**SmartAmps HRMS: Brand Guidelines**

**1. Introduction**

**About the Brand**

SmartAmps HRMS, powered by Dataamps, is a cutting-edge HR Management System designed to empower organizations with data-driven insights and streamline their HR operations. Our software solution offers intuitive and powerful tools for payroll, employee performance, analytics, and automation, enabling businesses to make informed decisions and cultivate a more connected workforce.

**Mission:** To amplify HR efficiency through innovative technology and data intelligence.

**Vision:** Revolutionize HR with smart, actionable insights for a more connected workforce.

**Tagline:** "Amplify Your HR with Intelligence"

**2. Logo Usage**

**Primary Logo**

* Display the SmartAmps HRMS logo prominently, with the tagline "powered by Dataamps" underneath.
* Use the full-color logo on light backgrounds. On darker backgrounds, apply the white version for visibility.

**Logo Clear Space**

* Maintain a clear space around the logo to ensure it is legible and visually distinct. Use the height of the "S" in SmartAmps as the minimum clear space around all sides.

**Logo Minimum Size**

* **Digital:** The logo should not be smaller than 100px in width.
* **Print:** The logo should not be smaller than 1 inch in width.

**Incorrect Usage**

* Do not alter the logo colors.
* Do not stretch or distort the logo.
* Do not add effects like shadows or gradients.

**3. Brand Colors**

**Primary Color:**

* **Electric Blue (#0078D7):** For main elements like headers, icons, and calls to action.

**Secondary Colors:**

* **Steel Gray (#505050):** For text, icons, and secondary UI elements.
* **Lime Green (#A6CE39):** Used sparingly for accents, buttons, or key highlights.

**Neutral Colors:**

* **White (#FFFFFF):** Backgrounds and text for readability.
* **Soft Slate (#D9E2EC):** For subtle backgrounds or section divisions.

**4. Typography**

**Headlines**

* **Poppins Bold:** A rounded sans-serif font that is clean, modern, and approachable. Used for headlines and key messaging.

**Body Text**

* **Roboto Regular:** A sans-serif font ideal for paragraphs, descriptions, and body content.

**Tagline & Accents**

* **Montserrat Light:** A lighter typeface that adds contrast and readability for taglines and supplementary text.

**Hierarchy and Usage**

* **Headers (H1, H2):** Poppins Bold, Electric Blue
* **Subheadings (H3):** Roboto Medium, Steel Gray
* **Body Text:** Roboto Regular, Steel Gray
* **Tagline:** Montserrat Light, Lime Green

**5. Brand Voice & Tone**

**Voice:** Professional, supportive, and insightful.

**Tone:** Confident yet approachable, reflecting a brand that is both innovative and reliable.

**Messaging Samples**

* "Effortlessly manage your HR operations with data-driven insights."
* "Unlock new levels of efficiency and transparency in your HR processes."
* "Empower your employees with self-service tools and intuitive interfaces."

**6. Imagery & Visual Style**

**Imagery Themes**

* Focus on visuals that highlight teamwork, data visualization, and modern workplaces.
* Use images of professionals working together, interacting with digital tools, or reviewing data analytics.

**Illustrations & Icons**

* Include minimalist icons for each module (e.g., payroll, employee self-service, analytics) for quick reference and user-friendly navigation.
* Use the brand colors for illustrations to maintain visual consistency.

**Backgrounds**

* Abstract patterns or gradients in Soft Slate or white are ideal to add subtle texture without distracting from the main content.

**7. Application Examples**

**Website**

* **Landing Page:** Display the logo and tagline prominently, with the hero section showcasing product features.
* **Calls-to-Action (CTA):** Use the accent color (Lime Green) for buttons and action prompts.

**Marketing Materials**

* **Brochure:** Keep a clean, structured layout. Use the primary and secondary colors for titles, headings, and highlights.
* **Social Media:** Use Poppins for quotes or text overlays on images. Apply brand colors for consistency across platforms.

**Product UI**

* Apply Electric Blue for primary buttons and icons.
* Use Steel Gray for sub-menus, tabs, and text fields.
* Include Lime Green sparingly to highlight actionable items or alerts.

**8. Additional Branding Assets**

* **Icon Set:** Include a custom set of icons representing key product features like Payroll, Performance Tracking, Analytics, and Self-Service.
* **Brand Collateral:**
  + **Email Template:** Simple, clean format using brand fonts and colors, including Electric Blue headers and Lime Green CTA buttons.
  + **PowerPoint Template:** Use the primary and secondary colors consistently. Add header fonts in Poppins and body fonts in Roboto.
  + **Business Cards:** Display logo, tagline, and contact information using brand colors.

**9. Contact Information**

For further questions about SmartAmps HRMS branding or usage guidelines, please reach out:

* **Brand & Marketing Contact:** [branding@dataamps.com](https://www.google.com/url?sa=E&q=mailto%3Abranding%40dataamps.com)
* **Product Information:** [info@dataamps.com](https://www.google.com/url?sa=E&q=mailto%3Ainfo%40dataamps.com)
* **Phone:** +91 9354396784