

BRAND IDENTITY GUIDELINES



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WELCOME MESSAGE

At Reach Systems, our purpose is to empower organizations by delivering exceptional IT solutions that drive growth, efficiency, and innovation.

This guide is a resource to align our messaging, design, and presence across every communication channel.

Our brand is the embodiment of our beliefs. It represents our commitment to excellence, our dedication to fostering strong partnerships, and our focus on creating solutions that stand the test of time. From the way we design our visual identity to how we communicate with clients, our brand reinforces who we are and the values we hold dear: **Integrity. Collaboration. Adaptability.**

LOGO(S)



OUR LOGO

The Reach Systems Inc. master logo consists of two elements: the Icon and the Wordmark. Never alter the logo in any way, as modifications can dilute the consistency and impact of our identity.

In written form, our company should always be referred to as Reach Systems or Reach Systems Inc.. Abbreviations are not acceptable. Maintaining this naming convention in all communications reinforces the strength and recognition of our brand.



ICON

WORDMARK

LOGO

LOGO ANATOMY

The Reach Systems Inc. master brand logo reflects our commitment to innovation, collaboration, and delivering exceptional IT solutions. It represents our role as a trusted partner and our focus on empowering clients through technology. The logo is a combination of our business name, presented in a distinctive and professional wordmark, and a modern, dynamic icon..

ICON

The icon symbolizes our dedication to helping organizations achieve their potential through technology. It conveys our adaptability, strategic expertise, and the forward-thinking approach that defines Reach Systems.

WORDMARK

The wordmark reflects our established reputation and trusted position in the IT services industry. Its clean and precise design reinforces our professionalism and unwavering commitment to excellence.

**CLEAR SPACE**

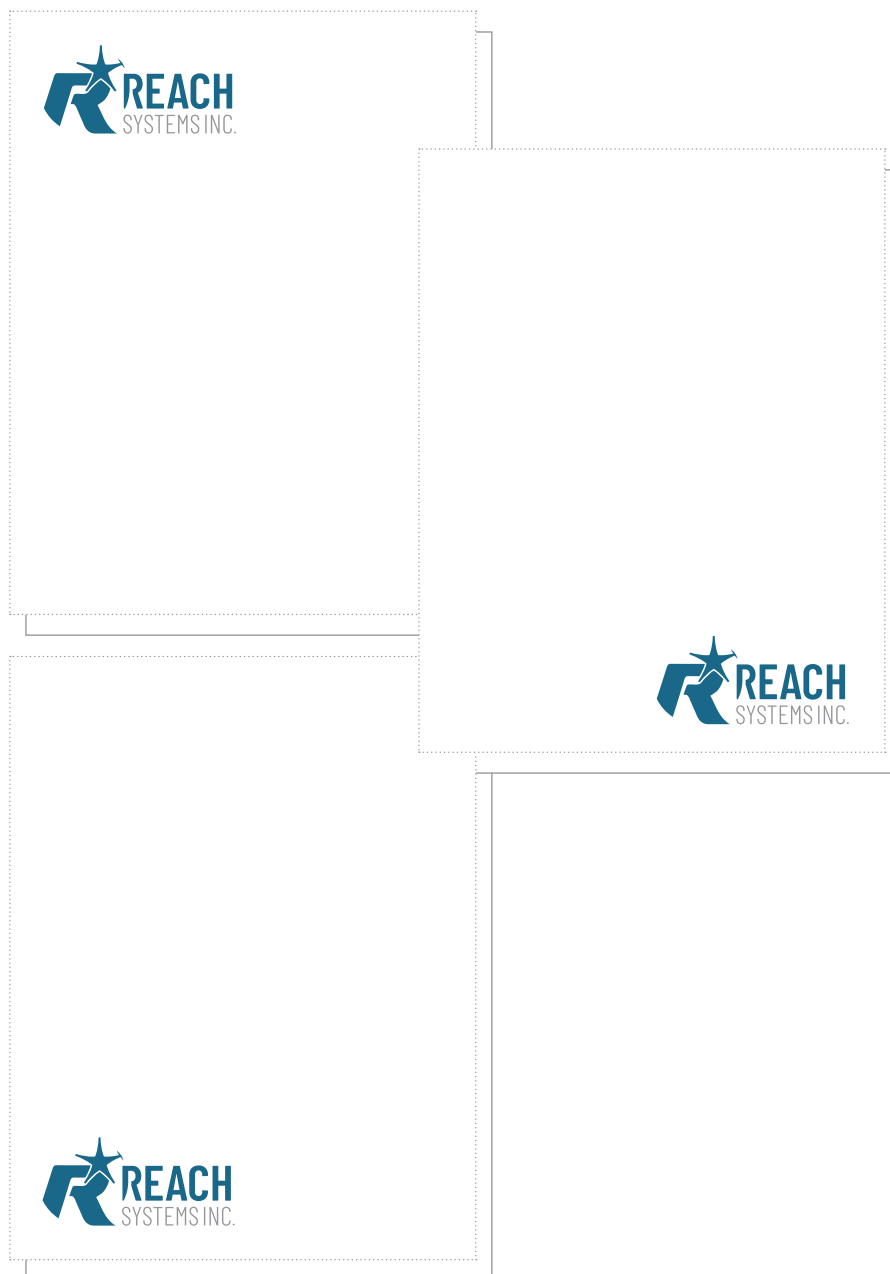
The Reach Systems logo should always be surrounded by a buffer area of clear space to ensure its visibility and prominence. This clear space separates the logo from text, graphic elements, and the edges of the page, allowing it to stand out without interference.

No other elements should encroach on this space. The minimum clear space around the logo is equal to the height of the H character. Maintaining this buffer ensures the logo's impact and legibility in all applications.

**MINIMUM SIZE**

The minimum size defines the smallest dimensions at which the Reach Systems logo can be reproduced while maintaining its legibility and visual impact.

The Reach Systems logo must not be reproduced smaller than 1 inch (25.4mm) in width. This ensures that all elements of the logo remain clear and recognizable in any application.



LOGO PLACEMENT

A consistent approach to logo placement is essential for maintaining uniformity across our communications and reinforcing brand recognition. For all applications, the Reach Systems logo can be placed in one of three designated positions: upper left, upper right, or bottom left.

The preferred placement for the Reach Systems logo is in the upper left or bottom right corner. However, certain layouts or applications may require the logo to be positioned in the bottom left corner.



FULL COLOR

The color application of the Reach Systems logo is in Blue and Gray. This is the preferred variation and should be used whenever possible.



ACCEPTABLE VARIATIONS

The inverted white Reach Systems logo should be used on the preferred background color of Blue or on other dark backgrounds or images where it maintains clear visibility. Avoid placing the white logo on bright, off-brand colors or busy photographs, as this diminishes its impact and legibility.

The logo should appear in solid black for high contrast on light backgrounds.

Alternatively, the logo may be rendered in Gray (50% Black) for subtle, professional applications.

Adhering to these variations ensures the Reach Systems logo remains adaptable and impactful across all visual contexts.



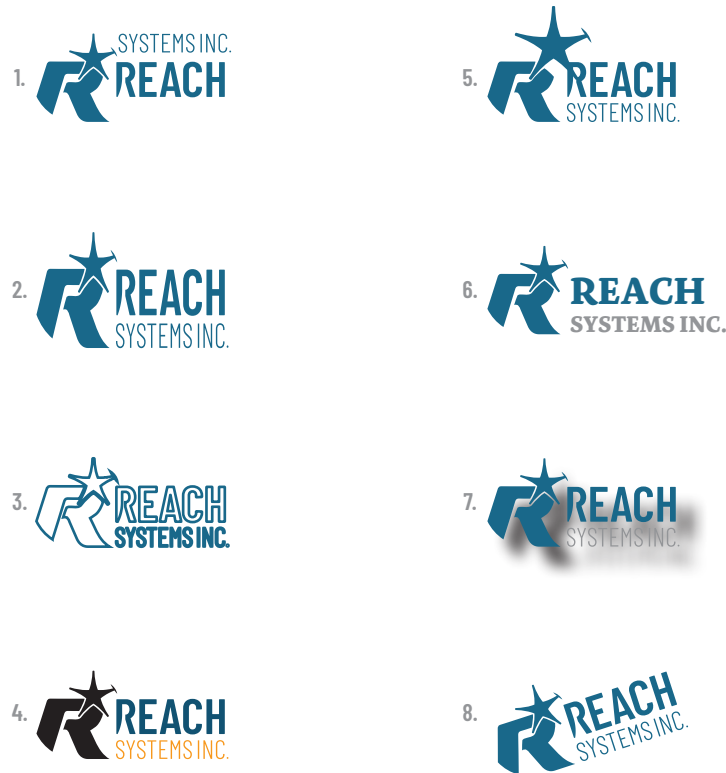


ALTERNATIVE LOGOMARKS

All alternative logomarks must be approved by the Reach Systems Executive Board to ensure they align with the company's brand identity and strategic goals. These logomarks should only be created by the Corporate Marketing team to maintain consistency, quality, and adherence to brand guidelines.

The creation of alternative logomarks independently or without proper approval is strictly prohibited. This policy ensures that all variations of the Reach Systems logo uphold the integrity and professionalism of the brand. If an alternative logomark is required, please contact the Corporate Marketing team to initiate the design and approval process.

REACH SYSTEMS INC.



SOCIAL MEDIA



LOGO MISUSE

Proper use of the Reach Systems logo is essential for maintaining and protecting the integrity of our brand. The logo must always be reproduced in accordance with the specifications outlined in these guidelines.

The examples provided demonstrate improper usage of the Reach Systems logo. To preserve its consistency and professionalism, the following actions must be avoided:

DO NOT:

1. Alter the spacing or arrangement of logo elements.
2. Change the proportions or scale the elements independently.
3. Stretch, distort, or skew the logo in any way.
4. Retype, redraw, or modify the logo's design.
5. Outline or apply unauthorized colors to the logo.
6. Apply visual effects such as glows, drop shadows, or gradients.
7. Use alternative colors.
8. Use the logo in non-approved stacked or alternative arrangements.

The social media icon version of the Reach Systems logo is strictly limited to official corporate-sanctioned social media accounts and is not to be used as a replacement for the primary logo. Adhering to these rules ensures a consistent and professional brand image across all applications.

TYPOGRAPHY & FONTS

HELLO!
I'M BARLOW CONDENSED.

Hello!
I'm Kazimir.

Hi!
I'M ARIAL

Hi!
I'm Georgia

BRAND TYPOGRAPHY

The Reach Systems brand uses two primary fonts to ensure a professional and cohesive visual identity: Barlow, a modern, condensed sans serif, and Kazimir, a refined and elegant serif. Barlow is used in most brand communications as a headline, while Kazimir serves as an accent for headlines, callouts, or special highlights. It should also be used for mostly all body copy.

For digital and standard office applications, such as Microsoft Office and web platforms, Arial and Georgia are the approved alternatives to ensure accessibility and consistency across all devices and systems.

THIS TYPE IS SET IN BARLOW CONDENSED BOLD. THIS
TYPE IS SET IN BARLOW CONDENSED THIN.

HEADLINES

Barlow Condensed Bold in ALL CAPS is used for all head-
lines, ensuring consistency with the Reach Systems logo
and a bold, professional look.

This type is set in Kazimir. This type is set in
Kazimir.

HEADLINE OPTION

Kazimir is an optional headline font, used for a distinctive
and sophisticated look. Always set in BOLD to maintain
brand style.

This type is set in Barlow Condensed. This type is set in Barlow Condensed

SUBHEADLINE

Barlow Condensed is used for subheadlines, set in sen-
tence case to provide a clean and professional appear-
ance that complements the headline style.

This type is set in Kazimir. This type is set in Kazimir. This type is set in
Kazimir. This type is set in Kazimir.

BODY COPY

Kazimir is used for all body copy, large and small.

This type is set in Georgia. This type is set in Georgia. This type is set in Geor-
gia. This type is set in Georgia.

BODY COPY SYSTEM

Georgia is used for body copy when required by system use.

COLOR PALETTE

Pantone 7703 C

HEX **#009cbd**

RGB **R: 0, G: 156, B: 189**

CMYK **C: 100%, M: 17.5%, Y: 0%, K: 25.9%**

PRIMARY BLUE

The primary blue is paramount to the Reach Systems brand, representing trust, innovation, and professionalism. It should be prominently featured in all brand applications to ensure consistency and reinforce brand recognition.

HEX **#939598**

RGB **R: 147, G: 149, B: 152**

CMYK **C: 3.3%, M: 2%, Y: 0%, K: 40.4%**

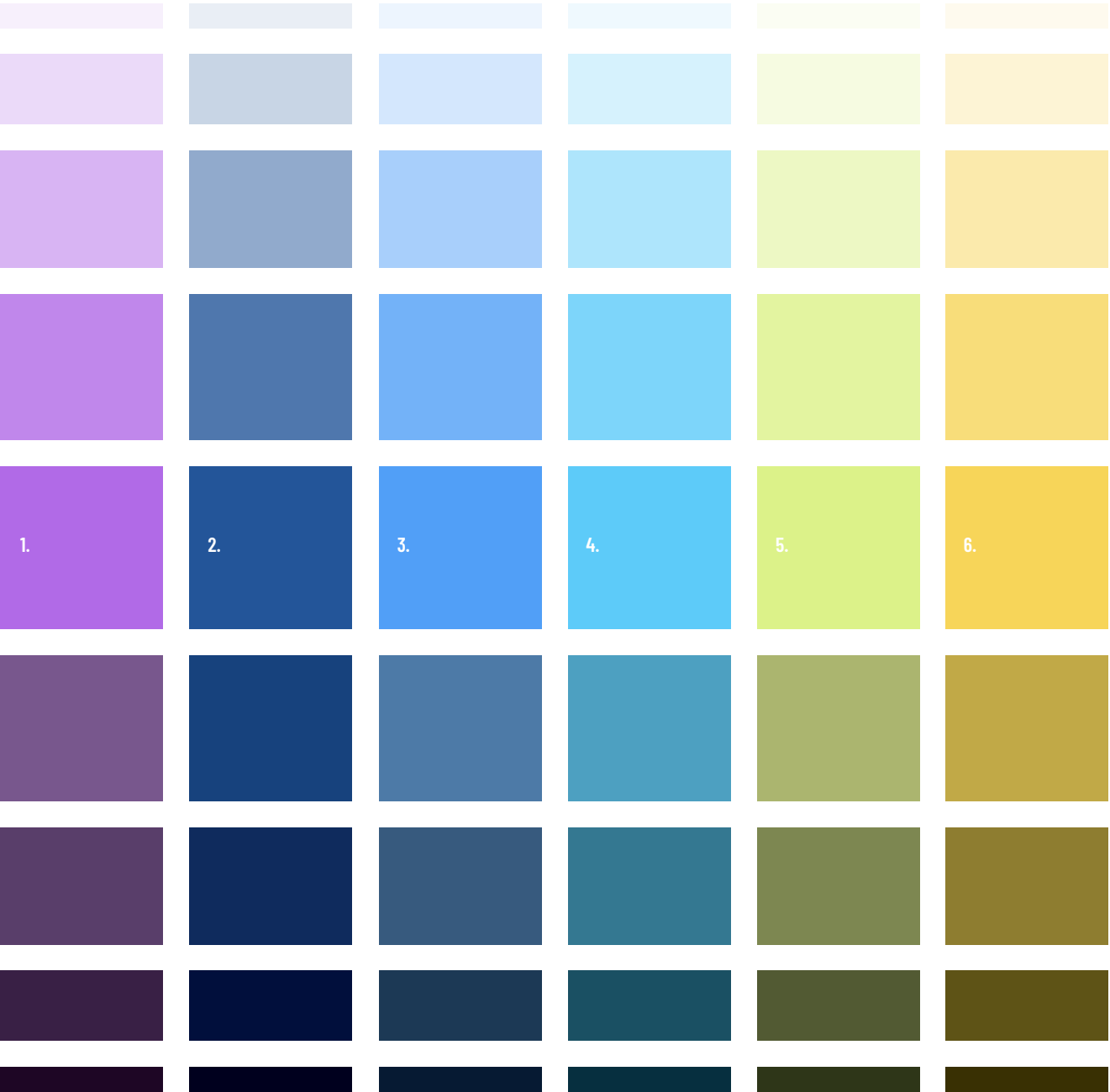
HEX **#FFFFFF**

RGB **R: 255, G: 255, B: 255**

CMYK **C: 0%, M: 0%, Y: 0%, K: 0%**

SECONDARY COLORS

Gray and white serve as essential secondary colors, offering a clean and modern backdrop that enhances the primary palette.



ACCENT COLORS

The Reach Systems accent colors are vibrant and versatile, designed to complement the primary palette while adding flexibility and energy to brand applications. The accent colors include:

- 1. #B16AE7 (R: 177, G: 106, B: 231, C: 23.4%, M: 54.1%, Y: 0%, K: 9.4%)
- 2. #235599 (R: 35, G: 85, B: 153, C: 77.1%, M: 44.4%, Y: 0%, K: 40%)
- 3. #519FF7 (R: 81, G: 159, B: 247, C: 67.2%, M: 35.6%, Y: 0%, K: 3.1%)
- 4. #5DCBF9 (R: 93, G: 203, B: 249, C: 62.6%, M: 18.5%, Y: 0%, K: 2.4%)
- 5. #DCF289 (R: 220, G: 242, B: 137, C: 9.1%, M: 0%, Y: 43.4%, K: 5.1%)
- 6. #F7D559 (R: 247, G: 213, B: 89, C: 0%, M: 13.8%, Y: 64%, K: 3.1%)

These colors bring vibrancy to designs, enhancing creativity while maintaining alignment with the brand’s professional identity.

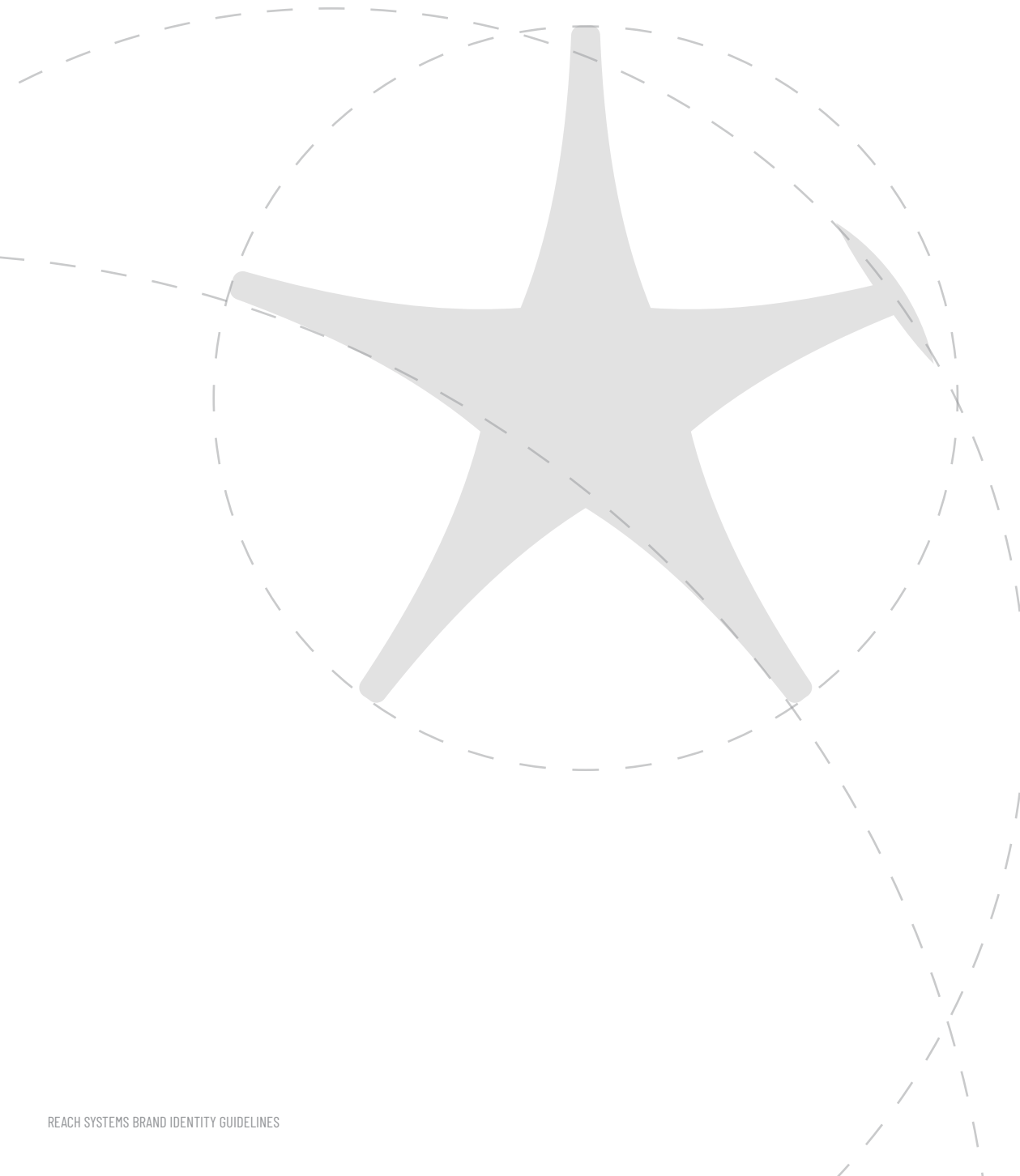


COLOR HIERARCHY

When applying color in Reach Systems designs, the primary blue should account for approximately 85% of the overall color usage, while the gray accent color should comprise about 15%. This ratio is directly inspired by the Reach Systems logo, where blue serves as the dominant element and gray provides subtle contrast, ensuring brand consistency and a cohesive professional identity.

When additional accent colors are introduced, they should reduce the proportion of the primary blue, not the gray. This approach preserves the balance and aesthetic values established in the logo by maintaining the gray's role as a stabilizing and complementary element. By following this guideline, the design will retain its professional tone while allowing flexibility and vibrancy through the use of accent colors.

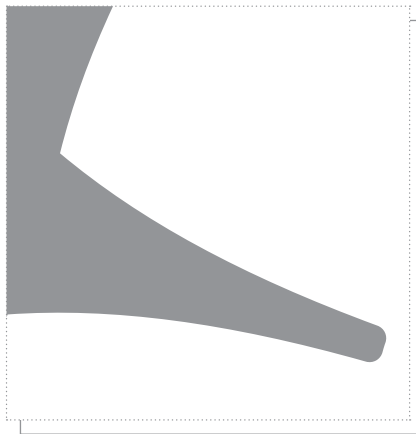
GRAPHIC ELEMENT



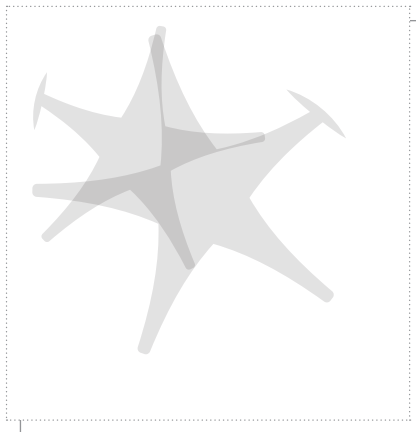
THE STAR

The Star is one of the most distinctive graphic features in the Reach Systems design system, derived directly from the iconic logomark. It serves as a unifying element across brand communications, reinforcing recognition and connecting visual messaging to the core identity of Reach Systems.

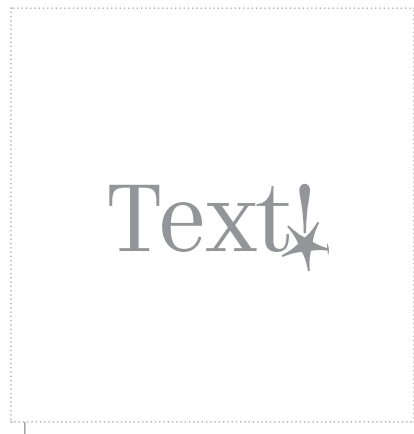
The Star acts as a dynamic design element, offering a framework for imagery, color, and messaging. Its clean and modern aesthetic adds depth and visual interest to page layouts, helping to communicate Reach Systems' focus on innovation and solutions. When used appropriately, the Star strengthens brand recognition and creates a cohesive visual language.



BACKGROUND



OVERLAY



ACCENT

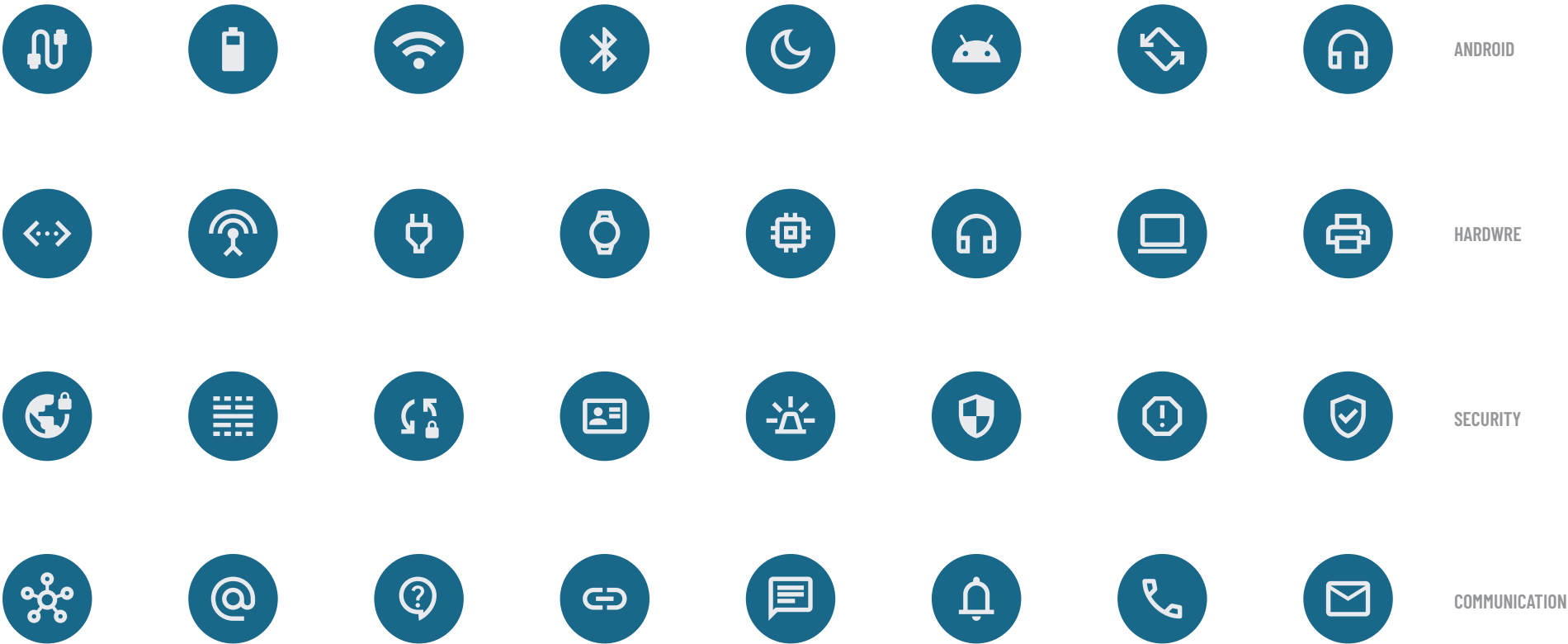


PATTERN

APPLICATION

The Star element is versatile and can be used in various ways to enhance designs. It can serve as a background element, be scaled large or small, used as an overlay, or act as a frame for images. The Star may be applied in any color within the Reach Systems palette, but its shape must never be modified to ensure consistency with the brand identity. Always use the Star purposefully to complement the design without overpowering it.

ASSETS & RESOURCES



ICON LIBRARY

Reach Systems utilizes Google’s Material Icons library to ensure consistency, clarity, and modern design across all applications. These icons align with the brand’s commitment to clean, functional, and user-friendly visuals. When selecting icons, prioritize those that enhance communication and maintain uniformity within the Reach Systems design framework.

PHOTOGRAPHY

Reach Systems uses licensed photography to maintain a consistent and professional visual identity across all communications. Photography should reflect the brand's values of innovation, trust, and collaboration, showcasing modern technology, dynamic teams, and forward-thinking environments.

Only use photography that has been properly licensed or obtained through approved sources to ensure compliance with legal and ethical standards. All imagery should align with the brand's color palette and aesthetic, avoiding overly busy, staged, or unrelated visuals. When incorporating photography into designs, ensure it enhances the message and complements other brand elements, such as the Star and typography.

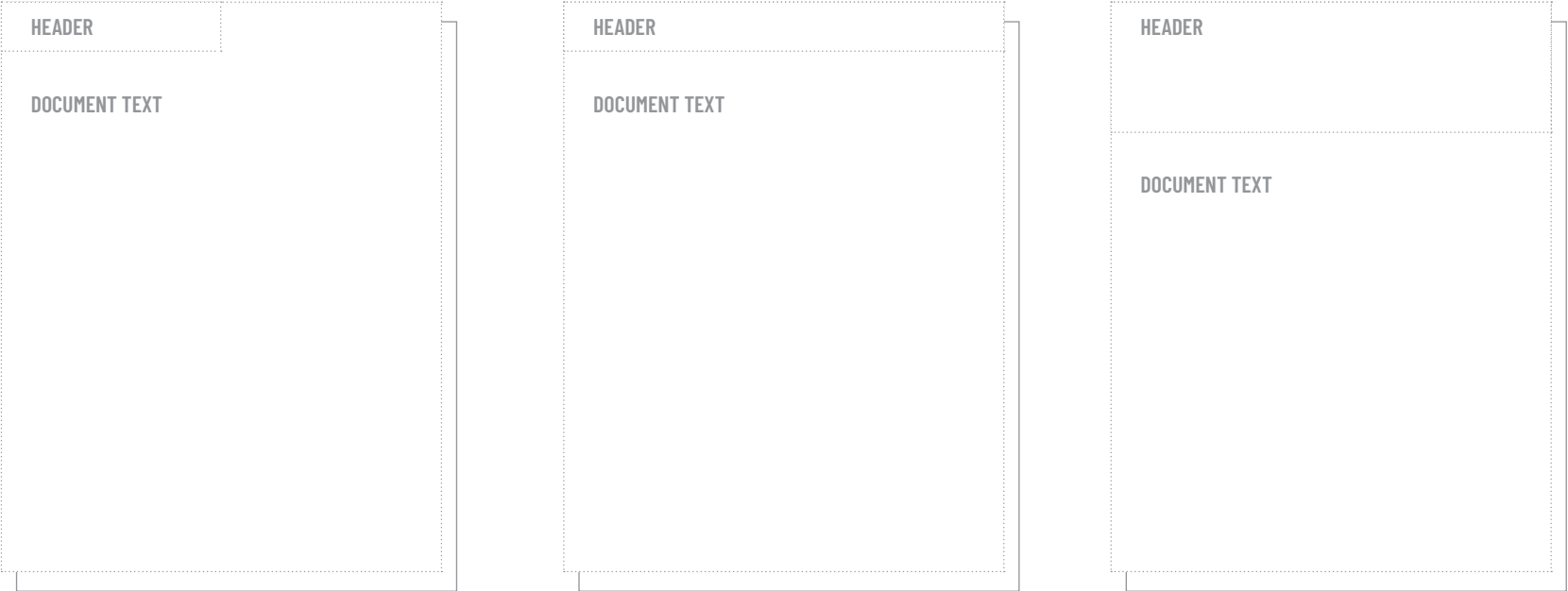




HEADER GRAPHICS

Reach Systems header graphics are available in multiple formats to ensure versatility and compatibility across various platforms. These include JPEG for web applications, PNG for designs requiring transparent backgrounds, and PDF for high-resolution print materials. Choose the format that best suits the specific application to maintain quality and consistency in all communications.

NOTE:
Additional file types are available upon request.



PRINT

Reach Systems provides templates specifically designed for print applications. These templates ensure consistent branding and high-quality results for all printed materials.

