



Partner Brand Guidelines.

Time to go beyond.

Over the last five years Reaction Engines has transformed. We've secured new partnerships and built up the credibility and funding to continue developing our SABRE programme. The recent heat exchanger tests at TF2 in Colorado reached a simulated flying speed of Mach 5, a significant milestone on the roadmap to enabling aerospace propulsion systems for hypersonic and responsive space access applications.

As part of SABRE development, we identified that our unique heat exchanger technology has the potential to solve many thermal management challenges across a variety of industries. This led us to create a new division known as Applied Technologies.

We're now at a turning point. We have to interact with our stakeholders using a more commercial mindset. We need to adapt to carry on building awareness and reputation.

In support of this we have evolved our brand with a sharper, outcome-oriented purpose. With a new up-to-date identity, we can go beyond what we thought possible for our business.

This guide will introduce you to our new proposition as well as basic aspects of our new visual identity.

If you have any questions or need more information, please contact the marketing team on: marketing@reactionengines.co.uk

What we do.

Reaction Engines develops groundbreaking and versatile technologies to unlock the future of space access and hypersonic flight.

Applied Technologies applies our capabilities to a variety of commercial sectors.

How we do it.

We combine the most creative, curious and intelligent minds with leading edge technology and a relentless passion to go beyond what has been done before.

Why we do it.

To make greater space exploration and technological advances on earth possible by delivering transformative technology solutions.

Our promise to the world.

Our brand promise tells the world that we are innovating beyond today's limits. We are the ones who will make things that are impossible today, possible tomorrow.

Flying faster. Going further. Making giant leaps in understanding. Changing the face of aerospace, automotive, energy and more.

**Making
beyond
possible.**

Our logo

Don't distort it, alter it or twist it and give it some space to breathe.



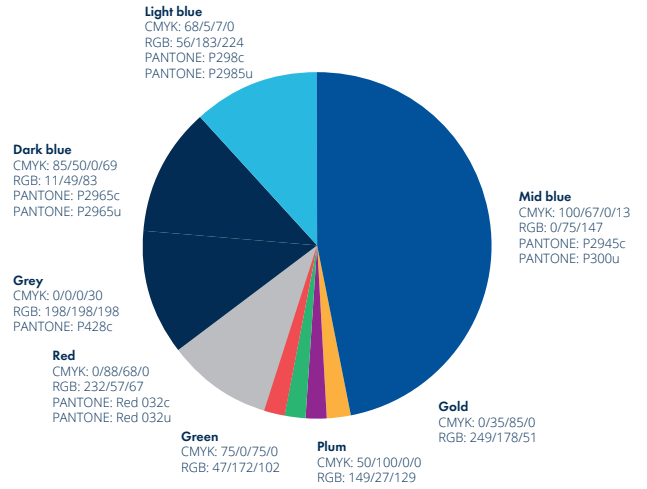
Dark background

Our name

We have stopped using the acronym REL and we prefer to be called **Reaction Engines**, or even **Reaction** if a shorter version is needed.

Colours

A new more vibrant colour palette that reflects our new confidence.



Typography

Display type with boldness and clarity. The same fonts are used across the whole brand for consistency.

Headline font

Futura PT

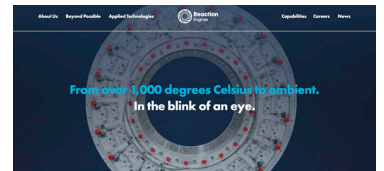
Body font

Open Sans

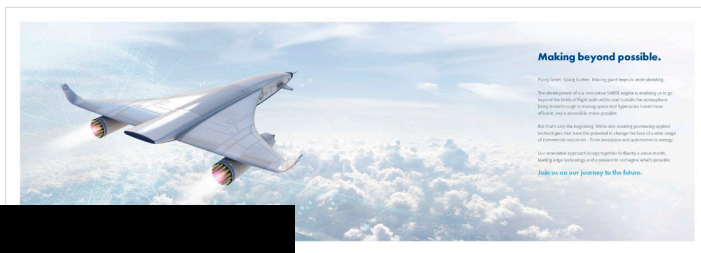
Examples

Here are a few examples of key brand deliverables

Website



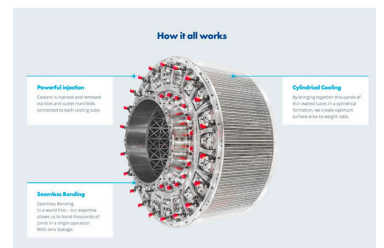
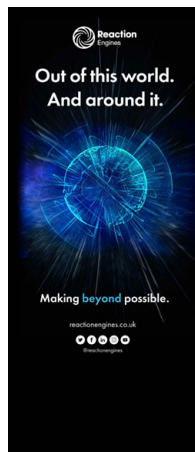
A key component in the development of our ground-breaking SABRE engine - our premier technology is already transforming what's possible in the world of heat management. Combining thousands of thin-walled tubes to provide an optimum surface-area-to-weight ratio, each tube is joined to an inlet and outlet manifold to allow coolant to be injected and removed for an extremely efficient and effective cooling system. We're world-leading experts in the development of heat exchanger manufacturing, joining thousands of joints in a single operation, with zero leakage.



Brochure



Exhibition banners



Now proven at Mach 5 speeds.

In October 2015, our HTV test programme culminated in a ground-breaking demonstration of the hypersonic technology at Mach 5. The test was a success, demonstrating the ability to sustain hypersonic flight for a significant duration in the development of a vehicle.

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