

## **BRAND STORY**

WE ARE A PROFESSIONAL SOLUTIONS FIRM MATCHING DYNAMIC, CUTTING-EDGE COMPANIES WITH INNOVATORS, CREATORS AND EXPERTS.

## **MISSION**

Uniting Professionals to Achieve Success Through Lasting Personal Relationships®

## **VISION**

To Have a Meaningful Impact on All the Lives We Serve®

# **BRAND PROMISE**

Great Results Through Strategic Partnership and Knowledge Sharing®

## **TAGLINE**

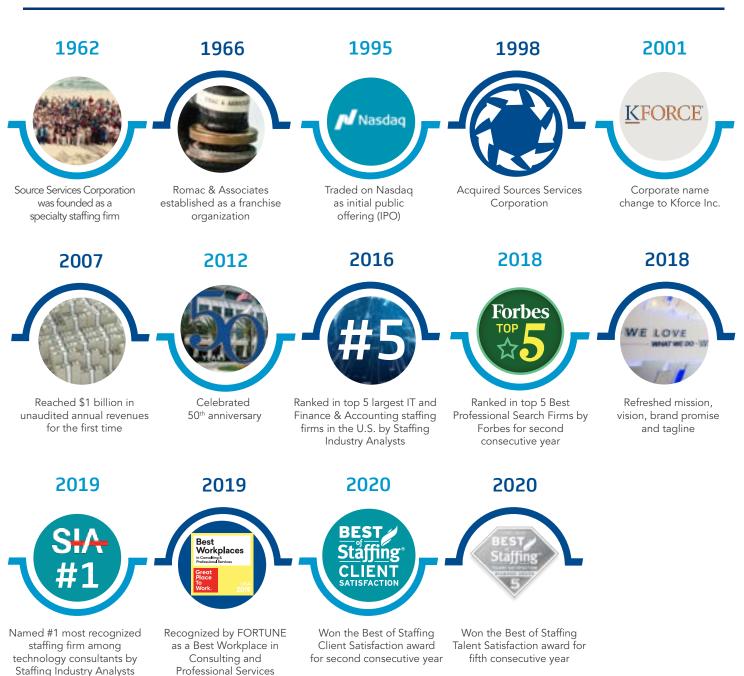
We Love What We Do. We Love Who We Serve.®



## **CORE VALUES**

RESPECT, INTEGRITY, TRUST, EXCEPTIONAL SERVICE, COMMITMENT & FUN, STEWARDSHIP & COMMUNITY

## **MILESTONES**



## WHY KFORCE

WE PARTNER WITH ORGANIZATIONS TO UNDERSTAND THEIR INDUSTRY'S DISTINCT TECHNOLOGY AND FINANCE & ACCOUNTING NEEDS.









### **OFFERINGS**



#### ADVANCED SERVICES

We build and manage elite teams in technology and finance & accounting. Our suite of solutions have enabled our customers to achieve powerful results in the areas of application services, user experience, business intelligence, health care services and managed teams.



#### KFORCE GLOBAL SOLUTIONS®

Our talent exceeds boundaries. As an industry-leading solution, Kforce provides on-demand access to international talent through direct and indirect channels. Kforce Global Solutions® attracts talent through a fully compliant acquisition process that reduces client risk, so their business can focus on other demanding priorities.

# CORPORATE SOCIAL RESPONSIBLITY



Our corporate social responsibility (CSR) efforts are driven by one singular focus:

### Empowering People Through Knowledge Sharing®

We believe that by sharing the expertise we've gained over decades in the staffing and solutions industry, we can empower people through all stages of life and make a difference in our communities.

### AREAS OF IMPACT —



#### **COMMUNITY ENGAGEMENT**

To have a meaningful impact on all the lives we serve®, Kforce partners with organizations aligned with our stewardship pillars of education, community development and human services. Our national partners are:









#### KFORCE DAY OF GIVING

In addition to national partnerships, associates are encouraged to give back to their local community.

Each year, associates take time out of their day to volunteer at firm-facilitated community service events. Since 2018, Day of Giving has expanded beyond Kforce's Tampa headquarters to include our offices across the country. In 2019, a total of 1,406 employees answered the call to serve resulting in 3,953 hours volunteered across 65 events.





### DIVERSITY, EQUITY & INCLUSION

Kforce has a DE&I program led by our Senior Vice President Don Harvey that focuses on diversifying our candidate pool and celebrates the diversity of our employees. More information visit DE&I page (Link to web page)



### **ENVIRONMENT**

We aim to minimize our impact on the environment by reducing, reusing, recycling and increasing our responsible sourcing efforts. By being mindful of our impact and seizing every opportunity to be eco-friendly, we've made significant strides in these areas.





### **GOVERNANCE**

Kforce is dedicated to integrity, accountability and transparency in all that we do. While creating value for shareholders, our leadership team delivers a proactive and unwavering approach to evolving our business practices, policies and investments in the communities we serve.

Executive
Leadership & Commitment
Board of
Directors

Commitment
to Integrity
Relations

# **EXECUTIVE LEADERSHIP**





DAVID DUNKEL CHIEF EXECUTIVE OFFICER & CHAIRMAN



JOSEPH LIBERATORE PRESIDENT



DAVID KELLY CHIEF FINANCIAL OFFICER



KYE MITCHELL CHIEF OPERATIONS OFFICER



MICHAEL BLACKMAN
CHIEF CORPORATE
DEVELOPMENT OFFICER



DENIS EDWARDS

CHIEF INFORMATION OFFICER



DOUGLAS RICH
CHIEF OF STAFF



ANDREW THOMAS
CHIEF MARKETING OFFICER



MANISH MOHAN CHIEF GLOBAL TALENT OFFICER



DAVID BAIR
REGION PRESIDENT, WEST



JOHN MEGALLY REGION PRESIDENT, EAST



VIRGIL PALUMBO
REGION PRESIDENT, CENTRAL



STEVE SOARES
VERTICAL PRESIDENT



JEFFREY HACKMAN SENIOR VICE PRESIDENT, FINANCE & ACCOUNTING



JENNIFER SMAYDA GENERAL COUNSEL

#### STANDARD BLUE KFORCE LOGO

The two corporate colors are Kforce blue and Kforce dark blue. The standard Kforce logo colors were updated in 2020 to provide versatility for our brand in the digital age and reflect modern design values. The typeface remains unchanged, representing our history and embracing our extremely equitable brand recognition.





### The Kforce Gray Logo

The Kforce gray logo can be used in times when our logo needs to be paired with partner logos or needs to be portrayed in a more subtle manner.



### The Classic Kforce Logo

This Kforce logo should be slowly phased out and used on an as-needed basis. It can be used for historical representation of Kforce or to match or maintain materials that require the legacy logo, such as corporate signage.

#### **CLEAR SPACE**

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. Leave enough clear space around the entire logo on all four sides. (Clear space = height / 2)



#### THE K ICON

The K icon should be used with warm audiences that are already familiar with Kforce. When using this form of our branding, the name Kforce should be spelled out in accompanying content. The same clear space rules should be applied when using the K icon.





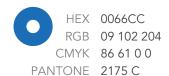


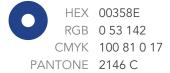






#### PRIMARY COLOR PALETTE





#### ACCENT PALETTE

HEX 041E42 RGB 4 30 66 CMYK 100 72 0 73 PANTONE 282 C HEX 00B7BD RGB 0 183 189 CMYK 78 0 27 0 PANTONE 2397 C HEX 56B7E6 RGB 86 183 230 CMYK 61 5 0 0 PANTONE 2190 C

HEX BAD9EB
RGB 185 217 235
CMYK 25 1 0 0
PANTONE 290 C

HEX D0D3C4
RGB 208 211 212
CMYK 14 7 4 0
PANTONE 427 C

HEX 7E7F74

RGB 126 127 116

CMYK 45 35 43 18

PANTONE 4278 C

HEX FFFFFF RGB 255 255 255 CMYK 0 0 0 0

### **TAGLINES, COPYRIGHT AND MARKS**

Kforce® Kforce Knowledge Process<sup>SM</sup>

©Kforce Inc. Great Results Through Strategic Partnership and

KNOWLEDGEforce® Knowledge Sharing®

Empowering People Through Uniting Professionals to Achieve Success Through

Knowledge Sharing® Lasting Personal Relationships®

We Love What We Do.

To Have a Meaningful Impact on All the Lives We Serve®

We Love Who We Serve.® Kforce Global Solutions®

#### WRITTEN IDENTITY

When in its written form, Kforce should always be represented with a capitalized *K* and lowercase *force*. It should never be written as *KForce*.