

Using Our Brand

Our Name

When spelling Rebuy in text, only the first letter is capitalized.

Our Logo

These guidelines will help you correctly make use of Rebuy's logo. **Please aim to use the primary logo wherever possible.**

- Our primary logo combines our brandmark with our wordmark. Note that our wordmark is always fully capitalized. The infinity sign should remain transparent, unless the inverted gradient logo is chosen.
- There may be circumstances when using our primary logo isn't an option, in that case, please use whichever logo provides the most contrast.



PRIMARY LOGO
THIS IS THE MAIN REBUY LOGO. IT SHOULD BE USED IN THIS FORM WHENEVER POSSIBLE.



GRADIENT LOGO
THIS IS THE REBUY GRADIENT LOGO. SHOULD BE USED ONLY ON WHITE BACKGROUNDS.



INVERTED PRIMARY LOGO
THIS VERSION FEATURES A WHITE WORDMARK FOR GREATER LEGIBILITY ON DARK OR BUSY BACKGROUNDS.



INVERTED GRADIENT LOGO
THIS IS THE REBUY GRADIENT LOGO. SHOULD BE USED ONLY ON DARK BACKGROUNDS.

- There are a few circumstances where our brandmark can represent the brand on it's own without the wordmark, like when logo legibility is compromised or when space is limited. In those cases, please use whichever brandmark provides the most contrast.



PRIMARY ICON
SHOULD BE USED ON WHITE BACKGROUNDS.



INVERTED PRIMARY ICON
SHOULD BE USED ON DARK BACKGROUNDS.



GRADIENT ICON
SHOULD BE USED ON WHITE BACKGROUNDS.



INVERTED GRADIENT ICON
SHOULD BE USED ON DARK BACKGROUNDS.

