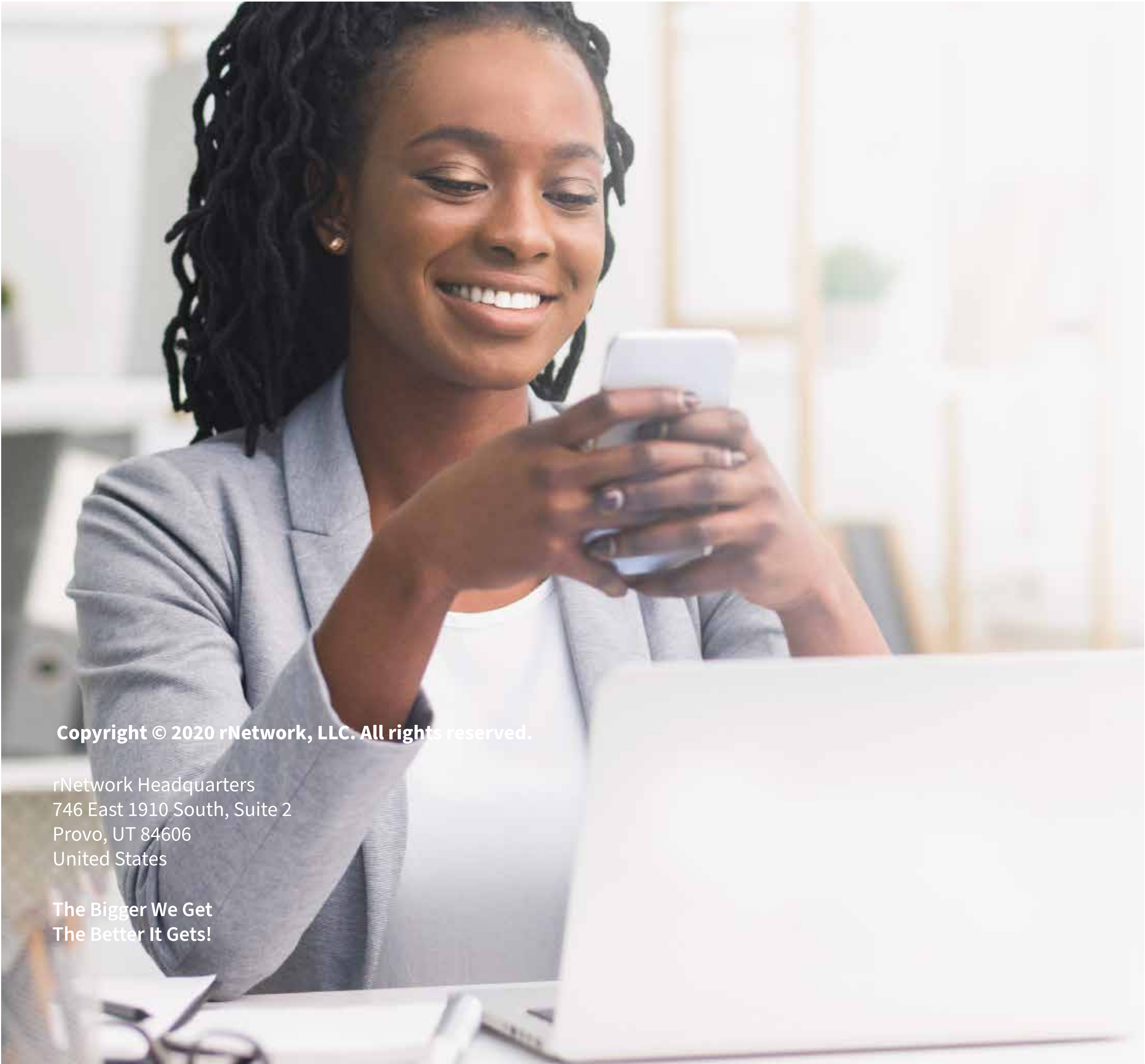


## 2020 COMPANY BRAND GUIDE





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rNetwork Headquarters  
746 East 1910 South, Suite 2  
Provo, UT 84606  
United States

The Bigger We Get  
The Better It Gets!

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# Network

## 2020 Company Brand Guidelines

A Familiar and Disrupting Visual Revolution





## **Our Goal**

We aim to create and empower a community where each member attains a better quality of life with financial freedom, health, and personal success through the Participation Marketplace.

---

## **Our Brand Philosophy** **Our Core Values**

At rNetwork our customers (Charter Members and FANNs) are at the center of all our actions and decisions. We're driven by the following core values:

1. Fostering connection and community
2. Building a strong team
3. Encouraging the spirit of service
4. Pursuit of growth and improvement
5. Developing lasting partnerships
6. Enabling a balanced Ultimate Life
7. Sharing quality products and services

## **How We're Living Our Values**

rNetwork is empowering individuals and communities by offering them freedom and creating options for them. We're serving our community members primarily through the Participation Marketplace which rewards the seller, referrer, and consumer. It's a means of upgrading and finding balance in their lives while achieving financial freedom and personal success.

We've identified four core aspects of a balanced Ultimate Life - Health, Wealth, Personal Development, and Business - and offer quality products and resources to support these key areas. As rNetwork continues to grow and evolve, we're making sure that all our product options and services improve our customer's lives in one way or another.





## Message from our **CMO**

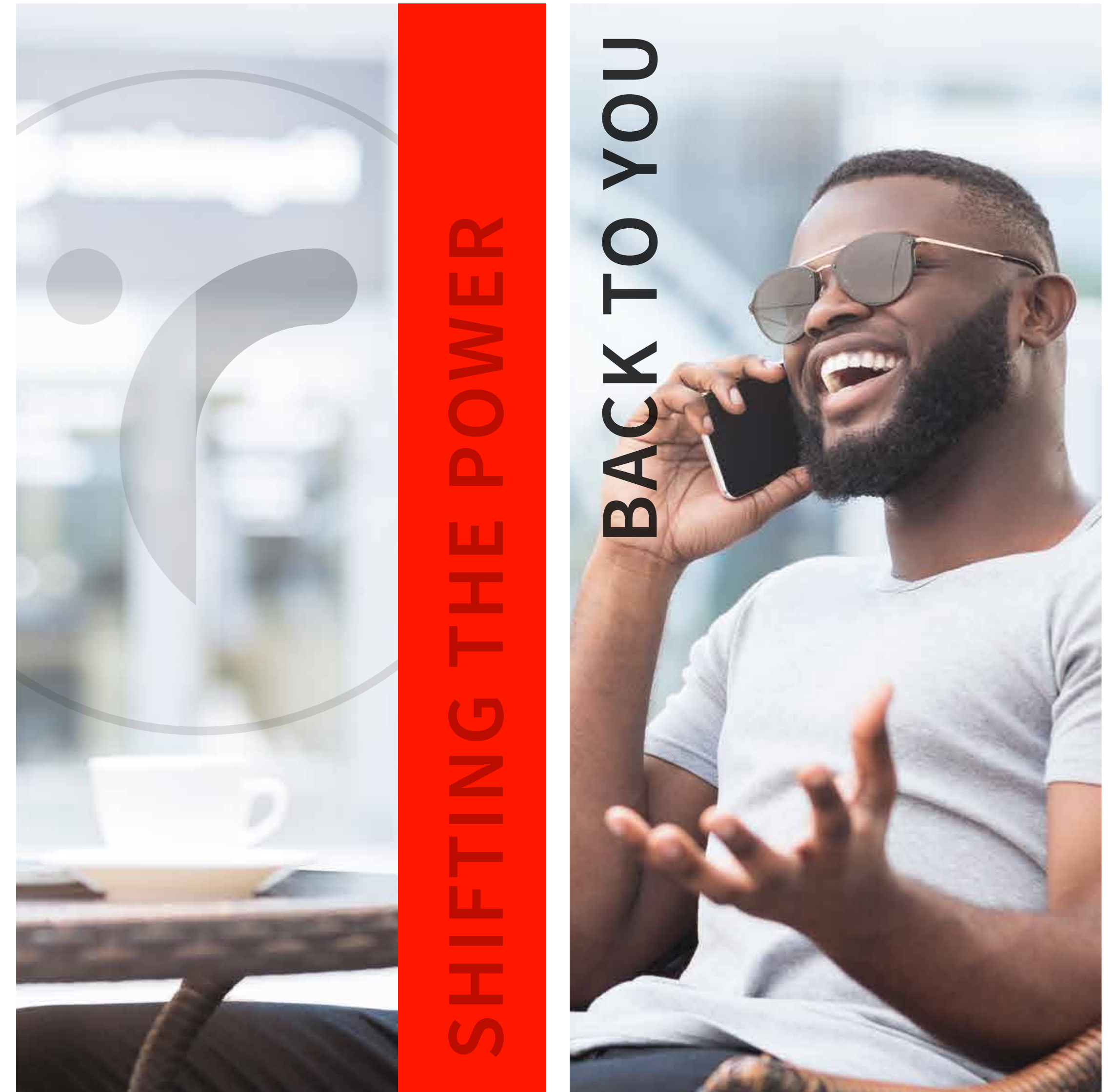
Our brand philosophy – Our aim is to instantly draw people into our community and help them connect with our vision, mission and marketplace. Our community is dedicated to 4 core aspects of a balanced ultimate life: health, wealth, personal development and business. Our Participation Marketplace rewards the seller, referrer, and consumer, helping all to attain personal success. We offer our Participation Marketplace to the world as a means of upgrading and finding balance in their lives while achieving financial freedom through sharing our passion for quality products and services with others.

ROGER TAYLOR **CHIEF MARKETING OFFICER**



# Our **Vision**

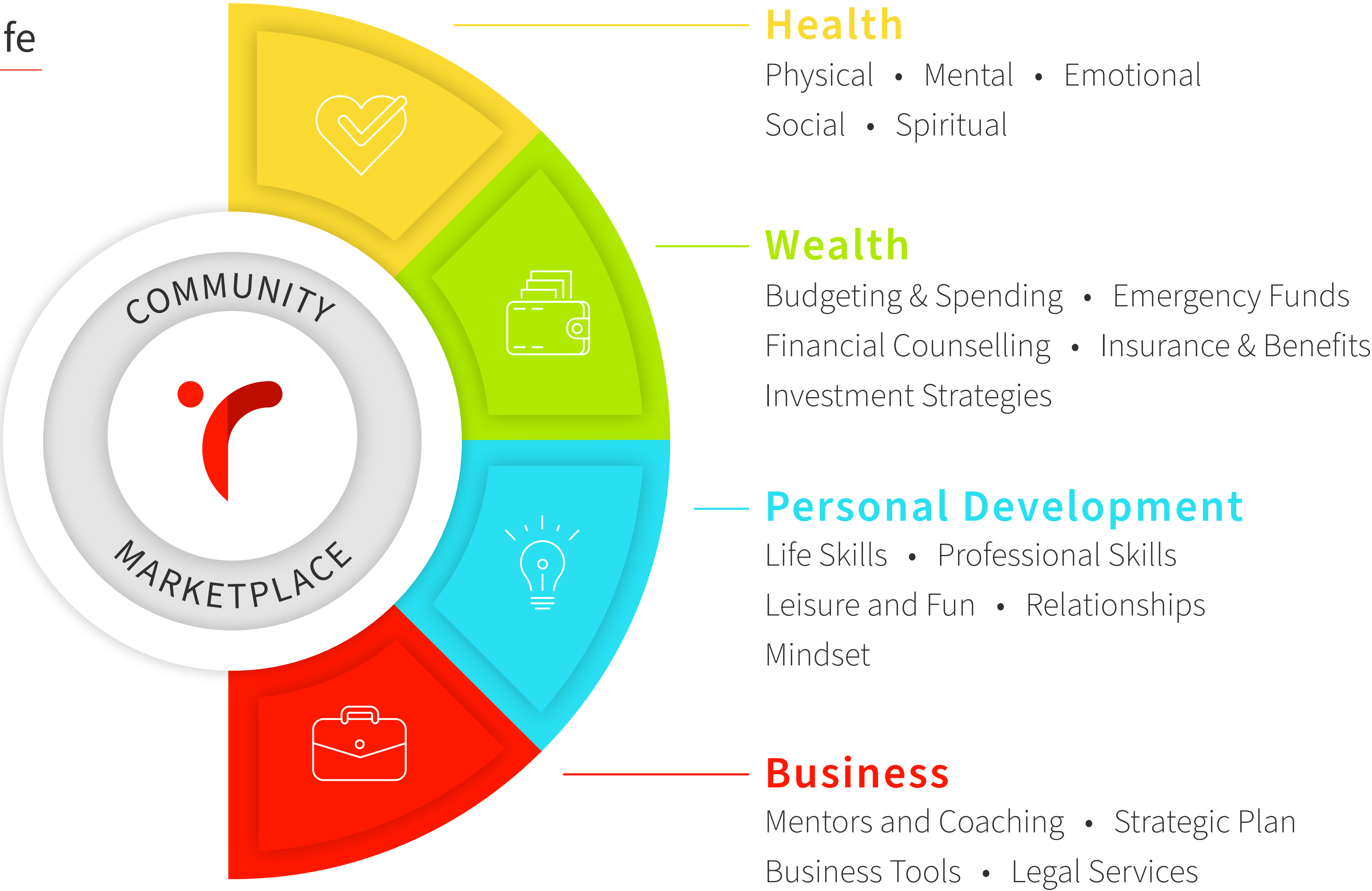
A revolutionary financial movement that is shifting the power and profits from big business to the individual. Through the power of the network we are able to leverage exclusive savings and drive greater income for all who wish to participate.





# Vision Map

## 4 Cores of The Ultimate Life





## Brand Evolution

Here at rNetwork, we've had a brilliant history that has paved a legacy for a better future for all. Along with that history came our first rendition of the rNetwork core logo. It has served us well and will continue to stamp our beginnings. As time evolves and changes many things so does our core logo. With a foundation that is more confident and aesthetically harmonized, our new brand naturally draws people into a network of excellence.

2019  
The 2019 logo features a red lowercase 'r' with a black dot above it, followed by the word 'network' in a lowercase, black, sans-serif font.

2020  
The 2020 logo features a red lowercase 'r' with a black dot above it, followed by the word 'Network' in a bold, black, sans-serif font, with the 'N' capitalized.

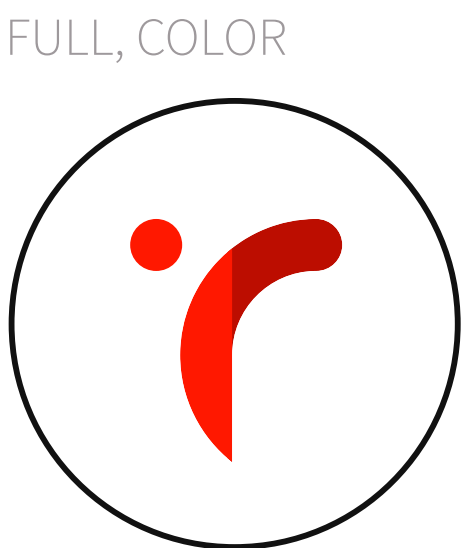


# Core Branding

## Primary Logo



## Icon



## Logograph



## LOGOTYPE



Source Sans Pro Regular @ 174 pt type: 25 kern + 4 stroke  
(additional Optical Kerning for each character as needed)



# Core Branding

## Typography

SOURCE SANS PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

ALL WEIGHTS

Extra Light, *Extra Light Italic*, Light, *Light Italic*  
Regular, *Italic*, **Semibold**, ***Semibold Italic***,  
**Bold**, ***Bold Italic***, **Black**, ***Black Italic***

ADDED STROKE FOR ROUNDNESS

Font Size: 45pt  
Line Weight: 1pt  
With Round Cap and Round Corner

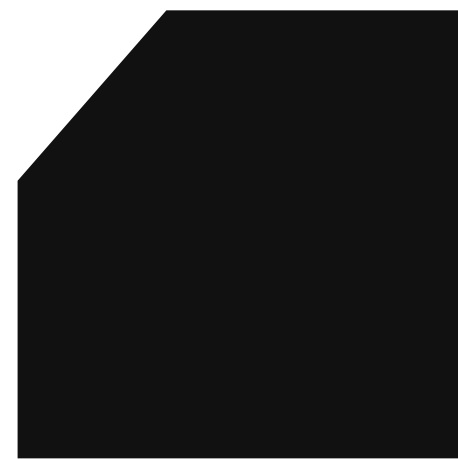
## Primary Colors



rNetwork RED  
HEX: FF1800



Shadow Red  
HEX: BC0D00



rNetwork Black  
HEX: 111111

## Secondary Colors



Health Yellow  
HEX: FADA32



Wealth Green  
HEX: AFE901



Personal Development Blue  
HEX: 29DFF1



Business Red  
HEX: FF1800



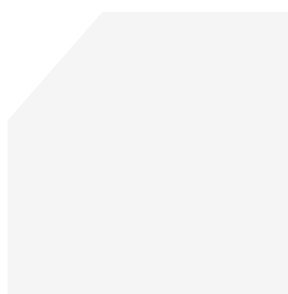
Text Title Black  
HEX: 303030



Sub Text Dark Grey  
HEX: 9F9A9B



Sub Text Med Grey  
HEX: E4E4E4



Background Light Grey  
HEX: F4F4F4



# Core Branding

## Sub Brand Examples

4 Core Logos

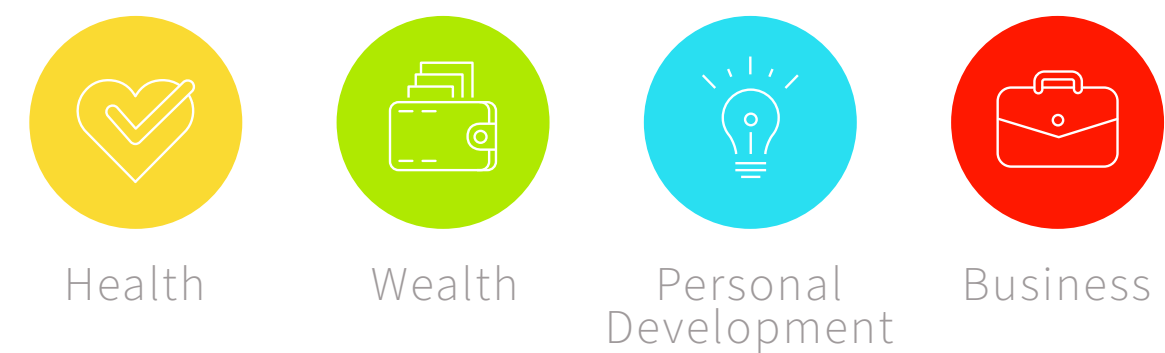
rNetwork Health

rNetwork Wealth

rNetwork Personal Development

rNetwork Business

4 Core Icons



Marketplace Logos

rNetwork  
——» MARKETPLACE

rNetwork Marketplace

White Labeled Product Logo Example



rNetwork  
**Travel Club**  
Enjoy the Ultimate Travel Experience

Add to Cart

Learn More >



## Business Cards



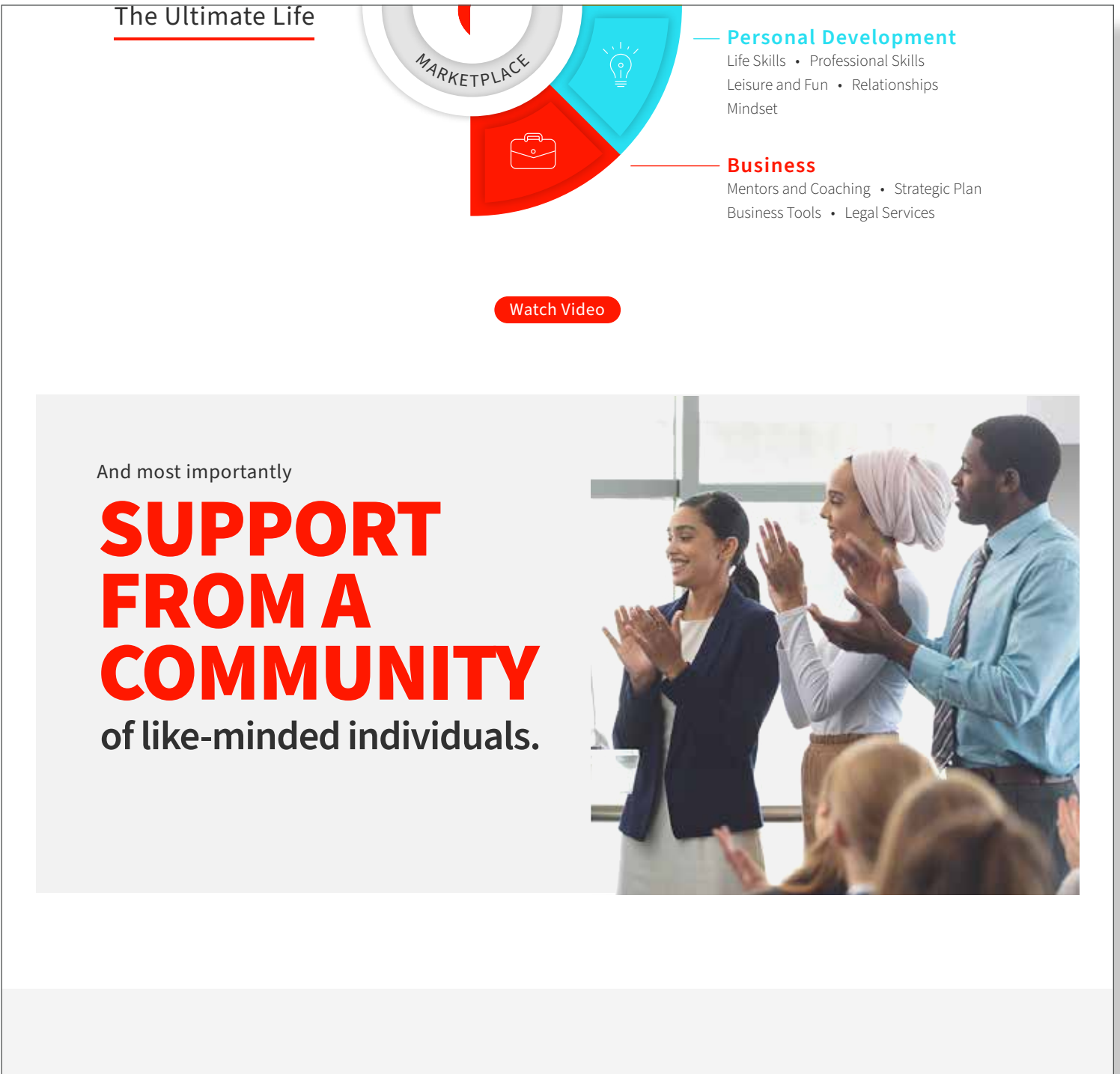
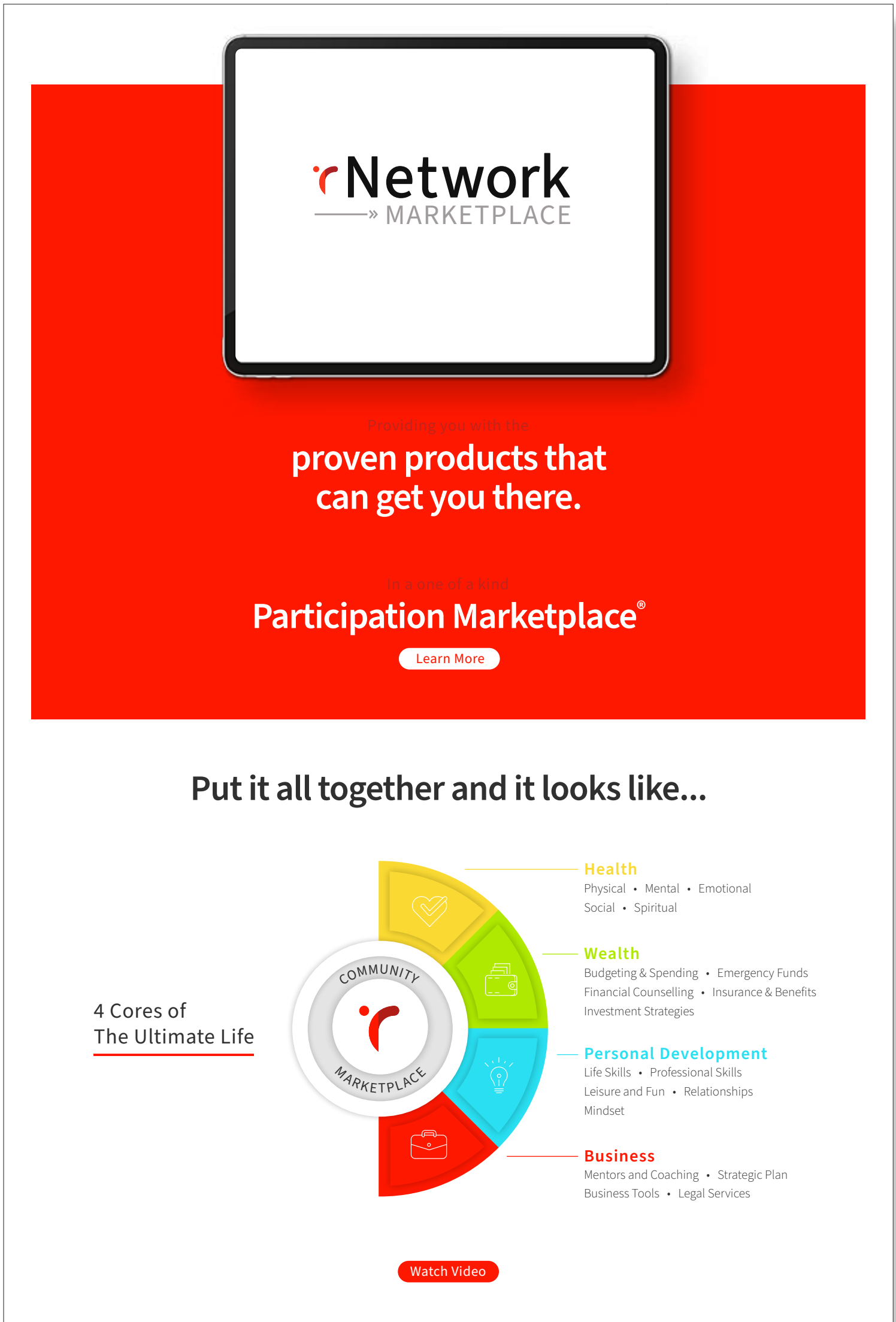
## Letterhead





# Core Media

## Core Website Look & Feel



# Core Media Marketplace Website Look & Feel

Marketplace

Leadership

Give Back

Join Us

rPay

rNetwork

Health

Wealth

Personal Development

Business

Search Products

2

Cart

Featured Products

Featured Packages

Popular Combos

Learn more about our Participation Marketplace

rNetwork Travel CLUB

Enjoy The Ultimate Travel Experience.

Add to Cart

Learn More >

Nike Free Metcon 3

Shoes made for healthy running

Add to Cart

Marketplace

Leadership

Give Back

Join Us

rPay

rNetwork

Health

Wealth

Personal Development

Business

Search Products

2

Cart

Health

Physical

Mental

Emotional

Social

Spiritual

THE ULTIMATE LIFE

Learn more about our Participation Marketplace

Nike Free Metcon 3

Add to Cart

\$100

Bonus Volume: \$55  
TBS Payout: \$10

The Nike Free Metcon 3 combines the flexibility of a Nike Free sole with the flat, wide heel of the Metcon to keep you fast but stable on your feet from weight lifting to speed drills.

View details >

Customer Experiences

Marketplace

Leadership

Give Back

Join Us

rPay

rNetwork

Health

Wealth

Personal Development

Business

Search Products

2

Cart

Personal Development

Life Skills

Professional Skills

Leisure and Fun

Relationships

Mindset

THE ULTIMATE LIFE

Learn more about our Participation Marketplace

rNetwork Travel CLUB

Enjoy The Ultimate Travel Experience.

Add to Cart

\$100

Bonus Volume: \$55  
TBS Payout: \$10

Our exclusive hotel-booking portal offers better-than-wholesale rates not available to the general public. You have access to exclusive savings on all of your hotel and vacation bookings throughout the world.

View details >

Customer Experiences

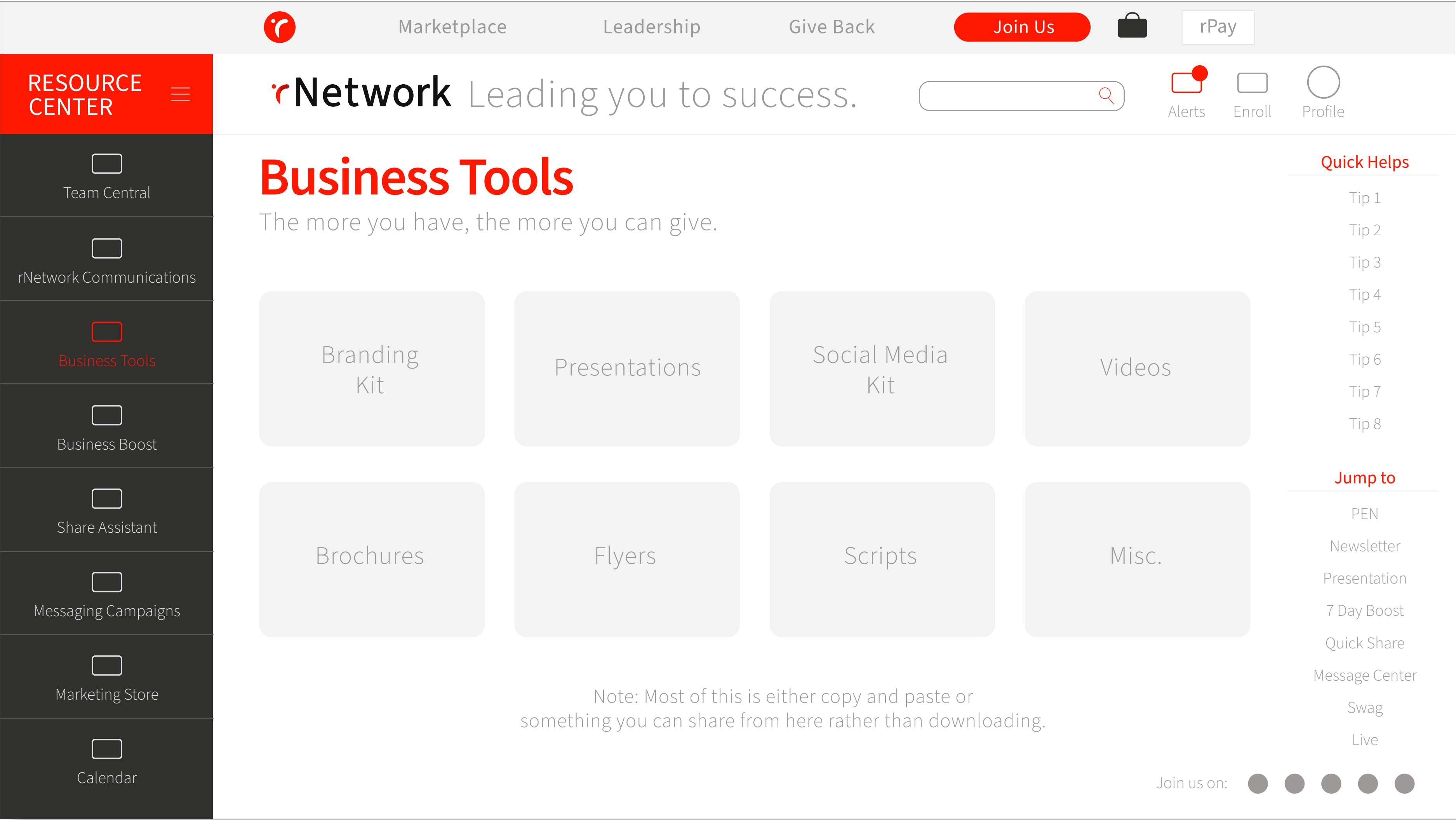
Video, Brochure, Etc..

12



# Core Media

## Resource Center Website Look & Feel





October 2020

Community  
NEWSLETTER  
rNetwork

Life Begins with The Ultimate Life.

FOCUS

We do the work so you can live the Ultimate Life.

MISSION

Building a worldwide referral community focused on effecting the core of people's lives by spreading income throughout the community when members engage in the quality products and services they need and desire to enhance their everyday lives.

VISION

Building a worldwide referral community focused on effecting the core of people's lives by spreading income throughout the community when members engage in the quality products and services they need and desire to enhance their everyday lives.



CEO

Trent Walker

Welcome to another month packed full of value and freedom as part of the rNetwork vision. rNetwork is continuing to search for ways to add...

Read More >



CMO

Roger Taylor

I'm a sailor at heart and have long had a dream of sailing around the world with my wife. The biggest sail you can make is across the Pacific Ocean, from Panama to French Polynesia...

Read More >



CCO

Troy Muhlestein

I hope you're continuing to find great value in your membership at rNetwork. This is the exciting thing about rNetwork...

Read More >



CRO

Jon McKillip

It is exciting to see the rNetwork vision coming into clarity. As you are aware, we gave you a sneak peek into our new Travel Program as well as the introduction of rBucks....

Read More >

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The Ultimate Life

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore.

Read More >



4 Cores of Balanced Living

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Read More >



rNetwork Marketplace



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Read More >

rNetwork The Ultimate Life

Strengthen your

Health



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14



# Wealth



# Personal Development

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rNetwork The Ultimate Life

f i t in p y

Upgrade your  
Business

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Inspired by  
Community



"Lorem ipsum dolor sit amet, consectetur adipiscing elit."

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[illegible]



# Core Media Email Look & Feel



Message from rNetwork


## Your Tagline or Subject Restated

Hello ~Contact.FirstName~,






Customize this section by editing the text, adding your own copy, using the options above to **bold**, *italicize*, or create links and bullets, or use the options in the "Design" panel on the left to change the font styles of your email.


Customize this section by editing the text, adding your own copy, using the options above to **bold**, *italicize*, or create links and bullets, or use the options in the "Design" panel on the left to change the font styles of your email.

Cheers,  
rNetwork Team



[www.rNetwork.io](http://www.rNetwork.io)





Message from rNetwork — INDIA


## Your Tagline or Subject Restated

Hello ~Contact.FirstName~,





Customize this section by editing the text, adding your own copy, using the options above to **bold**, *italicize*, or create links and bullets, or use the options in the "Design" panel on the left to change the font styles of your email.


Customize this section by editing the text, adding your own copy, using the options above to **bold**, *italicize*, or create links and bullets, or use the options in the "Design" panel on the left to change the font styles of your email.

Cheers,  
rNetwork Team




[www.rNetwork.io](http://www.rNetwork.io)






Charter Member



Contact's Owner



## The Participation Marketplace®

We do the work so you can live the Ultimate Life.


## Your Tagline or Subject Restated

Hello ~Contact.FirstName~,






Customize this section by editing the text, adding your own copy, using the options above to **bold**, *italicize*, or create links and bullets, or use the options in the "Design" panel on the left to change the font styles of your email.

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Cheers,  
rNetwork Team



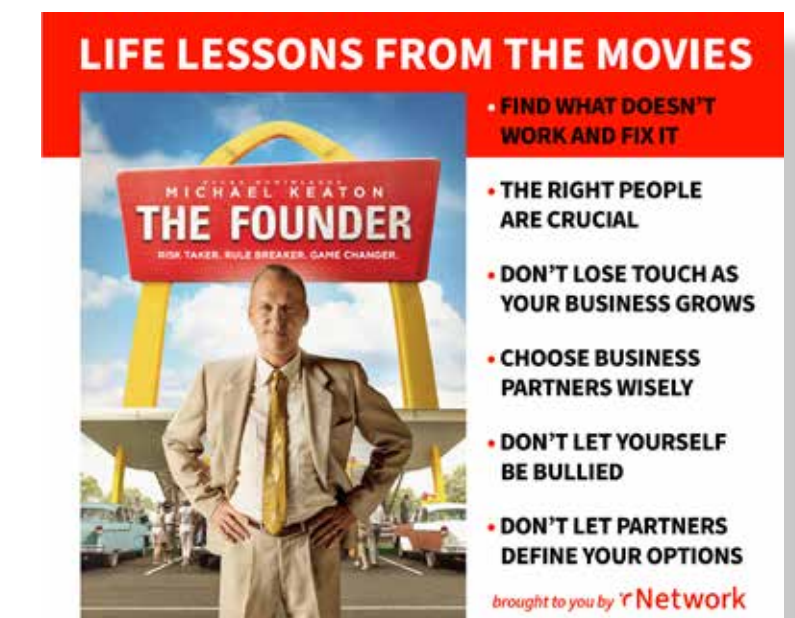
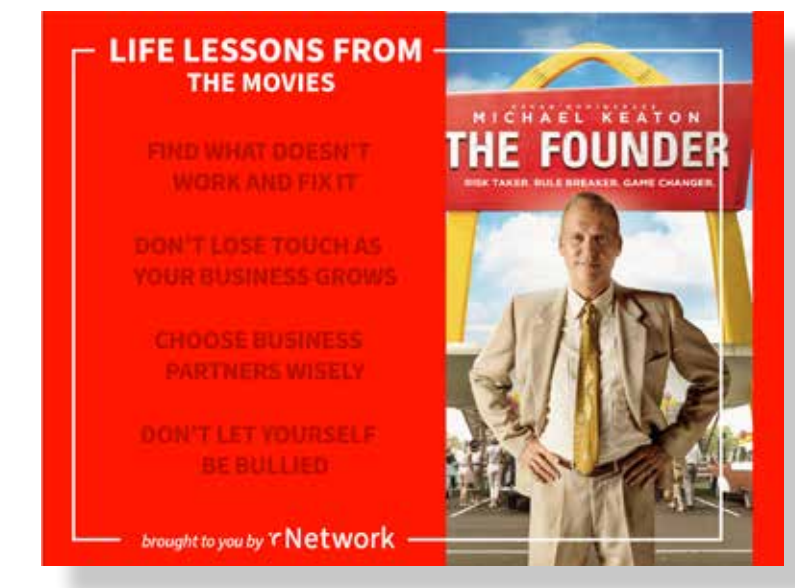
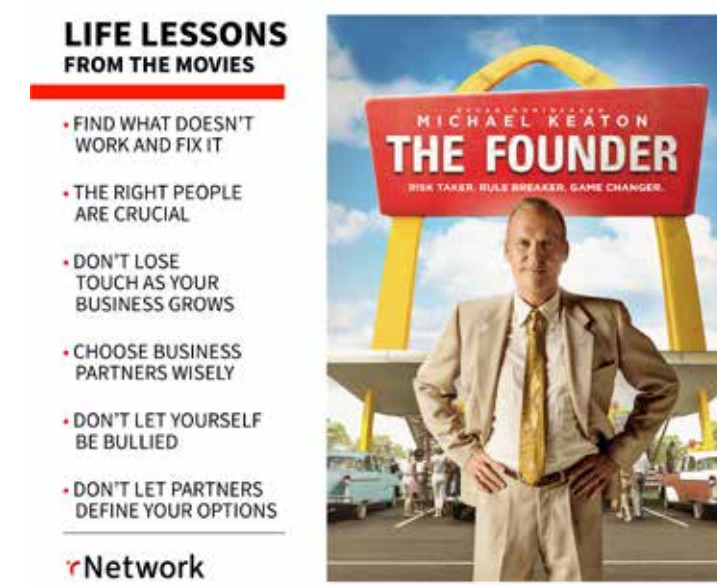
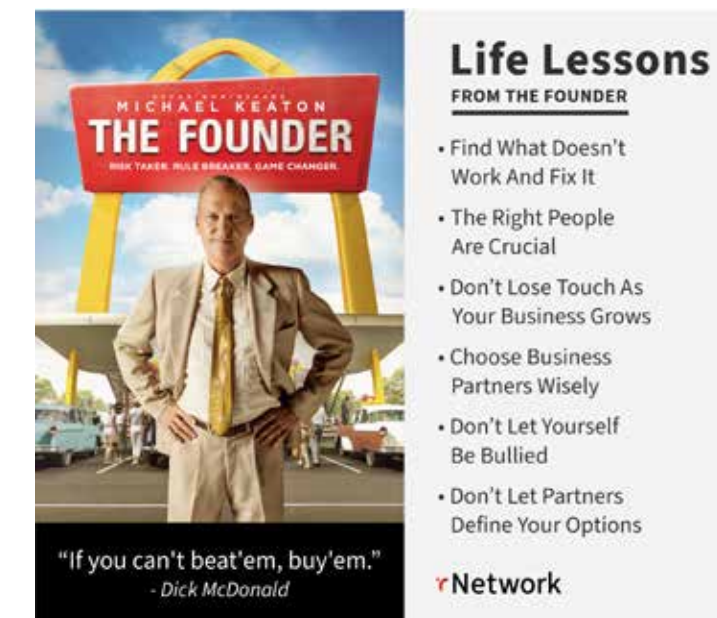
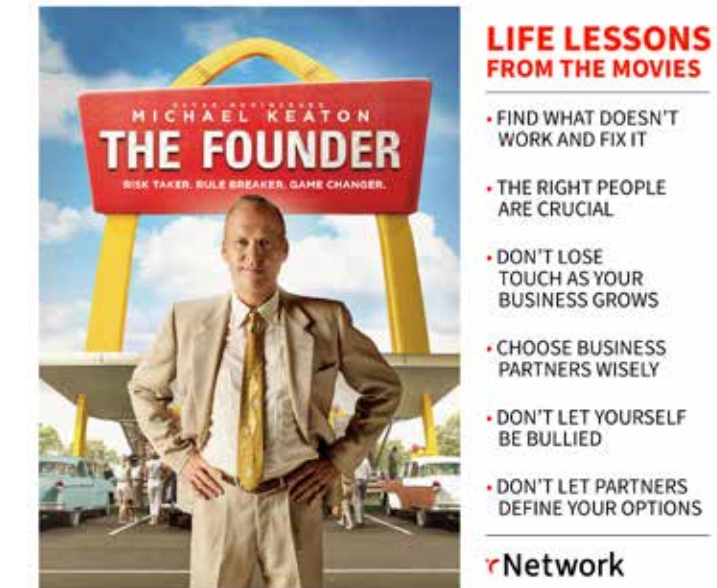
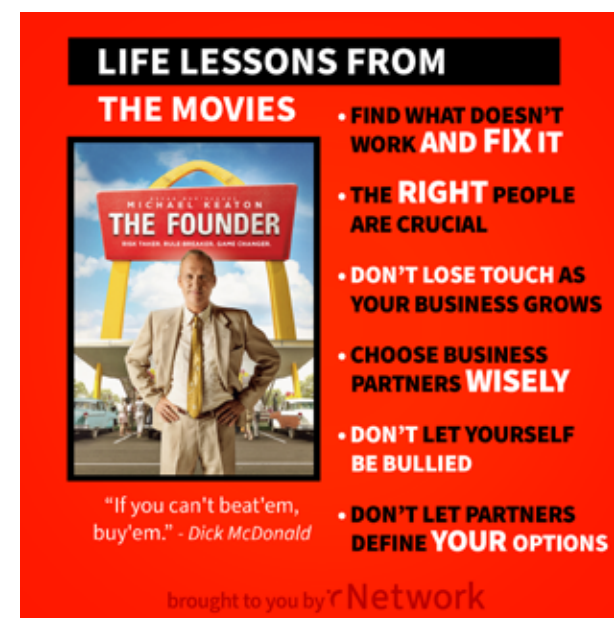
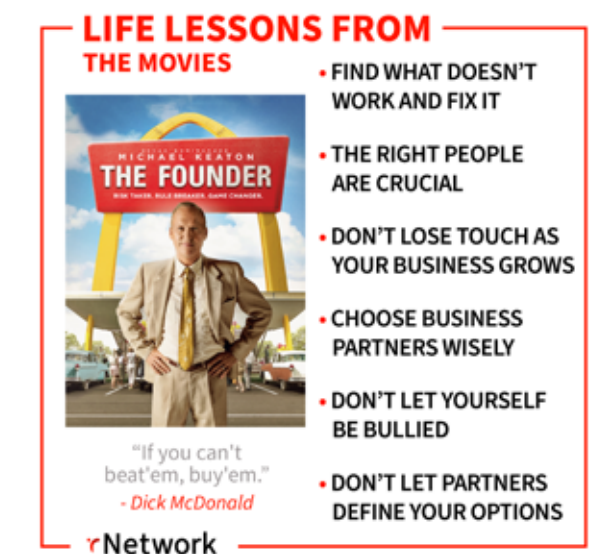
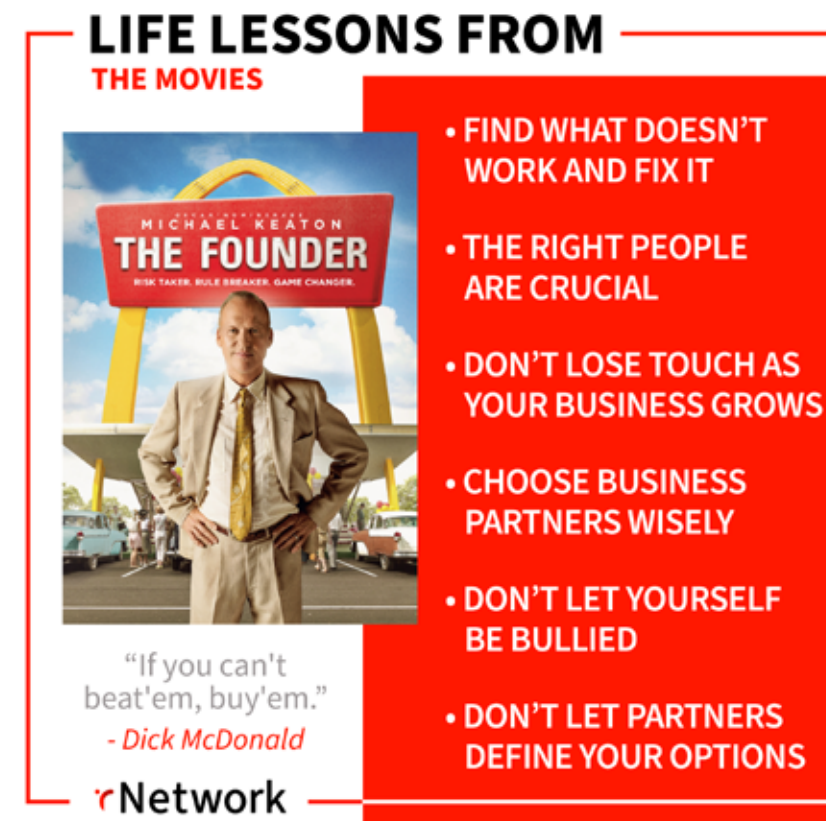
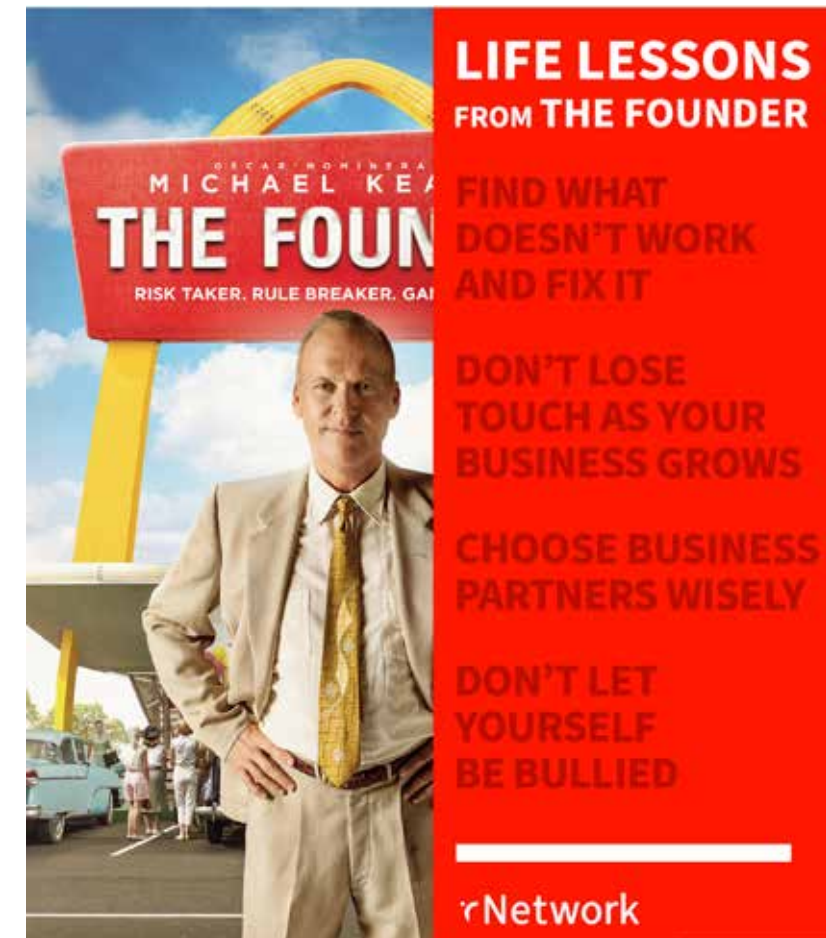
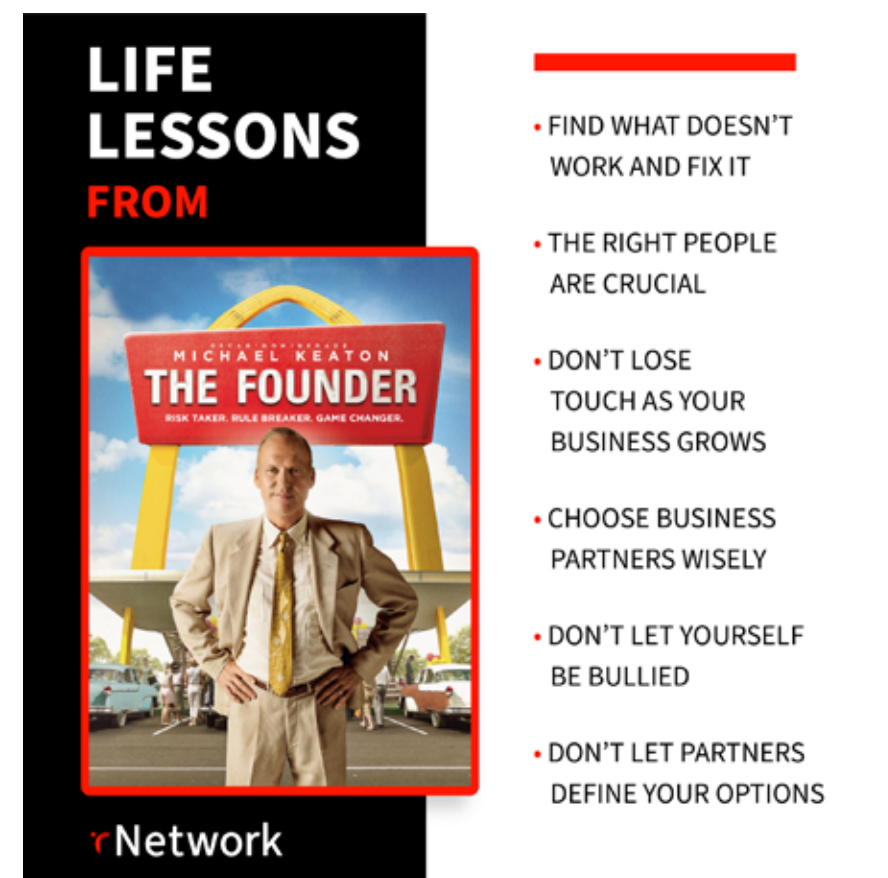
[www.rNetwork.io](http://www.rNetwork.io)







# Core Media Social Media Post Look & Feel - Movie Theme





Welcome to

rNetwork

Who we are.

Over 80 years of entrepreneurial experience

11 successful companies

Over a billion dollars in revenue.

The rNetwork Founders

Focused on the individual

as well as our Network.

rNetwork

Been in business for 2 years

Over 10,000 members

In 40+ Countries

Community Supported

Open in 40+ Countries

Success Launch Formula

4 Cores

"Money in the hands of great people can do great things."

20



# Core Imagery

## PHOTOGRAPHY EXAMPLES

Preferred images would include people (mixed race) with positive emotions that are expressing what is true to the rNetwork vision. Interactions with others is also highly recommended.



## GRAPHIC EXAMPLES





**Core Imagery** Ultimate Life Examples

