



rees

Brand Standards

2020

Brand Story



Five. For every one-hundred sexual assaults against women, that's how many are reported to police. That's right, five. Think about that for a moment. In today's climate, sexual violence against women is arguably one of the most publicized criminal acts in the world. Yet as front and centre as the issue has become, 95% of these abhorrent and often violent crimes are unknown to police, workplaces, educational institutions and to the community at large. For us, this is simply unacceptable. For us, REES is the answer.

REES (RESPECT, EDUCATE, EMPOWER SURVIVORS)

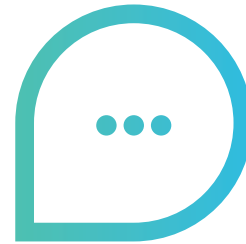
is a secure online reporting tool that serves as an adaptable voice for survivors of sexual violence. It gives women the power to have their voice counted, in whatever way they choose.

Incidents of sexual violence go unreported for a variety of reasons. Some are rooted in well-founded fears, some are rooted in isolation, and others in personal choice. Whatever the case, to end gender-based violence we have to find a way for every survivor to be heard. REES is our response to this critical need in Canada. Through three customized products, REES Campus, REES Workplace and REES Community, online reporting options are tailored to the individual while gathering the basic data needed to track incidences and identify areas of repeat occurrence. That's why we built REES – to gather the information that will help keep our community safe from sexual violence.

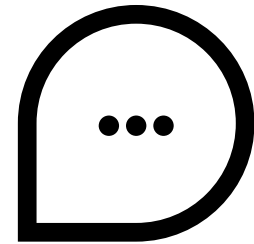
Logo – Vertical

The REES vertical logo is available in three versions. A full-colour gradient, solid black, and reverse.

Wherever possible, the colour or reversed versions are preferred, with black being used only when limited production means necessitate.



rees



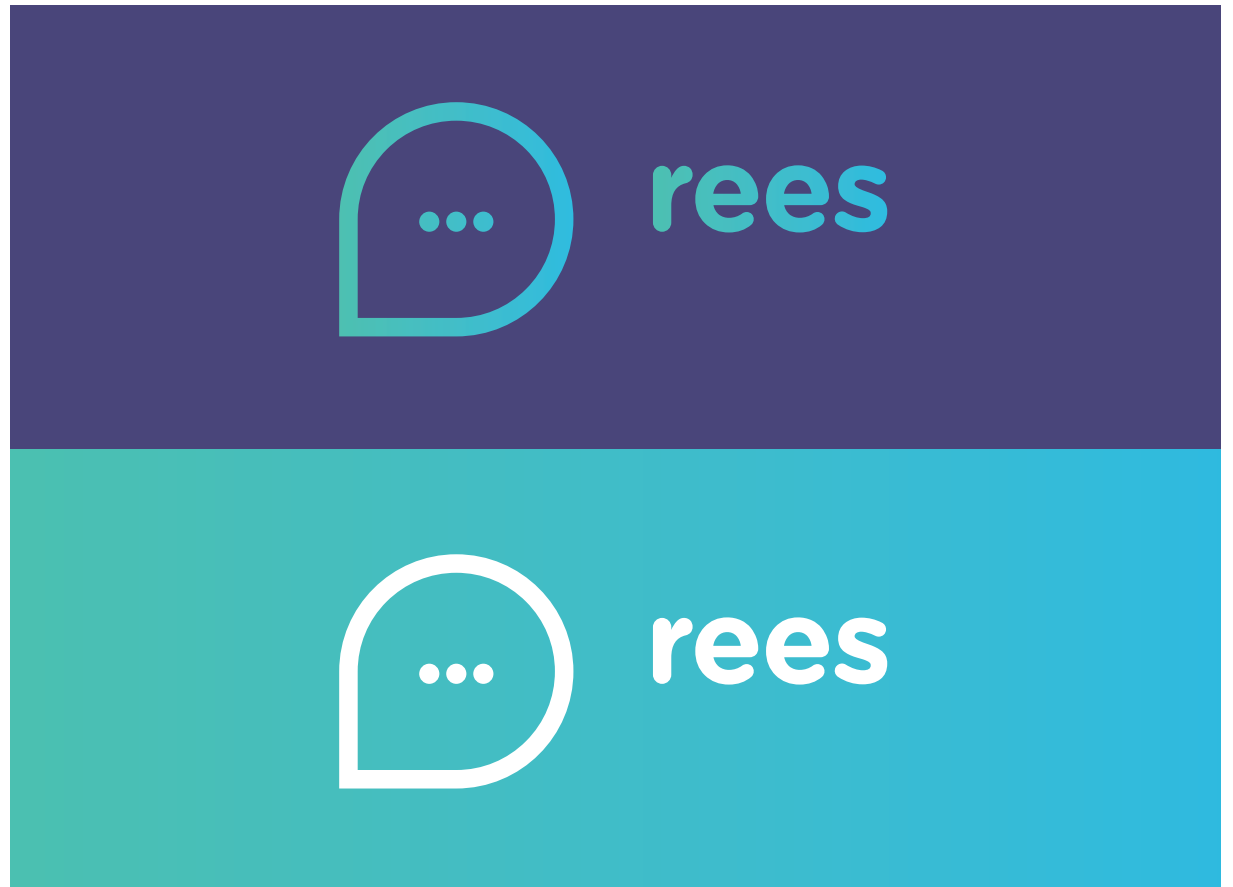
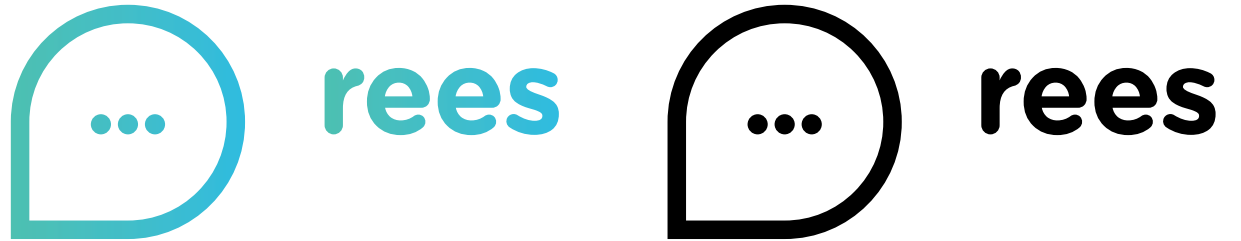
rees



Logo – Horizontal

The REES horizontal logo is available in three versions. A full-colour gradient, solid black, and reverse.

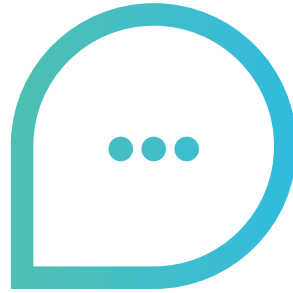
Wherever possible, the colour or reversed versions are preferred, with black being used only when limited production means necessitate.



Logo & Tagline Lock-Up

The REES logo can be paired with the tagline. When doing so, they should be presented in one of these two lock-ups.

The horizontal layout is the preferred lock-up version.



rees

A Safer Community
by a Community that Cares



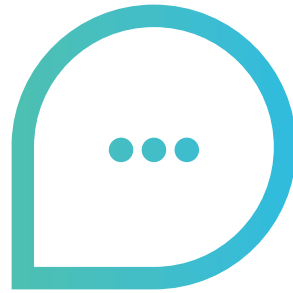
rees

A Safer Community
by a Community
that Cares

Logo & Qualifier Lock-Up

The REES logo can be paired with the “Respect, Educate, Empower Survivors” qualifier. When doing so, they should be presented in one of these two lock-ups.

The horizontal layout is the preferred lock-up version.



rees

Respect • Educate • Empower Survivors



rees

Respect
Educate
Empower Survivors

Clearance

In order to maximize visibility and recognition, the REES logo should have a minimum amount of 'clearance' around it. This keeps the logo free of clutter and unnecessary graphic elements that could hinder recognition and/or readability.

The example provides a visual depiction of the required clearance space.



Legibility

Always take care to ensure the logo is legible against its background at all times.

The following examples illustrate improper and proper applications of the logo.

INCORRECT

CORRECT

NEVER place the positive version of the logo over a dark background.



NEVER place the logo over a distracting pattern that might obscure legibility.



NEVER place the reversed logo over a light background.



NEVER place the logo over a busy photo or pattern background.



Incorrect Uses

No variation of the REES logotype, other than those outlined, should ever be used.

The examples to the right provide a visual reference of some common misuses that should be avoided.



NEVER skew any part of the logo either vertically or horizontally.



NEVER add a drop shadow to the logo.



NEVER add a border or confine the logo to a shape.



NEVER stretch the logo either horizontally or vertically.



NEVER change the typeface of the logo.



NEVER tilt the logo on an angle.



NEVER screen the colours of the logo or apply a transparency effect.



NEVER add an outline to the logo.



NEVER apply a different colour to the logo.

Typography

Consistent, legible typography is integral to the success of any brand. The REES brand features two typefaces in various weights.

As a general rule, P22 Mackinac Pro should be used for headlines. Gotham Bold and Gotham Rounded Bold should be used for subheads and call-outs. Gotham Light and Medium should be used for body copy.



ACCESSIBILITY TIP

These typefaces were chosen with accessibility in mind. Use of typefaces not specified in this guide could lead to issues with accessibility.

P22 Mackinac Pro Display

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./@#&!?'<>()[\]{}

Gotham

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./@#&!?'<>()[\]{}

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./@#&!?'<>()[\]{}

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./@#&!?'<>()[\]{}

Gotham Rounded

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./@#&!?'<>()[\]{}

Colour

Consistent colour can help build strong brand recognition, making it possible for a company to claim ownership of a certain set of colours.

Care should be taken in both printed and digital applications, to ensure colours are mixed to the following specifications.



ACCESSIBILITY TIP

When applying colour to text, restrict it to things like titles, headlines, or other display type. Ensure there is adequate contrast against the background colour.

PURPLE



CMYK: 83/82/25/10
RGB: 73/69/122
HEX: #49457a

PINK



CMYK: 0/90/0/0
RGB: 238/61/150
HEX: #ee3d96

BLUE



CMYK: 67/3/7/0
RGB: 46/188/224
HEX: #2ebce0

TEAL



CMYK: 64/0/38/0
RGB: 77/192/177
HEX: #4dc0b1

Photo Use

STYLE

The photography used for REES can be presented in grayscale as either background images or close-cut graphics.

INDIVIDUALS

When depicting individuals they should appear natural and candid in their environment. They should have an equal representation of the different demographics.



Accessibility

The REES brand aims to create barrier-free access – where everyone, regardless of vision impairment, can properly access our brand collateral. This means ensuring that our communication efforts are accessible by making our written communications – both in print and online – as readable as possible.

Please keep the following guidelines in mind when producing any REES communication collateral.



ACCESSIBILITY TIP

When setting large blocks of copy, do not use italics or uppercase letters.

CONTRAST

Use high-contrast colours between text and backgrounds. Examples of high-contrast are black on a white or other light-coloured background; or white text on a black or dark-coloured background, provided the font weight is adequate.

YES

High contrast colours

NO

Low contrast colours

FONT WEIGHT

Use fonts with medium weight and avoid any fonts that use extremely light strokes.

YES

Adequate weight

NO

Inadequate weight

TYPE SIZE

Always consider your audience when selecting type size. Keep text large, ideally a minimum of 10 point in print and 16 point for online applications.

YES

Large enough to read

NO

Too small to read

UPPERCASE vs. LOWERCASE

When setting large blocks of copy, do not use italics or uppercase letters.

YES

A mix of uppercase and lowercase letters makes large blocks of text easier to read.

NO

USE OF ALL UPPERCASE LETTERS MAKES LARGE BLOCKS OF TEXT DIFFICULT TO READ.

LEADING

Leading is the measurement of space between lines of text. This space should generally be at least 25%–30% of the type size.

YES

This sample features adequate spacing between the lines of text

NO

This sample features inadequate spacing.

LETTER SPACING

Do not crowd text. Ensure generous spacing between letters, especially in digital environments.

YES

Adequate spacing of letters

NO

Inadequate spacing of letters

Style Points

Style points follow the guidelines set by the Canadian Press, the industry standard for best practice writing and grammar. Please follow the guidelines as follows:

AMPERSANDS

Please use the word “and” whenever possible and avoid using ampersands (&).

Exceptions: Business cards, announcements, or any design that does not allow enough space to write out the word “and”.

CAPITALIZATION

Capitalize all proper names. If it is not a proper name it should be lowercase.

DATES

For clarity, use the day of the week with the month and year.

In first reference Friday, May 15, 2018

In subsequent references
May 15 or Friday, May 15

Note: Adding the day of the week as well as the month and year is not always the most appropriate choice for marketing material or other writing. Use discretion based on what the audience needs to most clearly understand the message. In addition, if you have already listed the year or day of the week on the document, it doesn't need to be stated repeatedly.

Do not use apostrophes in dates.

Yes: 1980s
No: 1980's

Never use ordinals with dates. Do not include st, rd, th on dates.

Yes: Thursday, July 4, 2019
No: Thursday, July 4th, 2019

Note: Ordinals are only used with anniversaries, e.g. the 50th Anniversary of the Acme Gallery.

DAYS OF THE WEEK

Always spell out days of the week, Monday, Tuesday, etc.

Note: Days of the week can be abbreviated on tickets.

MONTHS OF THE YEAR

For months used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., Dec. Spell out standing alone or with year alone.

Example: Oct. 1, 2015 was a Friday; July 2015 was wet and rainy.

Note: Do not put a comma with a month and year. Example: June 2015.

ITALICS

Italics are used to represent titles such as books, periodicals (including newspapers), long musical works, movies, television and radio programs, works of visual art, names and foreign words and phrases that are not part of the English language.

HYPHENS

Hyphens indicate which words the reader should mentally join together as one concept.

Example: We are a for-profit organization.

Hyphenate co-words and any words with a prefix that creates a double vowel, such as pre-eminent.

Hyphenate vice- with any of the compounds, such as vice-president, vice-chair, etc.

Use a hyphen to join two or more words together to modify a noun.

Example: well-known actor; out-of-date statistics; 40-year-old volunteers

Note: When the same adjectives follow the noun, hyphens are unnecessary and are left out.

Hyphens join the numerator and denominator of fractions: three-fourths, one-half, etc.

Style Points

NUMBERS

Spell out numbers from one to nine; use figures for 10 and above.

Example: four and 44

Exceptions: Use numbers for street addresses. In certain ticketing materials, figures can be used for numbers below ten for consistency.

Use figures in ages.

PER CENT

Percentages of numbers are indicated by the words per cent not the symbol %.

Example: Over 90 per cent of our employees are full-time.

Yes: per cent
No: % OR percent

TELEPHONE NUMBERS

Always use spaces between numbers and the area code. Do not use brackets for the area code or hyphens.

Yes: 204 223 5436
No: (204) 223 5436
No: 204-223-5436
No: 204.223.5436

TIMES

Time is written in figures. However, write midnight or noon instead of the number.

Yes: 2 p.m., 3:30 p.m.
No: 3:00 p.m.

Yes: midnight, noon
No: 12 midnight, 12 noon

WEBSITES

Use rees.com as the standard presentation for our URL.

Yes: reescommunity.ca
No: www.ReesCommunity.ca
No: www.REESCommunity.ca

Targeted marketing and communication should be presented as rees.com and can include a 'vanity' URL (e.g. reescommunity.ca/company) Redirected URLs can be quickly set up by a website administrator.

SOCIAL MEDIA SITES

LinkedIn:

REES Community
linkedin.com/company/reescampus

Twitter:

@reescommunity
twitter.com/reescommunity

Facebook:

@reescommunity
facebook.com/reescommunity

Instagram:

@reescommunity
instagram.com/reescommunity



rees

If you have questions related to the REES brand, please contact:

441-100 Innovation Drive
Winnipeg, Manitoba R3T 6G2

E: hello@reescommunity.ca
reescommunity.ca