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Reach Alliance

Brand Guidelines

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Reach Alliance

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.

1.0 The Guidelines

Reach Alliance

The Guidelines

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.

The Reach Alliance is a global research and leadership initiative examining how critical interventions and innovations reach the hardly reached – including populations that are left behind due to geography and infrastructure, accessibility or refugee status, or because they are administratively invisible.

2.0 The Mission

Reach Alliance

The Mission

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

The Reach Alliance recruits top students, **equipping the next generation of leaders to produce actionable insights, addressing some of the world's most pressing problems.**

Our global university network includes: Ashesi University, the University of Cape Town, Tecnológico de Monterrey, Singapore Management University, University College London, University of Melbourne, University of Oxford, and University of Toronto.

We prioritize knowledge, knowers and ways of knowing that have been traditionally disengaged and excluded from so-called 'legitimate' academic knowledge, and together that foster an exceptional and diverse network of partners around the world.

The Reach Alliance was created in 2015 by the University of Toronto's Munk School of Global Affairs & Public Policy, in partnership with Mastercard's Center for Inclusive Growth

A logo is one of the most important elements of a brand identity. It is a visual representation of a company's values, mission, and vision. The primary logo is the main logo used by a brand to identity itself. It is often the logo seen in all aspects of a company's marketing, from advertising to web design. ***Note: 'Reach Alliance' not 'REACH Alliance'**

3.0

The Visual Identity

Reach Alliance

3.1 Logo: Horizontal Format

The horizontal format of the Reach Alliance logo is **preferred** and should be used whenever possible.

Original/Default	Reach Alliance
Grayscale	Reach Alliance
Reverse Wordmark	Reach Alliance

3.2 Logo: Stacked Format

The stacked logo format is **ONLY** to be used when size or format is an issue.

Original/Default	Reach Alliance
Grayscale	Reach Alliance
Reverse Wordmark	Reach Alliance

3.3 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.**

1.5 Inches

1.5 Inches

3.4 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.

3.5 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.**

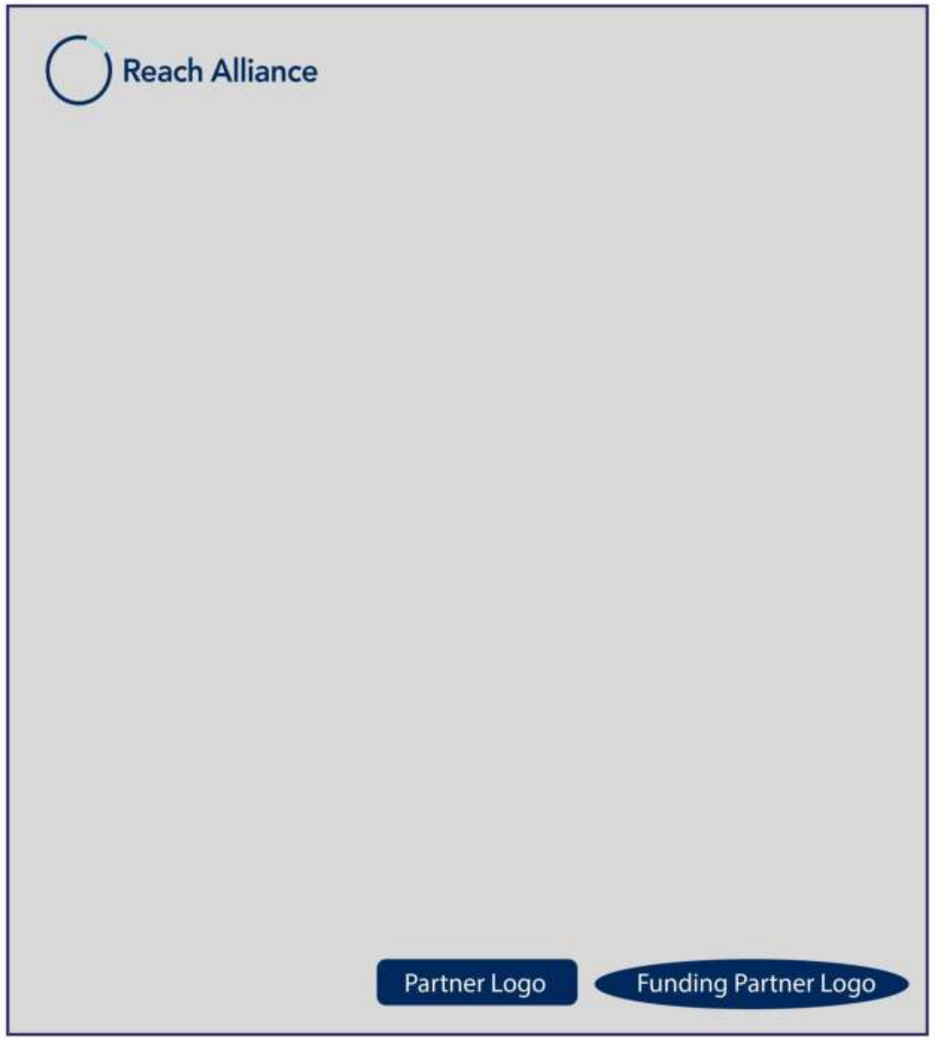
In most scenarios, the partner logos should be adequate, without the need for an additional logo. Should a new logo be required, contact the Reach Alliance Marketing Coordinator for guidance in the first instance.

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

3.5 Co-branding

Reach Alliance as a **lead partner**

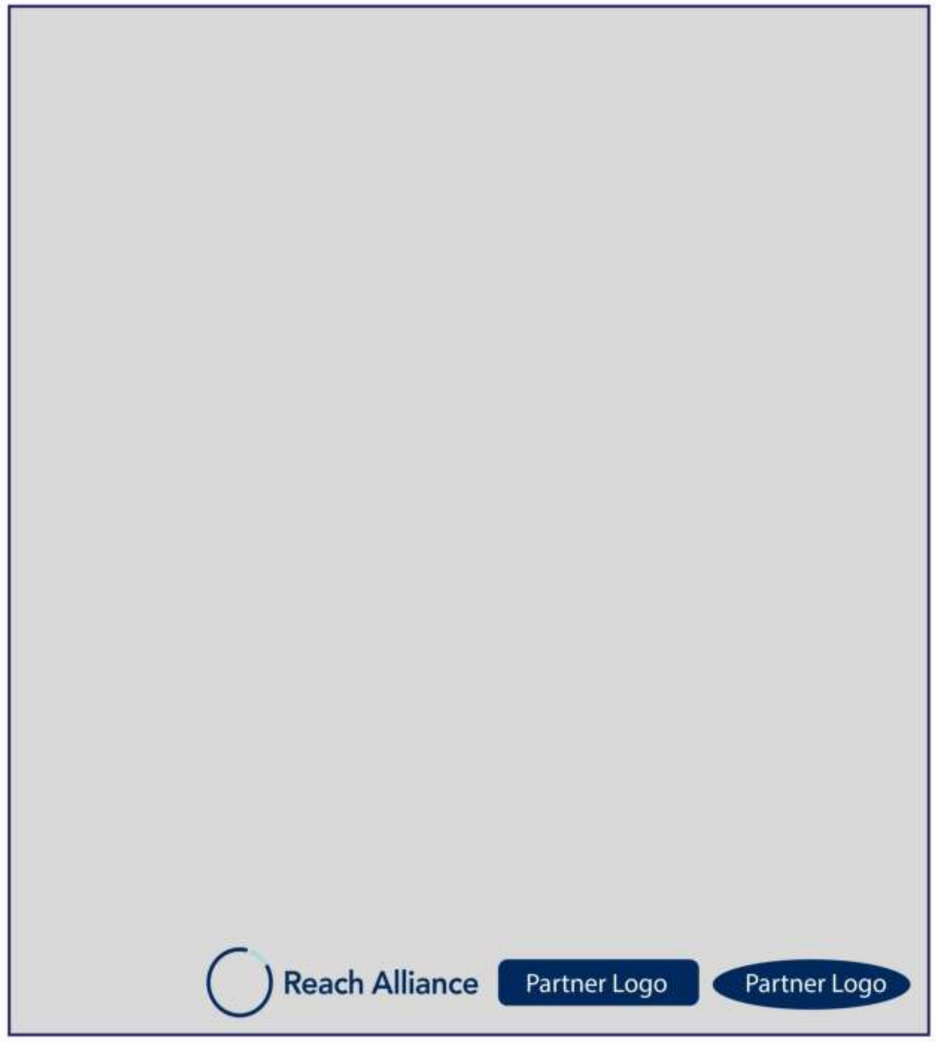
The Reach Alliance logo should appear in the **top left corner** and any partner logos should appear, on a horizontal axis or stacked vertically, in the bottom right corner. Funding partners appear as backstop logos.



3.5 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 logos **to the left or top of these series of logos.**



3.5 Co-branding

External events logo ordering:

Reach Alliance | UNIVERSITY OF TORONTO | Center for Inclusive Growth

Internal events logo ordering:

Reach Alliance | munk school OF GLOBAL AFFAIRS & PUBLIC POLICY | UNIVERSITY OF TORONTO | Center for Inclusive Growth

3.5 Co-branding

Academic Partner logos

All 8 academic partner logos are listed in alphabetical order after the Reach Alliance logo and ending with funding partner logos.

If one academic partner is contributing more to an event (for example hosting), preference regarding the order is given to them.

3.5 Co-branding

Reach Alliance as an **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.

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.

4.0 Brand Colours

Reach Alliance

4.1 Primary Colours

Primary colours are to be used primary graphical elements, background colours, as font colours, and text boxes. Use CMYK for print and RGB for digital.

Navy Blue	Teal Blue	Royal Blue	Light Blue
PMS 655 C PMS 655 U CMYK 100, 70, 3, 56 RGB 0, 42, 92 HEX #002A5C	PMS 7704 C PMS 313 U CMYK 84, 34, 29, 2 RGB 15, 133, 160 HEX #0F85AD	PMS 2131 C PMS 2131 U CMYK 93, 81, 4, 0 RGB 48, 77, 155 HEX #304D98	PMS 629 C PMS 629 U CMYK 34, 0, 15, 0 RGB 165, 219, 219 HEX #A5DBDB
100%	100%	100%	100%
60%	60%	60%	60%

4.2 Secondary Colours

Secondary colours are to be used as accent colours, for shape borders, secondary font, and minor details.

White	Black	Yellow	Magenta
CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #FFFFFF	PMS Black C PMS Black U CMYK 0, 0, 0, 0 RGB 35, 31, 32 HEX #231F20	PMS 122 C PMS 115 U CMYK 0, 15, 100, 0 RGB 255, 212, 0 HEX #FFD400	CMYK 16, 82, 33, 28 RGB 147, 64, 84 HEX #934054
100%	100%	100%	100%
60%	60%	60%	60%

4.3 Colour Accessibility

The significance of accessibility

Designing with accessible colors is important because it ensures people with visual impairments can understand your content. It removes barriers and provides an equal opportunity for everyone — regardless of circumstances — to engage with your designs.

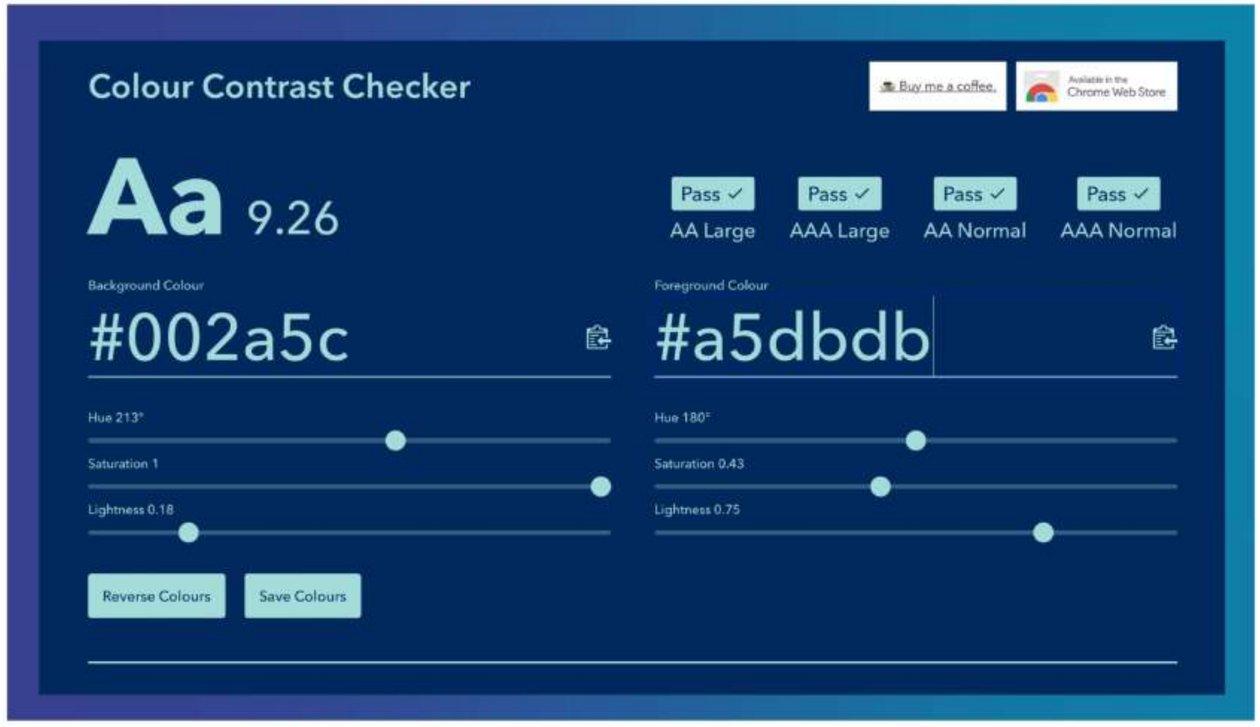
To determine if a color is accessible, you can check its contrast ratio against the colors you're pairing it with. There are several free online tools that can help you do this.

4.3 Colour Accessibility

Resources

There are various resources online to check whether colours chosen provide the maximum amount of contrast for legibility.

TPGi colour contrast analyzer



https://colourcontrast.cc

4.3 Colour Accessibility

The following font to background colour combinations of Reach Alliance's brand colours pass the WCAG 2.1 contrast ratio of 4.5:1 and can be used when designing assets and collateral.

White Light Blue Yellow	White	White Yellow	Black Navy Blue
	Black Navy Blue Royal Blue Magenta	White Yellow	

*Note: These combinations apply to colours at 100% opacity

Reach Alliance

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.

5.0 Typography

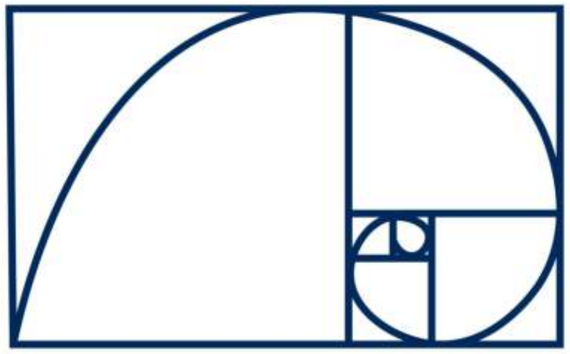
Reach Alliance

5.1 Typeface: Avenir

Avenir Black	***Avenir Black Oblique***
Avenir Heavy	***Avenir Heavy Oblique***
Avenir Medium	*Avenir Medium Oblique*
Avenir Roman	*Avenir Roman Oblique*
Avenir Book	*Avenir Book Oblique*
Avenir Light	*Avenir Light Oblique*

5.2 Font size hierarchy

The **golden ratio**, also known as the golden mean or phi, is a mathematical constant approximately equal to 1.61803398875. It has been observed and utilized in various aspects of life, including art, architecture, design, and nature, for its unique properties and aesthetic appeal.



Artists and designers have long been drawn to the golden ratio because of its aesthetic appeal, and **it is believed to create a sense of balance and harmony in compositions.**

Header ------▶ Font size **139**

Subheading -----▶ Font size 139/1.618**=86**

Body - - - - - - - - - - - - - - - - ▶ Font size 86/1.618**=53**

We use photography as a tool to connect to many aspects of our business and as a meaningful component of our brand experience. It is crucial to choose photos that represents our company in the best possible light and generally captures the work we support.

6.0

Wordmark and Photo usage

Reach Alliance

6.1 Wordmark Usage

Colour 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 (high contrast).**

Greyscale wordmark

The greyscale wordmark may be used when there is 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 (high contrast).**

6.1 Wordmark Usage

Reverse 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.

6.2 Photo Usage

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.

6.3 Ethical Photo Usage

Ethical photo usage is when photos are used in a **responsible and respectful manner that respects the rights of the photographer, the subjects of the photos and the viewers.** This includes ensuring that the photos are used with permission, credited properly and not taken out of context. It also means that the photos should not be used to shame or ridicule anyone, or to misinform or mislead viewers.

Photographers must approach sensitive subjects, such as violence, poverty, or marginalized communities with utmost empathy and respect for the individuals involved. Sensationalizing or exploiting such situations for personal gain is highly unethical. Instead, **photographers should aim to raise awareness, challenge stereotypes, and promote social change through their images.**

6.3 Ethical Photo Usage

Ethical Photo Usage Checklist:

1. I've considered whether taking photographs/videos is acceptable within a given community/country and whether any kind of imagery is culturally unacceptable (e.g., not taking photos of art or religious objects).

2. I've considered the cultural expectations of privacy and photo/videography.

3. I've considered the power dynamics of who is behind the camera in relation to who is in front of the camera (e.g., socioeconomic status, citizenship, profession, agency, gender, religion, political affiliation, health status, education, etc.) and how I can mitigate any power imbalances.

4. I've explained where, how, and for what purpose the photographs/videos will be used with the understanding that the person I'm photographing can stipulate conditions and decline consent without consequence.

6.3 Ethical Photo Usage

5. I've considered the following when capturing a photo/video:

High angle: participants may appear weak, inferior and helpless

Eye-level: least amount of inferiority or superiority

Low angle: participants may appear powerful and strong

Activity of the subject: Work with participants of all abilities to identify their preferred level of activity in the image/video. In general, images/videos of people in action/motion can convey agency and vitality.

Anonymity: Ask if the participant wants their face to be shown. If someone requests that their face not be shown, it is possible to capture quality photos/videos that still protect their identity. This is especially important in healthcare settings.

6.4 Headshots and Photographs

When using photographs, always ensure that the **square or rectangular shapes are used.** Never use a circle, especially when applying headshots.

As the Reach Alliance is housed at the University of Toronto's Munk School of Global Affairs, our brand incorporates the use of chevrons. We also incorporate the use of rounded edges over sharp edges for boxes aside from those used for photography and headshots.

7.0

Graphical Elements

Reach Alliance

7.1 Chevrons

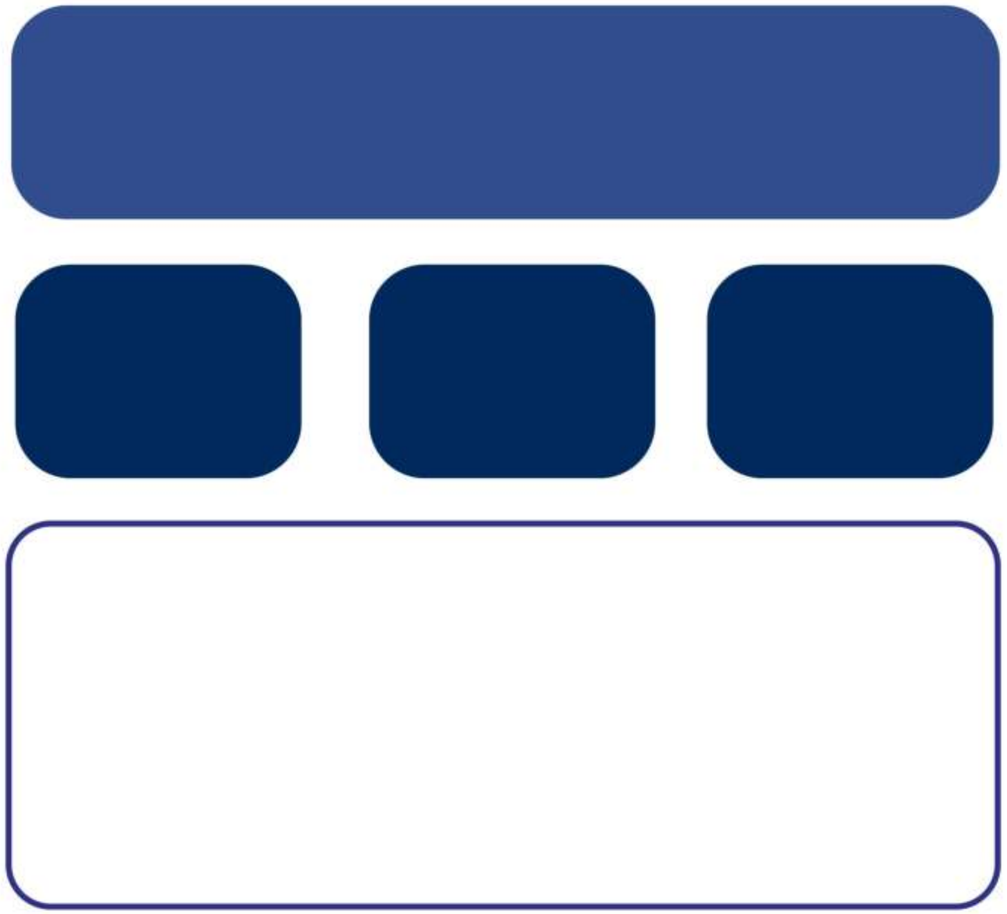
The chevrons exist in single, double, triple and quadruple combinations. There is also a version where the chevrons come together to form an "x".

Single Double Triple Quad

Chevrons and X

7.2 Shapes

For shapes used as graphical element accents or as text boxes, rounded corners are preferred over sharp edges because rounded corners are easily cognitively processed, as demonstrated by UI/UX research.



It's your turn to be creative.

Reach Alliance