redefine ALLIANCE

STYLE GUIDE

> 2026



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VISUAL IDENTITY FRAMEWORK

WHY “REDEFINE”?

“**REDEFINE**” captures the intention of our work, while preserving the core letters of our original name. We’re honoring our roots as we grow.

Today, we’re on a mission to “redefine”...

01 **WHAT TALENT LOOKS LIKE...**

We back a model that ensures people from overlooked talent pools are seen for the strengths they hold, not the barriers they face.

02 **WHAT GOOD BUSINESS MEANS...**

We laser in on a success equation that balances how to accomplish double-bottom-line impact, sustainably.

03 **WHAT’S WORTH INVESTING IN...**

We can operate within existing structures and push from the inside to showcase alternative models for investment.

WHY “ALLIANCE”?

01 ROOTED IN STAKEHOLDER INSIGHT

Responsive to naming and messaging workshops which revealed strong preference for language that feels inclusive, collaborative, and partnership-oriented.

02 REFLECTS OUR ROLE & INTENTION

Positions and emphasizes our role as more than a funder – but as a convener, co-creator, and collaborative force linking government, community partners, and ESEs.

03 SERVES AS A POWERFUL PLATFORM

Strengthens branding, storytelling, and movement-building opportunities. When partners refer to themselves as members of Redefine Alliance, they help establish long-term name recognition and credibility.

04 SUPPORTS REPOSITIONING GOALS

Helps clarify REDF’s identity as a hands-on partner, not just a passive supporter – and as we grow a movement, it offers an entry point to partners interested in joining us.

05 STRENGTHENS TRADEMARK

Enhances distinctiveness and trademark viability, making the name more ownable and legally sound.

THE STORY BEHIND THE SYMBOL

TALENT:
REVEALING POTENTIAL

Just as the caret can highlight a missing word or phrase in a sentence, we work to uncover and fill the gaps in the growth stories of ESEs, their leaders, and the communities they serve — especially parts that others may overlook. We pair capital with capacity-building support, uncover hidden potential, and amplify the impact of their work.

PARTNERSHIPS:
CREATING COLLECTIVE STRENGTH

Like the caret's role on social media platforms, used casually to indicate agreement and collective validation (^^^), the symbol in Redefine Alliance signals our unique position as a connector across systems.
We link government, community partners, and a powerful network of ESEs to build an economy that works for everyone.

SOLUTIONS:
SCALING IMPACT

The caret symbol is used in mathematics to denote exponentiation. At Redefine Alliance, we are committed to exponential growth. The caret represents the force-multiplying growth we create through collaboration —helping to shift narratives, scale impact, elevate leadership, and build a stronger economy.

IMPACT:
EXPANDING POSSIBILITIES

Finally, the caret represents "more" — the drive for expansion and future potential. At Redefine Alliance, we don't just look at where we are; we're always looking ahead, applying lessons learned and insights gleaned to advance the field of ESEs and inclusive employment across sectors, creating more impact and more possibilities.



LOGO SUITE

ALT TITLE SLIDE



LOGO SUITE

LOGO SUITE

LOGO USAGE:

DEFAULT RULE: Use the logo without the tagline (primary).

Primary Logo (Standard)

- Logo without tagline
- Use in nearly all cases, including:
  - Slides, documents, email, social, templates, letterhead
- If you're unsure which logo to use, this is the right one

Logo with Tagline (Limited Use)

- Used selectively by Marketing & Communications
- Appropriate for:
  - Brand introductions and campaigns
  - First-touch or awareness moments
- Do not use if the tagline is small or hard to read



PRIMARY_ALLIANCE_2COLOR-REV



PRIMARY_ALLIANCE-W-WHITE-TAG_2COLOR-REV



SECONDARY_2COLOR-REV



ICON_RED

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PRIMARY_ALLIANCE_2COLOR



PRIMARY_ALLIANCE-W-WHITE-TAG_2COLOR



SECONDARY_2COLOR



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PRIMARY_ALLIANCE_WHITE



PRIMARY_ALLIANCE-W-TAG_WHITE



PRIMARY_ALLIANCE_WHITE-100



SECONDARY_WHITE



ICON_WHITE

LOGO OVERVIEW

	Full color	Reversed	One color
PRIMARY LOGO (standard)	redefine ALLIANCE	redefine ALLIANCE	redefine ALLIANCE
LOGO WITH TAGLINE (limited use)	redefine ALLIANCE businesses breaking barriers	redefine ALLIANCE businesses breaking barriers	redefine ALLIANCE businesses breaking barriers
SECONDARY LOGO	redefine	redefine	redefine
ICON	re	re	re

SPACING + SIZING

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

The logo should always be sized for legibility and used in approved color combinations only. Avoid placing the logo on busy or low-contrast backgrounds. When logos are scaled down past one inches, use the secondary logo that doesn't have 'ALLIANCE'.





Minimum width 1"



Minimum width .75"

UNACCEPTABLE LOGO USE

It is important that the appearance of the logo remains consistent. Be wary when using the logo not to alter, tweak, mutilate or add to in a way that breaks the specific rules set out within these guidelines.

The following are examples of more likely practices that would violate the logo and ultimately the Redefine Brand Guide.

Do not stretch or squish logo horizontally or vertically.

Do not delete the Alliance In the primary logo. Use the secondary logo – the alignment Is different.

Do not change colors of logo.

Do not rotate the logo.



Do not place the one color logo over a pattern or busy photo. Use the white 100 logo or full color logo.

Do not change the size of the logo element.

Do not change font of the logo.

Do not outline the logo.

Do not alter any aspect of the logo including swapping the colors.

COLOR PALETTE




redefine
ALLIANCE
redefine
ALLIANCE
redefine
ALLIANCE
redefine
ALLIANCE
redefine
ALLIANCE
redefine
ALLIANCE

COLOR PALETTE

The primary palette is the common color palette. RE-ORANGE is optimized for accessibility and should be used for backgrounds and general applications. The logo red is a distinct color and should not be used as a background color or paired with white text. Black is NOT the preferred dominant color for print piece.

BLACK

CMYK 75 / 68 / 67 / 90
RGB 0 / 0 / 0
HEX #000000

RE-ORANGE

CMYK 10/ 91 / 100 / 2
RGB 215 / 58 / 28
HEX #D73A1C
PMS 1795 C

BLUE

CMYK 100 / 96 / 20 / 14
RGB 0 / 26 / 112
HEX #001A70
PMS P 103-16 C

DARK BLUE

CMYK 91 / 84 / 52 / 70
RGB 3 / 9 / 41
HEX #030929

LIGHT BLUE

CMYK 84 / 46 / 0 / 0
RGB 0 / 123 / 199
HEX #007BC7
PMS 2925 C

GOLD

CMYK 11 / 35 / 100 / 0
RGB 225 / 158 / 0
HEX #E19E00
PMS P 10-16 C

TEAL

CMYK 86 / 30 / 50 / 8
RGB 0 / 130 / 128
HEX #008280
PMS 7716 C

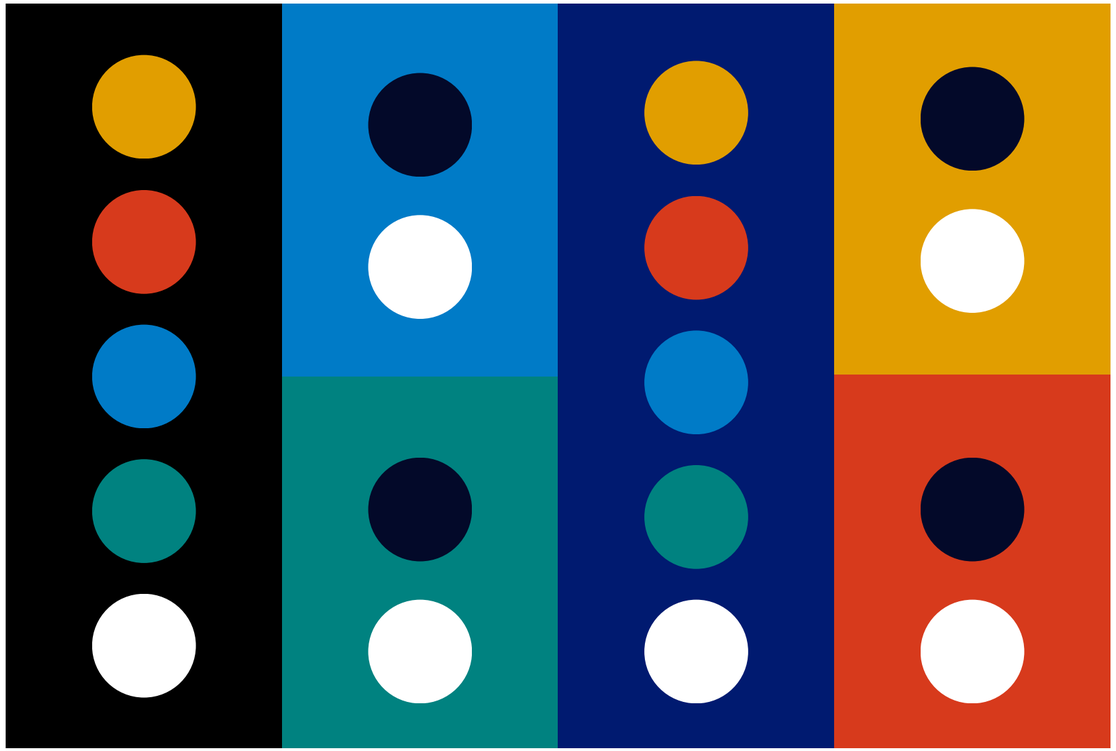
WHITE
HEX #ffffff

LIGHT GREY
CMYK 3 / 3 / 2 / 0
RGB 243 / 242 / 244
HEX #F3F2F4

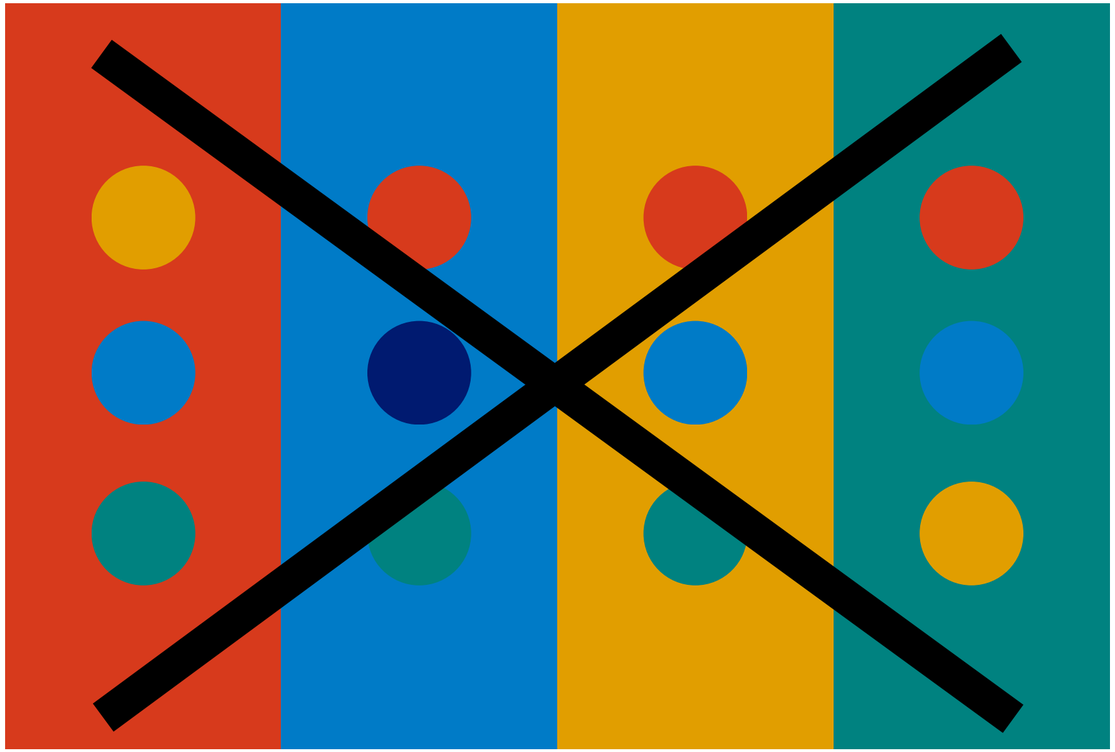
GREY
CMYK 8 / 6 / 7 / 0
RGB 231 / 230 / 230
HEX #E7E6E6

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

GRAPHIC ELEMENTS

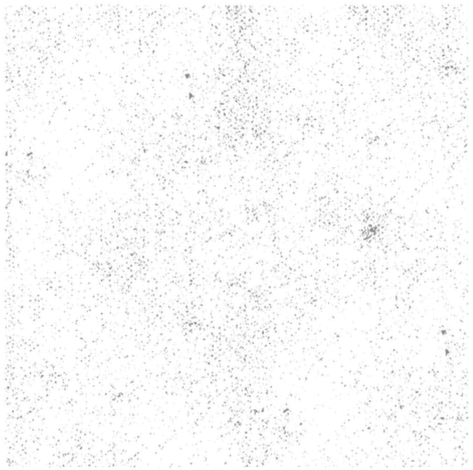
ALT TITLE SLIDE

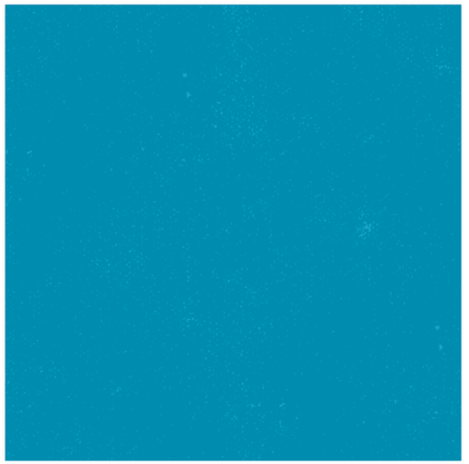
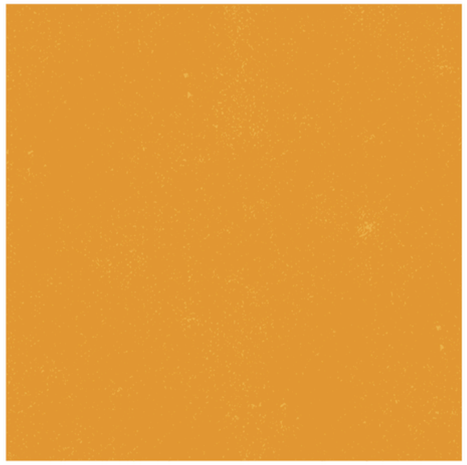
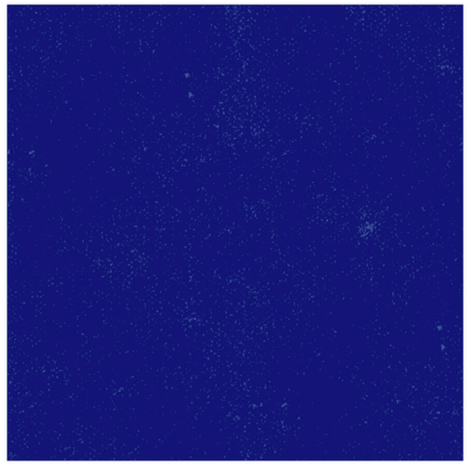
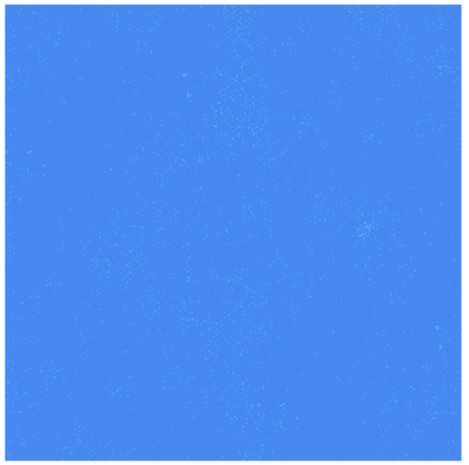


GRAPHIC ELEMENTS

GRIT TEXTURE

The grit texture utilized in the Redefine brand is representative of the nature of work that Redefine 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.



TYPOGRAPHY

BRAND FONTS

The Redefine brand utilizes two main fonts: Radnika Next Condensed SemiBold and Overpass Regular. Radnika Next Condensed SemiBold should be used for headlines and Overpass Regular should be used for all instances of body copy. See links below to view/download each font.

RADNIKA NEXT CONDENSED SEMI-BOLD

FOR HEADLINES
Download:

Overpass Regular

FOR BODY COPY
Download Overpass from Google Fonts: https://fonts.google.com/specimen/Overpass

SYSTEM FONTS

If the primary fonts are unavailable, both Roboto Condensed Bold and Arial (preferably Narrow) are system fonts that may be used in their place, as a last resort.

ROBOTO CONDENSED BOLD

FOR HEADLINES

Arial Narrow

FOR BODY COPY

TYPE HIERARCHY

Use the following typefaces to maintain a cohesive and recognizable typographic brand aesthetic.

Radnika Next Condensed SemiBold is a neo-grotesque sans serif designed for strength, clarity, and impact. Its condensed proportions and bold weight create a confident, modern tone that commands attention while conserving space.

Use Radnika Next Condensed SemiBold for headlines, key messages, and calls to action to provide a consistent visual anchor across materials. Headlines may be set in any capitalization style—all caps, title case, or mixed case—depending on the design and layout.

Overpass is a humanist sans serif inspired by U.S. highway signage, designed for clarity and approachability. Its open, balanced letterforms bring a friendly, accessible tone that complements the strength of Radnika Next Condensed.

Use Overpass for body copy, subheads, and supporting text to ensure readability and a welcoming brand voice. It may be set in any capitalization style and used across all available weights.

Overpass: Google Fonts

HEADER

RADNIKA NEXT CONDENSED SEMI-BOLD
CASE IS FLEXIBLE
118 pt, Line Height 112 pt, tracking 27
Canva: 54.8 pt, Line Spacing 1 pt

SUB-HEADER

OVERPASS REGULAR
CASE IS FLEXIBLE
45 pt, Line Height 49 pt, tracking 17
Canva: 25.2 pt, Line Spacing 1.4 pt

BODY

OVERPASS REGULAR
21 pt, Line Height 41 pt, tracking 17
Canva: 13.4 pt, Line Spacing 1.62 pt,

A TAGLINE THAT DOES THE TALKING

Memorable. Expansive. Expressive.

In developing a tagline, we sought a phrase that captures our identity and remains flexible enough to grow with our work for years to come. Businesses breaking barriers does just that.

Our Founder had the foresight that business could be more than profit—it could be a force for good. Employment social enterprises prove it every day, offering data-backed, bipartisan solutions that tackle our nation's toughest challenges while delivering both social and economic returns.

PHOTOGRAPHY

BRAND PHOTOGRAPHY

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

