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1.1 Introduction

At Regus our goal is to build a successful global brand across all our regions maintaining a unified message across the many different cultures. A strong, consistent message reinforces not only who we are and why we exist, but also drives recognition, trust, success, and of course, ultimately, business growth.

The following pages in this guide illustrate how we visually represent Regus to our customers. It covers all our key brand elements, and plays an important role in building our brand identity. Please take the time to read and understand these messages so our brand is consistent all around the world.
1.2 Our proposition

Work your way.

We’ve made it our mission to help businesses choose a way of working that’s best for their people.

Global network
So we created a global network of workspaces that enable people to work closer, better, faster, happier, together, and in a more agile way.
Our visual identity.
Our visual identity

2.1 Visual elements overview

Logo

Regus™

Work your way

Logo without strapline

Regus™

Campaign imagery

Business lifestyle imagery

Imagery

Iconography

Typeface

Effra

Secondary

Primary

Colour palette

Centre imagery
Our visual identity

2.2 Our logo: Main logo

Our main preferred logo

Horizontal version

Primary logo full colour with strapline
(Figure 1 and figure 2)

This logo is the preferred which includes the strapline and the option to be used whenever possible.

The horizontal version is to be used when vertical space is at a minimum or the left aligned strapline is more suited to the layout.

Figure 1
Primary logo with strapline

Figure 2
Horizontal version of our logo with the strapline
Our visual identity

2.2 Our logo: Supporting formats

Supporting formats

Secondary logo with no strapline (Figure 3)
Occasionally the Regus logo will need to be reproduced without a strapline such as when the strapline will be too small to be legible, or on certain building signage or frosting.

Reversed (Figure 4)
The reversed version is only to be used on a black or very dark backgrounds.

Mono (Figure 6)
The mono version of the logo is always used in 100% black.

1. Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.
2. The master artwork files are available in various electronic formats, for both Mac and PC.
3. To obtain files, or for further guidance and queries, contact the Marketing Team.
2.2 Our logo: Clear space with strapline

Primary full colour (Figure 7)
To ensure prominence and legibility, the logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logos. This is also the minimum distance the logotype can be placed from the edges of the page. The construction of the exclusion zone is based on the height of the ‘R’ from the Regus logo. The clear space is implemented from the left and right edges of the logo and from the cap height and baseline of the logo top and bottom.

Minimum size - print (Figure 8)
The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 12mm when used for print. The trademark symbol should not appear when the logo is used at sizes below 20mm in width.

Minimum size - digital (Figure 9)
When used in digital formats, the logo has a minimum size of 100px. The trademark symbol should not appear when the logo is used at sizes below 120px in width.
2.2 Our logo: Clear space without strapline

Primary full colour (Figure 10)
To ensure prominence and legibility, the logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logos. This is also the minimum distance the logotype can be placed from the edges of the page. The construction of the exclusion zone is based on the height of the ‘R’ from the Regus logo. The clear space is implemented from the left and right edges of the logo and from the cap height and baseline of the logo top and bottom.

Minimum size - print (Figure 11)
The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 12mm when used for print. The trademark symbol should not appear when the logo is used at sizes below 20mm in width.

Minimum size - digital (Figure 12)
When used in digital formats, the logo has a minimum size of 50px. The trademark symbol should not appear when the logo is used at sizes below 120px in width.
Our visual identity

2.2 Our logo: Strapline & language versions

**Regus™**

*Work your way*

**Regus™**

*Pracuj tak, jak lubisz*

**Regus™**

*Работайте так, как вам удобно*

Figure 13
The font size of the language version should remain the same as the original logo.

Figure 14
The text should be centred excluding the™

Figure 15
Use two lines if necessary for longer translations

Figure 16
The leading may need adjusting slightly to allow for the change in characters including ascenders and descenders.

**Strapline**
The strapline must remain in English whenever possible. For legal reasons some countries will require a translated version.

Translations should be made using a professional translation service and brand fonts specified in this guide should be adhered to.
2.2 Logo misuse

Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.

1. The master artwork files are available in various electronic formats, for both Mac and PC, and are available from the Marketing Team.

2. Please ensure that logo is used correctly at all times.

Don't use the logo on dark backgrounds

Don't use the reverse logo on light backgrounds

Don't use the logo over busy areas of imagery (see page xx).

Don't alter the text size of the strapline

Don't change the font or font weight of the strapline

Don't change the text colour of the strapline

Don't use any other colours.

Don't create wallpaper patterns or repeat patterns,

Don't alter the logo in any way.

The crown must always be included.

Figure 17
Incorrect application of logo placement
2.2 Logo positioning

Figure 18
Most print based work including, posters, advertisements and covers will have the logo situated in the bottom right.

Figure 19
Emails will usually have the logo centred.

Figure 20
Websites are one of the few occasions where you will need to position the logo top left.
Primary and secondary colours

Our primary colour palette is an essential tool in building a distinctive and recognisable brand identity. Regus red must be used at 100% tint value.

Secondary colours are to be used mainly as an additional colour for tables, graphs and when an accent is required. The secondary colours can be used in percentages.
2.3 Brand colours: Application

Usage
Designs should primarily be a white background, black text with a hint of red as an accent colour.

Secondary colours should mainly be used when another colour is required, a graph legends for example.

Base colour
White always be used as a base colour for Regus designs.

Usage in percentages

- **60% WHITE**
- **20% BLACK**
- **10% RED**
- **5% COOL GRAY 10 C**
- **5% SECONDARY**

*Figure 22*
Primary and secondary brand colour palettes
Our visual identity

2.4 Typeface

Effra

Our brand typeface is the Sans Serif font Effra which is to be used for all our printed communications and online whenever possible.

We use four weights for Effra, Light, Regular, Medium and Bold, with no italics.

We often use a full stop at the end of our headlines to add an extra punch to our messaging.

Headlines (Figure 19 and figure 20)
Primarily we will use Effra Medium for most headlines.

Occasionally we will want a more sophisticated finish in our collateral, for example in a brochure where we want to convey a premium sense of quality, then we may switch to using Effra Light to achieve this.

Example headlines

A new way of working.

Figure 23
Primary headline style in Medium weight

A new way of working.

Figure 24
Secondary headline style in Light weight
2.4 Typeface: Supporting fonts

Language scripts

Noto Sans

Device reliant fonts

Helvetica

Language scripts

When Effra cannot support a language script, we use the typeface Noto – a free font developed by Google. The link below will take you to the Noto website, which allows you to select a country and download the relevant language script.
www.google.com/get/noto/#/

Device reliant fonts

For applications where we have to rely on a devices font set such as email campaigns we use Helvetica as an alternative for Effra. Helvetica is common to PC and Mac.

Noto traditional Chinese script

做你一生中最好的工作

Noto Korean script

당신의 인생의 최고의 작품 작업을 수행합니다

Noto Japanese script

あなたの人生の最高の仕事をする

Noto Thai script

ทำผลงาน ที่ดีที่สุด ใน ชีวิตของคุณ
2.5 Tone of voice

‘Work your way’ has a very powerful, highly motivating message to businesses of all sizes, across all markets worldwide. It is crucial that our tone of voice supports it in all external communications.

We can help our customers work in any way they need to; in any location, wherever they need to be.

Our language should be simple, not over-complicated. It should be positive – focusing on the real benefits of choosing a Regus office. And it should be human – relating to the positive impact a Regus workspace can have on someone’s life.

All material should be clear and confident. Not using jargon and speaking to people on a like-for-like basis in a professional tone that is in no way arrogant.

Remember that the person reading may not be fully familiar with our business – that’s why we always try to summarise our products with a consistent call to action:

**Ready-to-use Office Space, Coworking, Virtual Office, Meeting Rooms & Flexible Working Plans**

Our products should always be referred to in this way and never deviated from.
As a matter of course, copy should refer to our key brand DNA statements:

**Work closer.**
We believe people should be able to work near to those who matter. That’s why we built the world’s largest workspace network.

With over a million offices, coworking spaces and meeting rooms to choose from — and a presence in every corner of the world — we enable you to work wherever your business takes you.

**Work better.**
We believe working environments can inspire great work. That’s why our workspaces are beautifully designed.

Whether you choose your own private office or a desk in one of our vibrant coworking spaces, we make sure you have everything you need to be productive.

**Work agile.**
We believe businesses should work without constraints. That’s why everything we do is on flexible terms, from one day to many years.

We make it easy to add or reduce space, and even move location, so you can respond quickly to any changes in your business.

**Work faster.**
We believe time is precious. That’s why our workspace comes with everything taken care of.

We include security, high-speed internet, facilities management and a receptionist to welcome you and your guests. So you can focus on your core business and work more productively.

**Work happier.**
We believe everyone deserves a better work-life balance. That’s why we enable people to work where, when and how they want.

Whether you thrive in a fast-paced environment, yearn for calm and focus, or enjoy the buzz of a sociable workspace, you can choose whatever works best for you.

**Work together.**
We believe businesses thrive on relationships. That’s why our work environments are designed with collaboration in mind.

Join our global community of 2.5 million customers to make connections and create new opportunities. You’ll find a network of businesses just like yours, right on your doorstep.

**Note:**
We keep our headlines short and punchy, and for additional impact we include a full stop.
A summary of our tone of voice.

SIMPLE

POSITIVE

HUMAN

CONFIDENT

PROFESSIONAL

LEADERSHIP

ASPIRATIONAL

THOUGHTFUL

INNOVATIVE

PREMIUM

MASS MARKET

CLEAR

HELPFUL

RESPONSIVE

EXPERT
2.6 Brand messaging

We have defined the Regus identity and have created a DNA. This will form the basis of content and merchandising of our product offer.

The DNA breaks down into simple narrative:

What: The products we sell
Why and How: The marketing message
2.7 Components: Digital Buttons

Buttons and hyperlinks for digital collateral

**GET IN TOUCH TODAY**

**Figure 25**
CTA buttons should be square in design

![Example button](image)

Our network starts right here in Henley, with more locations close by, hundreds more across the UK, and thousands around the world.

So wherever business takes you, we'll be there too.

**View more info** on our Henley workspace

**Figure 27**
Text hyperlinks will often be coloured red to indicate that they are a link

**Button design (Figure 25)**
Digital CTA button's will be red in design to allow the user to quickly understand there is a hyperlink available to them. All graphical buttons should be square, if the design calls for another colour black or white can be used if necessary depending on the background.
Our visual identity

2.7 Components: Call outs

**Figure 28**
Red call out highlighting the location in an NCO leaflet

**Figure 29**
Red call out in an advertisement used to quickly reinforce the theme of the advert
2.7 Components: Iconography

Brand icons
The Regus icons have been created in a ‘line icon’ style. They are clean, informative and functional, and reflect our direct, plain speaking brand personality. They should always be used in a single colour, share the same line width and to ensure consistency, all icons must be approved by the marketing team before use.

Reverse icons
Icons may be used reversed into white if applied over the top of a solid colour or clear space of an image.

Figure 31
To maintain a balanced sense of consistency icons in a document should always be drawn with the same stroke width and outline style regardless of whether the size of the icons changes.
Our visual identity

2.8 Dual branding

Figure 31
The Regus dual branding lockup uses a 100% black dividing line to separate the two identities. The logo’s can be swapped left or right depending on where the Regus logo would usually sit in a layout.

Deutsches Haus Ho Chi Minh City Conference Center managed by Regus

This is where the local language version should be positioned

PLACoE THE LOCAL LANGUAGE VERSION REGUS LOGO HERE

Figure 32
The Regus logo and language logo dual lockup. In countries where we are legally bound to use the full company name or partner name, this should be positioned left in Effra and right in the local language using the Noto font if necessary.

Logo lockups
Dual branding should only be applied to the Regus logo without the strapline.

Partner logo size (Figure 31)
As a rule the partner logo should be of equal weight and space to that of the regus logo. The partner logo should never be closer than two times the ‘V’ of the Regus crown.
Our visual identity

2.9 Layout: Example layout structure

DNA of the advert
Refer to page 20 to see how the brand messaging is applied using the Regus DNA.
Headline = What
Body copy = How
CTA = Why

Save time and money on your deliveries with our managed postal service that gives you a 10% FedEx discount.
Savings delivered.
Start saving today
Contact your Centre Manager or call XXX XXXX XXX

Image representative of the advert content

CTA header
Effra Medium 14pt. Use of red underline to engage the eye

CTA
Effra Light 12pt. size 14pt leading

Headline
Effra Medium 65pt size with 60pt leading

Body copy
Effra Light 18pt size with 20pt leading

Dual branding lockup
See page 24
2.9 Layout: Examples

**Work closer.**
We believe people should work near those who matter. That’s why we built the world’s largest workspace network.

**Work happier.**
We believe everyone deserves a better work-life balance. That’s why we enable people to work where, when and how they want.

**Work faster.**
We believe time is precious. That’s why our workspace comes with everything taken care of.

**Work better.**
We believe working environments can inspire great work. That’s why we design beautiful workspaces.

**Work agile.**
We believe people should work without constraints. That’s why our workspace can scale up or down as your needs change.

**Work together.**
We believe businesses thrive on relationships. That’s why we connect a community of 2.5 million people.

*Figure 33*
Advertisement campaign
Our visual identity

2.9 Layout: Examples

Figure 34
Example spreads from brochure design
Our visual identity

2.9 Layout: Examples

Instant workspace. Customers included.

Join a global community

Double page spread advertisement

Work agile.

Email

Figure 35

Figure 36
About 2 Kingdom Street.

Our workspaces.

A new way of working.

Located in the centre of Paddington Central, this is the ultimate office space if you desire contemporary design and state-of-the-art facilities. It is a striking space featuring an impressive atrium which visitors and clients can both enjoy. The complex is home to many well-known companies, making these offices excellent for networking and socialising. As well as office space, there are 3 professional meeting rooms on the 6th floor. We also provide super-fast broadband connections for you to use at your leisure.

Whether you live locally, have clients nearby or colleagues you need to connect with, you can use our workspace whenever you need. Our network starts right here in 2 Kingdom Street, London, with other locations close by, many more across the UK, and thousands around the world. So wherever business takes you, we’ll be there too.

- Disabled facilities
- Videoconferencing studio
- 24 hour CCTV monitoring
- City / town centre
- Airport location
- Car parking

Whether you live locally, have clients nearby or colleagues you need to connect with, you can use our workspace whenever you need.

Our network starts right here in 2 Kingdom Street, London, with other locations close by, many more across the UK, and thousands around the world. So wherever business takes you, we’ll be there too.

Drop in to see us today

0800 000 000
kingdomstreet@regus.co.uk
2 Kingdom St, Paddington, London W2 6BD
regus.com

Work closer.

We believe people should be able to work near those who matter.

That’s why we built the world’s largest workspace network.

NOW OPEN IN [LOCATION]

Work your way

NOW OPEN IN [LOCATION]
Our visual identity

2.9 Layout: Examples

Figure 39
Advertisement

Figure 40
Poster
Our visual identity

2.9 Layout: Examples

Join the global leader in flexible workspace

regus.com.au/franchise

What we offer
- Office Space
- Coworking
- Meeting Rooms
- Virtual Office
- Flexible Working Plans
- In 120 countries

Figure 41
Exhibition stand

An exciting franchise opportunity

30% of all commercial real estate portfolios could be flexible workspaces by 2030.

JLL Research

SPACE FOR LCD SCREEN

REGUS TM

Work your way
2.9 Layout: Examples

We believe businesses should work without constraints.

That's why you can scale our workspace up or down as your needs change.

Ready-to-use Office Space, Coworking, Meeting Rooms, Virtual Office & Flexible Working Plans

Figure 42
Digital display banners
Campaign, lifestyle & centre Photography.
3.1 Campaign imagery

Photography

We use emotive imagery in our campaign photography that speaks to the messages we are expressing. The images should work fluidly with the campaign headlines. We look for a mix of ethnicities with imagery that works in the region where the campaign is running.

HEADLINE: WORK BETTER

As a rule campaign imagery should only be used with its accompanying headline. Occasionally we will reuse an image but this should be agreed beforehand with marketing.

HEADLINE: WORK CLOSER
3.2 Business lifestyle imagery

We frequently use lifestyle imagery in our collateral including Power Point presentations to depict customers using a product or service, these images will not necessarily be part of a campaign but the image must look documentary or reportage in nature.

We want authentic looking people doing everyday things in a composition that tells a story.
3.3 Centre imagery

Our centre image shoots should be taken with and without people. But all shots should be taken in an interesting way, with the product itself being the hero of the photograph. The compositions should be decluttered of objects such as fire extinguishers and office supplies with no distortion effects applied such as odd angles or fish eye lenses.

For more information see our photography guide.