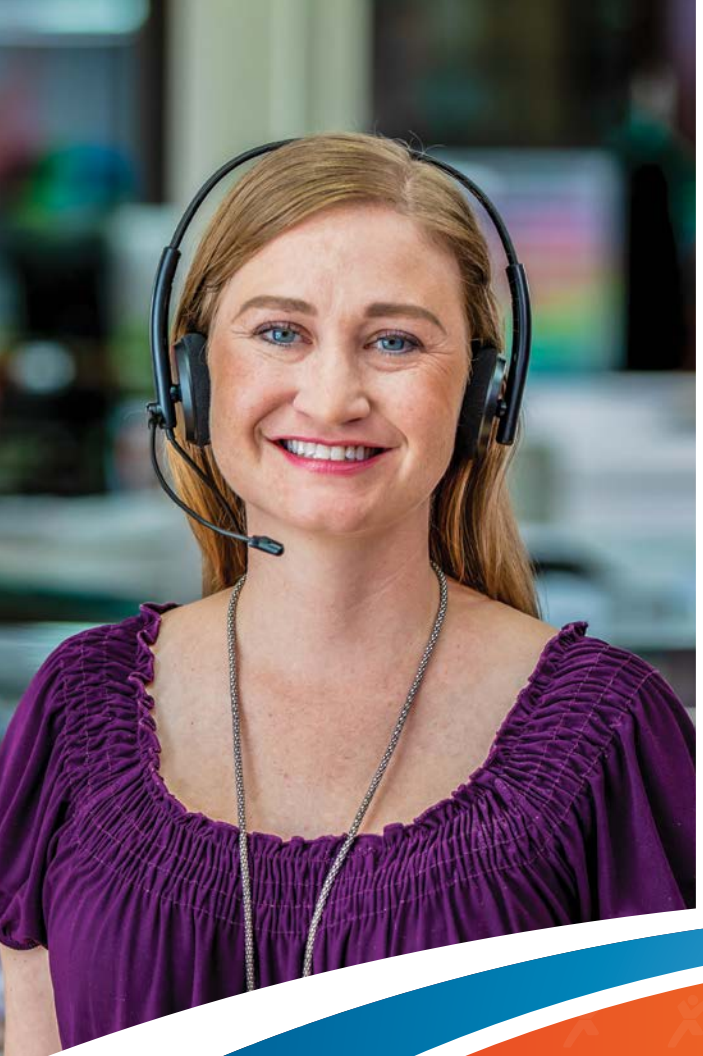
Respecting People. Impacting Business.™



Brand Guide

Express® EMPLOYMENT PROFESSIONALS

For Vendor Use

March 2022

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The intended use of this Brand Guide is for approved vendors of Express Employment Professionals.

About Express

Express Employment Professionals is one of the top staffing companies in the U.S., Canada, South Africa, Australia, and New Zealand. Every day, we help connect people and jobs by providing employment solutions that include full-time, temporary, and part-time positions in a wide range of career fields, including Light Industrial, Skilled Trades, Office Services, and Professional.

Express was founded in 1983 and today generates more than $4 billion in sales and employs more than half a million people through 850 franchise locations. Our long-term goal is to put a million people to work annually.

Our vision

To help as many people as possible find good jobs by helping as many clients as possible find good people.

Our purpose

To help people succeed.

Express
EMPLOYMENT PROFESSIONALS
See what's possible!
We're Hiring!
Open Positions with No Fees for Applicants
Top 5 Reasons Express Is the Best Step in Your Job Search
Evaluation Hire
70%
There's a big difference between the right skills, and the right fit.
Evaluation Hire
How does it work?
What are the benefits?
Thank You
Skilled Trades Staffing
LOCALLY OWNED
JOB SEEKERS
EMPLOYERS
FIND AN OFFICE

Building brand equity

A brand goes beyond a company's name or symbol. Logos, trademarks, and service marks are all aspects of a brand—graphic elements that differentiate our company in the marketplace and make it more recognizable. But "brand" is more than what people see. It's the story our clients and associates tell their friends and families. A brand goes beyond the first impression, which may be the Express Employment Professionals logo or our local website, to how we interact with our customers and meet their expectations.

The importance of brand consistency

The Express Employment Professionals brand is the foundation of our business and an invaluable piece of our organization. Proper brand use and maintaining brand consistency across all locations is vital to strengthen our ability to differentiate ourselves from the competition and stand as a credible, trustworthy business. Consistency also ensures the Express brand does not become damaged.

Because effective branding is a powerful component that impacts the overall success of Express, Express Employment International created this Brand Guide to provide vendors the information and tools to ensure the integrity of the Express brand is maintained in all local markets.

BRAND CONTACT
Marketing and Communications Department
(800) 222-4057
Marketing@ExpressPros.com

Our name

What our name means

Our name enhances our position in the market and the way our audiences perceive us.

Express

In use since our founding, this word is the most recognizable part of our name. It illustrates the sense of urgency we feel in coming to the aid of our clients, job seekers, and associates.

Employment

This word is a big picture concept that helps represent all of our service lines. It also has positive associations with our audiences, suggesting a strong work ethic, personal fulfillment, and a healthy business community.

Professionals

This word has the personal touch. It identifies our company as a group of people. It reinforces our expertise and says that we deal with everyone in a professional way.

Express Employment Professionals

Our Care Promise

Express
EMPLOYMENT PROFESSIONALS

Welcome to Express!
Express
EMPLOYMENT PROFESSIONALS

The Express logo

Our logo shows who we are

The logo is made of several parts, which work together to create a unique identity for Express that reflects our brand attributes.

Express

The rounded edges of the uppercase and lowercase type make it friendly and approachable. The overall clean, crisp lines of the logo convey the professional and driven aspects of the brand.

Employment Professionals

This type forms a simple, linear shape with a strong, professional look. It helps to anchor the open look of the word “Express” and reinforces the perception of motion in the stylized “X.”

Human element

The stylized “X” in Express, formed from checkmarks, depicts a person in action. This unique symbol communicates the convergence of professional efficiency, our human focus, and forward motion.

Logo asset collection

The Express Employment Professionals logo

The Express Employment Professionals logo may be used with the tagline or without. The logo may also be used with the corporate website address.

Express EMPLOYMENT PROFESSIONALS
Respecting People. Impacting Business.™

Express EMPLOYMENT PROFESSIONALS

Express EMPLOYMENT PROFESSIONALS
ExpressPros.com

See pages 11–13 for Logo Usage Specifications.

The stylized "X"

In most instances, the full Express Employment Professionals logo will be used. However, the stylized "X" may be used on its own in some cases, like on promotional items or in designs associated with campaigns or events where the full logo is used elsewhere.

To download logo files, go to **ExpressPros.com/Logos.**

Color palette

Our primary colors

We chose three blues as our primary colors to express the spirit of the brand. These colors help convey a reassuring, professional image. The contrast of brighter blues adds energy.

Light blue
Impressive, vibrant, trusting, open

Medium blue
Faithful, true, constant, dependable

Deep blue
Credible, classic, strong, professional, confident

Pantone© Spot Color

PMS 2925 | PMS 2935 | PMS 2955

See page 19 for exterior office sign color options.

CMYK

CYAN 85% MAGENTA 24% YELLOW 0% BLACK 0%

CYAN 100% MAGENTA 46% YELLOW 0% BLACK 0%

CYAN 100% MAGENTA 45% YELLOW 0% BLACK 37%

RGB

RED 0 GREEN 150 BLUE 214
HEX 0096D6

RED 0 GREEN 118 BLUE 192
HEX 0077C0

RED 0 GREEN 82 BLUE 136
HEX 005288

Our secondary colors

Secondary colors are used to support and complement our primary colors and to provide additional range to the brand experience. The secondary colors work well as accent colors and help communicate content more clearly. Secondary colors are never used in the logo.

Grey (Use for body copy text)
Green
Purple
Orange
Red
Yellow

CMYK

CYAN 0% MAGENTA 0% YELLOW 0% BLACK 80%

CYAN 84% MAGENTA 9% YELLOW 100% BLACK 1%

CYAN 50% MAGENTA 100% YELLOW 1% BLACK 0%

CYAN 0% MAGENTA 74% YELLOW 100% BLACK 0%

CYAN 1% MAGENTA 100% YELLOW 97% BLACK 1%

CYAN 1% MAGENTA 30% YELLOW 100% BLACK 0%

RGB

RED 88 GREEN 89 BLUE 91
HEX 53565A

RED 90 GREEN 159 BLUE 81
HEX 5A9F51

RED 126 GREEN 43 BLUE 128
HEX 7E2B8A

RED 213 GREEN 103 BLUE 44
HEX D5672C

RED 198 GREEN 34 BLUE 43
HEX C6222B

RED 233 GREEN 182 BLUE 50
HEX E9B632

Gradients

GREEN TO BLUE

BLUE TO PURPLE

PURPLE TO ORANGE

RED TO YELLOW

* The blue in the gradients is the lightest blue in our logo.
RED 0, GREEN 150, BLUE 214 —
HEX 0096D6

Logo usage specifications

Logo color options

The Express Employment Professionals logo may be used in one of four color variations.

3-blue option

Utilizing all three of primary colors (page 10)

All-dark blue option

Utilizing one of our primary colors, Pantone PMS 2955

All-black option

All-white option

Applicable for any dark-colored background

Logo usage specifications

Logo clear area

The Express logo needs to be surrounded by adequate space for optimum recognition and readability.

Use clear area around the logo equal to the top 1/2 of the stylized "X." Use the grid at the right as a guide. Graphics and page elements should be placed outside and away from this clear area.

Logo sizing

The Express logo should always be scaled and sized in proportion. Never stretch the logo vertically or horizontally to fit in a space.

INCORRECT

INCORRECT

Backgrounds and contrast

The Express logo should never be placed on a background that does not offer adequate contrast. Avoid patterns. If a dark background is desired, use the white reverse version (see page 11).

CORRECT

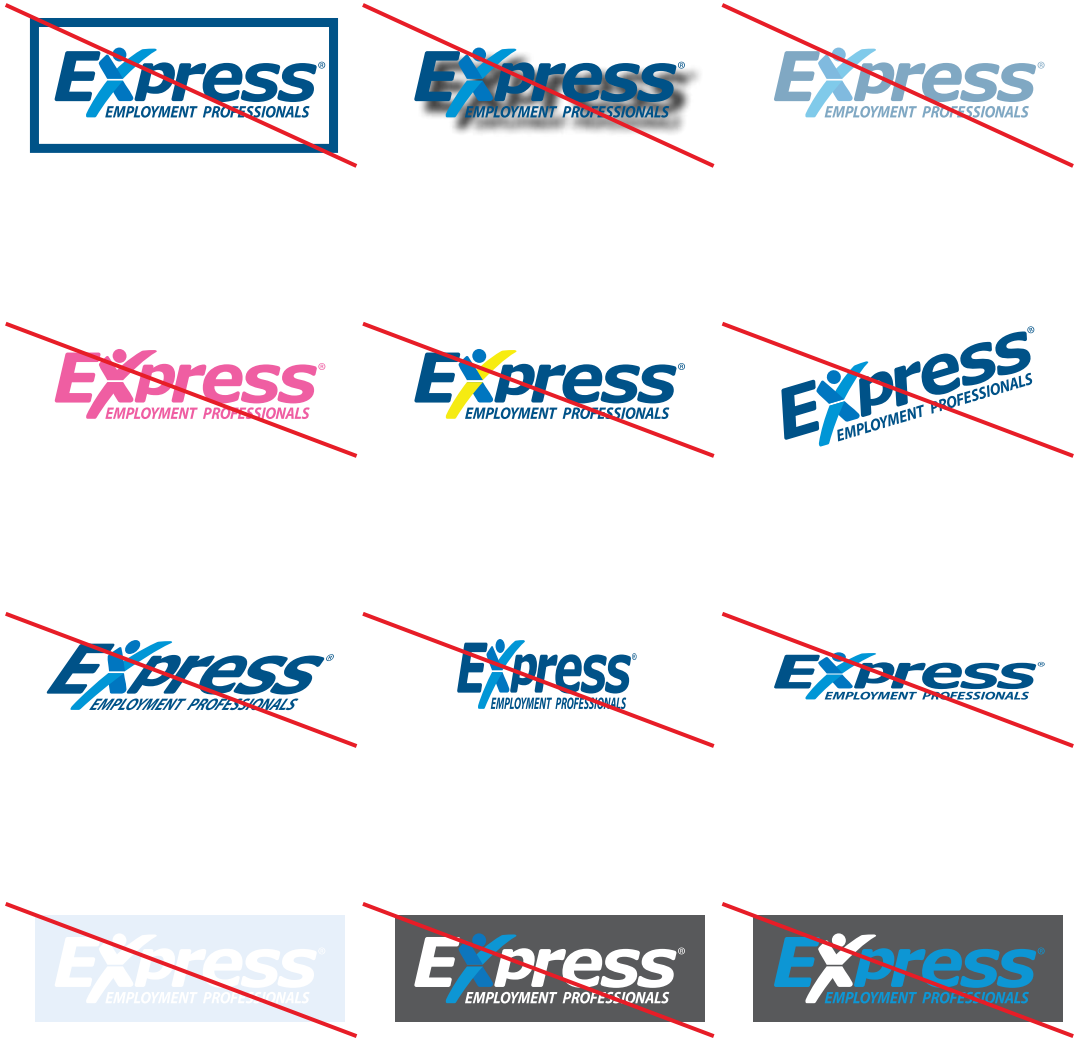
INCORRECT

Logo usage specifications

Incorrect usage examples

These examples apply to all Express logos.

All Express logos with the SM trademark symbol have been discontinued. Use of this logo must be updated to the correct logo with the ® as shown in this guide on page 11.



Our tagline

Our tagline helps to do in words what the logo does visually. The two parts work together effectively to speak to all of our audiences.

Respecting People.

This is a straightforward statement of how we treat people, and how we believe people should be treated. A key component of compassion is respecting people for who they are, their goals, and their concerns. Respecting people makes us approachable.

Impacting Business.

This is the professional and driven part of our Care Promise. We balance compassion with a sharp business sense that benefits ourselves, our Franchisees, and our communities.

Tagline use, style, and color

The tagline can be paired with the Express logo to create a strong, supporting message (see page 11) or it can be used as a stand-alone graphic like the example on this page.

When used with the logo or as a graphic, the tagline is set in Myriad Pro Roman, initial caps. The color version is PMS 2935 or the CMYK equivalent. The typeface used for the tagline has a clean approachable, modern, upright look that suits our brand's image.

If the tagline is used in text, it should be in the title case with periods after People and Business.

The tagline always appears with the TM trademark symbol.

Respecting People. Impacting Business.™

Design elements

Job representation photography

The design of Express materials includes photos of people who represent the broad range of jobs that our franchises recruit for. We use these photos in the design to help explain who Express is and what we do in a visual way.

All job representation photos depict employees in their work environments, like a business person in an office setting or a person in a warehouse, to help provide a point of reference. Some environmental backgrounds represent a wider variety of careers while others are job-specific.

All photos used in Express marketing, advertising, and communications materials are high-quality, professional images to which Express Employment International and its franchises subsidiaries have rights to use.

Design elements

Arch

This arch element is used to make the content more engaging by adding movement to the design. The arch can be used in a variety of ways offering flexibility in the layout.

Repeated stylized "X"

The design element with the repeating X-man avatar serves to reinforce the Express brand.

Use of vibrant color

Our design palette includes the use of several color gradients which make the design more fun and versatile. The vibrant colors bring the design to life and accentuate the work environment photography.

Quotes and statistical information

In many of our marketing materials, quotes and statistics are used to emphasize information. These call-outs are set in larger white type on gradients to draw the reader's attention.

94%

of executives believe a distinct workplace culture is important to business success.

- National Federation of Independent Business

Typography

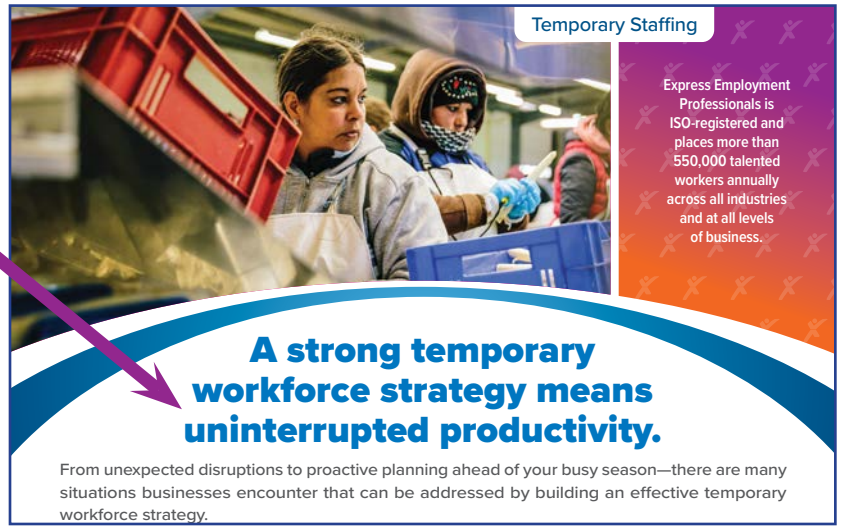
Marketing collateral materials

The typeface used for Express collateral materials is Proxima Nova. This typeface family consists of multiple fonts, which allows for the use of various weights and styles to visually separate different textual elements like headlines, sub-headlines, body copy, and statistical information. This helps provide a visual hierarchy and contributes to how the eye should navigate the page and what text should attract attention first. The typeface offers a modern and trendy look, while maintaining simplicity to connect with the viewer.

Proxima Nova
Roboto

The Express website

Because the typeface used in our marketing collateral materials is not a web-safe font, a different typeface called Roboto is used for ExpressPros.com and the franchise websites. As with our printed marketing materials, different styles of the Roboto typeface family are used throughout the Express website to separate different textual elements.



Express office signs

Office drive-by and signage exposure are among the top five sources for attracting new applicants into our offices, so we place high importance on installing visible, professional signs on Express office exteriors.

Sign specifications

Sign specifications should be obtained from the property manager to determine exterior sign needs. If there are no required sign specs from the property manager, then a local sign company should survey the office location. The sign company will also need to research city codes and pull permits.

Sign requirements

There are no restrictions from Express Employment International on the type of sign that must be installed at Express office locations. The variety of sign types displayed at current franchise locations include, but are not limited to, channel letter, cabinet, and tenant panel. However, the Express Employment Professionals logo must be used on all signage and meet logo usage specifications (see pages 11 to 13).

We do not recommend using taglines or accent colors as these could change every few years.

Approved colors and materials

Express Employment Professionals signs should utilize the three colors of blue as outlined in this guide. Being aware that the sign industry utilizes different color systems than the printing industry, the sign company can use the closest matches to the three colors of blue used in the Express logo. To the right are other color equivalents to the PMS colors used in the Express logo.

The Express Employment Professionals logo may not be used in any other colors than the approved blues or all white. If the signage specifications from the property manager or city codes require signage to be produced in colors that are not approved, the Express Employment Professionals logo may not be used on the sign.

Pantone	Avery Color Matches	3M Color Matches
PMS 2955 (dark blue)	Night Sky Blue A9584-T	3M European Blue #3630-137 Translucent
PMS 2935 (med. blue)	Pacific Blue A9566-T	3M Bright Blue #3630-167 Translucent
PMS 2925 (light blue)	Process Blue A9561-T	3M Olympic Blue #3630-57 Translucent

LOCALLY OWNED

We're locally owned and operated with the support and stability of an international headquarters with four decades of staffing and HR expertise. It's the best of both worlds—small business flexibility, big company resources.

Express® EMPLOYMENT PROFESSIONALS

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