

KFORCE

MEDIA KIT

BRAND STORY

We are a solutions firm specializing in technology, finance and accounting, and professional staffing services. Our KNOWLEDGEforce® empowers top companies to achieve their enterprise modernization goals.

MISSION

Uniting Professionals to Achieve Success Through Lasting Personal Relationships®

VISION

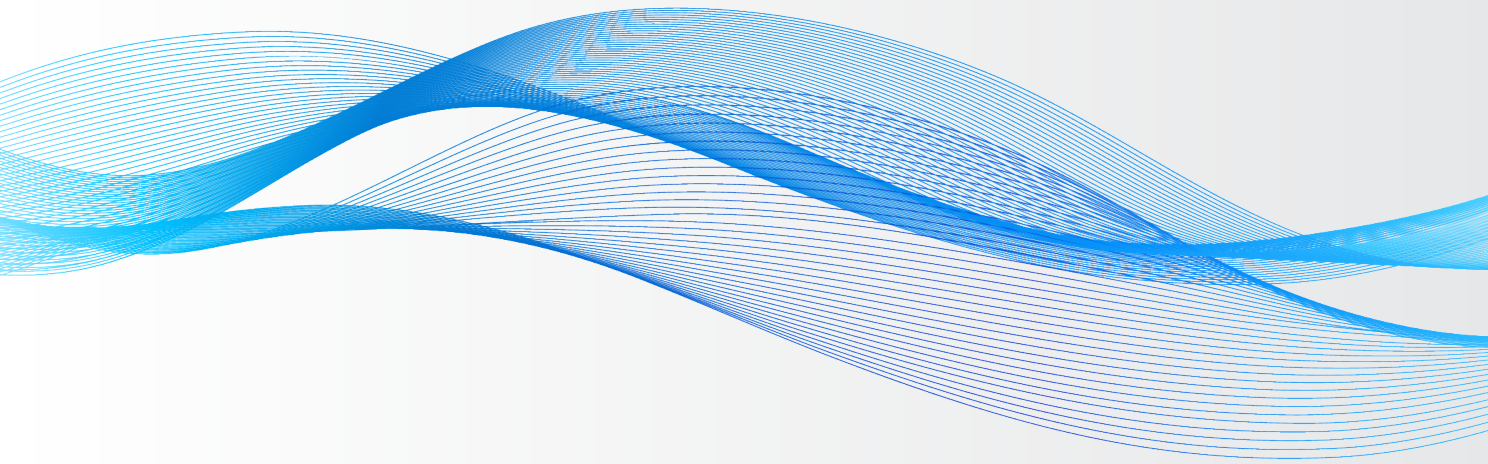
To Have a Meaningful Impact on All the Lives We Serve®

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



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



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

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

2024



Kforce rings The Opening Bell® at the New York Stock Exchange

WHAT WE DO

We help companies achieve their vision through digital transformation by understanding their distinct technology and finance & accounting needs. Our technical experts craft custom solutions for industry-leading companies. Together, we deliver Great Results Through Strategic Partnership and Knowledge Sharing®.

We lean on deep industry knowledge in the areas of technology & technology enablement, energy & utilities, travel & leisure, retail & consumer goods, financial services & insurance, automotive, media, communications & entertainment, healthcare and public sector.



Technology & Technology Enablement



Energy & Utilities



Travel & Leisure



Retail & Consumer Goods



Automotive



Financial Services & Insurance



Media, Communications
& Entertainment



Healthcare



Public Sector

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.

SUSTAINABILITY



Our Environmental, Social and Governance efforts are driven by one singular focus:

Empowering People Through Knowledge Sharing®

This mission guides us as we give back to our communities, foster an inclusive workplace, protect the environment and maintain strong corporate governance.



DIVERSITY, EQUITY & INCLUSION

Our DE&I mission is to advocate for and support the inclusion, growth and success of all people connected to Kforce. We take a variety of approaches to meet this goal with the ultimate intent of weaving DE&I seamlessly into our overall firm strategy.



ENVIRONMENT

We aim to minimize our impact on the environment by reducing, reusing, recycling and increasing our responsible sourcing efforts. As a people-focused solutions business, our impact on the environment is relatively low. Still, we continually seek ways to lessen our footprint and serve as responsible stewards of the environment.



GOVERNANCE

Our corporate governance is grounded in integrity, transparency and accountability. Over the past 60 years, we have established a foundation of trust with each other, our clients and our communities. These governance principles add value for everyone connected to Kforce while providing a framework for our culture, strategy, people and policy.



COMMUNITY ENGAGEMENT

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 partners are:



**Junior
Achievement®**
of Tampa Bay



FEEDING
Tampa Bay

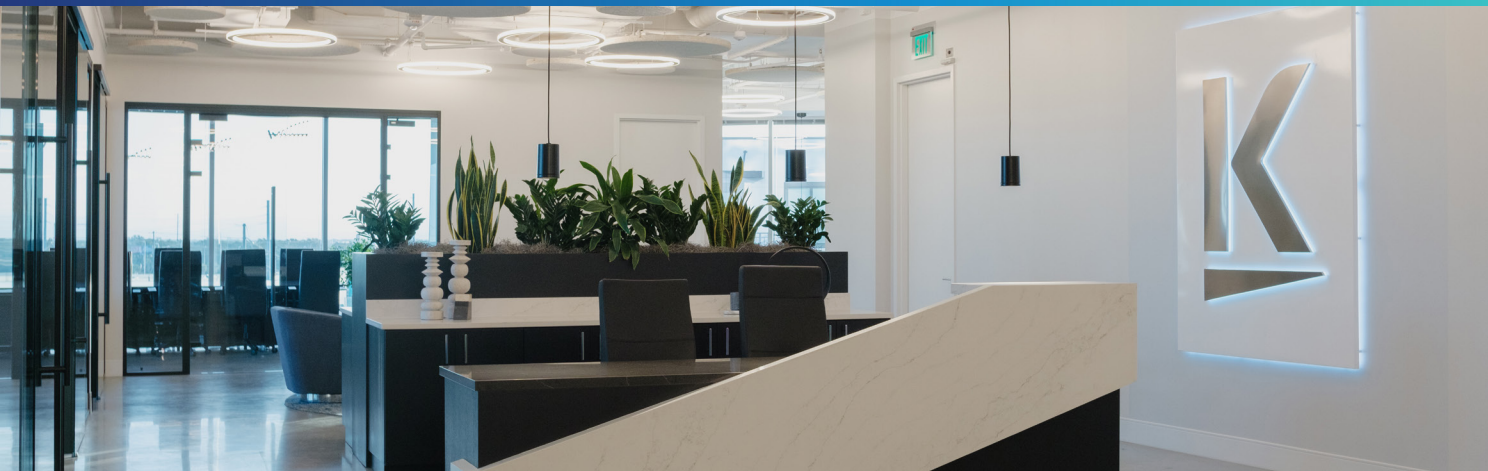


SEASON OF IMPACT

What began as an annual day of giving evolved into a Season of Impact—where our employees are encouraged and supported in giving back through the fall and winter months. While employees give back to the community year-round through corporate programs, Season of Impact provides a focused effort to maximize their contributions during a meaningful time.



EXECUTIVE LEADERSHIP



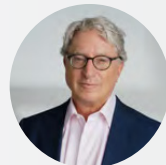
JOE LIBERATORE
CHIEF EXECUTIVE OFFICER
& PRESIDENT



DAVID KELLY
CHIEF OPERATING OFFICER &
CORPORATE SECRETARY



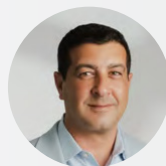
DAVID BAIR
PRESIDENT
CONSULTING SOLUTIONS



MICHAEL BLACKMAN
CHIEF CORPORATE
DEVELOPMENT OFFICER



JEFFREY HACKMAN
CHIEF FINANCIAL OFFICER &
PRINCIPAL FINANCIAL OFFICER



JOHN MEGALLY
PRESIDENT
REGIONAL SERVICES



MANISH MOHAN
CHIEF GLOBAL TALENT
SOLUTIONS OFFICER



VIRG PALUMBO
PRESIDENT ORGANIZATIONAL
EFFICIENCY



DOUG RICH
CHIEF TRANSFORMATION
OFFICER



JENNIFER SMAYDA
GENERAL COUNSEL



STEVE SOARES
PRESIDENT
VERTICAL SERVICES



ANDREW THOMAS
CHIEF EXPERIENCE OFFICER

BRAND GUIDELINES

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®

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KNOWLEDGEforce®

Empowering People Through
Knowledge Sharing®

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

Kforce Knowledge ProcessSM

Great Results Through Strategic Partnership and
Knowledge Sharing®

Uniting Professionals to Achieve Success Through
Lasting Personal Relationships®

To Have a Meaningful Impact on All the Lives 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*.