

**peoplegoal**

peoplegoal

Brand Guidelines

# Contents



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## 1. Introduction

Founders Message  
Brand Attitude & Existence  
Tone of Voice

---

## 2. Logo & Icon Usage

Logo & Icon Introduction  
Logo Exclusion Zone & Logo Sizing  
Icon Exclusion Zone & Logo Sizing  
Logo & Icon Usage  
Logo & Icon Usage with Imagery

---

## 3. Colour

Primary Palette  
Secondary Palette  
Web Colour Palette

---

## 4. Typography

Primary Font (Montserrat)  
Secondary Font (Hind)  
Universal Font (Arial)  
Guide to using Typography

---

## 5. Imagery

Introduction & Image Principles  
Image Types & Styling  
Image Library  
Imagery Do's & Don'ts

---

## 6. Brand Application

Application

# 7. Introduction



## Founders Message

**We started PeopleGoal in 2014 while working together in London. PeopleGoal was borne of our first-hand experience of how destructive big-company processes can be to employee development and experience.**

PeopleGoal is a platform that empowers companies, teams and managers to deliver growth, development and engagement with their most valuable asset - their people.

Our brand should reflect this mission. We display our brand in every interaction we have - online with our customers, on demo calls, in newsletters, emails, the content we write and the interactions we have. These guidelines are here to help us in these interactions. Please read, reference and implement them in everything you do.

Nikolaos Lygkonis & James Strickland





## Brand Attitude

We have five key attributes that represent the PeopleGoal brand. These should come across in everything we write and design to communicate a consistent brand attitude.

**Bold**

**Intuitive**

**Timeless**

**Approachable**

**Dynamic**



## Tone of Voice

Tone of voice is the personality behind all of our communication. Keeping a consistent tone is key to expressing our brand values; it helps our customers and colleagues to understand who we are.

If PeopleGoal were a person, how would they sound? These traits should come through in any material you write. Always bear in mind who you're talking to, what you're trying to say and how it might be interpreted.

We prefer to use the American spelling when writing in English, especially the -ize/-ization endings.

## Our Existence

Along with our Brand Attitude, these attributes are at the centre of our existence as an organization. These should be considered when creating any brand deliverables.

### What

### How

### Why

Build a team culture

Helping companies break out of dated HR processes

To empower leaders to develop their teams

Enable hyper-growth

Listening to employees, managers and teams

To share and live business values within the team

Bring order to chaos

Building a culture of recognition

To retain the best employees

## We are:

**1**

### **Bold, not Subtle**

Use the active voice to be clear and direct. Be professional but have a distinct point of view and don't be afraid to express it.

**2**

### **Professional, not Playful**

We want to be experts in our field and show our experience. Make sure your concepts are well-researched and explained fully. Add external links or further reading wherever you need to.

**3**

### **Approachable, but not Laid-back**

We're here to help people - we don't need to be academic or overly formal. Write like you speak and avoid flowery language. Be genuine and don't over-complicate things.

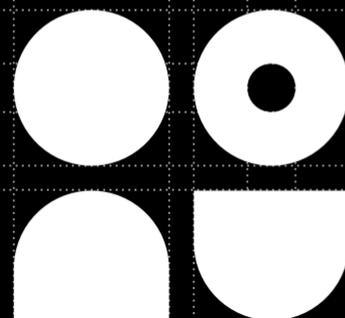
**4**

### **Consultative, not Standardized**

Offer your opinion and provide guidance in best practices. Be curious about client problems. Anything you write should be something useful that you would want to read yourself.

# 2. Logo & Icon Usage

peoplegoal



## Logo and Icon Introduction

Our logo (wordmark) and icon are the unique symbols that people can immediately recognize as PeopleGoal.

Although a relatively abstract form, our wordmark and icon particularly represent the following sections of our company:

- People
- Automation
- Flexibility
- Diversity

## Principles

1

### Iconic

We apply our logo clearly and proudly on all PeopleGoal communications.

2

### Flexibility

Our logo can appear in rich black or white from our palette, but the colour selection should be appropriate for its final application.

3

### Quality

Maintain consistency by only ever using the provided wordmark or icon and also following the guidance provided on how to position them correctly within these guidelines.

### Logo and Icon Usage

In most forms of communication we should default to using our PeopleGoal wordmark logo. In some cases it's acceptable to use the icon as an accompanying supporting device, for example:

- As a background tint (See 'Introduction')
- In the top or bottom corners of a document
- Cropped into, as on the cover page of these guidelines.

When the PeopleGoal wordmark has already been featured prominently (within a multiple page document for example) the icon can be used isolated as a supporting device, such as:

- On the reverse of a business card
- Singularly on the end page of a document

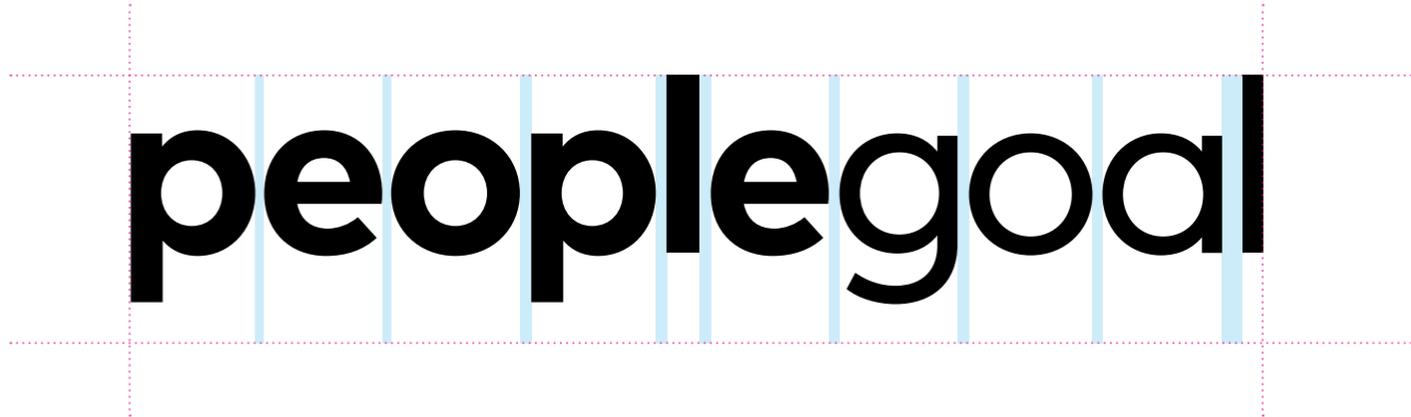
peoplegoal





For consistency throughout our collateral please only use our logo directly from the provided assets folder.

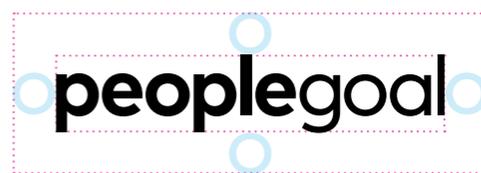
The logo is fundamental to our visual identity. It therefore must not be re-drawn or altered in anyway and is provided with minimum size specifications and exclusion zones to ensure it is always legible.



The logo comprises of a singular typographic mark and is supported by our PeopleGoal monogram. These are provided as individual graphic files and therefore must not be recreated, traced or otherwise reproduced.



The smallest legible size for the logo is 20mm wide. Minimum sizes for other applications like embroidery or engraving vary for each type, so careful testing is recommended when creating these.



To make the logotype stand out, don't put any text or images in the clear space shown in the diagrams above.

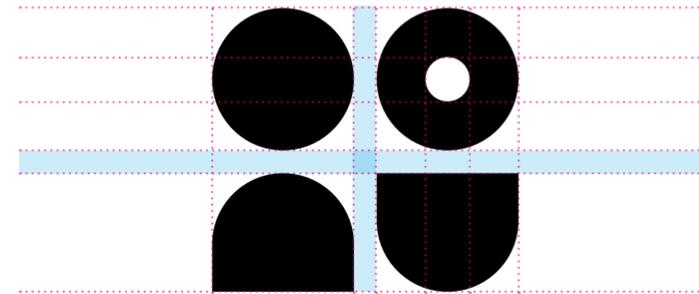
**Clear space principles:**

Leave space equivalent to the 'o' contained within the logo around the perimeter of the logo (as visualized above).

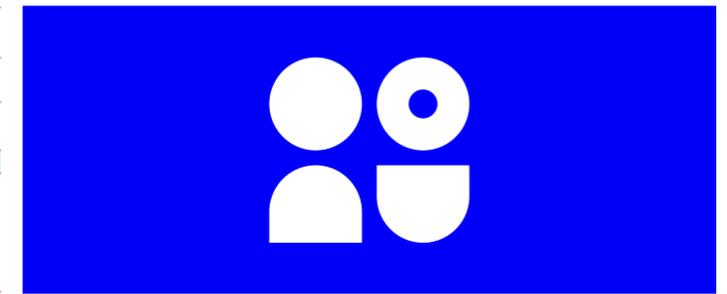


To accompany our type based logo we also have a bespoke PeopleGoal icon.

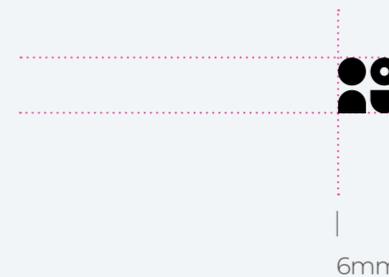
The PeopleGoal icon works in partnership with the typography logo to reinforce the brand in a subtle and sophisticated way.



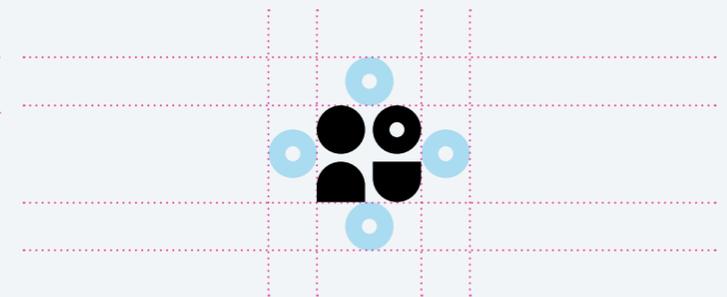
Our icon has been carefully crafted and must not be recreated, traced or otherwise reproduced.



Our icon can be reversed out to help with legibility when needed. The icon should only ever be reproduced with PeopleGoal blue, rich black or white. Discretion must be taken to ensure maximum readout is achieved.



To ensure proper detail and legibility, the PeopleGoal graphic icon should not be used at a smaller size than the one shown above.



The area around our icon should always have a generous amount of clearspace so that it never feels crowded or constrained by external elements. The diagram above shows the minimum amount of space required. These clearspace rules should always be provided to outside vendors and designers who are working with the identity files.

**Clear space principles:**

Leave space equivalent to the second disc shape visualized in the above diagram.



For consistency throughout our collateral please only use our logo directly from the provided assets folder.

Follow closely the examples listed below to ensure that the reproduction of our logo and icon is never compromised.

Don't:

How not to use the logo and monogram:

Do not stretch, rotate or skew

Do not change the colours of the letters in the logo

Do not position the logo on an angle

Do not use the full colour logo on a colour background

Do not change the logo typeface

Do not use a logo which is smaller than the advised size

Please note:

The rules above and to the right also apply to the treatment of our PeopleGoal icon.



Don't remove any element of the graphic logo



Don't rotate any element of the logo



Don't skew or condense our logo



Don't change any section of our logo



Don't reproduce below the minimum size



Don't crop out any section of our logo



Don't outline our logomark



Give our logomark appropriate clearspace



Wherever our logo is used clarity needs to be maintained. Use contrasting colours to achieve the optimum readout contrast.

Below you can see how readability has been compromised by using the black version of the logo. The white variant is legible. You'll need to use discretion when placing the logomark as every application will be slightly different. To help with this, always follow the rules set out here.



Readout has not been achieved in the above example. Wherever possible maximum contrast should be the primary focus.



In the above example appropriate contrast and readout has been achieved.

Please note:

The white or rich black variant of the logomark or icon should be appropriate for use with the majority of image requirements. On occasion it may be acceptable to use the blue version of either. Such instances must be reviewed with the PeopleGoal team for approval.



Here white works out of the image as sufficient contrast between the logo and accompanying content has been achieved, creating clear legibility.

# 3. Colour



## Primary Palette

### Primary Palette

Our colour palette consists of thirty colours, all selected to work well in partnership with each other or independently. Our identity relies heavily on the use of PeopleGoal rich black and white. PeopleGoal blue is to be used for accents only such as web buttons and links, and to draw attention to a standout item.

Our colours must always be reproduced with care and consistency. Always use colours as solids. Although it shouldn't be required, tints of colours are permitted.

<b>PEOPLEGOAL RICH BLACK</b> <b>RGB</b> 0/0/0 <b>CMYK</b> 60/40/40/100 <b>HEX#</b> 000000	<b>PEOPLEGOAL GREY 1</b> <b>RGB</b> 45/45/45 <b>CMYK</b> 71/61/57/70 <b>HEX#</b> 2d2d2d	<b>PEOPLEGOAL GREY 2</b> <b>RGB</b> 74/77/73 <b>CMYK</b> 0/0/0/85 <b>HEX#</b> 4a4a49
<b>PEOPLEGOAL GREY 3</b> <b>RGB</b> 70/75/80 <b>CMYK</b> 68/55/48/46 <b>HEX#</b> 464b50	<b>PEOPLEGOAL GREY 4</b> <b>RGB</b> 80/90/100 <b>CMYK</b> 67/51/42/33 <b>HEX#</b> 505a64	<b>PEOPLEGOAL GREY 5</b> <b>RGB</b> 94/104/111 <b>CMYK</b> 70/55/50/10 <b>HEX#</b> 5e686f
<b>PEOPLEGOAL GREY 6</b> <b>RGB</b> 178/178/178 <b>CMYK</b> 0/0/0/40 <b>HEX#</b> b2b2b2	<b>PEOPLEGOAL GREY 7</b> <b>RGB</b> 198/198/198 <b>CMYK</b> 0/0/0/15 <b>HEX#</b> e3e3e3	<b>PEOPLEGOAL WHITE</b> <b>RGB</b> 255/255/255 <b>CMYK</b> 0/0/0/30 <b>HEX#</b> ffffff



## Secondary Palette

A broad spectrum of colours are provided as a secondary palette for our communications. This supporting palette consists of a range of blues and greys. These are suitable for use within both print and digital collateral.

<b>PEOPLEGOAL BLUE</b> <b>RGB</b> 0/0/250 <b>CMYK</b> 94/75/0/0 <b>HEX#</b> 0000fa	<b>PEOPLEGOAL DARK BLUE 1</b> <b>RGB</b> 31/25/59 <b>CMYK</b> 100/100/41/52 <b>HEX#</b> 1b163c	<b>PEOPLEGOAL DARK BLUE 2</b> <b>RGB</b> 4/30/65 <b>CMYK</b> 100/88/44/50 <b>HEX#</b> 041e41
<b>PEOPLEGOAL DARK BLUE 3</b> <b>RGB</b> 33/39/78 <b>CMYK</b> 100/92/38/35 <b>HEX#</b> 21274e	<b>PEOPLEGOAL SLATE 1</b> <b>RGB</b> 170/189/196 <b>CMYK</b> 38/18/20/2 <b>HEX#</b> aabdc4	<b>PEOPLEGOAL SLATE 2</b> <b>RGB</b> 187/205/205 <b>CMYK</b> 31/12/19/0 <b>HEX#</b> bbcddc
<b>PEOPLEGOAL SLATE 3</b> <b>RGB</b> 211/216/214 <b>CMYK</b> 21/11/16/0 <b>HEX#</b> d3d8d6	<b>PEOPLEGOAL MID GREY 1</b> <b>RGB</b> 116/114/115 <b>CMYK</b> 58/49/47/15 <b>HEX#</b> 747273	<b>PEOPLEGOAL DARK GREY</b> <b>RGB</b> 69/66/74 <b>CMYK</b> 68/61/48/49 <b>HEX#</b> 45424a



## Web Colour Palette

To help with the digital implementation of our brand we have a specific digital focused range of colours. These have been selected to support our Primary and Secondary palettes. They are perfectly suited for use as backgrounds and section dividers within our online brand activities.

<b>WEB COLOUR 1</b> <b>RGB</b> 222/222/222 <b>CMYK</b> 16/11/12/0 <b>HEX#</b> dedede	<b>WEB COLOUR 2</b> <b>RGB</b> 234/234/234 <b>CMYK</b> 10/7/8/0 <b>HEX#</b> eaeaea	<b>WEB COLOUR 3</b> <b>RGB</b> 237/237/237 <b>CMYK</b> 8/6/7/0 <b>HEX#</b> ededed	<b>WEB COLOUR 4</b> <b>RGB</b> 249/249/248 <b>CMYK</b> 3/2/3/0 <b>HEX#</b> f9f9f8	<b>WEB COLOUR 5</b> <b>RGB</b> 240/238/233 <b>CMYK</b> 7/6/9/0 <b>HEX#</b> f0eee9	<b>WEB COLOUR 6</b> <b>RGB</b> 248/245/236 <b>CMYK</b> 4/4/9/0 <b>HEX#</b> f8f5ec
<b>WEB COLOUR 7</b> <b>RGB</b> 241/241/237 <b>CMYK</b> 7/4/8/0 <b>HEX#</b> f1f1ed	<b>WEB COLOUR 8</b> <b>RGB</b> 251/248/246 <b>CMYK</b> 2/3/4/0 <b>HEX#</b> fbf8f6	<b>WEB COLOUR 9</b> <b>RGB</b> 240/242/242 <b>CMYK</b> 7/4/5/0 <b>HEX#</b> f0f2f2	<b>WEB COLOUR 10</b> <b>RGB</b> 242/245/247 <b>CMYK</b> 6/3/3/0 <b>HEX#</b> f2f5f7	<b>WEB COLOUR 11</b> <b>RGB</b> 247/250/255 <b>CMYK</b> 3/1/0/0 <b>HEX#</b> f7faff	<b>WEB COLOUR 12</b> <b>RGB</b> 250/250/255 <b>CMYK</b> 2/2/0/0 <b>HEX#</b> fafaff

Aa



### Primary Font

Montserrat is used as our primary typeface within any marketing collateral. Montserrat is a modern sans serif font that helps bring an approachable quality to any communications generated.

#### Print Usage

For consistency Montserrat combined with Hind is suitable for use within our print output.

#### Digital Usage

Montserrat is also available as a webfont and can be downloaded from Google Fonts.

# Montserrat

Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighbourhood of the same name. Montserrat is often mentioned as the closest free alternative to Gotham and Proxima Nova, however, in my opinion it's a much more distinctive typeface compared to those two. The uppercase G and J really set it apart.

**Montserrat Bold**  
Montserrat Medium  
Montserrat Regular  
Montserrat Light  
Montserrat Extralight

#### All Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&()



## Secondary Font

Whenever possible all communication should be conducted within Montserrat or Hind. If Hind is not available we can default to using Arial.

# Hind

Hind is an open-source humanist sans-serif typeface designed by Manushi Parikh and published through Indian Type Foundry in 2014. It supports both Devanagari and Latin scripts. The design features low stroke contrast, a large x-height and open apertures, making it easily legible at small sizes. Due to the lack of italics within the typeface, its perfectly acceptable to use a heavier weight to emphasis quotations. Hind is available on Google Fonts in five weights.

**Hind Bold**  
**Hind SemiBold**  
Hind Medium  
Hind Regular  
Hind Light

### All Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&()



## Universal Font

When communicating externally via email or within documents which will require being opened by a user outside of our organisation we default to using Arial. Arial is a highly legible, widely available, sans-serif font. It is also available as standard throughout all machines and installed onto every PC/Mac.

# Arial Bold

### All Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&()

# Arial Regular

### All Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&()



## Guide to using Typography

Within this page are a few key type styles for you to work with. Following these will help you to achieve a high level of consistency throughout all of our communication collateral.

# People Management

Engage, Develop, Perform.

### Headline text

Font: Montserrat Bold  
Size: There is no size restriction  
Leading: Point-size +2pt (For example 30pt on 32pt leading)  
Tracking: -40em

### Large Paragraph Text

Font: Montserrat Bold / Montserrat Light  
Size: There is no size restriction  
Leading: Point-size +4pt (For example 30pt on 34pt leading)  
Tracking: -35em

Hind Light (9/12pt)

Hind Light (12/15pt)

Hind Regular (9/12pt)

Ut fugitat ionesequis doluptibus rempore ptatiatibus verum rempor sus sim reriam fuga. Itatur min re vernam. Ut fugitat ionesequis doluptibus rempore ptatiatibus verum rempor sus sim reriam fuga. Itatur min re vernam.

Itae nus ditatae repr atur, ipsum sum volende lloressi dolendam volu ptio blaccae. Luptus et fugiae nonet faccatur?

Unt et harum volore volorum ape sum que adipsum rationes que pa dolorupit es aut delitaqui consequ aecatia nderem delit.

Im que pra esent acculla boreprestius molupid estios acipsant ea conempos dolupta tibus, vendi quisite etur rep et quodisc illuptatquis sequunt ex et voloreped ut recaes mos nosapid.

Itae endis qui aut ex eos erspidi citatur magnim sam quas aut veribusam laborrorem et etur amet voles ad unti tes et int dipsandem

Hind Regular (9/12pt)

Hind Regular (12/15pt)

Hind Regular (12/15pt)

Maintaining legibility and clarity is always the key objective

Labels and notes may need smaller type styles than shown here. In these cases, choose Regular over Light to ensure legibility and good print quality

Keep line lengths at 10/11 words

Text should be left aligned as default. However, Right or centre alignment may be used in charts or within a digital application

### Large Paragraph Text

Font: Montserrat Bold / Montserrat Light  
Size: There is no size restriction  
Leading: Point-size +4pt (For example 30pt on 34pt leading)  
Tracking: -35em





## Imagery helps to tell the PeopleGoal story.

**Business Imagery** is used to show collaboration, key moments and interactions between people, and can help to provide a sense of place, location and real world situations an organization may encounter.

**Abstract Imagery** can be used to express a difficult idea or concept, or to enforce the PeopleGoal brand attitude.



## Image Types Abstract or Business



**Business Focused Imagery**  
Business imagery helps to convey real world situations that our customers might encounter. These types of images allow us to show that we understand their day to day operations and can be empathetic in our image selection.

Business imagery should not be too corporate or standardized. Image subject matter might include:

Office settings, Team Collaboration, Brainstorming, Review Meetings or Employees.

**Abstract Imagery**  
Abstract imagery can be used to convey a difficult idea or more complex message. This type of imagery brings a different dimension to our brand, and can help us in expressing a more creative side of PeopleGoal. Abstract imagery should be intriguing but still align with the PeopleGoal core values. Subject matter might include:

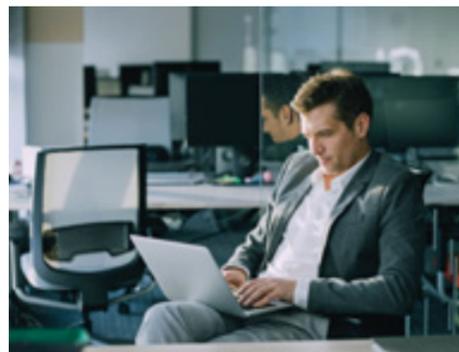
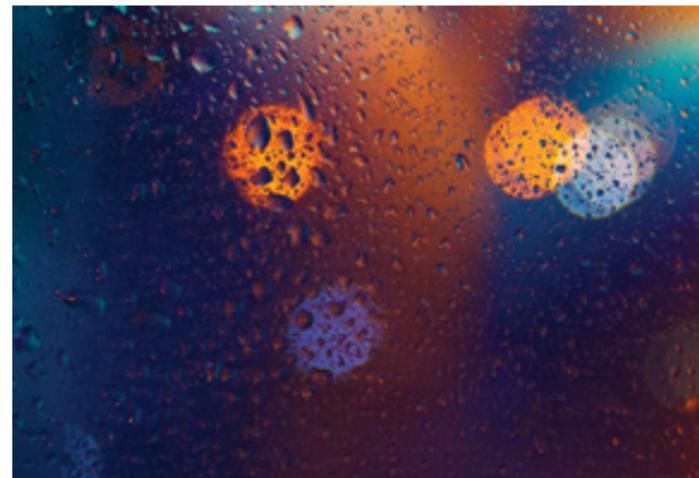
Textures, Patterning, Simple Forms & Shapes or Intriguing use of colour.





## PeopleGoal Image Library

Imagery plays an essential role within our communication, helping us to express our style and unique approach to performance management. Therefore our imagery is far more than just decoration; it's a key tool in helping us stand out within the sector.



## Imagery Do's & Don'ts

Ensure imagery is natural, ideally art-directed and context relevant. Pay close attention to the lighting within the image and where possible select images that are naturally lite, avoiding heavy use of flash or artificial lighting within images.

Stock imagery can be an extremely useful resource to obtain high quality and carefully considered art-directed shots. However, great care should be taken when selecting images and the following should be considered:

**Avoid inauthentic images**

Images where the sky has been retouched to an unreal blue

Staged images

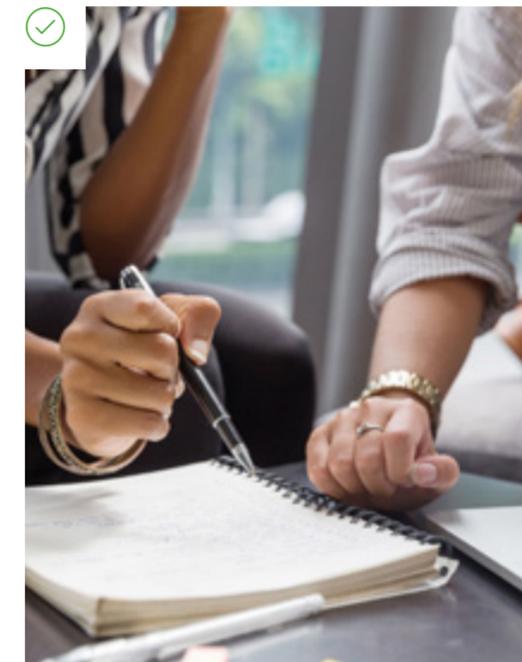
Obviously posed people images

Contrived or artificial setups

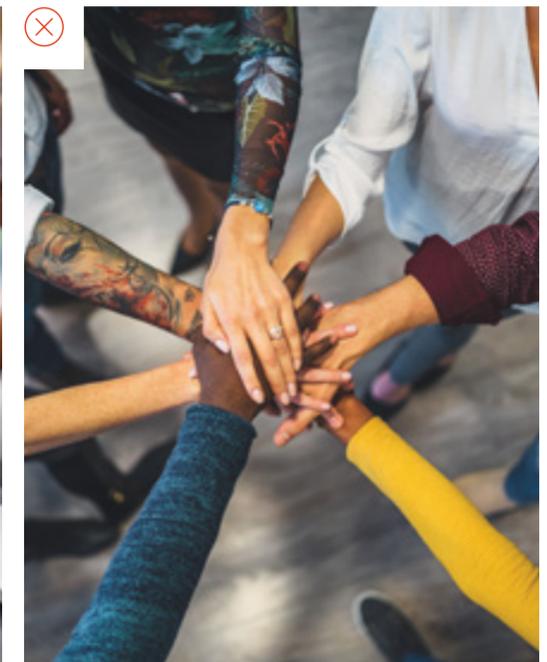
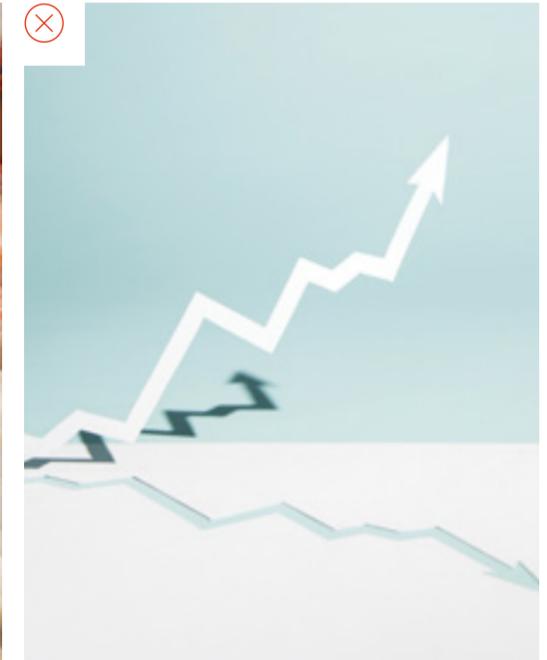
Special effects applied to images

Distortion or blur from odd angles or wide-angle lenses

### Do:



### Don't:

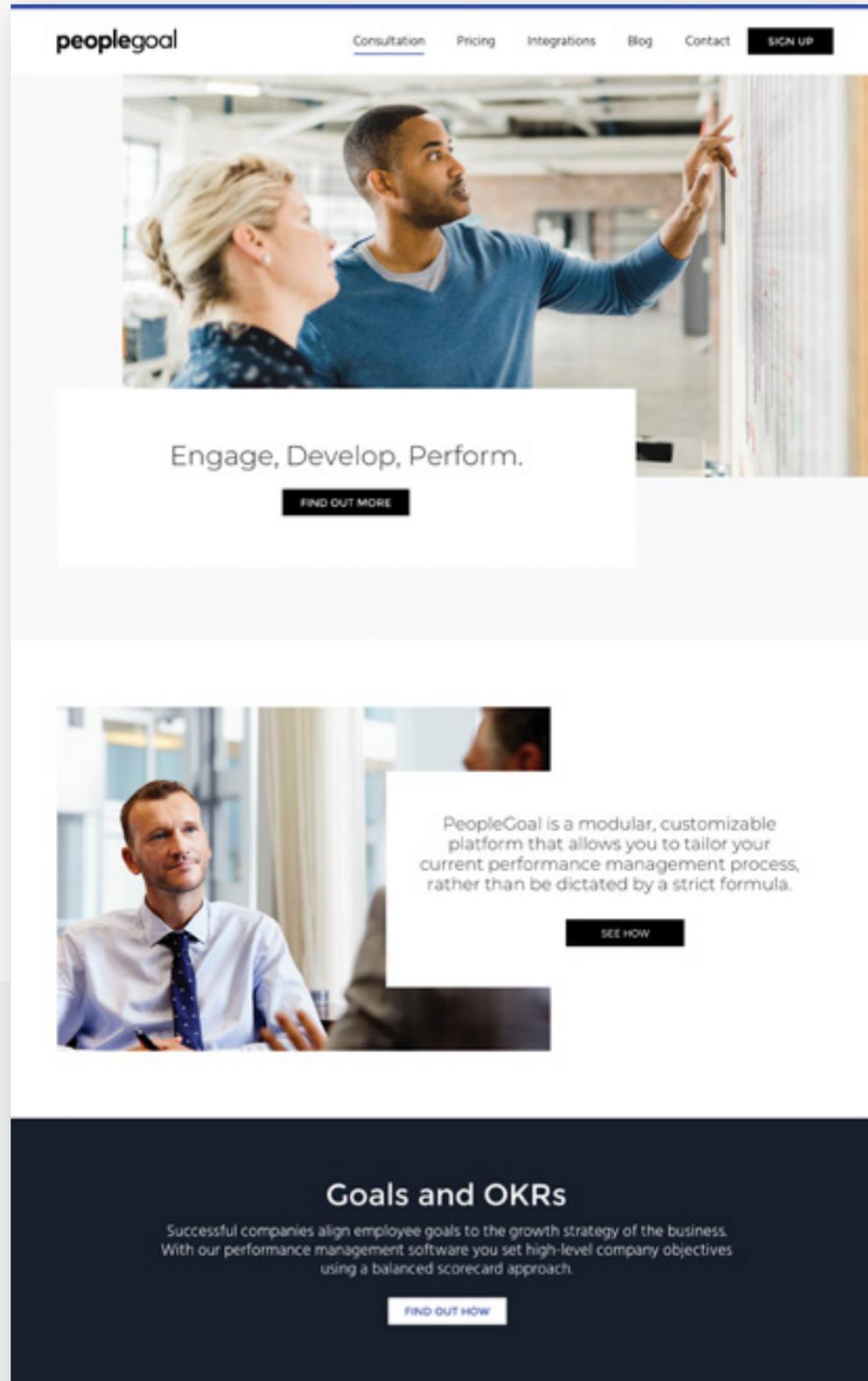


# 6. Brand Application





**Please note:** These mockups are for illustrative purposes and should therefore be used as reference only - these are not final designs.





**Please note:** These mockups are for illustrative purposes and should therefore be used as reference only - these are not final designs.

**peoplegoal**



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



**What's Happening**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

[FIND OUT](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

[FIND OUT MORE](#)



**Lorem Ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod ut labore ety.

[VIEW](#)

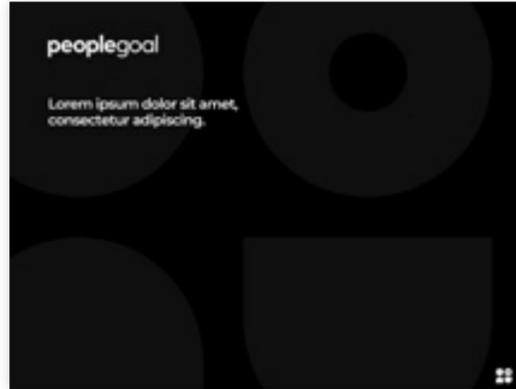





# Powerpoint Slides

These are example slides that can be mixed and matched depending on the presentation style.

**Front Slide Options**  
Different options can be used as the front cover of our presentations. (If required these can also serve as section dividers).



Front Slide Option 1



Front Slide Option 2

**Titles**  
Font: Montserrat  
SemiBold  
Size: 28pt  
Line Spacing: 32pt



Page Slide Option 1

**Sub Headings**  
Font: Montserrat  
SemiBold  
Size: 20pt  
Line Spacing: 24pt



Page Slide Option 2

**Body Copy**  
Font: Hind Light  
Size: 20pt  
Line Spacing: 18pt



Page Slide Option 3



Page Slide Option 4



Please note: These templates serve as a guide only. There may be instances where you need to step out of the type style suggestions below.

**Small Text**  
Font: Hind Light  
Size: 14pt  
Line Spacing: 20pt



Page Slide Option 5



Page Slide Option 6



Page Slide Option 7



Page Slide Option 8



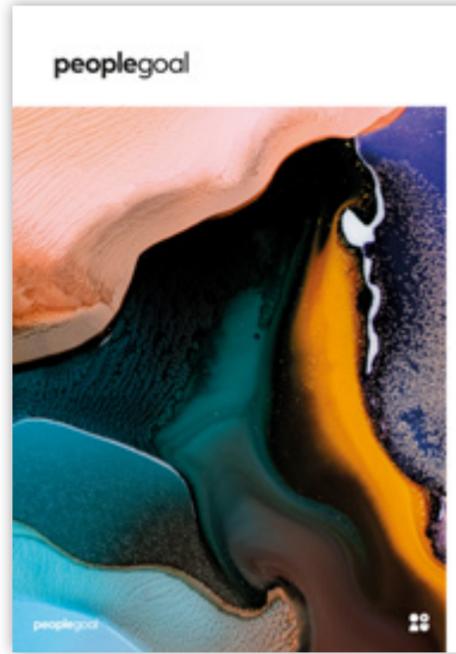
Page Slide Option 9



# A4 Proposal Template

## Cover Options

To the right are two different options that can be used on a revolving basis as the front page of a proposal document. If required these can also be used as section dividers for documents.



Cover Option 1



Cover Option 2

## Internal Pages

A selection of content pages have been provided for use. It is recommended to select one page design and use this throughout the document.



Internal Page Option 1



Internal Page Option 2



## Titles

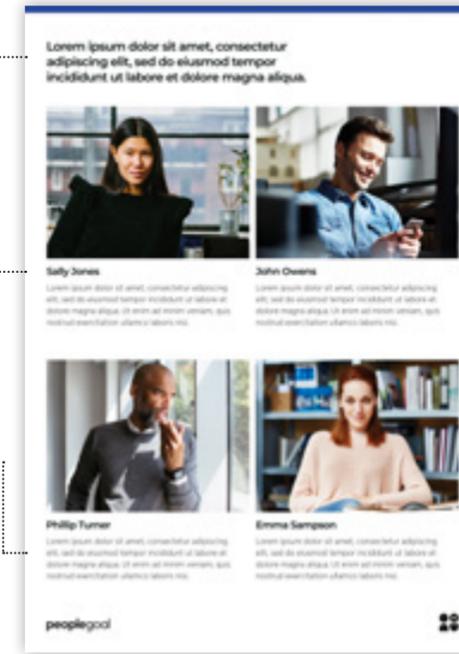
Font: Montserrat Bold  
Size: 16pt  
Line Spacing: 20pt

## Sub Headings

Font: Montserrat Medium  
Size: 13pt  
Line Spacing: 17pt

## Body Copy

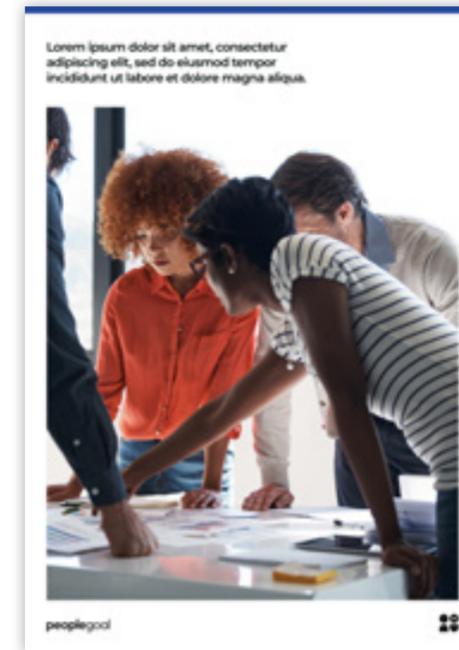
Font: Hind Light  
Size: 11pt  
Line Spacing: 15pt



Internal Page Option 3



Internal Page Option 4



Internal Page Option 5



Internal Page Option 6

