



**Saville**  
assessment

# Positioning the New Brand

Thursday 23<sup>rd</sup> November 2023

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“

Understand the story behind the brand; how that is represented visually and how that shapes our story and position in the market

**Today's  
Objective**

# AGENDA

## 01

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### **Brand Strategy**

- Defining our brand
- Competitor brands
- Developing our brand story
- Brand voice
- Colour & Imagery
- Logo Meaning

## 02

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### **Positioning & Articulating the Brand**

- Competitor landscape
- Key Differentiators
- Articulating the brand across the talent cycle

# Brand Strategy

The image features a dark blue background. On the right side, there is a large, abstract teal-colored shape that resembles a stylized arrow or a rounded rectangle pointing towards the left. The text 'Brand Strategy' is positioned in the upper left quadrant of the dark blue area.

- Design & deliver the best predictors of performance and potential
- Experts in dedicated fields
- Test retest
- Refining methodologies
- Validation
- Fairness testing

- HR, Talent (TA & TD)
- Psychologists & Coaches
- People Managers
- Platform Admins
- Candidates

- Validity, Science & Rigour
- Expert Insights
- Expert Sales Approach
- Customer Focus

**What do we do & how do we do it?**

**Who are we here for?**

**What makes us different?**

**Why are we here?**

**What do we value the most?**

**What's our personality?**

- Validity, Science & Rigour
- High-quality assessments that offer high-value insights for the organization & the candidate
- Customer focus
- Security & Reliability

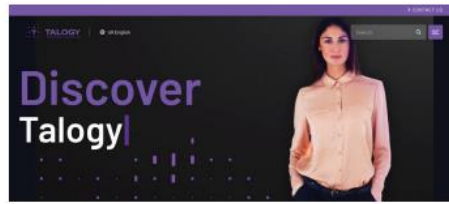
Our ambition is to be a market leader globally recognised for setting the highest standard in quality, and innovation. We do this by blending science and technology to better impact the workplace performance of people. We push the boundaries of what is possible without compromising on quality, validity or security, making our products accessible for all.

- Professional
- Expert
- Trustworthy
- Quality
- Personable

# Competitor Branding



SHL - Green and Grey



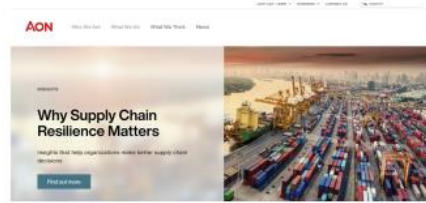
Talogy - Purple and Black



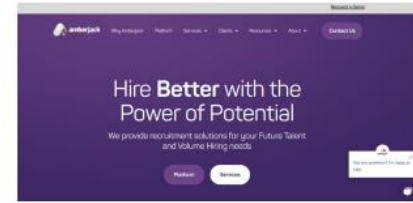
Cappfinity - Navy and Yellow



Hirevue - Red, Navy, Blue and Yellow



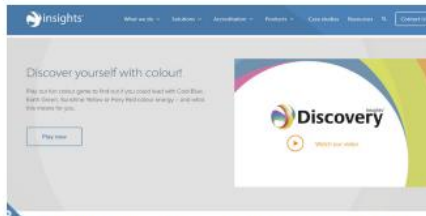
Aon - Red and Dark Cyan



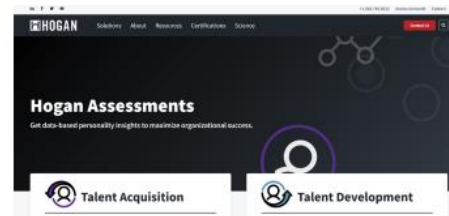
Amberjack - Purple



Sova - Navy, Blue and Pink



Insights Discovery - Blue, Pink, Green, Orange and Red



Hogan - Red and Black



Korn Ferry - Dark and Light Green

# Brand Voice

## Sage (Understanding)

The sage archetype is influential, experienced and full of knowledge. Think of a mentor that is full of wisdom like Yoda. Sage brands are considered experts.

## Hero (Mastery)

The hero archetype is courageous, bold and brave. They believe in honesty and making the world a better place through courage and determination.



# Brand Story

## Why We're Here

To help organizations and individuals understand their people and themselves better so they can achieve their potential

## What Makes Us Different

Our brand is the only assessment solution that elicits truly unique people insights

## Our Position

Those unique insights open the door to potential to be successful

## Our Ambition

Recognised for setting the highest standard for quality. We push the boundaries of what is possible without compromising on what matters, empowering all stakeholders.

## Our Personality

Sage – A Discoverer of Truth  
Hero – Inspire to Achieve



# New Saville Assessment Brand

Open the door to  
your potential



# Brand Story Visualised



The 'S' shape places 'Saville' at the forefront of our identity – synonymous with setting the standard internationally for psychometrics



The negative space inside the 'S' creates a doorway shape that captures the heart of what we help organizations, and their people do all over the world with our solutions; open the doorway to potential.



The doorway also illustrates the opening of our new chapter, our vision for the future and reflecting on the exceptional legacy we have built.

# Branded Imagery

Custom  
Shapes



**Saville**  
assessment



# Brand Color Palette

The new Saville Assessment brand uses green as the main color with the navy as a supporting color.

Green represents the beginning of an exciting new chapter, the growth we envisage and represents the sage archetype.

The navy is a nod to our history, representing our solid legacy to current and future clients.

## Primary Palette

Green #55D2B1



Shades

Tints

Navy #1A244A



Shades

Tints

Black #020202



Shades

Tints

## Secondary Palette

Dark Green #409E85



Shades

Tints

Yellow #FEFCC4



Shades

Tints

Wisteria #AF78B3



Shades

Tints

Red #FC5B54



Shades

Tints

Blue #4F9CC9



Shades

Tints

The yellow, wisteria, red and blue in the secondary palette are used sparingly within infographics, data and brand imagery.

# Brand Color Palette

## Accessibility Guidelines



Green #55D2B1

When using this Green on copy use only with a navy background.



Dark Green #409E85

Use this Dark Green on copy with a white background.



Yellow #FEFCC4

Do not use this Yellow colour on copy, data, infographics etc on a white background. Only use this on top of another colour and as a background colour for brand imagery.



White #FFFFFF

Do not use white on copy that is on a green background in the Primary Palette or on any of the colours in the Secondary Palette.

# Branded Imagery

## Branded Imagery



# Additional Logos

## Product Logos



match 6.5

## Talent Logos

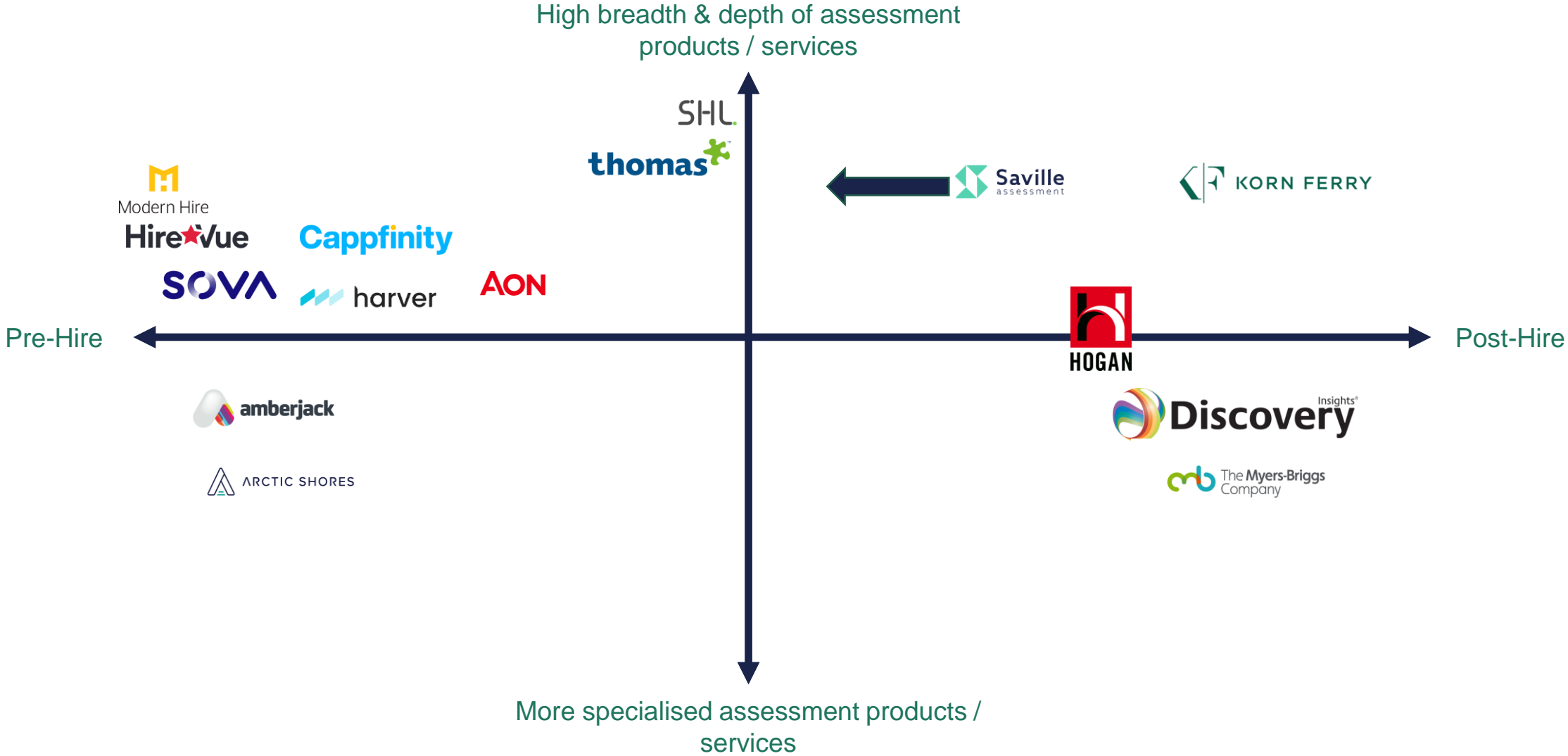


# **Positioning & Articulating the New Brand**

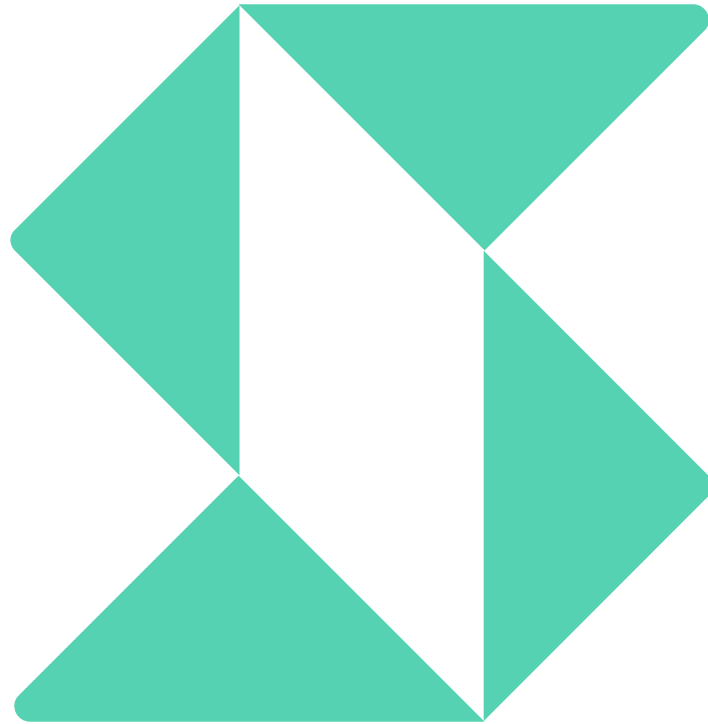




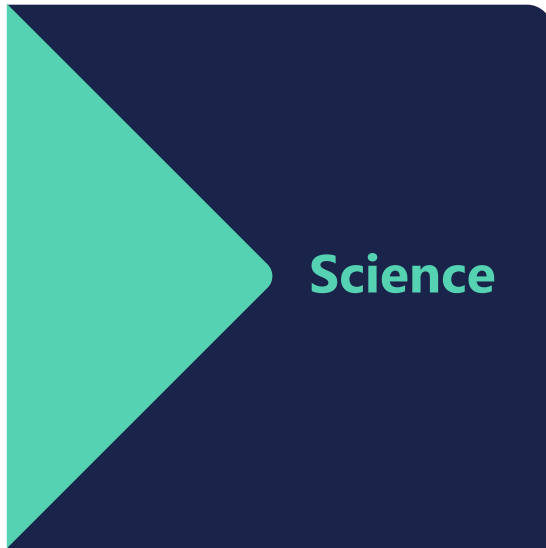
# Competitive Landscape



**We earn the trust of our clients doing this differently across 4 client commitments**



# We earn the trust of our clients doing this differently across 4 client commitments



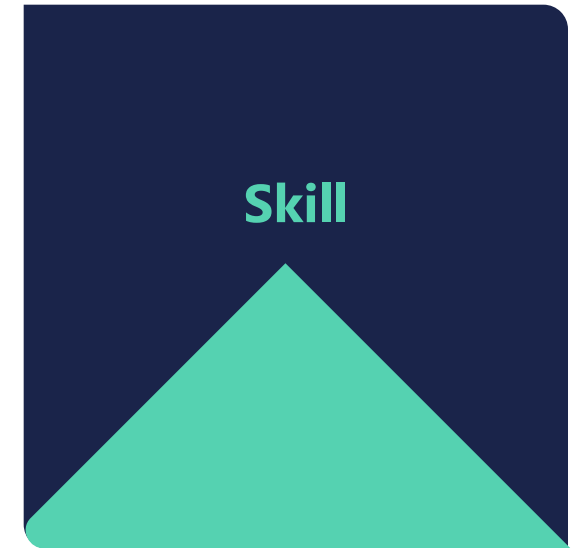
**Products** you can trust



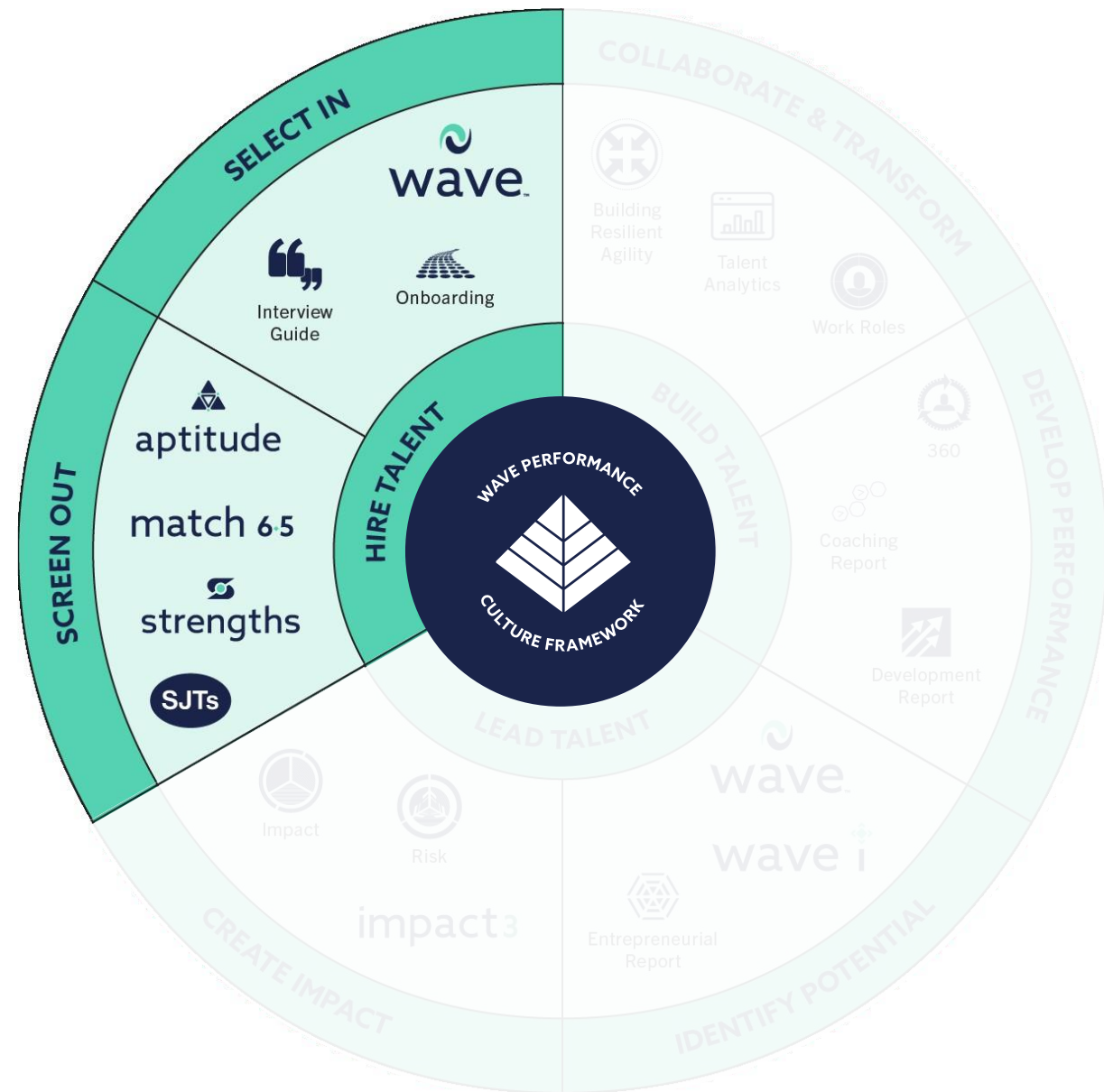
**Technology** you can trust



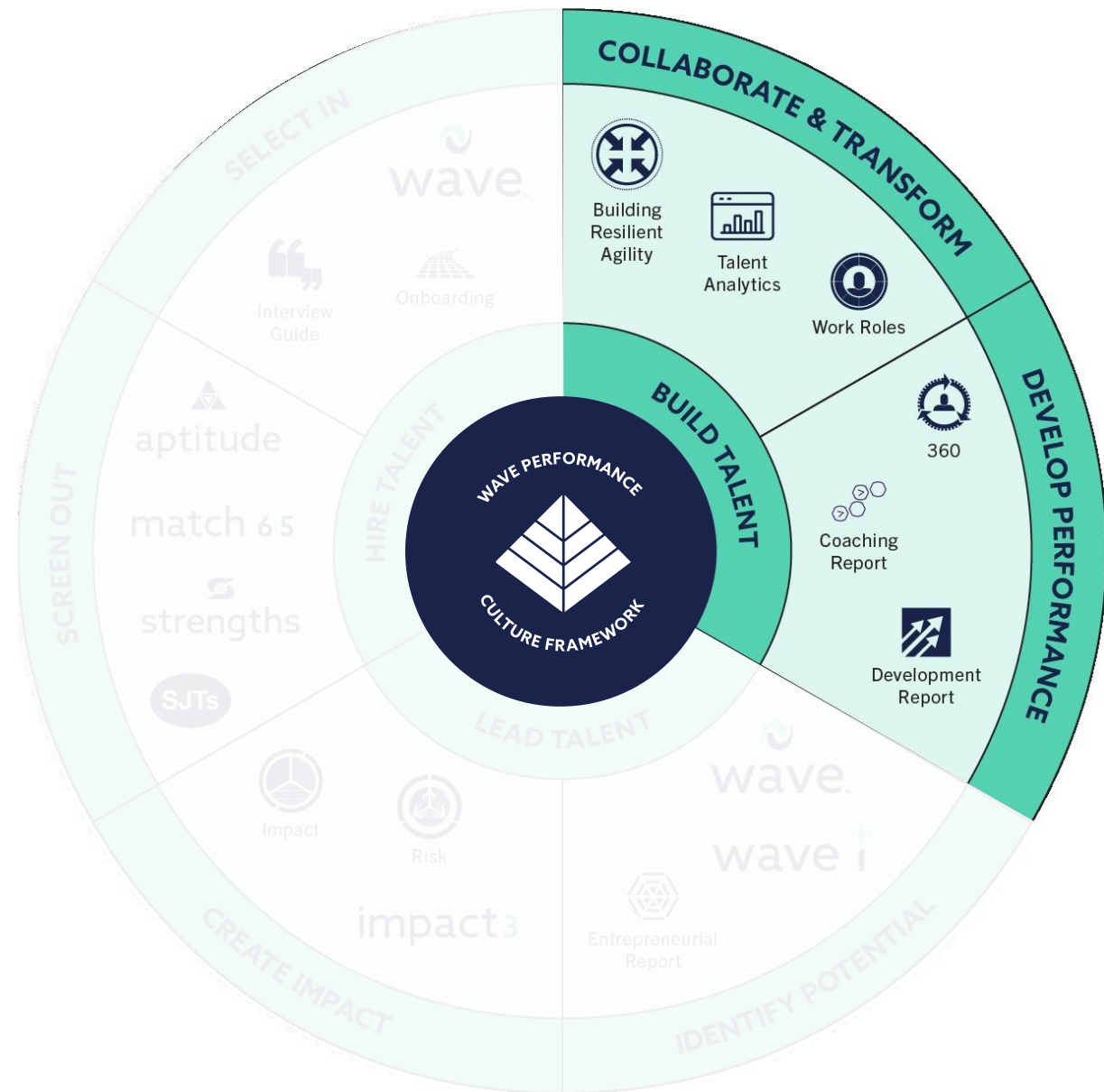
**Support** you can trust



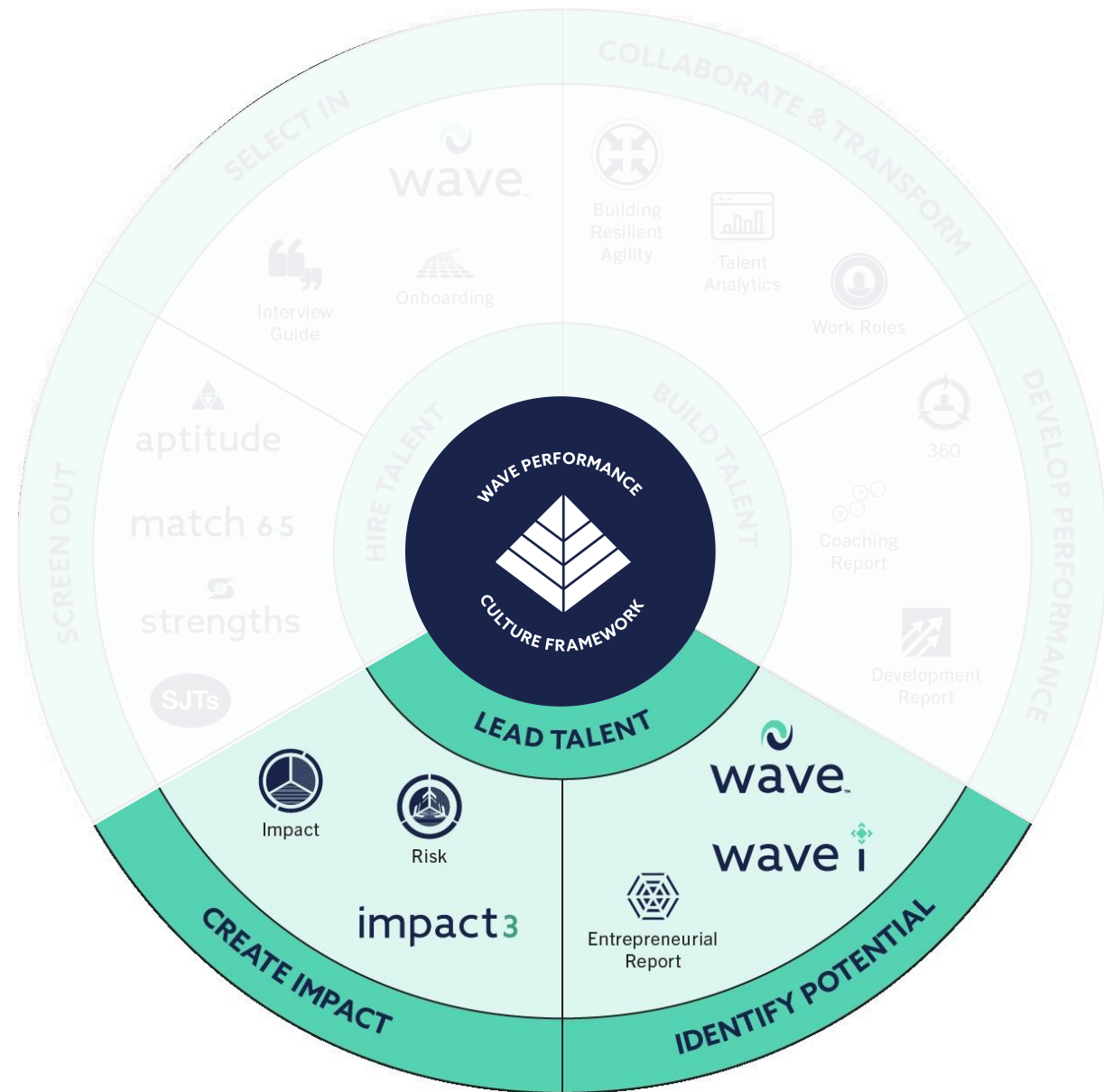
**Experts** you can trust



**A fully-integrated talent strategy powered by the market leader for validity**



**A fully-integrated talent strategy powered by the market leader for validity**



**A fully-integrated talent strategy powered by the market leader for validity**



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