

REDF

An investment that works.

BRAND STYLE GUIDE

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Visual Identity Framework

Brand Values

Brand Personality

REDF's conceptual structure that serves as a supporting tool that guides the creation and management of brand assets are based in the following personality traits:

Excellence Through Teamwork

We work better together and achieve excellence by fostering a culture of collaboration—across REDF teams, social enterprises, and partners.

Learning Continuously

We believe we can grow and continuously improve, as individuals and as an organization, applying the lessons learned from our successes as well as our failures.

Business as a Force for Good

We're creative problem solvers who look beyond traditional approaches to find more innovative, equitable solutions.

Inspired by our Work

Doing this work is a privilege. We're inspired by our social enterprise partners and the people they serve who are striving for a better life. innovative, equitable solutions.

Mutual Respect

We work to foster a culture of inclusion and openness, approaching our jobs with humility and respect for our colleagues and partners. We value and seek to learn from the lived experience of people served by social enterprises.

Voice & Tone

REDF wants to communicate the ideals of being confident, strategic, genuine, balanced and galvanizing.

Design

REDF's new refresh should look accessible, clean, soulful, and vibrant.

Internal Visioning Statement

Pathways to Joy

REDF believes in a pathway to joy based on the inherent value and gifts/talents of all people - whether this impact is for an individual, the community or industry at large - REDF's three main pillars - capital, capacity- and community - act as trampoline for economic mobility and long-term prosperity, catalyzing vibrant communities and en-kindling a radical shift of consciousness within private industry to hire/value and use untapped potential. We want the brand refresh to capture that balance of head & heart making sure that REDF comes across as a serious organization leveraging all their differentiators while also framing the emerging ESE platform as a joyful revolution.



Logo

Logo Origin Story

The new REDF logo refresh is stylized with a new bold condensed set of letter forms that represent the impact, boldness, and unification of the organization. The tight spacing visually depicting a sense of togetherness & collaboration. The grit/rustic texture within the letter forms are a direct homage to the working community REDF directly engages and builds with and a sense of rawness and authenticity the organization stands upon. This mark keeps all traditional elements from the previous mark now conceptually renewed and redefined along with a new identity system.

PRIMARY LOGO – NO TAGLINE



PRIMARY LOGO – WITH TAGLINE



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Clear Space

Leave ample clear space around the logo at all times to retain legibility and establish brand clarity. Use the letter 'D' portion of the REDF logo as a measuring guide to determine the correct amount of padding.



Logo Sizing

To protect the legibility of the primary logo; the recommended minimum size should not be less than 100 pixels height for print and 75 pixels height for web.



125 PX



100 PX



75 PX

To protect the legibility of the primary logo and its tagline; the recommended minimum size should not be less than 150 pixels height for print and 125 pixels height for web.



175 PX



150 PX



125 PX

Logo Usage (Do's & Don'ts)

A set of rules are necessary for maintaining brand integrity. These are regarding unacceptable usage of the REDF logo.



Do not distort the logo.



Do not tilt the logo.



Do not alter the colors.



Do not convert the logo to a stroke.



Do not flip the logo.



Do not combine the brand colors in the logo.



Do not shear the logo.



Do not remove texture and structure from logo.



Do not add any effects to the logo.

Programmatic Logos

Programmatic Logos



The programmatic logos represent the major working programs within the entire REDF brand. Depicted in a textured circular stamp. The universal color for these program-focused logos are always 'REDF Orange'.




How to create — Programmatic Logos

To achieve the effect of the programmatic logos please follow the provided steps:

1. Center the REDF logo in the center of circular stroke.
2. Duplicate the circle on top of the previous and make the stroke unfilled. Then type on the path of the circular stroke with the program name.
3. Cut on the circular stroke path (filled) at the start and ending of the program name.

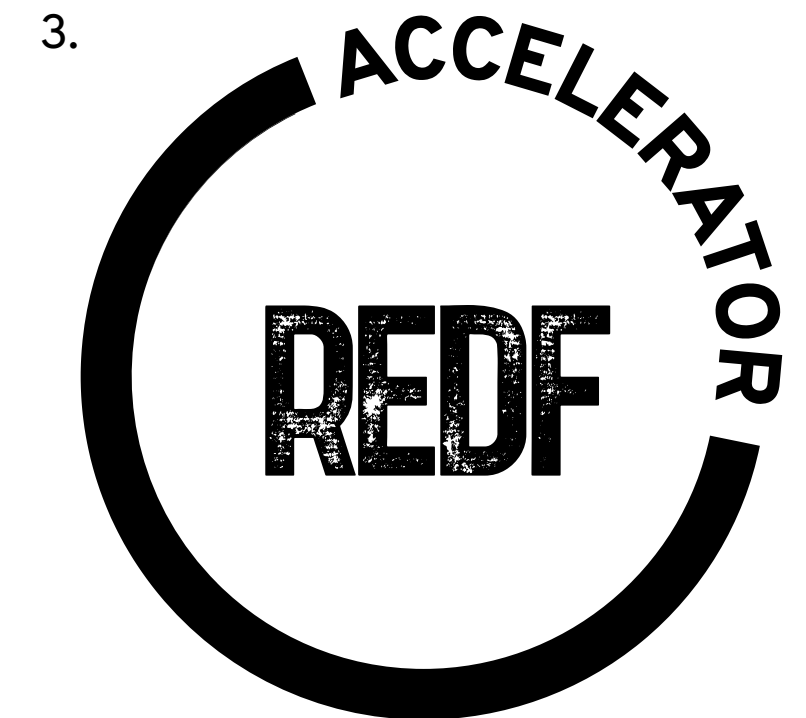
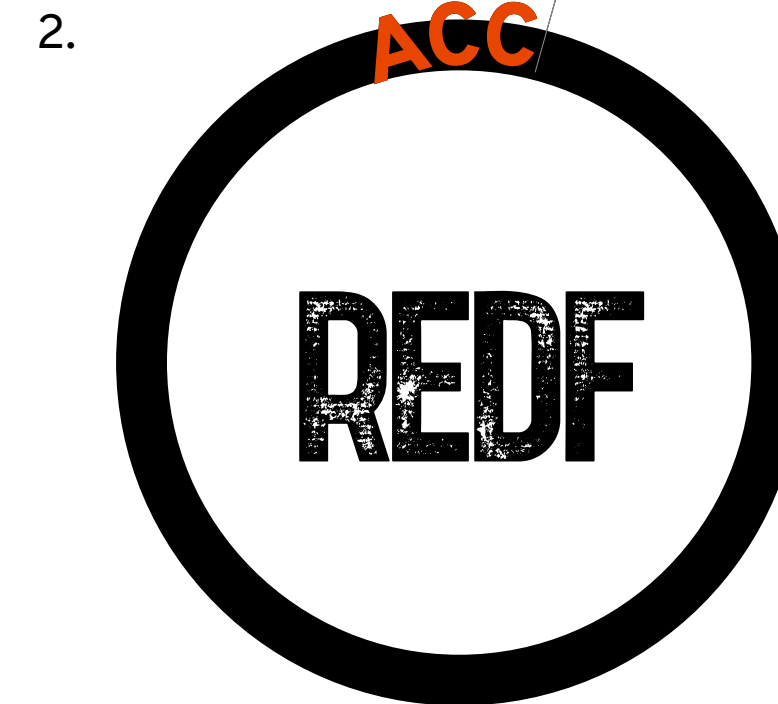
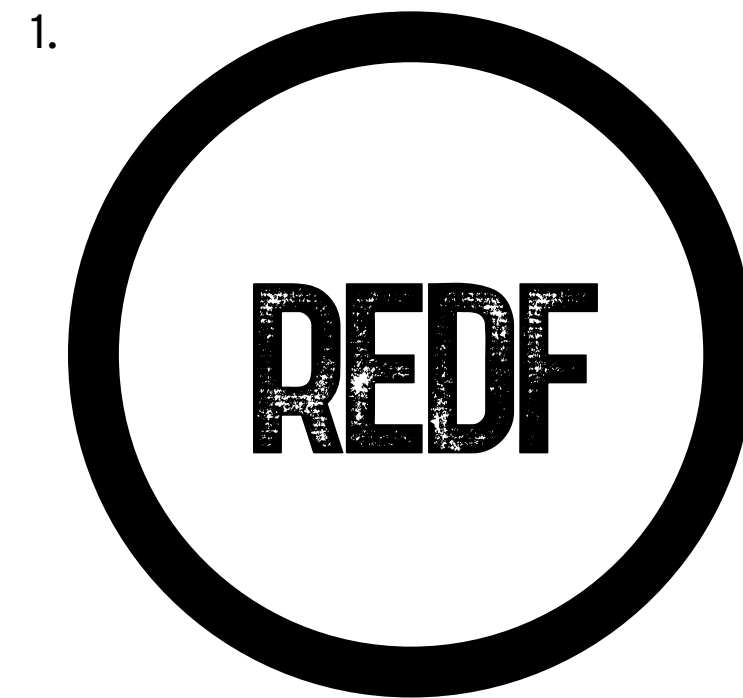
** NOTE: Visually adjust spacing at each end to match preset programmatic logos**

4. Select the newly cut stroke and click 'Object<Expand...>' to convert into a fillable shape. Then click on the program name and click 'Type<Create Outlines...>' to convert the type into a fillable shape. Select both the circular stroke and type 'CMD+8' (CTRL+8 via Windows) to join the two as one shape. From here, type 'Shift+D' on the type/circular stroke shape and paste in the grit texture and make it opaque white. You will now have a masking effect for the texture.

5. Select the type/circular stroke shape and then click 'Window<Pathfinder<Minus-Front '. This will cut the texture into the shape.

6. Select the entire logo and change to the desired color. (REDF Orange).

** NOTE: All logos are to be created via Adobe Illustrator**



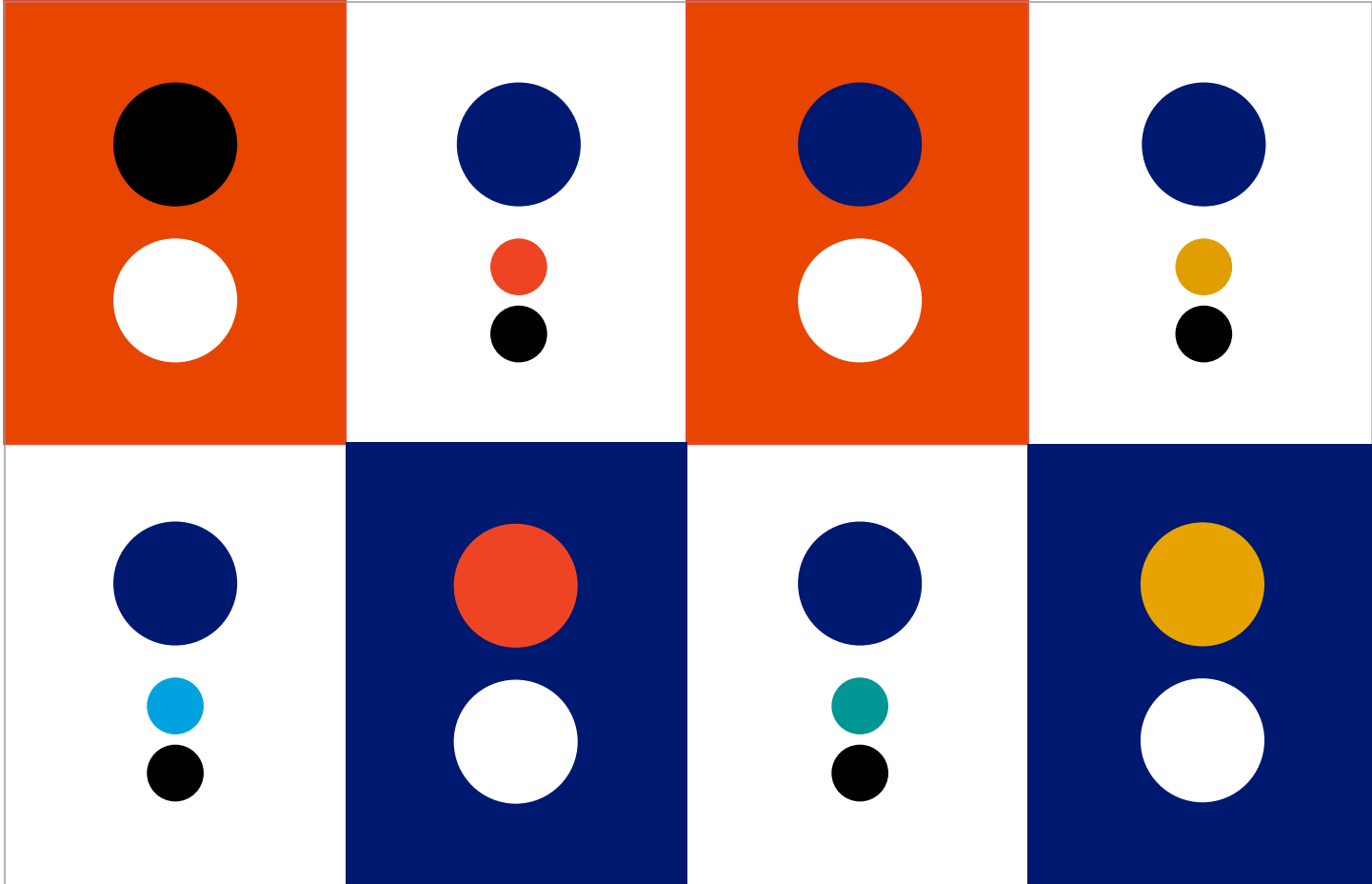
color

Color Palette

REDF ORANGE CMYK 0 / 88 / 100 / 0 RGB 239 / 68 / 35 HEX #EF4423 PMS 172C	LIGHT GREY CMYK 3 / 3 / 2 / 0 RGB 243 / 242 / 244 HEX #F3F2F4	DARK BLUE CMYK 100 / 96 / 20 / 14 RGB 0 / 26 / 112 HEX #001A70 PMS P 103-16 C
	GREY CMYK 8 / 6 / 7 / 0 RGB 231 / 230 / 230 HEX #E7E6E6	TEAL CMYK 80 / 15 / 42 / 0 RGB 0 / 150 / 148 HEX #009694 PMS P 124-15 C
	BLACK CMYK 75 / 68 / 67 / 90 RGB 0 / 0 / 0 HEX #000000	GOLD CMYK 11 / 35 / 100 / 0 RGB 225 / 158 / 0 HEX #E19E00 PMS P 10-16 C
		LIGHT BLUE CMYK 74 / 17 / 0 / 0 RGB 0 / 155 / 217 HEX #009BD9 PMS P 115-15 C

Color Pairings

To create successful on-brand moments, certain color pairings should be sought out, as well as avoided. The guidelines shown should especially be followed when working with large floods of color.



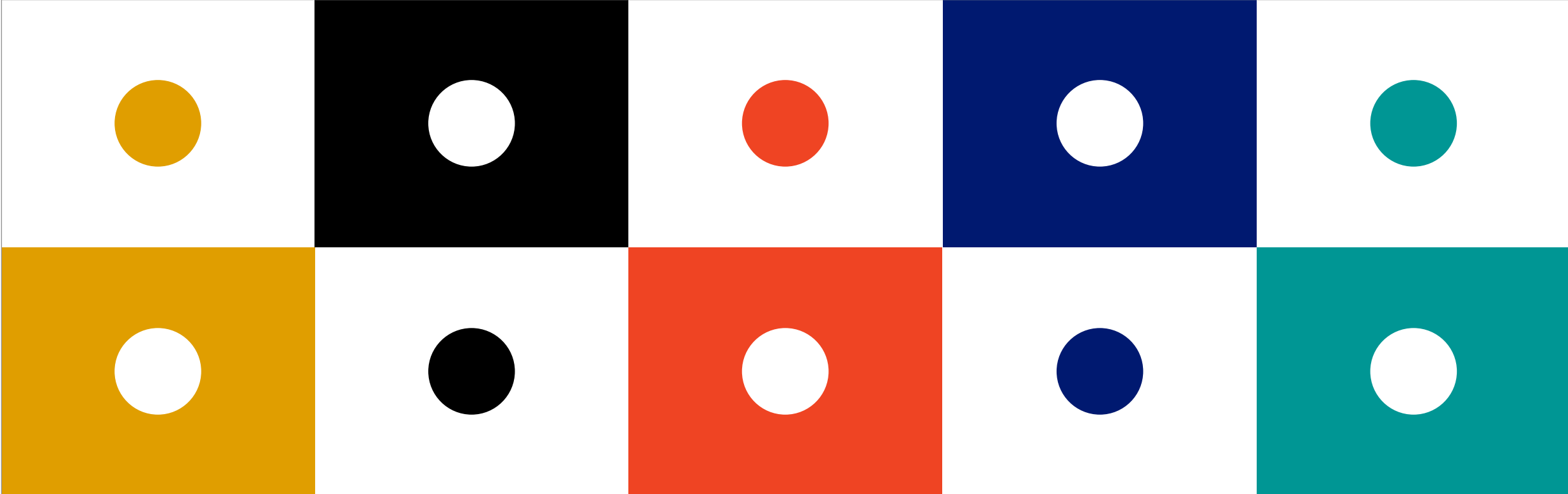
USE THESE COLOR COMBINATIONS



AVOID THESE COLOR COMBINATIONS

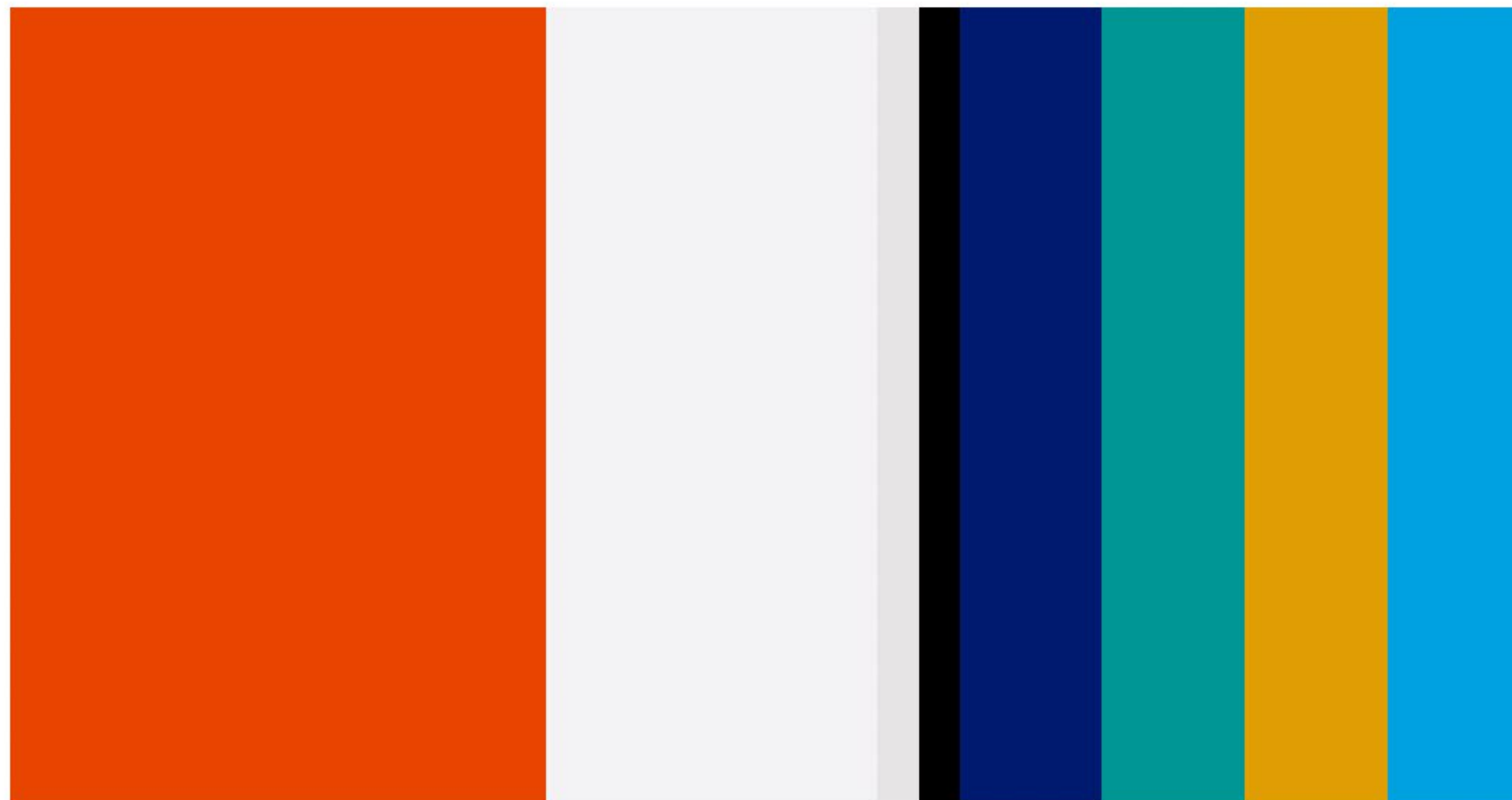
Color Accessibility For Web

The color pairings shown should be used to meet WCAG AA Compliance Standards. Accessibility requirements are related to web only—there are not accessibility requirements for print. Accessibility for web only requires that text and any essential visuals pass color contrast ratios. Icons and other colored line work is not considered "essential".



Color Ratios

The ratio of color used in the overall identity should reflect what is shown here. REDF orange, white, and black are the main colors of the brand. The other colors are meant to be complementary and can be added to social and other collateral where needed. Please note that black is primarily utilized as a text color within the brand, rarely as a background tone.



Typography

Brand Fonts

The REDF brand utilizes two main fonts: Obviously (Adobe Fonts) and Overpass (Google Fonts). Obviously should be used for headlines and Overpass should be used for all instances of body copy. See links below to view/download each font.

Obviously

FOR HEADLINES

Sync from Adobe Fonts: <https://fonts.adobe.com/fonts/obviously>

Overpass

FOR BODY COPY

Download Overpass from Google Fonts: <https://fonts.google.com/specimen/Overpass>

System Fonts

If the primary fonts are unavailable, both Impact and Arial are system fonts that may be used in their place, as a last resort.

Impact

FOR HEADLINES

Arial

FOR BODY COPY

Type Hierarchy

SMALL HEADER

Obviously - Narrow Bold, Sentence Case
40 pt, Line Height 40 pt

HEADLINE

Obviously - Narrow Bold, Sentence Case
120 pt, Line Height 120 pt

BODY COPY

Overpass Regular, Sentence Case
16 pt, Line Height 28 pt, Tracking 0

Working With Us

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Type on color examples

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Type on color examples

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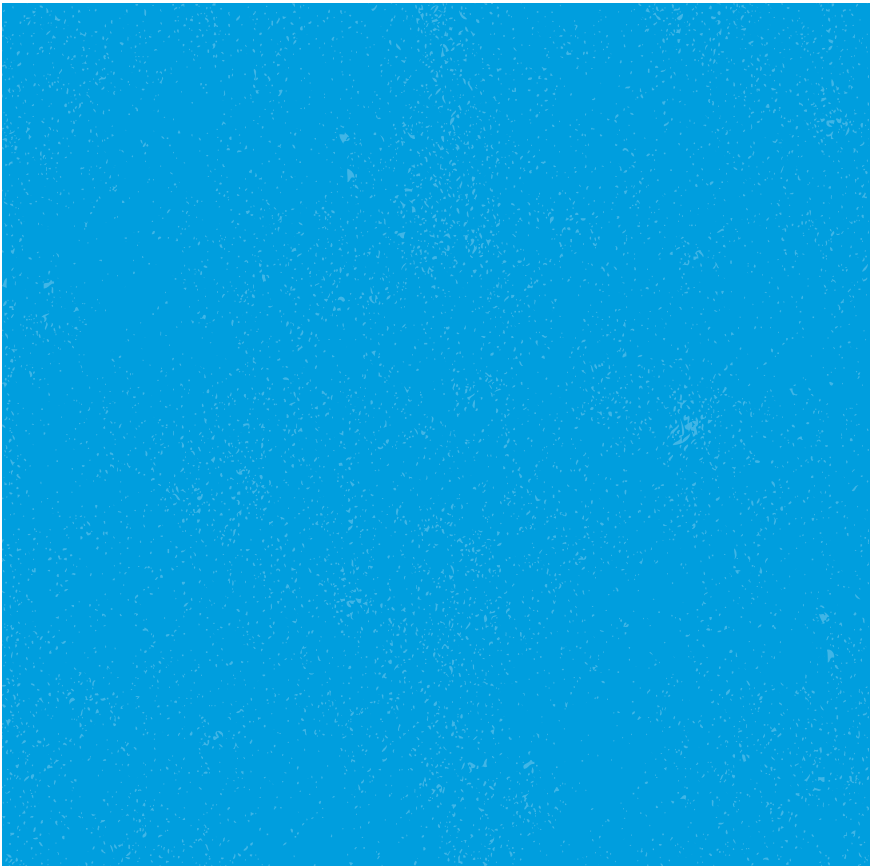
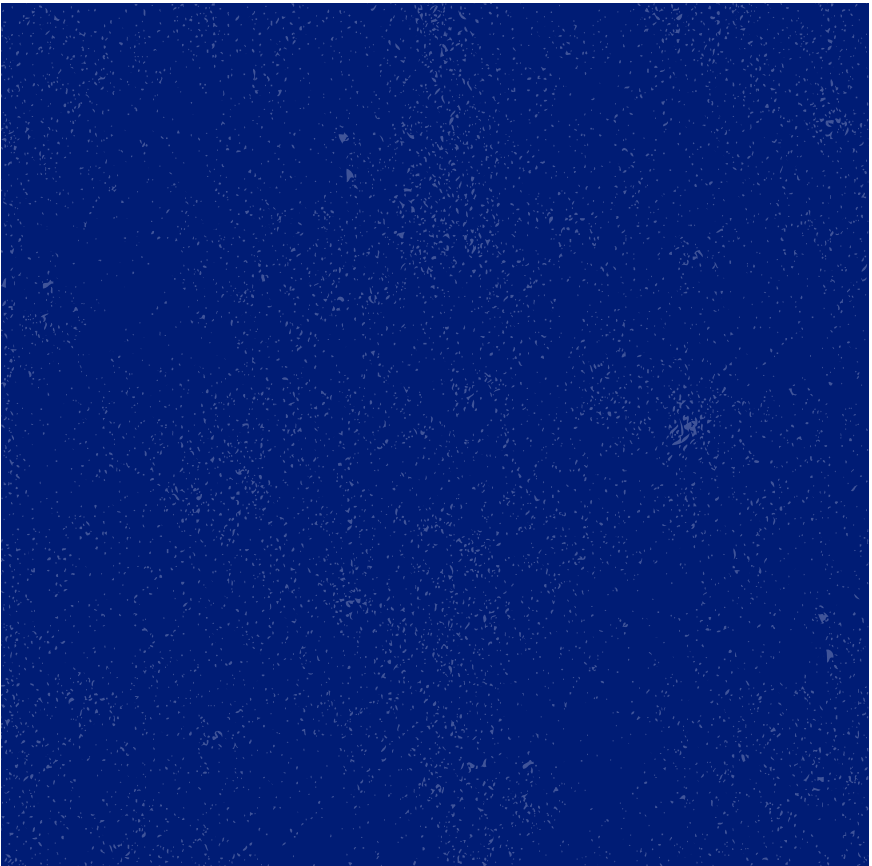
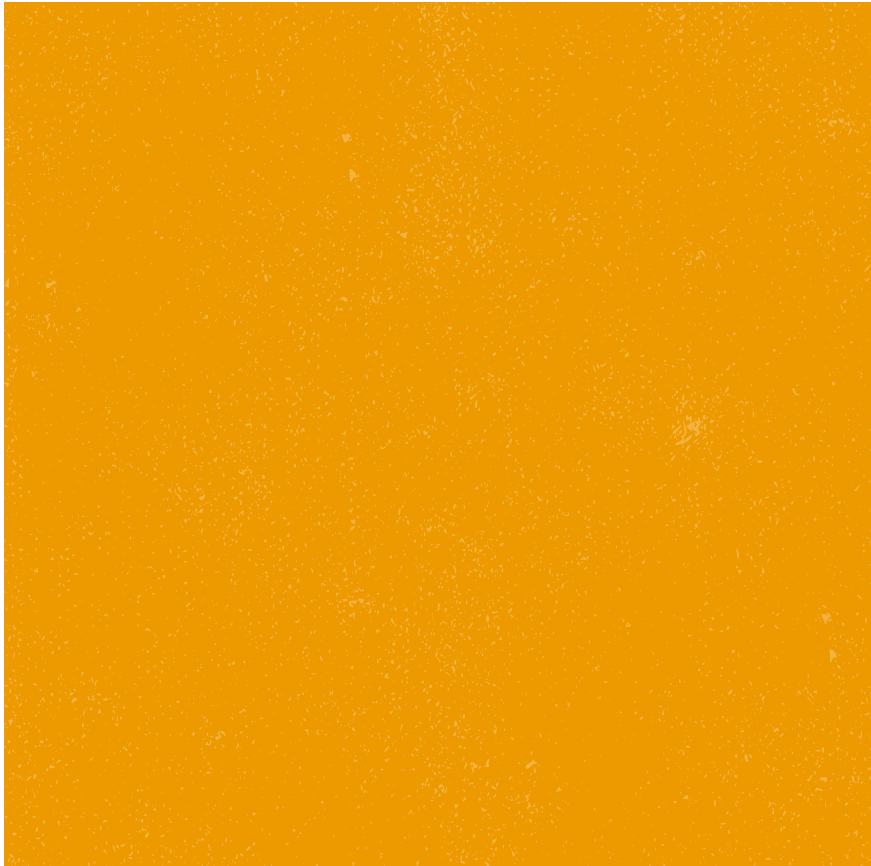
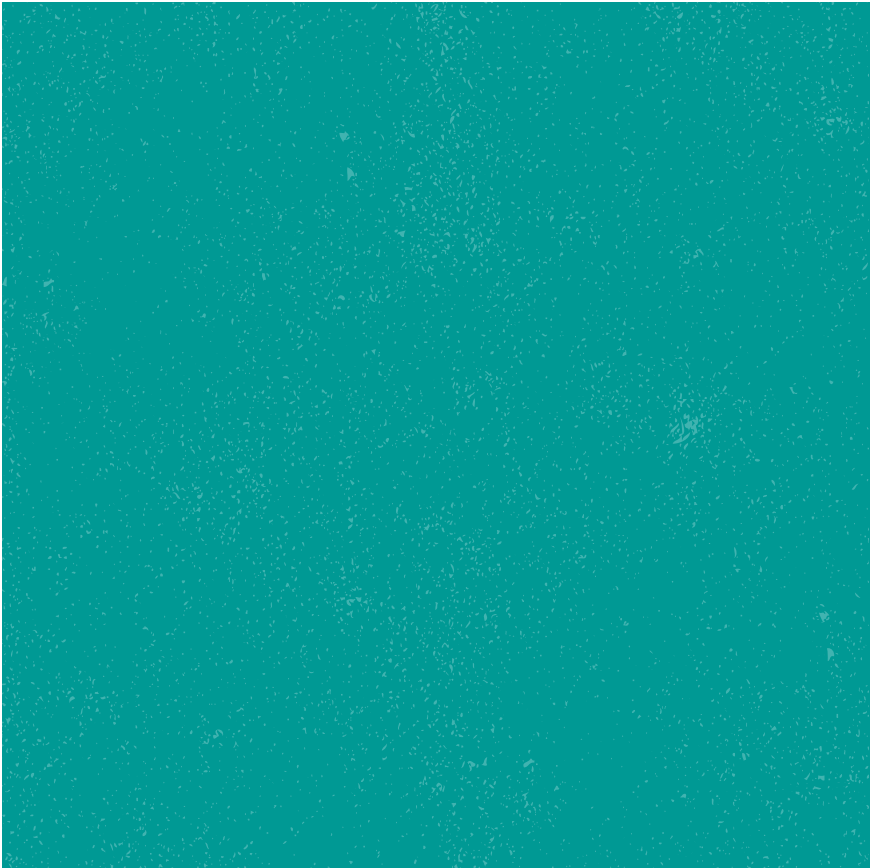
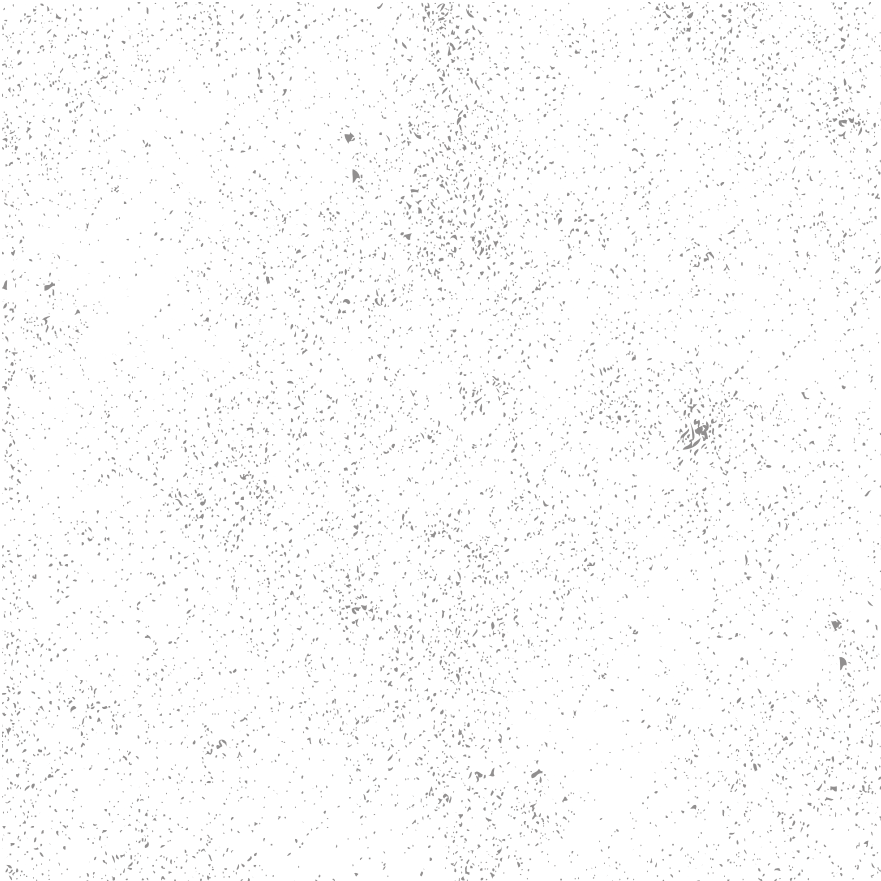
An investment that works

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Graphic Elements

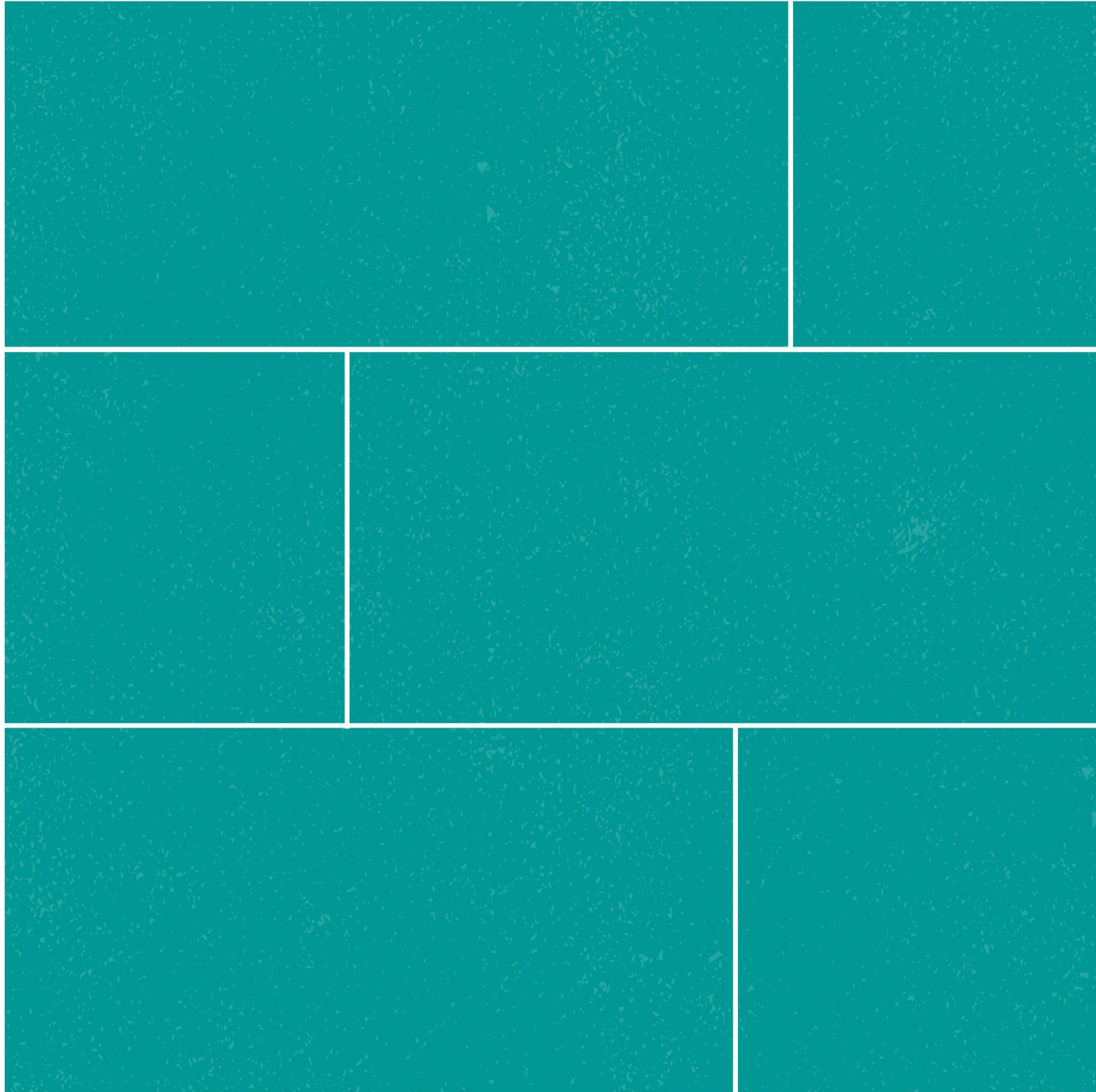
Grit texture

The grit texture utilized in the REDF brand is representative of the nature of work that REDF supports and headlines. Its rustic form shows personality, strength, but also a hint of humanism to a formidable brand. In regards to usage, only use the grit as a background element and make sure it always sits on top of the selected color. The grit is only meant to be used over blocks of colors found in the palette.



Brick Pattern

The brick pattern is a graphical element that symbolizes the form of work but most importantly signifies the idea of building REDF accomplishes within the working force and community. This pattern can be applied to social graphics, collateral, and PowerPoint slides but not busy layouts.

A 2x2 grid of teal squares with white borders, illustrating the brick pattern layout with content. The grid is composed of four equal-sized squares arranged in two rows and two columns. The top-left square contains a circular portrait of a woman. The top-right square is empty. The bottom-left square contains a quote in white text. The bottom-right square contains the REDF logo, which consists of a white circle with the text "IN GOOD COMPANY" around the top and "REDF" in the center.



“Even when the world breaks a little bit. The company around us can join forces, for good.”

– Maria Kim, President
REDF President & CEO



Photography

Brand photography

For the brand's photography, the primary focus is on the real people, partners, and the personal nature of REDF's work and impact. Through chosen imagery, the depth and authenticity of the of REDF's functionality as an organization is clear.



Photo Framing

Additionally taking care to incorporate a pattern as a repeatable brand element is the framing/layering elements with photos of workers, the community, merged with textural spark images and brand colors.

For framing usage, photos may be positioned to the left-edge of the frame or centered. Regardless of the preferred positioning of the framed photo; it should always be vertically aligned in the center where the end of the sparks textural photo and brand color meet in the background.



Collateral Examples

Letterhead



Social Graphics



Joseph Ragland
Senior Member — RiseUp Industries

IN GOOD COMPANY
REDF

REDF invests in businesses that reveal and reinforce the talent of people breaking through barriers to employment. We partner with social entrepreneurs—providing capital, capacity, and community—to amplify the success of their businesses and the people they employ. We call these businesses "employment social enterprises." Or ESEs for short.



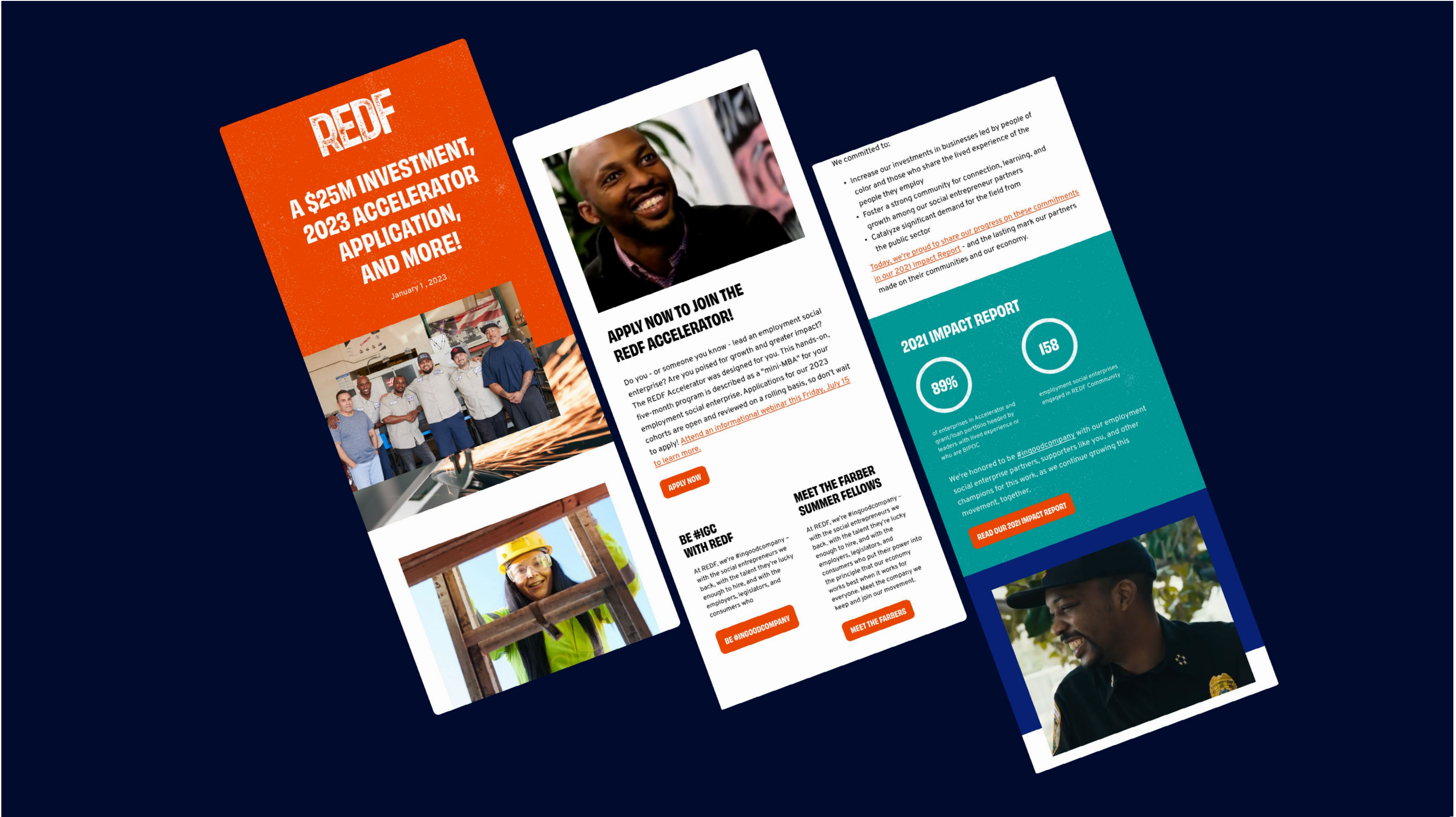
**New Borrower :
Rebuilding Exchange**

75% **REDF**

of employment social enterprise employees have experienced incarceration.

Investing in **employment social enterprise** is investing in **fair chances.**

Email



View templates via MailChimp: [Announcement](#) and [Newsletter](#)

Powerpoint

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December 9, 2022

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20

Business Cards



2-pager



REDF

An economy that works. For everyone.

The challenge

OUR ECONOMY WORKS BEST WHEN IT WORKS FOR EVERYONE.

Despite the drive to succeed, millions of Americans remain sidelined from access and opportunity due to the trauma of homelessness, incarceration, and other steep barriers to employment—barriers often caused and compounded by the racial inequities embedded in our systems.

The solution

REDF INVESTS EXCLUSIVELY IN EMPLOYMENT SOCIAL ENTERPRISES—businesses achieving transformative social impact—providing jobs, training, and support to people breaking through barriers to employment.

\$2.23

in benefits
FOR EVERY \$1 INVESTED
IN SOCIAL ENTERPRISE

redf.org

25 years of impact

238

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\$84K+

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An investment that works REDF's signature programs



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PARTNERS











redf.org

Program Templates

This template is applicable and easily reformatted and swapped out with logos and content for all programs:

Impact Investing Fund, Community, Accelerator, Workshop, Farber Program, Capacity Building, Growth Portfolio, and GP&P.



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