



Wholesale Payroll

Brand Guidelines

2021

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Creative brief

The WholesalePayroll brand is the first in a series of products to be built under the same software suite. For that reason, the logo was designed to accommodate a two-word product name. The font is Work Sans, a clean easy to read san serif font with good balance and multiple line weights. The mark was inspired by the Adobe Creative Cloud periodic table logo pattern. The font used for the mark is GAOEL which has enough variation to keep each product in the suite unique in a global product market. The mark comes in two tones, glossy and flat. Glossy should be used for digital and print. Flat should be used for apparel and instances where the color profile needs to be kept to a minimum.

Wholesale Payroll 

01

Brand mark

Mark origins



Adobe Suite Pattern



GAOEL Font Family



LOGO MARK

Logo mark



MAIN VARIANT



RED THEME VARIANT

#2CDD99

02

Logotype

The Work Sans type was chosen based on our need for a clean and readable font at small and large sizes. The words are combined and the letter spacing has been reduced to tighten the overall width. Two different font weights from the same Work Sans family are used to create visual separation.

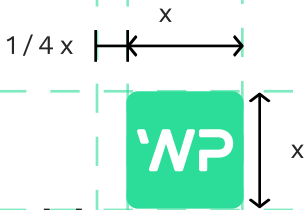
Horizontal logo

The logo consists of a symbol and a typeface. When the width is much greater than the height (form-strip), the logo of this design is used.



Logo construction

Wholesale Payroll



Mono color logo



Background color logo



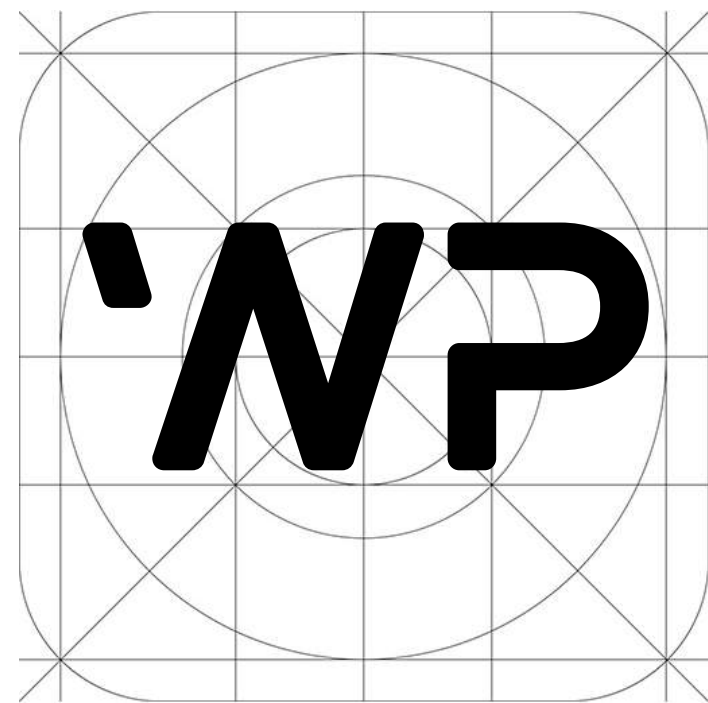
Without Mark

Wholesale Payroll

Wholesale Payroll

Wholesale Payroll

Thumbnail mark



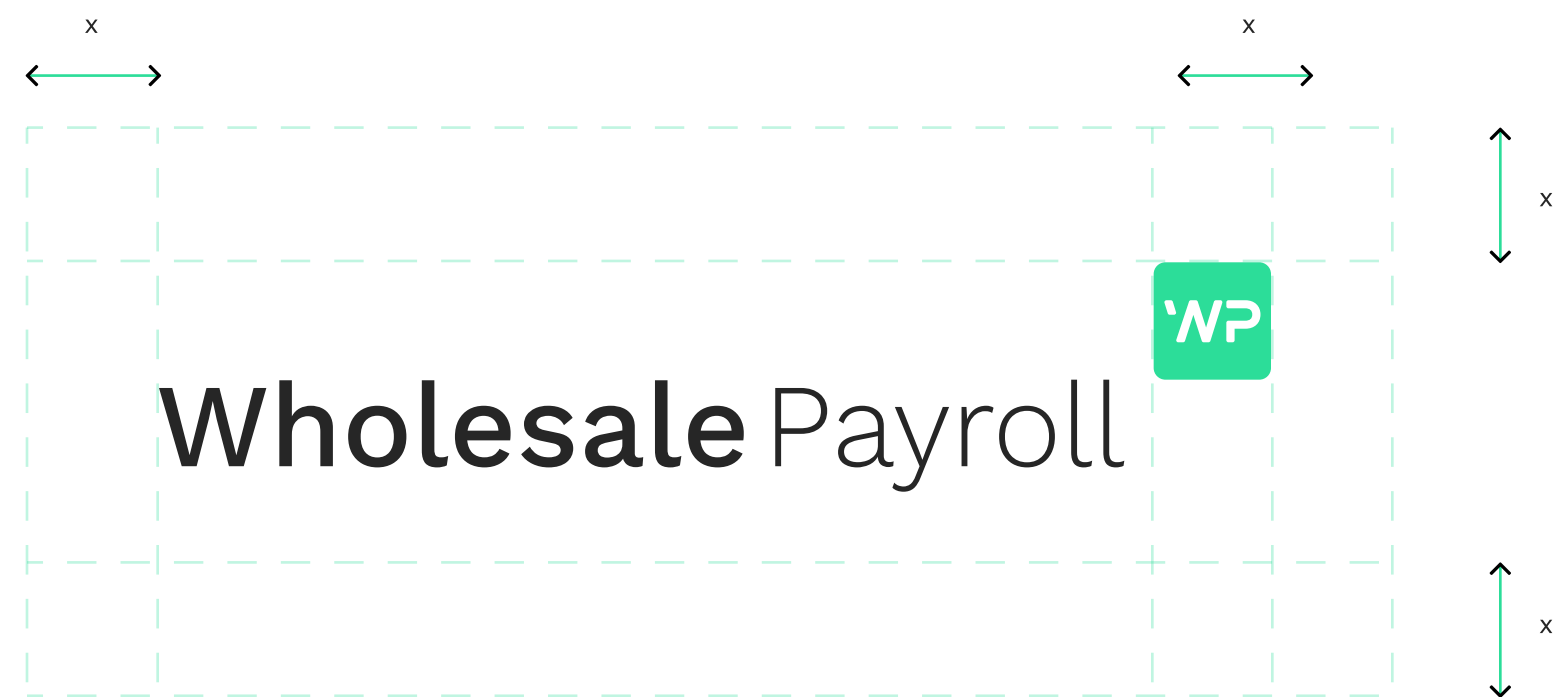
#074582



#2CDD99

Safe zone

To ensure the integrity and legibility of the logo, the area directly surrounding should be protected.



03

Color pallete

Color pallete

Main Color

#2CDD99

R: 44

G: 221

B: 153

Complimentary Color

#074582

R: 7

G: 69

B: 130

Font Color

#262626

R: 38

G: 38

B: 38

Grays

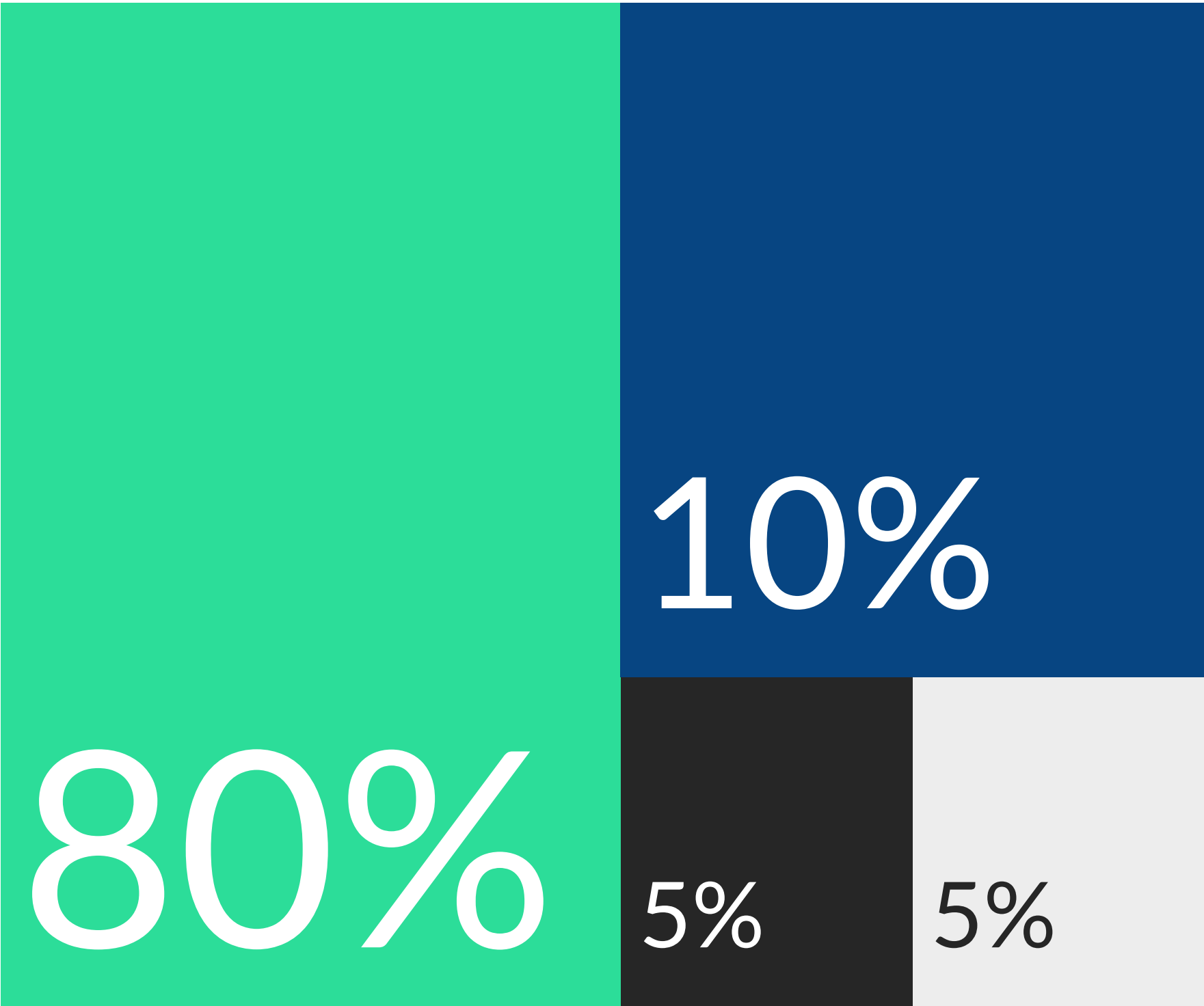
#EDEDED

R: 237

G: 237

B: 237

Color usage



04

Typography

Main font

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789%!.@#\$%^&*?+

Work Sans Hairline
Work Sans Light
Work Sans Regular
Work Sans Bold
Work Sans Black

Supporting font

For digital applications, we will use Noto Sans because of its large internationalization and localization support. This will make scaling our digital application on a global scale easier.

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789%!.@#\$%^&*?+

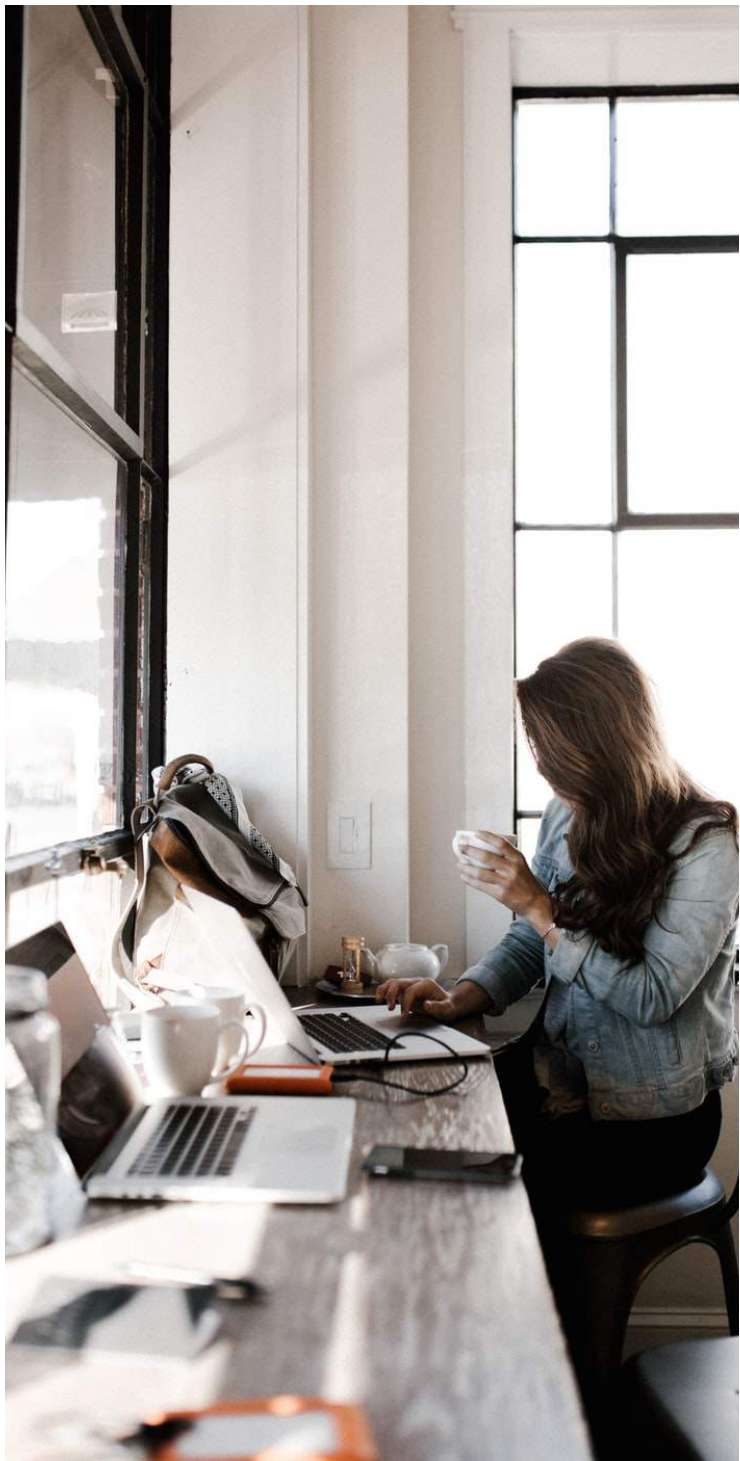
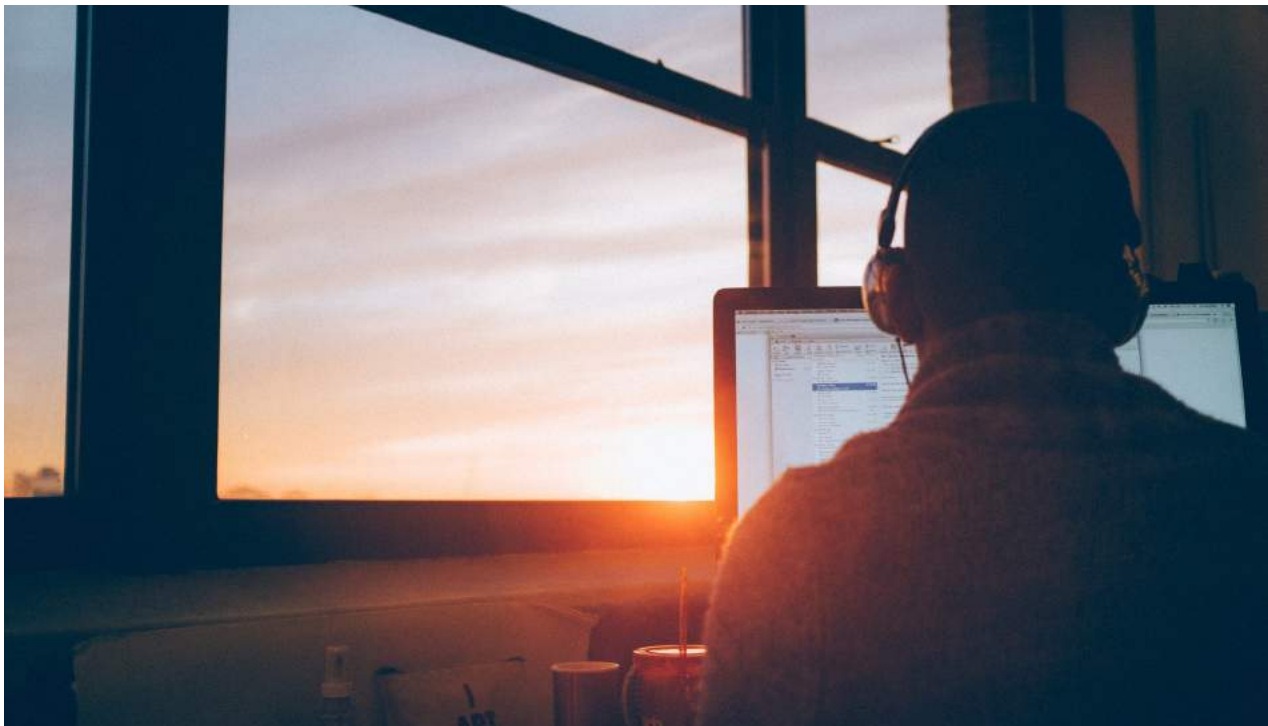
Noto Sans Light

Noto Sans Regular

Noto Sans Bold

Photography

Our photographic images will be authentic, positive, and integrated into the context they are supporting. We will not use overly staged stock photography. DataSetGo imagery should highlight people's lives and their Journey. Our photos should speak to our platform's role in helping companies and workers get work done quickly and efficiently, which subsequently will improve the lives of those using the products.



Business card



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