

BRAND STYLE GUIDE  
VERSION 2.0.2



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## INTRODUCTION

If you're reading this Brand Style Guide, you're part of the Robert Half community. You may be a vendor or a partner, an employee or a contractor. You may be a designer or a staffing manager, an executive or an intern. You may work in corporate services or a branch office, sit in San Ramon or Brussels, claim a corner office or a cluttered cubicle. It doesn't matter.

What matters is that **we're all Robert Half Brand Ambassadors.**

Every interaction, every communication, every touch point — they all help create the world's perception of our company and what we represent. That's why it's up to every single one of us at Robert Half to show our passion and unity for our new brand and rallying cry: **IT'S TIME WE ALL WORK HAPPY®**. How? By understanding the brand, living the brand and looking at your programs and contributions through a "work happy lens."

But first — some history.

In 2013, we conducted extensive brand research, speaking with over 2,000 clients, candidates, prospects and internal employees. The results confirmed our gut instinct: that Robert Half is considered the leader in staffing and recruiting.

The project is now complete, wrapping up one of the most comprehensive brand makeovers in our company's history. But our new positioning is about more than our revised logos and fonts, deeper than our color palette or tagline. The new brand brings out the very essence of our company — which is why it's so important to get it right.

Our brand communicates what we stand for, why we do what we do and how our work sets us apart in this competitive landscape. Our brand is what drives us. It reflects who we are as a company, and clearly conveys our purpose — now and in the years to come.

To unite us all behind **IT'S TIME WE ALL WORK HAPPY®**, we've compiled this Brand Style Guide. Consider it a playbook, a manual, a blueprint. Along with the training you'll receive, it contains everything you need in order to leverage and live the Robert Half brand. With an in-depth explanation of the brand story and visual elements, it will help us all speak in the same voice about the same things, strengthening our brand and defining our mission, even as our brand continues to evolve.

No matter our role with Robert Half, these pages will guide us forward as Brand Ambassadors.

Thank you for your belief in our company and our brand.

**Together, we'll all work happy.**

Stephnee Leathers  
Senior Director of Creative Services

and

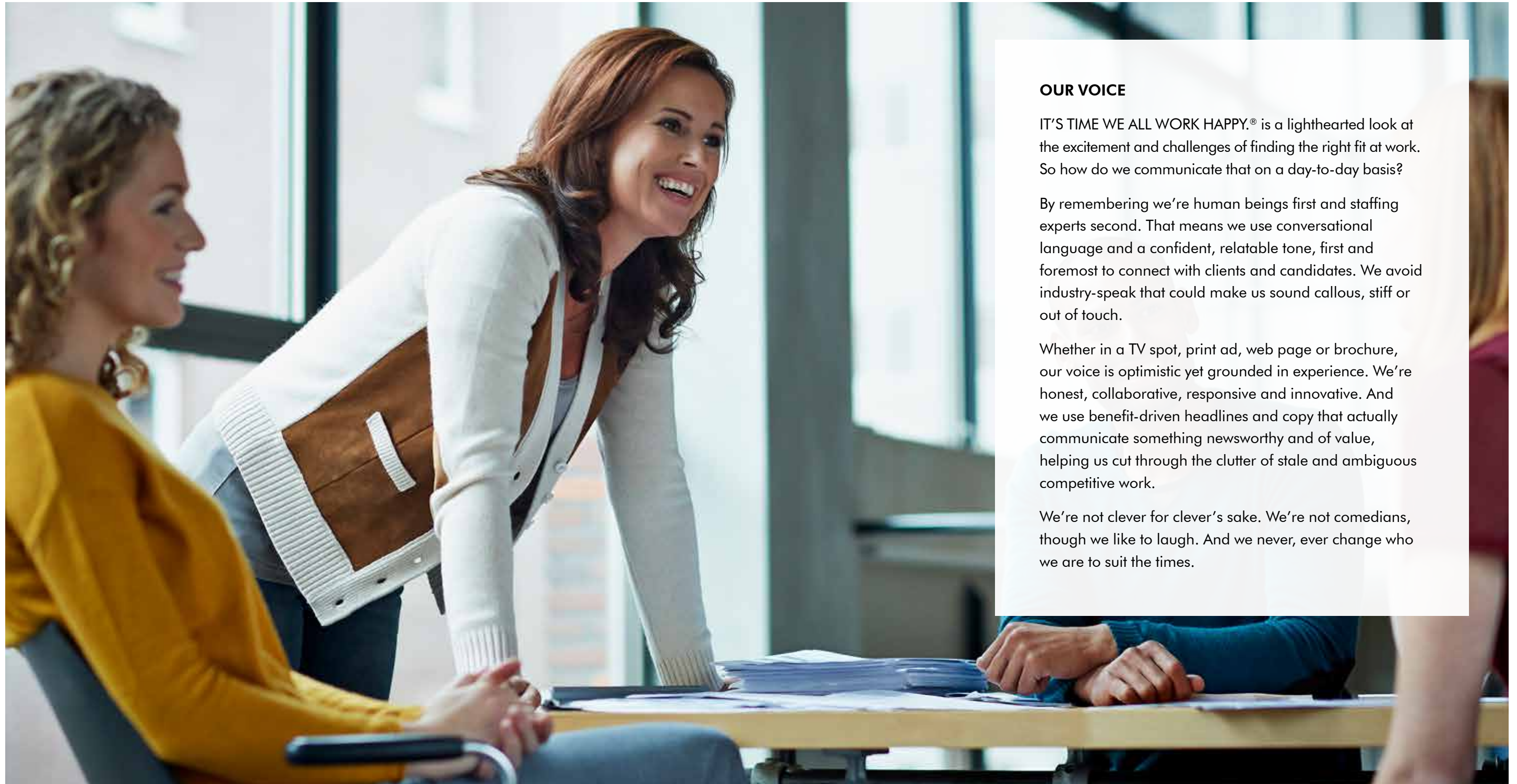
Jennifer Young  
Senior Director of Global Brand

# 1.0 BRAND PLATFORM

- 1.1 TONE AND VOICE
- 1.2 MESSAGING: INTENDED AUDIENCE
- 1.3 MESSAGING: VIDEO EXAMPLES
- 1.4 MESSAGING: DO'S AND DON'TS
- 1.5 BRAND BLUEPRINT
- 1.6 BRAND HOUSE



## 1.1 TONE AND VOICE

**OUR VOICE**

IT'S TIME WE ALL WORK HAPPY.® is a lighthearted look at the excitement and challenges of finding the right fit at work. So how do we communicate that on a day-to-day basis?

By remembering we're human beings first and staffing experts second. That means we use conversational language and a confident, relatable tone, first and foremost to connect with clients and candidates. We avoid industry-speak that could make us sound callous, stiff or out of touch.

Whether in a TV spot, print ad, web page or brochure, our voice is optimistic yet grounded in experience. We're honest, collaborative, responsive and innovative. And we use benefit-driven headlines and copy that actually communicate something newsworthy and of value, helping us cut through the clutter of stale and ambiguous competitive work.

We're not clever for clever's sake. We're not comedians, though we like to laugh. And we never, ever change who we are to suit the times.

## 1.2 MESSAGING: INTENDED AUDIENCE

**WHAT 'WORK HAPPY' MEANS FOR EACH OF OUR THREE AUDIENCES:****CLIENTS...**

...get a more productive and engaged workforce that makes their company better.

**CANDIDATES...**

...are empowered to make meaningful contributions, and are valued and rewarded for doing so.

**ROBERT HALF EMPLOYEES...**

...have opportunities every day to do meaningful work that changes lives and strengthens companies.

**OUR AUDIENCES**

As we work to create a productive, engaged workforce for all, we must connect to each of our audiences in a unique way. We do so based on a deep understanding of what they want, what motivates them and what they expect from us as a leader in the industry.

## 1.2 MESSAGING: INTENDED AUDIENCE

**MESSAGING SHOULD, WHENEVER POSSIBLE, BE CUSTOMIZED ACCORDING TO THE INTENDED AUDIENCE.****CLIENTS:***Sample Copy:*

**Before you can tap into your employees' passion, you need to find passionate employees.**

A motivated and engaged workforce is a productive workforce. We can help you build it. It's time to let us find you the temporary or full-time candidates who fit your company, enjoy what they do and help make it even better.

*Reasons to Believe:***SIZE/SCALE/SCOPE**

Robert Half is the world's first and largest specialized staffing firm, with relationships with millions of highly skilled candidates who are ready to make a tangible difference to your company.

**PROPRIETARY PROCESS**

Our unique approach, deep expertise, robust resources and technology power our ability to connect experienced professionals with the positions you have available.

**PERSONAL TOUCH**

We provide one-to-one, personal service from industry specialists who understand your specific needs and act quickly to meet them.

**CANDIDATES:***Sample Copy:*

**Work. Life. Balance.**

You deserve to be happy at work. It will never be perfect. But is it too much to ask to be satisfied? We don't think so. It's time to let us help you find the temporary and full-time assignments where you'll fit and thrive.

*Reasons to Believe:***SIZE/SCALE/SCOPE**

Robert Half is the world's first and largest specialized staffing firm, with relationships with millions of reputable employers offering satisfying work across a wide range of industries.

**PROPRIETARY PROCESS**

Our unique approach, deep expertise, and robust resources and technology power our ability to connect you with the roles that match your skills and priorities.

**PERSONAL TOUCH**

We provide one-to-one, personal service from industry specialists who understand your specific needs and act quickly to meet them.

**EMPLOYEES:***Sample Copy:*

**Building a better workforce, one job at a time.**

As a Robert Half employee, you're kind of a big deal. By connecting experienced employees with meaningful work, you're improving lives and strengthening businesses. This makes candidates happier, clients thrive and the world just a little bit better. We're proud of that — and of you.

*Reasons to Believe:***SIZE/SCALE/SCOPE**

Robert Half is the world's first and largest specialized staffing firm — a winner of numerous industry accolades, including consistently being named one of Fortune® magazine's "World's Most Admired Companies."

**PROPRIETARY PROCESS**

Our unique approach, deep expertise and robust resources and technology help ensure your success when connecting talented people with meaningful work.

**PERSONAL TOUCH**

As an industry specialist, you'll build meaningful relationships with the clients and candidates to whom you provide one-to-one, personal service.

**WHAT DO WE MEAN BY 'HAPPY,' EXACTLY?**

In order to make our positioning resonate with an array of audiences and across many lines of business, we need to customize and contextualize communications to bring IT'S TIME WE ALL WORK HAPPY.® to life for clients, candidates and employees.

So, whether we're running TV, radio, online content or a print ad, we'll always include benefit-driven language that provides concrete reasons that help articulate precisely what we mean by "happy." So it's never just happy for happy's sake. It's a "happy" rooted in stronger businesses for our clients and more fulfilling careers for candidates and Robert Half employees.



## 1.3 MESSAGING: VIDEO EXAMPLES

**ESSENCE :30****VO:**

You deserve to be happy at work.

Sure, it will never be perfect: There will be ups and downs and pros and cons with every assignment, every job and at every company.

That's fine. As the saying goes, that's why they call it work.

But it doesn't mean it's not possible to be happy at work.

Not puppies and rainbows and unbridled awesomeness and high fives.

Just satisfied, engaged and valued.

Is that too much to ask?

At Robert Half, we don't think so.

We'll work with you to find the candidates that fit your company and help make it better.

We'll work with you to find the assignments where you'll fit and thrive.

Because clients who work happy build a productive and engaged workforce.

And candidates who work happy are valued and make real, tangible contributions.

And when Robert Half employees work happy, they help transform companies and lives.

It's time things got better.

Not perfect — better.

It's time to let Robert Half help you find the right fit for you or your company.

It's time we all work happy.

**CHAIRS :30****CLIENT VERSION VO:**

When it's right, good things happen. It's time to let Robert Half help you build the productive and energized workforce that fits your company and makes it better. It's time we all work happy. Go to [roberthalf.com](http://roberthalf.com).

**ARTCARD:**

IT'S TIME WE ALL WORK HAPPY.®

**LOGO:**

Robert Half

**CANDIDATE VERSION VO:**

When it's right, good things happen. It's time to let Robert Half help you find the assignments where you fit, you're valued and can make a difference. It's time we all work happy. Go to [roberthalf.com](http://roberthalf.com).

**WORDS :30****SUPERS:**

AN HONEST DAY'S WORK

WORK HARD

WORK HARDER

WORK YOUR WAY UP

WORK WONDERS

DIRTY WORK

WORK AROUND IT

ALL IN A DAY'S WORK

**CLIENT VERSION VO:**

We constantly talk about it, we spend nearly half our lives at it, yet there's one word rarely used to describe it. It's time to let Robert Half help you build the productive and energized workforce that fits your company and makes it better. It's time we all work happy. Go to [roberthalf.com](http://roberthalf.com).

**ARTCARD:**

IT'S TIME WE ALL WORK HAPPY.®

**LOGO:**

Robert Half

**CANDIDATE VERSION VO:**

We constantly talk about it, we spend nearly half our lives at it, yet there's one word rarely used to describe it. It's time to let Robert Half help you find the assignments where you fit, you're valued and can make a difference. It's time we all work happy.

## 1.4 MESSAGING: DO'S AND DON'TS

**BELOW ARE SOME SUGGESTIONS AS WE MOVE FORWARD WITH THE NEW BRAND PLATFORM.****DO:**

- Write from the point of view of your intended audience
- Empathize with their needs, hopes and concerns
- Make use of pronouns like “you” and “we’ to personalize and warm up the copy
- Be succinct; less copy means a cleaner layout that’s easier to read
- Employ solutions-oriented headlines and body copy to engage the reader; a well-crafted sales proposition goes a long way

For example:

- Before you can tap your employees’ passion, you need passionate employees”
  - “You deserve to be happy at work”
  - “You need more than a seat-filler; you need people who fit your company, truly enjoy what they do and hit the ground running”
- Look for opportunities to customize communications for your audience

**DON'T:**

- Use flowery, overwritten language
- Sound too corporate — it’s a friendly yet respectful conversation, not a lecture
- Be afraid to use contractions; we speak and think in contractions, and using them makes the tone of our work friendlier and more approachable
- Be generic or try to talk to all audiences at once
- Forget to consider the image; remember that copy is only half of the message; make sure the image used also reflects the target in terms of age, setting and industry (e.g., an ad targeting candidates in the creative industry shouldn’t feature people in suits and ties)

**MESSAGING IN DIFFICULT TIMES**

Acknowledging the state of the economy and the ways in which it impacts our audiences demonstrates to clients and candidates that we’re proactive and in touch with current events. However, whether the economy is growing or stalling, we are who we are and a recession should not influence our core brand identity, mission or tagline usage.

In difficult times we gain trust and deepen relationships with clients and candidates by steadfastly communicating with a voice of reason, empathy and reassurance.

Also, keep in mind that our tagline works in good times and in bad. When unemployment is rising, it’s an encouraging reminder that Robert Half is putting people to work; when the economy is strong, it’s a sales proposition, inviting clients and candidates to do better with us.

1.5 BRAND BLUEPRINT

**BRAND ESSENCE: What sums up our brand.**

Committed to Your Success

**BRAND POSITIONING: The space we occupy in consumers' minds. (How success is defined for our customers.)**

We find the fit that makes people happier and companies better.

- We help clients assemble a productive, engaged workforce that makes their company better.
- We empower candidates to make meaningful contributions and be valued and rewarded for doing so.
- We extend opportunities to do meaningful work that changes lives and strengthens companies.

**BRAND PURPOSE: Why we're here.**

A productive, engaged workforce for all.

**CREATIVE PLATFORM: How we express our brand to the outside world.**

IT'S TIME WE ALL WORK HAPPY.®

**CORPORATE VALUES: The beliefs that guide our actions.**

Leadership by example | Ethics first | An openness to new ideas | Dedicated to excellence

**BRAND PERSONALITY: Our attitude and voice.**

Leader | Honest | Collaborative | Responsive | Innovative

**BRAND MOTIVATORS: Feelings we evoke.**

Security | Autonomy | Mastery | Purpose

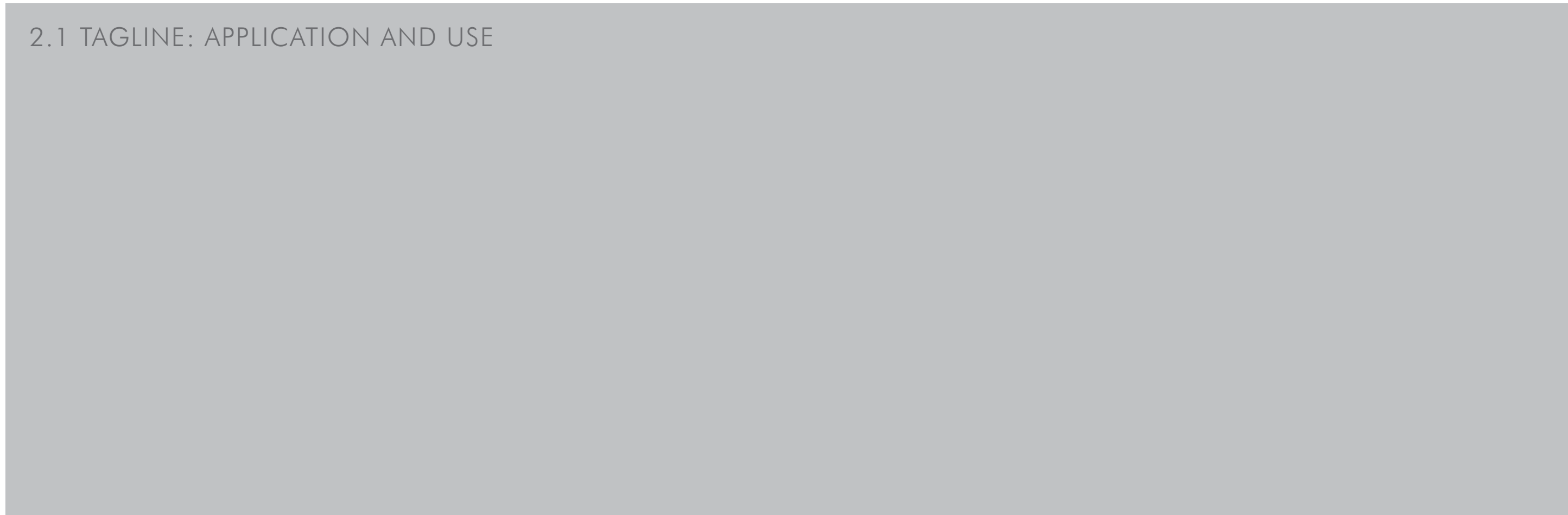
**BRAND PILLARS: How we deliver on our purpose, positioning and platform.**

	SIZE/SCALE/SCOPE	PROVEN, PROPRIETARY PROCESS	PERSONAL TOUCH
CLIENTS	<p>Robert Half is the world's first and largest specialized staffing firm, with relationships with millions of highly skilled candidates who are ready to make a tangible difference to your company, one position at a time.</p> <p>And because we live and work where you do, we can share our local-market expertise to match your specific needs.</p>	<p>Our unique approach, deep expertise, robust resources and technology power our ability to connect experienced professionals with the positions you have available.</p> <p>These candidates not only fit the job description, they enrich your company's unique culture.</p>	<p>We provide one-to-one, personal service from industry specialists who understand your specific needs so they can act quickly to fill your short-term needs as well as long-term goals.</p>
CANDIDATES	<p>Robert Half is the world's first and largest specialized staffing firm, with relationships with millions of reputable employers offering satisfying work across a wide range of industries.</p>	<p>Our unique approach, deep expertise, and robust resources and technology power our ability to connect you with the roles that match your skills and priorities so you can be happy and thrive.</p>	<p>We provide one-to-one, personal service from industry specialists who understand what you're looking for in your next assignment.</p>
EMPLOYEES	<p>Robert Half is the world's first and largest specialized staffing firm, with relationships with millions of reputable employers offering satisfying work across a wide range of industries.</p> <p>Robert Half is the world's first and largest specialized staffing firm — a winner of numerous industry accolades, including consistently being named one of Fortune® magazine's "World's Most Admired Companies."</p> <p>Employees in branch divisions and Corporate Services alike contribute to our work, communities and greater purpose.</p>	<p>Our unique approach, deep expertise, and considerable resources and technology help ensure your success when connecting talented people with meaningful work.</p> <p>Our training programs enable you to master your skills and take on new opportunities that help you grow.</p>	<p>We recognize your unique talents and are committed to your personal success.</p> <p>We're also committed to each other, working as a team, to deliver on our purpose, every day.</p> <p>We expect you to build meaningful relationships with clients and candidates by providing one-to-one, personal service.</p>



## 2.0 TAGLINE: IT'S TIME WE ALL WORK HAPPY.®

### 2.1 TAGLINE: APPLICATION AND USE





## 2.1 TAGLINE: APPLICATION AND USE

# IT'S TIME WE ALL WORK HAPPY.®

## TAGLINE GUIDELINES

The Work Happy tagline is an important part of our brand and should be applied on all communications that support or complement the tagline message. Our tagline describes what we stand for and why we're different. When developing content, find ways to align the headline and message to the brand voice, so the tagline confirms the statement and our position. Wherever possible (including social posts), use the full tagline, IT'S TIME WE ALL WORK HAPPY.® From a design perspective, all our materials use the tagline in caps, and we should stay as consistent to that as possible so the body of work has the same look and feel.

## TAGLINE DON'TS

- Don't use the phrase IT'S TIME WE ALL WORK HAPPY.® locked up with our logo.
- Don't use variations that alter our tagline (ISN'T IT TIME WE ALL WORK HAPPY?, ARE YOU READY TO WORK HAPPY?, etc.)
- Don't use the tagline as a Robert Half-attributed quotation (IT'S TIME WE ALL WORK HAPPY.® – Robert Half)

## HOW 'WORK HAPPY' CAN BE USED

We CAN use "work happy" (just those two words) in the following two ways:

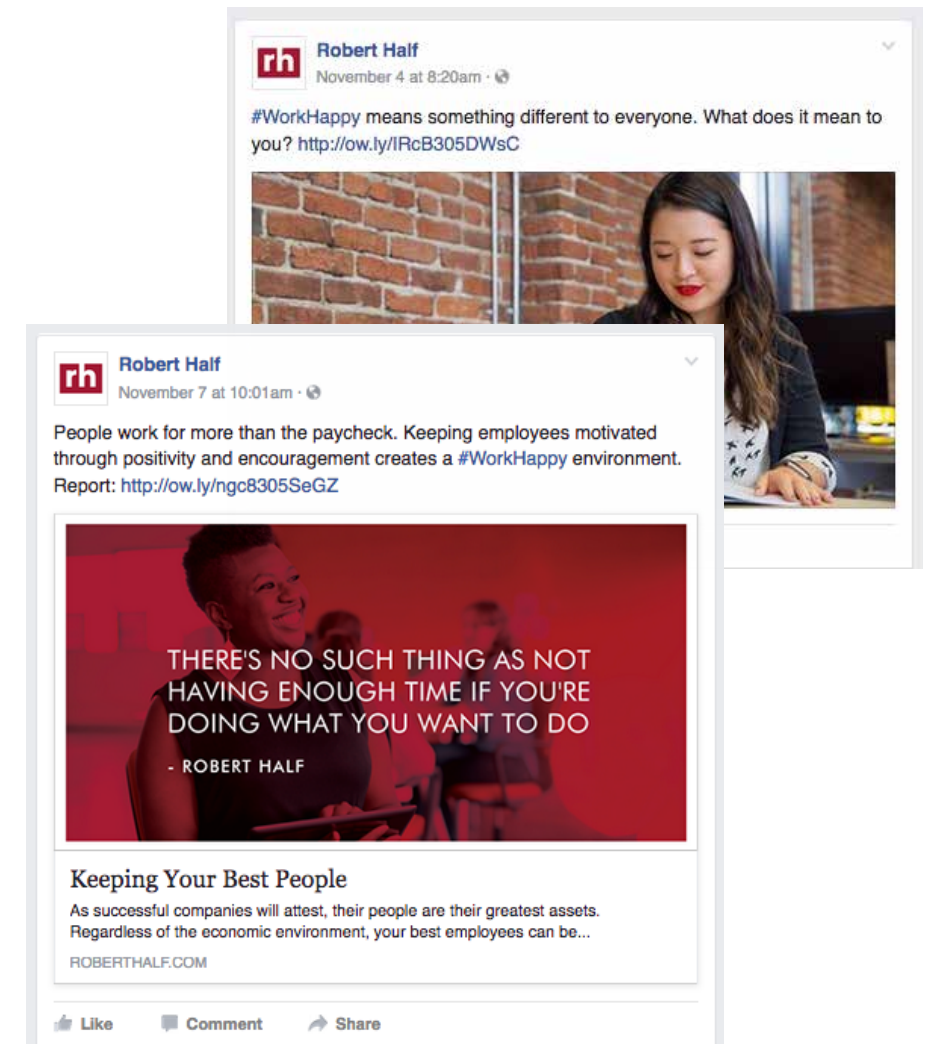
- As #WorkHappy in social media. Please capitalize the hashtag as follows, and don't use any trademark symbol in the hashtag: #WorkHappy
- As the phrase "work happy" (lowercase) within descriptive copy vs. as a tagline. For example, if you are writing copy about things employers need to do in order to ensure their staff are working happy, then you can use the phrase "work happy" with that content. "How do you help your team work happy?" (Yes, we know it's grammatically incorrect, just like Apple's "Think Different" was.)

## HOW 'WORK HAPPY' CANNOT BE USED

We CANNOT use the phrase "work happy" alone as follows, because Legal considers this to be a trademarking-like activity:

- With caps, as a tagline (WORK HAPPY, or Work Happy)
- In a wordmark, or in any type of graphic treatment or images
- Locked up with the logo
- As an advertising headline
- In our URLs

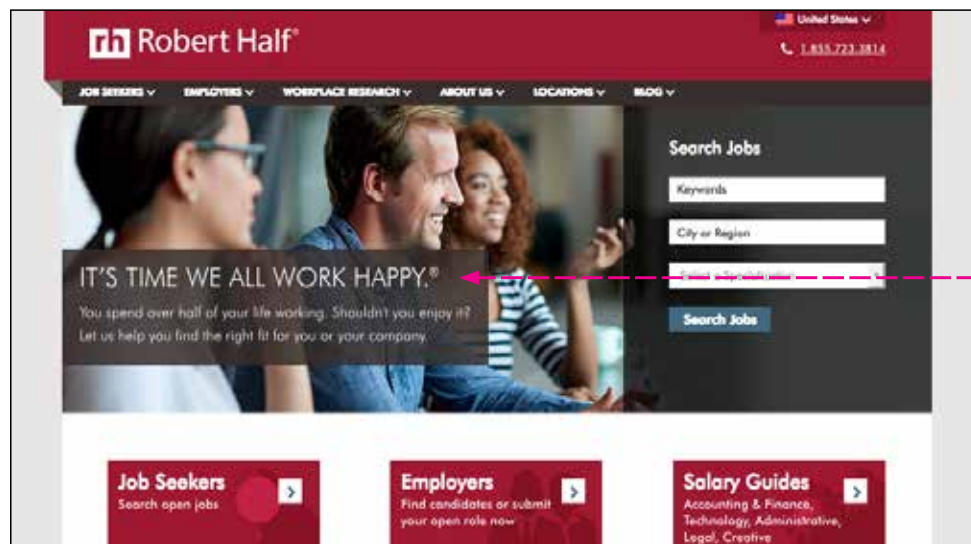
## WORK HAPPY #HASHTAG EXAMPLES:



## 2.1 TAGLINE: APPLICATION AND USE

**PRIMARY VERSION:**

# IT'S TIME WE ALL WORK HAPPY.®

**PRIMARY/SECONDARY COLORS:**PRIMARY COLOR: 201SECONDARY COLOR: 440**SECONDARY APPLICATION:**

**EXAMPLE:**  
Tagline placed over photo,  
reversed out of 440 gray  
transparent background color

**SECONDARY STACKED VERSION:**

# IT'S TIME WE ALL WORK HAPPY.®

**NOT ACCEPTABLE STACKED TAGLINE:**

~~IT'S TIME  
WE ALL  
WORK HAPPY.®~~

~~IT'S TIME WE ALL  
WORK HAPPY.®~~

**PRIMARY VERSION**

The primary version of the Work Happy tagline is shown at left using solid Robert Half Red 201 type color. The tagline should be placed as demonstrated in the primary version with the text in one line.

**PRIMARY/SECONDARY COLORS**

The primary color for the Work Happy tagline is Robert Half Red 201. The tagline may also be reversed (white) out of Red 201 background.

For instances where use of the tagline in the primary color is not possible due to production or readability requirements, it is acceptable to use Robert Half Gray 440 as a secondary color application.

**SECONDARY APPLICATION**

For instances where enhanced readability is required, such as placement over a photograph, a background color tint may be used. It is acceptable to use a background tint of white or Robert Half Gray 440 to ensure readability. Clear space requirements must be followed when using a background tint.

**SECONDARY STACKED VERSION**

For instances where the tagline will not fit on one line, such as narrow width formats, the tagline may be broken into two lines. The second line must break so that "ALL WORK HAPPY.®" falls together on the second line as demonstrated at left.

2.1 TAGLINE: APPLICATION AND USE

**CLEAR SPACE:**

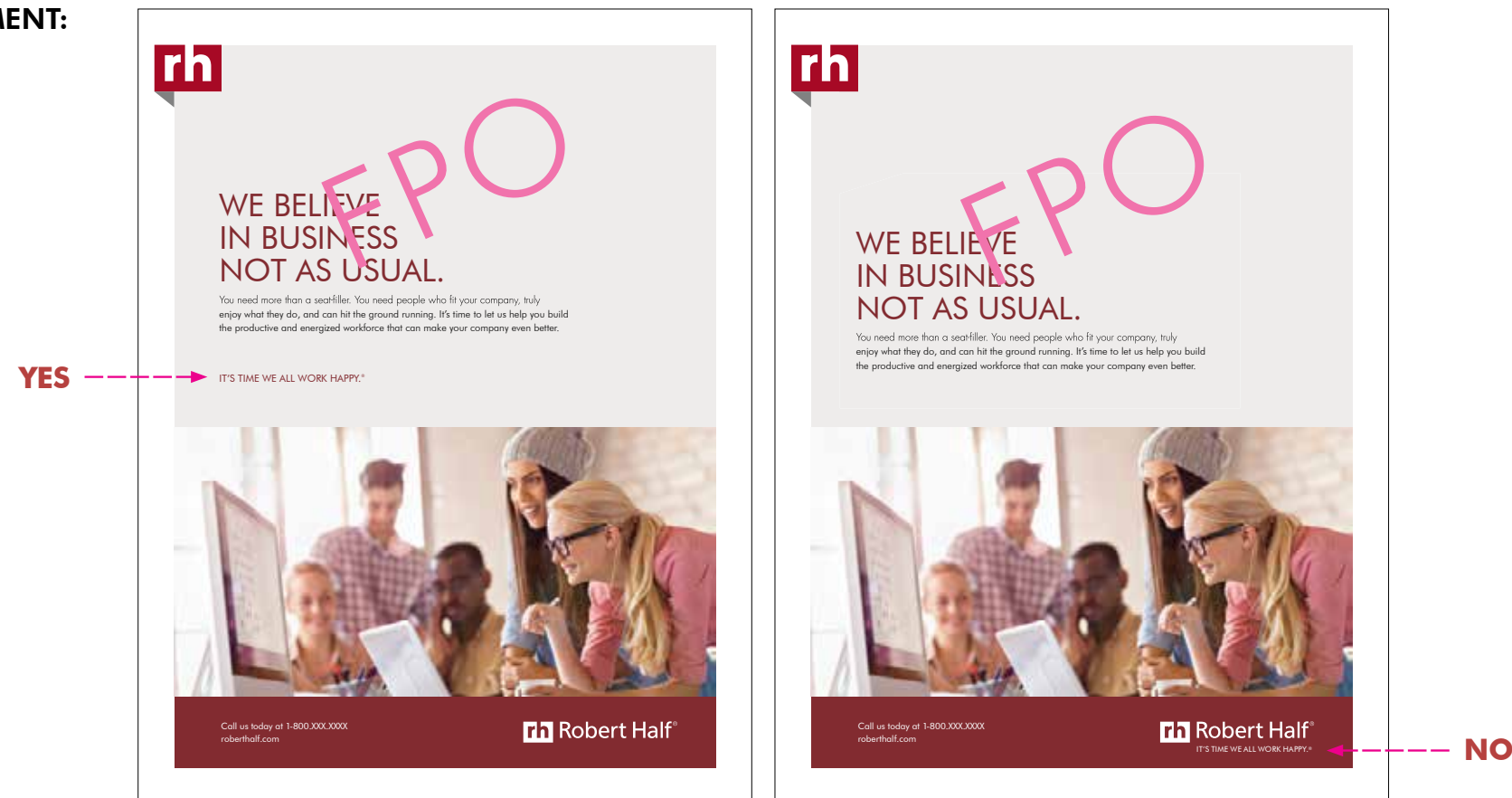
1X	IT'S TIME WE ALL WORK HAPPY.®	1X
X	IT'S TIME WE ALL WORK HAPPY.®	X
1X	IT'S TIME WE ALL WORK HAPPY.®	1X

**MINIMUM SIZE:**

9 pt IT'S TIME WE ALL WORK HAPPY.®

7 px IT'S TIME WE ALL WORK HAPPY.®

**PLACEMENT:**



**CLEAR SPACE REQUIREMENTS**

Clear space is the area surrounding the tagline that should be kept clear of any text, graphics, border or other logos. The minimum amount of clear space to allow is determined by the height (“X”) of the type, as shown at left. However, the preference is to create as much clear space as possible around the tagline. The illustration at left shows how to apply the clear space measurement around the tagline.

**MINIMUM SIZE**

A minimum size has been established for print and online use. For print use, the minimum height for the tagline is 9 points. For online use, the minimum height is 7 pixels. Both size examples are shown at left.

**PLACEMENT**

In terms of placement, think of our new positioning as an organic part of any given communication, not part of our logo lockup. So in a print ad, for example, “IT’S TIME WE ALL WORK HAPPY.®” will exist beneath the body copy as a statement of belief that completes and underscores the thoughts preceding it.

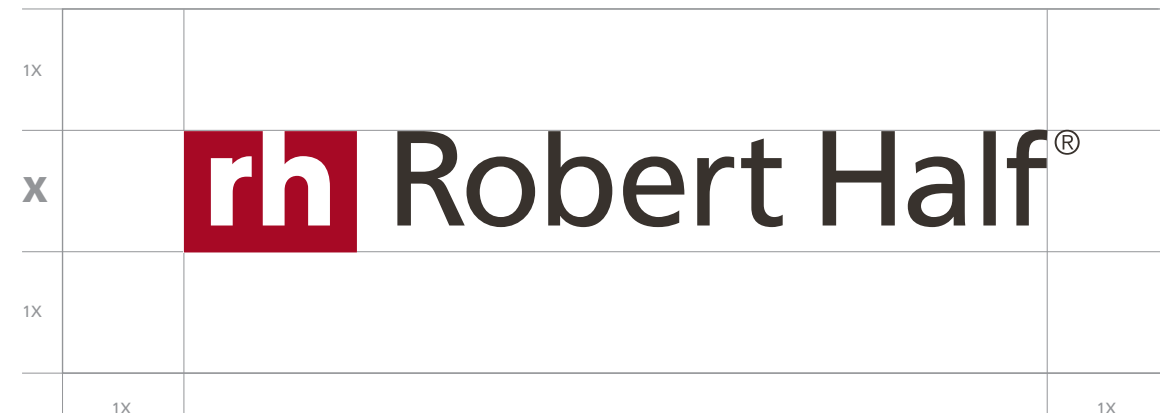
This will help ensure the idea stays meaningful and relevant, so as not to become little more than a design element.

## 3.0 LOGO

- 3.1 CORPORATE SIGNATURE
- 3.2 FLAG LOGO
- 3.3 FLAG-TO-SIGNATURE RATIO
- 3.4 SIGNATURE AND FLAG LOGO — DO'S AND DON'TS
- 3.5 LINE OF BUSINESS REVERSED LOGO USAGE
- 3.6 FOOTER
- 3.7 CO-BRANDED FOOTERS
- 3.8 PROTIVITI CO-BRANDING

## 3.1 CORPORATE SIGNATURE

## CLEAR SPACE REQUIREMENTS



## MINIMUM SIZE REQUIREMENTS



## ALIGNMENT



When the signature needs to align to the right, it will be aligned to the last letter, e.g., “f” of the Robert Half logotype or the last letter of an LOB business name. As the alignment diagram at left shows, the trademark is positioned outside of the alignment margin.

## PRIMARY VERSION

The primary version of the Robert Half logo features two corporate colors, 201 Red for the monogram and 440 Gray for the logotype.

Whenever a request is made for a high-resolution or print-quality version of the logo, please include the proposed usage for the logo. When the logo is sent to an outside vendor, the file must be accompanied by these corporate logo guidelines.

## CORPORATE SIGNATURE COMPONENTS

The corporate signature is made up of two components: the “rh” **monogram** in the red box and the “Robert Half” **logotype**. The relationship between the two components must never be altered. The monogram may be used by itself only in limited situations as noted within these guidelines and with approval from Robert Half creative.

## CLEAR SPACE REQUIREMENTS

Clear space is the area surrounding the signature that should be kept clear of any text, graphics, border or other logos. The minimum amount of clear space to allow is determined by the height (“X”) of the monogram, as shown, or 24 points, whichever is larger. However, the preference is to create as much clear space as possible around the signature. The illustration at left shows how to apply the clear space measurement around the signature. Adhering to the recommended clear space enhances the focal clarity of the signature and helps maintain its graphic integrity.

## MINIMUM SIZE REQUIREMENTS

Minimum size refers to the smallest size at which the signature may be reproduced while still ensuring its legibility and detail. The minimum size of the corporate signature is based on the height of the monogram, which should never be less than 12 points (0.17”) tall. (1 pt. = 1/72 in.)

## 3.2 FLAG LOGO

## MAIN FLAG LOGO



- Critical part of the corporate ID
- Used as an opening or an intro, not as a signature

## SMALL FLAG LOGO

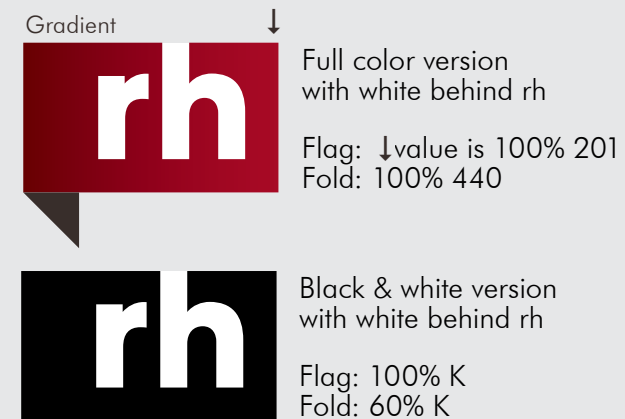


- Used only where space available is too narrow to permit approved use of the main flag logo (for example, narrow ads)

## FLAG LOGO ALWAYS ATTACHES TO THE UPPER LEFT CORNER OF THE INNER MARGIN



## FLAG LOGO VERSIONS: COLOR AND BLACK &amp; WHITE



## 3.3 FLAG-TO-SIGNATURE RATIO

## SIGNATURE LOGO IS 50% AS TALL AS THE FLAG LOGO



## FLAG LOGO

The main flag logo is an additional component of the RH branding system. It is a critical part of the RH identity wherever it can be applied. The flag logo, as opposed to a signature logo, is an attention-getter, an intro to a passage or message, which should always be used in association with a signature logo. Stand-alone use of the flag logo on a piece without the presence of a signature logo is not allowed.

## APPLICATION

Use the flag logo as it is designed, and place it on the upper left corner of the inner margin. The top edge of the flag logo should be flush to the top inner margin at all times.

The inner margin is equal on all sides; there is no standard margin width, as long as the left portion of the flag logo has enough breathing space.

NOTE: For situations such as single-column ads where there is not enough space to permit the above-mentioned breathing space, the small flag logo may be used as shown at left. Art files for the small flag logo are available on request from [creative@roberthalf.com](mailto:creative@roberthalf.com).

## COLORS

Like all of Robert Half's signature logos, the flag logo is designed to be used as is, whether it is in color or black & white. Only two versions, color and black & white, are available. Do not attempt to rebuild, alter or reinvent it in any way under any circumstances.

## RATIO

The size ratio between the flag logo and the signature logo must be maintained: The height of the flag logo is double the height of the signature monogram.



3.4 SIGNATURE AND FLAG LOGO — DO'S AND DON'TS

**3 STANDARD SIGNATURE VERSIONS:**



COLOR VERSION WITH MONOGRAM IN PMS 201 AND WHITE BEHIND IT; **THIS IS THE PREFERRED VERSION.**

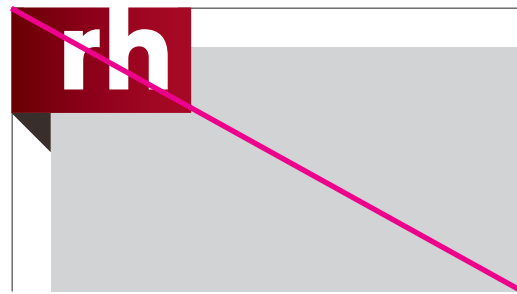


BLACK & WHITE VERSION WITH WHITE BEHIND THE MONOGRAM

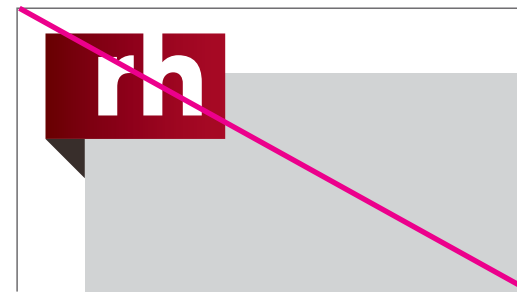


REVERSED LOGO MAY BE USED ONLY ON RH RED OR APPROVED GRADIENTS.\* **(THIS IS THE ONLY LOGO VERSION WHERE THE "rh" MONOGRAM DROPS OUT TO SHOW THE BACKGROUND.)**\* SEE SEC. 1.5

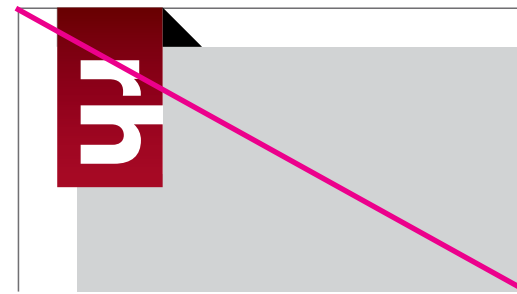
**DON'TS**



DON'T PLACE FLAG LOGO AT THE EDGES.

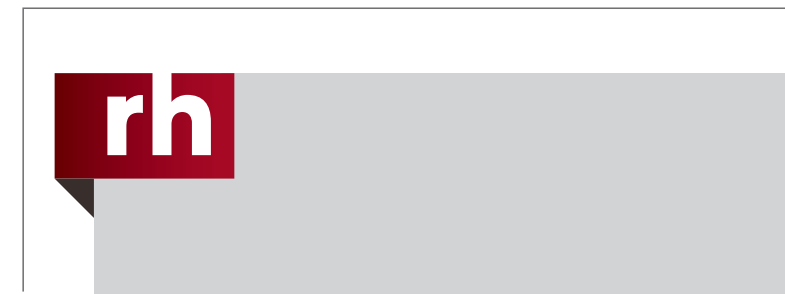


DON'T PLACE FLAG LOGO ABOVE TOP MARGIN.

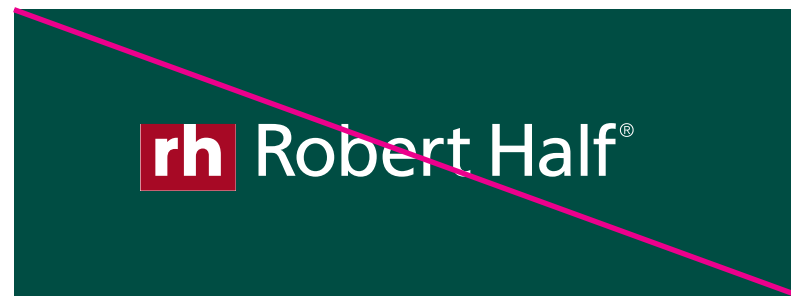


DON'T ROTATE FLAG LOGO AT ANY ANGLE.

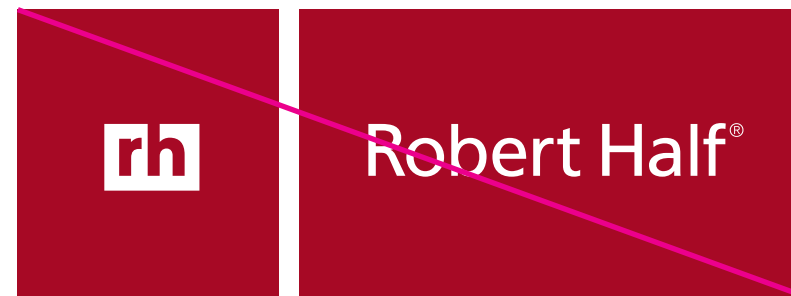
**DO'S**



ALIGN THE TOP OF THE FLAG LOGO TO THE TOP MARGIN AS SHOWN.



THE SIGNATURE MAY NOT BE ALTERED APART FROM THE 3 STANDARD VERSIONS.



THE SIGNATURE COMPONENTS MAY NOT BE SEPARATED.\*\*



DON'T USE THE NON-REVERSED SIGNATURE WITHOUT WHITE BEHIND THE MONOGRAM.  
DON'T PLACE THE SIGNATURE ON A COLOR OR SHADE THAT PROVIDES INSUFFICIENT CONTRAST OR COMPROMISES READABILITY.



DON'T PLACE THE SIGNATURE ON A PATTERN OR PHOTO THAT COMPROMISES LEGIBILITY OR PROVIDES INSUFFICIENT CONTRAST.



PLACE THE SIGNATURE ON WHITE OR LIGHT-COLORED BACKGROUND WHEREVER POSSIBLE.



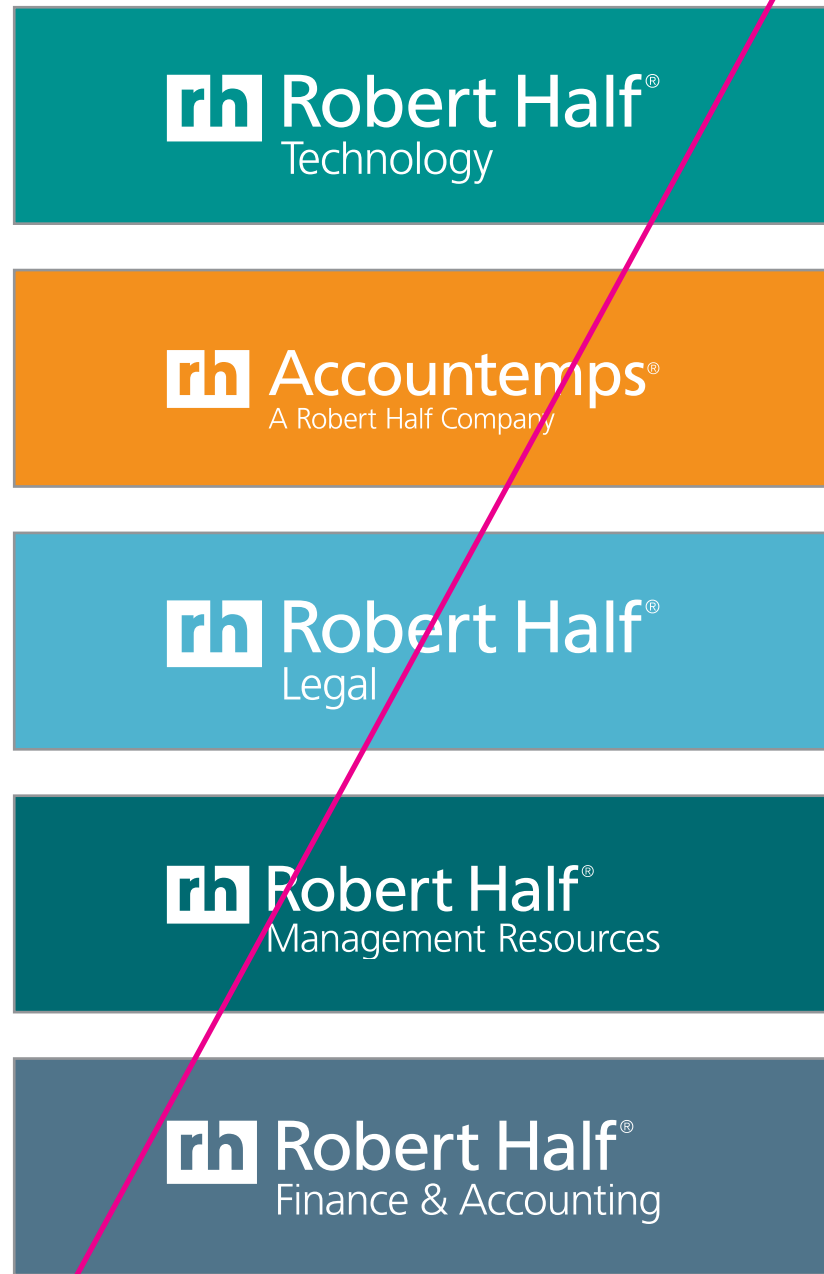
PLACE THE SIGNATURE ONLY ON A PHOTO THAT IS CLEAN AND LIGHT ENOUGH TO ALLOW FOR LEGIBILITY AND ADEQUATE CONTRAST.

\* See Sec. 7.2

\*\* Aside from business cards and social media posts, the use of the "rh" monogram as a stand-alone branding element requires permission from Robert Half creative.

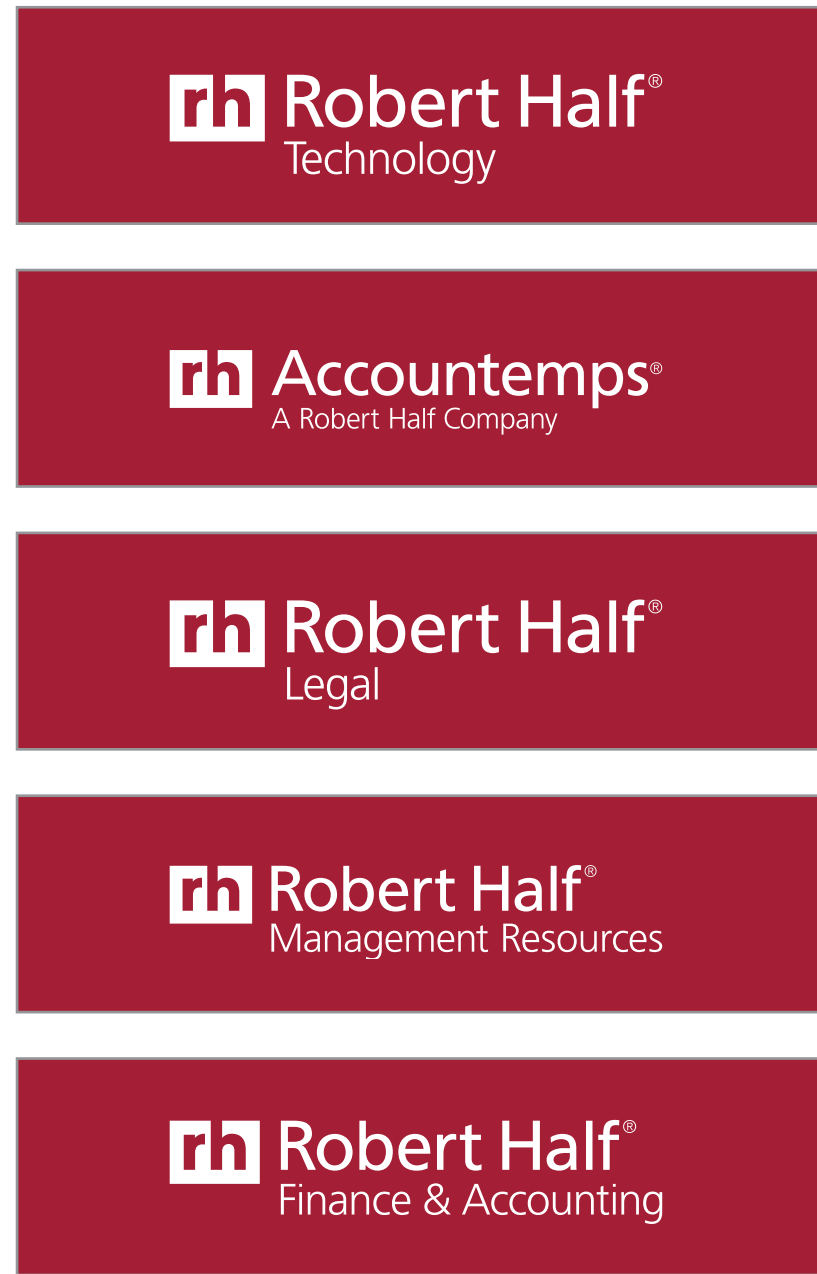
3.5 LINE OF BUSINESS REVERSED LOGO USAGE

**DON'TS:**



NO COLOR OTHER THAN RH RED OR APPROVED GRADIENTS — INCLUDING THE PRIMARY ACCENT OR SECONDARY ACCENT COLORS FOR EACH LOB — MAY BE USED WITH THE REVERSED LOB LOGOS.

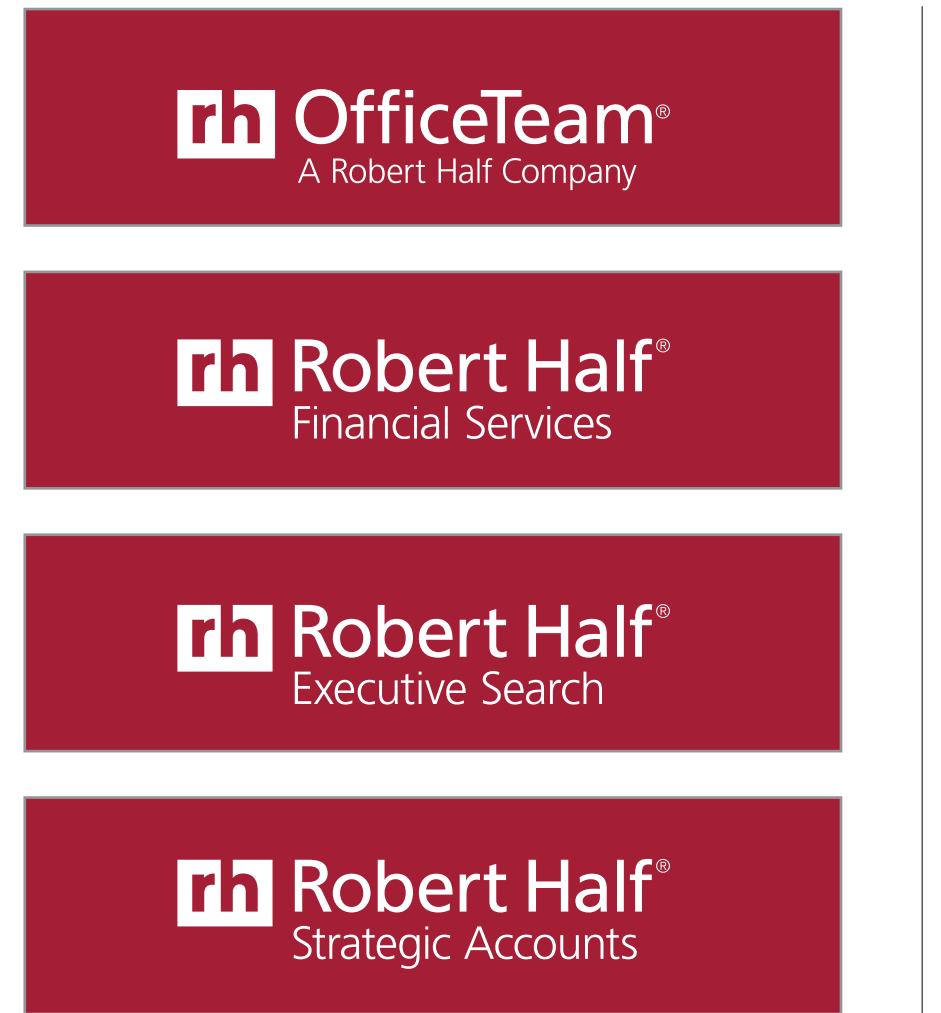
**DO'S:**



**REVERSED LOGO BACKGROUNDS**

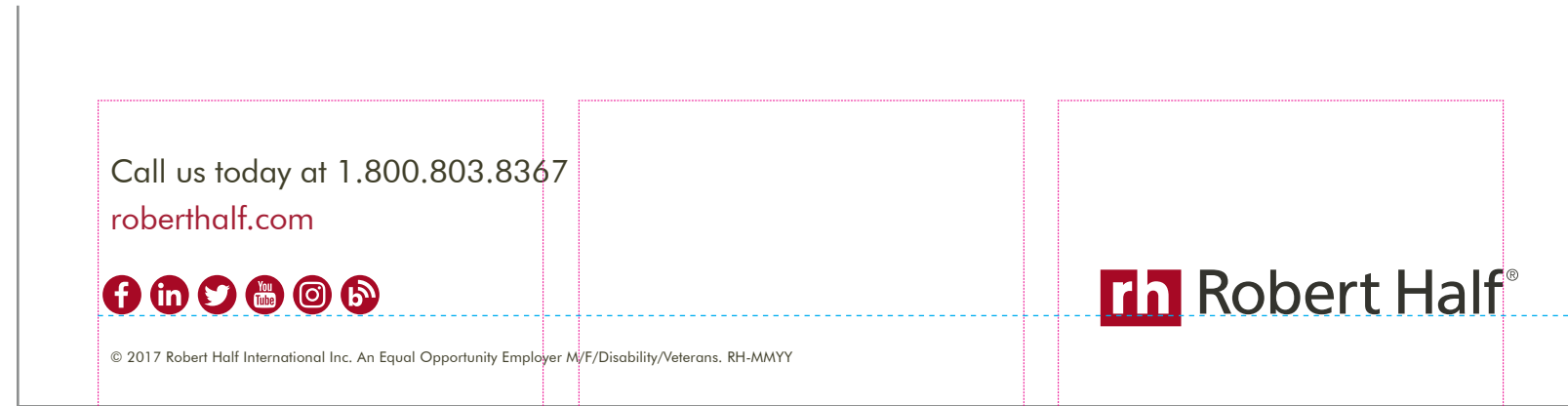
The reversed Robert Half Line of Business (LOB) logos may only be used in one of the following two ways:

- Against a solid RH Red Pantone 201 background (as shown under "DO's" at left and below)
- Against an approved gradient of the approved tints (see Sec. 7.2)



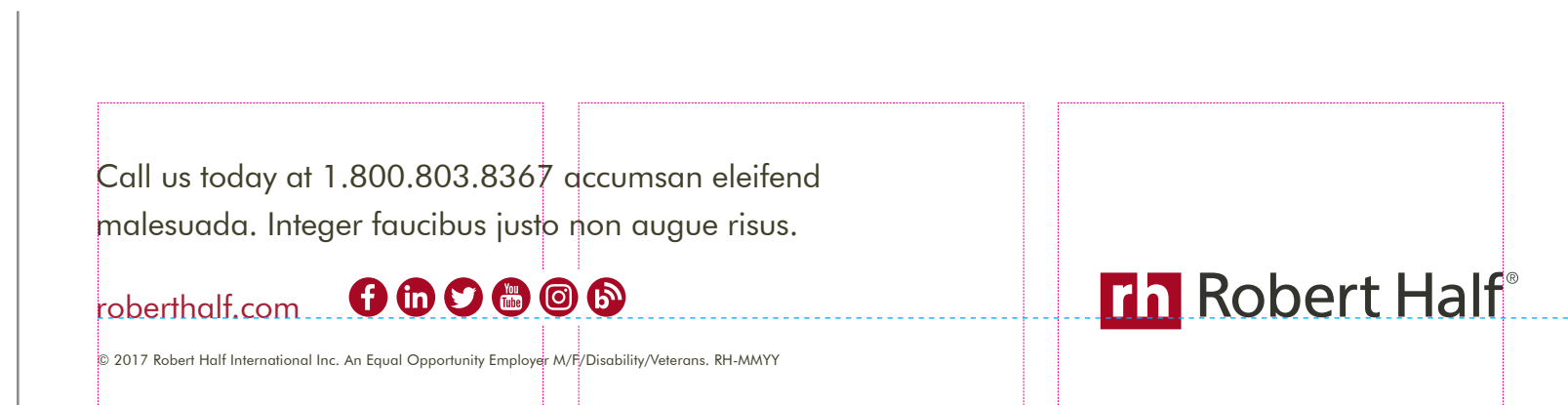


3.6 FOOTER



SOCIAL MEDIA ICONS  
ALIGNED TO BASE OF  
ROBERT HALF

FOOTER ELEMENTS: STACKED CTA



SOCIAL MEDIA ICONS  
ALIGNED TO BASE OF  
ROBERT HALF

FOOTER ELEMENTS: 2-LINE CTA



URL LINE  
ALIGNED TO  
BASE OF  
MONOGRAM

FOOTER ELEMENTS: NO SOCIAL MEDIA ICONS



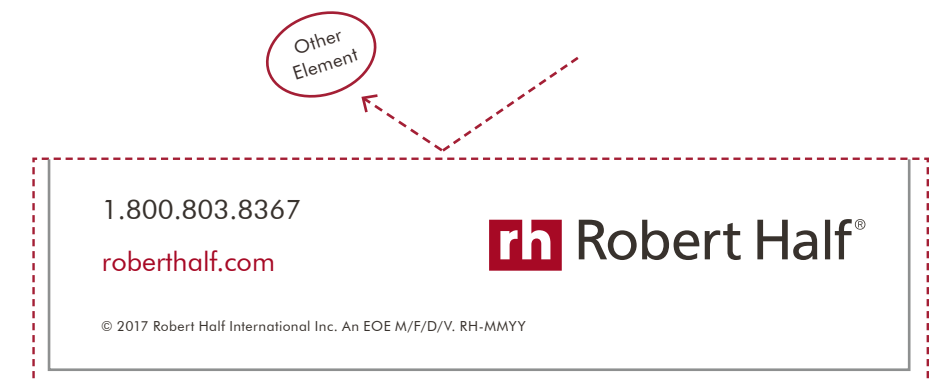
FOOTER ELEMENTS: NARROW SPACE

FOOTER TYPES

In order to unify the Robert Half signature across all LOBs, the footer, which includes the call-to-action (CTA), social media icons (in most cases) and legal copy, is standardized. Essentially two types of footers are built into the existing templates for reference: stacked CTA footers and 2-line CTA footers (as shown at left). The variations in the footers depend on the length of the CTA, the presence or absence of social media icons, and space available. NOTE: The URL alignment varies according to the presence or absence of social media icons; see examples at left.

STANDARD FOOTER SAFETY AREA

The preferred use of the footer area includes no other design elements, as shown below. Any other necessary element, such as an alliance logo, must be incorporated above the safety area.



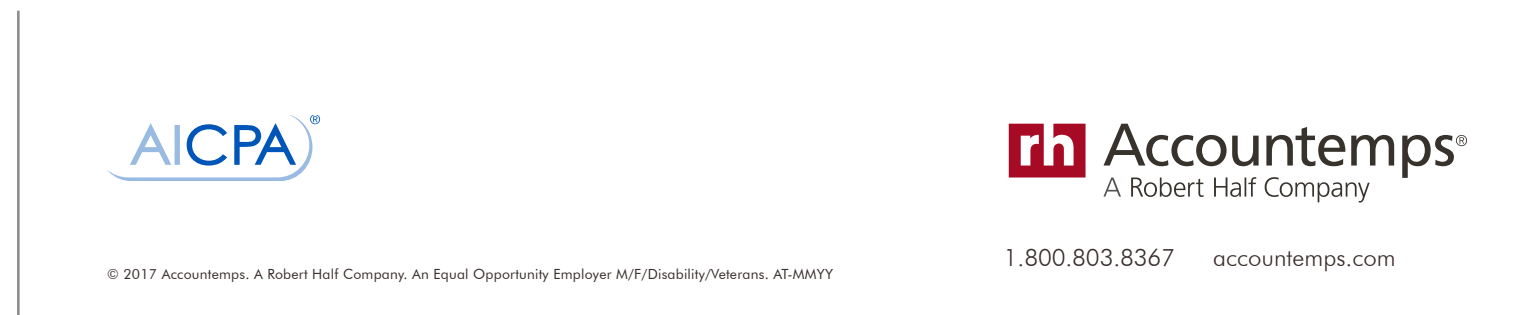
3.7 CO-BRANDED FOOTERS



INTERNAL CO-BRANDED: RH + PROTIVITI



INTERNAL CO-BRANDED: RHT + TCG, WITH SOCIAL MEDIA ICONS



EXTERNAL SPONSORSHIP: AT + AICPA

**CO-BRANDED FOOTERS:**

**INTERNAL**

Examples of correct usage for footers in pieces with RH co-branding are shown at left.

**EXTERNAL SPONSORSHIP**

In exceptional cases, such as a sponsorship piece, other logos can occupy equal importance in the footer area, as shown at lower left.

## 3.8 PROTIVITI CO-BRANDING

## PROTIVITI AND ROBERT HALF JOINT LOGO



## PROTIVITI AND ROBERT HALF JOINT LOGO CLEARSPACE



## PROTIVITI AND ROBERT HALF MANAGED SERVICES JOINT LOGO



## PROTIVITI AND ROBERT HALF MANAGED SERVICES JOINT LOGO CLEARSPACE



## JOINT LOGOS

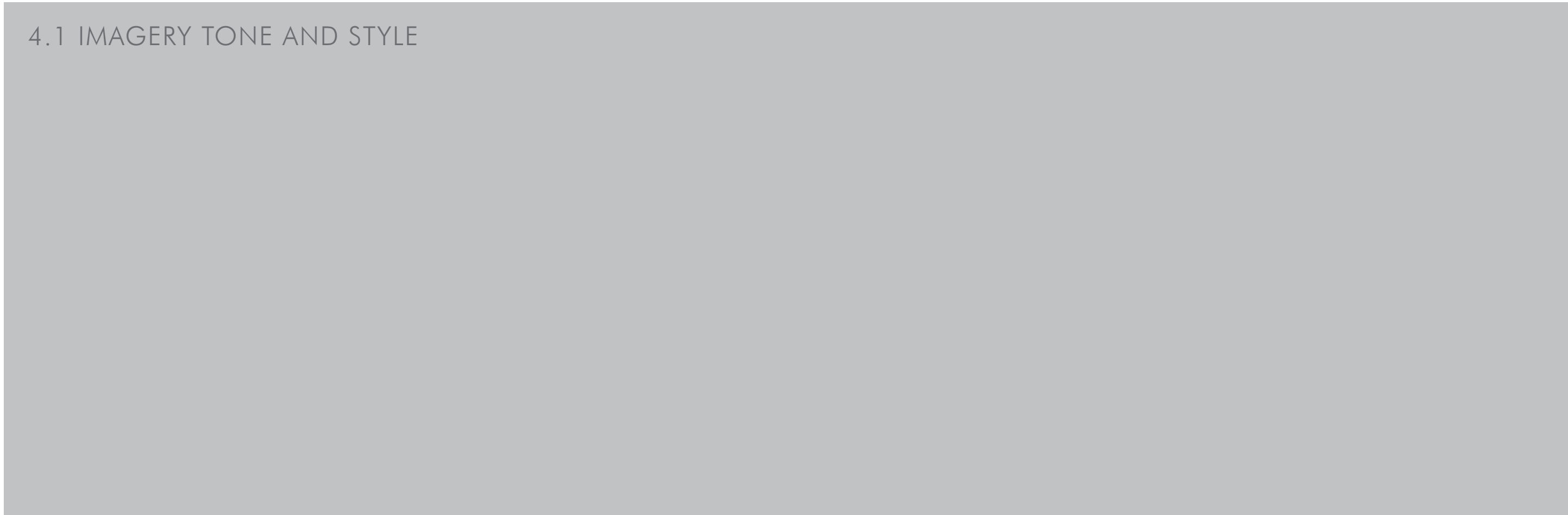
Robert Half owns Protiviti, and although they operate mainly as separate businesses, there are occasions where a joint logo is used to show their shared relationship. The Protiviti logo can be co-branded with Robert Half and Robert Half Management Resources.

Some common uses are the following:

- PowerPoint
- Shareholder or financial joint business reports
- Corporate communications
- Internal communications

## 4.0 IMAGERY

### 4.1 IMAGERY TONE AND STYLE



4.1 IMAGERY TONE AND STYLE

CORRECT LOOK AND FEEL



**TONE AND STYLE FOR IMAGERY**

The photography for the rebranding effort is key in creating a look and feel that supports the refreshed Robert Half visual identity and brand architecture. Images, whether from our own proprietary collections or outside sources, should have a bright, contemporary feel and capture authentic moments that tell a story. They should mainly feature two or more people working collaboratively in small to midsize business settings and should capture local cultures.

Keep in mind that photos will likely be reused in other pieces and formats, so look for scalability and ability to shift focus within the image.

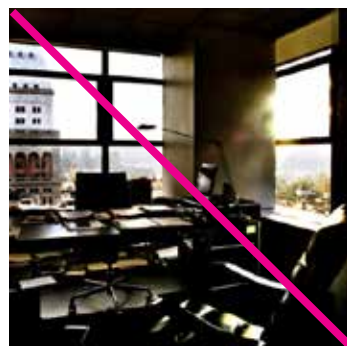
**ROBERT HALF IS AN EQUAL OPPORTUNITY EMPLOYER**

Particularly when using image banks, the choices must reflect Robert Half as an inclusive and diverse employer.

NOTE: To request images from the Robert Half photoshoot contact sheets, please email the creative inbox at [creative@roberthalf.com](mailto:creative@roberthalf.com), and include "Photoshoot" in the subject line.

INCORRECT TONE AND MANNER

HARSH AND DARK



GIMMICKY



TOO MUCH GOING ON



TECHIE



STAGED





## 4.1 IMAGERY TONE AND STYLE

## CORRECT LOOK AND FEEL



## INCORRECT TONE AND MANNER

**IMAGES MOVE US IN WAYS THAT WORDS SIMPLY CAN'T**

Imagery is one of the most critical assets we have to express what it means to “work happy.” And while you won’t see happy dances, goofy grins and high fives, you will find curious, engaged, and confident employees in real-world office settings across the industries we serve: office settings that feel more small business and entrepreneurial than overly corporate and impersonal.

**TAKE A UNIQUE POINT OF VIEW**

- Adds realness by being not perfectly composed; there’s nothing “stock” about our photos
- Uses depth of field to add visual interest and dimension
- Simulates the customer’s line of vision to draw viewers in

**CAPTURE REAL MOMENTS**

- The interactions between subjects feel genuine and *in situ*
- Capture spontaneous moments in the lives of our clients, candidates and employees
- The depicted scene can range from quotidian to aspirational, but is relatable on a human level

**SHOW CANDID CONNECTIONS**

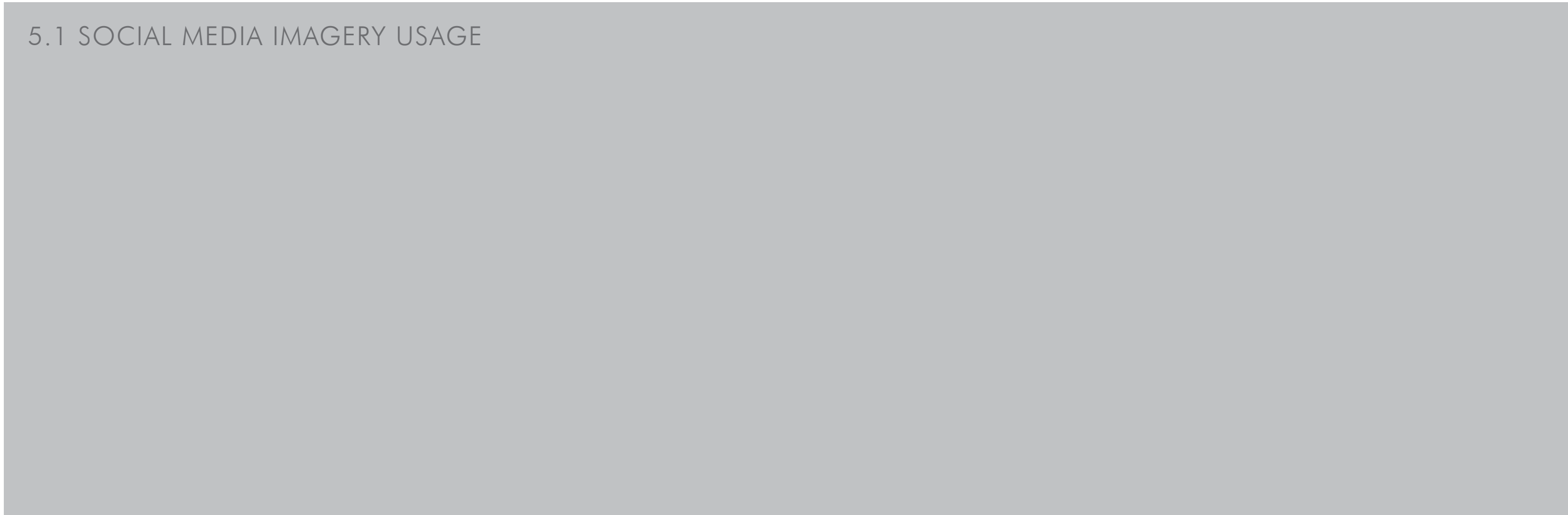
- Natural eye contact
- Capture moments of connection between subjects
- Make use of natural lighting to avoid looking overly slick or produced

**BE DIVERSE**

- We serve millions of people in a number of different countries and cultures, and across many different industries. Let’s remember that diversity includes a range of ages, beliefs, genders and cultures, as well as ethnicities
- That said, when choosing an image, context is everything: The people in the image to some extent should match (or at least not clash with) the intended audience of the ad
- Wardrobe, setting and environment can vary across LOBs so we’re not always seen as especially formal or predictable

## 5.0 SOCIAL MEDIA IMAGERY

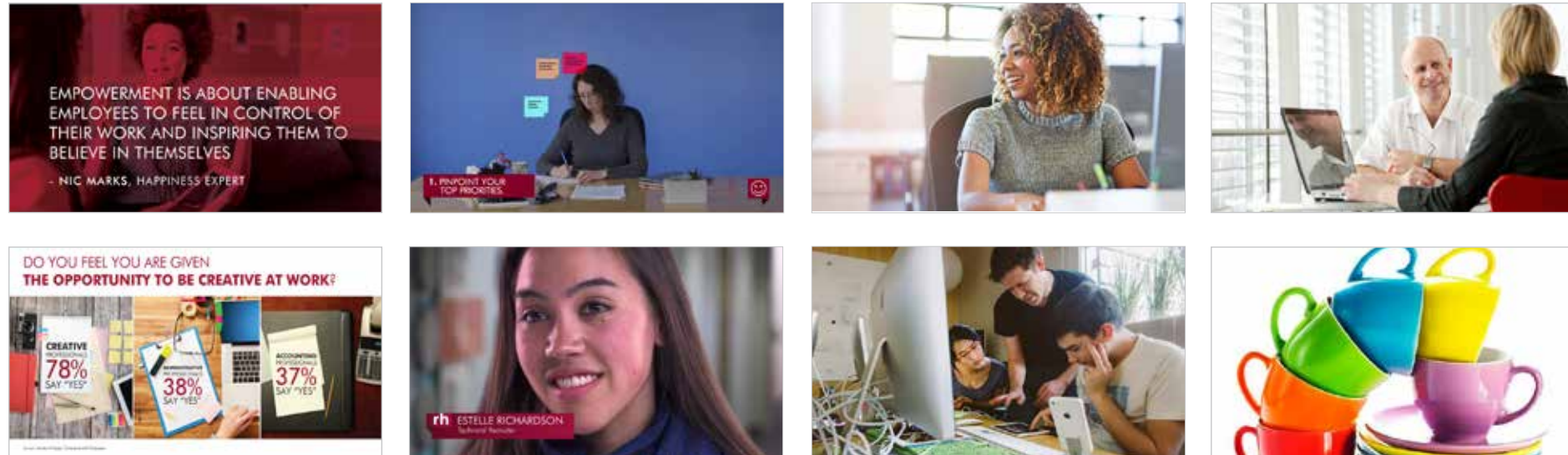
### 5.1 SOCIAL MEDIA IMAGERY USAGE





5.1 SOCIAL MEDIA IMAGERY USAGE

EXAMPLES OF PHOTOGRAPHY IMAGES THAT WORK



EXAMPLES OF ILLUSTRATION STYLES THAT WORK



WHAT DOESN'T WORK:

- Staged and fake
- Uninspiring
- Vulgar and scary
- Free clip art
- Amateurish and childish
- Culturally insensitive

EXAMPLES OF PHOTOGRAPHY IMAGES THAT DON'T WORK



EXAMPLES OF ILLUSTRATION STYLES THAT DON'T WORK



WHAT WORKS:

- Imagery that is interesting and engaging.
- Professional and mature.
- Images should have warm, approachable feel.
- In-the-moment photography is preferred.
- Believable body language — should not feel fake or staged.
- Can have unique cropping and focus.
- Diversity and relatability should always be considered.
- IMPORTANT NOTE: This is not Robert Half marketing collateral but rather editorial content.
- Where it makes sense, all content should have the logo and/or flag monogram and corporate font(s).
- Where color is present, predominantly leverage the Primary and Primary Accent colors (PMS 201 and 440), and the Secondary Accent color (5404) less so.
- If the concept needs to utilize created graphics to better support the story, the accent colors can be leveraged as long as the primaries are predominant.
- As long as the current visual guidance is reasonably maintained, imagery is flexible, to allow for variations in how a story or content is displayed.
- Social media creative and content may contain the hashtag #WorkHappy. However, the words "work happy" should not be used as a shortcut for our full tagline nor set off as a special design element that may imply we own copyright. The words "work happy" can be used in ordinary body copy as part of natural language.
- Our full tagline is IT'S TIME WE ALL WORK HAPPY.® Use this full version with the capitalization, punctuation and trademark symbol as shown.



## 6.0 ILLUSTRATION

### 6.1 ILLUSTRATION EXAMPLES



6.1 ILLUSTRATION EXAMPLES

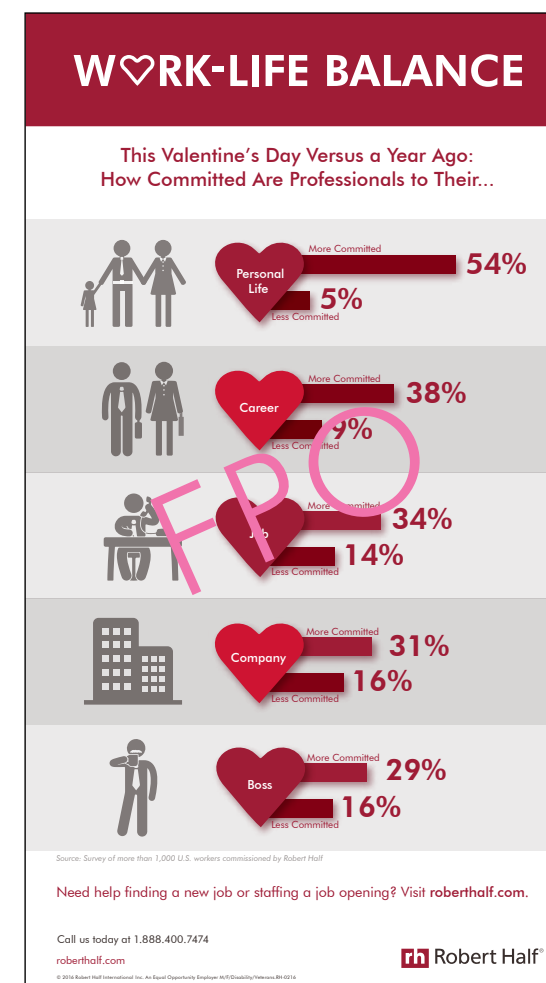
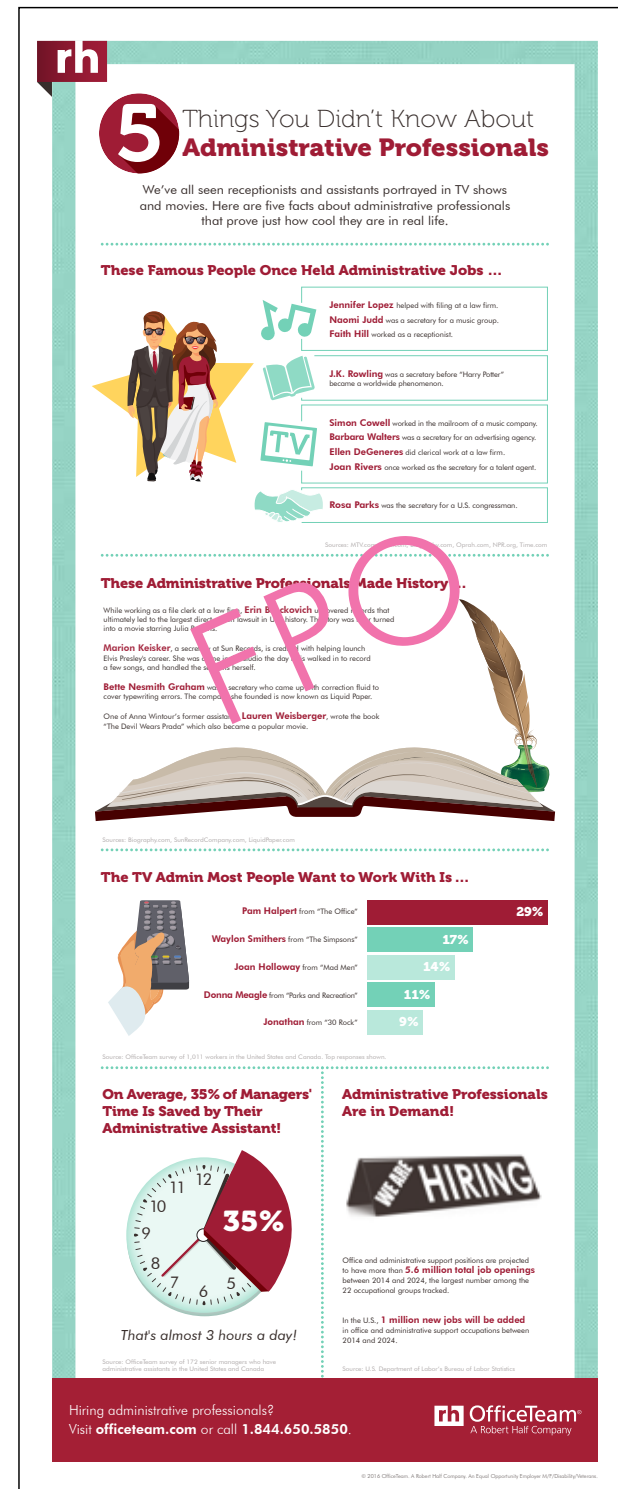


ILLUSTRATION STYLE

The use of flat design in illustrations is the preferred style. Emphasis should be on coordination with the LOB color palette as well as suitability to the message. At left are examples of projects that feature illustration for reference in developing this type of art to support a concept or provide visual impact.

WHAT WORKS:

- Imagery that is interesting and engaging
- Professional and mature
- Warm, approachable feel
- Diversity and relatability should always be considered

WHAT DOESN'T WORK:

- Uninspiring
- Vulgar and scary
- Free clip art
- Amateurish and childish
- Culturally insensitive

## 7.0 COLOR

7.1 PRIMARY AND SECONDARY ACCENT COLORS

7.2 PRIMARY RED | HIGHLIGHT AND GRADIENT

7.3 COLOR OVERLAYS



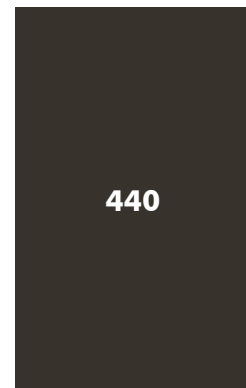
7.1 PRIMARY AND SECONDARY ACCENT COLORS

PRIMARY COLORS COATED

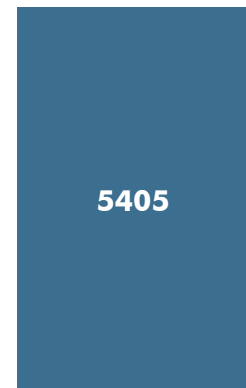


CMYK: 0/100/80/35  
 RGB: 159/28/53  
 HEX #: 9f1c35

PRIMARY ACCENT

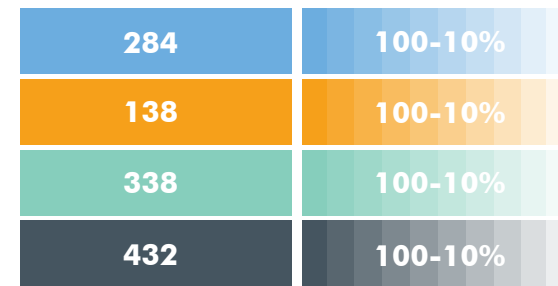


CMYK: 62/61/65/62  
 RGB: 56/46/44  
 HEX #: 382e2c



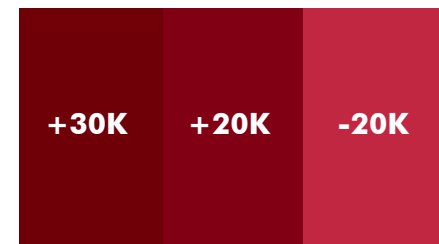
CMYK: 60/14/0/50  
 RGB: 68/104/125  
 HEX #: 44687d

SECONDARY ACCENT

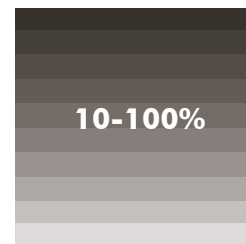


NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.

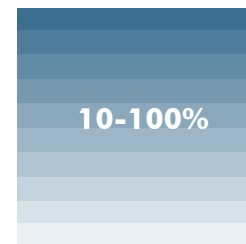
CMYK: 62/19/0/0  
 RGB: 104/172/229  
 HEX #: 68ace5  
 CMYK: 0/50/100/1  
 RGB: 227/124/0  
 HEX #: e37c00  
 CMYK: 50/0/32/0  
 RGB: 115/209/183  
 HEX #: 73d1b7  
 CMYK: 25/1/0/79  
 RGB: 54/66/74  
 HEX #: 36424a



RGB: 112/0/8    RGB: 130/0/20    RGB: 206/20/50  
 HEX #: 6f1425    HEX #: 7f162a    HEX #: b22240



NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.



RH RED UNCOATED

CMYK: 0/100/66/15



COLOR SPECIFICATIONS

The brand standard Primary colors are Robert Half Red 201, Robert Half Gray 440 and the Primary Accent 5405. Robert Half Red and Gray should always be the predominant colors, with the Primary Accent used chiefly to highlight and differentiate information or content.

SECONDARY ACCENT COLORS

A range of Secondary Accent colors can be used for graphic elements such as buttons, tables or charts, provided that the Primary colors are otherwise dominant in the piece.

TINTS

Except for Robert Half Red 201 (see below), Primary and Secondary Accent colors may be used in a full range of tints from 100% to 10%. The 10% increments shown are provided as a quick visual reference only.

**Robert Half Red 201 Tints:** Straight tints of 201 are not to be used. Tints that either increase or reduce the black (K) in the build may be used, but only to create 3-D effects or to build gradients. Acceptable tints are +30K, +20K and -20K, as shown.

UNCOATED STOCK

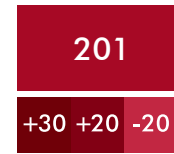
**Robert Half Red 201 Uncoated:** On uncoated stock, the Primary Robert Half Red requires a custom CMYK build to match the corporate standard. That build is CMYK: 0/100/66/15. If a Pantone ink is required for Robert Half Red on uncoated stock, use **PMS 193**.

Aside from RH Red 201, the CMYK builds for coated and uncoated paper are the same.

NOTE: In order to maintain consistency in our branding, please be sure you employ the specific builds and percentages shown at left by manually entering them into the software program being used. Do not rely on the Adobe or Microsoft defaults, as we have created our own custom blends.

7.2 PRIMARY RED | -20K HIGHLIGHT AND +30K GRADIENT

MINUS 20K USAGE



RH Red 201 must always be the predominant RH corporate color. The -20K is to be used strictly as a highlighter or separator and should never be used as a dominant color.

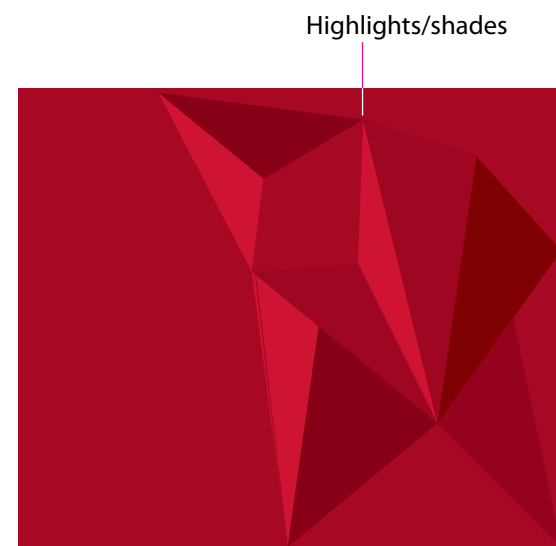


Separator

Motivator



Flip Side

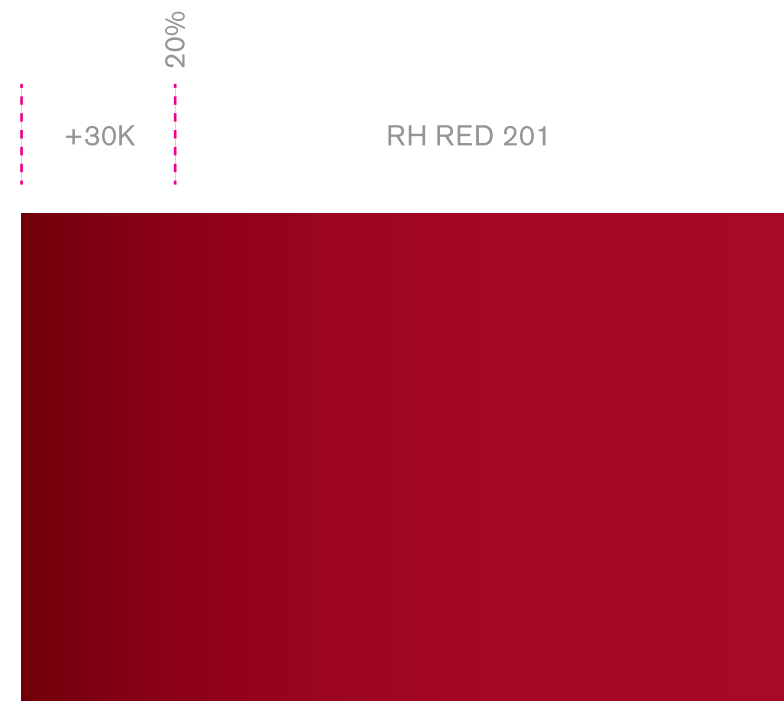


Highlights/shades



Highlight

PLUS 30K GRADIENT



+30K

20%

RH RED 201

As with -20K, the use of +20K or +30K is strictly for shading and should never compete with the Primary 201.

Swatches at near left show the correct usage of the Primary 201 to +30K gradient.



+30K

20%

RH RED 201



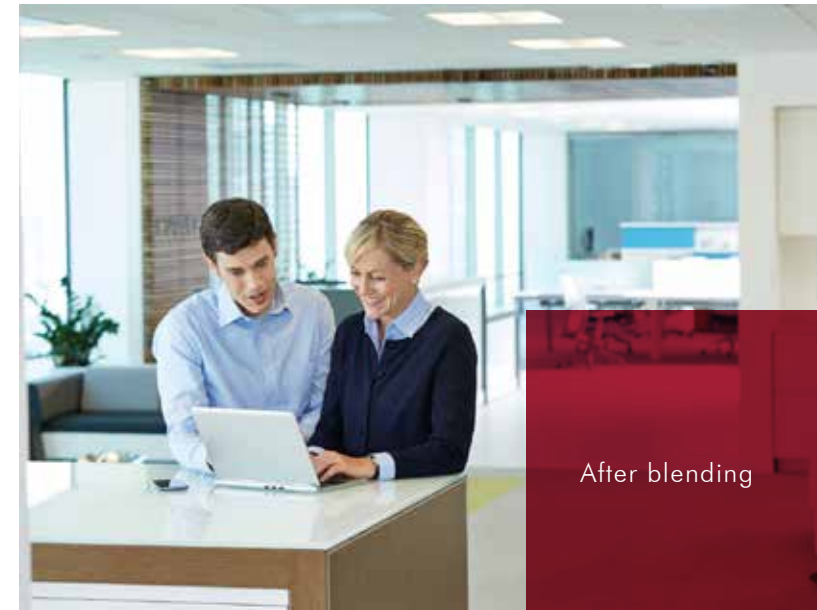
7.3 COLOR OVERLAYS

A BRIGHTER SHOT



2.3a

- 100% solid RH red



2.3b

- 100% RH red
- Blending: Multiply

COLOR OVERLAYS

Overlay of colors is available as a primary design element to be used over images or illustrations. **Only 201 or a Line of Business (LOB) Primary Accent color may be used as an overlay** (see Sec. 15.0 North America Quick Reference Guides per LOB for LOB Primary Accent colors).

A color overlay using “multiply” blend mode should work on most photos with relatively bright areas (examples 2.3a-b). In the case of darker corners where color needs to be applied, more than one blend mode layer may be needed in order to make the color stand out. See details in examples 2.3c-e.

If you are not sure how a color overlay can be optimized, please

A DARKER SHOT

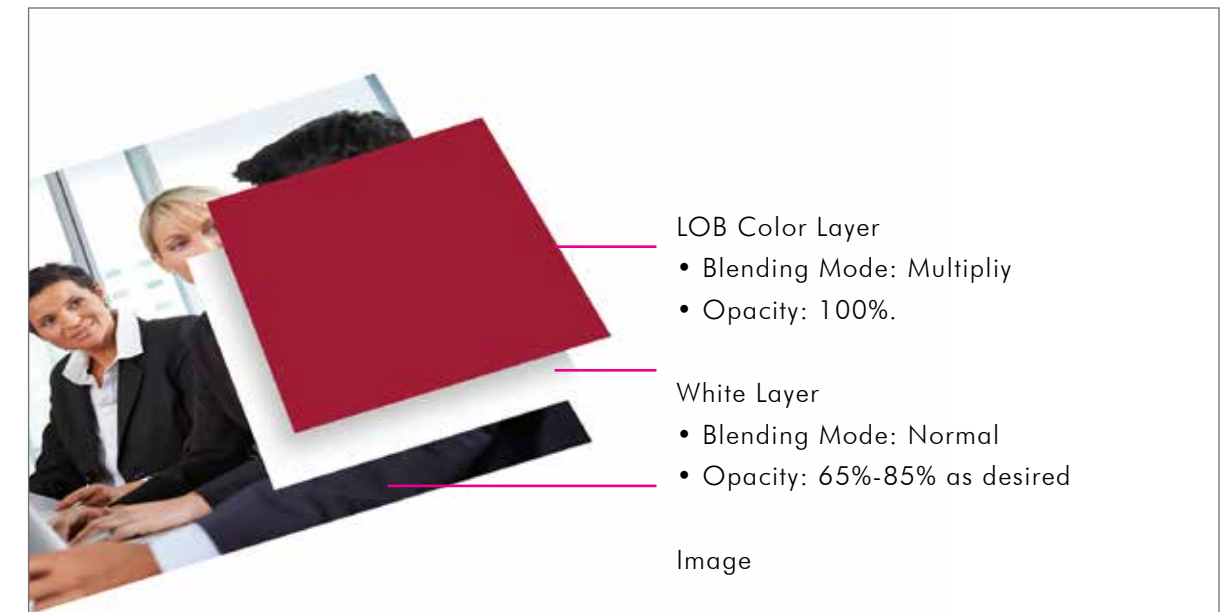


2.3c

- Multiply blending doesn't always work, particularly on dark backgrounds.
- Another solution is needed. See diagrams under 2.3d at right.



2.3d



2.3e

## 8.0 TYPOGRAPHY

8.1 PRIMARY FONT

8.2 TRACKING AND KERNING

8.3 HEADLINE AND COPY TREATMENTS



## 8.1 PRIMARY FONT

Futura BT Book

Aa

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890

Futura BT Light, Medium, Bold, Heavy

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890

**ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890**

**ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890**

**THE RH TYPEFACE**

Typography is a strong extension of our brand's personality. The corporate typeface is an essential part of the visual vocabulary for creating a consistent look across a wide range of communications.

Futura BT is the official RH typeface, in which BT stands for Bitstream. Futura is the fully developed prototype of the 20th-century Geometric Sanserif. Only the Futura family marked with BT is to be used.

Futura must be used whenever possible. The font has been chosen to enhance and support the brand positioning and should be used in all communications.

If an outside agency that is retained for design work does not already have their own copy of Futura BT (or any needed Line of Business (LOB) headline fonts — see Sec. 8.3), they will be required to obtain it.

**NOTE: Futura BT is the sole font for use in the International Zone (IZ).** The headline fonts specified in Sec. 8.3 for the non-RH LOBs are to be used only in North America.

**FONT PURCHASING INFORMATION**

Futura BT Complete Family Pack = Financials Headline font + body copy for all LOBs

Design Foundry: Bitstream

Product ID: BTV007

<http://www.fonts.com/font/bitstream/futura/complete-family-pack>

**SUBSTITUTE FONT**

For applications such as PowerPoint and for online use and emails (where purchased fonts may not be viewable), substitute Arial.



## 8.2 TRACKING AND KERNING

## ADJUSTMENTS TO TRACKING NEEDED WHEN SIZES INCREASE OR REDUCE

Size: 30/35 | Tracking: -8 | Kerning: Optical

**Body copy lead-in goes here,** consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Size: 18/21 | Tracking: -5 | Kerning: Optical

**Body copy lead-in goes here,** consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Sizes: 12/15, 11/14, 10/13, 9/12 | Tracking: 0 | Kerning: Optical

**Body copy lead-in goes here,** consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa.

Size: 7/10 | Tracking: +8 | Kerning: Optical

**Body copy lead-in goes here,** consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Size: 6/9 | Tracking: +16 | Kerning: Optical

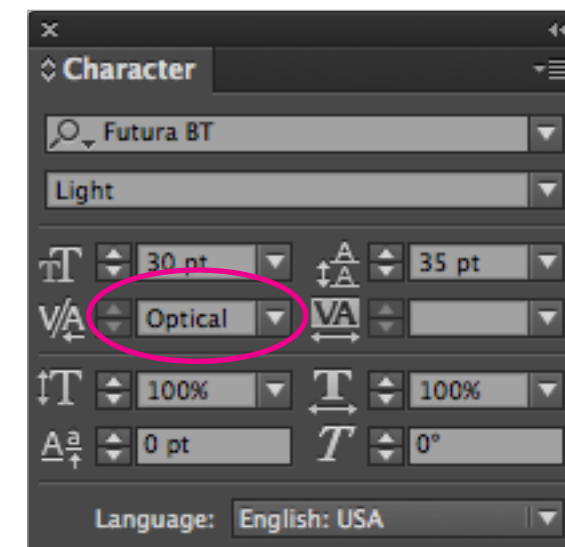
**Body copy lead-in goes here,** consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## TRACKING AND KERNING

No adjustment is needed in tracking for point sizes 9 to 12. For sizes larger than 12 or smaller than 9, adjustments to tracking are recommended. See demo at left for reference.

In short, the smaller the font, the looser the track; the larger the font, the tighter the track, with 9- to 12-point as the middle ground with no tracking.

For kerning in Adobe applications, “Optical” is recommended as the default:



Optical kerning uses the form of the characters in the actual font and sets the kerning according to that for the best result. Metric kerning uses the kerning pairs built into the font to set the kerning. The robustness of these built-in kerning pairs varies, and where there are none, it must be done manually.

## 8.3 HEADLINE AND COPY TREATMENTS

**HEADLINE TREATMENT EXAMPLE 1**

Headline goes here  
Subhead goes here

**Body copy lead-in goes here**, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**HEADLINE TREATMENT EXAMPLE 2**

EYEBROW GOES HERE  
HEADLINE GOES HERE

**HEADLINE TREATMENT EXAMPLE 3**

WE CONNECT  
The best technology talent  
with the best IT jobs.

**HEADLINE AND COPY TYPE TREATMENT**

The elegant and versatile Futura BT font offers a wide range of treatment options. As long as readability is maintained, headline treatments may use variable font sizes, all caps, mixed uppercase and lowercase, or font weights.

Do not combine multiple typefaces, sizes or weights in body copy. Hyphenation should be limited to one per paragraph, and excessively long line lengths should be avoided. The copy must flow well and be easy to read.

Under no circumstances may body copy be less than 7 pt. in size. Copyright and legal copy, such as that shown in the footer templates in Secs. 3.6 and 3.7, should be a minimum of 5 pt. wherever possible.

Extensive body copy should be 100% K for ease of reading and to avoid unnecessary registration issues.

Refer to the Robert Half Content Style Guide, maintained by the Content Marketing team, for capitalization and punctuation guidance for heads, subheads, body copy, infographics and other page elements.

# 9.0 COLLATERAL MASTER SYSTEM

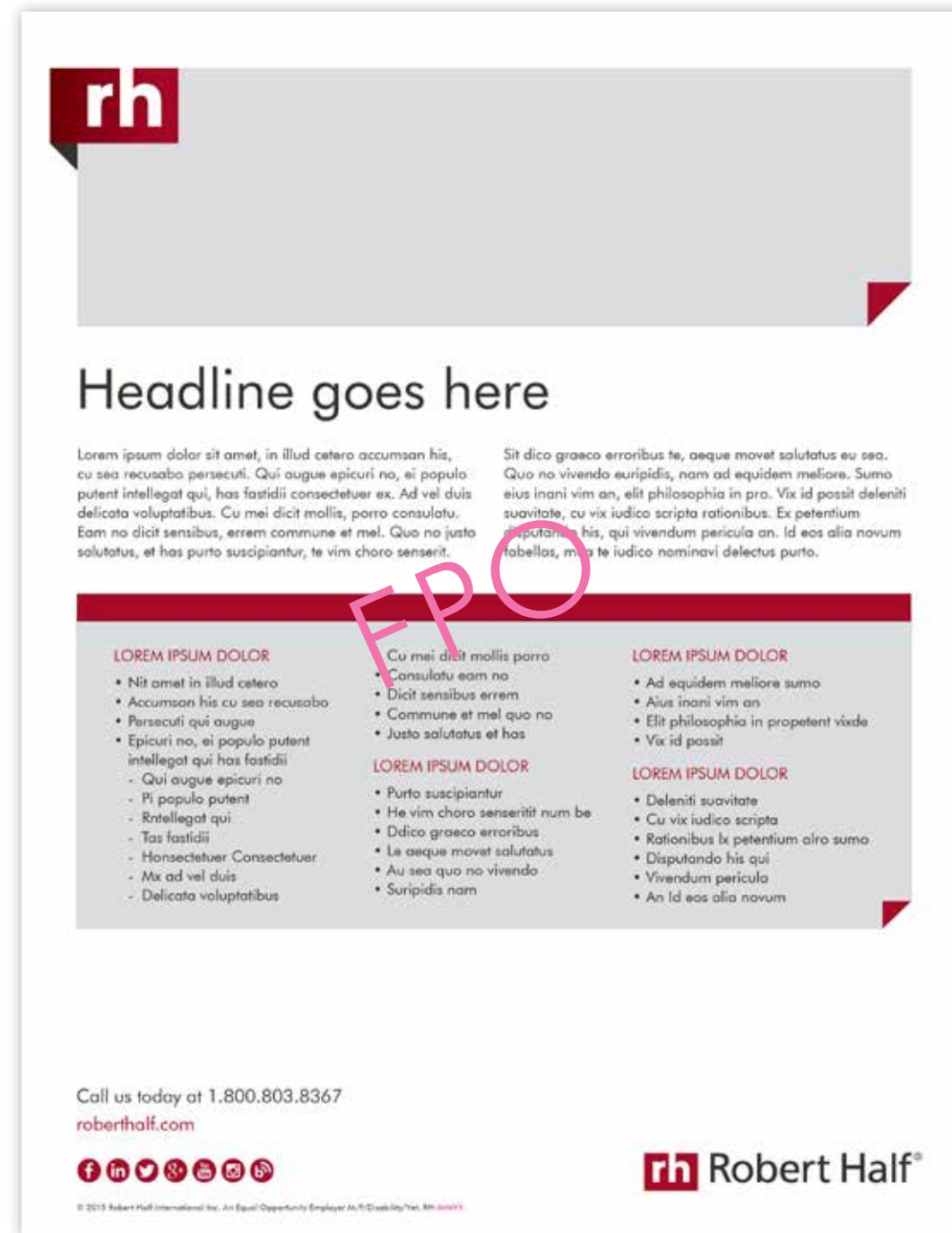
## 9.1 COLLATERAL MASTER SYSTEM



9.1 COLLATERAL MASTER SYSTEM



FLYER



LAUNDRY LIST

We have developed various templates for our collateral system that should be leveraged for any new piece.

Each starts with an inner margin, which could also be thought of as the clear space for the content within it. Inside the inner margin are image and header components that vary according to need.

Copy is to be in 2- or 3-column format depending on the specific piece. The 2- or 3-column requirement, which applies to both letter and A4 size paper, is to ensure that line lengths remain easily readable. In narrow format pieces copy may be in a single column.

The color box (refer to Sec. 7.3 Color Overlays) in either RH Red 201 or a Line of Business (LOB) Primary Accent color may be positioned as an extension directly beneath the image frame.

Content boxes may be used to set off copy such as a bulleted list.

Examples of the application of the collateral system to specific situations are shown in Sec. 13.0 Usage Examples.

Please email [creative@roberthalf.com](mailto:creative@roberthalf.com) to obtain examples of collateral pieces.

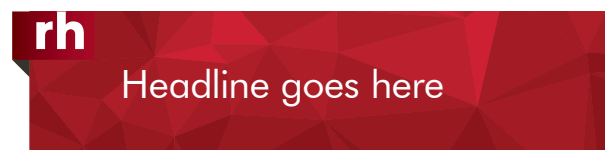
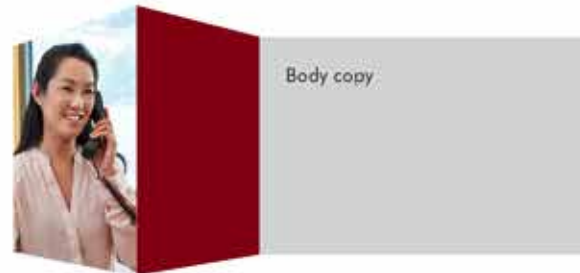
# 10.0 DESIGN ELEMENTS

## 10.1 DESIGN ELEMENTS



10.1 DESIGN ELEMENTS

BANNERS, HEADERS, ETC.



FLASHES



CHEVRON BULLETS

- › Lorem ipsum dolor sit amet
- › Consectetur adipiscing elit
- › Aenean commodo ligula
- › Eget dolor aenean massa
- › Cum sociis natoque
- › Penatibus et magnis dis
- › Parturient montes nascetur
- › Ridiculus mus donec quam
- › Felis ultricies nec

DESIGN ELEMENTS

This page shows examples of how 2-D and 3-D elements can be utilized.



# 11.0 ICONS

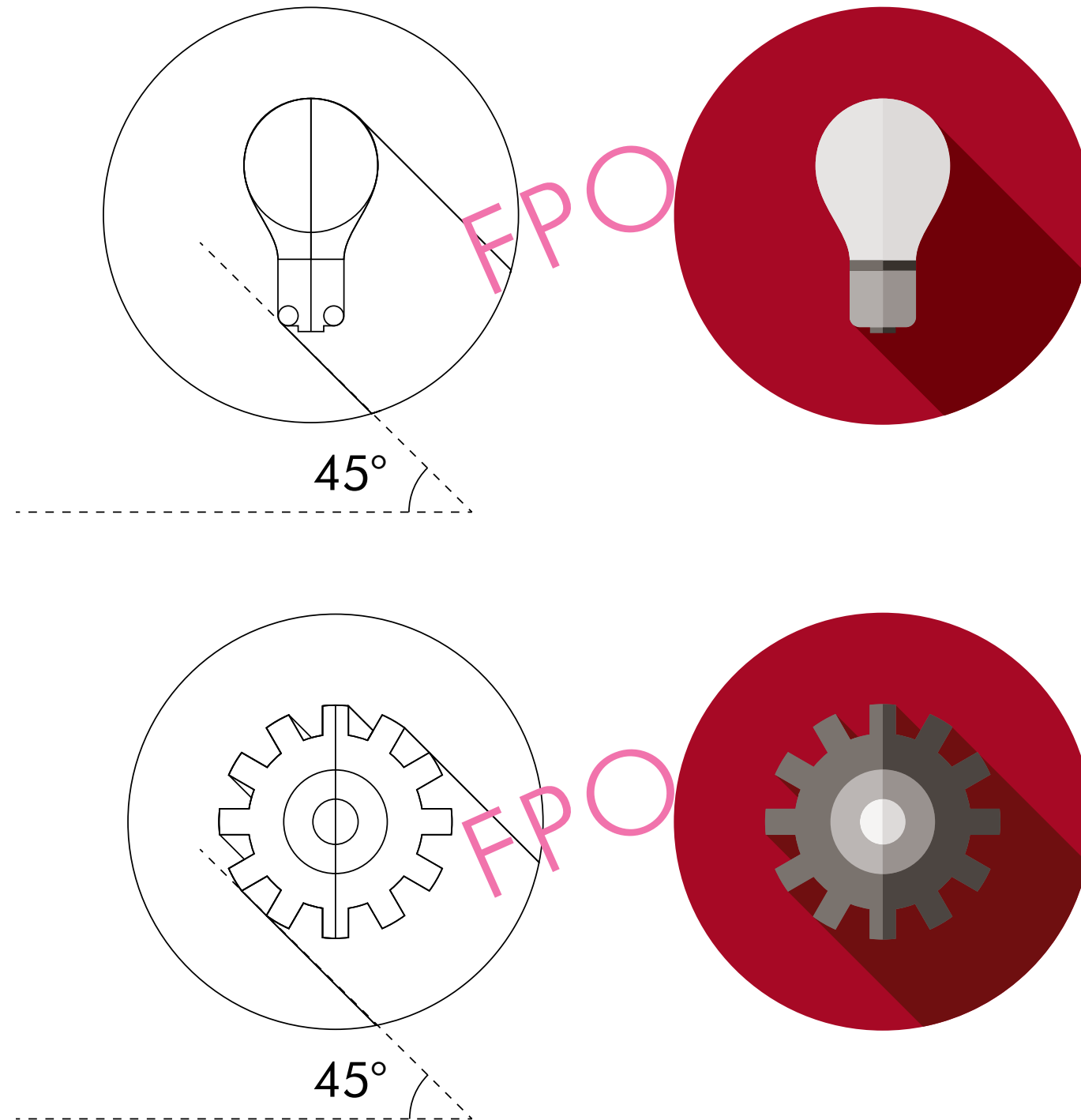
11.1 GEOMETRIC ICONS  
11.2 RH ICON SAMPLES





## 11.1 GEOMETRIC ICONS

## GEOMETRIC SYMBOLS

**GEOMETRICALLY CONSTRUCTED ICONS**

RH icons are confined to geometric style. Free strokes, illustration-like, cartoonish or too realistic are not RH styles for icons.

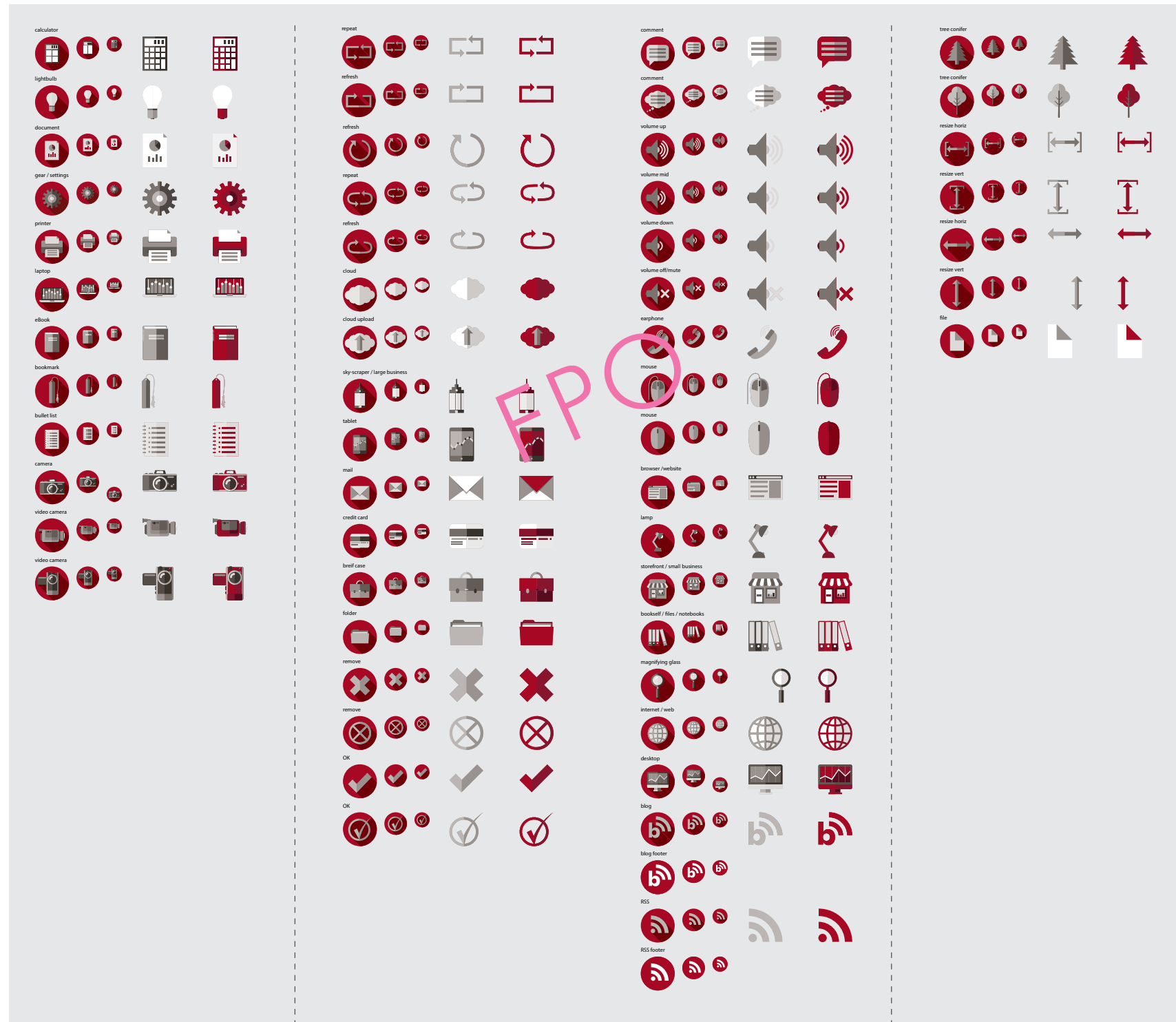
The diagrams at left show the formula for creating the shadow effect used in Sec. 11.2.

**NOT TO BE CONFUSED WITH ILLUSTRATIONS**

As distinguished from illustrations, icons are pared down to their symbolic essence and should remain graphically simple.

11.2 RH ICON SAMPLES

ICON SAMPLES



**THE ICON LIBRARY**

RH icons are made up of geometric shapes using RH Red 201 and percentages of Pantone 440 that can be adapted for various applications. The entire collection of icons is shown at left over this page and the next. You can request a complete contact sheet in PDF format via email at [creative@roberthalf.com](mailto:creative@roberthalf.com).

The Primary Accent color for the respective LOB may be used in icons where desired instead of RH Red 201.

**CUSTOM ICON REQUEST**

Designers have the option of creating their own icons or may have them custom-designed. If you have created an icon yourself, you must get it approved; send artwork and proposed usage to [creative@roberthalf.com](mailto:creative@roberthalf.com). If you wish us to design a specific icon, your request must be accompanied by a written description and pencil sketches; send requests to [creative@roberthalf.com](mailto:creative@roberthalf.com).



# 12.0 INFOGRAPHICS

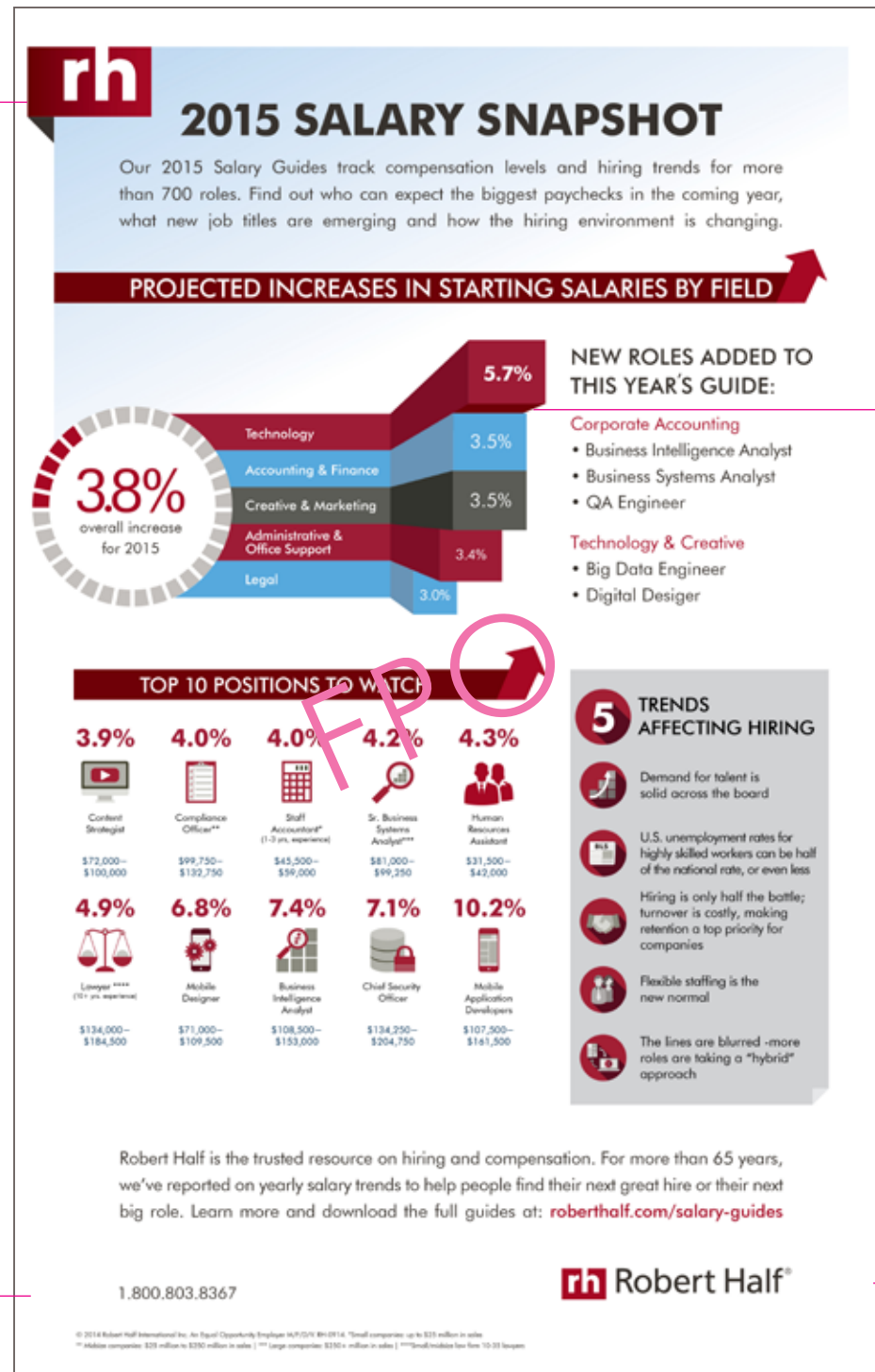
- 12.1 FULL AND LIMITED BRANDING
- 12.2 COMBINING IMAGES WITH GRAPHICS
- 12.3 INFOGRAPHIC EXAMPLES



12.1 FULL AND LIMITED BRANDING

INFOGRAPHIC ELEMENTS

Flag logo



Contact info

**2-D vs. 3-D graphics**

Apply 3-D graphics judiciously to enhance the overall effect without overwhelming the reader.

**FULL BRANDING FOR RH USE**

When producing infographics that are intended for RH customers and clients, the full branding, including flag logo, inner margin and footer (CTA, URL, legal line and signature logo) should be included, as shown at left.

**Colors:** Use only colors from the appropriate Line of Business (LOB) color palette, employing the Primary and Accent colors first, with Secondary Accent colors as needed.

**Typefaces:** Use only typefaces designated for each LOB.

**Imagery** (see Sec. 12.2) may be used for RH infographics.

**3-D graphics:** The flag logo opens up 3-D graphic possibilities, but use 3-D graphics sparingly.

**LIMITED BRANDING FOR USE IN EARNED MEDIA**

Most infographics will be intended for the wider media, so anything that would keep them from being picked up should be avoided. The RH logo may be used in the lower right, and RH-branded colors and typefaces should be used, but the following aspects of RH branding should be eliminated:

**Imagery:** Any infographic that we plan to use for earned media needs to be more traditional, with no photographic imagery.

**Flag logo:** The flag logo should be removed.

**Contact info:** No CTA, URL or phone number should be included.

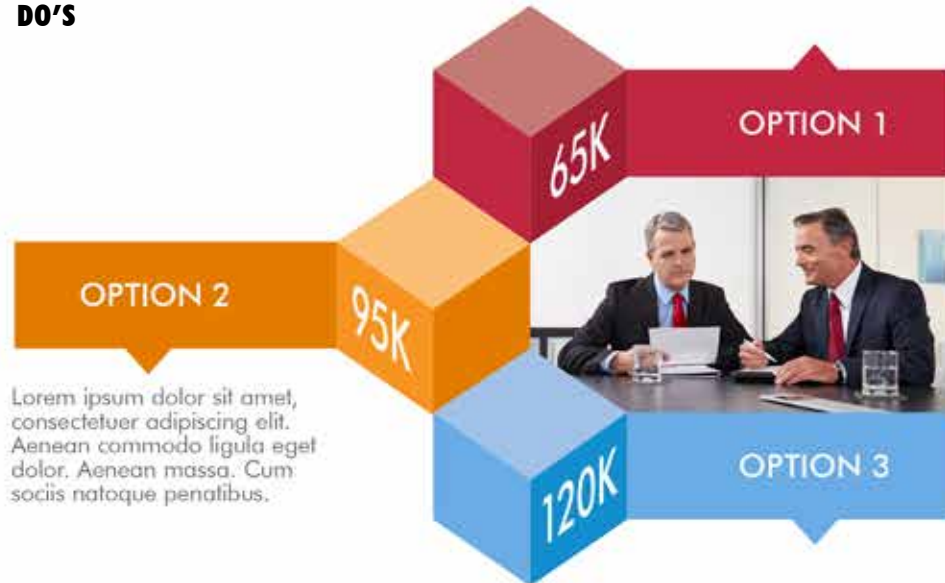
Signature logo



12.2 COMBINING IMAGES WITH GRAPHICS



DO'S



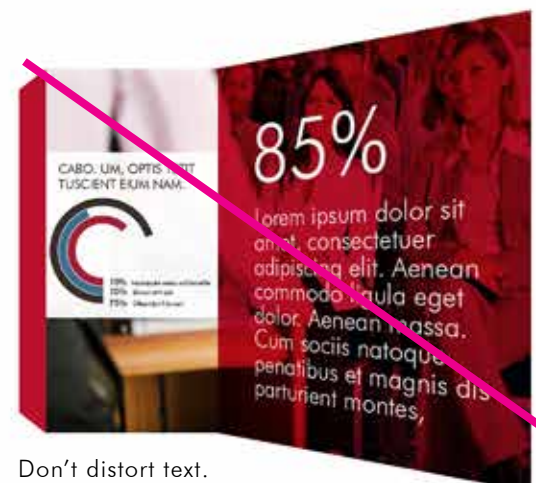
WORKING WITH IMAGES

Photos and graphics must be used carefully to reinforce and not complicate the message, as shown in "DO'S" and "DON'TS" at left.

DON'TS



Don't clutter important data with images.



Don't distort text.



Avoid complicated or hard-to-read treatments.

12.3 INFOGRAPHIC EXAMPLES

## ANATOMY OF A HAPPY EMPLOYEE

Happy employees are better employees — and they are also better for your business. These workers are more loyal and motivated, and they do better work. This is true no matter what your industry or location. But what makes employees happy? Find out based on a recent survey of more than 12,000 U.S. and Canadian workers.

### What determines employees' happiness?

- 1 PRIDE IN THEIR ORGANIZATION**  
The number-one driver of happiness overall. Workers who feel proud of their organization are 34 more likely to be happy at work.
- 2 FEELING APPRECIATED**  
The second biggest driver of happiness. It occupies the top spot for legal and accounting professionals.
- 3 A SENSE OF FAIRNESS AND RESPECT**  
The third most important happiness factor. Nearly one-quarter (24 percent) of professionals who say they're treated with respect are likely to leave their jobs in the next year.
- 4 A SENSE OF ACCOMPLISHMENT**  
The strongest driver of happiness for those 34 years of age and under.
- 5 INTERESTING AND MEANINGFUL WORK**  
One of the top three happiness factors for financial services, administrative, technology and creative professionals.
- 6 POSITIVE WORKPLACE RELATIONSHIPS**  
An important happiness driver. Sixty-three percent of survey respondents report having good friends at work.

**The happiest role:** SENIOR EXECUTIVE  
**The happiest company size:** LESS THAN 10 EMPLOYEES  
**The happiest age:** 55+  
**The happiest tenure:** FIRST YEAR ON THE JOB

### Influence Inequality

The ability to influence important decisions is a happiness driver, but not all workers feel they have equal say.

- Only 47% of women say they exert influence on the job, compared to 55% of men.
- Only 47% of workers 55 years and up say they influence important decisions.
- Only 35% of workers at organizations with 5,000+ employees say they have influence.

Just 45% of administrative workers feel they have a say in important decisions.

### Where can companies improve?

- FIND BETTER MATCHES:** Workers who say they are not a good match with their employers are the most likely to leave their job within a year.
- FOCUS ON FAIRNESS:** Only 32 percent of women feel they are paid fairly at work, compared to 58 percent of men.
- PROVIDE WORK-LIFE BALANCE:** Two-thirds of workers feel satisfied with their level of work-life balance, leaving some room for improvement.
- BUILD TIGHT TEAMS:** Workers who have good relationships with others on their teams are 2.5 times more likely to be happy than those who do not.
- CELEBRATE ALL CONTRIBUTIONS:** Feeling appreciated is the second biggest driver of happiness — make sure to thank all employees for a job well done.

To learn more about the importance of improving happiness in your workplace, visit [www.roberthalf.com/its-time-we-all-work-happy](http://www.roberthalf.com/its-time-we-all-work-happy)

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## TOP 10 CAREER CITIES

Before you kick off your job search, see what makes these top 10 career cities shine and their industries thrive. Data based on the Robert Half Career City Index.

- 1 SAN FRANCISCO BAY AREA**  
THE MOST DIVERSE POPULATION AMONG THE TOP 10 CAREER CITIES
- 2 SEATTLE**  
59% OF RESIDENTS 25 AND OLDER HAVE A BACHELOR'S DEGREE OR HIGHER, THE MOST OF ALL CITIES SURVEYED
- 3 WASHINGTON, D.C.**  
ALMOST 22% OF LAND DEVOTED TO PUBLIC PARK SPACE
- 4 BOSTON**  
LEAST EXPENSIVE ON AVERAGE FOR GROCERIES (\$32.80 PER BASKET)
- 5 SALT LAKE CITY**  
LOWEST MEDIAN HOME RENTAL PRICE AMONG THE TOP 10 CAREER CITIES (\$1,34 PER MONTH)
- 6 DENVER**  
252 SUNNY DAYS HIGHEST AVERAGE OF THE TOP 10 CITIES
- 7 NEW YORK**  
SALARIES RUN 40% HIGHER THAN THE NATIONAL AVERAGE
- 8 DALLAS**  
TEXAS IS AMONG THE FEW STATES WITH NO INCOME TAX
- 9 MINNEAPOLIS**  
MOST AFFORDABLE DINING OF THE TOP 10 CAREER CITIES (DINNER FOR FOUR \$110)
- 10 SAN DIEGO**  
86% OF HOUSEHOLDS HAVE BROADBAND INTERNET

**SELECT INDUSTRIES WITH HIRING PROSPECTS AMONG THE TOP 10 CAREER CITIES:**

- Biotech
- Construction
- Education
- Financial Services
- Government
- Healthcare
- Manufacturing
- Oil and Gas/Energy
- Professional Services
- Real Estate
- Technology
- Telecommunications

For more rankings, download the Robert Half Career City Index at [roberthalf.com/career-city-index](http://roberthalf.com/career-city-index).

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## Are You Taking Too Long to Hire?

Having trouble staffing an open position? You may be taking too long to make a hiring decision. Candidates with in-demand skills won't wait around. Here's what they have to say about companies that drag their feet over the job offer.

### What's the most frustrating part of a job search?

57% of job seekers say it's a **long wait** after the interview to hear back.

### How long are you willing to wait after the interview to hear back?

23% of candidates will wait for just **one week**.

### How long is too long of a hiring process?

39% of job candidates say **7-14 days** is too long.

### What happens if the hiring process is too long?

57% of job seekers **lose interest in the job**.

### HIRING TIP

Tighten the interview schedule and keep candidates updated frequently.

Ready to hire? Robert Half can help. Call us at 1-844-233-4960

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## 13.0 USAGE EXAMPLES

13.1 USAGE: COLLATERAL FLYERS

13.2 USAGE: TAKEAWAY BROCHURE

13.3 USAGE: PRINT ADVERTISING

13.4 USAGE: RAFFLE SIGNAGE

13.5 USAGE: DIGITAL EXPERIENCE — WEBSITE

13.6 USAGE: DIGITAL EXPERIENCE — ADVERTISING

13.7 USAGE: DIGITAL EXPERIENCE — CDM

13.8 USAGE: POWERPOINT PRESENTATION

13.1 USAGE: COLLATERAL FLYERS



## IT'S TIME WE ALL WORK HAPPY.®

**AN ENGAGED AND ENERGIZED WORKFORCE IS A PRODUCTIVE WORKFORCE.**

It's time to let us help you build the workforce you've been looking for. We'll help you find the temporary, project and full-time candidates who fit your company, enjoy what they do, and can hit the ground running. Whether it's accounting, finance, technology, legal, administrative, or creative and marketing, our professionals have industry-specific expertise and completely understand your hiring needs. It's time you got the candidates you need to make your company better.

**WORK WITH THE LEADER.**

Founded in 1948, Robert Half is the world's first and largest specialized consulting and staffing services firm. The company is traded on the New York Stock Exchange (symbol: RHI) and is a member of the S&P 500 index. We have a global network of more than 325 locations worldwide to serve you. For more information, please visit us at [roberthalf.com](http://roberthalf.com).

Robert Half once again was named to FORTUNE® magazine's list of "World's Most Admired Companies" and was the highest-ranked staffing firm. (March 1, 2016)

Call us today at 1.877.617.9431  
[roberthalf.com](http://roberthalf.com)

**OUR SPECIALIZED STAFFING DIVISIONS INCLUDE:**

- Accountemps®**  
Accounting and finance professionals on a temporary and temporary-to-hire basis
- Robert Half® Finance & Accounting**  
Accounting and finance professionals on a full-time basis
- Robert Half® Management Resources**  
Senior-level finance, accounting and business systems consultants on a project or interim basis
- Robert Half® Executive Search**  
Search and placement of executive-level financial officers (CFOs), COOs, CEOs, and information technology, sales and marketing, legal, and human resources professionals
- Robert Half® Legal**  
Legal support professionals, paralegals, attorneys and eDiscovery consultants on a temporary, contract and full-time basis
- Robert Half® Technology**  
Technology professionals on a project, contract-to-hire and full-time basis
- OfficeTeam®**  
Administrative, office support, customer service and human resources professionals on a temporary and temporary-to-hire basis
- The Creative Group®**  
Interactive, design, marketing, advertising and public relations talent on a project, contract-to-hire and full-time basis

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## Your Source for Human Resources Professionals

Today's forward-thinking companies are looking for competent, experienced human resources talent to nurture and motivate the most important of all company assets – employees. But how do you find skilled HR professionals who meet your business needs? Our experienced and knowledgeable recruiting specialists understand the benefits of HR functions and are able to offer the highest quality of customer service to clients and candidates alike. Whatever your industry, we can provide you with the temporary and project professionals in the following areas:

Contact us for highly skilled financial professionals, including:

<b>HR BUSINESS PARTNER</b> <ul style="list-style-type: none"> <li>• Generalist Work &amp; Procurement</li> <li>• Labor Relations</li> <li>• Employee Relations</li> <li>• Change Management</li> <li>• Mergers &amp; Acquisitions Integration</li> <li>• Performance Review</li> <li>• Project Management</li> <li>• Workforce Planning</li> </ul>	<b>HR TECHNOLOGY</b> <ul style="list-style-type: none"> <li>• HR Consulting</li> <li>• Project Management</li> <li>• System Management</li> <li>• HRIS Implementation/Integration</li> </ul>	<b>RECRUITING TALENT</b> <ul style="list-style-type: none"> <li>• Recruiting/Staffing</li> <li>• Talent Retention</li> <li>• Employee Orientation</li> <li>• Interview Guide Creation</li> <li>• Vendor Management</li> <li>• Recruitment Process Audit &amp; Review</li> </ul>
<b>COMPLIANCE</b> <ul style="list-style-type: none"> <li>• HR &amp; I-9 Audits</li> <li>• Policy &amp; Procedure Manuals</li> <li>• Handbook Creation/Updates</li> <li>• OSHA &amp; Safety Compliance</li> <li>• EEOC/OFCCP Investigations/Reporting</li> </ul>	<b>COMPENSATION/BENEFITS</b> <ul style="list-style-type: none"> <li>• Executive Compensation</li> <li>• Sales Compensation</li> <li>• Incentive Compensation</li> <li>• Deferred Compensation</li> <li>• Open Enrollment</li> <li>• Salary Grade Structures</li> <li>• Market Pricing</li> <li>• Benefit RFP Management</li> <li>• Benefits Administration Analysis</li> <li>• COBRA Administration</li> </ul>	<b>ORGANIZATIONAL DEVELOPMENT</b> <ul style="list-style-type: none"> <li>• Change &amp; Transition Coaching</li> <li>• Employee Engagement</li> <li>• Performance Management</li> <li>• Employee Evaluation</li> <li>• Succession Planning</li> <li>• Executive Coaching</li> <li>• Leadership Assessment &amp; Development</li> <li>• Competency Mapping</li> <li>• Organizational Effectiveness</li> </ul>

**Case Studies: Proven ROI for Our Human Resources Professionals**

**Our variable HR staffing model helped save a company \$100,000 in annual costs.**  
A healthcare company faced challenges integrating an acquisition of the same time they were opening a new hospital. We provided a team of four HR professionals who assisted with compensation analysis, job analysis, position and recruitment to help them incorporate talent from the new acquisition and staff the new hospital. At the end of the project, we identified one of our consultants full time as a senior HR professional and the company saved at least \$100,000 annually in salary and benefits compared to other consultants for the project versus using professionals full time on their own.

**How we helped a VP of HR save \$140,000 in organizational design consulting fees.**  
A nonprofit organization asked for our assistance in providing an experienced organizational design consultant who could help them with a major organizational change initiative and a related redesign of their compensation practices. Our consultant worked closely with the VP of HR to design and execute the project in such a way that knowledge was transferred and costs were minimized by using the company's existing HR team whenever possible. Our approach saved the company at least \$140,000 in project costs compared to estimates their VP of HR had received from other service providers.

Call us today at 1.800.474.4253.  
[roberthalf.com](http://roberthalf.com)

**rh Robert Half® Management Resources**

FRONT

BACK

**COLLATERAL**

Collateral is used to support the marketing and sales of our business and services. The consistent use of our design elements is intended to make the sales effort easier and more effective while at the same time visually reinforcing the Robert Half brand look and feel.

NOTE: There is a core set of collateral that should be followed for new pieces.

Examples of how the system has been applied to specific kinds of collateral are categorized and available on the server.

**OPTIONAL ELEMENTS**

3-D highlights and gradients, the color box and other elements in the design toolbox are available, but optional.

13.2 USAGE: TAKEAWAY BROCHURE



**COLLATERAL**

Collateral is used to support the marketing and sales of our business and services. The consistent use of our design elements is intended to make the sales effort easier and more effective while at the same time visually reinforcing the Robert Half brand look and feel.

NOTE: There is a core set of collateral that should be followed for new pieces.

Examples of how the system has been applied to specific kinds of collateral are categorized and available on the server.


**OPTIONAL ELEMENTS**

3-D highlights and gradients, the color box and other elements in the design toolbox are available, but optional.





13.3 USAGE: PRINT ADVERTISING




**rh**

**Brilliant professionals want salaries to match.**

Your salary decisions are critical to hiring and retaining the best accounting and finance professionals. Stay competitive with our 2017 Salary Guide, which provides the industry's most respected data on compensation.

Job seekers know what they're worth. Make sure you do too, with the 2017 Salary Guide.

**Download yours today at [roberthalf.com/salary-center](http://roberthalf.com/salary-center).**



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**rh**

Technology doesn't change the world. **People do.**

Behind every smart piece of software, powerful processor or clever line of code is an even more brilliant person. Innovation starts with people, and people start with us. Backed by more than 65 years of experience, we're the staffing expert to call for highly skilled technology talent.

**Innovation starts with people**

Office Location • 000.000.0000  
[rht.com](http://rht.com)

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**PRINT ADVERTISING**

Flexibility is allowed in how a concept is presented visually as long as key branding elements are maintained. As noted earlier, the color palette, flag logo, font(s), inner margin, footer and signature are required.

**OPTIONAL ELEMENTS**

The grid, 3-D highlights and gradients, the color box, icons and other elements in the design toolbox are available, but optional.

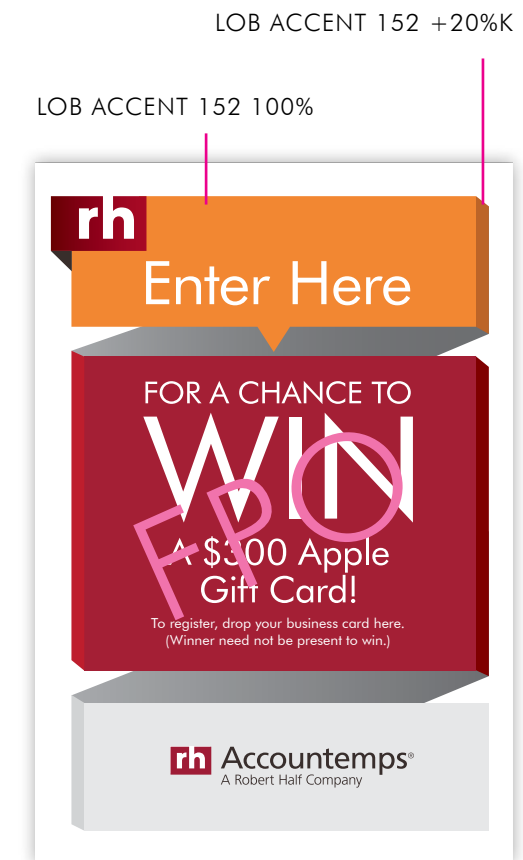
13.4 USAGE: RAFFLE SIGNAGE

RAFFLE SIGN SAMPLES



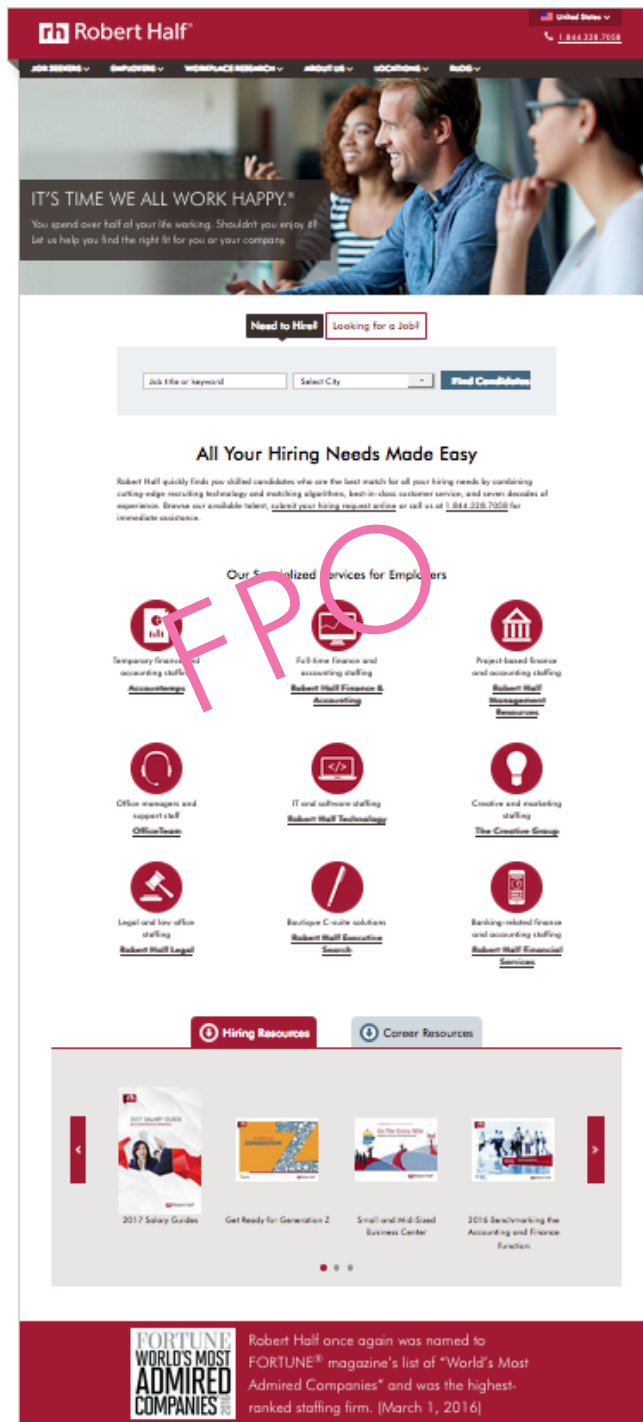
THE ILLUSION OF 3-D GRAPHICS

The 3-D nature of the flag logo opens the door to dimensional graphics. Raffle signs, for example, are shown here with 3-D design effects applied.

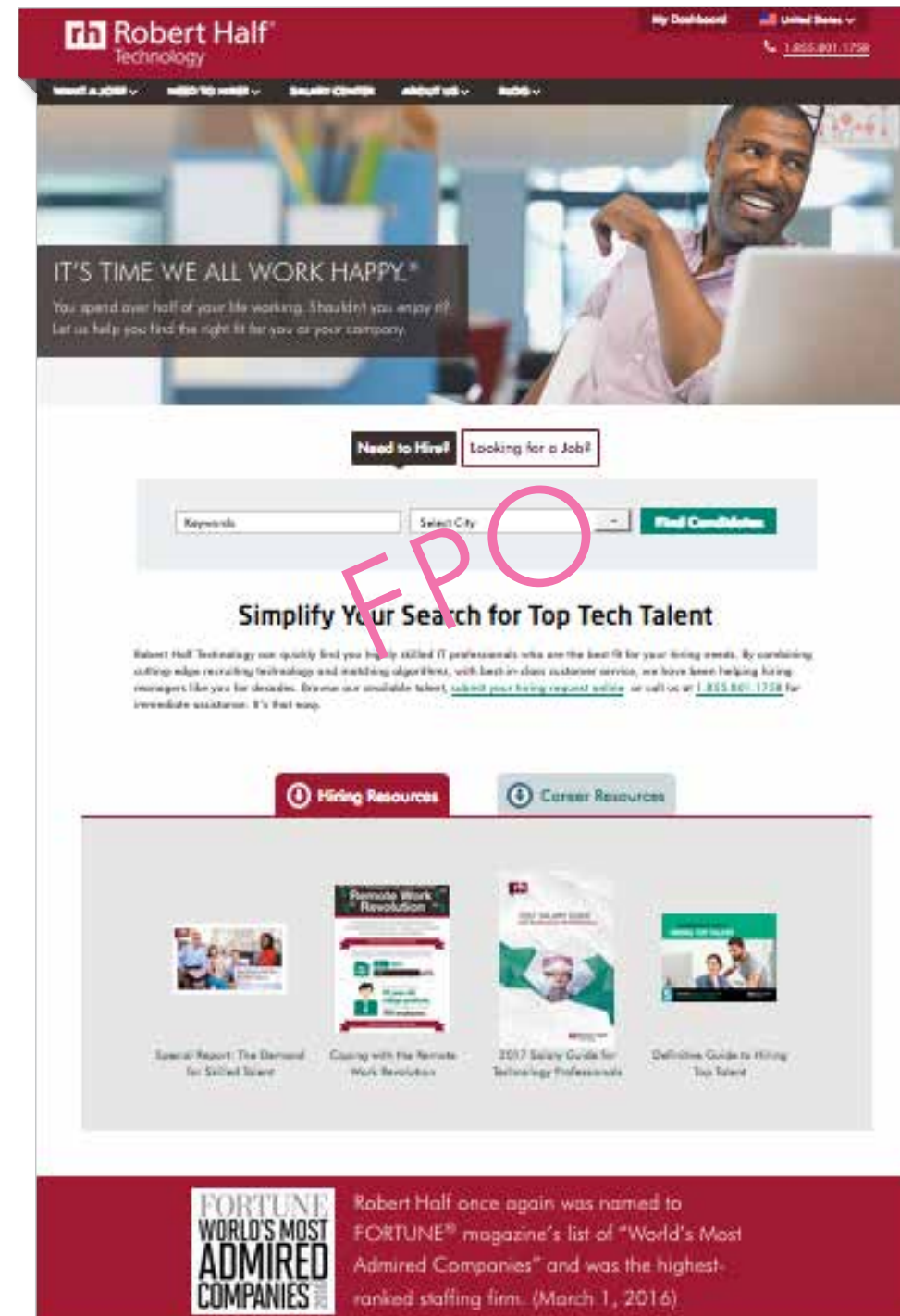


13.5 USAGE: DIGITAL EXPERIENCE — WEBSITE

HOME PAGE



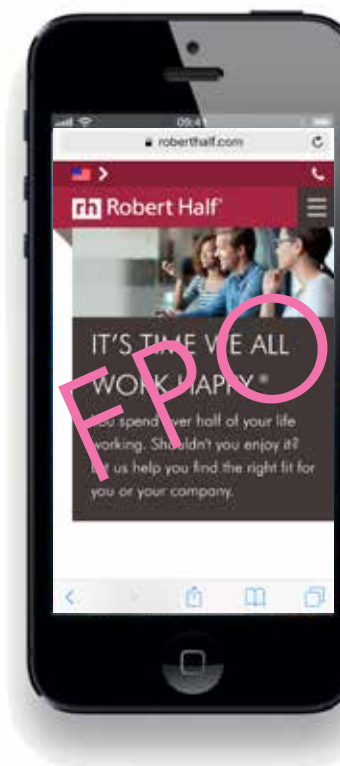
LOB HOME PAGE



DIGITAL EXPERIENCE

To use screen real estate effectively, branding elements have to start from the top. The flag is used to maintain consistency, in this case as a header across the top and carrying within it the signature logo and other interactive elements.

MOBILE HOME PAGE



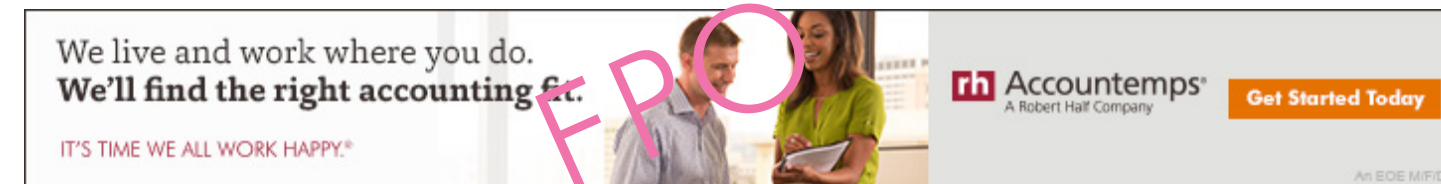
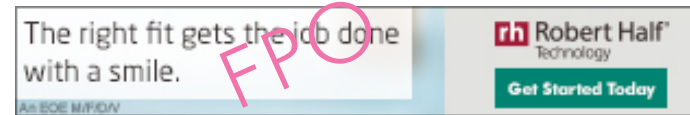


13.6 USAGE: DIGITAL EXPERIENCE — ADVERTISING

eBANNERS



TAGLINE EXCEPTION: SMALL eBANNER SIZE



DIGITAL ADVERTISING

For digital advertising, all logo, typography and color use should follow the established brands guidelines for each LOB. The logo, tagline and button element should conform to established size standards for placement.

Button style, color and typography should follow the website button standards and conform to the brand guidelines for each LOB.

The Work Happy tagline is an important part of our brand and should be applied on all communications that support or complement the tagline message. When developing digital advertising content, find ways to align the headline and message to the brand voice so the tagline confirms the statement and our position.


For example: We wouldn't add the tagline to a banner ad saying "Find an Accountant Now," but it would be appropriate if the headline said "Find an Accountant Who's Right for You."

The tagline may be omitted in instances where the communication does not align with the tagline message such as specific targeted advertising or if size of the banner is too small to fit the tagline.

Legal disclaimer text is required on all digital advertising. However, it is acceptable to use the abbreviated EOE language for digital banners due to size and readability limitations. Please refer to the established legal disclaimer requirements for more information.

13.7 USAGE: DIGITAL EXPERIENCE — CDM


CDMs

 Robert Half®
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### IT'S TIME WE ALL WORK HAPPY.®


Nothing matches the pleasure of a job that suits you just right—or, the sinking feeling you get when your job is a mismatch for you. Various elements can make you feel engaged and productive at work, or like an outcast.

We get it. Every day, we think about how to put people like you in positions where they actually *love* going to work. What does working happy look like? See for yourself.



See the Video

---








#### The Science of What Makes People Happy at Work

There's no question about it: when you're a happy employee, you're a better employee. But what are the keys to being happy at work? We collected hard data and spoke with experts who give it to you straight.

[Explore the facts>](#)

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[Employers](#) | [Salary Center](#) | [Find An Office](#) | [Blog](#)

### 2017 Resolution: Build Team Happiness

Dear Thomas,


Research shows it: In today's world, happy employees tend to be more productive, loyal, and healthy. And that is great for business.

To help your company build a happier workforce, check out our new report: [The Secrets of the Happiest Companies and Employees.](#)

In the report, you will:


- Find out what happiness really means to employees
- Explore the correlation between happiness and performance
- Learn actionable steps you can take to increase employee satisfaction

[Download the report today.](#)




Download Report

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### 2017 Resolution: Build Team Happiness

Dear Thomas,


Research shows it: In today's world, happy employees tend to be more productive, loyal, and healthy. And that is great for business.

To help your company build a happier workforce, check out our new report: [The Secrets of the Happiest Companies and Employees.](#)





In the report, you will:

- Find out what happiness really means to employees
- Explore the correlation between happiness and performance
- Learn actionable steps you can take to increase employee satisfaction

[Download the report today.](#)



Download the Report

Employers

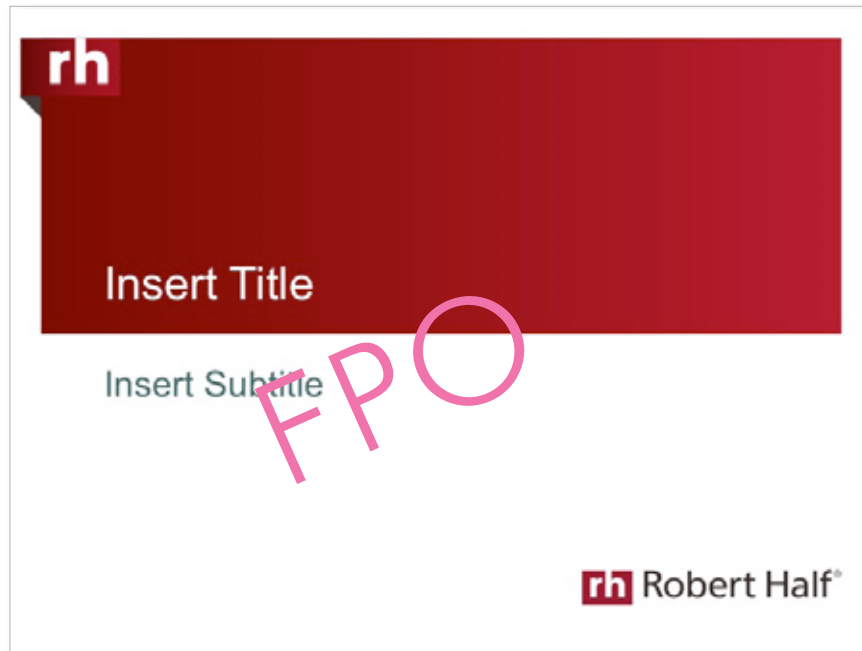
Salary Center

Find An Office

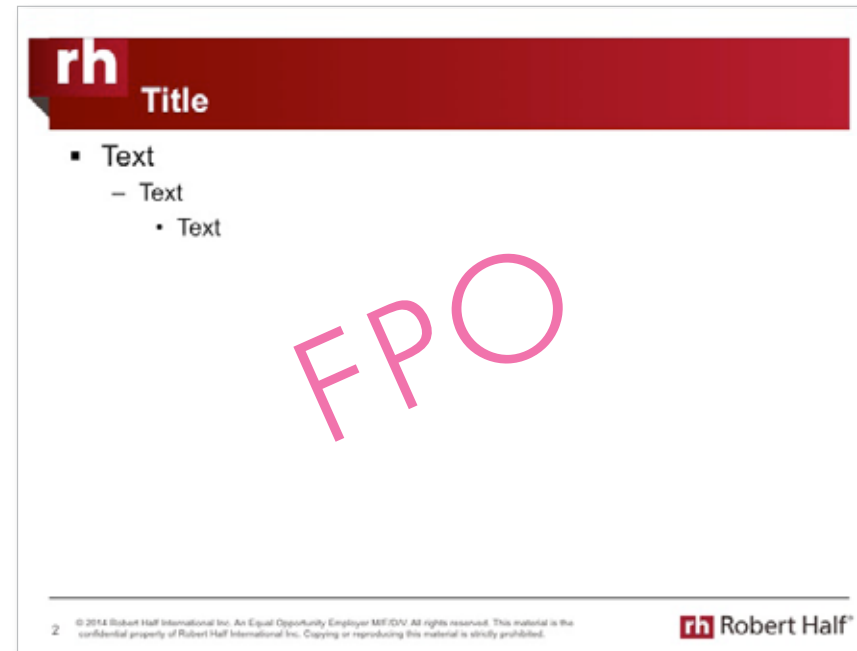
Blog

13.8 USAGE: POWERPOINT PRESENTATION

TITLE PAGE



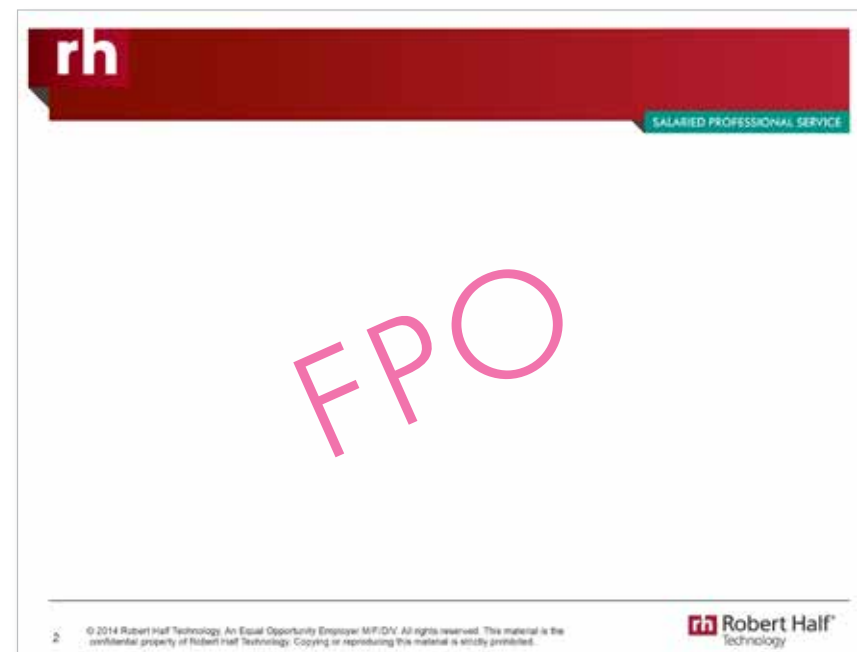
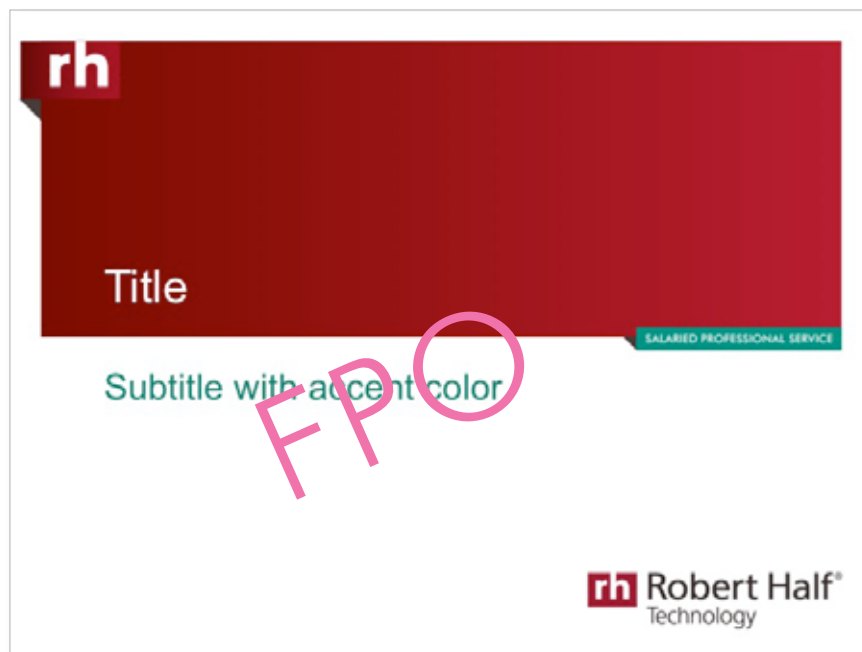
INTERIOR PAGE



POWERPOINT PRESENTATIONS

The field has access to user-friendly PowerPoint presentation templates that conform to the current branding. New presentations will be developed by Creative Services as needed.

PRACTICE LINE



## 14.0 PRACTICE LINES

14.1 NORTH AMERICA PRACTICE LINES PER LINE OF BUSINESS

14.2 NORTH AMERICA PRACTICE LINE USAGE

14.3 PRACTICE LINE EXAMPLES I

14.4 PRACTICE LINE EXAMPLES II

## 14.1 NORTH AMERICA PRACTICE LINES PER LINE OF BUSINESS

ACCOUNTEMPS | PMS 152

HEALTHCARE PRACTICE

SALARIED PROFESSIONAL SERVICE

OFFICETEAM | PMS 7462

HEALTHCARE PRACTICE

ROBERT HALF | PMS 5405

HEALTHCARE PRACTICE

RH LEGAL | PMS 7459

eDISCOVERY SERVICES

RH MANAGEMENT RESOURCES | PMS 5473

HEALTHCARE PRACTICE

HUMAN RESOURCES

SALARIED PROFESSIONAL SERVICE

RH TECHNOLOGY | PMS 327

SALARIED PROFESSIONAL SERVICE

ENTERPRISE TECHNOLOGY SERVICES

**NORTH AMERICA:****LINE OF BUSINESS (LOB) PRACTICE LINES FOR COLLATERAL**

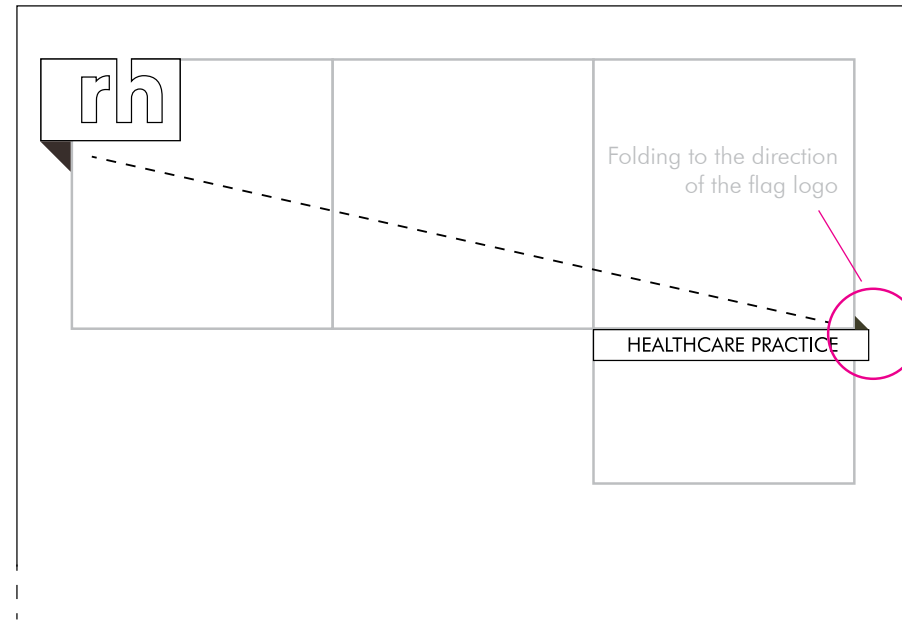
Practice Lines reflect initiatives that may change in response to market conditions. The list below is current at press time.

- > Accountemps Healthcare Practice
- > Accountemps Salaried Professional Service
- > OfficeTeam Healthcare Practice
- > Robert Half Healthcare Practice
- > Robert Half Legal eDiscovery Services
- > Robert Half Management Resources Healthcare Practice
- > Robert Half Management Resources Human Resources
- > Robert Half Management Resources Salaried Professional Service
- > Robert Half Technology Salaried Professional Service
- > Robert Half Technology Enterprise Technology Services

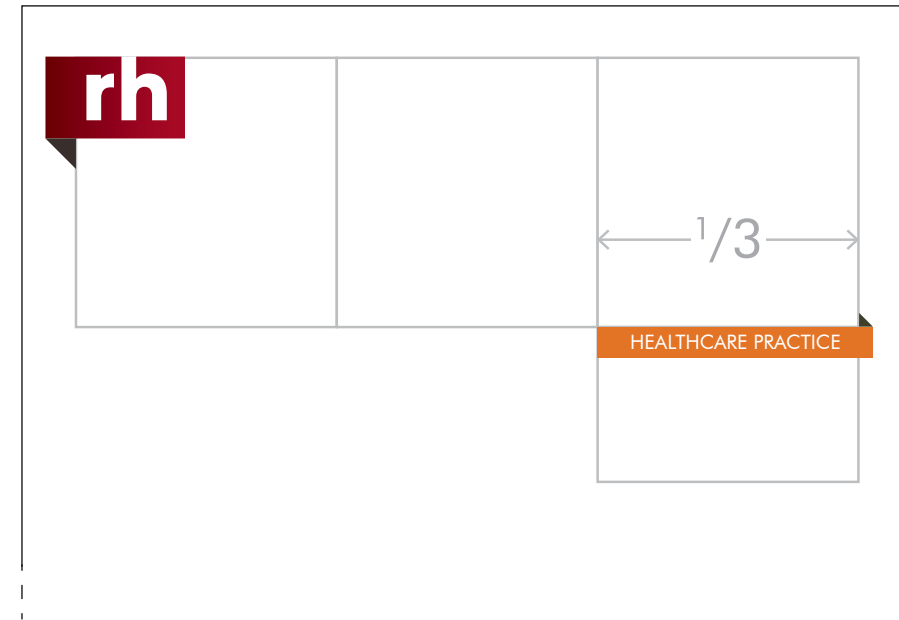
Art for Practice Line ribbons uses the Primary Accent color of the respective LOB and is available upon request in Illustrator EPS format from [creative@roberthalf.com](mailto:creative@roberthalf.com).

14.2 NORTH AMERICA PRACTICE LINE USAGE

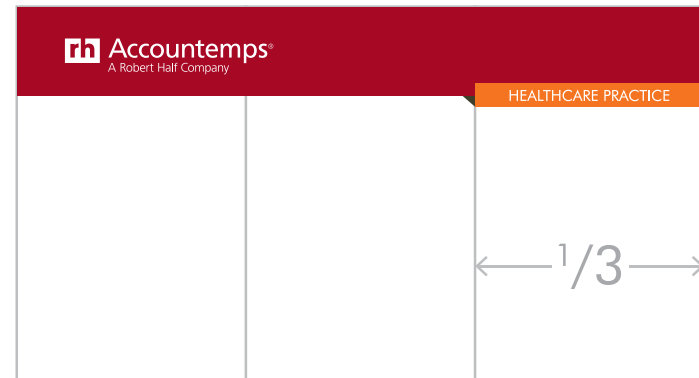
PRACTICE LINE IN RELATION TO FLAG LOGO IN COLLATERAL



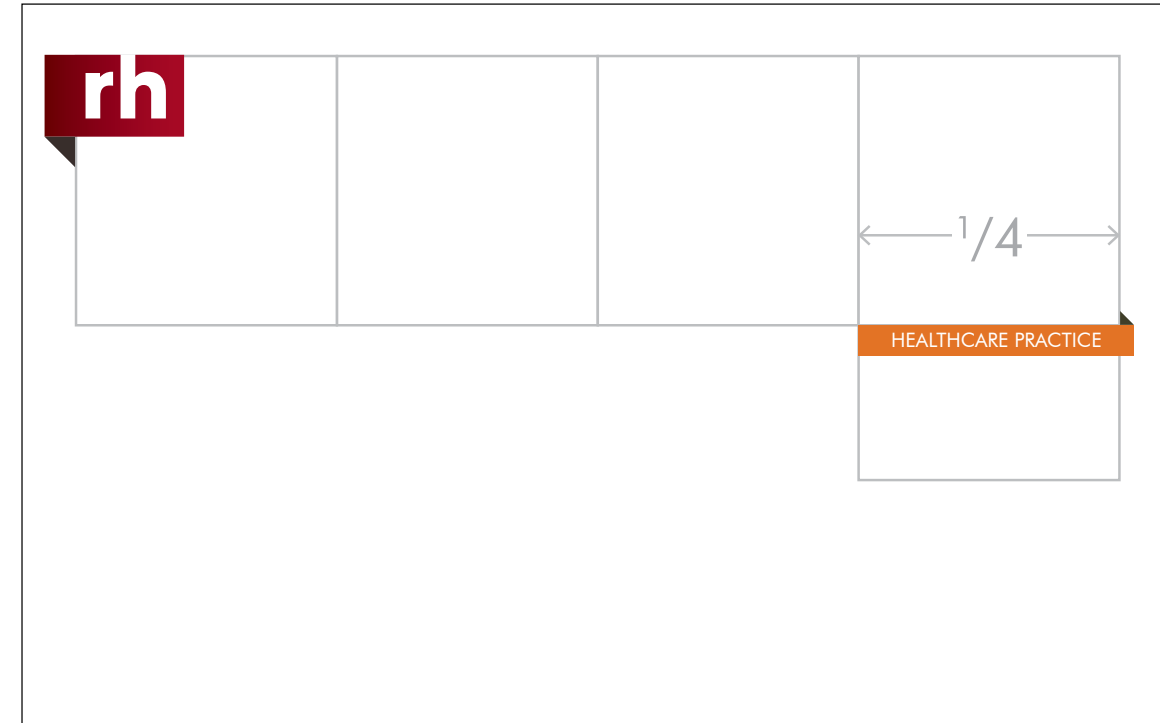
PRACTICE LINE RATIO IN VERTICAL FORMAT 8.5 X 11"



PRACTICE LINE RATIO IN OFTs



PRACTICE LINE RATIO IN HORIZONTAL FORMAT 10" OR WIDER



**NORTH AMERICA PRACTICE LINE SPECS**

Practice Lines have been designed to work with the branding system. Practice Line ribbons are all caps Futura BT Book reversed out of LOB-specific Primary Accent background colors.

The vast majority of practice line usage will be with the flag logo, as shown in "Practice Line in Relation to Flag Logo in Collateral" diagram at far left. The consistent placement and the use of the upward fold in the practice line ribbon is intended to create the illusion of a connection between it and the flag logo.

A slightly different treatment to be used in OFTs is shown under "Practice Lines Ratio in OFTs" at lower left.

**PRACTICE LINE WIDTH**

The Practice Line treatments must be one-third of a page in width in most cases, particularly in vertical formats (see "Practice Line Ratio in Vertical Format 8.5 X 11" above left). In the case of a horizontal format such as letter-size landscape (11 X 8.5"), the Practice Line ribbon art should be adjusted to one-fourth of a page in width.



14.3 PRACTICE LINE EXAMPLES I



**rh** HEALTHCARE PRACTICE

### Cost-Effective Staffing Solutions for the Healthcare Industry.

Healthcare organizations of all sizes increasingly rely on skilled temporary professionals to help improve their productivity and profitability. With over 345 office locations world-wide and an extensive network of more than 3 million highly skilled accounting and finance professionals, Accountemps is well equipped to meet the temporary, temporary-to-full-time and project-based financial staffing needs of healthcare organizations of all sizes. When critical full-time staff are away from the job or overburdened by increased workload, or to cover an unstaffed full-time position, Accountemps can provide the right professional for the job.


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- Accounting
- Staff-to-Senior-Level
- Cost
- Clerk
- Management
- Project
- Accounts Payable/Receivable
- Audit
- Bookkeeping
- Budgeting/Forecasting
- Business Analysis
- Cash Management
- Credit and Collections
- Data Entry
- Financial Analysis
- General Ledger
- Insurance Specialists
- Claims Specialists
- Patient Account Representatives
- Reimbursement Specialists
- Inventory/Purchasing
- Medical Billing
- Hospital Billing
- Physician Billing
- Month-End Close
- Payroll
- Reconciliation
- Tax
- Year-End Close
- And many other accounting and finance roles

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**WE HAVE EXPERIENCED PROJECT CONSULTANTS**  
 Salaried Consultants have chosen to begin their consulting careers as full-time employees of Robert Half Management Resources. They enjoy a strong compensation and benefits package and access to challenging projects with great companies. Our Salaried Consultants average more than 12 years of professional experience and hold relevant certifications, including CPA, CIA, CISA, CMA, CFA, CFE and PMP. They possess the same reliability, stability, professionalism, focus and excellence that you expect of your own employees.

**WE ARE A COST-EFFECTIVE AND INDEPENDENT PROJECT STAFFING ALTERNATIVE**  
 We can help you save money by reducing your project consulting costs. Our clients have found they can reduce total project consulting costs by 40 percent or more by using our Salaried Consultants to staff complex finance and accounting projects instead of using a public accounting or consulting firm. Because we are not a public accounting firm and do not perform attestation services, our staffing services will help you meet the independence guidelines of today's regulatory environment.

They are highly experienced in the following areas:

- Audit
- Compliance
- Accounting and Accounting Operations
- Finance
- Regulatory Reporting
- Business Systems
- Taxation
- Administration and Operations Management
- Project Management

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 We provide companies with highly skilled project staffing or management professionals during periods of growth, transition and peak workloads. Our Salaried Consultants, our network of over 2 million other finance and accounting project professionals, and our 150 offices in North America, South America, Europe and the Asia-Pacific region mean you can call on us to provide help when and where you need it. **For additional information on how we can help you, contact us today.**

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 roberthalfmr.com

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 Management Resources

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**STANDARD LOB PRACTICE LINES — APPLICATION**

The standard Practice Line ribbon should be placed at the top of the color box in most cases. The standard Practice Lines are reversed on Line of Business (LOB) Primary Accent colors for optimal legibility and should be used as is.

The Practice Lines for standard LOB formats are available as Illustrator EPS files upon request from creative@roberthalf.com.

14.4 PRACTICE LINE EXAMPLES II

ACQUONTEMPMS OFT

Practice Line to Page Ratio: One-third

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HEALTHCARE PRACTICE

Dear [Firstname],

Text, Text, Text

Sincerely,

[Insert name]  
[Insert title]  
[Insert contact info]

f in t g+ y

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RH LEGAL OFT

Practice Line to Page Ratio: One-third

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Legal

eDISCOVERY SERVICES

Dear [Firstname],

Text, Text, Text

Sincerely,

[Insert name]  
[Insert title]  
[Insert contact info]

f in t g+ y

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PRACTICE LINES IN OFT — APPLICATION

As with the standard Practice Line ribbons mentioned on the previous page, the OFT Practice Lines should be used as is, measuring one-third of the page width.

The Practice Lines for OFT are available upon request as Illustrator EPS files from [creative@roberthalf.com](mailto:creative@roberthalf.com).

## 15.0 NORTH AMERICA QUICK REFERENCE GUIDES PER LOB

- 15.1 RH FINANCE & ACCOUNTING
- 15.2 RH FINANCIAL SERVICES
- 15.3 RH STRATEGIC ACCOUNTS
- 15.4 RH MANAGEMENT RESOURCES
- 15.5 RH EXECUTIVE SEARCH
- 15.6 ACCOUNTEMPS
- 15.7 OFFICETEAM
- 15.8 RH LEGAL
- 15.9 RH TECHNOLOGY

15.1 RH FINANCE & ACCOUNTING

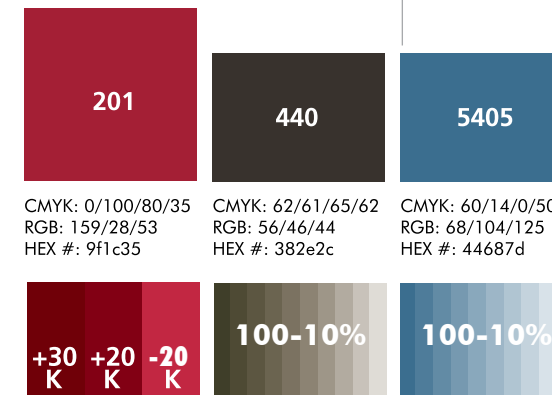
CLEAR SPACE REQUIREMENTS



MINIMUM SIZE REQUIREMENTS



PRIMARY COLORS

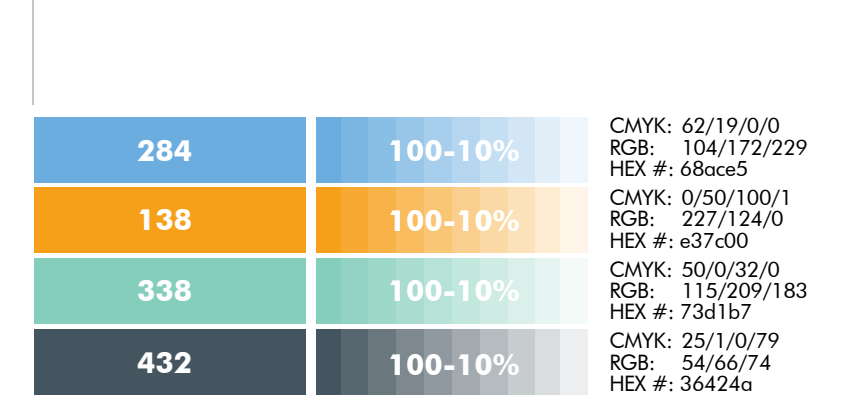


PRIMARY ACCENT



(See Sec. 2.1 for CMYK and RGB builds.)

SECONDARY ACCENT COLORS



NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.

HEADLINE TYPEFACE

Futura BT Light  
*Futura BT Light Italic*  
 Futura BT Book  
*Futura BT Book Italic*  
 Futura BT Medium  
*Futura BT Medium Italic*  
 Futura BT Bold  
***Futura BT Bold Italic***  
**Futura BT Heavy**  
***Futura BT Heavy Italic***

BODY TYPEFACE

Futura BT Book  
*Futura BT Book Italic*  
**Futura BT Medium**  
***Futura BT Medium Italic***

FONT PURCHASING INFORMATION

Futura BT Complete Family Pack = Financials  
 Headline font + body copy for all LOBs  
 Design Foundry: Bitstream  
 Product ID: BTV007  
<http://www.fonts.com/font/bitstream/futura/complete-family-pack>

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15.2 RH FINANCIAL SERVICES

CLEAR SPACE REQUIREMENTS



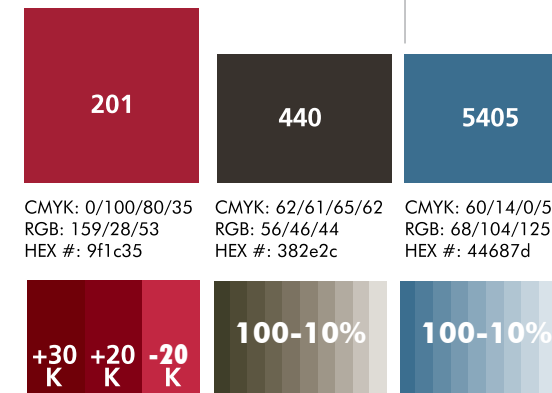
MINIMUM SIZE REQUIREMENTS



FOOTER TREATMENT



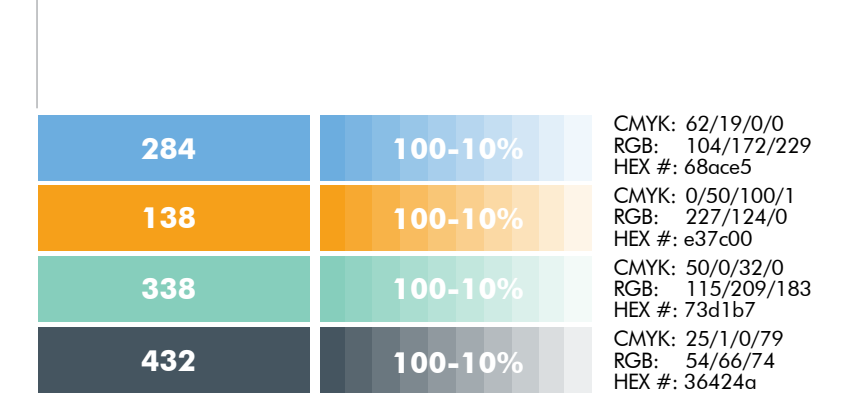
PRIMARY COLORS



(See Sec. 2.1 for CMYK and RGB builds.)

PRIMARY ACCENT

SECONDARY ACCENT COLORS



NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.

HEADLINE TYPEFACE

Futura BT Light  
*Futura BT Light Italic*  
 Futura BT Book  
*Futura BT Book Italic*  
 Futura BT Medium  
*Futura BT Medium Italic*  
 Futura BT Bold  
***Futura BT Bold Italic***  
**Futura BT Heavy**  
***Futura BT Heavy Italic***

BODY TYPEFACE

Futura BT Book  
*Futura BT Book Italic*  
**Futura BT Medium**  
***Futura BT Medium Italic***

**FONT PURCHASING INFORMATION**

Futura BT Complete Family Pack = Financials  
 Headline font + body copy for all LOBs  
 Design Foundry: Bitstream  
 Product ID: BTV007  
<http://www.fonts.com/font/bitstream/futura/complete-family-pack>

15.3 RH STRATEGIC ACCOUNTS

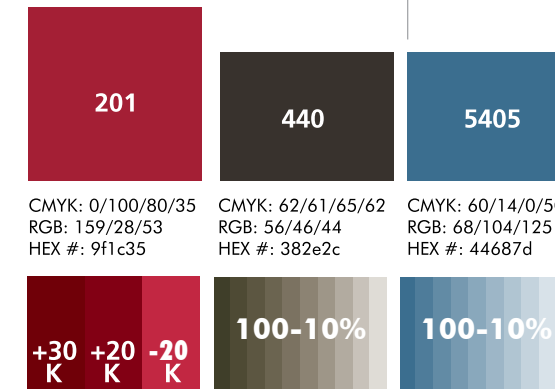
CLEAR SPACE REQUIREMENTS



MINIMUM SIZE REQUIREMENTS



PRIMARY COLORS

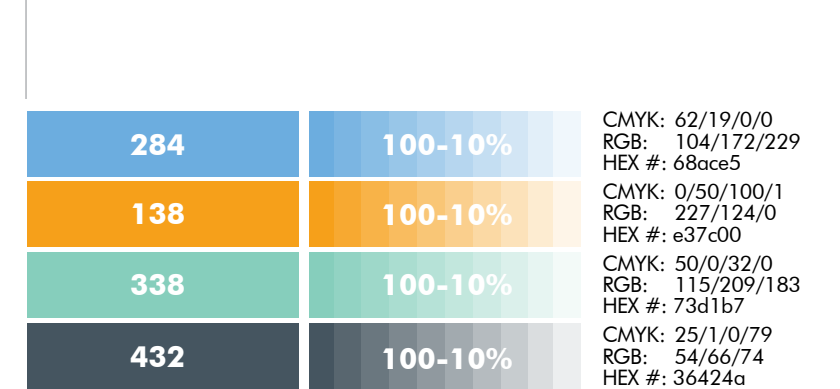


PRIMARY ACCENT



(See Sec. 2.1 for CMYK and RGB builds.)

SECONDARY ACCENT COLORS



NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.

HEADLINE TYPEFACE

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*Futura BT Light Italic*  
 Futura BT Book  
*Futura BT Book Italic*  
 Futura BT Medium  
*Futura BT Medium Italic*  
 Futura BT Bold  
*Futura BT Bold Italic*  
 Futura BT Heavy  
*Futura BT Heavy Italic*

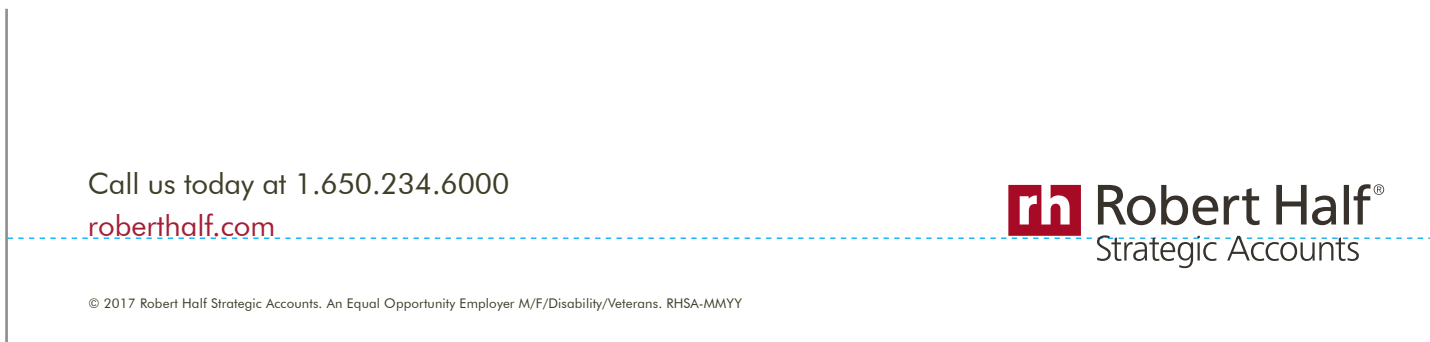
BODY TYPEFACE

Futura BT Book  
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 Futura BT Medium  
*Futura BT Medium Italic*

FONT PURCHASING INFORMATION

Futura BT Complete Family Pack = Financials  
 Headline font + body copy for all LOBs  
 Design Foundry: Bitstream  
 Product ID: BTV007  
<http://www.fonts.com/font/bitstream/futura/complete-family-pack>

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15.4 RH MANAGEMENT RESOURCES

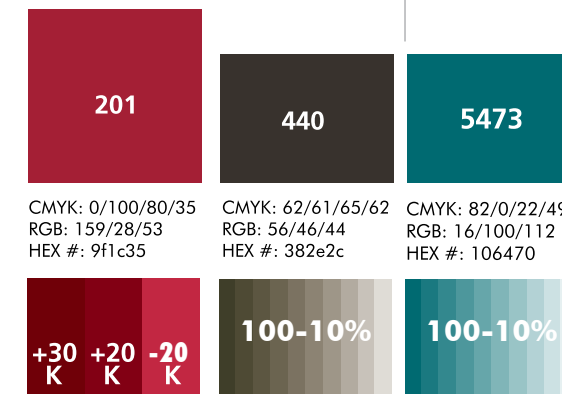
CLEAR SPACE REQUIREMENTS



MINIMUM SIZE REQUIREMENTS

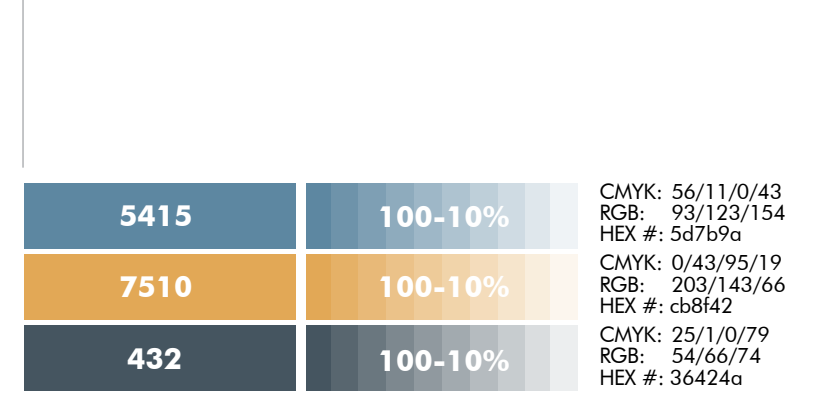


PRIMARY COLORS



PRIMARY ACCENT

SECONDARY ACCENT COLORS



NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.

HEADLINE TYPEFACE

Futura BT Light  
*Futura BT Light Italic*  
 Futura BT Book  
*Futura BT Book Italic*  
 Futura BT Medium  
*Futura BT Medium Italic*  
 Futura BT Bold  
***Futura BT Bold Italic***  
**Futura BT Heavy**  
***Futura BT Heavy Italic***

BODY TYPEFACE

Futura BT Book  
*Futura BT Book Italic*  
**Futura BT Medium**  
***Futura BT Medium Italic***

**FONT PURCHASING INFORMATION**

Futura BT Complete Family Pack = Financials  
 Headline font + body copy for all LOBs  
 Design Foundry: Bitstream  
 Product ID: BTV007  
<http://www.fonts.com/font/bitstream/futura/complete-family-pack>

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15.5 RH EXECUTIVE SEARCH

CLEAR SPACE REQUIREMENTS



MINIMUM SIZE REQUIREMENTS



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PRIMARY COLORS

 201 CMYK: 0/100/80/35 RGB: 159/28/53 HEX #: 9f1c35	 440 CMYK: 62/61/65/62 RGB: 56/46/44 HEX #: 382e2c	 7475 CMYK: 65/0/28/36 RGB: 69/126/129 HEX #: 457e81
 +30 K +20 K -20 K	 100-10%	 100-10%

(See Sec. 2.1 for CMYK and RGB builds.)

PRIMARY ACCENT

SECONDARY ACCENT COLORS

 5405 CMYK: 60/14/0/50 RGB: 68/104/125 HEX #: 44687d	 100-10%
 7510 CMYK: 0/43/95/19 RGB: 203/143/66 HEX #: cb8f42	 100-10%
 432 CMYK: 25/1/0/79 RGB: 54/66/74 HEX #: 36424a	 100-10%

NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.

HEADLINE TYPEFACE

Futura BT Light  
*Futura BT Light Italic*  
 Futura BT Book  
*Futura BT Book Italic*  
 Futura BT Medium  
*Futura BT Medium Italic*  
 Futura BT Bold  
***Futura BT Bold Italic***  
**Futura BT Heavy**  
***Futura BT Heavy Italic***

BODY TYPEFACE

Futura BT Book  
*Futura BT Book Italic*  
**Futura BT Medium**  
***Futura BT Medium Italic***

FONT PURCHASING INFORMATION

Futura BT Complete Family Pack = Financials  
 Headline font + body copy for all LOBs  
 Design Foundry: Bitstream  
 Product ID: BTV007  
<http://www.fonts.com/font/bitstream/futura/complete-family-pack>

15.6 ACCOUNTEMPS

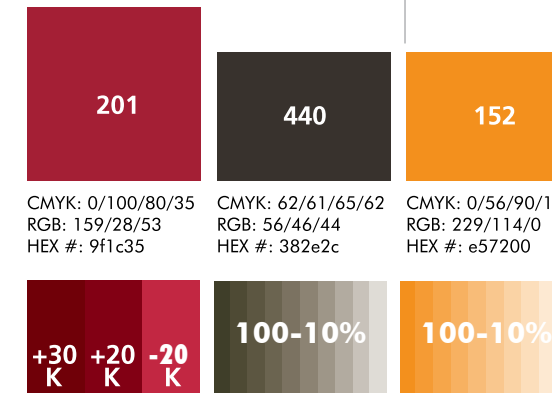
CLEAR SPACE REQUIREMENTS



MINIMUM SIZE REQUIREMENTS



PRIMARY COLORS



(See Sec. 2.1 for CMYK and RGB builds.)

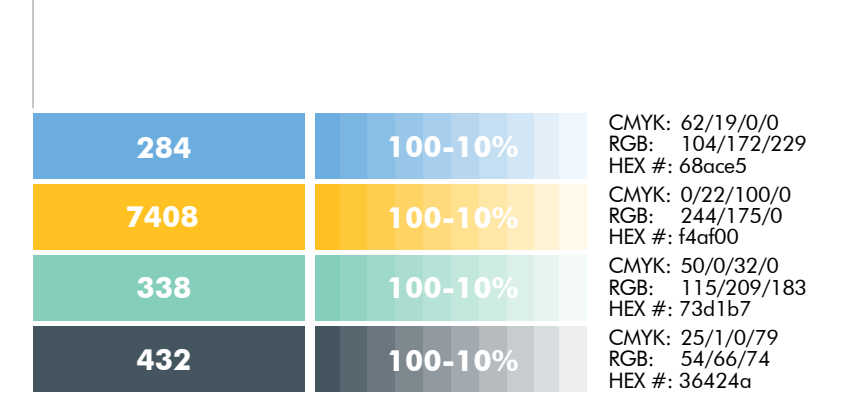
HEADLINE TYPEFACE\*

Capita Light  
*Capita Light Italic*  
 Capita Regular  
**Capita Bold**  
***Capita Bold Italic***

\*Capita font for North America use only.

PRIMARY ACCENT

SECONDARY ACCENT COLORS



NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.

BODY TYPEFACE

Futura BT Book  
*Futura BT Book Italic*  
**Futura BT Medium**  
***Futura BT Medium Italic***

FONT PURCHASING INFORMATION

HT Capita Complete Family = Accountemps  
 Headline font  
 Design Foundry: Hoftype  
 Product ID: HTFV0017  
<http://www.fonts.com/font/hoftype/capita>

(Futura BT book for body copy; see Sec. 8.1)

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15.7 OFFICETEAM

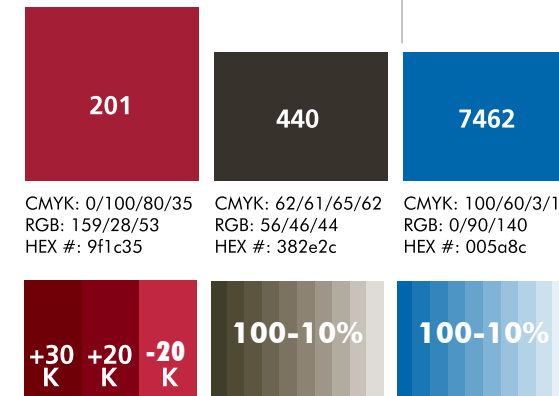
CLEAR SPACE REQUIREMENTS



MINIMUM SIZE REQUIREMENTS



PRIMARY COLORS

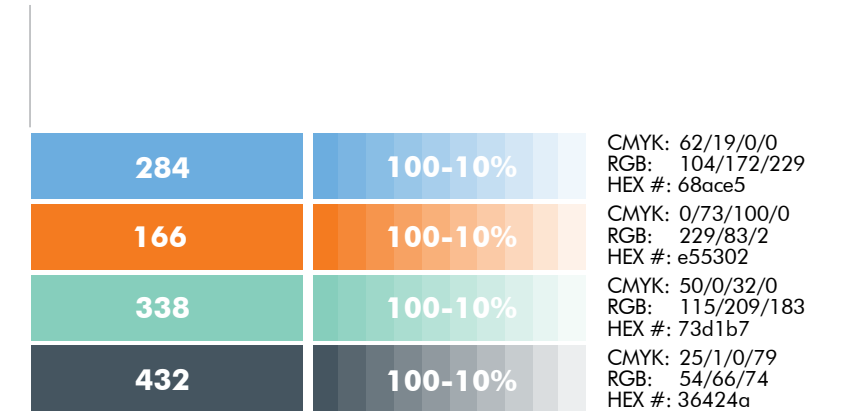


PRIMARY ACCENT



(See Sec. 2.1 for CMYK and RGB builds.)

SECONDARY ACCENT COLORS



NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.

HEADLINE TYPEFACE\*

Museo 100  
*Museo 100 Italic*  
 Museo 300  
*Museo 300 Italic*  
 Museo 500  
*Museo 500 Italic*  
 Museo 700  
*Museo 700 Italic*  
 Museo 900  
*Museo 900 Italic*

\*Museo font for North America use only.

BODY TYPEFACE

Futura BT Book  
*Futura BT Book Italic*  
 Futura BT Medium  
*Futura BT Medium Italic*

FONT PURCHASING INFORMATION

Museo Complete Family = Office Team  
 Headline font  
 Design Foundry: exljbris  
 Product ID: ASCEXV011  
<http://www.fonts.com/font/exljbris/museo/complete-family>

(Futura BT book for body copy; see Sec. 8.1)



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15.8 RH LEGAL

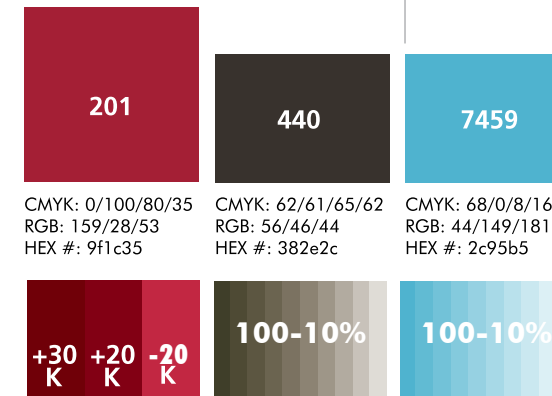
CLEAR SPACE REQUIREMENTS



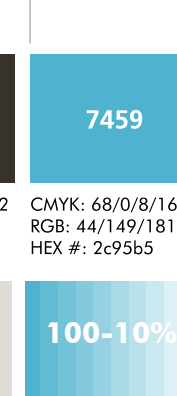
MINIMUM SIZE REQUIREMENTS



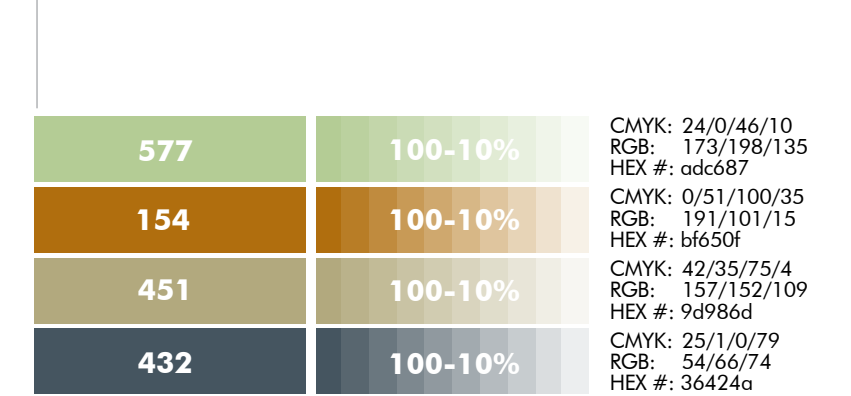
PRIMARY COLORS



PRIMARY ACCENT



SECONDARY ACCENT COLORS



NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.

HEADLINE TYPEFACE\*

ITC Bodoni Twelve  
Std Book

*ITC Bodoni Twelve  
Std Book Italic*

**ITC Bodoni Twelve  
Std Bold**

***ITC Bodoni Twelve  
Std Bold Italic***

\*ITC Bodoni Twelve Standard font  
for North America use only.

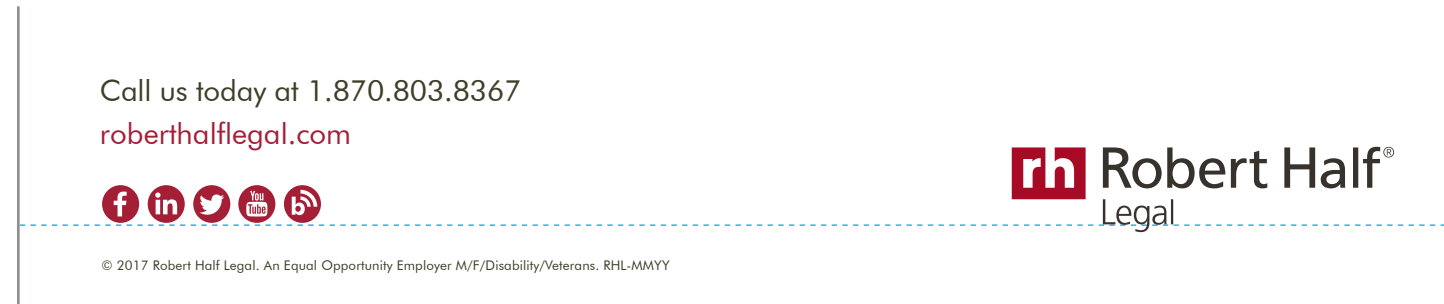
BODY TYPEFACE

Futura BT Book  
*Futura BT Book Italic*  
Futura BT Medium  
*Futura BT Medium Italic*

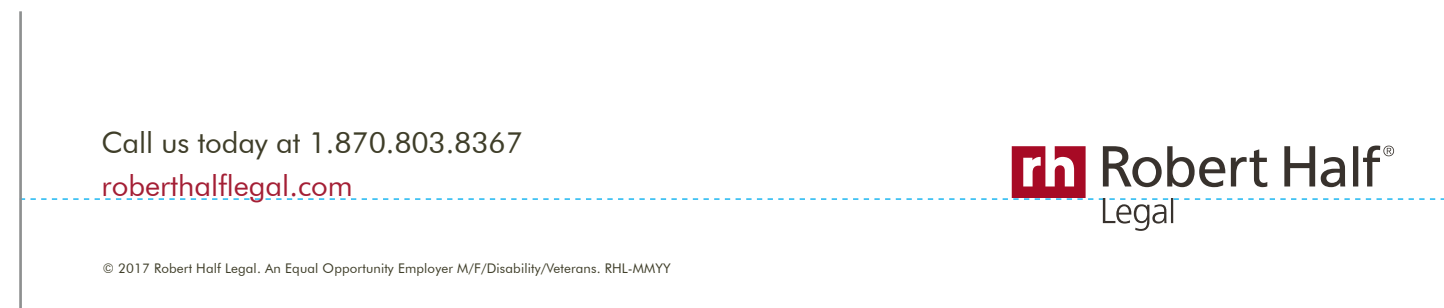
FONT PURCHASING INFORMATION

ITC Bodoni Twelve Std Volume = Robert Half  
Legal Headline font  
Design Foundry: ITC  
Product ID: OPP613154  
<http://www.fonts.com/font/itc/itc-bodoni-twelve/volume>

(Futura BT book for body copy; see Sec. 8.1)



FOOTER TREATMENT



15.9 RH TECHNOLOGY

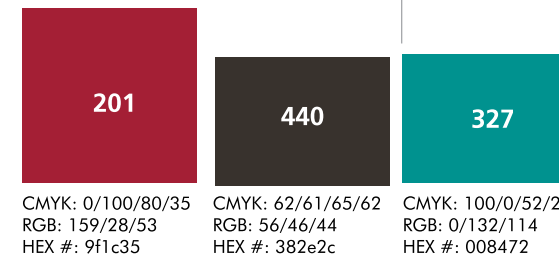
CLEAR SPACE REQUIREMENTS



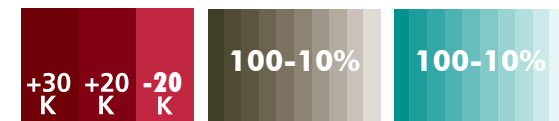
MINIMUM SIZE REQUIREMENTS



PRIMARY COLORS

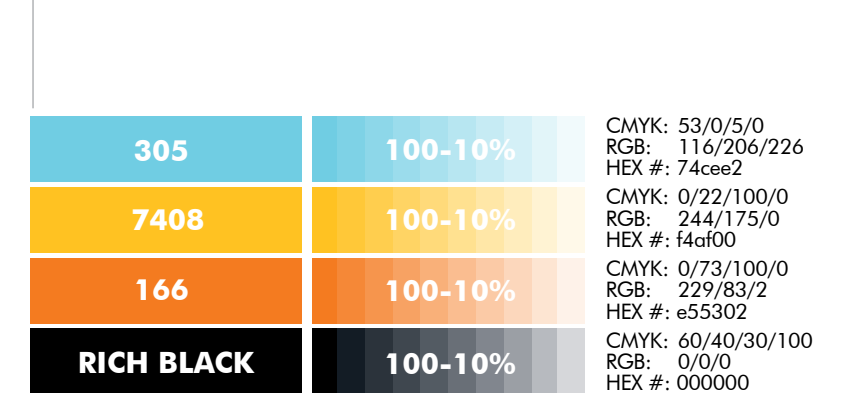


PRIMARY ACCENT



(See Sec. 2.1 for CMYK and RGB builds.)

SECONDARY ACCENT COLORS



NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.

HEADLINE TYPEFACE\*

Neo Sans Light  
*Neo Sans Light Italic*  
 Neo Sans Regular  
*Neo Sans Italic*  
 Neo Sans Medium  
*Neo Sans Medium Italic*  
 Neo Sans Bold  
*Neo Sans Bold Italic*  
 Neo Sans Black  
*Neo Sans Black Italic*  
 Neo Sans Ultra  
*Neo Sans Ultra Italic*

BODY TYPEFACE

Futura BT Book  
*Futura BT Book Italic*  
 Futura BT Medium  
*Futura BT Medium Italic*

FONT PURCHASING INFORMATION

Neo Sans Volume = Robert Half Technology  
 Headline font  
 Design Foundry: Monotype  
 Product ID: OPS616273  
<http://www.fonts.com/font/monotype/neo-sans/complete-family-pack>

\*Neo Sans Standard font for North America use only. (Futura BT book for body copy; see Sec. 8.1)



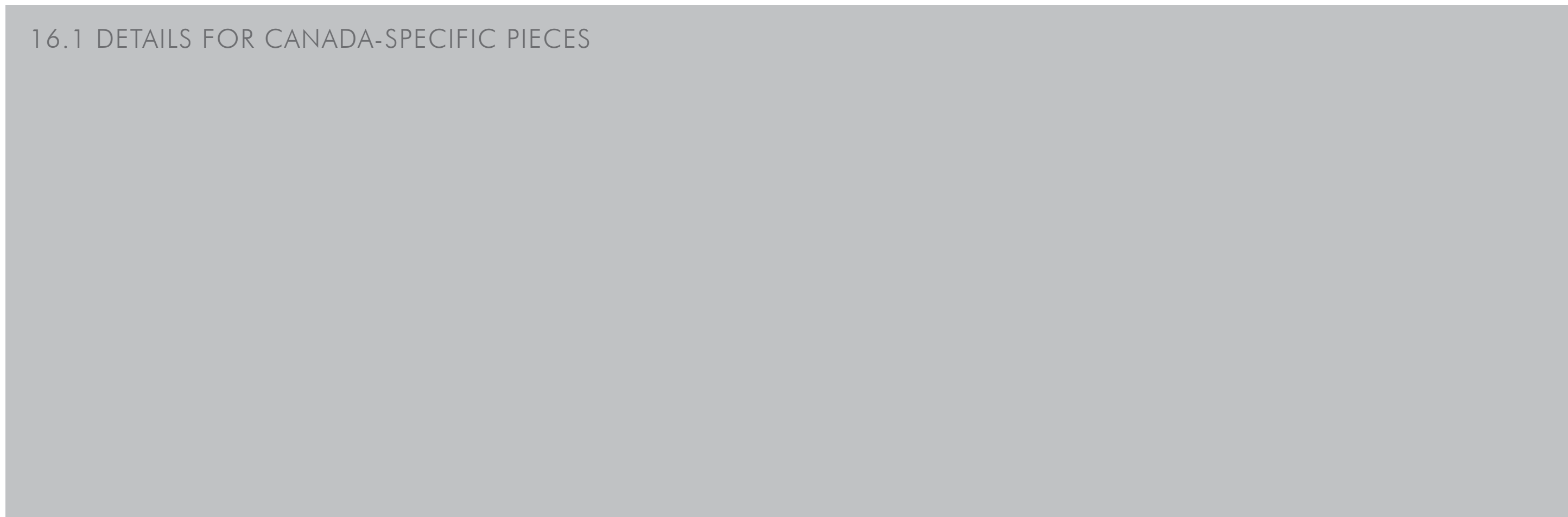
FOOTER TREATMENT



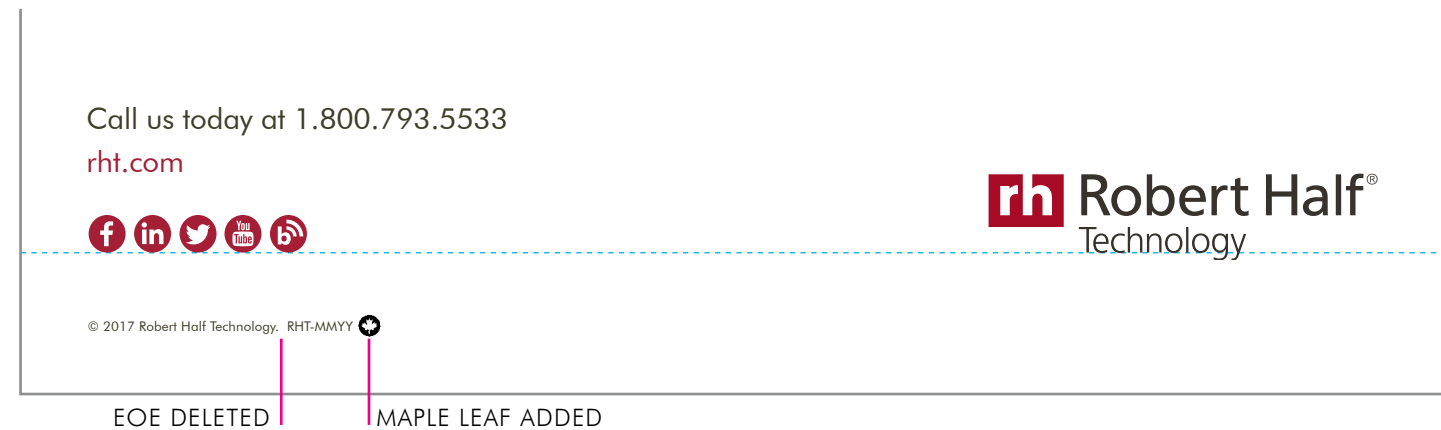


# 16.0 CANADA CONSIDERATIONS

## 16.1 DETAILS FOR CANADA-SPECIFIC PIECES



## 16.1 DETAILS FOR CANADA-SPECIFIC PIECES



ONLY 3 LOGOS ARE DIFFERENT FOR CANADA, AND SOLELY FOR FRENCH CANADA (QUÉBEC):

**rh** Robert Half®  
Finance et Comptabilité

**rh** Accountemps®  
Une entreprise de Robert Half

**rh** OfficeTeam®  
Une entreprise de Robert Half

For the most part, the minor differences in U.S. spelling and other details are not a problem for Canadian readers, and a single piece is generally used throughout both countries. However, discrepancies are sometimes significant enough to warrant a separate piece for sole use in Canada. In such cases, the following items must be addressed:

#### DELETE "EOE" LANGUAGE

The phrase "An Equal Opportunity Employer M/F/Disability/Veterans." that appears in the copyright line must be deleted. Canada has its own human rights laws, and the U.S. wording is inappropriate.

#### MAPLE LEAF BUG

A tiny maple leaf graphic is added at the end of the copyright line to identify the piece as Canada-specific. This is available upon request from [creative@roberthalf.com](mailto:creative@roberthalf.com).

#### LOGOS

For English language Canadian pieces, the logos are the same as for the United States. For French Canada, most Lines of Business (LOBs) use the English language logo, with the following exceptions: Robert Half Finance et Comptabilité (RH Finance and Accounting), Accountemps and OfficeTeam (shown at lower left).

#### CANADIAN SPELLINGS

It is up to the client to provide copy with Canadian spellings, and they are responsible for their own proofing and legal review.

#### CANADIAN URL'S

It is up to the client to determine whether to use ".com" or ".ca" URLs.

#### SOCIAL MEDIA ICONS

The client is responsible for determining which social media icons are appropriate and providing correct links.

## 17.0 INTERNATIONAL ZONE CONSIDERATIONS

17.1 COLORS AND FONTS FOR INTERNATIONAL ZONE

17.2 LOGOS AND FOOTERS FOR INTERNATIONAL ZONE

17.3 INTERNATIONAL ZONE PRACTICE LINES PER LINE OF BUSINESS

17.4 INTERNATIONAL ZONE PRACTICE LINE USAGE

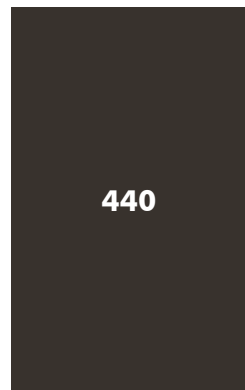
17.1 COLORS AND FONTS FOR INTERNATIONAL ZONE

PRIMARY COLORS, COATED

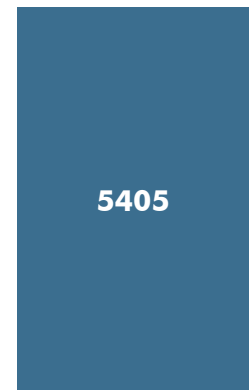


CMYK: 0/100/80/35  
 RGB: 159/28/53  
 HEX #: 9f1c35

PRIMARY ACCENT

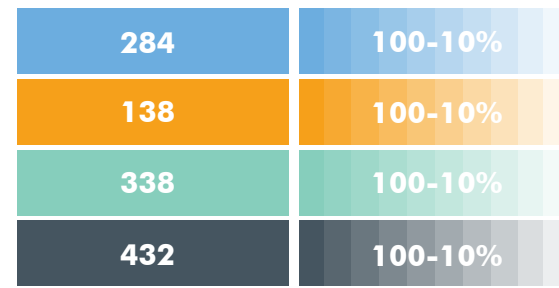


CMYK: 62/61/65/62  
 RGB: 56/46/44  
 HEX #: 382e2c



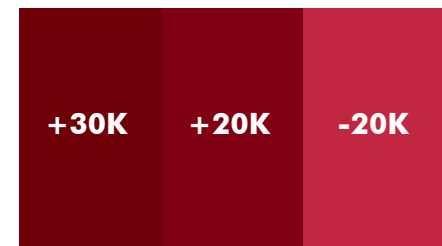
CMYK: 60/14/0/50  
 RGB: 68/104/125  
 HEX #: 44687d

SECONDARY ACCENT

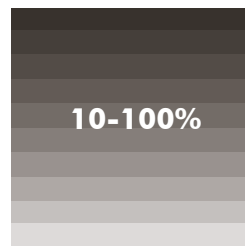


CMYK: 62/19/0/0  
 RGB: 104/172/229  
 HEX #: 68ace5  
 CMYK: 0/50/100/1  
 RGB: 227/124/0  
 HEX #: e37c00  
 CMYK: 50/0/32/0  
 RGB: 115/209/183  
 HEX #: 73d1b7  
 CMYK: 25/1/0/79  
 RGB: 54/66/74  
 HEX #: 36424a

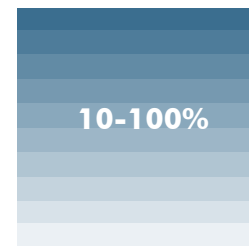
NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.



RGB: 112/0/8 RGB: 130/0/20 RGB: 206/20/50  
 HEX #: 6f1425 HEX #: 7f162a HEX #: b22240



NOTE: ANY TINTS MAY BE USED FROM 100% TO 10%.



HEADLINE TYPEFACE

Futura BT Light  
*Futura BT Light Italic*  
 Futura BT Book  
*Futura BT Book Italic*  
 Futura BT Medium  
*Futura BT Medium Italic*  
 Futura BT Bold  
***Futura BT Bold Italic***  
 Futura BT Heavy  
***Futura BT Heavy Italic***

BODY TYPEFACE

Futura BT Book  
*Futura BT Book Italic*  
 Futura BT Medium  
*Futura BT Medium Italic*

COLORS

The RH brand standard color palette (shown at left and in Secs. 7.1-7.3) is to be used as the cross-LOB palette for the International Zone.

NOTE: The additional colors in the Illustration Examples in Sec. 6.1 and the North America Quick Reference Guides per LOB in Sec. 15 (and shown in examples elsewhere throughout this Brand Style Guide) are for North America only and do not apply to the IZ.

FONTS

The Futura BT font family, the same as the official RH font (shown at left and in Secs. 8.1-8.3), is to be used as the single cross-LOB font for the International Zone.

NOTE: The additional headline fonts shown in the North America Quick Reference Guides per LOB in Section 15 are for North America only and do not apply to the IZ.

FONT PURCHASING INFORMATION

Futura BT Complete Family Pack = Financials  
 Headline font + body copy for all LOBs  
 Design Foundry: Bitstream  
 Product ID: BTV007  
<http://www.fonts.com/font/bitstream/futura/complete-family-pack>

## 17.2 LOGOS AND FOOTERS FOR INTERNATIONAL ZONE

**rh** Robert Half®  
Finance & Accounting

(Same as NAM: GBR, CED,  
APAC, SAM.  
**Confirm against Logo  
Matrix.**)

**rh** Robert Half®  
Finance et Comptabilité

(Canada (FRE), France (FRE).  
**Confirm against Logo  
Matrix.**)

**rh** Robert Half®  
Financial Services

(Same as NAM: GBR, CED,  
APAC, SAM.  
**Confirm against Logo  
Matrix.**)

**rh** Robert Half®  
Management Resources

(Same as NAM: GBR, CED,  
APAC, SAM.  
**Confirm against Logo  
Matrix.**)

**rh** Robert Half®  
Executive Search

(Same as NAM: GBR, CED, AUS.  
**Confirm against Logo  
Matrix.**)

**rh** Accountemps®  
A Robert Half Brand

(BEL, NLD.  
**Confirm against Logo Matrix.**)

**rh** OfficeTeam®  
A Robert Half Brand

(DEU, BEL, NDL, CHE.  
**Confirm against Logo Matrix.**)

**rh** OfficeTeam®  
Une marque de Robert Half

(France (FRE).  
**Confirm against Logo Matrix.**)

**rh** Robert Half®  
Legal

(Same as NAM; BEL, UAE, BRA.  
**Confirm against Logo Matrix.**)

**rh** Robert Half®  
Juridique et Fiscal

(France (FRE).  
**Confirm against Logo Matrix.**)

**rh** Robert Half®  
Technology

(Same as NAM; GBR, DEU, UAE,  
CHE, APAC, SAM.  
**Confirm against Logo Matrix.**)

**rh** Robert Half®  
Technologie

(France (FRE).  
**Confirm against Logo Matrix.**)

+00 000 0000 000

roberthalf.xx

Brazil/Chile: +00 000 0000-000

**LOGOS**

Logo usage must be confirmed against the Logo Matrix, a frequently updated document that shows the approved logo usage throughout the International Zone. The Logo Matrix is for use by Robert Half employees only and may be obtained by contacting [creative@roberthalf.com](mailto:creative@roberthalf.com).

**FOOTERS**

Signature, URL and phone number have the same clear space requirements and footer treatment as North America (see Section 3.6).

Because the URLs and phone numbers are different for each country, they must be confirmed with the specific LOB contact.

Use the simplified copyright line “© 2017 Robert Half.”, unless specified otherwise by LOB contact. The phrase “An Equal Opportunity Employer M/F/Disability/Veterans.” must be deleted.



## 17.3 INTERNATIONAL ZONE PRACTICE LINES PER LINE OF BUSINESS

INTERNATIONAL ZONE  
ROBERT HALF | PMS 5405



INTERNATIONAL ZONE  
ROBERT HALF FINANCIAL SERVICES | PMS 5405

**INTERNATIONAL ZONE:****LINE OF BUSINESS (LOB) PRACTICE LINES FOR COLLATERAL**

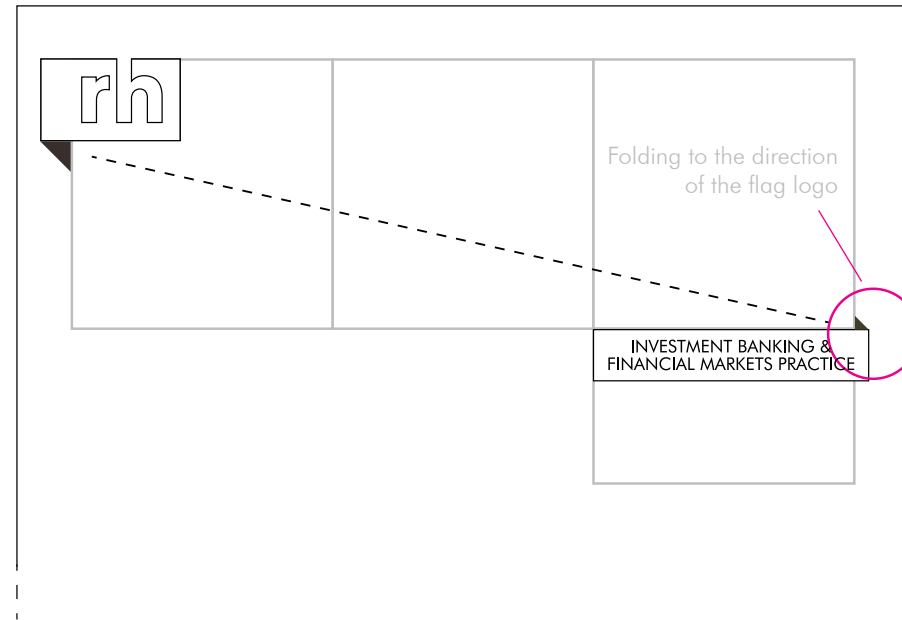
Practice Lines reflect initiatives that may change in response to market conditions. The list below is current at press time.

- > Robert Half Engineering & Resources Practice
- > Robert Half Engineering Practice
- > Robert Half Executive Search Practice
- > Robert Half Human Resources Practice
- > Robert Half Mining & Resources Practice
- > Robert Half Non-Finance Practice
- > Robert Half Oil & Gas Practice
- > Robert Half Financial Services Asset Management & Operations Practice
- > Robert Half Financial Services Banking Practice
- > Robert Half Financial Services Business Transformation Practice
- > Robert Half Financial Services Compliance Practice
- > Robert Half Financial Services Credit, Risk & Operations Practice
- > Robert Half Financial Services Finance & Accounting Practice
- > Robert Half Financial Services Insurance Practice
- > Robert Half Financial Services Investment Banking & Financial Markets Practice
- > Robert Half Financial Services Investment Banking Practice
- > Robert Half Financial Services Operations Practice
- > Robert Half Financial Services Retail Banking Practice
- > Robert Half Financial Services Risk & Compliance Practice
- > Robert Half Financial Services Risk Practice
- > Robert Half Financial Services Technology Practice

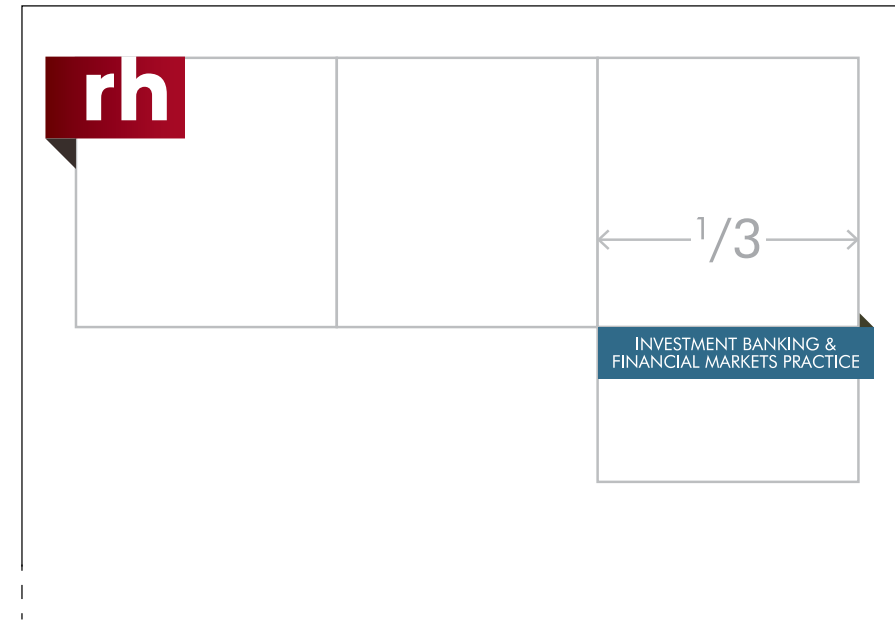
Art in Illustrator EPS format for Practice Line ribbons is available upon request from [creative@roberthalf.com](mailto:creative@roberthalf.com).

17.4 INTERNATIONAL ZONE PRACTICE LINE USAGE

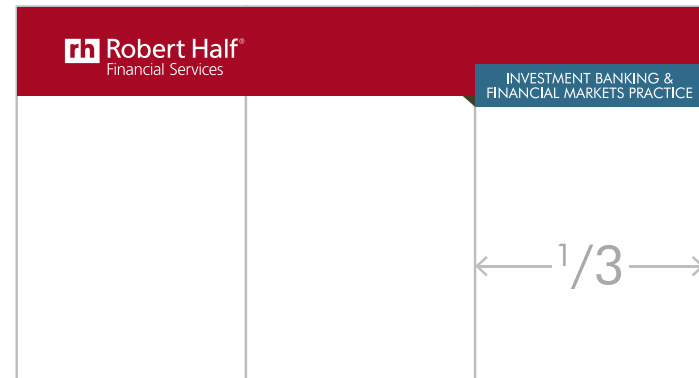
2-LINE PRACTICE LINE IN RELATION TO FLAG LOGO IN COLLATERAL



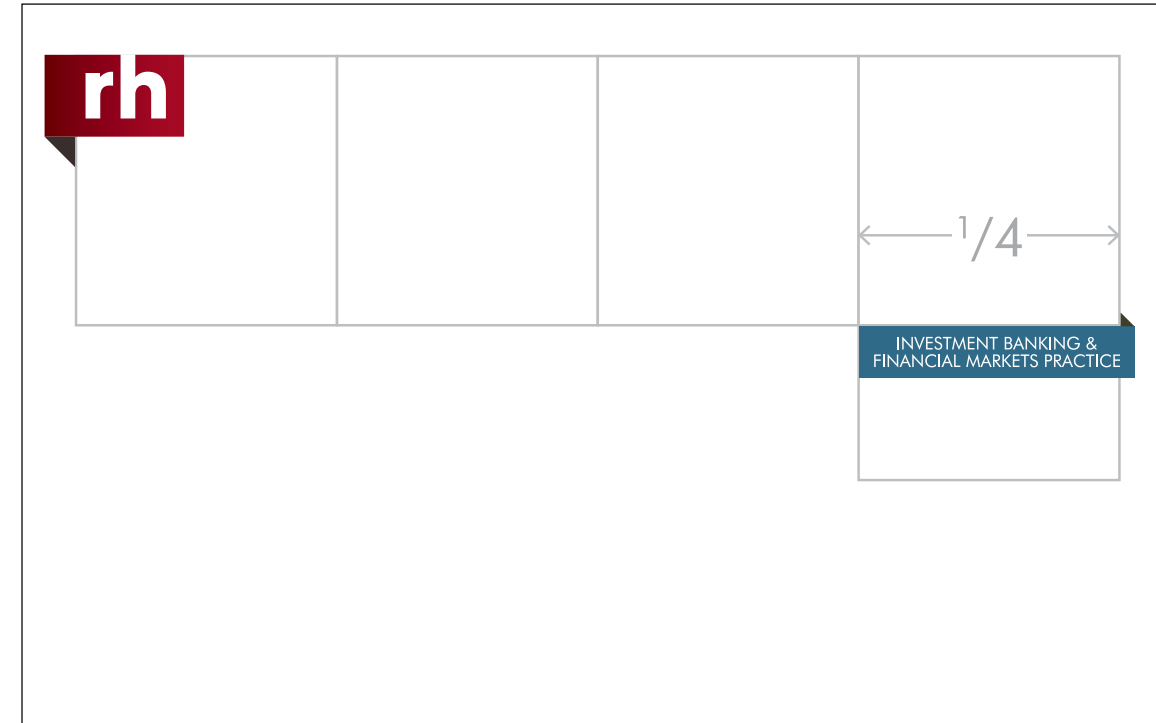
2-LINE PRACTICE LINE RATIO IN VERTICAL FORMAT A4



2-LINE PRACTICE LINE RATIO IN OFTs



2-LINE PRACTICE LINE RATIO IN HORIZONTAL FORMAT 10" OR WIDER



**INTERNATIONAL ZONE PRACTICE LINE SPECS**

Usage of the IZ Practice Line ribbons is the same as for North America (see Sec. 14.2) except where long Practice Line names require two lines. In these cases, the Practice Line ribbons are taller and are to be used as shown at left.

Practice Lines have been designed to work with the branding system. Practice Line ribbons are all caps Futura BT Book on LOB-specific Primary Accent colors.

The vast majority of practice line usage will be with the flag logo, as shown in Practice Line in Relation to Flag Logo in Collateral in Sec. 8.2 and in 2-Line Practice Line in Relation to Flag Logo in Collateral diagram at far left. The consistent placement and the use of the upward fold in the practice line ribbon is intended to create the illusion of a connection between it and the flag logo.

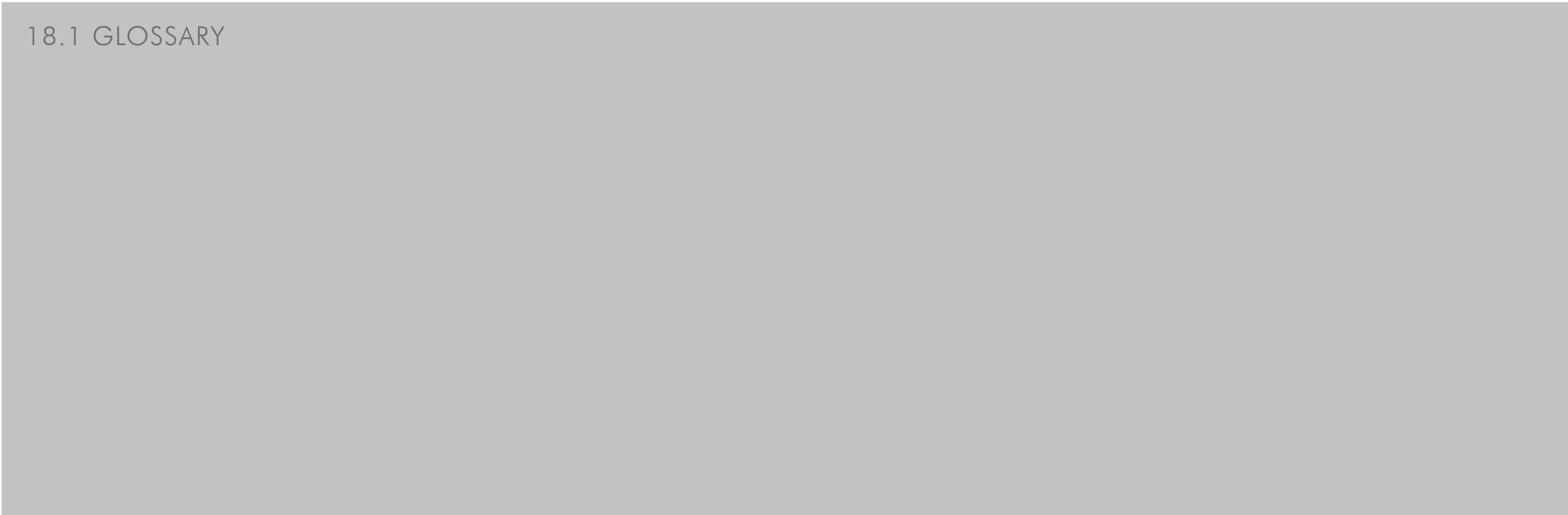
A slightly different treatment to be used in OFTs is shown under 2-Line Practice Lines Ratio in OFTs at lower left.

**PRACTICE LINE WIDTH**

The Practice Line treatments must be one-third of a page in width in most cases, particularly in vertical formats (see Practice Line Ratio in Vertical Format A4 above left). In the case of a horizontal format such as A4 landscape, the Practice Line ribbon art should be adjusted to one-fourth of a page in width.

# 18.0 GLOSSARY

## 18.1 GLOSSARY



## 18.1 GLOSSARY

**OPTIMAL FILE FORMATS**

**EPS/VECTOR:** Preferred format for use in print deliverables, IAPDF and for any other high-resolution applications such as banners and signage.

**GIF:** Acceptable for web logos. Low-resolution format (web only). Not advised for Microsoft Office products such as PowerPoint and Word.

**JPG:** Recommended for online and Microsoft Office products such as PowerPoint and Word. Good image quality and compression — used for photography. Does not have transparent background capability, so cannot be reversed out of color bands. Not advised for professional-quality print pieces.

**PNG:** Preferred format for web. Has transparent background and high-resolution capability.

**GLOSSARY OF TERMS**

**BRAND ENDORSER:** This is the text below the brand name in the endorsed brand LOBs (see “Endorsed Brand Signature” below). Examples include: A Robert Half Company, A Robert Half Brand.

**BUSINESS NAME:** The business name is the wording that falls below the “Robert Half” in any of the Robert Half branded businesses (see “Descriptor” below).

**CORPORATE SIGNATURE:** Robert Half logo.

**DESCRIPTOR:** The descriptor is the part of the LOB signature below the words “Robert Half”. Examples include: Finance & Accounting, Management Resources, Technology, etc.

**ENDORSED BRAND SIGNATURE:** The logos for Accountemps and OfficeTeam are endorsed brand signatures.

**LINE OF BUSINESS (LOB):** Refers to the different divisions of Robert Half International Inc.

**LOB:** Line of business.

**LOB SIGNATURES:** LOB signatures are the logos representing all of the Lines of Business of Robert Half International Inc., including: Robert Half Finance & Accounting, Robert Half Financial Services, Robert Half Legal, Robert Half Management Resources, Robert Half Technology, Robert Half Executive Search, Accountemps and OfficeTeam.

**LOGOTYPE:** The logotype is the part of the logo that reads “Robert Half”.

**MONOGRAM:** The monogram is the part of the corporate signature comprising the red rectangle with the white “rh” in the center.