

Reach Alliance Brand Guide

The principles, standards, and tools that guide clear, consistent, and cohesive communication across all Reach Alliance materials and platforms.



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Brand Guidelines

This brand guide provides direction on the consistent use and application of the Reach Alliance brand. Thoughtful design and clear, purposeful writing are essential to how we communicate our work and engage our global community of students, researchers, faculty mentors, alumni, and partners across the private, public, and civil society sectors.

Our brand reflects who we are, what we stand for, and the impact we strive to achieve. It expresses our mission, values, and distinctive approach, while building recognition and trust among our audiences. Consistent application of these guidelines strengthens the Reach Alliance's reputation as a student-led, faculty-mentored global research initiative that equips and empowers the next generation of leaders and changemakers.

To protect the integrity and consistency of the Reach Alliance brand, standards have been established for the use of our visual identity and digital presence. Adhering to these standards helps ensure that communications and outputs reinforce the quality, credibility, and impact of the Reach Alliance.

This guide serves as the foundation for our brand, outlining our brand architecture and visual identity, while providing practical examples that demonstrate the Reach Alliance's overall expression.

The Reach Alliance Boilerplate

The Reach Alliance is a consortium of global universities — with partners in Australia, Canada, Ghana, Kenya, Mexico, Singapore, South Africa, United Kingdom, and the United States — developing the leaders we need to solve urgent local challenges of the hard to reach — those underserved for geographic, administrative, or social reasons. Working in interdisciplinary teams, Reach’s globally minded students use rigorous research methods to identify innovative solutions to climate, public health, and economic challenges. Research is conducted in collaboration with local communities and with guidance from university faculty members, building capacity and skills among Reach’s student researchers. The power of the Reach Alliance stems from engaging leading universities to unleash actionable research insights for impact. These insights have been published in academic journals and taken up by policymakers and sector leaders 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 the Mastercard Center for Inclusive Growth. It is guided by an advisory council of leaders in academia, and in the private, public, and nonprofit sectors who help to drive impact, influence and scale, and support fundraising efforts.

For more information on writing standards and conventions, see the Reach Alliance's [Writing Guide](#).

If you have any questions, get in contact with the Reach Alliance at reachalliance.munk@utoronto.ca.

Visual Identity

The logo is one of the most recognizable elements of the Reach Alliance brand. It serves as a visual expression of our identity, reflecting our mission, values, and purpose. The primary logo is the principal brand mark and should be used across all communications and applications whenever possible. Consistent use of the primary logo strengthens brand recognition and reinforces the Reach Alliance's visual identity across print, digital, and environmental materials.

Logo: Horizontal Format

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

Original/Default	
Grayscale	
Reverse Wordmark	

Logo: Stacked Format

Original/Default	
Grayscale	
Reverse Wordmark	

Size

To ensure legibility and visual presence, the Reach Alliance wordmark, no matter which kind you use, 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.



Co-branding

The Reach Alliance collaborates with academic institutions, private sector organizations, and partners across the public and civil society sectors. It is important that all organizations are represented accurately and consistently, and that the nature of each partnership is clearly communicated to our audiences.

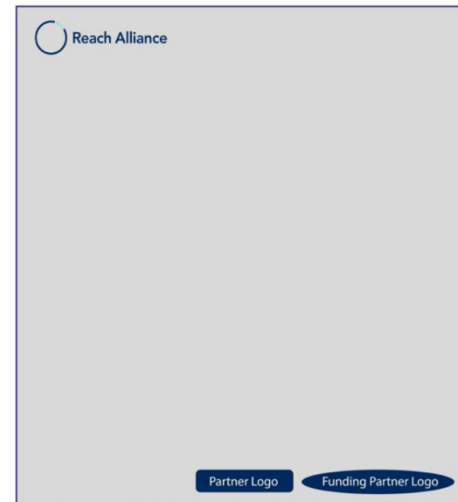
When presenting the Reach Alliance alongside partner organizations, the use of logos and co-branding should reflect the nature and balance of the relationship. In most cases, the approved

Reach Alliance logo and partner logos are sufficient, and the creation of a new or combined logo is not necessary.

If a new logo, lockup, or co-branded mark is being considered, contact the Reach Alliance Communications Team before beginning any design work. Do not commission, create, or modify logos or co-branded visual identities without prior approval from the Reach Alliance.

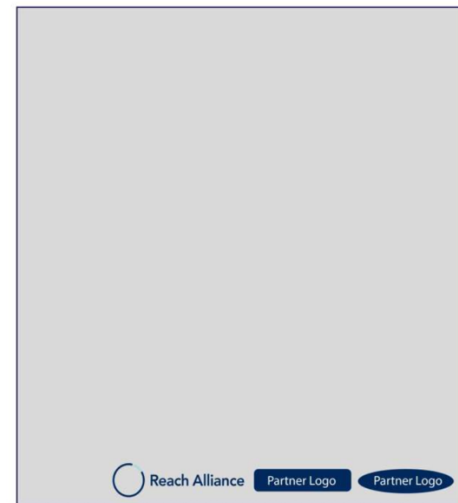
Reach Alliance as a Lead Partner

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.



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.



Academic Partner Logos

All 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.

Reach Alliance as a Minor Partner

Provide lead partners with the approved Reach Alliance logo in the appropriate file format for its intended use: .eps for print applications, and .svg or .png for digital use. Always supply logo files at the required resolution to ensure high-quality reproduction. When possible, do not use or distribute .jpg files or logos sourced from websites or other online materials, as they are often low resolution or may not reflect the current approved brand assets.

When a partner organization is leading a communication or initiative, it should use its own visual identity and incorporate the Reach Alliance logo in accordance with these brand guidelines. Whenever possible, request a proof or draft for review to ensure the Reach Alliance logo is used correctly and presented in a manner that accurately reflects and upholds the Reach Alliance brand.

Brand Colours

To maintain the integrity and consistency of the Reach Alliance brand, the approved brand colours must be reproduced as accurately as possible across all print and digital applications. Consistent use of these colours strengthens brand recognition and ensures the Reach Alliance is presented clearly and cohesively across all outputs.

Primary Colours

Primary colours are to be used in 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%

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%

Colour Accessibility

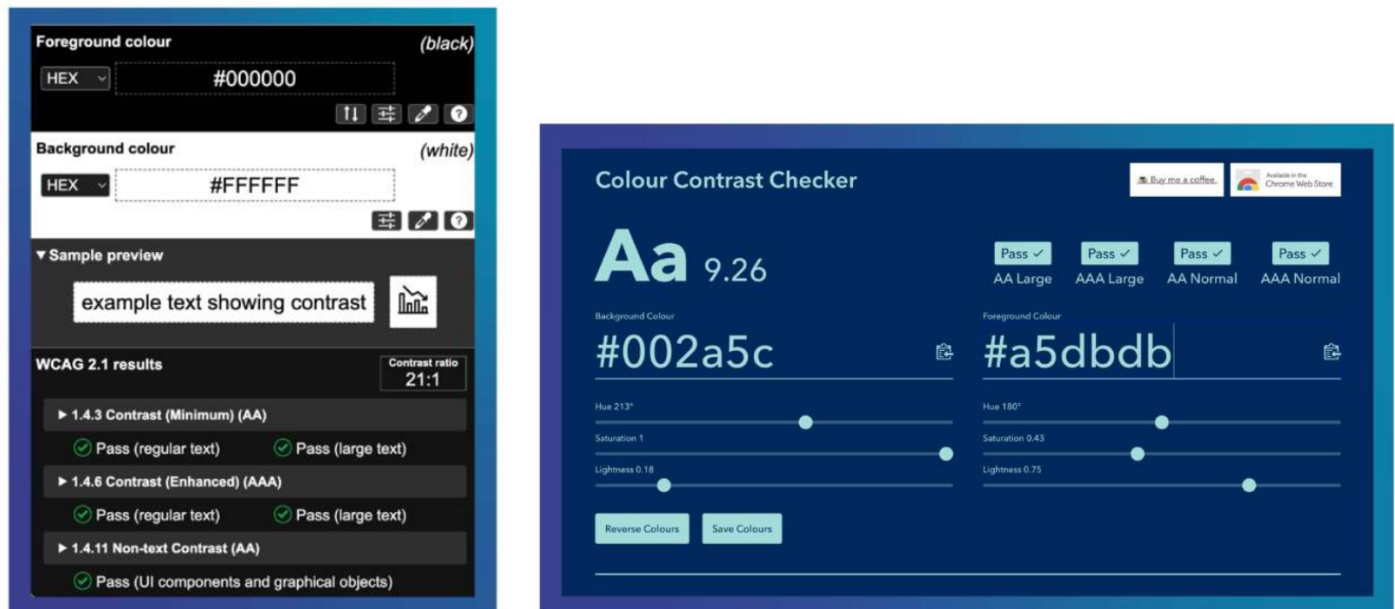
The Significance of Accessibility

Using accessible colour combinations is an essential part of inclusive design. Ensuring sufficient colour contrast helps people with visual impairments and other accessibility needs engage with and understand our communications, reducing barriers and creating a more equitable experience for all audiences.

To assess colour accessibility, check the contrast ratio between colour combinations to ensure they meet recognized accessibility standards. A range of free online tools is available to help evaluate contrast and support informed design decisions.

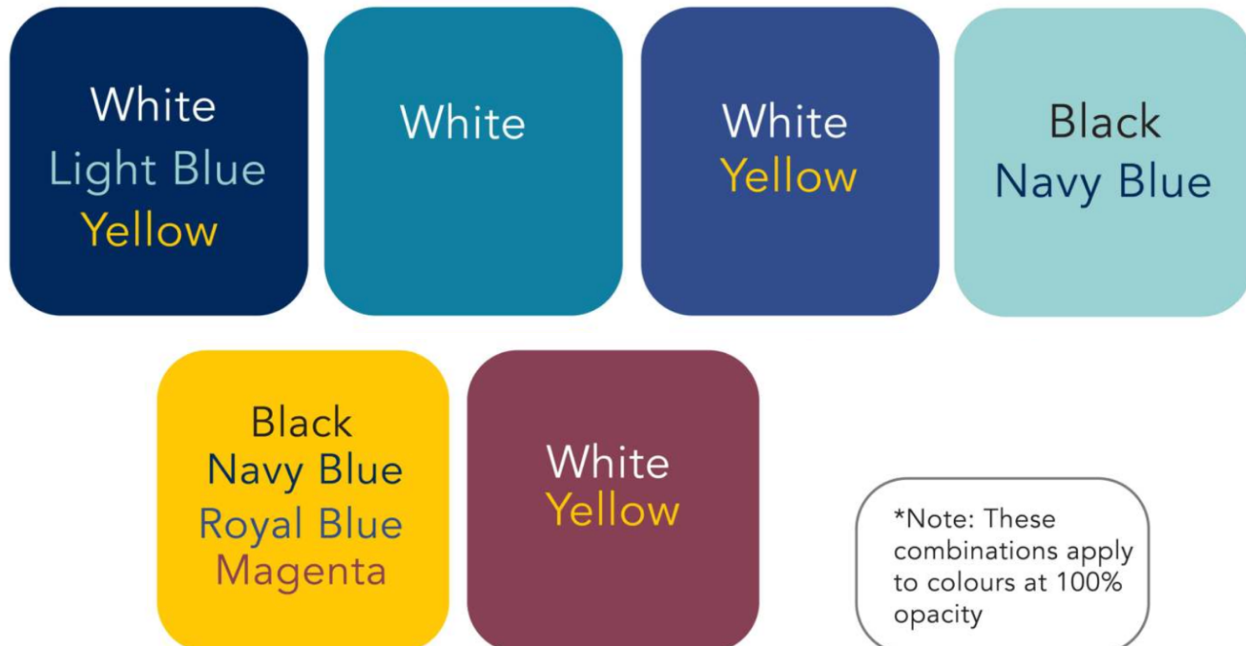
Resources

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



Left to right: TPGi colour contrast analyzer and <http://colourcontrast.cc>

The following font to background colour combinations of the 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.



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

Typography

Avenir is the primary and preferred typeface for all Reach Alliance communications and materials. Its legibility, clarity, and versatility make it well suited for a wide range of applications, including headlines, body copy, legal text, sidebars, forms, presentations, and other branded materials.

Typeface: Avenir

Avenir Black	<i>Avenir Black Oblique</i>
Avenir Heavy	<i>Avenir Heavy Oblique</i>
Avenir Medium	<i>Avenir Medium Oblique</i>
Avenir Roman	<i>Avenir Roman Oblique</i>
Avenir Book	<i>Avenir Book Oblique</i>
Avenir Light	<i>Avenir Light Oblique</i>

Font Size Hierarchy

The golden ratio, also known as the golden mean or phi, is a mathematical proportion of approximately 1.618:1 that has been applied across disciplines including art, architecture, design, and nature. Its balanced relationship between elements has long been recognized for creating a sense of proportion and visual appeal.



In typography, the principles of the golden ratio can help establish a clear and balanced hierarchy between text elements, such as headlines, subheadings, and body copy. Applying thoughtful scale and proportion creates structure, improves readability, and ensures communications feel consistent and visually cohesive across Reach Alliance materials.

Header	-----> Font size 139
Subheading	-----> Font size $139/1.618=86$
Body	-----> Font size $86/1.618=53$

Wordmark, Photo Usage, Graphic Elements, and Shapes

Photography is an important component of the Reach Alliance brand experience, helping us communicate our mission, showcase our impact, and connect with our global community. Images should be selected with care to authentically represent the people, partnerships, and research initiatives we support.

Photo Usage

Photography, imagery, and graphics are essential components of the Reach Alliance brand toolkit. Whether through photographs, illustrations, or other visual elements, thoughtfully selected imagery helps build credibility, communicate key messages, tell meaningful stories, and strengthen engagement with our audiences.

All Reach Alliance imagery must align with our visual identity standards. Where applicable, the correct use of the wordmark and approved brand colours must be maintained. Images should be high quality, purposeful, and organized according to a clear visual hierarchy that supports accessibility, readability, and effective communication.

Ethical Photo Usage

Ethical photography means using images responsibly and respectfully, while recognizing the rights, dignity, and perspectives of photographers, subjects, and audiences. All photography should be captured and used with appropriate permission, properly credited where required, and presented in a way that is accurate and respectful of the context in which it was created.

Images should never be used to exploit, stereotype, shame, or misrepresent individuals or communities. When documenting sensitive topics, including poverty, health, conflict, or experiences of marginalized communities, photographers and content creators must approach their work with empathy, cultural awareness, and respect. Images should aim to highlight dignity, agency, and lived experiences while contributing to greater understanding and positive social impact.

Ethical Photography Checklist

Respect local and cultural contexts

- Ensure photography or videography is appropriate within the community or country where it takes place.
- Be mindful of cultural, religious, and community-specific practices, including restrictions on photographing certain locations, objects, or activities.
- Respect local expectations around privacy and image sharing.

Obtain informed consent

- Clearly explain how, where, and why images or videos will be used.
- Ensure participants understand their right to decline participation or set conditions for the use of their image.
- Obtain consent before capturing or publishing identifiable images.

Consider power dynamics

- Reflect on the relationship between the photographer and the participant, including differences in status, background, identity, or circumstances.
- Take steps to minimize power imbalances and ensure participants are represented with dignity, agency, and respect.

Consider how an image is captured as it can influence how a person is perceived

- High angle: May unintentionally portray subjects as vulnerable, dependent, or lacking agency.
- Eye level: Generally creates a balanced and respectful representation.
- Low angle: May convey strength, confidence, or authority.

Protect privacy and anonymity

- Confirm whether participants are comfortable having their faces or identifying features shown.
- Respect requests for anonymity and use appropriate methods to protect individuals' identities when required.
- Exercise additional care when capturing images in sensitive contexts, including healthcare settings or situations involving vulnerable individuals.

Whenever possible, imagery should portray participants as active contributors rather than passive subjects. Consider how composition, movement, environment, and context can communicate dignity, capability, participation, and agency. By following these principles, the Reach Alliance's imagery can tell authentic and respectful stories that honour individuals, build understanding, and reflect our commitment to ethical and responsible engagement.

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).



Grayscale Wordmark

The grayscale 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).



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.



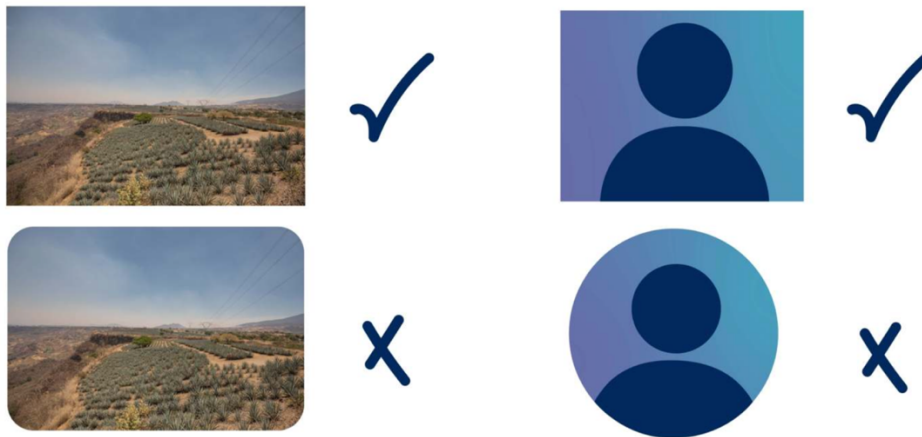
Improper Wordmark Usage

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.



Headshots and Photographs

When using photography, always apply images within approved square or rectangular formats to maintain consistency with the Reach Alliance visual identity. Circular image treatments should not be used, particularly for headshots or profile photography.



Shapes

When using shapes as graphic accents or text containers, rounded corners are preferred over sharp edges. Rounded corners are preferred over sharp edges because they are easily cognitively processed, as demonstrated by UI/UX research.



