# bgrs

# Brand guidelines
## Brand Team
## Version 1.0

# Who we are

A strong brand is one of the most valuable assets an organization owns. It can be the difference between a customer or client choosing us over our competitors, or new talent choosing us over another opportunity. Our brand should always feel unified and carefully considered, cutting through the noise and creating memorability with our audience.

This guide explains what our brand stands for and how we express it consistently across our communications. Use it to understand how to handle each creative element and build a recognizable BGRS look and feel.

Everyone has a part to play and this guide is here to help you.

bgrs

# Brand lines and usage

## Our legacy vision statement

To reflect where we are now, as a brand and as a business, we're retiring our old vision statement, which should no longer be used across any communications:

# By your side, looking ahead

This line has served us well, reflecting our ethos of partnership, unity, optimism and progress. But it's now time for a bold new direction. We need a stake in the ground, showing that we're a dynamic and distinctive leader in the market.

## Our new strapline

We've created a powerful strapline for
our new brand:

# Fluent in mobility. Fluent in you.

This is a key element of our brand, encapsulating
everything we promise to deliver to our clients
and customers, as well as our point of difference
from our competitors.

## Unpacking our strapline

Our strapline comes from a core insight:

**A personalized experience is now one of the key differentiators of exceptional employee mobility.**

# Fluent in mobility. Fluent in you.

⇒ Effortless and frictionless

⇒ A fluent approach

⇒ Flexible and adaptable

⇒ Empathetic service tailored to the individual or business needs

⇒ Distinctive and differentiating

⇒ Expert, intuitive, and practiced

## Using our strapline

The 'Fluent in mobility. Fluent in you.' strapline does not appear as a 'lockup' alongside our main logo, but should accompany the logo wherever possible.

It can be used for top-level, client-and customer-facing materials promoting BGRS. For example, it can be used as the lead statement for a website heading, or as a sign-off on a banner or a brochure cover.

Think about what you're trying to achieve with each piece of marketing collateral and use the strapline appropriately.

Fluent in supply chain management.
Fluent in analytics.
Fluent in your five year plan.
Fluent in your favorite Malaysian coffee.
Fluent in Boston mountain bike shops.
Fluent in east coast Mandarin.

When used as a headline, our strapline can flex to different contexts, messages and audiences.

# Our tone of voice

Words matter. Language has the power to shape our relationships with our clients and customers, and how we're viewed by competitors and peers.

It's essential to maintain a consistent and recognizable tone of voice across all of our communications—whether in person, on paper or through digital.

Use these guidelines whenever you're looking for the right words; every interaction is an opportunity to stand out and get our values, mission and personality across.

## Our brand

Our tone of voice is underpinned by our strapline:

Fluent in mobility.
Fluent in you.

This is our strapline for all external marketing communications. It's all about serving our clients and customers fluently; creating positive, personalized experiences through a true understanding of their needs. This is reflected in our empathetic, customer-centric communications and our confident use of language.

## Our personality

We are

### Fluent

Everything we do is about making mobility feel easier for our clients and customers, and our communications should be smooth and effortless to read.

We always write with our audience in mind, putting their needs first and leading with what matters most to them.

### Friendly

Big change can be daunting, so we put our clients and customers at ease with a more relaxed and down-to-earth tone.

We're a people-centric business, and our communications show we care. Listen first, ask questions, and build relationships through empathy and shared language.

### Focused

Our clients and customers need to trust us with the complex details of their lives and businesses. Because we're experts at what we do, we sound confident, knowledgeable, and fuss-free.

We meet every challenge with energy and precision. We communicate with energy and pace, but we stay calm when things get tough.

### Fresh

We often need to explain things in detail, so it's crucial that our communications are clear, simple, and easy to understand.

We're comfortable communicating across a range of channels, talking to our clients and customers in the way that suits them best.

We're precise and detail-oriented, but we don't get bogged down by unnecessary information.

# Do

## Be warm

Everything we write should sound authentic and open, rather than corporate or salesy. We use first person (I/we) rather than third person (BGRS/they) where possible. We personalize our communications by using pronouns like 'you' and 'your' wherever it makes sense.

## Be straightforward

We always want to show our deep expertise, but never at the expense of clarity. Where possible, use short, direct sentences, common language, and helpful examples or proof points, especially when explaining something complicated.

## Be alert

Clarity and consistency are key in everything we produce. Use American English, sentence case, and correct spelling, punctuation, and grammar. We use the active voice and present tense where possible to make us sound more energetic. Always check over something before publishing it.

# Don't

## Be confusing

We make things easy for our clients and customers by avoiding unnecessarily long words and sentences. Plan what you want to say before you start, putting your messages in order of importance. Don't overcomplicate with long explanations—use bullets and lists if it helps to get your message across. When we talk about complex topics, we keep people engaged by getting to the point faster.

## Use jargon

The people who really understand something are the ones who can explain it simply. Our communications should be inclusive and accessible, without assuming prior knowledge. Avoid jargon and overly technical language—we want to be specific and precise, without alienating anyone.

## Be over the top

Although we're friendly and full of energy, we don't take this too far; all of our communications sound professional. We're confident, but we never brag or exaggerate our capabilities. We avoid overly salesy language, and use exclamation points only when we're excited or celebrating.

# Things to remember

Although our logo is lowercase, we use uppercase 'BGRS' in all written communications, including body copy and headlines. This is for clarity and to legitimize our brand.

✔ At BGRS, we make mobility feel effortless.

✗ At bgrs, we make mobility feel effortless.

We always use sentence case in our communications, even in headings. This makes us appear more modern and down-to-earth.

✔ Start your mobility journey now

✗ Start Your Mobility Journey Now

When our strapline appears on its own, as a heading or sign-off, we should use full stops and capital letters.

✔ Fluent in mobility. Fluent in you.

✗ Fluent in mobility, fluent in you

But when we use our strapline as part of a sentence, we don't need to use the full stops or capital letters. Instead, stick to sentence case and make sure that what you're writing makes sense in context. This way, it's much clearer to read.

✔ And it's all because we're fluent in mobility, fluent in you.

✗ And it's all because we're Fluent in mobility. Fluent in you.

## Writing for different cultures

As a global business, we must be agile across cultures and sensitive to local nuance. When talking to a specific cultural audience, make sure to use relevant resources including BGRS CultureWizard or a colleague on the intercultural team (brenda.bellon@bgrs.com).

## Writing for different occasions

Our tone of voice is designed to work for all kinds of communications; it should be used consistently across different channels and situations. However, our level of formality varies depending on what's most appropriate for the context.

For example, a more formal writing style makes sense for thought-leadership pieces like white papers, but a more relaxed style is best for social media. Web content should be somewhere in the middle.

# Before you start writing, you should always take a moment to imagine the person you're talking to.

What interests them? What's important to them? What are the biggest challenges or pain points that we can help them overcome? And—most importantly—what's the one thing we can tell them that will make them stop what they're doing and pay attention?

Your first draft doesn't have to be perfect: once you've got something down, go back and review what you've written. Read it out loud and check if you can improve or simplify it.

Crucially, we don't just send information from A to B—we should always start conversations with our clients and customers and offer a refreshing or helpful point of view.

# Leading by example

**Before**

**After**

"By working diligently to understand our clients' unique needs, we create customized solutions that enable us to become a seamless extension of our clients' teams."

**Friendly**—common language, sentence case, and first person pronouns

"We start with you, understanding your needs and building our solution around your team."

**Fluent**—a more personal tone which puts our customers first

# Leading by example

## Before

"We are committed to breaking new ground in the way talent is deployed so that our clients can contribute strategically to the success of their organizations."

## After

**Fresh**—a better, simpler way of doing things which is reflected in the way we write

"We do things differently working by your side to drive your strategic success."

**Friendly**—emphasizing partnership and relationship building

**Focused**—motivated tone and results-driven content

# Leading by example

"A proactive and iterative approach to mobility program design results in more effective programs that deliver across dimensions—talent management, cost effectiveness, and compliance—and drive business performance."

**Fluent**—leading with the outcome and what matters most to our customers. Short, easy to digest sentences.

**Focused**—a confident tone and active language to show that we are a force for good

"Your success matters. That's why we're proactive about our mobility programs, delivering results across talent, cost, and compliance."

**Fresh**—keeping language short, simple and direct

# bgrs

# Logotype & symbol

# Logotype

Our logo is like our company:
approachable and modern,
confident and bold.

# Logotype Construction

The logotype combines bespoke rounded letters and precise corners. Its approachable nature and precise geometric construction is a visual metaphor for our company.
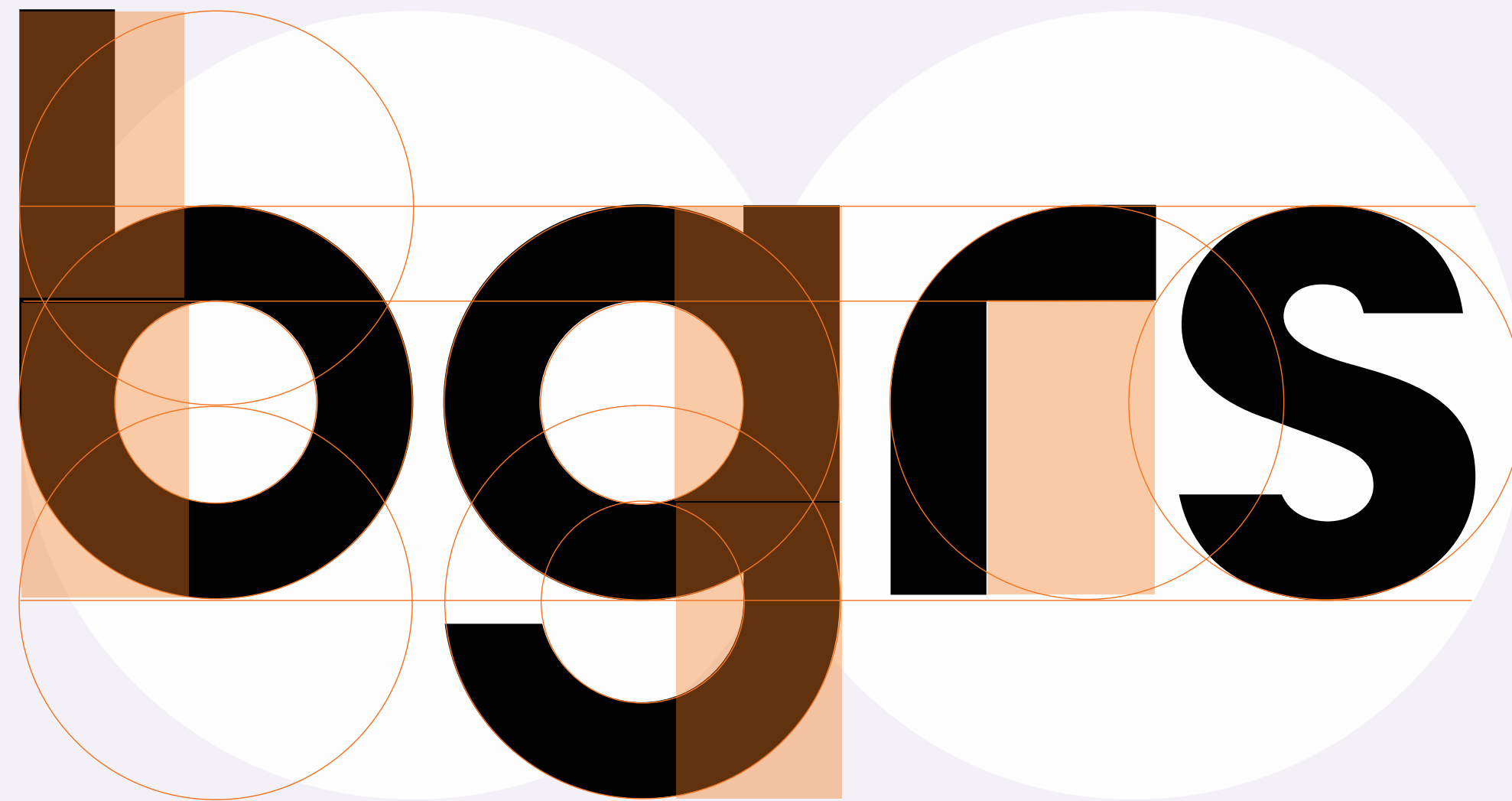
**Logotype**

# Logo clear space

To stand out, our logo needs sufficient space to breathe. Make sure our logo is surrounded by a minimum space equivalent to the x-height of the 'o' in all applications.
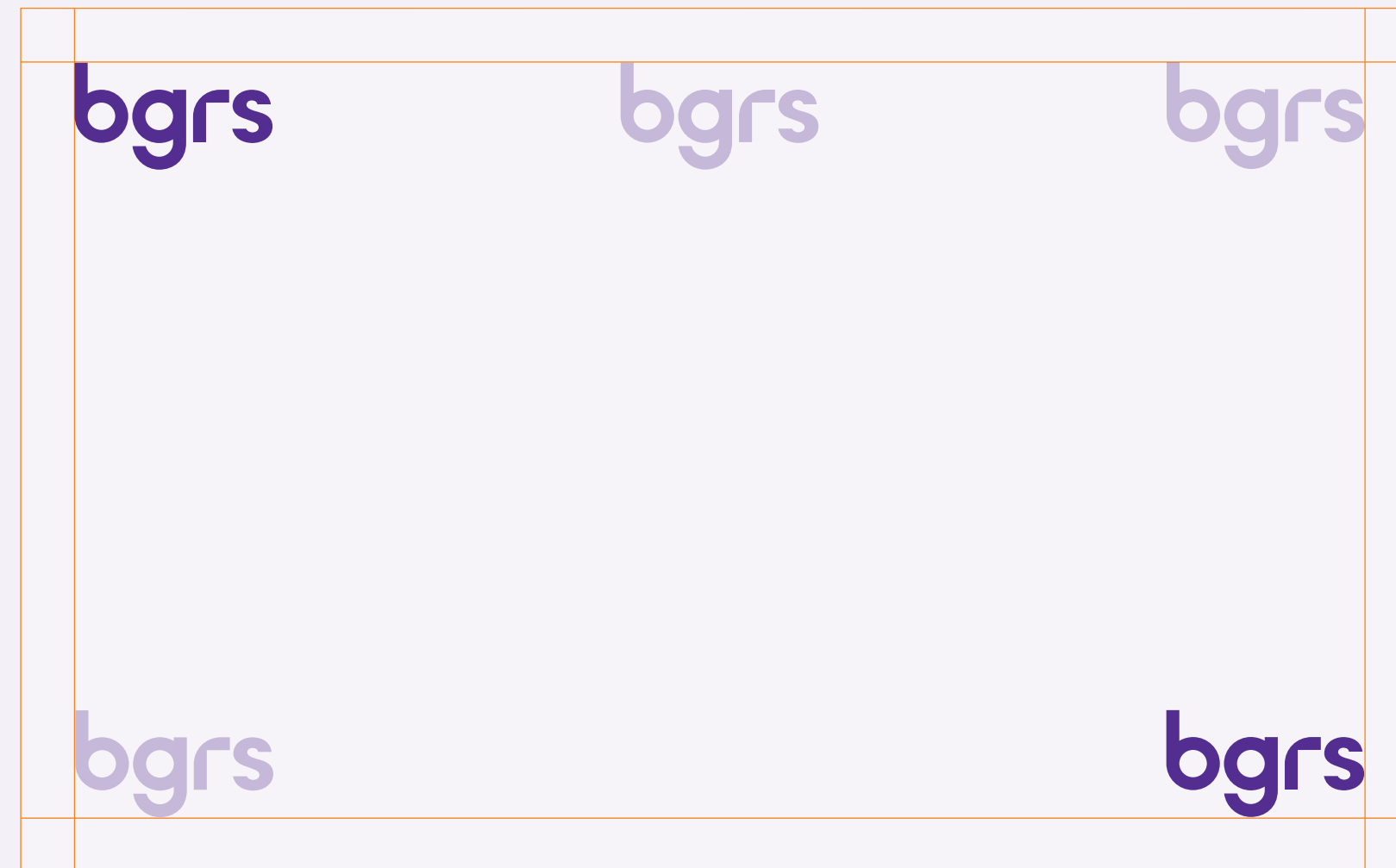
Minimum Size

bgrs

Print: 1in

Screen: 125px

bgrs

# Positioning

Our logo can be placed in any corner or center to suit a layout. However, whenever possible, position the logo in the top left or bottom right corners. These are the places where the eye enters and exits your layout, making the logo more impactful.
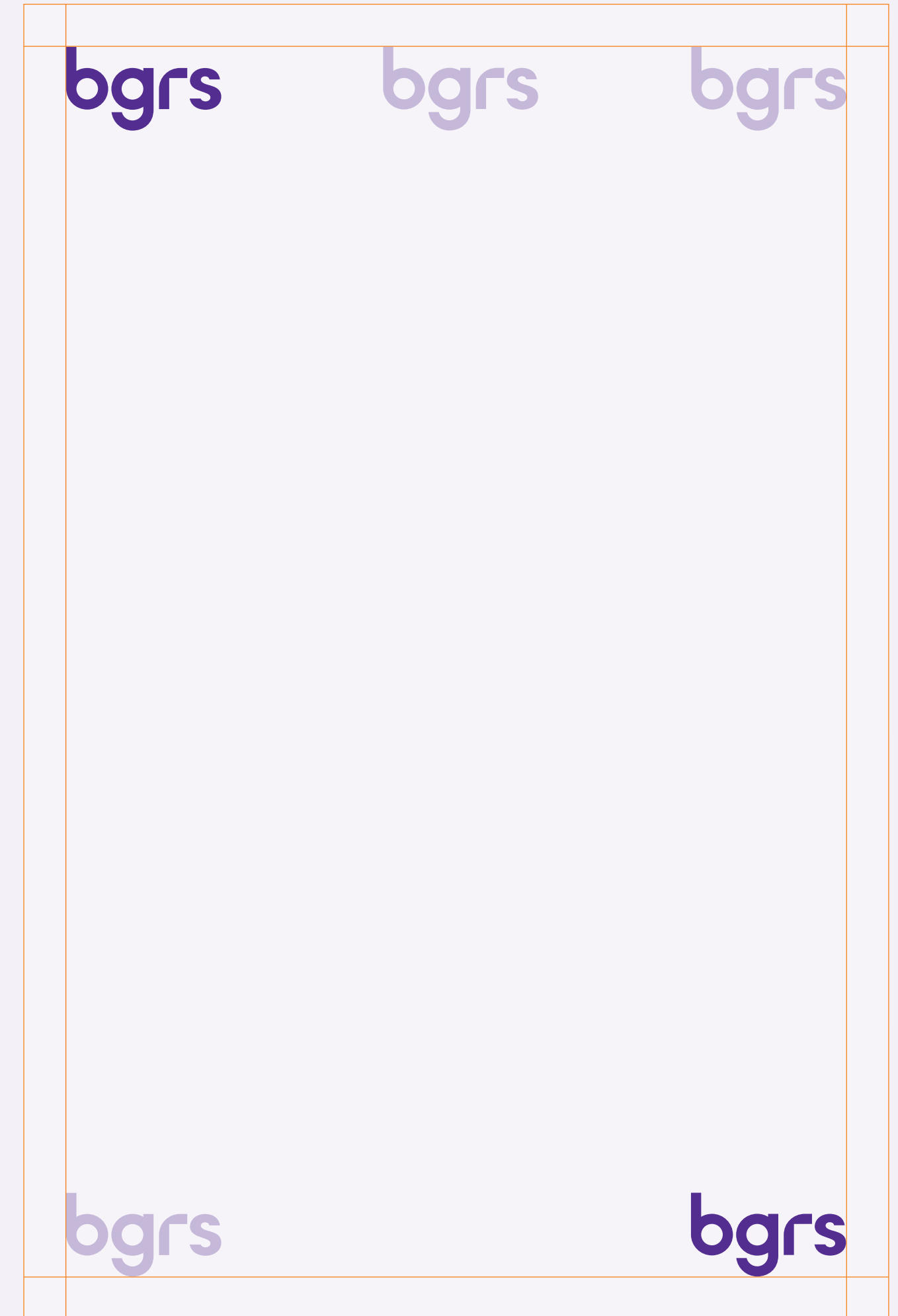
# Incorrect logo usage

Our logo never changes, under any circumstance. Don't squash it, re-color it or modify it in any way. And, don't attempt to type the logo.

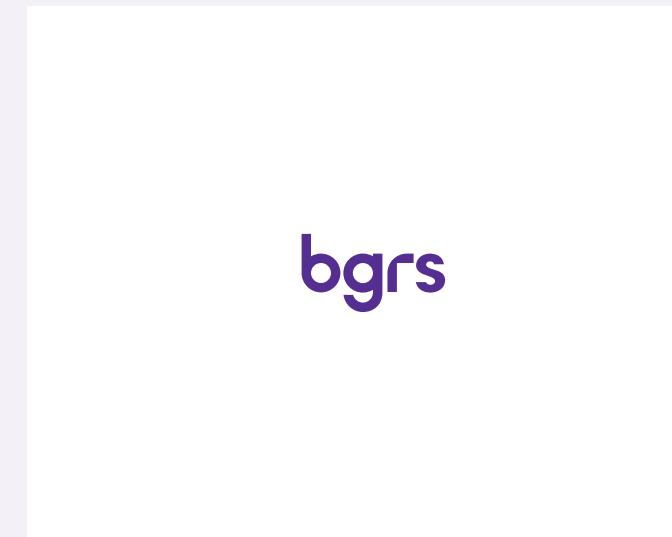X No part of the logo should be modified in any way.

X Be sure the logo contrasts adequately with its background.

X Our colored logo should not be used over a busy image.

X The logo should not be condensed or extended in any way.

X Our logo shouldn't be used at sizes too small to read.

X Our logo should only be used in our dark primary brand color, purple.

# Cobranding guidelines

Many cobranding instances will require the BGRS logo to be placed side by side with a partner logo. The guidelines on this page outline the proper way to construct a lockup with the BGRS logo.

The left position of the lockup indicates brand dominance in brand neutral environments.

The most important step is to size each logo optically equal in weight.

**bgrs**    **Partner Logo**
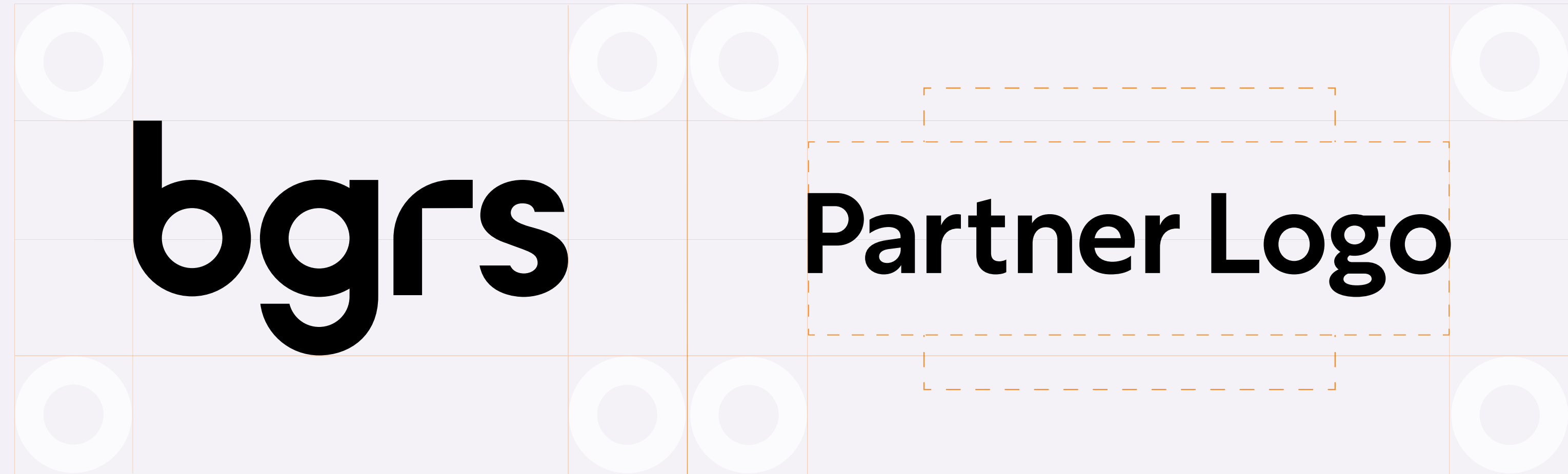
✔ Use logos in a horizontal position when possible

✔ Make both logos the same visual size

✔ Separate the logos by the distance of two 'o'

✔ Vertically middle-align logos for the best balance

✗ Don't combine full-color and black & white logo versions

✗ Don't add vertical or diagonal separators

# Multi–brand logo lockups

When placing multiple logos, sizing each logo optically equal in weight becomes even more important.

Create a grid separating the logos by a minimum of two 'o.' In some instances, the grid will need to flex slightly to allow for differently shaped and weighted logos.

# Color palette

# Color palette

The consistent use of our distinct color palette is an important way to present and create meaning in our brand.

Our primary color palette consists of two core colors: purple and orange. We also have some lighter tones to help support the primary colors.

**Digital Purple**
R 84 G 46 B 144
#542e90

**Humanist Orange**
R 249 G 133 B 18
#f98512

50%

50%

25%

25%

7%

7%

# The fluency gradient

Our gradient is an important part of our brand. Much like our logo, we use it to show how we are able to combine our human insights with digital precision. The gradient is a metaphor for BGRS's fluency.
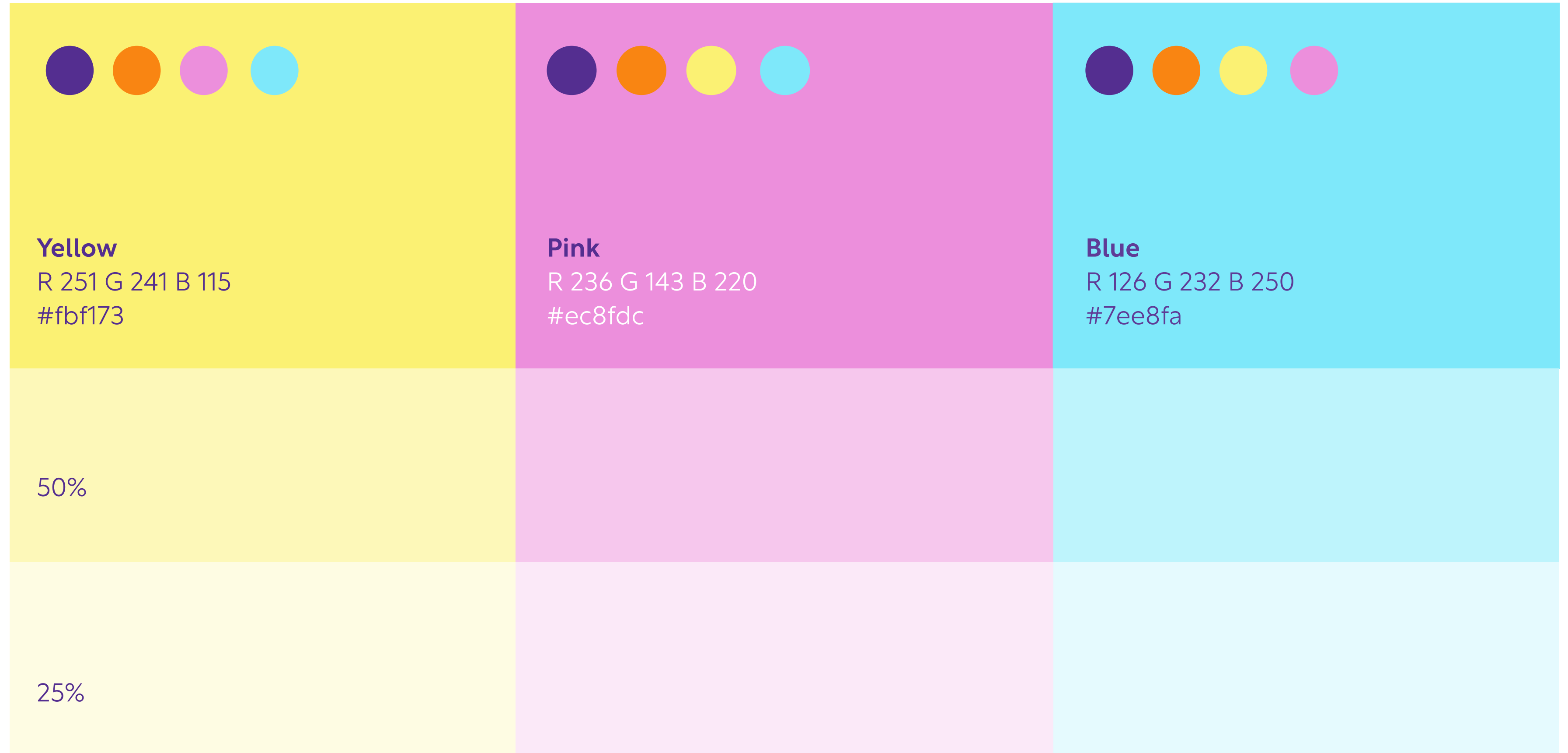
Human

Digital

bgrs

# Secondary color palette

Our secondary color palette provides a broader range of colors to the brand and creates a visual color system to use across all applications. Our purple and orange remain primary, with the secondary colors in support.

**Yellow**
R 251 G 241 B 115
#fbf173

50%

25%

**Pink**
R 236 G 143 B 220
#ec8fdc

**Blue**
R 126 G 232 B 250
#7ee8fa

# Typography

# Typography

Rustica is a modern typeface drawn with humanist strokes, calligraphic gestures, and the precise geometry of a traditional sans serif.

For headlines and text

## Rustica Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

For smaller headlines

**Rustica Medium**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 % &@←→↔↗**

For other uses

Rustica Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 % &@←→↔↗

Source: https://fonts.adobe.com/fonts/rustica

## Typography in use

Our typography should be elegant and accessible.

The exact point sizes and leading used here are not prescriptive and should be adapted to the size of the materials and layouts for which they're being designed. However, the general proportions, weights, and notes on tracking and color should be kept intact for all layouts.

Our type should be set in 90% black (#343534) or BGRS purple. Only in rare instances should we use BGRS orange, having carefully checked for readable contrast.

**BGRS Purple**
#542e90

**90% Black**
#343534

**H1**
Rustica Light, 65/70,
#542e90

# Talent strategy fluent in you.

**H2**
Rustica Light, 30/35, #343534

## Effortless and frictionless

**H3**
Rustica Medium,
26/30, #542e90

### A fluent approach

A strong brand is one of the most valuable assets an organization owns. It can be the difference between a customer or client choosing us over our competitors, or new talent choosing us over another opportunity. Our brand should always feel unified and carefully considered, cutting through the noise and creating memorability with our audience. Everything we write should sound authentic and open, rather than corporate or salesy. We use first person (I/we) rather than third person (BGRS/they) where possible. We personalize our communications by using pronouns like 'you' and 'your' wherever it makes sense. We always want to show our deep expertise, but never at the expense of clarity.

**P**
Rustica Light, 20/30
Optical kerning
-5 tracking
#343534

Our brand should always feel unified and carefully considered, cutting through the noise and creating memorability with our audience.

**Pull Quote**
Rustica Light, 32/38
#542e90

**First & Last Name**
*Official Title*

**Attribution**
Rustica Medium/Light Italic
16/24, #542e90

## General use typeface
## Calibri

BGRS's brand font is Rustica Light which will be used by the BGRS Design and Digital teams, and creative partners. For day-to-day employees will always set type in Calibri.

By carefully adhering to our type-setting proportions we can maintain a consistent typographic look for our brand. As a rule of thumb, H3 is 1.3 times larger than our paragraph font size, while H2 and H1 are 1.7 and 3.5 times larger, respectively.

**BGRS Purple**
#542e90

**90% Black**
#343534

**H1**
Calibri Light, 32pt
0.85 linespacing
6pt space after
#542e90

# Talent strategy fluent in you.

**H2**
Calibri Light, 16pt,
single linespacing
10pt space after, #343534

## Effortless and frictionless

**H3**
Calibri Bold, 12pt
0.85 linespacing
3pt space after
#542e90

### A fluent approach

A strong brand is one of the most valuable assets an organization owns. It can be the difference between a customer or client choosing us over our competitors, or new talent choosing us over another opportunity. Our brand should always feel unified and carefully considered, cutting through the noise and creating memorability with our audience. Everything we write should sound authentic and open, rather than corporate or salesy. We use first person (I/we) rather than third person (BGRS/they) where possible. We personalize our communications by using pronouns like 'you' and 'your' wherever it makes sense. We always want to show our deep expertise, but never at the expense of clarity. direct sentences, common language,

**P**
Rustica Light, 9pt
Optical kerning
-5 tracking
#343534

Our brand should always feel unified and carefully considered, cutting through the noise and creating memorability with our audience.

**Pull Quote**
Calibri Light, 16pt
0.9 linespacing
16pt space after
#542e90

**First & Last Name**
*Official Title*

**Attribution**
Calibri Bold/Light Italic
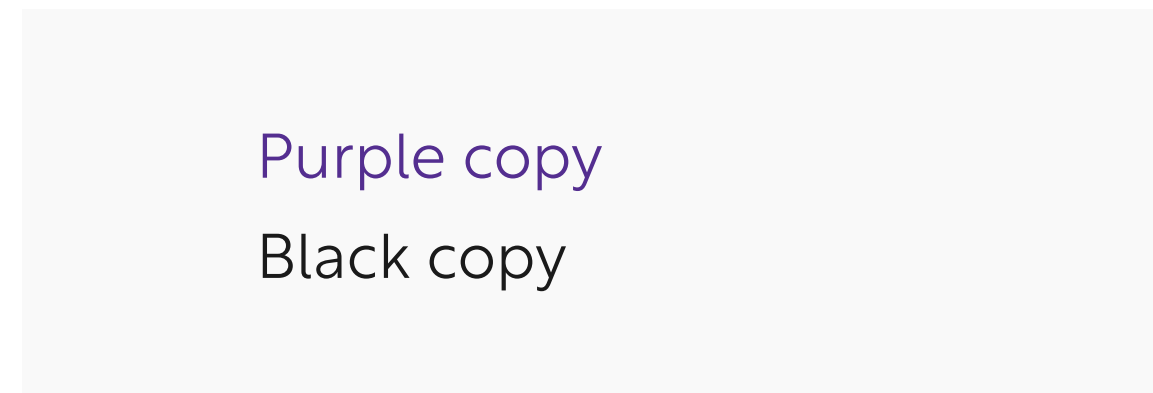8pt, 1 linespacing,

# Typography and colors

While all of our colors play nicely together, not all combinations contain enough contrast to be readable.

The majority of our text will live on a neutral background. Use colored backgrounds sparingly and only for strong emphasis. Use good judgement and a contrast checker before setting type on colored backgrounds.

Here are examples of text set on colored backgrounds that will definitely work.
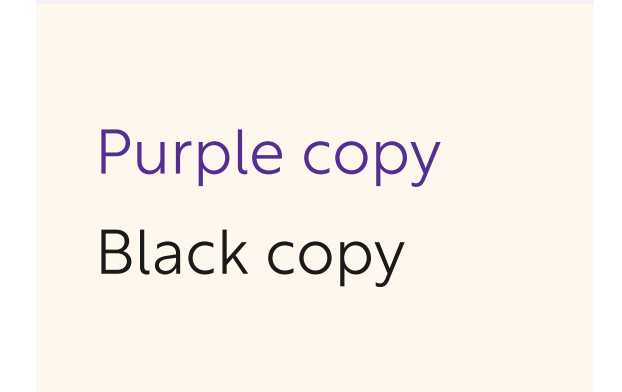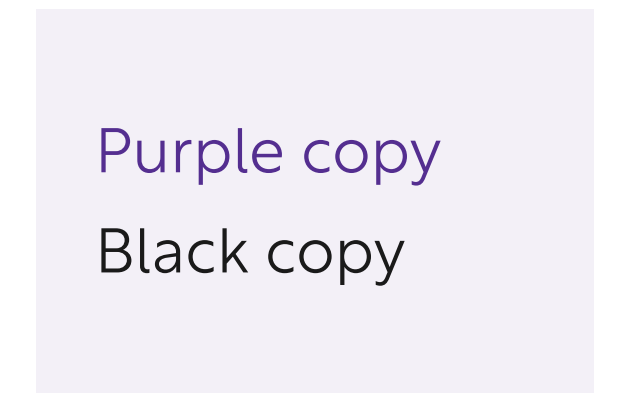
White

Purple copy
Black copy

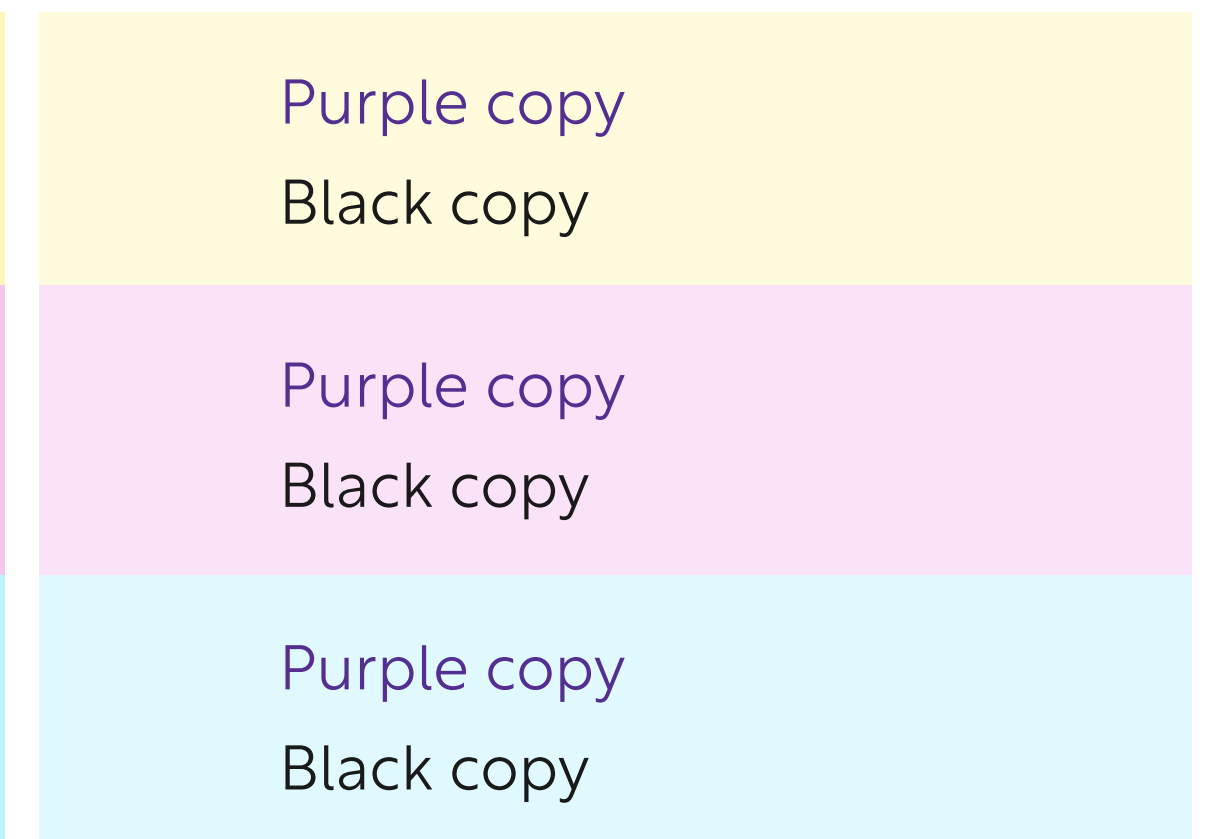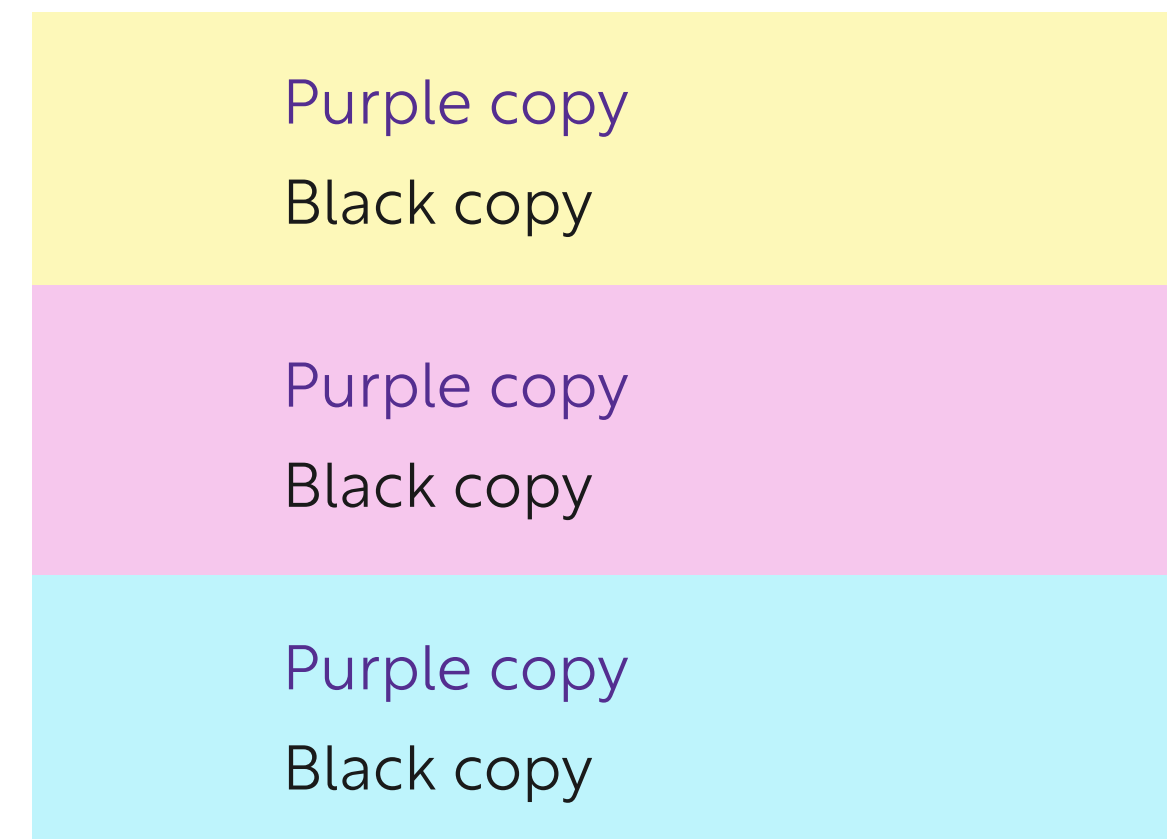Primary palette only at large sizes          100%                    25%                    7%

White copy

White copy

Purple copy
Black copy

Purple copy
Black copy

Purple copy
Black copy

Purple copy
Black copy

Secondary palette          50%                    25%

Purple copy
Black copy

Purple copy
Black copy

Purple copy
Black copy

Purple copy
Black copy

Purple copy
Black copy

Purple copy
Black copy

# Visual imagery

# Hero image and fluency grid

The BGRS grid represents our multi-dimensional expertise and how we apply it to the many facets of an individual or business. Every client and customer is unique and so too is our grid. We give each a tailor-made solution.

# Hero images build

Our hero imagery consists of a few different components:

## Fluency gradient
Use a relevant section of the fluency gradient.

## Dimension shifting detail
Whenever possible, include a small detail that visually relates the facets to the hero portrait.

## Fluency facets
Images that relate to the hero's personal and work life, and geographic location.

## Hero portrait
A carefully silhouetted and blended figure, including at least head and shoulders and some torso.

## Fluency grid
Create a unique grid for each hero image.

# Using the fluency gradient

The backgrounds of our hero images are sourced from a section of the fluency gradient. The decision about which area to use should depend on the needs and concerns of the person in the hero image. For more digital/operational topics, use cooler colors; for more personal, stay with the warmer colors.
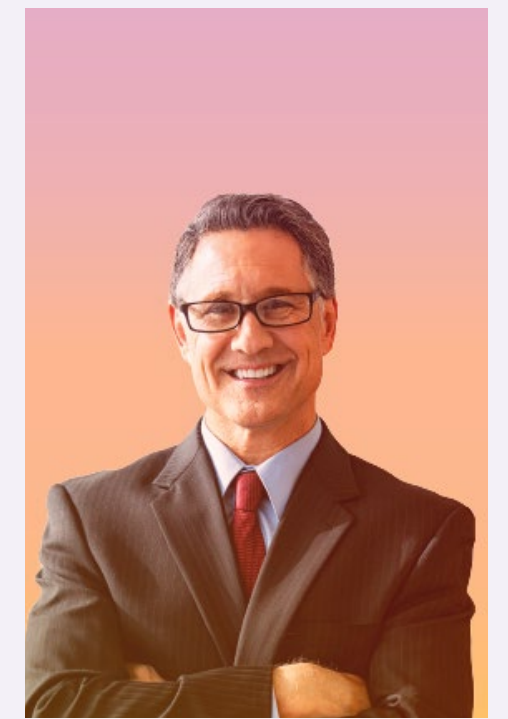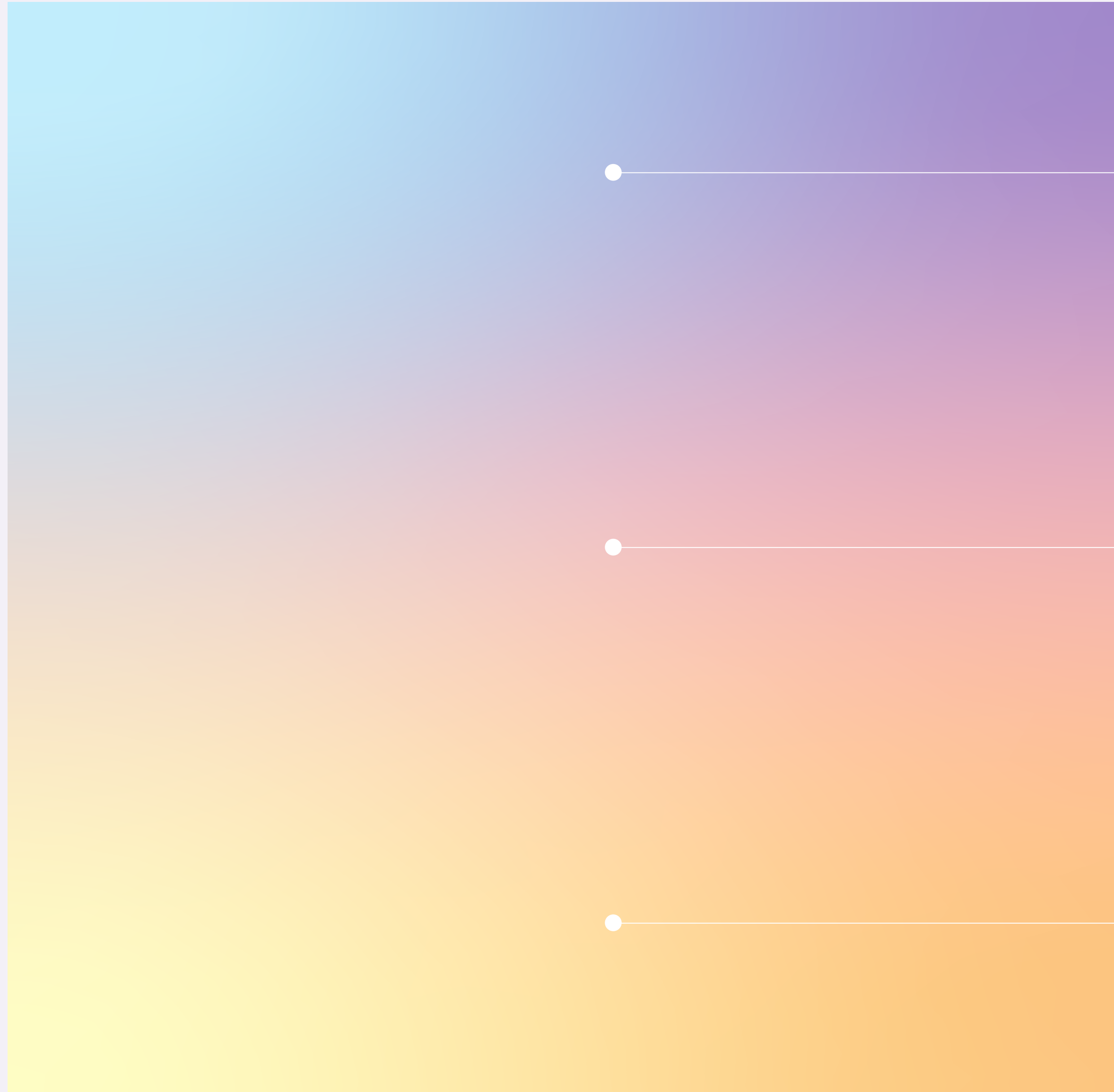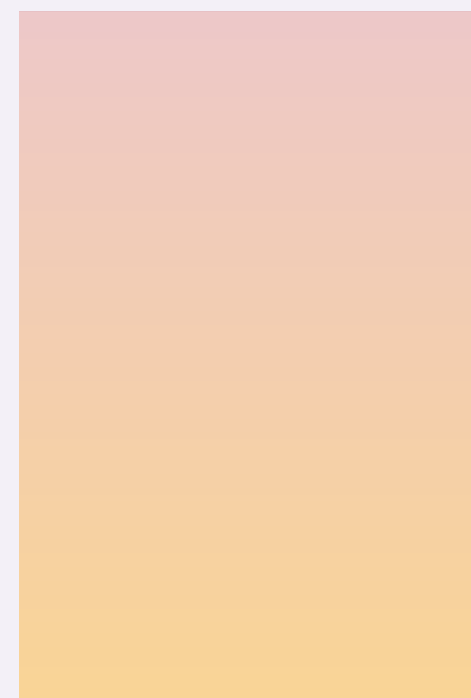
# Hero photography

## Hero portraits

For our hero portraits, we select individuals who appear to be looking forward to their new experiences.

• Use diverse and inclusive images
• Use portraits that are appear confident and optimistic
• Focus on the subject's head and shoulders
• Avoid complicated or dark backgrounds



## Fluency facets

These images represent aspects of the hero's personal and work life, as well as their geography.

• Use at least one image that reflects a unique aspect of the hero in the portrait
• Isolate the subject
• Some part of the image should extend past the facet boundary



The images displayed in these guidelines are representative of our image requirements. Please ensure any image used is licensed correctly for its intended purpose.

# Lifestyle photography

Like our hero images, our lifestyle photography should represent the optimism and confidence of BGRS clients and customers. Images should feature an uncomplicated and joyful aspect of their future lives.

Our images should be:

· Unique in some aspect
· Visually captivating
· Easily understood
· Light and not overly dark in tone

The images displayed in these guidelines are representative of our image requirements. Please ensure any image used is licensed correctly for its intended purpose.

# Iconography

We recommend a sparing use of icons, mostly in cases where a complex concept is being introduced. They can quickly create visual clutter.

Here are the guidelines for creating icons:

**Use icons with thin lines**
Our icons should be thin and elegant.

**Keep icons simple**
Avoid combining more than two visual ideas.

**Use two colors where possible**
Give the human element our orange color, and the operational element our purple.

**Include at least one rounded element**
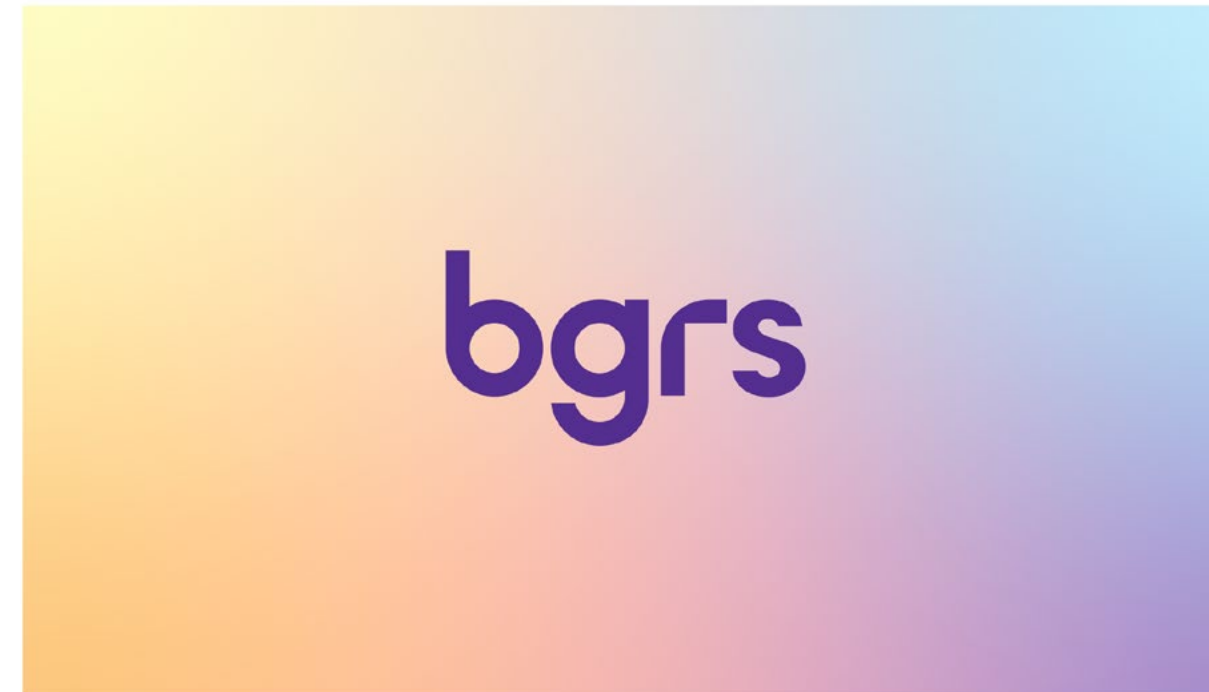Like our logo, be sure to mix rounded and sharp corners.

# Brand execution

# Business Card

Our business cards follow the design guidelines for brand logo, typography, and spacing.



**Name & role**
Rustica Regular
11.5 & 8/9.5, #542e90

**Communication**
Rustica Light, Medium
8/9.5, #542e90

**Location**
Rustica Light
8/9.5, #542e90

### Jane Smith-Smithson
Manager, Talent Acquisition

jane.smith@bgrs.com
t   630.972.2250
m 630.972.1234

150 Harvester Drive, Suite. 201
Burr Ridge, IL 60527, USA
bgrs.com

# Report cover

Title of the report
on two lines

The mobility insights report

**bgrs**

Cover construction

Translating talent
in 2022

The mobility insights report

**bgrs**

# Alternative report covers

Translating talent
in 2022

The mobility insights report

bgrs

Translating talent
in 2022

The mobility insights report

bgrs

# Powerpoint

We will use Calibri and the typographic rules outlined above to create our Powerpoint presentations.

Fluent in mobility, fluent in you, can be placed as an image—to ensure consistency.
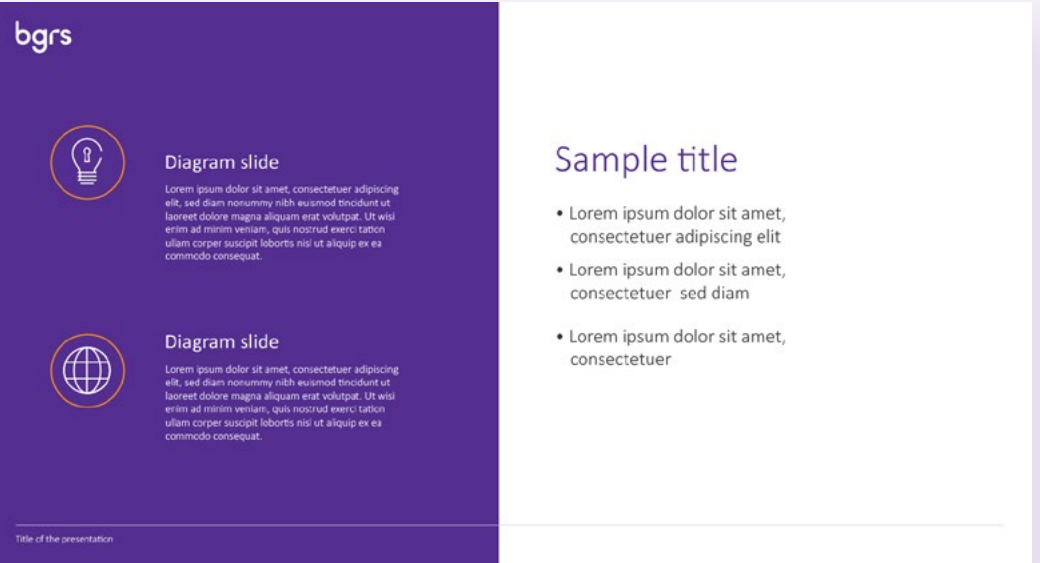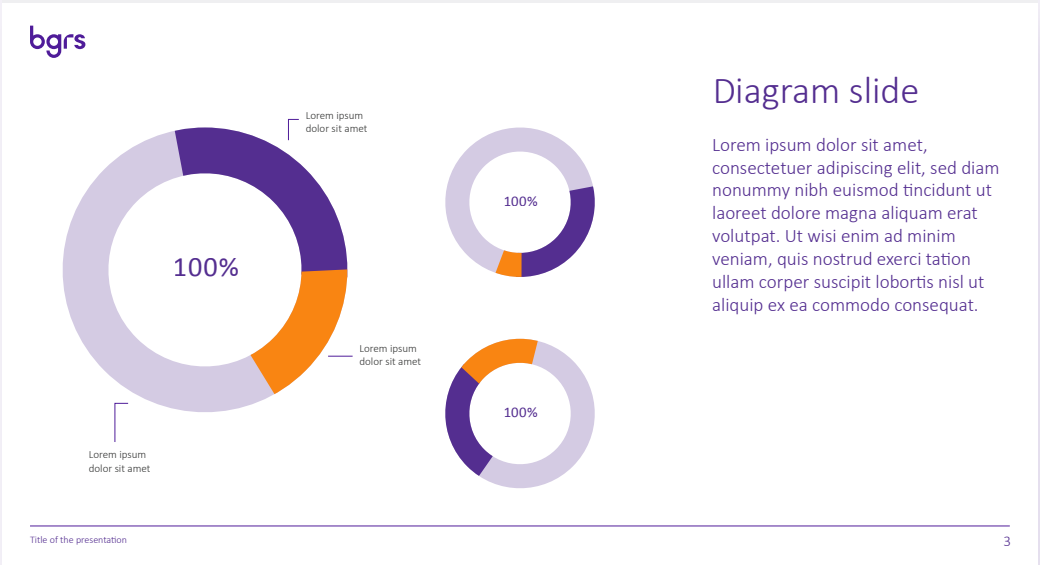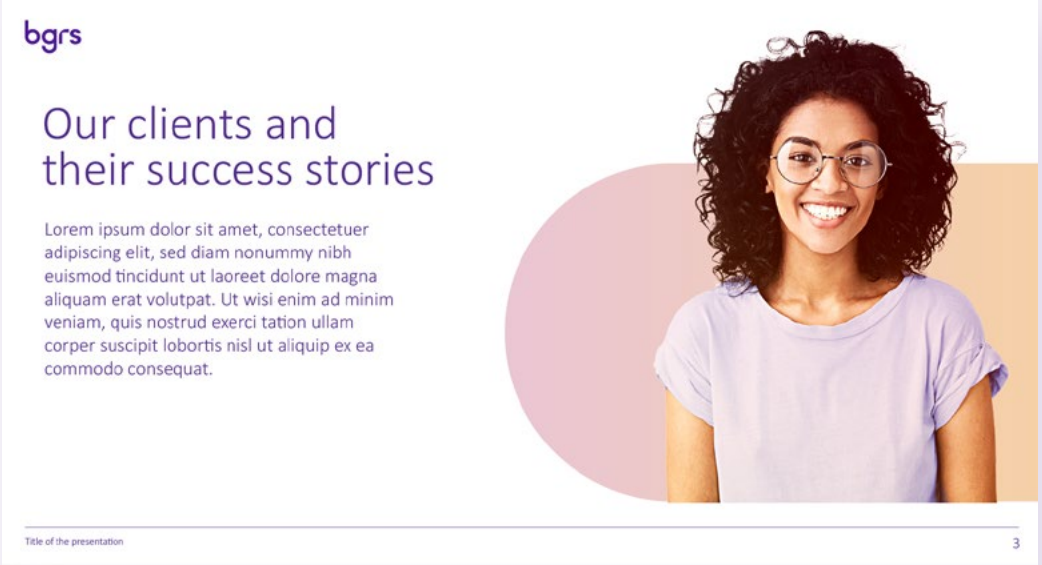
# Wallpaper

Our gradients and graphic patterns make compelling screen or conferencing backgrounds.

**bgrs**

## Get in touch

For any questions please contact:

Mitch Dowell   mitch.dowell@bgrs.com