myReach

brandbook

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Introduction

myReach wasn't originally created to be a company. It was built to accomplish a mission.

myReach was built to be the extension of your brain.

To remember your past, build connections and help you create new ideas for the future.

To help you reach your full potential.

vision

🔭

Folders are |

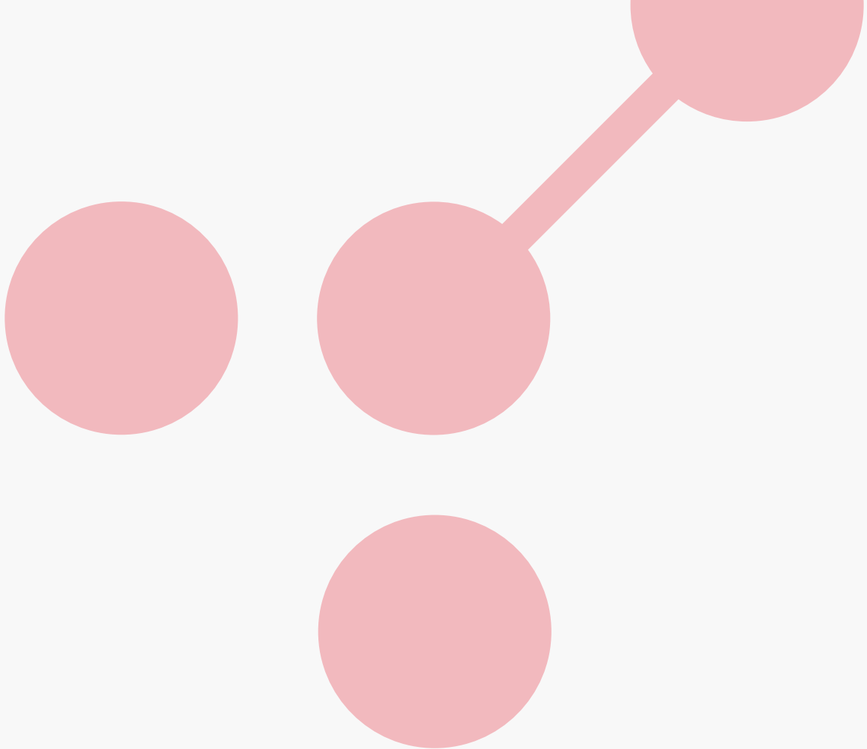
Recently searched

Inefficient # Archaic # Incredibly limiting

With folders, things often get misplaced never to be found again.

If you think about it, filing hasn't seen much evolution since the era of paper. Today, we still store our things in folders… Layers upon layers of folders.

The more things we have, the harder it is to sort and find them. To put this into perspective, a study by McKenzie found that the average employee spends 23% of their time looking for things; that's one full day a week!



Together we are redefining filing to empower companies and individuals by giving them back control of their knowledge.

solution

myReach is

Recently searched

Collaborative # Powerful

Flexible # Unified

myReach allows you to seamlessly store the websites and files that matter, just like your brain.

We create a powerful network where everything is interconnected based on its context:

- What is it about?
- Where does it come from?
- Who is it connected to?
- When was it saved?
- How important is it?

In simple terms: myReach is Google for your stuff.

Like your memory, keep everything interconnected by its context.

We know there is real value to be gained from helping people, by simplifying their tasks and empowering them.

values

Speed
1st value

Fast is better than slow, done is better than perfect!

Spend enough but not too much time on any task, don't get stuck over-thinking.

Think through your approach and execute. Remember, those who ship quickly can improve quickly.

Speed doesn't only win the race; it gives you a head start for the next one… So Hack and Run!

Innovation
2nd value

myReach has reimagined the concept of filing; what better way to prove our innovation!

Don't be afraid to push the boundaries and take a leap of faith. Experiment, invent, innovate and always embrace learning.

Different perspectives lead to better ideas. Every opinion matters. Listen, think and don't be afraid to challenge people, but always keep an open mind to new ideas.

Empathy
3rd value

Focus on delivering excellence to customers. To us, they're more than users; they're collaborators in the development of Reach.

Intuit what they're trying to say. Build the solutions they need, not those you think they might want.

To build there can be no vanity; speak to users, identify their needs and pains. What we build has to have value for them.

values

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Integrity
4th value

Exhibit honesty and integrity at all times. Always choose what's right above what's best.

Build trust with customers and honour your commitments. Learn to listen and listen to learn. Work actively towards the solutions customers need.

Basically, do the right thing! Because at Reach, our word is our bond.

Thrive
5th value

myReach your full potential! Work hard, and work smart.

Push yourself, embrace challenges, tackle steep learning curves, never stop learning. Strive to become the best version of yourself.

If at any moment you don't feel fulfilled or comfortable doing something, just say it.

Brand Guidelines

logo

The myReach logo is the cornerstone of our brand identity and design framework.

It is a combination of our icon and a simple wordmark set in Comfortaa Bold.

Our primary logo is the horizontal one, and should be used for most cases. Avoid using the stacked logo for small sizes, as it can become difficult to read.

We are very proud of our logo, and appreciate its correct use to ensure it always looks fantastic.

icon

Under certain circumstances we prefer to simply use the icon on its own instead of the full logo mark.

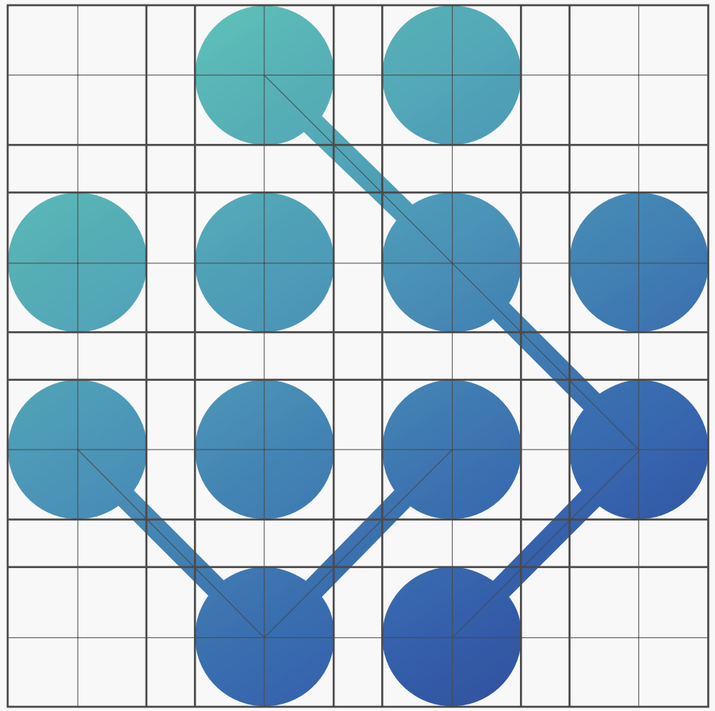
In general, this is used for communications where the myReach brand has already been established.

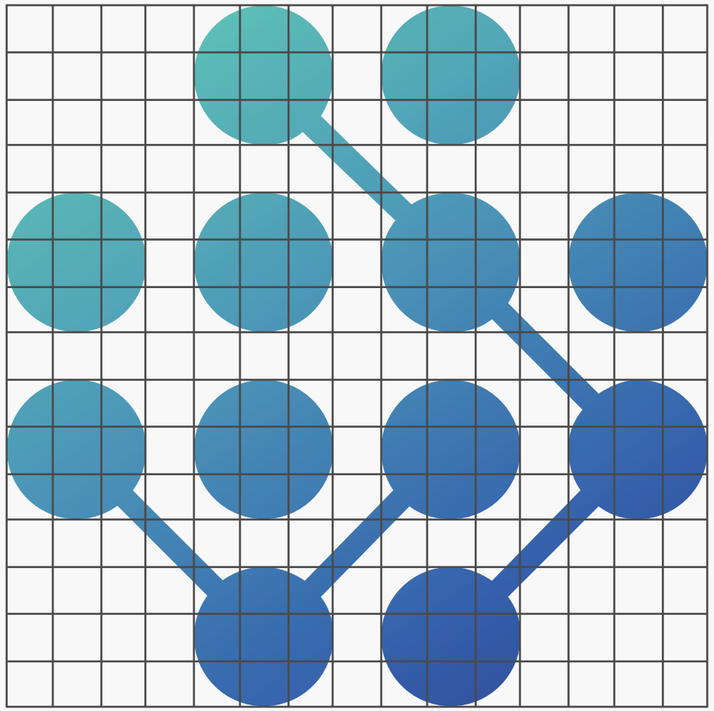
While the icon can exist without the wordmark, the wordmark should never exist without the icon.

icon geometry

The myReach icon is formed of twelve circles that represent different nodes, some of which are connected and illustrate a link.

The diagonals generate dynamism in the logo, which creates interest points.





Did you know? The shape of the logo is far from random; it represents the heart and home of Reach. It was inspired by the cross of the Swiss flag (where it all began) and the shape of the typical Eixample buildings in Barcelona (where our team is based).

exclusion zone

Horizontal Logo

The exclusion zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance to keep. In most cases, the logo should be given even more room to breath.

The exclusion zone is equal to the size of the icon, as illustrated in the diagram.

exclusion zone

Stacked Logo

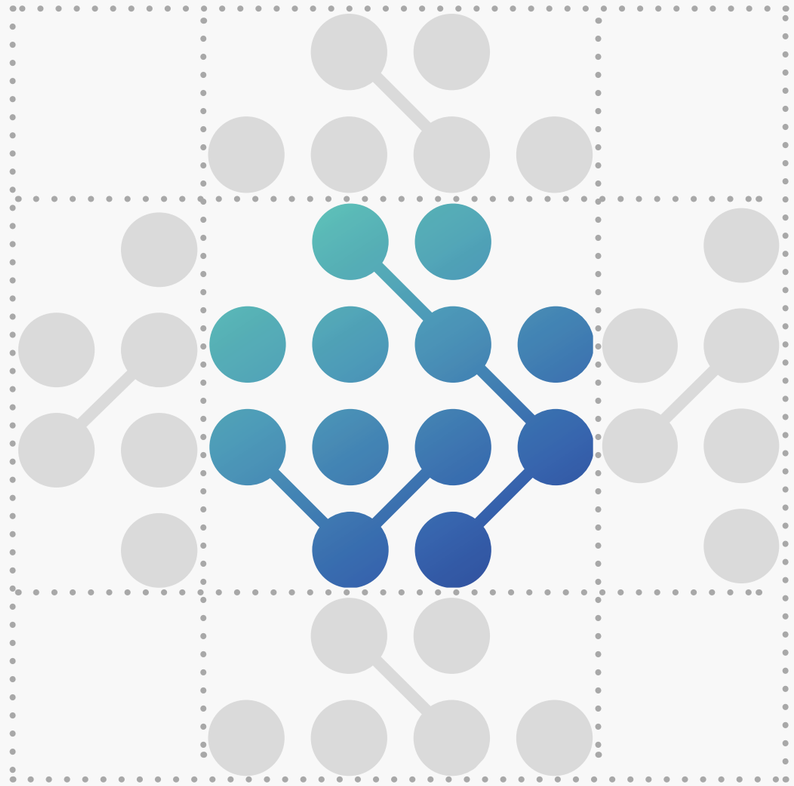
When using the stacked logo, the exclusion zone is equal to half the size of the icon, as illustrated in the diagram.

exclusion zone

Icon

When using the icon on its own, the same exclusion rules apply as those of the stacked logo.

The exclusion zone is therefore half the size of the icon, as illustrated in the diagram.



partnership logos

The partnership lockup is used for any communication regarding approved myReach partnerships.

The Reach logo must remain either to the left (in horizontal layouts) or on top (in stacked layouts). Clear space and minimum size rules should be respected.

The colour of the myReach logo can be any from the approved logo colours. Use the one with the best contrast to the background to avoid any colour clashes.

Both logos should be visually equivalent in size. The partner logo should be aligned to the optical baseline of the myReach logo and should never be paired with the Reach icon alone, always with the complete myReach logo.

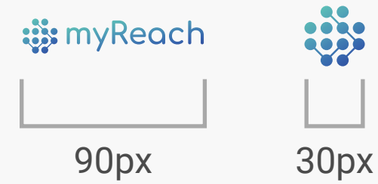
small use logo

For small use of the logo, the appropriate formats are the horizontal logo or the icon on its own, as illustrated on this page.

Do not use the stacked logo.

The minimum size of the logo should be 90px wide.

The minimum size of the icon should be 30px wide.



logo misuse

Do not outline the logo.

Do not crop the logo.

Do not distort the logo.

Do not use different colours.

Do not apply any texture or pattern.

Do not change the transparency of the logo.

Do not use drop shadows or any other effects.

Do not change the space between the letters.

Do not change the font style.

Do not change the background gradient.

Do not rotate any part of the logo.

Do not change the font.

Do not change the letter case.

Do not change the size or position of the icon and/or logo.

light mode core colours

Our core colours are used throughout myReach as well as in our communications. These colour proportions can be used in any layout or collateral design, in the proportions indicated.

The text palette is made up of monochromatic increments of gray. Do not interchange the use of text colours according to preference, as these colour combinations are specifically approved for accessibility.

As indicated in the name, the five “Details” colours should only be used for details, and not as a dominant colour.

Background

White
HEX #FFFFFF
CMYK 0 0 0 0
RGB 255 255 255

Super Light Gray
HEX #F8F8F8
CMYK 3 2 3 0
RGB 248 248 248

Light Gray
HEX #F0F0F0
CMYK 7 5 6 0
RGB 240 240 240

Text

Medium Gray
HEX #9B9B9B
CMYK 40 31 32 11
RGB 155 155 155

Silver Gray
HEX #CBCBCB
CMYK 24 17 18 1
RGB 203 203 203

Cool Gray
HEX #4A4A4A
CMYK 63 53 51 50
RGB 74 74 74

Details

Light Blue
HEX #ECF5FD
CMYK 9 2 0 0
RGB 236 245 253

myReach Blue
HEX #48A1EE
CMYK 67 27 0 0
RGB 72 161 238

Dark Blue
HEX #3C83D4
CMYK 75 43 0 0
RGB 60 131 212

Grass Green
HEX #4CD964
CMYK 63 0 77 0
RGB 76 217 100

Node Green
HEX #57C042
CMYK 66 0 90 0
RGB 87 192 66

Alarm Red
HEX #4CD964
CMYK 10 100 94 3
RGB 208 2 27

dark mode core colours

In dark mode, the background colours are adapted to darker shades of gray.

The rules for the text colours are the same as in light mode. Do not interchange the use of text colours according to preference. These colour combinations are specifically approved for accessibility.

The colour palette for the details is the same as in light mode.

Background

Neutral Gray	
HEX	#4C4B4A
CMYK	62 53 51 49
RGB	76 75 74

Dark Gray	
HEX	#393736
CMYK	66 58 56 64
RGB	57 55 54

Super Dark Gray	
HEX	#2C2B29
CMYK	69 61 59 72
RGB	44 43 41

Text

Medium Gray	
HEX	#9B9B9B
CMYK	40 31 32 11
RGB	155 155 155

Gray	
HEX	#B8B6B3
CMYK	30 23 26 4
RGB	184 182 179

Soft Gray	
HEX	#E3E3E3
CMYK	13 9 11 0
RGB	227 227 227

Details

Light Blue	
HEX	#ECF5FD
CMYK	9 2 0 0
RGB	236 245 253

myReach Blue	
HEX	#48A1EE
CMYK	67 27 0 0
RGB	72 161 238

Dark Blue	
HEX	#3C83D4
CMYK	75 43 0 0
RGB	60 131 212

Grass Green	
HEX	#4CD964
CMYK	63 0 77 0
RGB	76 217 100

Node Green	
HEX	#57C042
CMYK	66 0 90 0
RGB	87 192 66

Alarm Red	
HEX	#4CD964
CMYK	10 100 94 3
RGB	208 2 27

light mode secondary colours

We have a vibrant colour palette of ten secondary colours. These help to balance colour expressions and bring out the best in our designs.

The colours are used for expressive graphics, such as the Nodes and all the Illustrations.

They can also be used at 30% transparency as shown to the right of each colour. In this way, they serve as the colour palette for the Importance Classification. They are also used in our social media posts.

Trivial	
HEX	#2D70C0
CMYK	82 52 0 0
RGB	45 112 192

Trivial 30%	
HEX	#2D70C0
CMYK	82 52 0 0
RGB	45 112 192

Minor	
HEX	#02A2CC
CMYK	76 16 12 0
RGB	2 162 204

Minor 30%	
HEX	#02A2CC
CMYK	76 16 12 0
RGB	2 162 204

No Big Deal	
HEX	#00BFD3
CMYK	70 0 20 0
RGB	0 191 211

No Big Deal 30%	
HEX	#00BFD3
CMYK	70 0 20 0
RGB	0 191 211

Medium	
HEX	#57C042
CMYK	66 0 90 0
RGB	87 192 66

Medium 30%	
HEX	#57C042
CMYK	66 0 90 0
RGB	87 192 66

Meaningful	
HEX	#9CC810
CMYK	48 0 100 0
RGB	156 200 16

Meaningful 30%	
HEX	#9CC810
CMYK	48 0 100 0
RGB	156 200 16

Serious	
HEX	#D1CA00
CMYK	25 9 98 1
RGB	209 202 0

Serious 30%	
HEX	#D1CA00
CMYK	25 9 98 1
RGB	209 202 0

Big Deal	
HEX	#FCC600
CMYK	1 24 94 0
RGB	252 198 0

Big Deal 30%	
HEX	#FCC600
CMYK	1 24 94 0
RGB	252 198 0

Mega	
HEX	#F58F00
CMYK	0 52 97 0
RGB	245 143 0

Mega 30%	
HEX	#F58F00
CMYK	0 52 97 0
RGB	245 143 0

Critical	
HEX	#F1592A
CMYK	0 76 86 0
RGB	241 89 42

Critical 30%	
HEX	#F1592A
CMYK	0 76 86 0
RGB	241 89 42

Existential	
HEX	#E72437
CMYK	0 94 74 0
RGB	231 36 55

Existential 30%	
HEX	#E72437
CMYK	0 94 74 0
RGB	231 36 55

dark mode secondary colours

In Dark Mode, the secondary colours and transparency are the same as in Light Mode.

Trivial
HEX #2D70C0
CMYK 82 52 0 0
RGB 45 112 192

Trivial 30%
HEX #2D70C0
CMYK 82 52 0 0
RGB 45 112 192

Minor
HEX #02A2CC
CMYK 76 16 12 0
RGB 2 162 204

Minor 30%
HEX #02A2CC
CMYK 76 16 12 0
RGB 2 162 204

No Big Deal
HEX #00BFD3
CMYK 70 0 20 0
RGB 0 191 211

No Big Deal 30%
HEX #00BFD3
CMYK 70 0 20 0
RGB 0 191 211

Medium
HEX #57C042
CMYK 66 0 90 0
RGB 87 192 66

Medium 30%
HEX #57C042
CMYK 66 0 90 0
RGB 87 192 66

Meaningful
HEX #9CC810
CMYK 48 0 100 0
RGB 156 200 16

Meaningful 30%
HEX #9CC810
CMYK 48 0 100 0
RGB 156 200 16

Serious
HEX #D1CA00
CMYK 25 9 98 1
RGB 209 202 0

Serious 30%
HEX #D1CA00
CMYK 25 9 98 1
RGB 209 202 0

Big Deal
HEX #FCC600
CMYK 1 24 94 0
RGB 252 198 0

Big Deal 30%
HEX #FCC600
CMYK 1 24 94 0
RGB 252 198 0

Mega
HEX #F58F00
CMYK 0 52 97 0
RGB 245 143 0

Mega 30%
HEX #F58F00
CMYK 0 52 97 0
RGB 245 143 0

Critical
HEX #F1592A
CMYK 0 76 86 0
RGB 241 89 42

Critical 30%
HEX #F1592A
CMYK 0 76 86 0
RGB 241 89 42

Existential
HEX #E72437
CMYK 0 94 74 0
RGB 231 36 55

Existential 30%
HEX #E72437
CMYK 0 94 74 0
RGB 231 36 55

colour gradients

In addition to the gradient of the myReach logo (which is used exclusively for the logo), there are five other gradients that we use in different parts of our tool, as well as in certain social media posts, to add a touch of brightness.

REACH Gradient 100%
Turquoise + Ultramarine
45º

Turquoise 100%

HEX	#66D4BB
CMYK	57 0 37 0
RGB	102 212 187

Ultramarine 100%

HEX	1E2EA6
CMYK	99 84 0 0
RGB	30 46 166

Dark Blue Gradient 100%
Blue + Trivial
45º

Blue 100%

HEX	#239ECD
CMYK	75 20 10 0
RGB	35 158 205

Trivial 100%

HEX	#2D70C0
CMYK	82 52 0 0
RGB	45 112 192

Light Blue Gradient 100%
No Big Deal + Sye Blue
45º

Sky Blue 100%

HEX	#239ECD
CMYK	99 84 0 0
RGB	35 158 205

No Big Deal 80%

HEX	#00BFD3
CMYK	70 0 20 0
RGB	0 191 211

Green Gradient 80%
Light Green + Dark Green
45º

Light Green 80%

HEX	#63BD1F
CMYK	64 0 100 0
RGB	99 198 31

Dark Green 100%

HEX	#4A8E17
CMYK	75 20 100 6
RGB	74 142 23

Yellow Gradient 80%
Yellow + Orange
45º

Yellow 80%

HEX	#FCD808
CMYK	3 12 92 0
RGB	252 216 8

Orange 100%

HEX	#FFAC5A
CMYK	0 40 68 0
RGB	255 172 90

Red Gradient 80%
Dark Orange + Red
45º

Dark Orange 80%

HEX	#E95D18
CMYK	2 74 96 0
RGB	233 91 24

Red 80%

HEX	#DF2833
CMYK	4 94 78 0
RGB	223 40 51

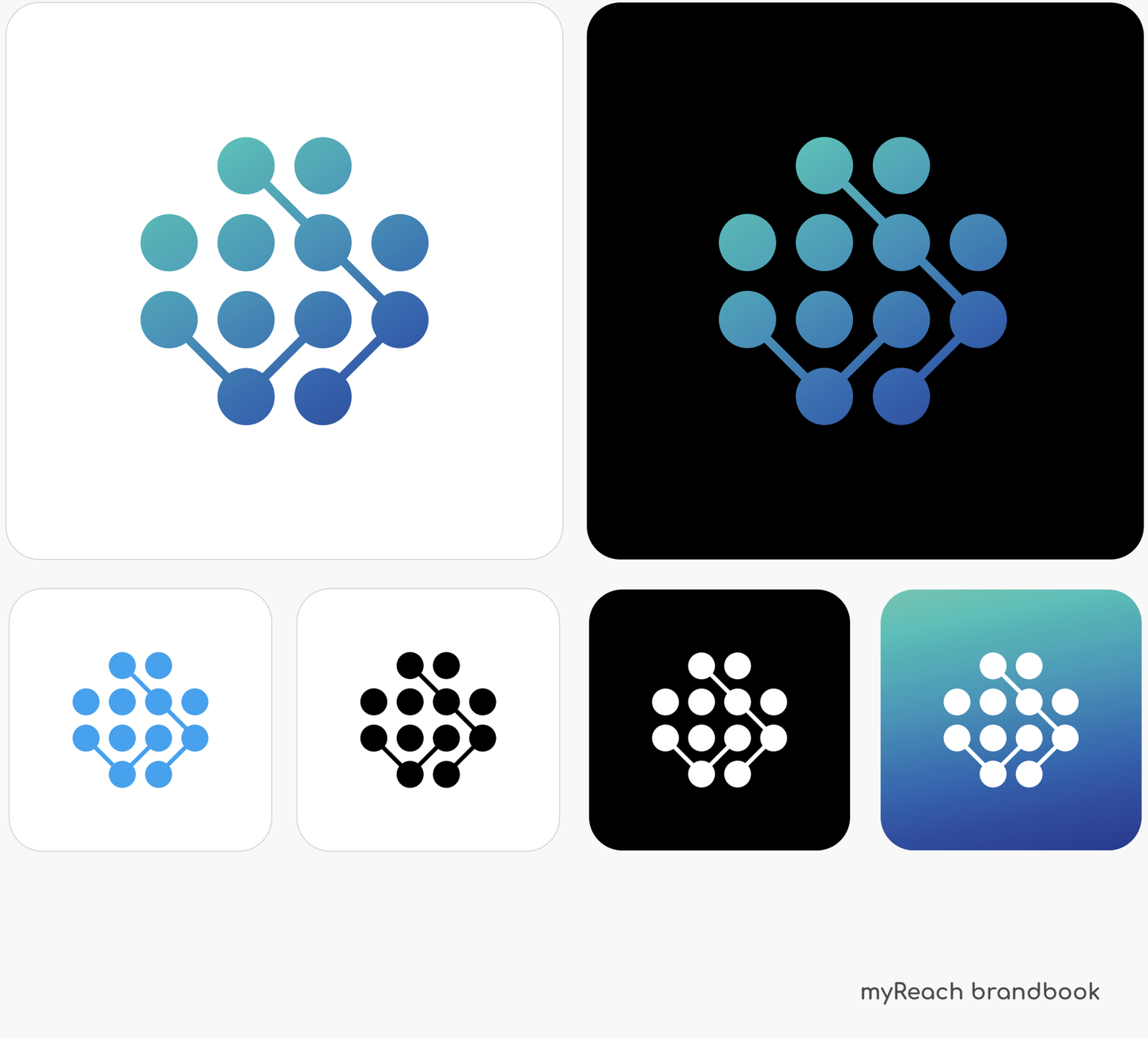
logo colour options

Icon

The Gradient Logo, as shown in the top two logos, is our primary logo colourway.

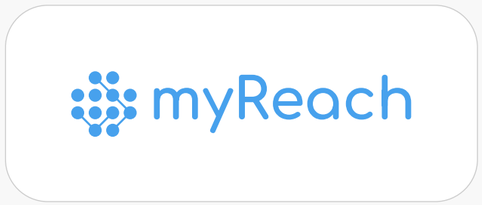
It should only be used in situations where the brand palette is not being used, to ensure the Reach gradient remains respected.

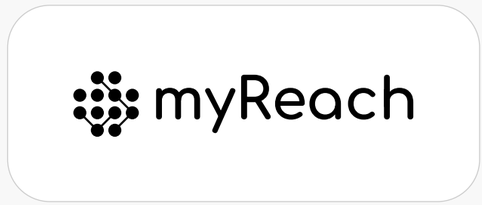
The Gradient Logo should only be used with Dark Gray (Dark Mode) and White (Light Mode). If colour is not an option for technical reasons, or if the brand gradient lacks contrast or competes with other visual elements, then the black, white or myReach blue logo options should be used.



logo colour options

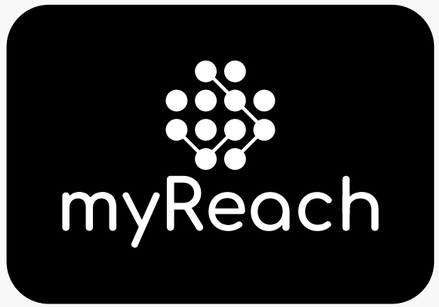
Horizontal Logo





logo colour options

Stacked Logo



Comfortaa

Comfortaa Bold is used for the Wordmark, headings and introductory highlights in some sections.

Comfortaa typography is a Sans Serif font and we use it in Bold to emphasize important elements.

The circularity of the letters reminds us of the nodes, a key element of our brand.

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 0123456789

fonts

Roboto

Roboto is the primary font for myReach.

We use Roboto Bold for titles and relevant information that we want to highlight.

Roboto Regular is used for the main text.

Roboto Light is used for subtitles and comments.

Light

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 0123456789

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 0123456789

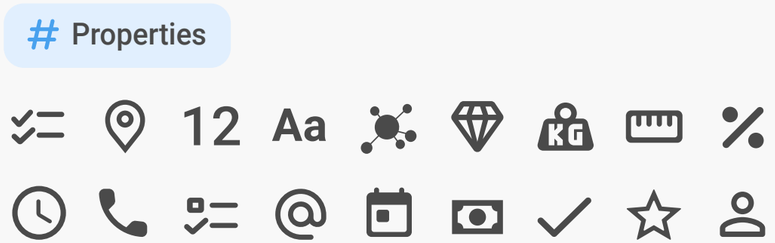
Bold

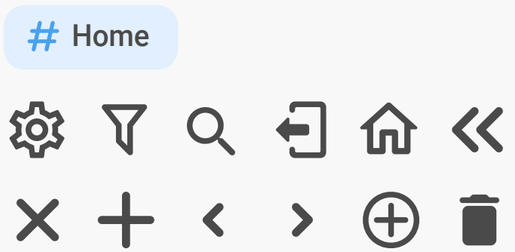
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

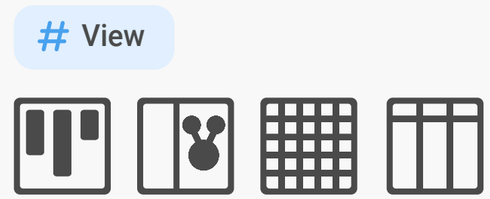
application icons

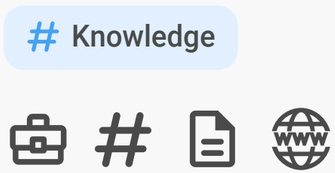
myReach icons are used across different brand sections from marketing to product. They are an extension of the Reach brand.

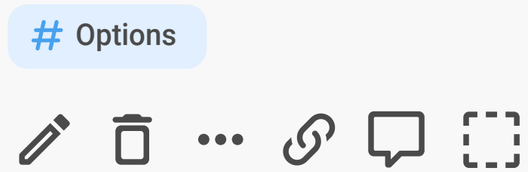
They add symbolism, conceptual accurancy and visual importance in simple structures and forms.











Communication Guidelines

voice and tone

At myReach we communicate in a way that reflects our character and values. Our voice defines who we are and how we present ourselves to the world. It exists in everything we do, even when words aren't involved.

To us, consistency is key. It helps us build credibility and brand recognition, differentiating us from the competition.

Our ultimate goal? To inspire trust in our brand message.

We never use exclusionary terms, cultural appropriation or anything that could be offensive. If we're not sure, we find another word.

We are authentic and proud of what we're doing. Our words should prove it.

🎤 voice and tone

Our tone varies depending on the context and information we need to get across.

It's usually rather informal, keeping in mind that it's more important to be clear than entertaining. We strive for the perfect balance between the two.

For descriptive text such as tutorials and error messages, we use clear and direct language.

Emails and social media copy offer an opportunity to inject a little fun. Keep the tone playful and clever.

The shape of the text also matters. Stay away from long paragraphs, which can be intimidating and quite frankly - boring.

The key to sounding like myReach is speaking in a helpful, honest, friendly and fun tone that instigates trust.