# paylocity

Brand Standards
Manual
1.1

Welcome to Paylocity.

The combination of service and technology has been at the core of who we are from the very beginning. But the one thing that unites the two—the magic of Paylocity—is our people.

We've always believed that people matter most. It's a belief that defines the relationships we have with our customers, with our partners, and with each other. It's partnership that sets us apart. We're more than just a provider for our customers, we're their partner.

This shared value—using the technology we create to get to a better place via partnership—comes alive in our brand. A culture-forward organization made up of the most talented people in the business. People who care more.

We're partners to our clients. We take care of today so we can help them achieve the promise of tomorrow.

Paylocity
Brand Standards Manual
2023
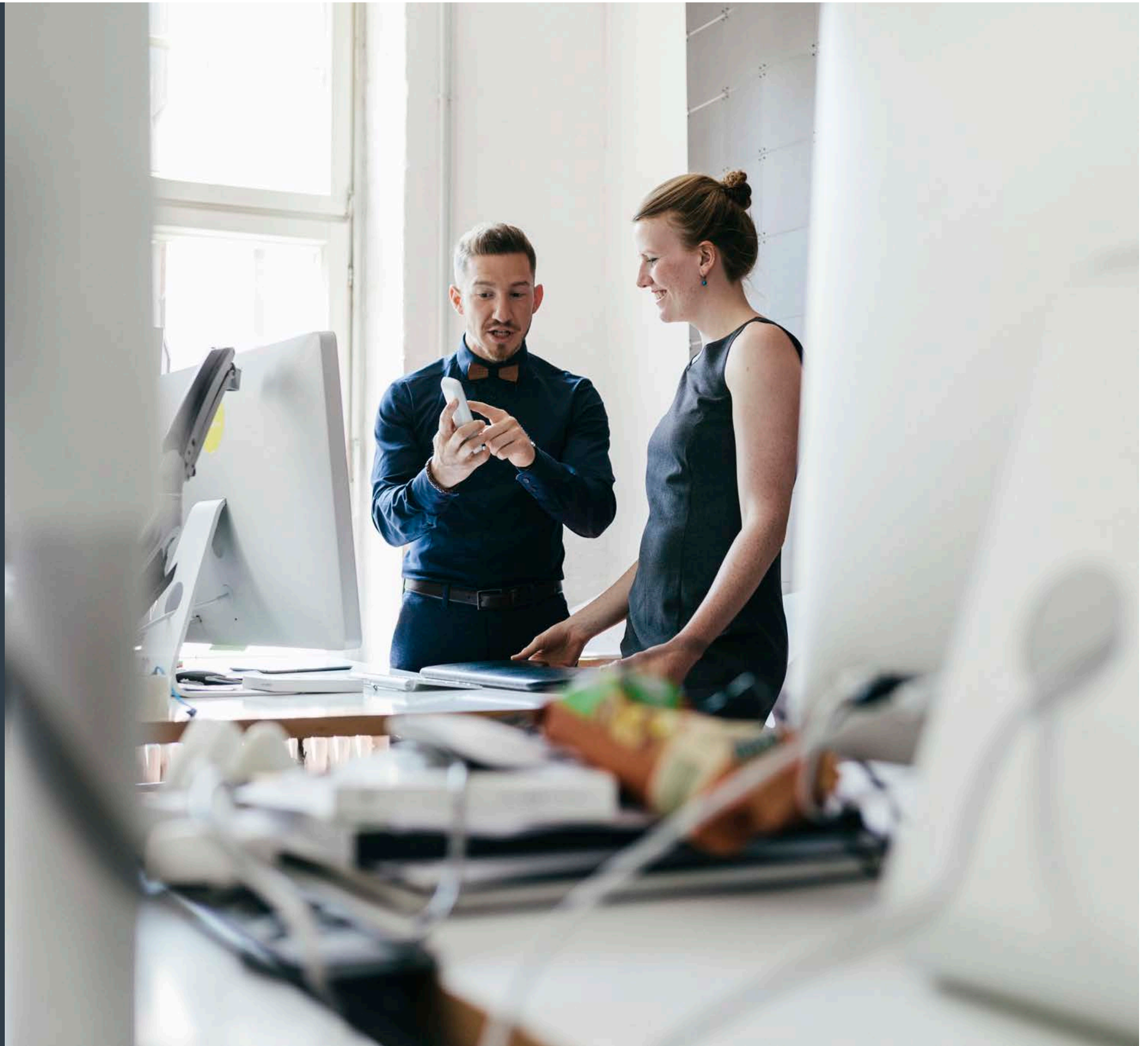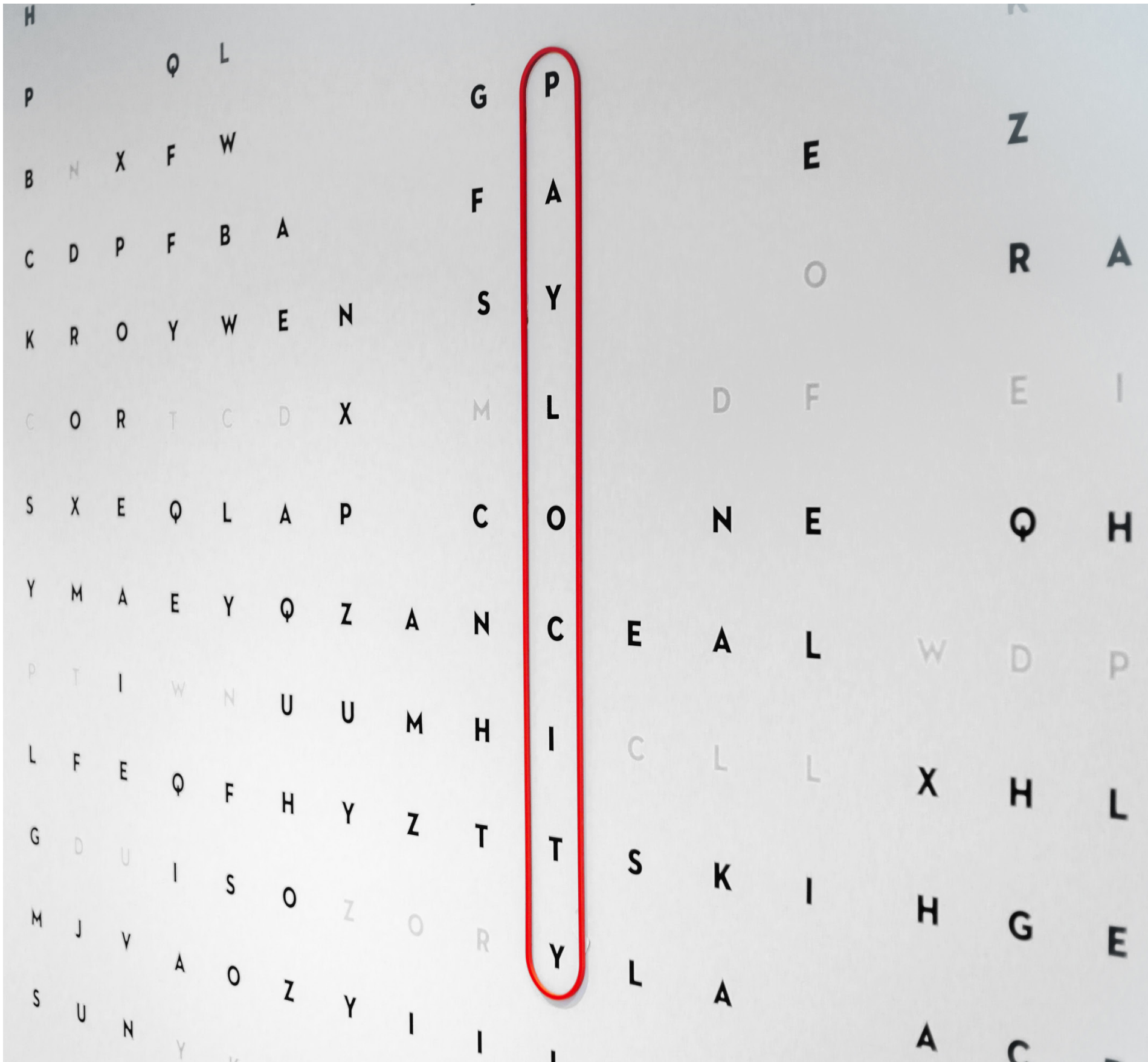
We'll speak as one brand with a single, unified voice.

Paylocity
Brand Standards Manual
2023

© 2023 Paylocity

Our revised identity reflects who we've always been.

Paylocity
Brand Standards Manual
2023

Today, tomorrow, and always, we will continue to offer the most cutting-edge technology paired with the greatest service in the business.

Ignite

In the following pages, you'll find what you need in order to understand our new brand.

Ignite

Why is this guide important?

Consistency allows Paylocity's brand to appear more professional and reliable. By implementing brand guidelines, we can maintain the quality and integrity of the Paylocity brand both internally and externally. When a brand's identity is cohesive, it increases the brand's perceived value to clients, prospects, partners, and the masses.

To bring the promise of a better tomorrow within reach today.

Our vision is all about partnership. As true partners to our clients, we help them with whatever they need, day to day. More importantly, it's how we'll help them achieve the promise of tomorrow.

Paylocity
Brand Standards Manual
2023

Together, we help you achieve the promise of tomorrow, today.

Paylocity
Brand Standards Manual
2023

We are ...

Casual
Lighthearted
Personable
Practical
Culture-forward
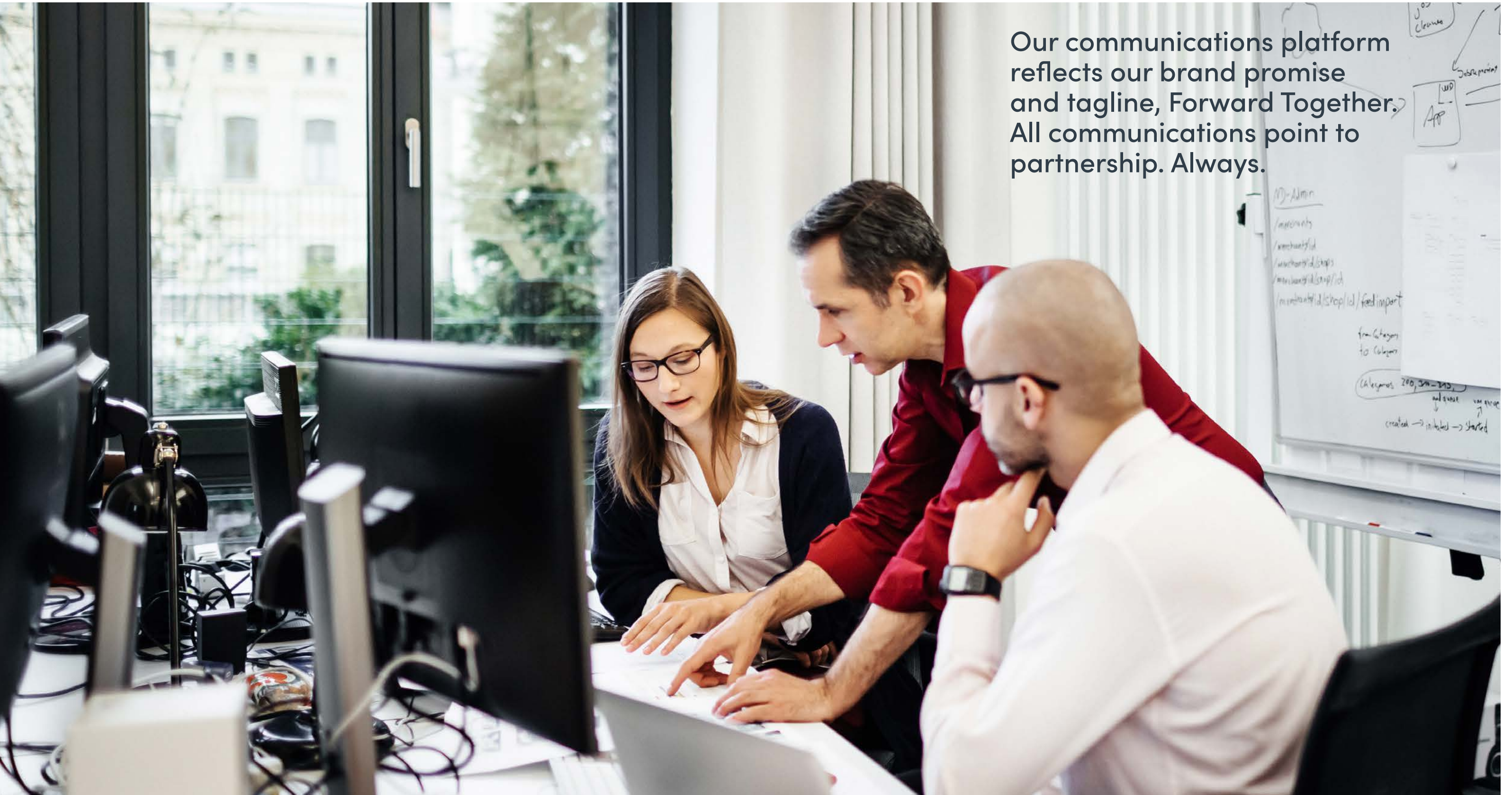
Our communications platform reflects our brand promise and tagline, Forward Together. All communications point to partnership. Always.

Paylocity
Brand Standards Manual
2023

Whether it's social media, advertising, sales materials, emails, or any other type of communication—written or verbal, internal or external—everything we say across all media is informed by our communications platform. We pay everything off with the idea of partnership, our promise of moving Forward Together.
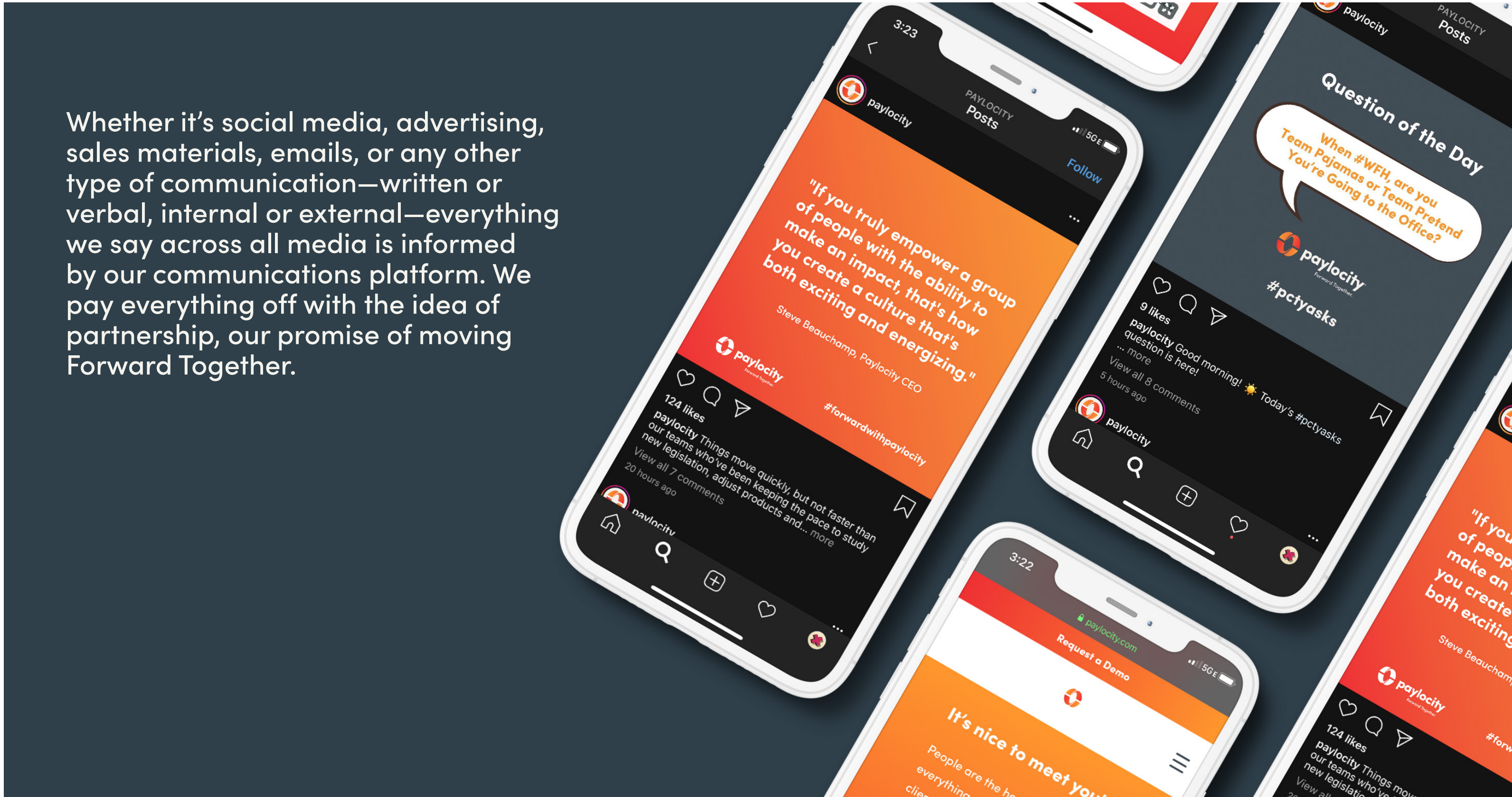
Our Visual Identity System is a defined set of graphic tools that updates and reinforces our iconic equities, guiding their application across all media. Our brand mark, color, typography, and iconography unify our brand through their consistent representation. Photography, illustration, and layouts provide creative flexibility to solve design challenges.

Paylocity
Brand Standards Manual
2023

© 2023 Paylocity

At the center of our brand is our brand mark, called The Core. It reflects our brand promise, our company values, and serves as our visual declaration.

Our tagline is the commitment to our people, our clients, and our industry. Forward is our state of mind. Together is our action plan.
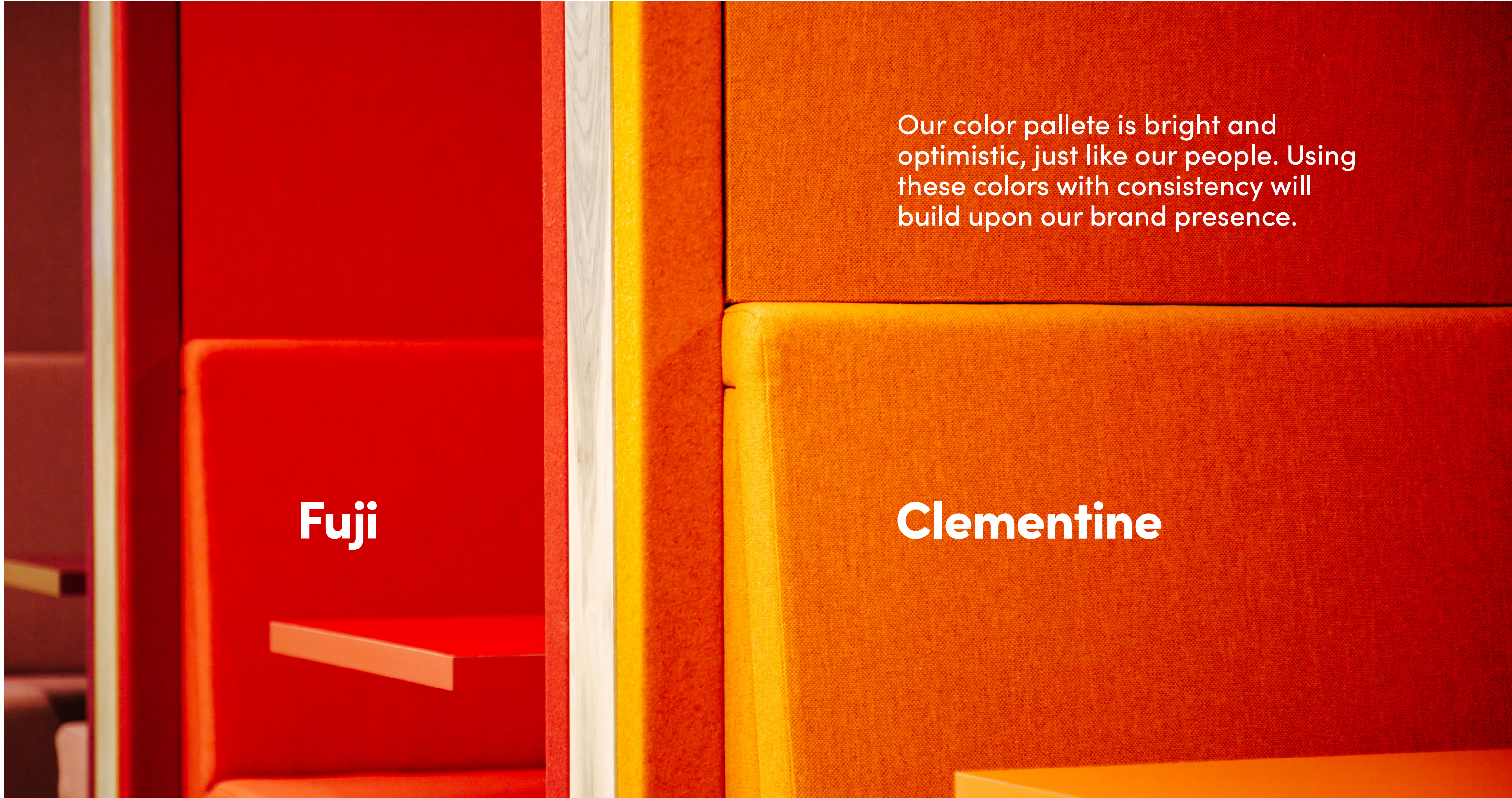
Our color pallete is bright and optimistic, just like our people. Using these colors with consistency will build upon our brand presence.

Fuji

Clementine

Our typography reflects our personality. Sofia is approachable, easy to read, and delivers messages with confidence and clarity.

The primary typeface is Sofia Pro in medium and black weights.

Meet
Sofia
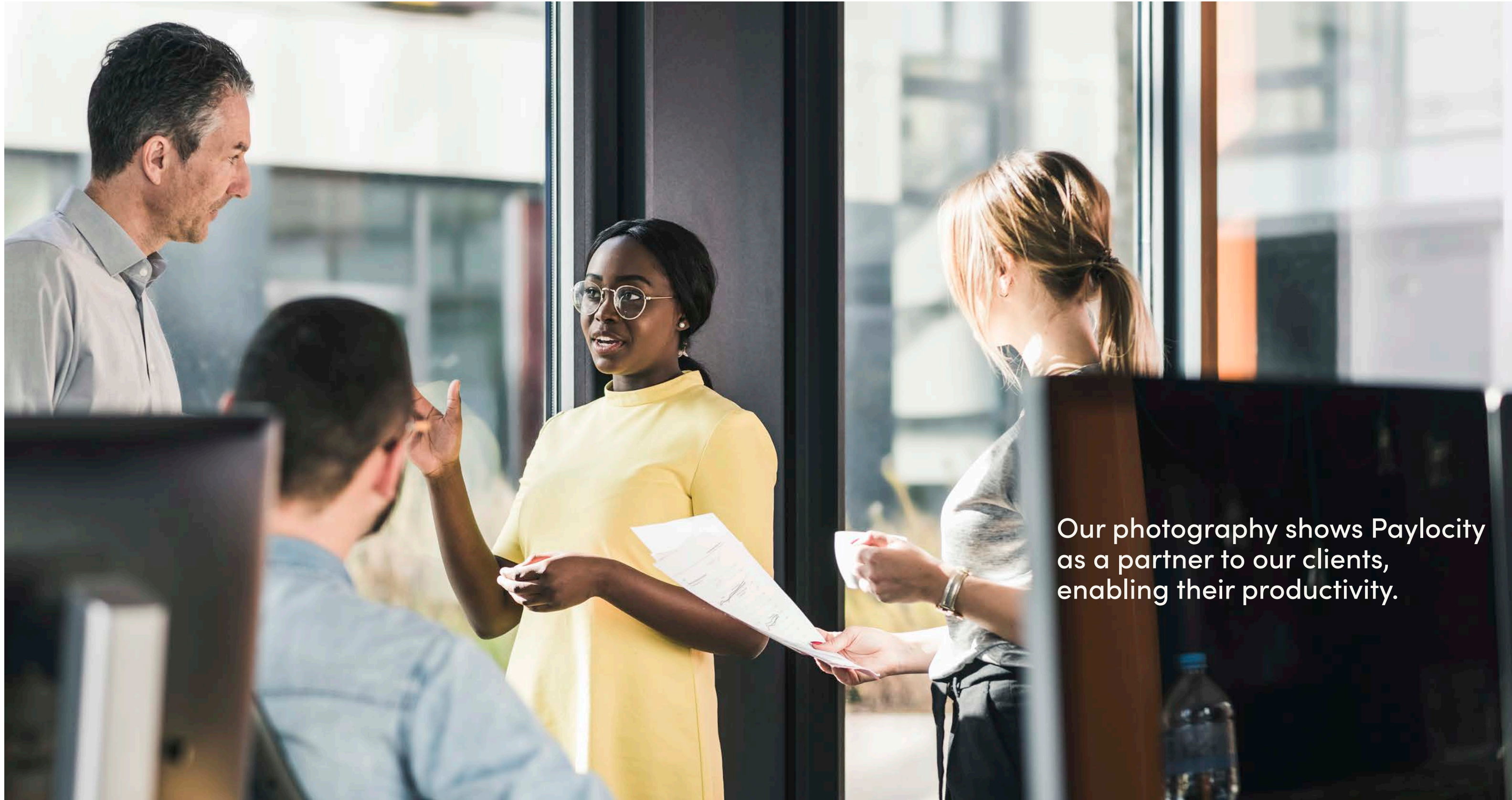
Our photography shows Paylocity as a partner to our clients, enabling their productivity.

Icons are our visual navigators. They depict a service, summarize content, and act as a call to action.

Our icons are unfussy, just like our brand.

Paylocity
Brand Standards Manual
2023
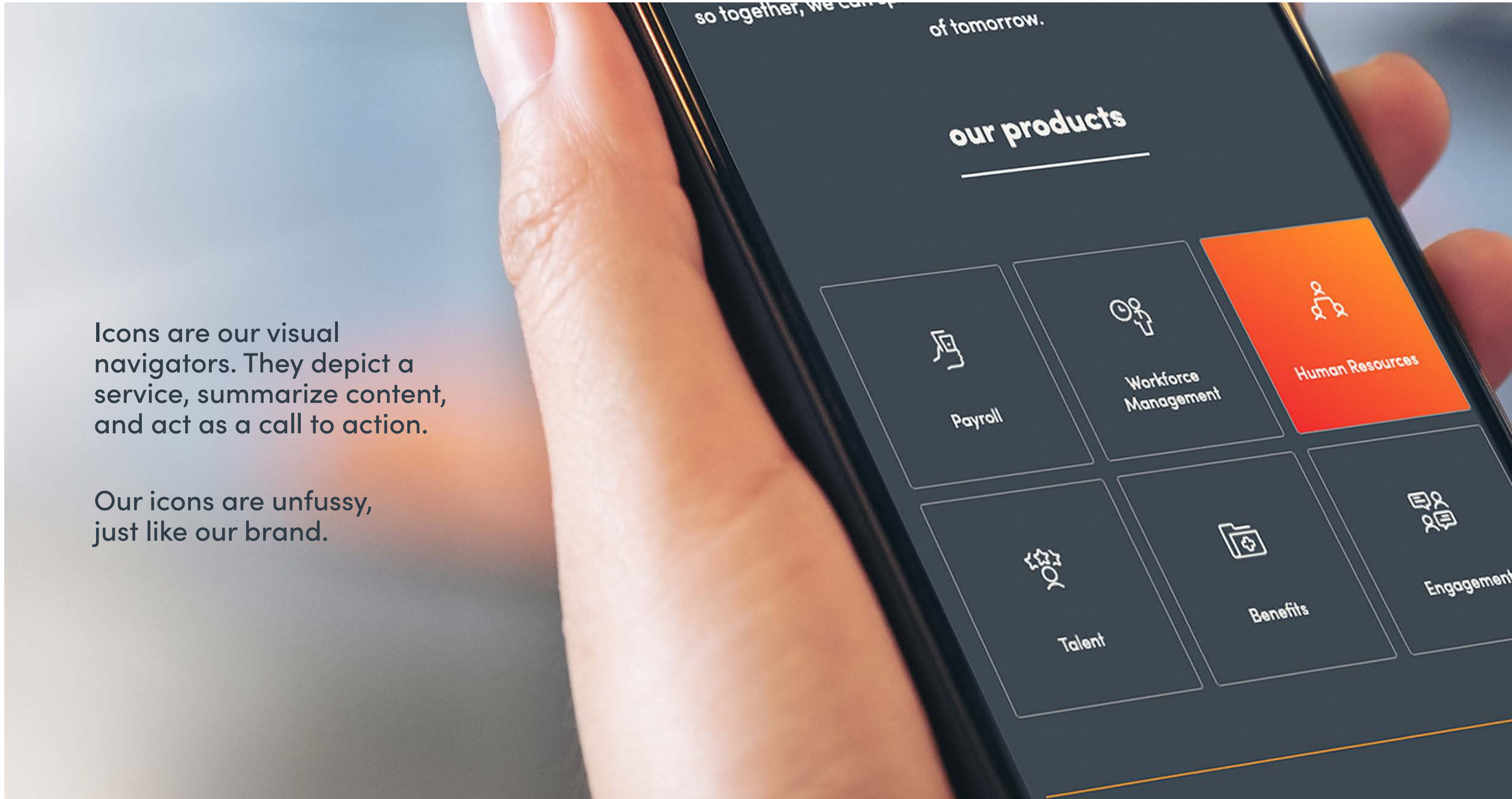
© 2023 Paylocity

Implement

In the following pages, you'll find what you need to implement our new brand.

Being a Brand Champion

No matter what you do at Paylocity, the role you play is important. You are part of our brand, and that makes you a brand champion. This brand guide is designed to help you understand exactly what that means—by articulating who we are and how to consistently represent Paylocity. Being a brand champion isn't hard. You don't have to wear a costume or change your personality. All you need to do is keep doing what you already do—with passion, focus, and a clear understanding of how we want people to experience the Paylocity brand. Whether you work with clients, prospects, vendors, partners, or internal employees, being a brand champion means representing Paylocity in what you do and how you do it. If we all understand our brand platform, we can ensure that no matter who we interact with, we're all consistently representing the Paylocity brand.

Brand Strategy

Paylocity

Brand Standards Manual
2023

Implement

Editorial
Introduction
Page 24

The cornerstone of our brand supports actions like when the sales process begins, when onboarding hits a bump, when a new release comes out, or when the paycheck hits the mailbox. It's the totality of everything we do, promise, deliver and stand for. Whether you develop Paylocity's software, sell it, recruit talent, take calls, print paychecks or make sure the bills get paid, what you do is part of our brand. You represent us. You are us. And we need you, in every interaction and every opportunity, to be an ambassador for the Paylocity brand.

The Paylocity brand is a reflection of who we truly are.

We help our clients with whatever they need today so, together, we can help them achieve the promise of tomorrow. We do that through partnership. We build relationships with our clients to help guide them through the day to day. This frees them up to focus more intently on their own people and culture. And we're with them every step of the way: today, tomorrow, together.

Together, we're more than providers for our clients, we're partners.

Paylocity

Brand Standards Manual
2023

Implement

Brand Strategy
Vision
Page 26

Brand Strategy

Our Positioning

Said Simplest:
Together, we help you achieve the promise of tomorrow, today.

Said Simply:
Paylocity frees you from the tasks of today to help you achieve the promise of tomorrow.

Point of Differentiation: This speaks to relationship and commitment. Where others are merely a provider, we are a partner.

For professionals who crave **true partnership,** Paylocity is the HR and payroll provider that frees you from the tasks of today, so together, we can spend more time focused on the promise of tomorrow. Backed by **a culture that truly cares,** we help you achieve the **promise of tomorrow, today.**

Brand Promise: This aspirational message suggests forward movement and progress.

Reason to Believe: This speaks to quality and service and leverages onlyness. We care about your culture because we care about our culture.

Paylocity

Brand Standards Manual
2023

Implement

Brand Strategy
Positioning
Page 27

Brand Strategy

Brand Narrative

Our brand narrative is the culmination of all our brand strategy. It's written in our brand tone and serves as a guide post for what our role is in the market place.

Today is a place where things are rushed, tasks take too long, and building the culture you crave is just out of reach. Tomorrow? Well, tomorrow is full of potential, productivity, and endless possibility. But today can be different.

Paylocity bridges the gap between where your organization is now and where you want to be.

By offering HR and payroll solutions as a true partner, we help free you from the tasks of today and work with you to focus on tomorrow. Because tomorrow is all about your people.

Other providers make promises they can't keep. Paylocity is different, because we're backed by the best customer service in the business and a culture that truly cares.

Together, we'll help you achieve the promise of tomorrow, today.

Paylocity

Brand Standards Manual
2023

Implement

Brand Strategy
Brand Narrative
Page 28

Our communications platform centers on the belief that forging partnerships with our clients yields greater success—both short-term and long-term. Leveraging this belief, we created a platform that reinforces the idea of partnerships. All communications should point to partnership—always—as a way of reflecting our brand promise and tagline.

Our communications platform

We're not just providers to our clients. We're partners. Driven to help them achieve growth and success. We take care of today so, together, we can help them focus on the things that matter most: people. Backed by the best customer service in the business— and a culture that truly cares—we help our clients achieve the promise of tomorrow.

Whether it's social media, advertising, sales materials, emails, or any other type of communication—written or verbal, internal or external—everything we say across all media is informed by our platform. We pay everything off with the idea of partnership, our promise of moving Forward Together.

We're more than providers for our clients. We're partners.

Paylocity

Brand Standards Manual
2023

Implement

Brand Strategy
Communications Platform
Page 29

Brand Strategy

Tagline

Our tagline is our outward–facing anchor point for all communications. To better understand its meaning we have defined it below.

Forward Together.

To fully understand what Forward Together means, we must first look back. All the way back to the earliest days of Paylocity, when we were just a startup in a basement office. A small team bound together by a single belief–that belief that we could change the industry.

While some providers touted technology and others centered on service, we would offer both in equal measure.

A great product allows for a great service experience. But the key ingredient—and the thing that's separated us from the very beginning, the magic of Paylocity—is our people.

It's people that make a difference. It's people that matter most. And it's people who exist at the heart of Forward Together. Because it's people who form relationships with our clients. Because they care more.

Forward Together conveys partnership. It conveys innovation. And it articulates what's so special about Paylocity. The idea that we work together as a group of employees across different parts of the organization, with our clients, with our partners. We work with each other, striving to get our clients to a better place.

We're more than just a provider. We're a partner to our clients. And that's what Forward Together represents: Forward is our state of mind (always innovating, always ensuring progress). Together is our plan of action (how we get from here to there).

It's not just our tagline. It's our promise.

Paylocity

Brand Standards Manual
2023

Implement

Brand Strategy
Tagline Definition
Page 30

Editorial

Paylocity

Brand Standards Manual
2023

Implement

Editorial
Introduction
Page 31

Editorial

Voice & Tone Introduction

Our brand tone and voice are critical elements for Paylocity. Using these guidelines will help us speak as one unified brand across all communications, both internal and external.

We speak as one unified brand.

Paylocity

Brand Standards Manual
2023

Implement

Editorial
Voice & Tone Introduction
Page 32

The way we talk is a reflection of who we are. So all our communications should suggest partnership. When writing in the Paylocity tone and voice, ask yourself, "Does what I'm saying make me sound like a true partner?"

Casual

We speak eye to eye with our customers, always meeting them at their level. Never above them. We lose the jargon and opt for plain speak instead.

Lighthearted

We strive to be a breath of fresh air for our clients, who can be quite burdened by their day to day. We are fun and lighthearted in a way that adds flavor to our partnership and sets our customers at ease.

Practical

We're savvy but straightforward. Informative but informal. Like a well-respected coach or advisor.

Personable

Being a good partner means our customers can count on us. Why? Because we listen to them. We empathize with them. And the way we interact with them instills confidence and helps them feel better about the world.

Culture-forward

We are big-picture people. We help with the day to day, but we always keep our eyes trained on tomorrow. Which means people are the center of our focus. Because our enduring belief is that people matter most.

Our brand tone and voice should be heard throughout all our communications.

Paylocity

Brand Standards Manual
2023

Implement

Editorial
Voice & Tone
Page 33

Copy Writing Standards

Use the guides below to align your writing with the brand standard. Keep your writing casual, short, and sweet. You can be cheeky, but only when it makes sense.

Use simple language and make it active.

Show you're human by being genuine, relatable, and empathetic.

Be conversational.
Tell a story.

Use adjectives with purpose, not as filler.

Be concise. Use shorter sentences so content is scannable.

Use technical language only when it matters, and try to explain it generally rather than specifically.

Whenever possible, frame up product features and services in a way that highlights/demonstrates the client benefit.

Paylocity

Brand Standards Manual
2023

Implement

Editorial
Copy Writing Standards
Page 34

Visual
Identity

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Introduction
Page 35

Visual Identity

Logo

The full Paylocity logo is comprised of three main elements: the Core, the wordmark, and the tagline. The Core and tagline should never appear together without the wordmark.

the core

paylocity

wordmark

Forward Together.

tagline

Primary Logo

Our primary logo should be used whenever possible.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Logo
Page 36

Visual Identity

Logo

The below guidelines describe high-level rules around Paylocity logo(s), including clear space and minimum sizes.

the core

wordmark

Forward Together.

tagline

Minimum Size

Full Mark Elements

The full Paylocity logo is comprised of three main elements: the Core, the Wordmark, and the tagline.

Note: Tagline

Tagline is always followed by a period.

Full Logo (with tagline)

Full Mark: 1.75" or 126px

The full Paylocity logo (the Core and wordmark together), when appearing with the tagline, should not be used smaller than 1.75" wide on printed material and 126px wide on digital media due to legibility.

Full Logo (without tagline)

Full Mark: 1.5" or 110px

The full Paylocity logo (the Core and wordmark together), when appearing without the tagline, should not be used smaller than 1.5" wide on printed material and 110px wide on digital media due to legibility.

The Core

Logomark: .33" or 26px

The Paylocity logomark should not be used smaller than .33" wide on printed material and 26px wide on digital media.

Wordmark (with or without tagline)

Wordmark: 1" or 78px

The Paylocity wordmark should not be used smaller than 1" wide on printed material and 78px wide on digital media.

Clear Space

There should always be a minimum of 'x' clear space around the Paylocity logo, where 'x' is equivalent to the "o" of the Paylocity wordmark.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Logo
Page 37

The below logos are all approved for use across all mediums. Use the full gradient version of the full logo whenever possible. Stacked logos (right) are only to be used when space is limited and the horizontal logos won't fit.
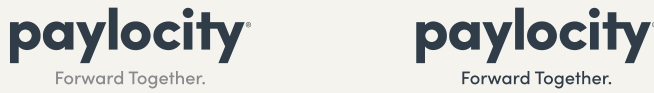
stacked logos with and without tagline

core | logo mark

full mark w/ tagline

full logo

wordmark w/ tagline

Note: Tagline Alignment

When the Core is not present with the wordmark but the tagline is, the tagline alignment is centered to the wordmark.

wordmark

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Logo Types
Page 38

Logo uses

The below logos are all approved for use across all mediums. Use the four-color version of the full logo whenever possible. Stacked logos are only to be used when space is limited and the horizontal logos won't fit.

	Primary Logo **Recommended**	Primary logo without tagline	Stacked logo with tagline	Alternative logos

Four-color

Use whenever possible

Two-color Core

Use when Four-color cannot be used.

Single color

Note: Tagline Alignment

When the Core is not present with the wordmark but the tagline is, the tagline alignment is centered to the wordmark.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Logo Uses
Page 39

Below are the approved logos for use on dark backgrounds. Even on dark backgrounds, use the gradient version of the full logo whenever possible.

core | logomark

full mark
w/ tagline

full logo

wordmark
w/ tagline

wordmark

stacked logos with and without tagline

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Logo
Page 40

It is so important for the logos to be used properly. Be sure the logo is always sized properly and uses the proper colors for the applications. Below are some examples of how not to use our logo.

Do not change the orientation or angle of the logo.

Do not stretch the shape of the logo either vertically or horizontally.

Do not allow the logo to ride in the car without a seatbelt.

Do not place logomark on right side.

Do not change the color of the tagline.

Do not allow tagline to drift from center alignment in wordmark/tagline lockup.

Do not change color orientation of logomark.

Do not use non-approved one-color logos.

Do not let the logo play with matches without adult supervision.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Logo Usage
Page 41

Anything named with PCTY has to be approved by Marketing. Once approved it will be added into the official set.

standard
"pcty"

pcty

pcty group/
program
name lockup

pcty
store

#pcty

pcty group/
program
name & icon
lockup

pcty
gives

For requests requiring more than just a name locked up with "pcty" an additional request would need to be made and approved. Once approved we would work to find either an icon solution or illustrative logomark.

Swag or other items with "pcty" or "#pcty" would be required to use the "master" designed mark.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Alternative Logos
Page 42

Fuji

PANTONE 485

PANTONE 485

Clementine

PANTONE 1495

Paylocity   Brand Standards Manual   Implement   Visual Identity
2023   Primary Color/Clementine
Page 44

Graphite

PANTONE 432

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
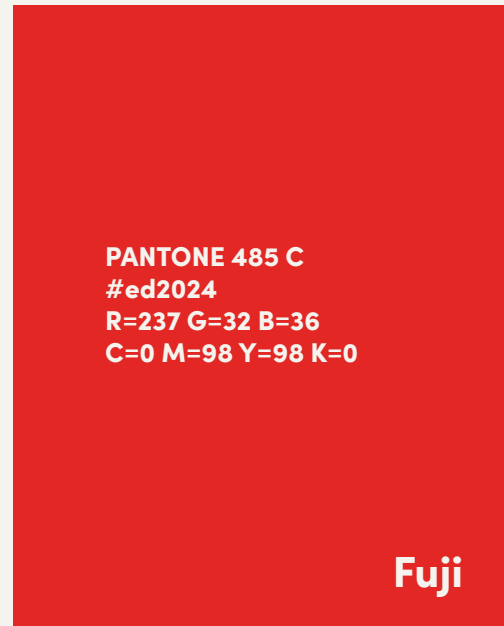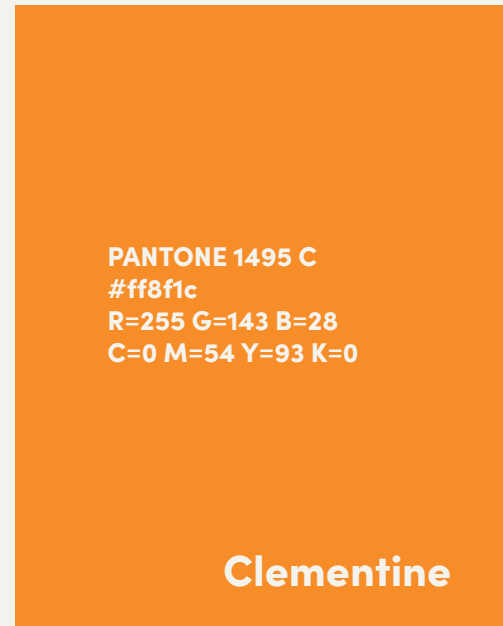Primary Color/Graphite
Page 45

Color is the visual component people remember most about a brand. Primary colors should be present in all design. Secondary and tertiary colors should be used as accents.

primary colors
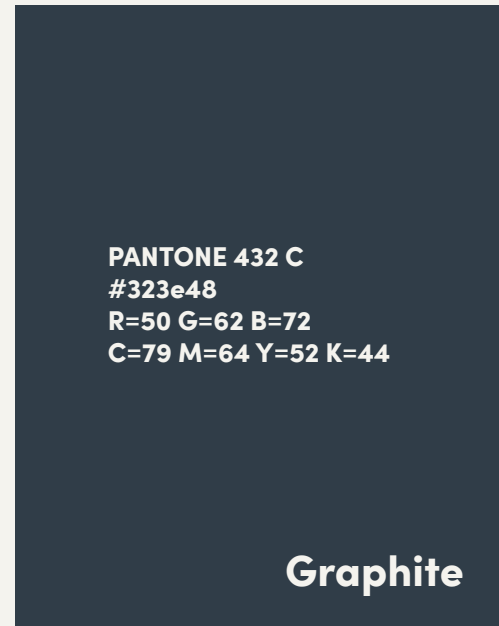
PANTONE 485 C
#ed2024
R=237 G=32 B=36
C=0 M=98 Y=98 K=0

Fuji

PANTONE 1495 C
#ff8f1c
R=255 G=143 B=28
C=0 M=54 Y=93 K=0
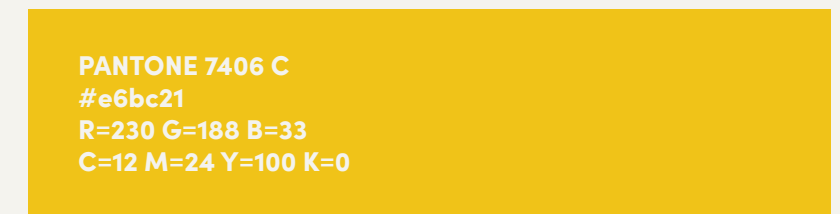
Clementine

PANTONE 432 C
#323e48
R=50 G=62 B=72
C=79 M=64 Y=52 K=44

Graphite

tertiary colors
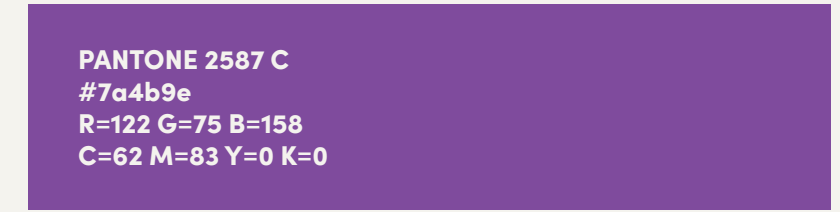
PANTONE 7406 C
#e6bc21
R=230 G=188 B=33
C=12 M=24 Y=100 K=0

PANTONE 3405 C
#09b476
R=9 G=180 B=118
C=78 M=0 Y=73 K=0
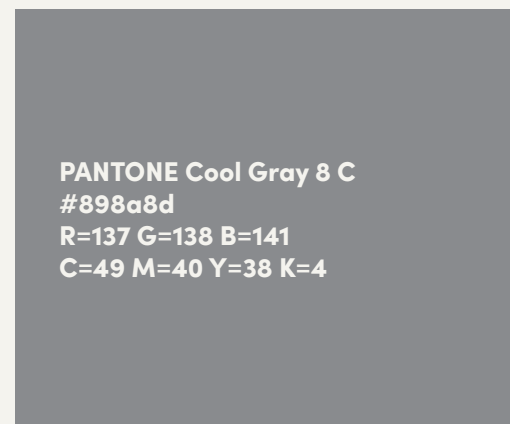
PANTONE 660 C
#347abe
R=52 G=122 B=190
C=80 M=47 Y=0 K=0
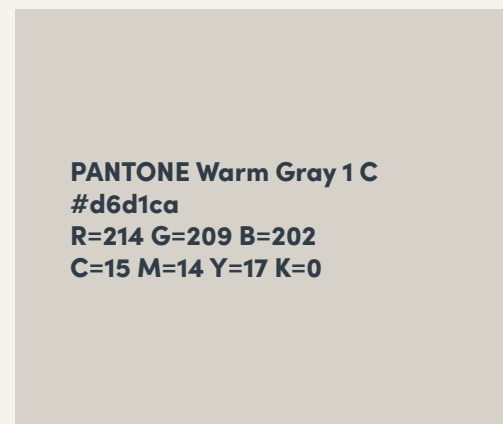
PANTONE 2587 C
#7a4b9e
R=122 G=75 B=158
C=62 M=83 Y=0 K=0
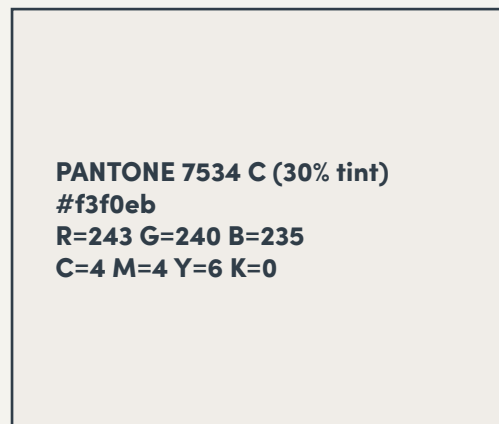
secondary colors

PANTONE Cool Gray 8 C
#898a8d
R=137 G=138 B=141
C=49 M=40 Y=38 K=4

PANTONE Warm Gray 1 C
#d6d1ca
R=214 G=209 B=202
C=15 M=14 Y=17 K=0

PANTONE 7534 C (30% tint)
#f3f0eb
R=243 G=240 B=235
C=4 M=4 Y=6 K=0

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Colors
Page 46

Visual Identity

Color Do Nots

Color is an important part of our visual identity. We need to use color with consistency across all our communications.

Do not mix colors in headlines. Use one color.

This is a headline.

Do not use tertiary colors in primary headline or body copy.

This is a headline.

Do not create gradients with any colors other than Fuji and Clementine following graident standards.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Colors Do Nots
Page 47

Clementine

Fuji

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Gradient Introduction
Page 48
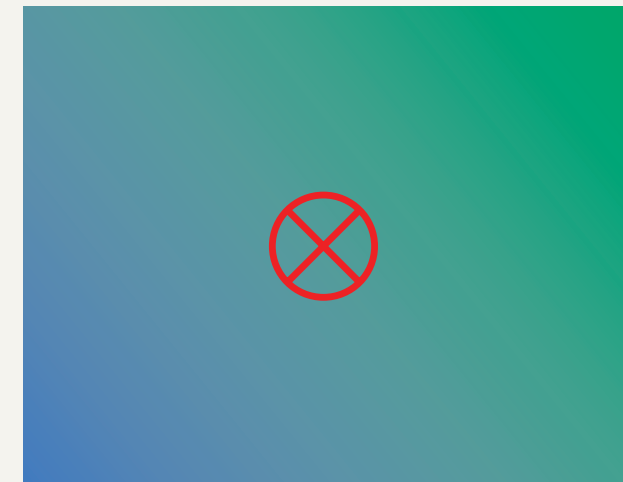
The Paylocity color palette uses the primary orange and red by combining them into a gradient for use on all materials, primarily as a background fill. The direction of the gradient is consistently red: lower-left » orange: upper-right. The gradient fill anchors snap to each corner respectively.

Reminder
Gradients should <u>never</u> be used over images with an overlay effect.

Clementine
PANTONE 1495 C
#ff8f1c
R=255 G=143 B=28
C=0 M=54 Y=93 K=0

Fuji
PANTONE 485 C
#ed2024
R=237 G=32 B=36
C=0 M=98 Y=98 K=0

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Gradient
Page 49

Visual Identity

Typography

Sofia Pro comes in many weights.
We use two. Black and medium.

Sofia Pro

Sofia Pro

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Typography
Page 50

Sofia Pro Medium

Sofia Pro Medium Italic

Sofia Pro Black

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Typography Font Weights
Page 51

Below are recommended typography guidelines, including approved font weights and styles, as well as best practice font size and leading measurements. If you are not sure about what sizes or fonts to use in a project, reach out to marketing.

Sofia Pro

Font weights   medium, medium italic, **black**

Leading   1.5x font size

Character spacing   0 / metrics

Alignment   flush left / ragged right

Type size/Leading
Measured in point size

6/7	18 / 21	48 / 54
8 / 10	21 / 24	60 / 64
9 / 11	24 / 28	66 / 70
10 / 12	30 / 34	72 / 76
12 / 14	36 / 40	96 / 98
14 / 18	42 / 46	110 / 112

This headline uses 36pt font, 40pt leading

This is a subtitle. I am 14pt in size and my line spacing is 18pt. I am typically written in full sentences.

This is a body paragraph. It typically follows a subtitle and is written out in full sentences and in paragraph form. The font size for body copy is 12pt, and the leading/line spacing is 14pt.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Typography Leading
Page 52

Ready to learn more? Enter your information to request a demo.

Required fields denoted by an asterisk (*).

A full sentence is treated in sentence case. Never use all caps in headlines.

first name *

last name *

company name *

sample field input, lower case

email address *

phone number *

number of employees *

business zip code *

current provider

Request Demo

Title case Call to Action

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Typography Casing
Page 53

Typography plays an integral part in expressing our character and underscores our tone of voice. The correct use of typography creates hierarchy and smooths communication.

Hyperlink Styling

This sentence contains the styling for hyperlinks. It's standard "Body" formatting (size 16, leading 28), but underlined and orange.

Body: Sofia Pro
Medium

T̲T̲ 16pt   A̲↕A̲ 28pt

Note: Bullets

- All bullets should be red. White is the only other exception if necessary to print in one color, on a dark background or the bulleted list appears on the pcty red/orange gradient.

Phone Number Treatment

1.800.520.2687

Use periods to separate numbers.
Do not use dashes.

Title case

Call to Actions
Proper Names
Section Headers
Article Headlines
Job Titles
Fragment Sentence Headlines
Brochure/Sales Slick Title

Sentence case

Full sentences should be treated as they normally would.

Lower case

category titles
secondary info
sample field input
reminders

Upper case

N̶E̶V̶E̶R̶ ̶U̶S̶E̶ ̶A̶L̶L̶ ̶C̶A̶P̶S̶.̶

Default Font – Calibri

When Sofia Pro is not available or for Microsoft Word documents being exchanged/edited outside the company use "Calibri."

Word documents can be exported as PDFs to maintain the brand font Sofia Pro outside the company.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Typography Special Notes
Page 54

Visual Identity

Typography
Do Nots

These examples show what not to do with the new typography standards.

DO NOT USE ALL CAPS EVER. IT MAKES ME FEEL LIKE YOU'RE YELLING AT ME.

Do not track out lettering. This looks weird.

Always follow the leading standards so people will have an easy time reading our content. This is near impossible to read.

Don't "mix it up." Keep type weight and color uniform in headlines and sentences.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Typography Do Nots
Page 55

Visual Identity

Photography Introduction

Our photography intent is to show Paylocity as an enabler of productivity and to show the human side of our technology in real-world situations. If you are not sure about what imagery to use in a project, reach out to marketing.

Types of Photography

Brand

This photography is of people doing their work in their environment. Paying off the photographic intent by showing Paylocity as the enabler of productivity.

*Use of any product screenshots must be approved before release.

Brand Product-focused

This photography focuses on the product being used in real-world situations—both at work (i.e., a corporate office or a neighborhood bakery) and on the go (i.e., an airport or a busy city street).

Brand Case Studies

We want to put real faces to these stories, these successes. When possible, portrait photography in the same overall brand photography style can show the person behind the story in their natural work environment. The subject should be captured doing what they do on a typical day.

Campaign

Campaign photography will emulate the photographic standards. However, campaign photography can be shot or sourced for the specific marketing strategy and creative idea it's supposed to represent. To keep all photography consistent, the stylistic qualities will remain the same (e.g., natural lighting, real situations, etc.).

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Photography Introduction
Page 56

Visual Identity

Photography Introduction

Our perspective is unique and interesting. We look at things differently, and that should come through in our compositions and camera angles.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Photography Introduction
Page 57

Always
Make use of natural lighting situations.
Use real people doing real work in their real environments.
Our photography is active.
Our perspective is unique and interesting. We look at things differently, and that should.
come through in our compositions and camera angles.

Make use of natural lighting whenever possible.

Using cooler tones (and edited for this) will pair very well with the bold color pallete of the new Paylocity brand identity.

Use real people doing real work in their real environments.

Use foreground objects to create interesting compositions.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Photography Anatomy
Page 58

Our photographic intent is to capture real people doing their work in their environment. Capture moments of productivity and collaboration.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Brand Photography Examples
Page 59

Visual Identity

Product Photography Examples

This photography provides placeholders to show our product in action, in use. We also show our product outside of device breaking out different focal points or features.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Product Photography Examples
Page 60
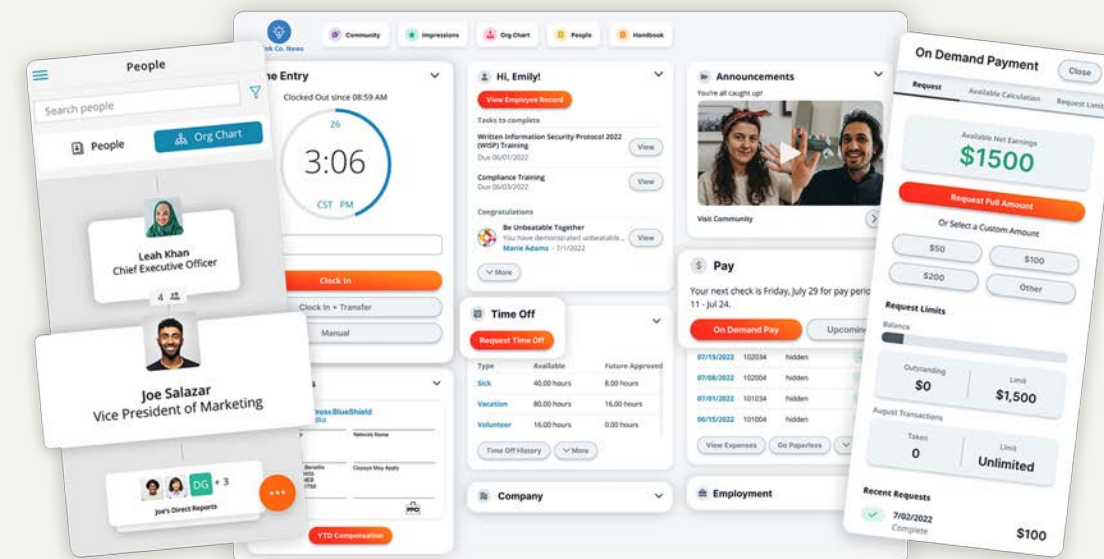
This photography follows the brand photography styling. Portraits should feel natural and relaxed. They can be posed or capture a moment of productivity. Either are acceptable.

When capturing portraits, make sure the subject is not looking directly at the camera.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Brand Case Studies Photography
Page 61

Internal and employee photography follow the same standards as other photography sets. We capture our environment and our culture in moments of productivity. Never staged.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Internal/Employee Photography Examples
Page 62

Photography can be used in a variety of ways. The most unique way is in tandem with the super graphic, (see page 72 for super graphic standards). Combining these two elements creates an ownable photographic/design treatment that over time will become uniquely Paylocity.

The subject of the photography should not be obstructed by the super graphic. Ensure you select and scale the right photo to make a dynamic visual.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Photography In Use
Page 63

Do not overlay
colors on top of
photography.

Do not use overly
dramatic lighting.
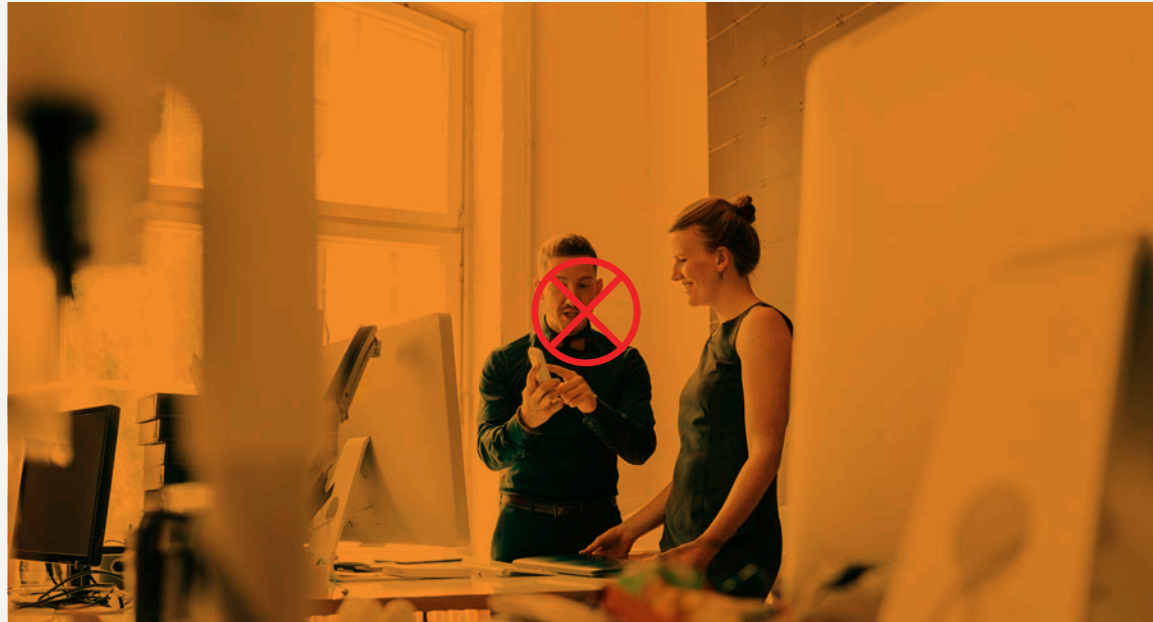
Do not use technical
type photography
unless it's absolutely
necessary.

Our iconography is provided by Streamline—a library of over 30,000 icons. Certain icons are reserved for exclusive use on the web and in marketing materials, so if you are not sure about which icons to use in a project, reach out to marketing. Please note: only the "REGULAR" stroke weight icons are approved for use. Never change the weight of the icon strokes.

Talent

Time & Labor

Payroll

Human Resources

Employee Experience

Benefits

Mobile

Insights

Integrations

Our icons are uniform in line weight and end-rounded.

They are simple and visually descriptive.

For the full list of available icons and library access please contact the Marketing Creative Services team

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Iconography
Page 65

Our new logo was developed around the idea of togetherness. The super graphic in the new identity leverages this by zooming into the logomark in interesting ways to create unique backgrounds that highlight the fluidity of and motion within the logomark.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Super Graphic
Page 66

Our super graphic centers on the new logomark. We are leveraging the movement within the logo to create graphic devices throughout our communications. This will allow consistent yet flexible layouts that can be leveraged across multiple channels and collateral pieces.

The Core | Logomark

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Super Graphic
Page 67

Visual Identity

Super Graphic
Creation

Our super graphic centers on the new logomark. Below are the
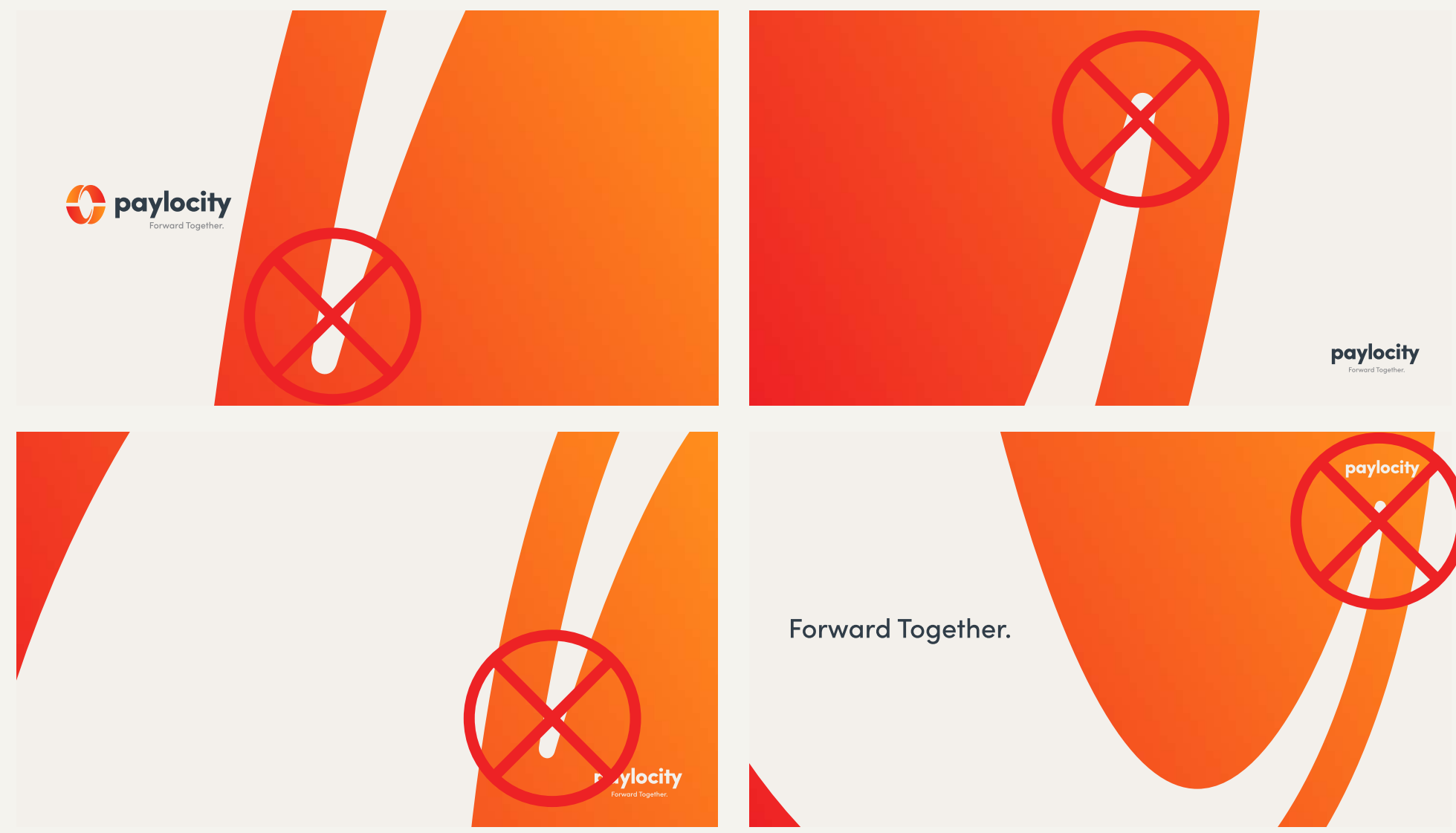steps to take to create your own super graphic.

The super graphic is created from the
Core mark by scaling and masking
onto a background. The background
can be the main Paylocity gradient
(preferred) or a solid brand color in
addition to photography.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Super Graphic Creation
Page 68

Below are just a few examples of the proper use of the logo as a background/graphic element.
Notice that the terminals of the logo are cropped and are never visible within the frame.

Super Graphic
Improper Uses

Below are just a few examples of the improper use of the logo as a background/graphic element.
Notice that the terminals of the logo are not cropped and are visible within the frame.
Never do this, please and thank you.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Super Graphic Improper Uses
Page 70

Special Use

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Special Uses
Page 71

Visual Identity

Special Uses

Illustration is used within the Employee Value Badges. We limit the use of illustration throughout the brand. If you have questions about using illustration please reach out to marketing.

Uses full brand color library.

Line weights are consistent with iconography.

Paylocity

Brand Standards Manual
2023

Implement

Visual Identity
Special Uses
Page 72

External Vendors

Please reach out to marketing for logos and production files.

Paylocity Employees

Paylocity templates are pre-installed on all company computers. Brand assets such has logos, images, iconography can be accessed on our DAM. Please reach out to the Marketing Creative Services team for access.

Paylocity

Brand Standards Manual
2023

Implement

Resources
Available Assets
Page 73

paylocity

Forward Together.