

WORKPATH

Brand
Guidelines

WELCOME.

These brand guidelines outline Workpath's brand identity and values, and how they should be communicated visually across all touchpoints. It further explains how our brand identity is translated into our corporate identity by demonstrating how each brand asset can be implemented on visual communication.

These guidelines provide an overview of key corporate identity elements such as Workpath's logo, color palette, typography and imagery, which are to be followed correctly and consistently in order to establish Workpath's presence in the market.

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01 Who we are

We are convinced the world needs enabled leaders to change the way work works. It is time to enable people to feel connected to the purpose of their work again.

Nobody wants to work on meaningless projects without clarity about their value. Nobody wants to be just a number that needs to run as efficiently as possible in the anonymous machine of the enterprise. Nobody wants to get swamped in mails and meetings, not seeing how this all has real impact.

People want to work on meaningful outcomes for others - may it be customers, colleagues, or their community. We help everyone to set goals that define relevant and clear outcomes and we make organizations, more outcome oriented. We set people and businesses up for success.

We empower people to define and achieve their most meaningful outcomes.

This mission is all about enabling productivity, purpose and prosperity - for individuals, teams and organizations worldwide.

02 Our brand values

We want to be **BOLD.**

We want to be **CONSISTENT.**

We want to be **CONFIDENT.**

We want to **STAND OUT.**

We want to **GIVE PURPOSE.**

We bring **CHANGE,** we represent **NEW.**

We guide into the **FUTURE,** but we understand people's reality **TODAY.**

We have **AUTHORITY,** while being **CASUAL** and **HUMAN.**

We are on a **GRAND MISSION,**

**TRANSFORMING THE WAY WE
WORK FOREVER.**

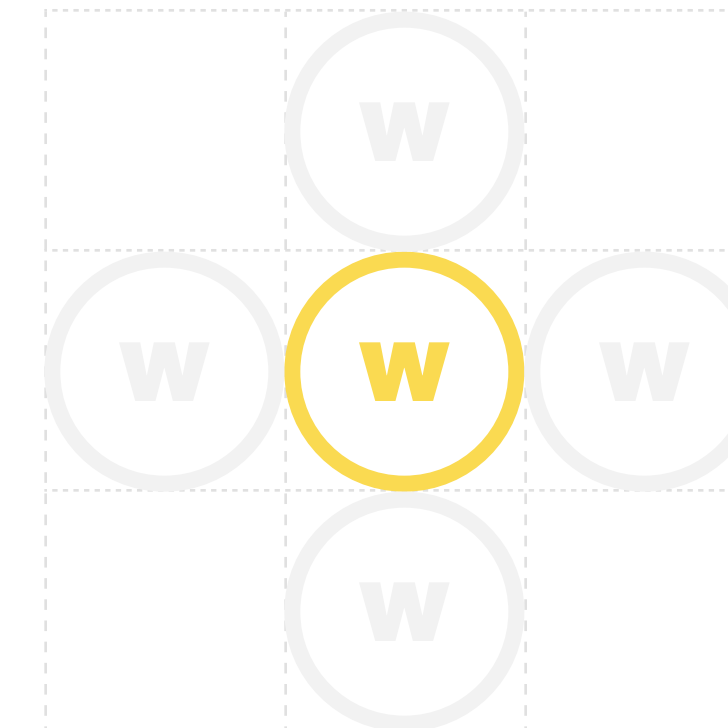
03 Our logo

The Workpath logo is one of the most important assets of our brand identity. It should always be used as instructed in these brand guidelines.

The logo's font is **Avenir Next Heavy** and its main color is yellow (#FADA51).

The Workpath logo in capital letters is intended to be used primarily. The short version (W) can be used for spacing purposes or simply if it visually fits better. It can also be used as a creative element. Always use the short version logo as it appears here and do not use the W by itself.

Always adhere to these logo files and **do not attempt to recreate it from scratch**, simply copy and paste.



04 Our logo-background combos

Our logo can be placed on backgrounds that use colors from our color palette and images that adhere to our brand guidelines only. The logo should always be presented in a solid color, mainly our primary yellow (#FADA51) and primary navy (#363953).

The illustrations on the right demonstrate the different logo-background combinations that we can use across visual communication:

1. White logo on yellow background
2. Yellow logo on white background
3. White logo on navy background
4. Navy logo on white background



05 Our logo in partnerships

The Workpath logo can be used with other logos when a partnership is agreed upon and approved.

When this is the case, the Workpath logo can be placed either on the **left** side, **on top** or **below** the partner logo. A space of a Workpath's "W" should be left in between the two logos when next to each other. When placed one on top of the other, a space of a Workpath logo should be left between the two. **Always add a separating line between the logos in #E0E0E0.**

The logos should be middle-aligned when placed next to each other and either left-aligned or center-aligned when placed one on top of the other, depending on what visually fits better. Both logos should be approximately the same size.



06 Our logo don'ts



Don't crop it.



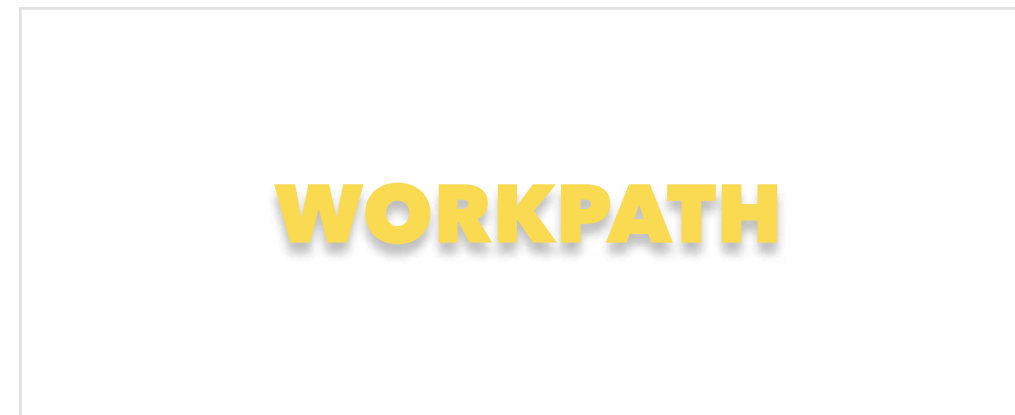
Don't distort it.



Don't outline it.



Don't change its transparency.



Don't use effects on it.



Don't rotate it.



Don't use other colors on it.



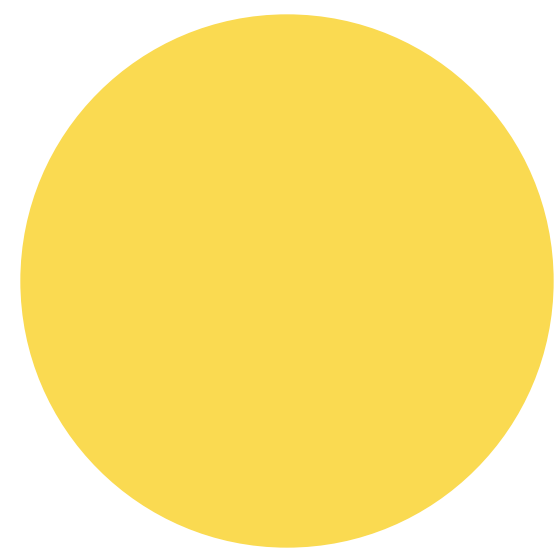
Don't recreate it or use other fonts.

**The same rules apply to the short version logo.*

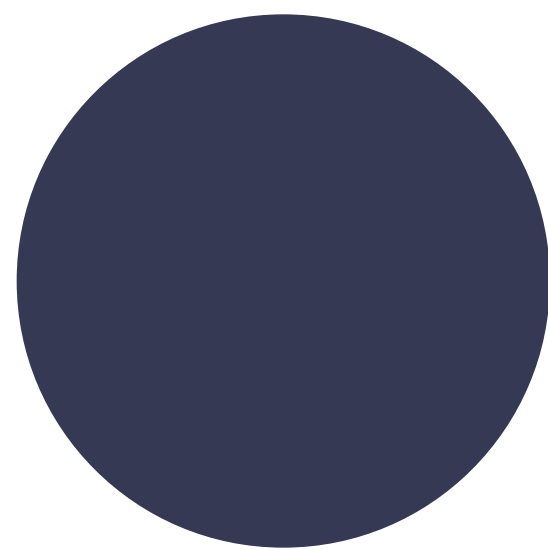
07 Our color palette

Primary

These colors can be used as background or content colors in any visual layout or design (e.g., logo, creative elements, icons, highlights and primary calls to action).



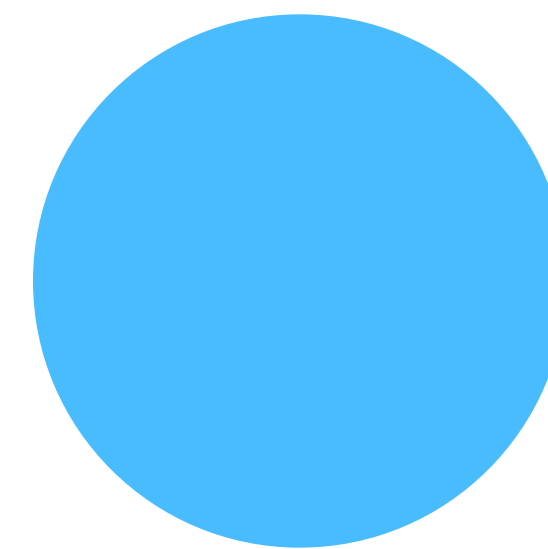
#FADA51



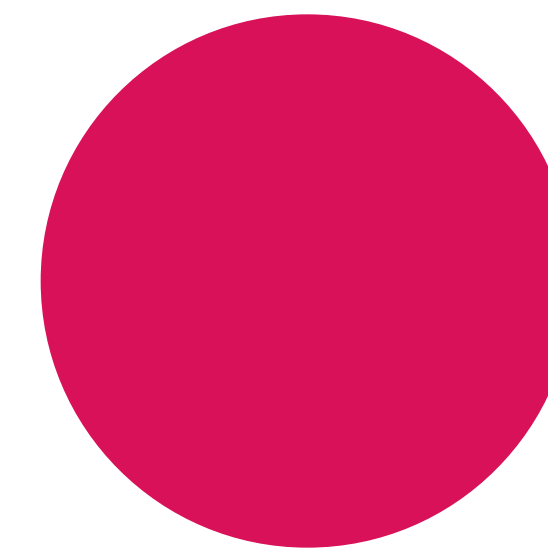
#363953

Secondary

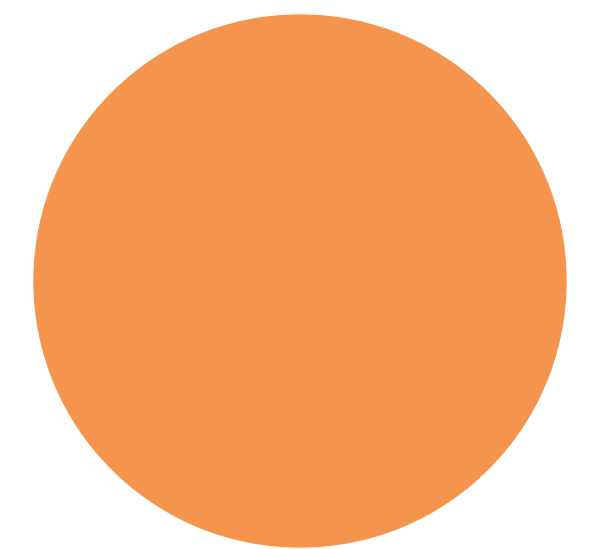
These colors accompany the primary colors as accents. Use of these colors in the logo, background or text should be limited. The secondary colors should be used in the following order: 1. Light blue (#48BCFE), 2. Magenta (#D81159), 3. Orange (#F5954D).



#48BCFE



#D81159

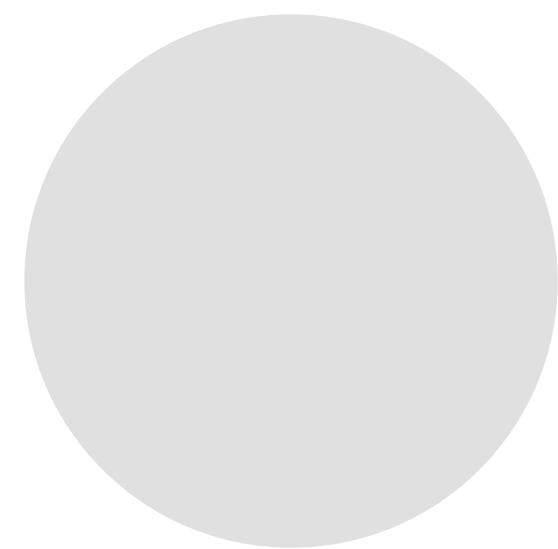


#F5954D

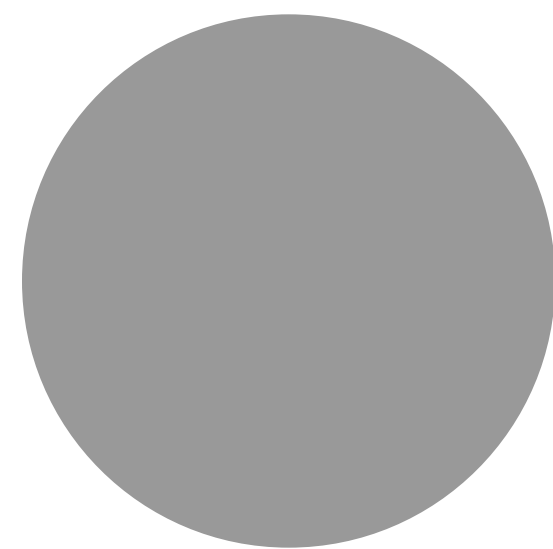
07 Our color palette

Grey scale

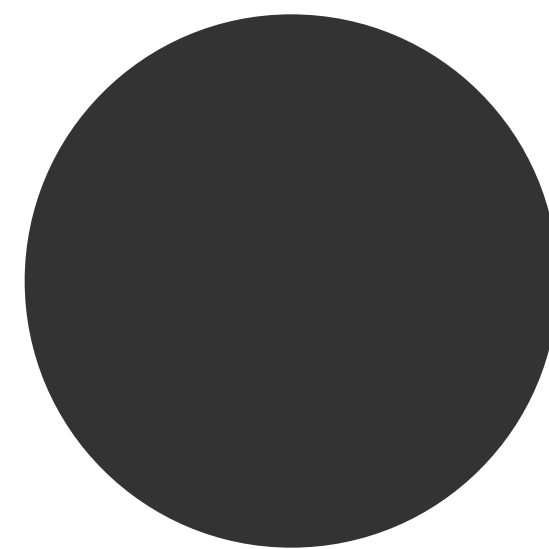
#333333 is used in all body text, #999999 is used in all subheadings and subtitles, and #E0E0E0 is used in all line elements.



#E0E0E0



#999999



#333333

Important

Never change the transparency of any of the colors, as this will cause the hue to wash out and look completely different.

08 Our typography

Primary

Lato should be used for all **body text** in its regular form across all brand touchpoints, including **in-text headings** in its bold form. Body text should always be #333333, unless placed on a colored background (#363953), then it should be white. On visuals and creative compositions, always consider the background color or image the text placed on to **ensure sufficient contrast and readability**. Text can be white when needed, but **never completely black**.

Aa

Lato (Regular / Semibold / Bold)

Secondary

Gowun Batang bold is used for all **main titles and headlines**, **accent numbers** and text that requires **contrast** or **differentiation** in #363953. When using numbers in the main title, use Gowun Batang regular to differentiate the number from the title text.

Aa

Gowun Batang (Regular / Bold)

Tertiary

Avenir Next heavy and **regular** is used as a **graphic element** or **accent** to create outstanding visuals. It intends to give the Workpath brand a bold character that results in a visual statement. **Do not use Avenir Next as main body text.**

Aa

Avenir Next (Bold / Heavy)

09 Our typography-background combos

Make sure there is always enough contrast between **text and background**. The combinations on the right illustrate how font and colored backgrounds can look in a design. **Note the typeface used for each element and its corresponding color.**

Do not use yellow text on a white background and avoid using white text on a yellow background. This only works when the visual is large enough or when the white text is bold enough (e.g. on titles and headlines). As a background color, our dark navy (#363953) is preferred.

The examples on the next two pages show how text and color should be used correctly, depending on the background's color.

Headlines, accents & numbers - Gowun Batang navy (#363953)

Body text & subheadings - Lato #333333

Headlines - Gowun Batang light blue (#48BCFE)

Headlines - Gowun Batang magenta (#D81159)

Body text - Lato white / headlines, accents & numbers - Gowun Batang white (#FFFFFF)

Headlines - Gowun Batang white (#FFFFFF)

GRAPHICAL TEXT - AVENIR NEXT HEAVY DARK NAVY (#1C1E31)

Numbers - Gowun Batang yellow / **CTAs - Avenir Next yellow (#FADA51)**

09 Title

Gowun Batang Bold #363953

Sub-title

Lato Regular #999999

Lato Regular #333333

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



#FADA51

#E0E0E0

01 Heading

Number: Gowun Batang Bold #363953 / Heading: Lato Bold #333333

- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque
- laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto
- beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur
- aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Lato Regular #333333

09 Title

Gowun Batang Bold #FFFFFF

Sub-title

Lato Regular #FFFFFF

Lato Regular #FFFFFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



#FADA51

#FFFFFF

01 Heading

Number: Gowun Batang Bold #FFFFFF / Heading: Lato Bold #FFFFFF

- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque
- laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto
- beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur
- aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Lato Regular #FFFFFF

Avenir Next Heavy #1C1E31

ACCENT

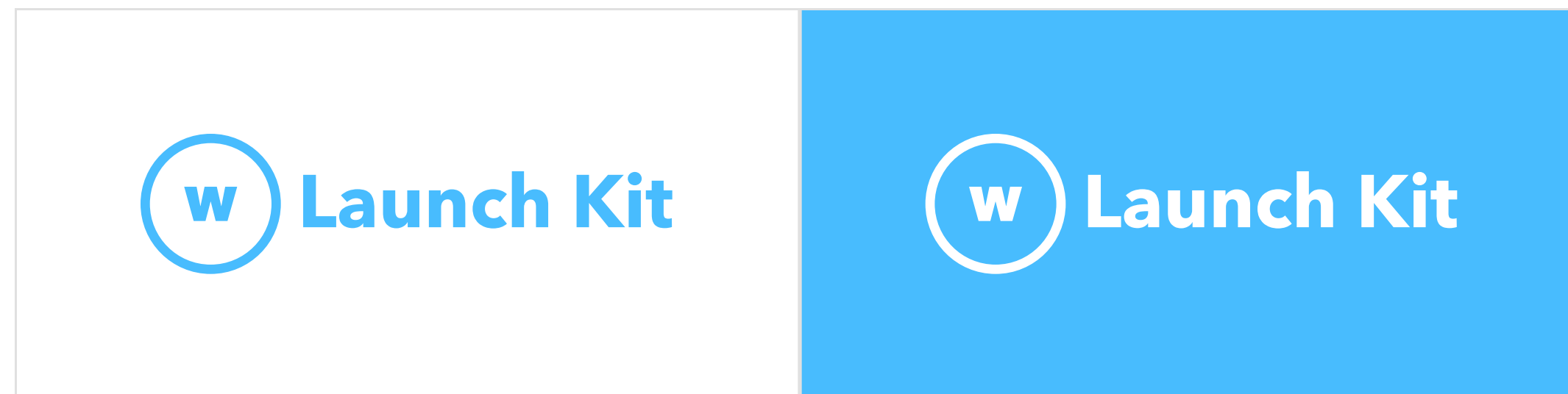
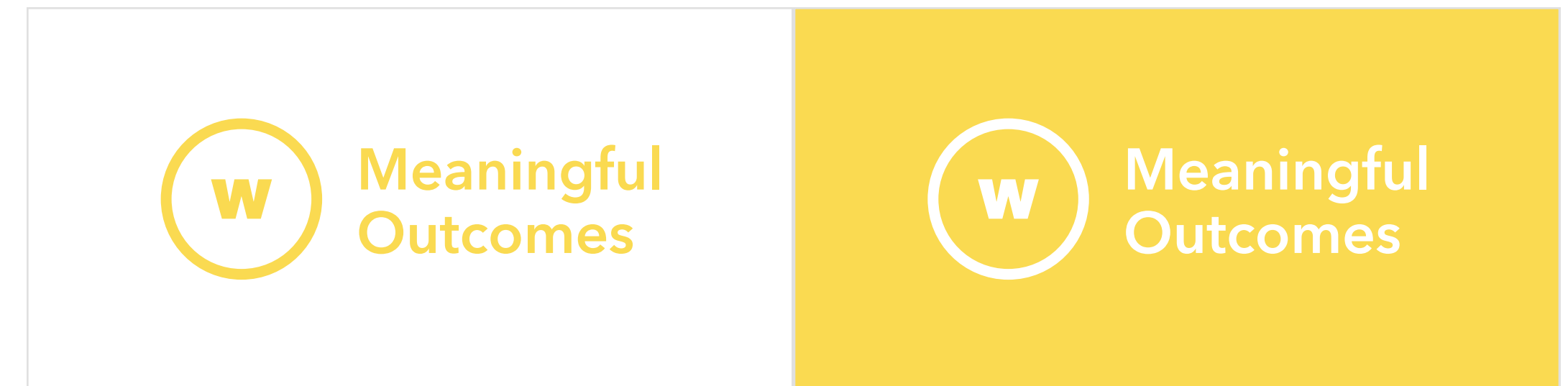
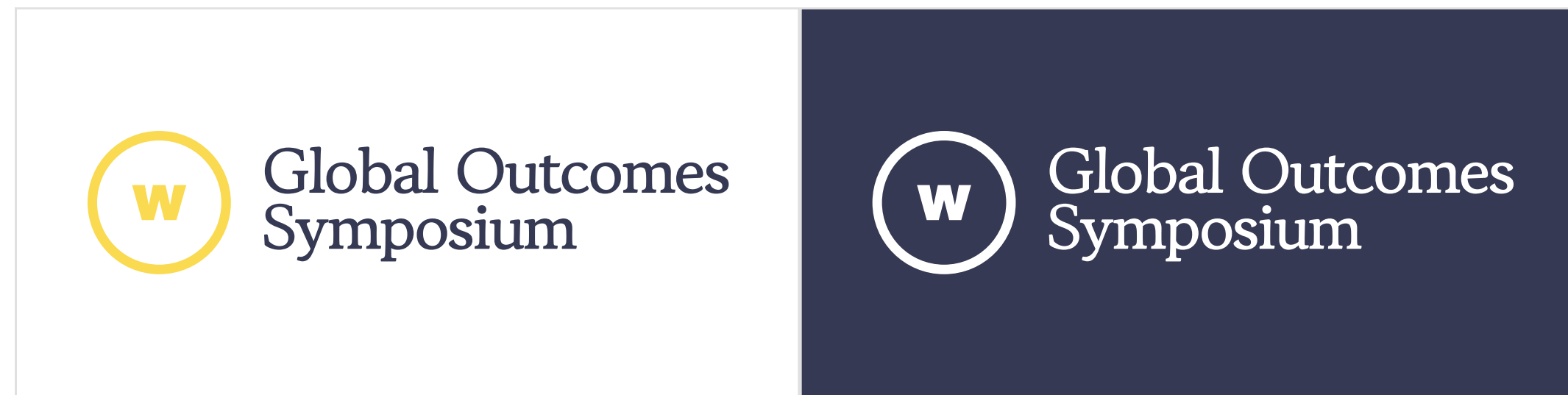
10 Our brand offerings

These are all the additional programs and entertainment features that Workpath offers.



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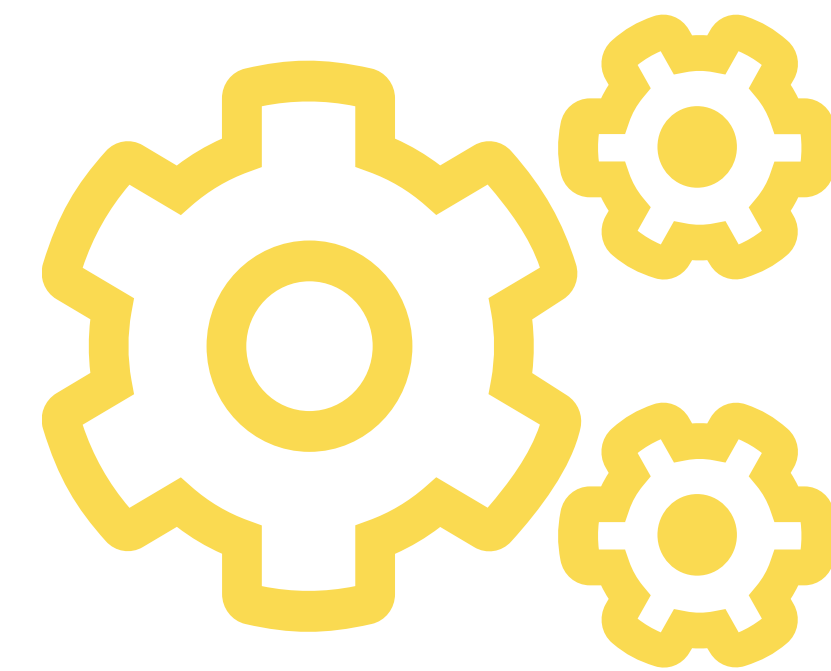


11 Our icons

Workpath's icons can be used on a brand level across all touchpoints.

All relevant icons can be found in our **Icon Library**. Icons should always be in colors belonging to our color palette, depending on the background they are placed on. When placed on a white (#FFFFFF) or a navy (#363953) background, they should be yellow (#FADA51). When necessary, they can also be navy (#363953) on a white background, if the yellow is not visible enough. Icons can accompany headings and short bodies of text.

Icons should never be enclosed in any shape, including our ring. They should never look stretched out or distorted. Always use the icons found in the Icon Library only and never use filled icons, illustrations or emojis.



12 Our icons: do's & don'ts

Do's



Use a line for headings



Use a line for headings



Middle align with text block as shown here



Middle align with text block as shown here



Always use #FADA51 to color icons



Use #363953 when necessary and avoid using any secondary colors

Don'ts



Do not middle align headings and icons



Do not middle align headings and icons



Do not enclose icons in a circle or any other shape



Do not enclose icons in a circle or any other shape



Do not use emojis at any moment



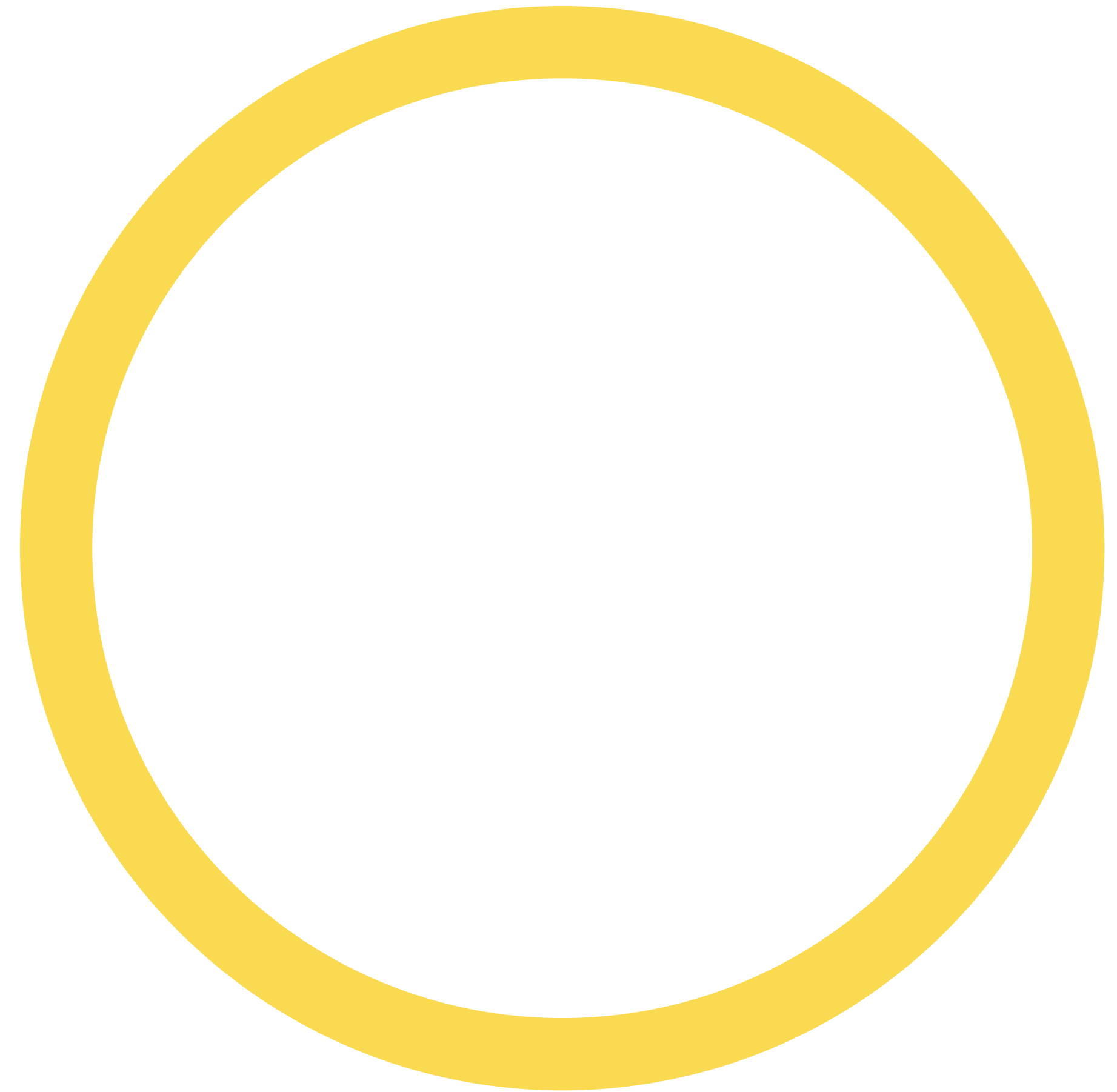
Do not use filled icons at any moment

13 Our creative elements

The Workpath ring is our main creative element. It can be implemented in designs and visuals across all brand touchpoints, including social media, presentations and editorial material as a visual component and graphical element. It is also used to create different pattern arrangements as a main background element (e.g. behind product visualizations and cut-out photography).

This ring is scalable and will get thicker and thinner depending on its size. **Only use this ring and do not attempt to create it yourself, simply copy and paste it.**

Always refer to the **Pattern Library** to access our different patterns in their respective color combinations.

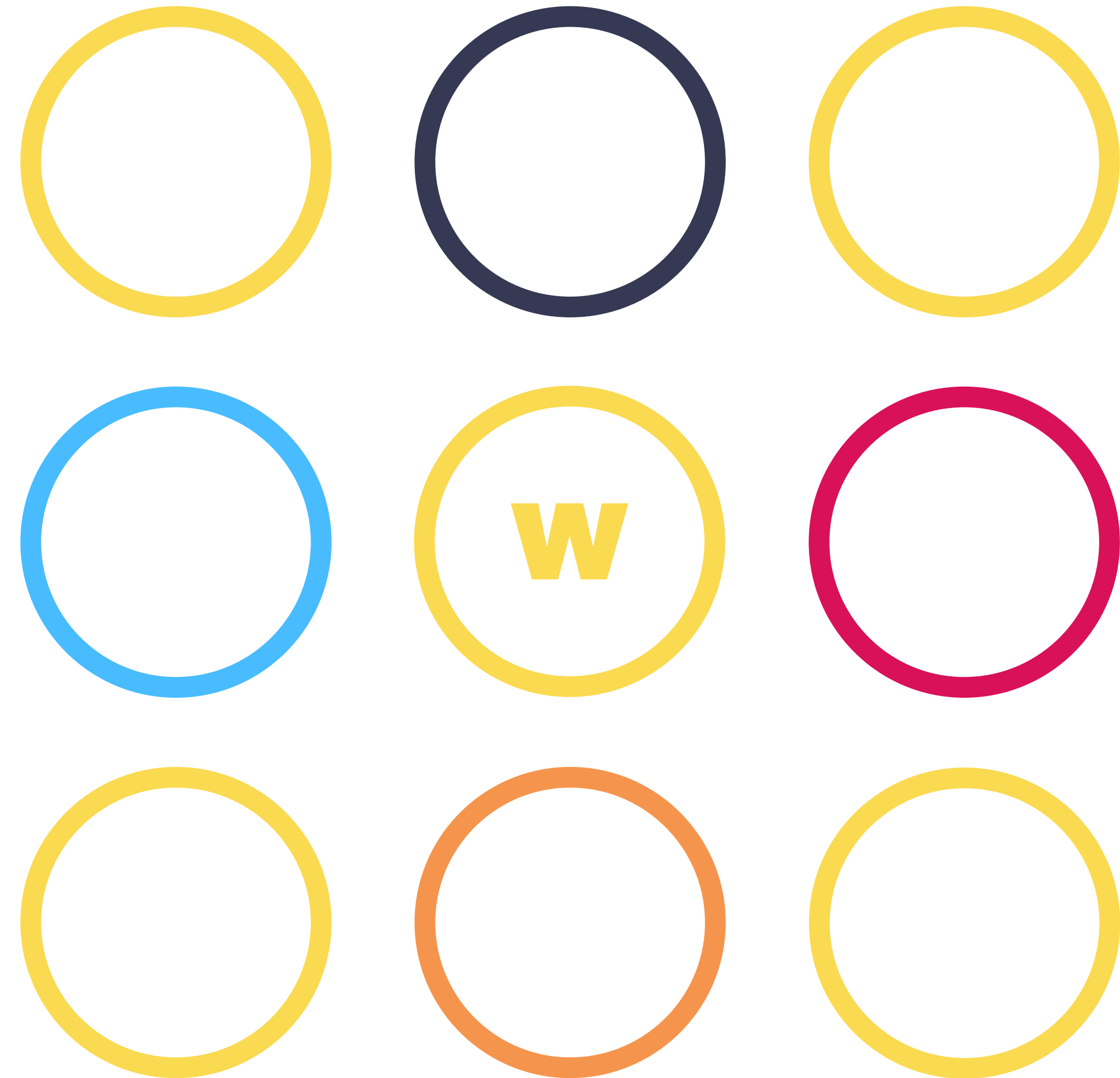


14 Our patterns

All of our patterns are formed out of a repetition of the Workpath ring. These result in different visual compositions which can be used in all designs and layouts across all touchpoints to add consistency and a differentiating factor to the Workpath brand. You can find our patterns in their respective color combinations in the **Pattern Library**.

Do not attempt to create your own patterns or change the position of the rings from the existing patterns at any moment, and only use the pattern-color combinations found in our library. Always stick to the grouped patterns and simply enlarge or minimize the size of the pattern as a whole to fit your layout workspace. If you need support, contact our designer.

The short version logo is always embedded in our patterns to enhance our brand.

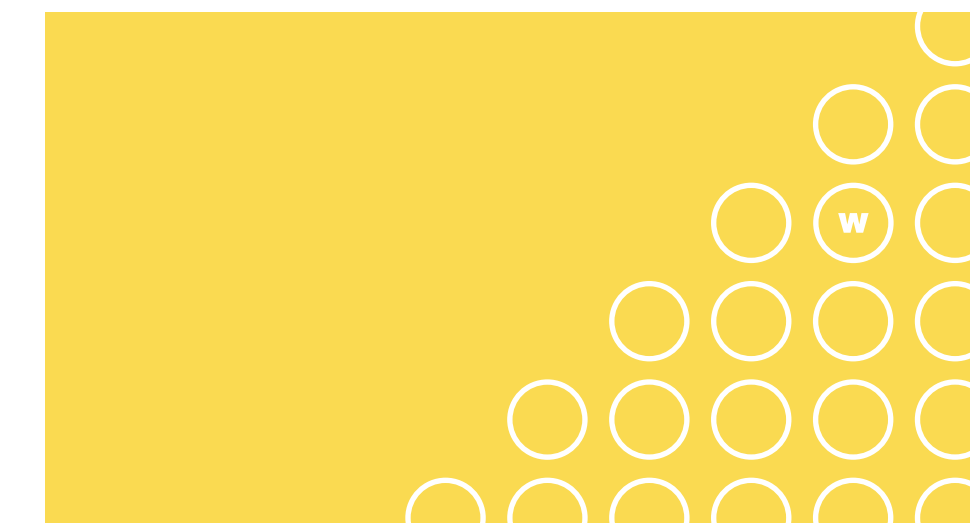
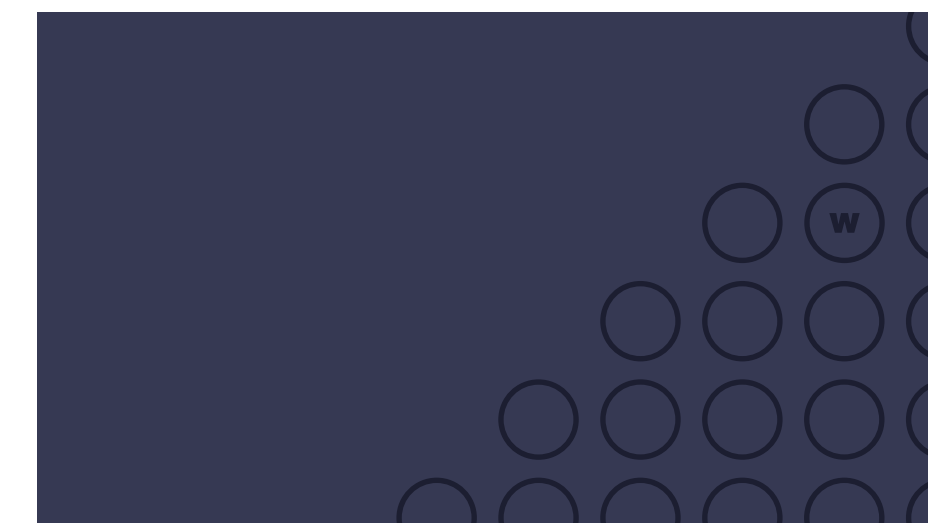
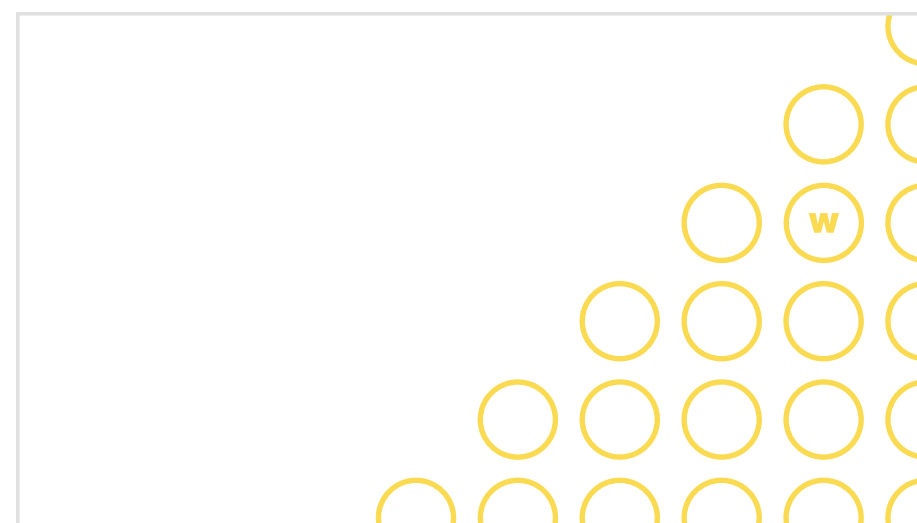
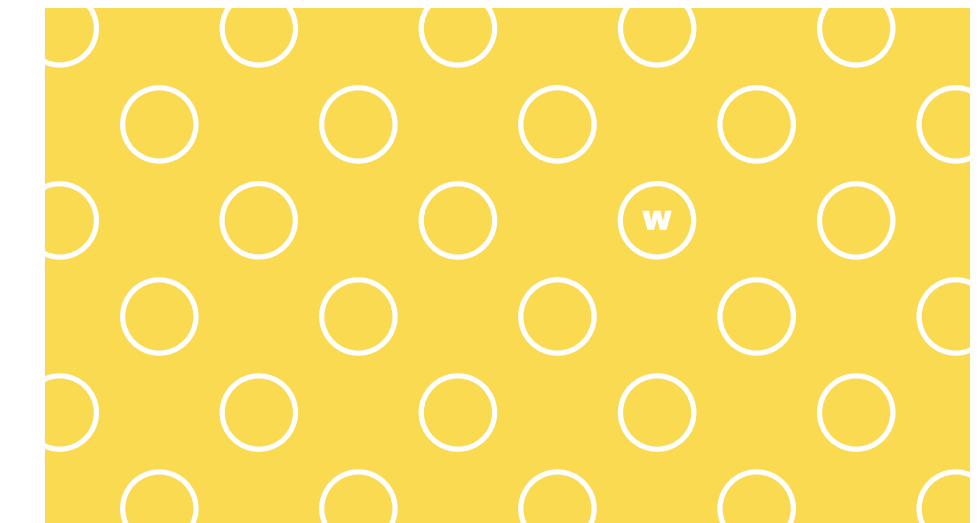
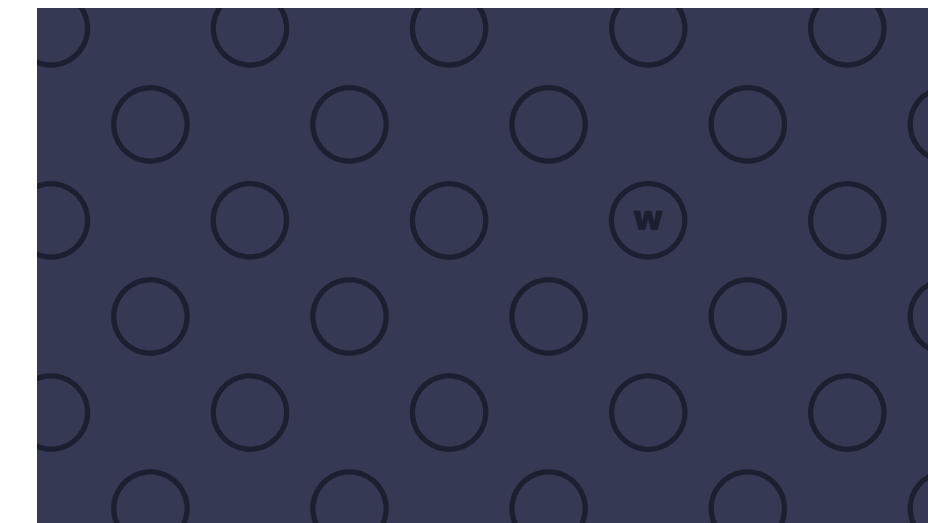
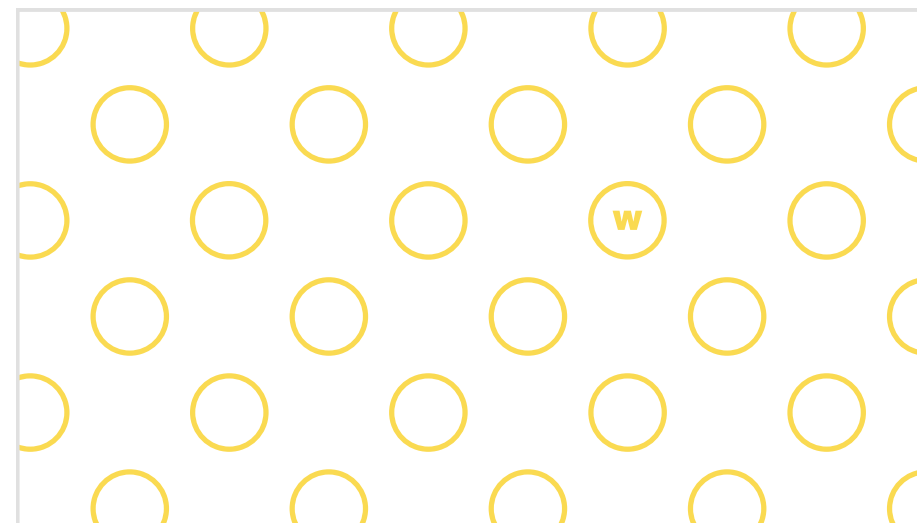
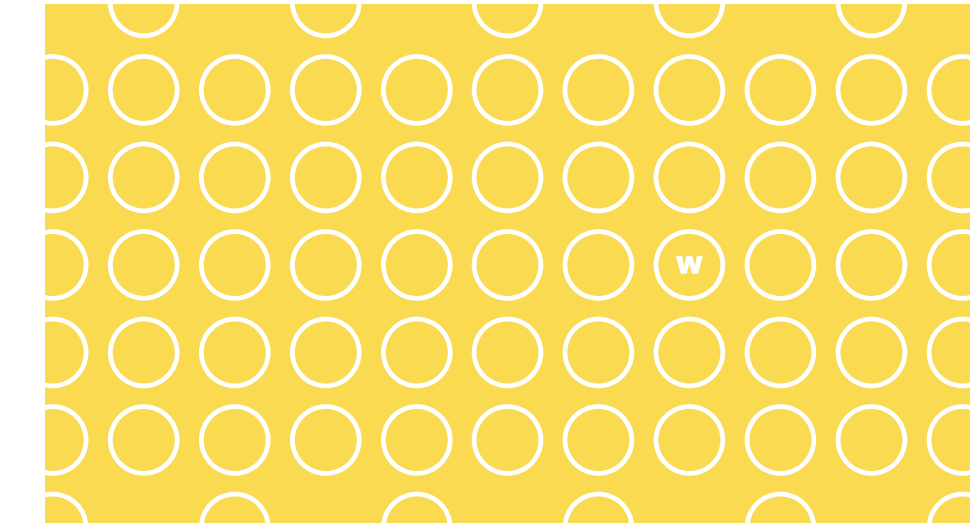
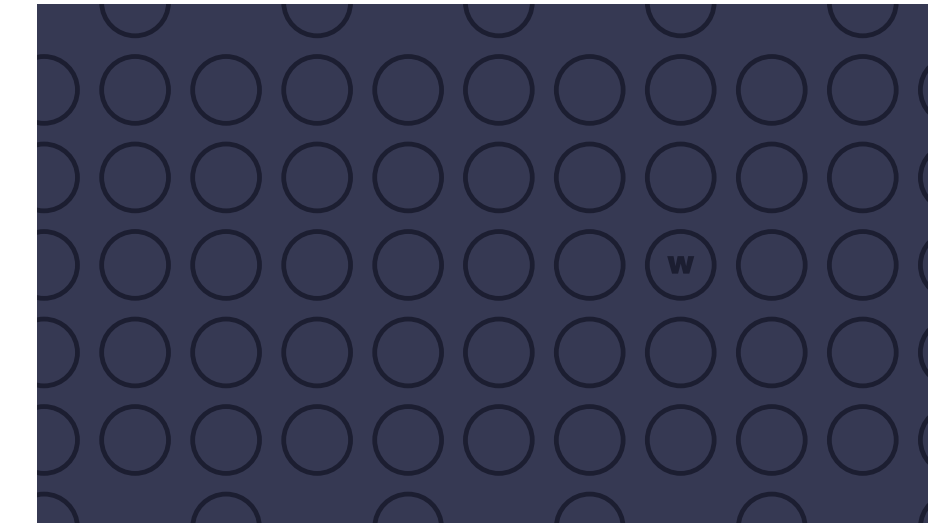
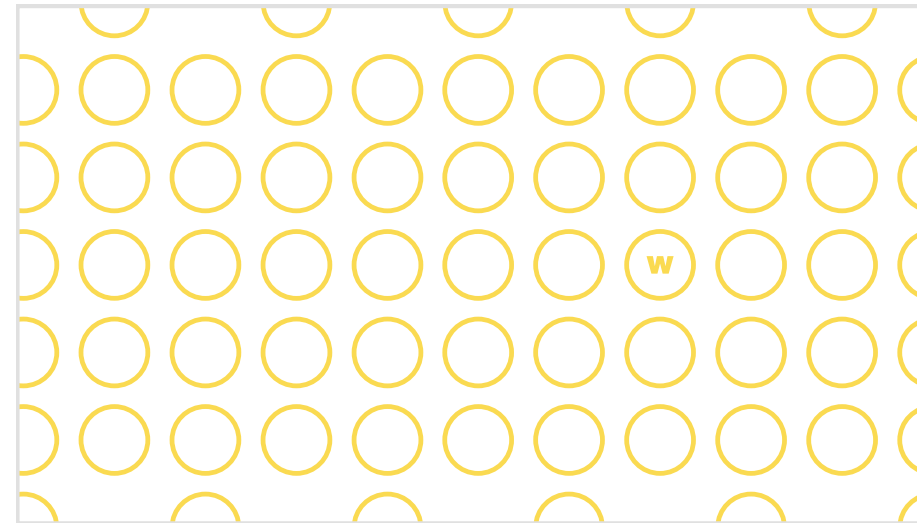


15 Our pattern-background combos

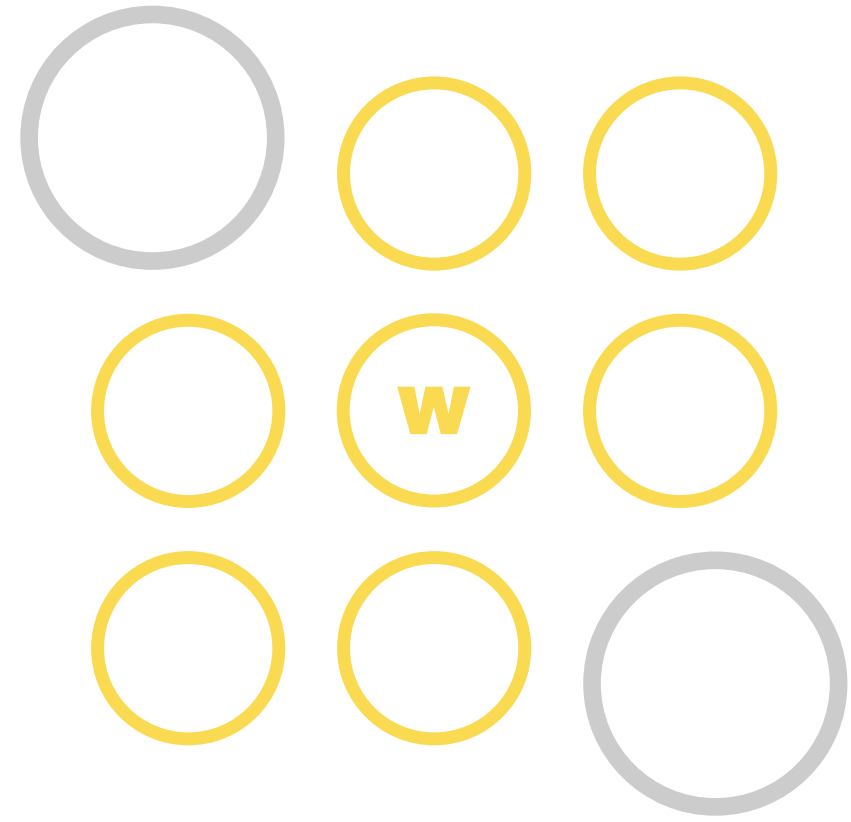
The illustrations on the right demonstrate the three different patterns and their respective pattern-background combinations that we can use across visual communication:

1. Yellow pattern on white background
2. White pattern on yellow background
3. Dark navy pattern on navy logo

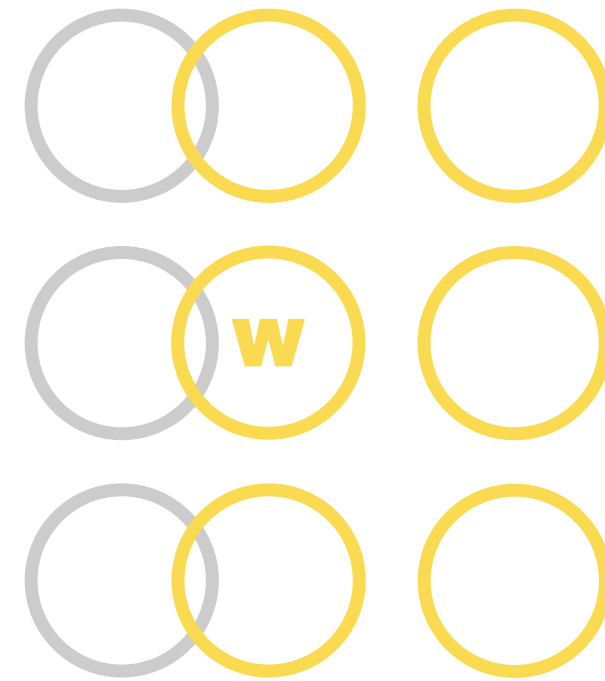
Please refer to the **Pattern Library** to access the pattern files.



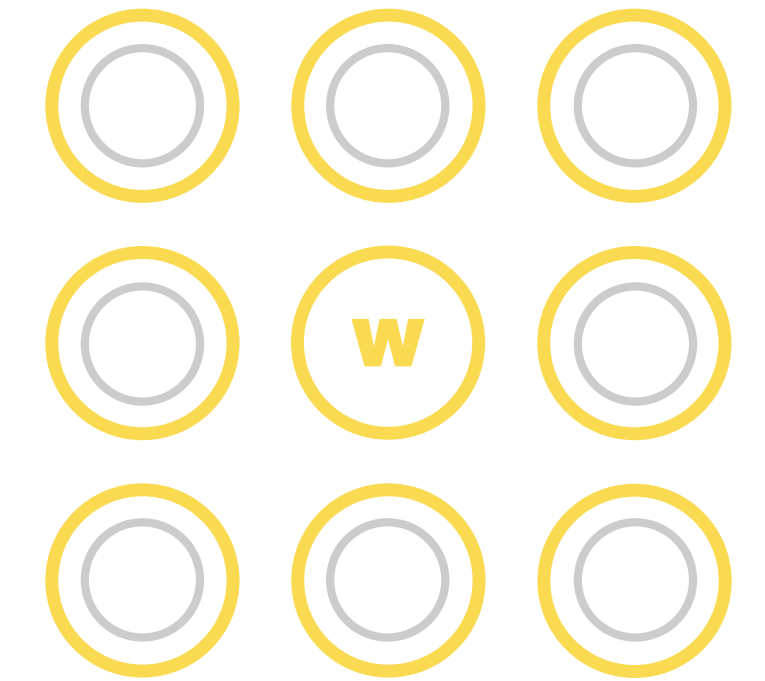
16 Our pattern don'ts



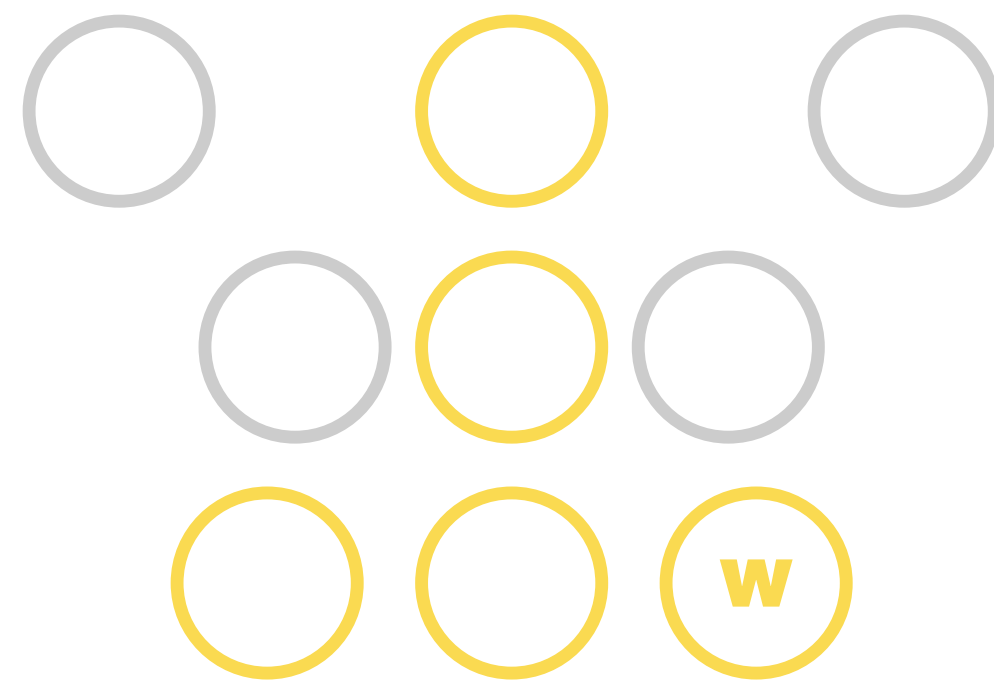
Don't modify the size of the rings.



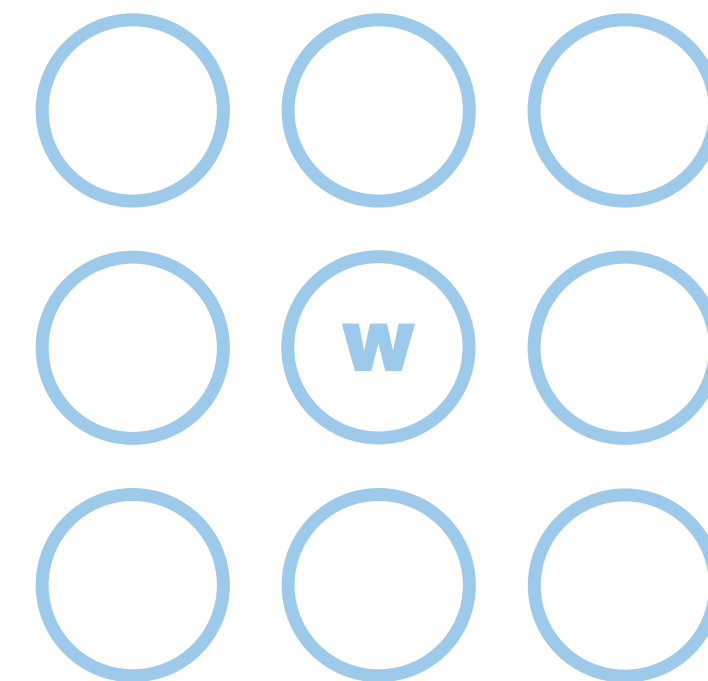
Don't overlap rings.



Don't double rings.



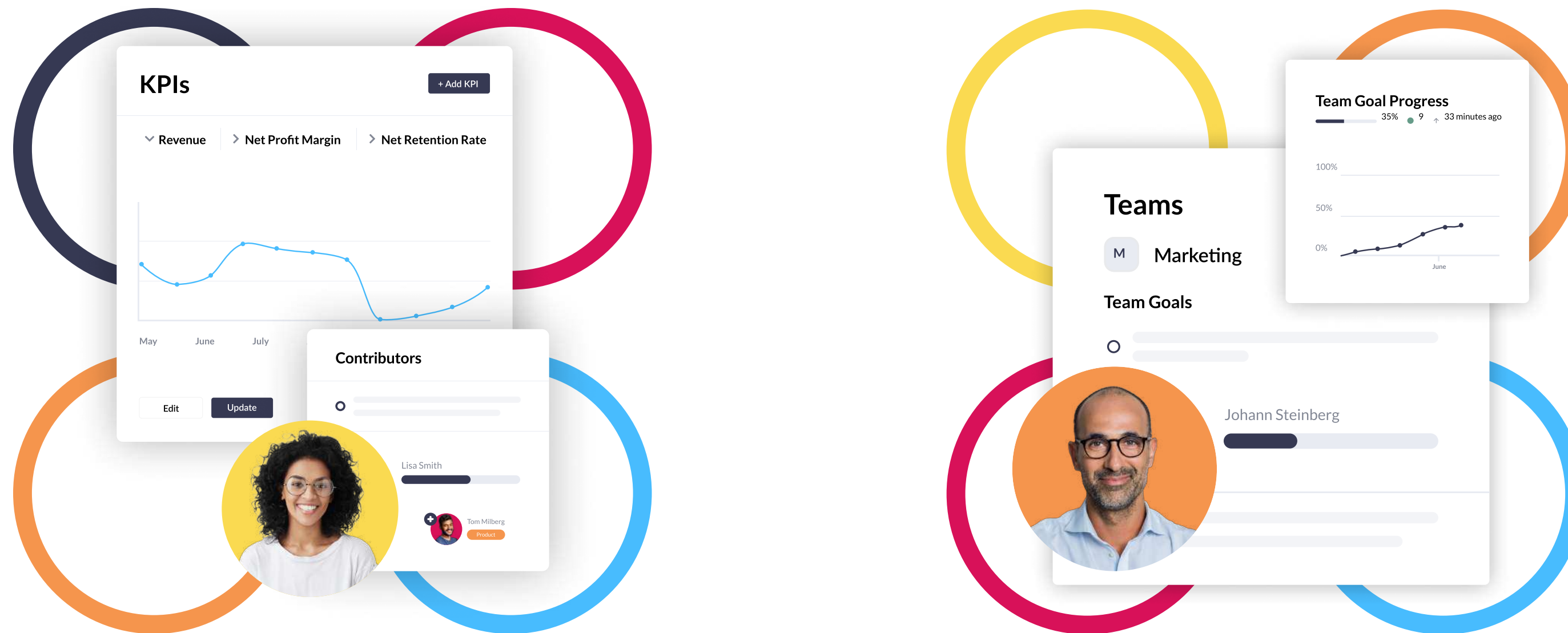
Don't adjust the spacing between rings.



Don't use colors outside our palette.

17 Our UI visualizations

Product snippets are usually shown as groups with a small pattern cluster of 4 rings in **different** colors from our palette as background. If multiple colors do not work and you need a more subtle background, you can use our light grey (#E0E0E0) to color the pattern cluster. Always use white (#FFFFFF) rectangles with **rounded corners** (approx. 8pt) and add a **Drop Shadow effect** as demonstrated here. If you want to create your own snippet, simply copy and paste one of the rectangles here.



18 Our photography

Workpath's photography style is representative of our brand identity. Photographs go hand-in-hand with our color palette to demonstrate freshness, happiness and meaningful teamwork. **They should feel as natural as possible.**

People photography with yellow highlights predominates. These can be used as full images or as people cut-outs on top of colored backgrounds with our patterns. Abstract images with yellow accents can be used when needed. Yellow should never be too overpowering and should resemble #FADA51.

Faces

Happy, human, fresh, diverse, colorful, professional, not too young

Still life / Abstract

Simple, cohesive, colorful but balanced, professional

The **Photography Library** contains pre-selected images ready for use. If you cannot find an appropriate image, contact our designer for support.



19 Our photography don'ts



Don't use images with full yellow backgrounds.



Don't use images that have color or lighting effects.



Don't use images with such dark backgrounds.



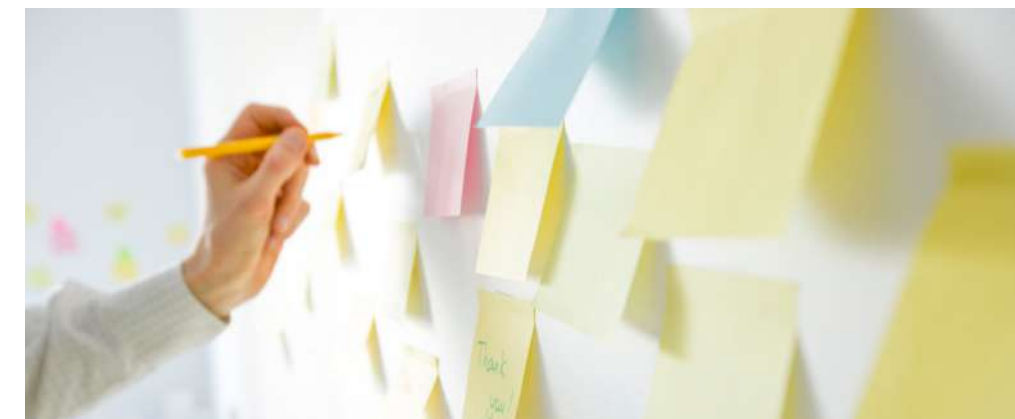
Don't use images with these types of overlays.



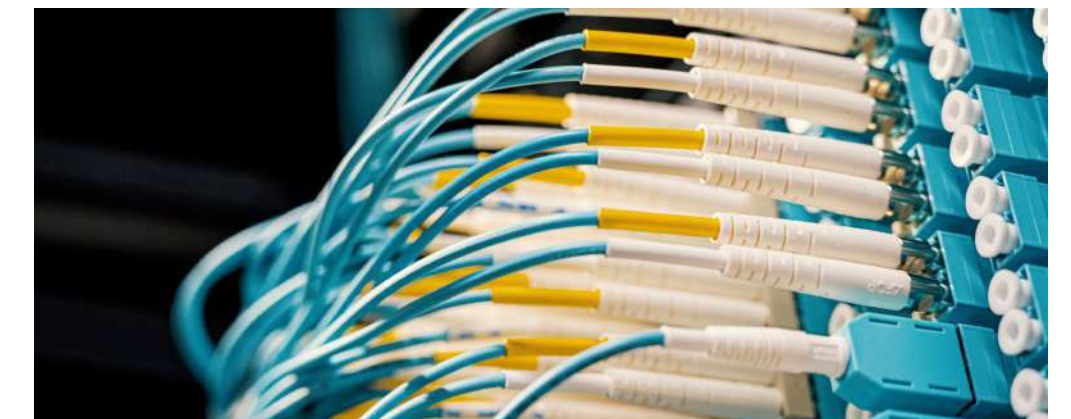
Don't use images with prominent backgrounds outside our palette.



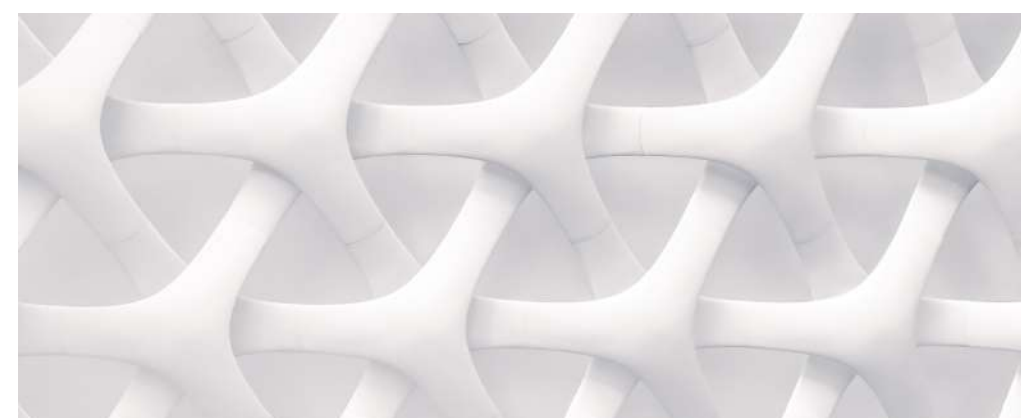
Don't use images that are mixed with illustrations.



Don't use images with very light/pastel ambiances.



Don't use images with random objects just because they have yellow accents.



Don't use images with patterns that compete with our own patterns.



Don't use images that are too abstract and generic.



Don't use images that have people wearing lots of different patterns.



Don't use images that show silhouettes or shadows.

20 Our faces on branded backgrounds



When using a navy (#363953) background, choose people cut-outs with **yellow** clothing to maintain our primary color's presence and enhance our brand.



When using a yellow (#FADA51) background, choose people cut-outs with **white** clothing to create enough contrast between background and image. The white clothing also matches and enhances the white pattern.



When using a white (#FFFFFF) background, choose people cut-outs with **yellow, white** or **pale blue** clothing.

A range of people cut-outs are provided in the **Photography Library**. If you do not find an appropriate person, or would like to try a different one reach out to our designer for support.