IWG

International Workplace Group

Regus SPACES. HQ Signature by Regus No 18

BRAND IDENTITY AND STYLE GUIDE

VERSION 1.2 – FEBRUARY 2019

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BRAND CONSISTENCY

"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another." – *Seth Godin*

Great brands are built through the consistent delivery of the brand messages through all touchpoints – a strong, unified message reinforces not only who we are and why we exist, it also drives recognition, trust, success, and of course, ultimately, business growth.

This document is a guide to how we write about IWG. It covers all our key brand messages, and should be used as a rulebook and a compass to navigate us through all the touchpoints of the brand.

WHO WE ARE AND WHAT WE STAND FOR

A GREAT DAY AT WORK

We believe that business success is underpinned by the effectiveness of its people.
So we made it our mission to help millions of people have a great day at work – every day.

We do this by creating a fantastic working environment, providing a platform that unlocks
productivity, and enabling connection to a valuable business community.

Our customers are large multinationals, small and medium-sized enterprises, and start-ups.
With unique business goals, people and aspirations, they want the freedom to choose a way
of working that works for their business.

We provide that choice through our brands – each designed to serve the unique needs of
businesses of every size. From some of the most exciting companies and well-known organisations
on the planet, to individuals and the next generation of industry leaders.

THE BRAND IDENTITY

THERE ARE TWO VERSIONS OF OUR LOGO

FIGURE 1
Horizontal logo

FIGURE 2
Stacked logo

MONO FORMATS

FIGURE 3
Horizontal mono format

FIGURE 4
Stacked mono format

Horizontal logo (FIGURE 1)

This logo is to be used when vertical space is limited i.e. websites, emails and presentations. This version of the logo is the most often used and is considered the primary logo.

Stacked logo (FIGURE 2)

The stacked version is to be used when vertical space is available i.e. brochure covers

1 Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.

2 The master artwork files are available in various electronic formats, for both Mac and PC.

3 To obtain files, or for further guidance and queries, contact the Marketing Team on: vanessa.schotes@regus.com

CLEAR SPACE

FIGURE 5
Horizontal logo clear space

FIGURE 6
Stacked logo clear space

FIGURE 7
Print: Minimum size 20mm
Digital: Minimum size 110 px

FIGURE 8
Print: Minimum size 20mm
Digital: Minimum size 110 px

Horizontal logo (FIGURE 5 AND 6)

To ensure prominence and legibility, the logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logos. This is also the minimum distance the logo type can be placed from the edges of the page.

The construction of the exclusion zone is based on the height of the 'pin' from the IWG logo. The clear space is implemented from the left and right edges of the logo and from top and bottom of the logo.

Minimum size (FIGURE 7 AND 8)

The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 20mm when used for print and 110 pixels when used for digital.

THE BRAND IDENTITY LOCK-UPS

THE IWG LOGO IS ALWAYS DISPLAYED WITH OUR BRAND IDENTITIES IN THE FOLLOWING ORDER

FIGURE 9

Lock-up 1: Preferred brand identities lock-up with all logos given equal weighting

FIGURE 10

Lock-up 2: Brand identities lock-up with IWG logo given priority weighting

Lock-ups and weighting

Giving all brands equal weighting is our preferred lock-up (figure 9). Use this lock-up in IWG collateral when presenting IWG as a multi-brand solution, such as in a broker email.

If you are referring to IWG as its own entity, for example in these brand guidelines, then you will want the primary logo to be given priority, see figure 10. Also use this lock-up when a design needs to work at a distance, for example on an exhibition stand or a pull up banner where the IWG logo needs to be clearly visible by passing foot traffic.

THE BRAND IDENTITY LOCK-UPS

ADDITIONAL BRANDS USED BY BROKER COLLATERAL

FIGURE 11
Lock-up 3: Including the Basepoint brand

FIGURE 12
Lock-up 3: Including the Open Office brand

Additional brands used in broker collateral

In certain countries, when communicating with brokers we can use additional brands in our lock-ups. Examples are Basepoint in the UK and Open Office in Japan.
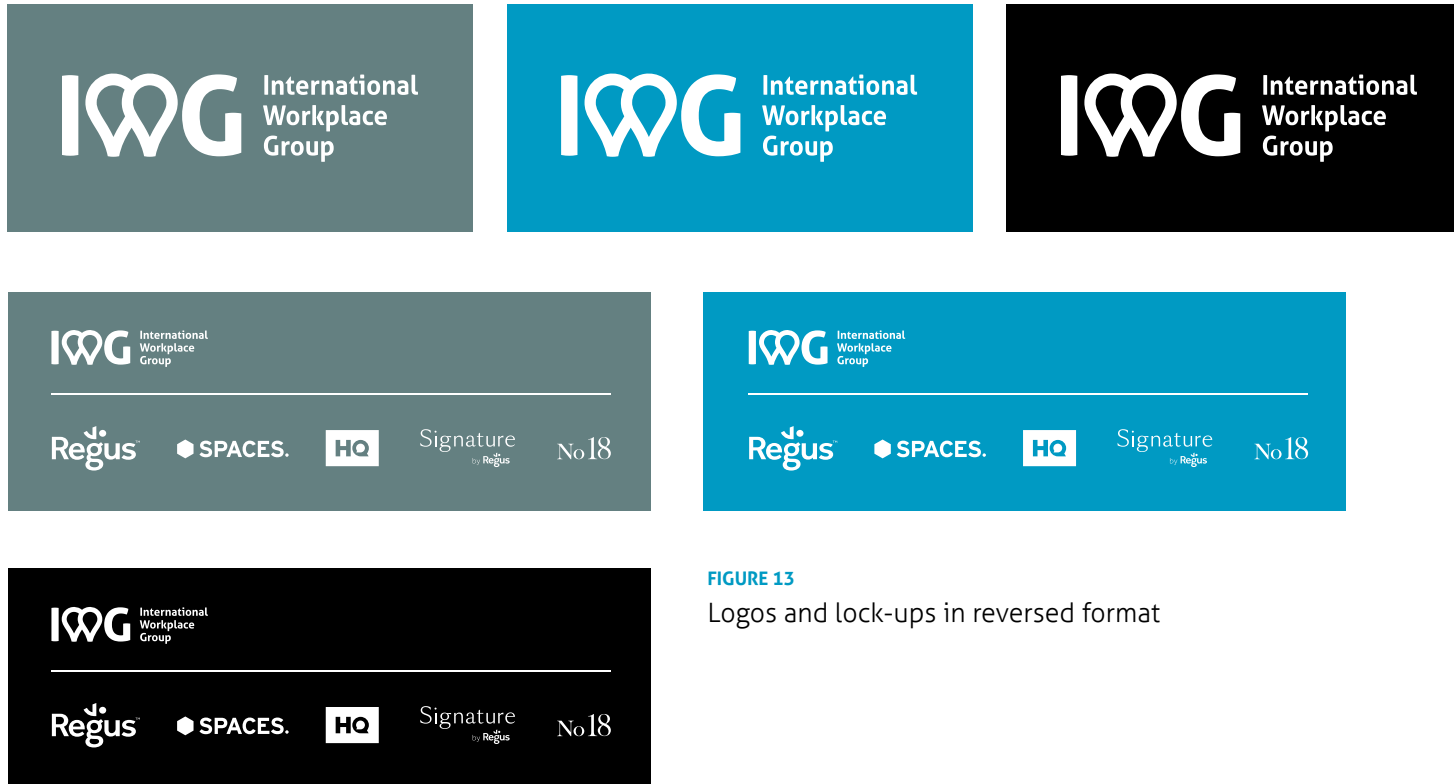
NEGATIVE VERSIONS OF LOGO AND LOCK-UP

REVERSED OPTIONS

FIGURE 13

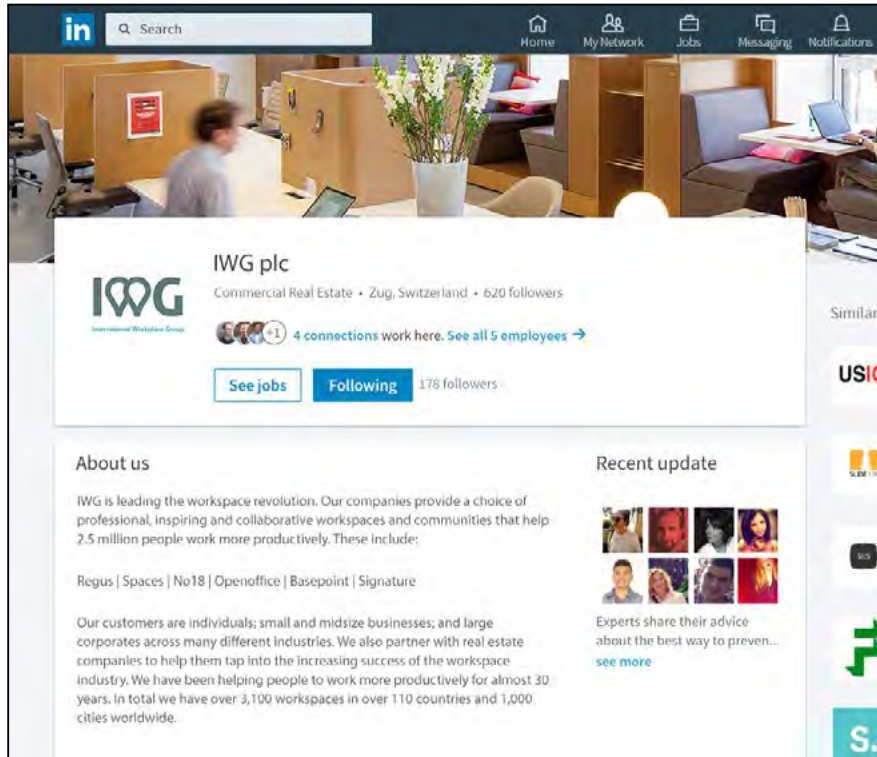Logos and lock-ups in reversed format

LOCK-UP EXCEPTIONS

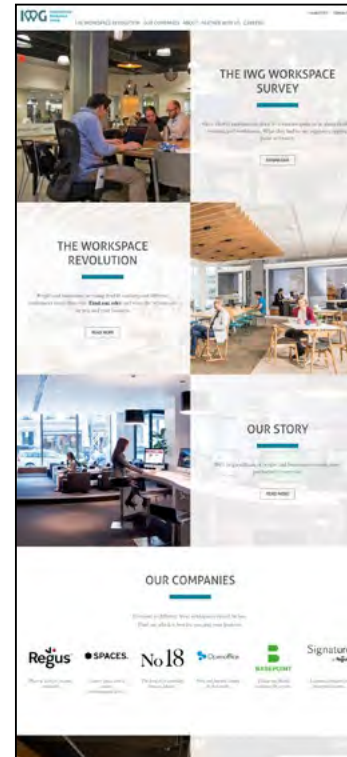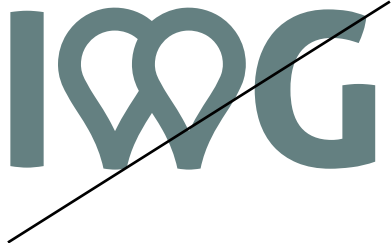**FIGURE 14**
Example lock-up exception

FIGURE 15
Lock-up exception where additional brands are also represented

Exceptions on brand lock-ups

The brand lock-ups should always be used whenever possible. In the rare occasions where space is at a minimum, and the use of the lock-up would result in the brand logos no longer be recognisable, the IWG logo can be displayed on its own.

If achievable the additional brand identities should also appear within the collateral.

LOGO MISUSE

Misuse of the IWG logo (FIGURE 16)

Our logo should not be altered or redrawn, and should only be reproduced from our master artwork files which are available from our marketing department - contact vanessa.schotes@regus.com
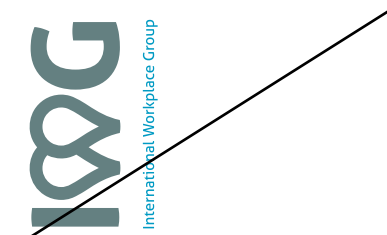
Do not remove the name from the logo

Do not swap the colours

Do not recolour in anyway

Do not use the logo on a dark background

Do not use the logo on a busy background

Do not rotate the background

FIGURE 16

Incorrect application of our logo

PRIMARY COLOUR PALETTE

C93 M2 Y15 K7
R0 G147 B178
#0093b2
Pantone 632 C

C37 M0 Y16 K54
R85 G122 B123
#557a7b
Pantone 5487 C

C0 M0 Y0 K0
#ffffff
White

C0 M0 Y0 K100
C50 M50 Y50 K100 (Rich black)
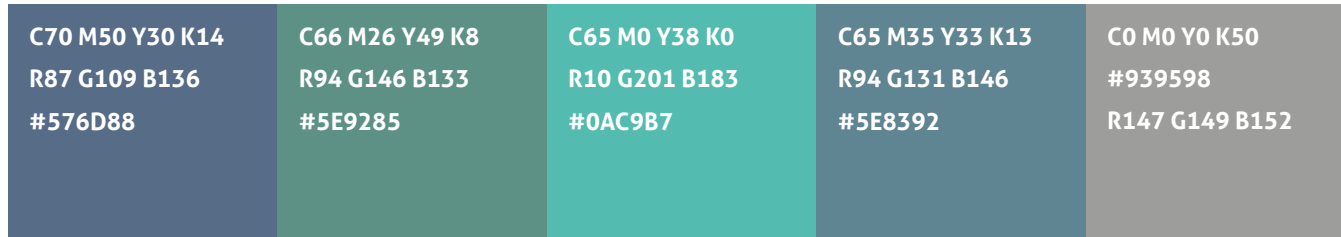R0 G0 B0
#000000
Pantone Black C

Primary colours (FIGURE 17)

The IWG primary palette uses two main colours plus black and white. These primary colours should be used at 100% of their tint value.

FIGURE 17
Primary colour palette

SECONDARY / ACCENT COLOUR PALETTE

C70 M50 Y30 K14 R87 G109 B136 #576D88	C66 M26 Y49 K8 R94 G146 B133 #5E9285	C65 M0 Y38 K0 R10 G201 B183 #0AC9B7	C65 M35 Y33 K13 R94 G131 B146 #5E8392	C0 M0 Y0 K50 #939598 R147 G149 B152

Secondary colours (FIGURE 18)

Our secondary colour palette is primarily used when additional colours are required for graphs and charts. Secondary colours can be used as tints.
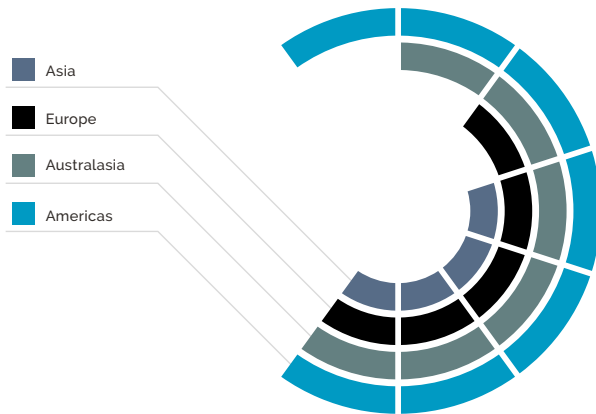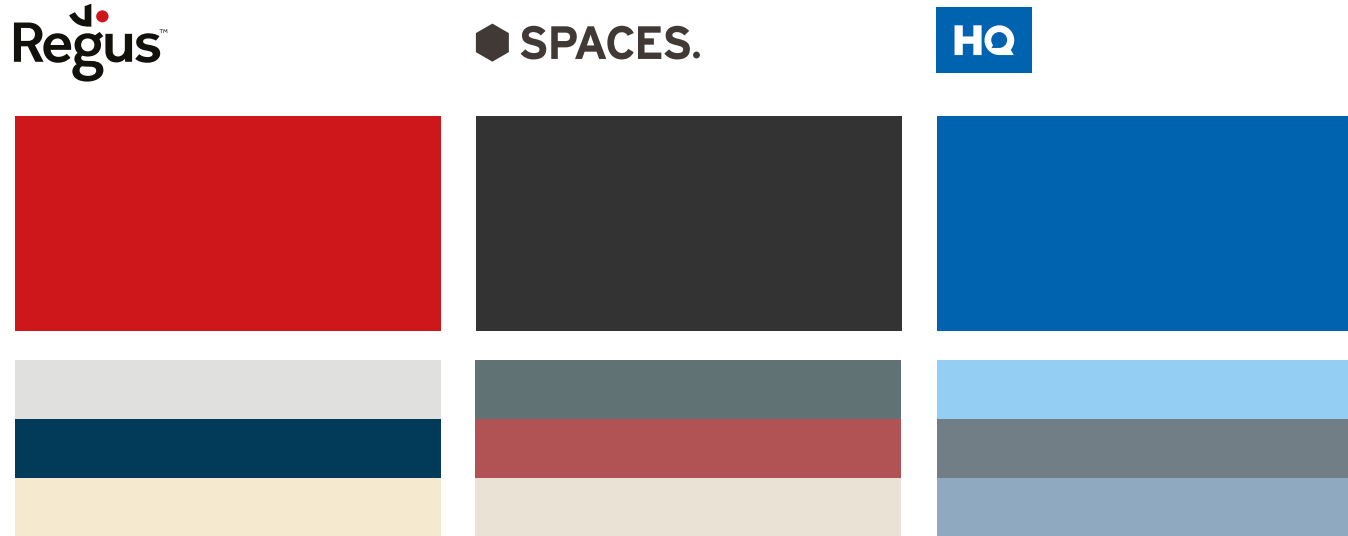

- Asia
- Europe
- Australasia
- Americas

FIGURE 18
Secondary colour palette and usage

THIRD / BRAND ACCENT COLOUR PALETTE

Brand accent colours (FIGURE 19)

Our third colour palette is an essential tool when talking about our operating brands.

Each of our operating brands has its own unique colour palette that can be used in combination with the IWG colour palette but only where it relates to the individual operating brand i.e. when featuring the Regus brand, the Regus colour palette can be used alongside the IWG primary colour palette.

FIGURE 19
Brand accent colour palette comprised of IWG brands

APPLICATION

Usage

Designs should be primarily white and black and the two primary IWG colours. Secondary colours and operating brand colours should only be used as accents, and not be used as a main featured colour.
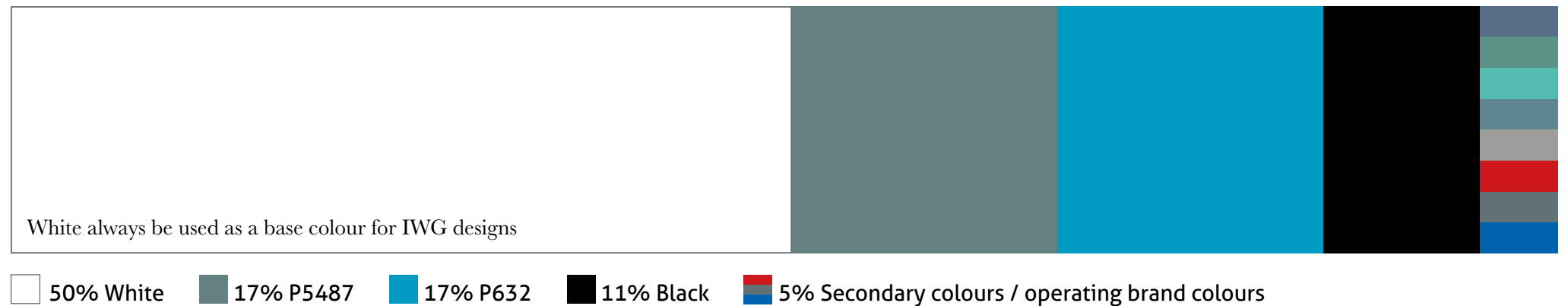
Usage in percentages

White always be used as a base colour for IWG designs

☐ 50% White ▇ 17% P5487 ▇ 17% P632 ▇ 11% Black ▇ 5% Secondary colours / operating brand colours

FIGURE 20
Colour percentages for primary and secondary colours

BRAND TYPEFACES

Aller

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Light italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Bold italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Baskerville

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Semi bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Semi bold italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Bold italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Aller and Baskerville

Our brand typefaces are the Sans Serif font Aller and the Serif font Baskerville. They are to be used for all our printed and digital communications whenever possible.

We use three weights for Aller, Light, Regular, and Bold, plus their italic counterparts.

We use three weights for Baskerville, Regular, Semi bold and Bold, plus their italic versions.

SUPPORTING TYPEFACES

When possible we use Aller and Baskerville in our online and digital applications. When unable to use Aller and Baskerville, we use the below supporting typefaces instead.

Language scripts

Noto Sans / Noto Serif

做你一生中最好的工作

Noto traditional Chinese script

당신의 인생 의 최고의 작품 작업을 수행합니다

Noto Korean script

あなたの人生の最高の仕事をする

Noto Japanese script

ทำผลงาน ที่ดีที่สุด ใน ชีวิตของคุณ

Noto Thai script

Device reliant fonts

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Language scripts

When Aller or Baskerville cannot support a language script, we use the typeface Noto – a free font developed by Google. The link below will take you to the Noto website, which allows you to select a country and download the relevant language script.

www.google.com/get/noto/#/

Device reliant fonts

For applications where we have to rely on a devices font set such as email campaigns we use Helvetica as an alternative for Aller and Georgia as an alternative to Baskerville. Both Helvetica and Georgia are common to PC and Mac.

SUPPORTING TYPEFACES - POWERPOINT

Calibri

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

Powerpoint and Calibri
Microsoft PowerPoint installs a font called Calibri which is a closer match for Aller than Helvetica, so when creating PowerPoint slides and the font Aller is not available on your PC use Calibri.

HEADLINE LOCK-UP

A GREAT DAY AT WORK

A distinctive design
We use a IWG headline lock-up to give our collateral a distinctive design element.

WORKSPACES

THE WORKSPACE REVOLUTION

FIGURE 22
When using multiple headlines on the same page keep the widths the same for a consistent appearance

FIGURE 23
Reversed version of headline lock-up

ICONS

Brand icons

The IWG icons have been created in a 'line icon' style. They are clean, informative and functional, and reflect our direct, plain speaking brand personality.

They should always be used in a single colour, share the same line width and to ensure consistency, all icons must be approved by the marketing team before use.

Negative versions of icons

Icons may be used reversed into white if applied over the top of a solid colour or clear space of an image.

FIGURE 24
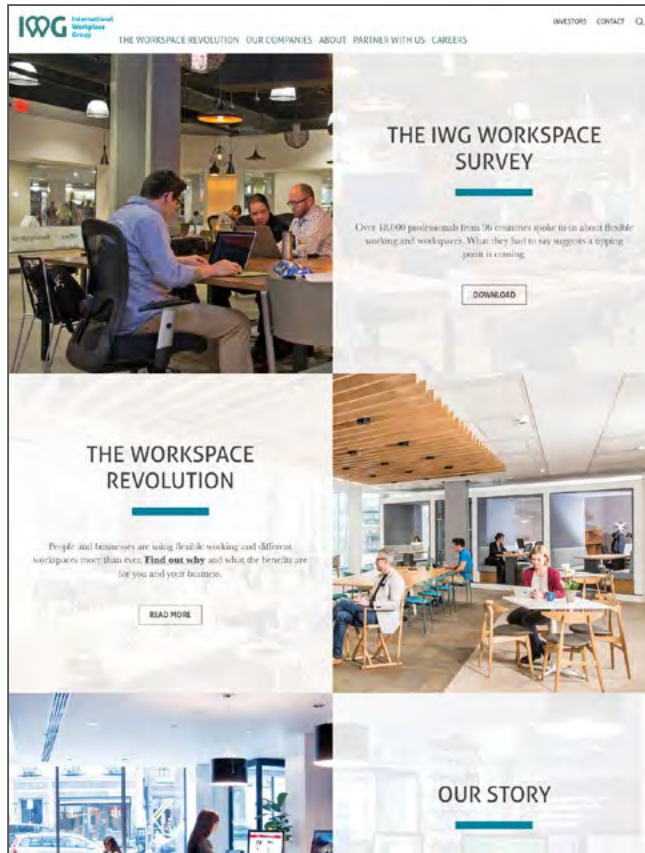
Line style icons in positive and negative versions

FIGURE 25

Home page

FIGURE 26

Brand page - Regus
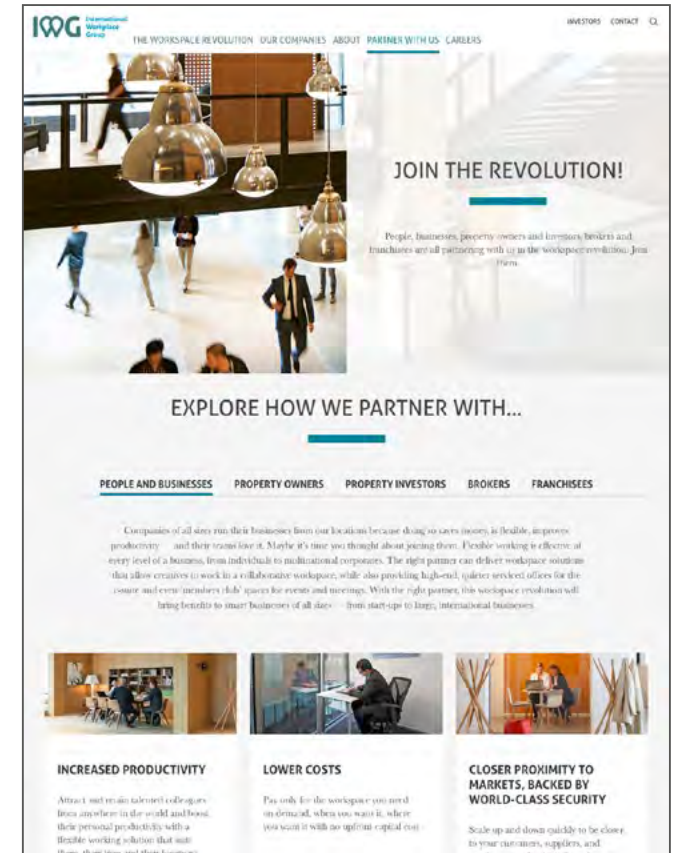
FIGURE 27

Partner with us page

FIGURE 29
Compliment slip

FIGURE 28
Letter head

FIGURE 30
Business card

FIGURE 31
Email signature

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