Business & Decision

Visual Identity Guidelines

Business & Decision

DO NEW | DO BETTER | DO MORE | DO RIGHT

CORPORATE GUIDELINES

These corporate guidelines have been created with the purpose of having a unified visual identity for Business & Decision over all regions and offices. As a house style has an impact on your Company Identity, Marketing, Branding, and much more, please follow the instructions and keep to the restrictions set forth in the following pages.

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1. ***Logo Specifications***
2. Typography
3. Color Chart & Specifications
4. PowerPoint Template
5. Word Template
6. Social Media & #Tags
7. Sales Pitch
8. Signatures
9. PC Backgrounds
10. Business cards

#IoT #Cognitive Automation #Blockchain #Big Data #Advanced Analytics #Data Driven Applications #Data Roadmap Assessment #Data Governance Assessment #Data Intelligence Tooling, Reporting & Dashboarding #Data Quality Mgmt Implementation #Knowledge Mgmt & Collaboration Solution #CRM Assessment #CRM Implementation #Campaign Management #Virtual Assistants & Chatbot #UX Design #UI Design #Website #eCommerce #Mobile Apps #Risk Transformation #Security Assessment #IAM Assessment

LOGO SPECIFICATIONS

1

2

2 Types of Business & Decision logos are available for you to use.

(1) One line logo: this version of the logo is most commonly used and should be used as much as possible.

(2) Two lines logo: this version can be used if there is no space available for a one line version of the logo or when the size of the logo is too small for a one line version.

NOTE:
Word & PowerPoint templates within these restrictions already exist. Therefore, it should not be common to add the 2-line logo.

These logos can be requested trough your local Marketing department or downloaded trough your local Intranet.

B&D Blue

CMYK 100, 79, 29, 14
RGB 21, 68, 116
HEX #154474

Business & Decision

Font Lato

Non standard PC font,
Downloadable at dafont.com
Or any other free font website

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TYPOGRAPHY

CHARACTERS

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcćdefghijklmnopqrsštuvwxyzž1234567890
‘?’“!”(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

STYLES

LIGHT
LIGHT ITALIC
REGULAR
REGULAR ITALIC
BOLD
BOLD ITALIC

Calibri is a standard Microsoft Office Font which is pre-installed on all PC’s & Mac’s and compatible with all Office software.

All texts or important elements should be in Calibri. To distinguish other text or elements, also use Calibri but in a different sub-style.

For Office programs this has been built into the templates.

TYPOGRAPHY EXAMPLES

TYPOGRAPHY LIGHT

Calibri is a standard Microsoft Office Font which is pre-installed on all PC's & Mac's and compatible with all Office software

TYPOGRAPHY REGULAR

Calibri is a standard Microsoft Office Font which is pre-installed on all PC's & Mac's and compatible with all Office software

TYPOGRAPHY BOLD

Calibri is a standard Microsoft Office Font which is pre-installed on all PC's & Mac's and compatible with all Office software

TYPOGRAPHY LIGHT ITALIC

All texts or important elements (e.g. the slogan on a B&D business card) should be in Calibri. For Office programs this has been built into the Templates

TYPOGRAPHY REGULAR ITALIC

All texts or important elements (e.g. the slogan on a B&D business card) should be in Calibri. For Office programs this has been built into the Templates

TYPOGRAPHY BOLD ITALIC

All texts or important elements (e.g. the slogan on a B&D business card) should be in Calibri. For Office programs this has been built into the Templates

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COLORS CHART

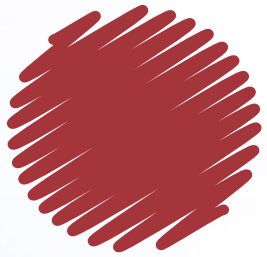
MAIN COLORS

B&D Blue

CMYK 100, 83, 7, 73
RGB 22, 26, 59
HEX #161A3B

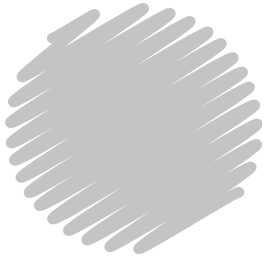
B&D Orange

CMYK 7, 73, 82, 1
RGB 223, 96, 54
HEX #DF6036



B&D Red

CMYK 25, 90, 76, 17
RGB 164, 53, 59
HEX #A4353B



B&D Grey

CMYK 23, 17, 18, 0
RGB 196, 196, 196
HEX #C4C4C4

The main colors shown here are representative for Business & Decision. Blue stands for trust, independence and ambition. Where Orange can be linked to OBS and sturdiness.

Red is used for our "**école de la data**" initiative while dark grey is to be used as font color as regular black can be too aggressive.

The secondary colors are compatible to the main B&D colors and are only used for details such as graphs in a presentation.

All colors are built into the templates for Office programs.

An A4 printable color sheet is available as well.

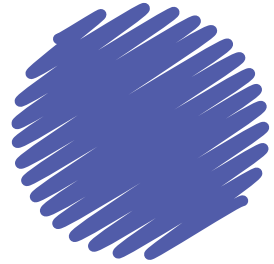
COLORS CHART

SECONDARY COLORS

CMYK 76, 5, 37, 0
RGB 0, 175, 172
HEX #747676

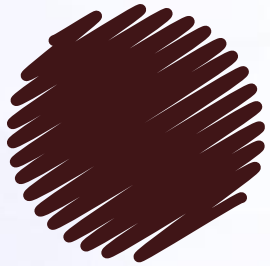
CMYK 69, 0, 73, 0
RGB 74, 186, 117
HEX #4ABA75

CMYK 0, 33, 92, 0
RGB 252, 177, 44
HEX #FCB12C

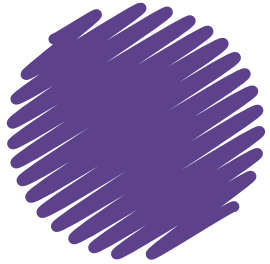


CMYK 78, 71 0, 0
RGB 81, 92, 169
HEX #515CA9

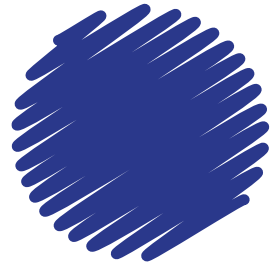
CMYK 0, 82, 57, 0
RGB 240, 85, 93
HEX #F0555D



CMYK 45, 83, 71, 70
RGB 64, 21, 23
HEX #401517



CMYK 7, 73, 82, 1
RGB 93, 66, 139
HEX #5D428B



CMYK 100, 94, 7, 1
RGB 42, 56, 139
HEX #2A388B

COLORS SPECIFICATIONS

By default, the Office templates will include the secondary colors in the correct order. Graphs, SmartArt & others will thus automatically encase these.

For other visual or written representations concerning B&D, you should also take into account these colors for details.

Please contact your local Marketing / Designing department for advice & validation.

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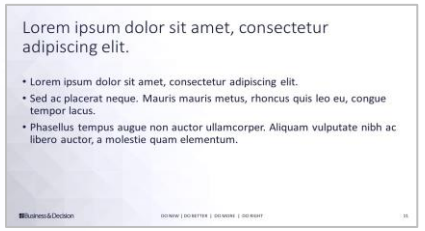
POWERPOINT TEMPLATE



A standard B&D PowerPoint template has been created for you to use, this template contains a blue and white version of the B&D slides.

You are free to use either one, as well as mix & match. **Although the white version of the Business & Decision PowerPoint slides are recommended** as they are easier to use and print.

The B&D presentation template is pre-installed as a template in your office 365 & available for you to download on your intranet.

CREATING A BEAUTIFUL POWERPOINT PRESENTATION

Need some tips and tricks on how to create a beautiful PowerPoint presentation, or just curious to learn new things?

Look no further!

In the linked section, you will find some tips and tricks on how to create a beautiful PowerPoint as well as a how to use the B&D presentation template.

Read the how to

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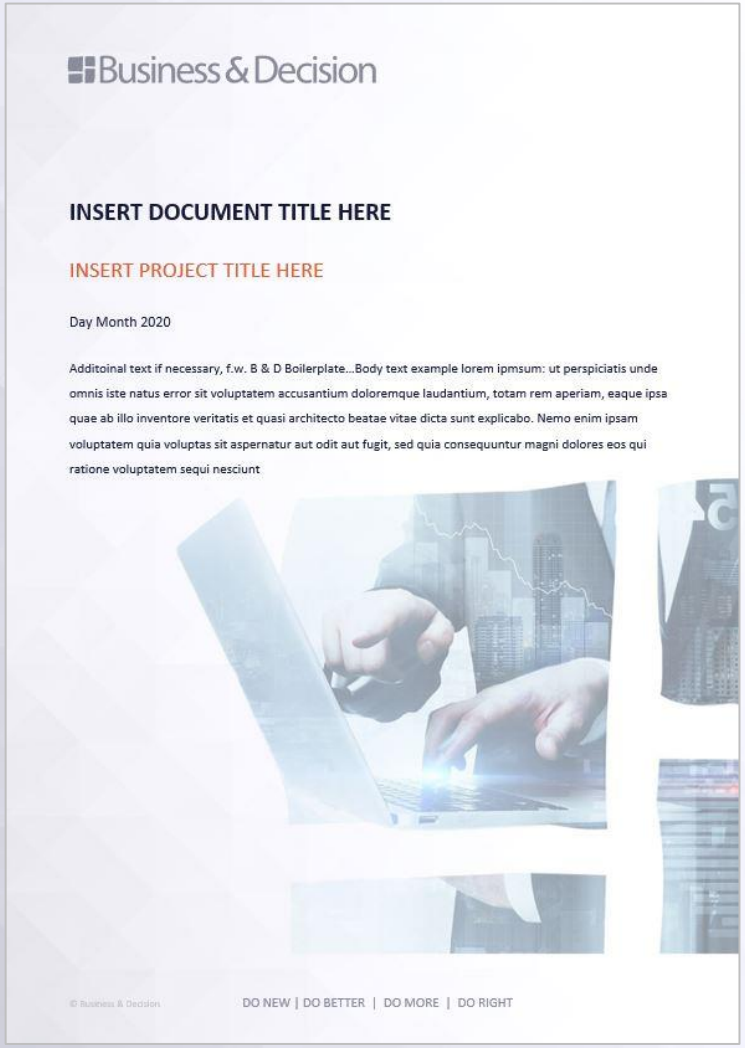
WORD TEMPLATE



A standard Word template is available for you to use. All modules such as title levels and a color palette are pre-built into the template.

NOTE:
For RFP's, Whitepapers or other specific documents (e.g. client one-pagers) please contact your local Marketing / Design department.

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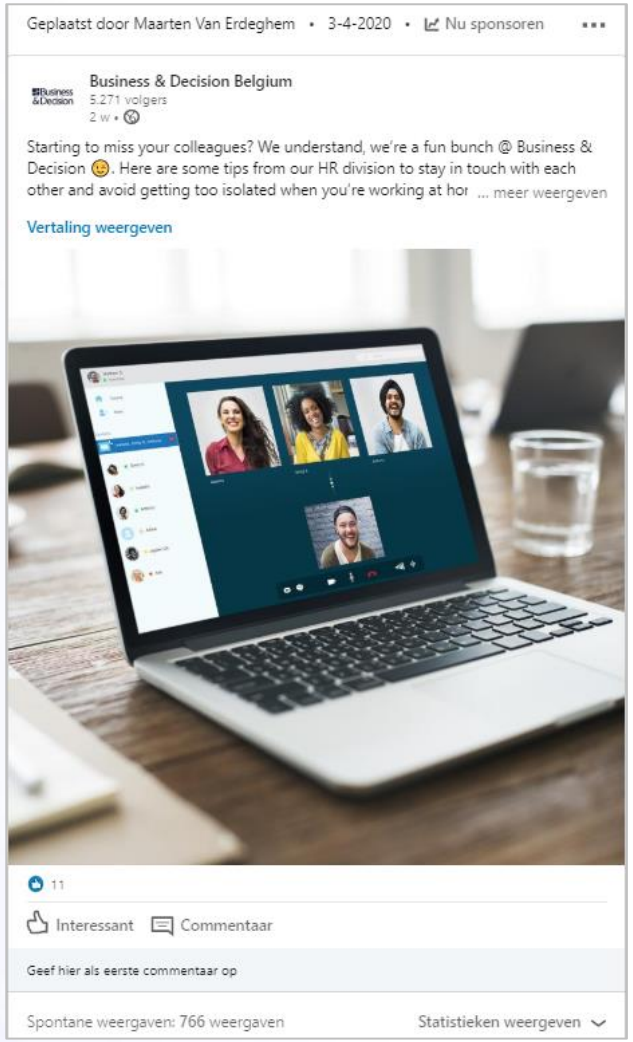
SOCIAL MEDIA



Business & Decision is present on multiple social media channels with the most important one being LinkedIn.

NOTE:
The B&D Group page encompasses multiple countries such as Switzerland, Spain, Luxemburg, …

The following are examples of commonly used Hashtags for B&D.

SOCIAL MEDIA USABLE HASHTAGS

#IoT #Cognitive Automation #Blockchain #Big Data #Advanced Analytics #Data Driven Applications #Data Roadmap Assessment #Data Governance Assessment #Data Intelligence Tooling, Reporting & Dashboarding #Data Quality Mgmt Implementation #Knowledge Mgmt & Collaboration Solution #CRM Assessment / Implementation #Campaign Management #Virtual Assistants & Chatbot #Website #eCommerce #Mobile Apps #Risk Transformation #Security Assessment #IAM Assessment #BDHeroes

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7. **Sales Pitch**
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Business & Decision, part of Orange Group, is one of the world's leading management consultancies and system integrators for Data Intelligence & Digital Experience.

We are Data Native Artists who leverage a unique combination of technical, functional and industry specialization,
as well as partnerships with key software vendors, to deliver state of the art solutions since 1992.

As a front runner in Big Data, Artificial Intelligence and Digital, Business & Decision is enabling customers to innovate,
drive their business strategy and improve customer experience through effective use of data.

Clients choose Business & Decision as their strategic Data & Digital partner due to our pioneering vision, expertise, core values, quality of service & our passion for delivery.

Find out more how we can help you with your projects on www.businessdecision.xx

SALES PITCH

Business & Decision, part of Orange Business Services Group, is one of the world's leading management consultancies and system integrators for Data Intelligence & Digital Experience.
We are Data Native Artists that leverage a unique combination of technical, functional and industry specialization, as well as partnerships with key software vendors, to deliver state of the art solutions since 1992.
Business & Decision is [serving both Private & Public sector clients] enabling customers to innovate, drive their business strategy and improve customer experience through effective use of data.
Clients choose Business & Decision as their strategic Data & Digital partner due to our expertise, core values, quality of service & our passion for delivery.
Find out more how we can help you with your [Big Data, Advance analytics, IoT Analytics, AI or data compliancy and data governance] projects on www.businessdecision.xx

Xx : can be variable

The Business & Decision boilerplate has 2 versions the general version as seen on the previous page/slide and the version on this page/slide which is a slightly editable version.

Depending on the need of the Boilerplate you are allowed to update the parts in orange.

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SIGNATURES

1

2

One standard Business & Decision signature exists for all countries,
this signature is built with the Basic B&D colors and should be used by all employees of Business & Decision both in region 1 & 2.

The B&D Signature can easily be implemented with the Xink application by your IT department.
And will use the data from you HRM system in order to fill in the required fields such as names, job title, Phone numbers etc.

There are 2 versions of the Xink signature which is the default (1) and reply (2) In no case should these signatures be changed without the approval your local Marketing department.

SIGNATURES

Standard B&D Blue Logo
CMYK 100, 83, 7, 73
RGB 22, 26, 59
HEX #161A3B

Font Callibri (regular)
Size 10 pt
Camelcase

Company Award Logos
Only available for countries with company awards such as Top Employer or Trends Gazelle

FIND US ON:
Size 12 pt
Callibri Capitals

Automated Xink OOO Message
Non standard B&D Red
In order to be visual
CMYK 0, 100, 100, 0
RGB 255, 00, 00
HEX #FF0000
Size 10 pt

B&D blue bar
Length automatically generated by xink depending on length of the name
Height = 20px
Social media logos = 15x15 px

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PC BACKGROUNDS

Various backgrounds are available for your PC or Mac.

These backgrounds are available on the intranet.

It would be appreciated to use one of these backgrounds when presenting, at client meetings, events, … in order to create unity.

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BUSINESS CARDS

FRONT

BACK

Business & Decision Business cards are standardized all across region 2.

These Business cards will be automatically created after sending in a request for business cards trough the intranet and will have a QR code linked to the B&D LinkedIn page or your personal LinkedIn profile if you wish to do so.

BUSINESS CARDS

Standard B&D
1 Line Logo

Automatically
Generated
QR code
Linked to personal
LinkedIn profile

Standard B&D Blue
Background
CMYK 100, 83, 7, 73
RGB 22, 26, 59
HEX #161A3B

Website URL
Linking to corresponding
country

Business & Decision

Creating a beautiful PowerPoint presentation.

A step by step guide on how to efficiently create a beautiful PowerPoint presentation & how to use the Business & Decision template.

Presentations often receive a bad rep - for good reason.
We've all sat through those long-winded speeches and hot mess PowerPoints, which completely undermine the point of visual presentations.

So, what differentiates a good presentation from a poor one?
Content and design. While your speech may be perfect, the images you show can greatly add or detract from your message. Whether you're using PowerPoint, Keynote or good old PDFs, these 10 tips will help you create well-designed presentation slides that effectively get your point across.

10 TIPS & TRICKS

1. Don’t Use More than 6 Lines of Text
2. Make use of an agenda
3. Use Sans Serif Fonts (Calibri)
4. Size Fonts Appropriately
5. Maintain a Strong Contrast Between Text and Background
6. Use No More than 5 Colors
7. Use Contrasting Text Colors to Draw Attention
8. Use Single Images
9. Use Visuals to Increase Emotional Appeal
10. Stay away from transitions between slides

THE SLIDES

BREAKDOWN ON HOW TO USE THE B&D TEMPLATE

TITLE SLIDE

1. Add a short powerful title which will describe the content of the presentation.
2. Add a subtitle to further explain the content of the slides.
3. Add the date at which the presentation will be presented.
4. Add the client(s) logo here.

Tip

use a logo with transparent background instead of using a logo with a white background.

CHAPTER SLIDE

This slide allows you to break your slides in different chapters/agenda points without having to repeat the same agenda over and over.

It is recommended to only use these slides when you have a long presentation.

AGENDA SLIDE

1

AGENDA

2

- Lorem ipsum dolor sit amet
- consectetur adipiscing elit
  - Aliquam a urna porttito
  - turpis pulvinar placerat
  - Fusce quis hendrerit quam
- Aenean porta
- enim non leo
- laoreet, in gravida orci lacinia.
- Morbi a eros metus.
- Pellentesque

#Data #DataDriven #DataStrategy #DataThinking #DataTraining #ChangeManagement #SelfServiceData #BigData #DataArchitecture #Cloud #DataIntegration #ETL #BI #DataEngineering #ArtificialIntelligence #AdvancedAnalytics #DataScience #MachineLearning #FraudAnalytics #DataIntelligence #ReportingDashboarding #DataGovernance #DQM #MDM #DataCatalog #EPM #Digital #CRM #IoT #Chatbot #Website #MarketingAutomation #eCommerce #MobileApps #DataSecurity #IAM

Business & Decision

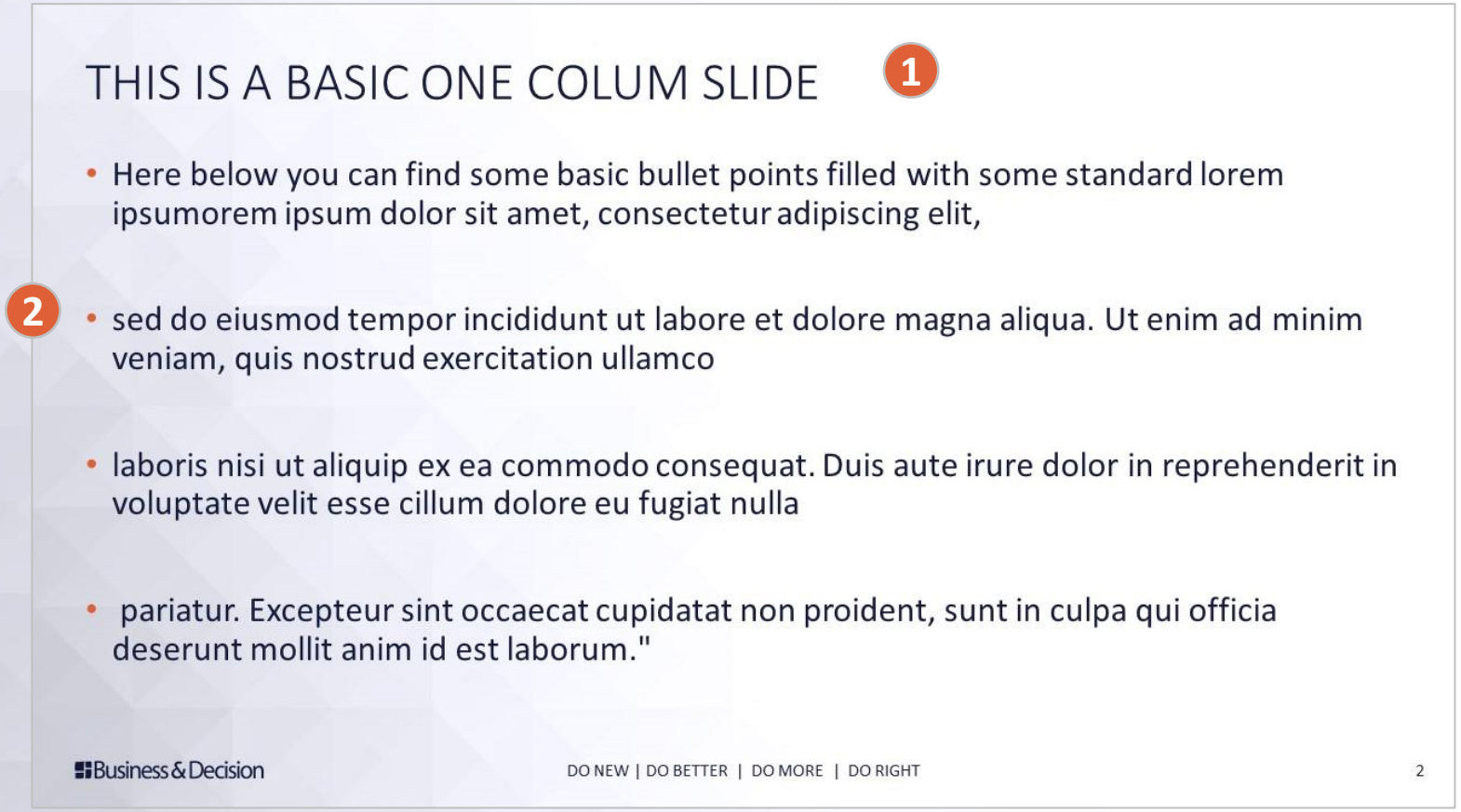
DO NEW | DO BETTER | DO MORE | DO RIGHT

2

The agenda slide can create a clear overview of the message you are bringing and will make it easier for you to create a good PowerPoint presentation.

1. Fill the title of the agenda slide “Agenda” as this makes clear this is an agenda slide.
2. Pre-defined bullet points are already made available for you to use.

USE THE BASIC SLIDES



The basic slide is probably the most important slide in your presentation. This slide has 3 versions A 1 column basic slide, a 2 column basic slide and a 3 column Basic slide.

1. Add a title describing the content of the slide.
2. Add body text.

Designer tip

Change the color of the title and bullet points to B&D orange in order to create more dynamic slides.

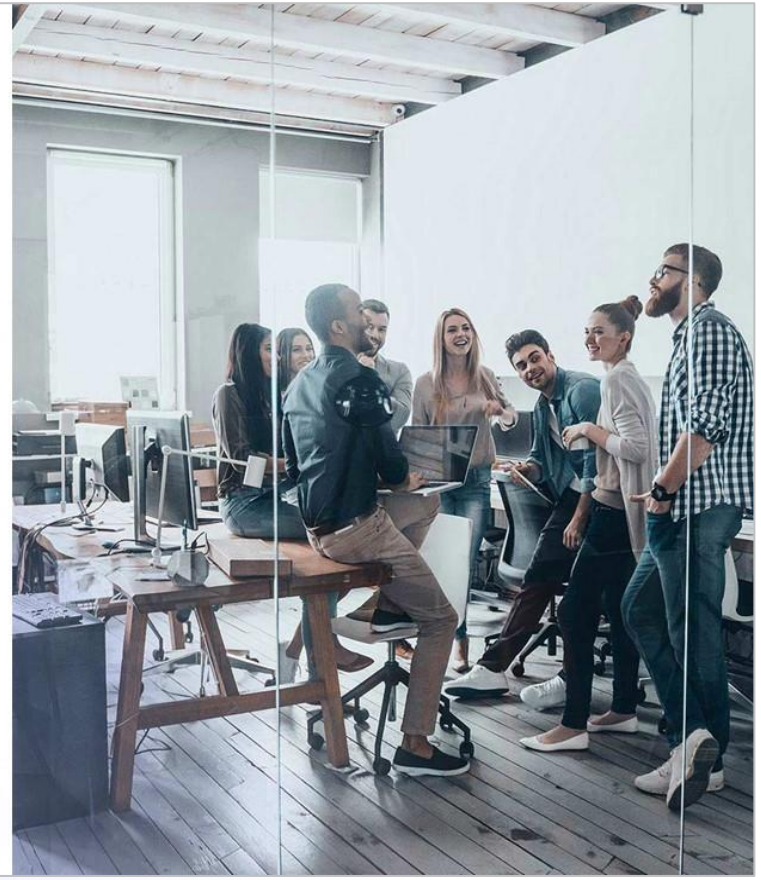
TEXT + PICTURE SLIDES

DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla

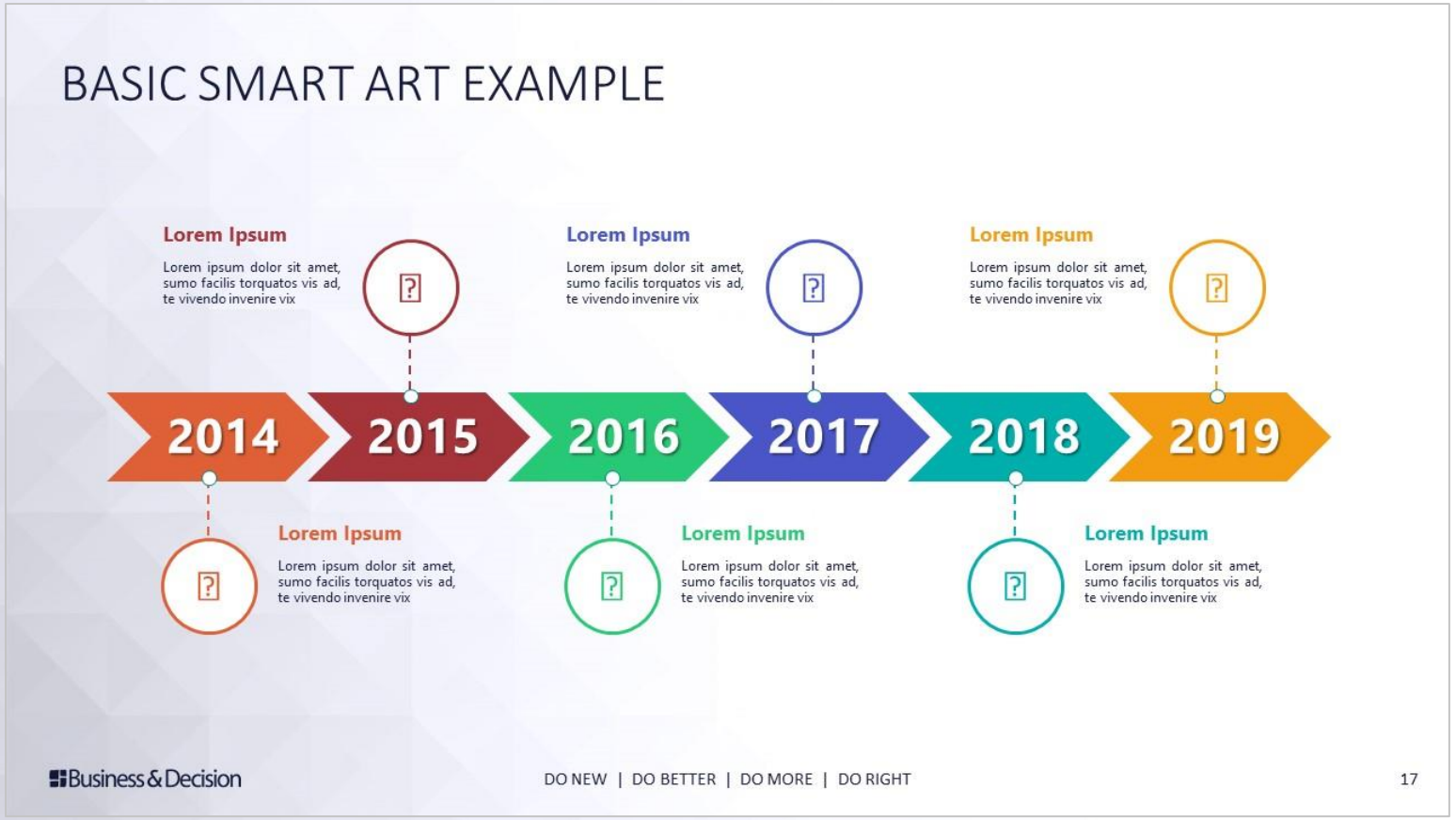
Business & Decision



To increase emotional appeal you can use one of the Text + Picture slides available in the B&D PowerPoint template.

The pictures can be found in the template itself or at your local Marketing / Design department.

USE OF SMART ART

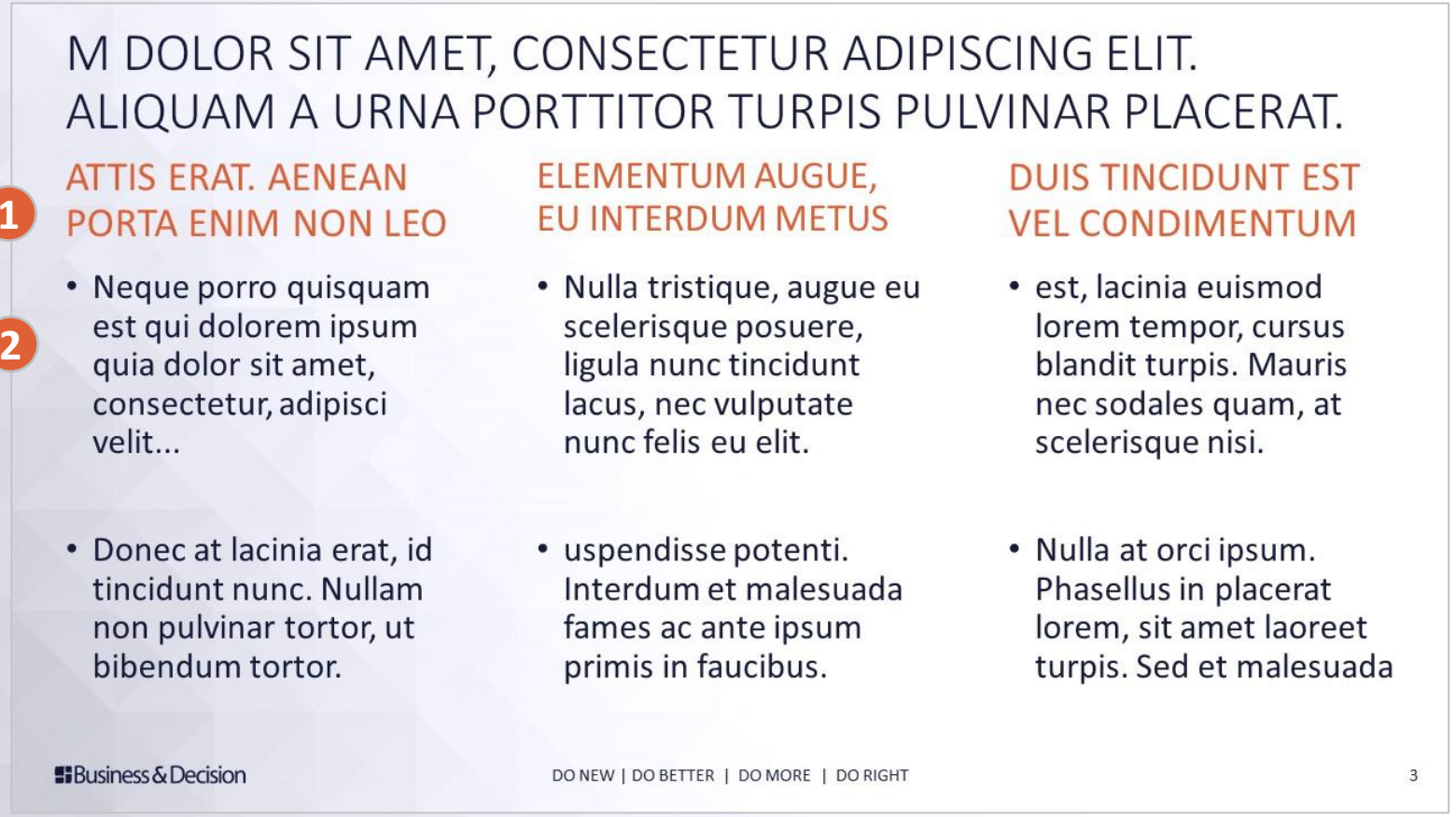


Use smart art when you want to make a clear overview of a complex process.

SmartArt will allow you to quickly make a step by step visual that is easy for everybody to understand and has the advantage that the shapes can be changed afterwards.

Smart art also works with the standard B&D implemented colors.

COLUMNS SLIDE



There are 8 versions of the columns slide in the B&D Template. This slide allows you to easily add text in columns and add a Icon or picture on top.

1. Add the column title here.
2. Add your body text here.

REFERENCE SLIDE

Need to reference one of our many clients? The B&D template has you covered with 2 types of reference slides in the template.

The reference slide allows you to simply explain the project we did for the client in 3 different columns.

1. Objectives: add the client's objectives here.
2. Solutions: add the B&D offered solutions here.
3. Benefits: add the benefits of the project here.

Note

References need to be agreed by the client and are supposed to be made only by Sales & Marketing.

QUESTION SLIDE

Before ending your presentation use a thank you slide in order to thank your audience for their attention and in order to see if there are some questions.

CONTACT SLIDE

As a last slide you should almost always add a contact slide to your presentation.

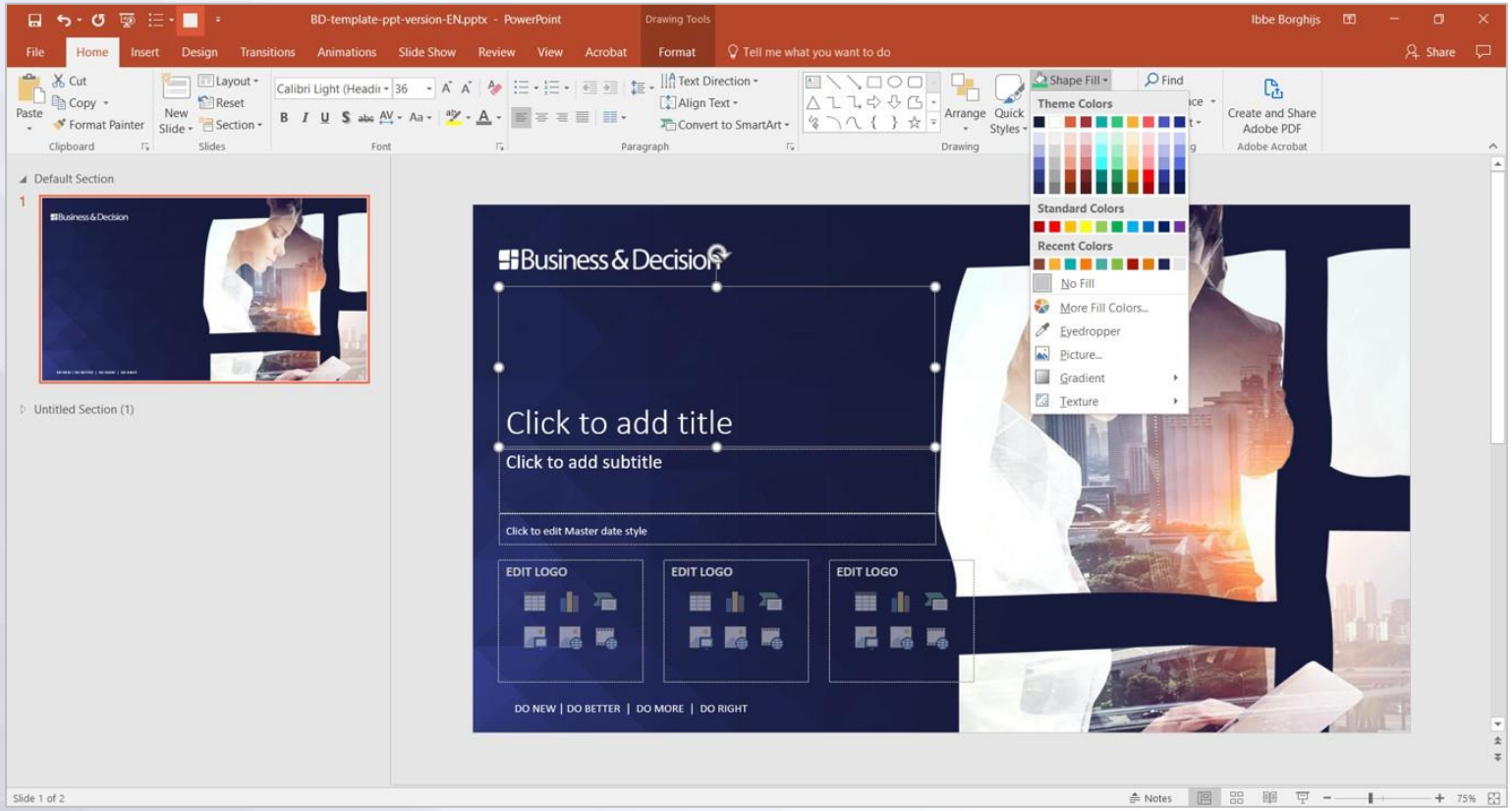
This way your audience or the person who receives the slides afterwards can contact you in case of further questions or when interested in B&D services and solutions.

Multiple versions of the contact slides are available in the B&D template.

THE TOOLS

A VIEW ON HOW TO USE THE POWERPOINT TOOLS

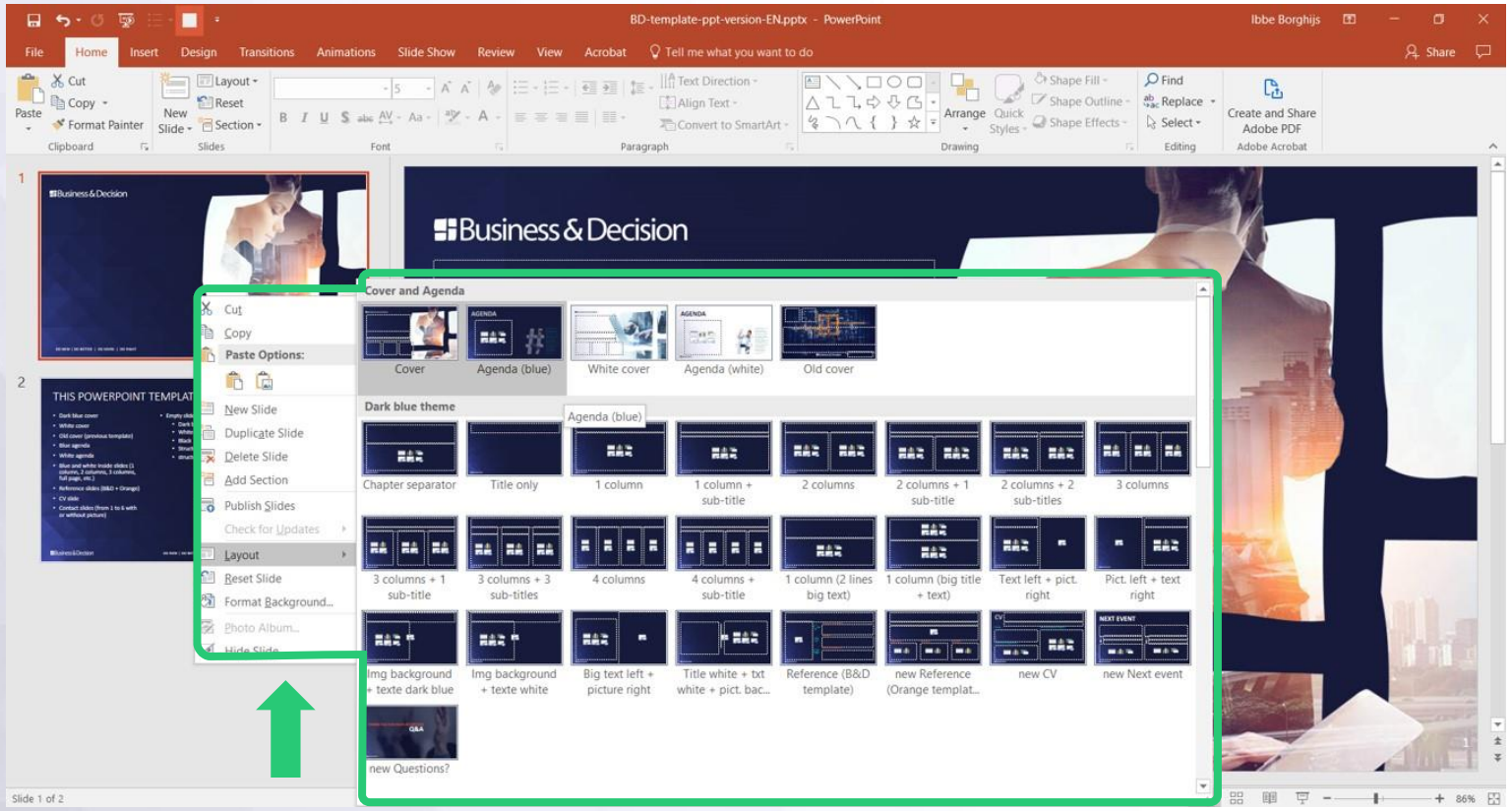
B&D COLORS



The B&D custom colors are already built into the template. Use this palette when adding some new content or graphics:
in order to stay in the B&D visual styling.

To add a B&D color to a shape add a shape and fill it with the preferred color from the color pallet in the home tab of the orange ribbon.

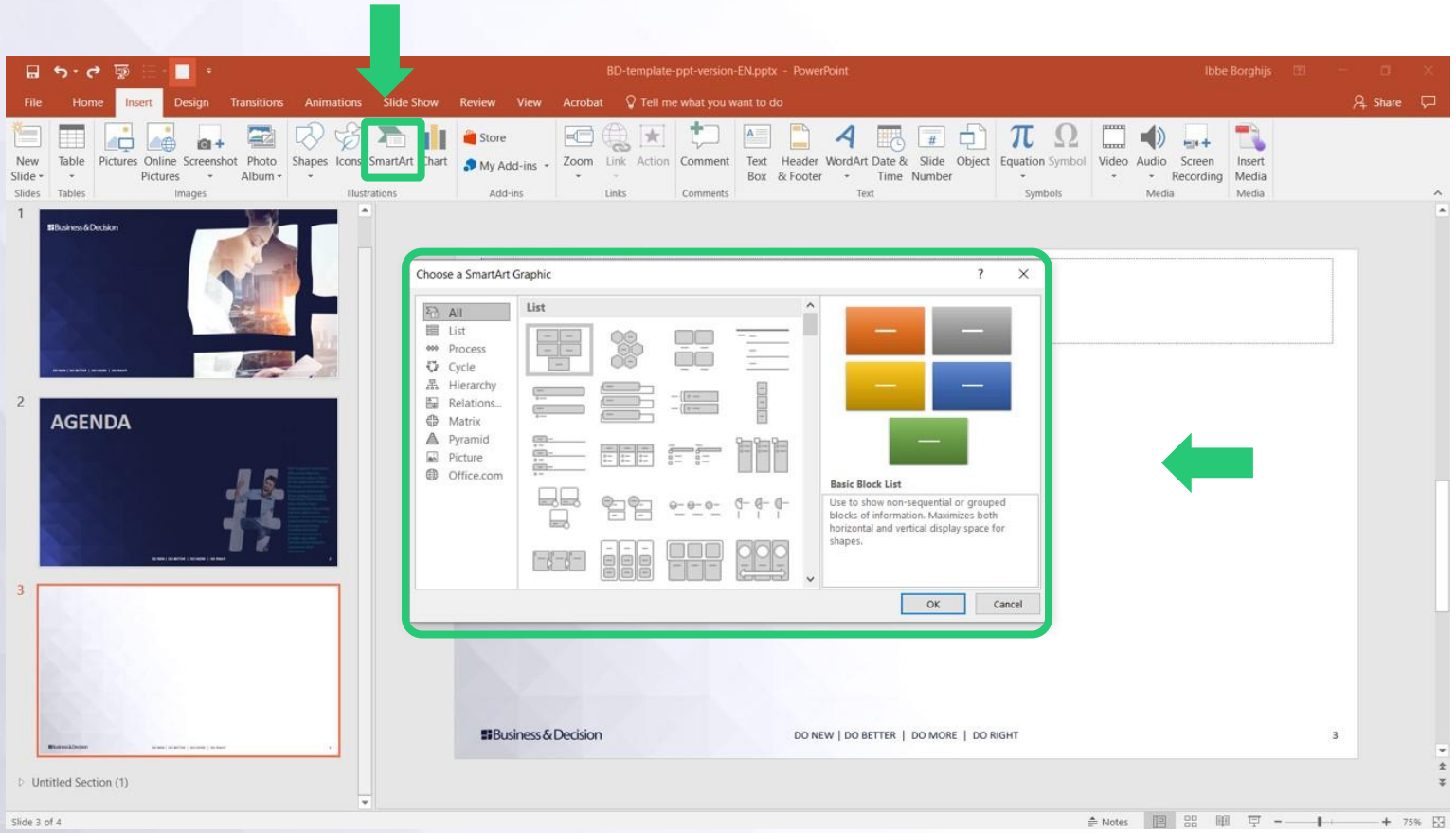
CHANGE THE SLIDE LAYOUT



To change the slide layout from the preset B&D PowerPoint presentation simply right click on the slide and choose the layout you want.

Be aware that changing a slide layout will replace the current slide you are on.

CREATE A SMARTART VISUAL

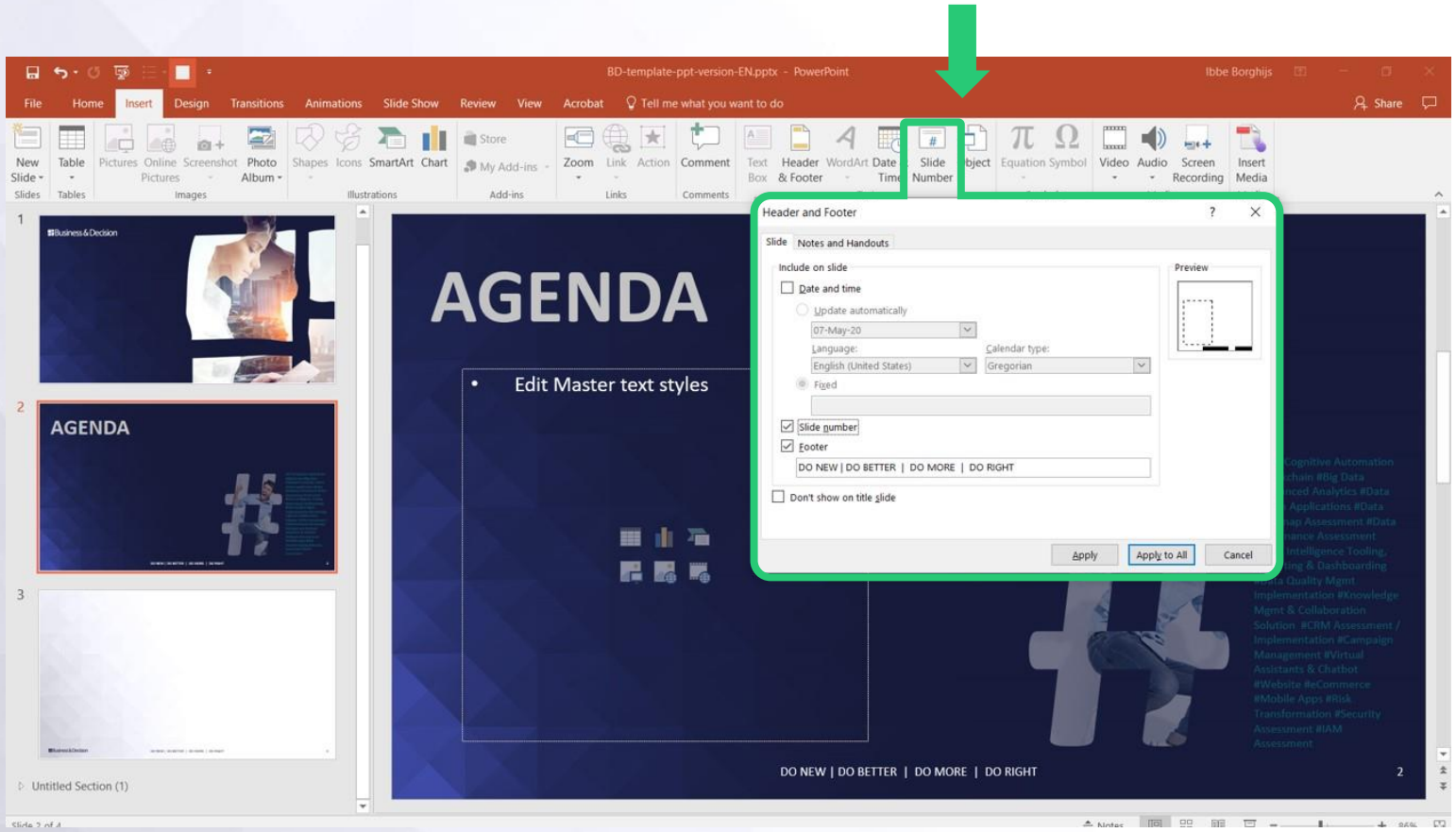


To create a smart art visual go to the insert tab in the top orange ribbon of PowerPoint and choose “add smart art”.

A menu will open allowing you to choose the type of SmartArt you want to use/create.

Then start adding content as preferred.

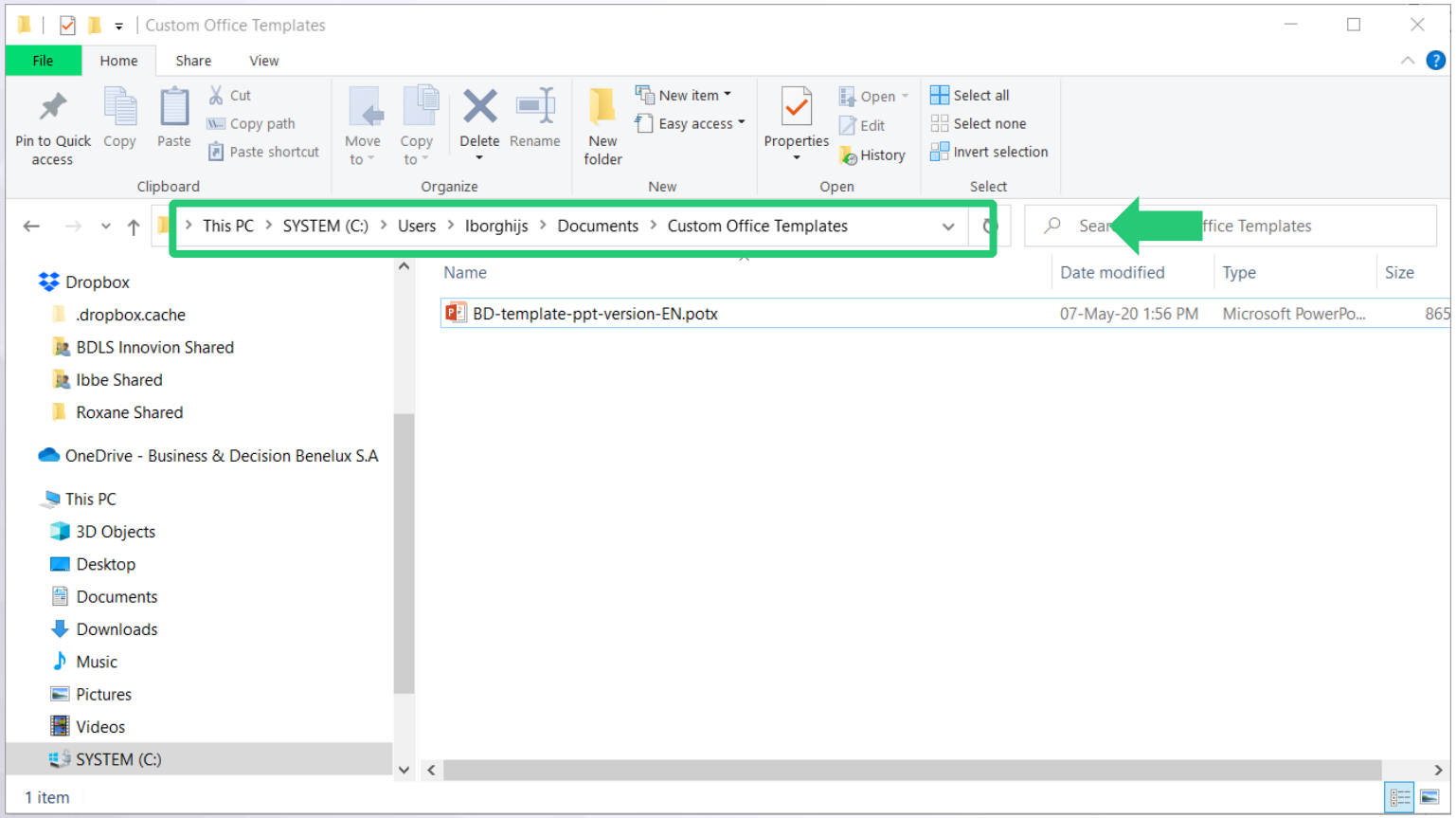
FOOTERS & SLIDE NUMBERS



Please do not update the footer of the B&D presentation as this has been pre-defined in order to have all PowerPoint presentation footers unified.

In case your slide numbers get messed up go to the insert tab in the orange ribbon and click on the header footer icon.
This will open a pop up menu where you can update/change your slide numbers.

IMPLEMENTATION OF THE B&D TEMPLATE IN YOUR OFFICE 365 PACK



Automatically Your local IT department saved the B&D template in your office 365 pack.

In case this did not happen you can easily implement the B&D custom PowerPoint template yourself.

Copy or save the B&D template (.potx) file to the Templates folder at:

C:\Users\< *UserName*> \Documents\Custom Office Templates\

Important: Replace *<UserName>* with your username.