



peoplegoal

peoplegoal

Brand Guidelines

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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.

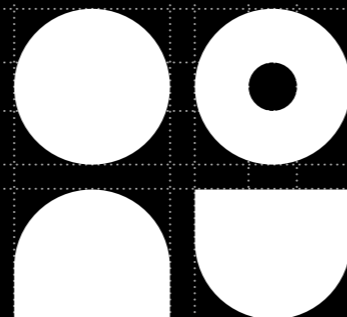
4

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

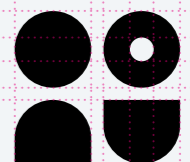
In most forms of communication we should default to using our PeopleGoal wordmark logo. In some cases it's acceptable to use the icon as an accompanying supporting device, for example:

- 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

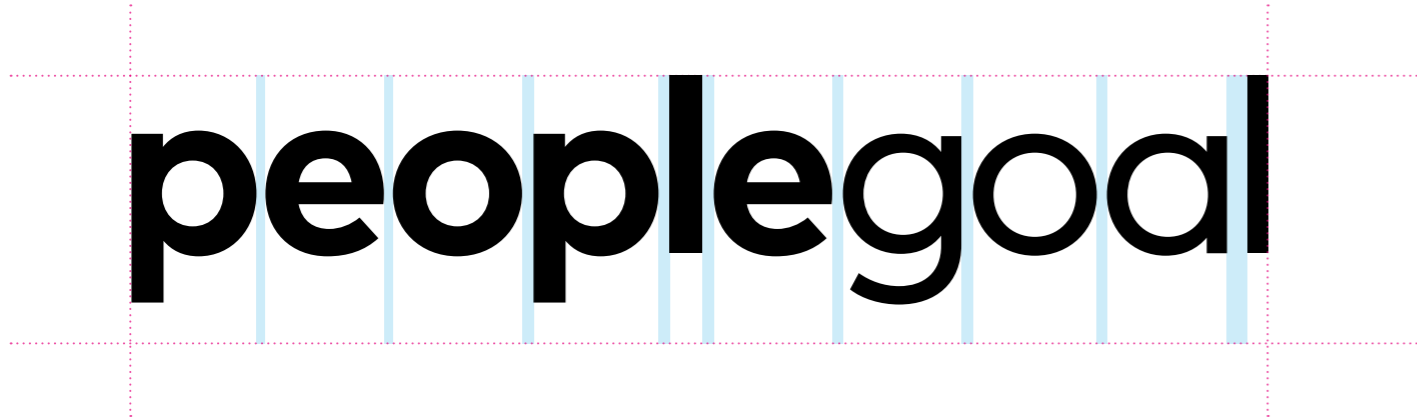
peoplegoal





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.

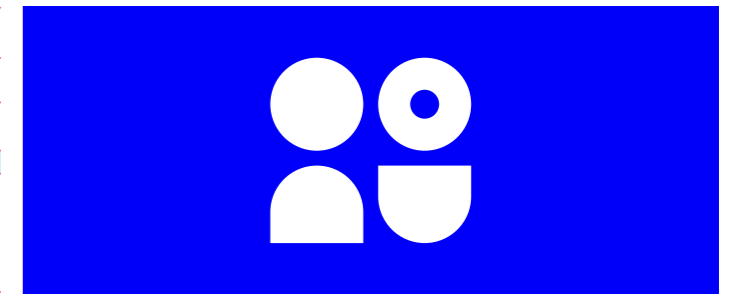
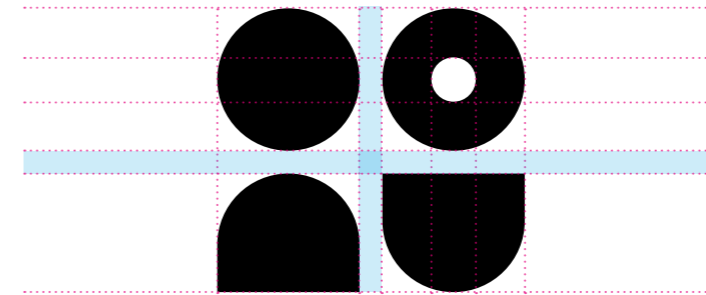
Clear space principles:

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



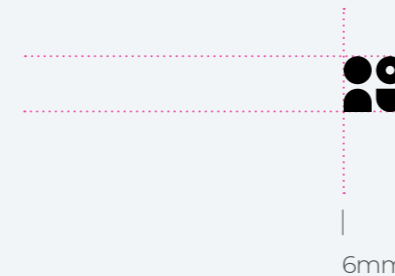
To accompany our type based logo we also have a bespoke PeopleGoal icon.

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

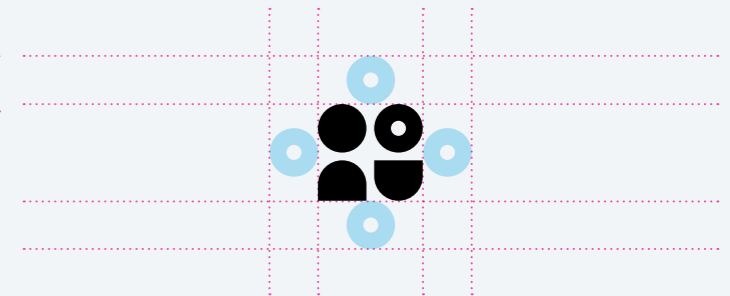


Our icon has been carefully crafted and must not be recreated, traced or otherwise reproduced.

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



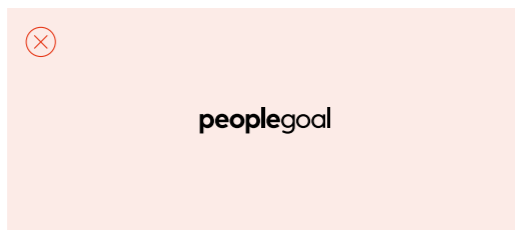
Don't rotate any element of the logo



Don't skew or condense our logo



Don't change any section of our logo



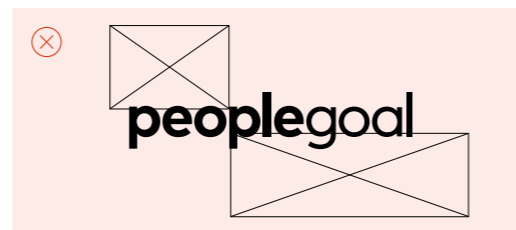
Don't reproduce below the minimum size



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.

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

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

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

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Itae endis qui aut ex eos erspiti 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:

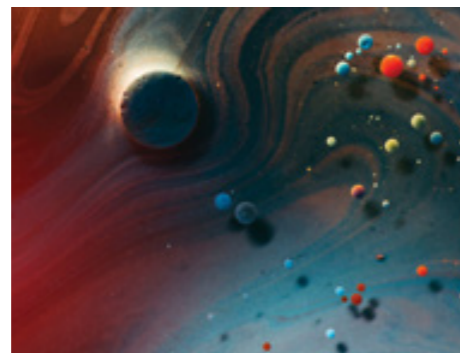
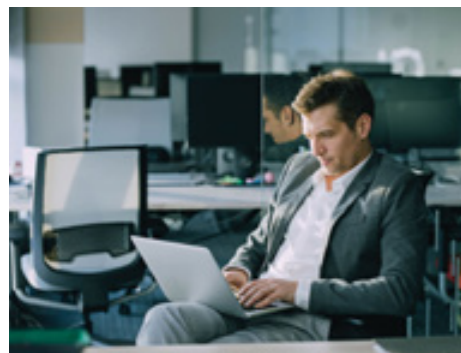
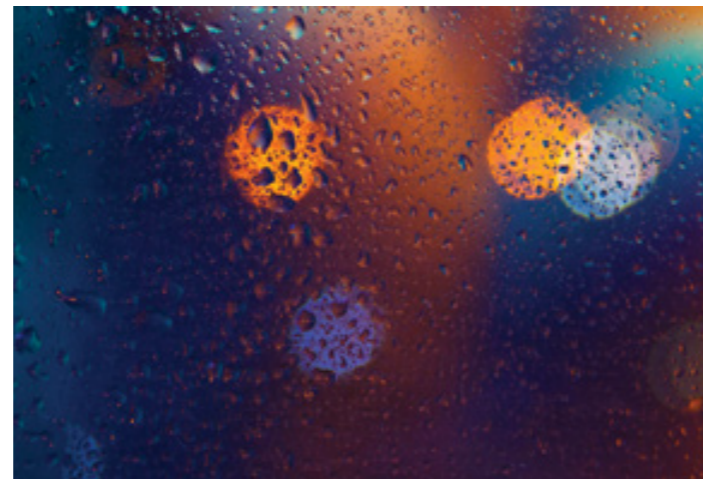
Textures, Patterning, Simple Forms & Shapes or Intriguing use of colour.





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:

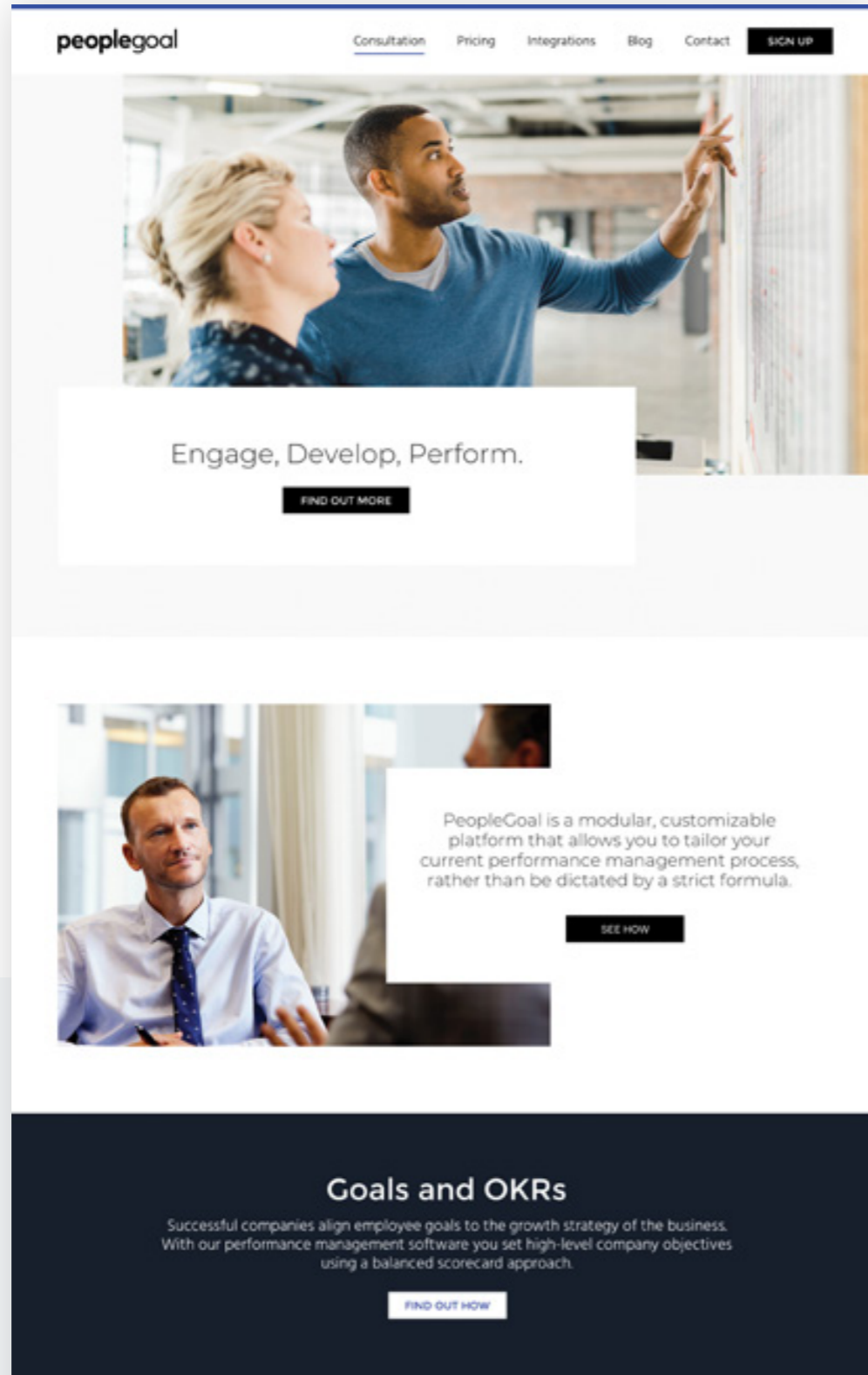


6. Brand Application






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
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[FIND OUT](#)


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[FIND OUT MORE](#)



Lorem Ipsum
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[VIEW](#)

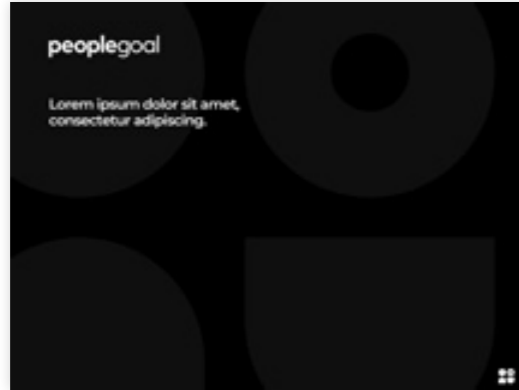





Powerpoint Slides

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

Sub Headings

Font: Montserrat
SemiBold
Size: 20pt
Line Spacing: 24pt

Body Copy

Font: Hind Light
Size: 20pt
Line Spacing: 18pt



Page Slide Option 1



Page Slide Option 2



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



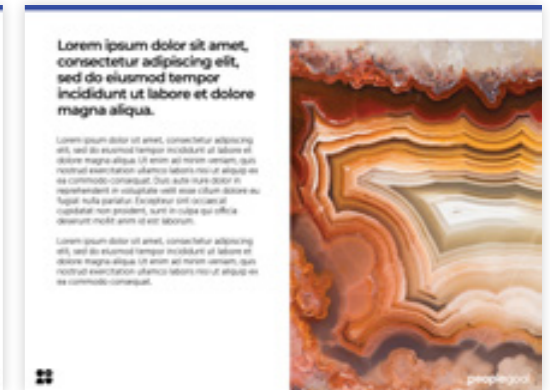
Page Slide Option 5



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

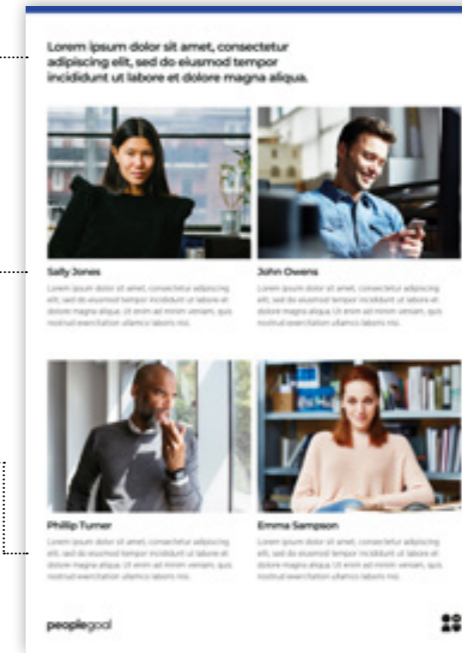
Font: Montserrat Bold
Size: 16pt
Line Spacing: 20pt

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

