



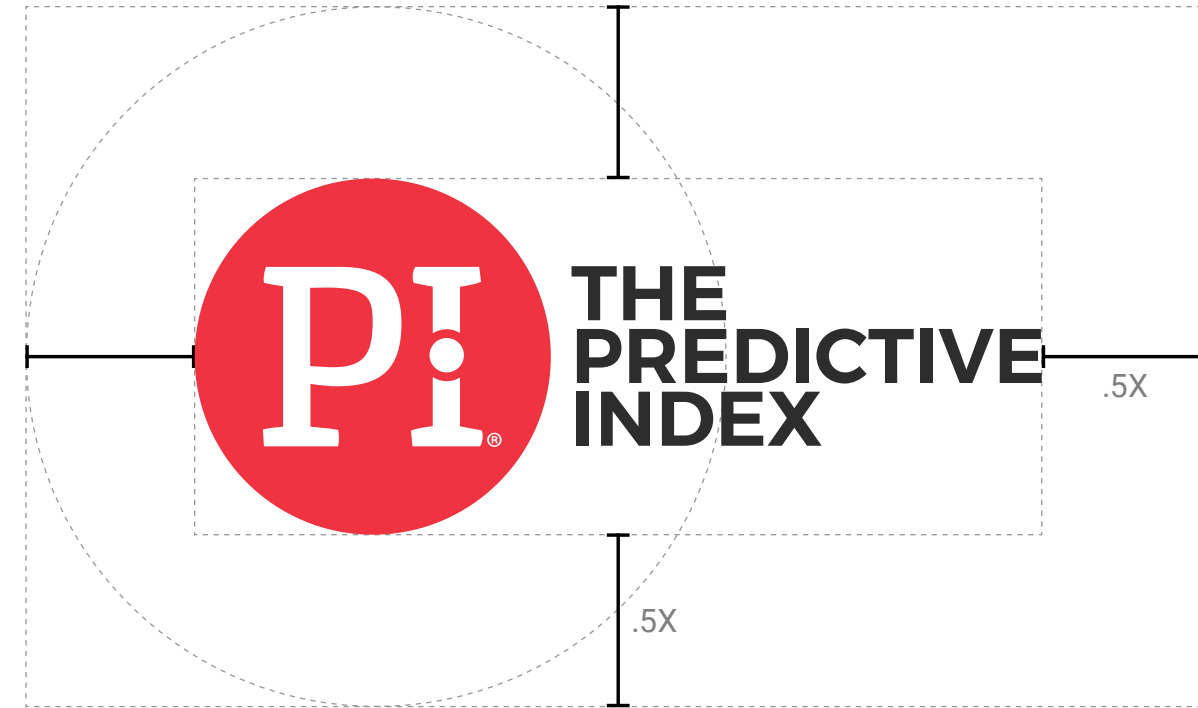
# Logo

The PI logo is our symbol of powerful transformation and a positive way forward. It's a power-up, a beacon, and a guide. It's instantly recognizable as our company identity.

## Guidelines

- The logo must have a clear space equal to half of the circle diameter on all sides.
- Use only the white version of the logo on background colors that are not within the brand color palette.
- Do not change the colors of the logo.
- Do not attempt to recreate the logo.
- Do not add effects to the logo.
- Do not crop the logo.

Printing the logo on merchandise (sweatshirts, water bottles, decals, and more) must be approved by the Brand Team.



### PRIMARY LOGO



### BUTTON LOGO



# Company Name

The full official name is The Predictive Index, never “Predictive Index” or “TPI” on its own. The abbreviated “PI” letters can be used as long as the full name is used prior.

## Approved names:

- The Predictive Index
- PI
- PI [Product Name]

## Prohibited names:

- TPI
- PI Boston
- PI Worldwide
- Praendex Inc.
- Predictive Index

✓ **The Predictive Index**

✗ **the Predictive Index**

✗ **\*Predictive Index**

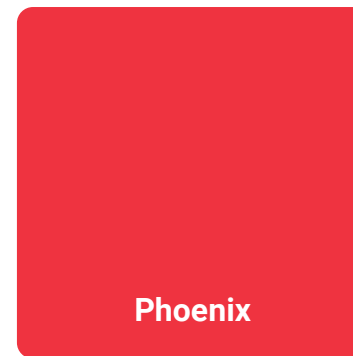
✗ **PI Worldwide**

\*Removing “The” from the company name is only allowed on social handles, website URLs, or when it is used as a descriptor (ex: This platform is a Predictive Index product).

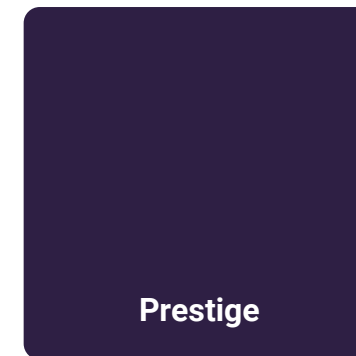
# Colors

Using color properly is one of the simplest ways to make sure our materials reflect a cohesive brand. These are the main colors we use in marketing materials, web, and UI.

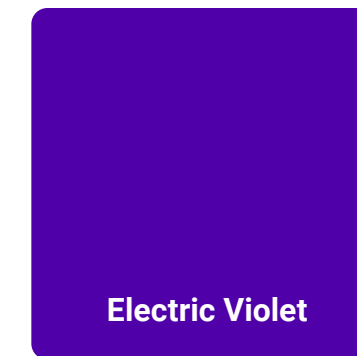
## PRIMARY COLORS



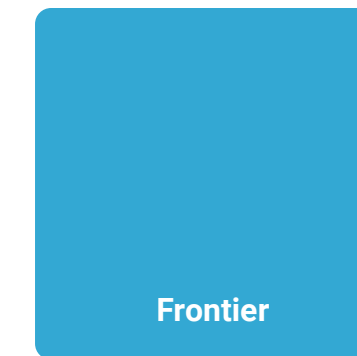
CMYK: 0 | 79 | 73 | 6  
RGB: 239 | 51 | 64  
#EF3340



CMYK: 32 | 54 | 0 | 73  
RGB: 46 | 31 | 68  
#2E1F44

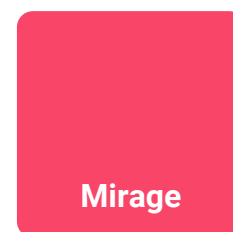


CMYK: 52 | 100 | 0 | 34  
RGB: 80 | 0 | 168  
#5000A8

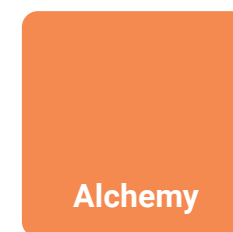


CMYK: 76 | 20 | 0 | 17  
RGB: 51 | 168 | 211  
#33A8D3

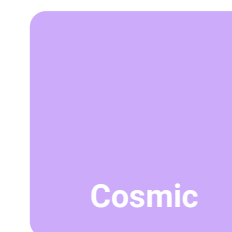
## SECONDARY COLORS



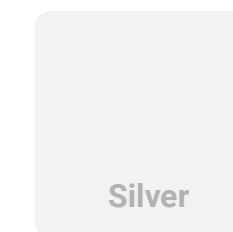
CMYK: 0 | 72 | 58 | 3  
RGB: 248 | 69 | 104  
#F84568



CMYK: 0 | 44 | 67 | 4  
RGB: 245 | 138 | 81  
#F58A51



CMYK: 19 | 32 | 0 | 2  
RGB: 203 | 171 | 250  
#CBABFA



CMYK: 4 | 2 | 2 | 0  
RGB: 242 | 242 | 242  
#F2F2F2

## GRADIENTS



#33A8D3  
#5000A8



#F84568  
#5000A8



#F58A51  
#F84568



#2E1F44  
#5000A8

# Typography

Roboto is our primary font, to be used in marketing communications, software UI design, websites, and blogs. It has been chosen for its compatibility and simple style, making things easier to read.

## PRIMARY FONT

**Roboto** is our primary typeface used in headings and body copy.

### HEADINGS

**Roboto Bold**  
**AaBbCc0123**

### BODY COPY

Roboto Regular  
AaBbCc0123

### ACCENT COPY

Roboto Light  
AaBbCc0123

## SECONDARY FONT

**Arial** is our web-safe font for when Roboto is unavailable.

# Brand Tone & Behavior

As leaders in the transformative discipline of talent optimization, PI owns our category with professionalism and authority. We have a grand vision, and we know our clients' success can change the world. With our power and drive for change, we are wise, encouraging, aspirational, and purposeful. See examples on the following pages.

## Tone and personality

Personality is an essential part of our brand, and we communicate in a friendly, human nature. As talent optimization thought leaders, we may also have our own personal brands that incorporate elements that are unique to our own voices and personalities. However, when we are writing specifically for the PI brand, we must work together to project a single, consistent and coherent voice and messaging structure.

**Wise**

not stuffy

**Encouraging**

not chummy

**Aspirational**

not excessive

**Purposeful**

not childish



# WISE

## not stuffy

We are confident in our understanding of human behavior in the workplace. Our tools provide insights and solutions that amaze and empower, and we have built the foundation of talent optimization over 65 years of scientific validation and rigor. We are proud of our knowledge and we maintain a level of excitement. To resonate with our audience, we avoid fancy, formal language in favor of simple, direct language.

“Be smart and mature, but don’t be boring.”

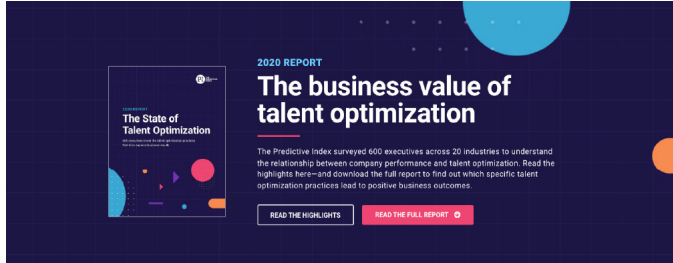

- We hold a mature and intelligent tone, but we are never condescending.
- We are charismatic, and we establish a personal connection.
- We are confident in our knowledge, but we don’t take ourselves too seriously.

“

### COPY EXAMPLES

- ✓ Job candidates really want to be appealing, so they highlight their strengths and hide their weaknesses. Some even flat-out lie.
- ✓ Most companies don’t consider how a new hire will affect the team—and they pay the price.
- ✗ You’re gonna find some liars in interviews. Don’t let them suck you in!
- ✗ Multiple variables in a new hire will result in disengagement and negative outcomes. Do not allow the hire to decrease your ability to build a stronger company.

### VISUAL EXAMPLES

- ✓ 
- ✗ 

# ENCOURAGING

## not chummy

We know how to help, pushing our audience to create a better world through talent optimization. To be taken seriously as a mentor, we do not position ourselves as a playful equal- like best friends or colleagues. Instead, we constantly remind our audience of the long road ahead and their ability to accomplish anything.

“Push them on their journey, but don’t hand-hold.”

- **We are seasoned experts, coaches, drivers of change.**
- **Our purpose is to push clients to be their best, not accept mediocrity.**
- **We are motivators, and we don’t commiserate.**



### COPY EXAMPLES

- ✓ Read the 60-page State of Talent Optimization Report to learn how you too can beat the competition.
- ✓ While having an agreed-upon and well-documented business strategy is mission-critical, business strategies don’t execute themselves; people do.
- ✓ By partnering with PI, you can be one of the few consultants to offer a holistic talent optimization solution that will radically transform your clients’ companies.
- ✗ Hey! Nice to see you again. Check out our awesome new report!
- ✗ Business strategies usually suck, and it’s always someone’s fault!
- ✗ If this is for you, let us know. We are always looking for kick-ass partners like you.



# ASPIRATIONAL

## not excessive

We are building a better world, transforming the workplace for good. We have high hopes, leading the charge and transforming the world of work. Setting the bar high doesn't mean being too cool, edgy, and hyperbolic about our statements. We aren't wacky, risky or offbeat, but rather to stand out by offering innovative solutions that change perspective and address problems in a new way.

“Anything is possible, but keep it realistic.”

- **We believe anything is possible, but we don't over-promise.**
- **We are agents of change, but we don't exaggerate for shock value.**



### COPY EXAMPLES

- ✓ If you can grasp these concepts and implement them, your organization will soar to new heights.
- ✓ When culture is aligned with the business strategy, it acts as a catalyst for individual and collective productivity.
- ✓ When they put their people in the right roles, they avoided turnover, toxicity, disengagement, and lost productivity.
- ✗ This concept is the jet fuel that will propel you to the moon and back!
- ✗ When you build a ROCKSTAR culture, your company will explode with creativity!
- ✗ They put their people in the right roles, which lit a match to the barrel of gasoline that was once a boring culture.

# PURPOSEFUL

## not childish

The success of our clients depends on their ability to make well-informed decisions, and it's important to be respectful of that. We are not here to tell jokes or be goofy, nor are we here to reinforce their feelings of boredom or frustration. We want to help to compel customers to understand the possibilities of what they are undertaking, and inspire them with how important this mission is.

“Be helpful and informative.  
Don't make a joke out of it.”

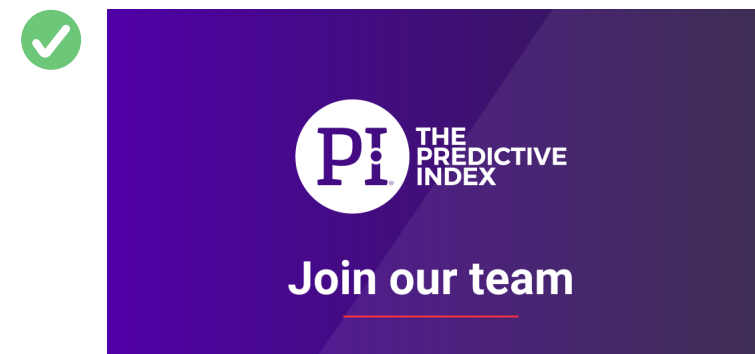
- We communicate clearly, accurately, and honestly.
- We speak conversationally, but we don't tell jokes.
- We have a human touch, and we always have a point.

“

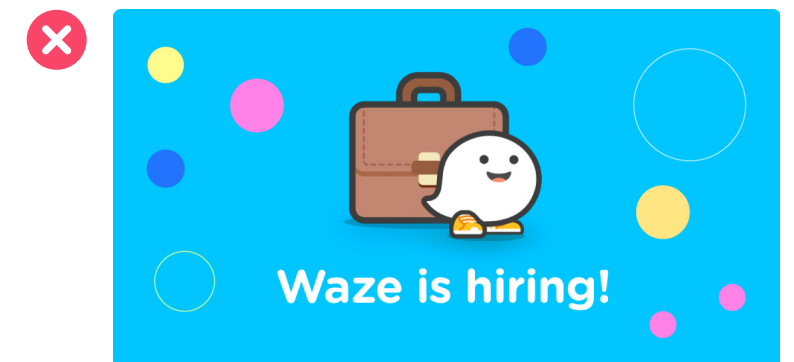
### COPY EXAMPLES

- ✓ After reading this report, you'll understand how to design a talent strategy for maximum impact.
- ✓ Copy and paste the link to quickly send your employees the behavioral assessment link.
- ✓ Strategists are typically most effective when they can balance priorities, think big picture, and anticipate problems.

### VISUAL EXAMPLES



- ✗ Read this report! It's basically the best thing we've ever done.
- ✗ What are you waiting for?! Copy the link, paste in an email, and send it to whoever you want.
- ✗ Watch out for Strategists; they don't mess around.



# Brand Archetype

Brands fit into 12 different identity and tone categories called 'brand archetypes'. The Predictive Index closely aligns with the Magician Archetype.

A Magician brand's purpose is to transform the world into something once thought impossible. It's not a magic trick. **A Magician brand like The Predictive Index uses science and knowledge to build a world its audience once believed to be impossible.** In this case, PI uses a deep understanding of human behavior to engineer exceptional workplaces. With PI's tools, companies transition from a world of assumptions and mystery around talent to a thriving workplace of understanding and productivity. This is all a reality PI's customers are empowered to create for themselves..

The PI brand embodies the Magician Archetype by...

- Maintaining a tone that is wise, encouraging, aspirational, and purposeful.
- Keeping a color scheme that is mysterious, loud, and powerful.
- Building tools that uncover human potential and drive change.
- Empowering a worldwide network of experienced PI mentors.



# Glossary

**The Predictive Index or PI** is the leader in talent optimization that empowers entire organizations to align their people strategy with business strategy for optimal business results. It is a company, not an assessment.

**The Predictive Index software** offers web-hosted access so you can easily administer assessments, pull reports and analyze data on any device.

**PI Design** helps drive business results confidently by using predictive data to design a winning culture.

**PI Hire** helps businesses hire best-fit talent confidently and faster than ever using rich people data.

**PI Inspire** empowers managers to foster high-performing teams and culture.

**PI Diagnose** maximizes productivity by identifying the root cause of disengagement and the fastest path forward.

**PI assessments** are data collection tools that power PI's products that provide insights on behavioral drives, job requirements, and strategic direction.

**Talent optimization** is a four-part discipline used to align business strategy with people strategy. The discipline consists of 4 aptitudes: design, hire, inspire, and diagnose. *\*It is not a proper noun, and should not be capitalized in a sentence.*

**Talentooptimization.org** (the "TO Nation") is the premier spot for connecting with other talent optimizers, learning about the discipline, and experiencing the latest talent optimization content.

**The Ultimate Guide to Talent Optimization** walks users through the four aptitudes that make up talent optimization, preparing them for a certification exam.

**The Talent Optimization Maturity Model** is a diagnostic tool that measures how competent your business is at talent optimization, and it will isolate problem areas so you know where you need the most improvement.

**OPTIMA** is the leading annual talent optimization conference hosted by The Predictive Index, bringing business leaders together to learn about the discipline.