



BRAND GUIDELINES

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munkschool
OF GLOBAL AFFAIRS & PUBLIC POLICY



UNIVERSITY OF
TORONTO



Center for
Inclusive Growth

TABLE OF CONTENTS

THE GUIDELINES	3
REACH ALLIANCE MISSION	4
THE VISUAL IDENTITY	5
HORIZONTAL PREFERRED FORMAT	
STACKED FORMAT	
MINIMUM SIZE	
BUFFER ZONE	
CO-BRANDING	
BRAND COLOURS	11
TYPOGRAPHY	13
WORDMARK AND PHOTO USAGE	15
CHEVRONS	20
USAGE RESTRICTIONS	
COLLATERAL	23
WRITING STYLE	27
REACH ALLIANCE WRITING GUIDE	
INCLUSIVITY: LANGUAGE & PRACTICES	
WRITING REACH CASE STUDIES	
WRITING FOR THE WEB	



THE GUIDELINES

This guide provides clarity on how to use and implement the Reach Alliance brand. Design and writing are essential and dynamic ways to engage with our global community of student researchers, academics, faculty mentors, alumni, and key stakeholders from the private, public, and civil society sectors.

Our brand tells our story and defines who we are. It embodies our fundamental beliefs, mission and values and distinguishes us from the other institutions. Attentive and consistent use of this guide will strengthen the brand and reputation of the Reach Alliance as a student-led, faculty-mentored research initiative working to pursue the achievement of the Sustainable Development Goals (SDGs) by equipping and empowering the next generation of global leaders and changemakers.

In order to maintain the integrity of the Reach Alliance, precise application for the wordmark and writing style have been developed and must be followed. These standards exist to ensure that the recognition, value and impact of the Reach Alliance brand are maintained.

Therefore, this comprehensive guide serves as a foundation, outlining the elements of the brand architecture, visual identity, writing style, and provides sample applications that demonstrate the Reach Alliance's look, feel, and style.

For in-depth guidance related to the Reach Alliance writing style, [refer to this document](#).

REACH MISSION

The [Reach Alliance](#) investigates how to get [important stuff] to everyone, everywhere.

We pursue the full achievement of the Sustainable Development Goals (SDGs) by equipping and empowering the next generation of global leaders to create knowledge and inspire action on reaching the hardest to reach.

Our goal is for the Reach Alliance to be a leader and a prominent hub of inclusive knowledge production, creativity and innovation; a hub that augments the impact of the research produced by the Reach Alliance and prioritizes knowledge, knowers and ways of knowing that have been traditionally disengaged and marginalized from 'legitimate' academic knowledge, and that support the



creation of an exceptional and diverse network of partners around the world.

The Reach Alliance is housed at the University of Toronto's Munk School of Global Affairs & Public Policy in partnership with the Mastercard Center for Inclusive Growth.

THE VISUAL IDENTITY



THE VISUAL IDENTITY

Positive, Greyscale and Reverse Wordmark

Horizontal Preferred Format

This is the Reach Alliance primary logo and should be used whenever possible.



Greyscale



Reverse Wordmark



[Download the Reach Alliance logos](#)

THE VISUAL IDENTITY

Positive, Greyscale and Reverse Wordmark

Stacked Format

To be used only when size or format is an issue.



Greyscale



Reverse Wordmark



[Download the Reach Alliance logos](#)

THE VISUAL IDENTITY

Minimum Size, Buffer Zone

Minimum Size

In order to ensure legibility and visual presence, the Reach Alliance wordmark should never appear smaller than the minimum size of 1.5 inches.



Buffer Zone

The size of the buffer zone is equal to the height of the "R" in the wordmark. The buffer zone is always proportional to the size of the wordmark being used, and must not be altered.



THE VISUAL IDENTITY

Co-Branding

The Reach Alliance is affiliated with many organizations, including multiple academic institutions and private sector partners. It is in the interests of all parties to be represented properly, and for the relationship to be clear in the minds of your audiences.

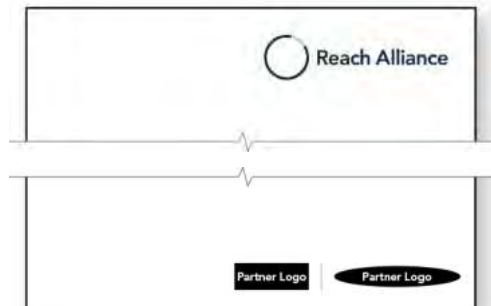
When we work with partners, the way we use our combined branding depends on the weight of balance in the relationship.

In most scenarios, the partner logos should be adequate, without the need for an additional logo. Should a new logo be required, contact the Reach Alliance Marketing Coordinator for guidance in the first instance.

Do not commission or design any logos without contacting the Reach Alliance first.

Reach Alliance as a lead partner

The Reach Alliance logo should appear in the top right corners and any partner logos should appear, on a horizontal axis or stacked vertically, in the bottom right-hand corner.



THE VISUAL IDENTITY

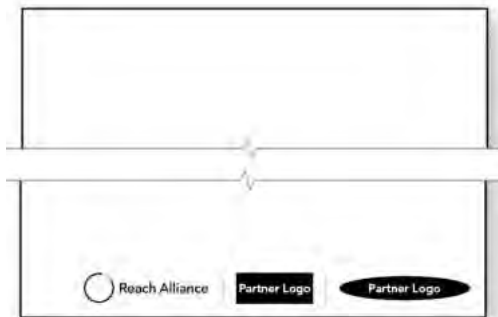
Co-Branding

Reach Alliance as an equal partner

The Reach Alliance logo should appear on a horizontal axis or stacked vertically, in the bottom right-hand corner. Equally size and space the logos. Where possible, place the Reach Alliance logo to the left or top of the series of logos.

Reach Alliance as a minor partner

Provide the lead partner with the Reach Alliance logo in .eps (for print) or .png format (for screen) at sufficient resolution. Do not send .jpegs or logos found online as they can be of poor quality. The lead partner will use their visual identity and place the Reach Alliance logo appropriately. Ask for proof to check they have used it correctly and in a way that reflects well on the Reach Alliance.



BRAND COLOURS



BRAND COLOURS

Colour Palette

Given the range of print and digital applications of the Reach Alliance wordmark, it is imperative to achieve the most accurate colour match possible to maintain the integrity of the brand. These colours represent the Reach Alliance brand.



Navy

PMS 655 C
PMS 655 U
CMYK 100, 70, 3, 56
RGB 0, 42, 92
HEX #002A5C



Light Blue

PMS 629 C
PMS 629 U
CMYK 34, 0, 15, 0
RGB 165, 219, 219
HEX #A5DBDB



Teal

PMS 7704 C
PMS 313 U
CMYK 84, 34, 29, 2
RGB 15, 133, 160
HEX #0F85A0



Black

PMS Black C
PMS Black U
CMYK 0, 0, 0, 100
RGB 35, 31, 32
HEX #231F20



White

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF



Royal

PMS 2131 C
PMS 2131 U
CMYK 93, 81, 4, 0
RGB 48, 77, 155
HEX #304D9B



Yellow

PMS 122 C
PMS 115 U
CMYK 0, 15, 100, 0
RGB 255, 212, 0
HEX #FFD400



Pink-Red

CMYK 16, 82, 33, 28
RGB 147, 64, 84
HEX #934054

Secondary Colours

TYPOGRAPHY



TYPOGRAPHY

Font

Avenir is the primary and preferred typeface for all Reach Alliance materials. This typeface is friendly, highly legible, and has a clean and timeless quality. It may be used for headings, body copy, small legal text, sidebars, forms, and presentations.

Avenir Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,**

Avenir Heavy

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,**

Avenir Medium

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,**

Avenir Roman

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,**

Avenir Book

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,**

Avenir Light

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,**

Avenir Black Oblique

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,***

Avenir Heavy Oblique

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,***

Avenir Medium Oblique

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,***

Avenir Roman Oblique

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,***

Avenir Book Oblique

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,***

Avenir Light Oblique

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,***

WORDMARK AND PHOTO USAGE



WORDMARK USAGE

Wordmark

The preferred use is the colour version of the wordmark. When using this version of the wordmark, the background colour should allow for maximum legibility.



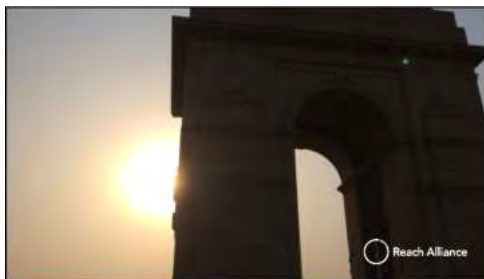
The greyscale wordmark may be used when there is a colour limitation (e.g., in a black and white ad, etc.). When using this version of the wordmark, the background colour should allow for maximum legibility.



WORDMARK USAGE

Wordmark

The reverse wordmark should only be used on a dark or solid background colour. The reverse wordmark must be highly legible when this version is used.



IMPROPER WORDMARK USAGE

When the wordmark is used on an image, always ensure that the wordmark is placed in a clear and uncluttered area. The wordmark should not be placed on a colour field or busy patterned background that hinders the wordmark's legibility.



PHOTO USAGE

Photos & Graphics

Photographs, images and graphics are some of the most commonly used brand assets. The use of imagery—whether that be photos, illustrations or graphics—builds credibility, amplifies a key message, tells a story and enhances the ability of a brand to engage with an audience.

Any Reach Alliance photos, images and graphics must ensure the correct usage of the wordmark (if owned) and brand colours; must be of the highest image quality; and must follow a visual hierarchy that is easy for the reader to follow.



PHOTO USAGE

Photos & Graphics

IMPROPER PHOTO AND GRAPHICS

When using photos or graphics, always ensure that the square or rectangle shapes are used. Never use a circle, especially when applying headshots.



CHEVRONS



CHEVRONS

Chevrans

As the Reach Alliance is housed at the University of Toronto's Munk School of Global Affairs, our brand incorporates the use of chevrons. The chevrons exist in single, double, triple and quadruple combinations. There is also a version where the chevrons come together to form an "x". These chevrons may only be used in the Reach brand colours, which are the navy, light blue, teal, black, white, royal, yellow and pink-red.

Chevrons and X



Quad



Triple



Double



Single



COLLATERAL

Banner & Podium Sign



Podium Sign



Podium Sign



Banner

WRITING STYLE



REACH ALLIANCE WRITING STYLE

Writing Guide

The Reach Alliance has established an extensive writing style guideline that must be adhered to at all times. The principles and practices described in this guideline apply to all types of written products, but the guide makes clear the cases in which practices for print and electronic publications differ from those for websites or other online products.

Style, as applied to written communications for the Reach Alliance, is the use of guidelines and rules that encourage consistency, comprehension and a common language. Applying the Reach Alliance writing style consistently across our channels helps to establish and maintain a credible and recognizable brand.

Because Reach style is intended to make Reach information products accessible to all users of English, it uses a mix of British and American writing styles and spelling, which means that no matter where readers learned their English, all must change some of their habits.

However, as the University of Toronto is the home of the Reach Alliance, the writing style draws heavily on a combination of standard internal and external resources, particularly the Canadian Press Stylebook, 18th Edition.

This brand guideline document will highlight [key writing style components. For the full writing style guide, download it here.](#)

INCLUSIVITY: LANGUAGE AND PRACTICES

Writing Guide

In keeping with U of T's and the Reach Alliance's commitment to equity and diversity, strive to be inclusive with your writing and formatting. Be aware of needs with regards to ability, and be mindful of sensitivities with regard to age, race, creed, personal appearance, religion, gender and other distinctions. Treat everyone equally and without stereotypes or assumptions. Keep in mind that language is fluid and always evolving, therefore, staying current and inclusive is an ongoing learning process.

[Download the guideline for more details and practical examples.](#)



WRITING REACH CASE STUDIES

Writing Guide

Reach case studies are “intentionally multidisciplinary, drafted specifically to tackle each question from as many angles as possible.” They should also be reader-friendly—as accessible as possible, free of academic and technical jargon. The ideal study has a narrative hook or even journalistic style.

GENERAL BEST PRACTICES:

- Use active voice, not passive.
- Shorter sentences are easier to read. The same goes for words. You don’t need to use polysyllabic words like polysyllabic.
- Begin with the important stuff and stick with it! Remember: Who, What, When, Where, How. You want to try to hook your reader by putting your main point upfront.
- Please aim for minimum references—Reach case studies aim for accessibility and readability rather than heavy documentation. If a reference is crucial, it will be in the form of a footnote. Generally, references are needed when introducing, using or referring to someone else’s work or idea.
- All references to articles from journals or chapters from books should contain inclusive page numbers.

[Download the guideline for more details and practical examples.](#)

WRITING FOR THE WEB

Writing Guide

People read differently online than they do when reading print — when viewing a webpage, they scan for information rather than read paragraphs word-for-word. Though some users will engage with your content more closely, most will only read 20–28 percent of the words on your web page. Therefore, it is important to make your content scannable, simple and easy to read.

VOICE

We understand that our various deliverables (i.e., research case studies, newsletters, social media content) may have slightly different primary audiences and goals.

We are making the following recommendations regarding voice, but overall advise that whatever voice you choose remains consistent throughout all content.

- Use the second-person narrative voice.
- Use the active voice.
- Be clear and concise. Whenever possible, opt for clear, simple words. Avoid complicated, flowery language. If a word or phrase can be replaced by a clearer equivalent, opt for the clearer language.

[Download the guideline for more details and practical examples.](#)

WRITING FOR THE WEB

Writing Guide

TONE

Tone is the mood or sentiment behind your writing. It is how you come across to your reader. Think of your speaking voice and how it changes when you are happy, sad, angry or confused. While tone changes depending on the situation, the voice remains consistent.

For the most part, the Munk School aims to keep a neutral tone in our writing — that is, writing that is factual, informational and not emotionally charged. But there are some instances where a different [tone is appropriate. See the following sample chart for guidance on choosing tone or download the guide.](#)

Content Type	Purpose	Tone
Recruitment post	To inform about an initiative or new research	Neutral (inform your audience, but let the subjects in your story inject sentiment, if there is one to be had)
Recruitment post	To attract prospective students to apply for your program	Warm, friendly
Application deadline	To inform about important deadlines	Firm
Event invitation	To attract potential attendees to your event	Warm, enticing (use your language to build excitement/anticipation)



Reach Alliance



Reach Alliance

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