



accenture

HERSHEY  
THE HERSHEY COMPANY

# The Accenture & Hershey brand book

Our guide to telling the  
Accenture & Hershey 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 Hershey.

This guidance is written to support everyone working on the Hershey 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 Hershey. 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 Hershey.

[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

Exploring the nature of  
the partnership between  
Accenture and Hershey  
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 global promise of technology and human ingenuity, transforming businesses and helping people and communities thrive.



You bring sweet moments of Hershey happiness to the world every day, through your purpose of enriching people's lives by making "more moments of goodness"—creating a unique place in their hearts and minds.





# Story framework

Businesses that can draw on a wealth of history and success are in an enviable position. But, just as past success contains valuable insights, it is not a guarantee of future success. That's why we approach our business transformation work as long-term, holistic partnerships. We're the right partner for Hershey because we understand that to help you create a truly modernized business, we must stay true to the values and ingredients that have made Hershey a success. Our aim is to help you create a new, modern heritage, with the same heart-warming feeling, enhanced for current and future generations.

As a trusted partner, we'll bring Accenture's best people, retail industry expertise, and resources to add the latest innovations and technology to your already renowned and timeless vision. So that together, we'll help you continue to bring more moments of goodness to people across cultures and generations through your expanding snack offerings.

We'll work with you every step of the way to help you modernize in a grounded and steadfast way—to bring new capabilities to a powerful brand that draws on over a century of tradition and success.

## We know that creating a new, modern heritage is the key to success

We'll help you transform your business to create a new, modern heritage, with the same heart-warming feeling, enhanced for the snack-lovers of today and tomorrow—at an agreed pace that your teams can run with.

## We'll combine our innovation, technology & data analytics with your future vision

A vision aligned to, and leading, the constantly changing business environment and snack preferences of today and tomorrow—helping to unlock growth in a highly competitive market.

## We'll use our innovation and technology to sweeten all lines of your successful business

This frees you to focus on growth in a challenging environment of logistics, supply chain, cultural trends and expanding business divisions.



Put simply...

  
accenture

**We connect businesses with the resources  
and scale to meet modern demands.**



**Across new challenges, you connect  
people and communities through  
moments of goodness.**





**Key Message**

# Meeting the needs of modern snacking head-on





# 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.



# Meeting the needs of modern snacking head-on.



## 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.



# Making moments sweeter.



## 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.

### Meeting the needs of modern snacking head-on.

#### Key message

Headlines should express this relationship dynamic.

By optimizing strategic business growth, we connect people and communities, cultivate moments of goodness, and embrace the needs of modern snacking.

#### Connecting our brands

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

Making moments sweeter.

#### 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.

### Humble

We're humble about our role in creating change. We are a guiding partner, creating tools that support Hershey in embracing the future of snacking. We build opportunities for continued responsible leadership.

### Positive

We are upbeat, approachable, and happy to help. People will feel comfortable coming to us, and can rely on us for thought leadership.

### Dynamic

We are your reliable sounding board and diverse partner for all business areas. When you work with us, we stay true to your steadfast heritage while enabling exploration of fresh opportunities. We offer strategy and insight to sustain your vision for today's and tomorrow's generations.





# 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—bringing moments of goodness to the world.

sharing candid moments that our services bring to people's lives. Use the images on the right to demonstrate what Hershey is and will continue to be known for—creating moments of goodness.

Our imagery should be authentic, globally inclusive, and always consider the story being told.

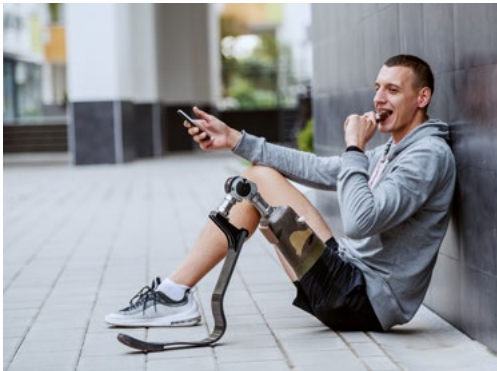






# Real people

Look for images that feature a diverse range of people and snacking. The selection of images shows a variety of people—both current and future customers—enjoying snacks that could be products that Hershey own. We want to show people indulging on their own, as well as sharing a snack and a moment with others.





## Divider slide images

These images are used to add an element of snacking fun. They should be used only in divider slides, and always in combination with the Accenture gradients.





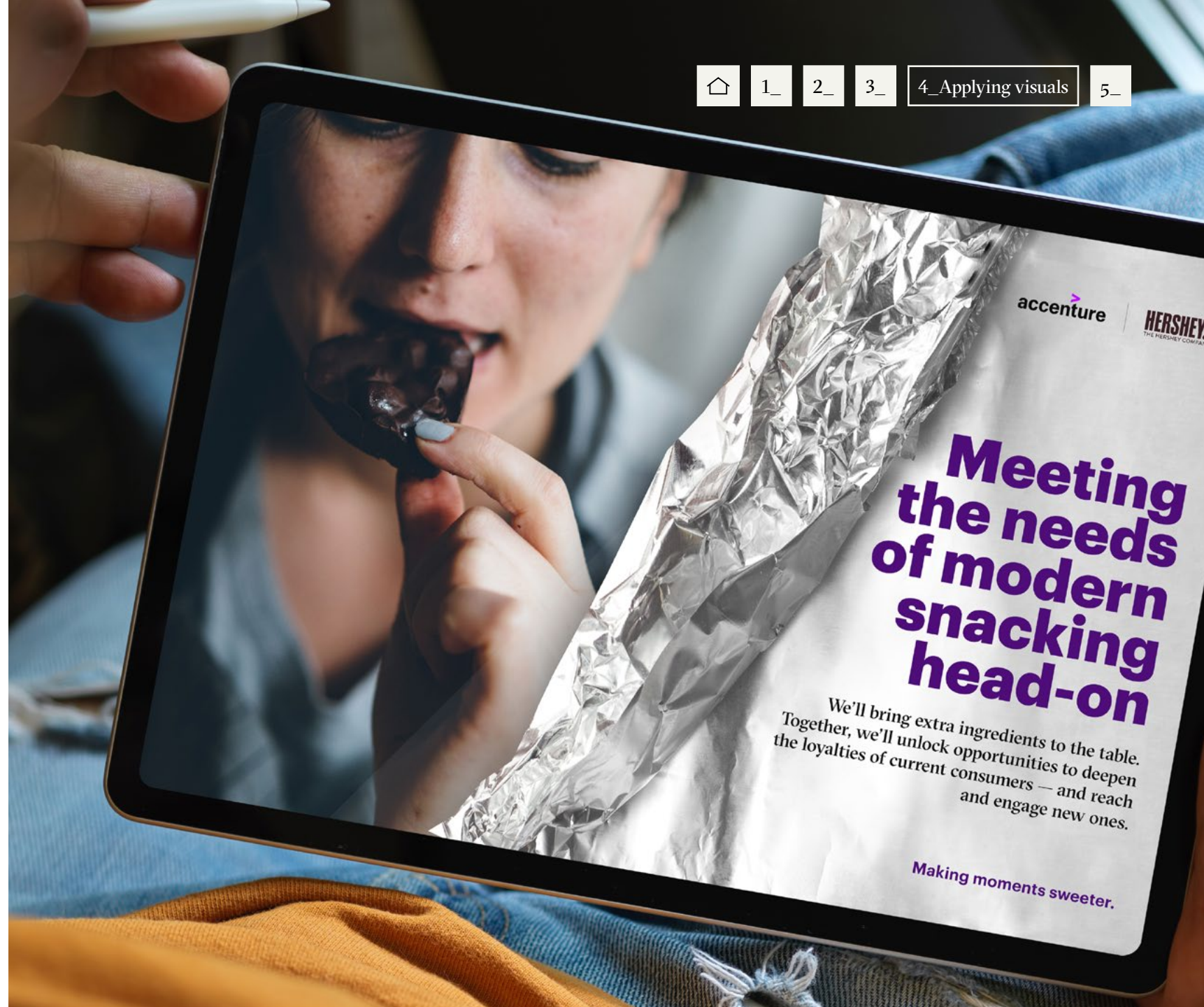


## The gallery

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.







accenture | **HERSHEY'S**  
The Partnership Connection

## Creating a new modern heritage

Strategy, insights, and actionable ideas to ensure no part of your business is left behind—so you achieve and exceed, your future vision.

Making moments sweeter.

accenture | **HERSHEY'S**  
The Partnership Connection

## Meeting the needs of modern snacking head-on

Making moments sweeter.

## Divi head 4

Sub-tit

accenture | **HERSHEY'S**  
The Partnership Connection

## Using consumer insights to drive strategy and innovation

We'll bring extra ingredients to the table. Together, we'll unlock opportunities to deepen the loyalties of current consumers — and reach and engage new ones.

Making moments sweeter.

accenture | **HERSHEY'S**  
The Partnership Connection

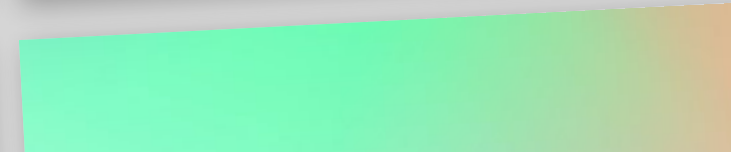
## Partners in spreading moments of goodness around the world

A partnership that fuels the business changes you need to remain the paragon of moments of goodness for the world—for today's and tomorrow's generations.

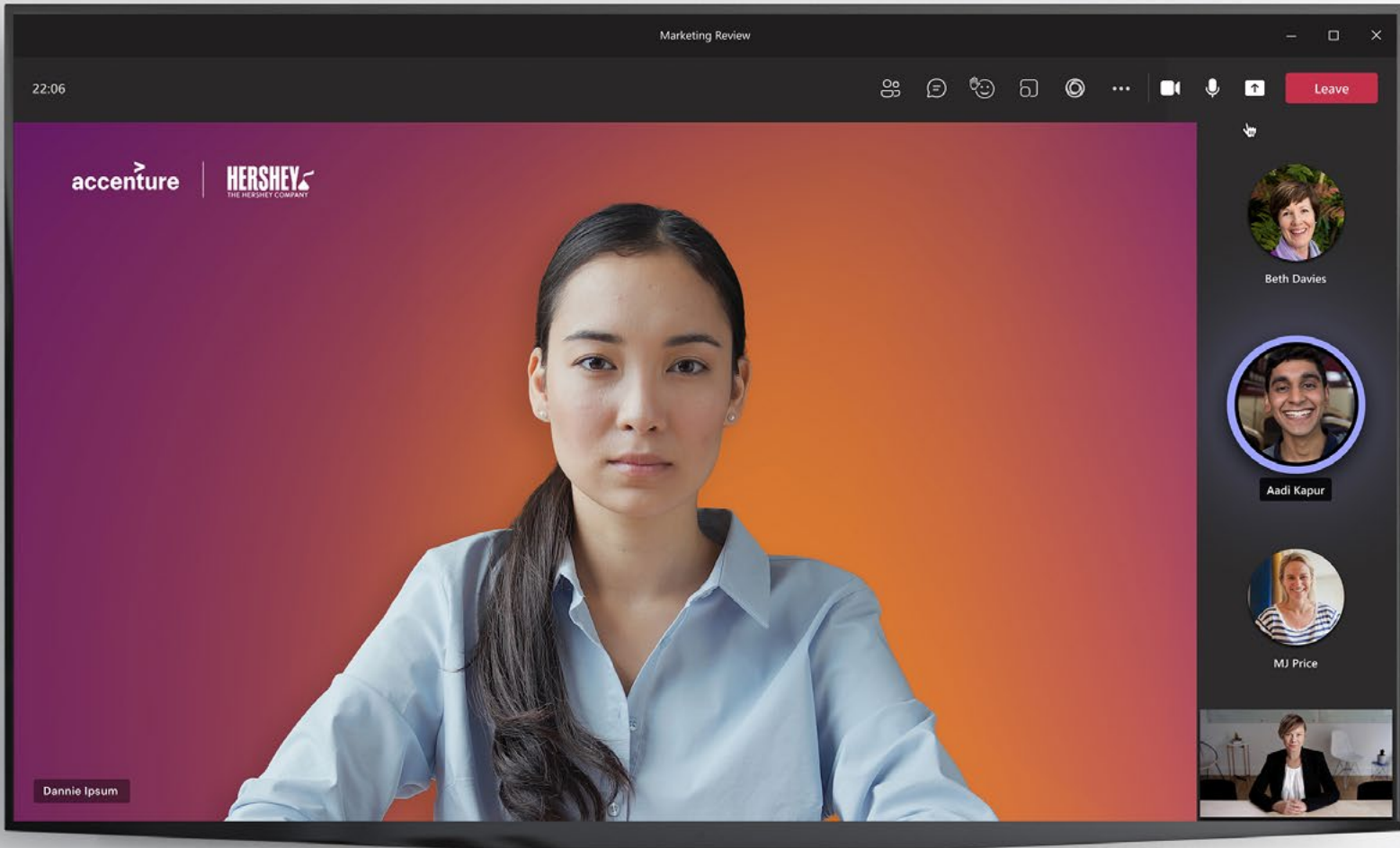
Making moments sweeter.

## Divi head 4

Sub-











# 5\_ Applying our brand

How and when to apply the Accenture brand guidelines.



# Accenture & Hershey 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 & Hershey account.

## Design templates

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

## Design assets

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

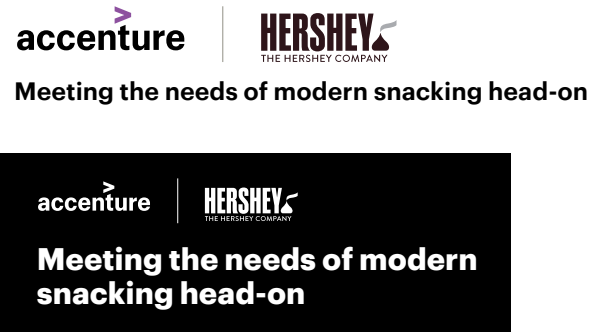
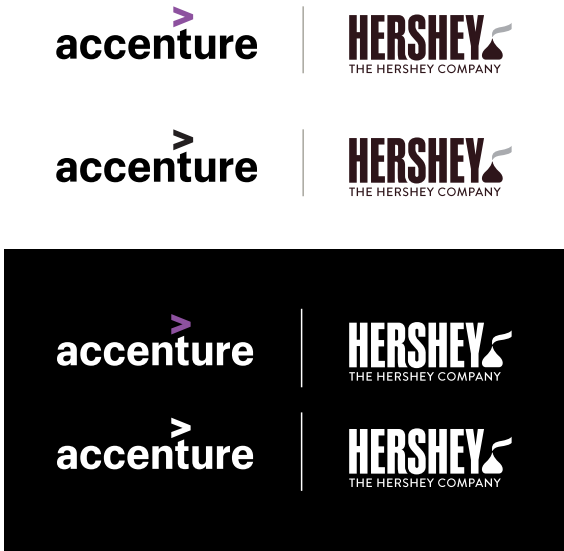
**I’ve been asked to  
use another template,  
what do I do?!**

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 & Hershey 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 toolkit. 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

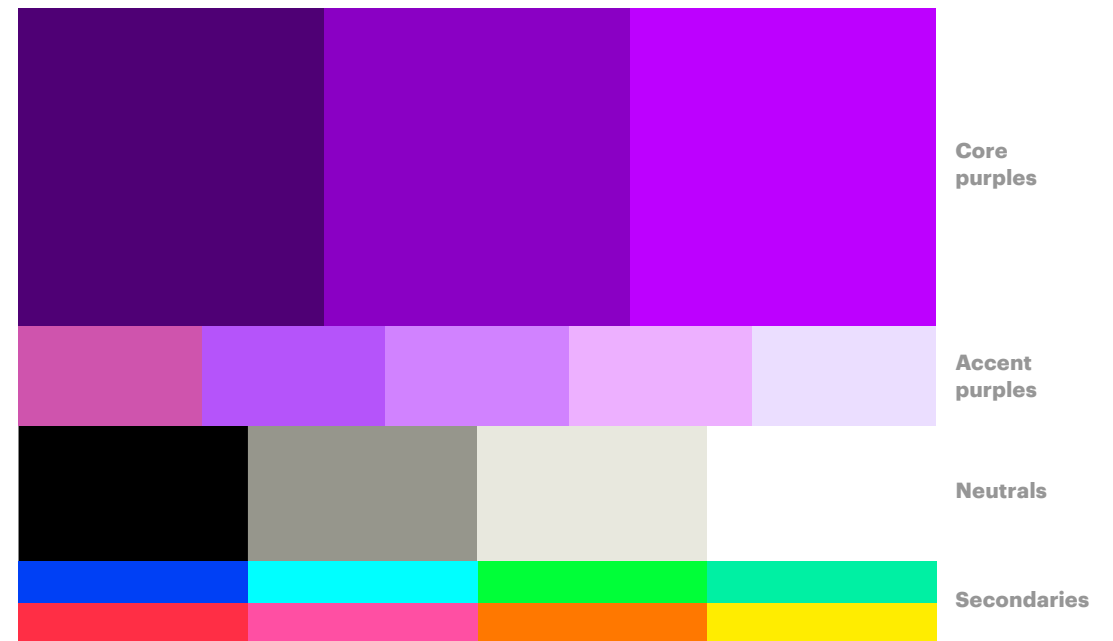
The five accent purples provide a harmonious extension of the core purples. They always support the core purples and help broaden their range. Overall, their use should be subordinate to the core purples.

## 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
<b>AaBbCc</b>	<b>AaBbCc</b>	<b>AaBbCc</b>	<b>AaBbCc</b>	<b>AaBbCc</b>
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
<b>AaBbCc</b>	<b>AaBbCc</b>	<b>AaBbCc</b>	<b>AaBbCc</b>
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.

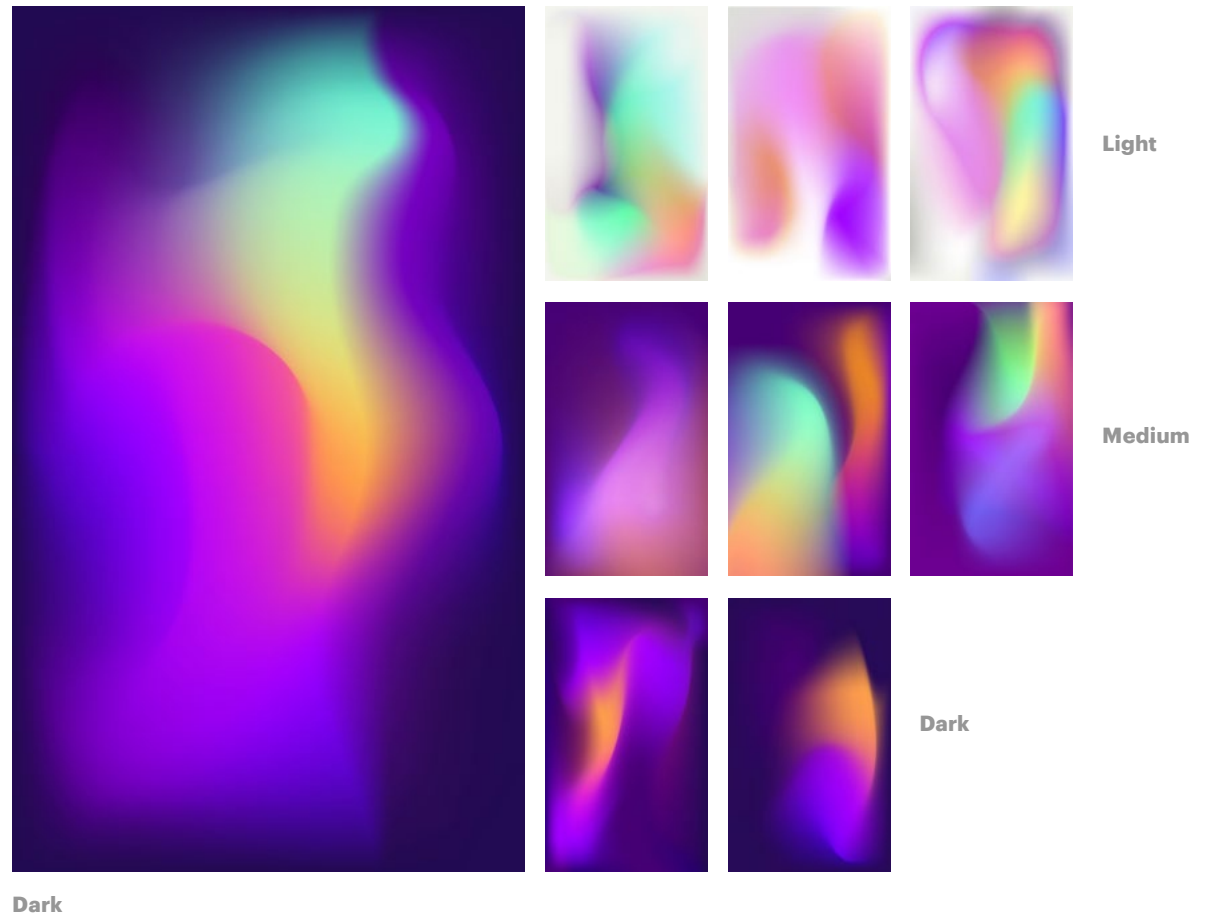
## Use dark and medium versions first

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.



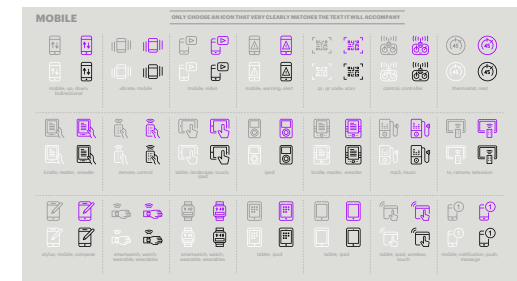
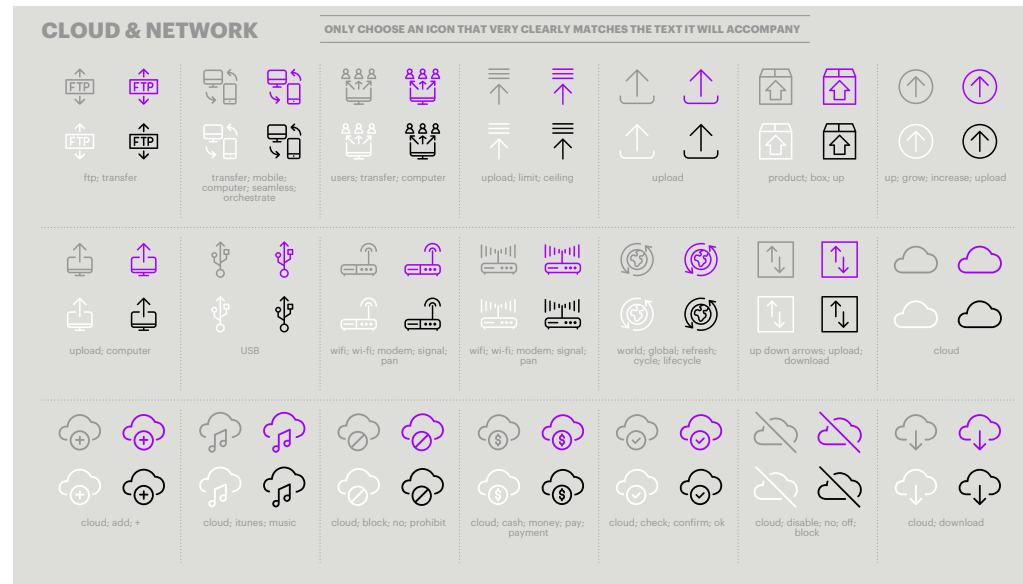
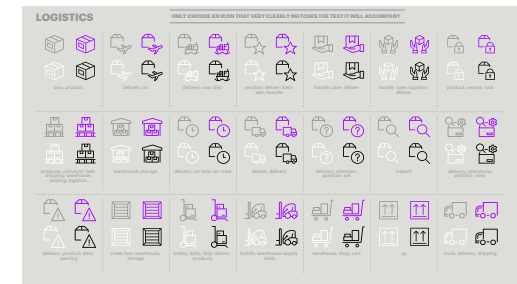
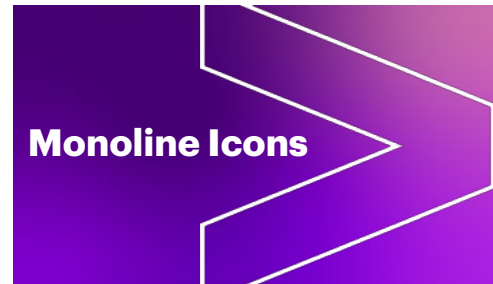


# Iconography

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 & Hershey communications, please get in touch.

## Priscila de Pinho Hawthorne

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Senior Account lead for Hershey

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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 569,000 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](https://www.accenture.com)**.

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