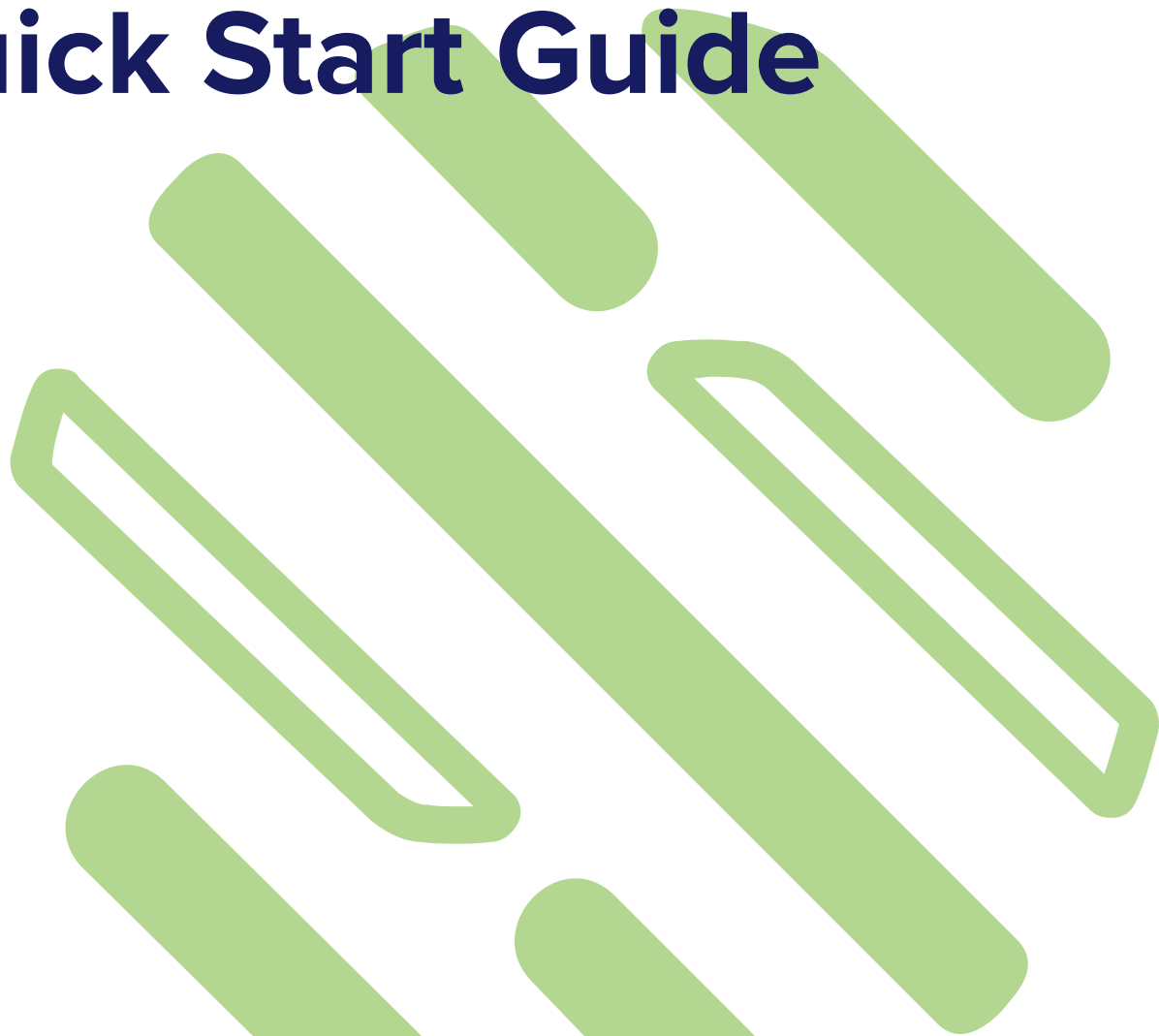


Sutherland

Branding Quick Start Guide

2017



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Let's talk about our
strategy



Get out of the outsourcing neighborhood

Connect our work to something relevant in the world

Tap into the Sutherland DNA (process)

**End to end process transformation
that delivers improved results
businesses can see, and improved
experiences customers can feel.**

DESIGN

With a 6000 square foot design studio in San Francisco and a 6000 square foot design studio in London, we provide our customers a unique opportunity to collaborate with us. Sutherland brings together domain experts from nine vertical industries as well as ethnographers, experience designers, and visionary thinkers to work side by side with our clients. It takes a lot of work to get to effortless. That's why these teams take the time to do deep human centered research and design that results in innovative processes that simplify the hardest problems.

DEVELOP

We then develop the solutions that solve client problems. When our clients require a new answer, we take a long hard look at the most complicated, entrenched business processes, then roll up our sleeves to simplify, reinvent, and build streamlined solutions. This approach allows us to leapfrog over legacy processes and shed historical inefficiencies. We first start with industry leading data analytics and then take a technology agnostic view. Whether we build an avatar, utilize robotic process automation or deploy biometrics, we never lose sight of one thing... creating a great customer experience.

DELIVER

Front office or back office... it doesn't matter. Once we design and build a client solution, we can deliver and operate it anywhere on the planet or in the cloud. With operations around the world and the ability to analyze transactions and interactions across platforms and geographies, we can gauge customer experiences, anticipate trends, and measure customer behavior. Thanks to this customer data, we provide a unique lens for companies to view and connect with their customers.

While we deliver to our clients on the concept of ‘design, develop, deliver,’ our outward communication is **not intended to be distilled down into these 3 words.**

For 30 years, we've been delighting customers through better process.

From the very beginning, it's all we've done. In fact, our very first dollar came from process consulting. Three decades later, we have 120 clients from the Fortune 1000, and complete 43 million transactions a month on a digital backbone that spans 19 countries around the world.

Now let's talk about our
visual identity



Reflect the business strategy ...

Combine the precision and rigor of process with the usability and ease of design thinking.

One logo for the entire company.

1

Be unabashedly modern to match our ambitions and client list.

**2**

Leverage the equity in our name.



And not like:

**3**

Stay true to our executional DNA.



the original coffee mug from 30 years ago

And, of course, be purpose-built for the new media landscape (digital, icons, apps, social media, animation)

Our logo was inspired by the human fingerprint

A fingerprint, a symbol of individuality and uniqueness, served as the inspiration for creating the Sutherland logo.



Logo

This is our new logo

While our logo is inspired by a fingerprint, it is also a disciplined and precise symbol that represents the process transformation work that we do.

The logo is the mirror of our personality and the expression of our identity. The logo symbolizes the company in a graphical manner and is a registered trademark. It must always appear in company advertisements, printed collateral and in our online presence.



Vertical

Horizontal

Clear space

The clear space has been established to ensure logo visibility and impact. Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, etc, ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

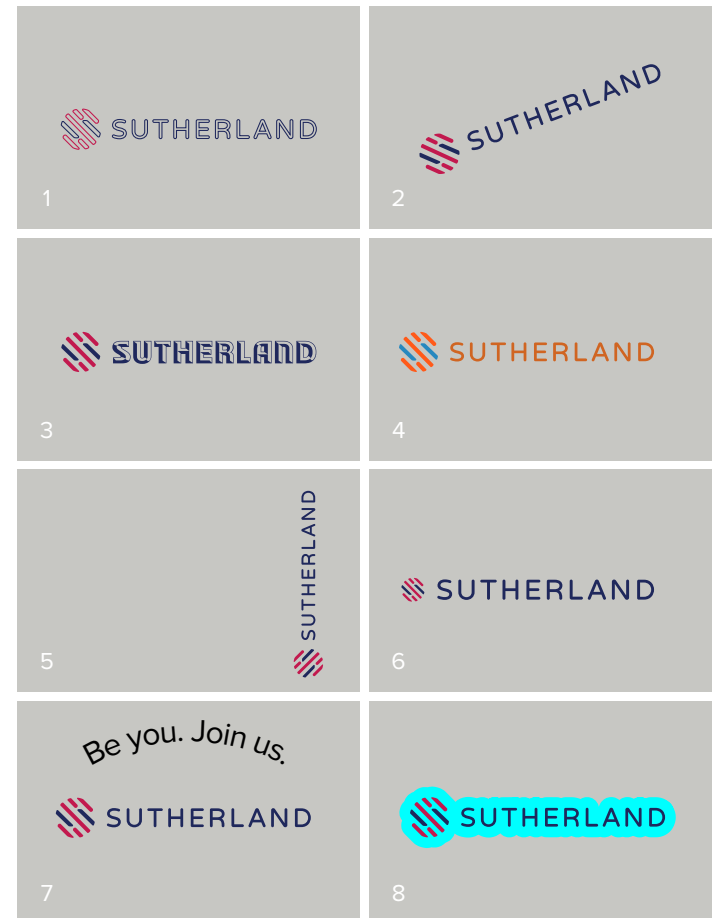


Logo

Incorrect use

Incorrect use of the Sutherland logo compromises its integrity and effectiveness. While our logo is dynamic, it is critical that it is not misused. Therefore:

1. Don't outline the logo
2. Don't rotate the logo
3. Don't change the typography on the logo
4. Don't apply multiple colors
5. Don't flip the logo or have it read upside down
6. Don't distort, reshape or resize the logo elements in any way
7. Don't use the logo with any other slogan as a lock-up
8. Don't add a containing shape



Supergraphic

The supergraphic was designed to be used as a hero in most layouts, and as part of the background or to highlight empty spaces.

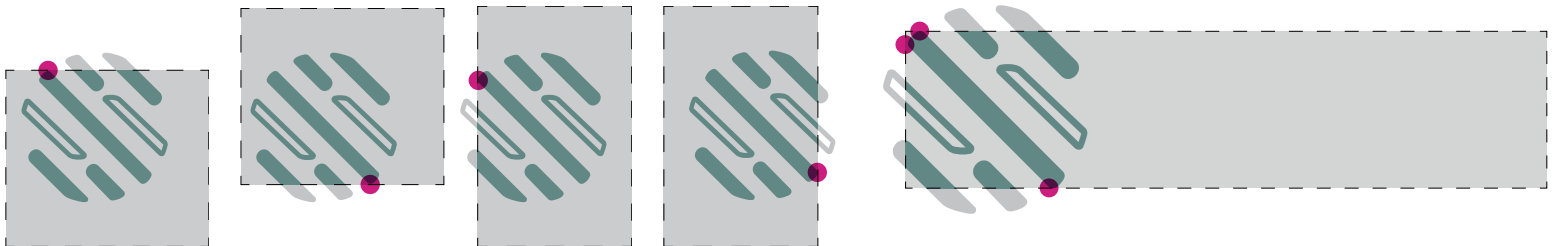
For proper usage of the supergraphic, please refer to page 19.



Cropping the Supergraphic

The most important area of the supergraphic is defined by the four points of its center diagonal. Any crop must show this portion of the symbol in order for it to retain its recognition.

Tight vertical spaces present a cropping challenge. In these instances, crop the supergraphic at three points of the center diagonal.



Applications

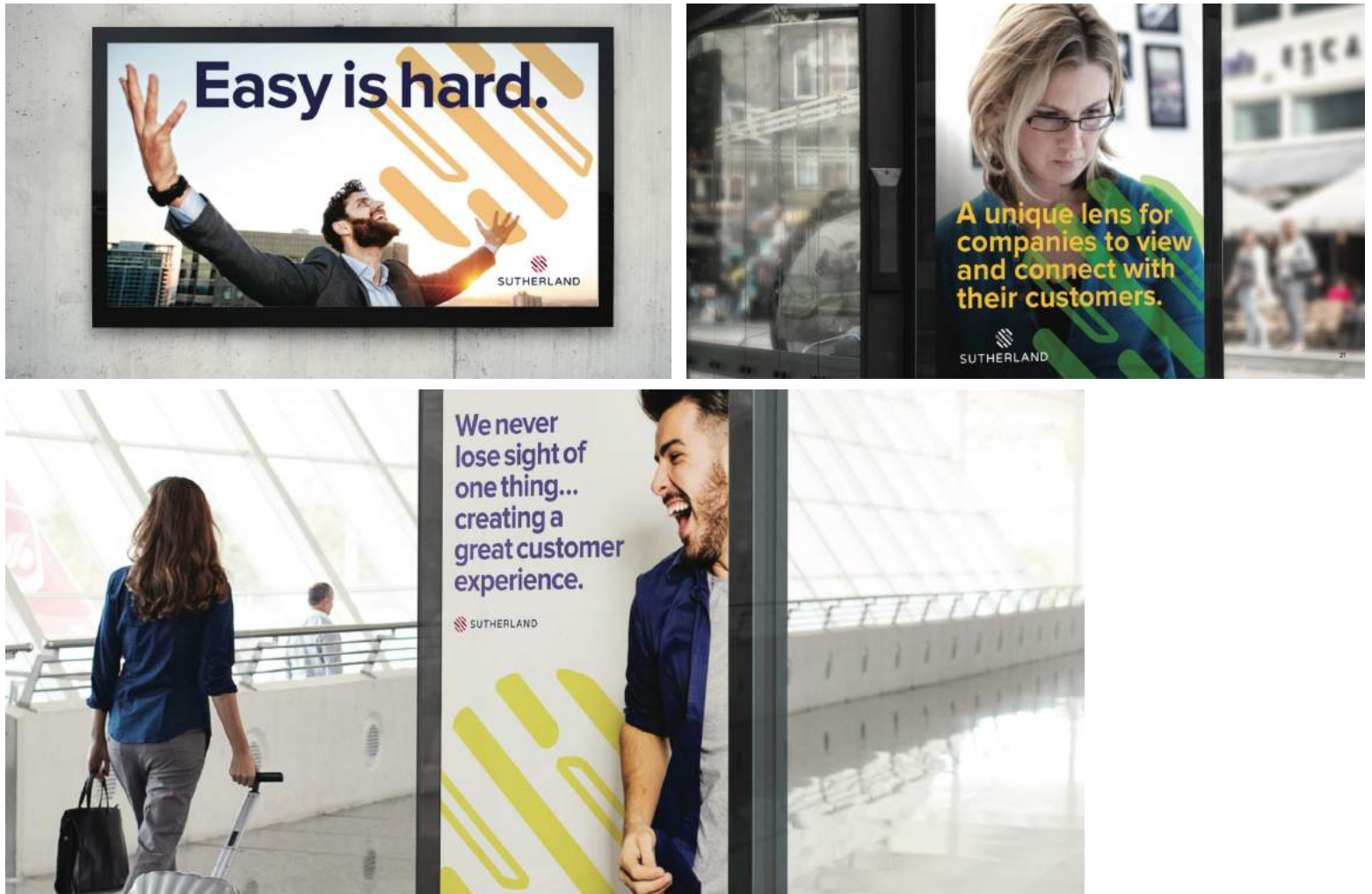
The logo and the supergraphic can be used together as long as they do not compete with each other.

The logo should always stand out over the supergraphic.

The supergraphic is intended as a background image. It can be integrated with or layered with an image.

Do not crowd the supergraphic or try to incorporate too many brand elements into one application (pattern, supergraphic, image, logo, etc.).

Examples of correct usage:



Color palette

A vibrant set of colors brings the Sutherland brand elements to life.

Our primary palette consists of eight nuanced colors plus black and white. Each color may be used as a background color or type color. Use the logo color Process Midnight Blue, and Human Red in smaller quantities in layouts.

The primary palette colors are for background color fields and typography.

				
White	Purple	Orange	Bright Green	Cyan
R255 G255 B255	R108 G82 B158	R242 G130 B35	R134 G194 B72	R0 G171 B235
C0 M0 Y0 K0	C68 M79 Y2 K0	C1 M60 Y100 K0	C53 M1 Y96 K0	C71 M15 Y0 K0
#FFFFFF	#6C529E	#F28223	#86C248	#00ABEB
				
Black	Process Midnight Blue	Golden Yellow	Gray	Human Red
R255 G255 B255	R0 G30 B96	R255 G207 B0	R110 G120 B123	R224 G0 B77
C0 M0 Y0 K0	C100 M95 Y4 K42	C1 M17 Y99 K0	C55 M46 Y44 K10	C0 M97 Y50 K0
#FFFFFF	#001e60 Pantone 2757	#FFCF00	#77787B	#e0004d Pantone 1925

Typography

Arial is a our corporate font.

It is universally available, and we use it for its on-screen compatibility, whether in PowerPoint, on other digital platforms or any other printed materials where there is **no involvement of graphic designers**.



AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@-\$\$%^&*()?:;|[]{}<>.,

Proxima Nova was chosen for its humanistic proportions and geometric appearance. It's widely used, highly legible and readily available for download.

Proxima Nova is our corporate design font and is only to be used for applications designed by our creative services team and agency partners.



AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@£\$%^&*()<>?:'![]/';\

Photography

People

Capture people in action.
We use natural and authentic imagery of people to convey the human nature of our brand. They are not posed, they are realistic. They are quietly captured in every day moments.



Process with people

Capture projects in the making.
Photos of people working in non-posed, natural stances.
Images with natural light coming through from outside.



Process with places

Capture dramatic perspectives.
Unexpected perspectives helps showcase Sutherland's unique POV.
Expansive and open imagery helps convey movement and direction.
Shows new structures and futuristic materials.





- Have a high resolution
- No pixilation



- Do not apply filters to the image



- No clipart
- Do not use unlicensed photos



- Do not use images that are stretched or distorted in any way



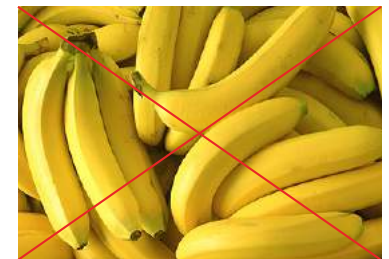
- Do not use photos from others companies



- Avoid use of provocative images (sexual, political, religious or unethical)



- Do not use staged photography



- Depict subject matter that is relevant to Sutherland's agenda



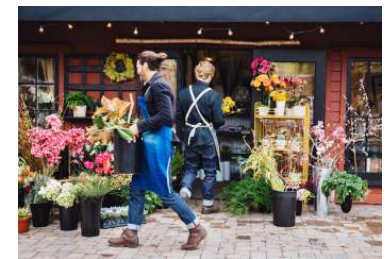
Demonstrate a fresh, original way of looking at the world



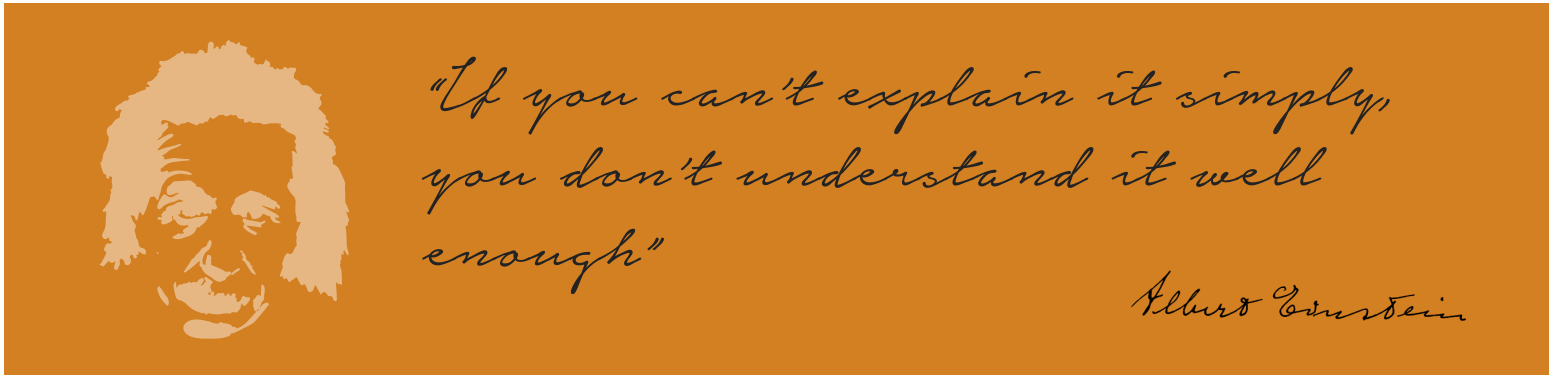
Represent authentic, engaging compositions



Capture rich, vibrant colors



Show people and processes in a natural way



We speak in clear, straightforward language that everyone understands; and we are honest, direct, and compelling in all that we say.

We speak the language of our customers, but don't need to prove it by using insider jargon. An overuse and over-reliance on jargon and acronyms subtly undermines our promise to improve design, simplify processes, and create better customer experiences. Instead, our credentials are apparent in our confidence and clarity (acronyms and jargon are crutches, and should only be used when absolutely necessary).

We will make the following shifts in our language...

...from BPO, iBPO, BPM, outsourcing and offshoring to process transformation

...from onshore, offshore, nearshore to anywhere on the planet or in the cloud

...from what we do to what we do for our customers

...and remember... in the spirit of sticking to our brand, avoid usage of tired and overused outsourcing language (e.g., labor arbitrage, lift and shift, etc.).

For brand guidelines and marketing tools, including logo files, the color palette, and key corporate messaging, please visit the [Sutherland Branding Site](#).

To request access to our photography library please reach out to SGS.Marketing@sutherlandglobal.com.

All marketing requests require a [Project Request Form](#). Project requests include collateral, events, advertisements, branding, campaigns, business cards, stationary, and all other marketing-related deliverables. Only requests using this form will be completed by the marketing services team.

If you have additional questions please reach out to SGS.Marketing@sutherlandglobal.com.