

Marketing Memorandum No.: 2024-001
Date: February 19, 2024
To: All Employees
Subject: Implementation of Updated People Navee Branding

RATIONALE

The Company has recently revamped our People Navee branding, including the logo, core messages, and colors. This transformation reflects our commitment to staying relevant and aligned with our evolving vision.

As part of this initiative, we will be using the updated People Navee branding across various materials, platforms and divisions within our company. We kindly request your cooperation in implementing these changes to ensure consistency and uniformity across all communication channels.

SCOPE & EFFECTIVITY

The foregoing **policy** and **guidelines shall** take effect and **be implemented by March 30, 2024** and shall apply to all divisions.

Below is a breakdown of where the revamped branding should be used:

For the Sales and Marketing Division:

- Letterheads
- Presentation decks
- Websites
- Social media pages

For the Solutions Delivery Division:

- Software interface
- Presentation decks
- Implementation files

For the Admin and Support Division:

- Email signatures
- Business cards

Additionally, the **usage** of the new **People Navee logo extends to all other materials** or **instances** that shall make use of the People Navee logo.

GUIDELINES

1. The **Marketing department** shall establish and maintain a **centralized Google Drive folder** accessible to all employees, housing the approved, official, and **updated People Navee branding materials**, including logos, symbols, and color palettes.
2. Only from the Marketing Department is authorized to edit, rename, or upload files within the designated branding folder.
3. **All employees are required** to exclusively **use the approved** and **official People Navee branding materials** provided in the centralized folder for any company-related communications, presentations, or marketing materials.
4. For any inquiries, concerns, or requests regarding the design guidelines and access to the branding materials, employees should direct their queries to Ms. Patricia Erika C. Contreras of the Marketing Department.
5. **Unauthorized** or improper **use** of the People Navee's new **branding materials**, including but not limited to unauthorized alterations, misrepresentation, or misuse is prohibited.

*For your guidance and strict compliance by **March 30, 2024**.*

People Navee Brand Guide

OLD



#27436f



#0073a4



#b7d7ff

NEW



#002d74



#007feb



#82c6ff


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