

# VISEO Brand Book

▶ Visual Brand Framework



# INTRODUCTION

00

# Welcome to the VISEO brand

"We are pleased to launch a brand-new VISEO brand book that aims to help audiences better understand what makes VISEO, VISEO.

This book speaks to our brand at the highest level and showcases all the things that make VISEO great for our clients, our people and our technology partners."

**Eric Perrier, CEO of VISEO**



# What does this brand booklet mean?

## Why this manual exists

This manual exists to:

- Ensure a coherent and recognizable brand expression at a global level
- Reduce complexity in design and communication decision making
- Eliminate subjective interpretations and inconsistent criteria

- Ensure that every touchpoint reinforces WISEO's positioning

This document is not conceptual.

It is an operating system.

In practice, its role is to prevent each team from having to decide from scratch how to "do branding" under pressure.

## What you will find in this manual

This manual defines WISEO's complete brand identity system, including:

- Strategic brand foundations
- Verbal system and communication tone
- Visual principles based on clarity and hierarchy

- Rules for use and application across different contexts

- Practical examples for implementation

Each section is designed to facilitate fast, consistent, and brand aligned decision making.

## Scope of the manual

This manual governs:

 **Brand identity**

 **Graphic basics**

 **Brand application**

 **Adoption**

It does not replace specialized documents, but it establishes the mandatory common framework for all teams.

When questions or divergent interpretations arise, this manual acts as the single reference.

Key operational principle

If a use case is not covered in this manual, it must not be executed without validation.

This principle ensures long term brand coherence and control, preventing isolated solutions that cumulatively erode the system.

## How to use this manual

The manual is structured into independent modules.

Each section addresses a specific type of decision.

It does not need to be read linearly.

It is designed to facilitate daily work, reduce operational friction, ensure consistency without slowing down processes.

WISEO's identity is not an aesthetic resource. It is a system designed to make its value visible.

Every brand application must serve a function:

to make complexity understandable and communication more effective.

This manual exists to ensure that this happens consistently.

This booklet is an introduction and celebration of who VISEO is today, and who we aspire to be in the future.

**Our brand is more than just a logo.** It describes who we are, and how we want to be perceived in the world. We create that perception through what we do, what we say, how we look and how we act. The brand that we introduce in this booklet should inform and inspire everything we do as a firm.



BRAND IDENTITY

01

# 01. BRAND POSITIONING



# Our purpose

We solve our client's challenges across the entire spectrum of digital transformation by seamlessly guiding them from digital implementations to robust business and technology strategies for lasting impact and success.

Thanks to our global presence, local offices and ability to operate at scale, we lead our clients' major transformation projects—enhancing their competitiveness and efficiency in an ever-evolving environment.

# Our founding principle

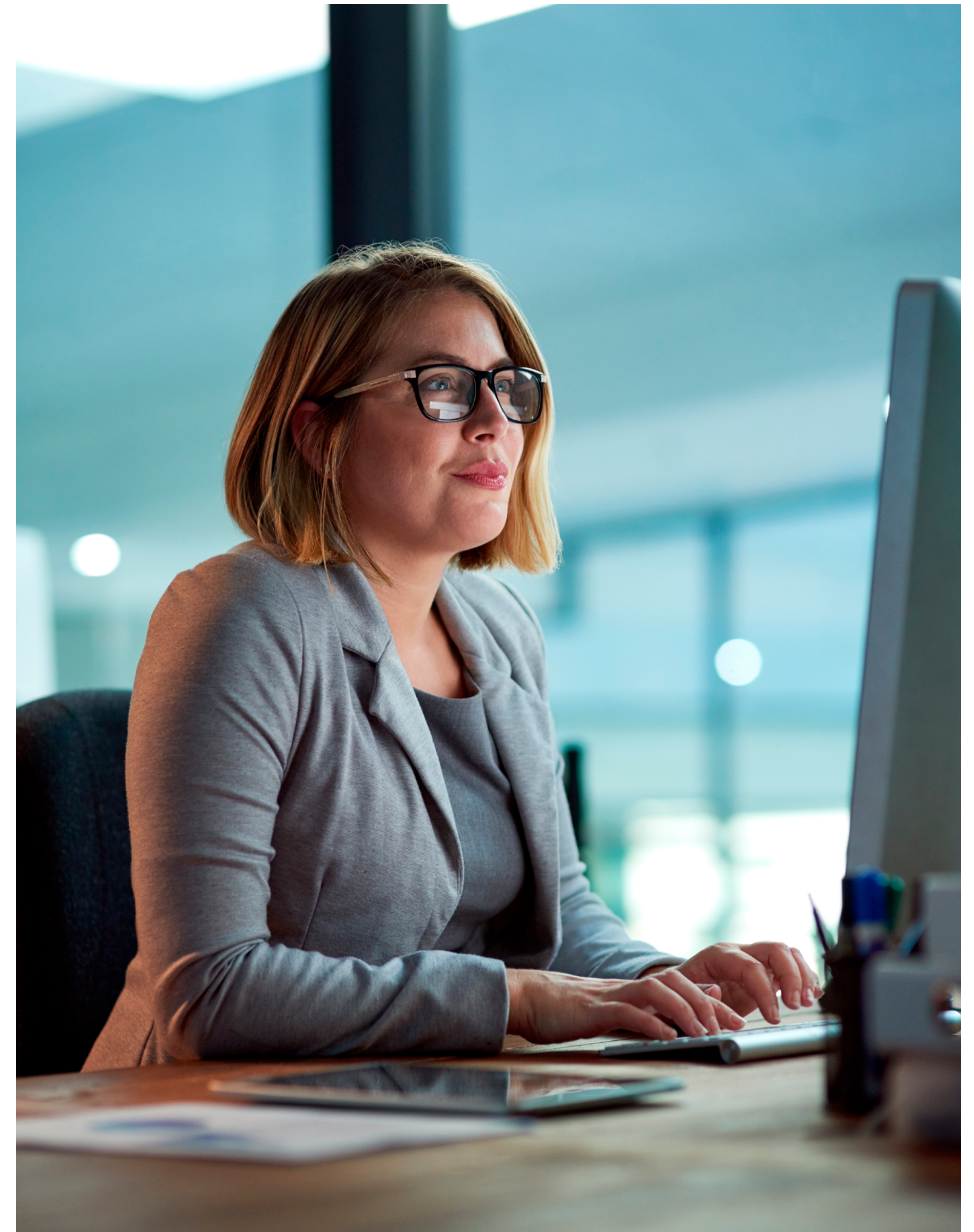
For more than 25 years, we have operated as one team of digital makers, guided by our founding principle: we are committed to helping our clients build their digital future by creating personalized experiences thanks to our highly skilled and diverse team of digital makers. Whether our clients are working toward a more positive future or developing groundbreaking digital solutions, it is the connection and collaboration of our digital makers that make our story.

To deliver on this principle we cannot just rely on the quality of our services and an understanding of what our clients do, we must understand and respect who they are and how they work: adapting to their unique goals and challenges, as well as their individual circumstances, histories, cultures and ways of working.

We work with business of all shapes and industries; we have the scale to serve the largest global clients while remaining agile and creative in our approach for international mid-size companies.

Our deeply rooted local teams of makers ensure our work combines cultural understanding with a global perspective. This concretely means that we operate seamlessly to shape the future of our clients by delivering real, measurable results while respecting their uniqueness.

This is a point of principle, distinction, and pride like no other in our technology industry—an industry we helped to shape alongside our technology partners and people.



# Our brand promise



## For our clients

We promise you to bring high-quality teams that drive change with cutting-edge technologies tailored to your business needs and solve all your immediate challenges. And we do that with an approach that respects who you are and how you work to deliver real, measurable results.



## For our people

We promise you a company that equip you with the right digital mindset and future-focused skills that allow you to pursue a uniquely tailored career at WISEO.



## For our technology partners

We promise you — trusted technology partners — a long-term and meaningful relationship with you. By leveraging our internal expertise and industry knowledge, we will help you expand the use and understanding of your cutting-edge technology. Together, we will power digital transformation through services and new IT solutions that drive the business success of our shared clients.

We take pride in empowering our people, clients and technology partners to achieve their digital potential, We are at our best we combine our expertise, agility and understanding to provide answers and experiences that are perfectly align with our clients', our technology partners' and our people's needs.

## 02. WHY VISEO



# Our brand reality

We solve our client's challenges across the entire spectrum of digital transformation by seamlessly guiding them from digital implementations to robust business and technology strategies for lasting impact and success.

## Committed to success

At WISEO, we share ambitious objectives with our clients and we always deliver with a strong level of commitment.

We always meet our clients' expectations with high level of expertise.

### Excellence

## The best expertise with simplicity

Despite being a leading digital services company, WISEO's top management remains very accessible.

They are maintaining real proximity our customers and our teams.

### Accessibility

## Always further together

WISEO is a collective adventure with an ambitious development plan, reflecting our 25 years of continuous growth.

We encourage employees to share knowledge and experience to progress together.

### Ambition

## With and for the team

While staff turnover can be as high as 50% in the sector of digital transformation, it is only 15-20% at WISEO.

Through peer management, we encourage all team members to express the best of themselves.

### Team spirit

# Our international brand reach:

a global perspective with a local understanding



## What makes us OUR BRAND “NORTH STAR”

Our overarching mission that unites us.

## Who we are OUR BRAND POSITIONING

Our overarching business mission that unites us with the wider business and informs everything we do.

## Why we exist OUR BRAND VALUE PROPOSITION

Our higher vision for what we are looking to achieve.

## What we offer OUR INTERNATIONAL PURPOSE

Our higher order purpose for our international clients.

## How do we achieve it OUR INTERNATIONAL REALITY

Our way of doing it and developing it for our international clients.

# What it means for international mid-size companies and large groups

## Consistent quality and a breadth of expertise

Our one brand means we share goals, values and consistent high-quality standards. Clients receive the expertise and capability that they need, where and when they need it, from professionals who work as one team across borders.

## Empowerment through lasting connections

Our clients benefit from our ability to design, implement, and scale customizable long-term solutions, allowing them to build meaningful, lasting relationships with their employees, customers, and the global community.

## A rewarding, frictionless experience

Our clients work with an engaged and integrated team of experts that cover every country they are in. This VISEO team understands them and their business and adapts to their ways of working.

## A trusted relevant partner

Our clients value our digital advanced technology and industry expertise knowing it is shaped by our understanding of their unique context and local culture and enhanced by our global perspective.

## 03. BRINGING THE BRAND TO LIFE



# Our visual identity

## Our logo

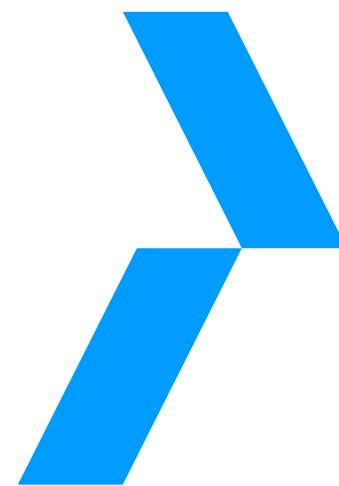
A confident, understated word mark in capital letters that is free of symbols but contain our tagline “Positive Digital makers”. Assimilated to the notion of trust, our uppercase name WISEO is instantly recognisable.

Design that is pure and timeless, but uniquely WISEO with our two blue tones that nod to our heritage and our value proposition: helping our clients build their digital future thanks to our team of makers.



## Our chevron

The chevron is one of our most valuable assets and stands as a shorthand for everything WISEO represents. It highlights a specific and intended area in focus to showcase our ability to optimizing the present of our clients and inventing their future.

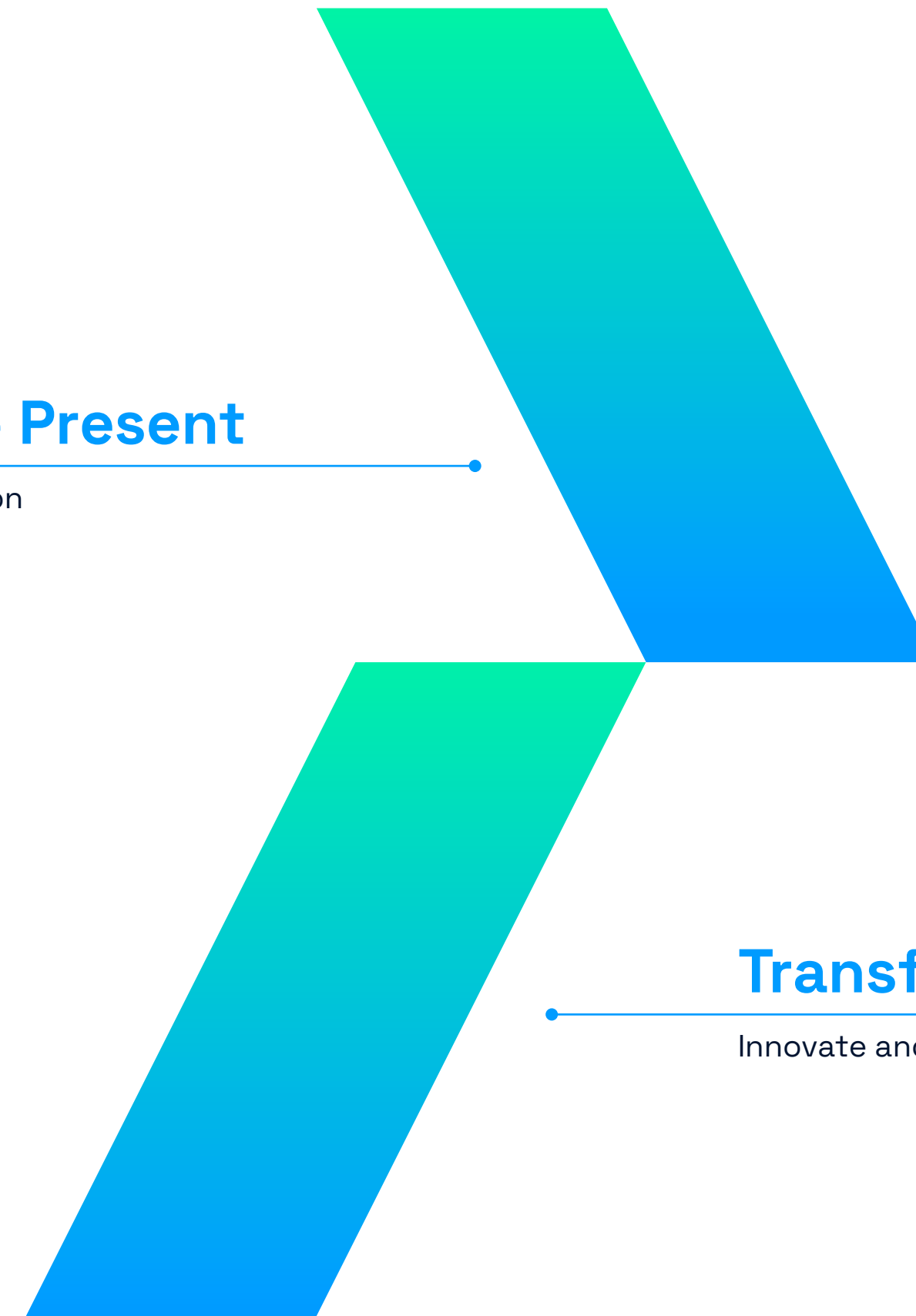


## Optimizing the Present

Strengthening the foundation

## Transforming the Future

Innovate and lead the change



# Our visual identity

## Our gradients

Our VISEO gradients make objects stand out by adding a new dimension and realism to our design, thereby enhancing the visual appeal and depth of our creations.

## Our colour palette

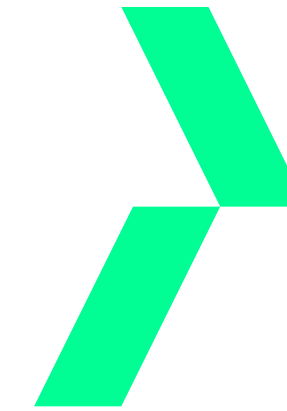
We adopt a colour palette that is tailored for every application: with elegant, professional colours being drawn from the photography that we use with gradient.

## Our imagery

Our photography celebrates who we are and how we work with others. It focuses on our clients, their industries, and the people at their centre.

This is precisely what we aim to offer our clients; an unparalleled experience and tangible results that elevate their projects to new heights of digital excellence.

## Our brand colour



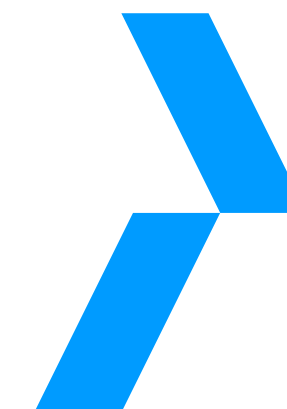
Our **Aquamarine Green** represents the POSITIVE impact we want to achieve.

This type of green is often associated with harmony and growth. At VISEO, we work as one to help advance our clients toward a more positive, equitable, and prosperous world. With this colour, we want to showcase our commitment to impact positively our environment, by harness the power of digitalization. It shows that we operate with purpose and commit to positive development.



Our **Yale Blue** represents the DEPT of our DIGITAL expertise.

This type of dark blue is often associated with confidence, knowledge and future. At VISEO, we work as one to provide future-ready experiences to our customers. With this colour, we want to showcase that we want to be seen as a knowledgeable company that will not only optimize the digital present but also secure the digital future of our clients by using cutting-edge technology and future-focused top-tier talent.



Our **Dodger Blue** represents the TRUST that our clients' put in our makers.

This type of blue is often associated with quality that define VISEO: trust, engagement and commitment to our client. At VISEO, we work as one to bringing together leading-edge resources to inspire and support businesses on their journey to building trust. With this colour, we want to showcase that we contribute to our client's digital journeys by providing trust and confidence in their digital projects.

Technologies used for digital transformation that we help our client implement will be the opportunity to enhance trust and help our client being focus on their future.

# Our brand tagline



## Positive

We want to help our clients, our technology partners and our people who wish to harness the potential of digitalization, operate with a strong sense of purpose, and make a genuine commitment to positive development.

We don't just believe it – we encourage it.

## Digital

We want to deliver transformational projects that ensure long-lasting results and successful business transformations that empower our clients across industries.

We don't just believe it – we live it.

## Makers

We want to always act as proud “makers” – by connecting people, ideas, technology, and capabilities in innovative ways to create new real life solutions for our clients.

We don't just believe it – we make it.

# Our Commitment to **POSITIVE** impact



At WISEO, we combine economic performance with a positive impact on society.

We are committed to using digital professions as a means of social empowerment, offering our employees the opportunity to actively contribute

to the group's dynamic, and promoting sustainable digital practices by adopting environmentally friendly methods.

We consider the expectations of all our stakeholders: clients, suppliers, employees, candidates, partners, and public authorities.

To find out more,  
visit [www.viseo.com](https://www.viseo.com)

VISEO, a global technology and digital consulting firm, supports its clients in their transformation journeys by leveraging cutting-edge technology and industry expertise.

Our goal is to make our clients' digital strategies a reality, enabling them to be more productive, innovative, and competitive.

Our comprehensive approach to digital transformation, combined with our international network and skilled teams, guarantees sustainable results and successful business transformations for our clients.

VISEO operates in more than 20 countries, has 3,000 Digital Makers, and generated revenue of €360 million in 2025.

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WISEO

— POSITIVE DIGITAL MAKERS —