



BRAND FOUNDATION

“Everything should be made as simple  
as possible, but not simpler.”

**A L B E R T   E I N S T E I N**





START

PERSONALITY

COLOR

LOGOS

IMAGERY

TYPOGRAPHY

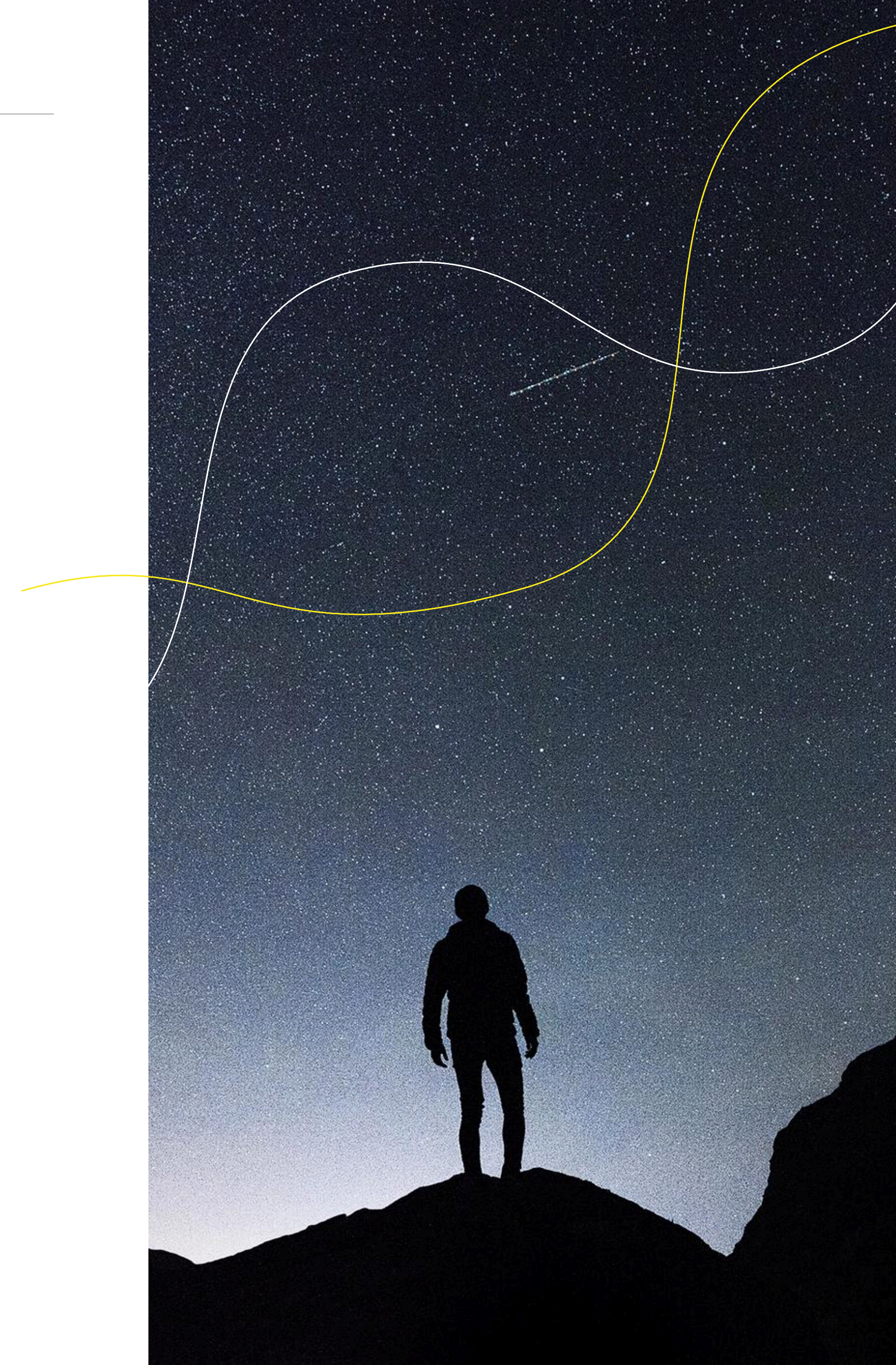
DESIGN SYSTEM

PERCEPTYX BRAND FOUNDATION

# 01. START

Consistency is essential for the successful promotion of a brand. This style guide is a resource to consult for the maintenance and extension of the Perceptyx brand across across a variety of digital and printed collateral. It should also inform the content, design, and development of future web projects and print materials.

This guide focuses on Perceptyx’s foundational brand elements, personality and imagery, to help you make consistent content and design decisions as our brand evolves.







# 02. PERSONALITY

Our personality establishes the foundation of the Perceptyx brand. It is a product of our mission, and a reflection of our culture, values, and promise to customers. We make sure that these traits come through in all of our customer-facing communications and content.

## Bold.

We have a clear point of view. We use simple and direct language, free from unnecessary industry jargon. While we are confident in our position, we are not cocky - we are humble. We are always willing to learn, and never settle for the status quo.

## Smart.

Thoughtful and practical - we look for answers that gracefully solve problems. We are innovators and pioneers. We don't just want things to work, we want them to thrive. We are clever and sophisticated.

## Genuine.

We genuinely care about what we do and how it impacts people. We use language that is real, because we are real human beings. Since we care, we look for opportunities to go above and beyond. We are generous with insights we've learned from our victories and failures.





# 03. COLORS

## Primary palette.

Color is the cornerstone of Perceptyx design. It distinguishes our brand and helps us to create consistent experiences across marketing and products. We use color in meaningful ways in all expressions of our brand.



NAME

THRIVE

HEX

#36BBA5

RGB

0, 181, 165



NAME


SEA

HEX

#00838F

RGB

0, 131, 143



NAME

GALAXY

HEX

#040725

RGB

4, 7, 37





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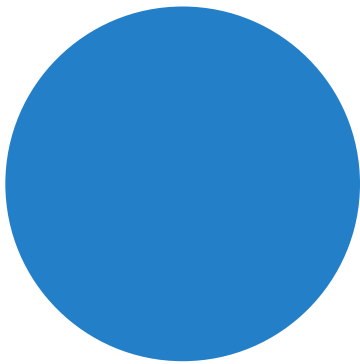
IMAGERY

TYPOGRAPHY

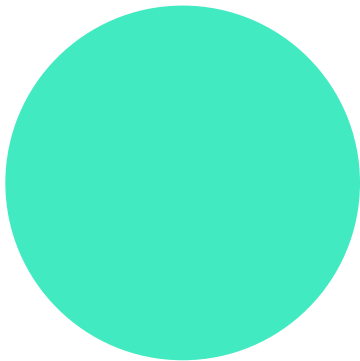
DESIGN SYSTEM

# The Gradient

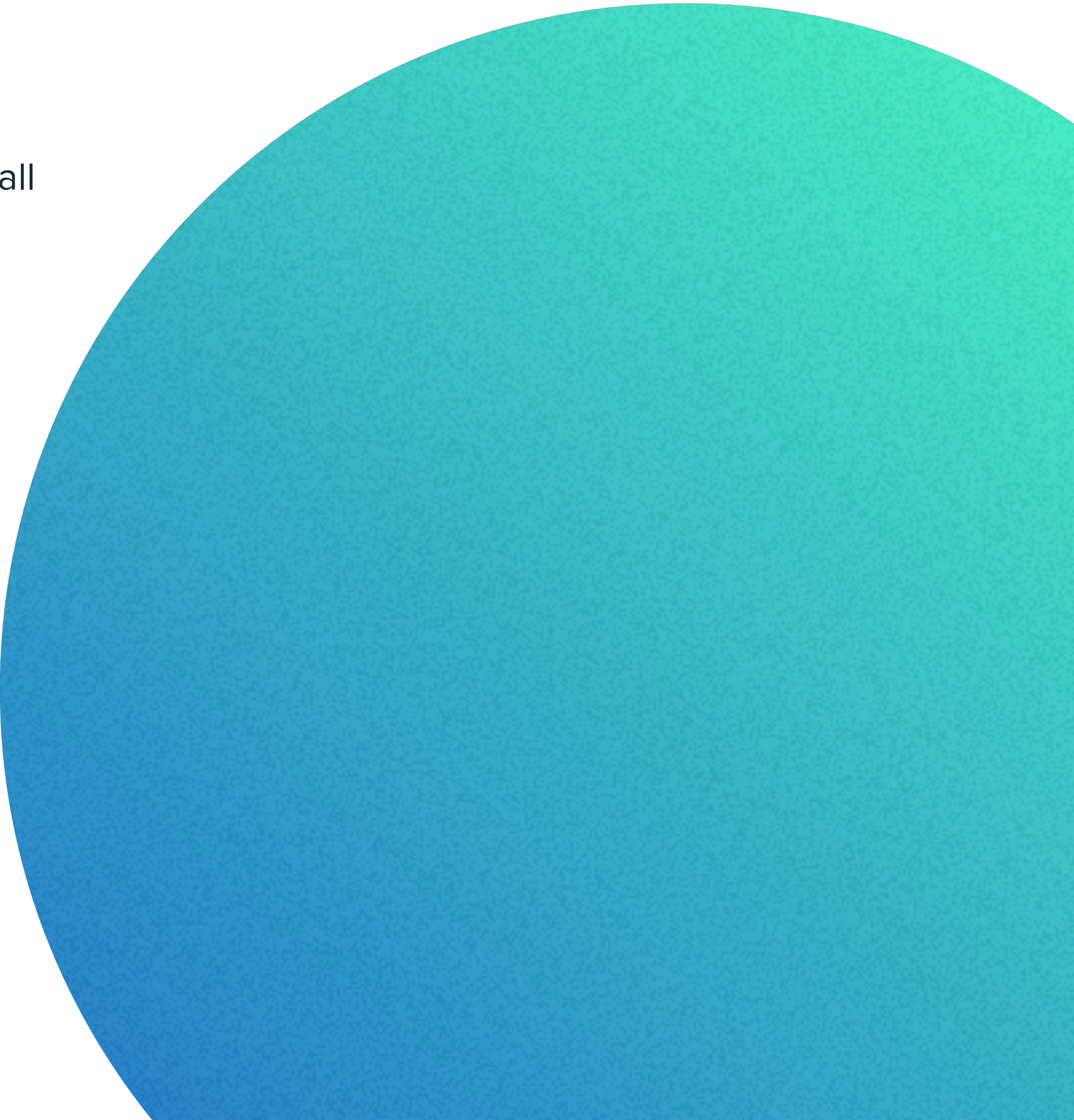
The Perceptyx Gradient is an essential element of the overall brand and should be used carefully when appropriate.



HEX  
**#227FC8**  
CMYK  
**75,40,0,0**



HEX  
**#42EAC2**  
CMYK  
**52,0,35,0**







# 04. LOGOS

In everything we do, we aim to bring focus and clarity to teams without distracting; so our logo and symbol are direct, clear, and impactful. To accomplish this, we adhere to these guidelines.



The is the Perceptyx Brand Wordmark. The minimum size for the Perceptyx primary wordmark is 1.5 inches wide or 0.285 inches tall in print applications and 180px wide or 36px tall in web applications. The font within the wordmark should only ever appear with these colors.



START

## The Mark.

The goal of the Perceptyx Mark design was to symbolize the actionable data contained within human feedback.

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The mark should replace the full logo for small applications less than 1.5 inches or 180px wide.





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# Consistency

To maintain consistency, the logo must be used exactly as it appears in the files provided. The logo may be scaled proportionately to fit a given design, but it must not be altered in any other way. Creating any other variations dilutes the identity and confuses audiences.



Do not stretch or skew the logo in anyway.



Do not rotate the logo.



Do not add embellishments like drop-shadows to the logo.



Do not sit the logo on a clashing background color.



Do not set the logo in other colors other than the ones outlined.



Do not recreate the logo using a different typeface.





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# Size & Positioning

Always maintain a clear space around the wordmark greater than or equal to the height of the letter “P.”







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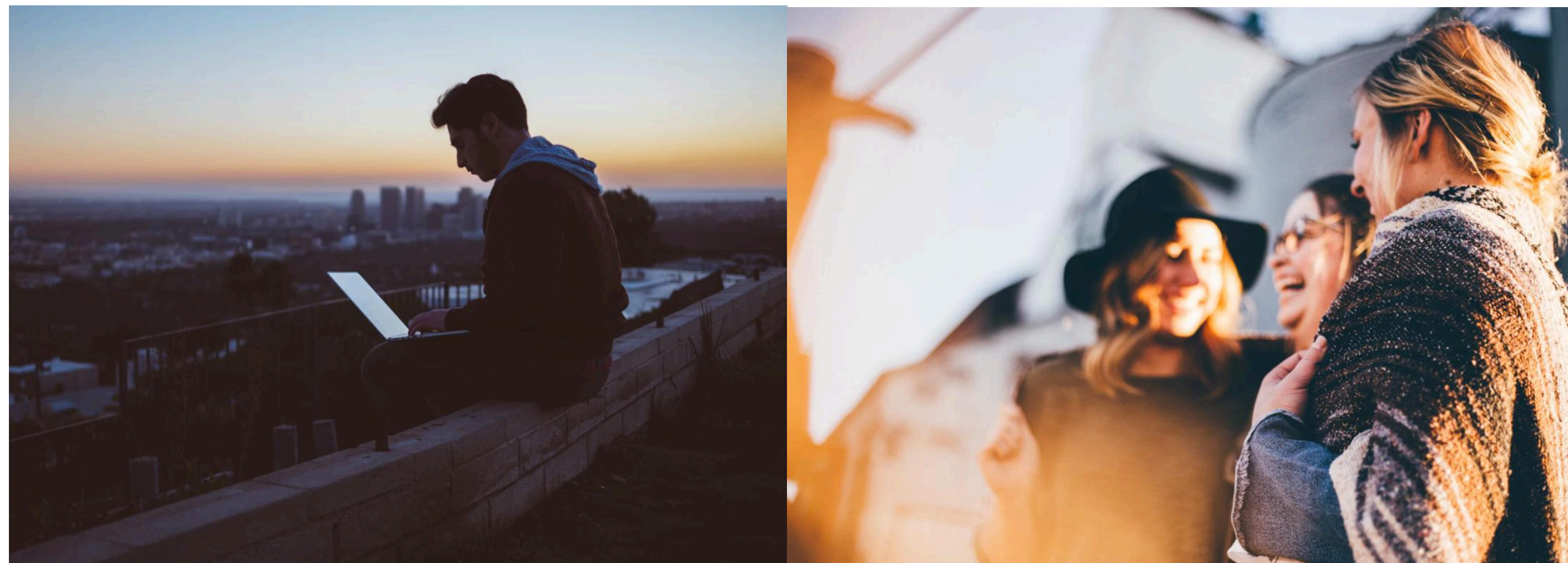
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# 05. IMAGERY

Quality imagery that's real helps reinforce the authenticity of our brand, and speaks volumes about who we are. Choose imagery that adheres to our brand's personality of Bold, Smart, and Genuine.







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# Keep it real.

Do not overuse stock photography that is inauthentic, of low quality, or overly posed (like below).



Nobody is this excited around a computer.



If everyone looks like a model, the image does not seem authentic.



Nobody walks around an office like this.





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# 06. TYPOGRAPHY

The Perceptyx Typography type palette is composed of Proxima Nova and Flexo. These typefaces are friendly and modern. More detailed guidelines for type setting are provided throughout this guide.

Aa

**Proxima Nova**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

Aa

**Flexo**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789