DESIGN AND BRAND GUIDELINES

The brandbook for Reach Bar

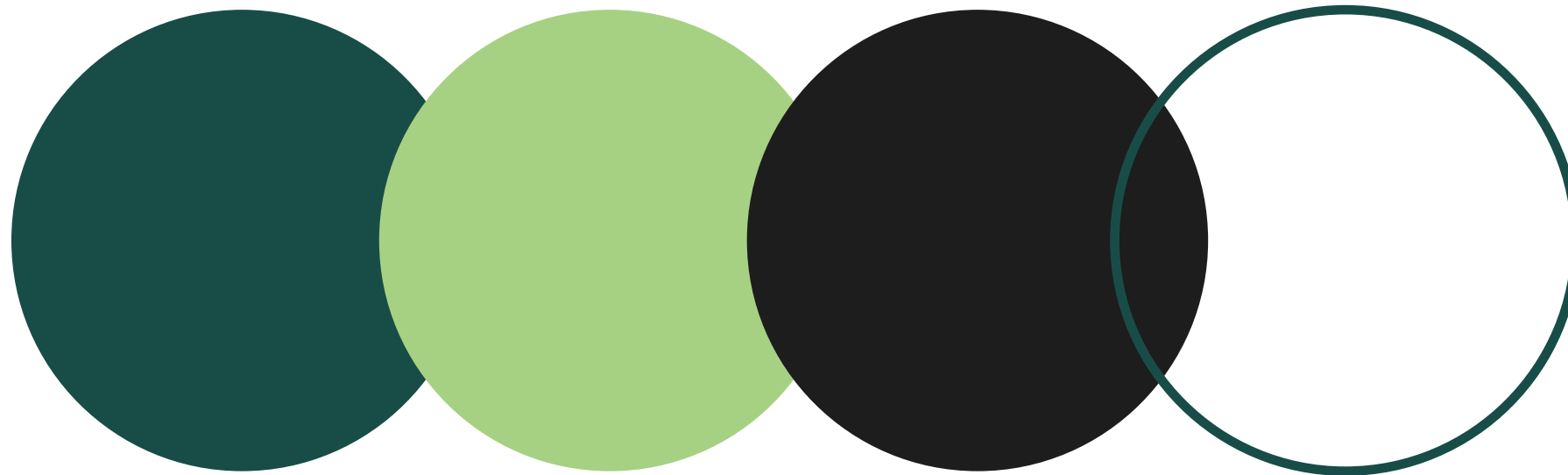Version 1.0

REACH BAR

MISSION

Reach Out.

Reach Bar strives to bridge the food insecurity gap by providing nutritional products that give back to the local community through partnering with local non profit organizations.

Our core values involve nutrition and well being, transparency, and charity.

COLORS & TYPOGRAPHY

COLORS

#184D47
RGB(24,77,71)
CMYK(69%,0%,8%,70%)

#A8D282
RGB(168,210,130)
CMYK(20%,0%,38%,18%)

#1E1E1E
RGB(30,30,30)
CMYK(0%,0%,0%,88%)

#FFFFFF
RGB(255,255,255)
CMYK(0%,0%,0%,0%)

TYPOGRAPHY

NOVECENTO SAN CONDENSED DEMIBOLD

Main Header, VA 76

BRANDON GROTESQUE BLACK

Sub Header, VA 72

Brandon Grotesque Regular

Body, VA 33

LOGO

REACH BAR

LOGO COLORS

The Full Color logo is the preferred representation of the logo.

The One Color logo is for use when printing only one spot color other than black.

The Black logo is to be utilized in instances where the Full Color logo cannot be used such as printing in greyscale.

The White logo can be used on dark backgrounds. The preferred presentation of the white logo is on the Reach Bar dark green.

Full Color

One Color

Black

White

ICON USAGE

If the Reach Bar brand has already been established, the icon can be used on its own. While the icon can exist without the logo, the logo should never exist without the icon. The icon color follows the established logo color guide.
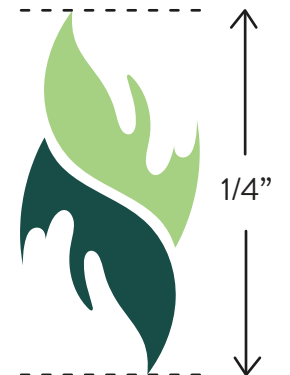
Full Color

One Color

Black

White

CLEARSPACE

The logo and the icon's clearspace is equal to a third of the height of the icon (marked as x in the diagram). The provided artwork must be used at all times.

MINIMUM SIZE

The logo should never be reproduced smaller than one inch wide, or an equal pixel size to the resolution you are working in when used for web. The icon should never be smaller than 1/4 of an inch.

INCORRECT USAGE

The examples on the right apply to all instances of the logo and icon for Reach Bar.

DO NOT change the font or add type.

DO NOT stretch or distort.

DO NOT change the position of any elements.

DO NOT alter any of the colors.

DO NOT place on a distracting background.

DO NOT frame in a restricting box.

BRANDING

IMAGERY

Clean, modern imagery with white light.
Bonus points if there are plants!

SAMPLE BRANDING

REACH BAR