



# Take2

Brand identity.

## **Take2 brand strategy.**

### **What we do**

Take2 is a social venture that provides justice-impacted individuals with the support, resources and opportunity to improve their quality of life.

### **Brand purpose**

Unlock the full potential within the justice system by giving individuals a second chance to succeed in life.

### **Brand values**

Empathetic, empowering, committed.

### **Tone of voice**

We talk like a human, not an institution.  
We use language that is empowering and inclusive.

### **Brand personality**

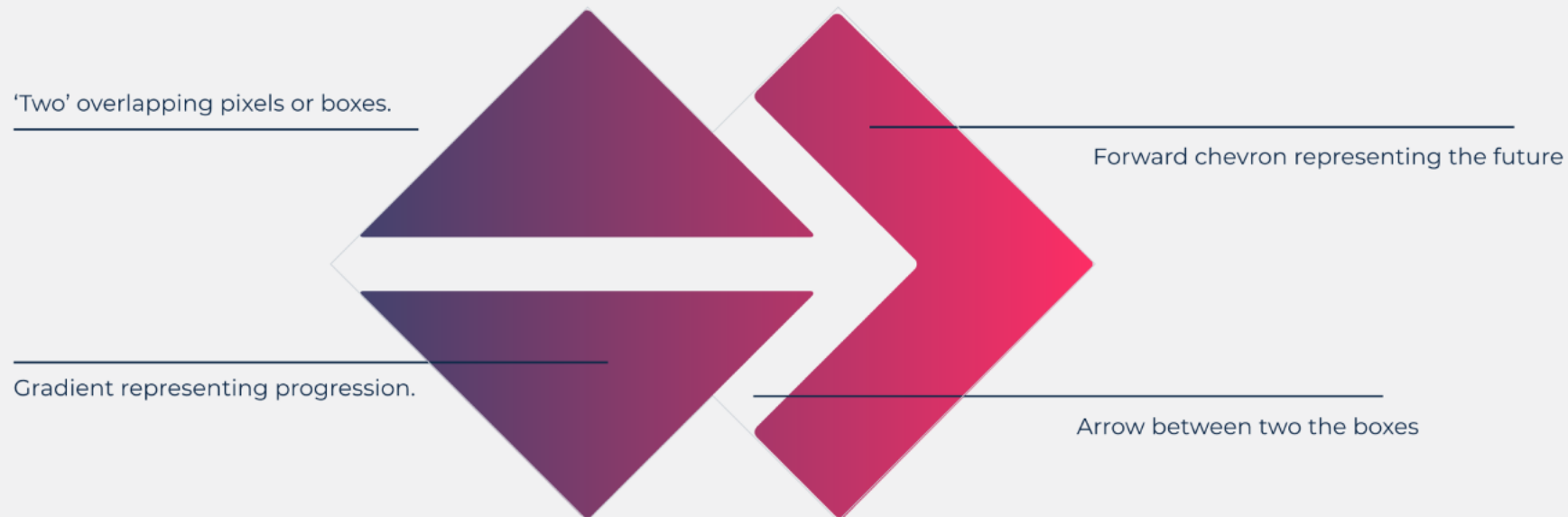
We are human, showing real people.  
We are optimistic, showing positive outcomes.

### **Audience**

Employers, funders, corrections, students, community.

An arrow cuts through two overlapping squares providing forward momentum and transformation.

It forms an ownable symbol that can be used throughout the brand.



## Take2 logo.

The symbol and wordmark come together in the stacked logo. The symbol is large and nestles itself into the wordmark.





## Take 2 colours.

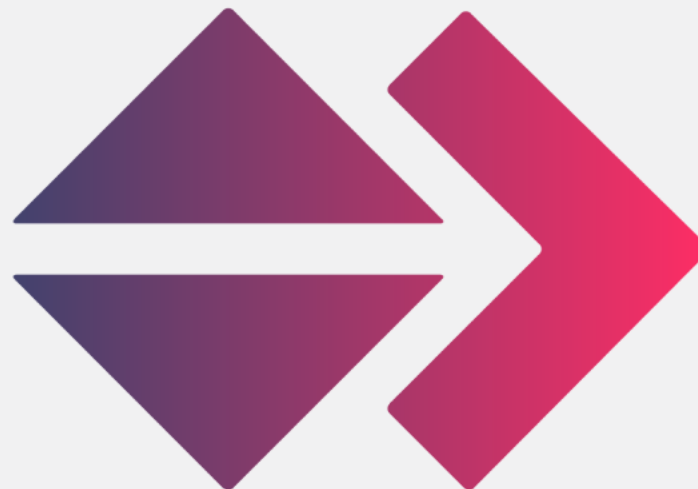
Our colours and gradient represent  
a positive transformation.

Ink Blue  
C85 M80 Y30 K15  
R65 G66 B109  
#41426d



Base Blue  
C100 M85 Y40 K40  
R14 G41 B73  
#0e2949

Crimson  
C0 M90 Y40 K0  
R255 G45 B101  
#ff2d65



Ink Blue to Crimson gradient on gradient.

## Take 2 fonts.

Recoleta is your friendly headline font in blue or white. Montserrat is your technical body font.

Recoleta

# Rehabilitate, reconnect, reset.

Montserrat (Google Font)

Subhead line here and here.

Bodycopy we teach code to those needing a second chance, creating meaningful employment opportunities and postive community outcomes.

## Take 2 icons.

A consistent set of line icons that to use through the journey.



**61%**

Recidivism rate after  
two years of release



People



Money



Investment



Agreement



Tutor



Education



Goal



Pathways



Incarceration



Courts



Job search



CV check



Contract



Paycheck



Reduction



Pie chart



Identity



Online footprint



Applicant



Reintegration



## Take 2 infographics

### The problem.



**120,000**

Annual cost to house a prisoner



**15,000**

People released from prison every year



**61%**

Recidivism rate after two years of release



**80%**

Unemployment rate after one year of release

### The opportunity.



**100%**

Reduction in reoffending through similar coding programmes in the US and UK



**7,800+**

Computer system design jobs created over the past 5 years



**73%**

Of companies reported these job vacancies were hard to fill, more than any other sector in NZ

## Take 2 infographics



## Take 2 brand identity.

Showing the elements coming together across some brand touchpoints.

Using a base mix of blue or white with accent colours.

The symbol creates a focal point and works well with diagonal crops.

