brillio

Visual Identity Guidelines

2024

Version 1.0
Internal and External Use

The Value of Brand

Our brand is much more than simply a logo. It's the sum of all our actions and our communications. It's the promise we make to our clients, our colleagues and all our stakeholders through what we say and what we do. As we grow and evolve, our brand grows with us.

It's often said that perception is reality. That's why our brand is critical to our continued success: how people remember us, based on their Brillio experience, influences whether they will choose to do business with us or not.

Our brand is one of the most important facets of our competitive advantage. It gives our clients the comfort and confidence to choose Brillio.

Who
We Are

We believe we are the best partner for our client's digital transformation journey. We were born digital, and digital fluency is our defining brand attribute.

This fluency drives continuous innovation, driven by our advisory and key capabilities which are Product and Platform engineering, Data & AI, Customer Experience, and Cloud Migration.

Clients choose us because we bring this all together to solve complex problems at speed and scale.

We've created a very modern and distinctive brand platform. Our exclamation marks punctuate our passion for client success. This platform is optimized for digital channels.

And we will use this new brand platform to elevate our marketing programs and build even stronger brand recognition.

Power of Guidelines

Expressing our brand in a consistent way across touchpoints will help our audiences get to know us better — so they can recognize, choose, and remember us. Because we're always inventing new offerings and expanding our reach, it's especially important that we maintain a unified identity. Our visual identity guidelines give us the freedom to craft communications that fulfill their unique, critical functions, while serving as guardrails to protect our customers from confusion and our brand from dilution.

The Power of You

We are at an important juncture in our company's evolution, so our brand is evolving too. As Brillio continues to grow, so has the value of our brand. And while we may not be a household name — yet — our reach among the world's leading companies is exceptional. Like other leading organizations, we all strive to strengthen the value and stature of our company. The goal of a brand identity system is to engage clients, associates, and stakeholders in a familiar and meaningful way. That means we collectively ensure our branding appears in a consistent manner. Consistency allows our audience to build a memory structure around what we stand for and the value we offer. In using this document, we invite you to be an active brand ambassador in building Brillio's future.

Our Visual Toolkit

The Brillio brand system provides clear and creative ways to use each visual component. The system has been designed to work together, so you can combine the brand elements with flexibility, backed by the confidence you are building on a solid foundation.

Done right, you will build a **strong**, **consistent look** and **feel** for the Brillio brand. Done to perfection, you will build a brand that drives revenue, attracts customers, and adds value.

LOGO

COLOR

TYPOGRAPHY*

Outfit

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

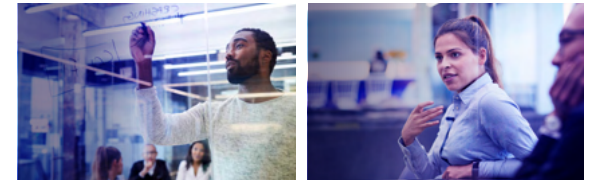ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

PEOPLE IMAGERY

PATTERN

Logo

Our logo is the primary visual branding asset used in all our communications. It serves as the visual representation of our company.

01

Logo

Overview
The Brillio logo is the most prominent representation of our brand. It is a visual expression of our personality, distilling all the experiences our customers have as they encounter our brand across a variety of touchpoints. It signals a consistent foundation — maintaining brand equity while reinforcing brand leadership, confidence, and reliability.

Usage
The Brillio logo is a complete graphic element, and the letterforms within the logo have a fixed relationship to one another that should never be modified or altered.

Reversed
The reversed logo preferably should be used on a Brillio Deep Indigo background. Situations may arise requiring a black background.

Logo Resources
The Brillio Logo and Guidelines can be downloaded at:

Brillio - Brand Assets - All Documents (sharepoint.com)

Brillio Primary logo
On a white background

Brillio Reversed logo
On a deep indigo background

Note:
This should not be used as a logo lockup

Logo
Clearspace

Clearspace
To keep it legible, and to maintain its integrity, the area surrounding the Brillio logo — clear space — is kept free of other elements so that the logo has room to breathe. This guarantees that the logo is presented clearly, and with maximum impact. The clear space is defined by the unit "x," which is equal to the width of the vertical stroke of the two "!!".

Minimum Size
Minimum size ensures the clarity and legibility of our brand. The lockup should never appear smaller than 0.5" wide in print applications, or 40px wide (@72 ppi) in onscreen applications. As modern device resolutions vary widely, always aim to visually match the specified minimum size for standard displays.

Given the importance that our logo plays in our brand as a whole, it's critical that we protect its integrity and maximize its visual impact.

The minimum **clear space** is defined as x, measured by the width of the vertical stroke of the two "!!".

Minimum print size:
.5" wide (12.7 mm)

Logo
Alternate Color

Alternate Color
This version should only be used if black is the
only color allowed in a layout. In most cases
this version is for product only. The black logo
is used when production limitations prohibit
the use of Brillio Green. It is placed on white
backgrounds, or on gray backgrounds no
darker than 45% black.

Reversed
Use this version for better legibility and
contrast on darker backgrounds. In situations
requiring a black background and when
reversing out of colored backgrounds, screen
printing dark colored merchandise and
window films, etc., the reversed logo is used.

White	5%	15%	25%	35%	45%

Black logo
On a white or light background

55%	65%	75%	85%	95%	Black

Reversed logo
On a black background

Logo
Incorrect Use

Incorrect Use
To preserve and protect our brand, there are strict limitations on the usage of the Brillio logo. The examples on this page illustrate some, but not all, potential misuses of the logo.

Keep in mind that the logo is carefully rendered artwork and any alteration of the logo, apart from proportional scaling, is considered misuse.

The use of the Brillio logo by a third party requires a license agreement.

Our logo should be allowed to make its presence felt without distraction.

Do not use unapproved colors

Do not place the logo within a shape or container

Do not stretch or skew the logo

Do not apply drop shadows to the logo

Do not place on busy photo backgrounds

Do not change size relationship of elements

Do not fill with gradients

**Do not** reset the logo as type

Logo
Co-Branding

Co-Branding & Partnership Relationships
Co-branding relationships are used to represent our brand in partnership with another. These relationships should be used when communicating information on any brands we partner with.

Clearspace
Clear space and minimum-size standards must be adhered to while giving ample real estate to partner logos. This guarantees that the lockup is presented clearly and with maximum impact. The clear space is defined by the unit "x," which is equal to the x-height of the Brillio logo. The clearpsace in between the logos is equal to the width of the vertical stroke of the two "!!" x2.
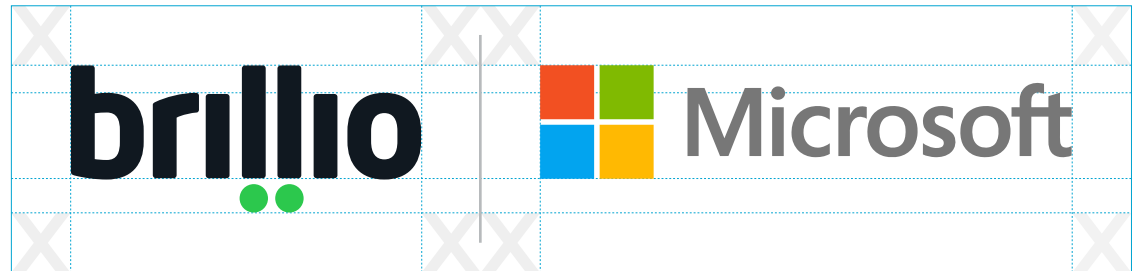
Clear Space
Defined by x-height

Partnership Lockups
Examples of

Colors

Colors are a major part of how we identify brands,
and the Brillio brand is no different.

02

Colors

Palettes and Specification

Color Proportion

In all applications, **it's important to lead with our primary brand color of Deep Indigo** and follow with the supporting palette as needed. **Follow the relative proportions shown on this page of primary color vs. supporting colors.** By doing so, we ensure that our brand touchpoints "feel Brillio."

Color Values for Print and Digital

Use the spot Pantone inks whenever possible. The RGB/CMYK values should only be used when spot colors cannot be reproduced.

We've matched the RGB values as closely as possible to the latest Pantone Color Bridge Coated guide and its CMYK conversion. Please note that the Pantone and CMYK colors may appear slightly muted compared to the brighter RGB equivalents.

Color is an integral part of our visual system. It brings the Brillio brand to life and sets us apart from our competitors.

BRILLIO DEEP INDIGO

PMS	275 C
CMYK	96 99 37 44
RGB	33 23 71
HEX	#211747

BRILLIO GREEN   PMS   2270   CMYK   71 0 95 0   RGB   44 200 77   HEX   #2CC84D

BLACK   CMYK   0 0 0 100   RGB   0 0 0 0   HEX   #000000

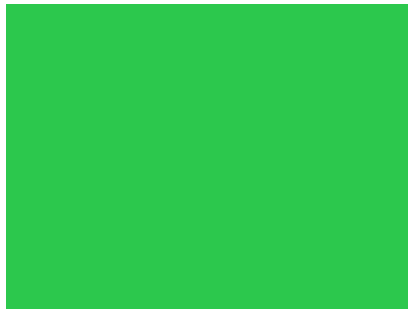**WHITE**   CMYK   0 0 0 0   RGB   255 255 255   HEX   #FFFFFF
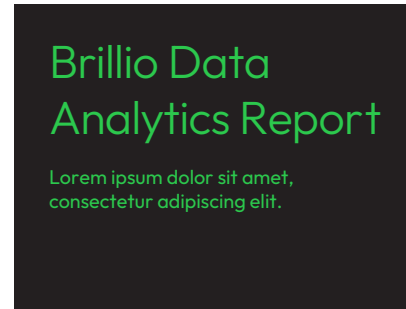
Colors

Incorrect Use

Don't Create Gradients 🚫

Don't Use Accent Colors In Large Areas 🚫

Don't Mix Colors From Accent Pallette 🚫

Brillio Data Analytics Report

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Don't Create New Colors 🚫

Don't Use Tints Of Colors For Text 🚫

Brillio Data Analytics Report

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Don't Combine Colors w/ Poor Contrast 🚫

Brillio Data Analytics Report

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Don't Use Transparent Overlays 🚫

Colors

Our Color Palette In Use

Use Brillio Deep Indigo in social media channels because we have limited real estate to create brand registration.
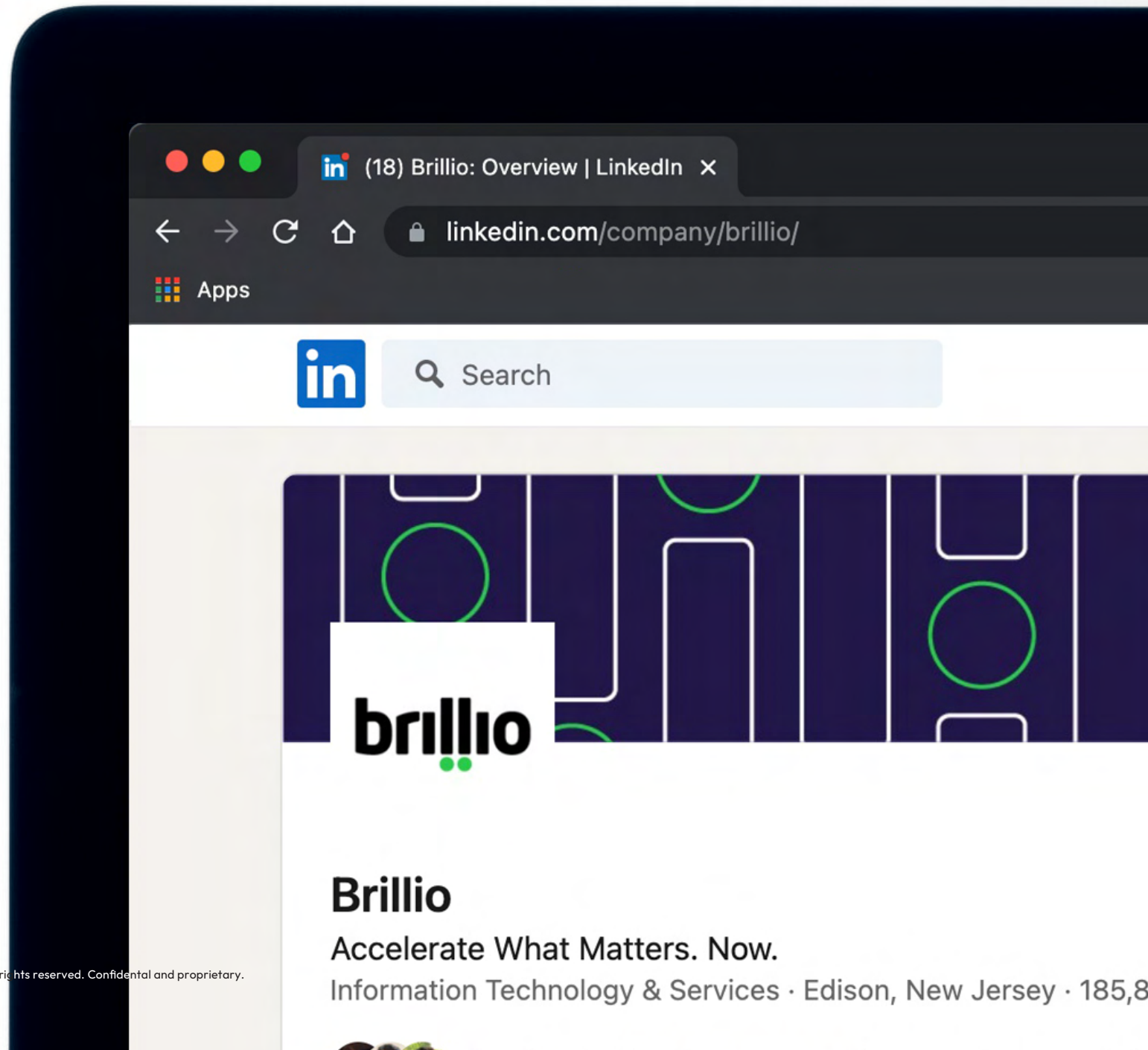
Colors

Our Color Palette In Use

Always use Brillio Deep Indigo as the primary color for signage, in order to ensure the items are recognizable as Brillio branded.

brillio

Let's create something brilliant together!

brillio.com

brillio

Comparably Award Best CEO Award 2021

Showstopper of the Year Award for Community Impact at the Microsoft Prestige 2021

Assocham Award for Excellence in Employee volunteering efforts in fight against COVID-19 2021

Silver Stevie® Award Employer of the Year IT Services 2021

Great Place To Work® Award India 2021

brillio

Turning Disruption Into Competitive Advantage For Our Clients

brillio.com

Colors

Our Color Palette In Use

Always use Brillio Deep Indigo as the primary color for promotional items whenever possible, in order to ensure the items are recognizable as Brillio branded.

Typography

Clean, clear typography attracts people to our ideas. The purpose of good, readable type is to bring out the meaning of the writing.

03

Typography

Primary Typeface: Outfit

Primary Typeface

We have chosen Outfit, a geometric sans serif font as our primary typeface. It is simple, clean, versatile, and visually elegant. We use it for all branded material, headlines, general display work and for editorial and advertising.

This font has a variety of supporting weights for maximum flexibility. When used consistently, people will know that communications using this font come from Brillio.

Title and sentence case are preferred. Only use all caps in small instances such as charts, labels, and UI navigation. Type should never be altered by adding outlines, drop shadows, or effects. Always set ® and ™ as superscript.

Outfit is used for all branded material, digital interfaces, and communication pieces **— such as, but not limited to —** print collateral, thought leadership, online content, and signage.

Outfit Regular is our primary typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (.,;:?!@#$%^&*-)

Supporting Weights

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Typography

Outfit Type Hierarchy

Large Headlines And Subheads

BOLD ⟶ # Accelerate What Matters Now

REGULAR ⟶ ## Design Led Approach For End-to-end Digital Transformation

LIGHT ⟶ Brillio offers end-to-end digital transformation expertise from himan centric design, delightful customer experiences, data-driven intelligence, differentiated products/platforms, to agile cloud-based infrastructures.

Large headlines should always use Bold title case. Subheads on covers may use Light or Regular title case, depending on scale relationships. Large blocks of copy on covers should use Light sentence case.

Intros And Body Copy

REGULAR ⟶ We enhance our client's businesses through leveraging Big Data solutions, building modern Data Lakes, and enabling Advanced Analytics powered by machine learning. Expertise across the entire data value chain: from data to insights.

BOLD ⟶ **Data Analytics Engineering**

LIGHT ⟶ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibum felis lectus, vestibulum id scelerisque et, gravida sed metus. Curabitur vitae sapien vehicula, posuere elit pellentesque, cursus ante. Etiam pulvinar massa mattis velit rutrum auctor. In enim turpis, fringilla eget rhoncus non, mollis a justo.

Intro paragraphs should use Regular case. Body copy should use Light sentence case, while body headers and subheads may use Semibold or Bold title case for emphasis.

Typography
Outfit in Use- Web

Typography

Outfit in Use- Collateral

brillio
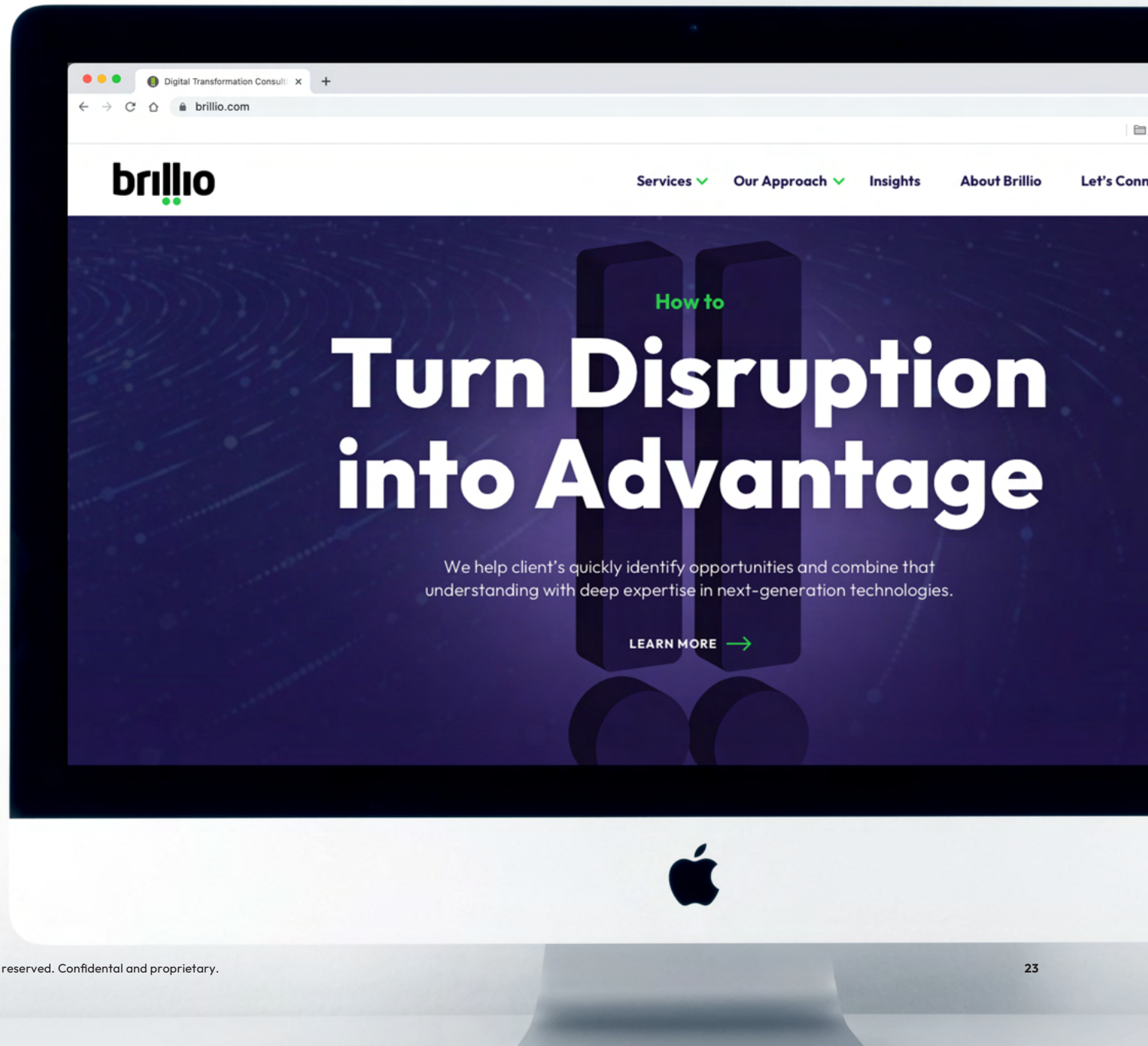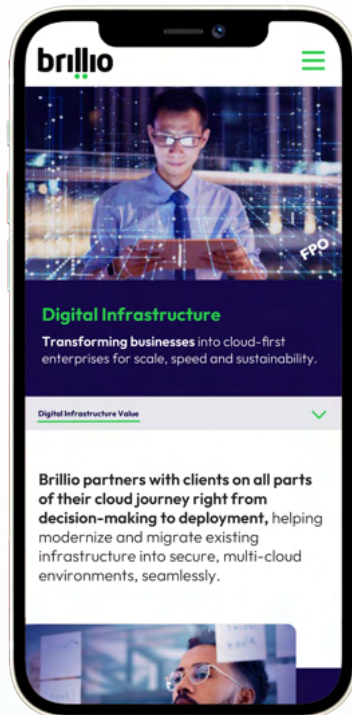
CASE STUDY

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3

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Typography
Alternate Typeface: Arial

Alternate Typeface

In cases where Outfit is not available, Arial should be used as an alternate. Arial is the typeface we **use for Word documents, PowerPoint presentations, emails, etc.** Because it is available on all digital devices, it makes it very easy to share documents seamlessly, without loss of formatting.

Arial is made up of two weights, each with an italic version: Regular and Bold. The default weight to use is Arial Regular. The Bold weight of Arial is usually used for emphasis such as subheads, captions, tables, charts, and folios.

Title and sentence case are preferred. Only use all caps in small instances such as charts, labels, and UI navigation. Type should never be altered by adding outlines, drop shadows, or effects. Always set ® and ™ as superscript.

Arial is used for PowerPoint decks, Word documents, email communications **and other files created when Outfit is not available.**

Arial Regular is our substitute typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:?!@#$%^&*-)

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Typography
Arial in Use

Use our alternate typeface Arial for applications such as **PowerPoint presentations,** email communications and Word documents.

Note: For Powerpoint only, additional tints of Brillio Deep Indigo are included for charts & callouts.

Imagery & Pattern

Our imagery & pattern style captures the digital advancement businesses are after. They visually represent our focus on technology and show the human approach we take to creating it. Choosing the right images helps us look like a technology company that understands what our clients — and their customers — need today.

04

Imagery & Pattern

Our imagery captures the digital advancement businesses are after. They visually represent our focus on technology and show the human approach we take to creating it. Choosing the right images helps us look like a technology company that understands what our clients — and their customers — need today.

To give life to the expression of the Brillio brand, we've also created patterns that subtly reference the exclamation points that make up the Brillio logo. These patterns, cropped, scaled, filled or outlined, should be used vertically to suggest dynamism and energy. Combined with imagery and type they create a lively, memorable expression for the brand.

Imagery

Diverse Professionals at Work

At Brillio, we show people and professionals in natural contexts. By doing so, we convey humanity, empathy and how they exist in the modern world of work. Because the working world is complex and everchanging, we show all types of diversity of people and professions...the Brillio of today. We also show where and how people work — at home, in an office, alone, or together.

When selecting imagery, keep in mind:

• Show members in context to make images more personal and approachable. Incorporate a sense of action to make the image more dynamic.

• Focus on real, authentic moments of in which people are collaborating together or working on their own.

• Choose images set in authentic indoor and outdoor work environments, such as an office or at a client's place of business.

• Show moments that feel spontaneous. Avoid images that show cliché business situations, or look too posed or staged.

• The tonal range should be bright, with a sense of daylight and open white space, while skin tones add a sense of warmth.

Note:
When possible, incorporate Brillio Deep Indigo in subtle and minimal way into the image to help our imagery style reinforce our primary brand color.

Imagery
Incorrect Use

Don't use images with special effects ⊘

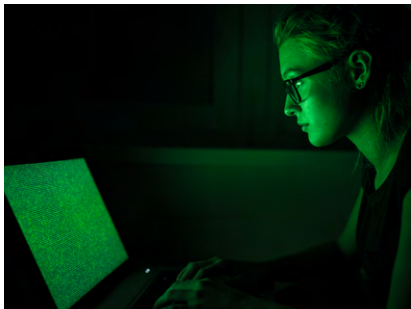Don't use clichéd metaphorical imagery ⊘

Don't use overly dramatic images ⊘

Don't use busy abstract imagery ⊘

Don't use artificially colorized images ⊘

Don't use images w/ inauthentic emotion ⊘

Don't use staged or unrealistic settings ⊘

Don't show older technology ⊘

Pattern

By simply activating the exclamation marks — by cropping and/or scaling, filled or outlined — you can transform the mark into a new dynamic and flexible graphic device that conveys a strong sense of movement, energy, and depth.

When using the !! pattern, keep in mind:

• The corner radius and stroke should be scaled uniformly when resizing.

• The space between the stem of the "!" and the point should be maintained when scaling.

• Examples of correct use are used throughout this guide. If you are unsure, please contact a member of the brand team.

The !! Pattern is primarily used as a background or support graphic and should be cropped as needed for high impact.
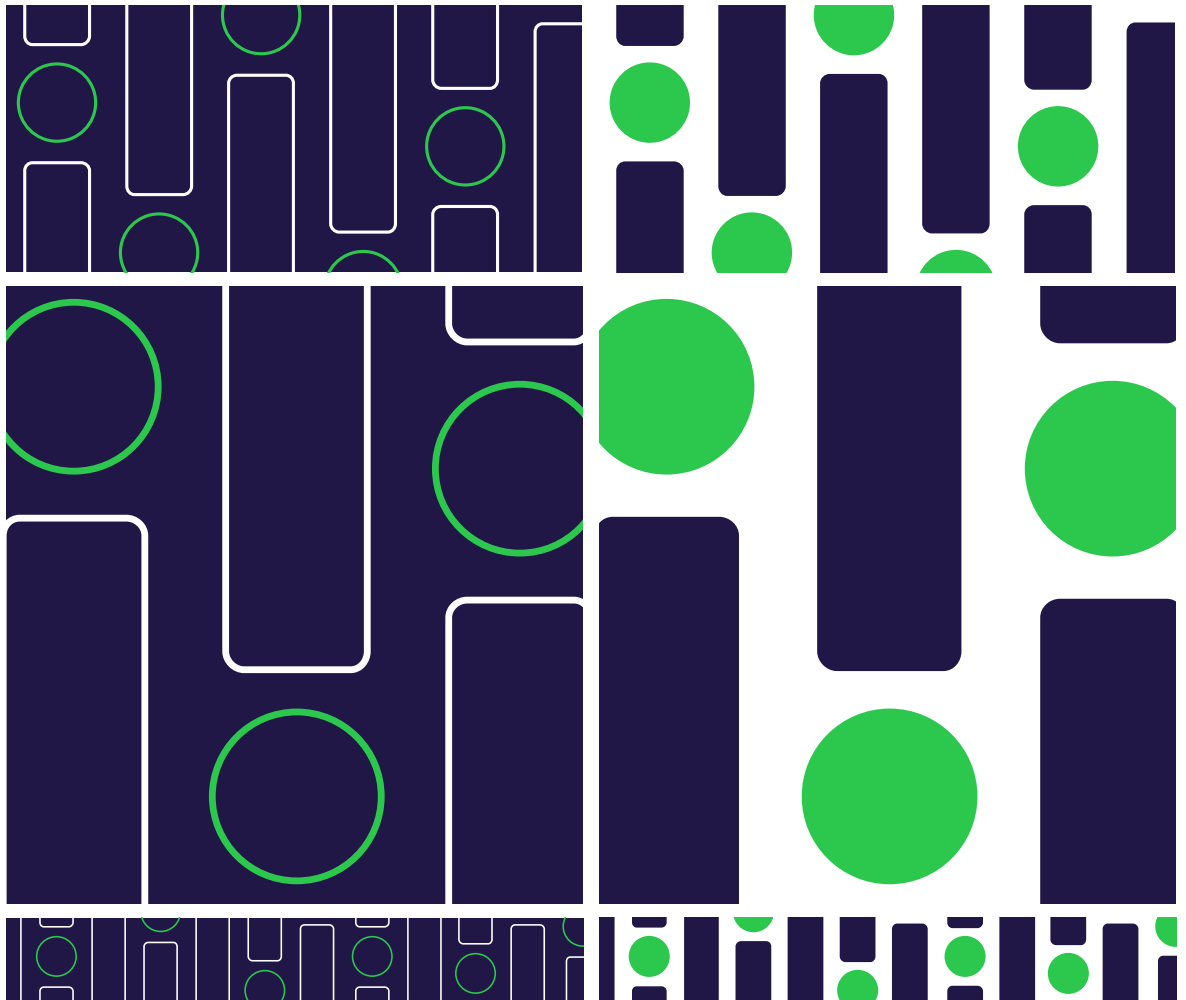
Note:
The Brillio !! graphic asset should always be used vertically and should not be skewed or rotated.

brillio

January 2022

Dear Mr. Agarwal,

Lorem ipsum dolor sit amet, consectetuer 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 iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio.

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Sincerely,
Brillio

brillio.com

brillio

Nikhil Agarwal
Senior Software
Engineer

nikhil.agarwal@
brillio.com

+1 (000) 000 0000

6111 Bollinger Canyon Rd.
1st Floor
San Ramon, CA 94583

brillio

brillio.com

brillio

6111 Bollinger Canyon Rd.
1st Floor
San Ramon, CA 94583

Mr. Nikhil Agarwal
123 Sycamore St.
Seattle, WA 98122