



**Employment Hero**  
**Brand Guidelines 2015**

# Brand

Employment Hero is Australia's only cloud based HR management system, inclusive of an integrated jobs portal. Leading the way in outsourced HR, Employment Hero provides employers the tools and resources they need to guide them through the process from hire to retire.

# Mission

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.

# Full Logo



# Logo Type



## Logo Symbol



EmploymentHero



EmploymentHero

## Social Icon



EmploymentHero

# Logo Clear Space



The absolute minimum amount of clear space allowed to surround the **full logo** is equal to the **height** of the letter 'E' from the EH symbol.

The absolute minimum amount of clear space allowed to surround the **logo symbol** is equal to the **width** of the letter 'E' from the EH symbol.



# Brand Colours

Blue is the primary colour in the EH brand, it should be used in typography for headings and hyperlinks. It can also be used as a background colour.



**Blue**  
**CMYK** 70 5 23 0  
**RGB** 48 182 197  
**Hex Code** 30B6C5



**Black**  
**CMYK** 90 86 40 37  
**RGB** 44 44 44  
**Hex Code** 2C2C2C



**Blue 2**  
**CMYK** 81 36 75 23  
**RGB** 48 108 138  
**Hex Code** 306C8A



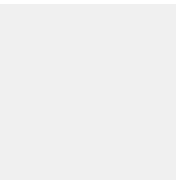
**Dark Grey**  
**CMYK** 66 59 57 38  
**RGB** 75 75 75  
**Hex Code** 4B4B4B



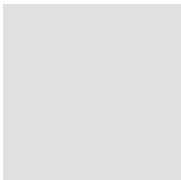
**Orange**  
**CMYK** 0 28 71 0  
**RGB** 255 191 98  
**Hex Code** FFBF62



**Mid Grey**  
**CMYK** 51 43 43 7  
**RGB** 129 129 129  
**Hex Code** 818181



**White**  
**CMYK** 90 86 40 37  
**RGB** 240 240 240  
**Hex Code** F0F0F0



**Light Grey**  
**CMYK** 11 8 9 0  
**RGB** 224 224 224  
**Hex Code** E0E0E0



# Fonts

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

# Brand Personality

The brand personality describes the tone and manner of the Employment Hero brand.

Ambitious

Adaptable

Bold

Innovative