



2020 Cask Brand Guidelines

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Vision, Core Focus, Core Values

- **Vision:** Transforming the Way People Work
- **Core Focus**
 - Purpose (aka Mission or Cause or Passion) = To drive impactful outcomes for clients through organizational and technology transformation
 - Niche = Artisan-Engineers that design and deliver extraordinary experiences
- **Core Values**
 - Empathy and Situational Awareness
 - Committed & Accountable
 - Want & Actually Make a Difference
 - Multi-Skilled & High Performing
 - Gravitas & Humility

Cask Values

Actionable and Differentiating

Multi-Skilled and High Performing

Artisan Engineer
Continuous enhancement (self & skill)
Flexible & agile
Self managing

Situational Awareness & Empathy

Seeks to understand
Puts themselves in others shoes
Treats others as you would want to be treated
Mutually beneficial Relationships

Want and Actually Make a Difference

Proactive & Self Motivated
Outcome and results-oriented
Make Cask continually great

Committed and Accountable

Team work
Mission focus
Do what is right
Ownership
Say what you mean, do what you sa

Gravitas and Humility

Strong positive impression & presence
“A” player
Command & confidence
Authentic, not arrogant

Brand

“an associative memory in the brain of the customer which connects the name of the brand with a set of attributes”



The name Cask was chosen for our company to reflect the **transformational technology** of the barrel, which was built by **highly skilled “Artisan Engineers”** called Coopers. The cask was an innovation that fundamentally changed the way grain and alcohol were stored and moved. The same philosophy exists today as we serve our clients with a rare blend of **consultants** – our Coopers – who are **part artist and part engineer** and **transform the way people work**.

Cask is a team of results-focused business and **technology experts** who develop **innovations** on the **ServiceNow platform** to create **business value and customer success**. Cask drives **impactful outcomes** for clients through organizational and technology transformation

The Cask Brand Promise

to drive impactful outcomes for clients through
organizational and technology transformation

Optionally could be: Our Artisan-Engineers (Cask Coopers) will design and deliver extraordinary experiences transforming the way your people work

Optionally could be: Our Artisan-Engineers (Cask Coopers) will “help you transform” the way your people work

The Importance of this Guide

Use these assets and guide to accurately communicate the Cask visual identity and voice

Representing the "brand" is more than a logo. It is more than words.

Looking and sounding "on-brand" is more than using the logo.

If you are going to develop an associative memory in the brain of the customer, you need to be mindful of the visual, emotional, and tangible elements that make up the brand's messaging, tone and visual identity.

Only when you combine all of the core elements and guiding principles of the brand will you be distinctive and immediately associated with Cask. This guide will help familiarize you with these elements and assist you in producing dynamic and powerful communications.

02 Cask Proven Process

Mark's Graphic?
TAP?

The Cask Proven Process

03 Visual Identity

Master Logo
Logo Space
Logo Variations
Use Examples
Never, ever, do this
Size and positioning
Co-branding
Color Palette

Master Logo





Logo Space



Logo Variations



White Gradient*



Black Gradient



White Solid**

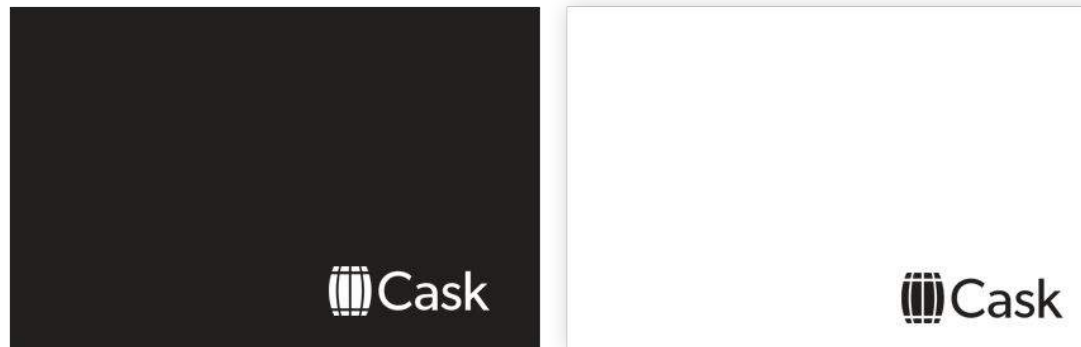


Black Solid**

*Ensure there is adequate contrast between the background and logo when using the white gradient logo, otherwise use the solid white logo.

** Use the solid color variations for any logo application that is too small to clearly define the gradient in the barrel staves.

Logo Use Examples



Never, ever, do this!



Size and Positioning

Co-Branding

When using the Cask logo in conjunction with another logo, use the pipe symbol - | - between the logos, and ensure adequate spacing between each logo and the pipe symbol.

Correct



Incorrect



Color Palette

Primary Palette

These are the core colors that give us our personality and reinforce our brand values. By predominantly sticking to these three colors, all materials will be consistent and Cask communications easier to recognize.

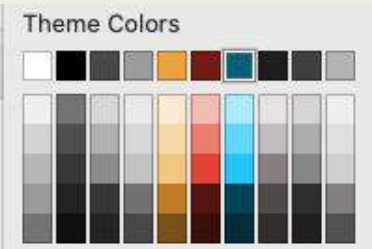


FUEL YELLOW
HEX: #efad34
RGB: 239,173,51
CMYK: 5, 34, 92, 0



VENICE BLUE
HEX: #016986
RGB: 4,105,135
CMYK: 91,50,33,9

Hues are available in Theme Color Dropdown



HEX: #F0BB57
RGB: 240,187,87
CMYK: 5, 27, 77, 0



HEX: #167692
RGB: 22, 118, 146
CMYK: 87, 43, 31, 5



HEX: #F3C269
RGB: 243,94,105
CMYK: 4, 24, 69, 0



HEX: #32849C
RGB: 56,132,156
CMYK: 80,36,30,2



HEX: #F6D28F
RGB: 246,210,143
CMYK: 3, 17, 50, 0



HEX: #4891A7
RGB: 72,145,167
CMYK: 73,30,28,1



HEX: #F9E0B5
RGB: 249,224,181
CMYK: 2, 11, 32, 0



HEX: #73ABBB
RGB: 115,171,187
CMYK: 56,19,22,0



HEX: #FBF0DB
RGB: 251,240,219
CMYK: 1, 4, 14, 0



HEX: #D1E3E9
RGB: 209,227,233
CMYK: 17,4,6,0

Color Palette

Secondary Palette

These colors can be used to support the primary color palette and to create variation when necessary. Never use the secondary colors on their own. They should only be used to compliment the core colors.



REGENT BLUE

HEX: #a3dbe4
RGB: 163,219,228
CMYK: 34,0,10,0



VALENCIA

HEX: #DB504a
RGB: 219,80,74
CMYK: 9,83,73,1

Tertiary Palette

Should be applied in a very LIMITED MANNER and should not be applied as large fields of color.



FRINGY FLOWER

HEX: #a3d7bb
RGB: 163,215,187
CMYK: 36,0,33,0



ATLANTIS

HEX: #90c73e
RGB: 144,199,62
CMYK: 49,0,100,0



VIKING

HEX: #78c0e0
RGB: 120,192,224
CMYK: 50,8,5,0

Color Palette

Secondary Palette

These colors can be used to support the primary color palette and to create variation when necessary. Never use the secondary colors on their own. They should only be used to compliment the core colors.



REGENT BLUE

HEX: #a3dbe4

RGB: 163,219,228

CMYK: 34,0,10,0



VALENCIA

HEX: #DB504a

RGB: 219,80,74

CMYK: 9,83,73,1

Color Palette

Text Elements

These colors can be used to support the primary color palette and to create variation when necessary. Never use the secondary colors on their own. They should only be used to compliment the core colors.

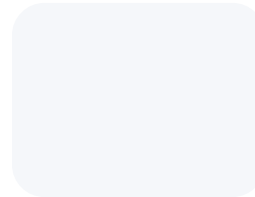
Block Level Elements

These colors can be used to support the primary color palette and to create variation when necessary. Never use the secondary colors on their own. They should only be used to compliment the core colors.








TUATARA

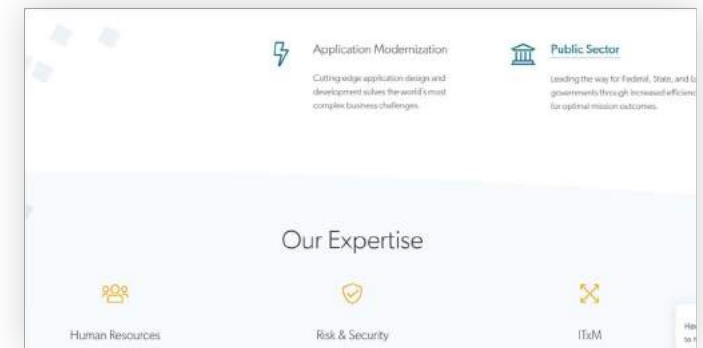
HEX: #a3dbe4
RGB: 163,219,228
CMYK: 34,0,10,0



CATSKILL WHITE

HEX: #f5f7fa
RGB: 245,247,250
CMYK: 3,1,0,0

	HEX: #373737 RGB: 55,55,55 CMYK: 69,62,62,55
	HEX: #4C4C4C RGB: 76,76,76 CMYK: 65,58,57,38
	HEX: #5F6060 RGB: 95,96,96 CMYK: 62,53,53,24
	HEX: #878787 RGB: 135, 135, 135 CMYK: 49,41,41,5
	HEX: #D7D7D7 RGB: 215,215,215 CMYK: 15,11,11,0



Color Palette

Gradients

Should be applied in a very LIMITED MANNER and should not be applied as large fields of color.



FIREFLY

HEX: #0b252f
RGB: 11,37,47
CMYK: 90,69,57,65

50%

MATISSE

HEX: #1c6b8b
RGB: 28,107,139
CMYK: 88,51,30,7

04 Typography

Primary Typeface
Secondary Typeface
Use of Bold

Primary Typeface

The primary typeface is Helvetica Neue.

- Bold Headline text is Helvetica Neue bolded
- Sub-Headline text is Helvetica Neue Medium
- Body Copy is Helvetica Neue Light

Secondary Typeface

Use of Bold

Use Bold Headline text to lead off sections of text, for headlines, titles, etc.

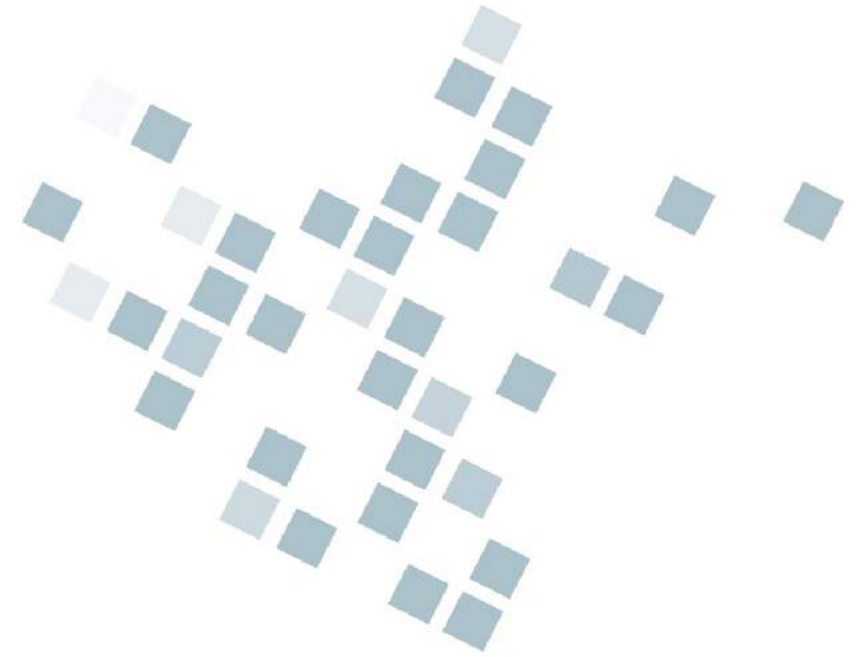
Use Medium for sub-headlines of text that support the headline.

Use Helvetica Neue Light for standard copy

Graphics

Dots Transformation Graphic

This graphic can be used on the sides as a design element. It is meant to convey transformation.



Cask Barrel Curve

This graphic can be used on the tops and bottoms of slides as a design element. It mirrors the curve of the Cask barrel.

Iconography

Cask uses the icon set from Font Awesome.

Photography

Photos should be modern and reflect diversity.



Transparencies

06 Messaging and Voice

Messaging and Voice



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Key Messaging

What is Cask

A results-oriented business and technology consulting firm

Why we exist

We help customers execute effectively and enable transformation, using our deep domain experience and technology expertise.

What we do

- Design, develop and deliver and manage business and technology solutions
- Provide consulting to enable high performing operations and execution across organizations and in programs
- Provide expert business and technology consulting services across multiple domains including: Program Management, Service Management, GRC, Cyber Security, HR, and ITBM
- Enable transformation through Organizational Change Management
- We serve Enterprise-size customers in the Public Sector and the Global 2000

Testing

Key Messaging (continued)

Why it is relevant

- Clients have unique needs and require specialized experience and individualized or “tailored” capabilities
- Clients seek to mitigate risk by engaging service firms that have the benefit of repeatability - “been there / done that”
- Clients need solution designs and implementations that:
- Produce measurable outcomes
- Drive user adoption and behavioral change
- Clients require comprehensive solutions, not point

How we are different

- Our combination of deep domain experience and technology expertise allow us to deliver solutions that change, grow, and operate the business more efficiently and effectively
- We provide end-to-end capabilities for customers (business process design and automation, technology, implementation, ongoing operational support)
- We operate well in highly-regulated industries with complex procurement and compliance rules
- We have GSI capability with small business agility and specialist expertise

Core Values

Empathy and Situational Awareness

- Seek to understand
- Put ourselves in “other people’s shoes”
- Treat others as we like to be treated

Committed and Accountable

- Remain committed to mutually beneficial outcomes
- We say what we mean, we do what we say
- We do what is right
- Work together as a team, stay focused on the mission

Want to, and Actually do make a Difference

- Proactive and self motivated
- Outcome and results-oriented

Multi-skilled and High Performing

- Like a true Cooper - Artisan-Engineers
- Continuous enhancement (self & skill)-
- Flexible & agile, self managing, strong contributors

Gravitas and Humility

- Have presence, leave strong positive Impressions
- Demonstrate command & confidence - not arrogant
- Be authentic

Cask Short Description (150 characters)

Cask is a results-oriented business and technology consulting firm that helps organizations change, grow and run their businesses at levels previously thought not possible.

Cask Long Description (1,000 characters)

Cask is a results-oriented business and technology consulting firm that helps organizations change, grow and run their businesses at new levels – previously thought not possible. Our team is a rare blend of experienced business consultants and artisan engineers. This unique combination enables our customers to embrace organizational change, adopt transformational technology solutions and operate their business generating optimal results.

We design, develop, and deliver and operate solutions to help customers transform and manage their organization. We provide expert consulting services across multiple domains including:

- Program Management
- Service Management
- GRC
- Cyber Security
- HR
- Finance

We enable transformation through Organizational Change Management and reinforcement.

We serve Enterprise-size customers across the Public Sector and the Global 2k. Our clients engage us because we have the benefit of repeatability – we have “been there, done that”. Our clients need solution designs and implementations that produce measurable outcomes and drive user adoption, behavioral, and business change

Cask – What We Do

Cask is a results-oriented business and technology consulting firm. We help customers execute effectively and enable transformation, using our deep domain experience and technology expertise.

SERVICES



CxO Advisory



Cyber Security



**Program Support &
Engineering Services**



**Business & Technology
Transformation**

SOLUTIONS



Customer Service



Human Resources



**Governance, Risk, &
Compliance**



IT Operations



Business of IT



Cyber Security

Cask – Services

Cask provides consulting services to enable high performing operations and execution across organizations and programs. We serve enterprise-size customers in the Public Sector and the Global 2000



CxO Advisory

- Business of IT Costing
- Acquisition Support Solutions
- Procurement Management
- Outsourcing/Insourcing Advisory & Support



Cyber Security

- Cyber Posture and Readiness
- Cyber Security Consulting
- Cyber Program Management
- Cyber Security Assessment & Testing
- Cyber Security Operations and Staffing



Program Support & Engineering Services

- Program Support and Operations
- Business Analysis
- Engineering Support
- Project Management
- Staff Augmentation
- Large Scale System Integration Projects
- Acquisition Support



Business & Technology Transformation

- Organizational Design
- Organizational Change Management
- Project Execution
- Value Realization
- Metrics, KPIs, Success Measurement
- User Experience
- Governance

Cask – Solutions

Cask can Design, Implement, and Deliver Business and Technology Solutions across multiple domains. Our Artisan Engineers bring deep domain expertise and industry best practices, along with strong partnership with our clients to create a rare blend of Strategy, Solutions, and Success.



Customer Service

- Customer Service Management Platform Transformation
- B2B Solutions
- B2C Solutions
- Portal and User Experience



Human Resources

- HR Case Management & Transformation
- Enterprise Onboarding and Transitions
- Contingent Labor Management
- Portal and Employee Experience



Governance, Risk, & Compliance

- Risk Management
- Audit Management
- Policy and Compliance Management
- Quantitative Risk Management Support



IT Operations

- IT Operations Staffing and Execution
- Configuration Management
- Software License Management
- Cloud Management
- IT Service



Business of IT

- Business Management
- IT Transformation
- IT Business Management/Financial Management
- Technology Business Management
- Project/Portfolio Management Consulting
- Demand Management



Cyber Security

- Security Incident Response & Management
- Security Vulnerability Management
- Threat Intelligence
- Cyber Security Operations and Command
- Pen Testing Management

Cask Creative Brief

Overview

Cask was created a decade ago and the name was chosen to reflect the transformational technology of the “cask”, which was built by highly skilled “Artisan Engineers”. That same philosophy exists today as we bring a rare blend of consultants, who are part artists and parts engineers that transform businesses to new levels of innovation never thought possible. Today, in the year 2018, Cask has grown to be a collection of business segment and cooperative companies that include:

Cask

- Business Services
- Federal Solutions
- Enterprise Solutions

Stave

Pinao

Cask Logo

- The Barrel

The barrel is a significant element of the company branding referencing how **artisan engineers** designed and built the cask. The cask was an **innovation**. It is reflective of a **structured process** to get a desirable end result and represents a **transformational** activity. The Cask staves utilize a monochromatic gradient to reflect such “transformation”.

The Font

The font for the Logo is Gibson, a humanist sans serif typeface designed in 2011 by Canadian designer Rod McDonald. While not a dramatic departure from the original Cask logo font, it provides a more modern fresh image without the serif.

The Colors

The color of the icon extends the brand heritage of Cask with a burgundy that is exemplified through the transformation process of wine making, but also is a warm and inviting palette born out of red, which universally represents “energy”, “passion” and “love” for what we do.

The complimentary dark gray is a compliment with warm tones that provide depth and contrast to the burgundy. The extended palette is also diversified, yet warm, friendly tones that have a bright value to reflect the positive energy.

The Logo

Color



Black



White



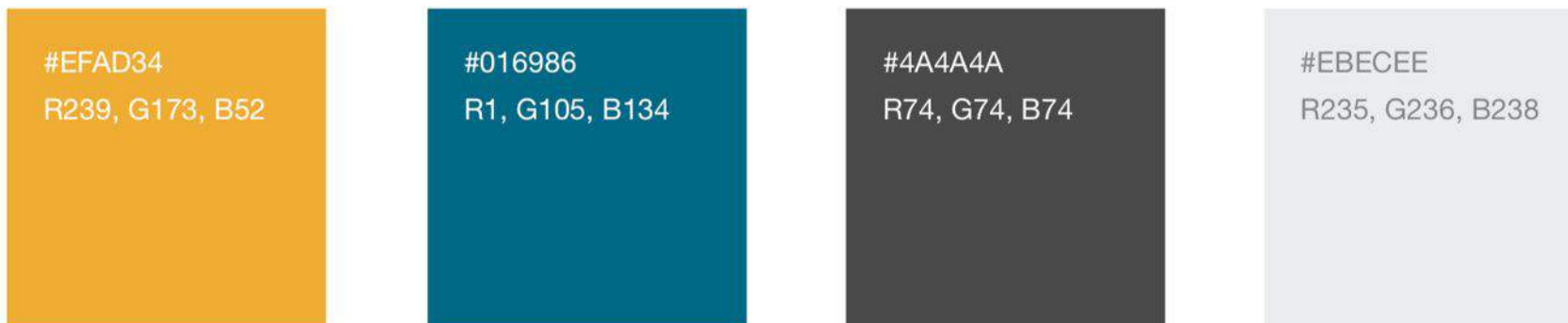
Logos can be found on Google Drive at: <https://drive.google.com/drive/folders/1uM43QP6pv3hE3QZw95Hczj-2upC2XgzI>

Color **Pallet**

Primary



Secondary



Typeface

Helvetica Neue

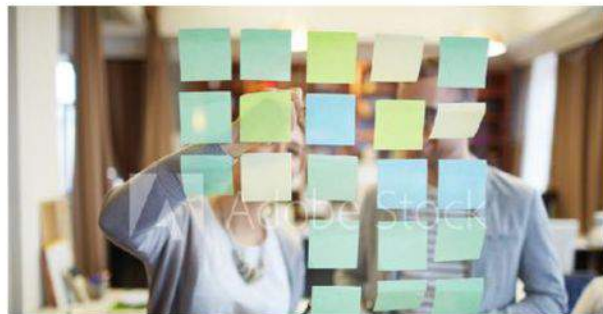
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

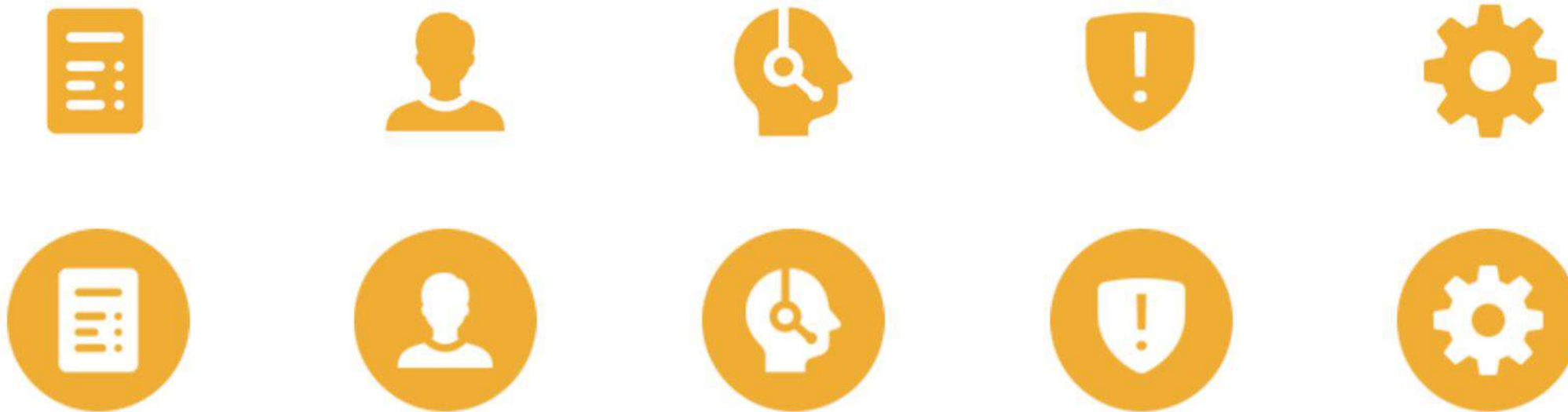
Sample Photography

Imagery is light and refreshing, featuring unique angles and emphasizing the use of people in the workplace collaborating and solving problems. Use of circle graphics, 16x9 aspect ratio or clean with no borders feels personalized, seamless and modern.



Sample Iconography

Icons are bold and strong with minimal detail and can be featured independently or placed inside a circle leveraging the brand color palette.



Icons can be found on Google Drive at:

Sample Iconography

Icons are bold and strong with minimal detail and can be featured independently or placed inside a circle leveraging the brand color palette.



Icons can be found on Google Drive at:

Sample **Iconography**

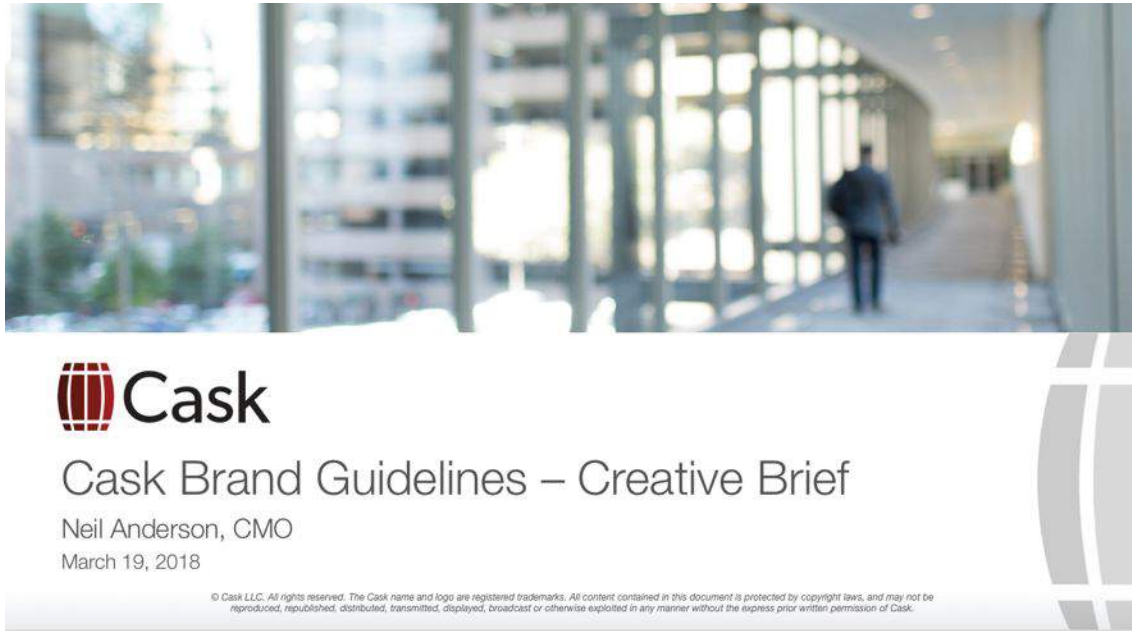
Icons are bold and strong with minimal detail and can be featured independently or placed inside a circle leveraging the brand color palette.



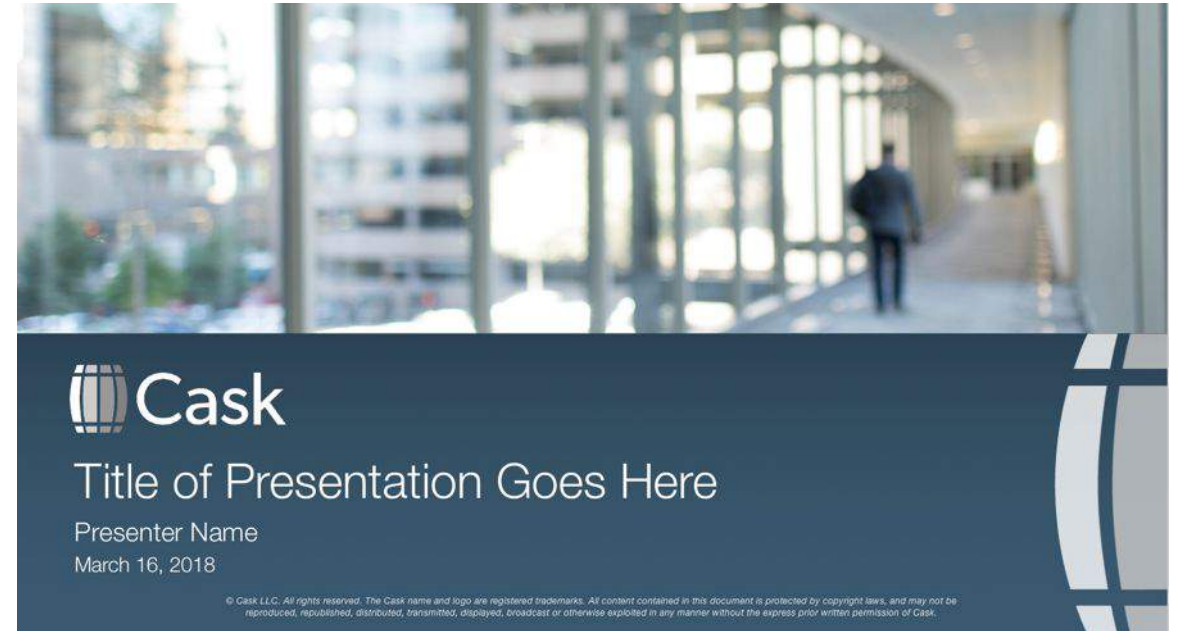
Icons can be found on Google Drive at:

Presentation Templates

Light



Dark



Presentation Templates can be found on Google Drive at:

Brand Patterns

Transparency

Transparency is incorporated into the website through use of overlays and graphical panels over imagery.



Brand Patterns

Angle

We leverage the angles of the barrel as a design element to reinforce Cask's unique “perspective” or “angle” on how we approach solutions as transformational experts.



Circles

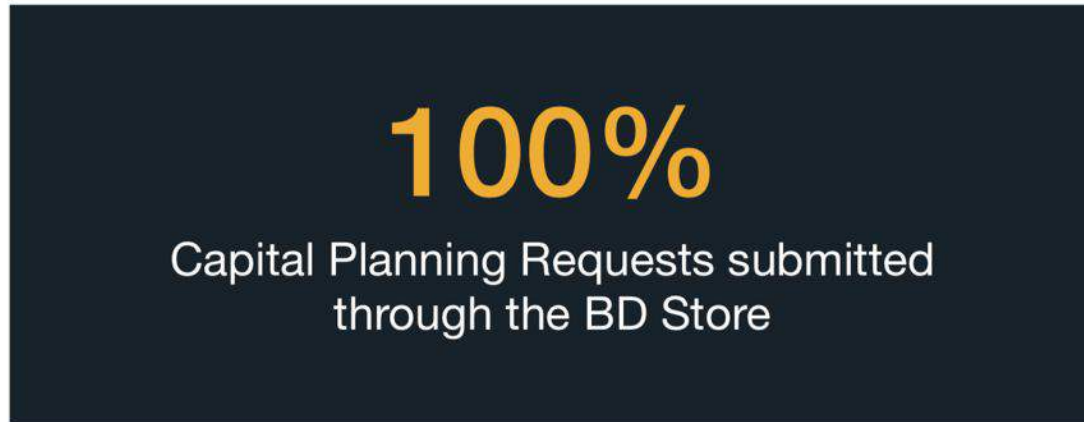
Circles can be effective as a focus and tie in with the circular nature of the barrel for imagery as well as showcasing icons, results and status.



Brand Patterns

Bold Messaging

Messaging should be short, concise and high contrast over light or dark background.



100%

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Brand Patterns

Buttons

Thin outline rectangular button style, clean and crisp with a prominent highlight color.



Horizontal Line

As seen throughout this deck, we incorporate thin horizontal line as a design element to delineate information in a clean and sophisticated way.

Cask **Overview**



We Solve Complex Business Problems

Help customers deliver value through an innovative implementation approach to solve complex problems and meet business goals

Enable and accelerate decision making and implementation, reduce risk, and ensure successful performance



Strategic, Functional & Transformational Expertise

We empower our customers and enable organizational and digital transformation

We have strong domain expertise in functional IT disciplines and business transformation



End-to-End Technology Lifecycle Management

We focus on strategic initiatives ensuring investments in technology provide the required return on investment through the ongoing management and operation of those investments

Cask Overview

- What makes us unique?

- Dedicated Practice Areas with Deep Expertise



User
Experience



GRC /
SecOps



Customer
Service
Management



Human
Resources



Organizational
Change
Management



IT Business
Management

Industry Credentials

FORRESTER®

Forrester Wave™: North American ITSM Implementation Services, Q2 '14



Cask received the highest ratings for:

- Client Feedback on Overall Satisfaction
- Service Quality
- Account Management
- Pre-built IP and Accelerators
- Investment to Support Strategy
- ITSM Services Growth (Year over Year)

- Cask is one of only 5 consulting firms in the world to be named an Axelos Accredited Consulting Partner (ACP)
- Cask is the only consulting firm in the United States to be named an Axelos ACP



Customer Sampling (Enterprise)

Healthcare



Higher Education



Insurance/Utilities



Energy



Financial Services



Consumer Goods



Technology



Government



Businesses **Count on Cask**

150+

Top Tier Billable Management
Consultant & Growing

120+

Enterprise & Federal
Customers

10

Offices Across the United States,
Europe and Asia

8.6

Average Customer
Satisfaction Score

35

Fortune 500
Customers

22

Different Industries
Supported

10

Core
Partnerships

80%

Billable Resources with
Clearances