

Robert Half Brand



“Our employees and partners are the brand ambassadors of our visual identity. Maintaining the integrity of our program, adhering to our best practices as outlined in this document, and ensuring its approved application and execution is essential in managing a strong brand presence. This is especially important in today’s world of competitive brands. Every advantage counts – and a strong, consistently executed visual identity program will be one of our most effective advantages.”

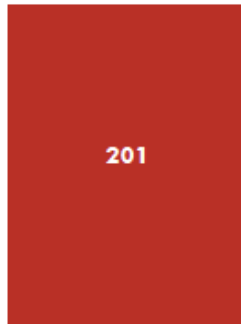
Goals of our branding

- Unification of our brands to be more relevant for clients and candidates
- Innovative and effective marketing materials
- Imagery that is approachable and realistic
- Optimized online experience

Color Palette

2.1 PRIMARY AND SECONDARY ACCENT COLORS

PRIMARY COLORS COATED



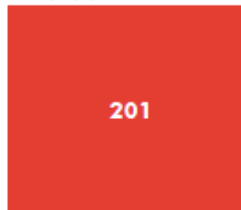
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HEX #: 9f1c35



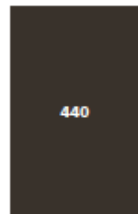
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RH RED UNCOATED

CMYK: 0/100/86/15



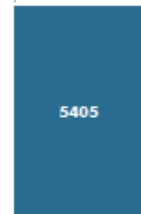
PRIMARY ACCENT



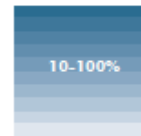
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RGB: 54/44/44
HEX #: 38242c



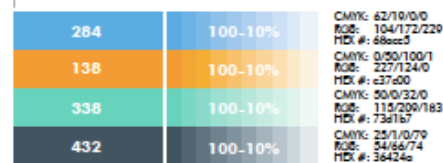
NOTE: ANY TINTS MAY BE USED FROM 100% - 10%



CMYK: 40/14/0/50
RGB: 68/104/125
HEX #: 446874



SECONDARY ACCENT



NOTE: ANY TINTS MAY BE USED FROM 100% - 10%

CMYK: 62/10/0/0
RGB: 104/172/220
HEX #: 68acc0
CMYK: 0/50/100/1
RGB: 227/124/0
HEX #: c37c00
CMYK: 90/0/32/0
RGB: 115/200/183
HEX #: 73e1b7
CMYK: 25/1/0/70
RGB: 54/66/74
HEX #: 36424e

- PRIMARY COLORS

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.

Robert Half Brand Platform

Brand Essence	Committed to Your Success			
Positioning	Robert Half professionals are personally committed to delivering success with every placement. We leverage our specialization, experience, insight and proven processes to create rewarding futures for clients and candidates., driving bottom line results and helping fulfill lives.			
Personality	Responsive	Collaborative	Innovative	Leader
Motivations	Autonomy	Mastery	Purpose	Security
Rationaizations to Believe	<ul style="list-style-type: none"> • Values, reputation, culture, commitment—Our motto, “Ethics First,” guides our relationships. • Size, scale, scope—We are the world’s first and largest specialized staffing firm with access to millions of pre-screened, qualified professionals. • Proven, proprietary processes to deliver a successful fit—Our approach, technology and methods are constantly improving to provide the best staffing results. • Personal touch in a digital world—We simplify the hiring process by combining the best technology with one-to-one, personal service. • Industry specialists who understand clients’ businesses—Our professionals bring specific expertise in each field we serve to meet specialized needs. • Full spectrum of staffing and consulting services—We are the only staffing firm that also offers a full spectrum of consulting services through our in-house access to the proven methodologies of Protiviti. Further, Protiviti brings its clients the flexible resource capabilities of our staffing operations. 			
Robert Half Role	Experienced, knowledgeable professionals committed to delivering the best staffing results to achieve client and candidate success.			
Target Audience	Clients and candidates who see the value of working with a specialist and understand that hiring mistakes are costly. They know that qualitative factors affect success and place a premium on finding precisely the right match.			

Employee Brand Elements

- Brand Essence: Committed to Success
- Emotional Tigger/Motivation: Purpose
- Brand Personality Traits (related to employees): Collaboration, Innovation & Leader
- Brand Elements we are dialing-up in 2015-2016
 - Approachability & Relatable
 - Warm, Friendly
 - Energy
 - Human
- Color: Red (201) brand color is a distinct and powerful brand element

Psychographics: Employees

- Our internal staff want to know “we are making a **difference**”. Just like our candidates, our internal employees want to know they have **purpose** – and that the work they do is **meaningful, appreciated** and noticed.

Employees Said:

WHAT MAKES ROBERT HALF UNIQUE?

BUILDING LONG-TERM, TRUSTING RELATIONSHIPS

"Candidates become clients and clients become candidates. We take the long view."

"They come back to us over the years because the candidates are a good fit. And they know what we've told them about the market is right."

"Our clients recognize we have a relationship with dimension, beyond just filling the position on the table."

ASKING QUESTIONS AND LISTENING TO ANSWERS

"It's about building trust through listening, collaboration, and a human relationship."

"We have to sort out the wants and the needs."

HIRING EXPERTS WHO ARE COMMITTED TO QUALITY

"So many of us are experts in the industry we're working in now. Our competitors were selling cars last week."

"They know they'll get qualified candidates from us. They may get 20 résumés from one guy and only three from me, but I know those three people are going to be good."

INVESTING IN RESOURCES AND TECHNOLOGY

"We're adding value and helping to educate our clients and candidates on the market."

"I have all this ammo, and I know when to pull it out and use it."

"Our screening process helps clients know we're only presenting quality candidates who can do the job."

BEING HONEST AND FAIR

"The hard stuff makes your relationship better. When you work through a challenge, that's when you earn their trust."

"We're going to do what's right. Even if it means not filling the open position right now."

GOING ABOVE AND BEYOND

"I'll take that half hour to help someone with their résumés."

"I'll call an employer on behalf of a candidate, even if they are not working with me."

What the Brand Promise Means to Each Audience

"COMMITTED TO YOUR SUCCESS"



"ROBERT HALF FINDS THE RIGHT FIT BY DOING THE RIGHT THING FOR YOU"



CANDIDATES: AUTONOMY + MASTERY

"Robert Half will work with me to find the jobs that meet my needs and let me be my best."

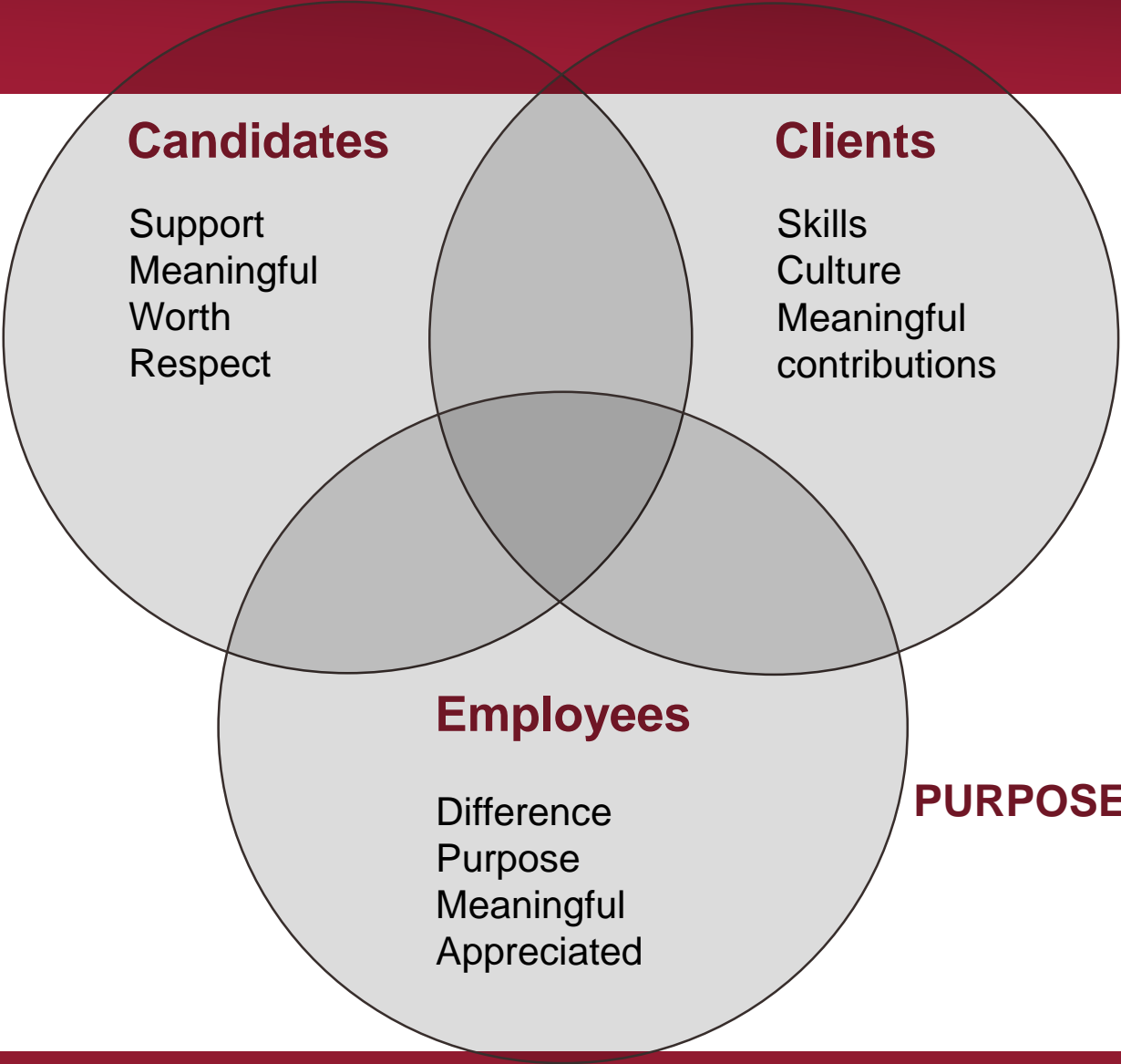
CLIENTS: SECURITY

"Robert Half will quickly find the right person for the jobs I have available, and for the culture of my company."

EMPLOYEES: PURPOSE

"Robert Half empowers me make a tangible difference to others in a way that aligns with my own personal values and approach to doing business."

AUTONOMY
MASTERY



SECURITY

PURPOSE