

A modern interior space featuring a wall of light-colored, textured square panels arranged in a grid pattern. Three copper-colored pendant lights hang from the ceiling. In the foreground, a dark, curved reception desk is visible. To the left, a small potted plant sits on a dark surface. To the right, a tall, slender potted plant stands near a window. The overall aesthetic is clean, minimalist, and contemporary.

Signature

by Regus

BRAND IDENTITY AND STYLE GUIDE

VERSION 1.0 – JULY 2018

SIGNATURE BY REGUS

Signature by Regus has been created to represent an exclusive collection of iconic buildings from the world's tier one cities.

As a sub-brand, Signature by Regus adheres to the values, messaging and principles of the main Regus brand, but brings with it a handful of additional, unique qualities – qualities which define the difference that Signature by Regus stands for.

To help express this difference visually, the following guidelines have been developed to work as supplement to the Regus brand guidelines.

YOUR KEY TO THE WORLD'S ULTIMATE BUSINESS LOCATIONS

ULTIMATE PRESTIGE

We've created a collection of iconic buildings from top-tier cities around the world, to provide places to work that project success and enhance the status of your business.

ACCESSIBLE EXCLUSIVITY

Sought-after by many – but until now, only available to the few – we make it easy to work, meet and create a home for your business in the world's most desirable buildings.

VISUAL ELEMENTS OVERVIEW

A snapshot of the visual elements that form our brand identity

LOGO

Signature
by Regus

TYPEFACES

Effra

COLOUR PALETTE



Primary

Secondary

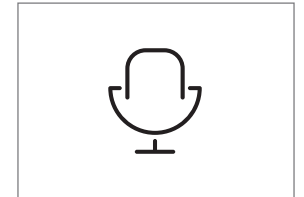
IMAGERY



Brand



Centre



Iconography

THE BRAND IDENTITY



Figure 1
Primary logo



Figure 2
Reversed version.

Primary logo (figure 1)

This logo is the preferred option to be used whenever possible. The logo does not sit in a black box, it simply appears in white wherever it is possible for a black background to be used.

Reversed (figure 2)

When a black background is not feasible, then the reversed version is to be used on white or very pale background.

CLEAR SPACE

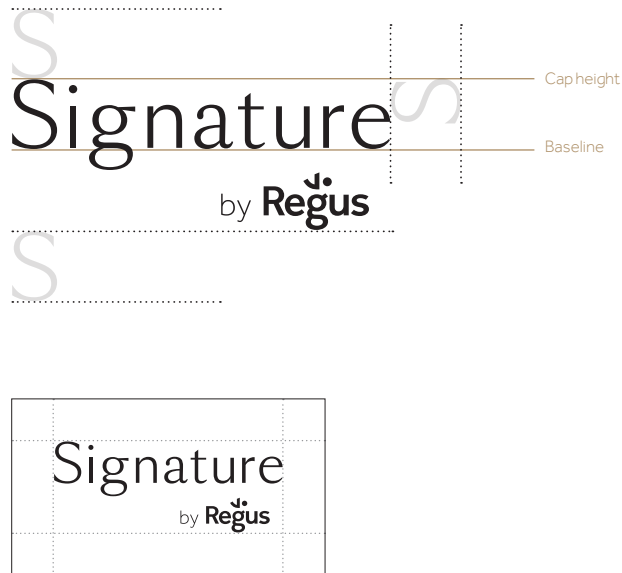


Figure 3
Application of clear space



Figure 4
Print
Minimum size 17mm



Figure 5
Digital
Minimum size 75px

Primary full colour (figure 3)

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 'S' from the Signature by 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 4)

The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 17mm when used for print.

Minimum size - digital (figure 5)

When used in digital formats, the logo has a minimum size of 75px.

MISUSE



Don't use any other colours.



Don't alter the logo in any way.



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.



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.

Figure 6

Incorrect application of logo placement

Logo misuse (figure 6)

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

- 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@iwgplc.com

OUR NAME

Signature by Regus



Signature By Regus



Signature



Regus Signature



How we write our name

'Signature by Regus' must appear in this exact form whenever it is used in either the written or spoken word. It is our full name and cannot be shortened or changed in any way.

BRAND TYPEFACES

Effra

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Effra

Our brand typeface is Effra. It is to be used for all our printed communications and online whenever possible. We use four weights for Effra, with no italics.

Language scripts

When Effra cannot support a language script, we use the typeface Noto. 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 it is common to both PC and Mac.

PRIMARY COLOURS

<p>C32 M40 Y65 K5 R181 G148 B100 #b59464 Pantone 871 C</p>	<p>C0 M0 Y0 K0 R255 G255 B255 #ffffff White</p>
<p>C0 M0 Y0 K100 C50 M50 Y50 K100 (Rich black) R0 G0 B0 #000000 Pantone Process Black C</p>	<p>C0 M2 Y0 K60 R128 G127 B131 #807f83 Pantone Cool Gray 10 C</p>

Figure 3

Primary brand colour palette

Primary colours (figure 3)

Our colour palette is an essential tool in building a distinctive and recognisable brand identity.

BUILDINGS



CENTRE DESCRIPTIONS

Signature by Regus gives you access to one of the world's most sought-after buildings.

The Gherkin, with its unrivalled views across the City of London, provides an exclusive place to work, inspire and impress – creating the ultimate image for your business.

Popular with traders, hedge funds and accountants, the building boasts a private bar and a stunning top floor restaurant.

- One of the world's most iconic buildings
- Exclusive, self-contained and professional workspace
- Global neighbours in insurance, finance and media
- Private bar and top floor restaurant
- Sandwich service for when meetings run over lunch
- Business-grade internet and telephony

Description

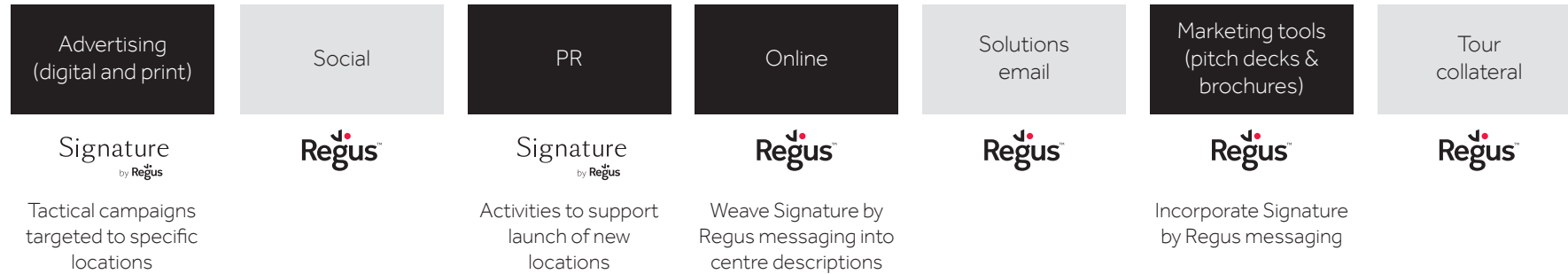
Try to include within the opening sections, the essence of what makes Signature by Regus different from all other Regus locations:

Ultimate prestige; a collection of iconic buildings from top-tier cities around the world, that provide places to work which project success and enhance business status.

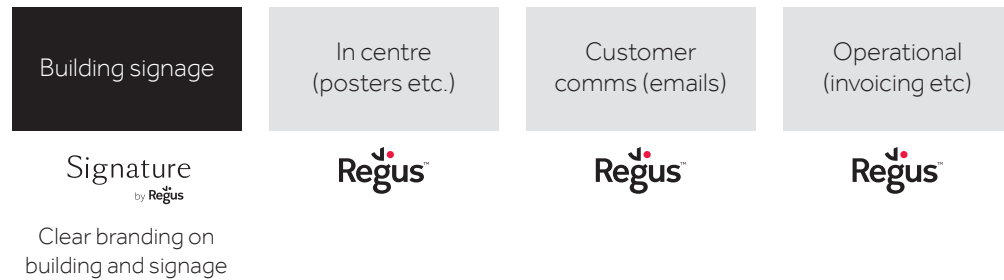
Accessible exclusivity; only Signature by Regus can make it easy to work, meet and create a home for your business in the world's most desirable buildings.

WHERE DO WE USE SIGNATURE BY REGUS?

PRE-SALE



POST-SALE





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