Let's Go Global, Together!

Global Recruitment x Business Expansion

Brand Guidelines

2022

reesmarxGLOBAL
Global Recruitment x Business Expansion

BRAND IDENTITY & GUIDELINES

reesmarxGLOBAL
Global Recruitment x Business Expansion

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Intro

Brand Guidelines 2022

www.reesmarx.com

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Intro - Who We Are

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.

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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.

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Professional

Brand Overview

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

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Logo & Description

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Main Logo & Tagline

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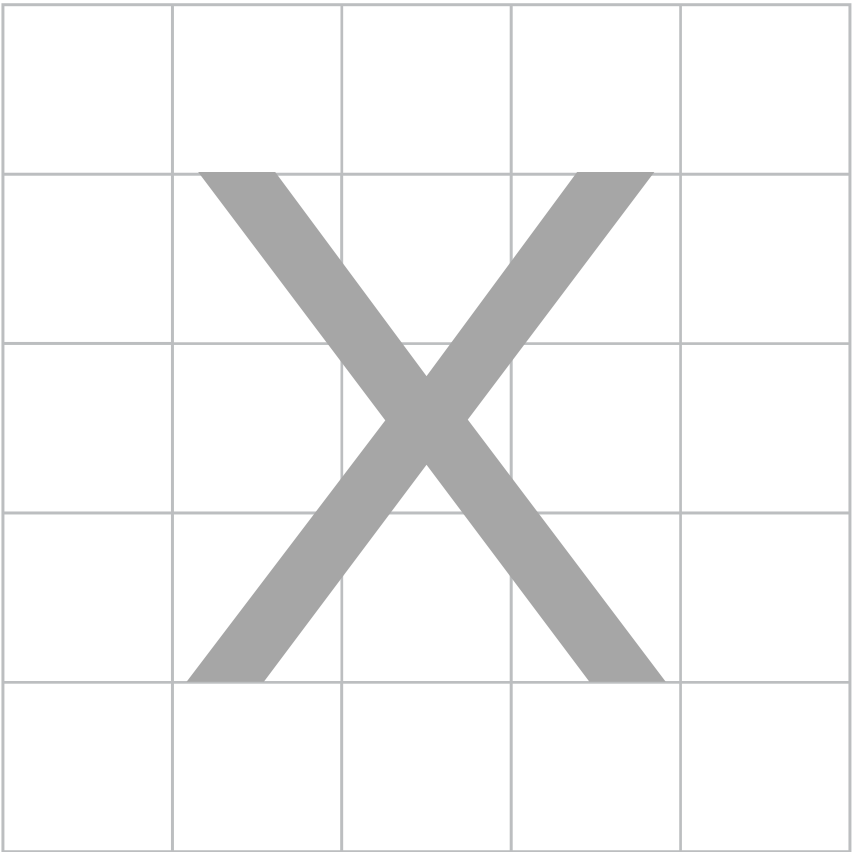
X

Icon Logo

A symbol that conveys strong, universal values of the company

MAIN LOGO ELEMENTS

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Logo Anatomy

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".

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Proper logo usage

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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.

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PROPER LOGO PLACEMENT

Usage Examples
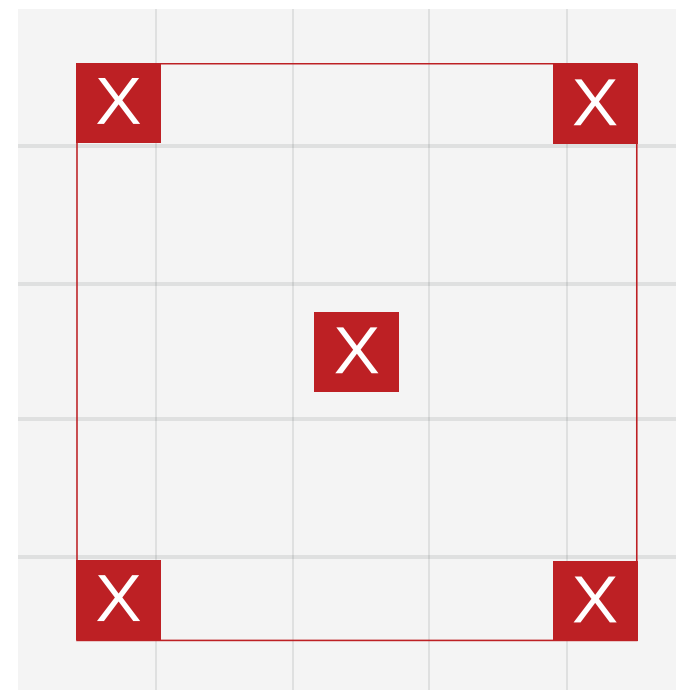
Physical Assets
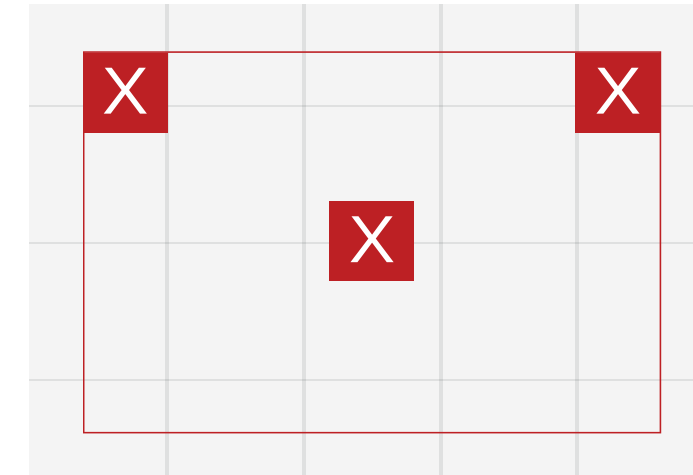
Digital Assets
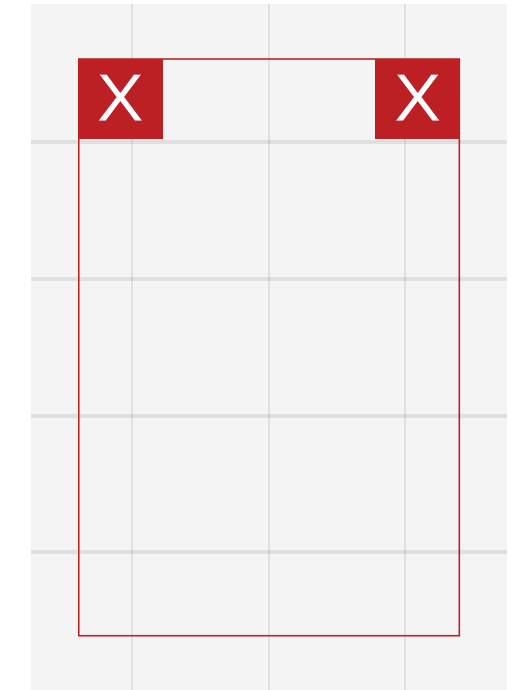
Promotional

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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.

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Color system

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

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).

100%

80%

60%

40%

20%
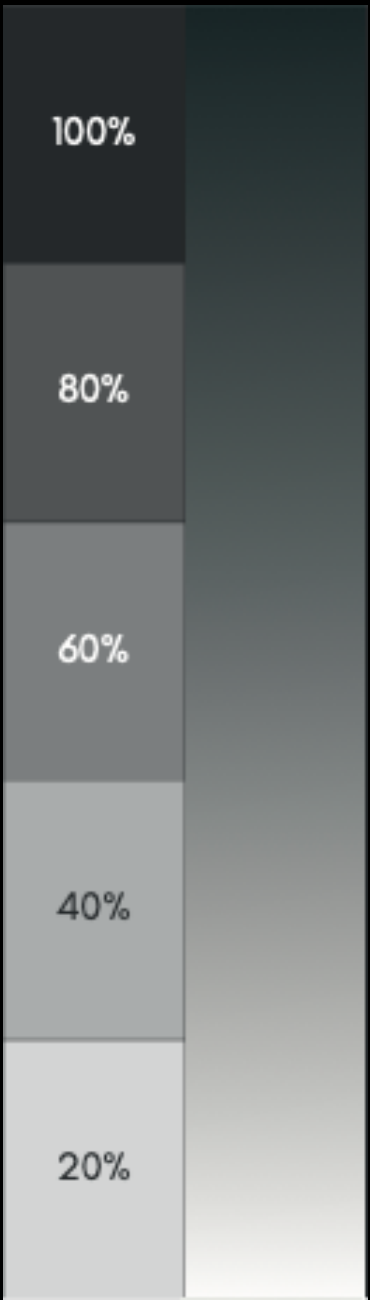
Hex Code
#24282a

CMYK
81% 65% 59% 75%

RGB
R 36   G 40   B 42

Pantone
433 C

HSB
200, 14, 16

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Color system

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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 reesmar**X**GLOBAL communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

For headings & subheadings

Proxima Nova Italic   Proxima Nova Regular   **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

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

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

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

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Heading 3: Proxima Nova Bold 50 pt

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Heading 3: Proxima Nova Bold 25 pt

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Typography

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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.

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Typography

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

Example on the dark background

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

Example on the light background

Pattern Overview
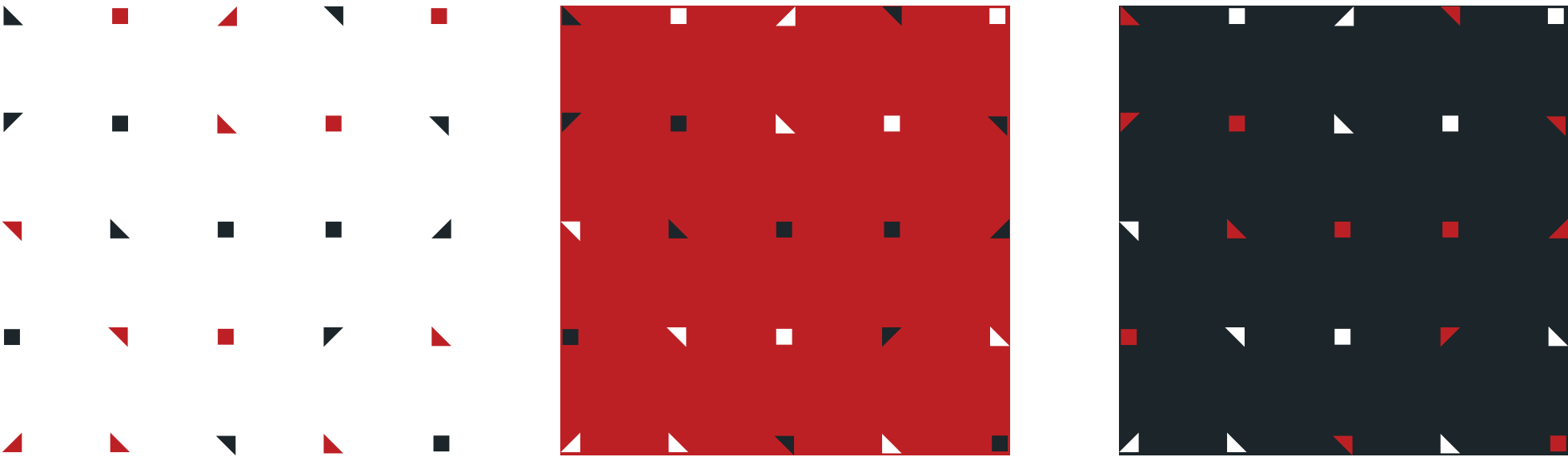
Backdrops

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

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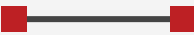
Pattern

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

Imagery

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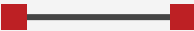
Ads & Social Media

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 massage 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:

Ads & Social Media

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Mockups

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Mockups

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Mockups

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Thank you