Signature by Regus has been created to represent an exclusive collection of iconic buildings from the world’s tier one cities.

As a sub-brand, Signature by Regus adheres to the values, messaging and principles of the main Regus brand, but brings with it a handful of additional, unique qualities – qualities which define the difference that Signature by Regus stands for.

To help express this difference visually, the following guidelines have been developed to work as supplement to the Regus brand guidelines.
OUR MANIFESTO

YOUR KEY TO THE WORLD’S ULTIMATE BUSINESS LOCATIONS

ULTIMATE PRESTIGE
We’ve created a collection of iconic buildings from top-tier cities around the world, to provide places to work that project success and enhance the status of your business.

ACCESSIBLE EXCLUSIVITY
Sought-after by many – but until now, only available to the few – we make it easy to work, meet and create a home for your business in the world’s most desirable buildings.
VISUAL ELEMENTS OVERVIEW

A snapshot of the visual elements that form our brand identity

LOGO

Signature
by Regus

TYPEFACES

Effra

COLOUR PALETTE

Primary Secondary

IMAGERY

Brand Centre Iconography
THE BRAND IDENTITY

Primary logo (Figure 1)
This logo is the preferred option to be used whenever possible. The logo does not sit in a black box, it simply appears in white wherever it is possible for a black background to be used.

Reversed (Figure 2)
When a black background is not feasible, then the reversed version is to be used on white or very pale background.

Figure 1
Primary logo

Figure 2
Reversed version.
CLEAR SPACE

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 ‘S’ from the Signature by 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.

**Primary full colour** *(figure 3)*

The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 17mm when used for print.

**Minimum size - print** *(figure 4)*

The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 17mm when used for print.

**Minimum size - digital** *(figure 5)*

When used in digital formats, the logo has a minimum size of 75px.
Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.

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 on: vanessa.schotes@iwgplc.com
Signature by Regus

How we write our name
‘Signature by Regus’ must appear in this exact form whenever it is used in either the written or spoken word. It is our full name and cannot be shortened or changed in any way.
BRAND TYPEFACES

Effra

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Effra

Our brand typeface is Effra. It is to be used for all our printed communications and online whenever possible. We use four weights for Effra, with no italics.

Language scripts

When Effra cannot support a language script, we use the typeface Noto. 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 it is common to both PC and Mac.
Primary colours

Our colour palette is an essential tool in building a distinctive and recognisable brand identity.

**Primary colours** (figure 3)

Our colour palette is an essential tool in building a distinctive and recognisable brand identity.

**Figure 3**

Primary brand colour palette

<table>
<thead>
<tr>
<th>Primary Colour</th>
<th>Hex Code</th>
<th>RGB Code</th>
<th>CMYK Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>#ffffff</td>
<td>#ffffff</td>
<td>C0 M0 Y0 K0</td>
</tr>
<tr>
<td>Rich Black</td>
<td>#000000</td>
<td>R0 G0 B0</td>
<td>C50 M50 Y50 K100</td>
</tr>
<tr>
<td>Pantone 871 C</td>
<td>#b59464</td>
<td>R181 G148 B100</td>
<td>C32 M40 Y65 K5</td>
</tr>
<tr>
<td>Pantone Cool Gray 10 C</td>
<td>#807f83</td>
<td>R128 G127 B131</td>
<td>C0 M2 Y0 K60</td>
</tr>
</tbody>
</table>
BUILDINGS
CENTRE DESCRIPTIONS

Signature by Regus gives you access to one of the world’s most sought-after buildings.

The Gherkin, with its unrivalled views across the City of London, provides an exclusive place to work, inspire and impress – creating the ultimate image for your business.

Popular with traders, hedge funds and accountants, the building boasts a private bar and a stunning top floor restaurant.

- One of the world’s most iconic buildings
- Exclusive, self-contained and professional workspace
- Global neighbours in insurance, finance and media
- Private bar and top floor restaurant
- Sandwich service for when meetings run over lunch
- Business-grade internet and telephony

Description
Try to include within the opening sections, the essence of what makes Signature by Regus different from all other Regus locations:

Ultimate prestige; a collection of iconic buildings from top-tier cities around the world, that provide places to work which project success and enhance business status.

Accessible exclusivity; only Signature by Regus can make it easy to work, meet and create a home for your business in the world’s most desirable buildings.
WHERE DO WE USE SIGNATURE BY REGUS?

PRE-SALE

Adverting (digital and print)
- Signature
  - Tactical campaigns targeted to specific locations

Social

PR
- Signature
  - Activities to support launch of new locations

Online
- Solutions email

Marketing tools (pitch decks & brochures)
- Signature
  - Incorporate Signature by Regus messaging

Tour collateral

POST-SALE

Building signage
- Signature
  - Clear branding on building and signage

In centre (posters etc.)

Customer comms (emails)

Operational (invoicing etc.)
- Signature
  - Weave Signature by Regus messaging into centre descriptions
BRAND IDENTITY AND STYLE GUIDE, VERSION 1.0 - JULY 2018