

Join the biggest congregation of people & business leaders in APAC at HR Tech 4.0 Driving the Talent Economy. Register Now



peoplestrong

PeopleStrong Reimagined

We connect your people through a single, seamless experience and help you build a resilient, future-ready talent workforce.

We are your **momentum**, your lift-off towards growth.

#WeArePeopleStrong



A collective vision of people
passionate about HR and technology

"We take great pride in serving 500+ top enterprises across APAC. Our new identity reflects our mission to redefine the HR Tech space once again. We are here to power your momentum in the talent economy. Let us show you why we are Asia Pac's choice of HR Tech."

Sandeep Chaudhary, CEO

PeopleStrong - Our New Brand Identity



Say Hello to #HRTech 4.0

Asia Pac's Choice of HR Tech

Modern, comprehensive, agile SaaS that brings your people together and powers your momentum towards growth.



500+

Large enterprises



4M

Devices



\$6B

Payroll processed



1M

Performance goal
check-ins



2M

Learning courses
completed



10M

Insights generated

Evolution 4.0





The Lift-off

The ultimate realisation of joy, energy, and meaning, which is delivered through our robust tech platform and signifies the coming together of people and technology to form a single cohesive unit which drives them towards momentum.

PeopleStrong Brand Reveal: A Collective Vision of People Passionate about HR and Technology





Human Capital Management



Talent Management

Visual architecture

Our visual architecture translates design to context.

Talent AcquisitionPayroll and Workforce
Management

New colour system

The primary colour palette comprises of the main colours of the logo, supported by Dark Navy and White. The PeopleStrong Blue represents the energy and confidence of the brand.



New font system

Our primary font is Satoshi. We use this typeface for striking headlines and captions.

Our secondary font is **Inter** which we use for longer pieces of text on all our collaterals.

Brand voice

Imagine a close friend, a trusted advisor, tech expert, with a good sense of humour, and fun to hangout with – we are their voice.

Energetic

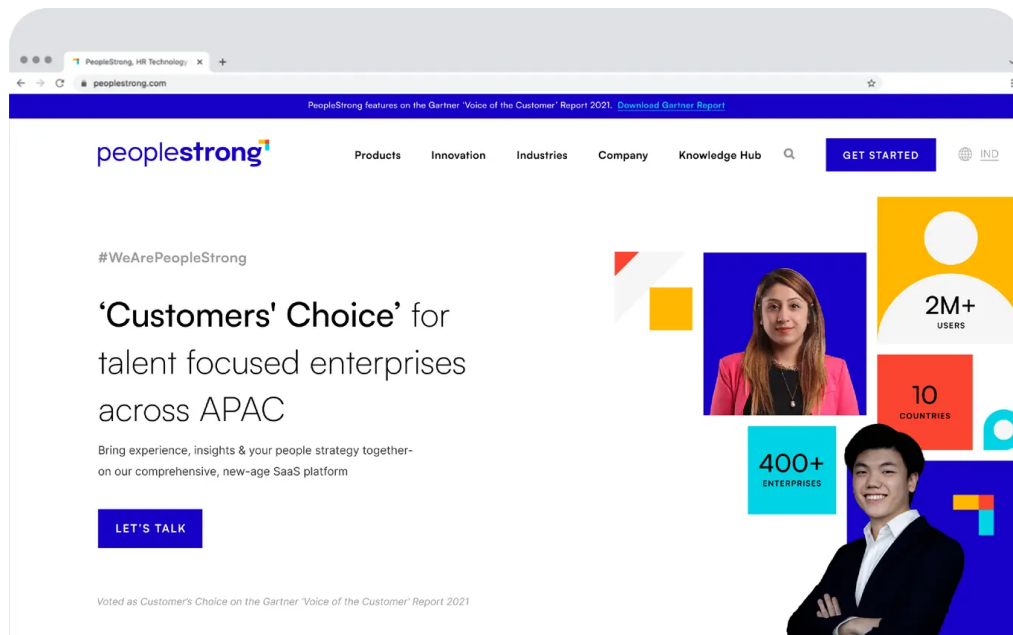
Over 1000+
Peepzens, young,
bristling with energy,
eager to kick it off –
let's play on.

Confident

We know the HR &
SaaS space like no
one else does. We
have proven our
mettle with the
biggest and the best
in business.

Personal

We listen to you and
tell you things you
need to know. And
that smile on your
face – same as ours.



Let's start with a fresh perspective to a digital experience.

[View Website](#)

Campaigns

A showreel of our most loved content



It Ain't Enough |
Jinie



It Ain't Enough |
One-App



It Ain't Enough |
IT-Security

Building a resilient, future-ready workforce for
you in the talent economy.

Get the brand book:

✉ amit@peoplestrong.co



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