

Lee Hecht Harrison Global brand guidelines

May 2015



**LEE HECHT
HARRISON**

These brand guidelines give us the tools to create the Lee Hecht Harrison experience. Each piece of communication we produce with these guidelines is a touch point where a client, associate or colleague experiences Lee Hecht Harrison.

Consistent experiences are crucial to our success as they build the image and reputation of the company. Inconsistent experiences create confusion and doubt of the quality that Lee Hecht Harrison delivers. That's why we have provided the templates and specifics to easily maintain a consistent Lee Hecht Harrison style.

Our positioning statement.

Lee Hecht Harrison (www.lhh.com) is the global talent mobility leader.

We connect people to jobs through innovative career transition services and help individuals improve performance through career and leadership development.

LHH assists organizations in supporting restructuring efforts, developing leaders at all levels, engaging and retaining critical talent, and maintaining productivity through change — helping organizations increase profitability by maximizing their return on investment in developing people, while assisting individuals to achieve their full potential.

Lee Hecht Harrison is part of Adecco Group, the world leader in workforce solutions with over 6,000 offices in over 70 countries and territories around the world.

For more information, please visit LHH.com.

Lee Hecht Harrison logo

The Lee Hecht Harrison logo is specially designed and should not be altered in any way.

The Lee Hecht Harrison logo should always appear on a white background and always appear on the left side of an application.

The logo should only appear in LHH green or black (when used in a black and white application).

In LHH green or black, the logo must always be on a white background.

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Clear area.

Keep a clear area on all 4 sides of the logo that is equal to the height of the logo.



Minimum size.

The smallest size that the logo may be used at is .25 inches high (6.35mm).

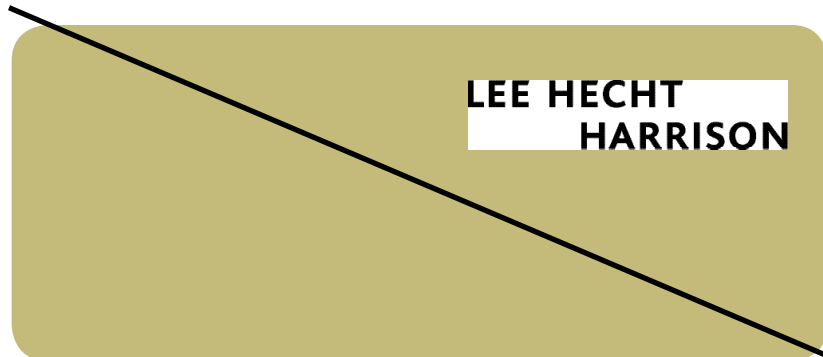
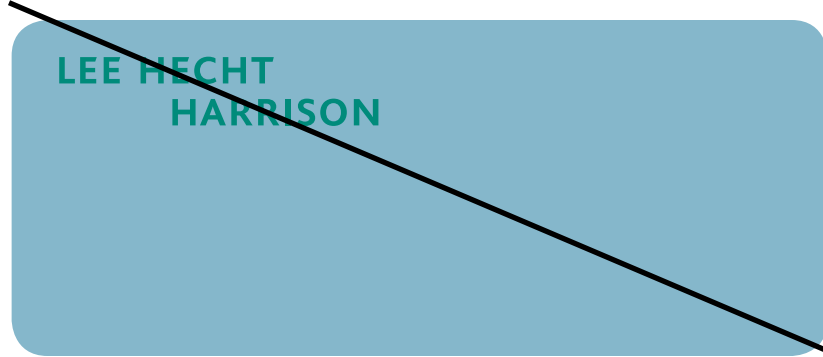


Incorrect logo backgrounds

The Lee Hecht Harrison logo should only appear on a white background.

Never place the logo on a photo.
Never place the logo on a color background.

Here are examples of what **not to do** with the logo.



Logo positioning

The Lee Hecht Harrison logo should always be placed on the left.

It can be placed top, middle or bottom, depending on the application.

Stationery



Literature



Online



TV end frame



Advertisements and posters



PowerPoint



What not to do with the logo

The Lee Hecht Harrison logo should never be altered or manipulated in any way.

Below are a number of examples of what not to do with the logo.

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Don't change the shape of the logo.
Don't scale it disproportionately so it looks stretched out or condensed.

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Don't change the color of the logo or any part of the logo.

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Don't invent new logo configurations.

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Don't change the font. Don't typeset your own logo.



Don't reverse the logo.

Primary color palette

The Lee Hecht Harrison primary color palette consists of LHH green, LHH red, LHH gray and white.

Our primary color palette clearly identifies and builds recognition of Lee Hecht Harrison. Although a secondary color palette exists, the primary color palette is always used at the first point of contact in all our communications.

It is important to use the Lee Hecht Harrison primary color palette correctly.

Advertising, literature covers, corporate stationery and branch signage are examples where primary colors are always used.

LHH green is only used in the logo.

LHH red should be used with restraint.

It is only used to highlight one type of information at any one time — such as headings or quotes or call-outs — and never in combination. In other words there should only be one use of LHH red per page. LHH red should never be used for body text or subheads.

White should be the overall background color.

LHH gray can be used to compliment the white. LHH gray is used for text.



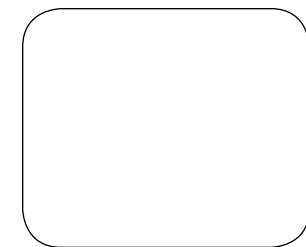
LHH green
PMS 562
CMYK: 83-10-41-37
RGB: 13-119-110



LHH red
PMS 485
CMYK: 0-100-100-0
RGB: 213-43-30



LHH gray
PMS WARM GRAY 9
CMYK: 17-25-25-49
RGB: 118-106-98



White
CMYK: 0-0-0-0
RGB: 255-255-255

Secondary color palette

The Lee Hecht Harrison secondary color palette consists of five colors. Tints of these colors may also be used.

While our primary color palette clearly identifies and builds recognition of Lee Hecht Harrison, the secondary color palette is only used to support our primary color palette. Our visual identity is not a multi-colored one, therefore use secondary colors sparingly.

Because Lee Hecht Harrison primary colors have been used at the first point of contact — on literature covers, external branch signage and PowerPoint covers — secondary colors can then be used on literature spreads, inside branches and exhibition panels. We never use secondary colors on stationery, forms, folders, literature covers, and vehicles.

Secondary colors should not be used to color code business lines, products and services.



PMS 5415
CMYK: 57-23-10-31
RGB: 92-127-146



PMS 549
CMYK: 59-8-9-19
RGB: 94-156-174



PMS 5483
CMYK: 62-0-20-27
RGB: 88-145-153



PMS 5773
CMYK: 28-10-48-31
RGB: 144-152-107



PMS 618
CMYK: 11-10-68-25
RGB: 174-164-68



Typography VAG Rounded

Lee Hecht Harrison's corporate typeface
is VAG Rounded.
For italic type we use Volkswagon.

The only permitted weights are shown below.

VAG Rounded

abcdefghijklmnopqrstu vwxyz1234567890

VAG Rounded Thin

VAG Rounded Light

Volkswagon Regular Italic

VAG Rounded Bold

Volkswagon Bold Italic

Typography guidelines

Use the various weights of VAG Rounded as described below.

Set all copy flush left only — never use centered, flush right or justified type.

Headlines and subheads get only the first word capitalized — except for proper nouns.

Subheads get punctuation at the end.

Never use all caps.

Type should only be LHH gray, or white when knocked out of a secondary color background.

Accent type may be LHH red, but must be used sparingly.

Type should never be a secondary color.

VAG Rounded Thin: Larger headlines

VAG Rounded Light: Smaller headlines and larger subheads

VAG Rounded Bold: Only for subheads in body text, always track +3

VAG Rounded Light: Body text, captions

*For italicized copy, use Volkswagon Regular Italic,
or Volkswagon Bold Italic if within bold text, track +3.*

Promotional items

The look and feel of promotional gifts must reflect the Lee Hecht Harrison brand attributes.

Items should be white.

The Lee Hecht Harrison logo must be sized appropriately and tastefully on all items. The preferred placement of the logo is on the left side of the item. Shirt imprints, however, should be placed on the left chest area.

On items with small imprint areas — like pens — the tag line should be removed.

Always select gifts that are of the standard and quality that you would expect from a world-class company like Lee Hecht Harrison.

Gifts should be relevant to Lee Hecht Harrison's business. Cheap, gimmicky items should be avoided.



Email signature

The LHH email signature is set in 12pt Arial Bold for the name and 10pt Arial Regular for the rest of the text.

The line space is set to 12pt.

There are paragraph breaks after the job title, the web address and the descriptive copy.

Use abbreviations exactly as shown here — Tel, Fax, Cell — with no periods or colons after them.

Use dots in the phone numbers instead of dashes, with no parentheses around the area codes.

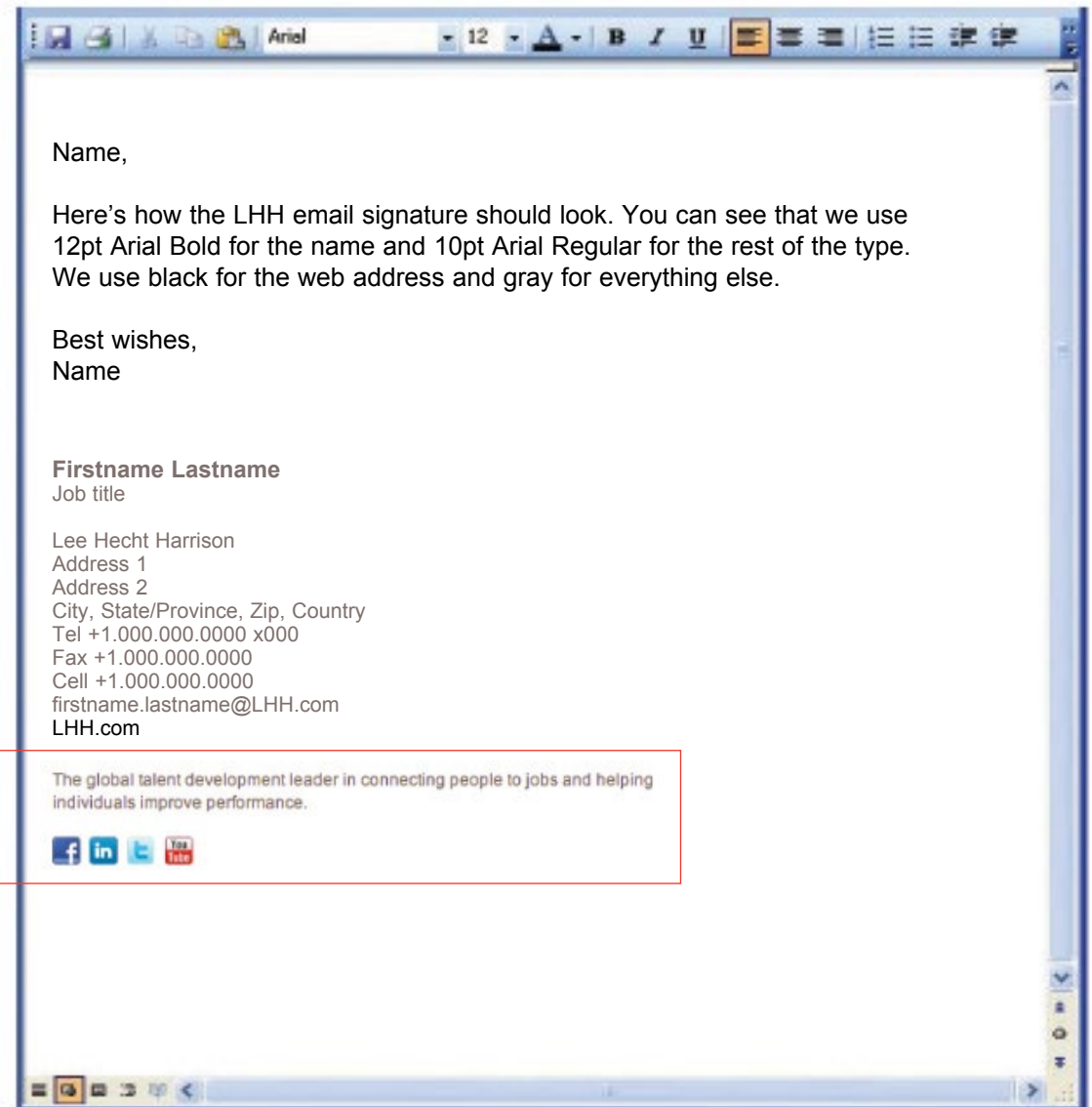
All of the type is set in gray, except for the web address which is set in black.

Only use this RGB gray: 118-106-98

Below the corporate tagline, insert the social media logos that link to the LHH social media platforms for Facebook, LinkedIn, Twitter and YouTube.

Note: this email signature art, and instructions on how to upload it, are available on Sydney under Sales and Marketing>>>Marketing Resources >>>Branding Guidelines.

Be sure to remove all Outlook wallpapers and backgrounds in the email.



PowerPoint presentations

Approved Lee Hecht Harrison PPT templates are available for all business lines. Always use an approved template as your starting point. Contact Helene Cavalli at helene.cavalli@lhh.com or +1 267.322.1300

The PPT template contains master title and interior page slides, design examples for presenting information in different formats, chart examples as well as a color palette for charts, and an image library.

PPT presentations follow the Lee Hecht Harrison brand look of white being a key element, so do not add an overall color to your slide backgrounds or large blocks of color behind type. Do not add photos as a background — photos should be used as small accents only. Never use clip art.

The font for Lee Hecht Harrison PPTs is Arial (Regular and Bold) and the font color is black, with accents of gray type. Always keep readability in mind.

Do not apply any of the type effects that are available in PowerPoint such as 3D, stretching, setting type on a curve, and drop shadows/

reflections. The Lee Hecht Harrison PPT style is clean and professional.

When creating charts for a PPT, only use the colors shown in the template. Keep charts simple, do not add dimension to the bars or pies. Use no more than 2 colors — and shades of those 2 colors — within 1 chart.

Do not outline any parts of your chart and do not put a rule around your chart. Similarly, do not put rules around tables, and only use thin gray rules or light gray backgrounds within tables if necessary to separate the information.

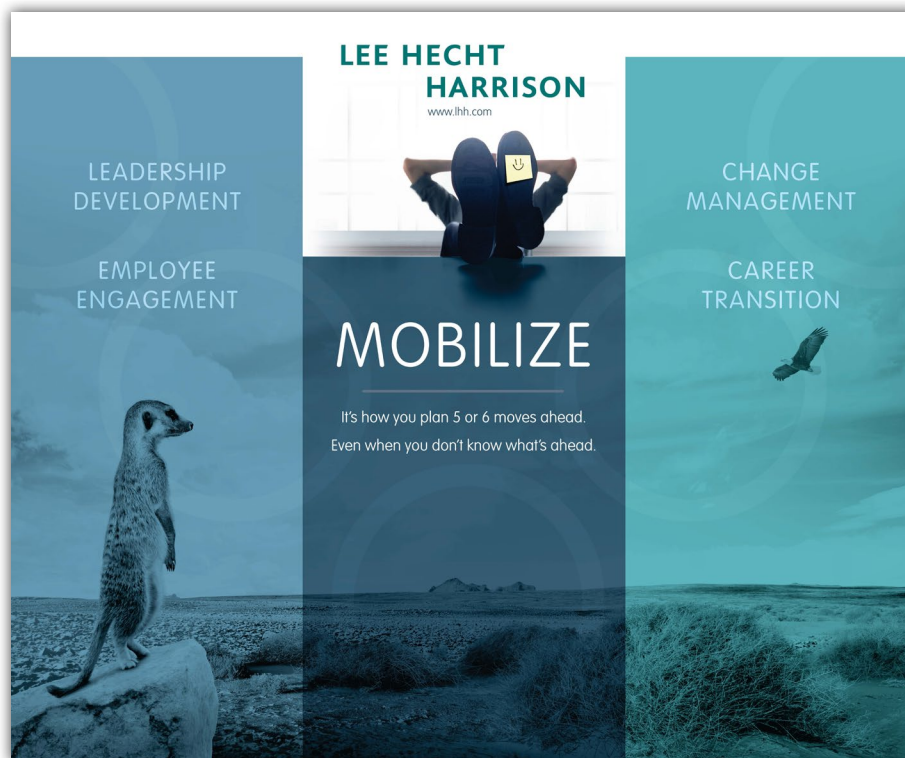


Displays

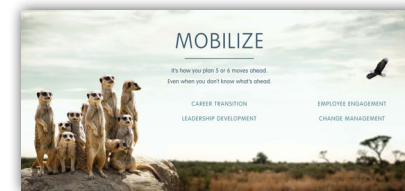
Displays are an important part of the communications mix as we try to create LHH experiences that leave a lasting, positive impression. An LHH exhibition must be relevant to our business and related to the world of work in order to build on our professional image.

Logo should be placed at top of display, and scaled proportionately. Use brand images and colors, and keep copy to a minimum.

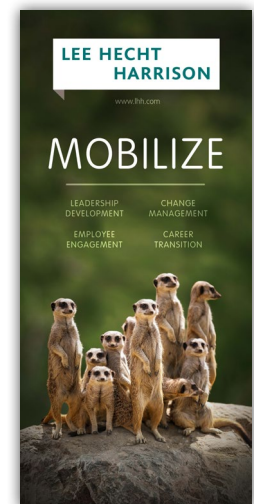
Please submit all display designs to Helene Cavalli at helene.cavalli@lhh.com for approval before sending to production.



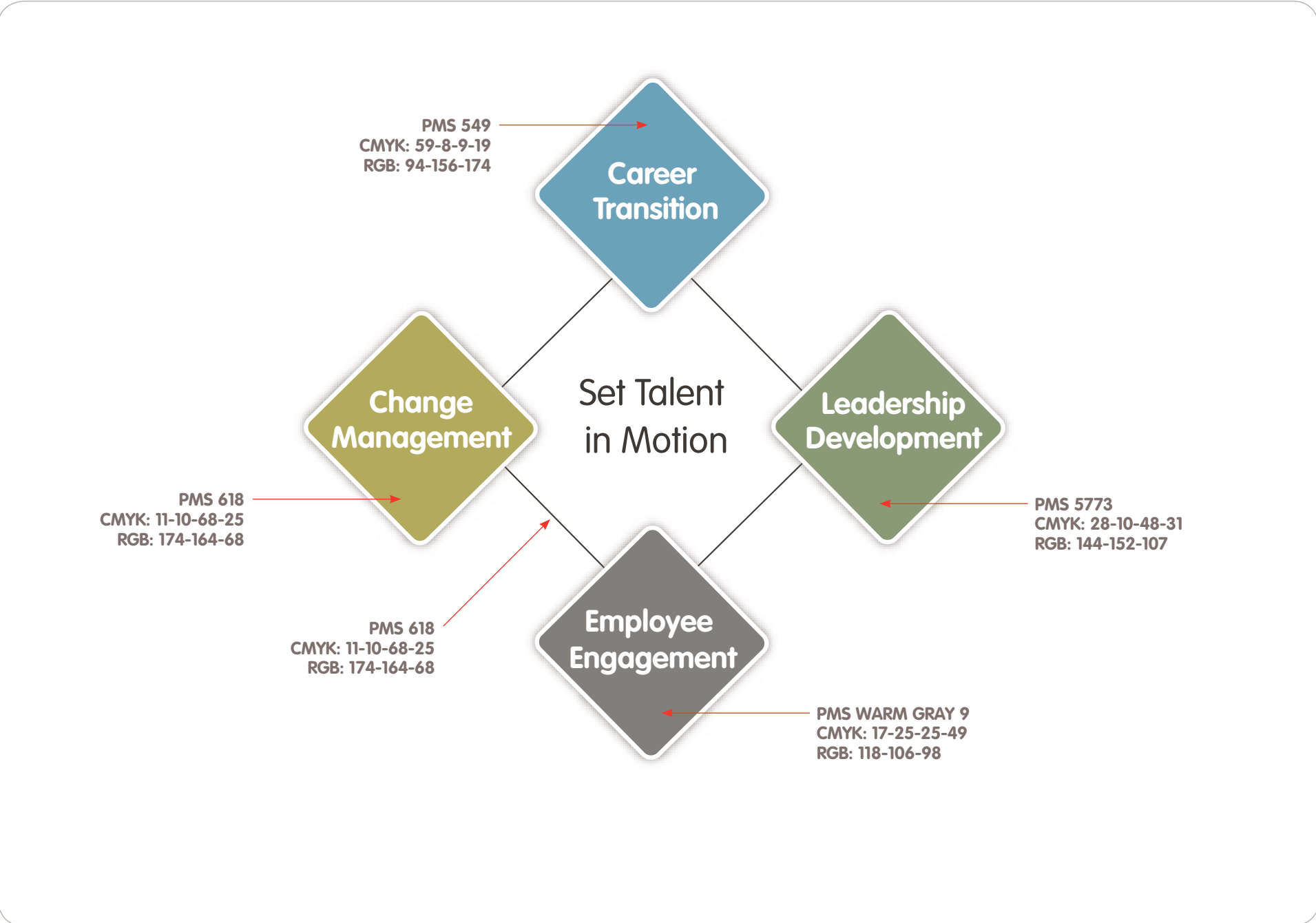
Large display



Bannerstands



Global Talent Development Graphic



Branch signage: reception wall

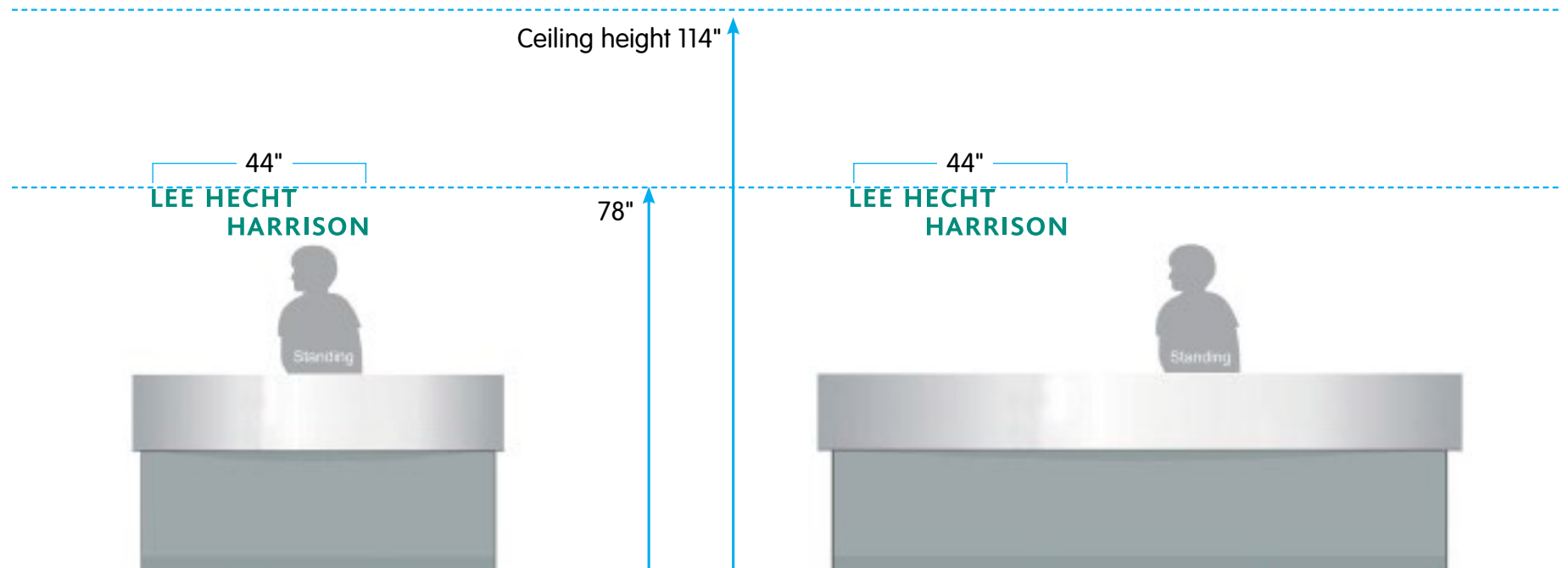
Wall finish:
Off white
NCS: NCS S 0502-R50B
Dulux: 50 BG 83 009

Logo sign is applied to reception area wall.

Reception area logo signs use cut-out letterforms.
Stainless steel with a mirror finish is preferred.
Brass may be used as an alternate.

The width of the sign is 44" and it should be placed to the left side, behind the reception desk (never centered or to the right side).

Height to top of logo sign should be at 78" (standard).



Branch signage: entrance door

Standard 36" entrance door — glass width
27"- 30"

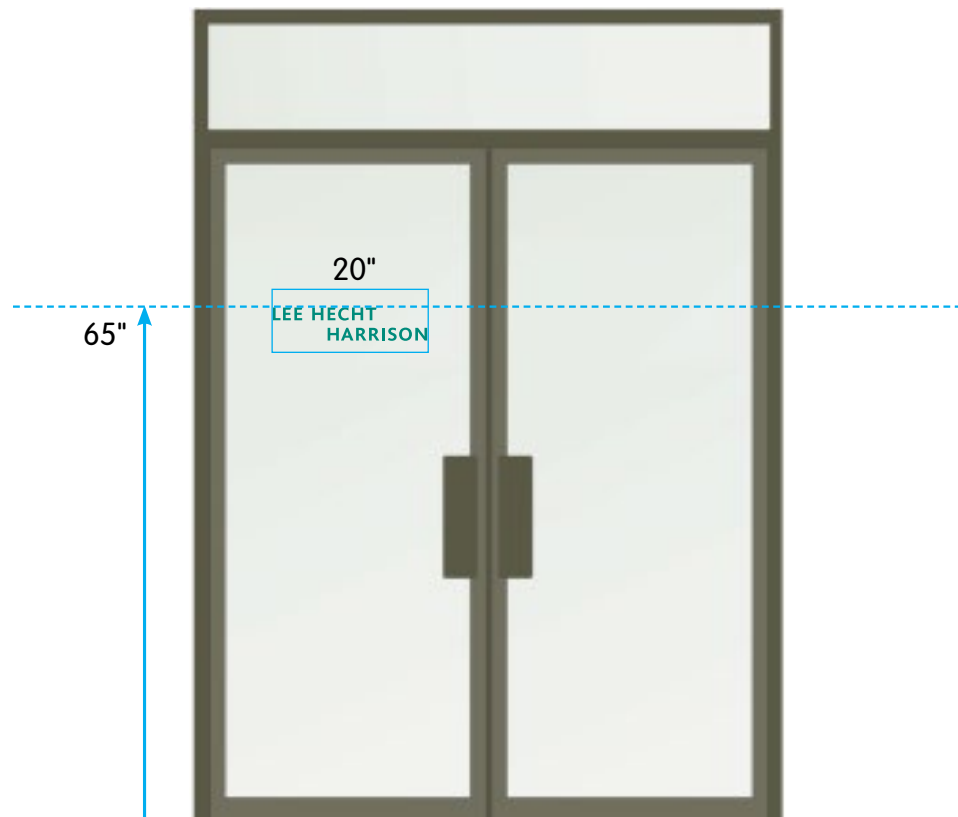
Width of logo is 20", placed centered on the glass.
Height to top of logo should be at 65" (standard).

Green logo is applied to outer surface of door.
Alternate white logo can be applied to interior
side of door if glass is not tinted (some buildings
require all white door graphics).

Suggested window vinyl graphics materials
when matching PMS 562C green:

- 3M Scotchcal Dark Green
- Spar-Cal vinyl graphic film Forest Green #1584

For white, use any premium matte white vinyl



For additional assistance, please contact:

Helene Cavalli

Vice President, Marketing

Tel +1 267.322.1300

helene.cavalli@lhh.com

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