**Unifying the Vision: The Peraton Global Brand Standards**

* **Description**: Brand guidelines reflect how a brand wants to be perceived and how it stands out from others, aligning with overall business goals. Understanding the brand’s target audience, positioning, and competitive landscape is crucial for success. To meet the company’s present needs and position it for the future, the Peraton creative team launched the Peraton Global Brand Standards (PGBS) project to provide stakeholders with a unified, formal way of communicating about the company brand.
* **Objectives**: The goal was to create a living document that could empower employees to communicate about Peraton to customers, contractors, friends, and family members. The PGBS would help readers understand the brand’s target audience, positioning and overall value compared to market competitors. The result would be clear, concise and understandable guidelines that every employee, no matter their position in the business, could easily follow.
* **Challenges**: Ambiguity can lead to misinterpretation and inconsistent brand application. The guidelines needed to be comprehensive, so multiple stakeholders from across the enterprise were consulted in the development process. By cross-collaborating with other departments, the creatives were able to create a flexible framework. Attention to the smallest of details was critical to the creative team’s success. Every element from the logo, color palette, and typography needed to align with the brand’s core identity.
* **Results**: Over the course of the year, the team worked with various enterprise stakeholders to define parts of the business with the end goal in mind. The final product was launched in September 2024, distributed to an employee base of more than 18,000 people and a vendor network of multi-thousands of subcontractors.

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