

BRAND GUIDELINE

2025

RESOŁEVD

The logo for RESOŁEVD features the brand name in a bold, white, sans-serif typeface. The letter 'O' is replaced by a stylized white footprint graphic, which consists of a series of small circles leading to a larger, solid shape representing the foot. The background is a dark blue with a subtle, large-scale fingerprint pattern.

00 Introduction

The following document has been designed as a guideline for RESOLEVD visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The RESOLEVD logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.



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THE BRAND

This section outlines an overview of our brand, highlighting the unique qualities that set us apart in the market.

01 The Brand

Brand Overview

RESOLEVD is an Australian podiatrist-designed brand delivering premium, globally engineered innersoles to help prevent and treat heel pain, particularly plantar fasciitis. Focused on innovation, RESOLEVD offers the CALC — a sleek, carbon fibre-supported innersole crafted to protect and support the heel through every step. Designed especially for active lifestyles like golf, RESOLEVD provides an affordable, high-performance alternative to custom orthotics, combining luxury design, cutting-edge rehabilitation tools, and expert-led care.

The logo for RESOLEVD is displayed in a large, bold, black sans-serif font. The letter 'O' in 'SOLE' is replaced by a stylized black footprint, which is oriented with the heel pointing downwards and the toes pointing upwards, facing the letter 'E'. The footprint has a solid black heel and four distinct black dots representing toes.

01 The Brand Purpose

At RESOLEVD, our purpose is to provide an effective and accessible solution to heel pain, empowering people to maintain active, healthy lifestyles. We understand the impact of injuries like plantar fasciitis, especially for golfers and active individuals, and the frustration of costly, complicated treatments. That's why we are committed to delivering innovative, expertly designed innersoles that not only relieve pain but also help prevent it, enabling our customers to move freely and confidently across every terrain.

Core Values

01 Quality

We are committed to delivering podiatrist-designed products built with precision, comfort, and durability in mind.

02 Trust

Our brand is grounded in clinical expertise and transparency, earning the confidence of every customer we support.

03 Impact

Everything we create is driven by outcomes. We focus on proven performance that helps people move better, live better.

04 Accessibility

We believe effective foot care should be accessible, offering premium solutions without the premium price tag.

01 The Brand

Tone of Voice

Tone of voice is how a brand expresses its personality through words. It's not just what we say, but how we say it, shaping the way people feel when they read or hear our messages. A consistent tone of voice helps build trust, reflect our values, and ensure that every piece of communication sounds recognisably RESOLEVD.

CLEAR.

CONFIDENT.

CARING.

THE LOGO

An outline for your logo to inform your audience on how to use your logo correctly and why.

02 The Logo

Primary Logo

The primary RESOLEVD logo is the key identifier of the brand and should be used consistently across all materials. Use the dark version on light or white backgrounds to maintain visibility and contrast. The light version should be used on dark or coloured backgrounds to ensure clarity and legibility. Always use the logo in its original form without distortion.



RESOLEVD



RESOLEVD



RESOLEVD



RESOLEVD

02 The Logo

Logo Principles

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround the logo with clearspace, as shown in the diagram. Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Size

RESOLEVD

Print: 26.5 mm W
Digital: 100 px W

BRAND COLOURS

An outline for your colour palette, which was specifically designed to reflect your brand's personality and identity

02 Brand Colours

Colour Palette

The RESOLEVD colour palette is a clean, calming blend of soft blues and greens balanced by deep, grounding neutrals, perfectly suited to a bright, professional brand that supports active older adults.

The four core tones: Alice Blue, Mint Green, Cerulean, and Yale Blue, are chosen for their fresh, approachable feel and confident energy, bringing clarity, balance, and strength to the brand. Black and white serve as essential neutral anchors, providing clarity, contrast, and balance across all applications.

	Alice Blue	Mint Green	Cerulean	Yale Blue	
	RGB 237 246 249 CMYK 6 0 1 0 #EDF6F9	RGB 211 243 238 CMYK 16 0 8 0 #D3F3EE	RGB 12 116 137 CMYK 88 42 36 8 #0E7489	RGB 43 65 100 CMYK 91 76 37 24 #2B4164	

TYPOGRAPHY

An outline for your typography kit, showcasing how to use the fonts chosen and informing your audience on why they were chosen

03 Typography

Brand Fonts

Typography serves many purposes in design. Not only does it promote legibility, but it also helps communicate the messaging, tone, and sentiment of a brand. The RESOLEVD brand typography features a balanced trio of typefaces that express clarity, energy, and approachability.

Futura PT Condensed, the primary heading font, offers strong structure and a contemporary feel through its clean, narrow geometry. Outfit, used for body copy, provides a modern, minimalist tone with excellent readability, reinforcing a professional yet approachable presence. For added personality and motion, Masillia is used as a subheading and accent font.

Aa

Futura PT Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ**

0123456789

Aa

Massillia

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

0123456789

Aa

Outfit

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

0123456789

03 Typography

Text Hierarchy

Text hierarchy guides the reader’s attention through varying font sizes and styles, ensuring clarity and emphasis on key messages. The text styling below highlights the structure and flow of content.

Headings

Accent

Body Copy

Subheadings

CTA

CUSTOM ORTHOTICS

Relief in Every Stride

Accum reptatia doluptat doloreribea vendi consedis aut ut plictemquam consed quiat pliquist enimagn im. Officid ma simforeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Contact Us

resolevd.com.au

Headings: Futura PT Condensed Bold
Upper Case | Tracking: Metrics 0

Subheadings: Massillia Bold
Title Case | Tracking: Metrics 0

Body Copy & CTA: Outfit Light
Sentence Case | Tracking: Metrics 0

Accent: Massillia Extra Bold Oblique
Title case | Tracking: Metrics 0

BRAND ELEMENTS

Secondary design elements that are used to help make up and strengthen a brand's identity

04 Brand Elements

Brand Pattern

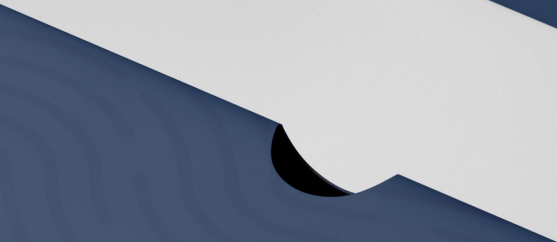
The brand pattern features an overlaid toe print that adds a soft, tactile element to the background. It symbolizes movement, each user's unique journey, and the human connection to the ground reinforcing RESOLEVD's focus on foot health, support, and natural motion.

Below are a selection of toe print pattern options for use across brand materials.



BRAND APPLICATION

A representation of how the brand may look on different mediums of marketing collateral





RESOLEVD
Relief In Every Stride

This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

