

peo.com

Corporate Identity Reference Guide

for Interpreting, Applying and
Maintaining the Peo.com Brand



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The following Brand Standards serve as a guide to maintain the integrity and presentation of the Peo.com name, and identity.

As one of the company's most valuable assets, it is important that we consistently present our brand across all forms of usage, including both external and internal.

This guide serves as an overview of key brand principles and design structure, including logo, colors, graphic elements and layout.

Please direct questions to:

Shuaib Rushdan
shuaib.rushdan@peo.com



Logo Usage

Peo.com Corporate Signature (Logo)

The Peo.com logo should be used in all web, print, signage and environmental graphic applications.

Presentation in Text

When used in text, initial caps should be utilized so that the first letter in each word of Peo.com is lowercase.

The logo is comprised of one element:

Logotype



peo.com

Correct Logo Usage and Requirements

The Peo.com logo is preferred be used against white. Care should be exercised when using the logo on a color or photographic background, an overly complex background texture, or a colored background that provides inadequate contrast.

Ensure clear space is maintained.

The Peo.com logo should always be reproduced in 2-color, 4-color process or in black-and-white. Color integrity in reproduction is important. Always match color swatches when printing or reproducing the logo.

The Peo.com logo must be used as flat artwork only. No animating, morphing, three-dimensional effects or other manipulation of the logo is permitted without approval.

Do not alter, modify, recreate or scan the Peo.com artwork. Always use original camera-ready or electronic artwork as it is provided.

The logo consists of the text 'peo.com' in a lowercase, sans-serif font. The 'peo' is in black, and the '.com' is in a dark purple color.

Logo in two-colors:
100% Black and Pantone 7662C

The logo consists of the text 'peo.com' in a lowercase, sans-serif font, entirely in black.

Logo in black

The logo consists of the text 'peo.com' in a lowercase, sans-serif font, in white, set against a solid black rectangular background.

White or "reversed" logo

Minimum Size & Clear Space

In order to maintain readability, the minimum width of the logo is 1.25 inches (200 pixels for website usage). When presented at its smallest size, a locked-up tagline should not be used.

For the majority of Vensure marketing materials, the preferred size of the logo is 1.8 inches (350 pixels for website usage).

To protect the logo's legibility, do not place text, graphics, images or other competing elements within the clear space. The clear space is measured by the lowercase 'e' from 'Peo.com' in the logotype.

1.25" wide minimum


1.8" preferred size




Incorrect Usage

Proper presentation of the Peo.com family of logos must be maintained at all times. Examples presented here encompass a wide range of common misuses, though not every scenario is represented.

If you have any questions regarding the use of the logo, please contact Shuaib Rushdan at shuaib.rushdan@peo.com



DON'T use colors other than PMS 166 and 80% black



DON'T recolor the icon or wordmark



DON'T place the logo on a competing background



DON'T add a drop shadow



DON'T distort the logo by stretching or condensing it



DON'T outline the logo



DON'T make the dot "." a color when using a reverse logo



DON'T rotate the logo



DON'T reposition the logo



DON'T emboss or use special effects



DON'T recreate the logo



Graphic Elements

Color Palette

The psychological aspect of brand colors is one of the most important parts of defining a brand. Colors can affect how consumers perceive the brand’s personality, as well as how they develop perceptions about the brand and what it stands for.

To ensure a cohesive and consistent brand, it is essential that colors are reproduced as accurately as possible. The PANTONE(C) colors below should always be matched across any application.

The proper primary and secondary palettes are provided on this page. For 4-Color Process printing, refer to the CMYK (cyan/magenta/yellow/black) values shown here. For on-screen and web applications (PowerPoint, video, broadcast, websites, intranets, extranets), refer to the RGB/HEX values specified. For screen printing (printed t-shirts), always refer to the PANTONE® colors.

Additional colors outside the primary and secondary palettes should never be used in conjunction with the Peo.com logo.

The primary color is
Pantone 7662 C

The secondary colors of the palette are complementary to the primary palette. These colors may be used to add emphasis and impact to online and print communications.

PRIMARY COLOR



SECONDARY COLORS



	PANTONE 7662 C	PANTONE 559 C	PANTONE 425 C	PANTONE 109 C	PANTONE 319 C	PANTONE 1925 C	PANTONE 2746 C
PANTONE	7662 C	559 C	425 C	109 C	319 C	1925 C	2746 C
CMYK	60 88 18 3	33 10 29 0	0 0 0 80	0 10 100 0	81 12 29 0	0 98 46 0	100 88 0 10
RGB	124 65 130	173 201 184	108 111 112	254 209 0	63 207 213	250 4 81	33 36 146
HEX	#7D4182	#ADC9B8	#6C6F70	#FED109	#3AC1CC	#E61A4F	#2B3484

Note: The C stands for coated. There are not coated inks, but coated substrates. Colors will look different on a coated substrate versus an uncoated one.

Typography

Typography plays an important role in communicating an overall tone and quality. A careful use of typography reinforces our personality and ensures clarity and harmony in all communications.

Primary Corporate Font

Playfair Display helps to inject classic, but contemporary energy into the entire corporate look. It was selected as the primary corporate typeface for all office documents, as well as all professionally printed visual communications. Approved weights and styles are shown below.

Playfair Display Regular

Playfair Display Italic

Playfair Display Bold

Playfair Display Bold Italic

Playfair Display Black

Playfair Display Black Italic

Side Caret Bullet



The side caret is the proper symbol to use for bulleted lists. The side caret can be found in the Glyphs panel in Adobe applications under the Type menu. The caret should be the same size as the font in the list.

Secondary Font

Soleil can be substituted for the primary corporate font in emails, PowerPoint presentations, and Word-related programs.

Soleil Light

Soleil Light Italic

Soleil Book

Soleil Book Italic

Soleil Regular

Soleil Italic

Soleil Semibold

Soleil Semibold Italic

Soleil Bold

Soleil Book Italic

Soleil Extrabold

Soleil Extrabold Italic

Icons

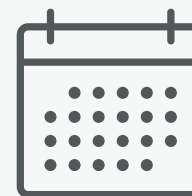
Peo.com has established a specific style for icons used in various design applications to enhance storytelling.

Icons selected for use should be simple and not overly detailed or complex in nature.

To meet general business needs, a library of priority icons has been created that may be colorized in any of the approved values of the Peo.com brand palette. Utilization of these icons is encouraged whenever possible to avoid duplicates and variants.

When multiple icons are used, they should all reduce to the same size to keep line weight consistent.

If you need an icon for something not represented in our library, please submit a request to Shuaib Rushdan at shuaib.rushdan@peo.com as icons require brand approval and must not be created independently.



Photography

The style of our photography is characterized by engaging, professional interactions emphasized with a sense of partnership and collaboration.

Photography representative of business owners, their employees, and interactions with presumed 'Peo.com' employees should feature uncluttered backgrounds, natural light, and small depth of field. Imagery should not appear posed or overly artful, but engaging, warm and professional.

When needed, select images with appropriate negative space to accommodate copy or headlines.

To build brand frequency, leverage the use of primary photos (i.e., brochure cover shots, trade show images), across other applications (i.e., social media, Sales PowerPoint, website) to further burnish the association with the Peo.com brand.





Design Examples

Standard Flyers

- › 8.5x11
- › One-sided
- › Photo with double curved bottom at top
- › Dots at bottom left corner under curve in category accent color or secondary color
- › Purple border curve

Headline Specifications

- › Headline font size is 28pt over 32pt leading
Playfair Display Font Extrabold
- › Subhead font size is 18pt Soleil Bold
- › Header 3 font size 10pt, Soleil Bold all uppercase



Remote **Onboarding**

Whether your business operates fully remote or you simply offer remote onboarding options, it can be overwhelming to ensure all new hires have a smooth start. Here is a simplified remote onboarding checklist to alleviate some of the stress.

Before the First Day

- ✓ Confirm employee's start date, time, and expectations
- ✓ Send employee new-hire paperwork (i.e., Form I-9, Form W-9)
- ✓ Order tools, resources, and other necessary equipment for the employee
- ✓ Add employee to meetings, calendars, email distribution list
- ✓ Address any employee questions or concerns

WORKSTATION TOOLS, RESOURCES, AND SET UP

Check with the employee to ensure they have:

- ✓ A designated work area with comfortable, ergonomic equipment
- ✓ Access to reliable Internet
- ✓ Set up phone and other communication services to effectively connect with the designated team

info@peo.com / peo.com

 PEOLY-Remote Onboarding Checklist ©2020 Peo.com



Employee **Benefits 101**

Employee benefits have drastically changed over the years with employers relying heavily on them as recruiting and retention tactics. In fact, over half (51%) of employers predict employee benefits will be primarily used to retain employees in the next three to five years.¹ Here are employee benefits to consider in your benefit offerings.

Covering the Basics



Medical

Most employers who offer benefits have a major medical plan that offers some variation of a designated insurance provider and a couple of plan options (i.e., PPO, HSA, FSA).



Dental


Dental coverage is typically a voluntary benefit offered by employers that typically provide basic coverages (i.e., preventive care, such as routine cleanings and annual x-rays).



Vision

Vision benefits are commonly voluntary benefits as well. Expenses covered usually include routine eye exams, as well as eye glass and contact lenses prescriptions.

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 PEOLY-01 Benefits ©2020 Peo.com

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Guides & Booklets

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Headline Specifications

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- › Header 3 font size 10pt, Soleil Bold all uppercase



Signature Footer

The signature footer shall retain the same composition on all collateral.

Do not alter the signature by adding additional social media icons, changing the email address or adding extensions to the website address.

Phone number, company name, and logo to change per respective division partner.

Order number and copyright to change per specific item and year created.

.5pt rule at 50% of the gray in the color palette can be used above signature to separate it from collateral content if necessary.

info@peo.com / peo.com



PEOFLY-EE Benefits ©2020 Peo.com

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