



Recite Me

External Brand Guidelines

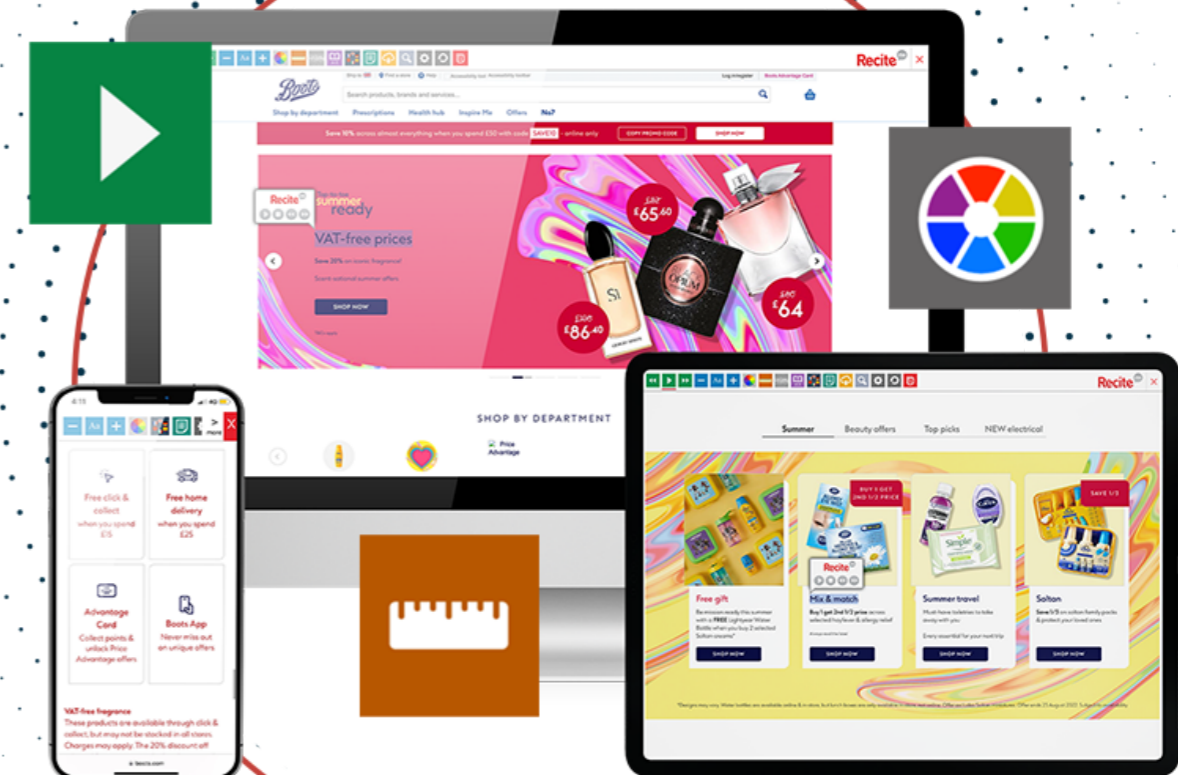
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1.0 Company Mission

What is it?

Be at the centre and accelerate the transition for all content to be accessible to all people. The internet is for everyone and we're going to play our part in making that happen



2.0 Our Story

Ross Linnett, CEO of Recite Me

As a sprinter with dreams of Olympic glory, Ross always found ways to push himself to the absolute limit to gain a competitive edge and ensure his acceptance and inclusion in the racing world.

Finding out he was dyslexic at University did not stop Ross in creating that winning edge to drive himself forward in business. One thing that Ross did notice was his particularly disadvantage online, with little resources to overcome his exclusion. It was at this pivotal moment that the idea for Recite Me was born.

The next few years were a blur of hard work, building a winning team, refining a product and shaping a mission that would see over 500 global organisations deploy the tools that Ross has envisioned.

Fast forward to 2022 and Ross continues to drive the innovation with Recite Me with the same guiding belief in Accessibility for all.



3.0 Our Products

Toolbar

Recite Me is a cloud-based web accessibility assistive toolbar solution that allows website visitors to customise a site in a way that works best for them.

Desktop Toolbar

Recite Me Desktop software makes digital content like websites, desktop applications and documents more accessible.

Scanner

Our WCAG Scanner allows you to scan your website for accessibility issues to make your site more user friendly.

Portal

The Recite Me Portal keeps all of your Recite Me products in one place giving you easy access to your account.



4.0 Logo Usage

Overview

The Recite Logo has been designed to give customers a clear indication of who we are. To preserve the integrity of the logo the following rules must always be observed:

- The Recite Me logo should always be reproduced from the master artwork.
- It should never be redrawn or modified in any way.
- The logo should contrast with whichever background it is placed on.

Examples

1. Against **White** background



2. Against **Navy** background



4. **All** other plain colour background



5. **Image** background



6. **All Black** logo



4.1 Logo Misuse

Overview

Misuse of the the Recite Me logo is prohibited unless under special circumstances. To preserve the integrity of the logo the following rules must always be observed:

Examples

1. **Don't** change the icon position



2. **Don't** stretch or distort



3. **Don't** change the icon size



4. **Don't** change the logo colour, unless Pre-approved for a special or seasonal event.



5. **Don't** change the icon colour, unless Pre-approved for a special or seasonal event.



6. **Don't** use the full colour logo on a Background that doesn't contrast



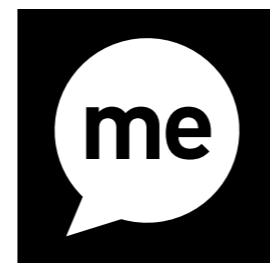
4.2 Standalone Icon

Overview

The Recite Me standalone icon should be only be used when space is too small for the full/complete version of our logo, or for social graphics in which our must be present. It should never be modified in any way.

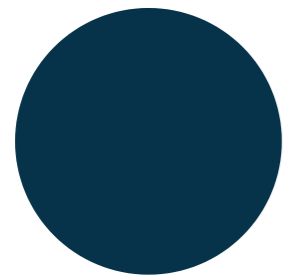
Examples

1. The icon logo should **contrast** according to whichever background it is placed on

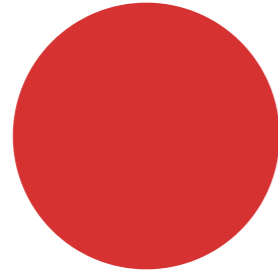


5.0 Colours

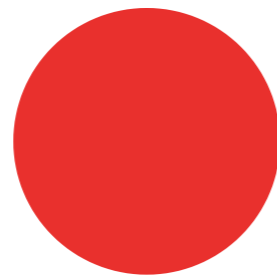
Primary Colours



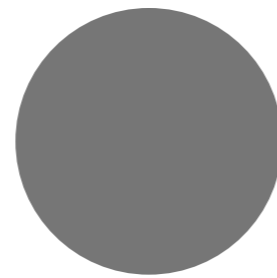
Navy
#06334a



Primary Red
#D63232

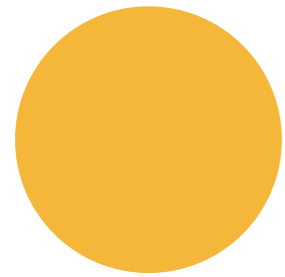


Logo Red
#E9302D

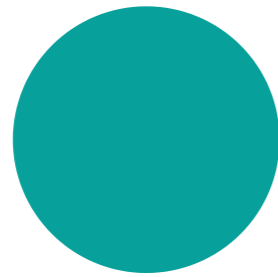


Grey
#767676

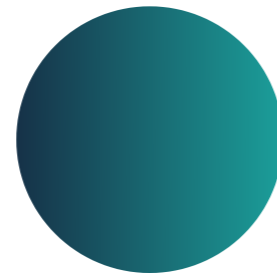
Secondary Colours



Yellow
#f4b739

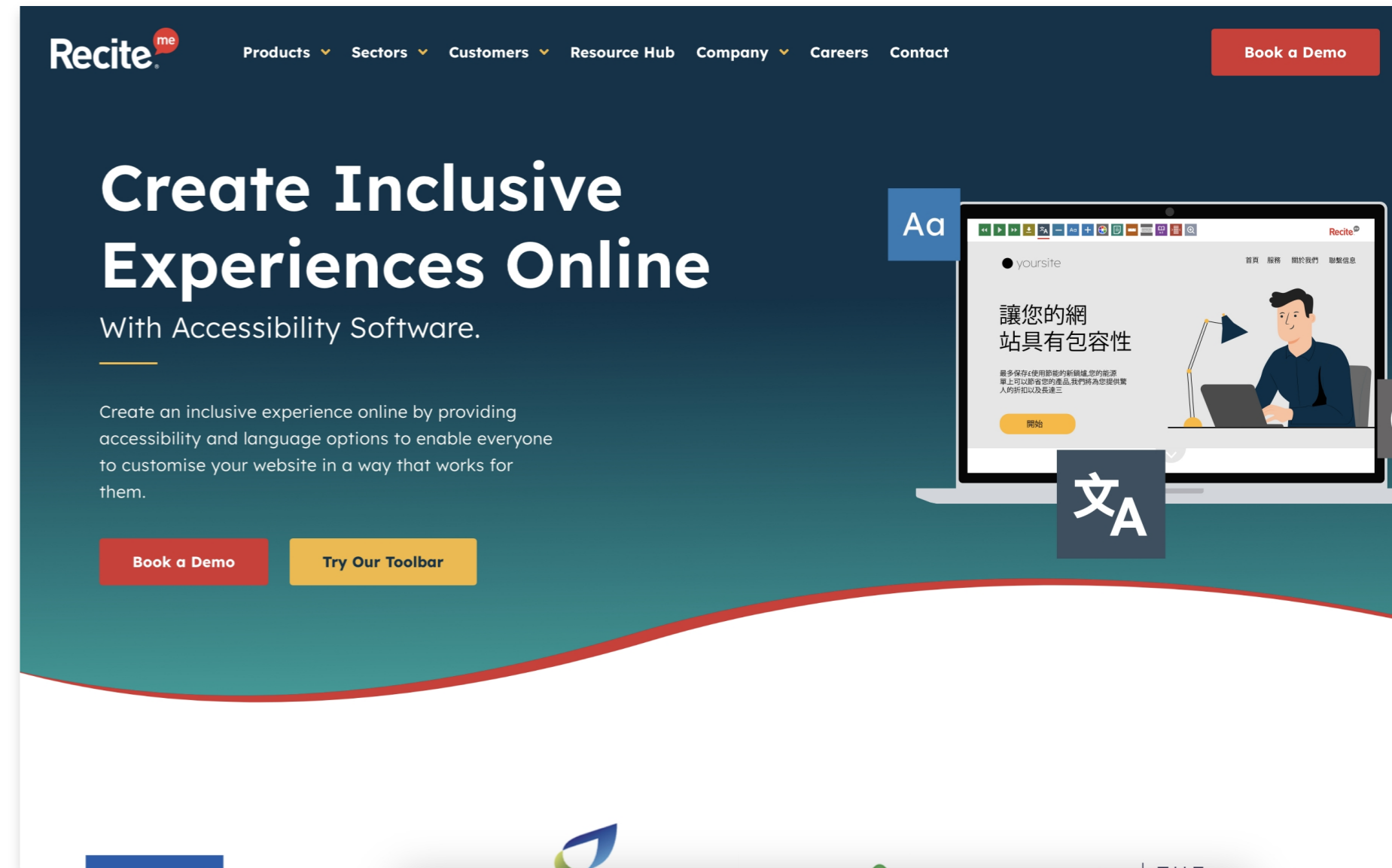


Teal
#07a09b



Gradient
#06334a - #07a09b

Example



6.0 Typography

Font Styles

Aa

Lexend Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Aa

Lexend Medium

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Aa

Lexend Light

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

7.0 Social Media

Social Media Guidelines

For our social media content, we want everything to have a coherent but interesting look and feel.

To achieve this we utilise the circle shape to either house the text or an image. We use a circle of dots to add depth.

Our logo is always placed top right (guides are placed on the PSD doc to ensure it is in the same place) the logo can either be in our Recite Me Red or White depending on what it is overlaid on.

The background colour can also change, we use colours depending on the post:

- Generic Recite Me - Red or Navy
- Sector Based - Sector colour
- Event - Varied, but should match internal or external content
- Client Shout Out - Client colour scheme
- Quote - Navy



Why is **Web Accessibility Important to Your Business?**

7.1 Social Media Examples



Generic



Sector



Quote



Event



Client

8.0 Recite Me Language & Tone of Voice

Overview

When working in the world of accessibility it's important to respect and understand different perspectives when creating content for our audience. Below are some key phrases/words to avoid when making content.

Examples

- ✓ Always write out the brand name as 'Recite Me'.
- ✓ Use the term 'inclusive' rather than 'accessible' where you can.
- ✓ Avoid labelling, don't mention a person's disability if it isn't relevant.
- ✓ People with disabilities should not be referred to as 'inspirational' or 'brave'. These words are patronising and insinuate that an individual with a disability is different' in a negative way.
- ✓ People first language - People-first language is the most widely accepted language for referring to persons with disabilities. This language type emphasises the person, not the disability, by placing a reference to the person before the reference to the disability, for example, 'persons with disabilities.'
- ✓ Individuals are often mistakenly described as 'Neurodiverse'. However, this is not the correct term. The correct descriptor for an individual is 'Neurodivergent'. The term simply describes a person whose neurology (mind) differs from someone who is neurotypical. It is, however, valid to use the term neurodiversity when referring to a group of people.

9.0 Client Graphic Breakdown

Overview

Client graphics are made to help showcase/highlight the launch of the Recite Me product on a clients website. This is a graphic that the client and And Recite Me both share on their social media channels.

General Guidelines

- ✓ Background is to be a gradient that matches the colour pallet of the client that is being promoted.
- ✓ Client logo to sit above the title text. (appropriately sized in comparison to text)
- ✓ Laptop mock up of the clients home page using the Recite Me Toolbar to be place on the right hand side within circle.
- ✓ Four Recite Me Toolbar icons to surround the laptop.

Examples



[\(Link to PSD File\)](#)

10.0 Accessibility in Our Graphics

Overview

With our graphics we want to practise what we preach at Recite Me, with this comes guidelines we must adhere to so that our graphics is as accessible as possible.

General Guidelines

- ✓ We must always use our **Lexend** fonts (Bold, Medium and Light)
- ✓ When creating background colours to use, we must consider colour contrast and if it passes the contrast checker. (<https://webaim.org/resources/contrastchecker/>)
- ✓ Consider spacing of all elements within the graphic as to not overwhelm the viewer.

Example of Failing to Adhere to Colour Contrast

SURGE

Surge Staffing Levels
the Digital Playing Field
for Recruitment
Candidates and Clients

me

TOP LOCAL J

THE NATIONAL LEADER IN STAFFING & WORKFORCE

Apply Now

Click Here for employment verification

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Fail**

Text Input ✓

11.0 Accessibility in Our Videos

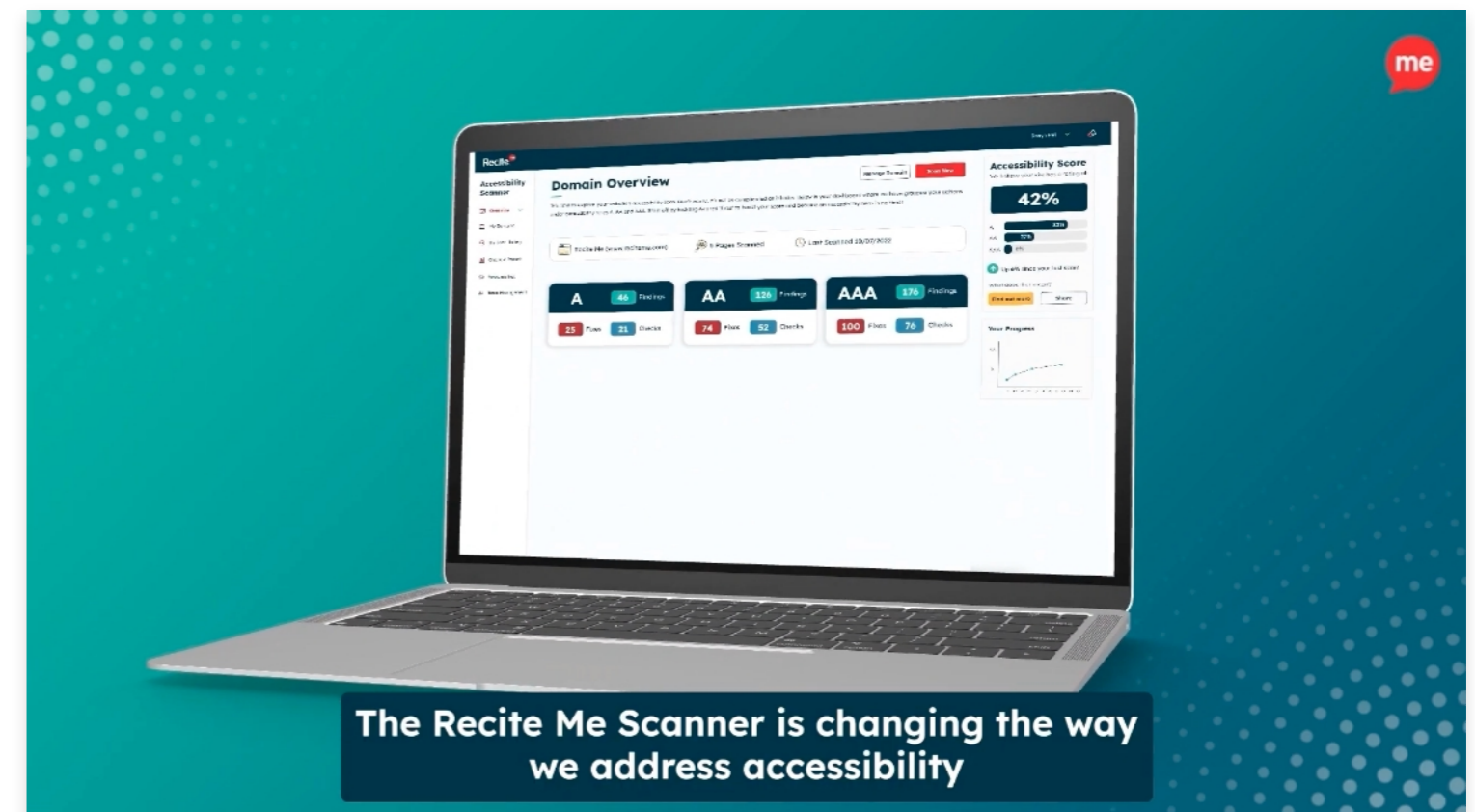
Overview

Inclusion is most important thing to Recite Me and we want to make our video content as accessible as possible. For this, we have included manual subtitles to be placed in every video we do ensuring we help all viewers enjoy our video content.

General Guidelines

- ✓ Use our Recite Me navy colour for the background that the subtitles will be placed on
- ✓ Contrast navy background with Lexend bold font and white text colour, these two colour combinations help create a clear and accessible visual for the reader.
- ✓ Subtitles to be placed on the centre bottom of the video at all times, unless the video has information there, in that case move them to centre top of the screen.

Examples



The Recite Me Scanner is changing the way we address accessibility