

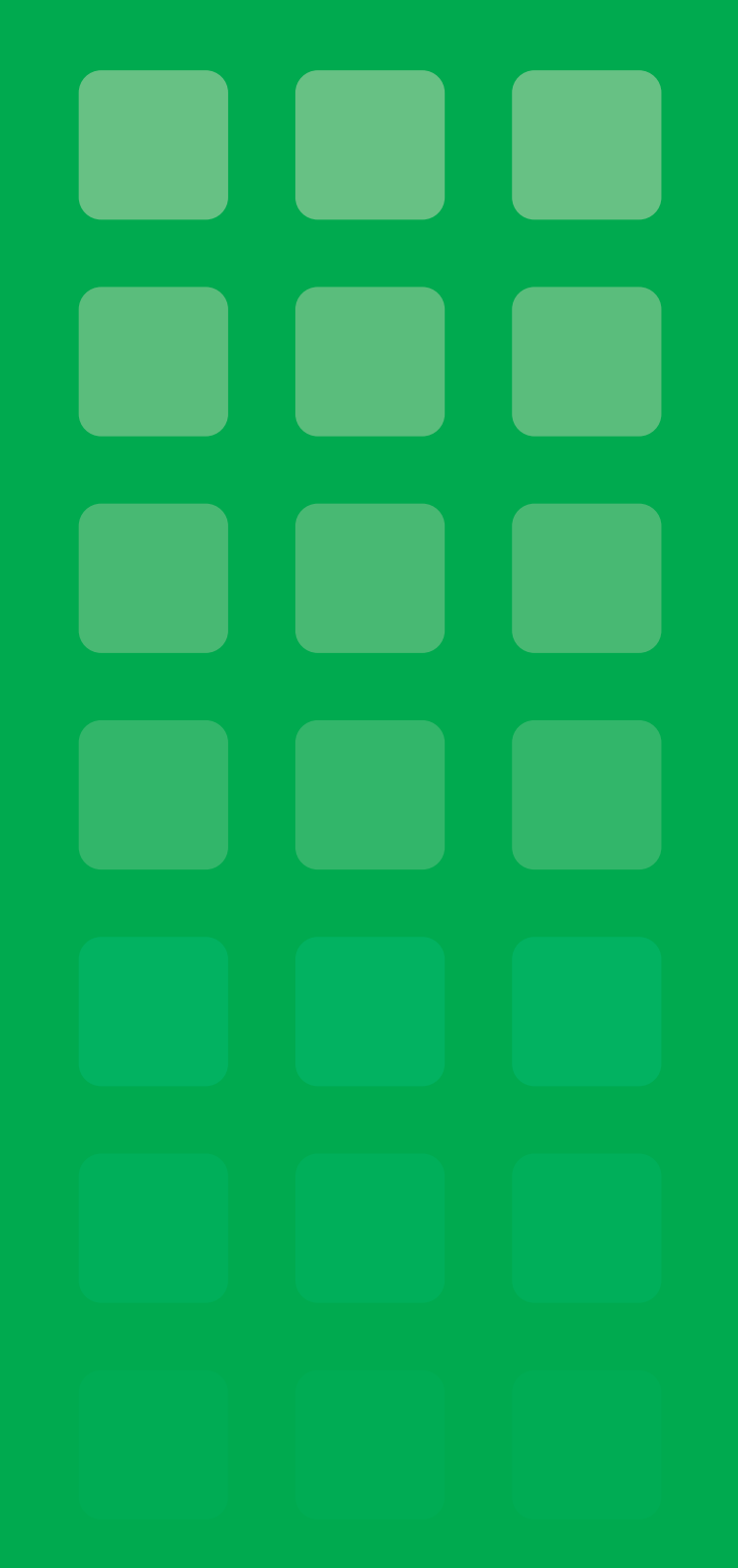


timecard
because time is money

Styleguide

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Consistent use of the *Timecard* logo is essential to building strong communications worldwide. The following guidelines graphically illustrate *Timecard* brand standards and correct usage. Guidelines are provided for colour, spacing, usage and placement.

Introduction

The *Timecard* core brand message and attributes are carried through all mediums of communications through the intelligent use of color, typography, photography, and other *Timecard* brand elements. Proper usage is important to ensure the quality of the experience of every *Timecard* customer and potential customer.

The brand elements include: The *Timecard* logo, the *Timecard* logo with strapline and the *Timecard* clockface square.

Timecard logo

The *Timecard* logo is composed of a rounded corner green square showing a white clockface, custom logotype and strapline. These elements are in a fixed position to each other and must never be altered. To ensure legal protectability and to promote proper use, the logo must never be redrawn, condensed, elongated, embellished or altered in any way.

Do not reproduce this logo from anything other than approved final art or approved electronic files. When using the logo on a computer, do not attempt to recreate it yourself as it may be accidentally modified, altered or distorted.

Approved artwork can be obtained via e-mail from the Creative Manager. gregh@econz.com



The *Timecard* logo with strapline should be used at all times except when space is an issue. All style guidelines for the *Timecard* logo should be followed for the *Timecard* logo without a tagline.

Tagline Use






Logo visibility is the objective when selecting color. Every part of the logo must be clearly visible.

Colour Use



Positive logos should be applied to light value backgrounds less than 40% black on the gray scale. Reverse logos are applied to dark value backgrounds more than 50% black on the gray scale. This includes any photographic background providing adequate contrast.

The various colour schematics are detailed below.

Print Colours

	Name	Pantone® #	C	M	Y	K
	Green	368 2X	84	11	100	2
	Dark Grey	425	60	52	56	25
	Light Grey	429	34	25	30	0




Print Colours on black

	Name	Pantone® #	C	M	Y	K
	Green	368 2X	84	11	100	2
	Dark Grey	429	60	52	30	0
	Light Grey		0	0	0	0






Colour Use...




Web Colours

	Name	Hex #	R	G	B
	Green	009E0F	0	158	15
	Dark Grey	60605B	96	96	91
	Light Grey	ADAFAA	173	175	170

Web Colours on black

	Name	Hex #	R	G	B
	Green	009E0F	0	158	15
	Dark Grey	ADAFAA	173	175	170
	Light Grey	FFFFFF	0	0	0

Greyscale Colours

	Name	%K
	Green	47
	Dark Grey	62
	Light Grey	31

Proper Color Use

4-color:



4-color reverse on 100% black:



4-color reverse on all other colors:

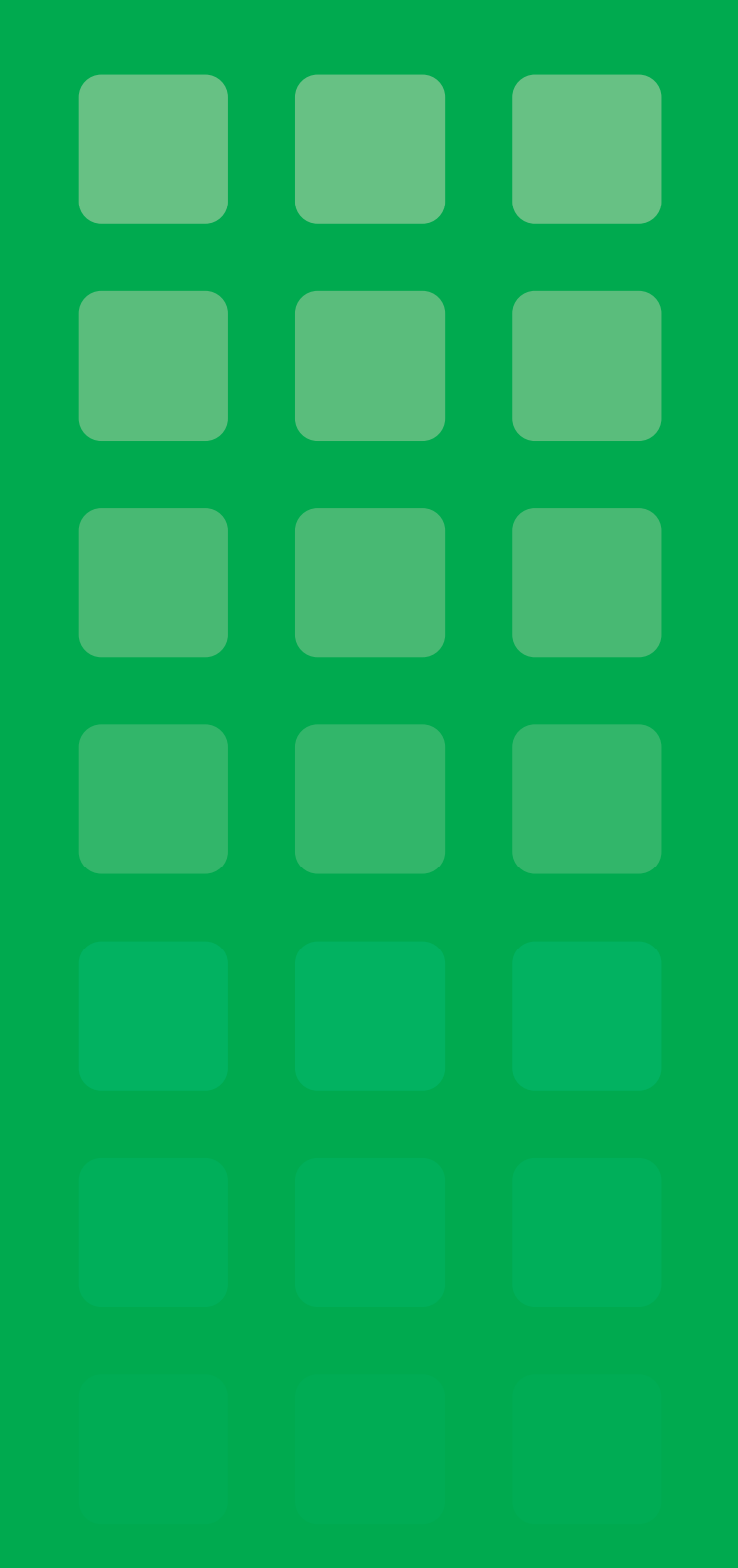


2-color:



1-color (greyscale):





Logotype usage in animations, video, etc. will be reviewed on a case-by-case basis. If logo is used in a size smaller than 320 x 240 pixel resolution, use the logo without the tagline. Logo may be animated but must hold static for a minimum of 90 frames (3 seconds) either prior to or after the animation is completed. No animation that would distort the logo, i.e. morph, unconstrained scale etc... is allowed.

For more information please contact Creative Manager greggh@timecard.econz.com

Logo Use in Animations

To ensure optimum legibility, a clear area surrounding the logo must be maintained. This area is referred to as the “area of isolation”. The minimum area of isolation is derived from the height of the letter “r” in the *Timecard* logotype. This area is the minimum allowable distance between the signature and all other imagery including: typography, photography, design elements, and page trim. A generous amount of clear space is always recommended.

Area of Isolation



Sizes

To promote visual continuity, standard logo sizes have been developed for specific applications. Use these standard sizes whenever possible. They are available from <http://www.econz.com/creative>

Logo for use in larger space applications



Logo for use in small space applications



Minimum size: brand with strapline: 40mm wide



Minimum size: brand no strapline: 22mm wide



Logo Misuse

The integrity of the *Timecard* brand is maintained through proper use. Inaccurate reproductions of the logo will erode *Timecard's* ability to legally protect it, as well as confuse audiences. Examples of typical logo misuse are demonstrated here. For questions regarding proper logo usage, please contact Creative Manager gregh@timecard.econz.com

Unacceptable logo usage:

Do not change the relationship between the green square, logotype and strapline.



Do not distort logo.



Do not deviate from approved colors.



Logo Misuse...

Do not change logotype of logo.



Do not add to logo



Do not use logotype without the green square with clockface symbol.



Do not change the time on the clockface symbol



When using the “Timecard” name in text, use initial capital letters plus italics - *Timecard*. Do not use all caps or lower case, “TIMECARD” or “timecard” or “*TIMECARD*” or “*timecard*”.

Use of *Timecard* in Text



All logo and artwork requests should be directed to the Creative Manager. gregh@econz.com

Approved users can download artwork directly from our creative image bank <http://www.econz.com/creative>

To apply for a login and password to the creative image bank please contact the Creative Manager. gregh@econz.com

Questions