Cheat Sheets

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

Extended Color Palette
Only to be used for diagrams in PowerPoints.

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

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.

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

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

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.

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.

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.

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.

**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.

**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.
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.

<table>
<thead>
<tr>
<th>Human</th>
<th>Minimalist</th>
<th>Aspirational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emphasize people, relationships and real-world outcomes.</td>
<td>Strip design to the bare essentials. Less is more.</td>
<td>Convey timeless elegance, beauty and sophistication.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purposeful</th>
<th>Utilitarian</th>
<th>Geometric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design should compliment and enrich stories.</td>
<td>Design is not art. Prioritize readability over visual impact.</td>
<td>Strive for methodical visual order, based on geometric layout systems.</td>
</tr>
</tbody>
</table>
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.
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.
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.
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.
# 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.

<table>
<thead>
<tr>
<th>Alignments</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Alignment Examples" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Margins</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Margins Example" /></td>
</tr>
</tbody>
</table>
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.
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

This section describes how to achieve a harmonious and respectful relationship between our logo and partner’s.
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.
Partner Logo Placement Examples

Persistent ARCADIS
Design & Consultancy for natural and built assets

Persistent TECHNO BRAIN
Empowering Lives

Persistent CCIQ
Powering business potential
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.
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.**
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.
## 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.

<table>
<thead>
<tr>
<th>Color</th>
<th>Value 100%</th>
<th>Value 70%</th>
<th>Value 30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>R0 G173 B198</td>
<td>R107 G191 B207</td>
<td>R138 G203 B216</td>
</tr>
<tr>
<td>Yellow</td>
<td>R245 G174 B69</td>
<td>R235 G195 B134</td>
<td>R236 G207 B164</td>
</tr>
<tr>
<td>Orange</td>
<td>R253 G95 B7</td>
<td>R223 G149 B111</td>
<td>R227 G174 B147</td>
</tr>
<tr>
<td>Blue 100%</td>
<td>C81 M0 Y23 K0</td>
<td>R0 G173 B198</td>
<td>R0 G173 B198</td>
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<tr>
<td>Blue 70%</td>
<td>R107 G191 B207</td>
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<tr>
<td>Blue 30%</td>
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</tr>
<tr>
<td>Yellow 100%</td>
<td>C2 M37 Y79 K0</td>
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Secondary Palette

We use the extended palette when designing diagrams and infographics.
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%

**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

**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
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.

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
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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.
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 digital challenge into business success. Our technical and industry experience enable us to anticipate next and answer questions before they’re asked.

Our partnership with clients accelerates growth by giving them a unique competitive advantage; they see around corners and orchestrate success.

Do not mix different color palettes within text headings

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

Our partnership with clients accelerates their growth by giving them a unique competitive advantage; they see around corners and orchestrate success. Getti
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.
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.
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.
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.
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.
Lock-ups

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

Industrial

Life Sciences

Banking & Insurance

Healthcare

Blockchain

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.
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
Thank you!

Reach out to brand@persistent.com for help.