

# Brand-identity Guidelines

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# hcmSprint

culture. camaraderie. competence.

1.0

## Introduction

### Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications.

This includes Mobile Apps, Website Application, Presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.



2.0

## The Logo Design



The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

# The Logo Design



## Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.



## Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

The primary typeface is [Din Pro Regular] with a secondary [Din Pro Bold] to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo and content.

Replacing fonts with alternatives should not be done under any circumstances.

The Header Text

Font Size 36px

The Header Text

Font Size 30px

The Header Text

Font Size 24px

The Header Text

Font Size 18px

The Header Text

Font Size 14px

The Header Text

Font Size 12px

## Primary Typeface

Din Pro Regular [Main Content Text]

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&amp;\*()|;€#¢∞§¶•ªº--\_ = + { } [ ] ; : / \ , . ~

å ÿ ç ð ´ ˆ Δ ° ¬ μ ~ ø π œ ® ß † † † √ ∑ ≈ ¥ Ω



All unselected Menu Items: Din Pro Regular Font Size 14 - COLOR: #FFFFFF

All selected Menu Items: Din Pro Bold Font Size 14 – COLOR: #FFFFFF

All Icons: OUTLINE FONT TYPE - COLOR: #FFFFFF, BORDER : 1 PX - NOT FILLED FONT TYPE

Selected Menu Icon: COLOR: #FFFFFF, BORDER : 1 PX

Selected Menu Border Left: COLOR: #ef4747, BORDER : 5 PX,

Detailing / Paragraph Text: Din Pro Regular Font Size 13 PX - COLOR: #333333

Label Name: Din Pro Regular Font Size 15 PX – COLOR: 454553

User Entered Text / DB Fetched Text : Din Pro Regular Font Size 15 PX – COLOR: 454553

Footer Text: Din Pro Regular Font Size 13 PX - COLOR: FFFFFFFF

All Selections and Selected Item Border: COLOR: EF4647



All unselected Menu Items: **Din Pro Regular** Font Size 14 - COLOR: #FFFFFF

Tab Menu Text: **Din Pro Regular** Font Size 18 PX – COLOR: #333

Tab Menu Number: **Din Pro Regular** Font Size 25 PX – COLOR: #fcdc01

Tab Menu Background: **Background color #8091a5**

Tab Menu Selected Background: **Background color #406098**

Sub Tab Menu Text: **Din Pro Medium** Font Size 14 PX – COLOR: #333

Sub Tab Menu Number: **Din Pro Regular** Font Size 18 PX – COLOR: #fcdc01

Sub Tab Menu Background: **Background color #8091a5**

Sub Tab Menu Selected Background: **Background color #406098**

Unselected Icons: **Outline** Font Type - Color: #FFFFFF, Border 2.5 PX **X** - Not Filled Font Type

Selected Menu Icon: **COLOR: #FFFFFF, BORDER : 2.5 PX**

Detailing / Paragraph Text: Din Pro Regular Font Size 13 PX - COLOR: #333333

Label Name: Din Pro Regular Font Size 15 PX - COLOR: #454553

User Entered Text / DB Fetched Text : Din Pro Regular Font Size 15 PX - COLOR: #000000

Header Timeline:  10 px-10 px - Color: #ef4747, Border Color: #3f5d81, Border:1px Solid

Header Timeline Selected:  10 px X 10 px - Color: #3f5d81, Border Color :#3f5d81, Border:1px Solid

Header Timeline Text: Din Pro Regular Font Size 13 PX - COLOR: #42629c

Header Timeline Line: Line Color: #ef4747, Border:1PX #ef4747

Unselected Checkbox:  Border Color: #cacaca, Border:1px Solid

Selected Checkbox :  Border-Color: #ef4747, Border:1px Solid Fill Color : #ef4747

Unselected Radio:  Border-Color: #3f5d81, Border:1px Solid

Selected Radio:  Border-Color: #ef4747, Border:1px Solid Fill Color : #ef4747

Unselected Menu Demarcator:



Background Color: #8091a5

Selected Menu Demarcator:



Background Color: #406098

Selected Menu Demarcator:



Background Color: #406098

Menu Demarcator Border:



Border Color: #92cbdf, 1px

Map Tooltip Over:

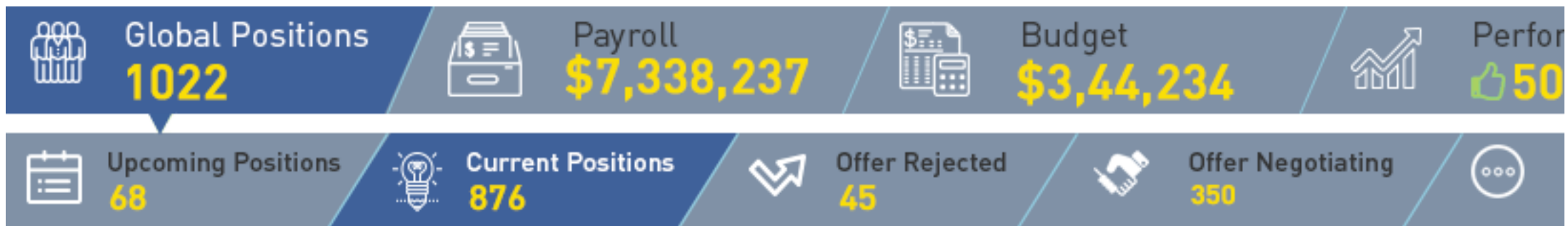


Background Color: #18376f, BorderColor:#000;

Map Tooltip Border:

Border 1px Solid: #000000;

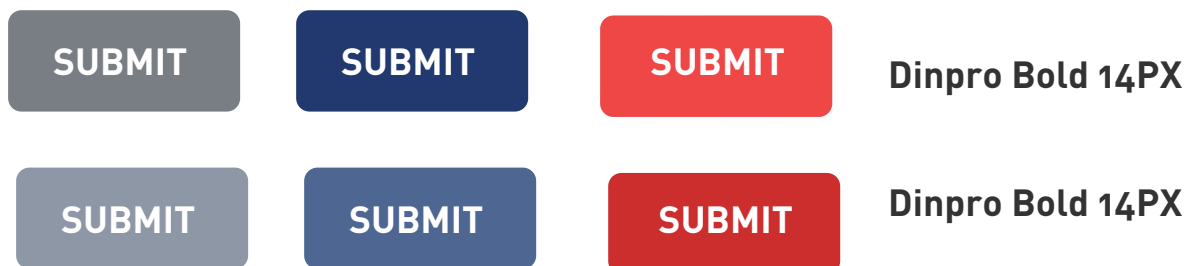
Profile	Profile Name	Branch	Designation	Location	Contact
	Rakesh Naik	Bengaluru	CEO	Bengaluru	91 98272 7722
	Rakesh Naik	Bengaluru	CEO	Bengaluru	91 98272 7722



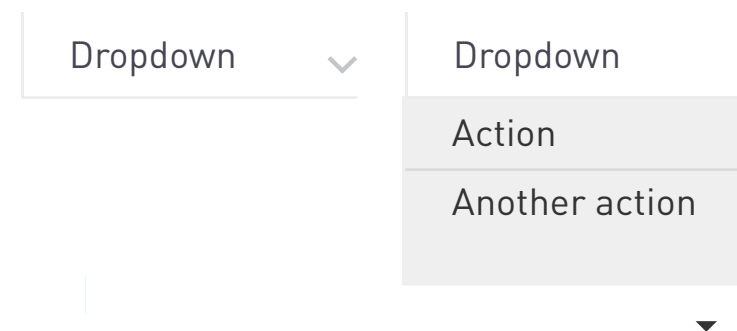
### Top Header Style



### Button Style



### Dropdown Style



## Badges Style

UX Designer

User Experience

SAVE

CANCEL

DELETE

## Tabbed Style

Home

Office

+ New

## Tooltips Style



## Tabbed Style Navigation

Home

Office

New

## Sliders Style



Active

8



Active- Selected

8



Active- Selected

8

9

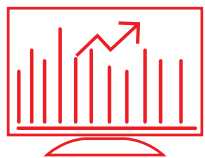


In-Active



# Colors Theme

		CMYK	RGB	HEX
Primary Brand Colour logo / main background / business cards		0% / 88% / 74% / 0%	239/70/71	#EF4647
Secondary Brand Colour logo text / secondary background / accent		0% / 0% / 0% / 70%	232/127/36	#E87F22
Third Brand Colour highlighting / second accent		4% / 9% / 100% / 0%	249/219/0	#F9DB00
Text / Content Colour		34% / 0% / 100% / 0%	179/232/35	#B3E823
Content Colour		73% / 55% / 0% / 0%	179/232/35	#4979F1
Content Colour		34% / 0% / 100% / 0%	179/232/35	#4979F1
Background / Base Colour		0% / 0% / 0% / 0%	255/255/255	#ffffff



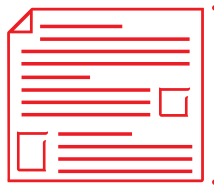
Dashboard



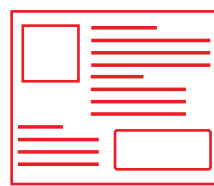
Companies



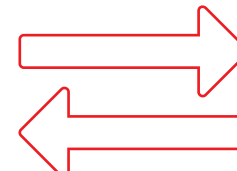
Conversation



Documents



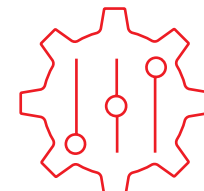
Template



Transaction



Subscription



Settings



Payroll



Benefits



Compensation



PF



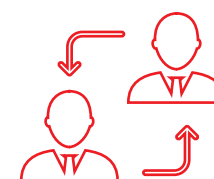
Holiday



Profile



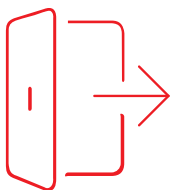
Show Password



Switch User



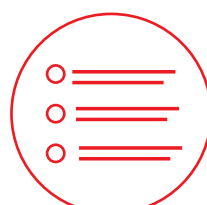
Theme



Log Out



Map view



List View



People



Employee Profile



Emp. Performance



Projects



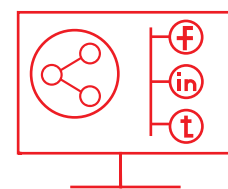
Employee Team



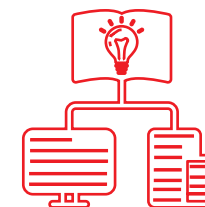
Emp. Feedback



Emp. Additional



Social Link



Learning



Rewards



Compensation



Skills

# UI Elements & Icons



Favourites



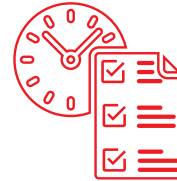
JD - Client



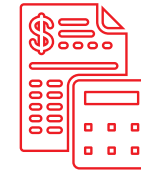
Selection Process



Actions



Time sheet



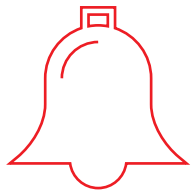
Budget



Employee - BGV



Analytics



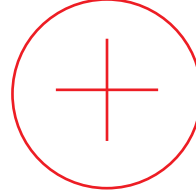
Alerts



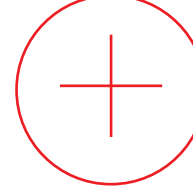
News & Feeds



Cancel



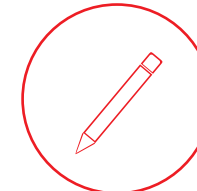
Add



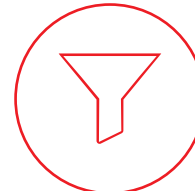
Minus



Save



Edit



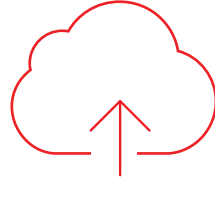
Filter



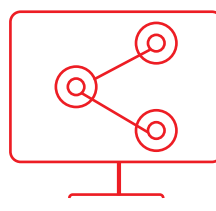
Active



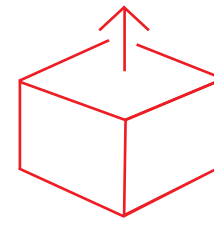
Download



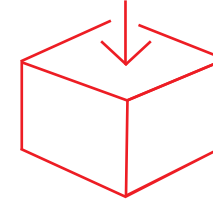
Upload



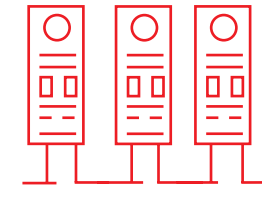
Share



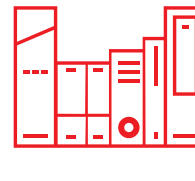
Export



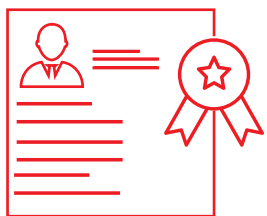
Import



Data



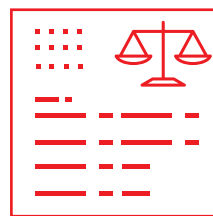
Library



Membership



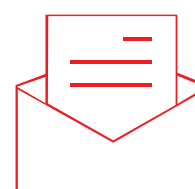
Certificate



Compliances



Email



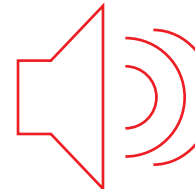
Message



calls



Video call



Audio clips



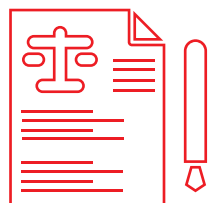
# UI Elements & Icons



Open Position



Location



Term & Mode



Start Date



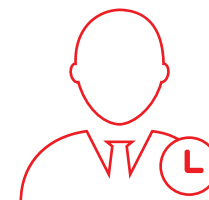
Education



Package



Requirements



Attendance