

Accenture

State of New York brand positioning

Strategy & creative routes

11 January 2022

The situation

From making the vision of new administrations a reality to implementing shifting policy priorities to providing critical services, state and local governments have always been responsible for meeting ever-changing and expanding public community needs. Now, they face the added challenges of a rapidly evolving digital landscape, volatile economies, and complex and competing public social issues. Adapting old systems and operations and creating new innovations to meet the needs of communities in the modern world—especially with an eye toward fostering greater equity—are key. With a deep bench of strategy advisors that's as diverse in its makeup and talents as New York itself, Accenture is an ideal strategic partner poised to help you build and navigate these changes. With the right tools and relationships, New York will continue to set the standard across the nation and the globe for collective progress and excellence in governance, setting the pace for generations to come.



Our objective

To recognize and expand upon New York's impressive track record of setting the highest bar in government excellence, by supporting people and agencies from every corner of the state in both delivering and navigating innovative change, and setting the framework to enable it to meet diverse constituent needs across the state, particularly critical services geared to New Yorkers who need help and support the most.



Where we want to be

Your reliable partner from start to finish

It's who we are

With a diverse team based across New York's governance hubs, we are your trusted partner in implementation, providing timely expertise that sets us apart as a global leader in navigating change.

A heavy lifter in innovating change

It's what we'll do

As you know from our past collaborations and track record of success, we take care of the heavy lifting and the nitty gritty, through the duration of even the biggest system implementations.

A match in reliable expertise and vast resources

It's what we bring

Flexible scale, a stalwart team of business leaders whose diversity, talents, and deep expertise match your own—from marketing and design to digital tech to public sector knowledge—and vast resources to meet your needs and make innovation a reality for all of New York.





You set the standards that model innovation and progress for the rest of the world, driven by vast, diverse, and complex demands to accelerate a better and brighter future for all of New York.



We help clients embrace the power of change to deliver on the global promise of technology and human ingenuity, transforming businesses and helping people and communities thrive.





State and local governments must operate under constant change, and New York is no exception. Rather, the vast and complex variables of New York's agencies, organizations, and population create an expansive and truly unique landscape that is continuously shifting. That's why we approach our work as long-term, holistic partnerships. As the world continues to rapidly expand its reliance on digitization, we're always prepared to enhance systems and reimagine ways to provide services more efficiently, expansively, and accessibly. Accenture is ideally poised to support and work alongside New York as it ushers in positive change, setting both the pace and standards for government excellence in meeting the demands of today's and tomorrow's world.

Our role is to help you get the job of great government done and done well. Our joint work enables you to build out the necessary systems, infrastructures, processes, and tools to help your mission-based agencies operate smoothly and successfully, while staying true to New York's character as a tapestry of diversity, leadership, and hometown pride.

As a reliable, diverse, and innovative partner, Accenture brings the thought leadership, deep expertise, and global resources you need to not only seamlessly navigate change, but create it—for the betterment of all New Yorkers and all who look to follow New York's leading example.

Your trusted and experienced partner

As your supportive partner, we work with you from day one to delivery. We take on your mission like it's our own, and with our vast resources, global expertise, and dedicated team that's as diverse and hard-working as New York itself, no project is too ambitious or complex.

Improving the way the world works

Your diverse teams have the mission, audacity, and drive to create critical services for all New Yorkers. We have the deep expertise to implement your every priority. Together, we refine the systems that enhance the agencies, organizations, and communities that comprise New York's vast landscape.

Making innovations a reality

Our global and cross-industry experience equips us with varied and diverse insights. Working side-by-side, we will set the path to an accessible, inclusive, and representative future for New York and everyone who follows.



Story

A colorful landscape that brings together vibrant people and ideas from all over the world, New York has a longstanding, influential role as a bold leader of diversity and progress. Likewise, its socioeconomic fabric includes an array of industries, agencies, mission-driven organizations, and communities. That rich diversity means that the essential services New York's people need to thrive are equally varied. Driving ongoing progress—meeting complex public challenges head-on and creating nuanced civic resources that effectively serve and support all New York's people, especially its most vulnerable—demands continuous innovation, timely expertise, adaptability, and a focus on access, inclusivity, and equity.

With a similarly global and wide-ranging talent pool, Accenture is ideally equipped to serve as New York's reliable innovation partner for every governance priority. More than just aspirational, that claim is supported by a portfolio of successful collaborations in education, health, labor, and more. From exploration to testing to implementation, Accenture's seasoned teams have the thought leadership, industry knowledge, and business expertise to get the job done with any and all of New York's dedicated public-sector agencies.

As partners, we don't just navigate change in a fast-paced digital landscape. For every challenge that arises, we create a tapestry of transformational possibilities and solutions. Our joint efforts create dynamic innovations and services for the betterment of all New Yorkers, and for all who look to follow New York's lead.

Together, we reflect the diverse tapestry of New York living.





Together, we improve work and life for all New Yorkers



Together, we improve work and life for all New Yorkers

As a partner

Uniting to solve complex civic problems

Our diverse team reflects the make-up of NY itself, so we know what it will take to support your vision for services that reach all New Yorkers, especially those most in need, no matter how complex the pieces.

What we're doing together

Reimagining the tools of public service

From universal pre-K to civic information hubs to retirement innovations to public-safety response, we help all your agencies identify and build crucial service systems for all New Yorkers—and together, we get the job done right.

How we're going about it

Using global expertise to help diverse communities thrive

Coupling our global experience with your own diverse team and talents, we innovate to deliver better access and equity in public services—improving the daily lives of all New Yorkers.



Image selections



Creative route

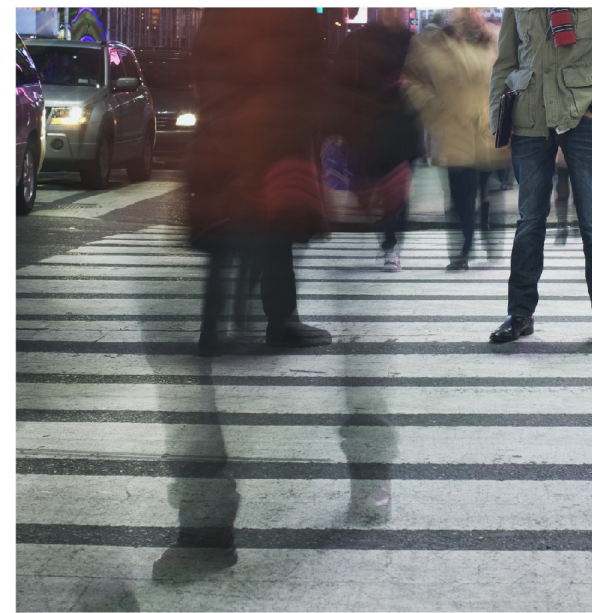


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Together, we improve work and life for all New Yorkers

Improving NY work and life



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Uniting to solve complex civic problems

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Improving NY work and life





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Improving NY work and life





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Improving NY work and life



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The Accenture & New York brand book

Our guide to telling the
Accenture & New York story.



Usage guidelines

A single source of truth for everyone working across the account.

This document provides guidance on how to apply core messaging and a visual identity that consistently reinforces the impact of our ongoing work with New York.

This guidance is written to support everyone working on the New York account in developing a good understanding of the nature of the relationship, particularly those working in marketing, sales and strategic growth.

When to use this brand book.

The communication platform laid out in this brand book is specifically designed to streamline and enhance internal communications between Accenture and New York. It is not designed to be used for public-facing messaging. If you want to create public-facing messaging for your account, contact Accenture Brand.



What's inside?

1_Our story

Understand the basis of the story we want to tell New York.
[1 minute read](#)

2_How to tell our story

Learn how our key message pulls together our messages.
[2 minute read](#)

3_Applying our messaging

Guidelines to help you write content consistent with our messaging.
[4 minute read](#)

4_Applying visuals

Reinforcing our message through visual elements.
[4 minute read](#)

5_Applying our brand

How and when to apply the Accenture brand guidelines.
[5 minute read](#)



1_Our Story

2_

3_

4_

5_

1_ Our Story

Exploring the nature of
the partnership between
Accenture and New York
and where our brands align.



Our Ethos

The best stories are the ones that can be retold.

Stories that last are built on a simple premise with a core idea that can be embellished by the narrator. Proof of this can be seen in the fables and folk tales that we still tell today.

So we've written our story using a simple premise that can be easily applied and retold by everyone from sales, to marketing, to strategic growth.



Our Story

Connecting people and businesses to the power of change.



We help clients embrace the power of change to deliver on the promise of technology and human ingenuity, transforming businesses and helping people and communities thrive.



You set the standards that model innovation and progress for the rest of the world, driven by vast, diverse, and complex demands to accelerate a better and brighter future for all of New York.



Story framework

State and local governments must operate under constant change, and New York is no exception. Rather, the vast and complex variables of New York’s agencies, organizations, and population create an expansive and truly unique landscape that is continuously shifting. That’s why we approach our work as long-term, holistic partnerships. As the world continues to rapidly expand its reliance on digitization, we’re always prepared to enhance systems and reimagine ways to provide services more efficiently, expansively, and accessibly. Accenture is ideally poised to support and work alongside New York as it ushers in positive change, setting both the pace and standards for government excellence in meeting the demands of today’s and tomorrow’s world.

Our role is to help you get the job of great government done and done well. Our joint work enables you to build out the necessary systems, infrastructures, processes, and tools to help your mission-based agencies operate smoothly and successfully, while staying true to New York’s character as a mosaic of diversity, leadership, and hometown pride.

As a reliable, diverse, and innovative partner, Accenture brings the thought leadership, deep expertise, and global resources you need to not only seamlessly navigate change, but create it—for the betterment of all New Yorkers and all who look to follow New York’s leading example.

Your trusted and experienced partner

As your supportive partner, we work with you from day one to delivery. We take on your mission like it’s our own, and with our vast resources, global expertise, and dedicated team that’s as diverse and hard-working as New York itself, no project is too ambitious or complex.

Improving the way the world works

Your diverse teams have the mission, audacity, and drive to create critical services for all New Yorkers. We have the deep expertise to implement your every priority. Together, we refine the systems that enhance the agencies, organizations, and communities that comprise New York’s vast landscape.

Making innovations a reality

Our global and cross-industry experience equips us with varied and diverse insights. Working side-by-side, we will set the path to an accessible, inclusive, and representative future for New York and everyone who follows.



Put simply...



We bring global expertise to enable businesses for innovation and transformation.



You create dynamic, crucial services for the betterment of all New Yorkers.



1_Our Story

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Key Message

Together, we improve
work and life for all New Yorkers



2_ How to tell our story

Consistently reinforcing our primary message through our communications builds a strong image of our core value.



Key message

The key message summarizes the overarching story and forms the basis of all messaging to follow.

With this statement, we draw focus to the shared role of our two brands as enablers of change.

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Together, we improve work and life for all New Yorkers



Concise message

This is the short-hand version of the key message. This concise message can be used as a sign-off in our communication and captures the spirit of the story in a simple, repeatable way.

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Improving NY work and life



Messaging hierarchy

You'll know your piece of communication is aligned with the brand when each of your messages feels like a version of these "parent" messages.

Together, we improve work and life for all New Yorkers

Key message

Headlines should express this relationship dynamic.

We use our global expertise to innovate and transform businesses effectively, so you can create dynamic, crucial services for the betterment of all New Yorkers.

Connecting our brands

as simply as possible. Subheadings should clarify the specifics of the deal and express this enabling relationship.

Improving NY work and life

Concise message

A short summary of what we do together. Provides a bite-sized takeaway message.



3_ Applying our messaging

Guidelines for writing content to bring our messaging to life with consistency.





Tone of voice

When using our messaging in the wild it sounds like this:

Simple

We are concise and not over-complicated. Avoid jargon and business-speak.

Direct

We offer our expertise, experience, and insight without wavering.

Honest

We are always accurate and realistic about what can and can't be delivered.

Trustworthy

We're dedicated to our role in creating change. We are your steadfast partners, delivering on every ambitious project and creating innovative tools that reimagine and improve public services for all New Yorkers.

Positive

We are upbeat, approachable, and happy to help. People will feel comfortable coming to us.

Energizing

We are your trusted, dynamic partner, delivering on complex projects across New York's public-sector agencies. When you work with us, we're thoughtful and bold about timely innovations that will achieve your vision for services that reach all New Yorkers, especially those most in need.



4_ Applying visuals

Tips for selecting imagery
that creates the right
impact with our message.



Choosing imagery that tells our story

Using images to bring emotions and context to our stories.

While our written messaging alludes to what we can do together, the imagery reflects the outcome of our partnership—diverse people thriving through better access and equity in dynamic public services.

We focus on showing real people and communities in candid circumstances whose daily experiences are enhanced by innovative civic resources. Through imagery, we look to highlight the effects of our partnership by showing moments our services will enable in people's lives.

Our imagery should be authentic, globally inclusive, and reflective of New York's diverse population and geography, and always consider the story being told.





Real people

Look for images that feature a diverse range of people utilizing New York systems and services. It's best if the images reflect the link between people, civic resources and improved work and life





Innovation in action

Look for images that feature a diverse range of contexts from urban to suburban to rural and that represent an array of civic resources (i.e., education, health, labor, utilities, public safety, transportation, and more).





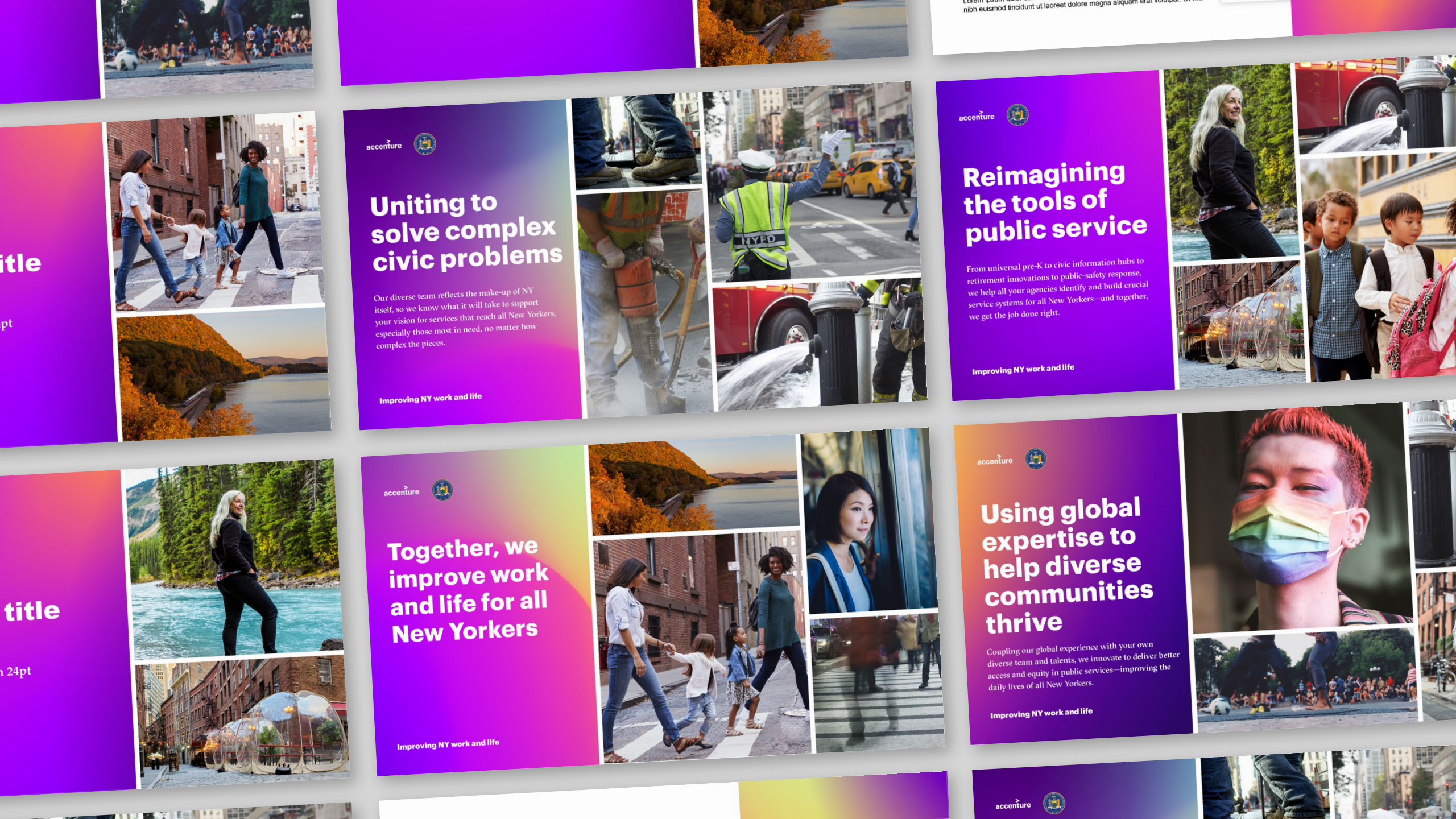
The gallery

Using core messaging and visual elements inside a flexible brand.

Accenture's entire visual identity has been built around the idea that modern brands are no longer solely consumed by governance and guidelines.

In this new era, brands have a much more flexible approach — providing guardrails but not being overly prescriptive. Co-creation and collaboration are encouraged and celebrated.





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Uniting to solve complex civic problems

Our diverse team reflects the make-up of NY itself, so we know what it will take to support your vision for services that reach all New Yorkers, especially those most in need, no matter how complex the pieces.

Improving NY work and life



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Improving NY work and life



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Together, we improve work and life for all New Yorkers

Improving NY work and life



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Using global expertise to help diverse communities thrive

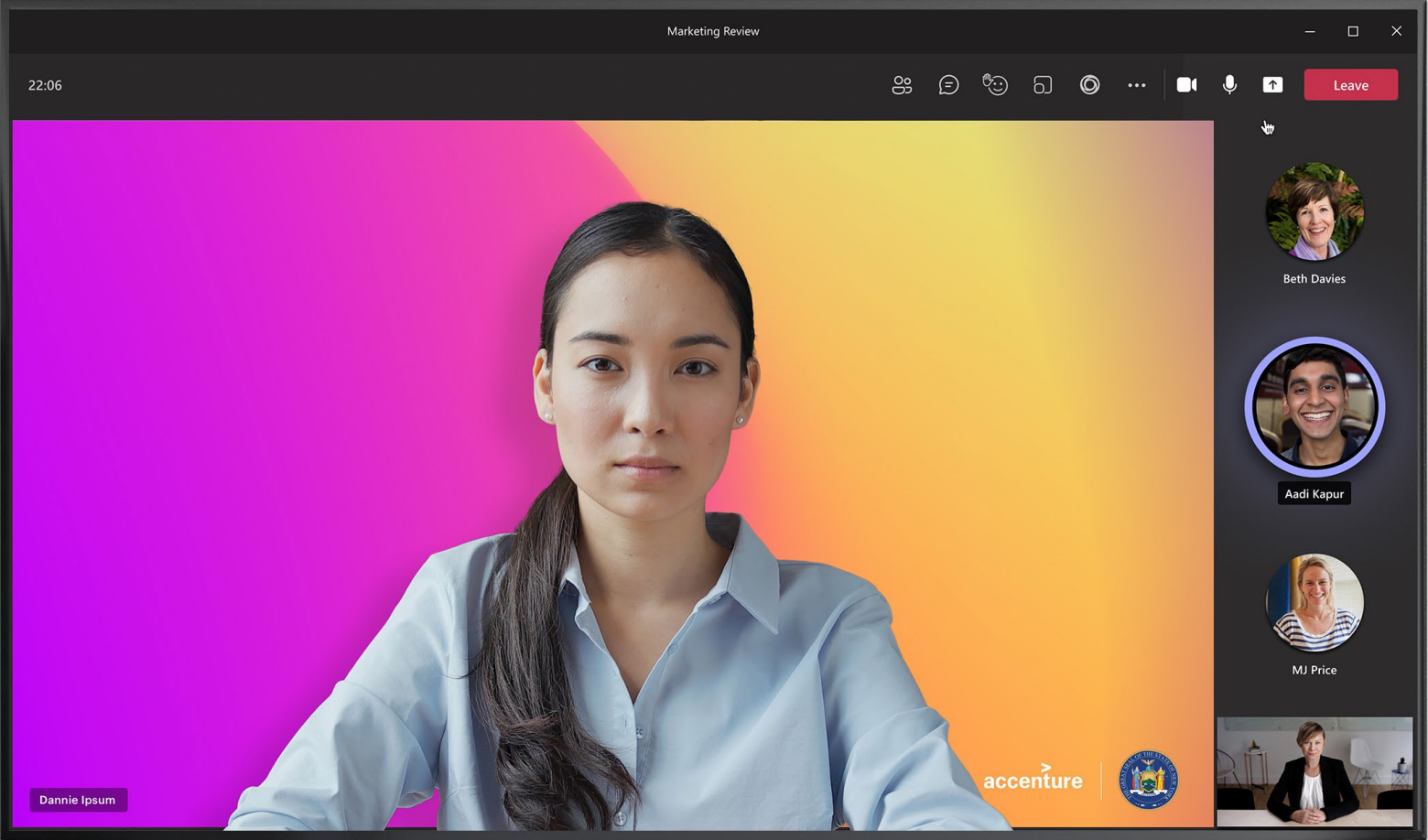
Coupling our global experience with your own diverse team and talents, we innovate to deliver better access and equity in public services—improving the daily lives of all New Yorkers.

Improving NY work and life



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5_ Applying our brand

5_

Applying our brand

How and when to apply the
Accenture brand guidelines.



Accenture & New York co-branding

**Our primary approach
is always to use our
Accenture branding.**

When we are creating and presenting a piece of communication, it is coming from the Accenture team—that means we represent ourselves using the Accenture brand.

However, there are a few instances where we include elements specific to the Accenture & New York account.

Design templates

We have a range of pre-made templates, including video backgrounds and PowerPoint templates, created specifically for Accenture & New York communications. These can be downloaded from Accenture’s New York Hub.

Design assets

We also have set of ready-to-use assets, including pre-purchased images and Accenture & New York lock-ups. These can also be downloaded from Accenture’s New York Hub.

**I’ve been asked to
use another template,
what do I do?!**

Sometimes we’re specifically asked to use a template provided to us. In these instances, we still use the guidance from this document in the foreign template. This includes messaging builder, tone of voice, and imagery guidance. If you find yourself in this scenario and require additional assistance please reach out to [Brian Szanny](#).



Logo lockup & key message

The Accenture & New York logo lockup can be used in black, white or full color versions. Choose the color version that best suits the layout in which it appears, taking into consideration background, overall color use, and other brand and visual elements. Whenever possible, we opt to use the full word mark version.





Accenture brand guide refresher

A snapshot
of our master
brand guidelines.

For the full guidelines see
[Accenture BrandSpace](#)

Introduction

Accenture is one of the world's leading consultancies helping clients harness powerful innovation to fundamentally transform their businesses.

Our brand has always been clear, focused, and strong. We are building on that foundation with new directives to allow for a more flexible approach to creative storytelling. With this brand evolution, we have introduced a wide-ranging spectrum of assets that serve as an expanded tool kit. We've coupled these new tools with simple, easy-to-adhere-to guardrails that guide, inspire, and ultimately enhance creative development.



Color

Our approach to color is simple: the three core purples remain, equally, our primary colors, while the range of our palette has been extended through the introduction of accent purples and a vivid palette of secondary colors. Our palette differentiates us from our competition while reflecting the wonderfully rich and complex diversity of the human experience.

Core purples

The three core purples are used across all our services, networks, and offers. They appear in backgrounds, text, the logo, and the Greater Than symbol. One of the core purples should always appear in layouts, either in a leading or supporting role.

Accent purples

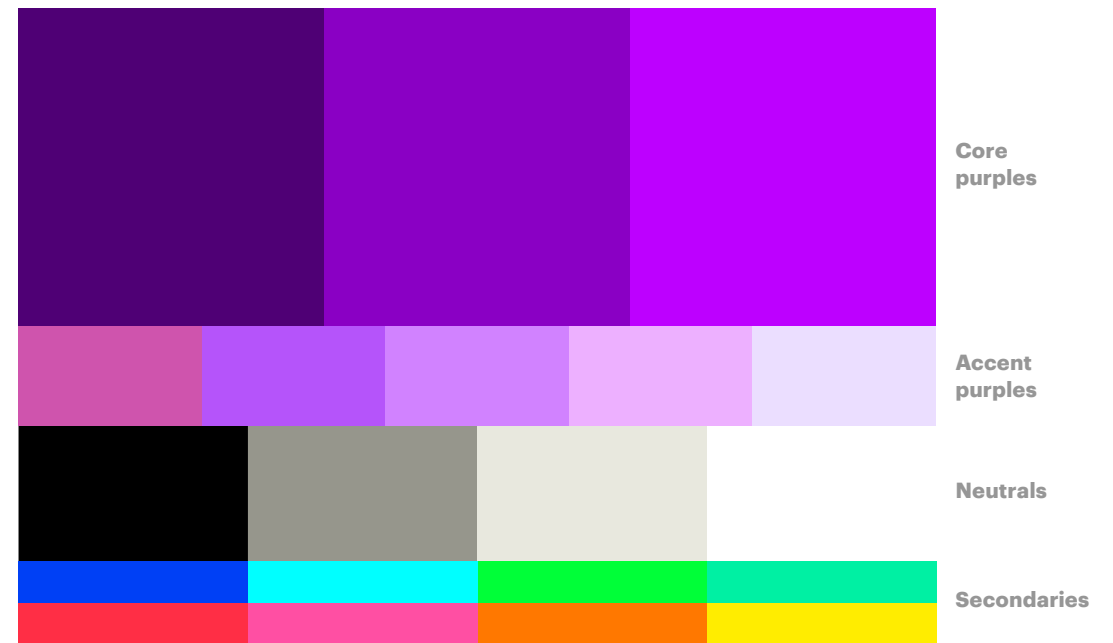
The five accent purples provide a harmonious extension of the core purples. They always support the core purples and help broaden their range. Overall, their use should be subordinate to the core purples.

Neutrals

Neutral colors complement the other colors in the palette and help provide a counterpoint to the palette's vibrancy when used in text, backgrounds, and other foundational design elements.

Secondaries

The secondary colors add variety to the palette and help prevent 'purple fatigue' in our touchpoints. The use of secondary colors is not a requirement in layouts. These colors are available as options to allow design variation and visual pacing.





Typography

Type style

Our overall typographic approach is strong and bold. Whenever possible, we use short headlines at large sizes.

Black text on white backgrounds is our default, but we add variety, interest, and emphasis by selectively and deliberately using color with text. Clarity and legibility inform all type choices.

Graphik

Our primary typeface is Graphik, a bold, straightforward sans serif. Graphik expresses our messages with boldness, clarity, and personality. It works well at both headline and body copy sizes.

GT Sectra Fine

Our secondary typeface is GT Sectra Fine (referred to simply as “Sectra”), a contemporary serif face with details reminiscent of calligraphy strokes. Sectra is used for second-level headings and adds warmth and a human touch to our typography.

Graphik and GT Sectra Fine fonts can be downloaded from Brand Space.

Primary typeface

Graphik

Bold	Semibold	Medium	Regular	Light
AaBbCc	AaBbCc	AaBbCc	AaBbCc	AaBbCc
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ VWXYZ 1234567890?&+@#%'	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ VWXYZ 1234567890?&+@#%'	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ VWXYZ 1234567890?&+@#%'	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ VWXYZ 1234567890?&+@#%'	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ VWXYZ 1234567890?&+@#%'

Secondary typeface

GT Sectra Fine

Bold	Medium	Regular	Book
AaBbCc	AaBbCc	AaBbCc	AaBbCc
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ VWXYZ 1234567890?&+@#%'	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ VWXYZ 1234567890?&+@#%'	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ VWXYZ 1234567890?&+@#%'	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ VWXYZ 1234567890?&+@#%'



Basic type hierarchy

The basic type hierarchy for all our communications is simple and straightforward.

As our visual system evolves and expands, additional detail will be released.

**The change
you see**

Headline

Graphik Bold
Sentence case

**Change is a force
you can harness**

Subhead

GT Sectra Fine Regular
Sentence case

Some agencies have embraced change and are seeing the benefit of disruptive models to deliver their missions and better outcomes in new ways—from predicting pandemic outbreaks before they happen to 3-D printing parts of military flight-critical components. And they are creating more value for citizens and empowering employees with exciting new ways to serve. Other less agile agencies fall behind in applying the latest technologies and approaches to re-imagine the mission and business. When this gap widens, public trust declines and workforce engagement drops—and external adversaries may stoke these instabilities.

Body copy

Graphik Light
Sentence case



Gradients

Gradient artwork is available in three tonal ranges: light, medium, and dark.

Artwork is available in Adobe Illustrator format on Brand Space.

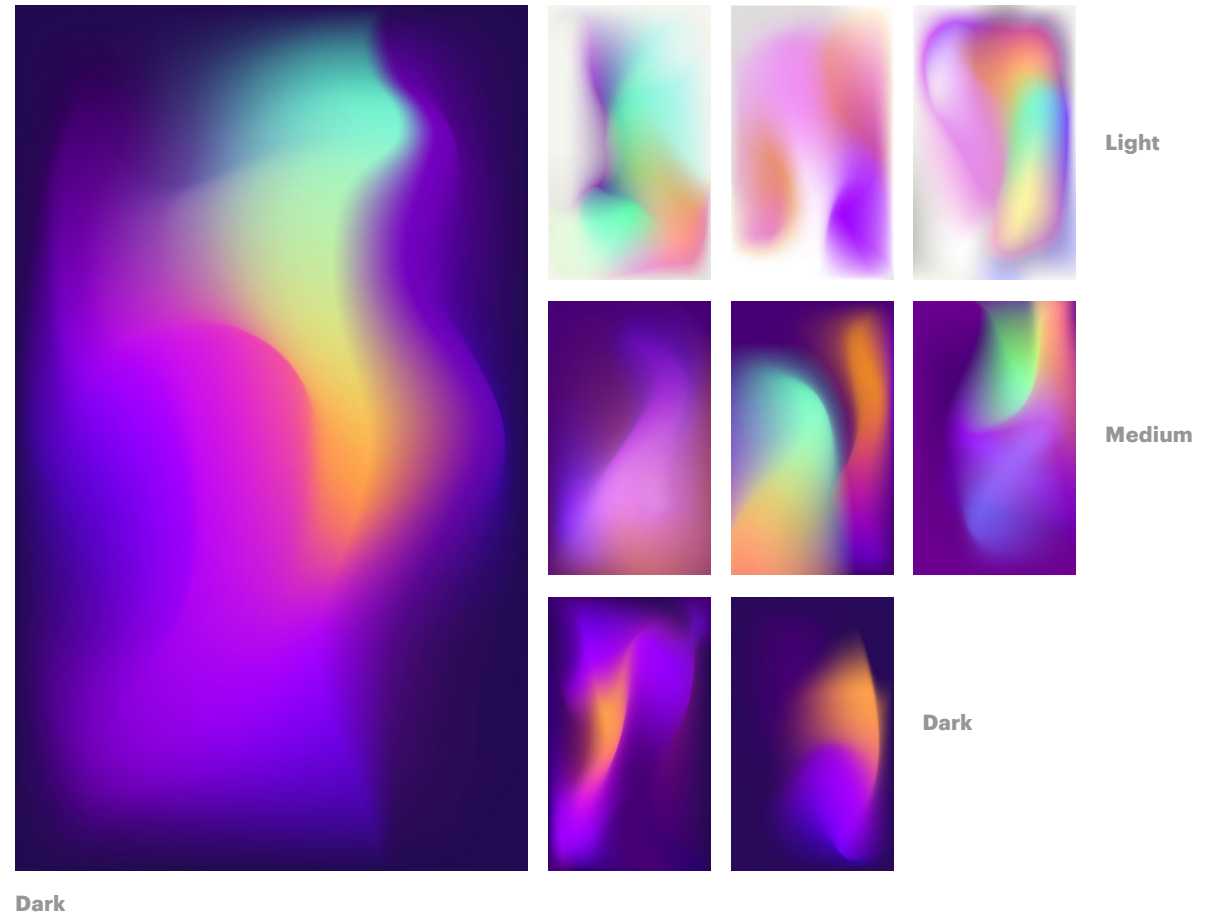
Use dark and medium versions first

The dark and medium versions contain more purple and should be used first to establish the connection with Accenture. The light versions can be used subsequently to provide additional range and creative flexibility.

Cropping

The gradient artwork has been developed to be cropped rather than used at its full artboard dimensions. This allows for an almost limitless range of color variations and artwork proportions.

Whenever possible, try to include a significant amount of purple when cropping the artwork to maintain a clear connection to the Accenture brand.



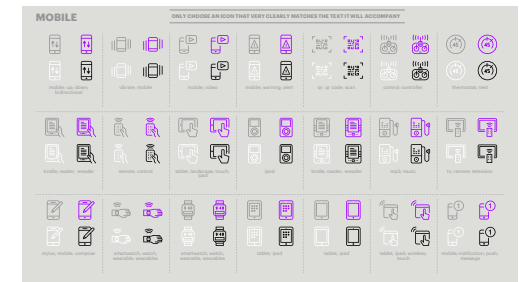
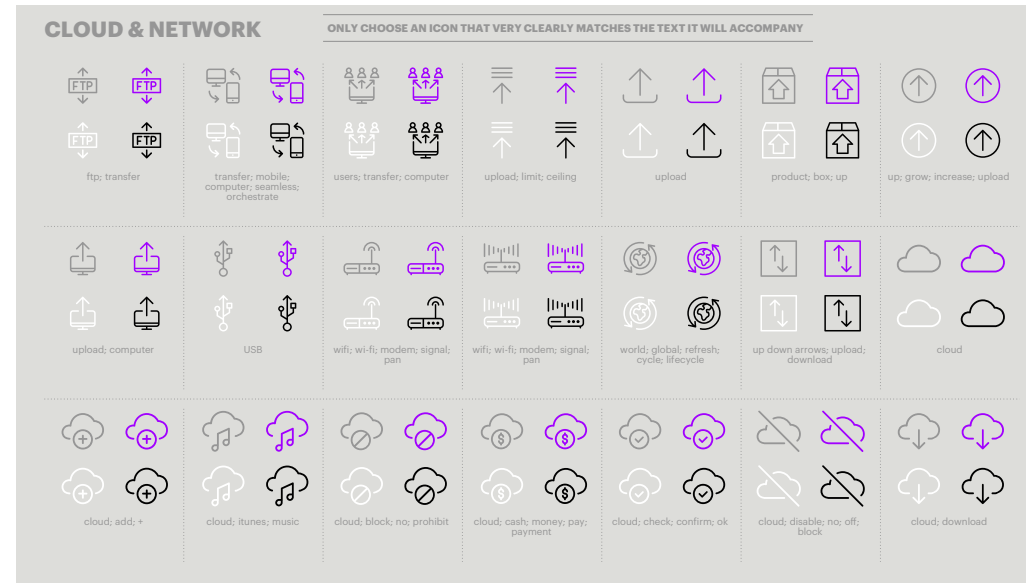
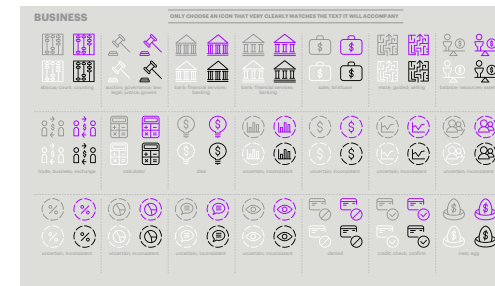
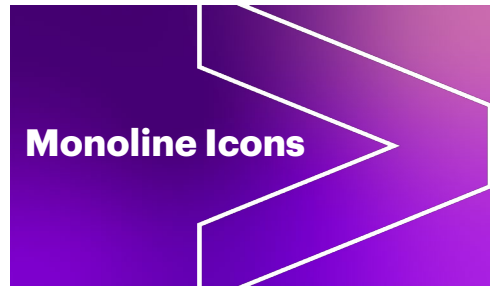


Iconography

Icons extend our graphic language and allow us to express both abstract and concrete concepts quickly, succinctly, and effectively.

Select icons that reinforce your message and help tell your story. Do not add icons for decorative purposes.

A full set of these can be found on [Accenture BrandSpace](#)





Useful contacts

If you have questions about Accenture & New York communications, please get in touch.

Ericka Nicholes

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About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services — all powered by the world's largest network of Advanced Technology and Intelligent Operations centers. Our 674,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. Visit us at **www.accenture.com**.

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