



THE CULTIVATION OF **REDU**  
YOUR INNER HAPPINESS

Brand Guidebook

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# Who we are

We are REDU your pampering organic skincare company full of happiness Our products are Rich care products

Exfoliating serums and creams made from nature, From the source of Himalayan salt that expresses the cleanliness and abundance of minerals From the fragrant and beautiful petals of roses and special flowers

From nature itself healthy fruits and herbs All our raw products are based from nature

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Why REDU?  
ERD+U  
Red from Himalayan salt  
Italian REDU is fine



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# Goals

Our goals for the women of the world are by our products to convey

Cultivation

calm

Love

female empowerment

Designed for women and girls  
With love from the earth to a woman

femininity

nature

organics

Food is the cultivation



# values

- The natural transparency of the products
  - Natural from llo
  - Environmentally friendly
  - Female sisterhood

# vision

All our raw products are based from nature  
We advocate that only what a person  
can put into his body by eating  
He can anoint his body (Rambam)  
And thus we invest that every product that comes out  
of it is mixed with love, nature, cleanliness,  
In order to enrich you in body cleaning and body care  
To give you female empowerment and spread love around you  
and cause the inner happiness of to shine  
enjoy yourself



# Design language

Our design language is expressed in the use of images of  
water, petals,  
Red salt, round style

We use three main colors;  
red white and blue

Red for the expression of feminine power and rheumatism  
White to express cleanliness and radiance  
and blue to express distilled water

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**LOGO**

REDU

**Black and white logo**

REDU

REDU

## Logo proportions

REDU

200mm

REDU

100mm

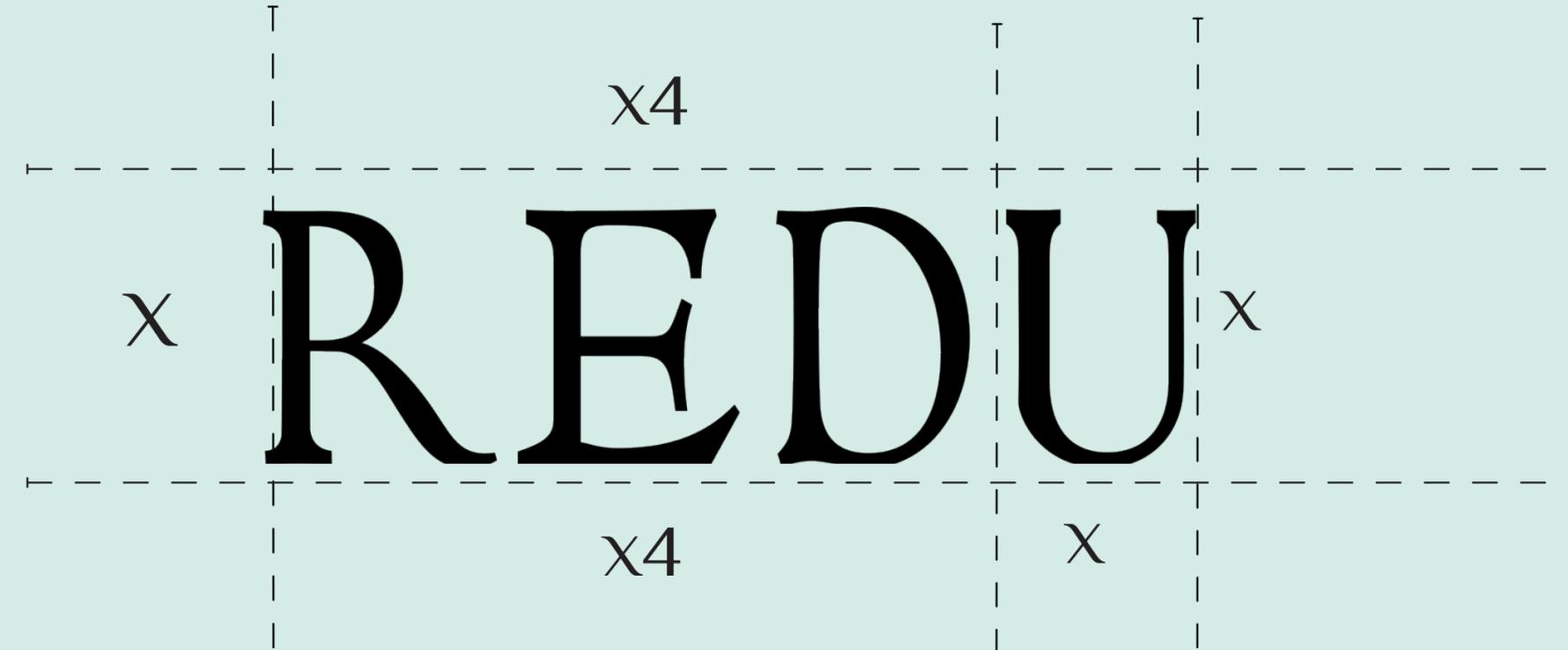
REDU

50mm



ICON

## Sterile area proportions



## Do not change the logo

## Do not change the logo



REDU

Do not use the gradient effect on the logo



UDER

Do not use a mirror effect for the logo



REDU

Don't make a hollow fill in the logo



REDU

Do not change the logo color to any color other than black or white



REDU

Do not distort the logo into an arc or an unclear shape



REDU

Do not make a letter or more hundreds in the logo larger than the other letters

# Typography

## Logo font

Parix

Hybrid 111R

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@#\$.:;!?

Philosopher

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@#\$.:;!?

# Typography

## Subheading font

**Broadway**

**Regular**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**?!,.::;\$#@&1234567890**

Font for run text and  
product labels

El Messiri

Regular

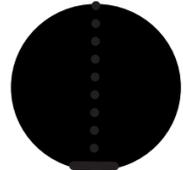
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

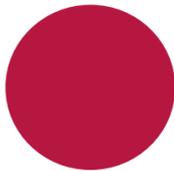
1234567890&@#\$.:;!?

# colors

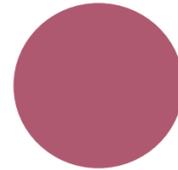
HEX #000000  
RGB (0,0,0)  
CMYK (0,0,0,100)



HEX #b51740  
RGB (181,23,64)  
CMYK (0,87,65,29)



HEX #ae596f  
RGB (174,89,111)  
CMYK (0,49,36,32)



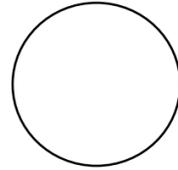
HEX #d3aeab  
RGB (211, 174, 171)  
CMYK (0,18,19,17)



HEX #416a69  
RGB (65,106,105)  
CMYK (39,0,1,58)



X=231,Y=158  
HEX #ffffff  
RGB (255,255,255)  
CMYK (0,0,0,0)



# Printing products



# Business Card



# Flyer A5

Scan and Download 

# REDU

**7% SALE**



**REDU**  
body soap  
Cleanses the skin gently  
Maintains prolonged moisture  
Based on Himalayan salt and rose petals and pure oils

**REDU**  
Body Butter  
Nourishes and restores the skin to prolonged humidity  
Made on Shea Butter and pure natural oils

[WWW.REDU.CO.IL](http://WWW.REDU.CO.IL)  
[WWW.REDU.CO.IL](http://WWW.REDU.CO.IL)

THE CULTIVATION OF **REDU**  
YOUR INNER HAPPINESS



# RILLAP

# Welcome OUR NEW WINTER COLLECTION



THE CULTIVATION OF  
**REDU**  
YOUR  
INNER HAPPINESS



[www.redu.co.il](http://www.redu.co.il)

# billboards

NOW 20%



THE CULTIVATION OF REDU  
YOUR INNER HAPPINESS



26

NOW 30%



THE CULTIVATION OF REDU  
YOUR INNER HAPPINESS

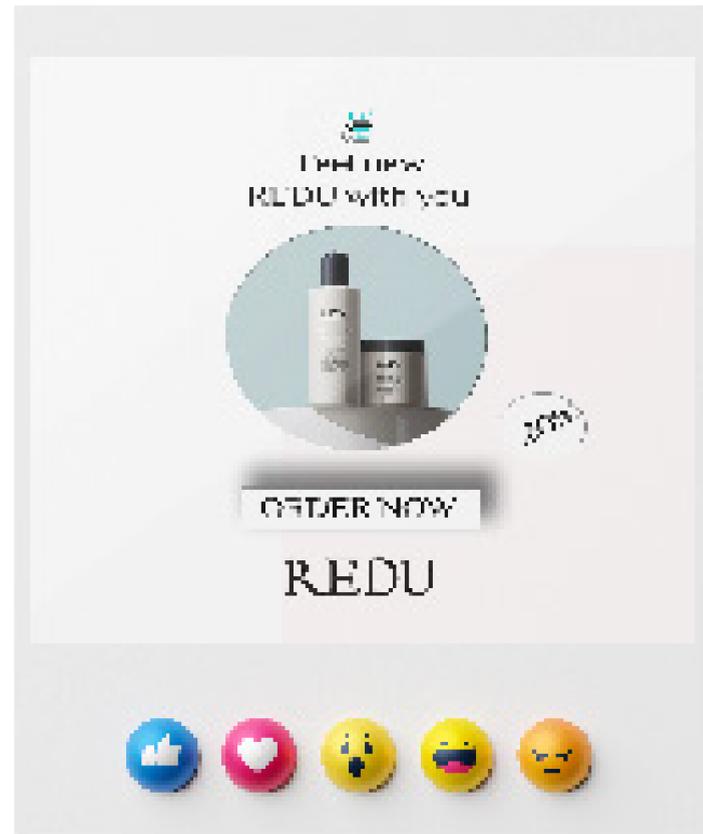


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# Digital products



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# posts



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## ancillary products

### Cloth bag



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### packing box



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