



THE REBOOT

Start Up Nation

Style Guide

Brand Guidelines

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00 PREVIOUS LOGO



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01 MOODBOARD



רשות החדשנות
Israel Innovation
Authority



#Community
#Advocating

#Cooperation
#Networking

#Restart
#Curious

#Eager
#Uplifting

02 BRAND LOGO Primary Logo

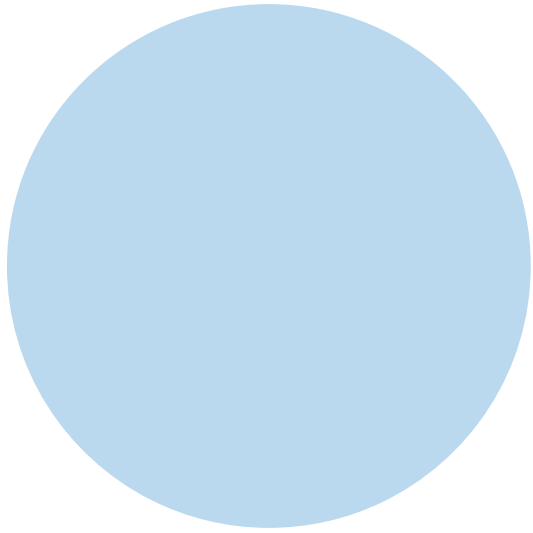


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02 BRAND LOGO Secondary Logo

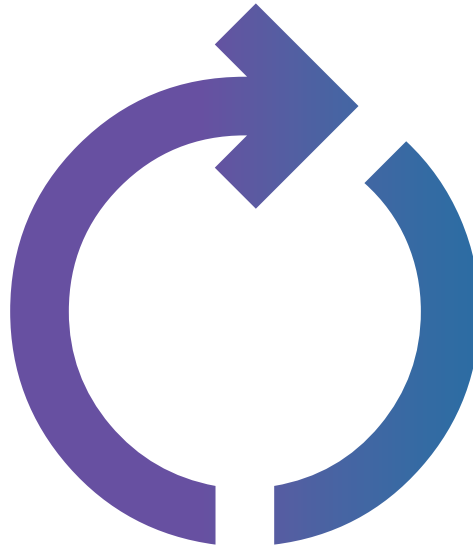


02 BRAND LOGO Logo Symbolism



International,
world

+



Restart, revive

+



The Star of
David

02 BRAND LOGO Logo Colors



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02 BRAND LOGO Logo Placements

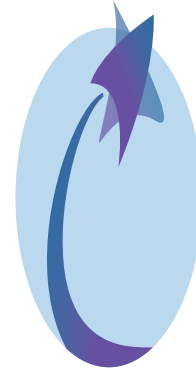
on A4



02 BRAND LOGO Logo Dont's



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03 BRAND COLORS Primary Colors



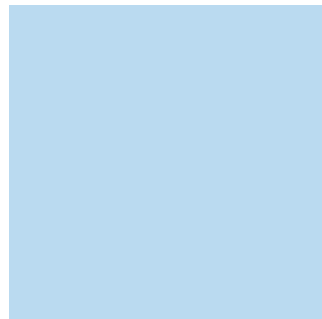
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#2c6ca3



#ffd700



#badaf0



#373736



#15364b

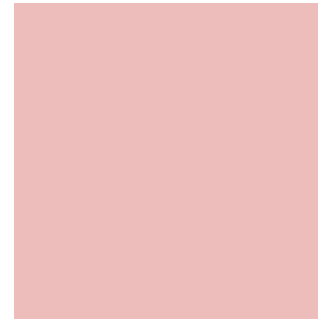
03 BRAND COLORS Secondary Colors



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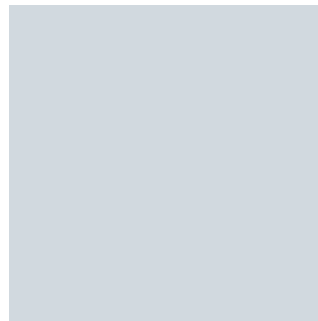
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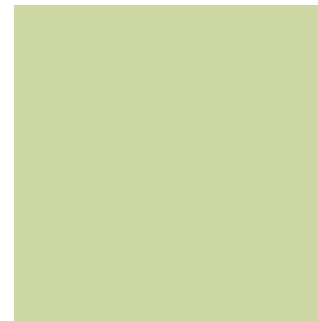
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#d1d9df



#cdd7a3



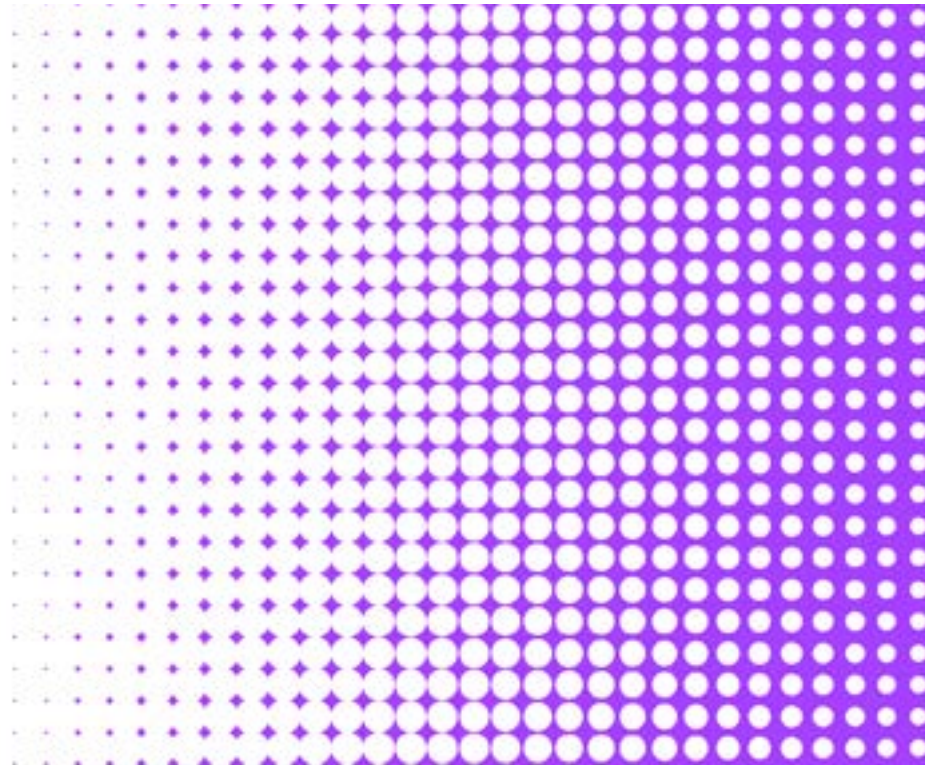
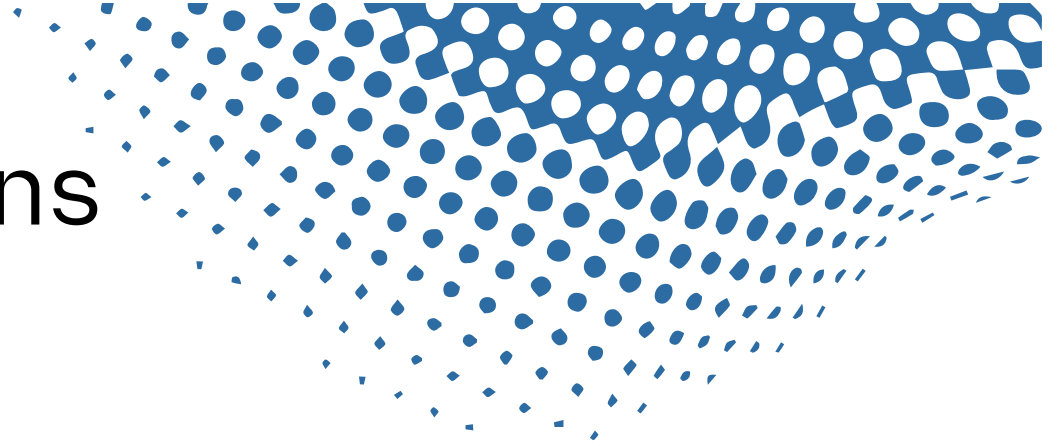
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#9aac3e

03 BRAND COLORS

Color Usage in Patterns



04 BRAND TYPOGRAPHY

EXTATICA BOLD ITALIC 50 pt

EXTATICA LIGHT ITALIC 30.5

MONTSERRAT BOLD 30 pt

MONTSERRAT MEDIUM 19 pt

MONTSERRAT REGULAR 12 pt

Liquam autenim odiatur? Ibus eturepe digendae vitatecti
coremperunt il ex eliqui in re pro test, ut ut latem qui ditatum
iliquam lam lab ipsant

05 BRAND STATIONERY BUSINESS CARD



05 BRAND STATIONERY BUSINESS CARD



05 BRAND STATIONERY BUSINESS CARD



05 BRAND STATIONERY PAPERWORK



05 BRAND STATIONERY PAPERWORK



05 BRAND STATIONERY INVOICE



05 BRAND STATIONERY ENVELOPE



06 BRAND LANGUAGE BROSHURE



06 BRAND LANGUAGE BROSHURE



06 BRAND LANGUAGE ADVERTISEMENT



06 BRAND LANGUAGE ADVERTISEMENT



06 BRAND LANGUAGE BILLBOARD



06 BRAND LANGUAGE POSTER



06 BRAND LANGUAGE POSTER

