



DELTAWORX

BRANDGUIDE SUMMER 2016



PROBABLY THE
COOLEST STAFFING
AGENCY ON
THE MARKET

#jointhefamily

BRANDGUIDE READ ME

This is a guide to the basic elements that make up Deltaworx. Check it out and get to know us! Our branding is essential to the Deltaworx experience. We need to ensure that our brand maintains a consistent look and feel. This requires strict Deltication to standards.

All of the assets detailed in this document are available for download: www.deltaworx.eu/brandguide

These guidelines are for the use of Deltaworx design teams & agencies. If you are ever in doubt, refer back to this document or contact us.

Review process designs

Each digital asset with a commercial value must be approved by the brandmanager (branding@deltaworx.eu).

Send the digital asset in a real world visualisation (mockup) to branding@deltaworx.eu (size + printed media must be realistic). Explain the usecase in a nutshell. Wait for approval.

Media communication

All the press & media communication (in all circumstances) need approval by the HQ responsible.

For questions & additional information please contact:

Deltaworx
Samberstraat 22
2060 Antwerpen
branding@deltaworx.eu
www.deltaworx.eu

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INTRODUCTION

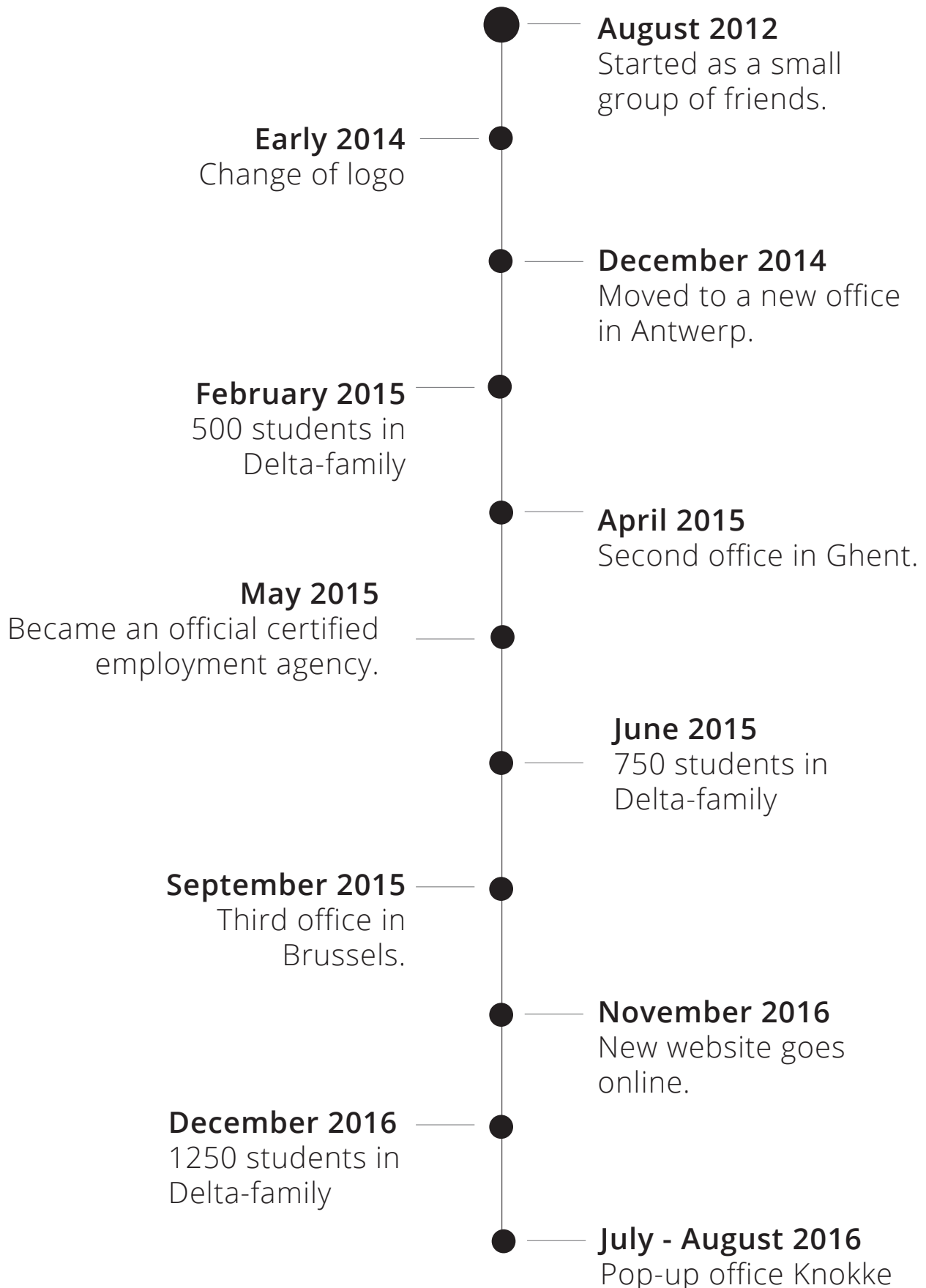
WE GET THE JOB DONE !

Deltaworx, **founded in 2012**, is probably the coolest staffing agency on the market, pioneering in branding, administration, training, follow-up, recruitment, matchmaking and of course in spreading the lovely Deltavibes. In these past years, our **Deltafamily** has supplied many clients with Deltaworkaholics, leading to numerous awesome references.

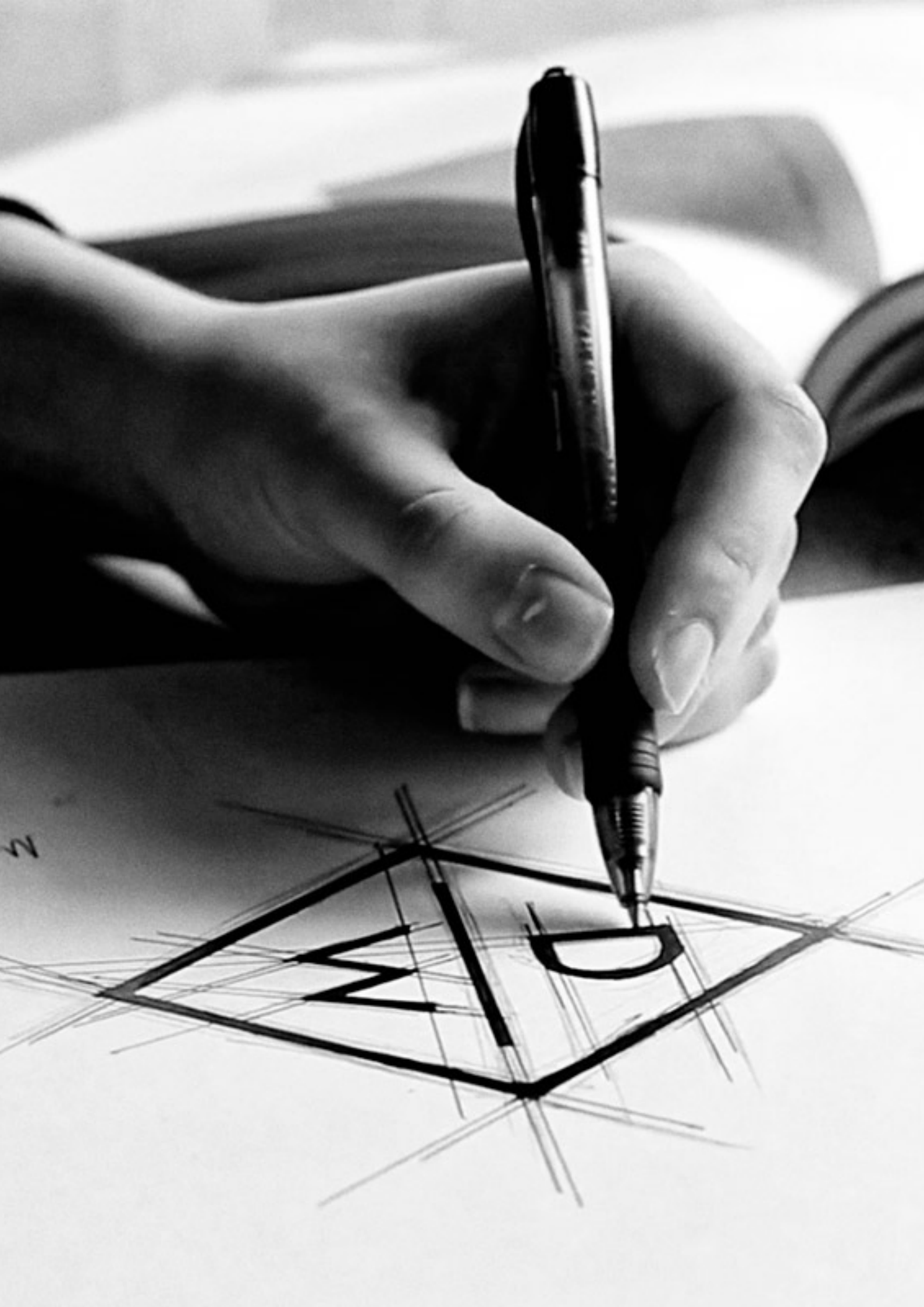
Being able to send out talented students from three strategically situated offices also enables us to offer you a national coverage. Deltaworx stands for **quality over quantity**, providing you with the perfect team for the job(s). Moreover, our extremely competitive prices make us a strong player among our colleagues. No jobstacle is too big!



TIMELINE



LOGO



DELTAWORX LOGO

Our logo is one of our most valuable assets therefore we must ensure proper usage. The primary Deltaworx logo is composed of the Deltaworx Rhombus and the name "Deltaworx".

The logo is based on typeface 'Raleway'. The preferred way to use the Deltaworx logo is over a white background.

This logo is used for all printed publications and screenwork: advertising, billboards, posters, flyers, packaging, websites, merchandising, presentations, banners, ...

Let the logo breathe

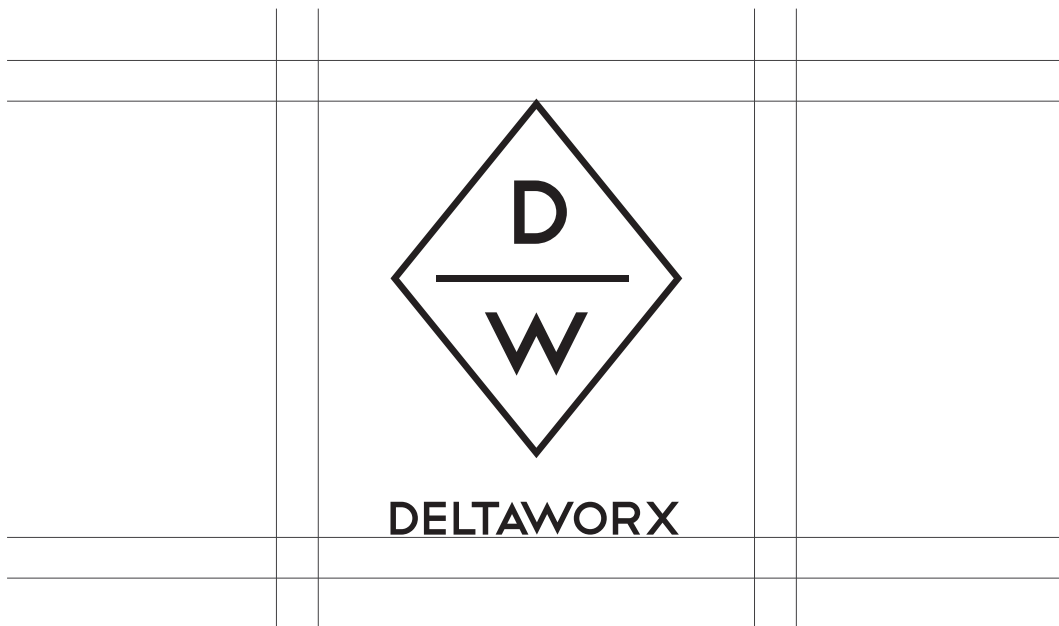
We respect the logo by giving it some space to breathe.

Min. print size

3cm x 5cm.

Color

Black CMYK print code = 0,0,0,100



PREFERRED USAGE

Logo A en B are the main logo's. The use case of logo C and D is not preferable. Use only when A and B are not possible. In cases where the full general Deltaworx logo is unsuitable for the nature of the communication.



DELTAWORX



DELTAWORX



DELTAWORX



DELTAWORX

SECONDARY VARIANTS

Text-only logo

In cases where the full general Deltaworx logo is unsuitable for the nature of the communication the “text only” version may be used.

DELTAWORX

Horizontal use

In cases where the general Deltaworx logo is unsuitable for the nature of the communication, a horizontal version may be used. The horizontal version is intended for very limited use only. This would apply for example to websites and merchandising products (lighters,...).



Rhombus only

In cases where the full general Deltaworx logo is unsuitable for the nature of the communication. The ‘rhombus only’ version may be used e.g. social media profile pictures etc.



DONT'S

01 X



02 X



03 X



04 X



DONT'S

05 X



06 X



07 X



08 X

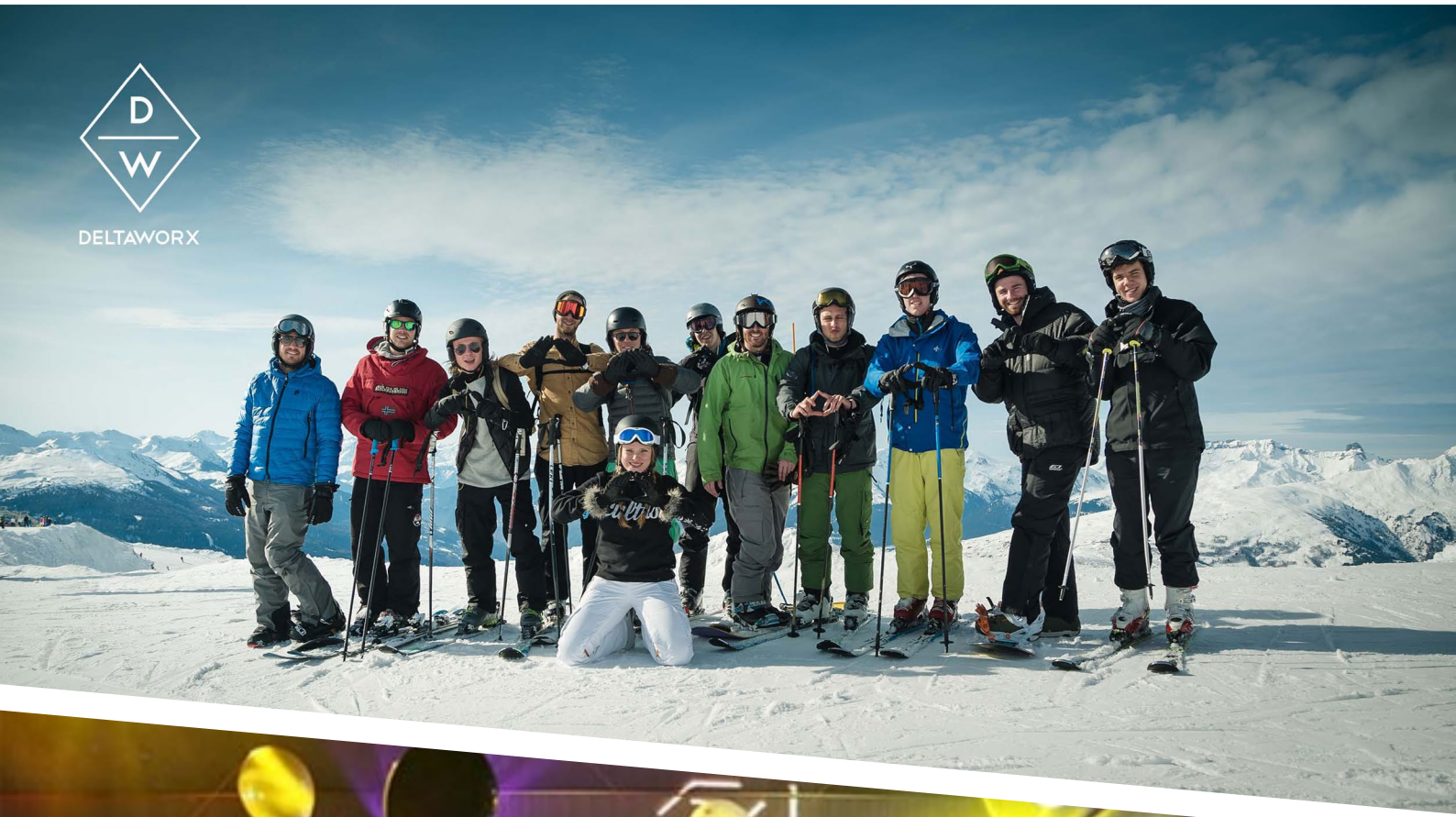


LOGO ON PHOTOGRAPHY

Use the corner with the highest contrast and the clearest background.
Make sure the logo is noticeable!



DELTAWORX



DELTAWORX

USAGE EXAMPLES

Each digital asset with a commercial value must be approved by the brandmanager. Send the digital asset in a real world visualisation (mockup) to **branding@deltaworx.eu** (size + printed media must be realistic).

Explain the usecase in a nutshell and wait for approval.

Consider using a preferred vendor. They have the correct artwork and are familiar with our guidelines.







Front Rhombus + Deltaworx

Side Deltaworx

Back Window Looking for a student job ?

Back bumper www.deltaworx.be

BUSINESS CARDS

Supplier Moo.com | **Product** Luxe Black Business Cards

Paper Luxe finest paper 600 g | **Fill colour** Black | **Corners** Square



DELTAWORX

*probably the coolest staffing
agency in the world*

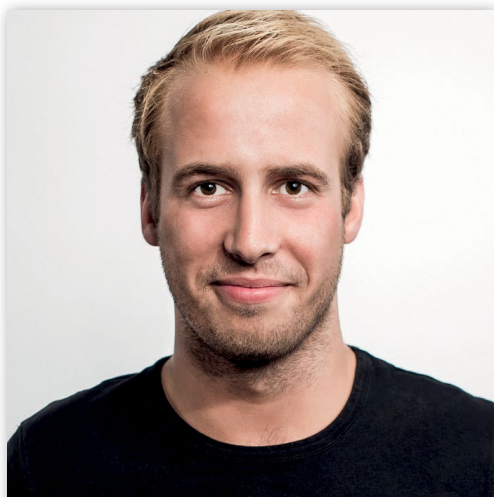


DELTAWORX

Julie Bulinckx

+32 478 22 13 57
julie@deltaworx.eu

www.deltaworx.eu



DELTAWORX

*probably the coolest staffing
agency in the world*



DELTAWORX

Matthias Peeters

+32 474 79 49 82
matthias@deltaworx.eu

www.deltaworx.eu

E-MAIL SIGNS

Write: (no subject)

Send Spelling Attach Security Save Contacts

From: Josiah Bruner <josiah@programmer.net> josiah@programmer.net

To:

Subject:

Body Text Variable Width

Met vriendelijke groeten,
Cordialement,
Kind regards,

3 Languages


Name
Function
Deltaworx
+32 (0)3 337 68 63

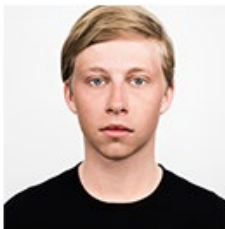
Maximum 2 functions
Company name
Mobile &/or office number




Office address
name@deltaworx.eu
www.deltaworx.eu

Personal email

Probably the coolest staffing agency on the market.





Jeroen Poels
+32 477 999 366
jeroen@deltaworx.eu
Samberstraat 4
2060 Antwerpen
  

DESIGNS





FONTS

MAIN FONT

RALEWAY

Raleway is the main font. Always use this font. Please download the branding package to install this font on your computer.

deltaworx.eu/brandguide

DEFGHIJKLMNOPQRSTUVWXYZ
DEFGHIJKLMNOPQRSTUVWXYZ
DEFGHIJKLMNOPQRSTUVWXYZ
DEFGHIJKLMNOPQRSTUVWXYZ
DEFGHIJKLMNOPQRSTUVWXYZ
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DEFGHIJKLMNOPQRSTUVWXYZ
DEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATIVE FONT

CALIBRI

For all the digital communication for example Powerpoint presentations, e-mails, etc. we use the basic font "Calibri". Please download the branding package to install this font on your computer.

deltaworx.eu/brandguide

DEFGHIJKLMNOPQRS

DEFGHIJKLMNOPQRS

ALTERNATIVE FONT

OPEN SANS

Remember the typeface “Raleway” is still our main font but since the readability of this font can be a bit harsh to read in combination with text heavy documents we allow to use “Open Sans” as an alternative font. Please use “Open sans light”, not regular!

Download the branding package to install this font on your computer.

deltaworx.eu/brandguide

DEFGHIJKLMNOPQRSTUVWXYZ

DEFGHIJKLMNOPQRSTUVWXYZ

DEFGHIJKLMNOPQRSTUVWXYZ

DEFGHIJKLMNOPQRSTUVWXYZ

DEFGHIJKLMNOPQRSTUVWXYZ

TAGLINE

01 (Raleway light)

Probably the
coolest staffing
agency on the
market.

02 (Raleway light capitals)

PROBABLY THE
COOLEST STAFFING
AGENCY ON THE
MARKET.

03 (Open sans bold capitals)

**PROBABLY THE
COOLEST STAFFING
AGENCY ON THE
MARKET.**

TEXT AND TONE

Words we like

Ambassador
Delta-family
Clubhouse
Clubhouse manager
Jobsessed
Deltication
Vibes
Jointhefamily
Cateringcrew
Hostesses
Extraordinary
Delta-moment
Promoteam
Magnificent
Matchmaking
On the road
Jobsessed
Join our crew
Delta people
Staffingagency

Words we don't like

Jobber
Office
Office manager
Delta Worx
Deltaworks
Personel
Taxes
Administration
Flexi-job
Horeca
Slow
Academic
Burocratic
Paperwork
Boring
Summercamp
Training

Tone

Delta-work your way to the top!

Choose a job you love... you'll never have to work a day in your life

We don't just dream it, we Delta-work for it!

Your student carreer starts here.

We get the job done!

Simply jobsessed.

Deltaworx, founded in 2012, is probably the coolest staffing agency on the market.

They've teamed up with the Delta Family and got sprinkled with Deltavibes...

WEBSITE



DELTAWORX

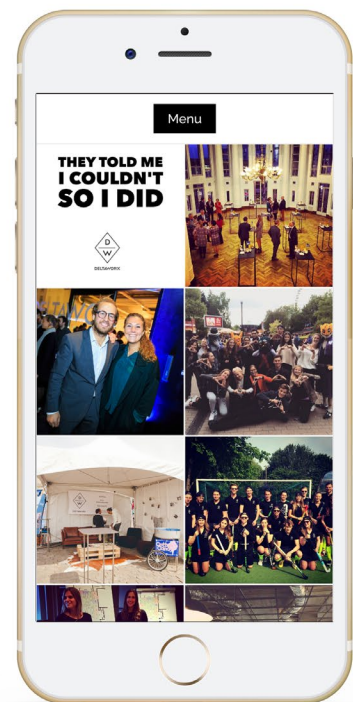
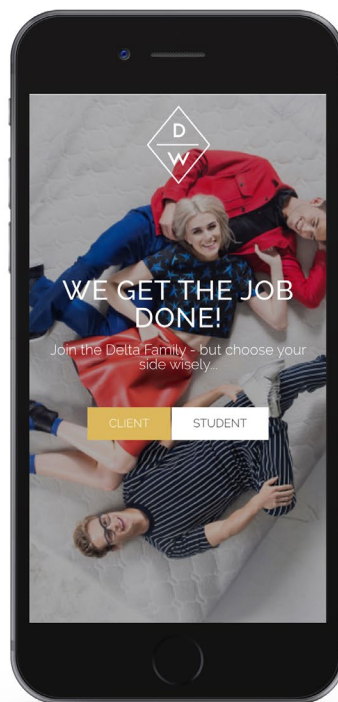
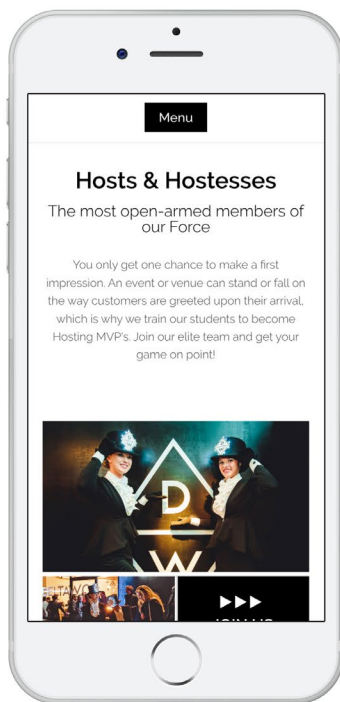
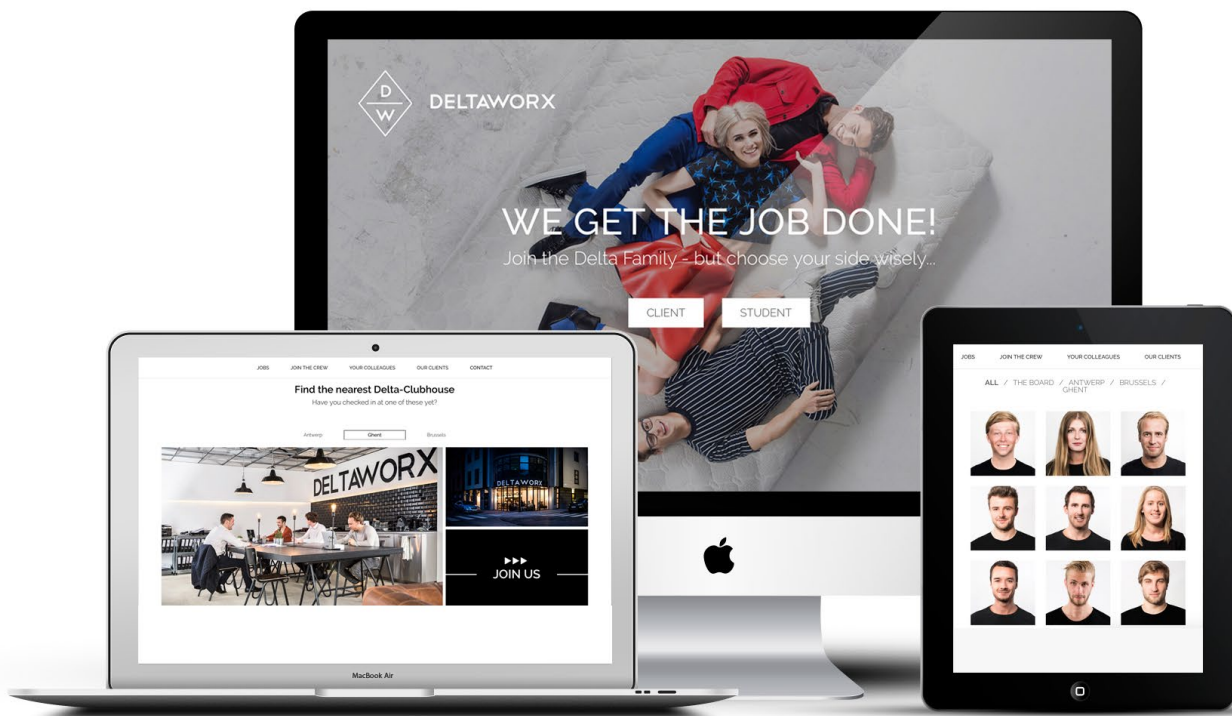
WE GET THE JOB DONE!

Join the Delta Family — but choose your side wisely.

CLIENT

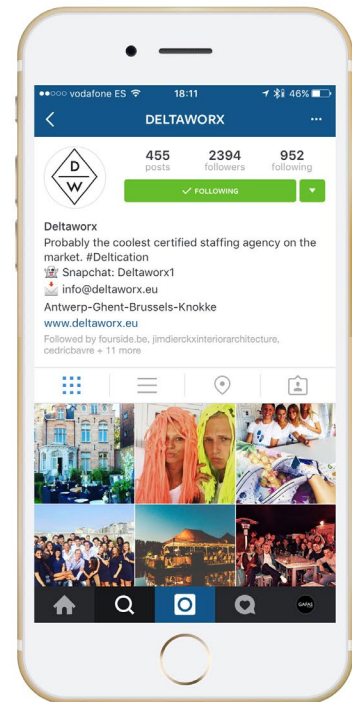
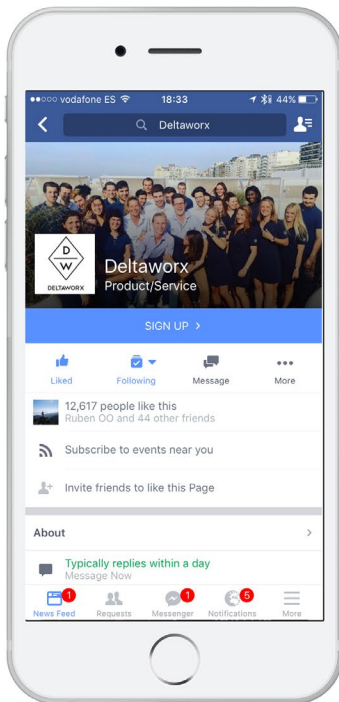
STUDENT





SOCIAL MEDIA

PLATFORMS



We create the hype!

Branding is everything

#Deltaworx
#Deltavibe
#Deltication
#Jointhefamily
#Studentjob

Style of social media posts.

Motivational Quotes
Job pictures

Instagram Deltaworx

Facebook Facebook.com/deltaworx1

Twitter @Deltaworx1

Snapchat Deltaworx1

LinkedIn Deltaworx

Swarm Check-in Antwerp, Gent, Brussels

INSTAGRAM COLLAGE

Please use MOLDIV collage maker for iOS and Android.



LOCAL SOCIAL MEDIA PAGE

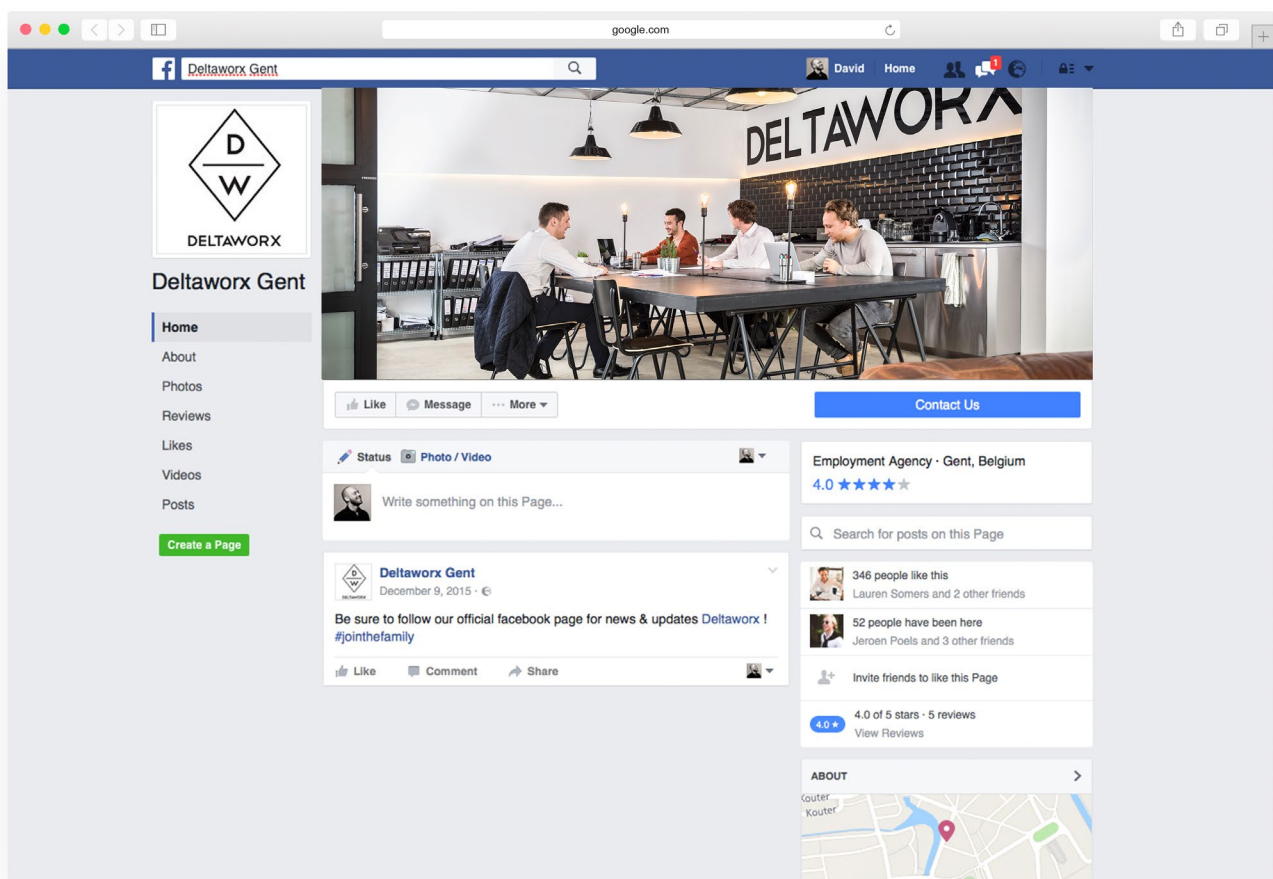
Every clubhouse can have a check-in page on Facebook. There is only one official Deltaworx Facebook page where all the content is posted on.

A local page contains the following info:

Contact info (address, email, telephone, ...)

Profile picture Deltaworx logo (full or Rhombus only)

Cover photo Picture of the Clubhouse (outside or inside)





RUMOR HAS IT THAT
THE GRASS IS ALWAYS GREENER
AT KLUB XIII ...



DELTA EVENTS





CLUBHOUSES



REFERENCES

Atomium – Auberge du Pêcheur – Belgo Catering – BNP Paribas Fortis – Boxs
Bozar – Cateringcom – Crowd Sourcing Week – DDMC – De Hoorn – Diner Privé
Disney Channel's summer tour – Elzenveld – Flinckheuvel – Foodstories
Fox – Hermès – Hofter Laere – Gusto – JM Catering – Jumping Antwerp
Kinapolis – Kinapolis Film Distribution – LG Electronics – Live Nation – Living
Tomorrow – Loriers – Marc O'Polo – Maekelhoeve – Maserati – Nicolas Nuyens
Oona – Outré – Point Albert – Porsche – Prom of Loppem – Renard Beervelde
Rock Werchter – Timberland – Waregem Koerse – J&M Catering

