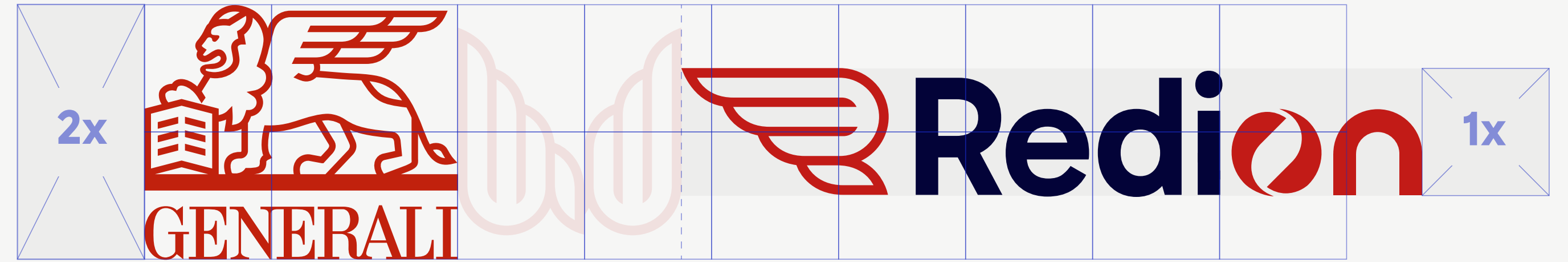


4.1

Logo Co-branding and partnerships: With Generali

Use the official Redion logo with the horizontal Generali logo. Size them in proportion to each other and align them clearly. Keep the minimum clear space around both, and don't change either logo in any way. This keeps both brands strong together.

Please see guidance in [Brand Architecture](#) (2.1 Masterbrand) on when and how to show both logos together.

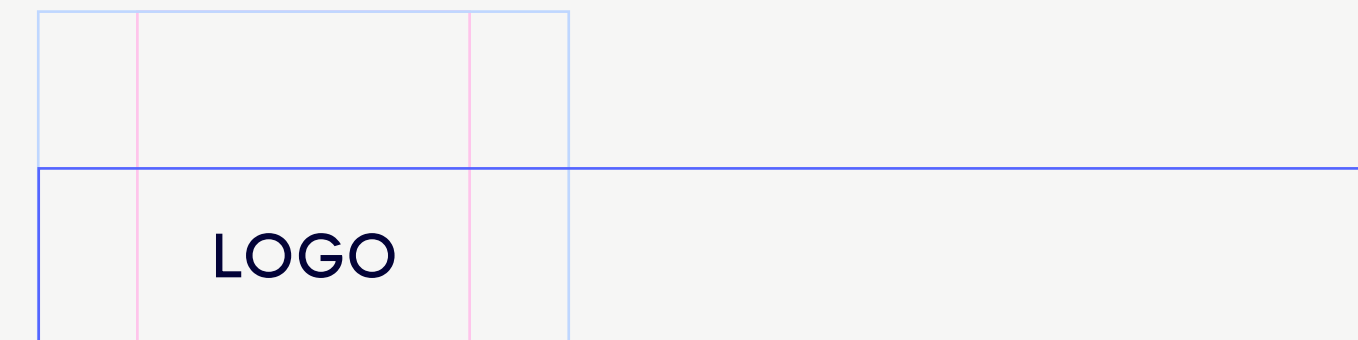
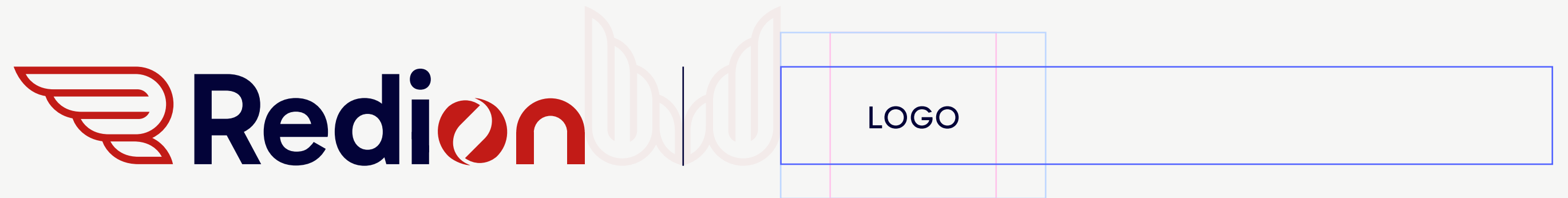


4.1

Logo Co-branding and partnerships

When you use Redion with partner logos, use the approved formats we've created. Space all logos evenly and keep them balanced. Make sure the Redion logo stays clear and strong—no partner logo should take over or hide it. This shows Redion is important and present.

Coordinate with our Group Brand & Communications team before using the Redion brand alongside any third party logo.



4.2

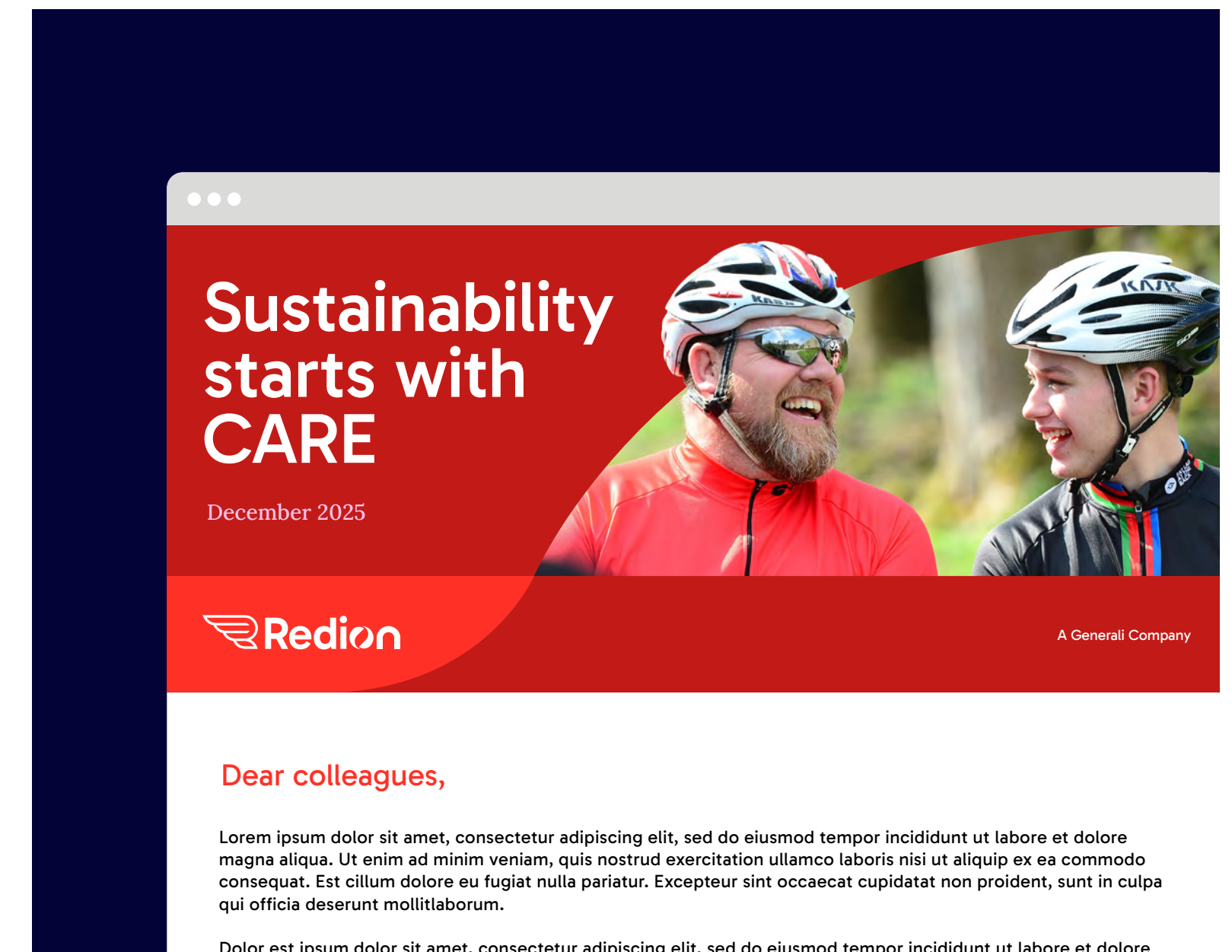
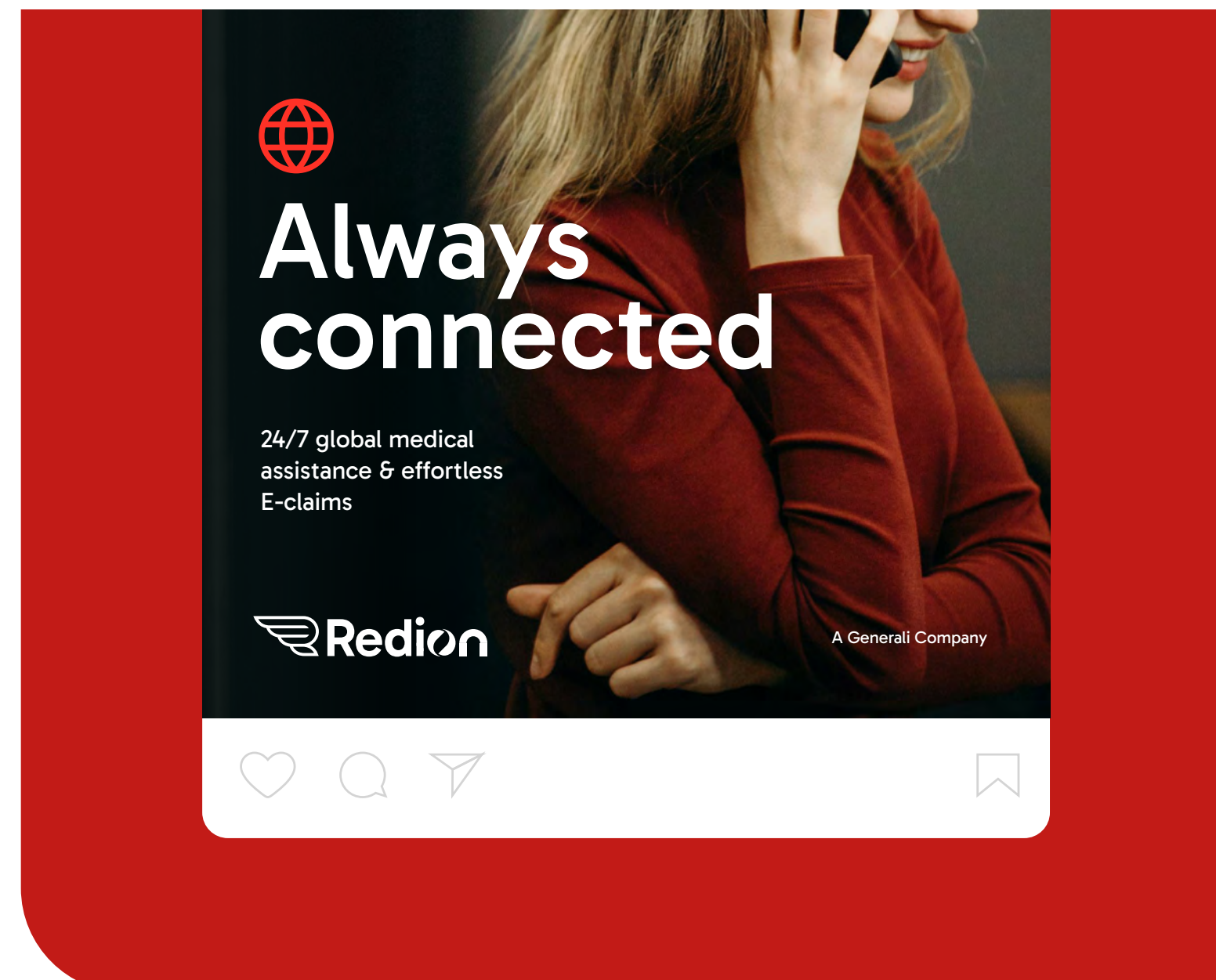
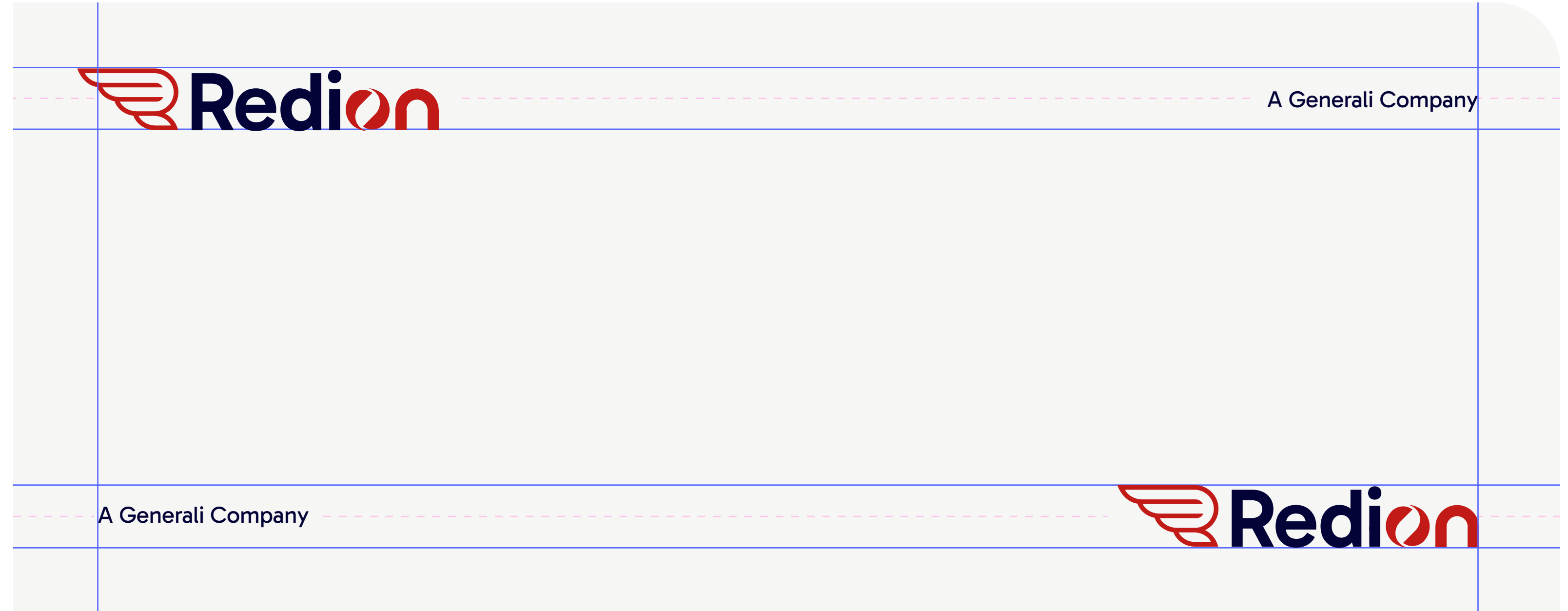
“A Generali Company” optional endorsement

Use the “a Generali company” endorsement in all situations where it builds customer confidence and reassurance about our Generali connection.

Don’t use it only if there’s a business risk, customer risk, or conflict of interest.

Place the endorsement in any corner of your layout, positioned horizontally across from the Redion logo. Align it left or right vertically (depending on where the Redion logo is), or center it horizontally if it’s on the same line.

Use the approved style, size, and placement from these guidelines. This keeps the connection clear and consistent.



4.3

Color palette

Core colors

Our core colors show who we are—red for our Generali connection, blue for our Europ Assistance heritage, and neutrals to balance them. Use this palette for all branded materials.

Reds

Pink	R 255 G 196 B 235 C 2 M 31 Y 0 K 0	# FFC4EB PMS Magenta 0521 C
Bright Red	R 255 G 48 B 38 C 0 M 88 Y 81 K 0	# FF3026 PMS Warm Red C / Red 032 C
Medium Red	R 194 G 28 B 23 C 0 M 95 Y 100 K 20	# C21C17 PMS 180 C
Dark Red	R 99 G 13 B 20 C 35 M 100 Y 82 K 56	# 630D14 PMS 188 C

Blues

Dark Blue	R 3 G 3 B 56 C 100 M 94 Y 42 K 61	# 030338 PMS 2768 C
Medium Blue	R 26 G 43 B 194 C 95 M 79 Y 0 K 0	# 1A2BC2 PMS 2736 C
Bright Blue	R 84 G 102 B 255 C 79 M 64 Y 0 K 0	# 5466FF PMS 2718 C
Light Blue	R 191 G 214 B 255 C 28 M 11 Y 0 K 0	# BFD6FF PMS 658 C

Neutrals

White	R 255 G 255 B 255 C 0 M 0 Y 0 K 0	# FFFFFFFF
Light Gray	R 237 G 237 B 236 C 8 M 6 Y 7 K 0	# EDEDEC PMS 7541 C
Medium Gray	R 218 G 218 B 217 C 17 M 12 Y 14 K 0	# DADAD9 PMS Cool Gray 1 C

4.3

Color palette Hierarchy

Follow the color hierarchy we've set out here. It'll keep your branded assets consistent and balanced.

Our primary palette should appear in half of all your assets.

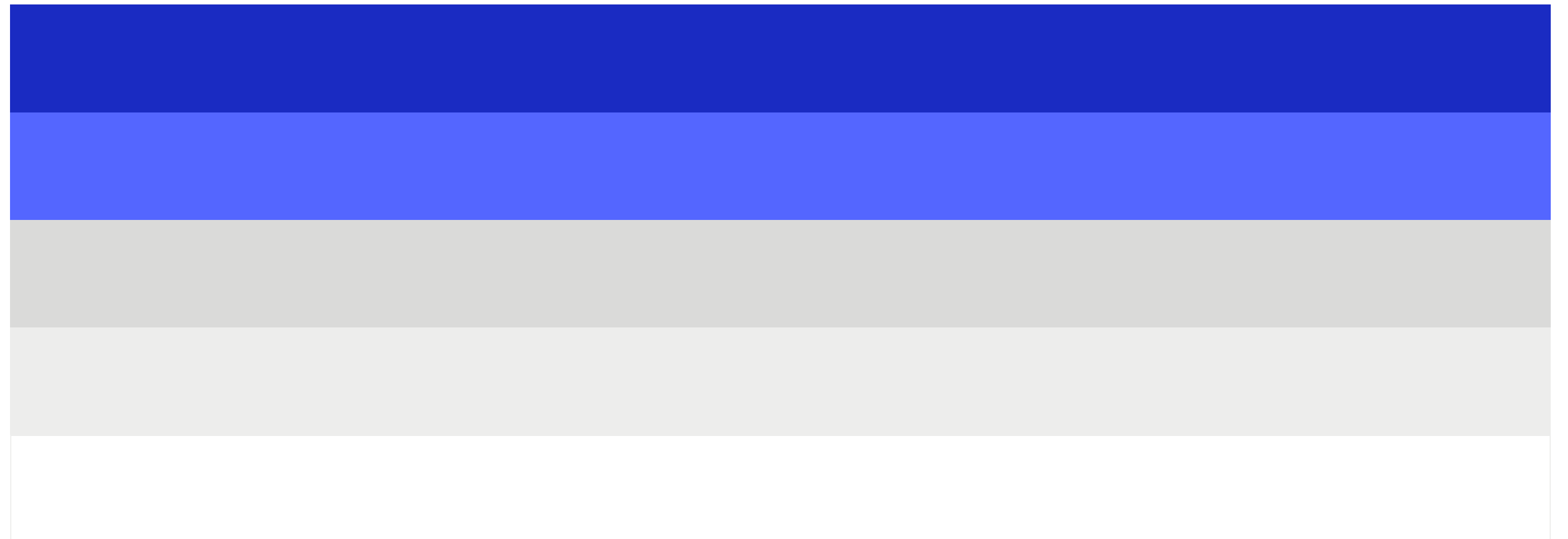
Use our secondary palette for contrast—add it through illustrations, iconography, and backgrounds.

Finally, our tertiary palette adds flexibility to infographics and iconography, but don't overuse it.

50%



40%



10%



Typography

Primary typeface

Gabarito is our primary typeface—it's modern, approachable, and clear, just like Redion. Use it for headlines, key messages, and body copy.

Download [Gabarito](#) here.

Aa Bb Cc

Gabarito

fonts.google.com/specimen/Gabarito

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut
labore et dolore magna aliqua.
Ut enim ad minim veniam, quis
nostrud exercitation ullamco labo
exercitation ullamco laboris nisi ut
ris nisi ut aliquip ex ea commodo
consequat laborum.

Regular
Medium
Semi Bold
Bold

4.4

Typography

Secondary typeface

Use Lora for pullout information, numbers, dates, quotes and captions. It works alongside Gabarito and gives us flexibility and adds character and a human touch in how we use type.

Download [Lora](#) here.

AaBbCc

Lora

fonts.google.com/specimen/Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut
labore et dolore magna aliqua.
Ut enim ad minim veniam, quis
nostrud exercitation ullamco labo
exercitation ullamco laboris
nisi utris nisi ut aliquip ex ea
commodo consequat laborum.

Regular
Medium
Semi Bold
Bold

Typography

System typeface

Our brand typefaces may not always be available in Microsoft applications such as Word or Powerpoint. In these situations, use the Microsoft default font, Aptos. This font should be pre-installed with all Microsoft software.

AaBbCc

Aptos

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut
labore et dolore magna aliqua.
Ut enim ad minim veniam, quis
nostrud exercitation ullamco labo
utris nisi ut aliquip ex ea commodo
consequat laborum.

Regular
Semi Bold
Bold
Extra Bold

5.1

Stationery and office materials

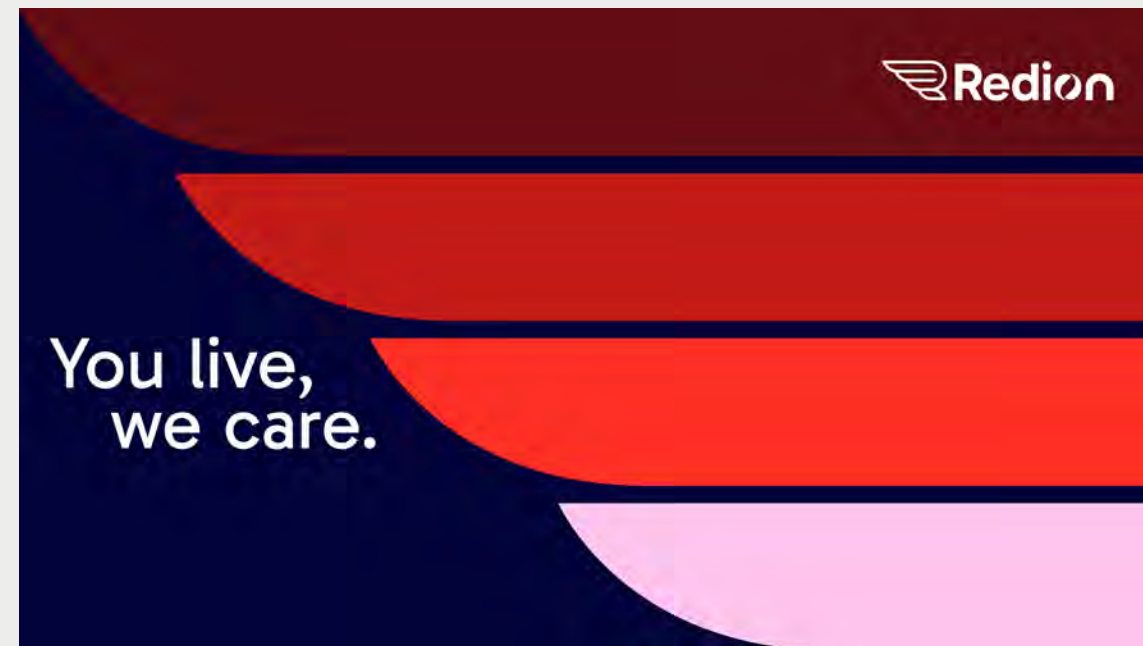
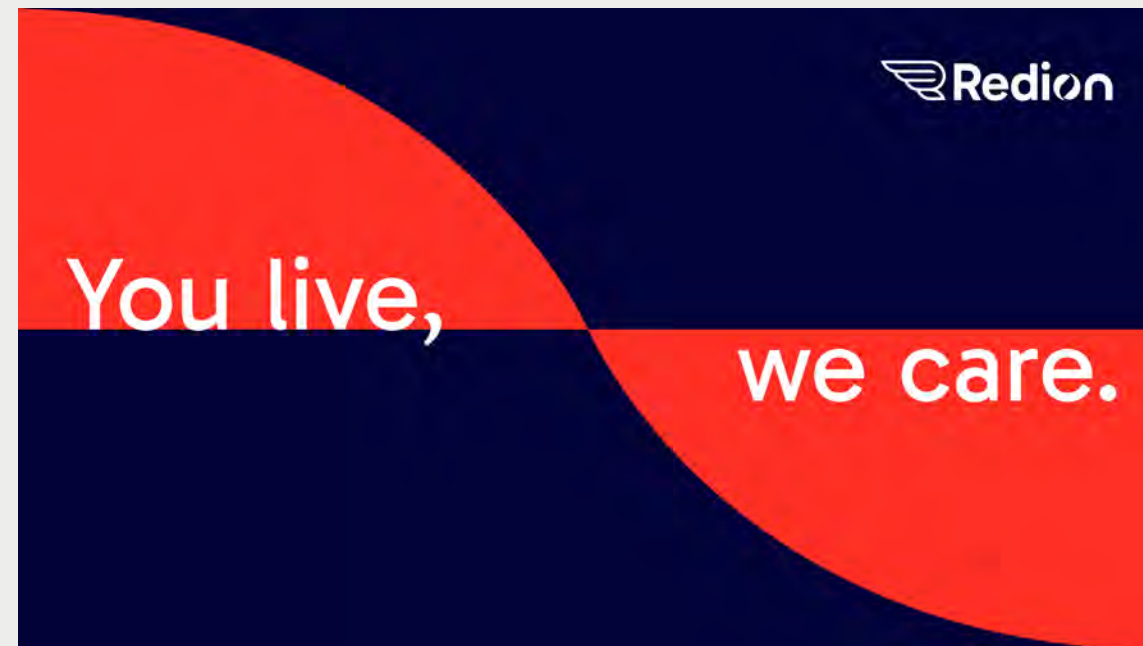
Teams background template

Use this background for all virtual meetings—it's designed to keep our brand consistent and makes your job easier.

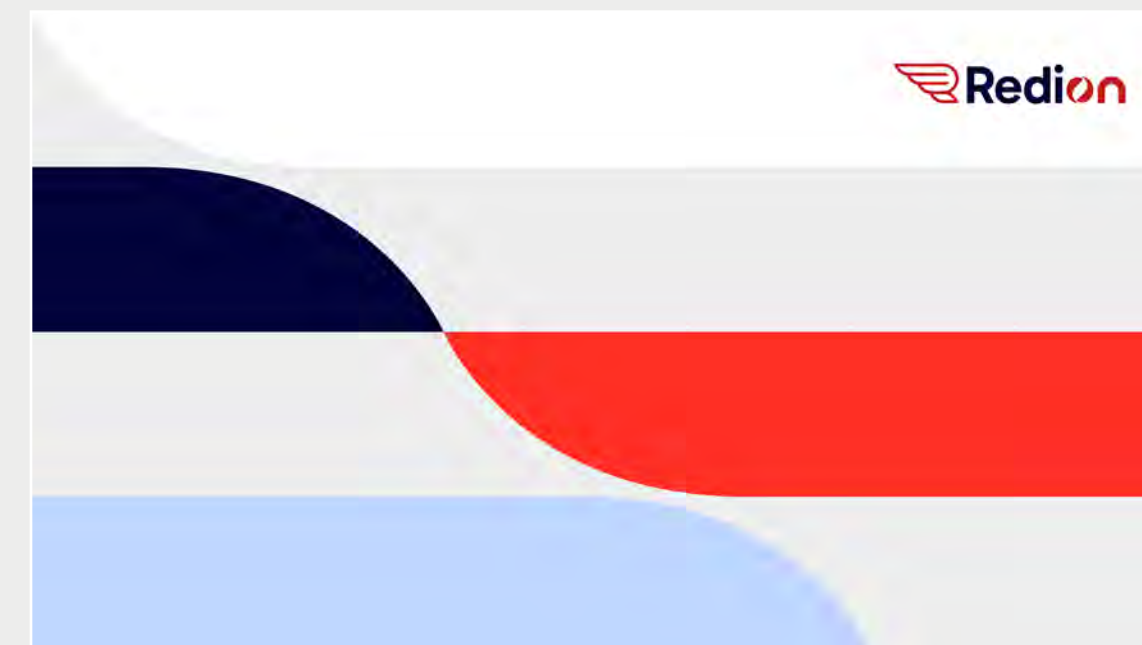
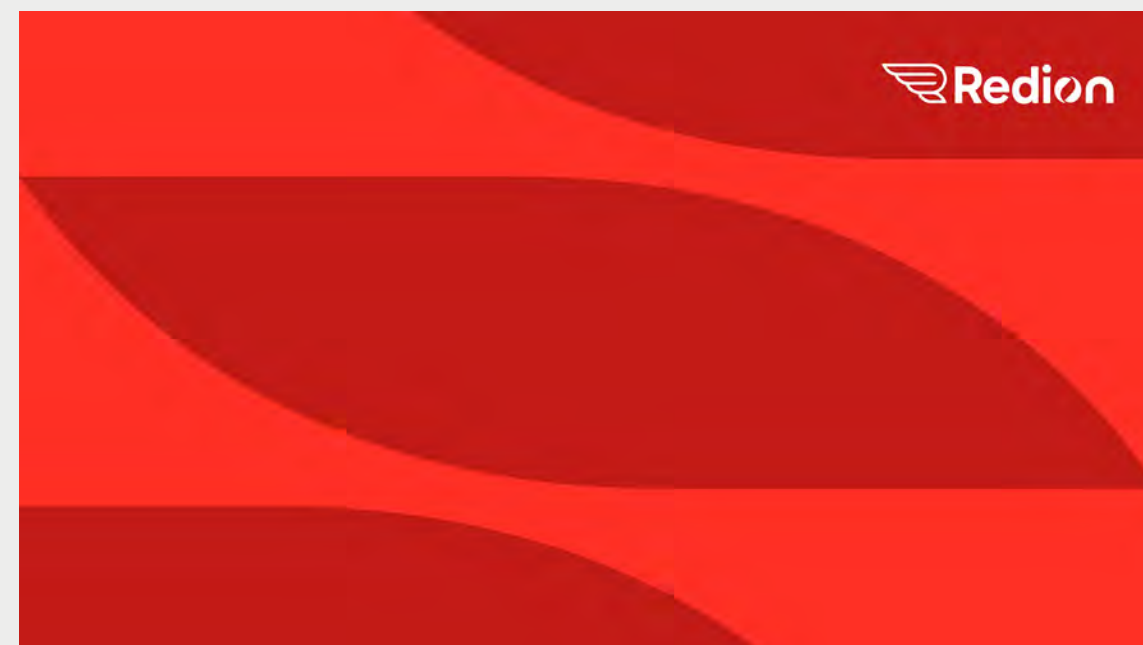
Same goes for everyday communications: they're built to work, so please don't rebuild them yourself.

Download the latest Teams background templates from the Redion asset library at [\[URL placeholder\]](#).

With tagline options



No tagline options



5.1

Stationery and office materials

Email newsletter header image template

Use these header images for Redion email newsletters—it's designed to keep our brand consistent and makes your job easier.

Same goes for everyday communications: they're built to work, so please don't rebuild them yourself.

Download the latest editable email newsletter header image template from the Redion asset library at [\[URL placeholder\]](#).

Heading
on two or
three lines

XX Month 0000



Heading
on two or
three lines

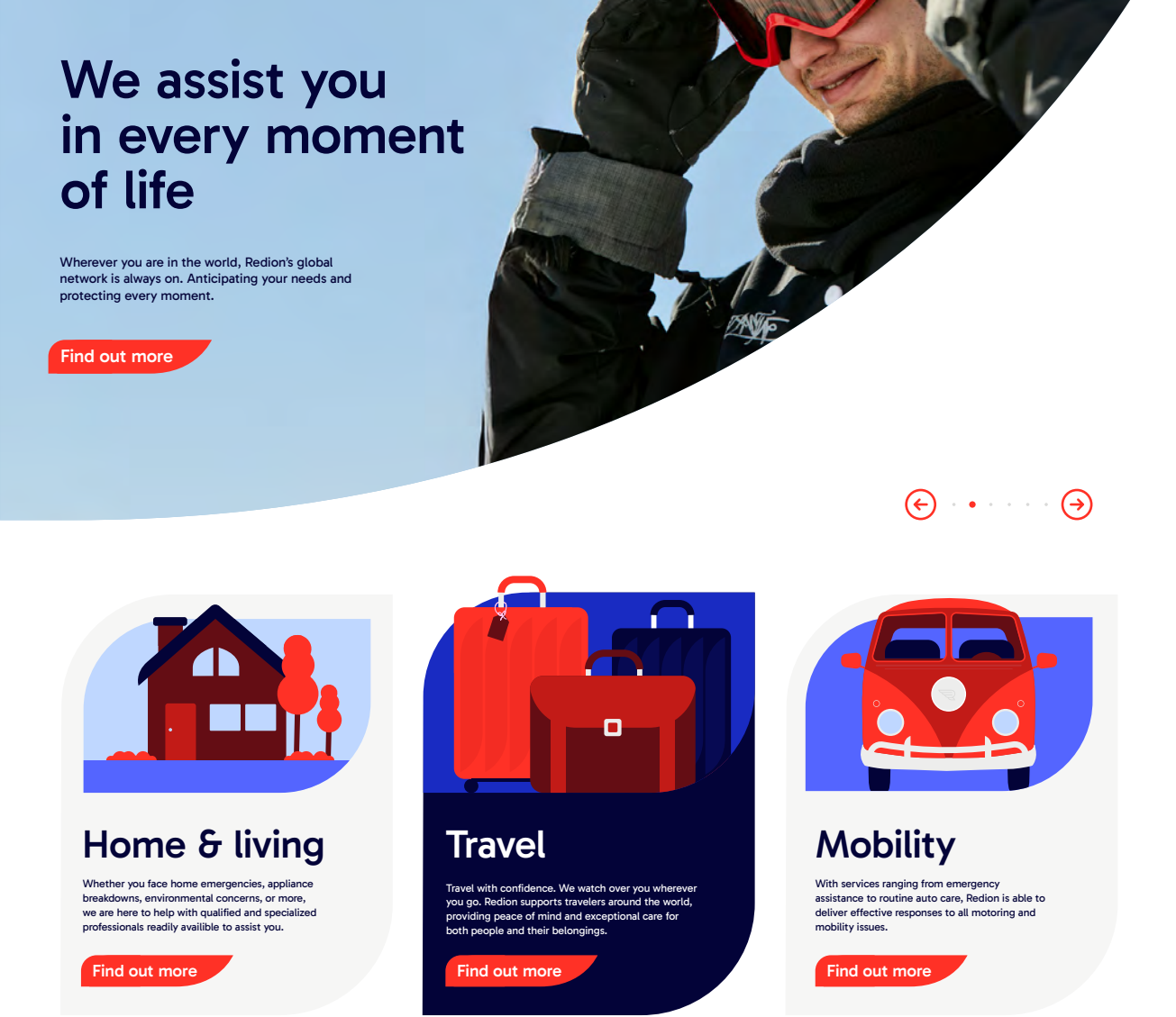
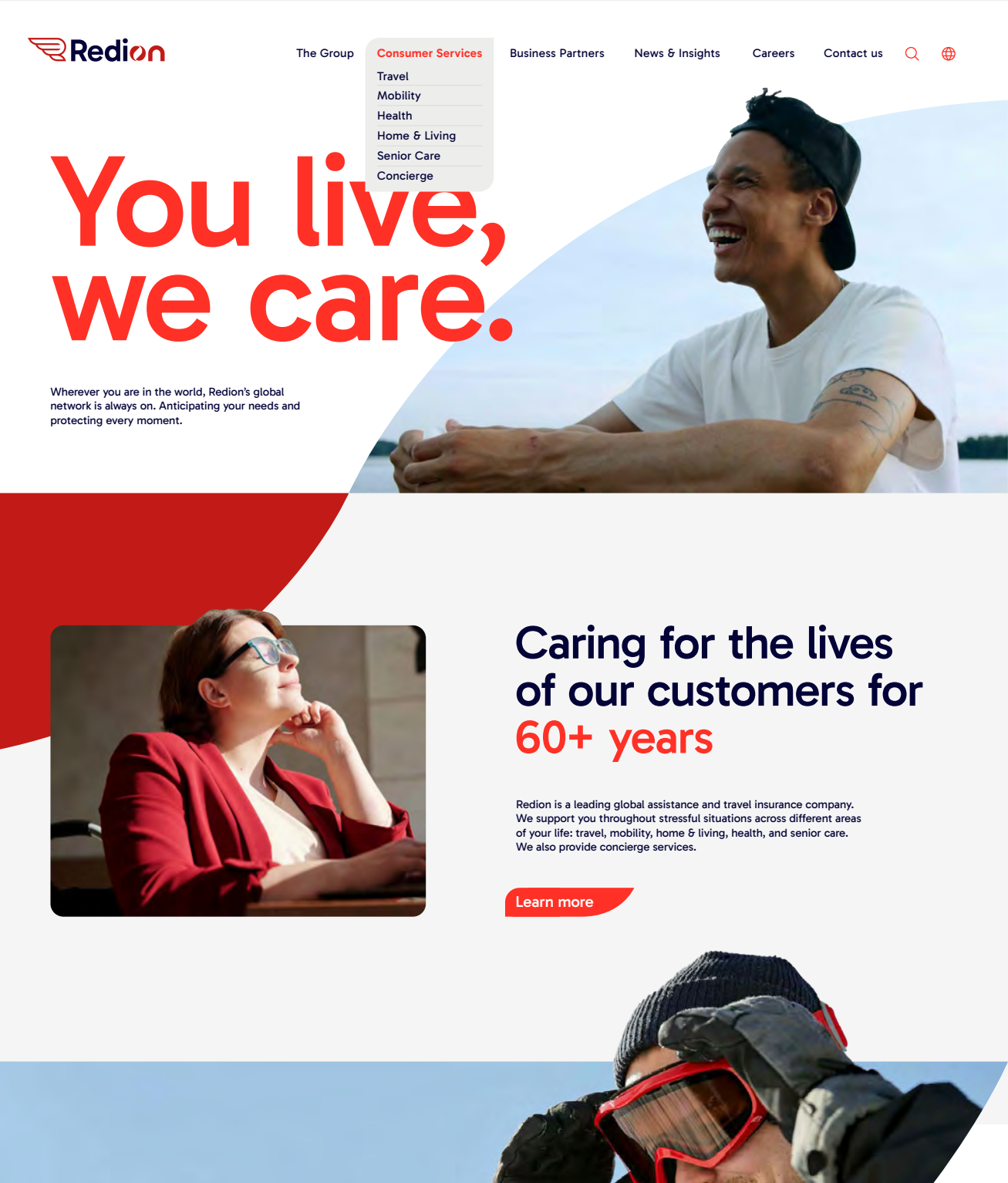
XX Month 0000



5.2

Digital Website Homepage (Indicative design)

These examples show how the Redion identity works online. Use them as a reference for layout, hierarchy and tone of voice when designing new pages.

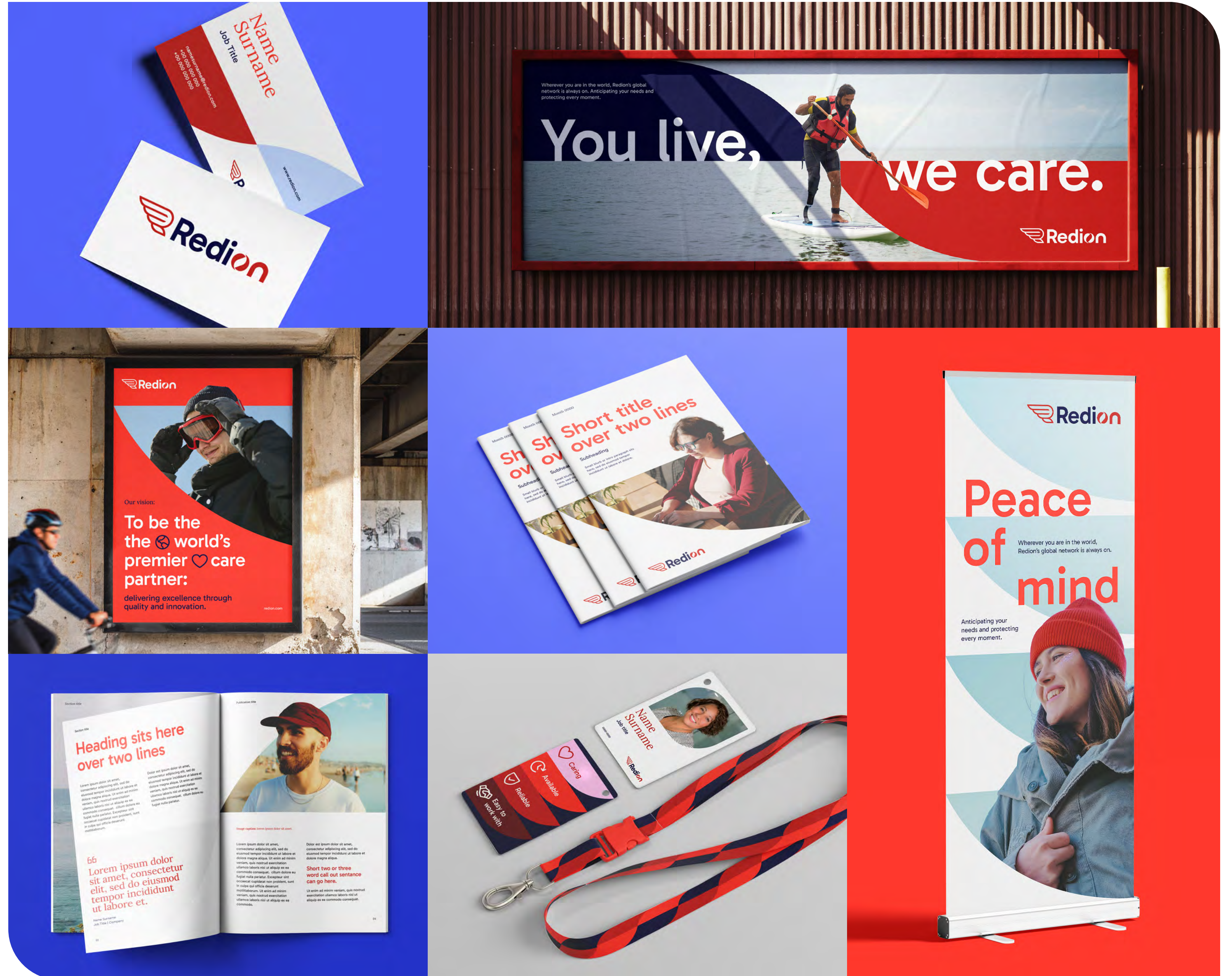


5.3

Print and marketing collateral

Our print and marketing materials show our brand’s energy, clarity, and confidence. Use the approved logo, colors, and typeface in every piece. Choose high-quality photography and keep layouts clean—don’t cram in too much information.

Make key messages and calls to action clear and direct. Apply the visual language principles for spacing, balance, and hierarchy throughout. This keeps every piece recognizably Redion.



5.1

Print and marketing collateral Roll banner template

Use this template for all Redion banners at conferences and events—it's designed to keep our brand consistent and makes your job easier.

Same goes for everyday communications: they're built to work, so please don't rebuild them yourself.

Download the latest roll banner template from the Redion asset library at [\[URL placeholder\]](#).

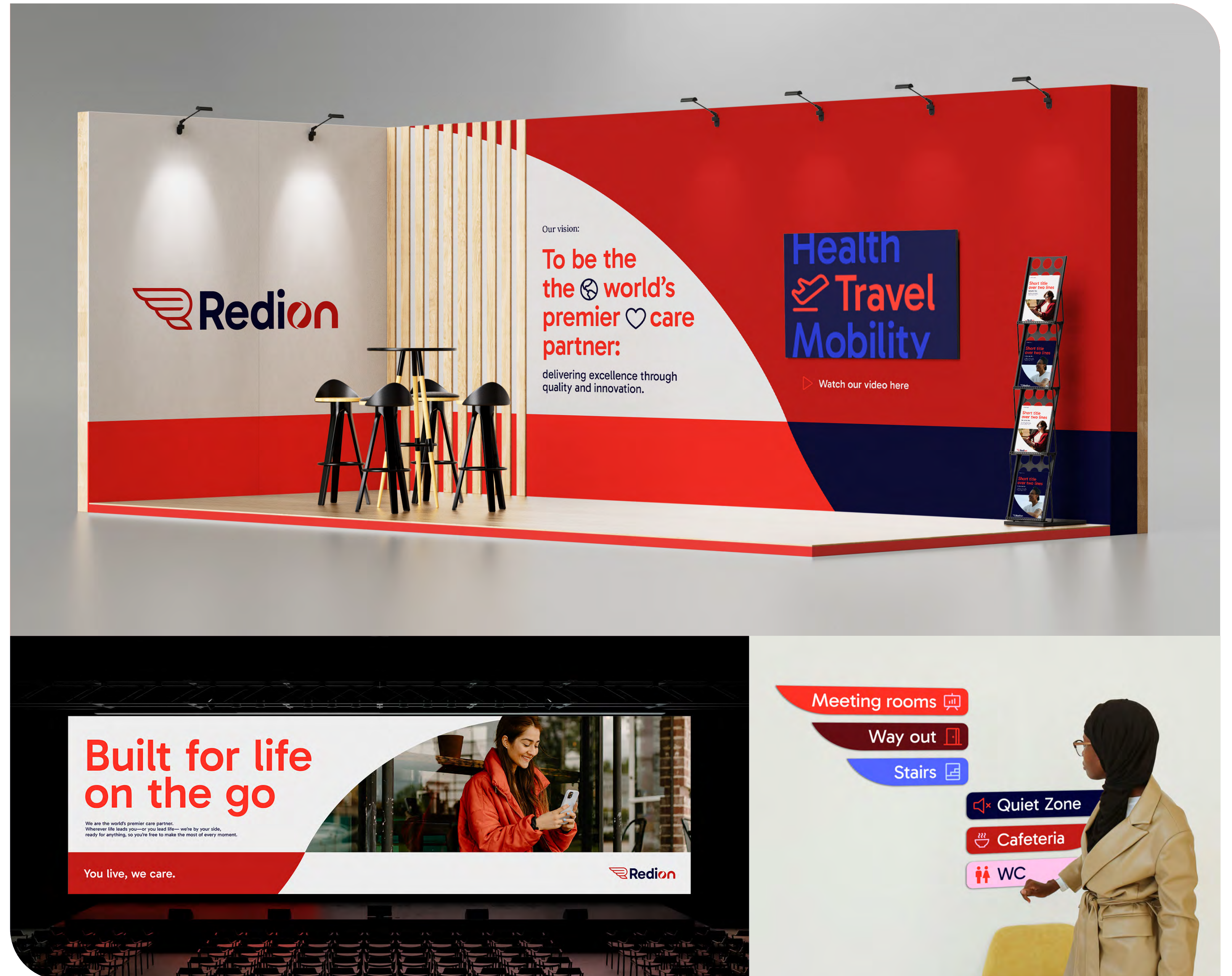
Artwork shown is for style reference only. Final artwork will need to be resized and adjusted to suit the selected lanyard dimensions.



5.4

Environments and signage

Our offices, reception areas, meeting rooms, and event displays create a welcoming, professional atmosphere. Feature the Redion logo and core colors prominently and clearly. Make signage easy to read with large text and strong contrast. Use environmental graphics and wayfinding to help visitors feel confident and supported the moment they arrive. Everything tells them: Redion is here for them.



Merchandise

Our branded merchandise brings Redion into everyday life. Use the primary logo and approved colors on apparel, bags, pens, and gifts. Keep designs simple and high quality—they should reflect who we are. Don't use unapproved colors, logos, or design elements. Every piece of merchandise we produce represents Redion's commitment to excellence, so quality matters.



Thank you

