

# Reach

# Badge Guidelines

This document will help ensure there is consistency across all platforms. Every application of the Reach brand, regardless of context, must adhere to these standards. If you have any questions or concerns please send us an email at [marketing@withreach.com](mailto:marketing@withreach.com).

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# Verified Logo

Our logo features a bold font face with a thick line connecting left to right. The preferred approach is to use the full Reach logo by itself, due to its strong readability it can remain clear and recognizable even at small sizes. In situations where space is limited, please use the icon form of the logo instead.

## LOGO



**Reach**  
**VERIFIED**

## CLEAR SPACE

It is important to leave “clear space” around the logo to ensure legibility and recognition.



## MINIMUM SIZE

Since this is a digital asset, the minimum size should be no smaller than 36px. Use discretion to ensure legibility when using in print.



# Logo Usage

## You may adjust the logo as follows:

- ✓ Resize the logo if needed.
- ✓ Change the logo only from Black or Slate Blue to white or Slate Grey as necessary for maximum contrast & readability. ●●●○

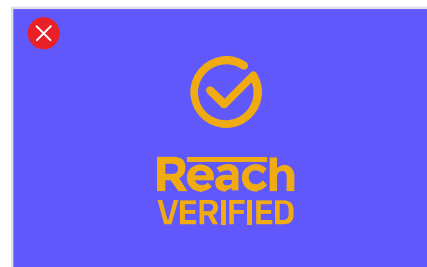


# Logo Usage

The official logo is not to be altered or modified in any way, please follow these examples to understand what is considered a reasonable adjustment and what is to be avoided.

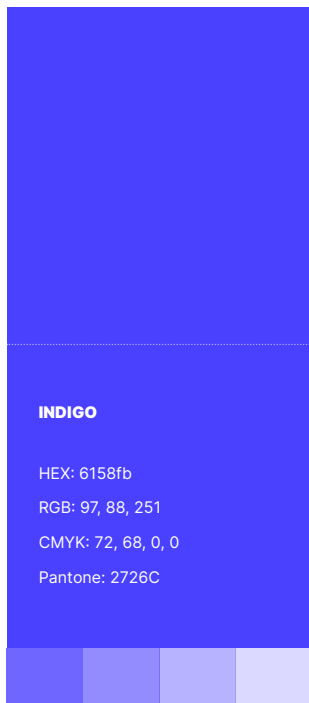
## You should NOT adjust the logo in these ways:

- × Do not rotate the logo.
- × Do not distort the logo.
- × Do not change the logo to a brighter colour.
- × Do not reproduce the logo with a different font.
- × Do not add a gradient to the logo.
- × Do not apply special effects to the logo, such as Drop Shadow and Bevel.
- × Do not mask images inside of the logo.
- × Do not place the logo onto an overly busy background that makes it difficult to read.
- × When placing the logo on a brand-coloured background, use ONLY Black, White, or Slate Blue ●●○



# Our Colors

Use only the colours shown below in their exact mixes (Hex, CMYK or RGB) depending on your medium. Please reference the Pantones for any printed merchandise or physical objects. The Reach brand palette forms a warm, eye-catching, high-contrast triad and is colour-blind safe.

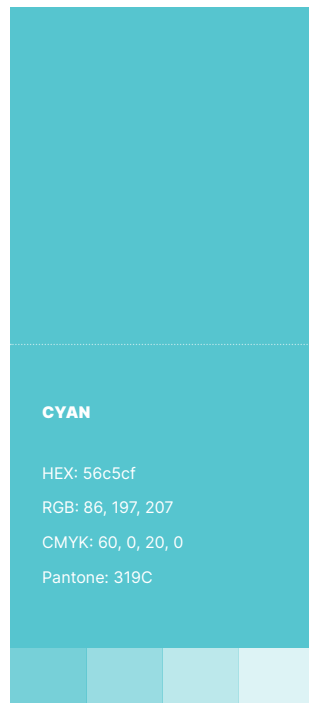


## INDIGO

HEX: 6158fb  
RGB: 97, 88, 251  
CMYK: 72, 68, 0, 0  
Pantone: 2726C

### Primary Highlight

For header text, graphics, icons, and only rarely for full backgrounds.

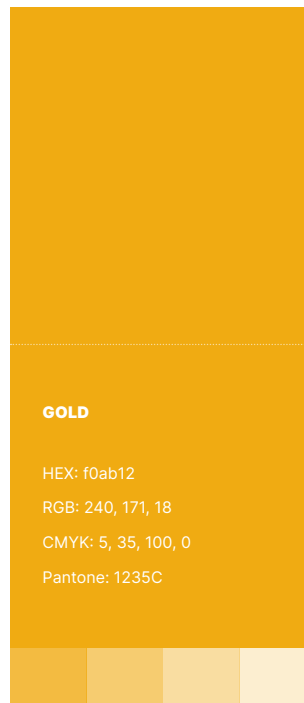


## CYAN

HEX: 56c5cf  
RGB: 86, 197, 207  
CMYK: 60, 0, 20, 0  
Pantone: 319C

### Secondary Highlight

For header text, graphics, icons, but never for full backgrounds.

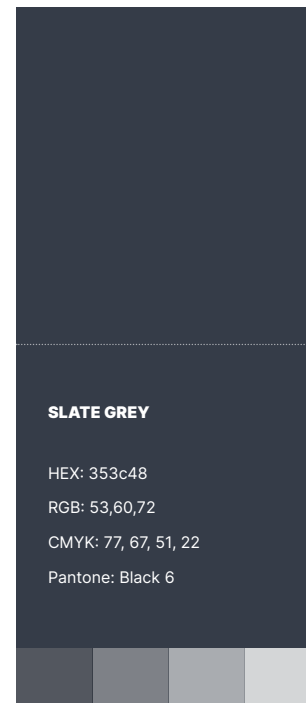


## GOLD

HEX: f0ab12  
RGB: 240, 171, 18  
CMYK: 5, 35, 100, 0  
Pantone: 1235C

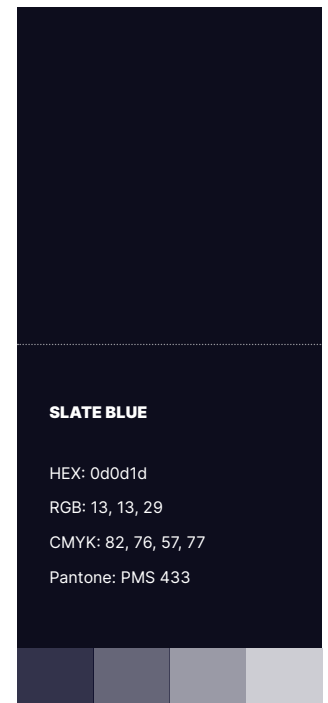
### Tertiary Highlight

Only for graphics, icons, & additional contrast occasionally when needed.



## SLATE GREY

HEX: 353c48  
RGB: 53,60,72  
CMYK: 77, 67, 51, 22  
Pantone: Black 6



## SLATE BLUE

HEX: 0d0d1d  
RGB: 13, 13, 29  
CMYK: 82, 76, 57, 77  
Pantone: PMS 433

# Typography

## Inter

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjust punctuation depending on the shape of surrounding glyphs, and slashed zero for when you need to disambiguate “0” from “o”, tabular numbers, etc.

### Designed by

Rasmus Andersson



### Inter Black

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$\$%^&\*()-=\_+**

### Inter Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&\*()-=\_+

# Application of Banners

## Primary Banner

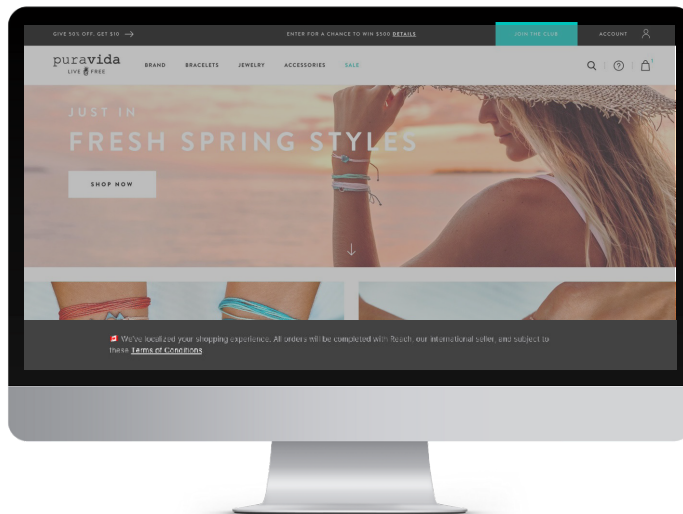
This banner is the primary option for use. When an international customer lands on the site they will be notified by this banner that Reach has localized the shopping experience. This banner will pop up and remain on screen for 6 seconds before automatically closing.

## Colour

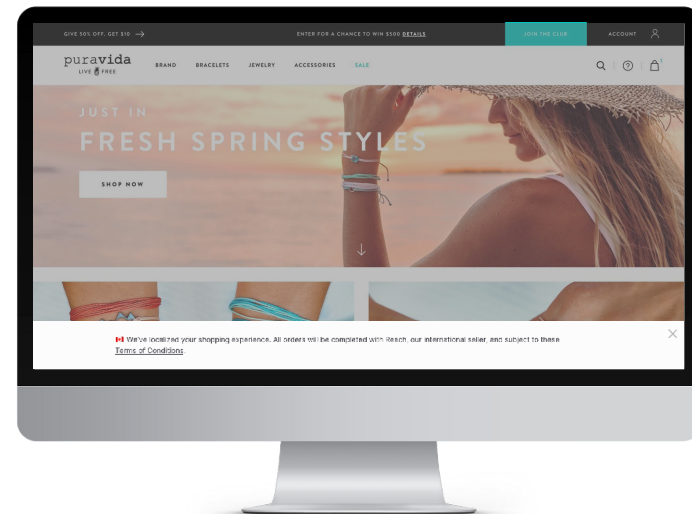
Dark and light versions of the banner are available. These provide the flexibility to complement the theme of your site. Depending on preference the banners can be made to blend in or to stand out.

## Placement

All banners can be placed at the top or the bottom of your home page. When considering placement, look at what other banners, plug-ins, or popups are also being used to ensure there is no overlap.



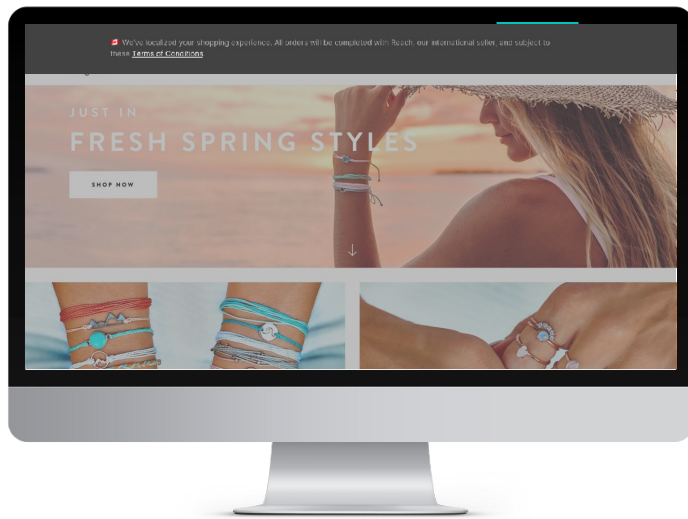
Dark Bottom



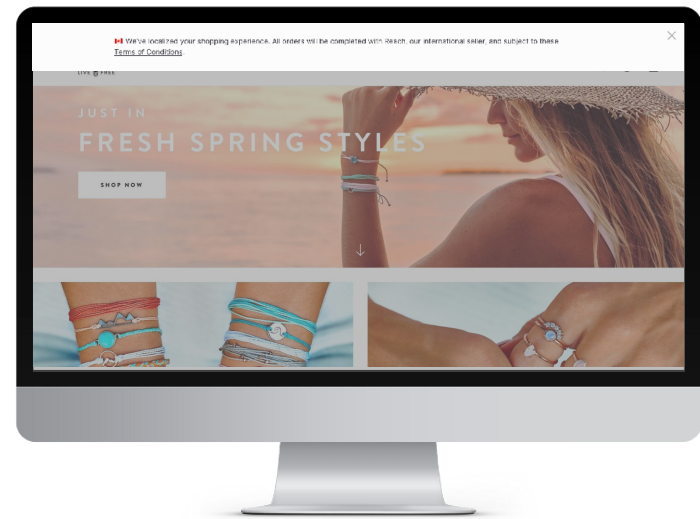
Light Bottom

# Application of Banners

## Top Placement



*Dark Top*



*Light Top*



# Application of Checkout Badge

## Checkout Badge

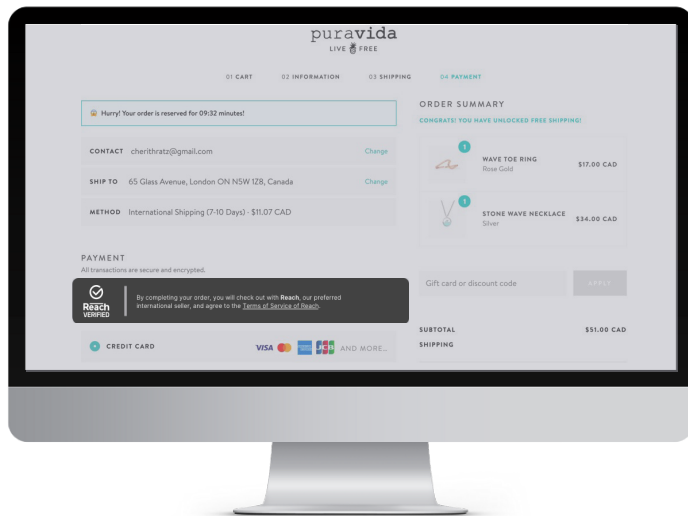
This small badge on the checkout page identifies that Reach will handle the checkout process and features our Reach Verified Badge to instill trust in the process.

### Colour

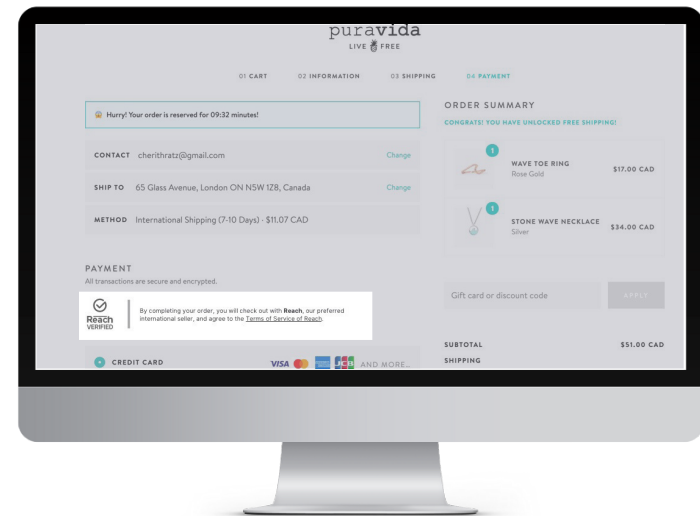
Dark and light versions of the badge are available. These provide the flexibility to complement the theme of your site. Depending on preference the badge can be made to blend in or to stand out.

### Placement

This badge should be applied to the checkout page preceding the payment information.



Dark Badge



Light Badge

# Contact

For any concerns, questions, or help - please Reach out.

## Client Services

[clientservices@withreach.com](mailto:clientservices@withreach.com)

## Marketing

[marketing@withreach.com](mailto:marketing@withreach.com)

# Reach

## Reach Canada

1920 150 9th Ave, SW

Calgary, AB

T2P 3H9

## Reach San Francisco

Pier 26 Box 5 North

The Embarcadero, SF

94105

## Reach Austin

1700 S Lamar Blvd #338

Austin, TX

78704

## Reach London

3 Lloyd's Avenue

London

EC3N 3DS