

Our clients feel supported in their decision-making.  
By the data.  
By the intelligence the data provide.  
And by us...









# CONTENTS

7	Personality
9	Mission
11	Vision
13	Core Values
15	Pillars
17	Voice
19	Positioning
21	Story
23	Visual Identity



# PERSONALITY

Curiosity & Conviction



# MISSION

We empower organizations to optimize their **human capital investments** by providing accurate and actionable **workforce intelligence** objectively derived from reliable data.



# VISION

To provide organizations and leaders who **care about people** with the evidence to wisely invest in their people.



# CORE VALUES

## **Honesty**

We uncover the truth, tell the truth, and defend the truth—within our own organization; when working with (and for) any of our clients or partners; and in our own personal lives.

## **Humility**

We seek to work as partners in an unpresuming manner.  
We invite collaboration for better understanding as we develop and leverage human capital together.

## **Pioneering**

We explore new frontiers, challenge convention, and innovate to strengthen workforce cultures in powerful ways.



# BRAND PILLARS

## **Investigation**

The data will always lead us to the conclusion. As we track and analyze without bias, objectively digging to extract the useful elements, we wait patiently for the answers to reveal themselves.

## **Understanding**

With thoughtful consideration, we approach the problem from the client's perspective.  
We strive to support their initiatives with compassion.

## **Evidence**

We rely on the best available data and research when conducting our work. We seek to discern what facts are important, using them to guide our recommendations and drive results.



# OUR VOICE

is Intelligent  
Confident  
Reassuring  
Empowering  
Down-to-Earth  
Factual  
Approachable  
Trustworthy

is not Arrogant  
Inflated  
Pretentious  
Condescending  
Superior  
Rudimentary  
Crude  
Indifferent



# POSITIONING



We like to work with leaders who believe in company culture and its ability to impact productivity and profitability.

When workforce challenges are evident, suspected or unknown; when programs need to be assessed for effectiveness; and when justification is needed for development programs, we want to provide people-focused organizations and leaders with the evidence to justify more investment in their people.

We are analytical experts. We increase cultural confidence through transparent, unbiased, evidence-based insight and capable analysis of accurate and reliable workforce intelligence.

We make data work for your workforce.



# VISUAL ID

## Imagery

Red Castle brand imagery should always consider the brand pillars and values. Utilize soft wood textures, desaturated colors, and images with singular stand-out elements.

## Fonts

Avenir Light | **Medium** | **Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**Rockwell**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use for all standard body fonts and web content. Utilize font weights for emphasis.

Main logo font, use for titles.

Font sub, use for subtitles.

## Logo

Present the Red Castle logo in color as often as possible. Use black text on light backgrounds and white text on dark backgrounds.

FULL LOGO:



ROOK ONLY:





# OUR PROMISE

Provide **insightful intelligence** and actionable strategies for leaders to be more confident when making investments for their organizations. We do this through rigorous pursuit of answers contained within big data.





BRAND BOOK PRESENTED BY **BLAZE EXPERTS**

©2019 BLAZE EXPERTS LLC. ALL RIGHTS RESERVED