

# Brand Guidelines

## Our Logo



## Our Logo/Clear space



## Our Logo/Colorways



# Our Logomark



Our logomark can only be used on its own if it's enclosed within a solid shape. Such enclosure helps ensure that our logomark appears balanced and distinct from other design elements.

In situations where space is limited, such as on small promotional items or social media profile pictures, using only the logomark can be a practical solution. However, it's important to ensure that the logomark remains recognizable and retains its impact without the logotype.



We recommend optically aligning the logomark if it is placed in a circle. Putting the logomark in the mathematical center of a circle will create an optical illusion making it appear imbalanced (misaligned).



— Optically aligned logomark

- - - Logomark sits in the mathematical center of the circle

# Our Logo/Misuse

## DON'Ts

Our logo should always present a consistent appearance across all communications. To protect its integrity, the following examples highlight ways it should NOT be used.\*



DON'T STACK THE LOGO ELEMENTS



DON'T STRETCH THE LOGO



DON'T USE NON-BRANDED COLORS



DON'T OUTLINE THE LOGO



DON'T USE GRADIENTS



DON'T CHANGE THE LOGOTYPE



DON'T PLACE ON A BUSY BACKGROUND

# Main Typography

**Aa**

**Aa**

## Diagramm

Headline Typeface

ABCDE FGHIJ KLMNO PQRST UVWXYZ  
abcde fghij klmno pqrst uvwxyz

## Basic Sans

Body Typeface

ABCDE FGHIJ KLMNO PQRST UVWXYZ  
abcde fghij klmno pqrst uvwxyz

# Typography for Google Suite & Email

---

Google Slides,  
Google Docs

Headline font

**Poppins Extra Bold**

ABCDE FGHIJ KLMNO PQRST UVWXYZ  
abcde fghij klmno pqrst uvwxyz

Subhead & Body font

Inter - Regular

ABCDE FGHIJ KLMNO PQRST UVWXYZ  
abcde fghij klmno pqrst uvwxyz

---

Email

Headline font

**Arial Bold**

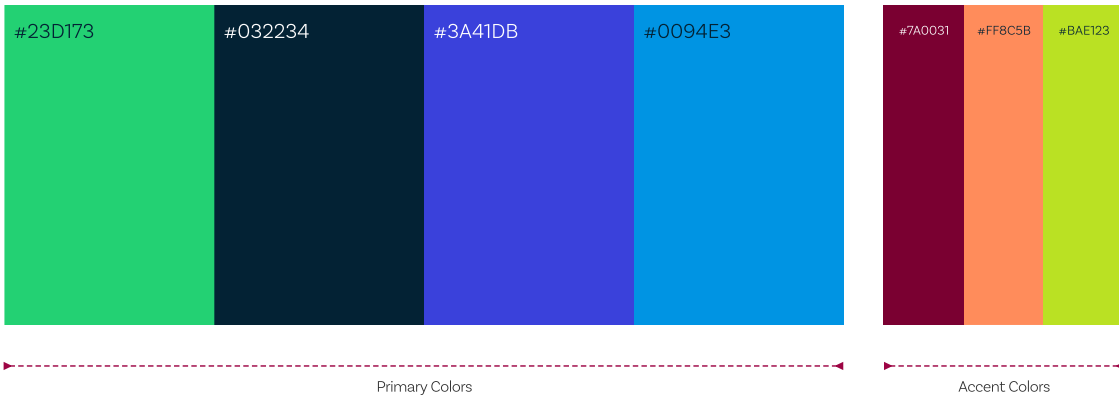
ABCDE FGHIJ KLMNO PQRST UVWXYZ  
abcde fghij klmno pqrst uvwxyz

Subhead & Body font

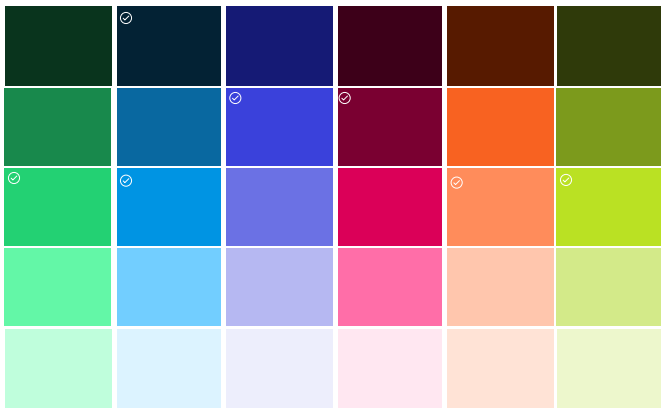
Arial Regular

ABCDE FGHIJ KLMNO PQRST UVWXYZ  
abcde fghij klmno pqrst uvwxyz

# Color Palette



# Extended Color Palette



# Typography and Color

## PRIMARY COMBINATIONS

We recommend using the following combinations of font and background colors to ensure optimal legibility and sufficient contrast. These pairings are designed to enhance readability and maintain visual appeal across various formats.

ⓘ We prefer to use our branded orange ■ #FF8C5B as a text highlighter color.

Unlock the power  
of **not** doing your payroll

Unlock the power  
of **not** doing your payroll

Unlock the power  
of **not** doing your payroll

Unlock the power  
of **not** doing your payroll

Unlock the power  
of **not** doing your payroll

Unlock the power  
of **not** doing your payroll

Unlock the power  
of **not** doing your payroll

Unlock the power  
of **not** doing your payroll

# Typography and Color

## MONOCHROMATIC COMBINATIONS

Monochromatic color combinations involve using variations of a single color. These color palettes work well in secondary banners, email headers, warning or notice messages, and ads.

Unlock the power  
of **not** doing your payroll

Unlock the power  
of **not** doing your payroll

Unlock the power  
of **not** doing your payroll

Unlock the power  
of **not** doing your payroll

Unlock the power  
of **not** doing your payroll

Unlock the power  
of **not** doing your payroll



### Highlighter color

Notice that the text highlighter color is the same as in primary color combinations ■ #FF8C5B.

# Imagery

## ILLUSTRATIONS

Fingercheck's illustrations make our brand more visually appealing, approachable, and relatable. These illustrations are particularly effective in communicating abstract ideas and concepts related to our product. They have the ability to convey meaning beyond just a physical representation, and can create a lasting impact in a way that photography cannot.

Our fun looking yet minimal illustrations use organic shapes, curvy lines and a limited color palette, which can make them more suitable for different audiences, regardless of age, culture or background.

These clean and lively graphics are perfect for use as empty state illustrations for websites and applications.

[Illustrations Library](#)



# Imagery

## PHOTOGRAPHY

Using candid photos, also known as real-life or natural photos, can be an effective way to add authenticity and relatability to Fingercheck's brand messaging and visuals. Candid photos capture real-life situations, emotions and moments that can evoke a sense of familiarity and trust in the audience.

Here are a few tips on how to best use photos in Fingercheck's branding:

**Use real-life scenarios:** Photos should depict real-life situations, emotions, and moments that are relatable to the target audience.

**Use diverse images:** Representing diversity in photos can help to create a more inclusive and authentic image for the brand.

**Use natural and unposed images:** Photos should be natural and unposed, as they can help to create a sense of authenticity and relatability.

**Use images that reflect the brand's values:** Photos should align with the overall values of the brand, such as trust, positivity, inclusivity, and authenticity.

**Use images that can evoke emotions:** Photos should evoke emotions in the audience, such as happiness, trust, which can create a deeper emotional connection with the audience.

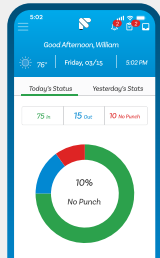


# Imagery

## BRANDED SHAPES & PATTERNS

We chose the ring shape as our main visual device. It symbolizes continuity, efficiency, and completeness and represents the seamless flow of automated processes in Fingercheck's products and solutions.

Most of Fingercheck's secondary shapes are designed by scaling, repeating, rotating or cropping of a ring shape. These shapes can be incorporated into the background of a creative asset to introduce visual diversity or to better manage the visual space.



Why did we choose the ring shape? The answer is simple, our mobile and web apps utilize a ring shaped pie chart as the most prominent element of the main dashboard.

### 1. Dominant Shape

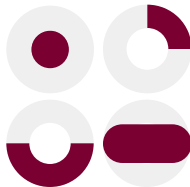
The ring is our dominant shape. It can be used on its own or as a part of a background composition.



### 2. Subdominant Shapes

Adding subdominant helps to make the visual composition more diverse and visually exciting.

These shapes come from the sections of the ring or the circular space that the ring incloses.



### 3. Subordinate Shapes

Subordinate shapes are diamond or a star shapes that come from an intersection of four rings. These shapes can add a joyful spark to the visual composition. Placed next to a headline, the sparks will add an additional joyful emphasis.



Our logomark can be a fantastic addition to your abstract shape composition.

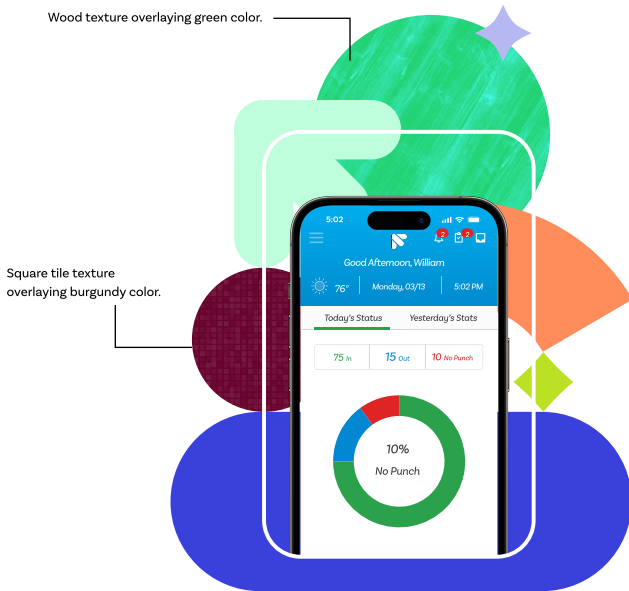


# Imagery

## BRANDED SHAPES & TEXTURES

You can introduce more visual interest by adding diverse textures to the branded shapes and background, giving the design a unique and dynamic feel. You have the creative freedom to experiment with any textures, as long as they complement the overall design and don't disrupt the visual harmony. You can play with opacity and blending modes to achieve a balanced look that complements the overall design. It's important that the textures enhance the aesthetic without overpowering the composition or drawing attention away from the core information being communicated.

The goal is to add interest without overwhelming or distracting from the core information.



# Iconography

Our team relies exclusively on Iconnoir's open source library for all our icon requirements. We have a strong preference for the outlined style, as it aligns well with our design philosophy and visual aesthetic. Iconnoir's comprehensive collection provides a consistent and flexible solution, ensuring that our iconography remains cohesive across various platforms and projects. The outlined icons offer a clean, modern look that enhances user interfaces while maintaining clarity and simplicity.

[iconnoir.com](https://iconnoir.com)



# Iconography/Our Solutions



## Unlimited Payroll

Cut costs in half with a low, single monthly fee - no matter how often you run payroll.



## Pay On-Demand

Pay your employees now for wages they already have earned.



## Next-Day Pay\*

Run payroll by 6:15 p.m. EST the day before payday if you've missed the due date. \*Fees may apply.



## Expense Tracking

Integrates with your employee payroll data to streamline reimbursements and direct deposits.



## PayCards

Reloadable pay cards are the alternative to direct deposit and paper checks.



## Time Tracking

Monitor people and profitability with time-tracking software and time clock technology.



## Time Clocks

Track time with our latest no-contact time clock that even works with face masks.



## Scheduling & Team Chat

Create employee schedules quickly and share them in one easy-to-use platform.



## Hiring

Make the hiring process more efficient by tracking all postings, applicants, résumés and interviews in one place.



## Onboarding

Engage new hires with a simple, streamlined onboarding process so they can hit the ground running.



## People Management

Focus on profitability while ensuring flexible and mobile solutions in people management.



## 401(k) Integrations

Choose from various plans through our two-way integrations with the leading 401(k) providers.



## Ben Admin

Simplify the complex management employee benefits with a single, all-in-one provider.



## Workers' Comp Insurance

Pay premiums based on actual wages and avoid year-end surprises.



## Workflows

Automate repeatable business tasks and minimize the room for errors while increasing efficiency.

# Making the brand elements work together

## THE CREATIVE PROCESS

Let's design a simple banner incorporating several of Fingercheck's brand elements.

To start, we need to select the right background color. When choosing a background, it's crucial to consider the environment where the creative will be placed and its purpose.

If the goal is to grab attention, aim for color combinations that maximize visual contrast with the surrounding environment. For this, we suggest using primary color combinations, as they tend to stand out effectively. A good starting point is our default combination: white text on a dark navy background. This pairing provides strong contrast and readability while staying consistent with Fingercheck's branding. If the information being conveyed is of secondary importance, you can opt

for secondary color combinations instead. These colors are less bold but still support the design, helping the content blend more subtly into the overall visual hierarchy while maintaining coherence with the brand's style.

Next, we will add Fingercheck's logo. Please, review 'Our Logo' section in order to make a proper selection.

Once the logo is in place, the next step is to add the text copy and establish a clear typographic hierarchy. This ensures that the most important information stands out, guiding the viewer's attention in a logical flow. By varying font sizes, weights, and styles, we can create a structured and visually appealing layout that communicates the message effectively while maintaining consistency with the overall design.

If the dimensions of your creative allow for it, you can incorporate an image. In some cases, a few branded shapes may be enough to enhance the design (just be sure to position them strategically to guide the viewer's eye through the copy toward the CTA).

In other cases, you can implement a stock photo, complemented by small branded shapes or even a collage of shapes, photos, and UI elements. Use your creative judgment to determine the best approach, ensuring the design remains cohesive and visually engaging without overwhelming the overall layout.

### 1. Select the background color



### 2. Add Fingercheck's logo



### 3. Add text copy and establish typographic hierarchy



# Making the brand elements work together

4. Add imagery.

**fingercheck**

## Unlock the power of **not** doing your payroll

Automate your payroll and HR systems with Fingercheck. All of the perks of enterprise-level payroll and HR management, with none of the effort.

[Learn More](#)




**fingercheck**

## Say goodbye to manual timesheets

It's time to automate your business with Fingercheck

[Sign Up](#) [Log In](#)



**Current Pay Hours**

- Worked
- Break
- Absence
- Premium
- Overtime

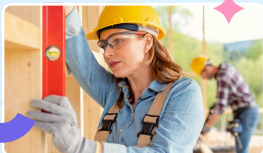
477:33

38.0000 1,226.34 178.00

**fingercheck**

## To build a smarter business, you need the **right** tools.

[Sign Up](#) [Log In](#)




**fingercheck**

## Working hard *and* hardly working?

That's the power of business automation with Fingercheck

[Sign Up](#) [Log In](#)



# Making the brand elements work together

**Happy Anniversary Nahida!**





fingercheck

MANAGEMENT SOLUTIONS

**The Mobile Solution for Hourly Business**

Get Started




Fingercheck's Time Tracking lets you and your team manage attendance from anywhere.

fingercheck

fingercheck

ENCOMPASS

**Find talent that fits with your company culture!**




Dear {{Recipient.FirstName}},

We're excited to announce a new partnership with **The Encompass Group**, a leading resource for talent acquisition that can help you fill

**Payroll Pro Insights**

Leave your desk behind, work from wherever, whenever, and how to save time and money, all here.



 **Thank You!**



**Christian Kunkel**

Chief Marketing Officer

[ckunkel@fingercheck.com](mailto:ckunkel@fingercheck.com)