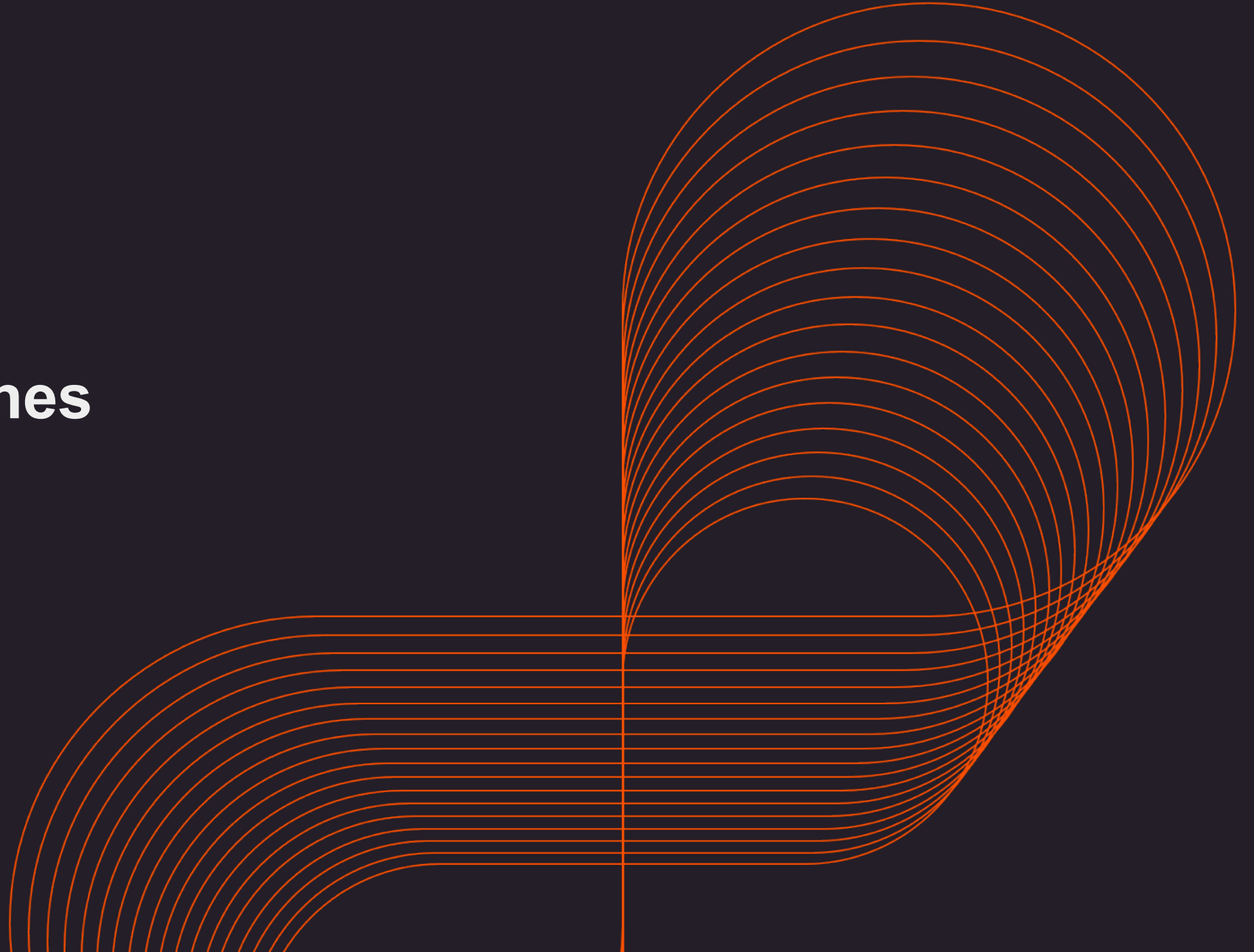




Persistent

Brand Guidelines

February 2021



Cheat Sheets



On the next pages you will find a cheat sheet from which you can copy various brand elements for your presentations.

Cheat Sheet 1

Brand Values

Outlined below are values that guide our brand and company culture.

Ingenious
Responsible
Persistent
Confident

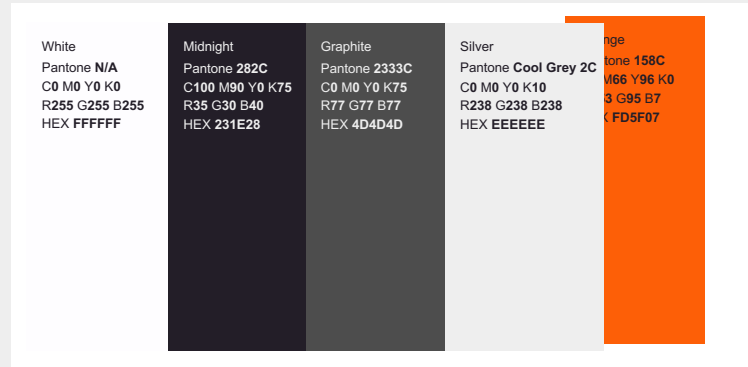
Brand Personality

A set of characteristics assigned to our brand.

Farsighted
Curious
Relentless

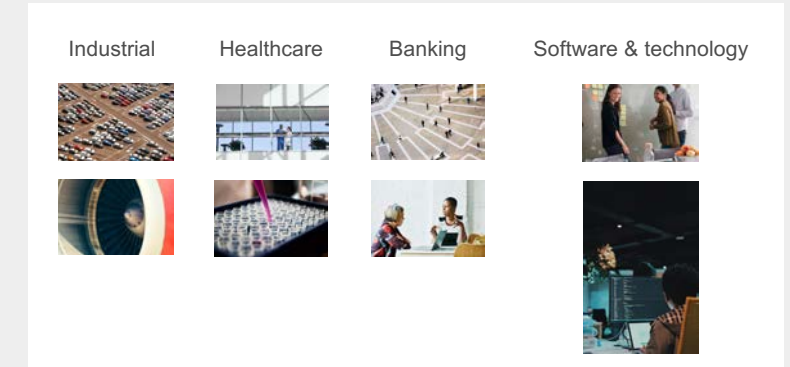
Primary Color Palette

Our primary brand colors.



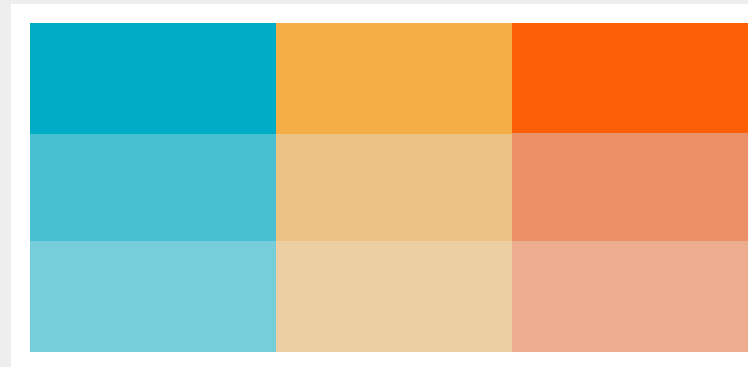
Photography — Industries

Photography brings our brand to life. It connects with the industries we work with.



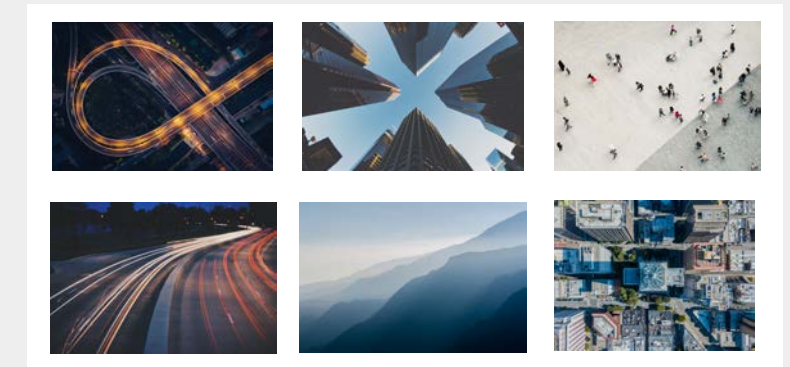
Extended Color Palette

Only to be used for diagrams in PowerPoints.



Photography — Abstract

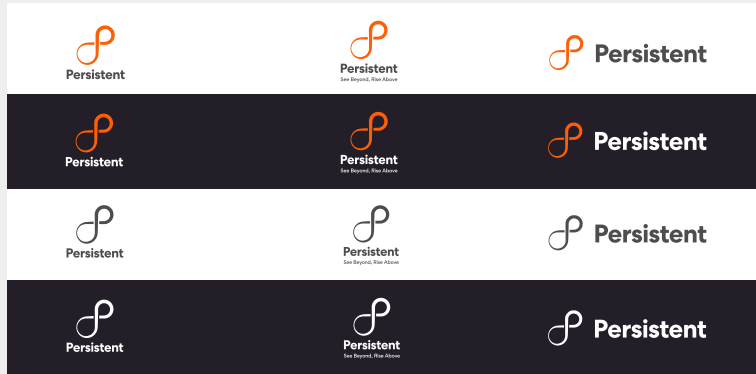
These visuals demonstrate a point or mood.



Cheat Sheet 2

Logo

We can use three versions of the logo with various color combinations, depending on context.



Typography

Our type system is clear and easy to digest.

System typeface — used by all employees

Arial Bold

Arial Regular

Brand typeface — only used by marketing team

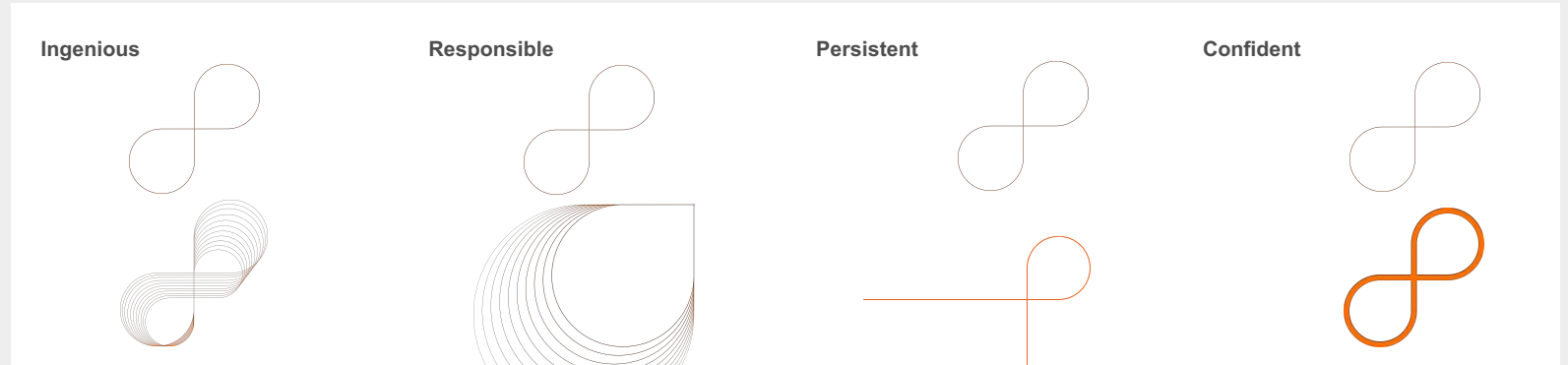
Gordita Bold

Gordita Medium

Gordita Regular

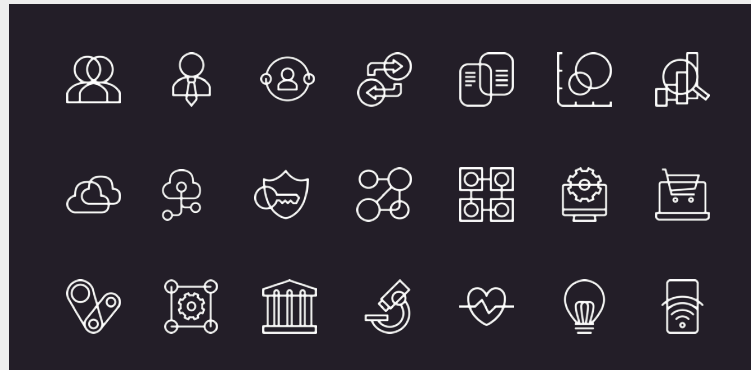
Brand Expression

Our brand expressions are based on our brand values. These should only be used by the marketing team.



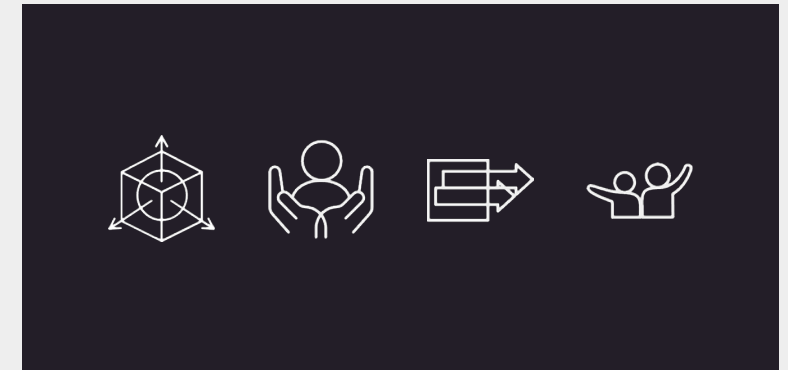
Iconography

Icons illustrate our capabilities and industries we work in.



Iconography — Values

A set of icons based on our brand values.



Brand Platform



Our brand reflects what we stand for.

It is the foundation of the Persistent brand and sets the tone for how we express ourselves verbally and visually.

Brand Idea and Narrative

A brand idea is an idea captured in a simple but meaningful phrase that expresses the essence of a brand.

A brand narrative is a central building block of a meaningful brand strategy.

Brand idea

See Beyond, Rise Above

Brand narrative

We help our clients around the world turn digital challenge into business success.

Our technical expertise and industry experience enable us to anticipate what's next and answer questions before they're asked.

Our partnership with clients accelerates their growth by giving them a unique competitive advantage; they can see around corners and orchestrate success. Getting them there is our promise.

Working to achieve sustainable advantage is the mindset we bring to work each day. It's our commitment to deliver quality through persistence and ingenuity. And it's our journey together with clients, seeing beyond today and rising above the competition.

Brand Values

These four core principles represent the identity of our company: our mindset, attitude, intentions and actions.

Ingenious

We always want to be first to transform new ideas into tangible business results while optimising our use of resources.

We are versatile in action and agile in thought because we believe it's important to do more with less. For us, ingenious solutions are the ultimate goal.

Persistent

In the face of complexity and rapid change, we are determined to help our clients and our people around the world succeed.

The road to joint success may be long but we're persistent where our competitors falter. Our optimism is infectious and helps clients trust in our abilities. Together we build momentum towards our shared goals.

Responsible

With our clients' and colleagues' best interest at heart, we act responsibly and communicate with clarity. Our global practice demands respect and openness towards each other, the communities around and global society at large. We take seriously the trust placed in us and work hard to earn it every day. We never make a promise that we cannot keep.

Confident

We meet every challenge with respect and confidence. We trust in our abilities and the difference we can make. We also understand the complexities of modern technology well enough to always keep learning. Every accomplishment and client success adds to our ability and growth. They deserve to be talked about.

Brand Personality

These three characteristics define how we should express ourselves when interacting with our colleagues and clients.

Farsighted

We take ownership and are always prepared to provide answers about tomorrow and in the moment. We make what's next happen.

Tomorrow's opportunities are always at the heart of our conversations. We anticipate where industries move and present these shifts with energy and optimism. We only look back if it can help us move forward.

Relentless

We are relentless in our pursuit of client success. Leaning in and listening isn't enough — we drive conversations and actively seek every opportunity to ensure progress. For us, no challenge is too big or complex; we never give up. We are fast and flexible in our execution consistently delivering above and beyond our client's expectations.

Curious

We are naturally drawn to interacting with different technologies, cultures and people. We are always exploring new possibilities to find the best route that leads to ingenious solutions for our clients. We strive to know more about our client industry and people; their challenges, successes, and failures. We ask “why” most often and truly enjoy the journey of finding answers.

Brand Design Principles

Our design system maintains a balance between utility and aesthetics, leaning towards the former.

We strive to follow these guidelines when creating visual stories, supporting assets and most importantly — while collaborating with our colleagues on storytelling.

Human

Emphasize people, relationships and real-world outcomes.

Minimalist

Strip design to the bare essentials. Less is more.

Aspirational

Convey timeless elegance, beauty and sophistication.

Purposeful

Design should compliment and enrich stories.

Utilitarian

Design is not art. Prioritize readability over visual impact.

Geometric

Strive for methodical visual order, based on geometric layout systems.

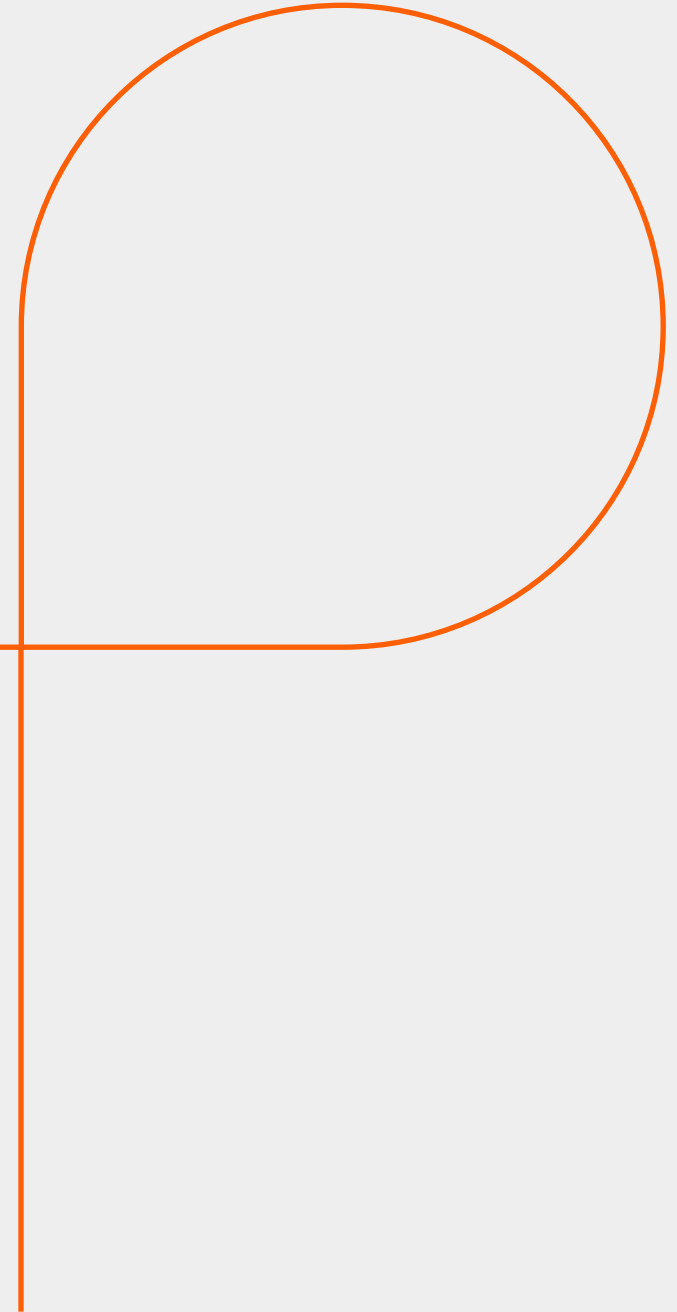
Brand Elements



Our brand elements work together to deliver a unique look and feel across all communications.

Brand Elements: Logo

The unique name Persistent and its visual manifestation takes a central role in the brand identity.



Logo Variants

We can use three different variants of the logo:

Primary (Vertical): Use in digital or printed materials when Persistent wordmark is easily legible.

Logo + Tagline: Use when dimensions are large enough for the tagline to be easily legible, and when the logo has a lot of white space around it.

Horizontal: Use in digital or printed materials when there is not enough vertical room for the Primary variant wordmark to be legible, e.g. website logo or next to another horizontal logo.

Primary (Vertical)



Logo + Tagline



Horizontal

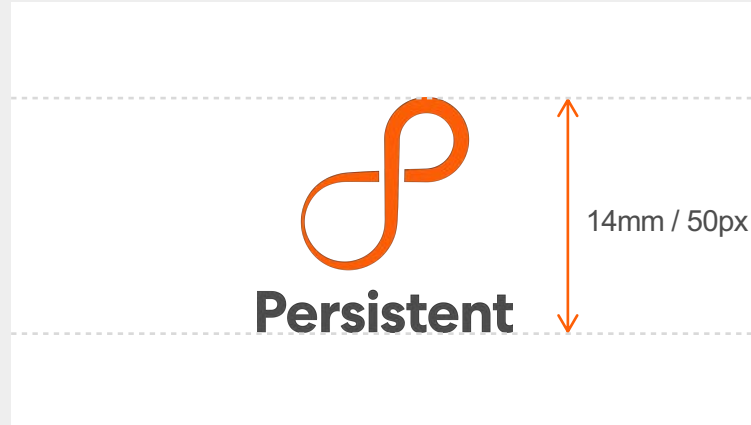


Minimum Sizes

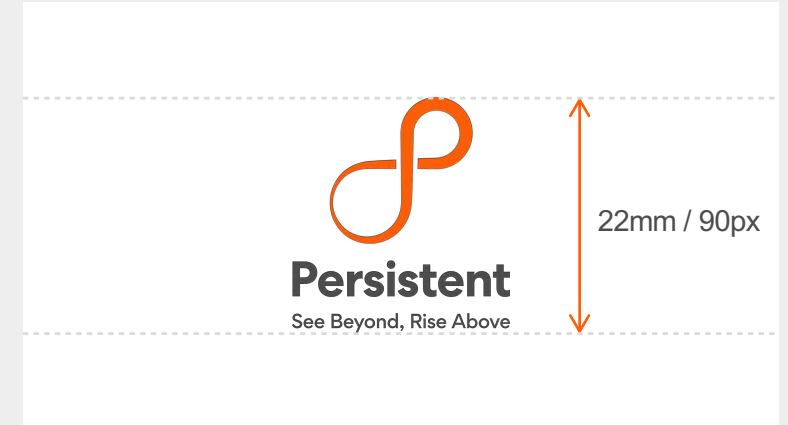
Although there is no maximum size for our logo, it is important to have a minimum size, so it is still legible and readable when reduced in size.

Never use the logos smaller than outlined on this page.

Primary (Vertical)



Logo + Tagline



Horizontal



Clear Space

To retain the visual integrity of the symbol, clear space and rules have been set up.

The clear space for the symbol is defined for each logo as shown on this page, using the height of the letter “P” as a measure.

Primary (Vertical)



Logo + Tagline



Horizontal



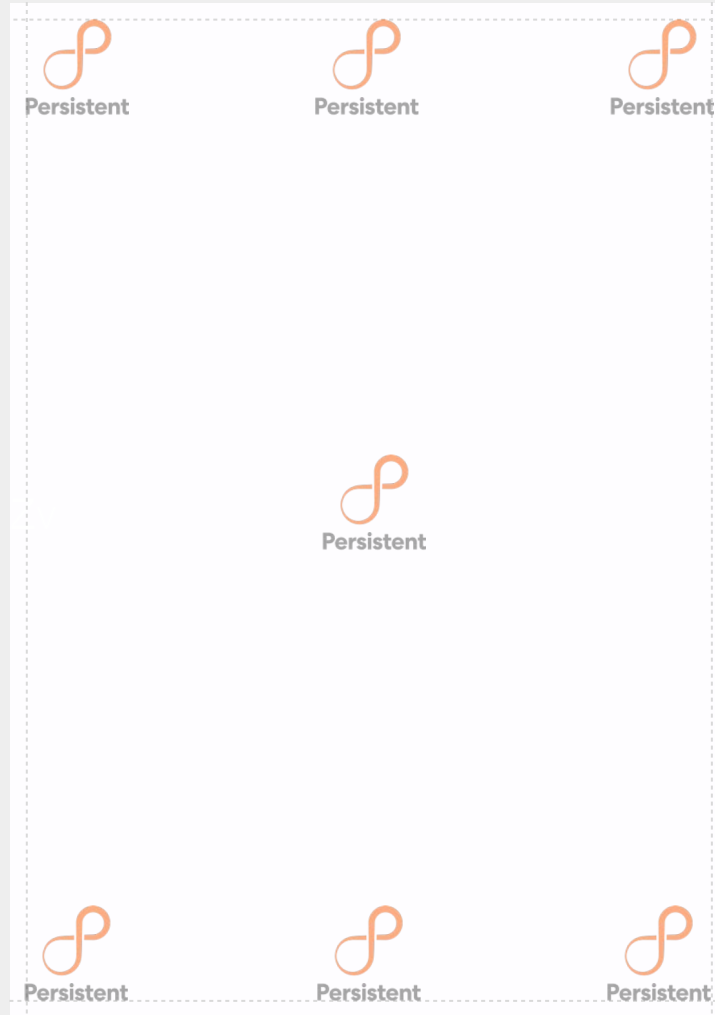
Alignment and Margins

The primary logo can be used, on any format:

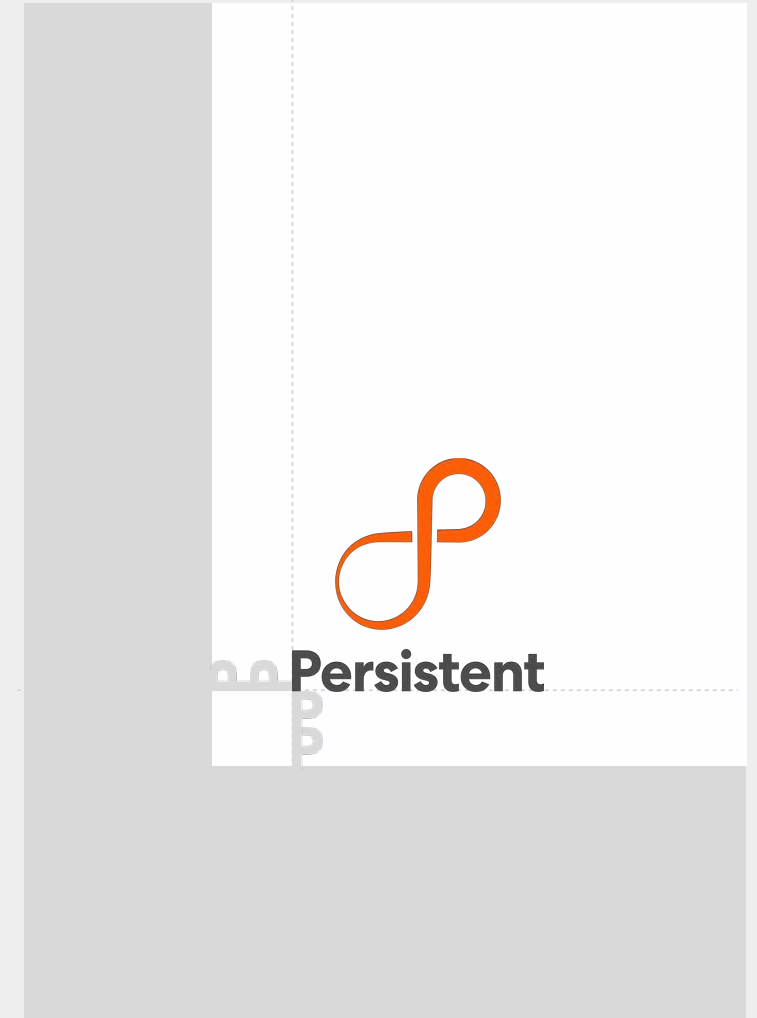
- In any corner, aligned to the side margins.
- Centered vertically, aligned to the top or to the bottom margin.
- Centered both horizontally and vertically.

The margin is defined as shown on this page, using the height of two letters “P” as a measure.

Alignments



Margins



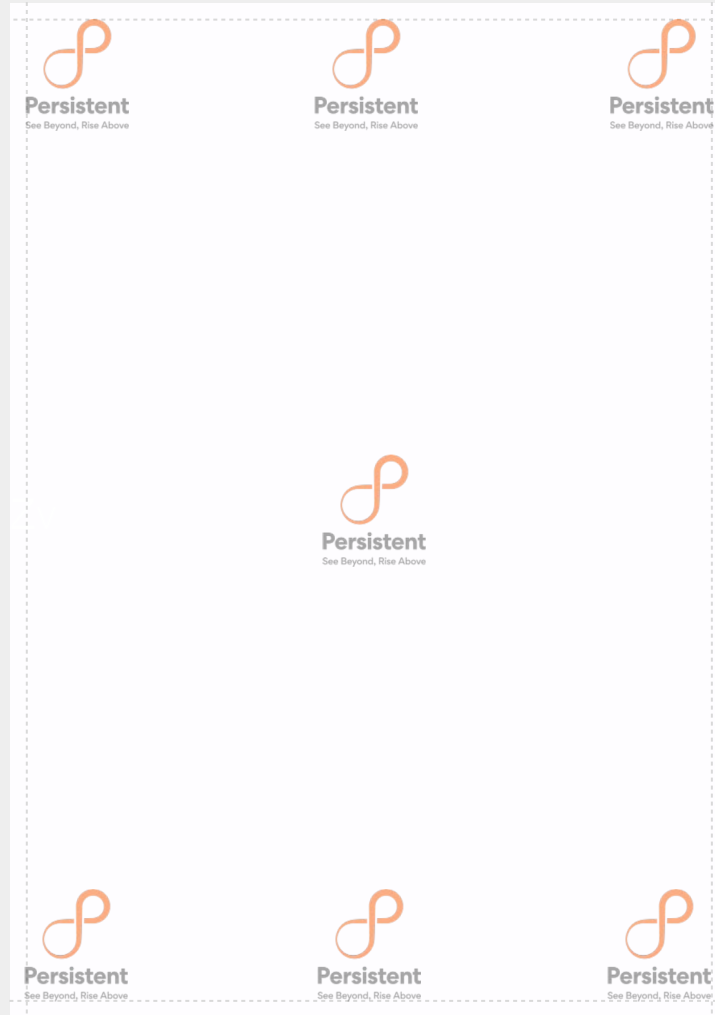
Alignment and Margins

The logo and tagline can be used, on any format:

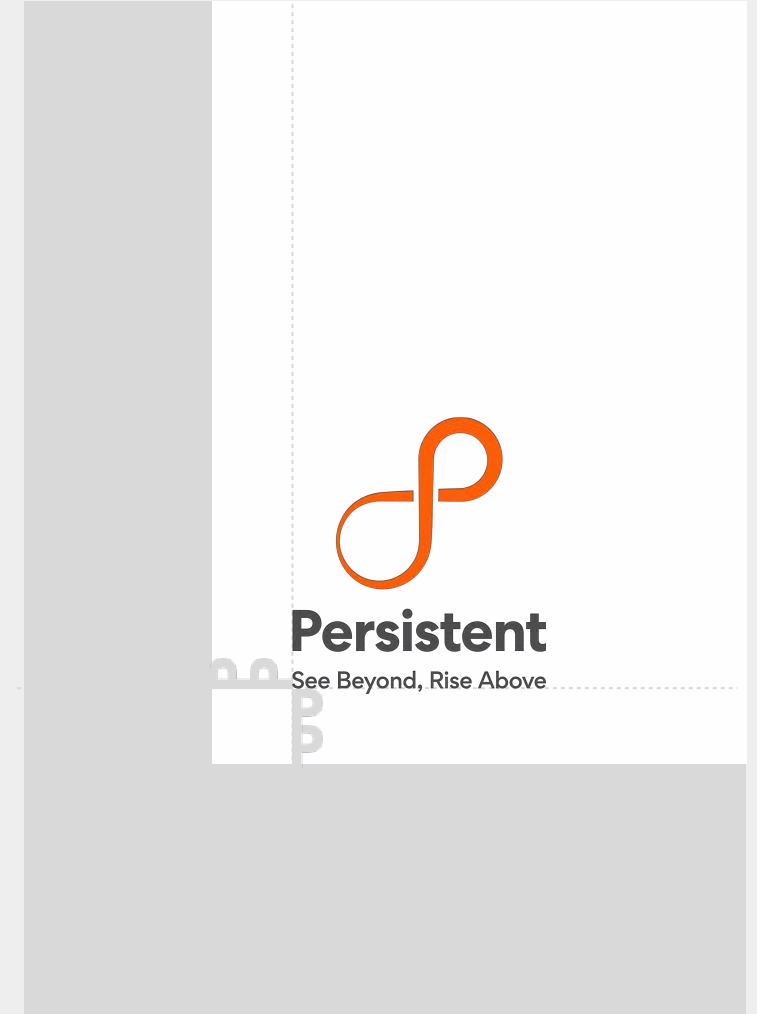
- In any corner, aligned to the side margins.
- Centered vertically, aligned to the top or to the bottom margin.
- Centered both horizontally and vertically.

The margin is defined as shown on this page, using the height of two letters “P” as a measure.

Alignments



Margins



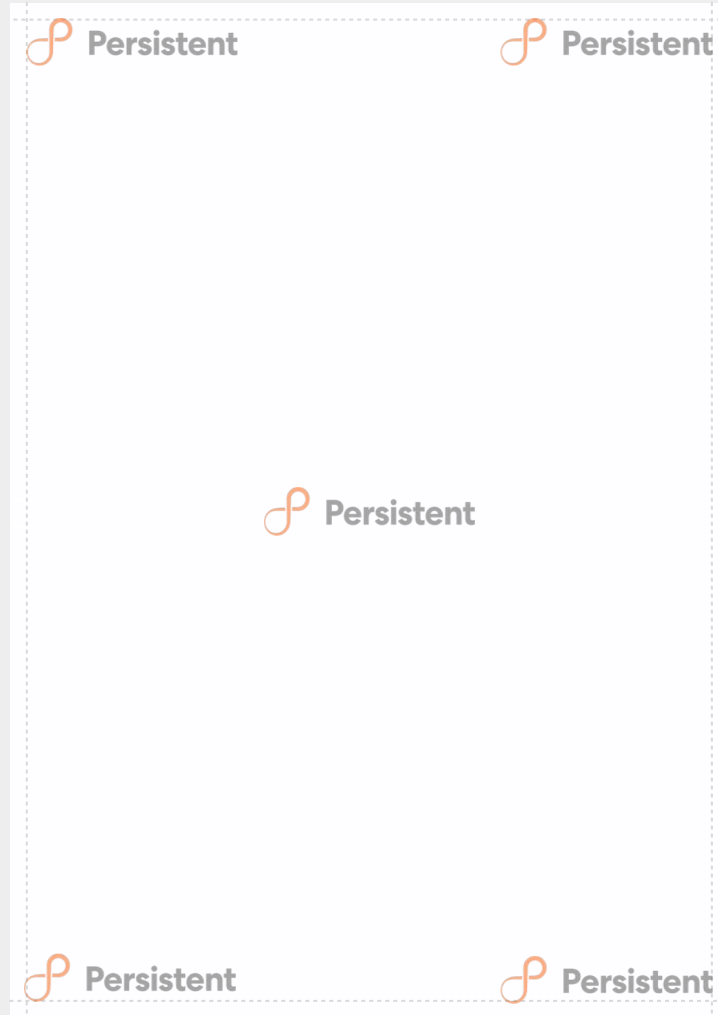
Alignment and Margins

The horizontal logo can be used, on any format:

- In any corner, aligned to the side margins.
- Centered both horizontally and vertically.

The margin is defined as shown on this page, using the height of two letters “P” as a measure.

Alignments



Margins



Logo Don'ts

Don't use the logo on top of photography which compromises its legibility



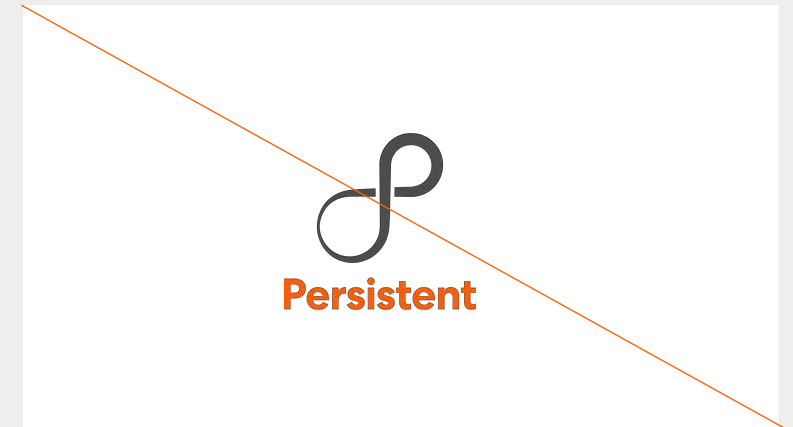
Don't change the size ratio and reposition the elements of the logo



Don't squash or distort the logo



Don't use the logo in altered colorways



Brand Elements: Partner Logos

A decorative orange line graphic that starts as a horizontal line from the left edge of the slide, crosses the title, and then curves upwards and to the right to form a large, rounded shape on the right side of the slide.

This section describes how to achieve a harmonious and respectful relationship between our logo and partner's.

Layouts

We use horizontal logos together or vertical logos together.

In horizontal layout, lowercase text in both logos is the same height, and visual element of partner logo should be the same or smaller than our infinity symbol.

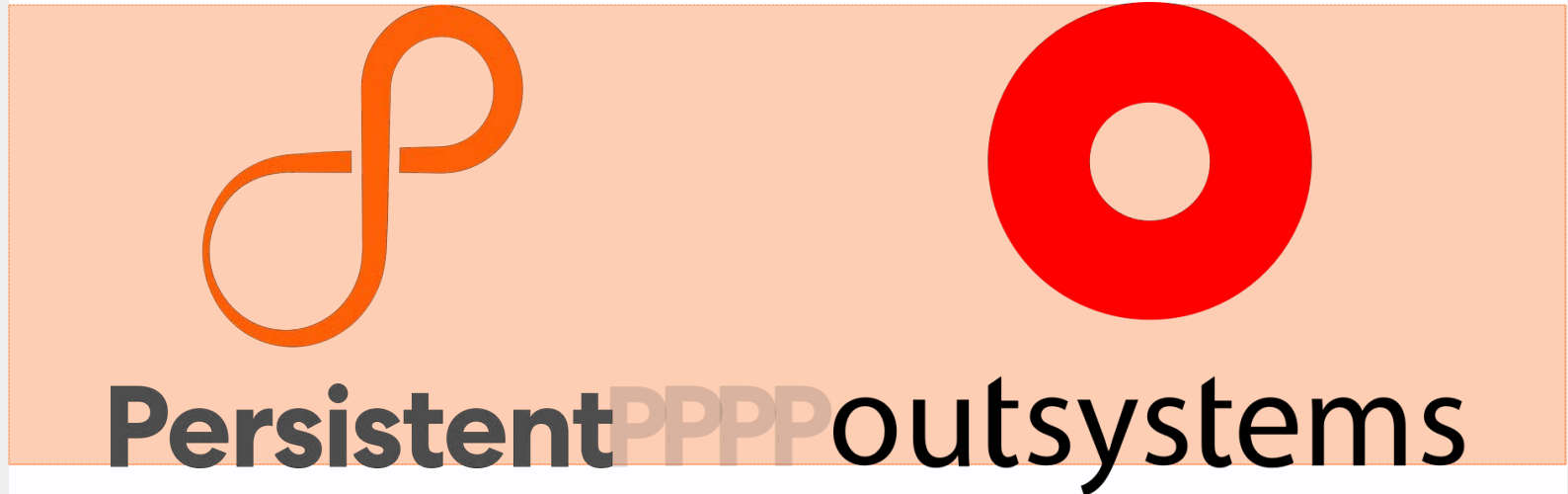
In vertical layout, both logos should have the same height.

Distances are measured using the capital “P” from our logo.

Horizontal Layout



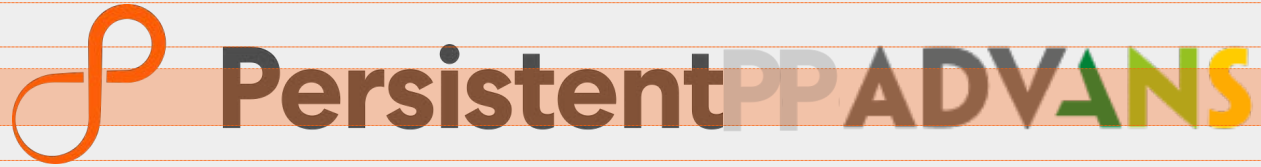
Vertical Layout



Partner Logo Placement Examples



Partner Logo Placement Examples



PowerPoint Layouts

In PowerPoint slides, make sure to match the sizes and spacing, and use matching colors:

On dark backgrounds, use silver (#EEEEEE).

On light backgrounds, use #4E4B54.

Cover Slide



Slide Footer

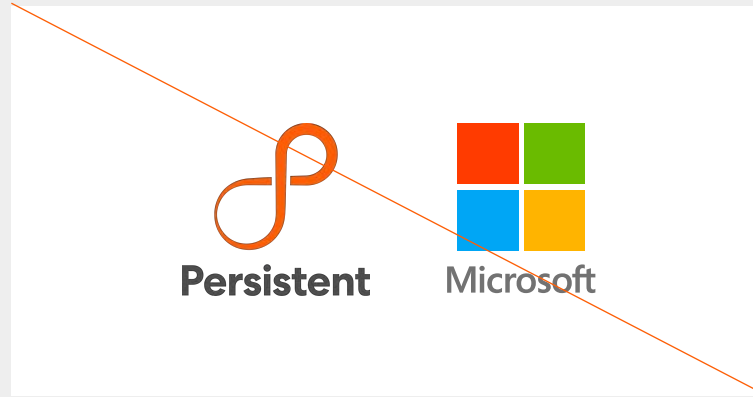
maximum 3 sentences or 5 lines of text. A very succinct description.

maximum 3 sentences or 5 lines of text. A very succinct description.



Persistent and Partner Logo Don'ts

Avoid using overly colorful partner logos



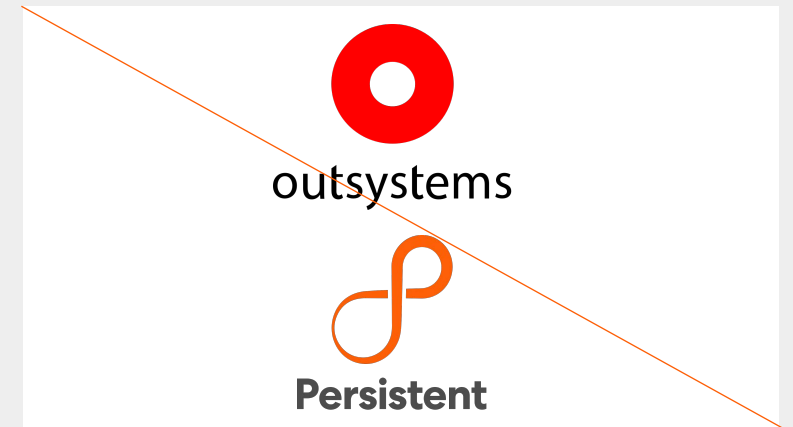
Do not mix horizontal and vertical variants



Don't place logos too close to each other



Never place partner logo above our logo



Brand Elements: Color



Our colors are a big part of the Persistent brand, so make sure to use them as outlined on the following pages.

Primary Palette

Lead brand colors in our brand palette link to our heritage and at the same time help us stand out from the sea of sameness in the world of technology.

Midnight creates a technological brand feel and gives the perfect setting for the primary orange to pop out of. The palette was designed to create contrast and energy.

Our colors are fundamental in expressing our personality.

We use color to create consistent messaging across all channels, inspire and engage, and add flexibility to the design system.

Always ensure to use the exact values of the colors, as outlined on this page.

White

Pantone **N/A**
C0 M0 Y0 K0
R255 G255 B255
HEX **FFFFFF**

Midnight

Pantone **282C**
C100 M90 Y0 K75
R35 G30 B40
HEX **231E28**

Graphite

Pantone **2333C**
C0 M0 Y0 K75
R77 G77 B77
HEX **4D4D4D**

Silver

Pantone **Cool Grey 2C**
C0 M0 Y0 K10
R238 G238 B238
HEX **EEEEEE**

Orange

Pantone **158C**
C0 M66 Y96 K0
R253 G95 B7
HEX **FD5F07**

Proportions

It is important to make proper use of the color palette. Not all colors are used in the same way or in the same proportion.

The diagram shows an approximate ratio of recommended color usage throughout the brand communications.

Make sure to use orange sparingly, as a highlight.

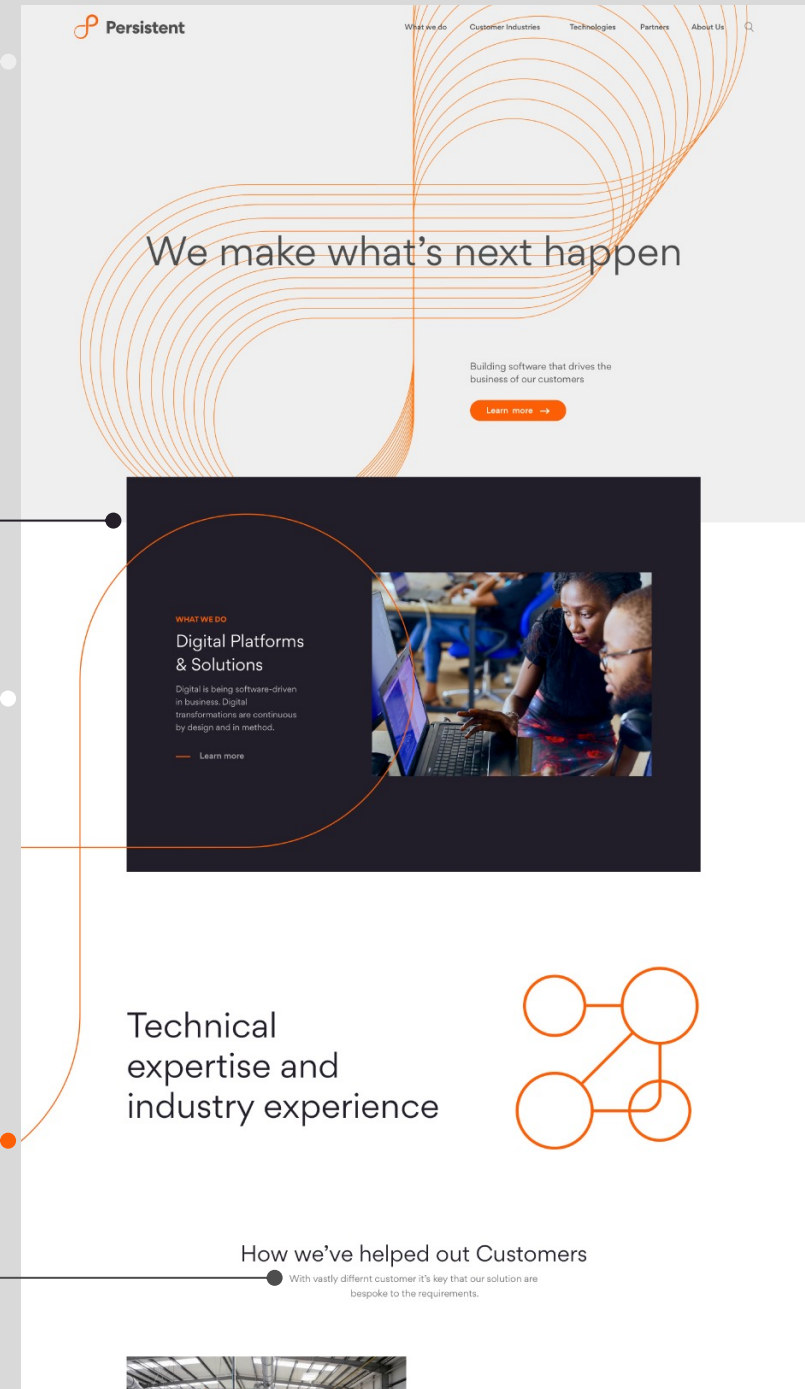
Silver
10%

Midnight
35%

White
35%

Orange
10%

Graphite
10%



Secondary Palette

In addition to the primary palette, there are two extra colors that can be used exclusively to create diagrams and infographics.

We also use tints to further extend the range of color.

Use the colors values defined on this page.

Blue 100%
C81 M0 Y23 K0
R0 G173 B198
HEX 00ADC6

Blue 70%
R107 G191 B207
HEX 6BBFBC

Blue 30%
R138 G203 B216
HEX 8ACBD8

Yellow 100%
C2 M37 Y79 K0
R245 G174 B69
HEX F5AE45

Yellow 70%
R235 G195 B134
HEX EBC386

Yellow 30%
R236 G207 B164
HEX ECCFA4

Orange 100%
C0 M66 Y96 K0
R253 G95 B7
HEX FD5F07

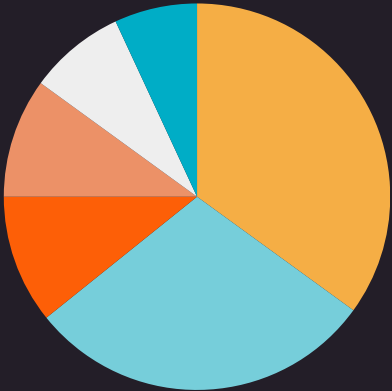
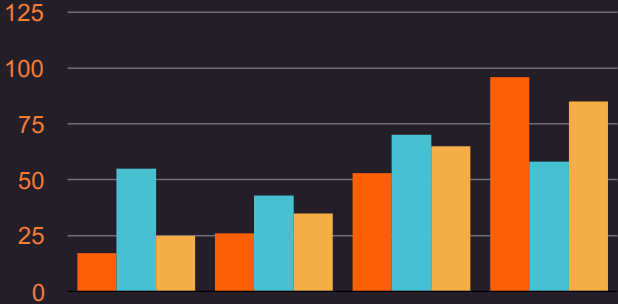
Orange 70%
R223 G149 B111
HEX DF956F

Orange 30%
R227 G174 B147
HEX E3AE93

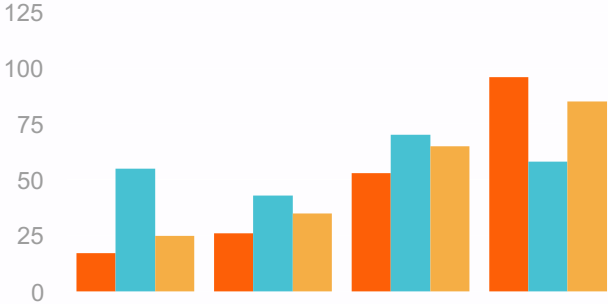
Secondary Palette

We use the extended palette when designing diagrams and infographics.

Dark Background



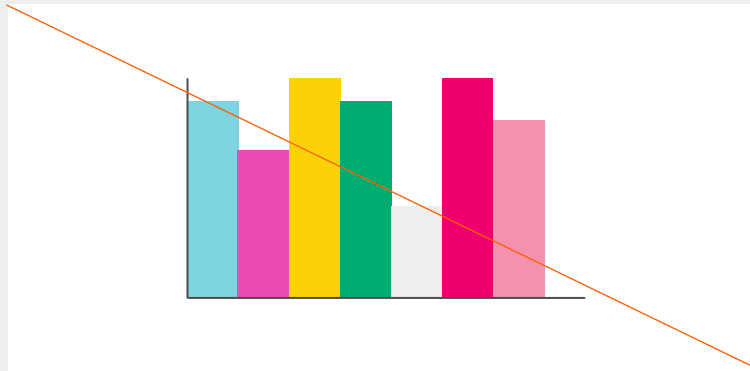
Light Background



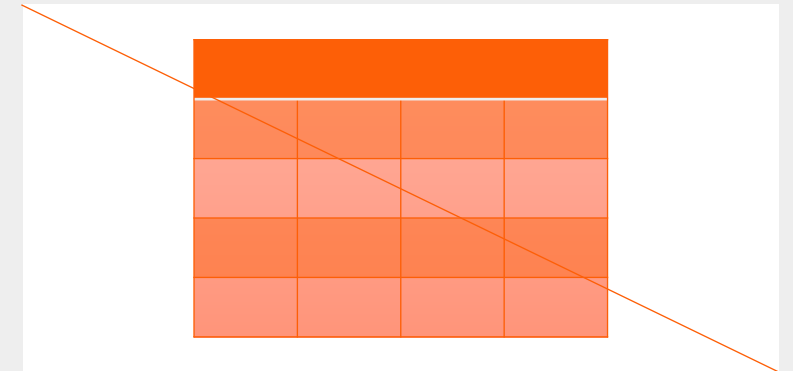
Color Don'ts

The colors are an inherent part of the brand and everything should be done to ensure we don't misuse them.

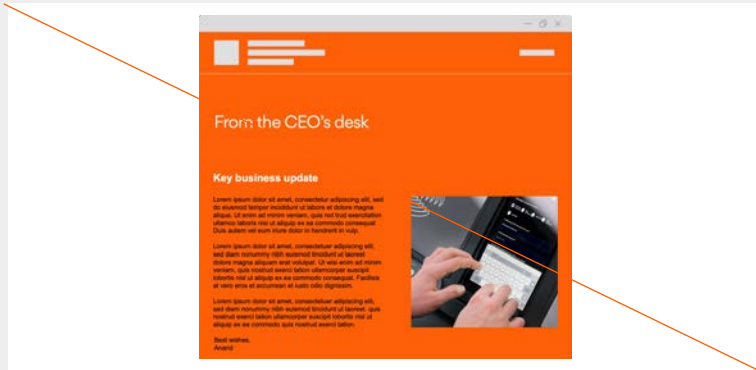
Don't use colors that are not in this document



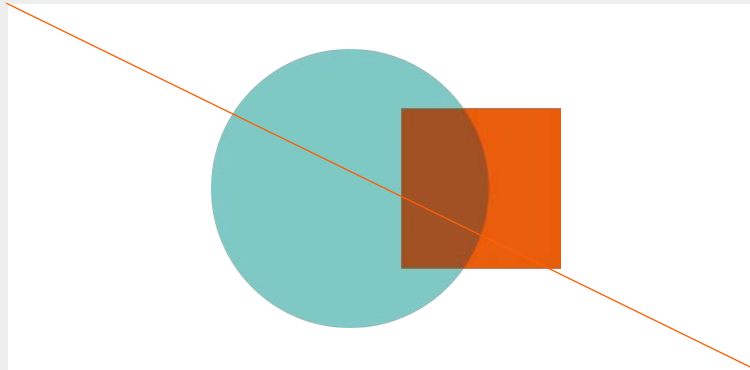
Don't use PowerPoint table styles that contain too much orange



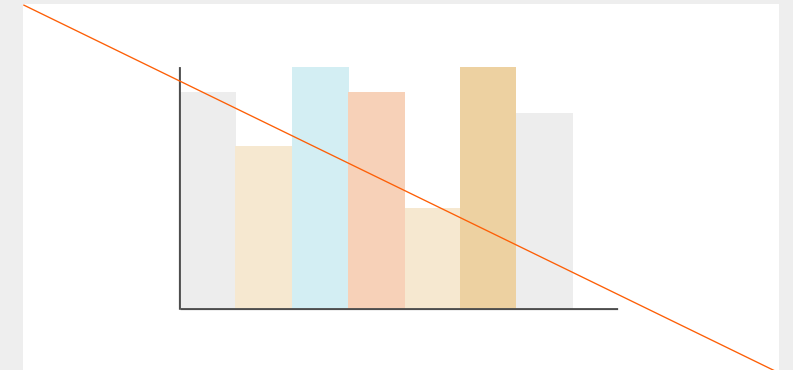
Don't use too much orange



Don't use the colors with transparency & blending modes



Don't use different tint levels than the ones outlined



Brand Elements: Typography



Our type system is clear, logical, and makes complex information easier to digest.

System & Primary Fonts

Our system font is Arial and it should be used by all employees.

Gordita is our brand typeface and is only to be used by the marketing team.

We use the following settings for Gordita:

Headlines

Kerning: Optical | Tracking: 20

Leading: 110%

Body

Kerning: Optical | Tracking: 20

Leading: 120%

Gordita — used by the marketing team

Gordita Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gordita Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gordita Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial — used by all employees

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Hierarchy: Gordita

One way we create contrast and visual interest within layouts is by having a difference in relationship between headline and body copy.

A clear hierarchy between all typographic elements on each layout will aid readability and make the layout feel more confident.

Headline
Gordita Regular

Lead paragraph
Gordita Medium

Body
Gordita Regular

Call to action
Gordita Regular

Digital Platforms & Solutions

**Beyond one-time solutions,
Continuous by Design and in Method**

Digital is being software-driven in business. Digital transformations are continuous by design and in method. One-time digital fixes don't stay current for long. Software-driven transformations must be continuous to keep up with new and emerging technologies waves.

Contact us →

Hierarchy: Arial

One way we create contrast and visual interest within layouts is by having a difference in relationship between headline and body copy.

A clear hierarchy between all typographic elements on each layout will aid readability and make the layout feel more confident.

Headline
Arial Regular

Lead paragraph
Arial Bold

Body
Arial Regular

Call to action
Arial Regular



Digital Platforms & Solutions

Beyond one-time solutions, Continuous Design and in Method

Digital is being software-driven in business. Digital transformations are continuous by design and in method. One-time digital fixes don't stay current for long. Software-driven transformations must be continuous to keep up with new and emerging technologies waves.

Contact us →

Typography Don'ts

As typography is an integral part of the Persistent brand, there are some things which should always be avoided.

Don't use other fonts which are not outlined in this document

~~We help our clients around the world turn d challenge into business success. Our technic and industry experience enable us to anticip next and answer questions before they're a:~~

~~Our partnership with clients accelerates t by giving them a unique competitive advan can see around corners and orchestrate s~~

Do not mix different color palettes within text headings

~~We help our clients around the world turn digital challenge into **business success**. Our technical exp and industry experience enable us to anticipate wl next and **answer** questions before they're asked.~~

~~Our partnership with clients accelerates their grow giving them a **unique competitive advantage**; they see **around** corners and orchestrate success. Getti there is our promise~~

Do not use multiple type styles or sizes at once

~~We help our clients around the world turr **challenge into** business success. Our technica and industry **experience** enable us to anticipat next and answer questions before they're aske~~

~~Our partnership with clients accelerate growth by giving them a unique competitive advanta see around corners and orchestrate success. G~~

Brand Elements: Iconography



Our brand icons illustrate various capability areas and industries we serve.

Iconography: Midnight

These brand icons illustrate various capabilities or industries we serve.

You can copy the icons from the following slides or download full resolution icons from SharePoint.

Use dark icons on light backgrounds and vice versa.

If you need more icons, please reach out to brand@persistent.com.



Customers



Employee



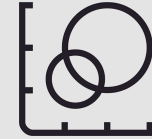
Customer Experience



Partners



News



Offerings



Data



Cloud



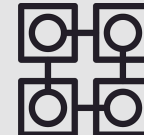
IoT



Security



AI



Blockchain



Application of Development



Retail/ Consumer



Industrial



Product Engineering



Banking and Insurance



Life Science



Healthcare



Innovation



Mobile

Iconography: Silver

These brand icons illustrate various capabilities or industries we serve.

You can copy the icons from the following slides or download full resolution icons from SharePoint.

Use dark icons on light backgrounds and vice versa.

If you need more icons, please reach out to brand@persistent.com.



Customers



Employee



Customer Experience



Partners



News



Offerings



Data



Cloud



IoT



Security



AI



Blockchain



Application of Development



Retail/ Consumer



Industrial



Product Engineering



Banking and Insurance



Life Science



Healthcare



Innovation



Mobile

Iconography: Graphite

These brand icons illustrate various capabilities or industries we serve.

You can copy the icons from the following slides or download full resolution icons from SharePoint.

Use dark icons on light backgrounds and vice versa.

If you need more icons, please reach out to brand@persistent.com.



Customers



Employee



Customer Experience



Partners



News



Offerings



Data



Cloud



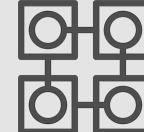
IoT



Security



AI



Blockchain



Application of Development



Retail/ Consumer



Industrial



Product Engineering



Banking and Insurance



Life Science



Healthcare



Innovation



Mobile

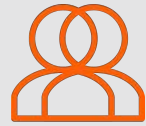
Iconography: Orange

These brand icons illustrate various capabilities or industries we serve.

You can copy the icons from the following slides or download full resolution icons from SharePoint.

Use dark icons on light backgrounds and vice versa.

If you need more icons, please reach out to brand@persistent.com.



Customers



Employee



Customer Experience



Partners



News



Offerings



Data



Cloud



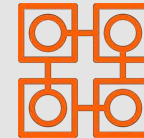
IoT



Security



AI



Blockchain



Application of Development



Retail/ Consumer



Industrial



Product Engineering



Banking and Insurance



Life Science



Healthcare



Innovation



Mobile

Iconography: Brand Values

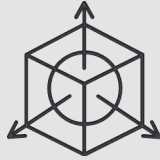
These icons illustrate our values.

You can copy the icons from the following slides or download full resolution icons from SharePoint.

Use dark icons on light backgrounds and vice versa.

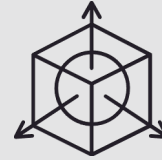
If you need more icons, please reach out to brand@persistent.com.

Graphite



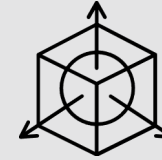
Ingenious

Midnight



Ingenious

Black



Ingenious

White



Ingenious



Responsible



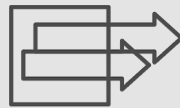
Responsible



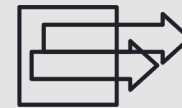
Responsible



Responsible



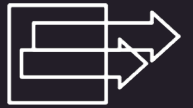
Persistent



Persistent



Persistent



Persistent



Confident



Confident



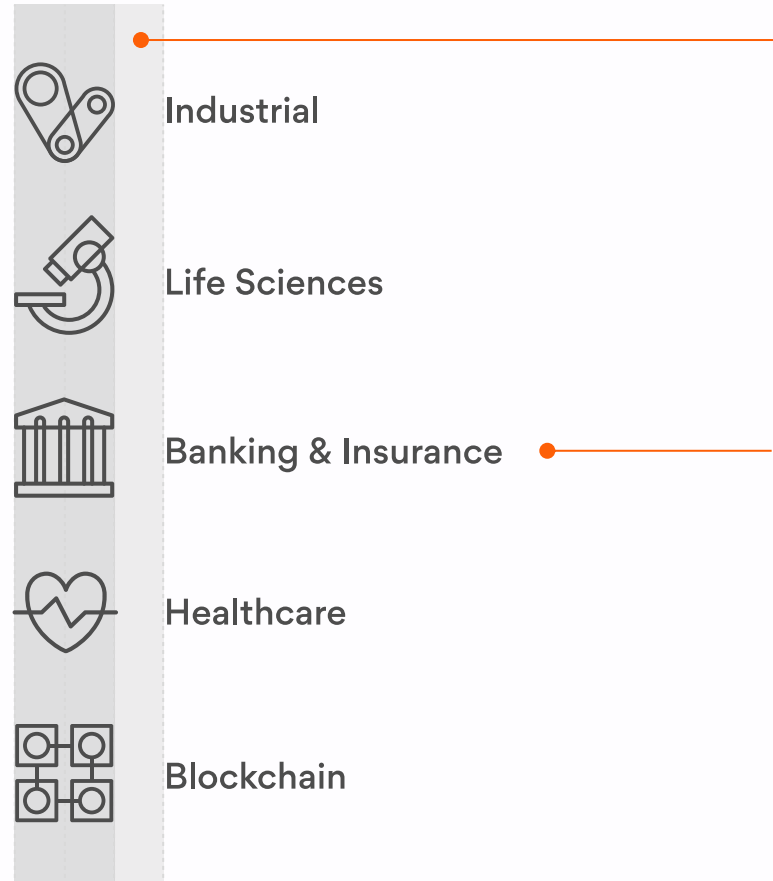
Confident



Confident

Lock-ups

This is how we use the icons and our brand typeface to create lock-ups.



Safe space
we use 50% of icon width
to define the space between
the icon and title

Gordita Regular
Kerning: Optical
Tracking: 5
Size: 30% of icon height

Characteristics

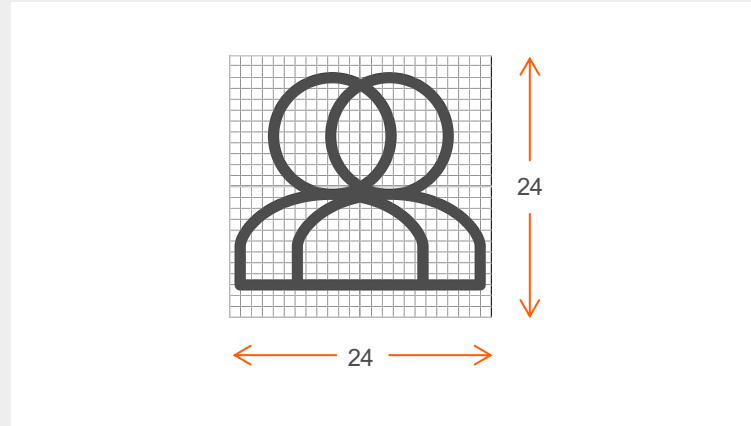
We use a 24x24 grid to draw icons.

When drawing the forms, we use rounded corner and make sure there is an overlap in the design.

This ensures all icons are consistent.

The icons have been designed to ensure that they work across different scales.

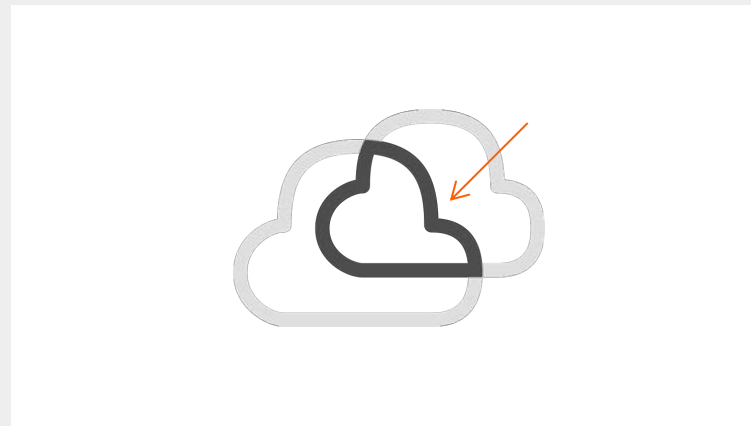
Grid



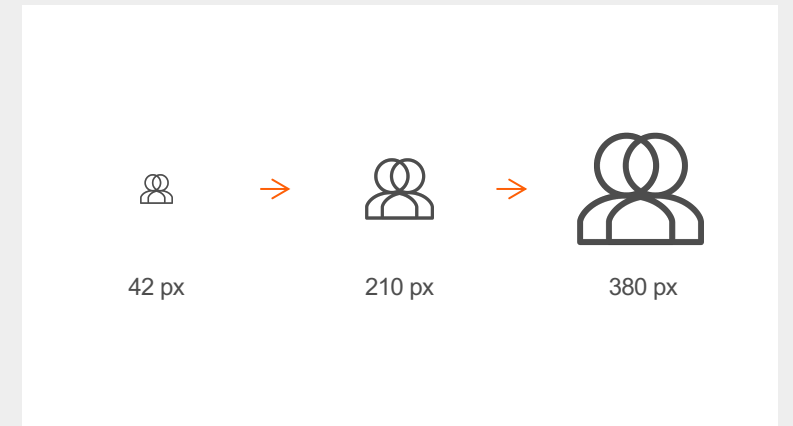
Rounded corners



Overlap



Scaling



Iconography Don'ts

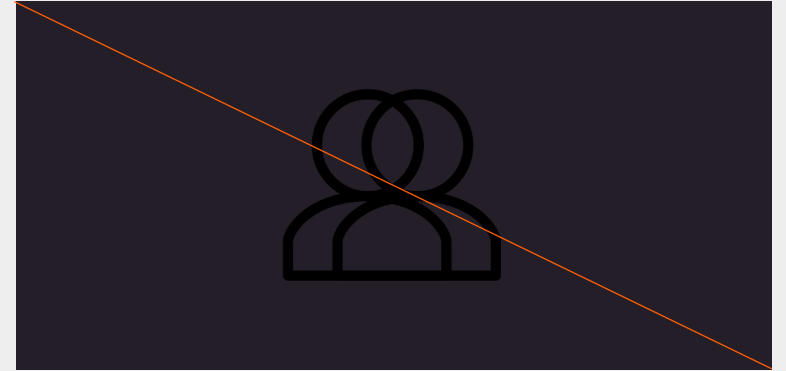
Use only icons included in the library.

Everything should be done to preserve the integrity of the iconography.

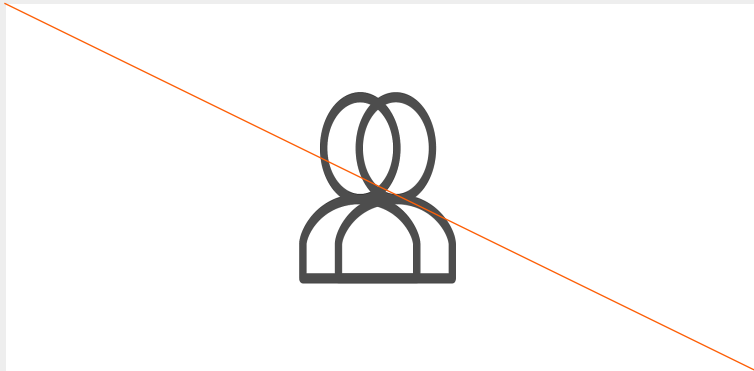
Don't use icons on top of photos which compromise their legibility



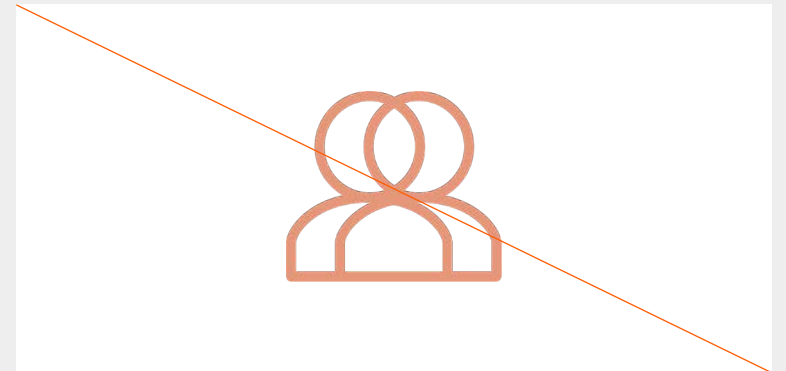
Don't use icons on background colors which compromise their legibility



Don't squash or distort the icons



Don't use iconography in colorways other than provided





Persistent

Thank you!

Reach out to brand@persistent.com for help.

