



A SIMPLE GUIDE TO **MY BRAND.**

RENÉ RODRIGUEZ

ABOUT ME.

Best known as a dynamic keynote speaker, leadership advisor, and world class sales expert. I have shared the stage with the likes of Tony Robbins, George W. Bush, Magic Johnson, Darren Hardy, Ken Blanchard, and Jeffery Gitomer to name a few.

Over the last 20 years I have personally trained more than 100,000 people by applying behavioral psychology and neuroleadership methodologies to solve some of the toughest challenges in leadership, sales and change.

“Rene’s engaging speaking style, backed by his scientific approach, makes him a top rated speaker at every event.”

NAMED TO THE 40 UNDER 40 LIST FOR 7 YEARS STRAIGHT AND BEEN A TRUSTED ADVISER TO LEADERSHIP TEAMS AT COCA-COLA, LIZ CLAIBORNE, MEDTRONIC, NESTLE; MICROSOFT, BANK OF AMERICA, AND CARGILL.



MY LOGO.

Inspired by Rene Rodriguez's proprietary methodology, based on neuroscience, to speed ideas to action by eliminating the innate psychological, physiological, emotional, interpersonal and even political resistance to change, new ideas, learning, and engagement.

MUCH MORE THAN A NAME.

RENÉ RODRIGUEZ

IT DEFINES WHAT I DO.



PRIMARY

RENÉ RODRIGUEZ

REVERSED

RENÉ RODRIGUEZ

APPROVED SOLID COLOR

RENÉ RODRIGUEZ

THE BASICS.

My logo is based on simple typography and shapes. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application. The dynamic space between the E and the R is made to create the U out of negative space and tell the brain to read NEURO.



RENÉ RODRIGUEZ

1.5" MINIMUM

FONTS.

The typography is a pillar to my brand just as much as the logo. It is BOLD and simple as my teachings are. Inspired by some of the worlds most notable and minimal brands, it was designed to be memorable and create impact across all applications while keeping it easy to the eye and bold enough to stand on its own.

YOU CAN ACCESS THE FONTS BY FOLLOWING THE LINKS BELOW AND INSTALLING ON YOUR OWN SYSTEM. THESE ARE FREELY PROVIDED FONTS FOR PERSONAL OR COMMERCIAL USE. ANY ADDITIONAL DISCLAIMER OR COPYRIGHTS USAGES ARE AT THE DISCRETION OF THEIR CREATORS.

FJALLA ONE

[HTTPS://WWW.UXFREE.COM/ACUMIN-PRO-FONT-FAMILY/](https://www.uxfree.com/acumin-pro-font-family/)

ACUMIN
PRO

[HTTPS://FONTS.GOOGLE.COM/SPECIMEN/FJALLA+ONE](https://fonts.google.com/specimen/FJALLA+ONE)

TITLES AND CALL OUTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
lmnopqrstu
vwxyz
1234567890? !@#%&

SUBTITLES, BODY COPY, AND CAPTIONS

COLOR SYSTEM.



PRIMARY PALETTE

SECONDARY PALETTE

PANTONE
541 C

cmyk 100 / 58 / 9 / 46
rgb 0 / 60 / 113
hex 003c71

TITLES
BODY COPY
TESTIMONIALS

PANTONE
CYAN C

cmyk 100 / 0 / 0 / 0
rgb 0 / 159 / 223
hex 009fdf

CAPTIONS
HAND DRAWN ELEMENTS

PANTONE
5527 C

cmyk 12 / 2 / 9 / 8
rgb 188 / 201 / 197
hex bcc9c5

SECONDARY TITLES
OPACITY 80%

PANTONE
COOL GRAY 1 C

cmyk 4 / 2 / 4 / 8
rgb 217 / 217 / 214
hex d9d9d6

REVERSED TEXT
BACKGROUNDS
OPACITY 80%

PANTONE
468 C

cmyk 6 / 13 / 41 / 4
rgb 221 / 203 / 164
hex ddcba4

LINKS
CTA'S

NEURO LINES.



Not just lines, but a compliment to neurological thinking. It is a handy analogy to think of brainwaves as musical notes - the low-frequency waves are like a deeply penetrating drum beat, while the higher frequency brainwaves are more like a subtle high pitched flute. Like a symphony, the higher and lower frequencies link and cohere with each other through harmonics, just like my brand.

IMAGERY.

The photography inspires an audience of hungry, forward-thinking individuals and partners across the globe. It builds on how it feels to move from motivation to the emotional payoff of discovering the power of neuroscience.

[HTTPS://WWW.SEERENESPEAK.COM/ABOUT](https://www.seerenespeak.com/about)



RENÉ RODRIGUEZ

CREATIVE
CONVERSATIONS,
TRUE INNOVATION,
REAL ENGAGEMENT,
INSPIRED LEADERS.

[SEERENESPEAK.COM](https://seerenespeak.com)