



my**E**timecard

LOGO GUIDELINES

PRIMARY LOGO

The primary stacked version of the logo should be used whenever possible. If the vertical orientation does not fit where needed, the horizontal version may be used.



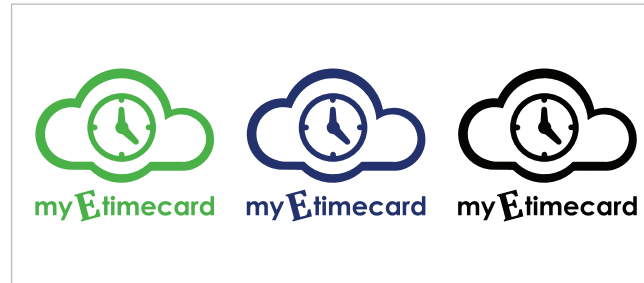
FULL COLOR

Should be used whenever possible.



REVERSE COLOR

Should be used whenever on a dark colored background.



BLUE/GREEN/BLACK

Use when full color is not an option, or when only one printed color is available. Use on light backgrounds.



REVERSE

Use when full color is not an option. Use on dark backgrounds.

HORIZONTAL LOGO

When the primary version of the logo does not fit, the horizontal version may be used.



FULL COLOR

Should be used whenever possible.



REVERSE COLOR

Should be used whenever on a dark colored background.



BLUE/GREEN/BLACK

Use when full color is not an option, or when only one printed color is available. Use on light backgrounds.



REVERSE

Use when full color is not an option. Use on dark backgrounds.

TECHNICAL SPECIFICATIONS

Do not warp logo proportions. The text extends to the edge of each side of the cloud icon.

Retain the same distance between icon and text. The height of the “t” can be used for reference, measuring from the low point of the cloud to the top of the “m”.

The uppercase “E” is to be at a 15 degree angle.

For the horizontal logo the icon is the same height as the “E”. The distance between the icon and text should be the width of the lowercase “t”.



CLEAR SPACE

Maintain a minimum amount of clear space around the logo at all times. This allows the logo to stand on its own and not be overtaken by cluttered layouts. The height of the capital “E” can be used as a reference.



MINIMUM SIZE

The primary logo must be at least 1.5" or 144 pixels wide. The name "myEtimecard" must be legible.



The horizontal logo must be at least 2.5" or 180 pixels wide. Again, the text "myEtimecard" must be legible.



The cloud symbol can be used alone at a minimum size of 1" or 72 pixels tall. But never in place of full logo. The only exception is for the website favicon where the dimensions are 16x16 pixels.



DO'S

Do use the full color version when possible.

Do keep minimum clear space and display it at least at the minimum size.

Do use reverse logo when needed, but make sure to display on a dark background. When using black/blue/green logo be sure to display on a light background.

Do make sure logo is clearly visible.



DONT'S

Don't stretch the logo out of proportion or rotate in any way.

Don't place the logo on a busy background.

Don't change the colors of the logo.

Don't add any effects or elements to the logo.



TYPOGRAPHY

The main typeface is **Roboto**.

The secondary typeface is **Roboto Slab**.

Both fonts are web-friendly Google Fonts. Roboto can be used for headlines and body copy. Roboto Sans is only for headlines and should never be used for body copy.

Each typeface can be used in all-caps for headlines or sub-heads. Additionally each can be used at any weight.

ROBOTO

Thin. *Thin Italic*. Light. *Light Italic*. Regular. *Italic*.

Medium. *Medium Italic*. Bold. *Bold Italic*. Black. *Black Italic*.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () + = [] { } ' " : ; / ?

HEADLINES - Headlines

Body copy. Arumquae cone a que voluptatias aut essiti dolupta cuscillupta duciliti ad quatem hilisita pe veritatis is as et aut res et volum dit, tessitas diate iliciatur alit, cullese dipiet que voloresequis.

ROBOTO SLAB

Thin. Light. **Regular. Bold.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () + = [] { } ' " : ; / ?

HEADLINES - Headlines

COLOR PALATE

The main two colors in the myEtimecard brand are Azure and Jade. Azure is the primary color with Jade to be used as an accent color. When a third value is need (other than black and white) Emerald or Flint can be used, but should never be the primary color in a design.



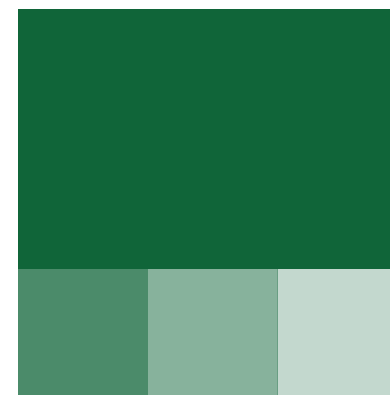
AZURE

CMYK 100, 93, 28, 16
 RGB 22, 45, 110
 HEX #162D6E



JADE

CMYK 73, 3, 100, 0
 RGB 70, 177, 71
 HEX #46B147



EMERALD

CMYK 89, 35, 94, 28
 RGB 11, 101, 57
 HEX #0B6539



FLINT

CMYK 0, 0, 0, 30
 RGB 189, 189, 189
 HEX #BDBDBD

ADA-COMPLIANT COLOR APPLICATION

MyEtimecard's color palate has been optimized to pass the web accessibility requirements of the Americans with Disabilities Act (ADA).

To check your colors visit:
webaim.org/resources/contrastchecker/

WHITE ON AZURE

JADE ON AZURE

FLINT ON AZURE

AZURE ON JADE

BLACK ON JADE

AZURE ON FLINT

AZURE ON WHITE

EMERALD ON WHITE

WHITE ON EMERALD

The color combinations to the right are examples of foreground and background pairings that do not pass ADA web accessibility visual contrast standards and should not be used together.

Emerald text cannot be on color but white, similarly white colored text is the only color that is approved to use over an emerald background.

BLACK ON AZURE

WHITE ON JADE

FLINT ON JADE

WHITE ON FLINT

JADE ON FLINT

JADE ON WHITE

FLINT ON WHITE

AZURE ON EMERALD

JADE ON EMERALD