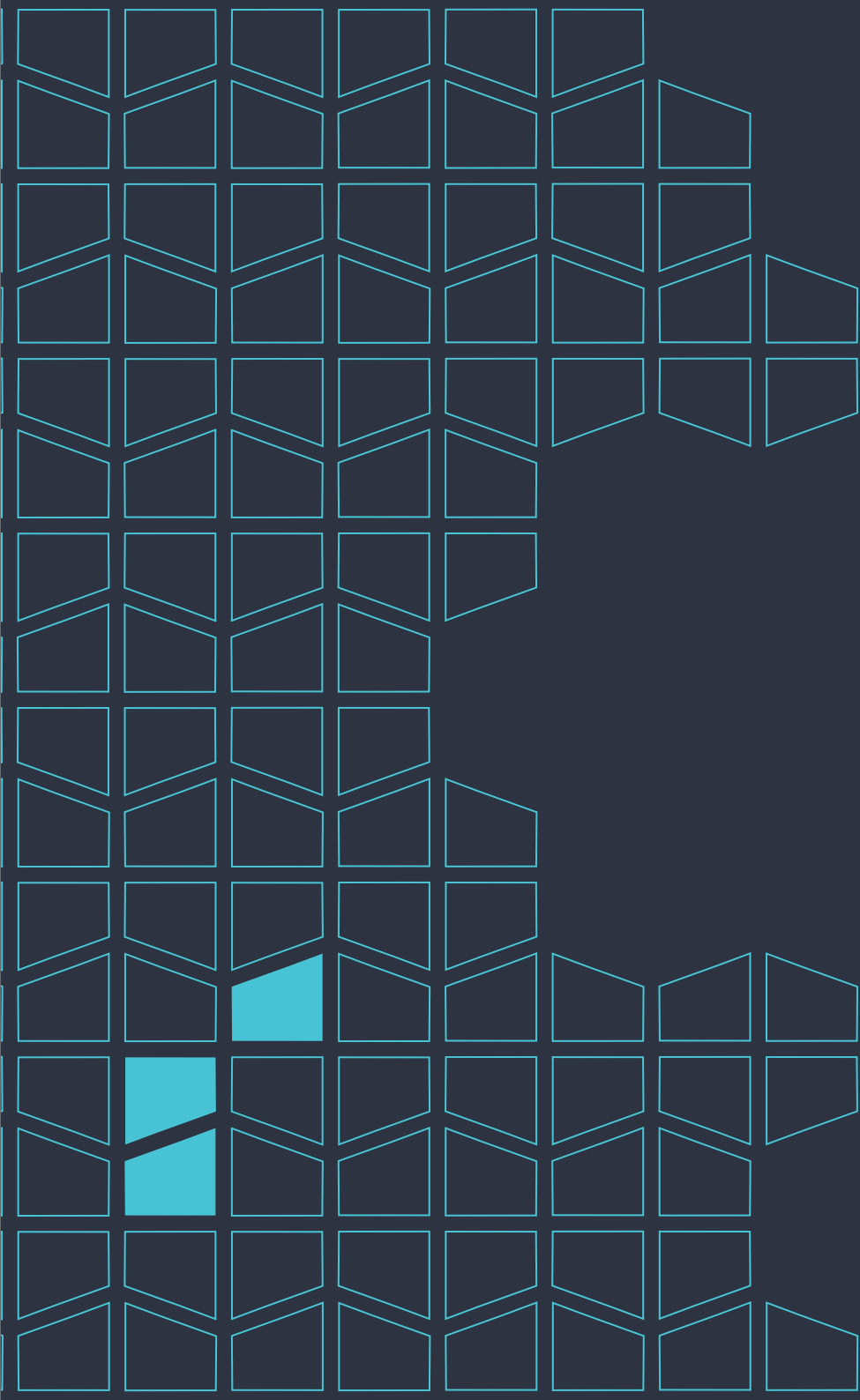# reinvantage

Brand guidelines

May, 2025
Version 1.0

reinvantage

reinvantage.org

Introduction

This document is a starting point—for everyone shaping how Reinvantage shows up in the world. Whether you're part of our team or working with us from the outside, these guidelines are here to help you communicate with consistency, clarity, and intent.
Inside, you'll find the foundations of our brand: the thinking behind it, the way we look and sound, and how we bring it all to life across touchpoints.
By following these principles, you're not just keeping things on-brand. You're helping to build a brand that feels coherent, confident, and ready for what's next.

Table of contents

Brand strategy

Strong brands rest on solid foundations. Alongside our business strategy, culture, and operational focus, our brand strategy plays a vital role in shaping and sharing who we are. It defines what we stand for, how we're perceived by key audiences across the world, and what sets us apart in a crowded landscape.

In the next section, we unpack the core elements of our brand strategy—and show how they come together to tell a cohesive story. A story that guides decision-making, both within the organisation and beyond.

Brand strategy | Name

Reinvantage captures the spirit of **transformation and progress**.

Rooted in the **fusion of two ideas—reinvent and advantage**—our name speaks to a mindset of innovation, adaptability, and forward-thinking action. It reflects our belief in continuously redefining what's possible, opening new paths, and staying ahead in a changing world.
At Reinvantage, reinvention isn't just a concept. It's a practice. One that turns ideas into outcomes, and change into advantage—shaping success that lasts and growth that matters.

reinvantage
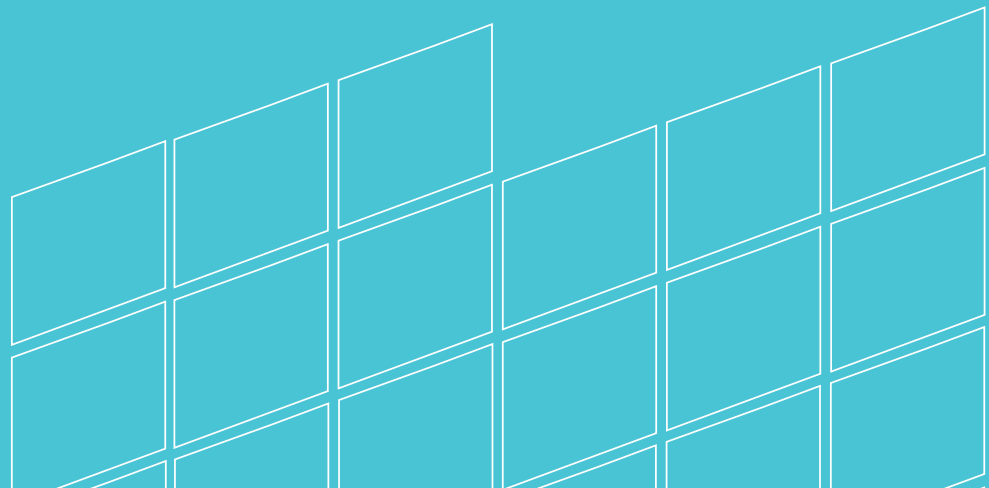
Brand strategy | Brand positioning

At Reinvantage, we help people and organisations stay ahead, shape what comes next, and know when to move before the ground shifts beneath them. We don't just help them manage disruption—we make them fluent in it. We help them reinvent.

At **Reinvantage**, our brand positioning is all about **embracing change and creating opportunities**. We stand at the intersection of reinvention and advantage, empowering our clients and partners to reimagine what's possible while gaining a competitive edge. Our name reflects our core belief: success isn't just about keeping up—it's about leading the way, continuously adapting, and finding new ways to thrive.

We position ourselves as a catalyst for transformation, offering **innovative solutions and a fresh perspective** to help our clients navigate challenges and unlock potential. With a focus on collaboration, forward-thinking strategies, and a human touch, Reinvantage is more than a brand—it's a partner on your journey to redefining success.

Our mission

At Reinvantage, we help people and organisations outthink disruption, outpace change, and outlast uncertainty.

We turn insight into action, guiding people, businesses and governments to reinvent how they work, communicate, and grow. Reinvantage makes reinvention practical, achievable, and lasting.
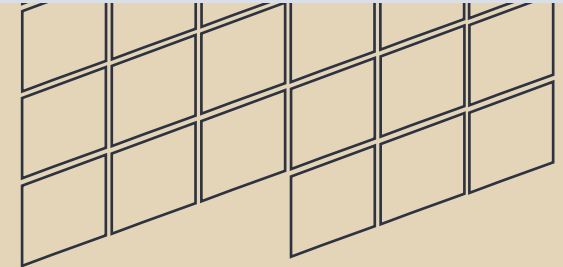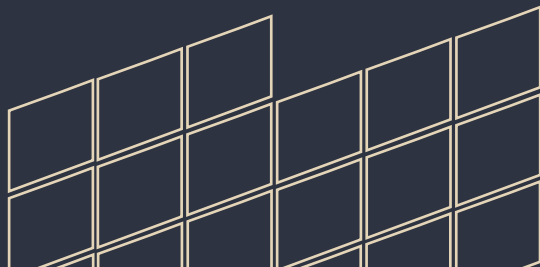
Our vision

We want to build a **future** where agility is an asset, not a last resort. A future where **reinvention** isn't a response to crisis—it's a mindset. Where businesses anticipate, not react. Where governments lead with foresight, not catch up. And where people don't just manage change, they shape it.

Visual identity

Our visual identity is a vital toolkit for expressing the Reinvantage brand with clarity and consistency across all communications and touchpoints.

In this section, we explore the thinking behind our core visual components—and the guidance for using them well: logo, colour palette, typography, imagery, graphic elements, and data visualisation.
Together, these elements ensure every expression of Reinvantage feels considered, cohesive, and impactful.

Logo

The Reinvantage logo strikes a balance between **modern simplicity** and **timeless elegance.**

Its clean, sans-serif typeface conveys clarity and confidence, while the subtle blue accent on the letter 'i' adds a fresh, distinctive touch. Designed as a wordmark, the logo places our name at the centre—ensuring it is instantly recognisable and easy to remember.

Versatile and composed, the logo adapts seamlessly across contexts while retaining a polished, professional presence. It's a visual statement of innovation, refinement, and quiet confidence.

reinvantage

in
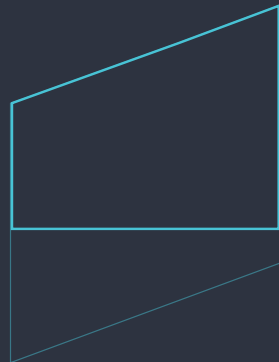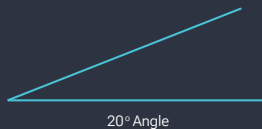
An accent element, when designed with upward motion or elevated positioning, intuitively signals a higher vantage point—a symbol of strategic thinking and forward momentum.

An upward-slanting form, such as a trapezoid angled towards the top, evokes ascent, progress, and purposeful movement. When made visually distinct—through contrast in colour, shape, or alignment—it becomes a subtle yet powerful focal point.

In our logo, this accent is integrated within the typography itself, angled at precisely 20 degrees. A small detail that reinforces a larger message: progress, by design.

20° Angle

Colour reverse

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One-colour white positive

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Colour positive

reinvantage

One-colour black positive

reinvantage

Visual identity | Logo photographic backgrounds

light background

reinvantage

dark background

reinvantage

light background

reinvantage

dark background
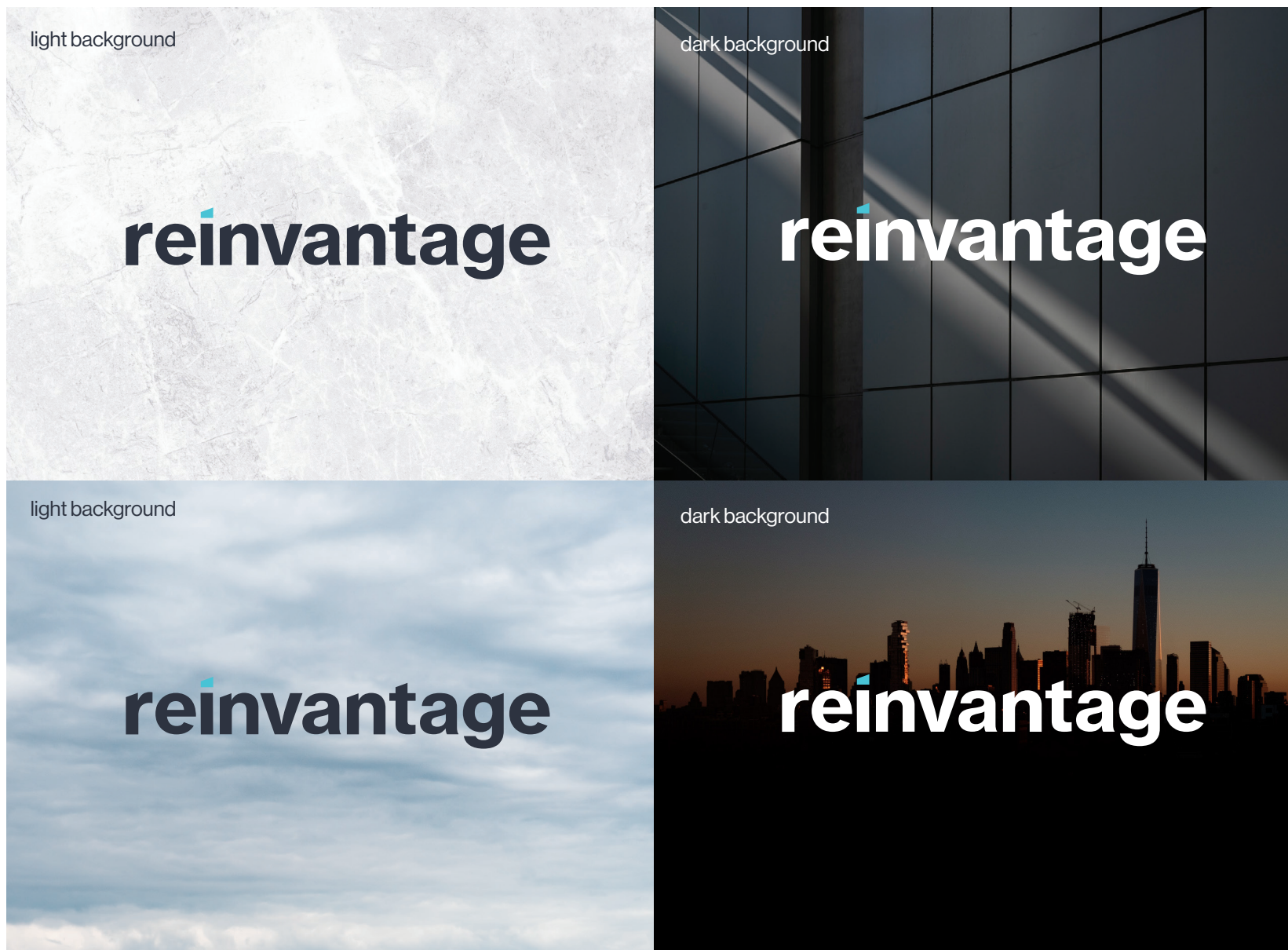
reinvantage

Ensure that photography provides sufficient contrast to keep the Reinvantage logo clear and legible.
Use the colour-positive version exclusively on lighter imagery, and the colour-reverse version only on darker backgrounds. Where needed, the accent colour may be adjusted to match the primary brand colour —ensuring consistency without compromising visibility.

Clearspace

Clearspace refers to the area surrounding the logo that must remain free from text, graphics, or other visual elements. This space ensures the logo remains distinct and legible in any context. The minimum clearspace should be equal to half the height of the logo. Exceptions may occasionally be required, but the logo must always remain aesthetically clear and visually prominent.

Minimum Size

To ensure readability across both print and digital applications, the logo should never be used below the minimum size specified in these guidelines.
Adhering to these rules protects the clarity, professionalism, and impact of the Reinvantage brand in every setting.

Minimum clearspace - half the height of the logo

Minimum print size - 15mm width

Minimum screen size - 100px wide

Minimum print size on standard size pen

Special usage | Icon

This icon, featuring a lowercase 'r', is simple yet distinctive. Designed for use in digital contexts—such as apps, web platforms, and social media—it offers a clean, modern aesthetic that ensures both recognition and versatility.
Rooted in our primary colour palette, the icon adapts seamlessly across applications while remaining unmistakably Reinvantage.
Below are the recommended colour combinations to maintain consistency and visual clarity across all uses.

Recommended colour variants

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Logo misuse

It's essential to protect the integrity of the Reinvantage logo by using it consistently and correctly.
Avoid any alterations, distortions, or additions to the logo. Even small changes can dilute its impact and weaken the strength of the brand. The following examples highlight specific misuses to avoid—each one a reminder of how careful design protects clarity, professionalism, and trust.

X Don't create alternate color versions

reinvantage

X Don't use the logo, wordmark or symbol in text

Lorem **reinvantage** psum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

X Don't use the accent without the wordmark

X Don't lock up with text

reinvantage
Agility with impact

X Don't skew or distort the logo

reinvantage

X Don't stretch the logo.

reinvantage

X Don't add additional accent shapes

reinvantage

X Don't add effects and shadows to the logo

reinvantage

Colour

Our brand colours are carefully selected to set us apart—not just from competitors, but across diverse cultural settings.
Dark blue anchors the palette, conveying values such as knowledge, authority, and dependability—qualities that resonate globally.
Together, our colours express a forward-looking mindset, with innovation and trust at the heart of who we are.

Visual identity | Colour

Please note that slight variations in colour may occur when printed or reproduced across different media. When matching our colours outside the specified colour modes, consult your printer for guidance—and always request a proof before proceeding to final production.
Attention to detail here ensures the brand remains consistent and visually coherent in every setting.

HEX: #2e3440

R: 46
G: 52
B: 64

C: 28
M: 19
Y: 0
K: 75

HEX: #47c4d6

R: 71
G: 196
B: 214

C: 67
M: 8
Y: 0
K: 16

HEX: #e5d5b8

R: 229
G: 213
B: 184

C: 0
M: 7
Y: 20
K: 10

HEX: #d8dee9

R: 216
G: 222
B: 233

C: 7
M: 5
Y: 0
K: 9

Functional colours

Our functional colour palette includes black, grey, light grey, and subtle tints of our core brand colours. These shades add depth and clarity to our designs—particularly in text, charts, graphs, and background elements. White serves as a key organisational tool, offering space for content to breathe and ensuring each element lands with clarity and focus.
These tints may be used across backgrounds, data visualisations, and other supportive design areas—always in a way that complements the overall aesthetic.

HEX	R	G	B	C	M	Y	K
HEX: #050505	R: 5	G: 5	B: 5	C: 0	M: 0	Y: 0	K: 98
HEX: #575353	R: 87	G: 83	B: 83	C: 0	M: 5	Y: 5	K: 66
HEX: #bfbdbc	R: 191	G: 189	B: 188	C: 0	M: 1	Y: 2	K: 25
HEX: #ffffff	R: 255	G: 255	B: 255	C: 0	M: 0	Y: 0	K: 0

HEX	R	G	B	C	M	Y	K
HEX: #606d82	R: 96	G: 109	B: 130	C: 26	M: 16	Y: 0	K: 49
HEX: #adbbc9	R: 173	G: 187	B: 201	C: 14	M: 7	Y: 0	K: 21
HEX: #aedfe5	R: 174	G: 223	B: 229	C: 24	M: 3	Y: 0	K: 10
HEX: #dcf1f3	R: 220	G: 241	B: 243	C: 9	M: 1	Y: 0	K: 5
HEX: #f7efe3	R: 247	G: 239	B: 227	C: 0	M: 3	Y: 8	K: 3
HEX: #edf2f9	R: 237	G: 242	B: 249	C: 5	M: 3	Y: 0	K: 2

HEX	R	G	B	C	M	Y	K
HEX: #d2d5db	R: 210	G: 213	B: 219	C: 4	M: 3	Y: 0	K: 14
HEX: #e5f4f8	R: 229	G: 244	B: 248	C: 8	M: 2	Y: 0	K: 3

Visual identity | Colour

Logo colour variations

Please note that some of the colour variations shown are for visual reference only and are not intended for practical use.
Always refer to the approved palette when applying colours in live environments to ensure consistency and brand integrity.

reinvantage

Reinvantage embodies the essence of **transformation and progress.**

Born from the **fusion of two powerful concepts—reinvent and advantage**—our name reflects a commitment to innovation, adaptability, and forward-thinking solutions. It represents the idea of continually redefining what's possible while unlocking new opportunities and staying ahead in an ever-changing world. At Reinvantage, we believe in not only reinventing the way we work, think, and create, but also turning our work into meaningful advantages that drive success and inspire growth.

reinvantage
Summary report 2025

reinvantage
Summary report 2025

Typography

Neue Haas Grotesk is our primary typeface—a versatile, dependable choice designed for global communication. Its exceptional legibility and adaptability make it ideal for use across languages, formats, and platforms.
Echoing the bold structure and rounded forms of our logo, the typeface embodies clarity and authenticity—capturing the essence of the Reinvantage brand.
The sizing of headings, subheadings, and body text is always guided by context and intent—ensuring information is presented with balance, purpose, and ease of reading.

Neue Haas Grotesk

Neue Haas Grotesk is a classic yet highly versatile typeface—modern, flexible, and well-suited to a wide range of applications. Building on the foundations of earlier sans-serif designs, it offers enhanced control over weight, width, and size, making it ideal for everything from detailed body text to bold, attention-grabbing headlines.
Its clean structure and open curves ensure excellent readability and a contemporary aesthetic across both print and digital formats. With the ability to fine-tune elements such as slant, stroke, and letter height, Neue Haas Grotesk adapts seamlessly to the needs of any design—striking a perfect balance between precision and visual appeal.

Neue Haas Grotesk Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@,:{]"*&

Neue Haas Grotesk Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@,:{]"&*

Neue Haas Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@,:{]"*&

Neue Haas Grotesk Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@,:{]"&*

Neue Haas Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@,:{]"*&

Neue Haas Grotesk Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@,:{]"*&

reinvantage

Designing the Future: The Power of Precision and Flexibility

Section 1.10.32 of "de Finibus Bonorum et Malorum" written by Cicero in 45 BC "Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?" "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 aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Heading

Section 1.10.32 of "de Finibus Bonorum et Malorum" written by Cicero in 45 BC "Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

FUTURE OF SUSTAINABILITY 2025

reinvantage | Basic brand guidelines

March 26, 2025 | Version 1.0

reinvantage

Agility with impact

"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 aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Heading

Section 1.10.32 of "de Finibus Bonorum et Malorum" written by Cicero in 45 BC "Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?" "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 aliquip ex ea commodo consequat.

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Secondary font

EB Garamond

EB Garamond is a beautifully crafted serif typeface that brings renewed clarity and grace to the legacy of Claude Garamond, the influential 16th-century French typographer. Designed by Georg Duffner as an open-source revival, it faithfully captures the refinement of Garamond's original forms—blending historical elegance with contemporary functionality.

Timeless in style and highly legible, EB Garamond lends sophistication to print and digital applications alike—from books and academic publications to websites and editorial layouts.

It is a celebration of typographic heritage, thoughtfully reimagined for modern use.

EB Garamond regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@,:{]"*&

EB Garamond medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@,:{]"*&

EB Garamond semi bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@,:{]"*&

EB Garamond bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@,:{]"*&

EB Garamond extra bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@,:{]"*&

EB Garamond italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@,:{]"&*
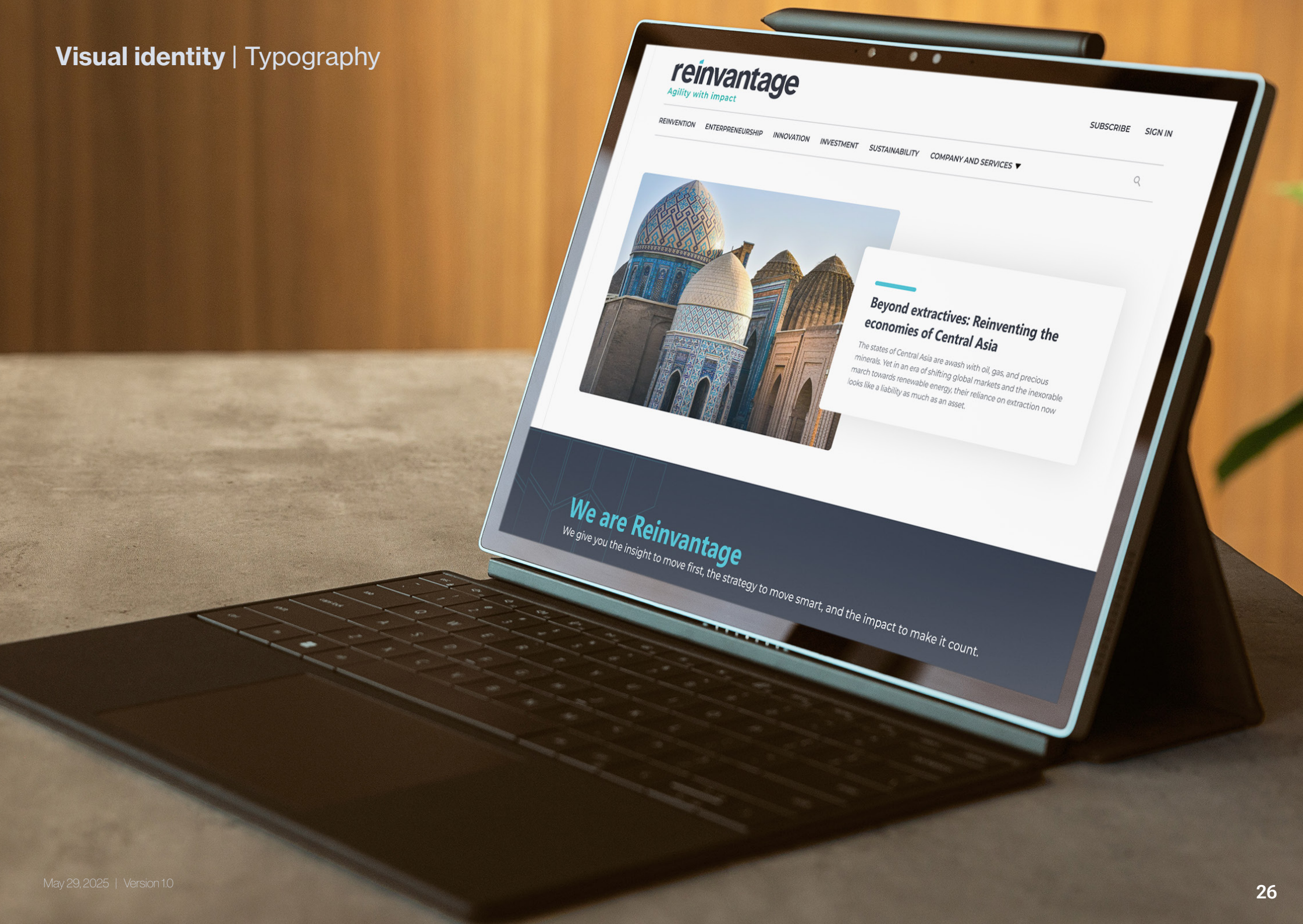
Imagery styles

At Reinvantage, we value both the bigger picture and the details that bring it to life—and our imagery reflects that balance.
Rooted in our core brand personality, we've developed three distinct visual styles that adapt fluidly across communication formats—from elevated brand storytelling
detailed technical content.
This considered approach ensures our visuals remain purposeful, cohesive, and always aligned with the message at hand.
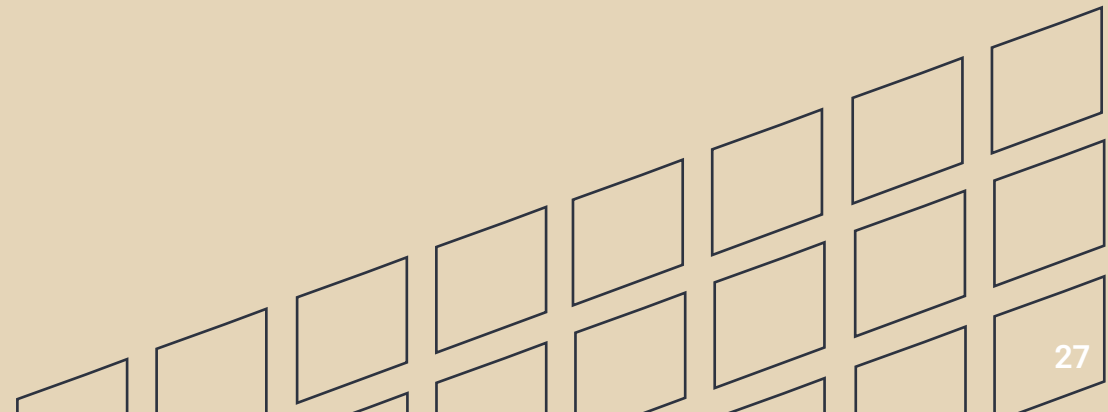
Visual identity | Imagery styles

Imagery

Select vibrant, high-quality images that convey energy, agility, and purpose. Opt for visuals that feel dynamic and engaging—
capturing movement, bold colours, and crisp detail. Every image should reflect adaptability and forward-thinking, aligning seamlessly with the Reinvantage vision.

Avoid

- Low-quality or blurred images
- Underexposed or overexposed visuals
- Heavily compressed files with visible artefacts
- Poor composition
- Irrelevant or off-brand content
- Incoherent or poorly generated AI imagery

Consistency in visual quality reinforces the clarity and professionalism of our brand at every touchpoint.

Visual identity | Imagery styles

To maintain the clarity, consistency, and professionalism of the Reinvantage brand, avoid the following:
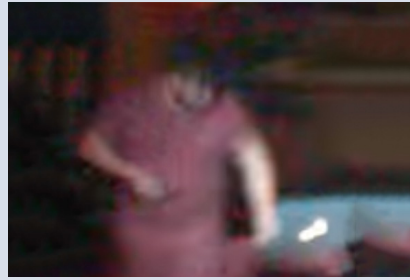
Low quality Images

Blurred images

Underexposed images

Overexposed images

Highly compressed images

Images with bad composition

Not related to the content
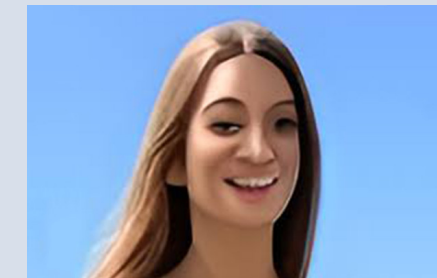
Badly generated AI Images

Patterns

Rooted in the structure of our logo, Reinvantage graphic elements are designed to express precision and clarity. Two core patterns evolve from the accent detail within the logo—serving as visual markers that highlight key messages with purpose and restraint.

Pattern Size

Our patterns are intentionally flexible. Whether used at scale for visual impact or reduced to a subtle accent, they retain their sharpness and integrity—ensuring consistency across formats.

Randomness

While grounded in rhythm and balance, our patterns can be arranged with controlled randomness. This allows for creative freedom and distinctive compositions—always in harmony with the Reinvantage visual language.
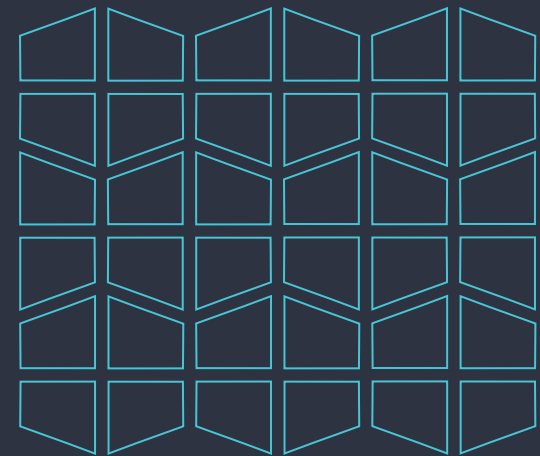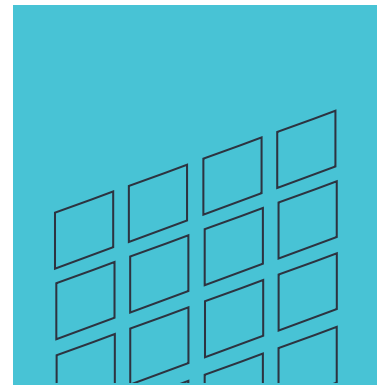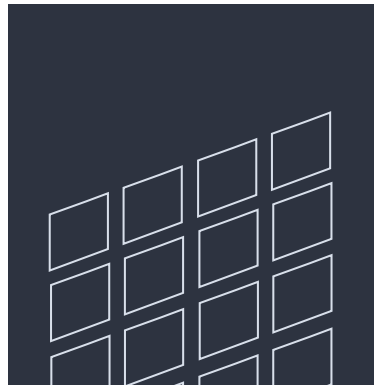
Pattern #2
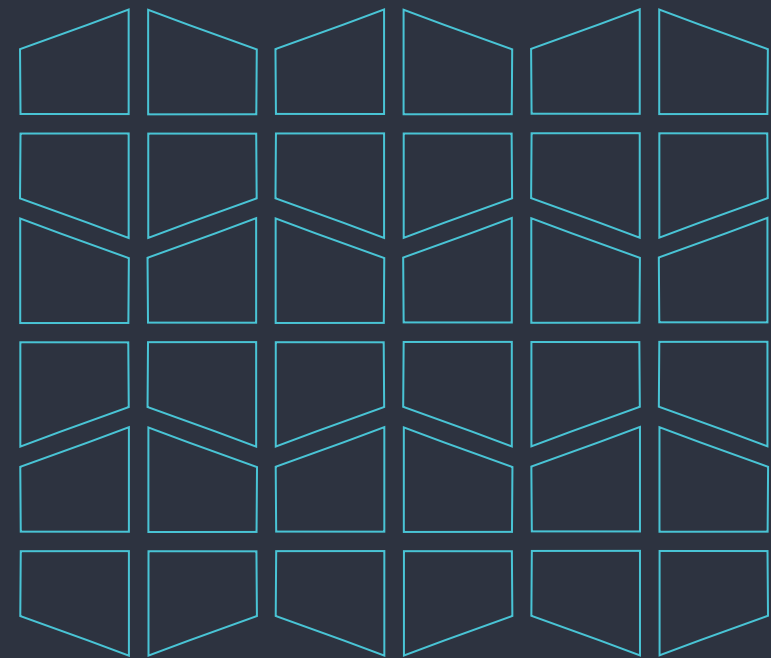
Randomising
pattern and using
accent element

Randomising
pattern
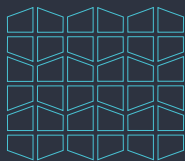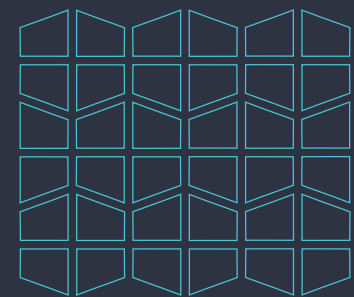
Pattern
size

Pattern #1

Pattern
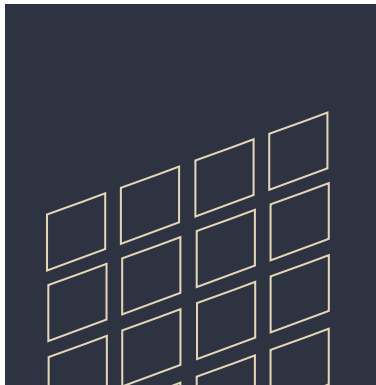size
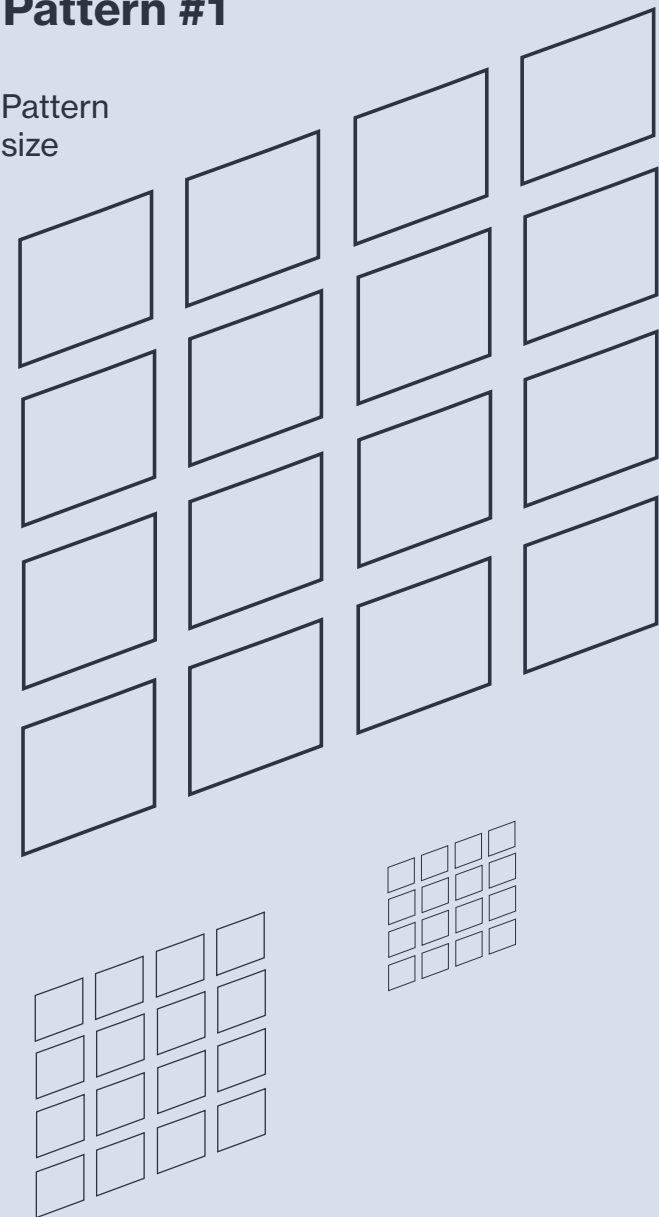
Randomising
pattern
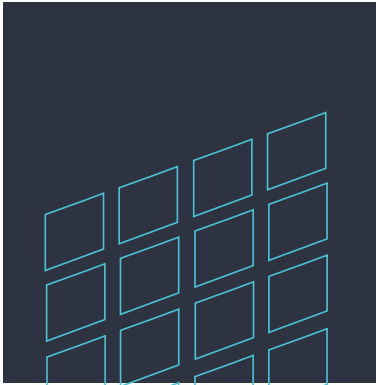
Randomising
pattern and using
accent element

Visual identity | Graphic elements
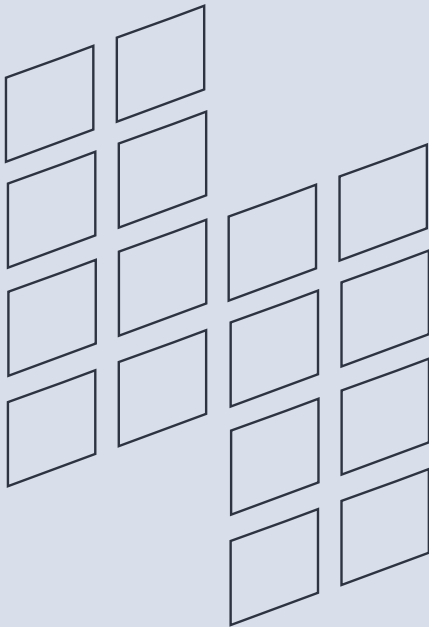
Pattern color variations
Pattern #1

Visual identity | Graphic elements
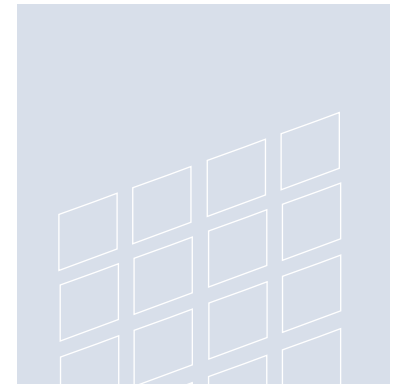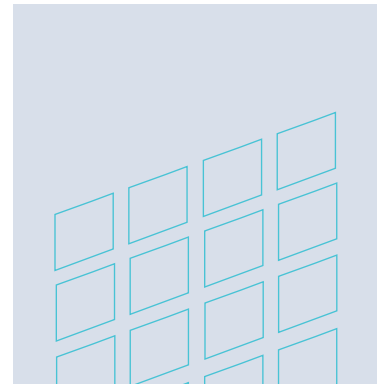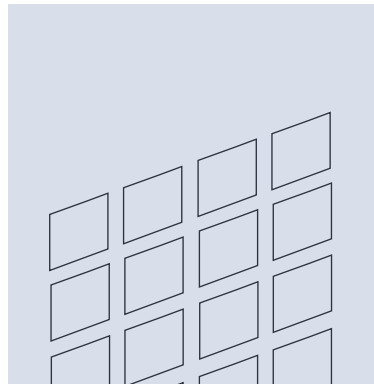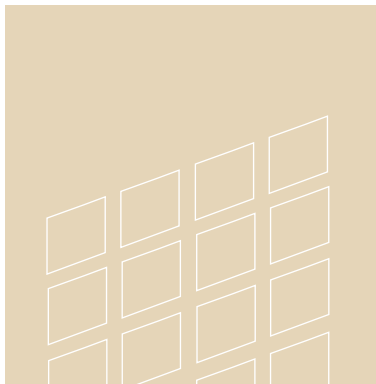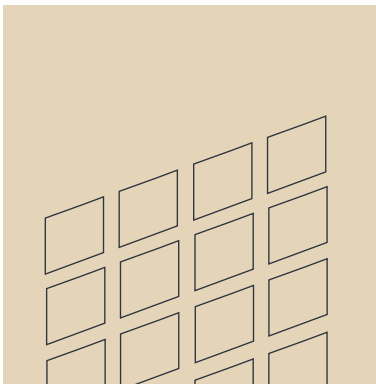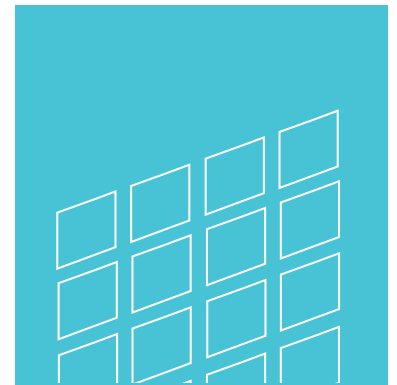
Pattern colour variations
Pattern #2

reinvantage

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March 26, 2025
Version 1.0
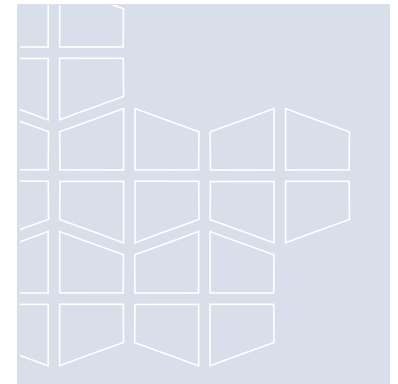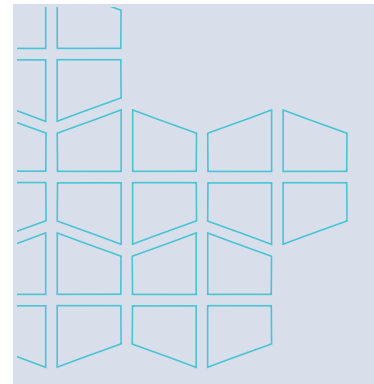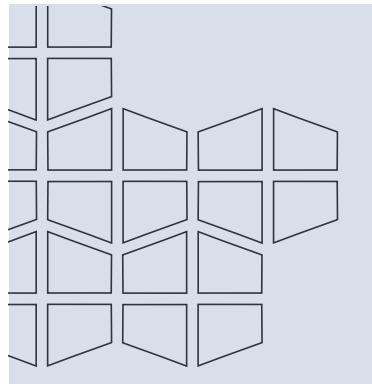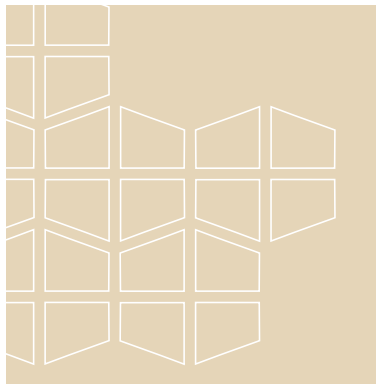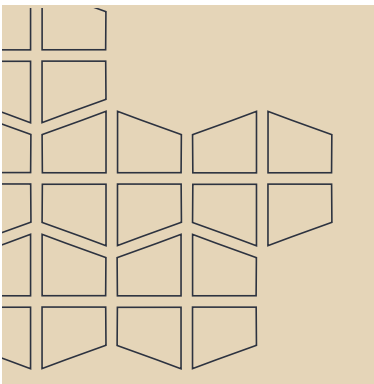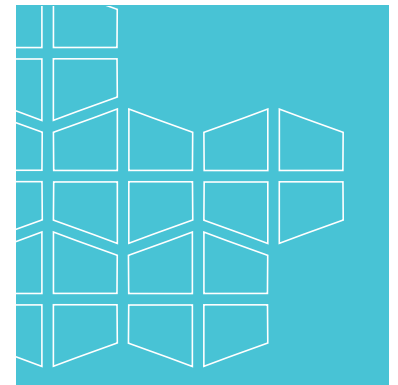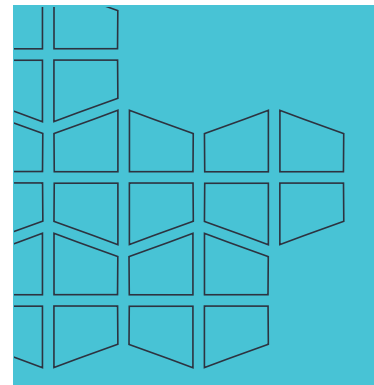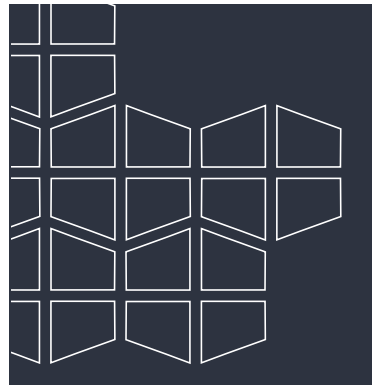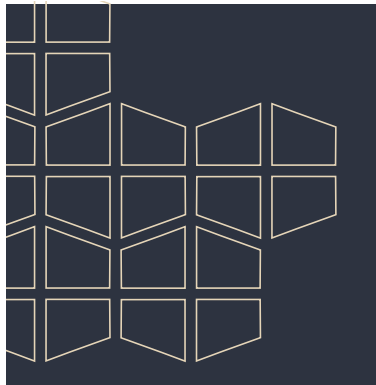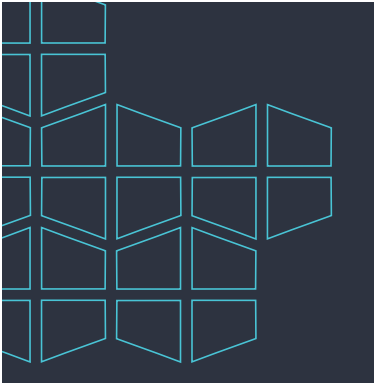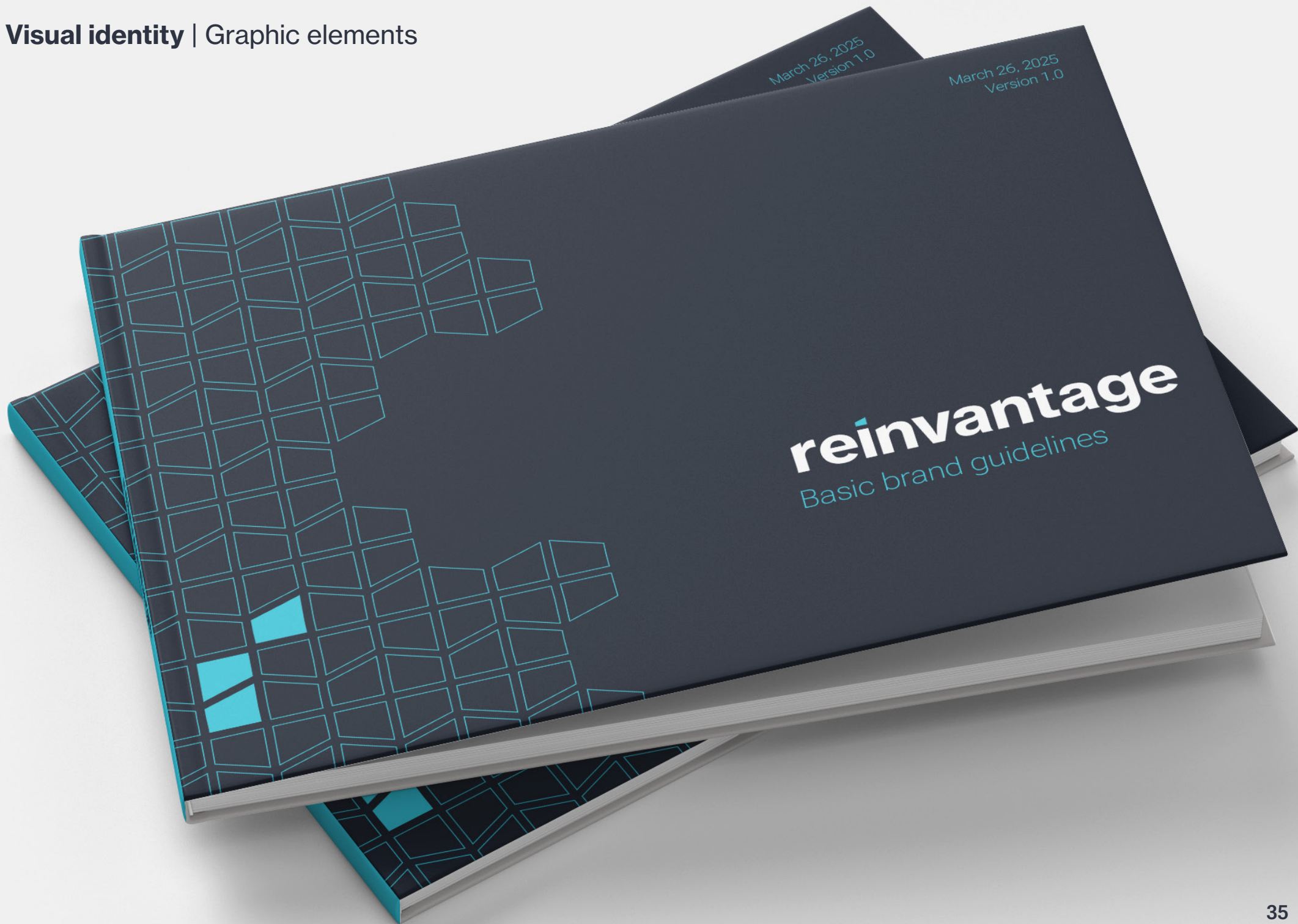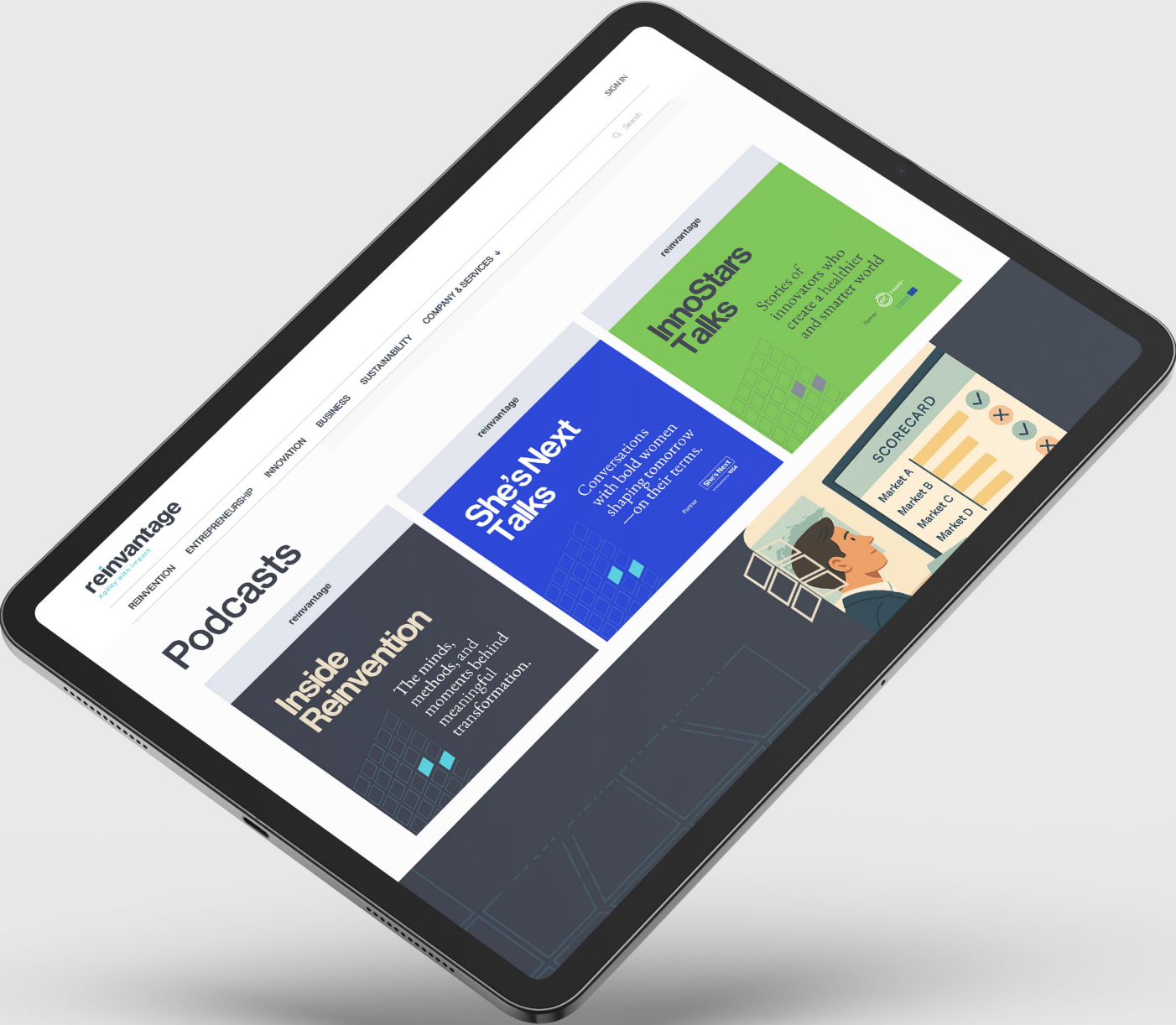
Iconography

Our icon style is minimal, linear, and deliberately refined—chosen for its ability to combine clarity with quiet elegance.
These icons are adaptable across four distinct styles, striking a balance between simplicity and expression. Their clean lines create a visual language that supports the message without overpowering the design, ensuring coherence across every application. Regardless of variation, the icons remain consistent in tone—modern, intuitive, and versatile—bringing a seamless, polished feel to every project.

Visual identity | Graphic elements
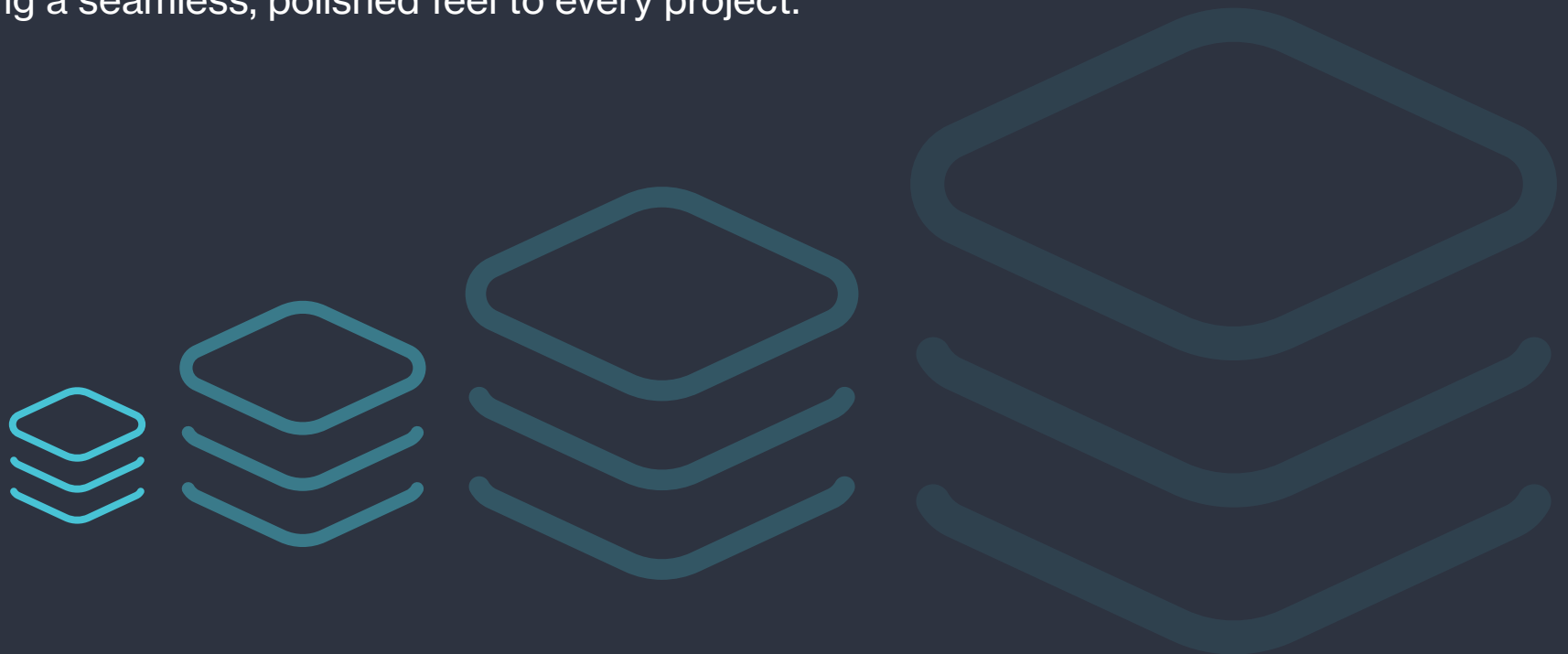
Iconography

Styles

Light

Regular

Filled

Duotone

Duotone+
Background

Filled+
Background

Visual identity | Graphic elements

Iconography

Variations

With a comprehensive icon library at our disposal, we offer the flexibility to craft custom icons tailored to specific needs. Whether you're looking for distinctive brand elements or specialised designs, our collection provides a strong foundation for adaptation. Each icon can be refined or created from scratch—ensuring it aligns seamlessly with your visual language and project vision.

Visual identity | Graphic elements

Iconography

Categories

1350 icons x 4 Styles*
Vector, Figma and web compatible

General	Communication
Arrows	Chatting
Payment	Messaging
Business & finance	Commenting
Charts & diagrams	Devices & hardware
Location & map	Security
Menu	Sign & controls
E-Commerce	Files
Support & reviews	Documents
Users & people	Education
Buildings	Date & time
Multimedia	Fitness
Medical	Brands
Grid & layouts	Emoji
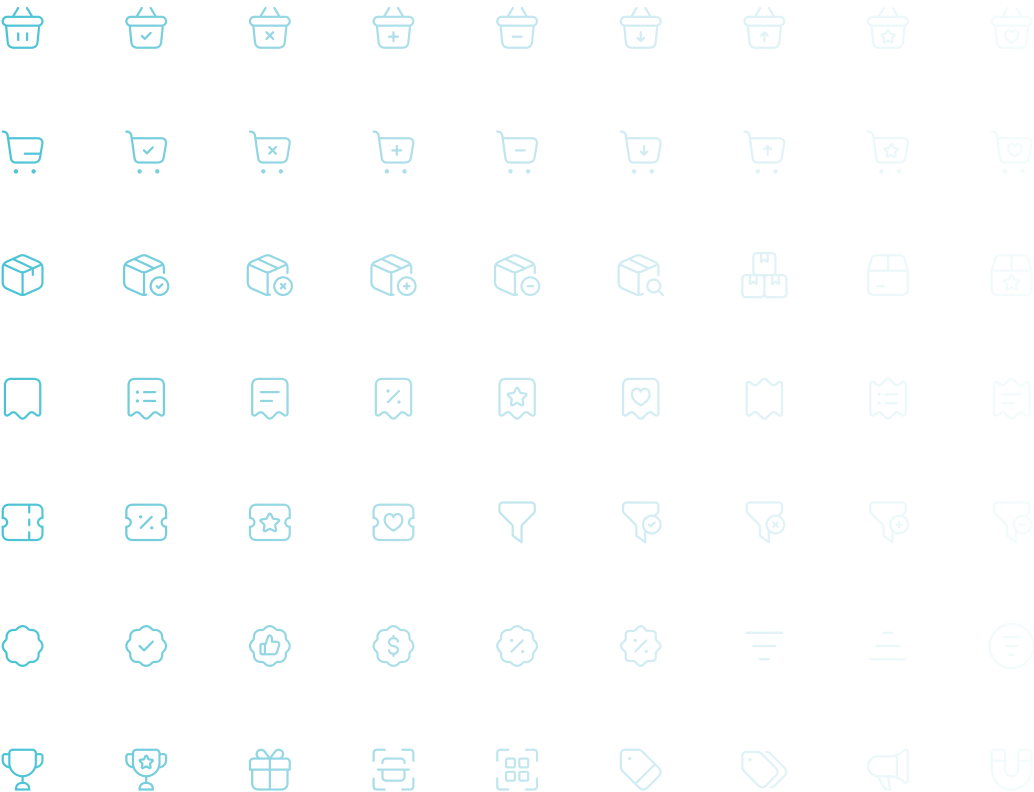
*Icons available in separate files

Visual identity | Graphic elements

Iconography

FUTURE OF SUSTAINABILITY 2025:

Position Ukraine as a high-performing digital partner

Highlight Ukraine's technical capabilities, service quality and delivery track record—even in war time.

See more

Rebuild global trust through clarity and consistency

Engage buyers, investors, and influencers with credible stories of talent, resilience and long-term potential—Led through powerful, well-framed communications

See more

Equip the global tech community with stories that shift perception

Provide high-quality ready-to-use content that focuses on cazability, continuity, and the people driving Ukraine's innovation forward

See more

See more

Sample Charts

The sample charts shown are for illustrative purposes only and do not represent final designs.
Chart layouts, colours, and formatting will vary based on the specific requirements of each project, the nature of the data, and the intended audience.
Always customise charts to suit the context, content, and communication goals—ensuring clarity, relevance, and visual consistency.

Pie chart example

- 42%
- 23%
- 16%
- 11%
- 8%

- 42%
- 23%
- 16%
- 11%
- 8%

Data point example
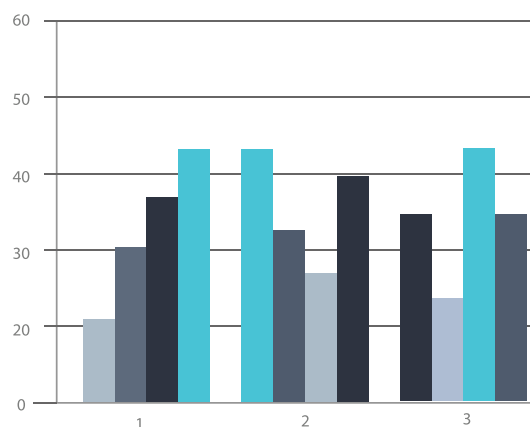
Progress bar example

75% 50% 25%

Line graph examples

Visual identity | Social media

Assets

Create social media assets that reflect the Reinvantage brand by maintaining consistency in colour, typography, tone, and visual style.

Follow the structure and aesthetic of the provided samples to ensure coherence, while adapting content to suit the unique demands of each platform and audience.

Prioritise clarity, authenticity, and a strong sense of brand identity in every post—ensuring that every visual touchpoint feels recognisably Reinvantage.
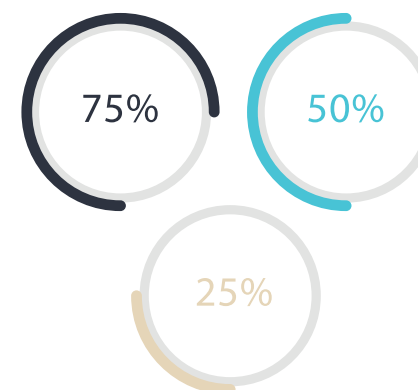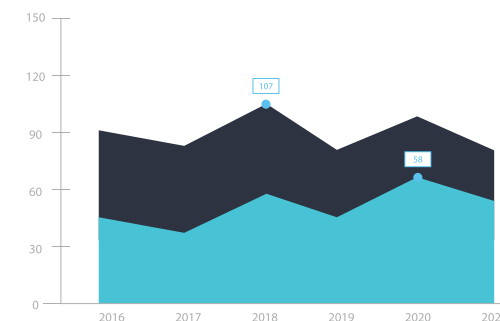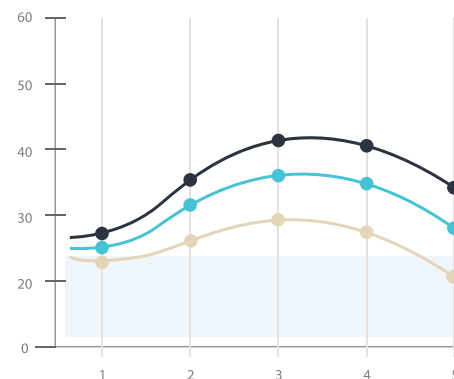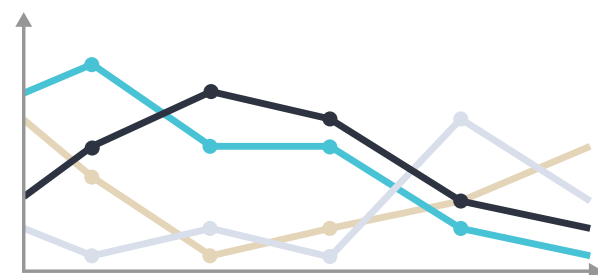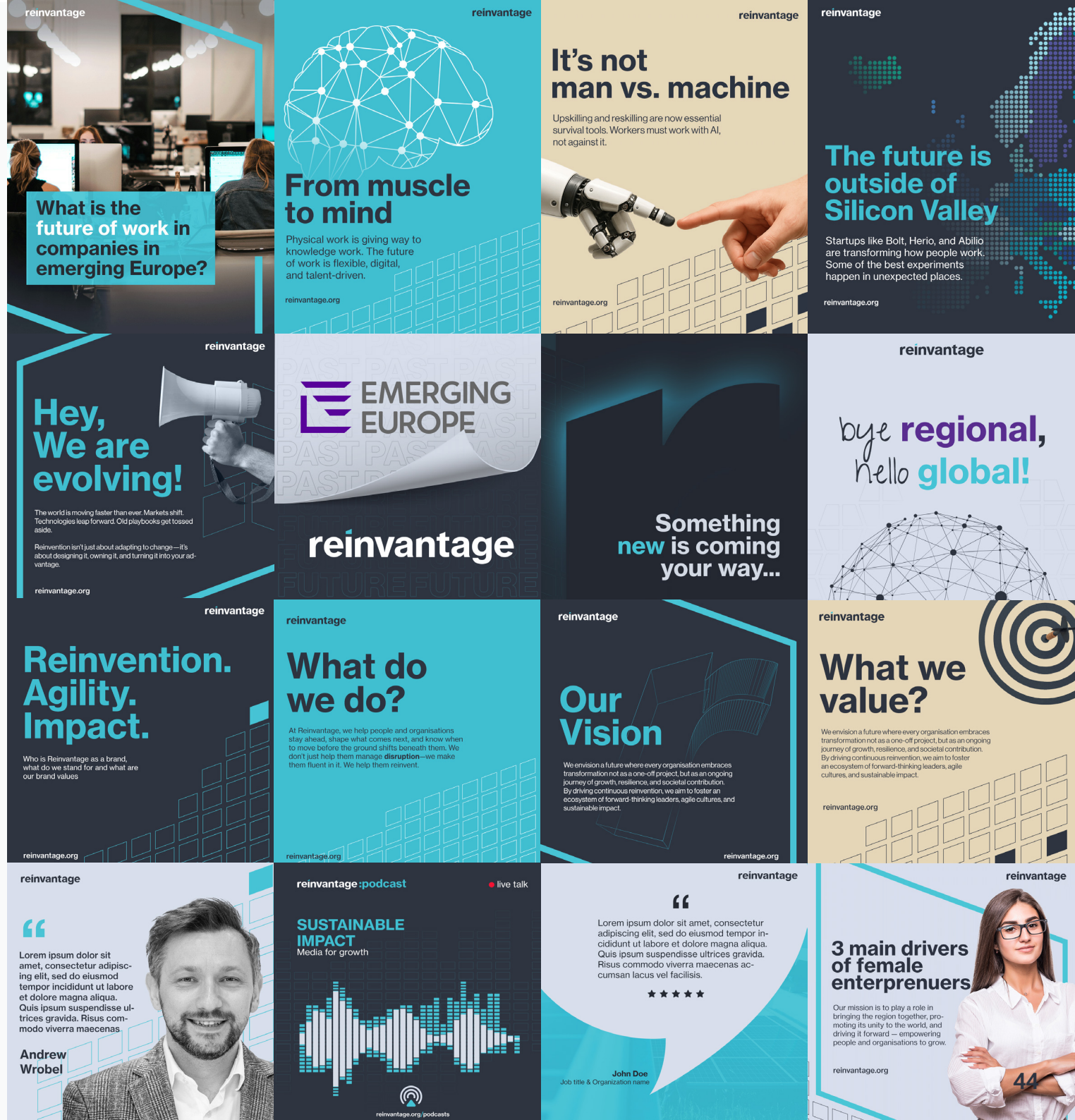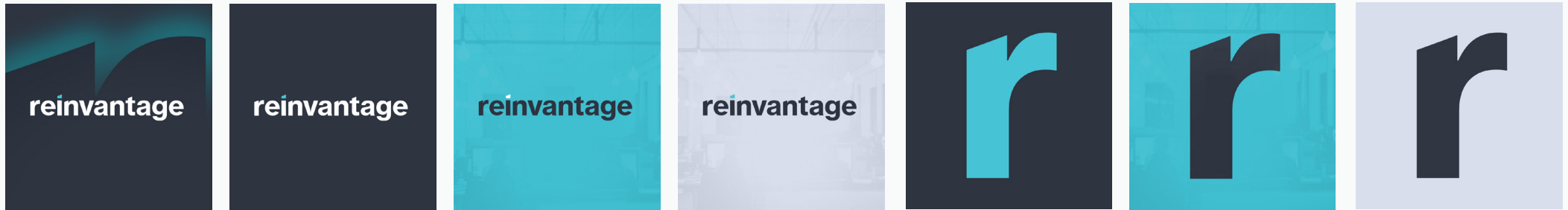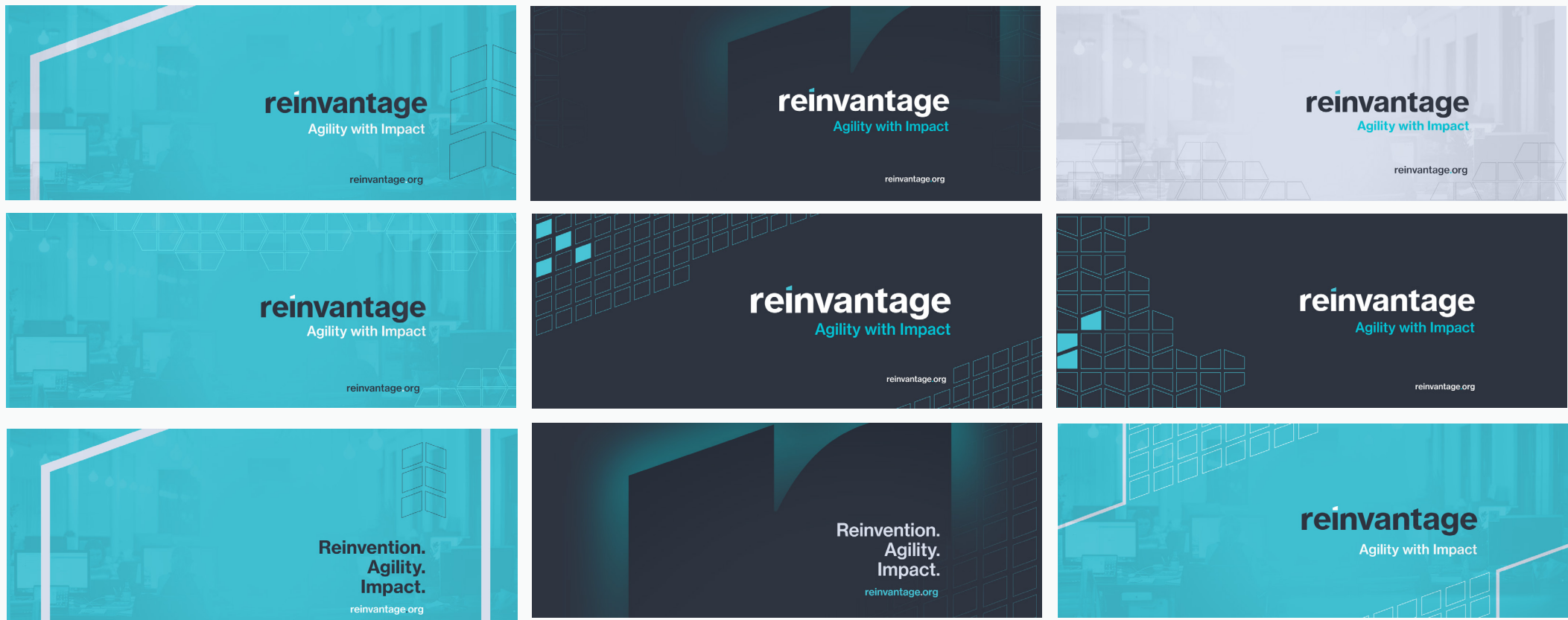

reinvantage

What is the future of work in companies in emerging Europe?

reinvantage

From muscle to mind

Physical work is giving way to knowledge work. The future of work is flexible, digital, and talent-driven.

reinvantage.org

reinvantage

It's not man vs. machine

Upskilling and reskilling are now essential survival tools. Workers must work with AI, not against it.

reinvantage.org

reinvantage

The future is outside of Silicon Valley

Startups like Bolt, Herio, and Abilio are transforming how people work. Some of the best experiments happen in unexpected places.

reinvantage.org

reinvantage

Hey, We are evolving!

The world is moving faster than ever. Markets shift. Technologies leap forward. Old playbooks get tossed aside.

Reinvention isn't just about adapting to change—it's about designing it, owning it, and turning it into your advantage.

reinvantage.org

EMERGING EUROPE

reinvantage

Something new is coming your way...

bye **regional,** hello **global!**

reinvantage

Reinvention. Agility. Impact.

Who is Reinvantage as a brand, what do we stand for and what are our brand values

reinvantage.org

reinvantage

What do we do?

At Reinvantage, we help people and organisations stay ahead, shape what comes next, and know when to move before the ground shifts beneath them. We don't just help them manage **disruption**—we make them fluent in it. We help them reinvent.

reinvantage.org

reinvantage

Our Vision

We envision a future where every organisation embraces transformation not as a one-off project, but as an ongoing journey of growth, resilience, and societal contribution. By driving continuous reinvention, we aim to foster an ecosystem of forward-thinking leaders, agile cultures, and sustainable impact.

reinvantage.org

reinvantage

What we value?

We envision a future where every organisation embraces transformation not as a one-off project, but as an ongoing journey of growth, resilience, and societal contribution. By driving continuous reinvention, we aim to foster an ecosystem of forward-thinking leaders, agile cultures, and sustainable impact.

reinvantage.org

reinvantage

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Andrew Wrobel

reinvantage :podcast   ● live talk

SUSTAINABLE IMPACT
Media for growth

reinvantage.org/podcasts

reinvantage

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★ ★ ★ ★ ★

John Doe
Job title & Organization name

reinvantage

3 main drivers of female enterprenuers

Our mission is to play a role in bringing the region together, promoting its unity to the world, and driving it forward — empowering people and organisations to grow.

reinvantage.org

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Visual identity | Social media

Profile image
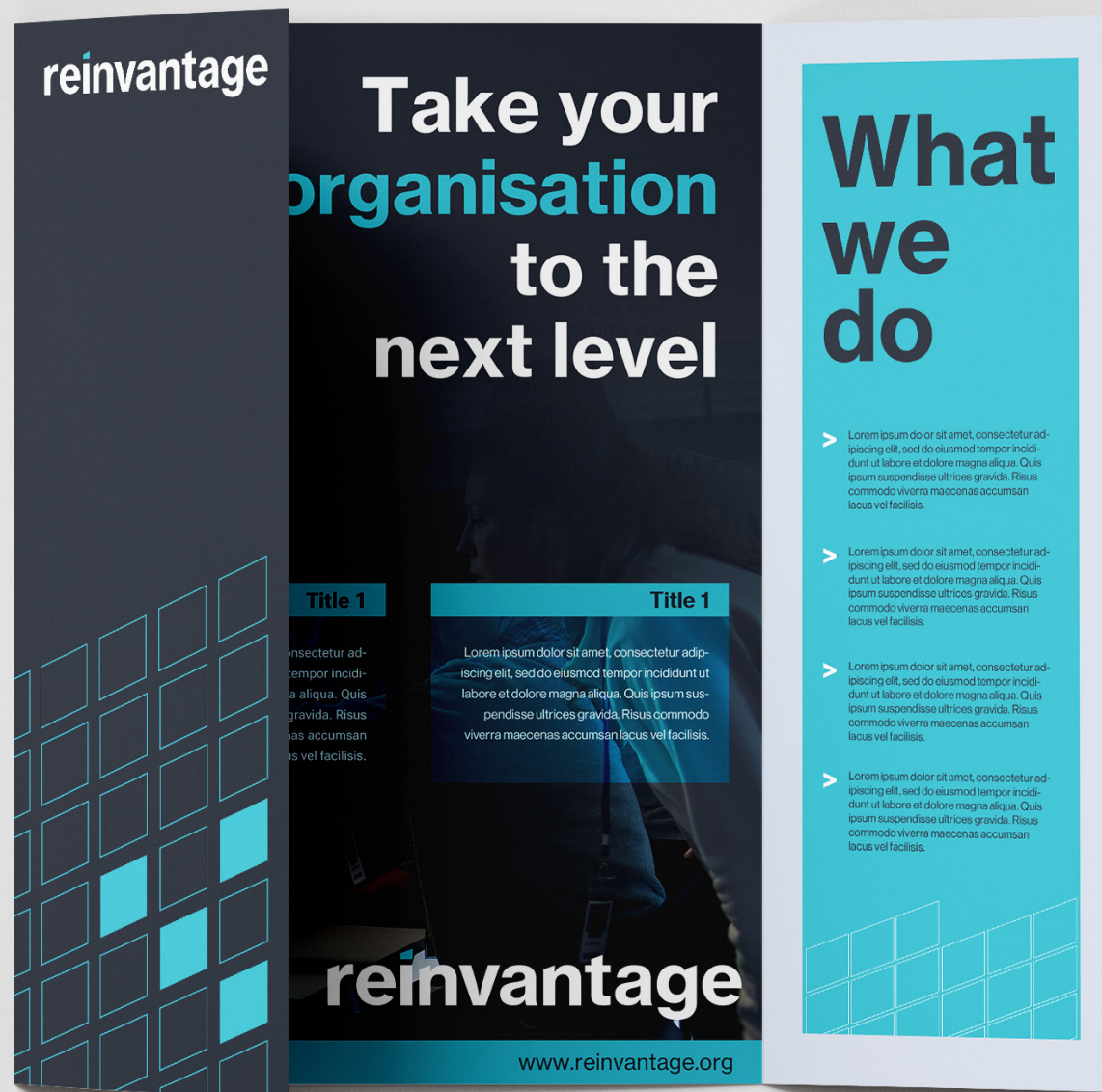

Headers & covers

Mockup designs

Mockup designs act as flexible representations of how our visual elements and colour variations can come to life. They offer a space for creative exploration—allowing designers to test layouts, textures, and palettes, and assess how each choice shapes both aesthetic and function.
By presenting multiple directions, mockups support better decision-making and offer a tangible preview of the creative vision—before advancing to final production.

Mockups

reinvantage
ANNUAL REPORT
2025

reinvantage
SUMMARY REPORT 202

reinvantage
ANNUAL REPORT
2025

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Visual identity | Graphic elements

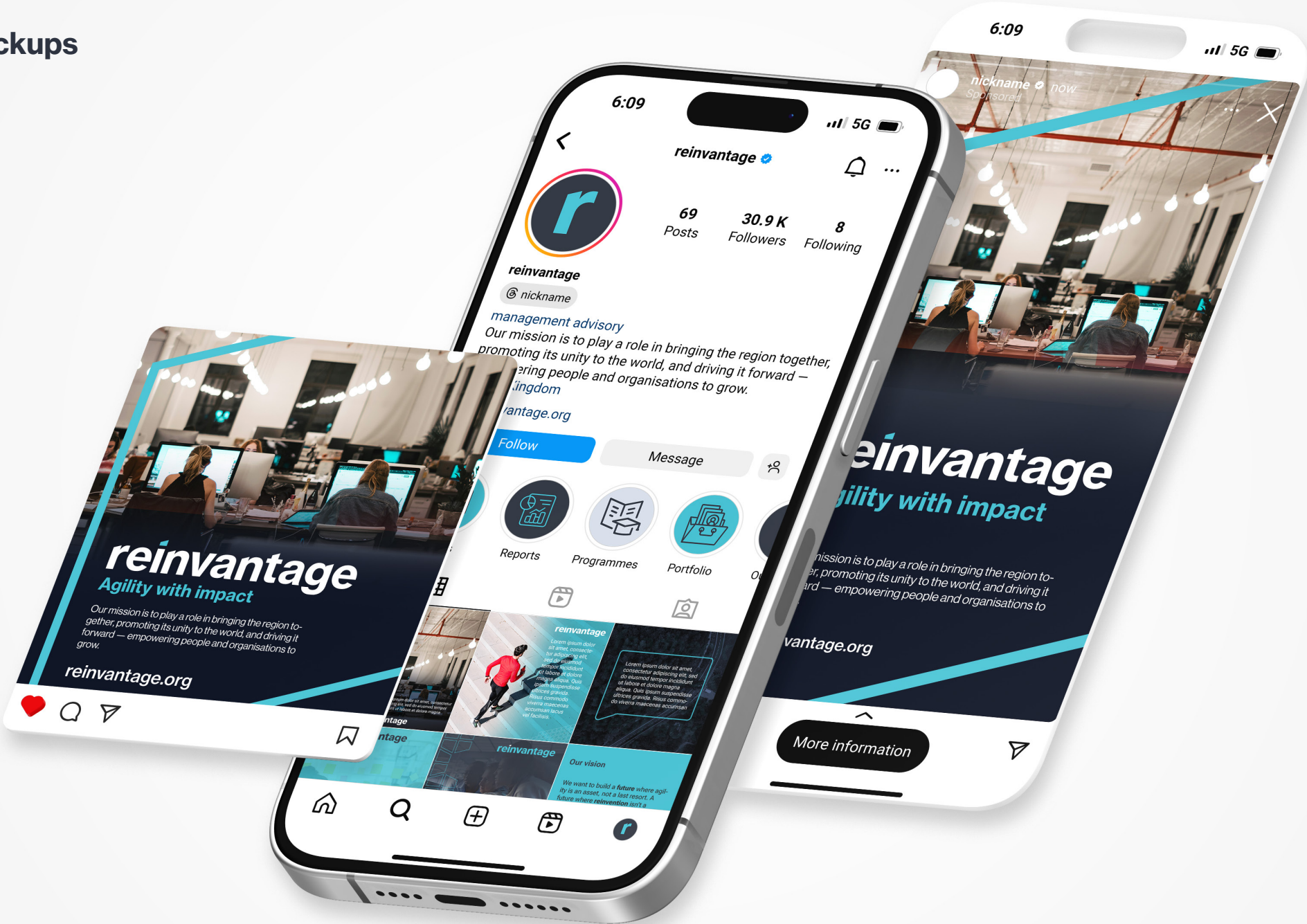## Mockups

Mockups

Mockups

Visual identity | Graphic elements

Mockups

Mockups

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Still need clarity?

If you're ever unsure about how to apply these guidelines, we're here to help.
Please reach out to us at **office@reinvantage.org**—we'll be happy to support
you in keeping every detail aligned, intentional, and on brand.