REACHOUT

BRAND GUIDE

REACHOUT

REACHOUT

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BRAND FOUNDATION

ABOUT THE BRAND

WHO WE ARE

We are a company dedicated to helping people with mental health issues through self healing practices such as mood tracking and meditations, connecting users with peers through our app's support network, and allowing for professional help and healing within our app.

A huge problem in the world today is the lack of support for mental health issues. ReachOut provides a universal support group for people to use anytime and anywhere to seek help and advice from peers or trained professionals. We promise to help our users anyway we can, from connecting with others going through the same situation or talking in person or online with trained professionals while also providing self-help methods such as emotion tracking and meditations.

BRAND POSITION

BRAND VOICE

POSITION STATEMENT

Our position statement is a set of qualities we would like our customers to associate with the brand. They do not have to be used for any reason other than informing people about our core values and support pillars.

OUR PROMISE

We promise to help our users anyway we can, from connecting users with peers, connecting with trained professionals, and offering the best self-help methods such as mood tracking and unique daily meditations.

BRAND PILLARS

Communities

Convenience

Connections

Group Help

Reflection

REACHOUT IS...

INSPIRING
We want to change how people think about mental health.

INVITING
We designed ReachOut to help all different types of users.

POSITIVE
We always promote positivity, mindfulness and happiness.

SLOGAN

The tag line for the brand, *"A mental health support system at your fingertips"* represents support through our application.

TONE OF VOICE

ReachOut consists of a colourful, positive, and friendly aesthetic that helps elevate the brand beyond just an application but an enjoyable and beneficial support system. With a minimal look and feel, ReachOut can provide users a platform where they can go for positivity through discussion, meditation and mood tracking.

The app allows connecting the user with the highest rated nearby professionals with our premium service. We have high standards for professionals to qualify and be recommend within the app, and these professionals must be knowledgeable with mental health issues to make sure you get the help you deserve. We also provide self-help methods such as mood tracking and analytics and unique and custom meditations.

WHAT MAKES US STAND OUT

OUR UNIQUE SELLING PROPOSITION

ReachOut is an app that allows individuals to seek help, advice, and support during challenging or difficult life circumstances. The app will act as a platform that connects users with others so that they can have conversations with people in similar situations, plan meet-ups, create new friendships through talking, and give or receive advice on how to maintain a positive perspective when faced with life's hardships. The app also promotes self healing through daily mood tracking and analytics as well as meditations curated to fit your needs, circumstances and preferences.

Our app also provides the users with the option of pursuing professional help from a licensed counselor if their circumstances and needs are beyond the help of simply talking to an untrained peer. This is a premium feature where businesses or professionals can promote themselves within the app and for an in-app purchase, the user will gain access to help from trained professionals.

IDENTITY SYSTEM

DESIGN RATIONALE

LOGO CONSTRUCTION

Life can be tough, and sometimes we're faced with situations and challenges that are difficult to deal with on our own. Chances are there's others out there that understand what you're going through that can help. There's always someone willing to listen, and it's important to know you're never completely alone.

There are many benefits of the application to help people struggling with mental health issues. As a user downloads our app to get help with mental health issues, they can use the app to get help from other peers, trained professionals, or through self-help methods such as meditation and mood tracking.

With these core ideas and principles in mind, the logo for Reachout had to be able to communicate this quickly and effectively. This was done through visually communicating that through loving and healing yourself plus the support and help of others will allow the user to heal.

Love and Heal
youself

+

Connect and
Help Others
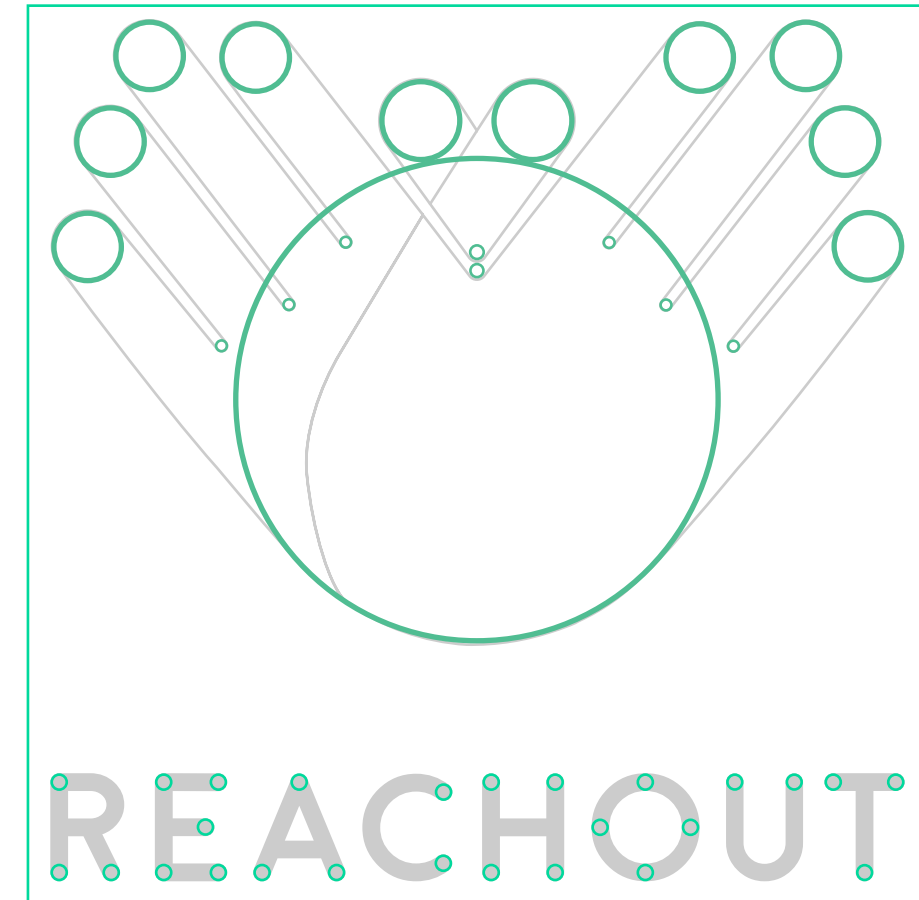
LOGO PROPORTIONS

LOGO COLOURS

HOW TO USE THE LOGO

The logo should have the proper amount of spacing around it when being used. The combined logo and word mark should be used with a 1/4 height size padding around it whereas the logo or word mark alone should have 1/2 height size padding around.

1/3 SIZE

REACHOUT

REACHOUT

1/3 SIZE
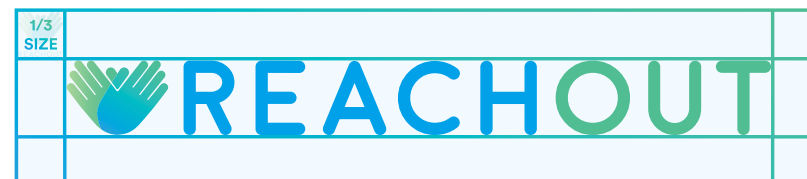
REACHOUT

LOGO SIZES

The logo can be used at different sizes while maintaining legibility and clarity for both the logo and word mark of ReachOut.

REACHOUT

REACHOUT

REACHOUT

COLOUR LOGO

This logo is to be used on digital platforms and print material while following the correct logo rules.

REACHOUT

GREYSCALE LOGO

The greyscale logo would be used when printing without colour on paper.

REACHOUT

INCORRECT LOGO USES

COLOURS

Do not change the colours of either the logo or word mark.

LAYOUT

Do not change the layout or positioning of the ReachOut Logo and word mark.

SCALING

Do not scale , skew or rotate the logo or word mark in any way

FONT

Never change the font or font colours for ReachOut.
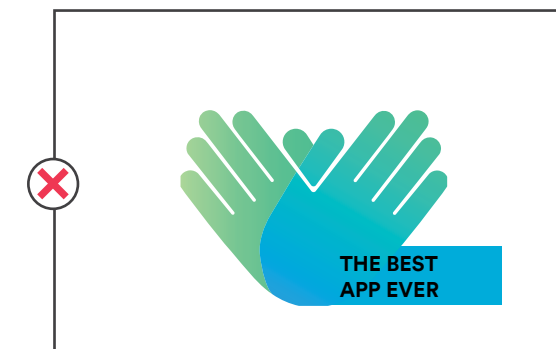
BACKGROUNDS

Never add a background colour to the ReachOut logo. Refer to logo proportions to see how much white space is needed.

MODIFICATIONS

Overall, do not make any modifications to the logo including additions such as adding text.

TYPOGRAPHY

BRAND COLOURS

MOON

This typeface consists of all uppercase letters with two weights and is used for the word mark and other elements.

CIRCULAR

This typeface has three weights and is used for all other copy on products and services.

BOLD

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

LIGHT

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

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

FULL COLOUR

BLUE
C:73 M:22 Y:0 K:0
HEX: #00a2e8
RBG:0,162,232

TEAL
C:69 M:0 Y:16 K:0
HEX: #00bfd6
RBG:0,191,214

GREEN
C:66 M:0 Y:56 K:0
HEX: #00db9e
RBG:0,219,158

GREYSCALE

DARK
C:0 M:0 Y:0 K:90
HEX: #404041
RBG:64,64,65

MEDIUM
C:0 M:0 Y:0 K:80
HEX: #58585b
RBG:88,88,91

LIGHT
C:65 M:0 Y:56 K:0
HEX: #8c8c8c
RBG:141,141,139

DESIGN APPLICATIONS

REACHOUT
123 Circle Street
Toronto, ON A1B2C3
(123) 456-7890
no_reply@reachout.com

July, 18 2018

Dear Ms. Reader,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius.

Best regards,

Your Name
CEO, ReachOut

REACHOUT
123 Circle Street
Toronto, ON A1B2C3

BUSINESS CARDS

APP ICON

IOS ICON

The app icon is based on iOS app icon guidelines for iOS 11. This allows for consistency between the application and the phones operating system.
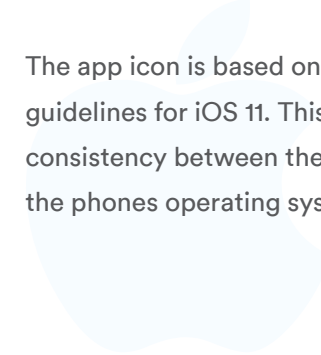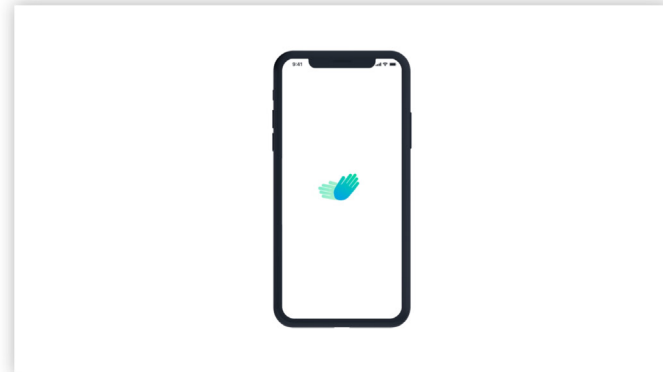
ANDROID ICON

APP SCREENSHOTS
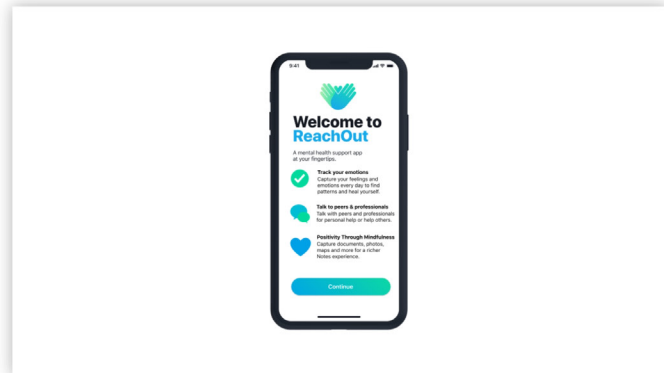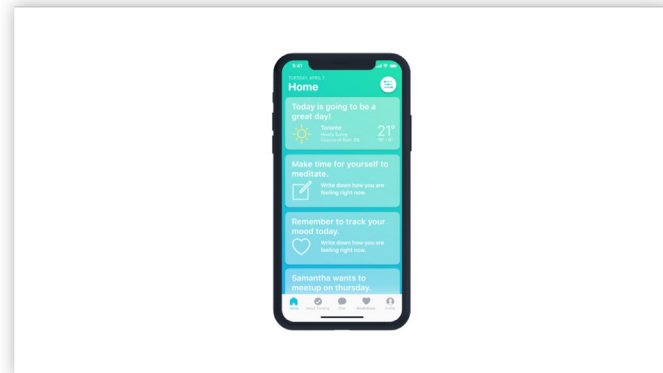
WEBSITE
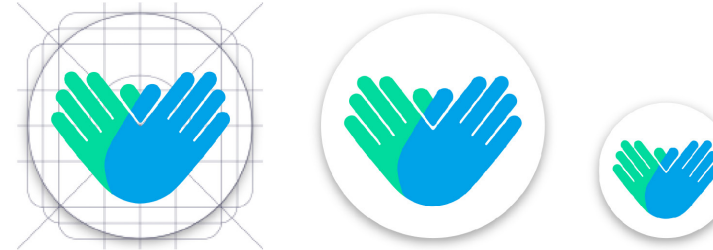
ANIMATED EXPLAINER
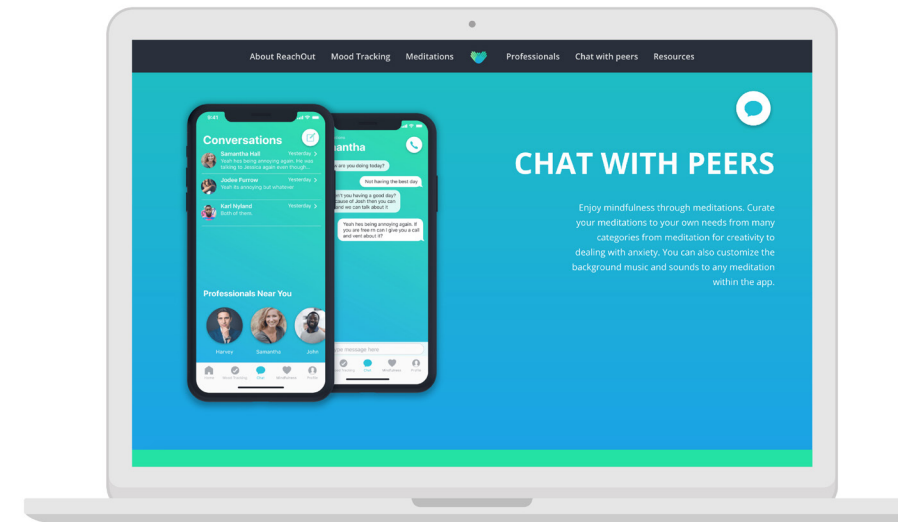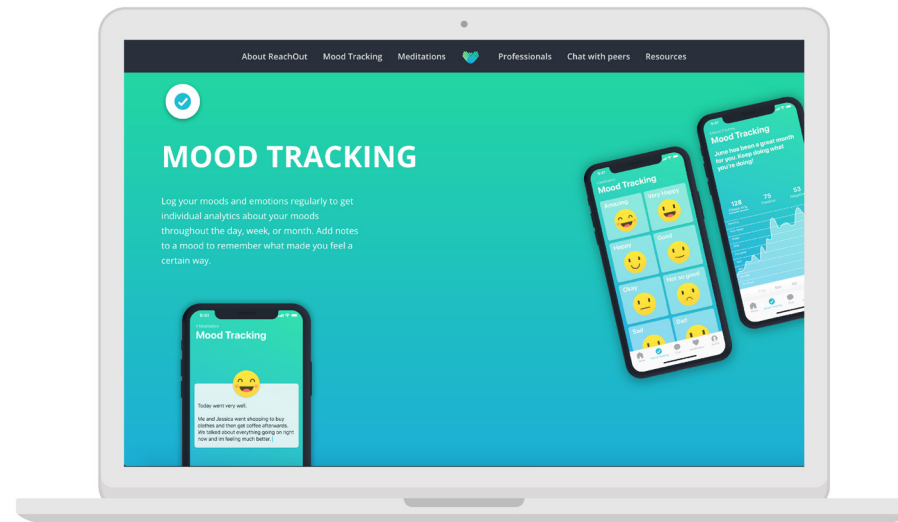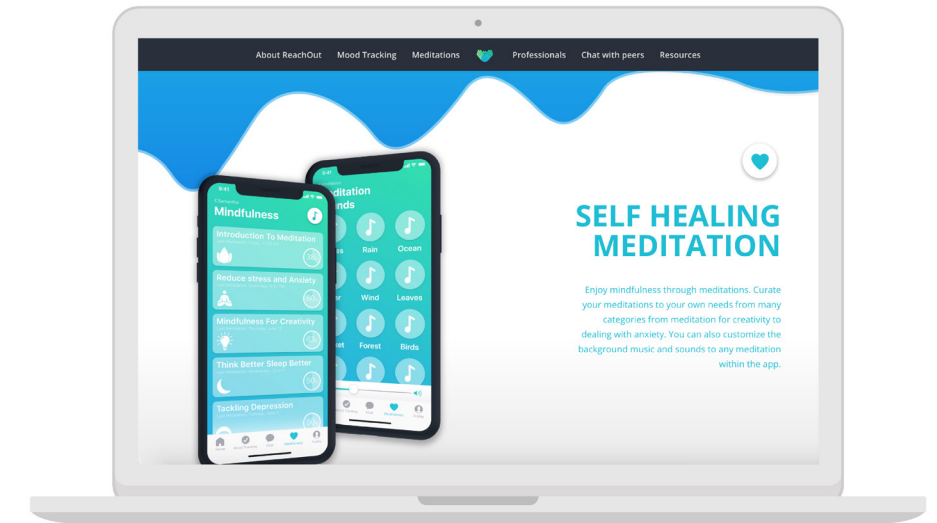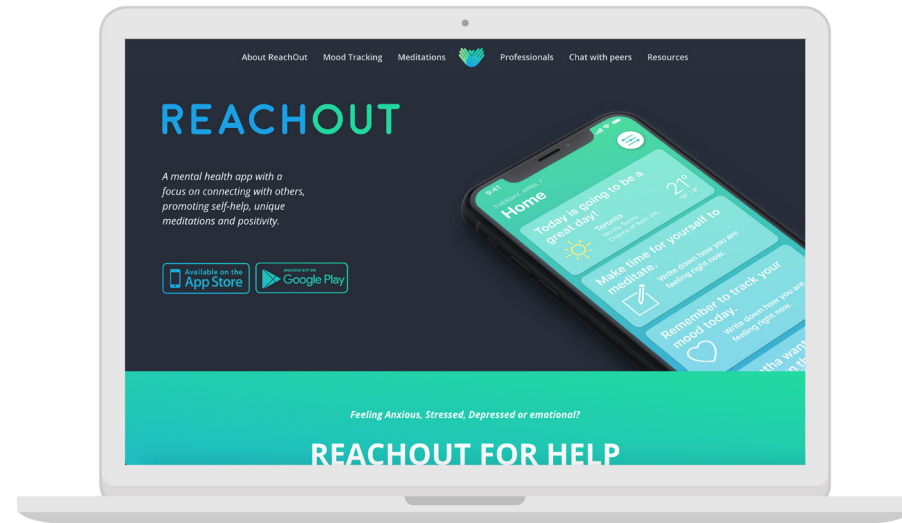
ANIMATED EXPLAINER

Begins showing blank iPhone X

Logo animated showing hands coming together

All categories animated showing the different
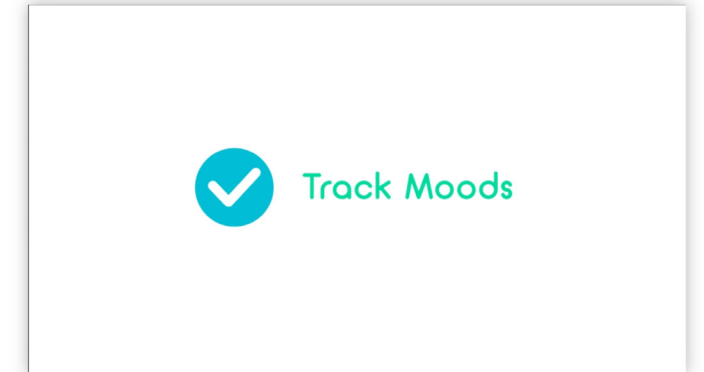sections of the application, continue button is pressed

Home screen is shown with the different things
the user is able to do within the app.

Animated icon for the mindfulness section
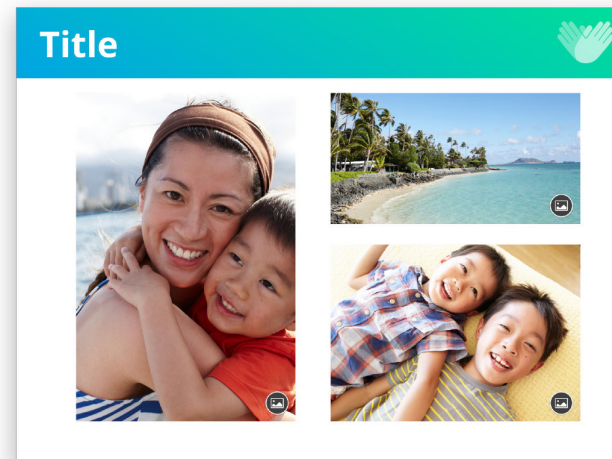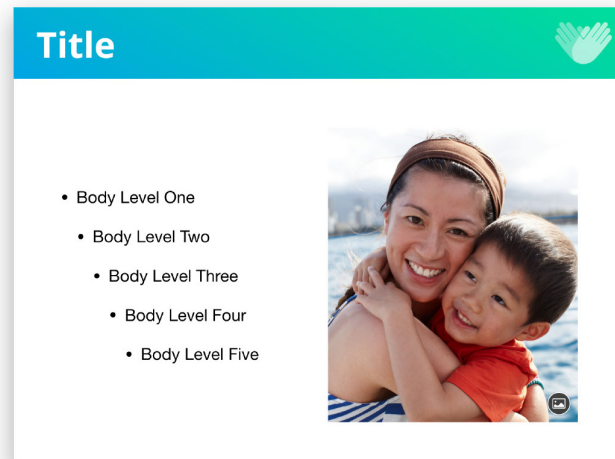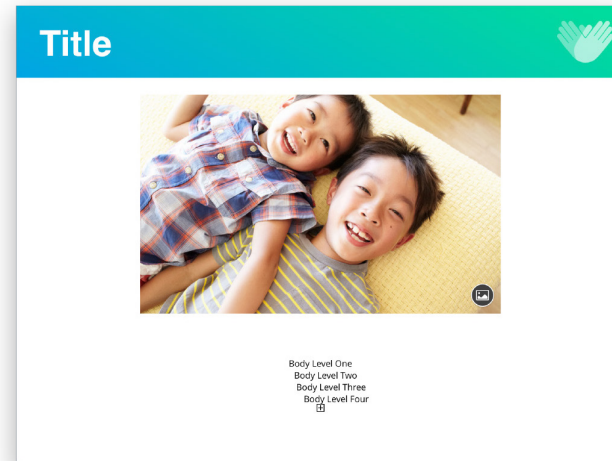
Animated icon for the mood tracking section
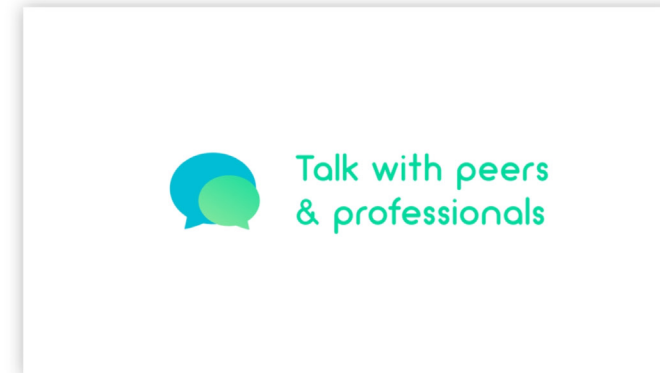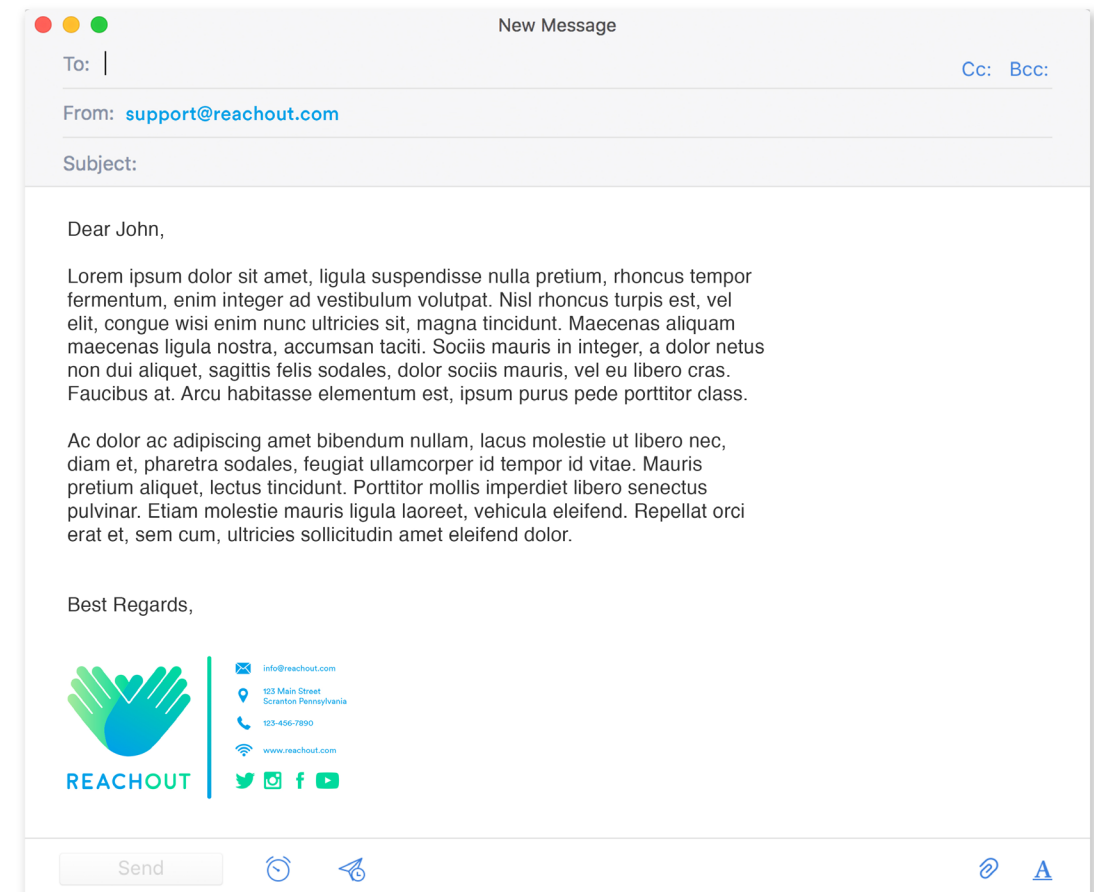
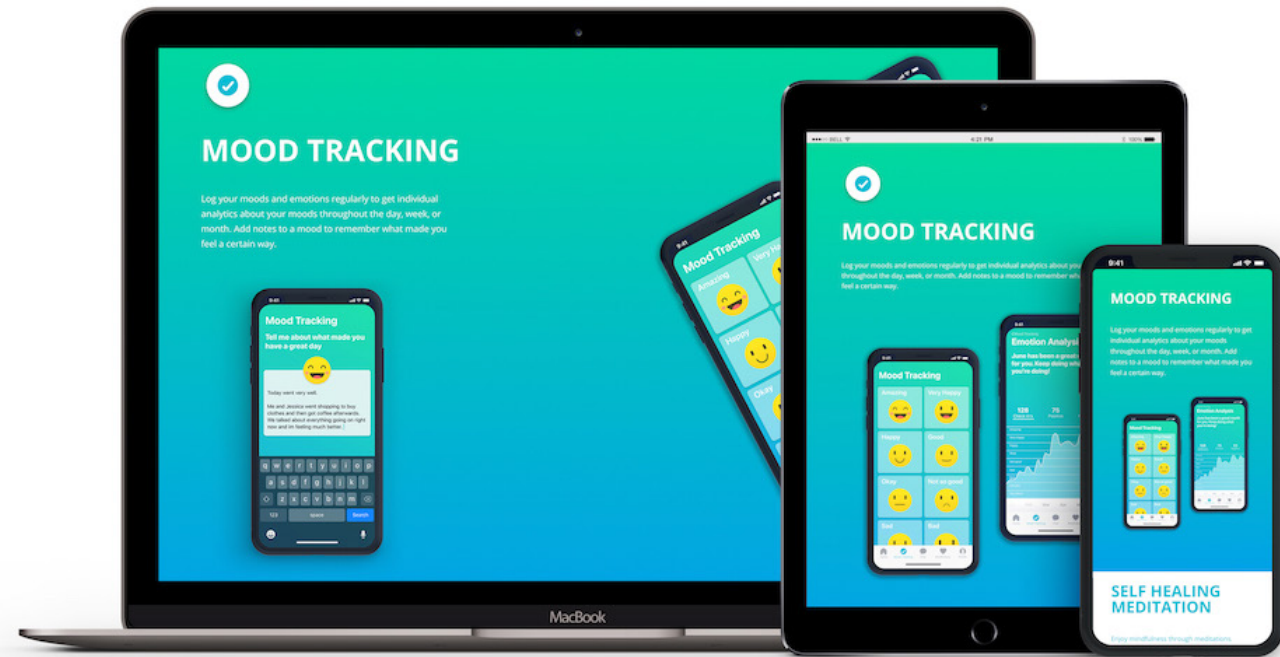Animated icon for the chat section

Animated icon for the logo and word mark

POWERPOINT

EMAIL AND SOCIAL MEDIA

LEARN MORE ONLINE

THANKS

Visit us online at

www.michaelcalcada.com/reachout

REACHOUT

Thanks for taking the time to read our guidelines. We hope they help you in creating great content with our brand. For any further questions email us at reachout@support.com