

WorkforceHub Logo Guidelines

Last Updated December 8, 2020



1 LOGO

Horizontal

Stacked

Stacked Alt

Icon

Sizing/Spacing

Misuse Examples

2 COLOR

Primary Palette

Secondary Palette

3 USAGE

Placement

Mockup Examples

The **horizontal** logo is the preferred logo option for all digital or print media.

PRIMARY / 2-COLOR

The 2-color WorkforceHub mark utilizes both Night Shift Blue and Day Shift Blue. Against white or lightly-colored neutral backgrounds, the positive version of the mark should be used. When placed against black or dark-colored neutral backgrounds, the reversed mark should be used. The two dashes in the icon and the 'Hub' text always appear in Day Shift Blue, while the remainder of the mark will be set in either Night Shift Blue or white. If any part of the logo is difficult to see, opt for a 1-color mark.



SECONDARY / 1-COLOR

Use a 1-color mark when a simpler palette is needed for maximum visibility against the background. Aim for maximum contrast against the background color when choosing between the positive or reversed mark.

The secondary 1-color mark should only ever be set in Night Shift Blue or white; no other brand color should be used.



TERTIARY / BLACK

Use the black version of the mark only when no color options are available.



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Use the **stacked** version of the logo when horizontal space is scarce.

PRIMARY / 2-COLOR

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Use the **stacked alt** version of the logo in extremely vertical layouts or in other special-use scenarios where the icon is the hero of the piece in relation to the size of the word mark.

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WorkforceHub



SECONDARY / 1-COLOR

Use a 1-color mark when a simpler palette is needed for maximum visibility against the background. Aim for maximum contrast against the background color when choosing between the positive or reversed mark.

The secondary 1-color mark should only ever be set in Night Shift Blue or white; no other brand color should be used.



WorkforceHub



TERTIARY / BLACK

Use the black version of the mark only when no color options are available.



WorkforceHub

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The **icon** can be used as a standalone mark to represent the company, as long as the full logo is also present elsewhere on the piece.

PRIMARY / 2-COLOR

The 2-color WorkforceHub icon utilizes both Night Shift Blue and Day Shift Blue. Against white or lightly-colored neutral backgrounds, the positive version of the mark should be used. When placed against black or dark-colored neutral backgrounds, the reversed mark should be used. The two dashes in the icon always appear in Day Shift Blue, while the remainder of the icon will be set in either Night Shift Blue or white. If any part of the icon is difficult to see, opt for a 1-color mark.



SECONDARY / 1-COLOR

Use a 1-color icon when a simpler palette is needed for maximum visibility against the background. Aim for maximum contrast against the background color when choosing between the positive or reversed mark.

The secondary 1-color icon should only ever be set in Night Shift Blue or white; no other brand color should be used.



TERTIARY / BLACK

Use the black version of the icon only when no color options are available.



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Following **clearspace** and **minimum size requirements** will allow the logo to retain legibility and isolate itself from surrounding content.

MINIMUM SIZE REQUIREMENTS

Each version of the WorkforceHub logo has unique minimum size requirements, due to the proportional differences between the icon in relation to the wordmark. Following these guidelines will ensure maximum legibility of the wordmark across multiple layouts and maximum clarity in the icon. When the icon is used in isolation from the wordmark, it should appear larger than in some other instances to establish more singular brand prominence in the layout.



Horizontal



Stacked



Stacked Alt



Icon Only

CLEARSPACE REQUIREMENTS

For the Horizontal and Stacked WorkforceHub logo, the lowercase 'o' should be used as a minimum clearspace standard. The Stacked Alt and Standalone Icon should have a minimum clearspace of the individual dash used within the icon. This allows all versions of the WorkforceHub logo and icon to separate from potentially distracting or crowded content.



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- Horizontal
- Stacked
- Stacked Alt
- Icon
- Sizing/Spacing

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To maintain brand consistency, check to ensure you are not misusing the logo as shown in some of these examples.

MISUSE EXAMPLES APPLY TO ALL VARIATIONS OF LOGO



Do not change the color of the logo beyond the approved color variations.



Do not change the ratio of the icon in relation to the wordmark.



Do not change the placement of the icon in relation to the wordmark.



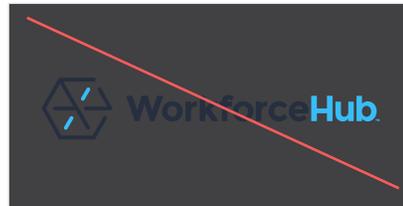
Do not stretch, skew, rotate or flip the logo in any direction.



Do not add drop shadows, glows or digital embossing effects to the logo.



Do not place a gradient effect on top of the logo.



Do not use the positive logo version against a dark background. Opt for a reversed logo for maximum contrast.



Do not use the reversed logo version against a light background. Opt for a positive logo for maximum contrast.



Do not place the logo on a background color already present within the logo. Opt for a 1-color logo instead.



Do not place the logo on a busy background. Opt for placement in a low-contrast area of an image.



Do not mask an image using the logo.



Do not break up the wordmark beyond the original lockup.

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R 38
G 47
B 63

C 84
M 73
Y 51
K 51

HEX #262f3f

NIGHT SHIFT
BLUE

R 55
G 189
B 248

C 61
M 7
Y 0
K 0

HEX #37bdf8

DAY SHIFT
BLUE

2-COLOR



WorkforceHub



WorkforceHub

1-COLOR
POSITIVE



WorkforceHub



WorkforceHub

1-COLOR
REVERSED



WorkforceHub



WorkforceHub

All versions of the WorkforceHub logo should be set in the **primary** color palette.

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Use only the **1-color** logo when set against a secondary color background.

R **44**
G **204**
B **111**

C **69**
M **0**
Y **78**
K **0**

HEX **#2ccc6f**

**GREEN
LIGHT**

R **244**
G **167**
B **56**

C **2**
M **38**
Y **89**
K **0**

HEX **#f4a738**

**GOLD
STANDARD**

R **247**
G **92**
B **92**

C **0**
M **79**
Y **59**
K **0**

HEX **#f75c5c**

**RUBY
READY**

GREEN LIGHT BG

GOLD STANDARD BG

RUBY READY BG

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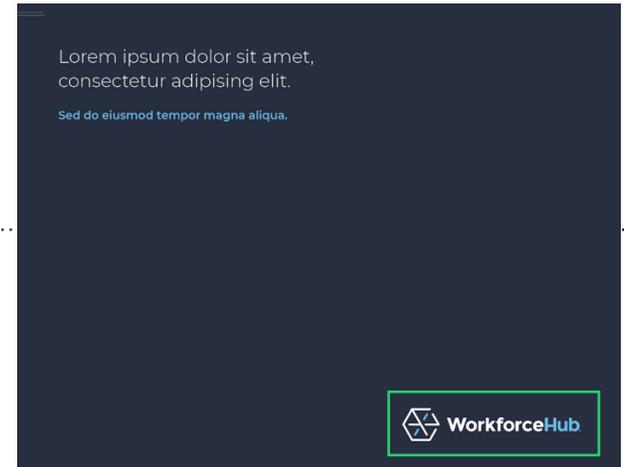
Mockup Examples

The logo should always appear at the **top left** or **bottom right** of a document.

PRESENTATION COVERS

The headline appears at the top left, whereas the logo is shown at the bottom right for contrast.

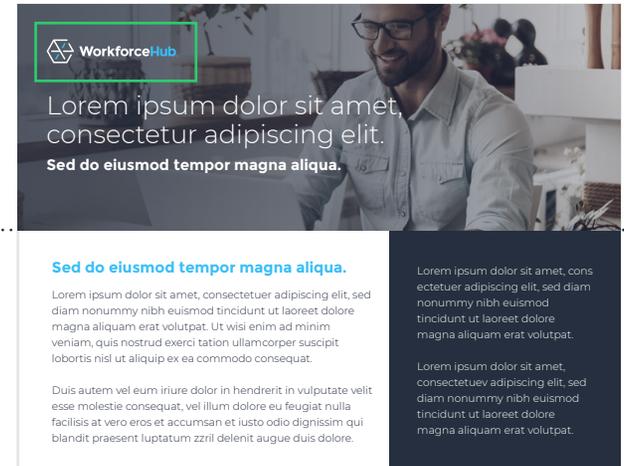
***Note:** Never use the Stacked logo in this format. The Stacked logo must always be used in centered, isolated treatments or locked up with centered type in more vertical scenarios.



DOCUMENT HEADERS

The logo appears in the top left corner, with the headline left-aligned below.

***Note:** Never use the Stacked logo in this format. The Stacked logo must always be used in centered, isolated treatments or locked up with centered type in more vertical scenarios.



ISOLATED TREATMENTS

When the logo is shown isolated from headline or other body text, the logo can remain centered in a layout.



1 LOGO

Horizontal

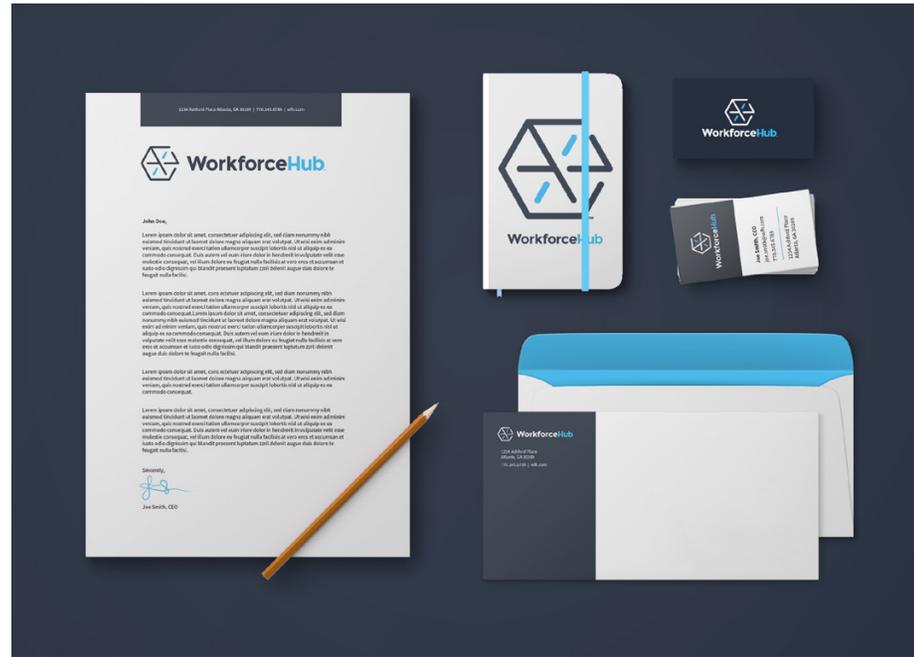
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Choose your logo variation based on the format of the layout. For instance, if the layout is highly vertical, opt for a Stacked or Stacked Alt logo.