

WE LOVE
WHAT WE DO · WE LOVE
WHO WE SERVE

KFORCE
MEDIA KIT



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.®



MILESTONES

1962



Source Services Corporation founded

1966



Romac & Associates founded

1986



Introduced technology flex service offering

1995



Traded on Nasdaq as initial public offering

1998



Romac acquired Source Services Corporation

2001

Changed corporate name to Kforce Inc.

2007



Introduced solutions focus of Advanced Services

2009



Reached \$1 billion in unaudited annual revenues for the first time

2013



Formed International Talent Solutions

2015



Divested non-technology and finance and accounting service offerings

2017



Ranked in top 5 Best Professional Search Firms by Forbes for second consecutive year

2018



Refreshed mission, vision, brand promise and tagline

2019



Named #1 most recognized staffing firm among technology consultants by Staffing Industry Analysts

2020



Moved fully remote overnight on March 17

2021



Announced new HQ and Office Occasional operating model

2022



Opened new HQ at Midtown Tampa

WHAT WE DO

We help companies elevate their **technology** and **finance & accounting** expertise.

As a dedicated partner, we create innovative, scalable solutions for each client's specific needs.

We specialize in building and managing elite teams. But we are more than a best-in-class staffing and solutions firm. We are innovators, thought leaders and high performers who empower our clients, candidates and consultants to reimagine how business gets done.

Our partners work in all sorts of fields, including **healthcare, communications, banking, insurance** and **information technology**.



Healthcare



Communications



Banking



Insurance



Information Technology

OFFERINGS



ADVANCED SERVICES

Our suite of solutions includes talent, team and project offerings. We help our partners achieve powerful results in the areas of application services, user experience, business intelligence, health care services and managed teams.



INTERNATIONAL TALENT SOLUTIONS

Our talent exceeds boundaries. Kforce Global Solutions provides on-demand access to international talent through a fully compliant acquisition process. We reduce client risk, so our partners can focus on other demanding priorities.

CORE VALUES

Our values unite us.
They make us better people and partners.
They guide us as we navigate an ever-evolving world.
Together, let's do great things.

INTEGRITY

ACT WITH INTENTION.
KEEP PROMISES. TAKE RESPONSIBILITY.

EXCELLENCE

EMBRACE COMPETITION.
SUCCEED TOGETHER. GO FOR THE WIN.

COMPASSION

RESPECT OTHERS. NURTURE RELATIONSHIPS.
SPREAD KINDNESS.

UNITY

ENCOURAGE COLLABORATION.
SUPPORT EACH OTHER. PURSUE A SHARED VISION.

ADAPTABILITY

CHAMPION INNOVATION. STAY CURIOUS.
CONSIDER THE UNCOMMON.

COURAGE

DARE TO FAIL. SPEAK OPENLY. DREAM BIG.

FUN

BE YOURSELF. LAUGH OFTEN. ENJOY THE JOURNEY.

CORPORATE SOCIAL RESPONSIBILITY



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.



Kforce headquarters earned the ENERGY STAR® certification in 2020



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



JOE LIBERATORE
PRESIDENT & CHIEF
EXECUTIVE OFFICER



DAVID KELLY
CHIEF FINANCIAL &
ADMINISTRATIVE OFFICER,
SECRETARY



KYE MITCHELL
CHIEF OPERATIONS
OFFICER



ANDREW THOMAS
CHIEF MARKETING &
PEOPLE OFFICER



DAVID BAIR
ADVANCED SERVICES
EXECUTIVE



MICHAEL BLACKMAN
CHIEF CORPORATE
DEVELOPMENT OFFICER



DR. DENIS EDWARDS
CHIEF INFORMATION
OFFICER



JEFFREY HACKMAN
SR. VICE PRESIDENT, FINANCE
& ACCOUNTING, PRINCIPAL
ACCOUNTING OFFICER



JOHN MEGALLY
REGIONAL SERVICES
EXECUTIVE



MANISH MOHAN
CHIEF GLOBAL TALENT
SOLUTIONS OFFICER



VIRG PALUMBO
BACK OFFICE
TRANSFORMATION
EXECUTIVE



DOUG RICH
CHIEF OF STAFF



STEVE SOARES
VERTICAL SERVICES
EXECUTIVE



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 Kforce White Logo

When you need to work on a complex background, such as a contrasting color, texture or image, you should leverage the Kforce white logo. This is the preferred second option to our standard logo and is very versatile in the modern era of branding, where logo use is much more flexible.

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



HEX 243E87
RGB 36 62 135
CMYK 100 90 13 3
PANTONE 2738 C



HEX 1D90CE
RGB 29 144 206
CMYK 77 31 1 0
PANTONE 2995 C

ACCENT PALETTE



HEX 243E87
RGB 26 47 90
CMYK 100 88 36 30



HEX 39C0C4
RGB 57 192 197
CMYK 67 0 27 0



HEX D2D5D4
RGB 210 213 212
CMYK 17 11 13 0



HEX 1D91CF
RGB 29 145 207
CMYK 77 31 0 0



HEX 7E7F74
RGB 126 127 116
CMYK 45 35 43 18



HEX FFFFFFFF
RGB 255 255 255
CMYK 0 0 0 0

TAGLINES, COPYRIGHT AND MARKS

Kforce®

Kforce Knowledge ProcessSM

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Great Results Through Strategic Partnership and Knowledge Sharing®

KNOWLEDGEforce®

Empowering People Through Knowledge Sharing®

Uniting Professionals to Achieve Success Through 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*.