

TEKsystems Brand

# Style Guide

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SECTION 1.0

# Corporate Foundation

## Corporate Terminology

Our brand can be expressed in four different ways, each identified by a unique term. Each one of these is a platform for the brand characteristics because each one begins with the word TEKsystems, the master brand.

### Master Brand

The word TEKsystems by itself is the overarching identifier for everything we've done, what we're accomplishing now and our vision for the future. The word and mark by itself is therefore called the master brand.

### Sub-brand

The TEKsystems brand is often linked with one of our primary classifications of services, creating our sub-brands. Example: TEKsystems Global Services® or TEKsystems® Education Services<sup>SM</sup>.

### Co-offering

The TEKsystems brand can also be linked with discrete products or services. Example: TEKsystems® Time and Expense.

### Co-brand

Finally, the TEKsystems brand can be linked with the actual brand logo or brand icon of another company or organization we partner with. This is called a co-brand. Example: TEKsystems / Aerotek or TEKsystems / Allegis Group.

# Corporate Naming Structure

It's important that the name of the company be referred to correctly and consistently, in accordance with the communication platform.

## TEKsystems

This is the complete official name of the company. It is only correct with this precise capitalization and lower-case combination. In all written materials (other than legal statements, as detailed below), the company should be referred to as TEKsystems. This includes formal and informal letters, emails, presentations, marketing and recruiting communications.

## TEKsystems, Inc.

TEKsystems, Inc. should be used only in printed legal documents such as contracts, disclaimers or any written "legalese" in proposals, etc. TEKsystems, Inc. is the name of the legal entity. It is not a more formal way to refer to TEKsystems. It should not be used under any circumstances other than for legal purposes, not even as part of the company mailing address.

## Sub-brands

When referring to a TEKsystems sub-brand, use the word TEKsystems® followed by a space and then the name of the primary service, using initial caps, as follows: TEKsystems Staffing Services<sup>SM</sup>, TEKsystems Global Services®, TEKsystems Education Services<sup>SM</sup>. Registered trademark symbols (®) and service mark symbols (<sup>SM</sup>) only need to be referenced in the first mention in written text.

## Co-offerings

When referring to a TEKsystems co-offering, use the word TEKsystems® followed by a space and then the name of the co-offering with appropriate trademarks, using the upper- and lower-case and word space conventions employed in the co-offering logo, such as: TEKsystems® Time and Expense. Registered trademark symbols (®) and service mark symbols (<sup>SM</sup>) only need to be referenced in the first mention in written text.

## Co-brands

When we enter into a deep working relationship with another company or organization, the TEKsystems brand can be linked with its brand logo or brand icon when the goal is to position the partnership as a single entity. This type of strategic relationship is referred to as a co-brand. Some examples are: TEKsystems / Aerotek and TEKsystems / Allegis Group. These co-branding principles also help to articulate the relationship and guide who we should co-brand with since only certain companies meet our criteria, which are driven by our business strategy and core values.

## Corporate Acquisitions

### Transition Period

When we acquire another company, there is typically a transition period when we align our brand with the acquired company's brand. The purpose is to retain the strength and the brand value of the acquired company while creating an affiliation with TEKsystems. As the illustration indicates, the acquired company retains its logo but is endorsed with "A TEKsystems Company" or "A TEKsystems Global Services® Division", depending on how the acquisition is written.

**Acquired Company  
Logo**

*A TEKsystems Company*

**Acquired Company  
Logo**

*A TEKsystems Global Services® Division*

SECTION 2.0

# Brand Positioning

## Corporate Mission

Our mission statement provides the overarching platform and inherent framework for who we are, what we do and why we do it.

*People are the foundation of all we do. With a strong belief in the value of each individual and the power of teamwork, our mission is to advance the personal and professional development of each other, and to empower our clients to achieve their goals.*



## Core Values

Our core values outline guiding principles that support our mission as a company.

### Relationships

Strong business relationships are the foundation of an exceptional service experience. We take every opportunity to understand our clients' businesses and missions, as well as our consultants' skills, goals and interests. This insight enables us to build trust, tailor our services and deliver superior outcomes. Building relationships also allows us to tap into the varied talents, perspectives and insights of a diverse workforce and client base. We harness this collective diversity to solve our clients' challenges and advance our consultants' career goals.

### Commitment

Our commitment to meeting our customers' and consultants' expectations is the foundation for building trust in our business relationships. Simply put, we foster an environment that demands integrity and accountability for results. To ensure our clients and our consultants know exactly what they can expect from us, we make it our mission to hire smart, honest and hardworking individuals who possess a great deal of pride in setting the bar high and keeping their word.

### Open Communication

It is our goal to continually enhance the service experience we provide to our clients and consultants. To achieve that end, we believe in giving and receiving direct, honest feedback on areas of improvement and opportunities for growth. This open communication model enables us to help each other develop professionally. It also allows us to forge strong client and consultant relationships that deliver superior business outcomes.

### Serving Others

We've created a "whatever it takes" attitude among our team by respecting people who do the right thing, especially when that means prioritizing the needs of others ahead of their own interests. By finding meaning and purpose in leading through meeting the needs of our teammates, clients and consultants, we experience the highest levels of engagement and satisfaction across all of our relationships.

## Brand Promise

A brand is a promise to our customers that we can deliver for all time.

Businesses are challenged to stay ahead of the latest trends and competitive developments, while building a responsive and agile IT capability to support growth.

Our extensive, real-world know-how enables us to provide practical perspectives on what works, what doesn't—and what's possible in IT. We harness our insights to help our clients do work better, faster and more cost-effectively, using whatever delivery models make sense for them.

With the largest global network of credentialed IT professionals, proven human capital management expertise and IT services built from real-world experience, we move our clients ahead at the pace of change.

We are TEKsystems. Our people make IT possible.

## Brand Message

Our brand clarifies who we are, what we do, how we do it, and why clients should trust us with their business.

### Who we are

TEKsystems helps organizations achieve their IT and business goals.

### What we do

TEKsystems provides:

- 1 IT Staffing Solutions
- 2 IT Talent Management Expertise
- 3 IT Services

### How we do it

We deliver our services by seeking first to understand what our clients need, custom-building a service solution and delivering it through whatever model makes the most sense.

## Brand Message

### Why TEKsystems

- **What you need, the way you want IT**

As you embark upon your IT initiatives, we free you from owning resources, workflows, functions or complexity that you don't want or need to manage. We work with you to assess your business targets and requirements in terms of people, projects and work functions. Then we fill in where you need us. Whether you require staff augmentation, training, project-based services or full-scale outsourcing, we have the experience and know-how to deliver. Since we meet you wherever you're at along your journey, we can also help you define, mature and optimize how and where IT work gets done.

- **Proven solutions based on practical, real-world insight**

We partner with more than 6,000 clients every year. And we speak with over 100,000 IT professionals every week. Our connections into the IT workforce provide us with a real-world pulse on what's going on in IT, what's working and who does IT best. We leverage our perspective to construct practical IT services that not only work in theory but where it matters most—in practice. Our methodologies are supported through formal quality management programs to ensure consistent governance, enable us to keep pace with emerging trends and integrate a continuous flow of lessons learned.

- **IT talent management expertise**

Through hundreds of thousands of daily interactions and careful IT workforce research, we possess an unparalleled understanding of the IT professional. This insight forms a solid foundation for our full range of services. By helping our clients attract, develop and retain great IT people, we empower them to achieve their business targets better, faster and more cost-effectively. Our investment into healthy IT talent management practices also fosters truly renewable capabilities within our client organizations. With teams of great people working together, our clients are more prepared to respond to the latest trends in IT.

- **The biggest IT network**

We are connected to an unparalleled global network of credentialed IT experts, enabling us to quickly assemble teams across a wide range of IT skills. We maintain relationships with 81% of the IT workforce and continuously build upon that number. Throughout a given week, our 2,200 IT recruiting experts in 100 locations worldwide work with local IT talent. Additionally, our centralized recruiting centers in the U.S. and India are constantly building talent pipelines of IT professionals who possess hot and emerging skill sets. This reach, in tandem with our proprietary Staffing Quality Process®, enables us to find the talent you need in each local market—and ensures they are the best suited to accomplish the job at hand.

- **A partner in the trenches with you**

We are personally committed to what we do, finding meaning and purpose in our ability to help our clients and consultants achieve their goals. Whether we're providing one IT professional to support a minor initiative or managing a full-scale IT program with a significant scope, budget and timeline, we operate as a genuine partner with our clients. Throughout every engagement we lead and support, you can count on our personal commitment to work in your best interests and seek ways to add real business value. Relationships built on trust are everything to us—we will always do what we say we will and stand by our results.

## Our Suite of Services

### IT Staffing Solutions

Businesses must stay ahead of the latest trends and competitive developments, while simultaneously building the IT capabilities required to do so. Technology alone is not a competitive advantage since everyone has access to the same tools. Your advantage depends on how you apply technology — who does it and how quickly you can enable their success. With over 100 locations globally, an unparalleled network of IT professionals and our proprietary Staffing Quality Process®, our IT staffing solutions help clients quickly assemble high performance teams and stay ahead of the latest developments in IT.

### IT Talent Management Expertise

The success of any initiative hinges on the quality of the people driving it. In fact, people are the most strategic and variable component to a successful business equation. They are also an organization's only renewable asset. Through our primary research and high touch business model, we help clients to invest appropriately where the rubber meets the road. Our talent management expertise ensures they attract, develop and retain the best IT professionals required to achieve their business targets better, faster and more cost-effectively.

### IT Services

Every year we partner with more than 6,000 clients. Every week we speak with over 100,000 IT professionals. Our connections with the IT workforce provide us with a real-world pulse on what works, how to get IT done and who does IT best. We leverage our unique perspective within our clients' organizations and our massive TEKsystems network to design proven IT services that not only work in theory, but where it matters most—in practice. What's more, our quality delivery processes are defined and repeatable so clients can count on us to deliver expected results time and again.

## Our Logo Defined

Our logo visually captures the essence of our brand.



### Typography

Emphasis is placed on the "T E K" to showcase our strength and stability. To modernize the overall look, "systems" is set in a slim, sleek font.

### Mark

Our mark was inspired by the core elements that make us who we are.

The triangle concept represents a business model which beckons back to our earliest years as a company, in which our primary business model consisted of a single account manager supported by two recruiters ("the triangle"). The goal of every triangle was to grow business to the point where the recruiters could be promoted to account managers, handling their own share of territory. We wanted to have this part of our past represented in our mark as it speaks to our core value of serving others as well as our passion and commitment to growth.

The three sides to the triangle take on two meanings. One is that these sides stand for the three main areas of business in which we operate: IT staffing solutions, IT talent management and IT services—staffing being our core competency. The three sides also represent our three-pronged strategy spanning clients, operations and people. Since the people facet of our strategy is our most emphasized, it is brightened with an orange color.

Another differentiating feature is that the mark is made to look like it has flexibility and motion—an image that represents our commitment to adapting with market trends, while we outpace our competition to remain the most dominant leader in the industry.

## Our Tagline Defined

Our tagline summarizes our brand promise in a single thought or concept.

*Our people make IT possible.*

Our tagline serves three main purposes:

- 1 It ties our clients' IT goals to what we do best—provide the right people required for the job at hand. Whether we are selling our staffing solutions or our Global Services, our ability to find and deploy the best IT professionals, when, where and how our clients need them, really sets us apart.
- 2 It emphasizes our philosophy and core belief that great people are the key requirement to deliver great results and achieve the most ambitious possibilities.
- 3 It broadens TEKsystems' definition of "our people" to include our consultant population of IT professionals. These consultants help our clients achieve their IT and business goals every day. By associating our brand to what they do, we reap the benefit of becoming more closely associated to the tangible value they produce.

# About Us

## Approved Statements

### 109 words (standard)

People are at the heart of every successful business initiative. At TEKsystems, we understand people. Annually, we deploy 80,000 IT professionals at 6,000 client sites across North America, Europe and Asia. Our deep insights into human capital management enable us to help our clients achieve their business goals—while optimizing their IT workforce strategies. We provide IT staffing solutions, IT talent management expertise and IT services. Through our range of quality-focused delivery models, we meet our clients where they are and take them where they want to go, the way they want to get there.

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### 19 words

We make it easier to get IT done—deploying the right people, the right way—to achieve business targets.

### 26 words

We supply our clients with the services they need, the people they want and the talent management advice required to optimize how IT work gets done.

### 46 words

Our people make IT possible. Whether we provide one specialized IT consultant through a staffing solution, offer advice on optimal IT workforce strategies or manage a fully outsourced solution, our ability to provide the absolute best IT professionals for the job enables us to get IT done.

### 60 words

To move you ahead, we bring together an unparalleled network of credentialed IT professionals, line-level insights into how IT gets done and demonstrated methods to optimize business' most variable and only renewable asset: human capital. Our IT solutions are no-nonsense, delivered through teams of proven talent and based on real-world experience with what works where it matters most—in practice.

### 67 words

Since great people are at the heart of every successful business initiative, our unmatched relationships with the best IT professionals provide a strong foundation for our full suite of services. We offer IT staffing solutions, IT talent management expertise and IT applications, infrastructure and education services. Each service is scalable, meaning we meet our clients where they're at today and take them where they want to go.



## About Us

### 153 words

Through the thousands of client IT initiatives we support globally, our daily interactions with local IT labor markets and our proprietary research on the state of the IT workforce, we possess a deep and practical understanding of what works, what doesn't and what's possible in IT. We harness this understanding to supply our clients with the people they need and the human capital advice required to optimize how work gets done. Based on what we've seen work consistently in practice, we also offer a range of select IT services spanning applications, infrastructure and education needs. By customizing and calibrating our service delivery models, we free our clients from owning resources, workflows, functions or complexity that they don't want or need to manage. Additionally, by ensuring every TEKsystems professional is the absolute best suited for the job at hand, we empower our clients to achieve their business targets better, faster and more cost-effectively.

## Verbal Language

Verbal language refers to writing style and tone of voice. All written and audio communications should be clear, honest and person-to-person—using “we” and “you” instead of “TEKsystems” and “clients” where possible. Messaging should be to the point, while the tone of voice should be energetic, confident and highly focused in compelling the target audience to learn how we help them meet their goals. To underscore our trustworthiness, language should be real, not fancy or stylized. To reflect our credibility in delivering solutions that really work, our language should be smart and precise.

## Brand Voice

### Key qualities of our writing include:

- Communicating in a succinct, direct and authoritative manner.
- Using a client-centric tone that demonstrates understanding of our audience's needs and emphasizes benefits rather than features of our services.
- Being honest and personal, using words like "we" and "you" instead of "TEKsystems" and "clients".
- Not marketing our organization through hype and overstated claims.
- Backing up statements and claims with proof through our experiences and processes.
- Writing on a level that people understand and relate to. Big words do not make writing more intelligent.
- Maintaining a businesslike tone when using humor.
- Avoiding language that implies bias in the areas of race, ethnic origin, gender, sexual orientation, physical attributes, disability or age.

For details regarding TEKsystems' writing style and examples of common editorial mistakes and inconsistencies, please see the **TEKsystems Writing Style Guide**. Based primarily on guidance from the Associated Press (AP) Stylebook ([www.apstylebook.com](http://www.apstylebook.com)), the TEKsystems Writing Style Guide is the organization-wide reference for all editorial style matters. It should be used to maintain consistency in all internal and external messaging.

For issues not covered in the TEKsystems Style Guide, please consult the AP Stylebook or the following supplementary resources:

- **Webster's New World College Dictionary** ([www.merriam-webster.com](http://www.merriam-webster.com)): searchable database covering general word usage, definitions, capitalization and spelling
- **Gartner IT Glossary** ([www.gartner.com/technology/it-glossary](http://www.gartner.com/technology/it-glossary)): searchable database of IT terms, acronyms and definitions

Keep in mind that word usage, style and even spelling change with the times. TEKsystems' style will continue to evolve, and changes will be reflected in addenda to our guides.

The background is a solid blue color with large, abstract, lighter blue shapes that suggest the contours of a human face, including the forehead, eye, and cheek areas.

SECTION 3.0

# Brand Visual Elements

## Approved Logo

### Primary Logo Usage

The most visible representation of brand identity is our logo. The primary logo is the official brand mark of TEKsystems and should be used in all cases.

#### Approved Logo



#### Anatomy of a logo



## Approved Logo

### Primary Logo Usage

#### Always use the approved and unaltered version of the logo.

Do not recreate, reconfigure, redraw or redesign the logo or its elements in any way. Do not surround the logo with any containing shape or add elements such as drop shadows, halos or any other graphic devices.



#### Unacceptable Use



Never enclose the logo within a shape, pattern or photograph.



Never place a border or any other decorative elements around the logo.



Never alter the alignment of the horizontal logo elements.



Never alter the size relationship of the logo elements.

What sets  apart is our demand for dedicated people.

The logo mark is crossed out with a red diagonal line, indicating this is an unacceptable use.

Never use the logotype in text.



Never scale/distort the logo either horizontally or vertically.

## Approved Logo

### Minimum Clear Space

All logos should be surrounded by a minimum amount of clear space. Keeping this area free from other text or graphic elements above, below and on both sides of the logo ensures that it does not appear crowded. The space from the top of the logo “mark” to the bottom of the arm of the “T” determines minimum clear space on all sides.



**X** = space from the top of the logo “mark” to bottom of the “T’s” arm = clear space



**X** = space from the top of the logo “mark” to bottom of the arm of the “T” = clear space

## Approved Logo

### Minimum Size

In this version, the brand mark has more white space between the three pieces that create the triangle to ensure legibility at small sizes. The minimum reproduction sizes are the smallest acceptable sizes allowed.



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#### Please Note:

The ® mark has been made larger compared to the rest of the logo to ensure legibility at small sizes. This mark may be removed for certain reproduction purposes, i.e. apparel embroidery.

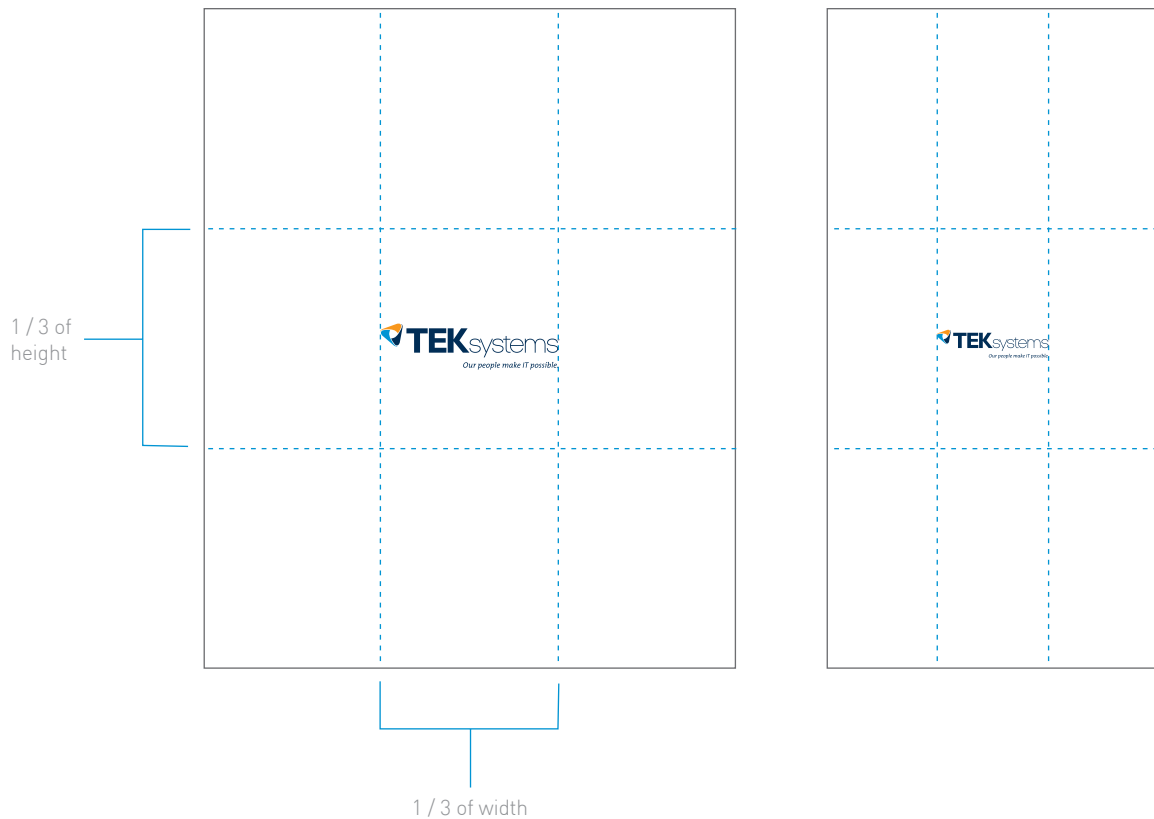
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## Approved Logo

### Max Size

There is no fixed **maximum size** for the logo. Instead, size should relate to the dimensions of the page. Generally, if a page is broken into a grid of thirds, the logo should not exceed one grid unit in either direction.



## Approved Logo

### Logo and Tagline Usage

A tagline is typically a short, dramatic phrase or sentence that captures a brand's benefit and often its mission.

The TEKsystems tagline speaks to how we see ourselves and the value we provide to our customers. Our tagline can be used with and without our logo, in the approved formats and color variations shown below and on the following page.



For use on **white** backgrounds



For use on **dark** colored backgrounds

## Approved Logo

### Tagline-Only Formats

*Our people make IT possible.*

For use on **white** backgrounds

*Our people make IT possible.*

For use on **dark** colored backgrounds

## Approved Logo

### Sub-Brand Logos and Usage

These logos identify the TEKsystems sub-brand.

Typeface, color, positioning and relationship to “TEKsystems” can not be altered for any reason.



## Approved Logo

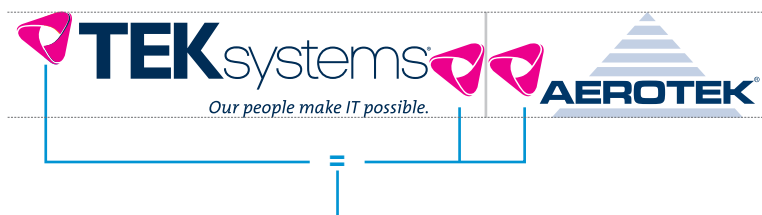
### Co-Brand Guidelines

A co-brand may only be attached to the **primary** TEKsystems logo; NEVER attach it to a secondary or sub-brand logo.

TEKsystems logo should always appear on the **left** of the co-brand logo, separated by a **vertical line**.



Vertical line is **centered** between the logo and co-brand logo and must always be **gray** (40% black).



**Vertical line** and the **height of the logo** should not extend above or below the height of the TEKsystems logo.

**Clear space** between logo, line and logo is equal to the full width of the capital "**brand mark**."

## Approved Logo

### Co-Brand Examples

Each co-brand maintains its reproduction guidelines and should be used in full compliance with them.

Please refer to the guidelines published by each company for specifics such as color breakdowns, size requirements, etc.




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#### Please Note:

There is no fixed width for co-brand icons. Each icon should be sized to roughly equal the TEKsystems logo in surface area. Shorter logos (such as thingamajob.com) will be wider, and taller logos (such as Major, Lindsey & Africa) will be narrower.

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## Approved Logo

### Logo and Color

#### Importance of consistency:

The use of PMS 296 in the logo, when available, is an important element to reinforce the overall brand identity. When the logo is placed on a colored background, it must have sufficient contrast for clear legibility.



Spot color logo:  PMS 296  PMS 7461  PMS 144



Spot color logo:  100% Black  60% Black  33% Black



Flat black logo:  100% Black



Reverse logo: All elements must be white, also referred to as "KO" (knocked-out or reversed). Gray box is for demonstration purposes only. Do not enclose logo in a color field or box.

#### Unacceptable Use



Never change the colors of the approved logo.



Never place the colored logo against a solid color background. This will cause the logo to be illegible. In this instance, use the approved "reverse" version.



Never place the logo against a dark background. This will cause the logo to be illegible. In this instance, use the approved "reverse" version.

## Approved Logo

### Suggested Logo Color Usage

When placing the logo on solid background, adhere by the following guidelines.

#### DO



#### DO NOT





## Color Palette

### Color Overview

Color is used in many different media. Different media, however, use different systems for specifying color.

This style guide provides specifications for the three most commonly used systems: spot colors (PMS), four-color process (CMYK), and RGB and Hexadecimal codes. Using the appropriate color system will ensure that TEKsystems colors are consistent across all media.



#### Spot Colors (PMS)

Colors created without screens or dots, such as those found in the Pantone Matching System® (PMS), are referred to as spot or solid colors. Each color in the system has a unique name or number. Spot colors are commonly used in corporate logos, identity programs and in materials printed with one, two or three colors (such as business cards and letterheads).

#### Four-Color Process (CMYK)

This color system is referred to as CMYK, four-color process, 4 / C process or even just “process.” To reproduce a color image, a file is separated into four different color inks: Cyan (C), Magenta (M), Yellow (Y) and Black (K). When a printing press imprints one ink over the next onto paper, the original image is recreated (see below). When four-color process printing is used to reproduce photographs, design elements such as type and graphics can be created out of process colors instead of spot colors. Four-color process is typically used for printing more complex materials, such as brochures, posters, flyers, etc.



#### RGB and Hexadecimal Codes





RGB stands for “Red Green Blue,” a color system commonly used on computers. Each color is described by the strength of its red, green and blue components. This color space directly translates to the red, green and blue phosphors used in computer monitors. The RGB color space has a very large gamut, meaning it can reproduce a very wide range of colors. Utilize the RGB values when specifying colors for websites, emails, video, PowerPoint presentations — basically anything viewed on a monitor. When used in HTML code, RGB values are converted into “hex codes” that are comprised of a combination of numbers and letters, such as #021A32 (as seen on next page).

## Color Palette





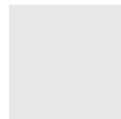



### PMS, CMYK, RGB and Hexadecimal Chart

In order to maintain brand consistency, there are established primary and secondary palettes. Never substitute different colors for the brand colors.

#### Primary Color Palette

				
	<b>Dark Blue</b>	<b>Light Orange</b>	<b>Medium Blue</b>	<b>Dark Gray</b>
SPOT COLOR (Print)	PMS 296 C	PMS 144 C	PMS 7461 C	PMS Cool Gray 11 C
4-COLOR PROCESS (C / M / Y / K)	100 / 45 / 0 / 70	0 / 50 / 100 / 0	80 / 30 / 0 / 0	0 / 0 / 0 / 70
RGB (R / G / B)	2 / 26 / 50	248 / 151 / 29	1 / 148 / 211	113 / 112 / 115
HEX CODE (WEB)	#021a32	#f8971d	#0095d3	#666666

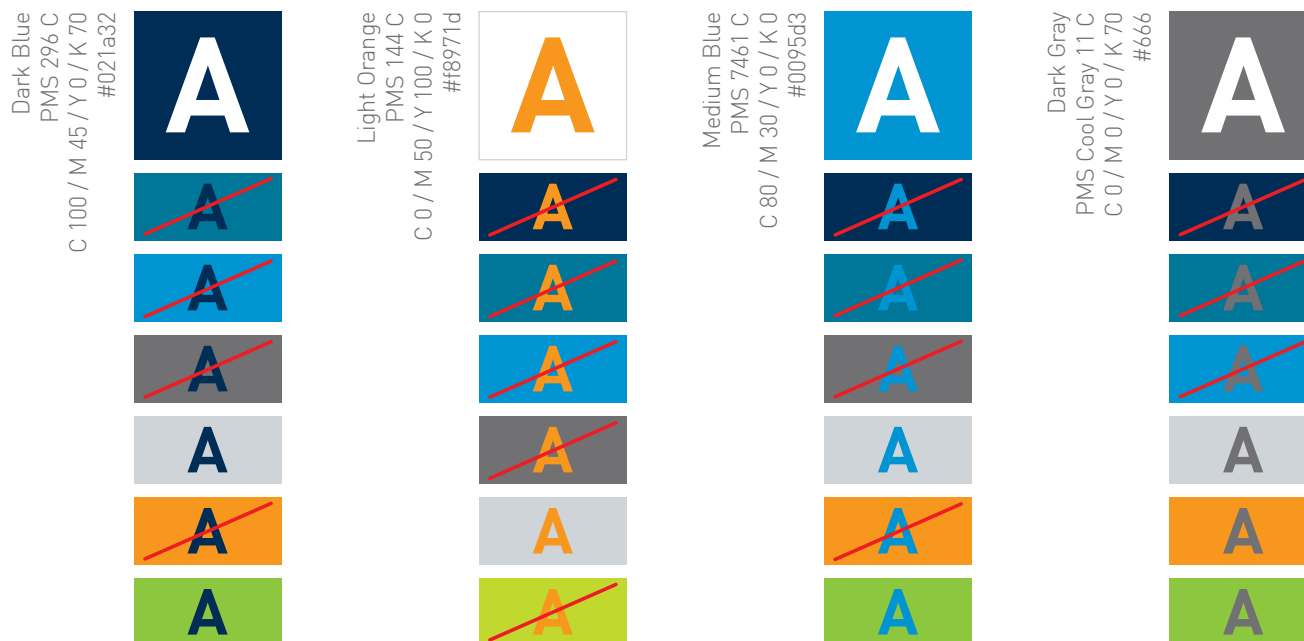
#### Secondary Color Palette

								
	<b>Teal Blue</b>	<b>Light Blue</b>	<b>Silver Gray</b>	<b>Med. Gray</b>	<b>Lite Gray</b>	<b>Med. Orange</b>	<b>Med. Green</b>	<b>Lite Green</b>
SPOT COLOR (Print)	PMS 634 C	PMS 291 C	PMS 877 or CG 7 C	PMS 428 C	PMS Cool Gray 2 C	PMS 718 C	PMS 376 C	PMS 382 C
4-COLOR PROCESS (Print)	C 100	C 35	C 0	C 0	C 0	C 0	C 50	C 30
	M 0	M 5	M 0	M 0	M 0	M 60	M 0	M 0
	Y 10	Y 0	Y 0	Y 0	Y 0	Y 100	Y 100	Y 100
	K 40	K 0	K 40	K 20	K 10	K 10	K 0	K 0
RGB (For MS Office Use)	R 0	R 164	R 173	R 207	R 230	R 223	R 141	R 193
	G 118	G 215	G 175	G 212	G 231	G 125	G 198	G 216
	B 152	B 244	B 178	B 216	B 232	B 28	B 63	B 47
HEX CODE (WEB)	#007698	#a4d7f4	#999	#ccc	#e6e7e8	#df7d1c	#8dc63f	#c1d82f

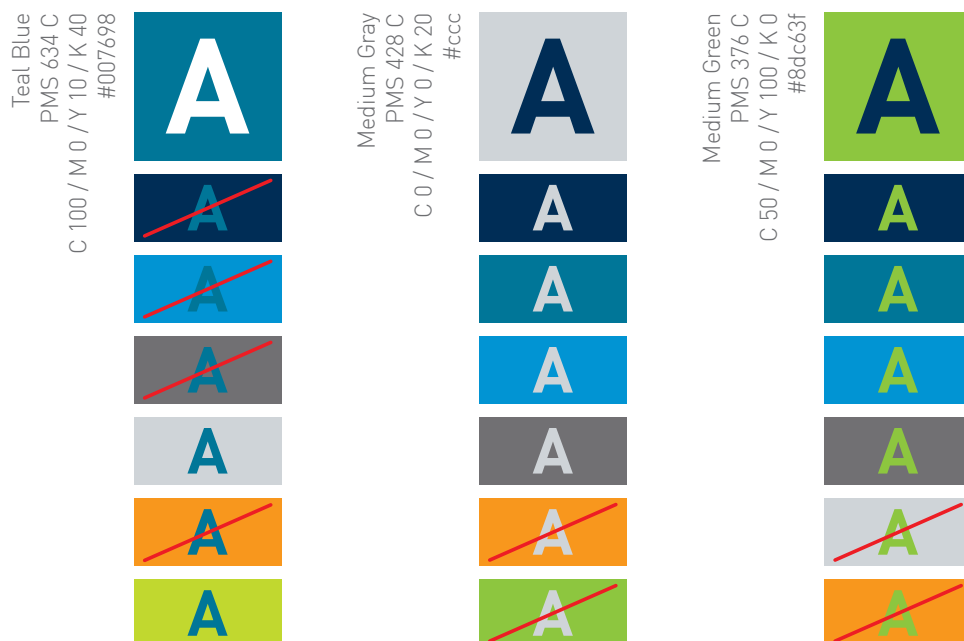
# Color Palette

## Color Usage

### Primary Color Palette



### Secondary Color Palette



#### Note

- Keep color selections simple. Use as few colors as possible on the same page.
- When using colored text on a colored field, make sure the two colors contrast enough to produce legibility.
- White text on color is always a safe option. The chart above shows recommended color combinations.

## Typography

### Corporate Typefaces

The **TEKsys DIN** family has been designated as the main TEKsystems corporate typeface for all communications materials.

#### TEKsys DIN-Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+}{: " ? , . / ' ;

#### TEKsys DIN-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+}{: " ? , . / ' ;

#### TEKsys DIN-Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+}{: " ? , . / ' ;

#### TEKsys DIN-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+}{: " ? , . / ' ;

#### TEKsys DIN-Black

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+}{: " ? , . / ' ;

## Typography

### Corporate Typefaces

Various typefaces make up the logo and tagline. These font families can also be used in communications as headlines and callouts, leaving TEK DIN as the main body text.

Helvetica Neue LT Pro ("TE" font (75 Bold))

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
opqrstuvwxyz1234567890~!@#\$%^&\*()\_+}{:":'?,./';

Gill Sans MT Standard ("K" font (Bold))

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
opqrstuvwxyz1234567890~!@#\$%^&\*()\_+}{:":'?,./';

Code Pro Family ("systems" font)

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ1234567890~!@#\$%^&\*()\_+}{:":'?,./';

The Mix (tagline font)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
opqrstuvwxyz1234567890~!@#\$%^&\*()\_+}{:":'?,./';

### Typography Breakdown



# Typography

## Electronic Use

**Arial** has been selected as the replacement for TEKsys DIN for use in all electronic mediums (Microsoft Word, Excel and PowerPoint documents, Web, email, etc.). This ensures that text will load and preview properly for all users who may not have TEKsys DIN, the primary brand font, available on their computer.

When setting very long pages of running text (such as legal copy) at smaller type sizes (i.e., nine points or less), setting the text in **Georgia** will increase readability.

**Arial** (for electronic communications only)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+}{:”?,. / ’;

**Trebuchet** (for website headline use only)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+}{:”?,. / ’;

**Georgia** (for long passages of running text only, nine point or smaller)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+}{:”?,. / ’;

## Approved Images

### TEKsystems Visual Language

Visual language refers to the look and feel of all the materials created for branding and communications purposes. The TEKsystems brand is built on the promise of making clients' IT and business goals possible. Therefore, the visual representation of the brand should capture both the "dream" or "idea" of a goal, as well as the actualization and realization of it. We pair clever copy with non-literal imagery to engage our viewer to make a conceptual connection. Given our practical, straight-forward positioning, imagery should be clear and in focus. Where appropriate, real photography should be used rather than cartoon animations. Since we operate within the IT industry where the pace of change is very fast, special care should also be taken to ensure images reflect modern rather than dated situations.

## Approved Images



**DO**

Mix media to create custom images.



+



=



+



=



Show people in the moment, on the job, working.



To request approved images contact the Marketing Design Manager,  
Regan Weldy, at [rweldy@teksystems.com](mailto:rweldy@teksystems.com).



## Approved Images



### DO

Use industry specific imagery when necessary.



Be metaphorical when the topic is more general.



To request approved images contact the Marketing Design Manager,  
Regan Weldy, at [rweldy@teksystems.com](mailto:rweldy@teksystems.com).

## Approved Images



Don't



Do not use images that crop too closely to one's face



Do not use images that are taken at an unflattering angle



Avoid images of hands in action; use people in action



Try to use images that show diversity in the workforce



Do not use cliché technology imagery or abstract backgrounds.



Clichéd technology images



The background is a solid blue color with several large, overlapping, organic shapes in a lighter shade of blue. These shapes resemble stylized leaves or abstract forms, creating a layered, textured effect. The shapes are positioned around the text, with some framing it from the top and others from the bottom and sides.

SECTION 4.0

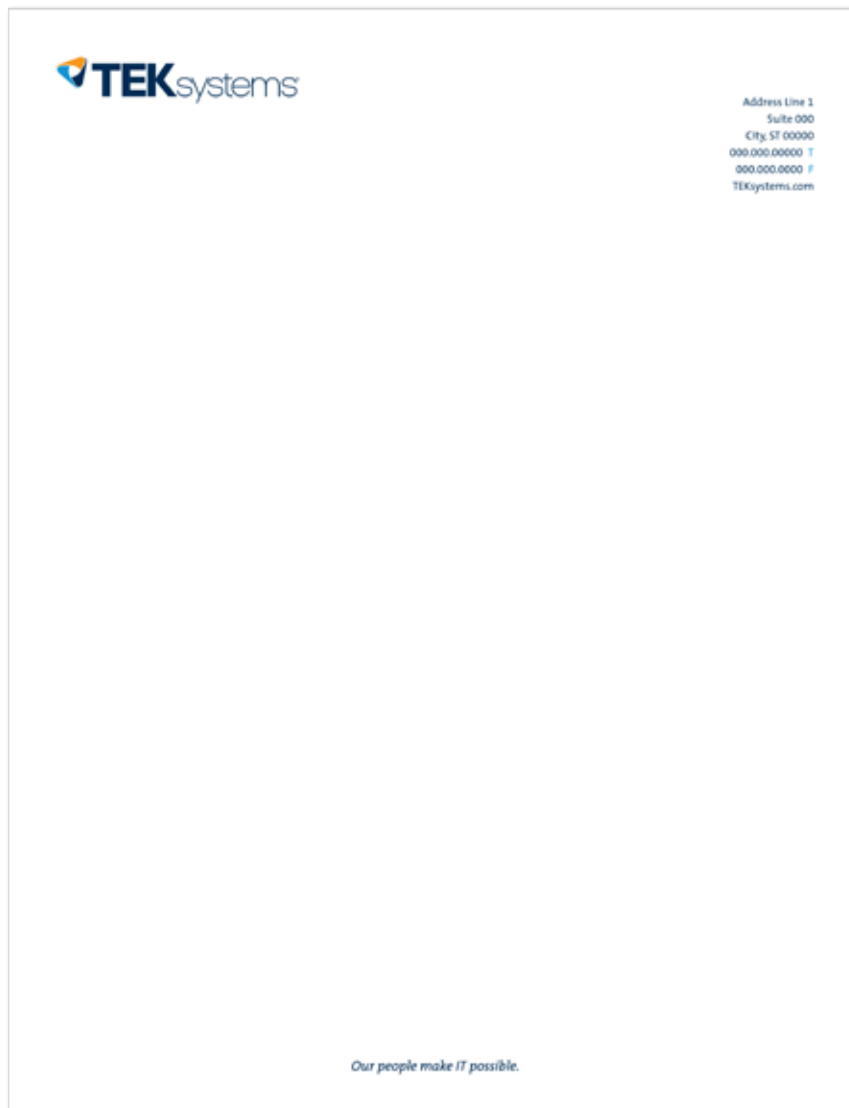
# Application Templates

## Corporate Stationery

### Electronic

#### Letterhead

Use only the TEKsystems approved stationery for external communication. To download the electronic letterhead template, visit the **Marketing Home Page** on **the Loop** and click **Logos & Branded Templates**.



## Corporate Stationery

### Print

#### Letterhead and Envelope

Use only the TEKsystems approved stationery for external communication.



# Corporate Stationery

## Word Documents

### Fax Cover Sheet Template

Use only the TEKsystems approved stationery for external communication. To download the fax cover sheet template, visit the **Marketing Home Page** on **the Loop** and click **Logos & Branded Templates**.



**Fax Cover**  
mm.dd.yyyy

<b>Send to</b>	Recipients Name Here	<b>From</b>	Your Name Here
<b>Title</b>	Recipients Title Here	<b>Title</b>	Your Title Here
<b>Fax</b>	Recipients Fax Here	<b>Fax</b>	Your Fax Here
<b>Phone</b>	Recipients Phone Here	<b>Phone</b>	Your Phone Here
<b>Email</b>	Recipients Email Here	<b>Email</b>	Your Email Here

**Total Pages (including cover sheet): ##**

☐ Urgent
☐ For Your Review
☐ Reply ASAP
☐ Please Comment

**Comments**

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# Corporate Stationery

## Word Documents

### Consultant Resume Template

Use only the TEKsystems approved stationery for external communication. To download the consultant resume template, visit the **Marketing Home Page** on **the Loop** and click **Logos & Branded Templates**.



**Consultant's Name**  
 Office Address Line 1 888.000.0000 M  
 Office Address Line 2 888.000.0000 T  
 City, State, Zip 888.000.0000 F

---

**Professional Summary**

Summary of technical skills and years in IT, along with key accomplishments throughout the Consultant's career

---

**Technical Skills**

- Software – Software packages that you have been trained on or have utilized on previous positions
- Languages – Development languages
- Operating Systems – Operating systems utilized on previous projects
- Databases – Database skills
- Hardware – self-explanatory
- Applications – software applications that were developed
- Industries – Industry knowledge
- Project Management Tools – self-explanatory
- Methodologies – Project management methodologies utilized or trained in on previous positions

---

**Professional Experience**

<b>TITLE</b> Company Name City, State Date	<ul style="list-style-type: none"> <li>• Project Highlights – project highlights, duties, and accomplishments</li> <li>• Technical environment (development)</li> </ul>
---	---

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**Certifications and Training**


- Professional applications and related certifications
- Training courses that pertain to the requirement

---

**Education**

- School, Degree, Date, Honors

Page 1



**Consultant's Name**  
 Office Address Line 1 888.000.0000 M  
 Office Address Line 2 888.000.0000 T  
 City, State, Zip 888.000.0000 F

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**Achievements (optional)**

Professional highlights that would be relative to the requirement (i.e., Training Magazine Award for Training Excellence or Five-time Award winner "For excellence in communication through print and online media.")

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Page 2

# Corporate Stationery

## Word Documents

### Memorandum Template

Use only the TEKsystems approved stationery for external communication. To download the memorandum template, visit the **Marketing Home Page** on **the Loop** and click **Logos & Branded Templates**.



**TEKsystems**  
Our people make IT possible

**Memorandum**

mm.dd.yyyy

---

**To:** Recipient Name Here

**From:** Your Name Here

**CC:** Secondary Name Here

**RE:** Project Reference

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec consectetur. Maecenas ut dui. Donec neque leo, aliquam vel, varius quis, volutpat at, urna. Vivamus justo ligula gravida vitae, aliquam vel, tristique eget, mi. Mauris mollis purus et velit. Etiam faucibus dictum pede. In feugiat nunc a metus. Donec mattis, urna ac hendrerit porta, dolor quam iaculis elit, vitae gravida nisi massa ac diam. Pellentesque vitae ligula nec lectus eleifend fringilla. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque id ipsum adipiscing dui consequat dapibus. Suspendisse potenti. Aliquam massa urna, posuere placerat, mattis ut, tristique eu, wisi. Sed ante magna, fringilla ut, luctus non, dictum eu, enim. Donec consequat elit at risa. Aliquam ut eros non ligula consectetur egestas. Proin pharetra, lorem sit amet volutpat tristique, risus mauris fringilla odio, sed congue justo magna eu putus. Phasellus malesuada risus in wisi consectetur adipi.

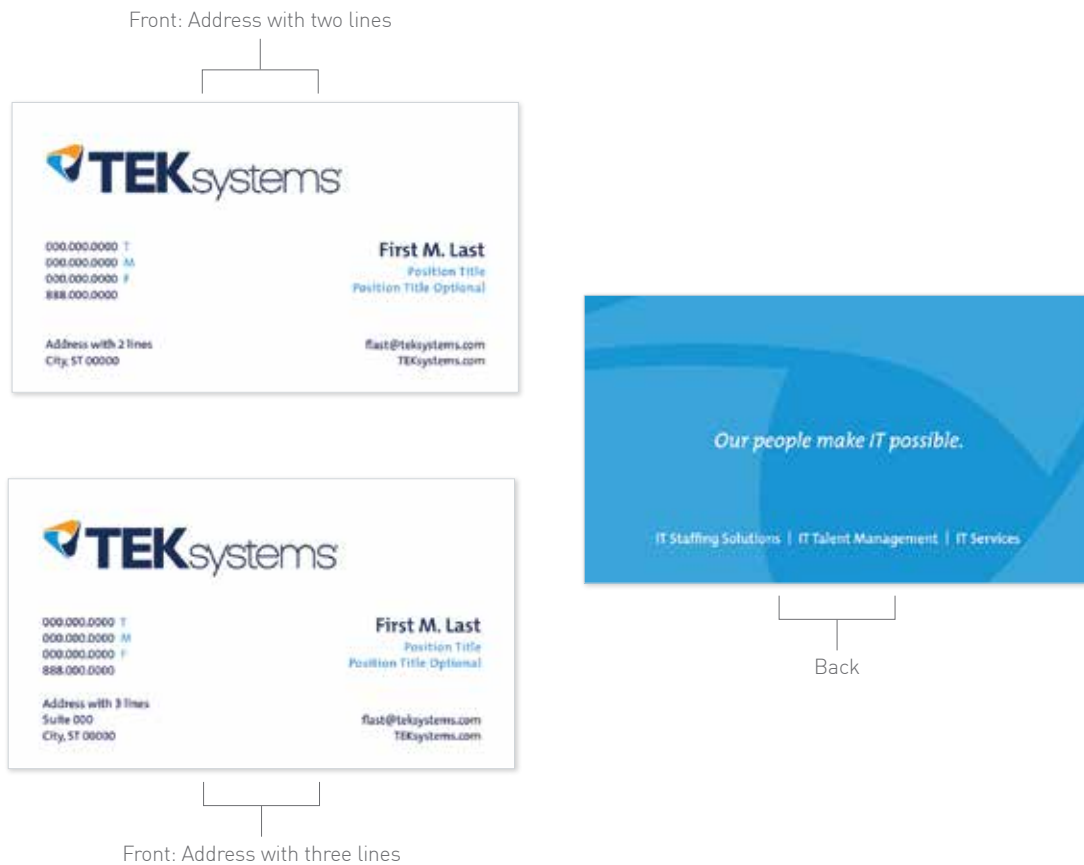
Nullam ornare velit ut diam. Suspendisse potenti. Vivamus erat sapien, ornare ultrices, vehicula id, porta vel, leo. Class aptent tacit sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Aenean eu ligula id magna venenatis elementum. Curabitur sed sem. Praesent nonummy gravida arcu. Fusce nec risi. Proin vehicula ligula elementum diam. Integer ullamcorper ultricies wisi. Suspendisse fermentum pharetra amet a wisi. Donec fringilla urna nonummy neque. Cras adipiscing diam.



# Business Cards

## Approved Business Card Formats

Use only the TEKsystems approved business card format for external interactions.



## Email Signature

Use only the TEKsystems approved email signature for external communication. To download the approved format, visit **Logos, Branding & Signatures** on **Strivenet** and click on **Email Signature Guide**.

---

**Employee Name** | **Employee Title**  
T 000.000.0000 | M 000.000.0000 | name@TEKsystems.com  
888.000.0000 | F 000.000.0000 | www.TEKsystems.com  
Street Address, Suite #000, City, ST 00000



# Presentations

## Generic Power Point Presentation

Use only the TEKsystems approved PowerPoint template for external presentations. To download the approved format, visit the **TEKsystems PowerPoint Presentations Gallery** on **the Loop**.

Generic Presentation Cover Slide



Generic Presentation Bulleted Copy Slide



Generic Presentation Body Copy Slide



Generic Presentation Divider Slide

# Presentations

## Standard Proposal

Use only the TEKsystems approved proposal template for external communication. To download the approved format, visit the **Marketing Home Page** on **the Loop** and click **Proposals**, click **Standard Proposal**.



