REPLICON™

Brand Guidelines

Edition 1

" A brand is the proprietary visual, emotional, rational and cultural image that you associate with a company or product.

Charles R. Pettis Iii, Brand Solutions

Welcome

Hello and welcome to Replicon—Hassle-Free Time Management Software

Our Brand Guidelines represent the picture of Replicon's two greatest assets: our people and our brand. It applies to, and is to be used by, every single Replicon employee worldwide, regardless of department or role.

Protecting and building our brand is essential to our future success, and brand consistency is paramount. So each and every one of you plays a key role in the growth and health of our brand. You, and your work, are part of the very fabric of the Replicon brand essence. Your work helps define-what Replicon means. Thank you for representing us, and for striving to make Replicon a globally recognized and esteemed brand.

A brief History

1.5 Million Users

7,300 Companies

70 Countries

We got started in 1996 with a simple idea: Make it incredibly easy for people to handle employee time-tracking tasks. We knew there had to be a better way than dealing with paper forms and complex spreadsheets for tracking projects, attendance, and employee expenses. Today, more than 7,300 customers have validated that idea.

But our goal is to be more than just a software provider. We want the way that people experience our software—and our people—to be hassle-free.

That includes everything that gets seen outside of Replicon. So this brand guide is a vital resource for consistently projecting not only our vision but our core values, which include:

◆ Simple solutions

◆ Consistent, no-hassle experience

◆ Honest, Respect for Others, Commitment to Growth, Intelligent

◆ Fun and Professional

The logo

So what's in a name? Well, when we're talking about our logo, everything. There's our brand. Our identity. Our vision. And let's not forget about our values, our beliefs, and every single one of our great people. Our logo is the ambassador of all things Replicon, and it's designed to represent us well out there.

Rules to live by

◆ The logo should be placed prominently in the upper quadrants in all communications.

◆ Maintain adequate clear space around the logo at all times.

◆ Do not skew or deface the logo in any way.

◆ Do not use the logo in instances in which it is unreadable (in photography or illustration).

◆ Do not use the logo as part of a sentence.

◆ The black and white version of the logo is only used in print.

THE CORPORATE SIGNATURE
Use this full-color version whenever the Replicon logo sits on white.

REPLICON™

ALTERNATE COLOR VERSIONS

REPLICON™

Knockout
NOTE: Background not part of logo.

REPLICON™

Black and Gray (1 Color print only)

REPLICON™

Black (1 Color print only)

The logo: Clear space and minimum size

All clear space and minimum size rules ensure that the logo is highly visible, that it's kept separate from the surroundings—and that the logo is large enough to be visible. **The amount of clear space shown below is a minimum requirement.** More space should be used when possible.

CLEAR SPACE - PRINT
In print material, the preferred amount of clear space around the logo is equal to the height of the initial "R."

CLEAR SPACE - ONLINE
Although maintaining a clear space equal to the full height of the "R" is always preferable, 1/2 R is acceptable for tight online executions.

MINIMUM LOGO SIZE - PRINT
For print use, the logo should never be reduced below the minimum size of 25mm or 1 inch.

MINIMUM LOGO SIZE - ONLINE
Do not make the logo smaller than 72 pixels wide in online executions.

The logo: How not to use it

Avoid these pitfalls when using the Replicon logo.

Don't disproportionately scale the logo.

Don't skew the logo.

Don't change the proportion of the elements.

Don't switch the logo colors.

Don't put a glow behind the logo.

Don't add mirror effect to the logo.

Don't add a drop shadow to the logo.

Don't change the logo colors.

Don't put the logo in perspective (OK for special-case animation only).

Don't put the logo on colors that aren't in the brand palette.

Don't tilt the logo.

Don't put anything behind the logo—maintain the logo's clear space.

Don't use the logo in a sentence.

Don't put the logo over a photograph.

Don't put the logo over a graphic or textured background.

Product logos

Our products are unique, so it only makes sense that they have a unique identity. Replicon's product logos use iconography and color to create a strong sub-brand.

The product icons use symbolic imagery which gives a visual representation of product elements. They reinforce the product name and create visual appeal. Although each icon is unique, a consistent visual style reinforces a sense of cohesion.

A strong color palette differentiates each product while at the same time, creates a family of products that compliment each other.

Rules to live by

◆ Icons should not be taken out of context of the product names.

◆ Product colors are not interchangable.

◆ The same rules for corporate logo usage also apply to the product logos.

TIMECOST

TIMEOFF

TIMEBILL

WEBEXPENSE

TIMEATTEND

TIMETABLET
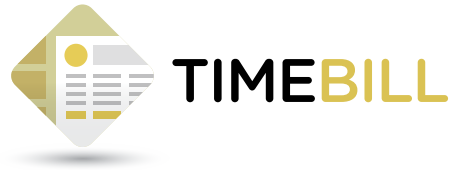
Color

Our colors give visual expression to our voice. In a crowded landscape of competing brands and messages, our colors let people know we're here, and that we have something to say. The Replicon color palette begins and ends with our signature colors—Replicon Blue and Replicon Black. These two colors are the building blocks for every visual Replicon communication. And they're supported by a library of complementary colors.

Rules to live by

◆ Replicon Blue and Replicon Black are the primary colors of the brand.

◆ The secondary palette supports and complements the primary palette.

◆ Use the secondary palette in product-specific communications and to accentuate different elements of a layout.

◆ Tints and gradations can be used to highlight areas of content and add depth and dimension to a layout.
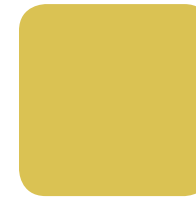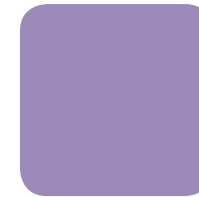
THE PRIMARY PALETTE

REPLICON BLUE
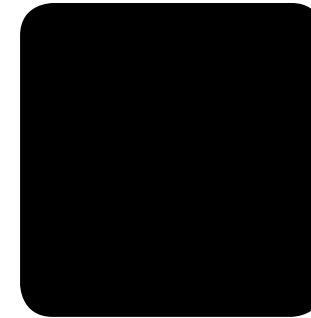
REPLICON BLACK

THE SECONDARY PALETTE

TIMECOST GREEN

TIMEBILL YELLOW

TIMEATTEND VIOLET

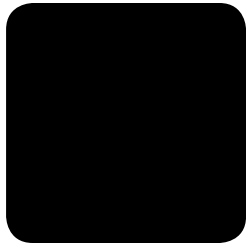TIMEOFF RED

TIMEBILL YELLOW

TIMEATTEND VIOLET

Color: Breakdown

Whether you're creating a web application or designing collateral for print, there is a formula for Replicon's color palette. Below, you'll find breakdowns in RGB, HEX, CMYK, and PMS for each color of the palette.

REPLICON BLUE

RGB	0 / 122 / 201
HEX	007AC9
CMYK	84 / 47 / 0 / 0*
PMS	3005

REPLICON BLACK

RGB	35 / 31 / 32
HEX	231F20
CMYK	0 / 0 / 0 / 100*
PMS	Pantone Black

TIMECOST GREEN

RGB	160 / 193 / 95
HEX	A0C15F
CMYK	42 / 7 / 81 / 0*
PMS	375

TIMEBILL YELLOW

RGB	218 / 194 / 83
HEX	DAC253
CMYK	11 / 15 / 79 / 5*
PMS	612
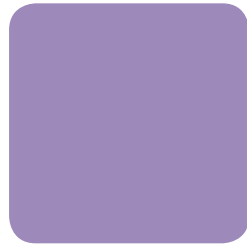
TIMEATTEND VIOLET

RGB	157 / 138 / 186
HEX	9D8ABA
CMYK	40 / 47 / 4 / 0*
PMS	2577

TIMEOFF RED

RGB	232 / 131 / 100
HEX	E88364
CMYK	5 / 59 / 62 / 0*
PMS	178

WEBEXPENSE GRAY

|	
RGB	142 / 152 / 167
HEX	8E98A7
CMYK	47 / 35 / 26 / 0*
PMS	7544

TIMETABLET BLUE

RGB	104 / 200 / 198
HEX	68C8C6
CMYK	56 / 0 / 26 / 0*
PMS	325

*NOTE: CMYK breakdowns are custom builds. Do not use default PMS breakdowns when printing.

Color: Tints

Use tint colors sparingly for chart backgrounds, infographics or separating content—keeping in mind that the overall background color of any layout should be white.

100%

60%

40%

20%
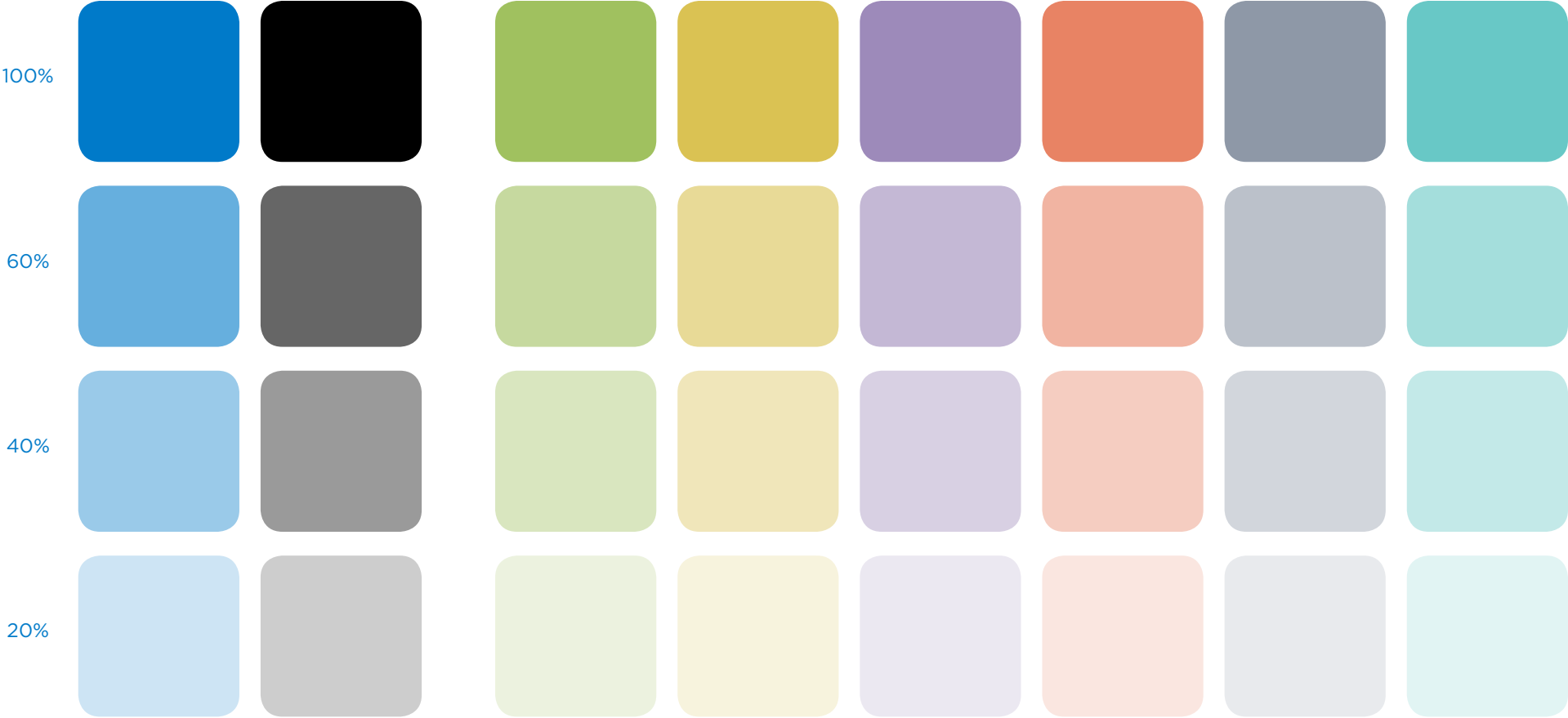
Color: Gradations

Like tints, gradations should be used sparingly
as backgrounds or to differentiate content.
Gradations also add depth and dimension to
a layout. Again, keep in mind that the overall
background color of any layout should be white.

LINEAR GRADATIONS
BLEND: 60% Tint Color and White (Tint color at the top fading to white)
ANGLE: 90°

RADIAL GRADATIONS
BLEND: 20% Tint Color and White (Tint color on the edges fading to a white center)

Typography: Our Typefaces

We have chosen two typefaces to represent the Replicon brand. Gotham is our primary typeface—selected for its sophisticated, yet playful sensibilities. Droid Sans was chosen for our websafe typeface, because of its unique characteristics.

Rules to live by

◆ Use Gotham for all corporate print and internal communications.

◆ Gotham is used for all Web and email headers (converted to an image) as well as Flash pieces (with embedded fonts).

◆ Droid Sans is used for product interface, website and email body copy, email headers, charts, and navigation.

◆ Use Droid Sans in Web-based headlines/subheads where Gotham cannot be converted into an image.

Gotham

Lorem ipsum dolor sit amet.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore.

Droid Sans

Lorem ipsum dolor sit amet.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore.

Typography: The Primary Typeface—Gotham

Gotham is Replicon's primary typeface. The thin lines and playful nature of its rounded characters exude tech-savvy sophistication without looking machine-like or digitalized.

Uses

◆ All corporate print and internal communication: stationery, MS Word docs, PowerPoint presentations, Outlook emails, etc.

◆ Website and email headers (converted to images with ALT tags).

◆ Flash pieces (banners, landing pages, microsites, etc.) with embedded fonts.

GOTHAM LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

GOTHAM LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

GOTHAM BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

GOTHAM BOOK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

GOTHAM MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

GOTHAM MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

NOTE: Gotham Bold and Bold Italic are not used in Replicon's Brand

Typography: The Web Typeface—Droid Sans

Droid Sans is a neutral, yet friendly typeface that stands out from the usual web typefaces such as Arial or Verdana. It is optimized for user interfaces and mobile applications

Uses

◆ Product interfaces, website and email body copy, email headers, charts, and navigation.

◆ Web-based headlines/subheads only in cases where Gotham cannot be converted into an image.

DROID SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DROID SANS BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Visual Elements

Visual elements are the framework that reinforces the nature of a brand.

The primary shape in the Replicon brand is the content box. Its clipped upper right tip and rounded corners give the shape distinction and it subtly mimics the product brand mark with a shape that follows the angles of the diamond icon. It is used to separate or define specific content.

The diamond shape is another element that is carried throughout the brand. It can be used to highlight content, as bullet points, as a navigational aid or CTA button.

Rules to live by

◆ Content box corner is clipped at a 45° angle.

◆ Content boxes have rounded corners.

◆ White content boxes have a .5pt stroke

◆ Use content boxes to create a hierarchy of information.

◆ Diamonds are squares at a 45° angle.

◆ Diamonds are used to highlight content, as bullet points, as navigation aids, or calls-to-action.

THE REPLICON CONTENT BOX
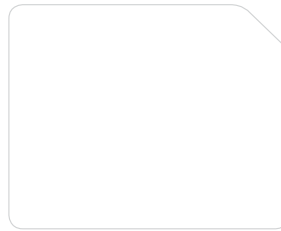
White box with 20% Replicon Black hairline (0.5 pt)

Replicon Blue box (with white content)

Replicon Blue with 20% tint

Replicon Blue gradiant box

THE REPLICON DIAMOND SHAPE

White diamond with 20% Replicon Black hairline (0.5 pt)
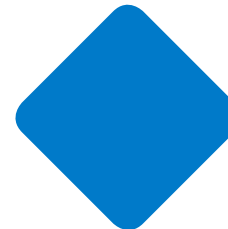
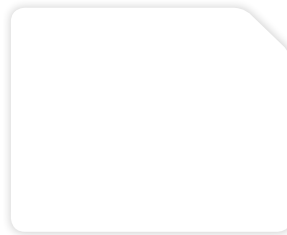Replicon Blue diamond (with white content)
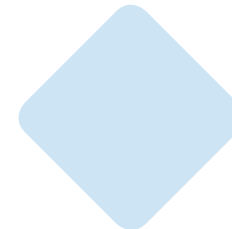
Replicon Blue with 20% tint

Replicon Blue gradiant diamond

Visual Elements

A drop shadow effect can be used on a content box or diamond shape to add depth to a layout.
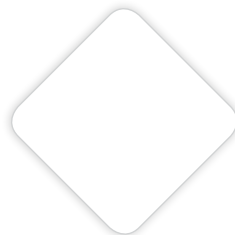
THE REPLICON CONTENT BOX

White box with drop shadow

THE REPLICON DIAMOND SHAPE


White diamond with drop shadow

Photography: The Human Element

Lifestyle photography is the key to adding the human element to the Replicon Brand. The subjects should reinforce the idea of hassle-free.

People in the photos should look like your friends, neighbors, coworkers, or relatives in a spontaneous, unposed moment. They can be aware of the camera—portrait-like shots are acceptable—but the subjects should never look overly posed or stiff. The people should look natural and positive, as Replicon effortlessly helps them along their way.

Rules to live by

◆ Subjects look like real people, not models.

◆ People in spontaneous poses.

◆ Subjects not overly posed.

◆ Positive, confident, and realistic.

◆ Fully in focus.

◆ Background blurred or abstract.

◆ Keep composition simple.
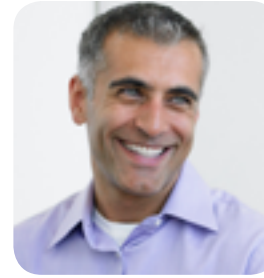
Photography: Composition—subject matter

Replicon's photography style is warm and inviting and the subject should always be the center of focus. Attire is casual but professional and the setting is in a workplace or outdoor environment.
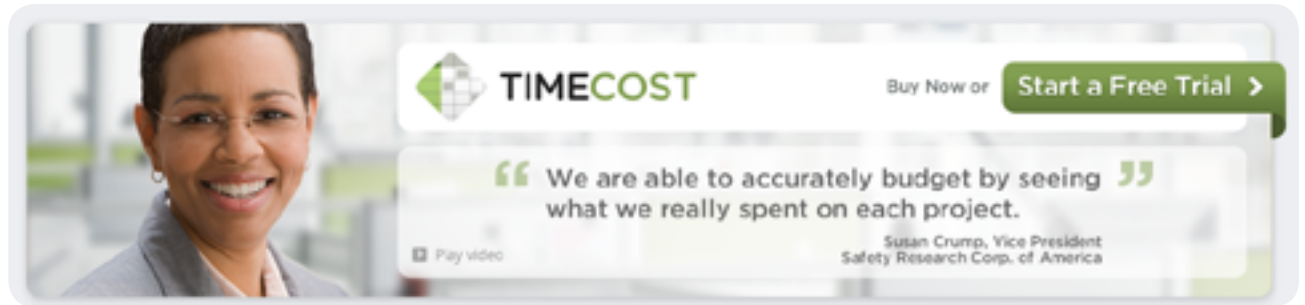
Although photography may come from different sources, it's important that they have the same visual tone.

In choosing photography, the background should play second stage to the subject, yet still have some visual interest. Avoid plain white or washed-out backgrounds. Sometimes a little redecorating is in order to transform an otherwise unacceptable photo.
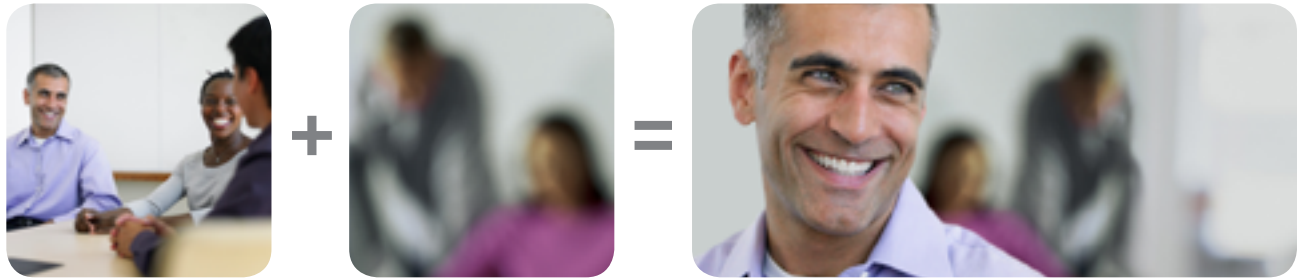
Photography: Composition—color coordination

Whenever possible, choose photography that coordinates with Replicon's color palette to make the image relate more to the rest of the content. Occasionaly, retouching may be necessary to achieve the desired outcome.

Photography: Following the model's eye

Eye-tracking research indicates that when looking at a piece of communication, people's eyes naturally follow the gaze of the model. And it's not only their eyes that are moving—but also their willingness to click. Conversion rates are higher when the model is looking at the headline or call-to-action area on the page.

We know finding a great image to illustrate a message can be tough—but if you've found a photo where the model has a specific gaze, be sure to give them (and the end user) something great to look at.

Hassle-Free Timesheet Software

| 1.5 Million Users | 7,300 Companies | 70 Countries | Start a Free Trial > |

" On a day when I would have spent the entire time doing billing, it now takes me an hour or two hours to get all of our invoicing done. "

Nancy Connery, Founder and Principal Connery Consulting

IT Consulting Firm Increases Productivity and Identifies New Revenue Possibilities

" I think the most important value is the people behind Replicon that provide you with the necessary support and help whenever you need it. The product fulfills all our basic needs, and I'm very happy with it and even happier with the people behind it. "

Santiago W. Agosto, Vice President of Operations
Metro IT Resources

READ FULL CASE STUDY ❯

" Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. "

Name, Title
Company

" Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. "

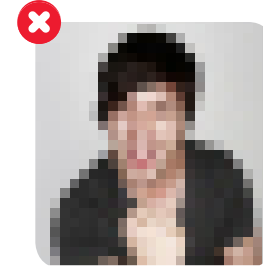Name, Title
Company

Photography: What not to do

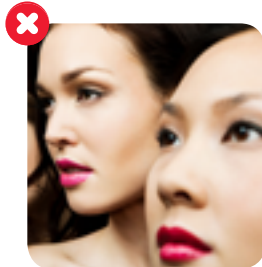Here are some things to avoid when selecting or shooting photography.

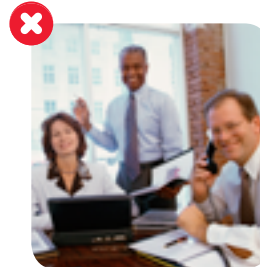Don't use campy or theatrical imagery.

Don't use metaphorical or obviously staged scenarios. The photo should look as if it's capturing a real moment.
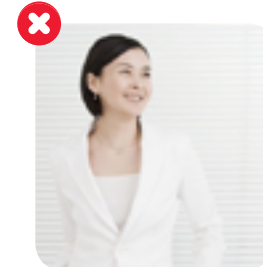
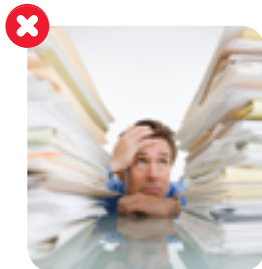Do not use imagery with fake, over-the-top emotion. The characters should look genuine.

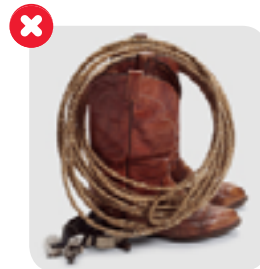Photos should feature real people, not fashion models.

These people are overly posed. Also, their wardrobe isn't contemporary.

Although the moment feels natural and real, the photo is too desaturated and washed out.

Never use negative or "frustrated" imagery.

Don't use photographs without people in them.

Don't use "wacky" or obviously manipulated imagery.

Photography: Product imagery

Visually representing Replicon's products is an important part of our marketing communications. It not only highlights specific functionality, but also gives the end user an idea of what to expect when using our products.

When showcasing the product visually, attention should be focused on the product itself and not the environment around it. Therefore, we've chosen to use Apple brand hardware as a platform for it's simple and clean aesthetic that won't detract from the product. It also conveys a sense of quality that carries over to the product. The visual should always be on a white background so as not to take away from the focus.

Detailed aspects of the product are highlighted usng a maginfying technique. this creates an even deeper focus on the product

REPLICON PRODUCTS SHOWCASED IN APPLE HARDWARE
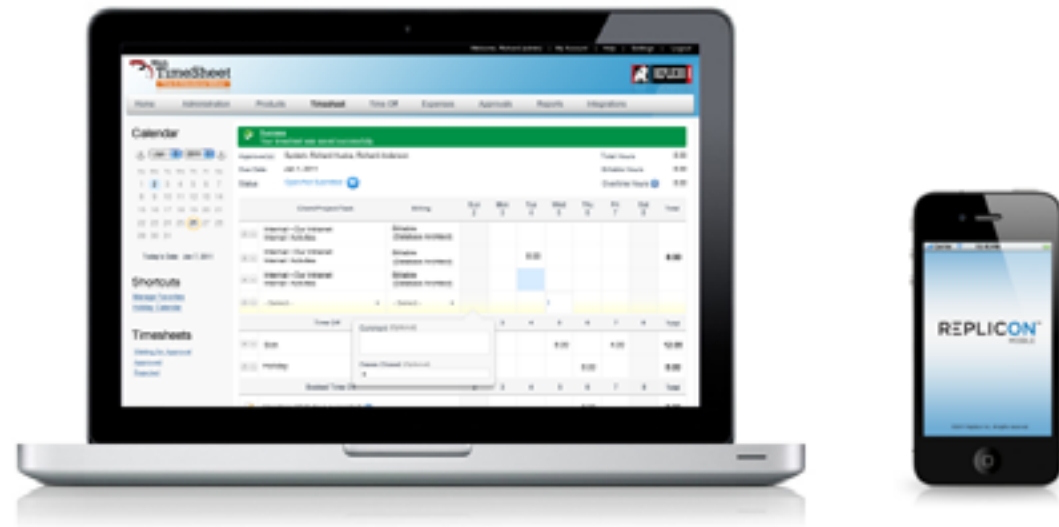
DETAIL MAGNIFICATION TECHNIQUE
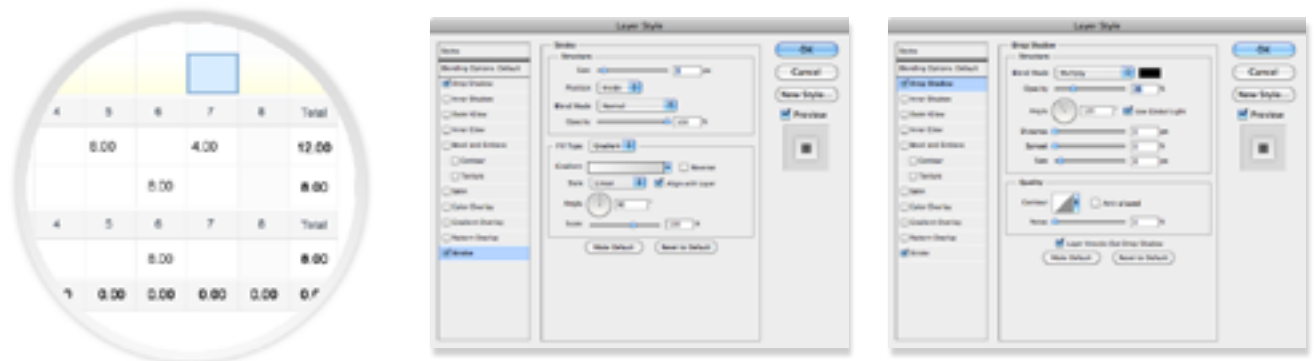
Iconography

The Replicon Brand uses icons to visually reinforce a message or content. Icons should be simple and easily recognizable to create a visual queue of what to expect from the accompanying copy.

The visual tone of icons should be playful and inviting. This gives the brand an approachable quality.

Make every effort when choosing icons to keep the style consistant thus creating a "family" of icons.

Rules to live by

◆ Use icons to reinforce a message or content.

◆ Icons should be simple and recognizable.

◆ Visual tone should be playful and inviting.

◆ Consistant style creates an icon "family."