

KFORCE

MEDIA KIT

BRAND STORY

Kforce is a solutions firm specializing in technology, finance and accounting, and professional staffing services. Our KNOWLEDGEforce® empowers top companies to achieve their digital transformation goals. We curate teams of technical experts who deliver solutions custom-tailored to each client's needs. These scalable, flexible outcomes are shaped by deep market knowledge, thought leadership and our multi-industry expertise.

MISSION

Uniting Professionals to Achieve Success Through Lasting Personal Relationships®

VISION

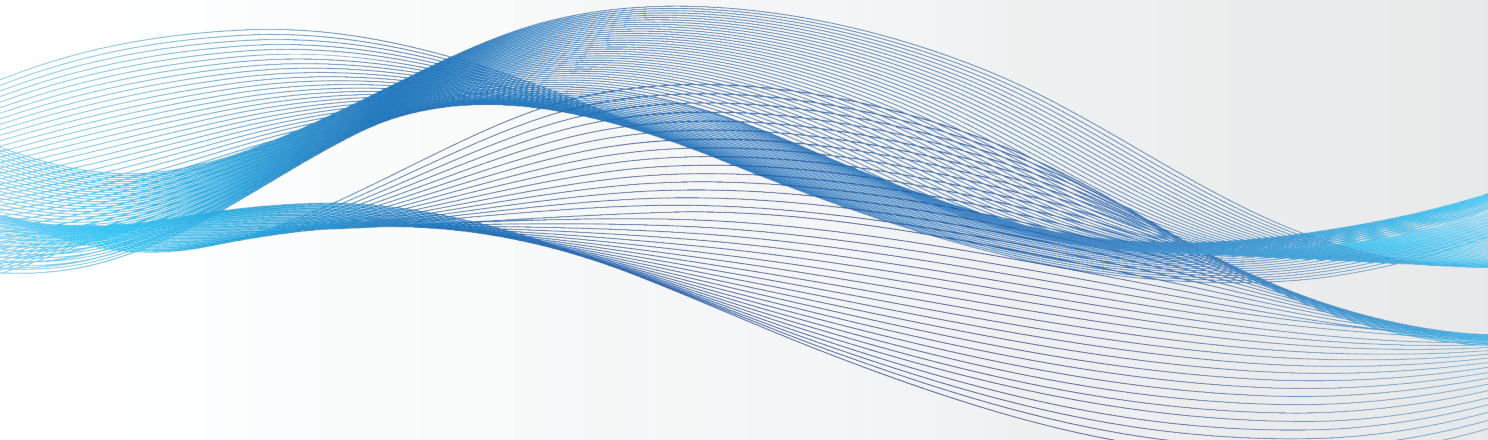
To Have a Meaningful Impact on All the Lives We Serve®

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



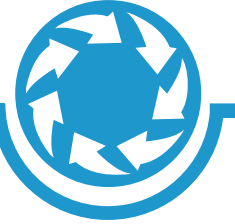
Introduced technology flex service offering

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®.



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.



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.



PEOPLE

We prioritize people in every part of our business. We believe each day is an opportunity to support our team and shape a world in which we all want to live: one grounded in inclusion, empowerment and fulfillment.



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

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 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 &
ASSISTANT CORPORATE SECRETARY



TAYLOR HOWARD

CHIEF INFORMATION
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 &
ASSISTANT CORPORATE SECRETARY



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)

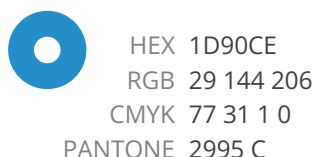
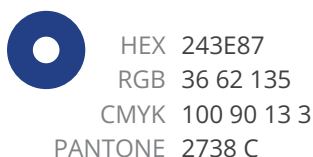


THE K ICON

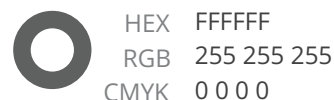
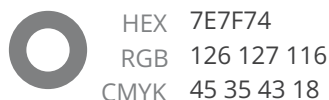
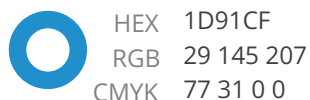
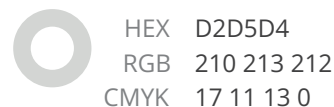
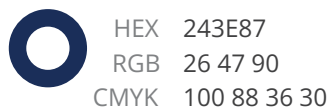
The K icon should be used with warm audiences that are already familiar with Kforce. When using this form of our branding, the name Kforce should be spelled out in accompanying content. The same clear space rules should be applied when using the K icon.



PRIMARY COLOR PALETTE



ACCENT PALETTE



TAGLINES, COPYRIGHT AND MARKS

Kforce®

©Kforce Inc.

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*.