

# 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.



## 1 LOGO

Horizontal

**Stacked**

Stacked Alt

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Misuse Examples

## 2 COLOR

Primary Palette

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## 3 USAGE

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Mockup Examples

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

### 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

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### TERTIARY / BLACK

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



## 1 LOGO

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## 2 COLOR

Primary Palette

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## 3 USAGE

Placement

Mockup Examples

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.

### 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.



WorkforceHub



WorkforceHub

### SECONDARY / 1-COLOR

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WorkforceHub



WorkforceHub

### TERTIARY / BLACK

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WorkforceHub

# 1 LOGO

Horizontal

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Stacked Alt

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Sizing/Spacing

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# 2 COLOR

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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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**Sizing/Spacing**

Misuse Examples

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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.



## 1 LOGO

Horizontal

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### Misuse Examples

## 2 COLOR

Primary Palette

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Mockup Examples

**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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Misuse Examples

## 2 COLOR

**Primary Palette**

Secondary Palette

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Placement

Mockup Examples

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

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



1-COLOR  
POSITIVE



1-COLOR  
REVERSED





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Mockup Examples

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



**WorkforceHub**



**WorkforceHub**

GOLD  
STANDARD  
BG



**WorkforceHub**



**WorkforceHub**

RUBY  
READY  
BG



**WorkforceHub**



**WorkforceHub**

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Placement

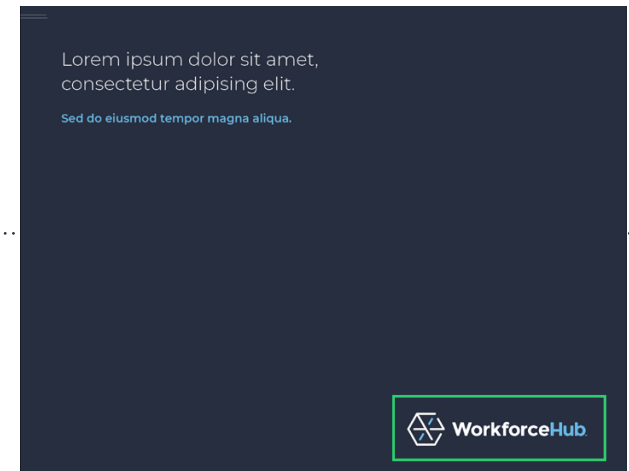
Mockup Examples

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.

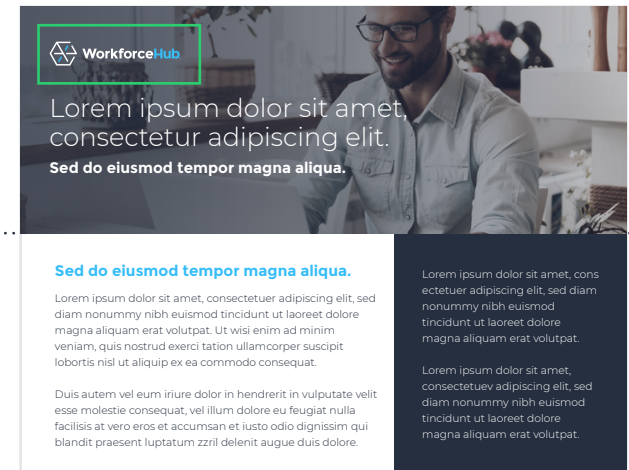
**\*Note:** Never use the Stacked logo in this format. The Stacked logo must always be used in centered, isolated treatments or locked up with centered type in more vertical scenarios.



### 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.



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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.

