

EVERY brand presentation

COMMUNICATING INSIDE OUT

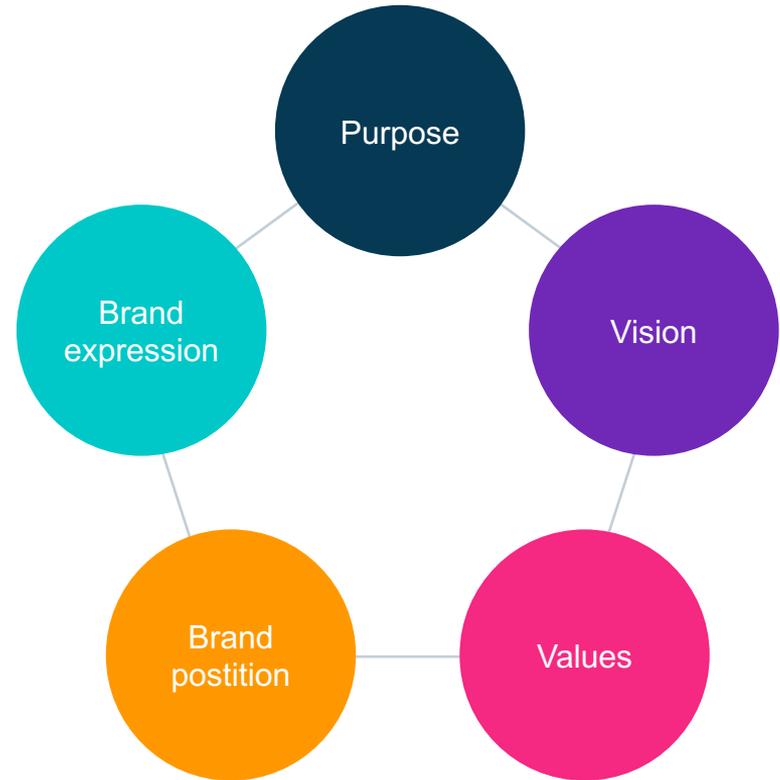
The logo for the brand 'EVERY' is written in a white, stylized, handwritten-style font. The letters are bold and slightly irregular, with the 'Y' having a long, sweeping tail. The logo is positioned in the bottom right corner of the slide, set against a teal background.

Brand platform

This is an overview of our brand. It illustrates our purpose, vision and values – the internal principles that unite us and help us compete.

It also describes how we express ourselves externally to all our stakeholders, describing how we want to be recognised and how we communicate with them.

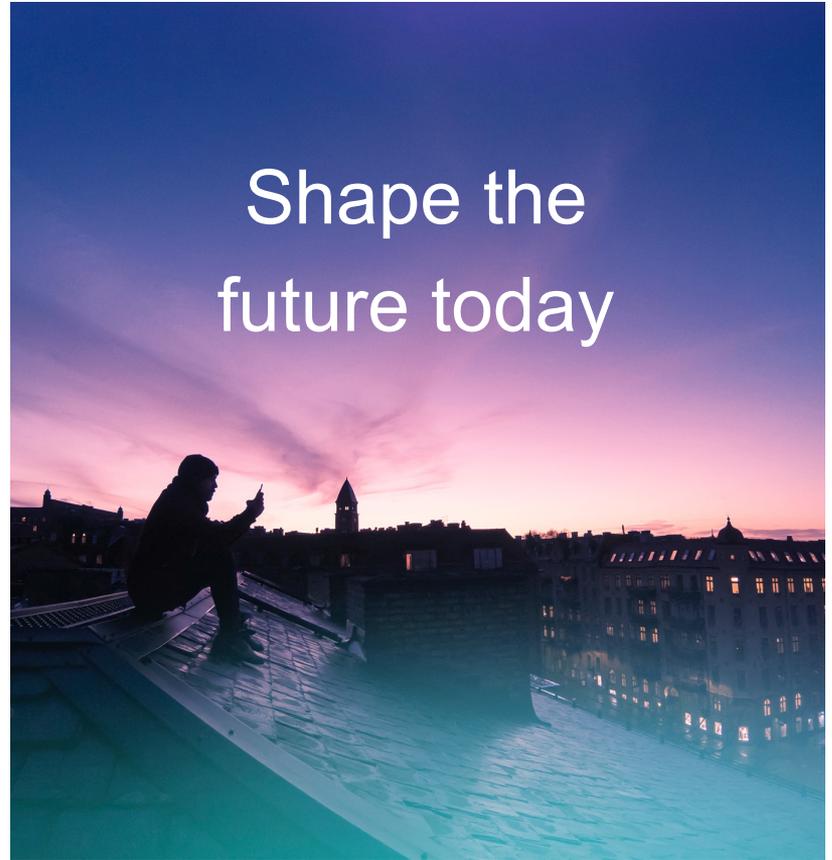
Our brand is a tool to reach our objectives, so it must always reflect and serve our business strategy.





Our purpose

Purpose is the fundamental reason why we are in business, beyond making money. It is based on a desire to make a positive change and is the source of our motivation.



The purpose story

Shape the future today

We're working in an increasingly challenging business landscape. Technology empowers us to do more. Business recognises the need for change and relies on us to go further. Whilst society places trust in us, to make a positive contribution. This provides us with immense opportunity and with it the chance to make a difference.

EVERY has adapted throughout the decades, to meet the demands of the times. Our Nordic mindset uniquely positions us to succeed. We're open, searching the world for inspiration, integrating progressive thinking into our service. We value simplicity, embracing the complexities of our client's business, whilst creating elegant solutions that perform. And we get involved, giving the best of ourselves, to our customer and the people they serve.

In a world of constant change, the next big thing can quickly become yesterday's news. With our passion and shared determination, EVERY will make a long-lasting impact, shaping the future for tomorrow's leaders.



Our vision

Our vision is where we see ourselves in the foreseeable future, it's something to stretch for. We've taken a customer centric strategy, therefore we should always be asking, how we can help customers fulfil their ambitions?

Technology is essential to today's business. With strong opportunities, we need to go to great lengths to find solutions that truly benefit our customers. We help them maximise every digital opportunity, perform more effectively and stay ahead in their area of expertise. This is what it means to have Digital Advantage.





Our values

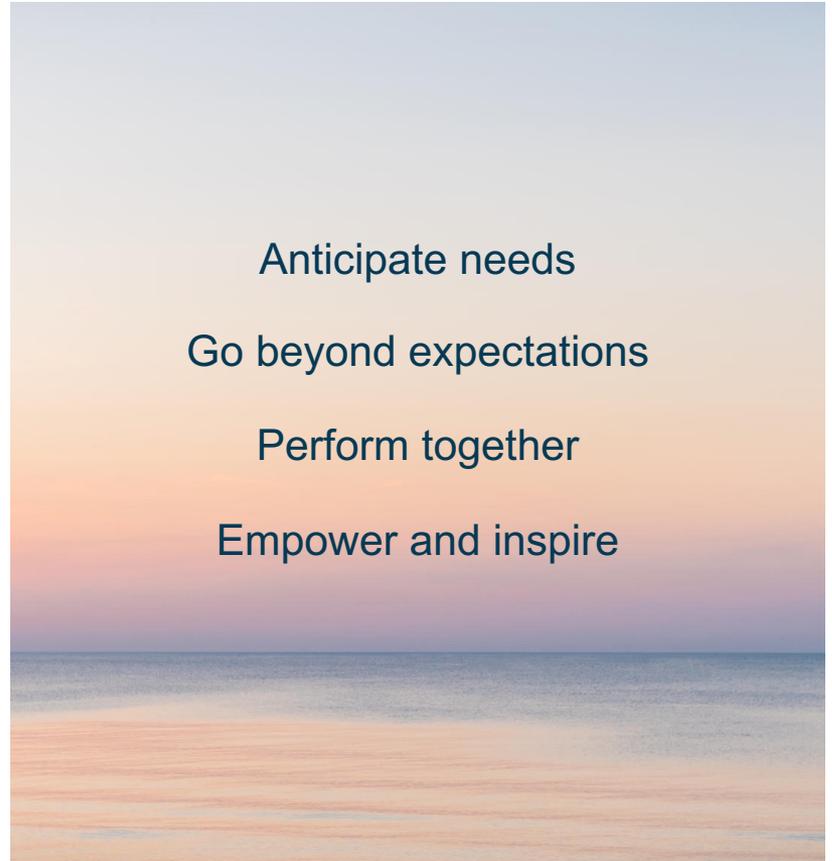
The values form part of our DNA and are the basis from which we build our culture. They serve as a guide, to drive our decisions and behaviour and build our shared success.

Anticipate needs

Go beyond expectations

Perform together

Empower and inspire





Our values

Anticipate needs

- Know your customers – be there for them
- Understand your clients and their business
- Foresee opportunities and initiate change
- Respect each other

Go beyond expectations

- Strive for excellence
- Dare to think differently
- Challenge conventions and shape the future
- Trust your strengths and develop your talent

Perform together

- Create effective and close partnerships with our customers
- Share your insight, build our knowledge
- Build strong and enthusiastic teams
- Be curious, open and have fun

Empower and inspire

- Share your energy and ideas with others
- Be open to new ideas yourself
- Trust your colleagues
- Initiate and fulfil



Brand position

Our brand position is the impression we build in our target audience's mind.

We are positioned as a tech and consulting industry leader, focusing on security, trust, quality and proximity as our uniqueness.

Our position enables us to target a broader set of audiences (political decision makers, premise providers and opinion leaders).

We define our position as:

The Nordic challenger.





Brand expression

Our company name EVRY is open and inclusive, human and familiar, this describes the way we go about our business. It's also optimistic, and suggests a willingness to reach out and embrace new opportunities. This coincides directly with our vision.

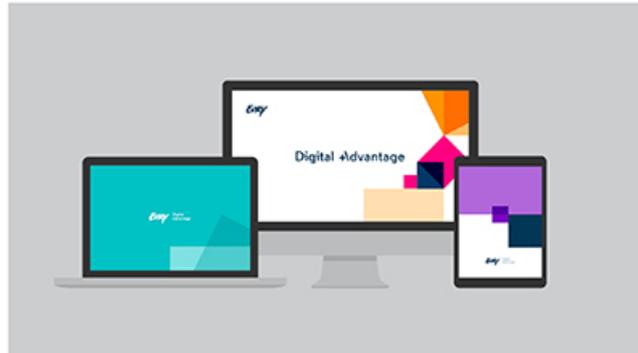
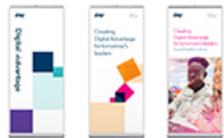
We are fortunate to be working in the industry of our times. Digital is empowering businesses at all levels which has a profound impact on the way we live.

Our brand expression is about light, colour, and optimism, celebrating the potential of what we can achieve. This is balanced with a simple, structured look and feel. Through clean typography, icons and information graphics we guide people through the complexities of technology.

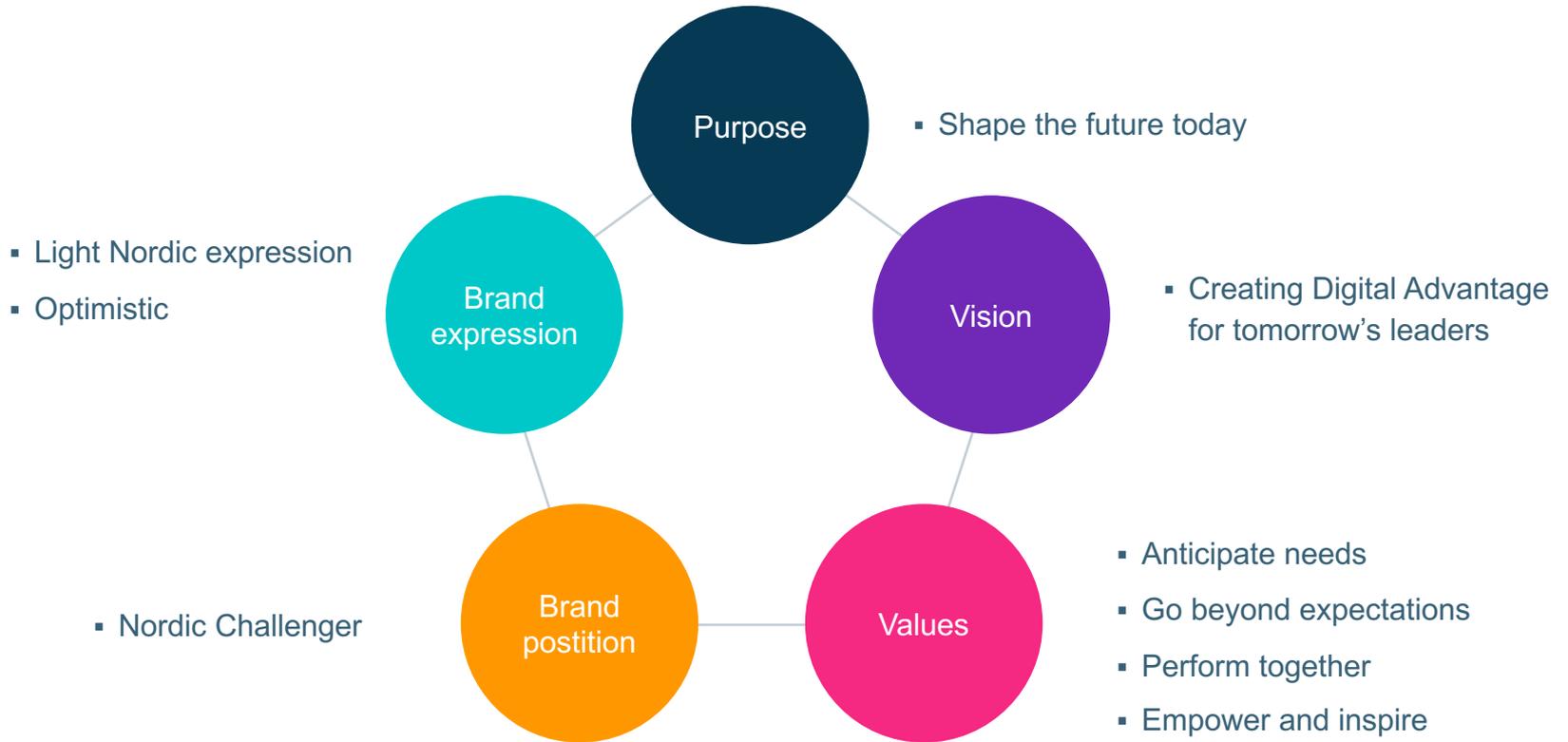




Shape the
future today



AaBbCc



Brand awards

- Employer Brand Management Awards London 2018
 - Silver: Technology, media and telecommunications sector.
 - Bronze: Short-term or one-off employer brand campaign
- Magnet Employer Branding Awards 2018
 - Silver: Recruitment campaign
- Universum
 - Most attractive workplace: from 12th place in 2015 to 4th in 2017
 - 2017 awarded "Employer Branding CEO of the year" and "Employer Branding Person of the year"
- 2013 DOGA Award for visual identity
- Farmand award 2018
 - Gold: Best digital annual report
 - Bronze: Idea and design
- Farmand award 2017
 - Silver: Printed annual report
 - Silver: Idea and design
 - Silver: Digital annual report
- Farmand award 2016
 - Gold: Best annual report
 - Gold: Best idea and design
 - Silver: Digital annual report
 - Gold: Best website



EVRY

EVERY

Digital
+ Advantage

