



our brand.



welcome.

This great business was born in 1991 and traded for more than two decades as Kwiktron Computer Services.

Through the test of time our commitment and values have remained. We've always been a tenacious and talented team with a hunger to resolve customer technology problems.

Our expanding business, advancing technology and a commitment to increasingly discerning customers has transformed us. "Electronic repairs" once described us but no longer does. Likewise we are now a multi-office, international business. In each location, repairs that once took months to complete are accomplished at break-neck, previously inconceivable, speeds.

Today, more than ever, we are driven by the customer experience and our quest for improvements. Better faster, smarter, stronger service. We work tirelessly to stay at the top of our game.

With this in mind we have "Revived" ourselves with a name and brand that accurately reflects the business. This document explains our vibrant new brand. We not only solve computer problems, we breathe new life into technology and quite literally bring it back from the dead.

Welcome to Revive Technologies.

Revive Technologies International Pty Ltd.

Sydney | Auckland | Singapore | Istanbul | Guangzhou





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We breathe new life into your technology.

revivalists.

Quite literally, we bring it back from the dead.

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brand overview.

Revive Technologies is more than a stamp of identity.

Revive Technologies is the heart of everything our business stands for. It's the harmony that synchronises the way every person within the business acts and works. It explains our passion and is expressed in the attitude and service promise we deliver our customers.

Every service interaction or communication is a reflection on our business and reputation. We protect our reputation with uniformity of service and brand representation. Our exacting standards on both the services we perform and our identity protect our future.

You only get one chance to build a reputation.

This guide provides an insight on how Revive Technologies builds and protects our valuable reputation.

our reputation.

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optimism.

Customers are at ease when they put their faith with Revive Technologies.

These customers know their valued assets are in good hands. they feel safe that their equipment will return fully restored and knowingly look forward to the return of their equipment and data.

anticipation & joy.

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**technology
revivalists.**

our promise.

colour.

Pantone 361
revive green

Pantone 185
revive red

“colour is my day-long
obsession, joy and
torment”

claude monet.

These colours and moods
represent our brand.

Effort should be made to
use approved colours in
greater density in
corporate
communications and
photography.



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Take care to use the right variations of red and green to ensure consistent matching with our logo.

logo colours.

revive red

PMS 185 RED
R 234 | G 4 | B 55
HEX ea0437
C 2 | M 100 | Y 82 | K 0

revive green

PMS 361 GREEN
R | 18 | G 173 | B 43
HEX 12ad2b
C 80 | M 2 | Y 100 | K 0

palette range.

high use colours | approved

orange for optimism

yellow for happiness

green for environmental

blue for trusted / masculine

white for clean & pure

red for passion & energy

use sparingly | avoid

black for authority / evil

grey for uncertainty / gloomy

pink for feminine

purple for artificial

brown for predictable



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fonts.

headlines.

All headlines utilise the Guatami font type.

Headlines always use lower case only and include a fullstop to add authority and prominence.

Where used on a neutral background, headlines appear in colour text using either revive green or revive red.

Where used against a coloured background the Guatami bold typeface should be chosen against either a revive red or revive green block.

gautami.

gautami revive red.

gautami bold.

sub headings

arial bold

arial bold

Body Text

Arial normal font.

Sub heading text will appear in Arial bold. These are always lower case but should not employ a full-stop.

Sub headings will typically appear in black or white.

Body text will employ the Arial typeface and standard grammar including comma's and full stops. Paragraph blocks are broken with a full line space.

All body text uses standard sentence case. The business identity uses capital characters - Revive Technologies.

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headlines.

new life.

good for you

Revive Technologies is more than a stamp of identity.

Revive Technologies is the heart of everything our business stands for. It's the harmony that synchronises the way every person within the business acts and works. It's explained our passion and is expressed in the attitude and service promise we deliver our customers.

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www.revivetechs.com

john cifci.

used technology.

great for our environ

Every service interaction or communication is a reflection on our business and reputation. We protect our reputation with uniform service and brand representation. Our exacting standards on both the services we perform and our identity protect our future.

m: 0411 344 988
e: john.cifci@revivetechs.com

sub headings

our experience.

proven revival

Body Text

You only get one chance to build a reputation. This guide demonstrates how Revive Technologies has built and protects its valuable reputation.

John Cifci



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logo types.

Revive Technologies logo is conveniently available in four configurations, designed to cover every usage requirement.

normal



reverse



Colour versions employ revive red and revive green.

No other colours should be used in any circumstance.



greyscale



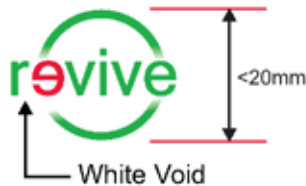
mono

Greyscale is preferred for black and white executions.

Mono is only to be used in solid black, white, revive green or revive red only.



minimum size.



Every effort must be made to balance the logo with the environment in which it is placed.

As a general rule, the word "technologies" as it appears within the logo should be made to match the size of any body text the logo appears alongside.

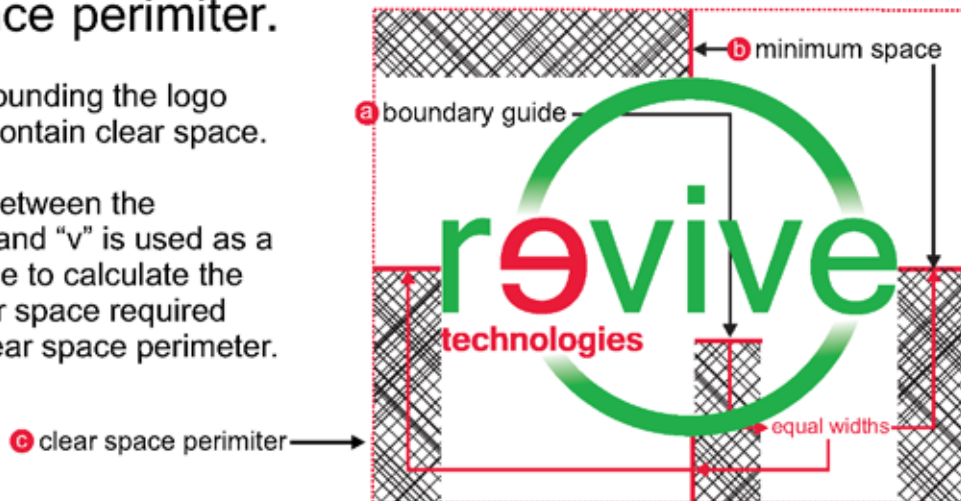
Logo executions are not encouraged with a height of less than 20mm. In rare instances where a small logo is required, the word "technologies" should be dropped from the logo type.

size & space.

clear space perimeter.

The area surrounding the logo must always contain clear space.

The spacing between the characters "i" and "v" is used as a boundary guide to calculate the minimum clear space required and build a clear space perimeter.



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logo usage.



Normal Logo
on White



Mono Logo
on Black



Small Logo
Greyscale

correct usage



Normal on
Photo Block

incorrect usage



Stretched
Logo



Incorrect
Colours



Normalised
"e"



No Photo
Block



Rotated
Logo



Inappropriate
Background



Incorrect
Colours




Blended
Logo



Small
Logo


100
95
75
25
5
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smell
fresh flowers.



taste
mild chillies.



hear
purring engine.



the senses.



touch
polished car.



see
seedling grow.

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