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HEADING 1 - NO NUMBER

Use this unnumbered heading for sections that should be included in the Table of Contents but are not required by the RFP, or where numbering is either not needed or would disrupt the RFP's numbering sequence.

1 HEADING 1

1.1 Heading 2

Normal (body text)

Use the style Normal (body text) for regular text. This is used for most of your content. This is a hyperlink.

Use the style **emphasis** to help bring attention to content—from a single word to multiple sentences. The **emphasis** text format is an example of a character style. To apply character and paragraph styles:

1. Highlight the text you'd like to change.
2. Locate the Styles pane in the Home ribbon.
   a. On PC, click this icon to see a full list of the available styles in this template.
   b. On Mac, click the Styles Pane button.
3. Select your desired style to apply it to the highlighted text.

All styles in this template can be accessed in the styles pane. The best practice for pasting in content from another document is to use Paste Text Only, which pastes text without any additional formatting.

Normal (body text)

- Bullets – level 1
  - Bullets – level 2
    - Bullets – level 3

Normal (body text)

1. Numbered list – level 1
   a. Numbered list – level 2
      i. Numbered list – level 3

1.1.1 Heading 3

Normal (body text)

1.1.1.1 Heading 4

Normal (body text)

1.1.1.1.1 Heading 5

Normal (body text)

1.1.1.1.1.1 Heading 6

Normal (body text)

1.1.1.1.1.1.1 Heading 7

Normal (body text)

2 HEADING 1

It's more important than ever that we're using one voice and making consistent style choices in Parsons-branded materials. Voice and style are two of the primary ways in which our brand is communicated to an audience; therefore, it's important to have an understanding of how to adopt our Parsons voice and style and learn how to incorporate them on a daily basis.

Voice is more than what we say—it's the way we say it. Our voice is an expression of our personality, and our personality is a big part of our brand. A company determines its voice by asking the question, "What do we want to tell the world about who we are?"

As for us, we have that answer. Parsons' brand voice is bold, professional, friendly, and straightforward. How do we evaluate voice?

The following tips can help you achieve this voice:

- Use words and phrases from our brand story
- Don't be afraid of using contractions
- Avoid clichés and jargon as much as possible
- Be concise
- Use a first-person point of view
- Aim for a relaxed, casual-Friday sort of tone

CALLOUT BOX HEADING

One of the primary functions of a callout box like this one is to call special attention to the content within the box. Callout boxes also help with readability and content retention.

Here are a few things you might consider for the contents of a callout box:

- Highlight key takeaways
- Definitions of key terms
- Instructions or tips

The callout boxes in this template are designed to auto-size as you add content.

2.1 Parsons' Brand Voice

Our brand voice conveys Parsons' personality in written materials. Consistency is essential to establishing and familiarizing our brand in the minds of current and future clients, employees, and investors. We're a growing, vibrant company working to transform our markets and deliver a better world through technology-driven solutions, and we want our audience to know it, whether through direct communication or through inference.

That's what our brand voice should help accomplish.

2.1.1 How we Say Something is Just as Important as What We Say

While voice is a more general term that refers to the personality of your writing, style refers to the specific choices you make to support that personality and remain consistent.

The link below will take you to our voice and style guidelines, where you can find more specific tips and examples.

Brand Voice & Style Guidelines

2.2 ¾ Column Page Layout Example

Use this layout for content that will benefit from drawing attention to specific statistics, images, or other information in the sidebar that will strengthen your message.

FIGURE 1 - CAPTION (PARAGRAPH STYLE)

2.3 Using Image Placeholders

This template contains several placeholders for images.

Replace the placeholders with your desired images using the following steps:

1. Click image icon in the center of the light blue placeholder.
2. On PC, click “From a file”
3. On Mac & PC, select your desired image and click Insert.

To adjust the position or size of an image in the placeholder frame:

4. Select image and go to Picture Format in the ribbon.
5. Click Crop, which will enable two ways to adjust the image:
   a. Size/position adjustment box: circles (PC) or squares (Mac) at the sides and corners of the image edges
   b. Crop box: black bars at the sides and corners of the image frame

IMPORTANT: Make sure you have the size/position adjustment box selected (circle or squares).

6. Adjust the size or position of the image within the placeholder frame as desired, then click away from the image to close the adjustment boxes. IMPORTANT: Adjust image from any corner to maintain the correct aspect ratio.

Use a Caption Description to describe an image or graphic without a figure number.

SIDEBAR HEADING

1	Table Text
2	Table Text
3	Table Text
4	Table Text
5	Table Text

Use a Caption Description to describe an image or graphic without a figure number.

Table Text
Table Text
Table Text
Table Text
Table Text

3 CAPTIONS AND CROSS REFERENCES

3.1.1 Inserting Figure and Table Captions

Captions help your readers understand the images, figures, and tables you have included and connect them to your larger message.

To insert a figure caption:

1. Click in the space above the object
2. Hit enter if necessary to add a line break
3. Go to the References ribbon and click Insert Caption in the Captions pane
4. Choose the appropriate label (Figure, Equation, Table) and enter the name of the object in the Caption box
5. Click OK to apply the caption

Note: The position of the label is locked to above the object as that is the preference for the Parsons brand.

FIGURE 2 – FIGURE TITLE 1

FIGURE 3 – FIGURE TITLE 2

TABLE 1 – TABLE TITLE 1

TABLE 2 – TABLE TITLE 2

3.1.2 Inserting a List of Figures and List of Tables

Before you can generate a list of tables or figures, make sure all tables and figures have captions using the instructions above.

To generate a list of tables or figures:

1. Go to the References ribbon and click on Insert Table of Figures in the Captions pane
2. Select the caption label you want to include, such as Table or Figure, and customize the format and style as needed
3. Click OK to generate the list

Note: The preferred placement for the list of tables and figures is at the end of the Table of Contents.

Alternatively, you can copy and paste the below example into your document, then right click to update the list.

List of Figures

Figure 1 – Caption (Paragraph Style) 3
Figure 2 – Figure Title 1 4
Figure 3 – Figure Title 2 4

List of Tables

Table 1 – Table Title 1 4
Table 2 – Table Title 2 4

3.1.3 Acronym List

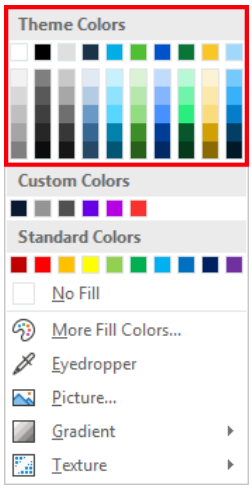
ACRONYM	Definition	ACRONYM	Definition
ACRONYM	Definition	ACRONYM	Definition
ACRONYM	Definition	ACRONYM	Definition

4 TEMPLATE RESOURCES

4.1.1 Parsons Primary Color Palette

Our primary colors are Sky Blue, Earth Green, and Space Blue. To keep this document consistent with brand guidelines, refrain from changing the established colors within the template. If additional colors are needed, prioritize the **Theme Colors** built into the document before moving onto the **Custom Colors**.

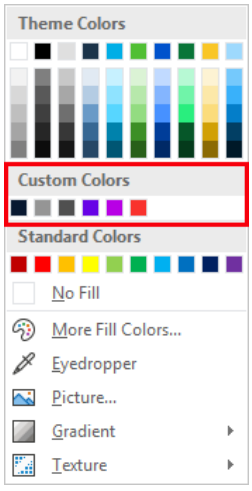
White	Black	Moon Grey	Deep Space	Sky Blue	Earth Green	Space Blue	Forest Green	Sun	North Star



4.1.1.1.1 Custom Colors

Use these colors only when you've exhausted the primary palette and need additional differentiation, such as in charts and graphics.

Void	Asteroid Grey	Space Grey	Neptune	Sunset	Mars



4.1.2 Icons

There is a collection of icons available on Brand Central. Follow the instructions to download a PPT file with the official Parsons branded icons set. Once you find an icon that you want to use, you're ready to copy that icon into your callout box or within the body of your content. Note: Pay careful attention to the instructions in the PPT file from Brand Central. Some icons are to be used only for specific organizational units or concepts.

To paste in a new icon where one already exists:

1. Choose the version of your desired icon with a gradient background and a white stroke (line), like the example shown here
2. Copy your selected icon from the PPT slide and come back to your document
3. Click on the icon you want to replace, then right click and select Change Graphic > From Clipboard to paste the new icon into the same space and size as the original

To paste an icon into the body of your content:

1. Choose the version of your desired icon with a gradient background and a white stroke (line), like the example shown above
2. Copy your selected icon from the PPT slide and come back to your document
3. Click into the body text of your document where you'd like the icon to be and paste it in
4. Adjust the size and placement as necessary, taking care not to alter the aspect ratio of the icon
   a. Change how the icon aligns with your text by selecting the icon and clicking Picture Format > Wrap Text in the Arrange pane (the wrap text icon should also appear to the left of the icon when it is selected)
   b. You can also anchor your icon by selecting Fix Position on Page, which will keep the icon from moving when text is added or changed

4.1.3 Callout Boxes

Callout boxes should be used to strengthen and enhance your message by emphasizing key takeaways, highlighting important information, or drawing readers' attention to definitions or instructions. Keep content in callout boxes short and to the point to maximize impact.

These callout boxes are designed to be used interchangeably throughout a document. However, consider using the same style of callout box throughout the document for the same content type. For example, if you're highlighting key takeaways, using the same style of callout box every time will help guide the reader through your document and further strengthen your message.

CALLOUT BOX HEADING – WHITE

Callout Box Normal – White

- Callout Box Bullet – White

Solid callout box is intended for short statements.

CALLOUT BOX HEADING – WHITE

Callout Box Normal – White

- Callout Box Bullet – White

Solid callout box is intended for short statements

CALLOUT BOX HEADING

Callout Box Normal

- Callout Box Bullet

A callout box with an icon like this one can be used to highlight specific, related content throughout your document. The icon acts as a wayfinding aide for readers and visually categorizes the content in the callout box.

CALLOUT BOX HEADING

Callout Box Normal

- Callout Box Bullet

These pre-set callout boxes are content aware and will resize according to the text pasted into them. Remember to keep content in callout boxes short and to the point to maximize their impact.

Lead-in phrase: A callout box that uses a lead-in phrase is good for highlighting definitions or providing further clarification on any of your content. Remember to keep the content short and sweet. To change the icon in this callout box, see the Icons section above.

4.1.4 Pull Quote Boxes

Pull quote with beam – Add short quotes or statements for emphasis. This is formatted in a text box. The gradient bar will automatically adjust to span the height of the statement.

“

Pull Quote – Add short quotes for emphasis. This is formatted in a text box.

”

Pull quote with icon (half-page width) – Add short quotes or statements for emphasis. This is formatted in a table.

Pull quote with icon (full-page width) – This full width margin style is appropriate for longer quotes or statements. This is formatted in a table.

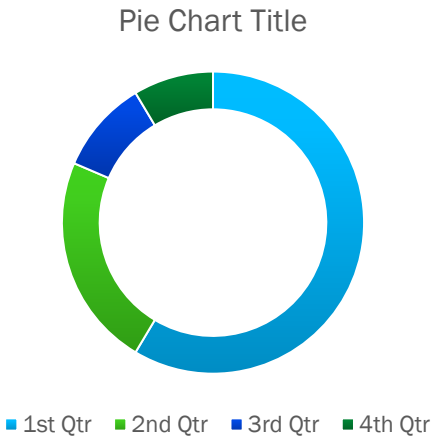
4.1.5 Emphasis

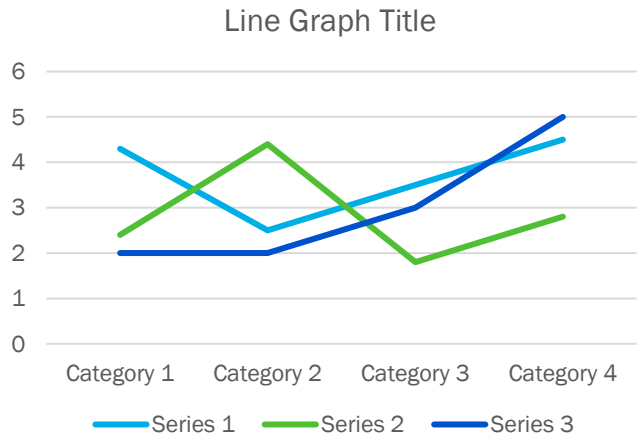
Emphasis sentence with top and bottom rules (lines). Textbox option can be moved and resized to fit the full width of the page.

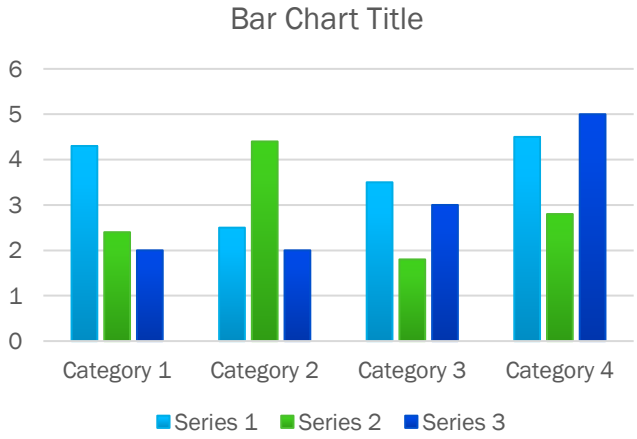
4.1.6 Charts and Graphs

All of these charts can be edited to add data that you want to call to your readers' attention. To edit the data, right click on the chart and select Edit Data > Edit Data in Excel. This will open a new Excel sheet into which you can paste the data you'd like the chart to visualize.

Charts should use Sky Blue, Earth Green, and Space Blue first as referenced in the Parsons Color Palette section. If the data you want to visualize requires additional colors, use the template's built-in Theme Colors before moving on to the Custom Colors preset in the template color palette.







4.1.7 Tables

Three Parsons branded table styles are provided in this template:

- 1_Parsons_Table
- 2_Parsons_Matrix_Table
- 3_Parsons_Project_Descriptions

To access these table styles, click into your table and go to the Table Design ribbon. The branded styles are the first three in the row of styles. Hover your cursor over the list to see style names.

In the Table Design ribbon, you can also customize the look of your table using the checkboxes in the Table Style Options pane. These allow you to add or remove a header row, add banded rows or columns, or add shading to your first or last column. You also have the option to add a total row if that would enhance the overall message of your table.

Table Heading	Table Heading	Table Heading	Table Heading	Table Heading
TABLE SUBHEADING	TABLE SUBHEADING	TABLE SUBHEADING	TABLE SUBHEADING	TABLE SUBHEADING
Table Text New Paragraph	Table Text New Paragraph	Table Text Centered New Paragraph	Table Text Right New Paragraph	32.99 10,000.00
Table Text Line Break	Table Text Line Break	Table Text Centered Line Break	Table Text Right Line Break	32.99 10,000.00
▪ Table Bullet ▪ Table Bullet	▪ Table Bullet ▪ Table Bullet	▪ Table Bullet ▪ Table Bullet	▪ Table Bullet ▪ Table Bullet	▪ Table Bullet ▪ Table Bullet
Table Text	Table Text	Table Text	Table Text	Table Text

Table footnote

Table Heading	Table Heading	Table Heading
Table Text New Paragraph	Table Text Centered New Paragraph	32.99 10,000.00
▪ Table Bullet ▪ Table Bullet	Table Text ▪ Table Bullet – level 1 ▪ Table Bullet – level 2 ▪ Table Bullet – level 3	Table Text ▪ Table Bullet – level 1 ▪ Table Bullet – level 2 ▪ Table Bullet – level 3
Table Text	Table Text	Table Text

Table Heading	Table Heading	Table Heading	Table Heading	Table Heading
Table Text New Paragraph	Table Text New Paragraph	Table Text Centered New Paragraph	Table Text Right New Paragraph	32.99 10,000.00
Table Text Line Break	Table Text Line Break	Table Text Centered Line Break	Table Text Right Line Break	32.99 10,000.00
▪ Table Bullet ▪ Table Bullet	▪ Table Bullet ▪ Table Bullet	▪ Table Bullet ▪ Table Bullet	▪ Table Bullet ▪ Table Bullet	▪ Table Bullet ▪ Table Bullet
Table Text	Table Text	Table Text	Table Text	Table Text

	Table Heading
1	Table Text
2	Table Text
3	Table Text

	Year	Year	Trend
Table text	X	X	▲
Table text	X	X	—
Table text	X	X	▼
Table text	$X	$X	▲
Table text	X	X	▲

4.1.8 Key Team Member Table

This table uses the 1_Parsons_Table style with image placeholders added for headshots. The image placeholders in this section function the same as those above. To replace them with your desired images, follow the image placeholder instructions. To add rows, click the last row then go to the Table Layout ribbon and select Insert Below. Copy and paste the content, including the image placeholder, from the previous row into the new row.

Support Personnel	Relevant Experience
Table Employee Name Table Employee Role	▪ Table Bullet – level 1 ▪ Table Bullet – level 2 ▪ Table Bullet – level 3
Table Employee Name Table Employee Role	▪ Table Bullet – level 1 ▪ Table Bullet – level 2 ▪ Table Bullet – level 3
Table Employee Name Table Employee Role	▪ Table Bullet – level 1 ▪ Table Bullet – level 2 ▪ Table Bullet – level 3

Project Experience Table

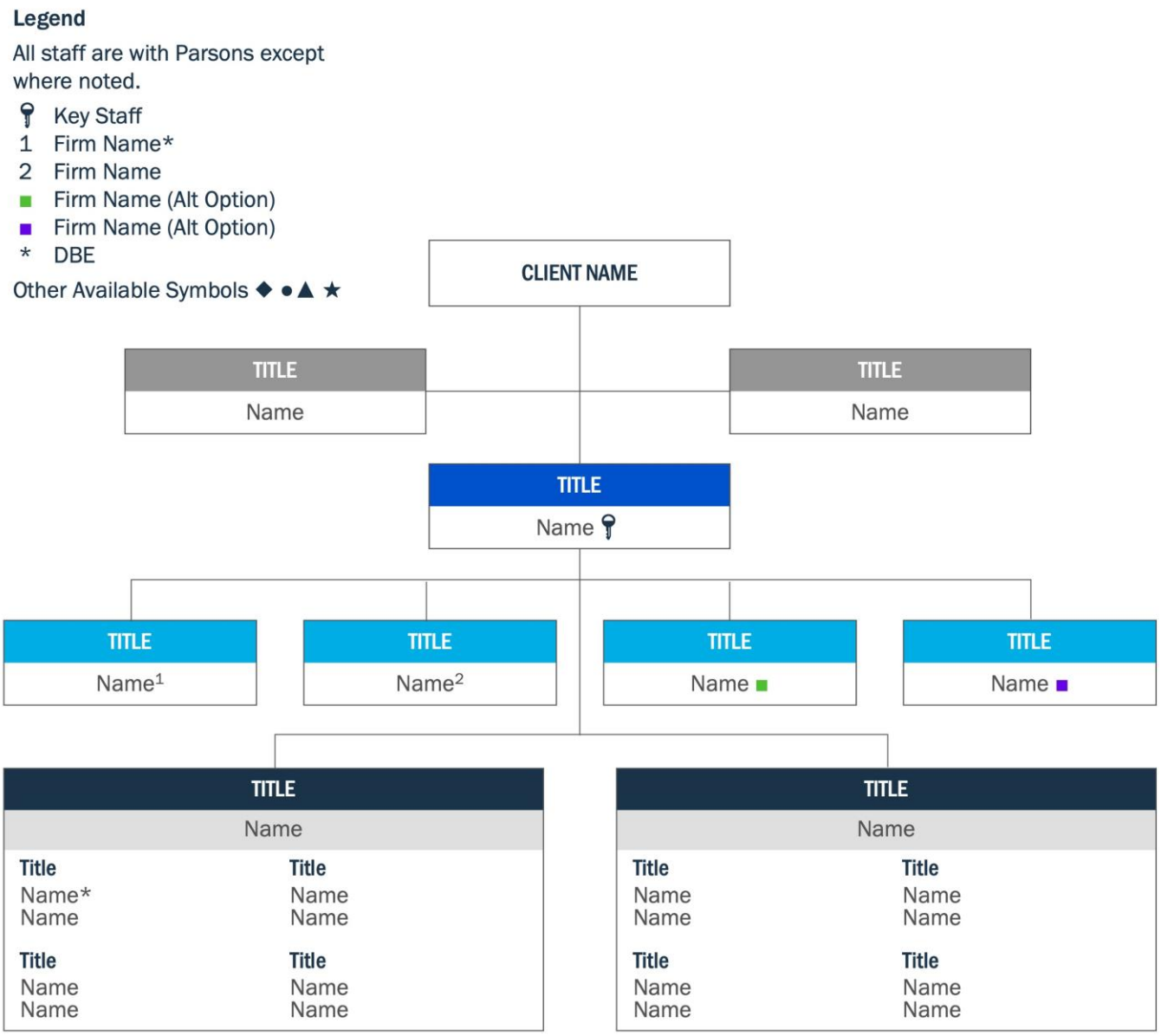
This table uses the 2_Parsons_Matrix_Table style. With the table selected, go to the Table Design ribbon to apply the matrix table style—it's the second one on the list of available table styles. Use the same instructions as above to add or remove a header row or banded rows/columns.

	Category 1	Category 2	Category 3	Category 4	Category 5	Category 6
Project 1	✓	✓	✓	✓	✓	✓
Project 2	✓	✓	✓	✓	✓	✓
Project 3	✓	✓	✓	✓	✓	✓
Project 4	✓	✓	✓	✓	✓	✓
Project 5	✓	✓	✓	✓	✓	✓

4.1.9 Project Description Table

This table uses the 3_Parsons_Project_Descriptions table style. The image placeholders in this section function the same as those above. To replace them with your desired images, follow the image placeholder instructions. To add rows, click the last row then go to the Table Layout ribbon and select Insert Below. Copy and paste the content, including the image placeholder, from the previous row into the new row.

Table Heading	Table Heading
	Project Name: xx **Location: xx** ▪ Table Bullet – level 1 ▪ Table Bullet – level 2 ▪ Table Bullet – level 3
	Project Name: xx **Location: xx** ▪ Table Bullet – level 1 ▪ Table Bullet – level 2 ▪ Table Bullet – level 3
	Project Name: xx **Location: xx** ▪ Table Bullet – level 1 ▪ Table Bullet – level 2 ▪ Table Bullet – level 3

5 DOCUMENT RESOURCES

To put the final touch on your document, Brand Central contains a wide range of covers to choose from, including general Parsons branded covers and covers designed for more specific markets and service areas. Also included are updated page dividers and org chart templates, like the one shown below.