



WEB SITE
BRAND GUIDELINES

INTRODUCTION

Welcome to the REACH Kidney Care's Brand Guidelines, designed to provide a comprehensive framework for effectively representing our brand identity. These guidelines ensure consistency and coherence across all brand touchpoints, enabling us to communicate our values, personality, and unique offerings to our target audience.

Our brand guidelines empower us to connect with our audience, establish a strong presence, and tell our unique story. By maintaining consistency and adhering to these guidelines, we can cultivate trust, showcase our offerings, and foster loyalty. Let these guidelines be our compass as we build and evolve our brand, leaving a lasting impact on our audience.

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REACH Kidney Care as a brand focuses on the patient experience. We are a reliable source of pre-dialysis kidney care. Our team is made of caring professionals who serve the patient.

Our aim is to provide reliable and high quality pre-dialysis care for those suffering from chronic kidney disease.

Our vision is to partner with insurers to keep our patients off of dialysis for as long as possible. Ideally, our patients would avoid dialysis altogether.

LOGO DESIGN

- 2.1 Logomark
- 2.2 Logotype
- 2.3 Logo Lockup
- 2.4 Clear space
- 2.5 Approved Logos
- 2.6 Minimum sizes
- 2.7 Common mistakes

LOGOMARK

REACH Kidney Care's logo is meant to evoke a patient reaching for their best self. The icon placed in the H is reaching with one arm while also clutching the kidney silhouette in the adjacent C.

This design shows our patients triumphantly achieving a better quality of life while using our pre-dialysis care. The icon symbolizes the patient reaching for a goal. It could also be read as the patient raising their arm in celebration.



LOGOTYPE

Impact Bold Italic was chosen as the logotype for REACH Kidney Care, as it has been a part of the core typeset that is packaged with Windows since the late '90s. It is familiar and accessible, while also projecting stability and strength.

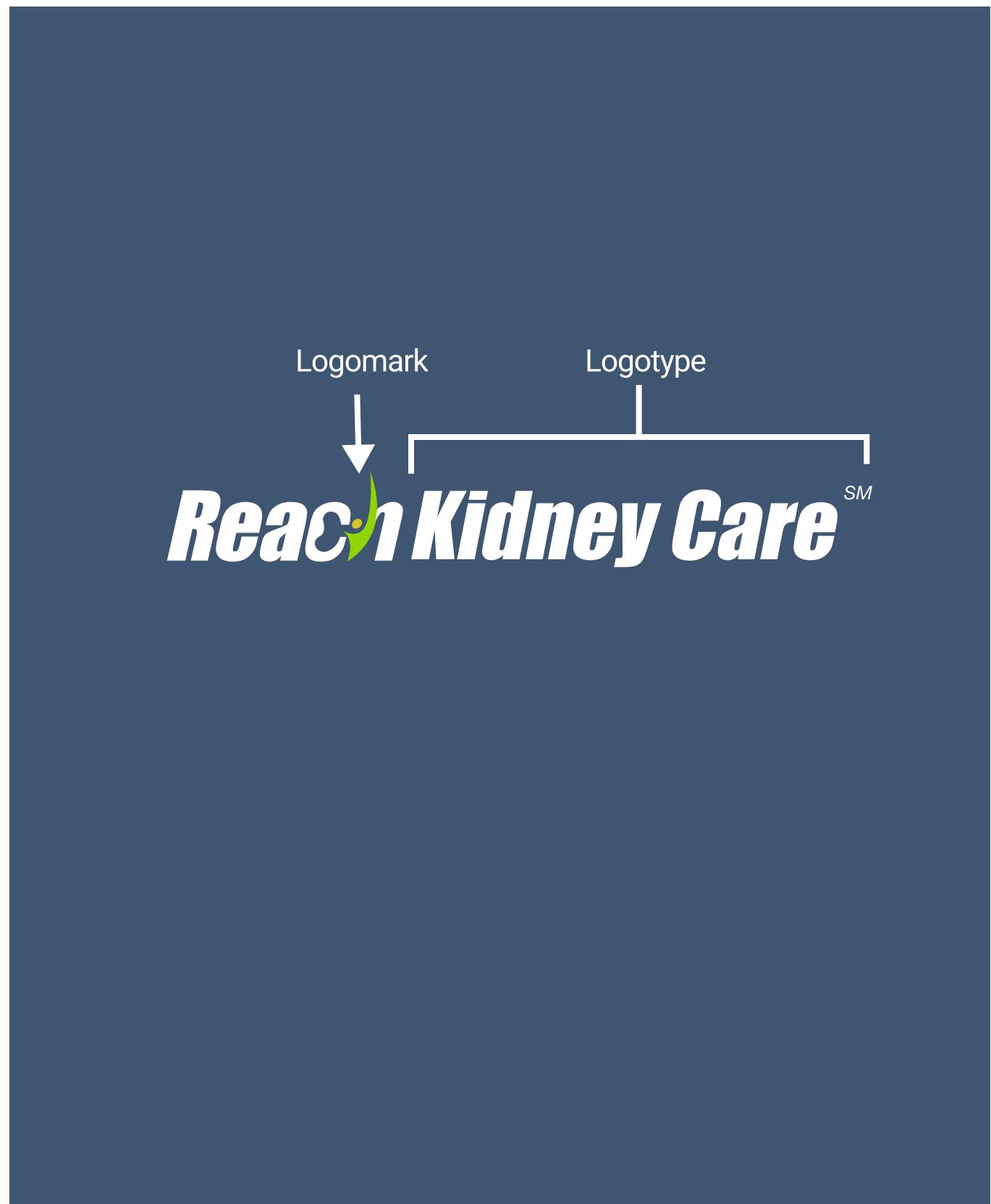
This versatile and free-for-commercial-use font has been used for the past 8 years by our team and is easily recognizable by our patients.



The logo for Reach Kidney Care features the word "Reach" in a blue, bold, italicized sans-serif font. The letter "a" has a small, stylized green and yellow swoosh graphic extending from its top. To the right of "Reach" is the word "Kidney Care" in a larger, bold, blue, italicized sans-serif font. A small "SM" superscript is located at the top right of the "Kidney Care" text. Below "Kidney Care" is the word "Typeface" in a bold, blue, italicized sans-serif font.

LOGO LOCKUP

This combination of the logomark and logotype ensures a consistent and recognizable representation of the brand across various applications and reinforces REACH's commitment to delivering reliability and reaching for a better quality of life.



CLEAR SPACE

This combination of the logomark and logotype ensures a consistent and recognizable representation of the REACH organization throughout our website and external facing materials.



APPROVED LOGOS

These are the approved logos that can be used on the REACH web site. Please only use these logos. The horizontal logos shown here are preferred, but the rectangular ones below can be used when space is limited.

By doing this, you are keeping our voice and identity consistent throughout the site.

Horizontal:



Limited Space:



Horizontal:



Limited Space:



MINIMUM SIZES

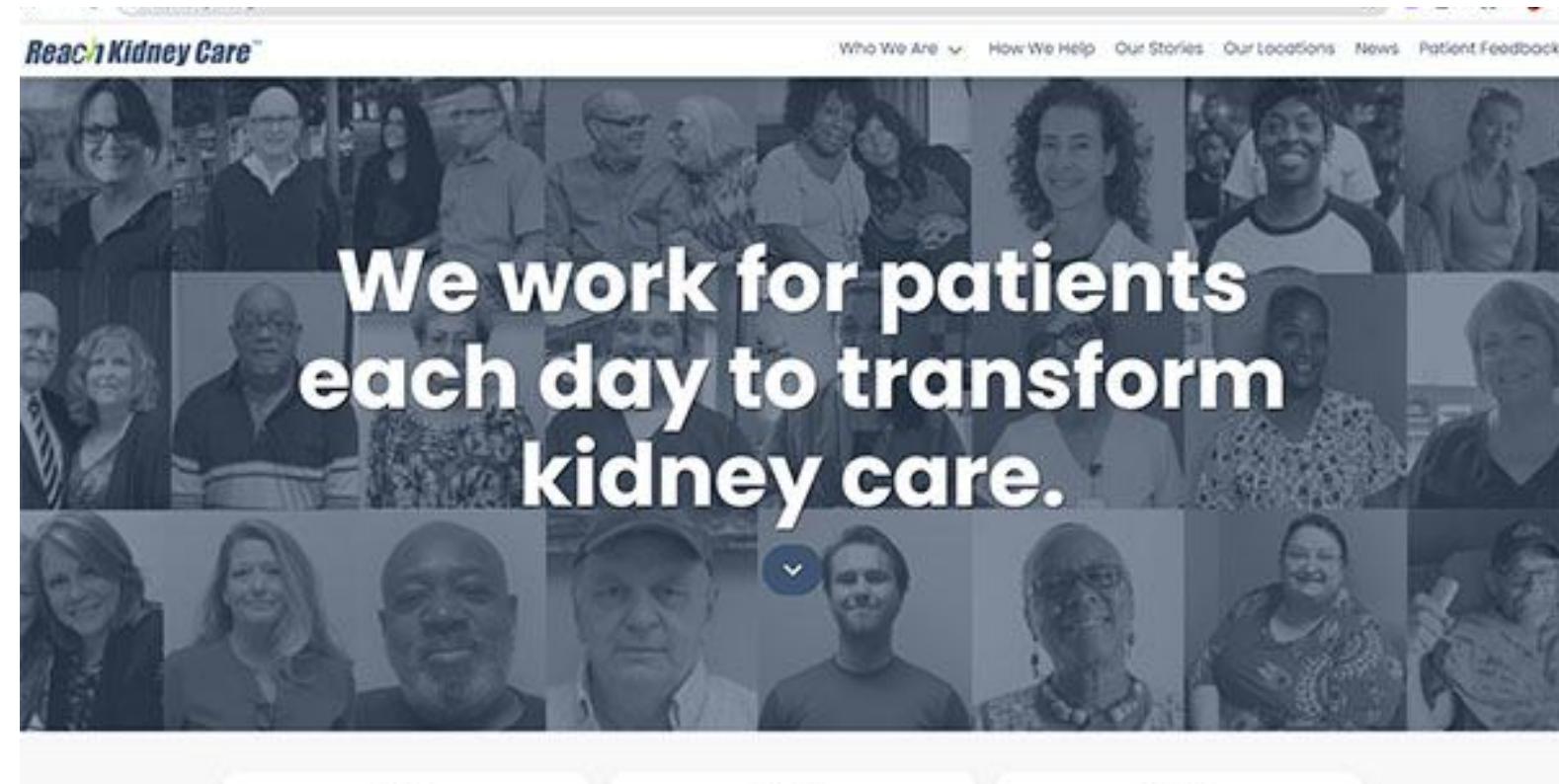
The version is optimized for sizes that are not excessively small. It mandates a minimum height of .75" for print applications and a minimum of 50px for digital applications, ensuring legibility and clarity even at larger dimensions.



PLACEMENT



Position the logo on the primary grid line, aligning it to the left side for a prominent presence. In cases where the necessary space is not available, the logo should be placed in either the top or bottom left corners of the page.



COLORS

- 3.1 Color palette
- 3.2 Approved Colors
- 3.3 Combinations



APPROVED COLORS

These colors can be used against pure white (#FFF) and are WCAG AA compliant. That means that they are readable with our approved font sizes when placed on top of a white background.

These colors have all been tested on text and iconography at the approved sizes on WCAG's Contrast Checker.

-  #415774 Used for headings and infographics
-  #91D400 Used for infographics
-  #363636 Used for body text and headings
-  #ECAC22 Used for headings and infographics
-  #898B96 Used for headings and infographics

COMBINATIONS

The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.



TYPOGRAPHY

- 4.1 Typeface
- 4.2 Weights
- 4.3 Type Scaling
- 4.4 Common mistakes

TYPEFACE

These two versatile and free-for-commercial-use fonts lend a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials.

POPPINS

ROBOTO

WEIGHTS

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

Demi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

TYPE SCALING

64 Px 3.5 rem Poppin

Heading 1

48 Px 3 rem Poppin

Heading 2

36 Px 2 rem Poppin

Heading 1

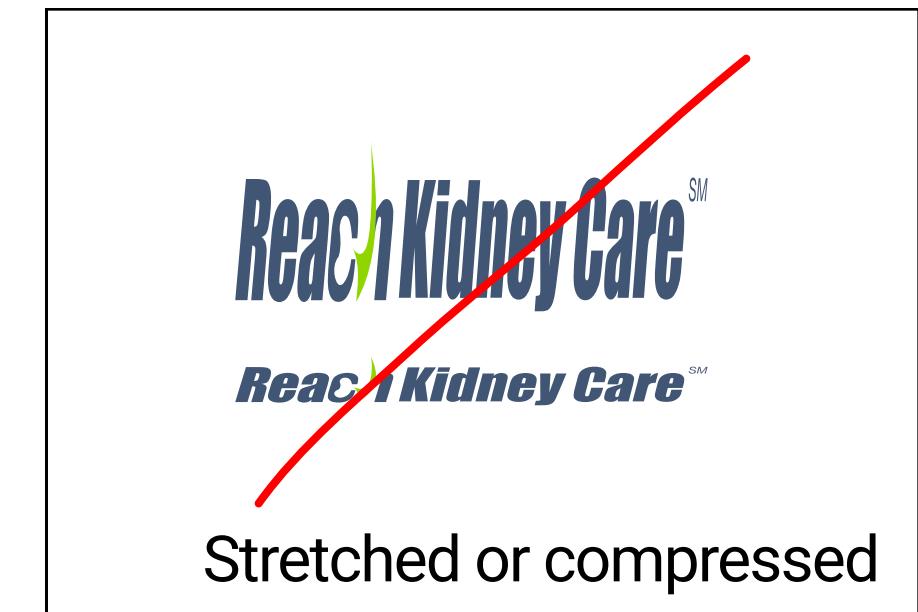
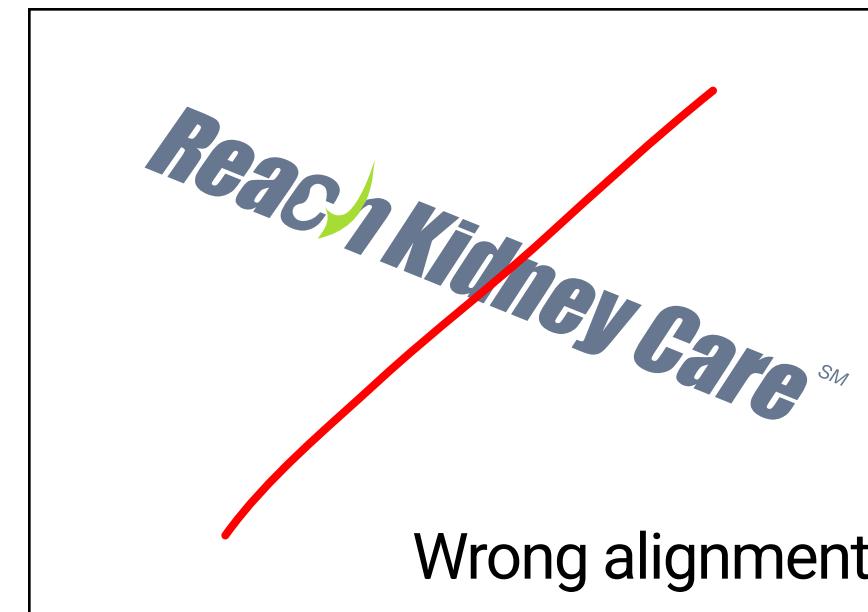
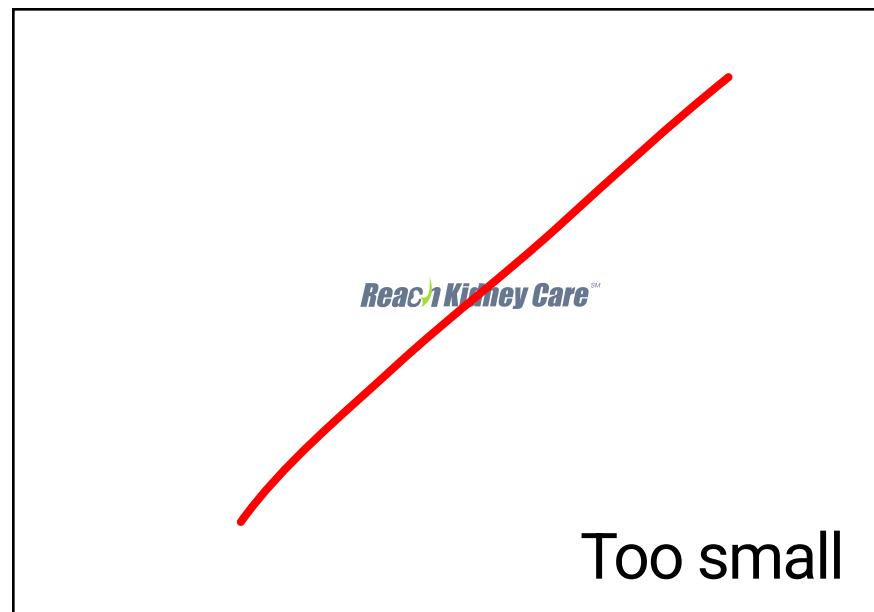
24 Px 1.5 rem Roboto

Heading 1

12 Px 0.8 rem Roboto

Body Copy

COMMON MISTAKES



ACCESSIBILITY

- 5.1 ADA Compliance
- 5.2 Common mistakes

ADA COMPLIANCE

Compliance with the rules set out by the American Disabilities Act is paramount to REACH Kidney Care. We serve all of our patients and their loved ones with the same care and concern, regardless of their visual abilities or lack thereof. There are a number of visual impairments that can make viewing content on the internet difficult. That said, we take the utmost care in making sure our website is accessible to everyone.

The World Consortium of Accessibility Guidelines (WCAG) offers many resources and a set of rules to make sure that an overwhelming majority of website users are able to easily access content. For many reasons, we are committed to WCAG AA Compliance.

One of the most useful tools offered by the WCAG is this Contrast Checker. All of our fonts and colors have been run through this checker.

<https://webaim.org/resources/contrastchecker/>

COMMON MISTAKES

