



2026 REBRAND PACK

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01. LOGO

Logomark

Our logomark is a bold, engineered symbol that represents Reid at a glance. Built from simple geometric shapes within a circular holding device, it combines an upward motion with a stable base, reflecting how our systems lift with control, not compromise. The clean keylines echo our product design: progression, strength and precision.

01. Progression

The diagonal stroke and forward-facing form suggest upward movement and continuous progress. This represents the way our lifting systems help users work more efficiently, safely and confidently, project after project.

02. Strength

The solid, block-like construction of the mark reflects the strength and reliability of our products. The circular container reinforces this sense of stability, giving the logo a compact, dependable presence at any size.

03. Precision

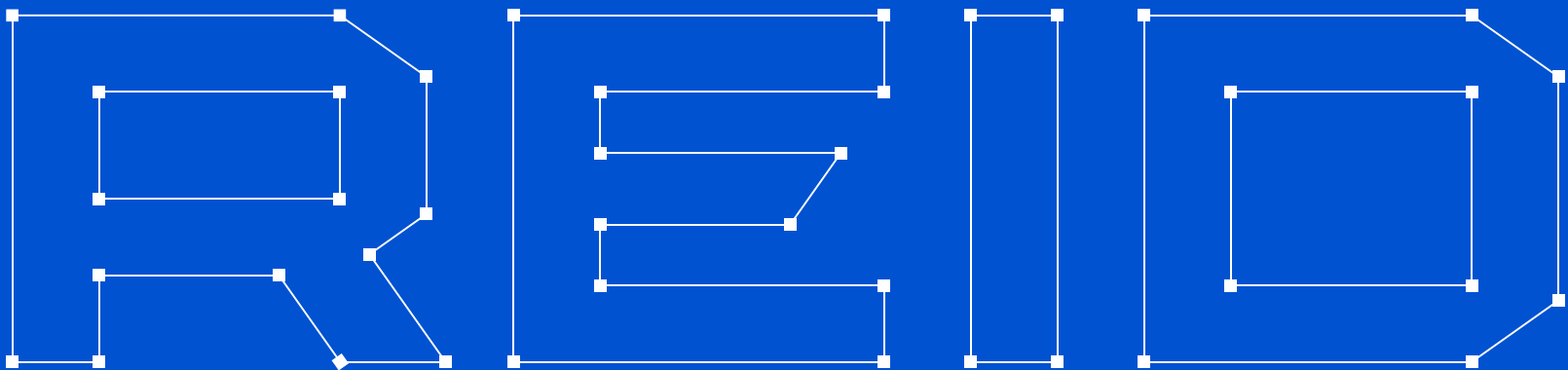
Sharp angles, consistent line weights and carefully balanced proportions communicate precision engineering. Every detail of the mark is intentional, mirroring the attention to detail we apply to our lifting solutions and safety standards.



Wordmark

Our wordmark is a custom-drawn logotype that reflects the same engineered character as our products. The letterforms are built from strong geometric shapes with chamfered corners and consistent stroke widths, giving the name “REID” a robust, technical feel while remaining clear and legible at all sizes.

Always use the master artwork when reproducing the wordmark. Do not redraw, stretch or alter the proportions, spacing or angles of the letters, and never substitute a standard font in place of the logotype. Keep sufficient clear space around the wordmark and apply it only in the approved colourways shown in these guidelines.



Primary logo

Our primary logo combines the logomark and wordmark to create a clear, recognisable signature for Reid. This lock-up should be used wherever space permits, particularly in external communications and brand-led applications such as the website, brochures and signage.

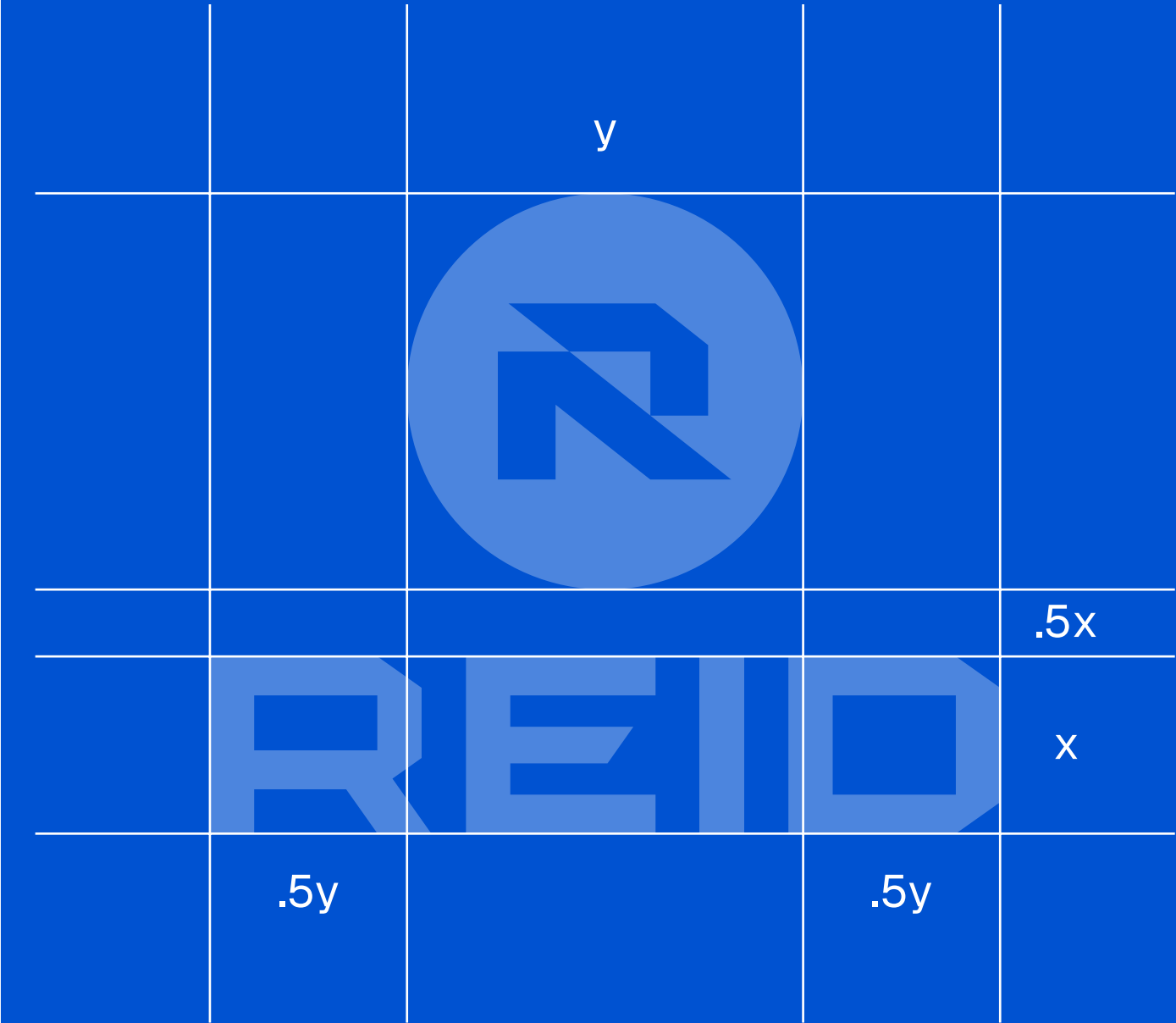
Always use the logo at the proportions shown. Keep a clear space of at least X around the entire lock-up, where X is the height of the wordmark, and never place other elements inside this area. The logomark should sit .5X from the wordmark, as indicated in the construction diagram. Do not alter this spacing, rearrange the elements or create new versions of the logo.



Stacked logo

Our stacked logo is an alternative lock-up for situations where a more vertical format works better, such as social avatars, narrow print formats or centred layouts. It combines the logomark and wordmark in a single, balanced arrangement, with the symbol sitting centrally above the name.

Always use the stacked logo exactly as shown in the construction diagram. Keep the fixed spacing between the logomark and wordmark, and maintain the clear space of at least Y around the full lock-up (with 2Y below), so nothing competes with it. Do not adjust the proportions, change the alignment or create new stacked versions. Always use the supplied master artwork.



Logo variations

Primary

The main version of the logo is best for longer spaces, it should also be the main used version where possible

Stacked

The stacked version is used where spaces are square or taller.

Wordmark

Used in situations where the brand mark is already present somewhere else.

Icon/Brand mark

The icon is used in smaller spaces, where the space available is very limited or the brand already has a strong presence.



How to use

These examples illustrate how our logos should be used in practice. Refer to them as a guide to ensure consistent and accurate application.

- Use the primary or stacked logo in all brand-led communications wherever space allows.
- Place the logo on clear, uncluttered areas of imagery or colour so it remains sharp and legible.
- Always keep the recommended clear space around the logo and scale it proportionally.
- Use approved colourways only, including reversed versions on blue or photography where contrast is strong.



Misuse

These examples show how our logos should not be used. Refer to them as a guide so you can avoid common mistakes and keep our branding consistent and accurate.

- ✗ Do not place the logo over busy or important parts of an image, such as faces or equipment, where it becomes hard to read or distracts from the subject.
- ✗ Do not change the relationship between the logomark and wordmark, or create new lock-ups or positions that are not shown in these guidelines.
- ✗ Do not recolour the logo, add outlines, shadows or effects, or use it on backgrounds that do not provide enough contrast.
- ✗ Do not crop, stretch or use the logo as an oversized graphic element in a way that cuts off letters or the symbol.





02.

COLOUR

Primary palette

Our primary palette is designed to feel bold, technical and confident. Blue and Dark Blue are our lead colours and should be used for key brand areas such as logos, headlines, buttons and hero backgrounds. Light Blue acts as a neutral base for large areas, helping layouts feel open and easy to read whilst creating a very subtle contrast on white.

Yellow, Grey and Bronze are supporting colours used for highlights, data, secondary panels and product or sector differentiation. Use them sparingly so Blue and Dark Blue remain dominant. Always match the colour values shown here for print and digital to ensure Reid looks consistent across every application.

Reid Blue

Hex #0052D1

CMYK 100, 61, 0, 18

RGB 0, 82, 209

Pantone 2935 C

Reid Navy

Hex #0C1326

CMYK 68, 50, 0, 85

RGB 12, 19, 38

Reid Light Blue

Hex #F5F7FA

CMYK 4, 3, 0, 1

RGB 247, 248, 250

Reid Yellow

Hex #F6C643

CMYK 0, 20, 73, 4

RGB 246, 198, 67

Reid Grey

Hex #C7CED9

CMYK 8, 5, 0, 15

RGB 199, 206, 217

Reid Bronze

Hex #A79364

CMYK 0, 12, 40, 35

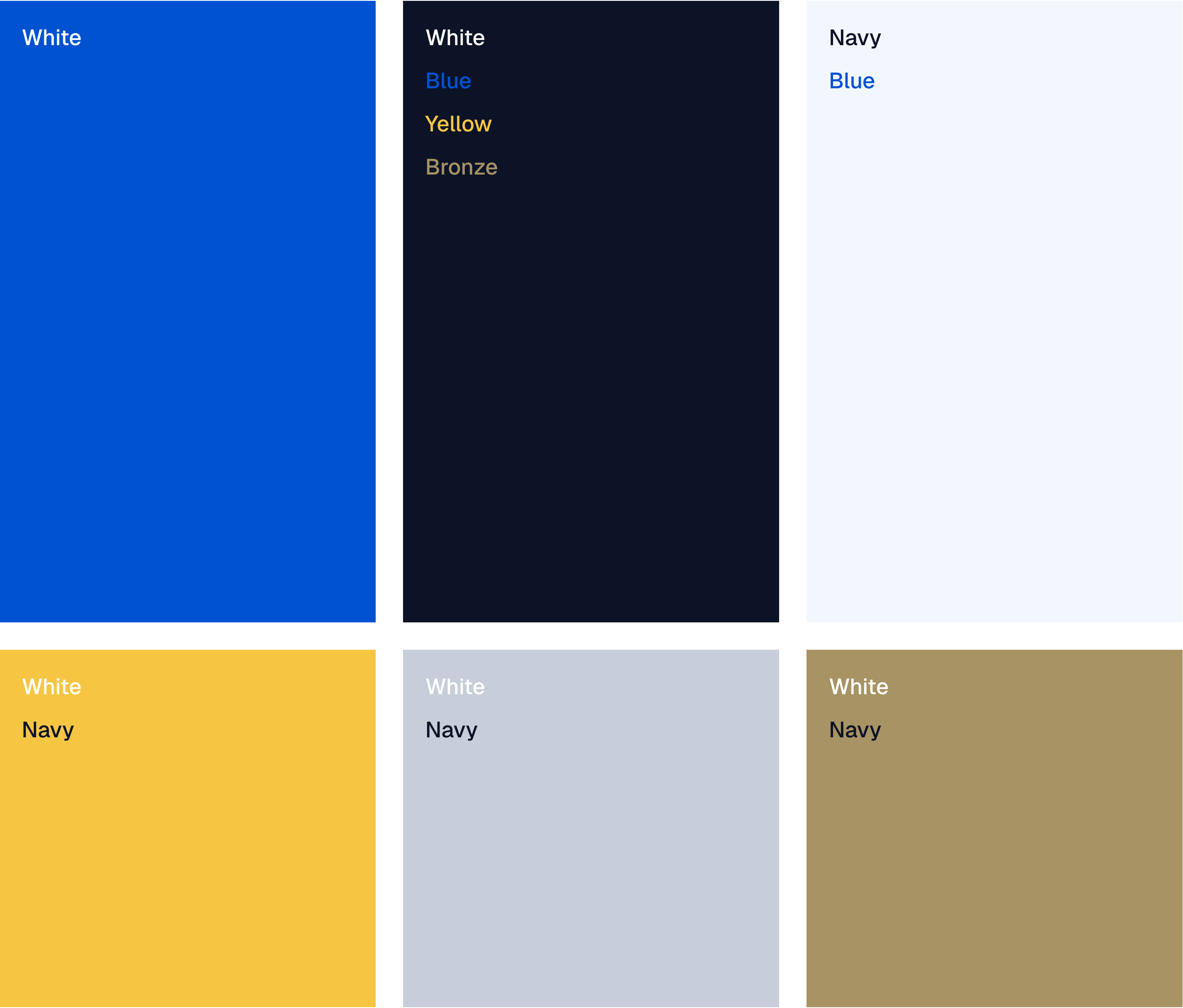
RGB 167, 147, 100

Colour pairings

Our colour pairings are designed to keep layouts clean, legible and recognisably Reid.

Use Blue or Dark Blue with white for primary brand moments such as logos, headlines and key calls to action. On Dark Blue, supporting accents of Blue, Yellow or Bronze can be used for links, icons and highlights.

Light Blue, Yellow, Grey and Bronze should act as background or supporting colours, always paired with Dark Blue or white type for strong contrast. Avoid combining multiple accent colours in the same area. Let one lead, with Blue and Dark Blue remaining dominant across the design.



Application

Here are examples that show the correct colour combinations to use with our logos. These pairings ensure sufficient contrast, maintain legibility and keep the logo looking consistent and recognisable across all applications.



03.

APPLICATION

