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Prolifics is a Global Technology Solutions Provider that creates competitive advantage for organizations around the world by implementing customized, end-to-end IT solutions that achieve business success, leveraging IBM, Microsoft and Open Source technologies in a global delivery model.

As Prolifics continues to grow, it is increasingly important for us all to express a unified, compelling voice in everything we do.

These brand guidelines have been developed to support Prolifics' unique and evolving mission of being a trusted advisor and provider

of high-business value, technology solutions.

The Prolifics name is both industry and customer-facing. We use it in marketing and sales efforts focused on large and mid-sized organizations with the objective of creating business value through Information Technology as well as with strategic partners, including IBM and Microsoft. The Prolifics name also instills pride in employees as they strive to be one of the most admired global technology consulting companies.

The integrated and consistent use of our logo, visuals and words we use to describe Prolifics and our

solutions will enable us to establish and maintain a clear, unified brand identity, both within our organization and beyond.

This document provides general guidelines that we must all adopt to strengthen the Prolifics brand. We recommend that you refer to this guide when you are communicating about the Prolifics brand, whether in person, in print or on the web.

If you have any questions about the contents of this guide, please contact marketing@prolifics.com.

To define the Prolifics brand identity - where do we start?

Effective communications are not possible unless you know who we are talking to. Let's talk about our clients.

Who is the Prolifics Customer?

Although each client is different, they share similar needs and challenges. They are informed buyers, and they are faced with goals to reduce costs, improve productivity and, most importantly, create competitive advantage for their company to stay ahead of the competition.

We have several primary and secondary personas that represent our range of clients, and help you better understand who we are all targeting.

Primary

Meet James Pento. CIO, Midsize Biotech Company

Background: James oversees all IT operations and is responsible for increasing efficiency, increasing revenue and improving performance and security.

Primary Goal: Improve the efficiency of his company's drug discovery process in order to bring products to market more quickly. It is also important for the solution to comply with FDA and HIPAA regulations. He is looking for a global vendor who can support the entire technology lifecycle.

Concerns: timeline, risk of failure, testing and deployment, ability to scale, communication.

Meet Sean Davis. Sr. Developer, Large Retail Firm

Background: Sean is a lead developer and has been tasked with researching solutions to address recent issues with fraud.

Primary Goal: Identify and minimize internal security risks.

Concerns: identifying the right vendor, offshore communication, organizational size, level of support and ongoing costs.

Secondary

Meet Megan Sanders. CIO, Insurance Company & Former Client

Background: Megan has engaged with Prolifics in the past. She does not have an immediate need but is curious what else Prolifics might be able to provide.

Primary Goal: Understand Prolifics' full suite of services and explore our thought leadership.

Concerns: falling behind in innovation and losing competitive advantage.

Meet Todd Wilson. CTO, Commercial Bank & Prospect

Background: Todd is looking for a technology partner to help assess the opportunity for mobile and operational efficiency in the banking industry.

Primary Goal: Identify a partner with the necessary expertise and experience, understand costs involved and understand what the experience would be working with Prolifics.

Concerns: high costs and overruns, downtime, proving ROI.

Prolifics Brand Identity

Our Brand [1.0]

The Prolifics brand identity defines us as a company. It represents our goals, our personality, and the emotions we want people to experience with they come into contact with our brand.

Communicating our identity in a consistent way is important. It helps the industry, our partners and our customers get to know us, and understand that value we bring them. It helps them recognize us in a crowd, and build a meaningful relationship.

We convey our brand identity through every form of communication and experience. Each member of our team is a brand advocate and has a direct impact on how Prolifics is perceived. Through our communications, how we sell, how we act and what we say, we are all responsible for creating the best experience possible with our brand.

Over time, we will continue to build our brand and measure our success.

The Prolifics brand identity is a combination of what our clients and business partners see, hear, read, experience and think about Prolifics' solutions and services.

Communications Practices

Public Relations

Customized Project Lifecycle

Thought Leadership

Website

Experienced Consultants

Financial Performance

High Quality Services

Culture

Business Partner Relationships

Collateral

Employees

Booth Design

Advertisements

Business Cards

PowerPoint Presentations

Sales Proposals

Annual Reports

Prolifics[®]

Our Mission

Prolifics' commitment to client success is at the core of our business.

To be a trusted advisor and provider of high-business value, technology solutions.

Our Positioning

Prolifics' brand positioning articulates the benefit we deliver to clients across all industries. All of our communications and actions must support our brand positioning.

We create competitive advantage for organizations around the world by implementing customized, end-to-end IT solutions that achieve business success, leveraging IBM, Microsoft and Open Source technologies in a global delivery model.

Our Commitment

For over 35 years, organizations have relied on Prolifics' technical and domain expertise. Continuing that success means investing in our growth and innovation.

We have a time-tested, proven track record over our 35 year history, achieved through our consistent investment in the best skills, proper governance models, and strong business acumen.

Our Vision

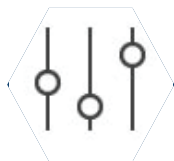
To be one of the most admired global technology consulting companies, delivering competitive advantage to our clients.

Our Differentiators

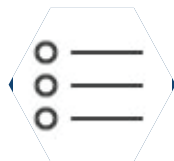
We have a unique value proposition that is unmatched in the industry. Our continued success is driven by four key differentiators.



Proven Expertise



Business Acumen



Core Values



Global Delivery

Our Brand Personality Traits

Does a brand have a personality? Absolutely. Think of the Prolifics brand as a living, breathing human being.

We have several personality traits that make up our brand and it is our responsibility to keep communications consistent with them.

We feel these traits best sum up Prolifics' brand personality and they describe how we want our clients to perceive our company.

Smart

We are smart. It's the reason our solutions are so innovative, so successful and so much better than the competition. We take pride in the intelligence of our entire team, and we continue to invest in becoming smarter.

Forward-Thinking

We are forward-thinking. The IT industry moves at an extraordinary pace, and we keep up and stay ahead of the curve to deliver the latest and greatest in technology. We are not content letting others take the lead. Rather, we run into uncharted territory with excitement.

Reliable

We are reliable. We think of our company as a close partner to each client, helping them achieve success in their business. They can count on us deliver a standard of excellence we are known for and we will stand by them through any situation.

Energetic

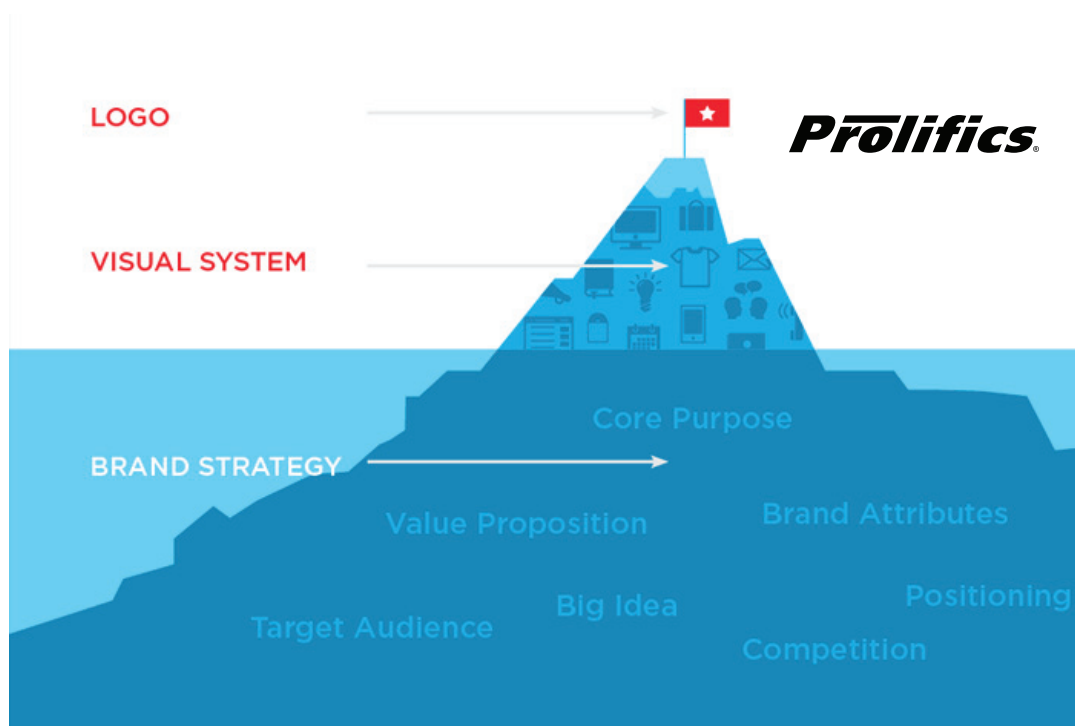
We are energetic. We speak action. Our style is dynamic and we are always looking to take our company and our solutions to the next level. We delight our clients with the unexpected. And we do all of this because we are passionate about what we do every day.

Trendy

We are trendy. We are cool. Our style is welcoming, familiar, smart and funny, and we use it to make hard work fun and to turn complex problems into ones that are easier to manage. Our clients and partners enjoy working with us because we are a trusted partner and friend.

So, how does it all fit together?

Think of the Prolifics brand as a solid structure. Our brand elements combine to continuously strengthen and grow the brand.



Our Look and Feel

screenshots

A guide to a robust visual system.

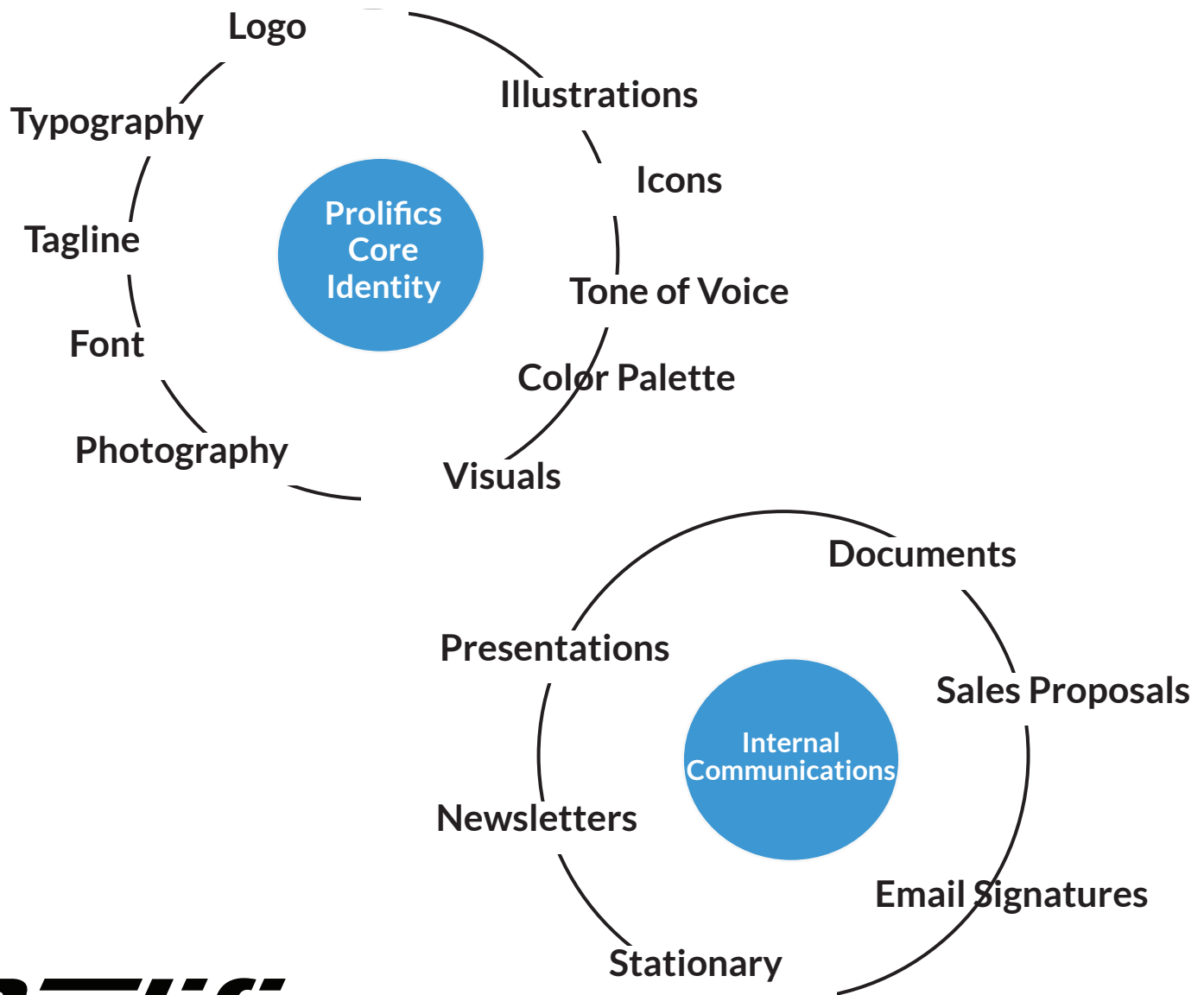
A Consistent Design

To maintain consistent branding across all communications and actions, we have created a complete and specific set of design guidelines. By adhering to these guidelines, we present a unified brand image in every instance of customer contact, which helps to build and strengthen our connection with each of our customers.

We are all brand advocates, and as such we are all responsible for protecting, supporting and communicating our brand clearly and consistently.

This applies to everything we say and do.

The core design elements are essential to our brand and must be prevalent in any communication. These elements include the Prolifics logo, typefaces, color palettes, taglines, imagery and graphics.



When it comes to our logo and the way we express our company name, consistency is key. Please take a moment to review the following identity and logo guidelines:

Previous Identity and Logo



New Identity and Logo



- Never redraw or change the logo in any way, especially the proportions. Doing so weakens our identity.
- Only use authorized artwork provided by Prolifics Marketing.

As you can see, we have two approved logos. So how do you know when to use our logo with subheader? Here is our rule of thumb:

For any communications that adequately describe what Prolifics does, you can use the logo without subheader. For example: marketing collateral.

For any communications where it may not be entirely clear, use the logo with a subheader to adequately inform viewers about our business.

Clear Space

- Always maintain clear space around the Prolifics logo to protect it from conflicting graphics or text.
- Measure clear space by using one-half the height of the logo. No graphics or text should be in that area.



Minimum Size

The Prolifics logo reproduces well at almost any size. Printing it too small, however, can damage the logo's integrity and effectiveness. Please never reproduce this logo.

Keep the same aspect ratio when resizing the graphic. In other words, do not shrink just the width or just the height. Both aspects of the graphic must be resized together. In Microsoft® Word®, you can maintain the aspect ratio by holding down the SHIFT key as you expand or contract one of the corners of the graphic.

- For print assets, if space is available, the preferred placement is either the upper left or right corner of an asset. However, if the assets is better served by placing the Prolifics signature at the top or elsewhere, it is permitted to do so.
- The standard product logo's cap height is the same as the Prolifics height as shown in the exhibit below.

Prolifics
Global Technology Solutions Provider

x/x"

Prolifics

x/x"

Prolifics

Logo Specifications

Our Look and Feel [2.0]

Logo Color

When the logo appears on a white or light background, use our primary black Prolifics logo.

When placing the logo on a background that is not white, you will need to use our logo with a transparent background to avoid the appearance of a white box around our logo.

Prolifics[®]
Global Technology Solutions Provider

Prolifics[®]



Prolifics Black
Pantone Black 5U
R: 0 G: 0 B: 0 (#FFFFFF)
C: 75 M: 68 Y: 67 K: 90

Alternative Color Backgrounds

Our primary black Prolifics logo is preferred, but there may be instances where you will need to use a white logo.

When using the white logo on a dark background, the background will be transparent.



Prolifics[®]

Logo Format

Our logo is available in a variety of formats, each with optimal uses. It's important to use the correct format so ensure clear resolution. If you aren't sure, please refer to the below chart.

Format	DPI	Usage	Notes
Black JPG	72 DPI, 300 DPI	Print	Good for Word documents and presentations with a white background
Black PNG Transparent	300 DPI	Print, Web	Good for Word documents and presentations that require a transparent background
White PNG Transparent	300 DPI	Print, Web	Good for Word documents and presentations with a dark background
Black EPS	Variable		Vector - special use as required by a vendor
White EPS	Variable		Vector - special use as required by a vendor

Download Instructions

The Prolifics logo files are located on SPACE in the logos subcommunity of the [Sales and Marketing Community](#).

Our new tagline is an integral part of conveying our brand image. To maximize its impact and to preserve its distinct status, we have rules on how our tagline should be used.

IT: Customized to Your Advantage

- The tagline should be used exactly as it appears with the correct punctuation, capitalization and font.
- Don't use any tagline other than our authorized tagline.
- The tagline must always be in black font.

Tagline Font

As we will outline in the Typeface section, Prolifics' official typographic style is Lato. As such, our tagline should always be in Lato regular or bold.

IT: Customized to Your Advantage

IT: Customized to Your Advantage

Incorrect Use of Logo

Our Look and Feel [2.0]

Our logo is the primary visual representation of the brand and we are all responsible for protecting it. Altering any part of the logo diminishes its impact and impacts our consistency. Please avoid doing the following:



Do not place logo in a background



Prolifics

Do not cut our logo in any way



Prolifics
Global Technology Solutions Provider



Prolifics

Do not distort proportions of the logo

Keep the same aspect ratio when resizing the graphic. In other words, do not shrink just the width or just the height. Both aspects of the graphic must be resized together. In Microsoft® Word®, you can maintain the aspect ratio by holding down the SHIFT key as you expand or contract one of the corners of the graphic.



Prolifics

Do not change the color of the logo. The logo must be in black or white.



Prolifics
BPM

Do not add any additional messaging or new taglines to the logo

Prolifics

Discontinued Logos

Our Look and Feel [2.0]

Over our impressive 35 year history, Prolifics' logo has gone through several changes. Additionally, we have welcomed new brands into our family. To build our new brand identity, we must all use the same logo, eliminating use of any discontinued logos immediately. Use of older logos weakens our brand strategy and may lead to confusion.

Please be sure you are not using any of these discontinued logos in your documents, presentations, social media profiles, etc.



The 35th Anniversary logo was a temporary logo created to promote a milestone. Now that we have passed the year of this milestone, it must no longer be used.



Prolifics®

Incorrect Uses of Tagline Our Look and Feel [2.0]

Just like the Prolifics logo, our tagline must be used consistently and effectively. This will allow us to own the tagline and increase the association and recognition with Prolifics.

The tagline should be displayed as defined in this guide. Here are some examples of incorrect uses of our tagline.

~~Customized to Your Advantage~~

~~Do not omit any part of the tagline~~

~~IT: Customized to your advantage~~

~~Do not use lower case for any words except "to"~~

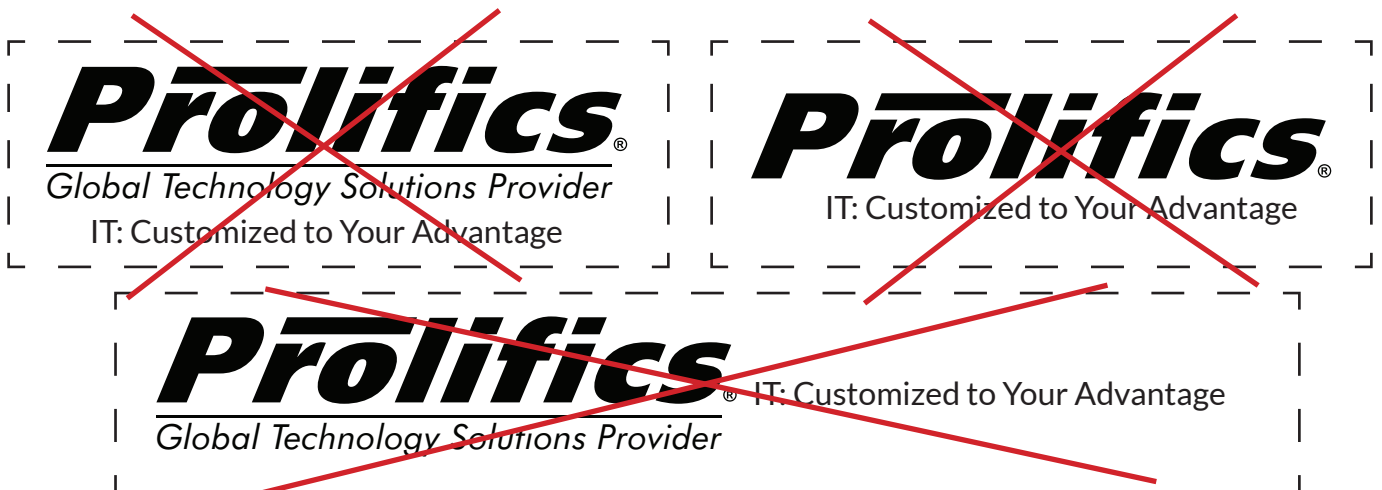
~~IT Customized to Your Advantage~~

~~Do not omit the colon used after IT~~

~~IT: Customized to Your Advantage~~

~~The preferred color for the tagline is black. White is acceptable in certain instances. Do not assign arbitrary colors to the tagline.~~

The tagline must not be placed too close to the Prolifics logo, particularly when you are using the logo with the subheader.



Prolifics®

Discontinued Taglines

Our Look and Feel [2.0]

Similar to logos, Prolifics has seen several taglines arise over its 35 year history. Prolifics' new brand identity has been given a makeover and it's important that we use only our authorized tagline going forward.

Please discontinue use of any previous taglines.

~~A Global Provider of IBM,
Microsoft and Testing Solutions~~

~~Award Winner for Technical
Excellence, SOA, BPM, Portal
and Governance~~

~~Artisans of Test Automation~~

~~IBM Award Winner for Technical
Excellence, SOA, BPM, Portal
and Governance~~

~~Solving Business Problems with
Technology Solutions since 1978~~

~~Raising Your Business IQ~~

Prolifics Approved Tagline:

IT: Customized to Your Advantage

Prolifics[®]

Just as Prolifics does, all companies publish specific guidelines for using their respective logos or marks. Please respect each company's brand identity by following these guidelines when using their logos and/or marks.

IBM Business Partner Mark

The official IBM Business Partner mark which indicates Prolifics' Premier Business Partner status is:



Color Palette - Background:

DARK BLUE BACKGROUND

BLUE 6

PMS 2955C

C100 M55 Y10 K48

R0 G63 B105

HEX #003F69

Color Palette - Emblem:

PREMIER EMBLEM ONLY

MODIFIED BLUE 1

PMS 2905C

C40 M0 Y0 K0

R142 G216 B248

HEX #8ED8F8

Please follow these guidelines when using the IBM Business Partner mark:

- The trademark symbol should follow the IBM Business Partner mark.
- Keep the same aspect ratio when resizing the graphic.
- Do not distort, skew, re-color, animate or change the typography. Also, do not place on a busy background.
- The Prolifics logo needs to be the major logo in the layout. The IBM Business Partner mark cannot be larger than the Prolifics logo or be in a dominant position in comparison to the Prolifics logo.

IBM Business Partner Mark

Clear Space

The minimum uninterrupted space surrounding the mark is equal to one-half the height of the primary mark rectangle. No graphics or text should be in that area as illustrated in the following graphic from the IBM Business Partner Marks Guidelines:



Minimum Size

Please adhere to these restrictions when reducing the size of the Business Partner Mark:

- **Web** – Business Partner Mark – 123 px/1.708 in.
- **Web** – Business Partner Mark with Authorizations – 144 px/2 in.
- **Print** – Business Partner Mark (with or without Authorizations) – 72 pt/1 in.

Additional IBM Business Partner Marks

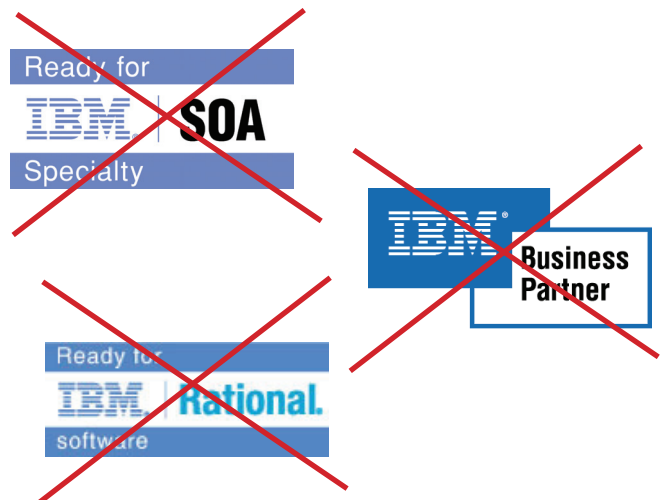
IBM offers a variety of marks that Prolifics can use to promote authorizations, capabilities and award recognitions.

For your convenience, you can download all **IBM Business Partner marks on SPACE**. Here you can download the following:

- Practice Authorizations
- Industry Authorizations
- Award Marks
- IBM Champion Mark

Discontinued IBM Business Partner Marks

The following business partner marks are officially retired and should never be used.



SAP Partner Mark

The official SAP® Business Partner Logo is:

Please follow these guidelines when referring to the SAP logo:

- Keep the same aspect ratio when resizing the graphic.
- Do not distort, skew, re-color, animate or change the typography. Also, do not place on a busy background or in a white box on a colored background.
- The minimum uninterrupted space surrounding the logo is 2/3 the height of the SAP logo. No graphics or text should be in that area.
- A footnote or attribution must be present if size permits. The text for this is provided by SAP. For details, refer to the section on Copyrights and Trademarks.

Client Logos

While we use customer logos in internal presentations and in presentations with limited audiences, we do not have permission to use them in other settings, such as a public website or public collateral.

If you are interested in using a client's logo for a presentation or other sales or marketing materials and have questions, please contact marketing@prolifics.com.

Copyright text and trademarks are generally included in a footnote or attribution in a document. You can see the copyright and trademarks for this document on the last page.

Copyrights

A copyright statement is included in corporate documents before the list of trademarks. As of June 2013, our copyright statement is:

© 2013 Prolifics, Inc. All rights reserved.

Use the following codes to include a copyright symbol in HTML: © or ©

Trademark Format

Trademarks follow these guidelines:

- The first instance of a trademarked product or service must immediately be followed by the appropriate trademark symbol.
- A footnote/attribution must list the trademarked product, type of trademark and the name of the company holding the trademark.
- Companies usually provide the text to be used in the footnote/attribution.

Trademark Symbols

There are two types of trademark symbols:

TM	Trademark Symbol
®	Registered Trademark Symbol

Prolifics Trademarks

Prolifics, Inc. holds the following trademarks and registered trademarks:

- Prolifics®
- Effecta®
- PPM Studio®
- Panther®
- JAM®
- XMLink™
- XMLink™ Universal Gateway™

When referring to other technology accelerators, if Prolifics is included, Prolifics is a registered servicemark, but the product names are not yet trademarked. (Note: Servicemarks apply to services,

and trademarks to products.)

- Prolifics® Build Conductor
- Prolifics® Service ID Governor
- Prolifics® Connectors for HP® Quality Center
- SLA InDepth

Sample footnotes/attributions including both the copyright and trademark:

Prolifics only:

© 2013 Prolifics, Inc. All rights reserved. Prolifics is a registered servicemark of Prolifics, Inc.

Prolifics with Product:

© 2013 Prolifics, Inc. All rights reserved. Prolifics is a registered servicemark and Effecta is a registered trademark of Prolifics, Inc.

Other Trademarks

Just as we respect our trademark and copyright guidelines, we ask that you do the same for our partners.

IBM Trademarks

A complete list of the IBM trademarks is at <http://www.ibm.com/legal/us/en/copytrade.shtml>



SAP Trademarks

A complete list of the SAP trademarks is at <http://global.sap.com/corporate-en/legal/copyright/trademark.epx>

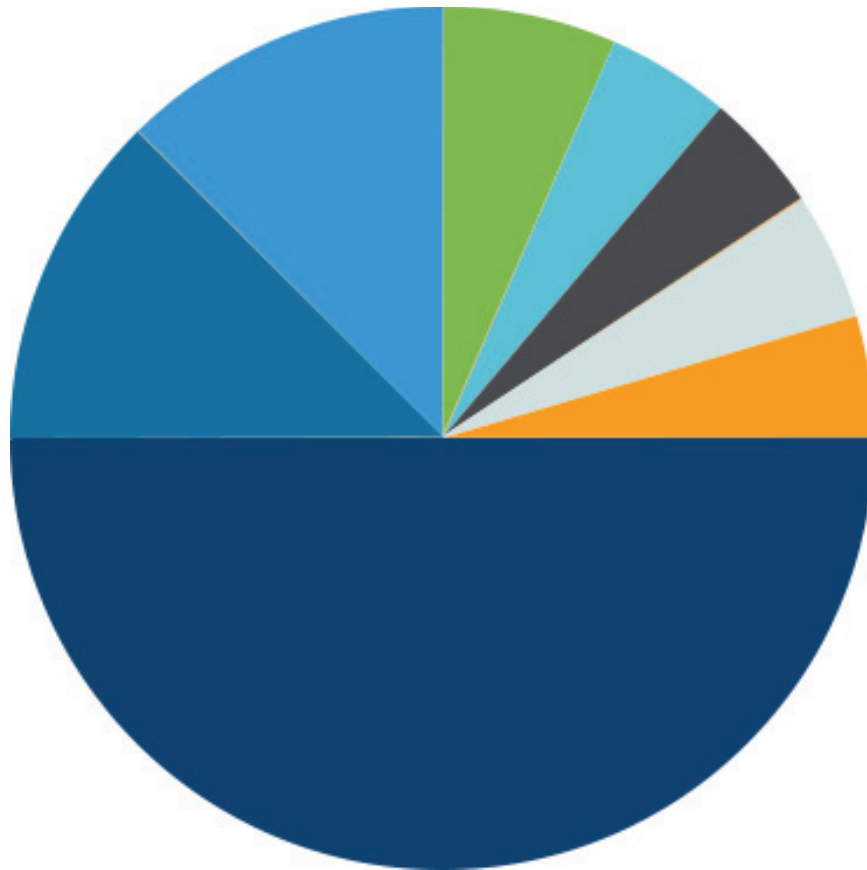


Microsoft Trademarks

A complete list of the Microsoft trademarks is at <http://www.microsoft.com/en-us/legal/intellectualproperty/trademarks/en-us.aspx>



Our Primary Color Palette



The Prolifics Color

When it comes to visual communications, color is effective, powerful and instantly recognizable. Consistent use of color allows us to break through the marketing clutter and establish brand recognition in the industry.

Prolifics' color palette has been created to reflect our personality as a brand.

Blue.

Blue is an integral part of our visual identity and dominates our color palette. Why blue?

Studies consistently show that the color blue as one that is intellectual. It portrays clear communication and is typically linked with: trust, efficiency, logic, calm, stability, and authority. It also communicates our core attributes in terms of the solutions we provide and our delivery approach, including reliable, flexible, innovative and open-minded. With these traits, we find it is the best color to represent Prolifics.

Add shapes and design elements

Our Core Colors

Primary Colors

These blues should dominate every piece you create. (include hexagon colors with CMYK and RGB numbers)

- Please emphasize the use of the Prolifics blue for full fields of color in marketing communications.

include colors

Accent Colors

We use accent colors in combination with our primary colors to add depth and highlight certain messages. Please use them sparingly.

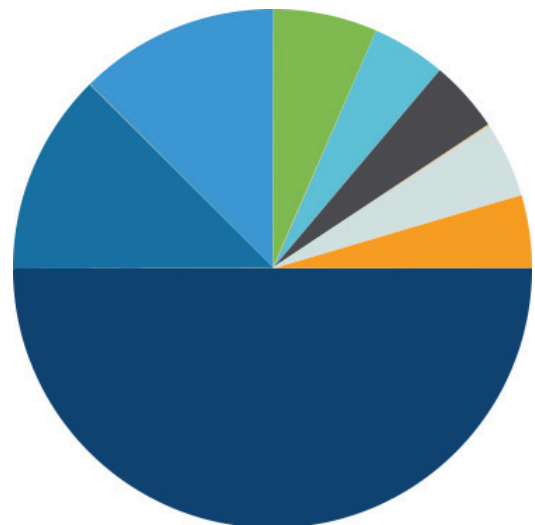
include colors

Color Ratio

With so many primary and accent colors, it may be challenging to select which color you should use. The pie chart below serves as a guide for the use of primary and accent colors in Prolifics materials.

Color Balance:

- Use our core colors for a consistent brand identity
- Use the ratio pie chart to make sure you are balancing our colors correctly



Our Typeface

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
1234567890

Introducing Lato

We've selected a type family that gives Prolifics a powerful, smart and simple voice: Lato.

- Lato is our primary typeface
- Lato should be used in all communication materials
- For desktop applications, you may use Calibri if Lato is not available.

abcdefghijklmnopqrst
vwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Typeface, type size and type weight will vary in your communications. Use them wisely to establish a clear hierarchy of information. We have included a range of weights of Lato that are to be used for all communication.

Sample	Style	Description
123 abc ABC	Lato Regular	This is the standard font and should be used most often. All employees should use this font for documents, emails, etc.
123 abc ABC	Lato Bold	You can use the bold version for headers or to show emphasis.
123 abc ABC	Lato Black	You can use the black version for headers or to show emphasis. It is a bit bolder than Lato Bold.
123 abc ABC	Lato Italic	You can use the italic version as needed. However, it should not be used as your regular font.

So, where do you use Lato? Everywhere.

Lato is now the new Prolifics font. It should be used as your default across email, desktop applications such as Microsoft Word and Powerpoint, and any other communication materials.

To download Lato to your system, follow these instructions.

Download the zip file here: [xx](#)

Unzip the file, copy the font files to your Fonts folder, which is located on your Windows drive.

Reboot and you are good to go!

Using Type Effectively

Powerful brands have branding elements that are easily recognizable. Our customers should know our brand even before they read the message.

Consistent use of the approved Lato family supports our branding efforts and enables us to own a unique look and feel. Across all departments in our company, using Lato turns each individual into a brand advocate of Prolifics.

Download the approved Prolifics core typeface at: [xx](#)

Preferred Casing:

Always use type in a combination of uppercase and lowercase.

- Uppercase and lowercase styling in headlines and call outs should be used.
- Please do not use Lato in all uppercase – it is perceived as a form of shouting both on paper and on screen.

Do:

Prolifics BPM Practice
Prolifics, an IBM Premier Business Partner
Join Prolifics at IBM Impact 2014

Don't:

PROLIFICS BPM PRACTICE
Prolifics, an IBM premier business partner
Join PROLIFICS at IBM Impact 2014

Tone and Voice

Consistent tone and voice are essential to building our brand and provides our customers with yet another way of recognizing our brand. Tone and voice is not just critical in marketing communications, but rather for everyone that represents Prolifics. It is communication through our advertising, our emails, presentations, proposals, website and much more.

The Role of Our Brand Personality Traits

In general, the tone of Prolifics' communications should be **smart, clear and professional**. Through our communications, we portray a persona that is **confident and reliable, but approachable and personal**.

Our voice is driven by our personality, which is a critical element in the overall Prolifics brand identity.

The Prolifics voice:

- is clear and straightforward. We communicate directly, intuitively and concisely. We speak with confidence and power.
- uses first- and second-person language ("we" and "you") to add a personal feel to our communications. It allows us to be consistent with our trendy trait.
- is helpful, thoughtful and optimistic. We simplify a complex world and share information with a positive, can-do attitude, speaking to our energetic trait.

Always remember, it's important to know and understand our brand personality traits so that you can apply them in everything you do.

Smart

Forward-Thinking

Reliable

Energetic

Trendy

Habits for Communicating the Prolifics Brand Effectively

Use an active voice.

Talk about what we will do, rather than taking a passive approach. It allows us to communicate in a more straightforward and direct way.

Before:

"You will be given a proposal."

After:

"We will give you a proposal."

Highlight the benefits.

Whenever possible, speak more to benefits than features of our solutions and resources. Benefits allow clients to envision the business gain.

Before:

"We have a global delivery team of 1,500."

After:

"Our global delivery team of 1,500 means we can provide a compelling cost structure while maintaining high quality."

Use bulleted lists when necessary to simplify text.

Bullets are easier to read and therefore consistent with our straightforward and clear personality. It shows our clients that we care about making our messages easy for them to read.

Before:

"We have a unique value proposition that is unmatched in the industry. Our continued success is driven by four key differentiators, including: global delivery, proven expertise, business acumen and core values."

After:

We have a unique value proposition that is unmatched in the industry. Our continued success is driven by four key differentiators:

- Global Delivery
- Proven Expertise
- Business Acumen
- Core Values

Get personal.

Using personal pronouns bridges the connection between you and your client, prospect or partner. They resonate better and fit well with our personality.

Before:

Prolifics works hard to drive measurable business value."

After:

"We work hard to drive measurable business value for your organization."

So, why do we focus on tone and voice?

People experience the Prolifics brand in everything that we do. One of the most common ways is through written and spoken communication. It's important that we all "**speak with one voice**" to solidify our brand and remain a cohesive unit. By weaving our brand personality traits into your communications, you are doing your part to present the true Prolifics brand and what we stand for.

Inappropriate Communication

Similarly, it is equally important to avoid using the Prolifics name in ways that can harm our brand.

We must never associate the Prolifics name or our solutions with:

- Illegal activities
- Content or practices which demean, ridicule, or attack individuals or groups on the basis of age, color, national origin, race, religion, sex, sexual orientation, or handicap
- Pornographic, obscene, or sexually explicit/suggestive material or content
- Material deemed to be harmful to children
- Tobacco, alcoholic beverages, firearms, ammunition or fireworks
- Gambling, contraceptives, violence, or terrorism
- Vulgar or obscene language
- Solicitation of funds
- Extreme political or social activism

Internal Communication Resources

screenshots

screenshots

screenshots

screenshots

screenshots

screenshots

Consistency is Key.

Our brand is communicated most often through sales or marketing materials, including presentations, documents, proposals, collateral and more. A consistent and strong brand identity means that our entire company is using each document in the same way, and that we maintain a consistent look and feel across all materials.

Our new templates fit with the new Prolifics brand

identity, particularly our personality traits.

It's important that we only use these templates. Use of an older template weakens our brand and creates confusion. Further, old templates likely don't comply with our new brand standards.

[All templates can be downloaded here.](#)

PowerPoint Template with Logo

[screenshots](#)

Use only the approved Prolifics PowerPoint template whether you are presenting internally, to business partners or to customers.

You can download the PowerPoint template here: [xx](#)

Word Template with Logo

Use only the approved Prolifics Word template whether you are creating a proposal or other document to be used internally, with business partners or with customers.

You can download the Word template here: [xx](#)

Stationary with Logo

Use only the approved Prolifics stationary and be sure to use the approved typefaces, color and logo.

You can download the stationary template here: [xx](#)

A Uniform Signature.

It's important to maintain professionalism in all of our communications, including email. As brand advocates of Prolifics, you can use an approved, brand-consistent email signature.

Follow the formatted sample below to create a signature that reflects Prolifics' identity.

include signature sample

Social Media for Business



