

Programmed Brand Identity Guidelines

Version 4 | May 2026

Hello

These guidelines have been created to support visual consistency across all Programmed branded experiences.

Please contact the Marketing Manager for clarification on any of the rules outlined in these guidelines.



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Programmed Brand Identity Guidelines **Strategy**

Brand framework

CVP longhand	For clients who do not wish to compromise between getting the right outcomes and doing the right thing, Programmed empowers great people to deliver great work.				
Foundation attributes	Quality	Safety	Consistency	Community	Support
Key messages	Excellence and efficiency is the baseline of delivery for our services.	Our people are empowered, acting with integrity and to communicate honestly.	Our specialised experts are proactive in providing customised solutions.	Our national presence ensures continuous support in both metro and regional areas.	
Supporting messages	- Accountable to you - Consistent resources - Capable delivery - Reliable people	- Methodical approach to Safety - Transparent communication - Continuous support - Cultural synergy	- Drive business growth - Industry knowledge - Progressive approach	- Diverse pool of resources - Local expertise and ability - Readily deployable resources	
Brand personality	Genuine and Committed		Caring and Empathetic		Confident and Can Do

Like a person, our brand consists of a diverse but consistent set of traits that supports our positioning.

Brand personality

Brand personality	Genuine and Committed	Caring and Empathetic	Confident and Can Do
Why this personality?	We share a genuine connection to our clients, people and the broader community. We are committed to not only delivering our services with exceptional quality, but we're committed to doing the right thing by our clients and our community.	We share a genuine care and concern for the well being of our people - both inside and outside the organisation. We are always here to support our staff and clients needs, understanding we all have unique circumstances and experiences.	We are confident and resourceful. We help solve problems and maximise opportunities with smart, efficient and effective solutions.
Key considerations	Our clients value our commitment in delivering services in an efficient and timely manner. We are authentic to our culture that places safety and quality at first to ensure are accountable to our customers. Are we: • Delivering to our clients' expectations? • Assuring quality? • Staying authentic to our core values?	Our business starts with people and when we invest with empathy and care, we can be confident in knowing our clients are in safe hands. Are we: • Communicating openly and transparently? • Supporting our people or clients in times of need? • Demonstrating empathy and care?	Our clients rely on us to get the job done efficiently and appropriate to their unique to their business environment. A can do attitude will express our willingness to find customised solutions in a reactive or proactive manner. Are we: • Helping progress our clients' business agenda? • Pro-actively providing solutions? • Staying agile to meet our clients' needs?

Brand story

At Programmed, we've never accepted the status quo. That's what's driven our success, from humble beginnings to one of the largest employers in the country.

Behind jobs big and small.

From conventional tasks to the forward-thinking solutions.

You'll find the people of Programmed.

We are the doers. The fixers. The problem solvers.

Taking extraordinary pride in the work we do.

Uncompromising on safety, always thinking ahead.

Demonstrating care for each other, without losing focus on results.

Delivering with equal parts empathy and efficiency.

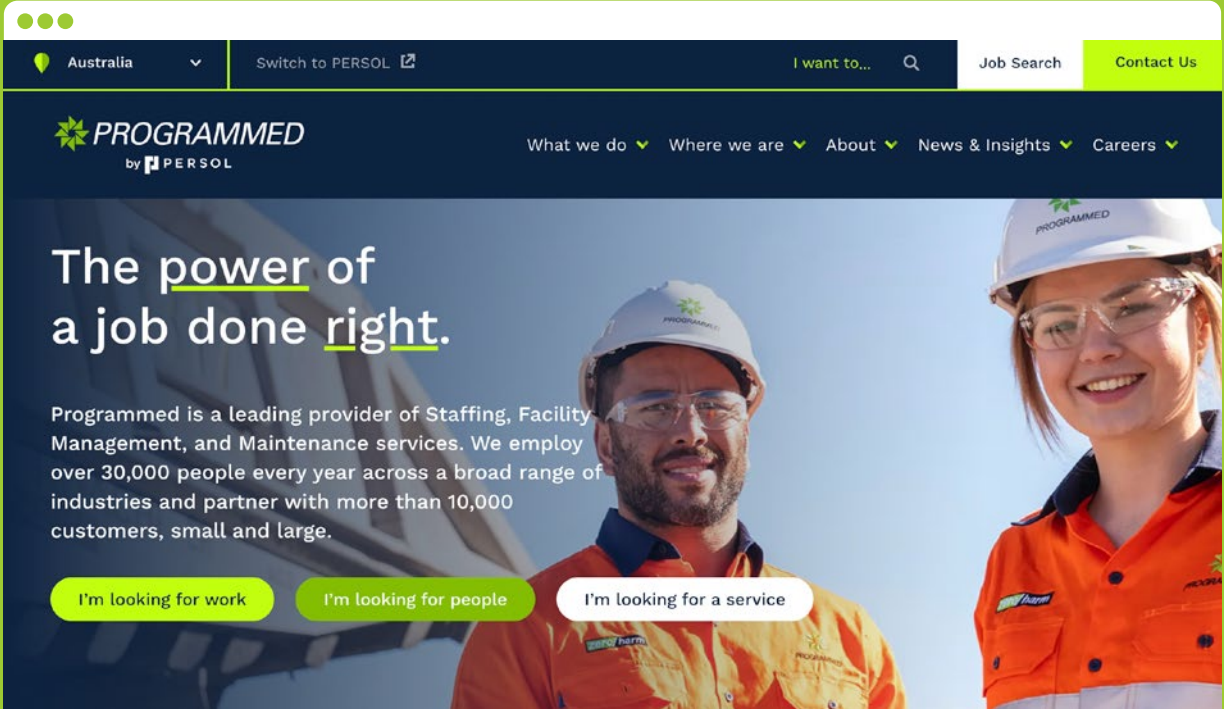
That's how, every day, we seek to redefine what it means to connect our clients and the community we serve - proving that achieving the right outcomes and doing the right thing are not mutually exclusive.

Committed to doing right by each other: empowering our people, giving them the confidence and capability to strive for better.

Committed to doing right by our customers: excellence in delivery, not as the exception, but as the baseline.

Committed to doing right by our community: embracing the belief that great things come from diverse people working together.

Across our team, we do so many things, but when it comes to what we believe in, we are one.



Join a team who's confident and resourceful

To find out more  **programmed**



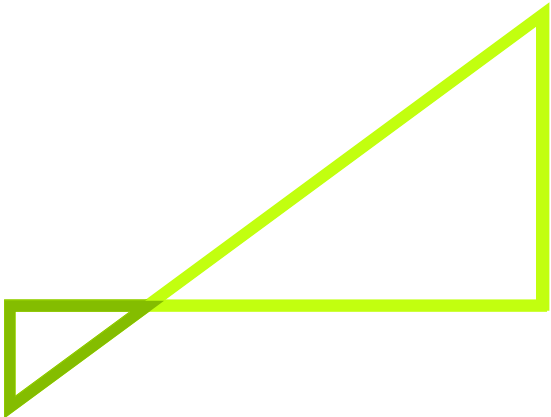
Everything we design starts with our core elements. When used consistently they will enable us to develop a confident, recognisable look and feel across all our communications.

We have developed guidelines covering use of our logo, colour palette, typography, graphic device, photography and design system.

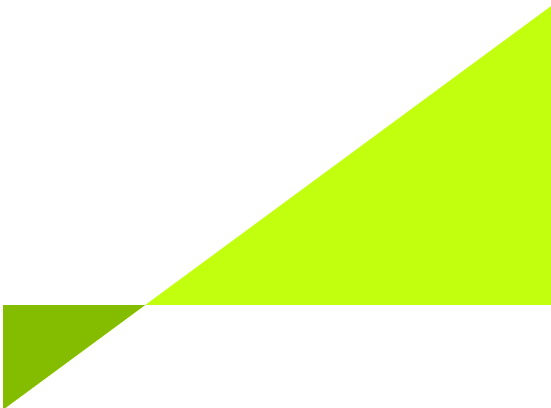
Core elements



Logo



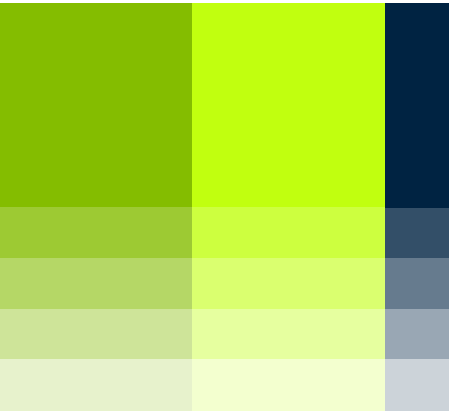
Graphic device – chopsticks



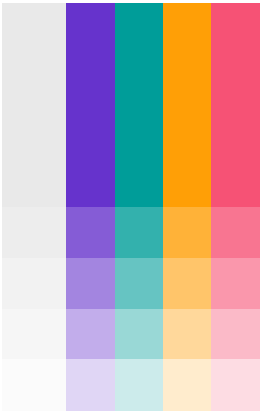
Graphic device – solid

Use of headers across marketing collateral

Typography



Colour



Photography

Programmed Brand Identity Guidelines **Tone of Voice**

To deliver our Brand Personality, copy is crucial. Every word in every headline and copy block needs to focus on our readers and their business. To connect them with our personality, we need to be:

Genuine and Committed – Our readers are time-poor. So, we’re brief. We use short words, short sentence and short paragraphs.

Caring and Empathetic – Our readers want solutions. So, we focus on them. We use the word “You” not “We” and we prefer active language like “Join” “Let’s” and “Imbed”.

Confident and Can do – Our readers want to relate. We have the confidence to use the reader’s vocabulary – not complex technical language.

Personality as principles

Writing principles

Headlines tease the reader into reading further – they don’t need to tell the full story. We use underlines to highlight a maximum of two words in each headline. A good guide is choosing where Programmed has an advantage over our competition.

For example:

- **Great work takes great people**
- **Let’s connect your business to your community**
- **Join a team who’s confident and resourceful**
- **Embrace a genuine concern for everyone’s wellbeing**

Body copy delivers the details of how Programmed solve the pain point our audience is feeling right now. It’s short and conversational. A good tip is to read the copy aloud – if it sounds like we’re talking with our audience, it’s right.

Call to action is a short, punchy sentence telling the reader exactly what to do next. URLs do not need ‘http://www.’ and phone numbers use international formats.

For example:

Call us +61 2 1234 5678

Visit programmed.com.au

Our values

Personal safety leadership	 Personal safety leadership	We display personal safety leadership each and every day. We believe all injuries are preventable. We act to ensure the health, safety and environmental wellbeing of our customers, the public and ourselves.
Care & empathy	 Care and empathy	We show care and empathy for the people around us; our employees, customers and the communities we work in. We respect everyone's contribution by working together to achieve common goals and project outcomes. We believe that everyone comes to work wanting to do a great job. We are prepared to ask "R U OK?" if our colleagues are performing differently.
Customer service	 Customer service	Our people display what we like to call good old-fashioned customer service. We imagine how we would like to be served, if we were the customer. We do what we say we are going to do.
Diversity, inclusion & equality	 Diversity, inclusion and equality	We seek a workforce that is representative of the communities we work in. We strive for a team that reflects a diverse society in consideration of culture, gender, age, sexual orientation and abilities. We recognise the value and importance of attracting, engaging and retaining employees with different backgrounds, experience and perspectives. We aim to create a safe and inclusive environment, where people are treated equally and are free of allforms of discrimination.

Programmed Brand Identity Guidelines

Logo

Logo

Primary and secondary logo

Our Programmed endorsed logo should be presented consistently at all times and maintain cohesion across all brand touch points and expressions. The 'by PERSOL' endorsement should always appear in PERSOL grey.



Primary logo – Horizontal

The horizontal version of the logo is preferred and should be used wherever possible.

Secondary logo – Vertical

The vertical version can be used where the horizontal version would not give as much of an impact.

Never use the Programmed *impeller* separately from the Programmed **endorsed wordmark**. The only instance the impeller can be used on its own is as a favicon on our website and on the back cab on a vehicle, as per the prescribed fleet branding guidelines. The 'by PERSOL' endorsement should always be used together with the Programmed logo.



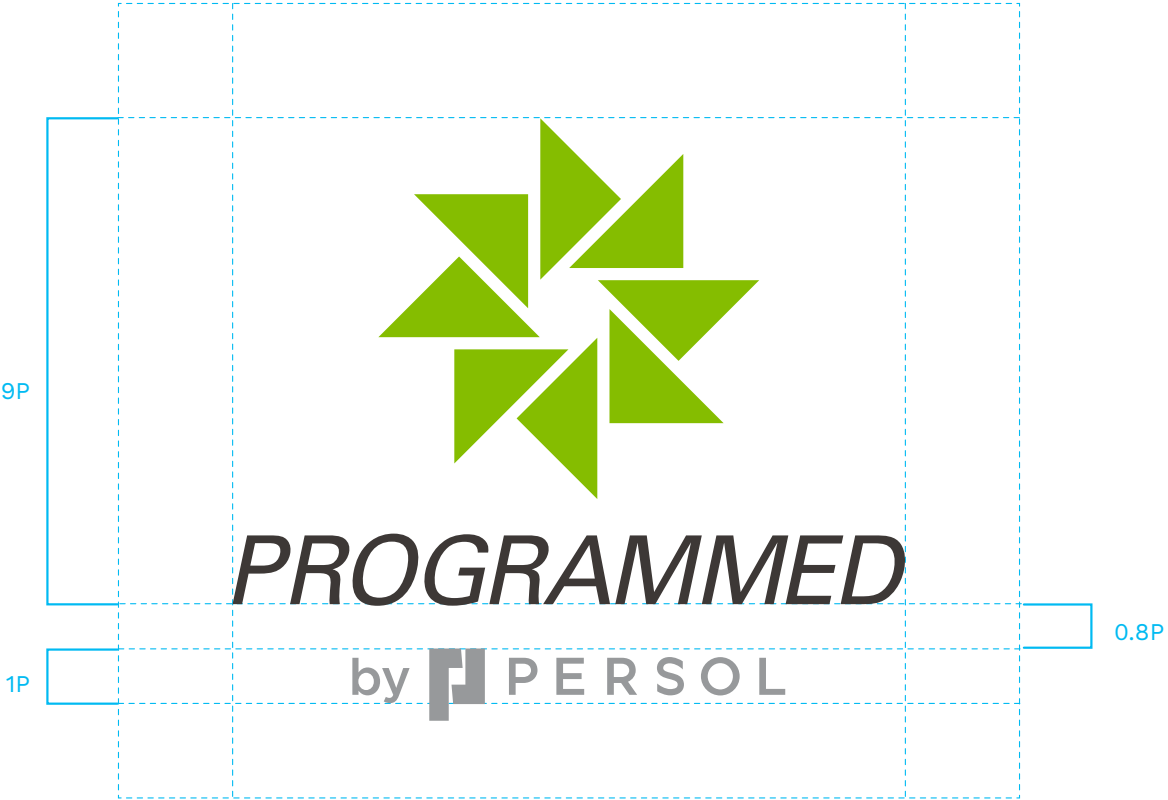
Primary logo – Horizontal
The horizontal version of the logo is preferred and should be used wherever possible.

Secondary logo – Vertical
The vertical version can be used where the horizontal version would not give as much of an impact.

Clear spacing

For clarity and visual appeal, always ensure our logo has plenty of room to breath. No other imagery or ‘non Programmed specific’ type should appear too close to the logo.

The sizing relationship between the logo and the 'by PERSOL' endorsement is based off the endorsement strategy by PERSOL Japan ensuring consistency across the many PERSOL brands in market. The relationship between logo and endorsement is measured by the PERSOL 'P' system.



Primary logo - Horizontal
When using the logo horizontally, a space the width of the impeller should always be maintained around the logo.

Secondary logo - Vertical
When using the vertical logo, a space the height of one of the triangles (▼) within the impeller should always be maintained around the logo.

Print
The minimum size of the horizontal Programmed logo in printed applications is 25mm in width.

Digital
The minimum size of the horizontal Programmed logo in a digital application is 200 pixels in width.

When the logo reaches below 25mm the 'by PERSOL' endorsement drops off and the horizontal co-branding lock-up is applied.

The minimum size that the Programmed logo can be reduced to is 15mm or 120 pixels wide.

Use horizontal co-branding lock-up below 25mm (Programmed logo width)	 Below 25mm
Minimum 25mm 200px	 25mm 200px
45mm	
75mm	 75mm

Measurements are true to size when document is printed in an A4 landscape orientation.

Embroidery
The minimum size of the horizontal Programmed logo in a embroidery application is 100mm in width.

When the logo reaches below 90mm the 'by PERSOL' endorsement drops off and the horizontal co-branding relationship is applied. The minimum size that the Programmed logo can be reduced to is 90mm. PERSOL can stand on its own. The relationship is fixed between the two logos.

Refer to polo shirt embroidery samples in this guide.

Use horizontal co-branding relationship below 90mm (Programmed logo width)



90mm

100mm



100mm

Please note that minimum size requirements for logo embroidery may vary from supplier to supplier. It is essential to confirm the best reproduction standards with your chosen supplier to ensure optimal logo appearance and quality. Care must be taken to verify these details before proceeding with any embroidery job.

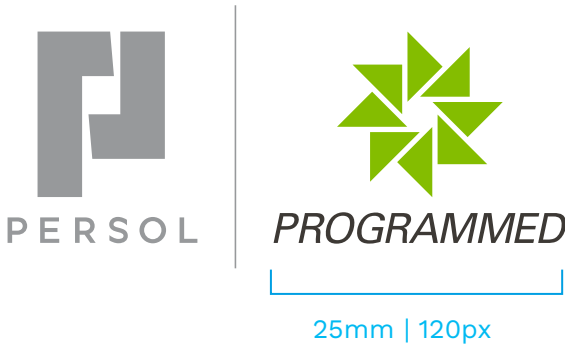
Minimum sizes

Print
The minimum size of the vertical Programmed endorsed logo in printed applications is 35mm in width.

Digital
The minimum size of the vertical Programmed endorsed logo in a digital application is 132 pixels in width.

When the logo reaches below 25mm or 120px the 'by PERSOL' endorsement drops off and the horizontal stacked co-branding lock-up is applied.

25mm | 120px



35mm | 132px



45mm | 170px



Measurements are true to size when document is printed in an A4 landscape orientation.

Logo

Our logo can be reversed on these core colours, and black and white.

Note the colour usage on this page apply to both the primary and secondary logo variations. Use the full colour positive and negative versions as shown.

Colour alternatives



Semi-reversed Colour
Ⓐ This is the preferred alternative to the main logo, for use on darker backgrounds, or coloured backgrounds where the charcoal grey of the logotype does not stand out enough.

Black
Ⓑ This option should only be used when it is not possible to reproduce the logo in colour.

White out
Ⓒ Ⓓ This option should only be used on backgrounds where the green in the impeller does not stand out, such as over a clear area on an image or photograph.

Logo

Our logo is always anchored into the outer points of materials. Primary position is bottom right of a page. The secondary positions are top left or right corners and bottom left.

These rules also apply to the stacked version of the logo. The logo positioning utilises clear space guidelines from **page 16**.

Logo placement



Logo

Do not stretch, distort, tilt or stack the letter forms in our logo.

The logo is to be primarily used in the colours *Programmed Green* and *Charcoal Grey*. Care should be taken to ensure the logo is legible when placing it on a coloured background or photograph.

Rules



Correct use of logo



Do not distort the logo



Do not outline the logo



Do not tilt the logo



Do not put a drop shadow on the logo



Do not place logo on busy photographic backgrounds



Do not place a white logo on light backgrounds

Programmed Brand Identity Guidelines **Sub-brands**

The products, apps, solution and internal initiatives relating to and under direction of Programmed have been distinctly sub-branded in line with our new refreshed brand identity.

Opposite is an overview of Programmed's new branded house.

Brand architecture

Master logomark					
Products, Apps and Solutions					
					
Internal Initiatives					

Sub-brands

ZeroHarm is the outcome we all look to achieve through our on going Safety Leadership and SafeWork Essential initiatives.

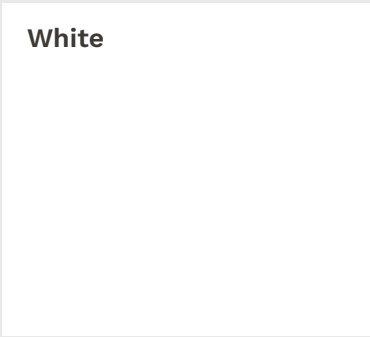
ZeroHarm is not to be used as a locked-up with the Programmed logo, but can appear opposite or in conjunction with the company logo.

Please see the next page for more information.

ZeroHarm branding

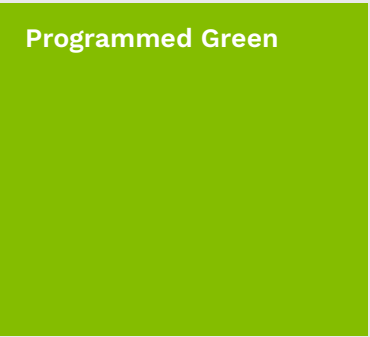


White



HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0

Programmed Green



HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C

Programmed Charcoal



HEX	#3D3935
RGB	61, 57, 53
CMYK	0, 0, 0, 80
Pantone	Black 7C

Please note
Programmed Charcoal is only ever used for our master logotype and body copy text.

Sub-brands

ZeroHarm can stand on its own.
The relationship is fixed between the two logos but are never locked up together.

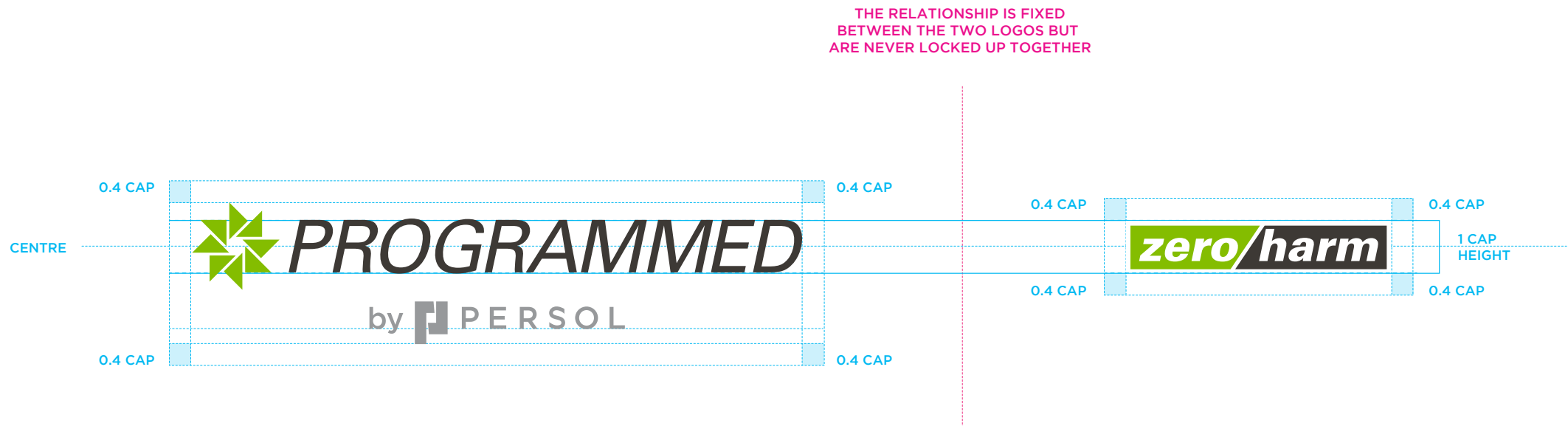
The logos in lock-up are 50/50 equal weighting and centre aligned.
The relationship between logos are measured by the cap height of Programmed logo.

ZeroHarm and our master logo

Example of the relationship between the two logos



Set-up



Sub-brands

Whenever the Programmed and sub-brand logos appear together, we use the horizontal versions (preferred) of each logo.

Where we have more feature led brands such as **Water Academy**, simple usage of Programmed Green in the logos will allow the product brand to sit simply next to the Programmed master logo.

The logos in lock-up are approximately 50/50 equal weighting. The relationship between logos are measured by the cap height of Programmed logo.

Products, Apps & Solutions lock-ups

Example of sub-brand lockup (horizontal versions)



Set-up



Sub-brands

When space is restricted and would result in the horizontal logo appearing too small, we use the vertical versions of each logo (if available).

Where we have more feature led brands such as **Water Academy**, simple usage of Programmed Green in the logos will allow the product brand to sit simply next to the Programmed master logo.

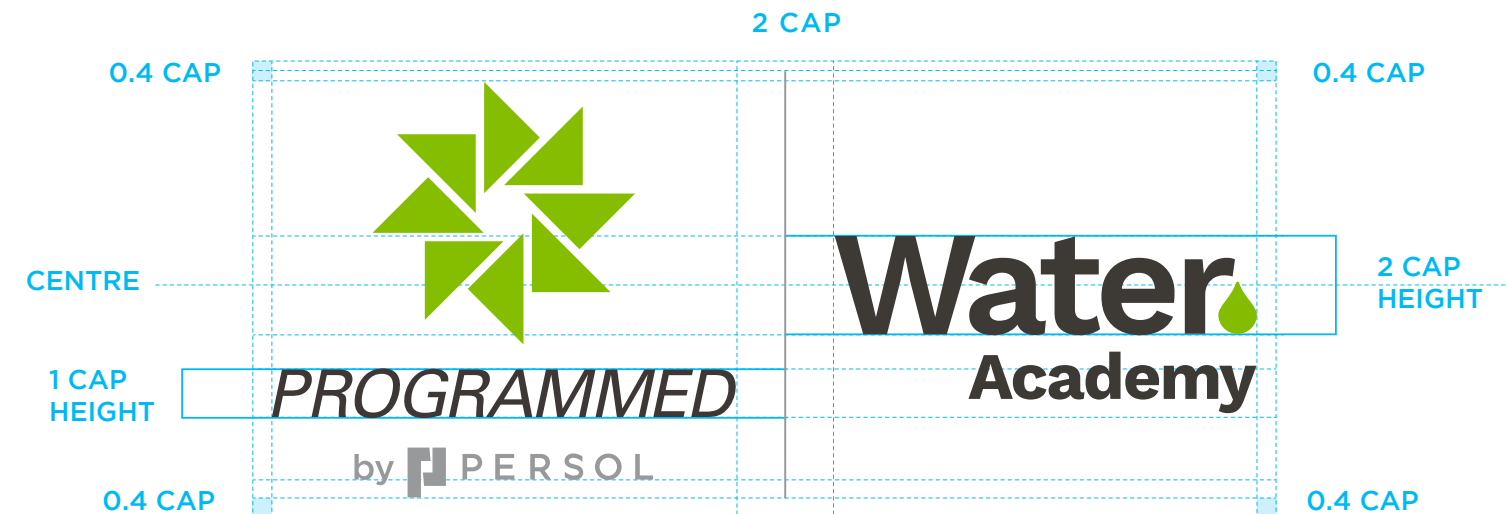
A 40/60 weighting is used for squarer sized logos and they are centre aligned vertically. A 50/50 weighting is used for all other logos. The relationship between logos are measured by the cap height of Programmed logo.

Products, Apps and Solutions lock-ups

Example of sub-brand lockup (vertical versions)



Set-up



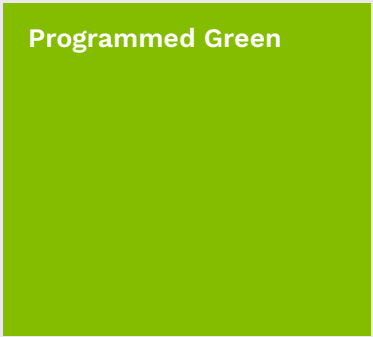
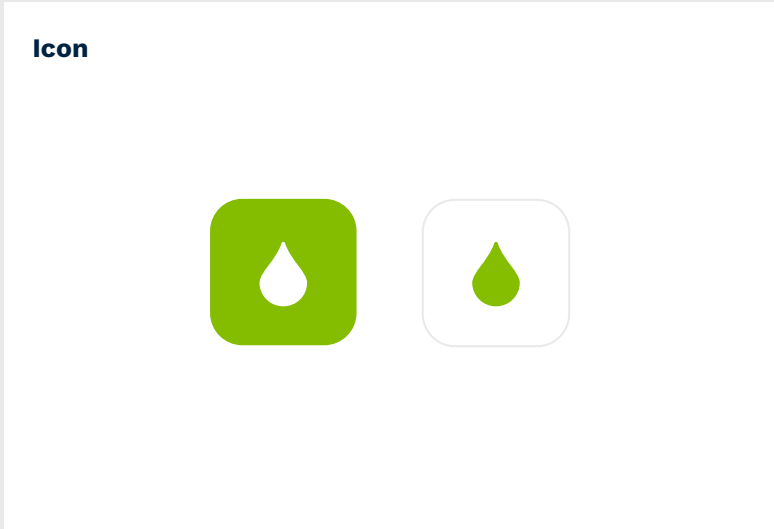
Sub-brands

This guide provides an overview of the creative direction for using the Water Academy logo. It is designed to ensure consistency, clarity and alignment with our overall brand identity.

Whenever the Programmed and sub-brand logos appear together in the single, we use the horizontal versions (preferred) of each logo.

The logos in lock-up are approximately 50/50 equal weighting. The relationship between logos are measured by the cap height of Programmed logo.

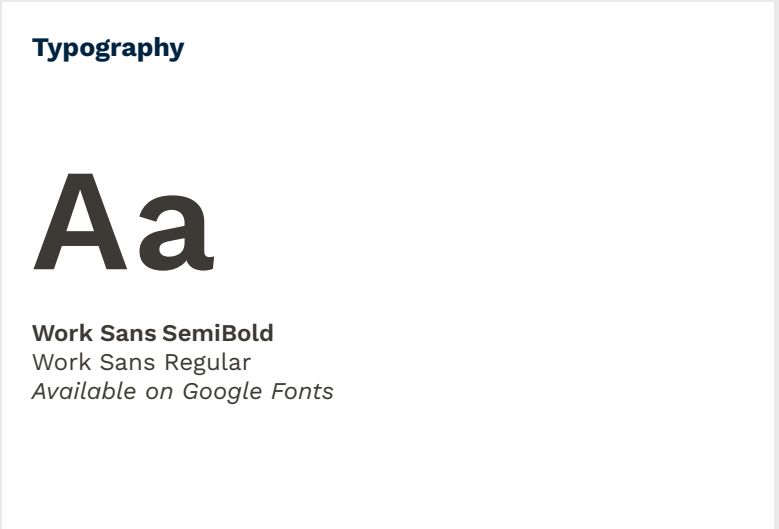
Water Academy branding



HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C



HEX	#3D3935
RGB	61, 57, 53
CMYK	0, 0, 0, 80
Pantone	Black 7C



Please note
Programmed Charcoal is only ever used for our logotype and body copy text.

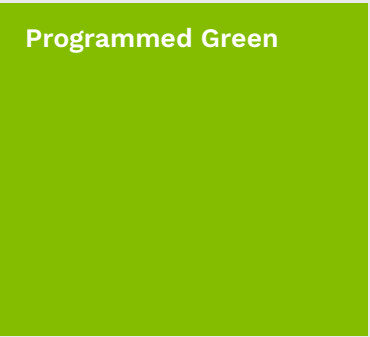
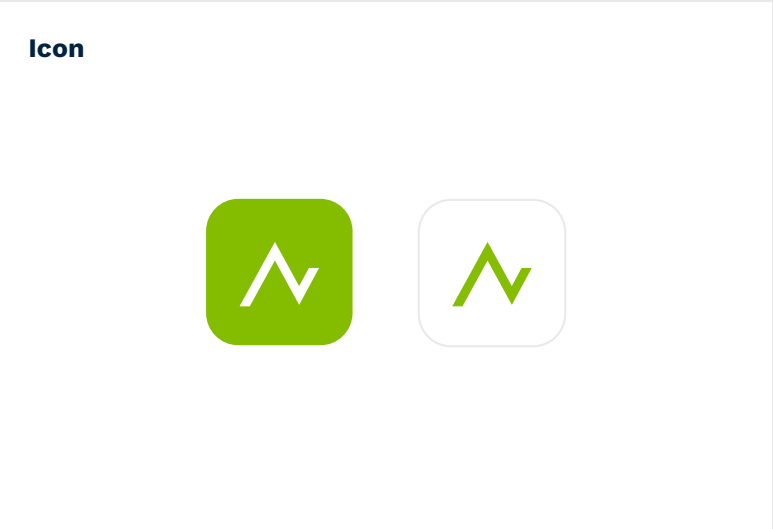
Sub-brands

This guide provides an overview of the creative direction for using the Dashboard logo. It is designed to ensure consistency, clarity and alignment with our overall brand identity.

Whenever the Programmed and sub-brand logos appear together in the single, we use the horizontal versions (preferred) of each logo.

The logos in lock-up are approximately 50/50 equal weighting. The relationship between logos are measured by the cap height of Programmed logo.

Dashboard branding



HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C



HEX	#3D3935
RGB	61, 57, 53
CMYK	0, 0, 0, 80
Pantone	Black 7C

Please note
Programmed Charcoal is only ever used for our logotype and body copy text.

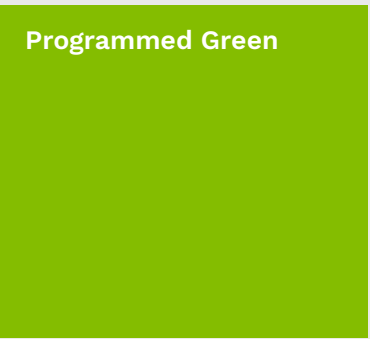
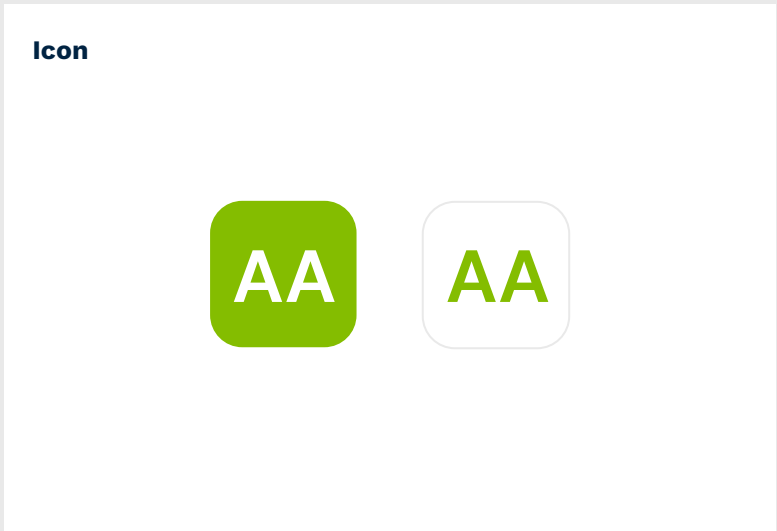
Sub-brands

This guide provides an overview of the creative direction for using the AVAAS logo. It is designed to ensure consistency, clarity and alignment with our overall brand identity.

Whenever the Programmed and sub-brand logos appear together in the single, we use the horizontal versions (preferred) of each logo.

The logos in lock-up are approximately 50/50 equal weighting. The relationship between logos are measured by the cap height of Programmed logo.

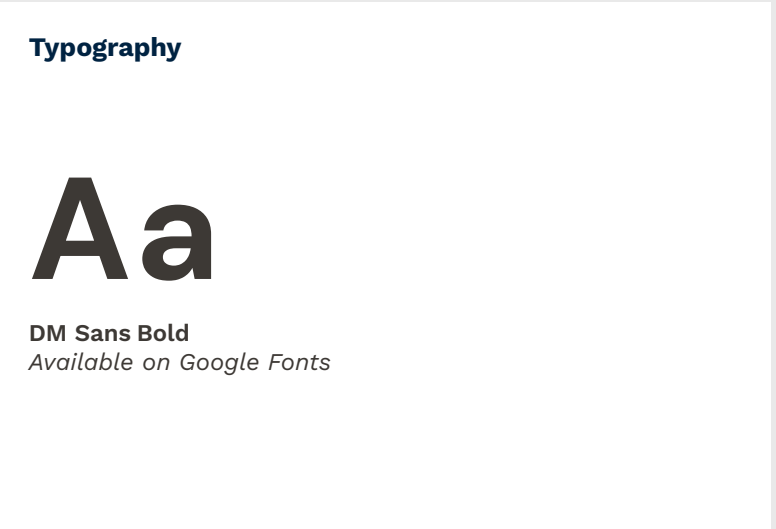
AVAAS branding



HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C



HEX	#3D3935
RGB	61, 57, 53
CMYK	0, 0, 0, 80
Pantone	Black 7C



Please note
Programmed Charcoal is only ever used for our logotype and body copy text.

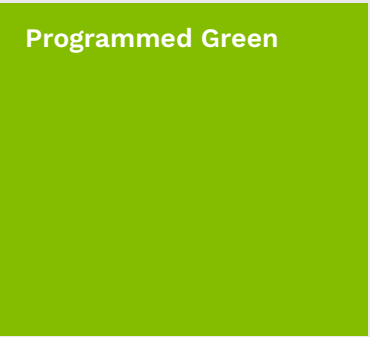
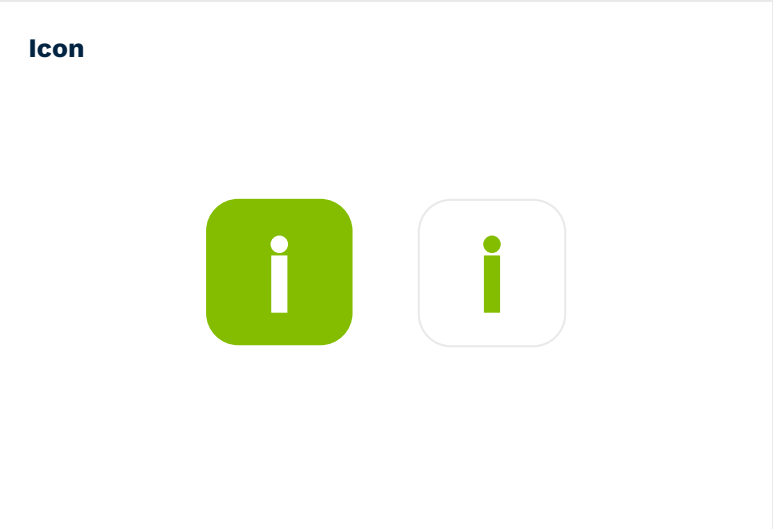
Sub-brands

This guide provides an overview of the creative direction for using the Linc logo. It is designed to ensure consistency, clarity and alignment with our overall brand identity.

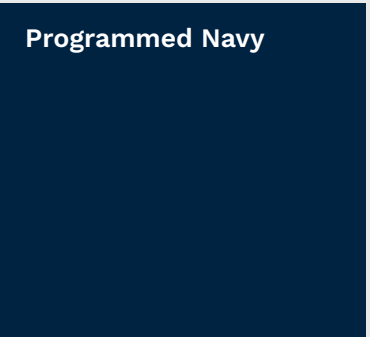
Whenever the Programmed and sub-brand logos appear together in the single, we use the horizontal versions (preferred) of each logo.

The logos in lock-up are approximately 50/50 equal weighting. The relationship between logos are measured by the cap height of Programmed logo.

Linc branding



HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C



HEX	#0C2340
RGB	12, 35, 64
CMYK	100, 76, 12, 70
Pantone	289C

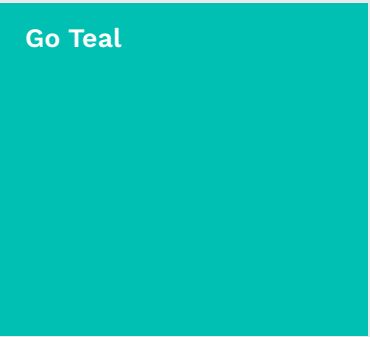
Sub-brands

This guide provides an overview of the creative direction for using the Go logo. It is designed to ensure consistency, clarity and alignment with our overall brand identity.

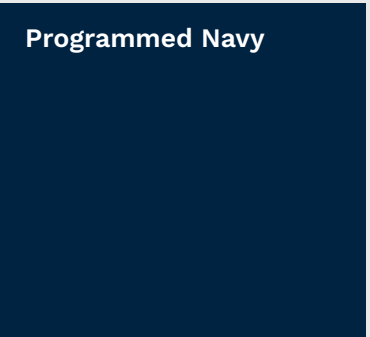
Whenever the Programmed and sub-brand logos appear together in the single, we use the horizontal versions (preferred) of each logo.

The logos in lock-up are approximately 50/50 equal weighting. The relationship between logos are measured by the cap height of Programmed logo.

Go branding



HEX	#00bfb2
RGB	7, 191, 179
CMYK	71, 0, 38, 0



HEX	#0C2340
RGB	12, 35, 64
CMYK	100, 76, 12, 70
Pantone	289C

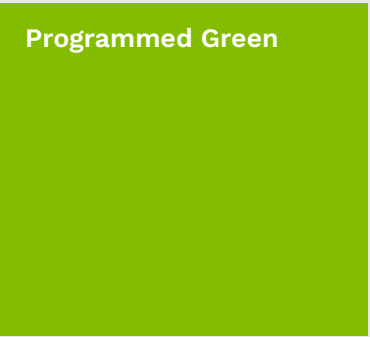
Sub-brands

This guide provides an overview of the creative direction for using the SafeWork Essentials logo. It is designed to ensure consistency, clarity and alignment with our overall brand identity.

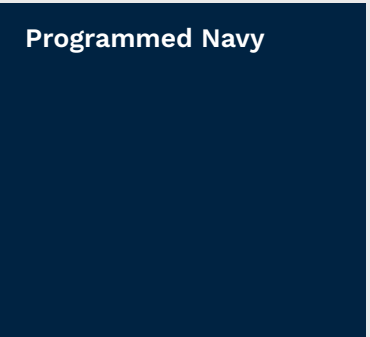
Whenever the Programmed and sub-brand logos appear together in the single, we use the horizontal versions (preferred) of each logo.

The logos in lock-up are approximately 50/50 equal weighting. The relationship between logos are measured by the cap height of Programmed logo.

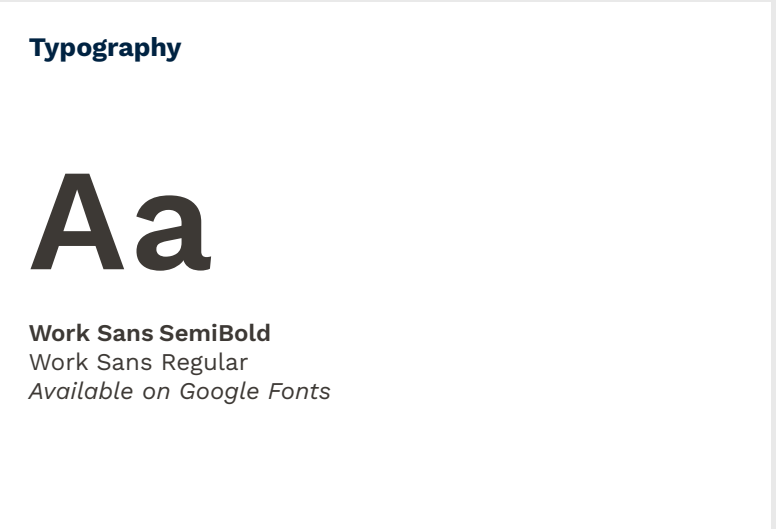
SafeWork Essentials branding



HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C



HEX	#0C2340
RGB	12, 35, 64
CMYK	100, 76, 12, 70
Pantone	289C



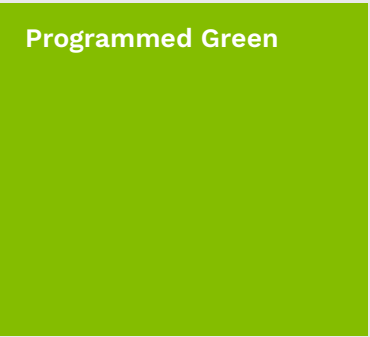
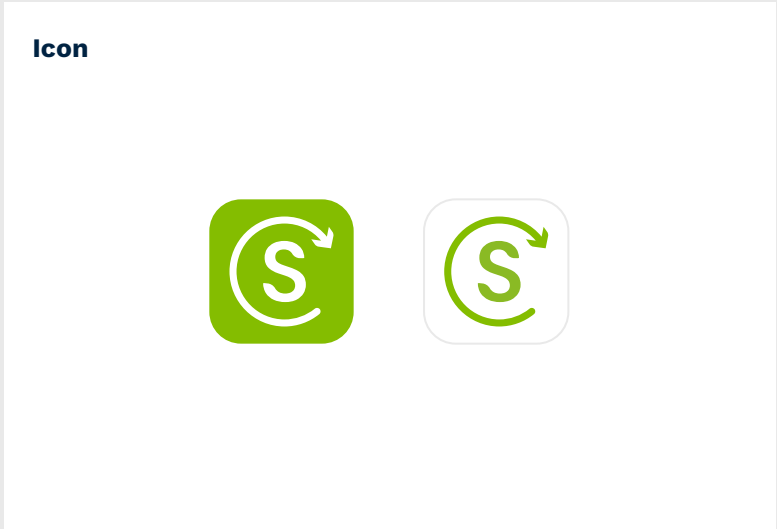
Sub-brands

This guide provides an overview of the creative direction for using the Sustainable Future logo. It is designed to ensure consistency, clarity and alignment with our overall brand identity.

Whenever the Programmed and sub-brand logos appear together in the single, we use the horizontal versions (preferred) of each logo.

The logos in lock-up are approximately 50/50 equal weighting. The relationship between logos are measured by the cap height of Programmed logo.

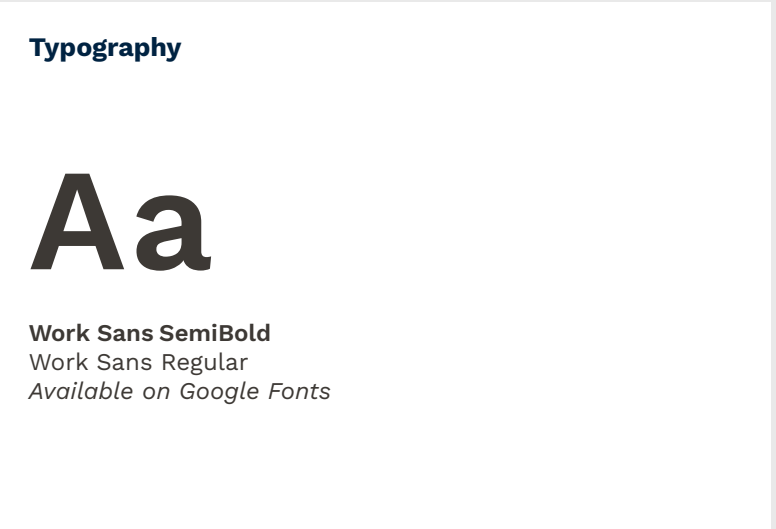
Sustainable Future branding



HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C



HEX	#979CA4
RGB	151, 156, 164
CMYK	44, 33, 29, 0



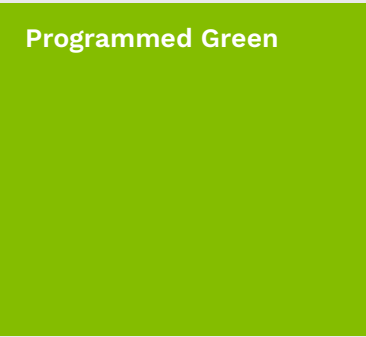
Sub-brands

This guide provides an overview of the creative direction for using the Youth Interchange logo. It is designed to ensure consistency, clarity and alignment with our overall brand identity.

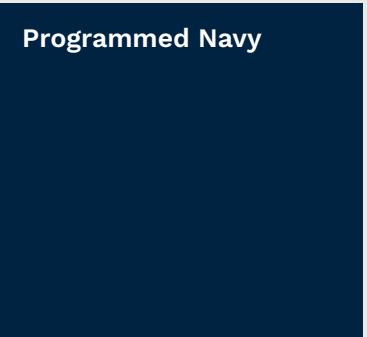
Whenever the Programmed and sub-brand logos appear together in the single, we use the horizontal versions (preferred) of each logo.

The logos in lock-up are approximately 50/50 equal weighting. The relationship between logos are measured by the cap height of Programmed logo.

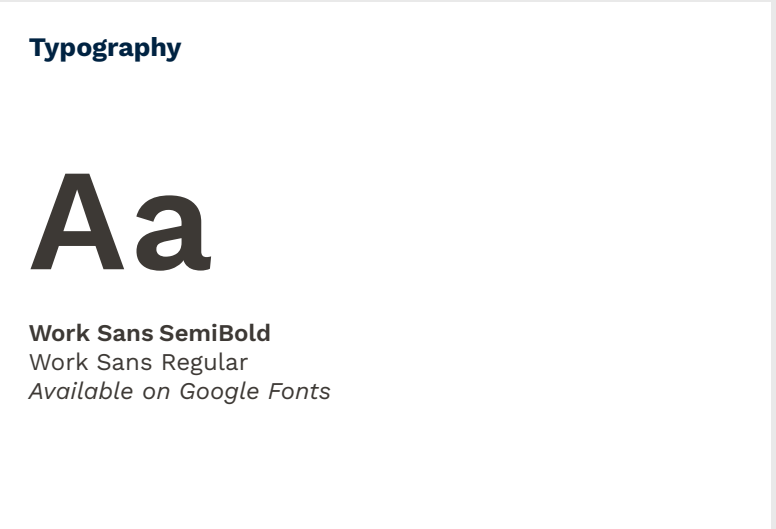
Youth Interchange branding



HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C



HEX	#0C2340
RGB	12, 35, 64
CMYK	100, 76, 12, 70
Pantone	289C

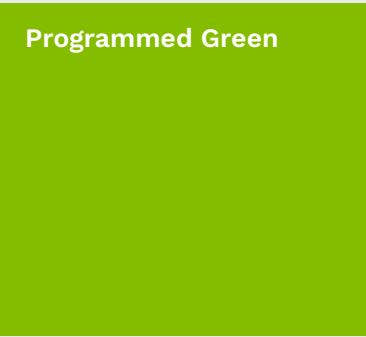
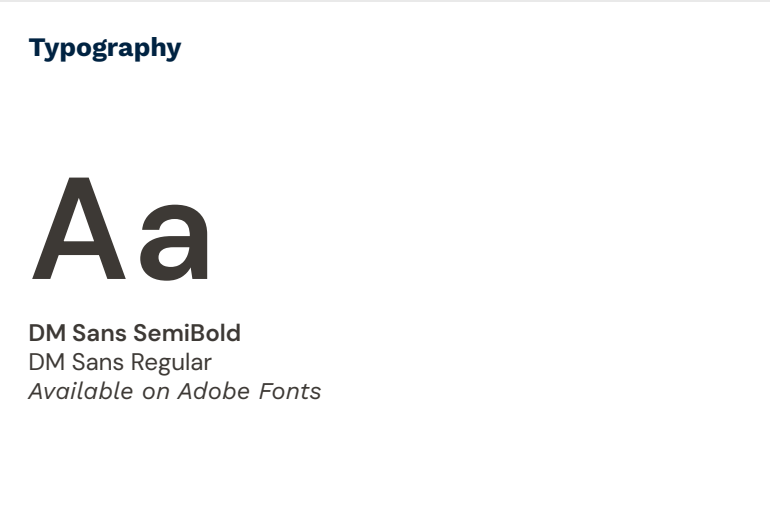
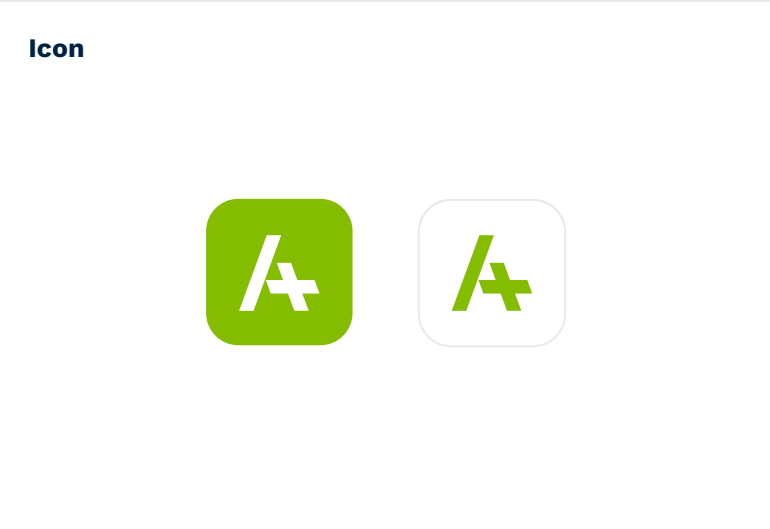


The rules for our internal brands can be a little more relaxed. The challenge of these identities is to stand on their own. This can be achieved with the use of icons and simple pictograms allows for the brand to appear without the Programmed master logo. The proviso that “less is more” and the design should be a clear reflection of the initiative and the key message we are trying to get across is key.

This guide provides an overview of the creative direction for using the Advantage logo in internal materials. It is designed to ensure consistency, clarity and alignment with our overall brand identity.

This logo is for internal use only.

Internal initiative: Advantage branding



HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C



HEX	#3D3935
RGB	61, 57, 53
CMYK	0, 0, 0, 80
Pantone	Black 7C

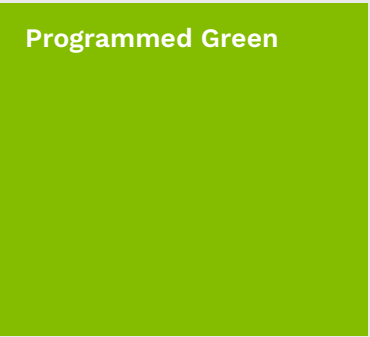
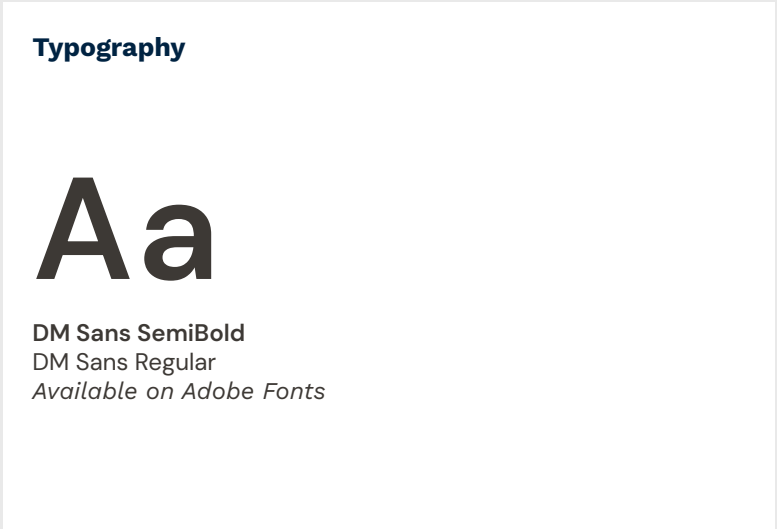
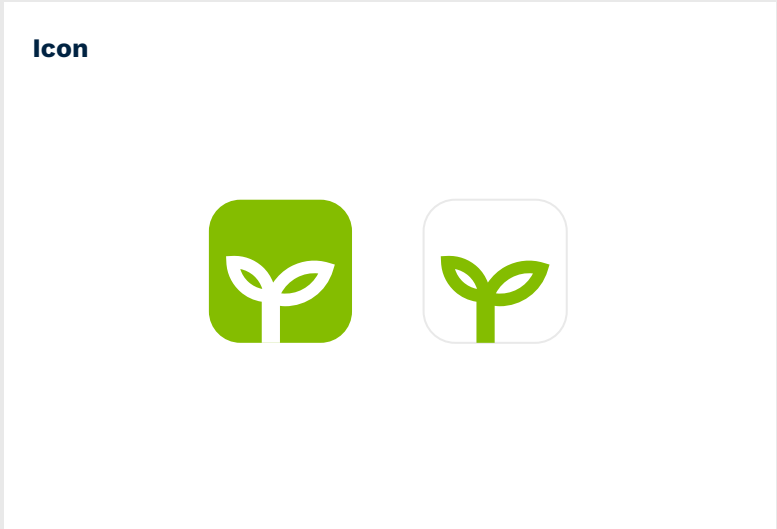
Please note
Programmed Charcoal is only ever used for our master logotype and body copy text.

The rules for our internal brands can be a little more relaxed. The challenge of these identities is to stand on their own. This can be achieved with the use of icons and simple pictograms allows for the brand to appear without the Programmed master logo. The proviso that “less is more” and the design should be a clear reflection of the initiative and the key message we are trying to get across is key.

This guide provides an overview of the creative direction for using the WellBeing Matters logo in internal materials. It is designed to ensure consistency, clarity and alignment with our overall brand identity.

This logo is for internal use only.

Internal initiative: Wellbeing Matters branding



HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C



HEX	#3D3935
RGB	61, 57, 53
CMYK	0, 0, 0, 80
Pantone	Black 7C

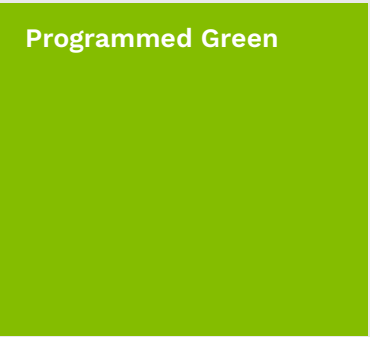
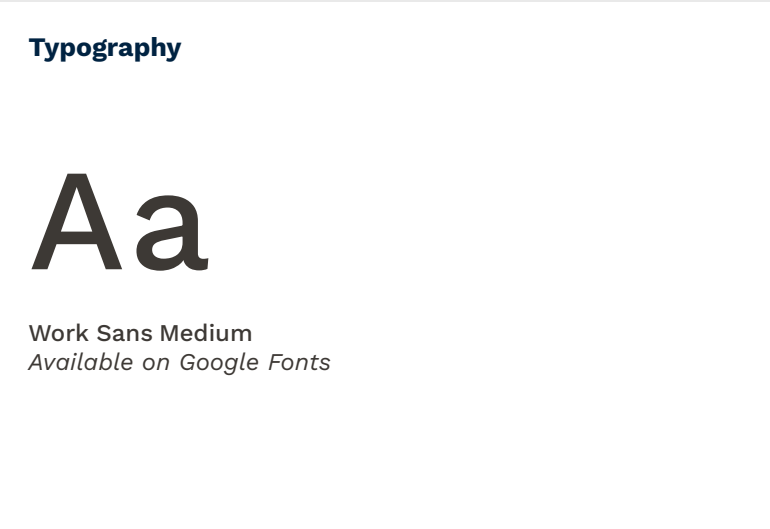
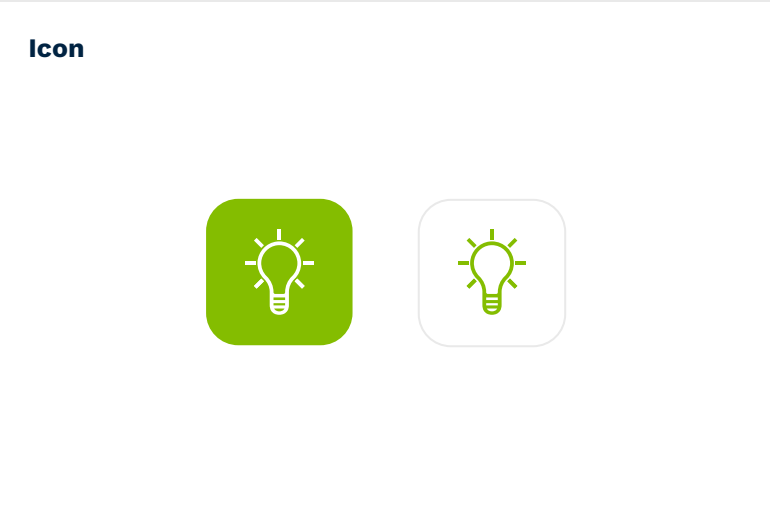
Please note
Programmed Charcoal is only ever used for our master logotype and body copy text.

The rules for our internal brands can be a little more relaxed. The challenge of these identities is to stand on their own. This can be achieved with the use of icons and simple pictograms allows for the brand to appear without the Programmed master logo. The proviso that “less is more” and the design should be a clear reflection of the initiative and the key message we are trying to get across is key.

This guide provides an overview of the creative direction for using the Smart Project logo in internal materials. It is designed to ensure consistency, clarity and alignment with our overall brand identity.

This logo is for internal use only.

Internal initiative: iHub branding



HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C



HEX	#3D3935
RGB	61, 57, 53
CMYK	0, 0, 0, 80
Pantone	Black 7C

Please note
Programmed Charcoal is only ever used for our master logotype and body copy text.

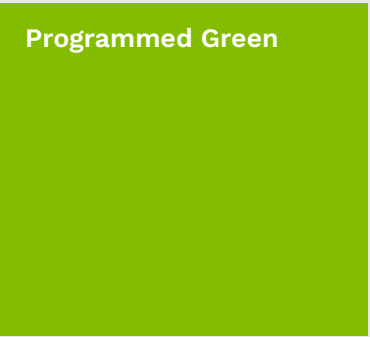
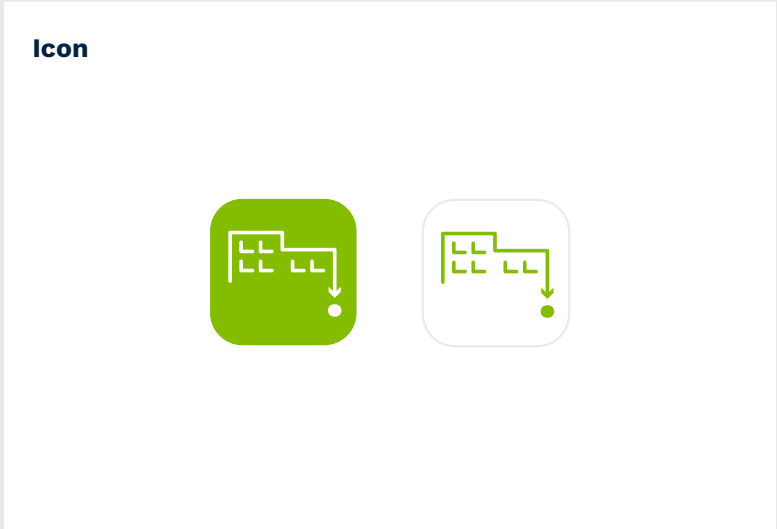
Sub-brands

This guide provides an overview of the creative direction for using the Smart Project logo. It is designed to ensure consistency, clarity and alignment with our overall brand identity.

Whenever the Programmed and sub-brand logos appear together in the single, we use the horizontal versions (preferred) of each logo.

The logos in lock-up are approximately 50/50 equal weighting. The relationship between logos are measured by the cap height of Programmed logo.

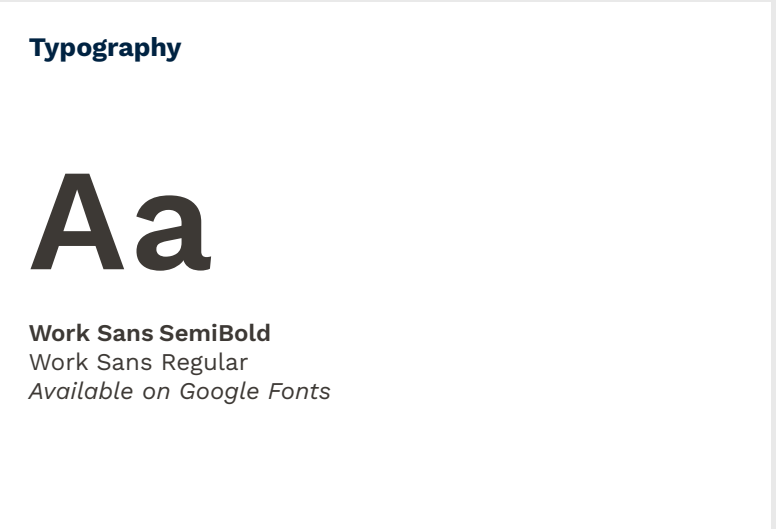
Internal initiative: Smart Project branding



HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C



HEX	#3D3935
RGB	61, 57, 53
CMYK	0, 0, 0, 80
Pantone	Black 7C

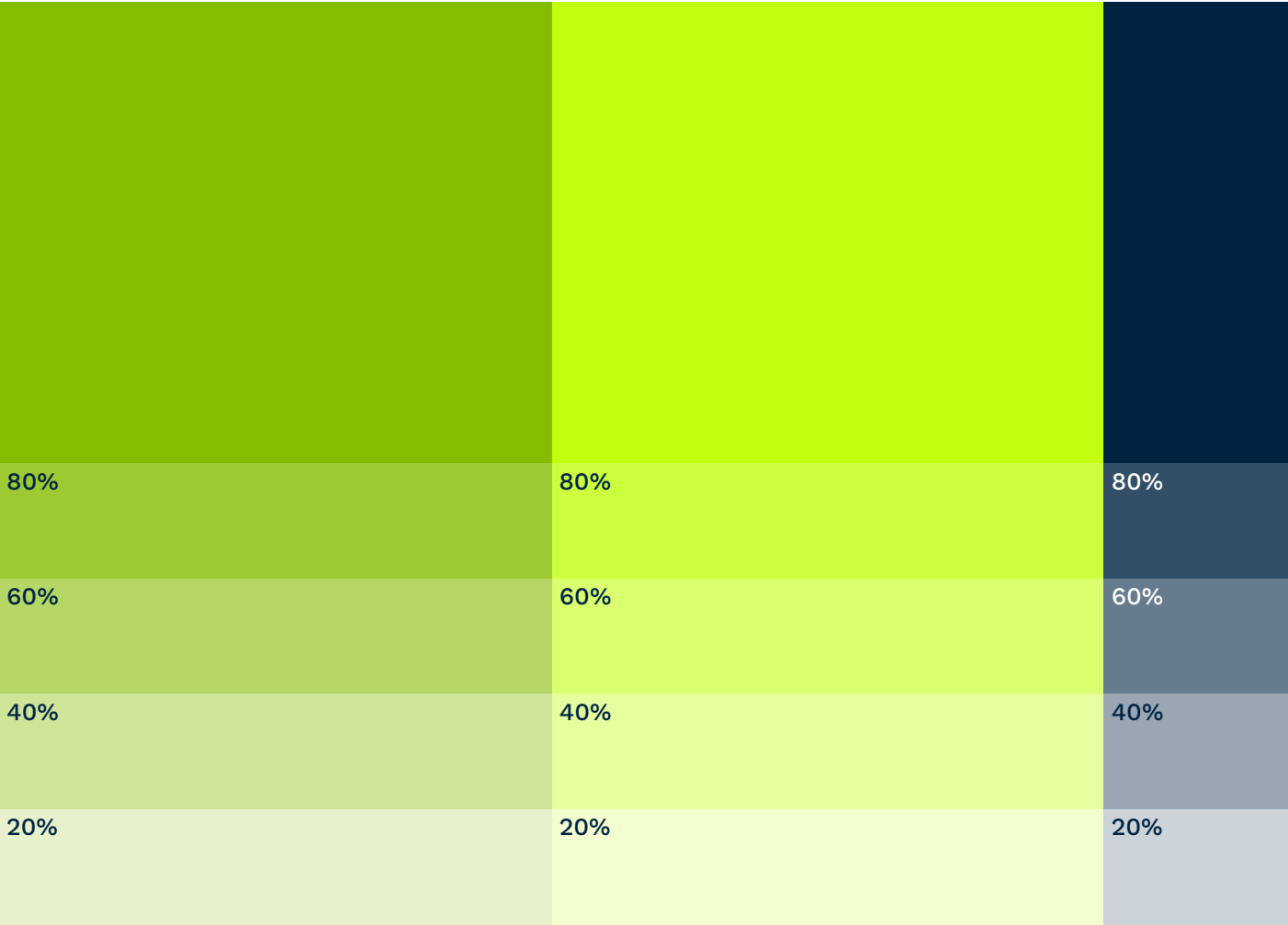


Please note
Programmed Charcoal is only ever used for our logotype and body copy text.

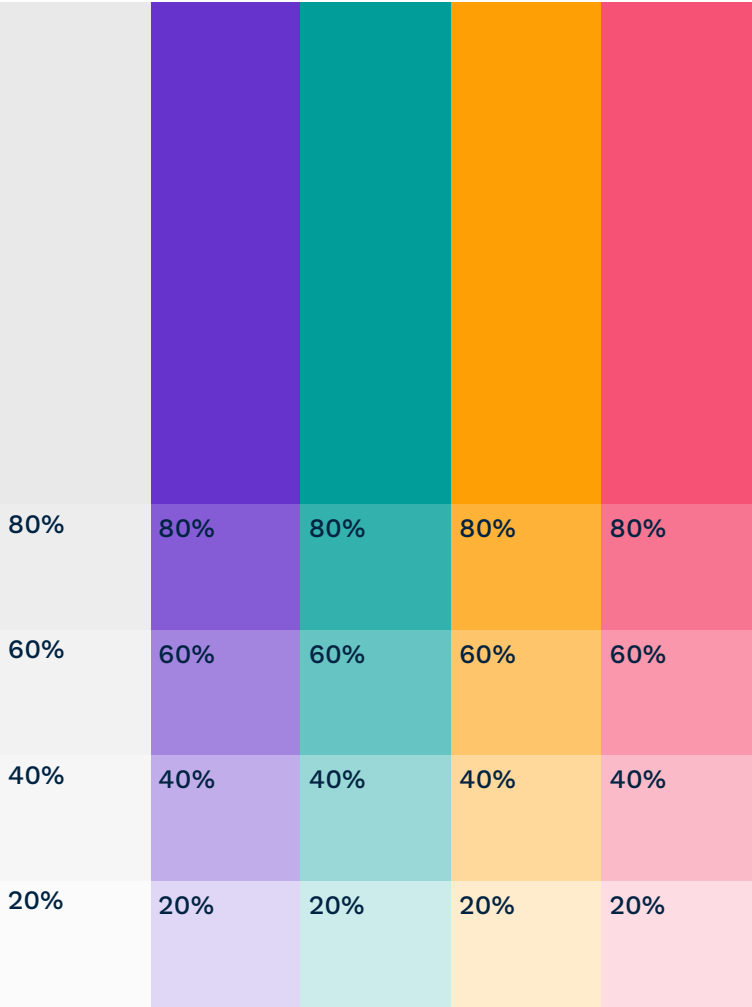
Programmed Brand Identity Guidelines Colour

Our colour palette has evolved. We still hero our *Programmed Green*, but have also added *Programmed Bright Lime*, for a colour pop – which modernises our visual appearance. We have also elevated Programmed Navy into a core colour role.

Palette



Hero
Our hero colours are Programmed Green and Bright Lime. They are to be the most prominent colours in our communications.



Core
Programmed Navy, Light Grey and White form our core palette and are effective background colours. Programmed Navy is main text colour.

Accent
The new accent colours are to be used across graphs, charts and UI elements.

Colour

Apply the correct colour breakdowns specific for your application. PMS for spot printing, CMYK for offset printing and RGB for digital applications.

Please note that this is a digital first colour palette that helps define our new contemporary visual identity.

All colours are represented here in RGB. The CMYK breakdowns have been determined to best represent this colour palette - however the Programmed Bright Lime, Orange, Teal, Purple and Fuchsia will always reproduce less vividly when in print.

We recommend consulting with a professional printer when using Pantone colours for best results.

*Closest CMYK value possible to RGB colour.

Specifications

Hero	Hero	Core	Core	Core	Logotype																																														
Programmed Green <table><tr><td>HEX</td><td>#84BD00</td></tr><tr><td>RGB</td><td>132, 189, 0</td></tr><tr><td>CMYK</td><td>50, 0, 100, 0</td></tr><tr><td>Pantone</td><td>376C</td></tr></table>	HEX	#84BD00	RGB	132, 189, 0	CMYK	50, 0, 100, 0	Pantone	376C	Programmed Bright Lime <table><tr><td>HEX</td><td>#C1FF0F</td></tr><tr><td>RGB</td><td>193, 255, 15</td></tr><tr><td>CMYK*</td><td>22, 0, 95, 0</td></tr><tr><td>Pantone</td><td>374C</td></tr></table>	HEX	#C1FF0F	RGB	193, 255, 15	CMYK*	22, 0, 95, 0	Pantone	374C	Programmed Navy <table><tr><td>HEX</td><td>#0C2340</td></tr><tr><td>RGB</td><td>12, 35, 64</td></tr><tr><td>CMYK</td><td>100, 76, 12, 70</td></tr><tr><td>Pantone</td><td>289C</td></tr></table>	HEX	#0C2340	RGB	12, 35, 64	CMYK	100, 76, 12, 70	Pantone	289C	White <table><tr><td>HEX</td><td>#FFFFFF</td></tr><tr><td>RGB</td><td>255, 255, 255</td></tr><tr><td>CMYK</td><td>0, 0, 0, 0</td></tr></table>	HEX	#FFFFFF	RGB	255, 255, 255	CMYK	0, 0, 0, 0	Programmed Light Grey <table><tr><td>HEX</td><td>#E9E9E9</td></tr><tr><td>RGB</td><td>233, 233, 233</td></tr><tr><td>CMYK</td><td>4, 2, 4, 8</td></tr><tr><td>Pantone</td><td>Cool Gray 1C</td></tr></table>	HEX	#E9E9E9	RGB	233, 233, 233	CMYK	4, 2, 4, 8	Pantone	Cool Gray 1C	Programmed Charcoal <table><tr><td>HEX</td><td>#3D3935</td></tr><tr><td>RGB</td><td>61, 57, 53</td></tr><tr><td>CMYK</td><td>0, 0, 0, 80</td></tr><tr><td>Pantone</td><td>Black 7C</td></tr></table> Please note Programmed Charcoal is only ever used for our master logotype and body copy text.	HEX	#3D3935	RGB	61, 57, 53	CMYK	0, 0, 0, 80	Pantone	Black 7C
HEX	#84BD00																																																		
RGB	132, 189, 0																																																		
CMYK	50, 0, 100, 0																																																		
Pantone	376C																																																		
HEX	#C1FF0F																																																		
RGB	193, 255, 15																																																		
CMYK*	22, 0, 95, 0																																																		
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RGB	12, 35, 64																																																		
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RGB	255, 255, 255																																																		
CMYK	0, 0, 0, 0																																																		
HEX	#E9E9E9																																																		
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CMYK	0, 0, 0, 80																																																		
Pantone	Black 7C																																																		
Accent	Accent	Accent	Accent																																																
Programmed Orange <table><tr><td>HEX</td><td>#FF9F06</td></tr><tr><td>RGB</td><td>255, 159, 6</td></tr><tr><td>CMYK*</td><td>0, 52, 95, 0</td></tr><tr><td>Pantone</td><td>2025C</td></tr></table>	HEX	#FF9F06	RGB	255, 159, 6	CMYK*	0, 52, 95, 0	Pantone	2025C	Programmed Teal <table><tr><td>HEX</td><td>#009D99</td></tr><tr><td>RGB</td><td>0, 157, 153</td></tr><tr><td>CMYK*</td><td>96, 5, 49, 0</td></tr><tr><td>Pantone</td><td>3125C</td></tr></table>	HEX	#009D99	RGB	0, 157, 153	CMYK*	96, 5, 49, 0	Pantone	3125C	Programmed Purple <table><tr><td>HEX</td><td>#6633CC</td></tr><tr><td>RGB</td><td>102, 51, 204</td></tr><tr><td>CMYK*</td><td>82, 77, 0, 0</td></tr><tr><td>Pantone</td><td>2368C</td></tr></table>	HEX	#6633CC	RGB	102, 51, 204	CMYK*	82, 77, 0, 0	Pantone	2368C	Programmed Fuchsia <table><tr><td>HEX</td><td>#F65275</td></tr><tr><td>RGB</td><td>246, 82, 117</td></tr><tr><td>CMYK*</td><td>0, 73, 32, 0</td></tr><tr><td>Pantone</td><td>184C</td></tr></table>	HEX	#F65275	RGB	246, 82, 117	CMYK*	0, 73, 32, 0	Pantone	184C																
HEX	#FF9F06																																																		
RGB	255, 159, 6																																																		
CMYK*	0, 52, 95, 0																																																		
Pantone	2025C																																																		
HEX	#009D99																																																		
RGB	0, 157, 153																																																		
CMYK*	96, 5, 49, 0																																																		
Pantone	3125C																																																		
HEX	#6633CC																																																		
RGB	102, 51, 204																																																		
CMYK*	82, 77, 0, 0																																																		
Pantone	2368C																																																		
HEX	#F65275																																																		
RGB	246, 82, 117																																																		
CMYK*	0, 73, 32, 0																																																		
Pantone	184C																																																		

Please note
Programmed Charcoal is only ever used for our master logotype and body copy text.

Colour

These colour combinations provide a system of contrast and define usage when designing a communication. Colour contrast is an important practice to make our communications as legible as possible for everyone.

Accessible colour combinations

A series of colour combinations have been tested to meet AA colour contrast compliance.

Please note: White text on Programmed Green 100% does not pass the AA colour contrast compliance test for digital purposes, therefore use white text on Programmed Green 100% for print only.

* To be used across graphs, charts and UI elements within digital and presentation communications only.

Combinations

Hero combinations

Aa Programmed Navy 100% White Underline	Aa Programmed Navy 100% Programmed Bright Lime (RGB) Underline	Aa Programmed Green 100% Programmed Navy 100% Underline
Aa Programmed Navy 100% White Underline	Aa Programmed Bright Lime (RGB) Programmed Navy 100% Underline	Aa Programmed Green 60% Programmed Navy 100% Underline
Aa White Programmed Navy 100% Underline	Aa Programmed Green 100% White Underline	Aa Programmed Green 20% Programmed Navy 100% Underline
Aa White Programmed Charcoal 100% Body copy only		Aa Programmed Light Grey 100% Programmed Navy 100% Underline

Accent combination examples

Aa Programmed Navy 100% Programmed Fuschia 20% Underline	Aa Programmed Navy 100% Programmed Orange 40% Underline	Aa Programmed Navy 100% Programmed Teal 40% Underline	Aa Programmed Navy 100% Programmed Purple 20% Underline
Aa Programmed Fuschia 40% Programmed Navy 100% Underline	Aa Programmed Orange 60% Programmed Navy 100% Underline	Aa Programmed Teal 60% Programmed Navy 100% Underline	Aa Programmed Purple 40% Programmed Navy 100% Underline
Aa Programmed Fuchsia 100% White Underline	Aa Programmed Orange 40% Programmed Navy 100% Underline	Aa Programmed Teal 40% Programmed Navy 100% Underline	Aa Programmed Light Grey 100% Programmed Purple 100% Underline
	Aa Programmed Orange 100% Programmed Navy 100% Underline	Aa Programmed Teal 100% White Underline	Aa Programmed Purple 100% White Underline

Programmed Brand Identity Guidelines Typography

Our primary typeface is **Work Sans**. Overall its features are simplified, optimised for screen resolutions and print, as well as being a modernist take on objective typography.

Work Sans is fresh, an optimistic humanist sans serif with a balanced x-height. It is a very practical font family with a friendly personality.

The precise design of Work Sans leads to a clear and reliable communication for the reader. Using 3 weights in various character styles, there is a typographic solution for all layouts.

Go to page 66 to see the **Expression** section for more visual guidance on how we use Work Sans across various communication examples.

Work Sans is available on Google and Adobe Fonts. **Download link to Work Sans**
<https://fonts.google.com/specimen/Work+Sans>

Primary typeface

Font Weights

Aa Work Sans Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&(@)#:

Aa Work Sans Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&(@)#:

Aa Work Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&(@)#:

Aa Work Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&(@)#:

Font Weights

Aa Work Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&(@)#:

Aa Work Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&(@)#:

Aa Work Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&(@)#:

Aa Work Sans Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&(@)#:

Examples of digital paragraph styles have been demonstrated here. Text sizes vary according to the device.

Recommendations
Large headers work best with Medium or Regular to not feel too heavy. For all digital applications, #0C2340 is used as preferred colour for titles, headers, body copy and captions. Go to page 41 to see the **Colour** section for more guidance on how we use colour in our communication.

Digital font styles

Tags	Font Weights	Sizing	Line Height
H1	Medium	48px	1.5/72px
H2	Medium	36px	1.5/56px
H3	Medium	24px	1.5/36px
Body Large	Regular	24px	1.5/36px
Sub-heading	Bold	20px	1.5/30px
Body regular	Regular	16px	1.5/24px
Body small	Medium	14px	1.5/21px

There are times when it’s not possible to use our primary typeface.

These could include in-house Microsoft systems, on-screen applications, online text and non-designer created presentations. In cases use **Arial** in either Regular or Bold for emphasis.

Systems font

	Font Weights		Font Weights	Usage
Aa	Arial Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890\$&(@)#:	Aa	Arial Regular Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890\$&(@)#:	Body
Aa	Arial Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890\$&(@)#:	Aa	Arial Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890\$&(@)#:	Body Sub Headline Title

These typographic principles should always be followed when creating expressions for our brand.

Tip
Use **two to three** font sizes on any given layout. This drastically aids information digestion and retention allowing for ease of communication hierarchy in layout.

We always **left align type**, i.e. a straight left edge appears. This makes our communications faster and easier to read because the reader's eyes don't have to work as hard to find where the line starts each time.

We enjoy genuine and enduring relationships within our community

Ro earuptate nia quo culpari busdand
quo culpari busdand
esciand uciaepro es.

Ro earuptate nia quo culpari busdand
esciand uciaepro es. Ferit utatur? Utes quo
essed magnamus inihili busanihil ium alignit
libeatemodit est, sit mintiorerro quissi
vollacest pra conserio expliciendis vendunt am
illestia vellautem quid que corerci cor rerem.

Headline
27pt

Introduction
18 pt

Bodycopy
9.5pt

We enjoy genuine and enduring relationships within our community

Headline
27pt

Underlines match the stroke weight of the headline type.

Type ratio
Use an approximate rule of thirds to create contrasting sizes between the headline, subhead and body copy type. For example if the headline is 27pts then the subhead should be 18pts and the body copy 9.5pts.

Headline underline
Underline the word or words most critical to the message. Never underline more than two words. The weight of the underline should match the weight of the type size of the headline it is used in. **See p50** for details on the underline stroke and **see p44** for info on using colour with underlines.

Headline underlines

The underline is applied to our headlines to emphasise key messaging.

Tips

Word selection: Underline only the word or words most critical to the message. Never underline more than two words.

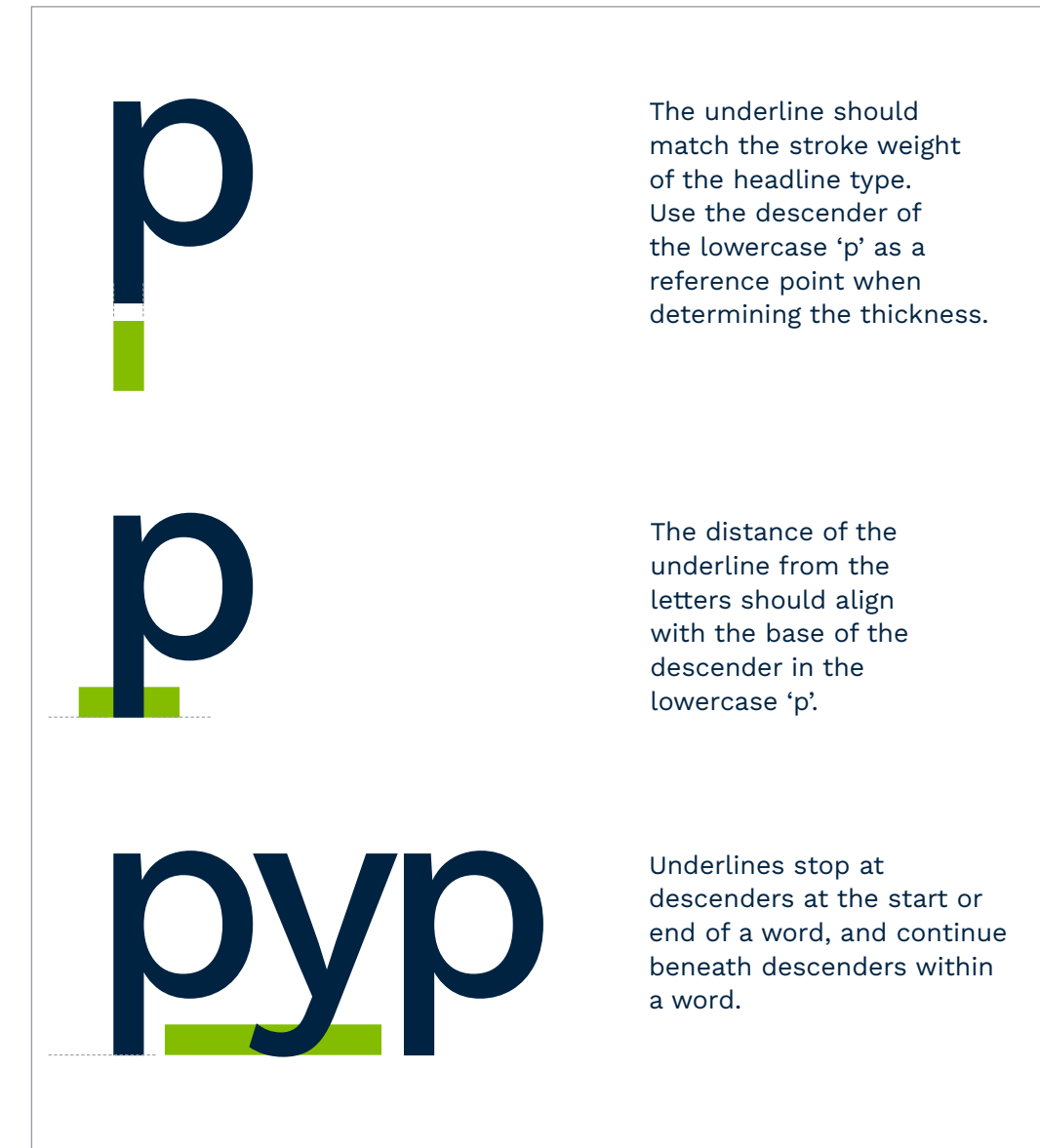
Underline weight: The weight of the underline should match the stroke weight of the headline type. Use the descender of the lowercase 'p' as a reference.

Underline position: The distance of the underline from the letters should align with the base of the descender in the lowercase 'p'.

Handling descenders: Underlines stop at descenders at the start or end of a word, and continue beneath descenders within a word.

See p44 for info on using colour with underlines.

We enjoy
genuine and
enduring
relationships
within our
community



Typography

The use of consistent email signatures helps to establish our brand. All staff members must use this template updating with their relevant information accordingly.

Rules

- Use Arial font, in Programmed Green (#84bd00) as shown in the name and 'D' & 'M' denotations.
- Use Arial font, in black for all other typography.
- Use our primary logo only.

Email signature



Warmest Regards,

Jane Smith

CEO

Property Services

D 03 1234 1234 **M** 0400 123 123 **E** jane.smith@programmed.com.au

Programmed, Level 1, 333 Collins Street, Melbourne, Victoria 3000

programmed.com.au



By receiving this email, we require you to comply with our **Code of Conduct** and our **Privacy Policy** and accept our **Email Usage Policy**.

Programmed Brand Identity Guidelines Photography

Photography

Our imagery tells the story of our people and their work environments in an authentic, optimistic way. Weither shot in studio or on location we celebrate the moments and quirks that make our people, us different - showing the best of what we have to offer our clients and the community.

Please note that some of the photographic images that feature throughout these guidelines are for the purpose of illustrating design principles only. Copyright clearance should be obtained as the use of those images might likely constitute a breach of copyright.

Overview



Photography

Our workplace photography should always feel authentic and never overtly staged. It should have a friendly, candid look to it, a documentary feel.

The subject being captured should feel like they're in the moment and surrounded in their environment.

Tip

Where possible try to capture a wide angle shot to allow for multiply crops and landscape use, leaving space around the image to allow for type.

Workplace



Photography

Our environments photography let's us show the full range of our services at large scale. It's important with that we still maintain an element of people in this type of photography as they're presence helps to avoid the imagery becoming too unengaging.

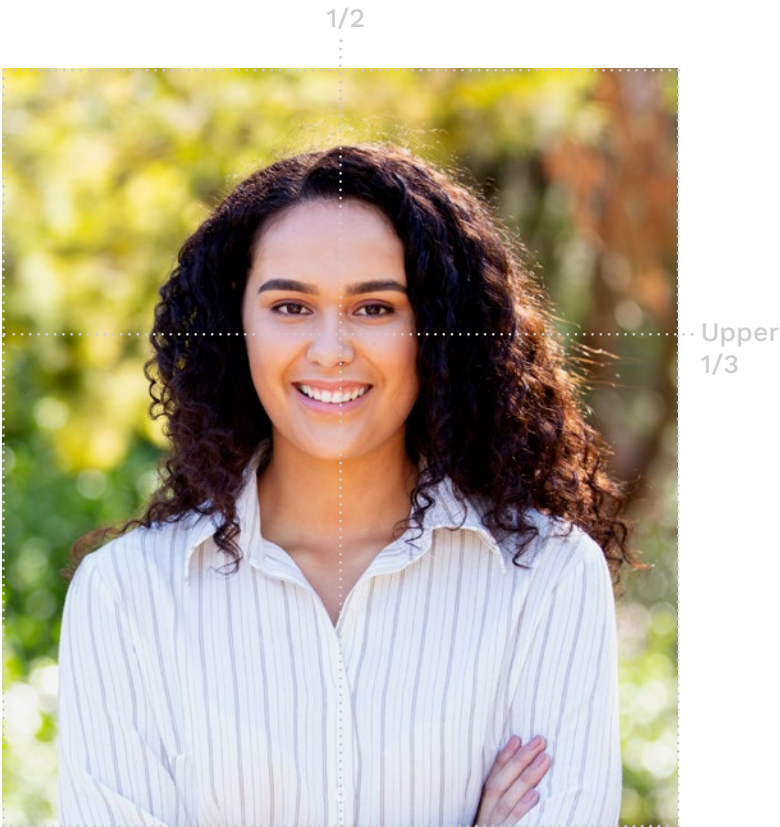
Environments



Our corporate portraits express the people working for us. They should feel natural, forward-looking and always express positivity.

Tips

- 1. Find a neutral background for the subject.
- 2. Choose bright lighting that feels warm.
- 3. Capture natural and real moments with talent.
- 4. Leave space around the image to allow for type.



Set-up
Tip: Find a soft, distraction-free backdrop for the subject. Make sure that the subject is far enough away from that background so a sense of depth is maintained in the portrait.

Cropping
Tip: Depending on the image requirement use the rule of thirds. Make sure that the subject's eyes is centred and sitting within the upper third of the crop.



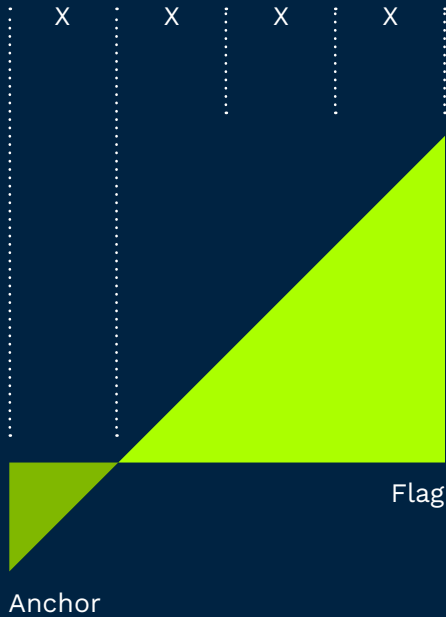
Grey Background
Tip: If the background appears too busy, or if you're using multiple headshots with non-complementary backgrounds, etch the subjects and place them on a grey background.

Recommended tone:
RGB 236 / 236 / 236
CMYK 6 / 4 / 4 / 0
Adjust as needed to suit the overall look and feel of your project and imagery.



Framing device
Tip: In some circumstances we may want to add our framing device. Remember we only need to show a little bit of the device in the background to brand it Programmed.

Programmed
Brand Identity
Guidelines
Design system



Impeller
The Impeller, circa 1975 - is the starting point for our new design system.

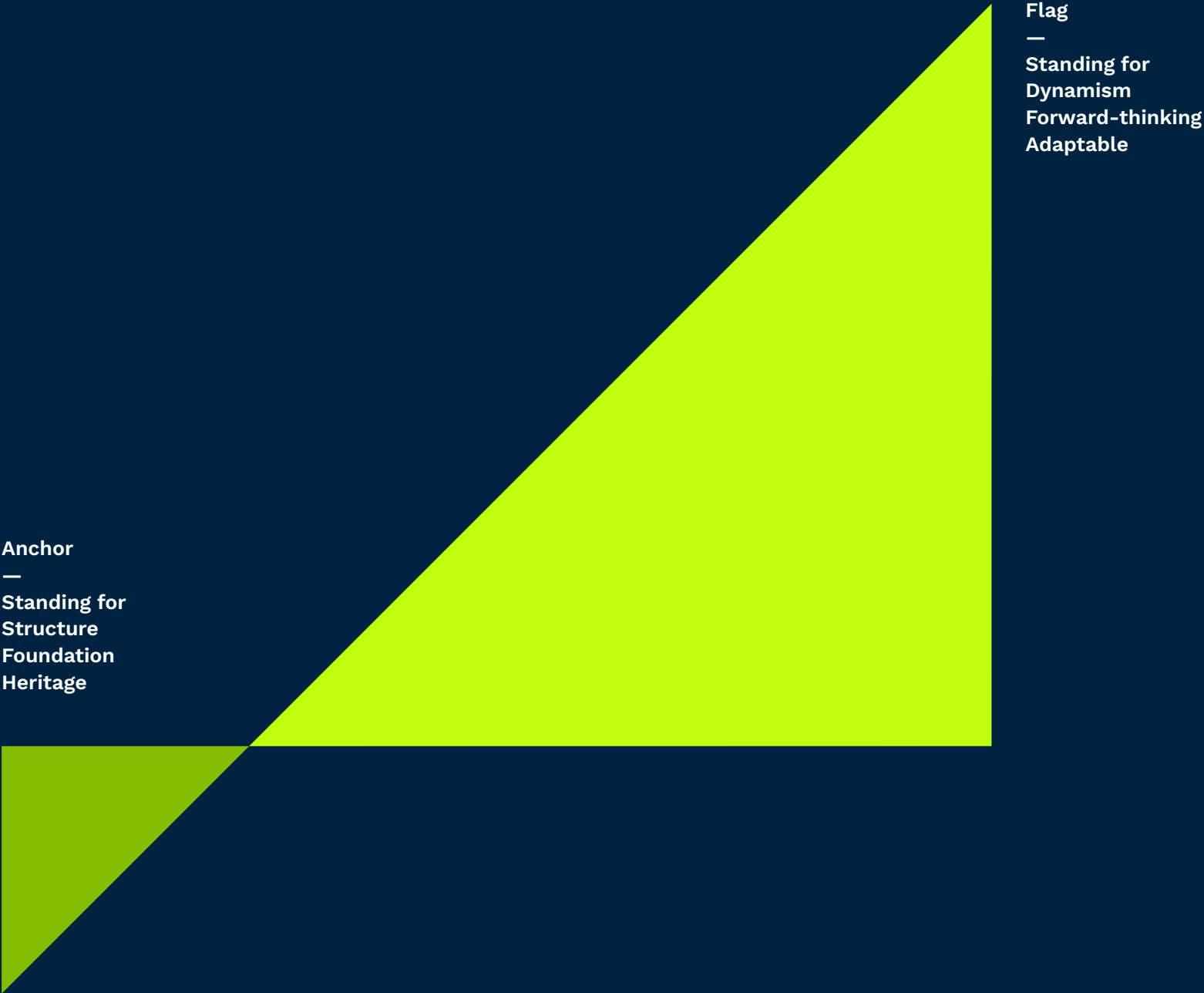
Triangles
Focus on two of the impellers' eight triangles.

Reinterpretation
Rotate the no.2 triangle 45°.

Scale
Proportionally scale the no.2 triangle forming the Anchor & Flag.

The new design system heavily features a graphic device that visually represents the two core tenets of *structure* and *dynamism*, working together within our business.

A simple analogy for this is the relationship between an *Anchor & Flag*. The anchor represents Programmed’s foundation and heritage of delivering impact through excellence, while the flag depicts the forward thinking and adaptability of our diverse workforce.



The Anchor & Flags on this page are the one of the main devices we use to build our visual identity in expressions. In this section there is a basic step by step 'build a layout' showing how to achieve consistency in design with these devices.



Solid Anchor & Flag: Size 1



Solid Anchor & Flag: Size 2



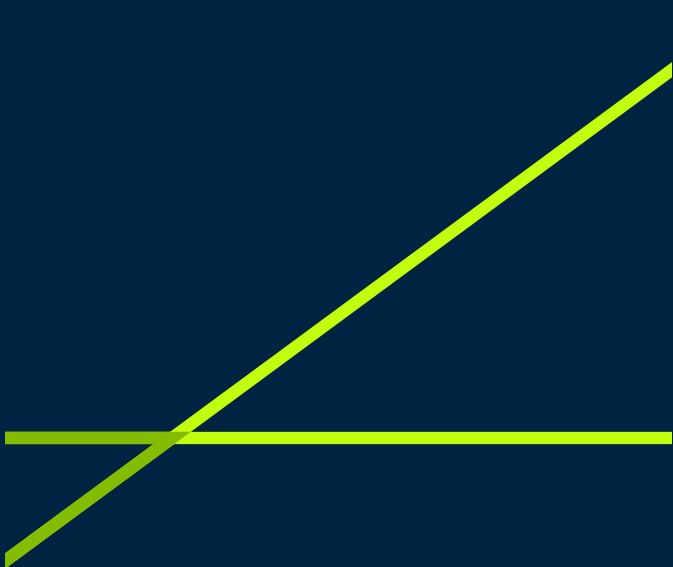
Solid Anchor & Flag: Size 3

The Solid Anchor & Flag can be used for advertising, marketing material, presentations, documents, digital expressions and social. See page 66 for the **Expression** section for more visual guidance.

Framed Anchor & Flag Expressions

The Framed Anchor & Flags on this page are the other main devices we use to build our visual identity in expressions.

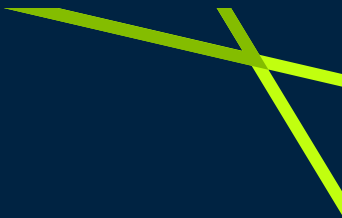
Tip
For consistency, the line weight of the Framed Anchor & Flag is 11 pt on an A4 page. Line weight should be scaled proportionally when the design is resized.



Horizontal Framed Anchor & Flag
The Horizontal Framed Anchor & Flag can be used for advertising, marketing material, presentations, documents, digital expressions and social. See page 66 for the **Expression** section for more visual guidance.



Angled Framed Anchor & Flag
The Angled Framing Anchor & Flag can be used for typographic material, including ads, marketing material, presentations, documents, digital expressions and social. See page 66 for the **Expression** section for more visual guidance.



Framed Anchor & Flag Corner Device
The Framed Anchor & Flag can be used as a corner device for following pages, powerpoint, and internal documents. See page 66 for the **Expression** section for more visual guidance.

Building a layout

Our grid system is built using squares. This provides a flexible, modular way to layout our Anchor & Flag, imagery and type.

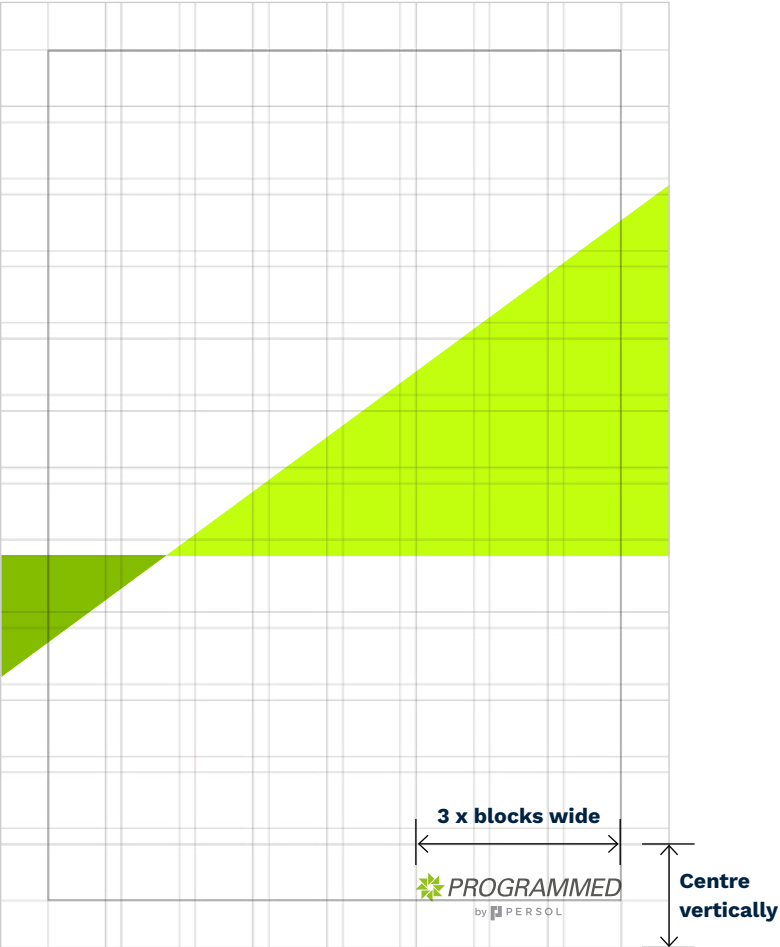
Tip

We recommend a margin of 15mm on all sides, with a grid of 8 x 12 with a 5mm gutter, within the margins. Once the margins have been set, you can create the grid within InDesign, under the menus: Layout > Create Guides.

Logo

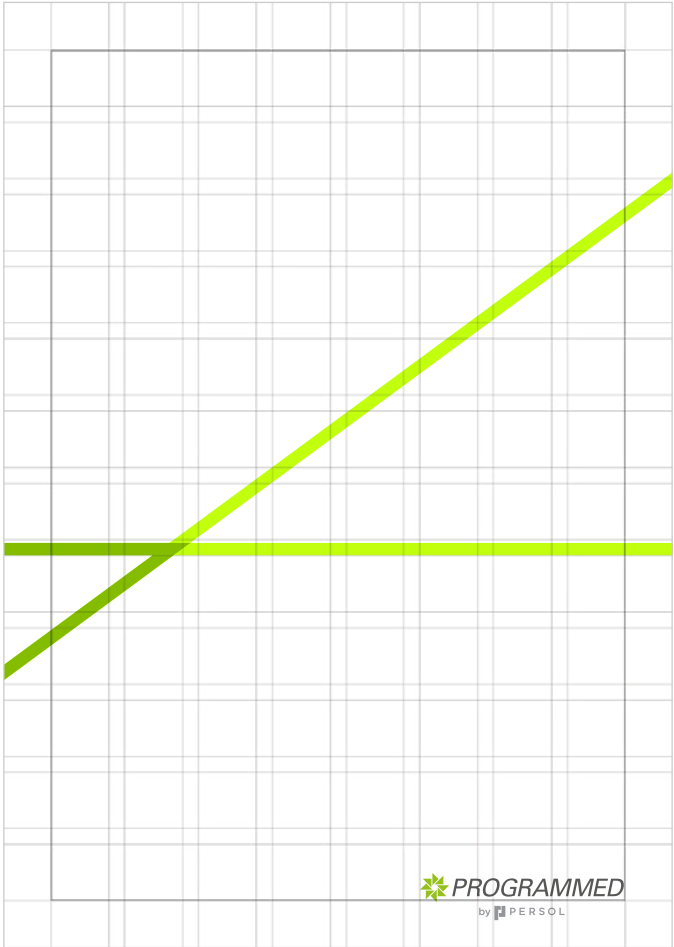
The logo is always positioned in the bottom right corner, spanning three grid blocks. It is right-aligned to the margin and vertically centred within the allocated space, as shown.

Go to page 66 for the **Expression** section for more examples of how we practically treat the Anchor & Flags in other brand communications pieces.



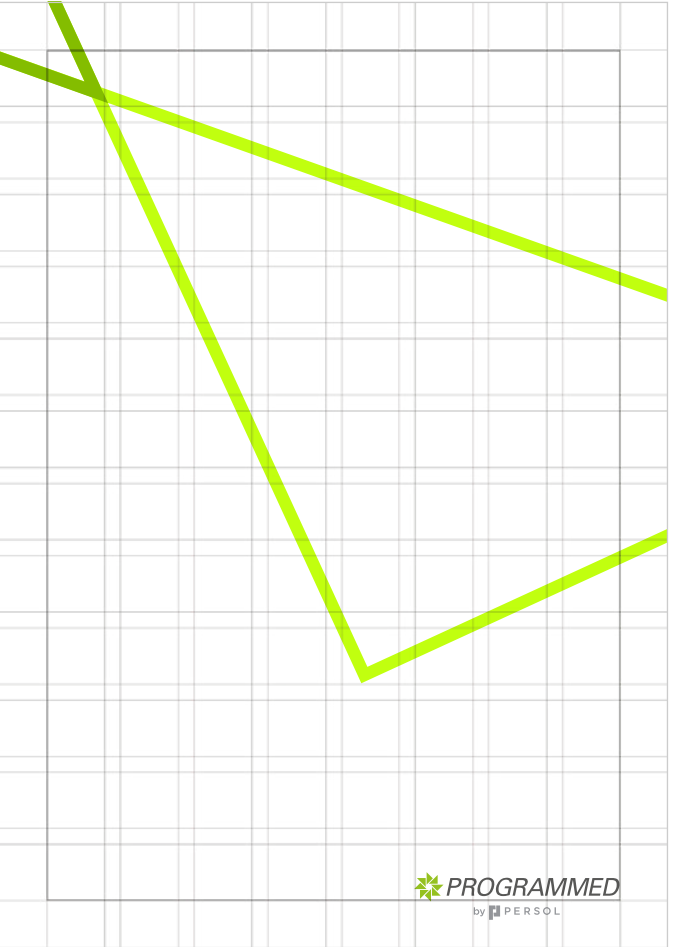
Solid Anchor & Flag

The Flag has been designed to scale and rotate depending on the imagery and copy. See page 66 for the **Expression** section for more visual guidance.



Framed Anchor & Flag

Always crop out the sides of our Framed Anchor & Flag. The Flag has been designed to scale and rotate depending on the imagery and copy. Never change the proportions of the Flag. See page 66 for the **Expression** section for more visual guidance.



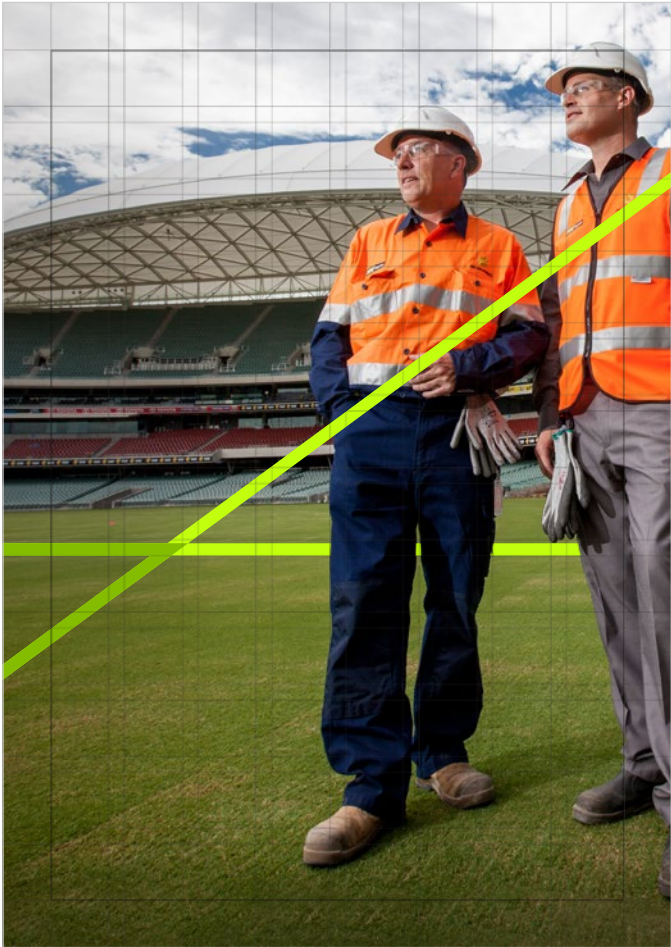
Angled Framing Anchor & Flag

The Angled Flag has been designed to sit as shown above. It moves up or down the page. See page 66 for the **Expression** section for more visual guidance.

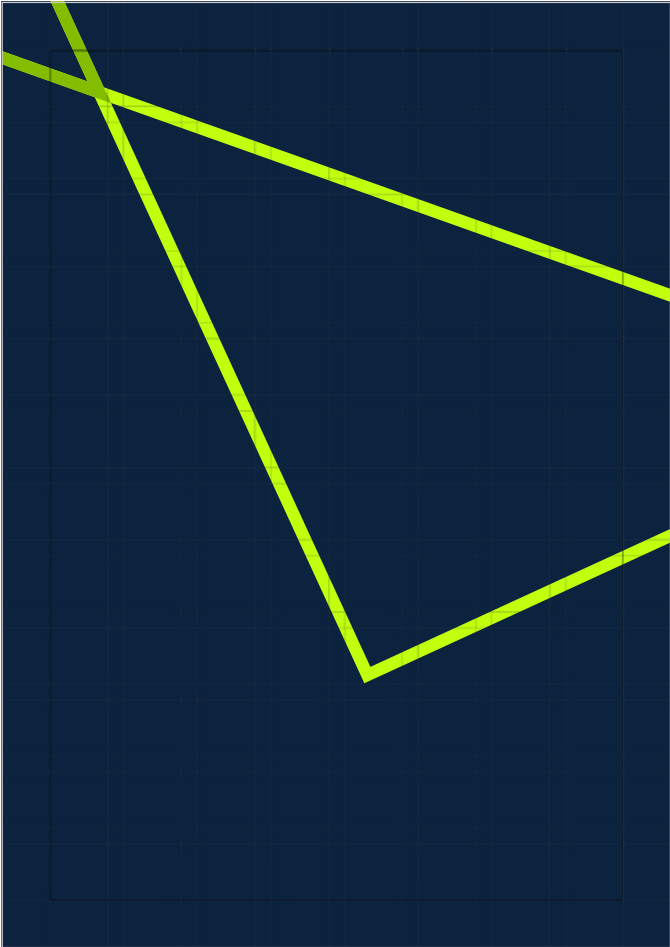
When building a layout; Imagery and background colours have been applied here. See **Photography p53-55** for more examples of the type of brand imagery we use.



Solid Anchor & Flag
When showing an image we either use Programmed Navy or White as our background colour.



Framed Anchor & Flag
When using full-bleed images with our F/AF we 'frame' either the subject, like above or the main message. Be careful not to encroach too much on the subject to avoid tension. See page 66 for the **Expression** section for more visual guidance.



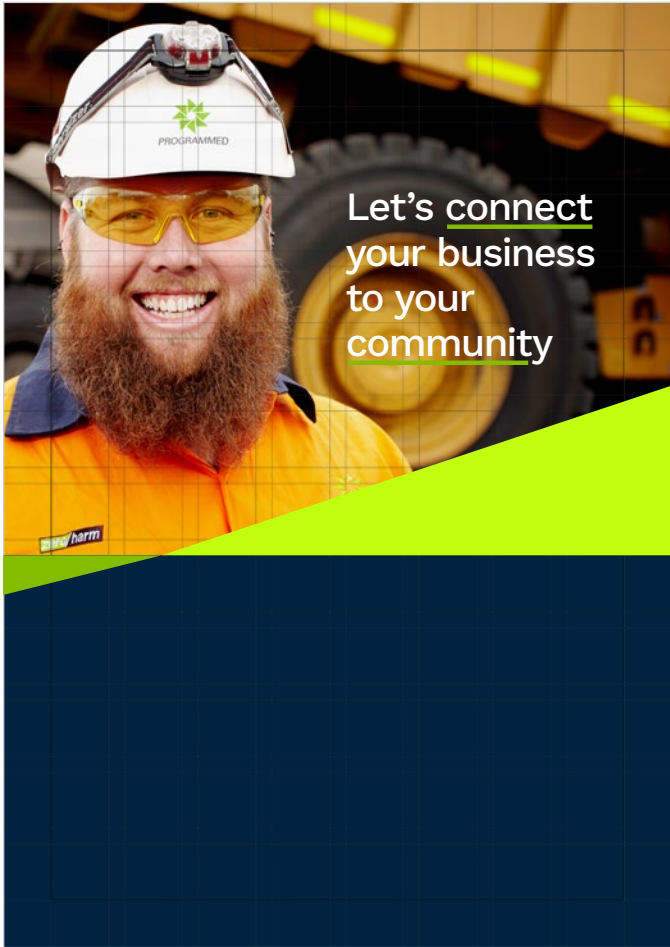
Angled Framing Anchor & Flag
When using our Pattern Anchor & Flag we can use any of our hero colours and Programmed Navy or White as our background colour.

When building a layout; clear and clean typography layout is key to communicating as a professional business. Care should always be give to the size and relationship between typographic elements in layout.

Overall
Use two to three font sizes on any given layout. This drastically aids information digestion and retention allowing for ease of communication hierarchy in layout.

We always left align type, i.e. a straight left edge appears. This makes our communications faster and easier to read because the reader's eyes don't have to work as hard to find where the line starts each time. We have intentionally used long and short headlines in these examples to show the design systems stretch.

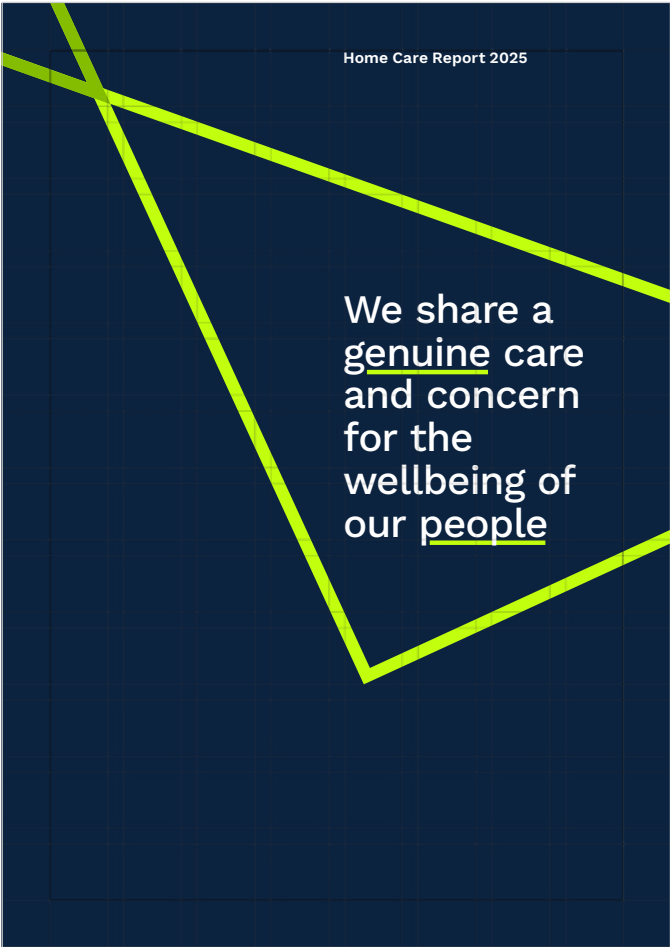
See page 45 for the **Typography** section for more guidance.



Solid Anchor & Flag
Our headlines are either 'white out' or *Programmed Navy*. See page 41 for the **Colour** section for more guidance.



Framed Anchor & Flag
Find a clear space on the image to place type. Align all typographic elements when possible to do so. See page 45 for the **Typography** section for more guidance.



Angled Framing Anchor & Flag
Don't be afraid of 'empty' space in layout. The space isn't empty it serves a purpose to allow a place for a viewer's eyes to rest.

When building a layout; the Programmed logo is always anchored into the outer points of any materials. Primary position is bottom right of a page - as shown here. However we can also use the secondary positions to align when needed. They are top left or right corners and bottom left.

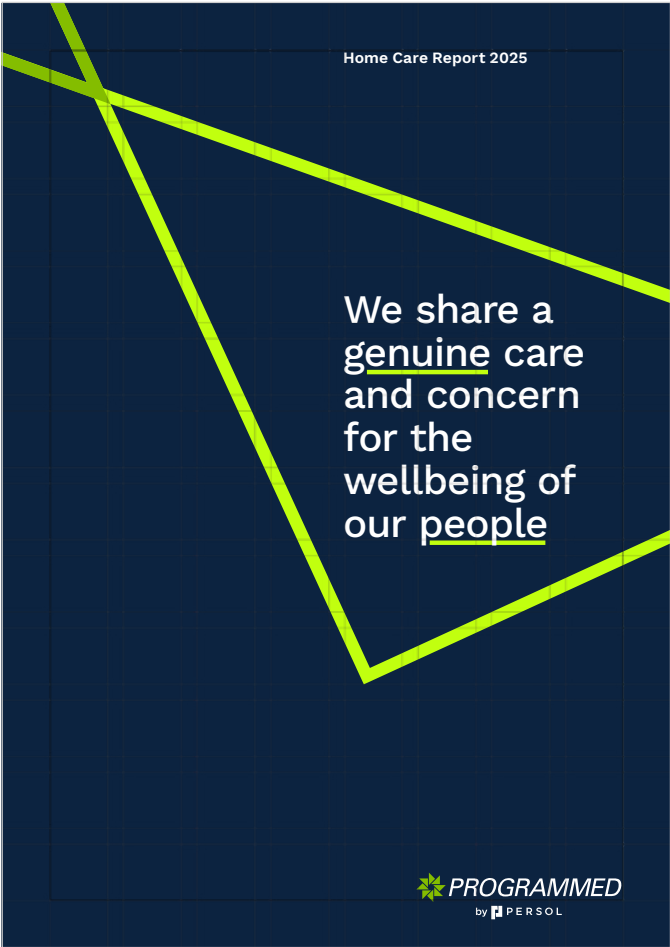
See page 13 for the **Logo** Section for more guidance.



Solid Anchor & Flag



Framed Anchor & Flag
Find clear space when placing the logo.



Angled Framing Anchor & Flag
Give the logo lots of space when you can. The above space isn't empty it serves a purpose to allow a place for a views eyes to rest.

Programmed Brand Identity Guidelines Expression



Imbed a genuine concern for everyone's wellbeing

To find out more
Q programmed

 PROGRAMMED
by PERSOL

Gia is molestrum voles dolupicil ma dolupti anditi sint harum restion secaborit quiatur solore pliquo. Epudam faccatur samus. Lab in porrovi deniet audam fugit.



Great work takes great people

To find out more
Q programmed

 PROGRAMMED
by PERSOL



Join a team who's confident and resourceful

To find out more Q programmed

 PROGRAMMED
by PERSOL



Let's connect
your business
to your
community

Muscitib earchitiam,
sunt licit quidel ipsum
nonsequate sum fugita
voluptaturia nonse eost,
omnientias eles etur

To find out more
Q programmed

 PROGRAMMED
by PERSOL



Join a
team who's
confident and
resourceful

To find out more
Q programmed

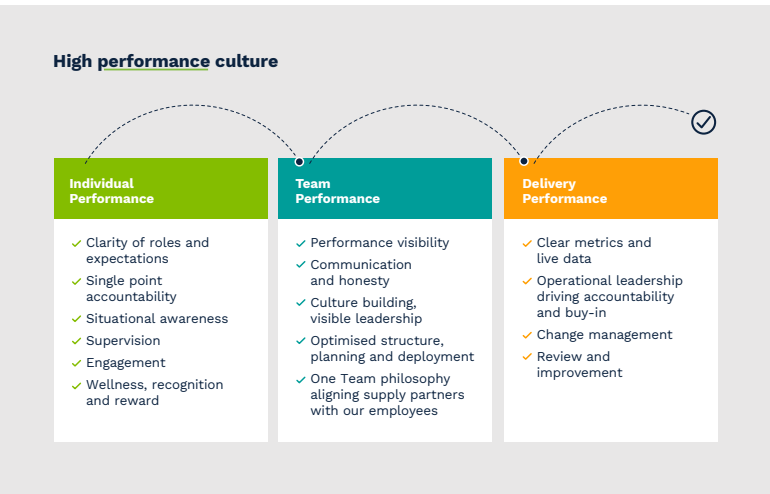
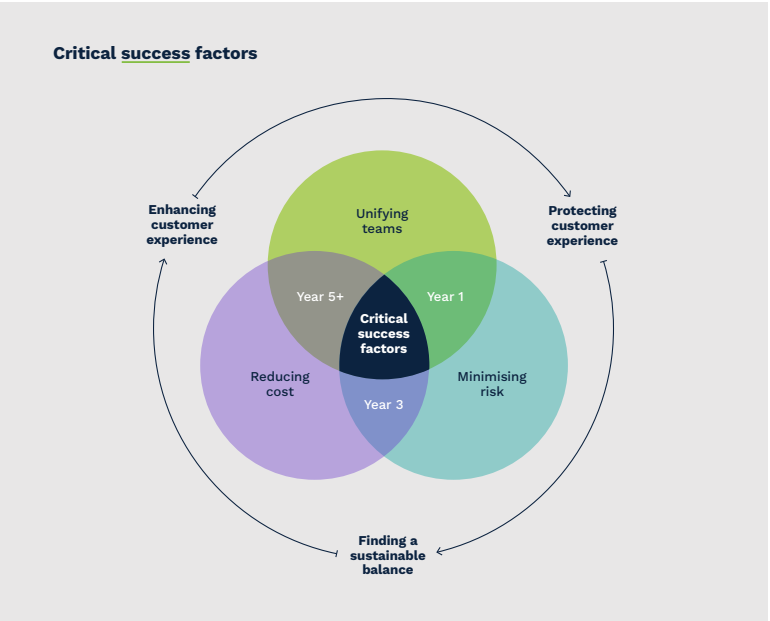
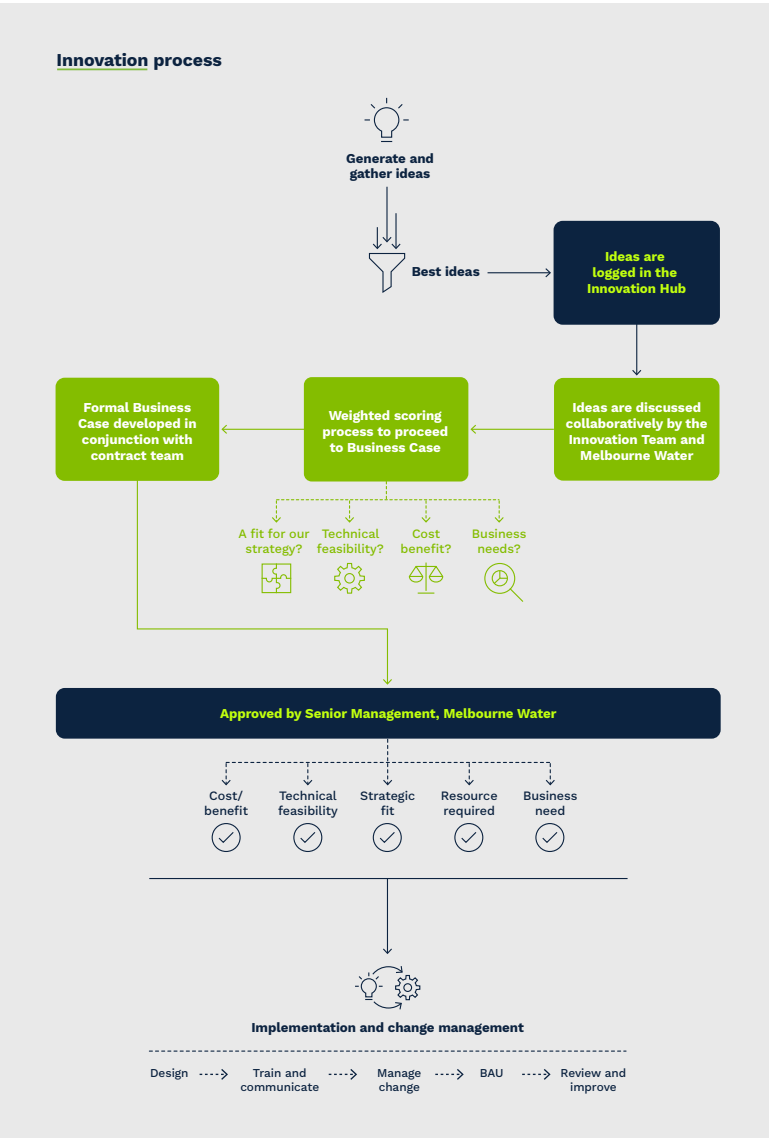
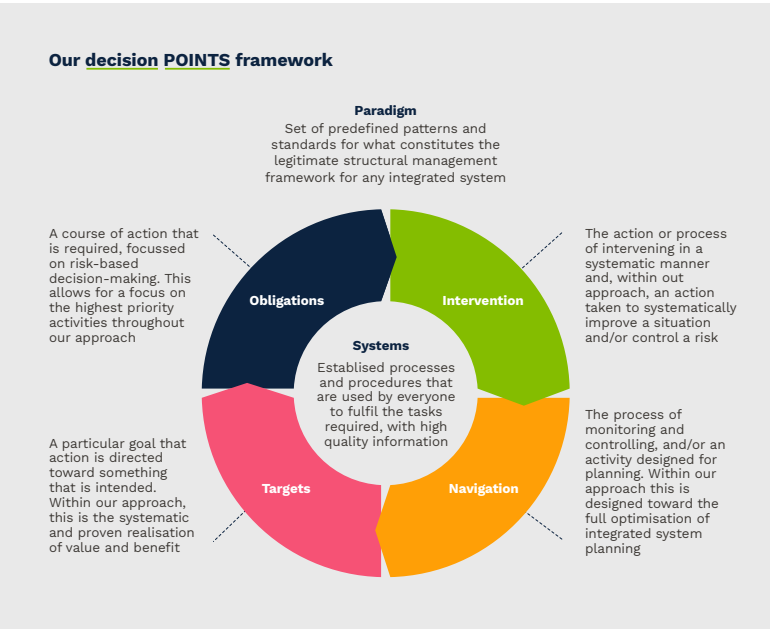
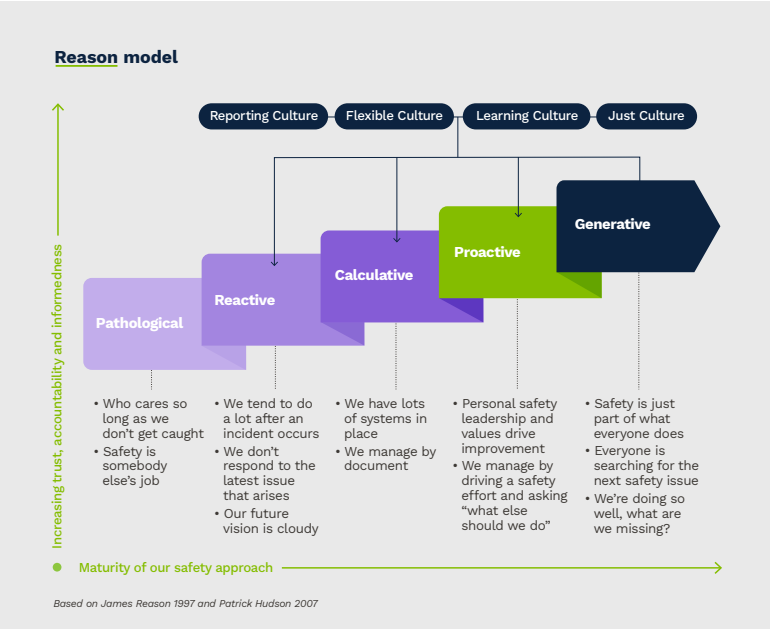
 PROGRAMMED
by PERSOL

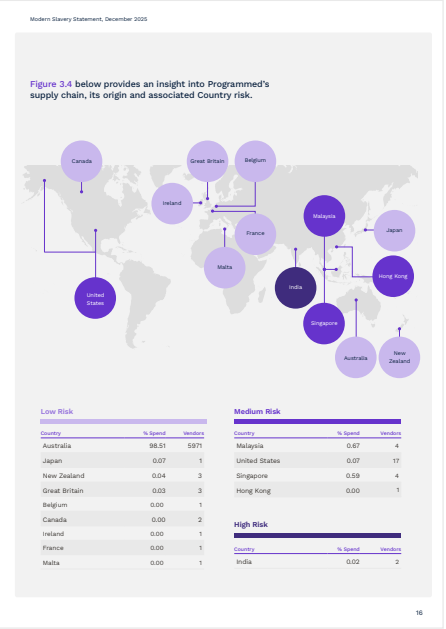
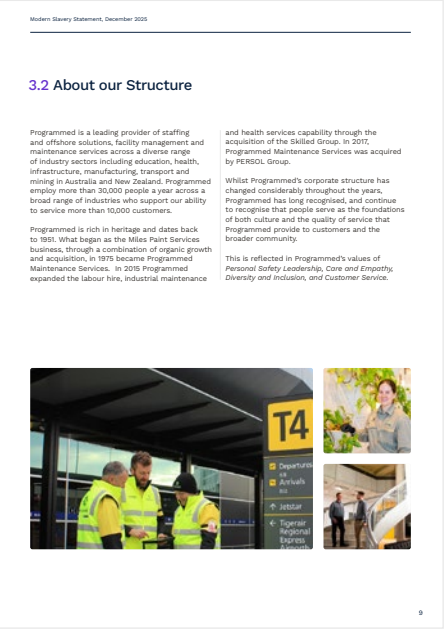
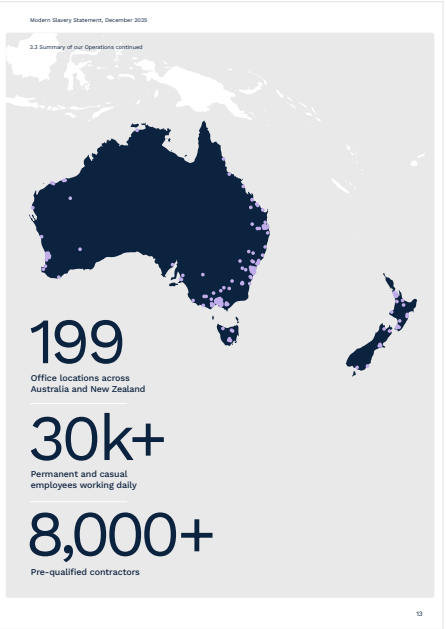


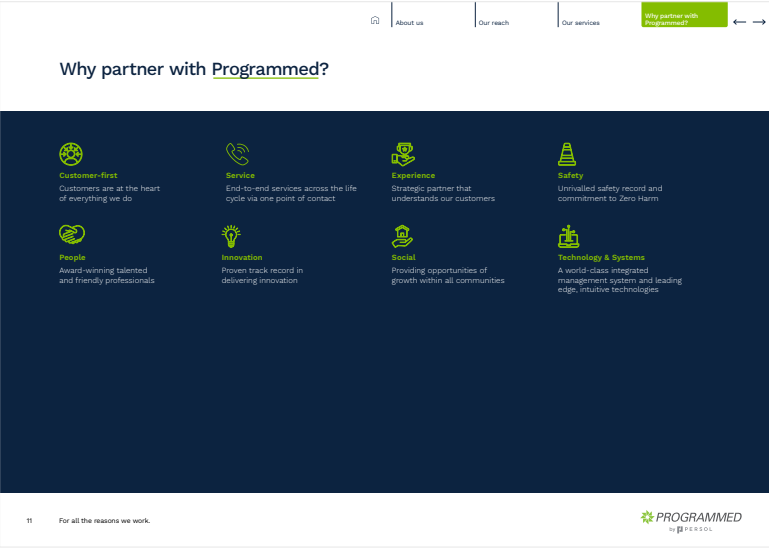
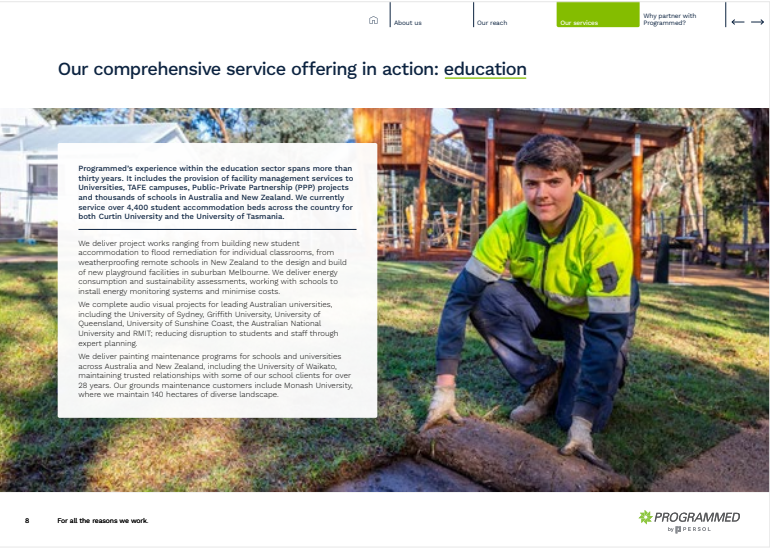
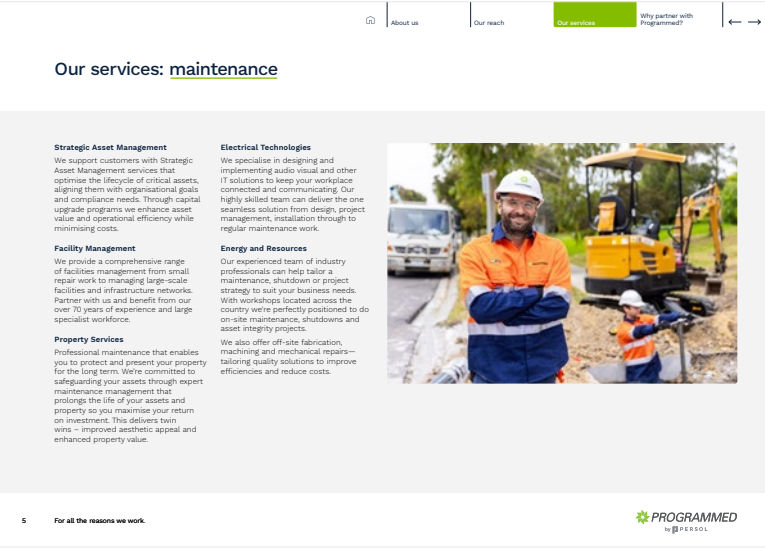
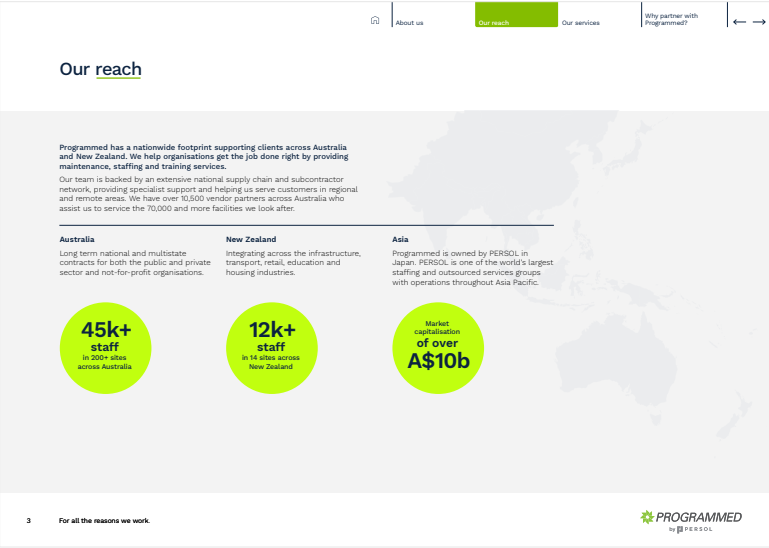
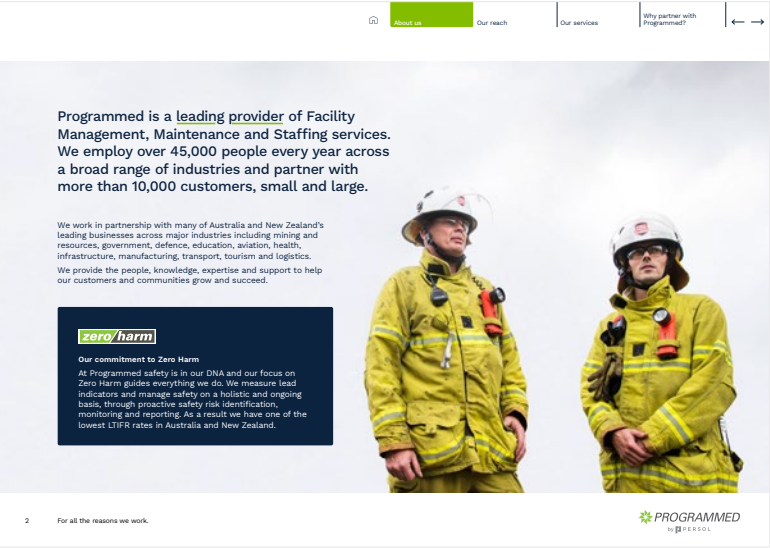
Imbed a
genuine
concern for
everyone's
wellbeing

To find out more
Q programmed

 PROGRAMMED
by PERSOL



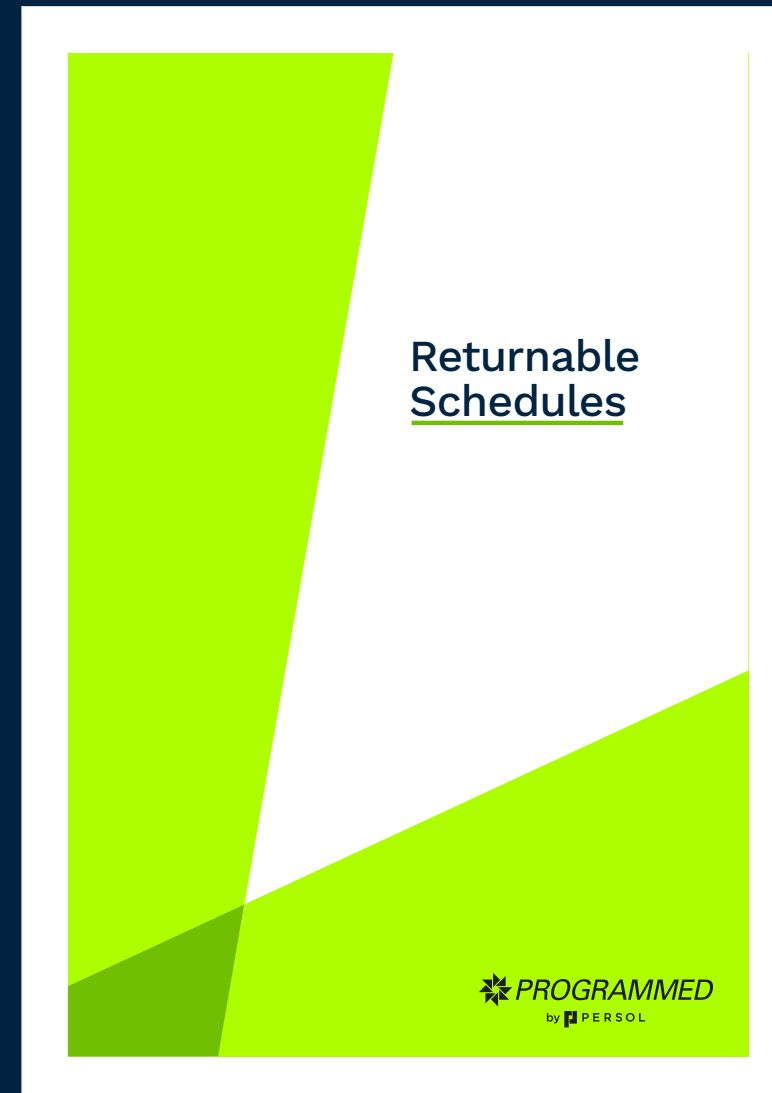




Document and divider covers



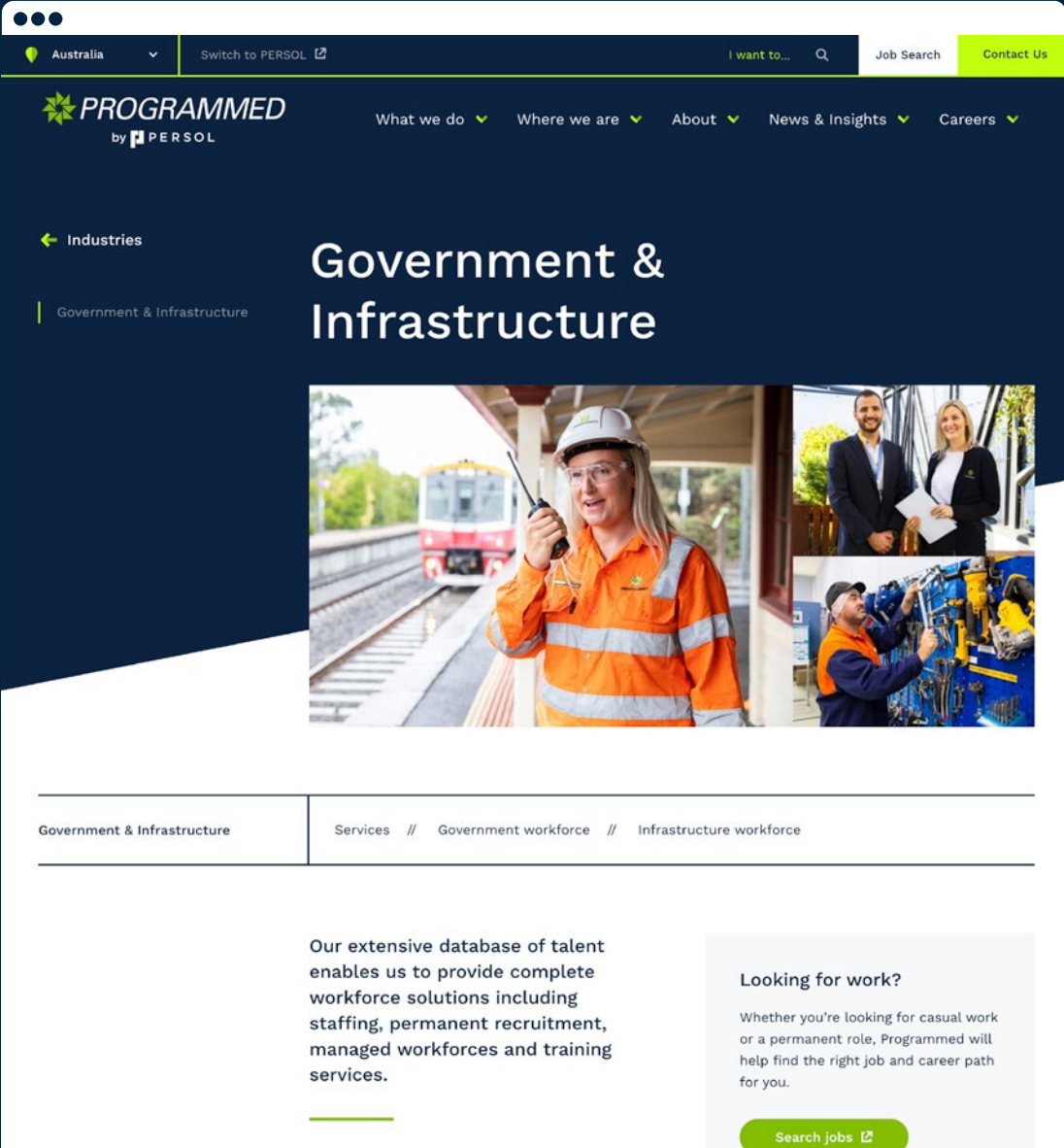
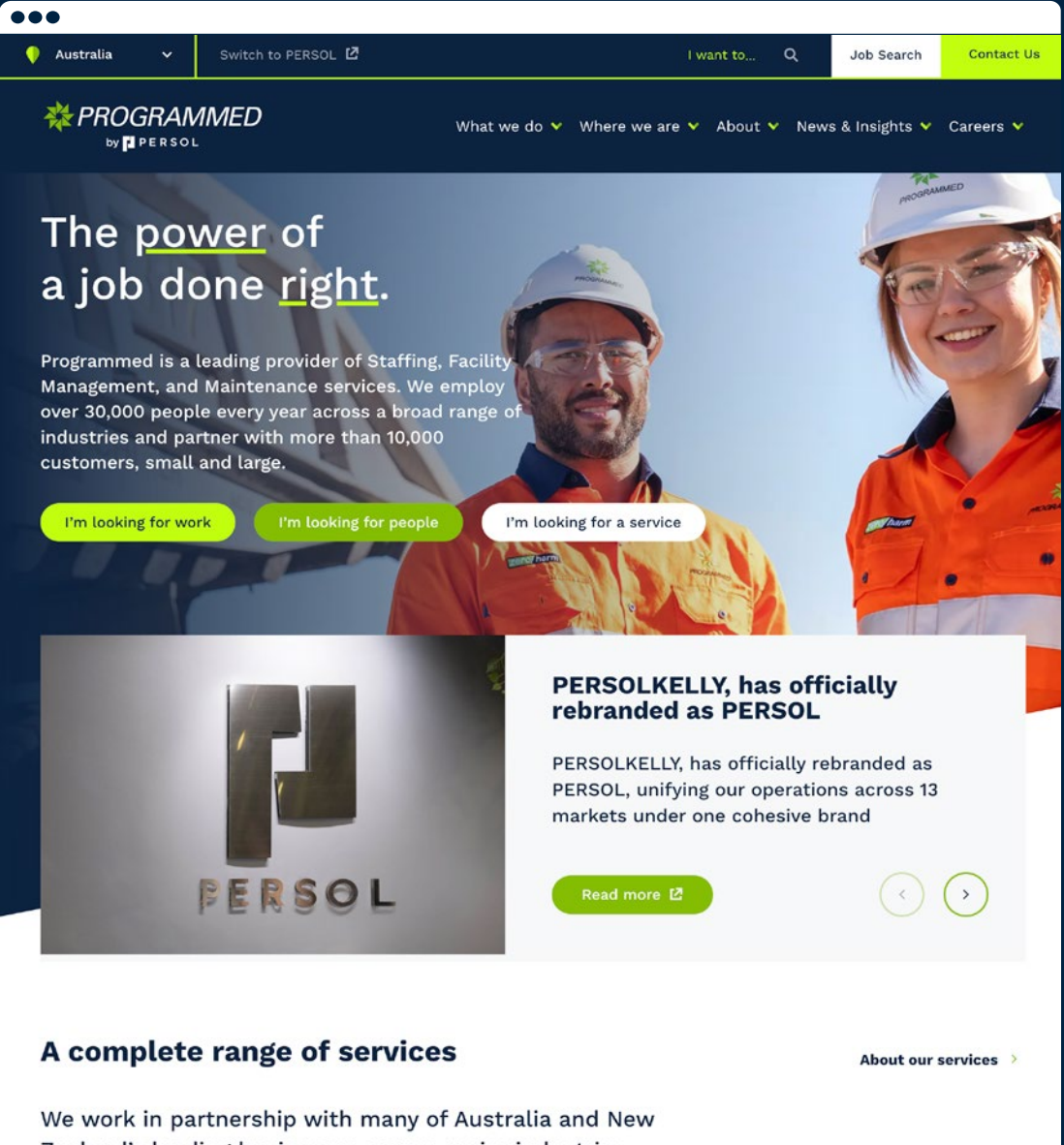
Document cover



Level 1 divider



Level 2 divider



These icons have been designed to quickly communicate our attributes and services.

Tip

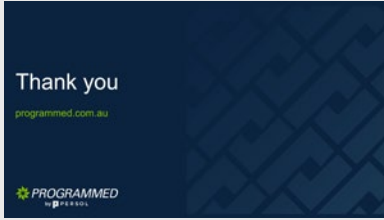
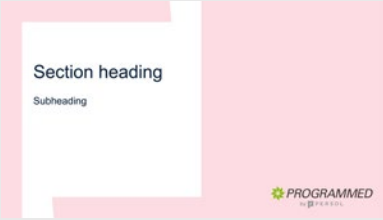
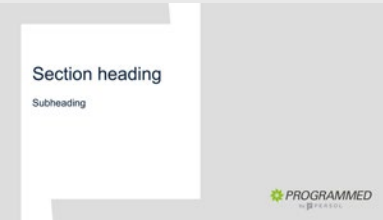
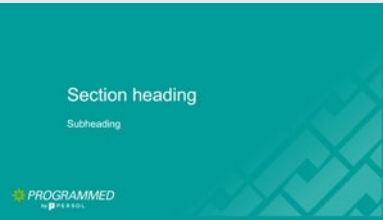
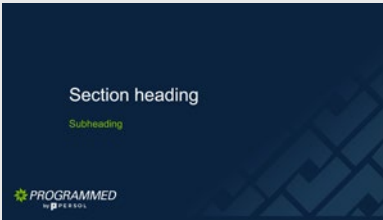
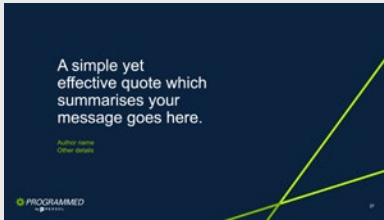
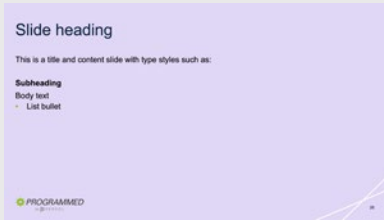
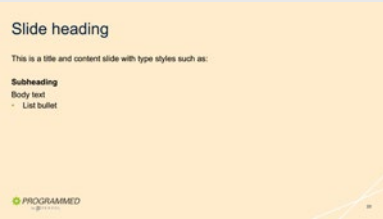
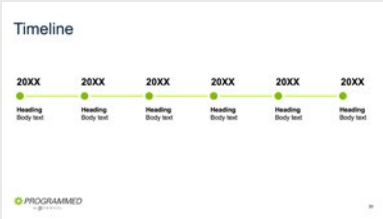
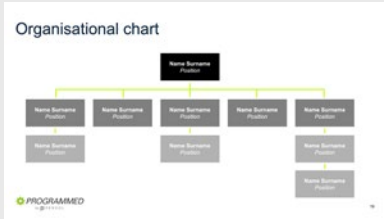
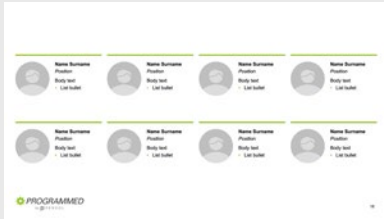
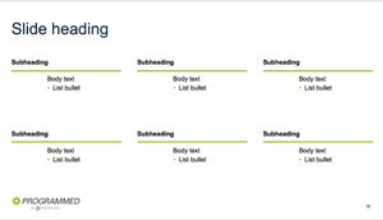
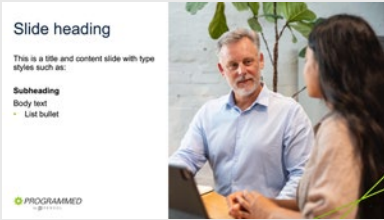
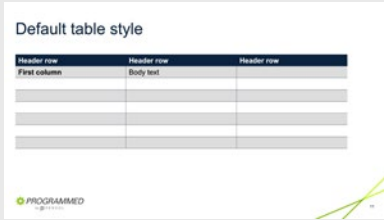
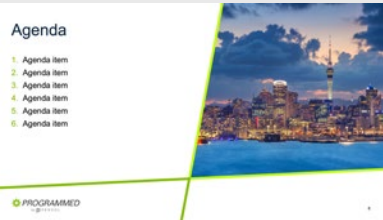
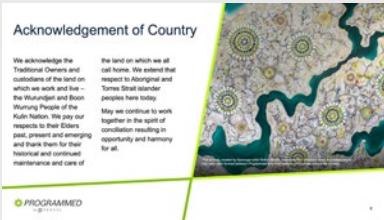
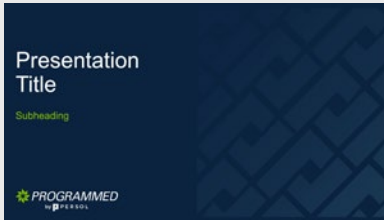
The icons can appear in Programmed Green and Navy as-well as **any of our accent colours**.

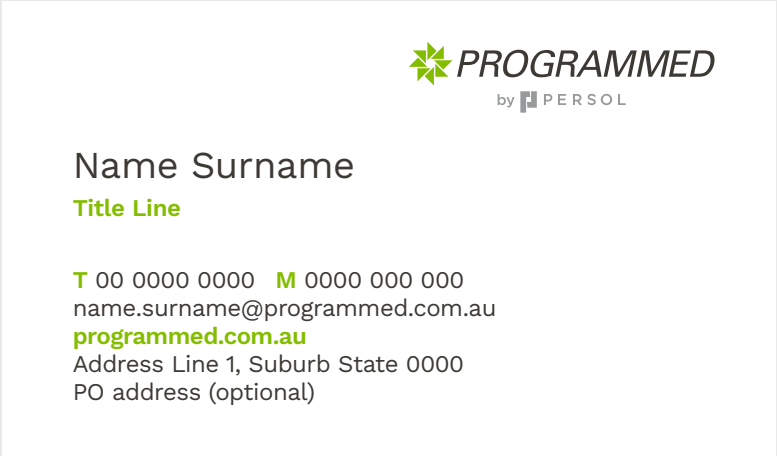
Iconography



Expression

Presentation



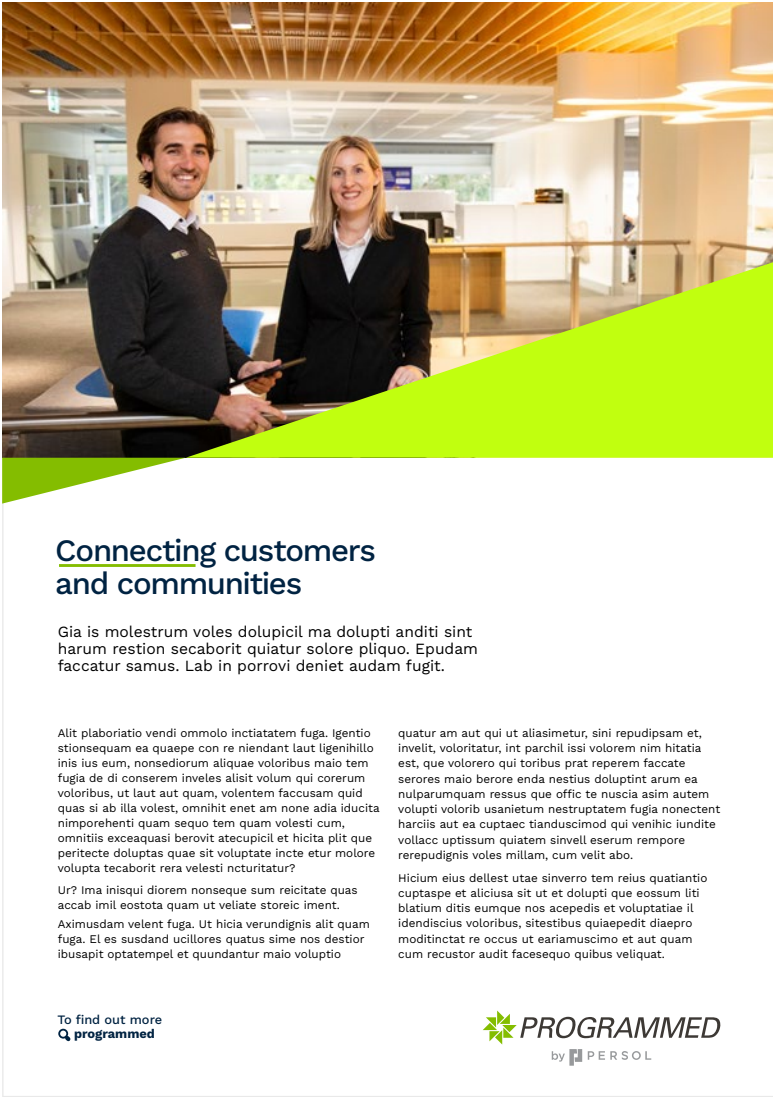


Expression



DL tri-fold brochure

Collateral



A4 flyer



Pull up banner front



Pull up banner back



Flags
If applicable, a customer logo can replace the copy 'Connecting customers and communities'.

Hoardings
Hoarding designs can include cobranding with customers and project specific information. Please contact Marketing to discuss. For hoarding production, please contact Procurement.



Programmed Brand Identity Guidelines **Applications**

Applications

Hard hat

The vertical secondary logo is to be used when there is limited space for the primary horizontal logo to be used and retain legibility and impact. On a hard hat application the positive vertical logo is applied with justified clear spacing.



Applications

Polo t-shirt

This application example demonstrates how the Programmed and ZeroHarm logo relationship can be applied to a Polo t-shirt. The equal weighting of the logos reflects the equal importance of the initiative to the brand. There is flexibility with the logos positioning but not the relationship of ratio.



Polo t-shirt

This application example demonstrates how the PERSOL, Programmed and ZeroHarm logo relationship can be applied to a Polo t-shirt. The equal weighting of the logos reflects the equal importance of the initiative to the brand. There is flexibility with the logos positioning but not the relationship of ratio.



Programmed
Brand Identity
Guidelines
Uniforms

Uniforms

All uniforms are to be branded consistently using the ‘Programmed by PERSOL’ endorsed logo. Sub-brands should only be used when approved to do so by your Marketing Manager.

All uniforms are to be purchased through the approved Group National Supplier who is aware of logo placement and approved uniform range. If a uniform outside of the approved uniform range is required, you must contact the National Procurement Manager.

Uniforms



General uniform branding guidelines

- Logo to be placed on front of uniform above the area of left breast pocket, with Zero Harm logo on right breast pocket
- Head-dress applications should normally use the vertical logo format
- Black can be used for Programmed lettering.



Dual branded uniforms

In some instances there may be contractual requirements to have dual branding on uniforms. In these instances, to ensure consistency in brand application, the placement of logos should be as follows. If you have doubts about the use of the logos or placement, contact your Business Unit Marketing Champion or the Group Marketing Team.



Presenting Programmed in a professional and consistent manner at all times tells people that we are a cohesive and recognisable organisation.

When used consistently and correctly, the Programmed logo will support and strengthen its identity. Access to the logos is restricted to the Marketing Team and the Business Unit Marketing Champions.

Logo Colours

The logo consists of two principal colours:

- Green (PMS 376)
- Charcoal (PMS Black 7)

Wherever possible, the logo should appear in its principal colours. The CMYK logo should be used for all colour processing or digital printing applications.

Our logo and its use

Programmed Green

HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C

Programmed Charcoal

HEX	#3D3935
RGB	61, 57, 53
CMYK	0, 0, 0, 80
Pantone	Black 7C

Please note

Substitute PMS Black 7 in the logo when used for embroidery only.

Uniforms

The logo must only be used in the configurations and colours shown here. These are the preferred logos. Always use either of these versions of logos unless space or colour restrictions require otherwise.

Logos may not be redrawn or altered under any circumstances. If you have doubts about use of the logos, contact your Business Unit Marketing Champion or the Group Marketing Team.

Preferred version



Tip
Substitute PMS Black 7 in the logo when used for embroidery only.

Uniforms

The logo must only be used in the configurations and colours shown here. These are the preferred logos. Always use either of these versions of logos unless space or colour restrictions require otherwise.

Logos may not be redrawn or altered under any circumstances. If you have doubts about use of the logos, contact your Business Unit Marketing Champion or the Group Marketing Team.

Alternative version

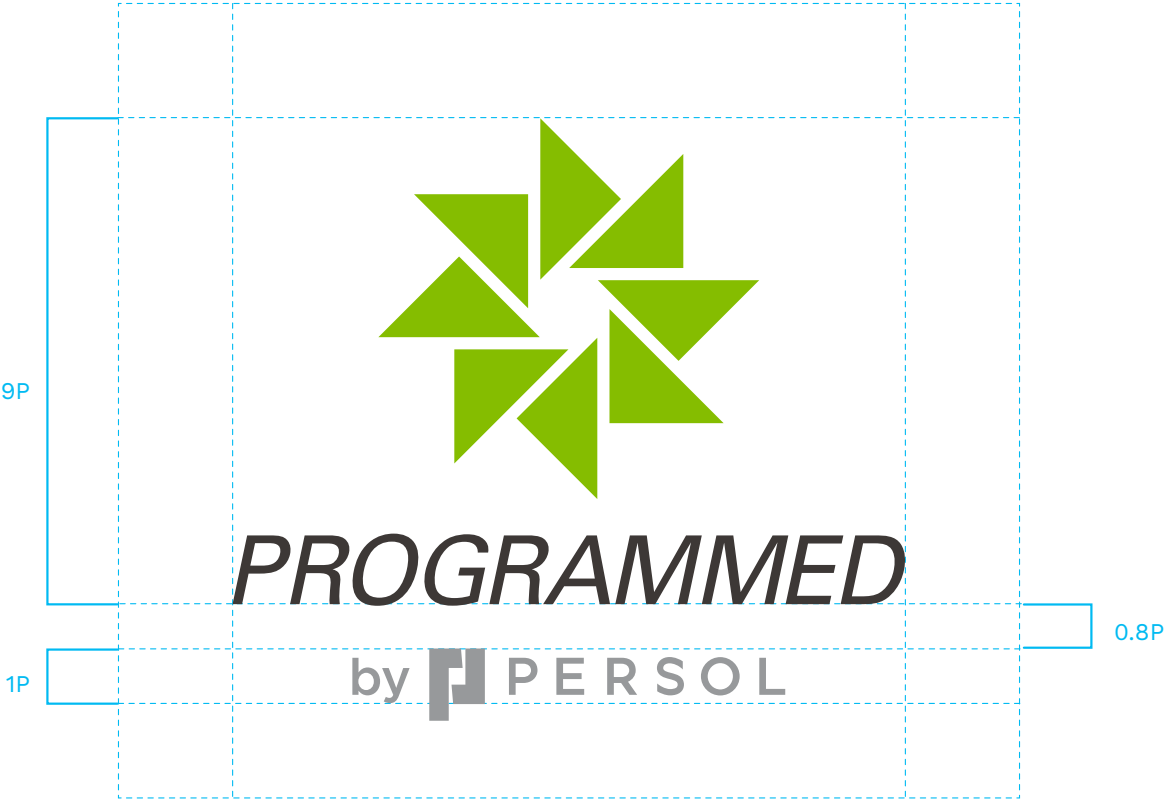


Tip

Substitute PMS Black 7 in the logo when used for embroidery only.

Logo exclusion zone

For clarity and visual appeal, the logo should always sit within a minimum ‘exclusion zone’. No other imagery or type should appear in this area.



Primary logo - Horizontal
When using the logo horizontally, a space the width of the impeller should always be maintained around the logo.

Secondary logo - Vertical
When using the vertical logo, a space the height of one of the triangles (▼) within the impeller should always be maintained around the logo.

Embroidery
The minimum size of the horizontal Programmed logo in a embroidery application is 100mm minimum width.

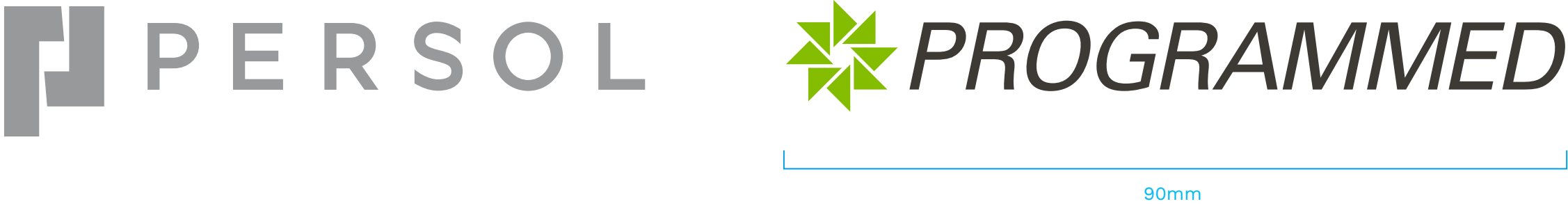
When the logo reaches below 90mm the 'by PERSOL' endorsement drops off and the horizontal co-branding relationship is applied. The minimum size that the Programmed logo can be reduced to is 90mm. PERSOL can stand on its own. The relationship is fixed between the two logos.

Refer to polo shirt embroidery samples on pages 81 and 82 in this guide.

Please note that minimum size requirements for logo embroidery may vary from supplier to supplier. It is essential to confirm the best reproduction standards with your chosen supplier to ensure optimal logo appearance and quality. Care must be taken to verify these details before proceeding with any embroidery job.

Minimum sizes

Use horizontal co-branding relationship below 90mm (Programmed logo width)



100mm



The Zero Harm logo is available in horizontal format only. The positive versions are recommended to appear on a white field and should where possible be placed with the Programmed or Programmed sub-brand logo.

ZeroHarm logo formats

Positive



Semi-reversed



ZeroHarm on black



Mono



Reversed



ZeroHarm on yellow



Programmed marketing materials should incorporate only these primary (identity) and secondary (complementary) colours.

Using contrasting colours

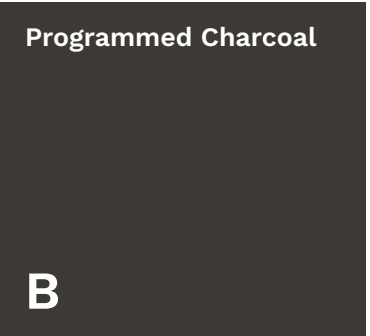
Care should be taken to contrast colours in juxtaposition – A tones will work beside A or B tones, but B tones next to other B tones should be avoided.



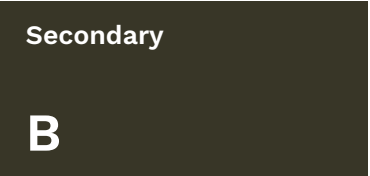
Uniform colour palette



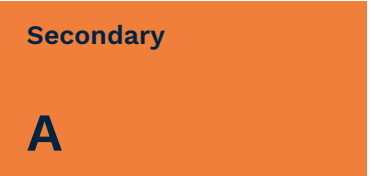
Programmed Green	
HEX	#84BD00
RGB	132, 189, 0
CMYK	50, 0, 100, 0
Pantone	376C



Programmed Charcoal	
HEX	#3D3935
RGB	61, 57, 53
CMYK	0, 0, 0, 80
Pantone	Black 7C



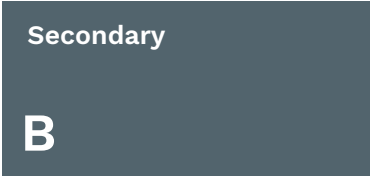
Dark Brown	
HEX	#383627
RGB	56, 54, 39
CMYK	0, 0, 50, 80
Pantone	448C



Bright Orange	
HEX	#F07F3C
RGB	240, 127, 60
CMYK	0, 60, 80, 5
Pantone	158C



Yellow	
HEX	#F5C500
RGB	245, 197, 0
CMYK	0, 20, 100, 5
Pantone	116C



Warm Grey	
HEX	#52646D
RGB	82, 100, 109
CMYK	30, 0, 0, 70
Pantone	7545C

Consistently representing our services

The uniform designs all follow a consistent layout: the Programmed Masterbrand on the left hand side and the Zero Harm on the right hand side.

As a general rule, employee names are not included on uniforms. Exceptions are only made at the request of customers. Where this applies, please contact National Marketing for the correct setup and design to ensure alignment with brand standards.

Note: Customer co-branding can be applied. Please check with your local marketing division.

Visit <https://uasprogrammed.com/collections/programmed-au-collection> for more uniform options.

For any contract-specific needs, please contact procurement.

For PPS uniform guidelines, please see the broader PPS Service Line guidelines in the Appendix – page 150.



Uniforms

Uniforms and PPE



Visit <https://uasprogrammed.com/collections/programmed-au-collection> for more uniform options.

For any contract-specific needs, please contact procurement.

Uniforms and customer branding

Co-branding our uniforms

The uniform designs all follow a consistent layout: the Programmed Masterbrand on the left hand side, customer logo on the right hand side, and the Zero Harm on the back.

As a general rule, employee names are not included on uniforms. Exceptions are only made at the request of customers. Where this applies, please contact your marketing team for the correct setup and design to ensure alignment with brand standards.

Visit <https://uasprogrammed.com/collections/programmed-au-collection> for more uniform options.

For any contract-specific needs, please contact procurement.



Programmed Brand Identity Guidelines **Power BI**

The custom theme incorporates the brand’s specific colour palette and typography settings. This theme ensures our reports maintain visual consistency with our branding guidelines.

PBI Theme Template JSON

Colours

The theme includes a set of predefined colours to be used across all visual elements in Power BI reports:

Primary Colours:

Hero

Programmed Green
HEX #84BD00

Hero

Programmed Bright Lime
HEX #C1FF0F

Core

Programmed Navy
HEX #0C2340

Secondary Colours:

Accent

Programmed Orange
HEX #FF9F06

Accent

Programmed Teal
HEX #009D99

Accent

Programmed Purple
HEX #6633CC

Accent

Programmed Fuchsia
HEX #F65275

Core

Programmed Light Grey
HEX #E9E9E9

These colours are designated for charts, graphs, and UI components, ensuring a cohesive visual experience.

Typography

The theme font is Arial for ease of distribution across the Microsoft environment. All text elements within the reports are to be in Arial font. The font sizes and colours are categorized as follows:

Callout Text:

Callout Text

Size 45, Colour #0C2340

Titles and Headers:

Titles and Headers

Size 12, Colour #0C2340

Labels:

Labels

Size 10, Colour #0C2340

To apply the theme, save the JSON configuration shown to the right as a `.json` file. This file can then be imported into any Power BI workspace to apply the custom theme.

Applying the Theme

JSON configuration

```
{
  "name": "Programmed Brand Colours",

  "dataColors": ["#84BD00","#C1FF0F","#0C2340","#E9E9E9","#FF9F06","#009D99","#6633CC","#F65275","#3599B8","#DFBFBF","#4AC5BB","#5F6B6D","#FB8281","#F4D25A","#7F898A","#A4DDEE","#FDAB89","#B687AC","#28738A","#A78F8F","#168980","#293537","#BB4A4A","#B59525","#475052","#6A9FB0","#BD7150","#7B4F71","#1B4D5C","#706060","#0F5C55","#1C2325"],

  "textClasses": {
    "callout": {"fontSize": 45, "fontFace": "Arial", "color": "#0C2340"},
    "title": {"fontSize": 12, "fontFace": "Arial", "color": "#0C2340"},
    "header": {"fontSize": 12, "fontFace": "Arial", "color": "#0C2340"},
    "label": {"fontSize": 10, "fontFace": "Arial", "color": "#0C2340"}
  }
}
```

The PBI theme has been set with the colour scheme as per the overall Programmed Brand Guidelines. The output is an 8 colour matrix, with varying amounts of opacity/weighting applied depending on the chart type, or whether used for a background, callout value, etc.

Power BI Theme Colouring

Colour hierarchy

Colour 1



Colour 2



Colour 3



Colour 4



Colour 5



Colour 6



Colour 7



Colour 8



Gradient rulings

Max



Middle



Min



Optional: using the theme colours and applying a blend formula, PBI suggests possible colour types for charts with max/mid/min values that are design to blend with the overall theme.

Negative



Positive



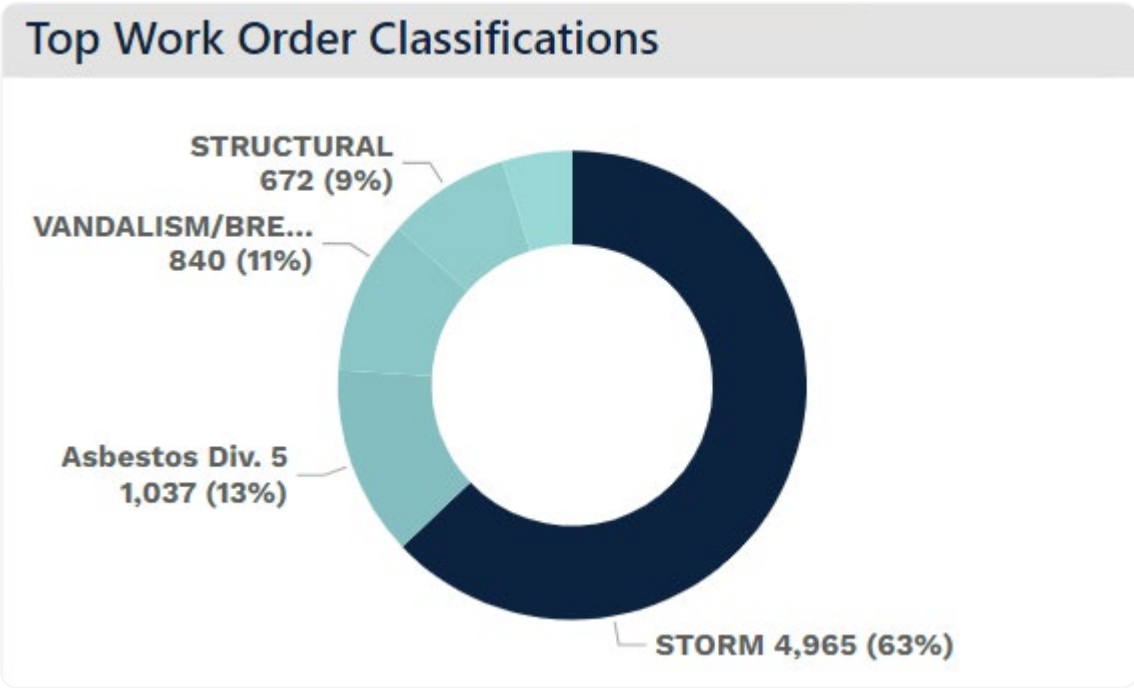
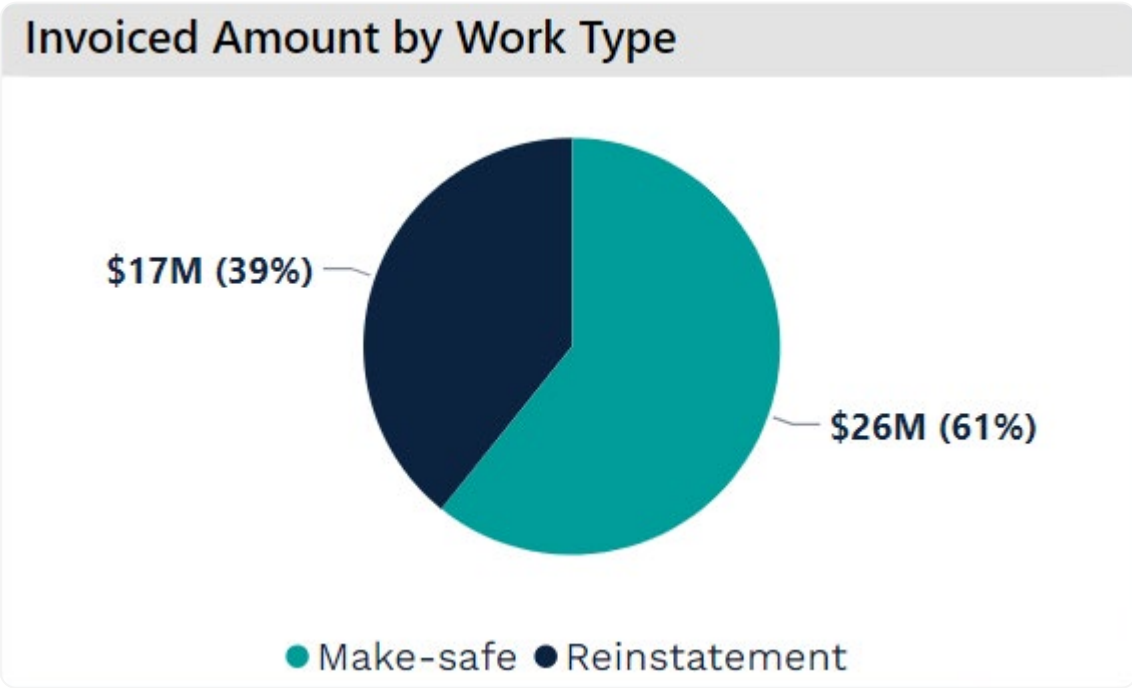
Neutral



Optional: the same logic can be applied and calculated for sentiment based colour gradients and positive, neutral and negative values.

- Recommended usage**
To represent data where categories form parts of a whole.
- Number of categories**
Ideal for 5 or fewer categories for better readability.
- Considerations:**
- Avoid using when categories exceed 5 as readability decreases.
 - May become crowded and difficult to distinguish colours with many categories.
 - If there are only 2 categories it is recommended to have contrasting navy with the darker green as a contrast.

Examples of pie charts



Recommended usage

To compare values across categories.

Colour selection

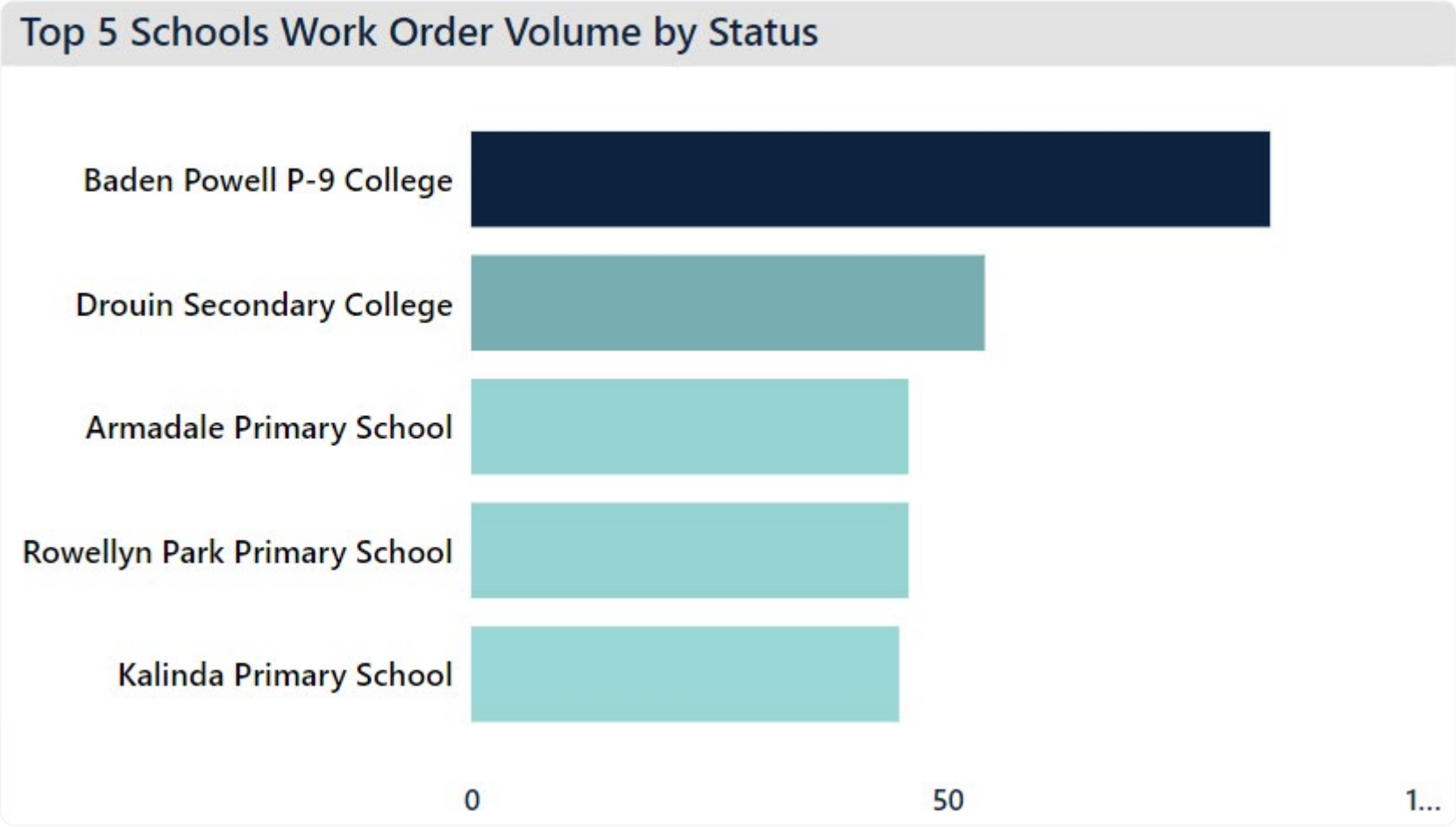
Utilise shades of navy or teal to maintain consistency and avoid visual clutter.

Consistency

Be consistent with chart scales and colour usage for dimension values within chart.

Bar & Column Charts

Example of bar chart

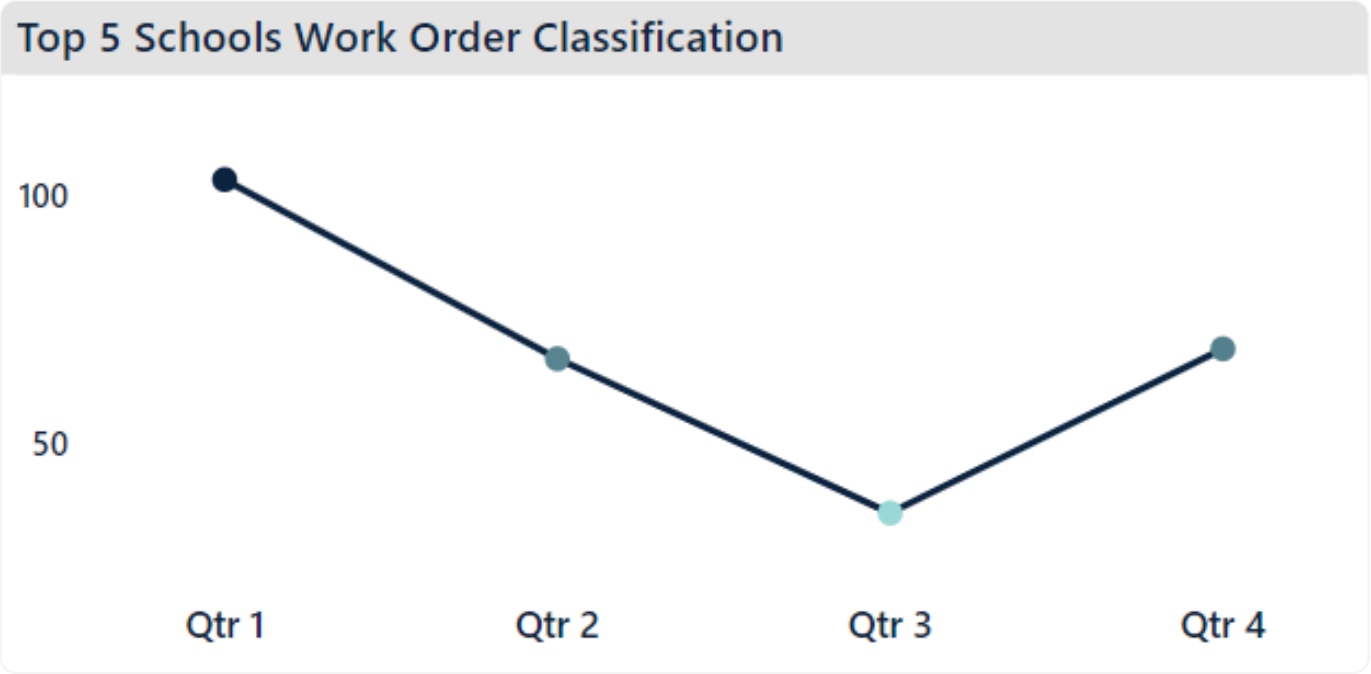


Recommended usage
To show trends over time or ordered categories.

Colour selection
Use subtle shades of navy for lines to ensure readability and consistency.

Line Charts

Example of line chart

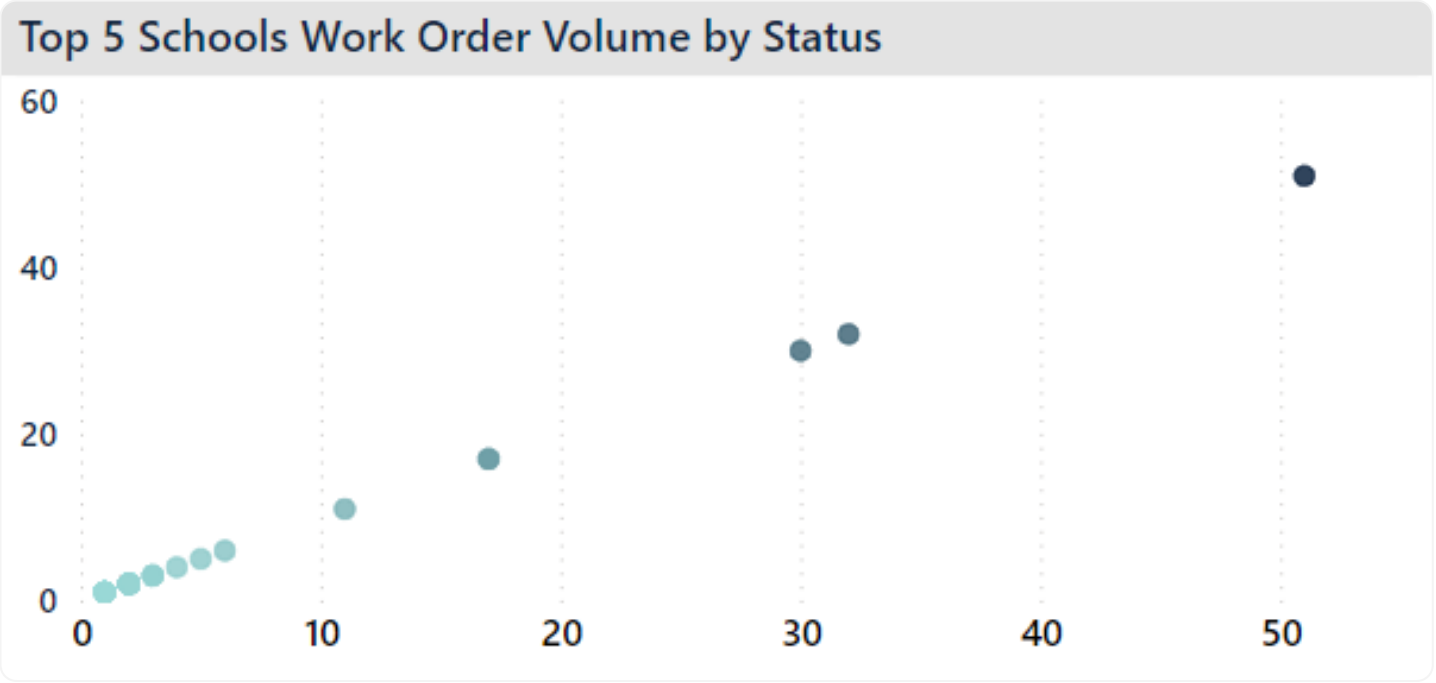


Recommended usage
To identify relationships or correlations between two variables.

Colour selection
Use navy sparingly to highlight specific data points or groups.

Scatter Plots

Example of scatter plot

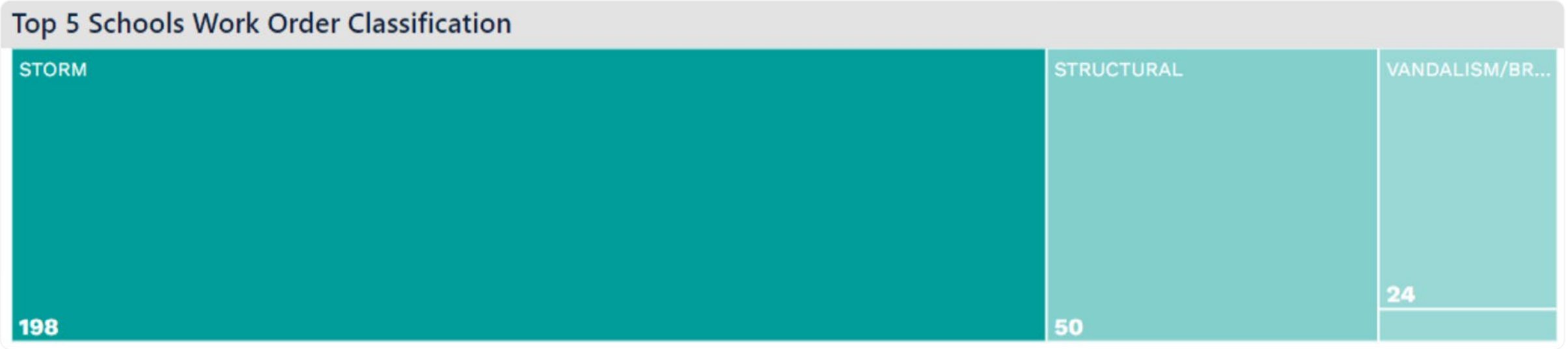


Recommended usage
To display dense data sets or identify patterns.

Colour selection
Choose a colour scale with a navy base for clarity and consistency.

Heat Maps

Example of heat map



Colour & Font Specifications

Background colour

Primary Colour: Use navy as the primary background colour. Adjust the colour to 10% saturation to achieve a subtle, professional appearance that does not overpower the content. This specific saturation level helps in maintaining visual consistency across all reports.

Alternating Backgrounds: For documents or slides with multiple sections, alternate between navy at 10% saturation and white backgrounds. This technique can help differentiate sections while keeping the overall design cohesive and clean.



Text formatting

To ensure that text is easy to read and looks consistent across all reports, apply the following formatting rules:

- **Alignment:** Always align text to the left. Left-aligned text follows the natural reading direction and improves readability.
- **Colour:** Use navy for all text. This ensures that the text is clearly visible against light backgrounds and maintains consistency with the overall colour scheme.
- **Font Colour Note:** If the background is navy (even at low saturation), adjust the text colour to white or a light shade for sufficient contrast and readability.

Dashboard Design Tips

Avoid scroll bars

Aim to fit all tiles on one screen to enhance user experience.

Clutter reduction

Remove non-essential information to prevent clutter and improve focus.

General Chart Design Principles

Precision

Limit quantitative data to three or four numerals for easier reading.

Consistency in Time Frames

Ensure consistent and distinct time frames across charts for clarity.

Avoid Mixing Measurement Scales

Use separate axes for large and small measures to prevent distortion.

Remove Unnecessary Data Labels

Keep only essential data labels to avoid clutter and improve readability.

Sort Charts Appropriately

Sort by measure to highlight extremes or by axis for easy category identification.

Top Filters

Place filters at the top of the page for easy access and filtering options.

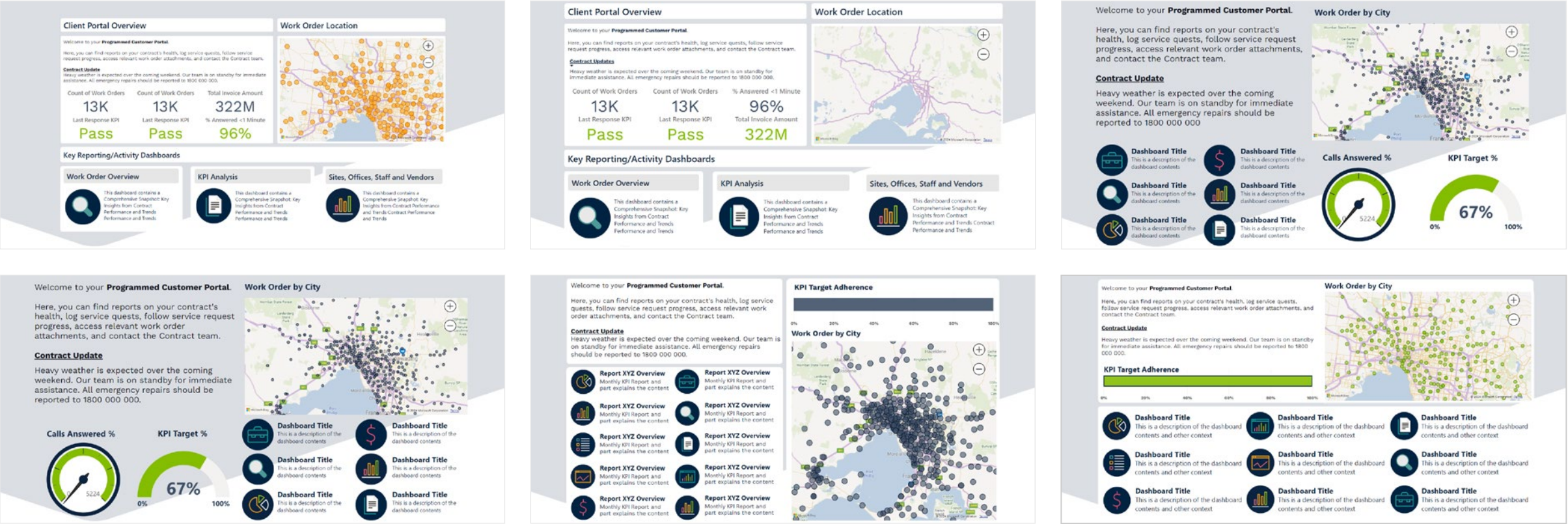
Formatting of Data Labels

Consider using 'Title' instead of 'Category Value' for chart titles, as category value will reference the exact name of the report used for the data element.

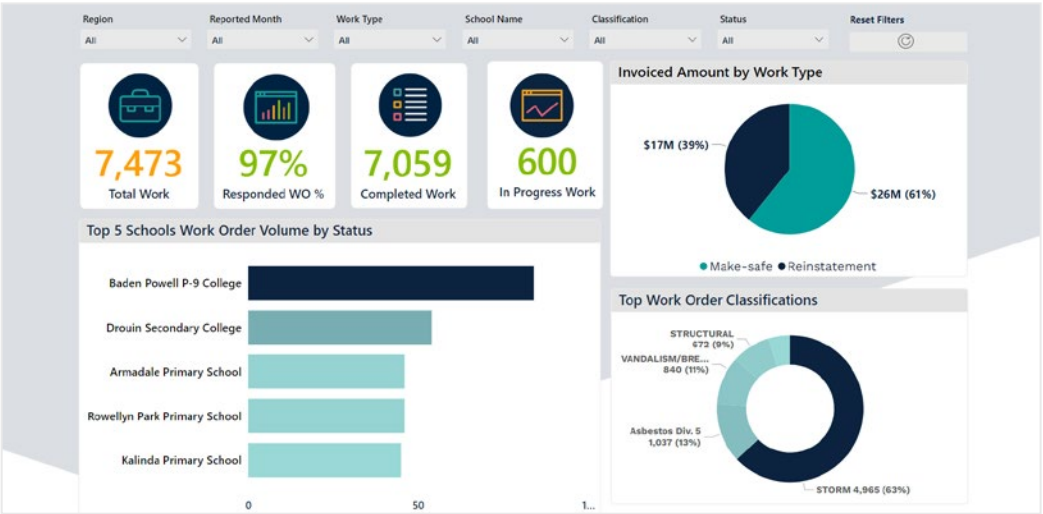
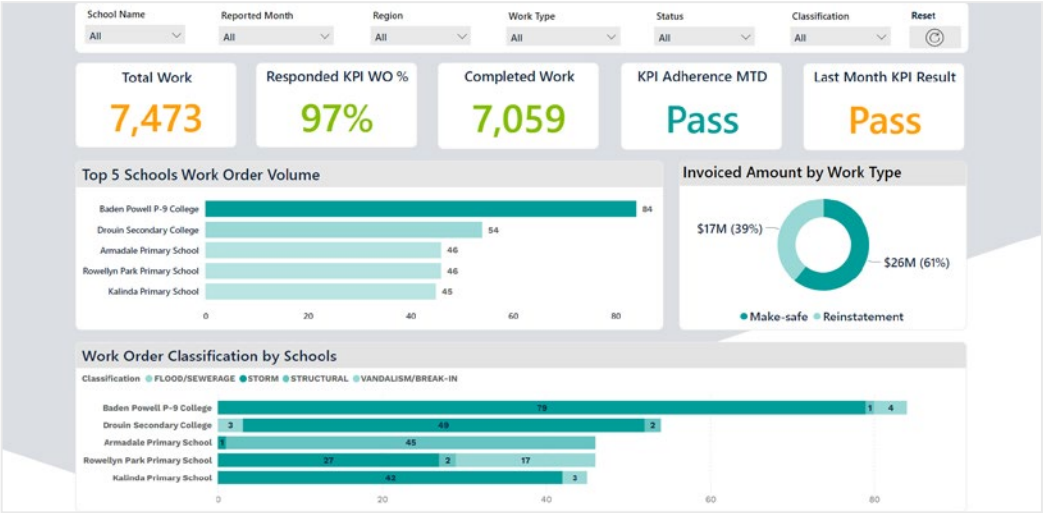
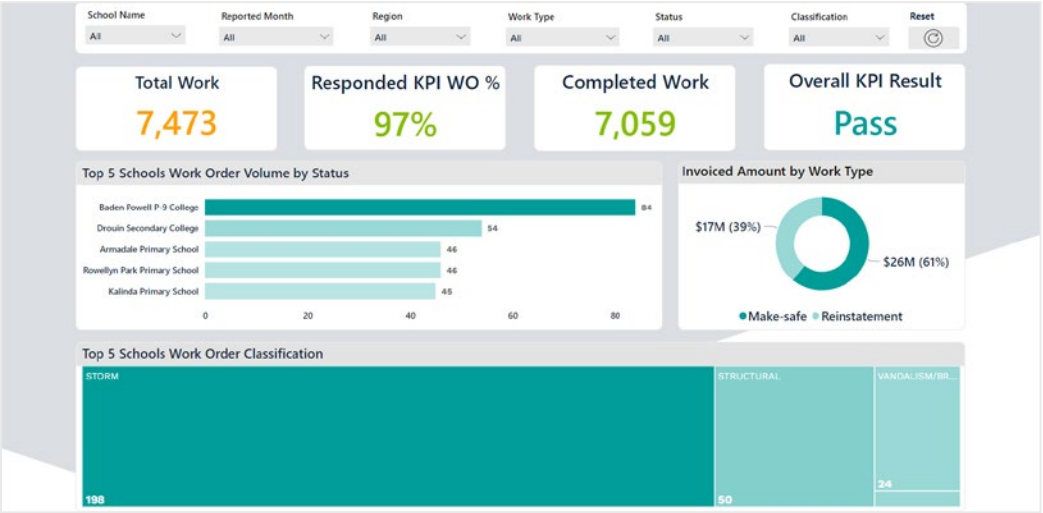
Conditional Formatting

For higher impact on visuals where a target is involved, or there is a distinctive desired result, instead of only using conditional formatting for chart elements, or callout values, consider using the background conditional formatting combined with values and/or chart values to create a 'negative' visual effect – i.e. Instead of a KPI indicator going from green to red when a KPI falls below a target threshold, you could change the background (if applicable) to red, with the callout value going to white.

Homepage samples



Report page samples



Programmed
Brand Identity
Guidelines
**Internal
Communications**

Key contacts

Marketing enquiries

If your local BrandHub Champion is unable to assist with your request, or if you need something more tailored or assistance with your internal comms campaign, fill in our [Marketing Request Form](#) and we'll review the request and get back to you.

Hubspot access

For any questions or HubSpot access, contact Yasmin de Laine – Internal Communications Specialist at yasmin.delaine@programmed.com.au.

Please note: HubSpot access require manager approval as there is a cost associated. Please submit your request via the ICT Service Desk, once you have written approval from your line manager. A cost code will be required.

HubSpot assistance

Please contact your local Marketing team for HubSpot assistance.

HubSpot Product Owner is:

Amelia Wilson – Head of Brand and Strategic Marketing, Programmed
amelia.wilson@programmed.com.au

Internal Comms enquiries

For your internal communications needs, please contact your relevant marketing team:

Facility Management: Yasmin de Laine
yasmin.delaine@programmed.com.au

Property Services: Jessica Nguyen
jessica.nguyen@programmed.com.au

Staffing: Jack Fitzpatrick
jack.fitzpatrick@programmed.com.au

Across Facility Management and Property Services, select staff have access to the BrandHub portal, which is the central source of brand assets. Please contact your local BrandHub champion.

Our internal voice should reflect the same vision and values we express externally, while speaking in a way that’s human, relatable, and appropriate to our people. It should always feel like a thoughtful colleague, not corporate jargon.

Internal brand voice: key characteristics

Tone characteristic	What it means	Example
Confident	Use active, positive language that encourages action and ownership	<i>“These achievements are testament to the strength of our relationships with our customers.”</i>
Clear and practical	Be real. Keep it short and straightforward, easy to understand, and avoiding jargon.	<i>“We’re excited to share an update on Project NextGen, our initiative to elevate our technology systems and support both our current and growing business needs.”</i>
Caring and empathetic	Acknowledge the human side – show understanding, particularly during change or uncertainty.	<i>“A big thank you to all of our Programmed community for your patience as we deliver on these long-awaited technology updates, and another thank you to the NextGen team - this wouldn’t be possible without you.”</i>
Conversational and warm	Write like you would to a friendly colleague, not overly formal.	<i>“A huge thanks to Sean for sharing such fantastic insights, and congratulations on the big win that led you to the States!”</i>

Our internal voice should reflect the same vision and values we express externally, while speaking in a way that’s human, relatable, and appropriate to our people. It should always feel like a thoughtful colleague, not corporate jargon.

Internal brand voice: by situation

Scenario	Tone guidance	Example
Leadership updates	Visionary but grounded. Show direction and care.	<i>“With our people as our most important asset, it’s essential we equip each and every team member with the skills they need to thrive in our industry and beyond, even in the face of continuous change.”</i>
Change or transition	Transparent, reassuring, and empathetic.	<i>“Though our technology and digital transformation journey has at times been challenging, we are pleased to be making active steps towards an integrated solution of the best fit for Programmed Facility Management.”</i>
People recognition	Celebratory and specific.	See 2025 NAIDOC Award winner announcement
Safety and compliance	Clear, non-negotiable, and supportive.	<i>“There is no job so urgent that we cannot take the time to do it safely.”</i>
Event invites/culture	Energetic, inclusive, and friendly.	<i>“Our Town Hall is an opportunity for us all to gather together and celebrate our success, as well as to explore new and exciting ways that you and your team can build upon your own bright personal and professional futures.”</i>

Our internal voice should reflect the same vision and values we express externally, while speaking in a way that’s human, relatable, and appropriate to our people. It should always feel like a thoughtful colleague, not corporate jargon.

Internal brand voice: tips and best practice

Tip	Details
Target your audience	Keep it relevant and engaging – don’t send your comms out to everyone if it’s only applicable to a certain group. This will help avoid disengagement.
“What’s in it for them?”	Why does your audience want/need to read your communications? Frame your messaging around the most relevant and important part of your comms depending on your targeted audience.
Link to additional content where possible/necessary	You might have some new starters in your recipient list – consider those with minimal background knowledge of your content and link to additional supporting content where possible for them to read more. This also helps you keep things concise
Be strategic and don’t oversaturate	Plan your regular comms in advance – try to space out comms on your calendar to avoid overloading your audience all at once.
Break up the text	Walls of text are unappealing to read – make sure you use frequent paragraphs and insert headers and/or images where appropriate.
Include a call to action	How do you want your audience to respond to your comms? Keep it open ended and include a call to action where appropriate (eg – “To find out more, click here.”)

Programmed is a diverse, inclusive and equal-opportunity employer. We also strongly support our First Nations communities across Australia and New Zealand. You can find our [Reconciliation Action Plan \(RAP\)](#) [here](#).

Australia

Programmed commissioned a customised, authentic Aboriginal artwork that represents both Programmed's history and brand as well as paying respect to the Indigenous cultures that have contributed to our business until now and for the future. Early in 2021, Programmed joined with a renowned West Australian Aboriginal Artist – Rohin Kickett, to work on a piece that would tell our story – to this point and beyond.

Permission to make use of Rohin's artwork can be [requested from the Marketing department](#).

New Zealand

Across the islands of New Zealand, Aotearoa Programmed is proud to be a part of this integrated society.

Our Māori cultural committee continues to do great work in raising cultural awareness among employees and showcasing the many wonderful artworks and customs of our Māori and Island Pacifica Whānau.



Programmed Brand Identity Guidelines **Internal Graphics**

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Published by Pearson Education, Inc., 221 Rte. 91, Scarborough, NY 11106

Printed in the United States of America

ISBN 978-0-321-84800-0

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Note: We use HubSpot to send out regular communications and newsletters via email. This ensures a consistent format and appearance.

If you need HubSpot access and training, contact yasmin.delaine@programmed.com.au, or you can coordinate with the individual responsible for HubSpot comms in your region/location.

You can find some header examples below, along with templates to edit and download.

Sizing
Email headers must be 800 x 240 px.

Style
Ensure that you’re using Work Sans only for headline text and underlining only one or two words (not two words together – see page 49 for more information).



Generic email header examples
Use this style of header if you don’t have a specific graphic for your comms, eg regular leadership announcements. **Editable template available [here](#).**



Custom/targeted email header examples
Below are examples only. Editable template is blank for you to insert your own image/graphic. **Editable template available [here](#).**

Ensure the image you insert is sent to the back of the design to make your header brand compliant. To send the image to the back:

- 1) Click the image and then click ‘position’ in the tab above
- 2) In the options on the left of the screen, click ‘To back’

Forward

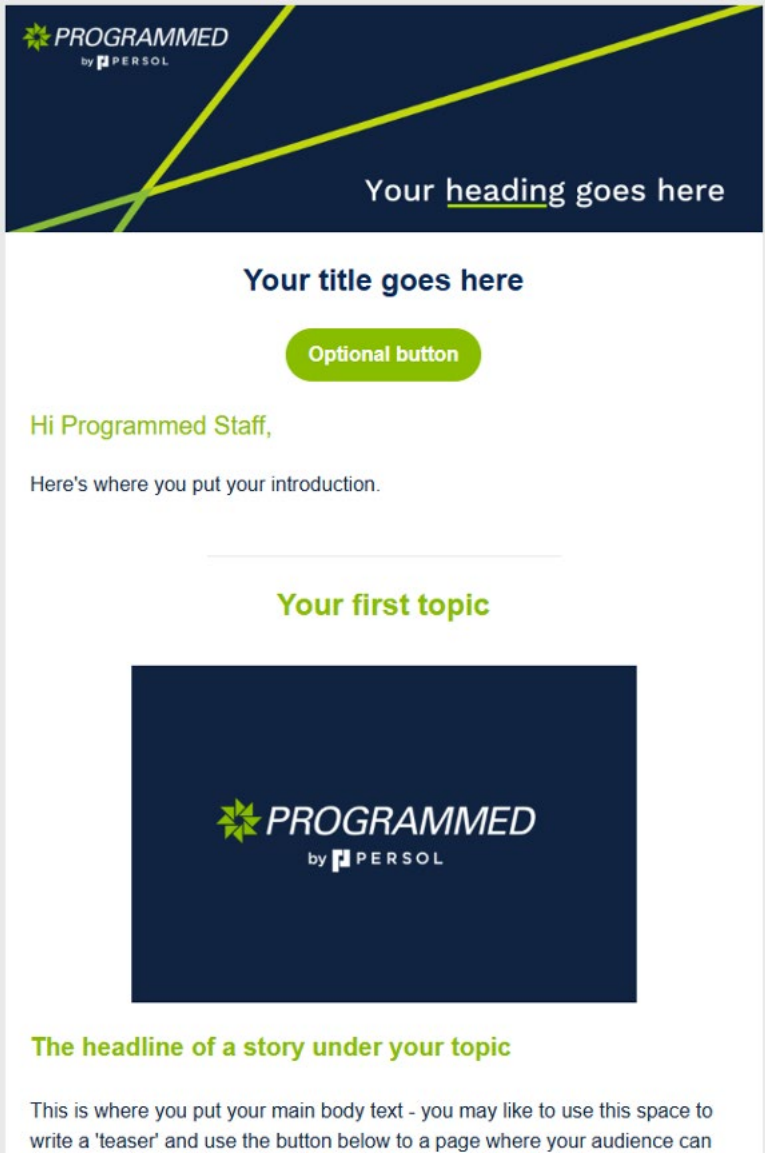
To front

Backward

To back

NOTE: You must have HubSpot access to use this template. Contact yasmin.delaine@programmed.com.au if you require access.

Email newsletter templates



To use this template, search ‘**PFM - Branding guide email newsletter template**’, hover over the title and select ‘Clone’, and enter the name of your distribution:

Marketing Email

1 marketing email

Manage

Analyze

Health

All emails

Drafts

Schedule

Campaigns

Email types

Users and teams

Subscriptions

PFM - Branding guide email newsletter templc

	EMAIL NAME		DELIVERED
	PFM - Branding guide email ne	Edit Clone Actions	0

Clone email

Email name

Your email name here

Brand

PROGRAMMED by PERSOL Programmed Group (Acc...

Email type

Regular

Send to a list of contacts. These emails can be sent immediately or scheduled.

Programmed Brand Identity Guidelines **Work and Smile**

Our PERSOL Group vision

Working life is a journey of growth and creation. We all have big dreams, and there are many different paths to success. Thus, we need to make our own choices from a range of diversified work opportunities. Our vision is to enrich society so that all work leads to lives of happiness.

Our Vision

PERSOL and Programmed understand that we are not workers. We are humans who work. And it is human nature to look for joy and meaning in everything, including work. What fulfils us is unique to who we are, where we live and where we are in life. Behind every smile, there’s a story. And our story is linked to the choices we make from the opportunities we have.

- Some strive for personal success.
- Some long to be part of a bigger team.
- Some endeavour to create more for their family.
- Others work for community and a greater purpose.

PERSOL and Programmed believe that when we know why we work, we’ll work and smile. For each of us our “smile” comes from different things. But at the heart of all of these things is **FULFILMENT**. With this in mind, our Work and Smile vision is verbalised and summarised as:

For Me. For We. For Us, For All of Us.

Work and Smile

The four why's

Scenario	Tone guidance	Example
For me (personal)	For personal growth and development, or a marker of status	<i>“Work allows me to unlock my growth and potential, which changes how the world sees me.”</i>
For we (team)	For a sense of shared achievement, and for camaraderie.	<i>“Work makes me feel seen and valued as part of the team.”</i>
For us (family, friends)	Supporting my family, a path to financial freedom or stability.	<i>“Work is an opportunity for me to give myself and my family a better life.”</i>
For all of us (community, society)	A sense of purpose, making an impact	<i>“Work makes me feel I am part of something bigger and making a contribution.”</i>

Behind every smile, there’s a story.
We want to hear YOURS!

[Blog home page](#)

[Story submission page](#)

At Programmed, we are incredibly proud of the work we do, and we want to shine a spotlight on the positive impact our employees make every day. We know that behind every success, there are countless untold stories about our amazing people that deserve recognition.’

What makes a Work and Smile Fridays story?

It’s all about acknowledging the heart and soul of Programmed and sharing how work makes us smile – for me, for we, for us, for all of us. It’s not just about broadcasting our achievements to the world, but rather those heartwarming moments that give us fulfillment.

Whether it’s a team collaboration that exceeded expectations, an individual who went above and beyond to help a colleague, or a team volunteering day that positively impacted our community, we want to hear about it all. And don’t be shy! Every accomplishment, big or small, matters.

Need some inspiration? Check out our Work and Smile Fridays blog for some recent examples of the great things happening across the business.

Remember, this initiative isn’t just about broadcasting our achievements to the world - it’s about acknowledging the heart and soul of Programmed and sharing how work makes us smile – for me, for we, for us, for all of us.

Let’s celebrate together, inspire each other, and continue to make a positive impact on our people, customers, and community.



Work and Smile Fridays poster

Help us spread the word and share out peoples’ stories by printing and displaying the below poster at your local site. **Download your poster [here](#).**

Submit your selfie to WIN!

The Work and Smile Selfie Challenge is a fun way for all of our employees to get into the spirit of Work and Smile with friendly competition.

Each quarter, we share a new challenge theme, with selfies going into the draw to win a \$250 AUD e-gift card!* We share submissions each month and shortlist a top selfie, with the shortlisted entries voted on by our team members at the end of each quarter to decide our overall winner.



Work and Smile Selfie Challenge poster

Help us spread the word and get your teams to join in the fun by printing and displaying the below poster at your local site. **Download your poster [here](#).**

Programmed Brand Identity Guidelines **First Nations**



Rohin Kickett (b.1986) ‘Untitled’,
2021 acrylic and oil on canvas, 1.8 x 1.2m

Programmed artwork by Rohin Kickett

Background

Programmed commissioned a customised, authentic Aboriginal artwork that represents both Programmed’s history and brand as well as paying respect to the Indigenous cultures that have contributed to our business until now and for the future.

Early in 2021, Programmed joined with a renowned West Australian Aboriginal Artist – Rohin Kickett, to work on a piece that would tell our story – to this point and beyond.

Rohin Kickett

Rohin Kickett is a Nyoongar artist from the Balardong Region which is located in the wheat belt district of WA. For most of his life Rohin has been surrounded by Aboriginal art from his Uncles and Aunties and remembers attending their exhibitions as he was growing up. Inspired by his family of artists Rohin has always created art but really started taking it seriously in 2016, and in that time has created a multi-faceted art practice. These different aspects a contemporary style which see Rohin incorporating a rifle and shooting water balloons full of paint to create abstract art pieces, which delves into the impact colonisation has had on Aboriginal people and the effects we see today in the community. Rohin also creates aerial view landscape painting to document the country he has connections to and highlight the effects that farming is having and the destruction of local water sources.

This year he was invited to be part of the Fremantle Biennale as an artist and to consult with other artists. Rohin currently sits on the Board of the National Association for the Visual Arts and is a strong advocate for Aboriginal artists.

The artwork

This artwork Created by artist Rohin Kickett showcases the extensive reach and relationships that have been formed between Programmed and Aboriginal communities around the country. The artist looked at how to create a piece that represents Australia and the locations of the offices and the communities. The approach the artist took was to look at the different capital cities and take different parts from areas and combine them to make the composition of the artwork. If you look at the top left, it represents the Darwin coastal area. The River mouth was inspired by the Sydney harbour which flows into the belly of the Swan River from Perth.

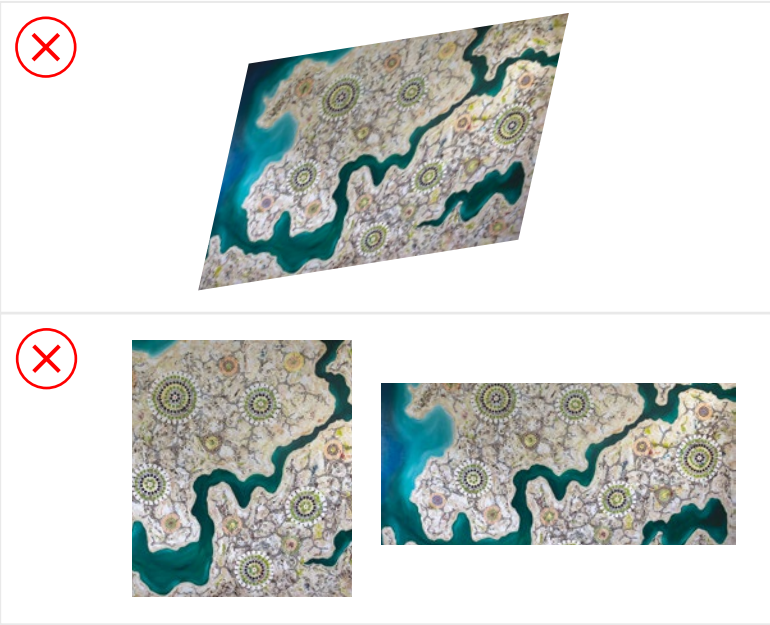
As the river flows it turns into a section of the Murray River and in the bottom right you will see Lake Burley Griffin.

When looking at the dots in the artwork, the big dot circles represent the different locations where Programmed are located and they are presented in the company colours of Programmed. The smaller dot circles represent all the different communities around Australia, and the little dots in between represent the community reach and relationships that Programmed have formed with the Aboriginal communities.

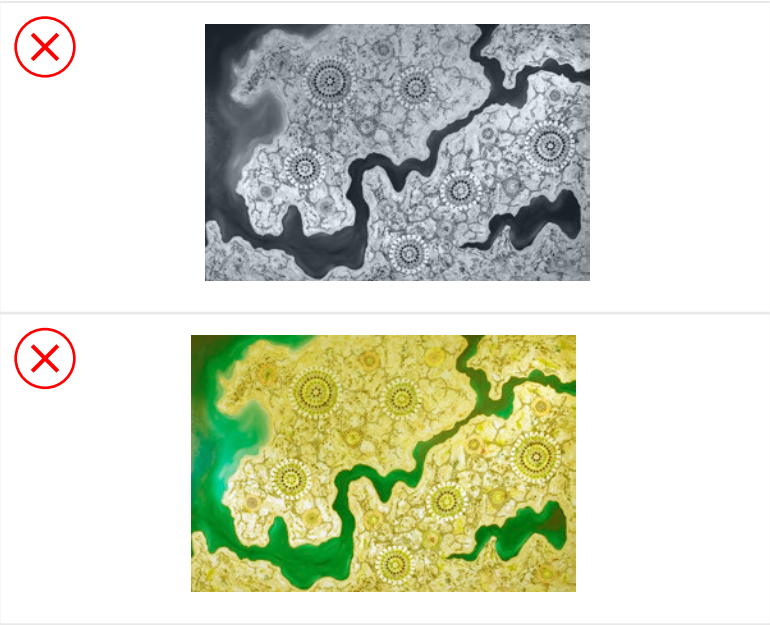
Using the image

Use only the images (i.e. sizes, formats, etc.) and templates provided by your divisional Marketing Team.

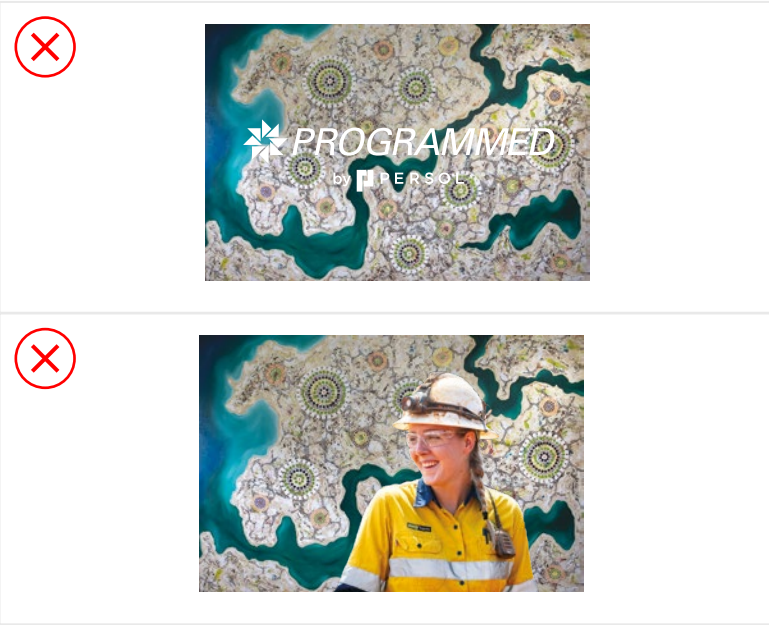
Rules



Do not stretch or distort when inserting into documents



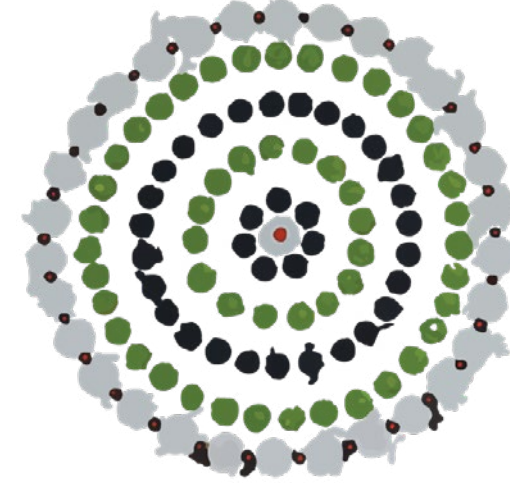
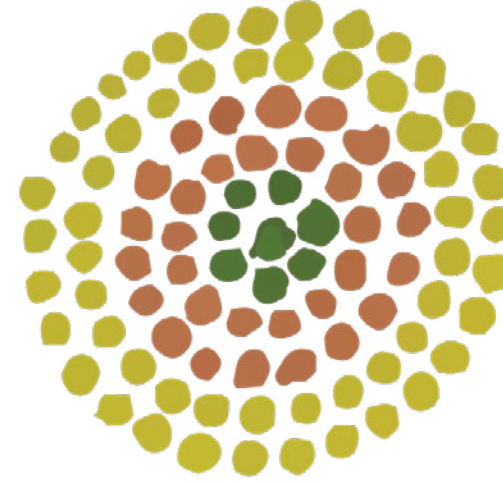
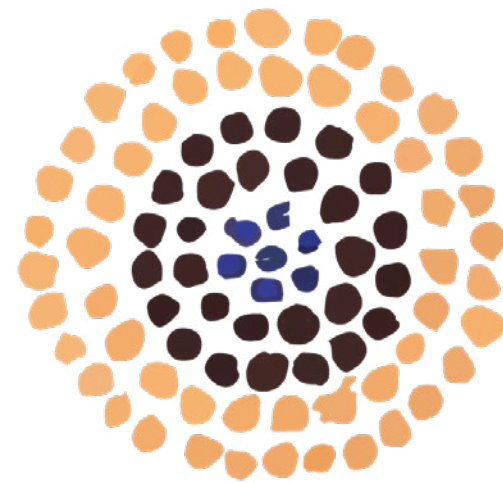
Do not alter the brightness or colours



Do not place logos or other images over the artwork

These elements can be used to serve as visual points of interest across documents, presentations and other materials, helping to draw attention, guide the reader and enhance overall engagement.

Tip
The devices can appear in varying sizes.



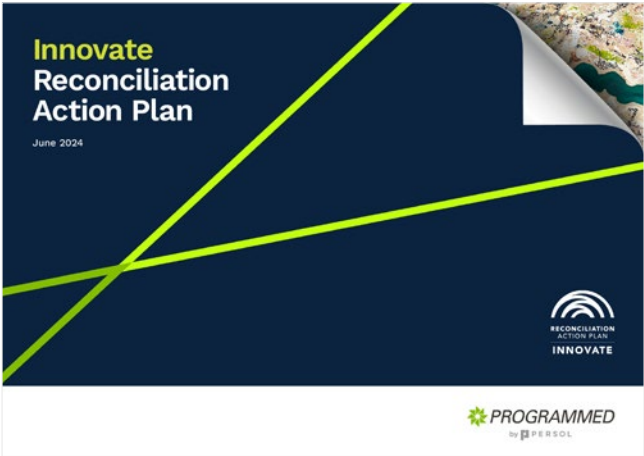
Dots

Logo as artwork

First Nations

Here are some examples in the Programmed look and feel.

Applications



Powerpoint template

Report

First Nations

Here are some examples in the Programmed look and feel.



Poster

Applications



Email header



Email footer

Programmed
Brand Identity
Guidelines
Vehicles

Vehicles

Only the Programmed logo is to be used on all vehicles, with the exception of contractual requirements (see Dual Branding on page 138).

- The **‘Programmed’ logo** is to be used on all vehicle applications.
- All vehicles will have the **1300 Programmed Promotes Safe Driving** sticker on back of vehicle and **No Smoking** sticker on dash.
- All vehicle signage is to be undertaken by Corporate Imaging in our Property Services division.
- All vehicles must be ordered through the online Capital Requisition for Motor Vehicles online form located on the Intranet.

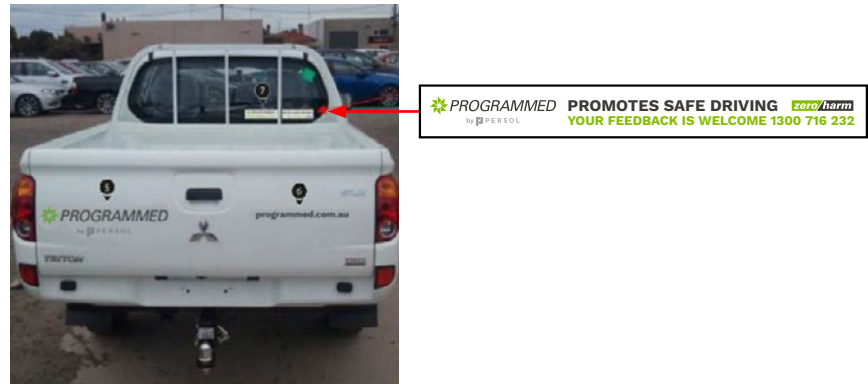
All new Programmed vehicles must display the endorsed ‘Programmed by PERSOL’ logo, unless otherwise specified and approved by Marketing.

Signage

iLoad



Triton – dual cab



 **Important note:** No smoking decal to be installed on dash

Vehicles

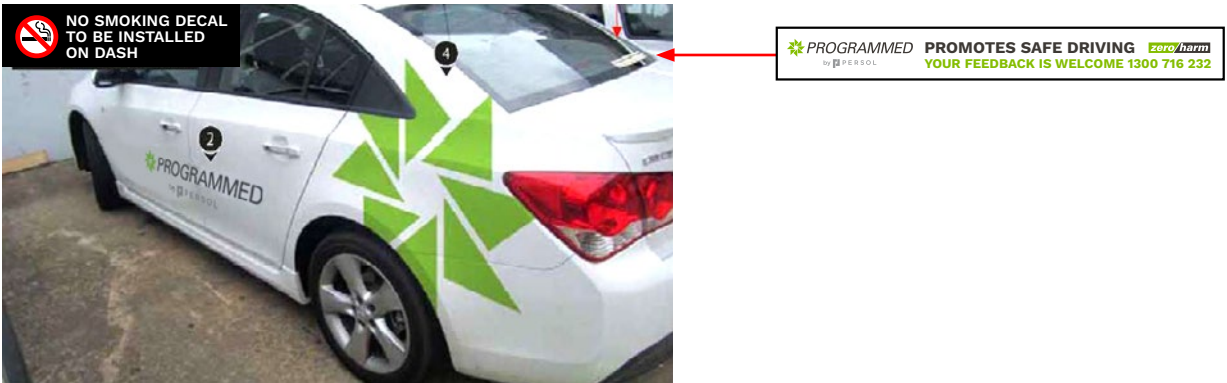
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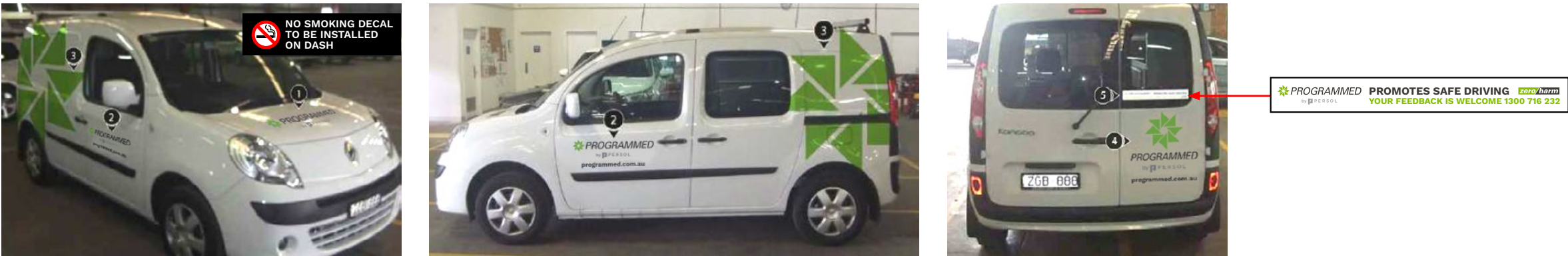
All new Programmed vehicles must display the endorsed ‘Programmed by PERSOL’ logo, unless otherwise specified and approved by Marketing.

Signage

Cruze



Kangoo



 **Important note:** No smoking decal to be installed on dash

Vehicles

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All new Programmed vehicles must display the endorsed ‘Programmed by PERSOL’ logo, unless otherwise specified and approved by Marketing.

Signage

Ford Ranger – Twin Cab with cover



Ford Ranger – Twin Cab with tray



 **Important note:** No smoking decal to be installed on dash

Vehicles

Only the Programmed logo is to be used on all vehicles, with the exception of contractual requirements (see Dual Branding on page 138).

The **‘Programmed’ logo** is to be used on all vehicle applications.

- All vehicles will have the **1300 Programmed Promotes Safe Driving** sticker on back of vehicle and **No Smoking** sticker on dash.
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All new Programmed vehicles must display the endorsed ‘Programmed by PERSOL’ logo, unless otherwise specified and approved by Marketing.

Signage

Ford Ranger – Single Cab



Isuzu Truck



 **Important note:** No smoking decal to be installed on dash

Vehicles

Only the Programmed logo is to be used on all vehicles, with the exception of contractual requirements (see Dual Branding on page 138).

- The **‘Programmed’ logo** is to be used on all vehicle applications.
- All vehicles will have the **1300 Programmed Promotes Safe Driving** sticker on back of vehicle and **No Smoking** sticker on dash.
- All vehicle signage is to be undertaken by Corporate Imaging in our Property Services division.
- All vehicles must be ordered through the online Capital Requisition for Motor Vehicles online form located on the Intranet.

Signage

Renault Truck



Volkswagon Ute



All new Programmed vehicles must display the endorsed ‘Programmed by PERSOL’ logo, unless otherwise specified and approved by Marketing.



Important note: No smoking decal to be installed on dash

Vehicles

Only the Programmed logo is to be used on all vehicles, with the exception of contractual requirements (see Dual Branding on page 138).

- The **‘Programmed’ logo** is to be used on all vehicle applications.
- All vehicles will have the **1300 Programmed Promotes Safe Driving** sticker on back of vehicle and **No Smoking** sticker on dash.
- All vehicle signage is to be undertaken by Corporate Imaging in our Property Services division.
- All vehicles must be ordered through the online Capital Requisition for Motor Vehicles online form located on the Intranet.

All new Programmed vehicles must display the endorsed ‘Programmed by PERSOL’ logo, unless otherwise specified and approved by Marketing.

Signage

Cherry Picker Truck



Important note: No smoking decal to be installed on dash

Vehicles

Only the Programmed logo is to be used on all vehicles, with the exception of contractual requirements (see Dual Branding on page 138).

- The **‘Programmed’ logo** is to be used on all vehicle applications.
- All vehicles will have the **1300 Programmed Promotes Safe Driving** sticker on back of vehicle and **No Smoking** sticker on dash.
- All vehicle signage is to be undertaken by Corporate Imaging in our Property Services division.
- All vehicles must be ordered through the online Capital Requisition for Motor Vehicles online form located on the Intranet.

All new Programmed vehicles must display the endorsed ‘Programmed by PERSOL’ logo, unless otherwise specified and approved by Marketing.

Signage – Mining



Due to compliance/regulations requirements, all vehicles that need to work on Mining sites are required to have **hi vis stripe** around side of vehicle and site number on vehicle.

Due to this, the green impeller on sideback of vehicle **will not be present**.

Safe Driving sticker should be located on back window of cab



Important note: No smoking decal to be installed on dash

Vehicles

Signage – Trailers

Only the Programmed logo is to be used on all vehicles, with the exception of contractual requirements (see Dual Branding on page 138).

- **Side panels:** vertical logo, web/phone details, enlarged icon
- **Rear panels:** vertical logo, web/phone details



All new Programmed vehicles must display the endorsed 'Programmed by PERSOL' logo, unless otherwise specified and approved by Marketing.

Vehicles

In some instances there may be contractual requirements to have dual branding on Uniforms and Vehicles.

In these instances, to ensure consistency in brand application, the placement of logos should be as follows. If you have doubts about use of the logos or placement, contact your Business Unit Marketing Champion or the Group Marketing Team.

For any dual-brand requirements, please speak to your Marketing Team.

Signage – Dual Branding



 **Important note:** No smoking decal to be installed on dash

Presenting Programmed in a professional and consistent manner at all times tells people that we are a cohesive and recognisable organisation.

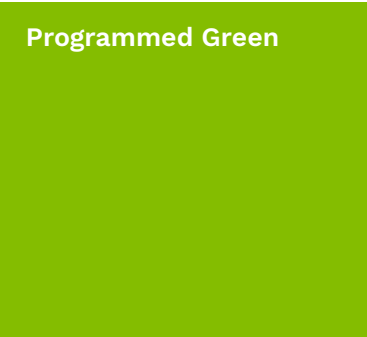
When used consistently and correctly, the Programmed logo will support and strengthen its identity. Access to the logos is restricted to the Marketing Team and the Business Unit Marketing Champions.

Logo Colours

The logo consists of two principal colours:

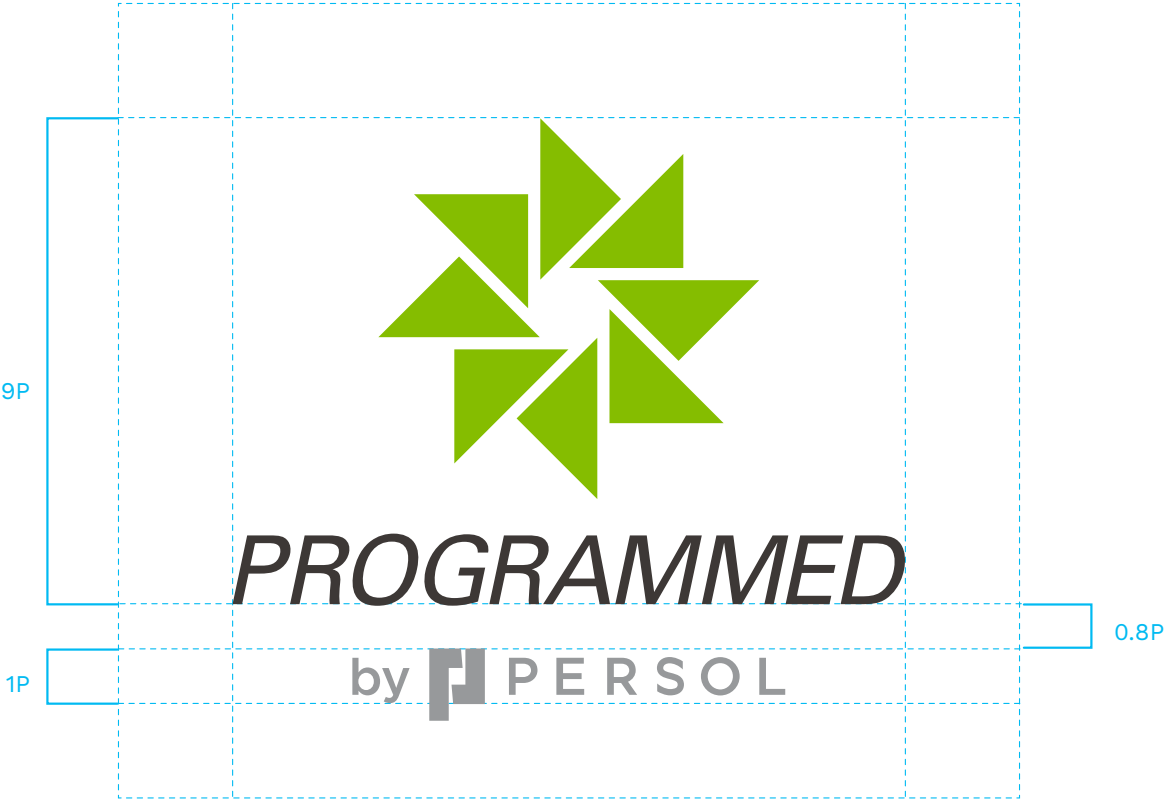
- Green (PMS 376)
- Charcoal (PMS Black 7)

Wherever possible, the logo should appear in its principal colours. The CMYK logo should be used for all colour processing or digital printing applications.

Programmed Green		Programmed Charcoal	
			
Programmed Green		Programmed Charcoal	
HEX	#84BD00	HEX	#3D3935
RGB	132, 189, 0	RGB	61, 57, 53
CMYK	50, 0, 100, 0	CMYK	0, 0, 0, 80
Pantone	376C	Pantone	Black 7C

For clarity and visual appeal, the logo should always sit within a minimum 'exclusion zone'. No other imagery or type should appear in this area.

Logo exclusion zone



Primary logo - Horizontal
When using the logo horizontally, a space the width of the impeller should always be maintained around the logo.

Secondary logo - Vertical
When using the vertical logo, a space the height of one of the triangles (▼) within the impeller should always be maintained around the logo.

Programmed Brand Identity Guidelines Office Branding

Vinyl, Painting and ACM specifications



Programmed Green

Pantone 376C

Vinyl Specifications

- Opaque**
Avery 900 Series, Lime 814
- Translucent**
Avery Yellow Green 5562 QM

Painting

- External**
Solver Process Yellow Base, Formula 4785 (4Litres)
- Internal**
Dulux PMS 376 C



Programmed Bright Lime

Pantone 374C



Programmed Navy

Pantone 289C

Vinyl Specifications

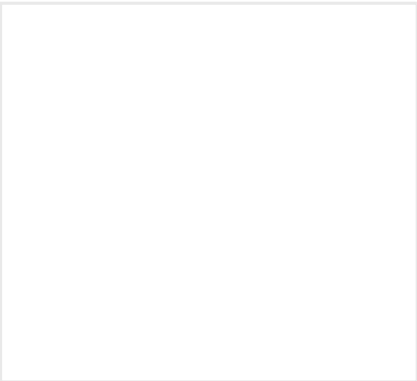
- Opaque**
Avery 800 Series, 82401 Deep Blue

Painting

Dulux Programmed Navy

ACM

SAS 42 – Glossy Side



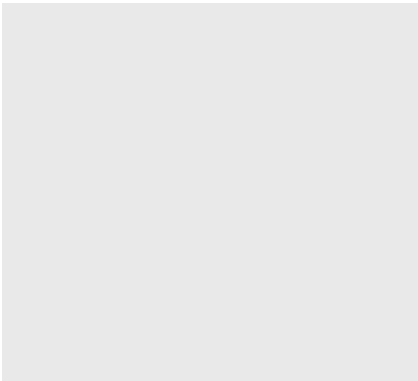
White

Vinyl Specifications

- Opaque**
Arlon Calon II White 02

Painting

Dulux White



Programmed Light Grey

Pantone Cool Gray 1C



Persol Grey

Pantone Cool Gray 7C

Painting

- External**
Taubmans Tax Time T15 22.2
- Internal**
Dulux Silkwort



Programmed Charcoal

Pantone Black 7C

Vinyl Specifications

- Opaque**
Avery 900 Series Dark Grey 881

Painting

- External**
Taubmans Gravel T15 22.5
- Internal**
Dulux Domino

External

Applications

Here are some examples in the Programmed look and feel of external building signage and external facing window decals.

For all office branding or signage requirements, please contact your local Programmed Corporate Imaging team member to arrange a site visit and consultation.

QLD
Steve Wyatt
0412 789 877
Steve.wyatt@programmed.com.au

NSW & ACT
David Miller
0400 400 912
David.miller@programmed.com.au

VIC & TAS
Andrew Jedynak
0421 401 900
Andrew.jedynak@programmed.com.au

SA & NT
Andrew Parkinson
0438 447 932
Andrew.parkinson@programmed.com.au

WA
Valerie Lee
0409 468 838
Valerie.lee@programmed.com.au



External

Applications

Here are some examples in the Programmed look and feel of external road signage.

For all office branding or signage requirements, please contact your local Programmed Corporate Imaging team member to arrange a site visit and consultation.

QLD

Steve Wyatt
0412 789 877
Steve.wyatt@programmed.com.au

NSW & ACT

David Miller
0400 400 912
David.miller@programmed.com.au

VIC & TAS

Andrew Jedynak
0421 401 900
Andrew.jedynak@programmed.com.au

SA & NT

Andrew Parkinson
0438 447 932
Andrew.parkinson@programmed.com.au

WA

Valerie Lee
0409 468 838
Valerie.lee@programmed.com.au



Internal

Applications

Here are some examples in the Programmed look and feel of internal reception desk, RAP wall signage, Logo wall signage, Meeting room decals.

For all office branding or signage requirements, please contact your local Programmed Corporate Imaging team member to arrange a site visit and consultation.

QLD

Steve Wyatt
0412 789 877
Steve.wyatt@programmed.com.au

NSW & ACT

David Miller
0400 400 912
David.miller@programmed.com.au

VIC & TAS

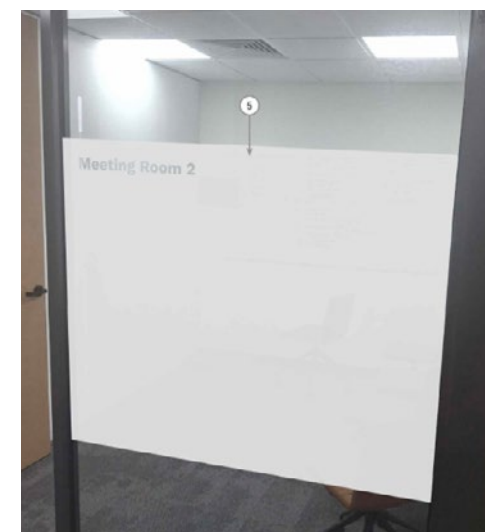
Andrew Jedynek
0421 401 900
Andrew.jedynek@programmed.com.au

SA & NT

Andrew Parkinson
0438 447 932
Andrew.parkinson@programmed.com.au

WA

Valerie Lee
0409 468 838
Valerie.lee@programmed.com.au



Programmed
Brand Identity
Guidelines

Property Services
Service Line Logos

Tools for consistency

Implementing consistency requires discipline and the right tools:

- Clear brand usage guidelines
- Pre-approved designs and templates
- A flexible visual system that allows each service line to express its strengths while staying unmistakably connected to the masterbrand

Consistency does not mean creativity is lost or that individuality is erased. It's about ensuring we always present with one clear and confident voice.

This is how we build brand clarity and recognition for Programmed and our many services.



Property Services

Overview

Visually representing our services

Each service line is symbolised by a dedicated icon, designed to be used with or without the service line name. These icons go beyond decorative illustrations—they are key components that visually identify and reinforce who we are and what we do.

Correct and consistent use of these icons, service line logos and service line names across all communications and assets is imperative for building recognition, reinforcing professionalism, and strengthening brand loyalty with our customers.

For indepth detail on correct usage, please see the broader PPS Service Line brand guidelines in the Appendix – page 150.

Service line logos	Commercial Painting 	Electrical Technologies 	Open Space 	Building Projects 	 Signage Solutions	Urban Maintenance 
Service line icons						

Note: Commercial painting icon should be upright as above when used without the text.

Thank you

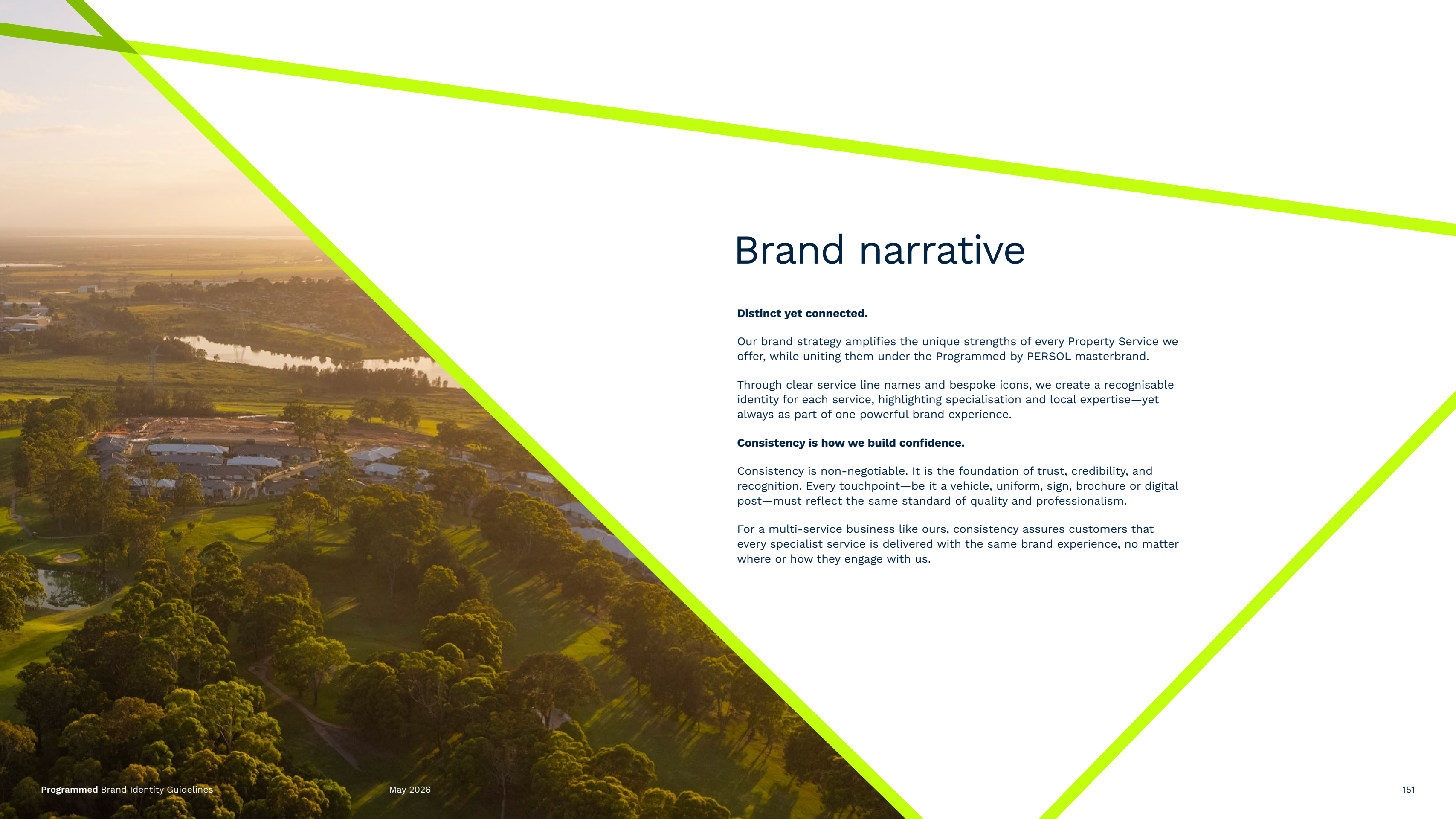
These guidelines have been created to support visual consistency across all Programmed branded experiences.

Please contact the Marketing Manager of your business for clarification on any of the rules outlined in these guidelines.

Version 4 | May 2026

Programmed Brand Identity Guidelines

Property Services Appendix



Brand narrative

Distinct yet connected.

Our brand strategy amplifies the unique strengths of every Property Service we offer, while uniting them under the Programmed by PERSOL masterbrand.

Through clear service line names and bespoke icons, we create a recognisable identity for each service, highlighting specialisation and local expertise—yet always as part of one powerful brand experience.

Consistency is how we build confidence.

Consistency is non-negotiable. It is the foundation of trust, credibility, and recognition. Every touchpoint—be it a vehicle, uniform, sign, brochure or digital post—must reflect the same standard of quality and professionalism.

For a multi-service business like ours, consistency assures customers that every specialist service is delivered with the same brand experience, no matter where or how they engage with us.

Visually representing our services

Each service line is symbolised by a dedicated icon, designed to be used with or without the service line name. These icons go beyond decorative illustrations—they are key components that visually identify and reinforce who we are and what we do.

Correct and consistent use of these icons, service line logos and service line names across all communications and assets is imperative for building recognition, reinforcing professionalism, and strengthening brand loyalty with our customers.

The following pages outline how to use these logos and icons correctly, ensuring a cohesive and recognisable brand presence across every touchpoint.

Service line logos	Commercial Painting	Electrical Technologies	Open Space	Building Projects	Signage Solutions	Urban Maintenance
Service line icons						

Note: Commercial painting icon should be upright as above when used without the text.

Overview (reverse)

Visually representing our services

Each icon and service line name has been carefully designed as a locked unit (lockup), ensuring optimal visual balance and legibility. Sizing and alignment of these lockups have been purposefully adjusted to account for differences in icon proportions and word lengths.

Service line logos	Commercial Painting	Electrical Technologies	Open Space	Building Projects	 Signage Solutions	Urban Maintenance
Service line icons						

Note: **Commercial painting icon** should be upright as above when used without the text.

Terminology

Terms	Examples
Masterbrand Programmed by PERSOL only represented by the logo, but when written it's only referred to as Programmed	
Service line name Text reference of each service line	"Signage Solutions" "Commercial Painting" "Urban Maintenance"
Service line logo Lockup of the stylised service line name and icon, typically a logo file (PDF, JPEG, EPS, PNG)	
Icons The service line icon. When mentioned, refers to the icon on its own, without the inclusion of the service line name	
Lockup(s) Refers to the service line logo locked up with the masterbrand logo or other logos	 

The horizontal lockups are the preferred orientation over vertical when pairing the masterbrand logo with service line logos.

The stacked multi-service horizontal lockup can only be used to include all 6 service lines, and may not be reconstructed to add or remove service line logos without approval. The only exception to this is the email signatures (see page 168).

It is recommended to use the multi-service horizontal lockups with service line logos (single line or stacked) over icons in external or customer-facing applications. However, depending on the context and space available in the application, the horizontal lockup with icons may be used to represent all services.

Follow the spacing guideline requirements when the layout includes multiple logos. The logo files provided with these guidelines already applied should be used at all times.

Horizontal lockups

All service lines: single line



Commercial Painting 

Electrical Technologies 

Open Space 

Building Projects 

Signage Solutions 

Urban Maintenance 

All service lines: single line



Commercial Painting 

Electrical Technologies 

Open Space 

Building Projects 

Signage Solutions 

Urban Maintenance 

Dual service line example



Signage Solutions 

Building Projects 

Single service line example



Commercial Painting 

All services: icons





Programmed Brand Identity Guidelines

May 2026

155

Vertical lockups

Vertical lockups of the masterbrand and service line logos should be used sparingly and only chosen when the horizontal lockups do not fit or suit the available space.

The masterbrand logo should always be nearest to the top or bottom edges of the applications. E.g. if the lockup is positioned at the top of the application, the masterbrand logo first option should be used.

Follow the spacing guideline requirements when the layout includes multiple logos. The logo files provided with these guidelines already applied should be used at all times.

Single service line: Masterbrand logo first



Masterbrand logo first vertical lockups may be used in instances where the lockups are sitting at the **top** of a design.

Single service line: Service line logo first



Service line logo first vertical lockups may be used in instances where the lockups are sitting at the **bottom** of a design.

Vertical lockups for dual service lines

Vertical lockups for two service lines should not be constructed outside of the provided lockups. There are only two pairs of service lines with lockups: Signage Solutions with Building Projects and; Commercial Painting with Urban Maintenance.

Vertical lockups should be used sparingly and only chosen when the horizontal lockups do not fit or suit the available space.

The masterbrand logo should always be nearest to the top or bottom edges of the applications. E.g. if the lockup is positioned at the top of the application, the masterbrand logo first option should be used.

Follow the spacing guideline requirements when the layout includes multiple logos. The logo files provided with these guidelines already applied should be used at all times.

Dual service line: Masterbrand logo first



Masterbrand logo first vertical lockups may be used in instances where the lockups are sitting at the **top** of a design.

Dual service line: Service line logo first



Service line logo first vertical lockups may be used in instances where the lockups are sitting at the **bottom** of a design.

Clear space

These guidelines outline the minimum clear space required to provide breathing room around the logo. When layouts include multiple icons, service line logos, or design elements, ensure spacing is adjusted to maintain clarity and avoid visual clutter.

The examples provided apply to all service line logos and service line icon lockups.

Service line Logo
When using the service line logo, maintain clear space around the logo equivalent to the vertical or x-height of the letter ‘n’ in the service line name.

The letter ‘n’ is used as it appears in every service line name, providing a consistent reference.

If the icon height exceeds the text height, allow at least half the x-height of ‘n’ as clear space around the edges.

Letter descenders (e.g. ‘g’, ‘y’, ‘p’) are excluded from this spacing rule.

Icon-only spacing
Allow clear space equal to a third the height of the icon. When multiple icons are displayed together, base the spacing on half the height of the tallest icon to ensure visual consistency across the set. Ensure all icons are aligned to the vertical middle to maintain a balanced and cohesive row.



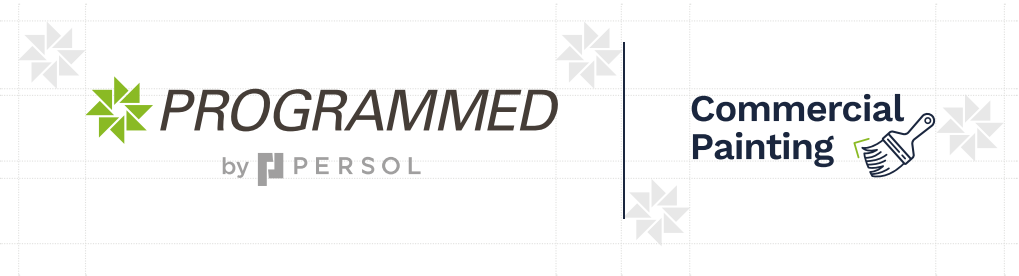
The logo files provided, with clear space rules already applied, should be used at all times.

Clear space rules for horizontal lockups

The clear space established for horizontal lockups with the masterbrand logo and the service line logos are measured by the impeller in the Programmed logo.

The height of the impeller also determines the height of the two lines of text in the service line logo.

To ensure consistency, the logo files provided should be used at all times as the clear space rules are already applied.

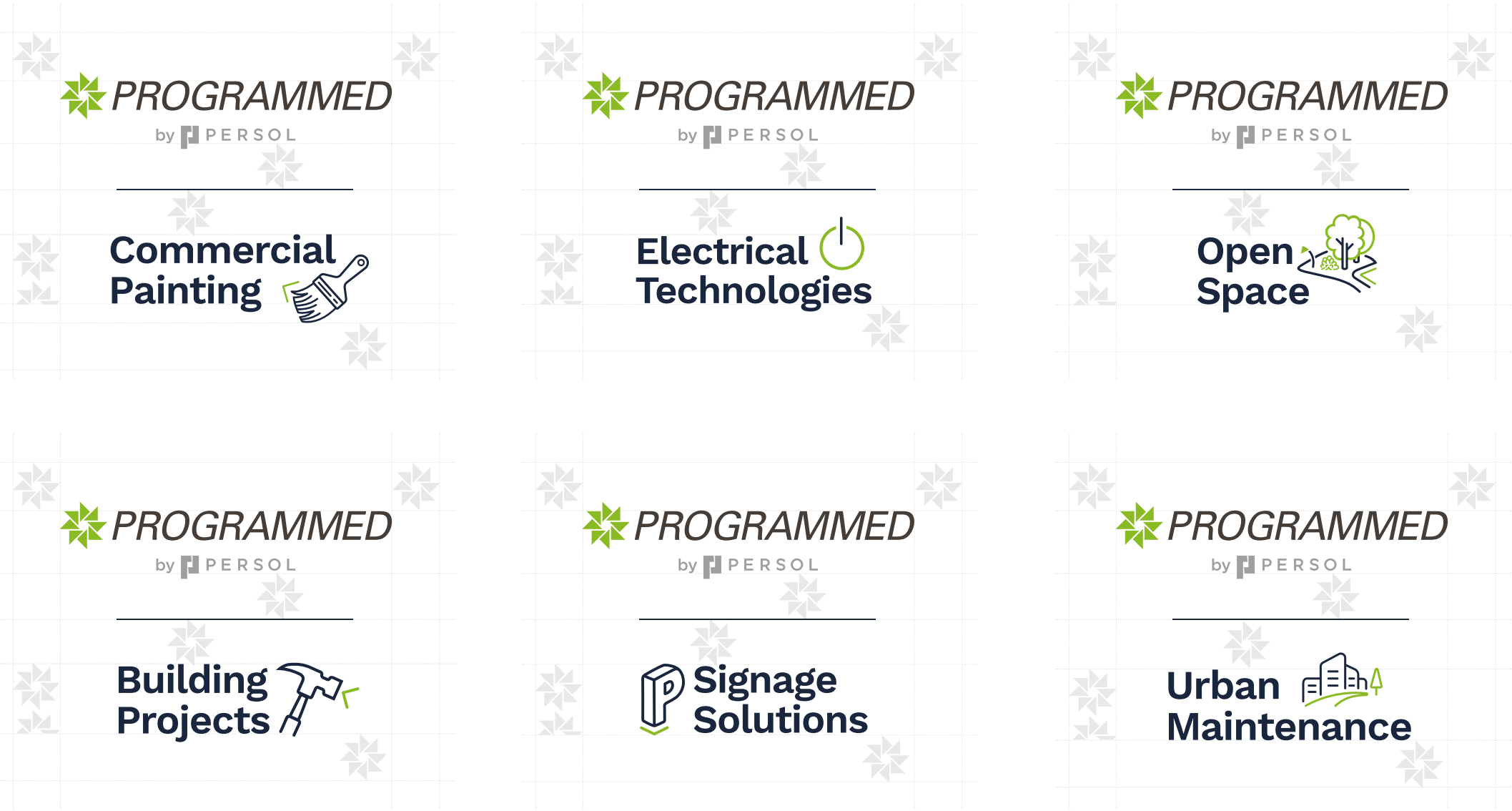


The logo files provided, with clear space rules already applied, should be used at all times.

Clear space rules for vertical lockups

The clear space established for vertical lockups with the masterbrand logo and the service line logos are also measured by the impeller in the Programmed logo.

The height of one and a half impellers determines the height of the two lines of text in the service line logo.



The logo files provided, with clear space rules already applied, should be used at all times.

Clear space rules for vertical dual service line lockups

The clear space rules for dual service line lockups are established by the impeller, and the size of the service line logos are scaled down for visual balance with the masterbrand logo.

The height of the service line text within the logos are measured by 1.25 impellers.



The logo files provided, with clear space rules already applied, should be used at all times.

PPS Appendix

Use with masterbrand

There are several ways to use the service line logos with the master brand.

See pages 155-157 for rules on logo lockups

External comms and digital assets

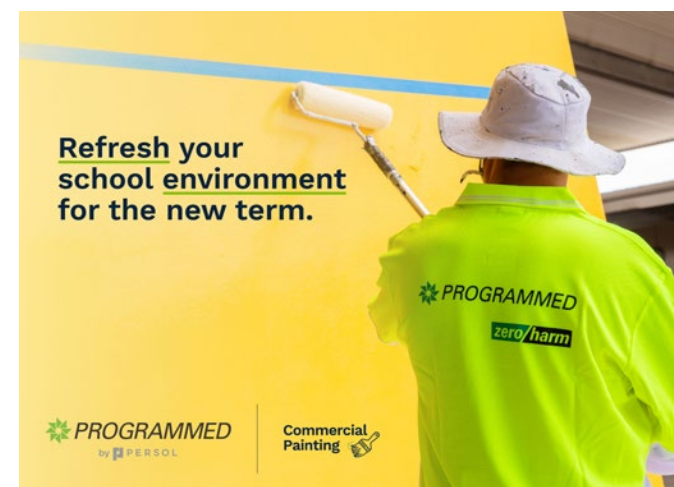
For external communications, especially digital assets, the service line logos should always be used in logo lockups with the Programmed and PERSOL logos.

The service line logos (containing the service line name) are preferred over icons, except for where space is limited.

Brochures and event signage

The service line logos should be used in lockups with the Programmed logos in customer-facing brochures and event signage.

Exceptions are listed on the next page.



Separating Service Line logos from masterbrand

There are several ways to use the service line logos with the masterbrand outside of the lockup.

See pages 155-157 for rules on logo lockups

Large documents and presentations

There is more flexibility with how and where the service line and masterbrand logos can be used when it comes to large documents. The service line logos may be used separate to the masterbrand logos provided these are already included on the same page, cover, or back page.

Uniforms, signage, and merch

The service line logos may be used in conjunction with or separate to the masterbrand provided they are also used within the same piece. E.g. a banner may have just the service line logos on one side where masterbrand logo is already included on the reverse side.



Incorrect use

Do not stretch, distort, tilt, vary, recolour or rotate the service line logos or icons in any way.

Placement as well as orientation of the icons in conjunction with service line names in the service line logos should never be changed.

Always retain the colours of the lockups, service line logos, and icons, only using them in the specified colours.

When representing individual service lines, choose to use either just the service line logos, or the icons where space is limited.

To maintain consistency, the logo files provided, with rules already applied, should be used at all times.

See pages 155-157 for rules on logo lockups.



Do not stretch or warp the service line logos in any way



Do not change the colours of the service line logos



Do not use the service line name without the icon



Do not re-order the lockups



Do not change the colours of the service line logos



Do not change the layouts of the service line logos



Do not mix up the icons with different service line names



Do not move or duplicate the icons within the logo



Do not manipulate, flip, adjust, or distort the service line icons in any way

Incorrect use cont.



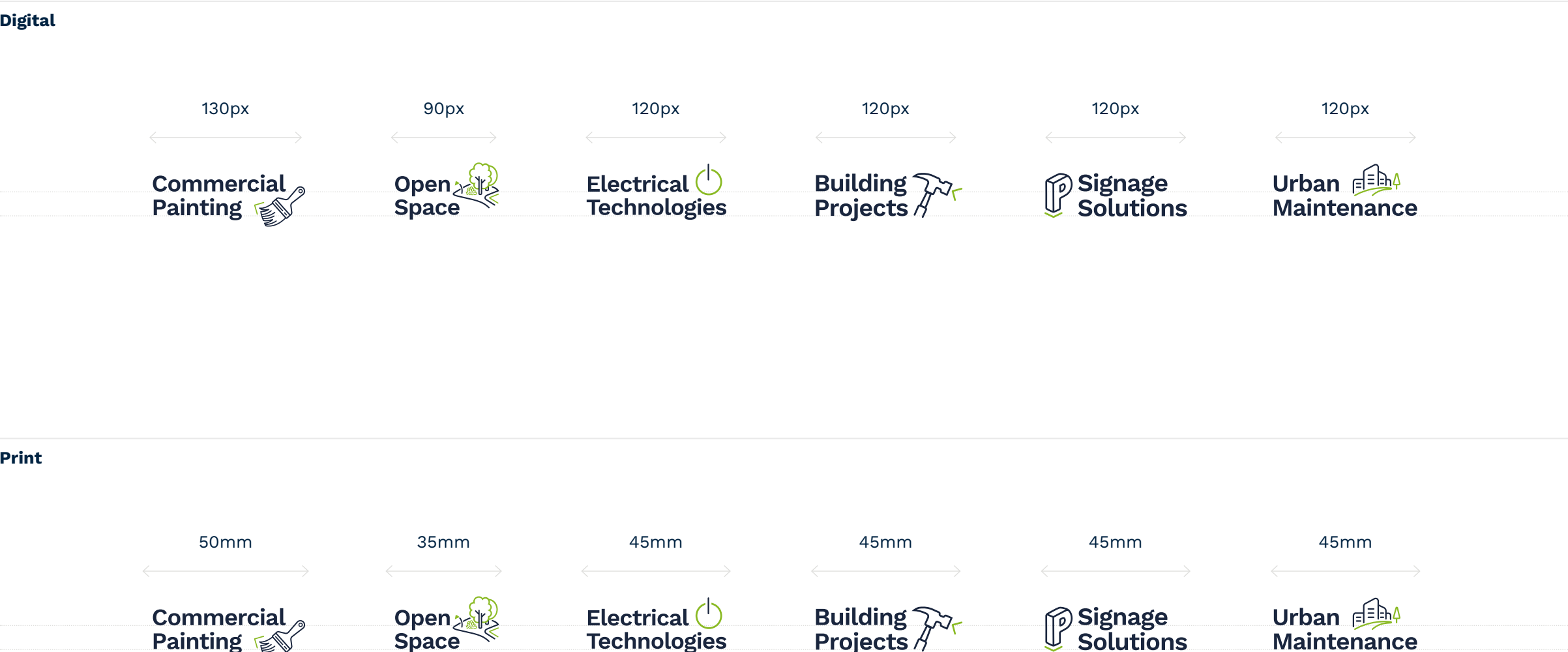
Do not defer from the specified lockups with the Programmed logo

Minimum size

Minimum size
The legibility of the text and the visibility of the icon details within the service line logos should always be considered in digital and print applications.

Digital
In digital assets, the service line text should always be above 16pt to make sure the details in the icons are visible. Most of the service line logos should be above 120px wide. To maintain the same visual size across all logos, Commercial Painting and Open Space have different minimum widths.

Print
Similarly in print assets, the service line text should always be above 16pt to maintain the visibility of the details in the icons. To apply the same visual size across the logos, most of the logos' minimum widths should be 45mm. Different widths apply for Commercial Painting and Open Space.



These guidelines have been created to support visual consistency across all Property Services Service Line and Programmed branded experiences.

Please contact the **Property Services – National Marketing Manager** for clarification on any of the rules outlined in the Property Services area.

Application and concepts

These are a few examples of how the new visual direction for the brand can be applied across different touch points. They have been intentionally done to show flexibility of the PPS service line identities across different touchpoints, and may include examples which are concepts only.

Assets and collateral that are already in circulation or have templates approved for circulation can be found on **Brand Hub**.

For confirmation on approved designs, please speak to the PPS National Marketing Team prior to production.

Approval for Production Artwork of these will be given within 48 hours.

Amendments to the approved designs or templates are asset-dependent and will require a minimum of an additional 72 hours or as negotiated with the requestor.

If a design or template does not exist, please consult the PPS National Marketing team for assistance. Every design—no matter how small—must align with the guidelines to ensure consistency across the business.

Additional approval for vehicles, signage, uniforms, and PPE

Vehicles, signage, uniforms and PPE differ by service line, location and type. Due to the varying requirements for this, a controlled avenue is in place to ensure the branding for these assets is applied correctly.

The additional pre-approval processes for these promote the individuality of our service line logos, safeguard the design elements while maintaining the visibility of the Programmed masterbrand.

This creates connection and pride for each team while presenting us as one unified brand with many specialised strengths. It also ensures every outcome is both operationally practical and brand-consistent.

For any design requirements relating to these, the following must be consulted:

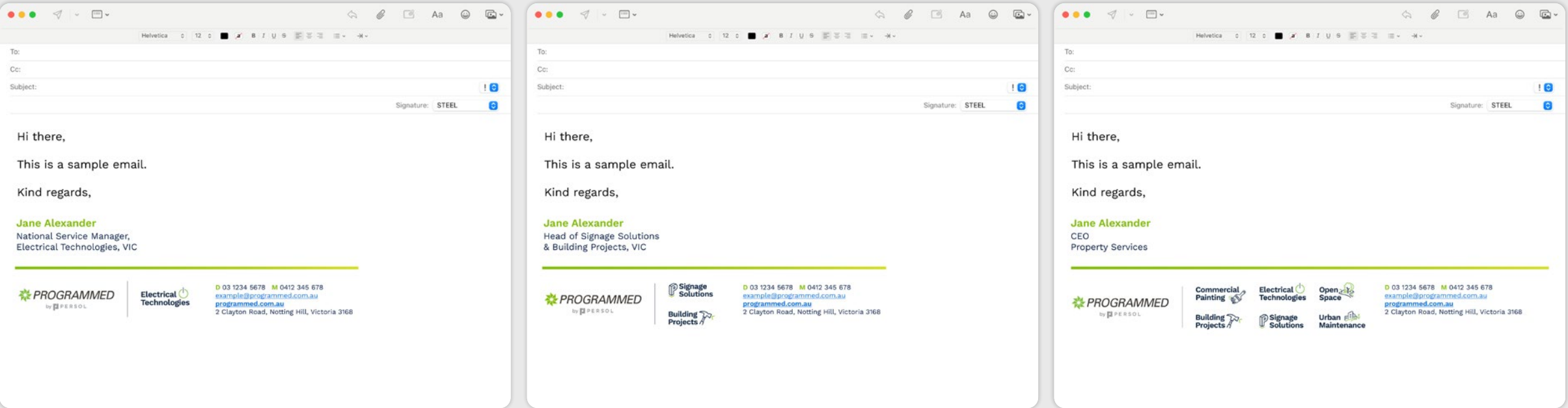
- Vehicle signage: Head of Signage Solutions
- Building signage: Design Manager, Signage Solutions
- Prior approval from Service Line head must be obtained first
- Uniforms and PPE: Marketing Manager

Contact details

For more information, please contact:

PPS National Marketing via
Brand Hub — Marketing Support
E maintenance.enquiry@programmed.com.au

The dual service line stacked lockup is **only** used in email signatures and must not be reconstructed outside of the supplied email signature files.



Business cards



Uniforms: Corporate

Consistently representing our services

The uniform designs all follow a consistent layout: the Programmed Masterbrand on the left hand side and the back (if applicable), the service line logo on the right hand side, and Zero Harm on the right sleeve. If the apparel is sleeveless, the Zero Harm logo appears on the back instead of the Programmed Masterbrand.

As a general rule, employee names are not included on uniforms. Exceptions are only made at the request of customers. Where this applies, please contact National Marketing for the correct setup and design to ensure alignment with brand standards.



Uniforms and PPE: Commercial Painting



Uniforms and PPE: Open Spaces



Uniforms and PPE: Electrical Technologies

These examples are indicative of logos and lockups usage only. The colours of logos used should be chosen based on highest colour contrast to the material of the apparel.



Uniforms and PPE: Urban Maintenance, VIC

These examples are indicative of logos and lockups usage only. The colours of logos used should be chosen based on highest colour contrast to the material of the apparel.



Uniforms and PPE: Urban Maintenance, NSW

These examples are indicative of logos and lockups usage only. The colours of logos used should be chosen based on highest colour contrast to the material of the apparel.



Uniforms and PPE: Building Projects, Signage Solutions



All fleet signage (vehicle, trailers and ad-hoc machinery) must be selected from the Fleet Branding Options – Parts List for their specific vehicle type and service line. This is available from Fleet or the respective Service Line head.

For vehicles not included, new designs are to be developed by the appointed fleet branding vendor and approved by the Head of Signage Solutions, in conjunction with the relevant Service Line Head, National Marketing, and Fleet.

Every vehicle is a moving billboard. As one of the most visible expressions of our brand, signage must always be consistent and professional, drawing only from approved designs to protect recognition and credibility.

The Head of Signage Solutions is the custodian of vehicle signage. They are responsible for leading design development, ensuring visual consistency, and coordinating with National Marketing for brand alignment.

The relevant Service Line Head confirms the design meets operational requirements and service-specific needs, while Fleet manages the implementation of the final approved design.

- Approval for new signage requires sign-off from:**
- **Signage Service Line Head** – custodian and design lead
 - **Relevant Service Line Head** – confirms operational requirements
 - **National Marketing** – ensures brand alignment
 - **Fleet** – implements the approved design
- This collaborative process ensures every vehicle reinforces the Programmed masterbrand while presenting each service line professionally. Each time a new design is approved, the Signage Service Line Head updates the pre-approved booklet as the single source of truth, with updated copies shared with National Marketing and Fleet.



Vehicles: examples

Branding layout on vehicles

Vehicle sides — highlight the service line’s specialist services, shown as clear dot points to quickly communicate value in-market.

Vehicle backs — list all other service lines, giving customers visibility of Programmed’s full capability while keeping the focus on the featured service.

Refer to the Parts List booklet for the relevant service line for the most updated vehicle designs. These booklets are available from the Service Line heads as well as Fleet.

Commercial Paint – Toyota Hiace
CP_TH_NZ_01



WHERE A VEHICLE HAS GLASS WINDOWS ON BOTH SIDES, ALL WINDOWS WILL BE BLOCKED OUT WITH PRINTED VINYL EXCEPT FOR THE FRONT PASSENGER SIDE WINDOW WHICH WILL BE COVERED WITH A PERFORATED PRINT.



Building Projects – Mazda BT50 Single Cab with Tray
BP_MAZ_01



Vehicles: examples cont.

Branding layout on vehicles

Vehicle sides — highlight the service line’s specialist services, shown as clear dot points to quickly communicate value in-market.

Vehicle backs — list all other service lines, giving customers visibility of Programmed’s full capability while keeping the focus on the featured service.

Refer to the Parts List booklet for the relevant service line for the most updated vehicle designs. These booklets are available from the Service Line heads as well as Fleet.

Electrical Technologies – Mazda BT50 Dual Cab with Tub
ET_MAZ_03



Open Space –Mazda BT50 Dual Cab with Canopy
OP_MAZ_04



Building Signage

Exterior building signage must always feature the Programmed masterbrand prominently. This ensures every branch or office presents a consistent, professional image in the community.

Other elements (such as service line identifiers or co-branding for shared sites with other Programmed business divisions) may be added in consultation with the relevant Service Line Head and local business leaders, giving each site flexibility while maintaining a unified identity.

The Signage Solutions team is the custodian of all exterior signage.

They are responsible for ensuring that designs:

- Feature the masterbrand prominently
- Balance site-specific needs and service line representation
- Are practical and fit-for-purpose

Approved designs are then added to a central design booklet for future reference and, where applicable, consistency across the Property Services network.

Approval and implementation

- **Signage Solutions** – develops and manages design options, ensuring masterbrand prominence.
- **Relevant Service Line Head(s)** – provides input to reflect operational/service needs.
- **National Marketing** – confirms brand alignment and consist



Event signage/banners

A catalogue of available templates for these assets is available on Brand Hub, the PPS Sales Hub, as well as the intranet.



Front



Back



Front

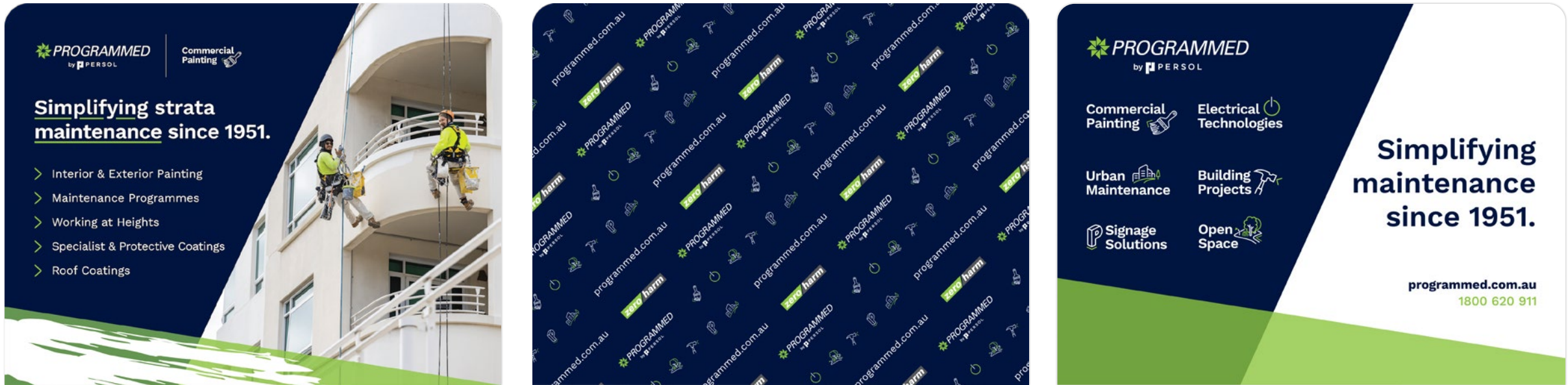


Back



Event signage/banners

A catalogue of available templates for these assets is available on Brand Hub, the PPS Sales Hub, as well as the intranet.



Event signage/banners

A catalogue of available templates for these assets is available on Brand Hub, the PPS Sales Hub, as well as the intranet.



A catalogue of available templates for these assets is available on Brand Hub, the PPS Sales Hub, as well as the intranet.



Front



Back

A catalogue of available templates for these assets is available on Brand Hub, the PPS Sales Hub, as well as the intranet.



Project hoardings, banners: AU



Project hoardings, banners: AU



Project hoardings, banners: NZ



Project hoardings, banners: NZ



A catalogue of available templates for these assets is available on Brand Hub, the PPS Sales Hub, as well as the intranet.



Sponsorship banners, advertisements



Sponsorship banners, advertisements

Another great
project by:

 **PROGRAMMED**
by  PERSOL

Commercial
Painting 

Simplifying
maintenance
since 1951.

0800 620 911
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Electrical
Technologies 

Signage
Solutions 

Open
Space 

Urban
Maintenance 

Simplifying
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since 1951.

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Refresh your school environment for the new term.



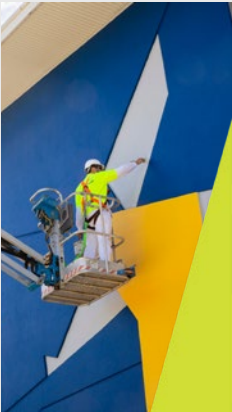


Commercial Painting

Commercial Painting

Programmed beyond painting by using color creatively to design modern, dynamic learning environments. From enhancing aesthetics to creating an atmosphere that supports learning, we help leave a lasting impression on everyone who enters your school.

- Exterior & interior painting
- Building & facade repairs
- Working at heights
- Graffiti removal and anti-graffiti coatings application
- Heritage repaints
- Maintenance painting programmes
- High pressure cleaning
- Carparks & line marking



Signage Solutions

Programmed offers specialist painting professionals to assist with long-term preventative services and maintenance or one-off projects delivering longevity and sustainable solutions.

- Brand development and brand strategy
- Building identification and directional signage
- Concept design and artwork
- Protective and industrial coatings
- Modular signage systems
- LED digital directories
- Signage maintenance programmes
- Regulatory approval management
- Signage audits and wayfinding strategies
- Web-based image and project management



Open Space

Programmed's intuitive outcome-based intuitive approach consistently delivers well-presented horticultural and open space assets all year round.

- Grounds and open space infrastructure maintenance
- Mowing, turf and horticulture
- Sports fields, and playgrounds
- Irrigation and water management
- Long term maintenance
- Audits
- Soil testing
- Agronomy



Ballarat Grammar Victoria

“Very pleased with what Programmed delivers. With their size, they have the ability to work around our school structure, our students and they can do the big jobs on time. I'd be happy to recommend Programmed to any other school.”

Peter O'Dwyer
Business Manager,
Ballarat Grammar

Learn more about our commitment to excellence in school maintenance at Ballarat Grammar.



Cabra Dominican College South Australia

Programmed provides an exterior and interior painting maintenance programme at the college. Programmed's continual provision of quality maintenance, flexibility, and professionalism have enabled a positive long-term relationship with the College.

Programmed has assisted the College in extending the lifespan of its assets across both its modern and heritage buildings.

Our team work diligently to preserve assets of the College, and the current Programme is the continuation of consecutive contracts for painting maintenance across the school's campuses.



Sacred Heart College Western Australia

“We sought a programme that would provide immediate impact to keep the campus looking fresh, and with ongoing maintenance, it consistently remains clean and vibrant.”

Steve Martin
Director of Finance & Corporate Services
Sacred Heart College

Discover our dedication delivering exceptional school maintenance at Sacred Heart College.



PROGRAMMED by PERSOL

Safe. Stable. Reliable.

Since 1951, Programmed has been satisfying customers with our comprehensive services tailored for schools. From interior and exterior painting to maintenance programs covering grounds and signage, we've been dedicated to enhancing every facet of the school environment, guaranteeing lasting quality and functionality.



zero/harm

1800 620 911
maintenance.enquiry@programmed.com.au
programmed.com.au





Presentation Title

Subheading

PROGRAMMED Commercial Painting

Presentation Title

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PROGRAMMED Commercial Painting



Presentation Title

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Commercial Painting



Slide heading

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PROGRAMMED Commercial Painting

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PROGRAMMED Signage Solutions Building Projects

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PROGRAMMED Commercial Painting

Keep your assets well-maintained, safe, and looking their best

From routine exterior to high-end interior refinishing, we'll take care of all your needs, from maintenance and the finishing to make it shine.

Ready to get the optimal solution? Request a free quote in the space below or call us today.

Visit our property services website

Commercial Painting

Whether it's exterior or interior, we'll make sure your property is looking its best. From routine exterior to high-end interior refinishing, we'll take care of all your needs, from maintenance and the finishing to make it shine.

Ready to get the optimal solution? Request a free quote in the space below or call us today.

Building Projects

Whether it's exterior or interior, we'll make sure your property is looking its best. From routine exterior to high-end interior refinishing, we'll take care of all your needs, from maintenance and the finishing to make it shine.

Ready to get the optimal solution? Request a free quote in the space below or call us today.

Electrical Technologies

Whether it's exterior or interior, we'll make sure your property is looking its best. From routine exterior to high-end interior refinishing, we'll take care of all your needs, from maintenance and the finishing to make it shine.

Ready to get the optimal solution? Request a free quote in the space below or call us today.

Open Space

Whether it's exterior or interior, we'll make sure your property is looking its best. From routine exterior to high-end interior refinishing, we'll take care of all your needs, from maintenance and the finishing to make it shine.

Ready to get the optimal solution? Request a free quote in the space below or call us today.

Signage Solutions

Whether it's exterior or interior, we'll make sure your property is looking its best. From routine exterior to high-end interior refinishing, we'll take care of all your needs, from maintenance and the finishing to make it shine.

Ready to get the optimal solution? Request a free quote in the space below or call us today.

Urban Maintenance

Whether it's exterior or interior, we'll make sure your property is looking its best. From routine exterior to high-end interior refinishing, we'll take care of all your needs, from maintenance and the finishing to make it shine.

Ready to get the optimal solution? Request a free quote in the space below or call us today.

PROGRAMMED

A simple yet effective quote which summarises your message goes here.

Author name
Other details

PROGRAMMED Commercial Painting

Team Introduction



Name Surname
Position

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Name Surname
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PROGRAMMED Commercial Painting

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PROGRAMMED Commercial Painting

Thank you

programmed.com.au

PROGRAMMED Commercial Painting



Proposal templates



Building Projects

Experience, insight and the ability to combine industry-specific knowledge and economies of scale to deliver innovative, unique and cost-effective solutions.





SERVICES

- Minor and major capital works
- Refurbishments, reinstatements and renovations
- Indoor & outdoor facility design and construction
- Carpentry, joinery and partitions
- Space conversions
- Demolitions, excavation and earthworks
- Concrete footings, floor slabs and paving
- Structural steelwork
- Brickwork
- Roofing and wall cladding – metal.
- Insulation, fire cement
- Aluminum framed glazed windows, doors and screens
- Wall and ceiling finishes
- Floor coverings
- Tiling
- Refurbishments and renovations
- Space upgrades, conversions & modernisation
- Exterior facades enhancements
- Fit Outs
- New Colour Schemes
- Capital Works
- Project & Programme management
- Associated Trades



Diversity and Inclusion

TOGETHER WE CAN DO MORE.

AT THE MOMENT, WE SEEK A WORKFORCE THAT REPRESENTS THE COMMUNITIES IN WHICH WE LIVE AND WORK IN.

 Indigenous Engagement 4.6% First Nations people employed nationally exceeding our 4% target	 Disability Inclusion 1.3% employment with a disability	 Gender Diversity 28% women in leadership 36% women in workforce
--	---	---



Silver member of the Australian National on Disability and disability access champion through our internal Disability Engagement Network



Green Star award from Environment Australia



Over 6,000 first time suppliers

In total of our Target 5,000 initiative through to 2025



Collective commitment to support 100,000 people to improve their business resilience by 2025



A gender equality leader in the UK, Ireland, the EU and globally



Creative supplier diversity as a member of Supply Nation (since 2016) and Social Traders (Premium Member)

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Commercial Painting





STAY OPTIONS





LOCAL SUPPLIERS



LOCAL TEAMS









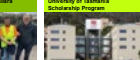
Aiming Higher: Mastering Program Leadership



Stability Support - Welfare Assistance



University of Tasmania Leadership Program



Program is designed to support the

Advanced Higher Learning Program at Tasmanian State Government College & aims to challenge people's perceptions and expand their horizons and open new opportunities.

Programmed continually across the

entire procurement requirement of the services contract with Tasmanian University of Tasmania Maintenance and Management Services.

To help students continue to learn

through a variety of learning opportunities, the University of Tasmania has developed a range of learning opportunities to help support students during 2021.

Students can start off on an

apprenticeship or internship, and also have the opportunity to be a part of the program. The program is designed to support the students who have never gone to university before and to provide the additional training and support that they need to succeed in their career path.

We recently partnered with

Wellesley Australia to provide student leadership training and to help the management services team with the project of Client Care and Compliance.

As an equal opportunity employer,

the University of Tasmania is committed to providing a safe and healthy work environment for all employees. The University of Tasmania is committed to providing a safe and healthy work environment for all employees. The University of Tasmania is committed to providing a safe and healthy work environment for all employees.

100% scholarship

Quote Number: Quote Number: 100% scholarship & Welfare Assistance

VIP 2021.05.24

One-page summary template

Commercial Painting



Expertise that works for you

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Why customers choose us?

Infographic here



2 lines for description



2 lines for description



2 lines for description



Proposition / Tag

Benefit Statement

Core Competencies/ Capabilities

Key services

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Specialist services

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- Bullet 4 consequ iduscimusam sin, nitis mosam, nt, lorem ipsum dolor

Tailored Solutions/ Simplified Implementation



National reach – Local delivery

- One point of contact
- Ability for flex and scale around your project and your operational needs.
- Safety & quality every time

Proven Results/ Projects examples

Image

Project Name

Short summary lorest arunt, consequ idususam sin et, nitis mosam, volen.

Image

Project Name

Short summary lorest arunt, consequ idususam sin et, nitis mosam, volen.

Programmed Brand Identity Guidelines

May 2026

197



Complete School Maintenance Solutions.





Plan now for your next school holiday works



And the winner is...





NATIONAL RETIREMENT LIVING SUMMIT



Reliving the Excitement of the 2025 National Village Manager Awards



“

School early planning for us was really important so that we could achieve all the outcomes we needed for year one in the beginning stages, I sat down with [the team] and we kind of mapped out what we would try and achieve through the term breaks....The guys were really great with that, and we were able to achieve everything we needed to achieve.

”

Sherrin Hepworth
— Haileybury Rendall, Facilities Manger



Reliving the Excitement of the 2025 National Village Manager Awards





Reliving the Excitement of the 2025 National Village Manager Awards





Cost-saving & budgeting tips from your school maintenance specialists.







Reliving the Excitement of the 2025 National Village Manager Awards





Reliving the Excitement of the 2025 National Village Manager Awards





Online ads and social media



Online ads and social media

