

BAYARD IDENTITY GUIDELINES
+ BRAND MESSAGING

V1.0 — November 2021





bayard

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The Road Goes On.

In 1923, we got our start and our name right here on Bayard St. For nearly 100 years, our company has traveled up and down the road with our partners, and while the tools of the trade change, our commitment to our clients and their enterprises never does.

As a recruitment marketing and talent insights leader, Bayard's approach is fundamentally about partnership and shared values on that long road. It takes innovation inspired by institutional wisdom to deliver on our promise. The economic times & scenery change, but what it takes to get up and down this road does not.



Bayard St, Chinatown, NY. 1932.



Brand Pillars.

Partnership

A Partnership is not announced. It is built by walking the road together.

Competence

Data is nothing without the insights that trigger the strategy.

Experience

We have been where you are. We know how to get where you're going. We can get you to the other side. We stand on a century of institutional wisdom and deep relationships across the industry.

Method Agnostic

Tools change. Our values don't. The right idea can come from anywhere.

Innovation

Innovation is Our Tradition.

Efficiency

Cost matters. Time matters. We don't get ready. We start ready.
And a great partner creates efficiency for everyone.



Personality.

WHAT HUMAN TRAITS WOULD WE
USE TO DESCRIBE BAYARD?

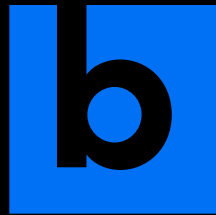
- Undaunted
- Adaptive
- Empathetic
- Collaborative
- Enthusiastic



Voice.

HOW DO WE SPEAK TO
OUR AUDIENCE?

- Motivating
- Bold
- Authoritative
- Passionate
- Curious



Tone.

- Expert and Experienced
- Solutions-Oriented / Performance-Driven
- Authentic loyalty, dependable ally
- Leaders feel known here
- Flexibility for growth & innovation
- Ultimate archetype of adaptability



ARCHETYPE 1

The Sage.

**Wistful and wise, open-minded
to new ideas**

Loyal Expert

Undaunted, intrepid and deeply loyal to our customers, Bayard relies on innovation that stands on the shoulders of experience. As a Sage, we show our clients the way forward.

Adaptability is the practical application of empathy.

We understand that everything is a learning experience.

Absorbing new perspectives drives self-reflection in the form of wisdom. Our actionable solutions face reality as it is.



ARCHETYPE 2

The Hero.

Expert mastery in a way that improves the world

Leaders in Efficiency

The right recruitment marketing and talent insights drive efficiency on all fronts. Our method increases retention at the same time that it attracts real talent.

// Highly qualified, better candidates is the promised land.

A partner is self motivated, sees themselves with skin in the game, feels the stakes and welcomes them. That’s how we are with you, and that’s how you’re going to attract real talent.



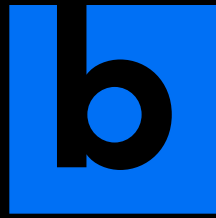
Audience.

Bayard clients become the Hero.

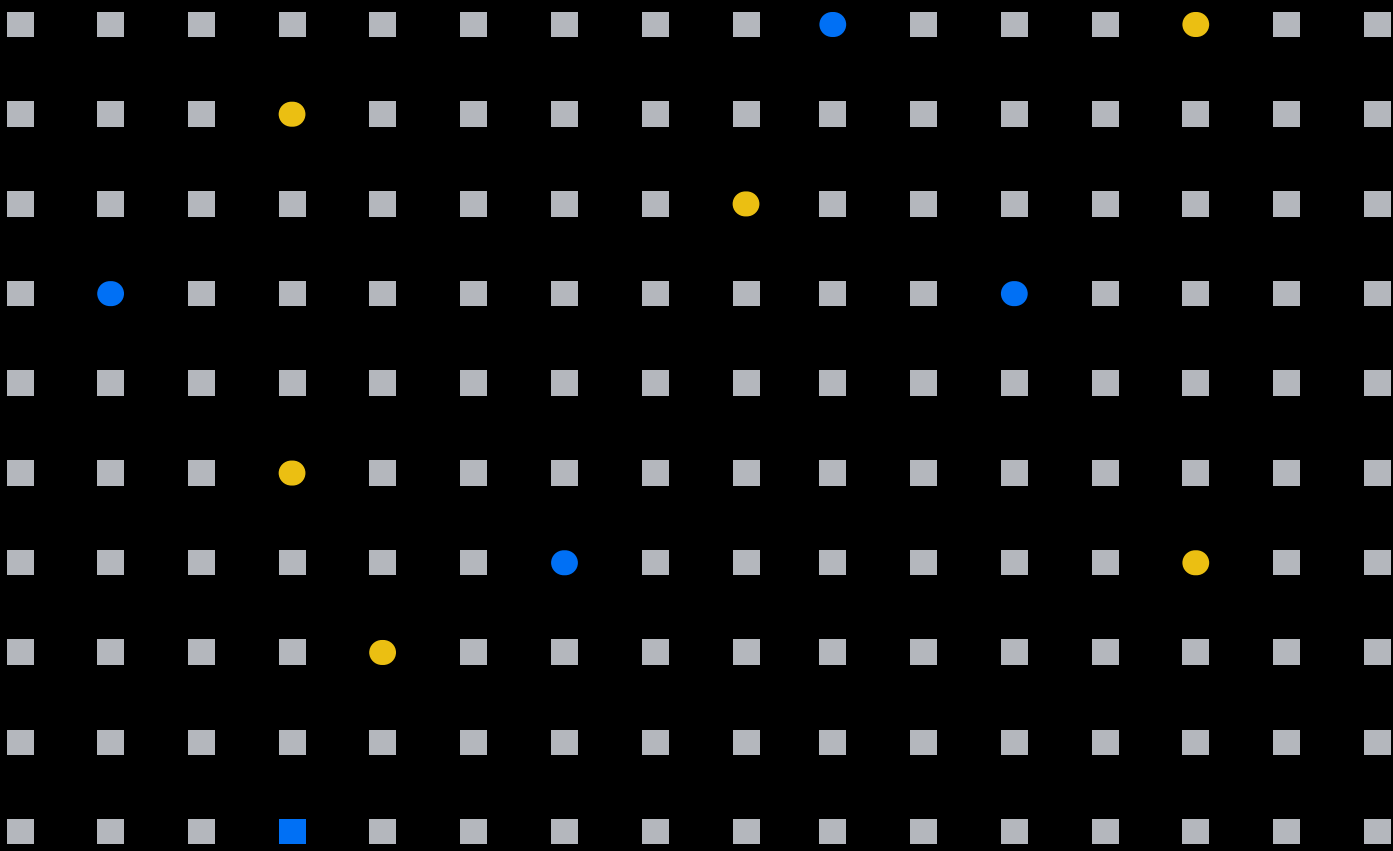
The way through is together.

As a Sage, Bayard transforms our clients, the Talent Acquisition leader, into the Hero of their company’s story so these decision makers can do what they do best. We help our clients attract partners, not just employees.

The values of partnership that Bayard models in their journey with the client authentically reignite the client’s identity/mission for all employees to see.



We get talent.





Tagline.

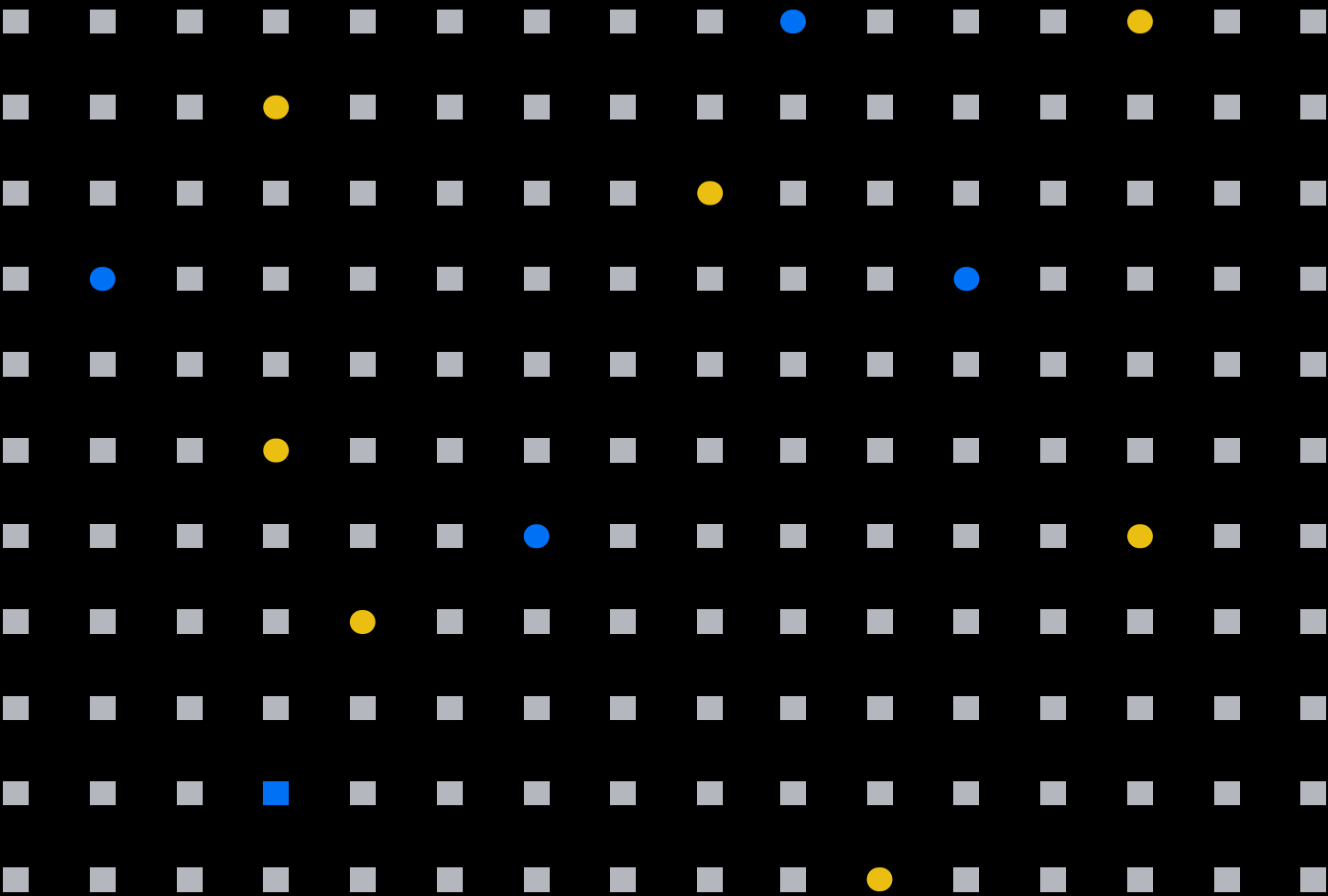
Attributes:

- We is Bayard and the Client.
- We're In It. Determined, undaunted partnership.
- Transparency cuts both ways.
- We don't just acquire. We understand.
- Experienced, Proven.
- Tells any story the image needs.

In Context:

We Get You. We Get Them. We Get It.

We get talent.





Messaging.

Tagline **We get talent.**

Personality Undaunted, Adaptive, Empathetic, Collaborative, Enthusiastic

Voice Motivating, Bold, Authoritative, Passionate, Curious

Brand Pillars **Partnership:** A Partnership is not announced. It is built by walking the road together.

Competence: Data is nothing without the insights that trigger the strategy.

Experience: We have been where you are. We know how to get where you’re going. We can get you to the other side. We stand on a century of institutional wisdom and deep relationships across the industry.

Method Agnostic: Tools change. Our values don’t. The right idea can come from anywhere.

Innovation: Innovation is Our Tradition.

Efficiency: Cost matters. Time matters. We don’t get ready. We start ready. And a great partner creates efficiency for everyone.



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BAYARD

P.15

Identity Guidelines & Brand Messaging

LOADED FOR BEAR

Visual Identity – Wordmark

2021 — V1.0

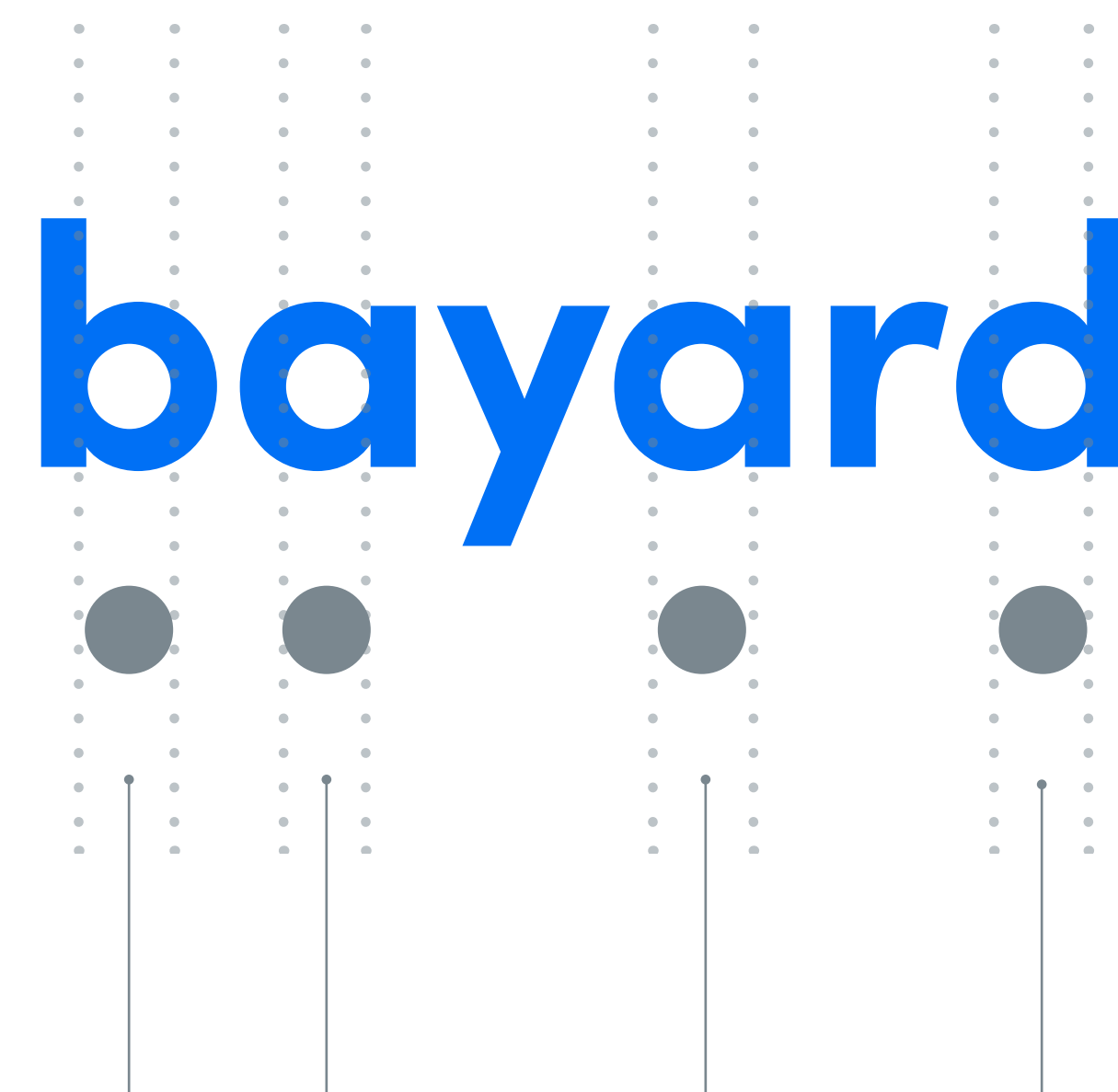
Wordmark.

Partnerships

Collaboration

Unity

People



M I R R O R E D C O U N T E R S



S U B M A R K

- Building blocks
- Foundational cornerstone
- Adaptable / Flexibility
- Stands on the shoulders of experience

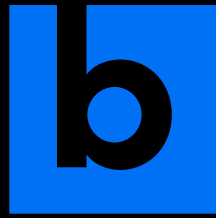


U N C A P P E D

- Unlimited possibilities
- Open pathway
- Welcoming new ideas
- Homage to 1923 Bayard St.

“ P U N C H E D O U T ” b

- Full transparency
- Trustworthy



BAYARD

P.17

Identity Guidelines & Brand Messaging

LOADED FOR BEAR

Visual Identity — Lockups

2021 — V1.0

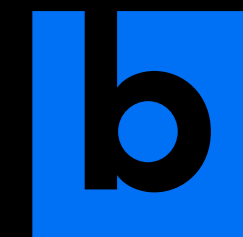
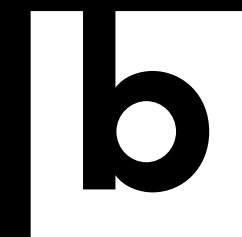
Lockups.

The Horizontal wordmark is the primary logo lockup and should be used whenever possible. The “b” submark is a reduced form of the wordmark. It can be utilized when the wordmark is too small.

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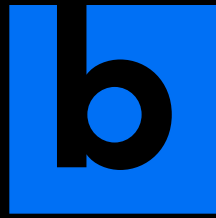
bayard

PRIMARY WORDMARK



PRIMARY ICONS

SOCIAL ICONS



Tagline Lockups.

The horizontal tagline is the primary tagline lockup and should be used whenever possible. The stacked tagline can be utilized when the horizontal tagline is too wide or narrow.

We get talent.

HORIZONTAL TAGLINE

We get talent.

SECONDARY STACKED TAGLINE



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Grid.

The grid pattern can be adapted in a variety of formats from digital to print applications. This pattern intends to demonstrate Bayard’s superior ability to help our partners stand out among the crowd.

We present companies to the world the way they were meant to be seen, uncovering their greatest values and best assets to attract the most promising talent.

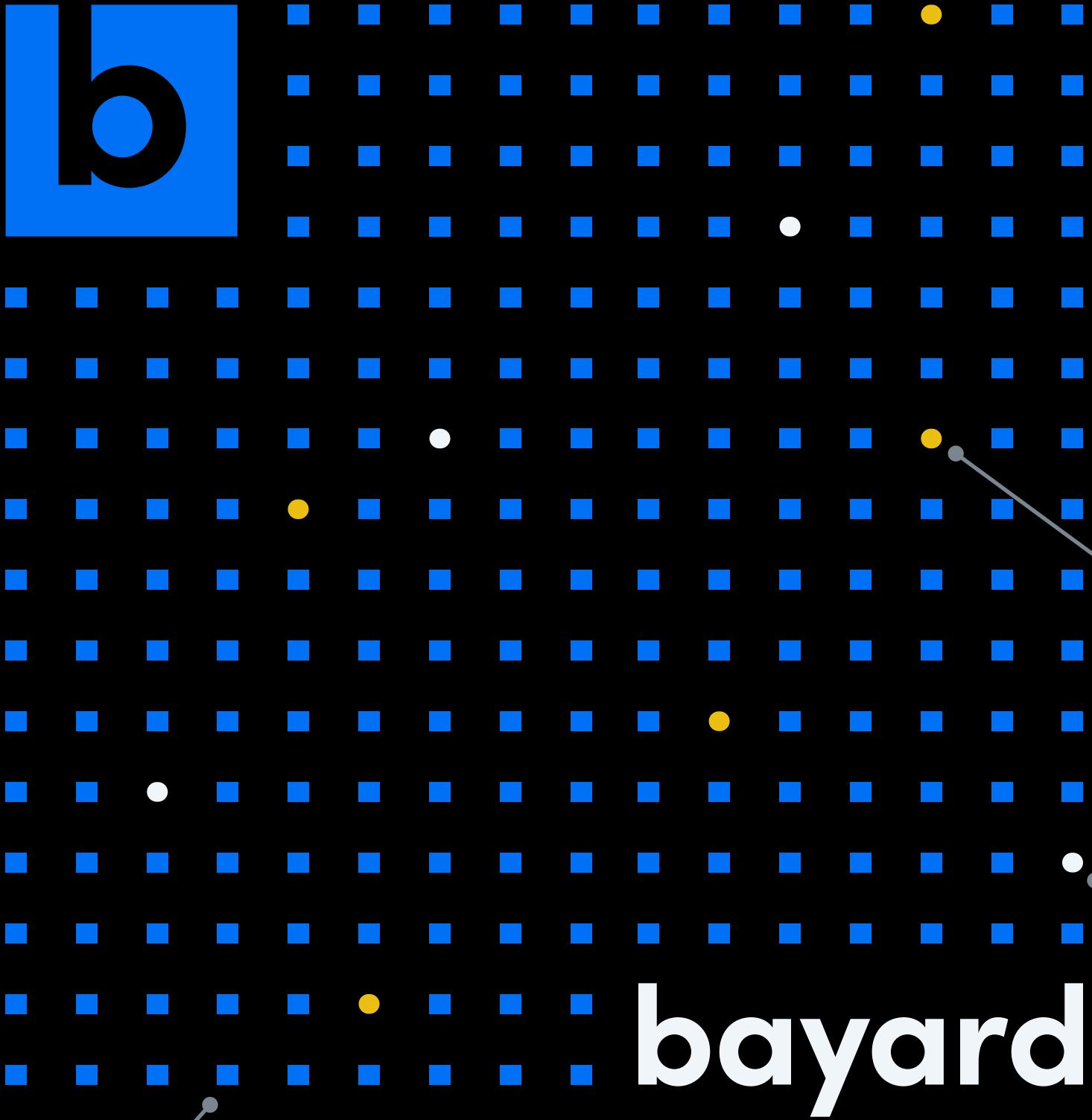
Foundational cornerstone
of innovation and experience

Boldness / Confidence / Expert

Individualized approach
with each client

Discovering qualified talent
in highly competitive markets

Built on unity and
collaboration





Clear Space.

A minimum area of space must always surround the logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

This clear space is based on the height of the “b” proportionally in relation to the BAYARD wordmark.





Logo Usage.

Best practices in usability established for our brand is how we create an engaging and powerful visual identity.

Here are examples of things we should never do.



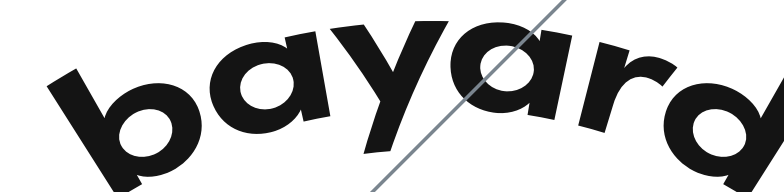
Do not use unapproved colors.



Do not use accent yellow as main color.



Do not add drop shadows or effects.



Do not arch, angle, or skew the wordmark.



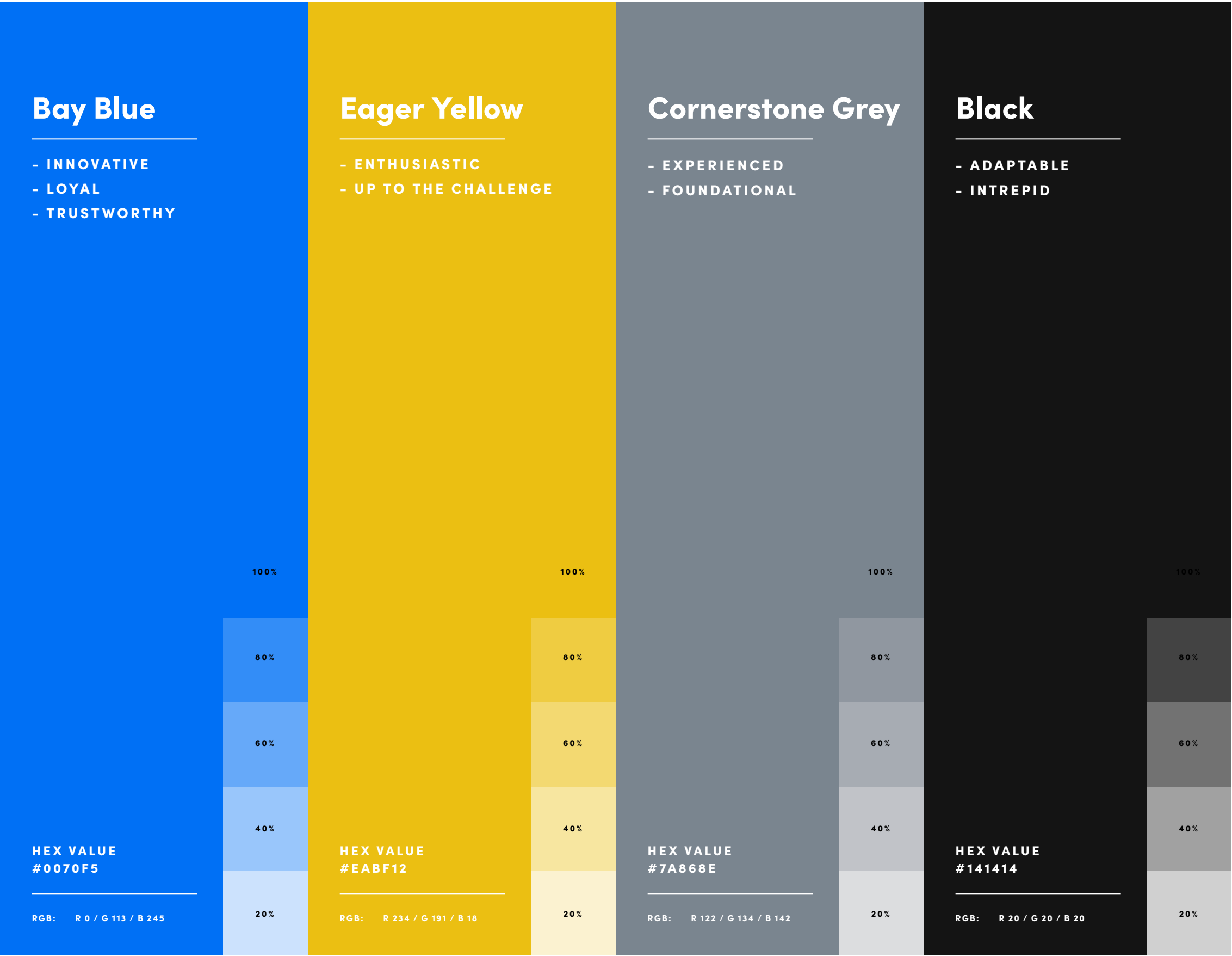
The Submark “b” and Workmark should not be added together.



Do not add stroke or outline to the wordmark.



DIGITAL PALETTE
(Preferred)



PRINT PMS
(Secondary)





Color Usage.

It’s not just the colors that convey the tone, but proportionally how they’re used to achieve balance within the designs. Accents and secondary colors are used sparingly in a “less is more” capacity. Observe the proportions carefully when assigning to the overall design.

PRIMARY



ACCENT





Sofia Pro.

Paired down to one typeface.

One unified voice.

Adobe Type Sync

Sofia Pro – Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!/?#&*(){}\%

SOFIA PRO – BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!/?#&*(){}\%

Sofia Pro – Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!/?#&*(){}\%

Sofia Pro – Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!/?#&*(){}\%



Century
Gothic.

Only to be used when Sofia Pro is unavailable.

Century Gothic - Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!/?#&*(){}\%

Century Gothic - Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!/?#&*(){}\%



Typography.

Usage and hierarchy for print and digital applications.

HEADLINE 4

Headline 1

Headline 2

Headline 3

Body text - Lorem ipsum dolor sit amet, consectetur adipiscing 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.

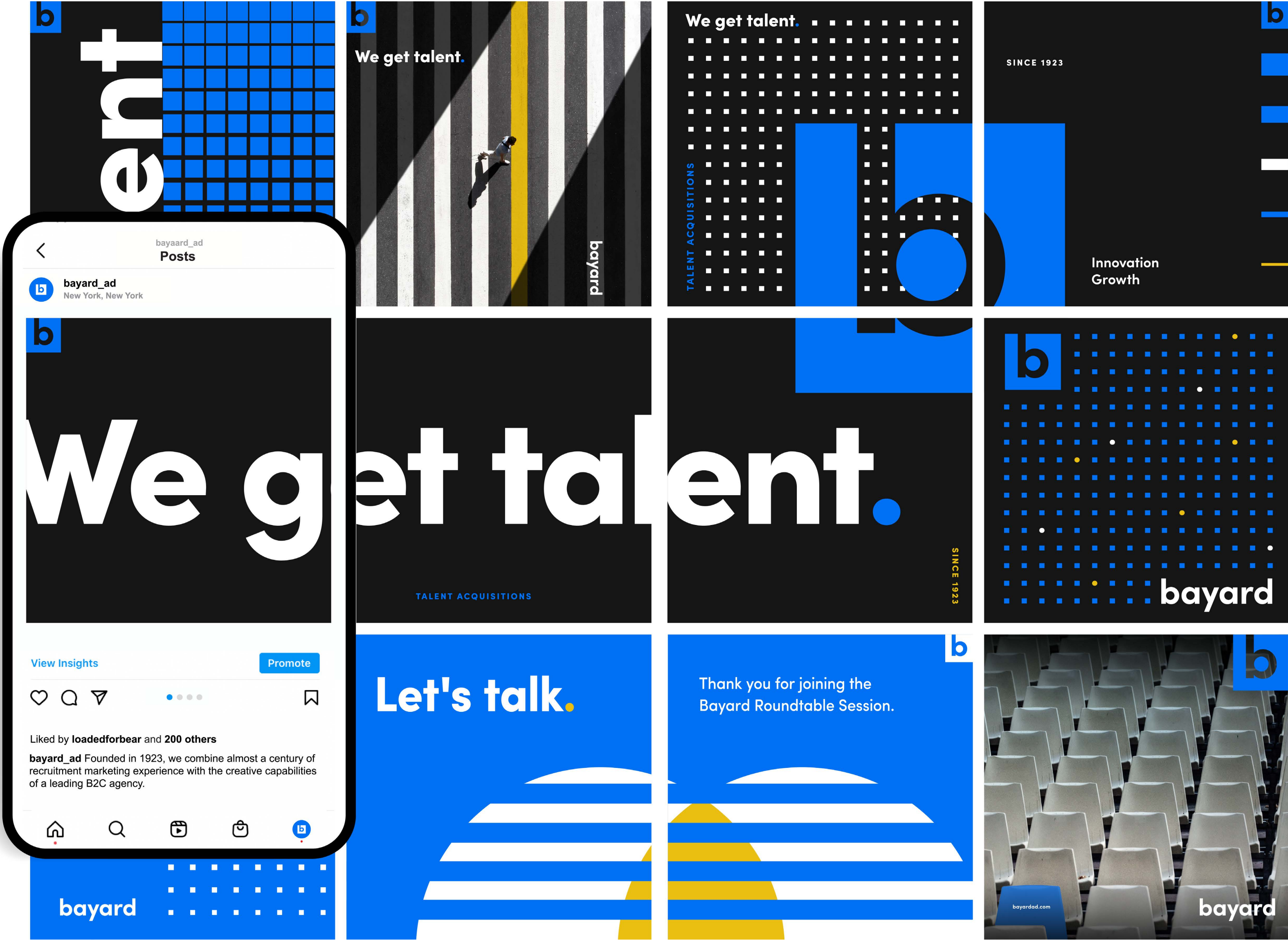
Call to Action

Call to Action



Instagram Tiles.

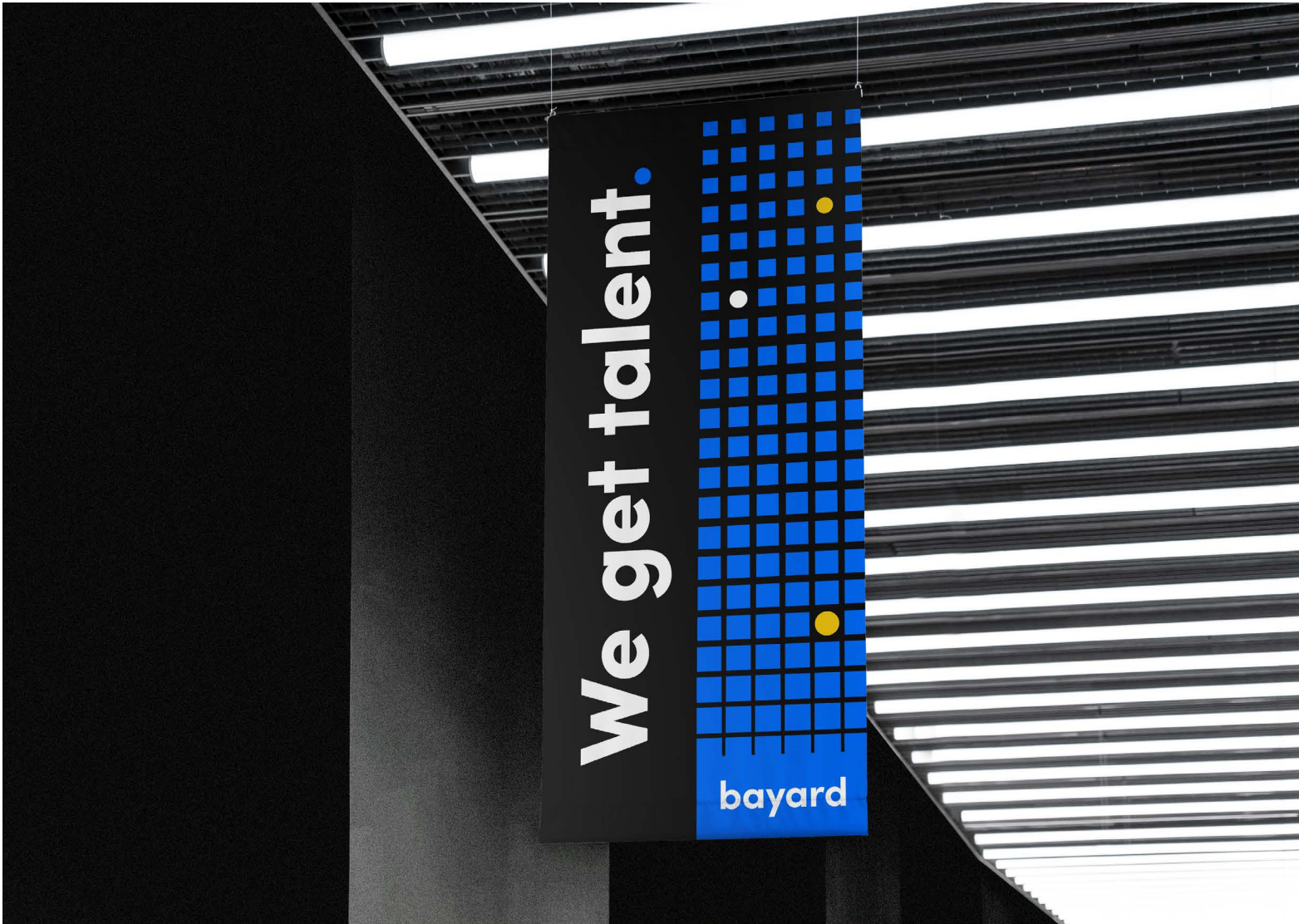
This is an example of how our branding would be best applied to maintain consistency of look and feel on Instagram.





Print Applications.

This is an example of how our branding would be best applied to maintain consistency of look and feel on merchandise and other soft goods/collateral.





QUESTIONS?

For any questions with this style guide, please contact:

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