

2017

Brand Guide

TOTALREWARDS SOFTWARE
SPRING 2017

We are TotalRewards Software. We transform the way you communicate rewards to employee populations.

Our brand is more than a logo and is made up of a visual system that communicates clearly what TotalRewards is and how we communicate to our customers. We believe in simple, clear and clean visual communication.



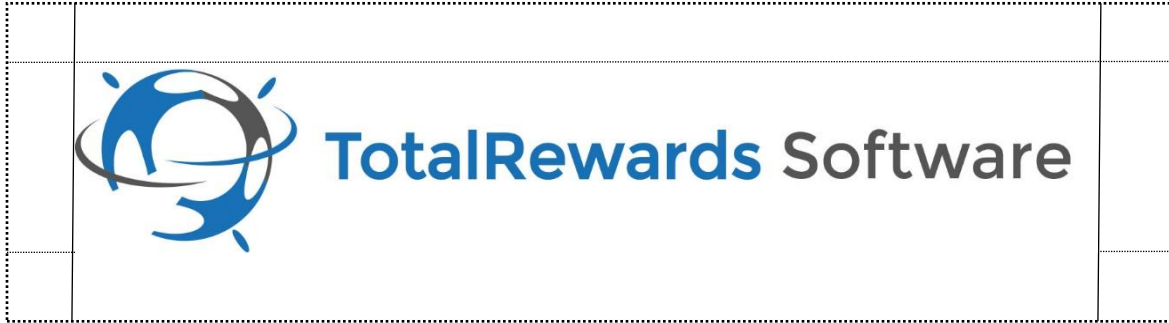
TotalRewards Software

WORD MARK

Clearspace & Sizing

CLEARSPACE

The TotalRewards logo and TotalRewards mark should always be surrounded by a minimum area of a space. A margin of clear space equivalent to the height of the “T” is drawn around the logo, from the top and bottom of the mark, to create the invisible boundary of isolation. These areas are a minimum and should be increased whenever possible.



MINIMUM SIZE

There are no predetermined sizes for the TotalRewards logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum for the TotalRewards logo. Minimum sizes are shown here:

Digital: 100px

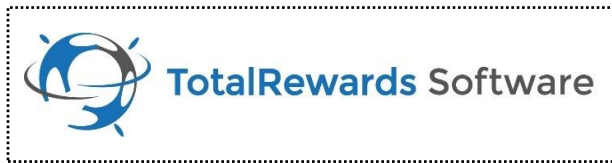


Print: 1 inch width

LOGO USAGE

The TotalRewards wordmark should be used in the main TotalRewards blue. Blacks may be used but should be generally avoided. The transparent TotalRewards logo is ideal for use over images and colored backgrounds. When placing over photography, ensure contrast by placing over dark area, find negative space. Ideal placement of TotalRewards logo is in the top right-hand corner of any letterhead or image whenever possible.

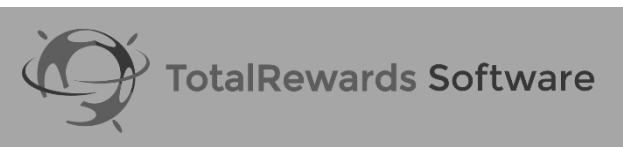
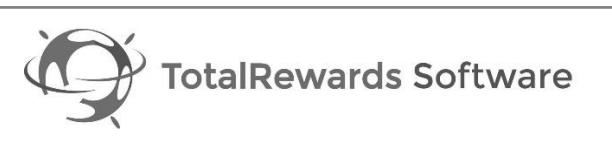
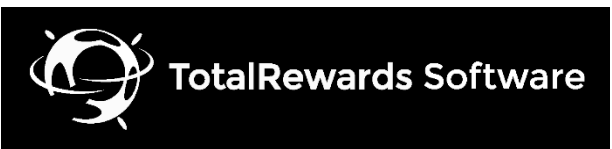
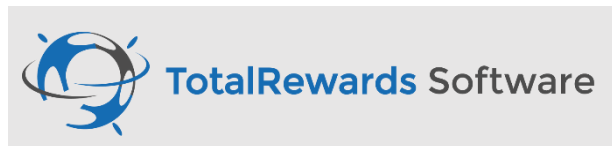
Ideal:



Ideal use of the TotalRewards logo is in full color with TotalRewards blue on white background

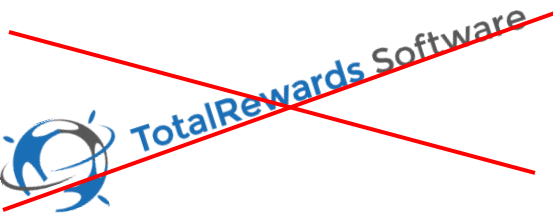


Acceptable:



Incorrect:

When using the TotalRewards logo the following may not use at any time. TotalRewards logo may not be used in any color or over any color but the accepted TotalRewards branded colors. TotalRewards logo may not be rotated, stacked, distorted, stretched or altered in any other way. TotalRewards logo may not have drop shadows, bevels, blurred or any other effects such as gradients or transparency. Below are examples of incorrect usage of the TotalRewards logo:



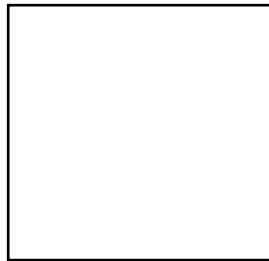
PRIMARY COLOR



#1870B7



#555555



#FFFFFF

SECONDARY COLORS



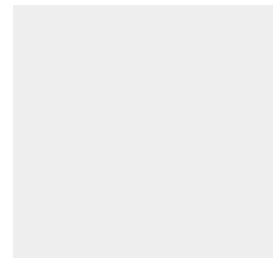
#FFD14A



#444444



#DADADA



#EEEEEE

TITLE FONTS

Calibri light is our primary font for titles

BODY FONTS

Calibri light is our primary font for body