

Redion Brand Guidelines

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1. About Redion

Who we are and what we stand for.

Who we are

The story at the heart of our brand

Life comes at you fast.

Plans change. Stuff happens.
Sometimes you need a hand.
Sometimes just a little peace of mind.

That's why we're here:
To help you make the best of what's in front of you,
So, you can get back to what matters most.

Whether you're off on an adventure,
Or just trying to get through your day a little more smoothly.
Whether you're planning for the unexpected,
Or picking up the pieces when things went wrong,

We've got you.

For over 60 years, we've been showing up when it counts,
Helping people around the world
get the care, support and cover they need—
At home, on the road, or far from both.

With people who truly care.
With technology that breaks new ground.
With a dedication that never fades.

So, wherever life leads you—
or you lead life—
We're by your side—
Always ready, always on.

Or, as we like to say:

You live, we care.



Our name and logo

The Redion name reflects our promise:

**By your side—
Always ready, always on.**

The name is energetic and future-thinking. It reflects our promise to do what it takes to support people in the here and now.

Our logo links to our heritage through:

- The use of Generali red and ‘Red’ in the name
- The wing of Generali’s St Mark’s lion
- The color palette and styling of the O (a reminder of Europ Assistance’s historic symbol)

How to say Redion

We pronounce our name REH-dee-on. Think of the English phrase “Ready-On”—that’s how it sounds.

If you need the phonetic spelling: /ɹɛdɪɒn/

Say it the same way each time when you’re speaking with colleagues, partners, and customers. It matters.



Who we are

Purpose

To help people make the most of every moment.

Our Purpose describes why we do what we do. It provides internal motivation and inspiration: it's why our people get up and come to work everyday.

Vision

To be the world's premier care partner: delivering excellence through quality and innovation.

Our Vision describes our ambition and encapsulates our strategy.

Promise

By your side—Always ready, always on.

Our Brand Promise is the ultimate encapsulation of how we want to be perceived. It acts as a guide that for everything we do.

Tagline

You live, we care.

Our long-standing, market-facing summary of what we're all about.

Redion Values

Our values shape our culture and help us deliver on our brand promise.

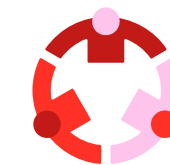
We are **Caring**



We bring empathy, warmth and dedication to every interaction—listening, understanding and going above and beyond.

and

Collaborative



We work openly and generously—with colleagues, partners and customers—removing barriers, supporting each other, and achieving more together.

Agile



We anticipate change and adapt fast — always proactive, flexible and ready for whatever comes next.

Reliable



We take ownership, follow through and always deliver—honest, calm under pressure, and never willing to give up.

Experts



We hold ourselves to the highest standards—attentive to every detail, deeply committed to the people we serve, and always improving.

Our Personality

Our brand personality guides everything we write and shows we're delivering on our brand promise.



Clear

- Simple and direct.
- No clutter or jargon.
- Smooth and easy to follow.



Confident

- Assured, reliable and consistent.
- Strong, grounded, and professional.



Authentic

- Honest, open, energetic, and real.
- Never staged or insincere.

2. Brand Architecture

How we go to market.

What is brand architecture?

Brand architecture is how we organize and present ourselves to stay relevant and valuable to our audiences. It ensures every part of Redion—from corporate entities to products to partnerships—is presented in a way that makes sense as part of the whole portfolio.

It guides:

- The role each part of our portfolio plays
- How we name and identify our offerings
- The visual/verbal relationships between our offerings
- What we show externally, and what we keep internal

Why is brand architecture important?

- It drives portfolio efficiency and value. We stay relevant and competitive with fewer, stronger brands.
- It helps us show how we deliver on our Brand Promise: “By your side—Always ready, always on.”
- It simplifies customer navigation and supports cross-selling and targeting.
- It saves money through smarter, simpler brand management.

Our Redion Brand Architecture

Our brand architecture is designed to create a strong, meaningful Redion masterbrand.

1. Masterbrand



2. Business Lines

Travel Mobility Health Home & Living Senior Care Concierge

3. Products & Services

e.g. Travel insurance, Medical expenses e.g. Roadside assistance, Vehicle repatriation e.g. Health insurance, Remote consultation e.g. Home insurance, Pest control e.g. Home care assistance, Transport assistance e.g. Travel & tourism, Leisure

4. Sub-brands



5. Branded Offerings



6. Stand-alone Brands



7. Tagline

You live, we care.

Masterbrand

The Redion masterbrand is our primary source of value for everything we do.

We build our brand through a clear architecture. The main goal is to strengthen Redion while making internal decisions simpler and maximizing the return our brand investment.

Redion is our default brand for all activities, offers, and communications.

We only use other brands when we agree to do so at Group level for strategic reasons (see Brand architecture decision tree: Future brand migration paths for criteria).

We go to market with distinct messaging and propositions for consumers and business partners—all under the Redion masterbrand.

Implementation Principles

- **The masterbrand stays pure.** Don't use Redion as a prefix for service or program names, except with specific approval.
- **The Redion logo stands alone.** It isn't locked up with any tagline, competency line, or named part of the business structure or offer.
- **The masterbrand 'owns' and leads in all Redion activities.** Every communication should be signed by the masterbrand.

For more guidance on using the Redion masterbrand please see [guidance on visual identity](#) (4.0 Visual Identity System).

External activities

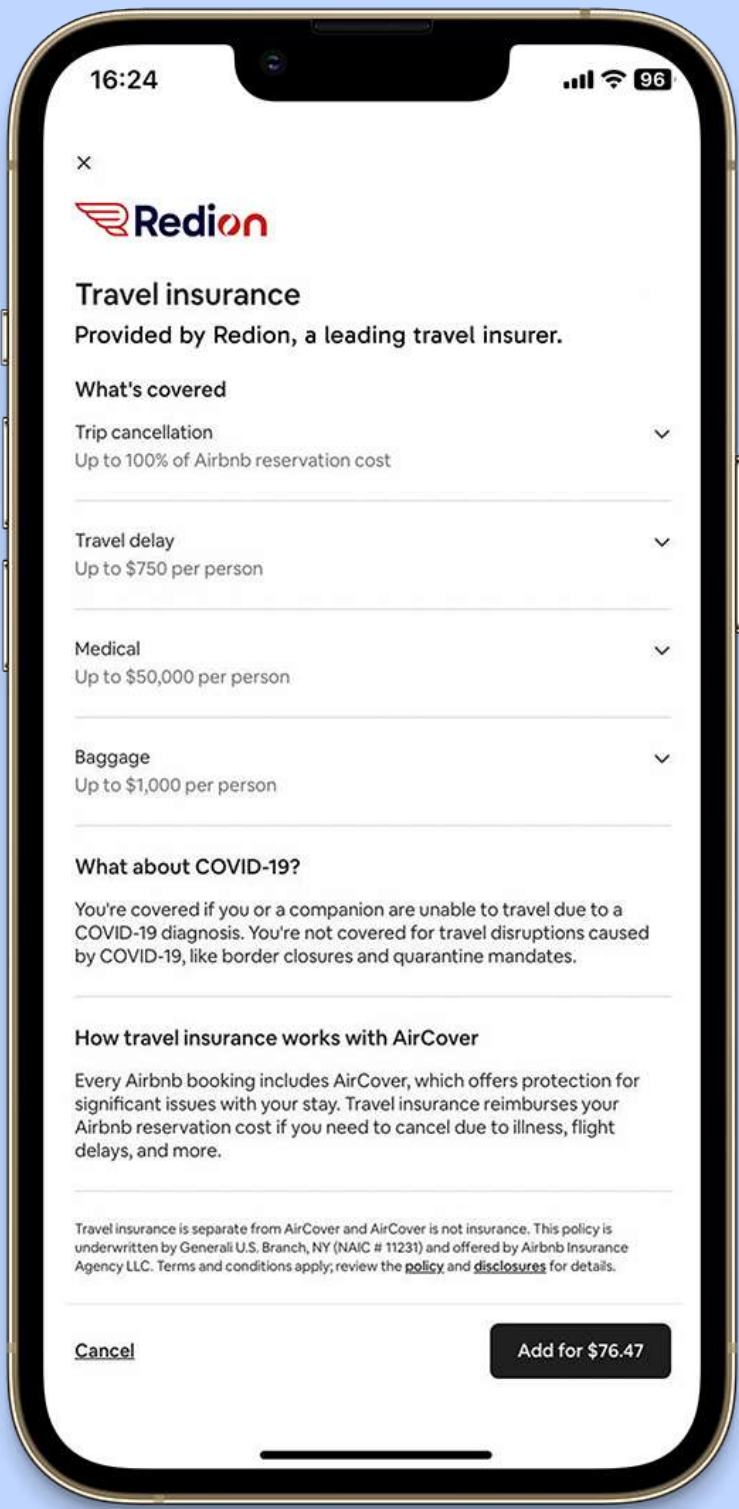
- **All external programs go to market under the Redion brand,** using the Redion logo and visual identity.

Internal Programmes

- **Internal initiatives should not have their own identities/logos.** They can have unique names but always underneath the Redion brand.
- **Employee groups can have their own logos for internal use only.** These can't replace or change the Redion logo. All employee communications should use the Redion visual identity.



Masterbrand



Implementation Principles

Third parties

Coordinate with our Group Brand & Commnucations and Regional Communications teams before using the Redion brand in any of these situations:

- Business partner collaboration
- ‘Ingredient’ branding
- Provider marketing
- Co-marketing
- Sponsorships
- Partnerships & JVs
- Licensing

The Generali brand

We show the Redion-Generali connection whenever it builds customer confidence and reassurance.

See sections [Co-branding and partnerships](#) (section 4.1) and [“A Generali Company”](#) lock-up (section 4.2) for guidance on using co-branding and written endorsements to demonstrate this relationship.

When there’s a risk in showing the Generali connection

In situations with a business risk, customer risk, or conflict of interest, keep Generali references minimal in Redion materials. This protects us from potential commercial or regulatory issues.

Follow these guidelines:

- Refer to Generali only when necessary—for example, to explain Generali’s ownership and products
- Use written references only, placed in small print or body text (not Generali logos or visuals)
- Don’t use the Generali logo on Redion materials to signal Generali’s ownership, our relationship, or Generali’s endorsement of our brand in external communications
- Keep the Generali and Redion logos separate, unless Global level has approved an exception

If you’re unsure whether to show the Generali connection, consult with Group Marketing & Communications.

2.2

Business Lines

Our offer is built around Business Lines—descriptively named and consistently used across Redion. They showcase the breadth of our expertise.

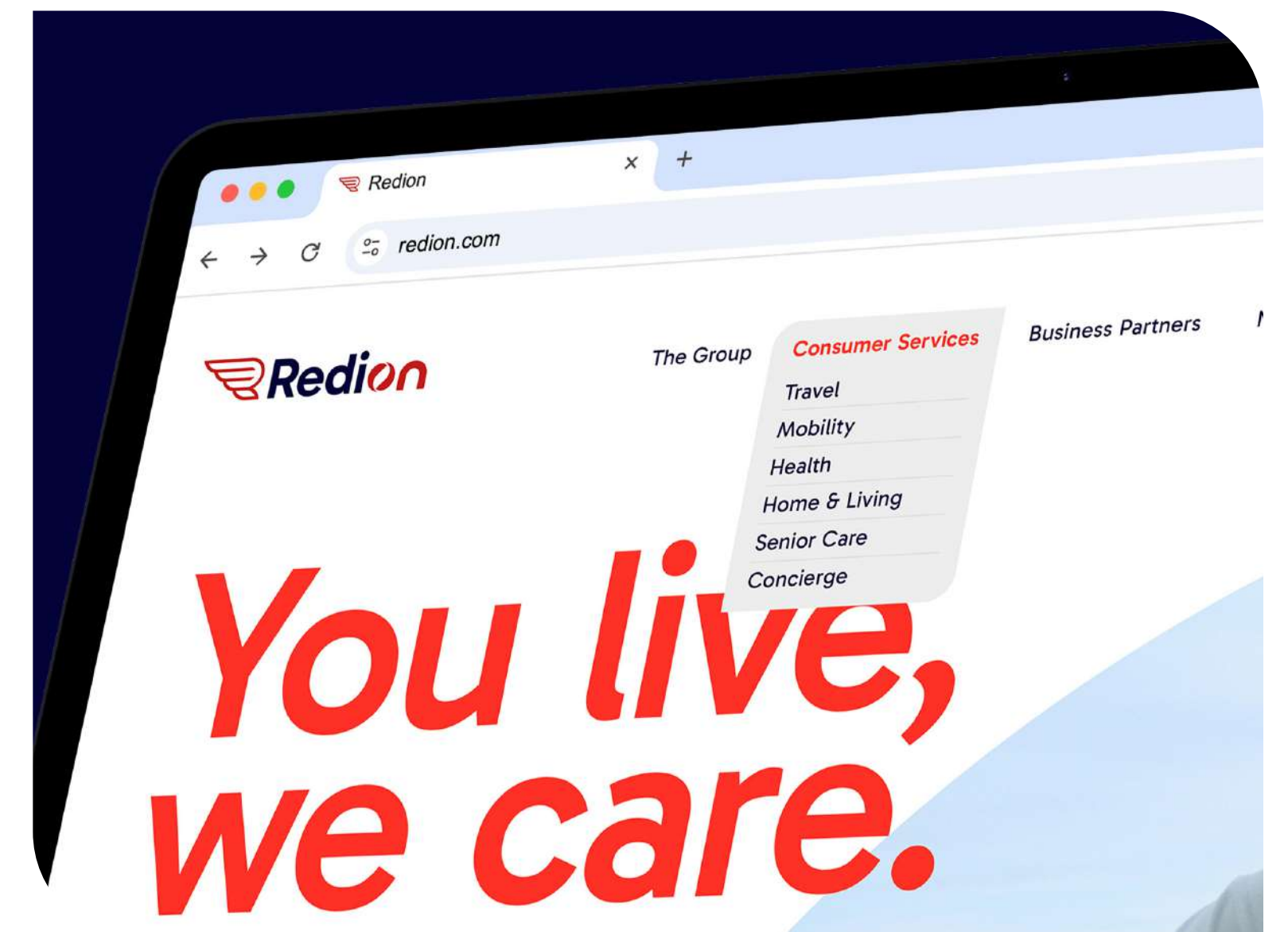
We surface Business Lines prominently but don't lock them to the masterbrand logo.

This approach signals they're individual businesses within Redion and stops partners and consumers from having a limited or single view of our business. It also creates marketing efficiencies, supports multi-line sales, and helps prevent siloed thinking.

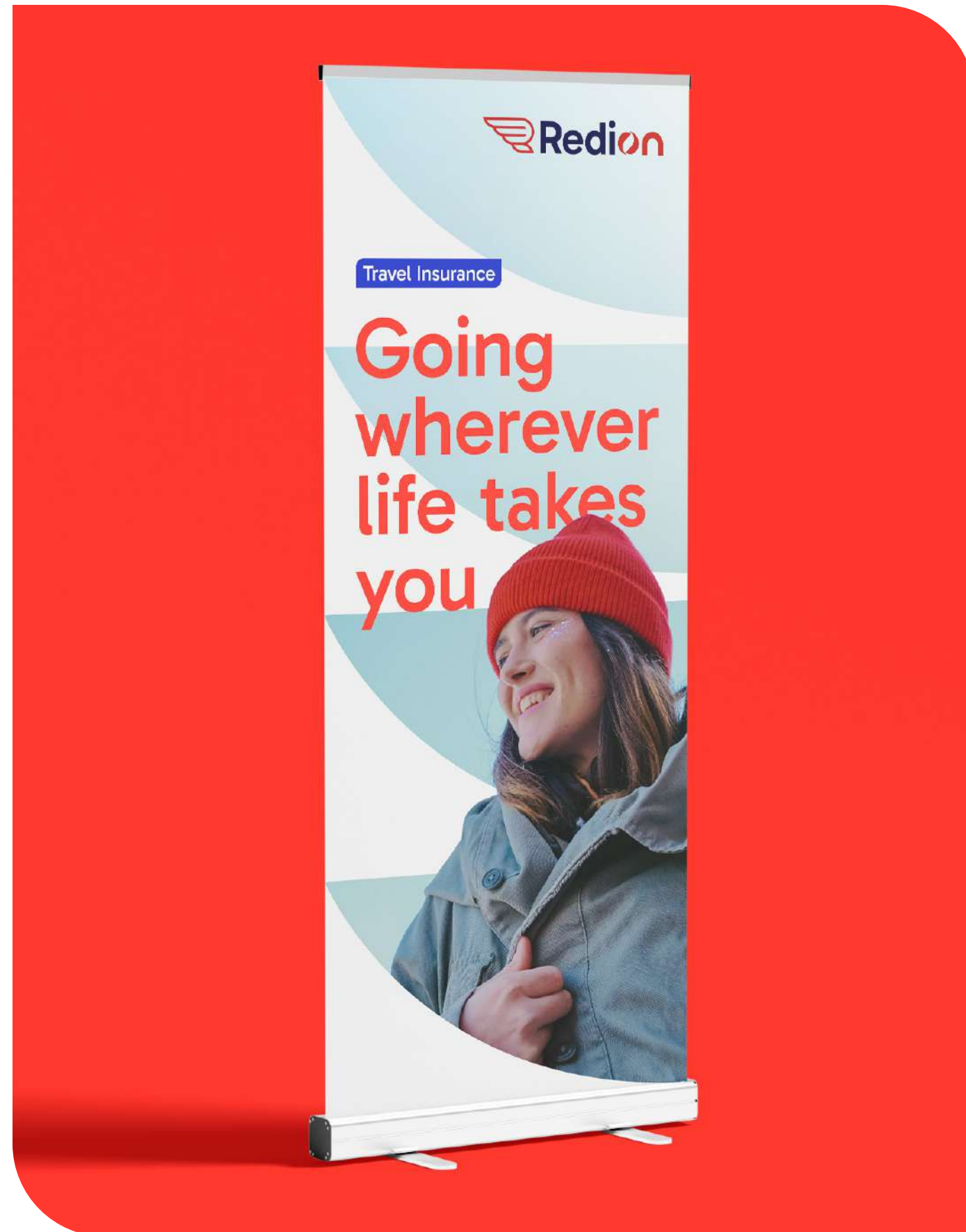
The Business Lines represent the core of our global business. They're decided at Global level and won't change frequently.

Implementation Principles

- **Business Lines are consistently and prominently visible** (e.g. in headers, tags on collateral and communications) to signal our expertise.
- **Business lines don't have their own logos.** Never lock the Business Line name to the Redion logo.
- **Business lines should not be referred to as stand-alone Sub-Brands or businesses** (e.g. "Redion Travel" is not shown as a brand).
- Specific Business Lines offered under Redion will **vary by market** and can be translated as needed.
- **New Business Lines should not be created without consulting Group Marketing & Communications.**

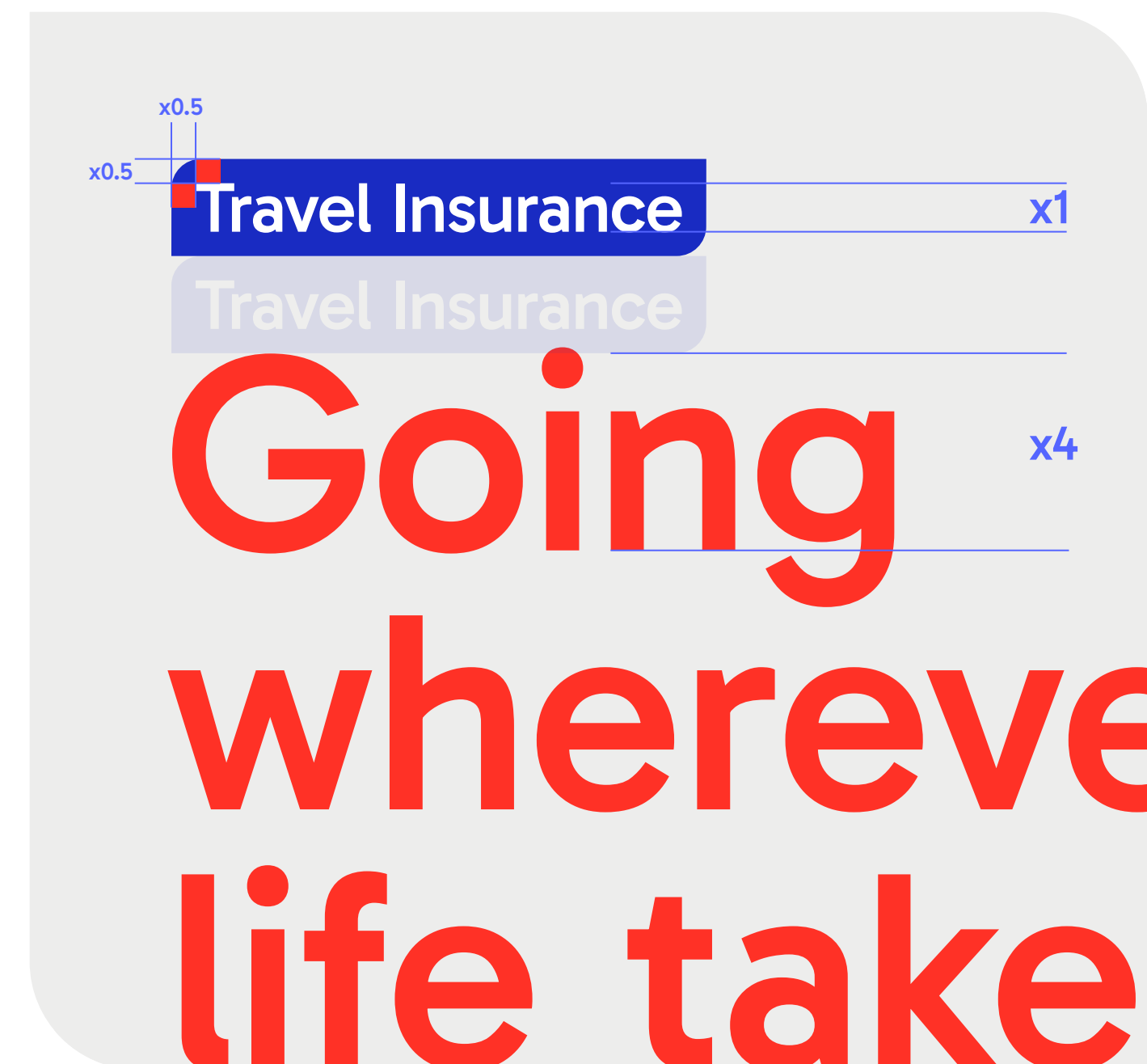


Products & services



Products and services are simply and descriptively named.

This ensures that they are quickly and clearly understood and don't compete with the Redion masterbrand.



Implementation Principles

- Products and services are descriptively named.
- Products and services don't have their own logos or visual identities. They only appear in materials where the Redion masterbrand is the ultimate 'signatory'.
- The product or service name isn't locked up with the Redion logo.
- Products and services aren't presented as separate entities or businesses (e.g. "Redion Travel Insurance").
- Specific products and services offered under Redion will vary by market and can be translated as needed.

Tools, methods & customer programs

- Strategically important tools, methods, or programs that deliver outsized value to consumers or business partners—or give us a competitive edge—may have unique names. We'll develop a clear naming strategy for these.
- Uniquely named tools/methods/programs don't have their own logos or visual identities. They only appear in materials where Redion is the ultimate signatory.
- All other tools, methods and programs are descriptively named. They don't have their own logos or visual identities.

Sub-brands

We create Sub-brands for significant, multi-benefit offerings that don't naturally fit within Redion's Business Line go-to-market model.

Currently, Redion Employee Benefits is our only approved Sub-brand.

Implementation Principles

- **Don't use the Sub-brand name as a prefix** for services or programs, except where we've specifically approved it.
- **Keep the Sub-brand logo pure.** Don't lock it up with any tagline, competency line, or business line.
- **Always use the full Sub-brand name in writing** (e.g., "Redion Employee Benefits")—not shortcuts like "REB"
- **Match the Sub-brand's visual identity to Redion's** (just use the Sub-brand version of the logo) and follow Redion brand guidelines
- **Do not recreate the sub-brand logo yourself** by adding locked-up text to the Redion logo. Always use the approved sub-brand logo files



Branded Offerings

Branded Offerings have high levels of existing B2C brand equity and market share.

We use Branded Offerings to protect existing B2C brand equity for market-specific products and services. This creates a valuable exchange: Redion gains credibility from the Branded Offering's market strength (which helps corporate reputation, talent attraction, and cross-selling). The Branded Offering benefits from Redion's credibility.

Currently, AdvanceCare is our only approved Branded Offering.

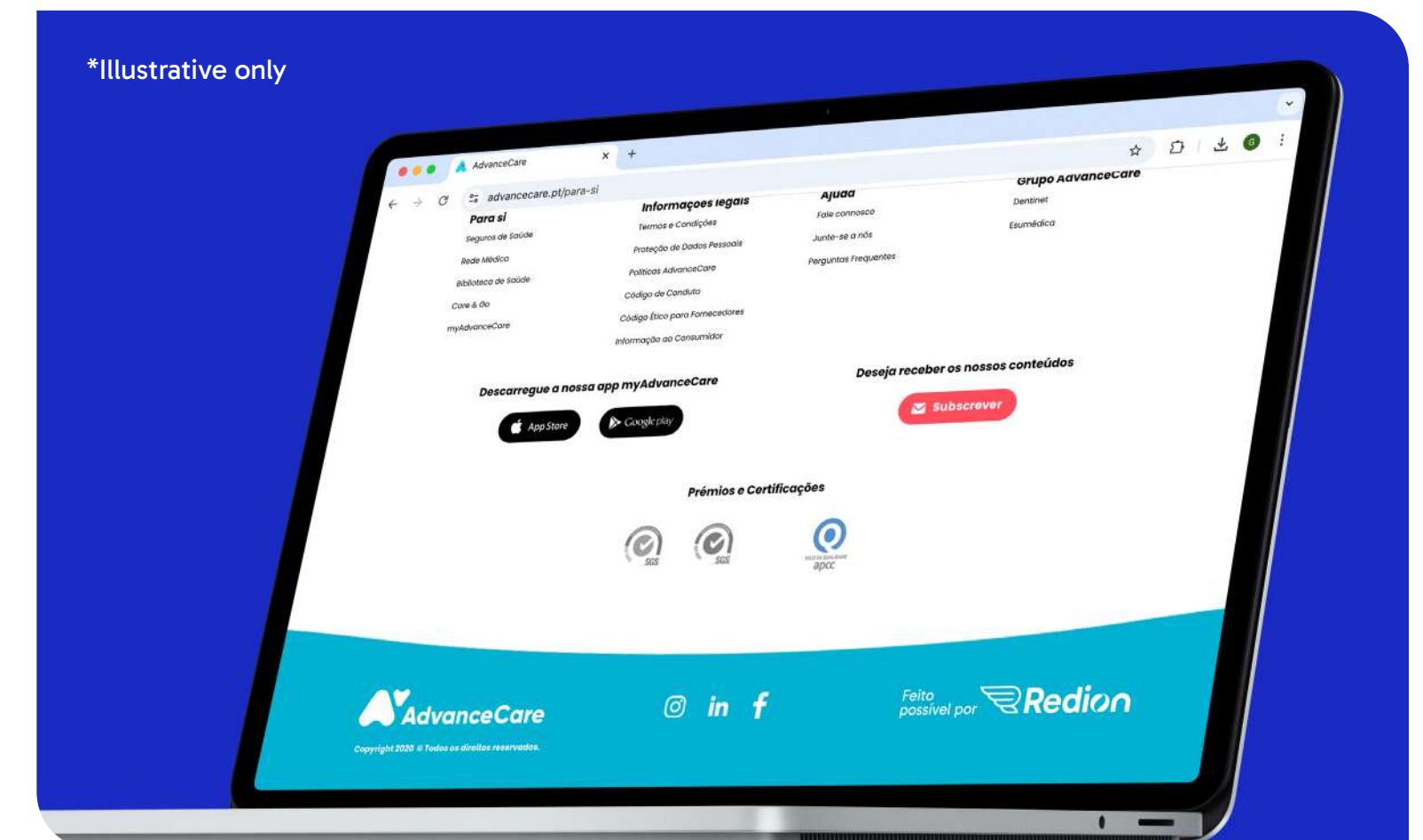
Implementation Principles

- Redion is the corporate brand providing the Branded Offering as a product/service
- Employees work for Redion and sell/deliver the Branded Offering; Redion takes the lead in communications to prospective and current employees
- Branded Offerings keep their existing visual identity system, name and logo. They take the lead in communications to B2B partners and consumers
- Don't describe a Branded Offering as a separate company
- Show the Redion link clearly in Branded Offering materials:
 - Use the approved “Brought to you by [Redion logo]” endorsement, or a direct translation.
 - Reference Redion in the Branded Offering's introductory copy (e.g., “AdvanceCare is brought to you by Redion”—use this in boilerplates, “About Us” sections, and similar materials)
- Update legal entity names and regulatory wording in small print if needed
- When using Redion endorsement, ensure local language is followed in the “Brought to you by” text.

Brought to you by  **Redion**

Brought to you by  **Redion**

*Illustrative only



Stand-alone brands



Stand-alone Brands are brands that need to be kept at arm's length from Redion for strategic reasons.

Currently only Insure & Go (Australia), Insure & Go Insurance Brokers (India), and Tick Travel Insurance are approved as Stand-alone brands.

Implementation Principles

- Stand-alone Brands will keep their existing visual identity system, name and logo
- The Redion logo or visual identity is never used in any Stand-alone Brand materials
- A written reference in copy to Redion can be used where necessary (e.g. in small print, to indicate ownership or for legal or regulatory reasons)

Tagline

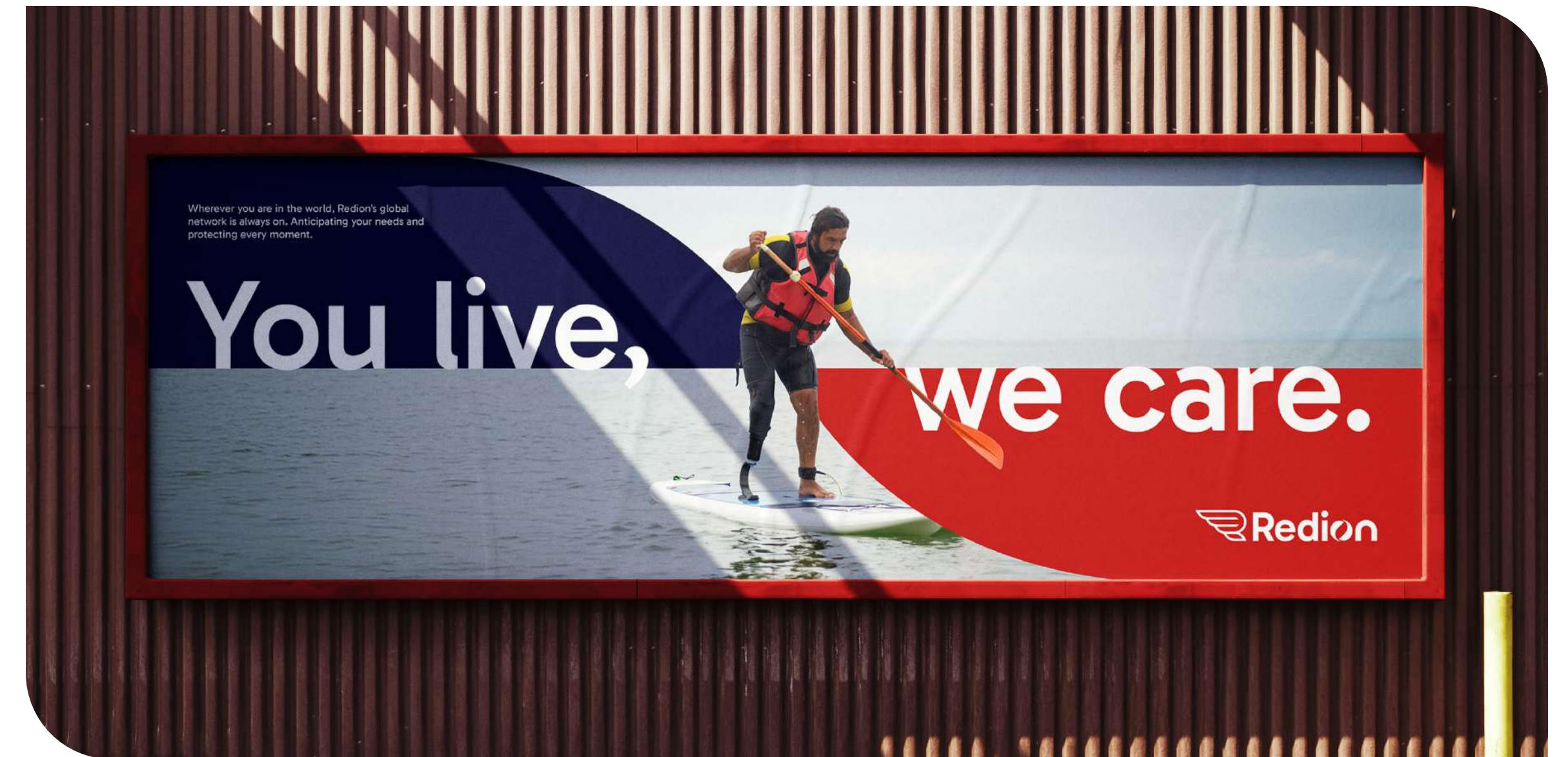
The Redion tagline is ‘You live, we care.’

This is our default tagline for Redion. Use it exactly as written, with a comma in the middle and a period at the end.

Implementation Principles

- **Don’t lock the tagline up with the Redion logo**
- **Use the tagline across all Redion collateral and materials.**
That includes both Masterbrand and sub-brand applications. Add it whenever there’s practical space to do so.
- **Competency lines** (descriptive language for a Business Line or Product, such as “Travel insurance”) can appear in a formal way on material see [Business lines](#) (section 2.2) but they shouldn’t be locked to the Redion logo or used as sub-brand logos.
- **Branded Offerings and Stand-Alone brands** can use their own taglines, straplines, and service marks.

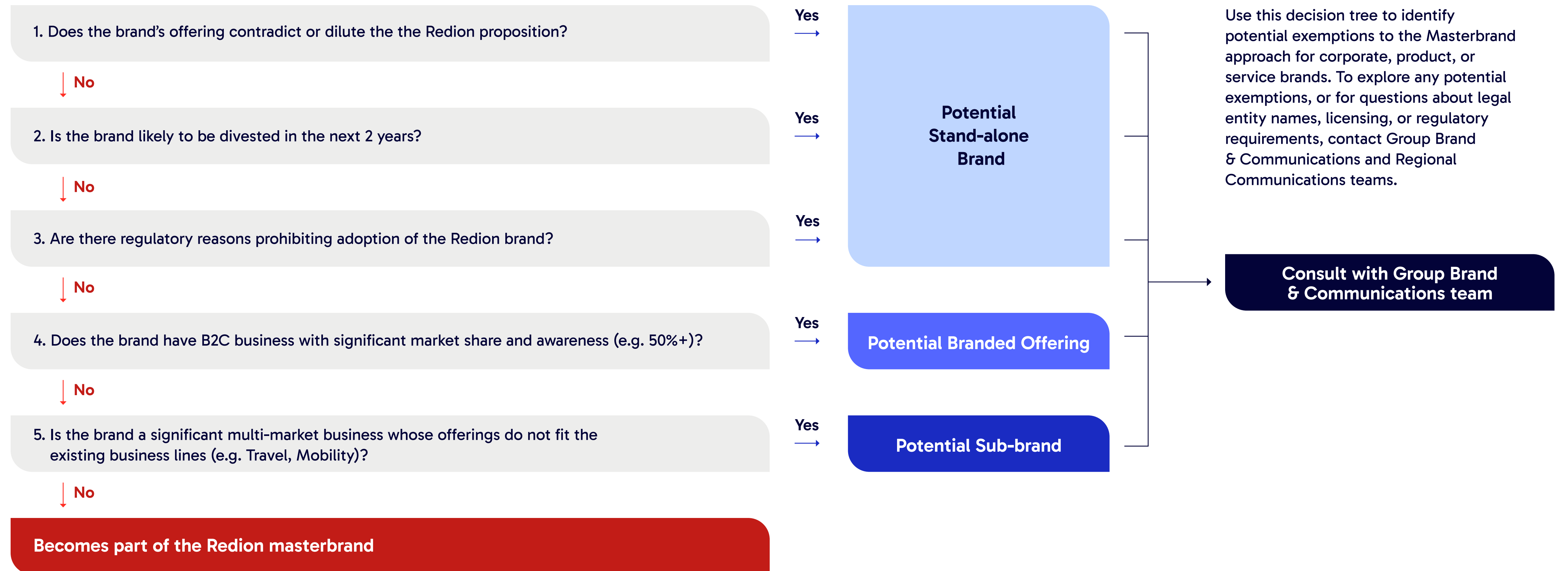
Our tagline works as a super graphic. Display it as the main message in your design. We’ve paired it with our wing graphics in this example—it strengthens the impact.



You can also use the tagline as a sign off. Place it in the bottom left corner—sized and aligned with the logo, but in its own separate space. We’ve kept it within our wing graphic in this example, but don’t lock it directly to the logo.



Brand architecture decision tree: Future brand mitigation paths



3. Tone of voice

How we speak and write as Redion.

Our tone of voice

Writing and speaking in our brand personality

Our tone of voice comes from our brand personality.

It guides everything we write and shows we're delivering on our brand promise. Use it whenever you're writing for colleagues, partners, or consumers.

Brand Personality



Clear

Simple and direct.
No clutter or jargon.
Smooth and easy to follow.

How we write

We communicate simply and directly, with no jargon or excess. Every message is crafted to be understood immediately, making our points easy to follow and empowering for our audience.



Confident

Assured, reliable and consistent. Strong, grounded, and professional.

How we write

Our voice is assured, conveying reliability and readiness. We provide reassurance and make it clear we're capable and equipped to handle the unexpected.



Authentic

Honest, open, energetic, and real. Never staged or insincere.

How we write

We communicate with honesty, energy, and openness. We create genuine connections—through humor, frankness or sympathy. Our tone is human and grounded, always sincere, and never over-polished.

Brand personality in writing

Clear

Brand Personality Attribute



Clear

Simple and direct.
No clutter or jargon.
Smooth and easy to follow.

How we write

We communicate simply and directly, with no jargon or excess. Every message is crafted to be understood immediately, making our points easy to follow and empowering for our audience.

Put yourself in your reader's shoes. Decide what they really need or want to know and be selective about the number of points you make. If there's something you're certain the reader will already know, only refer to it briefly.

Use short sentences and choose one word over many.
Sentences of between 5-20 words are quicker and easier to read.

Steer clear of 'clever' language or wordplay.
It can be confusing or off-putting.

Think about layout. Use paragraphs, headings, lists, and bullets to break up large blocks of text. Good layout makes reading and recapping easier.

Find simpler alternatives to technical terms and business jargon.
If you need to use acronyms or specialist terminology, explain them the first time they're mentioned.

Check your writing for simplicity. In Microsoft Word go to File > Options > Proofing > View Readability Statistics to get a readability score when you 'Review' a document. The closer to 100, the easier your copy is to read.

Writing Guidance

Before:

"In the event of an incident occurring during your travels, please be assured that we offer a comprehensive suite of services tailored to your situation."

After:

"Had a travel mishap?
We're here with fast,
simple support—
anywhere, anytime."

Brand personality in writing

Confident

Brand Personality Attribute



Confident

Assured, reliable and consistent. Strong, grounded, and professional.

How we write

Our voice is assured, conveying reliability and readiness. We provide reassurance and make it clear we're capable and equipped to handle the unexpected.

Concentrate on benefits not features. This shows you're thinking about the reader and gives them good reasons to believe you. Tell them how we will make their life easier.

Show, don't tell. Use facts, quotes, and case studies rather than hollow claims.

Inspire belief and optimism. Use statements like 'we know', or 'we believe', to build confidence in what we say. Writing in the present or future tense will help with this.

Use definite language. Avoid words like 'might', 'maybe', and 'perhaps'.

Choose active verbs to convey confidence. Passive verbs can make us seem more distant and less authoritative. Active sentences use this structure: subject > verb > object.

Avoid unintentional disrespect. Be mindful of cultural differences; what is funny to you could insult someone else. Stay professional and don't use slang.

Don't undermine confidence through repetition. Constantly referring to 'Redion' or repeating your point or argument will bore the audience and can sound arrogant.

Writing Guidance

Before:

"We may be able to help you if you experience issues while accessing care abroad."

After:

"Wherever you are, you can count on us to connect you to expert care—fast."

Brand personality in writing

Authentic

Brand Personality Attribute



Authentic

Honest, open, energetic, and real. Never staged or insincere.

How we write

We communicate with honesty, energy, and openness. We create genuine connections—through humor, frankness or sympathy. Our tone is human and grounded, always sincere, and never over-polished.

Show who we are. Introduce Redion as a company first, then use “we” and “our” for anything relating to us, and “you” and “yours” for the reader. This makes us sound like a group of real people who want to involve the person we’re addressing. Cooperative words like ‘help’ and ‘work with’ demonstrate that we work as a team.

Use questions to engage and help readers.
For example—‘Need help choosing cover?’

Be empathetic. We help people in difficult moments of their life. Sometimes we might get it wrong. Acknowledge their feelings and show that we get it. Say when we don’t have all the answers or information and show that, we’re open to learn.

Show we listen. Invite ideas and suggestions. Talk about how we’ve acted on feedback to show we value our customers’ and partners’ views and want to help them.

Write ‘adult-to-adult’. Check the tone isn’t patronizing, pompous, or subservient.

Writing Guidance

Before:

“Your feedback is valuable and will be taken into consideration in future decisions.”

After:

“You asked. We listened. That’s why our app now gives real-time updates—because peace of mind should never be on hold.”

3.3

Writing for consumers Examples

Writing to consumers should be warm, reassuring, and helpful. It should sound human and relatable—like a friend who knows what to do in a crisis.

Use direct language, empathy, and active verbs. Keep things short, simple, and supportive. Avoid jargon or anything that feels transactional or bureaucratic.

Tone

Friendly, practical, supportive

Voice priorities

Authentic - Clear - Confident

Emotional outcome

“We’re here for you.”

Emergency
App Notification

“We have detected an issue in your location. Please contact emergency services if needed.”

“Stuck abroad?
We’ve got your location.
Help is on the way.”

Welcome
Email

“Thank you for subscribing to our services. We are pleased to assist you in future needs.”

“You’ve just joined millions of people who rely on us every day. Wherever life leads you, we’re by your side.”

Help Section –
Travel Delay

“If your journey has been disrupted, please refer to your policy documents for guidance on claim eligibility.”

“Flight cancelled? Don’t worry. We’ll help you rebook and cover your unexpected costs. Just start a quick claim here.”

Push Message
During Crisis
(e.g. Natural Disaster)

“Attention: a critical situation has been reported in your vicinity. Follow safety protocols.”

“We’re aware of the situation in your area. Tap here to tell us you’re safe—or get help now.”

App
Onboarding

“Welcome. This platform provides services including claims submission and emergency contact.”

“This app’s built for life on the go. Get care, submit claims, and reach our team—4/7, anywhere.”

Writing for business partners

Examples

When speaking to business partners, the tone should still reflect our brand personality but be more strategic, assured, and results-focused.

Write with authority, clarity, and professionalism—emphasizing how we help protect their brand, strengthen loyalty, and deliver outcomes they can count on. Keep it jargon-free but data-aware.

Tone
Strategic, expert, collaborative

Voice priorities
Confident – Clear – Authentic

Emotional outtake
“Trust us to deliver.”

Brochure Copy –
HR Leaders

Before:

“Our assistance network spans over 200 countries, ensuring your employees can receive the support they need.”

After:

“Give your people the care they deserve—with a partner you can rely on to deliver globally, respond instantly, and protect reputations.”

Welcome
Email

“We have extensive experience serving corporate accounts in the insurance and health benefits domain.”

“We support over 70 of the world’s leading employers and insurers with care-led services that drive engagement, retention, and resilience.”

Linkedin
Product Post

“Our upgraded solutions platform reflects our innovation-led approach to benefits delivery.”

“We’re redefining global employee benefits with services designed for today’s workforce. Explore our new end-to-end platform.”

Policy Renewal
Email

“This message serves as a reminder to review your current agreement for potential renewal.”

“Your teams rely on our protection. Let’s keep them covered—with the same fast, high-quality service you’ve come to expect.”

Portal
Update

“System enhancements have been implemented. You may now access updated reporting tools.”

“We’ve streamlined your dashboard. Find data insights, claims status, and service updates—all in one place, ready when you are.”

Writing conventions

Redion’s corporate writing style is US English. Use US English spelling, punctuation, and grammar conventions for global English-language content or for US audiences. As long as you follow the principles of this guide, variations in spelling, punctuation, or grammar are acceptable for local cultures and languages (including non- US English).

When you’re working in countries with gendered language, follow existing conventions to write about Redion. Alternatively, match the gender of the word ‘company’ in that language.

Apostrophes

Use contractions for a warmth and approachability

- ‘We’re’—not ‘we are’
- ‘It’s’—‘not it is’
- ‘Don’t’—not ‘do not’

Beginning sentences

Starting sentences with ‘and’ or ‘but’ is not strictly grammatically correct, but it’s common practice in writing today and can help the flow and clarity of a piece if used occasionally.

Capitalization

There’s no need to capitalize summer, spring, autumn or winter, or titles such as managing director.

Collective nouns

Redion is singular which means, strictly speaking, we would say ‘Redion is a great company’, not ‘Redion are a great company’.

Dashes

Dashes (or em dashes) can also be used—like this—in the middle of a sentence. You can also use a single dash in the same way you would use a colon, to signal a break where something is expected to follow.

Exclamation marks

Exclamation marks exist for writing speech e.g., when a character in a novel shouts for “Help!” — but they don’t work in commercial writing, so we avoid using them.

Figures

Write ‘one’ to nine’ in full like this and ‘10’ and over as figures.

Hyphens

Hyphens are good for shortening sentences. ‘Easy-to-use claims platform ’ is better than ‘a claims platform that is easy to use’. Use hyphens with care though. For example, ‘first-purchase bonus’ has a different meaning to ‘first purchase bonus’.

Words to avoid

Our writing style avoids corporate formality and uses natural language. Try to use simple Anglo-Saxon words rather than more formal Latin equivalents. This list gives an idea of words to look out for.

Latin	Anglo-Saxon
Assemble	Gather
Commence	Start
Construct	Build
Ensue	Follow
Execute	Do
Inquire	Ask
Implement	Do / Use
Multiple	Many
Prior	Before
Proceed	Go
Provide	Give
Purchase	Buy

Final words

Showing we care about our audience

1. Planning

Before you write anything, answer these questions:

- Who is your audience?
- Where will they read this (does the channel, format, or timing affect how you need to write)?
- What do you want them to think after they've read your message?
- How do you want them to feel?
- What do you want them to do (or not do)?

2. Writing

If you've more than one point to get across, put them in order of importance.

There's no need to tell the reader what you're going to say before you say it.

Remind the reader of your main points in the closing sentence or paragraph.

3. Checking

Save your draft copy and take a break before you reread it—this helps with editing.

Make sure you proofread for errors and use this guidance to check it fits with our brand tone.

Use the answers to the Planning questions to check your writing is fit for purpose!

4. Visual Identity System

Explore the visual elements that bring the Redion brand to life.

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.



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

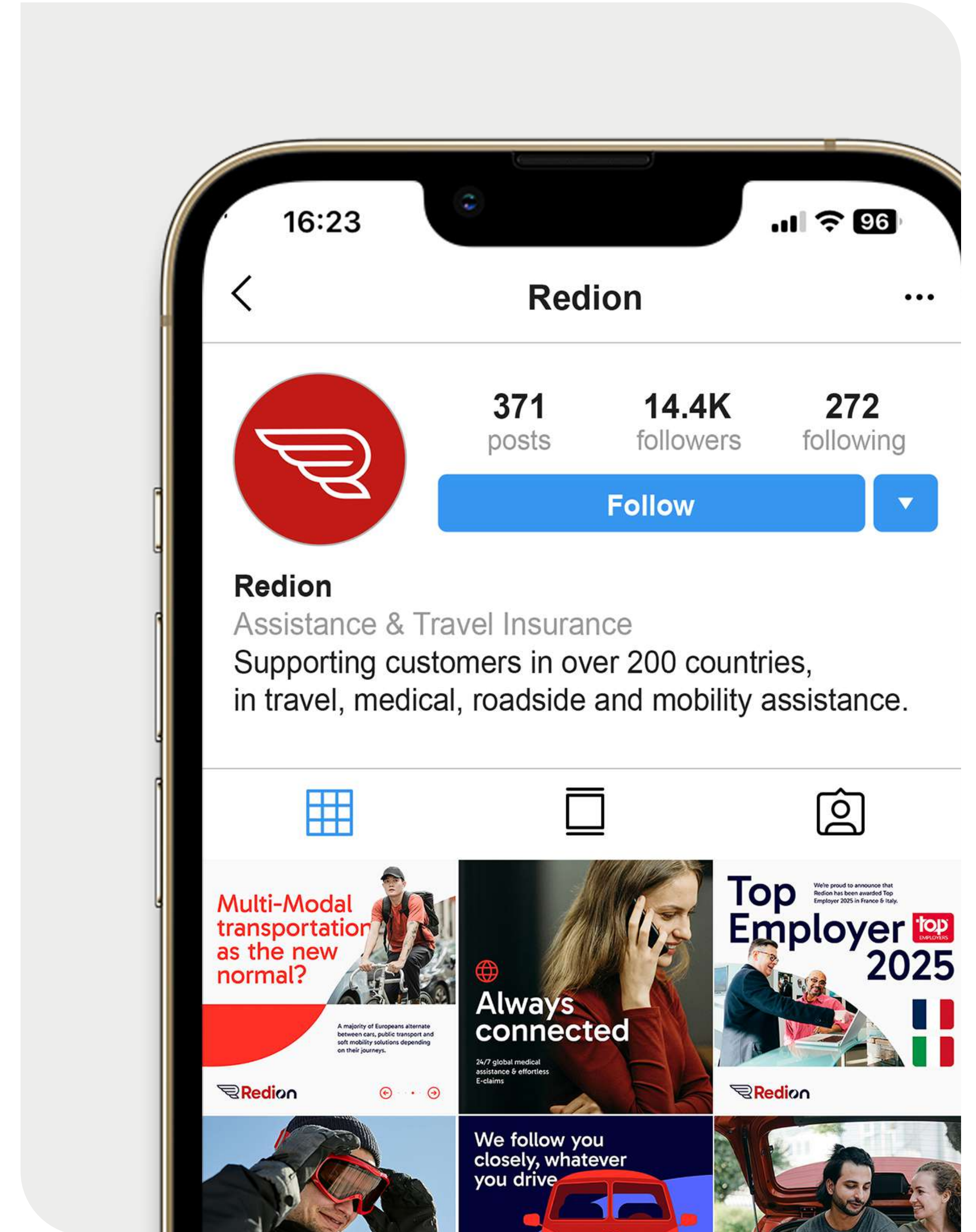
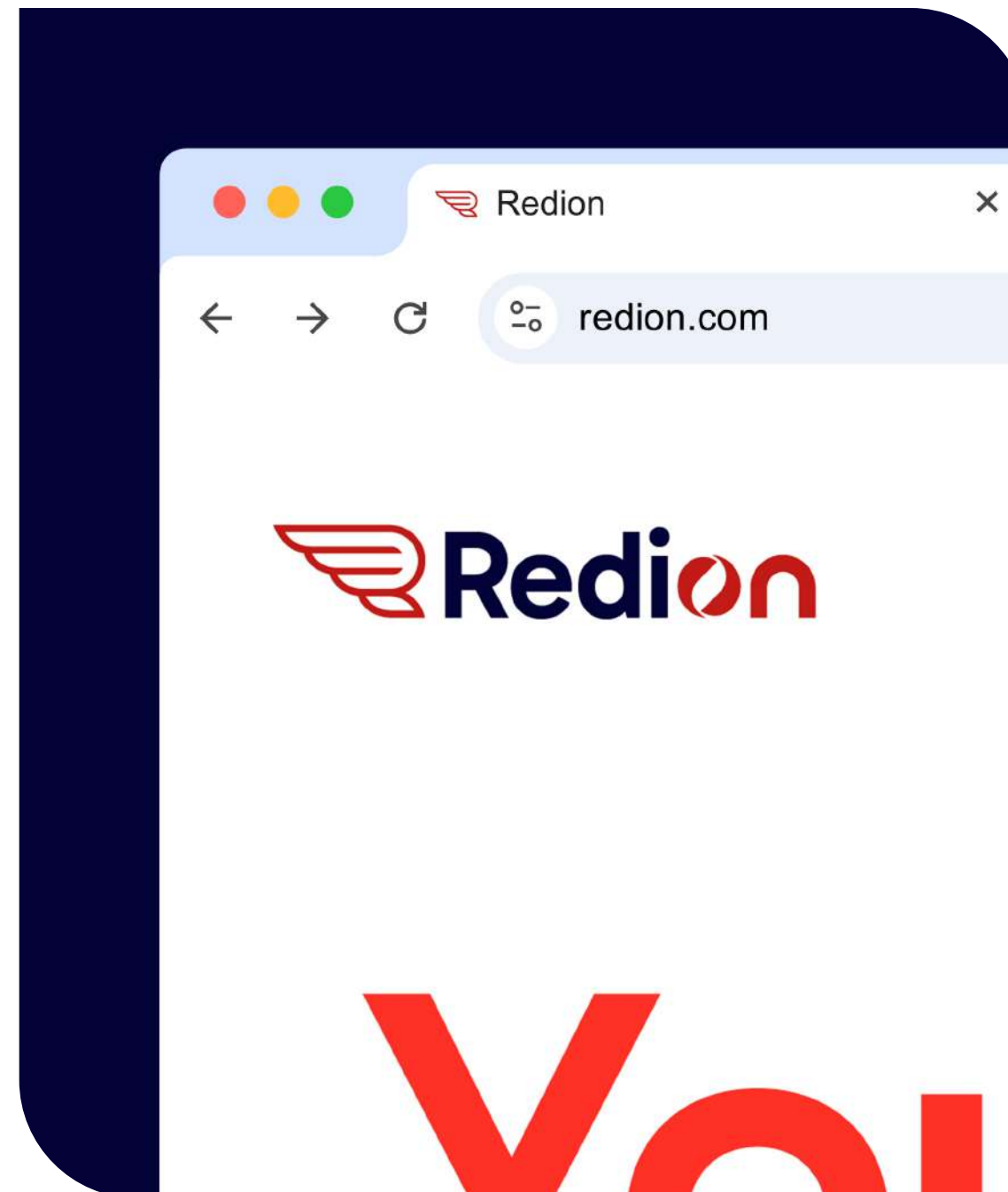
Logo Social media icon

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.

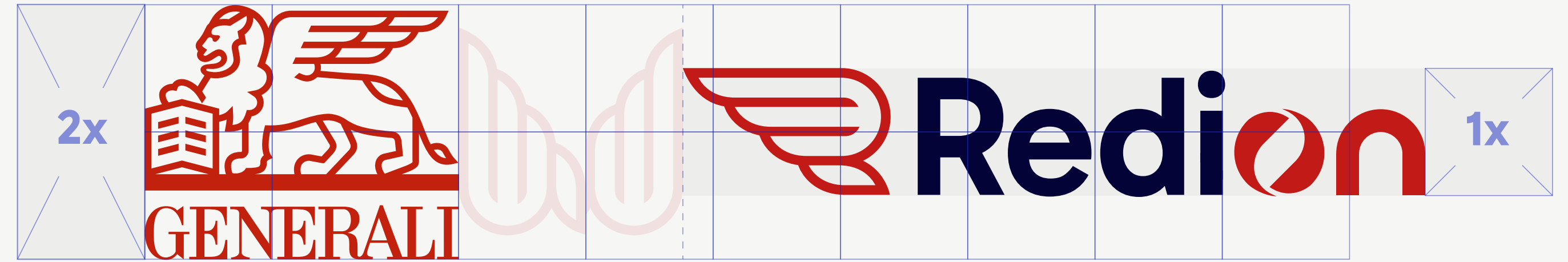


4.1

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.

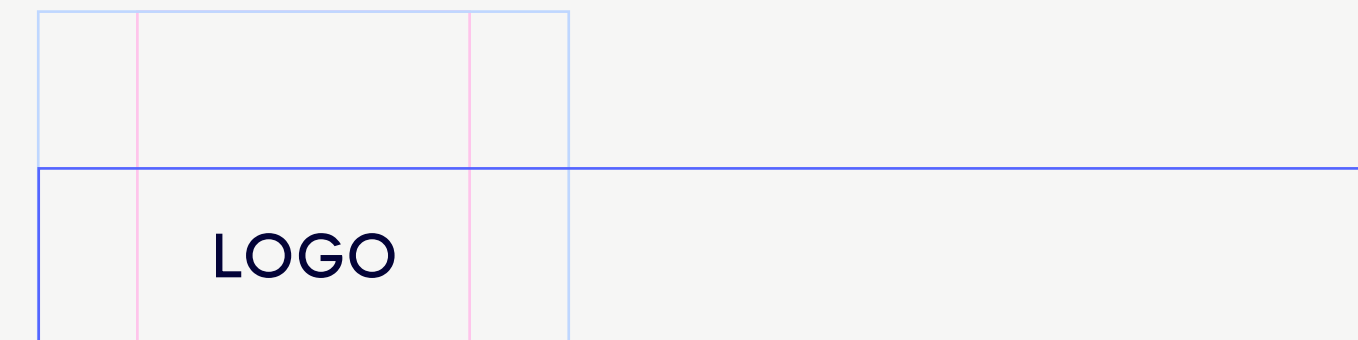
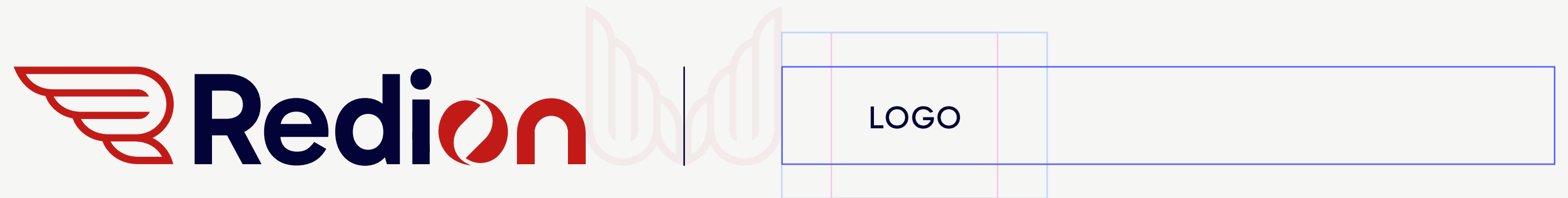


4.1

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

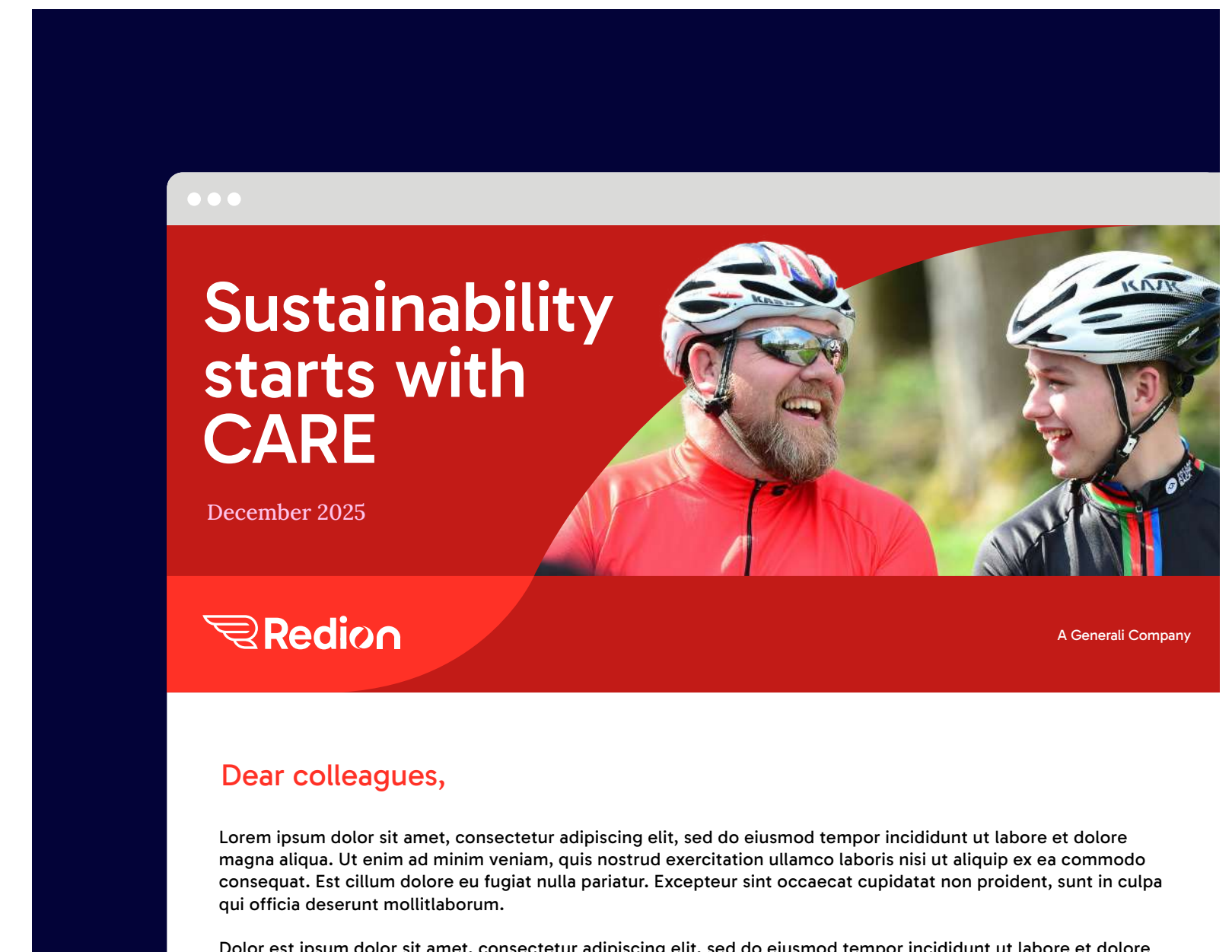
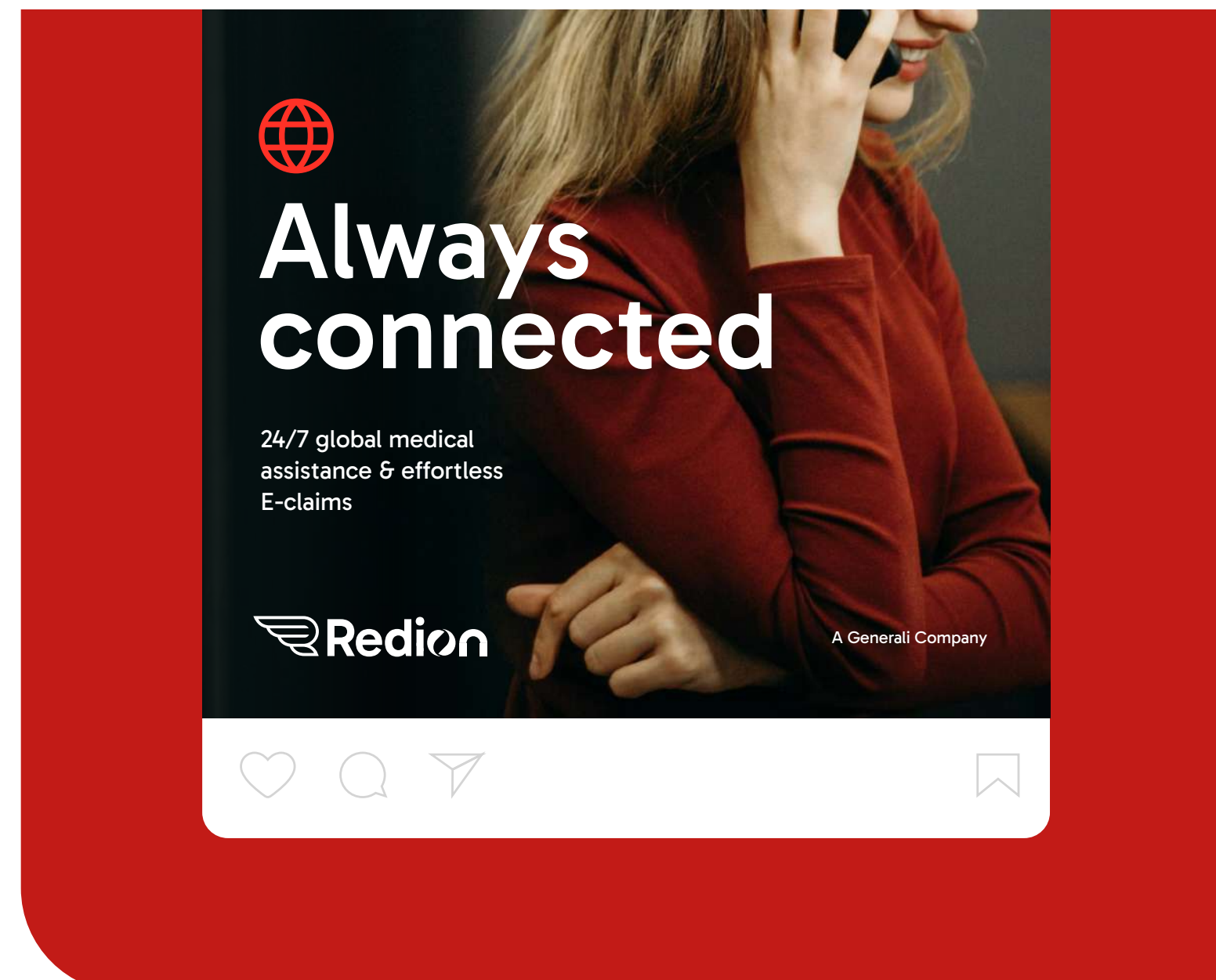
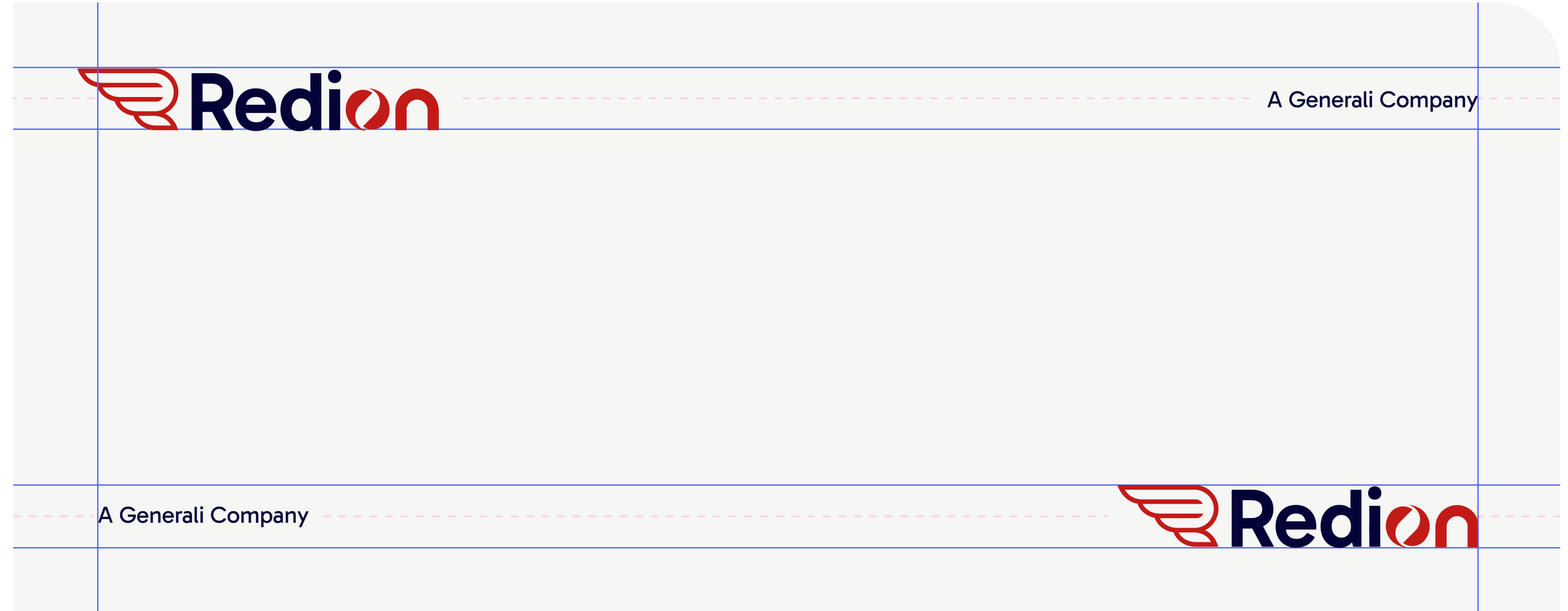
“A Generali Company” optional endorsement

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.

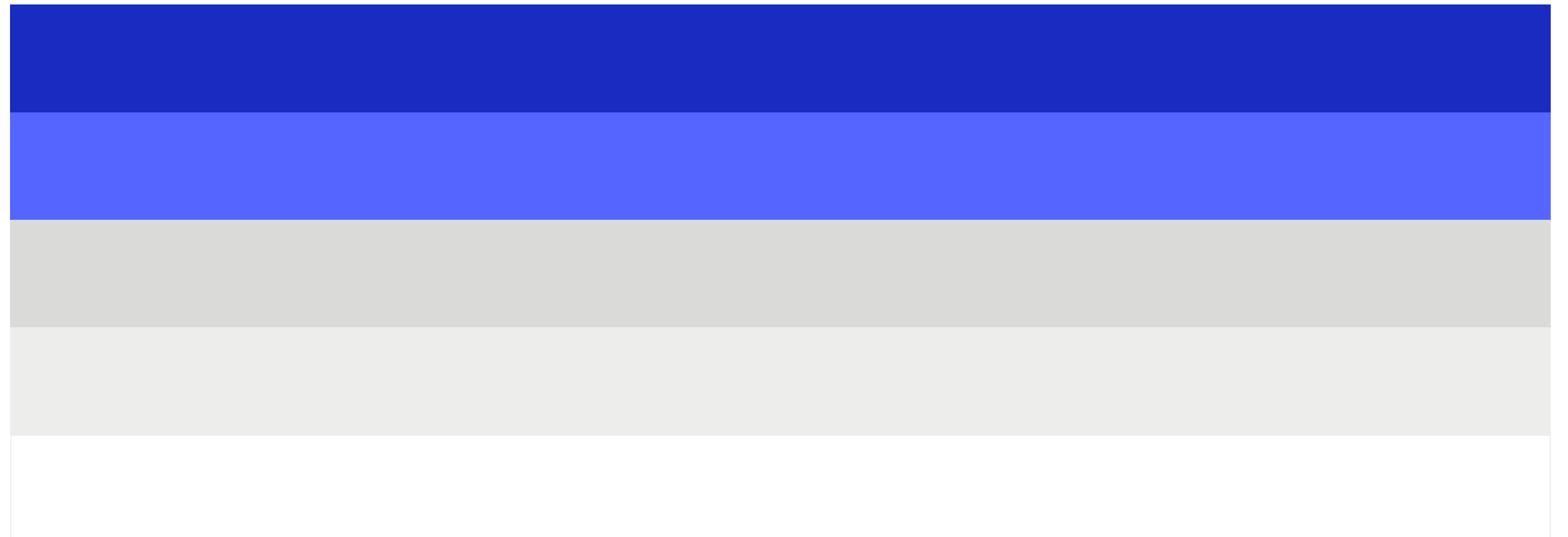
Use our secondary palette for contrast—add it through illustrations, iconography, and backgrounds.

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

50%



40%



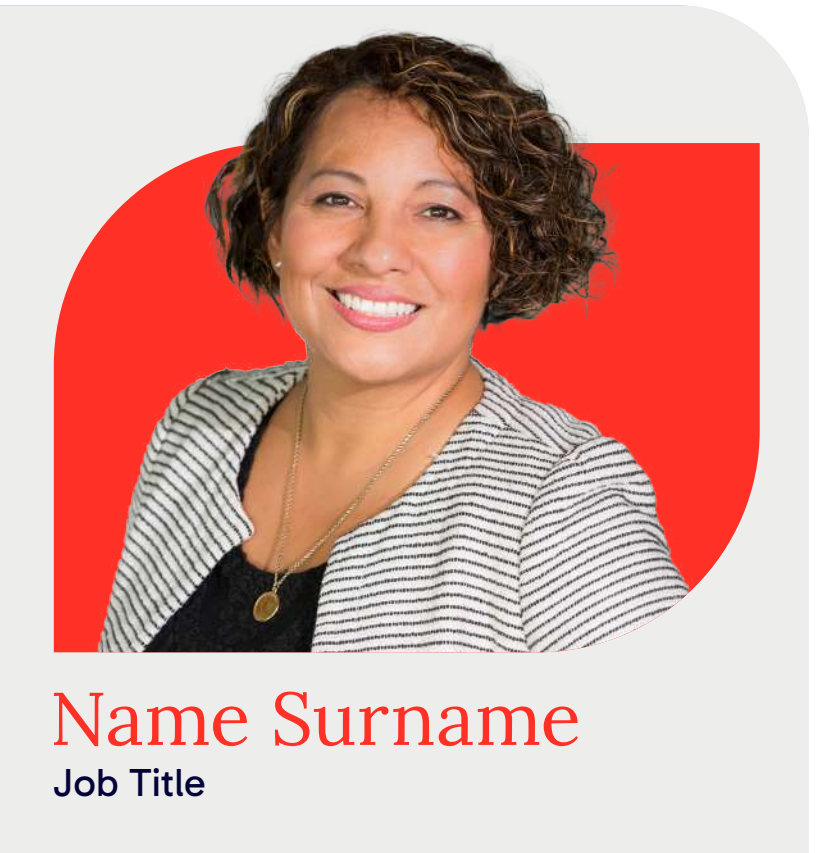
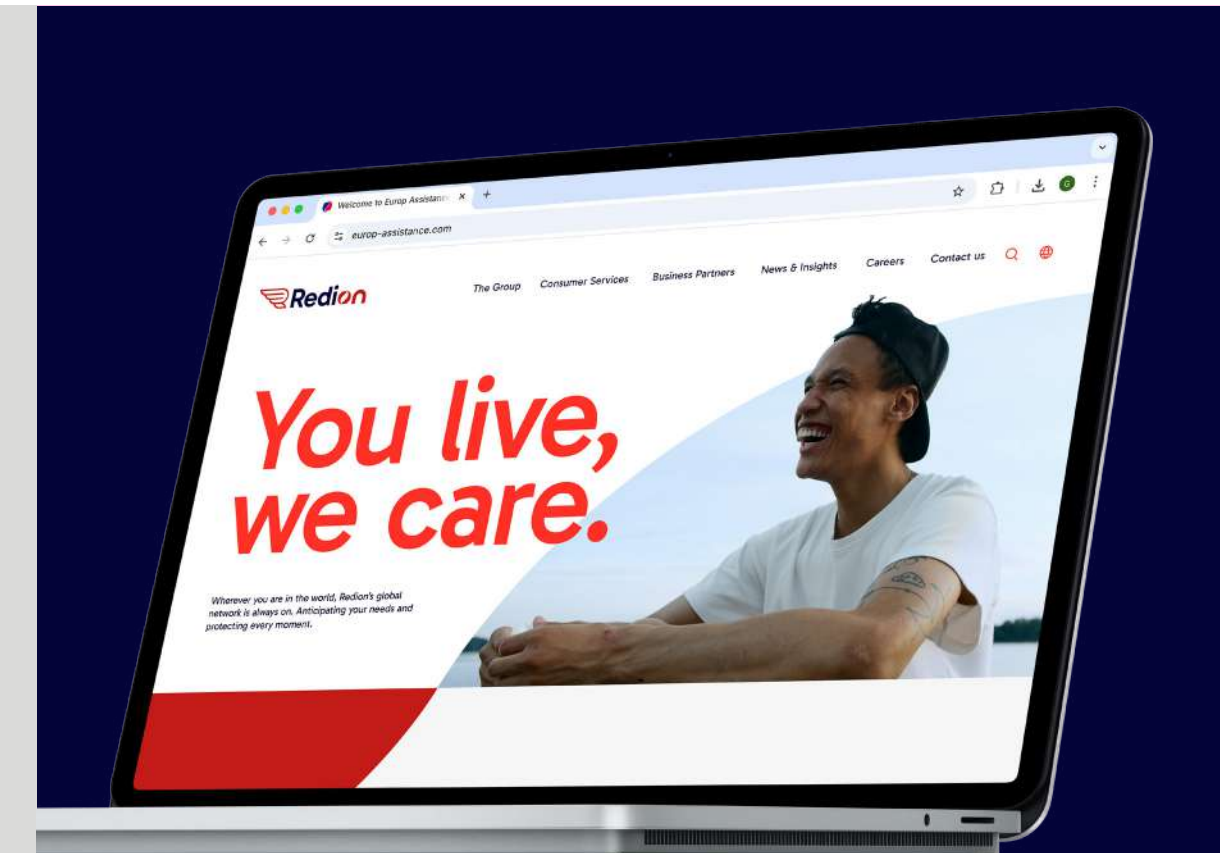
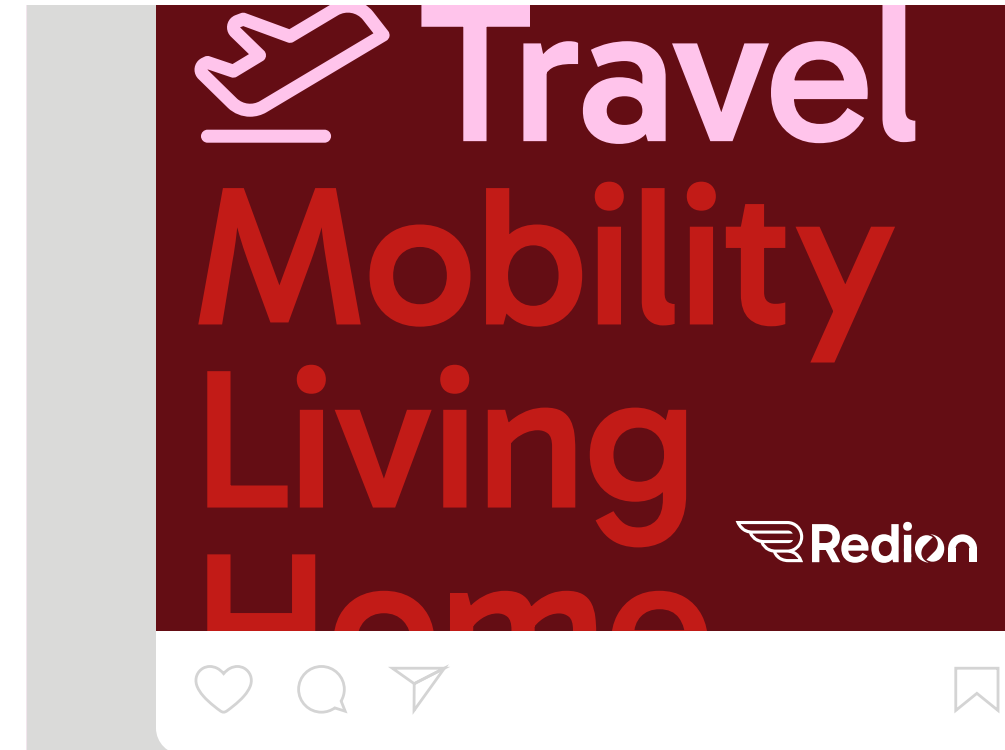
10%



4.3

Color palette Usage examples

Follow this color hierarchy to create a bold, engaging brand.



4.3

Color palette
Accessibility

Make sure there’s enough contrast between text and background colors so everyone can read our content clearly. Test your color choices to confirm they meet accessibility standards. This is how we make sure Redion works for everyone.

*For large copy only.

Pink										
Bright Red										
Medium Red										
Dark Red										
Dark Blue										
Medium Blue										
Bright Blue										
Light Blue										
White										
Light Gray										
Medium Gray										

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

Typography Hierarchy

Here's our typographic hierarchy guide—it shows you which typefaces to use and where. The structure varies slightly across applications. Keep the relationships between sizing, weights, and font frequency consistent in everything you create.

Example only

Title set in Gabarito at 90pt, with number set in Lora at a third of the size, 30pt.

Intro copy is set at half the size of the title, at 45pt in Gabarito Regular.

Body copy sits at 20pt, in Gabarito Regular.

Quote mark is the same height as the cap height of the quote copy, set at 45pt in Lora Regular.

Quote details sit at the same level as body copy.

Example only

1. Title here

Intro copy here in Gabarito, consectetur adipiscing elit, sed do eiusmod tempor.

Body copy here in Gabarito, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id lorem ipsum est laborum.

66

Quote in Lora, dolor
sim amet lorem ipsum
labore eiusmod tem.

Name Surname
Job Title in Gabarito

4.4

Typography

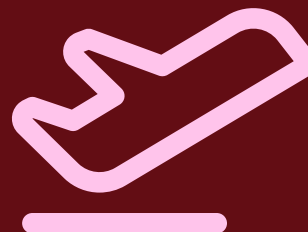
Usage examples

Create clear hierarchy with your type. Use Gabarito for headlines—make them bold and easy to read. Keep body copy simple and readable. Stick to the approved fonts and don't add extra styles. Look at these examples to see how to do this.

Convergence

Mobility

Health

 **Travel**

Mobility

Living

Home

1.

By your side—
Always ready, always on.

Brand Promise

12m+

 annual assistance
interventions globally

66

Lorem ipsum
dolor sim amet
eiusmod tem.

Name Surname
Job Title

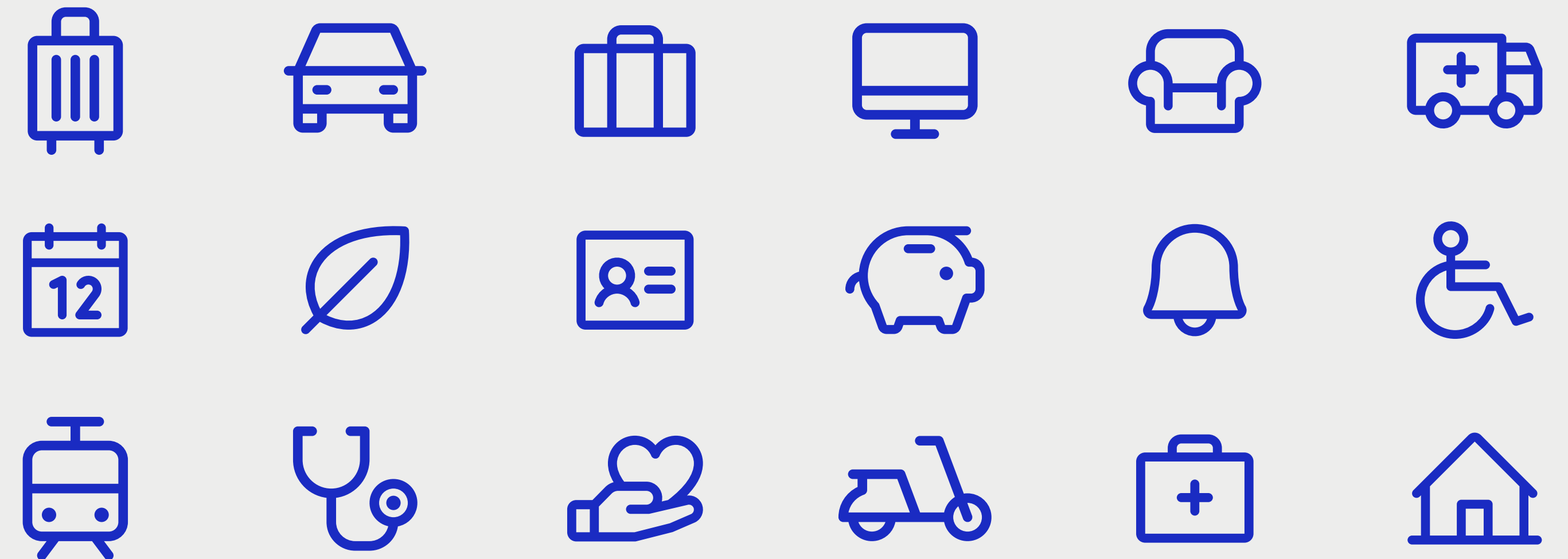
Our vision:

To be the
world's  **premier**
 **care partner.**

Iconography

Our icons are simple and clear, inspired by the strokes in the Redion wingmark. We use the [Phosphor Icons](#) library as the foundation—it has 1000+ icons for every need. Download them as SVG files, which you can then edit and recolor to match your design.

All Phosphor icons are designed to be linear. But stroke weights vary slightly, so consider balance when you use them.



Illustration

Ask for custom illustrations when you need them. Follow the style shown here—use simple compositions and include the Redion wing shape.

Don't add people to your illustrations. Our illustration style is simple and easy to recreate and adding people makes it too complicated.



Visual language

Grids and spacing

When creating expressive graphics, build layouts with our flexible grid system. It keeps everything consistent and aligned across all materials. Use the grid columns and spacing we've set—they help you organize content and create clean, balanced designs.

Visual language

Grids and spacing

Our grid system guides both expressive, bold graphics and simpler typographic layouts. Use the grid lines to place typography or photography on letterheads and reports. You can also use them to guide the composition of our wing shapes. Apply this to dynamic applications—like social posts or presentation decks.

When you're creating expressive layouts, always start with the Redion brand wing mark shape. You'll find it in your brand artwork. Starting here keeps our shapes and angles consistent across all your graphics.

16:9



16:9



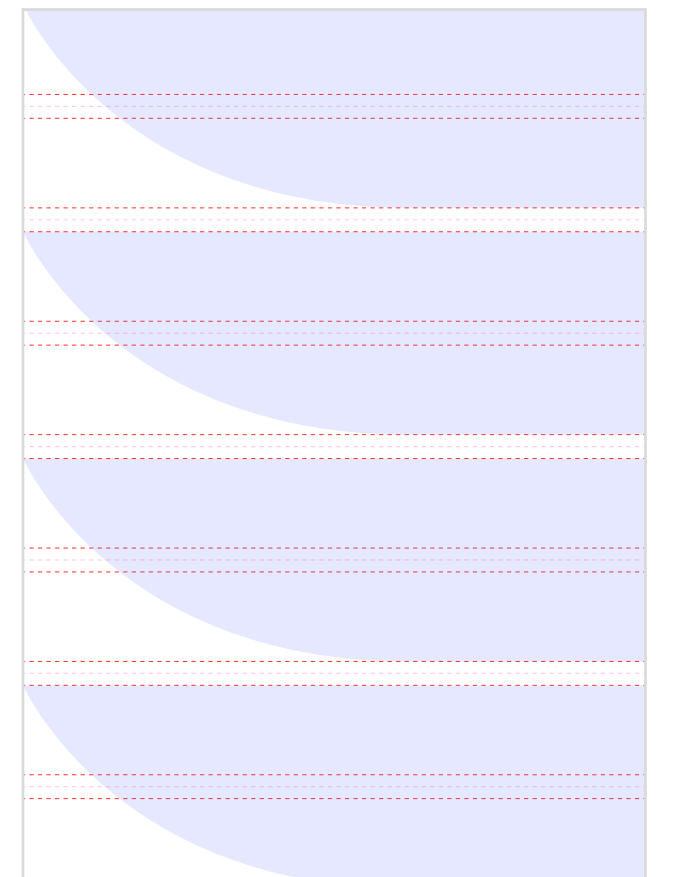
4:5



1:1



A4



4.7

Visual language Layout principles

The Redion wingmark is our signature graphic element. We have adapted the wingmark logo to work as a graphic element throughout layouts, backgrounds, and key touchpoints. It brings energy, continuity, and instant recognition. It connects our past with our present and future.

Our layouts are clean, spacious, and user-friendly. Use generous margins, clear structure, and focus on what matters most. Keep alignment and spacing consistent—it makes every design unmistakably Redion.

Keep your headline text legible when you place it over imagery. Sit it over clear areas of the image.

You can layer cutout photography over the edges of your typography. This creates energy and playfulness—it's a technique that works really well in compositions.

Making the most of each moment



8th March 2025

International Women's Day

Let's #AccelerateAction
for gender equality together!



Wherever you are in the world,
Redion's global network is always on.
Anticipating your needs and
protecting every moment.

You live, we care.



A Generali Company

Visual language

Content frames

We've created a content framing system inspired by our wing shape. Our frames echo the curves in the wing through rounded corners. They're less restricting than our primary wing graphic.

Use these frames to house copy, icons, illustration, and photography. They'll help you create dynamic, ownable designs.

When you're creating these frames, always round the top right and bottom left corners. Align them with the Redion wingmark.

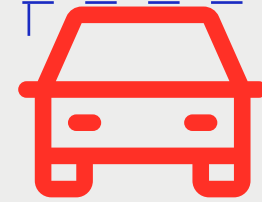
Ensure a clear margin is kept around any copy or icons. A margin 10% of the width of the box is a good guide to follow.

With this box being 500px wide, a 50px margin is allowed for around the content.

When rounding corners, the pixel radius of the corner should be roughly 10% of the pixel width of the box.

In this instance the width of the box is 500px and the pixel radius of the corner is 50px.

50px



Lorem ipsum dolor
sit amet, consectetur
adipiscing elit

Fusce eu urna congue, pharetra
ligula ac, posuere erat. Mauris eget
a augue vehicula sodales. Donec an
erat sem. Suspendisse potenti.

50px

500px



Alternatively, these shapes can be used to frame imagery. In these instances, the guidance around margins does not need to be followed as the frames will be full bleed.

Visual language

People Photography

Our photography shows real people in real moments—never staged or artificial. Photos should feel warm, empowering, and confident. Skip clichéd stock images, heavy filters, and anything that feels cold or disconnected from who we are.

We add subtle red hues that connect back to our brand colors. This makes our images feel distinctly Redion and instantly recognizable.

Show the real world we serve. Include people of different ages, genders, ethnicities, and life situations in our photos. This reflects who we are globally and reminds us of the diverse people we care for every day.

Emotion



Slices of life



Adventure



Digital focus

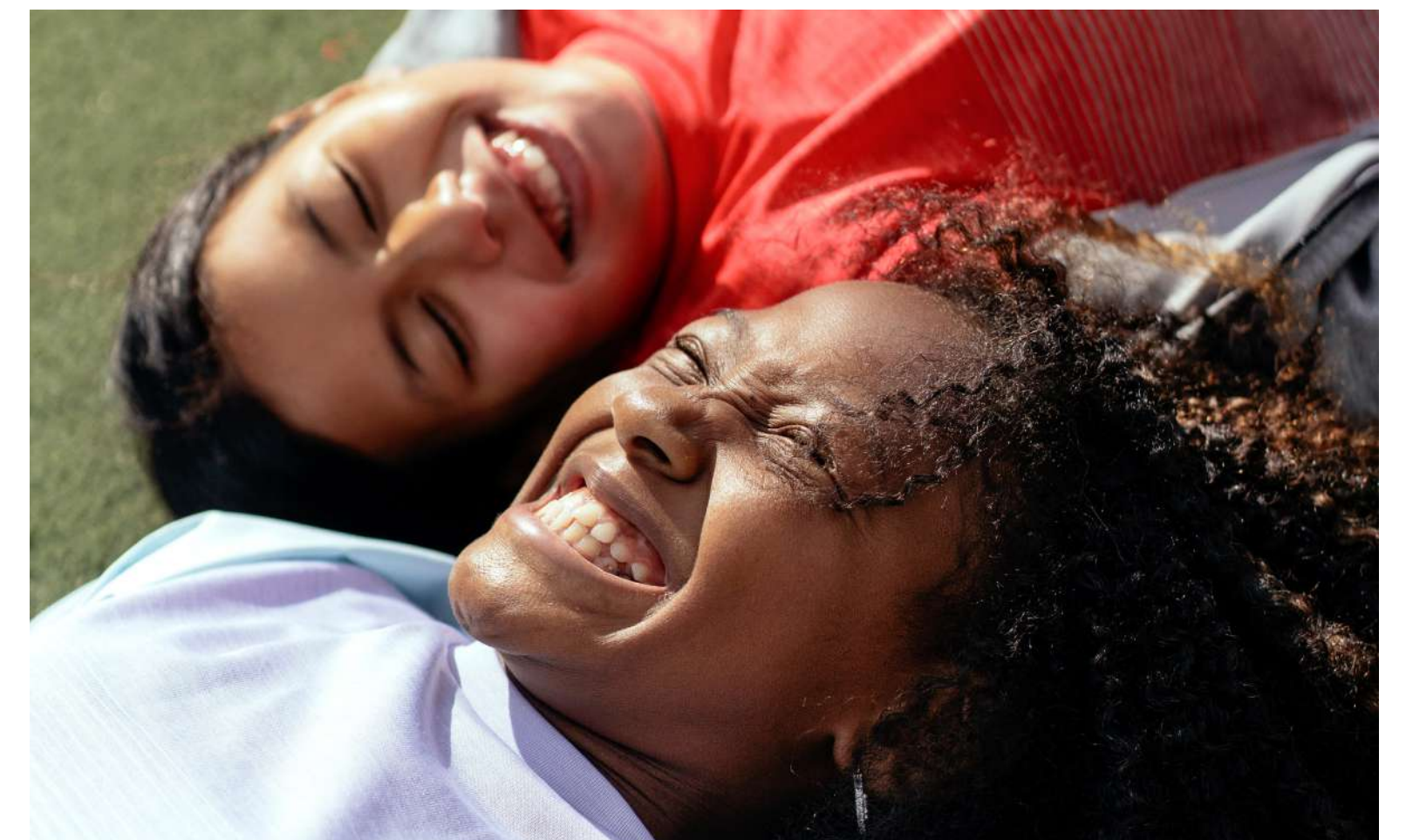


Visual language

People Photography

Our people photography matters because it shows the human side of Redion. Capture real emotion and candid moments. Show people as they actually are—not posed or perfect.

Emotion

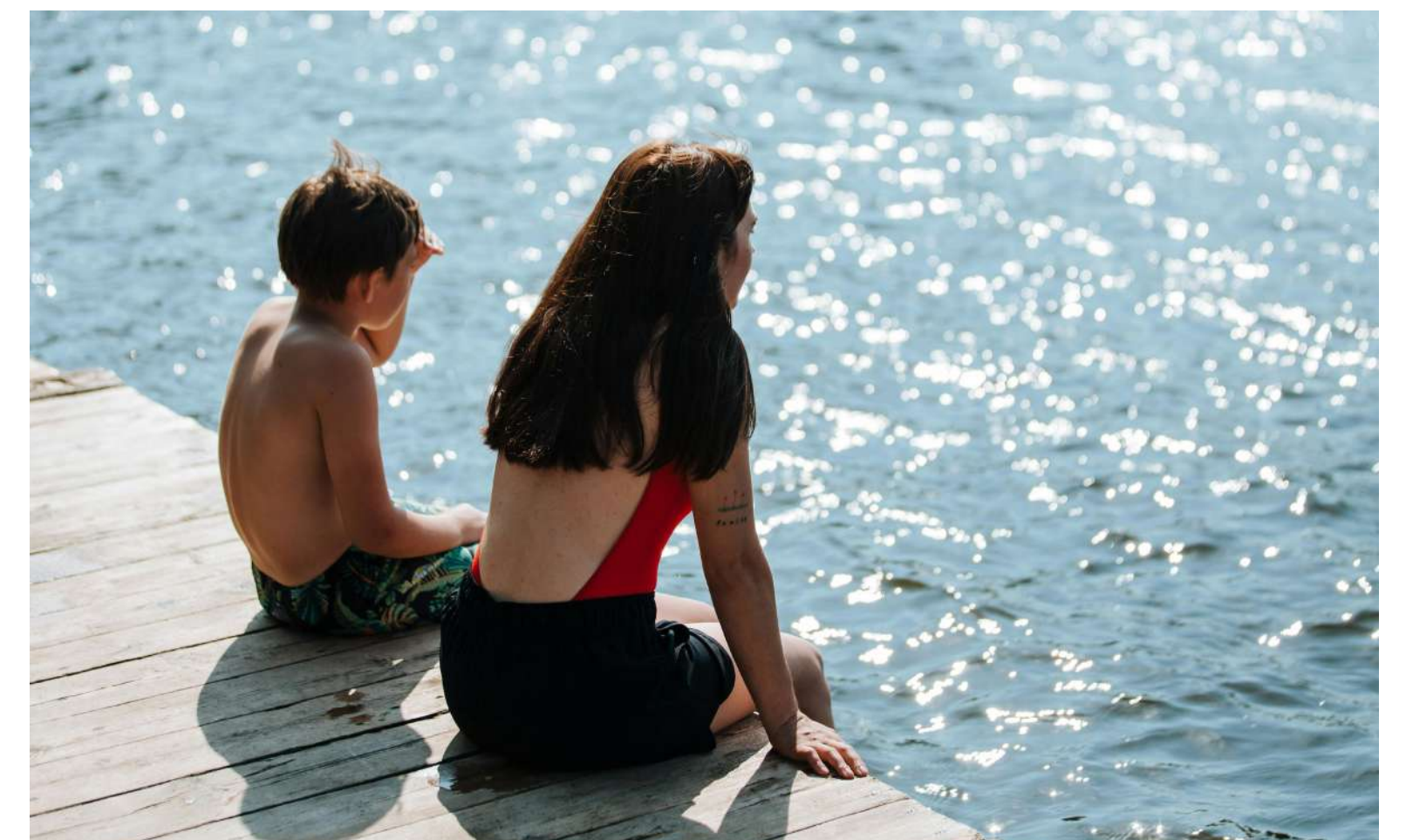


Visual language

People Photography

Our photography also shows the life moments where we provide care—travel, home, senior care, mobility, and health. Capture imagery from these areas that shows people living their lives in a real and relatable way.

Slices of life

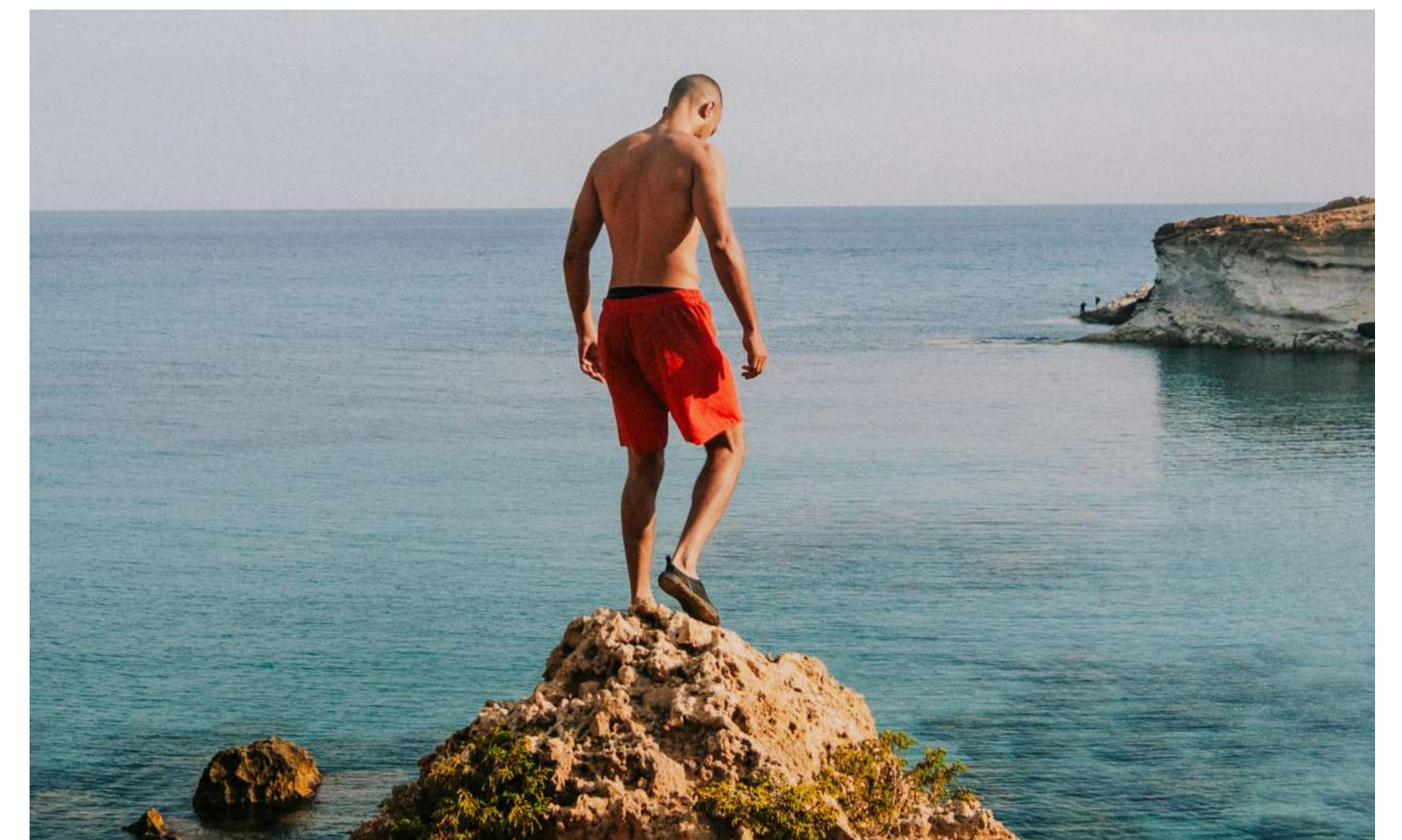


Visual language

People Photography

We also show the protective side of our business through adventurous, energetic, and fun imagery. These images can reflect our different sectors, but they all tell the same story: Redion keeps people safe. Demonstrate the confidence and peace of mind that comes with knowing we're here.

Adventure



Visual language

People Photography

Use human photography to show Redion's digital confidence and ease of use. When people see someone using our services with confidence and ease, they know they can trust the process.

Digital focus



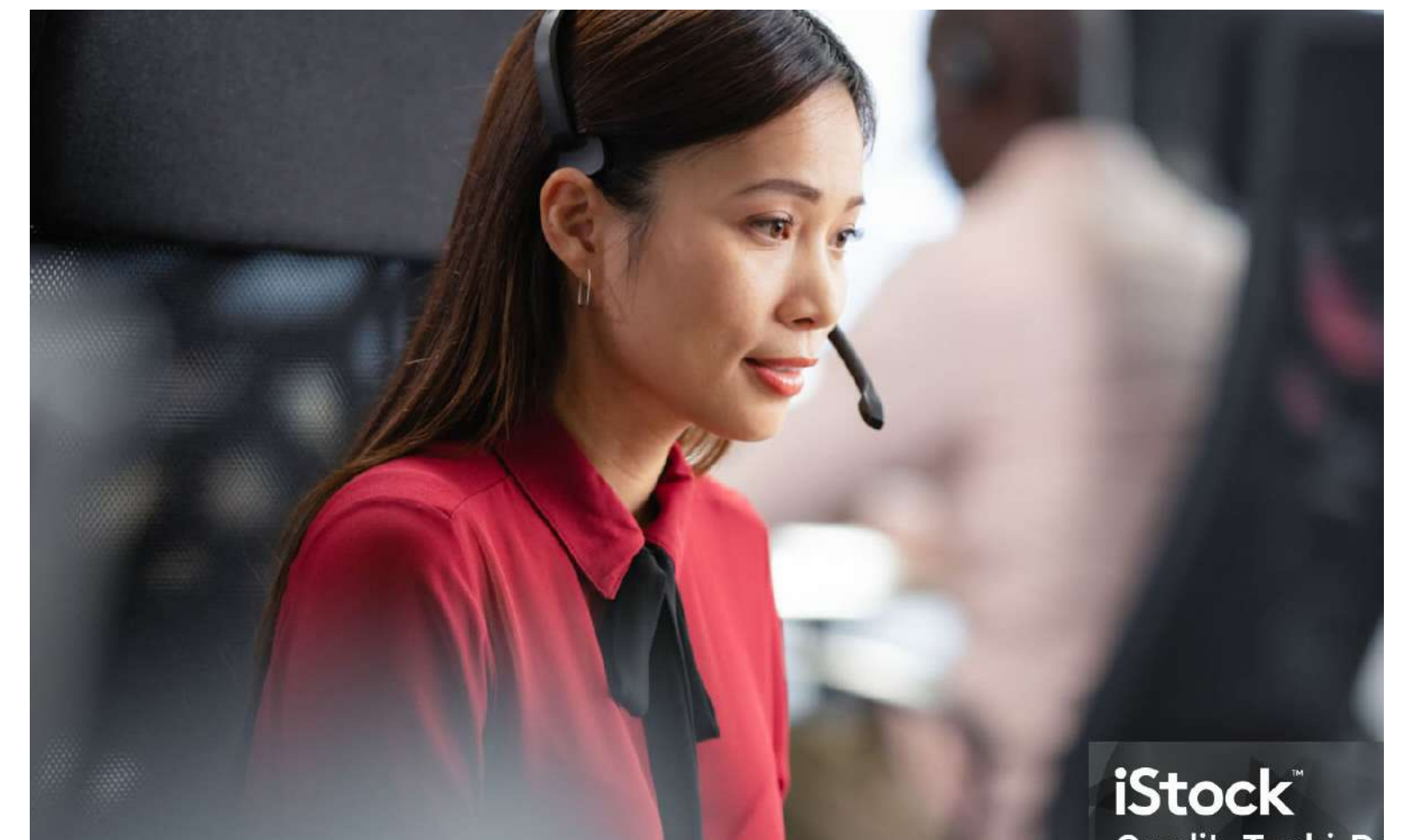
Visual language

Context Photography

When talking to our business lines, it may be useful to use photography that provide context to the services we provide. The images on the left provide guidance on how this photography can be shot, as well as the tones and mood of the imagery.

People don't need to be the focus of the imagery here, but when they are, the rules highlighted on our people photography should be followed.

Again, in our contextual imagery we look for moments for our red color palette to shine through. This makes our images feel distinctly Redion and instantly recognizable.



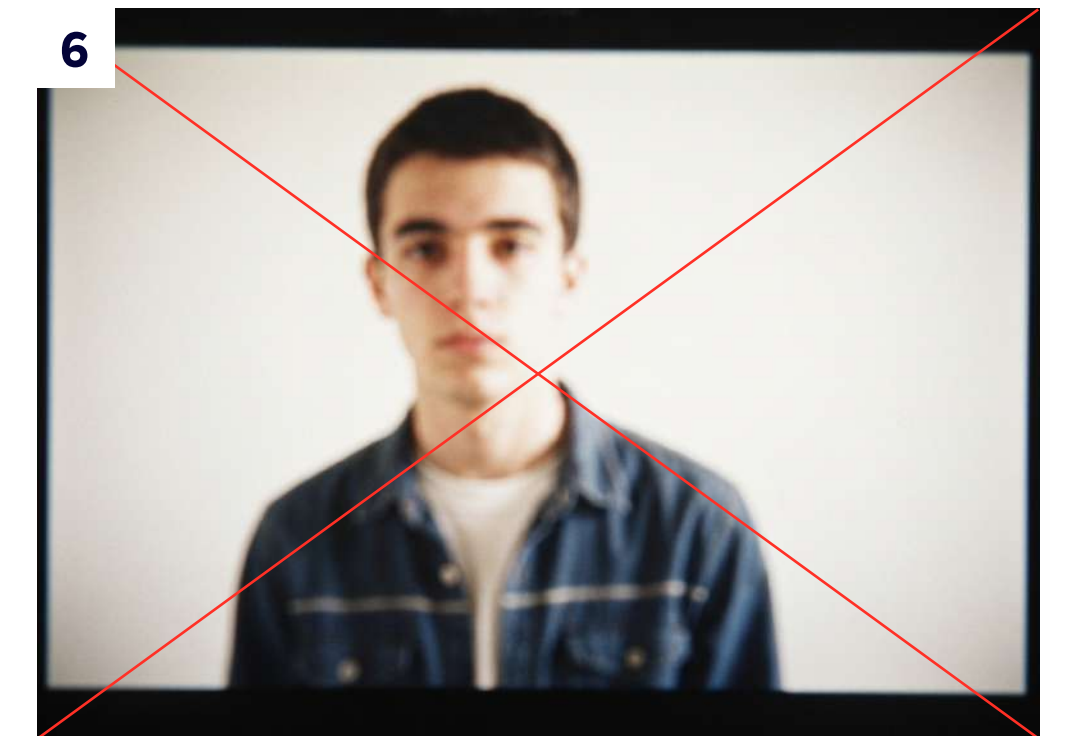
Visual language

Incorrect photography style

Keep Redion photography real, human, and on brand.

Don't use:

1. Heavy filters or strong color effects Skip vintage filters, artificial tints, and unrealistic colors. Real light works best.
2. Staged or overly posed shots Avoid fake smiles, stiff group photos, and exaggerated reactions. We want genuine moments.
3. Anxious or distressed expressions as the main focus We show reassurance and support—not fear or panic.
4. Overly busy or cluttered scenes Keep backgrounds clean. Too many visual elements distract from the real story.
5. Generic “tech” clichés Skip abstract screens, code walls, and people staring blankly at devices.
6. Low-quality or badly cropped images Don't use pixelated, stretched, or off-center photos.



Visual language

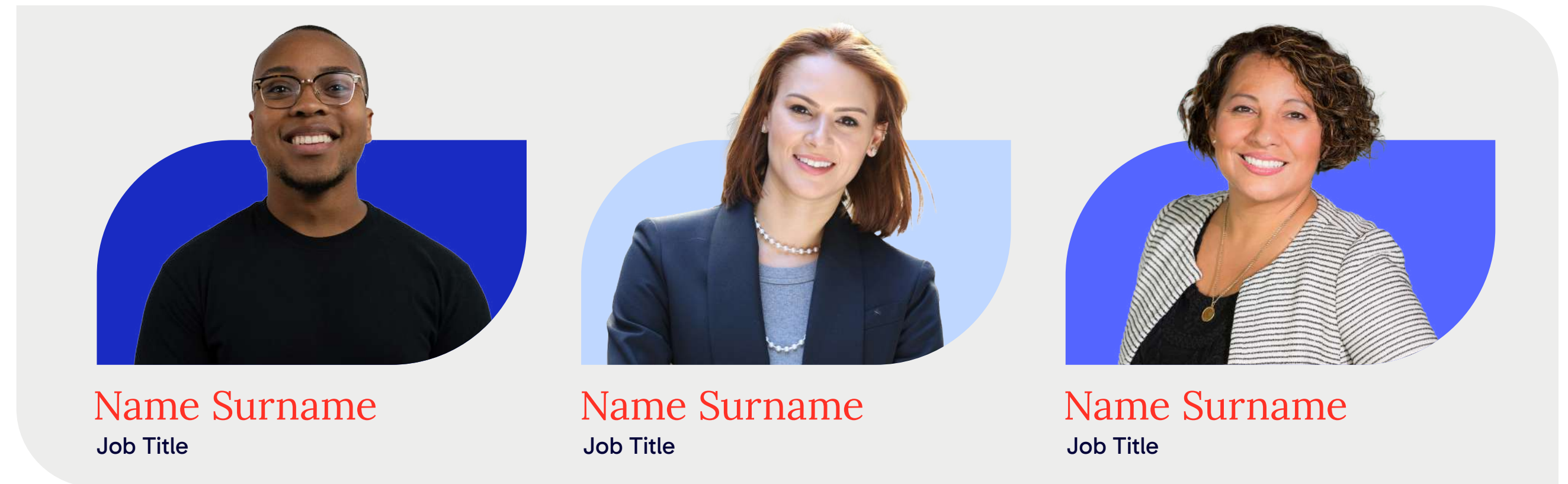
Using photography

We use our photography in different ways to create a flexible and dynamic system. One approach is cutout imagery—images that extend beyond their frame. Pair this with our wingmark layouts to create bold, attention-grabbing designs that emphasize the images.

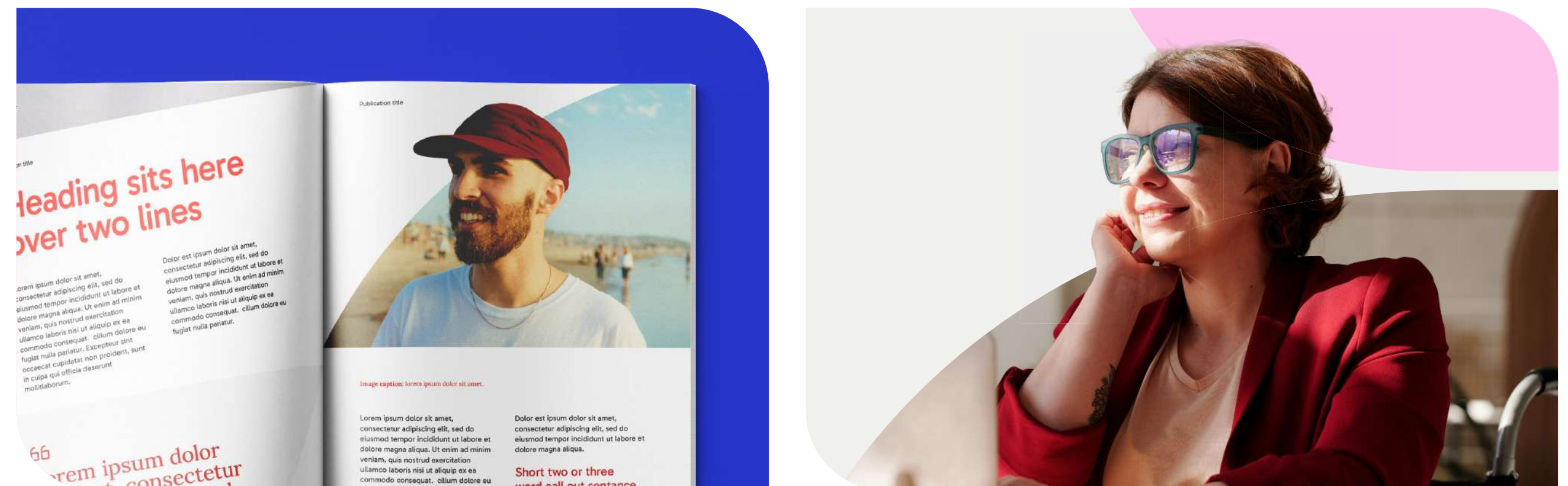
We also layer imagery over text to add depth and visual interest. This creates engaging compositions.

Not every image needs to be cut out or layered. Some layouts use full-bleed images with clear space for copy to sit on top. Choose the approach that works best for your design.

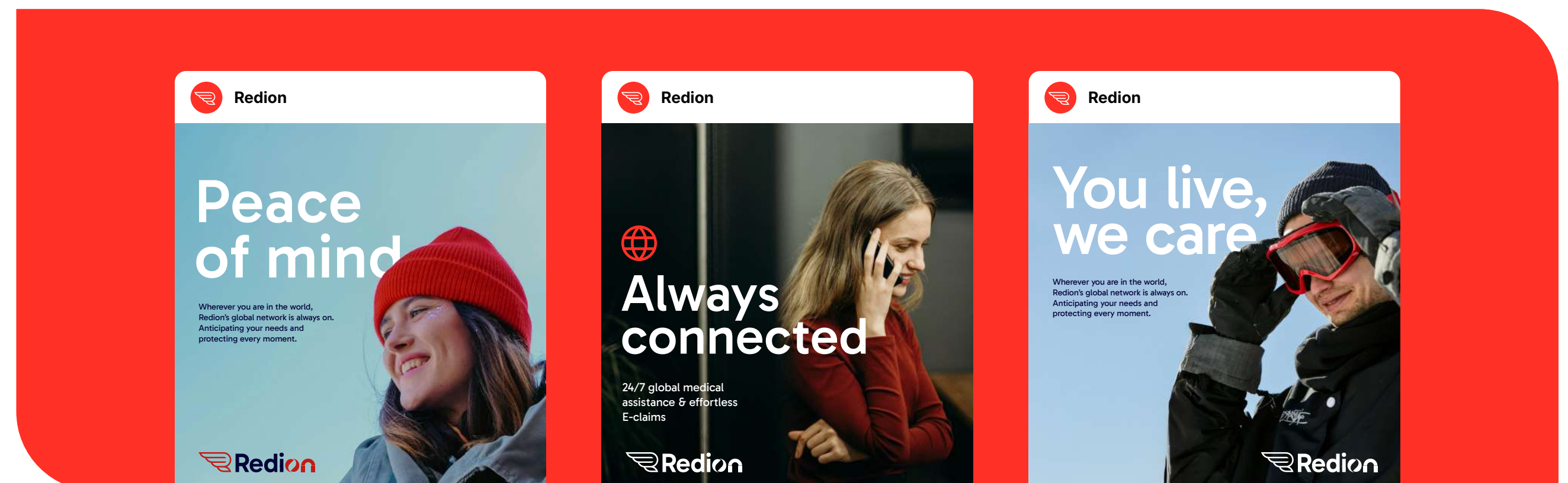
1. Cut-out On colour



2. Cut-out



3. Full bleed



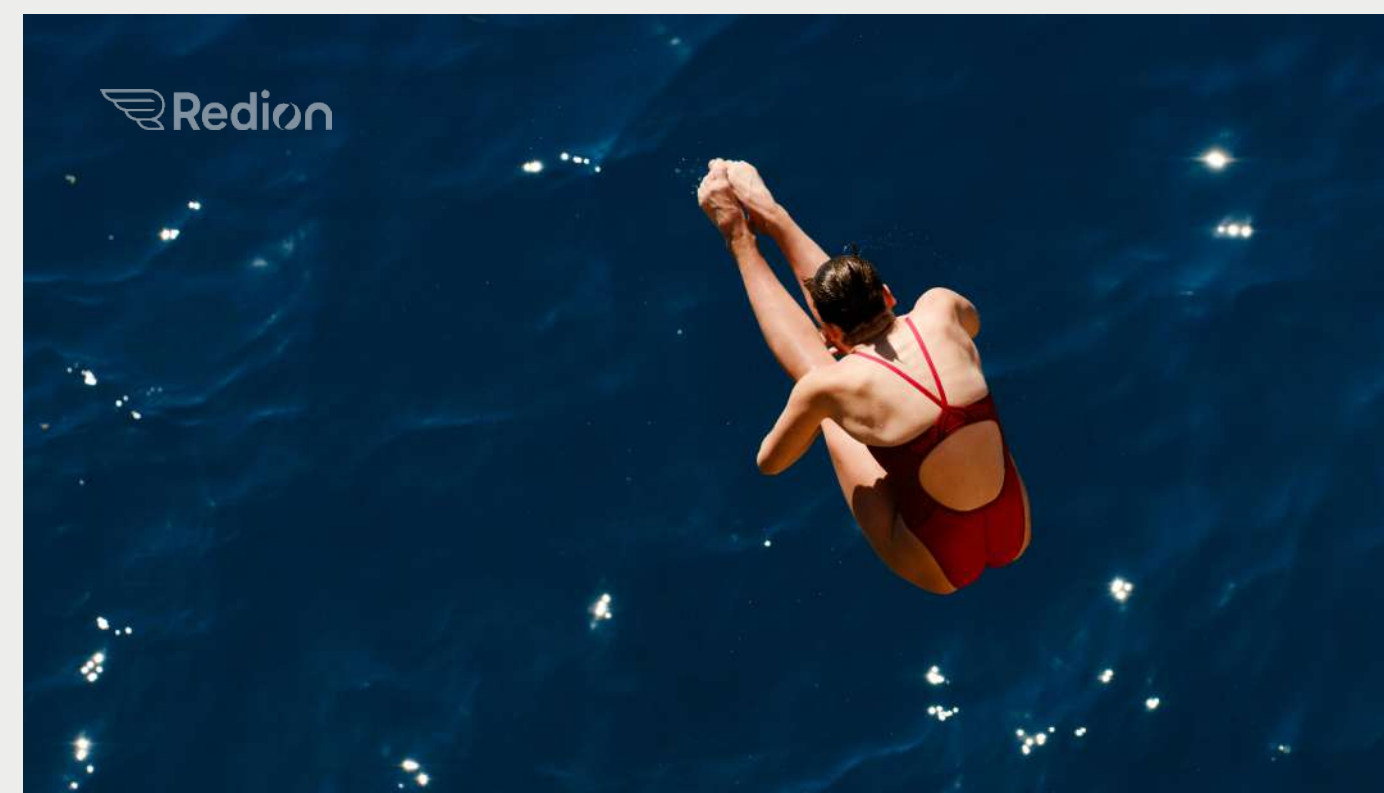
Visual language Video

In video, we should keep our motion principles simple in order to allow the content to shine. On this page we have guidance on how we approach lower thirds and branded bugs that can sit on top of footage. We have also developed a logo animation that should close out any video produced.

1. Logo Animation



2. Video Bug



3. Lower Third

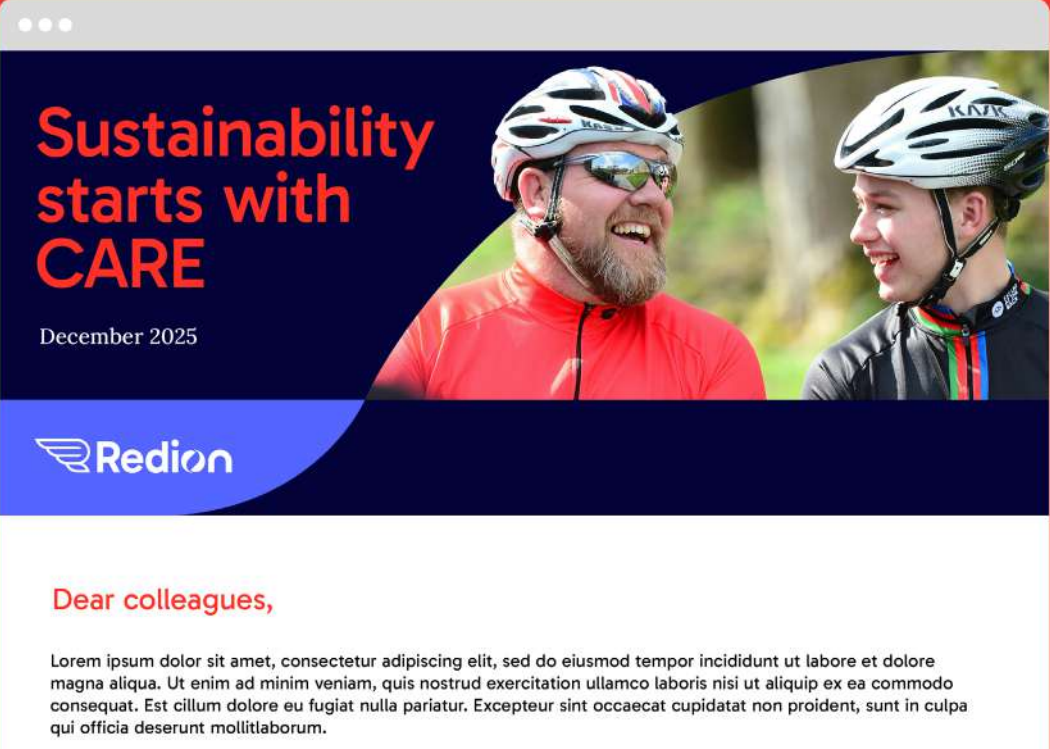
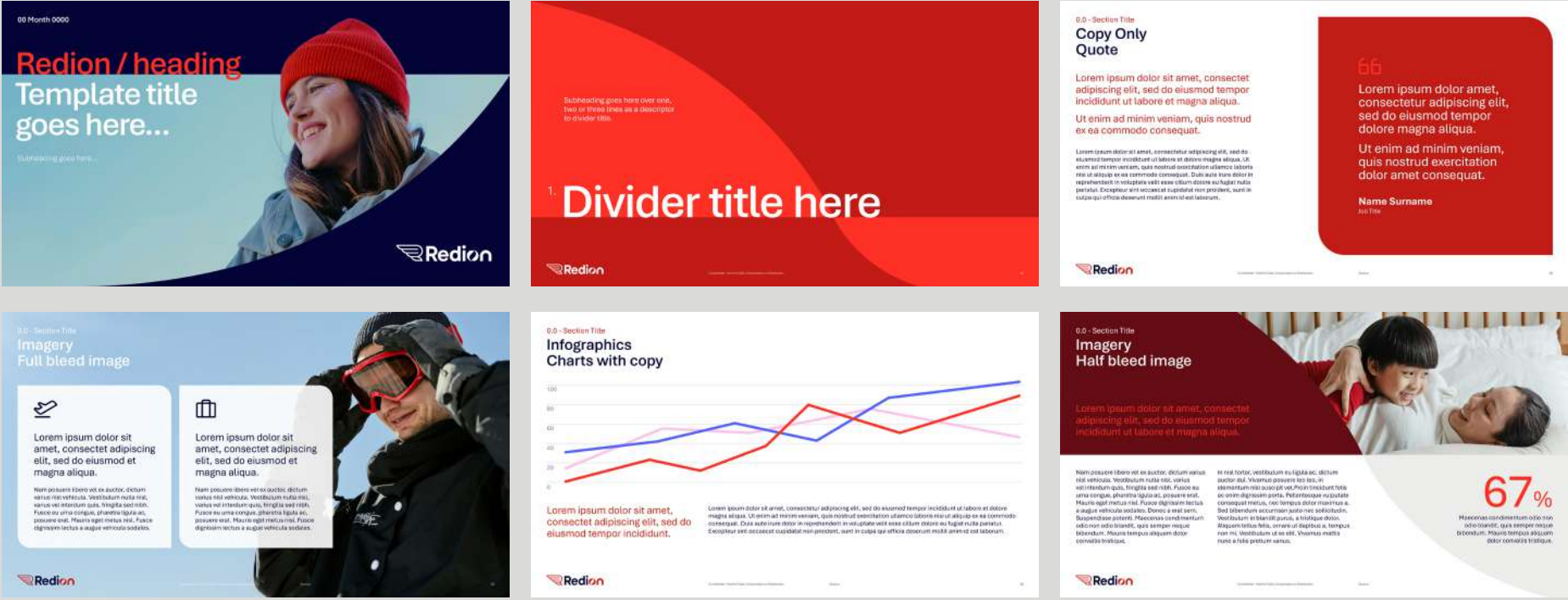


5. Brand Applications

Apply the Redion brand consistently across every touchpoint.

5.1 Stationery and office materials

Our stationery and office materials show our brand’s clarity and professionalism. Use the approved templates for letterheads, business cards, envelopes, email signatures, and PowerPoint presentations. Apply the logo, colors, and typeface consistently across everything. Keep layouts clean and uncluttered. Follow the format in the official templates for personal details and departmental information.



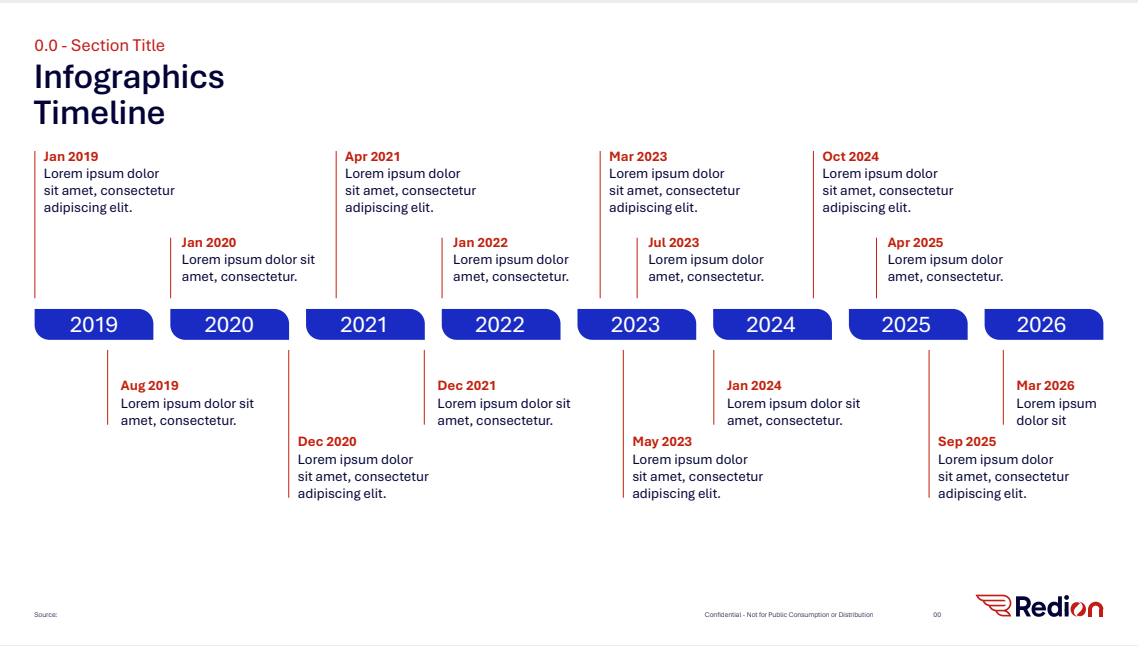
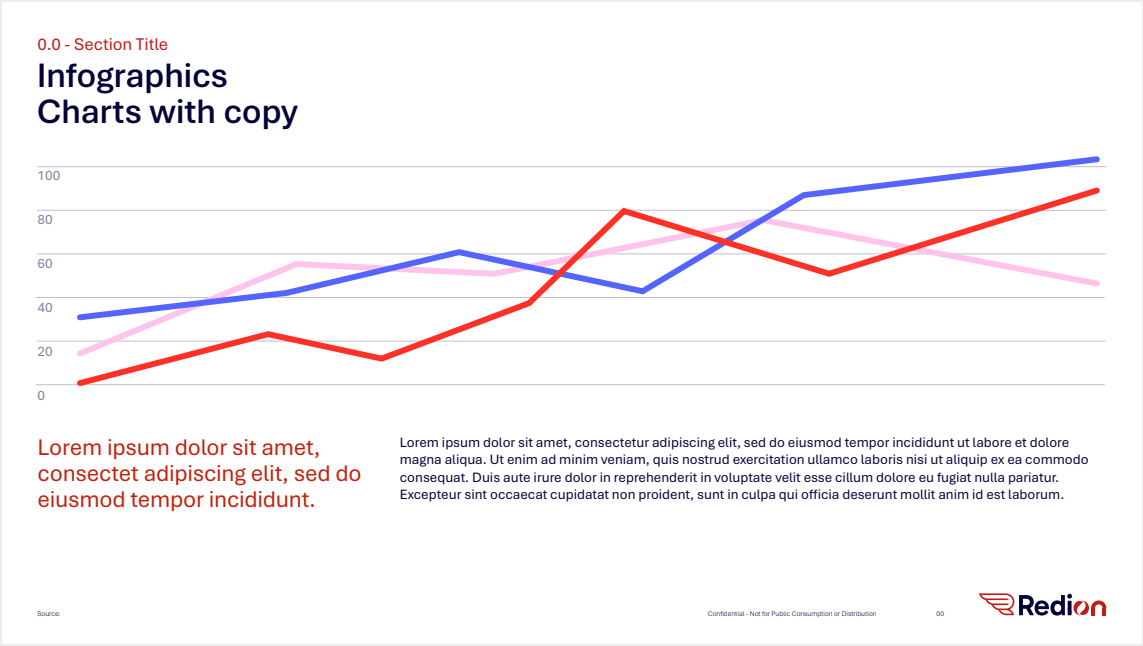
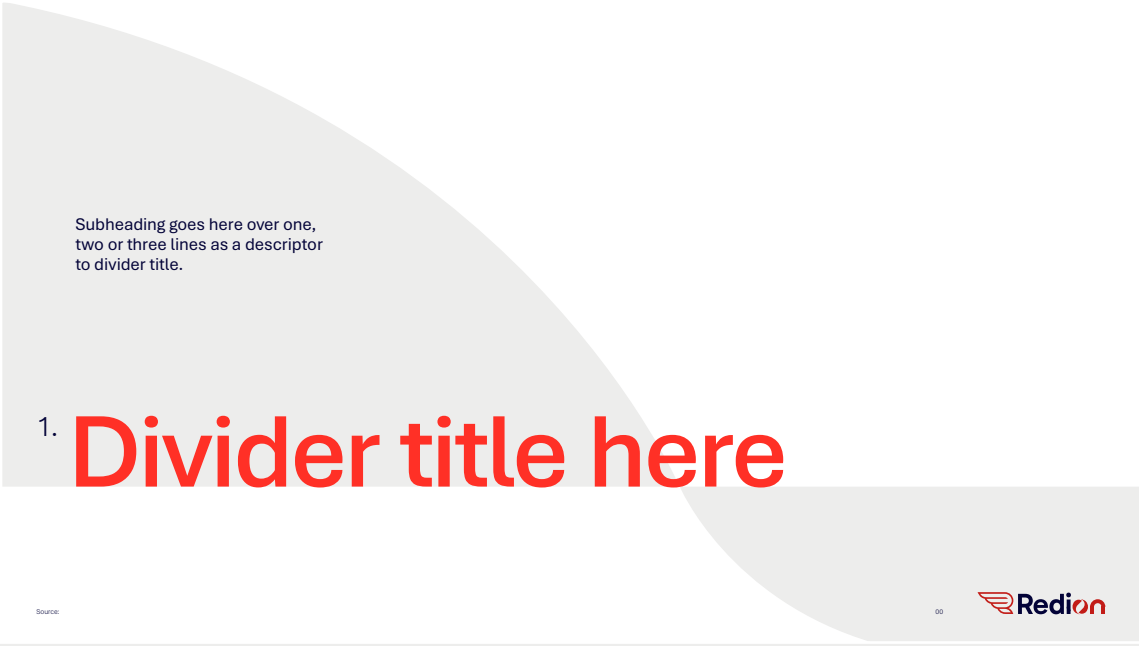
5.1

Stationery and office materials PPT template

Use our presentation template for all Redion presentations—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 PPT template from the Redion asset library at [\[URL placeholder\]](#).



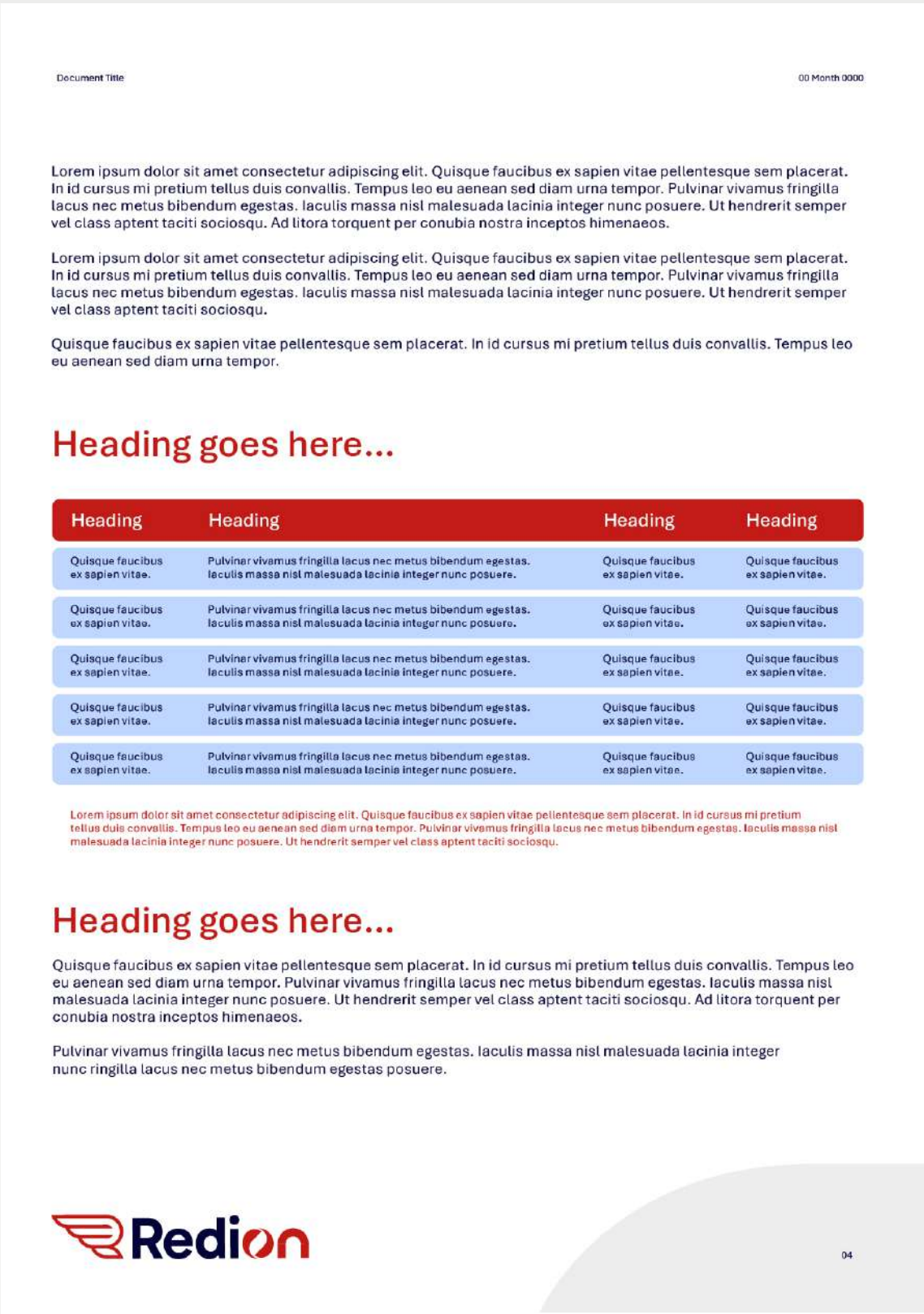
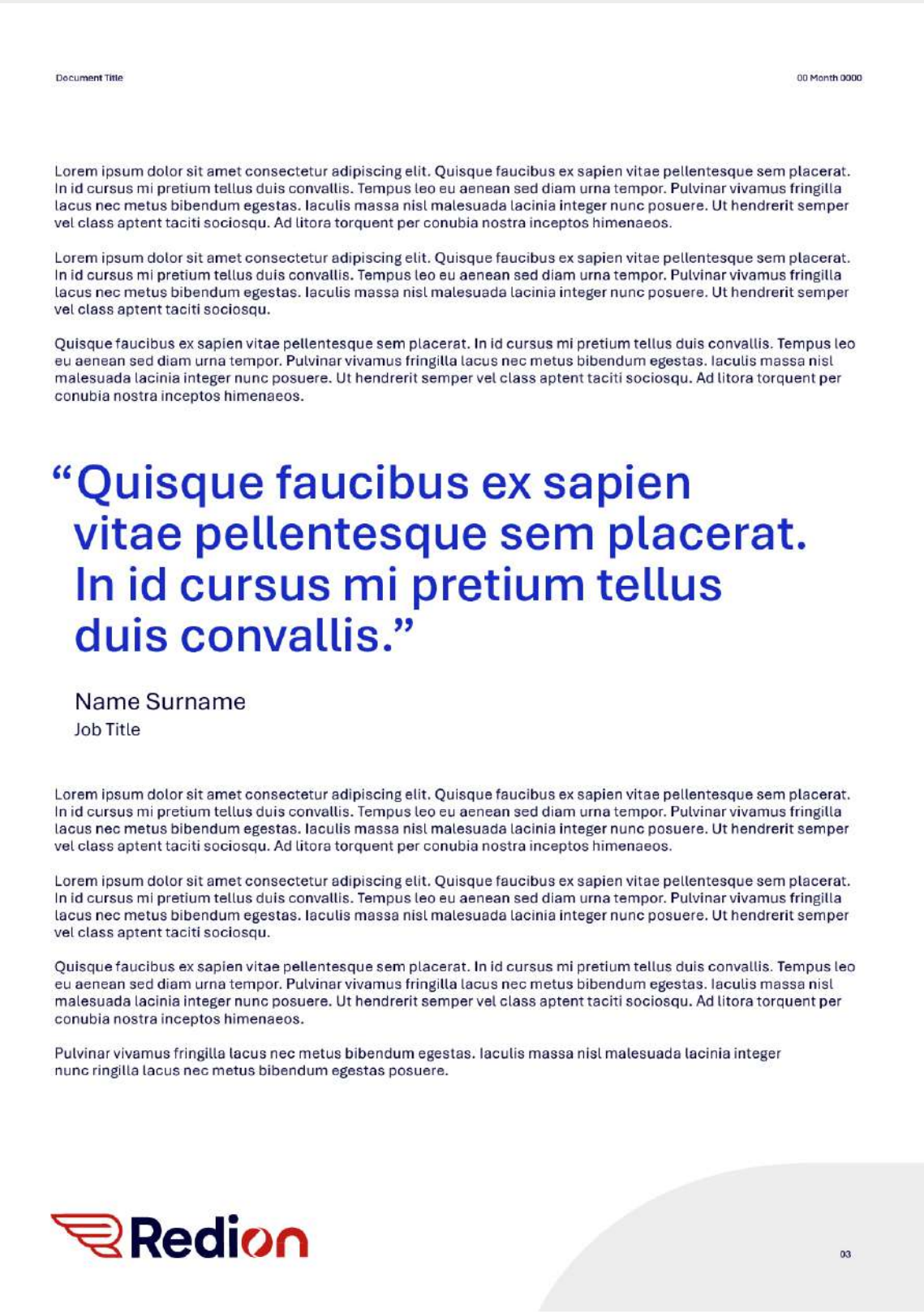
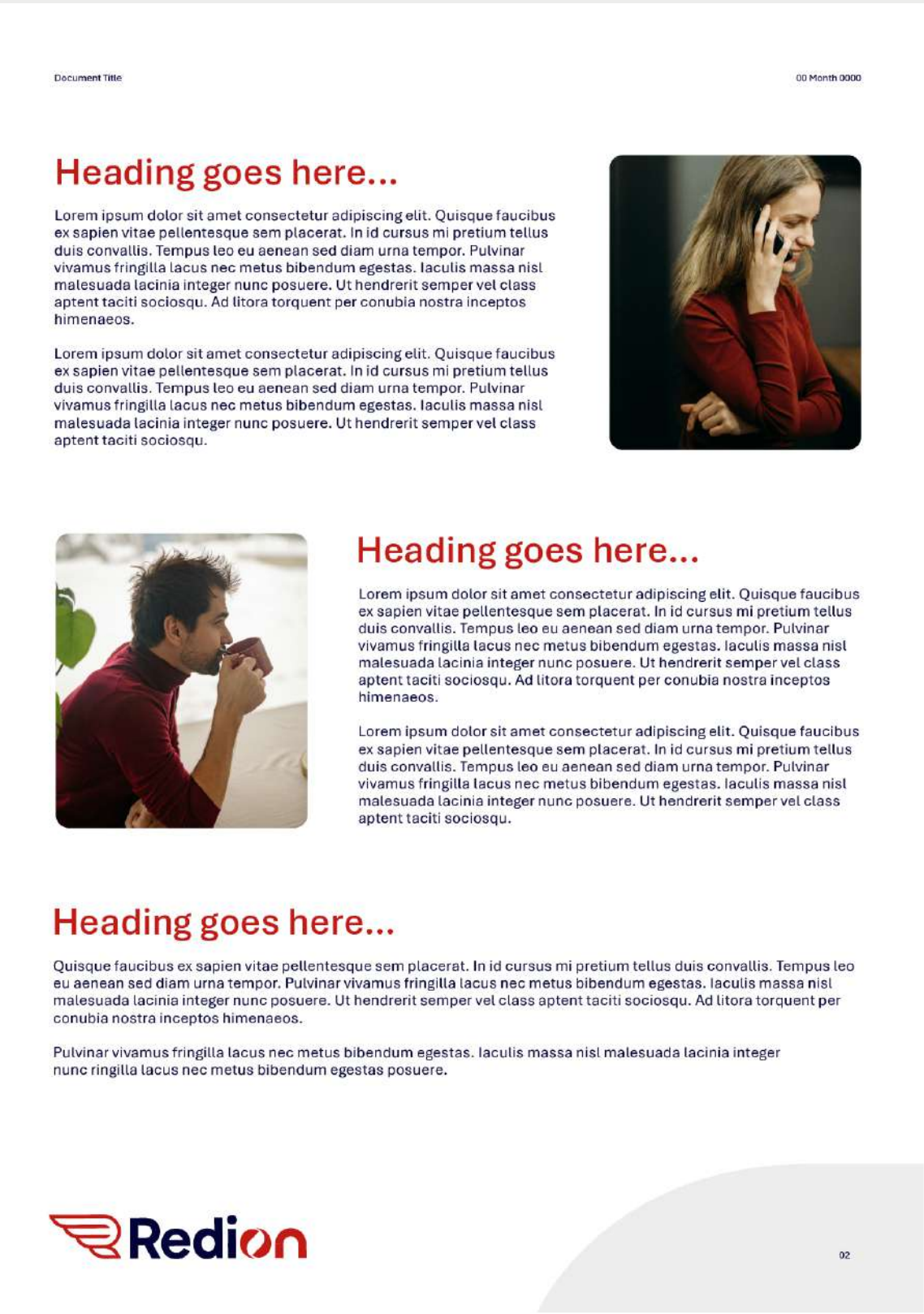
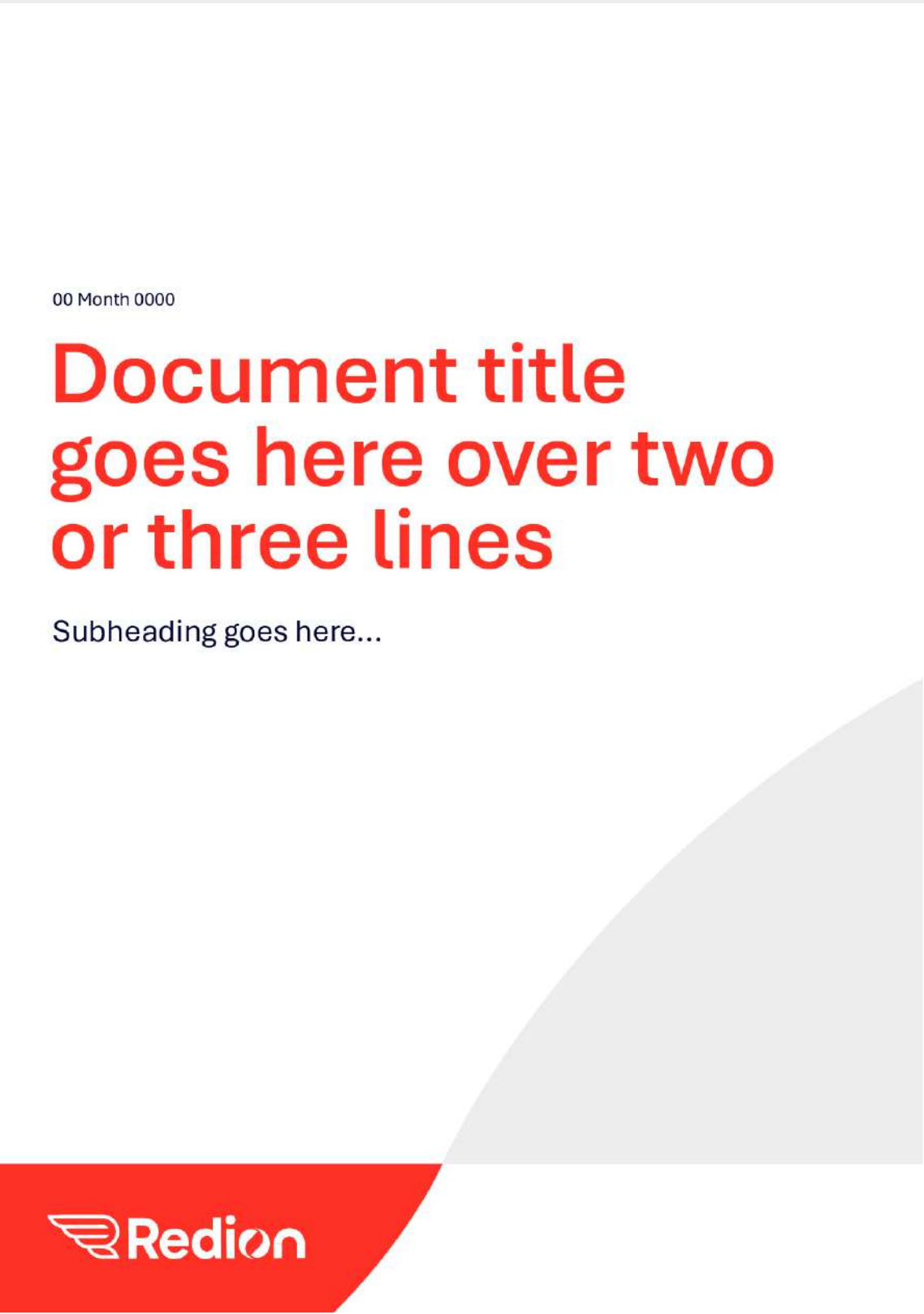
Stationery and office materials

Word template

Use this template for all Redion written communications (including letters, contracts, and formal documents). 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 Word template from the Redion asset library at [\[URL placeholder\]](#).



5.1

Stationery and
office materials
Letterhead template

Use this template for all Redion letters, just changing the copy as needed. 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 letterhead template from the Redion asset library at [\[URL placeholder\]](#).



5.1

Stationery and office materials

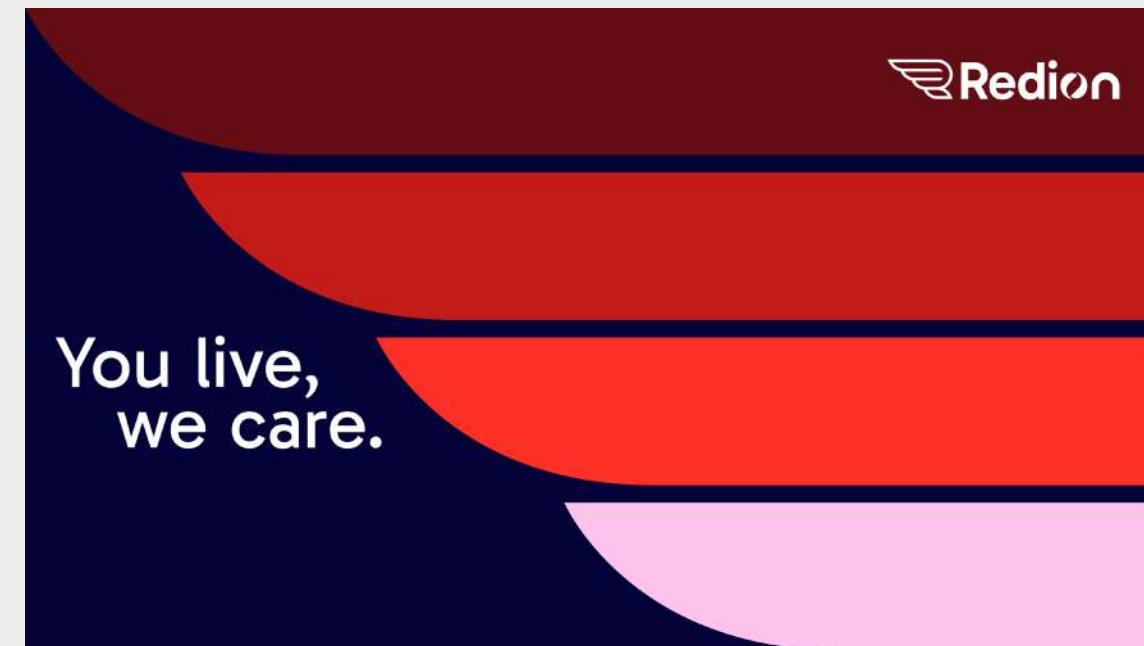
Teams background template

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

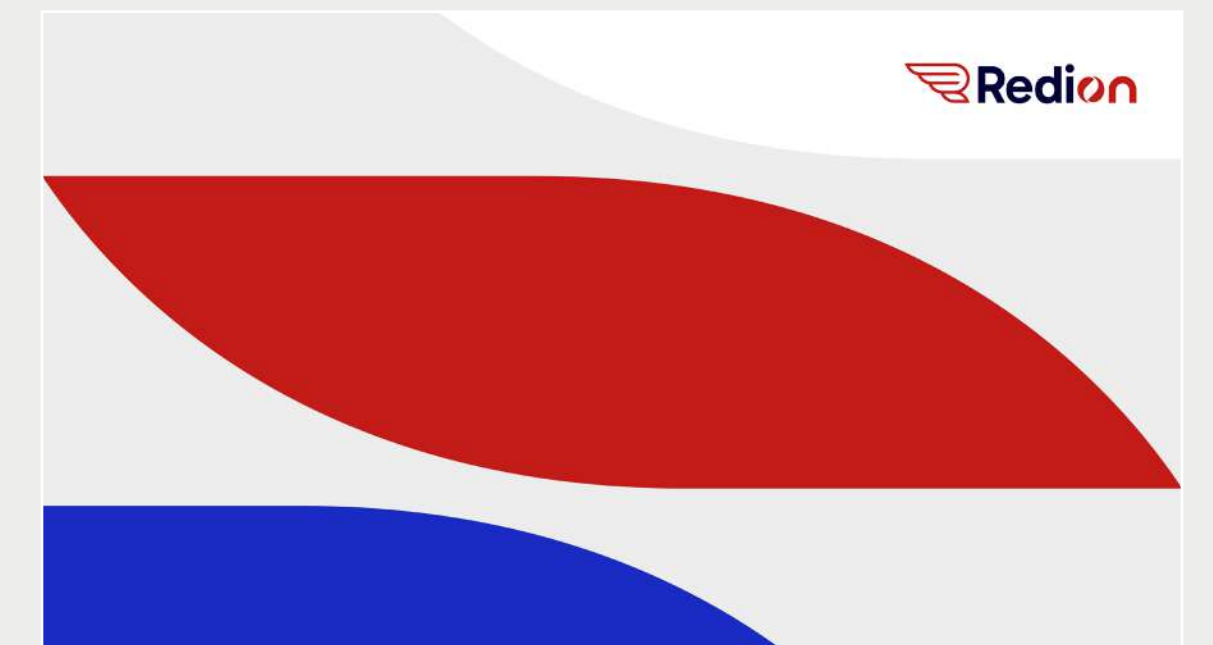
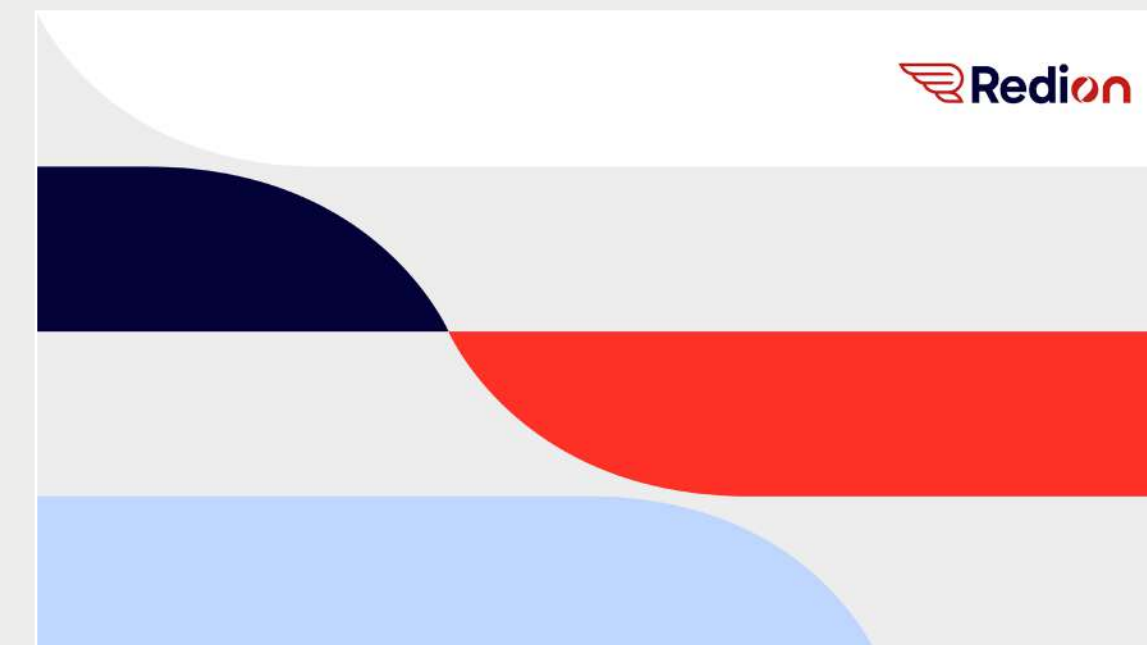
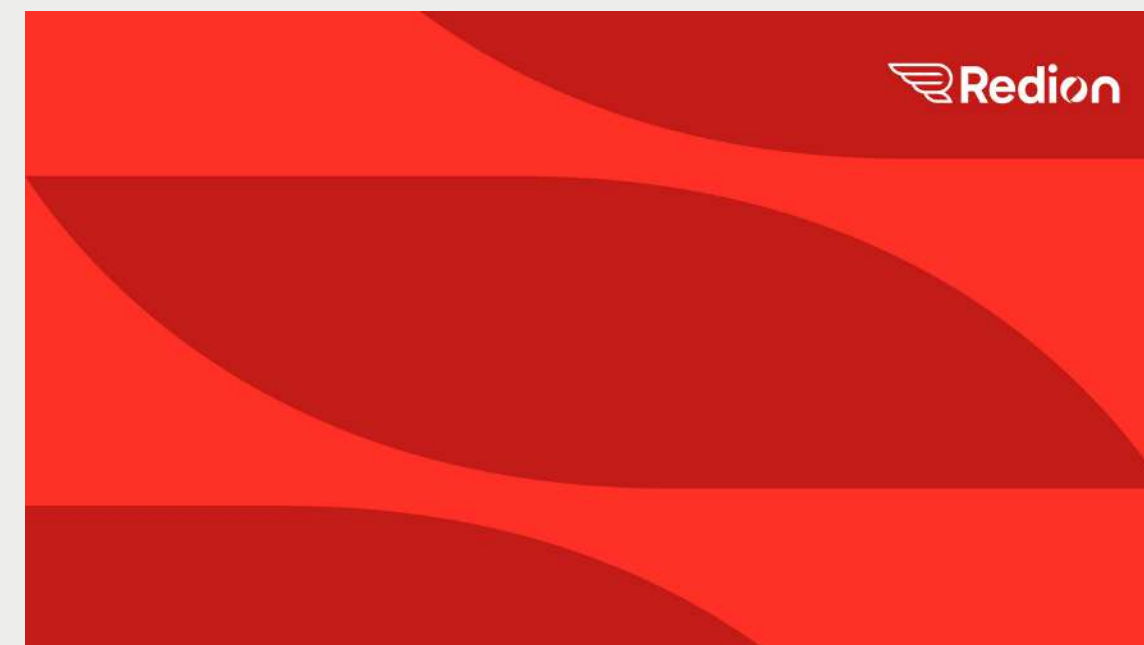
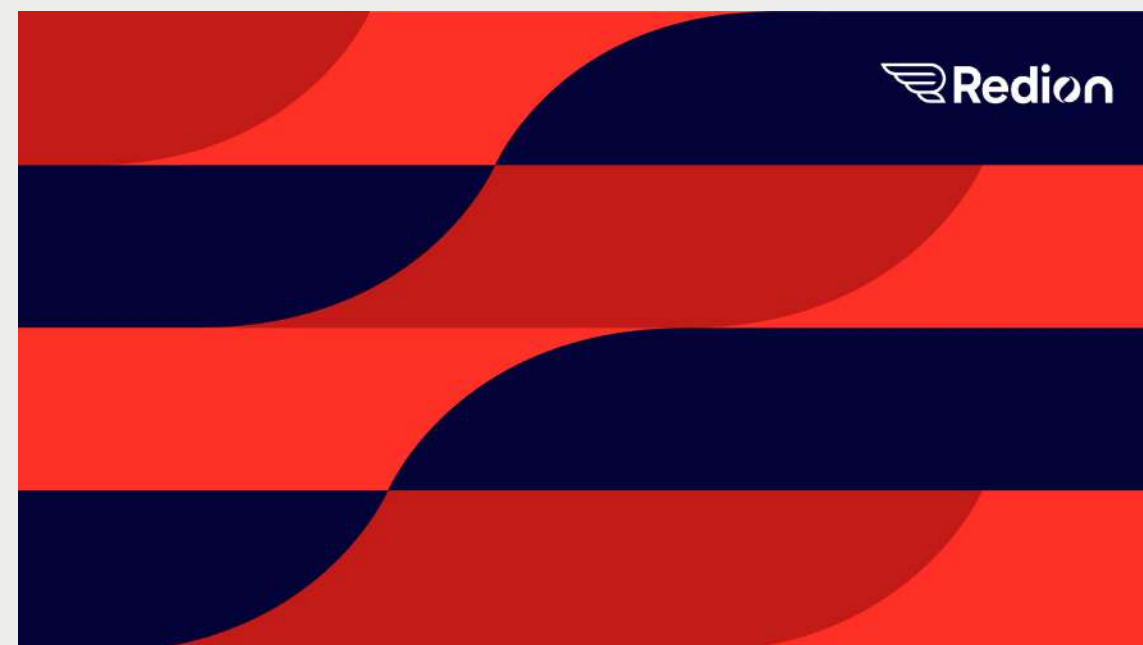
Same goes for everyday communications: they're built to work, so please don't rebuild them yourself.

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



5.1

Stationery and office materials

Email signature template

Use this standard email signature format for all Redion emails—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 signature template from the Redion asset library at [\[URL placeholder\]](#).

Name Surname

Job Title

+00 000 000 000

name.surname@redion.com

redion.com

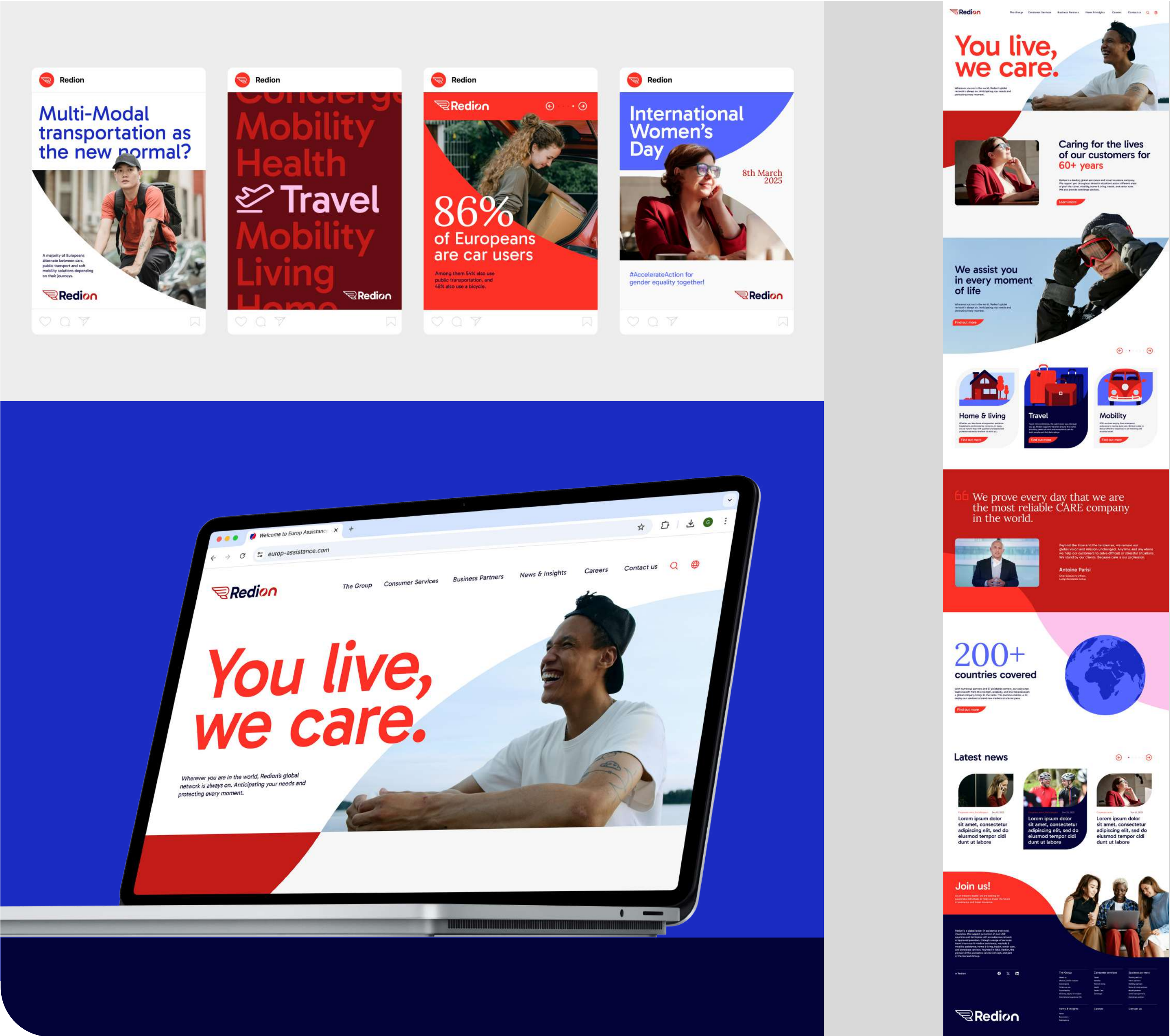


5.2

Digital

Our digital presence is welcoming, intuitive, and instantly recognizable. Use our core colors, typefaces, and images across websites, apps, portals, and social media. This creates a seamless experience everywhere.

Make all digital layouts accessible, mobile-friendly, and easy to navigate. Use our photography and visual tone in social media graphics and banners. Include the primary logo and tagline when it makes sense. Add interactive elements and motion to enhance the experience—but keep the message clear and strong.



Digital Social media template

Use these templates for all Redion posts and campaigns—they’re designed to keep our brand consistent and makes your job easier. You can change the image and text, but keep everything else the same.

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

Download the latest editable social media template from the Redion asset library at [\[URL placeholder\]](#).

Other versions of social media designs can be found within the templates.

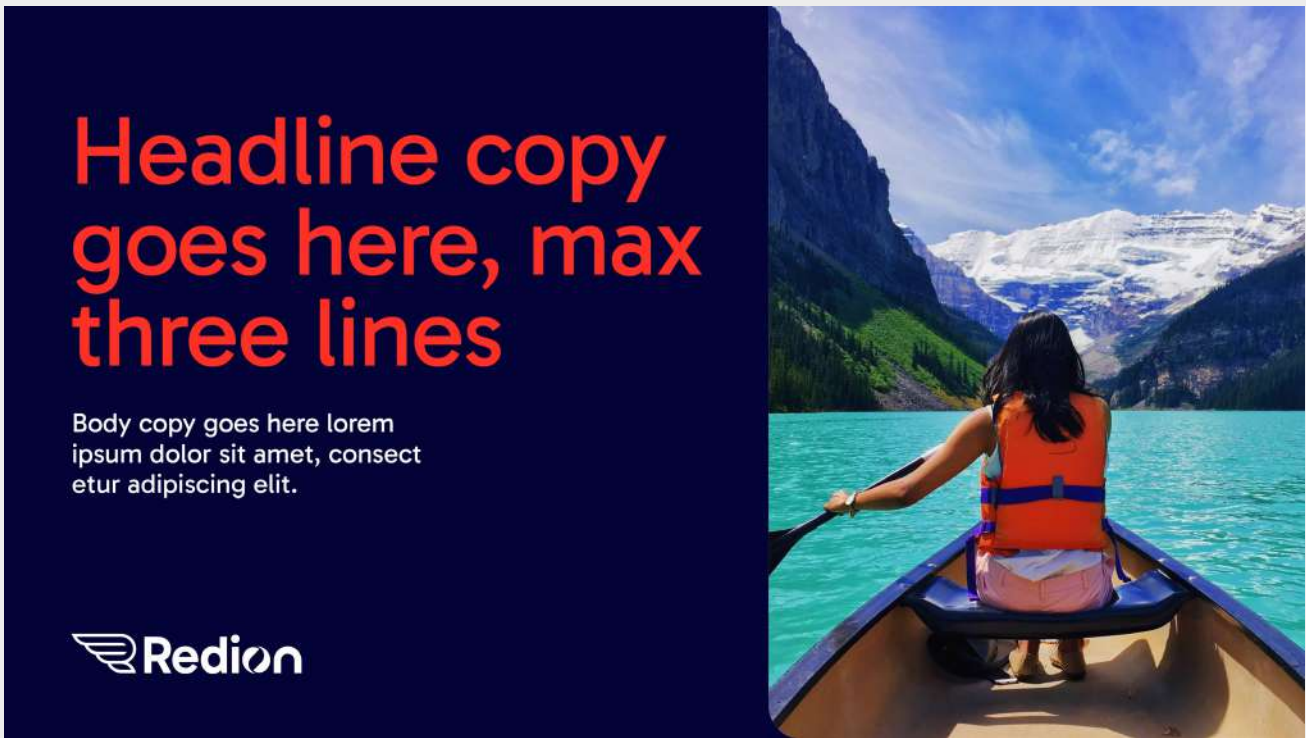
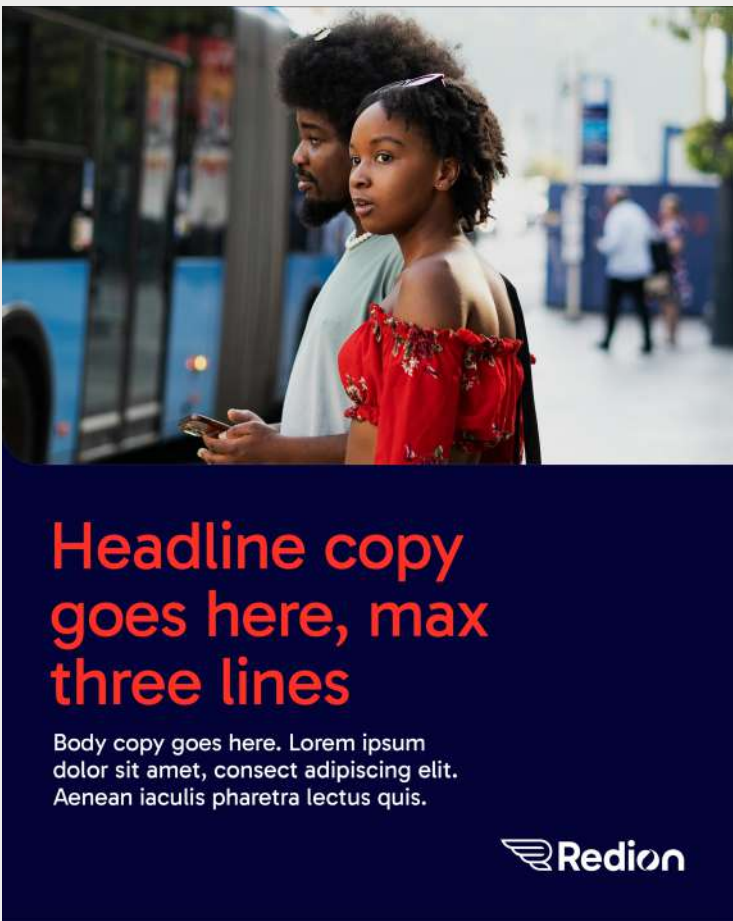
1x1



4x5



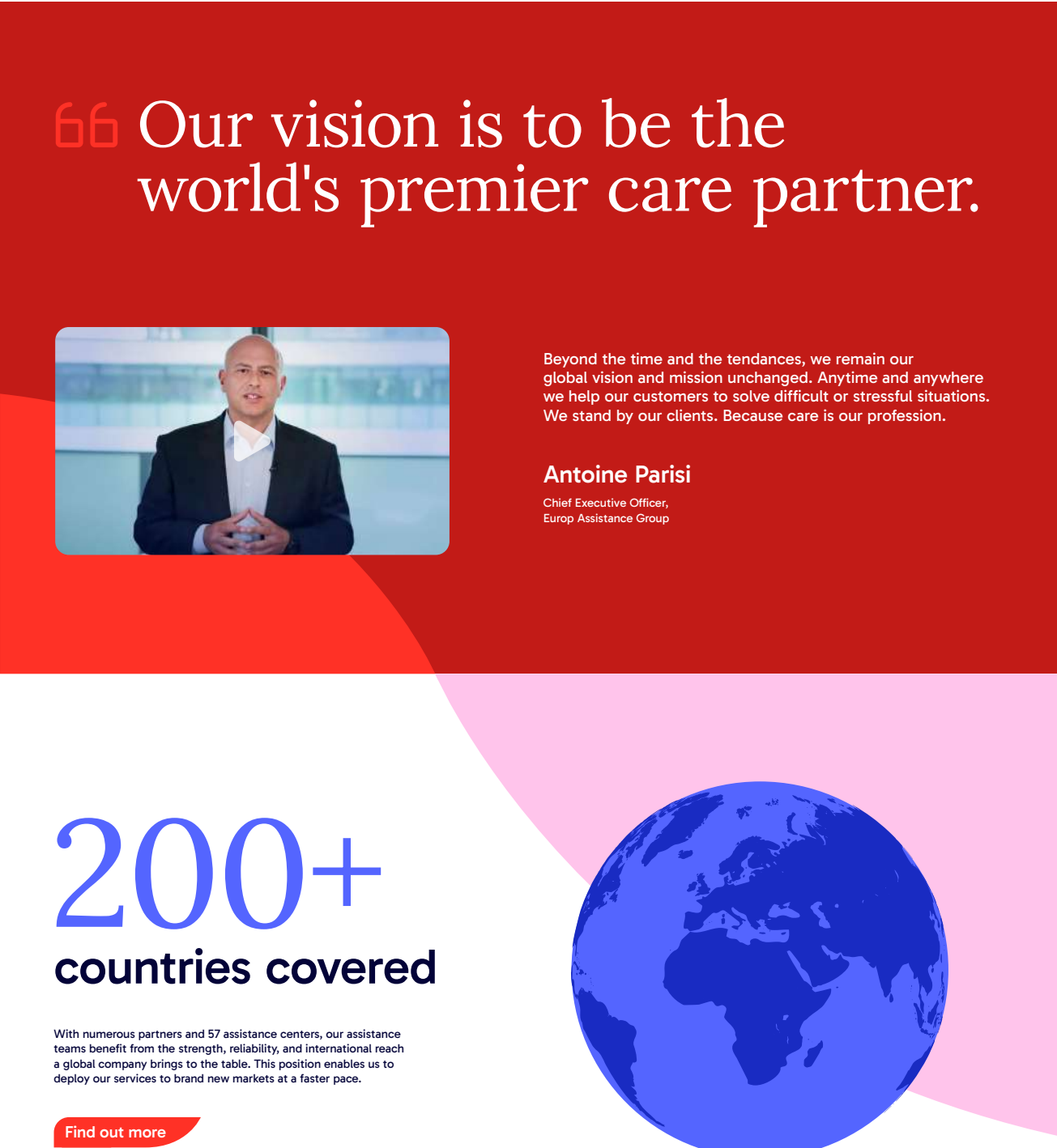
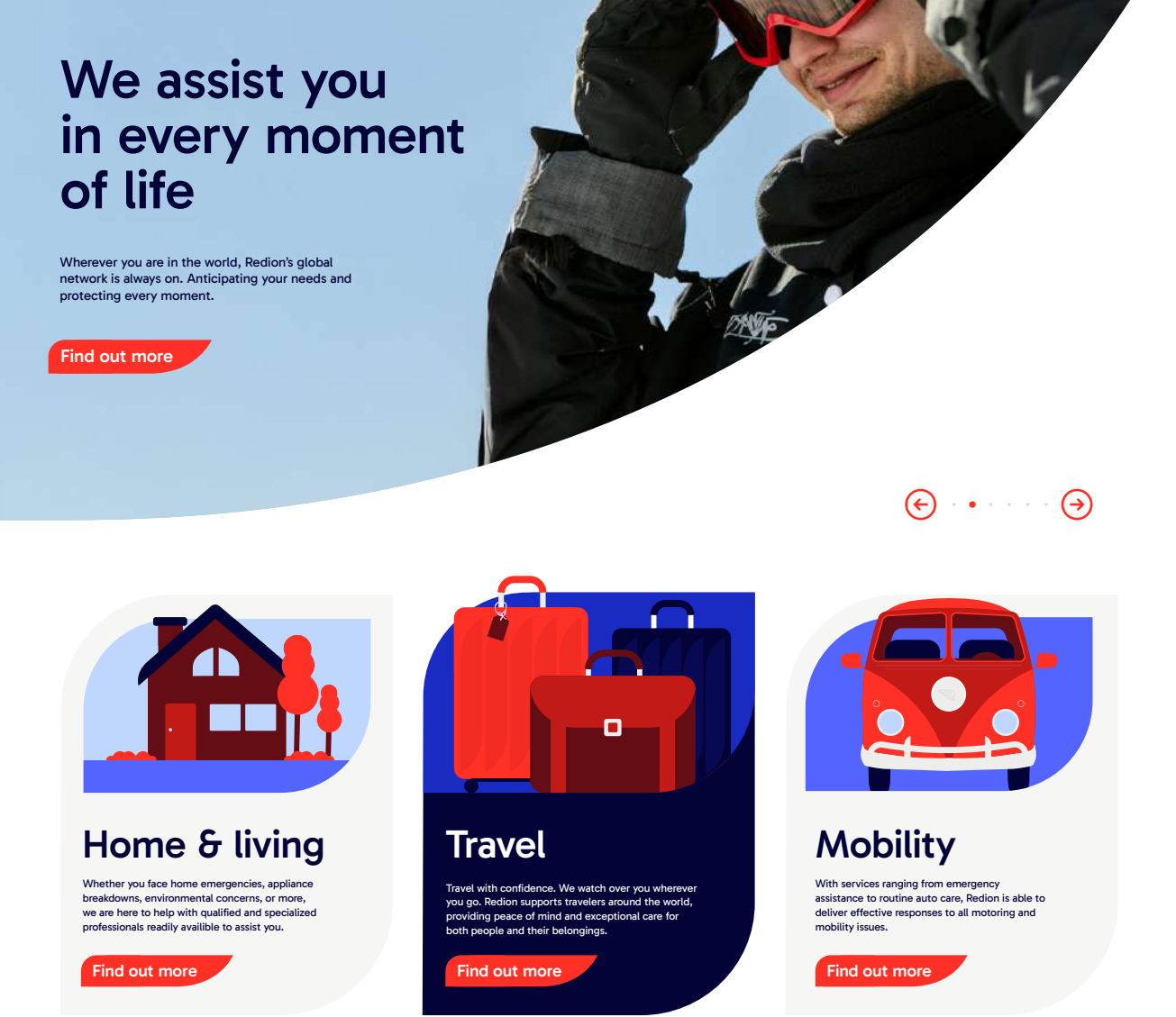
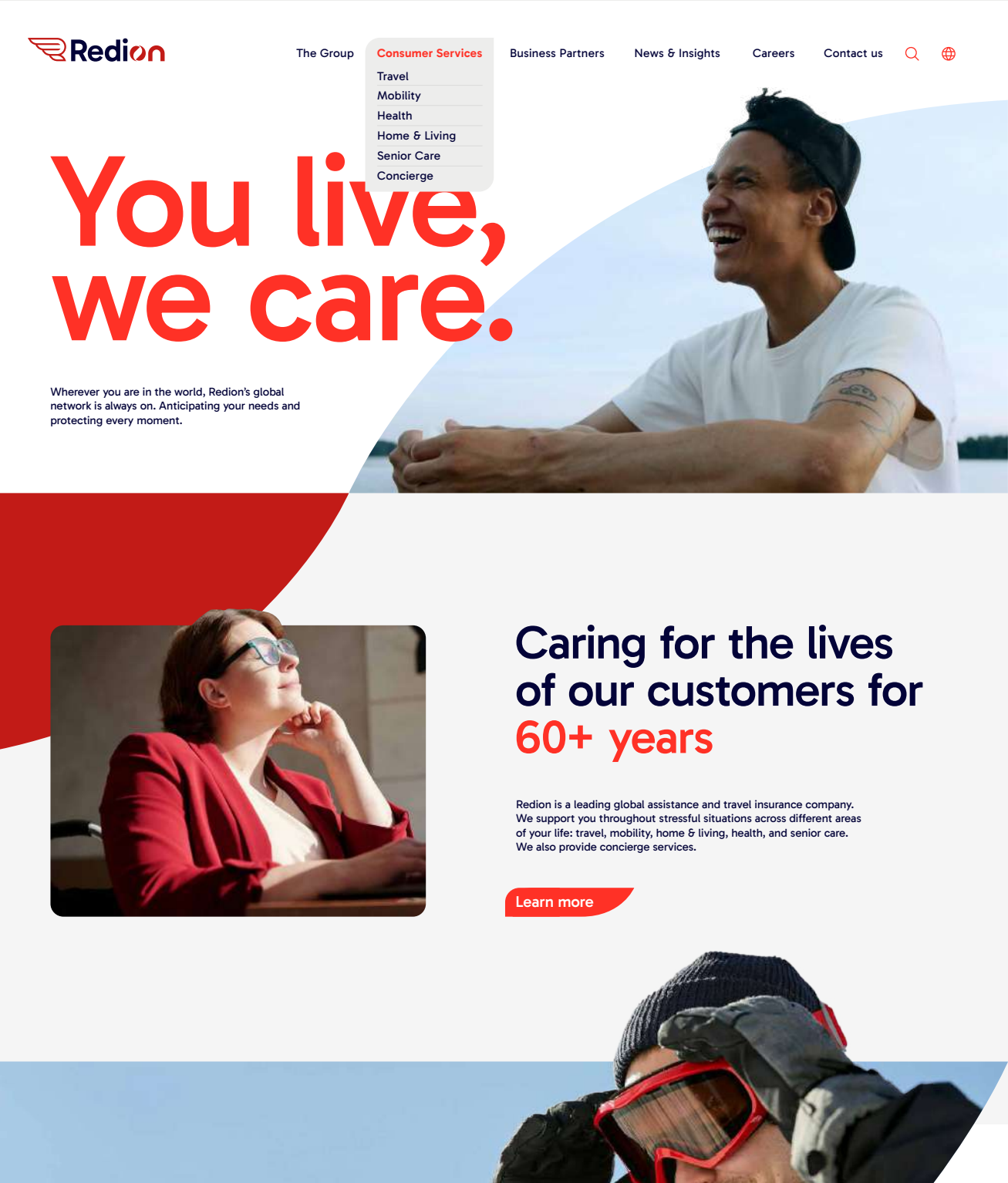
16x9



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.

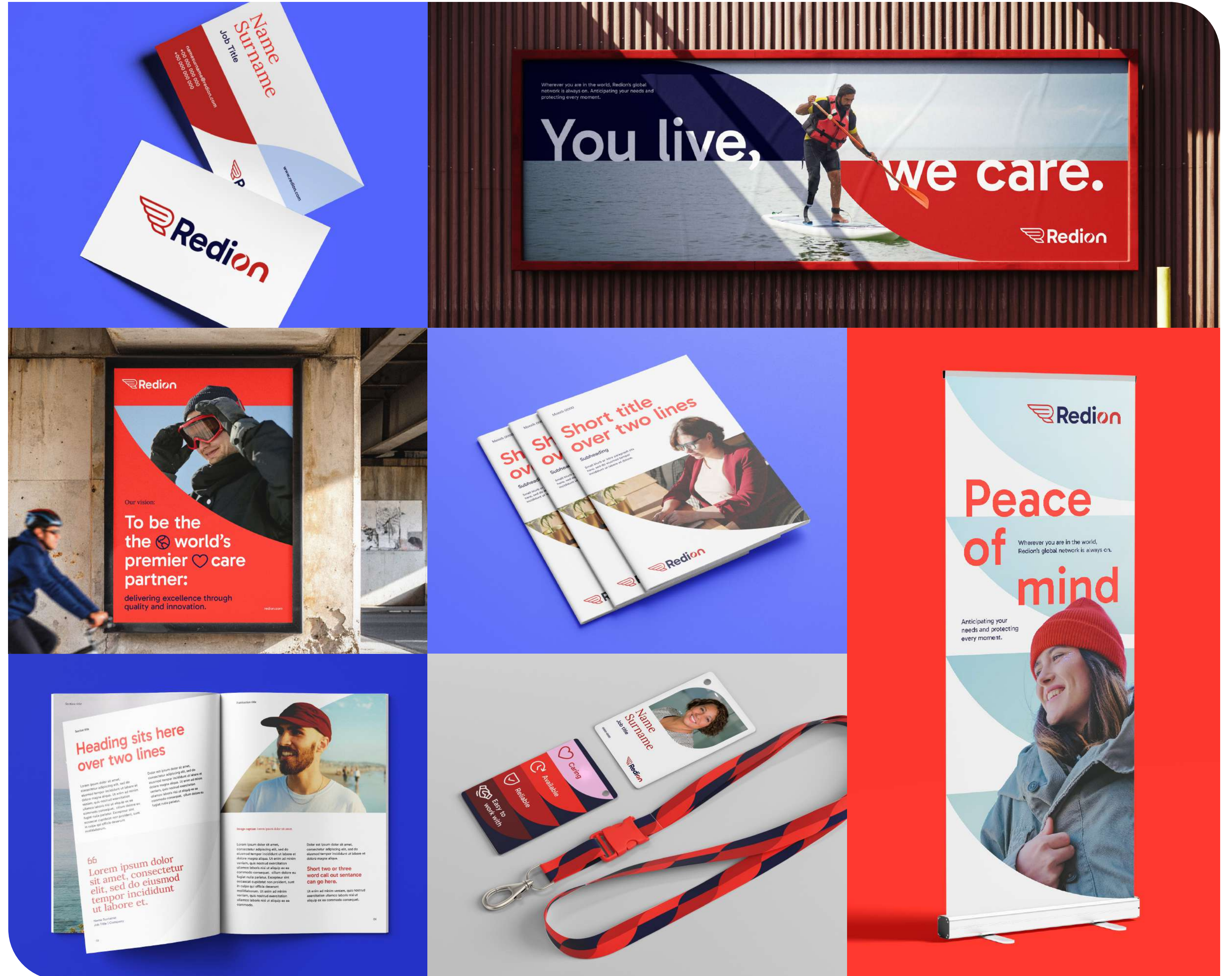


5.3

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 Business card template

Use this layout for all Redion business cards—it's designed to keep our brand consistent and makes your job easier. You just need to update the name and contact details.

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

Download the latest editable business card template from the Redion asset library at [\[URL placeholder\]](#).



Name
Surname

Job Title

[www.redion.com](#)

namesurname@redion.com
+00 000 000 000
+00 000 000 000



Print and marketing collateral

Publication template

Use this template for all Redion brochures and reports—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 publication template from the Redion asset library at [\[URL placeholder\]](#).

Month 0000

Short title over two lines

Subheading here.

Namusedae volore nam unt everuptatur, cone re volorecabo. Iberferation praibus, tet qui rem harum alibus et latibusdae.





Section title

Tipitinv eliquiat quo lquo etureiusae

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66

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Name Surname
Job title | Company

Section title



Image caption: Venducis ut lam con nonsecupatur

Lorem ipsum It litet omnihiliati sent la senis resecup tistit officid et doluptae commiscidus, sint ab it is soluptatas remostiam que dit optatia veles reniet venducis ut lam, con nonsecupatur, id molupit verumet, volor sunt.

Rum quosame nducis desequid ma ni officatus et quas aliberitatem sit lici tecab illique nempe velliti berum res ad quis volorum nus reius.

Rum quosame nducis desequid ma ni officatus et quas aliberitatem sit lici tecab illique nempe velliti berum res ad quis volorum nus reius.

02

03

Section title



You live, we care.

Dolor est ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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 laboris nisi ut cillum dolore eu fugiat nulla, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua, pariatur.

Excepteur sint occaecat cupidatat non dolore eu fugiat nulla, sed do eiusmod proident lorem ipsum.

Short two or three line call out sentence can go here in a larger font to add emphasis.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat, sed do eiusmod tempor incididunt ut labore et dolore magna lorem ipsum dolor sed do aliqua.

04

05

Section title

Duis aute in reprehenderit in voluptate

Lorem ipsum It litet omnihiliati sent la senis resecup tistit officid et doluptae commiscidus, sint ab it is soluptatas remostiam que dit optatia veles reniet venducis ut lam, con nonsecupatur, id molupit verumet, volor sunt.

Rum quosame nducis desequid ma ni officatus et quas aliberitatem sit lici tecab illique nempe velliti berum res ad quis volorum nus reius.



06

Section title

The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc. which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text.

Rum quosame nducis desequid ma ni officatus et quas aliberitatem sit lici tecab illique nempe velliti berum res ad quis volorum nus reius.

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words.



07

Section title

Lorem ipsum dolor sit amet adipiscing

Lorem ipsum It litet omnihiliati sent la senis resecup tistit officid et doluptae commiscidus, sint ab it is soluptatas remostiam que dit optatia veles reniet venducis ut lam, con nonsecupatur, id molupit verumet, volor sunt.

Rum quosame nducis desequid ma ni officatus et quas aliberitatem sit lici tecab illique nempe velliti berum res ad quis volorum nus reius.

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc. which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text.

It uses a dictionary of over 200 Latin words, combined with a range of model sentence structures, to generat.



08

09

Section title

Peace of mind

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Rum quosame nducis desequid ma ni officatus et quas aliberitatem sit lici tecab illique nempe velliti berum res ad quis volorum.



10

11

redion.com

Address Line 1,
City,
Country,
Area Code



Print and marketing collateral

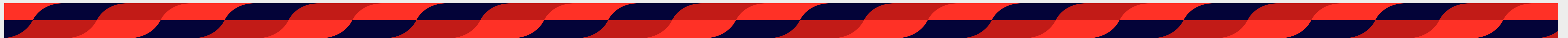
Lanyard template

Use this template for all Redion lanyards—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 lanyard 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.



5.1

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 [\[URL placeholder\]](#).

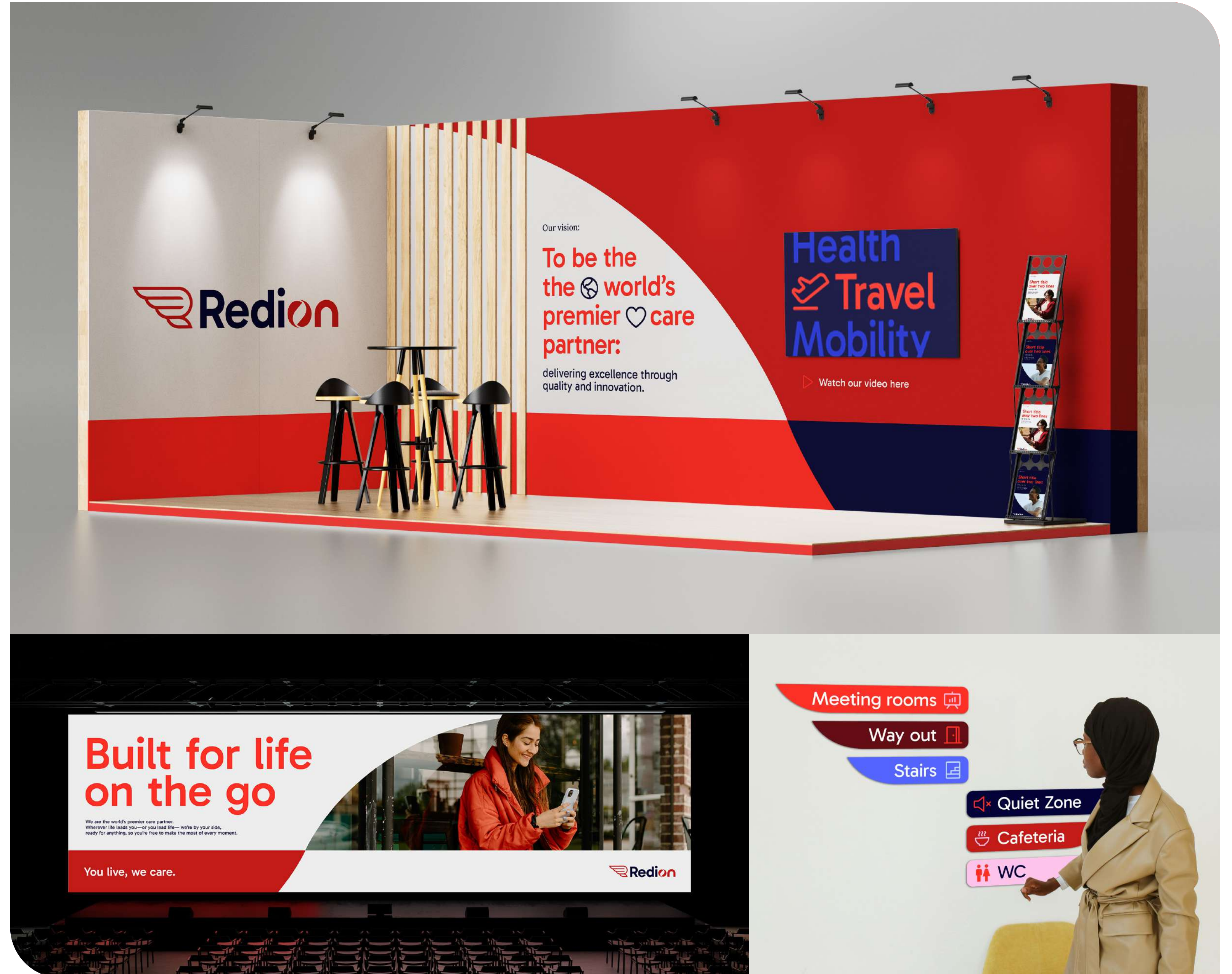
Artwork shown is for style reference only. Final artwork will need to be resized and adjusted to suit the selected lanyard dimensions.



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.



6. Support & Resources

Find help, contacts, and essential assets to support your brand work.

Brand owner and key contacts

Questions about these guidelines or the Redion brand? Contact the brand owner or our brand team. We're here to help with advice, approvals, and support.

Name Surname

Job Title

namesurname@redion.com
+00 000 000 0000

Name Surname

Job Title

namesurname@redion.com
+00 000 000 0000

Asset library and downloads

All official Redion brand assets, including logo files, templates, and imagery, are available in the Redion asset library. Access the library at [insert link or placeholder]. Use only the latest approved files for your projects. If you need additional assets or have trouble accessing the library, contact the brand team for assistance.

1. **Logo**

2. **Color**

3. **Fonts**

4. **Icons**

5. **Illustration**

6. **Grids**

7. **Layouts**

8. **Imagery**

9. **Templates**

Thank you

