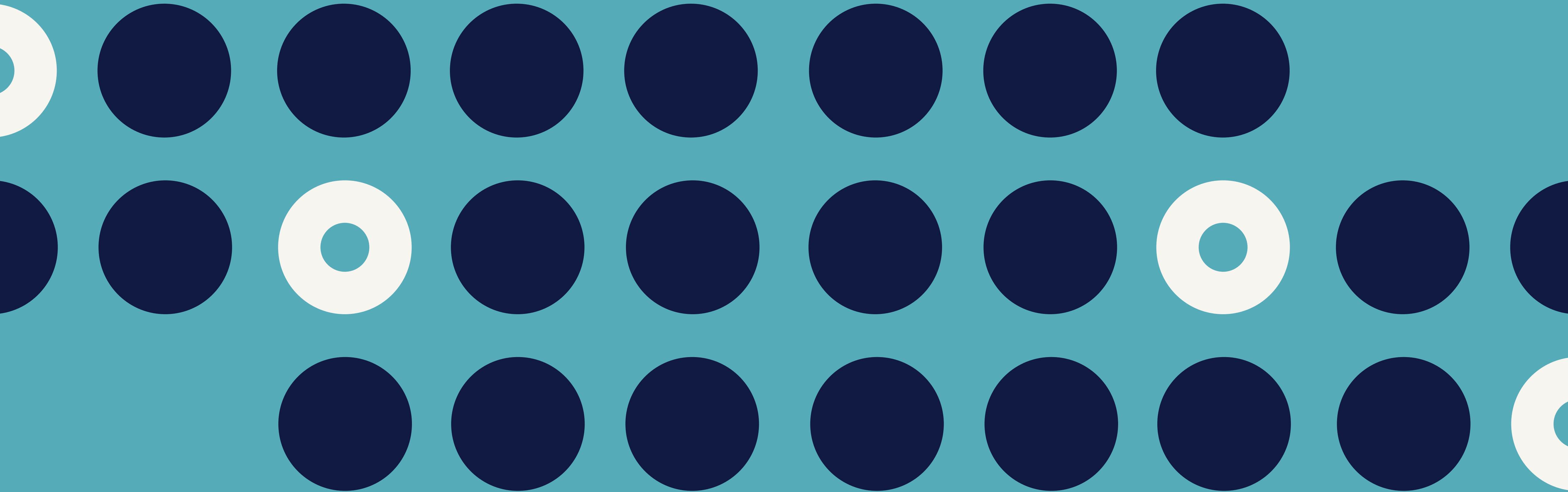


content guide



randstad content reference guide.

click on the title to go directly to that chapter.

[intention.](#)

[inspiration.](#)

human forward. our brand story

[human forward in your content strategy.](#)

four pillars of the human forward tone of voice
brand values and our new personality

[our roles: guide, coach and friend.](#)

the guide
the coach
the friend

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the four pillars of the human forward tone of voice
writing copy for web pages
create effective calls-to-action (CTAs)
optimize your pages for SEO
linking policy

[content for workforce360.](#)

define objectives
understand your audience
use an editorial calendar
research and validate your content ideas
write engaging blog titles
imagery in blogs

intention.

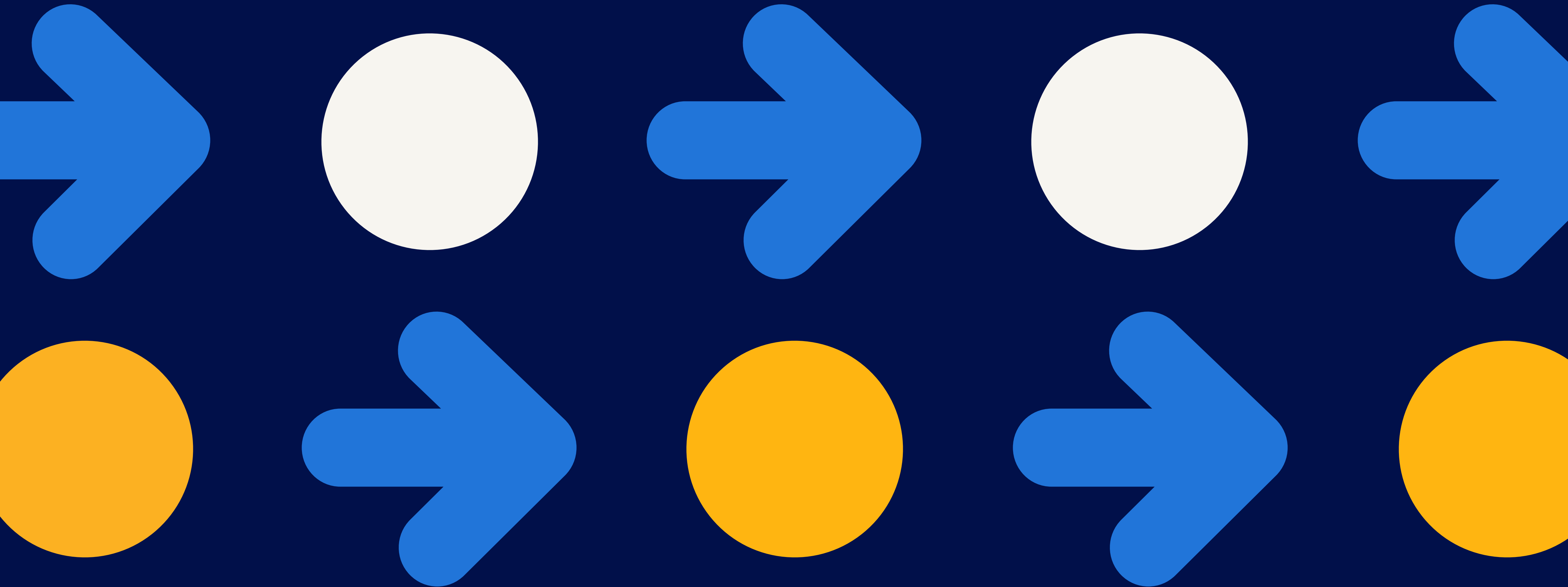
Human Forward language is in all Randstad online content, be it static web pages or workforce360 articles. This is not about Human Forward as such, but about solidifying Randstad's brand promise in the way we write, speak and tell our story.

In this document, we review the tone of voice of the brand, provide editorial guidelines for static and dynamic content writing, define our personality and our audience, and explain how we spread our messaging outside of the company.

Our content strategy, particularly the tone of voice, sits alongside design, as well as social and search disciplines. It ensures that our web content is meaningful and satisfies business objectives at every stage of engagement. More importantly, it ensures that the content we provide is both understood and enjoyed by the reader.

The No. 1 rule of Randstad's content:
Always leave your reader better off than where you found them.

inspiration: human forward.
our brand story.



our brand story.

With our Tech & Touch strategy we have embarked on a journey into the future, transforming ourselves in a way that will strengthen our leading role in the HR services industry for years to come. It means changing the way we think and work, and it creates the need for a new, strong Randstad brand positioning.

the world is changing.

We live in a post-digital age, an era of constant technological change, transforming rapidly the way we live, work and relate to each other. Technology has become an everyday component in our lives; it is the invisible engine that powers the world around us. In a 24/7 economy, clients have different needs. The way they work is changing and this also influences the skills and talent they need.

New, digital HR solutions and tools are disrupting our market by drastically changing the way people connect to jobs and the role we play in this space. Clients and candidates expect to be served anywhere, anytime, and through any device, in a way we never imagined possible before, influencing the way we work.

Therefore, Randstad is investing heavily in new technologies, making a giant leap forward into the world of tech. We are acquiring external knowledge and expertise through acquisitions and the Randstad Innovation Fund, and innovating through our Digital Factory. It will enable us to shape our new role and ensure our leading position in an industry becoming predominantly digital and data driven.

Where others brace for disruption, we see underlying continuity. Our ongoing journey is not just about digital transformation. While innovative technology will be necessary for connecting clients and candidates in the future,

improving our tools is not the end of the story. Offering a seamless digital experience is only the price of entry – what matters most and will have a greater impact than ever before is our unique added value: the human touch we bring to the table. In a fast changing digital world clients and candidates want a trusted human partner. It is here, at the intersection between technology and humanity, where we can distinguish ourselves from our competitors by delivering a true human experience.

where we come from.

We know from our heritage that real connections are not made from data and algorithms – they require human involvement. Empathy. Intuition. Instinct. These human qualities have defined Randstad from the very beginning. They express the strong values on which Randstad was founded and which remain relevant today: to know, serve and trust, striving for perfection and the simultaneous promotion of all interests. In knowing more, we can better serve our clients and candidates, delighting them by creating relationships based on trust. This trust is enhanced by continuously striving for perfection, while simultaneously promoting the interests of all our stakeholders and society as a whole.

Living by these core values has provided us with a deep knowledge of clients and candidates spanning more than 55 years. With this in-depth understanding of the world of work, we support candidates to realize their true potential and enable employers to sustain their success. Our values ensure that people are always at the heart of our process.

making a meaningful difference.

In a world focused on disruptive technologies, our humanity ensures continuity. We know from our heart and history that it is the human side of our business that makes the difference. We know how important a job is in a candidate's life. And we always have been passionate about supporting people and organizations realize their true potential. That is Randstad's role in society. Each of us is committed to going above and beyond to make our candidates and clients successful.

To achieve this goal we use technology to our advantage. We apply digital innovations to improve our services. To make processes smart, simple, and efficient. To get better insights, based on data.

At the same time, we recognize these efficiencies for what they are: a means to an end. A means to free up our people to focus on our most important asset – the personal connection. Creating an HR experience that is more human. One that allows us to ask the right questions. To dive deeper than a resume or a job opening. To understand the heart and soul of a company. To propel our clients and candidates forward. This is the essence of our Tech & Touch strategy. Tech enabling our Touch, by empowering our people to change the way we think and work, supported by technology.

a trusted human partner.

Today, we are in the unique position to redefine the way we connect with our clients and candidates. Becoming the trusted human partner in the technology-driven world of work will lead to even higher appreciation from those we serve. It will provide our clients and candidates the human insight and attention they desire. And, ultimately, it will enable us to maximize future employment and economic growth for society as a whole. By combining our passion for people with the power of today's technology, we will create an experience that is inherently more human.

We call it Human Forward.

what does this mean for all of us?

We empower our people through innovation. We make HR technology feel more human. We deliver a true human experience.

the influence on the way we work and think.

our candidates

want to continuously develop their skills in order to have a relevant career. Our guidance and expertise ensure they are recognized as an individual, not just another resume. Our technology makes the process simple and efficient and creates the best user experience. With our data-driven insights we are able to quickly career opportunities and make the correct match. In doing so, we will have more time to personally guide them, to identify smart career opportunities they haven't even considered themselves, to short and long-term career success.

our clients

need the best talent with the most relevant skills. They want to be connected with them in a flexible and efficient way. With the power of technology we can focus on our client's business needs to deliver rapidly. Technology and data enable us to be more proactive, to offer tailor-made insights and the best personal advice.

you and me

will be freed up by technology in order to focus on the more human side of the business. It will enable us to be more efficient and proactive, and data driven insights will help us to serve clients and candidates even better. Our interactions will become more personal, more intimate and meaningful, and we will be a source of inspiration and support. To truly help people and businesses move forward.

human forward
in your content strategy.



our voice.

The new voice of Randstad is one of a leader who doesn't speak at you, but rather with you. Inclusive, confident, and always centered around people's needs, our brand evokes a sense of understanding and compassion. In our tone of voice, audiences recognize the spirit of a trusted partner, someone they can turn to for smart, intuitive HR solutions.

The four pillars of the Human Forward tone of voice:

timid	confident	arrogant
average	knowledgeable	inaccessible
indifferent	empathetic	charitable
corporate	engaging	informal

The table above provides some context to the four tone of voice pillars. It's important to be aware of when we're not taking it far enough and when we're going too far. For example, we want to exude confidence, but we should never cross the line that could be interpreted as arrogance. And in the same vein, where we want to be empathetic, we never want to come across as indifferent.

our voice.

confident

Speak with certainty. Use bold language that instills confidence and reassures candidates and clients we have their back.

empathetic

Be compassionate. We know job search and placement can be stressful, so offer understanding and optimism at every step of the process.

knowledgeable

Speak from experience. Offer a caliber of insight that educates and inspires people to pursue what's next.

engaging

Use simple, friendly language that everyone can understand. Speak from the heart and avoid marketing terms and jargon.

example.

The example below shows our desired use of tone of voice in copy:

outstanding experience

An experience that allows you to ask the right questions, look beyond a CV or vacancy, to understand the heart and soul of an organization. This helps us to advance our candidates and clients, we call it Human Forward. Progress that helps each of us to achieve our true potential. Because a job does not define who you are, but who you are defines the job you do.

The impression users get when reading this text is, 'This is a company that really values people, as candidates and clients. I feel I'm in safe and trusted hands using their services.'

Below you see an example of two versions of the headline for the same article. The first version, which we used in the past, focuses too much on the negative aspects of a candidate experience. The second, which we would use from now on, exudes confidence and engagement in a much more positive way:

past:

'What if you land your dream job and it turns out to be your nightmare?'

from now on:

'Make your own positive experience in a new workplace'

brand values and our new personality.

Adopting a Human Forward approach to our writing style may sound new and different, but in many respects it is not. After all, what has not changed are our brand values. A quick recap of those:

To know, to serve, to trust

Striving for perfection

Simultaneous promotion of all interests

Simply think of our brand values and how we want to be perceived by our own colleagues and the outside world, and it becomes easier to adopt the 'new' Randstad personality in writing and storytelling.

our roles: guide, coach
and friend.



the guide.

“Speak as the guide people can turn to for smart, intuitive solutions.”.

The guide is an authority in the field of employment. They have knowledge & expertise. They oversee the market and technological developments, helping customers and candidates make choices and shape the social debate.

The guide creates sharp analyses and delivers clear advice / solutions. So the guide doesn't ask too many questions, focusing instead on providing answers, and is unafraid to take a stand. The powerful communication of the guide confirms Randstad's authority. The guide is not "cozy" or "familiar" in her language, but more independent. The guide is the authority and never uses exclamation marks. The guide does not use woolly language, but speaks succinctly, brightly and quickly reaches her point.

emotional drivers:

safety / control

change (ahead of developments)

performance

excellence (pride)

responsibility

the coach.

“Speak as the coach, pushing them to be the greatest version of themselves.”.

The coach knows what is needed to be successful, as an HR employee, entrepreneur and jobseeker. The coach develops their stakeholders with knowledge, advice and motivation. Always striving for the next goal, ready for the next challenge, motivated them to always improve. The coach uses powerful CTAs, eg. "Make your new job your best job".

emotional drivers:

challenging

performance

(personal) growth

excellence (pride)

the friend.

“Speak as a friend who always has their best interest at heart.”.

The friend knows the questions and needs that both jobseekers and Randstad employees have, and is there to support them. Explaining big questions in a personal way (what does it mean to you?). They support candidates in the uncertain process of a job search, through personal guidance and honest advice. The friend is not afraid to ask difficult questions, because they're there to help to find the right job for the right person.

emotional drivers:

self-confidence

certainty (hold on for uncertain times)

contribute (self-worth)

recognition (I matter)

connection with others (peers, company, society)

do's and don'ts.

do

Write directly to the audience.

Address the benefits of high tech + high touch.

Write concisely, yet vividly.

Imply progress with every action taken.

Inspire people with optimism.

Use language that reinforces Human Forward.

don't

Write from Randstad's perspective without considering the audience.

Solely address technology without integrating human benefits.

Use complicated language or too many words to explain a simple idea.

Use language that over-promises or implies charity.

Use negative language that hinders progress.

Be inconsistent or too vague with the meaning of Human Forward.

human forward.
editorial guidelines.



editorial guidelines.

Use lower case in:

- page titles and headlines
- labels
- job titles (with the exception of acronyms, such as CEO, CFO, HR)
- calls to action
- service concepts, unless they are at the start of a sentence: staffing, inhouse services, interim professionals, search & selection (HR solutions is the exception)

upper and lowercase.

lowercase in titles and design

We always write titles in lowercase, and we end with a period. Even our promise.

This also applies to text that's part of a design, for example a poster or narrowcasting.

When you use our promise as a standalone term, you always end up with a period (human forward.). If the title is a sentence and does not end on the promise, then the point is of course not applicable (eg: "so human forward is just the beginning."). Use lowercase letters in job titles and service concepts such as temporary employment, job placement or interim.

write titles like this

human forward.

randstad. human forward.

a powerful promise.

not like this

Human Forward.

Human forward

Randstad. human forward.

A powerful promise.

upper and lowercase.

regular spelling in body copy

When writing body copy, regular spelling rules apply. When you use our promise as an isolated term, you always end up with a period (Human Forward.). In the context of a full sentence, when this sentence does not end on the promise, the period is of course not applicable (eg: "With Human Forward begins. ")

write body copy like this

Human Forward.

The promise of Randstad is Human Forward.

The job market is changing rapidly.

not like this

'Human Forward.'

Human forward

The promise of randstad is human forward.

exceptions.

acronyms

Acronyms that are spelled in capitals according to official rules remain in capitals, even when used in titles and as part of design. Examples include HR, US and UK.

paragraph titles and numbered titles

Paragraph titles, like the title above this paragraph, and also numbered titles are written in lowercase but do not end with a period.

no title, but placed above body copy

When text is placed above body copy but doesn't function as a title, regular spelling rules apply. Start the sentence with a capital and end with a period.

upper and lowercase.

i'm a headline about elvis presley.

I am body text about Elvis Presley.

do

this is a headline.

accountant

staffing

HR solutions

don't

This is a headline

Accountant

Staffing

hr solutions

In body text and subheadings, use capital letters in:

- HR
- acronyms (EBITA)
- sub-headlines
- job titles as abbreviations*
- management boards
- proper nouns in headlines
- committees with initial capital (Audit Committee)
- the word group in 'Randstad Group'

* As business cards are style elements, names and job titles are written in lowercase with the exception of the acronyms like CEO, CFO and HR, etc.

upper and lowercase.

i'm a headline about the UK.

This is a sub-heading about HR

do

HR

IT

EBITA

GCS

This is a sub-headline

CEO, CFO, CIO, CHRO

Executive Board

Supervisory Board

Anthony Hodge

Audit Committee

Randstad Group

don't

hr/ Hr

it

Ebita

gcs

this is a sub-headline

Ceo, Cfo, Cio, Chrp

executive board

supervisory board

anthony hodge

audit committee

Randstad group

When writing someone's name, write it out in full to start with (e.g., Robert Jan van de Kraats). In the text that follows, then only repeat the person's first name (e.g., Robert Jan) or, if appropriate, the correct form of address and last name (e.g., Mr. Van de Kraats).

punctuation marks.

Always use single quotation marks

do

'copy and paste'

don't

"copy and paste"

Use ampersand (&) only for connected words in names

do

marketing & communications

research & development

finance & accounting

tech & touch

don't

marketing and communications

research and development

finance and accounting

tech and touch

Use a comma (,) for the thousands separator and a dot (.) for decimals

do

€ 20.7 billion

5,752 branches

626,300 flex-workers a day

don't

€ 20,7 billion

5.752 branches

626.300 flex-workers a day

punctuation marks.

- write the names of countries such as the United Kingdom and the United States in full the first time, and then use the abbreviations (UK and US).
- write concepts with common abbreviations in full first time and then use the abbreviations (e.g., Annual General Meeting of Shareholders, then AGM).
- don't use apostrophes for plurals (e.g., opcos, radios, CEOs). The only exception to this rule is when the word could be misunderstood (e.g., 'do's and don'ts', 'dotting the i's').
- use an apostrophe in the possessive form (the CEO's tasks, the opco's responsibility, Randstad's new house style).

We have only 1 exception for the use of lowercase on how to write the text Human Forward:

A. [in a headline: always use lowercase.](#)

Example 1: our brand promise is human forward since September 2017.

Example 2: our brand promise is human forward.

B. [in body copy we use initial caps:](#)

Example 1: Human Forward is our new brand promise.

Example 2: Since September 2017, our brand promise is Human Forward.

randstad terminology.

brand names:

Randstad Group Netherlands
Randstad HR Solutions
Randstad Inhouse Services
Randstad Professionals
Randstad Search & Selection
Tempo-Team
Yacht

specialities and

not brand names:

airport services
automotive
finance
contact centers
health care
technical
logistics
secretaries
transport
engineering
IT

national specialties:

hospitality & catering
skilled trades
construction

segments/concepts (use capitals):

staffing
professionals
inhouse services
search & selection
HR Solutions
RPO (Recruitment Process Outsourcing)
MSP (Managed Services Programs)

create effective calls-to-action.

A 'call-to-action' (CTA) is an engaging button or link that you place on your website to encourage visitors to take a specific action. The action you want people to take could be anything: go to another page, contact Randstad offices, see the job vacancies, etc. A CTA can be placed anywhere on your website, and they're key for moving visitors further down the funnel.

do

see current jobs
read the article

don't

Jobs
READ



create effective calls-to-action.

Follow these guidelines to create CTAs that adhere to established best practices.

CTAs should be:

- visually striking, with copy that encourages people to click on the offer.
- brief: A couple of words is best, no more than five is ideal.
- action-oriented: Begin with a verb like 'download' or 'apply'.
- use lowercase, no punctuation.
- located in an easy-to-find spot that follows organically from the flow of the web page.
- in a contrasting color from the color scheme of the web page, while still fitting in with the overall design.
- large enough to see from a distance, but not so large as to detract attention from the main content on the page.
- easy to understand and clear: Be sure to state exactly what the visitor will get if they click on the CTA and go to the landing page.

Remember you can always conduct A/B tests to analyze and optimize the performance of your CTAs. You can do this using [Hubspot](#) or [Optimizely](#).

linking policy.

As we are re-launching our websites in new designs, Randstad has the opportunity to create a new linking policy. A linking policy not only builds consistency into the brand in that every company website provides similar experiences, but optimizing our linking policy will also improve SEO. Here are some basic guidelines to follow when linking your content.

1. On both static and dynamic content pages, you can directly link proper names (of companies, experts and other stakeholders) to their own websites. You can also add a link to a description to provide more context.
2. On dynamic content pages or articles in workforce360, building links to external pages with relevance is key. But it's equally important to link internally to static pages for context. For example, in an article about technology investments, you can link to the Randstad Innovation Page. This will give the visitor a broader impression of what kind of priority this is for Randstad. The link will also raise our SEO value.
3. Always create external links when writing about memberships and sponsorships.
4. In articles about best practices in the field, linking to a homepage of a particular service or expert in a field gives your website more context and clarity.
5. Be aware of the differences in linking to an HR industry expert and a competitor. We do not want to send our visitors to the competition!

linking policy.

competitor links

Holding briefs our external writers as well as our own content team to source (link) to particular industry experts

Holding briefs our writers, and our own teams (Holding and RNL) for sourcing to other companies based on relevance to the articles. If I take direct quotes from industry experts, I always try to link to their company pages.

The global companies we refrain from linking to are:

Adecco

Manpower

Kelly Services

Hays

Robert Half

Indeed

CareerBuilder

Where we always avoided Monster, we now proactively try to link as much as possible to Monster's site and content.

We proactively seek out to source and link to our RIF companies, and I brief our HR tech writers to look for young start-ups we can mention in our articles and link to.

content for
workforce360.



content for workforce360.

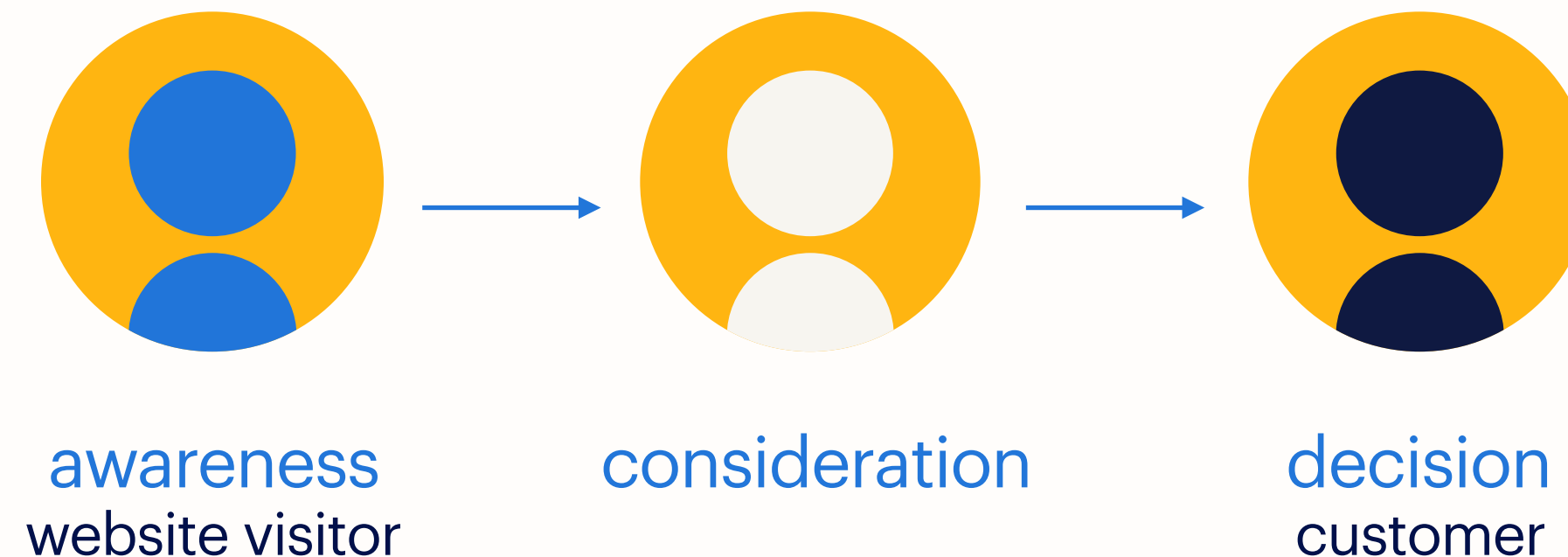
Within Blue2NextGeneration, Randstad has developed a blog named 'workforce360'. This platform has been created to support your content marketing strategy and to allow Randstad operating companies to position themselves as the trusted human partner of every client. We aim to become the thought leader in three particular domains: HR tech, talent development and employer branding.

In addition, workforce360 serves as a platform to attract and retain clients by consistently creating and curating relevant content with the intention of changing or enhancing client behaviour and increasing lead generation opportunities that will help drive our sales efforts.



define objectives.

Every blog post should serve a purpose. When creating content, consider what you want it to achieve per target audience: attract more traffic to your website, encourage them to browse through your current vacancies, or download a white paper. Depending on the 'stage' in which your target audience finds itself, you will need to diversify your content with a goal to move your audience further down the funnel. The pictures below visualize how this works:



Ask yourself:

- what is the main reason for people to be interested in this subject and does it match the content?
- will this content leave the readers better off than how you found them?
- how does my content trigger the reader to take action?
- how do I make a logical link from content to conversion?
- how does my content contribute to increasing Randstad's thought leadership position in my market?

understand your audience.

Before you start writing, make sure you have a clear understanding of your target audience. What do they want to know about? What will resonate with them? What will help them move forward? To help you answer these questions, you can build a 'persona', a fictional person who represents your target group. This requires answering key questions about this person's goals, challenges, job demands, demographics, and so on. Understanding your target persona will help you define and bring focus to your content strategy. Here are some practical methods for gathering the information you need to develop personas:

- look through your contacts database to uncover trends about how certain leads or clients find and consume your content.
- take into consideration your sales team's feedback on the leads they're interacting with most, and analyze the generalizations they make about the different types of clients you serve best.

research and validate your content ideas.

Conducting research is an essential part of writing quality blog content. Good topics generally follow some basic rules, including:

- your posts should answer common/valuable questions.
- they should focus on your persona's search intent.
- they should tap into sufficient organic traffic to make them worth blogging about.

Having a content research process can help you validate your blog ideas, fill your posts with interesting and relevant content, and increase the chance your readers will engage with you. Here are a few techniques to help you identify relevant topics:

1. Pick your keywords

Determining your keywords is vital to the success of your blog post research. Ideally you want to choose a keyword group to write your blog post about, and then two or three other keyword phrases you will include in the body of your blog. These words become your guiding light throughout this research process. Essentially, everything you find from this point on will be by searching for these keywords in a range of different places.

research and validate your content ideas.

2. Answer the public

This free tool provides you with a free report of the kinds of questions people are typing on Google and Bing for a specific topic or keyword.

3. Google Trends

Google Trends is a helpful tool that lets you see what current events are trending. You can search for a particular keyword or track what's trending in a particular region or industry. Depending on your selection, Google Trends provides a graph illustrating search interest over time, as well as a list of related topics that are popular search terms.

4. Question and answer sites

Question and answer sites like Quora can give you immediate insight into your audience's most pressing problems. This tool lets you review popular questions related to topics you're interested in. It gives you insight into the way your target group describes their problems, how these issues impact their lives, and the overall emotions behind the desire to solve the issue. All these factors will help you develop long lists of content ideas, and infuse what you write with insight and ideas that connect with readers.

research and validate your content ideas.

5. Google 'related search terms'

The screenshot below shows a Google search for the term 'human resources technology'. At the bottom of the first page of this search you see related search terms. These are the phrases that people have been typing into Google that relate to HR tech. If you include some of these terms within the body of your blog content you will start to attract more organic traffic based on these keywords.

top search results

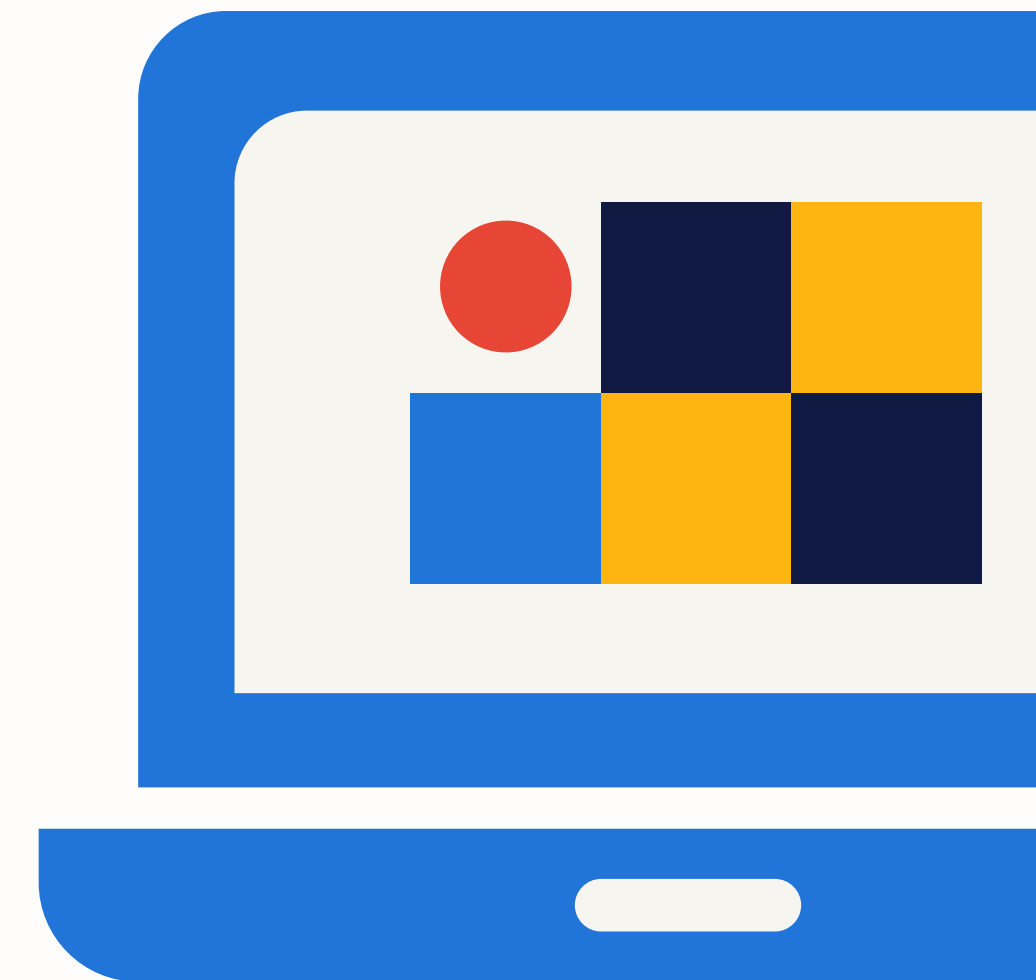
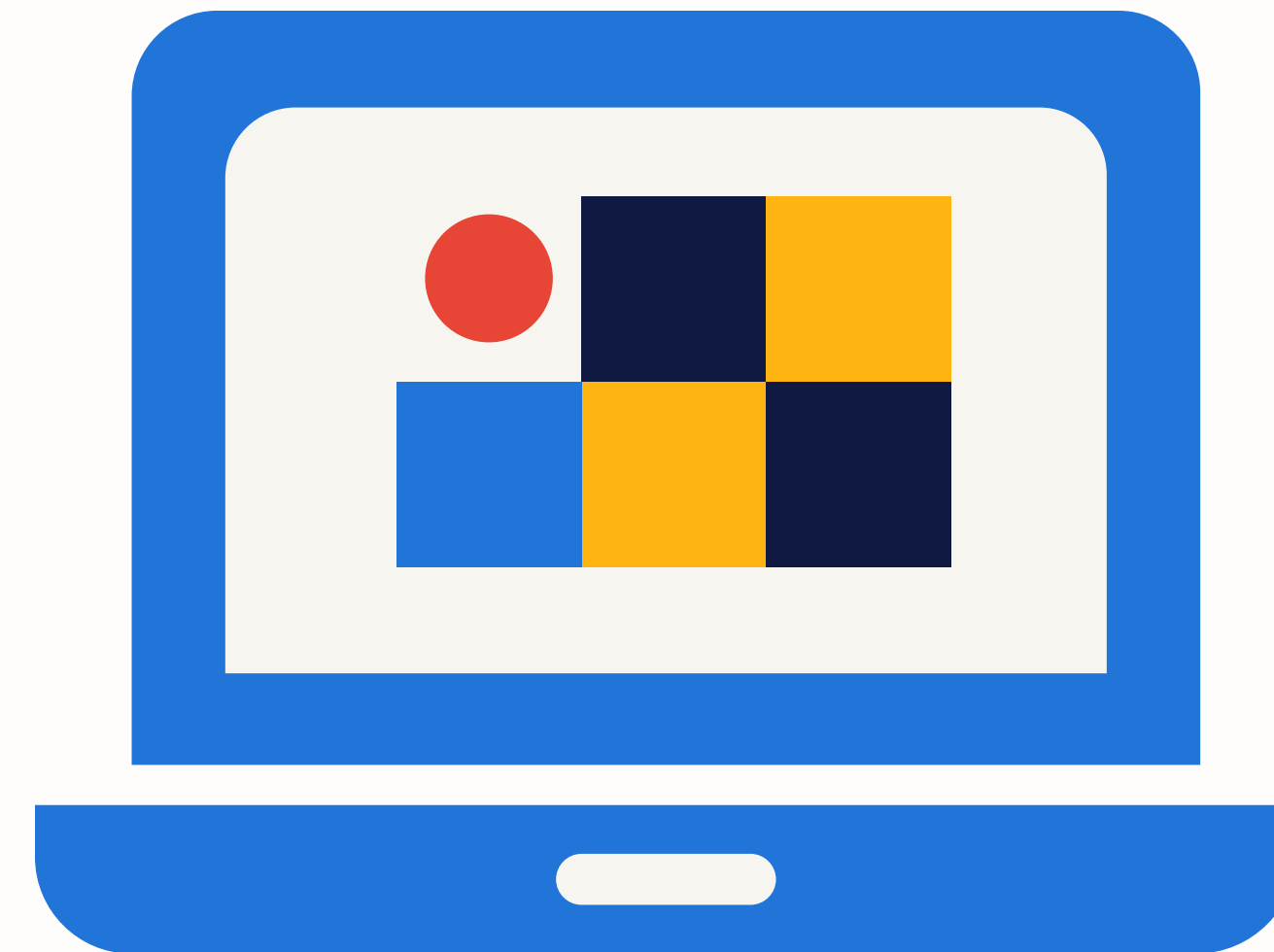
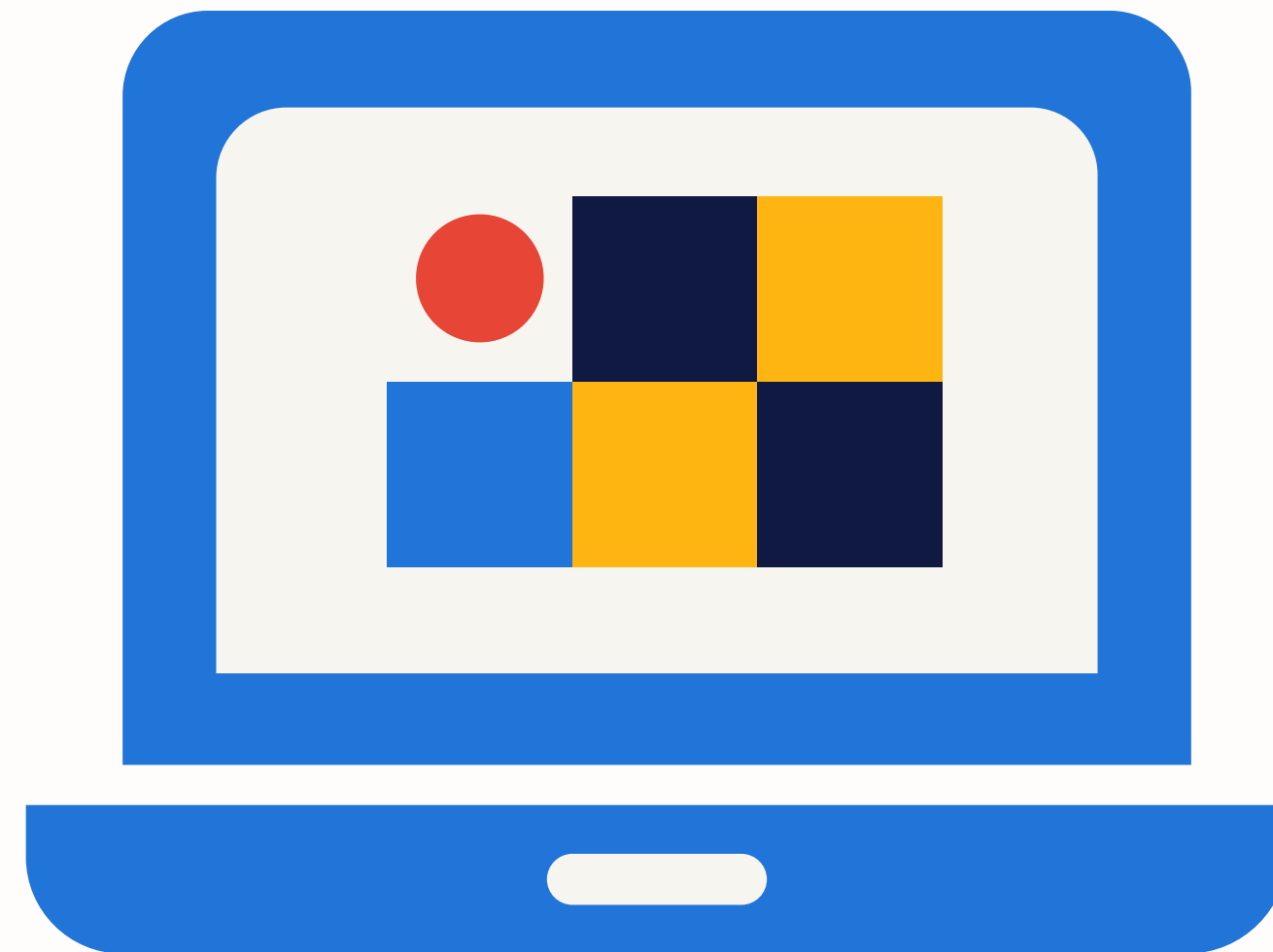
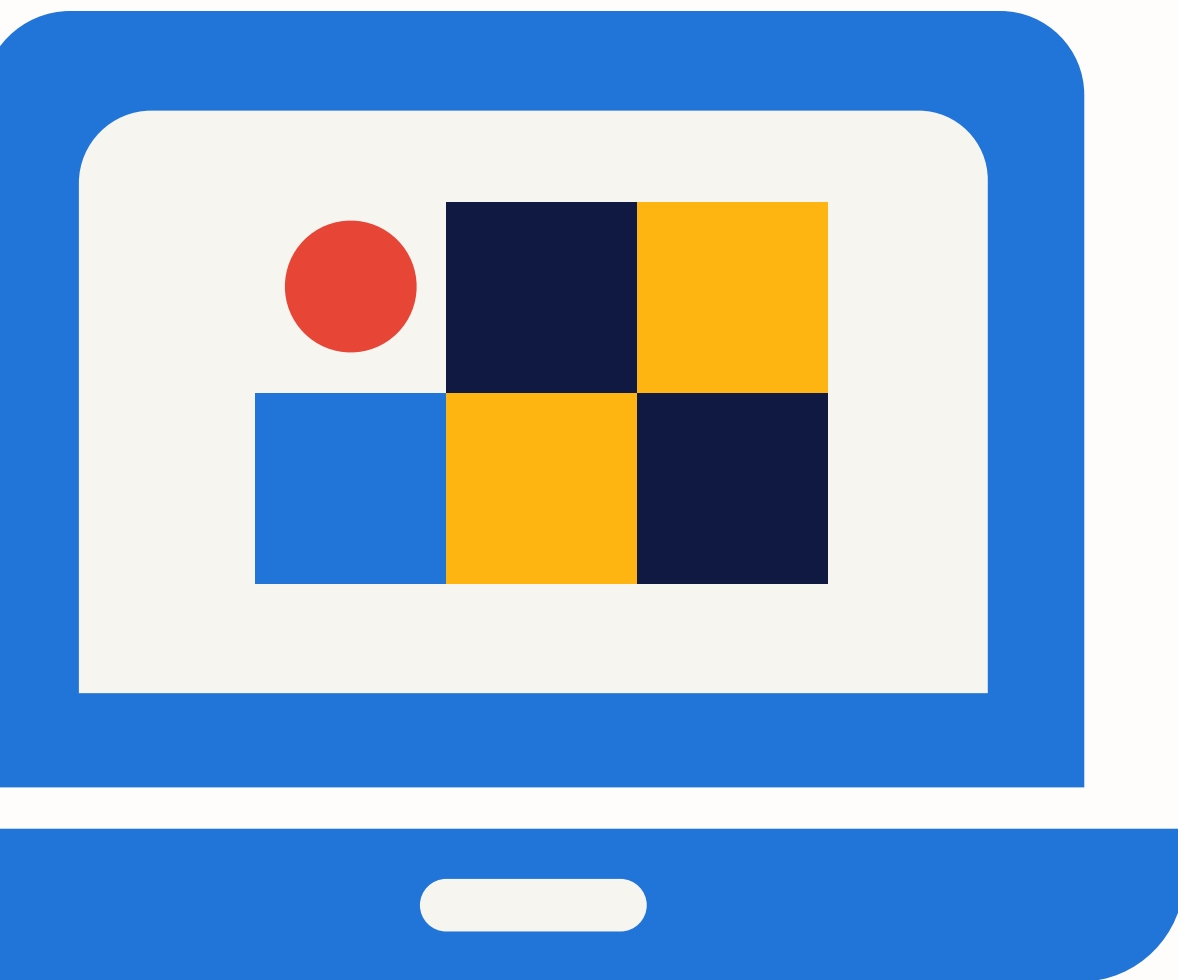
- impact of technology in human resource management
- human resources technology trends
- HR technology definition
- role of technology in human resource management
- how technology affects hrm practices
- impact of technology on hrm ppt
- impact of information technology on human resource management

6. BuzzSumo

BuzzSumo is a great tool to discover what content resonates with your audience, as it reveals the most shared articles for a specific topic. Moreover, you can filter the most shared content based on time (last 24 hours, last 6 months, etc).

write engaging blog titles.

Titles are what sell the content. It's your first – and possibly your only – chance to grab your target audience's attention. So, if your headline doesn't communicate value to the reader, nobody's going to read your article. According to Hubspot, you can increase the traffic to your articles by as much as 500%, based solely on the headline.



write engaging blog titles.

The best headlines are those that capture the pain points of your target personas and introduce a topic that will make their lives better. To help you write winning titles, here are a few guidelines:

- write 20 headlines for each piece of content, then choose the best.
- respect the reader experience. If you set high expectations in your title that you can't fulfill in the content, you'll lose readers' trust.
- use alliteration to create a memorable and catchy title.
- keep your headlines under 70 characters so that they don't get shortened in search engine results. If you can't get your headlines under 70 characters, make sure you include the most vital information early on in your headline (including the keywords).
- use strong language. Strong phrases (and even negative ones) like Things People Hate, or Brilliant have more impact. However, these must be used in moderation. With our Human Forward tone of voice, we do try our best to avoid negative headlines. There are moments when a slightly negative headline will grab the right amount of attention you are seeking, but Human Forward is mostly about getting ahead and helping others around you get there too.
- try to use keywords in your title.
- measure which types of headlines work best for your target personas. Use them shamelessly.

research on writing winning titles.

A study conducted by Outbrain and Hubspot analyzed over more than 3.3 million paid link headlines to see what works well and what doesn't. Here are some interesting findings to help you make data-driven decisions when writing titles:

- headlines with the word 'easy' generated a 44% lower click-through rate than headlines without this word.
- headlines that used positive superlatives ('always' or 'best') performed 14% worse than headlines that did not. Contrary to popular belief and their widespread use in headlines, these words do not appear to be compelling to readers.
- headlines with language that conveys a sense of urgency ('need', 'now') generated lower CTRs than headlines that didn't use such pushy language (44% and 12% lower).
- headlines that made references to the reader by including the word 'you', 'your', or 'you're' performed 36% worse than headlines that did not contain any of these words.
- the word 'trick' had a negative impact all around, not only decreasing CTR, but also decreasing pageviews per session and conversion rates among those curious enough to click.
- CTR is highest for headlines with 81-100 characters. Post-click engagement, on the other hand, is highest for shorter headlines, between 21 and 40 characters. Both page views per session and conversion rate are highest at this shorter headline length.
- headlines that contained the word 'magic' generated a 59% lower CTR than those that did not. Likewise, headlines with other words that often trigger email spam filters like 'credit', 'cure', or 'free' performed worse than headlines without these words (58%, 49%, and 41% lower, respectively).

imagery in blogs.

The visual elements that define Human Forward on social media work in tandem to help tell the story at hand. From colorful illustration to bold type, Randstad's content presents a consistent visual style that's designed to inspire engagement. To that end, every post should be designed to stand alone as a statement—one that reinforces the values and promotes the message of Human Forward.

For blog and workforce360 content visuals, follow the same guidelines explained in the social guide brandportal.randstad.com/.



