

BRAND BOOK



WISEO | POSITIVE
DIGITAL
MAKERS

Welcome to the VISEO brand

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.

What does this brand booklet mean?

For more than 25 years, we have operated as one team of digital makers, guided by our founding principle: We are committed to guiding our clients build their future by creating client-centric specific digital models 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 storey.

To deliver on this goal 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.

85
25
20
3000

“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.





Our brand positioning

01

Our purpose

Our purpose — to be the reference player for the end-to-end digitalisation of international mid-size companies and for key digital topics for large groups — gives us a common anchor in talking about our global digital and business consulting company.

We apply that same principle to VISEO's supporting brand elements so that we achieve consistency in the articulation of our brand across the network.

Hélène Sigrand, CMO



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 personalised 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 storey.

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Our brand promise

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.

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 VISEO.

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.





Why VISEO

02



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

Always further, together

The best expertise, with simplicity

With and for the team

#1

Excellence



At VISEO, 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.

#2

Ambition



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

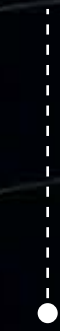
We encourage employees to share knowledge and experience to progress together.

**Committed to
success**

**Always further
together**

#3

Accessibility



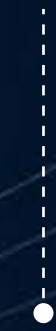
Despite being a leading digital services company, VISEO's top management remains very accessible.

They are maintaining real proximity our customers and our teams.

**The best expertise
with simplicity**

#4

Team spirit



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

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

**With and for
the team**

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

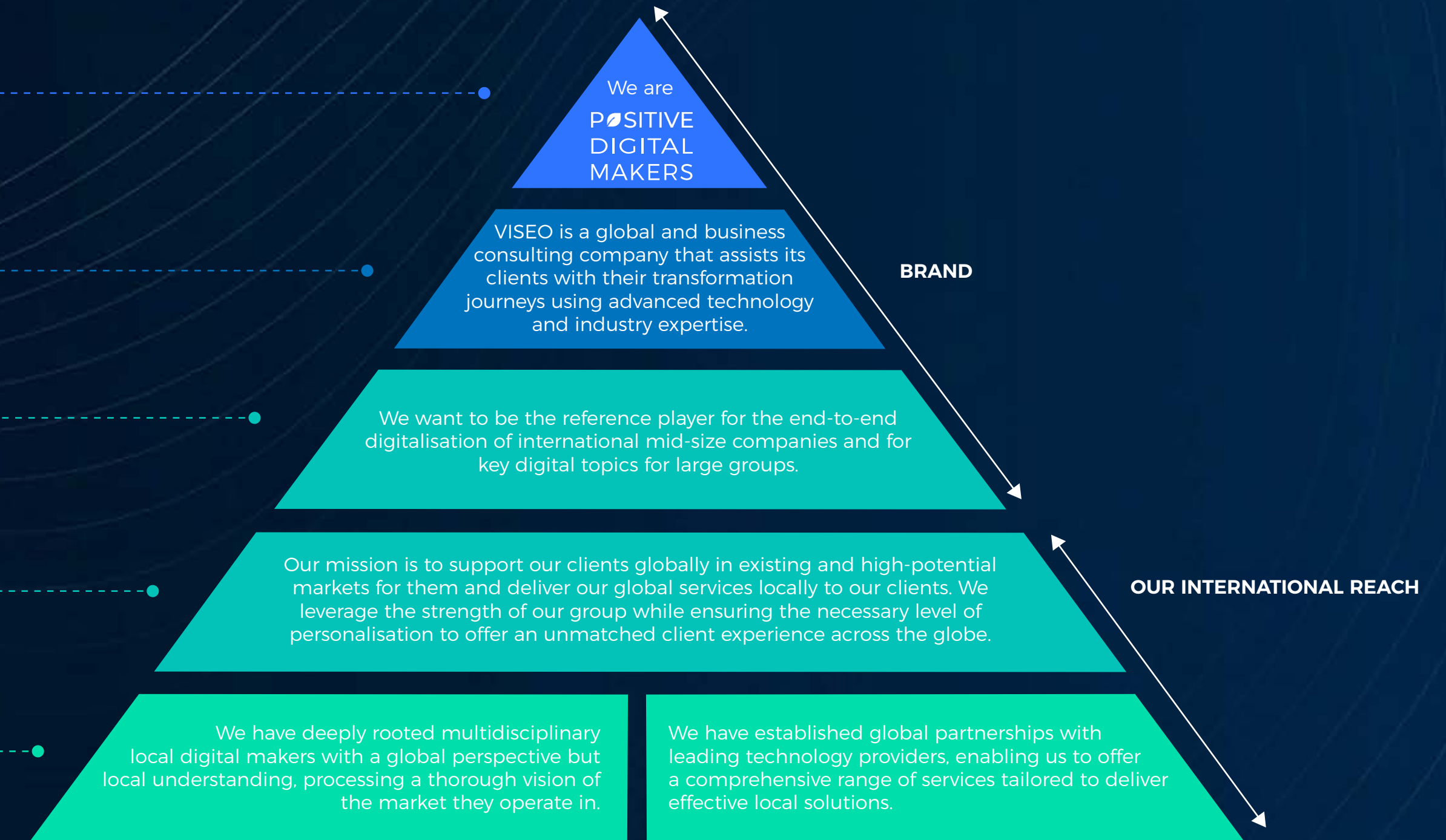
OUR INTERNATIONAL PURPOSE

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 customisable 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. Their 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.





Bringing the
brand to life

03

Our brand personality

Our brand personality describes the way we look and speak. It sets the tone for consistent visual and verbal communication.

RELATABLE

CONFIDENT

CARING

CLEAR

How we look

natural

honest

sincere

balanced

modest

precise

organised

contemporary

clean

uncluttered

confident

How we speak

caring

warm

personal

relatable

considered

spirited

expert

genuine

clear

straightforward

accessible

Our visual identity

Our logo

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

Design that is pure and timeless, but uniquely VISEO 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**.

VISEO

— POSITIVE DIGITAL MAKERS —



Our chevron

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

Optimising the Present

Strengthening the foundation

Inventing the Future

Innovate and lead the change



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 colours

POSITIVE

DIGITAL

MAKERS



AQUAMARINE GREEN



YALE BLUE



DODGER BLUE



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 digitalisation. 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 optimise 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 light 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 digitalisation, 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 VISEO, 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 practises by adopting environmentally friendly methods. We consider the expectations of all our stakeholders: clients, suppliers, employees, candidates, partners, and public authorities.



Spreading the word

Who are we? What we do?

WISEO is a global digital and business consulting company that assists its clients with their transformation journeys using advanced technology and industry expertise. We aim to make our clients' digital strategy a reality, allowing them to be more productive, innovative, and competitive.

Our comprehensive approach to digital transformation, along with our international network, highly skilled and diverse teams ensure our clients lasting results and successful business transformations.

WISEO operates in more than 20 countries, has 3,000 employees, and made **€360 millions** in revenue in 2023.



To find out more,
visit www.viseo.com

ABOUT VISEO

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www.viseo.com

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