

FlexiTime brand guidelines

Logo Spacing

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



Using Our Logos

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.

EMAIL SIGNATURE EXAMPLE

Carol Meyer

Founder of Partner Firm

027 123 4567

www.flexitime.works



Photography overlay

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



Brand Colours



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%**

Incorrect Alterations

FlexiTime

Don't use just the word



 FlexiTime

Don't change the colour



 FlexiTime

Don't add shadows or effects



 FlexiTime

Don't outline the logo



 FlexiTime

Don't squish or elongate



 FlexiTime
No hassle payroll &
timesheets

Don't add a different tagline



