

Global Recruiters Network

Logo & Brand Identity
Guidelines

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Logo Design

The GRN logo demonstrates the idea that universal connection creates growth and limitless possibilities.

1.1 Spacing

Graphic Space

Gray striped area indicates safe zone. Other graphical and visual elements can be safely positioned up to the adjoining blue area. The blue area must be kept free of all other graphical and visual elements.



1.2 Logo Typeface

Kozuka Gothic Pr6N (Light)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Logo Font

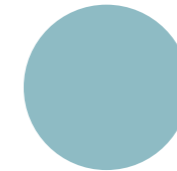
Kozuka Gothic PR6N L is the primary font used for GRN's logo. This font has a clear, modern feel that keeps our brand light and fresh.

1.3 Color Specifications



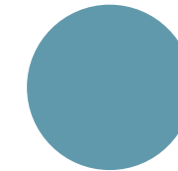
Pantone 552 C

HEX: #b6d5dd
RGB: 182, 213, 221
CMYK :18, 4, 0, 13



Pantone 5503 C

HEX: #8fbcc5
RGB: 143, 188, 197
CMYK: 27, 5, 0, 23



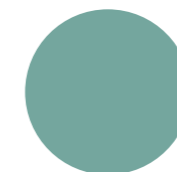
Pantone 549 U

HEX: #6099ad
RGB: 96, 153, 173
CMYK: 45, 12, 0, 32



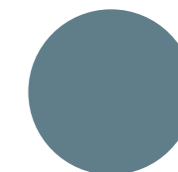
Pantone 559 U

HEX: #b1cebb
RGB: 177, 206, 187
CMYK: 14, 0, 9, 19



Pantone 24 C

HEX: #74a79f
RGB: 116, 167, 159
CMYK: 31, 0, 5, 35



Pantone 2180 U

HEX: #627b88
RGB: 98, 123, 136
CMYK: 54, 0, 3, 52

*Pantone colors are approximate

1.4 Common Mistakes



Don't

- 1. Change logo's orientation
- 2. Add shadow effects to logo
- 3. Distort logo
- 4. Place a drop shadow behind logo
- 5. Add any background photos
- 6. Alter logo in any way
- 7. Place box around logo
- 8. Place color behind logo
- 9. Change color

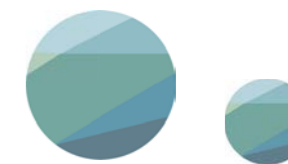
1.5 External Logo Use

Social Media

There are two versions of the social media profile image. Each are saved as PNGs with transparent backgrounds.



Can be used for all round and square cornered profile destinations placed within a container.



Created for circular profile destinations that aren't placed within a container.

Email Signatures

Email signatures are saved as PNGs with transparent backgrounds.



Optional quote and other text goes down here in gray.
-Author

Partner Usage

Here are ways to ensure GRN's logo will stand out on other company websites.



GRN's logo may be used in places where people aren't familiar with our purpose as a company. Using our slogan helps people quickly understand who we are.



Use this format for promotional campaigns, joint announcements or press releases that already contain "Global Recruiters Network" in the title.

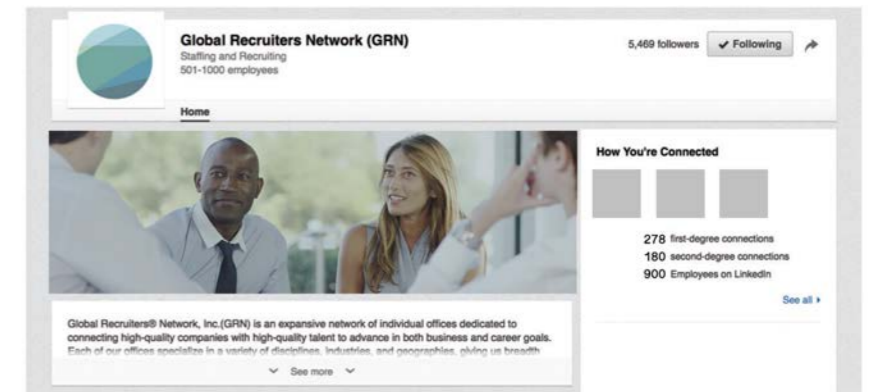
1.6 Social Media Examples

Each office may use their custom image as their background on all social media platforms.

Facebook



LinkedIn



Twitter





Images and Text

When people walk into GRN, they're greeted by bright, welcoming individuals. Creating an accessible, contemporary aesthetic channels the same environment online.

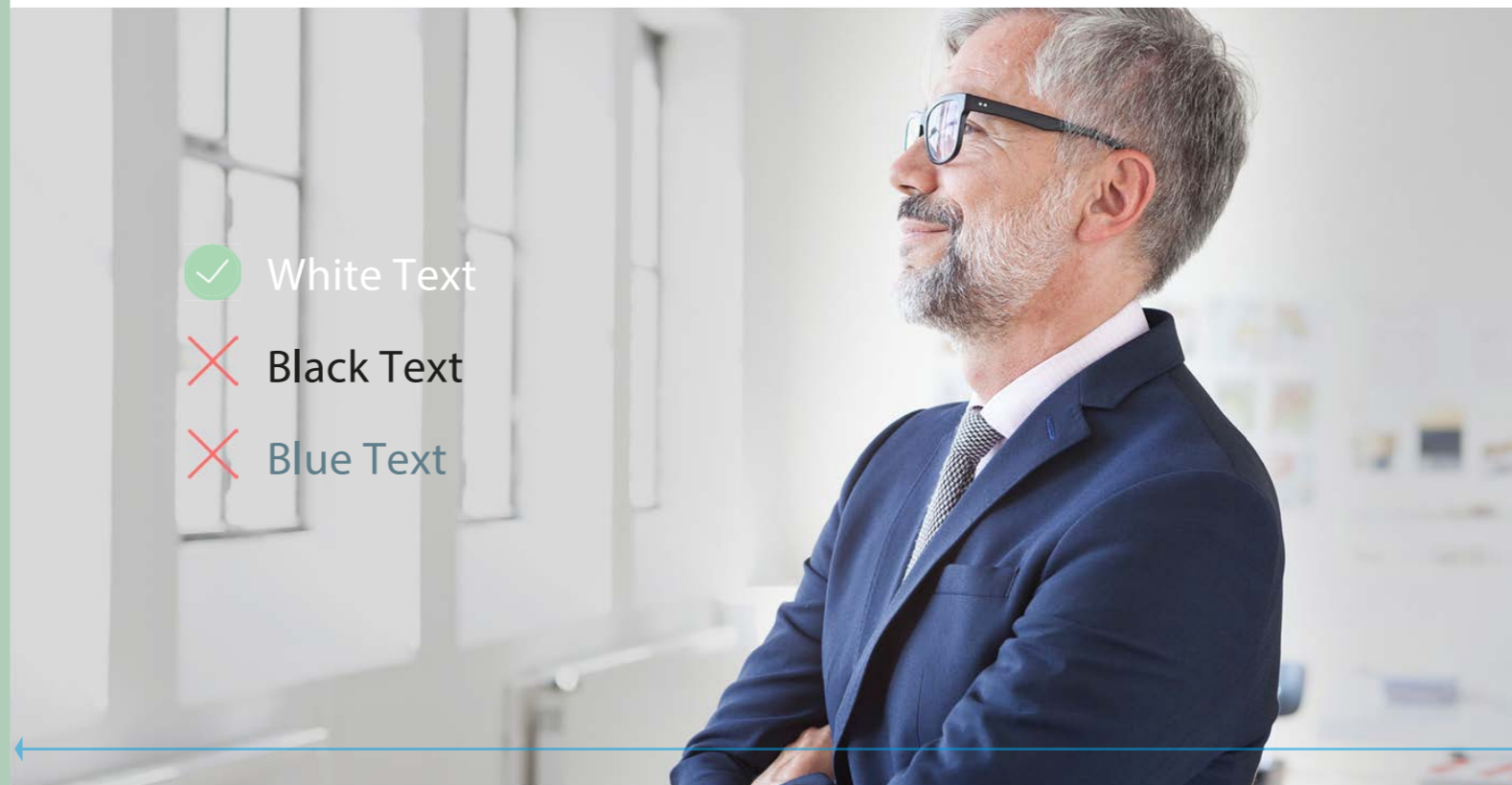
2.1 Photography

Photo-dominant documents enable viewers to identify with the material. Current, candid and colorful images help create a relatable environment.

Our Audience

All approved photos are edited to make white text readable. Other colors are too dark and distracting.

- ✓ White Text
- ✗ Black Text
- ✗ Blue Text



Format

All images must be full bleed and placed on a black, white or light gray background to ensure our logo and images pop.

2.2 Iconography

Icons are simplistic, easy to read and perfect for handouts, emails or web posts.

Do's and Don'ts:



Holiday or greeting messages found on the internet



Clip art



Buttons

Colors



Pantone Solid Coated 424 C
HEX #: 757575
RGB: 117, 117, 117
CMYK :0, 0, 0, 54



Pantone Solid Coated 424 C
HEX #: afafaf
RGB: 117, 117, 117
CMYK :0, 0, 0, 54



Pantone Solid Uncoated 2180 U
HEX #: 627b88
RGB: 98, 123, 136
CMYK: 54, 0, 3, 52

2.3 Typography to Use

Helvetica (Light)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Segoe UI (Light)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Web and Print Fonts

Helvetica and Segoe are versatile, lightweight fonts that are accessible on all computers.



Promotional Materials

These are simple tools that bring the GRN brand to life.

3.1

Stationery

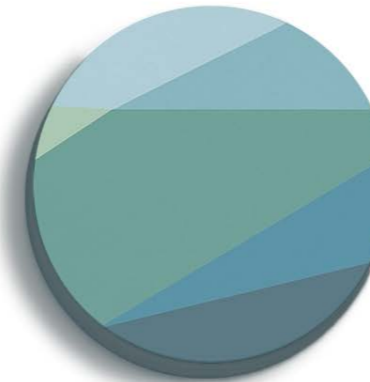
All handouts can be to ordered through Green W. Associates.
Each office will be contacted when materials are available.



Handouts

1. Letterhead
2. Envelope
3. Folders
4. Rectangle card
5. Round card

3.2 Business Cards





Headshots

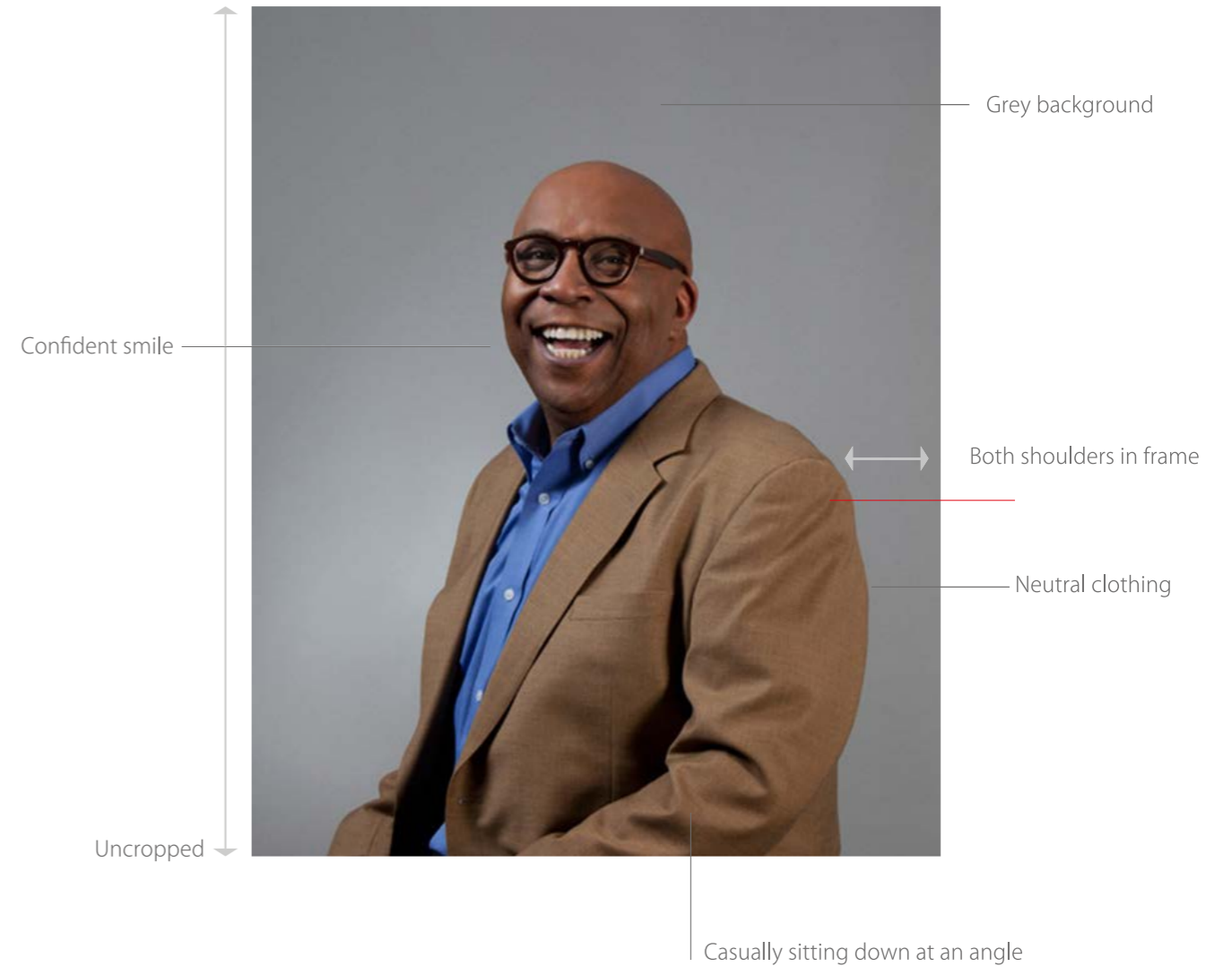
Updated, professional headshots create a fresh impression.

4.1

Requirements

These guidelines will help create a consistent look for your office's biography page.

Minimum sizing - 335 x 475 px & 96 DPI



4.2 Do's and Don'ts



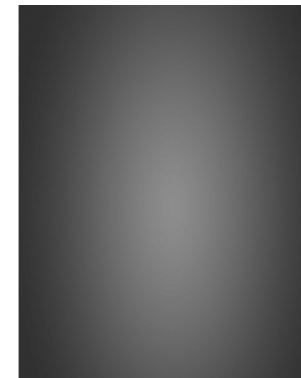
Fits all requirements



Angled, shoulders off frame,
colored background



Must be taken by a professional



Dark gray background



Colored backdrop



Heavily patterned

4.3

Photographers

Here are a few photography studios with hundreds of locations throughout the country.

 **PORTRAIT STUDIO**

targetportraits.com



picturepeople.com

JCPenney | portraits

jcportraits.com