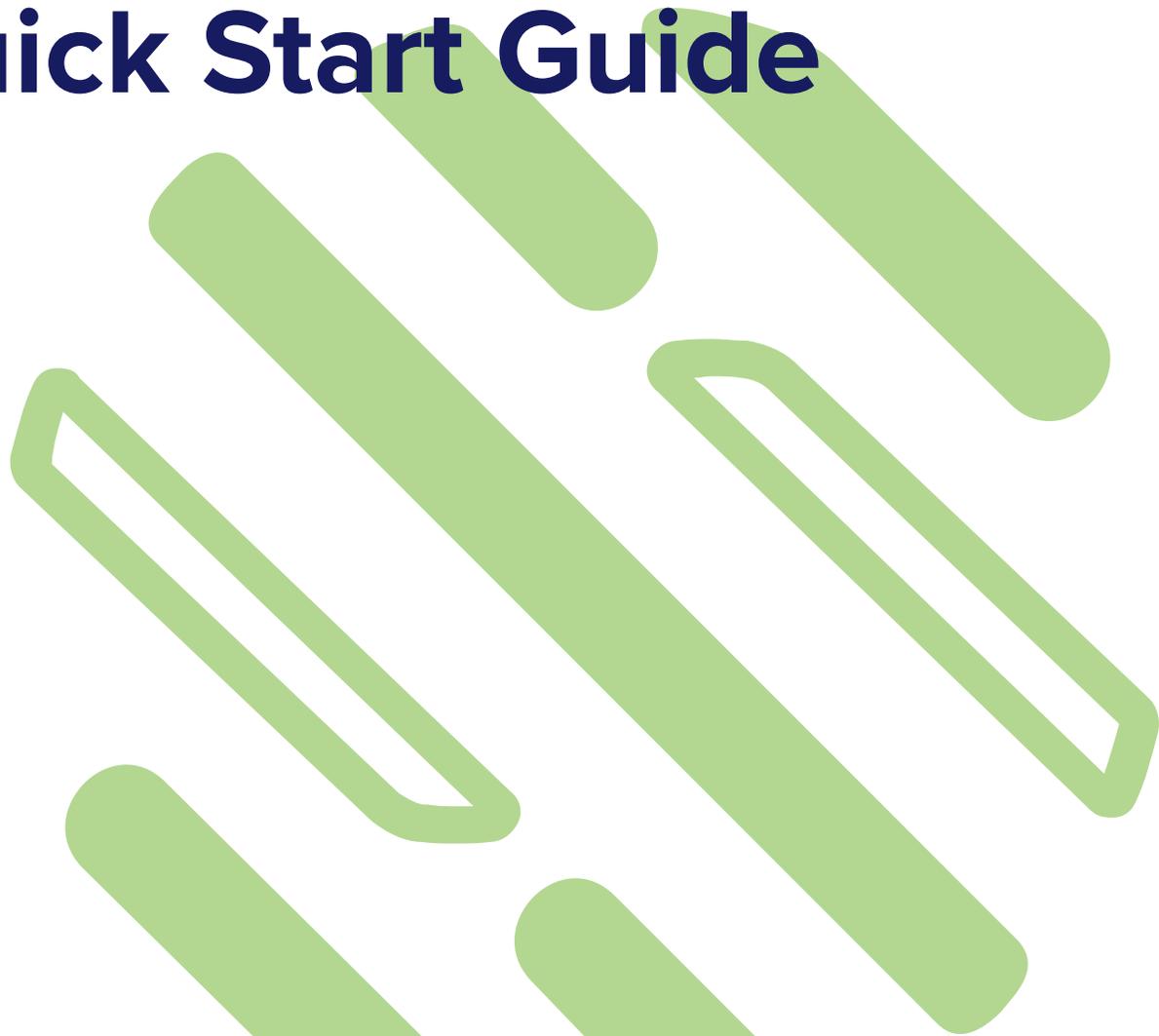


**Sutherland**

**Branding Quick Start Guide**

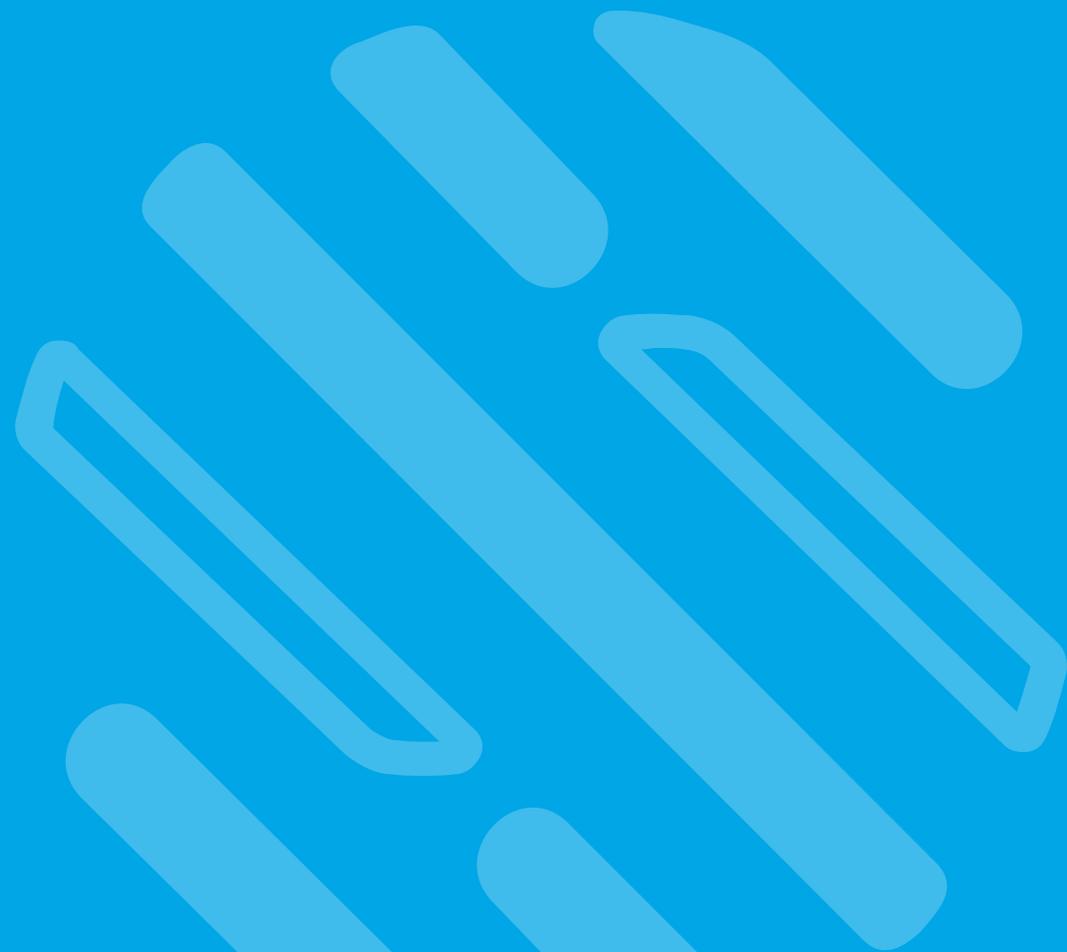
2017



# Contents

|           |  |           |                      |
|-----------|--|-----------|----------------------|
| <b>4</b>  | <b>Our brand strategy objective</b>                                    | <b>18</b> | <b>Supergraphic</b>  |
| <b>5</b>  | <b>Our brand promise</b>   | <b>19</b> | <b>Applications</b>  |
| <b>6</b>  | <b>How we deliver on this promise</b>                                  | <b>20</b> | <b>Color palette</b> |
| <b>10</b> | <b>Why we are uniquely positioned to deliver on this brand promise</b> | <b>21</b> | <b>Typography</b>    |
| <b>12</b> | <b>Overarching objective for new logo and visual identity</b>          | <b>22</b> | <b>Photography</b>   |
| <b>13</b> | <b>How we will do it</b>   | 23        | Incorrect use        |
| <b>14</b> | <b>Logo</b>  | <b>24</b> | <b>Our voice</b>     |
| 15        | Our new logo   | <b>25</b> | <b>Contact</b>       |
| 16        | Clear space  |           |                      |
| 17        | Incorrect Use  |           |                      |

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

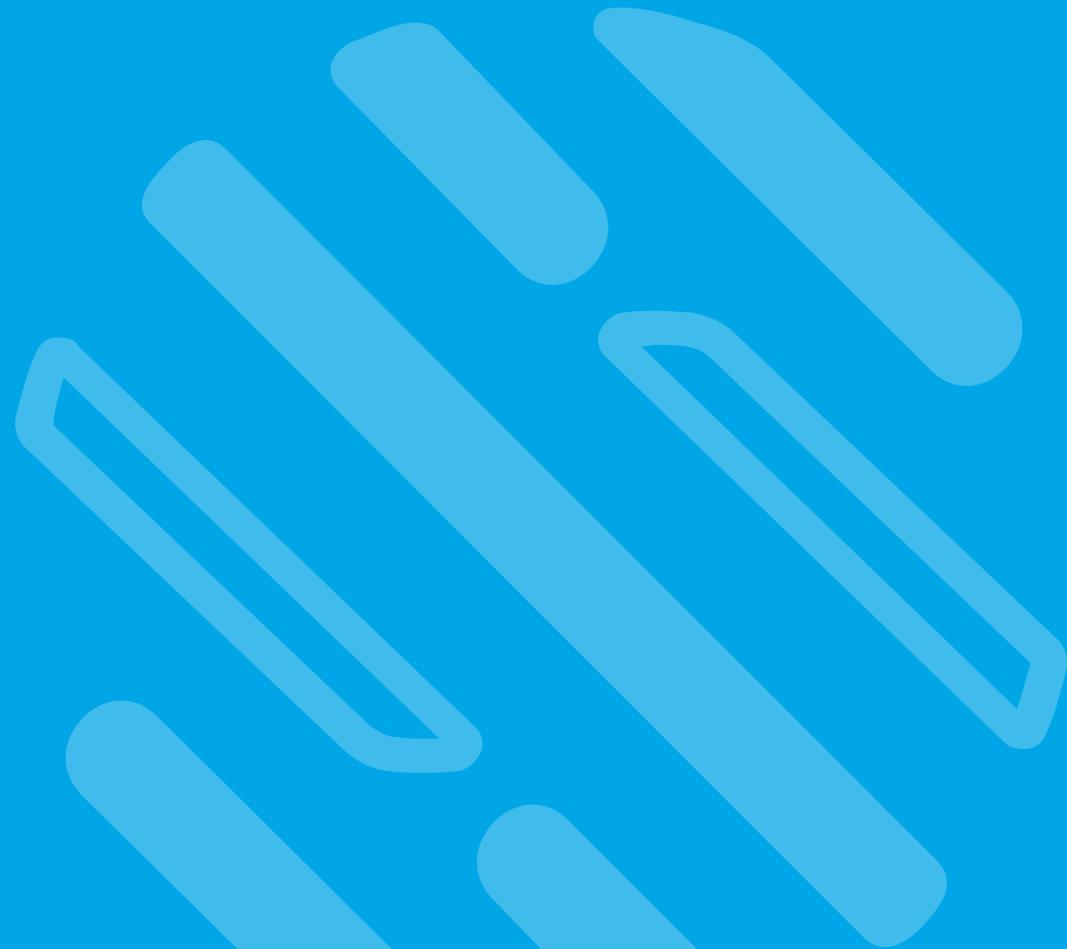
Front office or back office... it doesn't matter. Once we design and build a client solution, we can deliver and operate it anywhere on the planet or in the cloud. With operations around the world and the ability to analyze transactions and interactions across platforms and geographies, we can gauge 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.



**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.

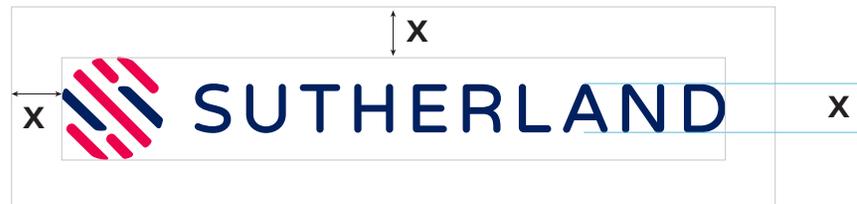


Vertical

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.

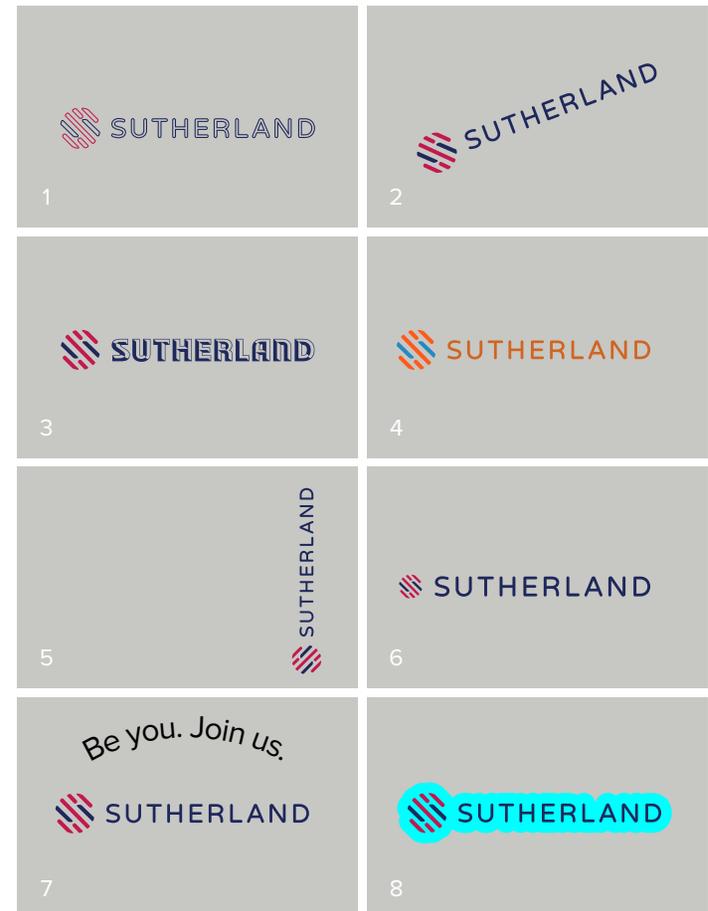


## Logo

### 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.

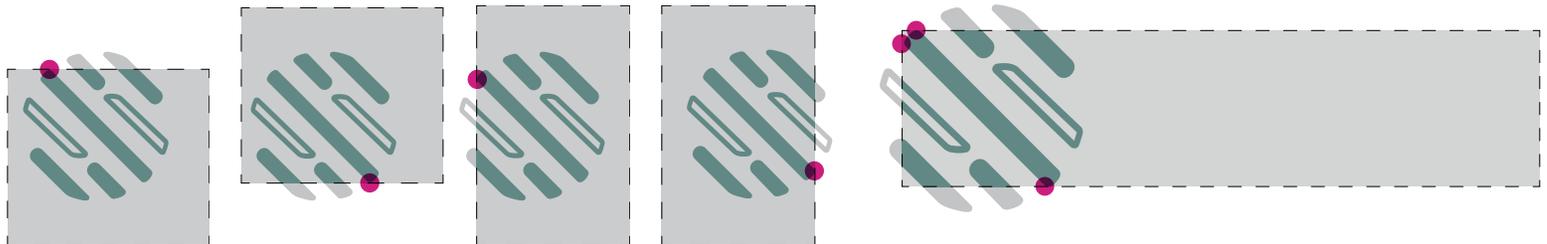
For proper usage of the supergraphic, please refer to page 19.



### 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

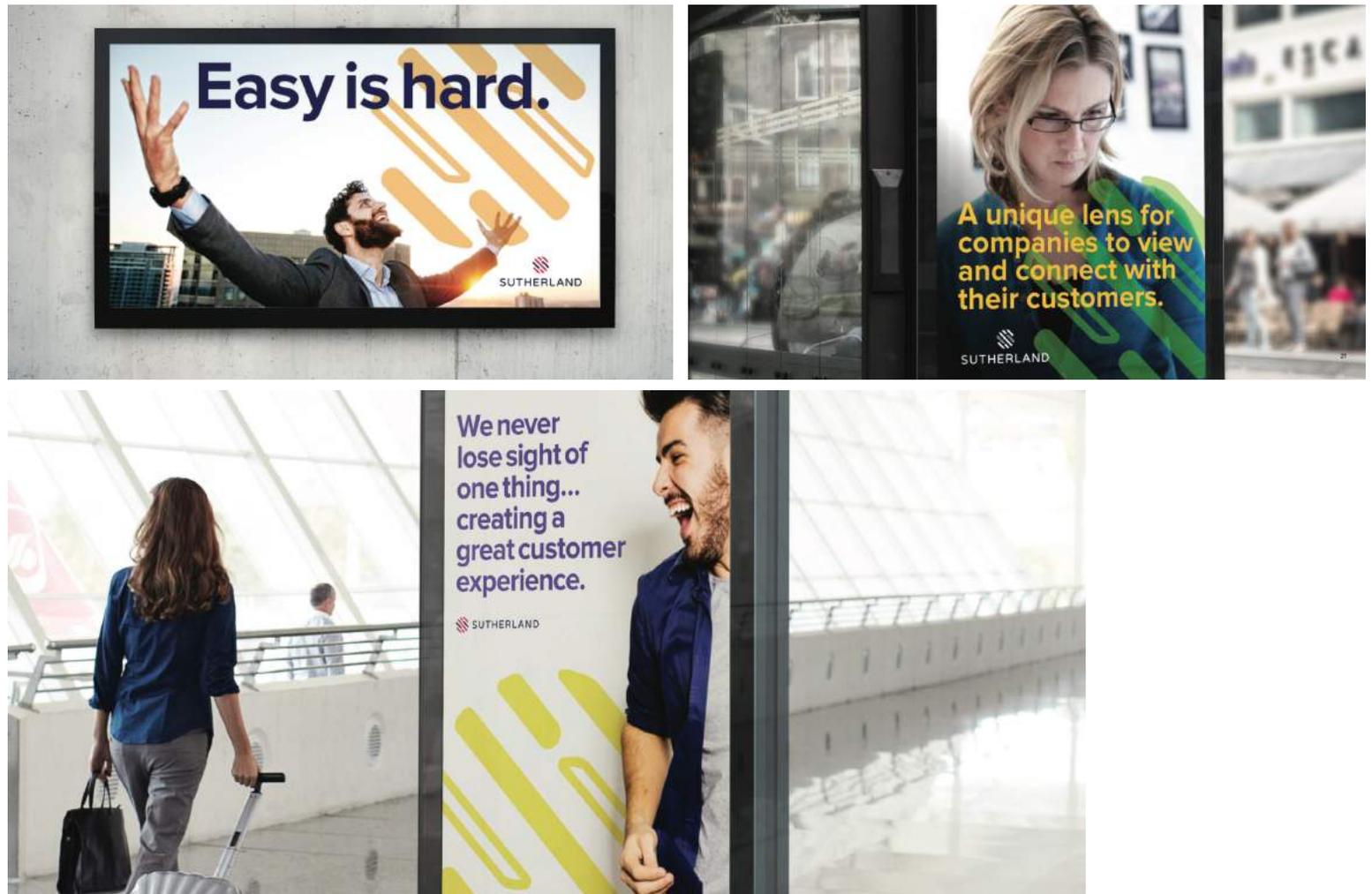
The logo and the supergraphic can be used together as long as they do not compete with each other.

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:**

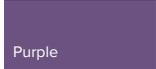


## Color palette

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





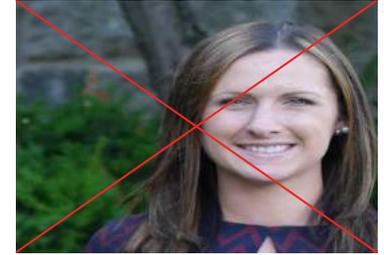
- Have a high resolution
- No pixilation



- 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



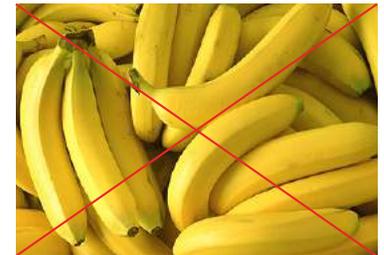
- Do not use photos from others companies



- 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**



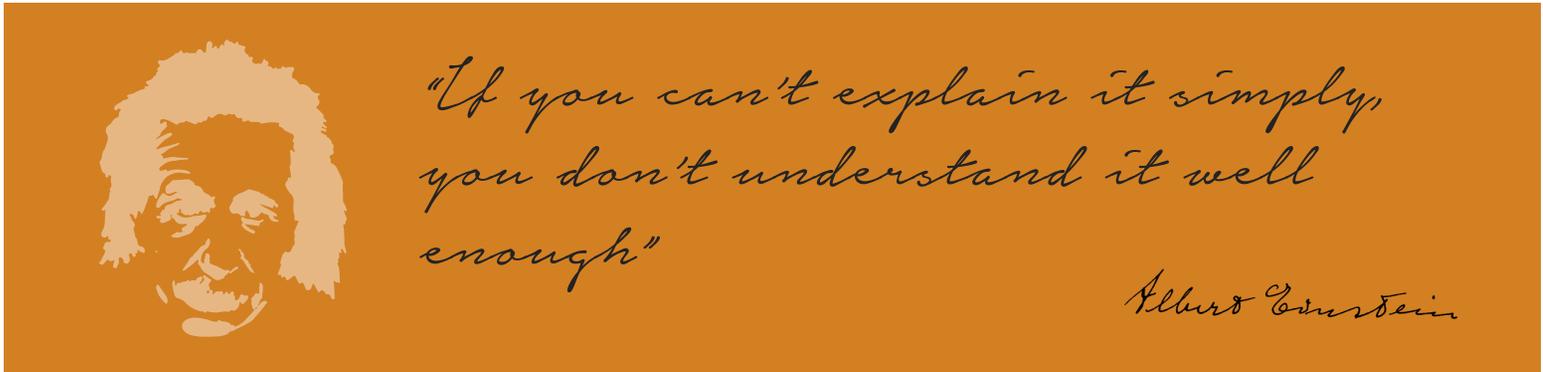
**Represent authentic, engaging compositions**



**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](mailto: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](mailto:SGS.Marketing@sutherlandglobal.com).