



Operations and SAP Programme

Our new visual identity

As of 25.04.2007

Background



- As the programme increasingly engages with the business, it is clear that a visual identity for the programme is a useful tool
- The visual identity is in line with both the BP branding and HR visual identity
- It will also be used by the programme in conjunction with new HR templates (e.g. newsletters, email, invitations etc..)
- Imagery will be available on Sharepoint for programme use
- This visual identity is approved and endorsed by senior leadership and is the only visual identity that should be used.

Visual Identity



- Purpose
 - to have a specific set of images which can be used exclusively for the Operations & SAP Programme in presentations, documents, marketing materials, communications
 - to instil the images in our audiences minds, creating a visual identity that is easy to recognise and associate with the Operations & SAP Programme
 - to have a set of images which provide subliminal messaging to convey key attributes of the programme including: Global, consistent, partnership, dynamic, collaborative, innovative, solutions

The images



- 6 images: 3 horizontal, 3 vertical
- All feature a globe – central to this programme and indicating a single, united approach: One HR for One BP
- The images pick out various aspects of the programme:
 - Technology
 - Personal Access
 - Portal
 - Global Information
 - Ease of Access
 - Tailored, cutting edge solutions
 - Data and reporting
 - Partnership and ownership

Image 1 - Global technology



Image 2 – Your window to information, from your desktop, around the world



Image 3 – Global information in the palm of your hand



Image 4 - Innovative solutions for a global organisation



Image 5 - Global reporting, data and accurate information



Image 6 - A global partnership approach





Using the images – Dos and Don'ts

Do

- Use in external facing situations such as in workshops, handouts etc..where they will be seen by our stakeholders
- Use the horizontal images for the front page of presentations as they are a more appropriate fit
- Use the visual identity to focus your audience on key programme attributes
- Continue to use BP approved templates and fonts
- Speak to the Change and Comms team if you are unsure about anything
- Run any external presentations past the Change and Communications team
- Resize if necessary to make the file smaller: 250 x350 pixels is the minimum acceptable resolution

Don't

- Use for internal only documents, such as plans or deliverables for circulation in the programme
- Use more than one image on a slide
- Use too many images in any one document or presentation – this will dilute the messaging
- Tint the images
- Change the actual dimensions of the image. Resize but don't reshape!
- Resize smaller to less than 250x350 pixels
NB images are saved at 1 / 2MB which is sufficient for most use. If you require higher resolution speak to the Change and Comms team
- Produce any marketing materials without going through the Change and Communications team

EXTERNAL:

This refers to anything outside of the programme but within BP
(No external to BP presentations without agreement from NSS and SL)

INTERNAL:

This refers to everything that remains within the Ops & SAP programme
For exposure to the programme team only



Example – Powerpoint front page

One image to reflect the key theme of the presentation

Example – PowerPoint slide




- You might want to add an image to highlight a point which will be strengthened through visual imagery
- But use this sort of slide very sparingly within a presentation – guideline no more than 2 or 3 images in any one presentation including the front page




Example - Front page of word document



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Operations & SAP Programme
<insert document subtitle here>

<insert introduction title>



<insert introduction text>

Published by: <insert your name and department>
Email: <insert your email address> Phone: <insert your phone number>

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Example – Workshop invitation



From: <your name> <your department>

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<insert title here>
<insert workshop description here>

<insert workshop title here>
<insert date and time of workshop here>




<insert body text here>

Communication sent: 16 April 2007

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Example: Newsletter / Briefing Sheet



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**Operations & SAP Programme
NewsLine** April 2007

Welcome to our first regular monthly update providing you with key information about the Operations and SAP Programme and progress. Your input and support of our programme is critical to its success. This was most recently evidenced by the strong attendance and participation at the recent detailed design working sessions which we consider to have been very successful.

Each month we will aim to build your understanding of the programme and provide progress updates. You have been included on the distribution for NewsLine because of your recent involvement with the programme and it forms part of our ongoing engagement commitment to you. Over time our audience will grow as more of the functions and segments are touched by the programme. In the meantime, please feel free to share NewsLine with your colleagues.

Natalia Sainz-Sanz & Silvio Lanaro

 **Global Solutions: Design & Integration of Global Processes**
After 58 successful detailed global design working sessions (workshops and iterative design conference calls), involving over 250 HR professionals who reviewed and refined 182 processes, the global process design is almost complete. The in-scope HR processes are:

Compensation, Benefits, Employee Data Management, Exit, Resourcing, Organisational Management, Payroll, Time

There was excellent engagement during all of the sessions with open discussion of process steps, actors, data and reporting elements required to ensure that the proposed global template solution meets the needs of HR Operations and all customers, both within HR and the business.

Several global processes were redesigned by participants with sessions to reflect updated requirements, with more refinements being identified for further action. For example, the compensation workshop, which included 34 participants from around the world, reviewed 10 proposed processes, resulting in 112 process changes (additions, insertions and deletions) with a requirement for 37 data objects and 7 reports! SPAs and CRMs will have the opportunities for additional involvement at key stages in the review process. Also raised and captured were some specific local requirements which will be revisited during country localization sessions.

With the majority of process designs agreed by participants, the programme team is now involved in integration sessions. During this process, the team will review the in-scope processes to ensure that all the touch-points (where one process relies on output from, or provides input to, another) are robust and complete. Once the internal programme reviews are complete we will have a well-defined global model that can interface with other HR processes, systems and 3rd party service providers, such as T&S, IM and FC&A, all of whom will be engaged to review this integration.

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Moving forward



- Images available on Sharepoint [click here](#) (select folder 1.0 HR Presentation Templates and Guidelines)
- Templates will be updated so please keep using Sharepoint for new documents
- Remember the images are for programme team use only
- Speak to the Change and Communications team for:
 - Any questions or queries about usage
 - Any materials required
 - To review any presentations