



WHAT'S INSIDE

Advertising

Experis Print Advertising

As one of the most most visible parts of our brand it is essential that Print Advertising is reproduced consistently across all of our markets.



Experis™
ManpowerGroup

Introduction

In order to transition from a group of businesses to a unified global brand, we need a consistent marketing look and feel that establishes Experis as the undisputed global leader in Professional Talent Resourcing and Project Solutions.

We want Clients to understand that through our experience and expertise, we will help them navigate the changing world of professional work in a way that accelerates their company's growth.

We want high-achieving Professional Candidates to know that we will accelerate their success by helping them fulfill the belief: "I am more."

In order to promote both creativity and consistency, we've developed a Fixed & Flexible Framework that allows you to design engaging marketing materials that are built on a common foundation to ensure our brand message resonates the same throughout the world.

These guidelines provide the information and framework you need to tell the Experis Story and our commitment to helping Candidates and Clients achieve all that is humanly possible.

The complete set of Experis guidelines is available on the Global Brand Center: <https://globalbrandcenter.manpower.com>.





Fixed/Flexible Framework

The Fixed & Flexible Framework has been created to ensure global consistency within our brand while allowing for some local adaptation.

The following framework for Experis Print Advertising sets out those items that are fixed and what can be adapted to satisfy local requirements.

ELEMENT	FIXED	FLEXIBLE
Basic Elements	<p>Three Basic Elements must be present in all advertisements: Experis full-color Logo, Experis color palette and the Experis campaign font DIN OT.</p> <p>Use only the specified colors, sizes, and weights of the DIN OT font family as presented in the template.</p>	There is no flexibility in this area.
Candidate Copy	<p>“I am More” is the headline used for all Candidate advertising. Copy should entice the Candidate to take the next step in finding a more satisfying, challenging and rewarding position.</p>	<p>Experis (non-Vertical) copy can only be translated and must stay true to the intended sentiment.</p> <p>Vertical copy can be modified to meet local needs and requirements.</p>
Client Copy	<p>“Humanly Possible” is the headline for all Client advertising. Copy should convey our ability to help Clients understand, overcome and overpower the challenges they face in the world of work.</p>	<p>Experis (non-Vertical) copy can only be translated and must stay true to the intended sentiment.</p> <p>Vertical copy can be modified to meet local needs and requirements.</p>
Client Photography	Use of Photography is restricted to one of the five options developed (global photo rights extend through April 2016).	You choose one of the five approved ad layouts.
Candidate Photography	Use of Photography is restricted to one of the 10 options developed (global photo rights extend through April 2016).	You choose one of the 10 approved ad layouts.
Print Layout & Design	<p>Do not alter the layout, design, or logo placement.</p> <p>Do not adjust copy.</p>	You may adjust vertical copy to meet local needs and requirements.
Templates	Only templates found on the Global Brand Center may be used.	There is no flexibility in this area.

Creation, Layout & Construction

Client Advertising General Principles

Core Messaging Framework

The core messaging focuses on personal and business acceleration. Acceleration is about experiences, challenges, high-impact solutions and forward momentum. It is about what is possible, not what has already been done. It is about enhancing partnerships by helping people and businesses achieve all that is humanly possible.

Standard Elements

These guidelines cover all Experis Print Advertising. All elements of the advertising are to be considered standard, including Photography, the Experis Logo, copy and the theme expressed in each advertisement.

Communications Objectives

We have developed a global advertising campaign that positions Experis as the global leader in Professional Talent Resourcing and Project Solutions. There are different objectives for Client and Candidate advertising.

Client advertising should engage and promote our ability to accelerate business growth by providing Clients with Innovative Workforce Solutions that match the best-available Professional resources to the challenges they face.

The Audience

The Client audience includes the business decision makers and human resource professionals responsible for hiring within their organizations. These individuals make decisions that affect employees' (and prospective employees') lives deeply. They are strategic thinkers who are empowered to make the key choices that affect the competitiveness and long-term strength of their organizations.

Messaging Platform: Humanly Possible

"Humanly Possible" is a statement of belief in human potential. A provocative and empowering twist on the saying "that's not humanly possible," it recognizes that people are behind all major advances, technologies and amazing achievements. It celebrates what people can do and serves as a rallying cry about the importance of people to business success. It's also a call to action for businesses that understand that Professional resources are the key differentiator for successful companies.

Use the phrase "Humanly Possible" in English whenever possible. All translations must capture the spirit of "Humanly Possible" and be approved by Global Marketing.

continued



Creation, Layout & Construction

Client Print Advertising - General Principles continued

Legal Note on “Humanly Possible” Usage

Never use the trademark (™) with Humanly Possible. When the mark achieves registration in your country, Global Marketing will inform you so that you can begin using the registered mark (®).

Copyright

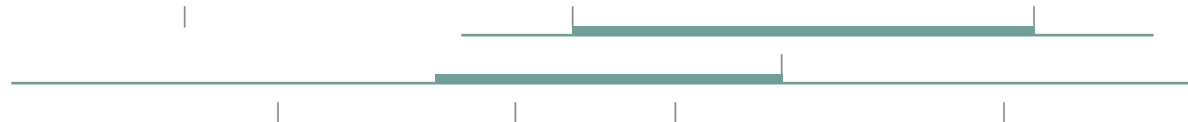
All print advertising must have the following copyright information:
© 2011 ManpowerGroup. All Rights Reserved.

Visual Overview

The selected online advertising imagery is designed to engage and impact viewers.

The Imagery

Each Client image represents typical office or work space that has been re-imagined by Experis: A jumble of desks and lamps that visually transcend the traditional notions of an office (and who should be there) or images of a Professional Candidate made from the many wonderful elements within their personality.



Creation, Layout & Construction

Client Print Advertising Copy Options

There are five copy options for Client Print Advertisements:

- One fixed option for non-Vertical specific copy that cannot be modified except for translations. When translating, the copy's sentiment must be maintained.
- Four flexible options for Vertical-specific copy that can be modified to meet local needs and requirements).

The copy options can be used on five different ad layouts that can be customized with Vertical-specific copy and pre-approved photography.

The following chart details the copy options available for each layout. Please keep in mind that you must use the appropriate Vertical-specific Logo when selecting a Vertical-specific option.

For Vertical copy options go to the Global Brand Center: <https://globalbrandcenter.manpower.com>.

Ad	Vertical				
	Brand Copy	Engineering Copy	Finance Copy	Health Copy	IT Copy
Cube 	X	X	X	X	X
Growth 	X	X	X	X	X
Rockstar 	X	X	X	X	X
Momentum 	X	X	X	X	X
Talent Pool 	X	X	X	X	X



Creation, Layout & Construction

Client Print Advertising Understanding Advertising Imagery

Client Advertising imagery has been chosen to engage and impact viewers.



Cube

This image demonstrates the ways we re-imagine the office environment. It depicts a new way of thinking about the way work gets done and the innovative solutions we offer in the Human Age.



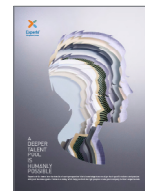
Momentum

This image conveys our ability to effectively deploy Professional Resources to provide a company with the momentum they need to achieve peak performance.



Growth

This image reflects our commitment to recruiting Professional Candidates who will accelerate business growth.



Talent Pool

This image reflects our commitment to looking beyond a person's promise to truly understand their expertise, their aspirations and their potential. It can be used to support messages about our assessment and matching technology or our on-the-ground recruiters in every market.



Rockstar

This image reflects our belief that business must break free of the old work models in order to achieve more.



Creation, Layout & Construction

Client Print Advertising Typography

Use the font weights and colors specified below for all Print Advertising.

Headline: (Varies per option)

DIN OT 22pt text with 25pt line spacing, all caps. Text Center-aligned and white.

Body Copy:

DIN OT 8.5pt text with 12pt line spacing. Text center-aligned and white.

Templates

Advertisement templates are available at the Global Brand Center: <https://globalbrandcenter.manpower.com>



Headline
Body Copy

RELENTLESS GROWTH IS HUMANLY POSSIBLE

We know what drives your company. We know what motivates talent. And with our innovative workforce solutions, we know how to bring them together to drive business growth. Learn more at experis.com



Creation, Layout & Construction

Candidate Print Advertising General Principles

Core Messaging Framework

The core messaging focuses on personal and business acceleration. Acceleration is about experiences, challenges, high-impact solutions and forward momentum. It is about what is possible, not what has already been done. It is about enhancing partnerships by helping people and businesses achieve all that is Humanly Possible.

Standard Elements

These guidelines cover all Experis Internet Advertising. All elements of the advertising are to be considered standard, including photography, the Experis Logo, copy and the theme expressed in each advertisement.

Communications Objectives

We have developed a global Advertising campaign that positions the Experis as the global leader in Professional resourcing and project solutions. There are different objectives for Client and Candidate advertisements.

Candidate advertising should engage and promote our ability to accelerate professional success by matching high-achieving Professional Candidates with career-fulfilling opportunities.

The Audience

The Candidate audience includes Professionals with in-demand training, education and experience in the growing fields of Information Technology (IT), Engineering, Finance, Health, and Executive. They are achievers who continually expect more out of themselves and their jobs.

Messaging Platform: I am More

“I am more” affirms the belief that individual potential cannot be captured in a resume, job title, or job description. A positive and empowering call to action, “I am more” entices Professional Candidates to take the next step in their careers to find more satisfying, more challenging, or more rewarding positions. It affirms our ability to accelerate professional success through our understanding of the unique talents, experience and interests of each Professional Candidate.

“I am More” has not been trademarked. The trademark symbol should never be used.

Use “I am More” in English whenever possible. All translations must capture the spirit of “I am More” and be approved by Global Marketing.

continued

Creation, Layout & Construction

Candidate Print Advertising - General Principles continued

Messaging Platform: Humanly Possible

“Humanly Possible” is a statement of belief in human potential. A provocative and empowering twist on the saying “that’s not humanly possible,” it recognizes that people are behind all major advances, technologies and amazing achievements. It celebrates what people can do and serves as a rallying cry about the importance of people to business success. It’s also a call to action for businesses that understand that Professional resources are the key differentiator for successful companies.

Use the phrase “Humanly Possible” in English whenever possible. All translations must capture the spirit of “Humanly Possible” and be approved by Global Marketing.

Legal Note on “Humanly Possible” Usage

Never use the trademark (™) with Humanly Possible. When the mark achieves registration in your country, Global Marketing will inform you so that you can begin using the registered mark (®).

Copyright

All print advertising must have the following copyright information:
© 2011 ManpowerGroup All Rights Reserved.

Visual Overview

The selected online advertising imagery is designed to engage and impact viewers.

The Imagery

Each Candidate image represents the intense insight we have into the Professional Candidates we work with. These images convey the extraordinary power individuals possess within themselves: a hammer to signify strength; a wing to represent the ability of people to rise above the everyday and achieve greater heights.



Creation, Layout & Construction

Candidate Print Advertising Copy Options

There are five copy options for Candidate Print Advertisements:

- One fixed option for non-Vertical specific copy that cannot be modified except for translations. When translating, the copy's sentiment must be maintained.
- Four flexible options for Vertical-specific copy that can be modified to meet local needs and requirements).

The copy options can be used on 10 different ad layouts that can be customized with Vertical-specific copy and pre-approved photography.

The following charts detail the copy options available for each layout. Please keep in mind that you must use the appropriate Vertical-specific Logo when selecting a Vertical-specific option.

For Vertical copy options go to the Global Brand Center: <https://globalbrandcenter.manpower.com>.

	Male Print	Male Print	Vertical				
			Brand Copy	Engineering Copy	Finance Copy	Health Copy	IT Copy
Hammer			✗	✗	✗	✗	✗
Jet Engine			✕	✕	✕	✕	✕
Microphone			✕	✕	✕	✕	✕
Spotlight			✕	✕	✕	✕	✕
Connector		✗	✗	✗	✗	✗	✗
Wing	✗		✗	✗	✗	✗	✗

Creation, Layout & Construction

Candidate Print Advertising Understanding Advertising Imagery

Candidate Advertising imagery has been chosen to engage and impact viewers.

Each image reflects the intense insight we have in the Professional Candidates we work with. Each image represents the extraordinary power individuals possess within themselves: a hammer to signify strength, a wing to represent the ability of people to rise above the everyday and achieve greater heights.



Creation, Layout & Construction

Candidate Print Advertising Understanding Advertising Imagery



Hammer

This image illustrates the power of an individual. It can be used with messaging about how we break down the barriers that prevent personal acceleration.



Spotlight

This image illustrates the power of focus. It should be used with messages about new opportunities, new pathways and new ways of doing things.



Jet Engine

Conveying speed and power, this image demonstrates our ability to accelerate careers and help Candidates achieve their goals.



Connector

This image highlights our deep understanding of technology. It can be used to highlight our ability to find the people who live and breathe technology and plug them into opportunities that will accelerate their personal success.



Microphone

This image signifies the individual's strong internal voice. It should be used with messages describing our ability to amplify an individual's unique voice/personality so that he or she can be heard and discovered.



Wing

This image conveys the power to soar to new career heights. It should be used with messages about rising beyond barriers or flying above the status quo.



Creation, Layout & Construction

Candidate Print Advertising Layout Construction

- Always use the ad as presented in the template
- Use the appropriate Vertical-specific Logo if Vertical-specific copy is being used
- Only position headlines and copy next to the image as shown in the template
- Do not change the background color
- Headlines and body copy must reflect the image used
- Do not mix images and copy - ex. only use engine copy with engine images



Creation, Layout & Construction

Candidate Print Advertising Typography

You must use the font weights & colors as documented below for all print advertising.

Headline: (I Am More)

DIN OT Light, 30 pt text, all caps
Left-align

Body Copy:

DIN OT Regular, 9 pt with 13 pt line spacing
Left-align

Templates

Advertisement templates are available at the Global Brand Center: <https://globalbrandcenter.manpower.com>

Headline

I AM MORE

Body Copy

You can't get anywhere new by doing the same thing you've always done, the same way you've always done it. Get off the career path of least resistance. Find work that inspires you to break free. experis.com



Dont's

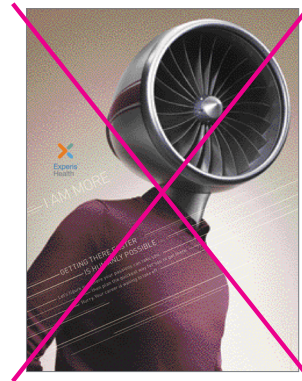
Client and Candidate



Don't use candidate images on a different advertising background.

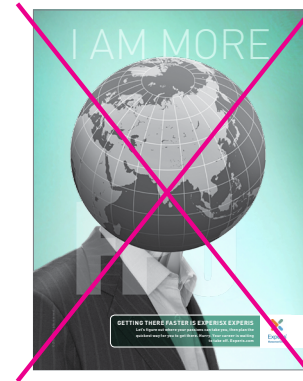


Don't use any fonts other than those approved.

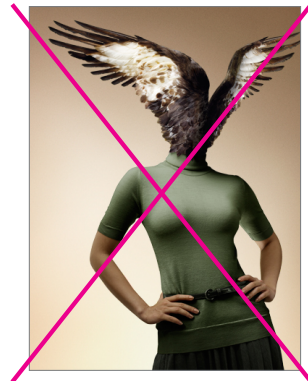


Don't place the Experis Logo anywhere but the specified area.

Don't mix Vertical copy and Vertical Logos. The Vertical Logo must match the Vertical copy being used.



*Don't manipulate the imagery in any way.
Don't create your own objects or pictures.*



Don't use client images on a different advertising background.



*Don't use the wrong image and copy combination.
Don't use line art from another ad.*



Don't use lowercase letters in the headline.



Don't replace images within the ad.