

**Let's Go Global,
Together!**

Global Recruitment **x** Business Expansion

**Brand Guidelines
2022**

reesmar**x**GLOBAL
Global Recruitment **x** Business Expansion

BRAND IDENTITY & GUIDELINES



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Global Recruitment **x** Business Expansion

Recruiting and placing skilled professionals and talented leadership executives across all disciplines.

Our experienced and dedicated talent acquisition team expedites your global expansion.

A black and white photograph of two women sitting at a desk, looking at a laptop. The woman on the left is wearing glasses and a dark jacket, while the woman on the right is wearing glasses and a light-colored shirt. They appear to be in a professional setting, possibly a meeting or a collaborative work environment.

reesmarXGLOBAL

Global Recruitment X Business Expansion

01

Intro



Brief History

How We Started

Founded in 2000 by Glyn Rees, reesmarXGLOBAL has been a leading provider of recruitment and business solutions across EMEA, Americas and APAC.

With a focus on the technology sector, we recruit in over 30 countries from an increasingly global and diverse network of talented candidates including C Level executives, Consultants, Marketing, Technology Sales and IT professionals, Finance, HR and Operational Management professionals.



Brand Overview



Professional

Reliable

We are Global



At reesmarXGLOBAL, we help organizations navigate the complexities of global growth by providing talent acquisition and business consulting services around the world.

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Keywords



Our team of experts offers tailored service to help minimize the risk of entering new markets and identify the skilled professionals needed to succeed in competitive global markets.

We combine our industry knowledge and hiring expertise to bring clients an efficient and effective return on their growth investments.

Professional

Our expert team will help simplify and support your business expansion anywhere in the world.

Unique

We offer a unique combination of talent acquisition and expansion services to lead organizations to successful global growth.

Dependable

We are trusted by organizations around the world to help navigate successful global expansion.

LOGO VARIATIONS

The Two Types

reesmarXGLOBAL
Global Recruitment x Business Expansion

Main Logo & Tagline

A logo is a visual entity signifying an organization that communicates brand values & additional meaning

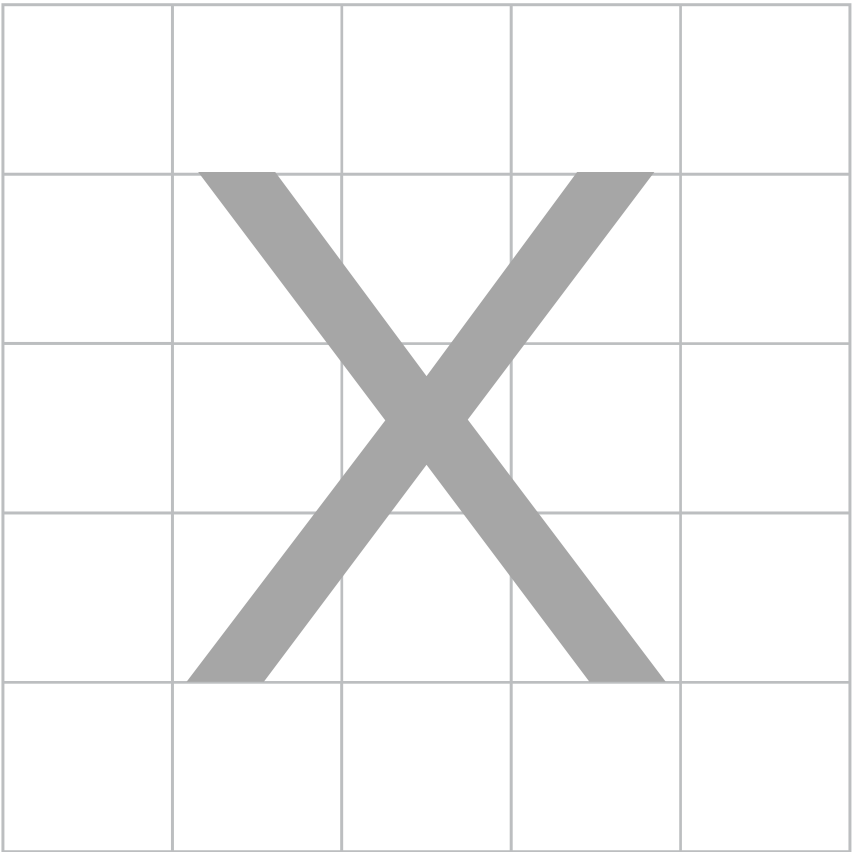


Icon Logo

A symbol that conveys strong, universal values of the company



MAIN LOGO ELEMENTS



Logo Mark

The versatility of the letter "X" contrasts with its uniqueness to give a lot of power to the brand. In this case, we look at "X" as a symbol of global authority and "Xpertise".



Proper logo usage

PROPER LOGO USAGE



Rules of application

Do's and Don'ts

There should be sufficient clear space around the logo.
Do not stretch, rotate or separate the logo.
Use only as presented on the samples on the left.

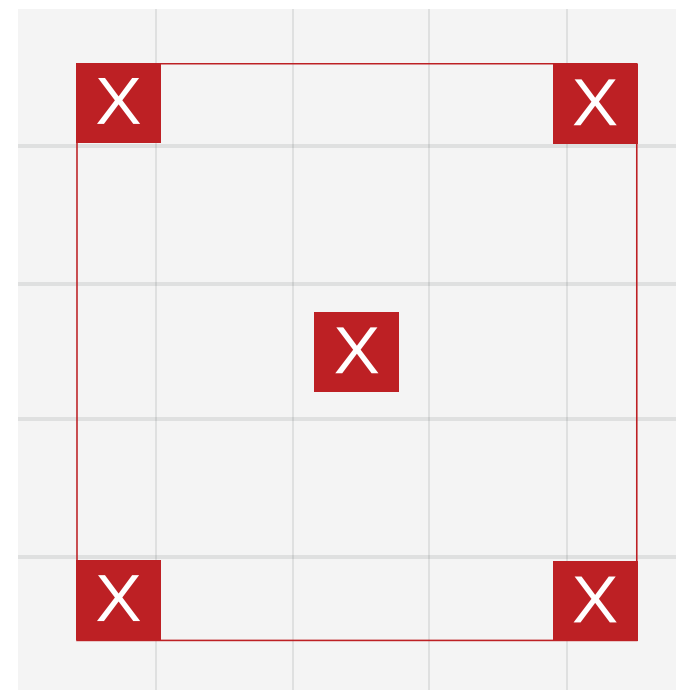
PROPER LOGO PLACEMENT

Usage Examples

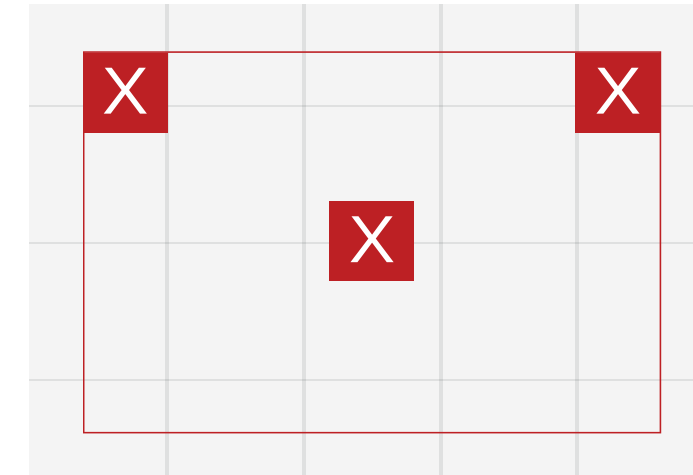
07



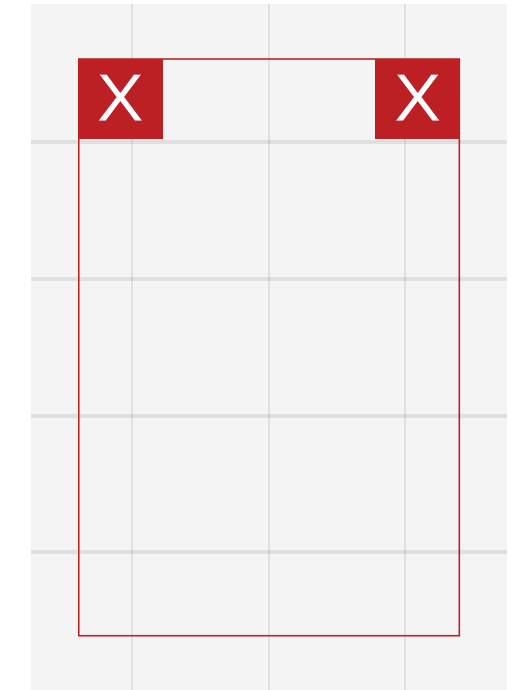
Proper logo usage



Physical Assets



Digital Assets



Promotional

08



Color System

**With 93% of customers influenced
by colors and visual appearance,
make sure you pick the right colors
for your company.**

1. the logo color palette / 2. secondary color palette

Corporate Colors

Logo palette - main palette

This color scheme is a key visual element of reesmarXGLOBAL's corporate identity. Corporate colors can be used in promotional items, advertising, products, services, user interfaces, communications, documents, uniforms, office decor and locations. In some cases, a firm with many brands uses unique color schemes for each brand.

<div>Hex Code</div> <div>#bd2024</div> <div>CMYK</div> <div>0% 62% 60% 26%</div> <div>RGB</div> <div>R 189 G 32 B 36</div>	<div>Hex Code</div> <div>#fdfbfb</div> <div>CMYK</div> <div>0% 1% 1% 1%</div> <div>RGB</div> <div>R 253 G 251 B 251</div>	<div>Hex Code</div> <div>#1c2529</div> <div>CMYK</div> <div>5% 2% 0% 84%</div> <div>RGB</div> <div>R 28 G 37 B 41</div>
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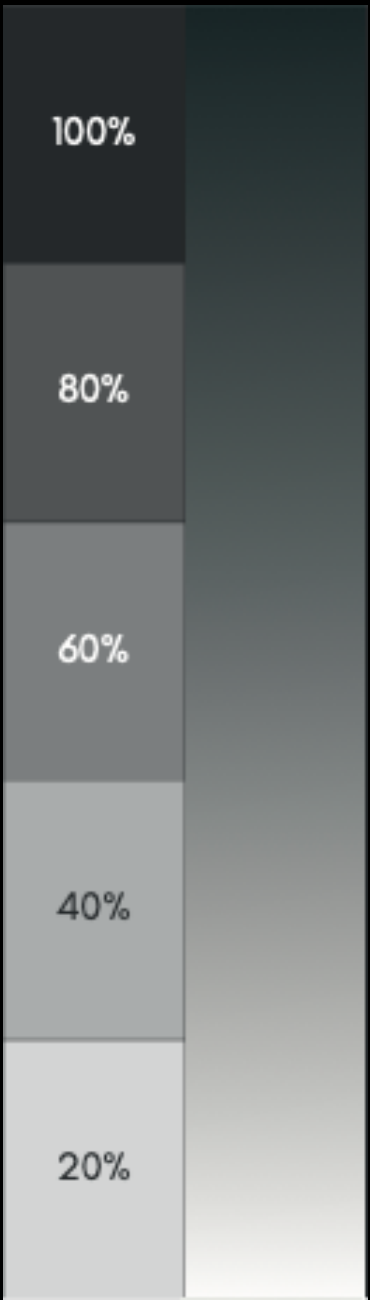


Color system

Corporate Colors

Secondary color

The secondary color palette includes specifications for Pantone colors on coated stock (C) and HSB on natural paper (N). When reproduced using the four-color process (CMYK), and when creating PowerPoint presentations (RGB).



Hex Code
#24282a

CMYK
81% 65% 59% 75%

RGB
R 36 G 40 B 42

Pantone
433 C

HSB
200, 14, 16

09



Typography

**Typography is 95% of design –
it's a driving force in all forms of
communication art.**

1. the primary and secondary font / 2. typography and hierarchy / 3. character and paragraph styles

Brand Typography

Primary Font Proxima Nova

This font should be used in all reesmarXGLOBAL communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

For headings & subheadings

Proxima Nova Italic

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

Proxima Nova Regular

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

Proxima Nova Bold

**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**

Brand Typography

Secondary Font Montserrat

This font is available in 17 weights.
We use 2 of them — the regular and semibold versions.

For body

09

Typography

Montserrat Regular

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

Montserrat Semibold

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



Font Hierarchy

Size is the simplest way to create contrast between different typographic elements in your design. Designs that extend across multiple pages or screens, whether containing large or small amounts of type, must be carefully controlled in a way that is enticing and is easy for all to access.

Heading 1: Proxima Nova Bold 70 pt

reesmarXGLOBAL

Heading 3: Proxima Nova Bold 50 pt

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Heading 3: Proxima Nova Bold 25 pt

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Placing of The Text

Place text on images according to the examples on the right. It is important to place the text on solid color parts of the background. Do not place text on complex backgrounds.

The colors for the text are corporate colors: red, dark gray, and white.

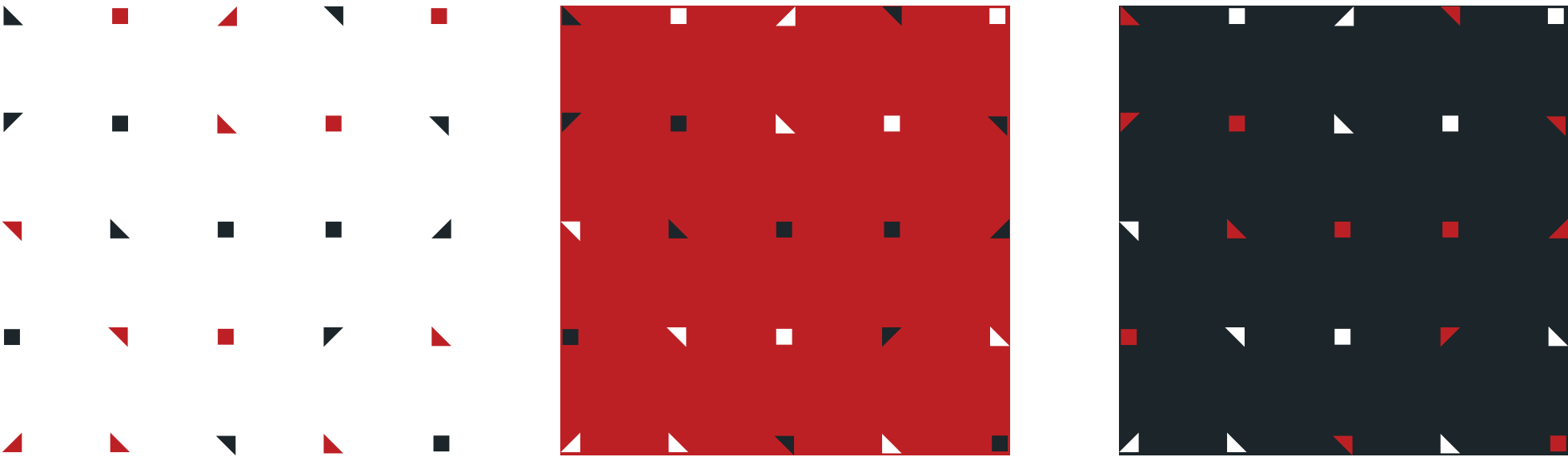


Example on the dark background



Example on the light background

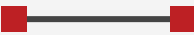
Pattern Overview



Backdrops

Use the pattern as a complementary element on promotional materials, advertising, digital assets, and printed materials.

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Pattern



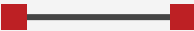
Proper Imagery

Connect with audiences

Use black & white photos that are high definition.
Use up to 70% grey overlay if needed.
Use up to 10% blur if needed.



Imagery Examples



Ads & Social Media

Messaging

Clean and Professional

reesmarXGLOBAL is the boutique global talent acquisition and expansion firm serving scale-up and mid-market companies for new market entry and unique worldwide recruiting needs.

When creating copy, craft a targeted message around reesmarXGLOBAL being a Global Talent Acquisition partner, bringing value beyond the “traditional recruitment needs”.

The message should always be professional and reminding the audience about reesmarXGLOBAL's corporate values.



Ads & Social Media

Compell the audience

Whether it's a PPC advertisement banner or a social media post, reesmarXGLOBAL's visual presence should be consistent with the brand guidelines. Example:

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Ads & Social Media







reesmarXGLOBAL

Global Recruitment x Business Expansion

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Los Angeles, CA 90017
714-872-8283

@yourwebsite.com
Creative Marketing
Agency

Dear Mr. Valencia

Fusce scelerisque sem sem, non interdum ligula gravida id. Curabitur sit amet molestie elit. Pellentesque ac congue diam. Duis varius suscipit elementum. Ut ac volutpat arcu, id commodo erat. Suspendisse tempor diam ut nunc egestas finibus. Maecenas quis porttitor dolor, a accumsan odio. Phasellus nisl metus, consectetur ut venenatis sit amet, imperdiet at nunc.

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John A. Powell
Marketing Manager

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Dear Mr. Valencia

Fusce scelerisque sem sem, non interdum ligula gravida id. Curabitur sit amet molestie elit. Pellentesque ac congue diam. Duis varius suscipit elementum. Ut ac volutpat arcu, id commodo erat. Suspendisse tempor diam ut nunc egestas finibus. Maecenas quis porttitor dolor, a accumsan odio. Phasellus nisl metus, consectetur ut venenatis sit amet, imperdiet at nunc.

Donec facilisis malesuada ipsum sit amet vulputate. Integer justo justo, fermentum vitae pellentesque feugiat, ullamcorper non velit. Suspendisse molestie volutpat nisl at faucibus. Praesent posuere sodales libero, sed lacinia lacus ultrices eu. Phasellus lobortis, lectus sit amet vehicula hendrerit, risus purus blandit nunc, porttitor dictum arcu nisl varius ipsum. Nam tempus et purus sit amet cursus. Ut nec mauris quam. Integer condimentum quis magna id tempus. Pellentesque et orci scelerisque nisi faucibus egestas et at orci. Aliquam placerat ultricies erat id tincidunt. Nunc quis justo ipsum. Pellentesque at nisl et nulla posuere sollicitudin vitae vel ex. Vivamus fermentum orci sem. Phasellus tempor, metus vitae rutrum varius, ex libero mattis sapien, nec dictum enim augue non augue. Vestibulum in orci ut augue iaculis porttitor.

Praesent sit amet augue auctor, ultrices dui eget, pellentesque enim. Vivamus eu elementum odio. Nulla vitae enim porta, posuere tellus in, euismod nulla. Pellentesque vitae sodales ligula, vitae viverra nunc. Integer tristique sit amet leo vel feugiat.

John A. Powell
Marketing Manager

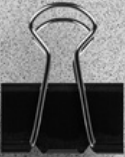
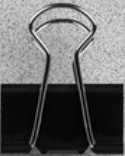
John Powell

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Managing Partner


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