



Visual Identity Guidelines

2025

Version 2.0

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



TYPOGRAPHY*

Outfit

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

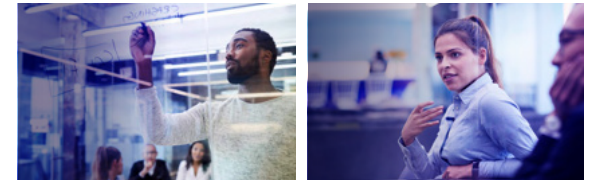
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

b b b b

COLOR



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 “!!”.

brillio



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.

The logo consists of the word "brillio" in a lowercase, bold, sans-serif typeface. The three exclamation marks are stylized as two vertical bars of equal height, each topped with a solid black circle.

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 stretch or skew the logo



Do not place on busy photo backgrounds



Do not fill with gradients



Do not place the logo within a shape or container



Do not apply drop shadows to the logo



Do not change size relationship of elements



Do not reset the logo as type

Logo

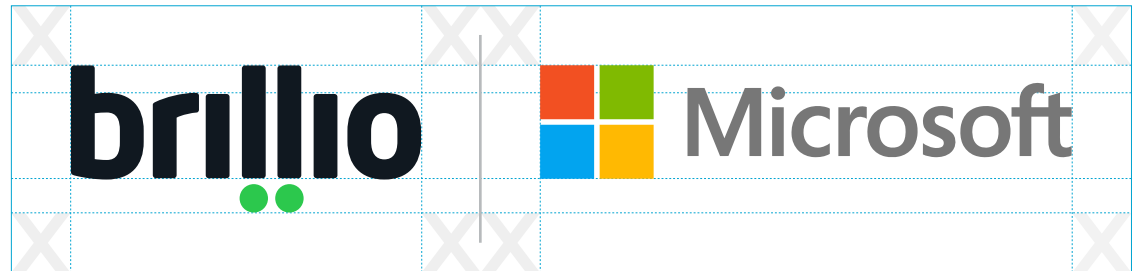
Co-Branding

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 clearspace 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

Color Values for Shades of Indigo

CMYK 83 84 34 231 RGB 65 58 100 HEX #413A64

CMYK 69 66 27 7 RGB 99 94 133 HEX #635E85

CMYK 53 49 21 1 RGB 132 128 168 HEX #8480A0

CMYK 37 33 16 0 RGB 164 161 183 HEX #A4A1B7

CMYK 21 20 7 0 RGB 198 195 213 HEX #C6C3D5

CMYK 65 69 0 0 RGB 111 98 171 HEX #6F62AB

Colors

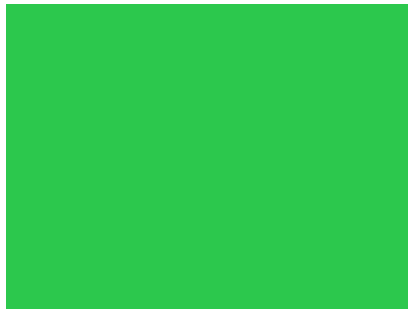
Incorrect Use

Section 2 | Colors

Don't Create Gradients



Don't Use Accent Colors In Large Areas



Don't Mix Colors From Accent Palette



Don't Create New Colors



Don't Use Tints Of Colors For Text



Don't Combine Colors w/ Poor Contrast



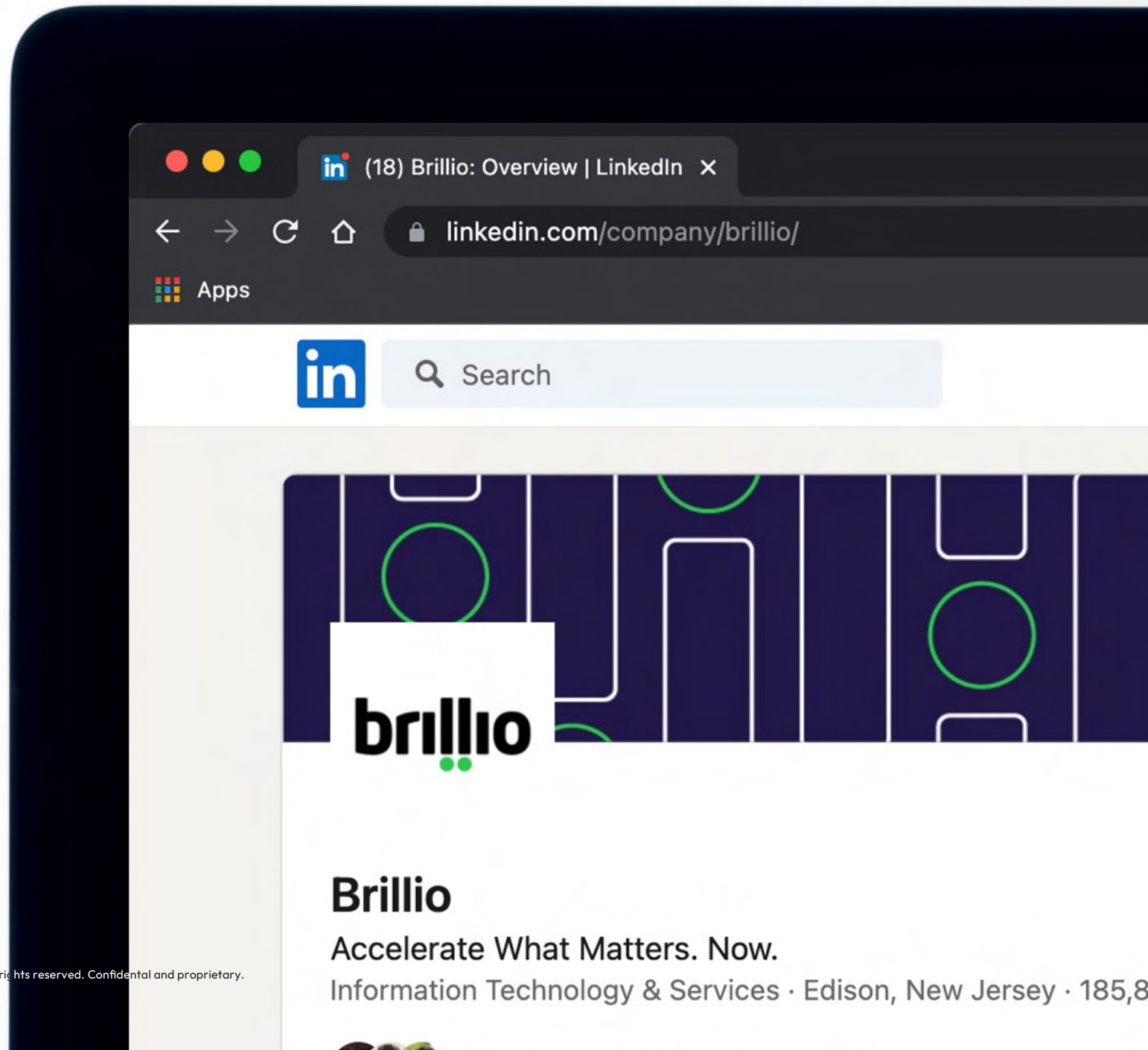
Don't Use Transparent Overlays



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.



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 Brillo.

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 @&!/?#\$€%

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!/?#\$€%

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!/?#\$€%

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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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 human 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**

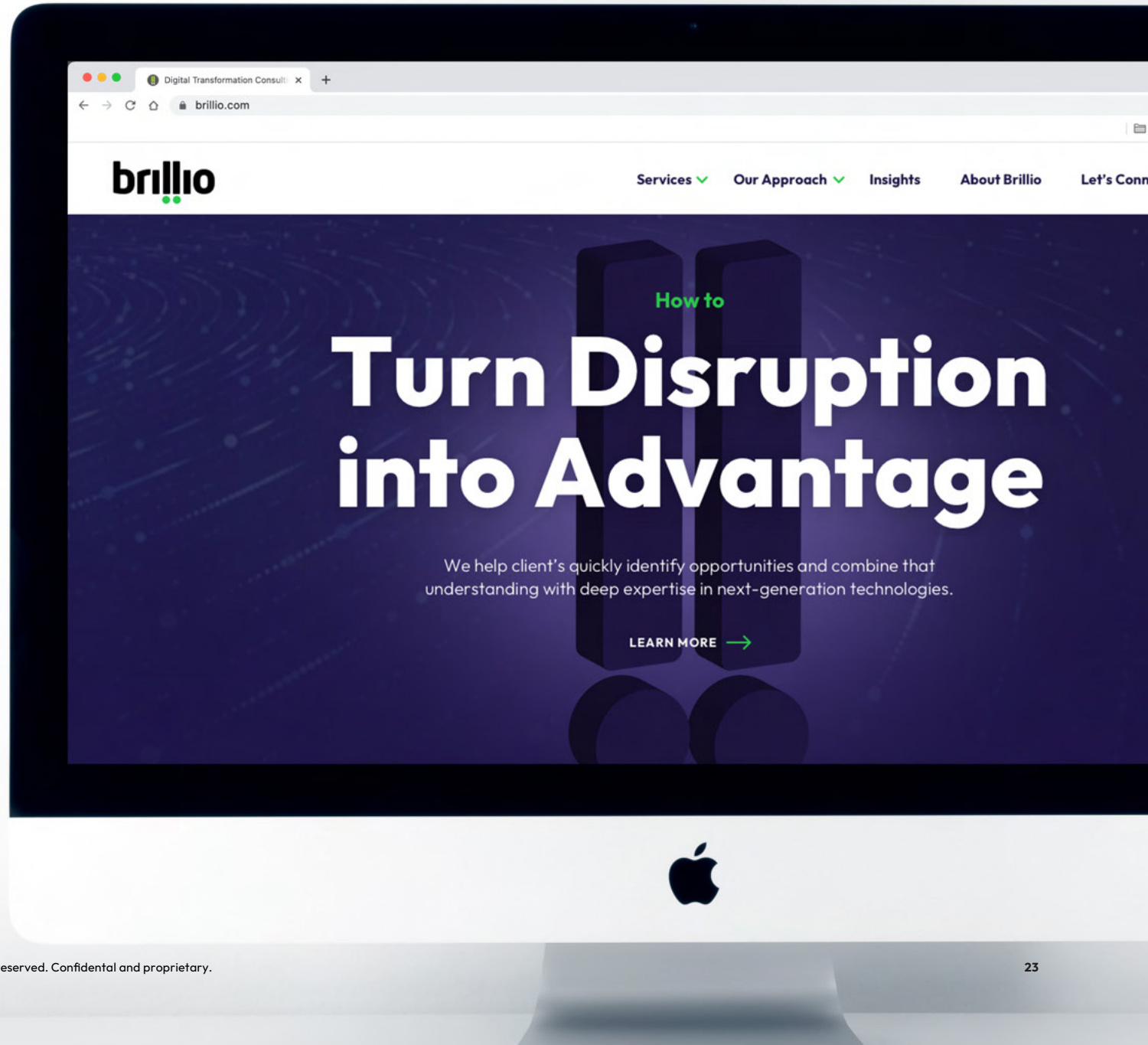
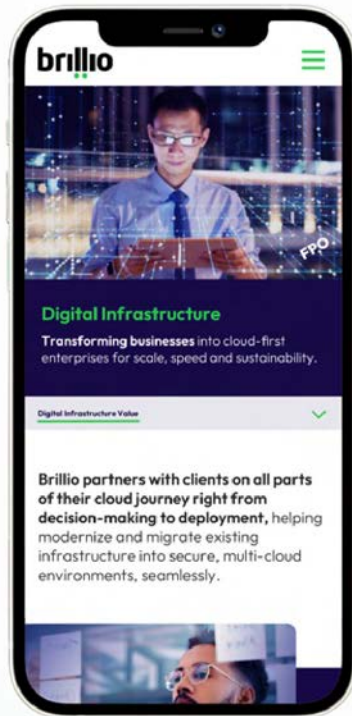
LIGHT → Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum felis lectus, vestibulum id scelerisque et, gravida sed metus. Curabitur vitae sapien vehicula, posuere elit pellentesque, cursus ante. Etiam pulvinar massa mattis velit rutrum auctor. In enim turpis, fringilla eget rhoncus non,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

Section 3 | Typography



Typography

Outfit in Use- Collateral

Section 3 | Typography

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

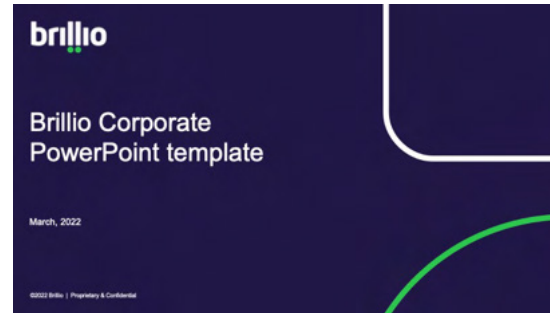
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!/?#\$€%

Typography

Arial in Use

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

Section 3 | Typography



Headline in Brillio Indigo, Arial 28 pt on one or two lines. Headline in Brillio Indigo, Arial 28 pt on one or two lines.

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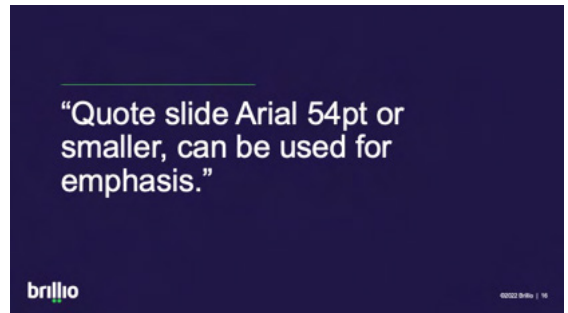
2-column slide. Headline in Brillio Indigo, Arial 28 pt on one or two lines may be used.

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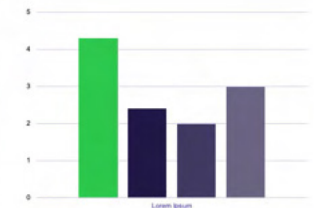
©2022 Brillio | 14



Text and Column Chart Slide

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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

Section 4 | 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

Section 4 | Imagery & Pattern

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

Section 4 | Imagery & Pattern

Don't use images with special effects ❌



Don't use clichéd metaphorical imagery ❌



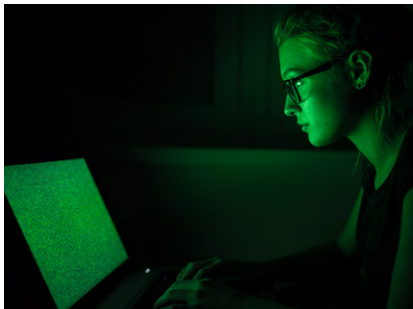
Don't use overly dramatic images ❌



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 ❌



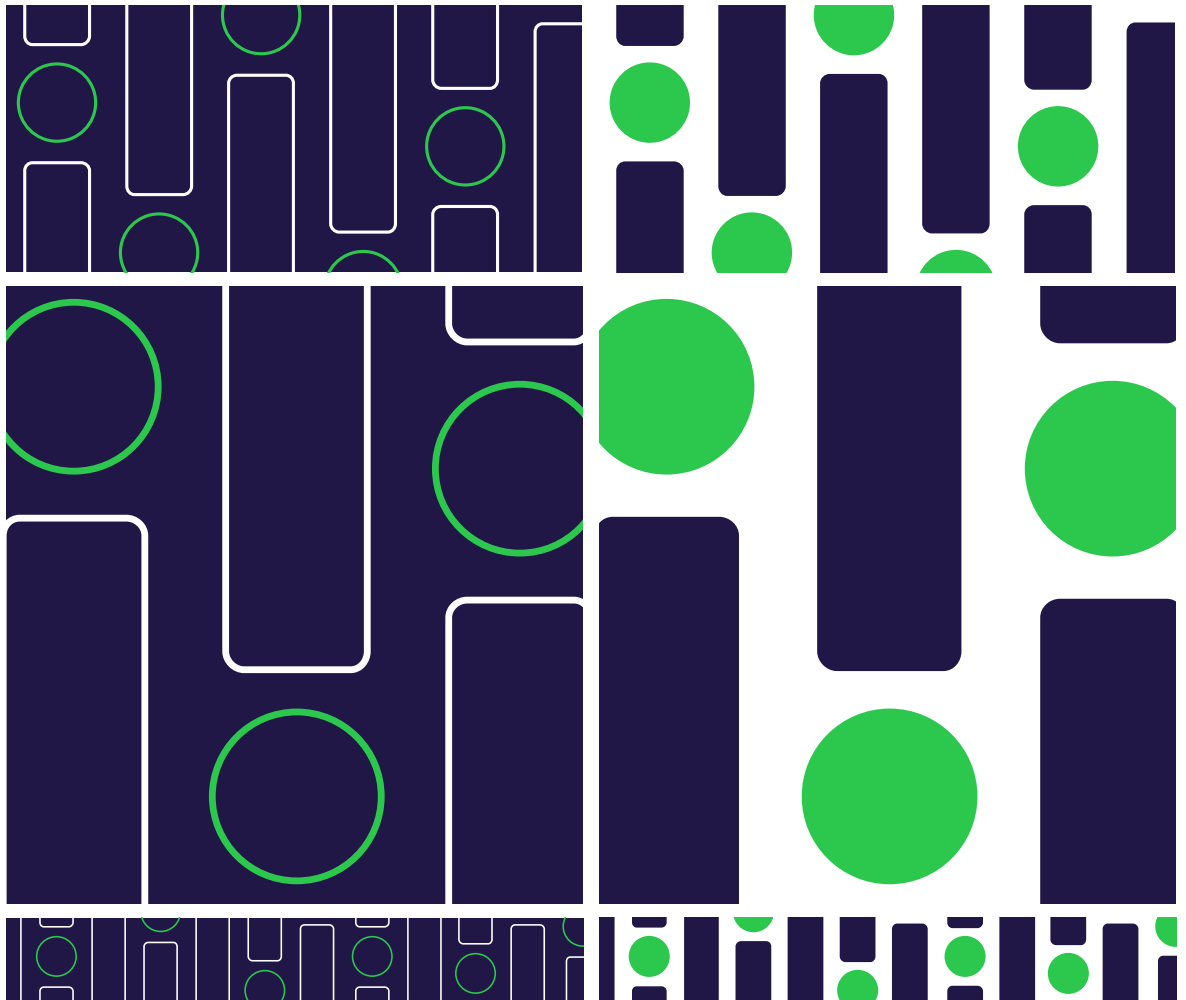
Pattern

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.

Imagery & Pattern

Section 4 | Imagery & Pattern





January 2022

Dear Mr. Agarwal,

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Sincerely,
Brillio

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Subbrand

Brillio sub-brand follows the branded house architecture. It houses sub-brands under the umbrella brand (Brillio), leveraging the master brand (Brillio) for its awareness and equity.

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Sub-brand Guidelines

Brillio sub-brand follows the branded house architecture. It houses sub-brands under the umbrella brand (Brillio), leveraging the master brand (Brillio) for its awareness and equity. This is to help maximize reach, scale the brand and further deepen brand equity.

Here are a few guidelines for the logo design:

- Brillio logo to be followed by sub-brand name.
Sub-brand name to use the **same typography** as mother brand.
- Sub-brand **font to be smaller** than the mother brand.
- Sub-brand **font colour to be same** as mother brand.
- Sub-brand name to be maximum of **two words**.
(Brillio Design or Brillio Design Studio)
- There will be **no design element or icon** in the sub-brand name.
- The sub-brand will be aligned with the logo case of mother brand. No additional design element is allowed. (Mother brand has rectangle case)
- The sub-brand name needs to be approved by the Brillio Brand team.

