



Reasoning Enabled Agentic Platform

REAP Brand Guidelines

Logo, color, type and words · Brand Kit v2.0

Edition	v2.0, October 13, 2026; updated October 14, 2026 (the navy logo on white)
For	REAP teams, partners, press and event organizers
Files	The REAP logo pack and the lockups: reapnet.ai/press-kit/
Questions	reapnet.ai/contact/#press

1. About these guidelines

These guidelines cover the REAP logo and the R, the REAP colors, the two REAP typefaces and the words REAP repeats, with the files that carry them. They follow the REAP Brandbook and REAP’s brand tokens, and they apply to everything that carries the REAP name: the website, documents, slides, spreadsheets, print, events and social posts.

The logo	The REAP logo and the R. On white, the navy logo with the Light Blue foot; on Meridian and dark fields, the white logo with the Light Blue foot (sections 2 to 5).
Color	Meridian, the brand hue, and REAP Gray, the neutral: each a scale of 13 steps. Three status colors for status only (section 6).
Type	DM Sans for all text; DM Mono for numerical and technical data such as IP addresses, ports, commands and CLI output (section 7).
Words	The tagline, the method line, the three statements and the headline, each with one written form (section 8).
Lockups and QR code	The logo with one line beneath it, and the REAP QR code (section 9).
In practice and files	The website, documents, slides and print (section 10); the files and their names (section 11).
New in v2.0	The logo on white is the navy logo (Meridian-950, #102C37) with the Light Blue foot, as in the website header (October 14, 2026); the Meridian logo on white is retired, so replace it with the navy files in the logo pack. Clear space is the size of the R, and the smallest size is 16 px high. The Meridian and REAP Gray scales replace the earlier palette, and the status colors are Viridian, Crimson and Solar. DM Sans and DM Mono are the typefaces for every REAP file.

2. The logo

REAP has one logo and a symbol drawn from it: the REAP logo and the R. The R is as wide as it is tall, and its quarter-circle foot, Light Blue in the color versions, is the accent.



- **Use the complete logo** wherever there is room for it. Use the R alone where space is tight, and as the favicon (section 4).
- **Always use the files.** Never set the name in a typeface to stand in for the logo, and never redraw it.
- **In text**, write the name REAP, in capitals. The company is Reapitnow.ai, Inc.; the web address is written reapnet.ai, in lowercase.

3. Which logo on which background

Choose by background. The pairings are the REAP Brandbook's; where two logos share a background, the first is preferred.



On white · preferred

The navy logo with the Light Blue foot: the most common use
reap-navy-w-light-blue



On white · alternate

All navy, on white or a very light background
reap-navy



On Meridian · preferred

White with the Light Blue foot, for a fuller brand presence
reap-white-w-light-blue



On Meridian · alternate

All white, on a flat Meridian field
reap-white



On a dark field

White with the Light Blue foot: product UI, small-size collateral
reap-white-w-light-blue



On the Meridian gradient

White with the Light Blue foot, for contemporary contexts such as AI
reap-white-w-light-blue

Grayscale

Where color is not available. The grays come from the REAP Gray scale; in a dark one-color context, use the all-white logo.

			
Grayscale · preferred Gray-900 with a Gray-500 foot reap-gray-900-w-gray-500	Grayscale · alternate All Gray-900, on white or very light reap-gray-900	Black A safe, neutral option reap-black	White on black For a dark one-color context reap-white

By background and use

Background or use	Logo	File
White or very light (most uses)	Navy with the Light Blue foot (preferred); all navy	reap-navy-w-light-blue, reap-navy
Meridian Blue	White with the Light Blue foot (preferred); all white	reap-white-w-light-blue, reap-white
Dark fields (Meridian-800 to Meridian-1000), product UI	White with the Light Blue foot	reap-white-w-light-blue
The Meridian gradient	White with the Light Blue foot	reap-white-w-light-blue
Photos	White with the Light Blue foot, on a calm dark area or a dark overlay	reap-white-w-light-blue
Grayscale on white or light	Gray-900 with a Gray-500 foot (preferred); all Gray-900; all black	reap-gray-900-w-gray-500, reap-gray-900, reap-black
Black, or a dark one-color context	All white	reap-white
Favicon and small spaces	The R alone, navy with the Light Blue foot; no background needed	r-navy-w-light-blue, favicon.svg
App icons, avatars, email signatures	The white R with the Light Blue foot on a Meridian-800 square	reap-app-icon-512.png, reap-social-avatar-400.png
Documents and spreadsheets	Navy with the Light Blue foot, on the title page or first sheet	reap-navy-w-light-blue@4x.png
Slides	Navy with the Light Blue foot on light slides; white with the Light Blue foot on dark slides	reap-navy-w-light-blue, reap-white-w-light-blue
Website	Navy with the Light Blue foot in the header; white with the Light Blue foot on dark sections	reap-navy-w-light-blue.svg, reap-white-w-light-blue.svg

File names are given without the format and size ending: each logo comes as SVG and PDF (vector) and as PNG at four sizes (section 11).

4. Clear space and size

The height and the width of the R are equal. Use the R as the measure of the space the logo needs between itself and the next element.



The REAP logo



The R

- **Clear space:** at least x on every side, where x is the R: as wide as it is tall, the full height of the logo. Keep text, images, edges and other logos out of it. It scales with the logo, so measure it on the logo as placed, and keep it around a whole lockup as well.
- **Smallest size:** 16 px high on screen; in print, 1/6 in (about 4.2 mm) high. Above that, the logo may be used at any size, as long as it stays clear and legible.
- **The R alone:** where the complete logo does not fit, or for a more symbolic presence, such as the favicon. The R stands out at small sizes, so it needs no background.



The smallest size, printed at 100%

At 16 px the logo is about 65 px wide and the R 16 px square. Smaller than that, the stripes of the R and the foot close up.



The R alone: no background needed



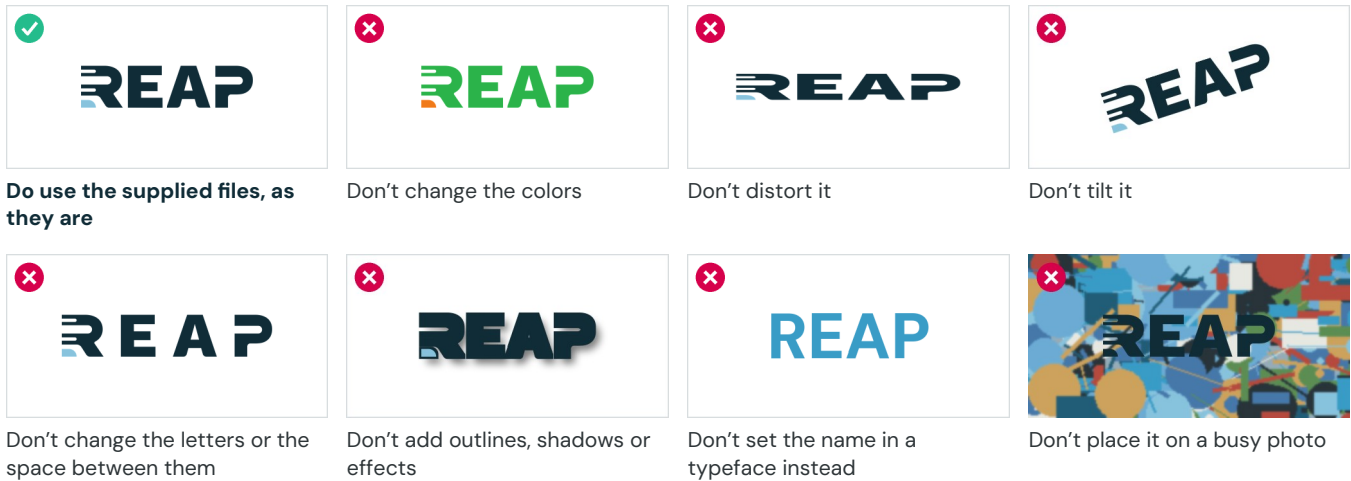
App icon and avatar: Meridian-800 field



Favicon at 16, 32 and 64 px (actual size)

5. Don'ts

Always keep the core visual qualities of the REAP logo: use the files as supplied.



- **Color:** only the colorways in the logo pack, each on the background it is made for (section 3). Never separate the foot or recolor it alone.
- **Contrast:** never Light Blue text on white, and never the navy or Meridian logo on a background that hides it (section 6).

6. Color

REAP has one brand hue and one neutral, each a scale of 13 steps from 10 (lightest) to 1000 (darkest). **Meridian** (HSL 198, 55, x) is the primary hue, for all brand purposes. **REAP Gray** (HSL 198, 10, x) carries the same hue and is for functional uses, including body text and surfaces. L is the lightness of each step.

Step		Meridian	RGB		REAP Gray	RGB	L
10		#EFF7FA	239 247 250		#F4F5F6	244 245 246	96
50		#E7F3F8	231 243 248		#EEF0F1	238 240 241	94
100		#D7EBF4	215 235 244		#E3E7E8	227 231 232	90
200		#C8E3EF	200 227 239		#D8DDDF	216 221 223	86
300		#B0D7E8	176 215 232		#C7CED1	199 206 209	84
400		#88C3DD	136 195 221		#ABB6BA	171 182 186	70
500		#61AFD1	97 175 209		#8F9DA3	143 157 163	60
600		#399CC6	57 156 198		#73858C	115 133 140	50
700		#2E7C9E	46 124 158		#5C6A70	92 106 112	40
800		#225D77	34 93 119		#455054	69 80 84	30
900		#173E4F	23 62 79		#2E3538	46 53 56	20
950		#102C37	16 44 55		#202527	32 37 39	14
1000		#050C10	5 12 16		#090B0B	9 11 11	4

The values are the REAP Brandbook's and the brand tokens' (reap-tokens.css). Color files: reap-colors.css, reap-colors.json and REAP_Colors.ase (Adobe swatches), on the press kit page.

Roles

	Color	HEX	Role
	Meridian-600 · Meridian Blue	#399CC6	Primary buttons, icons, bars and fills, and large headings. Not for body text or small links on white.
	Meridian-400 · Light Blue	#88C3DD	The logo's foot, button hover, and accents on dark fields. Decorative only on white.
	Meridian-800	#225D77	Links and secondary buttons on white; the dark field for the logo; app icons.
	Meridian-950 · navy	#102C37	The logo on white and light backgrounds (with the Light Blue foot). Headings; dark sections and slides; labels on Meridian Blue buttons.
	Meridian-10 and 50	#E7F3F8	Pale panels and tinted sections.
	Gray-900	#2E3538	Body text.
	Gray-700	#5C6A70	Secondary text: captions, labels, footers.
	Gray-200	#D8DDDF	Borders, rules and dividers.
	Gray-10 and 50	#F4F5F6	Subtle surfaces and alternating table rows.

Status colors

Three colors mark status, and only status: never decoration, and never brand accents. The triad is shifted on purpose from the usual red, yellow and green. On white, set status words in the darker text shade, or in Gray-900 beside a colored dot or bar.

	Status	Color	Subtle background	Text on white
	Viridian · healthy	#24BC8C hsl(161 68% 44%)	#E5FAF4 hsl(161 68% 94%)	#156F53 hsl(161 68% 26%)
	Crimson · alert	#D6004B hsl(339 100% 42%)	#FFE5EE hsl(339 100% 95%)	#B80040 hsl(339 100% 36%)
	Solar · warning	#FF901A hsl(31 100% 55%)	#FFEEDB hsl(31 100% 93%)	#994F00 hsl(31 100% 30%)

Accessible pairings

Contrast ratios under WCAG 2.1 for the pairs REAP uses. AA needs 4.5:1 for body text, and 3:1 for large text (18 pt, or 14 pt bold) and for graphics such as icons and bars; AAA needs 7:1.

Sample	Pair	Ratio	Level	Use
Aa	Gray-900 on white	12.5:1	AAA	Body text
Aa	Meridian-950 on white	14.6:1	AAA	The logo, headings and body text
Aa	Meridian-800 on white	7.2:1	AAA	Links and text; secondary buttons (white on Meridian-800)
Aa	Gray-700 on white	5.6:1	AA	Secondary text
Aa	Meridian Blue on white	3.1:1	AA large	Icons, bars, fills and large headings only
Aa	Light Blue on white	1.9:1	Fails	Decorative only
Aa	White on Meridian-950	14.6:1	AAA	Text on dark fields
Aa	Light Blue on Meridian-950	7.6:1	AAA	Text and accents on dark fields
Aa	Meridian Blue on Meridian-950	4.7:1	AA	Large text, closing words and accents on dark fields
Aa	Meridian-950 on Meridian Blue	4.7:1	AA	Labels on primary buttons
Aa	White on Meridian Blue	3.1:1	AA large	Large text and the logo only

7. Typography

Two typefaces from one family, both free under the SIL Open Font License: **DM Sans** for all text, and **DM Mono** for numerical and technical data.

DM SANS · ALL TEXT

Aa

Regular 400
Medium 500
SemiBold 600
ExtraBold 800

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

DM MONO · NUMERICAL AND TECHNICAL DATA

Aa

core-2# show ip ospf neighbor
10.20.5.1 1 FULL/DR Vlan350
02:07:40 CHG-2041 TCP 443

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklm 0123456789

Typeface	Use it for	Weights
DM Sans	All text: headings, body, labels, buttons, captions, and metrics and KPI numbers	Regular 400, Medium 500, SemiBold 600, ExtraBold 800 (Bold 700 where an application offers only a bold style)
DM Mono	Numerical and technical data: IP addresses, subnets and ports; commands and CLI output; log timestamps and configuration values; the identifiers of devices, interfaces, changes, incidents and runbooks	Regular 400; Medium 500 beside bold text

What goes in DM Mono

Set in DM Mono	Stays in DM Sans
IP addresses and subnets: 10.20.5.10, 10.20.50.0/24	Metric and KPI numbers: minutes, percentages and counts in a sentence, a chart or a dashboard
Ports: TCP 443, port 22	Dates and times in running text: October 29, 3:15 pm ET
Commands and CLI output: show ip ospf neighbor	Product and capability names: Incident Reasoning, Change Assurance
Log timestamps: 02:07:40	Headings, labels, buttons and navigation
Identifiers: CHG-2041, INC0451, RB-07, core-2, Vlan350, Te1/1/1	Names of companies, vendors and platforms

Type scale

Style	Size	Weight	Use
Display	48 px	ExtraBold 800, tracking -0.02 em	Website hero lines
Heading 1	24 px	SemiBold 600	Page titles
Heading 2 · 3	20 · 16 px	SemiBold 600	Section headers, card titles
Body	14–16 px	Regular 400	Running text
Label	13 px	Medium 500	Buttons, badges, navigation
Overline	11 px, capitals	SemiBold 600, tracking 0.08 em	Section labels
Metric	32 · 24 px	ExtraBold 800 · SemiBold 600	KPI numbers
Code	13 px	DM Mono Regular 400	IP addresses, commands, configuration values, CLI output

The scale is for screens. In print and documents, keep the same relationships: headings in SemiBold or Bold, body text in Regular, and technical data in DM Mono a step smaller than the text around it.

In Word, PowerPoint and Excel

- **Word:** REAP documents carry DM Sans and DM Mono inside the file, so they read the same on a computer without the fonts.
- **PowerPoint and Excel:** decks and workbooks name the fonts but do not carry them. Install DM Sans and DM Mono (Google Fonts: fonts.google.com/specimen/DM+Sans and fonts.google.com/specimen/DM+Mono) on every computer that edits or presents REAP files; without them, Office substitutes another font and text can wrap differently.
- **Bold:** Office's bold button sets DM Sans Bold (700). Where an application lets you choose the style, use SemiBold for headings and ExtraBold for display lines.

8. Words

Four lines carry the brand in words: the tagline, the method line, the three statements and the headline. Each has one written form, so it reads the same on the website, in slides, documents, print and social posts.

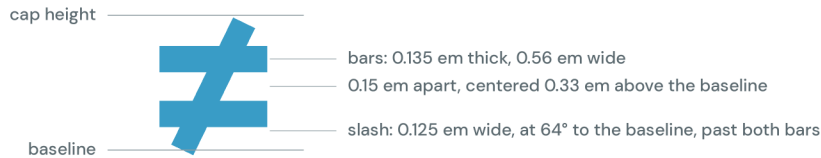
Line	Written form	Rules
Tagline	Agentic Network Assurance. Grounded in Evidence.	Two short sentences in title form, each ending with a period, as shown; no trademark symbol. Never reworded, abbreviated or translated. Light Blue on dark fields; Meridian-800 or Meridian-950 on light backgrounds.
Method line	Observe · Reason · Act · Prove	Four words in title case, separated by spaced middle dots, never commas, slashes or arrows in display use (arrows are fine inside a diagram). Prove is the fourth step, equal to the other three; governance (autonomy modes, least privilege, approval gates and the audit trail) runs across all four, not as a fifth step. Where color is available, Prove is set in Meridian Blue and the first three words in the text color: Observe, Reason and Act name a familiar agent loop, and Prove is what REAP adds. The dots take Light Blue on dark fields, or the text color.
The three statements	Restored is not the same as fixed. Completed is not the same as verified. Configured is not the same as compliant.	Always the three together, in this order. Sentence form on the website and in documents, with the closing word (fixed, verified, compliant) in Meridian Blue where color is available. The title form (Restored ≠ Fixed. Completed ≠ Verified. Configured ≠ Compliant.) is for display only: hero lines, cards, slide titles and signs. In the title form on a light background the ≠ takes Meridian Blue and the words the text color; on a dark field the first word is white, the ≠ Light Blue and the closing word Meridian Blue.
The three doors	1 Incident Reasoning · Restored ≠ Fixed · Accelerate root-cause analysis. 2 Change Assurance · Completed ≠ Verified · Validate change outcomes. 3 Posture & Compliance · Configured ≠ Compliant · Uncover operational risks.	The display set for banners and signs: a door label in tracked capitals (Light Blue), the statement in the title form, and one supporting line in white. Always the three together and in this order; the supporting lines are not reworded. On the website the third door keeps its product name, Resilience Assurance, with “posture & compliance” as its kicker.
Headline	From signals to answers.	Sentence case, with the period. “answers.” takes Meridian Blue (the closing-word rule). Sub-line where space allows: Know what changed. Prove it worked. Prove failover will work.

- **Order on a display piece:** the logo, the descriptor, the headline, then the three doors, then the method line with the tagline under it; the web address last. The reference layout for banners and signs is one flat Meridian-950 field, one typeface and everything centered on one axis, with each brand blue holding one meaning: Light Blue for the ≠, the door labels, the rules and the quiet lines; Meridian Blue for the closing words, “answers.” and Prove. No numerals, icons or decorative artwork.
- **The not-equal sign is drawn, not typed.** The ≠ character in DM Sans is small, with a short slash that stops at the bars, so wherever a statement’s title form is display text (banners, cards, slides at poster size, headings on the website), the sign is drawn: two bars at the bold stem weight, 0.135

em thick and 0.56 em wide, 0.15 em apart and centered 0.33 em above the baseline, with a 0.125 em slash at 64 degrees from the baseline to the cap height, past both bars. In running text the character stays.

Restored ≠ Fixed.

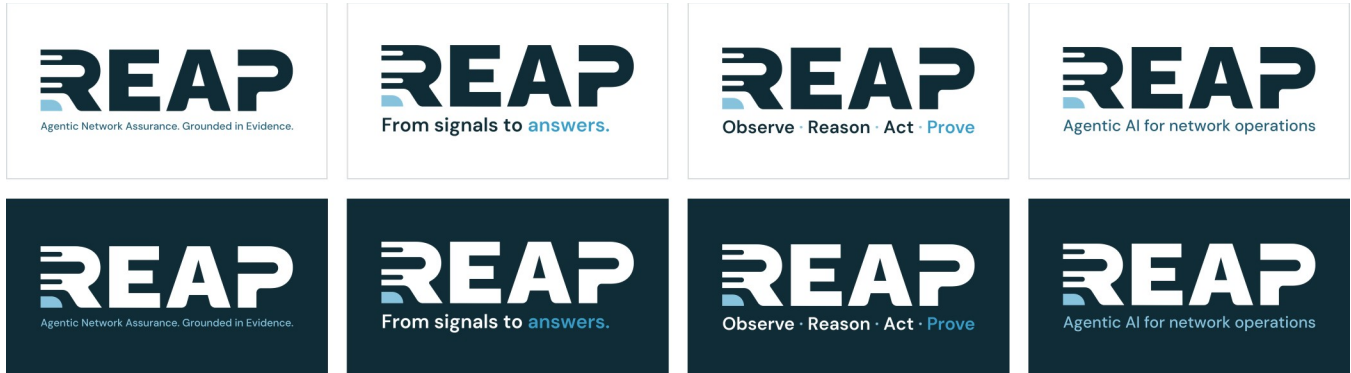
The title form on a light background: the words in the text color, the drawn sign in Meridian Blue.



- **What not to do:** no capitals for emphasis in any of the four lines; no “REAPnet” (the address is reapnet.ai, in lowercase); no performance figures beside the tagline; no other company’s name in the same line.

9. Lockups and the QR code

A lockup is the logo with one line beneath it, left-aligned and sized to the logo's width. There are four lines in two colorways, as SVG (with the text as outlines, so no font is needed) and as PNG at 2400 px wide.



Light files: the navy logo with the Light Blue foot, the line in Meridian-950 (Meridian-800 for the tagline and the descriptor). Dark files: the white logo with the Light Blue foot, the line white (Light Blue for the tagline and the descriptor); "answers." and Prove in Meridian Blue in both. The -on-meridian-950 files come on a Meridian-950 field.

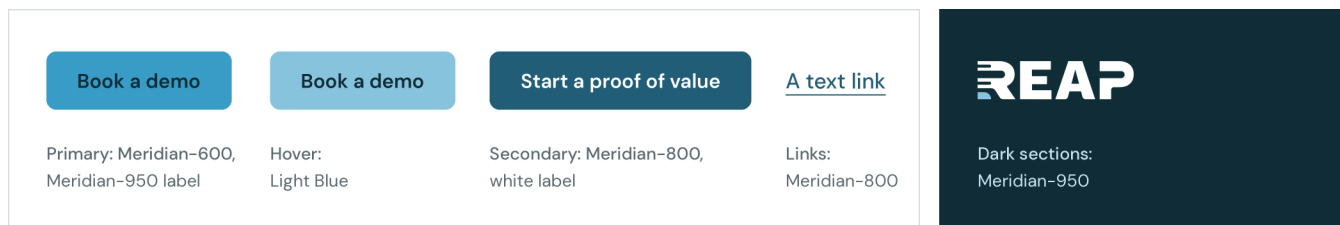
Lockup	File	Use it for
Logo + tagline	reap-lockup-brand-light / -dark	A cover, an event listing, a sponsor page, a social header or an email signature: wherever the logo stands alone with a caption
Logo + headline	reap-lockup-headline-light / -dark	Campaign pieces and social headers in the current message
Logo + method line	reap-lockup-method-light / -dark	Product and platform contexts: documentation covers, platform slides
Logo + descriptor	reap-lockup-descriptor-light / -dark	Directories, award entries and listings that ask what the company does

- **Rules:** use the files unaltered; use the plain logo where the words already appear nearby; never set your own caption under the logo; keep the clear space of the R around the whole lockup, and the logo part at 16 px high or more.



The REAP QR code (REAP_QR_Code.svg and .png) opens reapnet.ai. Meridian-950 modules on white, with the R (Meridian, with the Light Blue foot) in a white knockout at the center, and the four-module white margin inside the file. Print it at 0.8 in (20 mm) or larger with the margin clear. Never recolor it, replace the R, or add a frame or a caption inside the margin.

10. In practice



- **Website:** primary buttons Meridian Blue with Meridian-950 labels, Light Blue on hover; secondary buttons Meridian-800 with white labels; links Meridian-800; dark sections Meridian-950. The navy logo with the Light Blue foot in the header. DM Sans throughout, with IP addresses, commands and identifiers set in DM Mono.
- **Slides:** the navy logo with the Light Blue foot on light slides; the white logo with the Light Blue foot on Meridian-950 slides. DM Sans for text; CLI output, addresses and identifiers in DM Mono.
- **Documents:** the logo on the title page; Meridian-950 headings; DM Sans for text and DM Mono for technical strings; tables with a Meridian-950 header row.
- **Spreadsheets:** the logo on the first sheet; Meridian-950 header rows; DM Sans, with columns of addresses, commands or identifiers in DM Mono.
- **Print and events:** the reference layout in section 8; the QR code at 0.8 in (20 mm) or larger; status colors only for status.
- **Email signatures and social profiles:** the social avatar (reap-social-avatar-400.png) or the light lockup with the tagline.

Website interaction

Interactive surfaces. Every card, tile, row and panel on the website answers the pointer the same way: the border turns Meridian Blue, the surface rises 2 px with a soft shadow, and the change takes 220 ms. Keyboard focus inside a surface lights it the same way, so a keyboard user sees what a mouse user sees. Dark surfaces brighten one step instead of rising; forms and diagrams highlight without moving. Where the visitor has asked for reduced motion, the highlight stays and the movement goes; print drops both. The rules live in one place in the site's stylesheet (the "Interactive surfaces" block of release 1.13.0) and apply to any new component that uses the card classes, so a new page gets the treatment without new CSS.

Glossary links. The first mention of a glossary term on a page is a quiet link, Meridian-800 text with a dotted underline and the definition as the tooltip, to the term's page at reapnet.ai/glossary/<term>/. Headings, buttons, navigation, code, forms and the glossary itself are never linked, and a page carries at most 24 such links. The build applies the links from the glossary data (244 terms in ten groups as of release 1.14.0); the WordPress plugin applies the same rules to blog excerpts, search results and posts written in the editor. The press kit page shows both treatments.

Search. When a search query is a glossary term or one of its other spellings (OSPF for Open Shortest Path First), the definition appears above the results with a link to the term page, in the search overlay and on the results page alike.

11. Files

Download	What's inside	Use it for
REAP logo pack	The REAP logo and the R in every official colorway, one folder each, named for where it goes: SVG and PDF (vector) and PNG at 1x, 2x, 4x and 512 px wide. App icons and the favicon. These guidelines as a PDF.	Every use of the logo
REAP lockups	The eight lockups as SVG and PNG, light and dark, with the dark files also on a Meridian-950 field; the REAP QR code	The logo with a line beneath it; anything printed or projected that points to REAP
Color files	reap-colors.css (CSS variables), reap-colors.json and REAP_Colors.ase (Adobe swatches)	Websites, apps, templates and design tools
Fonts	DM Sans and DM Mono from Google Fonts (SIL Open Font License)	Every computer that edits or presents REAP files

All on the press kit page: reapnet.ai/press-kit/.

File names

Logo files follow `reap-<color>[-w-<foot color>][size].<format>`; the R uses `r-` in place of `reap-`.

reap	-meridian	-w-light-blue	@4x	.png
Mark reap = the logo r = the R	Color navy, meridian, meridian-blue, white, black, gray-900	Foot color (optional) -w-light-blue -w-meridian-blue -w-gray-500	PNG size none = 1x @2x, @4x, -512	Format svg, pdf or png

PNG sizes: the logo is 314 × 77 px at 1x, 627 × 153 px at @2x, 1254 × 305 px at @4x and 512 px wide at -512; the R is 76, 152, 304 and 512 px square.

Formats: SVG for websites and apps, PDF for print, and PNG at @2x or @4x for Office files and email.

Questions and permissions

For a use not covered here, or for files in another format: reapnet.ai/contact/#press.

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