REDI TRANSPORTS

RESPONSIVE. EFFICIENT. DEPENDABLE. INFORMED.

BRAND STANDARDS

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For graphic elements, visit reditransports.com/brandstandards

BRAND STANDARDS OVERVIEW

This Brand Standards document for REDI Transports should be used as a guide to reflect the Brands graphic elements, tone of voice and as a reference for decision making, as it pertains to the brand promise. These instructions have been developed for the use of each brand ambassador and will guide REDI's internal team and any external partners to accurately create and update branded materials.

BRAND TONE/VOICE

REDI Transports' tone of voice speaks to both prisoner and behavioral health transport clients. The brand speaks in a consistent tone of leadership, professionalism and authority. However, the brand's confidence is balanced by a caring, compassionate and supportive tone, that is backed up by trauma-informed training and impeccable communication skills.

- We understand the needs of every transport and treat each passenger with the respect and dignity that they deserve.
- We are responsive to our clients requests and always deliver a superior service that is timely, cost effective and safe.

BRAND POSITIONING STATEMENT

The Industry's Most Responsive & Reliable Provider of Behavioral Health & Prisoner Transport Solutions.

REDI Transports is the leading provider of behavioral health and prisoner transport services throughout the Midwest. With an exemplary safety record, our clients can depend on our professional drivers to provide safe and timely transports with responsive communication every step of the way. No matter where they're located, it's our guarantee to provide them with world class, secure transportation.

This promise of high-standards and world class service should be reflected in the quality of all graphic reproductions and marketing initiatives.

BRAND DIFFERENTIATORS

Simply, we have four guiding principles that we promise to offer clients.

Responsiveness

We reply within 1 hour and can pick up within 3 hours.

Efficiency

Our process saves time, money and stress.

Dependability

We pride ourselves in being an on-time partner, every time.

Information

We constantly train to be the best and smartest in the industry.

NAME

The name REDI Transports is an acronym for excellence which stands for Responsive, Efficient, Dependable and Informed - a promise that results in prisoner and behavioral health transport solutions. Through our industry-leading training and unmatched professionalism, we have grown to become a well-respected, reliable partner for local law enforcement agencies, sheriff's offices and behavioral health facilities across the Midwest and beyond.

LOGO

The REDI Transports logo can be used multiple ways, depending on the format that it is being presented. The options below, when used and sized appropriately for print and electronic applications, are acceptable as a primary logo.

If there is a situation in which the background is dark, such as black, it is most appropriate to use our standard logo with white text. Exceptions for one-color variants are listed below.


BLACK AND WHITE LOGO VARIATIONS

A one-color variant of the full REDI Transports logo has been created for materials that aren't printed in full color. The logo should only be reversed out on black, dark blue or other dark backgrounds.

LOGO SIZE

In order to preserve legibility and effectiveness of the logo, it should never be used smaller than 2.5 inches wide. When using the logo without the tagline it should never be smaller than 1.5 inches wide.

1.5in

2.5in
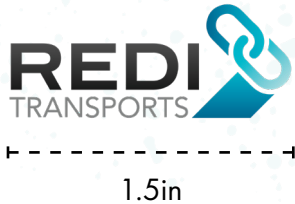
SAFE SPACE

There must be an appropriate margin around the logo — a good minimum distance would be the equivalent of the height of the "D" within the REDI Transports logo. The logo need not be large to be effective, but it should have ample space around it for legibility and visual integrity.

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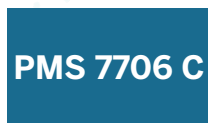
APPROPRIATE FILE TYPES

Vector file formats should be used when printing (Adobe Illustrator or EPS). A PDF file format is also acceptable as long as it is 300 dpi or higher.

For online use, a JPEG or PNG file format is acceptable and resolution of the file should be between 72-150 dpi at actual size.
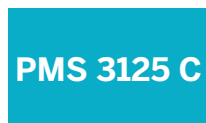
COLOR PALETTES

Primary Palette

The primary palette consists of three shades of blue, featured within the logo as a gradient. Process CMYK is used for most printed pieces, RGB is always preferred for web, and Pantone PMS colors are used when requested by a professional printer and to match colors to a standardized swatch.
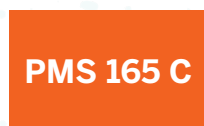
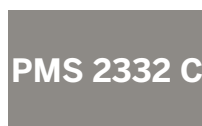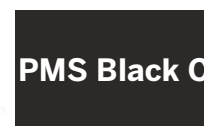| PMS 7706 C		PMS 3125 C		PMS 317 C	
C 91	R 8	C 75	R 0	C 29	R 178
M 52	G 107	M 9	G 74	M 0	G 224
Y 28	B 143	Y 19	B 199	Y 12	B 225
K 6		K 0		K 0	

Complementing Palette

The complementing color palette is made up to accent the primary palette. These colors can be used in brand elements that are dynamic and offer more opportunity for color combinations.

PMS 165 C		PMS 2332 C		PMS Black C	
C 0	R 255	C 41	R 140	C 65	R 45
M 68	G 103	M 34	G 137	M 66	G 41
Y 96	B 32	Y 34	B 133	Y 68	B 38
K 0		K 11		K 82	

PRIMARY TYPOGRAPHY

The REDI Transports logotype is set in Benton Sans Wide. The descriptor (Responsible. Effective. Dependable. Informed.) is always set in the font Avenir.

MAIN LOGOTYPES

Benton Sans Wide
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z ; ' , . / : " < > ?
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = +

Avenir Medium
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z ; ' , . / : " < > ?
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = +

DESCRIPTOR FONTS

Avenir Roman
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z ; ' , . / : " < > ?
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = +

SUPPORTING FONTS

Avenir Black
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z ; ' , . / : " < > ?
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = +

Avenir Heavy
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z ; ' , . / : " < > ?
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = +

Benton Sans Wide
PMS Black C

Avenir Medium
PMS 2332 C

USAGE EXAMPLES

Online - Email Signature

First Name Last Name
Title/Positions

(920) XXX-XXXX Phone
(920) XXX-XXXX Fax

Online - Graphic Element

Online - Web Design Element

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GET QUOTE   REQUEST TRANSPORT

USAGE EXAMPLES

Print - Signage

Print - Full Page Advertisements