

Brand Guidelines

May, 2019

Contents

03	Introduction
04	Tone of Voice
05	Logo Basics
15	Colour Palette
18	Typography
21	Photography
24	Print Collateral
29	Digital Collateral

Introduction

Brand Profile

Founded 10 years ago, ChapmanCG is a global search firm, specializing purely in HR. Globally headquartered in Singapore, we have teams operating in most of the world's key regions and locations across The Americas, Europe, The Middle East, Africa, and Asia Pacific.

ChapmanCG was founded in Singapore in 2008 with the mission of being the world's most respected and innovative HR search firm. Over time, many international HR leaders in Asia Pacific who worked with us began to return to global HR head roles in the United States or Europe. And because of the relationships we developed with them and their satisfaction with the searches we partnered on, they asked us to help build their global HR teams. So in 2011, we made the decision to become a truly global organization and expand our footprint outside of Asia Pacific.

Core Values

- Authentic, practical and flexible
- Transparent, honest and constructive
- Contemporary and future focused

Tone of Voice

Our tone of voice should come across as confident but not boastful. Authentic and humble. We let our work and experience speak for itself, and this shines through in our writing with a professional, matter-of-fact tone which showcases our expertise. Our tone should come across as warm and approachable. Transparent, honest and constructive. Contemporary and global yet never stodgy.

Rules:

- UK English spelling should be used in all scenerios
- Oxford commas should never be used

Logo Basics

Our Logo

The ChapmanCG logo comes in two variants; wordmark and monogram. The main logo of the brand is the wordmark and should be the most commonly used across all brand presence. The logotype uses ITC Avant Garde Gothic Pro, while the 'CG' is created out of two equal sized circles that keep the weight of the characters the same across the logo. This ensures that the 'CG' part of the logo will be read along with the 'Chapman' and seen as one word.

Do not attempt to recreate any versions of the logo. Both logo versions are available in black, blue and white, along with a flat and shaded variant.

ChapmanCG

Wordmark



Monogram

Wordmark

The wordmark is the main brand logo and should be the one most often used. While the logotype is always a flat colour, the 'CG' has subtle shading on all of its terminals to add a three-dimensionality to the logo. Avoid using the shaded logo version in front of busy backgrounds.

If the logo is placed near type, ensure that the font of the type is not too similar in that of the logo, by changing the weight, size or colour of the font. Always use the right coloured versions of the logo to make sure there is enough contrast between it and other elements on the page.

When aligning the logo with other elements, always align using the baseline of the logo and not the descender (i.e. where the 'p' ends). Ensure that there is a minimum space around the logo equal to that of the 'CG', as shown to the right (that's including the descender height of the 'p').

Optical Alignment



Logotype

Monogram

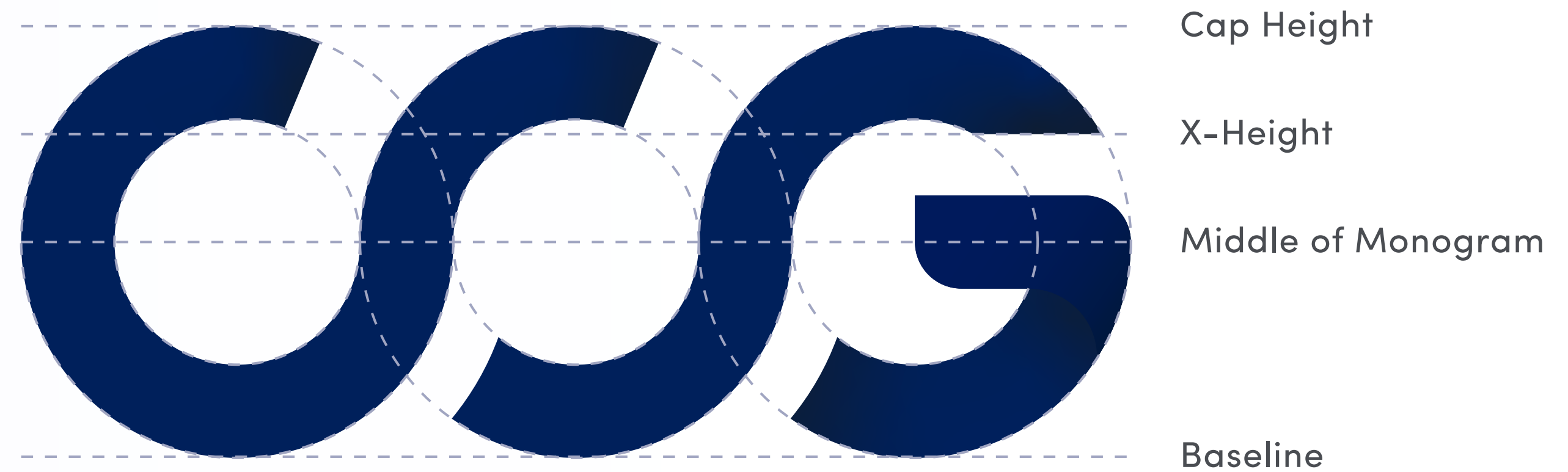


Monogram

The Monogram is the secondary variant of the logo, and should be used when the logo needs to be at a smaller size, that might not be as readable when using the wordmark logo. It is created using three symmetrically aligned circles, and the terminal of the 'G' signifies the middle of the logo. Use the logo files provided; do not attempt to try and recreate the logo.

Never place the monogram in front of a busy background, where it will affect the visibility of the negative space between each letter, as it will affect legibility of the monogram.

Ensure that there is a minimum space around the logo equal to that of the main circle, as shown to the right.



Logo & Tagline (Wordmark)

The Wordmark and Tagline combination should be used on coverpages, print collateral, and for all ‘first touch point’ instances.

The tagline is typeset in Sofia Pro Light, optically aligned to the centre of the wordmark, with a +25 tracking.



Logo & Tagline (Monogram)

The Monogram should be used primarily as a ‘sign off’ asset, including on the last page of documents, email signatures, and business cards.

The tagline is typeset in Sofia Pro Light, optically aligned to the centre of the wordmark, with a +15 tracking.



IMPORTANT: Do not attempt to recreate the logo and tagline combination. A logo & tagline combination is included with the logo files.

Where To Use Each Logo Version

Use the **wordmark** and **wordmark & tagline** as the primary or main version across all brand material. The wordmark should appear at least once in all branded content since it is the main way of identifying our brand. Examples of usage include the header of a document, the title page of a business proposal, the website header, etc.

The **monogram** should be used as a secondary version of the brand logo across brand content, and only after the wordmark has been used at least once. In order of appearance, the reader should first be viewing the wordmark, and then the monogram. Think of the monogram as a signature, a way to sign off a document or brand material. The monogram is used as an alternative to the wordmark in order to take less space on the page, while also branding our content. Examples of usage include the footer of a document or the website footer. Special use cases include icons and avatars of certain social platforms that require a small circular format in which the wordmark may not fit.

The wordmark logo consists of the word "Chapman" in a bold, sans-serif font, followed by a stylized "CG" monogram.

Wordmark = Primary



Monogram = Secondary

The wordmark logo consists of the word "Chapman" in a bold, sans-serif font, followed by a stylized "CG" monogram.

Global HR Executive Search

Wordmark & Tagline = Primary

Logo Variations & Colours

The logo is available in the three main brand colours: Blue, White & Black (Including flat & shaded versions). The shaded gradient is subtle and uses shades of the primary colours. Do not attempt to recolour or edit the gradients of the logo.

Always ensure there is high contrast between the background and the logo. Do not use the black logo variant on dark blue backgrounds, and vice versa.



Primary Logo
Dark Blue Logo on White

Logo Variation I
Dark Blue Logo on any
light colored background

Logo Variation II
White Logo on Black or any
dark colored background

Use for B&W Printing

Logo Usage on Backgrounds

When using the main brand colour palette as background, ensure you are using the right version of the logo so that there is enough contrast between the logo and background colour. Avoid the blue logo on dark blue backgrounds. Only use the white variant for black backgrounds. For white backgrounds, both the blue and black logo can be used. For blue gradients, you can use both the blue and white logos.



Flat Colour Logo Use

When using the logo in front of photography, use the single colour variants (without the shading) to ensure there is enough contrast. Use the blue logo on photography that is mainly light blue. Use white logo on darker photography and the black logo for lighter B&W photography.

A gradient panel with lowered transparency can be placed as a filter on photography to ensure the brand colour palette is kept consistent.



Logo Misuse

As a general rule, avoid editing the logo in any way that will affect proportions, spacing, legibility, and colours. Always make sure to use the logo files provided, in the right format, depending on whether it is digital or print use, and the size of display.

Use the spacing guidelines shown in the previous slides as a bare minimum; In most cases, the spacing between the logo should be more.



Never crop the logo in any way that affects legibility.

ChapmanCG

Never stretch the logo or edit its proportions in any way.



Never add a drop shadow or any other effects on the logo.

ChapmanCG

Never edit the transparency of the logo.

ChapmanCG

Never edit the logotype or attempt to use a different font for it.

ChapmanCG

Never outline or add a stroke to the logo.



Never rotate the logo, or parts of it.



Never recolour the logo. Use the colours provided only.



Never change the proportions of the wordmark & monogram in the stacked version.

Examples of Usage

On the right, you can see two examples of using the different logos across different brand material.

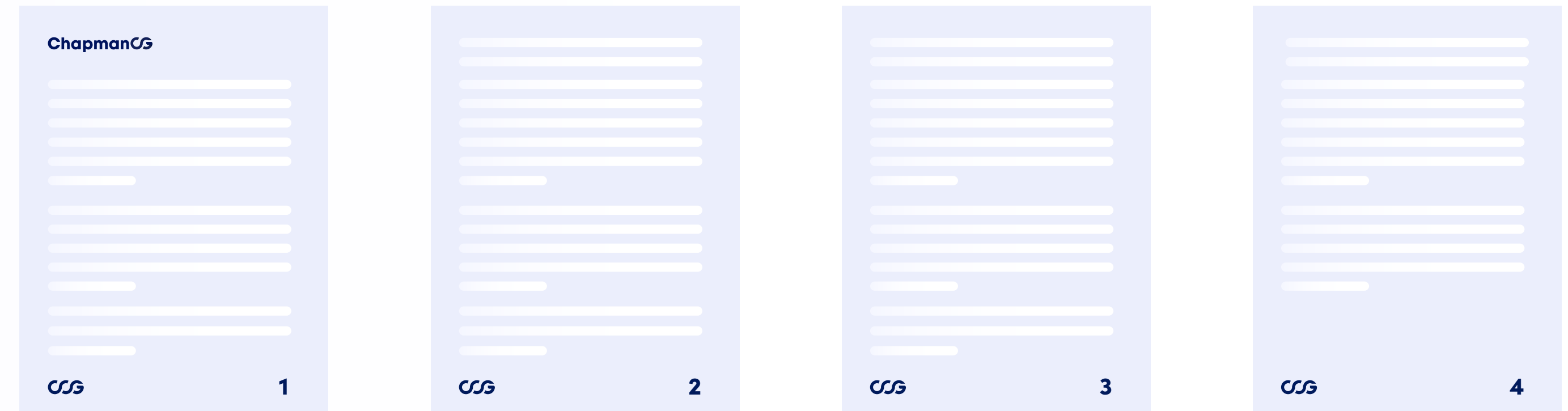
In both cases, the wordmark is used on the first instance/page/slide to introduce the brand. In order to avoid repeating the wordmark on each page (due to size), the monogram is used as a running footer across all the pages to make sure each individual page is branded.

Similarly, in the presentation example, the wordmark is used on the first slide, and a running header on the rest of the slides. The presentation finishes with a larger sized monogram along with the tagline.

DO NOT: Use the monogram on the first instance of logo usage on a brand deliverable. The wordmark should be the main and first logo a reader comes in contact with.

DO NOT: Use the wordmark as a running header or footer. The wordmark has to be comfortably sized to be legible, and as a result will end up taking too much content space.

Business Document: The wordmark is used on the first page to introduce the brand. The monogram is used as a running footer on the subsequent pages.





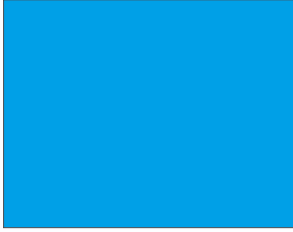

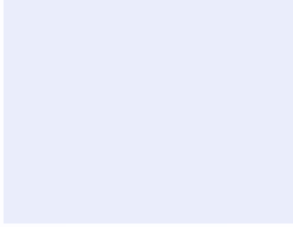
Presentation: The wordmark is used on the first slide to introduce the brand. The monogram is used as a running header on the subsequent slides. A larger monogram along with the tagline is used on the last slide.



Primary Colour Palette

Main Colour Palette

The main colour palette of the brand consist of five colours. The primary colours should always be the Dark Blue paired with the Navy Blue. Turquoise should be used as an accent color, and Grays should typically be used as background colors.














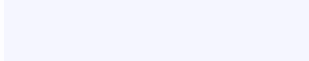


	Colour Name	HEX	RGB	CMYK
	Dark Blue	00205B	0, 32, 91	100%, 65%, 0%, 64%
	Navy Blue	25338D	37, 51, 141	74%, 64%, 0%, 45%
	Turquoise	A1D4EC	41, 160, 229	82%, 30%, 0%, 10%
	Light Gray	A0A4BE	160, 164, 190	16%, 14%, 0%, 25%
	Light Gray 2	EBEDFB	235, 237, 251	6%, 6%, 0%, 2%

Extended Colour Palette

The extended colour palette includes a tint & a shade for each of the main and supplementary colours. Use the tints for backgrounds, and shades for subtle gradients.

The light blue grey should be used for light backgrounds, drop shadows on white background, or for differentiation in typography.







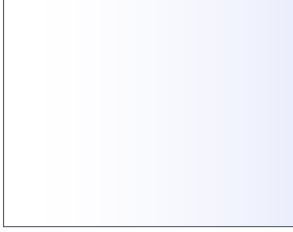



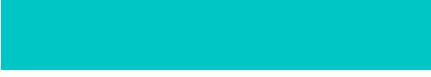

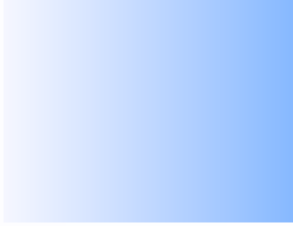

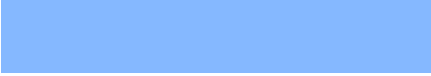
The light blue and yellow are supplementary colours and should be used in smaller quantities, as in underlining text, bullet points, or small design elements.

	Colour Name	HEX	RGB	CMYK
	Navy Blue	25338D	37, 51, 141	74%, 64%, 0%, 45%
	Dark Blue 1	00205B	0, 32, 91	100%, 65%, 0%, 64%
	Dark Blue 2	0A1E3F	10, 30, 63	84%, 52%, 0%, 75%
	Turquoise	A1D4EC	41, 160, 229	82%, 30%, 0%, 10%
	Yellow	FFDA21	255, 218, 33	0%, 15%, 87%, 0%
	Cyan	0FC5C4	15, 197, 196	92%, 0%, 1%, 23%
	Light Blue 1	94B6FF	148, 182, 255	42%, 29%, 0%, 0%
	Light Blue 2	394AB9	57, 74, 185	69%, 60%, 0%, 27%
	Dark Gray 1	6B6D72	107, 109, 114	6%, 4%, 0%, 55%
	Dark Gray 2	4C4E53	76, 78, 83	8%, 6%, 0%, 67%
	Dark Gray 3	212121	33, 33, 33	0%, 0%, 0%, 87%
	Dark Gray 4	121212	18, 18, 18	0%, 0%, 0%, 93%
	White	FFFFFF	255, 255, 255	0%, 0%, 0%, 0%
	Light Gray 1	F5F6FF	245, 246, 255	4%, 4%, 0%, 0%
	Light Gray 2	EBEDFB	235, 237, 251	6%, 6%, 0%, 2%
	Light Gray	A0A4BE	160, 164, 190	16%, 14%, 0%, 25%

Gradient Colour Palette

Gradient Colour Palette

The gradients should be used as accent pieces to the primary colour palette. Most use cases should involve applying gradients as filters to images or using gradients with shapes, infographics, and icons.

Gradient	Flat Colours	HEX	RGB	CMYK
		00205B	0, 32, 91	100%, 65%, 0%, 64%
		0A1E3F	10, 30, 63	84%, 52%, 0%, 75%
		212121	33, 33, 33	0%, 0%, 0%, 87%
		121212	18, 18, 18	0%, 0%, 0%, 93%
		FFFFFF	255, 255, 255	0%, 0%, 0%, 0%
		EBEDFB	235, 237, 251	6%, 6%, 0%, 2%
		0FC5C4	15, 197, 196	92%, 0%, 1%, 23%
		394AB9	57, 74, 185	69%, 60%, 0%, 27%
		F5F6FF	245, 246, 255	6%, 6%, 0%, 2%
		94B6FF	148, 182, 255	42%, 29%, 0%, 0%

Typography

ITC Avant Garde Gothic Pro

ITC Avant Garde Gothic Pro is used for the logotype and headings. It includes a book, medium and bold variation. It is a geometric sans-serif typeface with wide characters, which make it great for large headings. Avoid using it in body as its legibility is not great in smaller sizes.

**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
0123456789**

ITC AVANT GARDE GOTHIC PRO BOOK

ChapmanCG is the world's only retained executive search firm dedic

ITC AVANT GARDE GOTHIC PRO MEDIUM

Globally headquartered in Singapore, we have teams operating in

ITC AVANT GARDE GOTHIC PRO BOLD

We work with the world's leading companies to develop and exe

Sofia Pro

Sofia Pro is the main typeface used for all text and paragraph text. It can also be used in headings for smaller sizes or digital use. It is also a geometric sans-serif that is more condensed than Avant Garde and with a richer font family selection of weights and obliques.

When typesetting, set the kerning to optical and use a 10 tracking for uses in headings or when all caps. For body copy, use Sofia Light at 10 points font sizing.

When using several weights, ensure there is enough differentiation between the fonts (eg. using Regular & Semibold instead of Regular & Medium)

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 0123456789

Extra Light

Extra Light Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Black

Black Italic

Re-imagining Performance Management

New Anthropological Approaches to Culture Chan

Lessons on Preparing for Change and Digital Tran

New Kid on the Block

The Future of Work: Becoming Tomorrow's Employ

ChapmanCG Announces Leadership Changes

Growing Pains – Talent Challenges for a City on t

How are HR Leaders' Roles Evolving?

Five Key HR Trends for 2019

Building Strong Relationships With Your Board

Global HR Outlook Q1 2019

An HR Leader's Guide to Compensation and Ben

The Power of Culture for Organisational Transfo

The Agile Revolution: What it Means for HR

Alternative Fonts

Arial

In special use cases, when displaying documents on foreign computers without Sofia Pro installed, Arial should be used as the primary typography. In these cases, Arial should be used for all body copy.

Arial Regular & Arial Bold can be used as a web safe font option in emails, while the whole Arial family/font weights can be used in Word and Powerpoint.

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 0123456789

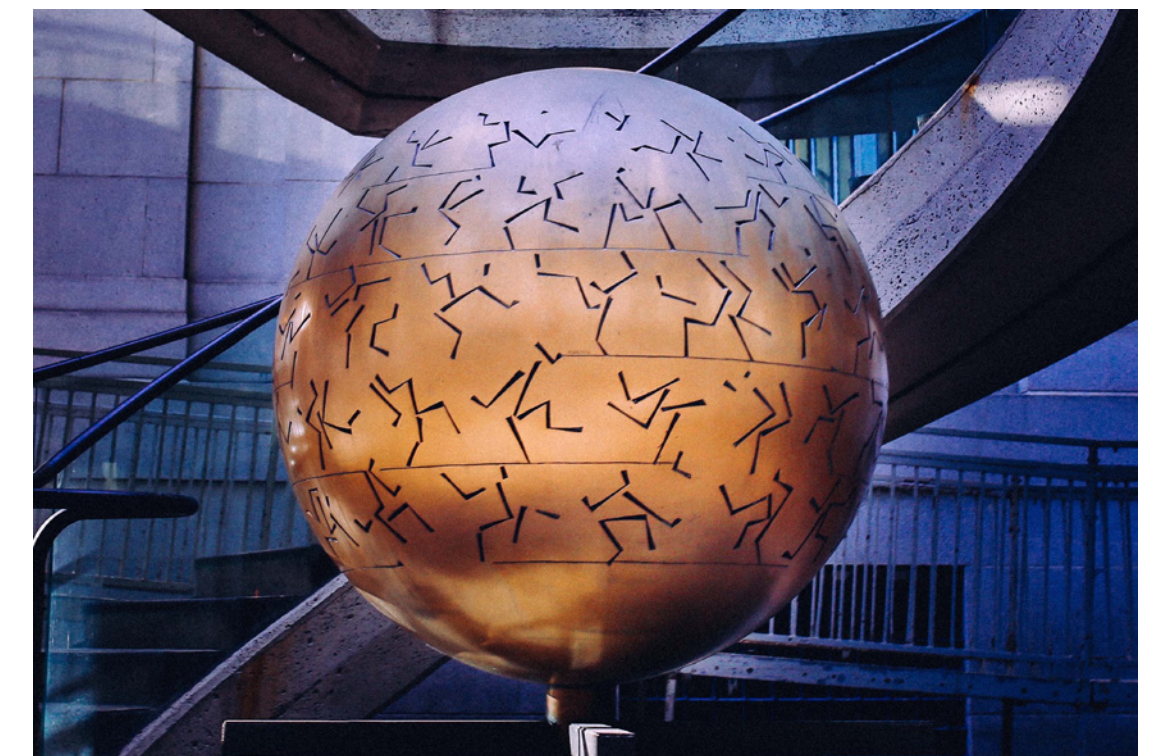
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789**

**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 0123456789**

Photography

Abstract

Imagery should inspire the reader and should avoid literal translations to any copy it is paired with. Instead, it should elude to the subject matter in a visually compelling manner. The colour palette may contain either blue or pink hues and, unless the branding gradient is applied, it should be saturated so it pops off the page.



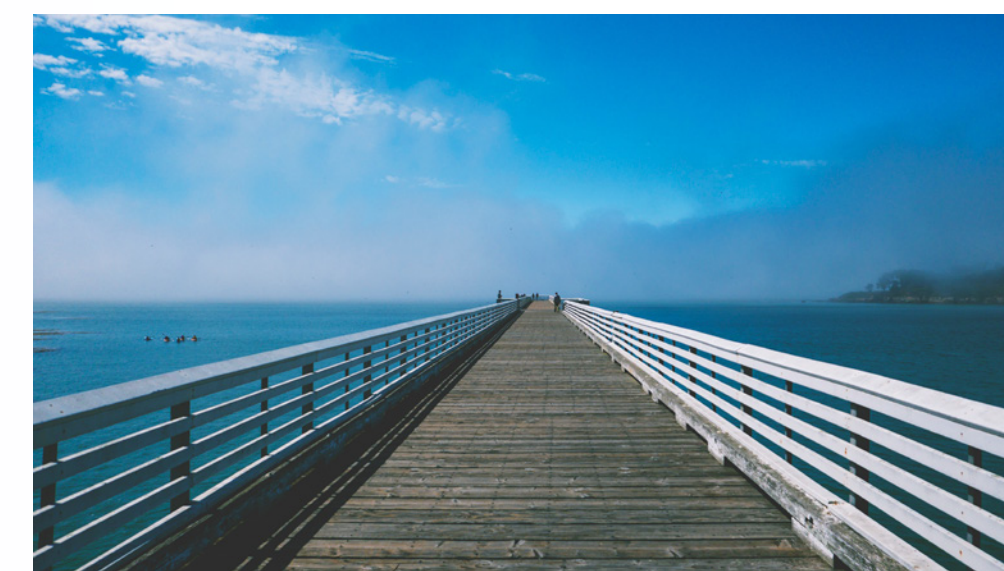
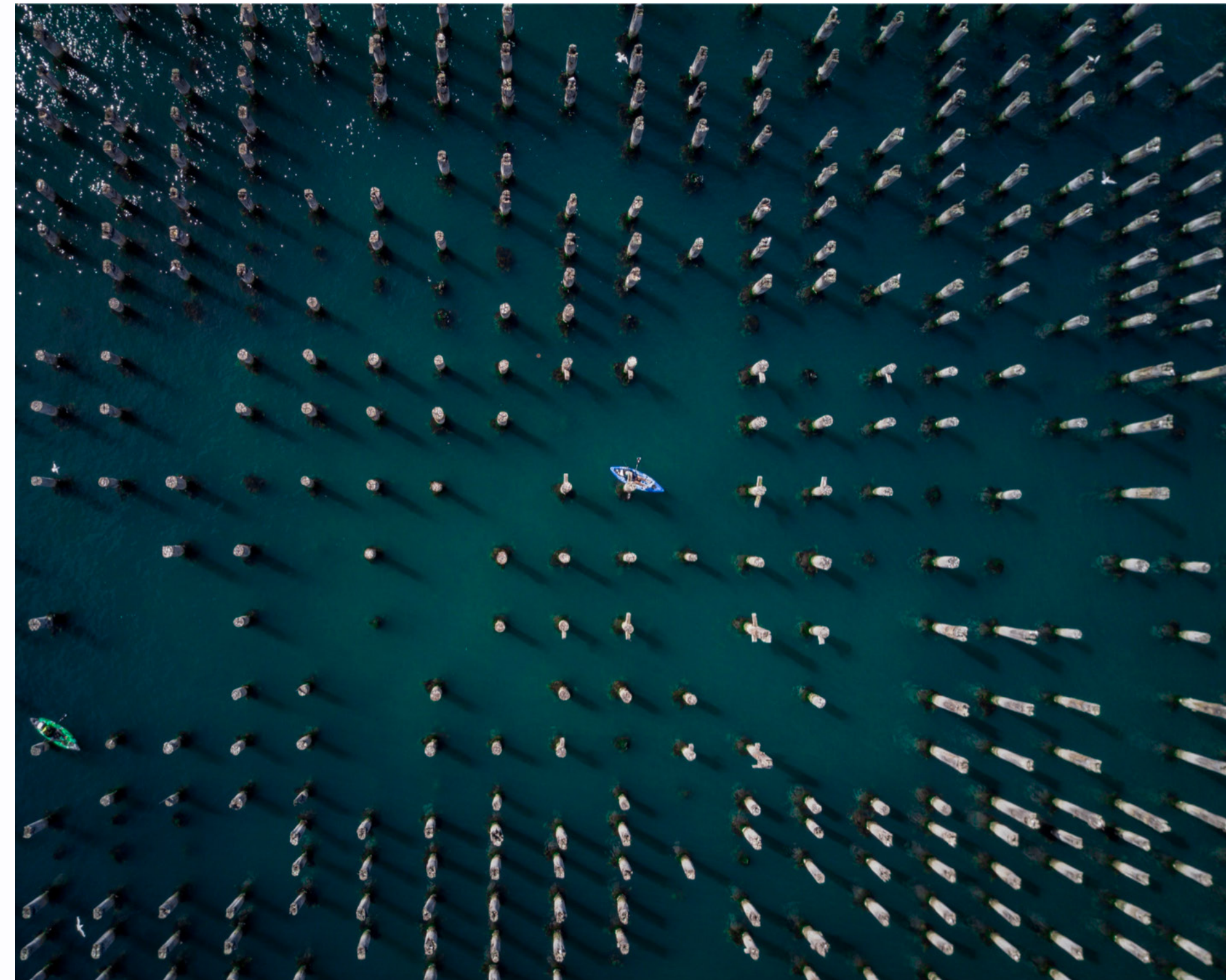
People

For photography of people, use stock where faces are not the point of focus. Avoid using cliché stock photos of business men/women. Outdoors landscapes and activities work really well when using it in corporate pages.



Landscapes

Similarly to abstract photography, geometry in photos can help build on the brand image of ChapmanCG, and works especially well with the brand shapes and graphics. Repetitive patterns and curves are a big plus. It's also a great opportunity to use either vibrant or saturated colors.





Print Collateral

Business Cards






Word Document Template

The standard Word Document template includes the blue logo and tagline combination left aligned in the footer. The logo and tagline is positioned to be centre aligned with the address section of the footer and should never be moved from the default position.

Always make sure to keep enough space between the tagline and body of the page.


Global HR Executive Search

ChapmanCG Australia Pty Ltd.
Level 1
50 Yeo St
Neutral Bay 2089
NSW Australia
Company no: ACN 611 460 792

2 May, 2019

Dear XXX,

**CANDIDATE REPRESENTATION AGREEMENT
COMPANYNAME AND CHAPMANCG**

Thank you for the opportunity to potentially introduce candidates to COMPANYNAME for the ROLENAME role.

ChapmanCG is a retained search firm. However, in recognition of our existing relationship with COMPANYNAME, on this occasion we can review candidates in our network and flag any potentials for this position to you. We would not conduct a search and would look to share a small number of profiles if we have anyone suitable in our immediate network.


I'd like to suggest the following process:

- If we identify someone who we believe will be suitable, we will share the name and a very short summary with you. If you agree you would like to consider that individual we would then send you the full resume, along with comments on the candidate's suitability and a summary of their salary package details.
- The process from that stage forward would be very standard in terms of us assisting with setting up interviews, handling interview feedback and (if applicable) we would work on referencing, negotiation and placement with you.
- If you were to hire one of our candidates, we would charge a placement fee of 20% of Fixed Compensation (base + super) plus GST upon the candidate's acceptance of the position. A three-month free-replacement guarantee would apply should you wish to replace the candidate for any reason. To activate the free-replacement guarantee our invoice would need to be paid with 30 days which are our standard payment terms. The due date will be specified on our invoice.
- If you hire one of our introduced candidates for this role into this position, or any other position, within 12 months, the full fee will be due, unless mutually agreed otherwise in writing.

Please let me know if this arrangement works for you. I can also answer any questions you might have. For us to move forward, an email confirmation will be sufficient.

Yours sincerely,

CONSULTANTNAME
CONSULTANTTITLE
ChapmanCG



Business Documents

The business documents designs were simplified in terms of elements on the page, with anything unnecessary cut down.

The titles and subtitles are kept bold and modern, with enough contrast between each paragraph style for better legibility.

A two column layout is used to seperate the headings and body text. List text is made 2pts smaller with plenty of leading to increase contrast between paragraphs and bullet points.

The wordmark is used on the cover of the document, while the monogram is a running footer for the main pages.





ChapmanCG
Global HR Executive Search

CHAPMANCG GLOBAL CAPABILITIES

March 2019

Lisa Jost
Vice President /
Senior Executive Recruiter

Taryn Karchmar
Senior Vice President
Director of Executive Recruiting

Introduction

ChapmanCG is the world's only executive search firm dedicated to the Human Resources profession with a presence in all major regions. We are 10 years old.

- We work across all industries and HR specializations – Director to CHRO level
- Specialist boutique with a heavy emphasis on thought leadership and HR networking
- We leverage our network for candidates and referrals, rather than having to map the market first, cold call and then try to build trust

Global Network

Our global HR network now exceeds 110,000 HR leaders across the world and 25,000 in the United States. Everyone in our network receives or has access to:

- Our global quarterly newsletter
- Monthly HR thought leadership articles
- Weekly podcasts conducted with HR leaders from top multinational organizations

HR Networking & Thought Leadership

At ChapmanCG, we believe in offering market relevant insights on an ongoing basis to our global HR community. We are renowned as subject matter experts and through our HR Networking and Thought Leadership activities aim to bring actionable intelligence to our clients. We have received continuous positive feedback from both HR and Business leaders with this approach.

- Global HR Networking Leaders Meetings
- Podcast Series

Positions

Examples of positions placed recently are below. Please note in the interests of brevity we have not included HR specialist positions on a regional and country level:

EVP, Chief Human Resources Officer
SVP, Human Resources
VP, Human Resources
VP, Talent and Organizational Capability
VP, Global Total Rewards
Global Head of Talent Acquisition
Chief Learning Officer
Group Organization Development Lead
Head of HRIS

Head of Enterprise HR - India
Head of HR Japan
Head of HR Greater China
Head of HR China
Head of HR EMEA
VP HR, Continental Europe
Head of HR Northern Europe
Head of HR, Eastern Europe
Middle East and Africa HR Director

Digital Collateral

Email Signature

The email signature design is a compact 1-column layout, keeping only the necessary contact information of the person to keep it professional and in-line with the brand character. No icons or images are used, in an effort to keep the email signature light and minimal.

Kind Regards,

Matthew Chapman

Matthew Chapman

Non Executive Chairman

email@chapmancg.com

+1 781.555.9040

+1 781.555.9040

in/MatthewChapman

ChapmanCG

Global HR Executive Search

This email message contains private and confidential information that is privileged and is intended for the recipient/s listed above. If you are not the named addressee you are requested not to copy, distribute, read or take any other actions in respect of this transmission. If you have received this email in error please advise the sender immediately and delete the transmission. ChapmanCG accepts no liability for mistakes or omissions in the contents of this email that arise as a result of email transmission.



Global HR
Executive Search

CHAPMANCG.COM