BRAND GUIDELINES

:R Reactec

This guide will support you when using our brand either for changing existing documents or creating new ones.

The next few sections will outline:
- Logos and their use
- Logo clear space
- Logo backgrounds
- Brand Colours
- Fonts
- Stationery

PRIMARY
LOGO ASSETS.

At its core, the unique R form lays at the heart of the Reactec brand.

A utilitarian identity that reflects the robust nature of the companies wearable products, combined with its smart and sophisticated data-gathering capabilities.

Stand-alone or as part of a lockup the recognisable shape is both simple and refined.

There are three variations:

Reactec – Horizontal
Reactec – R marque
Reactec – Vertical Stacked

Reactec

This is the primary Reactec Logo, used in its horizontal format.

Use: Websites, printed material, brand stationary (including documents, business cards etc)

Other variations

R

This is the R marque.

Use: Favicons, aka shortcut icons, website icons, tab icons, URL icons, bookmark icons, etc
This can also be used as physically stamped into a product.

Reactec

This is the Stacked, or Vertical version. This logo can be used when space is particularly limited.

Use: Websites, printed material, brand stationary (including documents, business cards etc)

LOGO

CLEAR SPACE

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic element should encroach the border around the logo.

In areas of limited space, the R can be used as a standalone icon or in its vertical, or stacked format.

You should still continue to maintain the clear space surrounding these versions.

The minimum white space is determined by roughly the space between the 'R' marque and 'Reactec'.

Depending on it's usage, measure roughly 5-10mm using your computer's ruler, if in doubt.

LOGO COLOURS.

The Reactec brand marque demonstrating the use of the primary Orange Gradient.

Included here are the primary and inversed iterations.

PRIMARY COLOUR PALETTE.

The Reactec brand palette utilises a refined number of bold and energetic colours that help build and maintain a consistent look and feel across multiple channels.

The Orange Gradient and Slate Blue may be used extensively across large background areas, bolstering a measured, sophisticated look whilst touches of Electric Blue and Hi-Vis Green add movement and energy throughout the visual language helping to build contrast and focus the users attention.

#f84f00 + #ff8500

#2f00ff

#cafd00

#162136

#ffffff
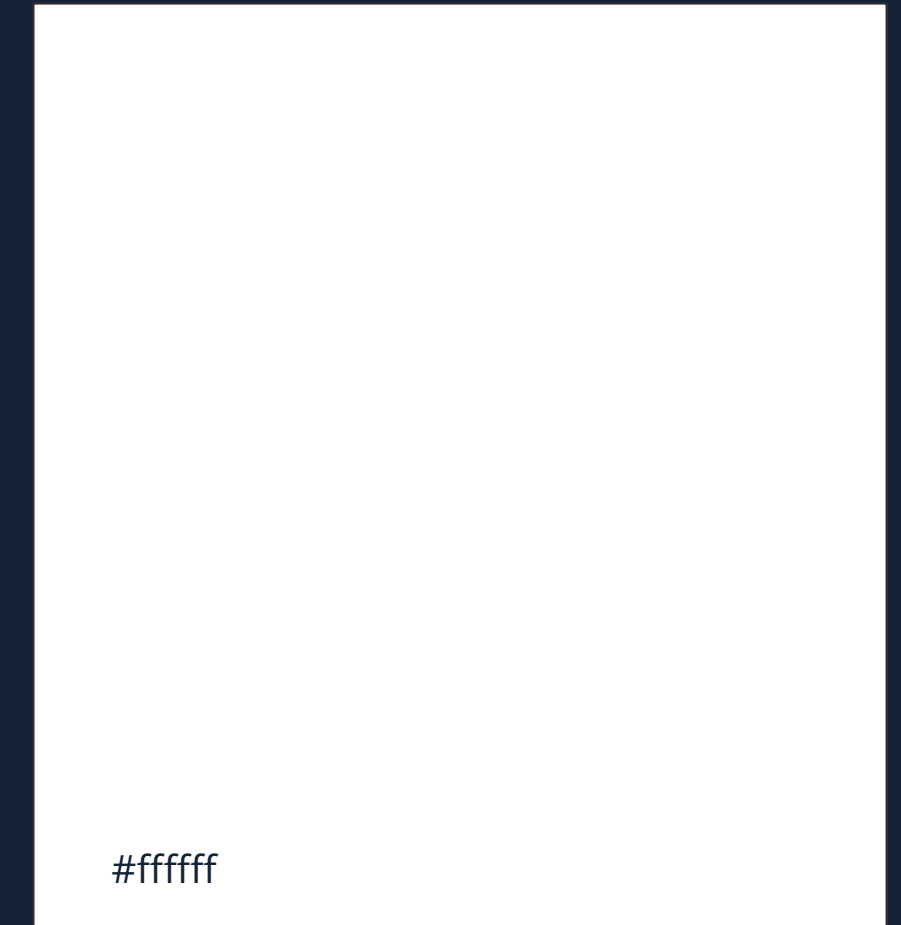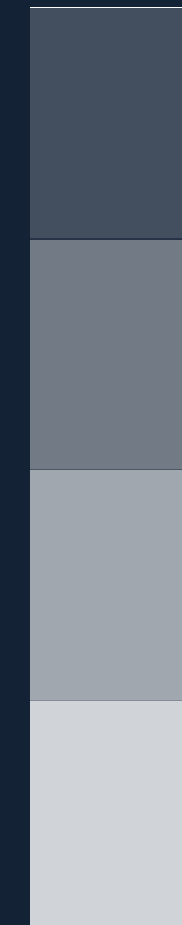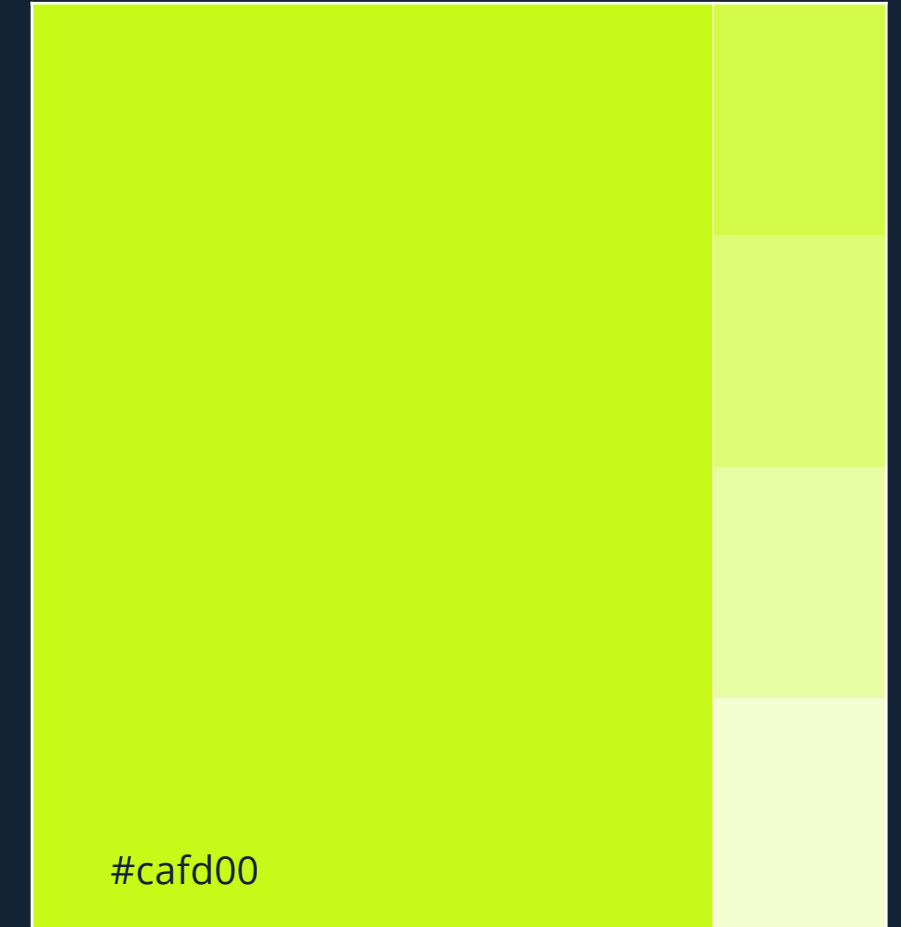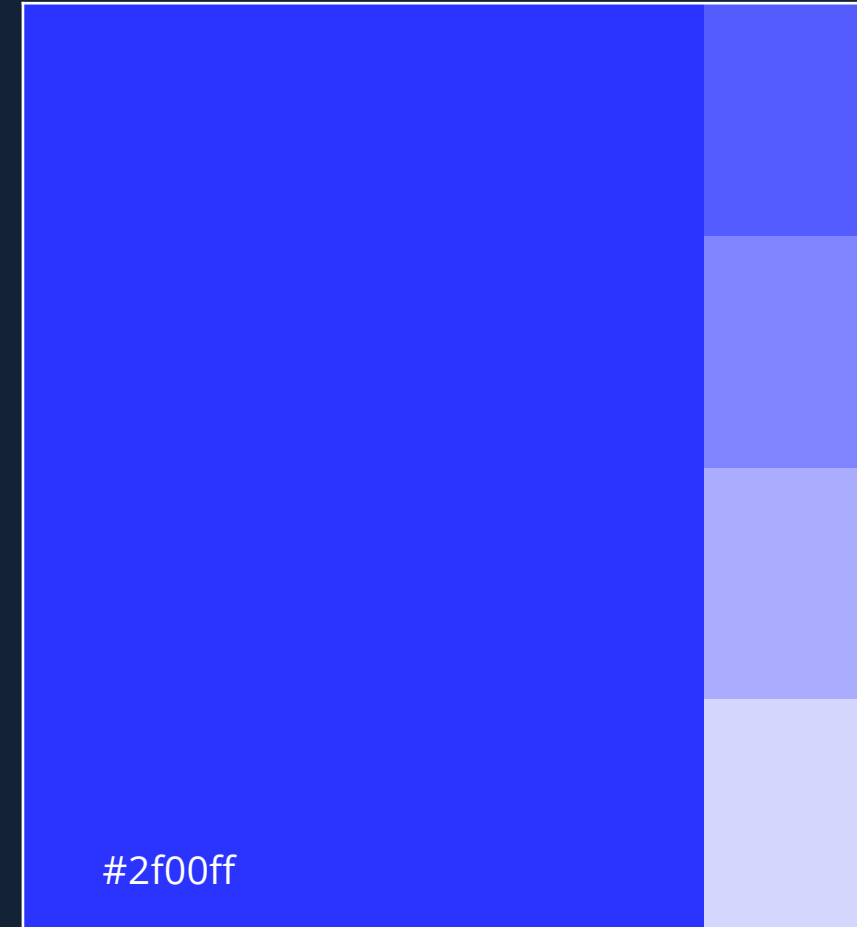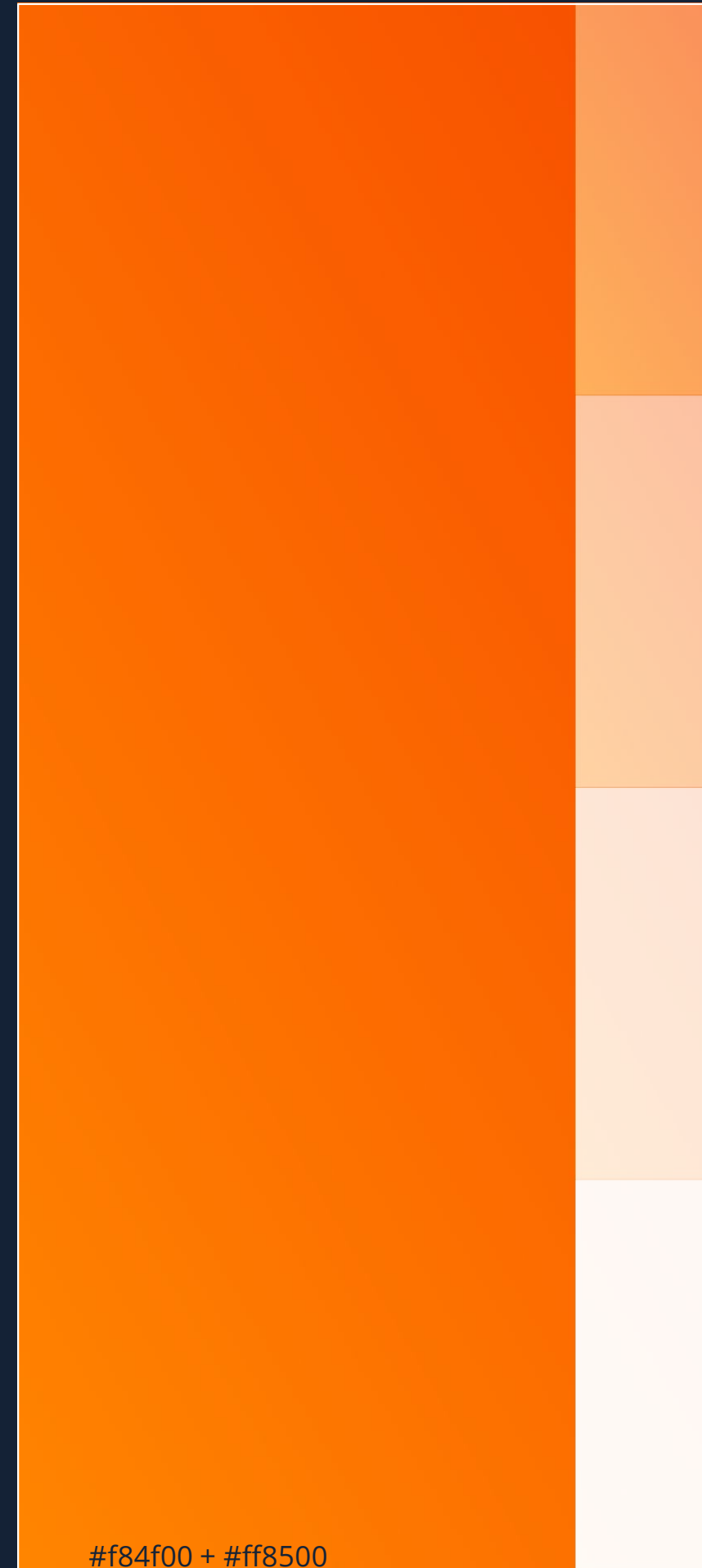
TYPOGRAPHY.

To maintain a consistent look across various mediums and platforms we chose the contemporary **Open Sans** typeface.

A bold, clean sans-serif font that features both refined and impactful weights suitable for body copy, headings and everything in-between.

Open Sans can be found online via Google Fonts and is suitable for both print and digital application.

OPEN SANS FONT

OPEN SANS LIGHT

For headings and used in upper case.

OPEN SANS REGULAR

For body and support copy. Large paragraphs should be in sentence case only.

OPEN SANS BOLD

Used to highlight statistics or add contrast to vital information.

LOGO USE

FOR STATIONERY

For internal documentation, such as letters, forms etc, the logo should be placed into the header or footer space.

The logo can be placed either on the left hand or the right hand side of the header or footer, and should measure roughly 5cm in length.

It is imperative that when resizing the logo, you don't skew the graphic. You have two options:

1. Right click on the logo and select 'Size and Position' from the menu. Then ensure the 'Lock Aspect Ratio' button is checked. You can then resize, using the corner guides on the graphic. Or:
2. Resize the graphic, always from one of the corners, ensuring you hold down the 'Shift' key at the same time as you resize.

The logo should be sized to roughly 5cm in length.

If in doubt, use Word or PowerPoint ruler as a guide.

Remember to leave minimum white space around the logo – approx. 5mm

R Reactec

R Reactec

Please don't skew the logo – use 'Lock Aspect Ratio' or resize from the corners only

Instructions on the left hand side

PREVENTION ENGINEERING FOR WORKPLACE HEALTH.