



Akkion Recruitment

2018 Greeting Cards

Increase our company new commercial name awareness and visibility
Akkion Recruitment while focusing our new :

 Visual Identity (see brand & corporate manual)

 4 company values: Trust, Team Spirit, Engage people & dynamism

 Newly published company website : www.akkion.fr

Akkion Recruitment history & business :

- A Recruitment agency dedicated to temp, medium and long term employment contracts for very high added value profile of candidates.
- Company created in March 2010, its business have been deploying till May 2017, as a part of a franchise network.
- Newly independent (on 29th May 2017) with a new commercial identity : **Akkion Recruitment** - no consumer communication or advertising campaigns have been organized for its launch -
- Its new website www.akkion.fr has been published end of June 2017. The website targets are both « recruiting companies » and « unemployed candidates » or « people looking for a new carrer opportunity ».

- **Targets**

- Large & medium size Company executives : Human Resource Directors, Purchase, IT directors, Presidents, Vice presidents
- High profile candidates (managers, team leaders, team managers)

- **Creative Themes of the greeting cards** : corporate et joyful (without any direct Christmas or Year end visual references)

- **Design** :

- Smart, elegant, sophisticated, modern, trendy
- Our logo will be printed with a 3D effect, in full colours on an embossed white paper
- Please follow the colour chart (inc. In our VI manual)

- **Content** : use our main 4 values (Trust, Team Spirit , Engage people, dynamism) : <http://www.akkion.fr/nos-valeurs/> as backbone of your creative job.

Objective of our greeting cards : individually inform our customers ie both the recruiting companies and the prospecting and potential candidates about our new company name and Visual Identity while putting forward our new website www.akkion.fr .

We thought of :

- Form: square
- Sizes : 15 * 15 cm
- Outer : rigid thick cardboard of 2 pages & 4 sides to illustrate
- Inner pages : embossed white paper made of 1 page (2 sides) on which the coloured logo will be printed in colour or in white.
- A conventional printed text + space left for handwritten additional notes.

Of course, your creative ideas are more than welcome and other options are possible as long as you respect the following criteria :

- Use of standardized formats for greeting cards and enveloppes – no fancy creations that would trigger tailor made cuts or prints.
- Please bear in mind the weight of the cards + enveloppes to limit postal costs
- Easy to print in series – No manual operations during the printing process



On the back cover please insert the logo, url and company postal address + email address as shown below



www.akkion.fr

Recommended font :
Verdana but it is not
Compulsory should you wish
To use another or several others
as long as they are right free.

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Good look !

Looking forward to receiving your best creative proposals. Many thanks.