

Brand Guidelines

Updated January 2023



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01

Logo

Primary logo

The official Reach Subsea logo is made in two parts. The word “Reach” is a custom logotype with the letter “E” representing the Poseidon’s (god of the sea) trident. “Subsea” is written using the font Trade Gothic Bold Extended.



Primary logo light

The Primary logo light can be used on dark backgrounds as long as the green in the logo has enough contrast, otherwise the white monochrome version can be used.



Clear space

Protect the logo with a minimum clear space on all sides to ensure its visibility and impact. No graphic elements should invade this zone. Use the “R” to determine minimum space.



Monochrome logo

The main logo is also available in a white version on a dark background, as well as in blue and black versions with light backgrounds.



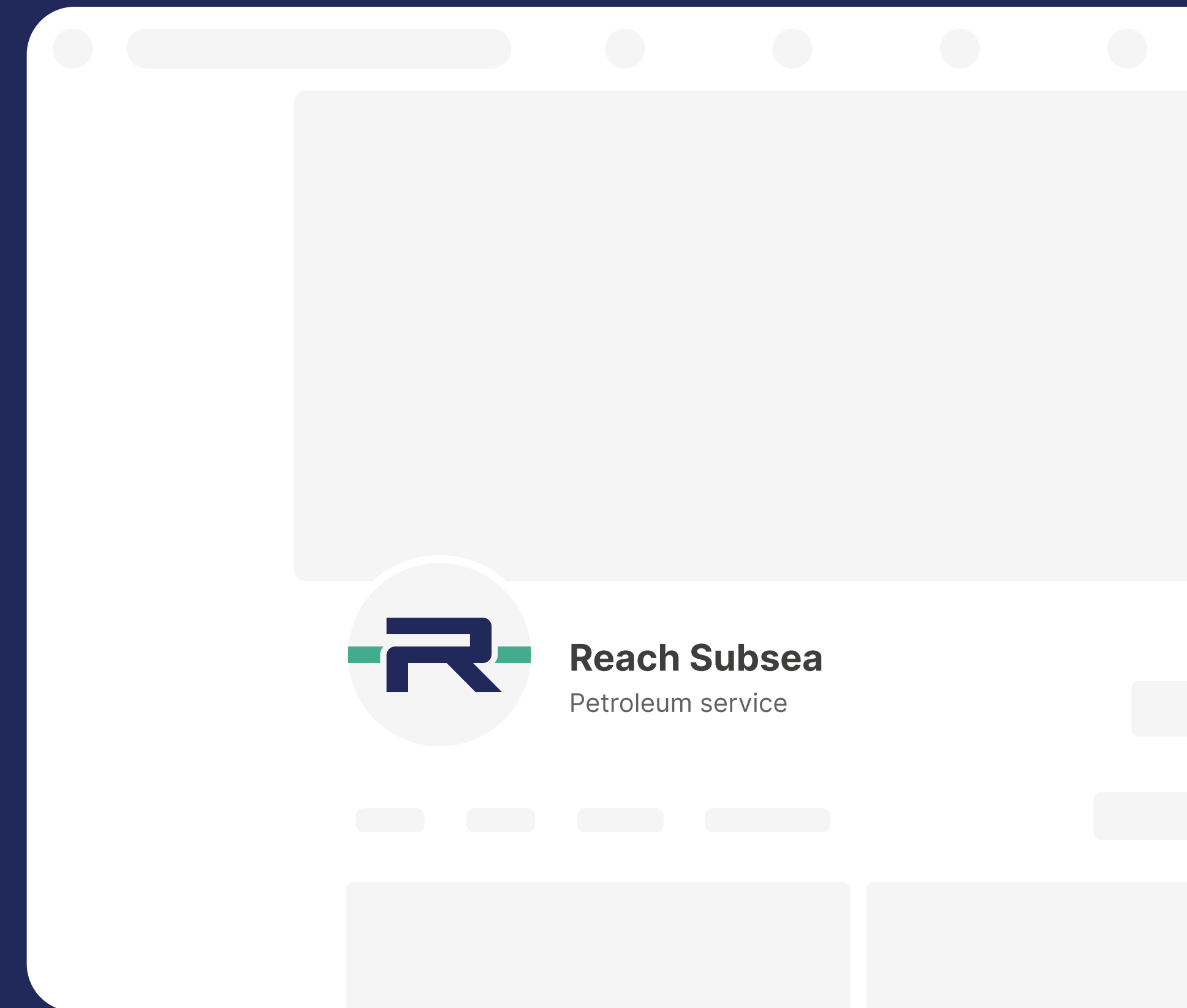
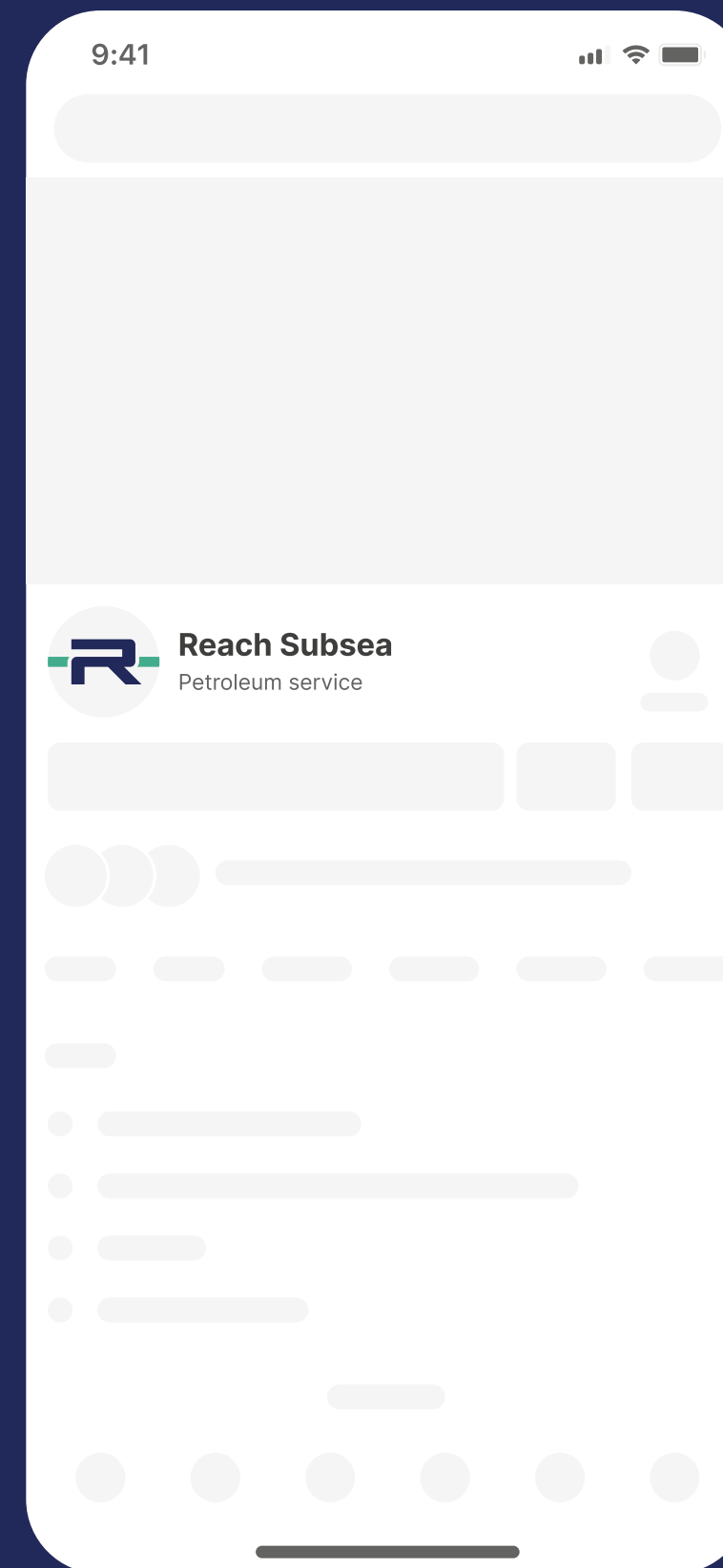
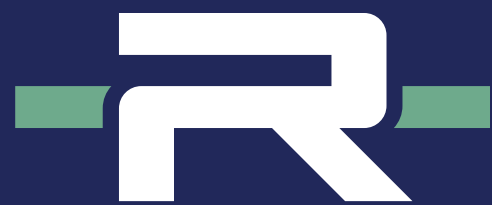
REACH
SUBSEA



REACH
SUBSEA

Logo icon

Logo icons are often used for many of the most popular social media platforms out there. We regularly update this page to make sure you can get the latest versions of the logos.



Logo usage

The success of the brand depends on the Reach Subsea logo maintaining a consistent appearance in all communications. In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.



Do not rotate the logo



Do not change the transparency of the logo



Do not distort or warp the logo in any way



Do not change the typeface



Do not use drop shadows or any other effects



Do not outline logo



Do not alter the proportions of the logo

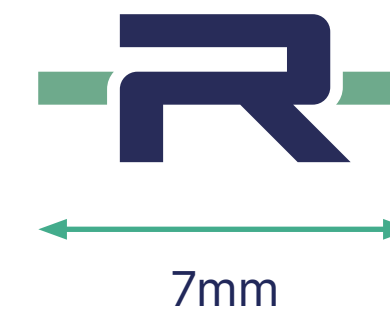


Do not adjust the colour of the logo

Sizing

Recommended minimum sizes are suggested to maintain legibility of the logo and icon across a variety of mediums.

Minimum size for print



Minimum size for screen



Secondary logos

These logos are made up of an icon and logotype written using the font Trade Gothic Bold Extended. They are available with the tagline “Part of the Reach Subsea Group” or without.



Colour

Primary

Hex #282C59
RGB 40, 44, 89
CMYK 92, 90, 30, 28
Pantone 648 C
RAL 5022

P1

Hex #9494AB
RGB 148, 148, 171
CMYK 45, 39, 21, 0
Pantone 5285 C

P2

Hex #B4B2C9
RGB 180, 178, 201
CMYK 33, 29, 11, 0
Pantone 5295 C

P3

Hex #E3E4EF
RGB 227, 228, 239
CMYK 13, 9, 3, 0
Pantone 7443 C

P4

Hex #1B1D3B
RGB 27, 29, 59
CMYK 100, 95, 44, 55
Pantone 276 C

Secondary

Hex #6EAA8C
RGB 110, 170, 140
CMYK 62, 14, 50, 0
Pantone 556 C
RAL 6024

S1

Hex #B7D5C6
RGB 183, 213, 198
CMYK 38, 1, 28, 0
Pantone 559 C

S2

Hex #DBEAE2
RGB 219, 234, 226
CMYK 20, 0, 14, 0
Pantone 621 C

S3

Hex #F1F7F3
RGB 241, 247, 243
CMYK 8, 0, 7, 0
Pantone 7443 C

S4

Hex #416E58
RGB 65, 110, 88
CMYK 86, 32, 70, 22
Pantone 5545 C

Typography

Primary typeface

Our primary typeface Inter is a sans-serif typeface designed by Rasmus Andersson. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate “0” from “o”, tabular numbers, etc.

<https://fonts.google.com/specimen/Inter>

Inter

Sans serif typeface | Designed by Rasmus Andersson

Inter Regular

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 Ææ Øø Åå
1 2 3 4 5 6 7 8 9 0
' ? ' " ! " (%) [#] { @ } / & \ < - + ÷ × = > : ; , . *

Inter 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 Ææ Øø Åå
1 2 3 4 5 6 7 8 9 0
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Our core business concept is to offer high quality services and solutions.

Our vision is to be the preferred operator by those who need the best possible subsea partner, one that will always perform above expectations. Our business is based on modern, high spec Work ROVs operated by highly qualified offshore personnel and supported by our competent onshore project management and engineering resources. As a platform for performing subsea services, we utilize modern high spec subsea vessels chartered in from various ship owners.

H1 96-96

H2 72-80

H3 48-54

H4 36-40

H5 24-36

Paragraph XLarge 18-24

Paragraph Regular 16-21

Paragraph Regular 14-21

Paragraph Regular 12-18

Paragraph Small 10-16

Paragraph XSmall 8-14

Paragraph Tiny 6-10

Branding



Email signatures

There are two version of the email signature, the “Introduction email” which contains all contact information and can be used with or without the logo and all “Follow up emails” only need to contain the name and primary contact number.

Use black #000000 coloured text for the entire signature apart from the email and web address, which can be green #6EAA8C.

If more than one contact number is to be used, indicate by adding the following codes: M. (mobile), T. (office telephone) and D. (direct).

M. +47 123 45 678
T. +47 400 07 710
D. +47 400 07 756

Introduction email

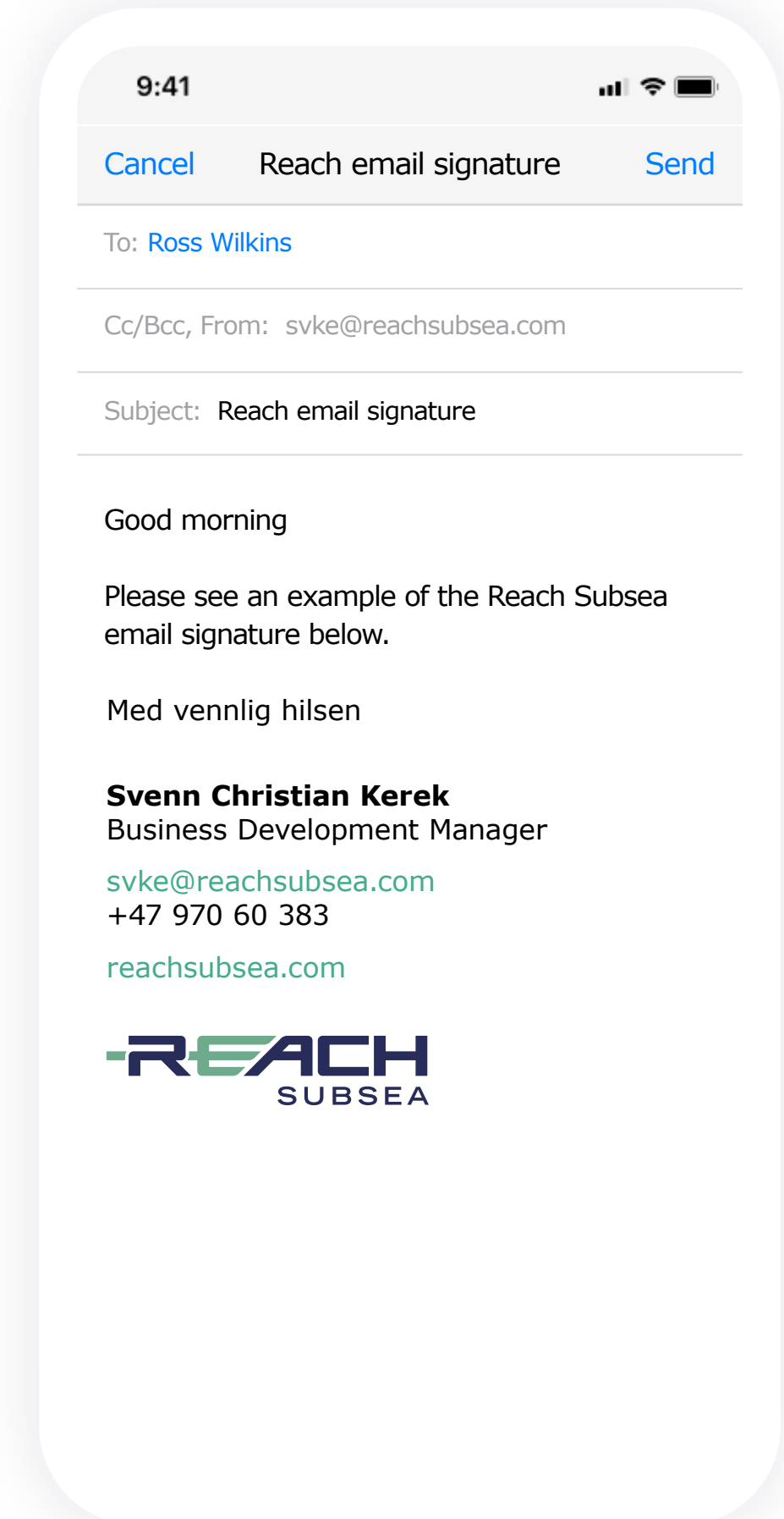
Svenn Christian Kerek
Business Development Manager

svke@reachsubsea.com
+47 970 60 383
reachsubsea.com



Follow up emails

Svenn Christian Kerek
+47 970 60 383



Clothing

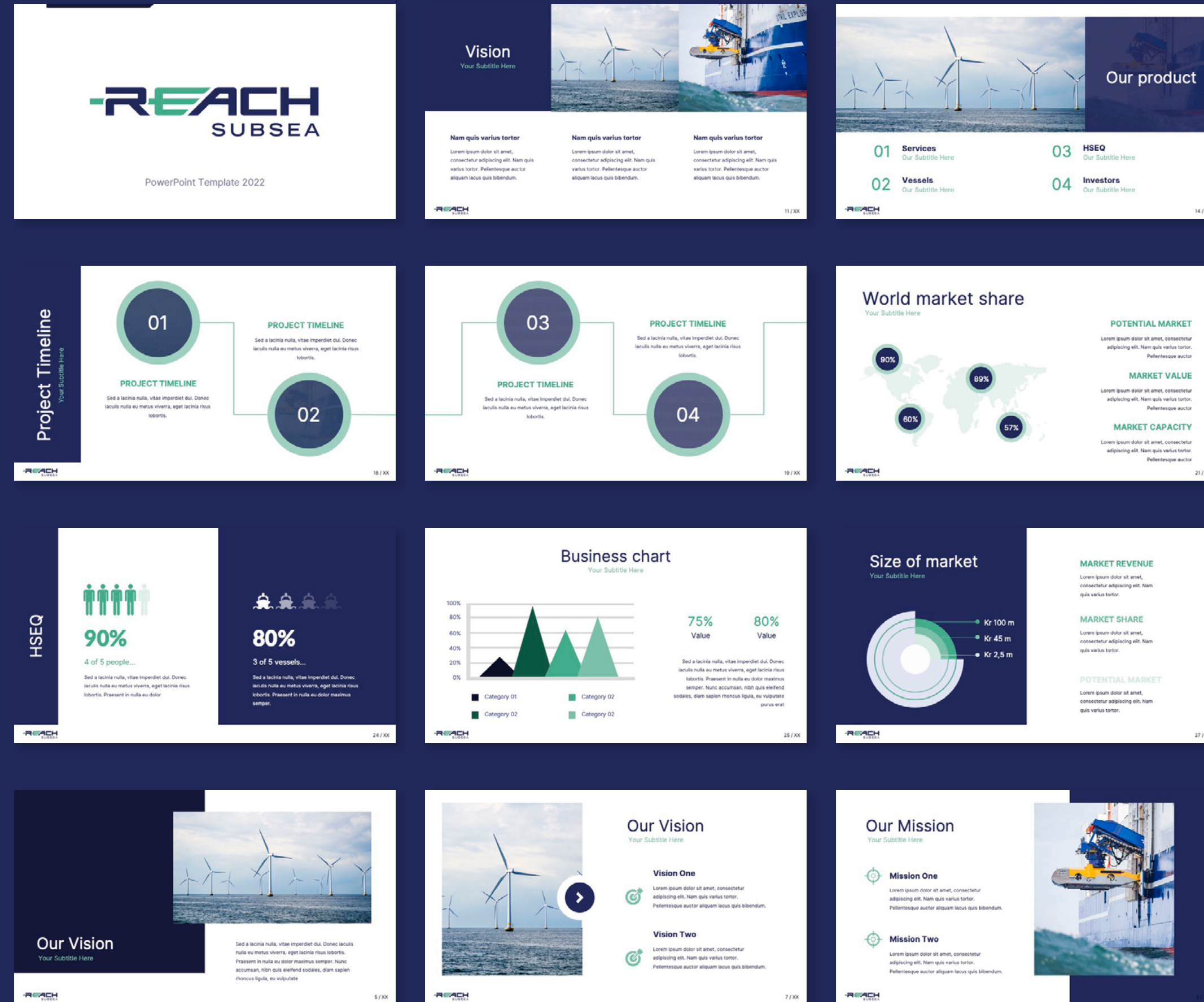
Branding on clothing articles is kept to a minimum. For lighter coloured clothing use the Primary logo, if the clothing is dark enough for the green to be seen use the Primary light logo, otherwise use the monochrome white logo.



Documents

Powerpoint

Reach Subsea's powerpoint template has a selection of different slides that should be able to accommodate most presentations. There are a few basic rules to follow; try to keep the amount of text per slide to a minimum. Use images and graphics to convey your message but don't over crowd the slide and use animations sparingly.



#1B1D3B		Text/Background - Dark 1
#FFFFFF		Text/Background - Light 1
#282C59		Text/Background - Dark 2
#F1F7F3		Text/Background - Light 2
#6EAA8C		Accent 1
#B7D5C6		Accent 2
#DBEAE2		Accent 3
#9494AB		Accent 4
#B4B2C9		Accent 5
#E3E4EF		Accent 6
#6EAA8C		Hyperlink
#416E58		Followed Hyperlink

Letters & Reports

Reach Subsea’s letters and reports can vary in content, it is recommended to use the rules below to maintain a consistent brand appearance in all communications.

Header bar



This graphic element is taken from the letter ‘E’ in the Reach Subsea logo and is used at the top of communications material. It should be aligned to the left margin and vertically centred at the top of the page (so that half of the graphic bleeds off the page). The Header bar should be between 50-60% the width of the page.

Footer section



This content will always vary depending on the document, but they will always appear with a horizontal bar above the content that aligns to the margins. Other types of content that could be displayed are: document or report title, © Reach Subsea, document version number, contents button (for digital files), logo, tagline and website address.





Reach Subsea AS
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5527 Haugesund
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post@reachsubsea.no

enture

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Svenn Christian Kerek
svke@reachsubsea.com
+47 970 60 383

New business venture

Ref: 123 456 789

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Svenn Christian Kerek
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1/2 | Everything within Reach | Report 2023



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Tada AS
157 Haraldsgata
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Norway

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