



BRAND GUIDELINES v2



APRIL 2019



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Smallest Logo Sizes



1"



100px

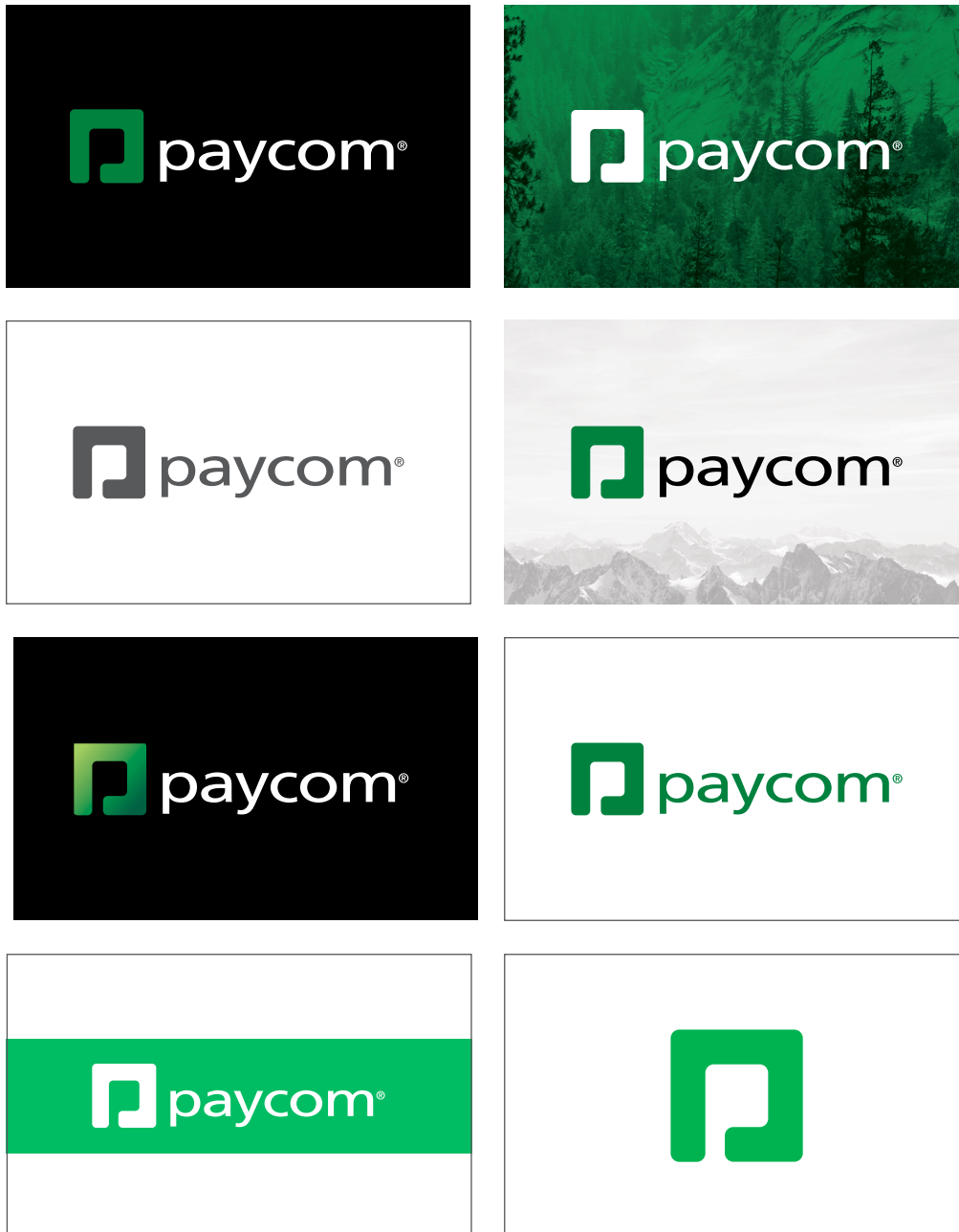


0.24"



25px

To request **written approval and permission** to use Paycom's brand assets, email the design and full details of your request to creativeservices@Paycom.com.



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DO NOT change the logo to an unapproved color.



DO NOT add an outline to the logo.



DO NOT bend or warp the logo.



DO NOT angle the logo.



DO NOT lower the opacity of the logo.



DO NOT add effects or drop shadow to the logo.



DO NOT squish or skew the logo.



DO NOT stack the logo.



Brand Colors



Track Green

Pantone 7488 | C56 M0 Y93 K0 | R112 G212 B75 | #70d44b



Paycom Green

Pantone 348 | C97 M22 Y100 K0 | R0 G143 B75 | #008f4b



Manage Yellow

Pantone 7548 | C0 M23 Y100 K0 | R255 G198 B0 | #ffc600



Hire Orange

Pantone 1505 | C0 M70 Y100 K0 | R255 G107 B0 | #ff6b00



Engage Blue

Pantone 312 | C76 M15 Y10 K0 | R0 G166 B206 | #00a6ce



Digital Green

Pantone 7481 | C90 M0 Y96 K0 | R0 G180 B81 | #00b451



Paycom Gray

Pantone 10 | C0 M0 Y0 K80 | R88 G89 B91 | #43484d

Clickable links/buttons for the web will use our Action Blue color.



Action Blue

R37 G122 B207 | #237acf



Action Blue Hover

R0 G117 B168 | #0075a8

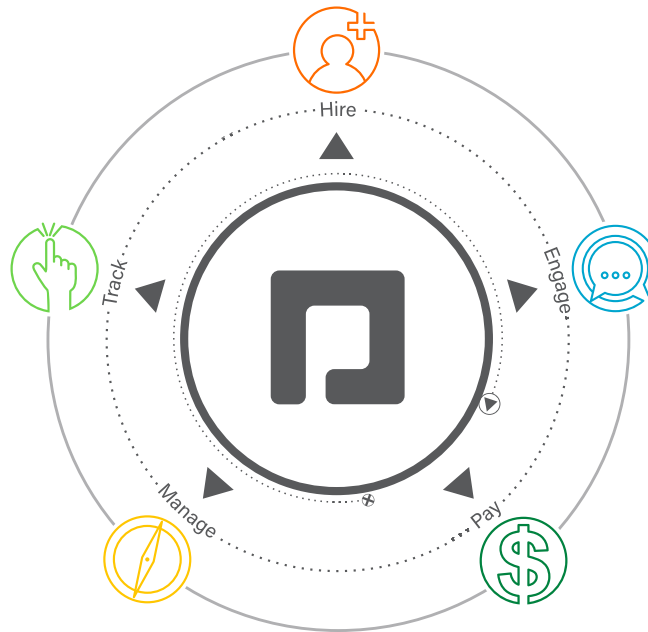


Blue Gray

R134 G147 B158 | #86939e



Paycom Solution Compass



- » Paycom Pay
- » GL Concierge
- » Expense Management
- » Garnishment Management
- » Payroll Tax Management
- » Online Payroll Processing
- » Enhanced ACA
- » Applicant Tracking
- » Candidate Tracker
- » Background Checks
- » Tax Credits
- » On-Boarding
- » E-Verify®
- » Documents and Checklists
- » Government and Compliance
- » Benefits Administration Suite
- » COBRA Administration
- » Manager Self-Service
- » Personnel Action Forms
- » Paycom Surveys
- » 401(k) Reporting
- » HR Management Analytics
- » Performance Management
- » Compensation Budgeting
- » Employee Self-Service
- » Executive Dashboard
- » Paycom Learning
- » Talent Management Analytics
- » Schedule Exchange
- » Time-Off Requests
- » Web Time Clocks
- » Hardware Terminals
- » Labor Allocation
- » Labor Management Reports
- » Time and Attendance



Primary Brand Typeface for Print

ACUMIN PRO

ACUMIN PRO CONDENSED

ACUMIN PRO EXTRA CONDENSED

ACUMIN PRO WIDE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Supporting Brand Typeface for Print

Professor

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

For questions or concerns about using any of the typefaces approved by Paycom,
email creativeservices@Paycom.com.



Brand Typeface for Web - Body Copy

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Typeface for Web - Header

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Brand Typeface

(for use only when primary fonts are unavailable)

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

