



foundever™

2023

# Brand graphic guidelines

# Our brand

A brand is who you are: the identity and overall experience people have with an organization, product or service. And as a global organization, it's important we remain true to who we are and represent our brand consistently.

How we're perceived is crucial. The look and feel of our communications play a vital role in this; therefore, we must adhere to our branding guidelines. A strong brand positions us as a leader in CX management whilst consistent usage of the identity enhances the world's recognition of who we are and visually reinforces our reputation for quality and leadership.

These guidelines should be used as a call to action to align our creative work and bring focus to a connected system. Our shared elements unite the solutions we offer, and when they're used together – again and again – they are the foundation for the stories we want our brand, our people and our capabilities to tell. The identity elements – logotype, typography, color, grids and imagery – make it easier to create memorable internal and external communications.

Use of our brand is managed by the Foundever Global Marketing & Communications team.

# 01

# Logotype

Our logotype, or logo, is the first introduction of our brand to our people and customers. Our logo piques interest in our brand and invites people to learn more about our company.

[Download logos](#)



## Logotype

# Foundever logotype

### Composition

The logotype is composed with three elements:

- The device/icon
- The name in typography (Gotham rounded bold)
- The trademark (TM)

These three elements are indivisible - they should not be separated.

And, these elements will always be used horizontally as a unit.

***All Foundever-branded material must use the logotype  
as shown here.***



## Logotype

# Structure

### Structure

As mentioned, the logotype is composed with three elements: the device, the typeface and the trademark.

All the spaces within the logo are built on the "X" measure which is equal to the width of two strokes within the icon. The "X" measure is multiplied in order to create harmonized spaces. The elements of the logo are placed in accordance with these spaces.



**Logotype**

# Meaning

**Meaning**

The Foundever logo is very approachable, simple, engaging, youthful and friendly. The Foundever brand and its elements are intentionally different, enabling us to tell a variety of stories. Foundever is a combination of two real words, but doesn't necessarily mean anything on its own. Yet, these two words can mean many things on their own and together.

The name Foundever speaks to our entrepreneurial roots and bringing the DNA of our founders' forward, tying flexibility and innovation together into our founder-led story. Build upon a true foundation of expertise, we are continuing to evolve, change and adapt to our customers' needs. Foundever is a digital and increasingly technology-centric company, but that doesn't mean that we lose our human roots.



**Create connection. Value conversation.**

**Create**

When we talk about creating and evolving our solutions, we have an arrow moving us forward to speak about agility and movement. We don't stand still and we have a focus on technology.

**Connection**

Within the icon, there is a technology feel to it speaking to the connections we have within the tech industry across our technology ecosystem, and how we bring things together in an integrated solution to deliver value for our clients.

**Value**

When we speak about the value we bring, it's really about the human touch. The fingerprint aspect of the logo is echoed within the icon to ensure that even within a tech-centric or tech-focused world, the human experience remains at the heart of what we do and the value that we bring for one another.

**Conversation**

Within the icon, many see an ear as we actively listen to conversation, engage in conversation, observe the trends that happen in our industry and we help to lead the change.

## Logotype

# Margins & minimum sizes

### Margins

In order to maintain the integrity of our logotype, we need to leave room for the logotype to breathe, respecting its white rounded edges. The logo requires white space around it to make sure it is not crowded against other images and/or text.

The "X" measure is equal to the space between two strokes within the device. The rounded white space must be equivalent to "X" x 4. Therefore, the minimum margin space is calculated by the size of the logotype.

### Minimum sizes

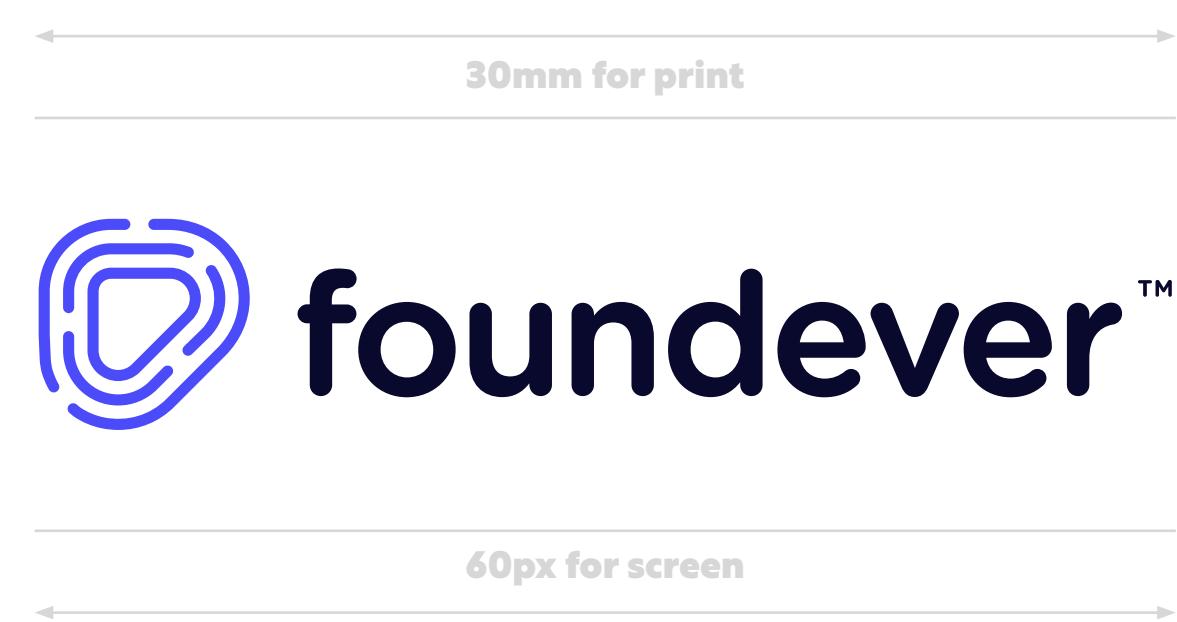
In print, the logo should never appear smaller than 30 mm or 1.20 inches. On screen, it must appear at least 60 pixels wide.

***Readability is key.***

### Margins



### Minimum Sizes



## Logotype

# Logo variations

### Alternative colors

The Foundever logotype's default color is always a combination between indigo and midnight blue. But, when the colored logotype can't be used, it is possible to use either the white or the midnight blue version.

The white version is to be used on darker backgrounds and images to provide contrast and clarity. Legibility is a priority. In special use cases where you have background images, place the logotype depending on the style of the image. If the background is light, place the midnight blue logotype. If the background is dark, use the white one.

*Never forget about contrast.*



⊕ White version on  
midnight blue background



⊕ White version  
on dark image background



⊕ Midnight blue version  
on grey background



⊕ Midnight blue version  
on light image background

## Logotype

# Don'ts

You cannot change how the logo appears.

Our logo cannot be squished or stretched under any circumstances. Only the versions within this guide are allowed.

On this page, you'll see examples of incorrect uses of our logo.



Do not stretch the logotype.



Do not rearrange the elements of the logotype.



Do not modify or change the logotype's typeface.



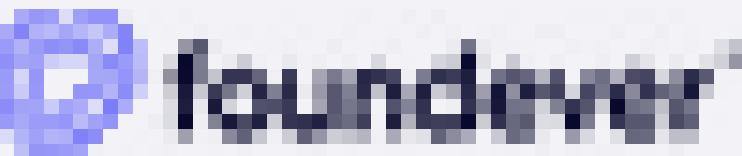
Do not change or modify the color.



Do not reproduce the logotype in outline.



Do not use a black version when a midnight blue version is possible.



Do not run the logotype at the wrong resolution.



Do not add any visual effects on the logotype.



Do not distort the logotype.



Do not crop the logotype.



Do not use a midnight blue logotype on a dark background (this is also true for a white logotype on a light background).



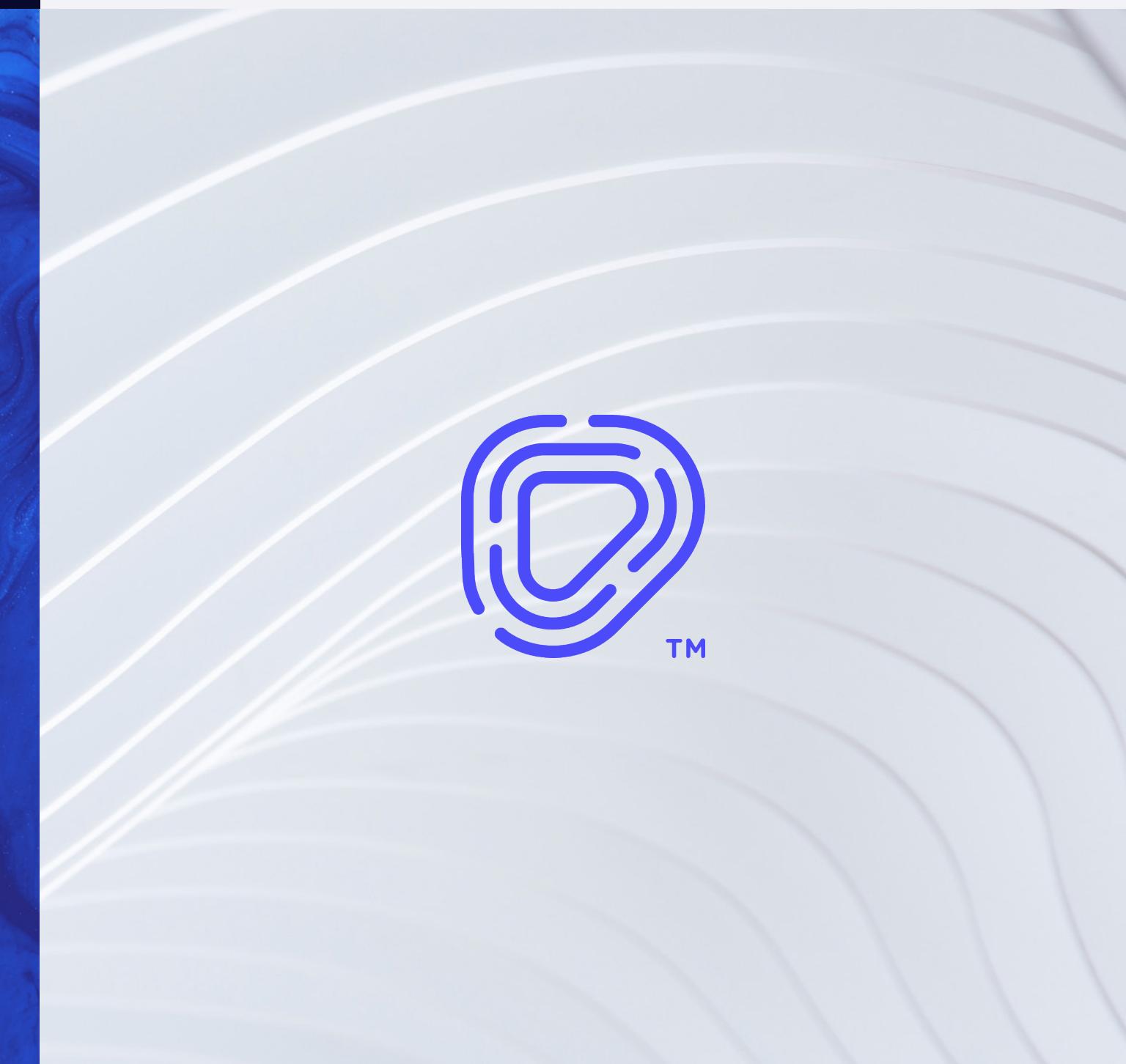
Do not run the logotype vertically.

Logotype

# Icon only

For extra small applications, such as placing the logo as an avatar on social media, where the Foundever logotype is illegible, the official icon can replace the entire logo. This will need to be showcased with the trademark such as the official logo.

We'll apply the same colors and contrast rules that we apply to the official logo.



## Logotype

# Icon as an illustration

For some of the designs, we can choose to use our icon as an illustration in the background. We'll consider that the icon becomes an illustration so we don't need to add the trademark. The illustration is not the primary element of the design, that's why we'll choose to apply an opacity around 5% or 10% maximum, depending of the need.



### Light version

We're using the indigo icon at 5% of opacity.

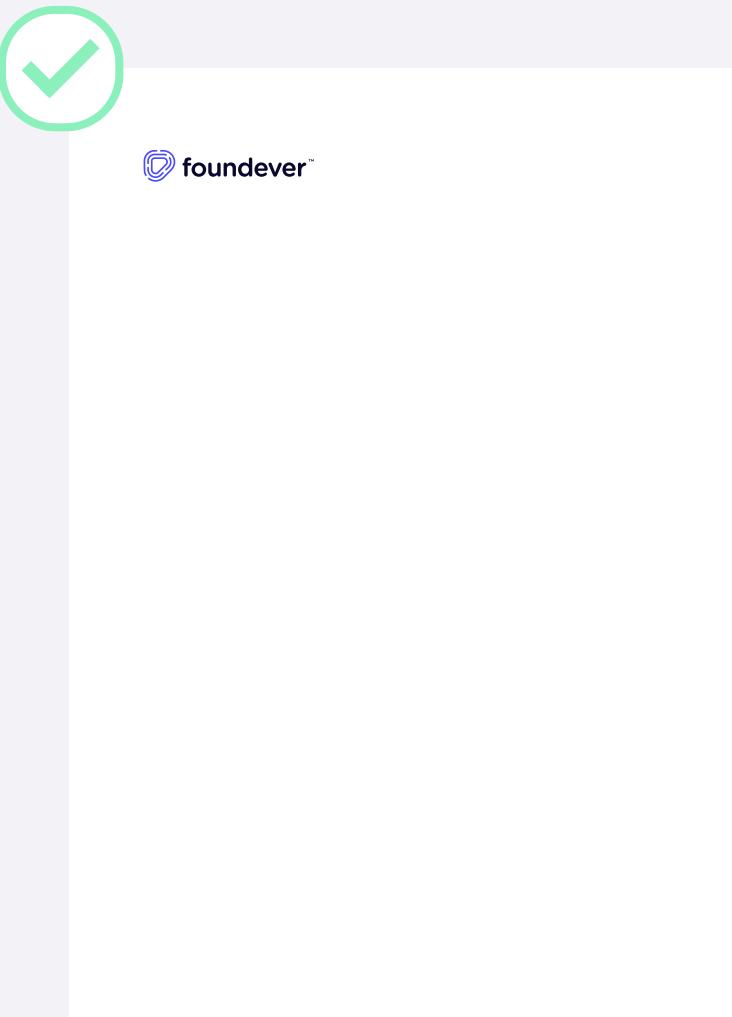
### Dark version

We're using the white icon at 5% of opacity.

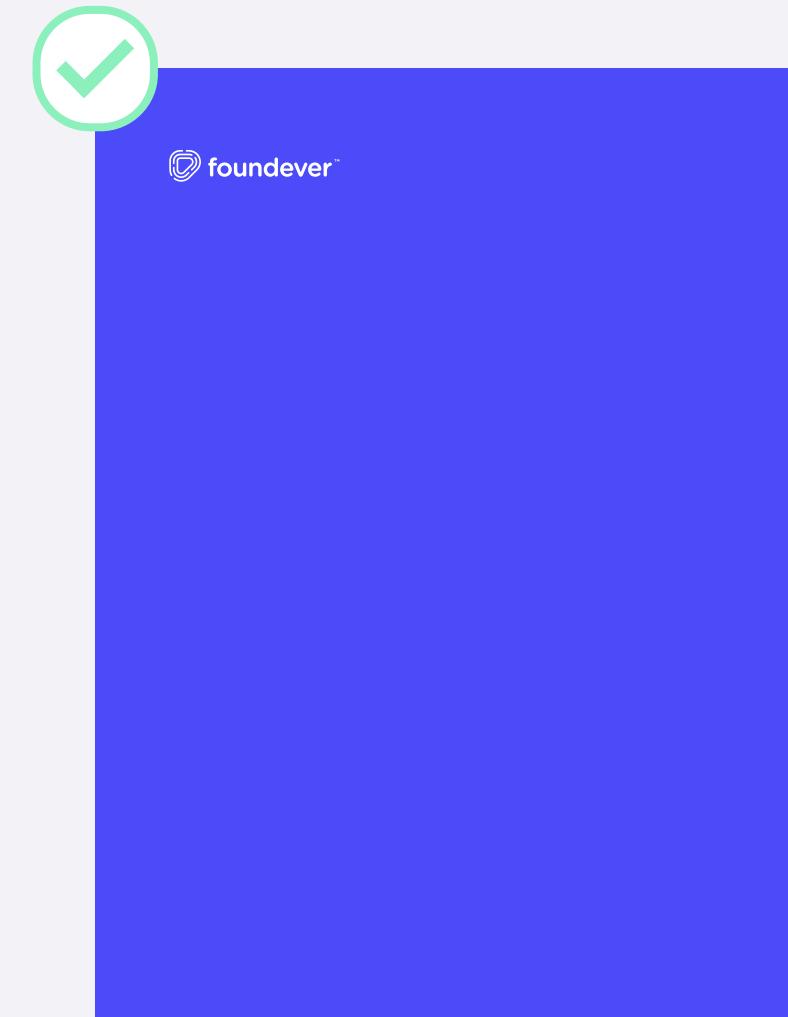
## Logotype

# Logo placement

The logo is the point of entrance into our brand, it should always be well placed.



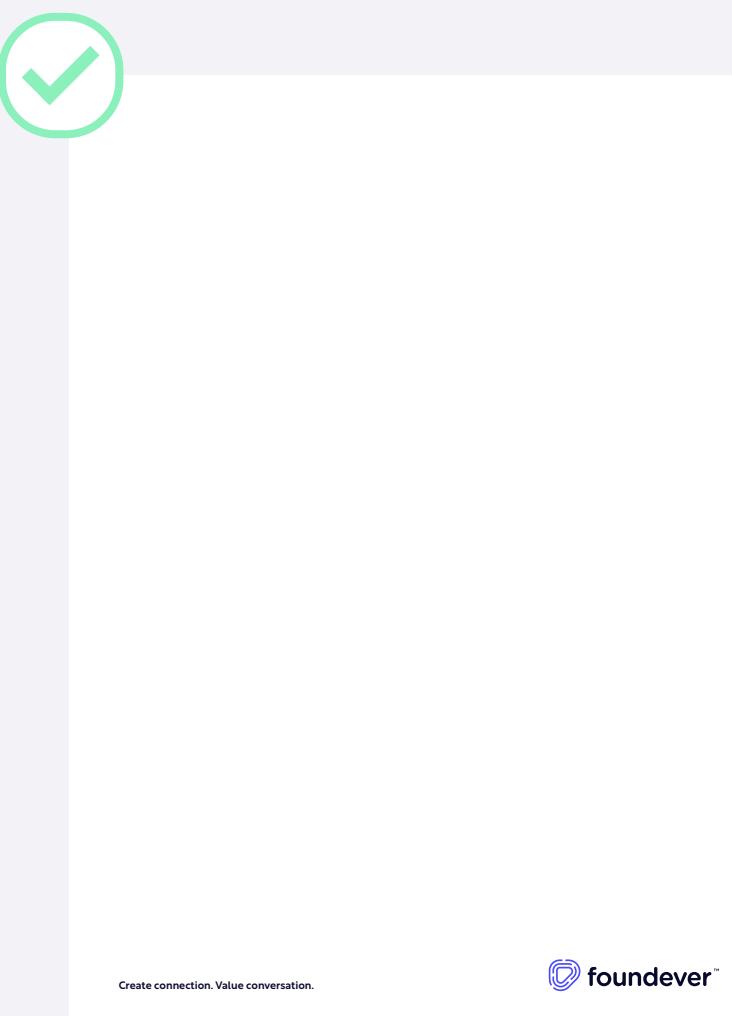
Top left is always a good way to enter into the layout. Always bring some white space to the logo.



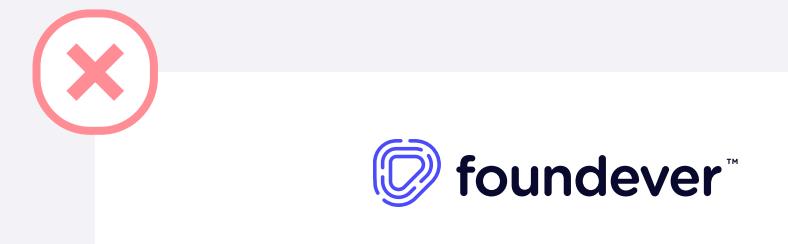
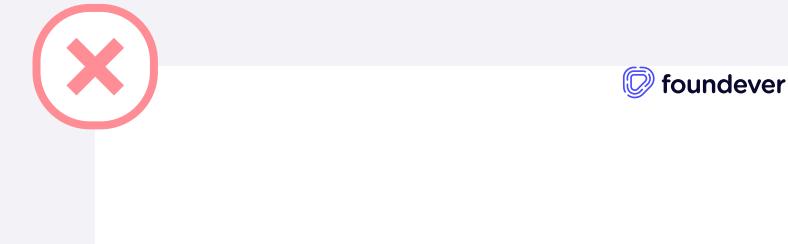
Don't forget about contrast.



When we want to use a colored logo on a colored background, we'll use a one corner rounded box to showcase the logo.



Bottom right is also a good idea, especially when the logo is shown with the tagline beside.



- Be careful with spacing
- Do not add the logo too big
- Do not add the logo too small

## Logotype

# Aligning other logos

Aligning client or partner logos should be showcased in line with a line that separates the two logos. The clear spaces between the two logos are defined following the X rules. The size of the clear space will be "X" x16.

Make sure to respect the client's or partner's logotype sizes, scales and shapes.

Adapt the colors of the logotypes depending on the background color, following the Foundever logo's variation rules.

## Alignment



## Light and dark versions



02

# Brand colors

The Foundever color palette reflects the image we want to convey and a color palette that blends seamlessly to create harmony and consistency for our clients. Color guidelines and recommendations guide how to use each color. Color is a key design element in the creation of the Foundever identity. When used appropriately, it differentiates and creates recognition.

[Download colors](#)



## Brand colors

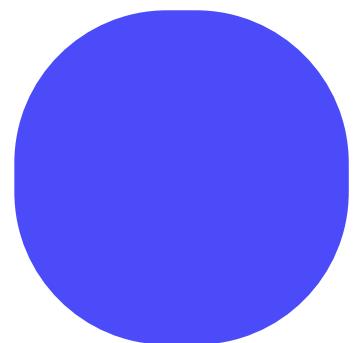
# Main colors

The heart of our color universe is the *indigo blue*. This vibrant and very recognizable color is at the center of our brand. It reflects who we are and should be the first choice each time we want to showcase our brand.

To complement the *indigo blue* color, we use the *midnight blue*, *white* and *light gray* as neutral colors. They are here to supplement the *indigo blue* and to highlight it mainly on text and backgrounds. In every design, we should always have *indigo blue* and use the neutral and accent colors to bring variation.

All main and neutral colors can be used for text on white, colored or image backgrounds, on shapes or on backgrounds.

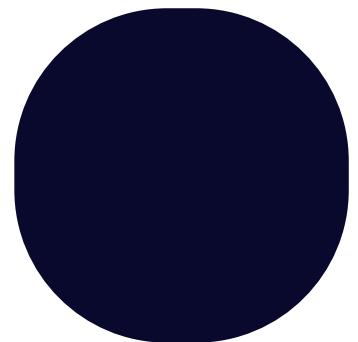
## Main color



### Indigo blue

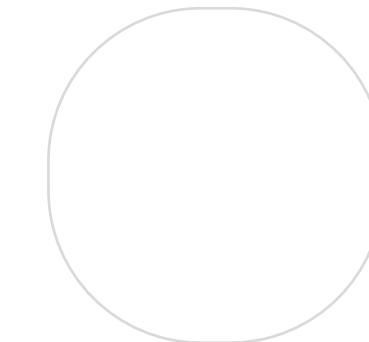
RGB      75 75 249  
CMYK    93 78 0 0  
HEX      #4b4bf9  
Pantone   Blue 072C

## Neutral colors



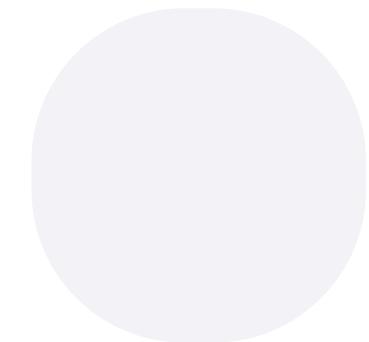
### Midnight blue

RGB      9 9 45  
CMYK    88 82 53 71  
HEX      #09092d  
Pantone   282C



### White

RGB      255 255 255  
CMYK    0 0 0 0  
HEX      #ffffff



### Light grey

RGB      243 243 247  
CMYK    4 2 1 0  
HEX      #f3f3f7  
Pantone   649C

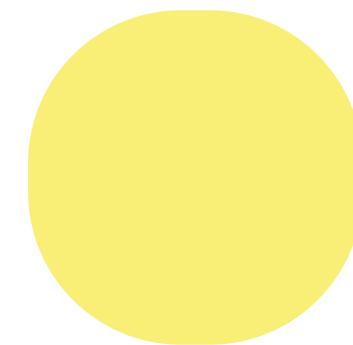
**Brand colors**

# Accent colors

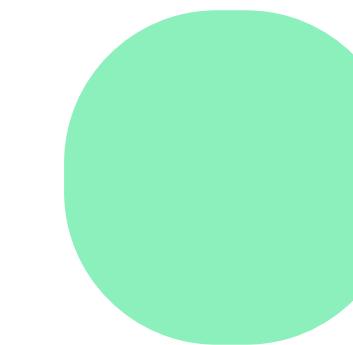
To complement the main and neutral colors of Foundever, there are four accent colors. These should be used to position the brand both online and offline in apps, brochures, guides, white papers, illustrations and various other formats.

Most of the time we'll use only one accent color combined with main and neutral colors.

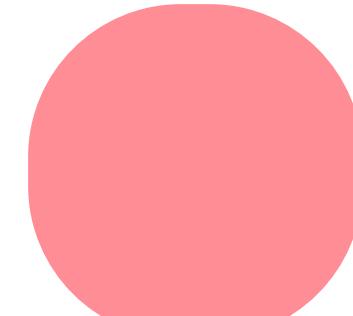
The accent color palette should be used as supporting colors to highlight details and should never dominate a layout (with some exceptions, see the next page).

**Accent colors****Lemon**

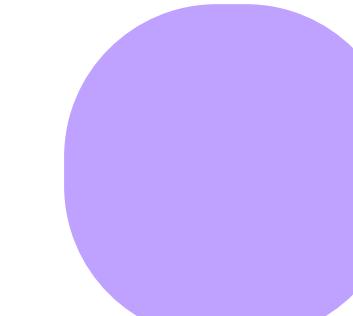
RGB 249 239 119  
CMYK 4 2 69 0  
HEX #f9ef77  
Pantone 100C

**Mint**

RGB 139 240 187  
CMYK 42 0 42 0  
HEX #8bf0bb  
Pantone 3375C

**Coral**

RGB 255 141 150  
CMYK 0 64 30 0  
HEX #ff8d96  
Pantone 177C

**Lavender**

RGB 191 161 255  
CMYK 33 40 0 0  
HEX #bfa1ff  
Pantone 264C

## Brand colors

# 60/30/10 system

In order to ensure optimal contrast and readability of information, the use of the color palette would be based on a 60/30/10 system.

The advantage of this system is also to get the possibility of creating easy variations in the use of colors.

Here are examples that show how to play with colors. These are not exhaustives.

### Main version

This version is the most corporate and it can be adapted for main communication assets.



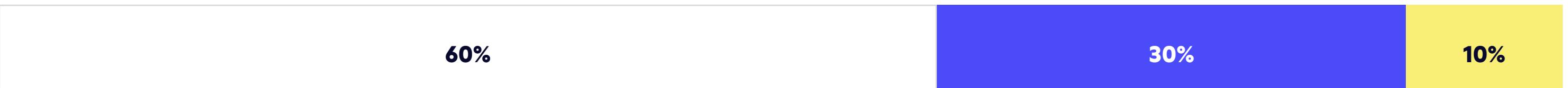
Main: Background

Secondary: titles and paragraphs

Accent words and graphic elements

### White version

A white version which can be adapted to long content (white papers, annual reports etc.).



### Dark version

A dark version of the corporate one.



### Alternative version (to approve with the studio)

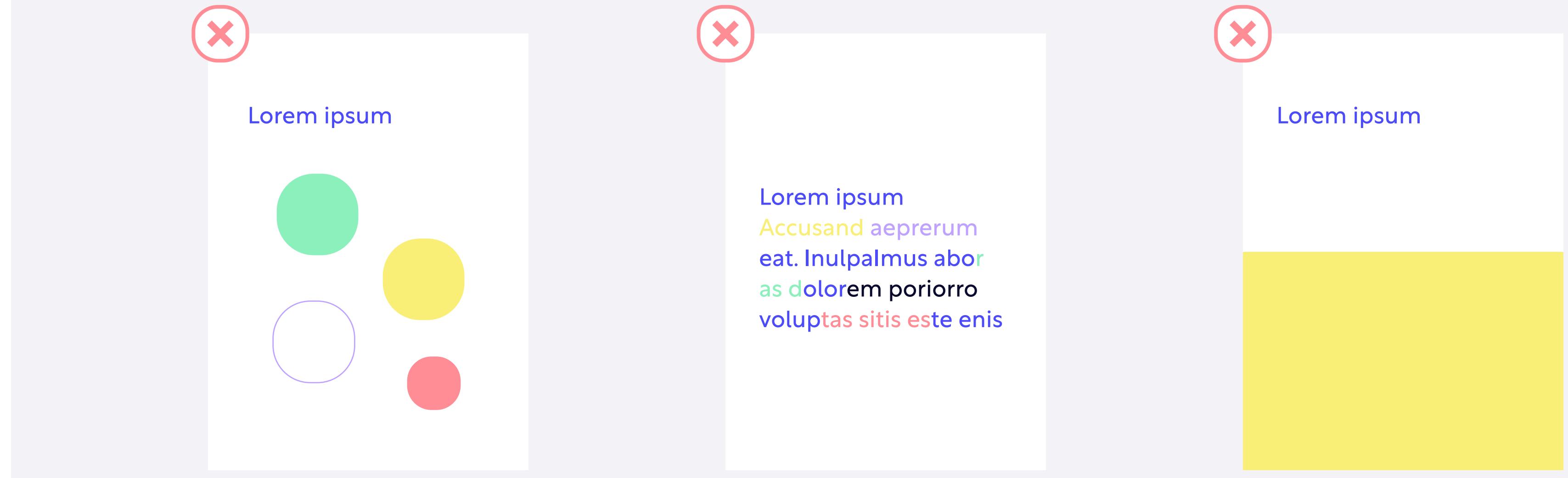
Sometimes, for social media or dedicated communications, for example, an accent color can be used as a background.



**Brand colors**

# Do's & Don'ts

Always finding the right balance between our main colors and our accent colors is key.



We can't mix the accent colors in a same layout.

We can't mix the accent colors in text.

The 60/30/10 ratio is not respected.



This alternative version is not allowed except if you have the approval of the studio.

A good example of 60/30/10 repartition with Indigo as a main color.

An other example of 60/30/10 repartition with Whiteas a main color.

# 03

# Typography

The typography (font choices) of Foundever represent an important part of our brand and how we want to be perceived. The various fonts we use within our brand supplement how we tell the story of our brand and its modern, friendly, approachable and playful spirit.

[Download fonts](#)



## Typography

# Main typeface

Our primary typeface is Foundever Sans. It should be used in all communications, in both print and digital formats. Foundever Sans is our default typeface for most texts, **including headings, sub-headings, introductions and captions.**  
**Do not use it for body text.**

It comes in three primary weights: light, regular and bold, which provide useful variation. The italic versions of the three weights are suitable to highlight whole sentences or just a single word.

*Foundever Sans* typeface supports Western Europe, Central/Eastern Europe, Baltic, Turkish and Romanian languages with 730 glyphs.

## Modern Geohumanist Sans Serif Font

## Foundever Sans

### Foundever Sans Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
0123456789,:?!;/§&\*-+'={}{()[]}

### Foundever Sans Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
0123456789,:?!;/§&\*-+'={}{()[]}

### Foundever Sans Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
0123456789,:?!;/§&\*-+'={}{()[]}

### Foundever Sans Light Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
0123456789,:?!;/§&\*-+'={}{()[]}

### Foundever Sans Regular Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
0123456789,:?!;/§&\*-+'={}{()[]}

### Foundever Sans Bold Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
0123456789,:?!;/§&\*-+'={}{()[]}

## Typography

# Secondary typeface

Calibri is for body copy, especially for PowerPoint. When Foundever Sans is unavailable, Calibri should be used as a substitute font for headings, sub-headings, captions and body text.

*Calibri* typeface supports Western Europe, Central/Eastern Europe, Baltic, Turkish, Romanian, Cyrillic and Greek languages with 1,121 glyphs.

## Calibri

### Calibri Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789,:?!;/§&\*-+'={}{()[]}

### Calibri Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789,:?!;/§&\*-+'={}{()[]}

### Calibri Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789,:?!;/§&\*-+'={}{()[]}

### *Calibri Light Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789,:?!;/§&\*-+'={}{()[]}

### *Calibri Regular Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789,:?!;/§&\*-+'={}{()[]}

### *Calibri Bold Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789,:?!;/§&\*-+'={}{()[]}

## Typography

# Rules of pairing structures

It is important to maintain these types of pairing. It provides clarity, consistency and a strong hierarchy for all our communications.

Make sure to bring contrast within your text in **playing with type of fonts, weights and sizes. Also, spaces are key around text and also between paragraphs.**

Foundever Sans in Bold caps is possible for a highlighted two- or three-word sentence.

This is a title in Foundever Sans Bold 42pts.

This is a subtitle in Foundever Sans Light 20pts.

This is highlighted body copy text in Calibri Bold 13pts.

This is body copy text in Calibri Regular 13pts.

This is a caption in Foundever Sans Regular Italic 16pts.

This is highlighted body copy text in Calibri Regular Italic 13pts.

This is a detail in Foundever Sans both in Light and Bold 11pts.

LOREM IPSUM

**LoREM ipsuM dolor  
sit amet, consecetuR  
adipisciNg elit.**

Quisque venenatis tristique augue quis gravida.  
Aliquam erat volutpat.

Curabitur fermentum nibh sit amet metus hendrerit, in mollis tellus viverra. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque commodo risus nisl, luctus mattis nisl venenatis non. Sed dignissim id risus ut tempus. Nullam id massa lorem. Maecenas tincidunt convallis quam. Proin gravida imperdiet mauris, lobortis congue ipsum vestibulum vel. Pellentesque vehicula, metus ut laoreet laoreet, urna erat molestie metus, at interdum neque lectus non velit. Vestibulum vel ligula dapibus est condimentum lobortis. Integer aliquam volutpat erat, dignissim pharetra velit tempus accumsan. Aenean a aliquam justo.

*Suspendisse quis eros ante. Duis vel orci sed  
nunc vulputate ultricies. Sed nec felis sem.*

Suspendisse at lorem at mauris lobortis euismod. Suspendisse metus eros, molestie a tempus sed, gravida nec ex. Proin felis urna, « euismod rhoncus ultrices vel », consequat ut ante. Duis tempor risus lectus, id egestas est lacinia ac. In sed finibus urna. Morbi et feugiat arcu, nec imperdiet eros. Vestibulum dictum lacinia neque ac sollicitudin. Maecenas aliquam velit vel tellus ultrices feugiat. Suspendisse potenti.

08/06/2022  
**Mr Dupont Alexandre**

## Typography

# Spacing & leading

### Spacing

Adding a bit of space between letters in a paragraph make a more airy appearance and is good for readability. However, do not add spacing on headings, sub-headings and captions, it is only possible to add spacing on body text.

The spacing can be set between **0% to 50%** of the font size.

### Leading

Depending of the size of the font, adding leading within your text can bring some space and increase the readability. Leading be applied to headings, sub-headings, captions and body text.

The leading can be set between **20% (auto percentage in the Adobe Suite) and 50% of font size.**

### Alignment

We never use justified alignment in documents; please stick to left alignment.



Light example

### WHO WE ARE

**Foundever a global leader in customer experience.**

At Foundever, we're obsessed with helping our customers proactively respond to the disruption in our industry and, together, we're proud to be #ChangeMakers working with creativity, commitment and connection to build a better experience for tomorrow.

Dark example

### WHO WE ARE

**Foundever a global leader in customer experience.**

At Foundever, we're obsessed with helping our customers proactively respond to the disruption in our industry and, together, we're proud to be #ChangeMakers working with creativity, commitment and connection to build a better experience for tomorrow.

## Typography

# Don'ts

Always make sure you're following the type system when pairing fonts.



## **LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.**

Suspendisse at lorem at mauris lobortis euismod. Suspendisse metus eros, molestie a tempus sed, gravida nec ex. Proin felis urna, « euismod rhoncus ultrices vel », consequat ut ante. Duis tempor risus lectus, id egestas est lacinia ac. In sed finibus urna. Morbi et feugiat arcu, nec imperdierit eros. Vestibulum dictum lacinia neque ac sollicitudin. Maecenas aliquam velit vel tellus ultrices feugiat. Suspendisse potenti.

Never use Foundever Sans for body text.  
When a paragraph is justified, use hyphenation. When it's aligned left, do not hyphenate.



## **LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.**

Suspendisse at lorem at mauris lobortis euismod. Suspendisse metus eros, molestie a tempus sed, gravida nec ex. Proin felis urna, « euismod rhoncus ultrices vel », consequat ut ante. Duis tempor risus lectus, id egestas est lacinia ac. In sed finibus urna. Morbi et feugiat arcu, nec imperdierit eros. Vestibulum dictum lacinia neque ac sollicitudin. Maecenas aliquam velit vel tellus ultrices feugiat. Suspendisse potenti.

Never use Calibri for headings when Foundever Sans is available.  
Don't add too much leading.



## **LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.**

Suspendisse at lorem at mauris lobortis euismod. Suspendisse metus eros, molestie a tempus sed, gravida nec ex. Proin felis urna, « euismod rhoncus ultrices vel », consequat ut ante. Duis tempor risus lectus, id egestas est lacinia ac. In sed finibus urna. Morbi et feugiat arcu, nec imperdierit eros. Vestibulum dictum lacinia neque ac sollicitudin. Maecenas aliquam velit vel tellus ultrices feugiat. Suspendisse potenti.

Make sure a title has the appropriate size. It should never be the same size as paragraph text or placed too close to paragraphs. Don't add too much leading. Follow guidance on how to apply spacing and leading on page 20.



## **LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.**

Suspendisse at lorem at mauris lobortis euismod. Suspendisse metus eros, molestie a tempus sed, gravida nec ex. Proin felis urna, « euismod rhoncus ultrices vel », consequat ut ante. Duis tempor risus lectus, id egestas est lacinia ac. In sed finibus urna. Morbi et feugiat arcu, nec imperdierit eros. Vestibulum dictum lacinia neque ac sollicitudin. Maecenas aliquam velit vel tellus ultrices feugiat. Suspendisse potenti.

Never use all caps for headings that have more than two or three words.  
Never use Calibri for captions.

## Typography

# Don'ts

## Create connection

Don't change the typeface.

## Create connection

Don't use Calibri for headings.

Suspendisse at lorem at mauris lobortis euismod. Suspendisse metus eros, molestie a tempus sed, gravida nec ex.

## Create Connection

Don't add caps to first letters of each word.

## Create connection

Don't use multiples accent colors in text.

## Create connection

Don't apply gradients to text.

## CREATE CONNECTION

Don't set headings in all caps.

## Create connection

Make sure the contrast is respected.

## Create connection

Don't add spacing to headings.

Suspendisse at lorem at mauris lobortis euismod. Suspendisse metus eros, molestie a tempus sed, gravida nec ex.

## Create connection

Don't lead too much, refer to type system.

## Create connection

Don't lead too little, refer to type system.

## Create connection

Don't apply drop shadows or others effects.

## Create Connection

Don't stretch or distort the text.

04

# Brand assets

Ou tagline, our icons library, our photography library are also strong assets which defines our brand.

**Brand assets**

# Tagline

The *Create connection. Value conversation.* tagline should be used on all external communications.

Our tagline must always appear in our corporate font Foundever Sans Regular weight. If this is not possible, Calibri- Regular can be used as a substitute.

Respect the phrase structure including capitalization and use of punctuation.

**Preferred version**  
Foundever Sans regular

**Create connection. Value conversation.**

**Second version**  
Calibri regular

**Create connection. Value conversation.**

**Other authorised version**

**Create connection.  
Value conversation.**

A line break is permissible if space is at a premium

**Against a colored background  
or image**



You can apply white color (red periods included) to ensure clarity

## Brand assets

# Photography

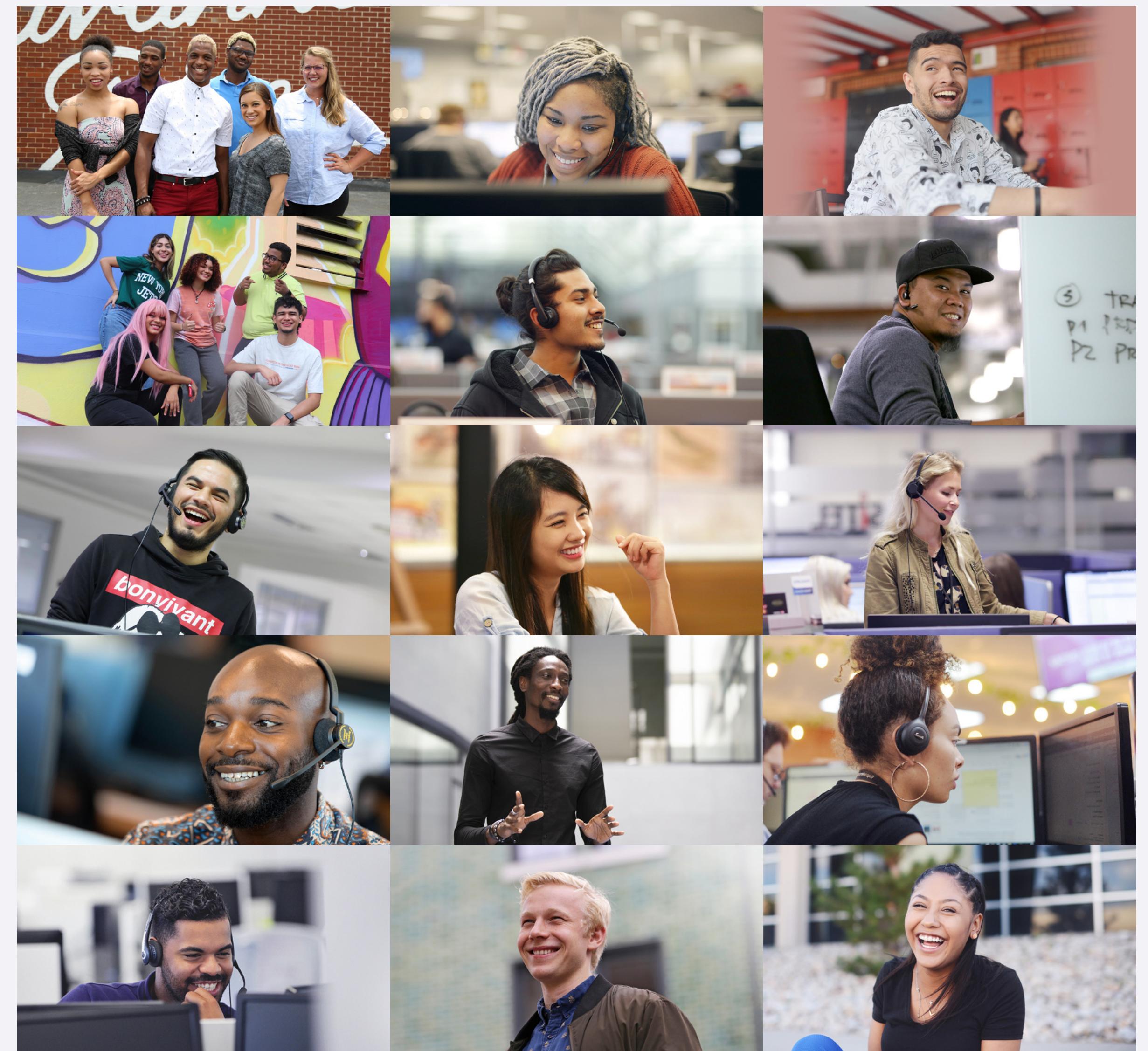
Photography is one of the best tools to communicate the spirit and personality of our people. Choose images carefully, and avoid the use of stock photography.

Our imagery is made with our own people and captures the essence of the world we live in and the core of our brand – natural, authentic, optimistic, confident, fun and bold.

As a global organization, images should expose the diversity and range of our people across the globe and vary in race, gender, age and professional diversity.

When using photography of people with a text overlay, NEVER cover the person's eyes.

Visit BrandCenter to view and download our brand photos or contact a member of the Global Marketing & Communications team.

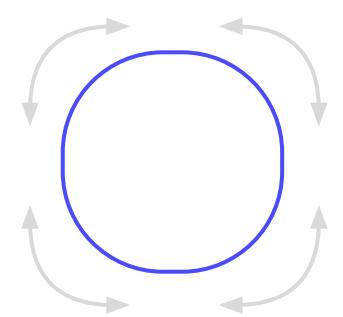


## Brand assets

# Icons

The Foundever icons are effective visual tools for highlighting key information and activity – in applications to make interaction easier, and in marketing materials to promote the same interaction. They guide the user, or customer, and make their experience smooth and pleasant.

The common design style for Foundever icons creates recognition in all of our touch-points. They're made within a super rounded shape, very recognizable, it's not a circle but it's not a square either.



The icons themselves are built with strokes using a consistent style. The first representation to use in this icon set is the indigo one.



## 214 icons

## Brand assets

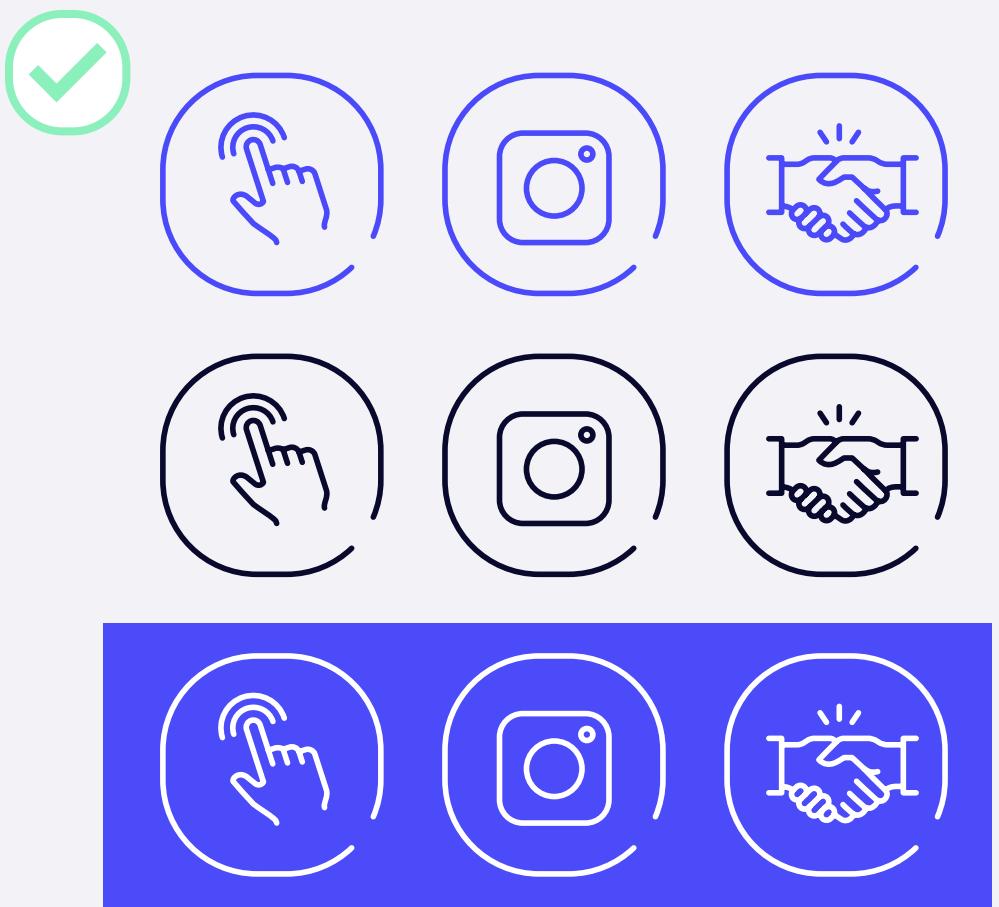
# Icons with colors

As with the rest of the graphic guideline, we want to showcase our icons following the brand color rules.

**Always strive for simplicity and user-friendliness.**

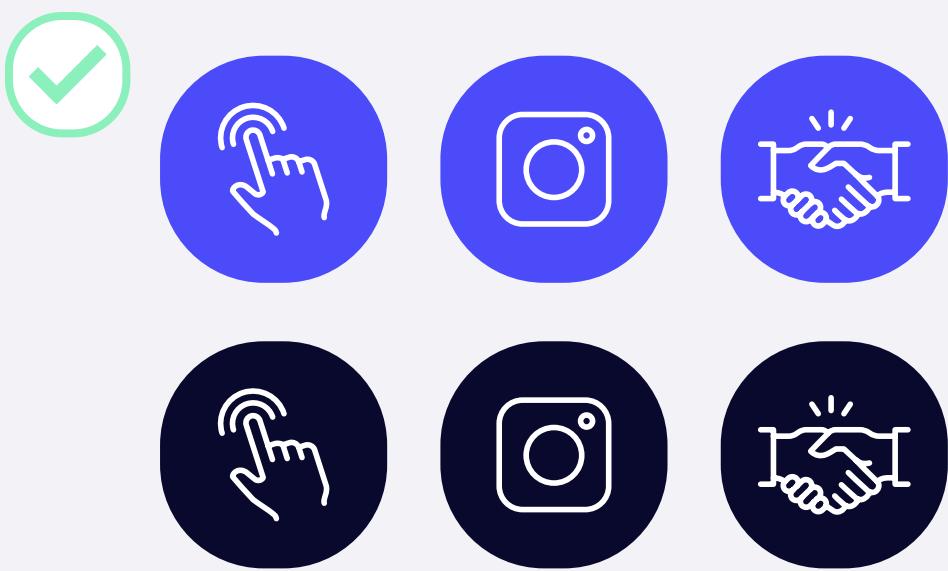
### Icon colors

The Foundever icons can be set in our main colors. Here in indigo and midnight blue on light background and white, on colored background.



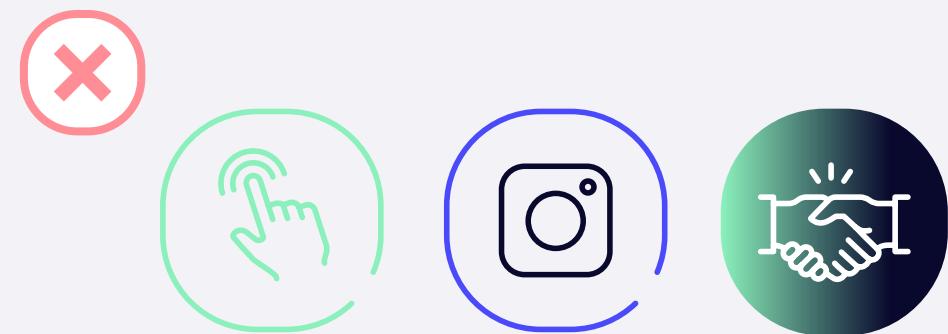
### Icon background

The Foundever icons can also be set with main color background for a contrast reason within the overall layout. We'll use the icons in white.



### Don't

We can't use the icon with accent color.  
We can't mix the colors within an icon.  
We can't apply gradients.



# 05

## Examples

We communicate via different media – in print, on-site, video, social media posts and PowerPoint presentations. However, all of our communication is built with the same combination of elements – our logo, tagline, typography, colors, iconography – to create a strong, consistent visual identity.

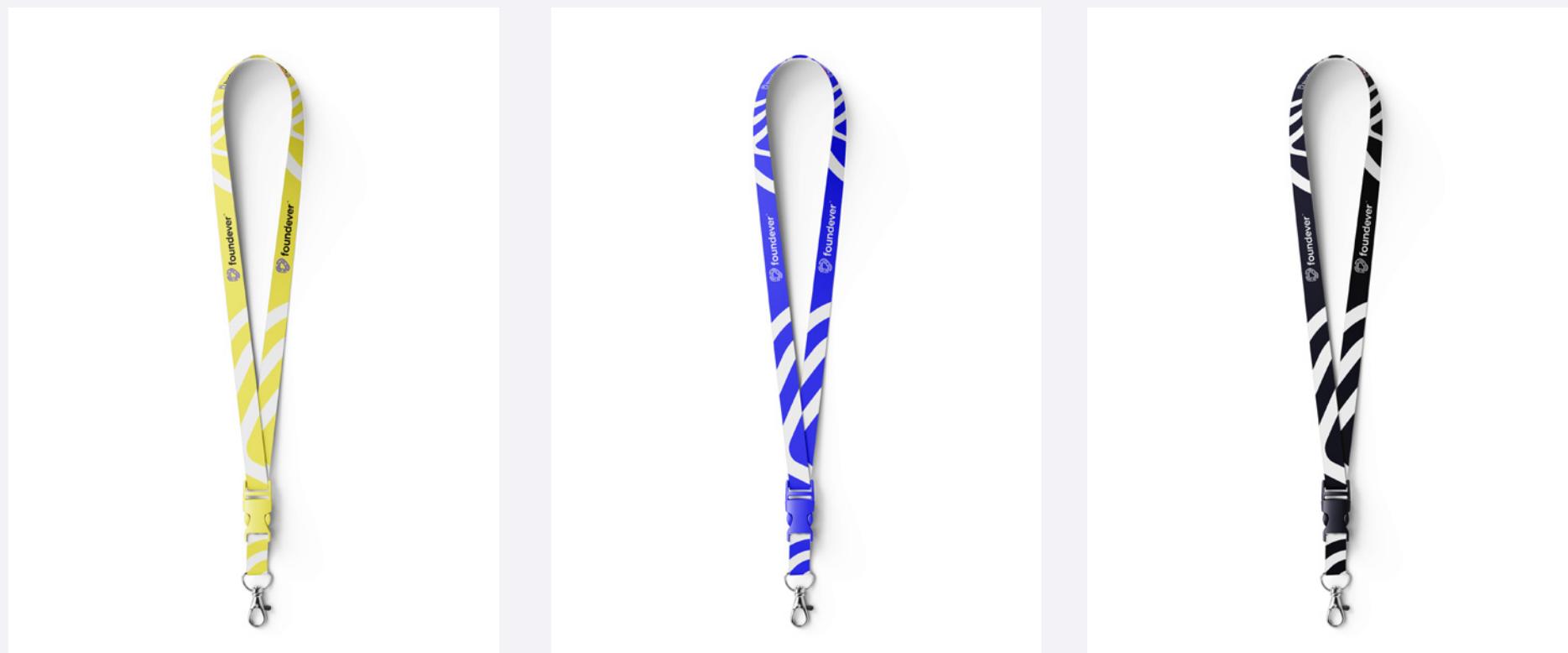
Depending on the chosen medium, the combination of elements can vary, but must always follow the rules.

The purpose of this section is to guide you in the creation of different types of communication and, while not exhaustive, the following are all examples of best practice.

## Examples

# Stationary template

You can find templates to download for these items within our BrandCenter or contact a member of the Global Marketing & Communications team.

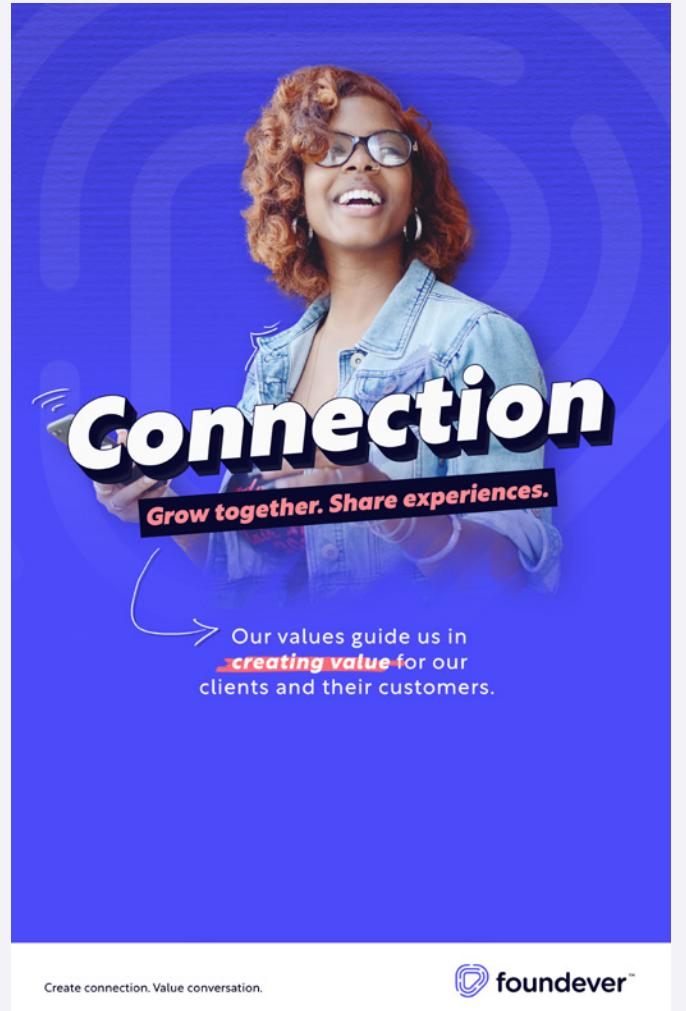
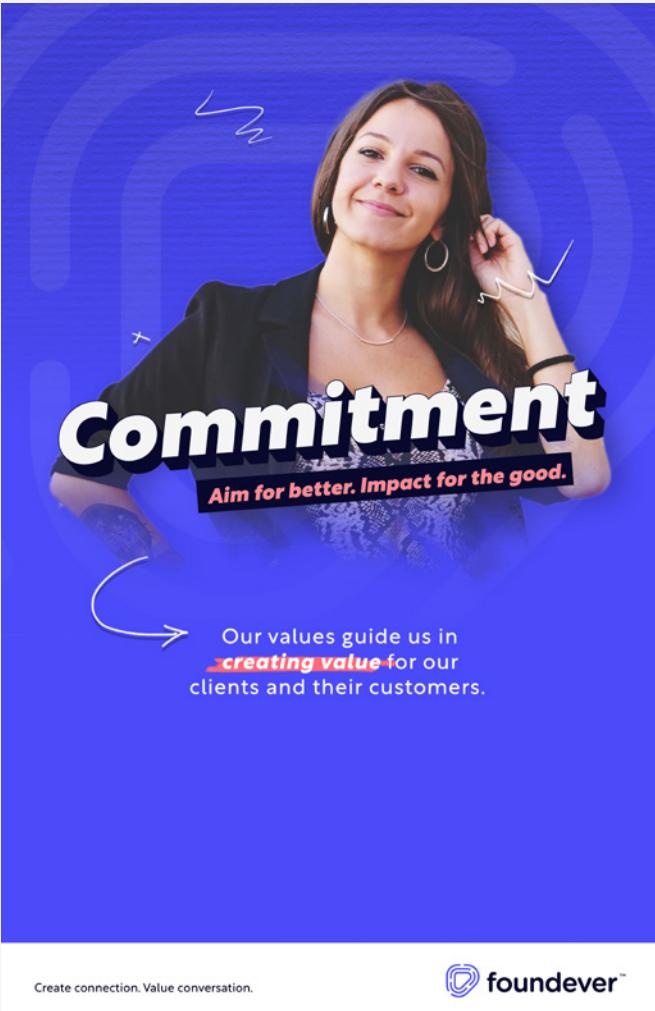
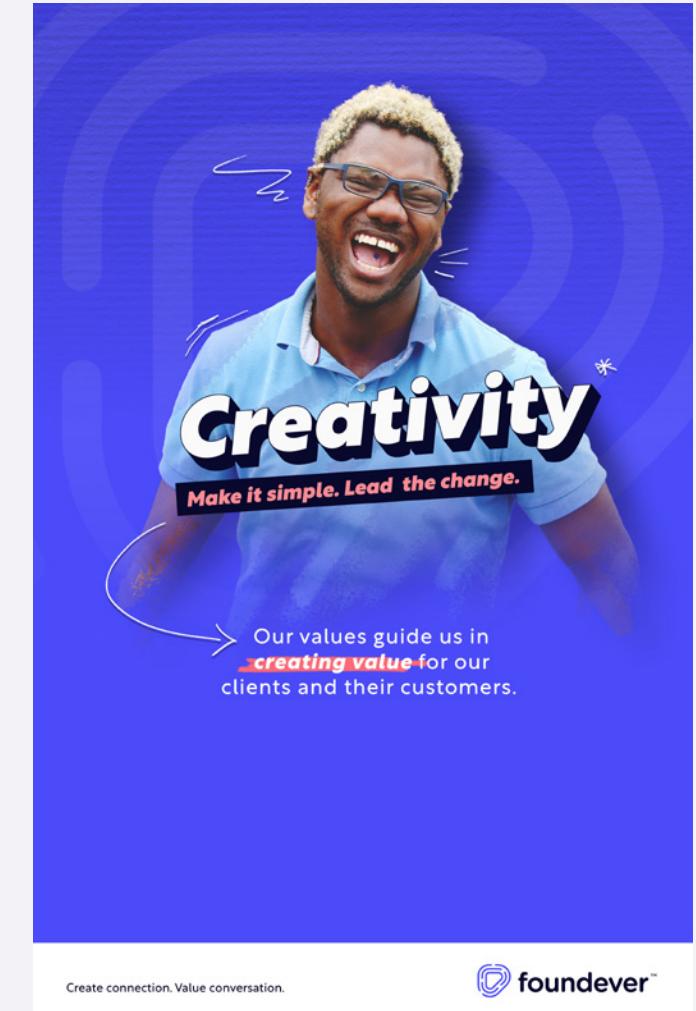


## Examples

# Posters

You can download these posters within our BrandCenter or contact a member of the Global Marketing & Communications team.

### Our values



### Our mission

**Simple is rarely easy.**

So, we invest in creating innovative and human-centric capabilities, designed to deliver competitive advantage for you in the moments that matter.

Create connection. Value conversation.  
foundever™

**We make things simple.**

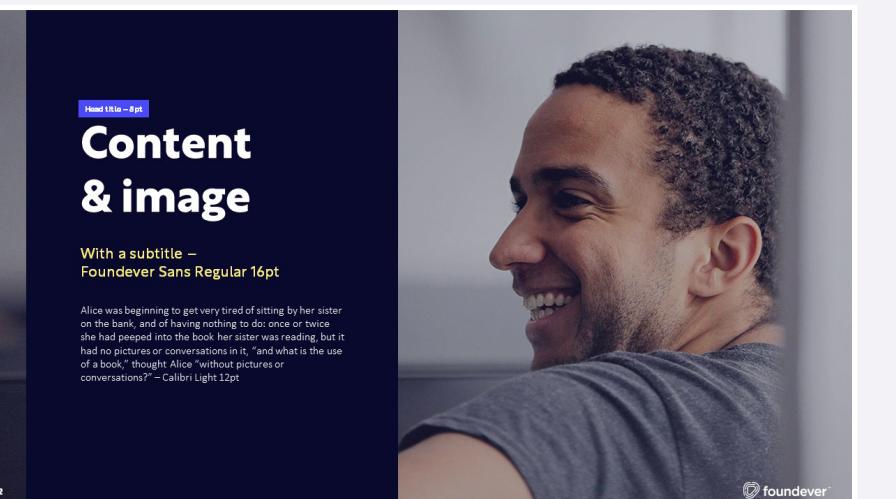
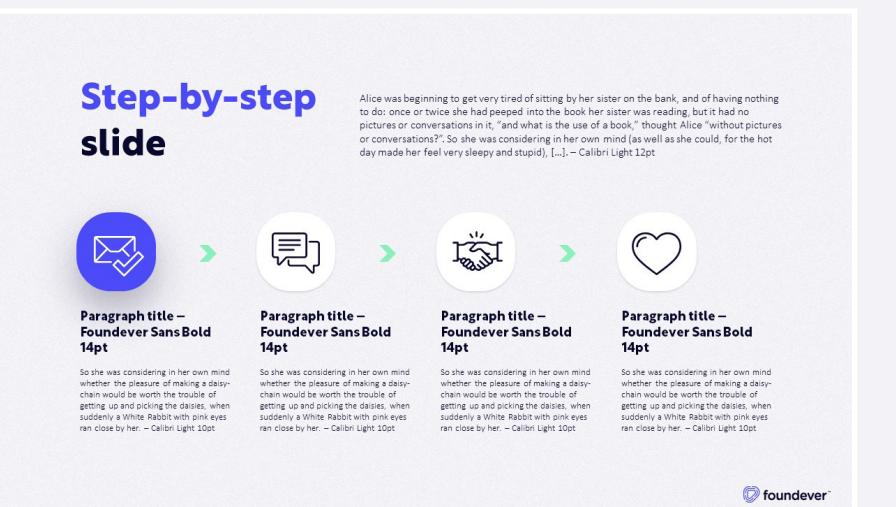
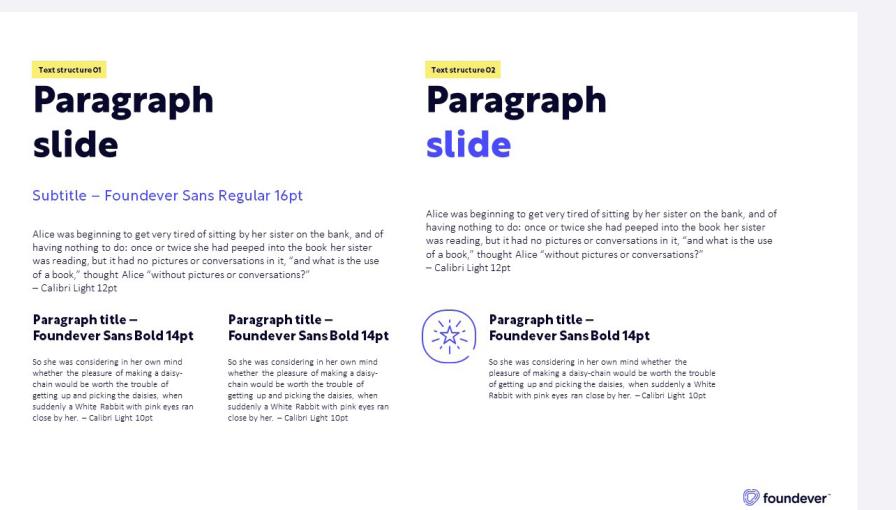
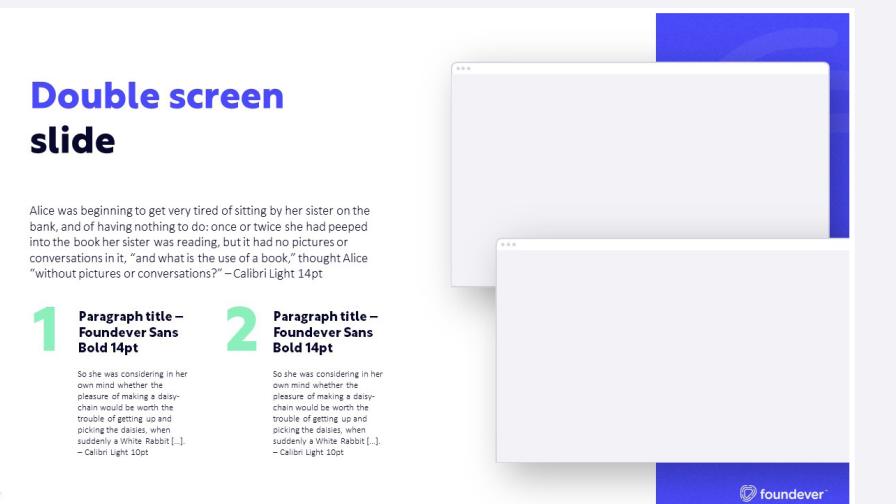
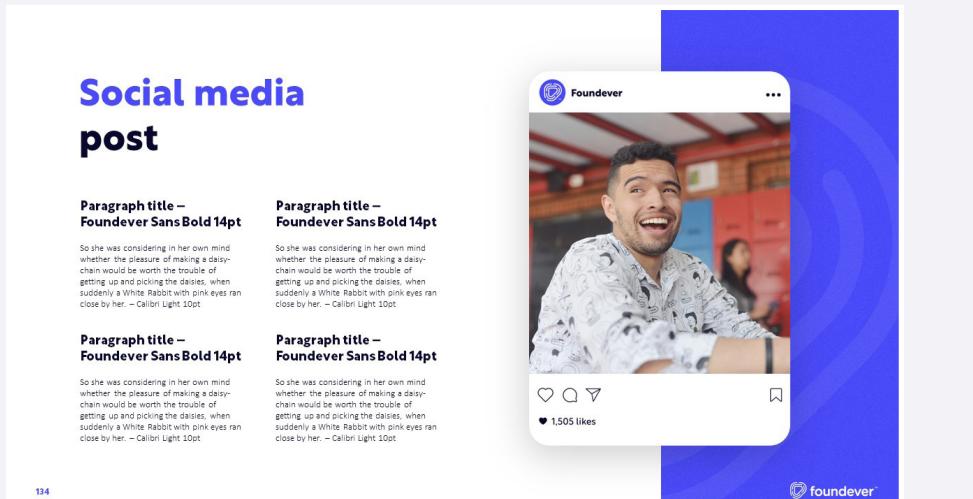
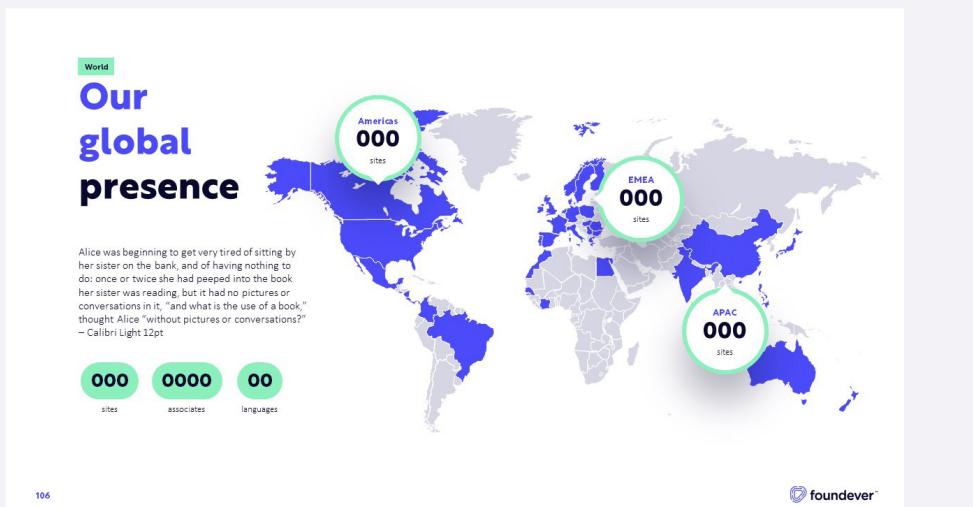
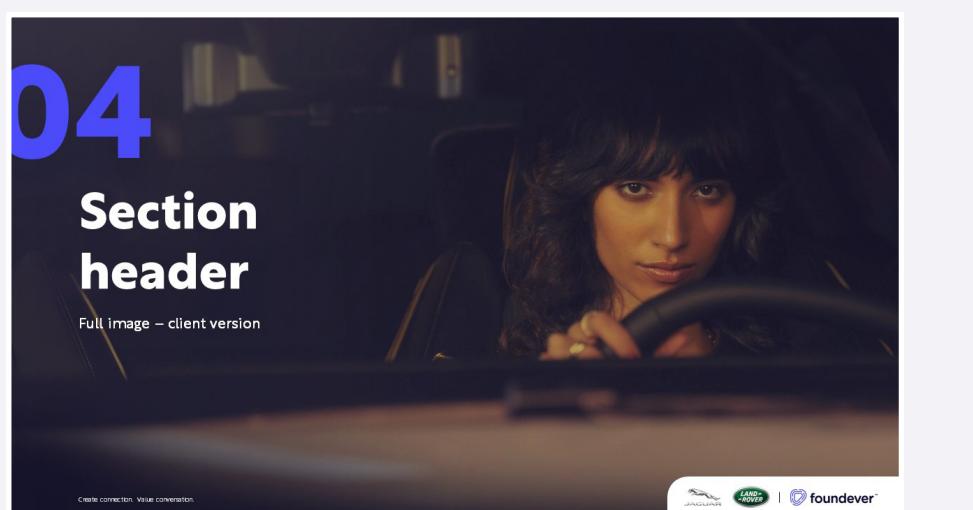
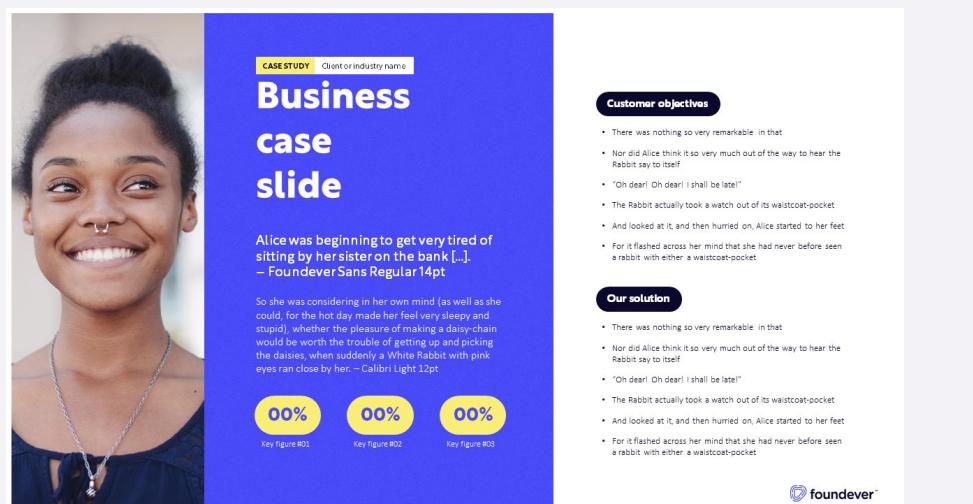
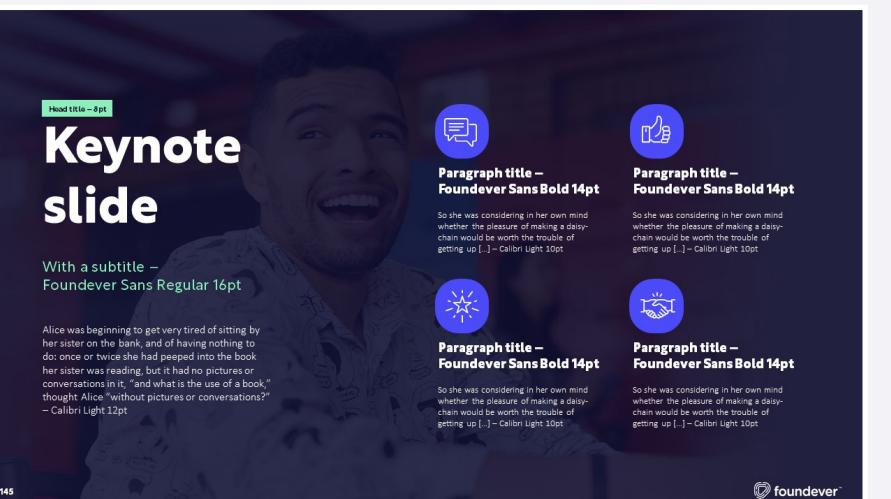
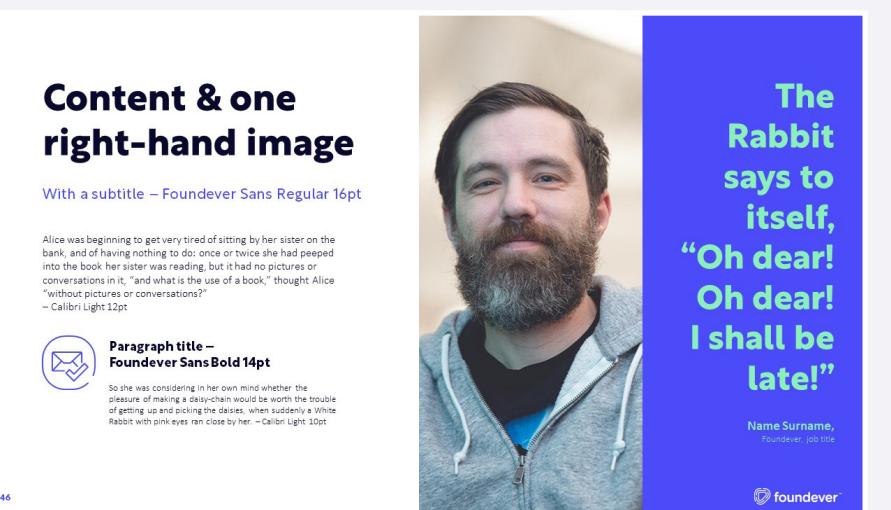
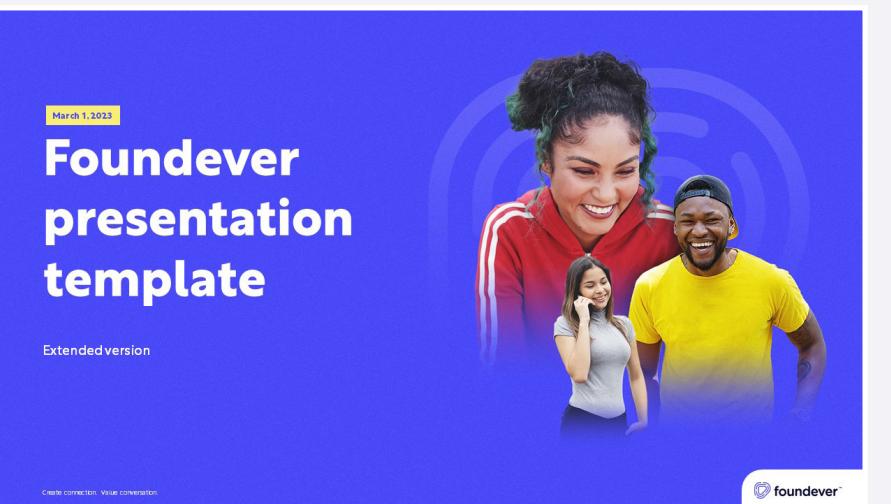
Put simply, our mission is to be the solutions and the team behind the best experiences for the world's leading brands.

Create connection. Value conversation.  
foundever™

## Examples

# Power Point template

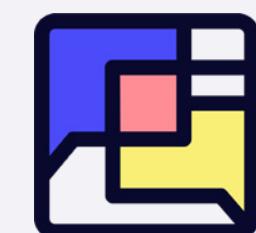
You can find download these templates within our BrandCenter or contact a member of the Global Marketing & Communications team.



Examples

# Internal program logos

You can download these items and more in our BrandCenter or contact a member of the Global Marketing & Communications team.

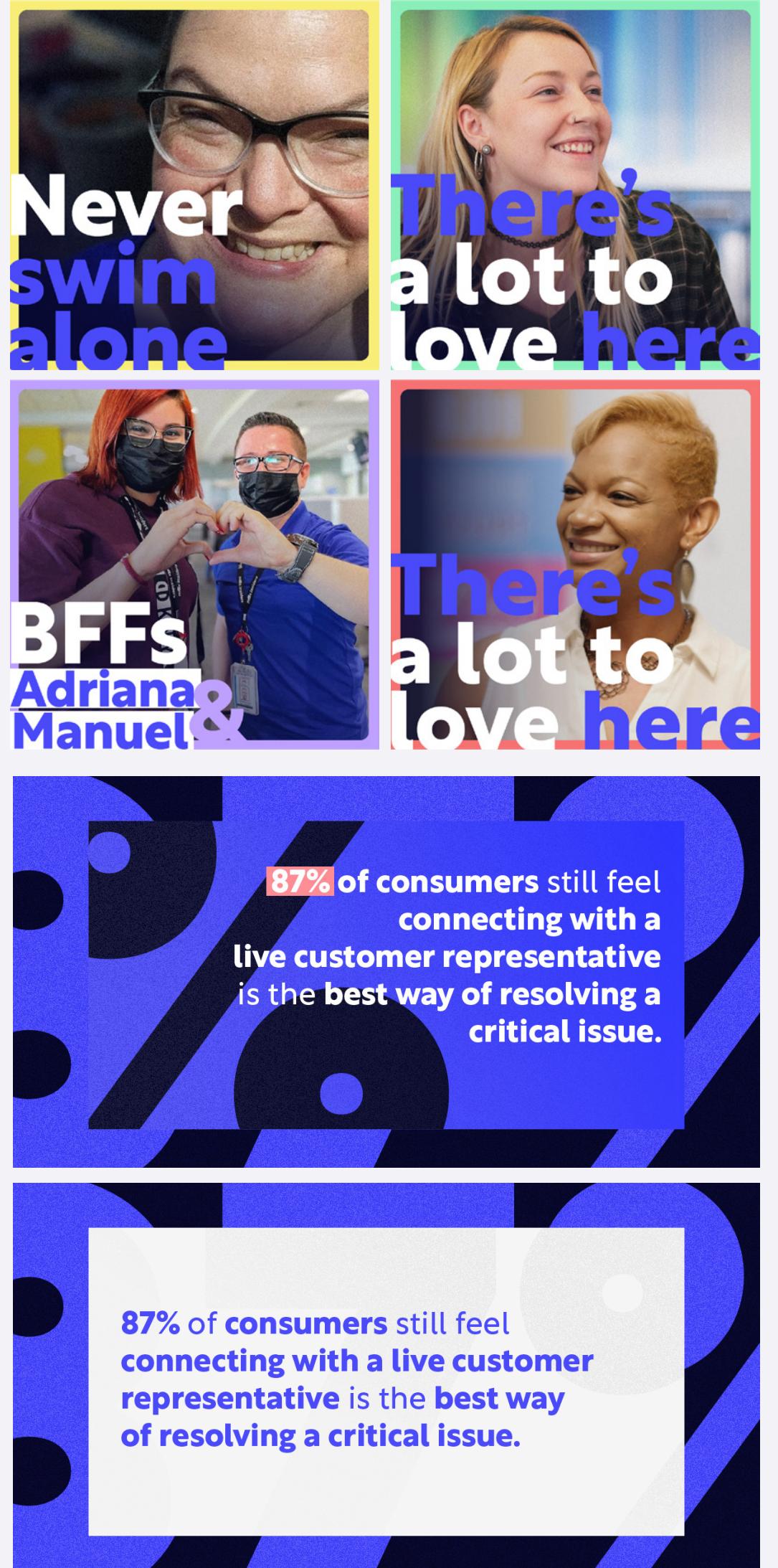
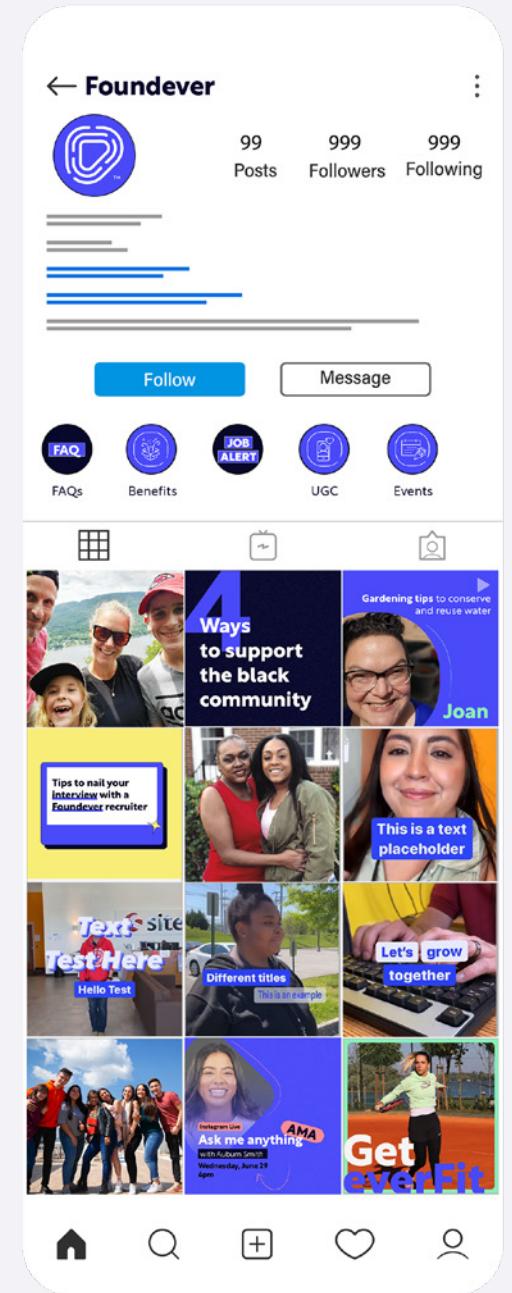
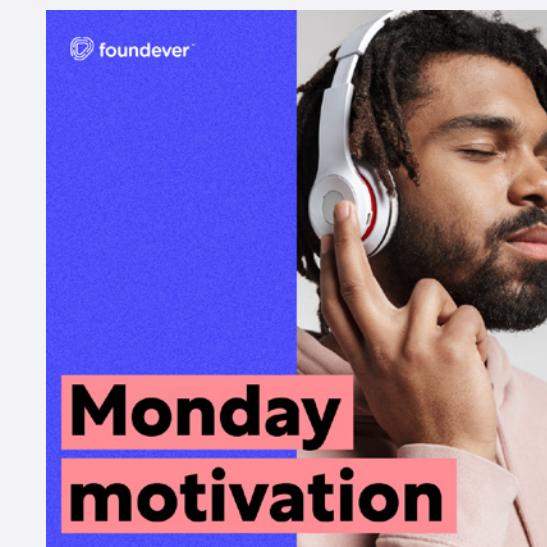
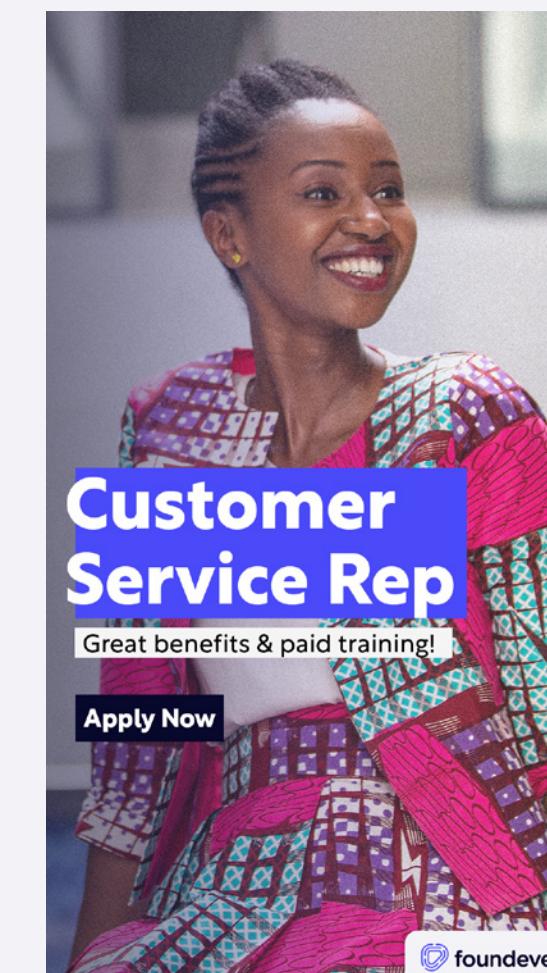


**Conversation  
at heART**

## Examples

# Social media

You can download these items and more in our BrandCenter or contact a member of the Global Marketing & Communications team.



## Examples

# White paper

**Whitepaper Contents**

**Chapter 01: A productivity paradox**

**Chapter 05: A powerful performance boost**

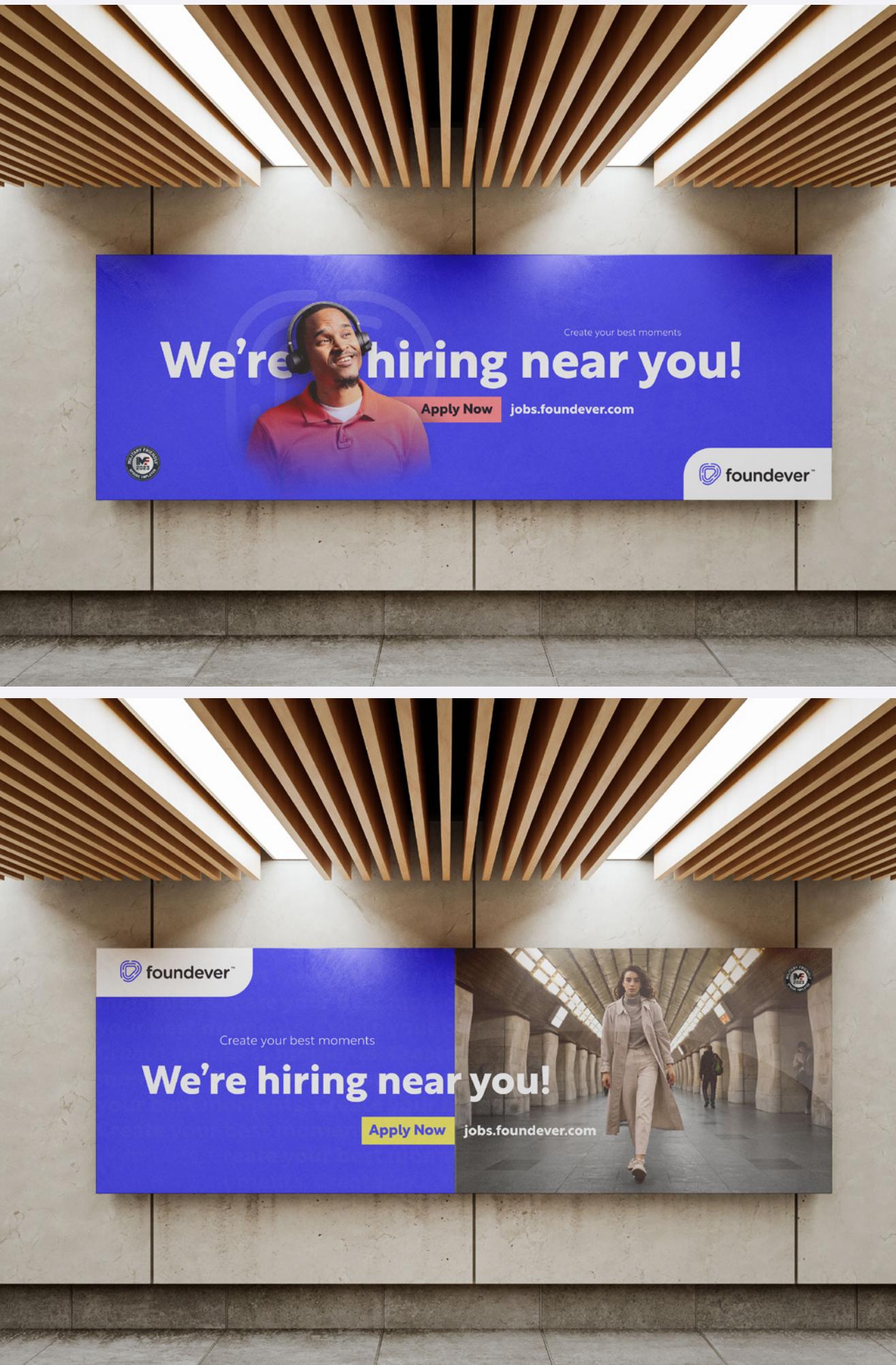
**Chapter 11: Employee training and development**

**Analyst view**

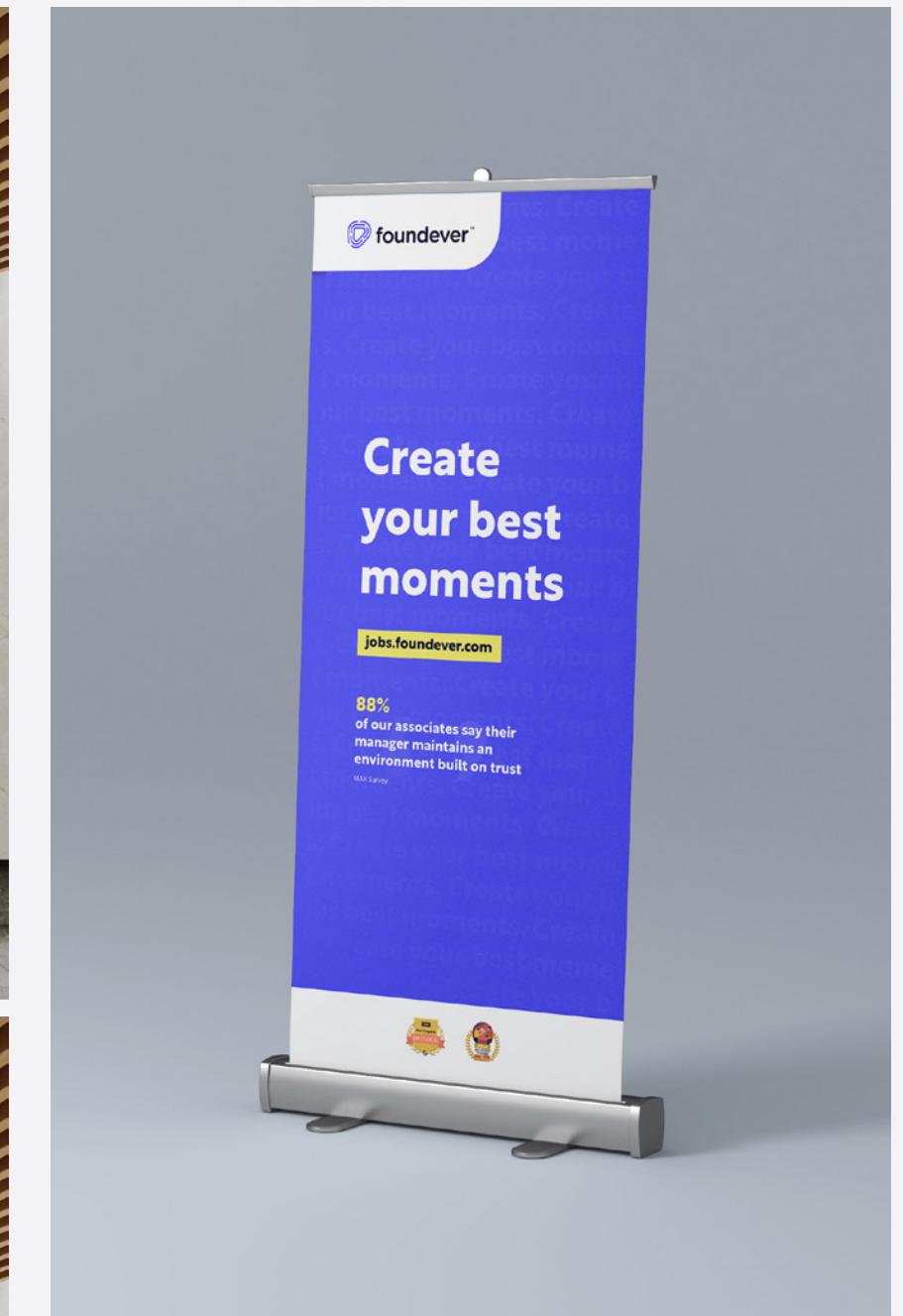
## Examples

# Recruitment

You can download these items within our BrandCenter or contact a member of the Global Marketing & Communications team.



**Billboards**



**Rollup banner**



**Flyer**

# Thank you

We appreciate your time in reading these guidelines. If you have additional questions about our visual identity and its application in design, don't hesitate to contact our brand team at [brand@foundever.com](mailto:brand@foundever.com)