

What's the big idea?

To change the way people work, and provide the tools to support people in becoming the best version of themselves.

What do we do differently?

We empower businesses to create workplaces where people thrive and do their best work everyday.

Our experience and expertise empowers our customers through their change journey. We partner with each business to support their success, helping them implement recognition and reward as a strategic tool to connect people to purpose, empower individuals, reinforce and support business values and objectives, and provide leaders with actionable insight.

HOW WE WORK

Our principles (brand values) determine our approach to our work. Everything we do, we do with these in mind:



INTEGRITY

WHAT WE MEAN

Doing what you'll say you'll do, meaning what you say and saying what you mean, alignment, authenticity, accountability, taking ownership, standing on our own two feet, speaking up when something is not right.

WHAT WE DON'T MEAN

Arrogance, name-dropping, attacking people, over-selling, over-promising.

WHAT INTEGRITY LOOKS LIKE AT REDII

We are personally accountable for the things we say and do. We are results driven and walk our talk. We don't wait for change to happen - we do everything in our power to move the game forward. We call things as they are. We are prepared to ask the hard questions and we commit to listening to the answers. We don't over-promise or over-sell; our clients trust and respect us because we are authentic and accurate. We are unafraid to discuss, share views and develop an idea so we can deliver the best for people and our customers. We may not always agree, but we respect difference and decisions that follows respectful debate.



CARE

WHAT WE MEAN

Putting people first, listening to the customer, noticing what they need, providing relevant, useful and actionable advice or information.

WHAT WE DON'T MEAN

Content/communication that lacks substance, cookie-cutter responses, impersonal messaging

WHAT CARE LOOKS LIKE AT REDII

We are aware of and are intentional about the personal impact our actions have on the people we work with. We are generous with our time, our skills, knowledge and funds, and acknowledge everything we do has a ripple effect to individuals, communities, and the world. We recognise others and their contribution and celebrate the milestones that make the journey, not just the destination. We demonstrate self-awareness, humility and treat others with respect. We act and communicate with empathy. We believe that 'if we are not touching a life, we are not touching life'. We provide the type of service and support that ensure our customers recommend us without hesitation.



BE THE BENCHMARK

WHAT WE MEAN

Passion, pushing for greatness, bravery, exceeding expectations, courage, stepping forward, taking responsibility, doing what we can to make positive change happen.

WHAT WE DON'T MEAN

Progress for progress' sake, over-promising when we can't deliver, being misdirected by passion (instead of purpose), waiting for someone else to initiate change.

WHAT BEING THE BENCHMARK LOOKS LIKE

Passion and purpose work together to drive the quality of our work. We love and enjoy about what we do and are hungry for success for our customers and ourselves. We aspire to lead the way, bravely, even if that means trying something new and outrageous. We have the courage to speak out and call things out as they are, even when it's tough. We aren't afraid to push boundaries and make a decision, and use our principles and our vision to guide us.

OUR VISUAL IDENTITY

Logo colours

The master logo colour palette is made up of two colours - cobalt blue and watermelon.

Use the monochrome/white logo if the logo is to be placed on top of a colour or image.



Base colour

Use this colour for digital application only.



Light Grey

RGB 242 242 242
HEX #F2F2F2

Primary palette

Always begin with our primary colours. They are the core of our brand's look and feel.



Cobalt Blue

PMS 662 U
CMYK 86 77 17 4
RGB 63 83 141
HEX #3F538D



Watermelon

PMS 7416 U
CMYK 3 67 59 0
RGB 236 117 99
HEX #EC7563

Secondary palette

Colours that are specially selected to complement our primary colours. Use these colours to add depth and visual interest to documents or any creative artworks.



Electrical Blue

PMS 7688 U
CMYK 62 28 0 0
RGB 95 157 212
HEX #5F9DD4



Yellow

PMS 134 C
CMYK 6 17 69 0
RGB 241 206 108
HEX #FICE6C

Minimum sizing and clear-space

The Redii logo must be used at a size that is legible at all times. The minimum space between the logo and the edge of an image is the width of the 'r'.



Font

Gotham medium or bold (headings) and Gotham light or book (body copy) is the primary typeface suitable for generic branded collateral.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans or Arial can be used as a secondary fonts when 1) the primary font is unavailable or 2) to distinguish a piece of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Images

Select images that have a natural, candid, photo-journalistic style (avoid staged photos or dramatic acting in videos).



APPROACHABLE

Inclusive, empathetic, open, welcoming, responsive, supportive, warm, down-to-earth, conversational, respectful, courteous.

IT DOESN'T MEAN... Slow, difficult, formal, unapproachable, corporate, arrogant, pushover.

HOW IT SOUNDS

- Use 'we' and 'our team' rather than 'it' or 'our staff'.
- Bring warm 'we've been there' humour.
- Read what you write out loud. If you stumble over words or lose your breath, rewrite it.
- Illustrate copy with graphics.
- Open several lines of communication with customers.
- Ask for feedback.

SMART

Relevant, resourceful, sharp, useful, trusted, confident, clear, consistent, current.

IT DOESN'T MEAN... Arrogant, grandiose, boastful, superior, patronising, condescending, pretentious.

HOW IT SOUNDS

- Use industry trends and best-practice, and seek input from thought-leaders.
- Use local case studies and research.
- Seek insight and input from existing customers and users. Use this data to inform decisions and illustrate our impact and expertise.
- Use plain English and avoid technical jargon. Read things out loud.
- Double-(or triple!)-check facts and grammar.

WORDS TO USE

Support	Personal
Tailor	Affordable
Care	Real
Advocate	Supportive
People-focused	Driven
Passionate	Optimistic
Fun	Experienced
Friendly	Smart
Proactive	Advisor
Adaptive	

HUMANE

Friendly, fun, warm, candid, relatable, real, honest, considerate, vulnerable

IT DOESN'T MEAN... Fluffy, emotional, weak, rude, vulgar, unprofessional, speaking down to people

HOW IT SOUNDS

- Tell customer stories to illustrate the personal connections and impact we make
- Use photos of real customers
- Use contractions to make language more colloquial
- Be succinct, useful, and respect our readers' time and expertise.
- Write like how you'd speak in everyday conversation.

GENEROUS

Proactive, useful, helpful, supportive, humble, giving, guiding.

IT DOESN'T MEAN... Wasteful, extravagant, over-promising and under-delivering, being a know-it-all.

HOW IT SOUNDS

- Put the customer first; ask yourself what they want and need to know.
- Guide the customer with data, insight and information they can act on.
- Back up statements with statistics, links, and actionable advice.
- Share with the intention of developing and educating each other and the customer.
- Keep statements simple and useful.

WORDS TO AVOID

Corporate
 Fast (gives connotations of rushing)
 Solution (we don't fix everything)
 Easy
 Start-up (we're a small business)
 Resource (people are never "resources")
 Expert (use "trusted advisor")
 Thought-leaders (what does this even mean?)

STRATEGIC

Intentional, purposeful, judicious, planned, structured, provides context

IT DOESN'T MEAN... Slow, reluctant, overly cautious, ambiguous, scheming, flighty, impulsive.

HOW IT SOUNDS

- Check sales and marketing material against Redii's principles + voice before publishing.
- Use structure and process to increase efficiency and trust.
- Answer the "bigger problem" and connect people with the "bigger purpose".
- Balance expert insight with personal experience and tone of voice.

OUR CUSTOMERS

Common traits for **decision makers**:

- They are educated, professional, results-driven and value accuracy, experience and results.
- They are time poor, want something easy to find, use, read, digest and action.
- They are critical / cynical - they want proof what we do works for people/companies like them, expect us to gather the evidence and prove our case, and they don't like clichés, cheesiness or sweeping statements.

Common traits for **influencers**:

- They are optimistic but are responsible for doing the “hard sell” to the decision makers. They need succinct facts, statistics, case studies and proof about the ROI and benefits of recognition and reward. We need to make their job easy.
- They are time poor - this is often a passion project or something they've been entrusted above their normal duties.
- They want high-touch support, practical and succinct instructions, or (better yet) someone to do this for them.

HR PATRICIA

ABOUT PATRICIA

HR Business Partner/HR leader 41yo, ambitious, pragmatic, HBDI: Green/Blue



BELIEFS

Employee engagement and wellness is an industry trend - addressing this is important but I'm limited in my influence / power.

DESIRES

I want to deliver a tried-and-tested, reliable, heroic solution that puts me/us on the map and flips the “cost centre” mentality about HR.

FEARS

Resistance, and putting myself on a limb for something that might not work. Losing support, credibility, budget and time.

CEO TONY

ABOUT TONY

CEO, GM, Owner, 52yo (40-75), High achiever, results driven HBDI: Yellow/Blue



BELIEFS

If a project isn't going to drive business growth, it's not as important to me as the things that do.

DESIRES

I want a quantifiable return on my investment and an impact on my bottom line.

FEARS

Wasting time and money on a “solution” that is either too slow or doesn't work at all, and losing trust/credibility/money/time because of it.

SUPPORTIVE JODIE

ABOUT JODIE

Executive Assistant / Office Administrator, 27yo (25-35), helpful, problem-solver, committed, efficient. HBDI: Green/Red



BELIEFS

Happy people are easier to work with - this is straight forward, so surely this should be easy?

DESIRES

I want to make life easier for me and the people I work for. An expert who'll show me to solve this problem, and results I can easily track and report on.

FEARS

This is either a waste of my time or way out of my league. Peers will be cynical, and this will be hard and too time consuming.

SNR LEADER MICHELLE

ABOUT MICHELLE

GM, Operational/Department Mgr, 41yo (35-45), empowered, people-first, financially and process-driven HBDI: Green/Yellow/Red



BELIEFS

There's financial benefit to having employees who are engaged and aligned to the strategy

DESIRES

Consistent, autonomous mgrs who take responsibility for the engagement, culture and “flow” in our business.

FEARS

People will be left jaded and the initiative will fail to make tangible changes in culture.

EMPLOYEE STEVE

ABOUT STEVE

Warehouse / Production Operator 27yo (18+), wants to get the job done, leaves work at work. HBDI: Blue/Green or Blue/Yellow



BELIEFS

Work is work, and I don't have to give more than I get. Things should be easy and good. Rewards are cool, but don't know why this “recognition” thing is important.

DESIRES

Rewards! Immediate gratification. Something easy, that isn't going to take up time I don't have.

FEARS

Losing my job/relevance in my company, losing face/respect from workmates or boss, being stuck in the same job for too long.