



Regus™

BRAND IDENTITY AND STYLE GUIDE



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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 visually represent Regus to our customers. It covers all our key brand elements, and should be used as a rulebook and a compass to navigate us through all the visual touchpoints of the brand.

A PLACE TO WORK SMART AND BE MORE PRODUCTIVE

With an unparalleled range of locations, products and services, Regus can help you create a unique way of working that drives greater business efficiency, and helps your people get the most out of every working day.

GLOBAL NETWORK

Work wherever, whenever, and however you need with access to the largest network of office space in the world.

FLEXIBLE COMMITMENT

Office space management that puts you in control, with freedom to grow, without risk or commitment.

PACKAGED SOLUTIONS

Easy to use, all-inclusive solutions that keep your time and money focused on your business.



OUR VISUAL IDENTITY



IN BRIEF

A snapshot of the visual elements that form our brand identity

LOGO



TYPEFACES

Effra

COLOUR PALETTE



Primary

Secondary

Accent

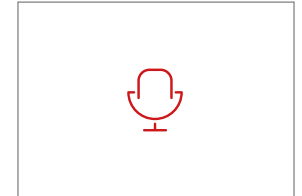
IMAGERY



Brand imagery



Centre imagery



Iconography

THE BRAND IDENTITY

OUR MAIN PREFERRED LOGO



Figure 1
Primary logo

SUPPORTING FORMATS



Figure 2
Reversed



Figure 3
Reversed version to be used when the red dot would get lost, for example frosting.



Figure 4
Greyscale

Primary full colour (Figure 1)

This logo is the preferred option to be used whenever possible.

Reversed (Figure 2)

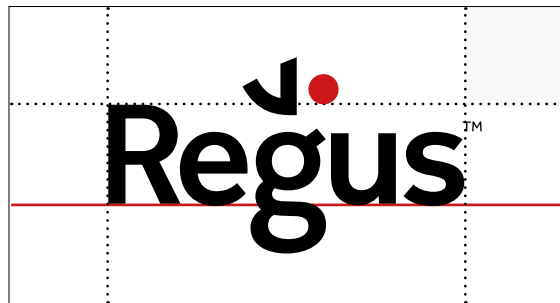
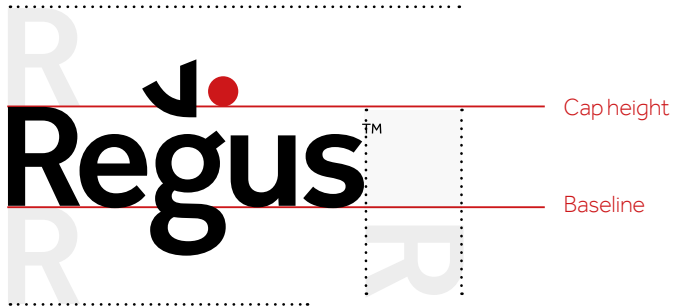
The reversed version is only to be used on a black or very dark backgrounds.

Greyscale (Figure 4)

The greyscale 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 on: vanessa.schotes@regus.com

CLEAR SPACE

**Figure 5**

Application of clear space

Figure 6

Print

Minimum size 12mm

Figure 7

Digital

Minimum size 50px

Primary full colour (Figure 5)

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 6)

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 15mm in width.

Minimum size - digital (Figure 7)

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 60px in width.

MISUSE



Don't change the colour of the red dot.



Don't use any other colours.

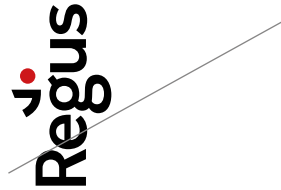


Don't alter the logo in any way. The crown must always be included.

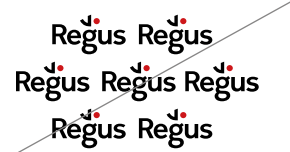
Figure 8
Incorrect application of logo placement



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



Don't use the logo at an angle.



Don't create wallpaper patterns or repeat patterns.

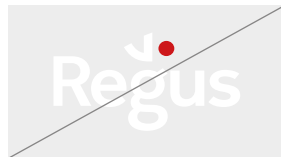
Logo misuse (Figure 8)

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.



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).

PLACEMENT

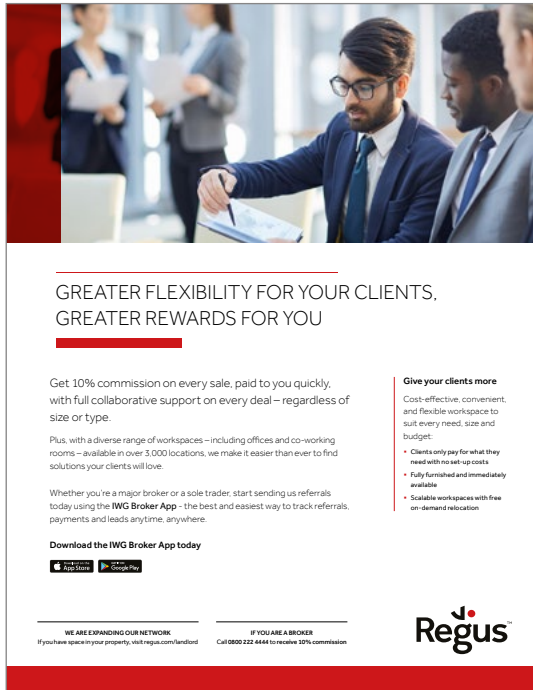


Figure 9
Right aligned placement

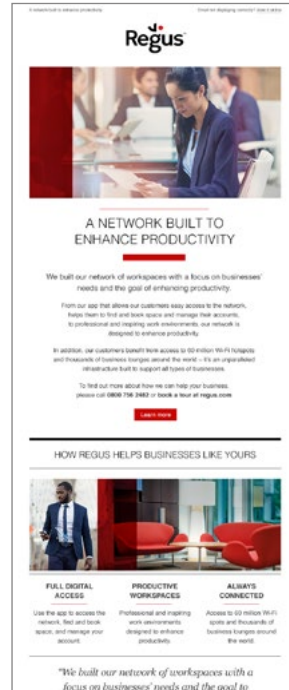


Figure 10
Centred placement

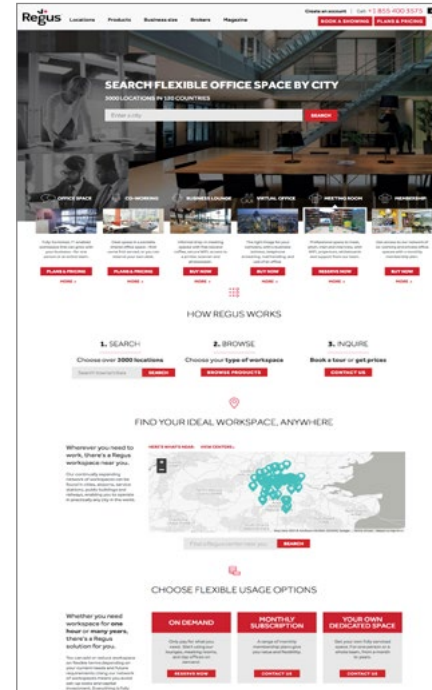


Figure 11
Left aligned placement

Right aligned placement (Figure 9)

The majority of marketing materials will use right aligned placement for example adverts, posters, leaflets and powerpoint presentations.

Centred placement (Figure 10)

Centralised placement is the preferred use when horizontal space is limited such as emails and skyscraper banners, or when the logo is a focal point of the design, for example brochure covers and flags.

Left aligned placement (Figure 11)

Left align placement should mainly be used for online, or cases when the top right hand corner can be obscured e.g. the browser window not being large enough.

PRIMARY

C15 M100 Y100 K0 R210 G35 B42 #c90c0f Pantone 186 C	C0 M0 Y0 K0 R255 G255 B255 #ffffff White
C0 M0 Y0 K100 C50 M50 Y50 K100 (Rich black) R0 G0 B0 #000000 Pantone Process Black C	C0 M2 Y0 K60 R128 G127 B131 #807f83 Pantone Cool Gray 10 C

Primary colours (Figure 12)

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

Figure 12

Primary brand colour palette

SECONDARY AND ACCENT



Secondary and accent colours (Figure 13)

Our colour palette is an essential tool in building a distinctive and recognisable brand identity. Secondary colours can be used in percentages.

Figure 13

Secondary and accent colour palette

APPLICATION

Usage

Designs should be primarily black, white with red as the dominant colour. Secondary colours should be used as accents or for colour coding key informations i.e graphs and not be used as a main featured colour.

Usage in percentages



60% White
 20% Red
 15% Black
 5% Cool Gray 10
 5% Secondary

Base colour

White always be used as a base colour for Regus designs

**A GLOBAL INFRASTRUCTURE
BUILT FOR BUSINESS**

We have built an unparalleled network of office, co-working and meeting spaces for companies to use in every city in the world. It's an infrastructure to support every business opportunity.

Our network of workspaces enables businesses to operate anywhere, without the need for set-up costs or capital investment. It provides our customers with immediate cost benefits and the opportunity to fully outsource their office portfolio.

It's a network designed to enhance productivity and connect 2.5 million like-minded professionals: an instant global community, and a place to belong.

To find out more, call us on 0800 000 000, visit regus.com or download our app



THE COLOUR WASH

Add the essence of Regus to your photography

A strip of colour can be applied to imagery to create an aspirational feel to your images.



Create the colour wash

To create the effect use a layer of colour made up of 100% Magenta, 100% Yellow and 30% - 50% of Black (depending on the darkness of the underlying image). Then add a blend mode of 'Multiply' to the strip to allow the underlying image to show through.

Figure 14

Colour wash applied to lifestyle image

BRAND TYPEFACE

Effra

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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.

SUPPORTING TYPEFACES

When possible we use Effra in our online and digital applications.

We also use the supporting typefaces when the use of Effra is not available.

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/#/

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.

USAGE EXAMPLE PRINT ADVERT

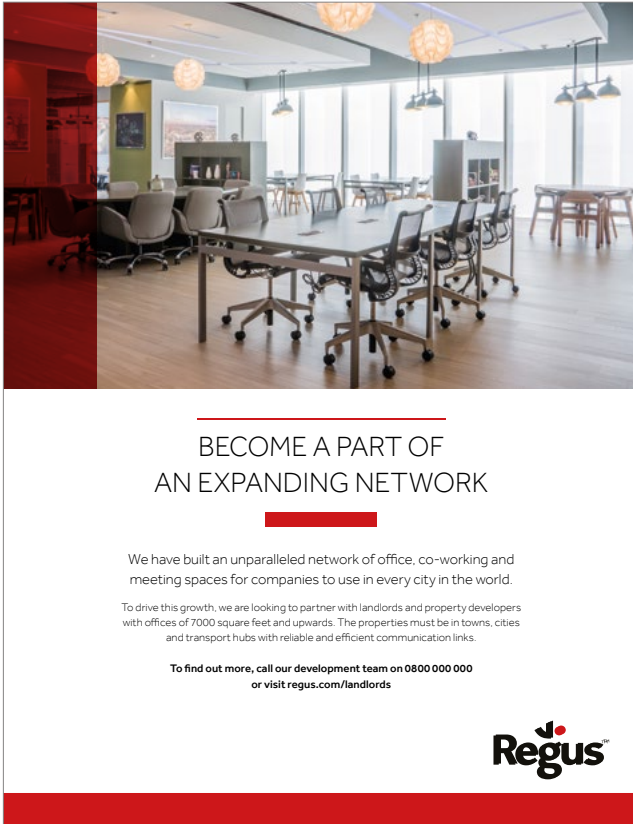


Figure 15

Typography example

— **Headline**

Effra light, 28 point, 35 leading

— **Sub header**

Effra light, 14.5 point, 20 leading

— **Body copy**

Effra light, 11 point, 15 leading

— **CTA**

Effra medium, 11 point, 15 leading

— **Punctuation**

Headlines use punctuation such as apostrophes and question marks, but should not use full stops at the end of the headline.

Subheaders and body copy use full punctuation including full stops.

Bullet points do not use full stops.

CTA's do not use full stops.

USAGE EXAMPLE WEBSITE

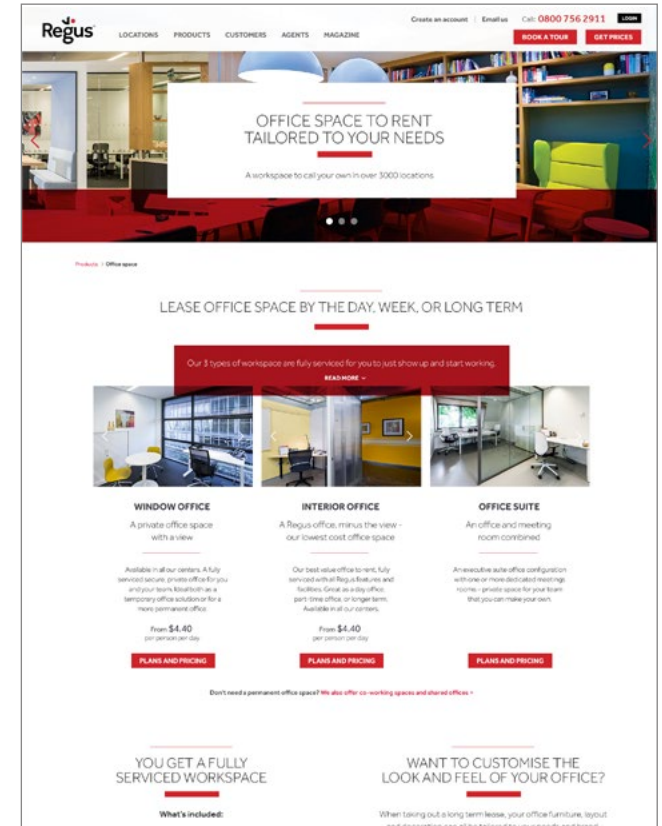
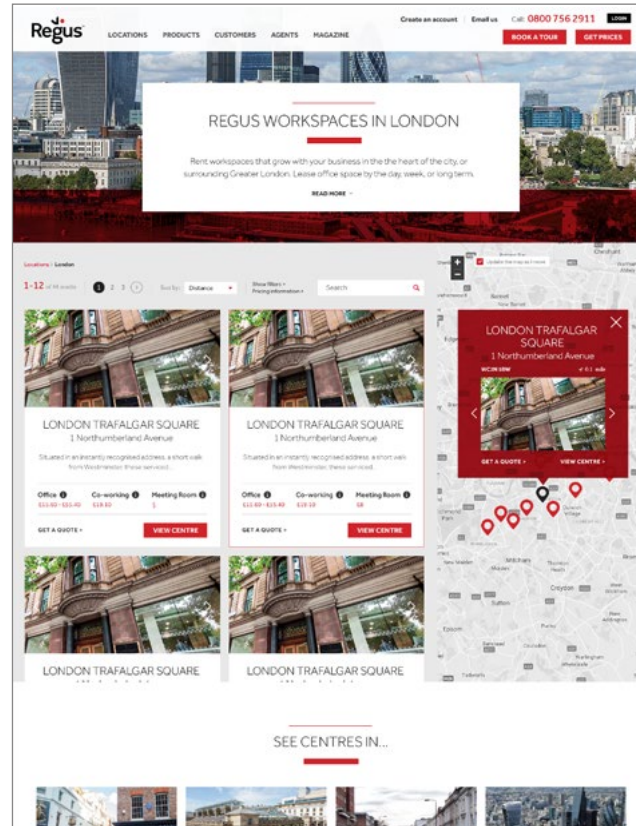
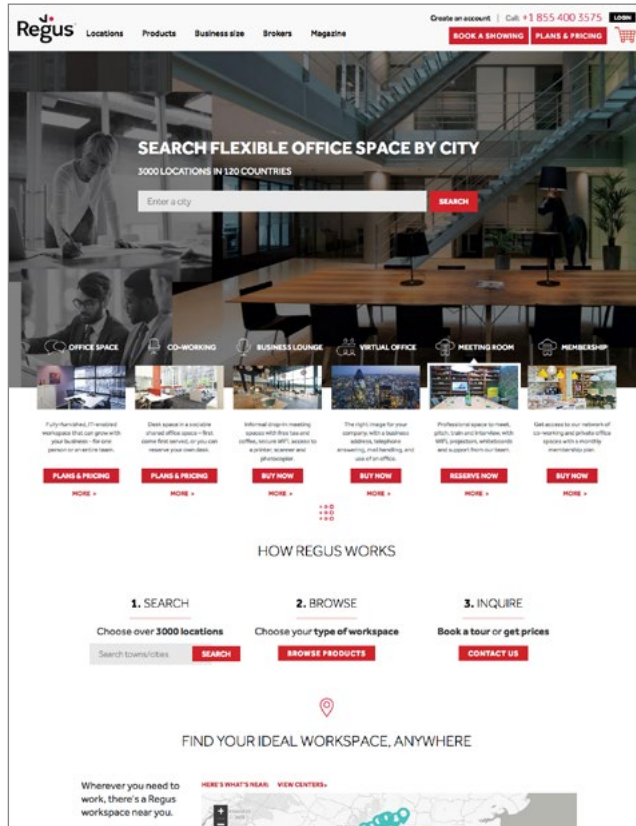


Figure 16 Home page, search page and product page

USAGE EXAMPLE STATIONERY

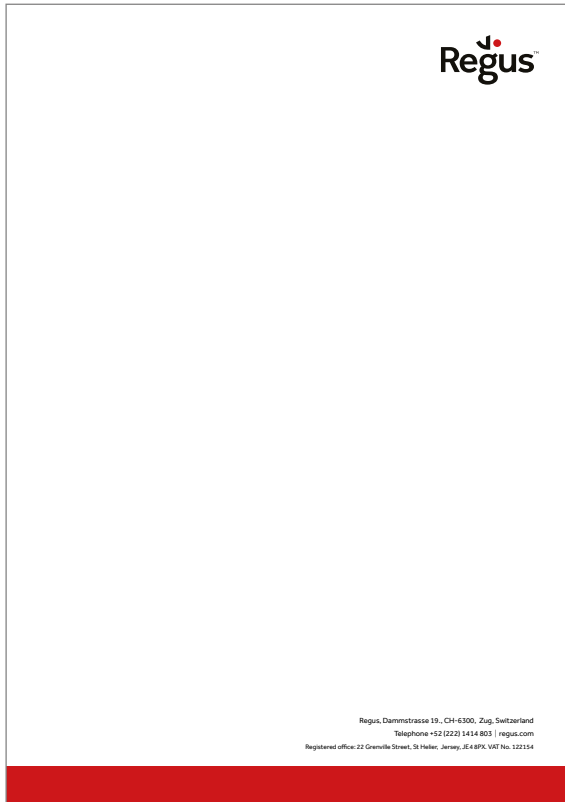


Figure 17
Letterhead

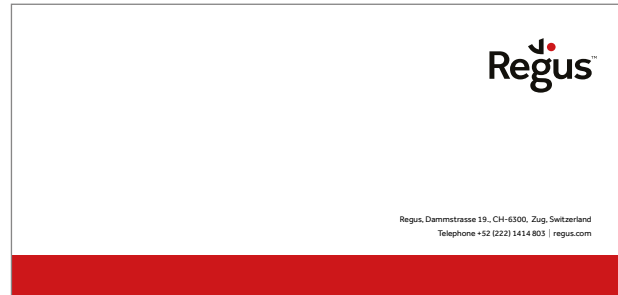


Figure 18
Compliment slip



Figure 19
Business card

Name Surname
Job role



3000 locations, 900 cities, 120 countries

Address
Address
Address, POSTCODE

M +xx (x) xxxx xxxxxx
D +xx (x) xxxx xxxxxx


Connect with Regus



Figure 20
Email signature


USAGE EXAMPLE PRESENTATIONS

TITLE



INSERT TITLE

OCTOBER 2017



TITLE

1 LINE HEADER TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id mauris sit amet mi dictum mattis.

- Bullet 1
- Bullet 2
- Bullet 3

Nunc id mauris sit amet mi dictum mattis.

- Bullet 1
- Bullet 2
- Bullet 3

Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



REGUS.COM



TITLE


2 LINE HEADER IPSUM DOLOR SIT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id mauris sit amet mi dictum mattis.


Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

61%

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



REGUS.COM



TITLE


2 LINE HEADER IPSUM DOLOR SIT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id mauris sit amet mi dictum mattis.


Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

61%

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



REGUS.CO.UK



TITLE

HEADER TITLE

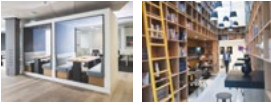



IMAGE CAPTION 1

IMAGE CAPTION 2

REGUS.COM



TITLE

HEADER TITLE





IMAGE CAPTION

REGUS.COM



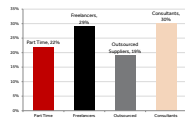
TITLE

HEADER AND TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id mauris sit amet mi dictum mattis. Orci varius natoque penatibus.


61%

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Category	Percentage
Part Time	37%
Full Time	26%
Outsource Suppliers	19%
Consultants	18%

REGUS.COM



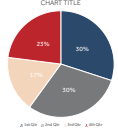
TITLE

HEADER AND TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id mauris sit amet mi dictum mattis. Orci varius natoque penatibus.


61%

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



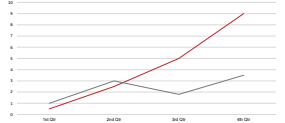
Quarter	Percentage
Q1	21%
Q2	30%
Q3	30%
Q4	19%

REGUS.COM




TITLE

HEADER AND TITLE



REGUS.COM



TITLE

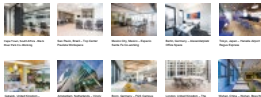
THANK YOU

REGUS.COM




TITLE

CENTRE & PRODUCT IMAGES



REGUS.COM



TITLE

LIFESTYLE & CUSTOMER IMAGES



REGUS.COM




Figure 21
Regus Power point deck

CASING EXAMPLES


Managing workplace stress

Stress is a normal response to daily challenges, but it can get out of hand. It's time to take control and improve workplace wellbeing, for both you and your employees. Stress is often common in our working lives, which is why it's so important to manage it right. [READ MORE](#)




As many as 60% of workers worldwide experience stress.¹
In Europe alone this costs companies €617 billion each year.²
SOURCES: ¹INTERNATIONAL LABOUR ORGANISATION. ²GLOBAL ORGANISATION FOR STRESS

MORE INSIGHTS AND INSPIRATION



SPECIALIST INSIGHT
CYBERSECURITY THREATS: WHAT'S AT RISK

Cybersecurity threats are the biggest risk faced by businesses today. Here we look at where they come from, the damage they cause, and how to avoid them.




WAYS OF WORKING
EASY WORKPLACE MINDFULNESS EXERCISES

These five mindfulness techniques are proven to combat stress and boost your brain power – and you can easily do them all at your desk.

✓ **Figure 22**
Layout correctly using sentence case and uppercase

Managing Workplace Stress

Stress is a normal response to daily challenges, but it can get out of hand. It's



✗ **Figure 23**
Incorrect use of title case

Punctuation

We use sentence case in our communications. Title case should only be used when a name is in the sentence. We also use uppercase to enhance readability of complex layouts with lots of text.

PRIMARY HEADLINE LOCKUP



Figure 25
Guide to how to achieve the Primary Headline Lockup

Figure 24
Primary Headline Lockup

A distinctive design

We use the Primary Headline Lockup to give our collateral a distinctive design element.



Figure 26
Negative usage of Primary Headline Lockup as illustrated on the cover of the Regus Brand Book

PRIMARY HEADLINE LOCKUP

WORK WHEREVER
YOU NEED TO



CHOOSE HOW YOU
WANT TO WORK



WORK WITH REGUS
WORLDWIDE



Figure 27

Range left, centered and range right examples. All top and bottom lines are the same width when multiple lockups are displayed together.



A PLACE TO WORK SMART AND BE MORE PRODUCTIVE



Figure 28

Long copy Primary Headline Lockup

Exceptions to the width rule (Figure 27)

When you display multiple lockups together, to balance the design you would want to keep the top lockup lines the same width and the bottom lockup lines the same width.

Long copy (Figure 28)

Long copy is usually broken up into two lines but if you are faced with a long headline you would shorten the lockup lines as illustrated.

PRIMARY HEADLINE LOCKUP

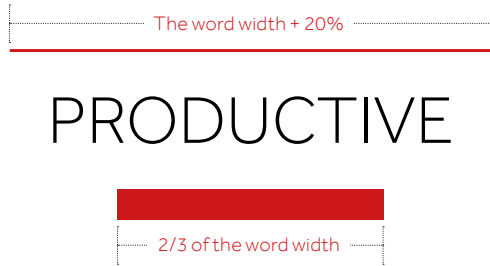


Figure 29
Single word Primary Headline Lockup

Single word usage (Figure 28)

Occasionally you will use the Primary Headline Lockup applied to a single word. This means we will need to treat the line widths differently.

SECONDARY HEADLINE LOCKUPS

LOCATIONS AVAILABLE GLOBALLY



Figure 29

Secondary Headline Lockup

Secondary usage (Figure 29)

The Secondary Headline Lockup can be used when vertical space is required. We also use smaller, thinner sub-header lines (Figure 31) to allow our layouts to breath and create a visual hierarchy to our designs.

As with the Primary Headline Lockup, when you display multiple lockups together, to balance the design you would want to keep the lockup lines the same width.

AFFORDABLE



Figure 30

Single word Secondary Headline Lockup

SPECIALIST INSIGHT

CYBER SECURITY THREATS: WHAT'S AT RISK



Figure 31

Sub-header lines

BUTTONS FOR DIGITAL COLLATERAL



GET AN INSTANT QUOTE

Figure 32

CTA buttons should be square in design

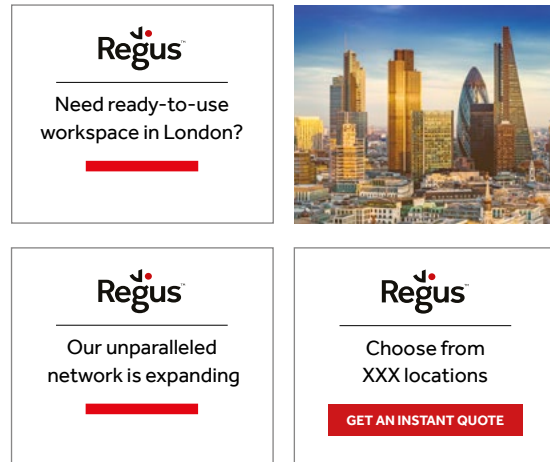


Figure 33

Animated digital banner with red button CTA

Button design (Figure 32)

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.

You can use the **Regus red** to create a hyperlink within digital copy or you can also use a more subtle underline if you want a more subtle approach.

Figure 34

Hyperlink text link styling

ICONS

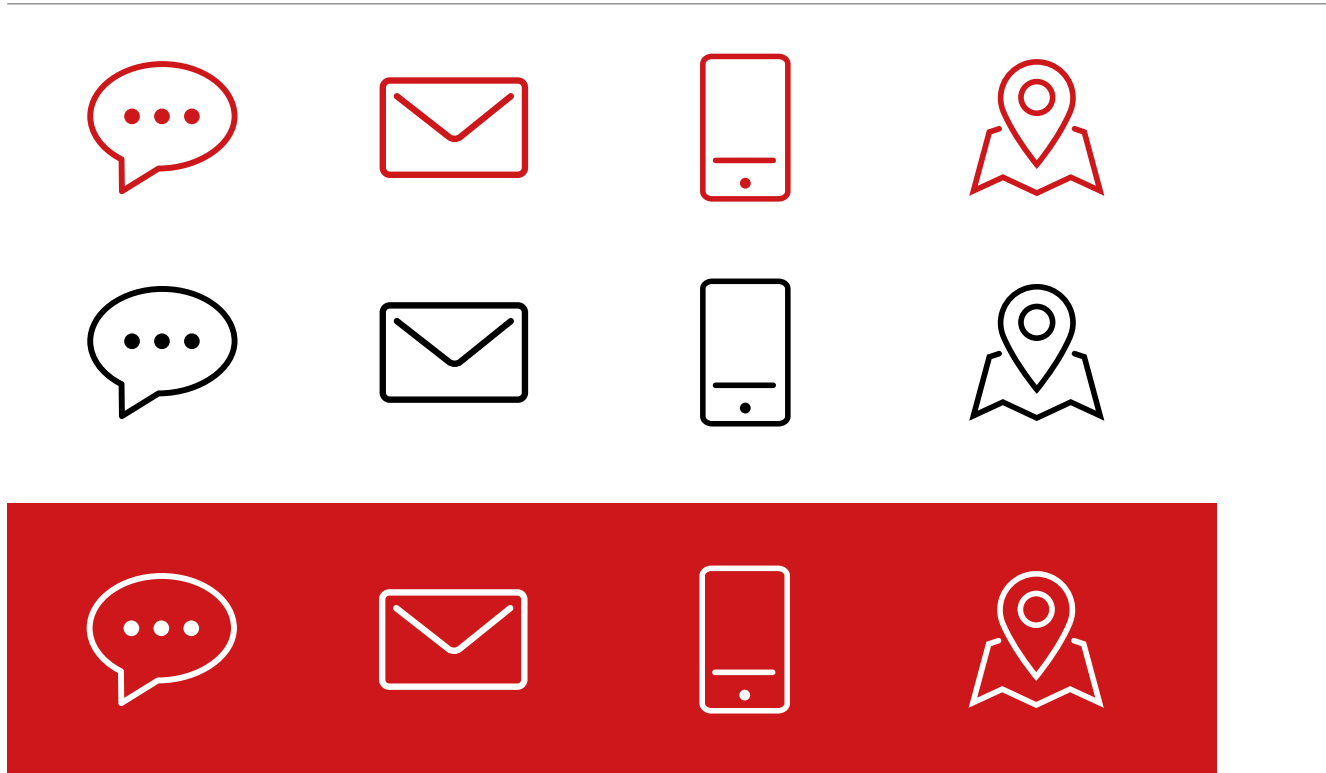


Figure 35

Icons

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.

- ! Icons are available as master artwork in various file formats from the Marketing Team. They must never be altered in any way – should you require additions please submit your request to the Marketing Team.

ICONS

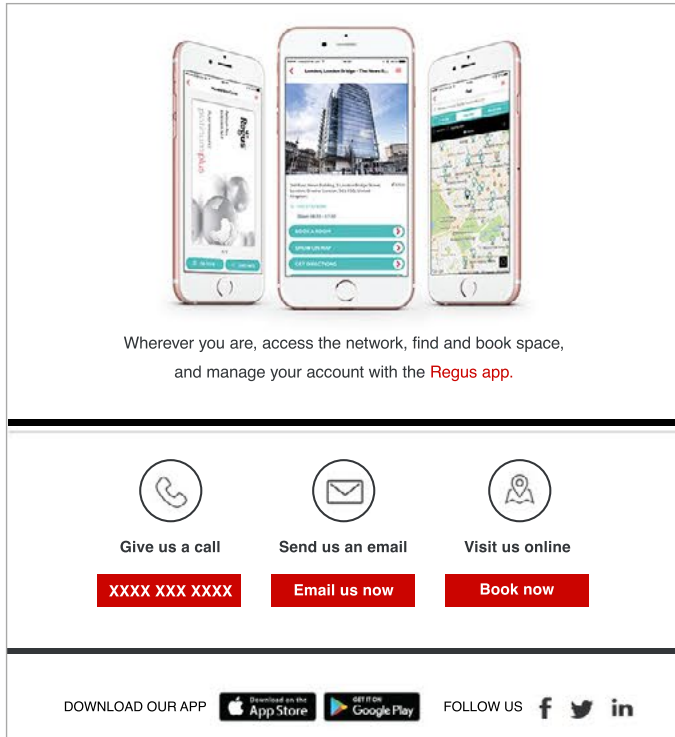


Figure 36
Icon usage

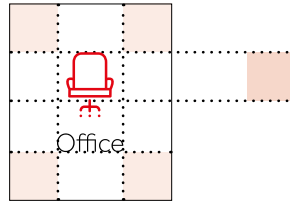


Figure 37
Icon minimum clear space



Figure 38
Icon and title spacing

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.

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CASING EXAMPLES

Business Lounge

BUSINESS LOUNGE™

Co-working

MEETING SPACES™

Virtual Office

Figure 40
Product badges

Businessworld Gold

Meeting Spaces

In a Regus Business Lounge you'll find everything you need to work productively.


Workplace Recovery

Get walk-in access to 2000 business lounges around the world.

Figure 39
Product names

Figure 41
Product name used in copy

COLLATERAL EXAMPLES



THE EVENING'S PROGRAMME

17.00 – 18.00 hrs:
Welcome drinks & canapés

18.00 – 21.15 hrs:
Dinner & roundtable discussion

19.30 – 20.00 hrs:
Guest speaker Dominik de Daniel
– CFO and COO IWG

21.15 – 22.00 hrs:
Guest Speaker Richard van Hooijdonk
– Trendwatcher & Futurist

22.00 – 22.30 hrs:
Event concludes

Netherlands – VINOLY WORKSPACE
Gustav Mahlerplein 2, 1082 NA Amsterdam

Regus

You're cordially invited to the exclusive launch event for
The Regus Circle of Leadership series –

AGILITY IN THE AGE OF DISRUPTION

With guest speakers –
DOMINIK DE DANIEL AND RICHARD VAN HOOIJDONK

16th November 2017 from 17.00 to 22.30
Evoluon Eindhoven, Noord Brabantlaan 1A, 5652 LA Eindhoven

Please RSVP to Fatima.Koning@regus.com to confirm your attendance.



GROW YOUR PORTFOLIO WITH THE WORLD'S MOST INNOVATIVE WORKPLACE RECOVERY PROVIDER

Our global network of continuously operating workspaces enables your clients to recover from a disaster in practically every city in the world, with no set-up costs or capital investment needed.

Regus is a proven, award-winning and truly global provider with dedicated support and a partner site designed to give you all the information you need, from contracts to case studies, to industry-leading content for you and your clients.

To find out more, email wr.enquiries@regus.com
or go to regus.com/workplacerecovery

Regus



**HELP US GROW OUR
BUSINESS COMMUNITY**

We are looking for ambitious self-starters, with excellent people skills, to join our fast-growing business. Regus is the global leader in the flexible workspace sector, and we currently have multiple new opportunities for Area Managers in XXXX.

You'll be working to support the success of some of the world's most well-known and inspiring major businesses and brands. We'll give you excellent rewards, the opportunity for a long-term career, and the possibility to work practically anywhere in the world.

Take the next step in your career and help us to define the future of work. Apply now at reguscareers.com

Regus careers

COLLATERAL EXAMPLES



A PLACE TO WORK SMART
AND BE MORE PRODUCTIVE

GLOBAL NETWORK
Work wherever, whenever and however you need with access to the largest network of office space in the world.

FLEXIBLE COMMITMENT
Office space management that puts you in control, with freedom to grow, without risk or commitment.

PACKAGED SOLUTIONS
Easy to use, all-inclusive solutions that keep your time and money focused on your business.

Regus™

WORKING WITH REGUS

OFFICE SPACE **CO-WORKING** **BUSINESS LOUNGE** **VIRTUAL OFFICE** **MEETING ROOM** **WORKPLACE RECOVERY**

Fully-furnished, IT-enabled workspaces that scale with your business – from one person to an entire team.

Desk space in sociable shared offices – available by reservation or on a first-come, first-served basis.

Informal drop-in meeting spaces with free tea and coffee, secure WiFi, and access to a printer, scanner and photocopier.

Portray the right image for your company with a business address, telephone answering service, mail handling and office access.

Professional space to meet, pitch, train and interview, with WiFi, projectors, whiteboards and support from our team.

Private office spaces with everything you need to recover from a disaster in over 3000 locations worldwide.

WORK WHEREVER YOU NEED TO

Take full advantage of our global network with a monthly membership plan based on the number days you need each month and the type of workspace you use most.

The membership gives you access to over 3,000 locations around the world provided by Regus, Spaces and HQ, among others.

Regus • SPACES • HQ • Signature • NVR

CHOOSE HOW YOU WANT TO WORK

Whether you need workspace for a few hours or several years, there's a Regus solution for you.

ON DEMAND
Only pay for what you need. Start using our lounges, meeting rooms, and day offices on demand.

MONTHLY SUBSCRIPTION
Gain greater value and flexibility with a range of monthly membership plans.

YOUR OWN DEDICATED SPACE
Get your own fully-serviced space for one person or a whole team, from a matter of months to a number of years.

FULLY OUTSOURCED
Partly or fully outsource your office portfolio, with one contract, simple reporting, a dedicated account manager and 24/7 customer service.

MANAGE EVERYTHING THROUGH OUR APP

Need a workspace today? Download our app to find your nearest Regus centres and instantly reserve your space from anywhere at any time.

Available on the App Store and Google Play.

Regus™
REGUS.COM

LOGO LOCKUPS

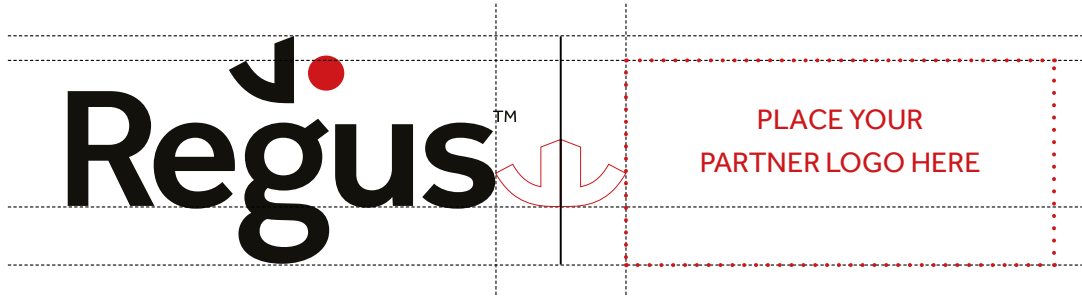


Figure 42

The Regus dual branding lockup uses a 100% black dividing line to separate the two identities

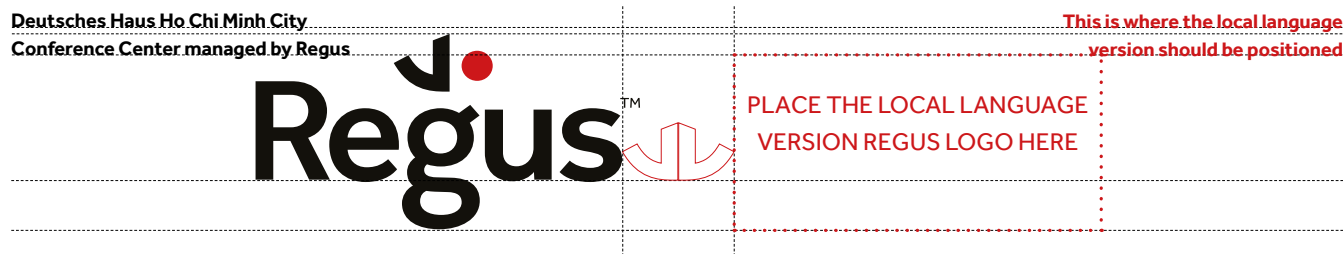


Figure 43

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

Partner logo size (Figure 42)

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.



OUR PHOTOGRAPHY



OUR IMAGERY

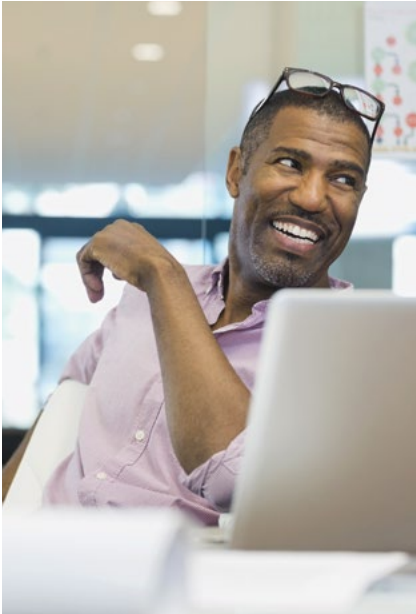


Figure 44
Lifestyle imagery



Figure 45
Centre imagery



Figure 46
Our centre imagery that have people in the shot, focus on the product, not the people. The emphasise is always on the centre.

Our photography needs to tell a story about how people use our spaces and our products. Regardless of whether you are shooting an office, meeting room, lounge or open space, to make these convincing and natural we do a number of things:

Use a shallow depth of field to focus on the part of the image that tells the story.

- ! 1. Please only use pre-approved imagery.
- 2. See page 13 about application of the colour wash.

CUSTOMERS AND OUR PRODUCTS



As well as capturing wider views of people working in our environments, we also capture detailed portraits of people at work.

Capturing brief moments, which when combined, help to tell a bigger story about all the different ways people use Regus.



SHOWCASING OUR SPACES

We want photographs like this

Centre imagery showcasing our products.

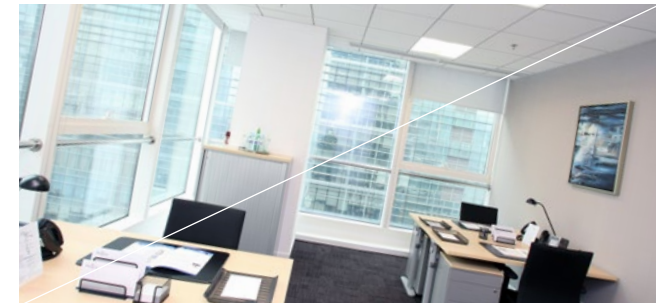


We do not want photographs like this

These are simply architectural / interior studies...



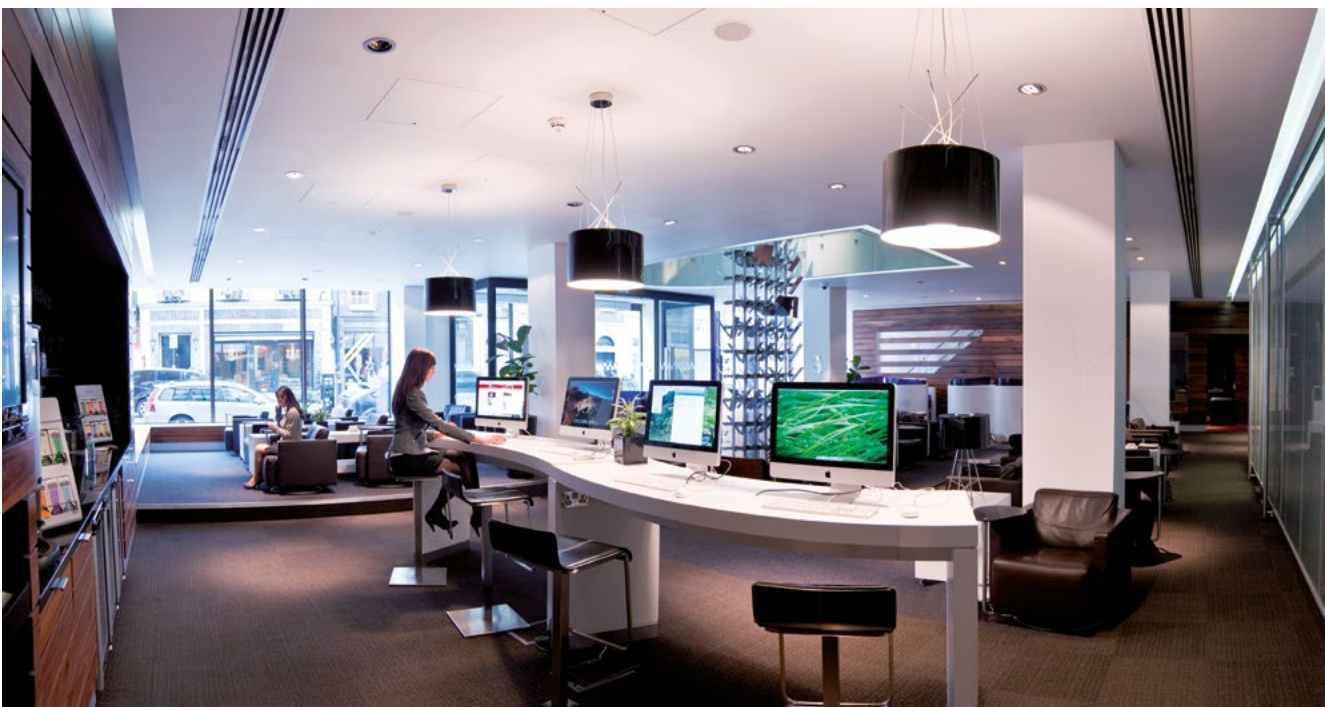
...that do not convey the 'feel' of the space.



COMPOSITIONS

We want photographs like these

Photos that tell a story, shot in an interesting way.



AUTHENTIC PEOPLE

We want everyday people doing everyday things

Working in offices, lounges, co-working and meeting rooms.



CENTRE PHOTOSHOOT DO'S AND DON'TS



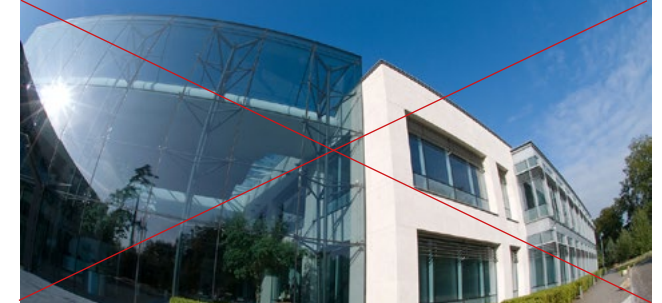
Do take your shoots with clean windows and on days with good weather



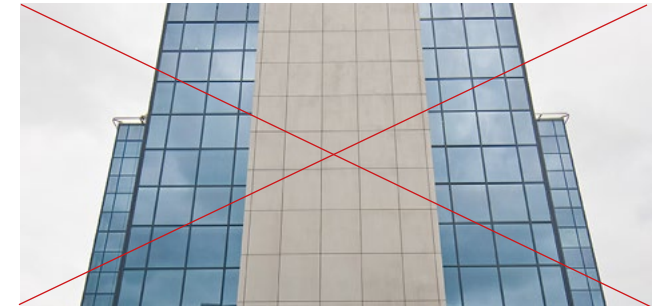
Do keep your set dressing to absolute minimum such as a plant in communal areas or a painting



Do declutter your compositions removing objects such as fire extinguishers and office supplies etc



Do not use effects such as distortion with a wide-angle lenses



Don't take shoots on days of bad weather and overcast skies

STOCK IMAGERY FOR PRESENTATIONS AND REPORTS



Keep imagery natural looking, aim for images that capture a moment



Use images that are clean without too many special effects such as lense flares and sepia toning



Do not use icons and graphic styles that do not fit in with our brand style



Do not use photography that is comedic in nature

We aim for tonal consistency in our imagery and so when choosing stock photography we require you aim for natural looking images, both in the colour palette and the style of the image. Avoid images that are obviously posed, and that have been overly colour graded or overly treated with effects.

We generally do not want the subjects looking at the camera, gimmicky photography and avoid cliched shots such as shaking hands.

We want images that can sit together on a page, that show diversity and feel spontaneous.

! Be wary of your market and avoid images that may easily offend



BRAND IDENTITY AND STYLE GUIDE, VERSION 3.2 - SEPTEMBER 2018
