



Every message counts.

BRAND BOOK

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Welcome

EVERY MESSAGE COUNTS.

We believe every message counts. Every message our system delivers is handled the same way you would package a fragile gift - with care and pride. We do this by cleaning your data, handling your campaign and making sure you see a ROI through advanced tracking and super account management.

→ **We help you reach your customers through SMS.**

Vision

WE'RE EXPERTS IN COMMUNICATION.

Being experts in SMS is a given. We think about the big picture when it comes to our customer's campaign. Will they communicate effectively? Will they be able to measure a return? How could they utilise our tech more efficiently? How could we evolve to become integral in their business? Question everything and innovate.

→ **We help you communicate through SMS.**

Mission & Essence

EVERY MESSAGE COUNTS.

Our mission is to change the perception of text message marketing from 'spam' to an 'invaluable communication' tool. Whether SMS is used for notifying patients about appointment changes or rewarding customers with special loyalty discounts, all methods are treated with the same care and attention to detail.

→ **We care about your campaign.**

Values & Personality

FRIENDSHIP. INNOVATION. QUALITY. SUPPORT.

Everything we do must represent at least 1 of our core values. These are used to create a consistent brand personality and set an expectation of the Reach experience. Ask yourself; is my email response friendly and supportive? Are we reactive or proactive (innovative)? how could we improve our product quality?

→ **We will be friendly, innovative, quality and supportive.**

Brand Tone

ASPIRATIONAL.

Adjective: ambitious; desirous of success. Along with our values and personality, we aim to inspire and raise aspirations for business owners. We want to feel clear, transparent, friendly, approachable and like a valuable resource. We are knowledgeable and authoritative about communication.

→ **We're here to support your business.**

The Logo

CORE
ELEMENTS & VERSIONS
THE DETAILS
SIZE & SPACE



Core

Typeset

REACH

Reach

REACH

Interactive

REACH

Direct

Values

REACH

Synergy

Care

Relationship

REACH

Warmth

Connection

Interaction

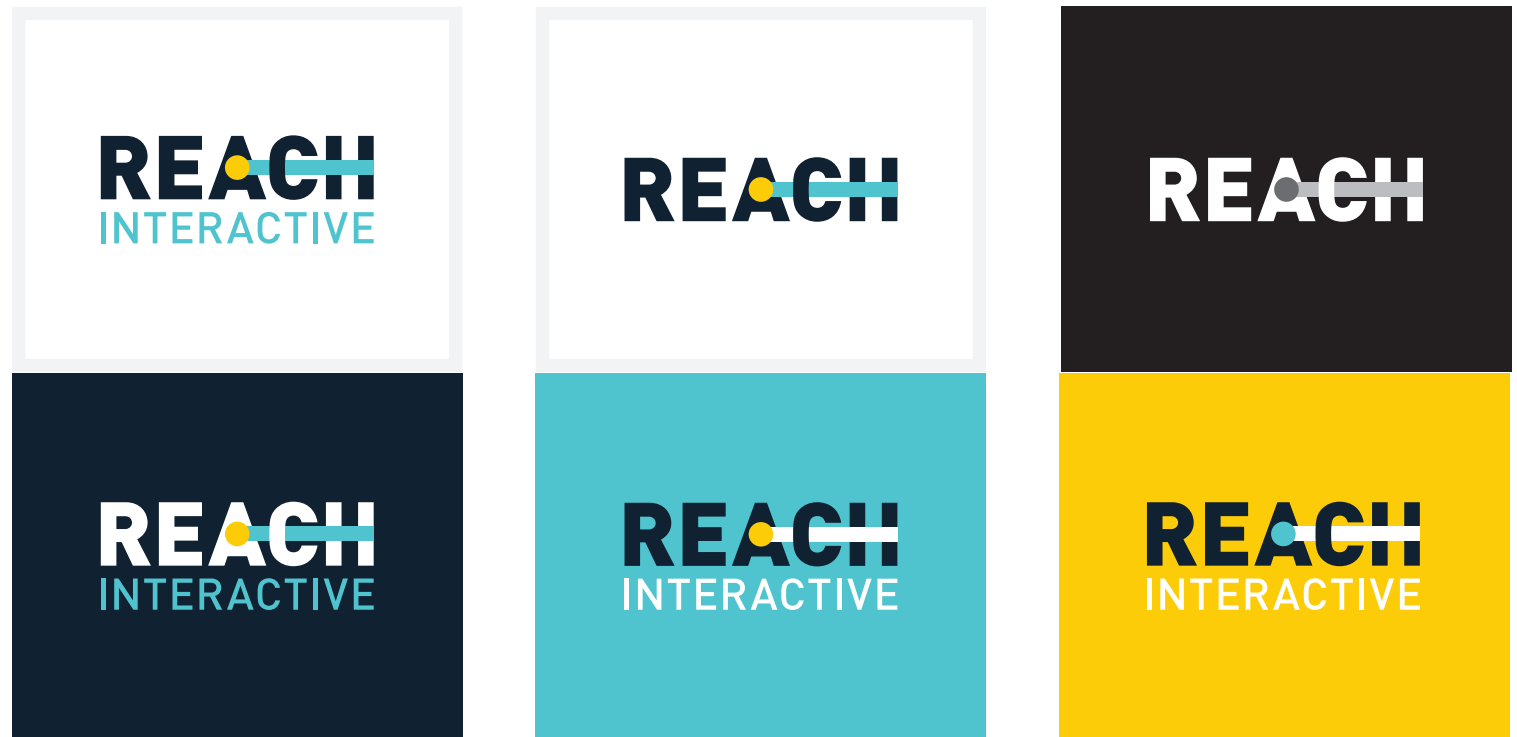
REACH

Whole

Heart of the (Customer / Business)

Creation

Elements & Versions



The Details

TAKE PRIDE.

1. Don't use lowercase.
2. Don't remove the 'Heart' and trail.
3. Don't change the font.
4. Don't change the colours.
5. Don't stretch or skew.
6. Don't place on a busy background.
7. Remove 'Interactive' when illegible.

→ **We take pride in everything we do.**

Size & Space

Min Size

w: 40mm
h: 15mm

w: 265px
h: 155px

REACH
INTERACTIVE

Max Size

w: 40mm
h: 15mm

w: 265px
h: 155px

REACH

Exceptions to be made for signage and branded materials where 'INTERACTIVE' is not needed.

Sign off from C00 and Brand Director needed.



A man and a woman are sitting on a wooden bench outdoors. The man is on the left, wearing a dark jacket over a grey t-shirt, holding a white mug. The woman is on the right, wearing a dark jacket and a light-colored scarf, also holding a white mug. A pug dog is sitting between them. The background is a wooden wall. The entire image has a dark blue overlay.

Colours

PRIMARY

SECONDARY

Primary

Dark Blue

#102233

C: 91%

M: 75%

Y: 52%

K: 62%

Pantone

533C



Teal

#4ec4d0

C: 62%

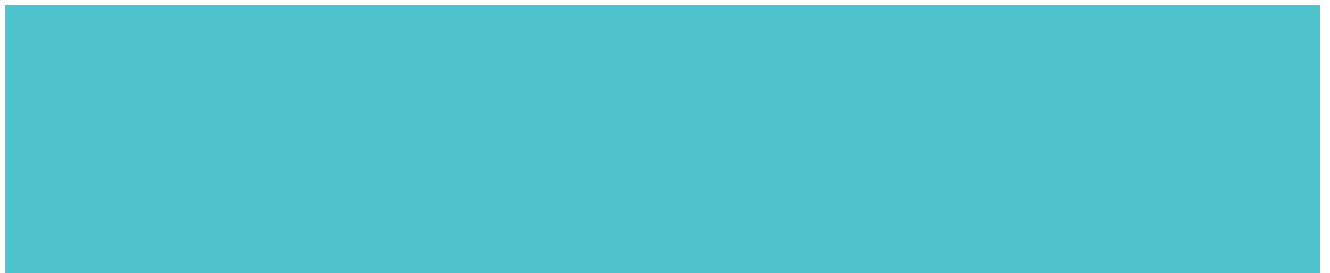
M: 0%

Y: 20%

K: 0%

Pantone

319C



Secondary

Yellow

#ffcd05

C: 0%

M: 19%

Y: 100%

K: 0%

Pantone

109C



Light Grey

#f2f2f2

C: 0%

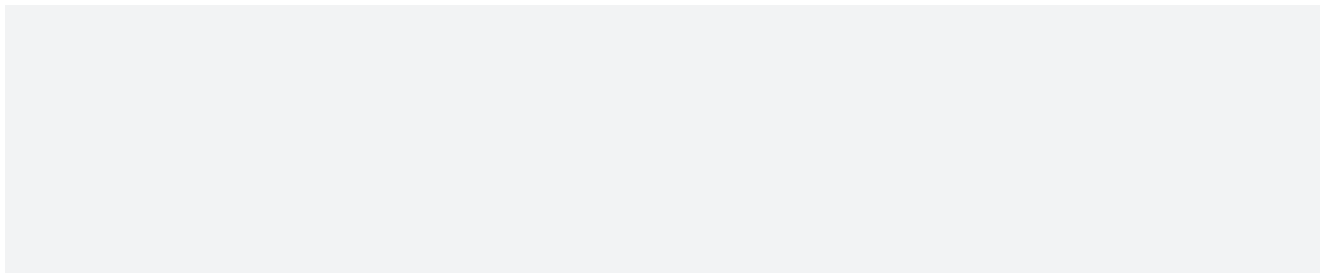
M: 0%

Y: 0%

K: 5%

Pantone

Cool Gray 5



Typography

BRAND FONTS

Brand Fonts

DIN

DIN Light

DIN Regular

DIN Medium

DIN Bold

DIN Black

ABEL

ABEL Regular

MONTSERRAT

MONTSERRAT Light

MONT Regular

MONT Bold

MONT Black

A group of people are working at a wooden table. In the foreground, a person is writing in a notebook. To their left, another person is looking at a laptop. The table is cluttered with various items: a clear plastic cup with a red drink, a glass with a yellow drink, a pair of glasses, and several notebooks. The background shows more people working, creating a collaborative office environment.

Photography

APPROACH
EXAMPLES

Approach

FRIENDSHIP. INNOVATION. QUALITY. SUPPORT.

Every image we use must represent at least 1 of our core values. These are used to create a consistent brand personality and set an expectation of the Reach experience. Ask yourself; does this image raise aspirations? Does it visually communicate a friendly and approachable business?

→ **We understand a picture paints a thousand words.**

Examples



Illustration

APPROACH
EXAMPLES

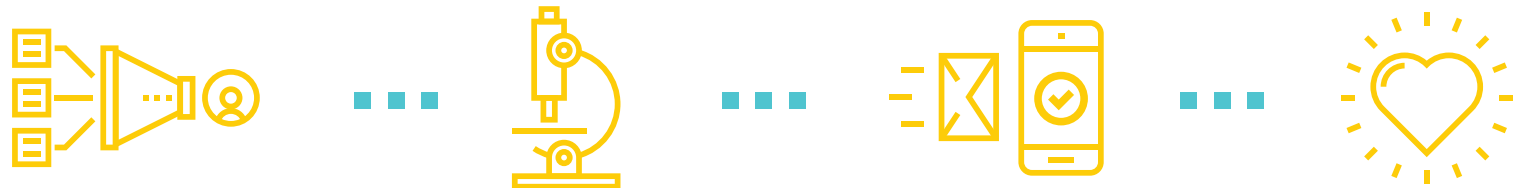
Approach

COMMUNICATING VISUALLY.

Where possible we aim to aid our words with easy to understand icons and illustrations. These help our users to quickly get a feeling for our brand and understand processes / systems in a clear and functional way. Our icons will form a huge part of our dashboard and application identity.

→ **We help you understand how we work.**

Examples



Clean and test

Watch and monitor

Deliver and report

Feedback

Language & Copy

COPY TONE

Copy Tone

SET THE TONE.

How to write for Reach Interactive. We will stay clear of industry language and acronyms. We will keep our copy human and talk to all our customers on a level that both parties can clearly understand. We will remain professional and knowledgeable, as well as supportive if we do not know the answer.

→ **Keep the technical jargon in-house. People talk to people.**

Social Media

TONE
PLATFORMS

Tone

BUILDING AN AUTHORITATIVE FIGURE.

Our aim on social media is to be seen as an authoritative figure. Not just in SMS and mobile, but business and marketing in general. We are here to help our customer's in business. Our main theme will be to become experts in SMS and mobile technology while understanding the world our customers live in.

→ **We create products so you can talk to your customers.**

Platforms

PROFESSIONAL.

We know our customers are on LinkedIn, yet we understand that our customers are people and people use Facebook, Twitter and YouTube. We aim to provide a aspiration-ally 'business' rich content on these platforms. Sharing article links and promoting workshops to help support our network.

→ **Social media is a way to build authority, value and help people.**

Video

APPROACH
SUGGESTIONS

Approach

A CLEAR METHOD OF COMMUNICATION.

Video is a source of media we will use to create supportive material and quick 'value-added' tips and tricks. Sharing customer case studies and real-life success stories via interview and infographic illustrations. We will let the power of our customers convince cold prospects.

→ **Sharing a story will help build trust.**

Suggestions

SHARE STORIES AND KNOWLEDGE.

1. Success stories.
2. Real life text messages and ROI.
3. SMS facts from surveys.
4. Infographics from surveys.
5. Account manager tips.
6. Screen recording how-to's.
7. Answer FAQs.
8. Use sales office as B-roll.

→ **How could we help someone today?**

Partnerships

APPROACH



Approach

EVERY RELATIONSHIP COUNTS.

From customers to suppliers - every relationship counts. We believe in the value of integrity. Do the brands we associate with fit our values? Which brands share the same mission as us and which brands entertain our customer's world? We aim to add value to every relationship we encounter.

→ **Brand, customer and supplier partnerships are all human relationships.**

Our Brand

JOIN US ON OUR MISSION.

If you ever have any media queries or would like to discuss a brand partnership, please feel free to get in touch.

→ [**hello@reach-interactive.com**](mailto:hello@reach-interactive.com)

→ **0333 009 5105**

→ [**linkedin.com/company/reach-data-ltd**](https://www.linkedin.com/company/reach-data-ltd)



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