

The magic is the making

Sogeti brand guidelines
September 2018 — Version 1.0



At Sogeti, we know how to make value from technology. We live and breathe technology and make new and custom solutions with our in-depth knowledge of existing and emerging technologies. Collaborating across our global network, we build innovations that push boundaries.

But it's the way we work with you that sets us apart. Our client model means we can be hands-on from day one, getting to know our customers and their businesses intimately. By your side, our expert teams adapt quickly to make innovative and viable outcomes at speed. Delivering ahead of your expectations.

That's how we make value, working with you to take full advantage of the opportunities of technology.

Our positioning

Proposition

At Sogeti, we know how to make value from technology - it's our passion. We work closely with clients and partners to take full advantage of the opportunities of technology. We mobilize expert teams that create custom solutions from existing and emerging technology to deliver viable outcomes at speed.

Narrative

Disruption is the norm in today's digital and fast-paced business environment. How quickly you respond to change will determine your future success – and the ability of your organization to realize rapid value from technology is crucial to this.

At Sogeti, we know how to make value from technology. We live and breathe technology and make new and custom solutions with our in-depth knowledge of existing and emerging technologies. Collaborating across our global network, we build innovations that push boundaries.

But it's the way we work with you that sets us apart. Our client model means we can be hands-on from day one, getting to know our customers and their businesses intimately. By your side, our expert teams adapt quickly to make innovative and viable outcomes at speed. Delivering ahead of your expectations.

That's how we make value, working with you to take full advantage of the opportunities of technology.



Sogeti logo

Our logo is the most vital and visible element of our brand. It's our trademark, identifying us as a modern, progressive organization while upholding our heritage and history. It provides our customers and prospective customers with a guarantee of quality and excellence.

The logo comprises four elements:

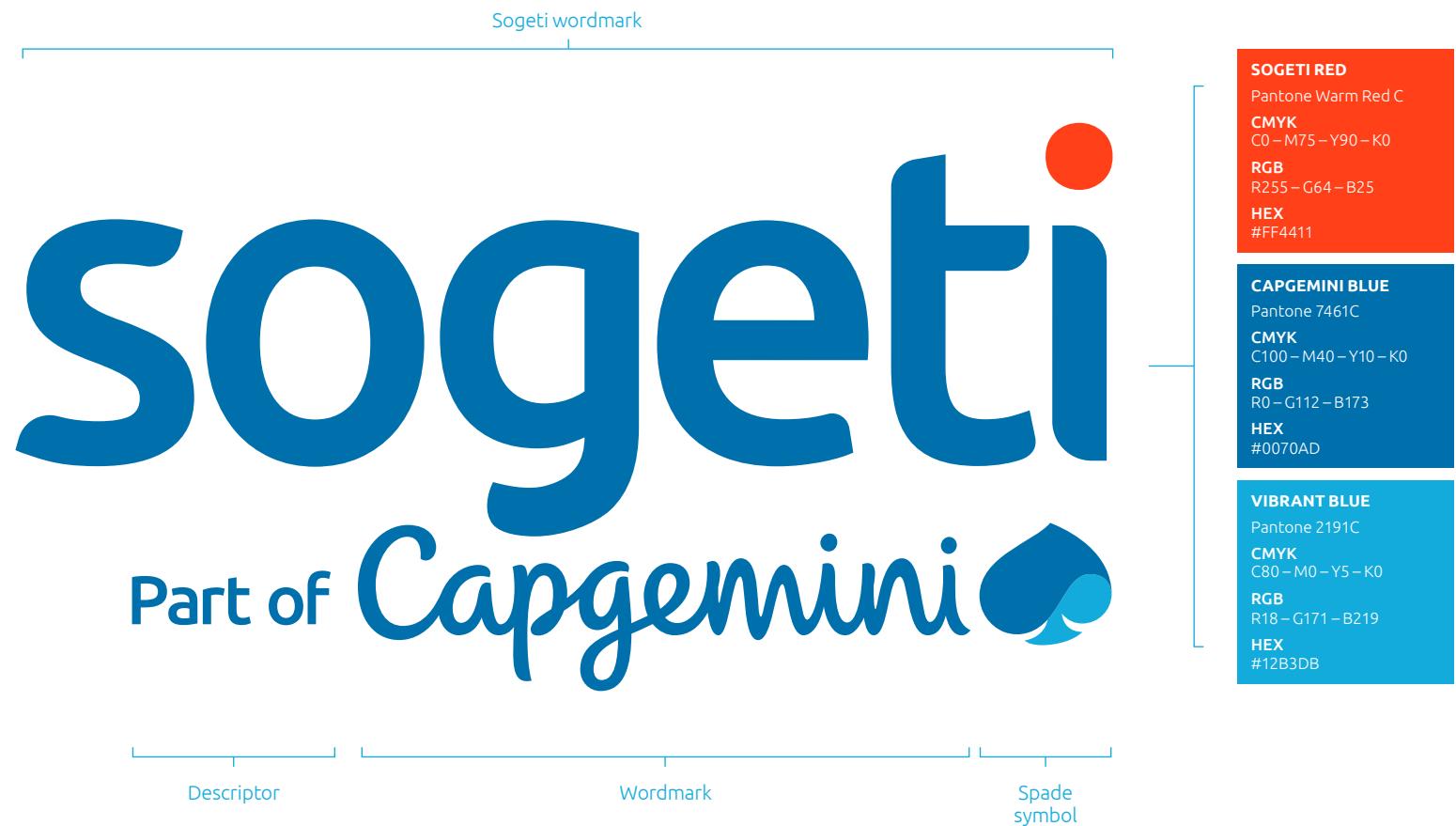
- the Sogeti 'wordmark',
- the Capgemini 'wordmark',
- the 'spade' symbol
- and descriptor text.

The logo uses the blues from our primary color palette, whilst retaining the Sogeti red, providing a link back to our heritage.

Note: The Sogeti red is only permitted for use in our logo and not available in our visual identity's color palette.

Writing our name

When writing our brand name always use title case, ensuring the 'S' of Sogeti is uppercase.



Sogeti logo versions

Different versions of our logo are required to ensure consistency across our own and third party communications.

Where possible you should always use the full color version of our primary logo; however when production restrictions impair our logo's quality refer to one of our single colour logo variants shown here.

Whatever the dimensions of your application, never use our logo smaller than 25mm/160px wide.

Special use logo

The primary logo should always be used where possible. However, the format of some applications, like a pen for example, may make it impossible to adhere to our primary logo's minimum size rules. In these instances our special use logo is available.

Single color variants of the special use logo have been created and all variants of this logo should never be used smaller than 50mm/325px wide.

Primary logo



Primary logo – Black



Primary logo – White



25mm in print
160px on screen



Special use logo



50mm in print
325px on screen



Sogeti logo usage

The same sizing and positioning principles for the Capgemini logo apply to the Sogeti logo.

Preferred logo size

The correct size for our logo has been set for commonly used formats:

A5 – 148x210 – 30mm
 A4 – 210x297 – 42mm
 A3 – 297x420 – 60mm
 A2 – 420x594 – 85mm
 A1 – 594x841 – 120mm

Different formats

To work out the size of the Sogeti logo simply measure the width of your canvas and add the height measure; then divide the result by 12.

With either horizontal or vertical extreme formats use a visually appropriate logo size.

Exclusion zone

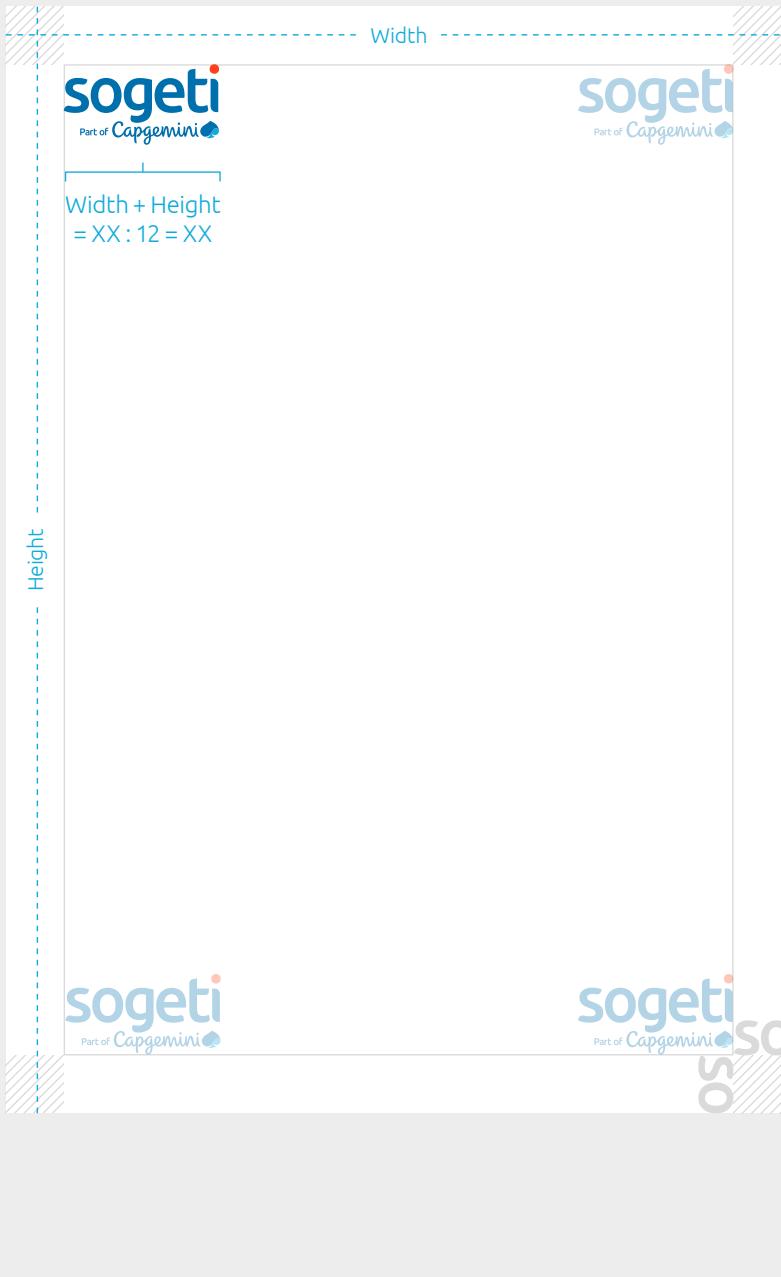
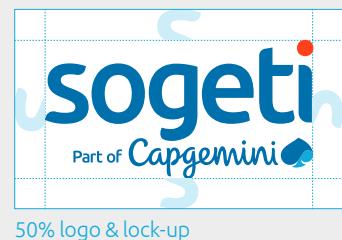
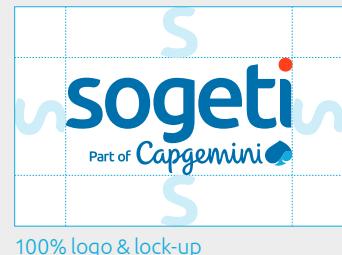
To ensure the integrity and impact of our logo we keep it prominent and clearly visible, by allocating an exclusion zone which is defined by the height of the 's' from the Sogeti wordmark.

50% – 25% signage logo lock-up:

Whenever possible the 100% logo lockup should be incorporated.

However if the logo needs to be increased on specific sign types these exclusion zones can be utilized.

For example, on a Tenant Replacement Panel, the logo may not be visible when using the 100% exclusion zone.



AW Always use master artworks supplied

Logo positioning

On printed communications it is important to place our logo where it is most prominent.

Our preferred logo position is either top left or right. However the bottom corners can also be used if the circumstances dictate them to be the best position. When positioning our logo please adhere to our exclusion and sizing rules.

To best work out the position of the logo on any given format, simply use the width of the letters 'so' for both X&Y axis as reference. This will give you an indication of where to place the logo as seen in the diagram.

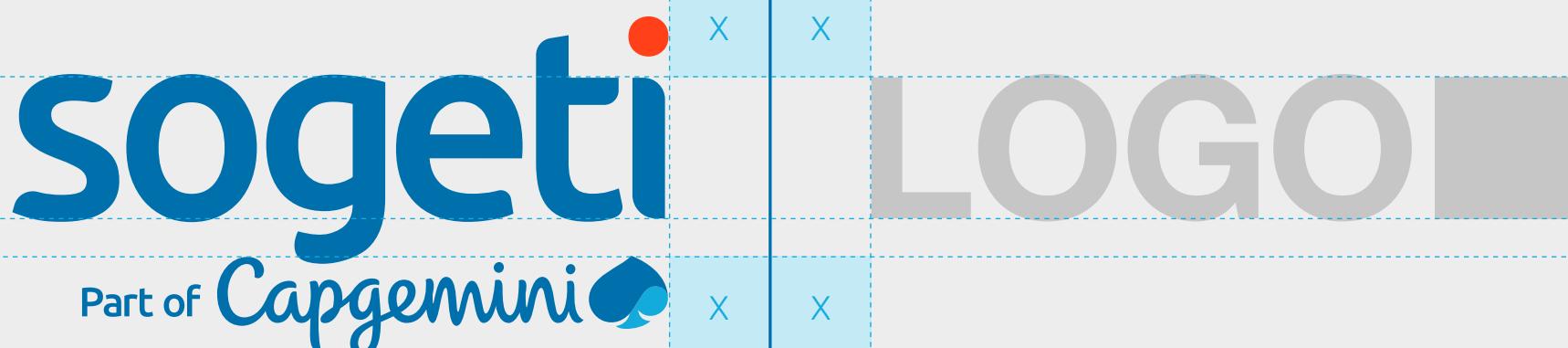
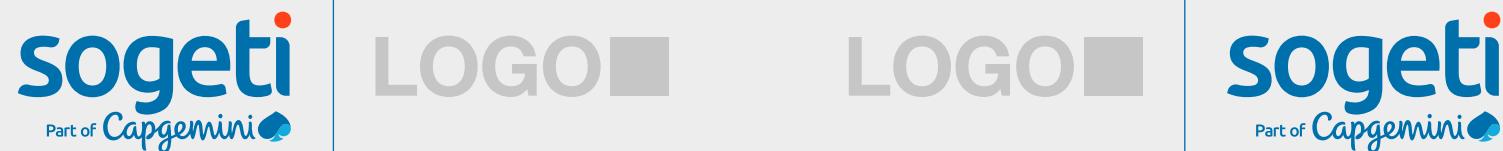
If co-branding materials, follow the same principles for Capgemini; ensure our logo comes first and remains prominent against the partner brand(s).

Co-branding

When co-branding materials, take care to ensure our logo comes first and remains prominent against the partner brand(s).

Below shows how logos should be presented with our own. The partner logo should sit on the same baseline as shown below and be separated by the defined clearspace measure. A line will separate the two logos to create more clarity and distinction.

When presenting logos with our own consider the degree of impact the partnering logo creates. Ensure that it doesn't visually dominate and take prominence over the Sogeti logo.



Sogeti brand shapes

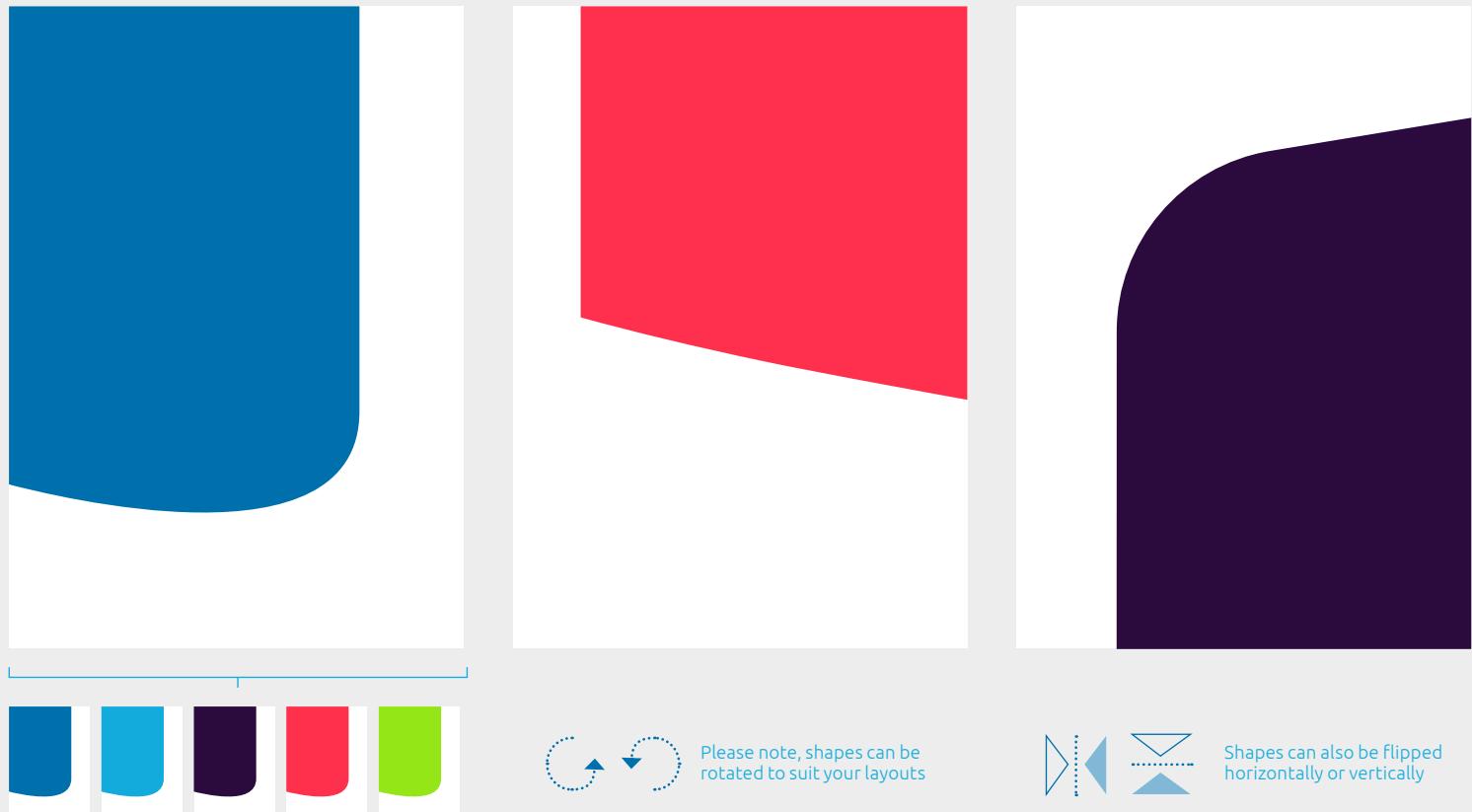
We have three brand shapes that have been derived from our wordmark, creating a distinctive look for Sogeti whilst still continuing to capture our flexibility and precision.

Much like the brand shapes of the Capgemini visual identity, these shapes come in a number of colors and can be rotated and flipped as required to serve as a canvas for illustration or a holding shape for typography.

When creating a composition with our brand shapes, it is important to take a holistic approach, considering how all the elements work together.



AW Always use master artworks supplied



Our brand shapes are available in all the colors from our color palette



Please note, shapes can be rotated to suit your layouts



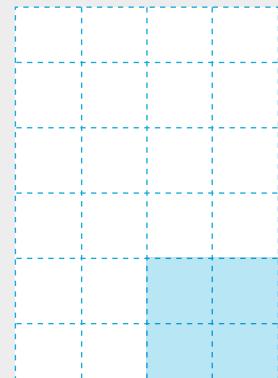
Shapes can also be flipped horizontally or vertically

Sogeti brand shape usage

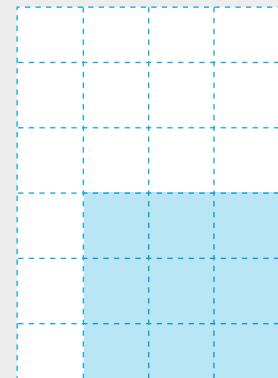
The brand shapes can be scaled and cropped to create a volume perfect for your required communications.

The brand shapes can be cropped and scaled across to three volumes. Please follow the recommendations in the diagrams shown here. When using a landscape format, the same principle is applicable.

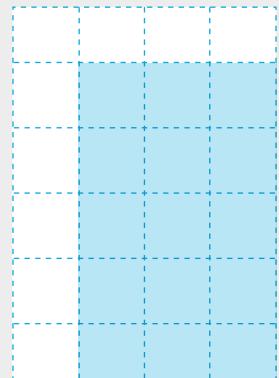
Small size



Medium size



Large size



Examples



Brand typefaces

Our use of typography gives us the ability to make words on a page become more than just a message. Through scale and different weights we can inform, involve and engage our audiences.

We have paid careful attention to ensure our typographic system can give you the flexibility to make words communicate more effectively with pace and difference.

Whilst Ubuntu remains our brand typeface, an additional cut, Ubuntu Mono, has been introduced as our typeface for use in primary headlines at the top tier of our messaging hierarchy.

It can be used in two weights, whilst the four weights for Ubuntu remain. Please refer to page 11 for further typographic principles.

Please note, only download Ubuntu Mono and Ubuntu from our Intranet.

For use in headlines

Ubuntu Mono

Regular
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

!@#\$€%&*()_+|:"<>?.,
0123456789

For use in body copy

Ubuntu

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

!@#\$€%&*()_+|:"<>?.,
0123456789

Light
Regular
Medium
Bold

Typographic principles

To ensure headlines and body copy remain legible and clear we have typographic principles detailing their specifications.

These principles are for guidance only, and are created to work in the majority of situations. However, leading and tracking may differ when working with extreme sizes or on a particular format. We suggest that the guidance shown here is the starting point and should be adjusted to best communicate the message in the particular format.

Primary headlines

All primary headlines should be set in Ubuntu Mono, following the typesetting principles detailed on the right. We are open and flexible with the choice of weight for headlines – the only thing you need to ensure is that our communications remain sophisticated.

Examples of primary headlines include the headline on a brochure cover, large headline on a divider page, the main headline of advertising and homepage carousel headlines. These types of headlines sit at the top tier of our messaging hierarchy and are subsequently limited in their number of instances. This means that Ubuntu Mono should be used sparingly, always with care and consideration.

Supporting headlines and body copy

Headlines beyond the top tier should be set in either Ubuntu Medium or Bold whilst body copy should be set in either Ubuntu Light or Regular.

Primary headlines

Ubuntu Mono
Bold or Regular
44pt size

43pt leading

Headlines should be balanced with body copy.

Spacing between words is set at -200pt

Tracking between letters is set at -10pt

Body copy

Ubuntu Light
9pt size

11pt leading

Slightly negative tracking and sufficient leading ensures body copy is legible and clear even if the size changes.

Examples only. Not to scale

System typeface

In situations with no access to our primary brand font we have an alternative system typeface that has universal accessibility.

Verdana was designed to be readable at small sizes on a computer screen. The lack of serifs, large x-height, wide proportions, loose letter-spacing, large counters, and emphasized distinctions between similarly-shaped characters are chosen to increase legibility.

Verdana is a system font, meaning that it is present on the vast majority of computers and can be relied on in almost all business situations. It should not need to be purchased. We use three basic styles; Regular, Italic, and Bold.

The bold weight is very bold, so we use it sparingly; see if a different size or color could work.

Regular
Italic
Bold

verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

!@#£\$€%&*()_+|:"<>?.,
0123456789

Color palette

This page displays our primary and secondary brand colors and their respective color breakdowns.

Our primary color palette consists of two colors; Capgemini Blue and Vibrant Blue.

Our secondary color palette consists of three colors; Deep Purple, Tech Red and Zest Green.

We use Gray as the background color for illustrations on covers. Furthermore, white space should feature heavily within our identity.

We also have an additional color palette to be used for Infographics. Please refer to this in the Infographics section further in the document.

CAPGEMINI BLUE

Pantone 7461C
CMYK C100 – M40 – Y10 – K0
RGB R0 – G112 – B173
HEX #0070AD

DEEP PURPLE

Pantone 2695C
CMYK C80 – M100 – Y0 – K60
RGB R43 – G10 – B61
HEX #2B0A3D

TECH RED

Pantone 710C
CMYK C0 – M90 – Y50 – K0
RGB R255 – G48 – B76
HEX #EF304C

ZEST GREEN

Pantone 2300C
CMYK C50 – M0 – Y100 – K0
RGB R149 – G230 – B22
HEX #95E510

GRAY

Pantone Cool Grey 1
CMYK C0 – M0 – Y0 – K10
RGB R236 – G236 – B236
HEX #ECECEC

WHITE

CMYK C0 – M0 – Y0 – K0
RGB R255 – G255 – B255
HEX #FFFFFF

Infographics color palette

When we use our colors to convey information and data in charts and diagrams, we often need to represent a lot of information so we have expanded our color palette to retain clarity.

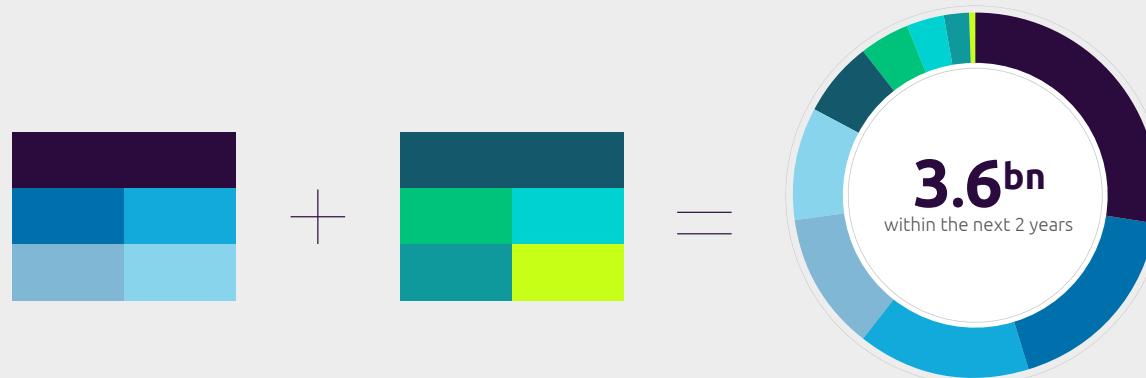
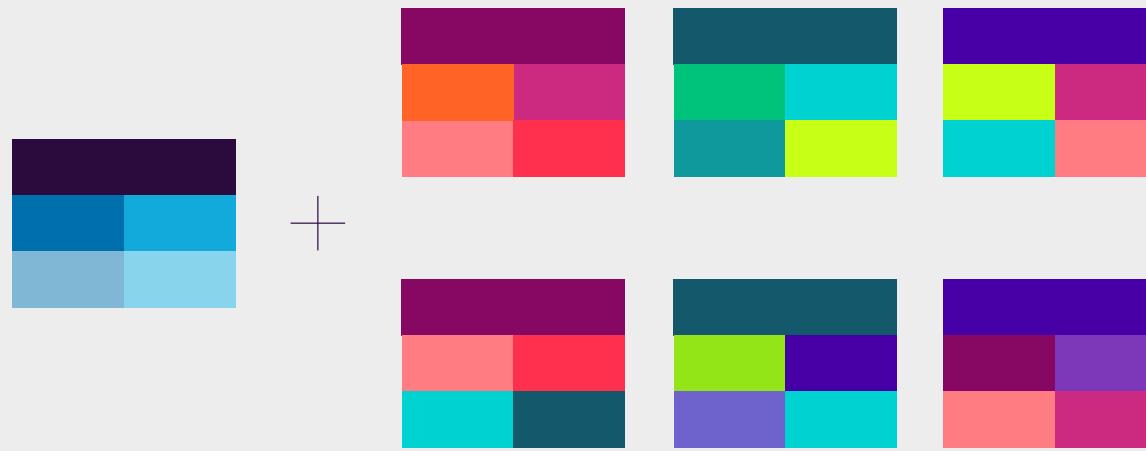
	CAPGEMINI BLUE (50%) CMYK C50 - M20 - Y5 - K0 RGB R128 - G184 - B214 #80B8D6	VIBRANT BLUE (50%) CMYK C40 - M0 - Y3 - K0 RGB R136 - G213 - B237 #88D5ED	BRIGHT GREEN CMYK C32 - M0 - Y100 - K0 RGB R200 - G255 - B22 #C8FF16	GREEN CMYK C72 - M0 - Y67 - K0 RGB R0 - G195 - B123 #00C37B	DARK GREEN CMYK C88 - M47 - Y40 - K29 RGB R21 - G89 - B107 #15596B
BRIGHT AQUA CMYK C67 - M0 - Y27 - K0 RGB R1 - G209 - B208 #01D1D0	AQUA CMYK C79 - M17 - Y40 - K2 RGB R15 - G153 - B156 #0F999C	ORANGE CMYK C0 - M72 - Y84 - K0 RGB R255 - G99 - B39 #FF6327	PEACH CMYK C0 - M64 - Y36 - K0 RGB R243 - G125 - B131 #F37D83	LIGHT CLARET CMYK C18 - M93 - Y7 - K1 RGB R203 - G41 - B128 #CB2980	CLARET CMYK C51 - M100 - Y20 - K14 RGB R134 - G8 - B100 #860864
BRIGHT PURPLE CMYK C71 - M65 - Y0 - K0 RGB R109 - G100 - B204 #6D64CC	PURPLE CMYK C71 - M82 - Y0 - K0 RGB R126 - G57 - B186 #7E39BA	DARK PURPLE CMYK C91 - M93 - Y0 - K0 RGB R71 - G1 - B167 #4701A7		Refer to brand colors details page 13	

Infographics color groups

For simple charts, you can use colors which harmonize with your layout. However when you need to represent a lot of information or elements then we use our color palette in a sequence of paired groups.

The groups shown here demonstrate how they can be used ensuring there is enough contrast between the different elements of a chart or diagram.

Start with the Blue/Purple grouping and then pair it to one other group shown here. Use as few colors as possible – by grouping data into types you can limit the number of colors used.



Brand in detail

Illustration style overview

Illustration is a core element of the Sogeti visual identity, helping us to visualize the ways in which we work and how the different areas of our expertise come together to create technology solutions of true value.

An isometric perspective gives us a distinctive style, whilst a modular approach where multiple illustrative components can be pieced together provides a simple-to-use system with scope and flexibility.

Light and dark shades of our primary color palette have been introduced to ensure the illustrations work harmoniously with our existing color palette, whilst red accents provide a visual link back to our logo and heritage.

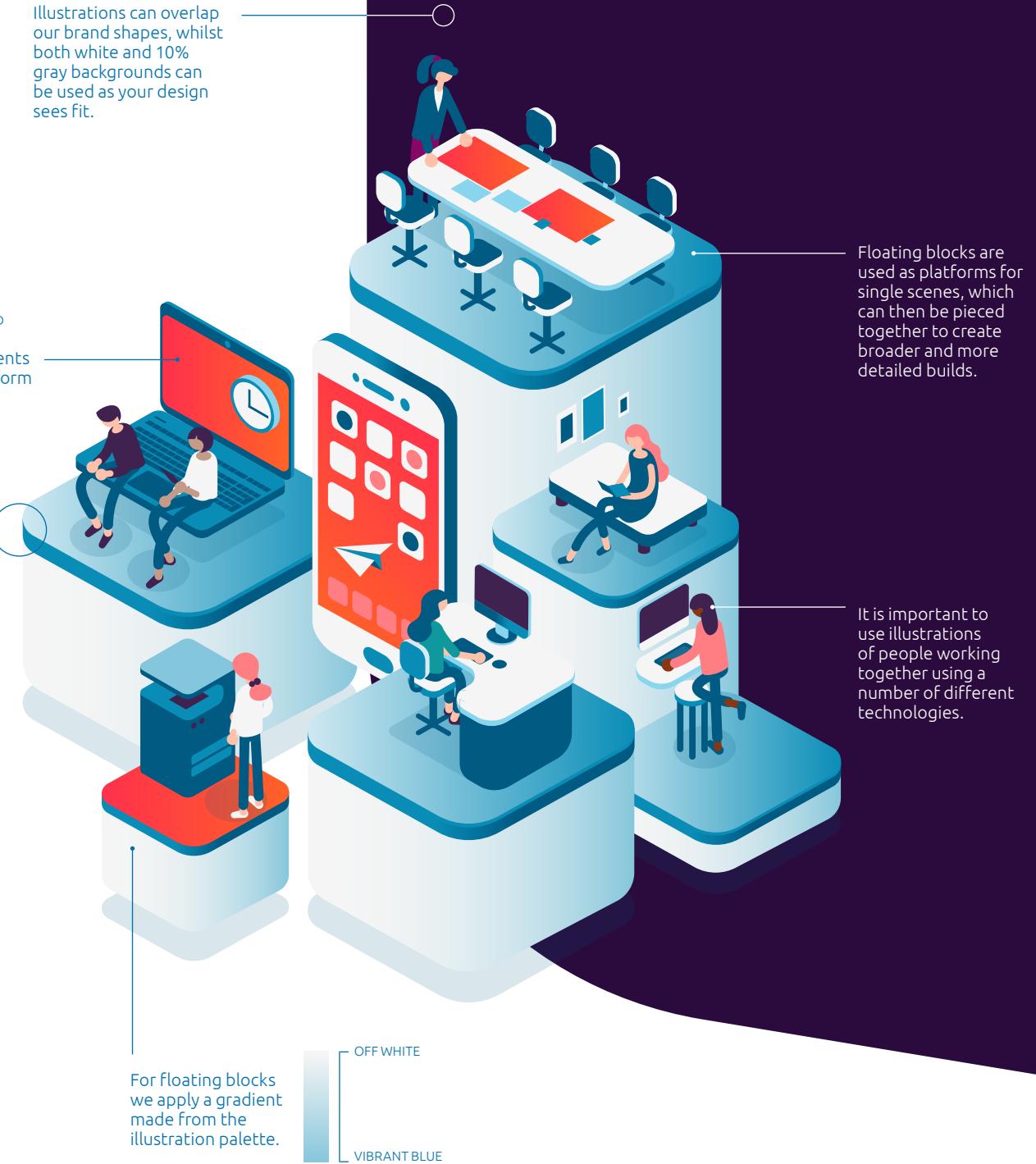
Illustration color palette

CAPGEMINI BLUE - DARK SHADE CMYK C100 – M31 – Y0 – K49 RGB R0 – G90 – B130 #005A82	VIBRANT BLUE - DARK SHADE CMYK C95 – M23 – Y0 – K28 RGB R10 – G140 – B183 #098DB7
DEEP PURPLE - LIGHT SHADE CMYK C20 – M58 – Y0 – K69 RGB R64 – G34 – B80 #402250	BROWN CMYK C0 – M60 – Y86 – K46 RGB R137 – G55 – B19 #893713
OFF WHITE CMYK C0 – M0 – Y0 – K5 RGB R245 – G245 – B245 #F5F5F5	CAPGEMINI BLUE - DARK SHADE 15% OPACITY USED FOR SHADOWS



Our illustration color palette consists of our infographics palette and the newly introduced light and dark shades. This creates a palette that works harmoniously with our core color palette and ensures legibility of illustrations. The palette has also been designed to work on both white and our 10% gray backgrounds.

Illustrations can overlap our brand shapes, whilst both white and 10% gray backgrounds can be used as your design sees fit.



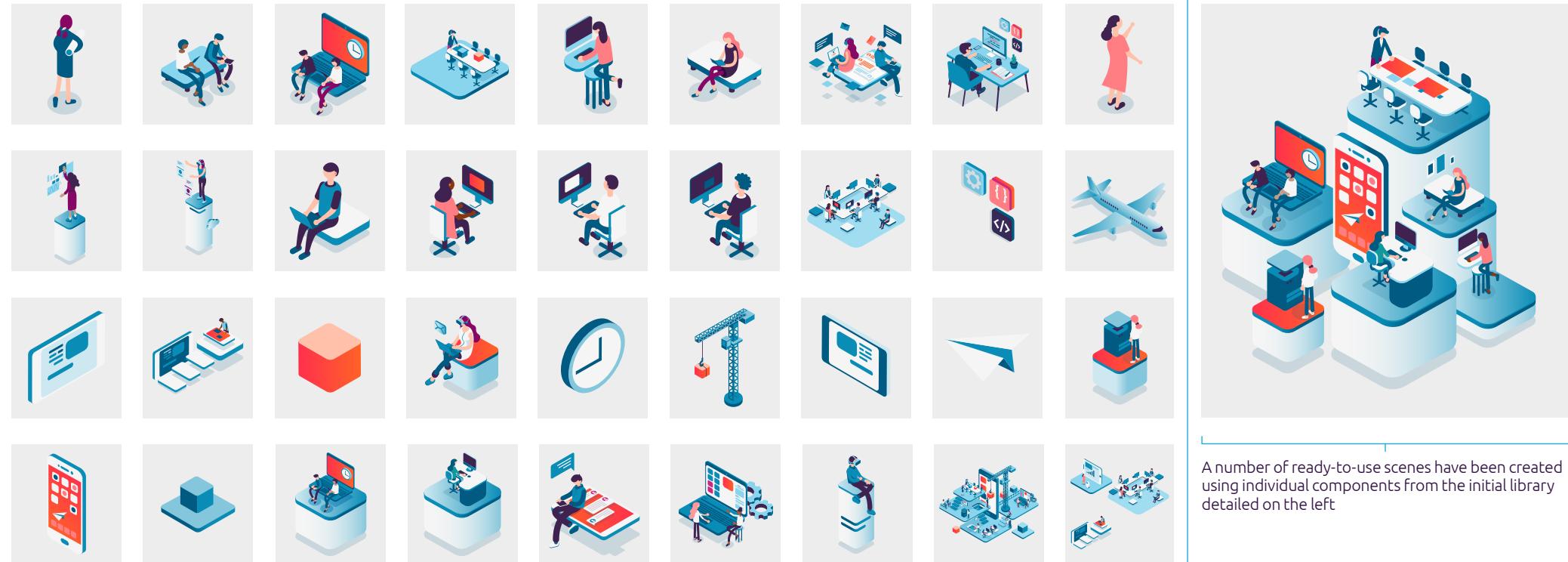
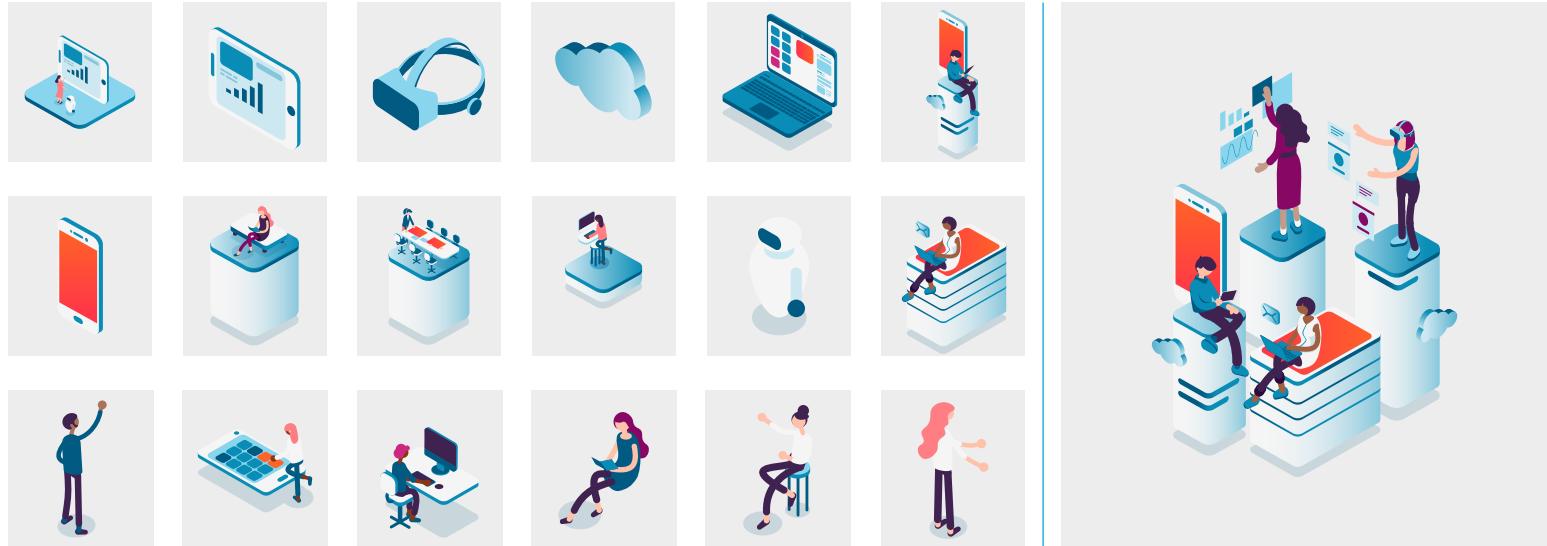
Brand in detail

Illustration components

Sogeti's brand illustration style employs a modular approach. This provides a simple system with the scope and flexibility to create any number of custom illustrations tailored to your topic areas.

Over time, the library of illustration components can be expanded, creating an exhaustive library for any topic area.

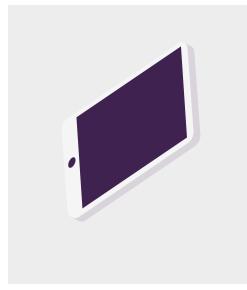
The brand team must always be consulted before introducing any new illustration components.



A number of ready-to-use scenes have been created using individual components from the initial library detailed on the left

Illustration component usage

Individual components can be used in isolation for very specific topics, or pieced together to build detailed narrative illustrations to support broader messaging.



Individual components

These components can be used on their own, or pieced together to create larger and more detailed illustrations.

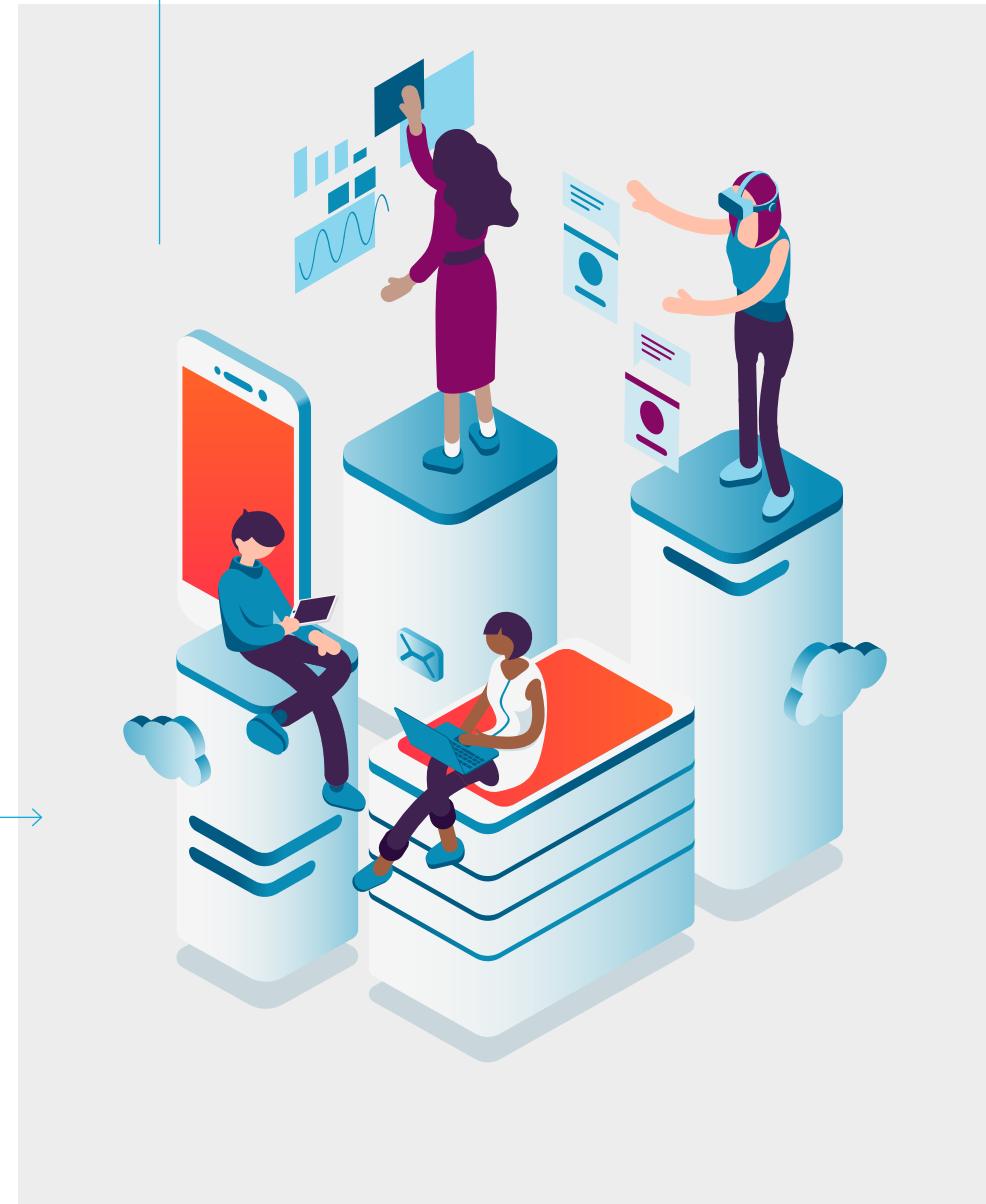


Modular builds

Taking a modular approach, the individual components can be pieced together to build small topic-focused scenes.

Narrative illustrations

Small modular builds can be grouped together to create larger and rich-in-detail narrative illustrations to support broader topic areas.



Supporting photography

To support our illustrations we can use photography to capture our teams at work and their 'maker spirit'. Following these principles will mean our photography always feels considered and true to who we are at Sogeti.

Where possible, always strive to avoid stock photography and use photographs of real Sogetians.

Note:

Photography will never be used on cover pages.



Moments

The moments we look to capture should aid storytelling and support message topics, as well as capturing the 'maker spirit' found within our team. These moments should be captured as they happen, providing a candid look that feels alive and dynamic.



Closeness

Our images should feel like you are there in the room and part of the action. Proximity and a natural viewpoint will help capture this sense of closeness, demonstrating how we understand true value of technology comes from and through people, and the honest and trusted relationships we form.



Shallow depth of field

A shallow depth of field will provide images with a focal point and help give the image purpose.



Context

Capture the environments where we work and the technologies we work with. Showing a range of settings, whether it being our Smart Workspace or a client's offices, helps capture the breadth of our expertise and solutions.

Brand in detail

Balancing illustration with photography

The hierarchy in the following schematics demonstrate how illustration is our hero imagery, used at a communications' most visible points, whilst photography is used in support.

Illustration is used at the most visible levels

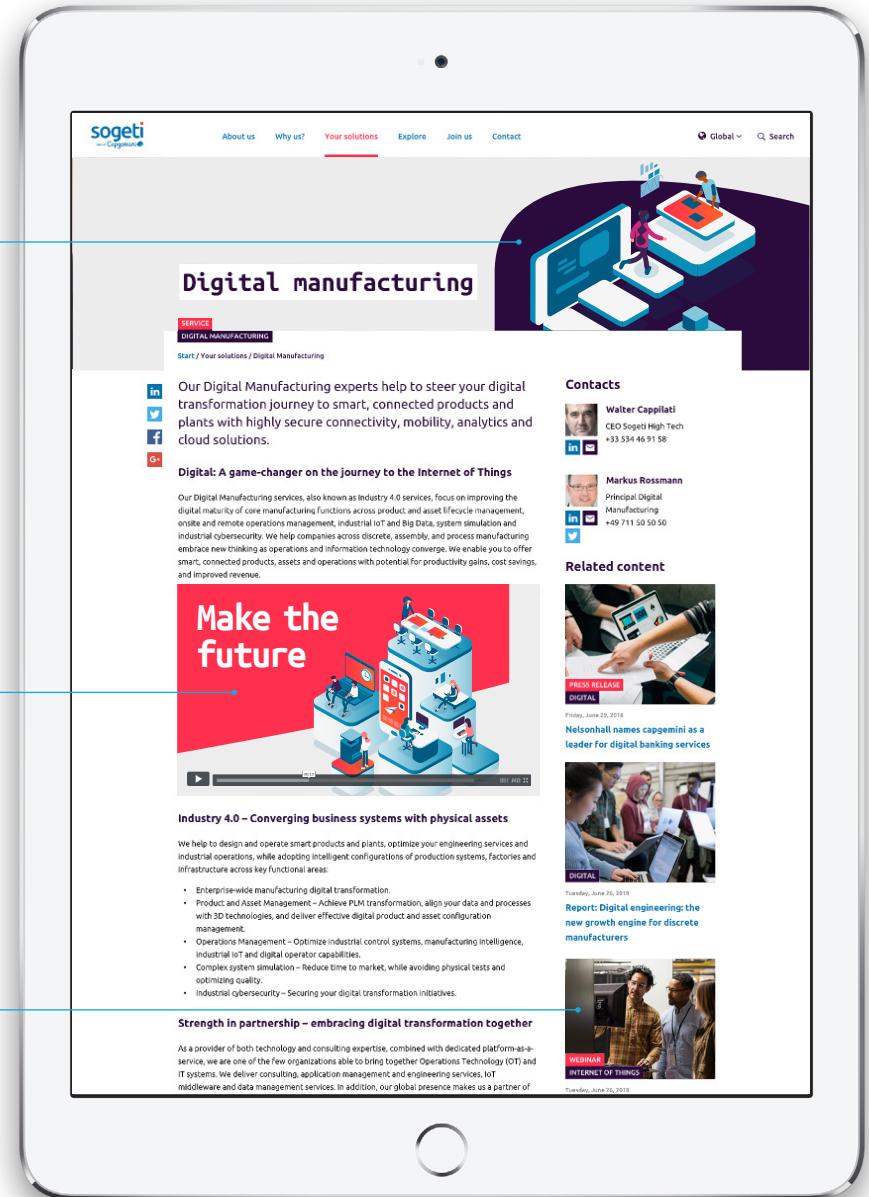


Photography is used in support at a deeper level

The web pages found at the higher levels of our site architecture should use illustration within the header image area

Our illustrations should be used in animations; another example of high-profile communications

Content found at the lower levels of our site architecture can use photography to support the use of illustration



Icons

Our icons are distinctive and allow us to communicate in shorthand. But in order for them to succeed they need to be used consistently.

Icons aid navigation and clearly signpost content. They are singleminded, simple and immediately recognizable for the subjects they represent.

The strength of our icons lies in their ability to communicate a message quickly and concisely. It's vital for an icon to be recognized for only one meaning/function, so don't use icons for more than one role.



Creating our icons

Our icons provide our infographics with clarity and simplicity. You may need to create your own icon if and when the appropriate one can't be found. Our icons can be created by following a clear set of principles. These principles ensure all our icons are consistent in appearance and work as a family unit.

Always start with background shape and then apply only the bare minimum of detail necessary for recognition.

Our icons use a maximum of three colors. The icon itself should be white and must mimic the form of our spade symbol and have one precise corner. Highlights and small detail elements e.g. keyhole, can be colored in any of our colors.

Grid template

Our icons are drawn on an 18-square grid template with each square representing 1 pixel. This will ensure we achieve consistency across the icon suite no matter what size they are used. Our optimum icon size has been set to a minimum of 18 pixels.

Clearspace

Always adhere to the clearspace as indicated opposite.

Outlines

Outlines must be equal to 1 square of your grid template.

Inner highlight

Where possible ensure the final icon includes a small highlight colored element.



Minimum height
18px



Brand in action

Tailoring the 'volume' of our visual assets

On Thought Leadership we use illustrations sparsely, applying single modular components of the library.

On Marketing and Sales covers, illustrations are grouped together to form larger and rich-in-detail narratives to support broader topic areas.

Thought Leadership



Marketing, Sales Covers



— No illustration

Heavy illustration +

Printed materials

The following examples capture how all the elements come together across printed materials.

Clarity and high-value can be captured through the use of ‘white-space’ and a ‘less is more’ approach. This approach extends to infographics, where only simple charts, graphs and big numbers should be used, removing the use of illustrated elements.



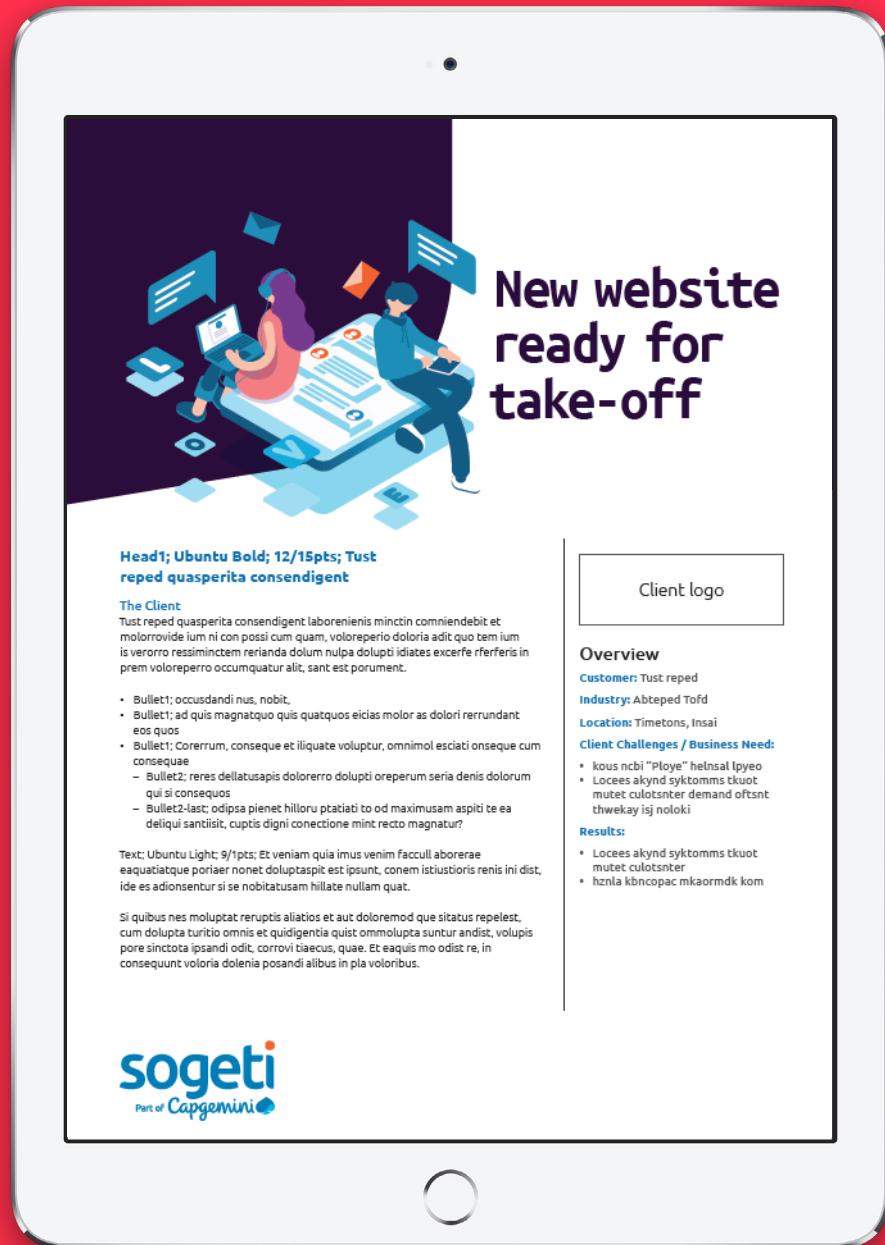
Social media

The following examples capture how all the elements come together across social media.



Case studies

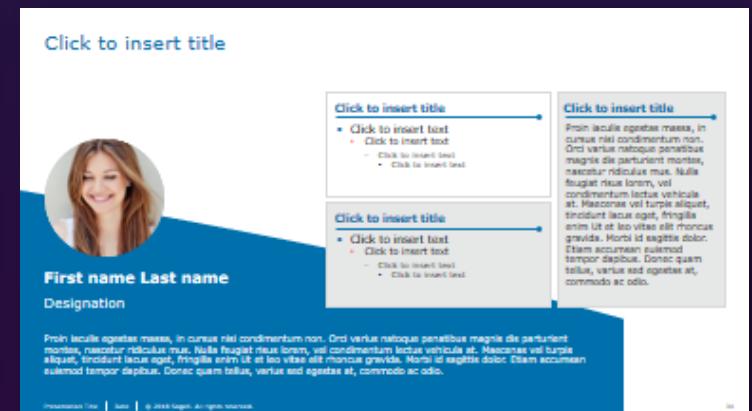
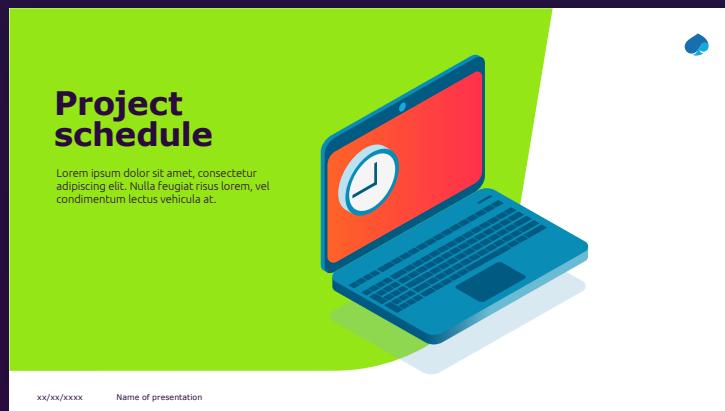
The following examples capture how all the elements come together for case studies.



Brand in action

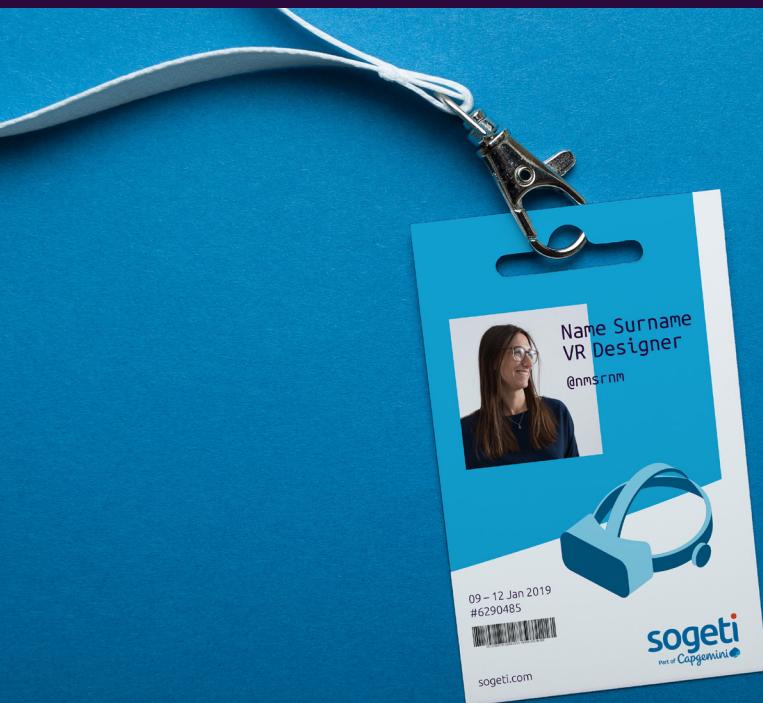
PowerPoint

The following examples capture how all the elements come together across PowerPoint.



Event materials

The following examples capture how all the elements come together across event materials.



Contact details

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