



The magic is in the making

Sogeti brand guidelines
Version 3



Our positioning

Proposition

At Sogeti, we believe in making value. We help organizations take full advantage of technology opportunities and deliver viable outcomes at speed.

Narrative

Disruption is the norm in today's increasingly digital and fast-paced business environment. How quickly you respond to change will determine your future success – and the ability of your IT activities to realize rapid value is crucial to this.

At Sogeti, we call this 'value in the making'. It is what we are renowned for. When you need to take full advantage of technology opportunities, you need a trusted hands-on partner from day one. An agile and innovative partner who delivers viable outcomes at speed'. A partner who pushes boundaries through innovation and collaboration across a global network.

We put the customer at the heart of our business. We get to know how our customers work so we can help them transform at pace with our technology solutions. We believe that building close relationships with you leads to long-term, sustainable value.

We live and breathe technology, complementing our culture of 'making IT work' with an in-depth knowledge of existing and emerging technologies. It's how we make the right solutions for you and create value fast.

New in version 3



To accompany this brand refresh we have created a series of fresh assets and revised many existing ones. Lookout for this marker in the following pages.

Download assets



Throughout this document, this button will open an area with up-to-date design assets which relate to a page's topic. These areas will evolve as new assets get created, and you'll see a communication to make sure you are always up to date.

If you have a query and would like guidance, if you have a request for new digital assets, or perhaps have a suggestion for the brand evolution, get in touch with Sogeti Global Marketing's Head of Design – see the back page for contact details.



Brand in detail

Sogeti logo

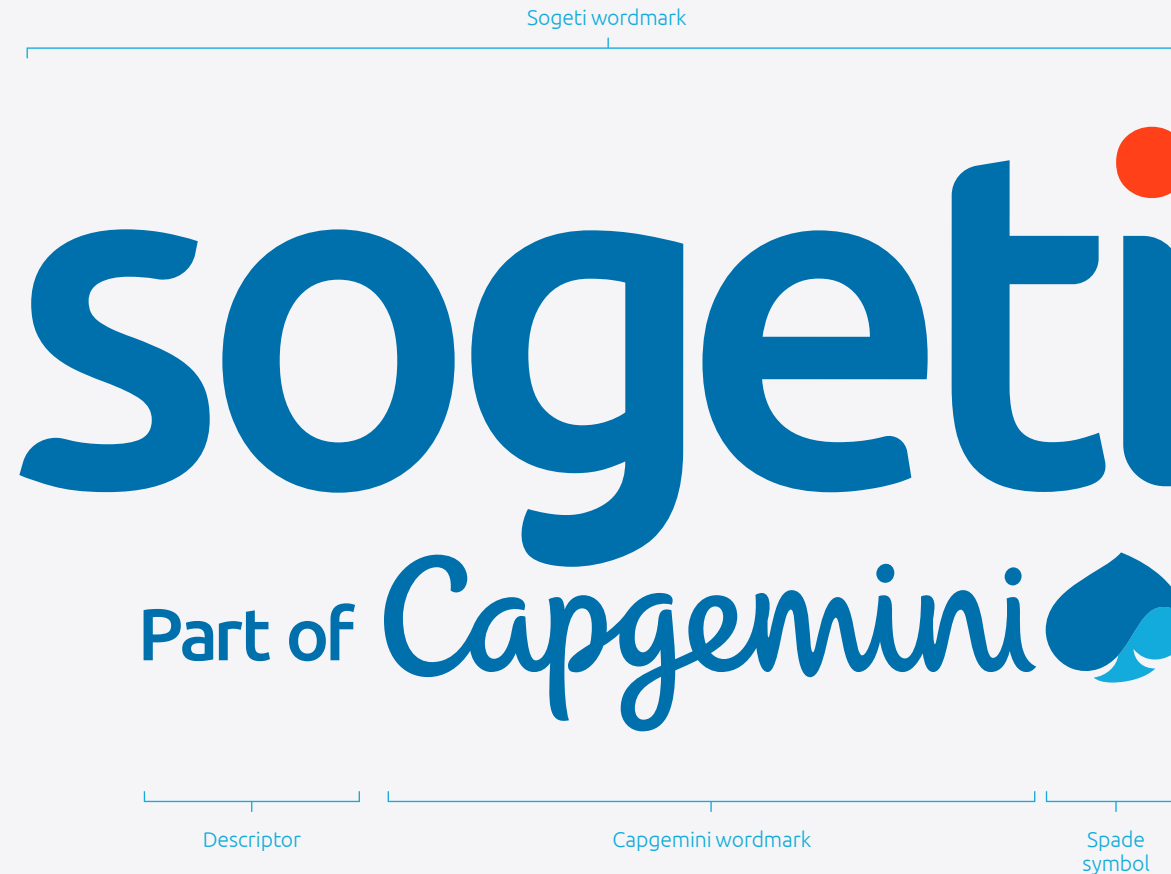
Our logo is the most vital and visible element of our brand. It's our trademark, identifying us as a modern, progressive organization while upholding our heritage and history. It provides our customers and prospective customers with a guarantee of quality and excellence.

The logo comprises four elements: the Sogeti 'wordmark', the Capgemini 'wordmark', the 'spade' symbol and descriptor text.

This full color logo uses the two blues from our primary color palette, and retains the Sogeti red for the 'i-dot', providing a link back to our heritage. Use of Sogeti red is limited to the methods outlined in this Guideline, and not available in our visual identity's color palette for wider use.

Writing our name

When writing our brand name always use title case, ensuring the 'S' of Sogeti is uppercase.



SOGETI RED

Pantone Warm Red C

CMYK

C0 – M75 – Y90 – K0

RGB

R255 – G64 – B25

HEX

#FF4019

CAPGEMINI BLUE

Pantone 7461C

CMYK

C100 – M40 – Y10 – K0

RGB

R0 – G112 – B173

HEX

#0070AD

VIBRANT BLUE

Pantone 2191C

CMYK

C80 – M0 – Y5 – K0

RGB

R18 – G171 – B219

HEX

#12ABDB

Always use Sogeti Global Marketing master artwork supplied!

Download assets



Sogeti logo versions

Different versions of our logo are required to ensure consistency and maximize brand recognition across our own and third-party communications.

Depending on an overall design in which the logo is used, select the variant which gives most brand clarity.

Whatever the dimensions of your application, never use our logo smaller than 25mm (print) or 100px wide (screen).

NB: Do not re-color the color version to create black/white logos – the spade symbol has different details.

Special use logo

The primary logo should always be used where possible. However, the format of some applications – a pen for example – may make it impossible to adhere to our primary logo's minimum size rules. In these instances, our special use logo is available. Single color variants of the special use logo have been created.

All variants of this logo should never be used smaller than 40mm/260px wide.

Always use Sogeti Global Marketing master artwork supplied!

Download assets



Primary logo - full color
Minimum of 25mm in print, and 160px on screen



Primary logo – Black



Primary logo – White



While the 1 color white logo is regularly used to ensure contrast, it dilutes brand impact. We've created a 2 color logo version with the 'i-dot' remaining colored Sogeti Red. This goes some way to match recognition of the full color logo.

As before, ensure color contrast is sufficient to show clarity of the wordmarks and i-dot, else revert to a single-color alternative.

As you'll see in the following pages, this new logo version can be paired with the primary brand shape, giving Sogeti a new impactful opening identity (see page 'Primary brand shape and 2 color logo principles' for details).

Primary logo – 2 color



Special use logo



Special use logo – Black



Special use logo – White



Minimum 40mm in print
260px on screen



Sogeti logo usage

The same sizing and positioning principles for the Capgemini logo apply to the Sogeti logo.

Suggested logo sizes for print

Default widths for our logo has been set for commonly used formats:

A5 – 148x210 – 30mm
A4 – 210x297 – 42mm
A3 – 297x420 – 60mm
A2 – 420x594 – 85mm
A1 – 594x841 – 120mm

Logo size for digital formats

For square, horizontal or vertical formats, use a visually appropriate logo size. All variants of our logo should never be used smaller than 160px wide.

Exclusion zone

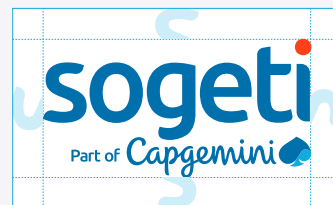
To ensure the integrity and impact of our logo we keep it prominent and clearly visible, by allocating an exclusion zone which is defined by the height of the 's' from the Sogeti wordmark.

50% – 25% Signage logo lock-up:

Whenever possible the 100% logo lockup should be incorporated. However, if the logo needs to be increased on specific sign types, the alternative exclusion zones can be utilized. Check with your brand consultant when creating such variations – see back page for contact details.



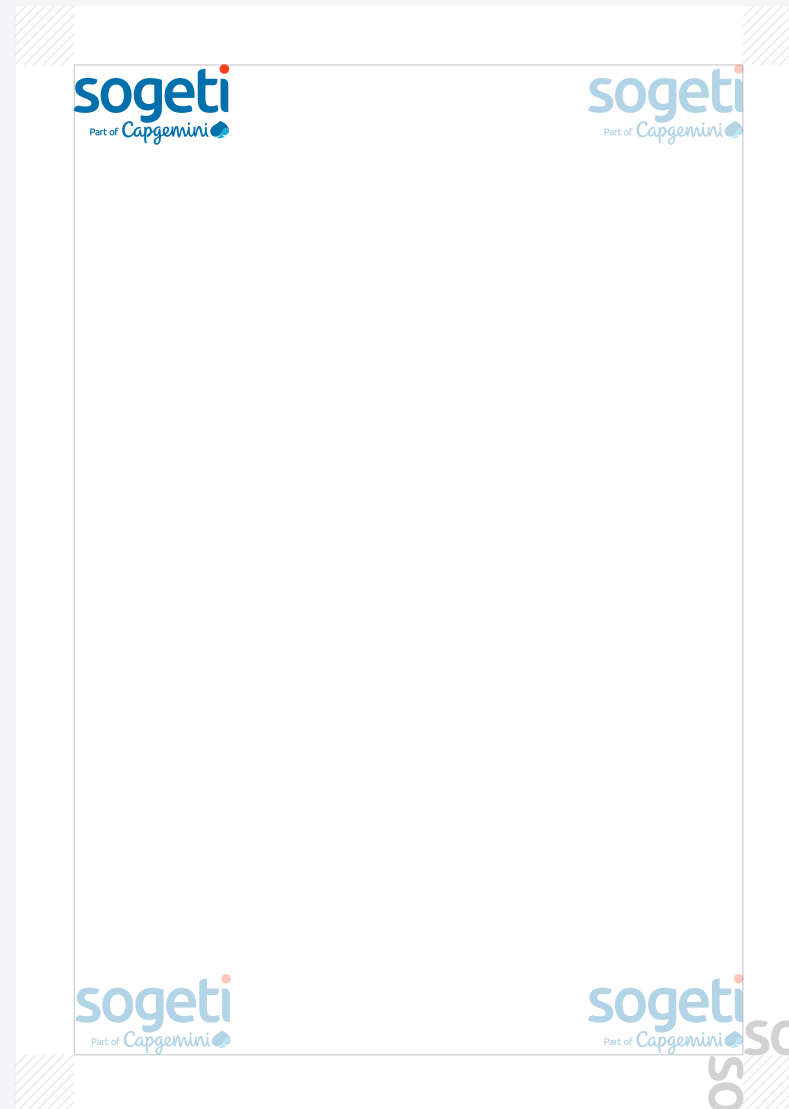
100% logo & lock-up
(recommended)



50% logo & lock-up



25% (top & bottom) 50% (top)
logo & lock-up



Logo positioning

On printed communications it is important to place our logo where it is most prominent.

Our preferred logo position is either top left or right. However, the bottom corners can also be used if the circumstances dictate them to be the best position. When positioning our logo please adhere to our exclusion and sizing rules.

To best work out the position of the logo on any given format, simply use the width of the letters 'So' for both X&Y axis as reference. This will give you an indication of where to place the logo as seen in the diagram.

Co-branding principles

When co-branding materials, take care to ensure our logo remains prominent against the partner brand(s).

Below shows how logos should be presented with our own. 3rd party logo(s) should sit on the same baseline as shown below and be separated by the defined clearspace measure. A line can separate the two logos to create more clarity and distinction.

Ensure a logo doesn't visually dominate and take prominence over other logo(s).

Co-branding logo order



Regardless which corner is used to show the logos, when showing a *partner* logo alongside Sogeti, place Sogeti first.

When showing a *client* logo alongside ours, place the client logo first. NB: In the content itself, always refer to 'Client and Sogeti', putting the client first in writing, then mentioning Sogeti as their partner.

sogeti

Part of Capgemini

X

Clearspace measure

Co-branding with client logo

LOGO

sogeti
Part of Capgemini

Co-branding with partner logo

sogeti
Part of Capgemini

LOGO

LOGO

X

X

sogeti
Part of Capgemini

X

X

Brand in detail

Color palette

This page displays our primary and secondary brand colors and their respective color breakdowns.

Our primary color palette consists of two colors; Capgemini Blue and Vibrant Blue.

Our secondary color palette consists of four colors; Deep Purple, Cool Tech Red, Cool Grey, and White.

We use Cool Grey as the go-to background color for general artwork. Furthermore, white space can feature within our identity.

New!

Sogeti colors 'Tech Red' and 'Grey' have been revised, becoming new 'Cool Tech Red' and new 'Cool Grey'. Zest

Green and Grey have been moved to the infographic color palette.

RGB vs CMYK colorspace

Historically, commercial printers have instructed designers to supply artwork in CMYK/Pantone colors. Now, current workflows allow printers to use color profiles that automatically match ink to RGB values resulting in the same output. For this reason, Sogeti Global Marketing digital assets are built with RGB colors.

Primary color palette

CAPGEMINI BLUE

Pantone 7461C
CMYK C100 – M40 – Y10 – K0
RGB R0 – G112 – B173
HEX #0070AD

VIBRANT BLUE

Pantone 2191C
CMYK C80 – M0 – Y5 – K0
RGB R18 – G171 – B219
HEX #12ABDB

Secondary color palette

New!

DEEP PURPLE

Pantone 2695C
CMYK C80 – M100 – Y0 – K60
RGB R43 – G10 – B61
HEX #2B0A3D

New!

COOL TECH RED

Pantone 1787C
CMYK C0 – M86 – Y55 – K0
RGB R245 – G59 – B83
HEX #F53B53

COOL GREY

Pantone COOL GREY 1
CMYK C1 – M1 – Y0 – K3
RGB R245 – G245 – B247
HEX #F5F5F7

WHITE

CMYK C0 – M0 – Y0 – K0
RGB R255 – G255 – B255
HEX #FFFFFF

Infographics color palette

We also have an additional color palette to be used for Infographics. When we use our colors to convey information and data in charts and diagrams we often need to represent a lot of information, so we have expanded our color palette to retain clarity.

CAPGEMINI BLUE – DARK SHADE CMYK C100 – M31 – Y0 – K49 RGB R0 – G90 – B130 HEX #005A82	CAPGEMINI BLUE CMYK C100 – M40 – Y10 – K0 RGB R0 – G112 – B173 HEX #0070AD	CAPGEMINI BLUE – 50% TINT CMYK C50 – M20 – Y5 – K0 RGB R128 – G184 – B214 HEX #80B8D6	VIBRANT BLUE CMYK C80 – M0 – Y5 – K0 RGB R18 – G171 – B219 HEX #12ABDB	VIBRANT BLUE – 50% TINT CMYK C40 – M0 – Y3 – K0 RGB R136 – G213 – B237 HEX #88D5ED	DEEP PURPLE CMYK C80 – M100 – Y0 – K60 RGB R43 – G10 – B61 HEX #2B0A3D
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GREY CMYK C0 – M0 – Y0 – K10 RGB R236 – G236 – B236 HEX #ECECEC	ZEST GREEN CMYK C50 – M0 – Y100 – K0 RGB R149 – G230 – B22 HEX #95E616	BRIGHT GREEN CMYK C32 – M0 – Y100 – K0 RGB R200 – G255 – B22 HEX #C8FF16	GREEN CMYK C72 – M0 – Y67 – K0 RGB R0 – G195 – B123 HEX #00C37B	DARK GREEN CMYK C88 – M47 – Y40 – K29 RGB R21 – G89 – B107 HEX #15596B	AQUA CMYK C79 – M17 – Y40 – K2 RGB R15 – G153 – B156 HEX #0F999C	BRIGHT AQUA CMYK C67 – M0 – Y27 – K0 RGB R1 – G209 – B208 HEX #01D1D0	BRIGHT PURPLE CMYK C71 – M65 – Y0 – K0 RGB R109 – G100 – B204 HEX #6D64CC
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COOL TECH RED CMYK C0 – M86 – Y55 – K0 RGB R245 – G59 – B83 HEX #F53B53	PEACH CMYK C0 – M64 – Y36 – K0 RGB R255 – G126 – B131 HEX #FF7E83	LIGHT CLARET CMYK C18 – M93 – Y7 – K1 RGB R203 – G41 – B128 HEX #CB2980	CLARET CMYK C51 – M100 – Y20 – K14 RGB R134 – G8 – B100 HEX #860864	DARK PURPLE CMYK C91 – M93 – Y0 – K0 RGB R71 – G1 – B167 HEX #4701A7	PURPLE CMYK C71 – M82 – Y0 – K0 RGB R126 – G57 – B186 HEX #7E39BA
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CMYK C0 – M12 – Y26 – K0 RGB R255 – G226 – B190 HEX #FFE2BE	CMYK C2 – M25 – Y41 – K0 RGB R245 – G196 – B153 HEX #F5C499	CMYK C8 – M42 – Y59 – K0 RGB R229 – G160 – B113 HEX #E5A071	CMYK C22 – M64 – Y92 – K8 RGB R186 – G108 – B52 HEX #BA6C34	CMYK C31 – M73 – Y100 – K26 RGB R144 – G76 – B26 HEX #904C1A	CMYK C40 – M76 – Y98 – K55 RGB R91 – G44 – B5 HEX #5B2C05
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Infographics color relation groups

For simple charts, you can use colors which harmonize with your layout. However when you need to represent a lot of information or elements then we use our color palette in a sequence of paired groups.

The groups shown here demonstrate how they can be used ensuring there is enough contrast between the different elements of a chart or diagram.

Start with the Blue/Purple grouping and then pair it to one other group shown here. Use as few colors as possible – by grouping data into types you can limit the number of colors used.



Example color pairing



Sogeti brand shapes introduction

We have three brand shapes that have been derived from our wordmark, creating a distinctive look for Sogeti whilst still continuing to capture our flexibility and precision.



Much like the brand shapes of the Capgemini visual identity, these shapes come in a number of colors and can scaled/flipped/rotated to serve as a canvas for illustration, a pullout for typography, or a holding frame photography.



Primary brand shape

We have selected one brand shape as our leading 'primary shape', to be used on report front covers, adverts, presentation title slides, SoMe assets, web pages, posters, and more. Now, the shape is no longer pinned to the corner (see following page for details).

Secondary brand shapes

All three shapes can be used as inner content (e.g., report spreads/content slides/social carousel pages/infographic elements). These secondary shapes remain pinned to a corner.

Always use Sogeti Global Marketing master artwork supplied!

Download assets



Primary brand shape



Secondary brand shapes



Primary brand shape and 2 color logo principles

New!

A new shopfront

Releasing the primary shape from its corner gives it a more prominent role in a layout, and added brand recognition. Pairing this shape with the new 2 color primary logo (see page 'Sogeti logo versions' for details) gives Sogeti a fresh opening identity across a variety of output (e.g., presentations, papers, video, SoMe).

This approach can also be used at high-level check-points within larger content pieces, without the logo (e.g., presentation section titles, chapter pages in a report).

While there is flexibility in sizing and positioning, applying the guidance shown here will foster consistency across Sogeti assets. Whether working with landscape, portrait, square or bespoke layouts, the same principles are applicable. If a design requires the shape to be lengthened (i.e., a floor standing roller banner), extend the shape along the parallel sides – it's important to maintain the feel of the shape.

The primary shape can also be used to frame photography. In this case, do not place the Sogeti logo in the shape.

No historical assets need to be revised to align with this new approach.

Always use Sogeti Global Marketing master artwork supplied!

Download assets



Set outside and inside margins to 5% of the **longest** artwork dimension

Place the longest edge of the shape at the side of the overall layout

Include some vertical space outside the brand shape

5%

sogeti
Part of Capgemini

Asset title,
Ubuntu Mono
Bold, 4 lines
maximum

Subtitle — Ubuntu Light,
3 lines maximum

✓ primary brand shape can be flipped and placed in any corner of the design



Recommended logo size



Brand shape overall width

✗ Incorrect primary brand shape execution



Short edge of primary shape is near the side of design

Primary shape too small

Primary shape rotated 90 degrees

Primary shape too large

Primary shape centered in layout

Primary shape unpinned in two directions

Wrong brand shape for primary use

Brand in detail

Primary brand shape samples

New!

These examples show how to correctly use the primary brand shape. When creating a composition, it is important to take a holistic approach, considering how all elements work together.

A designer can choose between the 2 color logo paired with the primary shape, or a logo placed in a different corner.

Coloring the primary shape with Capgemini Blue provides good text and 2-color logo clarity. If the logo is placed outside the shape, Cool Tech Red can be used. Vibrant blue may also be used; however it does not provide good contrast for smaller text. NB: Deep Purple is regarded to have less 'Sogeti Spirit' so aim to choose a different brand color for the primary shape.

As the samples show, including a supporting visual—either illustration or photography—is needed when using the primary brand shape.

While including a primary brand shape within a Sogeti asset isn't mandatory, doing so increases brand recognition.

Primary brand shape use samples

Social assets



Print covers



Presentation opening titles



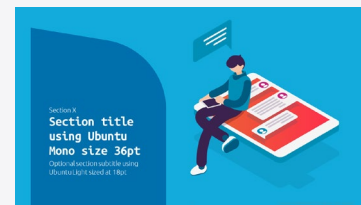
Floor standing rollers



Videos



Presentation section titles



Mail headers



Secondary brand shapes principles & samples

New! **Shapes with content**
We can use all three shapes for inner content. For these, anchor the shape to a corner of the layout; this gives the unpinned leading primary shape extra gravitas.

Internal margins and text positioning are flexible for secondary shapes but ensure there is enough margin so any text content is not too near to the shape's edges. Illustrations can be positioned partly over the edges of shapes.

Secondary shapes can be scaled as required — ensure any scaling is applied proportionally in both directions to maintain the curved feature end's appearance. If a design requires a shape to be lengthened, extend along the parallel sides as it's important to maintain the feel of the shape.

If using brand shapes to represent quote marks, the shapes can be rotated to best align with a region's quote mark style.

Always use Sogeti Global Marketing master artwork supplied!

Download assets



Secondary brand shapes



Shapes can be shown with brand colors and used to frame photography



Shapes can be rotated in 90-degree steps to suit layouts



Shapes can also be flipped horizontally or vertically



Shapes can be scaled as required; ensure scaling is applied proportionally

Secondary brand shapes use samples

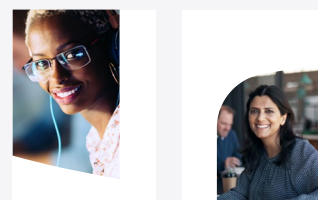
Report content



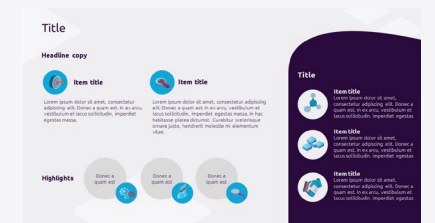
Testimonials & quotes



Photography framing



Presentation content



Brand typefaces

Our use of typography gives us the ability to make words on a page become more than just a message. Through scale and different weights, we can inform, involve and engage our audiences.

We have paid careful attention to ensure our typographic system can give you the flexibility to make words communicate more effectively with pace and difference.

Whilst Ubuntu remains our brand typeface, an additional cut, Ubuntu Mono Bold, has been introduced as our typeface for use in primary headlines at the top tier of our messaging hierarchy. Only use 'Regular' or 'Bold' versions of Ubuntu Mono.

Please note, only download the fonts from our internal share, not via an online search.



Templates update

2023 MS templates for PowerPoint and Word have our typefaces embedded, providing brand-aligned results whether sharing internally or externally. See pages 'MS PowerPoint' and 'MS Word' further in this guide.

Always use Sogeti Global Marketing master artwork supplied!

Download assets



For use in headlines

Ubuntu

Mono Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

!@#E\$€%&*()_+|:”<>?.,
0123456789

For use in body copy

Ubuntu

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

!@#E\$€%&*()_+|:”<>?.,
0123456789

Light
Regular
Medium
Bold

Typographic principles

To ensure headlines and body copy remain legible and clear we have typographic principles detailing their specifications.

These principles are for guidance only, and are created to work in the majority of situations. However, leading and tracking may differ when working with extreme sizes or on a particular format. We suggest that the guidance shown here is the starting point and should be adjusted to best communicate the message in the particular format.

Primary headlines

All primary headlines should be set in Ubuntu Mono Bold, following the typesetting principles detailed on the right. Capitalization should be strictly sentence case.

Examples of primary headlines include the headline on a brochure cover, large headline on a divider page, the main headline of advertising and homepage carousel headlines. These types of headlines sit at the top tier of our messaging hierarchy and are subsequently limited in their number of instances. This means that Ubuntu Mono Bold should be used sparingly, always with care and consideration.

Supporting headlines and body copy

Headlines beyond the top tier should be set in either Ubuntu Medium or Bold whilst body copy should be set in Ubuntu Light.

Always use Sogeti Global Marketing master artwork supplied!

Download assets



Primary headlines

Ubuntu Mono Bold or Regular e.g., 44pt size

Headlines should be balanced with body copy.

To fix the oversized space character, set tracking between words to -200pt.*

New!

Set line spacing to match the point size in use (i.e., 44 pt sized type given 44 pt line spacing)

Tracking between letters is set at -10pt *

Body copy

Ubuntu Light
(Print default 11 pt size)

Slightly negative tracking and sufficient leading ensures body copy is legible and clear even if the size changes.

New!

* If using the latest Adobe master artwork files from Sogeti Global Marketing, these steps are not needed

New!

Set line spacing to 120% of the point size (i.e., 11 pt sized type is typically given 13.2 pt line spacing)

Tracking between letters is set at -10pt

Examples only. Not to scale

System typeface

In situations with no access to our primary brand font we have an alternative system typeface that has universal accessibility.

Verdana was designed to be readable at small sizes on a computer screen. The lack of serifs, large x-height, wide proportions, loose letter-spacing, large counters, and emphasized distinctions between similarly-shaped characters are chosen to increase legibility.

Verdana is a system font, meaning that it is present on the vast majority of computers and can be relied on in almost all business situations. It should not need to be purchased. We use three basic styles; Regular, Italic, and Bold.

The bold weight is very bold, so we use it sparingly; see if a different size or color could work.

Regular
Italic
Bold

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

!@#£\$€%&*()_+|:"'<>?.,
0123456789

Brand in detail

Writing guidelines

Tone of voice

Our tone should be professional, yet conversational – we talk about complex tech, but we talk to humans. When writing content, check how it sounds when you read it aloud; aim for it to feel more conversational than formal.

International English is used for all global communications. This means American English spelling and punctuation for the website and published materials, including blogs. For a definitive reference, we rely on the Chicago Manual of Style (CMOS), 16th or 17th edition.

Good writing is clear thinking made visible and has the following characteristics:

- Short, clear sentences
- Brevity and clarity in the choice of words
- A logical flow of ideas from one paragraph to the next
- No unnecessary jargon or culture-specific content e.g., ambiguous words and phrases; culturally specific expressions; slang or made-up words such as 'cloudification.'

Examples of correct International English

analyze | behavior | capitalize | center
color | favorite | organize | organization
optimize | program | realize | socialize
theorize | utilize | while | toward

Rules of writing

Acronyms and abbreviations

To ensure clarity, acronyms must be written out in full on first mention. The written-out version comes first e.g., Software-as-a-Service (SaaS). Exceptions include brand names (e.g., IBM) and common abbreviations (e.g., IT).

Abbreviated countries, such as the US and the UK, take a leading 'the' as does the Netherlands.

For clarity 'i.e.' means 'in other words' whereas 'e.g.' means 'for example'. For both, add a comma after use. Examples: *He prefers Italian food e.g., pasta. She has travelled to seven continents, i.e., all of them.*

Capitalization

In-line with a trend in modern writing, we will capitalize the first word only in headlines ('Sentence case'). Solutions and proper names will remain capitalized. It is inappropriate to capitalize words to add emphasis or to highlight something e.g., *Incorrect*: Banking reform will focus on Data Management and Network Agility. *Correct*: Banking reform will focus on data management and network agility.

Commas

A commonly accepted practice, we use what is known as a 'serial comma' before the conjunction 'and' or 'or' preceding the final element in a series. Example: *We work collaboratively with our internal clients, alliance partners, and external customers.*

Commas and periods go inside quote marks. Example: *The IDC analyst stated, "blockchain will be the future." We agree.*

Slashes

Do not use slashes (/ or \) to separate items. Typically, you can write around the use of the slash by using commas, 'and' or 'or.'

Quotes

Use double quotes (") when referencing spoken word i.e., a customer testimonial. Single quotes are used around terms or titles.

Hyphens and en dashes

A hyphen is not a dash. It is used to split words at the end of a line, to join short phrases such as 'end-to-end' and to create compound modifiers, specifically adjectives (e.g., cost-conscious, industry-specific).

En dashes express range between two numbers. Example *\$6–7 million, pages 99–101*. There should be no spaces between the en dash and the text.

The en dash can also be used to separate parts of sentences, as a replacement of the comma, parentheses, or colon. Example: *He said – and we agree – that the job is important*. When used in this context, the en dash should be separated from the text by spaces.

Currency

Always use the appropriate currency symbol, either before the numeral (e.g., '\$20', '€30' or '€40') or after it (e.g., '50¢' or '70p'). There should be no spaces. For larger denominations, do not abbreviate. Examples: *US\$5 million, €7.5 billion*.

The dollar symbol is commonly interpreted as the American dollar, but for clarity we can use the format *US\$5 million*. If a different dollar currency is intended, it should be specified (e.g., 'C\$' for the Canadian dollar).

Date and time

Date format is Month, Date, Year (e.g., November 24, 2023) or if the year is not needed, Month Date (e.g., April 2). With an event it's recommended to include the year. When showing time, use the 24 hr clock and include a time zone (e.g., 18:00 CET). If showing start and end times, separate the time from the date with a vertical bar (e.g., 09:00–14:00 CET | November 24, 2023).

Brand in detail Charts

New! Sogeti releases several Thought Leadership pieces each year; many of these are data driven, based on survey results. Use this guidance to share such data with clarity and consistency across Sogeti.

Look to minimize the number of colors used. When several colors are necessary, start with the Blue/Purple grouping and then pair it to one other color groups (see page 'Infographics color relation groups').

We have two corner options: traditional corners of data bars (giving a clean business look) or rounded corners (giving a more playful look, showing the fun spirit of Sogeti). You can choose which best suits the asset. Aim to make any rounding subtle, yet noticeable.

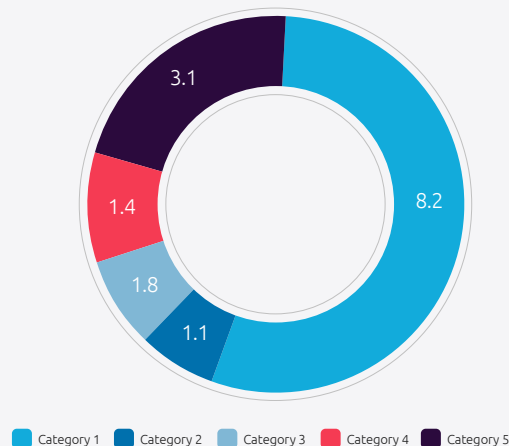
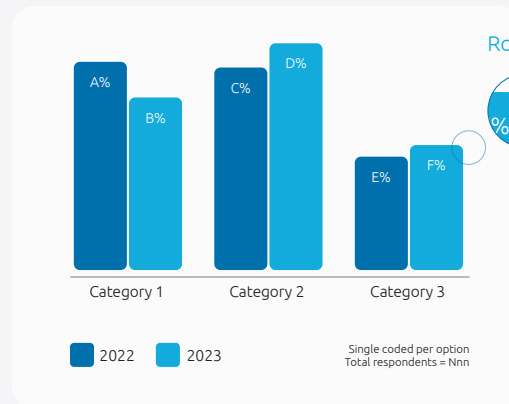
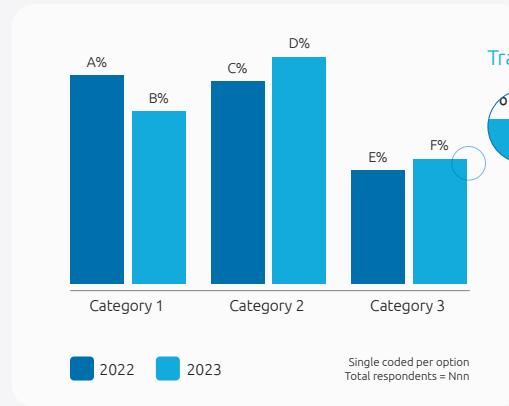
The best title, key, and label positions can be determined by design judgement of the space available and the other elements in the overall page design.

When showing charts over a background color we can add a white box beneath to aid clarity; the opacity level of the box is flexible based on how much added effect is desired.

There are many more chart formats beyond the examples here, but applying the same design guidance will aid consistency. Consult your brand team if you require further guidance – see back page for contact details.

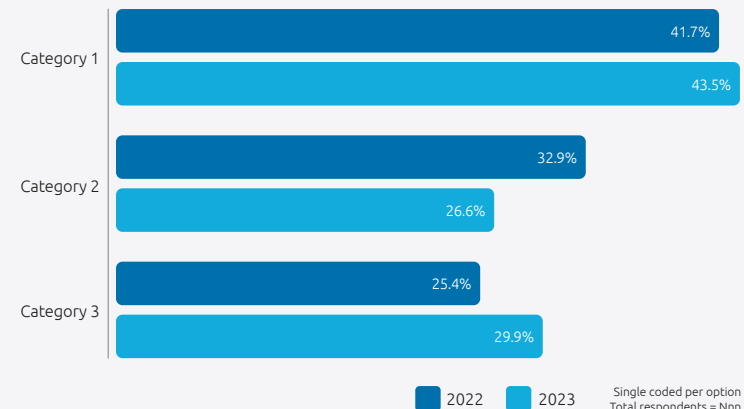
Always use Sogeti Global Marketing master artwork supplied!

Download assets



Traditional corner

Rounded corner



Email



By using the supplied master artwork when creating email headers, Sogeti will have improved consistency in both internal and external communications.

The primary brand shape is a key component. We can place an isolated Sogeti logo in the traditional top right corner, or if the word count is sufficiently low, we can place the 2 color logo within the brand shape.

To aid clarity the Sogeti logo is set to a different size depending on whether it is placed in a corner or in the brand shape (see master artwork for details).

Text sizes can be modified if required, but aim to keep the same overall feel of the supplied templates. Be aware of the brand shape margins (see page 'Primary brand shape and 2 color logo principles').

A designer can choose to add photography or illustration to the design. A foreground element may slightly overlap the brand shape when it enhances the design.

While including a primary brand shape within a Sogeti asset isn't mandatory, doing so increases brand recognition.

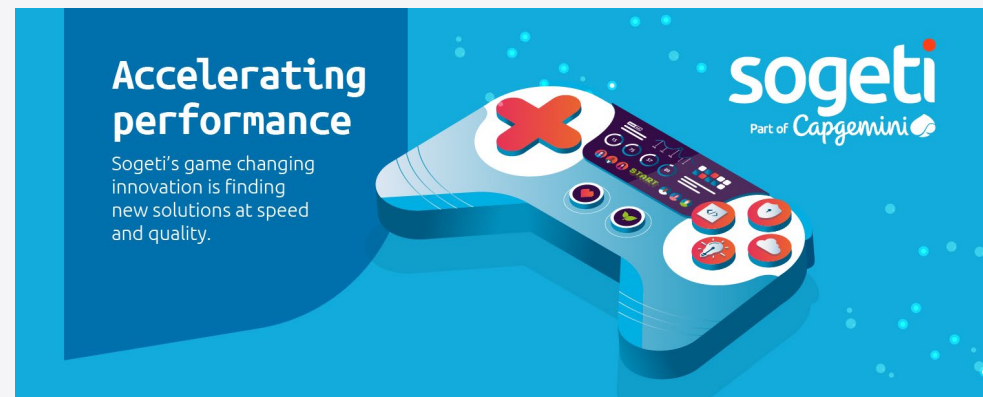
Always use Sogeti Global Marketing master artwork supplied!

Download assets

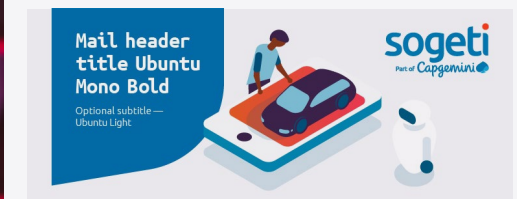


If placing the logo in a corner, ensure legibility is sufficient.

If word count is low, 2 color logo can be used *inside* the brand shape.



Chose the logo variant which best fits the overall design whilst giving good clarity.



Brand in detail

Figures and diagrams

New! Applying a consistent approach for figures and diagrams (e.g., flowcharts, tables, timelines, org structures) has many benefits: it gives a consistent feel across all documents, it removes the time required to define a look, and it saves further time when mix-and-matching new and existing assets.

While there are infinite potential purposes and outcomes for diagrams, using the samples in the supplied master artwork will encourage consistency and help keep the 'Sogeti feel'.

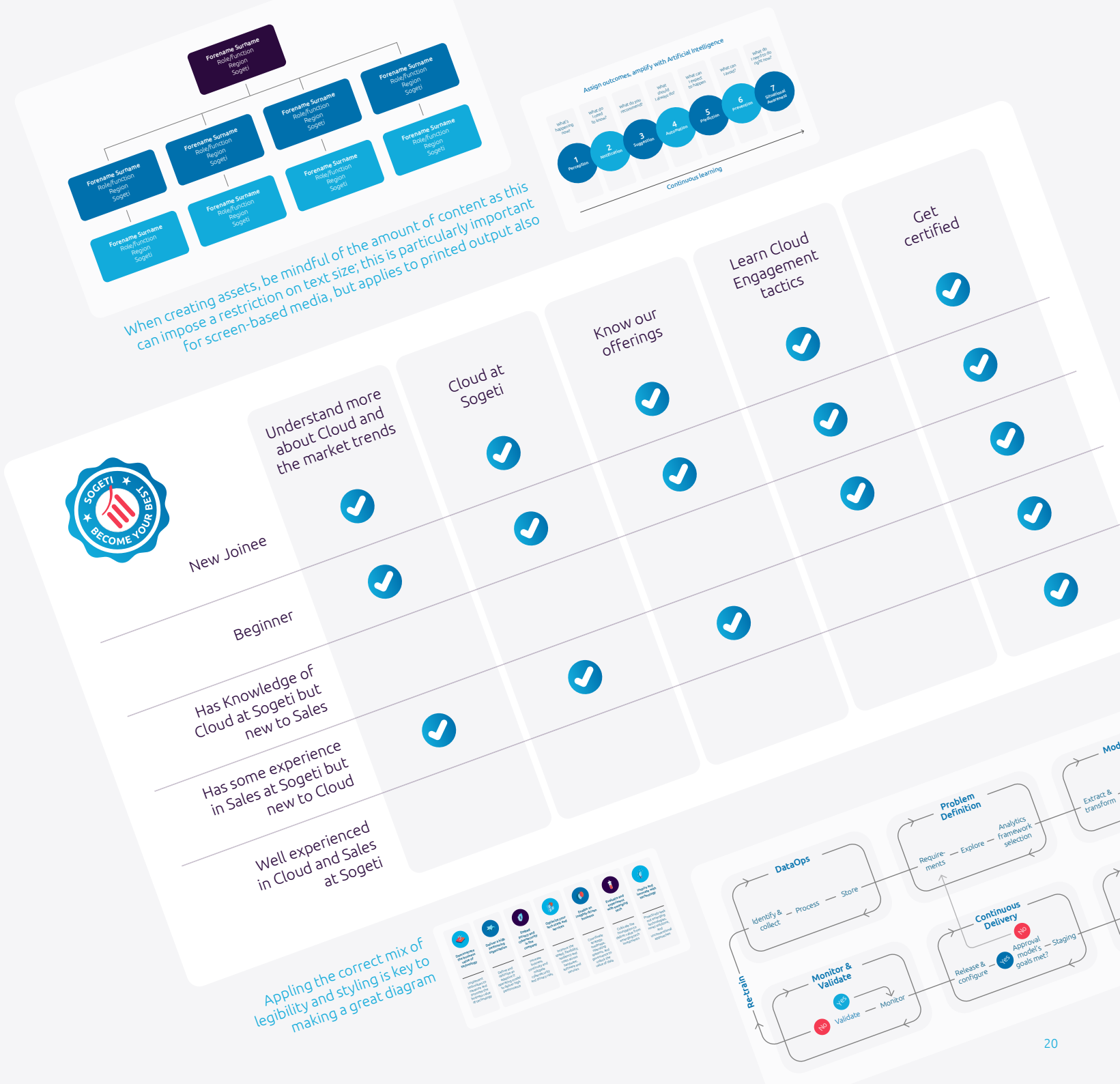
When creating assets, adopting a 'less is more' approach; a good figure isn't one you *can't add any more to*, it's one you *can't take any more from*. When re-creating a figure from a supplied original, spend a little time to see if the figure can be made easier to understand. If it's not clear to you, it could also be unclear for the audience.

When creating such content for pursuits, there is often the desire to mimic a potential client's look & feel. Try to avoid this route. Remember, they're expecting to see Sogeti, not a reflection of themselves.

Which such output It's hard to check one's own work; line up a colleague to QA the asset. Factor this time into a project plan.

Always use Sogeti Global Marketing master artwork supplied!

Download assets



Brand in detail

Buttons

New!

New for 2023, we share guidance for buttons creation. Whether included on a web page, a printed asset, a SoMe creative, or a presentation, applying this guidance will give consistency, helping enhance the professional shop-front of Sogeti.

We have two styles; the 'classic' button, and the 'action' button which includes a call-to-action dot.

Sogeti button

Classic button

Sogeti button

Action button

The button shape maybe outlined or filled, depending on which gives the best look in an overall page design. If applying a fill, do not also apply a different color outline.

The default styles are (1) Capgemini Blue Dark Shade outline & text over when placed over a light background, and (2) white outline & text when placed over a dark background. The default chevron color is white, over a Sogeti Red dot.

Default font is Ubuntu Regular. Keep the word-count low with a single line of text limited to 4 words maximum, set to sentence case.

Button sizing can be flexible, but the recommendation is to match the button *text size* with the page copy in which the button is used.

Future movement

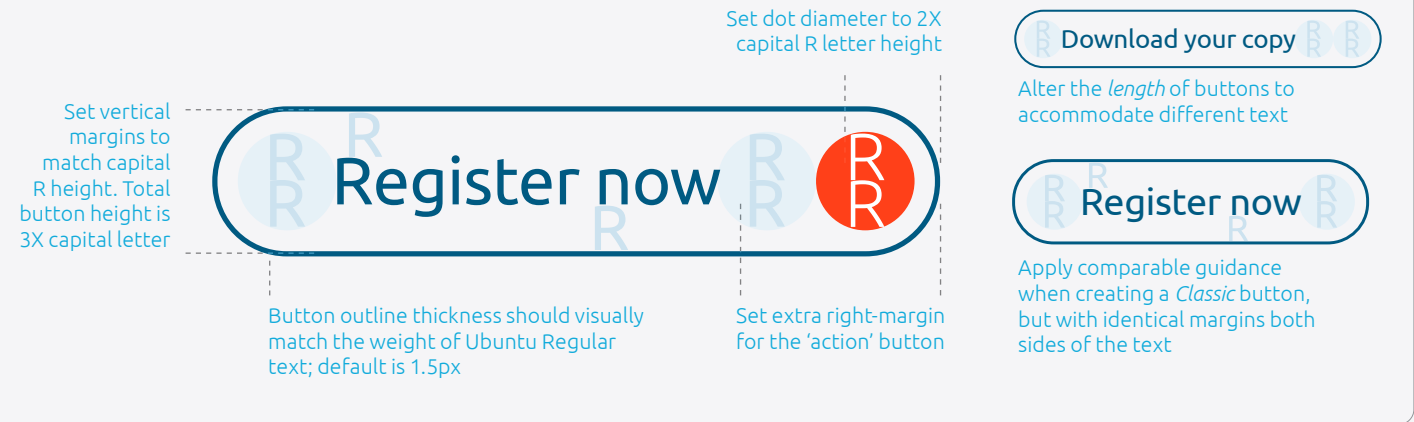
As we move the Sogeti web estate from EpiServer onto WordPress VIP, we will define a micro-interactions for different button states.

Always use Sogeti Global Marketing master artwork supplied!

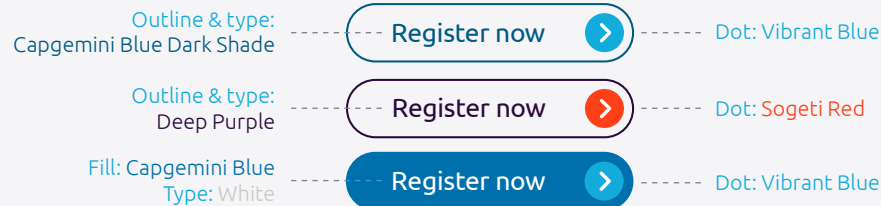
Download assets

Button construction

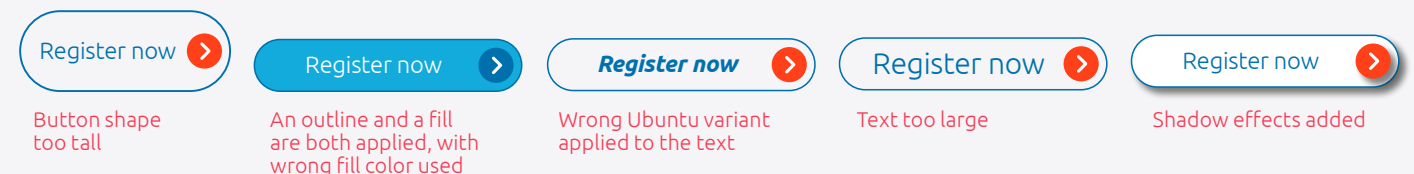
Apply this guidance when creating Action and Classic buttons



- ✓ The following brand colors have been chosen to meet web accessibility requirements. Choose the combination which best fits with the overall design, but understand certain colors will fail WCAG level AAA with text sized less than 18px; consult your web experts for guidance. Material design recommends the default action button is styled differently to other buttons shown nearby.



✗ Incorrect button builds



Icons

Our icons are distinctive and allow us to communicate in shorthand. But in order for them to succeed they need to be used consistently.

Icons aid navigation and clearly signpost content. They are single-minded and immediately recognizable for the subjects they represent.

The strength of our icons lies in their ability to communicate a message quickly and concisely. It's vital for an icon to be recognized for one meaning, so don't use icons for more than one role.

Our icon family

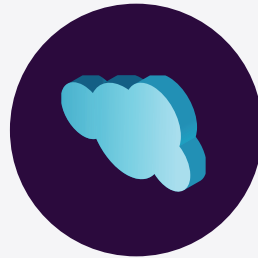
Sogeti's icon style employs the same isometric approach as our illustration style. This provides a visual similarity and a simple system with the scope and flexibility to create any number of icons tailored to your topic areas.

Over time, the library of icons can be expanded, creating an exhaustive library for any topic area.

The brand team must always be consulted before introducing any new icons.

Always use Sogeti Global Marketing master artwork supplied!

Download assets



Flexibility
Icons can be flipped/mirrored as a layout requires. They can be placed over a primary or secondary brand color.



Illustration style overview

Illustration is a core element of the Sogeti visual identity, helping us to visualise the ways in which we work and how the different areas of our expertise come together to create technology solutions of true value.

An isometric perspective gives us a distinctive style, whilst a modular approach where multiple illustrative components can be pieced together provides a simple-to-use system with scope and flexibility.

Light and dark shades of our primary color palette have been introduced to ensure gradients work harmoniously with our existing color palette, whilst red accents provide a visual link back to our logo and heritage.

Illustration color palette

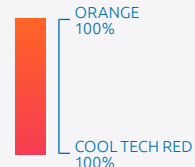
CAPGEMINI BLUE – DARK SHADE CMYK C100 – M31 – Y0 – K49 RGB R0 – G90 – B130	VIBRANT BLUE – DARK SHADE CMYK C95 – M23 – Y0 – K28 RGB R10 – G140 – B183
DEEP PURPLE – LIGHT SHADE CMYK C20 – M58 – Y0 – K69 RGB R64 – G34 – B80	BROWN CMYK C0 – M60 – Y86 – K46 RGB R137 – G55 – B19
OFF WHITE CMYK C0 – M0 – Y0 – K5 RGB R245 – G245 – B245	CAPGEMINI BLUE – DARK SHADE 15% OPACITY USED FOR SHADOWS



Infographics color palette

Our illustration color palette consists of our infographics palette and the newly introduced light and dark shades. This creates a palette that works harmoniously with our core color palette and ensures legibility of illustrations. The palette has also been designed to work on both white and grey backgrounds.

Illustrations can overlap our brand shapes, whilst both white and 10% Cool Grey backgrounds can be used as your design sees fit.



We apply accents of red in the form of a gradient.

Rounded corners balance with the precise construction of illustrated scenes.

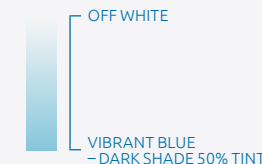
Floating blocks are used as platforms for single scenes, which can then be pieced together to create broader and more detailed builds.

It is important to use illustrations of people working together using a number of different technologies.



Shadows are Capgemini Blue Dark Shade with 15% Opacity.

For floating blocks we apply a horizontal gradient made from the illustration palette.



New!

Whilst the leading view of a Sogeti asset can be an illustration, in '23 we can also lead with photography which may better lend itself to the topic which follows.

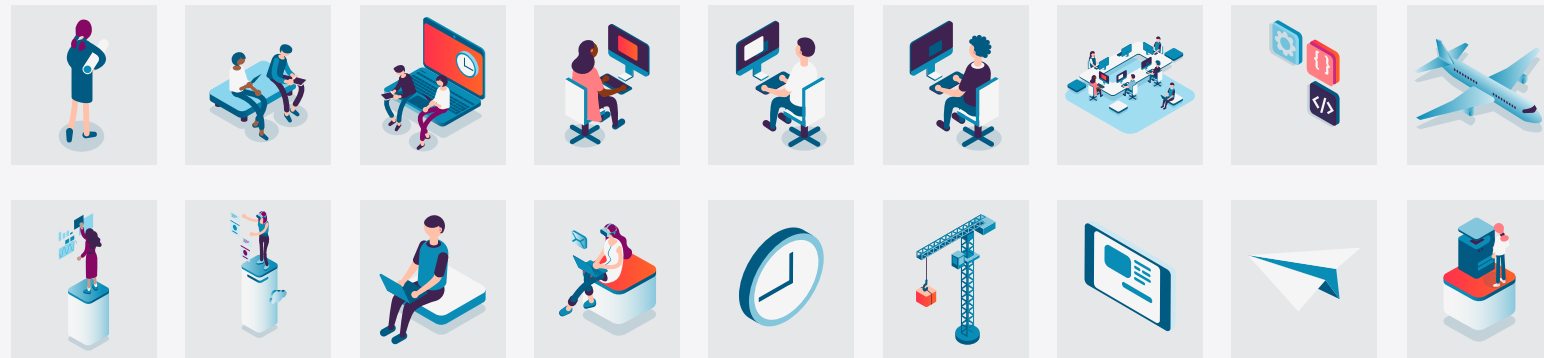
Brand in detail Illustration components

Sogeti's brand illustration style employs a modular approach. This provides a simple system with the scope and flexibility to create any number of custom illustrations tailored to your topic areas. Over time, the library of illustration components can be expanded, creating an exhaustive library for any topic area. The brand team must always be consulted before introducing any new illustration components.

New!

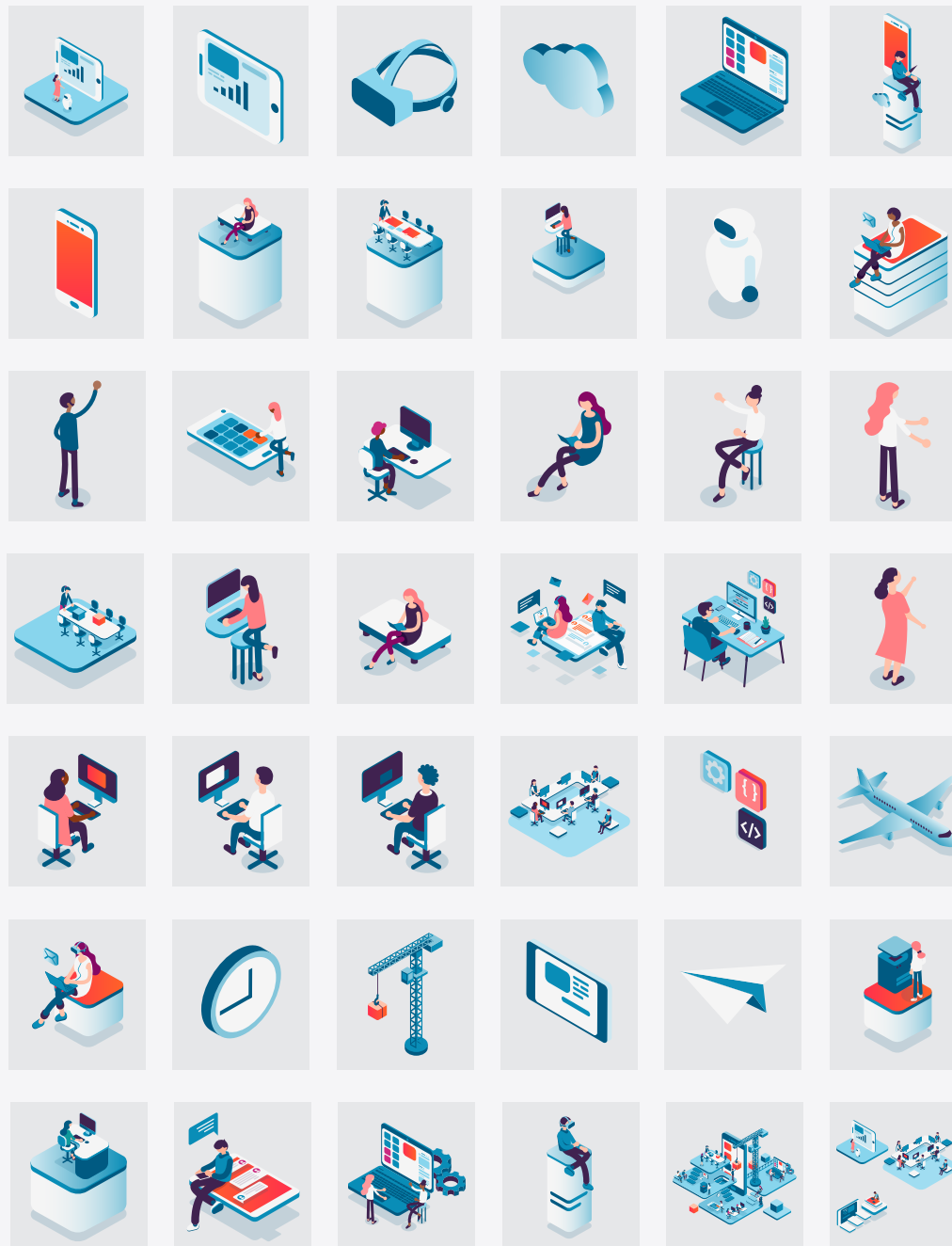
Hand details have been simplified to simpler circles. Limbs should have a consistent, flexible feel. All shadows should be consistent.

When re-using existing files, ensure the above attributes are put in place.



Always use Sogeti Global Marketing master artwork supplied!

Download assets



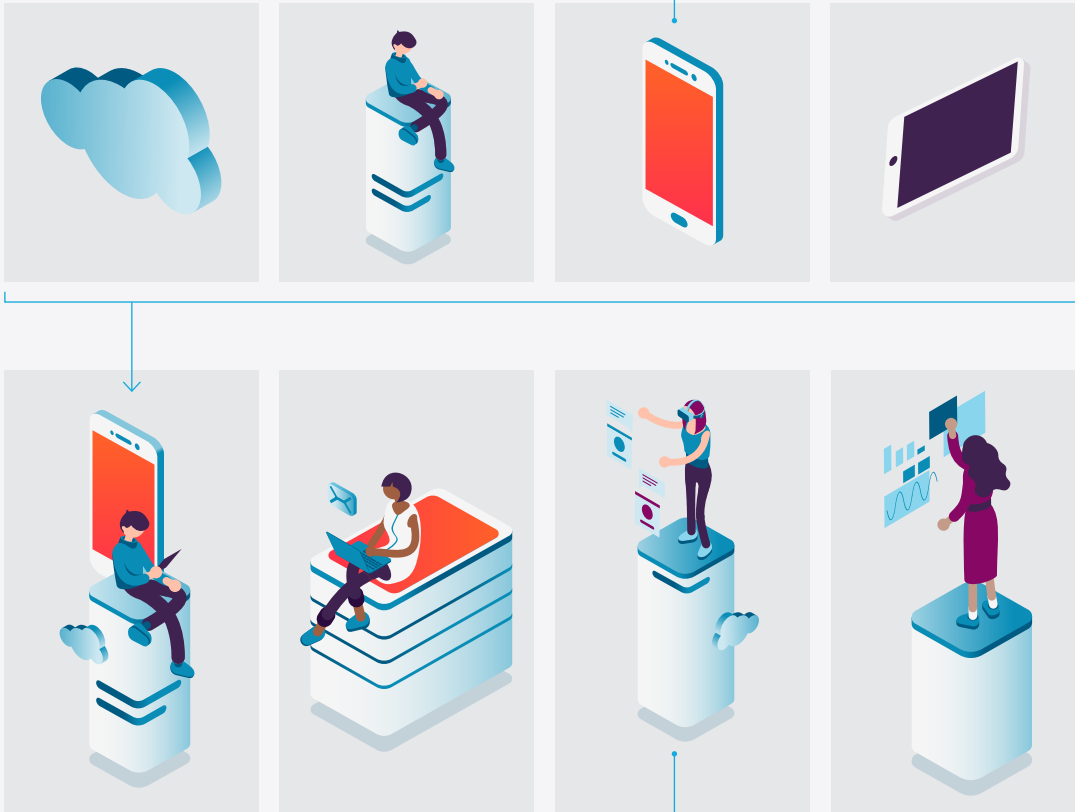
A number of ready-to-use scenes have been created using individual components from the initial library detailed on the left

Illustration component usage

Individual components can be used in isolation for very specific topics or pieced together to build detailed narrative illustrations to support broader messaging.

Individual components

These components can be used on their own, or pieced together to create larger and more detailed illustrations.

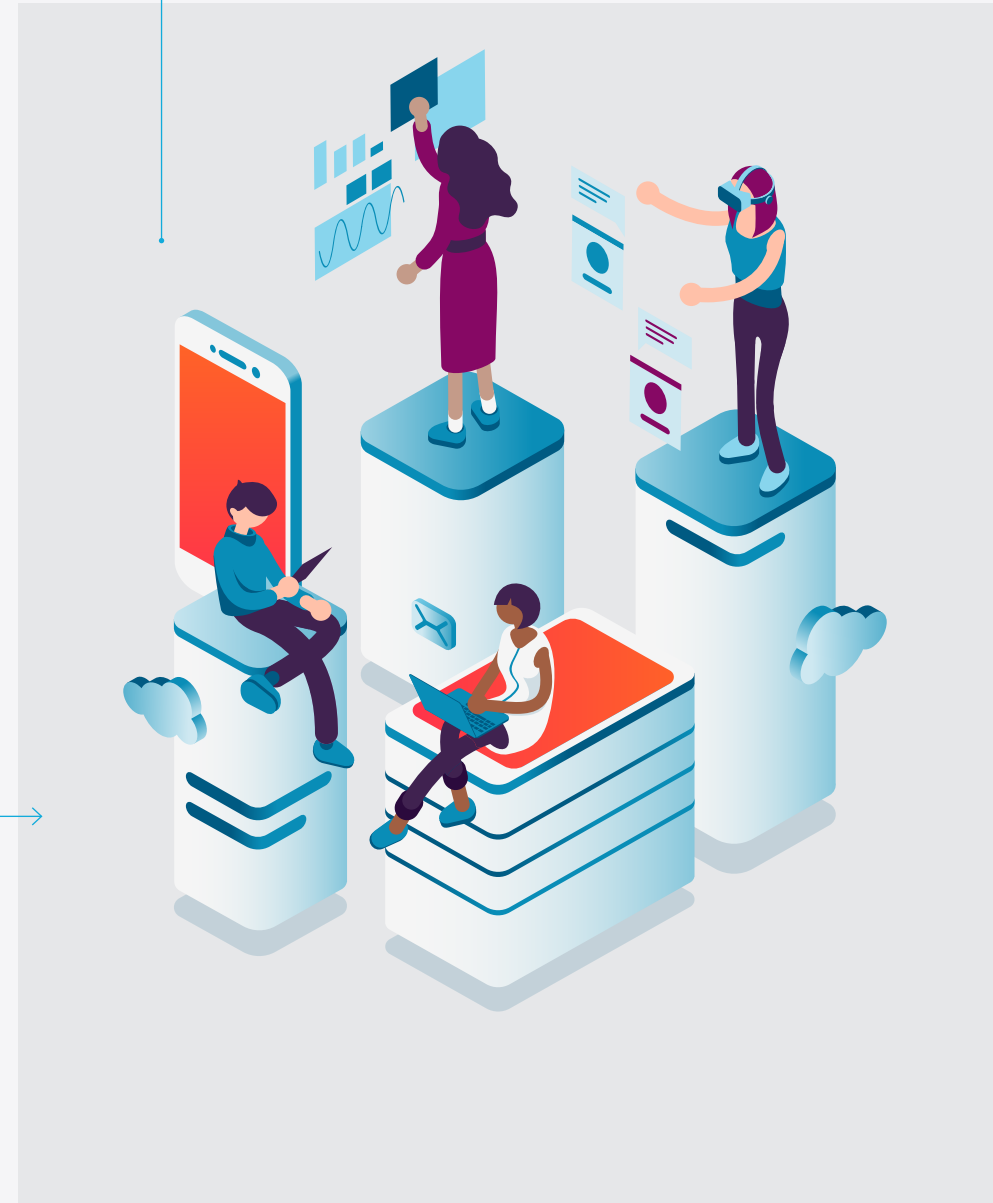


Modular builds

Taking a modular approach, the individual components can be pieced together to build small topic-focused scenes.

Narrative illustrations

Small modular builds can be grouped together to create larger and rich-in-detail narrative illustrations to support broader topic areas.



Brand in detail

Natural photography

To support our illustrations, we can also use photography to capture our teams at work and their 'maker spirit'. Following these principles will mean our photography always feels considered and true to who we are at Sogeti.

When selecting people photography, always strive for shots that feel natural, candid and spontaneous, not posed.

Imagery should not be obviously edited, and not depict events that are unrealistic. They should feel like you're there in the moment.

While the samples here are shown in their original shapes, we can also show photos cropped a square, cropped to a circle, and framed by our brand shapes. Rounded corners can also be applied to square/rectangular frames.

Please consider cultural sensitivities when choosing your photography.

Framing samples

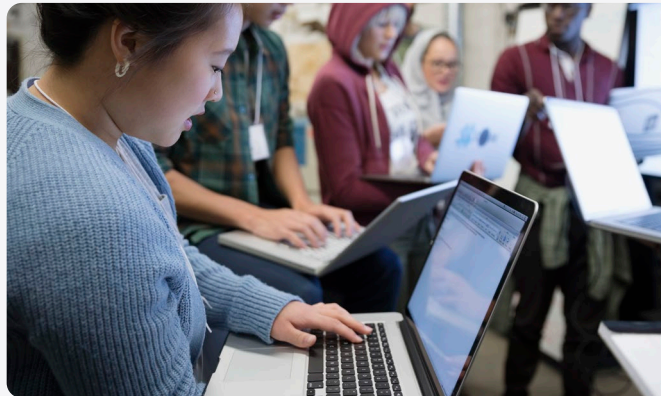


New!

Gettyimages

Sogeti has joined the Group's Getty plan. Colleagues can now re-use assets which have been purchased. To access the area, please visit

<https://dam.gettyimages.com/capgemini/photo-library>



Moments

The moments we look to capture should aid storytelling and support message topics, as well as capturing the 'maker spirit' found within Sogeti. These moments should be captured as they happen, providing a candid look that feels alive and dynamic.



Closeness

Our images should feel like you are there in the room and part of the action. Proximity and a natural viewpoint will help capture this sense of closeness, demonstrating how we understand true value of technology comes from and through people, and the honest and trusted relationships we form.



Focus on what's important

A shallow depth of field will provide images with a focal point and help give the image purpose.



Context

Capture the environments where we work and the technologies we work with. Showing a range of settings, whether it being our Smart Workspace or a client's offices, helps capture the breadth of our expertise and solutions.

Brand in detail

Colleague photography

As humans, we like to see people. Even on a factual webpage or a white paper, seeing the author can help the reader get a better feel of an author's tone of voice.

Use these samples as your shooting guide, and be familiar with the following points:

- Ideally, use a professional photographer, or else a colleague with good experience and quality equipment (DSLR/recent phone)
- Raise the camera to the subject's eye level
- Choose a plain, light, color-free background; if not available try to match as closely as possible and fix in Photoshop. Sogeti Global Marketing can assist.
- Ensure the lighting is even and kind, and no shadow is cast on the background
- The subject should be wearing suitable casual business clothing
- Don't shoot too close, keep space all around the subject's face to include shoulders and chest, then crop with your application
- Angle the subject so their body is not square on to the camera, but their head is facing the camera
- Expression should be confident, positive, and welcoming.

By adopting this approach, we can build a consistent set of colleague photography from which we can successfully mix and match existing and future shots.

Always use Sogeti Global Marketing master artwork supplied!

Download assets



✓ Good photography samples



✗ Samples which do not adhere to this guidance



Shot outside, background not correct



Lighting too harsh



Background pure white; not good for using on a webpage



Camera positioned too high

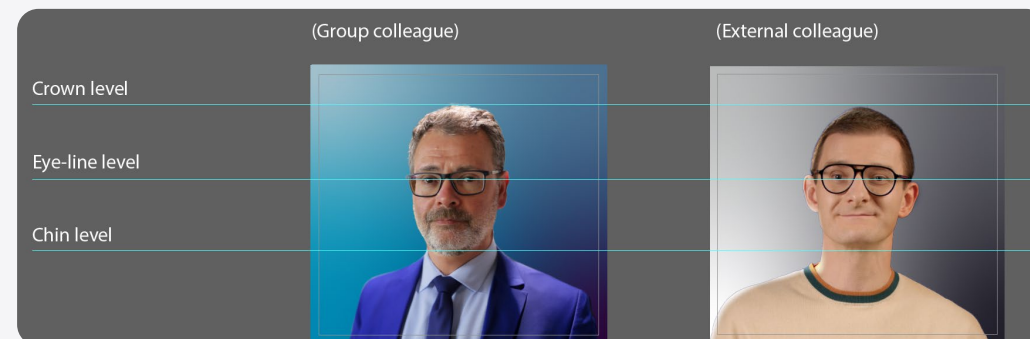


Background too dark

Photo processing



We've created a template for post-processing our headshots. Group colleagues are given a brand-color background, external colleagues a grey background. Guides are included to ensure size and position consistency. There is a defined output size for web use, and we create smaller round versions for email use. Correct portrait lighting helps with consistency; we have subscribed to Switchlight to improve results. Contact us for further examples and guidance when editing.



Emotive imagery

New!

Certain topics benefit from imagery that is more thought-provoking and less photographic. As an example, a photo of servers in a rack might accurately represent a Cloud offering, but a carefully selected abstract visual can convey the same messaging whilst helping Sogeti stand out when compared to other suppliers.

In such cases try to select imagery that offers some alignment with our color palette, and has relevance to the topic.

Adding movement

When down-selecting imagery, your stock provider may also have an MP4/MOV version of the media available. Find out what output the projects has in plan, as the motion version could be utilized for such output as SoMe promotion, presentation openers, web mastheads etc.

New!

Gettyimages

Sogeti has joined the Group's Getty plan. Colleagues can now re-use assets which have been purchased. To access the area, please visit <https://dam.gettyimages.com/capgemini/photo-library>



Report key visual

Theme to reflect the necessary speed and agility that an organization need to master along it's future journey, in order to migrate and improve competitive advantage.



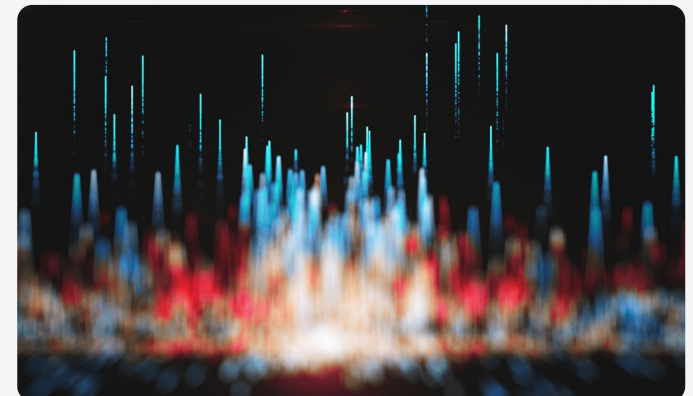
Playbook cover

Theme suggesting the content within follows a future-looking pathway, for societal benefit.



Future looking theme

In a bright, successful looking corporate environment, the sky in reflection gives a thoughtful take on cloud technology itself evolving and becoming more complex.



The rise of data

Using the 'Data is King' mantra, this shows individual data rising from a perceived ground level, to be processed in the cloud.

Brand in detail

Video Intro



New for 2023 is Sogeti's refreshed video ident. This can be used for all video pieces, SoMe assets, animations, and more.

There are 4 versions to choose from: 2 short opening idents (both 5 secs), a full opening ident (15 secs), and a closing ident (7 secs).

Short ident 'A' is the fullscreen logo only. Ident 'B' is the primary brand shape with logo and text. Audio is included, but may be swapped out to flow into the content.

On SoMe — where the initial few seconds are key — you may choose to skip an opening ident altogether. If the SoMe piece does have a concise title, you can use short ident 'B', adding media behind the brand shape.

Always include the closing ident to end, to enforce the brand. Use only the supplied Sogeti audio for the closing ident.

Apply either short opening ident to start our internal videos (e.g., self-shot to camera messages, internal webinar edits).

Use the full opening ident for larger video productions (e.g., a customer case studies, office opening promotions, external audience webinars). This ident pairs the fullscreen logo with titling phase, creating a programmatic feel with a preview of what's coming up.

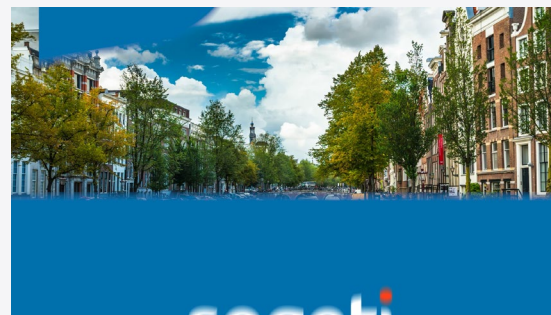
The ident is used to close **all videos**, regardless of the video type and length. There are wide (16:9), square (1:1), and tall (9:16) versions of our idents.

Always use Sogeti Global Marketing master artwork supplied!

Download assets



Short opening ident A / closing ident for all assets



Full opening ident (using scene-setting B-roll)



Short opening ident B

Video guidance & components

Plan to succeed

Ensure a suitable pre-production phase has taken place when preparing a talking heads video. Consider factors such as the people, filming environment (light, sound, backdrop), clothing, and equipment. This phase is important when creating a video piece that will be viewed by an external audience.

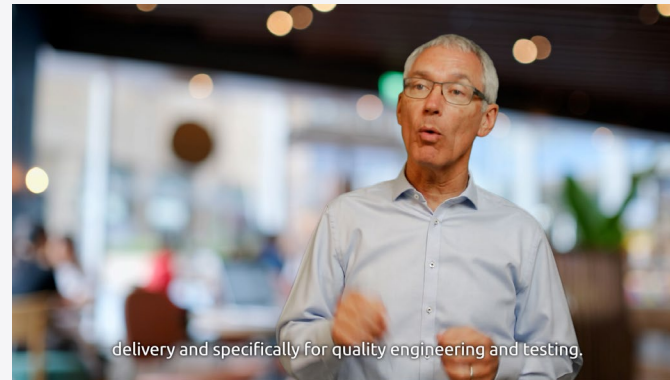
Sogeti logo

Do not show the Sogeti logo throughout the production – use the opening/closing ident to promote our brand.

Subtitles

The default setting on social feeds is for videos to be played without sound. To ensure that messaging is understood by the viewing audience, talking head videos can include subtitles. For consistency apply 'Ubuntu Regular' in white for the text. Ensure contrast is sufficient to maintain good legibility. A very subtle contrasting fade can be added to the lower area to increase contrast.

Apply a short gap when moving from one subtitle block to the next, to ensure the change in text is clear – 5 frames is recommended.



Ubuntu regular sized at 60px, with margin from low edge



Name bar

We have revised the pace and duration of the Sogeti name bar to provide easier reading. There is now a right-sided version available for when it better fits the overall framing. Use Ubuntu Bold for name, Ubuntu Light for role & location.



You can position the name bar in the top corner when edits have lower subtitles.

Always use Sogeti Global Marketing master artwork supplied!

Download assets



Brand in action

Printed materials

The following examples capture how all the elements come together across printed materials.

On white papers we use visuals sparsely, applying single modular components of the library. On brochure covers, more detailed illustration or photography can be used, and may be included together to form larger and rich-in-detail narratives to support broader topic areas.

Clarity and high-value can be captured through the use of 'white-space' and a 'less is more' approach. This approach extends to infographics, where only simple charts, clear graphs and big numbers should be used.

White Papers



Brochures or Report



Always use Sogeti Global Marketing master artwork supplied!

Download assets



In the latest print templates we've increased font sizes and line spacing to aid legibility. When laying out paired pages (spreads) ensure design and content will still be valid when viewed as single pages – for example when viewing a PDF on-screen in a browser. Our templates are now supplied in RGB color only — see page 'Color palette' for more details.

New!

Brand in action

Social media

This example captures how the illustrative elements come together across social media.

New!

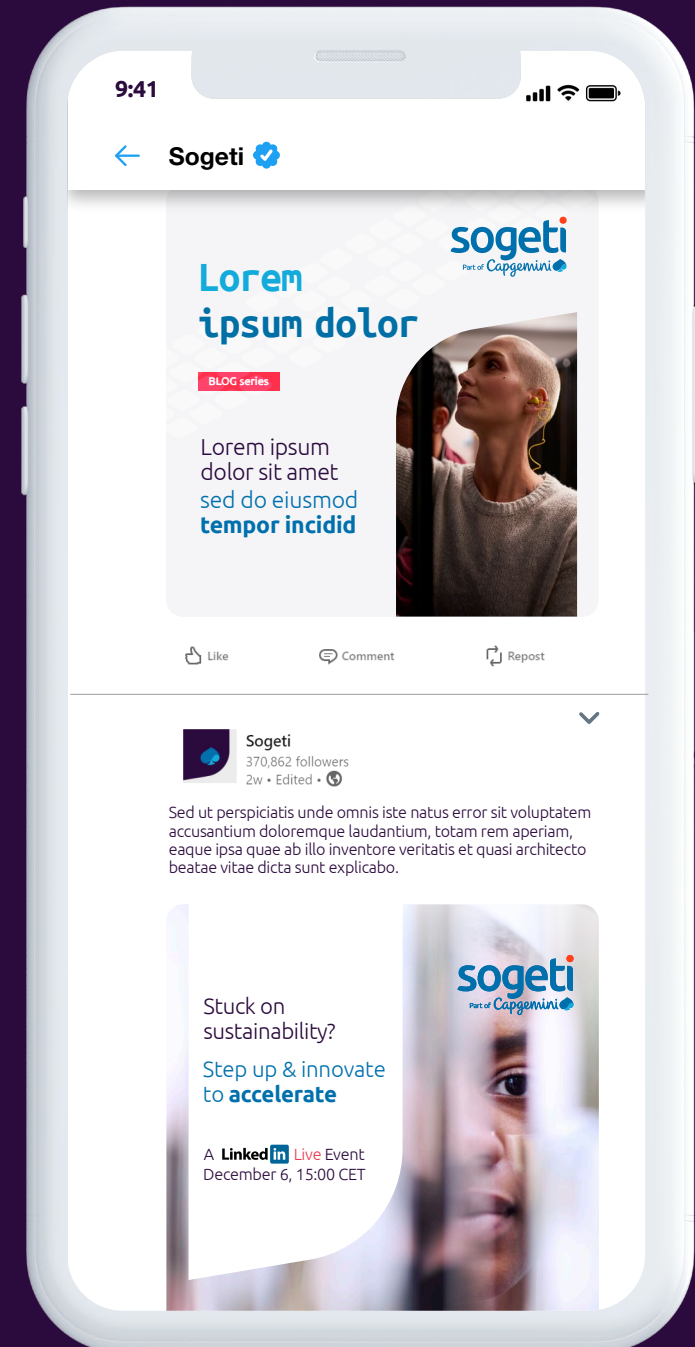
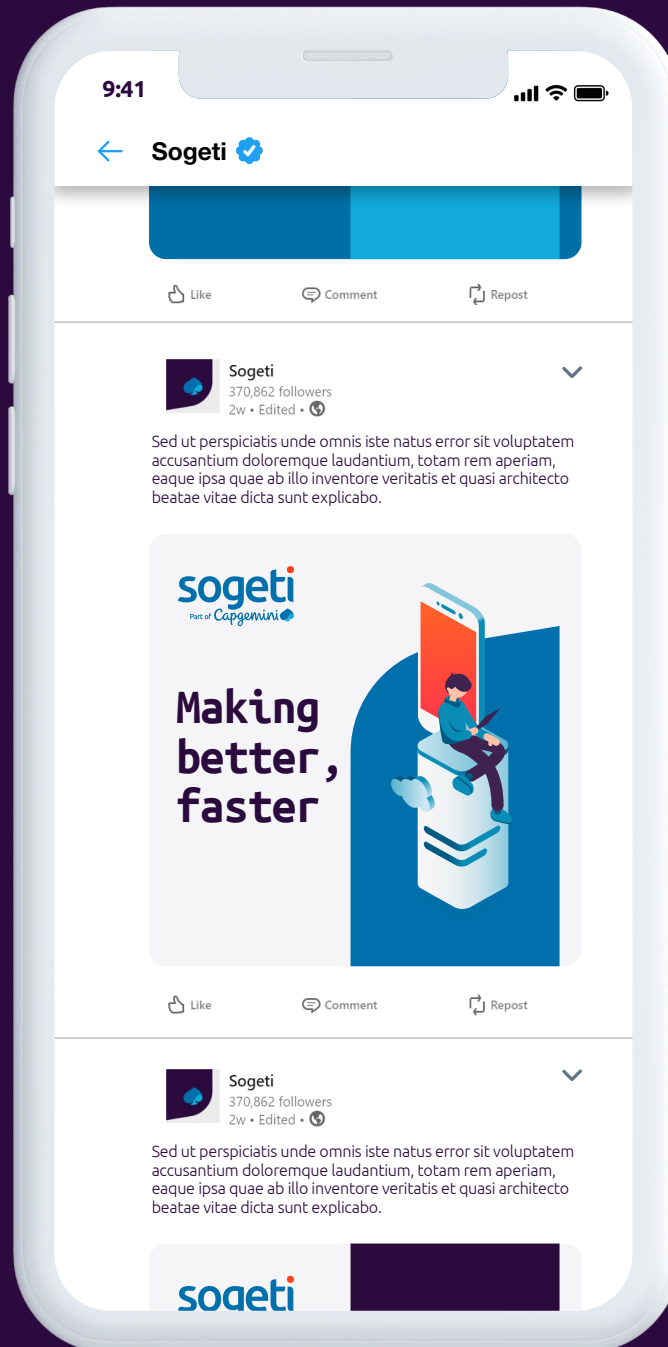
Whether static or motion assets, we now adopt a 'square layout first' approach when creating social content. This format works well across social media channels as well as paid, removing the legacy need to create multiple versions of an asset.

Recently Insta has added a 1080 x 1350 (4:5 tall) format.

As well as Adobe templates, we now have a set of MS PowerPoint SoMe creatives.

Always use Sogeti Global Marketing master artwork supplied!

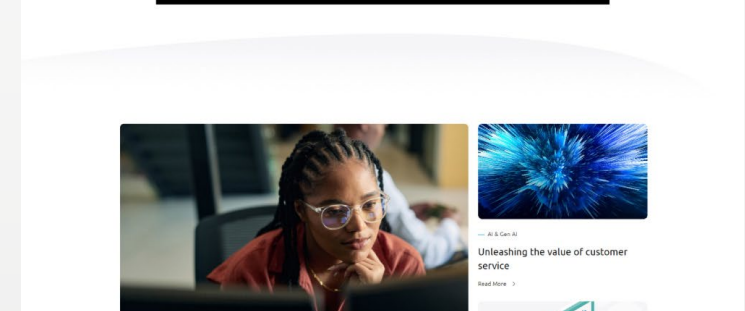
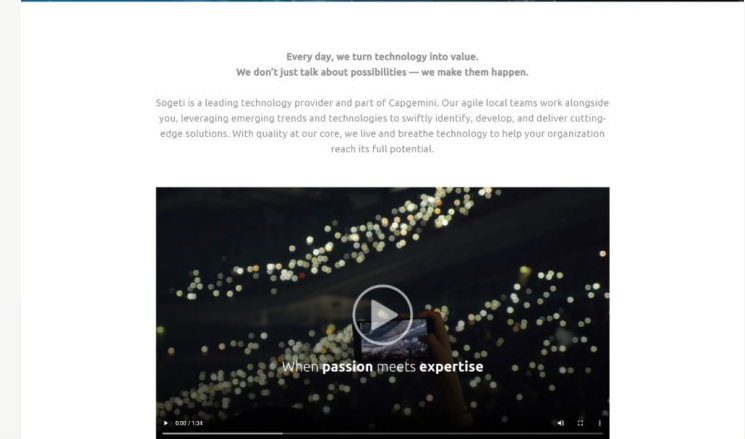
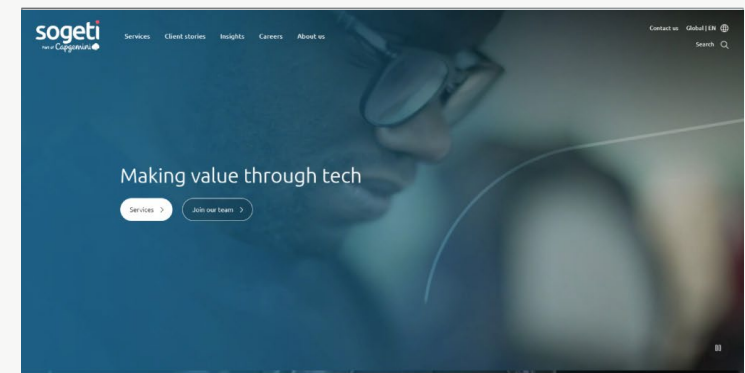
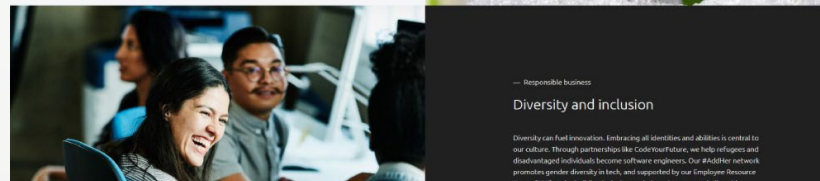
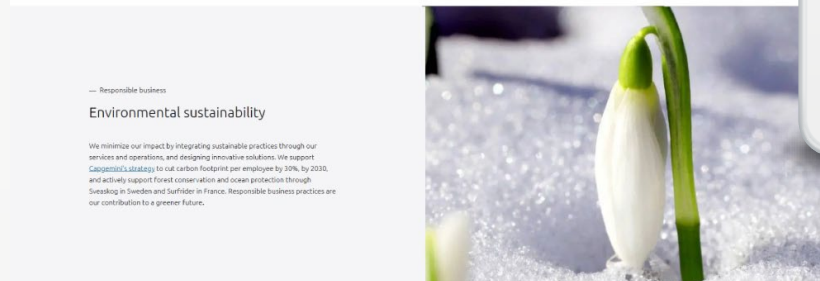
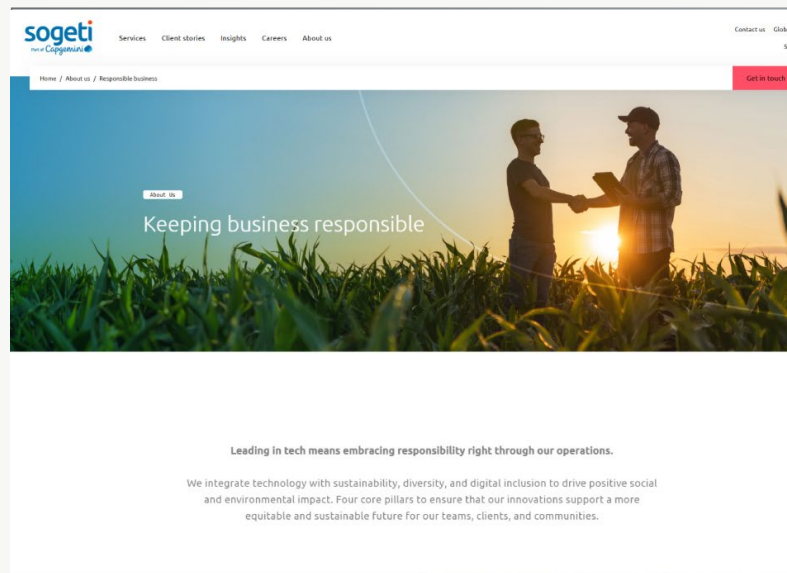
Download assets



Brand in action

Web design

The following example captures how all the elements come together to make engaging, branded web pages.



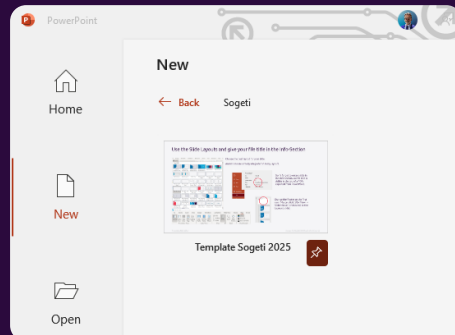
MS PowerPoint

The following examples capture how all the elements come together across in Microsoft PowerPoint.

New! New for 2023 is a fully redesigned template, which utilizes many approaches introduced in this V3 brand guide, including the two-color logo, enhanced brand shape use, new background elements, revised color palette, and embedded corporate typefaces.

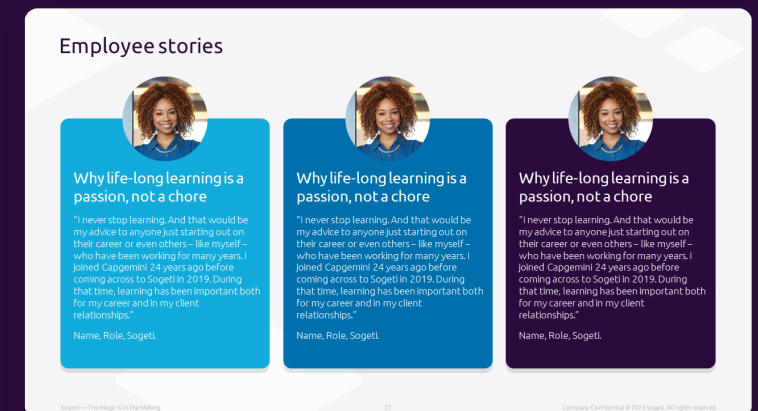
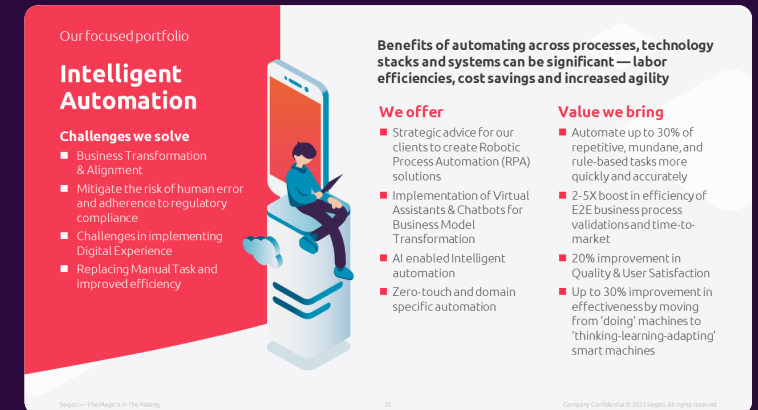
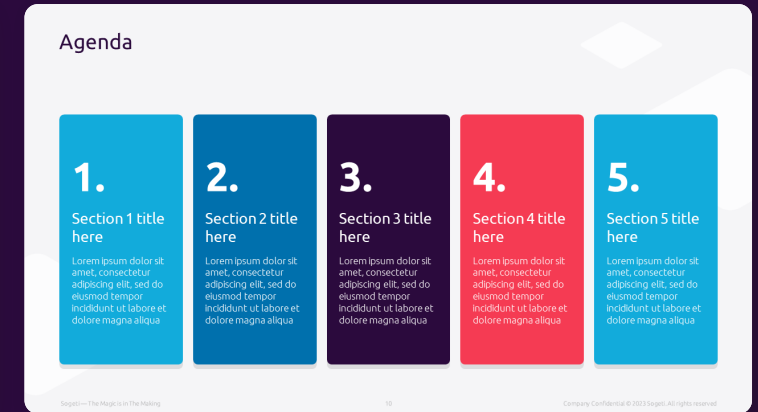
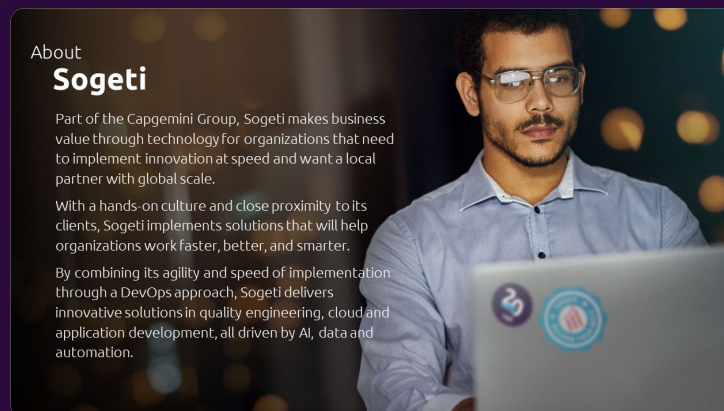
The title template have options for using illustration or photography. NB: It is recommended to select photography for HR and Talent presentations, and other people related topics.

You can find the latest template inside PowerPoint, From Home, select New > Capgemini tab > Sogeti folder:



Always use Sogeti Global Marketing master artwork supplied!

Download assets

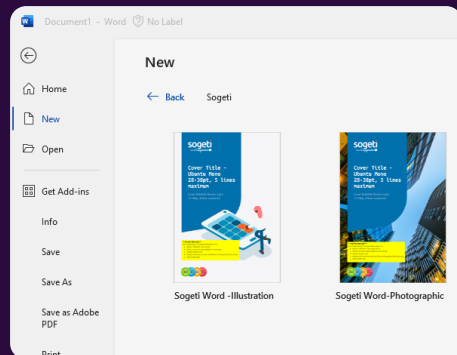


The following examples capture how the elements come together across in Microsoft Word.

New! New for 2023 is a redesigned template, which utilizes many of the approaches introduced in this V3 brand guide, including the two-color logo front cover, and embedded corporate typefaces.

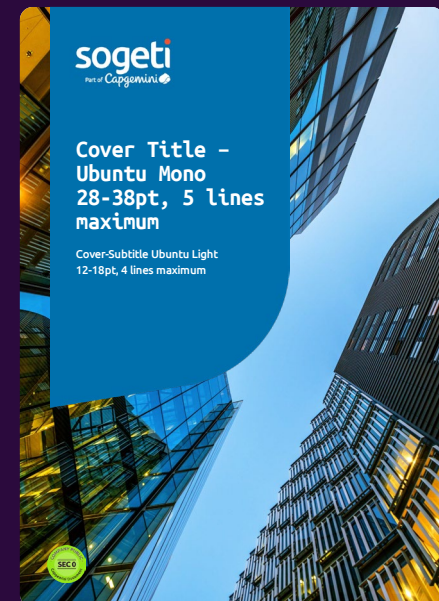
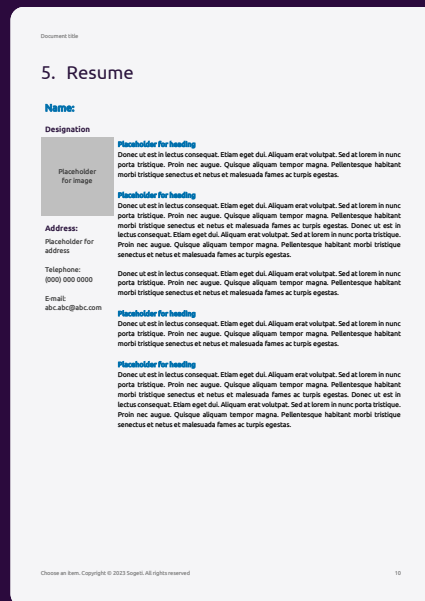
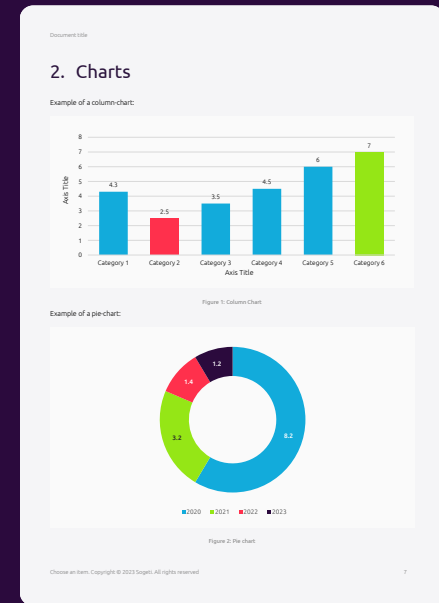
There are two templates: one using illustration on the cover page, the other photography. NB: It is recommended to select photography for HR and Talent presentations, and other people related topics.

You can find the latest template inside Word, from File, select New > Capgemini tab > Sogeti folder:



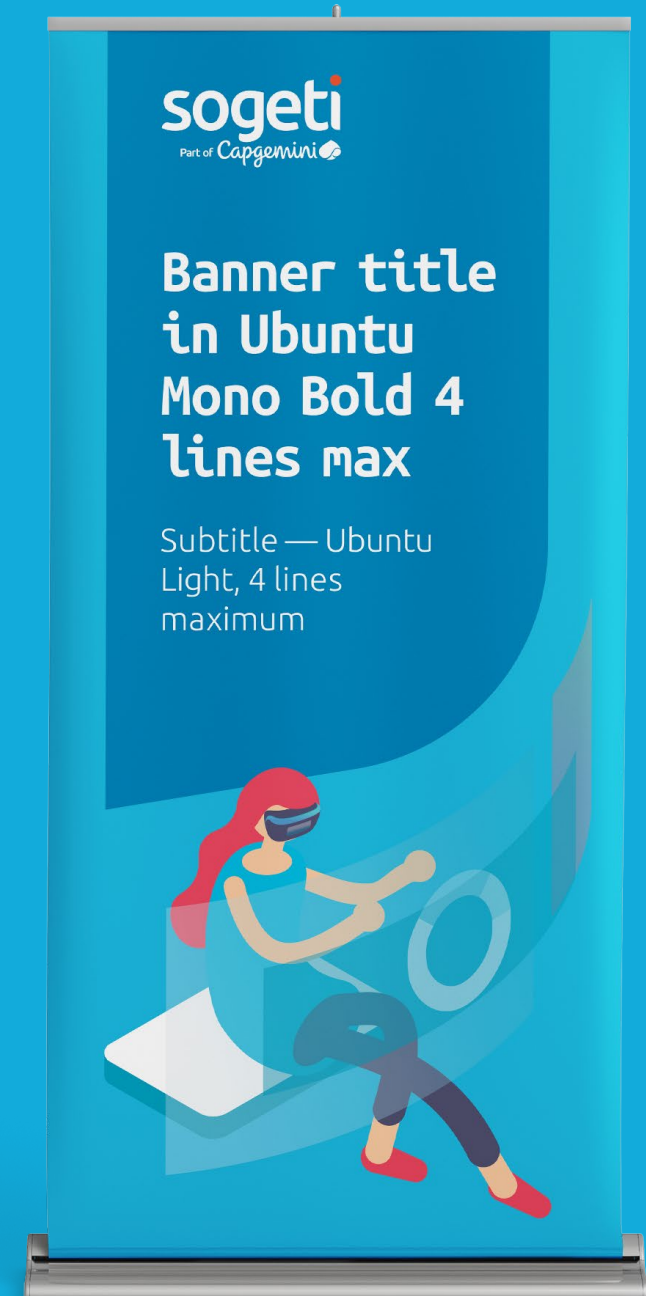
Always use Sogeti Global Marketing master artwork supplied!

Download assets



Event materials

The following examples capture how all the elements come together across event materials.



SogetiLabs is a community of over 150 technology leaders from Sogeti worldwide. SogetiLabs covers a wide range of digital technology expertise: from embedded software, cybersecurity, deep learning, simulation, and cloud to business information management, IoT, mobile apps, analytics, testing, and blockchain technologies.



SogetiLabs logo

Different versions of our logo are required to ensure consistency across our own and third party communications.

Depending on an overall design in which the logo is used, select the variant which gives most brand clarity.

Whatever the dimensions of your application, never use our logo smaller than 40mm/160px wide.

NB: Do not re-color the color version to create black/white logos – the spade symbol has different details.

Special use logo

The primary logo should always be used where possible. However, the format of some applications, like a pen for example, may make it impossible to adhere to our primary logo's minimum size rules. In these instances, our special use logo is available.

Single color variants of the special use logo have been created and all variants of this logo should never be used smaller than 60mm/320px wide.

Writing our name

When writing our brand ensure both the 'S' and 'L' of SogetiLabs are uppercase with the space between the two words removed.

Always use Sogeti Global Marketing master artwork supplied!

Download assets



Primary logo - Full color
Minimum of 40mm in print, and 255px on screen



Primary logo – Black



Primary logo – White



The white 1 color white logo is used to ensure contrast, however it dilutes brand impact. We've created a 2 color logo version with the 'i-dot' remaining colored Sogeti Red. This goes some way to match brand recognition of the full color logo.

As before, ensure color contrast is sufficient to show clarity of the wordmarks and i-dot, else revert to a single color alternative variation.

Primary logo – 2 color



Special use logo



Special use logo – Black



Special use logo – White



60mm in print
390px on screen



SogetiLabs logo usage

The same sizing and positioning principles for the Capgemini logo apply to the SogetiLabs logo.

Suggested logo size in print

Default widths for our logo has been set for commonly used formats:

A5 – 148x210 – 40mm
A4 – 210x297 – 56mm
A3 – 297x420 – 80mm
A2 – 420x594 – 113mm
A1 – 594x841 – 160mm

Logo size for digital formats

With square, horizontal or vertical formats, use a visually appropriate logo size.

Exclusion zone

To ensure the integrity and impact of our logo we keep it prominent and clearly visible, by allocating an exclusion zone which is defined by the height of the 's' from the Sogeti wordmark.

50% – 25% Signage logo lock-up:

Whenever possible the 100% logo lockup should be incorporated. However, if the logo needs to be increased on specific sign types, the alternative exclusion zones can be utilized. Check with your brand consultant when creating such variations – see back page for contact details.



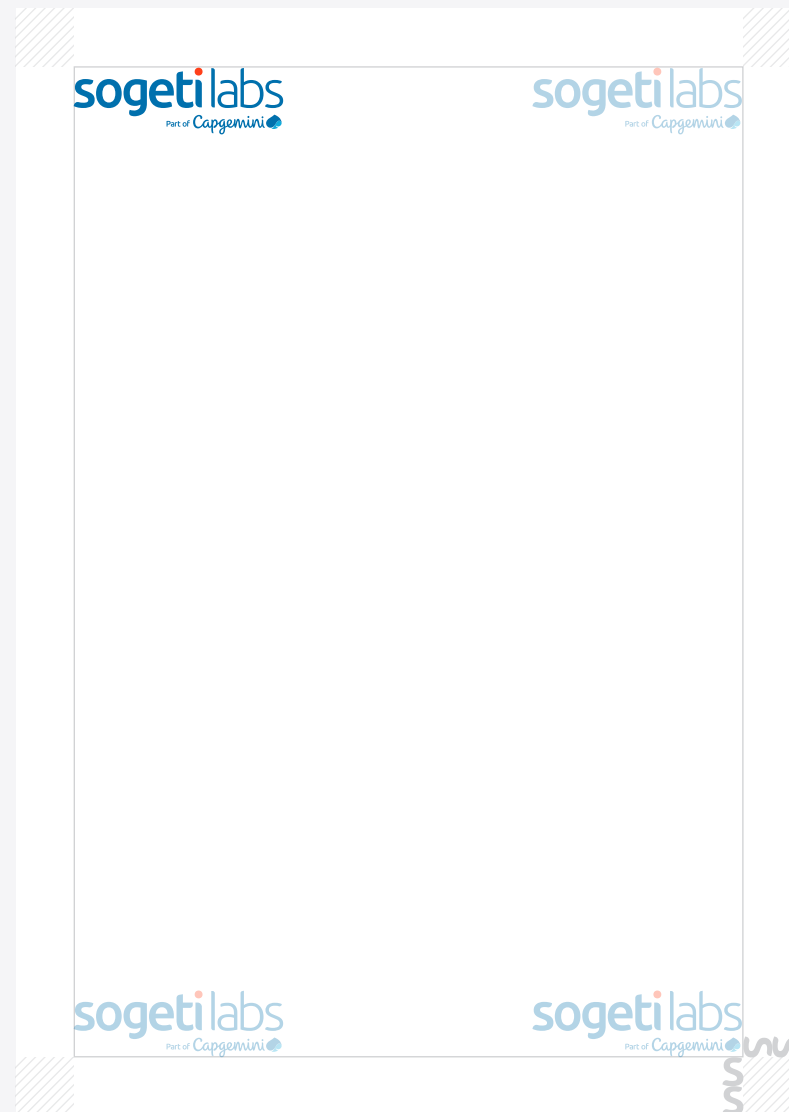
100% logo & lock-up



50% logo & lock-up



25% (top & bottom) 50% (top)
logo & lock-up



Logo positioning

On printed communications it is important to place our logo where it is most prominent.

Our preferred logo position is either top left or right. However, the bottom corners can also be used if the circumstances dictate them to be the best position. When positioning our logo please adhere to our exclusion and sizing rules.

To best work out the position of the logo on any given format, simply use the width of the letters 'SS' for both X&Y axis as reference. This will give you an indication of where to place the logo as seen in the diagram.

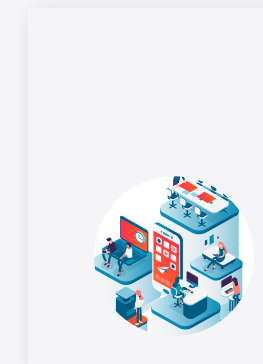
Positioning reference

SogetiLabs graphic device

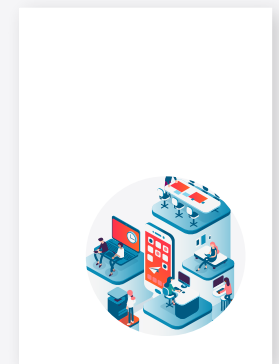
Much like Sogeti's brand shapes, a graphic device has been derived from our wordmark for use in SogetiLabs' communications. This graphic device has been created to serve as a window to the expertise shared by our community of technology leaders, as depicted through the use of our illustrations.

By considering layouts as layered compositions, a variety of permitted color combinations are available, as demonstrated on the right. The graphic device can be scaled and cropped as required.

When creating a composition with our graphic device, it is important to take a holistic approach, considering how all the elements work together.



Top layer – Cool Grey
Base layer – White



Top layer – White
Base layer – Cool Grey



Top layer – Capgemini Blue
Base layer – White



Top layer – Vibrant Blue
Base layer – White



Top layer – Deep Purple
Base layer – White



Top layer – Cool Tech Red
Base layer – White

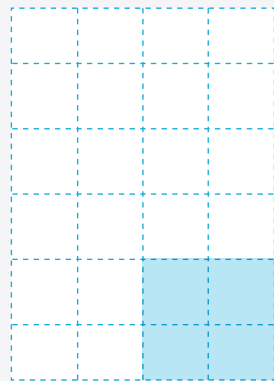
Brand in detail

SogetiLabs graphic device usage

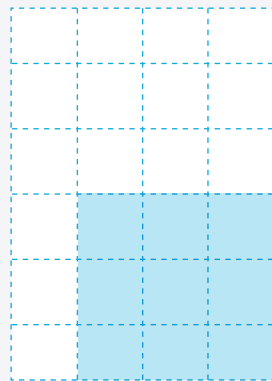
The graphic device can be scaled as required, using the three volumes below as a guide to sizing, whilst the examples on the right demonstrate the correct and incorrect usage of the graphic device.

When using a landscape format, the same principles are applicable.

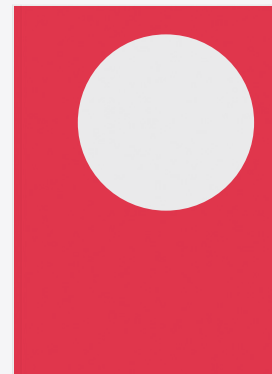
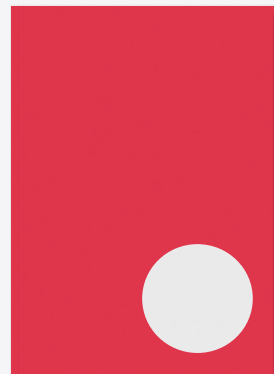
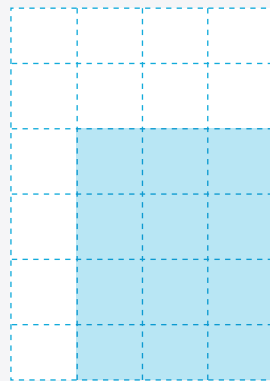
Small size



Medium size



Large size



✓ **Cropped view of device**
Partial cropping of the graphic device is permitted.



✗ **Multiple devices**
Only one graphic device should be present per view.



✓ **Emerging from device**
With careful consideration, small appropriate elements of illustration can emerge from the graphic device.



✗ **Used as a platform**
The graphic device should only be used as a window. Do not place illustration onto the graphic device.

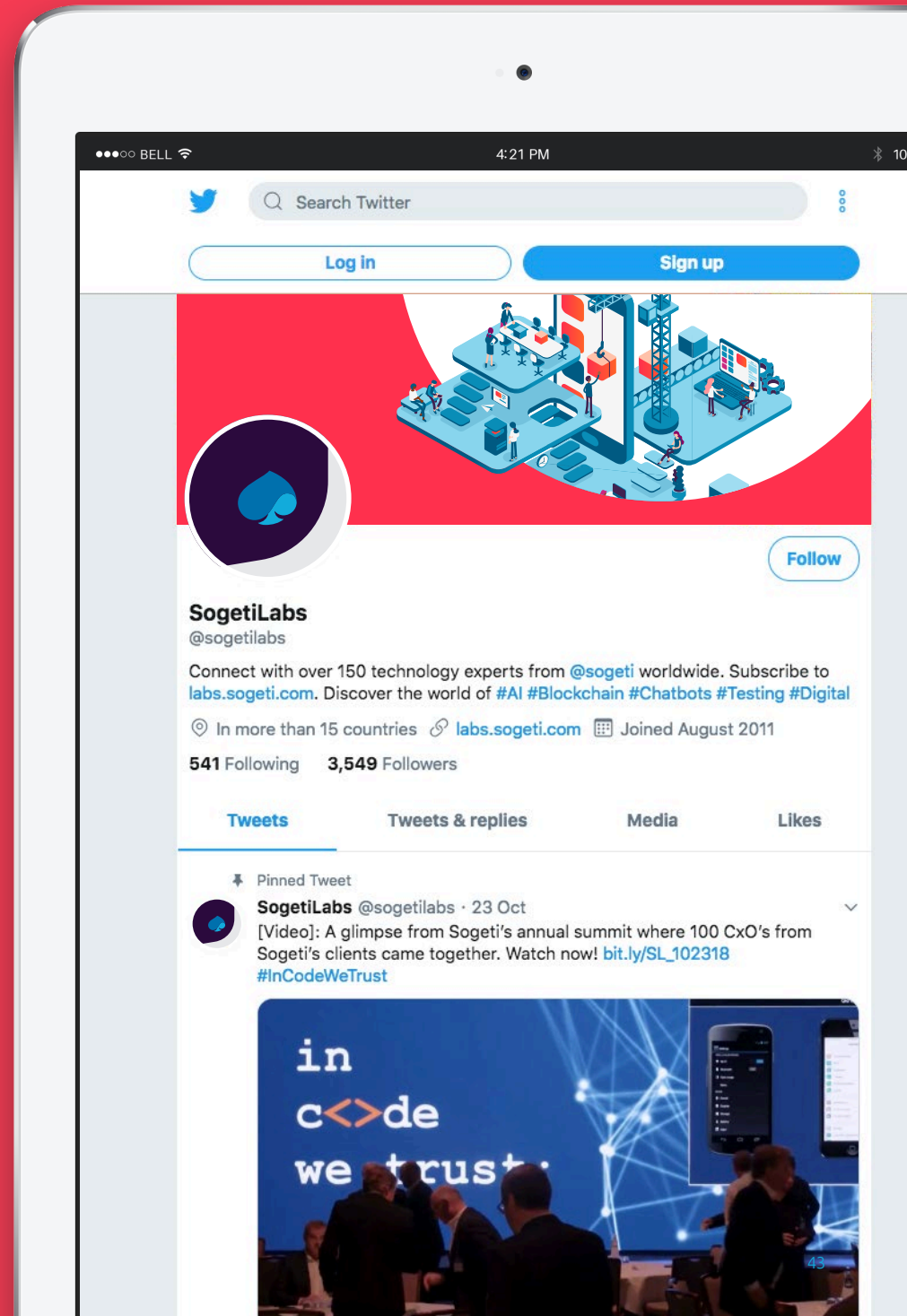
The following example captures how all the elements come together online.



Brand in action

Social media

The following examples capture how all the elements come together for social media.



Brand in action

Event materials

The following examples capture how all the elements come together across event materials.



sogeti labs
Part of Capgemini

Making the future real

Executive Summit 2019



sogeti labs
Part of Capgemini

Making the future real

Executive Summit 2019

labs.sogeti.com

Contact details



Ed Tilsley

Head of Design, Sogeti Global Marketing

ed.tilsley@sogeti.com

www.sogeti.com

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