

# Brand Guidelines.

V1.0 | July 2019

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# 1.1 Introduction

At Regus our goal is to build a successful global brand across all our regions maintaining a unified message across the many different cultures. A strong, consistent message reinforces not only who we are and why we exist, but also drives recognition, trust, success, and of course, ultimately, business growth.

The following pages in this guide illustrate how we visually represent Regus to our customers. It covers all our key brand elements, and plays an important role in building our brand identity. Please take the time to read and understand these messages so our brand is consistent all around the world.

## 1.2 Our proposition

# Work your way.

We've made it our mission to help businesses choose a way of working that's best for their people.

### **Global network**

So we created a global network of workspaces that enable people to work closer, better, faster, happier, together, and in a more agile way.

Our visual  
identity.

# 2.1 Visual elements overview

Logo



Logo without strapline



Typeface

Effra

Colour palette

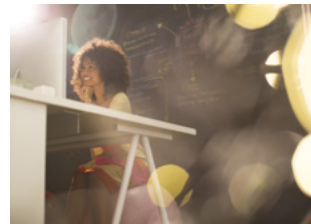


Primary



Secondary

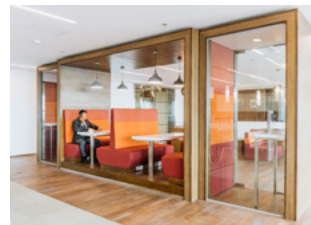
Imagery



Campaign imagery

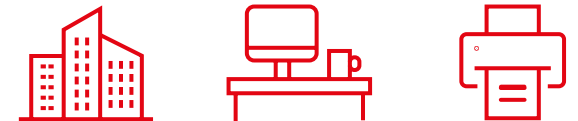


Business lifestyle imagery



Centre imagery

Iconography



## 2.2 Our logo: Main logo

Our main preferred logo



**Figure 1**  
Primary logo with strapline

Horizontal version



**Figure 2**  
Horizontal version of our logo with the strapline

### Primary logo full colour with strapline (Figure 1 and figure 2)

This logo is the preferred which includes the strapline and the option to be used whenever possible

The horizontal version is to be used when vertical space is at a minimum or the left aligned strapline is more suited to the layout.

## 2.2 Our logo: Supporting formats

### Supporting formats



**Figure 3**  
Regus logo without strapline



**Figure 4**  
Primary reversed version of the logo with the dot still in red.



**Figure 5**  
Reversed version to be used when the red dot would not reproduce, for example greyscale printing.



**Figure 6**  
Mono

### Secondary logo with no strapline (Figure 3)

Occasionally the Regus logo will need to be reproduced without a strapline such as when the strapline will be too small to be legible, or on certain building signage or frosting.

### Reversed (Figure 4)

The reversed version is only to be used on a black or very dark backgrounds.

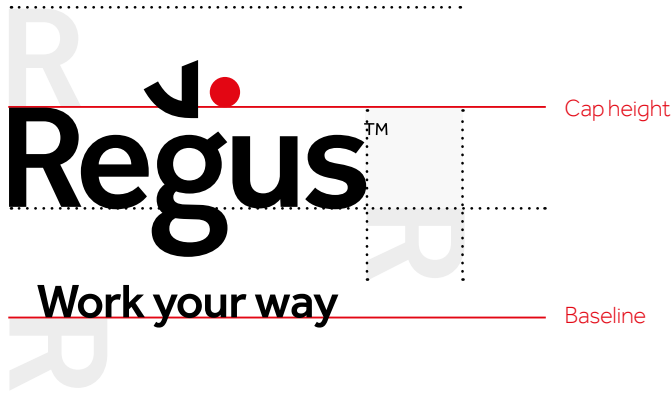
### Mono (Figure 6)

The mono version of the logo is always used in 100% black.

- 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.



## 2.2 Our logo: Clear space with strapline



**Figure 7**  
Application of clear space



**Figure 8**  
Print  
Minimum size 18mm



**Figure 9**  
Digital  
Minimum size 100px

### Primary full colour (Figure 7)

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 logotype can be placed from the edges of the page. The construction of the exclusion zone is based on the height of the 'R' from the Regus logo. The clear space is implemented from the left and right edges of the logo and from the cap height and baseline of the logo top and bottom.

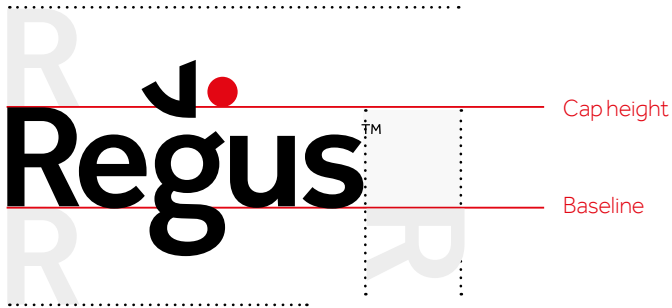
### Minimum size - print (Figure 8)

The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 12mm when used for print. The trademark symbol should not appear when the logo is used at sizes below 20mm in width.

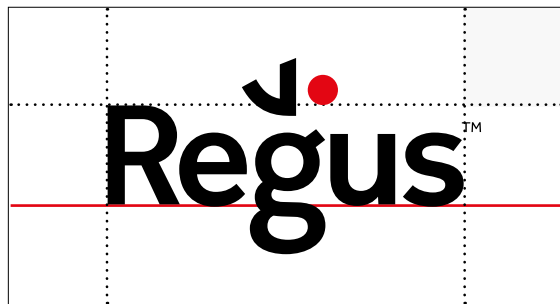
### Minimum size - digital (Figure 9)

When used in digital formats, the logo has a minimum size of 100px. The trademark symbol should not appear when the logo is used at sizes below 120px in width.

## 2.2 Our logo: Clear space without strapline



**Figure 10**  
Application of clear space



Regus

**Figure 11**  
Print  
Minimum size 12mm

Regus

**Figure 12**  
Digital  
Minimum size 50px

### Primary full colour (Figure 10)

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 logotype can be placed from the edges of the page. The construction of the exclusion zone is based on the height of the 'R' from the Regus logo. The clear space is implemented from the left and right edges of the logo and from the cap height and baseline of the logo top and bottom.

### Minimum size - print (Figure 11)

The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 12mm when used for print. The trademark symbol should not appear when the logo is used at sizes below 20mm in width.

### Minimum size - digital (Figure 12)

When used in digital formats, the logo has a minimum size of 50px. The trademark symbol should not appear when the logo is used at sizes below 120px in width.

## 2.2 Our logo: Strapline & language versions



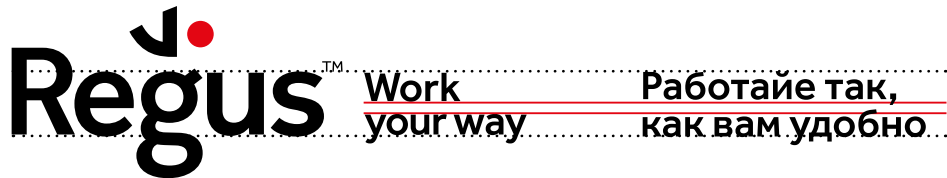
**Figure 13**  
The font size of the language version should remain the same as the original logo.



**Figure 14**  
The text should be centred excluding the <sup>TM</sup>



**Figure 15**  
Use two lines if necessary for longer translations



**Figure 16**  
The leading may need adjusting slightly to allow for the change in characters including ascenders and descenders.

### Strapline

The strapline must remain in English whenever possible. For legal reasons some countries will require a translated version.

Translations should be made using a professional translation service and brand fonts specified in this guide should be adhered to.

## 2.2 Logo misuse



Work your way

Don't alter the text size of the strapline



Work your way

Don't change the font or font weight of the strapline



Work your way

Don't change the text colour of the strapline



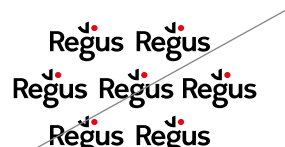
Don't use any other colours.



Don't use any effects such as a drop shadow, glow or blur.



Don't change the colour of the red dot.



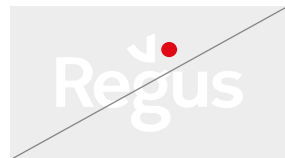
Don't create wallpaper patterns or repeat patterns.



Don't alter the logo in any way. The crown must always be included.



Don't use the logo on dark backgrounds



Don't use the reverse logo on light backgrounds



Don't use the logo over busy areas of imagery (see page xx).

### Logo misuse (Figure 17)

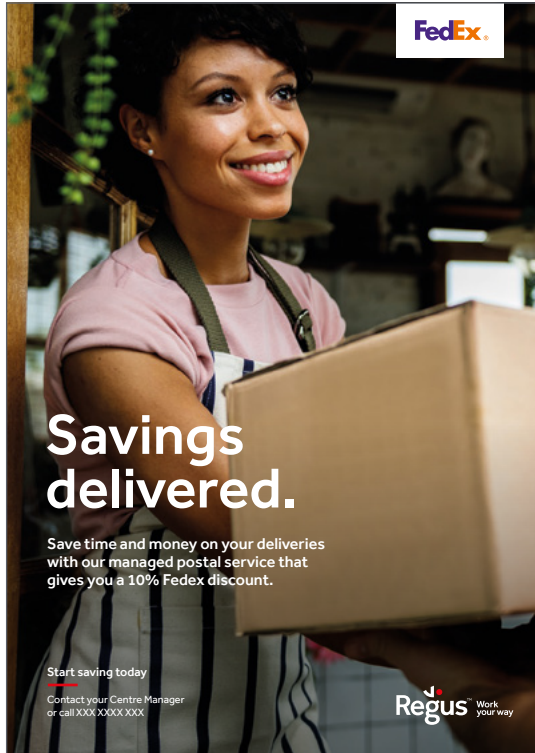
Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.

- 1 The master artwork files are available in various electronic formats, for both Mac and PC, and are available from the Marketing Team.
- 2 Please ensure that logo is used correctly at all times.

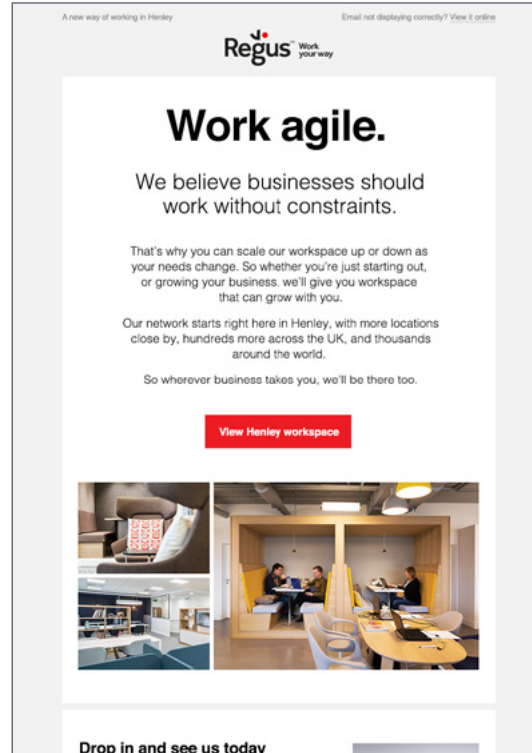
Figure 17

Incorrect application of logo placement

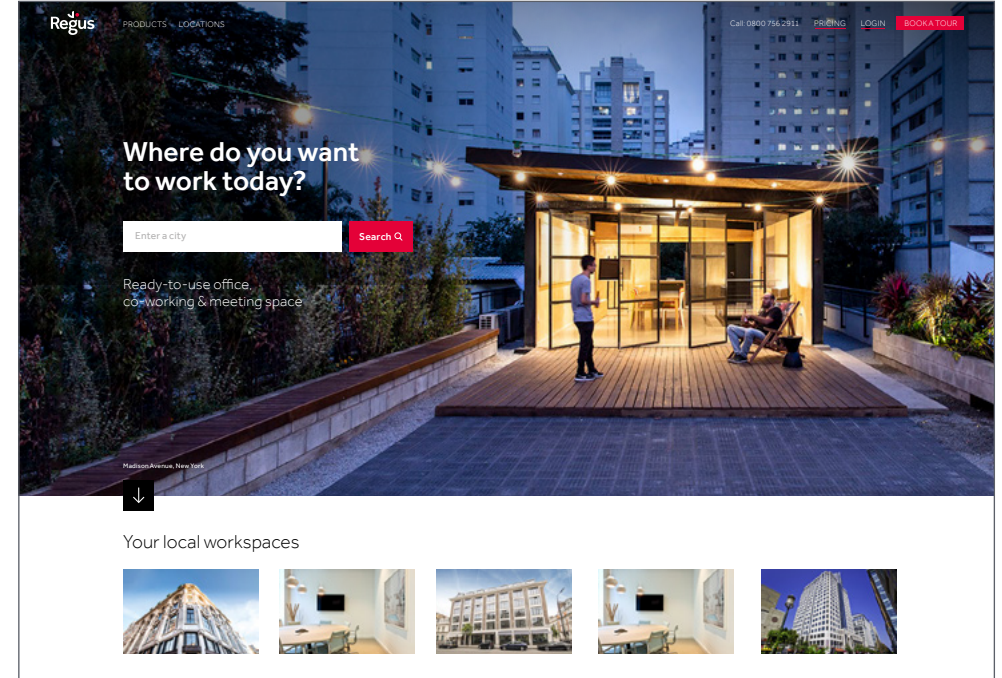
## 2.2 Logo positioning



**Figure 18**  
Most print based work including, posters, advertisements and covers will have the logo situated in the bottom right.



**Figure 19**  
Emails will usually have the logo centred.



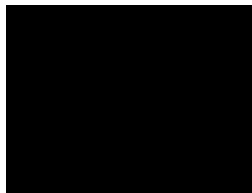
**Figure 20**  
Websites are one of the few occasions where you will need to position the logo top left.

## 2.3 Brand colours

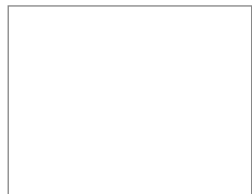
### Primary



C0 M100 Y100 K0  
R227 G6 B19  
#e30613  
Pantone Red 032 C



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



C0 M0 Y0 K0  
R255 G255 B255  
#ffffff  
White

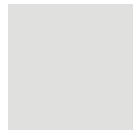


C0 M0 Y0 K60  
R135 G135 B135  
#878786  
Pantone Cool Gray 10 C

### Secondary



C0 M0 Y0 K37  
R185 G185 B185  
#b9b9b9  
Pantone Cool Gray 7 C



C0 M0 Y0 K17  
R224 G224 B224  
#e0e0df  
Pantone Cool Gray 1 C



C65 M0 Y30 K0  
R79 G188 B189  
#4fcbcd  
Pantone 7466 C



C43 M42 Y44 K26  
R133 G120 B113  
#857871  
Pantone Warm Gray 9 C



C20 M16 Y24 K0  
R213 G208 B196  
#d5d0c4  
Pantone Light Warm Gray 3 C

### Primary and secondary colours

Our primary colour palette is an essential tool in building a distinctive and recognisable brand identity. Regus red must be used at 100% tint value.

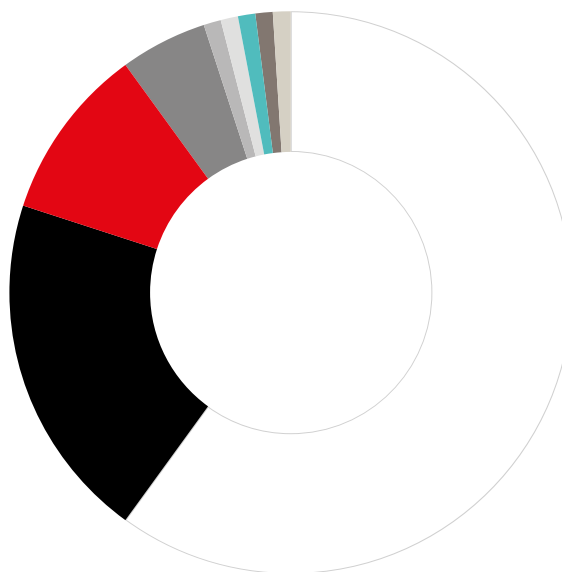
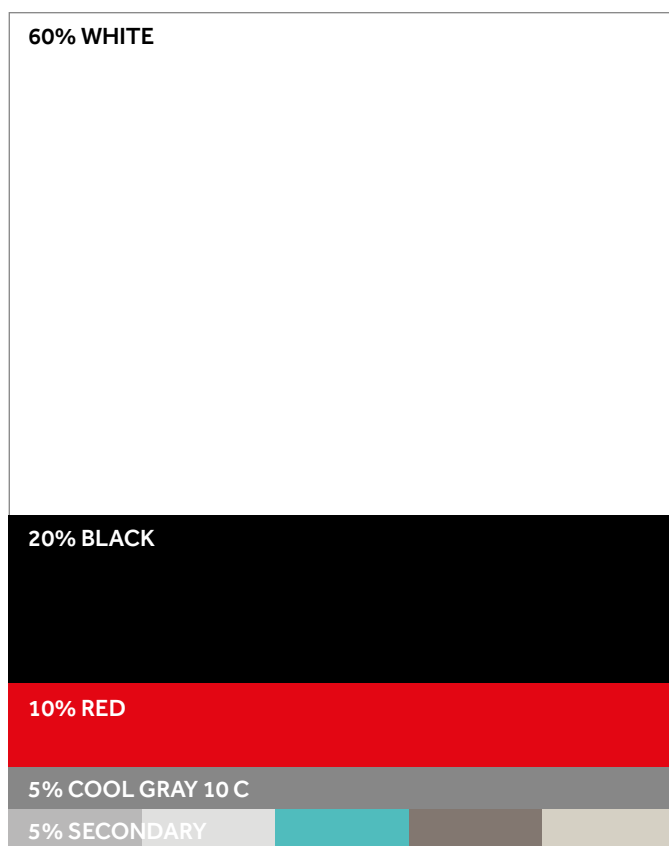
Secondary colours are to be used mainly as an additional colour for tables, graphs and when an accent is required. The secondary colours can be used in percentages.

Figure 21

Primary and secondary brand colour palettes

## 2.3 Brand colours: Application

### Usage in percentages



### Usage

Designs should primarily be a white background, black text with a hint of red as an accent colour.

Secondary colours should mainly be used when another colour is required, a graph legends for example.

### Base colour

White always be used as a base colour for Regus designs

**Figure 22**

Primary and secondary brand colour palettes

## 2.4 Typeface

# Effra

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Example headlines

**A new way  
of working.**

**Figure 23**

Primary headline style in Medium weight

A new way  
of working.

**Figure 24**

Secondary headline style in Light weight

### Effra

Our brand typeface is the Sans Serif font Effra which is to be used for all our printed communications and online whenever possible.

We use four weights for Effra, Light, Regular, Medium and Bold, with no italics.

We often use a full stop at the end of our headlines to add an extra punch to our messaging.

### Headlines (Figure 19 and figure 20)

Primarily we will use Effra Medium for most headlines.

Occasionally we will want a more sophisticated finish in our collateral, for example in a brochure where we want to convey a premium sense of quality, then we may switch to using Effra Light to achieve this.



## 2.4 Typeface: Supporting fonts

### Language scripts

#### Noto Sans

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

A B C D E F G H I J K L M N O P Q R S T U V W  
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 0

### Language scripts

When Effra 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/#/](http://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 Effra. Helvetica is common to PC and Mac.

## 2.5 Tone of voice

'Work your way' has a very powerful, highly motivating message to businesses of all sizes, across all markets worldwide. It is crucial that our tone of voice supports it in all external communications.

We can help our customers work in any way they need to; in any location, wherever they need to be.

Our language should be simple, not over-complicated. It should be positive – focusing on the real benefits of choosing a Regus office. And it should be human – relating to the positive impact a Regus workspace can have on someone's life.

All material should be clear and confident. Not using jargon and speaking to people on a like-for-like basis in a professional tone that is in no way arrogant.

Remember that the person reading may not be fully familiar with our business – that's why we always try to summarise our products with a consistent call to action:

### **Ready-to-use Office Space, Coworking, Virtual Office, Meeting Rooms & Flexible Working Plans**

Our products should always be referred to in this way and never deviated from.

## 2.5 Tone of voice

As a matter of course, copy should refer to our key brand DNA statements:

### Work closer.

We believe people should be able to work near to those who matter. That's why we built the world's largest workspace network.

With over a million offices, coworking spaces and meeting rooms to choose from – and a presence in every corner of the world – we enable you to work wherever your business takes you.

### Work faster.

We believe time is precious. That's why our workspace comes with everything taken care of.

We include security, high-speed internet, facilities management and a receptionist to welcome you and your guests. So you can focus on your core business and work more productively.

#### Note:

We keep our headlines short and punchy, and for additional impact we include a full stop.

### Work better.

We believe working environments can inspire great work. That's why our workspaces are beautifully designed.

Whether you choose your own private office or a desk in one of our vibrant coworking spaces, we make sure you have everything you need to be productive.

### Work happier.

We believe everyone deserves a better work-life balance. That's why we enable people to work where, when and how they want.

Whether you thrive in a fast-paced environment, yearn for calm and focus, or enjoy the buzz of a sociable workspace, you can choose whatever works best for you.

### Work agile.

We believe businesses should work without constraints. That's why everything we do is on flexible terms, from one day to many years.

We make it easy to add or reduce space, and even move location, so you can respond quickly to any changes in your business.

### Work together.

We believe businesses thrive on relationships. That's why our work environments are designed with collaboration in mind.

Join our global community of 2.5 million customers to make connections and create new opportunities. You'll find a network of businesses just like yours, right on your doorstep.

## 2.5 Tone of voice

A summary of our tone of voice.

SIMPLE

**LEADERSHIP**

MASS MARKET

**POSITIVE**

ASPIRATIONAL

**CLEAR**

HUMAN

**THOUGHTFUL**

HELPFUL

**CONFIDENT**

INNOVATIVE

**RESPONSIVE**

PROFESSIONAL

**PREMIUM**

EXPERT

# 2.6 Brand messaging

We have defined the Regus identity and have created a DNA. This will form the basis of content and merchandising of our product offer.

**The DNA breaks down into simple narrative:**

**What:** The products we sell

**Why and How:** The marketing message



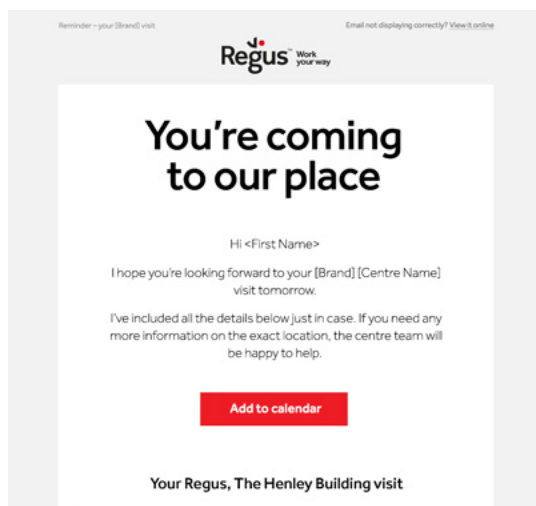
## 2.7 Components: Digital Buttons

### Buttons and hyperlinks for digital collateral



**Figure 25**

CTA buttons should be square in design



**Figure 26**

Example use of button in email

### Button design (Figure 25)

Digital CTA buttons will be red in design to allow the user to quickly understand there is a hyperlink available to them. All graphical buttons should be square, if the design calls for another colour black or white can be used if necessary depending on the background.

Our network starts right here in Henley, with more locations close by, hundreds more across the UK, and thousands around the world.

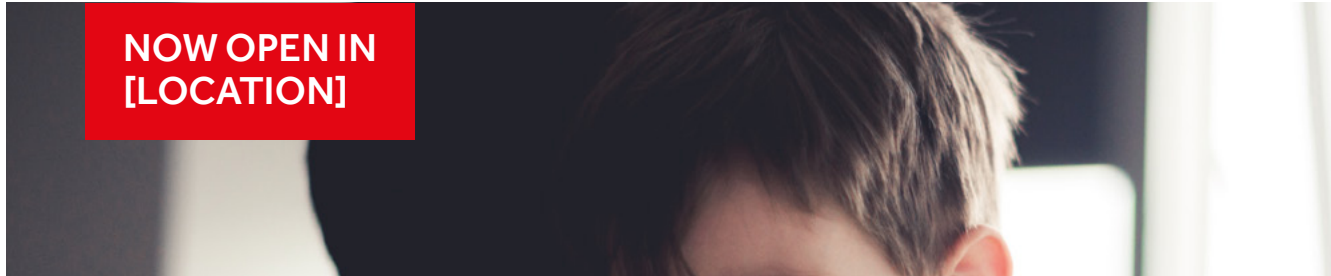
So wherever business takes you, we'll be there too.

[View more info](#) on our Henley workspace

**Figure 27**

Text hyperlinks will often be coloured red to indicate that they are a link

## 2.7 Components: Call outs

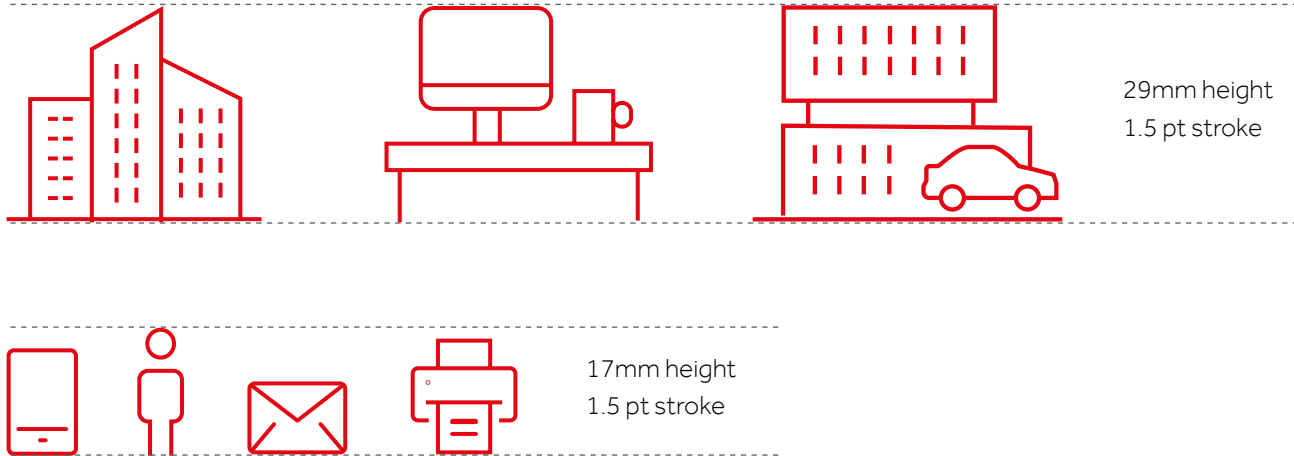


**Figure 28**  
Red call out highlighting the location in an NCO leaflet



**Figure 29**  
Red call out in an advertisement used to quickly reinforce the theme of the advert

## 2.7 Components: Iconography



**Figure 31**

To maintain a balanced sense of consistency icons in a document should always be drawn with the same stroke width and outline style regardless of whether the size of the icons changes

### Brand icons

The Regus 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.

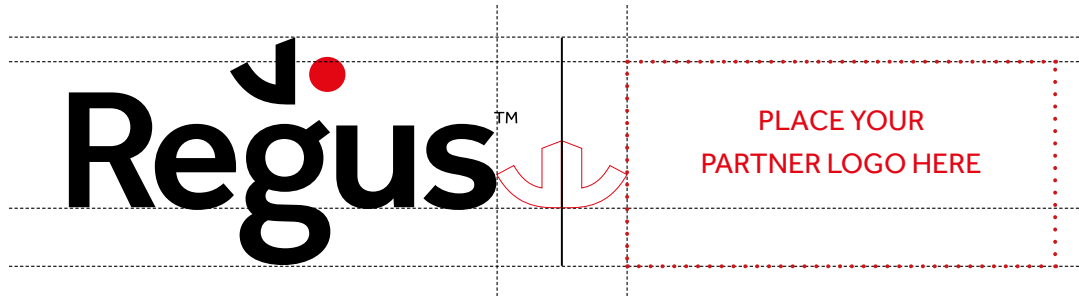
### Reverse icons

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

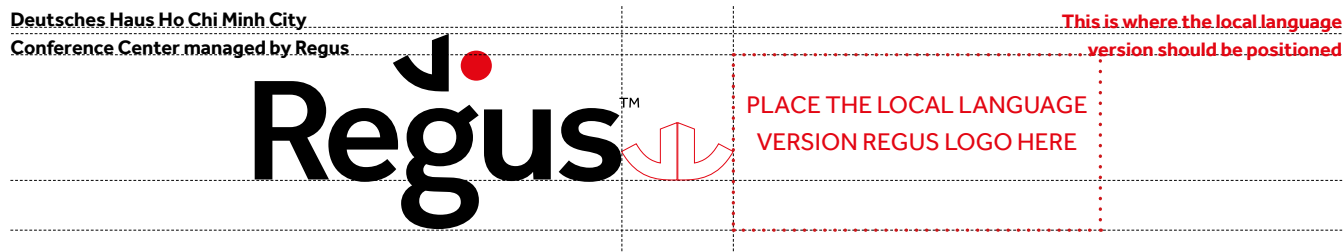
**Icon usage should be kept to a minimum and only applied when necessary**



## 2.8 Dual branding



**Figure 31**  
The Regus dual branding lockup uses a 100% black dividing line to separate the two identities. The logo's can be swapped left or right depending on where the Regus logo would usually sit in a layout.



**Figure 32**  
The Regus logo and language logo dual lockup. In countries where we are legally bound to use the full company name or partner name, this should be positioned left in Effra and right in the local language using the Noto font if necessary

### Logo lockups

Dual branding should only be applied to the Regus logo without the strapline.

### Partner logo size (Figure 31)

As a rule the partner logo should be of equal weight and space to that of the regus logo. The partner logo should never be closer than two times the 'V' of the Regus crown.

## 2.9 Layout: Example layout structure

Image representative of the advert content



### DNA of the advert

Refer to page 20 to see how the brand messaging is applied using the Regus DNA.

Headline= What  
Body copy= How  
CTA= Why

# Savings delivered.

Save time and money on your deliveries with our managed postal service that gives you a 10% FedEx discount.

**Start saving today**

Contact your Centre Manager  
or call XXX XXXX XXX



### Headline

Effra Medium 65pt size with 60pt leading

### Body copy

Effra Light 18pt size with 20pt leading

### Dual branding lockup

See page 24

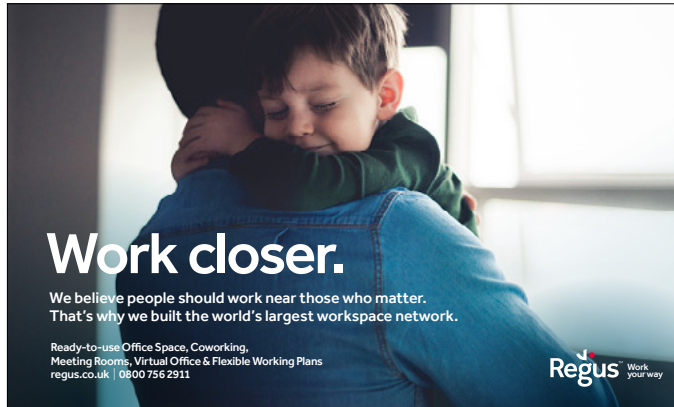
### CTA header

Effra Medium 14pt. Use of red underline to engage the eye

### CTA

Effra Light 12pt size 14pt leading

## 2.9 Layout: Examples

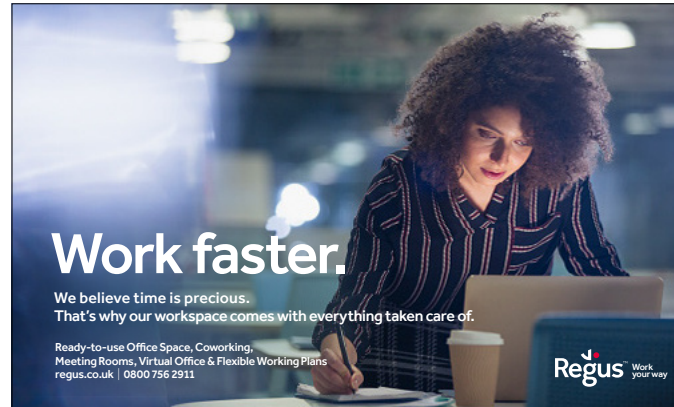


**Work closer.**

We believe people should work near those who matter.  
That's why we built the world's largest workspace network.

Ready-to-use Office Space, Coworking,  
Meeting Rooms, Virtual Office & Flexible Working Plans  
regus.co.uk | 0800 756 2911

Regus<sup>™</sup> Work your way

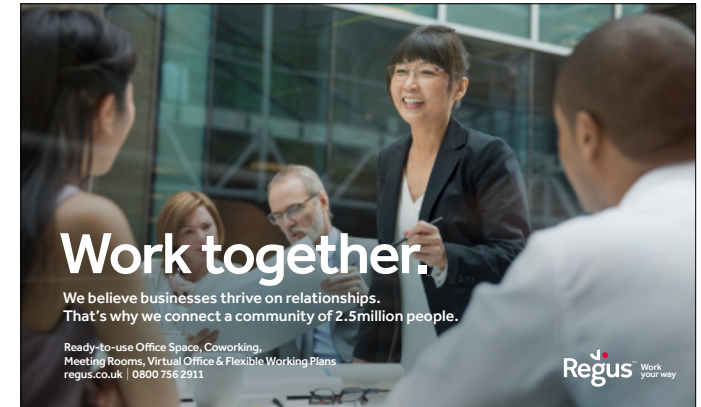


**Work faster.**

We believe time is precious.  
That's why our workspace comes with everything taken care of.

Ready-to-use Office Space, Coworking,  
Meeting Rooms, Virtual Office & Flexible Working Plans  
regus.co.uk | 0800 756 2911

Regus<sup>™</sup> Work your way

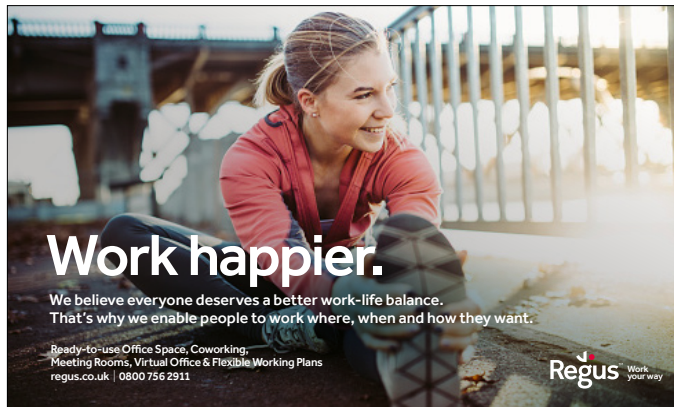


**Work together.**

We believe businesses thrive on relationships.  
That's why we connect a community of 2.5million people.

Ready-to-use Office Space, Coworking,  
Meeting Rooms, Virtual Office & Flexible Working Plans  
regus.co.uk | 0800 756 2911

Regus<sup>™</sup> Work your way



**Work happier.**

We believe everyone deserves a better work-life balance.  
That's why we enable people to work where, when and how they want.

Ready-to-use Office Space, Coworking,  
Meeting Rooms, Virtual Office & Flexible Working Plans  
regus.co.uk | 0800 756 2911

Regus<sup>™</sup> Work your way




**Work better.**

We believe working environments can inspire great work.  
That's why we design beautiful workspaces.

Ready-to-use Office Space, Coworking,  
Meeting Rooms, Virtual Office & Flexible Working Plans  
regus.co.uk | 0800 756 2911

Regus<sup>™</sup> Work your way



**Work agile.**

We believe people should work without constraints.  
That's why our workspace can scale up or down as your needs change.

Ready-to-use Office Space, Coworking,  
Meeting Rooms, Virtual Office & Flexible Working Plans  
regus.co.uk | 0800 756 2911

Regus<sup>™</sup> Work your way

**Figure 33**  
Advertisement campaign

# 2.9 Layout: Examples



Ready-to-use Office Space, Coworking, Meeting Rooms, Virtual Office & Flexible Working Plans



WORK YOUR WAY

## Work your way.

We've made it our mission to help businesses choose a way of working that's best for their people.


So we created a global network of workspaces that enable people to work closer, better, faster, happier, together, and in a more agile way.

OUR PROMISE

## Work closer.

We believe people should be able to work near to those who matter. That's why we built the world's largest workspace network.

With over a million offices, coworking spaces and meeting rooms to choose from – and a presence in every corner of the world – we enable you to work wherever your business takes you.

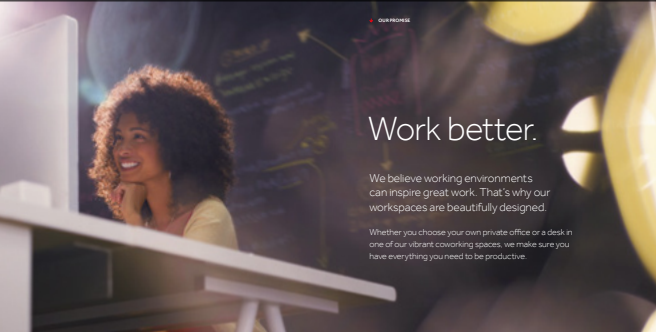


OUR PROMISE

## Work better.

We believe working environments can inspire great work. That's why our workspaces are beautifully designed.

Whether you choose your own private office or a desk in one of our vibrant coworking spaces, we make sure you have everything you need to be productive.





OUR PROMISE

## Work agile.

We believe businesses should work without constraints. That's why everything we do is on flexible terms, from one day to many years.

We make it easy to add or reduce space, and even move location, so you can respond quickly to any changes in your business.

What we do.

- Office Space
- Coworking
- Meeting Rooms
- Virtual Office
- Flexible Working Plans


OFFICECLOSURE

**Office Space**  
From a few desks to an entire building, we provide the office environment businesses need to collaborate, innovate and grow.

**Key features**

- Support**  
Our friendly team is always on hand to help you get the most out of your workspace.
- Business partner**  
Our office spaces are designed to help you grow your business.
- Flexibility**  
We offer a range of flexible working options to suit your needs.
- Connectivity**  
Our offices are strategically located in prime business districts.
- Well-being**  
We offer a range of amenities to help you stay healthy and productive.
- Security**  
Our offices are fully equipped with the latest security technology.
- Customisation**  
We offer a range of customisation options to suit your needs.
- Disaster Recovery Space**  
Our offices are fully equipped with the latest disaster recovery technology.
- Continuity of operations**  
Our offices are fully equipped with the latest continuity of operations technology.
- Business development**  
Our offices are fully equipped with the latest business development technology.
- Disaster**  
Our offices are fully equipped with the latest disaster recovery technology.

regus.co.uk | 0800 756 2911




## Whatever works best for you.



**Figure 34**  
Example spreads from brochure design

# 2.9 Layout: Examples




**Instant workspace.  
Customers included.**

FRANCHISE PROGRAMME

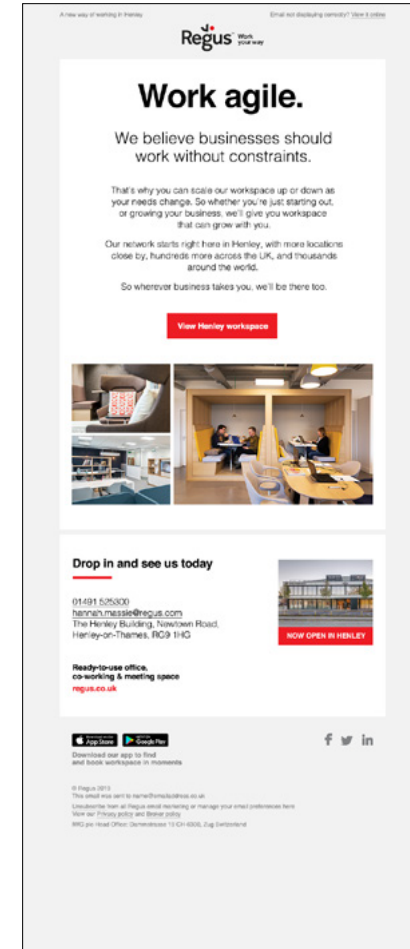
**Join a global community**

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012345 698788  
regus.com



**Figure 35**  
Double page spread advertisement



**Regus**  
Work your way

**Work agile.**


We believe businesses should work without constraints.

That's why you can scale our workspace up or down as your needs change. So whether you're just starting out, or growing your business, we'll give you workspace that can grow with you.

Our network starts right here in Henley, with more locations close by, hundreds more across the UK, and thousands around the world.


So wherever business takes you, we'll be there too.

[View Henley workspace](#)



**Drop in and see us today**

01491 505800  
henry@regus.com  
The Henley Building, Trenchard Road,  
Henley-on-Thames, RG9 1HG



**NOW OPEN IN HENLEY**

**Ready-to-use office,  
co-working & meeting space**  
regus.co.uk

[App Store](#) [Google Play](#)

f t in

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Unsubscribe from all Regus email marketing or manage your email preferences here  
View our Privacy Policy and General Terms  
RSC you Head Office: Deodarwood 15 CH-6300, Zug Switzerland

**Figure 36**  
Email

# 2.9 Layout: Examples



## New workspaces in London.

Our new centre at 2 Kingdom Street is the latest addition to our unparalleled network of ready-to-use Office Space, Coworking, Meeting Rooms, Virtual Office & Flexible Working Plans.

### Drop in to see us today

0800 000 000  
kingdomstreet@regus.co.uk  
2 Kingdom St, Paddington,  
London W2 6BD  
regus.com



## About 2 Kingdom Street.

Our workspaces.



OFFICE SPACE



COWORKING



MEETING ROOMS



FLEXIBLE WORKING PLANS

## A new way of working.

Located in the centre of Paddington Central, this is the ultimate office space if you desire contemporary design and state-of-the-art facilities. It is a striking space, featuring an impressive atrium which visitors and clients can both enjoy. The complex is home to many well-known companies, making these offices excellent for networking and socialising. As well as office space, there are 3 professional meeting rooms on the 6th floor. We also provide super-fast broadband connections for you to use at your leisure.

- Disabled facilities
- Videoconferencing studio
- 24 hour CCTV monitoring
- City / town centre
- Airport location
- Car parking

Whether you live locally, have clients nearby or colleagues you need to connect with, you can use our workspace whenever you need. Our network starts right here in 2 Kingdom Street, London, with other locations close by, many more across the UK, and thousands around the world. So wherever business takes you, we'll be there too.

Ready-to-use Office Space, Coworking,  
Meeting Rooms, Virtual Office & Flexible Working Plans



NOW OPEN IN [LOCATION]

## Work closer.

We believe people should be able to work near those who matter. That's why we built the world's largest workspace network.

Ready-to-use Office Space, Coworking, Meeting Rooms, Virtual Office & Flexible Working Plans now available in [Location]

NOW OPEN IN [LOCATION]

## A new way of working.

Whether you live locally, have clients nearby or colleagues you need to connect with, you can use our workspace whenever you need.

Our network starts right here in [Location], with other locations close by, many more across [Country name], and thousands around the world.

So wherever business takes you, we'll be there too.

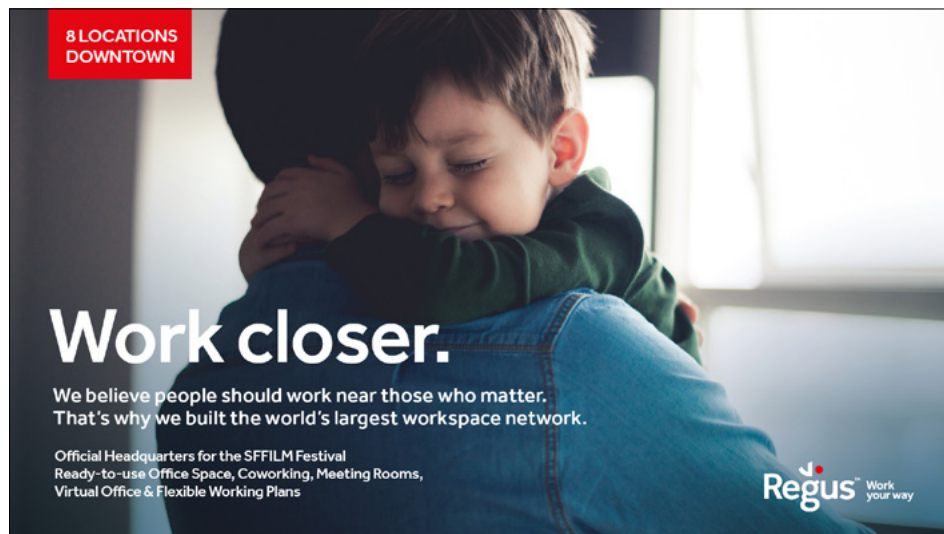
Drop in to see us today

[phone number]  
[email]  
[Address line 1]  
[Address line 2]  
[url]

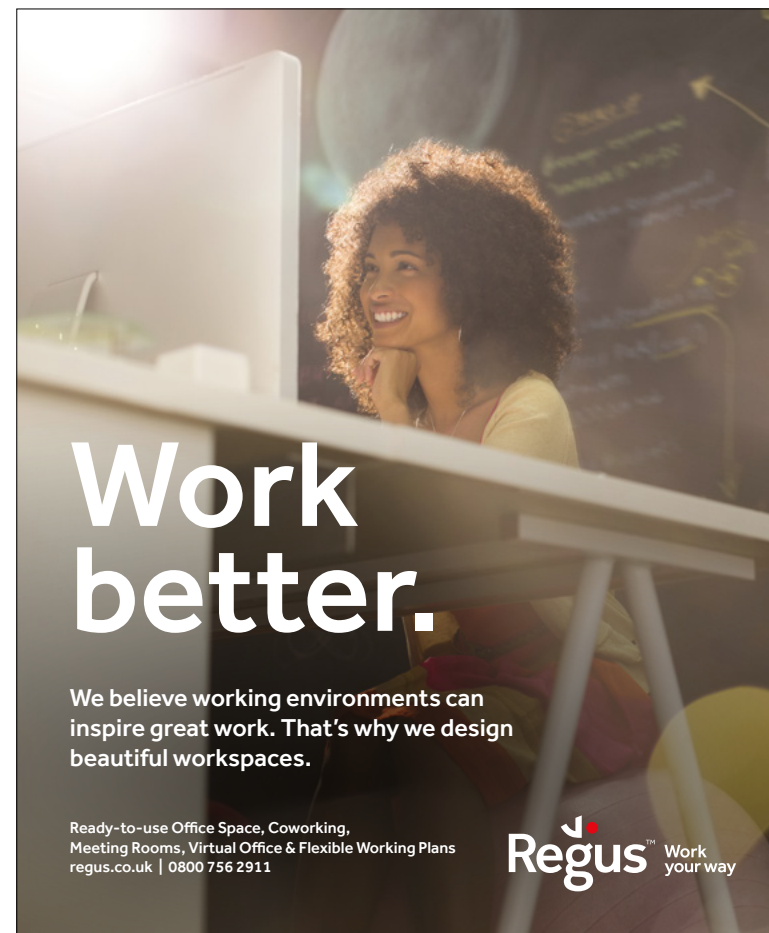
Figure 37  
NCO factsheet front and back

Figure 38  
Postcard front and back

## 2.9 Layout: Examples



**Figure 39**  
Advertisement



**Figure 40**  
Poster

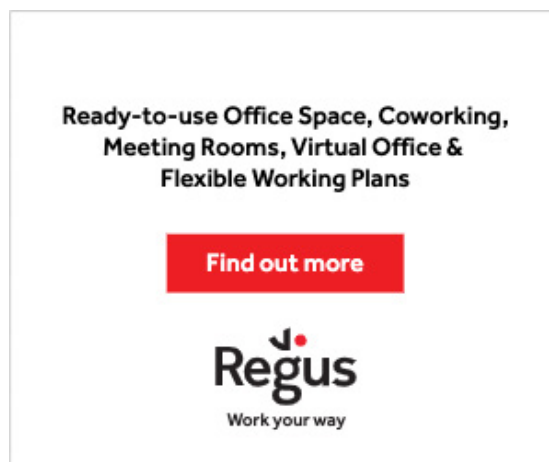
## 2.9 Layout: Examples



**Figure 41**  
Exhibition stand



## 2.9 Layout: Examples



**Figure 42**  
Digital display banners

Campaign,  
lifestyle  
& centre  
Photography.

## 3.1 Campaign imagery



HEADLINE: WORK BETTER

We use emotive imagery in our campaign photography that speaks to the messages we are expressing. The images should work fluidly with the campaign headlines. We look for a mix of ethnicities with imagery that works in the region where the campaign is running.



HEADLINE: WORK CLOSER

As a rule campaign imagery should only be used with its accompanying headline. Occasionally we will reuse an image but this should be agreed beforehand with marketing.

## 3.2 Business lifestyle imagery



We frequently use lifestyle imagery in our collateral including Power Point presentations to depict customers using a product or service. These images will not necessarily be part of a campaign but the image must look documentary or reportage in nature.

We want authentic looking people doing everyday things in a composition that tells a story.

## 3.3 Centre imagery



Our centre image shoots should be taken with and without people. But all shots should be taken in an interesting way, with the product itself being the hero of the photograph. The compositions should be decluttered of objects such as fire extinguishers and office supplies with no distortion effects applied such as odd angles or fish eye lenses.

For more information see our photography guide.



# Brand Guidelines

Version 1.0 | July 2019

