



**BRAND**

**GUIDELINES**



# WELCOME TO REID

## ABOUT OUR GUIDELINES

These guidelines have been created to provide an extensive understanding of what the Reid™ brand entails.

It is important that the guidelines are followed to insure a bold, clean, consistent branding is maintained across all implementations of the Reid™ brand for many years to come.

To insure the quality and accuracy is achieved please make sure you use the required design software.

If you are unsure please contact the ramsetreid marketing team for further direction.

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# OUR LOGO



The Reid™ logo contains two elements the icon and the Reid™ typeface this is not to be adjusted in anyway as the logo has been crafted to perfection, **you can trust our brand.**



COLOUR -  
DARK BACKGROUND



COLOUR -  
ORANGE BACKGROUND



PRIMARY -  
BLACK



GREYSCALE -  
BLACK

# OUR LOGO RULES

## CLEAR SPACE

The Reid™ logo will always require a safe clear space from all other text and design elements to insure the strength of the logo.

How to measure the clear space accurately is by using the icon as a guide as you can see displayed.



## MINIMUM SIZE

The Reid™ logo must not be displayed any smaller than 25mm wide as displayed above with clear spacing of 5mm minimum.



The Reid™ logo is 50mm wide as displayed to the left with clear spacing of 10mm minimum.



The Reid™ logo is 100mm wide as displayed above with clear spacing of 20mm minimum.

# OUR COLOUR PALETTE

## COLOUR IS KEY

Reid™ has its very own distinctive colour palette. It is important to follow our colour guidelines to ensure the essence of the brand is upheld across all communications.



## LOGO COLOURS

### BLACK

C: 0 M: 0 Y: 0 K: 100  
R: 255 G: 255 B: 255

### ORANGE | PMS 165C

C: 0 M: 68 Y: 98 K: 0  
R: 240 G: 120 B: 25

### GREY

C: 0 M: 0 Y: 0 K: 40

# OUR TYPOGRAPHY

## HandelGothic BT

### HEADING

- Font size: 40pt
- Leading: 44pt
- No more than 10 words

### SUB-HEADING

- font size: 12pt
- Leading: 14-16pt
- No more than 20 words

### PULL QUOTE

- font size: 12pt
- Leading: 16pt
- Colour, black or white
- No more than 50 words

## Helvetica Neue LT Pro

### BODY TEXT

- Helvetica Neue LT Pro 55 Roman
- font size: 8pt
- Leading: 11pt
- Space after: 1mm

- Breakout text: bold and colour

## TYPOGRAPHY LAYOUT DISPLAYED BELOW

### SUB-HEADING

Body text - Ullest aut inctiun dempor molor sed magnis mos custi nimus.

Cepudutio. Itatemp oressedit quae comnia veliquam dolor alit res eost lautati orepudis untiassint offictem as dem ni denihit qui blabo. Uga. Gendios qui deliquiat unt et re nam, ut min rero bea valoribus.

Solest, iuntur? Ab is ea aut aut et velli conest evenimolo molorepro blandit, es aut parum, cum, cus as nonsecab.

**Breakout text - Genias volorerit ipsaperum et quam, sum eaqueac aerrunt arum eat is con recae pedipsamus ma nobitas quamus, te sedi as ullant quiae quam rem isquis eum eum qui tenduntia illuptus vid etur santem. Et rat ipitatur aut re dolendis sunt mod ut esequisti valor**

Ebit eiundit laces id magnatio tem qui quidenem quasperati re veliquassus abo. Itaspero blaborrum venimusci ipis aut quis aut parum del ipsunt in nobis eosapient lam cuptiost et eium consendandes nonsequ atempore opta comnis molorpor

**PULL QUOTE - Tem explabo. Em nissed moluptia as estotatur, quis maximendest dolum unt eremporias quatur? Exerovit quidel magnistium repra dendae res num que volorem ea doluptios perum percidem quati nim id exeriat itium quia dolupta quamusd aeperum quiatur?**

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## customer service

### Reid™ Australia

Customer Service Centre

Tel: 1300 780 250

Email: [sales@reid.com.au](mailto:sales@reid.com.au)

Web: [reid.com.au](http://reid.com.au)

### Reid™ New Zealand

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Email: [sales@ramsetreid.co.nz](mailto:sales@ramsetreid.co.nz)

Web: [www.reids.co.nz](http://www.reids.co.nz)

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