

**GEMINI**  
**PEOPLE**



**Where talent prospers**

# Our **Brand** Blueprint

**Recruitment is changing. Candidates and agencies expectations of the services we provide are higher than ever.**

*So it's time for us to change too.*

We need to redefine ourselves and stand out as the creative recruitment market leader. However, this doesn't mean simply putting a different logo above our door and carrying on as before.

It means asking some fundamental questions of ourselves: who are we? What do we believe? What do we stand for? What do we want to achieve?

And then every single one of us needs to work together to make it happen.

So embrace the change. Be the brand. Welcome to a new recruitment agency.

***Welcome to the new Gemini People.***





# The **NEW** look Gemini People

## TIME FOR CHANGE

Our audience is always on the lookout for new, user friendly ways to nab their next candidate. More and more are going direct, using LinkedIn, using other social channels or even creating SMS groups.

The marketing industry is changing quickly too. The 'self-serve,' 'on demand' generation are influencing this change and the diversity agenda is ever more visible. Online behaviours continue to develop, allowing consumers to constantly scrutinise and review a brand's performance.

Let's turn this into our opportunity because Gemini are ready for this change, to look past this behaviour by matching and enhancing the recruitment experience.

## THE NEW GEMINI STARTS HERE... THE PURPOSE OF THE GUIDELINES

A new, ambitious approach deserves a new progressive image. Whether at our offices, in front of our clients, online, in the press or in person our image is always on. Therefore, what client's see and what we say should be our brand and what we stand for. Our first impression should be a lasting impression.

The following brand guidelines will empower all employers and partners to live Gemini's ambition as the default recruitment agency.

## WHERE IT ALL BEGAN – OUR STORY

We started out in June 2011 with a simple mission: to be the go-to creative recruitment agency, at home and internationally. Our entrepreneurial spirit drove us to invest in new areas to match market changes and client needs. Our love of innovation inspired us to take advantage of rapid changes in technology to keep our service consistent, efficient and memorable.

**So, pats on the back all round, now onto the next chapter. A new look Gemini.**





# Our Logo

## Primary Brandmark

**GEMINI**  
**PEOPLE**

### THE GEMINI LOGO

Our logo is the visual distillation of our brand.

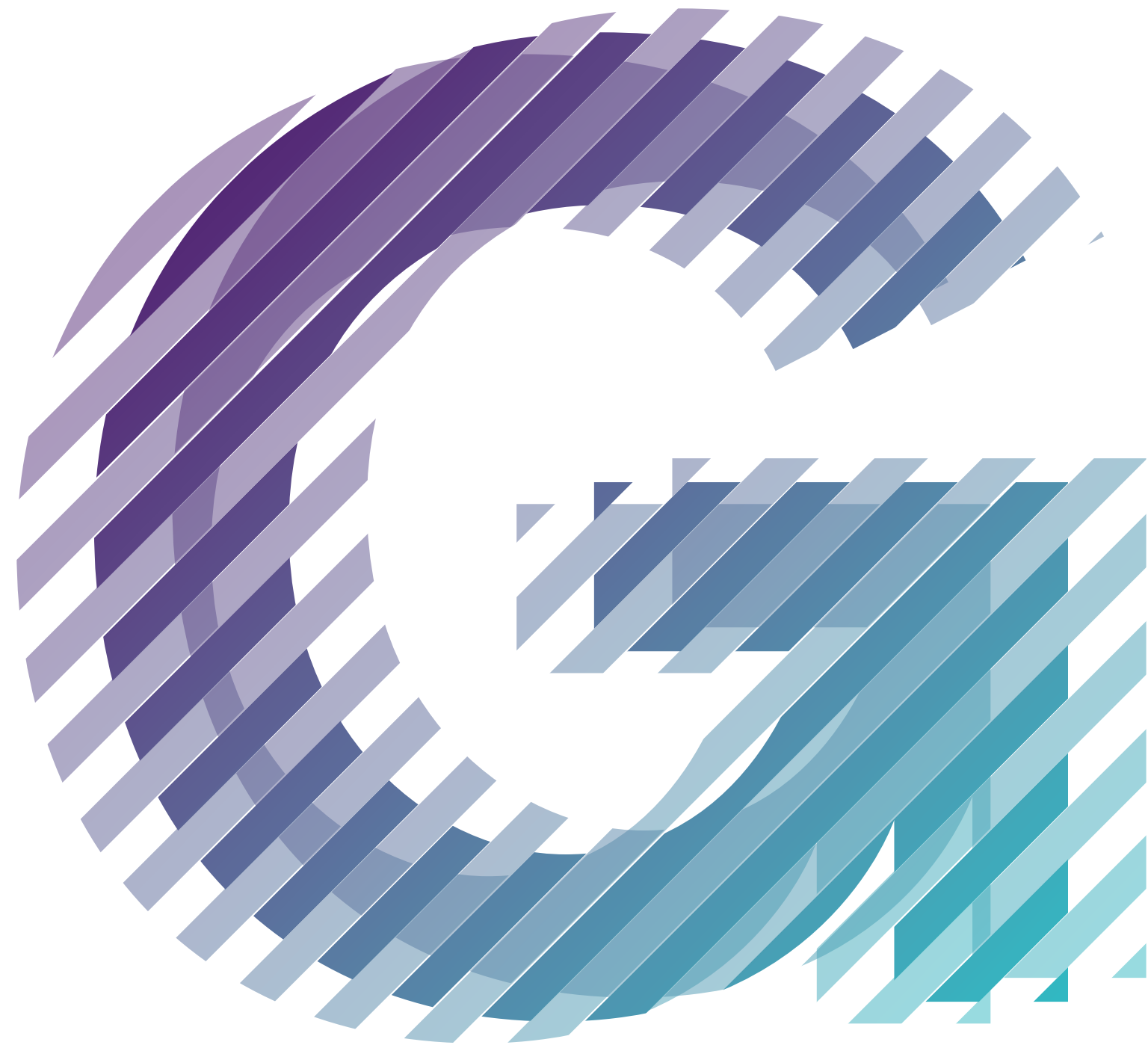
It represents all we do and say, so it's super important that we use it consistently and correctly to protect its value

If you are in any doubt about how to apply the logo, please contact the Gemini marketing team, details provided on the back cover.

## Reverse

**GEMINI**  
**PEOPLE**

# Our Monogram



## USING THE 'G' ICON

The 'G' icon reflects the positivity of our company, always on, always looking up. The icon can be used on all social media platforms using the primary colour palette. The icon can also be manipulated into abstract effects (as above) to help communicate the diverse range of candidates within the creative industry that we represent.

## MONOGRAM STYLES



### SQUARE FORMAT

This variation of the icon can be used for presentation decks where the Primary logo is featured and all social media platforms.

### CIRCULAR FORMAT

For platforms such as LinkedIn and Instagram that require a circular format.

### GRAPHIC TREATMENT

This is an example of a graphic treatment of the 'G' icon, providing the core structure of the icon is still recognisable then there are no creative constraints to it's usage. See previous page for an example.

## ALTERNATIVE COLOURS





# Logo Usage

## PRIMARY LOGO - CLEAR SPACE

It's really important that the logo is never overcrowded by other things

The exclusion zone depicted here is based upon 4 x the letter 'l' width in the Gemini logo. No text or graphic elements should encroach upon this area. So please always use this for reference.



## PRIMARY LOGO - MINIMUM SIZE

There are times when you won't have much space and the logo will need to be small too.

Please use the following minimum size guide for our logo option.

These guides apply to printed media only.

- Print minimum 20 mm
- Digital minimum 70 pixels



## MONOGRAM - CLEAR SPACE

The clear space around our logo is always the same distance, and is the same height as the height of 'M' in the logo. So please always use this for reference.



## THINGS TO AVOID

Consistency is the most important thing when it comes to maintaining our visual identity. For this reason we ask you to use only the logos we have provided and not create any of your own, or adjust them in any way.

Here is a list of things not to do as they would damage brand consistency.

These rules do not apply to the 'G' icon.



Don't skew or rotate.



Don't use drop shadows.



Don't make lock-ups.



Don't put extra space between the elements.



Don't change the font



Don't use colours not in the guidelines



Don't use on colour backgrounds if stand-out is not sufficient. Always use the negative logo on dark



Don't use on top of images if contrast is not sufficient.



# Logo Placement

Logo placement is important to help keep brand identity consistent, your eyes scan from left to right so it's good practice to sign off with the Gemini People logo.

So wherever possible, we place the logo top right, but if necessary we can position within the right hand zones shown opposite.

## LANDSCAPE

Minimum 15% of the page width



## PORTRAIT

Minimum 15% of the page width

Maximum 20% of the page width



## LOGO WITH MEDIA

### WIDESCREEN (1920 X 1080PX)

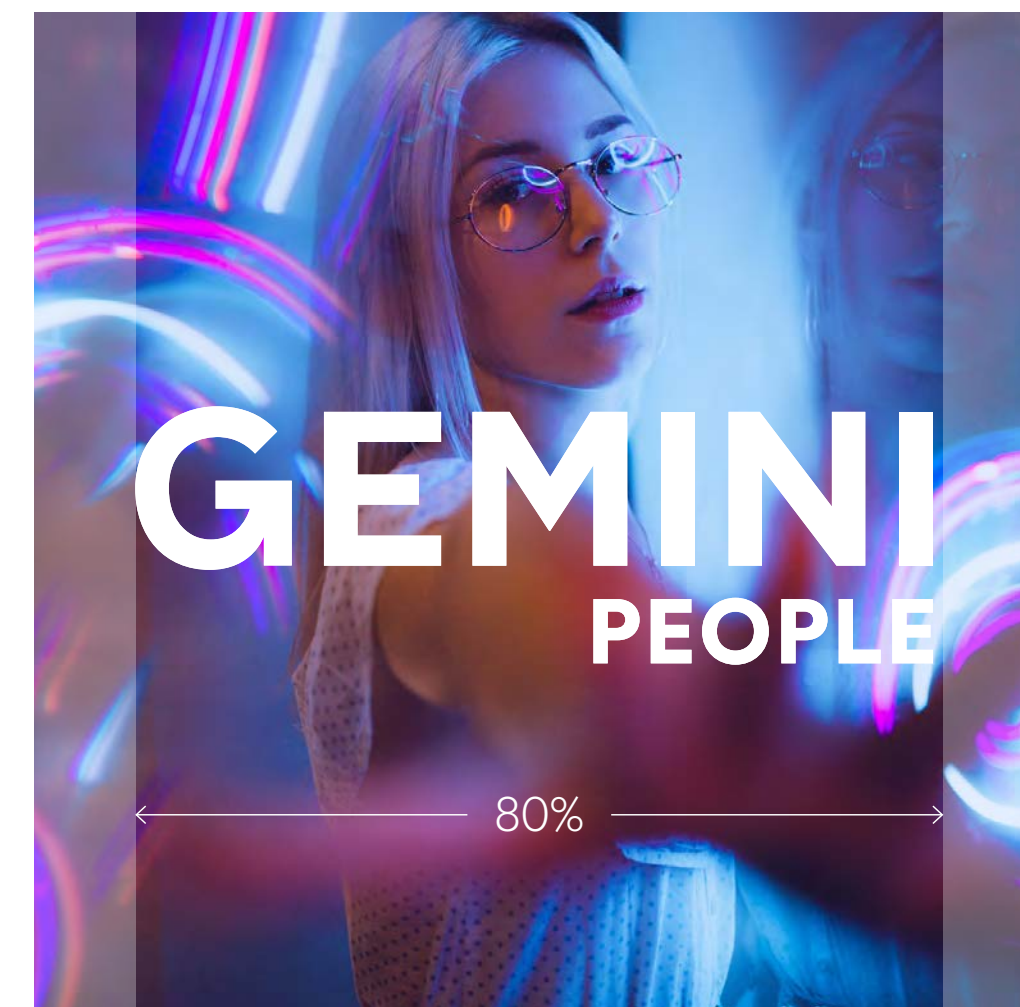
When using the primary logo as a dominant feature on widescreen or landscape artwork the size can be a maximum of 80% of the page and no smaller than 70%.

NB. The logo has to have stand out from the background, please grade or retouch image accordingly.



### SQUARE

When using the primary logo as a dominant feature on square artwork the size can be a maximum of 80% of the page and no smaller than 70%.





# Icon Placement

The 'G' icon is more versatile than the primary logo and can feature in any of the four corners as it not biased towards any particular direction.

## SQUARE & PORTRAIT

Minimum size should 12.5% (1/8) of the page on square artwork.



The 'G' icon is more versatile than the primary logo and can feature in any of the four corners as it not biased towards any particular direction.

## CENTRED LOGO

The 'G' icon can appear on artwork providing it has standout and also not hide the subject of the image. Maximum width is 80% of the page.



# Supporting graphics



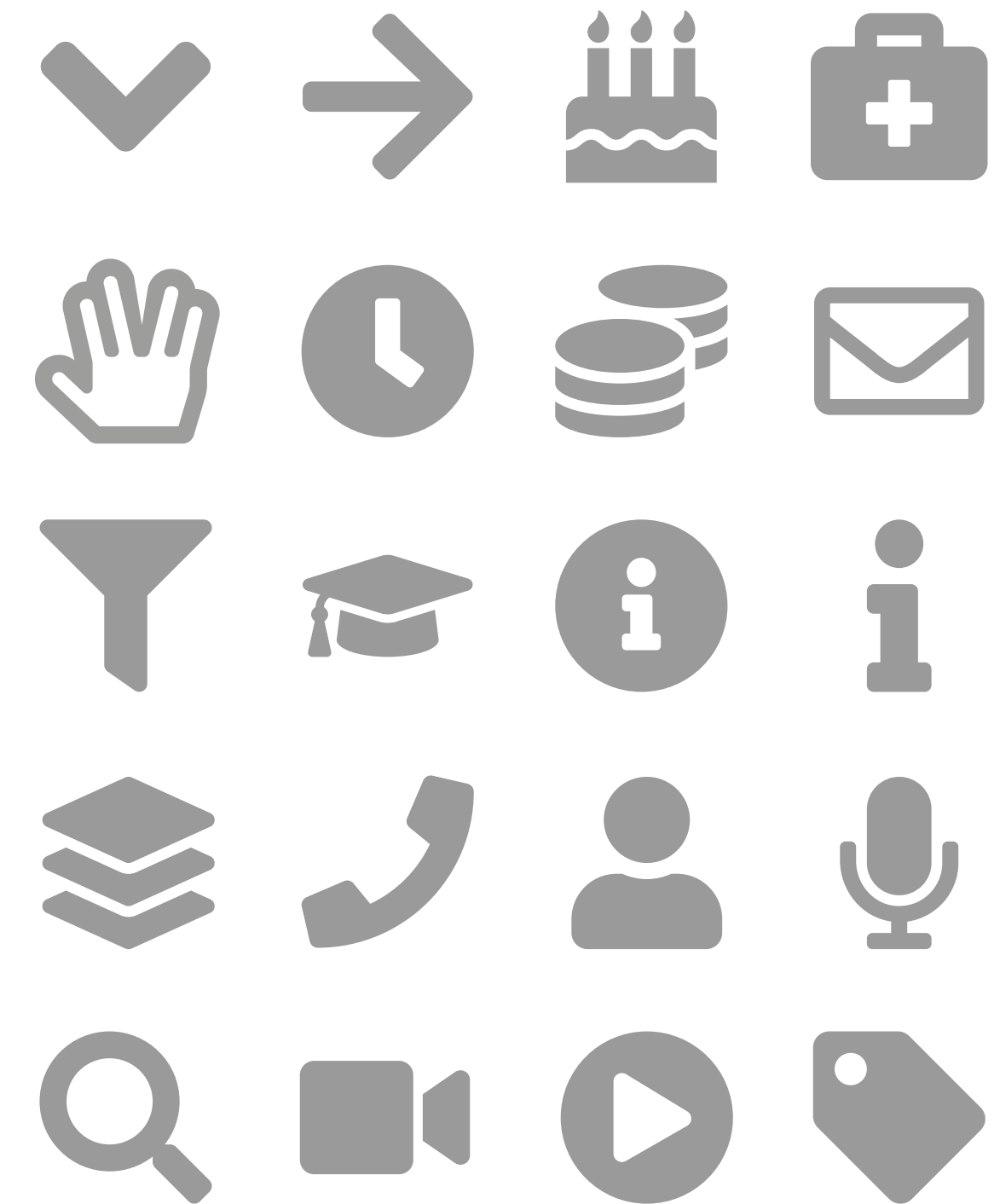
## ARROWS



Arrow styles can vary from solid primary colours to gradients and keyline variants, there are no restrictions on use, providing that the arrow is still recognisable and primary & secondary colours and gradients are used.

Arrows are created from the 'G' icon from the primary logo. They can be used as a graphic device to highlight areas on communications such as headlines or an object within an image. No more than 3 arrows should be used at a time, and not detract from the core message.

## ICONS



Icons can be downloaded from: [fontawesome.com](https://fontawesome.com) as SVG and AI files. They can be used as keyline to enhance presentations or solid for use online.



# Colour

## Primary Colours

**Gemini Purple**



PMS 2617C  
R72 G14 B103  
C81 M98 K20  
#480E67

**Gemini Grey**



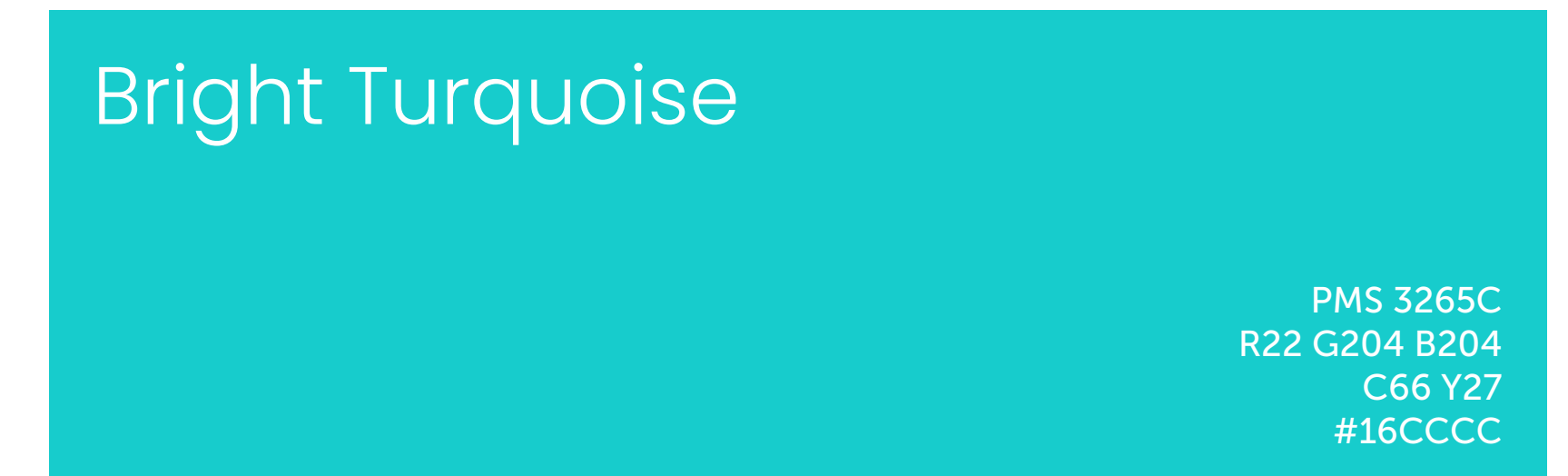
PMS COOL GREY 10C  
R99 G101 B106  
C9 K73  
#63656A

White

R255 G255 B255  
#FFF

## Secondary Colours

**Bright Turquoise**



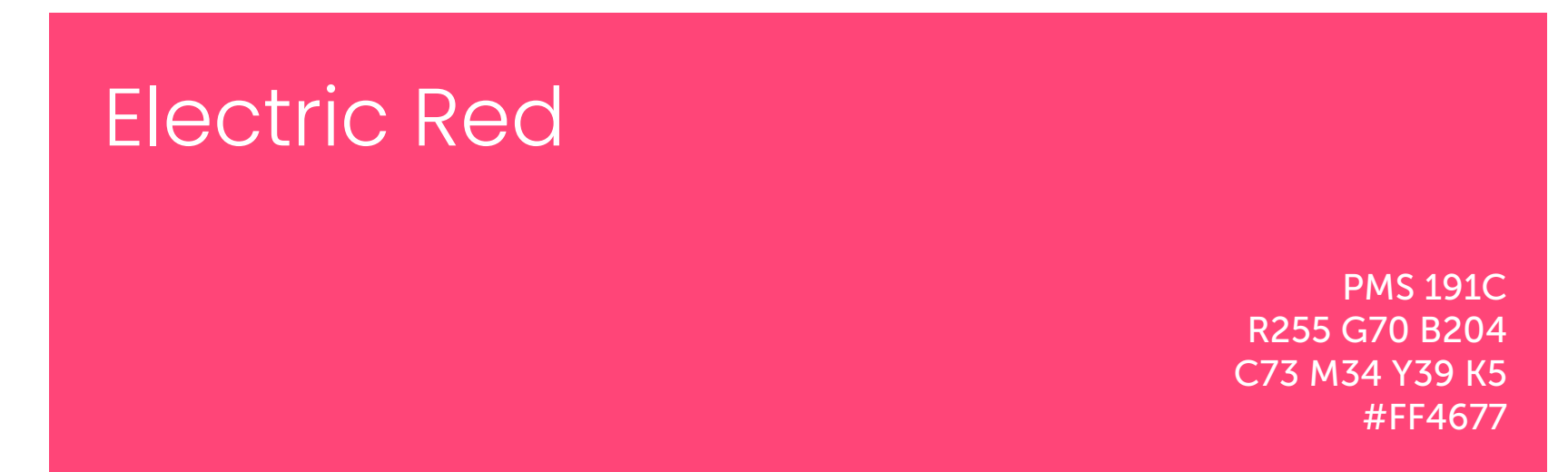
PMS 3265C  
R22 G204 B204  
C66 Y27  
#16CCCC

**Vivid Blue**



PMS 299C  
G161 B224  
C80 M20  
#00A1E0

**Electric Red**



PMS 191C  
R255 G70 B204  
C73 M34 Y39 K5  
#FF4677

# Gradients

Gradients are featured in the next few pages of the guidelines and are a fun and vibrant communication tool and can be used across all digital channels.



Gemini Purple

Gemini Purple 80%

## Primary Gradients

Gemini Purple

#480E67

Bright Turquoise

#16CCCC

Gemini Purple

#480E67

Electric Red

#FF4677

Gemini Purple

#480E67

Vivid Blue

#00A1E0



# Typeface – Headers

Say hello  
to Gilroy

**Extra Bold**  
*Extra Bold Italic*  
**Bold**  
**Bold Italic**  
**Semibold**  
*Semibold Italic*  
Regular  
*Regular Italic*  
Light  
*Light Italic*  
Ultralight  
*Ultralight Italic*  
Thin  
*Thin Italic*

## **OUR CHOICE OF FONT IS A STATEMENT OF WHO WE ARE**

Gilroy defines our character well as it's bold, versatile, modern and empowering. It can also be displayed with a light touch helping to reinforce the brand's aspirational qualities.

Our headlines can either be written in CAPITALS in Semi-bold or Lower Case to help inspire this confidence.

You can use the full range of the brand font, from Extra Bold to thin, as long as legibility and the target audience is considered.

# Typeface – Headers

**P**oppins

**Extra Bold**  
**Bold**  
**SemiBold**  
**Medium**  
**Regular**  
**Light**

*Extra Bold Italic*  
*Bold Italic*  
*SemiBold Italic*  
*Medium Italic*  
*Regular Italic*  
*Light Italic*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890?!><**

## THE VERSATILE PC FONT

Where Gilroy cannot be used, Poppins is the perfect alternative for use in Google Apps, such as Docs, Sheets & Slides. It can also be provided by The Tidy Agency for use on individual PCs and works well across all Microsoft applications.

You can use the full range of the Poppins font, from bold through to extra light, as long as legibility and target audience is considered.

Poppins can be downloaded from <https://www.fontsquirrel.com/fonts/poppins>



# Typeface – Body Copy + Styling

# Adelle Sans

**Semi Bold**  
**Regular**  
Light  
Thin

***Semi Bold Italic***  
***Regular Italic***  
*Light Italic*  
*Thin Italic*

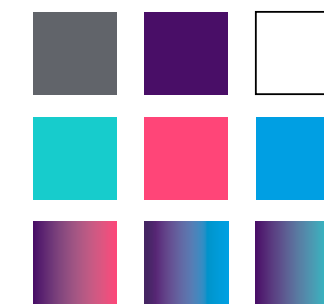
## Adelle Sans Thin

This sans serif counterpart to the award-winning Adelle type family proposes a cleaner and more spirited take on the traditional grotesque sans. As typical with TypeTogether fonts, the most demanding editorial design pieces were taken into consideration when engineering Adelle Sans. The combination of its lively character and unobtrusive appearance that is inherent to grotesque sans serifs make it an utterly versatile tool for any imaginable graphic application, whether it is branding, signage or advertising. Without any doubt, the key word behind Adelle Sans’ design is “flexibility”.

Adelle Sans is available in seven weights with their matching italics. Each one of these 14 styles is a perfect match in terms of weight and vertical proportions to its slab serif equivalent. This ensures a graceful fit between both font families in the same block of text, and a subtle, but noticeable change of texture when used as similar point sizes.

The 900-character set in includes typographic niceties, small caps, several sets of figures, and support for over 90 languages. It also includes a set of 35 icons specially designed for electronic publications.

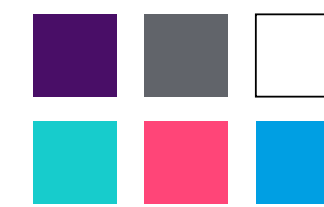
### Headers



## Headers

**Gilroy Bold** should be used for main headlines and to draw attention to key words and phrases. Type should use sentence case with no punctuation. Tracking should be set to Optical at -20. Leading should be at 1/10 the point size, i.e. at 90pt the leading would 81pt (-9pt)

### Subheads



## Subheads

**Gilroy Semibold** used for headlines, subheadings and points of emphasis within body copy. Type should use sentence case with no punctuation. Tracking should be set to Optical at -20. Leading should be set 2pt above the type size (e.g. 18pt/20pt)

### Body Copy



## Body Copy

Adelle Light should be used for body copy and tables of information. Body copy uses Adelle Light to ensure legibility. Use Adelle Regular to pull out titles and quotes.

Type should use sentence case with full punctuation, and full paragraph breaks and use left align where possible.

Tracking should be set to Optical at 0. Leading should be set 2pt over the type size (e.g. 10pt/12pt).

- Bullet points can be integrated to summarise points
  - You can use two levels if needed

### Terms & Conditions



Terms and Conditions use Adelle Light to ensure legibility. Use Adelle Regular to give emphasis if needed. Type should use sentence case with full punctuation. Tracking should be set to Optical at 0. Leading should be set 2pt over the type size (e.g.6pt/8pt).



# Brand Essence



## OUR BRAND ESSENCE

This is the heart and soul of the brand, its DNA. The fundamental nature, value or quality of the brand and the role it plays in the world. It should be constant across different markets and audiences.

These values are the foundation on which we should build our brand, inform our tone of voice and shape our behavior. All Gemini communication or employee action should reflect these values. So...

### Gemini People are...

TRUSTED		AMBITIOUS	
<p><b>Sincere</b></p> <p>Everything we do should be honest, reliable and useful for our customers</p>	<p><b>Straightforward</b></p> <p>We're up front and clear. We shouldn't have to explain it.</p>	<p><b>Inspirational</b></p> <p>We always look for new ways to meet the needs of our customers so, they feel they've moved forward after every moment with us.</p>	<p><b>Unexpected</b></p> <p>Although it's important to manage expectations, our motivation should be to always surprise with the unexpected. Let's leave our customers beyond satisfied and with a smile.</p>



# LET'S M.O.V.E. PEOPLE

Whether chatting on the phone, over coffee or writing an email, this is your opportunity to bond, stimulate, pitch, guide or even make someone smile. Our tone of voice helps us choose our words wisely. It doesn't just help us look at what we say, it's there to help focus on how we say it. So, whoever's opposite you, your words will look and sound distinctly Gemini.

**Motivate** – We're driven and committed to see it through. We're receptive to fresh ideas and aim to be one step ahead. Our words should inspire and excite.

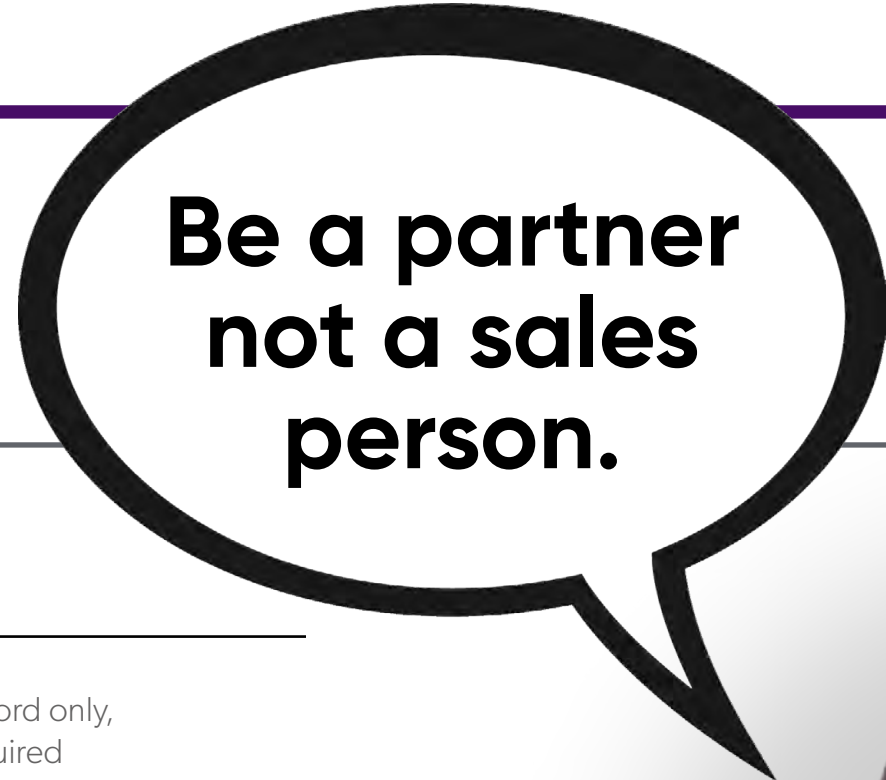
**Be Open** – We're honest. If it's not right, we won't offer it to you. And we know when to be clear, realistic and practical.

**Value** – We listen. We forge relationships not transactions. We're helpful and guide you by providing a genuine utility with useful content.

**Energise** – Our words should be positive wherever possible. Our content should be simple and slick: in print, online and in person. And there's nothing wrong with words that raise a smile.



# Tone of Voice



## WORDS, PHRASES, BEHAVIOURS.

### Be a partner not a sales person.

Our industry has become known for overused clichés and buzz words or phrases. These can often leave our audience confused and annoyed. They don't impress anyone, anymore and are dated. We must ensure we **M.O.V.E.** our audience at every opportunity, whether in spoken or written word. The following are a few examples of dos and don'ts to help you.

### Some examples...

We're not here to tell you what to say, just to consider how you say it. Although this is Gemini's tone of voice, it should be yours too. Our employees and partners should be behind everything we stand for. However, they are Gemini People because of what they add to our brand.

### Starting and ending calls – Don'ts

"I just wanted to "touch base"

"I wanted to reach out to you"

"I'm just checking in" –

What is the reason for the call? Be clear. 'Chasing' and 'following up' is fine. Be open about what you are asking and saying.

"The reason for the call is...."

End a call or meeting with a summary of what you discussed and next steps or offer to summarise the conversation in an email.

You can still look for opportunities to ask about candidates or offer services, but only if it slots naturally into conversation. If it doesn't, add it to your follow up email. Avoid forcing it into conversation. Build trust before becoming over familiar.

"so, do you know any good <insert job title>?" "not sure if you know, but we offer..."

## GIVING FEEDBACK

"They didn't feel you were the right fit"

"They've gone with someone who they felt could "hit the ground running"

"They've gone with someone who ticked more boxes" –

"They wanted someone who thought outside the box" –

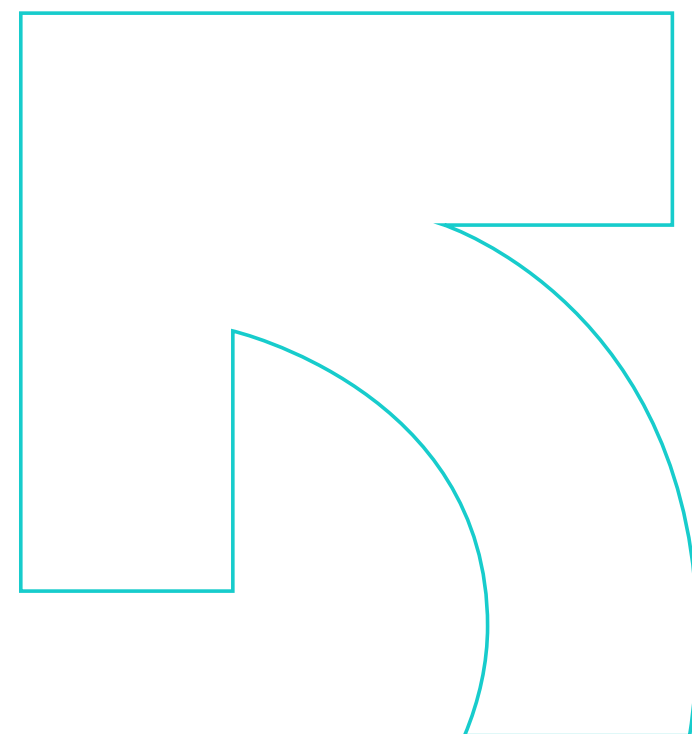
What is the box, where does it start and finish?

Such phrases in isolation aren't helpful, vague and can be patronising.

Give your candidate or client clarity and be Open.

"They've gone with someone with more experience in (or at)...."

Then look for opportunities to Motivate and Energise. Stand alongside your candidate or client and be less transactional with the relationship. **Help, advise and encourage.**



## TITLES

Headlines and sub-headings use a capital for the first word only, eg Senior designer required NOT Senior Designer Required

### Numbers/figures

Zero to nine are written as words and 10 onwards in figures. Always write out millions; nine million, 10 million.

### Money

Write figures up to £999,999 in full. Thereafter use million/billion, don't shorten, include a space between the number and the word; £1 million, £6 billion.

Pinpoint price to two decimal places, but not more, eg £1.25 million

Always use currency symbols and abbreviate country if required; \$US1 million, \$HK1 million.

### Online

URLs should be written as geminipeople.com NOT www. geminipeople.com

### Dates

Dates to be written month first followed by day eg: June 30

If including the year, write as June 30, 2016. Include a comma after the day

For ranges use September to October. **NOT** September – October

### Times

Use the 12-hour clock, lower case am / pm, no space between number and abbreviation, use full stops not colons - 10.45am, 1.45pm. 9am NOT 9.00am

Use 12 noon or 12 midnight to distinguish between the night and day

### Plurals

An organisation is singular. Gemini People is singular, eg Gemini People has the following positions available etc.

### Italics

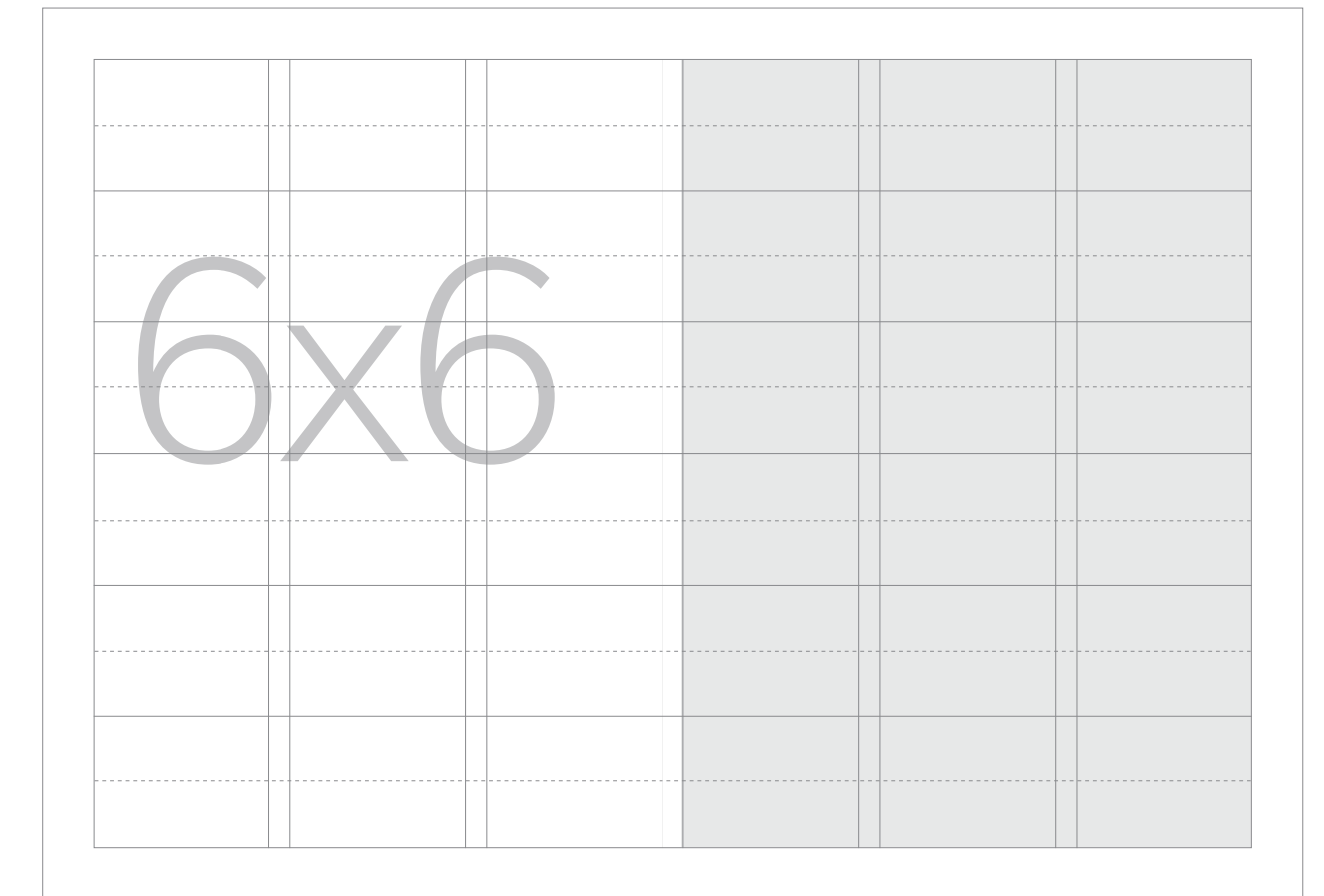
Use for publications and foreign words

### Seasons

Should be written as 2011-12, 1978-79 etc. Exception is 1999-2000 Always use dash, not slash



# Grids



## THE 6X6 GRID

Our 6x6 grid, is used to divide compositions horizontally and vertically. It is the distinct, consistent framework from which we create all our compositions across print, digital and large formats. It provides clarity in presenting information and prompts recognition across all our audiences.

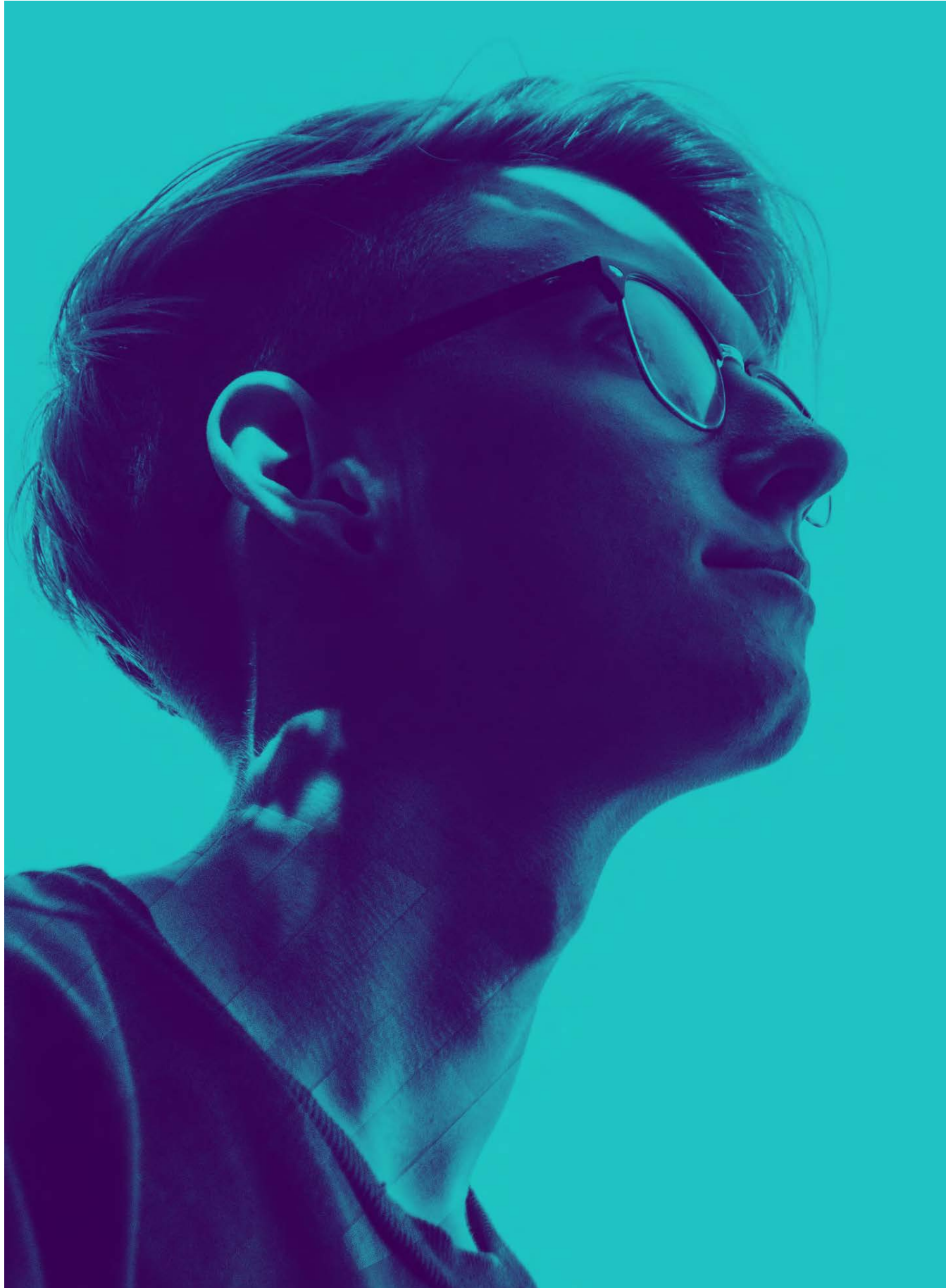
## ADDING COLUMNS AND ROWS

Where possible, use 6 rows or columns (e.g. portrait DL layouts retain 6 rows). For complex, heavy layouts the grid can be increased to 12x12.

Grids are supplied with the guidelines for use in Adobe InDesign.



# Key Photography





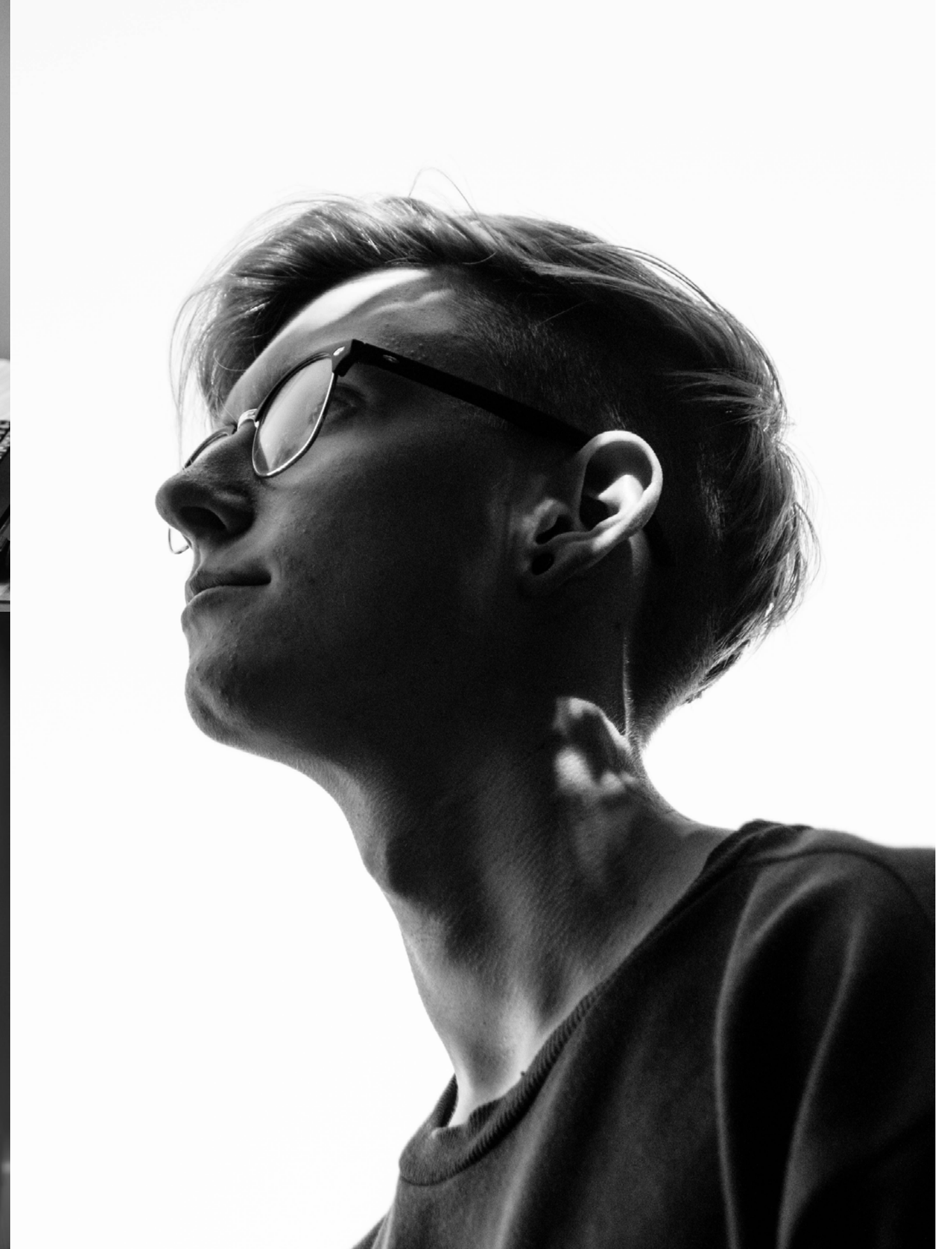
# Staff Photography

Cutouts pngs





# External Photography



## STYLE GUIDE

We want to celebrate a moment in time. The more visually arresting and interesting the better. These photographs should be warm, happy and natural – people should be captured in their working environment, mid-sentence, in their creative 'zone'.

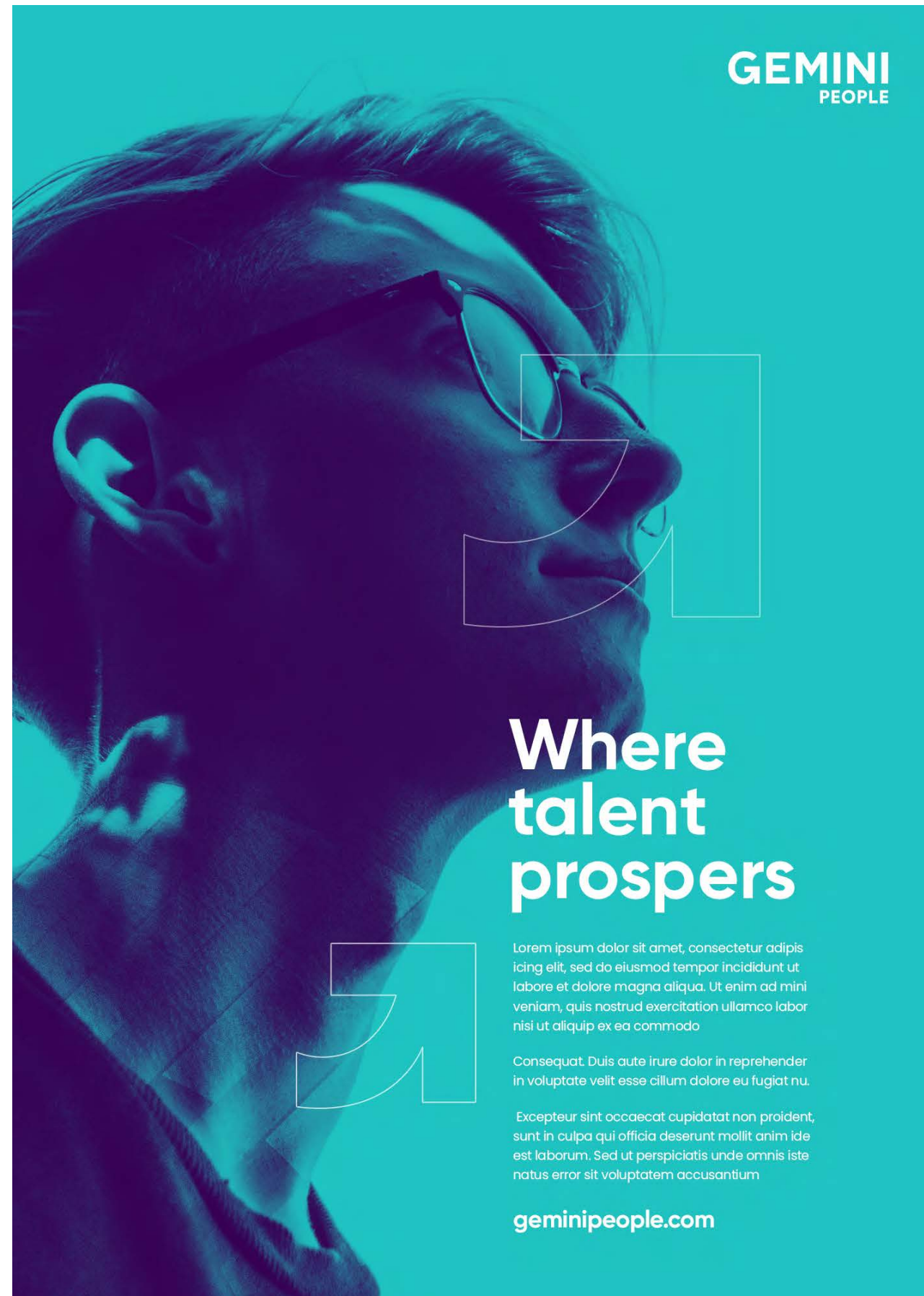
Not everyone should be looking straight to camera, and the camera angle should show a natural, or at least an interesting, perspective. When you look at the shots you should be able to imagine what's just happened or is about to happen. It's a captured moment that tells a story.

There is also a power in Black & White photography that we shouldn't ignore. It's classic and thoughtful, so can be used to create focus on a specific moment or an individual. (see above)



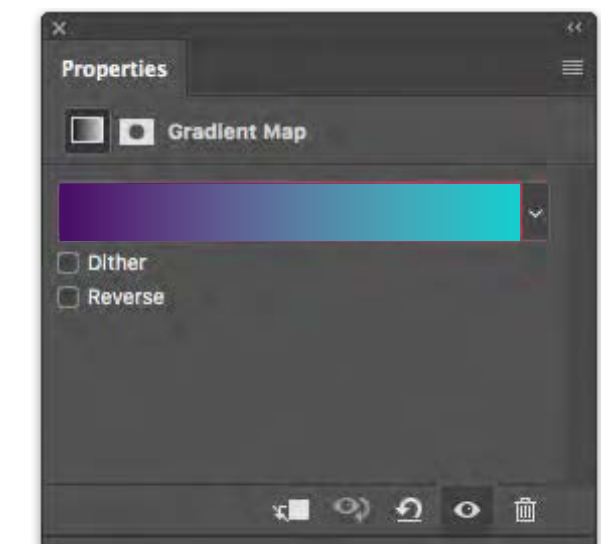
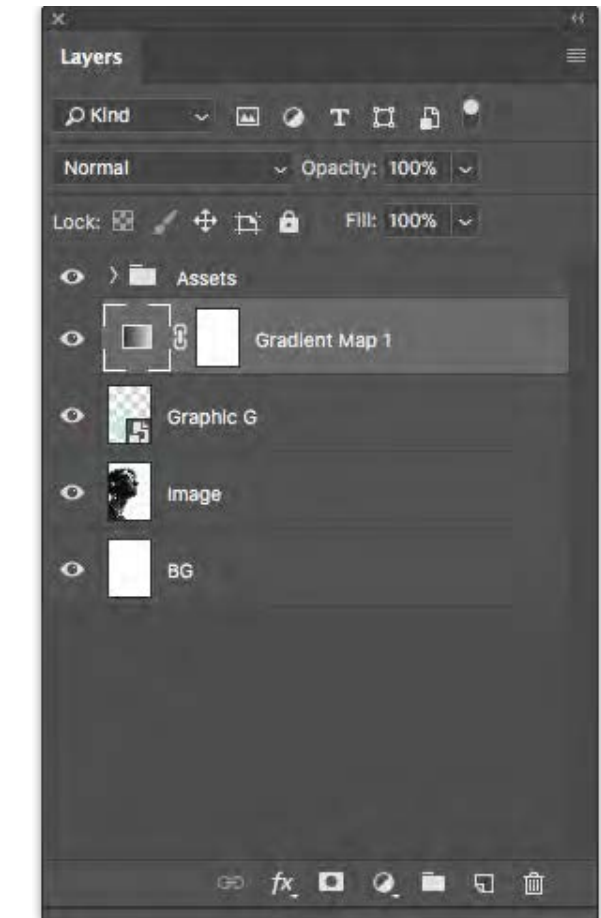


# Image treatment



#480E67

#16CCCC

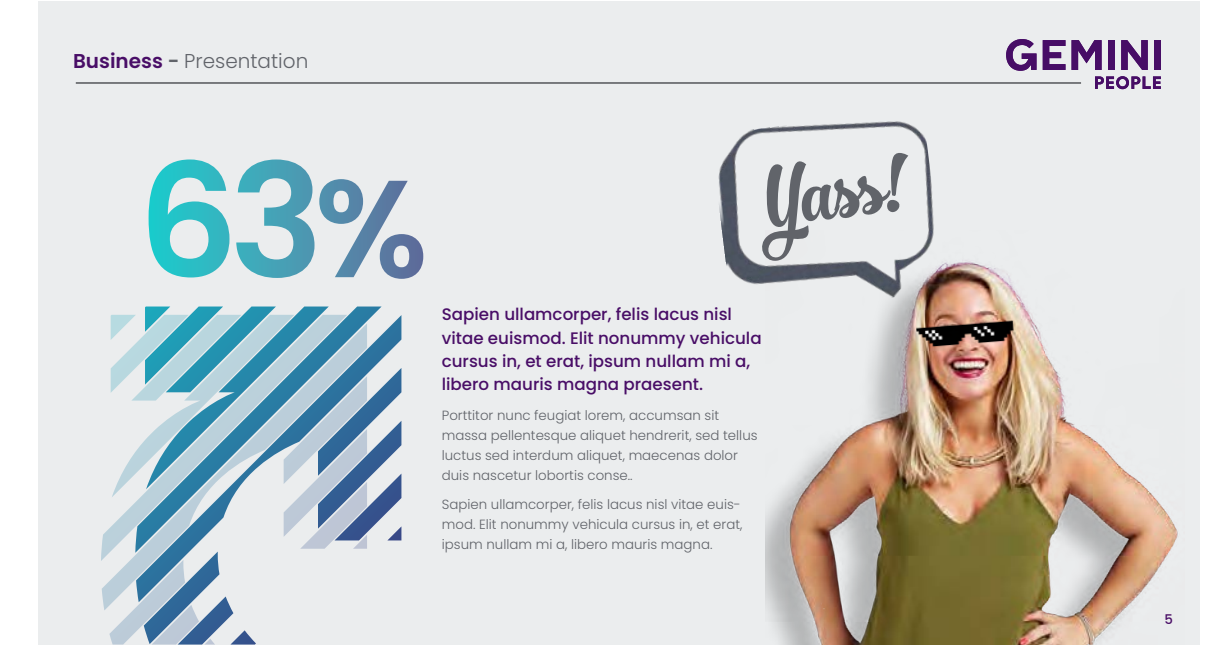
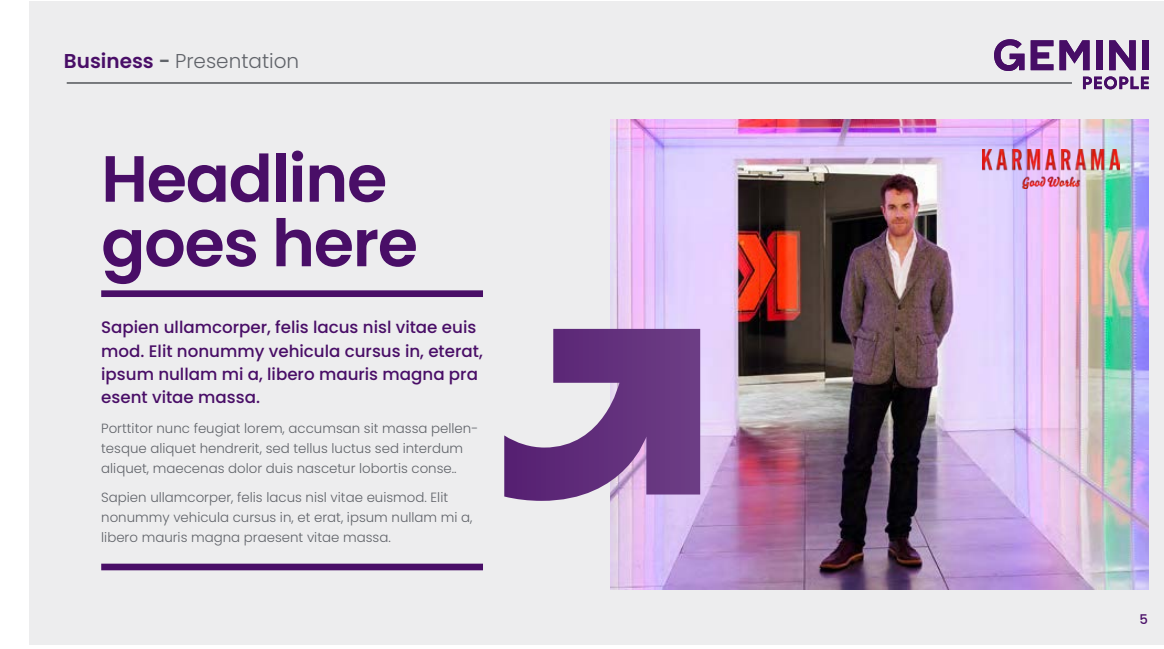
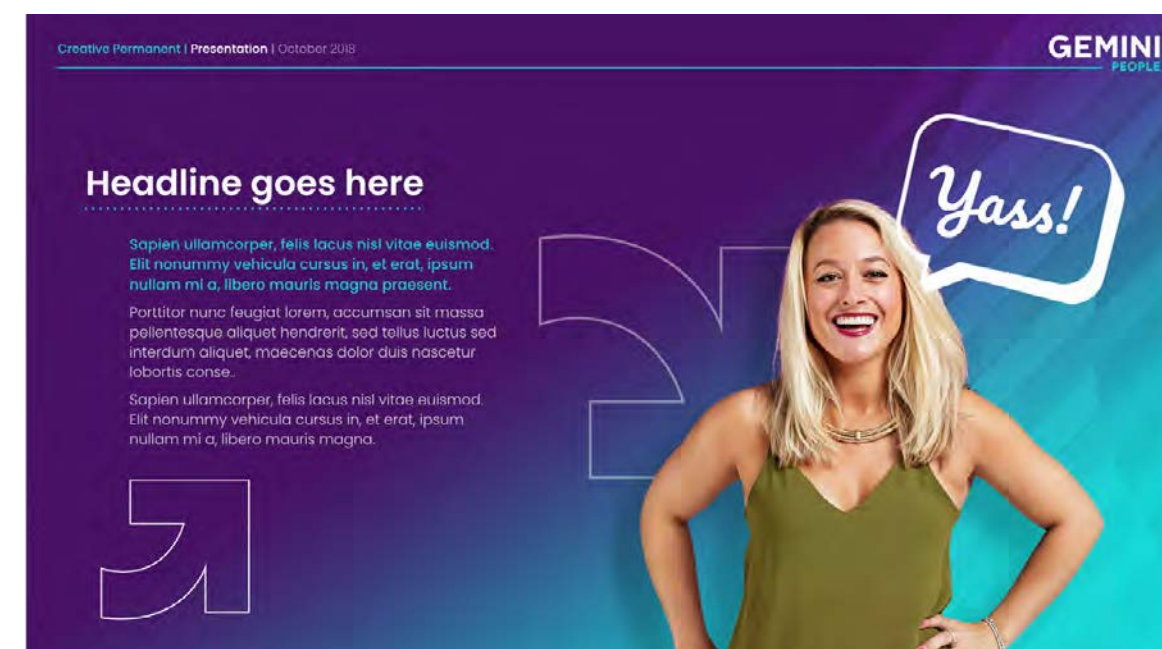
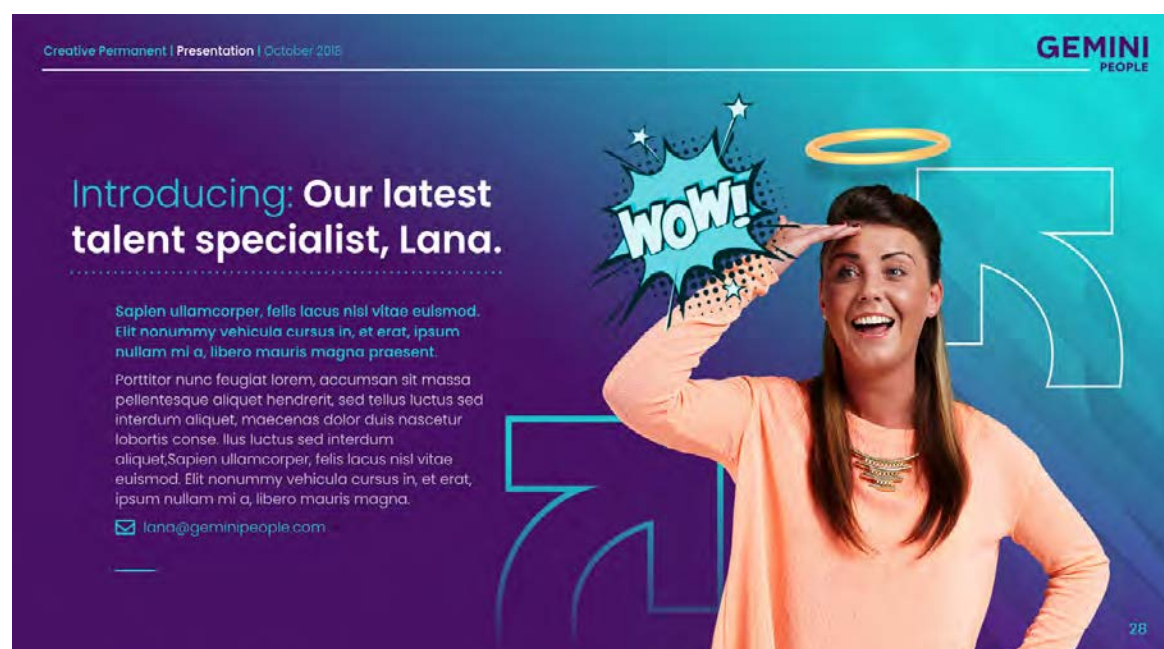
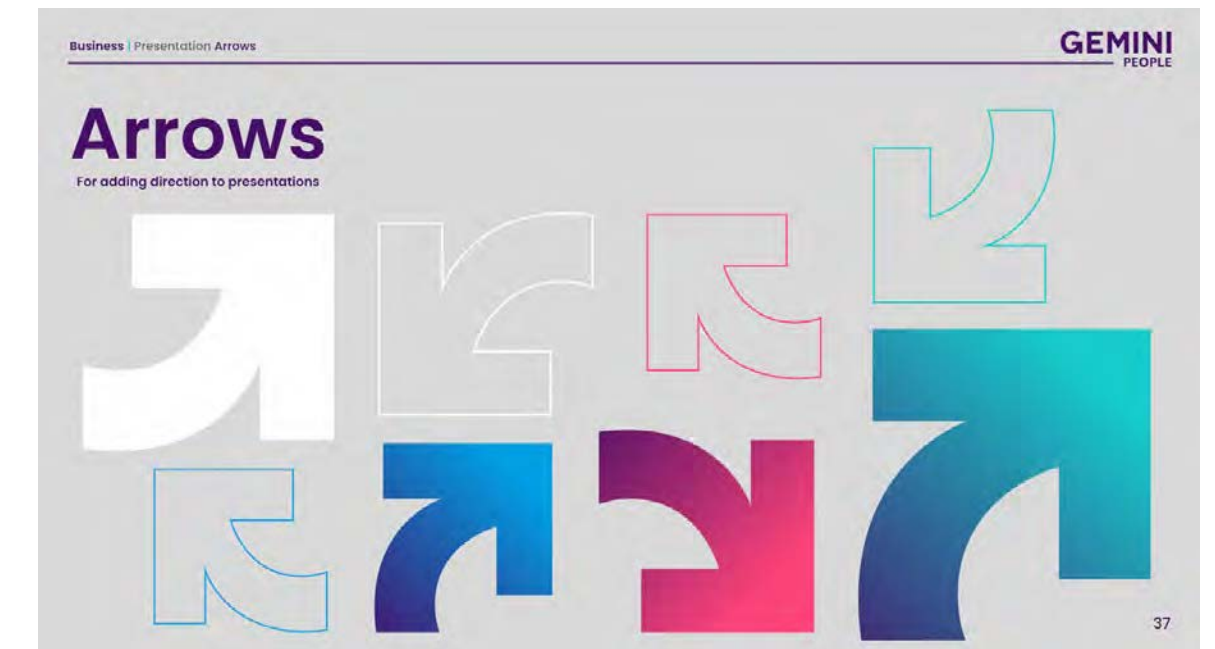
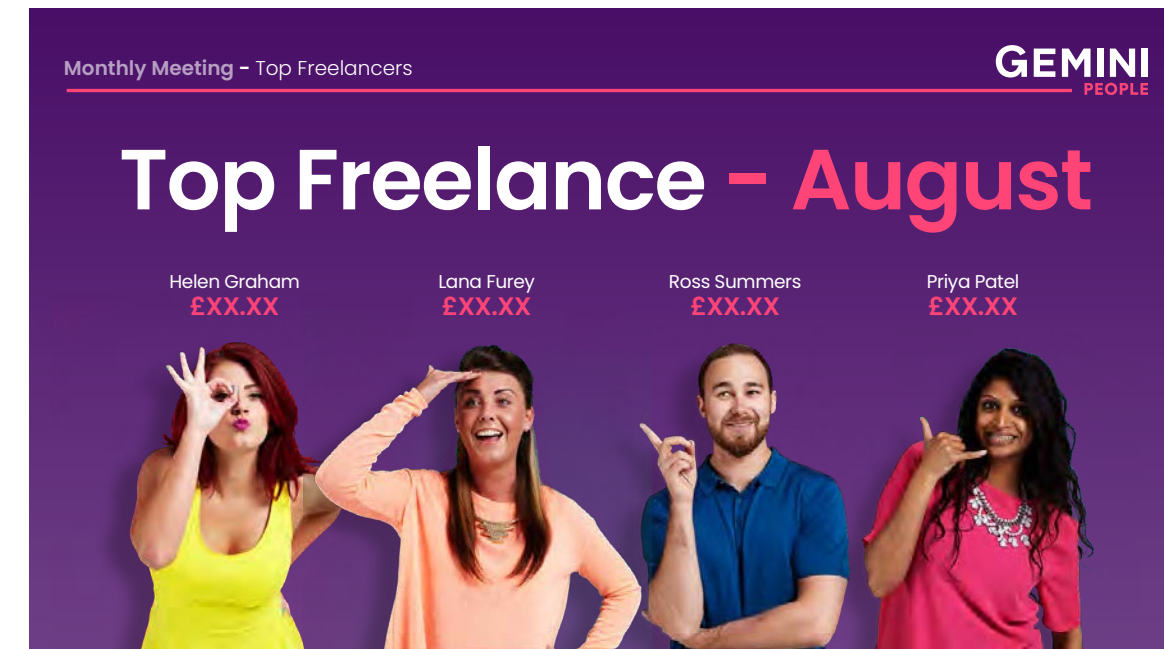
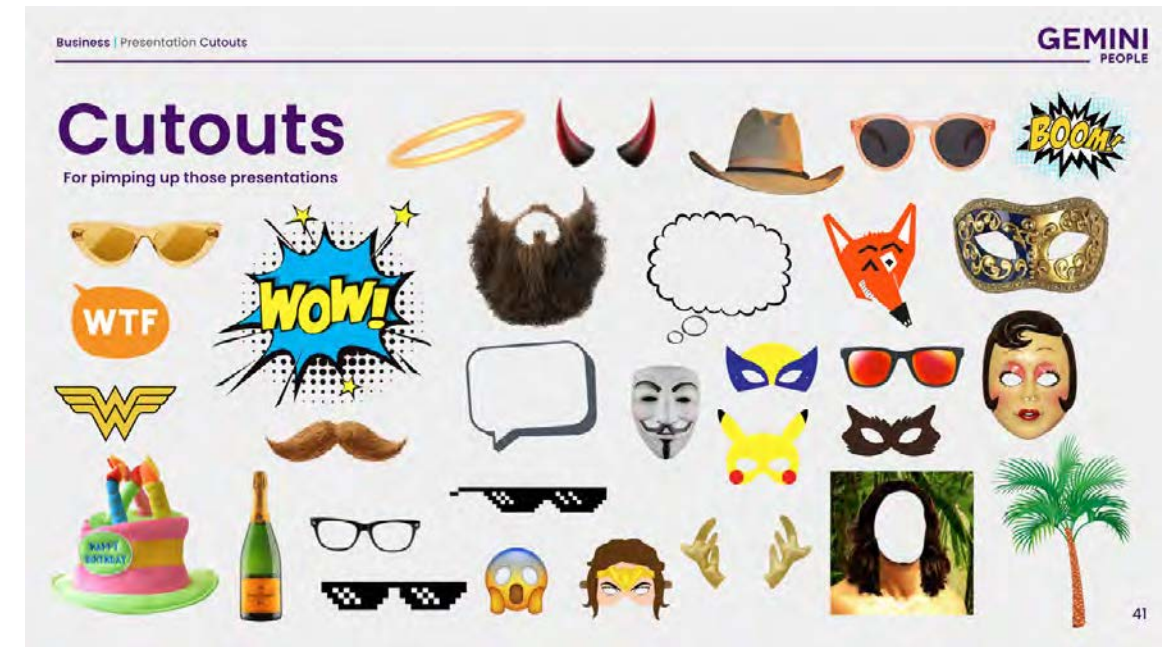
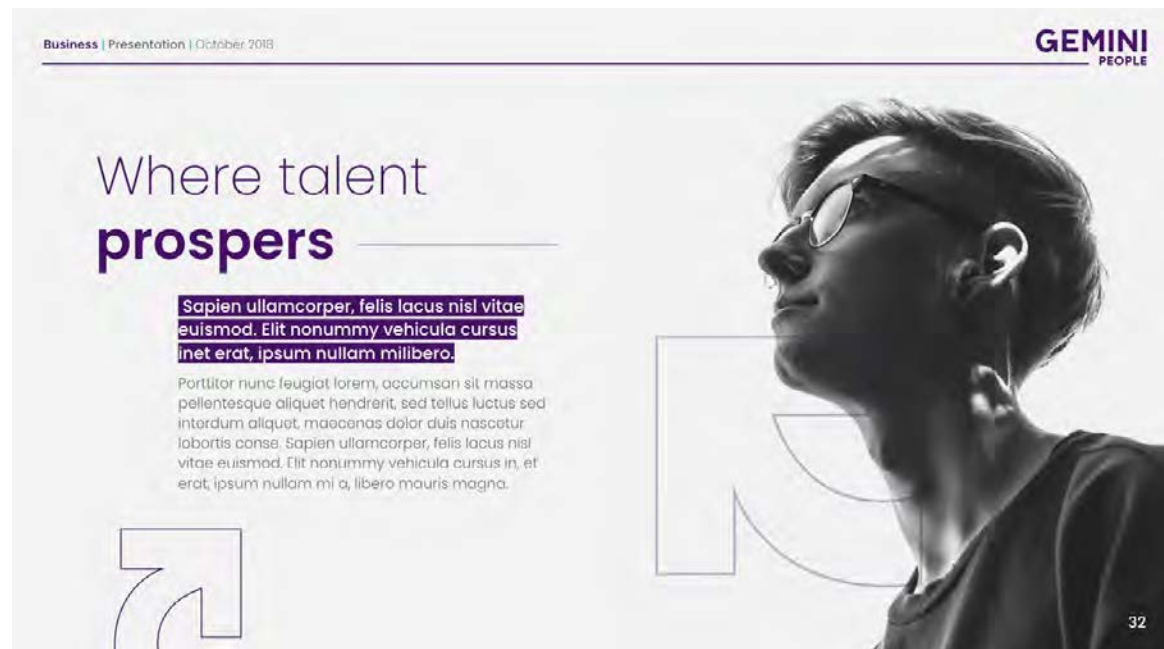


## DUOTONES WITH GRADIENT MAP

As part of the new colour system for Gemini we've developed an image treatment to apply to photography used on in digital application. Just follow the instructions above and save out the file at the resolution you require, master templates are available on request.



# Presentation Graphics





# Social Media – Job Posts



## THE SOCIAL NETWORK

Social media is a unique opportunity for Gemini People to have a direct touch point with our agencies and candidates. By sharing interesting articles, industry leader seminars and clever informative posts, we are able to bring our brand identity to life enabling us engage with our consumers in an authentic, responsive way. Our main goal? To build brand love and establish a community of brand advocates. Below are some guidelines we follow in the social media world:

- Unify social handles so advocates can easily find you on each network.
- Prioritize quality over quantity. it's better to succeed on one platform, than to be on five and not sustain it.
- Share content that is on brand through both imagery and copy and always link back to Gemini People in some way.
- tailor content to individual channels based on channel feature set + target demographic.



Creative



Digital



# Social Media – A Mini Guide



Keep copy vertically centred



This can change to **'Calling all...'** or **'We're looking for a...'**

Keep copy vertically centred

Make arrow smaller to allow for extra lines reduce copy size if necessary



# LinkedIn Posts ideas

THIS JUST IN...

## Freelance Opportunity



THIS JUST IN...

## Freelance Opportunity



## We've got a 'gem' of a role!



**GEMINI**  
PEOPLE

Maisie talks Daisie

Kim Wardle presents

## A useful guide to Freelance Success



Katie Costello talks about

## Maximising your Employment Potential



## The 'G' Listers

Coming soon...



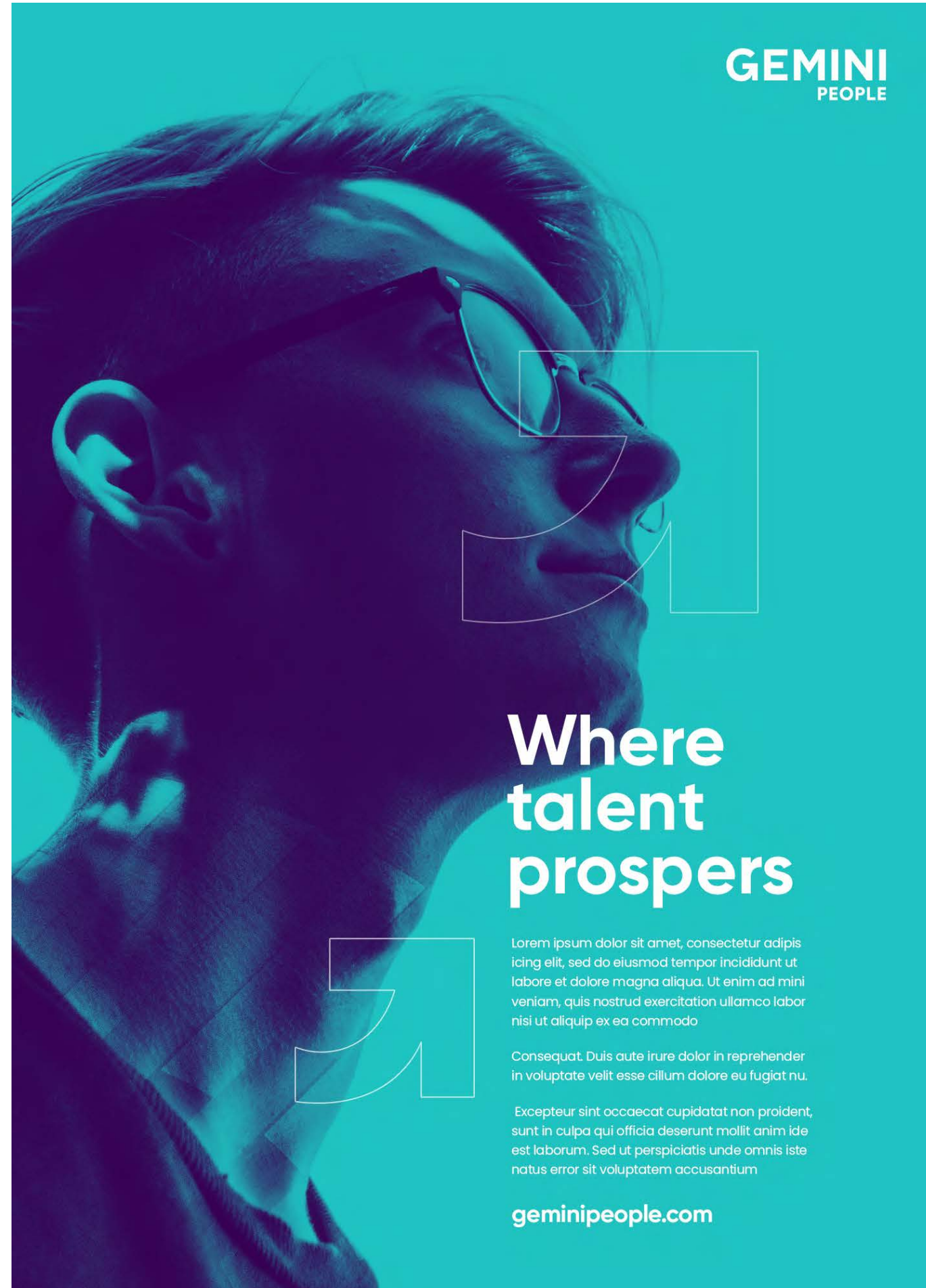
## What are you doing to increase staff retention?

by Lana Furey  
Operations Manager

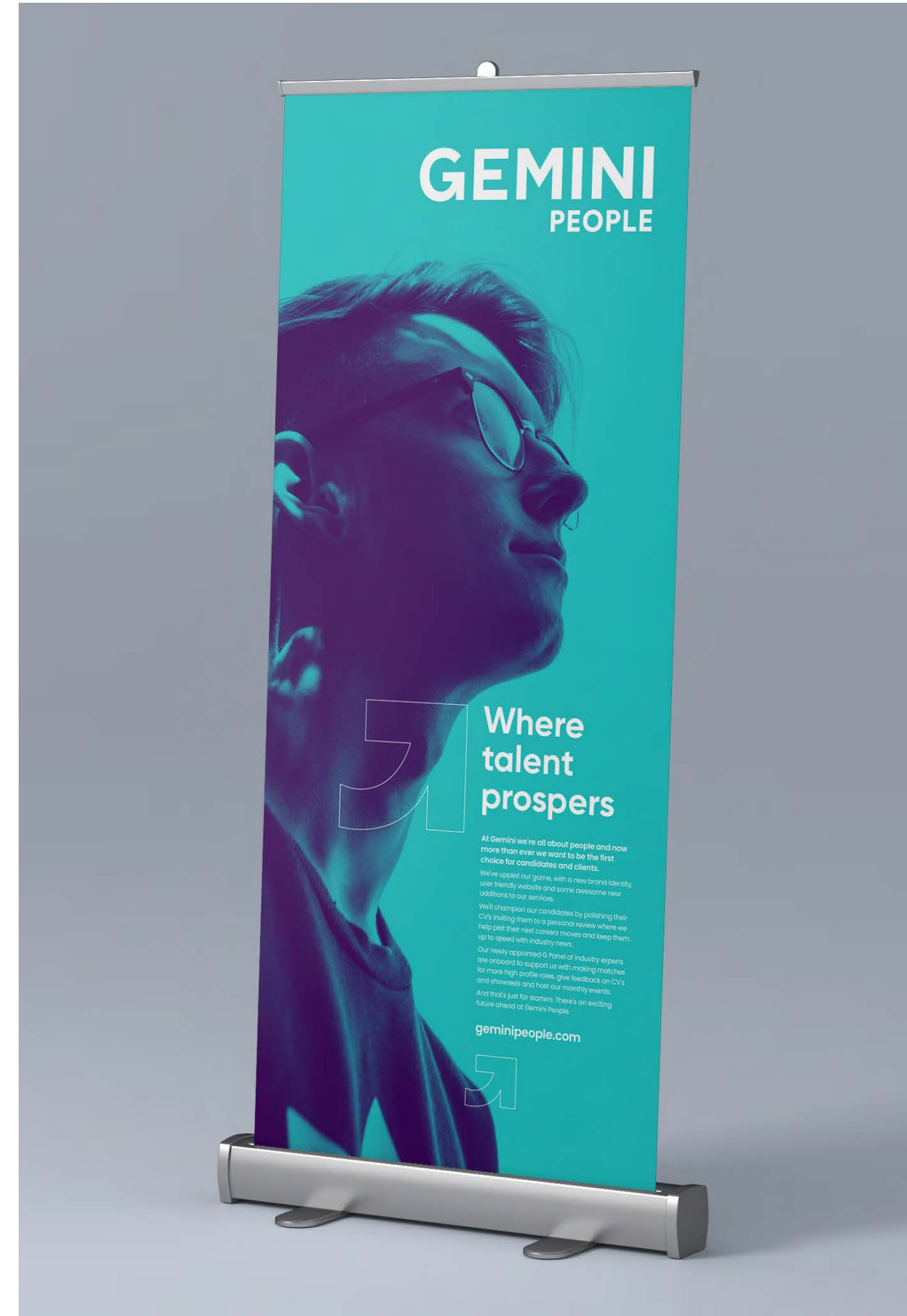




# Adcepts & Display Graphics



Concept advertising





Collateral



**Kim Wardle**  
Growth Director

m 07769 154 728  
d 0203 056 7598  
t 0203 056 5515  
kimberley@geminipeople.com  
60 Grosvenor Street, London W1K 3HZ  
geminipeople.com



**GEMINI PEOPLE**

[First Name] [Surname]  
[Position Title]  
[Organisation]  
[First Line Address]  
[Second Line Address]  
[Town]  
[Postcode]

21 August 2018

Dear [First Name],

**Enter Subject**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ultrices placerat scelerisque. Sed sit amet ipsum aliquam, blandit dui ac, consectetur quam. Aenean pretium mollis mauris quis maximus. Sed gravida, erat a tincidunt gravida, ante nunc gravida justo, eget viverra sapien nunc eget neque. Pellentesque neque diam, fermentum vel ultrices vitae, vulputate vitae mauris. Suspendisse sit amet metus sodales, tempus leo elementum, euismod risus. Suspendisse rhoncus sit amet lacus ut cursus.

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Yours sincerely,

[First Name] [Surname]  
[Position Title]

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**THANKS**

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# Sub logos







## Questions & Contact

If you have any questions relating to the Gemini People brand please get in touch with Stephanie Moakes on:

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