

OUR BRAND LANGUAGE

THE LOGO

COLOUR

PHOTOGRAPHY

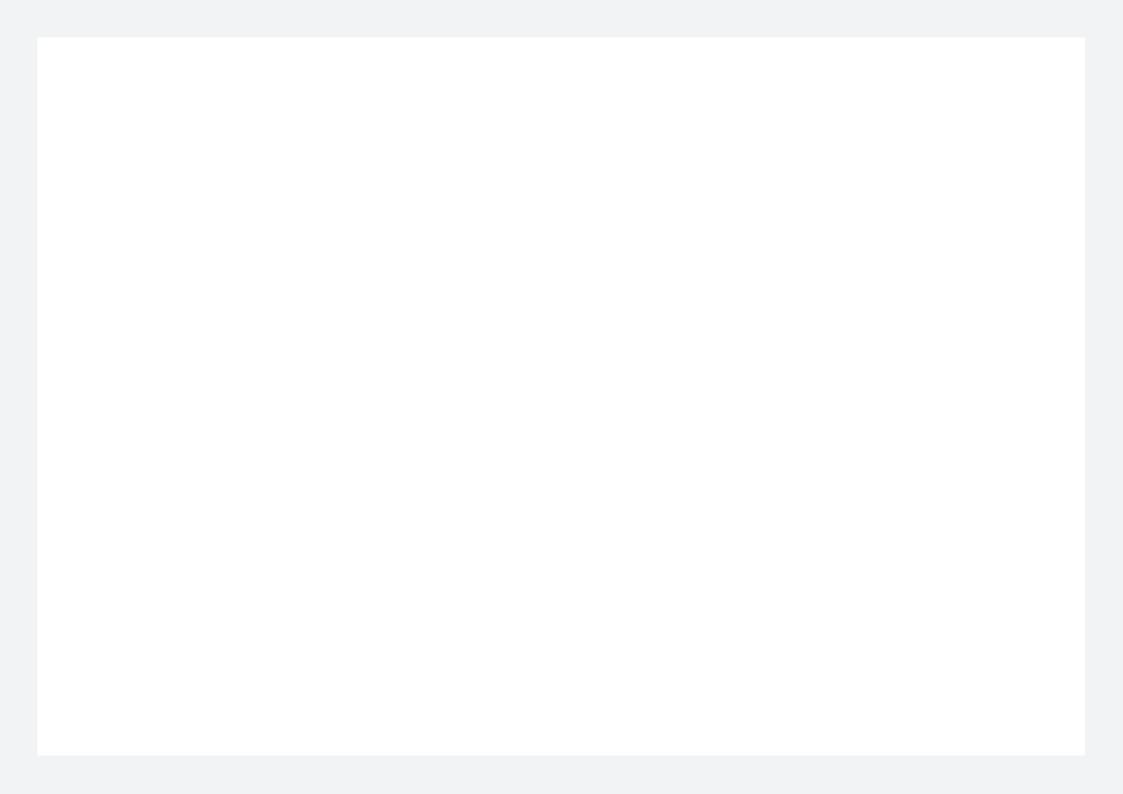
ILLUSTRATIONS

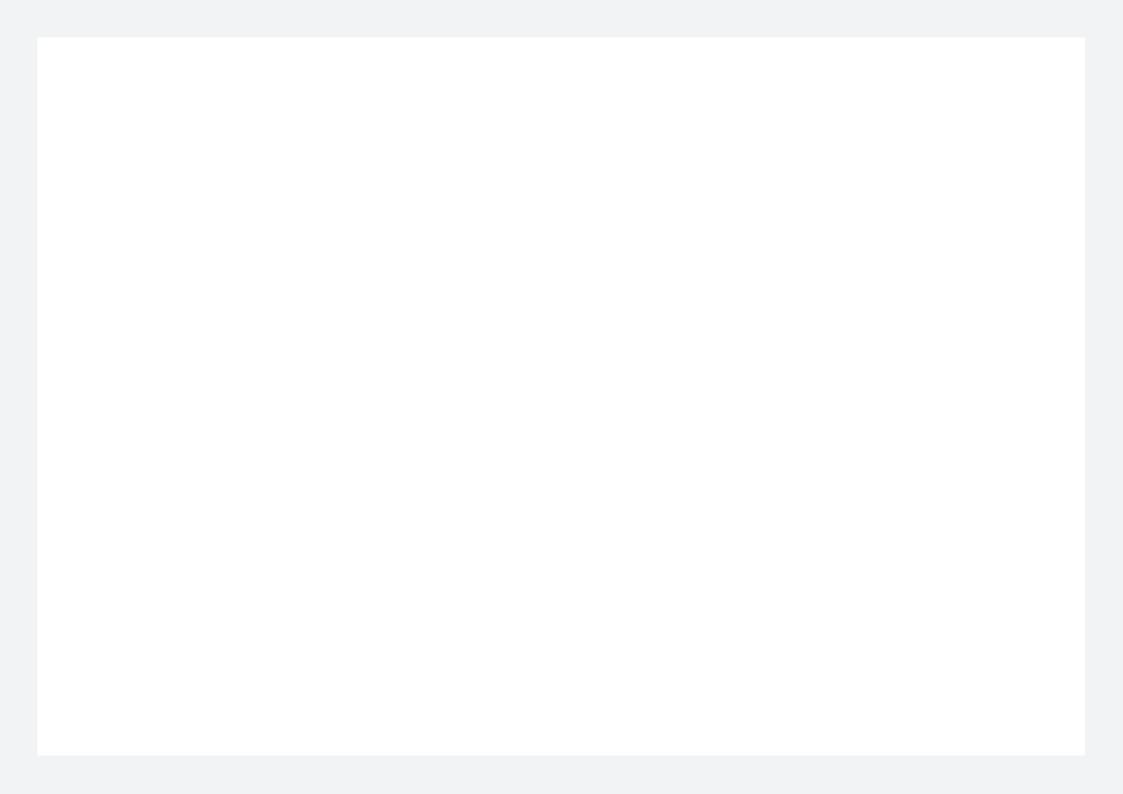
SOCIAL MEDIA

VIDEO

TYPOGRAPHY BRAND PARTNERSHIPS

THE BRAND





Mission & Essence

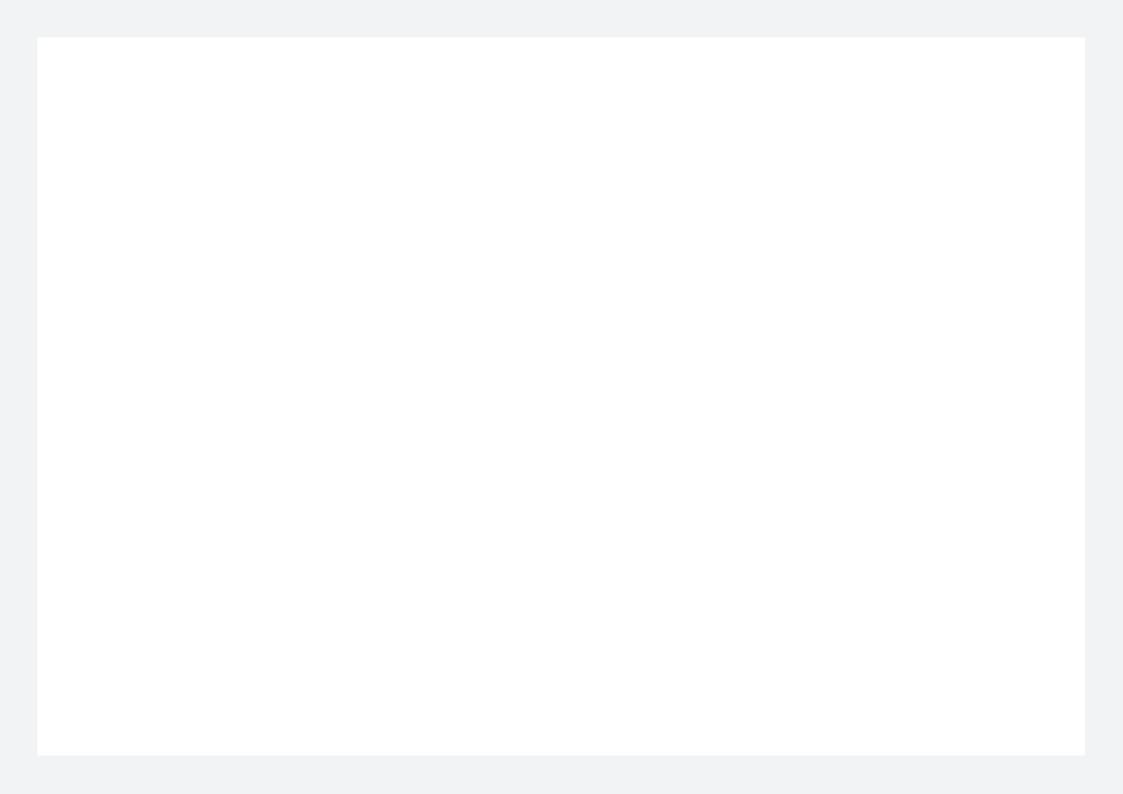
EVERY MESSAGE COUNTS.

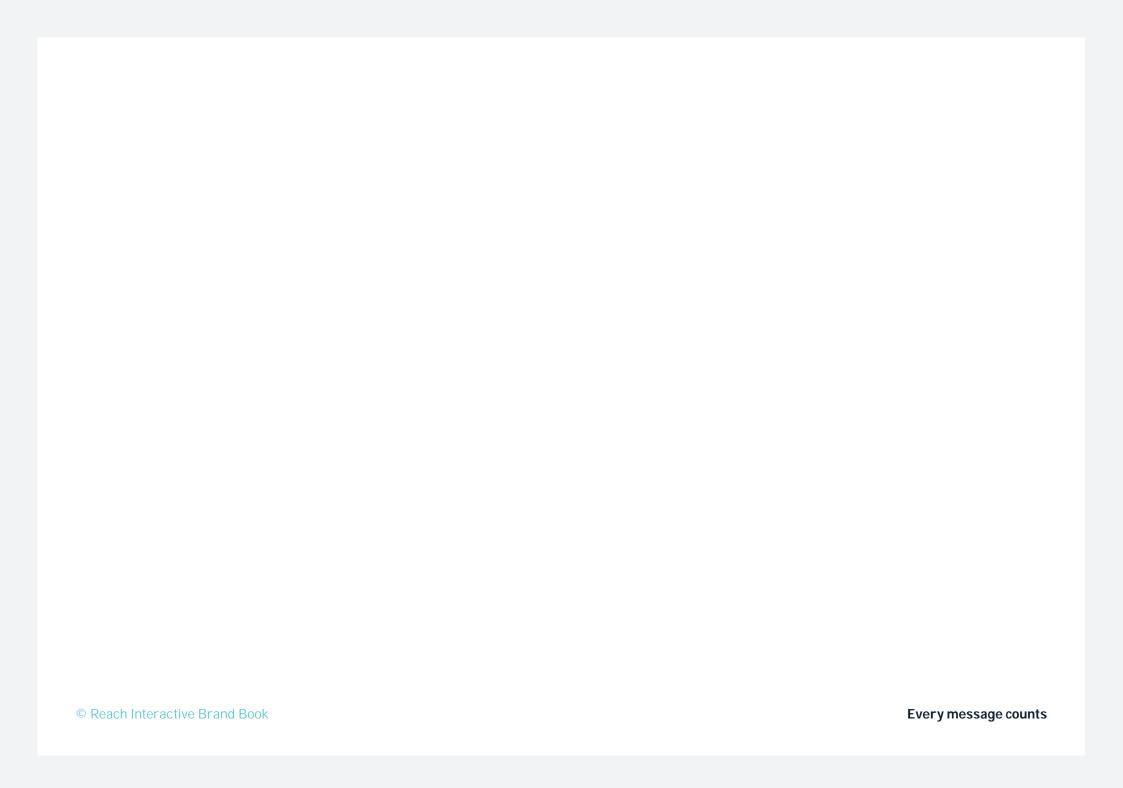
Values & Personality

FRIENDSHIP. INNOVATION. QUALITY. SUPPORT.

Everything we do must represent at least 1 of our core values. These are used to







The Details

TAKE PRIDE.

1. Don't use lowercase.

5. Don't stretch or skew.

Min Size

w: 40mm h: 15mm

w: 265px h: 155px

Max Size

w: 40mm h: 15mm

w: 265px h: 155px

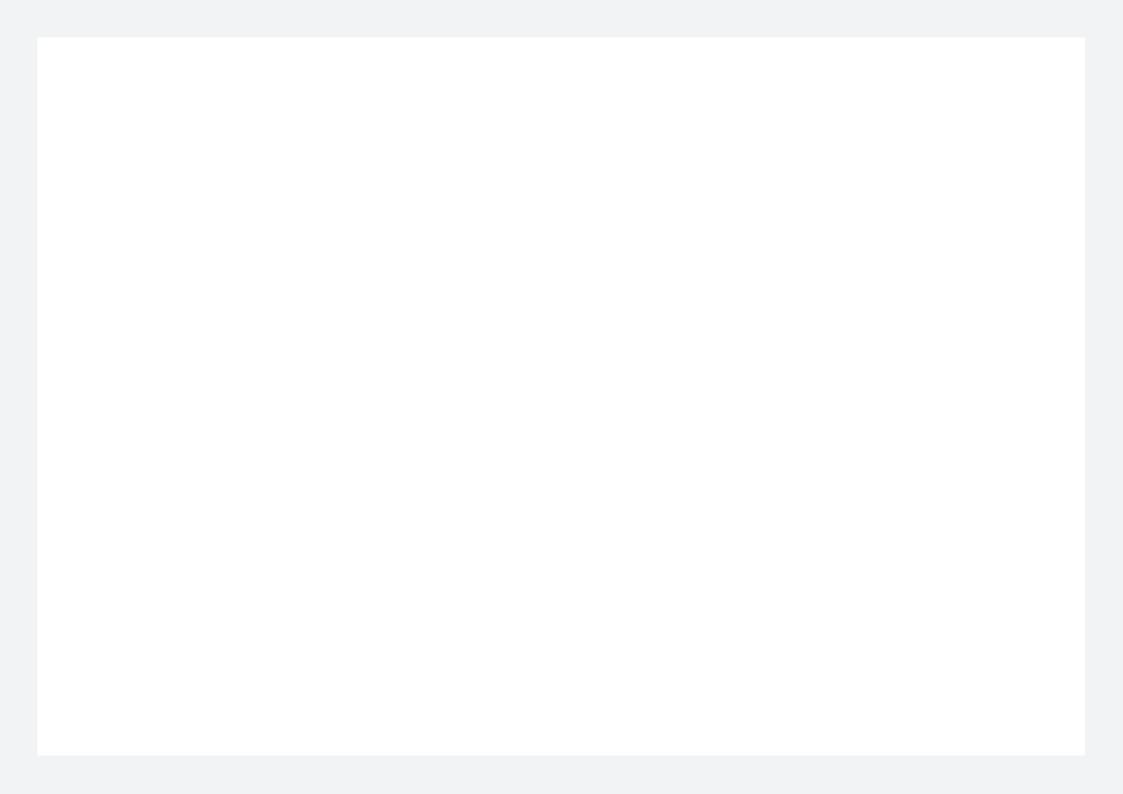
Exceptions to be made for signage and branded materials where 'INTERACTIVE' is not needed. **Sign off from COO and Brand Director needed.**





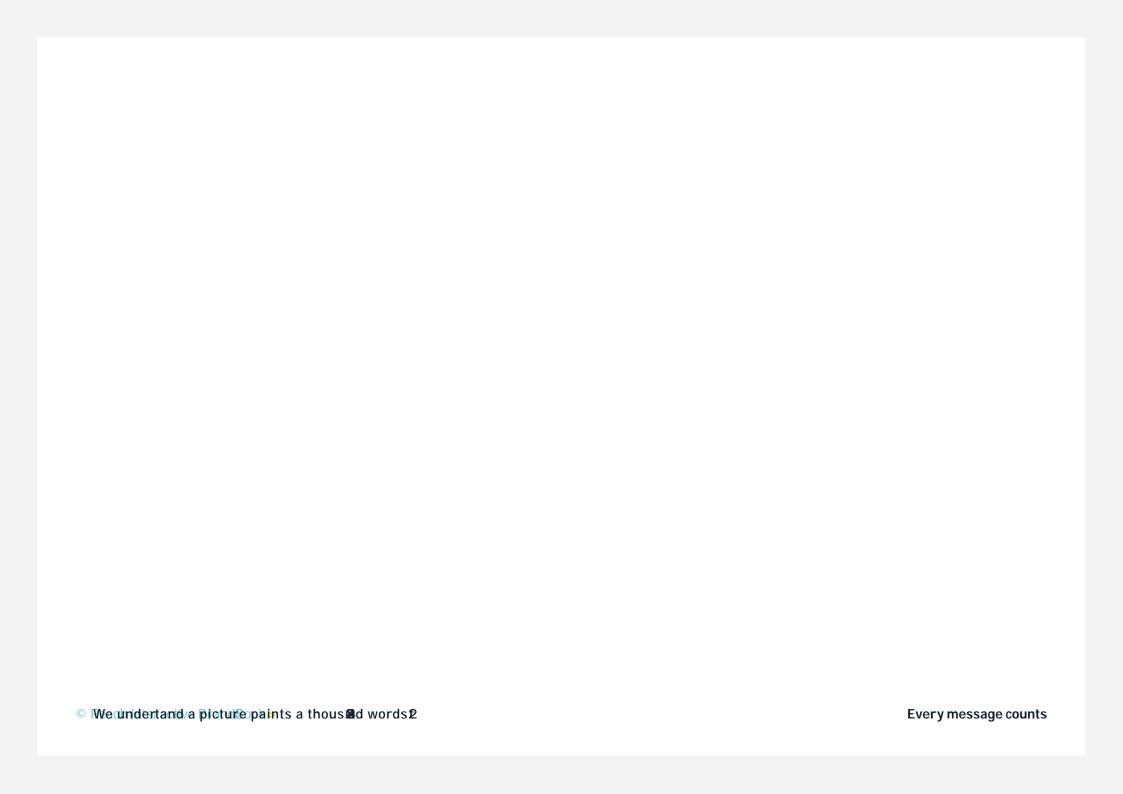
Yellow #ffcd05 C: 0% M: 19% Y: 100% K: 0% vdantone

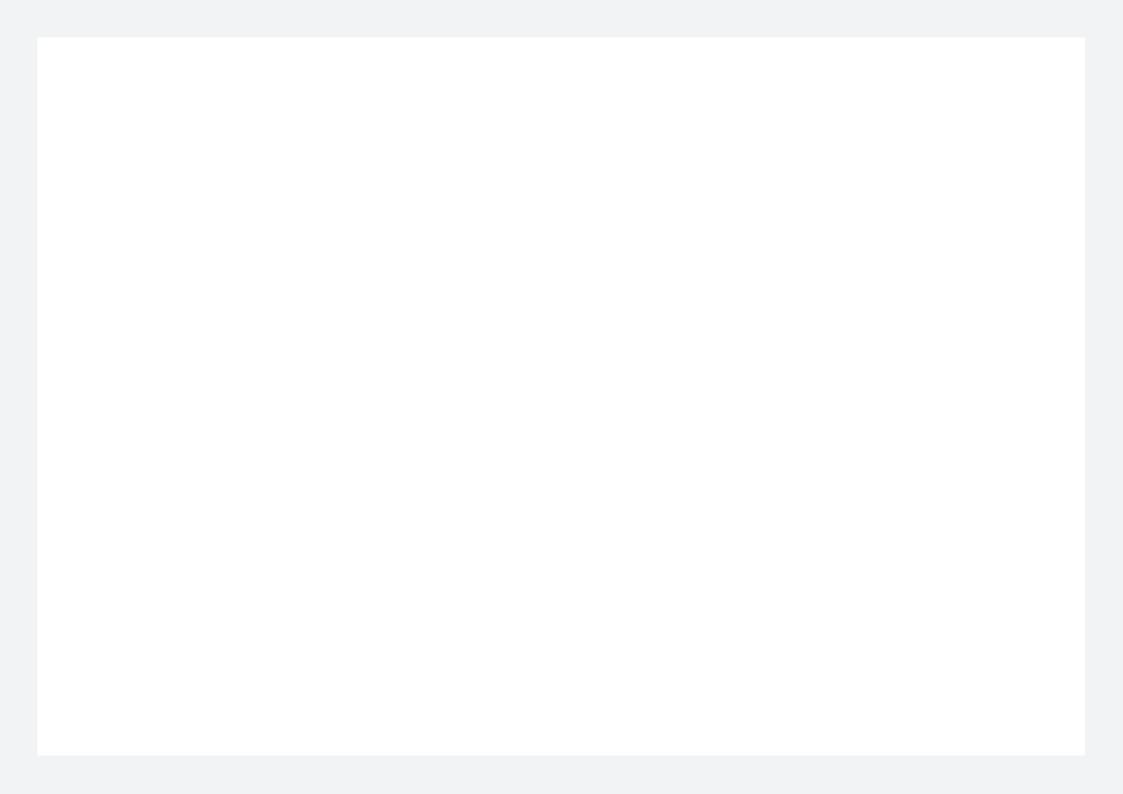


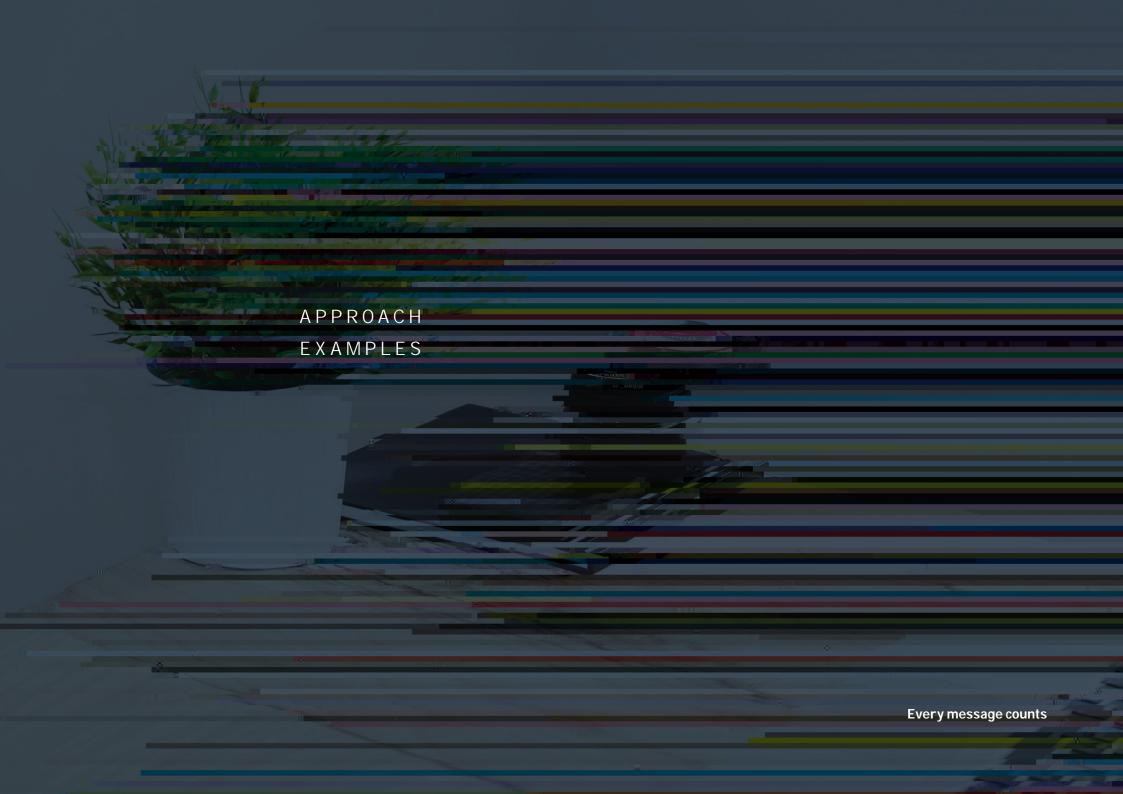


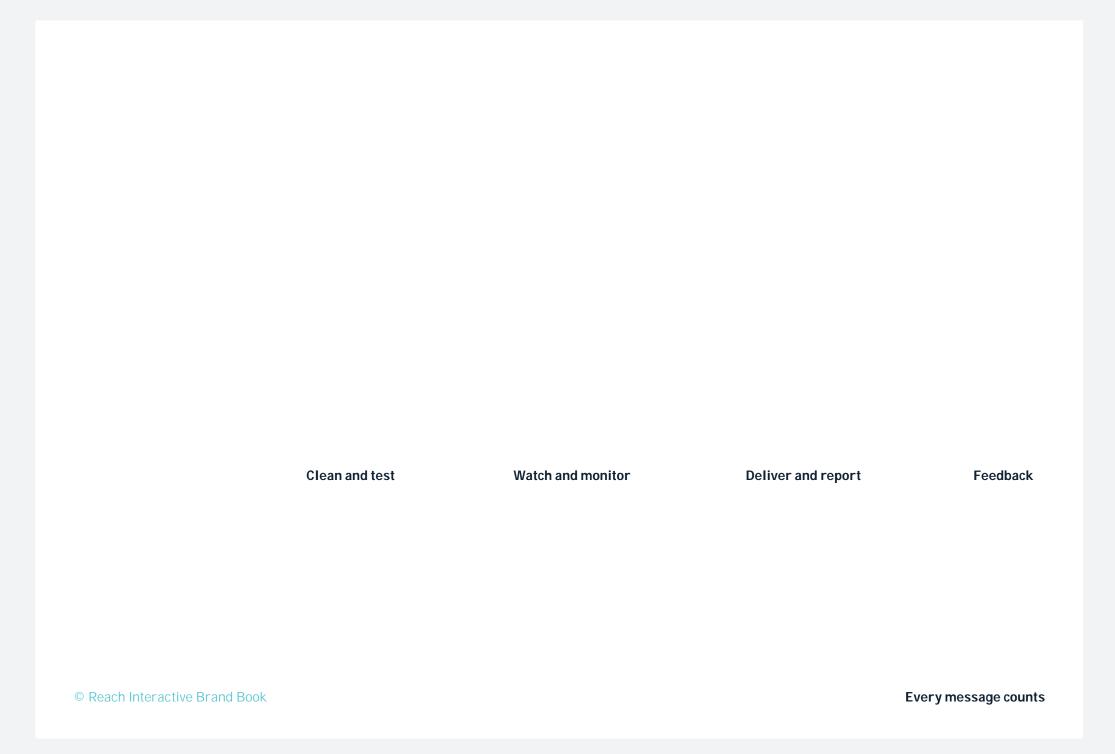
Photography

APPROACH EXAMPLES









Language & Copy

COPY TONE

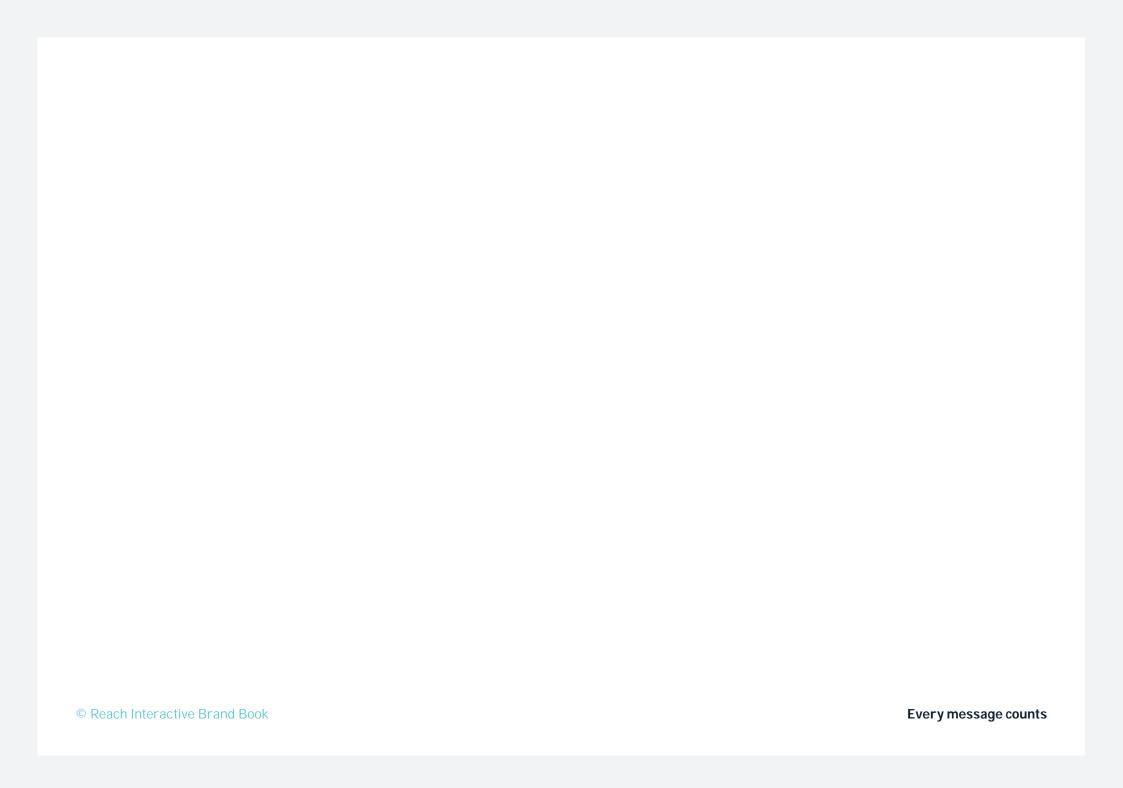
© Reach Interactive Brand Book

Every message counts

Copy Tone

SET THE TONE.









SHARE STORIES AND KNOWLEDGE. 1. Success stories. 5. Account manager tips.

Partnerships APPROACH **Every message counts**

