REAS

REAS Group
Brand Guidelines

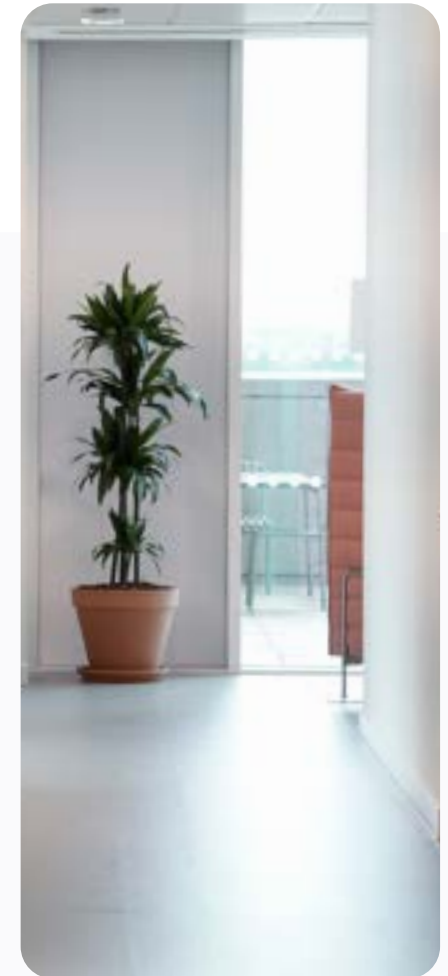REAS Group Ltd Brand Guidelines - V1.1 19/08/2022

Contents

— **Company information**

Hello and welcome.

Introduction

REAS Group is a digital content and software company, founded in 2015 by Robert Lee. From inception, our mission has always been to better connect brands to their audience, users and customers, helping to develop greater knowledge, insight and understanding of each other's needs and desires. We continue to do this through our brilliant visual concepts, gorgeous cinematography and powerful software that drives positive engagement, builds recognition and trust while ultimately promoting brand loyalty that is reflected in our clients' bottom line.

We 'Bring the future to life' in the production of your content with our creative flair and finesse, utilising the very latest in cutting edge video production tools and technology. Our work can be seen in the activities of global brands across different industry sectors from accreditation and standards bodies, to international automotive organisations.

The mortar that binds our bricks is our amazing staff and their storytelling abilities, which is drawn from their diverse social and cultural backgrounds. We pride ourselves on being an inclusive brand and an ambassador for diversity. Over 50% of our team is made up of staff whose first language is not English, a third of our workforce is based abroad and a third of our employees are women.

— **Company information**

General guidelines.

You must follow these guidelines whenever REAS Group icons and/ or logos are used.

REAS Group reserves the right to withdraw permission to use the icons and/or logos anytime their use is inconsistent with these guidelines or is otherwise deemed inappropriate by REAS Group.

Do's

• **Comply** and follow REAS Group's guidelines found in this booklet and its Terms and Conditions on its website.
• **Ensure** that REAS Group brand assets are used appropriately.
• **Capitalise** the letters R , E , A and S in "REAS" and G in "Group" except when used in a URL.

Dont's

• **Don't** modify or distort the design or colour of REAS Group's assets and its logo.
• **Never** alter, rotate, embellish or attempt to recreate its brand assets.
• **Don't** misinterpret REAS Group and avoid representing the brand in a way which suggests endorsement, sponsorship or partnerships; or presents REAS Group in a negative context.
• **Don't** remove or adjust the trademark from REAS Group's logo.

We value what you bring to the table and we feast on the fruits of our labour together.

Respect

We believe that having mutual respect means doing business in a way that makes everyone feel heard, acknowledged and considered. Respect for our clients and our team is grounded in everyone having the opportunity to articulate, express and contribute their opinion and experience in any conversation when building on a clear vision to work together.

Support

Our clients feel supported by us as we strive to run the extra mile with them. We will pull out all of the stops to make sure projects are completed on time, to the specified requirements and within budget. It's the same with our people. They feel supported because they know that all we want is for them to be safe, grow professionally and feel challenged to do their best work for our clients.

It's a reciprocal thing!

Trust

Trust is being objective, straightforward and transparent with everyone we work with, whether a client or a team member. It can never be bought - it can only be earned by giving it first! Our client's trust us, as the standard of rigour and care we take when it comes to their deliverables, is second to none. Our strong inclination to protect their reputation, brand integrity and confidentiality allows us to develop deep bonded working relationships. We become not just suppliers, we are partners. And our aim as a trusted partner is to deliver the very best product and service to specification without over promising on what we can deliver.

Inclusivity

Our collaborative and inclusive environment plays a big part in what makes REAS Group an amazing place to work. We encourage new thinking to push boundaries in every creative conversation we have. It's probably why 'boring' is not a word we are ever associated with. Inclusivity to us is making sure everyone not only has a seat at the table, but that they are also invited to be heard and listened to! Our clients love us for it - it gives them confidence that the content we produce for them, speaks to the heart of their audience.

Bring
the
future
to life

Our slogan.

Modern. Engaging. Cutting Edge.

That's what REAS Group is all about.

Using the latest cutting-edge technology, we're ready to help take your company into the 21st century and 'Bring the Future to Life' by delivering your digital content and brand to the fullest for the modern world.

We don't just bring the future to life. We make it happen.

Our purpose

We help global businesses craft digital content with a story and a simple aim... To captivate and influence. We bring our client's ideas to life promoting their brand, products and services all with REAS Group's distinctive creative flair and finesse.

Our vision

We want our clients to gain the ability to realise their full creative potential when it comes to their marketing process and capabilities. We are passionate about understanding how their business works so don't be put off if we have a hundred and one questions. We are just trying to understand you better, to think like you and produce something valuable that you would approve of. We take the information and combine it with creative thinking to bridge the connection between you and new audiences. We specialise in giving form to your ideas, creating function and feeling.

Our vision for REAS Group is to pursue our rapid global growth whilst continuing to maintain client satisfaction. This is achieved by meeting the quality objectives outlined in our ISO 9001 Quality Management System, certified by BSI.

As we grow, we seek to strengthen our core values, continually capitalising on new technologies, to ensure that our clients always receive first class digital assets. As our business grows, we continue to expand into new and exciting areas such as the metaverse, Web 3.0 and VR/AR content.
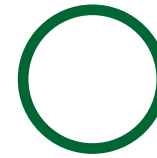
Company information

Services.

We craft digital content with a story and a simple aim…
To captivate and influence.

Take a look at our portfolio of products and services.

Learn more here:
www.reas.group/services

Cinema video

Graphic Design

Corporate video

Livestream

360 video

Social media managment

Training video

KonnekApp 'The Lead Gen App'

General

Brand is the features which make products and services unique to a specific company.

Aesthetics refer to the outward appearance of

Digital content refers to content that only exists

Nuture campaign is a series of emails that are sent on the basis of a lead's behaviour.

Leads are people or businesses who may become clients.

Video

Content refers to an asset created by REAS Group for a client e.g. video, pamphlet, animation etc.

B-roll is supplementary video content that is secondary to your primary footage.

Closed captions are a way of displaying subtitles throughout a video - they can be turned on or off.

Transitions are used to connect one video shot to another during post production.

Pacing determines the speed of the video which adds to the overall tone of the content.

Audio

32-Bit Float allows us to record all on-location audio in a lossless format without distortion.

Sound FX & Foley is the addition of recorded sound effects after production.

ADR (Automated Dialogue Replacement) is when narration or over-dubbing of actors is recorded, edited and synced with the video.

Ambient Sound refers to sounds which are present in the background of the video.

Music creates a convincing atmosphere and an extra level of depth to your digital content.

Social

Hashtags assign digital content to a specific topic.

Impressions are the number of times your content is displayed.

Analytics is the process of gathering and reviewing data from digital marketing

Engagement rate is a metric used to track how often your audience actively interacts with your

Reach is the number of users who have come across your content.

Design

Kerning is the spacing between individual letters and characters.

Tracking is used to identify the way you decrease or increase horizontal spacing.

Mood board is a collage of design ideas, materials and colours that are used as inspiration.

Copy is the main part of a piece of writing e.g. in an article, social post, advertisement etc.

Typography is the overall design of letters, their size, alignment, spacing etc.

— **Colour palette**

Tone of voice.

The REAS Group tone of voice combines professionalism with personality. It's our personalised approach that makes doing business with us feel more like a partnership rather than a client and supplier arrangement.

4 **Videos**
Videos should include clear visuals such as logos, images and footage. They should be optimised for distribution on key platforms.

Scripts, closed captions and subtitles should portray key messages in an easy to comprehend way.

1 **Emails**
Emails should be constructed in a concise and personable way. We want to ensure a strong client relationship so clarity is a must.

2 **Design**
Design should follow REAS Group brand guidelines. Imagery should be modern and engaging. Use of colour is pemitted according to the colour palette.
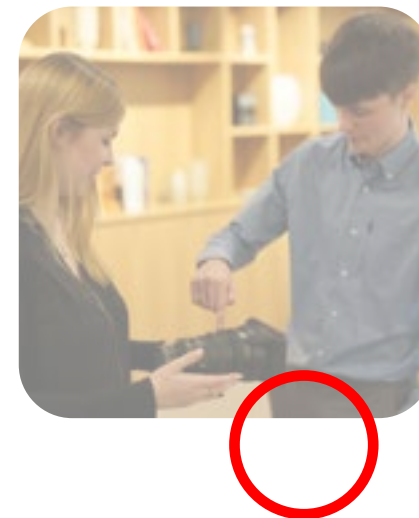
3 **Social media posts**
Social media posts should be engaging, innovative and punchy. Clients and services should be appropriately listed and tagged.

Captions can include appropriate emojis and visuals. Social media video content should be around 45 seconds in length to retain user engagement.

— **Colour palette**

Primary colours.

Science Blue is used for backgrounds.

Light Yellow, Vivid Red and Dark Green-Cyan are used for accentuating icons, keywords and website buttons.
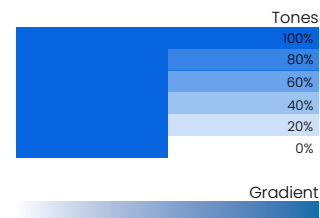
Copy colours

Science Blue is used to highlight keywords or subheadings.

Pure Black is the core colour used for headings, copy as well as within our logo.

Bright White text is used on dark or image-based backgrounds.

Science Blue

HEX	#0765e0		
RGB(%)	7	101	224
CMYK(%)	85 48	0	12
Pantone	3005 U		

Dark Green-cyan

HEX	#006633		
RGB(%)	0	102	51
CMYK(%)	40 0	20	60
Pantone	3522 U		

Light Yellow

HEX	#ffb607		
RGB(%)	255	182	6
CMYK(%)	0 29	97	0
Pantone	2010 U		

Vivid Red

HEX	#ff0000		
RGB(%)	255	0	0
CMYK(%)	0 100	100	0
Pantone	2347 U		

REAS Group Ltd

— **Colour palette**

Secondary colours.

Pure Black is used for titles and headings.
Bright White is used for backgrounds.
Crimson is used for buttons on the website and subheadings.
Storm Grey is used for text on the REAS Group website.

Bright White

Tones
100%
80%
60%
40%
20%
0%

Gradient

HEX	#ffffff		
RGB(%)	255	255	255
CMYK(%)	0 0 0 0		
Pantone	3005 U		

Pure Black

Tones
100%
80%
60%
40%
20%

Gradient

HEX	#00000		
RGB(%)	0 0 0		
CMYK(%)	0 0 0 100		
Pantone	5463 U		

Crimson

Tones
100%
80%
60%
40%
20%

Gradient
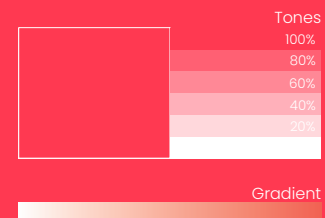
HEX	#ff3951		
RGB(%)	255	57	81
CMYK(%)	0 78 68 0		
Pantone	Red 032 U		

Storm-Grey

Tones
100%
80%
60%
40%
20%

Gradient
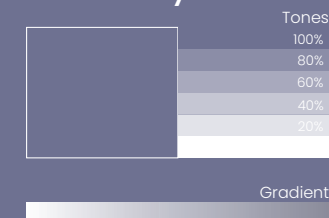
HEX	#6e7191		
RGB(%)	110	113	145
CMYK(%)	4 13 0 43		
Pantone	7673 U		

Colour palette

Brand permissions.

What needs permission?
• Sharing REAS Group content to boost brand
viewership on social media platforms.
• Sharing REAS Group logo to boost awareness of brand.
• Sharing digital content to boost awareness of brand and increase
viewership.
• Displaying REAS Group brand and digital content assets on TV, online
platforms, in books, magazines, print packaging or the news.

Please make sure your request contains the following;
• Your full name, company name and address
• Your reason / purpose for sharing our brand assets
• What assets you would like to share
• When and where your plan to share our brand assets
• The outcome you'd like to achieve

Once we have reviewed and approved your request, we will send you a
confirmation email.

Anyone who wishes to use our brand assets to promote REAS Group will need to gain permission by sending an email request to:
brand@reas.group

REAS ooo ™

Primary logo

Our primary logo is used across all of our socials, documents, marketing and our videos. Where using a dark coloured background, we use our secondary logo.

REAS ᵀᴹ

— Sizing

Logo layout & spacing.

Horizontal full logo

Please ensure you leave enough space around the logo so that no type, imagery or other graphical elements can interfere with its visability. Use the height of the letter R to measure spacing around the logo.
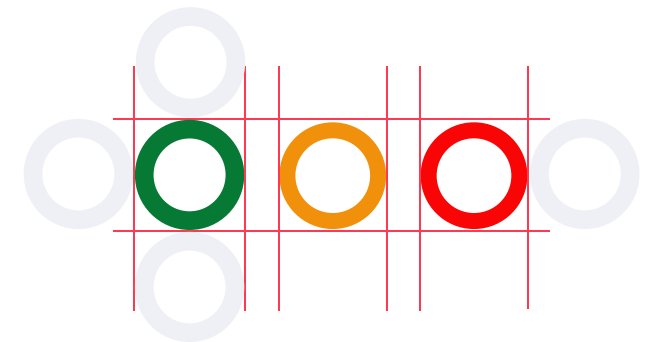
- 0pt for tracking between letters in REAS and trademark
- All rings should be the same height and width
- Distance of 123px between letter S and green ring
- Distance of 585px between letter S and trademark
- Height distance between trademark and red ring is 170px
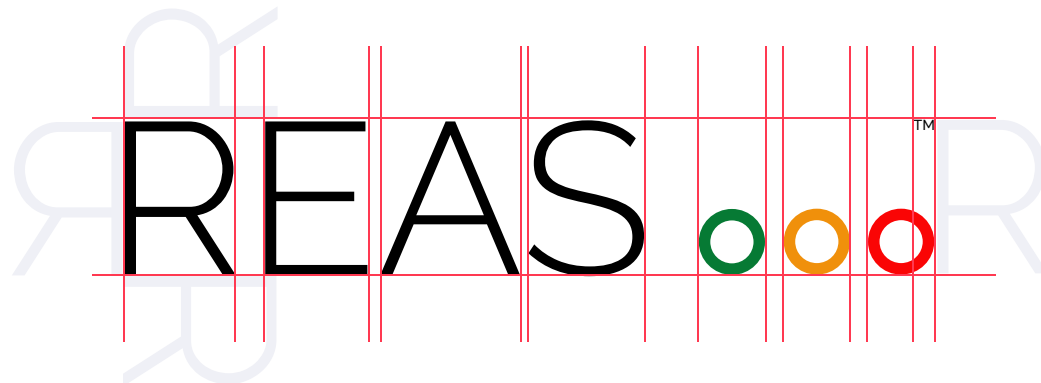
Favicon symbol

Use the height of the letter R to measure spacing around the icons.

- Distance of 40px between each ring
- Thickness of each ring is 25pt
- Use height and width of rings to ensure enough space is left around favicon.

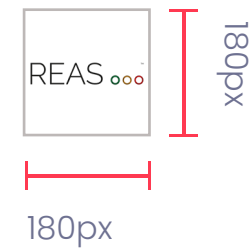Minimum size   REAS ₀₀₀
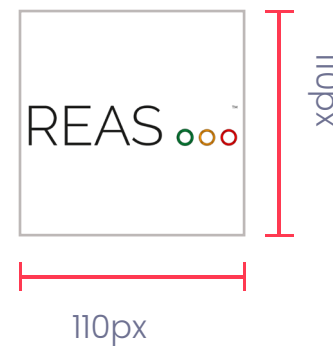
Logo layout & spacing - social.

YouTube logo

REAS ○○○

800px

800px

LinkedIn logo

REAS ○○○

400px

400px

Facebook logo

REAS ○○○

180px

180px

Instagram logo

REAS ○○○

110px

110px

Website logo

REAS ○○○

48px

194px
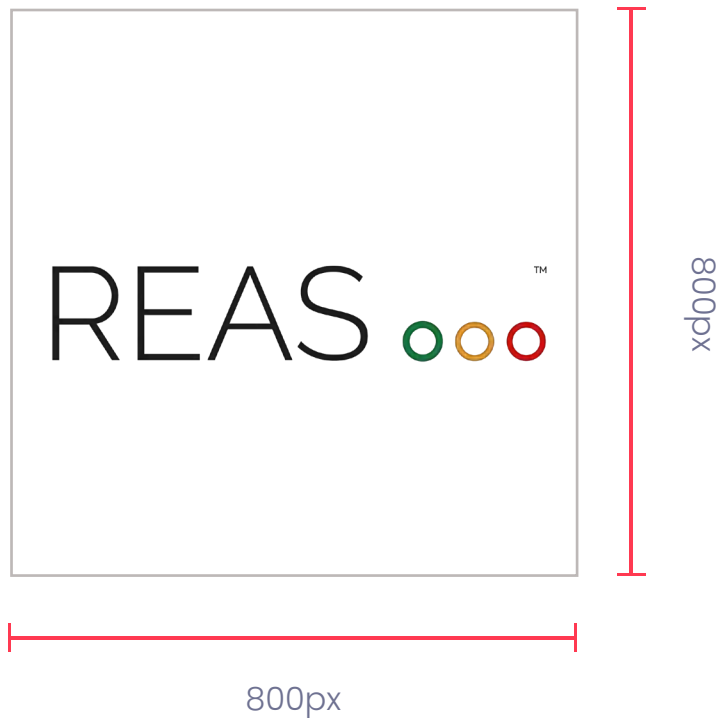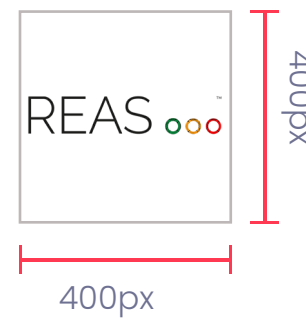
— **Sizing**

Logo spacing - social banners.

The sizes below are recommended for the following formats. The logo sizes should not be modified significantly in order for REAS Group to present a consistent brand.

YouTube banner
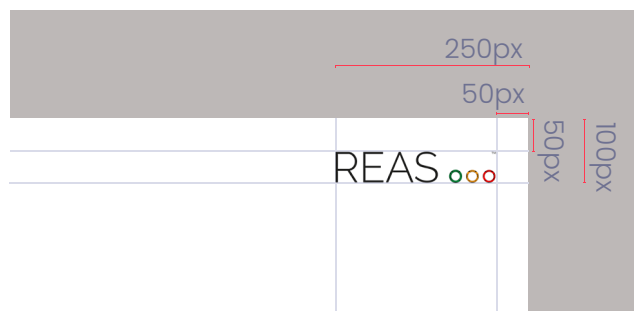
2560px x 1440px

550px
150px
150px
255px

REAS ∘∘∘

- Width of entire logo from banner edge should be 550px.

- Equal height and width of 150px from top and logo edge.

- Height from banner edge to bottom of logo should be 255px.

Facebook banner

820x 312px

170px
40px
40px
72px

REAS ∘∘∘

- Width of entire logo from banner edge should be 170px.

- Equal height and width of 40px from top and logo edge.

- Height from banner edge to bottom of logo should be 72px.

Linkedin banner

1584px x 396px

250px
50px
50px
100px

REAS ∘∘∘

- Width of entire logo from banner edge should be 250px.

- Equal height and width of 50px from top and logo edge.

- Height from banner edge to bottom of logo should be 100px.
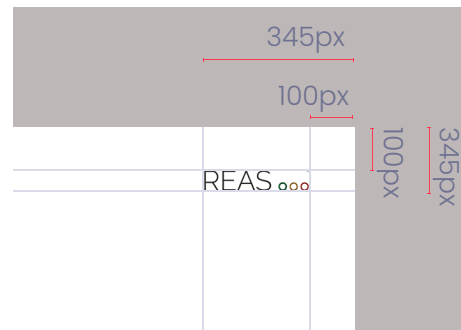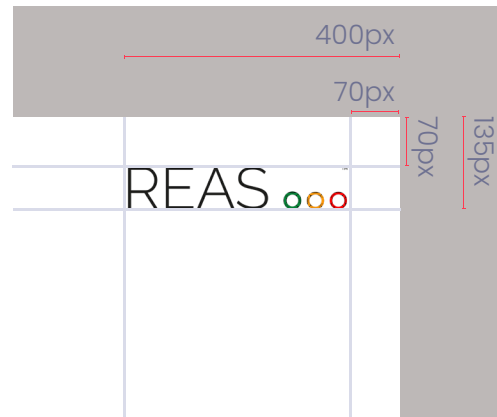
— Sizing

Logo spacing - social posts.

The sizes below are recommended for the following formats. The logo sizes should not be modified significantly in order for REAS Group to present a consistent brand.

Instagram post

1080px x 1080px

- Width of entire logo from banner edge should be 345px.

- Equal height and width of 100px from top and logo edge.

- Height from banner edge to bottom of logo should be 345px.

Facebook advert

1200px x 628px

- Width of entire logo from banner edge should be 315px.

- Equal height and width of 50px from top and logo edge.

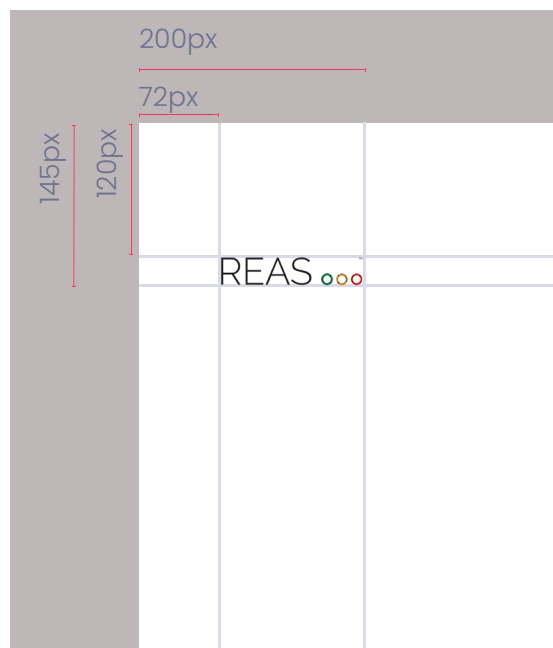- Height from banner edge to bottom of logo should be 100px.

LinkedIn post

1400px x 800px

- Width of entire logo from banner edge should be 400px.

- Equal height and width of 70px from top and logo edge.

- Height from banner edge to bottom of logo should be 135px.

Sizing

Logo spacing - print.

The sizes below are recommended for the following formats. The logo sizes should not be modified significantly in order for REAS Group to present a consistent brand.
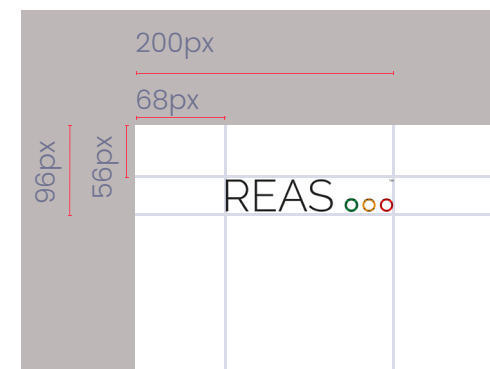
Letterhead

A4 size

- Margin width from left side to logo edge should be 72px.

- Margin height from top of document to top of logo should be 120px.

- Height from top of document to bottom of logo should be 145px.

- Width from left side of document to end of logo should be 200px.

- Entire logo size 130px(w) x 25px (h).

Business documents

A4 size

- Margin width from left side to logo edge should be 68px.

- Margin height from top of document to top of logo should be 56px.

- Height from top of document to bottom of logo should be 96px.

- Width from left side of document to end of logo should be 200px.

- Entire logo size 200px(w) x 40px (h).

Incorrect usage

Logo positionings - print

Letterheads and business documents

The REAS Group full logo can be placed in either in the top left corner or in the centre of the document. This makes it clear to read and look professional.

Ensure to use the correct measurements for the full logo as stated on page 16.
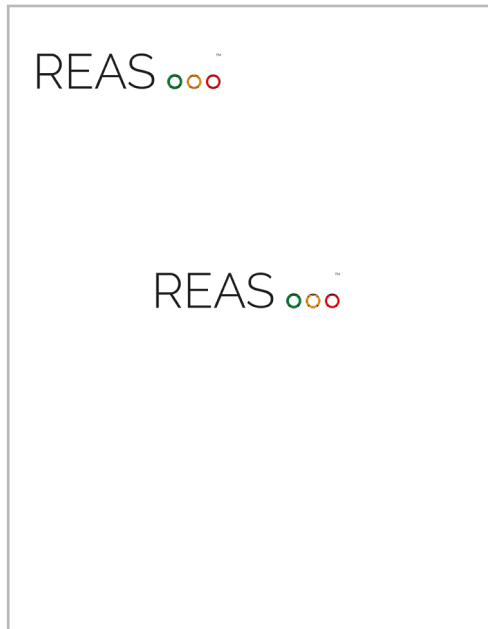
Social banners

For **Facebook**, **LinkedIn, Instagram** and **YouTube**, the full REAS Group logo should be placed in the top right corner. The REAS Group logo can also be placed centrally at the bottom of instagram posts, if there is alot of imagery above.

Ensure to use the correct measurements for the full logo as stated on page 15.
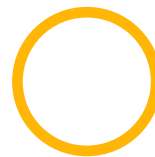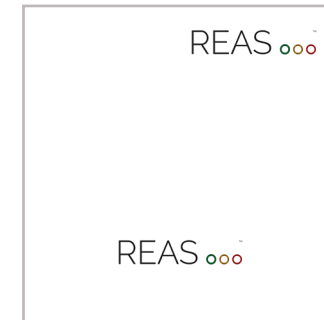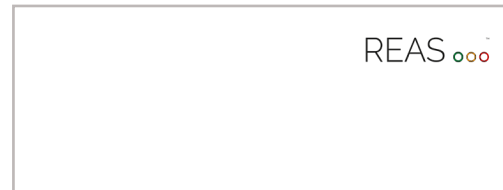
Incorrect usage

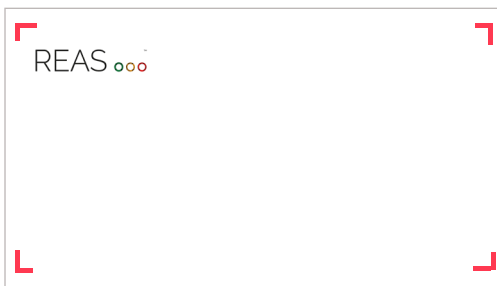# Logo positionings - video
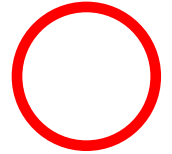
YouTube/ vimeo videos

The REAS Group logo should be placed in the centre of the screen for both **intro** and **outro** videos.

For the **video contents** footage, the full REAS Group logo must be placed in the top left hand corner.

Instagram reels

Depending on the style of content and imagery used for Instagram reels, REAS Group logo can be placed either in the top half of the reel, in the centre or at the bottom.

Incorrect usage

Logo misusage.

Below are examples of incorrect logo treatment. Our logo should not be modified in any manner in order for REAS Group to present a consistent brand.

X Do not remove the trademark from the logo.

X Do not apply additional features, contrasts or patterns to the logo.

X Do not rotate the logo.

X Do not rearrange any of the logo elements.

X Do not distort or warp the logo in any manner.

X Do not animate or apply a gradient to the icons or text.

X Do not change the colour or tone of the text.

X Do not change the colour or tone or fill the icons.

X Do not use the text without the icons.

X Do not change the spacing or weighting between text or icons.

X Do not add drop shadows to the logo.

X Do not change the typeface or manipulate the icons or text in any manner.

X Do not rescale any of the logo elements.

REAS ₒₒₒ Group. We craft digital content with a story and a simple aim... To captivate and influence.

X Do not use logo as part of body copy.

Correct usage

Backgrounds.

Primary logo   **Secondary logos**

REAS ○○○

REAS ○○○

REAS ○○○
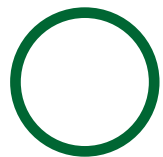
REAS ○○○

REAS ○○○

Our primary logo and webclip/favicon should be placed on a clean and simple background.

Our secondary logo should be placed on a dark or a bright background that enables the text and icons to be visible.

— Incorrect usage

Misusage backgrounds.
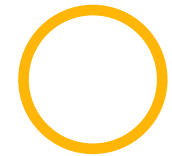
X Do not place logo with dark text or icons on a dark background.

X Do not place logo with dark text or icons on a dark photographic background.

X Do not place logo with light text or icons on a pastel or very pale background.

X Do not place logo with light text or symbol on a light photographic background.

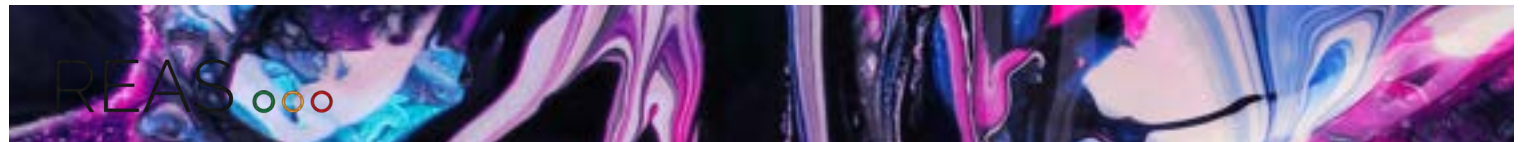**X Do not** place logos on a colour-clashing background.

X Do not place logos on a patterend or abstract background.

Primary logo

Secondary logos

— **Incorrect usage**

Mentioning REAS Group

—

Use the name REAS Group, when referring to REAS Group as a whole, not just a single product or service. In text, always refer to REAS Group, in speech REAS is pemitted. For all legal documentation, please refer to us a REAS Group Limited.

When referring to our company, always write REAS in all caps and Group with a capital 'G' followed by the rest in lower case.

Text is sentence case unless the word is a proper noun.

Incorrect references

x Reas	x rEAS	x REAs	X reAS
x ReaS	x reAs	x rEAs	x rEaS
x reas	x ReAs	x REas	x reaS

REAS ™ ●●●

Pronouced: R-ay-us

— **Company information**

Typography.

Our primary typeface for text is Poppins. This font is used across our website, documents and digital assets. We chose Poppins because it's clear to read, modern and simple.

Our secondary typeface for logo text is Raleway.

Aa

Bold   Headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
(0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & *)

Semi-bold   Subheadings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
(0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & *)

Light   Body copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
(0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & *)

Aa

Bold   REAS logo

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
(0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & *)

Header

Copy

.25pt

Tracking: −2pt

Kerning: 0pt
(between letters)

Leading: 28pt
(height between sentences)

Video

.100–130pt

Tracking: 20–25pt

Kerning: 0pt
(between letters)

Leading: 35pt
(height between sentences)

Sub title/ text

Copy

.15pt

Tracking: −2pt

Kerning: 0pt
(between letters)

Leading: 18pt
(height between sentences)

Video

.80–100pt

Tracking: 23pt

Kerning: 0pt
(between letters)

Leading: 35pt
(height between sentences)

Body

Copy

.12pt

Tracking: −2pt

Kerning: 0pt
(between letters)

Leading: 15pt
(height between sentences)

Video

.60–80pt

Tracking: 23pt

Kerning: 0pt
(between letters)

Leading: 35pt
(height between sentences)

type
type
don'ts
type
type

REAS GROUP. WE CRAFT DIGITAL CONTENT
WITH A STORY AND A SIMPLE AIM... TO
CAPITIVATE AND INFLUENCE.

X **Do not** capitalise the text for
copy

*REAS Group. We craft digital content with
a story and a simple aim... to capitivate
and influence.*

X **Do not** use italics for
headings, subheadings and/
or copy

REAS Group. We craft digital content with
a story and a simple aim... to capitivate
and influence.

X **Do not** rotate headings,
subheadings and/or copy

REAS Group. We craft digital content with
a story and a simple aim... to capitivate
and influence.

X **Do not** distort headings,
subheadings and/or copy

REAS Group.
We craft digital content with a story and a
simple aim... to capitivate and influence.

X **Do not** use an alternative font
to Poppins for headings,
subheadings or body copy

REAS Group.

*We craft digital content
with a story and a simple
aim... to capitivate and
influence.*

X **Do not** scale up or down the
standard sizing for headings,
subheadings and/or copy

— **Company information**

Frequently asked questions.

1

Why do we need brand guidelines?
REAS Group brand guidelines are intended to promote consistent use of our brand which prevents customer confusion. These guidelines also help to protect our company trademark.

2

What do we do if we notice misuse of our brand?
REAS Group is committed to the protection of our intellectual property. We have registered all of our trademarks and logos, and will ultimately pursue legal action if misuse persists.

3

How does the logo communicate with our brand?
Our logo is compiled of traffic light colours, these are displayed consistently through-out our assets such as website, business proposal, social media platforms and brand guidelines. These are our primary colours which are supported with a set of secondary colour choices.

4

Why do our clients trust us?
We've worked hard to build sustainable relationships with our clients so that we can give them something valuable in exchange for their marketing budget - compelling digital content designed to promote their brand, products and services, whilst reinforcing their company culture.

Get in touch

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