



Vision & Values Icon usage

This brief is to provide clear direction with regards to how the recently developed Vision & Values Icon should be used.

The Icon:

The purpose of the icon is to provide all internal stakeholders a visual representation of the Perry Group of company's Vision & Values. It is important that we work together to retain the integrity of the icon.

'Built to Last':

Built to Last is the company Vision that provides both written (& verbal) reference to our proud history & how we intend to move forward positively into the future. Its literal meaning is that we intend as a company (as per the last 50 years) to continue to build valued partnerships & relationships with our people & customers for the long-term.

The Values:

The five values are designed to clearly underpin that vision, & are the core drivers to what we as a company achieve. They are 'liveable & breathable' in everyone's actions everyday.