

Employment Hero Web Design Brand Guidelines.

Brand.

HR software for employers,
massive savings for employees!
Australia's first all-in-one HR
software, payroll system and
benefits platform

Employment Hero has a Big
Hairy Audacious Goal (BHAG) to
permanently improve the way
employment is managed. We'd
like to help 10,000 businesses
navigate through the
employment landscape by 2020.

Ambitious

Adaptable

Bold

Innovative

Logo.

Usage: This version is the default logo of the Employment Hero logo for the Internet. Only use this logo on a white background.

Usage: This version is to be used on full colour backgrounds. This is used primarily for the mobile app.

Usage: This version is used for any alternative branding. This is to be used on a grey background.

Usage: This version is to be used on full colour backgrounds. This is used primarily for the mobile app.



Logo Space.

The Employment Hero logo should work across all media. The style you choose will depend on the environment in which the logo appears.

The clear space around the logo is integral part of its design and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.

To work out the clearspace take the height of the logo and divide it in half. Clearspace = Height / 2



Colours Principles.

The primary palette includes colours used in the main user interface, components and states.

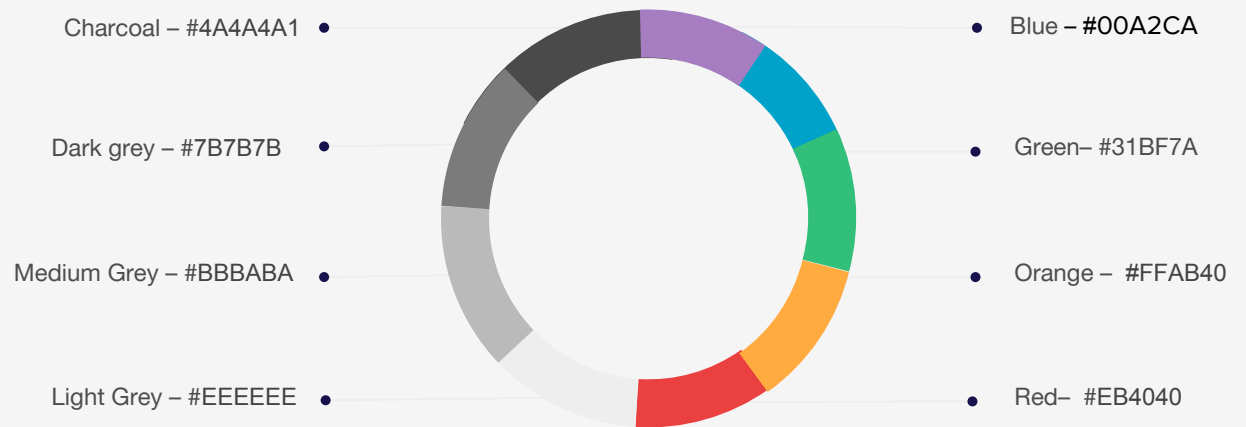
These colours are not to be used in any shades, tints and other derivatives.

Blue	C	78%	R	0	HEX
	M	17%	G	162	#00A2CA
	Y	12%	B	202	
	K	0%			
Dark Grey	C	66%	R	75	HEX
	M	59%	G	75	#4b4b4b
	Y	57%3	B	75	
	K	38%			
Light Grey	C	3%	R	245	HEX
	M	2%	G	245	#f5f5f5
	Y	2%	B	245	
	K	0%			
White	C	0%	R	255	HEX
	M	0%	G	255	#ffffff
	Y	0%	B	255	
	K	0%			

Accent Colours.

This palette includes colours used in the user interface, components and states.

These colours are not to be used in any shades, tints and other derivatives.

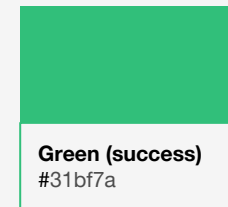
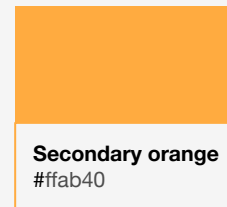
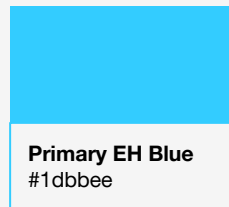


Accent Colours.

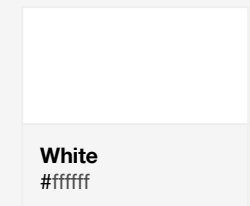
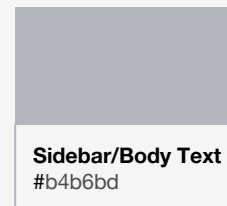
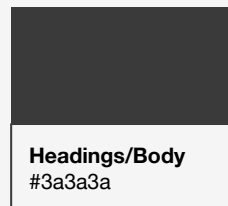
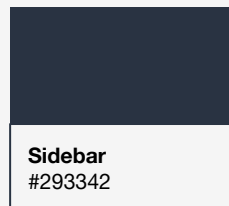
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Primary/Secondary Colours



Greyscale



Web Font.

Proxima Nova is the brand typeface for EH. It is to be used for both headlines and body copy in sentence case. The size and weight of the font can be varied in order to create emphasis and impact.

Proxima Nova Bold

Abc123

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890