

# Inside This Media Kit.

## **About idealis.**

A brief overview of key findings and implications

## **Key Facts**

Data highlights comparing frontline and non-frontline experiences

## **About Dr. Sumona De Graaf**

Founder & CEO, idealis.

## **Brand Guidelines**

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High-resolution images and logos (add'l available upon request)

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# About idealis.

idealis. is a **human-centered and data-forward global advisory firm** that helps leaders and organizations deliver high performance with high humanity. Founded in 2022, the firm brings together rigorous research, robust data, and lived C-suite experience to **support leaders navigating moments of complexity, change, and inflection.**

**Led by Dr. Sumona De Graaf**, idealis. works at the intersection of leadership, culture, and performance. The firm's team of former operators, leadership advisors, and social scientists has sat in the seats of the leaders they now advise. They pair honest, data driven insights with deep empathy for the human experience to enable behavior and culture change.

idealis. partners with private and publicly traded organizations across financial services, healthcare, technology, education, and more. The firm's work spans executive coaching and advisory, leadership and team development, organizational transformation, and is backed by proprietary research and assessment tools that fuel insights and action.

Across every engagement, idealis. helps leaders see what is real, align around what matters, and take purposeful action to build high-performance, high-humanity cultures.

# Key Facts.

## Founding and Headquarters:

Global firm with presence across the U.S. and EMEA, founded in 2022

## Leadership:

- Dr. Sumona De Graaf, Founder & CEO
- Angela Lapovsky, Chief Business Officer
- Allison Williams, Chief Learning Officer
- Alissa Manolescu, Director of Leadership

## What We Do:

Human-centered advisory and research focused on leadership effectiveness, culture, and organizational performance.

## Core Offerings:

- Executive Advisory & Coaching
- Leadership Development
- Organizational & Culture Transformation
- Societal Benchmarking & Workforce Research

## Proprietary Tools & Research:

- Human Core Assessment
- Culture Index
- Pulse of the Workforce (real-time benchmarking platform)

## Clients:

Privately held and publicly traded companies across financial services, healthcare, biotechnology, technology, higher education, industrials, and nonprofits.

## Ownership:

Female-owned, minority-owned business

## Mission:

ideal<sup>is</sup>. is a human-centered advisory firm that combines rigorous research and lived executive experience to help leaders build high-performance, high-humanity organizations.

# About Dr. Sumona De Graaf.

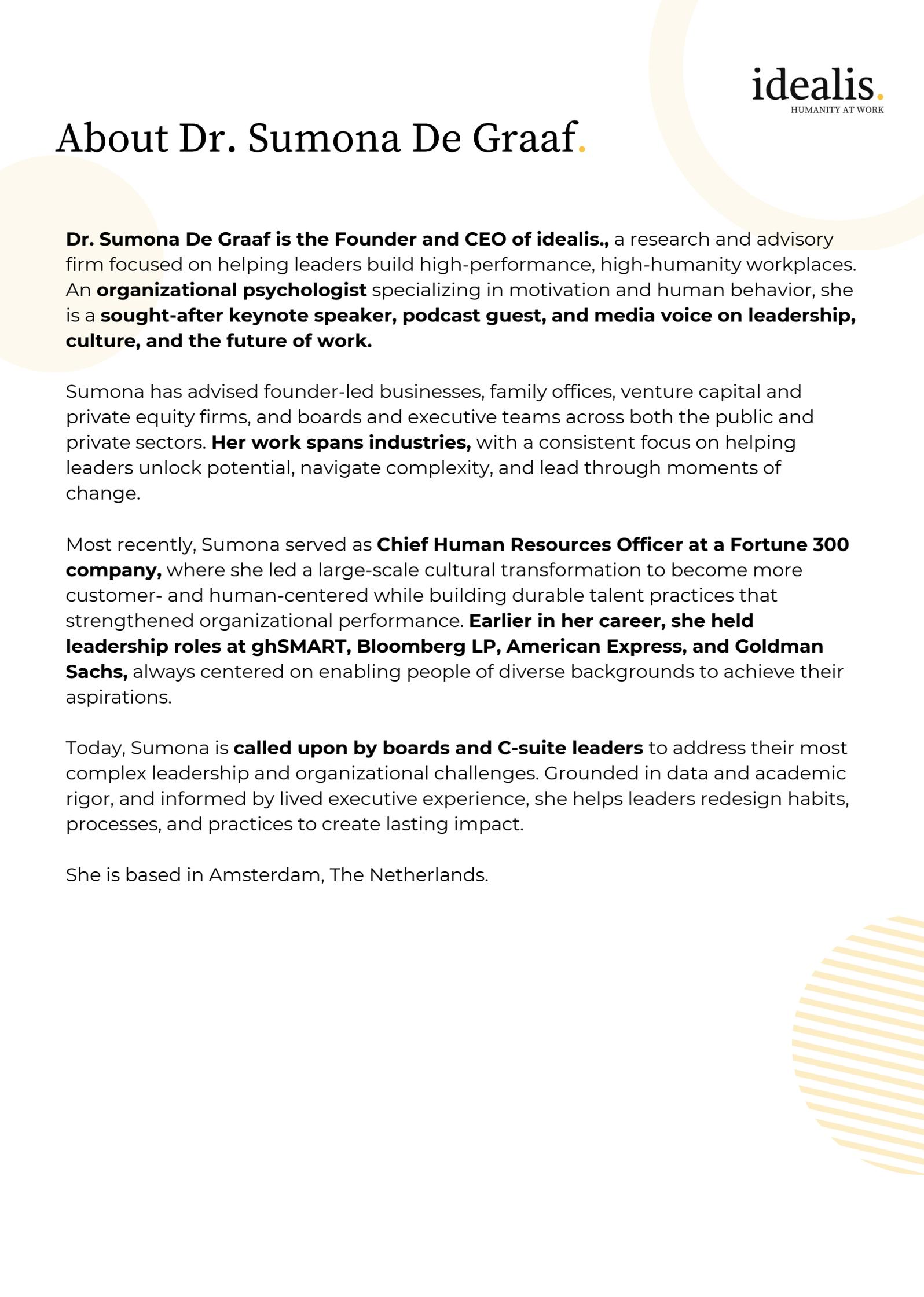
**Dr. Sumona De Graaf is the Founder and CEO of idealis.**, a research and advisory firm focused on helping leaders build high-performance, high-humanity workplaces. An **organizational psychologist** specializing in motivation and human behavior, she is a **sought-after keynote speaker, podcast guest, and media voice on leadership, culture, and the future of work.**

Sumona has advised founder-led businesses, family offices, venture capital and private equity firms, and boards and executive teams across both the public and private sectors. **Her work spans industries**, with a consistent focus on helping leaders unlock potential, navigate complexity, and lead through moments of change.

Most recently, Sumona served as **Chief Human Resources Officer at a Fortune 300 company**, where she led a large-scale cultural transformation to become more customer- and human-centered while building durable talent practices that strengthened organizational performance. **Earlier in her career, she held leadership roles at ghSMART, Bloomberg LP, American Express, and Goldman Sachs**, always centered on enabling people of diverse backgrounds to achieve their aspirations.

Today, Sumona is **called upon by boards and C-suite leaders** to address their most complex leadership and organizational challenges. Grounded in data and academic rigor, and informed by lived executive experience, she helps leaders redesign habits, processes, and practices to create lasting impact.

She is based in Amsterdam, The Netherlands.



# Brand Guidelines.

**Color**

Less is more. To build recognition, we use fewer colors, allowing typography to take the lead. Simplicity and clarity creates a clean, distinctive voice that reinforces our brand identity.

- Light background**  
When placed on a beige or light background, the dark logo should always be used.
- Dark background**  
When placed on a black or dark background, the light logo should always be used.
- Secondary palette**  
When placed on a color from the secondary palette as the background, the light logo should always be used.

**Typography - Montserrat**

**Secondary typeface**  
Montserrat

**Usage**  
In general, Medium should be used for all body copy. SemiBold can be used for secondary headlines or sub-headings, and Bold can be used for emphasis within body copy. Use emphasis sparingly.

**About**  
The secondary typeface is called Montserrat. It is a system font, and will be native to most machines. It comes in a variety of weights to help maintain a sense of visual hierarchy when designing.

**Weights**  
Medium  
SemiBold  
Bold

**overview regular**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890 !@#\$%^&\*()

**Typography cont.**

**Backup primary typeface**  
Source  
Serif Pro

**Usage**  
In general, Bold should be used for headlines in conjunction with Bold Italic for emphasized words. Use emphasis sparingly. For very large headlines, a combination of regular and italic can work.

**About**  
The backup primary typeface is called Source Serif Pro. It should only be used in situations where the primary typeface is not available, like for the Google Docs Editors suite of products.

**Weights**  
Regular  
Italic  
Bold  
Bold Italic

**overview regular**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890 !@#\$%^&\*()

**Color**

- Primary palette**
  - Ignite Yellow**  
RGB: 255 | 193 | 17  
HEX: #FFC307  
CMYK: 0 | 24 | 97 | 0
  - Foundation Creme**  
RGB: 244 | 237 | 225  
HEX: #FAEDE1  
CMYK: 0 | 3 | 8 | 4
  - Clarity Black**  
RGB: 24 | 24 | 24  
HEX: #191919  
CMYK: 0 | 0 | 0 | 90.5
- Secondary palette**
  - Deep Navy**  
RGB: 23 | 63 | 109  
HEX: #173F6D  
CMYK: 100 | 82 | 31 | 17
  - Burnt Sienna**  
RGB: 209 | 102 | 61  
HEX: #D0633D  
CMYK: 0 | 51 | 71 | 16
  - Basewood**  
RGB: 179 | 127 | 118  
HEX: #B37F76  
CMYK: 0 | 29 | 34 | 30
  - State Blue**
  - Clay Terracotta**
  - Warm Taupe**
  - Stormy Blue**
  - Sandstone Peach**
  - Blush Beige**
- Tertiary palette**
  - Light Green
  - Light Purple
  - Light Orange

**Imagery style**

Our imagery captures real, candid moments—people in conversation, deep in thought, or engaged in meaningful collaboration.

The focus is on genuine expressions and natural interactions, making the brand feel personal, approachable, and human-centered.

Photos are framed with intentional balance, often using soft, natural lighting and a neutral, warm color palette that aligns with the brand's aesthetic.

The images feel calm, yet energetic, creating a sense of clarity without feeling staged or artificial.

Imagery is framed using the distinctive Idealis shape system, reinforcing brand consistency.

These shapes add a level of nuance and fluidity, mirroring the structured yet adaptable nature of the brand identity.

Sunlight

# Media Assets.

High-resolution images available upon request.

**Dr. Sumona De Graaf**  
Founder & CEO, idealis.



**idealis.**



# Media Contact and Press Information.

For press inquiries, interview requests, or access to additional materials related to Voices From the Frontline: What Leaders Miss, please contact:

**[media@idealisadvisory.com](mailto:media@idealisadvisory.com)**

**+1 (602)492-3883**

**Full media bios and additional idealis brand assets available upon request.**