



Brand Guidelines

V 2.0 2024

Welcome

These guidelines will help to ensure that every expression of our brand reaches the high standards expected of FlexiTime and our products.

We want this guide to be a helpful and regular point of reference, a valuable toolkit in telling the FlexiTime story.

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01

Our

Purpose

We empower the modern workforce by building innovative tools and solutions that promote flexible work arrangements.

02

FlexiTime

Colour
palette



FlexiTime Dark Blue

#004763
R 0 · G 71 · B 99
C 80% · M 0% · Y 0% · K 75%

FlexiTime Yellow

#FFAD3D
R 255 · G 173 · B 61
C 0% · M 30% · Y 100% · K 0%

Invoxy Orange

#EB6426
R 235 · G 100 · B 38
C 0% · M 57% · Y 84% · K 8%

PayHero Blue

#00ADEF
R 0 · G 173 · B 239
C 100% · M 28% · Y 0% · K 6%

Droppah Green

#429D22
R 66 · G 157 · B 34
C 58% · M 0% · Y 78% · K 38%

Logo

Our logo should have a minimum clear space around them. This space is equal to the width of the 'e' in 'FlexiTime'.



Logo usage

To represent our brand correctly it's important that the right logo is used in the right place. Here's a quick guide on how to choose & position our logos correctly across the web.



PREFERRED LOGOS

Please endeavour to use the colour version of the FlexiTime logo (with or without the tagline). The same applies to our product logos. Ensure colour logos are placed on a white or light background.



or



WHITE

If you're using one of our logos over a dark background colour the white logo works perfectly.



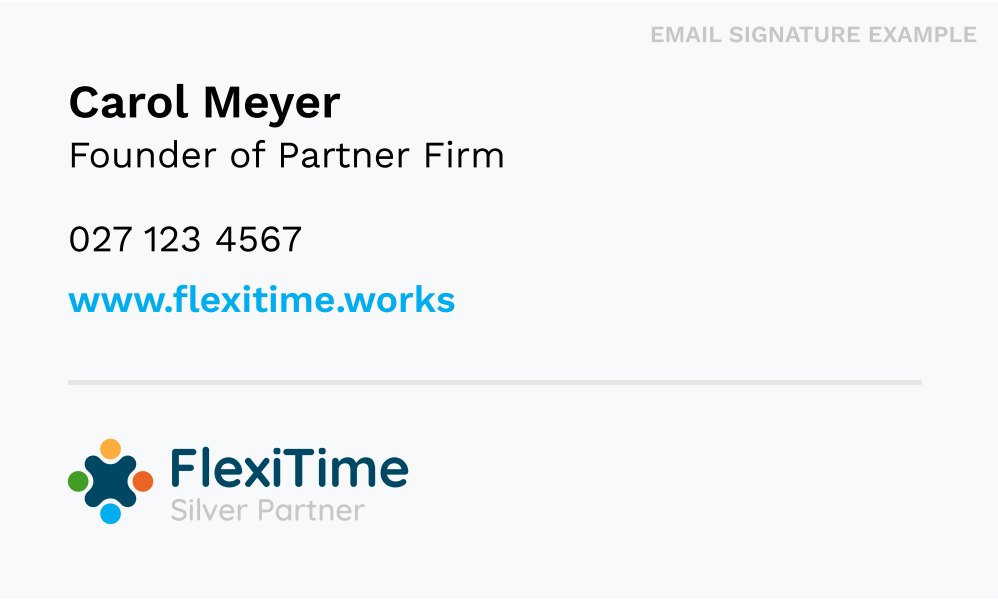
MONOCHROME

The black and grey versions of our logos can be used in black and white print like newspapers or similar. If the full black logo is too much please use the grey version.



EMAIL SIGNATURE

Partners are more than welcome to use their FlexiTime partner logo and/or certification badge in their email signature. Please ensure the spacing guide is followed.



PHOTOGRAPHY OVERLAY

When overlaying photography please use the version of our logo which is most clear and legible.



Typography

When possible, use Sharp Grotesk – this is the typeface used on our website. If unavailable, use Work Sans.

PRIMARY TYPEFACE

SHARP GROTESK - BOOK

We create innovative tools that support flexible work arrangements.

DEFAULT WEB-SAFE TYPEFACE

WORK SANS

Regular

AaBbCcDdEeFf
GgHhIiJjKkLlM
mNnOoPpQqRr
SsTtUuVvWwXx
YyZz012345678
9&%?!@(/)

SemiBold

AaBbCcDdEeFf
GgHhIiJjKkLlM
mNnOoPpQqRr
SsTtUuVvWwX
xYyZz01234567
89&%?!@(/)

Bold

AaBbCcDdEeFf
GgHhIiJjKkLlM
mNnOoPpQqRr
SsTtUuVvWwX
xYyZz0123456
789&%?!@(/)

ExtraBold

AaBbCcDdEeFf
GgHhIiJjKkLlM
mNnOoPpQqRr
SsTtUuVvWwX
xYyZz0123456
789&%?!@(/)

Photography

Photography should be light, bright, and aspirational, set in the work place. Not too posed, expressions should be relaxed. Select shots that feel organic and in the moment.



03

PayHero

Colour
palette



Blue
#00ADEF
R 0 · G 173 · B 239
C 100% · M 28% · Y 0% · K 6%

Dark Blue
#004763
R 0 · G 71 · B 99
C 80% · M 0% · Y 0% · K 75%

Light Blue
#94E6FF
R 148 · G 230 · B 255
C 42% · M 10% · Y 0% · K 0%

Pink
#FFA8C4
R 255 · G 168 · B 196
C 0% · M 34% · Y 23% · K 0%

Green
#429D22
R 66 · G 157 · B 34
C 58% · M 0% · Y 78% · K 38%

Yellow
#F3CF00
R 243 · G 207 · B 0
C 0% · M 15% · Y 100% · K 5%

Logo

Our logo should have a minimum clear space around them. This space is equal to the width of the 'e' in PayHero.

Use the all white logo if used over a darker coloured background or over photos.

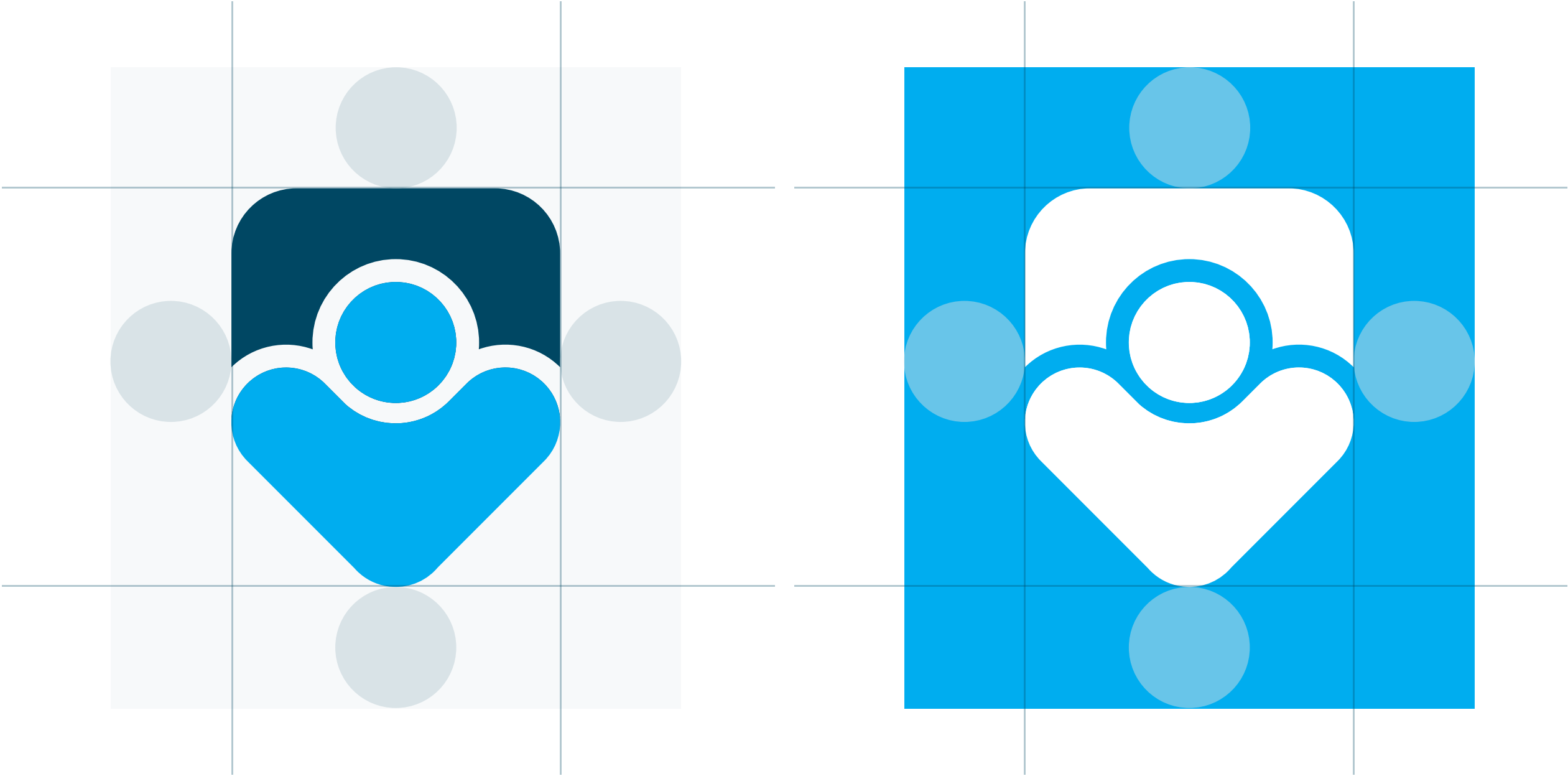


Icon Logo

An integral part of the PayHero brand is our distinctive icon that relates directly back to our system.

The PayHero icon can be applied where there may not be space for the full wordmark. Please refer to the brand expression for the appropriate application.

Our icon appears in the 2 colour configuration and all white, as shown on the right.



Typography

When possible, use Sharp Grotesk – this is the typeface used on our website. If unavailable, use Work Sans.

PRIMARY TYPEFACE

WORK SANS

Put your payroll on autopilot.

DEFAULT WEB-SAFE TYPEFACE

WORK SANS

Regular

AaBbCcDdEeFf
GgHhIiJjKkLlM
mNnOoPpQqRr
SsTtUuVvWwXx
YyZz012345678
9&%?!@(/)

SemiBold

AaBbCcDdEeFf
GgHhIiJjKkLlM
mNnOoPpQqRr
SsTtUuVvWwX
xYyZz01234567
89&%?!@(/)

Bold

AaBbCcDdEeFf
GgHhIiJjKkLlM
mNnOoPpQqRr
SsTtUuVvWwX
xYyZz0123456
789&%?!@(/)

ExtraBold

AaBbCcDdEeFf
GgHhIiJjKkLlM
mNnOoPpQqRr
SsTtUuVvWwX
xYyZz0123456
789&%?!@(/)

Photography

Photography should be light, bright, and aspirational, set in the work place – ideally featuring an hourly worker. Not too posed, expressions should be relaxed. Select shots that feel organic and in the moment.



03

Droppah

Colour palette

Inspired by the days and nights of the hospo world, and all the hours in between. Our hero colours reflect our daring attitude, with shades that are modern and punchy, and reflective of the digital space Droppah lives in.

These colour specifications ensure that our colour palette is displayed correctly and consistently across the range of its applications.



Black
#000000
R 0 · G 0 · B 0
C 0% · M 0% · Y 0% · K 100%

Deep Purple
#763EFF
R 118 · G 262 · B 255
C 80% · M 84% · Y 0% · K 0%

Stone
#EBEAE4
R 235 · G 234 · B 28
C 6% · M 5% · Y 8% · K 0%

White
#FFFFFF
R 255 · G 255 · B 255
C 0% · M 0% · Y 0% · K 0%

Colour palette

Our extended palette expands on our daring attitude and allows us to be playful and unexpected with different colour combinations across our communication touchpoints. The breadth of colours in the Droppah toolkit allows the Droppah software to be fully customisable, and it's users able to colour code to their particular needs and preferences.

These colour specifications ensure that our colour palette is displayed correctly and consistently across the range of its applications.

<div>Bubblegum</div> <div>#FFA7C8</div> <div>R255, G167, B200</div> <div>C0, M44, Y0, K0</div>	<div>Peach</div> <div>#FFA193</div> <div>R255, G161, B147</div> <div>C0, M45, Y34, K0</div>	<div>Melon</div> <div>#FF9369</div> <div>R255, G147, B105</div> <div>C0, M53, Y60, K0</div>	<div>Lemon</div> <div>#FFD78B</div> <div>R255, G215, B139</div> <div>C0, M15, Y52, K0</div>	<div>Lime</div> <div>#BDDE9A</div> <div>R189, G222, B154</div> <div>C27, M0, Y50, K0</div>	<div>Sky</div> <div>#BDDE9A</div> <div>R154, G203, B255</div> <div>C38, M10, Y0, K0</div>	<div>Lilac</div> <div>#AFAFFF</div> <div>R175, G175, B255</div> <div>C36, M34, Y0, K0</div>	<div>White</div> <div>#FFFFFF</div> <div>R255, G255, B255</div> <div>C0, M0, Y0, K0</div>
<div>Rose</div> <div>#DE6489</div> <div>R222, G100, B137</div> <div>C8, M75, Y23, K0</div>	<div>Cherry</div> <div>#E12E00</div> <div>R225, G46, B0</div> <div>C0, M95, Y100, K0</div>	<div>Orange</div> <div>#FF6622</div> <div>R255, G102, B34</div> <div>C0, M76, Y95, K0</div>	<div>Honey</div> <div>#FFB446</div> <div>R255, G180, B70</div> <div>C0, M30, Y85, K0</div>	<div>Mint</div> <div>#84CA80</div> <div>R132, G202, B128</div> <div>C50, M0, Y66, K0</div>	<div>Blueberry</div> <div>#1A41FF</div> <div>R26, G65, B255</div> <div>C88, M65, Y0, K0</div>	<div>Deep Purple</div> <div>#763EFF</div> <div>R118, G62, B255</div> <div>C80, M84, Y0, K0</div>	<div>Stone</div> <div>#EBEAE4</div> <div>R235, G234, B28</div> <div>C6, M5, Y8, K0</div>
<div>Ruby</div> <div>#A40D4C</div> <div>R164, G13, B76</div> <div>C27, M100, Y54, K14</div>	<div>Merlot</div> <div>#991900</div> <div>R153, G25, B0</div> <div>C25, M100, Y100, K24</div>	<div>Chocolate</div> <div>#804413</div> <div>R128, G68, B19</div> <div>C33, M73, Y100, K33</div>	<div>Dijon</div> <div>#A6790D</div> <div>R166, G121, B13</div> <div>C26, M47, Y100, K11</div>	<div>Emerald</div> <div>#136841</div> <div>R19, G104, B65</div> <div>C87, M34, Y87, K26</div>	<div>Midnight</div> <div>#203080</div> <div>R32, G48, B128</div> <div>C100, M95, Y18, K5</div>	<div>Dusk</div> <div>#483680</div> <div>R72, G54, B128</div> <div>C90, M96, Y15, K5</div>	<div>Black</div> <div>#000000</div> <div>R0, G0, B0</div> <div>C0, M0, Y0, K100</div>

Logo

Clear space is important to maintain the integrity of the logo. The appropriate clear space is dictated by the size of the D. The clear space will increase or decrease in proportion to the logo size. Nothing should appear within this clear space.



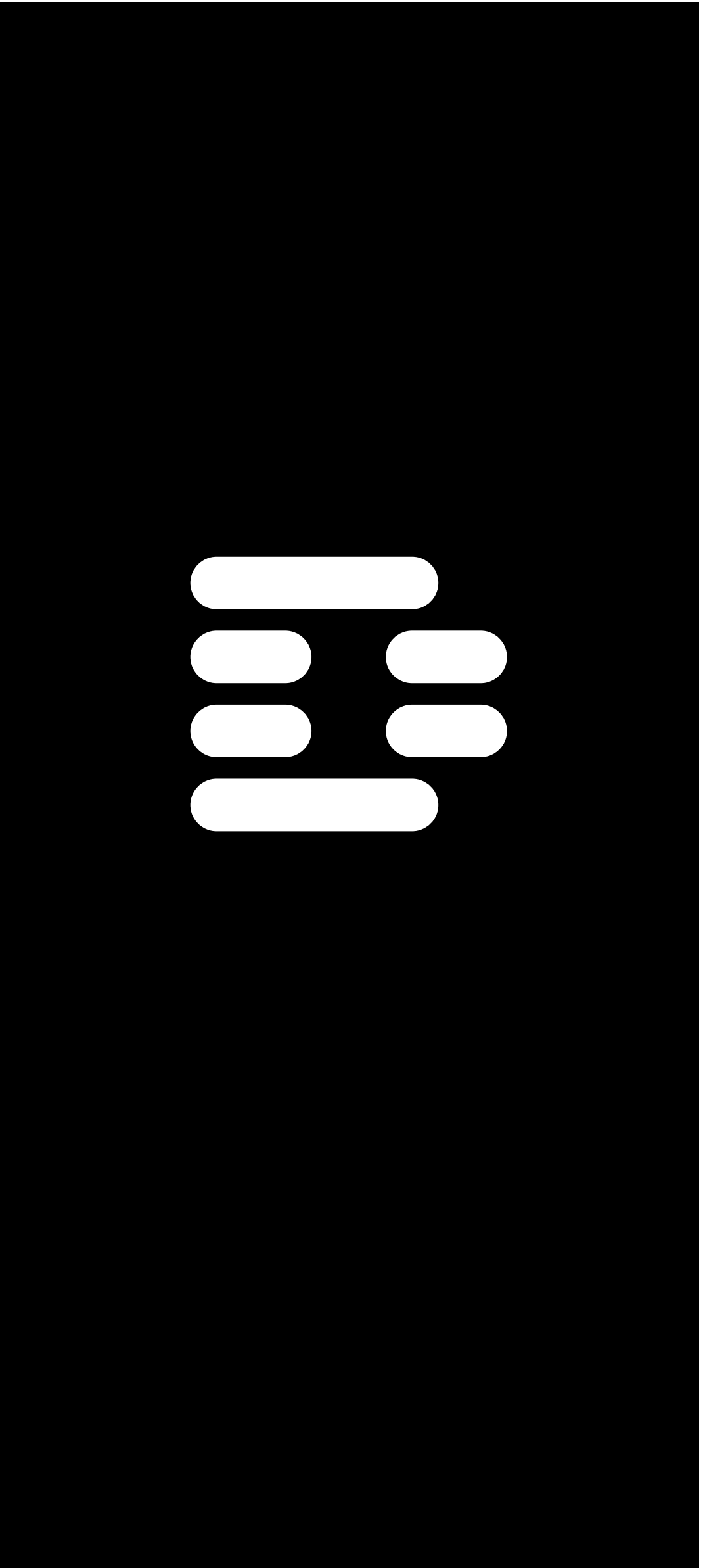
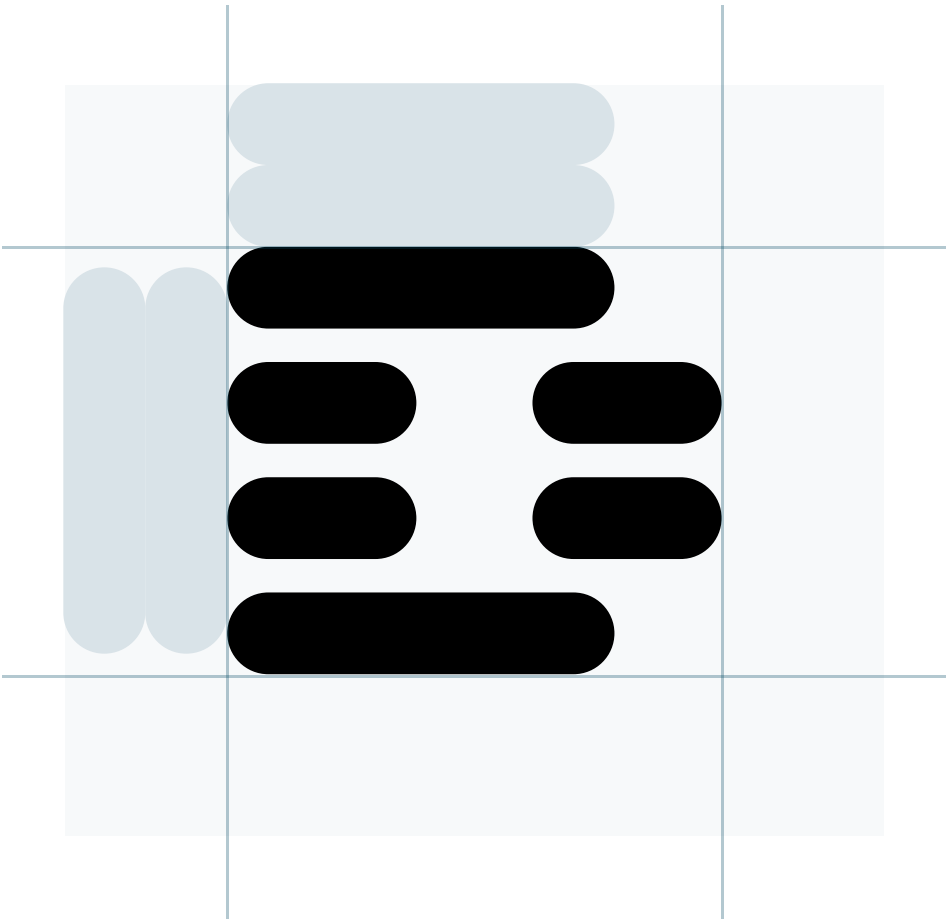
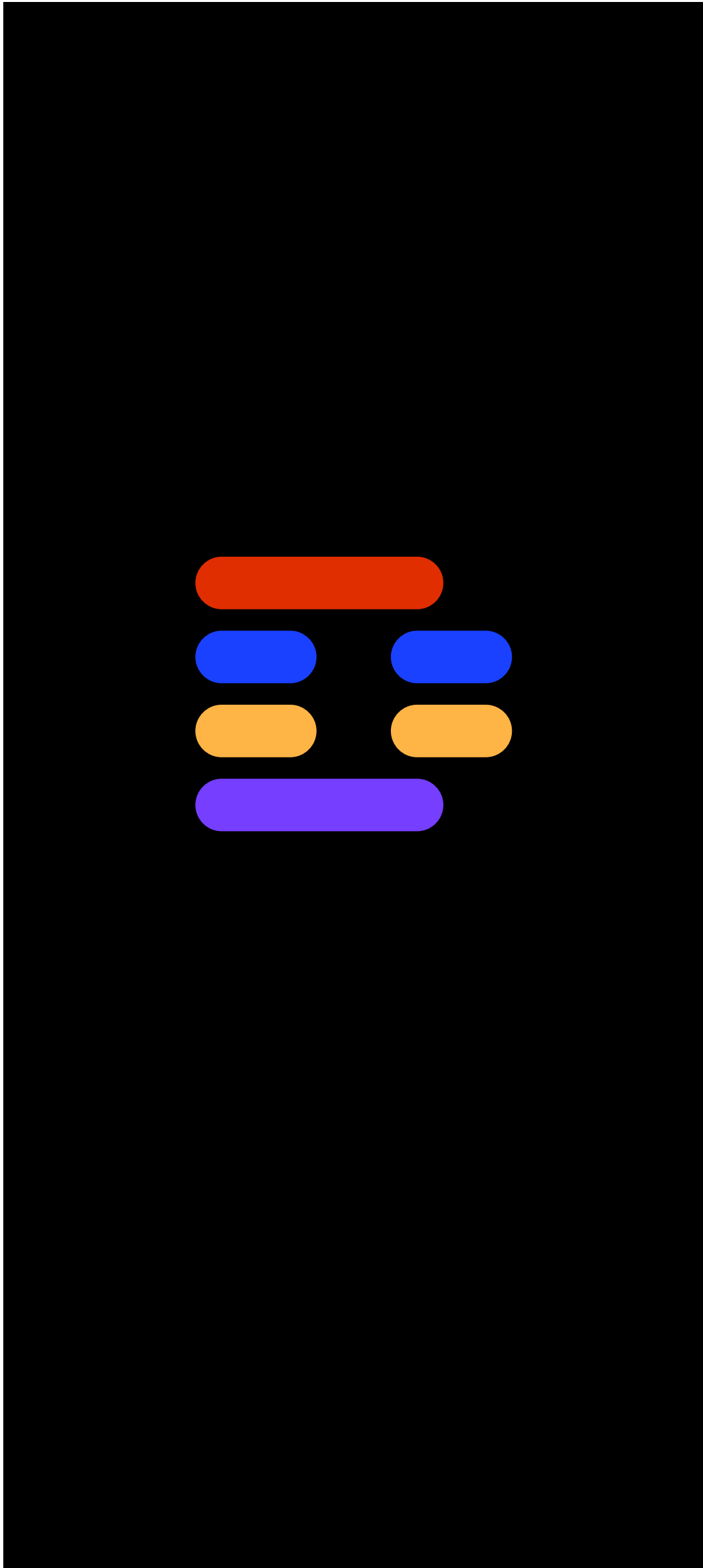
Icon Logo

An integral part of the Droppah brand is our distinctive icon that relates directly back to our system.

The Droppah icon can be applied where there may not be space for the full wordmark. Please refer to the brand expression for the appropriate application.

Our icon appears in the four-colour configuration, black and white, as shown on the right.

The full-colour icon is our primary version and only used on a black background and only ever by itself.



Typography

Our typeface is Sharp Grotesk, a functional yet quirky typeface that captures the essence of the New York subway signage.

PRIMARY TYPEFACE

SHARP GROTESK

Straight up
& punchy.

WEIGHTS AVAILABLE

Sharp Grotesk Book 20

AaBbCcDdEeFfGgHhIiJjKkLlM
mNnOoPpQqRrSsTtUuVvWwXx
YyZz0123456789&%?!@(/)

Sharp Grotesk Medium 20

AaBbCcDdEeFfGgHhIiJjKkLlM
mNnOoPpQqRrSsTtUuVvWwX
xYyZz0123456789&%?!@(/)

Photography

Our photography style is gritty, edgy and real. The content is defined by two categories, work hard and play hard. Work Hard: Heroing managers and employees at work and enjoying their jobs and co-workers.

Play hard: Celebrating the hard work that goes into the hospo industry with people spending time with others, in energetic, cool settings.

Our imagery is always housed within a rounded rectangle/square, and is not to be used with hard corners or in any other shapes





flexitime.works