



WHAT'S INSIDE

Stationary

Experis Business Cards

Business Cards are an essential piece of our brand identity and should be created to maintain consistency in presentation.



Experis™
ManpowerGroup

Introduction

In order to transition from a group of businesses to a unified global brand, we need a consistent marketing look and feel that establishes Experis as the undisputed global leader in Professional Talent Resourcing and Project Solutions.

We want Clients to understand that through our experience and expertise, we will help them navigate the changing world of professional work in a way that accelerates their company's growth.

We want high-achieving Professional Candidates to know that we will accelerate their success by helping them fulfill the belief: "I am more."

In order to promote both creativity and consistency, we've developed a Fixed & Flexible Framework that allows you to design engaging marketing materials that are built on a common foundation to ensure our brand message resonates the same throughout the world.

These guidelines provide the information and framework you need to tell the Experis Story and our commitment to helping Candidates and Clients achieve all that is humanly possible.

The complete set of Experis guidelines is available on the Global Brand Center: <https://globalbrandcenter.manpower.com>.





Fixed/Flexible Framework

The Fixed & Flexible Framework has been created to ensure global consistency within our brand while allowing for some local adaptation.

The following framework for Experis Business Cards sets out those items that are fixed and what can be adapted to satisfy local requirements.

ELEMENT	FIXED	FLEXIBLE
Basic Elements	Two of our basic elements should always be used on Experis Business Cards: the full-color Experis Logo and the Helvetica Neue font family.	There is no flexibility in this area.
Paper & Size	Business Cards should be printed on pure white (blue-white) paper stock of high quality and suitable weight (a minimum of 120 lb cover weight). Business Cards should be 3.5" x 2" (US) or 85 mm x 55 mm (Metric).	Within the given parameters, paper choice is up to each country. Business Cards outside these sizes must be pre-approved by Global Marketing.
Front of Card	The front of every Experis Business Card has the Name Block, Address Block, Contact Block and Experis Logo.	Information on the front of the card only may be translated into your native language. This may require a second set of Business Cards.
Back of Card	The back of every Experis Business Card must always have "Innovative Workforce Solutions" and a listing of Global working brands. The listing always starts with ManpowerGroup followed by ManpowerGroup Solutionsa with the remaining brands in alphabetical order.	Depending on your market, you may add additional brands to the back of Business Cards. Work with Global Marketing to determine eligible brands and develop new Business Card templates. The back of Business Cards may be Experis Blue with White text or White with Experis Gray text. The Blue background with White text is preferred.
Templates	When producing Business Cards or setting up the process with your printer, templates produced by the Global Marketing team must be used.	There is no flexibility in this area. If your needs are not met by the templates available on the Global Brand Center, please contact the Global Marketing team.
Legal Notice	Certain legal information must also be present. A registered address and registration number and any details necessary to comply with the legal requirements of your country should be present. Your legal department should approve your stationary before production.	Only necessary if required by your country.

Creation, Layout & Construction

General Principles (2-Sided Card)

Card Size

3.5" x 2" (US)

85 mm x 55 mm (Metric)

Logo

The Logo size should be 0.5" (12.7 mm).

Size is determined by the height of the Logo symbol.

The Logo should be printed in either 4 spot colors or 4-color process (CMYK).

Typography

The Helvetica Neue font family must be used on all materials being professionally printed. Text should print in either spot or 4 color (CMYK) in the Experis Gray.

Abbreviations

T – Telephone

C – Cell phone / M – Mobile

F – Facsimile

Reproduction

Offset lithography (where possible)

Paper

In general the following should be taken into consideration when selecting paper:

- Pure white (blue white); not cream-colored
- Minimum 93% brightness
- Woven (not laid)
- No special trim (embossed ridges)
- Smooth (highly calendared/flat, not gloss and not too absorbent)
- Environmentally sustainable/recyclable

Creation, Layout & Construction

Typesetting Guide (2-Sided Card)

The order of the information presented on the front of Experis Business Cards cannot be modified.

The back of the Experis Business Cards should always have Innovative Workforce Solutions and a listing of the Global working brands. The list should always start with ManpowerGroup with the remaining brands following in alphabetical order.

FRONT

	Font Type	Font Size	Leading/Line Space	Alignment	Text Color
NAME BLOCK					
Cardholder Name	Helvetica Neue 65 Medium	7.5pt	9.5pt	Left	Gray (Cool Gray 8)
Job Title / Department (or Vertical) / Country or Region	Helvetica Neue 45 Light	7.5pt	9.5pt	Left	Gray (Cool Gray 8)
ADDRESS BLOCK					
Street Address	Helvetica Neue 45 Light	7.5pt	15pt	Left	Gray (Cool Gray 8)
City & State / Zip Code & Country	Helvetica Neue 45 Light	7.5pt	9.5pt	Left	Gray (Cool Gray 8)
CONTACT BLOCK					
Telephone	Helvetica Neue 45 Light	7.5pt	15pt	Left	Gray (Cool Gray 8)
Facsimile (optional) / Mobile (optional) / E-mail/Website	Helvetica Neue 45 Light	7.5pt	9.5pt	Left	Gray (Cool Gray 8)

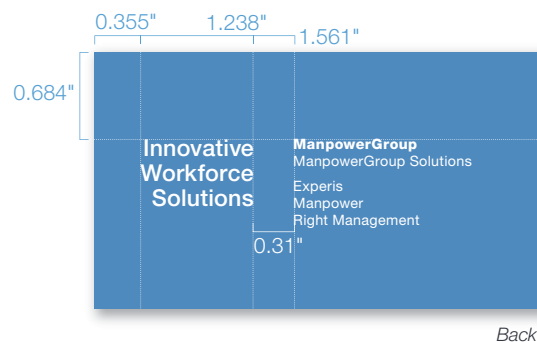
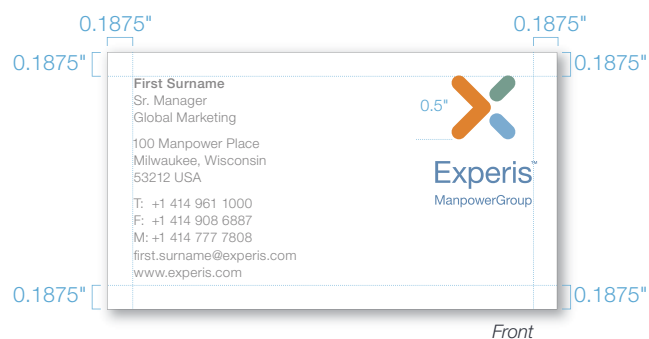
BACK Blue (Pantone 646) or White

	Font Type	Font Size	Leading/Line Space	Alignment	Text Color
Innovative Workforce Solutions	Helvetica Neue 65 Medium	13pt	14pt	Right	White or Gray (Cool Gray 8)
ManpowerGroup/ ManpowerGroup Solutions	Helvetica Neue 85 Heavy	8pt	9.5pt	Left	
Experis	Helvetica Neue 55 Roman	8pt	15pt	Left	
Manpower /Right Management	Helvetica Neue 55 Roman	8pt	9.5pt	Left	
Additional Brands	Helvetica Neue 55 Roman	8pt	9.5pt	Left	

Creation, Layout & Construction

Construction (2-Sided Card)

US Version



International Version

