

redesign

v1.0

The Redesign Group

Brand Guidelines

To redefine how technology partners deliver value, combining precision, trust, and velocity to help organizations scale, secure, and transform with clarity.



PHIL Sanginario

President

This document lays the foundation for the Redesign brand — a framework to ensure every expression of the brand feels consistent, intentional, and aligned with its future ambitions. While not an exhaustive catalog of every brand element, it captures the essentials: our logo, color, and the visual DNA that shapes how we show up in the world. As the brand continues to evolve, this document should evolve with it.

These guidelines are here to inform and inspire. Before creating new assets or extending the brand, use this as your north star. And if you're collaborating with partner agencies, writers, or designers, share this document so they can help bring the Redesign story to life with the same clarity and care.

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1.0

Logo

re

1.1 Lettermark

1.2 Logotype

1.3 Subsidiaries Logos

As our most recognizable brand element, our logo
blends As our most recognizable brand element, our
logo blendsAs our most recognizable brand element,
our logo blends

Lettermark

Lettermark

The lettermark is a simplified version of the logo that uses the initials of the brand name as the primary visual mark. It serves as a compact representation of the brand while maintaining its distinctive typographic identity.

The lettermark should be used in situations where space is limited or when a more concise brand expression is required, such as social media avatars, favicons, small digital placements, or branded elements within layouts. In formal communications and primary brand applications, the full logo should be used whenever possible.



re



Avatar

The avatar should be used for small formats, like social media icons. Do not use the avatar treatments for large graphic such as a posters, banners or billboard advertisement.



✘ Do not use the logomark and the logo together.



✘ Do not use the avatar as a logo.



✘ Do not change the shape of the avatar.



✘ Do not use other color for the logomark rather than black and white.



✘ Do not use Logomark on an overloaded image

What not to do with the lettermark

The avatar should be used for small formats, like social media icons. Do not use the avatar treatments for large graphic such as a posters, banners or billboard advertisement.

Logotype

redesign

redesign

redesign

Logo Color



redesign



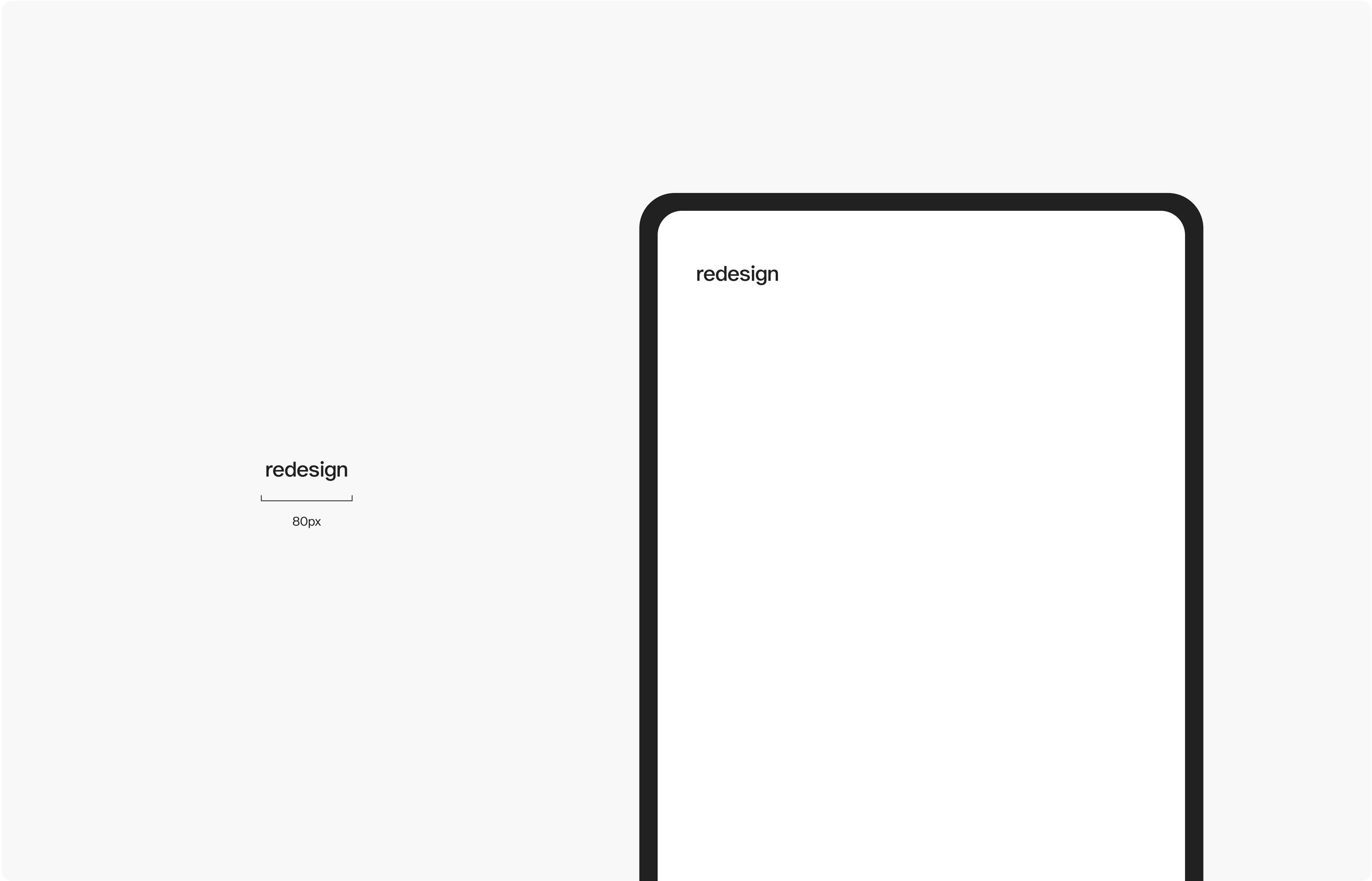
redesign



redesign

Logo Color

When a louder brand presence is needed, such as a billboard or subway advertisement, the logo may be paired with a selection of our primary brand colors.

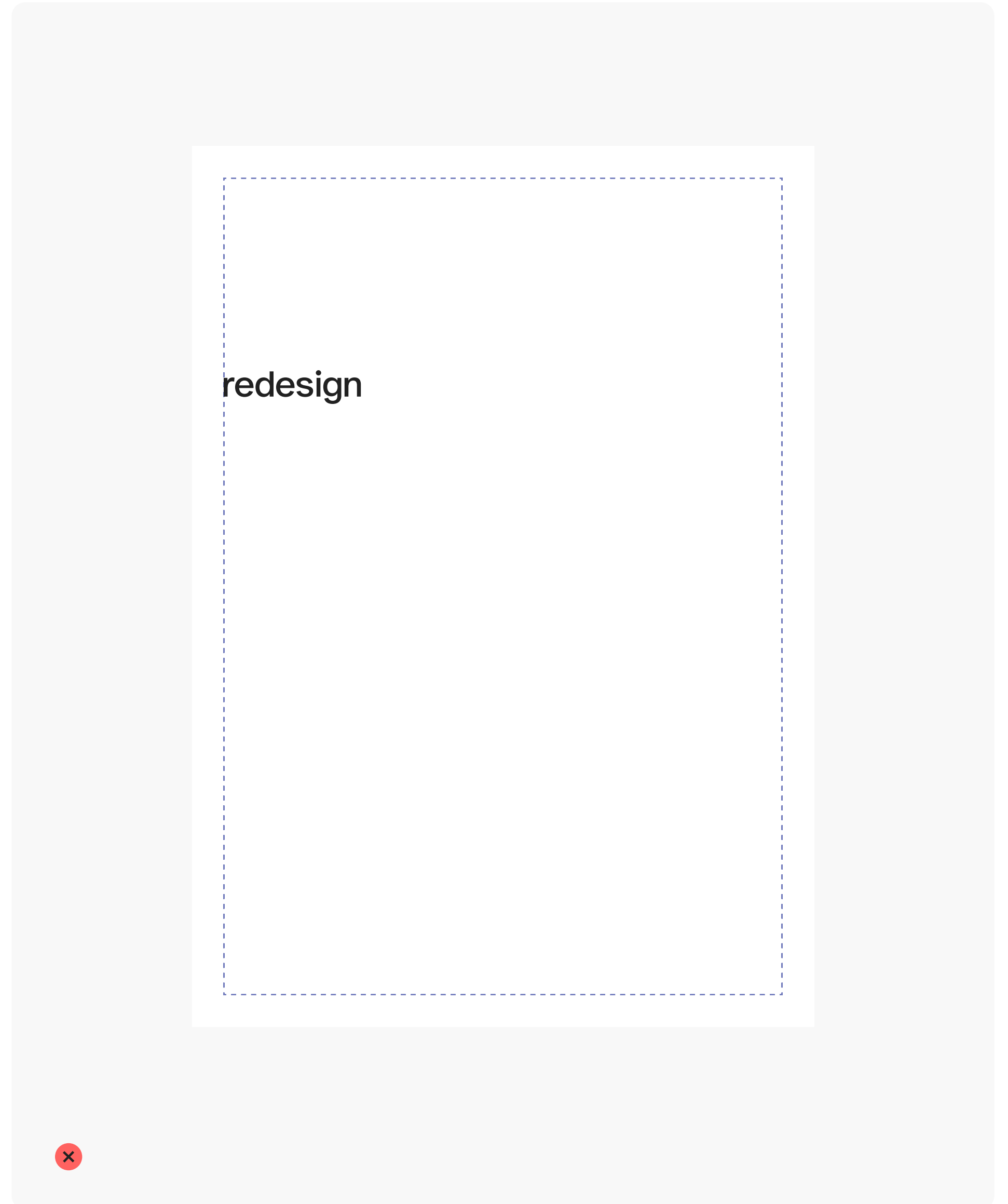
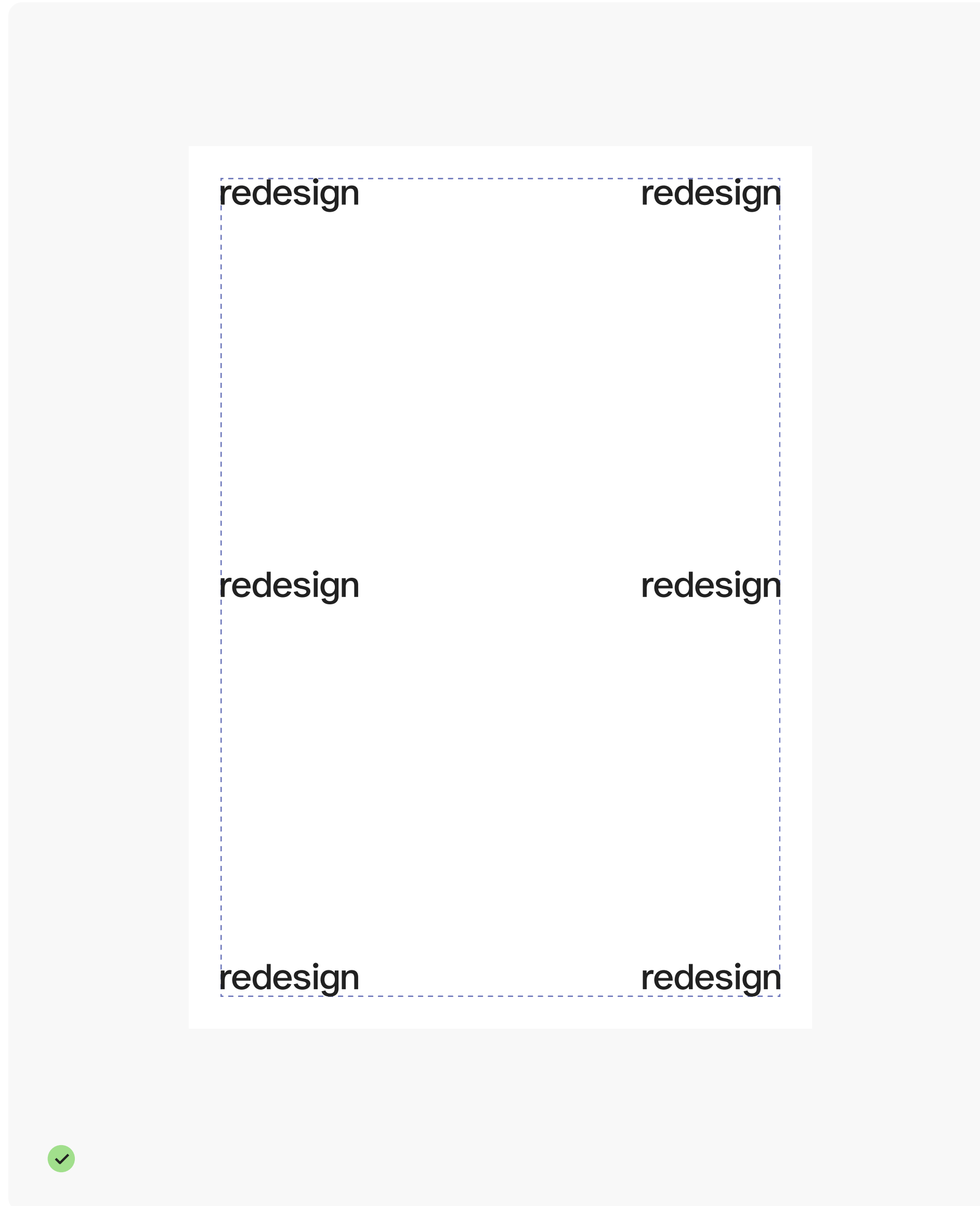


Minimum Size

To ensure readability and legibility of the , brand mark, across all screens and digital devices the logo should not be used at sizes below 80px wide.

Placement

Our logo should appear left-aligned along the top, bottom or center of a page or document cover.



What not to do with the logo

- Do not use color combinations that make the logomark illegible
- Do not use different colors for the colors logotype and the symbol
- Do not disproportionately stretch or warp the logo
- Do not stylize or alter the logo including outlining it, adding a drop shadow or bevel, or any stylistic effect
- Do not scale, reposition or modify the logo in any way
- Do not place the logo over images which make the logomark illegible or use in any color other than white or black when being placed on top of an image

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Subsidiaries Logos

redesign it

redesign trust

redesign exchange

redesign marketplace

redesign ai

redesign cloud

redesign technologies

redesign opencloud

redesign grc

2.0

Color

re

2.1 Primary

2.2 Secondary

2.3 Color contrast

2.4 Color System Hierarchy

Brand colors define the visual palette that represents our identity. They create a consistent look and feel across all touchpoints and help make the brand instantly recognizable.

Primary

Primary Color Palette

Our primary palette is built around three essentials: Black, which serves as our core anchor for structure, typography, and contrast; Lime Green, a fresh and energetic highlight that brings clarity and a modern edge; and White, which we treat as a deliberate design asset rather than just a background. Because our brand relies on minimalism, negative space, and strong contrast, white becomes just as intentional as any other color in the palette

Black

R 034
G 034
B 034
222222

Green

R 219
G 254
B 207
DBFECF

Primary Color Palette Purpose

The primary palette defines the brand's baseline. These colors should make up the majority of any interface or communication.

Black

Used for:

- Headlines and primary typography
- Layout structure, rules, and frames
- High-contrast compositions

Green

Used for:

- Singular moments of emphasis
- Key statements, highlights, or focal points
- Brand-signature gradients & brand devices






Used for:

- Primary background
- Negative space as a compositional tool
- Separation and pacing between elements

Secondary

Secondary

Our secondary palette supports and expands the primary colors, adding flexibility and nuance to the visual system. These hues are used sparingly to highlight information, create visual hierarchy, and introduce subtle variety without competing with the primary palette. Their role is to complement—not overshadow—our core brand colors, ensuring the overall look remains clean, modern, and distinctly “Redesign.”

<p>Gray 400</p>  <p>R 182 G 182 B 182</p> <p># B6B6B6</p>	<p>Indigo 400</p>  <p>R 128 G 152 B 249</p> <p># 8098F9</p>	<p>Orange 500</p>  <p>R 255 G 140 B 66</p> <p># FF8C42</p>	<p>Fuchsia 400</p>  <p>R 215 G 133 B 247</p> <p># D785F7</p>	<p>Blue Light 500</p>  <p>R 135 G 181 B 246</p> <p># 87B5F6</p>
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Secondary Color Palette

Purpose

When to use:

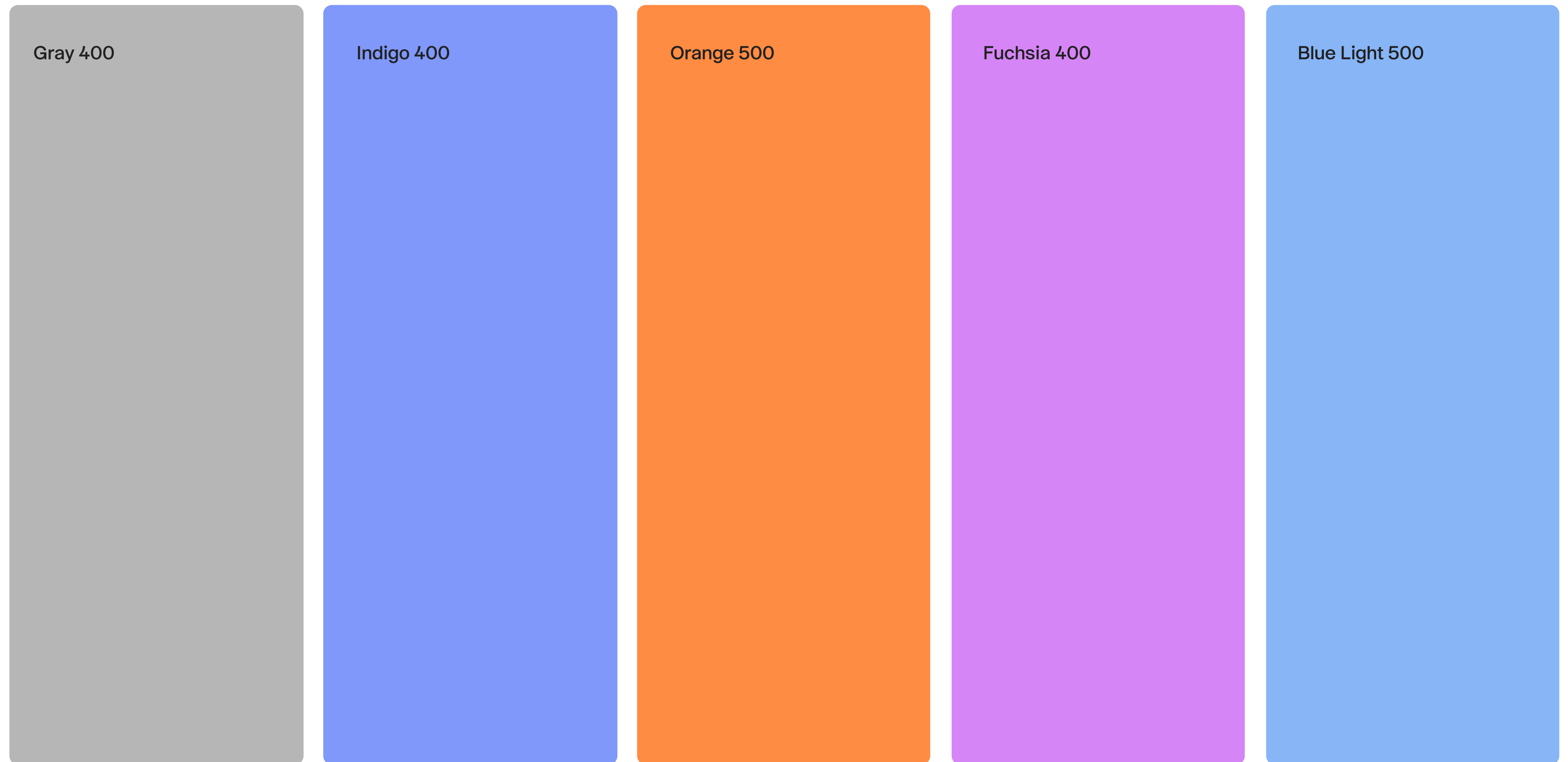
- To differentiate supporting information
- To introduce subtle variation in multi-asset systems
- To highlight secondary themes or categories (not the main message)
- Can be used for social media posts, and assets as a background color

How to use

- Small surfaces only (eyebrow headline squares, markers, badges)
- Tags, labels, and badges
- Data visualization
- Highlighting text by placing them at the back of marked text

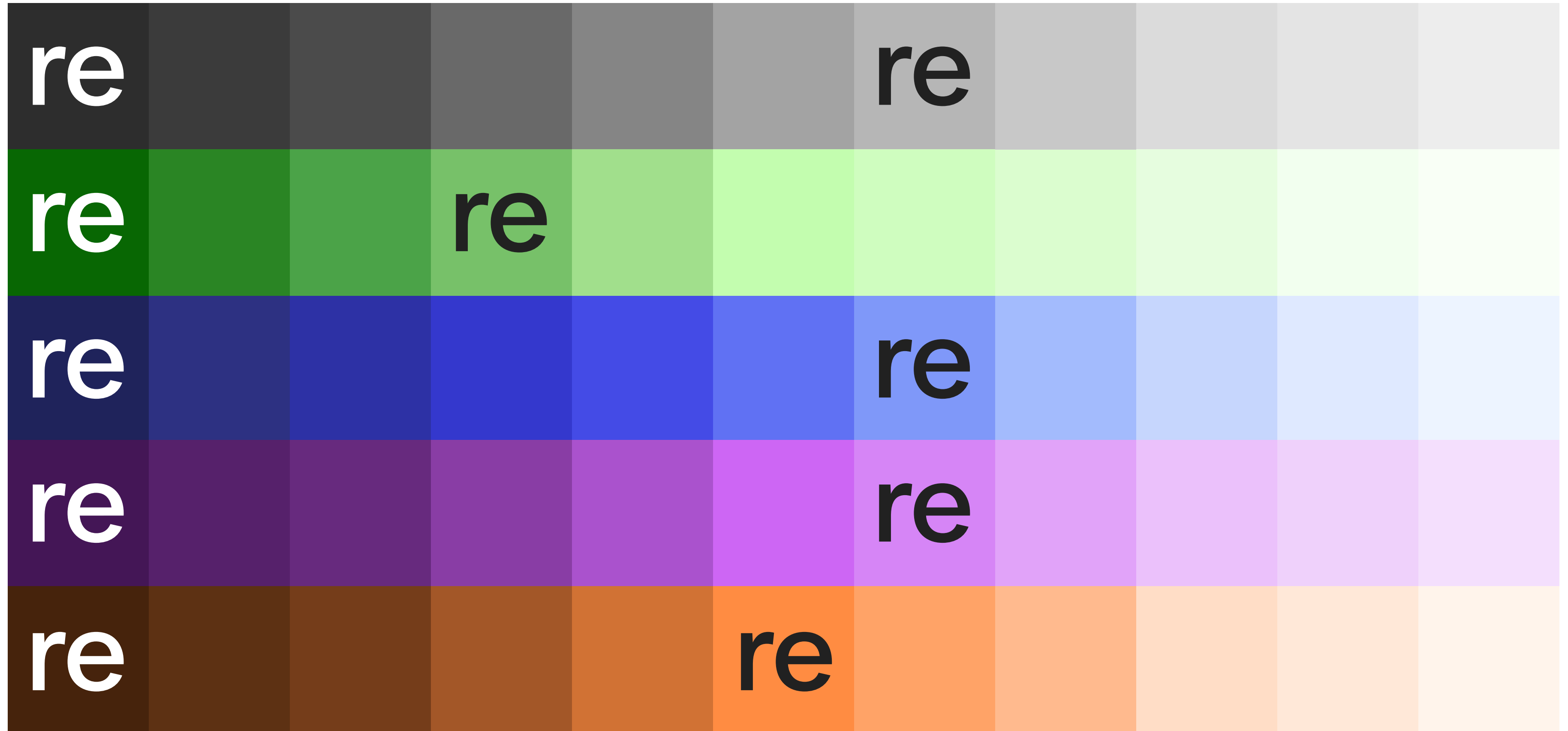
Do not

- Use secondary colors as dominant backgrounds
- Combine multiple secondary colors in one focal area
- Use secondary colors to replace green as the main highlight



The secondary palette exists to support the primary system by adding clarity, hierarchy, and contextual meaning.

Color Contrast



Contrast

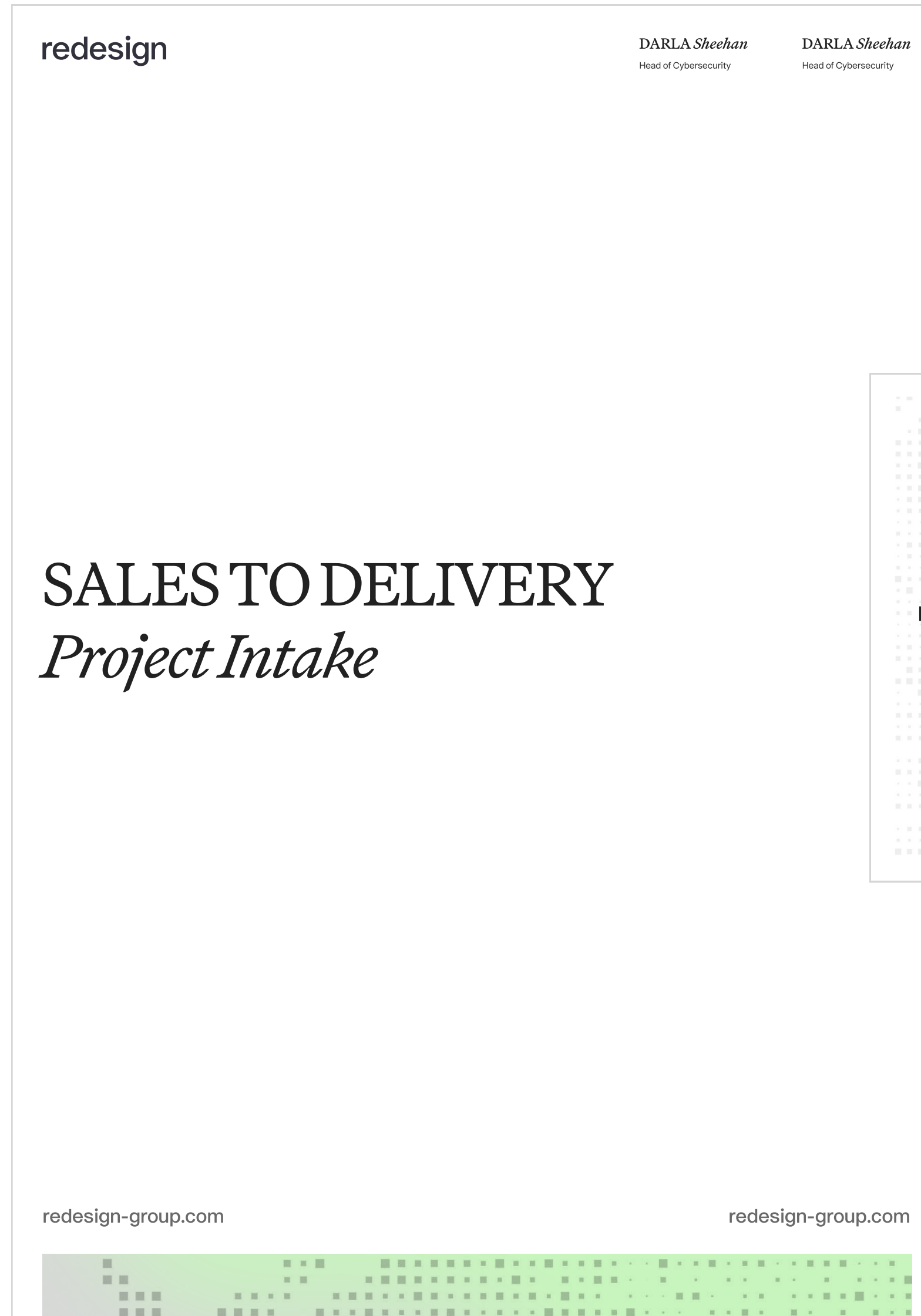
Whenever our color system is used, it's essential that all text maintains clear, legible contrast. In digital environments, The Redesign Group is committed to meeting strong accessibility standards so our experiences remain usable and inclusive for all people, including those with low vision.

Contrast ratios indicate how different one color is from another, typically written as 1:2 or 21:1. The larger the difference between the numbers, the stronger the contrast between the two colors.

Color System Hierarchy

Rule of precedence

1. Primary colors are the default.
If a design works in primary colors, it should stay in primary colors.
2. Secondary colors are used only with intent.
They are introduced to signal, differentiate, or accent – never to decorate.



3.0

Typography

re

5.1	Primary
5.2	Primary Typography Use
5.3	Secondary Typography
5.4	Secondary
5.5	Secondary Typography Use
5.6	Typography Pairings
5.7	Typography Pairings Dos and Dont's
5.8	Lists & Bullets

Typography is an essential element of our identity and a powerful tool for achieving consistent expression in our communication.

Primary Typography

Martina Plantijn Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*;,;/{}[]()?!

Primary Typography

Martina Plantijn is used for long form content and for moments to communicate a brand voice. When additional emphasis is needed, use the italic version of the font.

Martina Plantijn Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&;,;/{}[]()?!*

Primary Typography

Martina Plantijn is used for long form content and for moments to communicate a brand voice. When additional emphasis is needed, use the italic version of the font.

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs.

110%

Line Height

Line-height is the space between baselines and it determines the legibility and readability of the typography and also impacts the strength of voice.

As a general rule of thumb, the line-height of text should be reduced as the size of the text increases. For body text, the line-height should increase to give the texts room to breath and space for the reader's eye to rest.

Please refer to the typography scale on the next page for line-height values corresponding to your chosen type size.

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs. We're here to redefine what a technology solutions provider can be.

140%

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs. We're here to redefine what a technology solutions provider can be—by delivering sharper thinking, faster outcomes, and a better experience for both customers and manufacturers.

150%

Primary Typo Scale

STYLE	TYPE SIZE	%	RATIO	LETTER-SPACING
Martina Platijn Regular	9	140%	1.4	0%
Martina Platijn Regular	10	140%	1.4	0%
Martina Platijn Regular	11	140%	1.4	0%
Martina Platijn Regular	12	140%	1.4	0%
Martina Platijn Regular	14	140%	1.4	0%
Martina Platijn Regular	16	140%	1.4	0%
Martina Platijn Regular	18	140%	1.4	0%
Martina Platijn Regular	21	140%	1.4	0%
Martina Platijn Regular	24	140%	1.4	0%
Martina Platijn Regular	28	130%	1.3	0%
Martina Platijn Regular	32	130%	1.3	-1%
Martina Platijn Regular	36	130%	1.3	-1%
Martina Platijn Regular	42	130%	1.3	-1%
Martina Platijn Regular	48	130%	1.3	-1%
Martina Platijn Regular	55	130%	1.3	-1%
Martina Platijn Regular	64	130%	1.3	-2%
Martina Platijn Regular	73	130%	1.3	-2%
Martina Platijn Regular	84	130%	1.3	-2%
Martina Platijn Regular	96	130%	1.3	-2%

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*;,;/{}[]()?!

Primary Office Typography

Georgia is the primary office typeface and should be used for headlines, titles, section dividers, and emphasis within Microsoft Office documents. Its classic serif character brings clarity, professionalism, and a refined editorial tone to business communications.

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*;,;/{}[]()?!

Primary Office Typography

Georgia is the primary office typeface and should be used for headlines, titles, section dividers, and emphasis within Microsoft Office documents. Its classic serif character brings clarity, professionalism, and a refined editorial tone to business communications.

Primary Typography Use

Headlines

Where strategy meets creativity to
drive meaningful transformation

Special Headlines

This headline style is a brand signature used to express tension, synthesis, and transformation, core ideas in Redesign's positioning.

The Rule

This special headline treatment combines:

- ALL CAPS for structural or directional words
- Lowercase italics for conceptual, human, or abstract terms

Where *strategy* meets *creativity* to drive
meaningful transformation

Engineered for *clarity*,
designed for *humans*

When to Use

This treatment is reserved for high-impact, brand-level headlines, such as:

- Brand manifestos
- Homepage hero statements
- Campaign headlines
- Section dividers that introduce a core idea
- Keynote or thought-leadership materials

When Not to Use

Do not use this headline style for:

- Body copy or subheadings
- UI labels, buttons, or navigation
- Long or multi-line paragraphs
- Informational or instructional text
- Repeated headlines within the same layout

Transformation starts with *understanding*

Turning complexity
into *clarity*

Systems built for *humans*

Pattern Summary:
What stays in Regular

Where, when, from, to

Directional words

Systems, engineering, strategy

Structural concepts

Built, designed, driving

Outcome-oriented terms

Pattern Summary:
What goes in italic
lowercase

clarity, trust, meaning, humans

Abstract ideas

intuition, intent, progress

Structural concepts

change, growth, imagination

Transformational concepts

Quotes

Our mission is to guide enterprises through complex transformation — aligning strategy, systems, and people — while infusing creativity and design thinking to unlock new opportunities for innovation and growth.

Our mission is to guide enterprises through complex transformation — aligning strategy, systems, and people — while infusing creativity and design thinking to unlock new opportunities for innovation and growth.

Name Styling

When a person's name appears as a standalone component (e.g. name cards, speaker labels, team sections, pull quotes, or headers), apply the following typographic treatment:

- **First name(s):** set in ALL CAPS, roman (non-italic)
- **Surname:** set in Title Case and italic

This rule applies only to standalone name components. Names appearing within body copy or paragraphs should follow standard sentence case and body text styling.

PHIL *Sanginario*

JOE *Sanginario*

PHIL *Sanginario*

JOE *Sanginario*

PHIL *Sanginario*

JOE *Sanginario*

What to Avoid When Using Primary Typo

- Avoid extremely tall leading for both heading and body text
- Avoid overly tight leading, with crashing ascenders and descenders, for both heading and body text
- Avoid overly tight tracking, with crashing glyphs
- Avoid overly wide tracking
- Avoid mixed weights or fonts within a single headline.
- Avoid changing color of the words in headlines.

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs. We're here to redefine what a technology solutions provider can be.

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs.

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs.

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs.

We believe technology isn't just a tool, it's a **terrain**, and navigating it well **requires** more than speed or specs.

We believe **technology** isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs.

Secondary Typography

AF Atelier Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*;, /{}[]()?!

Atelier Sans

Atelier Sans is a quirky yet approachable geo-grotesque class typeface family. Atelier features a more playful interpretation of typical 'grotesque' style glyphs. It has a steady balance between expressive and simpler forms in order to render it suitable for a wide range of typographic applications. The Atelier family also has supporting Monospaced and Italic variants in development.

We believe technology isn't just a tool,
it's a terrain, and navigating it well
requires more than speed or specs.

110%

Line Height

Line-height is the space between baselines and it determines the legibility and readability of the typography and also impacts the strength of voice.

As a general rule of thumb, the line-height of text should be reduced as the size of the text increases. For body text, the line-height should increase to give the texts room to breath and space for the reader's eye to rest.

Please refer to the typography scale on the next page for line-height values corresponding to your chosen type size.

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140%

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs. We're here to redefine what a technology solutions provider can be—by delivering sharper thinking, faster outcomes, and a better experience for both customers and manufacturers.

150%

Secondary Typo Scale

STYLE	TYPE SIZE	LINE-HEIGHT	PT	RATIO	LETTER-SPACING
AF Atelier Sans Regular	7	150%	10,5pt	1.5	0%
AF Atelier Sans Regular	8	150%	12pt	1.5	0%
AF Atelier Sans Regular	9	150%	13,5pt	1.5	0%
AF Atelier Sans Regular	10	150%	15pt	1.5	0%
AF Atelier Sans Regular	12	150%	18pt	1.5	0%
AF Atelier Sans Regular	14	150%	21pt	1.5	0%
AF Atelier Sans Regular	16	150%	24pt	1.5	0%
AF Atelier Sans Regular	18	150%	27pt	1.5	0%
AF Atelier Sans Regular	21	150%	31pt	1.5	0%
AF Atelier Sans Regular	24	140%	33,6pt	1.4	-1%
AF Atelier Sans Regular	28	140%	39,2pt	1.4	-1%
AF Atelier Sans Regular	32	140%	44,8pt	1.4	-1%
AF Atelier Sans Regular	36	140%	50,4pt	1.4	-1%
AF Atelier Sans Regular	42	140%	58,8pt	1.4	-1%
AF Atelier Sans Regular	48	140%	67,2pt	1.4	-1%
AF Atelier Sans Regular	55	130%	71,5pt	1.3	-1%
AF Atelier Sans Regular	64	130%	83,2pt	1.3	-1%
AF Atelier Sans Regular	73	130%	94,9pt	1.3	-1%
AF Atelier Sans Regular	84	130%	109,2pt	1.3	-1%

Secondary Typo Scale

STYLE	TYPE SIZE	LINE-HEIGHT	LINE-HEIGHT PPT	LETTER-SPACING
AF Atelier Sans Medium	7	150%	1.5	0%
AF Atelier Sans Medium	8	150%	1.5	0%
AF Atelier Sans Medium	9	150%	1.5	0%
AF Atelier Sans Medium	10	150%	1.5	0%
AF Atelier Sans Medium	12	150%	1.5	0%
AF Atelier Sans Medium	14	150%	1.5	0%
AF Atelier Sans Medium	16	150%	1.5	0%
AF Atelier Sans Medium	18	150%	1.5	0%
AF Atelier Sans Medium	21	150%	1.5	0%
AF Atelier Sans Medium	24	140%	1.4	-1%
AF Atelier Sans Medium	28	140%	1.4	-1%
AF Atelier Sans Medium	32	140%	1.4	-1%
AF Atelier Sans Medium	36	140%	1.4	-1%
AF Atelier Sans Medium	42	140%	1.4	-1%
AF Atelier Sans Medium	48	140%	1.4	-1%
AF Atelier Sans Medium	55	130%	1.2	-1%
AF Atelier Sans Medium	64	130%	1.2	-1%
AF Atelier Sans Medium	73	130%	1.2	-1%
AF Atelier Sans Medium	84	130%	1.2	-1%

Secondary Typo Scale

STYLE	TYPE SIZE	LINE-HEIGHT	LINE-HEIGHT PPT	LETTER-SPACING
AF Atelier Sans Bold	7	150%	1.5	0%
AF Atelier Sans Bold	8	150%	1.5	0%
AF Atelier Sans Bold	9	150%	1.5	0%
AF Atelier Sans Bold	10	150%	1.5	0%
AF Atelier Sans Bold	12	150%	1.5	0%
AF Atelier Sans Bold	14	150%	1.5	0%
AF Atelier Sans Bold	16	150%	1.5	0%
AF Atelier Sans Bold	18	150%	1.5	0%
AF Atelier Sans Bold	21	150%	1.5	0%
AF Atelier Sans Bold	24	140%	1.4	-1%
AF Atelier Sans Bold	28	140%	1.4	-1%
AF Atelier Sans Bold	32	140%	1.4	-1%
AF Atelier Sans Bold	36	140%	1.4	-1%
AF Atelier Sans Bold	42	140%	1.4	-1%
AF Atelier Sans Bold	48	140%	1.4	-1%
AF Atelier Sans Bold	55	130%	1.2	-1%
AF Atelier Sans Bold	64	130%	1.2	-1%
AF Atelier Sans Bold	73	130%	1.2	-1%
AF Atelier Sans Bold	84	130%	1.2	-1%

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&* ,;/{}[]()?!

Secondary Office Typography

Arial is the secondary office typeface and should be used for body copy, supporting information, tables, captions, and functional content. Its clean and highly legible sans-serif structure ensures readability across digital and printed formats.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&* ,;/{}[]()?!

Secondary Office Typography

Arial is the secondary office typeface and should be used for body copy, supporting information, tables, captions, and functional content. Its clean and highly legible sans-serif structure ensures readability across digital and printed formats.

Secondary Typography Use

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs.

Paragraphs

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs. We're here to redefine what a technology solutions provider can be, by delivering sharper thinking.

We help enterprises transform with clarity, strategy, and purpose — blending consulting expertise with creative innovation to redesign how organizations grow, adapt, and lead in a changing world.

Designing transformation through clarity

Subheadlines

Designing transformation through clarity

Designing transformation through clarity

Eyebrow Headlines

■ PROJECT PROPOSAL

■ PROJECT PROPOSAL

■ PROJECT PROPOSAL

Emphasizing Text

We believe technology isn't just a tool,
it's a terrain, and navigating it well
requires more than speed or specs.

We believe technology isn't just a tool, it's a terrain, and navigating
it well requires more than speed or specs. We're here to redefine
what a technology solutions provider can be.

We believe technology isn't just a tool, it's a terrain,
and navigating it well requires more than speed or
specs. We're here to redefine what a technology
solutions provider can be—by delivering sharper
thinking, faster outcomes, and a better experience
for both customers and manufacturers.

Emphasizing Text

We believe **technology isn't just a tool,**
it's a terrain, and navigating it well
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We believe **technology isn't just a tool,**
it's a terrain, and navigating it well
requires more than speed or specs.

We believe **technology isn't just a tool,**
it's a terrain, and navigating it well
requires more than speed or specs.

What to Avoid When Using Secondary Typo

- Avoid extremely tall leading for both heading and body text
- Avoid overly tight leading, with crashing ascenders and descenders, for both heading and body text
- Avoid overly tight tracking, with crashing glyphs
- Avoid overly wide tracking
- Avoid mixed weights or fonts within a single headline.
- Avoid changing color of the words in paragraph.
- Avoid using all caps
- Avoid mixing primary and secondary typo

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs.

We're here to redefine what a technology solutions provider can be.

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs.

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We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs.

We believe technology isn't just a tool, it's a **terrain**, and navigating it well **requires** more than speed or specs.

We believe **technology** isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs.

WE BELIEVE TECHNOLOGY ISN'T JUST A TOOL, it's a terrain, and navigating it well requires more than speed or specs.

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs.

Typography Pairings

Typography Pairings

MAIN HEADLINE

Ideally 2 x paragraph size + 4pt
or paragraph headline + 16pt

PARAGRAPH HEADLINES

Ideally 2 x paragraph size + 4pt
or paragraph size +1/2 of
the paragraph size

LEAD

Ideally Headline size - 12pt

PARAGRAPHS

Helping enterprises transform with clarity, strategy, and purpose

Designing transformation through clarity

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs. We're here to redefine what a technology solutions provider can be, by delivering sharper thinking.

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs. We're here to redefine what a technology solutions provider can be, by delivering sharper thinking. We help enterprises transform with clarity, strategy, and purpose – blending consulting expertise with creative innovation to redesign how organizations grow, adapt, and lead in a changing world.

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Eyebrow Headlines

EYEBROW HEADLINES

main headline - 30pt

MAIN HEADLINE

■ PROJECT PROPOSAL

Helping enterprises transform
with clarity, strategy, and purpose

Typography Pairings in PPT and Word

MAIN HEADLINE

Ideally 2 x paragraph size
or paragraph headline + 20px

PARAGRAPH HEADLINES

Ideally 2 x paragraph size
or paragraph size +1/2 of
the paragraph size

LEAD

Ideally Headline size

PARAGRAPHS

Helping enterprises transform with clarity, strategy, and purpose

Designing transformation through clarity

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Eyebrow Headlines in PPT and Word

EYEBROW HEADLINES

main headline - 30px

MAIN HEADLINE

■ PROJECT PROPOSAL

Helping enterprises transform
with clarity, strategy, and purpose

Typography Pairings

Dos and Dont's

Main Headlines



■ PROJECT PROPOSAL

Helping enterprises transform
with clarity, strategy, and purpose

ATELIER SANS MEDIUM ALL CAPS +
MARTINA PLATIJN REGULAR



SALES TO DELIVERY
Project Intake

MARTINA PLATIJN REGULAR +
MARTINA PLATIJN ITALIC



■ Project proposal

Helping enterprises transform
with clarity, strategy, and purpose

ATELIER SANS MEDIUM +
MARTINA PLATIJN REGULAR



SALES TO DELIVERY
Project Intake

MARTINA PLATIJN REGULAR ALL CAPS +
ATELIER SANS MEDIUM



SALES TO DELIVERY
Project Intake

MARTINA PLATIJN MEDIUM ALL CAPS +
MARTINA PLATIJN ITALIC

Subheading & Paragraph



Designing transformation

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs. We're here to redefine what a technology solutions provider can be, by delivering sharper thinking.

ATELIER SANS MEDIUM +
ATELIER SANS REGULAR



Designing transformation

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs. We're here to redefine what a technology solutions provider can be, by delivering sharper thinking.

ATELIER SANS SEMI BOLD +
ATELIER SANS MEDIUM



Designing transformation

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ATELIER SANS MEDIUM +
ATELIER SANS MEDIUM



Designing transformation

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ATELIER SANS SEMI BOLD +
ATELIER SANS SEMI BOLD



Designing transformation

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs. We're here to redefine what a technology solutions provider can be, by delivering sharper thinking.

ATELIER SANS REGULAR +
ATELIER SANS REGULAR

Lists & Bullets

Lists

01 List Item

02 List Item

03 List Item

04 List Item

05 List Item

06 List Item

01 List Item

02 List Item with a paragraph

This is an example of how list item looks with a paragraph of text.

03 List Item

04 List Item

05 List Item

06 List Item

01 List Item

02 List Item with bullets

- Bullet
 - Bullet
 - Bullet
-

03 List Item

04 List Item

05 List Item

06 List Item

Lists

01 List Item

02 List Item with bullets

- 1. Bullet
 - Third level
 - Third level
 - 2. Bullet
 - 3. Bullet
-

03 List Item

04 List Item

05 List Item

06 List Item

01 List Item

02 List Item with bullets

- 1. Bullet
 - Third level
 - Third level
 - 2. Bullet
 - 3. Bullet
-

03 List Item

04 List Item

05 List Item

06 List Item

Lists

Headline

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

Headline

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- **Bullet**
- **Bullet**
- **Bullet**

Headline

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Headline

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1. **Bullet**
2. **Bullet**
3. **Bullet**

Headline

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6.0

Slogan

re

We stand on two statements that define who we are
and what we do. The future belongs to the curious.
expresses our belief. Setting the new standard.
expresses our commitment.

The *future* belongs
to the *curious*

Set a new *standard*

7.0

Co-branding

re

7.1 Horizontal Logo Lock-up Spacing & Hierarchy

7.2 Vertical Logo Lock-up Spacing & Hierarchy

Co-branding is the intentional pairing of our logo with a partner's logo to communicate collaboration or integration. Clear rules for spacing, scale, and hierarchy ensure both brands remain balanced, legible, and respected in every use.

Horizontal Logo Lock-up Spacing & Hierarchy

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redesign | **DELL**Technologies

redesign | **DELL**Technologies

Vertical Logo Lock-up Spacing & Hierarchy

redesign

—
DELL Technologies

We believe technology isn't just a tool, it's a terrain, and navigating it well requires more than speed or specs. We're here to redefine what a technology solutions provider can be, by delivering sharper thinking, faster outcomes, and a better experience for both customers and manufacturers.

8.0

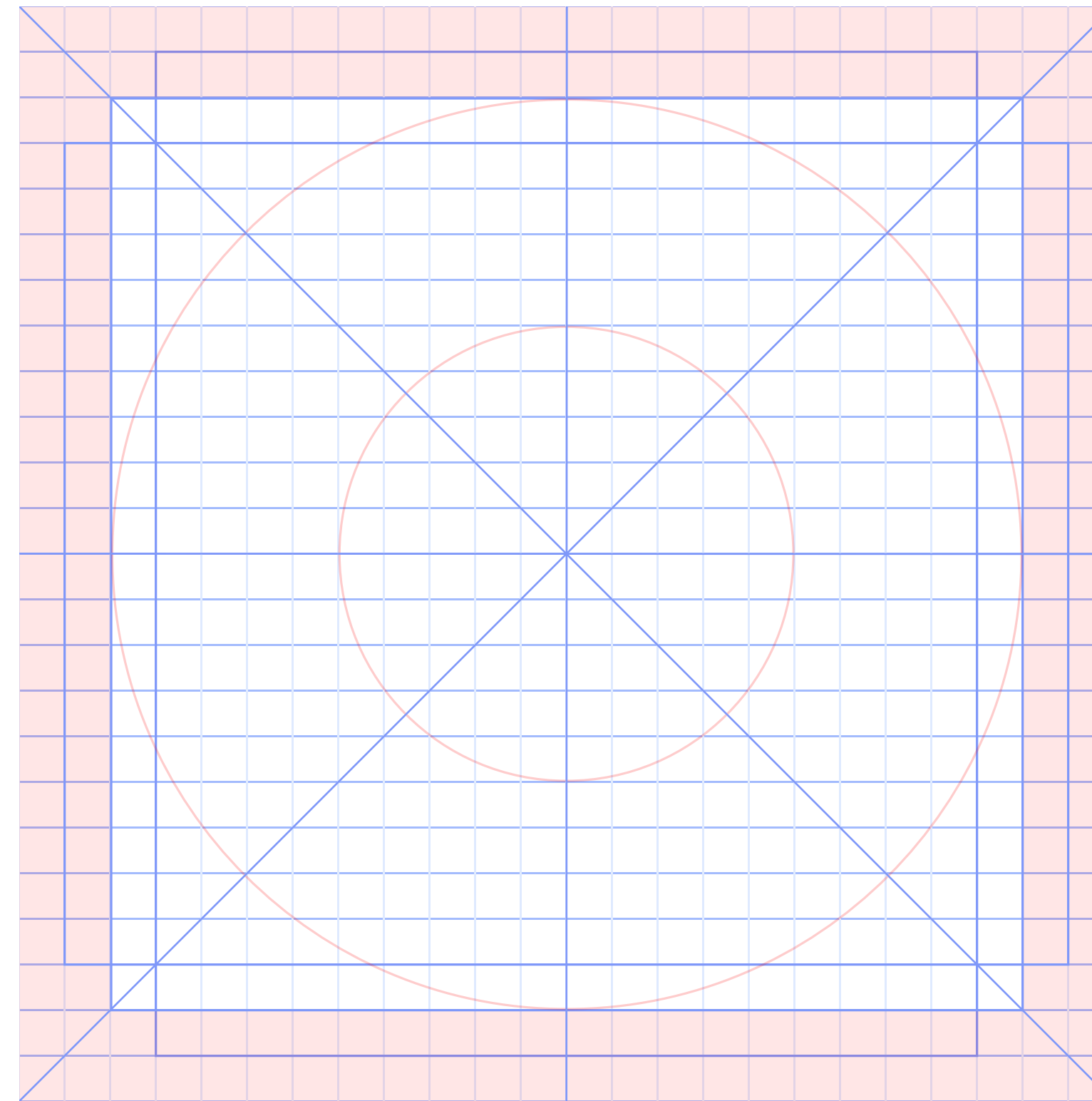
Iconography

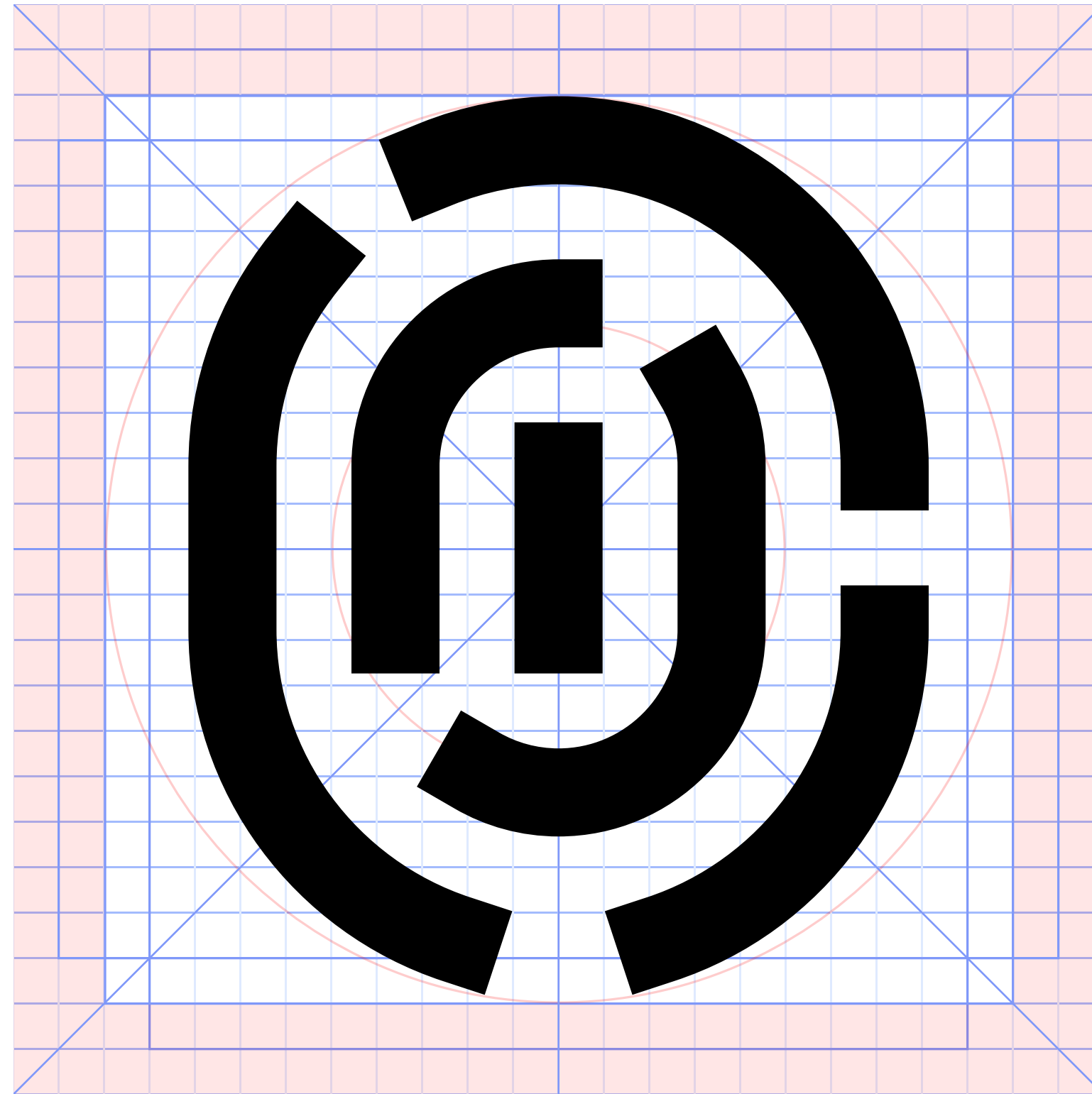
re

Redesign's iconography reflects the same precision and intentionality as our primary typeface, *Martina Plantijn*. Each icon is constructed with sharp geometry and defined edges — confident, deliberate, and uncompromising.

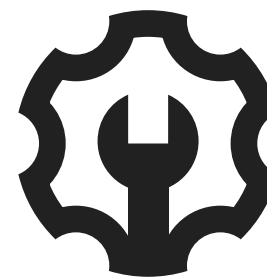
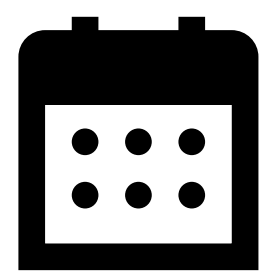
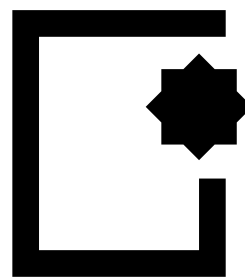
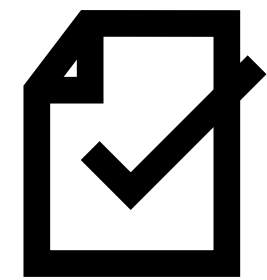
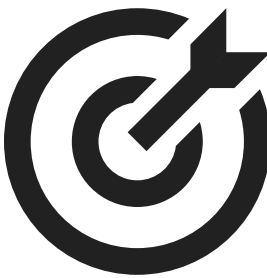
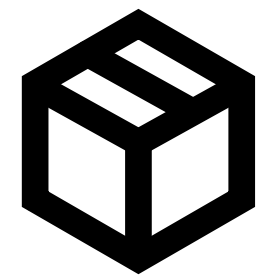
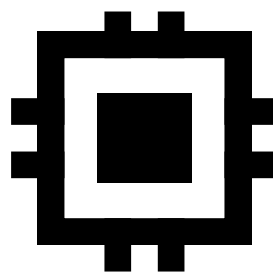
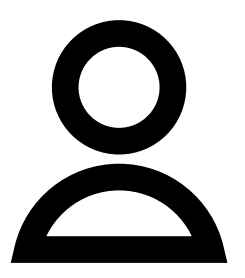
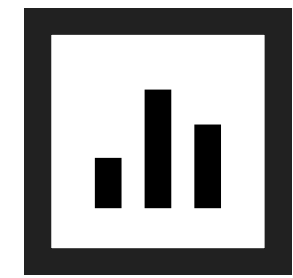
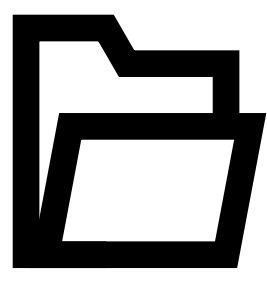
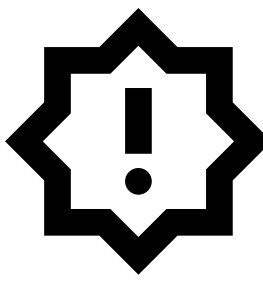
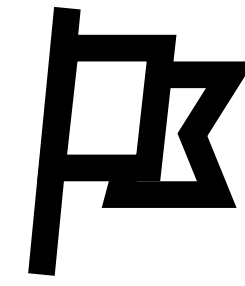
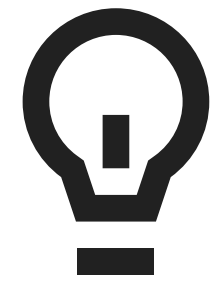
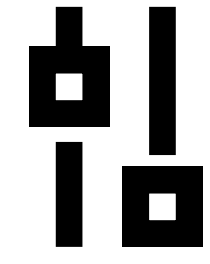
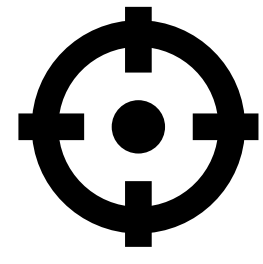
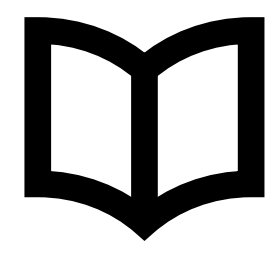
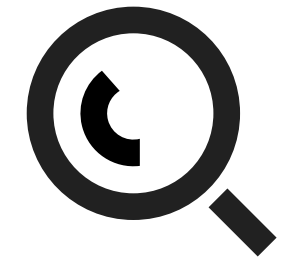
Our iconography system is crafted on a 24px grid. Be sure to always design your icons based on this grid. Also provided in the diagram to the right is an example of clear space around each glyph, as well as key-lines that should be used to align shapes.

For horizontally proportioned icons used the horizontal key-lines provided. For vertically proportioned icons, be sure to align your shapes to the vertically proportioned keylines.





Example of icons drawn on the grid.

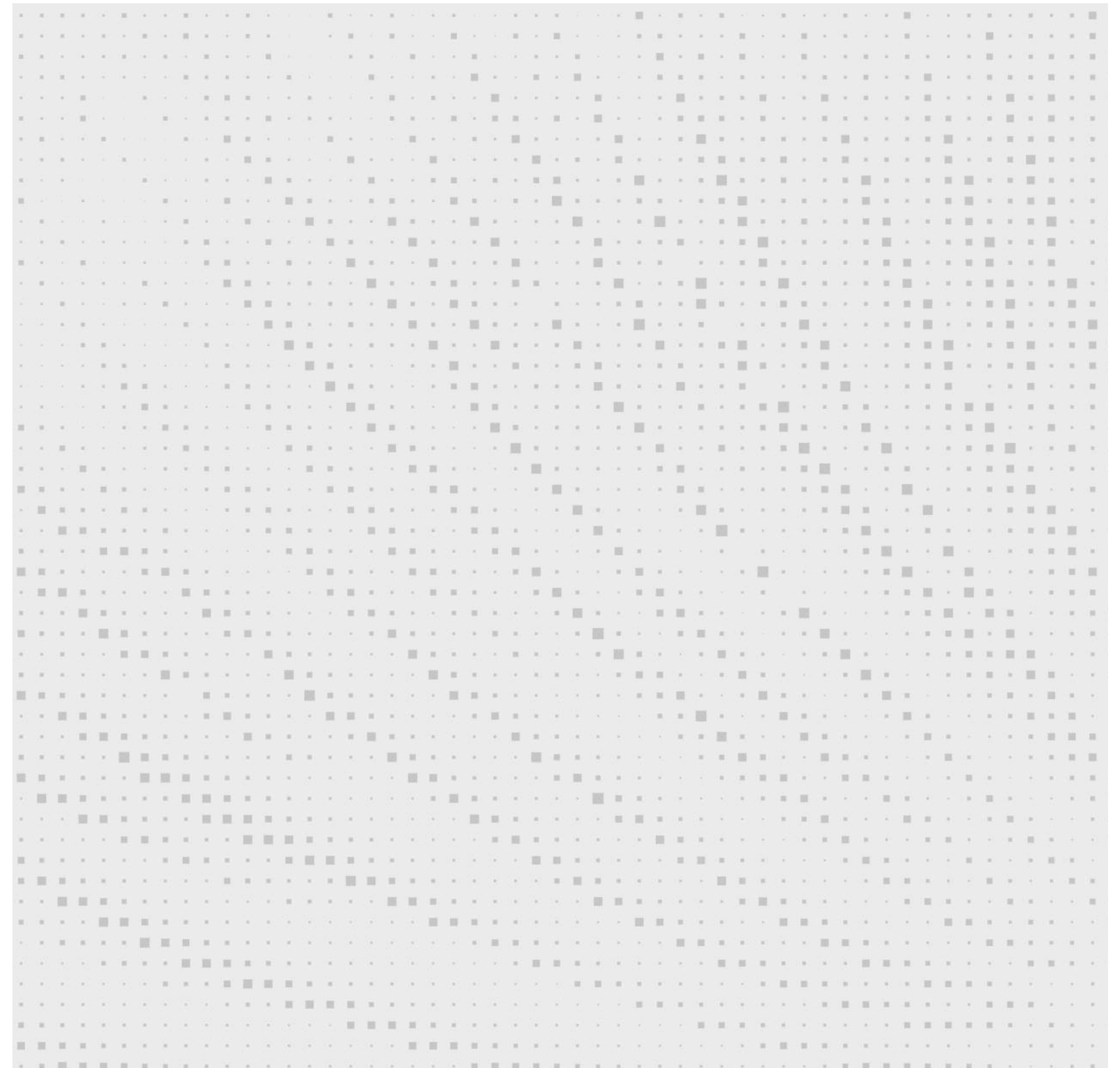


9.0

Brand Devices

re

Our brand device is inspired by early computing systems and perforated data tape, the physical origins of digital transformation. Before the cloud, before code as we know it, information moved through punched patterns: structured, intentional, binary.



We reinterpret this history through a dithered / halftone pattern system. The pattern represents encoded intelligence — complexity reduced to disciplined structure. It is both analog and digital, human and machine.

10.0

Photography

re

These guidelines define how photography brings our brand to life, creating visual consistency while highlighting the people and purpose behind our work.

14.0

Social Networks

re

Our social content is designed to communicate authority with clarity.

The SECURITY BRIEF

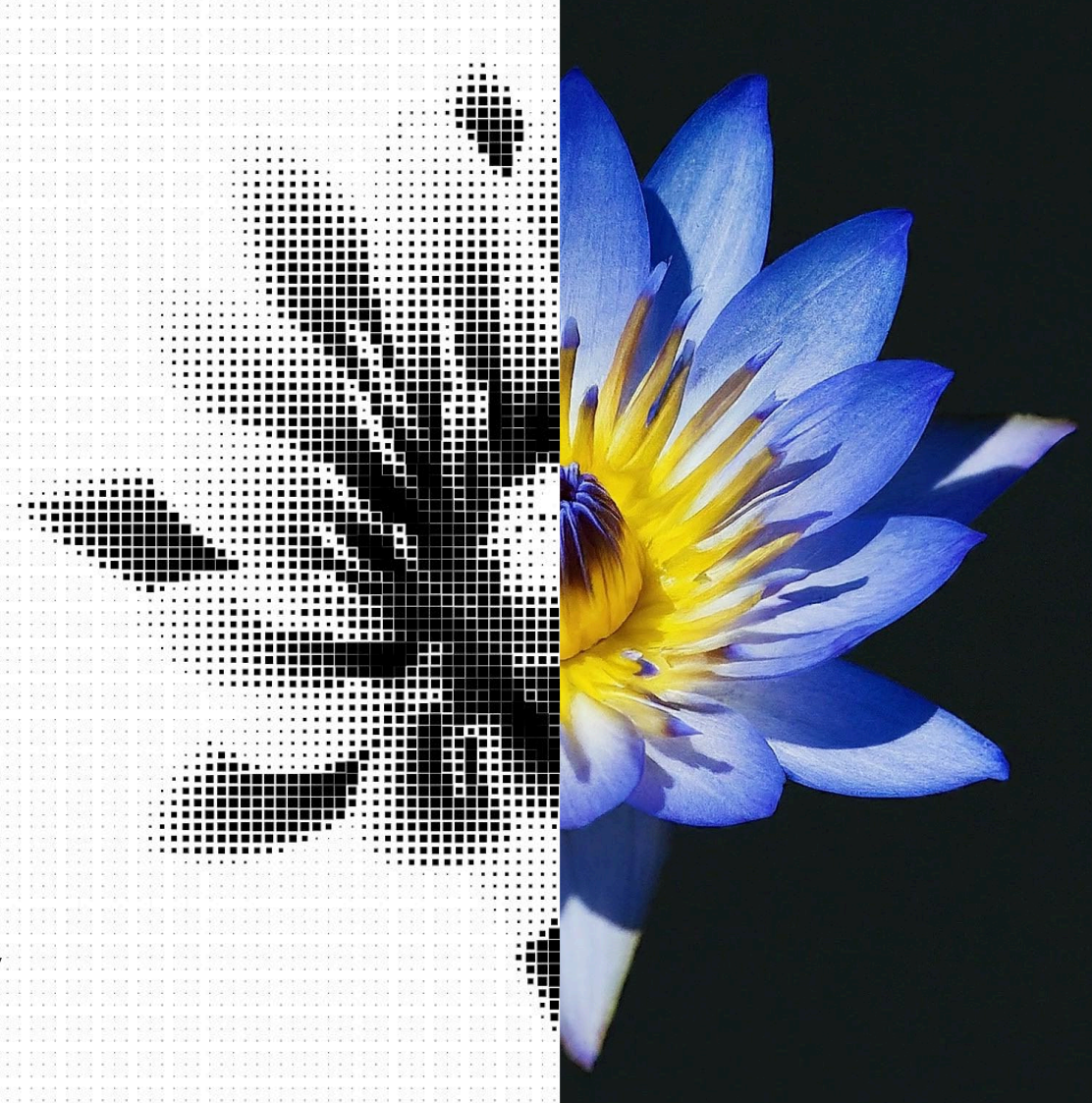
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- CYBERSECURITY

Trust portal updates, Zero Trust and why it matters, and the human side of cybersecurity

redesign

Digitalization introduces new opportunities and new threats.




Redesign aligns IT consulting and cybersecurity into a single, intelligent transformation strategy.

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■ FIELD NOTES FROM THE FRONTLINE

“In most environments, *the biggest risk is the missing context*. We found that once teams understood *why* a vulnerability mattered in their specific system, they fixed it twice as fast. Our job is to translate risk into relevance.”



DILLON *James*
Senior Security Engineer, Dell Technologies

redesign



DILLON *James*
Senior Security Engineer, Dell Technologies

“In most environments, *the biggest risk is the missing context*. We found that once teams understood *why* a vulnerability mattered in their specific system, they fixed it twice as fast.”

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The Security Brief

AI in Cybersecurity:
What's Real and What's Marketing?

[Register](#) WEBINAR
Jan 17, 2026 | 5:30pm

redesign

Signal vs. Noise

AI in Cybersecurity:
What's Real and What's Marketing?