



red

STYLE
BOOK



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Welcome to the RED brand guidelines. These guidelines exist to make sure we consistently look our best!

Our identity is not just a logo. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the RED brand instantly recognisable.

Consistency is key when looking to apply the RED brand mark. This guide will help to familiarise you with the core brand elements to assist you in designing and producing dynamic and powerful communications with a degree of flexibility.

If you are unsure, just ask a member of the friendly RED Marketing team.

This is far from a complete identity guide, but will provide the basics to ensure initial consistency of brand application.



Our Design Values

Simple

Elegant

Clear

Approachable

Using these values at the heart of everything we produce will ensure that our brand has the right look and feel.



Our Logo

So here it is, the RED logo. This logo is the most visible element of our identity.

This logo is the spirit of RED.

It's a guarantee of quality that unites our range of services.

We use the same version in print, on screen, and in our office buildings around the world.

It's simple. Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects.

Our logo is a bold, simple, graphic statement.

While it is a simple logo, we must treat it nicely.

The following pages cover the correct usage to ensure the logo always looks its best.

The Master Logo

This is the logo you should be using as standard. It can be used on white, black, coloured or patterned backgrounds. However, when placing on a red background always use the white logo.

Logos are available on sharepoint in the Marketing Collaeral Library.




Logo Variations

A. White Logo

This logo should be used primarily when placing on the red gradient background or a plain red background. It can also be used when the master does not show up correctly.

B. Square Logo

This logo should be used when placing on a background where the master or white logo are not suitable. This version of the logo should also be used where a square is the most appropriate shape - for example social media profiles.

C. Circle Logos (supplementary)

These logos are supplementary logos, they can be used in social media platforms with circle image frames and in marketing material as a design element when the main logo is still present within the document. As these are not one of the main logos they are not available on sharepoint, if you would like to use these please talk to the marketing team for access.

A.



B.

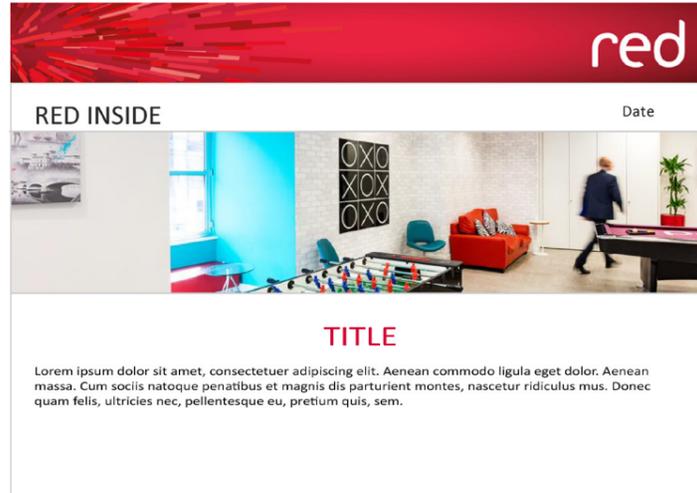


C.




Logo Usage

The logo should be placed on the top right corner, unless followed by a tag line, then it should be placed on the left. It can also be placed in the bottom right corner with the correct space around it (see next page for details).

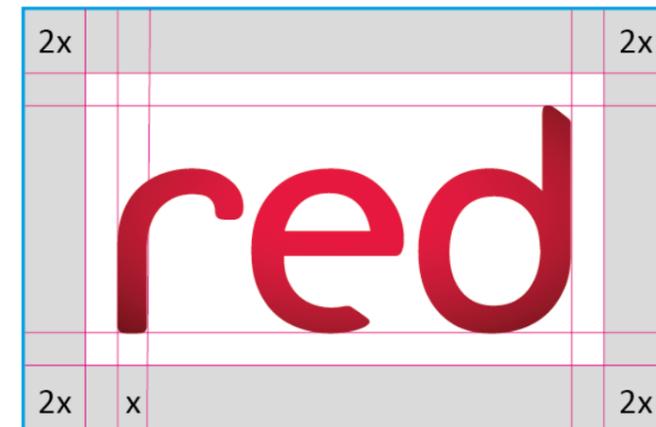


Logo Spacing

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clear space. This isolates the logo from competing elements such as photography, text etc. that may detract attention and lessen the overall impact. Using the logo in a consistent way across all applications helps to both establish and reinforce immediate recognition of the RED brand.

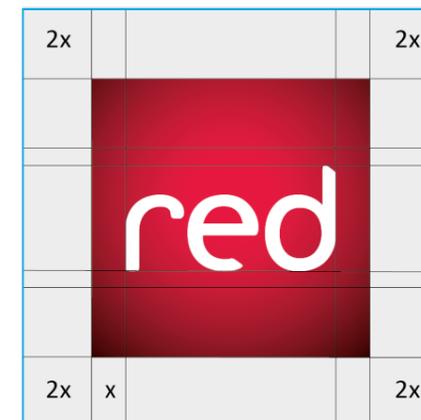
Master Logo

The minimum clear space is defined as x, measured by the width of the vertical stroke of the letter 'r'. The minimum clear space of 2x should always be applied. Try to maximize clear space whenever possible.



Square Logo

The minimum clear space is defined as x, measured by the gap between the logo and background box. The minimum clear space of 2x should always be applied. Try to maximize clear space whenever possible.



Logo Sizes

The size of our logo should be appropriate for the material it is being used on. It should not be smaller than the sizes stated. Sometimes you will need to use the RED logo at a very small size. The logo should not be reduced beyond a minimum width of 20mm. Given the lack of space online and in emails, the minimum size does not apply in these mediums, but always be aware that the smaller the logo is, the less impact it will have.

The logo should retain the same aspect ratio at all times. This is 1:2.



Logo Don'ts

To maintain the integrity of the RED logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.



Don't distort the logo



Don't angle the logo



Don't change the logo colour



Don't place any effects on the logo

The examples shown here illustrate possible misuses of the RED logo that should be avoided.



Affiliate Logos

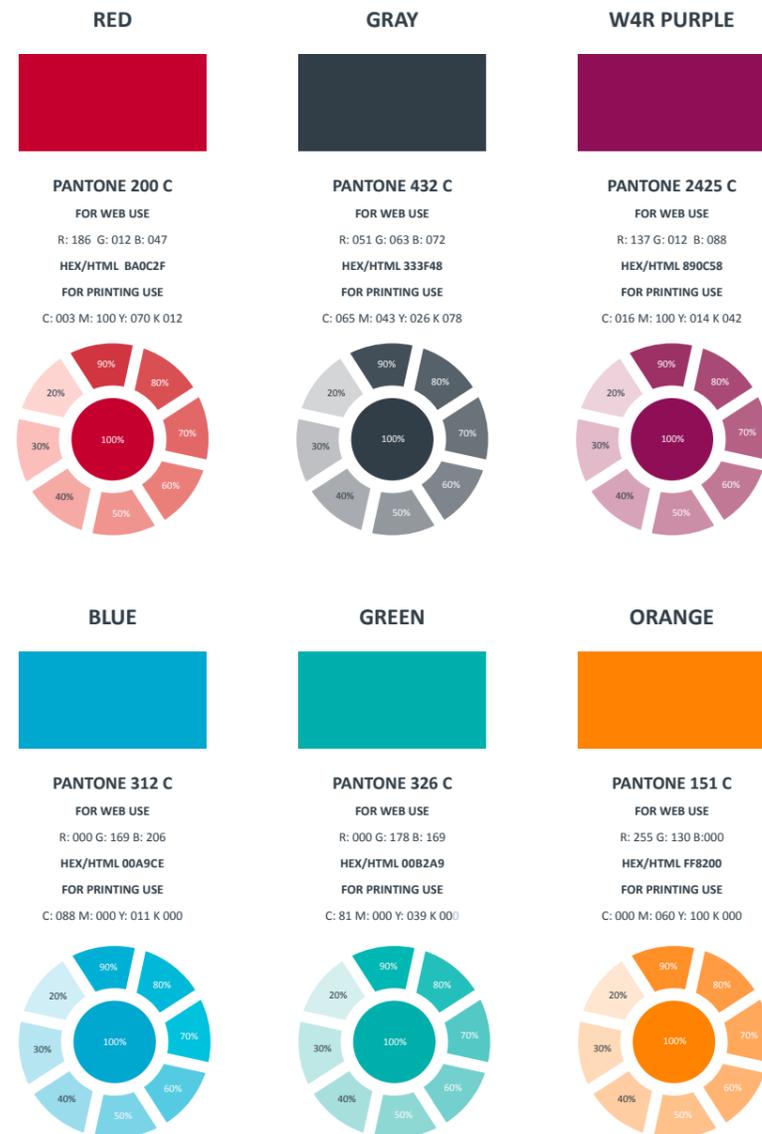
We have various sectors of the business that need their own branding, to have a bespoke logo created talk to our marketing team.



Colours

The brand colour pallet is red, gray, blue, green, orange and the Work For RED Purple. The core RED brand colour is red. Unless the logo is reversed, it must always be red. The rest of the brand colours, should be used to reflect the tone of our brand and complement the message we are trying to portray.

NOTE: Work for RED Purple should only be used by the Work for RED team or with approval from them.

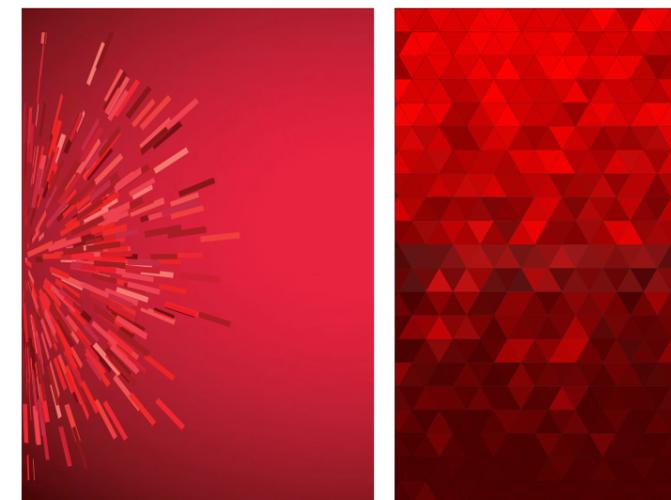
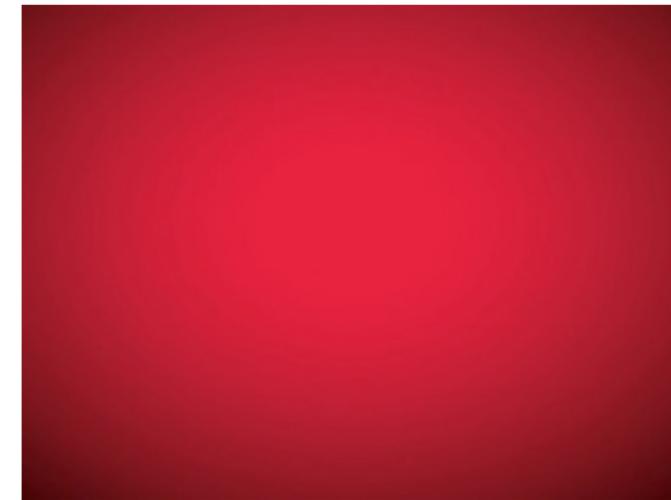


Backgrounds

Gradient and Pattern

We have created two backgrounds and a pattern that can be used to complement work, these have been designed to help establish and reinforce recognition of the RED brand.

If you would like to use these on a piece of work then talk to the marketing team who can help you with the design.



Typeface

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

PRIMARY FONT

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890!@\$%
Calibri

WEB FONT

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890!@\$%
Lato

MARKETING FONT (only to be used in campains and marketing material)

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890!@\$%
FUTURA PT

Hierarchy

For titles and headings Calibri Light should be used. Sub headings and body text should use Calibri Regular. Calibri Bold can be used for titles when Calibri Light is not appropriate or wont show up correctly. If you do not have Calibri Light available Calibri Regular is fine. For web based designs our font is Lato.

Heading - Calibri Light Font Size 16 - 22 pt
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz.,''''
 123456789£\$?!<>{}[]#¢™®

Sub-heading and content - Calibri Regular Size 10 - 16 pt
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz.,''''
 123456789£\$?!<>{}[]#¢™®

Heading Alternative - Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,''''
123456789£\$?!<>{}[]#¢™®

Web Fonts - Lato

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz.,''''
 123456789£\$?!<>{}[]#¢™®

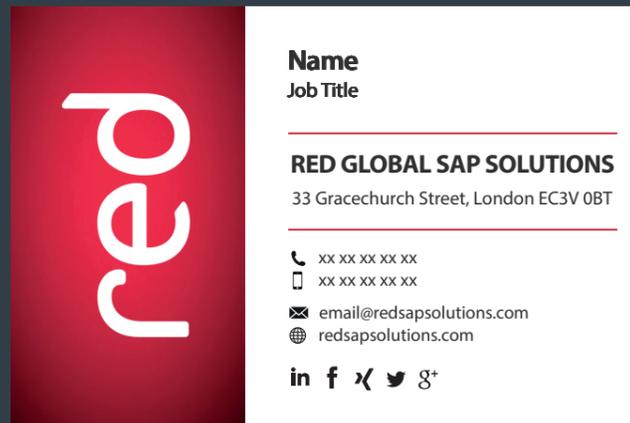
Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz.,''''
 123456789£\$?!<>{}[]#¢™®

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,''''
123456789£\$?!<>{}[]#¢™®



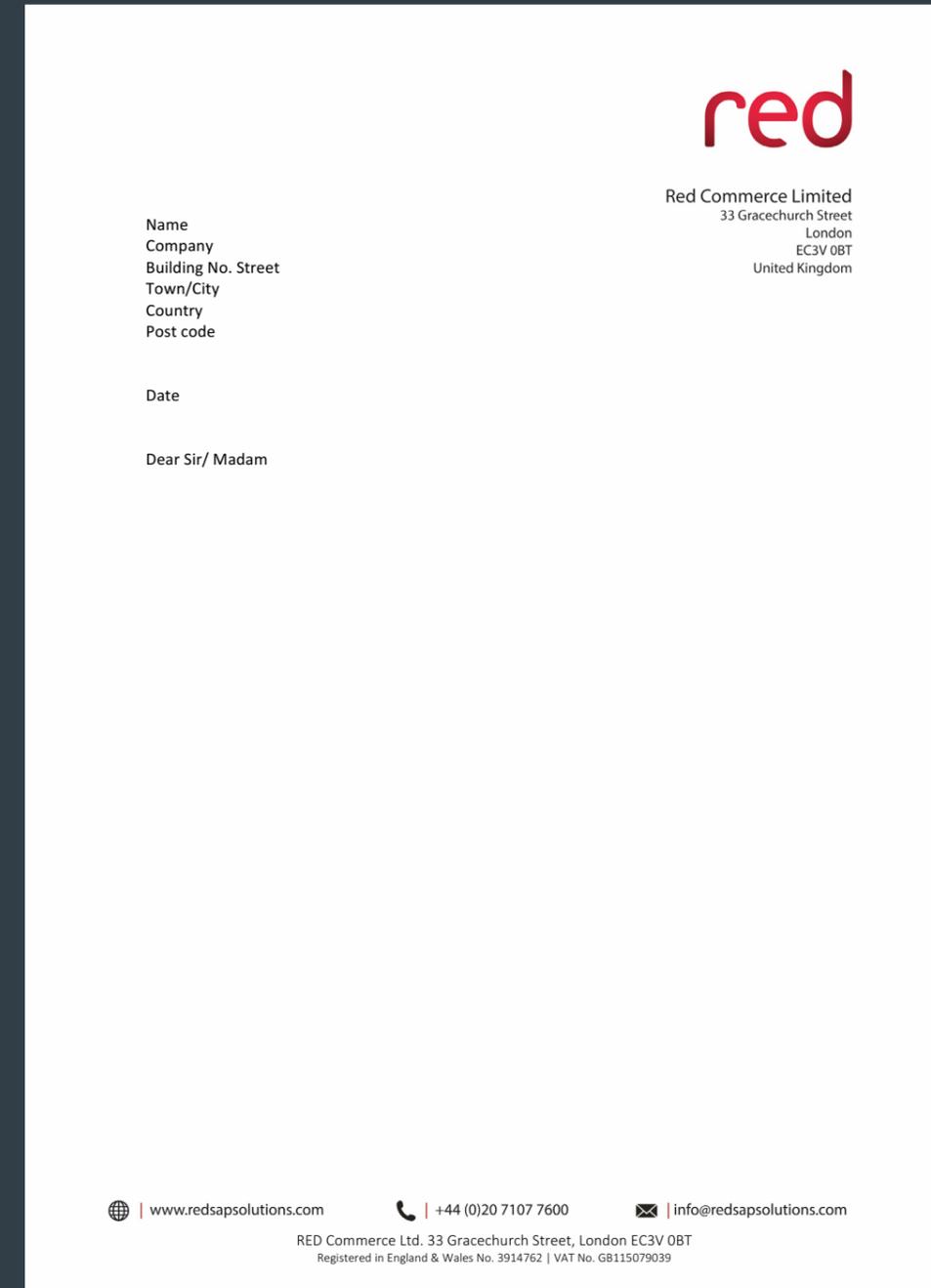
Business Cards

Each office has been supplied with business card designs for printing, please request these from your Office Manager.



Letter head

The letterhead has been designed to be used digitally and printed. Please do not change the formatting when using this document.

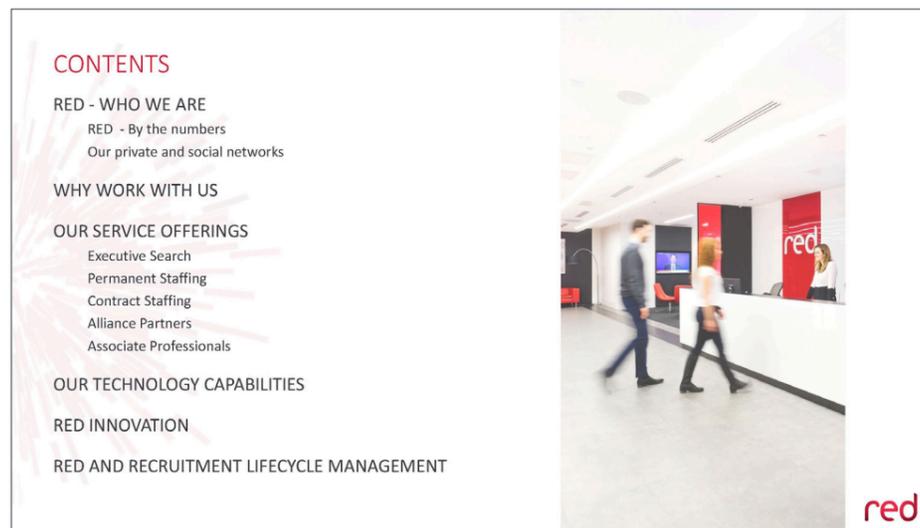


Presentations

A Red Powerpoint template has been created to be used for all RED presentations to ensure there is a consistency.

There are a number of title slides in the template but the below is the default you should use.

The format and fonts in the template have been set up for you to use and add your own content, keeping the format the same is advised as it will ensure your slides reflect the RED brand.



Email marketing

We have designed email templates to be used when sending marketing material and inviting clients and candidates to events. If you would like an email created please fill in a design request form and send to redmarketing@redsapsolutions.com



RED would like to invite you to our first



BINAR

led by **JNC**
ACCESS SERVICES

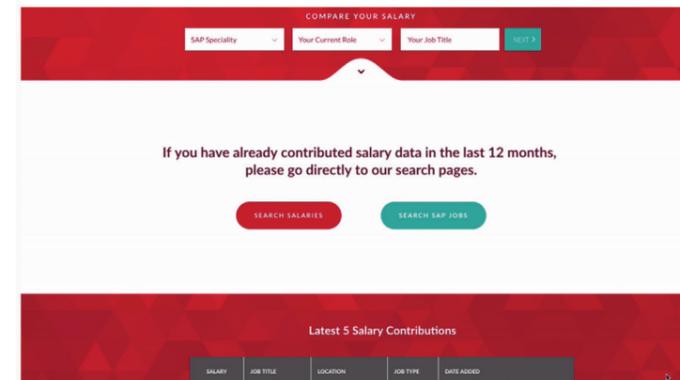
in the Webinar

Are you earning as much as you could be?

2nd March 2017

Today we're launching Salary Hub, RED's latest platform to ensure you know exactly how much your skills are *really* worth.

Time TBC



Click here to RSVP

Looking forward to seeing you there!

Salary Hub collects consultant's salary data to understand industry averages by location.

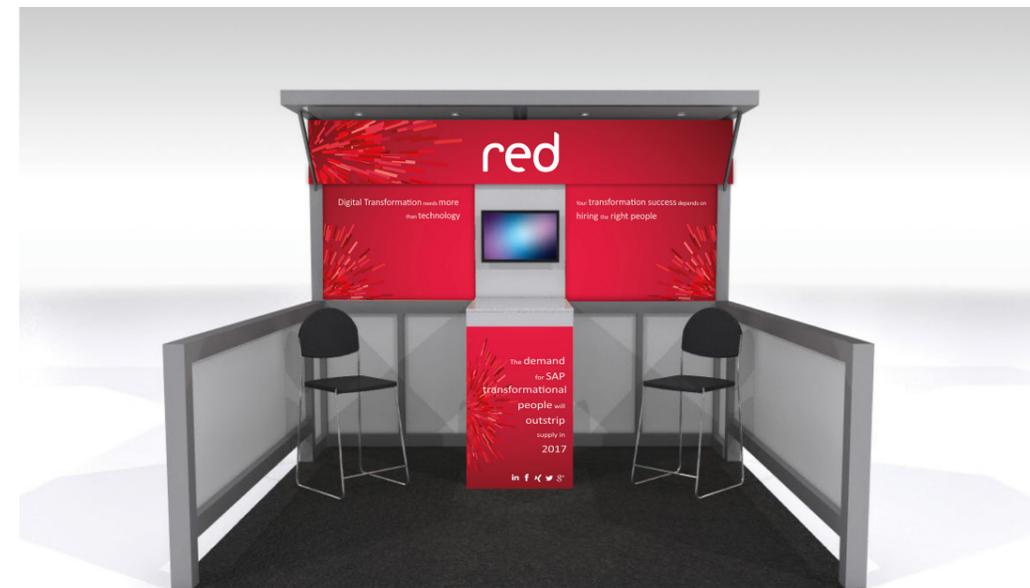
Roll Up Banners

It is important when using Out Of Home marketing that the brand is recognisably RED. So using simple designs on one of the two core backgrounds (see p.13) and not over complicating the design is key.



Exhibition Stands

RED exhibit at a number of SAP events around the globe and it is therefore important that the designs are consistent regardless of the location.



RED Life Sciences

Affiliate branding stays in line with the general RED branding but incorporates additional elements to make it more specialised. If you are looking to get any affiliate collateral produced please talk to the marketing team.



Illustrated Icons

Icons can be used to enhance the brand image, they are colourful and simple.

Icons should be used in presentations, printed and digital collateral. A full set of icons will be available on share point. If you need a specific icon designed please talk to marketing.



Printed Mugs

These are sent out to candidates with useful merchandise inside to welcome them to red.



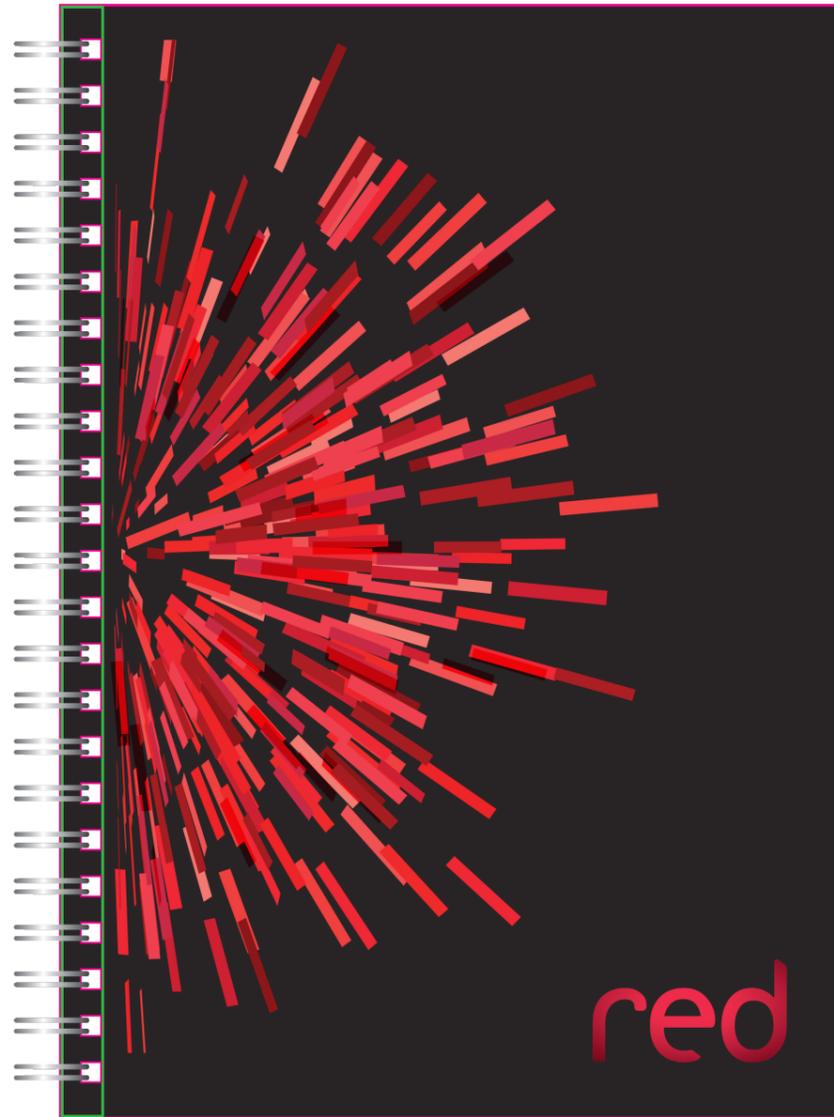
Gift Bag

To be given out at client meetings, filled with RED merchandise and at events to promote the brand.



Note Book

These are given out to RED staff when they start and to clients as part of their goody bag.



Exec Power banks

These are for higher value clients and candidates along with other merchandise.



Other Items

These are for all clients and candidates.



Pen

USB

Bottle Opener

Power Bank

Website Redesign

We are in the process of updating our website to be more user friendly and better reflect our brand identity.

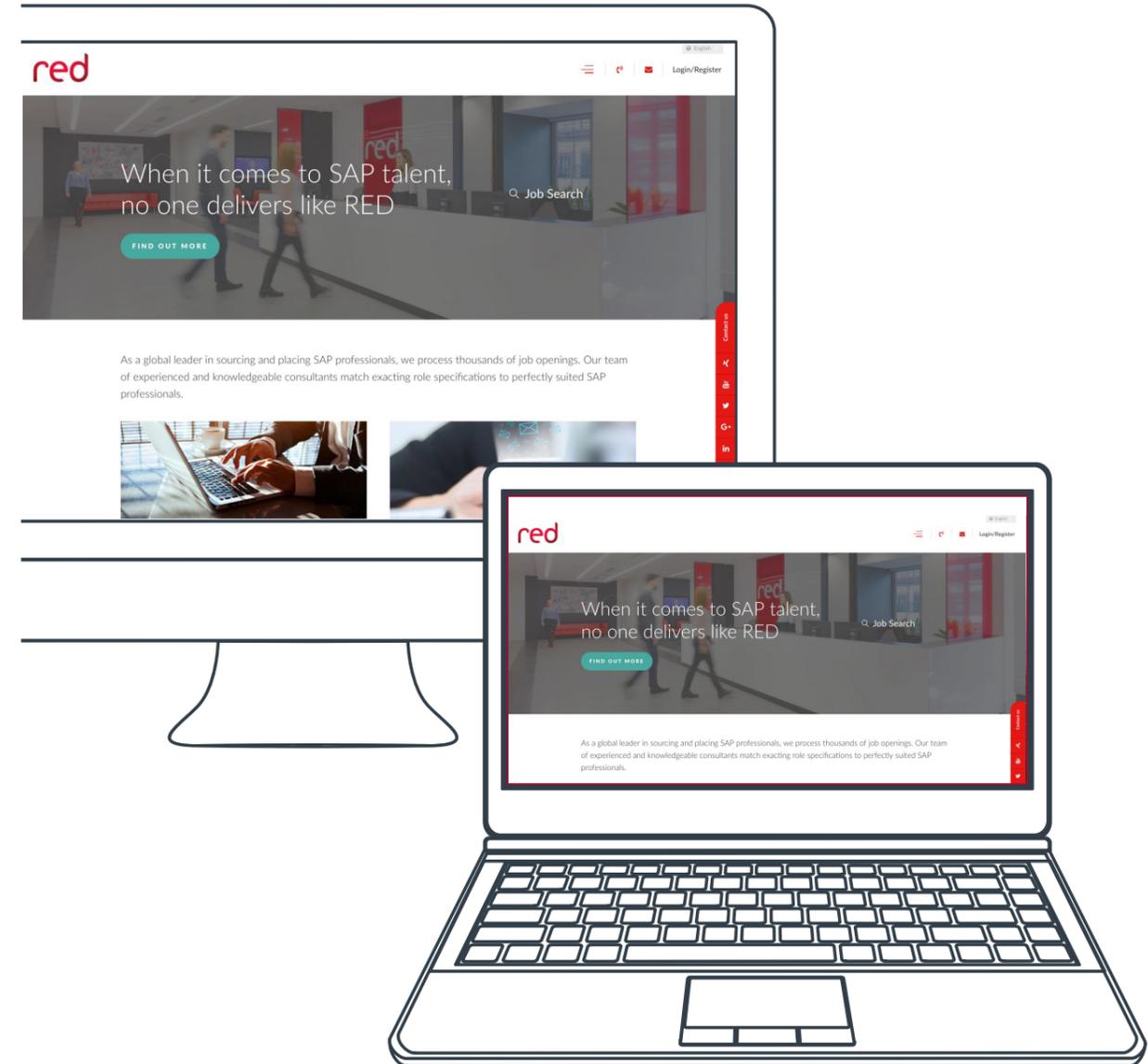
The opposite page is a vision of what the website could look like in the future following the key principles:

Simple

Elegant

Clear

Approachable



Professional Personality

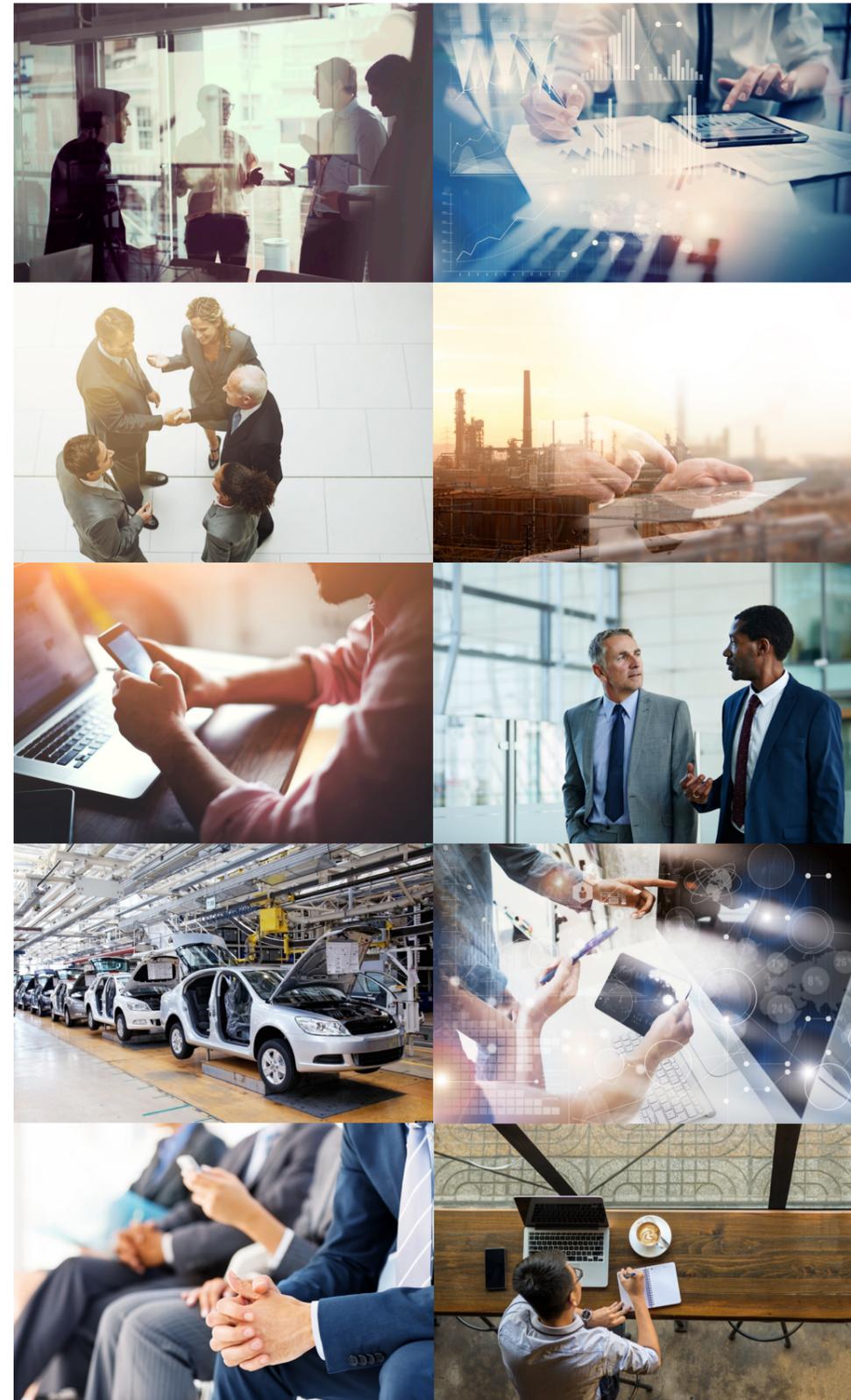
Photography is essential to the RED brand. It creates emotion and has a distinct personality. It is the best opportunity to paint a fresh picture of RED that is innovative, real and engaging.

A set of approved images will be available on Sharepoint, for any additional imagery please talk to the marketing team.



OUR APPROACH TO PHOTOGRAPHY

- Natural and relaxed - not posed or artificial
- Everyday and honest - something we can all relate to in real life
- Personal and engaging - capturing emotions and energy.
- People orientated - People are what make our company run so we should reflect this in our imagery.
- Consider the brand colours - try to use imagery which complements the colours in the design.



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