

Branding Guidelines

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The Birkman Branding Guide is for all customer touchpoints across any medium to ensure a unified and effective customer experience. All client-facing materials must be approved by the Birkman Marketing Department before disseminated to its respective party.

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About the Guide



The Birkman Brand is not just our logo, color palette, typefaces, copy, digital channels, and products.

Our brand is the **past, present and future** that shapes our voice and image in the marketplace across every medium and touchpoint, evolving over the greater part of a century.

This manual serves as the ultimate guide for each member of The Birkman Team in our shared responsibility to understand, respect, and represent Birkman. This responsibility permeates everything we do. Through visual and written elements we create experiences that are **crisp, modern, personal, professional, streamlined and customer-friendly**. By honoring our brand, we build trust, inspire and grow our customers, partners, and employees through insight, compassion, service, and integrity.

The Brand: Guiding Principles

| The Brand



Birkman International is the industry-leading behavioral and occupational assessment company headquartered in Houston, Texas with an extensive global reach. The company began assessing personality through a proprietary methodology founded by innovative organizational psychologist Dr. Roger W. Birkman in 1951.

The Birkman Method remains the preferred instrument to better understand **interpersonal dynamics and achieve higher performance through positive psychology**. It is used widely in the fields of **career coaching, leadership development, human resources management, and organizational design** today.

The Brand

Our Mission

Birkman International was founded to help people understand how individual differences in perception and the resulting interpersonal dynamics have far-reaching impacts on relationships, performance and morale.

Our corporate mission today remains where our journey began, using positive psychology to empower individuals, teams, and leaders with access to the scientifically validated, advanced personality data to improve communication, foster understanding, and optimize organizational success, globally.

Our Promise

We provide the most comprehensive and reliable personality insight and social intelligence to empower individual, leader and team success.

Tagline

See People Differently

Our history, mission, and culture is based on positive psychology and comes together in a way that is profound and rare, guiding everything we do. We know this resonates with our community. We've adopted a tagline to build goodwill equity as we target brand-agnostic buyers weighing product and price vs. competitors. We want them to experience how we're different. Not just as a product, but also as an organization and community that cares about our global impact.

Our Identity



Brand Attributes

We use five master brand attributes to shape our overall brand personality. When representing the brand, we incorporate these attributes and the supporting attributes under each of them, both literally in adopting the root words, and figuratively, capturing the meaning and essence of these descriptors across every touchpoint. If Birkman International was a person, we want her to be described as trustworthy, empowering, passionate, personal and innovative.





Our Logo

Our Logo



The Birkman logo is required across all branded items and communications. Birkman branded items must include usage of the full Birkman icon or logo.

Do not use the wordmark as a stand-alone item.

The Birkman icon may be used in place of the logo across all platforms for increased simplicity. In this case, it's important that the company name or URL is visible in the channel where the icon appears.

LOGO

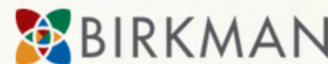
ICON WORDMARK



Logo Evolution

Logos of the world's most respected brands are evolving toward simplicity as part of an overall trend focused on a user-friendly digital experience in an always on world. To honor our customer focus and innovative personality, it is essential Birkman is experienced in a modern and elegant way, emphasizing positive customer experience and low-friction.

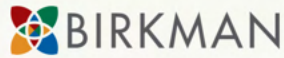
We know human personality and perception are complex and our products have the depth to study this subject matter. But as a brand, we don't want to be perceived as overly complex. In contrast, we want to be seen as the dependable partner that solves for our customers efficiently. We take a step in this direction with a flattened logo that incorporates only one shade of each of the Birkman personality colors.



Preferred Logo



Our preferred logo is a streamlined form of the original Birkman logo, marrying the simplicity brought to end users with an updated digital palette while protecting the complexity of personality and value that our product brings to its users. This preferred logo should take priority above all.



HORIZONTAL LOGO



VERTICAL LOGO



BIRKMAN FLOWER

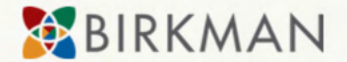
Other Versions

At this stage, it is acceptable to use the full color logo with dark and light shades of Birkman colors where there is a significant cost or process involved in making a change. For example, the reception area in our office has a version of the logo with this complexity, and it is unnecessary to update this logo until a purchase is required for a new office space. Similarly, if there are laborious time issues and monetary costs inhibiting an update to this logo (such as Store inventory or IT considerations), we can defer this to a more economical time.

However, when using a monochromatic version of our logo, we want to ensure that there aren't markers of the older version on the leaves of the flower creating the appearance of an X. These leaves of the flower should be solid without any lines on them, providing a clean brand image and a modern aesthetic.



Using the Logo: Cobranding



Some partnerships may require the creation of a partner logo lock-up. In these instances, try to ensure that the Birkman logo appears first, there is a complete parity of size and placement in the partner logo, and that there is appropriate spacing between the logos per the Birkman clear space guidelines.

Generally, if the other brand is using their icon, use the Birkman icon alone. If the other brand is using their full logo, use the full Birkman logo.

The design element that separates the two marks is flexible in form and color based on the context of the partnership. However, use the cream horizontal rule when possible.



Logo Color Options



The preferred logo usage across digital and print platforms is the traditional colored Birkman logo against a white background. In the case that we use one of the flattened color logo options, it must be in one of the following colors. All logo placements must maintain high contrast to the background and should be used sparingly for special use cases such as unique collateral or presentations for clients.



PRUSSIAN BLUE LOGO



WHITE LOGO ON PRUSSIAN BLUE BACKGROUND



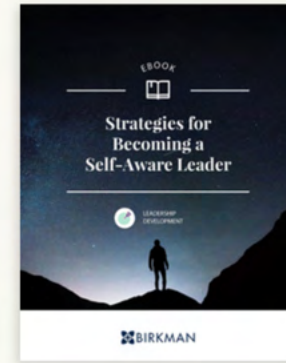
CHARCOAL LOGO



WHITE LOGO ON CHARCOAL BACKGROUND

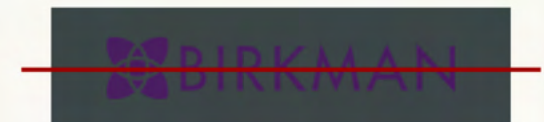
Do's

Pair colored logos against a white background for clarity in special use cases.



Don'ts

Do not pair colored logos against a background other than white.



Logo Padding

Padding ensures that the Birkman logo is readable across all platforms and is not obscured by graphic or textual elements. The minimum padding distance scales with the logo size and must be maintained between the logo and any other object on the page excluding backgrounds. The padding zone is half the height of the Birkman icon.



Do's

Textual and visual elements with the exception of backgrounds must keep the minimal distance of the padding zone.



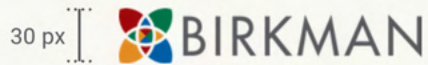
Don'ts

Textual and visual elements with the exception of backgrounds must not infringe upon the padding zone.

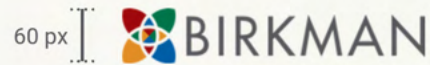


Logo Sizes

Usage of the Birkman logo and icon must maintain a minimum size to preserve the integrity of the logo. The minimum height of the Birkman logo is 30 pixels for digital and 60 pixels for print. The minimum height of the Birkman icon is 30 pixels for digital and 60 pixels for print.



DIGITAL LOGO



PRINT LOGO



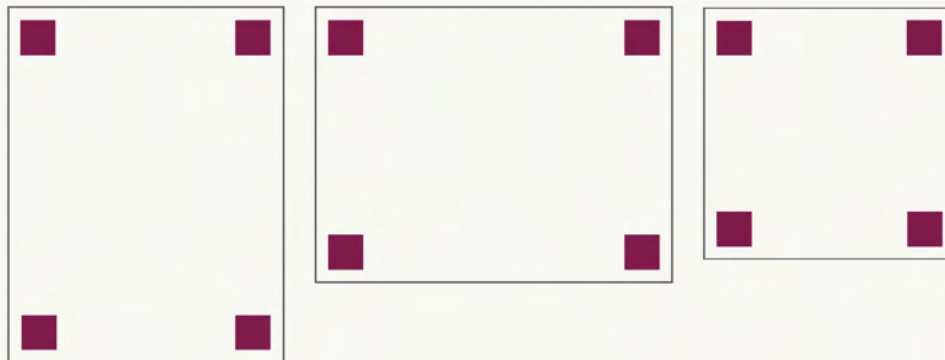
DIGITAL ICON



PRINT ICON

Logo Placement

Logo and icons should be placed in one of the corners as shown below.



Logo Usage



Do's & Don'ts

The Birkman logo and icon must be used against backgrounds that provide high contrast and in conjunction with elements that do not infringe upon the logo design.

Do's

Place the full color Birkman logo against a solid white background.
Place the white logo against a solid colored background for high contrast.



YES

Don'ts

Do not place the full color Birkman logo against a patterned or colored background. Do not place the white logo against a background with low contrast.



NO

Logo Usage with Images



Do's & Don'ts

If the Birkman logo or icon is used against a photographic background:

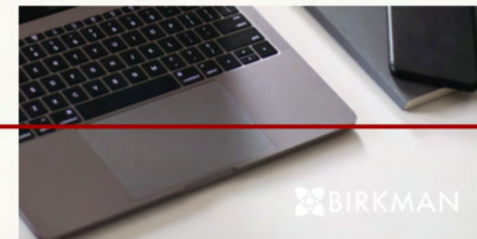
- Maintain high contrast and simplicity
- Avoid busy textures behind the logo or icon
- Use the full color or white version of the logo or icon

Do's



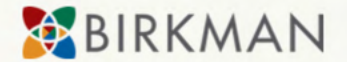
YES

Don'ts



NO

Retired Logos

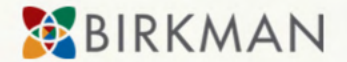


Do not use any of the following logos on printed or digital products or collateral. Avoid logos that incorporate past slogan iterations or any logo that incorporates an "X" that cuts through the flower in the Birkman logo.



Corporate Brand Colors

Corporate Palette



Primary Colors



Prussian Blue

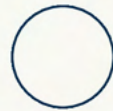
HEX #002647
RGB 0 38 71
CMYK 100 46 0 72



Azure

HEX #0089B4
RGB 0 137 180
CMYK 100 24 0 29

Neutral Colors



Off White

HEX #F8F8F3
RGB 248 248 243
CMYK 0 0 2 3



White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Accent Colors

**Use sparingly*



Periwinkle

HEX #999FE3
RGB 153 159 227
CMYK 33 30 0 11



Light Blue

HEX #ACE2F9
RGB 172 226 249
CMYK 31 9 0 2



Orange

HEX #FFA449
RGB 255 164 73
CMYK 0 36 71 0



Deep Magenta

HEX #7E1D4A
RGB 126 29 74
CMYK 0 77 41 51



Charcoal

HEX #3C4647
RGB 60 70 71
CMYK 15 1 0 72



Light Grey

HEX #595A5E
RGB 89 90 94
CMYK 5 4 0 63



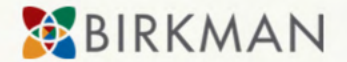
Steel Blue

HEX #557C9E
RGB 85 124 158
CMYK 46 22 0 38

• Proposed use guide:

- Prussian Blue / Azure / Deep Magenta / Orange / Steel Blue for headers, navigation bars, and cover pages
- Charcoal / Light Grey for typography
- Off White / White for backgrounds
- Periwinkle / Light Blue for subtle accents or highlights (buttons, links, callout)

Colors: Gradients



HEX #274C68
RGB 39 76 104
CMYK 63 29 0 59

Prussian Blue

HEX #002647
RGB 0 38 71
CMYK 100 46 0 72

HEX #10C6FF
RGB 16 198 255
CMYK 94 22 0 0

Azure

HEX #0089B4
RGB 0 137 180
CMYK 100 24 0 29

HEX #AF2968
RGB 175 41 104
CMYK 0 77 41 31

Deep Magenta

HEX #7E1D4A
RGB 126 29 74
CMYK 0 77 41 51

HEX #FFCDAF
RGB 255 205 175
CMYK 0 20 31 0

Orange

HEX #FFA449
RGB 255 164 73
CMYK 0 36 71 0

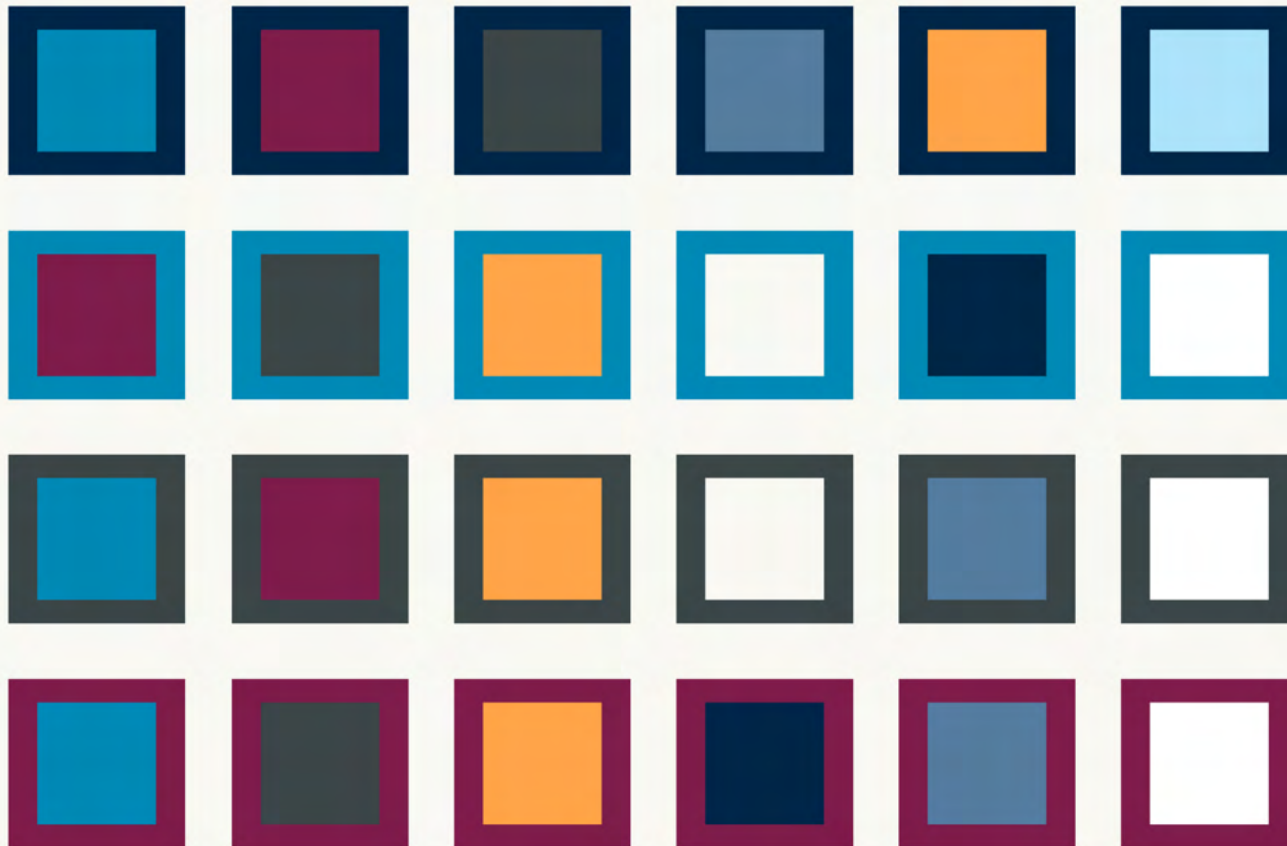
HEX #B7CADB
RGB 183 202 219
CMYK 16 8 0 14

Steel Blue

HEX #557C9E
RGB 85 124 158
CMYK 46 22 0 38

Selecting Colors for Contrast

When we use colors for text or image pairing, the use of color must always have high contrast to maintain crisp, engaging content pieces. Here is a list of approved color pairings for all collateral.

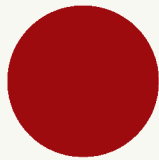


Birkman Personality Colors



The idea of four universal personality types dates back to the Ancient Greeks. For our products, we use color to differentiate these four categories of personality. Although this lays the foundation for understanding personality differences, the reality is that few people are only one color or personality type. Most are a unique blend of the four Birkman Colors.

We use a distinct color palette to communicate the value and differences in each unique personality combination. It is important to remember that the Birkman Colors are our language of personality, safeguarded for conversations about Birkman results, while the Corporate Brand Palette communicates our Brand Identity to a broad audience that may not be familiar with these colors.



Birkman Signature Red

HEX #9D0B0f
RGB 157 11 15
CMYK 0 93 90 38



Birkman Signature Green

HEX #00734A
RGB 0 115 74
CMYK 100 0 36 55



Birkman Signature Blue

HEX #005DA3
RGB 0 92 163
CMYK 100 44 0 36



Birkman Signature Yellow

HEX #E18E26
RGB 0 92 163
CMYK 100 44 0 36

Backgrounds and Accent Colors

Do's & Don'ts

In addition to off white and white, we use the three darker color types below to create a sharp contrast in formats such as large banners, covers, and large images.

Approved Large Background Colors



Prussian Blue



Azure



Deep Magenta

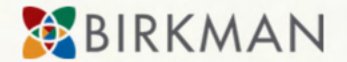


Steel Blue

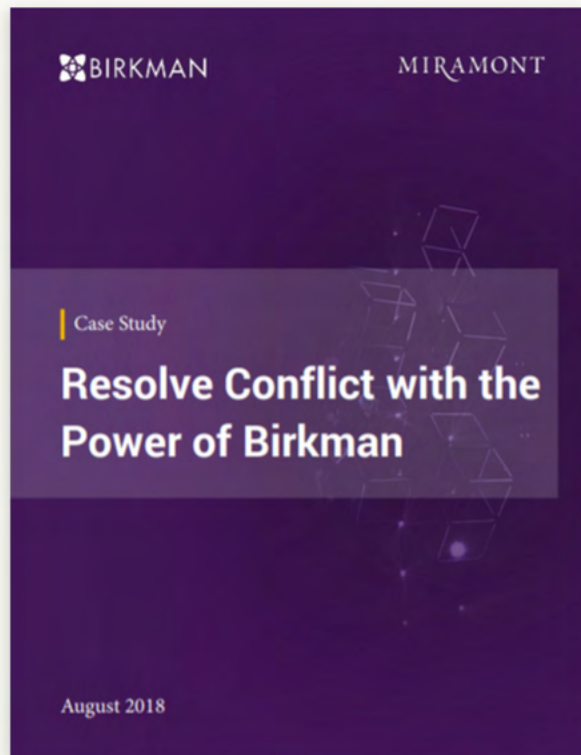
Approved Colors Against Dark Backgrounds



Colors and Backgrounds



The use of transparent boxes behind dark text can be placed to create contrast between two dark colors that would otherwise blend together. We typically use this to differentiate title text elements from a colored background.



Colors and Iconography

Do's & Don'ts

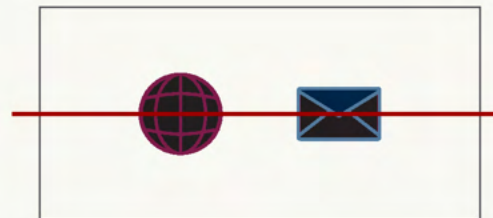
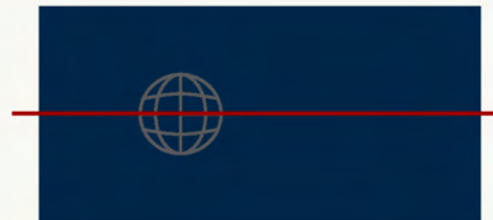
Iconography across all platforms must use one of the Birkman accent colors against a background that renders a high-contrast design. Icons should use one accent color. If necessary, icons may use two accent colors but may never exceed two accent colors.

Do's



YES

Don'ts



NO



Typography

Typography



We employ a new serif font, **Palatino Bold**, as an accent font for differentiating headers, pull out quotes and the like, adding a touch of elegance to our typography in addition to the existing simple and modern Roboto font family.

Header Font.....**Palatino Bold**
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Font.....Roboto
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Imagery

“A picture is worth a thousand words” holds true today. Heavy text use is frequently not read and presents friction. As a brand, we employ images with intention to help users experience content without friction, and to aid visually inclined people to digest it.

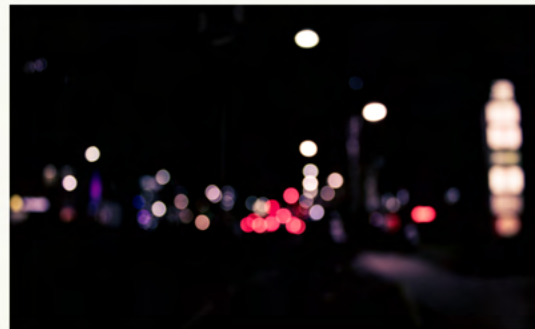
Our use of stock images should be selective and intentional. We aim for images that create a serious perception of the important work we do so the brand does not come across as dull or stale by using a blend of themes that capture qualities including: Human, reflective, universal, growing, business, organic, information, science & technology, discovery, perspective, development, positivity, potential and perception. Use the collage on the following page as inspiration of imagery that balances across these varying themes to elevate our brand.

Imagery

DO Use - authentic, people-focused imagery that clearly supports your message. When possible, default to professional Birkman created photos and videos. If unavailable, select the best stock imagery. Choose professional, candid visuals that reflect real interactions, emotional intelligence, and the depth of the Birkman experience. To create more depth in the image, add a transparent Birkman Flower logo or colored overlay with text.

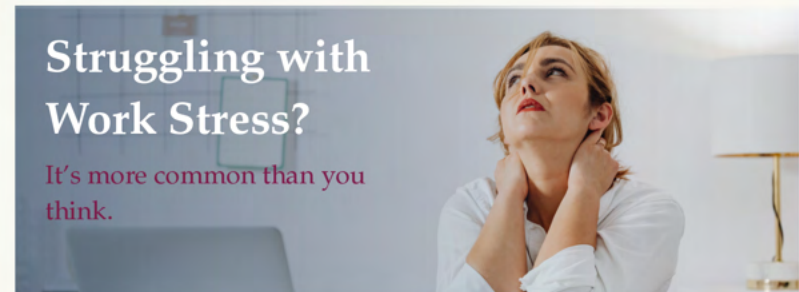
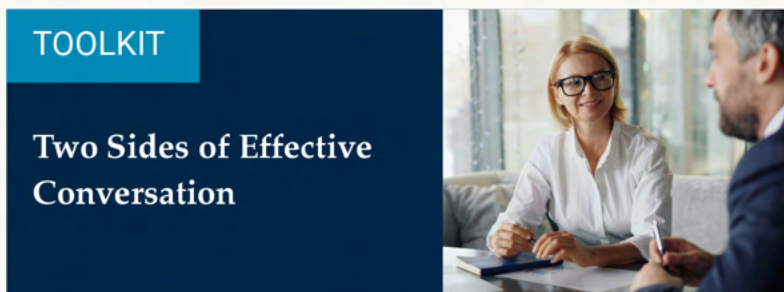
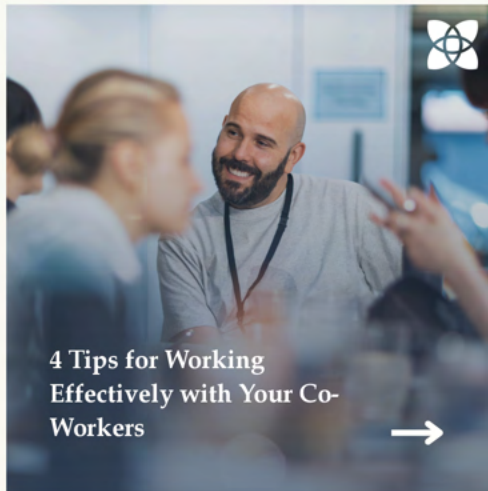


DON'T use - Avoid clichéd, overly staged, or irrelevant stock imagery. Do not use visuals that feel gimmicky, exaggerated, or disconnected from the topic, as they diminish the credibility of our brand.



Imagery

Some more examples of graphics with imagery and strategic logo placement.





Video

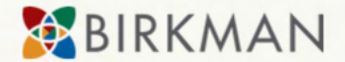
Video Guidelines



Like a one-to-one conversation, video has the power to shape how people experience who we are. Every Birkman video should feel personal, human, and purposeful, helping customers, partners, employees, and the press clearly understand our value and feel confident engaging with us.

- The tone of Birkman video should be professional, insightful, and warm without being casual. Videos should sound natural and conversational, using clear language and direct address so viewers feel we are speaking with them, not at them.
- Visually, Birkman video should be clean, modern, and uncluttered, allowing ideas to breathe and insights to stand out. Neutral backgrounds, intentional use of brand colors, and brand fonts help ensure the content feels recognizable and distinctly Birkman, even without a logo present.
- On-camera delivery should feel knowledgeable, caring, and approachable, with talent presenting ideas clearly and at a natural pace. Motion graphics and animation should be minimal and used only when they help simplify or clarify ideas, never when they distract or add unnecessary complexity.
- Birkman videos should be succinct and focused, respecting the viewer's attention while clearly highlighting benefits from their point of view. All videos should be accessible, captioned, and easy to consume, reinforcing a brand experience that feels thoughtful, inclusive, and human.

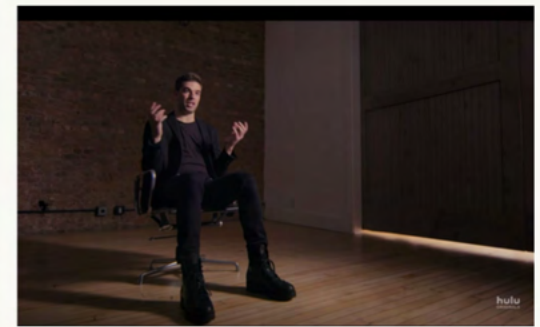
Video Guidelines



DO Use - authentic, people-focused video clips that clearly supports your message. When possible, default to professional Birkman created videos. If unavailable, select the best stock visuals. Choose professional, candid visuals that reflect real interactions, emotional intelligence, and the depth of the Birkman experience. To create more depth in the video, add a transparent Birkman Flower logo or colored overlay with text.



DON'T use - Avoid clichéd, overly staged, or irrelevant stock imagery. Do not use video clips that feel gimmicky, exaggerated, or disconnected from the topic, as they diminish the credibility of our brand. Do not use overly produced/harsh lighting.



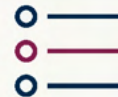
Iconography and Illustrated Graphics

Iconography

Our use of illustrated content strives for crisp, professional and business-centric images. When using illustrations, especially for marketing and sales content, it's important to not fallback to cartoonish imagery that executives at large enterprises will see as youthful and playful. This type of image can weaken the value of our brand and product in the eyes of leaders, particularly at some of the larger, established companies across the globe.

Icons will be one of our Primary Colors or Neutral Colors depending on the background.

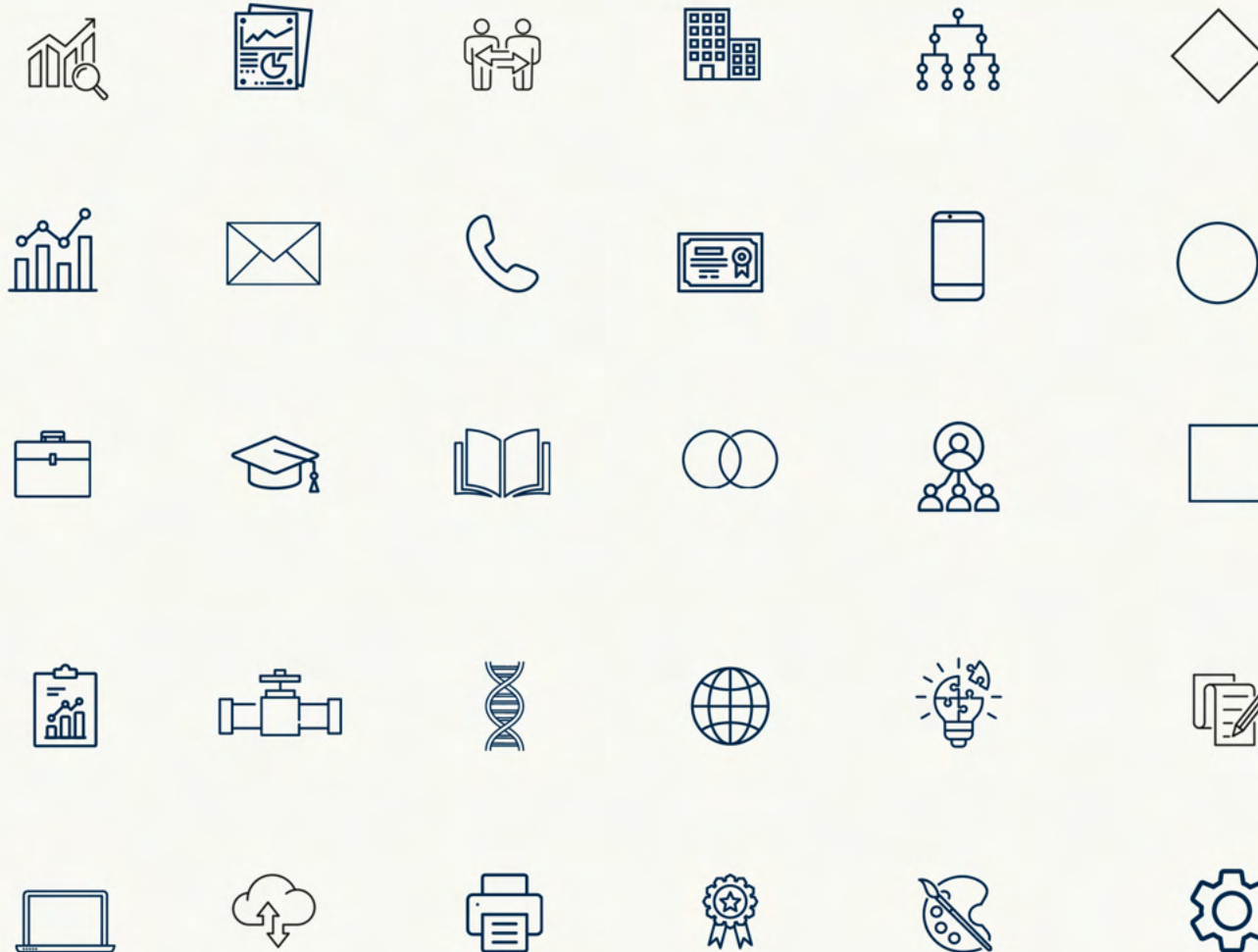
Do's



Don'ts



Sample Iconography



Illustrated Graphics

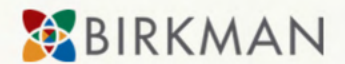


One concept from previous branding that this new brand will lean away from is the use of abstract shape imagery and illustrations to contrast the desaturated imagery. Instead, the Birkman Flower at a lowered transparency can be used as a shape to fill empty spaces. **Refer to pages 37-38 for visual examples.**



Composition

| Composition



To maintain a crisp and readable presentation of Birkman and the complexity of our personality insights, we employ generous white space while avoiding clutter from visual or textual elements.

Through the use of margins, accent objects and other visual and compositional elements, we create engaging and powerful content pieces that effectively deliver our products and other Birkman collateral to our users.

Composition: Margins and Balance



Branded collateral allows a little flexibility in margin widths to give the designer discretion that fits the individual content piece. However, we require that left and right margins are consistent in size throughout the entire document to maintain balance.

Discretion is allowed to meet variable header and footer spacing requirements that may differ from the left/right margins. Overall, the designer should be mindful of carefully balancing the overall feel of content on-page via spacing, alignment, and layout considerations.



Expanding Beyond the Margins

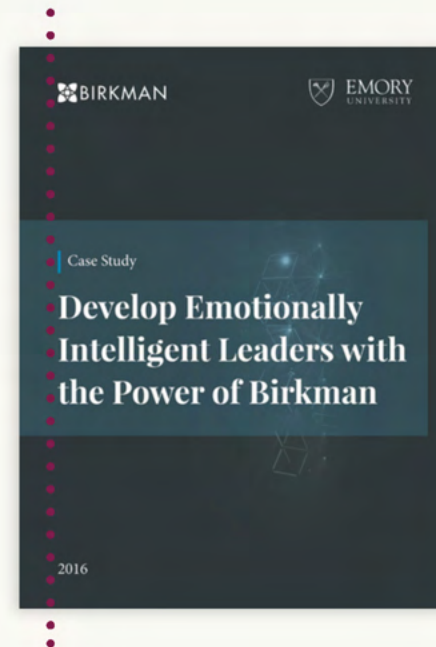
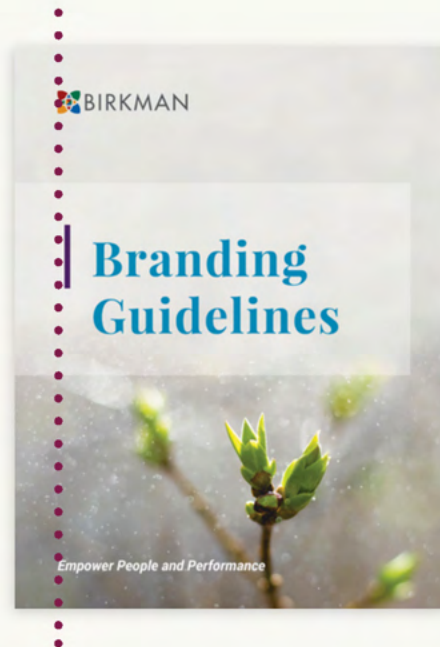
We encourage designers to make use of edge to edge design elements on page, exporting printable documents with the appropriate bleed and crop marks required. These marks will indicate to a professional printer where to trim the page, allowing for elements to reach the edge cleanly, for a more polished and sophisticated feel that differentiates from in house printing.

Generally, the designer should use 0.125 in of bleed space or meet the custom request of the professional printer.

Composition: Alignment

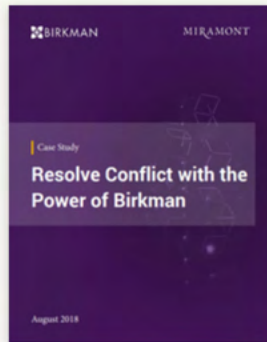


As demonstrated throughout the guide, we deliberately (typically left) align when working with objects such as logos, text or accent objects. Alignment of these elements should follow the guidelines on logo placement and consider how we can visually tie the brand (eg, logo) to supporting content (eg, tagline or solution offered). For example, the cover page of this document intentionally left aligns the logo, a design object and the tagline.



Accent Objects

We incorporate the use of accent colors and objects in our designs to emphasize certain textual elements and solidify the structure of our content pages. Accent objects should be used sparingly and with one of the corporate brand colors. Use a high-contrast color profile when pairing accent objects with text for a bold and engaging design.



SQUARES



MARKER LINES



DIAMONDS



ARROWS



Composition: Footer

The entire footer element must rest 0.6" from the bottom of the page.



How Generational Differences Impact Organizations & Teams

Branding Applications

Branding Applications



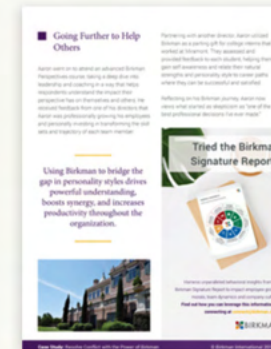
From colors to typography, iconography to images, here are some examples of the Birkman branding elements applied in real-life use cases.



CASE STUDY



CASE STUDY



Birkman Branding for eBooks

Birkman Branding for eBooks



eBooks provide high-value content to users to increase awareness of our brand and position Birkman as a knowledgeable, trustworthy, and invaluable organization that delivers timeless insight to new and long-standing users alike.

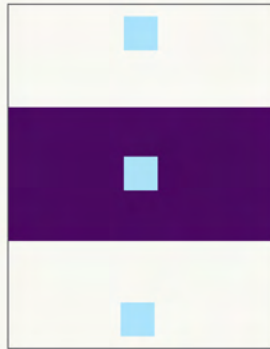
Birkman eBooks have a separate, **more flexible approach** to branding that differentiates this content from other product and business collateral. Birkman eBooks **preserve the values and thematic attributes while presenting this content in a way that differs visually from traditional branding. Some branding elements such as colors and typography follow the previous sections detailed in this guide. The following sections delineate eBooks from other Birkman content and include:**

- eBook Logo Placement
- eBook Compositional Elements
- eBook Branding Applications

eBook Compositional Elements

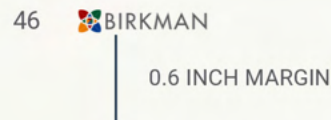


While all Birkman product collateral must incorporate the Birkman logo in one of the four corners of the page, eBook layouts maintain a different layout. Logo placements on eBooks may appear in one of three places: 1. Horizontally centered at the top of the page 2. Horizontally centered within a banner or text box element 3. Horizontally centered at the bottom of the page.



eBook Logo Placement

We use a unique footer from other Birkman product collateral for eBooks. This footer is comprised of elements (page number, Birkman logo, eBook title) that may fluctuate across different eBooks but should remain steadfast in terms of placement within the document. The entire footer element should be horizontally centered within each page.

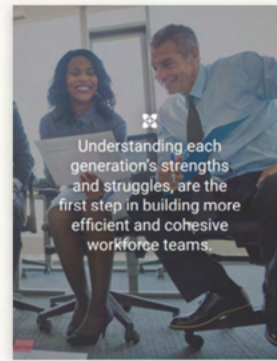


How Generational Differences Impact Organizations & Teams

eBook Branding Applications



From logo placement to compositional layouts, here are some examples of the Birkman branding elements applied in eBooks.



eBOOK



How We Write

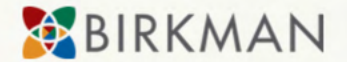
Tone of Voice and Writing



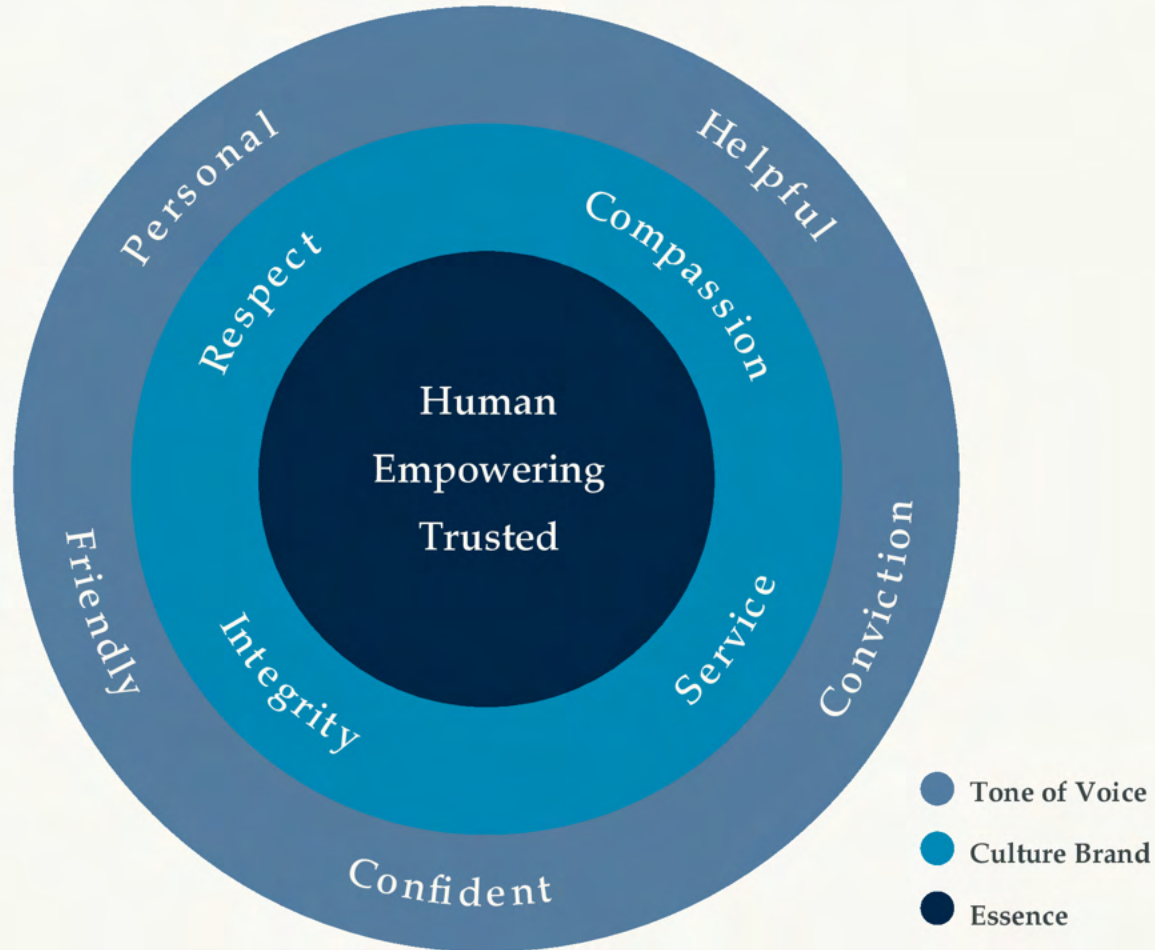
Like a one-to-one conversation, **written words hold power to influence relationships.** How we verbally communicate helps determine how our customers, partners, employees, and the press perceive us.

The Birkman Tone of Voice and style guide is your reference to communicate what sets us apart. If we remove the logo, does our copy blend in with other businesses? Do we stand out distinctively? What emotions and perceptions might readers take away? Content creators, client-facing teams, and marketers should look to these guidelines to help our audiences experience who we are—sometimes, in just a few words.

Tone of Voice and Writing



The writing tone across all communications must be consistent to drive a unified experience across Birkman visuals and writing components. Incorporate these characteristics when considering the Birkman writing tone:



Tone of Voice and Writing



Make it personal. Readers are more likely to connect with our content if they perceive that we are speaking directly to them. In most cases, this means avoiding a formal approach. A corporate blurb in a press release may refer to Birkman International in a templated description, but our website, social media, email marketing, and usual communication channels should speak from the first person and reflect our brand personality.

Use: We, Our, You, Your, Ourselves, Yourself, The Birkman Family

Avoid When Possible: Birkman International, The Company, Customers, One, Oneself

Use of Birkman and Product Naming Conventions.

When speaking from the first person, “we” and “our” will personalize communications from the company or team point of view. However, it is appropriate to use the brand name when referencing a product.

Use in product related copy: The Birkman Method, Birkman, Birkman Certified Professional, Birkman personality assessment, Birkman assessment, Birkman Signature Certification, Birkman training, Birkman Enterprise, MyBirkman, High Performing Teams

Avoid in product related copy: The Birkman, Birkman’s, Birkman International’s

Avoid in business references when possible: Birkman, Birkman International

Write Flowing Sentences that are Easy to Grasp.

This means exploring whether a sentence can have a simpler structure. When we use simple word choices, shorter lengths and rely less on commas, dashes and other technical objects, it’s often easier to connect to core ideas communicated. Hearing from us should be professional, but shouldn’t feel like academic, impersonal, or overly technical. We don’t want reading our content to be a cumbersome task. We write for an experience that feels natural, relevant and human.

Tone of Voice and Writing



Avoid Jargon in Most Cases.

Jargon is not how people naturally talk. Using industry jargon has a use case but can often mean missing an opportunity to connect on a personal level. A technical paper about statistical reliability and validity, or a description about the science behind The Birkman Method, may rely on jargon to show we have the necessary knowledge to be in this business. But most content written by Birkman is much more about what we do at our core, helping and training people to understand themselves and the people they interface with better.

Avoid Using Acronyms Externally.

The use of acronyms is an internal convenience, at best. Acronyms should not be used in external copy.

Be Succinct.

Our strategic market is in the business to business marketplace. Time is scarce and precious in this environment. Helping customers also means respecting their time and simplifying our content so that they experience value, not friction.

Tone of Voice and Writing



Highlight Customer Benefits.

Highlight customer benefits from their point of view. Use bullet points and bold key words for emphasis. When promoting products and training, it's important to remember who's most important—our customer. Show we understand their point of view so they see us as an essential partner that solves for their pain points.

Do: When you register to attend Signature Certification you'll gain:

- Access to.....
- Knowledge about....
- Tools that....

Avoid: Key features of Signature Certification include:

- Product feature / description 1
- Product feature / description 2

Be Professional, Not Formal.

It's essential to be courteous and professional but to represent our brand means we need to be natural and friendly. Formal communication can dehumanize our brand experience by creating a sterile and clinical perception. We want to come across as caring and personal.

Use Contractions to Sound Natural.

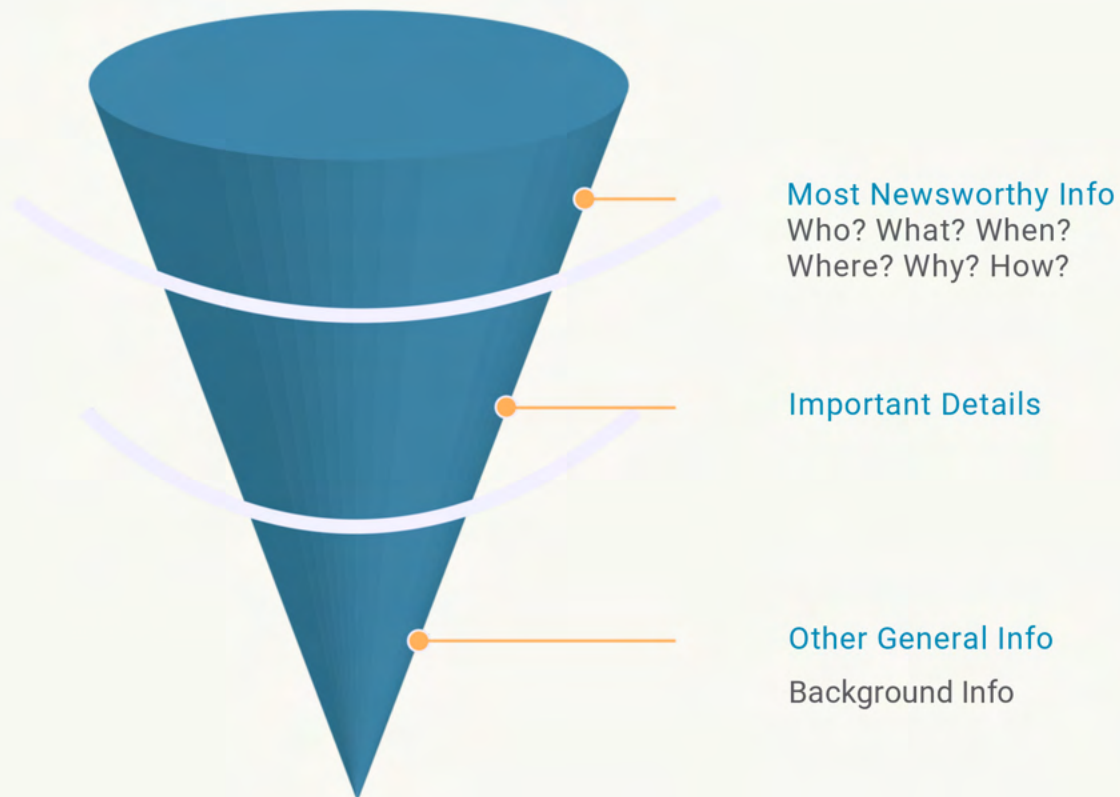
Spelling out words unnecessarily such as “you are not”, “we are” and “I do not” is sometimes not the most natural approach. Avoid coming across as tedious when a simpler, less formal approach comes across as natural.

Use: “You aren’t” and “I don’t”.

Tone of Voice and Writing

Inverted Pyramid / BLUF (Bottom Line Up Front).

Use this journalistic device to prioritize copy. We want to grab attention in a fast-paced world by putting compelling copy first.



Tone of Voice and Writing



Avoid Youthful and Quirky Language in Our Core Channels.

In a digital landscape overwhelmed with fluffy personality tests and social media quizzes, quiriness can hurt the perceived value of how we position our premium product. Avoid appearing childish, non-serious, and unfit for the largest businesses and senior-most roles that may buy from us. We may intentionally take a slightly different approach for a younger audience in a channel like Instagram. As a company, we should avoid using a youthful and quirky language and write in a way that is appropriate for use in the C-suite at companies with large, global footprints.

Use Active Voice More Often.

Write in active voice for more clarity and resonance. Passive voice can be complicated, wordy and cloud the meaning of a sentence.

Active: We provide tools to help consultants and corporations improve.

Passive: We have been helping consultants and corporations by providing them with tools for improvement.

Presenter Titles

Job titles for speaker listings, trainings, webinars, etc should be listed as:

Person's Name, Job Title, Company

Tone of Voice and Writing



Positivity

Positive psychology is the backbone of our business. At our company, the glass is half full. We should always strive to make a positive, uplifting impression by using an optimistic but pragmatic tone. Choose words, actions, and descriptions that evoke positive emotions and allow the reader to envision a positive outcome. When working on product differentiators, stay true to who we are by remaining positive. Instead of talking negatively of another solution, seek to elevate our own work by employing a positive and productive angle.

Don't: Unlike MBTI, we don't put you into a broad personality type to describe your perceptions and behaviors.

Do: We measure personality on a truly individual level. Your scores are in-depth and specific to you, capturing the individual perceptions and behaviors that shape everything you do.

Letter Casing

Upper casing is an acceptable complementary style in typography but should typically not be used for more than 1-3 words. Longer phrases and full sentences in upper case can come across as unpolished and unprofessional. Worse, in some cultures some people see upper case lettering as 'loud', like being yelled at or talking across a crowded room. Longer phrases and title headers should be done in Upper Lower Case.

Avoid: HOW TO USE BIRKMAN FOR TEAM EFFECTIVENESS

Acceptable: TEAM CASE STUDY, How to Use Birkman for Team Effectiveness

Tone of Voice and Writing



Bolding

When **bolding** to **emphasize copy**, we shouldn't bold too many words in a row. Serial bolding can be counterproductive due to decreased readability. Instead, we should bold the few words that highlight the essence of the message by providing a visual aid that is conducive to skimming. Data shows that skimming is how most people interact with digital content.

Hyperlinks and Calls to Action

Digital hyperlinks for calls to action should follow these best practices:

- Link in line to the relevant action words or target content when possible
- Don't link an entire sentence or phrase
- Don't use upper case for the purpose of a hyperlink CTA to stand out

Acceptable: As part of our leadership content series, we're excited to share our new [eBook](#) for [download](#).

Avoid: [As part of our leadership content series, we're excited to share our new eBook for download.](#)

Acceptable: [Download our new eBook](#) to see the latest updates and best practices related to team building.

Avoid: We're excited to launch our new eBook to see the latest updates and best practices related to team building. [DOWNLOAD NOW](#).

Acceptable: Our new eBook will brief you on the latest updates and best practices related to team building. [Learn more](#) or download it [here](#) today.



Birkman University

Preferred Logo

Our preferred logo is a Birkman take on the classic seals of great university's like Harvard and Yale. Creating a classic and academic feel that gives us credibility



HORIZONTAL LOGO



VERTICAL LOGO



Other Versions

While purple is the main color of our logo, we have options for different background types depending on the context of the placement. From monochromatic to alternate colors, we can flex our creativity while still providing a clean brand image and a modern aesthetic.



Font Guide

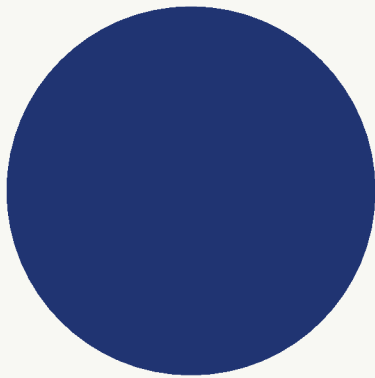
Birkman University

——— TIMES NEW ROMAN
SEMI-BOLD

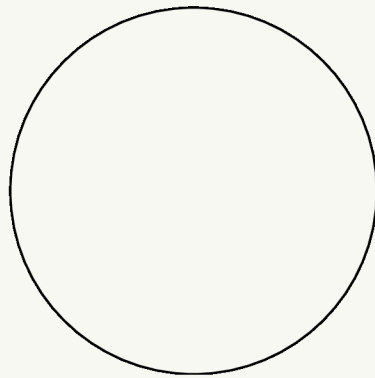
DEEPEN YOUR INSIGHT. EXPAND YOUR IMPACT.

——— WORK SANS

Color Guide



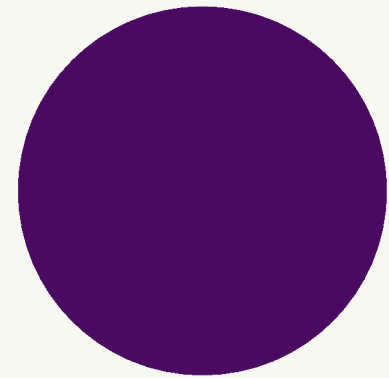
BLUE
#203472



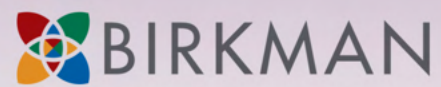
CREAM
#F8F8F3



GOLDEN
#FFCD4D



PURPLE
#4A0A61



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