The logo features a stylized icon of three vertical bars of varying heights on the left, followed by the lowercase letters 'bjss' in a bold, sans-serif font. The 'b' has a thick vertical stem and a rounded bottom. The 'j' has a dot above it and a curved tail. The 's's are thick and rounded.

**Brand Guidelines**

# Welcome to the new BJSS Brand Guidelines

Here we'll explain our new visual identity, with instructions on how use our revamped branded collateral, such as logos, typography, imagery, and more.

We'll also explain our BJSS tone of voice - what we should say and how we should say it when talking to clients, prospects or colleagues.

Please take the time to familiarise yourself with everything in this guide. Whether it's writing to a supplier, presenting to a client, or sharing knowledge with your colleagues, we all represent BJSS every day. It's important we all use the brand in the right way to provide people internally and externally with a consistent, compelling experience of BJSS.

For any queries relating to this document or the BJSS brand, email [marketingteam@bjss.com](mailto:marketingteam@bjss.com)

# Document contents



Logo

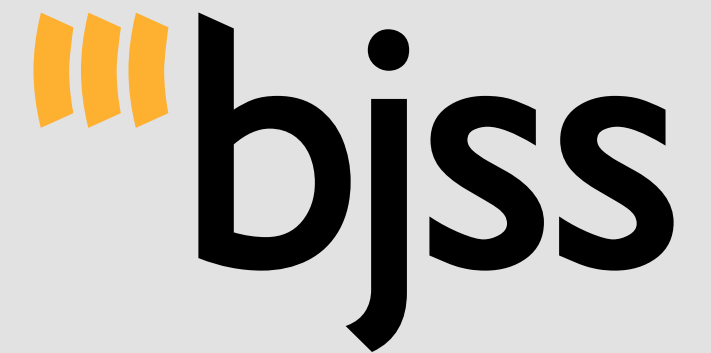
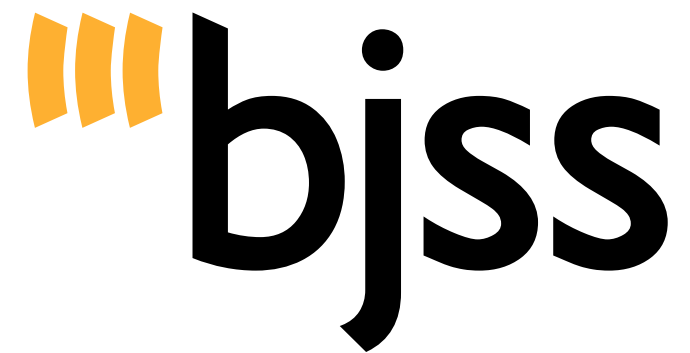


# Logo

## Full colour

**Our full colour logo consists of a black wordmark and the 'Triflex' in orange.**

The full colour logo should be used on white and light backgrounds, and in situations where the white logo would be difficult to see.

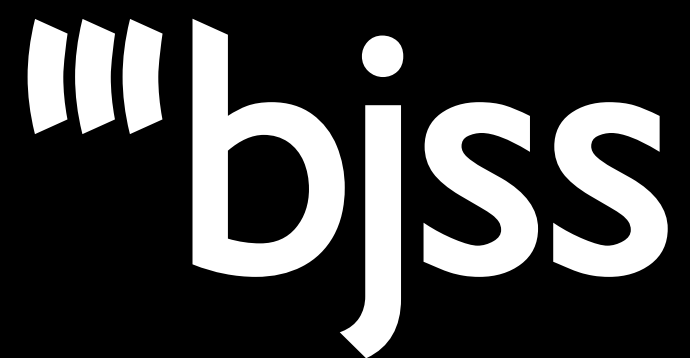


# Logo

## White

**Our white logo consists of a white wordmark and the 'Triflex' in white.**

The white logo should be used on black and dark backgrounds, and in situations where the full colour logo would be difficult to see, such as over images.



# Logo Application

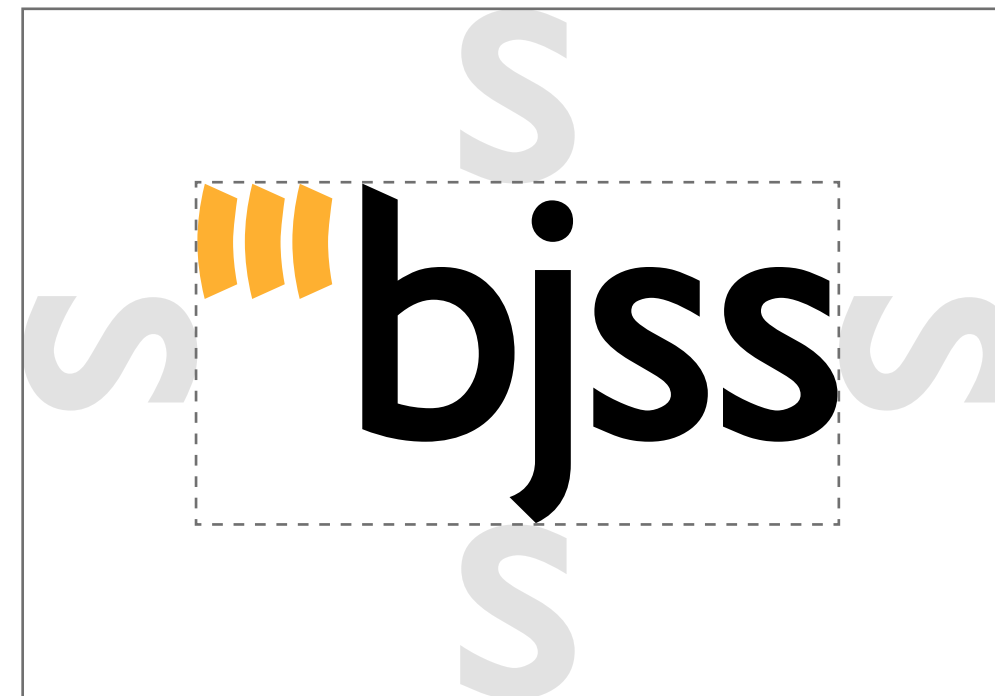
**Do not modify the logos under any circumstances, including altering the form or colour – even for internal use.**

A clear space area has been established to ensure that the BJSS logo maintains its visibility and impact.

Maintaining this clear space zone between the logo and other page elements such as text, images, and other logos, ensures that it always appears unobstructed and distinct from competing graphic elements.

The preferred amount of clear space is equal to the height of the “S”, which should be relative to the size of the logo.

Please note that this is a minimum, and ideally should warrant even greater space.

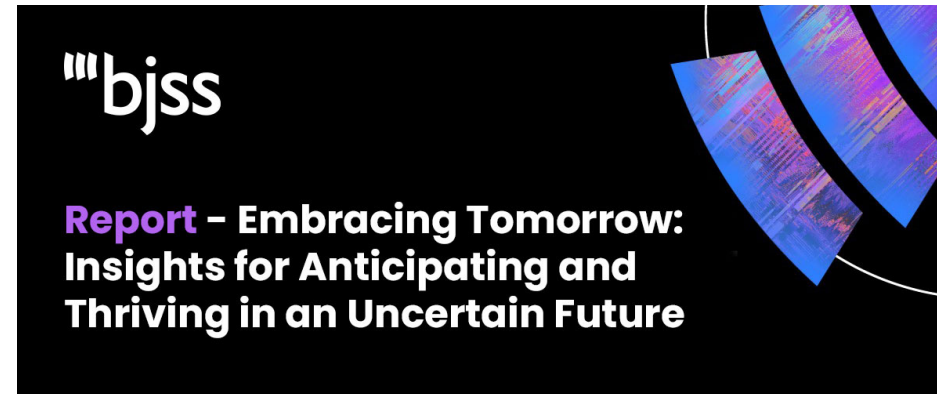


# Logo Placement

The BJSS logo should be placed in the top-left corner of a document, page, or piece of content.

Where this is not possible the logo may be placed in the bottom left corner.

The logo can only be centred if it is the only element on the page/document or artboard.



## Where experience and expertise converge for a seamless data platform service

Data EXP is a dynamic framework that empowers organisations to swiftly and cost-effectively demonstrate the value of data to solve business problems and achieve outcomes. Leveraging a multitude of best practices, methodologies and tools, Data EXP provides a secure environment for exploring and analysing data-driven use cases and hypotheses with the ultimate goal of scaling them to the entire organisation.

Data EXP handles all the technical complexities of data migration, saving your organisation time and resources while delivering actionable data insights that support tangible business goals.

**Two days**  
Initial deployment time

**Six months**  
Time saved

**100x increase**  
In delivery efficiency

## Who is it for?

BJSS Data EXP is for any organisation that wants to reduce the time, effort, and cost of demonstrating business value from data but faces the following challenges or blockers:

- Limited timescales to demonstrate the value of data.
- Limited budget to commit to exploring data-driven use cases.
- Lack of internal resource or dedicated capability to manage a cloud platform.
- Disparate or siloed data sources that are difficult to access.
- Concerns about data security and governance.
- Concerns about how to integrate data solutions into the wider business at scale.
- A need to demonstrate data can deliver tangible business outcomes.

## How it works

Here's how we put our Data EXP dynamic framework into practice - **think big, start small, scale fast.**

### Explore

<b>1</b> <b>One-two hour initial briefing</b> Gather and understand your drivers and requirements.	<b>2</b> <b>Two-day data-driven workshop</b> Start your journey to deliver insight based on your data. 
--	--

### Experiment

<b>3</b> <b>Build the prototype</b> Launch the prototype and rapidly validate the use case. 	<b>4</b> <b>MVP</b> Build the MVP and build the business case and communications around the value created. 
---	--

### Expand

<b>5</b> <b>Scale</b> Build the service to enable you to scale to enterprise. We can define your operational plan/operating model. 	<b>6</b> <b>Run</b> We help you to embed into your operations, or we provide a service to run it for you. 
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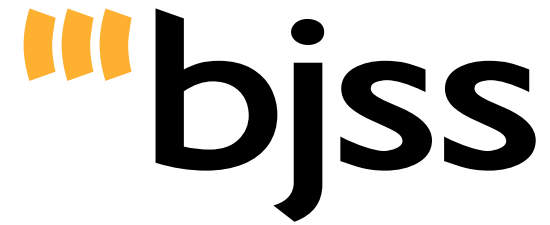
# Logo

## Incorrect usage

Do not modify the logos under any circumstances, including altering the form or colour – even for internal use.

### Please do not:

- Stretch the logo
- Skew the logo
- Rotate the logo
- Apply effects (e.g. drop shadow) to the logo
- Change the colour of the Triflex
- Change the colour of the logo
- Compromise the contrast between the logo and the background it is placed on
- Create your own logos – if you would like a logo creating for something, please contact the [BJSS Marketing Team](#).



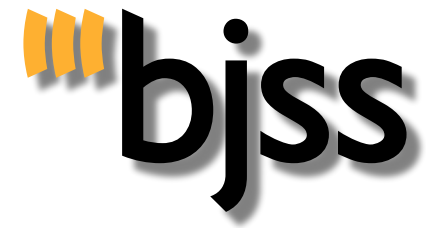
**Incorrect use: Stretched**



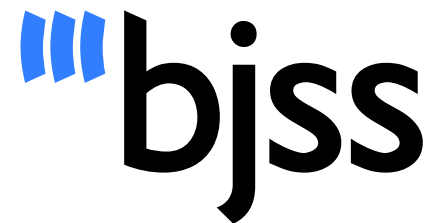
**Incorrect use: Skewed**



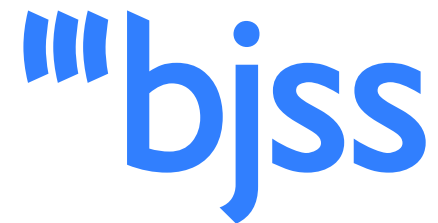
**Incorrect use: Rotated**



**Incorrect use: Effects**



**Incorrect use: Colour Change**



**Incorrect use: Colour Change**



**Incorrect use: Contrast Compromised**



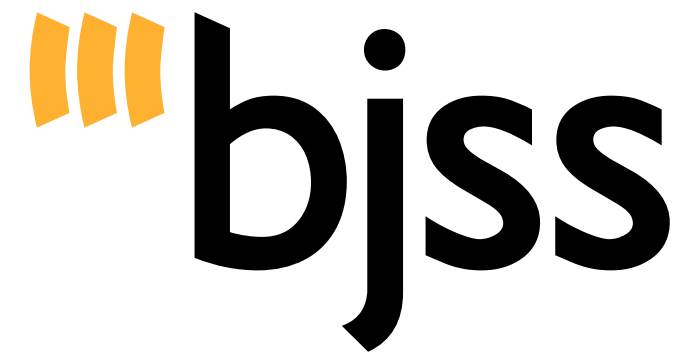
**Incorrect use: Contrast Compromised**

# Logo

## Minimum sizes

**So that readability is never compromised, minimum sizes have been established.**

Like with logo clearance, these are minimum sizes, and where appropriate the logo should make use of the available space (without looking too over-bearing and disproportionate).



**Print:** 12mm high

**Digital:** 38px high



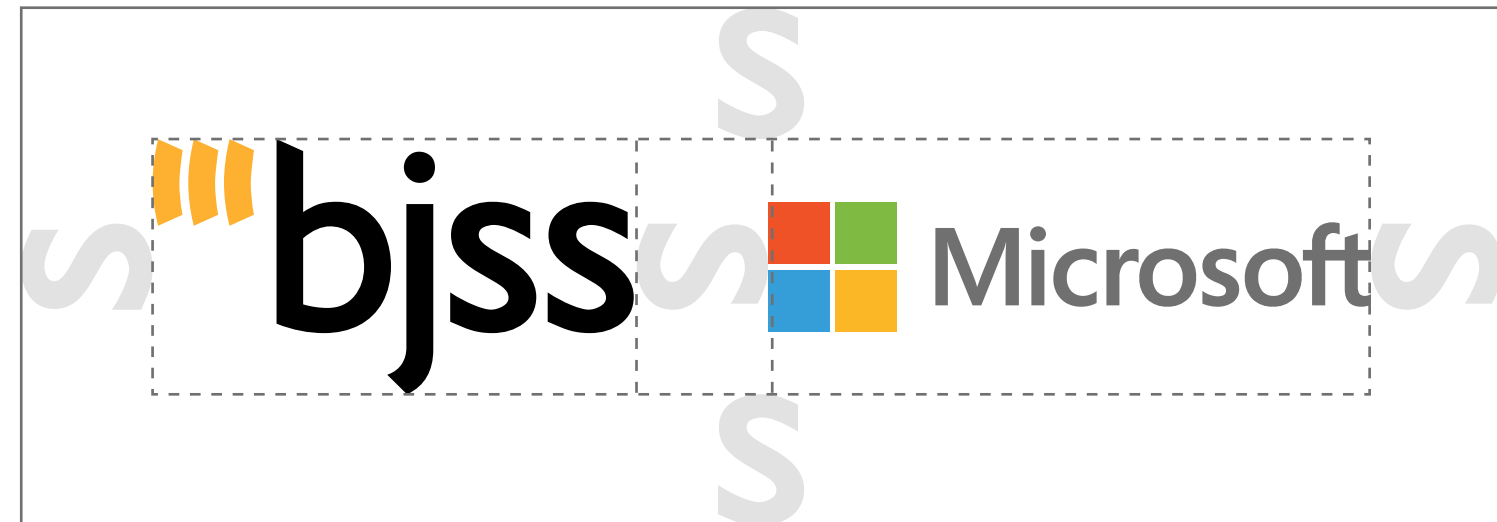
# Logo Combinations

**When displaying the BJSS with client logos, the minimum space between the logos must be equal to the height of the “S”. The logos should be vertically aligned.**

The height and width of each logo will vary, but the surface area of the logos should be roughly the same so the logos appear to take up equal amounts of space.

The order of the logos will depend on the engagement. If it is a BJSS engagement the BJSS logo should be displayed first on the left. The remaining logos should be arranged however makes sense to you.

These are principles to guide you. If in doubt about logo arrangements please speak to a member of the [BJSS Marketing Team](#) who will be able to advise you.



# Logo

## BJSS and SPARCK

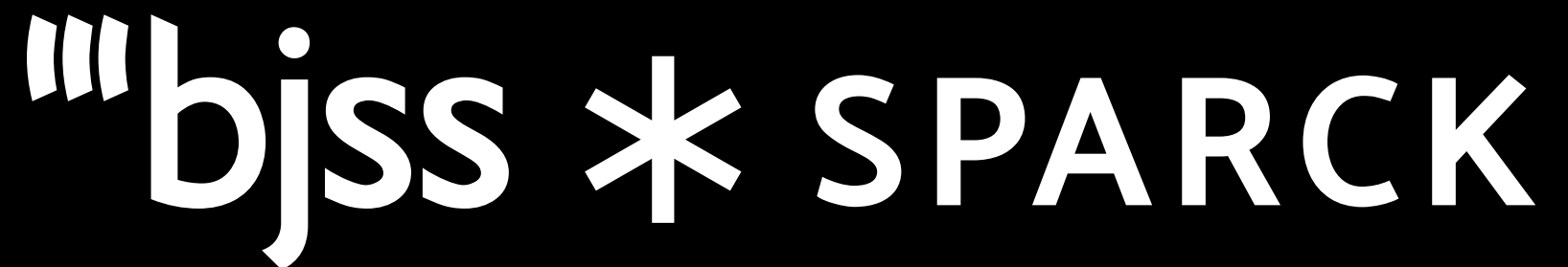
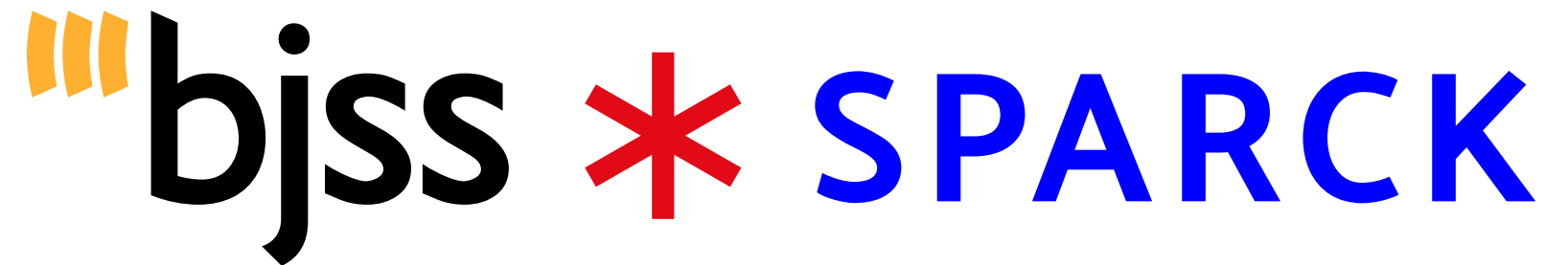
SPARCK is our leading-edge design brand. For BJSS and SPARCK engagements, or when there is a requirement to display both BJSS and SPARCK logos together, please use the logo lock-up displayed to the right.

Full colour and white versions create impact across all background colours.

Do not modify the logos under any circumstances, including altering their form or colour – even for internal use.

SPARCK has its own branding. If you are working on a SPARCK only engagement that doesn't involve the wider BJSS, you should lead with the SPARCK branding.

To see SPARCK's brand kit and guidelines please [click here](#).



**Colour**



# Colour Palette

Our palette consists of four base colours (black, white, dark grey, and light grey) and four accent colours (orange, blue, green, and purple).

The use of black, white and grey give the brand a premium appearance.

Accent colours are supportive and should be use moderately to create hints of colour.

**Orange** is the only colour used for the 'Triflex' in the full colour logo.

**Colour usages are detailed on the next page.**

## White

R 255    C 0  
G 255    M 0  
B 255    Y 0  
          K 0

#ffffff

## Black

R 0        C 0  
G 0        M 0  
B 0        Y 0  
          K 100

#000000

## Dark grey

R 112     C 0  
G 112     M 0  
B 112     Y 0  
          K 56

#707070

## Light grey

R 226     C 18  
G 226     M 8  
B 226     Y 8  
          K 0

#e2e2e2

## Orange

R 254     C 0  
G 176     M 58  
B 49      Y 92  
          K 2

#feb031

## Blue

R 49      C 100  
G 127     M 18  
B 254     Y 0  
          K 12

#317ffe

## Green

R 86      C 62  
G 228     M 0  
B 155     Y 58  
          K 0

#56e49b

## Purple

R 179     C 40  
G 100     M 62  
B 240     Y 0  
          K 0

#b364f0

# Colour Usages

To the right is guidance around how our brand colours should be used.

## White

This **can** be used on:

- Black
- Dark grey
- Blue
- Purple

It **can't** be used on:

- Light grey
- Orange
- Green

## Black

This **can** be used on:

- White
- Light grey
- Orange
- Blue
- Green
- Purple

It **can't** be used on:

- Dark grey

## Dark grey

This **can** be used on:

- White

It **can't** be used on:

- Black
- Light grey
- Orange
- Blue
- Green
- Purple

## Light grey

This **can** be used on:

- Black

It **can't** be used on:

- White
- Dark grey
- Orange
- Blue
- Green
- Purple

## Orange

This **can** be used on:

- Black
- Dark grey

It **can't** be used on:

- White
- Light grey
- Blue
- Green
- Purple

## Blue

This **can** be used on:

- White
- Black
- Light grey

It **can't** be used on:

- Dark grey
- Orange
- Green
- Purple

## Green

This **can** be used on:

- Black
- Dark grey

It **can't** be used on:

- White
- Light grey
- Orange
- Blue
- Purple

## Purple

This **can** be used on:

- White
- Black
- Light grey

It **can't** be used on:

- Dark grey
- Orange
- Blue
- Green

# Colour Accessibility

About 1 in 20 people are colourblind in some way. This means that one or more of the types of cone cells in their eyes - the cells we use to detect colour - does not work normally. Because of this, a person who is colourblind sees a reduced colour space.

To the right is a simulation of how a colour-blind person may see our colour palette. Please note that this is not an exact representation.

Care has been made when creating our colour palette and colour rules to be inclusive of colour blindness.

**True Colour**



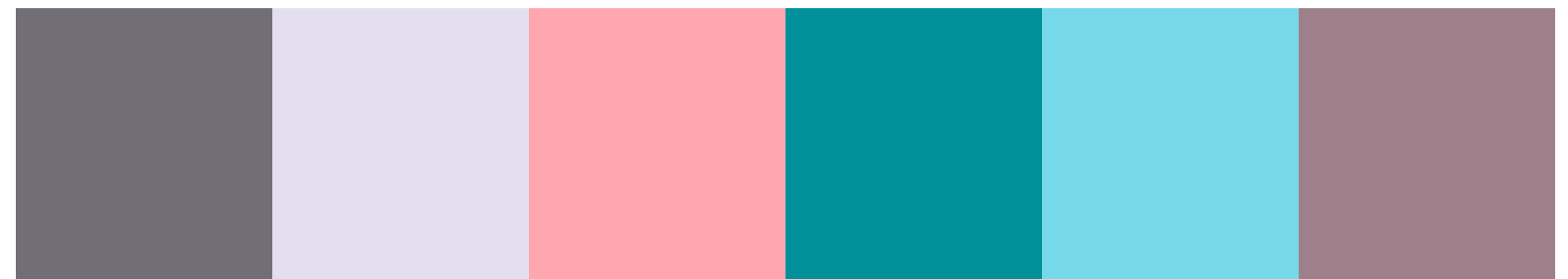
**Protanopia**



**Deuteranopia**



**Tritanopia**



# Typography

# Typography

## Typeface

Our brand typeface is Poppins.

We use two weights – Regular and Bold – and their accompanying italics.

It is a free Google font that can be downloaded here:

[fonts.google.com/specimen/Poppins](https://fonts.google.com/specimen/Poppins)

**Bold text** should be used for titles, headings, and subheadings.

*Italic text* should be used for quotes and testimonials.

- **Bullet points should be a standard round bullet in Poppins Bold.** One of the accent colours can be used for the bullet.

## Poppins

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

*Regular Italic*

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

**Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

***Bold Italic***

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

A a B b

# Typography

## Minimum sizes

So that readability is never compromised, minimum sizes for text have been established. These are displayed on the right.

Designers are encouraged to set typography based on the format they are designing for.

Headlines should have tight leading, aiming for 1 × letter size.

Body copy should have looser leading, aiming for 1.5 × letter size in digital applications and 1.2 × letter size in print.

## Print

### Headings

20pt

### Subheadings

12pt

### Body copy

8pt

### Footer copy

6pt

## Digital

### Headings

Desktop 50px / Mobile 36px

### Subheadings

Desktop 30px / Mobile 24px

### Body copy – 20px

Desktop 20px / Mobile 18px

### Footer copy

Desktop 16px / Mobile 14px

A a B b

**Imagery**



# Imagery

## Style 1: Cities

**Representing our regional and localised approach, our first image style is of cities across the world, including of those where we have offices located.**

Uses include website banners, social graphics, videos, eBooks, white papers, print materials, and presentations.

All images you select to use should be desaturated to tone down bright colours, with effects applied to give the images a blue tone. We have chosen this style for images to give them a consistent appearance.

**A BJSS image library is available on the Marketing SharePoint site.**





# Imagery

## Style 2: People

**Our second image style is photographs of people working individually or in groups. This reflects our people-centric culture both for employees and clients.**

The imagery should have a realistic setting, with a technology, consultancy, or design feel.

Uses include website banners, social graphics, videos, eBooks, white papers, print materials, and presentations.

All images you select to use should be desaturated to tone down bright colours, with effects applied to give the images a blue tone. We have chosen this style for images to give them a consistent appearance.

**A BJSS image library is available on the Marketing SharePoint site.**





# Imagery

## Style 3: Specific

**Our third image style is photographs that are specific to the subject or context.**

This image style can be used for content specific to certain services, technology, or industries that we operate in.

Uses include case studies, website banners, social graphics, videos, eBooks, white papers, print materials, and presentations.

All images you select to use should be desaturated to tone down bright colours, with effects applied to give the images a blue tone. We have chosen this style for images to give them a consistent appearance.

**A BJSS image library is available on the Marketing SharePoint site.**





# Graphic Assets

# Graphic Assets

## The Triflex

The 'Triflex' is a part of BJSS' history.

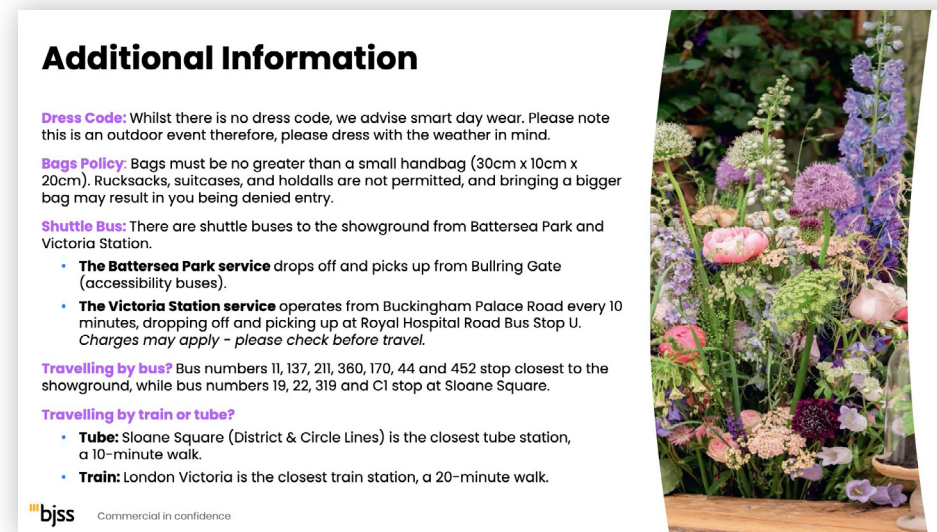
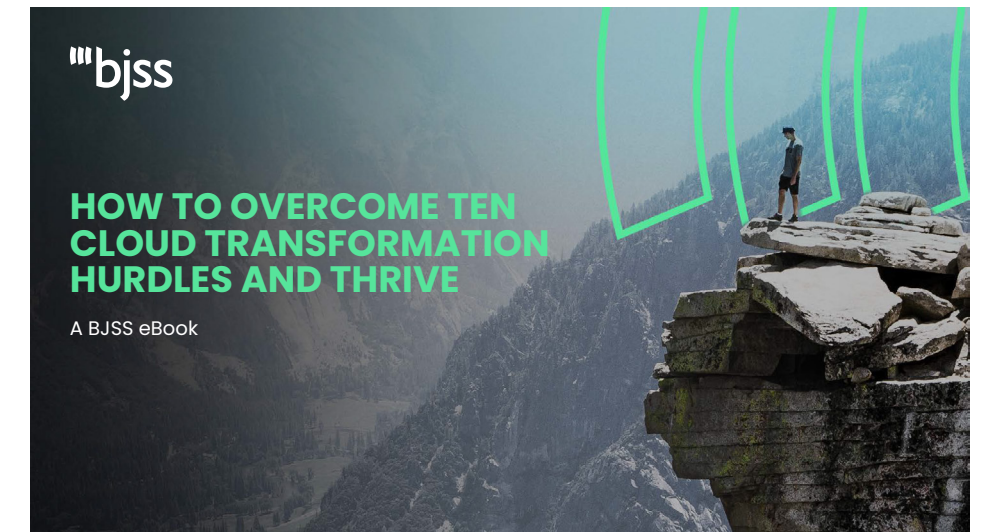
Forming part of the logo, the Triflex can also be used as a visual device across imagery, website banners, social graphics, videos, print materials, documents, and presentations.

Despite being our main graphic asset, the use of the Triflex **should be appropriate** and it **should not** feature on every image, banner, slide, or page.

**When part of the logo, the Triflex must never be altered;** on an image the Triflex **must be an outline**, however it can be used in any of the accent colours.

**When standalone**, the Triflex can be a solid shape or an outline, and it can be in any of the brand colours. It can be rotated, enlarged, hang off a page, be a watermark, or be bold and take center stage. It can cut through an object, contain an image, be 'behind' a subject, be whole, or be divided up into parts.

If you would like more guidance on the use of the Triflex, please reach out to the [BJSS Marketing Team](#).



# Graphic Assets

## Iconography

Icons should be clean and modern. They should have a moderate amount of detail so that they have clear white space and are legible at a small size.

When choosing icons to form a set, e.g., for use in one eBook or document, make sure they have a similar style so that they have a consistent look and feel.

A BJSS icon library is available on the Marketing SharePoint site.

### Creating bespoke branded icons:

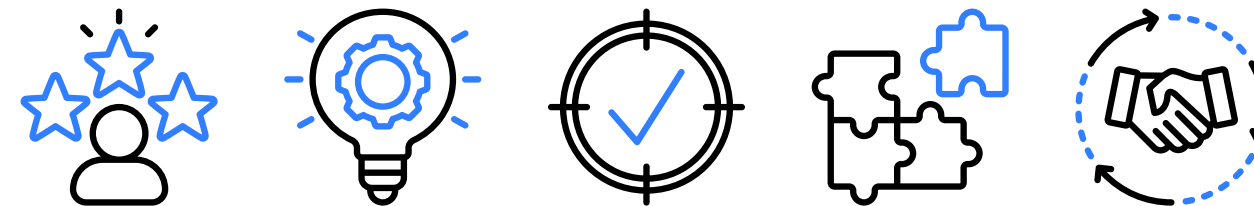
- Icons should be created at 600x600px with a 20pt line weight. The icons you create must be 600px wide and 600px high, so that they fill a 600x600px space entirely.
- Lines should then be expanded (which will make the icon around 620x620px). The size should then be reduced to 600x600px.
- Full colour and white versions of the icons should be saved out in different formats - ai, svg, png (for digital), eps and pdf (for print).

### Full colour icons

#### Our industries



#### Our values



Full colour icons should be used on white or light coloured backgrounds.

Full colour icons must be made up of black and one of the four accent colours. Black must never be substituted.

Only one accent colour should be used per set of icons.

### White icons

#### Our industries



#### Our values



White versions of the icons should be used:

- On black and dark coloured backgrounds
- On image backgrounds
- Where an accent colour is present, e.g., a column or box on a page, a roundel, an infographic etc.

# **Tone of Voice**



# Tone of Voice

## The BJSS voice

**Tone of voice relates to how we speak and our personality as a brand and a business.**

Whatever form of communication you use, remember these five pillars for how we as BJSS speak. But remember, these are more of a guide than a rule book, use your judgment for how they should be applied.

## The five pillars

### 1. We talk like experts

We demonstrate our knowledge and understanding. We are authoritative and make claims with conviction.

### 2. We are clear and concise

We aim for clarity and keep it simple, even when speaking on technical subjects. We get to the point and avoid ambiguity, jargon and over-zealous 'tech-speak' at all costs.

### 3. We are customer-centric

We understand our audiences, their pain points and their aspirations. We speak to them in a way that resonates with them.

### 4. We are positive and inspiring

We focus on outcomes by addressing real solutions to real client problems. We look ahead and share our knowledge and expertise for the greater good of everybody.

### 5. We are caring and considerate

As empathetic leaders, we use appropriate language and are in-tune with the needs of each other and our customers, showing mutual respect always.

# Tone of Voice

## Style guide

The writing style guide should be applied in any writing you do for BJSS, whether internally or externally. The guide covers some of the common writing style pitfalls and areas of contradiction.

This will ensure clarity, consistency, and professionalism in your communications.

Rule	Examples
<b>Acronyms</b> - Write out acronyms in full the first time you use them (with the acronym in brackets), then use the acronym after that.	<b>The team delivered a Minimum Viable Product (MVP) in eight weeks. Following the MVP phase, the team analysed the results.</b>
<b>Active voice</b> - To be used instead of the passive voice.	<b>BJSS delivered the platform</b> <i>instead of</i> <b>The platform was delivered by BJSS.</b>
<b>BJSS is singular</b> - Companies are singular instead of plural.	<b>BJSS is...</b> <i>instead of</i> <b>BJSS are...</b> <b>BJSS has...</b> <i>instead of</i> <b>BJSS have...</b>
<b>Colon (:)</b> - Usually comes before an explanation, list, or quoted sentence.	<b>The project was incredibly challenging: a large number of features needed to be rolled out within a very short timeframe.</b> <b>The team rolled the platform out across several European markets: France, Spain, Italy and Germany.</b> <b>The project lead said: 'I'm proud of the effort the team put in the get this over the line.'</b>
<b>Contractions</b> - Use contractions to make your writing feel more relatable and conversational. However, sometimes not using contractions can make your writing feel more impactful or assertive. Use your judgment.	<b>It shouldn't take a long time to configure, it's only a matter of days.</b> <b>We are BJSS. We are a leading technology and software consultancy.</b>
<b>E.g.</b> - Stands for 'exempli gratia', or 'for example' in English. Used to introduce examples.	<b>We provide a variety of cloud services, e.g., strategy, migration, and cloud adoption.</b>
<b>Etc.</b> - Stands for 'et cetera', or 'and the rest' in English. Used at the end of a list to indicate further, similar items are included. This should be used sparingly as it can be viewed as non specific.	<b>We have experience across all major programming languages, including Python, Javascript, Go, etc.</b>



# Tone of Voice

## Style guide

The writing style guide should be applied in any writing you do for BJSS, whether internally or externally. The guide covers some of the common writing style pitfalls and areas of contradiction.

This will ensure clarity, consistency, and professionalism in your communications.

Rule	Examples
<b>i.e.</b> - Stands for 'id est', or 'that is' in English. Used to clarify or elaborate on a statement already made.	<b>The project cuts across multiple BJSS services lines - i.e., cloud and platform, data, and managed service.</b>
<b>Keep it simple</b> - Try to use words as if you were in conversation. If in doubt, say your words aloud to check. Of course, using words with specific technical meanings makes sense given the nature of our business, but we should try to avoid jargon or complex language.	<b>The client needed help with its cloud infrastructure to give customers a better service <i>instead of</i> In order to provide patrons with a superlative provision, the client required additional assistance.</b>
<b>Numbers</b> - Zero to nine are written as words. Change to numbers from 10 and above. When writing a precise number, percentage or unit or measurement, use the number.	<b>To deliver the project within 12 months, we will increase the team size by 50%, from six engineers to nine.</b>
<b>Semi-colon (;)</b> - Usually links two independent clauses that are closely related.	<b>The go-live date was pushed back by two weeks; additional testing was necessary to ensure stability.</b>
<b>Sentence length</b> - Try to keep sentences to 20 words or under. Shorter sentences are easier for people to scan and quickly get the information they need.	<b>This is particularly important when writing for the web.</b>

# Work Examples

# Work Examples

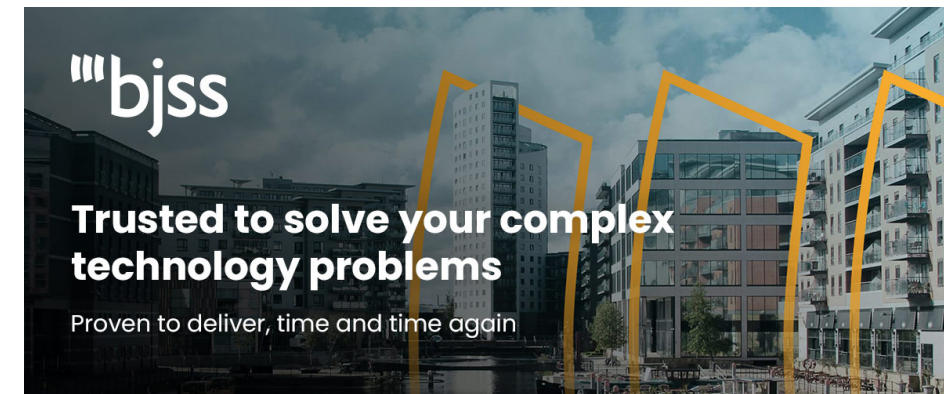
## Core brand

Here are some examples of our branding used across different media.

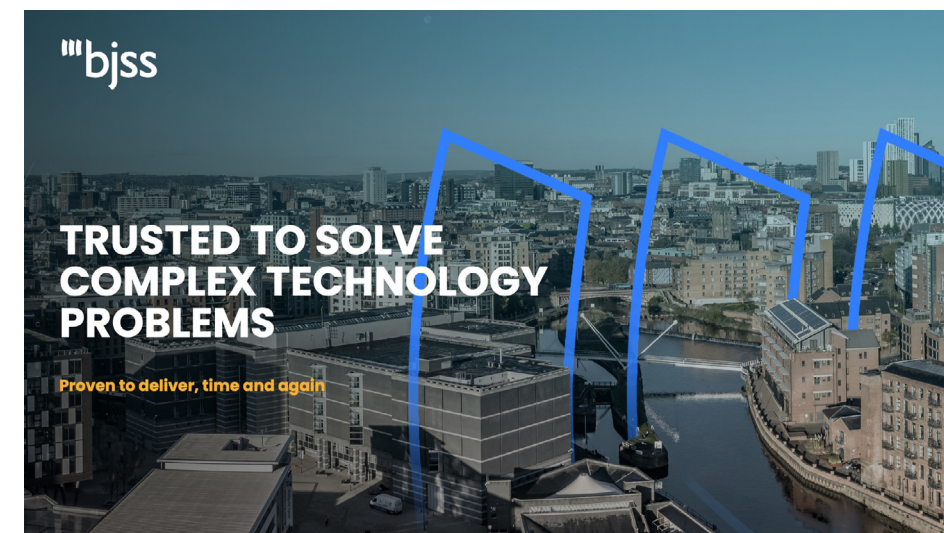
Branded templates, including our PowerPoint and letterhead templates, are available to download from the Marketing SharePoint site.

[Contact the BJSS Marketing Team](#) if you have any queries or requests.

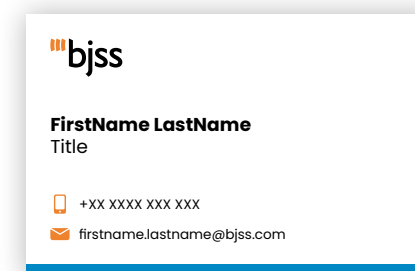
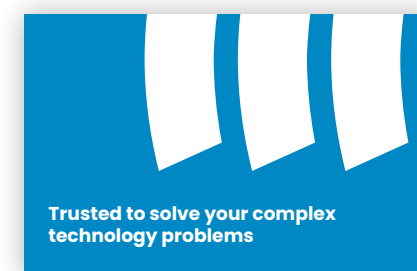
### Email header



### PowerPoint cover



### Business card



### Letterhead



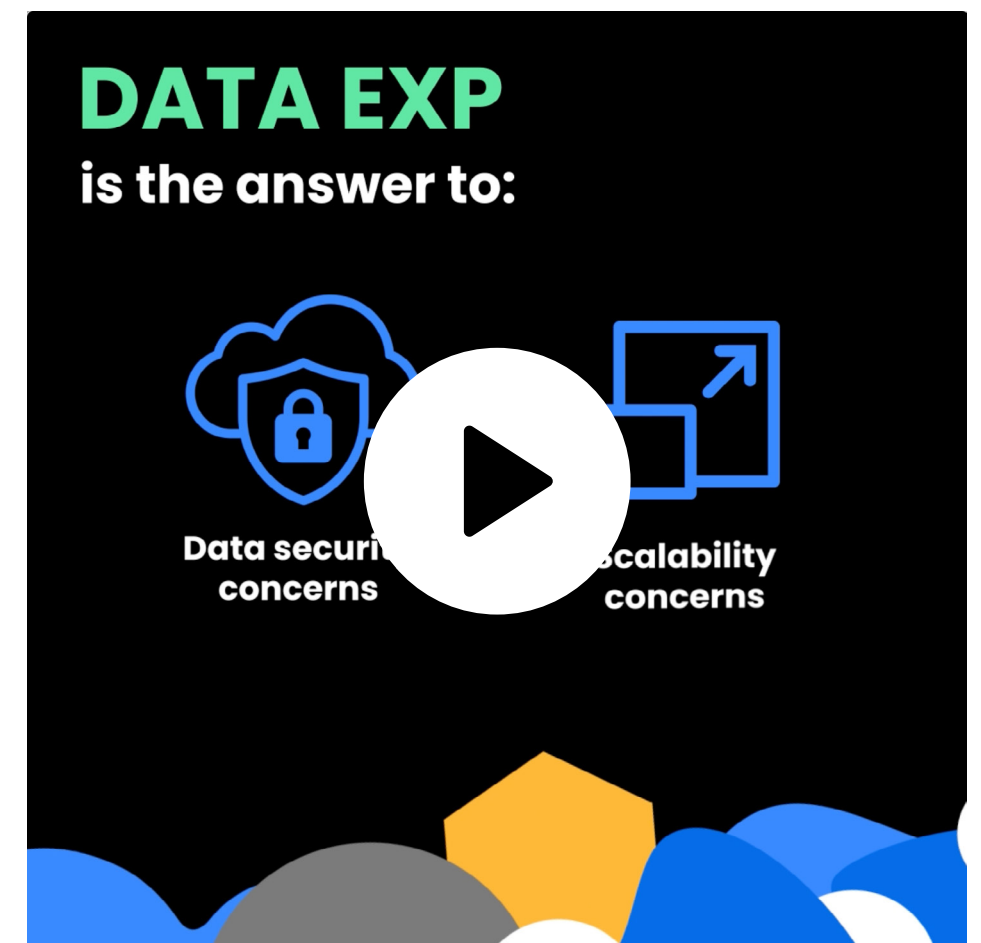
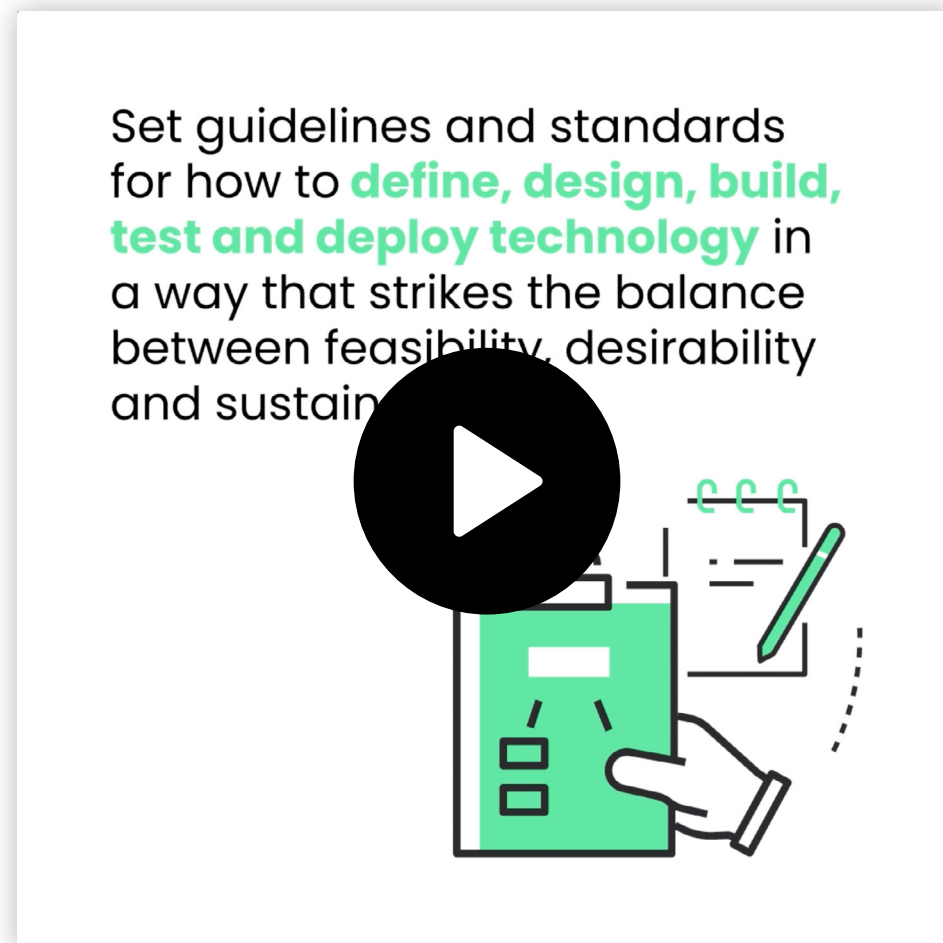
# Work Examples

## Campaigns

Here are some examples of our branding used creatively across campaigns assets.

This type of work can only be created by the BJSS Marketing Team.

[Contact the BJSS Marketing Team](#) if you have any queries or requests. Our existing eBooks and White Papers are available to download from the Marketing SharePoint site.



**Thank you**

If you need help or have any queries about the contents of this document, please contact

**[marketingteam@bjss.com](mailto:marketingteam@bjss.com)**