

Brand Guidelines

This is your roadmap to
everything you need to know
about REACT's brand.

LAST UPDATE: 02/2023

REACT

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Logotype.

Primary Logo

The primary logo option is the 2 colour horizontal logo lockup. There is also a reversed version of this for use on dark backgrounds. This will be the main logo when flexibility is required i.e. when something is applicable to both the charity and the commercial subsidiary.

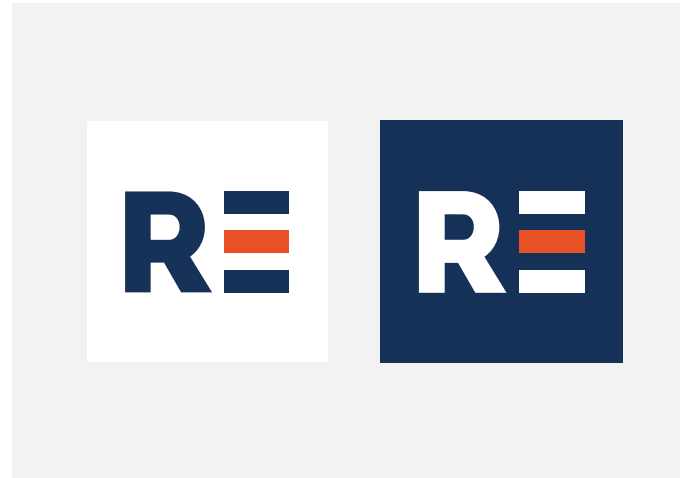
The 'Disaster response' tag-line should be used as standard on purely charity communications and merchandise.

The 'Solutions' tag-line should be used as standard for purely commercial work.
(See Page 6 Logo Taglines)



Logo Icon

The icon element of the logo can also be used on its own as an additional brand element. This should only be used to reinforce the brand. This logo should never appear as the only logo present on any document.



Square

Used as a small detail to add additional brand touch e.g. footer of paginated document, internal page templates, reverse side of business cards or flyers.



Roundel

The RE icon can also be used in a way that is unrestrained by the containing roundel e.g. online profiles, such as social media or software platforms.

Logo & Taglines

The 'Disaster response' tag-line should be used as standard on purely charity communications and merchandise.

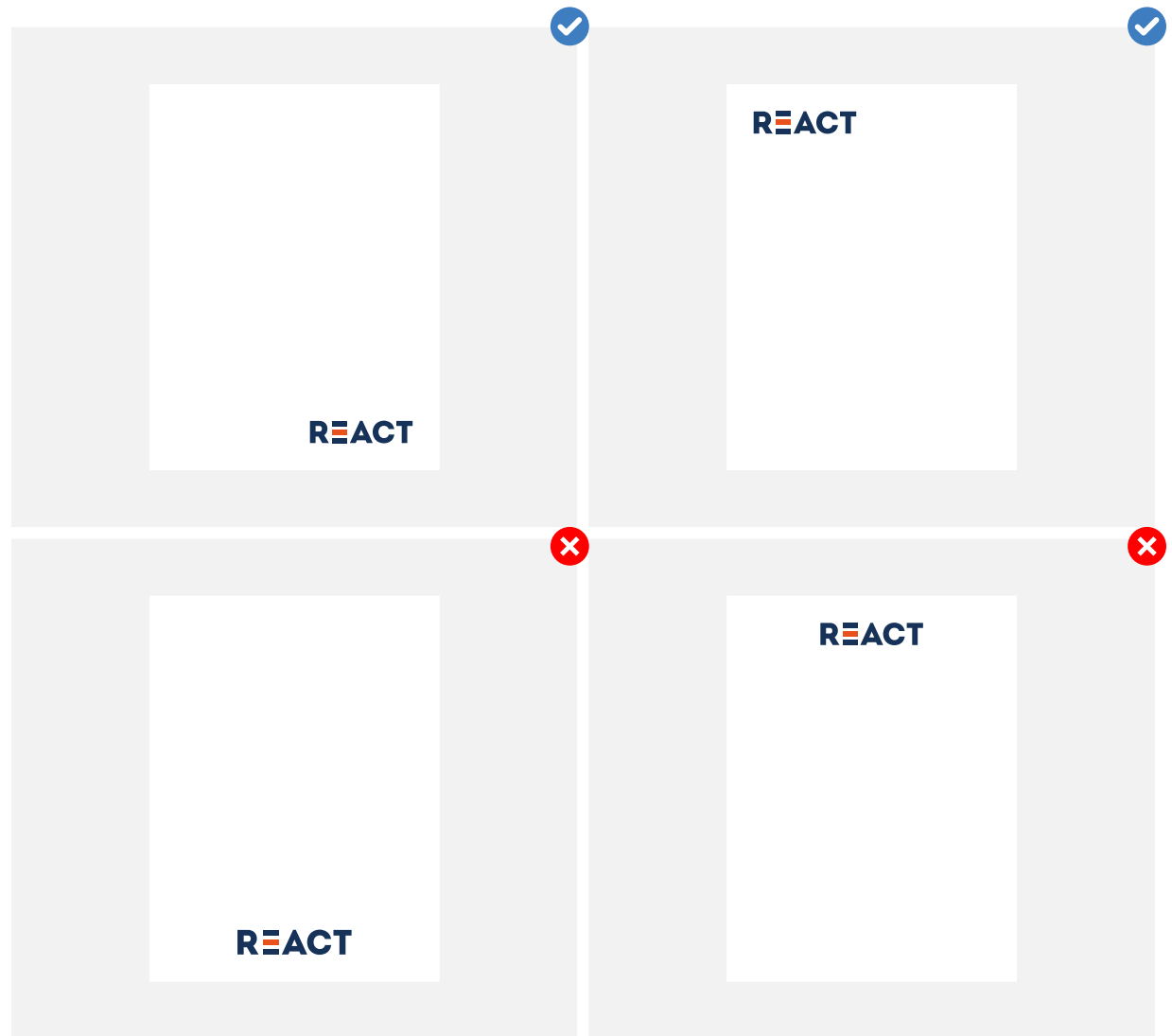


The 'Solutions' tag-line should be used as standard for purely commercial work.



Spacing & Positioning

The logo should also be placed in a consistent manner to make sure all materials are standardised and look their best. The preferred positioning for the primary logo is either in the top-left or the bottom-right of the document.



Clear Space

In order to have maximum impact, the logo requires a minimum amount of clear space around it. The minimum amount of clear space required on all sides of the logo can be determined from the letter "T" width.



Single colour

For use where only one colour is available for printing or where the background would not provide sufficient contrast with the orange strap line. The single colour logo should only appear as navy, white or black and never as the brand orange.



Logo misuse

Here are some things that you should not do with the logo. These same restrictions also apply for both the logo with tagline and the logo icon.



DO NOT rotate the logo



DO NOT change the main typeface



DO NOT display the logo with limited legibility



DO NOT distort or warp the logo in any way



DO NOT change the logo's colors



DO NOT stretch the logo



DO NOT Alter the spacing



DO NOT add special effects to the logo



Use logotype and logo icon combined



DO NOT display the logo as an outline



DO NOT lighten the logo



DO NOT use an alternative colour configuration

Colours.

Primary Colours



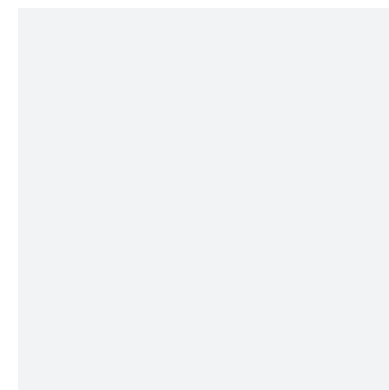
Blue

Pantone 289 CP
HEX #163259
CMYK 100, 85, 38, 31
RGB 22, 50, 89



Orange

Pantone 1655 C
HEX #E9511D
CMYK 0, 79, 94, 0
RGB 233, 81, 29



Pale Grey





Pantone 134-9 C
HEX #F1F3F4
CMYK 4, 2, 2, 0
RGB 241, 243, 244

The primary colour palette for the brand comprises of navy, orange, pale grey and white. The majority of any material should use either white, navy or orange as the base colour. A pale grey is also included as an alternative base colour.

Secondary Colours

The following colours are only for use as a supporting palette where a large number of colours are required. This includes use on graphs and infographics.

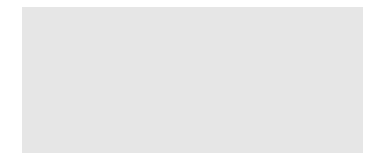
They should only be used as highlights over small areas.

	
Medium Orange HEX #f78d1e CMYK 0, 54, 100, 0 RGB 247, 141, 30	Yellow HEX #f4ce16 CMYK C5 M16 Y99 K0 RGB R244 G206 B22
	
Medium Blue HEX #0a4e8c CMYK 100, 77, 17, 3 RGB 10, 78, 140	Light Blue HEX #3e7dc0 CMYK 77, 43, 0, 0 RGB 62, 125, 192

Greys



HEX #616667
CMYK C62 M51 Y50 K20
RGB R97 G102 B103



HEX #e6e6e6
CMYK 8, 6, 7, 0
RGB 230, 230, 230

Typography.

Main Type

Roboto

Roboto
LIGHT

abcdefghijklmnopqrstuvxz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$%&@#(!?.,:;)

**Roboto
BOLD**

**abcdefghijklmnopqrstuvxz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$%&@#(!?.,:;)**

*Roboto
LIGHT
ITALIC*

*abcdefghijklmnopqrstuvxz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$%&@#(!?.,:;)*

***Roboto
BOLD
ITALIC***

***abcdefghijklmnopqrstuvxz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$%&@#(!?.,:;)***

For both main and secondary titles, the font Roboto should be used in 'bold' formats. Where possible the sub titles should be half the point size of the main title (32pt/16pt) Roboto 'light' and 'regular' should be used for all body copy.

Roboto
REGULAR

abcdefghijklmnopqrstuvxz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$%&@#(!?.,:;)

**Roboto
BLACK**

**abcdefghijklmnopqrstuvxz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$%&@#(!?.,:;)**

*Roboto
REGULAR
ITALIC*

*abcdefghijklmnopqrstuvxz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$%&@#(!?.,:;)*

***Roboto
BLACK
ITALIC***

***abcdefghijklmnopqrstuvxz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$%&@#(!?.,:;)***

For the majority of cases, the font should be used between 9pt to 14pt in size.

Textures.

Topographic Pattern



The topographic lines should only be used in brand colours and placed on top of brand coloured backgrounds.

Brand Guidelines

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