

elementsuite

Powerful. Smart. HR Software.

Our Identity

Version 1.0
March 2021

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People Platform Intelligence

Character

Innovative
Authentic
Approachable
Accessible
Friendly
Adaptive
Ambitious

Tone

Passionate
Honest
Transparent
Empathetic
Energised

Language

Simple
Concise
Confident
Experienced
Jargon-Free
Disruptive

Purpose

Engage
Inspire
Empower
Comply
Govern

Innovation

Innovation is deeply rooted in our DNA. We continuously strive to uncover new insights and opportunities to deliver distinctive value to our clients.

Integrity

We do what we say we'll do, we build trust through an honest, transparent and ethical approach.

People

Our people are at the heart of everything we do. We encourage our people to think big, be inquisitive and have fun.

Growth

We are committed to our continuous growth & development in a way that builds a better future.

Passion

We are an innovative and energetic company that is driven by a passion to deliver the very best intelligent HR software.

Adaptive

We delight in solving our clients problems using our flexible, yet powerful software platform.

To inspire
people
through
intelligent
HR software

Strapline

Powerful. Smart. HR software

Short

Together. Your talent. Our tech.

Medium

People-first, mobile-centric, intuitive HR software. One solution that spans the entire employee lifecycle. Attract, engage and empower your talent. SaaS technology that delivers choice, agility, and flexibility to optimise performance and productivity.

Long

People-first, mobile-centric, intuitive HR software. One solution that spans the entire employee lifecycle. Attract, engage and empower your talent. SaaS technology that delivers choice, agility, and flexibility to optimise performance and productivity.

Leveraging leading edge AI technology, elementsuite products are designed for ease of use and self-service. All delivered with your company branding, ensuring a completely immersive user experience.

Tech and talent working in harmony. HR software that moulds to your organisation's DNA. Pick and choose the modules and features that you need. Designed to easily accommodate the nuances and complexities of your business model such as multi-site, regional, global, hub and spoke and franchise. Flexible, frictionless technology.

Logo

elementsuite

Our logo is always on one line, never stacked, and entirely in lowercase. Always use supplied artwork files, never recreate it as text.

When writing our name in body copy, write 'element' in a lighter weight than surrounding text and 'suite' in a heavier weight



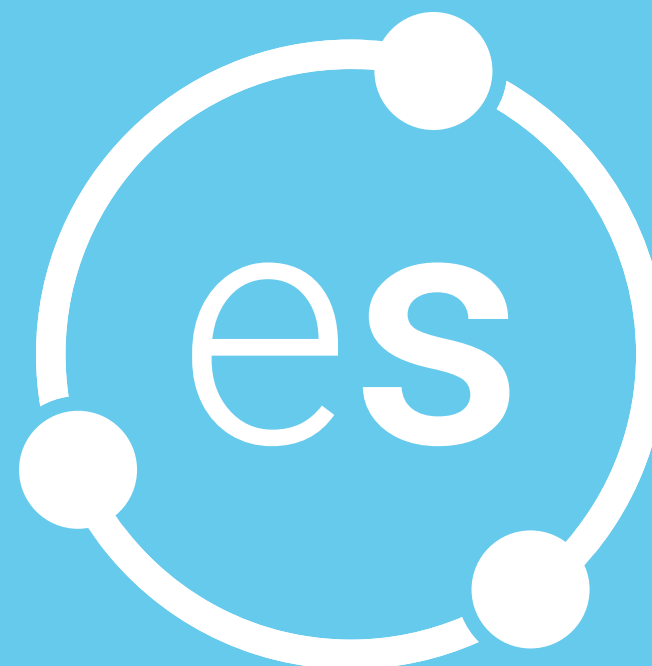
Width, Spacing & Placement

Our logo should never be rendered less than 40mm wide.

Our logo should have space to breath. Clear space should be left around the logo based on the width of the bold 'e' character.

Our logo should be placed centrally at the top or bottom of a document, or in the top left corner of a document or top right of a slideshow.

Stamp

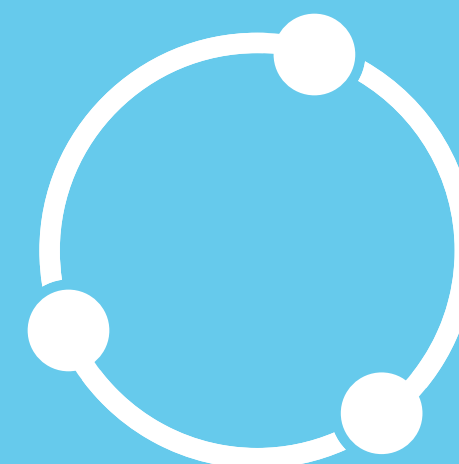


es Atom Stamp

The Atom Stamp represents our 3 core principles of People, Processes and Systems working seamlessly together.

It is for use on social media, as a favicon or when space is severely limited.

Always use the full elementsuite logo in documents and presentations, except for the final page or slide where the icon can be use an end stamp on it's own.



es Atom

Used to highlight and draw attention



Node - used to point and reference

element Slice

An element slice is used to draw attention or wrap images

Logo Colours

Our primary logo colour is elementblue and this should be used whenever possible and on a white background.

When on a dark or photographic background, our logo should be in white.

Our logo should only be rendered in black on low colour printed documents.

The same rules apply for our stamp and all module logos.

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Modules

Our module logos compliment the core logo by using the same typographic styles to highlight they are all elements of our complete HR software suite.

In addition, they feature an icon that can be used on it's own if space is at a premium.

As with the core logo, they are always rendered in lowercase and never recreated in text.



Colours: Primary

elementblue

HEX #66CAEC
RGB 102 202 236
CMYK 52 0 1 0
Pantone 297 C

elementnavy

HEX #425563
RGB 66 85 99
CMYK 58 32 18 54
Pantone 7545 C

darkgrey

HEX #75787B
RGB 117 120 123
CMYK 30 22 17 57
Pantone Cool Gray 9 C

lightgrey

HEX #E1E5E6
RGB 229 225 230
CMYK 3 6 0 2
Pantone 663 C

elementred

HEX #A80706
RGB 168 7 8
CMYK 22 100 100 18
Pantone 3517 C

elementgreen

HEX #208E71
RGB 32 142 113
CMYK 81 21 64 5
Pantone 4164 C

elementyellow

HEX #E4BC5C
RGB 228 188 92
CMYK 12 25 71 2
Pantone 2006 C

Usage

In most cases use elementblue with elementnavy and white. Use the greys sparingly.

The three accent colours are only for use in diagrams, illustrations or as key components within our applications.

Gradients of the five colours at 80%, 60%, 40% and 20% can be used to add depth to a digram or component.

Colours: Accent

Section titles

Typeface: Overpass Black

Headings

Typeface: Overpass Black

Body copy

Typeface: Yantramanav Regular

Emphasis in Yantramanav Bold

Text Colours

On light backgrounds, all text should be in elementnavy.

On coloured backgrounds, all text should be in white.

Section titles

Fallback: Trebuchet Bold

Headings

Fallback: Trebuchet Bold

Body copy

Fallback: Verdana Light

Fallback: Emphasis in Verdana Bold

Fallback Usage

Where it is required to sent a document publicly and editable, use these fallback fonts to maintain consistency.

They have been chosen to be close to our brand typography but available on nearly all computers and Operating Systems.

Photography

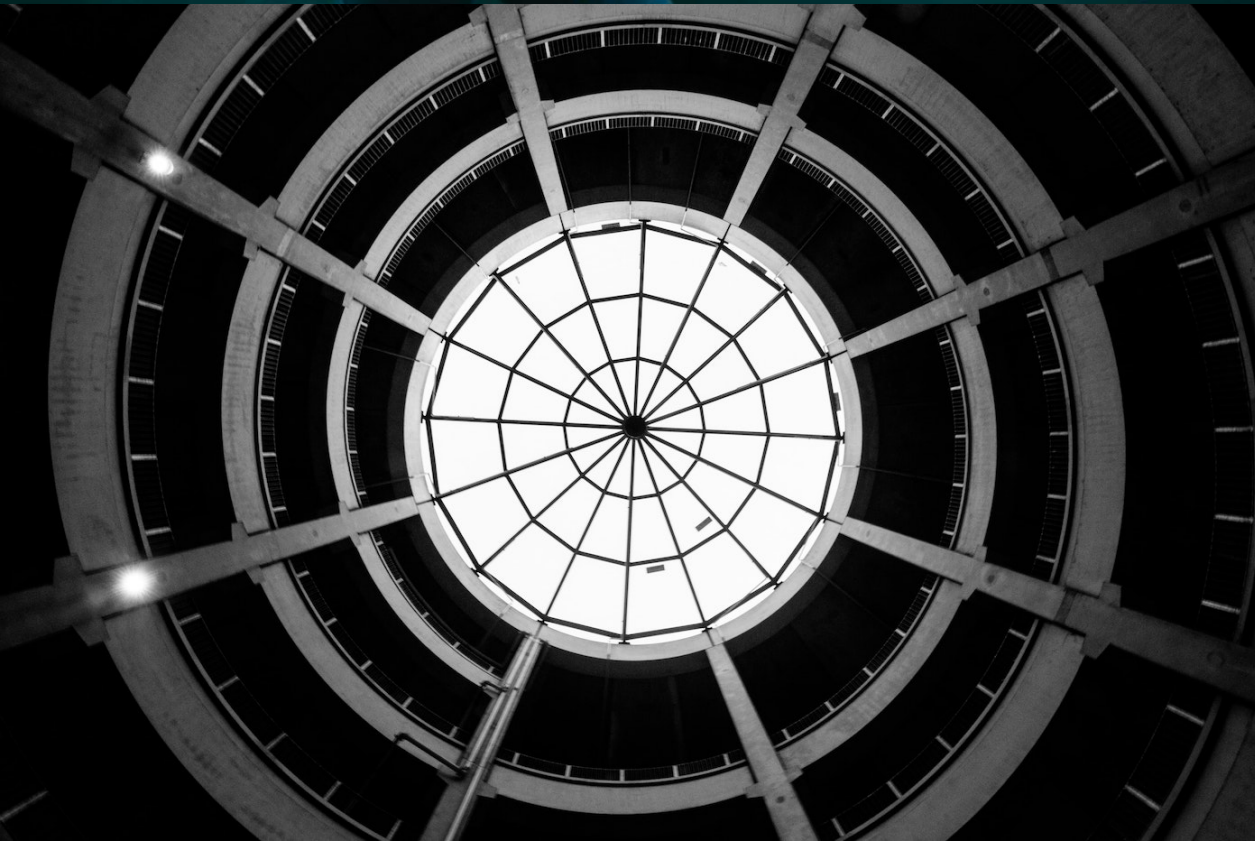
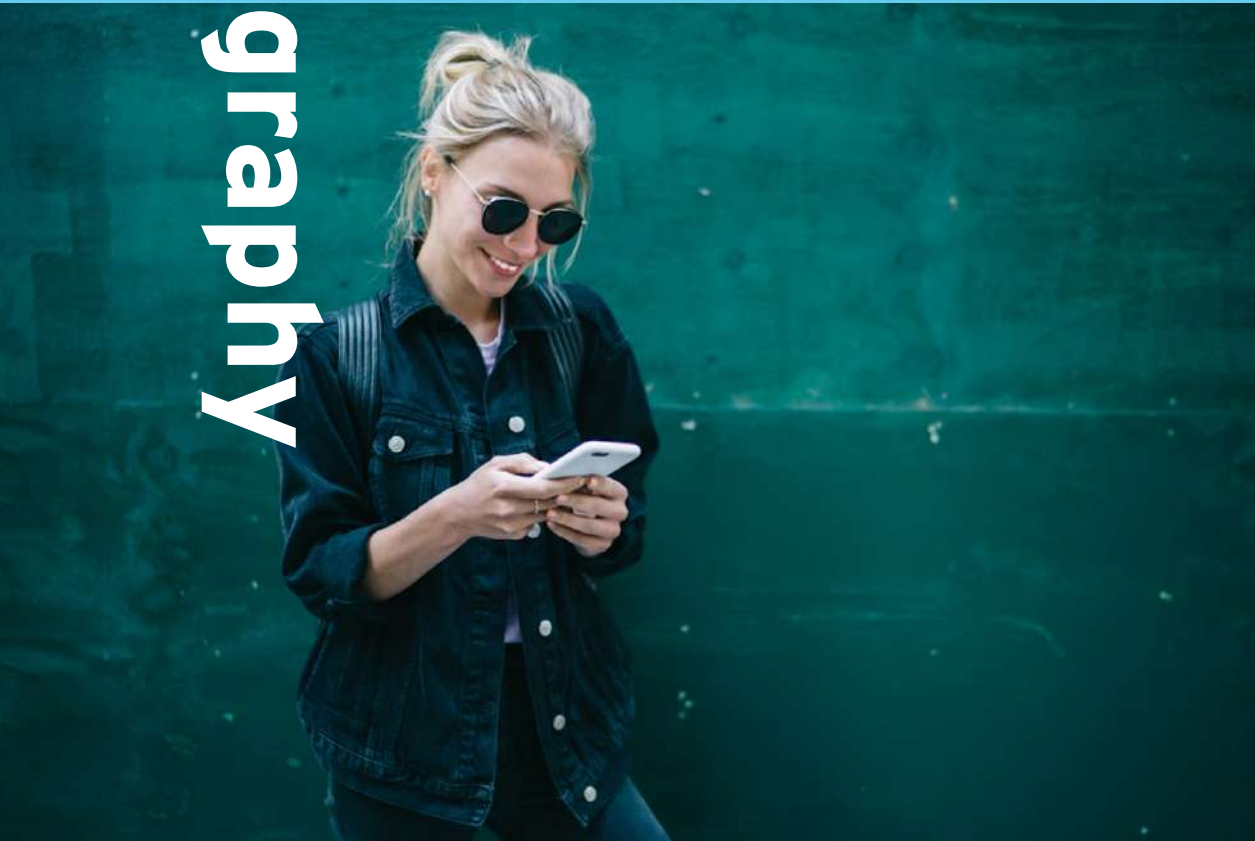
Tone of image

Our images and photography should reflect the elementsuite brand and be in harmony with the brand colour palette.

Our images are mostly photography or stylised photography making use of the elementsuite curves, circles and 'element'. Use of abstract images to create a sharp, edgy feel. Curves and circles allow us to offer a focus, so using aerial images works well too.

Images of people must avoid a 'stock image' styling.

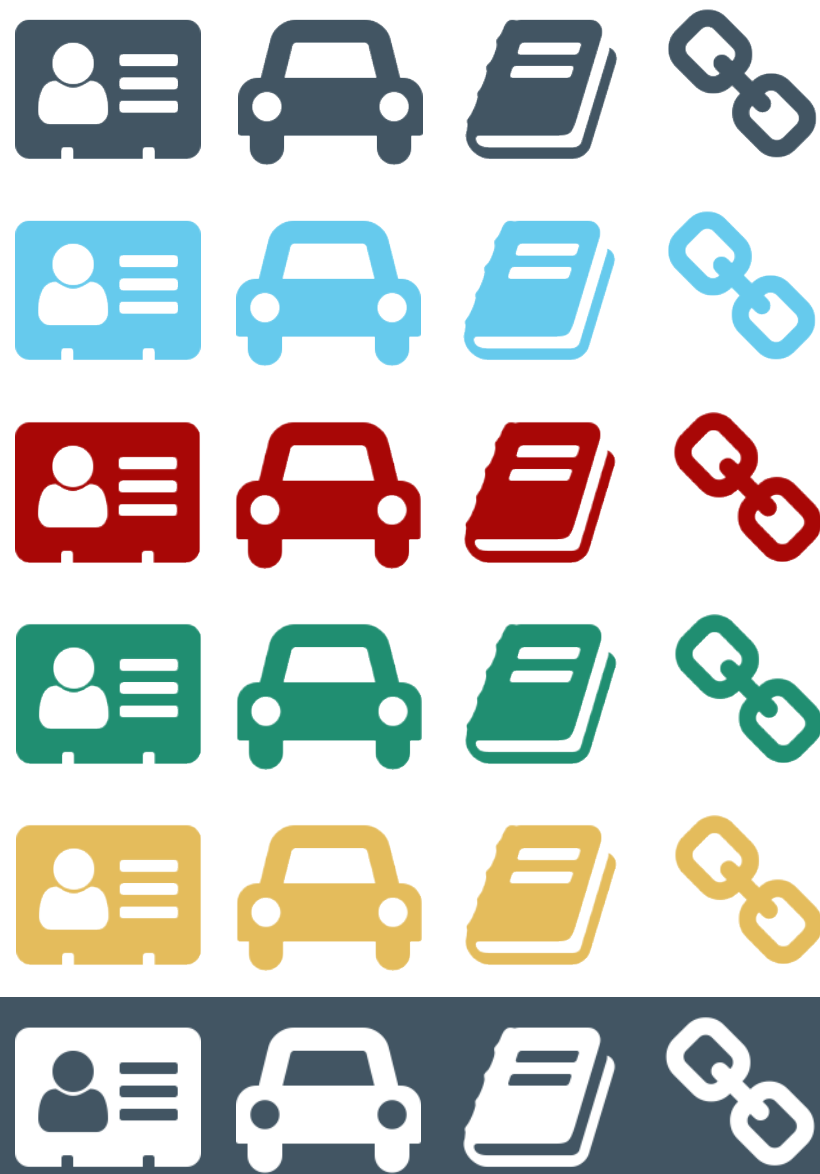
Images to include mobile devices to reflect our mobile-first approach.



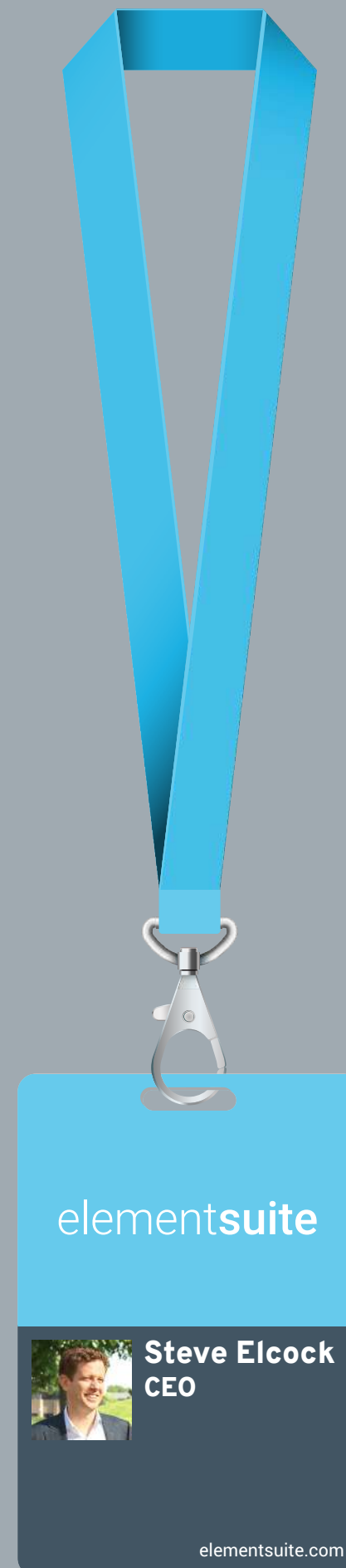
Icons

FontAwesome (Development Use Only)

We use FontAwesome4 icons for development use only.
Icons for external use will continue to be developed.



Application

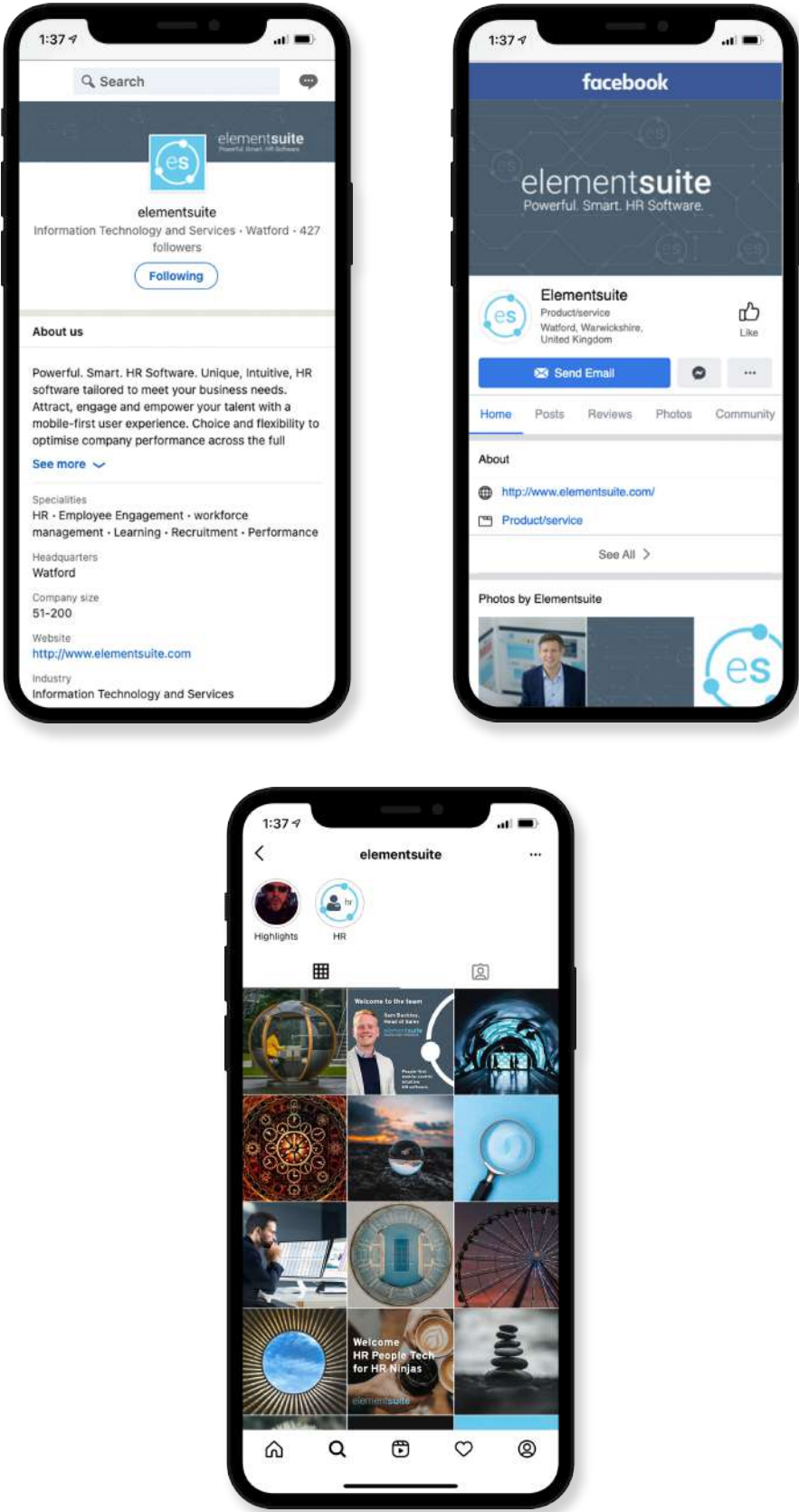


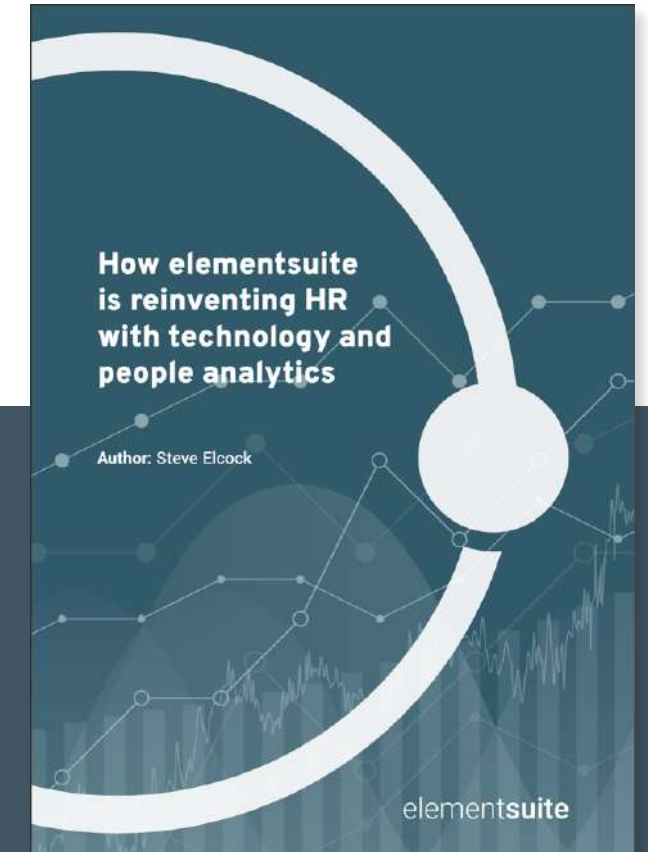
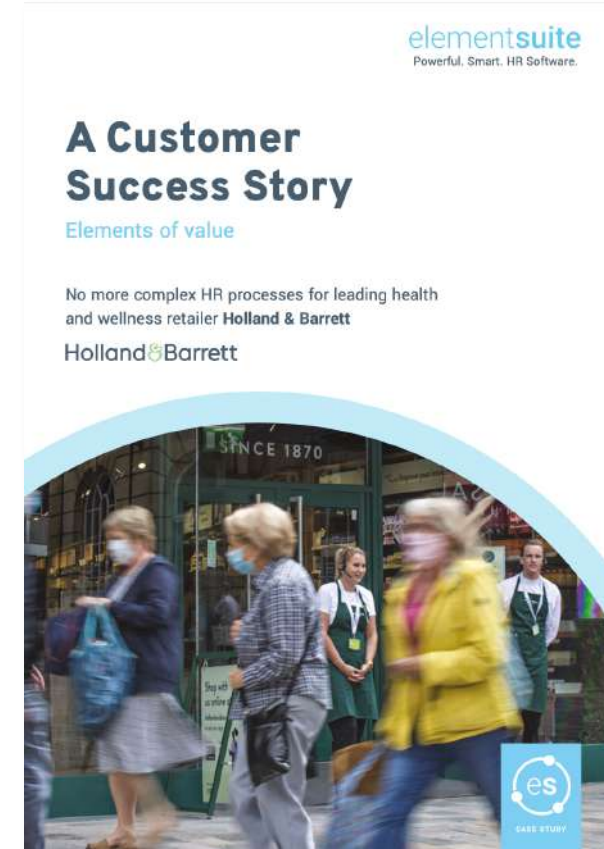
Lanyards



Business Cards

Social Media





+44 1923 521057
team.member@elementsuite.com
elementsuite.com
elementsuite
Suite 24
Building 6
Croxley Park
Watford
Hertfordshire
WD18 8YH

Telephone, e-mail, website and address

Telephone numbers should use the +44 prefix instead of the 0 to reflect our international reach.
Do not write +44 (0) as this is invalid and will fail to connect.

E-mail addresses should be written in all lowercase characters.

Our website should be written without any leading protocol or www.

Our address should not mention Succeed but therefore must list our suite and building numbers.

No additional images to be used on emails unless part of a marketing campaign

Document templates

Templates for presentations in PowerPoint and letters in Word are provided.

Wherever possible, use the default brand version with the correct typefaces and export the document to PDF.

If the client requires an editable copy, use the fallback font version of the template. These fallbacks will be available on all systems.

E-mail formatting

Our email signatures should use our web-safe fallback fonts to maintain their appearance on the recipients system.

All body text should be written in Helvetica, 14pt and rendered in elementnavy.

Trebuchet, 14pt **Full Name | Job Role**
Verdana, 12pt +44 1923 521057 | +44 7456 789012 | elementsuite.com
Building 6, Croxley Park, Watford, Hertfordshire, WD18 8YH

Logo artwork **elementsuite**
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Verdana, 10pt, This email is intended for the use of the addressee only & may contain confidential information. If you are not the intended recipient, you are hereby notified that any use or dissemination of this communication is strictly prohibited.





elements**suite.com**