

Respecting People. Impacting Business.™



Brand Guide



For Vendor Use
June 2026

Table of contents

3 About Express	14 Our Tagline
5 Building Brand Equity	15 Design Elements
6 Our Name	15 Photography
8 The Express Logo	16 Quotes and Statistical Information
9 Logo Asset Collection	17 Typography
10 Color Palette	18 Express Office Signs
11 Logo Usage Specifications	



The intended use of this Brand Guide is for approved vendors of Express Employment Professionals.

About Express

Express Employment Professionals is one of the top staffing companies in the U.S., Canada, South Africa, Australia, and New Zealand. Every day, we help connect people and jobs by providing employment solutions that include full-time, temporary, and part-time positions in a wide range of career fields, including Light Industrial, Skilled Trades, Office Services, and Professional.

Express was founded in 1983 and today generates more than \$4 billion in sales and employs more than half a million people through 860 franchise locations. Our long-term goal is to put a million people to work annually.

Our vision

To help as many people as possible find good jobs by helping as many clients as possible find good people.

Our purpose

To help people succeed.





See what's possible!



We're Hiring!

Open Positions with No Fees for Applicants

Top 5 Reasons Express Is the Best Step in Your Job Search

- No fees for applicants.** Express Employment Professionals works with local companies in need of part- and full-time workers, giving you access to open positions in a variety of industries. We're confident and never charge you a fee.
- One application, multiple job openings.** With one application, your skills and abilities are matched with open positions at multiple client companies. We'll help determine which companies are the best fit for your next move.
- Two easy ways to complete your application.** Call our office and we'll process your application over the phone. You can also complete the application at ExpressPros.com. Either way, we'll help you prepare for your interview and connect you with local businesses looking for talented workers.
- Express employs more than 405,000 people annually.** Each office is locally owned and invested in the community.
- Benefits available.** When you work for Express, you're on our payroll and may be eligible for benefits, including medical.*

*Benefits and eligibility requirements may vary by Express location. See your local Express representative for more information.

Skilled Trades

330,000
The shortage of welders expected by 2028, according to the American Welding Society.

We know Skilled Trades staffing.

Finding the right person with the skills, experience, and qualifications for your job opening is a daunting task. Turn to the experts at Express Employment Professionals, and be confident your hiring is in the right hands. Our associates are ready to support your business goals, with a focus on safety and productivity.

Building the Right Team

We know a one-size-fits-all approach doesn't help you accomplish your business goals. Express offers multiple staffing solutions that can be tailored to help meet your business demands.

- Contract Staffing
- Evaluation Hire
- Direct Hire
- Temporary Staffing

Trust the Process

Rest easy knowing Express will send qualified employees you can count on. We follow a multi-step, ISO-certified selection process which includes:

1. Applicant Information Verification
2. Interview
3. Skills Evaluation
4. Employment Verification
5. Hiring Decision
6. Matching and Assignment to Meet Your Needs.

Ready When You Are

- Maintenance Mechanics
- Welders
- Machinists
- Fabricators
- Automotive Technicians
- Electricians

Contact Express today!
ExpressPros.com

LOCALLY OWNED
Express EMPLOYMENT PROFESSIONALS
SKILLED TRADES

SEEKERS FIND A JOB

EMPLOYERS HIRE PEOPLE

A Top Staffing Company

America Employed

Express Blog

Leverage experts to solve your workforce challenges.

Connect with Express

Express Employment Professionals is celebrating its **35th anniversary** in this community. We are so excited about this milestone and grateful to you for allowing us to be a part of your business!

As we look to what's ahead, we want you to be part of our future. We are dedicated to providing your business with solutions for success, including:

- Office Services, Skilled Trades, Light Industrial, and Professional employees
- Temporary/Contract Staffing
- Evaluation Hire
- Direct Hire
- Training and development programs
- Complimentary webinars

Learn More About Us | Contact Office | Employer Resources

The app connecting you to your next job!

Download now!

Building brand equity

A brand goes beyond a company's name or symbol. Logos, trademarks, and service marks are all aspects of a brand—graphic elements that differentiate our company in the marketplace and make it more recognizable. But “brand” is more than what people see. It's the story our clients and associates tell their friends and families. A brand goes beyond the first impression, which may be the Express Employment Professionals logo or our local website, to how we interact with our customers and meet their expectations.

The importance of brand consistency

The Express Employment Professionals brand is the foundation of our business and an invaluable piece of our organization. Proper brand use and maintaining brand consistency across all locations is vital to strengthen our ability to differentiate ourselves from the competition and stand as a credible, trustworthy business. Consistency also ensures the Express brand does not become damaged.

Because effective branding is a powerful component that impacts the overall success of Express, Express Employment International created this Brand Guide to provide vendors the information and tools to ensure the integrity of the Express brand is maintained in all local markets.

BRAND CONTACT

Marketing and Communications
Department at Express
Employment International
(800) 222-4057
Marketing@ExpressPros.com

Our name

What our name means

Our name enhances our position in the market and the way our audiences perceive us.

Express

In use since our founding, this word is the most recognizable part of our name. It illustrates the sense of urgency we feel in coming to the aid of our clients, job seekers, and associates.

Employment

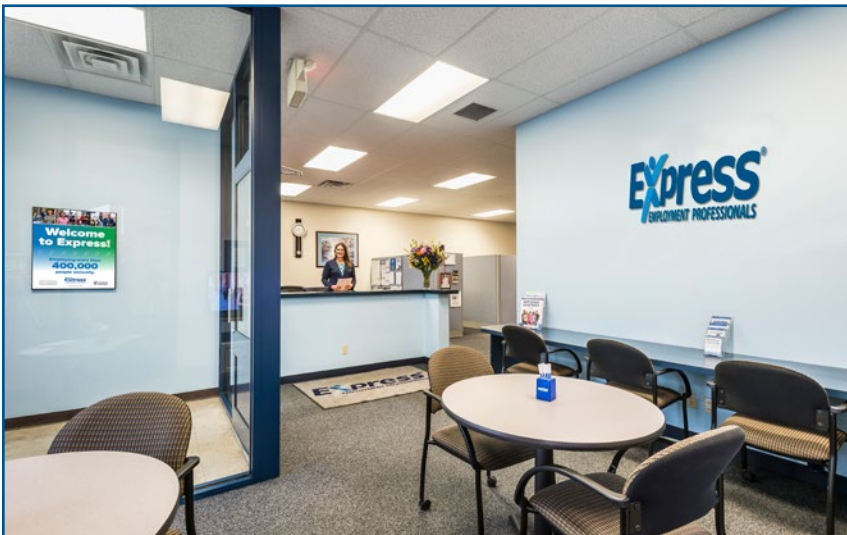
This word is a big picture concept that helps represent all of our service lines. It also has positive associations with our audiences, suggesting a strong work ethic, personal fulfillment, and a healthy business community.

Professionals

This word has the personal touch. It identifies our company as a group of people. It reinforces our expertise and says that we deal with everyone in a professional way.

Express Employment Professionals





The Express logo

Our logo shows who we are

The logo is made of several parts, which work together to create a unique identity for Express that reflects our brand attributes.

Express

The rounded edges of the uppercase and lowercase type make it friendly and approachable. The overall clean, crisp lines of the logo convey the professional and driven aspects of the brand.

Employment Professionals

This type forms a simple, linear shape with a strong, professional look. It helps to anchor the open look of the word “Express” and reinforces the perception of motion in the stylized “X.”

Human element

The stylized “X” in Express, formed from checkmarks, depicts a person in action. This unique symbol communicates the convergence of professional efficiency, our human focus, and forward motion.



Logo asset collection

The Express Employment Professionals logo

The Express Employment Professionals logo may be used with the tagline or without. The logo may also be used with the corporate website address.



See pages 11–13 for
Logo Usage Specifications.

The stylized “X”

In most instances, the full Express Employment Professionals logo will be used. However, the stylized “X” may be used on its own in some cases, like on promotional items or in designs associated with campaigns or events where the full logo is used elsewhere.



To download logo files, go to
ExpressPros.com/Logos

Color palette

Our primary colors

We chose three blues as our primary colors to express the spirit of the brand. These colors help convey a reassuring, professional image. The contrast of brighter blues adds energy.

Light blue

Impressive, vibrant, trusting, open

Medium blue

Faithful, true, constant, dependable

Deep blue

Credible, classic, strong, professional, confident

Pantone® Spot Color



PMS 2925

PMS 2935

PMS 2955

CMYK



CYAN 85%
MAGENTA 24%
YELLOW 0%
BLACK 0%



CYAN 100%
MAGENTA 46%
YELLOW 0%
BLACK 0%



CYAN 100%
MAGENTA 45%
YELLOW 0%
BLACK 37%

RGB



RED 0
GREEN 150
BLUE 214



RED 0
GREEN 118
BLUE 192



RED 0
GREEN 82
BLUE 136

HEX 0096D6

HEX 0077C0

HEX 005288

See page 19 for exterior office sign color options.

Our secondary colors

Secondary colors are used to support and complement our primary colors and to provide additional range to the brand experience. The secondary colors work well as accent colors and help communicate content more clearly. Secondary colors are never used in the logo.

Grey (Use for body copy text)

Green

Red

Purple

Yellow

Orange



CYAN 0%
MAGENTA 0%
YELLOW 0%
BLACK 80%



RED 88
GREEN 89
BLUE 91

HEX 53565A



CYAN 84%
MAGENTA 9%
YELLOW 100%
BLACK 1%



RED 90
GREEN 159
BLUE 81

HEX 5A9F51



CYAN 50%
MAGENTA 100%
YELLOW 1%
BLACK 0%



RED 126
GREEN 43
BLUE 128

HEX 7E2B8A



CYAN 0%
MAGENTA 74%
YELLOW 100%
BLACK 0%



RED 213
GREEN 103
BLUE 44

HEX D5672C



CYAN 1%
MAGENTA 100%
YELLOW 97%
BLACK 1%



RED 198
GREEN 34
BLUE 43

HEX C6222B



CYAN 1%
MAGENTA 30%
YELLOW 100%
BLACK 0%



RED 233
GREEN 182
BLUE 50

HEX E9B632

CMYK

RGB

Gradients



GREEN
TO
BLUE



BLUE
TO
PURPLE



PURPLE
TO
ORANGE



RED
TO
YELLOW

* The blue in the gradients is the lightest blue in our logo. RED 0, GREEN 150, BLUE 214 —
HEX 0096D6

Logo usage specifications

Logo color options

The Express Employment Professionals logo may be used in one of four color variations.

3-blue option

Utilizing all three of primary colors (page 10)



All-dark blue option

Utilizing one of our primary colors, Pantone PMS 2955



All-black option



All-white option

Applicable for any dark-colored background



Logo usage specifications

Logo clear area

The Express logo needs to be surrounded by adequate space for optimum recognition and readability.

Use clear area around the logo equal to the top 1/2 of the stylized “X.”

Use the grid at the right as a guide. Graphics and page elements should be placed outside and away from this clear area.



Logo sizing

The Express logo should always be scaled and sized in proportion. Never stretch the logo vertically or horizontally to fit in a space.



INCORRECT



INCORRECT

Backgrounds and contrast

The Express logo should never be placed on a background that does not offer adequate contrast. Avoid patterns. If a dark background is desired, use the white reverse version (see page 11).



CORRECT

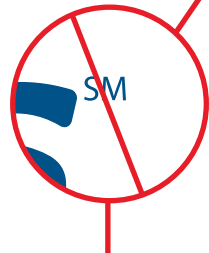


INCORRECT

Logo usage specifications

Incorrect usage examples

These examples apply to all Express logos.



All Express logos with the SM trademark symbol have been discontinued. Use of this logo must be updated to the correct logo with the ® as shown in this guide on page 11.



Our tagline

Our tagline helps to do in words what the logo does visually. The two parts work together effectively to speak to all of our audiences.

Respecting People.

This is a straightforward statement of how we treat people, and how we believe people should be treated. A key component of compassion is respecting people for who they are, their goals, and their concerns. Respecting people makes us approachable.

Impacting Business.

This is the professional and driven part of our Care Promise. We balance compassion with a sharp business sense that benefits ourselves, our Franchisees, and our communities.

Tagline use, style, and color

The tagline can be paired with the Express logo to create a strong, supporting message (see page 11) or it can be used as a stand-alone graphic like the example on this page.

When used with the logo or as a graphic, the tagline is set in Myriad Pro Roman, initial caps. The color version is PMS 2935 or the CMYK equivalent. The typeface used for the tagline has a clean approachable, modern, upright look that suits our brand's image.

If the tagline is used in text, it should be in the title case with periods after People and Business.

The tagline always appears with the TM trademark symbol.

Respecting People. Impacting Business.™

Design elements

Job representation photography

The design of Express materials includes photos of people who represent the broad range of jobs that our franchises recruit for. We use these photos in the design to help explain who Express is and what we do in a visual way.

All job representation photos depict employees in their work environments, like a business person in an office setting or a person in a warehouse, to help provide a point of reference. Some environmental backgrounds represent a wider variety of careers while others are job-specific.

Summary of Insurance

The most common non-fatal workplace injuries are sprains, strains, and tears.
— Bureau of Labor Statistics

Safety is our top priority.

Express Employment Professionals maintains comprehensive insurance coverage to better protect our associates and provide you peace of mind by helping reduce your employment risk.

Comprehensive Coverage

Properly addressing insurance and legal issues following a workplace accident takes time. When you work with Express, you can rest assured that we're covered by A-rated carriers or better, and our associates are always insured and bonded*. Our comprehensive coverage includes:

- Workers' Compensation
- Employer's Liability
- Comprehensive General Liability
- Umbrella Liability
- Errors and Omissions
- Fidelity Bond
- Automobile (hired and non-owned)

*Subject to policy limits. Coverage may vary based on specific circumstances and contract terms.

Express associates are fully vetted through skills matching and interviewing, evaluating their qualifications and commitment to safety. All Express associates are screened and evaluated through our ISO-certified hiring process to assess skills, abilities, and cultural fit before they are placed in a job at your business. A variety of staffing solutions are available to fit your needs, including:

- Temporary Staffing
- Contract Staffing
- Evaluation Hire
- Direct Hire

Contact Express today!
John Doe
(405) 555-1212
123 E Main Street
Oklahoma City, OK 73132
ExpressPros.com/OKC

LOCALLY OWNED **Express** EMPLOYMENT PROFESSIONALS

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Office Services Staffing

Creating great customer experiences requires talented office staff. Let Express help build your team!

Unlock your team's potential with the right office staff.

Hiring the right office staff is time consuming, and in the end, you may not be satisfied with their performance. When you trust the experts at Express Employment Professionals, you save time, keep costs down, and build the strongest team possible.

Build A Solid Foundation

Express understands that growing your team isn't just about adding people who can handle the day-to-day activities. They must also support your goals, seamlessly integrate into your culture, and have the ability to quickly respond to unexpected challenges.

How It Works

- Candidates are screened for hard and soft skills and cultural fit.
- Experience is confirmed through detailed employment verifications
- Skills are verified to minimize turnover
- The right candidate is placed to meet your needs

Office Services Staffing Solutions

- Temporary Staffing
- Contract Staffing
- Evaluation Hire
- Direct Hire

Build of Staffing 5

SIA Staffing Industry Authority

SIA Quality Staffing Source

Contact Express today!
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(405) 555-1212
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Oklahoma City, OK 73132
ExpressPros.com/OKC

LOCALLY OWNED **Express** EMPLOYMENT PROFESSIONALS **OFFICE SERVICES**

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All photos used in Express marketing, advertising, and communications materials are high-quality, professional images to which Express Employment International and its franchises subsidiaries have rights to use.

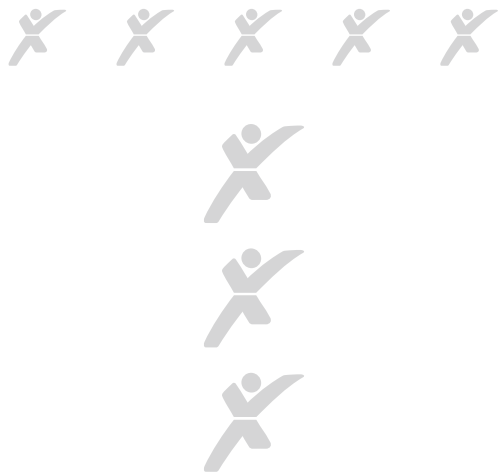
Design elements

Use of vibrant color

Our design palette includes the use of several color gradients which make the design more fun and versatile. The vibrant colors bring the design to life and accentuate the work environment photography.

Repeated stylized “X”

The design element with the repeating stylized “X”, utilized in a single line, either vertically or horizontally, serves to reinforce the Express brand.



Quotes and statistical information

In many of our marketing materials, quotes and statistics are used to emphasize information. These call-outs are set in larger white type on gradients to draw the reader’s attention.

80%
of companies that
use staffing services say
they find quality employees.
— American Staffing Association



Typography

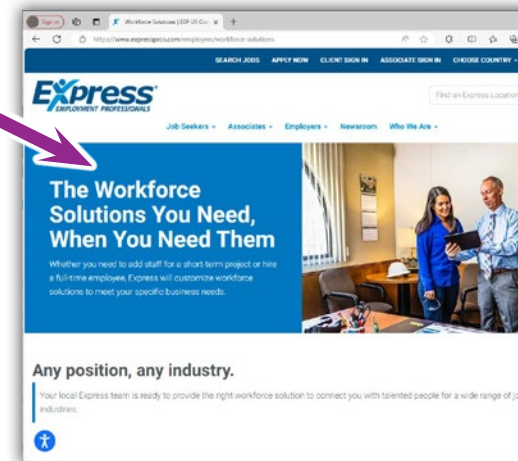
Marketing collateral materials

The typeface used for Express collateral materials is Proxima Nova. This typeface family consists of multiple fonts, which allows for the use of various weights and styles to visually separate different textual elements like headlines, sub-headlines, body copy, and statistical information. This helps provide a visual hierarchy and contributes to how the eye should navigate the page and what text should attract attention first. The typeface offers a modern and trendy look, while maintaining simplicity to connect with the viewer.

Proxima Nova
Roboto

The Express website

Because the typeface used in our marketing collateral materials is not a web-safe font, a different typeface called Roboto is used for ExpressPros.com and the franchise websites. As with our printed marketing materials, different styles of the Roboto typeface family are used throughout the Express website to separate different textual elements.



Evaluation Hire

70%
of workers say they value benefits and company culture over salary.
— Lexington Law

There's a big difference between the right skills, and the right fit.

At Express Employment Professionals, we understand that a candidate can check all the right boxes when it comes to experience, education, and expertise and still not be the best choice for the job. Employee turnover is costly, so when a new hire doesn't work out, the expenses associated with replacing them add up.

Express office signs

Office drive-by and signage exposure are among the top five sources for attracting new applicants into our offices, so we place high importance on installing visible, professional signs on Express office exteriors.

Sign specifications

Sign specifications should be obtained from the property manager to determine exterior sign needs. If there are no required sign specs from the property manager, then a local sign company should survey the office location. The sign company will also need to research city codes and pull permits.

Sign requirements

There are no restrictions from Express Employment International on the type of sign that must be installed at Express office locations. The variety of sign types displayed at current franchise locations include, but are not limited to, channel letter, cabinet, and tenant panel. However, the Express Employment Professionals logo must be used on all signage and meet logo usage specifications (see pages 11 to 13).

We do not recommend using taglines or accent colors as these could change every few years.



Approved colors and materials

Express Employment Professionals signs should utilize the three colors of blue as outlined in this guide. Being aware that the sign industry utilizes different color systems than the printing industry, the sign company can use the closest matches to the three colors of blue used in the Express logo. To the right are other color equivalents to the PMS colors used in the Express logo.

The Express Employment Professionals logo may not be used in any other colors than the approved blues or all white. If the signage specifications from the property manager or city codes require signage to be produced in colors that are not approved, the Express Employment Professionals logo may not be used on the sign.



Pantone	Avery Color Matches	3M Color Matches
PMS 2955 (dark blue)	Night Sky Blue A9584-T	3M European Blue #3630-137 Translucent
PMS 2935 (med. blue)	Pacific Blue A9566-T	3M Bright Blue #3630-167 Translucent
PMS 2925 (light blue)	Process Blue A9561-T	3M Olympic Blue #3630-57 Translucent



We're locally owned and operated with the support and stability of an international headquarters with more than four decades of staffing and HR expertise. It's the best of both worlds—small business flexibility, big company resources.

