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<p>name: Blue 200 cmyk: 025.000.000.000 rgb: 182.229.255 hex: #B6E5FF pms: 290 C</p>	<p>name: Yellow 200 cmyk: 001.013.061.000 rgb: 255.219.123 hex: #FDB7B pms: 2004 C</p>	<p>name: Green 200 cmyk: 055.000.045.000 rgb: 101.201.163 hex: #65C9A3 pms: 346 C</p>	<p>name: Red 200 cmyk: 000.043.042.000 rgb: 255.159.130 hex: #F9F82 pms: 1625 C</p>	<p>name: Purple 200 cmyk: 028.034.000.000 rgb: 186.170.249 hex: #BAAAF9 pms: 264 C</p>	<p>name: Gray 100 cmyk: 002.001.000.000 rgb: 247.248.251 hex: #F7FBFB pms: 656 C</p>
<p>name: Blue 400 cmyk: 058.015.000.000 rgb: 082.176.255 hex: #52B0FF pms: 298 C</p>	<p>name: Yellow 400 cmyk: 004.029.100.000 rgb: 243.183.21 hex: #F3B715 pms: 1235 C</p>	<p>name: Green 400 cmyk: 078.011.072.000 rgb: 000.166.108 hex: #00A66C pms: 2251 C</p>	<p>name: Red 400 cmyk: 005.078.090.003 rgb: 223.90.49 hex: #DFA5A1 pms: 7579 C</p>	<p>name: Purple 400 cmyk: 050.055.000.000 rgb: 138.115.229 hex: #B473E5 pms: 2101 C</p>	<p>name: Gray 300 cmyk: 013.009.007.000 rgb: 217.220.225 hex: #D9DCE1 pms: 7541 C</p>
<p>name: Blue 600 cmyk: 100.097.030.023 rgb: 021.036.109 hex: #15246D pms: 2756 C</p>	<p>name: Yellow 600 cmyk: 027.052.100.025 rgb: 158.100.005 hex: #9E6405 pms: 132 C</p>	<p>name: Green 600 cmyk: 085.030.082.017 rgb: 1.122.78 hex: #01TA4E pms: 7726 C</p>	<p>name: Red 600 cmyk: 029.088.095.030 rgb: 142.47.26 hex: #8E2F1A pms: 7526 C</p>	<p>name: Purple 600 cmyk: 085.096.25.23 rgb: 69.44.108 hex: #452C6C pms: 3566 C</p>	<p>name: Gray 500 cmyk: 063.054.047.021 rgb: 094.097.103 hex: #5E6167 pms: 4195 C</p>
					<p>name: Black cmyk: 074.067.064.075 rgb: 028.029.031 hex: #1C1D1F pms: 419 C</p>

Justworks

Justworks provides payroll, benefits, HR, and compliance support for US-based businesses, allowing them to grow with confidence. Order developed and type-driven identity system centered around a custom typeface designed in collaboration with Colophon Foundry ↗.

As Justworks customers ourselves, we have seen firsthand their obsession with customer service and support. That simple idea – support – was the starting point for the updated wordmark and visual system.

Identity

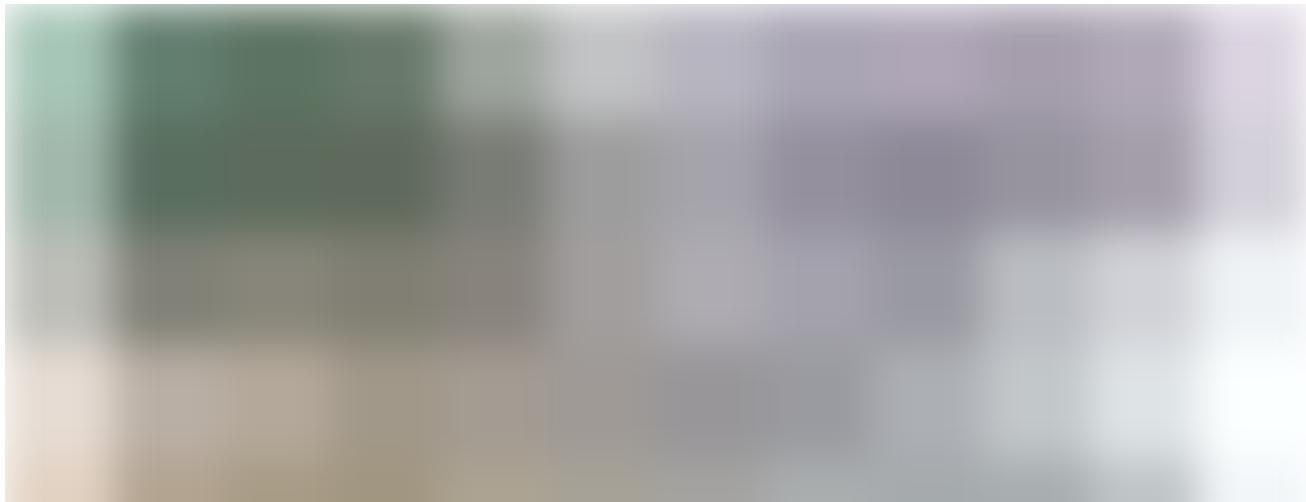
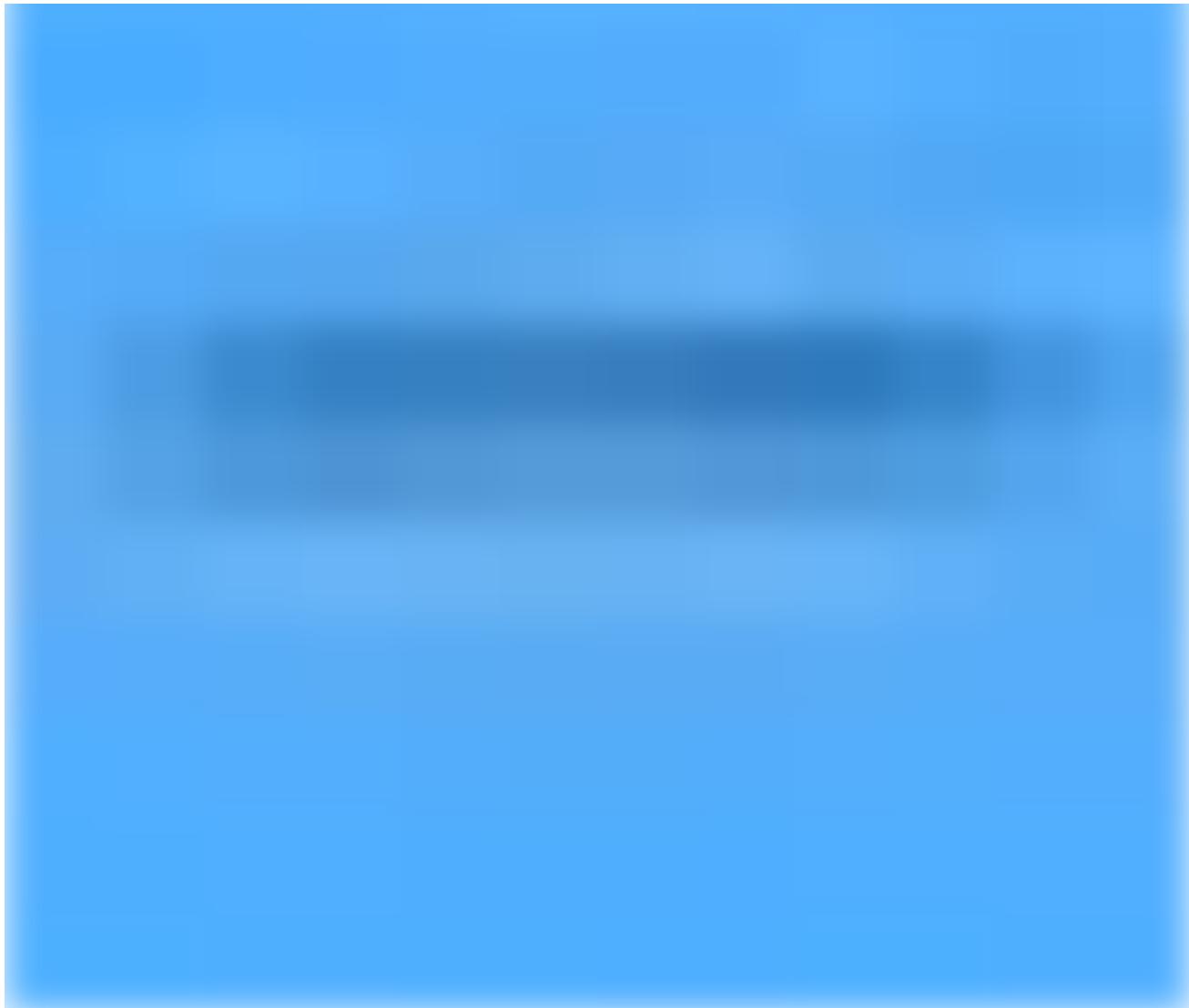
Typeface

Guidelines

Collaborators

Colophon Type Foundry ↗

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Order collaborated with [Colophon](#)

[Foundry](#) in London to design “Oately”, a typeface inspired by late 19th century Sans Serifs and named after the Justworks CEO and founder, Isaac Oates. The goal was to create a utilitarian typeface with a personality that could be used exclusively across the organization.



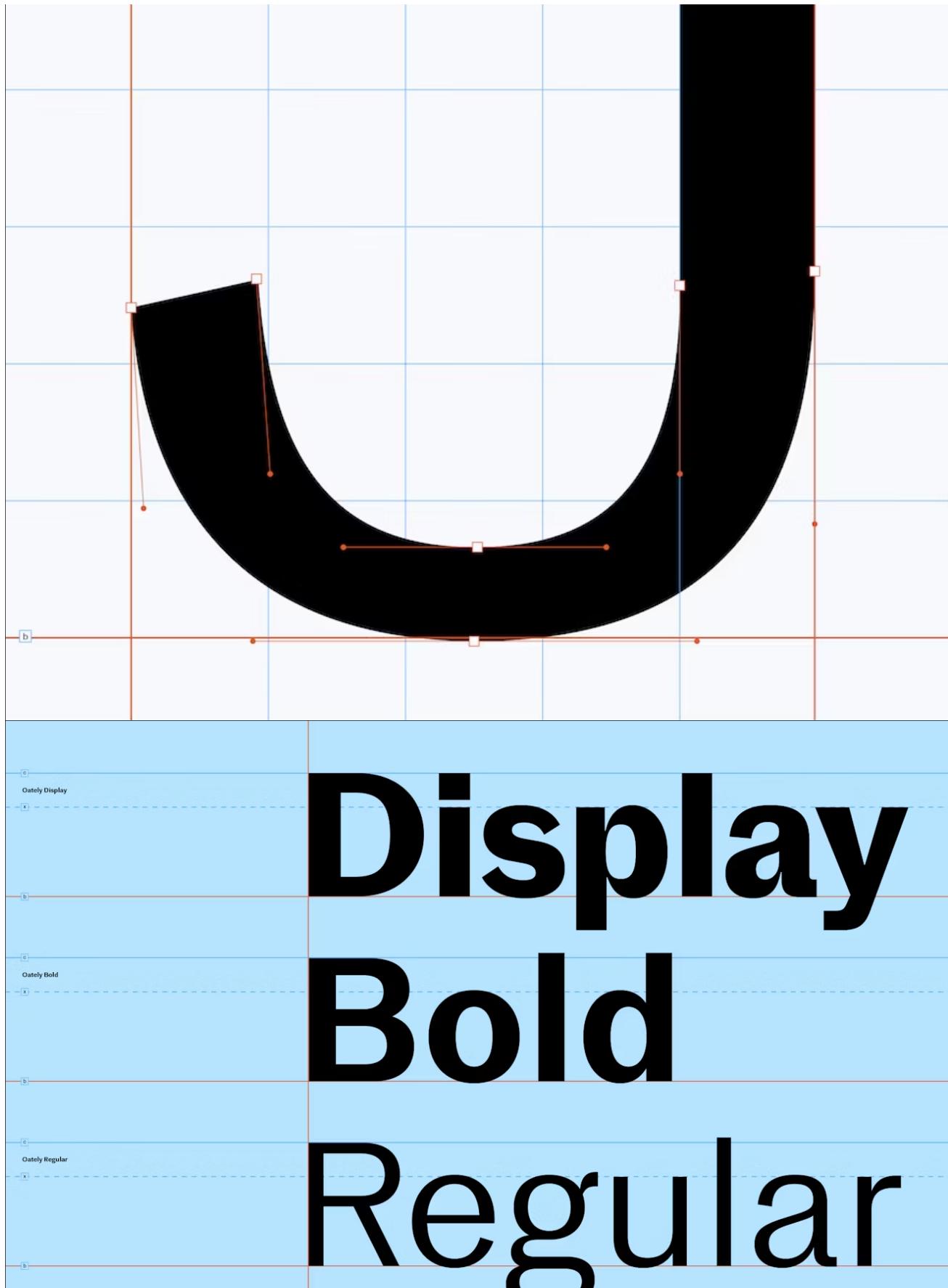
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Typeface: Oately
Style: Regular
Name: J

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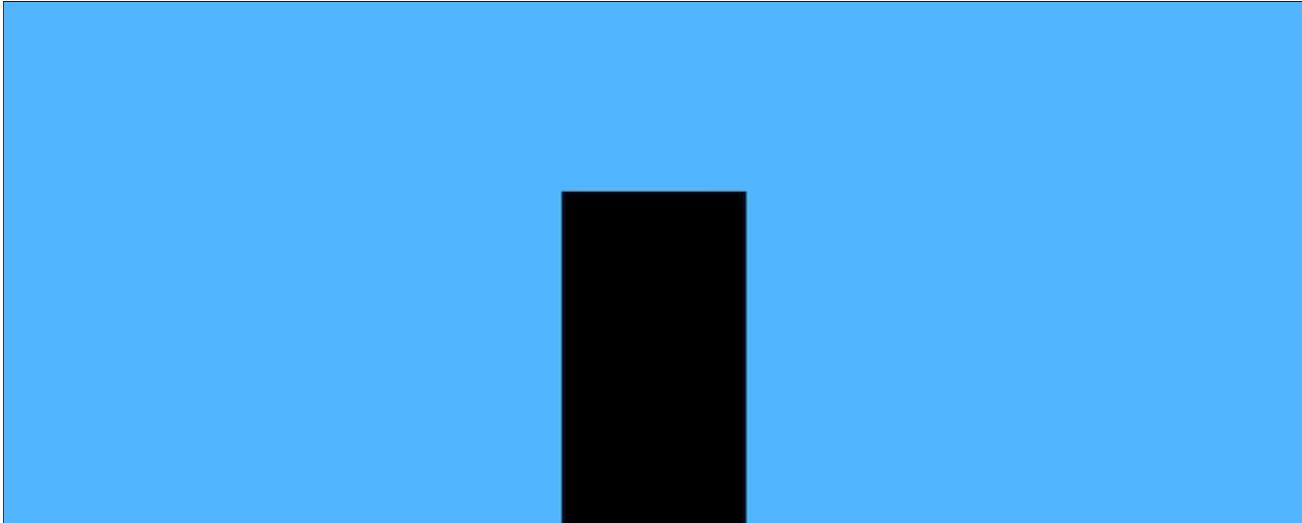


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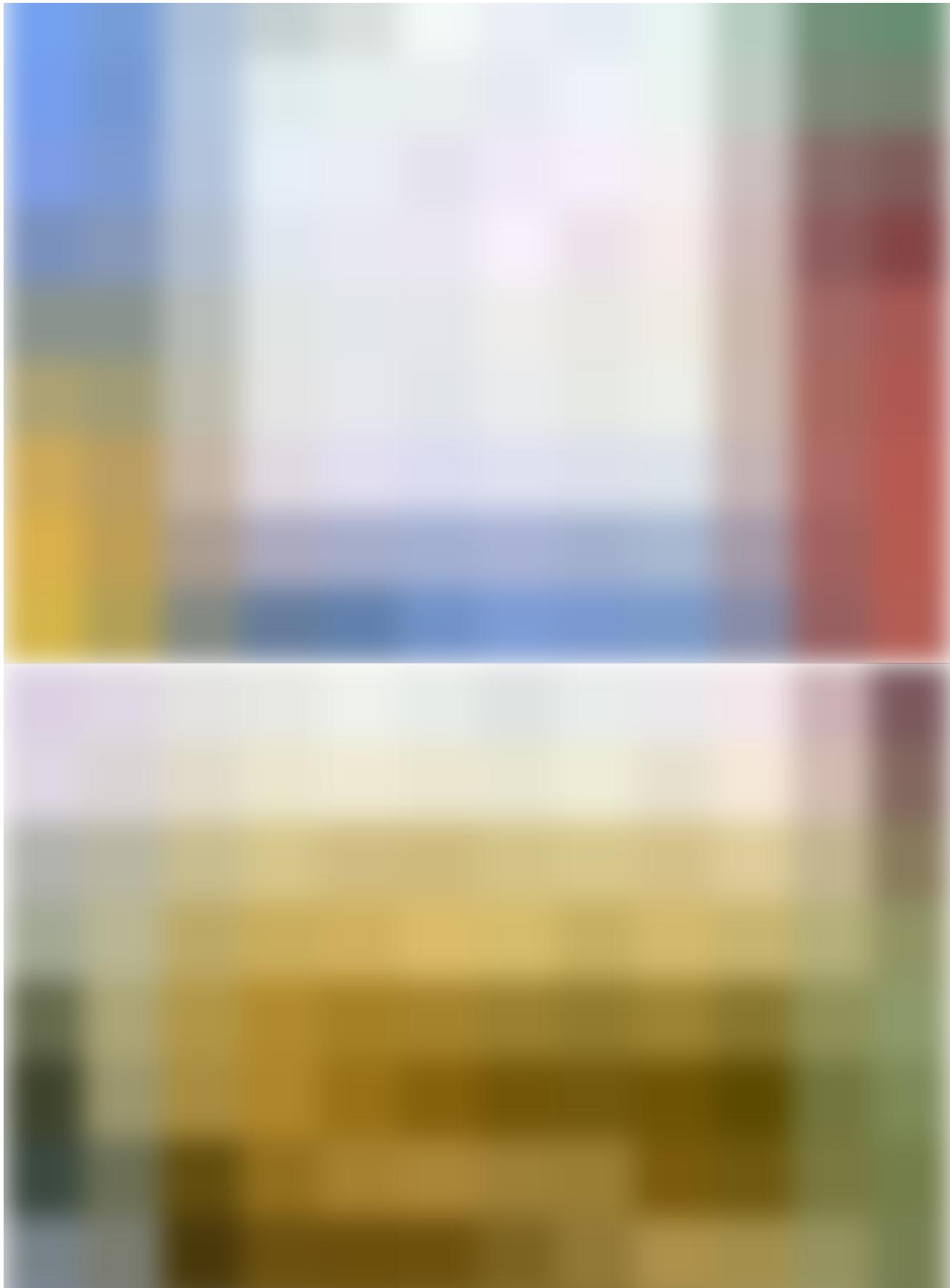
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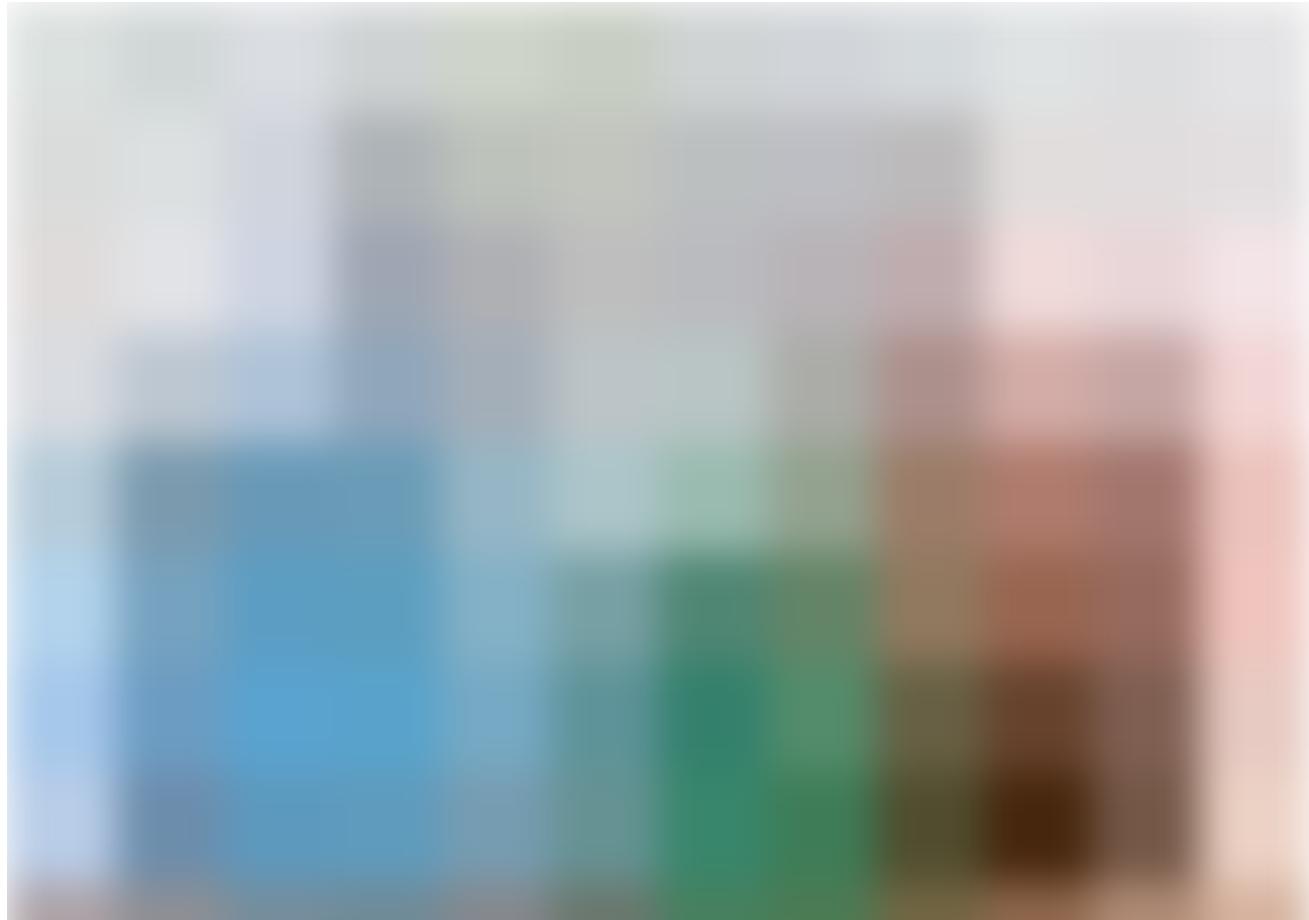
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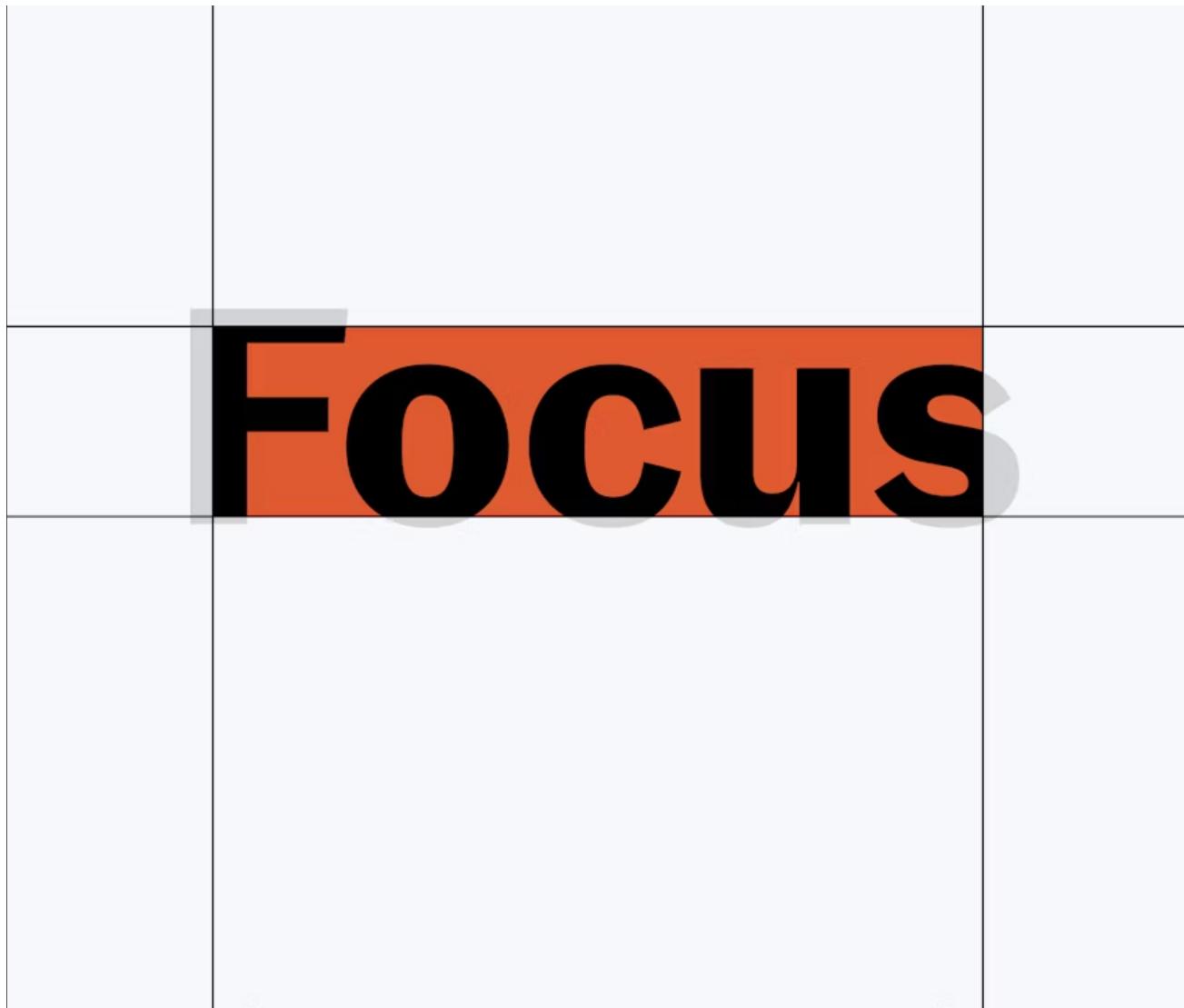


Support

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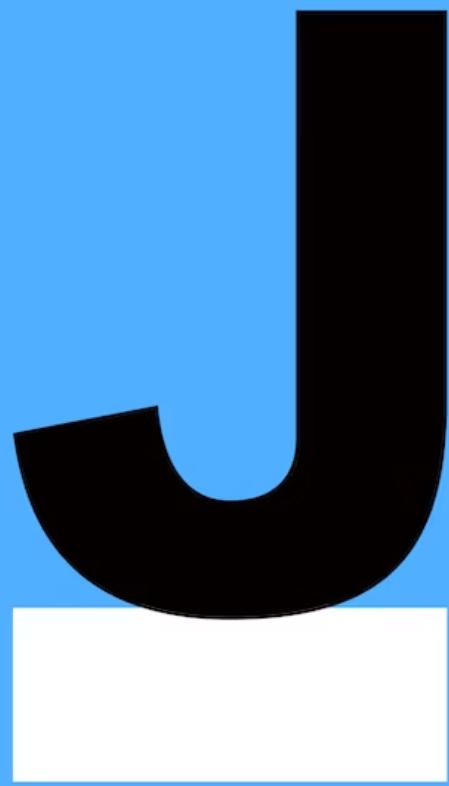


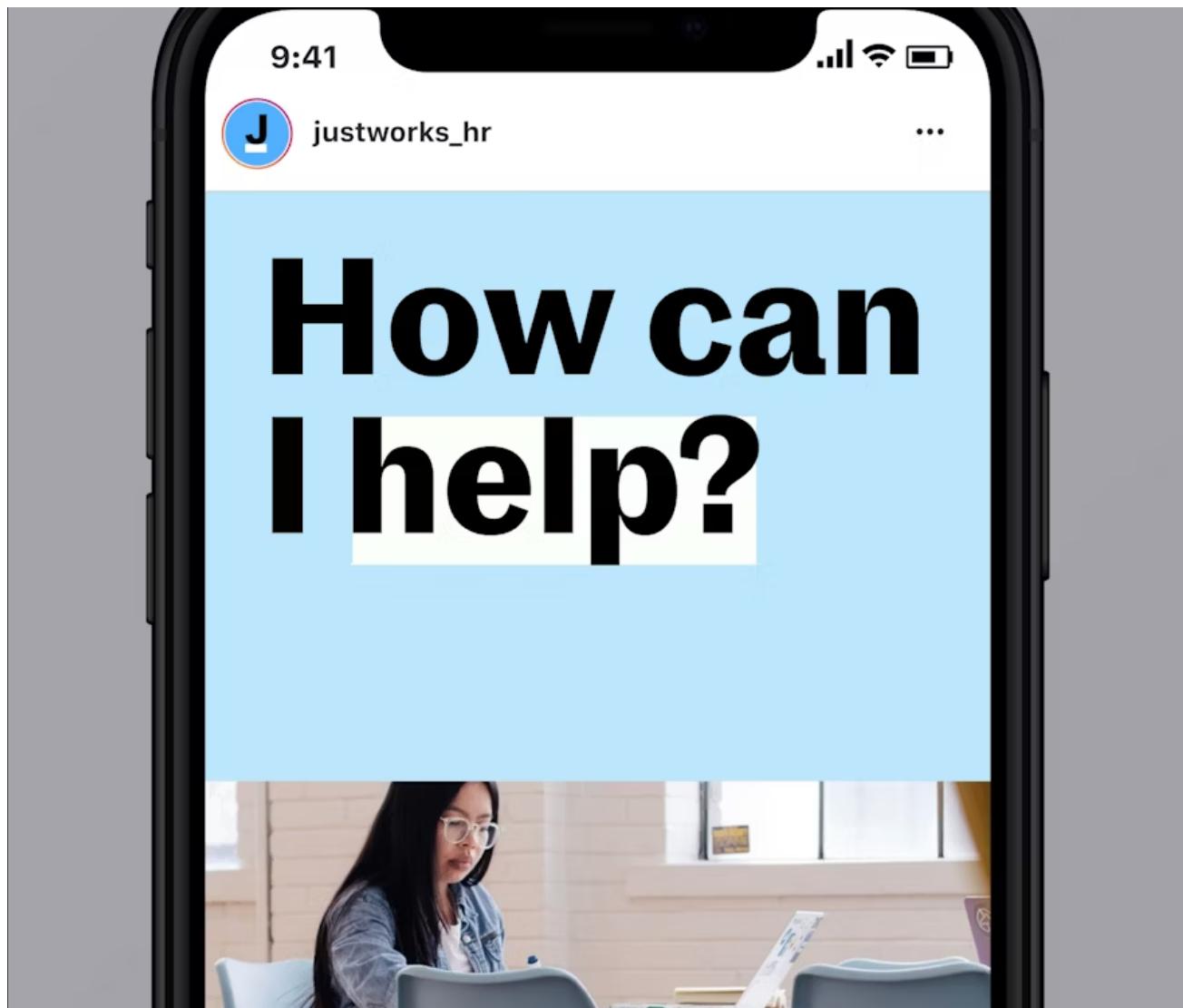
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Support, highlight, and focus are the three pillars of the visual system. Combined, they provide a flexible framework for Justworks to deploy to any application.

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name: Blue 600	name: Yellow 600	name: Green 600	name: Red 600	Name: Purple 600	name: Gray 500

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The updated color palette evolves
Justworks' previous brand colors,
retaining a focus on blue while adding
brighter highlights.



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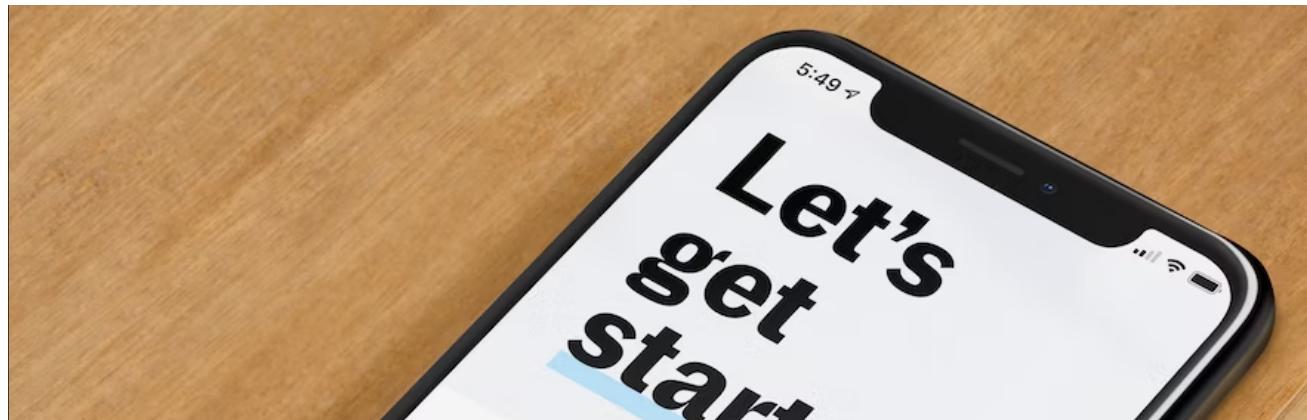
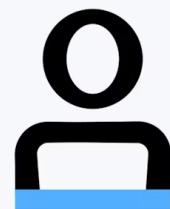
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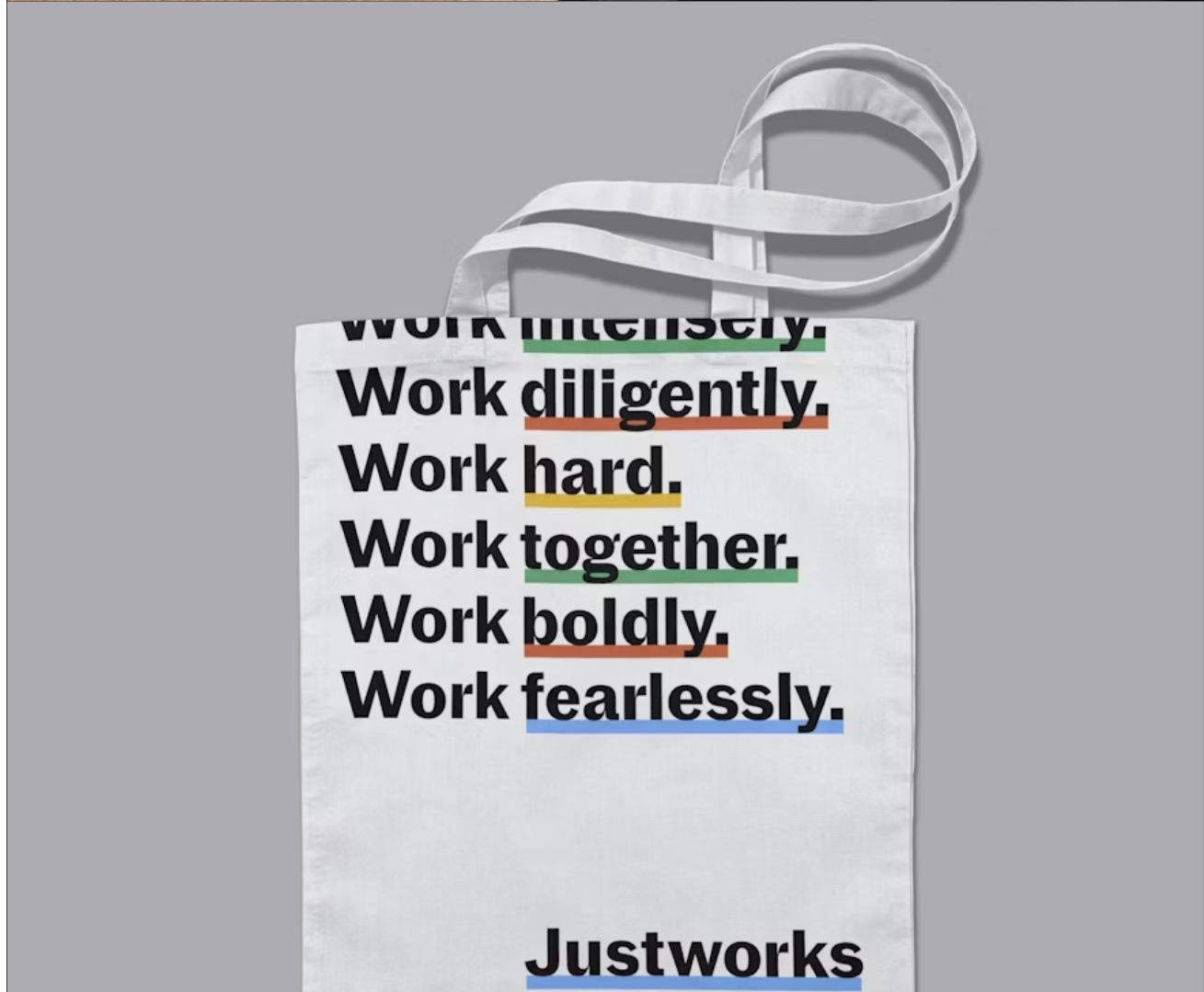
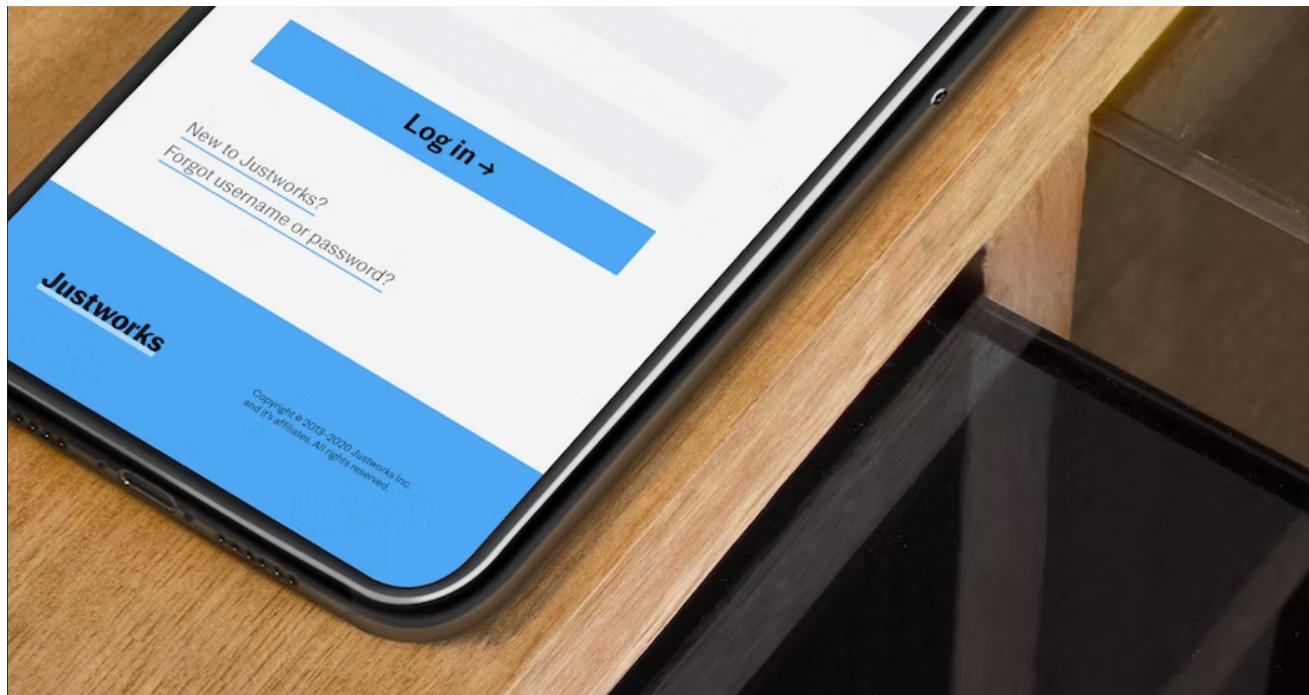
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Oately was designed to perform best on screen in the Justworks application.



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The screenshot shows the Justworks mobile application interface. At the top, there is a blue header bar with the "JUSTWORKS" logo. Below the header, the main content area has a light gray background. On the left side, there is a vertical navigation menu with two main sections: "Company" and "You". The "Company" section contains links for "Directory" and "Calendar". The "You" section contains links for "Paystubs", "Time off", "Benefits", and "Documents →". The "Documents →" link is underlined, indicating it is the active or selected section. To the right of the navigation menu, the main content area displays a "Welcome!" message and a "Your Documents" section. This section includes a heading "Company-wide documents" and four large, bold, black text blocks representing document sets: "2018–2019 A", "2018–2019 A", "2019–2020 A", and "2019–2020 A".

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