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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.



# CORE PRINCIPLES



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# **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.

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.

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.

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

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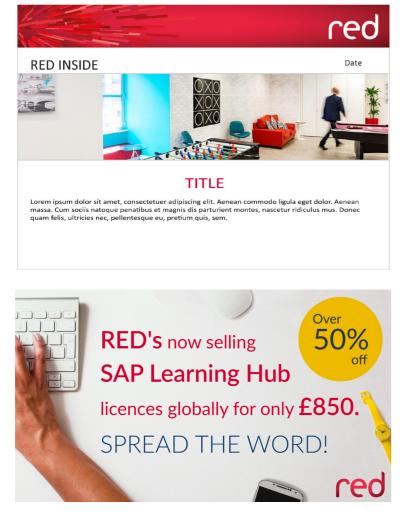






# Logo Usage

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).



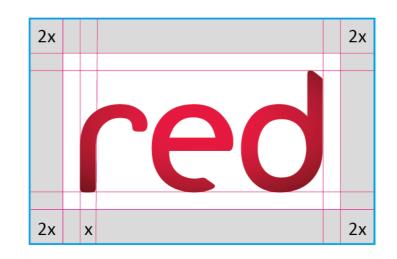
7 global offices	RED started working with Accenture since 2003 with Red Commerce Ltd. algened as a specialist SAP Supplier RED has provided in sectors of 200-58P Consultants to Accenture, both permanent and contract in more than 51s-obstriftse	rd scross 70 countries
5111		PHARMACEUTICAL CASE STUDY
300,000+ SAP relationships	WHAT ARE WE PROPOSING IN OUR PARTNERSHIP: Dedicated SAP Pre-Sales and SPP Pursuit support luteral altering tensis retu to to derive to the needs of Accenture SAP sales teams an Europe, assisting them in hunding new SAP business. This could be available profiles, tands or SME's for content input. Arrays to SAP SME's at about notice	
(A)(到)	When an SAP Subject Matter Expert is required to either provide content to an RFP resp or join the Accenture team at an RFP Client Workshop. RED will deliver the right profile	
30 spoken languages	or jour our retermined teaming the characteristic production of the second time of between 2-48 min and the second time of between 2-48 min and the second s	RED covered the cost and sent our SAP Treasury SME to Basel to join the Partners sales team team for the client RFP workshop
4.4	Providing Accenture with the complimentary SAP competence to chase additional busi that maybe previously they might have chosen not to, with the use of RED's Subject M Experts attending Proposals, Client workshops, or assisting with RFP responses. Creatir	<ul> <li>Resulted in securing the first phase of a Global Treasury implementation with 2 SME Consultants on-hoard from RED</li> </ul>
200+ employees	extended Accenture SAP Bench.	<ul> <li>Resulted in the Partner securing a project in excess of €30m in revenue over 3vrs</li> </ul>
Loor employees	Formalise Agreement: Create a Joint Development fund based on revenue spend with Accenture UK. Agree quota of man-days per year that we can commit the SAP SME's time to pre-sales activiti our own cost from our Joint Development Fund.	on a      Project went live successfully in 2015 with RED associates
400,000+ strong SAP professional network	our ownexis them our Jonn Development runa. Depectation: Guarantees the consultants utilised from RED in the pursuit will be on the proje Accenture are the chosen endor RED uside as the exclusive Accenture Partner for the given project if the bid is succe based on the sale purpulation.	input in to RFP responses, attend client workshops, and be
in l	Some of the INFOSYS Ltd Engagements RED has supported:	Follow us on: www.redsapsolutions.com
1 of LinkedIn's	Some of the INPOSTS Ltd Engagements RED has supported.	info@redsapsolutions.com

# 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.

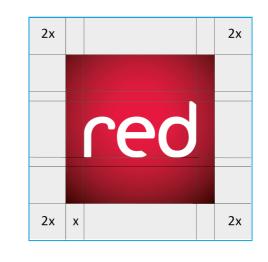
# Master Logo

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.





OGO IDENTITY USAGE



# 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 change the logo colour

Don't angle the logo



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.







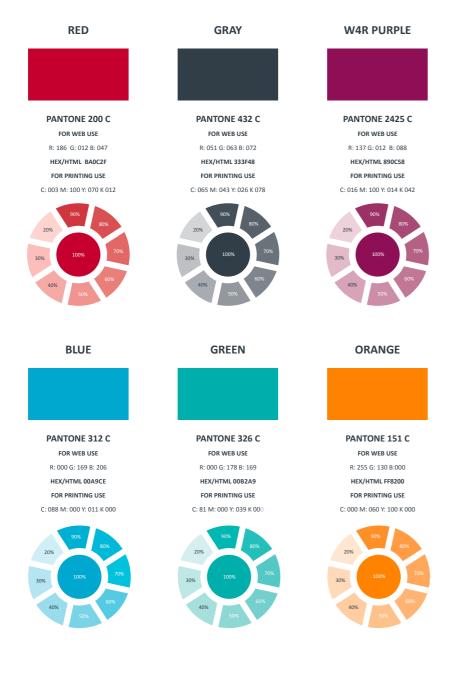




# Colours

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.

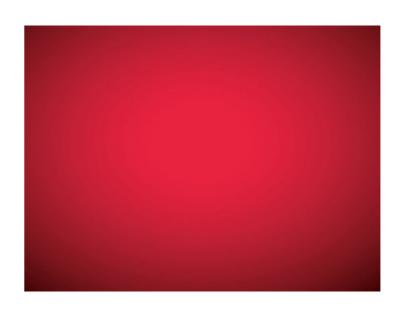


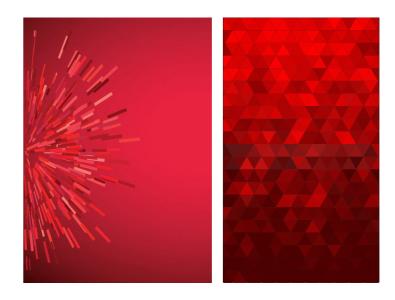
# Backgrounds

# 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.





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**PRIMARY BRAND COLORS** 



# 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

ABCDEFGHIKLMNOPQRSTUVWXYZ abcdefghiklmnopqrstuvwxyz 01234567890!@\$%

# WEB FONT

Calibri

Lato

ABCDEFGHIKLMNOPQRSTUVWXYZ abcdefghiklmnopqrstuvwxyz 01234567890!@\$%

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

ABCDEFGHIKLMNOPQRSTUVWXYZ abcdefghiklmnopqrstuvwxyz FUTURA PT 01234567890!@\$%

# 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£\$?!<>{}[]#¢<sup>™®</sup>

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

# Web Fonts - Lato

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

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

# Bold

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



# **YPOGRAPH**



# **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.



## Name Job Title

**RED GLOBAL SAP SOLUTIONS** 33 Gracechurch Street, London EC3V 0BT

**C** XX email@redsapsolutions.com redsapsolutions.com

in f X y 8⁺

red www.redsapsolutions.com

Name Company Building No. Street Town/City Country Post code

Date

Dear Sir/ Madam

www.redsapsolutions.com L +44 (0)20 7107 7600 RED Commerce Ltd. 33 Gracechurch Street, London EC3V OBT Registered in England & Wales No. 3914762 | VAT No. GB115079039

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www.redsapsolutions.com

www.redsapsolutions.com



Red Commerce Limited 33 Gracechurch Street London EC3V 0BT United Kingdom



info@redsapsolutions.com



# 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.



CONTENTS	
RED - WHO WE ARE	
RED - By the numbers	
Our private and social networks	
WHY WORK WITH US	
OUR SERVICE OFFERINGS	
Executive Search	
Permanent Staffing	
Contract Staffing	
Alliance Partners	
Associate Professionals	A
OUR TECHNOLOGY CAPABILITIES	TLLE
RED INNOVATION	
RED AND RECRUITMENT LIFECYCLE MANAGEMENT	
	C

# **Email marketing**

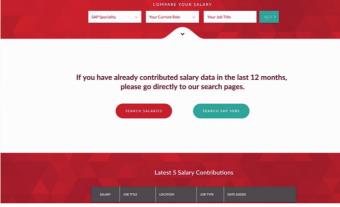
We have designed email templates to be used when sending marketing material and inviting clients and candidates to events. If you would like an email created please fill in a design request form and send to redmarketing@redsapsolutions.com





## Are you earning as much as you could be?

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



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

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RED would like to invite you to our first

BINAR ed by **JNC CCESS SERVICES** n the Webinar

2nd March 2017 ime TBC

## here to RSVP

d to seeing you there!

**DIGITAL MEDIA** 

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# **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.









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When it comes to SAP talent, no one delivers like RED

7 global offices 300.000 SAP . 172 countries



OUTDOOR

# **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.









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

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

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# 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**





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# Website Redesign

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

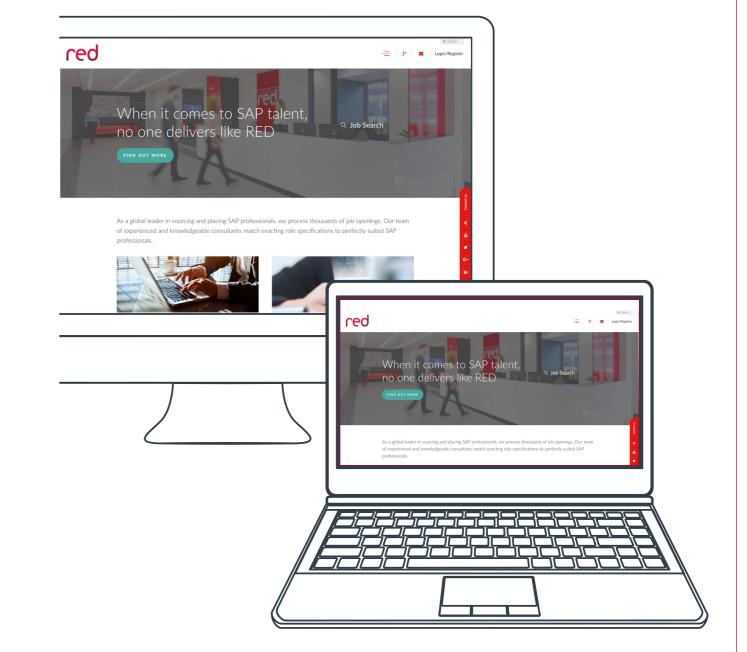
The opposite page is a vision of what the website could look like in the future following the key principles:

Simple

Elegant

Clear

Approachable





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WEBSITE



EPHONE

red

# **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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# IMAGERY





