



BRAND GUIDELINES

CONTENTS

BRAND

Value	01
Personality	02
Vision & Mission	03
Positioning & Promise	04

LOGO

Elements	05
Colour	06
Variations	07
Size and Spacing	08
Usage	09

COLOUR

Primary	10
Secondary	11

FONT

Headline	12
Body	13
ALternative	14
Type layout	15

PHOTOGRAPHY

General	16
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GRAPHICS

Business card	17
Email footer	18
Icons	19
Presentation	20-22

BRAND VALUE

How you run the business and how you deliver the product is set by these 3 solid values.

INTEGRITY

'Transparency of operations'

RELIABILITY

10/10 customer satisfaction: "We need the RLC guys on this one"

INNOVATION

Our team are resourceful and look for unique ways to get the right people'

BRAND PERSONALITY

How the brand is perceived is through its personality.

DISTINCT

'Most recruitment companies take a simple volume approach to supplying candidates. "If we send them enough I am sure a couple will be ok". This is ultimately a huge waste of time for the customer. RLC stands apart from the crowd because of its niche focus and quality-ensuring QC loop which provides candidates others are unable to.'

ETHICAL

'Sales targets are in place to motivate the staff but ultimately goals are set with them involved. This makes for a more positive environment and one where external factors out of their control can be taken into account. In addition the QC loop only provides appropriate candidates.'

TRANSPARENT

'The commission structure is clear and easy to understand, everyone has a chance and that chance is equal across the teams.'

CARING

'RLC looks after their staff. They value the relationships they have with their clients and find great pride in positively impacting candidates' lives by placing them in win-win positions.'

BESPOKE

'The RLC business model is based on a deep understanding of their clients and a dedication to sourcing the right candidates, not just any candidates. This approach creates a tailor-made experience for each customer.'

FOCUSSED

'Instead of trying to cover all markets, RLC only focusses on niches team members understand and are experienced in - thereby being seen as experts. This means you don't suffer from inexperienced recruitment consultants that can weaken the relationship with clients.'

SAVVY

'RLC: inquisitive, lateral thinkers who want to uncover top candidates fit for the job, rather than offering weak alternatives.'

BRAND VISION AND MISSION

Vision is the lofty, visionary goals of the organisation; the organisation's feel-good reason for being.

"To source the most suitable human resources which help our clients out-perform their competitors and increase profit, while positively impacting candidates' lives by placing them in win-win positions that develop their career paths."

Mission is what the brand needs to do in order to achieve its vision.

"To own the recruitment mind space in the industries in which we operate, by consistently delivering suitable, quality candidates in a timely manner. We will achieve this by:

- Investing in technology
- Recruiting consultants with the right attitude
- Understanding, developing and maintaining client relationships
- Focussing on activities that drive brand engagement and awareness"

BRAND POSITIONING & PROMISE

Positioning statements identify the target market, the category in which the brand competes, and the reason to believe in it.

“For organisations operating within technical industries that understand the value of quality human resources, RLC delivers the most appropriate candidates because only RLC thoroughly understands the client’s needs, sources candidates competitors are unable to, and then only offers those passing QC who are a good fit for the organisation.”

When people think of RLC, promises are what they will think of.

“RLC have a deep understanding of our business. They are a one stop shop for our recruitment needs who only deliver the right candidates, not just any candidates.”

“We have a close relationship with RLC. They understand our organisation well and what we need. They always deliver quality candidates when we need them.”

“The people I can go to that I know will understand my company and provide me with people that will make a difference.”

“They’re not the biggest but they are the best for my (technical) industry. ”

LOGO ELEMENTS

The logo represents the company identity and is the visual representation of the brand.

The RLC logo must never be altered or recreated without the prior permission of RLC. The concept works together to represent placing the perfect star in the team.

1 Icon

- The Yellow Diamond represents RLC and the special, unique approach to top quality service and performance. The Blue circles represent the customer network and their need for a better service provider.

2 Boundary line

3 Wordmark

4 Subtext



LOGO COLOUR

RLC logo consists of three flat colours, which are blue, light blue and yellow.



LOGO VARIATIONS

The logo should appear on a clear white background wherever possible.

- In some Instances, it could appear on a dark blue background.
- It might be necessary for it to appear in monochrome.
- It can also appear on light colour image background.
- However, it should not appear on black background or dark colour image.



LOGO SIZE AND SPACING

The logo should not be too small and there should always be clear space.

The minimum size of RLC logo without subtext is 5 millimeter and the minimum size with subtext is 7 millimeter in height.

RLC logo must always have clear space surrounding it. To define this area, measure the height of R in RLC and use it to create a boundary.

4 mm |  Without subtext

7 mm |  With subtext



X - Height

LOGO USAGE

Ensuring the correct use of the logo is essential to the RLC brand identity.

Do not:

- Change the spacing between the individual elements or characters
- Change the colour of the wordmark
- Change the colour of the icon
- Change the arrangement of the elements
- Place the logo at an angle other than horizontal
- Change the proportion of the logo
- Place the logo on a non brand colour



COLOUR: PRIMARY

RLC has four main brand colours consisting of blue, yellow, white, and grey.

- Blue on most dominant elements such as headline
- Yellow on small elements
- White on all background
- Grey on elements that should not stand out
- Black on text



00548F

C: 98 M: 72 Y: 17 K: 4
R: 9 G: 76 B: 137



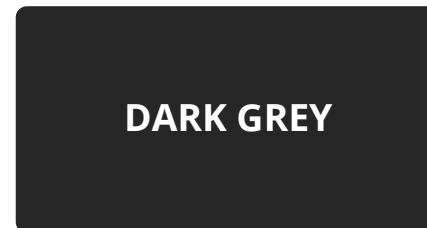
FFFFFF

C: 0 M: 0 Y: 0 K: 0
R: 0 G: 0 B: 0



FFB419

C: 0 M: 33 Y: 94 K: 0
R: 250 G: 181 B: 0



262626

C: 73 M: 63 Y: 59 K: 75
R: 38 G: 38 B: 38

COLOUR: SECONDARY



LIGHT BLUE

4F9ADE

C: 68 M: 30 Y: 0 K: 0
R: 79 G: 154 B: 222



ORANGE

FA7A00

C: 0 M: 62 Y: 96 K: 0
R: 250 G: 122 B: 0



LIGHT GREY

BFBDC1

C: 29 M: 22 Y: 20 K: 2
R: 191 G: 189 B: 193



DARK BLUE

002747

C: 100 M: 83 Y: 44 K: 46
R: 0 G: 39 B: 71



RED

C4050F

C: 15 M: 100 Y: 100 K: 6
R: 196 G: 5 B: 15



GREY

706F6F

C: 53 M: 43 Y: 43 K: 28
R: 112 G: 111 B: 111

FONT: HEADLINE

Montserrat font family should be used as RLC communication materials' headline wherever possible.

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+=[]{|}~!@#\$%^&“

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+=[]{|}~!@#\$%^&“

REGULAR

FONT: BODY

Opensans font family should be used as RLC communication materials' body text wherever possible.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+=[]{|?>,.(!@#\$%^* & " ')

————— **BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+=[]{|?>,.(!@#\$%^* & " ')

————— **REGULAR**

FONT: ALTERNATIVE

In an event that the band's fonts are not available, Arial font family may be use.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 + = [] { } \ | ? > , . () ! @ # \$ % ^ * & “

————— **BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 + = [] { } \ | ? > , . () ! @ # \$ % ^ * & “

————— **REGULAR**

FONT: TYPE LAYOUT

The RLC logo must always be present in every documents and communications from RLC. Headlines, Sub-headlines, and other text may appear accordingly.

1 Primary position for logo

The top left is where the logo is likely to be.

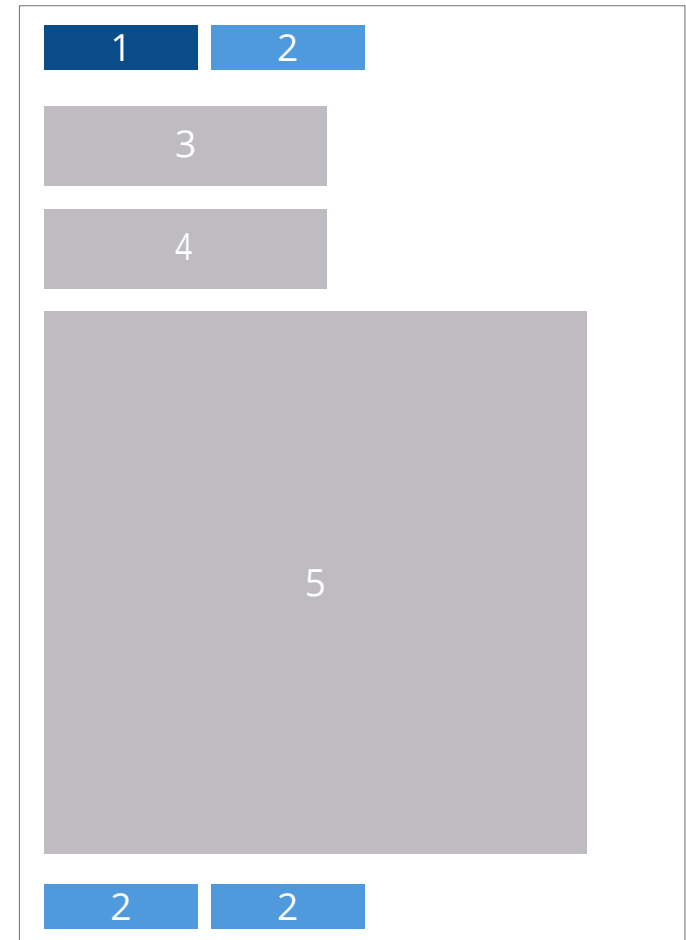
2 Alternative position for logo

If the logo can not be place at the primary location, it can place at the alternative location.

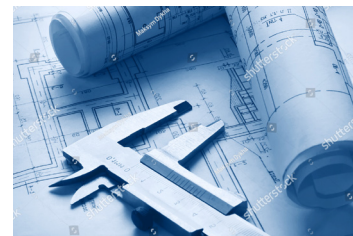
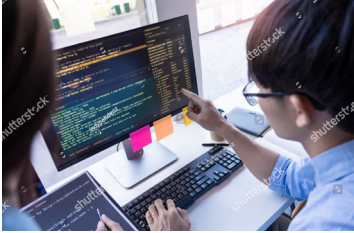
3 Headline

4 Sub-headline

5 Body



PHOTOGRAPHY



GRAPHIC: BUSINESS CARD

FRONT



BACK



GRAPHIC: EMAIL FOOTER

John Doe
Director

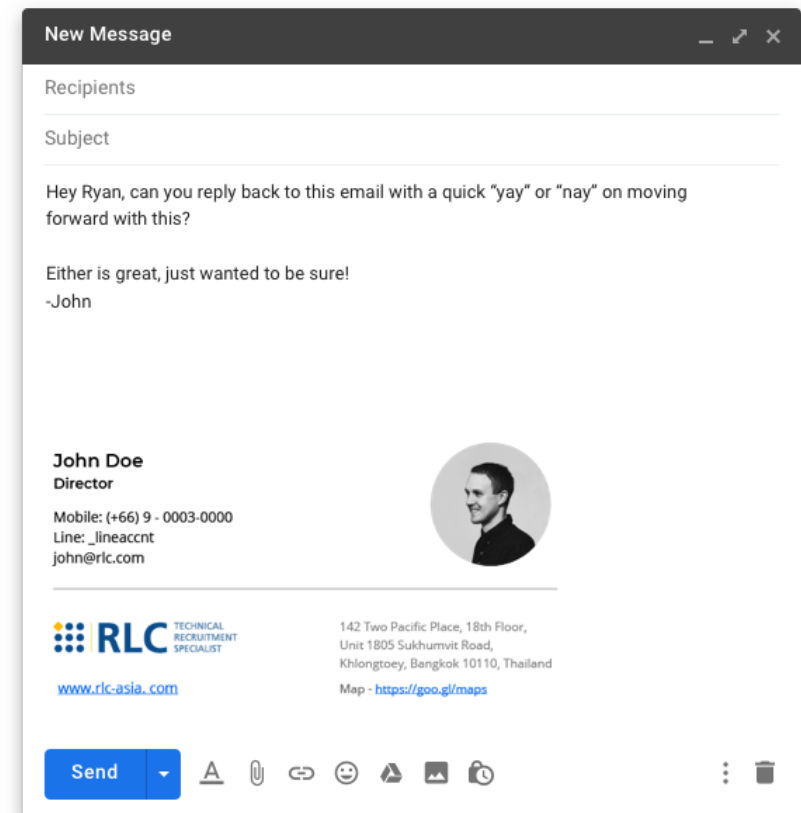
Mobile: (+66) 9 - 0003-0000
Line: _lineacct
john@rlc.com



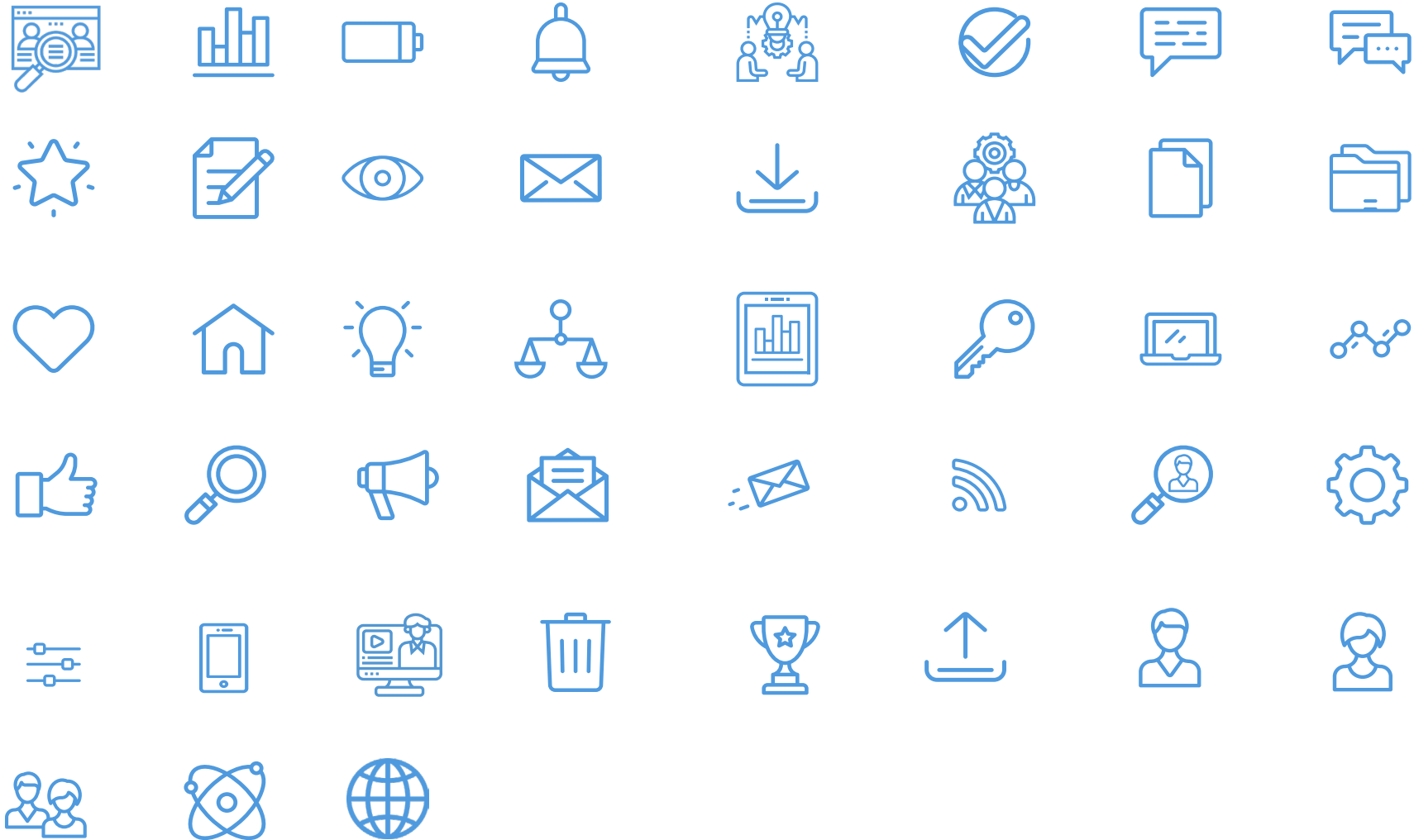
142 Two Pacific Place, 18th Floor,
Unit 1805 Sukhumvit Road,
Khlongtoey, Bangkok 10110, Thailand

Map - <https://goo.gl/maps>

www.rlc-asia.com



GRAPHIC: ICONS



PRESENTATION

RLC RECRUITMENT
PRESENT

COMPANY INTRODUCTION

RLC was established in 2012 to address the needs of the growing number of multinational companies looking for a consistent and personal approach to recruitment in Southeast Asia coupled with extensive local knowledge and experience.

RLC has since earned a reputation Thailand's leading technical recruitment consultancy thanks to our innovative approach, clear communication and commitment to continuously developing our service and engagement with our client industries.

We work closely with clients to fulfil their requirements and give them the edge needed to win the competition for top talents. We specialise in assisting our clients to identify and retain high-potential local candidates and build future leaders for their organisations.

We achieve this through our consultative approach. Going beyond candidate recruitment and serving our clients' wider needs in areas such as payroll, outsourcing and HR consultancy.

RLC VISION

To be Thailand's leading Technical Recruitment Consultancy in supporting our clients to continually optimise their human resource needs.

RELIABILITY
We make a solid commitment to deliver when we take on a project.

INNOVATION
Our resourcefulness in identifying human resource solutions.

INTEGRITY
Our professionalism and transparency in the way we operate.

SUMMARY OF SERVICES

RECRUITMENT SEARCH

From Greenfield to established operations, RLC specialised in supporting manufacturing and related supply chain businesses with mid-senior level talent.

We offer a consultative partnership with our clients to deliver long-term results.

PAYROLL & OUTSOURCING

RLC Outsourcing offers a wealth of innovative and tech-based solutions to optimise clients' payroll and personnel administration.

We offer a consultative partnership with our clients to maximise profitability from start-ups to 5000+ headcount.

HR CONSULTING

Full spectrum of services from manufacturing, I&D tools to culture coaching and candidate assessment.

Innovation and agility are the key to success.

RLC IN NUMBERS

1,000+

Professionals successfully placed with our clients

25+

Highly skilled team of Professional Recruitment Consultants spread across 4 functional teams allows us to bring you the expertise that's required

80+

Being part of the Cornerstone International Group Allows RLC to bring a regional and global perspective to our clients

WHY RLC?

INTERACTIVE CANDIDATE LISTS

Connecting our clients directly to our workflow

CANDIDATE VIDEO INTRODUCTIONS & INTERVIEW

Expediting first impressions, English skills, Body Language and engagement!

INNOVATIVE L&D PLATFORMS

The future is here: Engaging Training solutions using the latest research and technology

GLOBAL NETWORK

RLC Recruitment has been the representative office for Cornerstone International Group since 2014.

CORNERSTONE INTERNATIONAL GROUP

Cornerstone is one of the world's largest global alliances of executive search and human resource firms with over 70 offices around the world.

Cornerstone has been named by Forbes as one of the Best Management Consulting Firms in Executive Search (2016, 2017 & 2018) and ranked by Hunt-Scanlon as Top Global 30 Groups in 2018 & 2019.

INDUSTRY FOCUS

MANUFACTURING

- Automotive
- Automotive Parts
- Automotive Suppliers
- Automotive Assembly
- Manufacturing
- Process & Plant
- Process & Plant Reliability
- Advanced Learning
- Chemicals
- Consumer Electronics
- FMCG
- Packaging

SERVICES

- Engineering Consulting
- Engineering Services
- Logistics Supply Chain
- Energy
- Telecommunications

DIGITAL

- IT

LIFE SCIENCES

- Animal Health
- Consumer Health
- Contract Research Org.
- Medical Device Suppliers
- Pharmaceutical Research

RECRUITMENT SEARCH SERVICES

Full end-to-end recruitment process for our clients

12. Continued service and partnership.
11. Active follow up and retention focus
10. Candidate on-boarding
9. Provide 360 referencing
8. Support candidate selection process with client
7. Support client interview process

1. Client consultation & Brief
2. Talent mapping & Market analysis
3. Select best search methodology
4. Detailed talent identification
5. Candidate screening and behaviour-based interviewing
6. Timely shortlist presentation

PAYROLL & OUTSOURCING SERVICES

We help you focus on your business by

ONLINE PAYROLL SOLUTIONS

- POC Singapore also accessible any time anywhere including remote to the UK.
- Level 1 HR/Accountant management compatible for complex multiple sites

PAYROLL ADMINISTRATION MANAGEMENT

- Full service outsourcing of payroll function
- Tax social security provision fund report to relevant body

EMPLOYER OF RECORD/ STAFF OUTSOURCING

- Multi-work permit process for migrant
- Full support with local company statutory setup in Thailand

CONTACT US

RLC RECRUITMENT CO., LTD
142 Two Pacific Place, 18th FL, Unit 1805, Sukhumvit Rd., Klongtoey, Bangkok 10110

Tel: +66 2 653 3998
Email: rlc@rlc-asia.com
www.rlc-asia.com

PRESENTATION

Presentations must follow the brand's visual guideline.

1. Only Primary & Secondary colors should be used on the presentations.
2. Title font: Montserrat
3. Body text font: Open Sans
4. When placing text on any images, a layer of RLC blue (#00548F) with 50%+ opacity must be placed on top of the image to ensure readability.
5. Icons on the presentation should be outlined, monicolor icons.



QUESTIONS?

For any questions with this style guide, please contact:

VIMI.

ask@vimi.co