



WHAT'S INSIDE

# Advertising

## Experis Web/Online Advertising

These guidelines will help us create a strong and consistent presence on the internet.



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 Web/Online 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 as presented in the template.</p>	<p>There is no local flexibility with the use of Basic Elements.</p>
Candidate Copy	<p>“I am More” is the creative platform used for all Candidate advertising. Scripts should entice the Candidate to take the next step in finding a more satisfying, challenging and rewarding position.</p>	<p>Only Experis (non-Vertical) copy can be translated and must stay true to the intended sentiment.</p> <p>Vertical-specific copy can be modified to meet local needs and requirements.</p>
Client Copy	<p>“Humanly Possible” is the creative platform for all Client advertising and advertising for Clients and Candidates. Scripts should convey our ability to help Clients understand, overcome and overpower the challenges they face in the Human Age.</p>	<p>Only Experis (non-Vertical) copy can be translated and must stay true to the intended sentiment.</p> <p>Vertical-specific copy can be modified to meet local needs and requirements.</p>
Client Photography	<p>There are three Standard Flash and two rich media banner ad options.</p> <p>The images have global advertising rights through April 2016.</p>	<p>You can select one of the ad layout options, but the Photography within a layout option cannot be changed.</p>
Candidate Photography	<p>There are seven Standard Flash and 3 rich media banner ad options.</p> <p>The images have global advertising rights through April 2016.</p>	<p>You can select one of the ad layout options, but the Photography within a layout option cannot be changed.</p>
Background, Layout & Design	<p>Templates have been developed for Web/Online Advertising usage. Do not alter the layout or design.</p>	<p>There is no local flexibility in this area.</p>



# Fixed/Flexible Framework

ELEMENT	FIXED	FLEXIBLE
Standard Flash	Standard Flash banners are built in Flash 9.	Selection of banners from the following standard sizes: 300x250, 728x90, 234x60, 160x600 and 180x150. If other sizes are necessary they must follow IAB sizing standards.
Rich Media	Rich Media banners are built in AS3 (Action Script 3). Prototypes will be provided in 300x250 or the most common size.	PSDs and flash source files will be provided to enable resizing.

# Creation, Layout & Construction

## Client Web/Online 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 Web/Online Advertising. All elements of the advertising are to be considered standard, including Photography, 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 Resourcing and Project Solutions. There are different objectives for Client and Candidate advertisements.

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

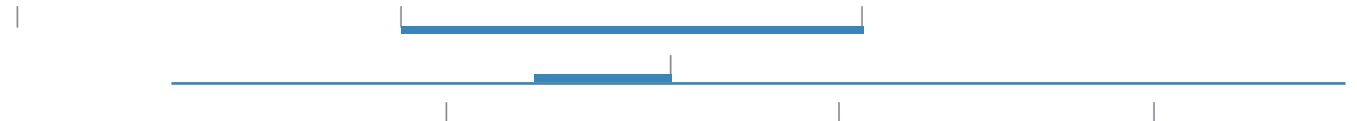
The Client audience includes the business decision makers and Human Resource Professionals responsible for hiring within their organizations. These individuals make decisions that affect employees' (and prospective employees') lives deeply. They are strategic thinkers who are empowered to make the key 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 Web/Online Advertising - General Principles continued*

## Legal Note on “Humanly Possible” Usage

Never use the trademark symbol (™) 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 (®).

## 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.

## Required Downloads

### Adobe Flash Player

Adobe Flash Player 9 or higher is needed to view all Standard Flash banners.

To download the latest version of Flash, please click the icon below.

### Action Script 3 – Add Download information

Web/Online advertising has been created in Action Script 3 (AS3). You will need this program to modify or translate copy.

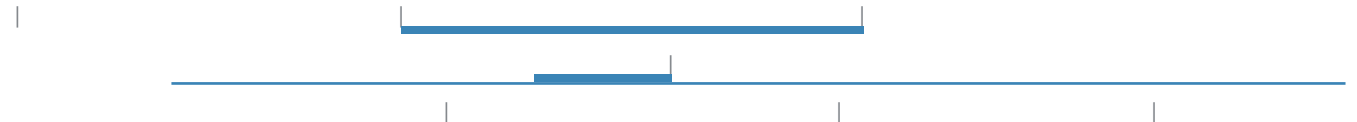


# Creation, Layout & Construction

## Client Web/Online Advertising Web Banner Layout & Design

Banners should be placed on relevant trade and industry websites with click-through to the Experis homepage or a targeted page within the Experis website.

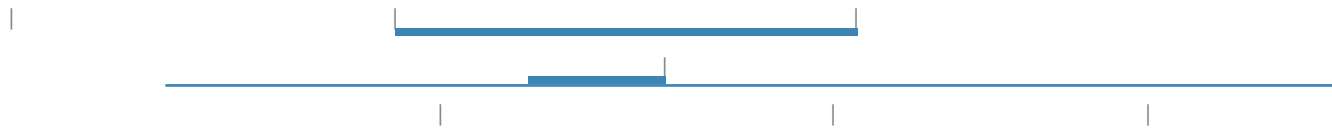
Construction of the web banners should follow the guidelines as outlined in the “Fixed & Flexible Framework” and “Building Your Content” sections.



# Creation, Layout & Construction

## Client Web/Online Advertising Layout Construction

- Use the appropriate Vertical-specific Logo if Vertical-specific copy is being used
- Do not attach the copy to the logo or enclose it in a box
- Do not change the background color





# Creation, Layout & Construction

## Client Web/Online Advertising Typography

Use the font weights and colors used in the original Web/Online Advertising files.

### Headline: (Varies by banner)

DIN OT 20pt font in white.

### Call to Action (Find out how>>)

DIN OT 13pt font in an Experis advertising color.

### Logo

The Logo cannot be manipulated or animated in any way.

### Templates

Online Advertisement templates are available at the Global Brand Center:

<https://globalbrandcenter.manpower.com>



# Creation, Layout & Construction

## Candidate Web/Online 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 Web/Online Advertising. All elements of the advertising are to be considered standard, including Photography, 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 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 Web/Online 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 symbol (™) 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 (®).

## Visual Overview

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

## The Imagery

Each Candidate image represents the intense insights 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.

## Required Downloads

### Adobe Flash Player

Adobe Flash Player 9 or higher is needed to view all Standard Flash banners.

To download the latest version of Flash, please click the icon below.

### Action Script 3 – Add Download information

Internet advertising has been created in Action Script 3 (AS3). You will need this program to modify or translate copy.



# Creation, Layout & Construction

## Candidate Web/Online Advertising Web Banner Layout & Design

Banners should be placed on relevant trade and industry websites with click-throughs to the Experis homepage or a targeted page within the Experis website.

Construction of the web banners should follow the guidelines as outlined in the “Fixed & Flexible Framework” and “Building Your Content” sections.



# Creation, Layout & Construction

## Candidate Web/Online Advertising Layout Construction

- Use the appropriate Vertical-specific Logo if Vertical-specific copy is being used
- Do not attach the copy to the Logo or enclose it in a box
- Headlines and body copy should not overlap the photography
- Do not change the background color



# Creation, Layout & Construction

## Candidate Web/Online Advertising Typography

Use the font weights and colors used in the original Internet Advertising files.

### Headline: (Varies by banner)

DIN OT Light 30pt font in white.

### Body:

DIN OT Regular 14pt font in an Experis advertising color.

### Call to Action (See How>>)

DIN OT Bold 14pt font in an Experis advertising color.

### Logo

The Logo cannot be manipulated or animated in any way.

### Templates

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





## Client and Candidate

- 1 Don't use any font except the approved Din OT font.
- 2 Don't alter the placement of the Logo.
- 3 Don't modify or animate the Logo.
- 4 Don't modify or manipulate the imagery.
- 5 Don't position copy so that it interferes with the creative layout or overlaps the imagery.
- 6 Don't replace the images included in the layout options.
- 7 Don't mix and match Vertical copy and Vertical Logos. Vertical copy must be aligned with the appropriate Vertical Logo.
- 8 Don't attached copy to the Logo.
- 9 Don't box the copy.
- 10 Don't change the background colors.
- 11 Don't create new objects or images.
- 12 Don't use headlines or copy that do not reflect the image being used.
- 13 Don't use new line work with an image when it is being used on the advertising background.
- 14 Don't alter the line work of an image when it's being used on the advertising background.