



# Brand identity

GUIDELINES 2017



# Brand support

## Contact

Contact the Creative team for creative reviews, design guidance, and questions about the identity system

[creative@corporaterewards.co.uk](mailto:creative@corporaterewards.co.uk)

## Resources

The Creative Crunch site contains the full set of identity assets and templates (except for photography) and is available to all employees who attended Brand training.

Equally you can access these files on the server under  
Business Documents > CR New Brand

# Value proposition

## Vision, Mission & Values

The Corporate Rewards brand is expanding quickly, as we become more well known in the industry, amongst our peers and our clients, we must all focus our brand whenever we communicate. Our brand is much more than a logo and colour scheme, our brand is who people believe we are as a company and how they will come to recognise us as we gain more recognition in the industry.

### Mission

**Engaging People.  
Shaping Culture.  
Driving Performance.**

### Vision

**We are performance improvement experts, passionate about building programmes that get outstanding results.**



#### Respected

We are a respected organisation within our field - to our clients, potential customers, our suppliers and partners and even to our competition. This is achieved with our professional and genuine manner, which we strive to uphold.

#### Can do

Our hungry, motivated attitude showcases a confident capability. We always look to add value and are prepared to go the extra mile - we 'can do' anything for our clients. This will instill confidence and inspire our fellow colleagues to adopt a consistent approach and attitude.

#### Innovative

We pride ourselves in delivering the most innovative and tailored solutions. We are constantly aware of the ever-changing business environment and our fingers are always on the pulse - keeping our approach and mindset fresh. This ensures Corporate Rewards is a dynamic company to work with and for.

## Your views

A word cloud visualization showing various positive adjectives used to describe a brand identity. The words are arranged in a cluster, with larger and more prominent words indicating higher frequency or stronger association. The adjectives include:

- Vibrant (multiple instances in green, yellow, purple, and blue)
- Unique (blue)
- Eye-catching (purple)
- Energetic (blue)
- Colourful (yellow)
- Bright (multiple instances in orange, pink, and blue)
- Simple (green and blue)
- Contemporary (orange)
- Modern (multiple instances in orange, yellow, and blue)
- Inviting (purple)
- Informal (blue)
- Fresh (multiple instances in green, yellow, and blue)
- Professional (multiple instances in orange, yellow, and blue)
- Exciting (blue)
- Fun (multiple instances in purple, yellow, and green)
- Stand-out (yellow)
- Engaging (purple)
- Recognisable (blue)
- Bold (multiple instances in orange, yellow, and blue)
- Imaginative (yellow)
- Fun (multiple instances in purple, yellow, and green)
- Clear (multiple instances in blue, yellow, and green)
- Current (orange)
- Friendly (multiple instances in purple, yellow, and blue)
- Cheerful (yellow)
- Personal (purple)
- Interesting (yellow)
- Friendly (multiple instances in purple, yellow, and blue)
- Colourful (blue)
- Happy (green)

# Your views

**What one thing would you change about the brand? Give us examples of what you would do to change it and why eg the logo, the colours, the imagery, the presentation templates**

*The name of the company, looking at Edenred for example their needs to be a more universal name in my opinion, if you google corporate events we don't even come up!*

*More options where loads of colour is not appropriate, brand gets lost without them. More of a range of styles to cover different clients, especially some more formal, business-like ones. Co-brand options for documents with clients.*

*Colours are a bit 90s*

*The green is a bit harsh as the main colour*

*The colours - I don't ever use the dark green and both grey and silver are too similar it would be good to have other complimentary colours to use*

*The shattered triangles don't suit some images and can take away from the picture a bit.*

*I think agencies like us can afford to be a bit funkier without putting off corporate clients*

*Make the logo more detailed, with a textured background instead of a plain green.*

*Use CR logo / device more to replace full logo.*

*Add texture*

*Presentation templates! An overview for current relevance e.g. UK/US relevance, optional content page, print friendly version, cost slide*

*Not sure the imagery works well in presentation - further thought to separators (chapter pages) would be good*

**What would you like us to go over specifically, are there any additional templates you'd like us to create or anything you don't understand in particular?**

*What we can and can't do with it, tone of voice*

*How do we add the colours in so they are always an option without manually adding the RGB numbers in?*

*Powerpoint needs reviewing as there isn't anyone who supports it now i believe...*

*It would be great to create a template for a lengthier document with version control, and index etc with all the colours, headings etc from scratch*

*Where everything is saved in the job folder. There are so many folders of outdated stuff it's hard to know what is the best to use*

*Create examples of tone of voice - how "agency" should we be?*

*Creating documents (word / excel) with the CR palette readily available (eg not having to add the RGB everytime to add colours - like the PPT template)*

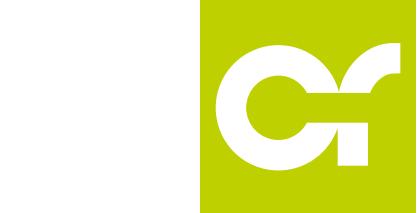
*When to use which assets and fonts*

*Less of the practical application, more of the essence around the brand so we understand where it has come from, the ideas behind its application, best use of it and how to get our brand message across to others.*



# Logo family

When this logo was developed the idea of the CR device was to resemble a 'key', CR being the key to unlocking employee experiences and engagement that no other company can reproduce.



**corporate**rewards**  
engaging people**

FULL COLOUR  
The preferred version of the logo, for use on white or light backgrounds



**corporate**rewards**  
engaging people**

SINGLE COLOUR CHARCOAL  
Can be used as a secondary form of the logo or when full colour printing is not available.



**corporate**rewards**  
engaging people**

FOR USE ON COLOUR OR  
PHOTOGRAPHIC BACKGROUND

## Our main logo

This is the future of the CR logo, we are gearing our brand up towards this shortened form in both visual and reference usage. For now it is the secondary version of the logo.

To enable us to move forward with this brand, in all content we must reference 'Corporate Rewards' for the first time but any subsequent references may be referred to as 'CR'.

This remains the primary version of the logo.

# Logo family

## Other brands



FULL COLOUR  
For use on white or light backgrounds



SINGLE COLOUR CHARCOAL  
Can be used as a secondary form of the  
logo or when full colour printing is not  
available.



FOR USE ON COLOUR OR  
PHOTOGRAPHIC BACKGROUND

The device is used for  
continuation pages or when the  
full logo has already been used.

The US version of the logo. This  
should be used as a back up  
to the block colour device on  
the previous page for invoicing  
and should not be used as the  
primary global logo.

# Logo family

## Incorrect usage



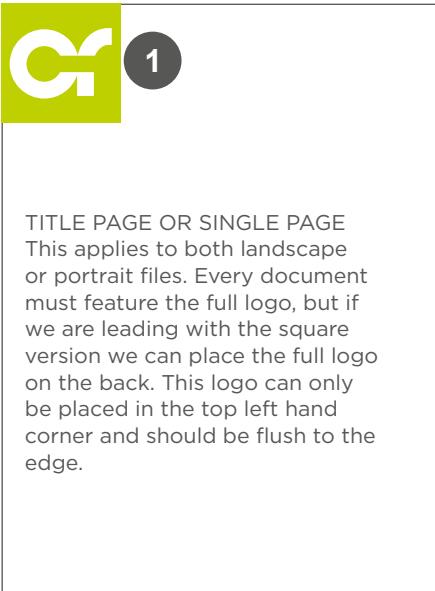
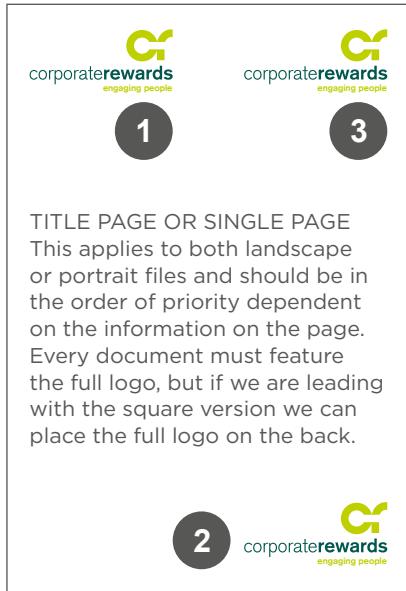
### DO NOT

- ✗ Change any colours.
- ✗ Change the proportion of the logo.
- ✗ Make the logo smaller than 45mm in width.
- ✗ Move any object within 10mm of the logo, leave clear space all around.

- ✗ Change the structure of the logo.
- ✗ Remove or add any elements of the logo.
- ✗ Place the logo on clashing backgrounds.

# Logo family

## Positioning and relative sizing



1/3rd of content area maximum for all normal jobs.

Maximum 2/3rds of content area. Large format only.

### FOOTERS AND ACCREDITATIONS



## Logo family

Isolation area



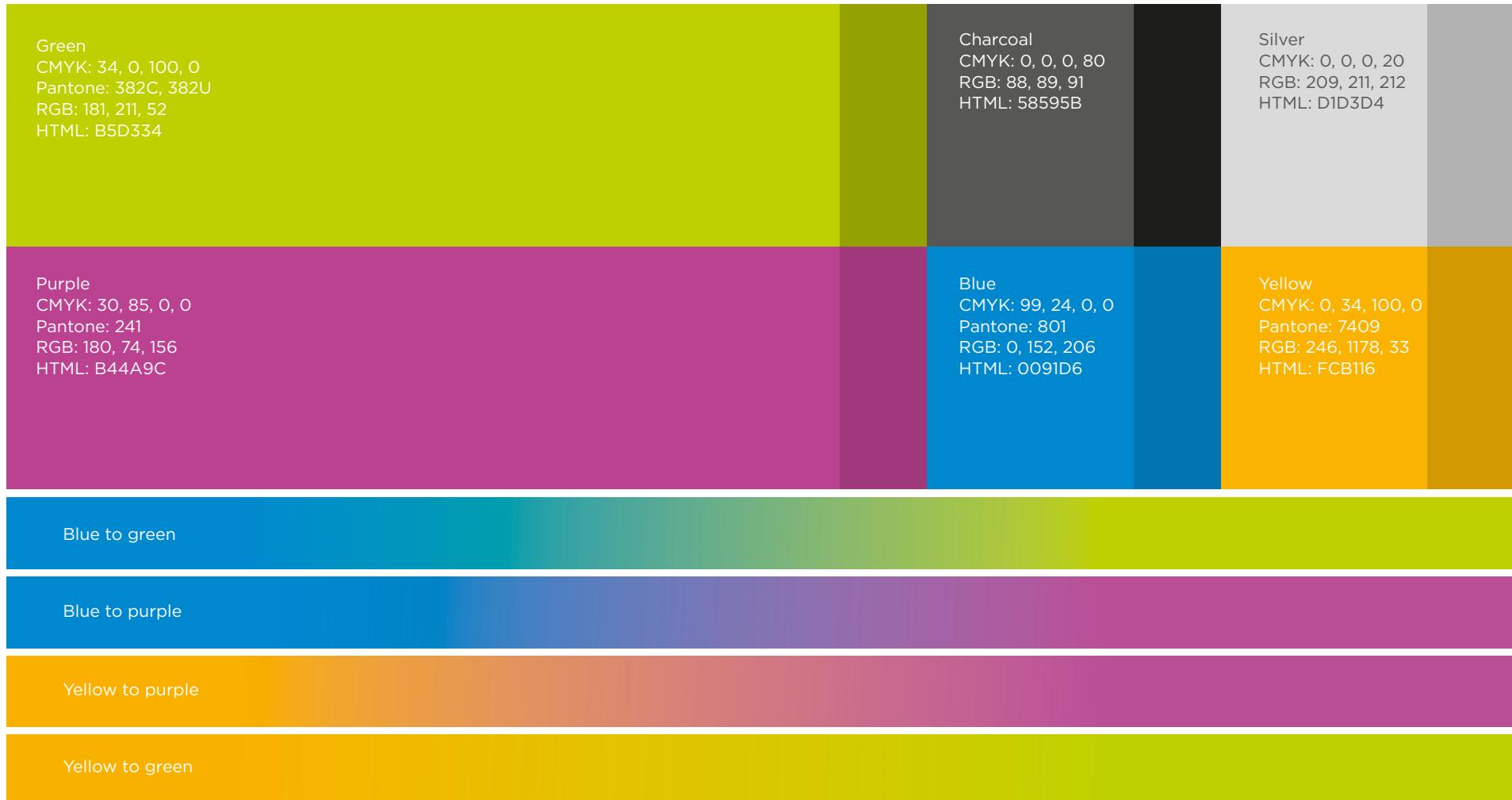
The square version of the logo must have at least half its own area as negative space to the right and bottom



The primary version of the logo must have at least the same area as the 'C' in the device as negative space on all sides.

# Colour palette

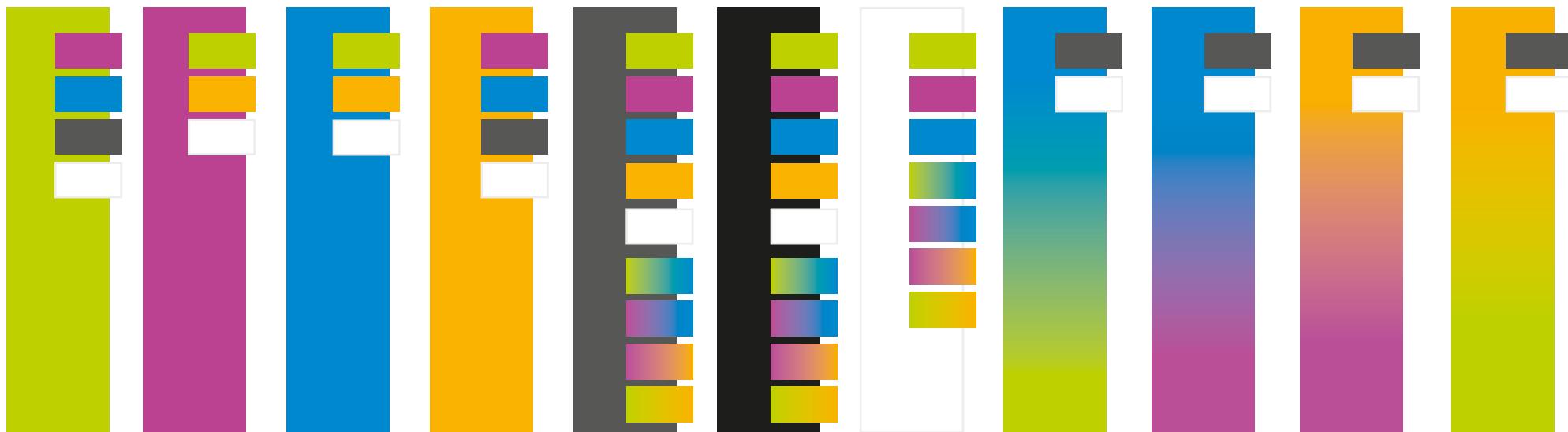
The scale of priority of colour use goes from left to right and top to bottom with the top left green colour being the most important colour.



# Colour palette

## Colour theory

We use colour in a way that expresses certain feelings or emotions in our brand just as other major corporations do as well. Below you will see how to use colour wisely, getting the most out of the composition of our work. We should aim to work on an 70-30 composition ratio of 70% dominant colour and 30% accent. There will be exceptions.



Together our colours are vibrant, fun and engaging. But much more than that they serve a psychological purpose. This is something we can work with when thinking about the composition of our message.

### COOL FRESH COLOURS



### WARM COLOURS



Optimism, warmth, happy

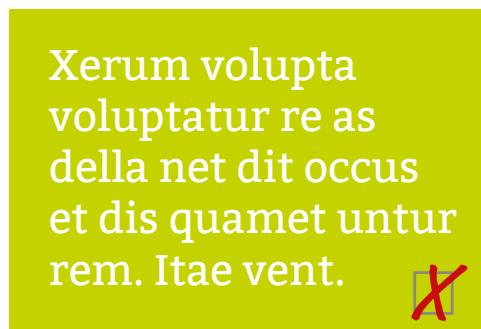
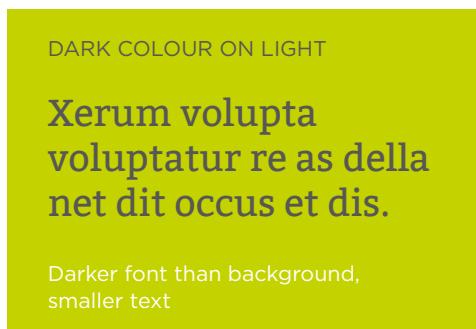
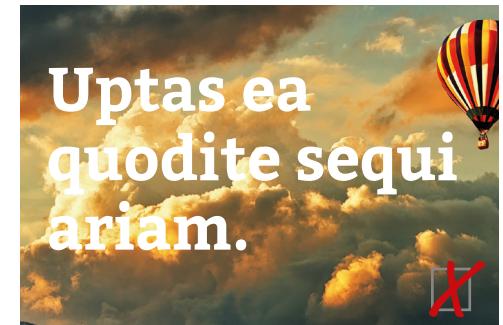
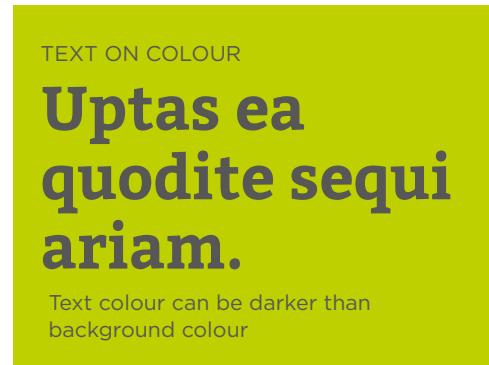
### TOGETHER



Together we are vibrant, exciting and original with Innovative new ideas offering a wide range of Can Do services.

# Colour palette

To improve our user friendliness when reading our collateral and presentations below are some guides on colour usage and best practices so users don't switch off when engaging with our content.



# Colour palette

Aim for a maximum ratio of 70% dominant colour to 30% secondary colour.



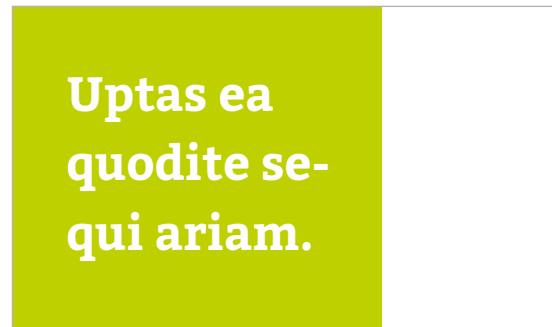
All four colours can be used within the 30%.



50%-50% does not work, it is too overbearing.



The dominant colour can be used on its own with white space taking up 30%, any less looks odd.



70% can be negative white.



70-30 only works if we use the correct combinations.



70%-30%

Use the darker colour as a point of interest in your document, but don't overdo it.



All four colours can be used together, but not more than 30%.



Do not use all four colours equally, without negative space.



# Typography

Bitter

Typography is an essential part of the Corporate Rewards brand. It helps to unify messaging and create familiarity. A consistent typographic style is essential in creating a distinctive identity. Bitter is our primary typeface. Coupled with Gotham and Arial, our content fonts, creates a quality, friendly and legible feel to our identity.

FRONT PAGE FONT

Bitter Bold 48pt, any colour from colour palette, title case, left or centre aligned.

# **Bitter Bold 48pt is Corporate Rewards' front page font**

TITLE FONT

Bitter Bold 24pt, any colour from colour palette, title case, left or centre aligned.

## **Bitter Bold 24pt is Corporate Rewards' page title font**

HEADING 3 FONT

Bitter Bold 18pt, any colour from colour palette, title case, left or centre aligned.

### **Bitter Bold 18pt is Corporate Rewards' heading 3 font**

HEADING 4 FONT

Gotham 12pt, any colour from colour palette, upper case.

#### **GOTHAM BOLD 12PT IS CORPORATE REWARDS' HEADING 4 FONT**

TITLE FONT PALETTE

**Bitter Bold can be used in any of these colours**



# Typography

## Gotham & Arial

For all communications going forward our main content style for marketing will be the Gotham family of fonts, however for normal correspondence we will be remaining with Arial. Gotham is a more mature font for commercial marketing, already used by highly respected corporations and provide, as seen below, a higher number of variations. The increase in variations will help emphasise our marketing messages, equally keeping Arial, a similar font, in our everyday use will provide a friendly touch that our customers will be used to.

GOTHAM BOLD 9pt

**Emphasis typeface for commercial marketing use**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

GOTHAM BOLD ITALIC 9pt

**Emphasis typeface for commercial marketing use**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

GOTHAM BOOK 9pt

Preferred content typeface for commercial marketing use

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

GOTHAM BOOK ITALIC 9pt

*Our preferred content typeface for commercial marketing use*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

GOTHAM MEDIUM 9pt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

GOTHAM MEDIUM ITALIC 9pt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

GOTHAM LIGHT 9pt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

GOTHAM LIGHT ITALIC 9pt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

ARIAL BOLD 9pt

**Emphasis typeface for normal use**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

ARIAL BOLD ITALIC 9pt

**Emphasis typeface for commercial marketing use**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

ARIAL REGULAR 9pt

Preferred content typeface for commercial marketing use

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

ARIAL ITALIC 9pt

*Our preferred content typeface for commercial marketing use*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

# Typography

## THIS IS AN EXAMPLE OF A DESCRIPTOR

A descriptor is a level below a subtitle and describes what is about to follow in the content, they should always be in all caps and either in grey or white. They are the same size as the content font which is recommended 9pt Arial or Gotham Regular.

## QUOTES

Market OT font or Arial italic, in sentence case, any colour from colour palette and must be no smaller than 14pt.

*"Alis ex endaeribus accumquiae sinctem faccempor autationem quiae venis arum quaspelendus ipsus doloreprest odis quid quiae plam asintib usantis etus."*

*"Alis ex endaeribus accumquiae sinctem faccempor autationem quiae venis arum quaspelendus ipsus doloreprest odis quid quiae plam"*

## BULLET POINTS

Bullet points should follow the same rules as content, however they will be in black to stand out from the grey content. Bullet points should also use circular bullets, and be inset.

- Ibis non est, comminimum nonsequassi tecabor ecabo.
- Ates sitae num valoratur as etur sitasimus valoris dolorit reheniae voluptatis pereped expere rernatae volores am, officto excernam consequi ommolupta net accabore earuptatur aut odit il ipidi nectur?
- Qui conet enet parcips andit, eaquost, nis illupta tiature, volessus ea corectur?
- Quident laute net odis sam, te corrum quibeati il et ex ex explis exersperum ra nos sitaque quam lam aliqui doluptat labo.

- Lorro omnis denducitat od utem ipitio mos dolorepeles et quamus, commima gnatiur? Ita ipis magnatus delitiant.
- Obitassi beraeturis est utet aute velest, si voluptas cus quist, cus, quatur, non

 Bullet point content must not drag behind the next bullet when overlapping onto the next line

# Content type hierarchy

## TABLES

Tabular data comes in many different shapes and sizes, and as such these are guidelines and not rules, but you should follow the best practices where possible.

Tables should have a charcoal grey background colour for the header, so each row/column is labelled clearly. Each row or column should have a 1pixel white gap to differentiate between rows and make it easier for the user to follow, equally we should aim to rotate grey tones in rows or columns again so the information is easy to follow, but for tables with over 10 rows of data this can be ignored.

Pricing information or the most important info should be picked out in a brand colour, blue or purple works best against light grey.

Bold Table Headings	Charcoal Background	Total
Em ut mintempore	Simus aut pelique quo comniet	100
Atese srroritiis	Is ea doloreic tem qui bla que ratusa volut	90
Essitin res re offic	Tendendis eatquo int	80
Metur molorep erspicia	Verem nobis audigendit fuga	70
Ur aut ut id modioreperit	Dolorerum, cum essit	60

# Typography

These examples show how the mixture of typographic styles and imagery work together to create a fun, but professional brand



## Engagement in the workplace

You don't have to take our word for it; the figures back up this theory. A recent State of the Global Workplace study, conducted by global performance management consulting firm, Gallop, showed that only 30% of the UK workforce is engaged. The study proved that an engaged worker is a more productive worker. Those in the top 25% of the survey had a significant impact, producing 50% more revenue and customer ratings, less turnover and absenteeism, than those in the bottom 25%. Having spent years carrying out thousands of interviews at every level for the global study, the Gallop team estimates that active disengagement costs businesses between \$450 billion and \$550 billion each year.



A guide to Employee Reward & Recognition



## Benefits of Employee Recognition

Putting an employee recognition system into action and engaging with your staff has significant advantages for a business. It can also help solve key issues that can negatively affect a company:

- **Retention** – when employees are happy in their existing roles they are less likely to pursue other opportunities. This means your staff retention rates will rise, which saves money and time.
- **Relationships** – strong team relationships can develop as staff are urged to encourage each other and share knowledge to achieve and win recognition.
- **Motivation** – impacting on the working environment, satisfied staff will contribute to a positive working environment that employees (new and old) will want to be a part of.
- **Environment** – morale tends to be high, creating a positive workplace that staff want to be a part of.
- **Progression** – training is usually readily available, allowing staff to improve their knowledge and progress in a career with your business.
- **Loyalty** – appreciation can trigger an emotional reaction and builds a bond with employees. And an engaged employee will promote and sell your brand far more efficiently.

Once introduced, employee recognition can become an intrinsic part of your company culture. This results in numerous benefits for staff too:



## Aligning with your Company Vision and Values

As a key player in your business, you should have a clear direction of the way you wish to drive it forward through the year; how you would like it to perform and culture you want to instil in your vision. It can be a difficult task to make employees focused on the company's goals all year round to achieve this vision. However, the integration of an employee recognition programme will help you to motivate staff to achieve the deliverables needed.

Research actually proves that values-based recognition programmes have a more positive effect on employees than standard recognition schemes. A survey by Globoforce showed that 43% of employees in companies with values-based recognition programmes are satisfied with the level of recognition they receive for doing a good job. This is compared with only 34% of employees in companies with a standard recognition programme.

**43%** of employees in companies with values-based recognition programmes are satisfied with the level of recognition they receive for doing a good job.

\*Globoforce.com. The 3 reasons why you must sync values to employee recognition. Release 501. 15 May 2015

A guide to Employee Reward & Recognition



## Online or Offline? Finding a programme that fits your business

Online might not be right for all businesses, so the most important thing is to select a programme that perfectly fits your organisation. If your workforce is located on the factory floor, for instance, with no internet access, they'll need to use an offline programme. In this case, the provision of printed materials will be the most efficient route.

Contemporary rewards programmes can be run online, providing optimum visibility for both staff and management. Online programmes can be tailored to incorporate company branding, making them appear familiar and accessible to all. This approach also makes it easy for staff to monitor their own progress, keep them motivated and strive for the rewards they deserve. Simple, effective and instant visibility of their team's performance and can regularly offer encouragement and recognition at the appropriate time.

*...Online platforms can be tailored to incorporate company branding, making them appear familiar and accessible to all..*

A guide to Employee Reward & Recognition

# Photography

## Image library

Overall our photographic style should be genuine, colourful, fun, aspirational and interesting without being cliched or too obvious.

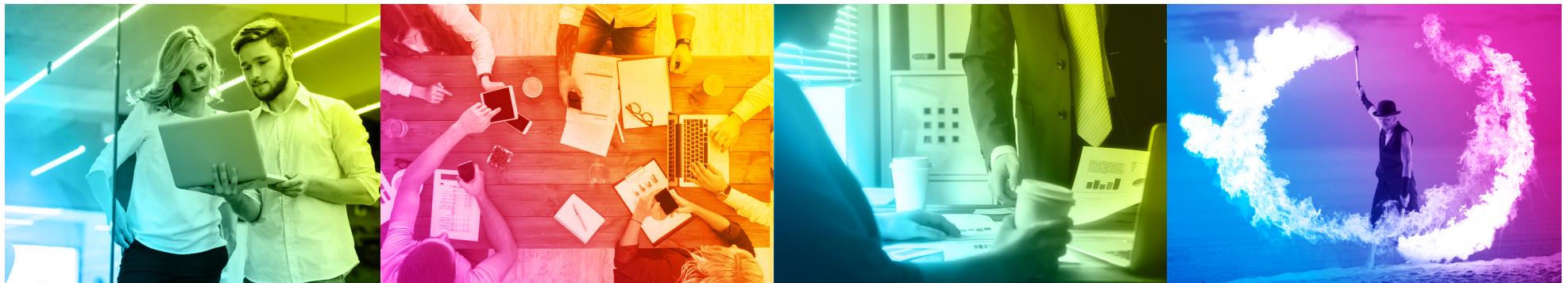


# Photography

## Colours, overlays and textures

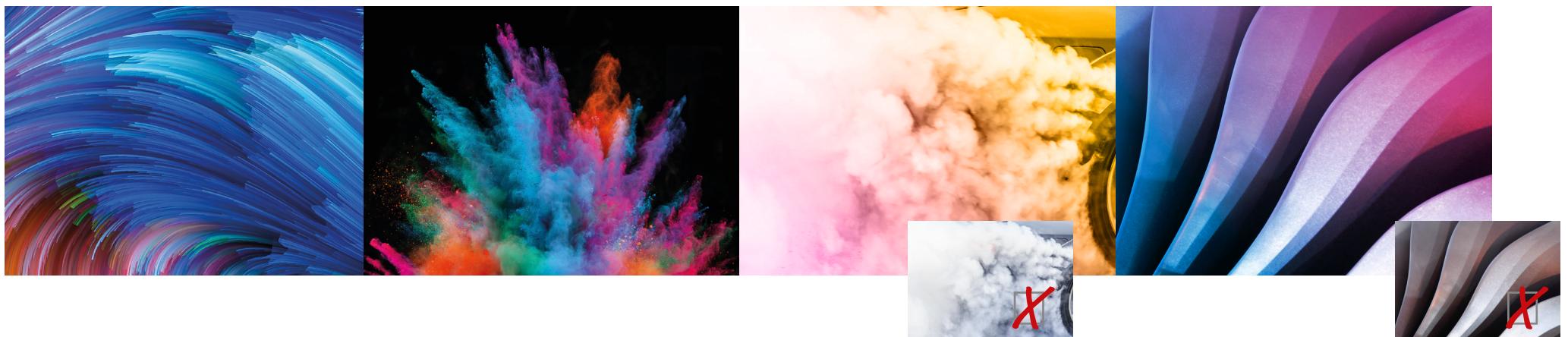
### COLOUR OVERLAY

The creative team use colour overlays to add an extra dimension to our stock photography. They emphasise our brand colours through imagery when the colour of the photography is not that engaging.



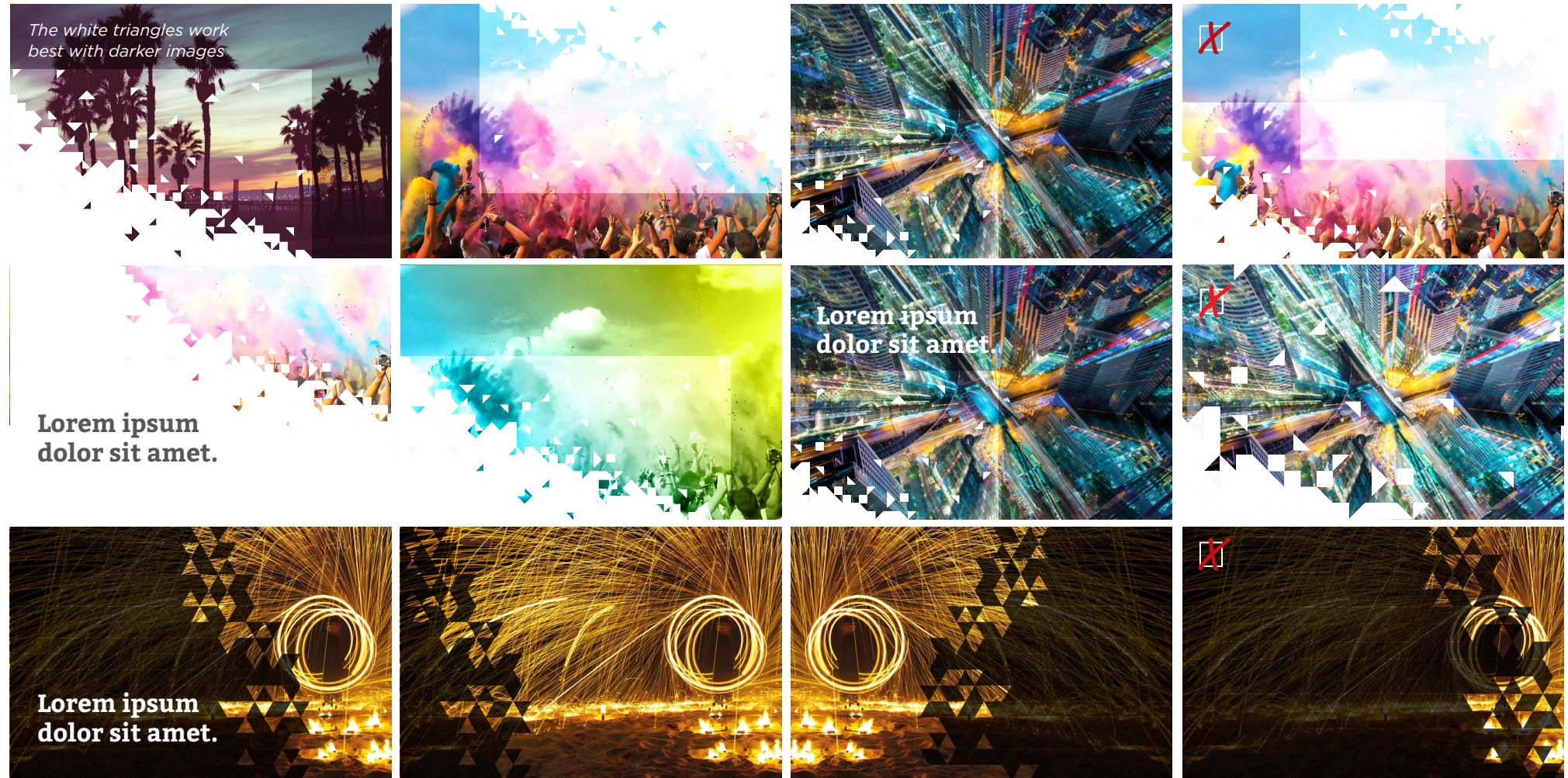
### TEXTURES

We use abstract textures that are colourful to really make pages explode with colour and vibrance when we really want a message to get across, this would be a headline message or front page. Some textures may need to have an additional overlay of gradient to make them stand out more.



# Photography

The triangles add another dimension to our photography much like the gradient overlays. We will eventually have our own unique photography produced, but in the meantime we have to use the most relevant, but most original stock photography. Inevitably we can't control who else uses the same brand images as us, but we can control the use of triangle overlay to set our brand apart. This is their primary use, but they also convey the sense of technology within the geometric patterns and an essence of jigsaw puzzles composing of all of our products without being too cliched. They add a great ability to create negative sapce for content and titles as you can see in the examples below.



## Geometric pattern

# Powerpoint presentations

CR Branded

## POWERPOINT TITLE SLIDE

The major thing we have done to the powerpoint presentation template is to change the ratio from 4:3 to 16:9, as most of the corporate world is working on widescreen laptops / desktop screens, especially when presenting in a boardroom tv screens work better in this ratio. Equally this gives us more surface area to work with so you can get more content in.

Incentives



Recognition



Generic version 1



Generic version 2



## POWERPOINT DIVIDER SLIDES

We also have a bank of vibrant photographic slides for you to use in your presentation. Previously these were used to split up the content of your presentation into easy bite size chunks, but they don't serve a useful purpose, so now we use them to make dramatic statements in line with our tone of voice.



# Powerpoint presentations

Co branded

POWERPOINT TITLE SLIDE



When client branding documents you can follow these simple guidelines:

- Client logo in top right hand corner can be extended to every page of the presentation
- Client logo should be the white version, every company will have one so please ask, in the rare event they do not please use the white version background opposite
- Client logo should be roughly the same size as the Corporate Rewards logo
- A template is already set up in the CR New Brand folder or please ask Creative where it is saved.

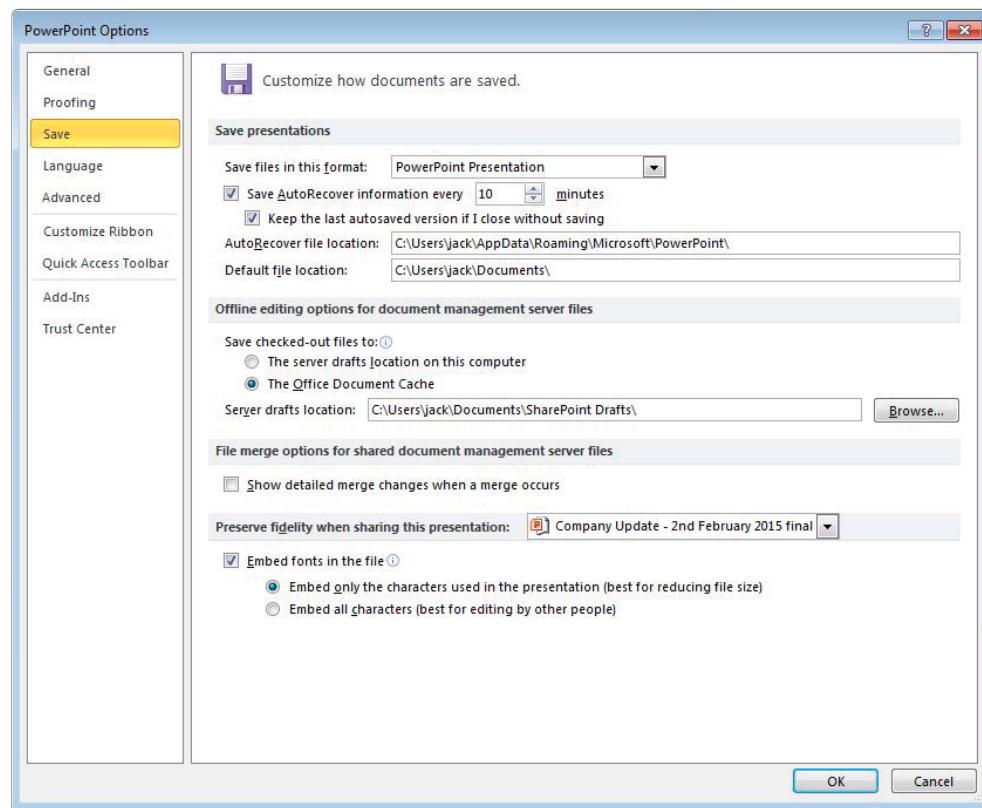


Under no circumstances must we client brand our presentations. If the client wants to brand our presentation themselves that is ok, however as a growing company we must be confident in our own branding enough to take the lead.

Do not change our colours, do not change our font, do not change our imagery.

# Saving your files

To preserve our brand when sending documents to clients we must embed our fonts. Our fonts are not universal and if the client does not already have one of our fonts installed their machine will revert to a default font usually Times New Roman, which is not on CR brand. There are two ways to get around this, firstly file formats. Saving a document as a pdf or jpg will automatically embed the fonts and you should have no issues. However, saving Powerpoint documents as pdfs will remove any animations or transitions, so you will need to embed the fonts in a different way shown below.



## Embedding fonts

### In Microsoft Powerpoint 2010

- Click on File
- Click on Options
- The opposite pop up box will open
- Click on Save in the left nav
- Tick the box that states, 'Embed fonts in the file'

# MyCard

## An overview

MyCard is primarily part of the Corporate Rewards brand and as such should follow the same guidelines as laid out on previous pages when it comes to typography, photography and colourways. However, there are some key differences to the Corporate Rewards brand due to the restrictions placed on us by MasterCard, for a more detailed view please visit the Product and Proposition department for more MyCard information.

### LOGO



FULL COLOUR  
The preferred version of the logo, for use on white or light backgrounds



SINGLE COLOUR CHARCOAL  
Can be used as a secondary form of the logo or when full colour printing is not available.

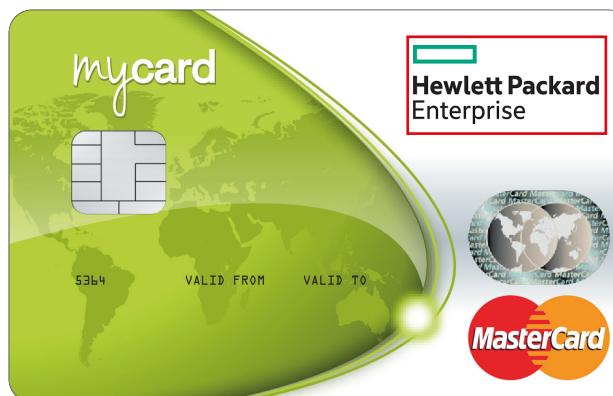


FOR USE ON COLOUR OR PHOTOGRAPHIC BACKGROUND

### THE CARD



NON BRANDED  
This is the design for non branded cards.



CO BRANDED  
This is the design for co branded cards, there is a space in the top right hand corner for full colour logos to be included without encroaching on the hologram.



FULLY BRANDED  
Fully branded cards can be completely tailored to the clients needs whilst respecting the MasterCard brand. Full photographic images and illustrations can cover the whole area of the front side of the card making sure that no important information encroaches within the red outlined area. For full Prepaid MasterCard branding guidelines please see a member of the Product and Proposition department.

# MyThanks

## Logo and colour palette

The MyThanks brand must be able to easily mould into any brand without having too much input from the project teams. There are two main options open to clients, the classic MyThanks package and a cobranded product. Because MyThanks must easily fit into any brand it has a very limited and subdued colour palette so any company can co brand without the look and feel being wildly different to their own.

LOGO



FULL COLOUR

The preferred version of the logo, for use on white or light backgrounds



SINGLE COLOUR CHARCOAL

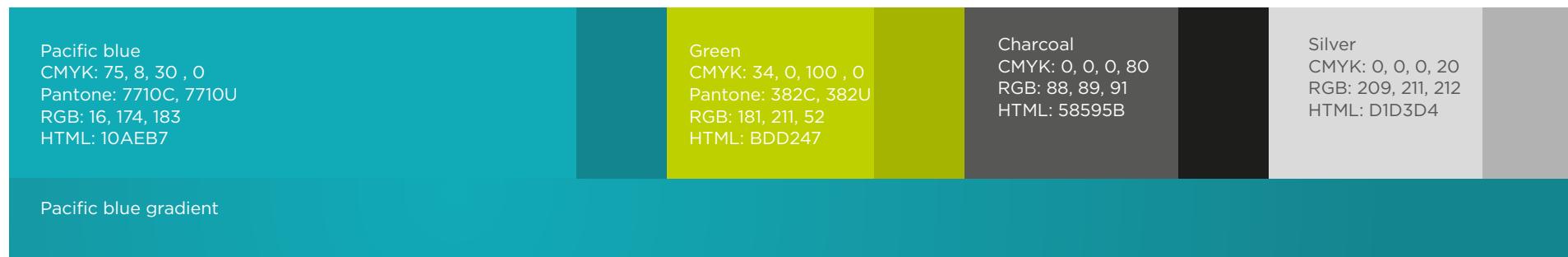
Can be used as a secondary form of the logo or when full colour printing is not available.



FOR USE ON COLOUR OR PHOTOGRAPHIC BACKGROUND

### PRIMARY COLOURS

With the exception of the green and grey colour no other colour from the Corporate Rewards' colour palette should be used in conjunction with the MyThanks brand. This is to maintain the authenticity of the MyThanks brand as a standalone entity.



# MyThanks

## Image library

Our photographic library for MyThanks should emphasise a human element at the core. There are no abstract photographs in this library. It is young, vibrant and some aspects focus on the reward and technology factor of MyThanks through the use of mobile phones and music. They all have a hazy sunny overlay to exude the essence of warmth and happiness.



# MyThanks

## Typography

As previously mentioned MyThanks is a standalone brand. MyThanks has separate fonts for use in commercial material and these are defined by the limitations of MyRewards. MyRewards has a limited amount of preinstalled fonts, one of these is Lato, which is where we take the content font lead from. Lato can be downloaded from Google fonts or ask a Creative team member to supply.

### TITLE FONT AND FOR EMPHASIS

*Typeface for commercial marketing use*  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

LATO BOLD 9pt

Emphasis typeface for commercial marketing use

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

LATO REGULAR 9pt

Preferred content typeface for commercial marketing use

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

LATO ITALIC 9pt

Our preferred content typeface for commercial marketing use

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

LATO BLACK 9pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

ARIAL BOLD 9pt

Emphasis typeface for normal use

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

ARIAL BOLD ITALIC 9pt

Emphasis typeface for normal use

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

ARIAL REGULAR 9pt

Preferred content typeface for normal use

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

ARIAL ITALIC 9pt

Our preferred content typeface for normal use

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

# Events

Logo



## FULL COLOUR

The preferred version of the logo, for use on white or light backgrounds



## SINGLE COLOUR CHARCOAL

Can be used as a secondary form of the logo or when full colour printing is not available.



## FOR USE ON COLOUR OR PHOTOGRAPHIC BACKGROUND

The events logo should only be used on any commercial marketing and must always be used in conjunction with the Corporate Rewards primary logo.

# Events

## Typography

CR Events have the freedom of an additional font. Whilst there are many consistencies to add a sense of familiarity to the over arching Corporate Rewards brand, CR Events do need to position themselves alongside their competitors in their industry. The introduction of Moonflower adds a very friendly and fun tone to CR Events communications that helps set them apart from CR. Bitter remains the primary typeface and is included the Events font family coupled with Gotham and Arial.

### FRONT PAGE FONT

Moonflower 48pt 0.5pt stroke, any colour from colour palette, all caps, left or centre aligned.

# MOONFLOWER 48PT EXAMPLE

### TITLE FONT

Moonflower 30pt 0.25pt stroke, any colour from colour palette, all caps, left or centre aligned.

## MOONFLOWER 30PT IS CR EVENTS' TITLE FONT

### SUBTITLE FONT

Bitter Bold 18pt, any colour from colour palette, title case, left or centre aligned. Can be used in conjunction with or as a replacement for Moonflower.

## Bitter Bold 18pt is Corporate Rewards' subtitle font

### COLOURS

As per Corporate Rewards brand guidelines Events typography can be used in any of the following colours.



### ARIAL BOLD 9pt

**Emphasis typeface for normal use**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### ARIAL BOLD ITALIC 9pt

**Emphasis typeface for normal use**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### ARIAL REGULAR 9pt

Preferred content typeface for normal use

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### ARIAL ITALIC 9pt

*Our preferred content typeface for normal use*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# Events

## Image library

The Events image library takes its lead in the main from Corporate Rewards, however it is very route one when it comes to showing Events type imagery. We do not apply any filters to the events images, they may be taken from interesting angles, but they should not be confusing. If a picture is supposed to show skiing, then it should depict that clearly.



# Events

## Service Icons

There are a range of service icons specific to the Events team, below is the full range.



# Events

**INGRAM MICRO'S ADRENALINE PUMPING WEEKEND IN OXFORD**

**THE CHALLENGE**

Ingram Micro were looking to run a three-month incentive to drive e-learning activity to support the sales of Windows devices with Microsoft attack.

The incentive needed to be communicated thoroughly within the participating partners and was to include an end of programme experience, based centrally so achievers could be rewarded for their performance.

**The Experience**

Before the trip, our Event Manager liaised with all the delegates to organise flights and transfers, understand their level of ski capability and pre-book all their ski equipment hire requirements.

The guests were sent a welcome pack, highlighting the four-day itinerary so they were fully in the loop as to what their trip included.

**Thursday**

As the guests were travelling multiple destinations in Europe, we coordinated them on flights that landed at a similar time so we could organise appropriate shuttle transfers to the hotel. One of our Event Managers was on hand to assist with all transfers with branded signage and organised them onto their transportation.

The guests were met in Courmayeur by another Event Manager who checked them in to the 4<sup>th</sup> Mont Blanc Hotel, an elegant hotel and spa with a cosy feature fireplace and relaxing bar and restaurants.

An Event Manager took the group to the ski hire shop for their passes and to receive their lift card. Their ski passes were issued and the outline agenda for the next several days' activities was presented.

The evening was a chilled dinner and drinks at the hotel, ready to hit the slopes early the next day.

**Friday and Saturday**

Guests kicked off the day with breakfast, followed by a welcome meeting from the client and some training on the latest Dell solutions, new product development and future

**The Concept**

...tailor each hype day's activities and create a theme for the event...

For each SPIF day, the client briefed us with the products they would be focusing on to promote. We would then tailor each type day's activities and create a theme for the event, which would help the sales team focus on and remember the specific product.

Each theme would include a logo and strapline for the day, which was then transferred across all of the collateral produced for the SPIF day to help drive awareness.

With each new theme, we produced something different each time, including a branded giveaways, branded cupcakes, cookies of chocolate dipped oreos, food carts on the sales floor and a large variety of games.

**The Experience**

Before heading home, the group spent time exploring the charming village, taking in a coffee at a quaint cafe or seeing what delights the local pick up from the designer shops. The group enjoyed a final lunch up the mountains before heading back to the airport to catch their flight home and Mont Blanc, reminiscing about their ski adventures. Guests were then transferred to the airport for their flight home and back to work.

**CR DELIVERS DIVERSE RANGE OF THEMED SPIF DAYS**

**Sunday**

Before heading home, the group spent time exploring the charming village, taking in a coffee at a quaint cafe or seeing what delights the local pick up from the designer shops. The group enjoyed a final lunch up the mountains before heading back to the airport to catch their flight home and Mont Blanc, reminiscing about their ski adventures. Guests were then transferred to the airport for their flight home and back to work.

**The Challenge**

To increase performance of a 100 strong internal sales team and encourage a boost in product sales. We would organise and manage a series of eight SPIF days to engage with the individuals and incentive them to hit sales targets. Each SPIF day would be focused on sales of eligible products - including networking, cloud based technology or data storage to name a few.

**EMEA SKI INCENTIVE TRIP**

**A truly unforgettable experience**

Dell approached CR as they were looking for us to organise a trip for 24 of their EMEA sales team, as a prize for an end of a quarter engagement initiative.

**The Challenge**

Courmayeur in Italy was selected as it had short transfer times from Geneva, it was a cost-effective location, but still had a charming town centre and sophisticated resort. The group would be able to enjoy fantastic facilities as Courmayeur has a total of 100km of runs, including the famous World Cup downhill run as well as the international run. As the location was not as lively, compared with other European ski resorts, it provided the perfect balance of enjoying the ski time, as well as concentration for the educational sessions.

We would organise all elements of the trip including flights, transfers, accommodation, meals, activities, ski equipment hire, ski passes and ski lessons. We would take on all the administration on behalf of the client, leaving with delegates to create an amazing reward experience for them.

**The Concept**

...The group would be able to enjoy fantatistic ski facilities...

Our team researched a variety of European destinations and activities and provided several options for the client. As the four-day trip was taking place in February, skiing was the most appropriate winter based activity and made for a highly desirable reward.

Courmayeur in Italy was selected as it had short transfer times from Geneva, it was a cost-effective location, but still had a charming town centre and sophisticated resort. The group would be able to enjoy fantastic facilities as Courmayeur has a total of 100km of runs, including the famous World Cup downhill run as well as the international run. As the location was not as lively, compared with other European ski resorts, it provided the perfect balance of enjoying the ski time, as well as concentration for the educational sessions.

We would organise all elements of the trip including flights, transfers, accommodation, meals, activities, ski equipment hire, ski passes and ski lessons. We would take on all the administration on behalf of the client, leaving with delegates to create an amazing reward experience for them.

# Branding examples

The background of the slide features a scenic landscape of a lake in front of a massive, rocky mountain range. A person is seen from behind, paddling a red canoe on the water. The sky is blue with some white clouds.

# INTRODUCING Tone of Voice

“To engage your audience emotionally, you must let your brand’s personality show.”

Aarron Walter

*Author and Founder UX practice at MailChimp*

# Tone of voice

## Overview

*"To engage your audience emotionally, you must let your brand's personality show."*

Aarron Walter VP of Design Education at InVision. Founded UX practice at MailChimp. Author of Designing for Emotion.

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### WHAT IS CORPORATE REWARDS BRAND PERSONALITY?

You described it as:

*Fun, Vibrant, Friendly, Personable, Modern,  
Innovative, Engaging, Can do, Bold,  
Contemporary, Professional, Exciting*

That's exactly who we are. And that's what we need to get across in our messaging to help us gain and retain customers.

So how do we show our brand personality? It's through our tone of voice. Our tone of voice can help us stand out from our competitors. Show to others the brand we represent. It's our opportunity to share our personality and explain what we're about.

The language, the words we use and the way we construct sentences will depict our brand personality.

## Tone of voice

### Punchy statements

*Stand out and communicate the point concisely  
– don't waffle!*

We're **not super cool hip teenagers**, but **nor are we boring corporate fuddy-duddies**. We're **informal**, but still the **ultra professionals**. There's a fine line between coming across as fun and quirky and coming across as brash or amateurish.

The audience is key – you can tailor and adapt compelling content to the type of business (fun or corporate) you're speaking to, but ultimately the tone will stay the same and our personality will remain constant.

These days, people are busy and have more messages competing for their attention than ever before. **Time is limited, grab their attention quickly.**

Think friendly, personal, clear and simple - always factual. Somewhere in the middle between businesslike and a friends chat, but it's more important to be clear than entertaining.

We portray ourselves as the industry experts.

WE LOVE TO USE WORDS LIKE:

*Opportunity, engage, can do,  
innovative, respected, culture,  
performance.*

Yes, some of these words are overused in agencies and by similar brands, but if we say it enough and believe it our customers will too.

# Iconography



Icons are meant to explain themselves easily so the user doesn't have to think about what they are meant to portray. If the concept is too abstract do not create it as an icon because it becomes more confusing for the user to understand it. Importantly, do not overuse icons. We have a range of icons in our library, however if the need arises for a new icon please get in touch with brand.



engaging



people



shaping



culture



driving



performance



we are



cr

