

# Brand

# Identity Guidelines

Brand

Solutionreach

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# 1.0

## Introduction

### Overview

The purpose of these guidelines is to explain the use of the Solutionreach brand and reinforce consistent application of the visual elements in all communications for the company. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

# 2.0

## The Logo Design

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the integrity of the branding.



Primary logo - in color



Primary logo - Dark background colors



Primary logo - Black and White



logo - Alternative no tag



Secondary logo - horizontal - dark / light -no tag



5.0

## Contact Details

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Art Director:	Taylor Hinton
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Web:	<a href="http://www.solutionreach.com">www.solutionreach.com</a>



Secondary logo - horizontal - dark



Secondary logo - horizontal - light

## 2.1

# The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



#### Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.



#### Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

When used under these circumstances where logo size is under 2"x0.75", adjustments must be made by dropping the tag line "Total Patient Engagement" to balance the shape and visibility.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squishing the shape and text is not allowed.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong!

The backdrop for the logo's placement is too similar to the primary color - it lacks visibility and contrast.

To fix this problem, you can either select a contrasting base color, or switch to one of the secondary colors assigned to the logo.



Correct!

The logo is clear and visible, set in primary colors onto a backdrop which shows contrast.

Although the backdrop is not white, the colors have been adjusted accordingly to work with the design.



Wrong!

Do not use primary logo when the logo is being projected or faded due to low monitor contrast or similar visibility and contrast issues.

To fix this problem, you can either select a contrasting base color, or switch to the black and white logo to ensure good contrast on white.



Correct!

The logo is clear and visible, set in primary colors onto a backdrop which shows contrast.

Although the backdrop is not white, the colors have been adjusted accordingly to work with the design.





Wrong!

A color outside of the selected brand color scheme has been used. This is not recommended as it confuses the brand image.



Correct!

The logo is presented in its primary colors using the primary logo.



### What logo to use?

#### Primary logo

Use this logo when you have enough height to scale the logo so the tag line is clear and visible.



#### Alternative logo - No tag

Only use this logo when the name Solutionreach is used elsewhere in the creative or for internal use such as employee apparel.



#### Secondary horizontal logo

For use when creative restricts height but allows for a larger width.



#### Secondary horizontal logo - no tag

For use when creative restricts height but allows for a larger width and creative is too small to allow tag line to be clearly visible.






# 3.0

## Color Scheme

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colors should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colors, in addition to the colors within the assigned scheme.

		Pantone color ref.	CMYK	RGB	HEX
Primary Brand Color logo / highlight elements / accent		Pantone 382 C	29/ 1/ 100 / 0	195 / 213 / 0	#c3d500
Secondary Brand Color logo text / background / accent		Pantone 426 C	73/ 66/ 62 / 67	37/ 39 / 41	#252729
Third Brand Color highlighting / background/ second accent		Pantone 2995 C	80/ 12/ 1 / 0	0/ 167 /225	#00a7e1
Background / Base Color		Pantone Cool Gray 8 C	48/ 40/ 39 / 3	138/ 138 /141	#8a8a8d
Base Color		Pantone 123 C	0 / 0 / 0 / 0	255 /255 / 255	#ffffff

# 4.0

## Typography

The logo typeface is Proxima Nova, this font is not to be used elsewhere. Our primary typeface is Open Sans with a secondary Proxima Nova to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

## Logo Typeface

Open Sans [regular, light, bold, extra bold] [content/headlines/web/print](#)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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## Primary Typeface

Open Sans [regular, light, bold, extra bold] content/headlines/web/print

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&\*()i€#¢∞§¶•ªº-–\_ = + { } [ ] ; : / \ , . ~

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## Secondary Typeface

Proxima Nova [regular, light, ,thin, bold, black] content/headlines/print

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@£\$%^&\*()i€#¢∞§¶•ªº—\_ = + { } [ ] ; : / \ , . ~  
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