

**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



KFORCE

Changed corporate name to Kforce Inc.

2007



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

2009



Formed International Talent Solutions

2013



Divested non-technology and finance and accounting service offerings

2015



Introduced solutions focus of Advanced Services

2017



Forbes  
TOP 5

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

2018



WE LOVE  
WHAT WE DO · W

Refreshed mission, vision, brand promise and tagline

2019



SIA  
#1

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

# 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

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### **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**

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### **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



**JOSEPH LIBERATORE**  
CHIEF EXECUTIVE OFFICER  
& PRESIDENT



**DAVID BAIR**  
PRESIDENT  
CONSULTING SOLUTIONS



**MICHAEL BLACKMAN**  
CHIEF CORPORATE  
DEVELOPMENT OFFICER



**DR. DENIS EDWARDS**  
CHIEF INFORMATION OFFICER



**JEFFREY HACKMAN**  
CHIEF FINANCIAL OFFICER &  
PRINCIPAL FINANCIAL OFFICER



**DAVID KELLY**  
CHIEF OPERATING OFFICER  
& CORPORATE SECRETARY



**JOHN MEGALLY**  
PRESIDENT  
REGIONAL SERVICES



**MANISH MOHAN**  
CHIEF GLOBAL TALENT  
SOLUTIONS OFFICER





**VIRGIL PALUMBO**  
PRESIDENT  
ORGANIZATIONAL EFFICIENCY



**DOUGLAS RICH**  
CHIEF TRANSFORMATION  
OFFICER



**JENNIFER SMAYDA**  
GENERAL COUNSEL



**STEVE SOARES**  
PRESIDENT  
VERTICAL SERVICES



**ANDREW THOMAS**  
CHIEF EXPERIENCE OFFICER

## 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)

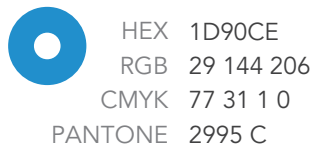
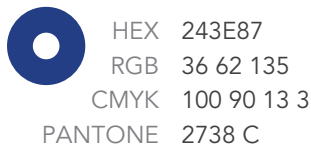


## THE K ICON

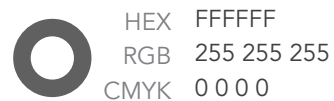
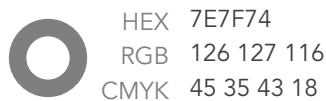
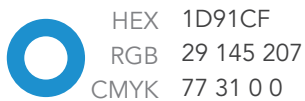
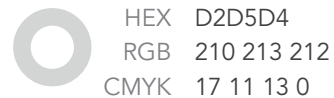
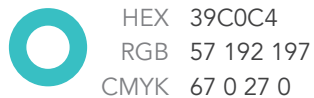
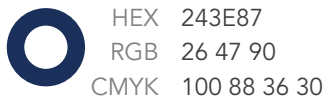
The K icon should be used with warm audiences that are already familiar with Kforce. When using this form of our branding, the name Kforce should be spelled out in accompanying content. The same clear space rules should be applied when using the K icon.



## PRIMARY COLOR PALETTE



## ACCENT PALETTE



## TAGLINES, COPYRIGHT AND MARKS

Kforce®

Kforce Knowledge Process<sup>SM</sup>

©Kforce Inc.

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*.