



Mini Style Guide

2023

BRAND HIERARCHY

Branded House

TCP uses a “Branded House” brand architecture, which means there is one true company logo and all products are treated as “lockups” to the logo as shown below. Product logo lockups are primarily used to convey product-centric messaging. Please contact the [creative team](#) with any questions about how to use logos.



Employee time tracking and scheduling solutions that integrate with hundreds of payroll, HCM and ERP providers, and TCP’s Time Clocks and devices. Serves private and public sector



Dynamic, demand-driven, AI-powered employee scheduling solutions for primarily private sector industries such as healthcare, hospitality, retail, manufacturing



Complex rotation-based employee scheduling for public safety i.e. law enforcement, fire departments, EMS, dispatch



Simple shift-based employee scheduling for both private and public esp. law enforcement



Substitute management scheduling software

LOGO

General Logo Usage

The TCP logo is our one true logo and should be added to all corporate materials, marketing collateral, tradeshow booths, signage, websites, videos, social media pages and posts, and print and digital assets.

Use the “regular” logo on light backgrounds and the reverse logo on dark backgrounds. Do not use the TCP logo on a green background or on a background that is in stark contrast to our logo colors, e.g. red. Except for limited circumstances such as when there isn’t an option for color printing, our logo is always presented as full color.

Use the TCP logo with its trademark unless the “TM” is unprintable, e.g. signage and embroidery. Only use the tagline when deemed necessary to communicate brand positioning and recognition. The tagline is not officially “attached” to the logo, however, it is typically deployed in this fashion. As such, please request permission from the [creative team](#) to use this version.



Your Workforce Ally

Logo Rules



Clear space around the logo = height of the “c” in the TCP logo

Minimum Size Print:
0.5” wide



Minimum Size Web:
60px wide



DO NOT modify the logo in any way as shown below.



LOGO USE: ACQUISITIONS

1 Dual Company Logos

When a new company is acquired, we use **both company logos** shown together like this, for a pre-determined amount of time. This allows us to transition customers slowly, while also honoring brand equity.

A dual company logo treatment replaces the existing logo on the acquisition company's website, social media pages, tradeshow booths, email communications, and in some marketing materials as an introduction to the "merger."

After the specified period of time, the dual company logos are then replaced with a TCP logo "lockup" (see step 2) and typically, the acquisition company name becomes a TCP product name.



2 TCP Logo Product Lockups

As soon as the full acquisition integration is underway, we create and deploy a **product logo lockup**, as shown here, on all marketing materials, including product level websites, videos, collateral materials, and tradeshow banners.

Again, the one true logo at TCP Software is the TCP logo, and to that logo, we "lock up" the name of the product.

All marketing materials will either receive the TCP logo or a product logo lockup. The product lockup is best used when showcasing a product is central to the message we're conveying.

COLOR PALETTE

Primary Palette

The blue and green colors of the logo were carefully selected as the primary palette to complement one another and stand out in the competitive landscape, as well as to evoke strength, growth, professionalism and friendliness.

The blue is called Classic Blue and was deemed by Pantone as *the* color for 2020. This particular blue emotes a sense of class while not feeling staid.

Green is the color of nature, so, even though the accent on the “t” floats above it, the logo feels grounded. This particular green also gives the logo a playful quality to balance the corporate feel of the blue.

Secondary Palette

The secondary blues are used as accent colors to offset from the logo and primary colors. We also use additional colors in a limited capacity, primarily to illustrate charts, graphs and infographics, and for emphasis as needed.

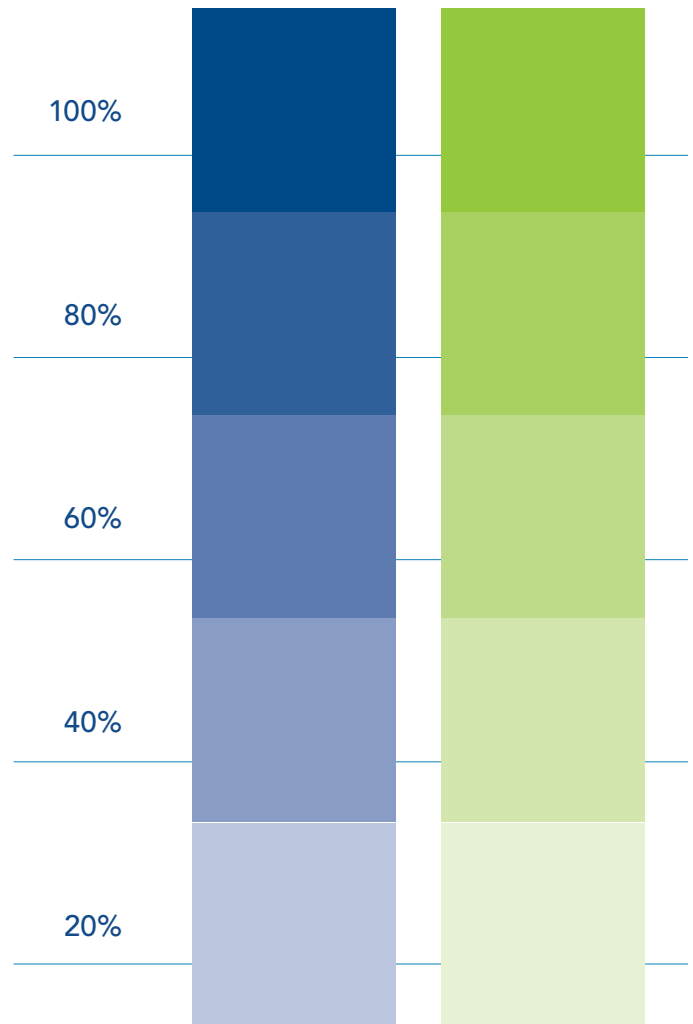
If additional colors are needed (e.g. PowerPoint charts), please contact the [creative team](#) for help.

Classic Blue

CMYK: 100, 65, 0, 27
RGB: 0, 73, 137
Web: #004989
PMS: 2154 C

Yellow Green

CMYK: 47, 0, 100, 0
RGB: 147, 213, 0
Web: #93d500
PMS: 375 C



Mid Blue

CMYK: 100, 8, 0, 12
RGB: 0, 130, 186
Web: #0082ba
PMS: 640 C



Bright Blue

CMYK: 76, 0, 0, 0
RGB: 0, 181, 226
Web: #00b5e2
PMS: 306 C



Cheery Yellow

CMYK: 0, 11, 100, 0
RGB: 255, 198, 0
Web: #ffc600
PMS: 7548 C



Tangerine

CMYK: 0, 58, 100, 0
RGB: 255, 117, 0
Web: #ff7500
PMS: 2018 C



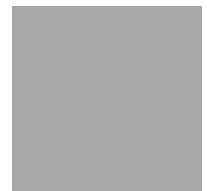
90% Cool Gray

CMYK: 57, 46, 40, 25
RGB: 99, 102, 106
Web: #63666a
PMS: Cool Gray 9 C



60% Cool Gray

CMYK: 33, 24, 20, 2
RGB: 167, 168, 169
Web: #a7a8a9
PMS: Cool Gray 6 C



TYPOGRAPHY

Avenir Font Family

Marketing Font: Use for print and digital marketing materials ONLY

Avenir is a classic font that is widely used because it is easy-to-read, comes in a range of weights, and feels both buttoned-up and friendly. The roundness of the letters helps to offset the sharp edge of the element above the "t" in the logo.

Aa

AaBbCcDdEeFfGg12345678910!@#%^&*()

AaBbCcDdEeFfGg12345678910!@#%^&*()

AaBbCcDdEeFfGg12345678910!@#%^&*()

AaBbCcDdEeFfGg12345678910!@#%^&*()

Nunito Sans Font Family

Internal Font: Use for company wide forms and documents ONLY

Nunito Sans is a Google open source font that closely resembles Avenir, allowing for visual cohesion and ease of use in all areas, without having to deploy and manage hundreds of user licenses for employees.

For brand cohesion, all TCP employees **MUST** [download](#) Nunito Sans for use in Word documents and PowerPoint presentations.

Aa

AaBbCcDdEeFfGg12345678910!@#%^&*()

AaBbCcDdEeFfGg12345678910!@#%^&*()

AaBbCcDdEeFfGg12345678910!@#%^&*()

AaBbCcDdEeFfGg12345678910!@#%^&*()

IMAGERY

Candid, Natural Photography

For a consistent look, photography needs to meet the following guidelines:

- Select photography that feels natural and candid as opposed to posed and exaggerated
- Use images with a wide depth-of-field so most elements are in focus
- Use images with a consistent tone and avoid images with dark shadows or poor lighting
- Do not use images that are highly stylized, e.g. graphics overlaying photography
- Do not add borders around photography
- Request photos from the [creative team](#)



Photo Overlay

There needs to be high contrast with classic blue

- Photo layer needs to be under the blue layer
- Classic blue needs to be overlayed on top of the image, set at Multiply at 90%
- Photo needs to be set to Luminosity, between 30%-60%, depending on lightness of the photo
- Request photos from the [creative team](#)



IMAGERY PER INDUSTRY

Higher Ed



K-12



IMAGERY PER INDUSTRY

Public Safety



Government



IMAGERY PER INDUSTRY

Healthcare



Manufacturing



IMAGERY PER INDUSTRY

Construction



Hospitality & Retail



ICONS & ILLUSTRATIONS

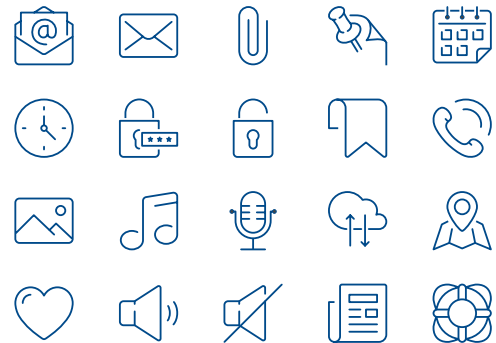
Illustrations

- These are a particular style and typically colored in our primary blue #004989 and green #93d500
- Use on our website and in marketing materials to better tell a story and to add some levity
- Request illustrations from the [creative team](#)



Icons

- We use thin editable strokes, typically colored in our primary blue #004989 (this can vary)
- Use mainly in presentations and internal pieces to showcase specific features and functionalities and as needed
- Request icons from the [creative team](#)



Two Color Icons

- We use thin editable strokes, typically colored in our primary blue #004989 and green #93d500
- The primary blue should be the dominant color, with lighter instances of the green
- Use in marketing materials such as the website, brochures, and resource assets
- Request icons from the [creative team](#)



ELEMENTS

Anchor Element

- Using the graphic element above the "T" in the TCP logo as a carry through item helps to reinforce the brand and acts as an anchor point and subliminal arrow.
- The anchor T arrow may be rotated 90° when used as a corner element when combined with a photo.



Green Arrow for CTA's

- Using the green T arrows offers a subtle way to move forward. For example, this is used in digital social ads to evoke an action.
- We use two T arrows for calls to action as shown in place of a button.



ELEMENTS

Angles

- For visual interest, angles are deployed as a graphic element to help lead the eye through pertinent aspects of a composition, and to promote a modern and friendly aesthetic.
- Angles are mainly used on the website, but also as a type of background element for tradeshow booths and other collateral.



ELEMENTS

Dot pattern on classic blue

- Dark blue circle pattern is used on TCP's classic blue background



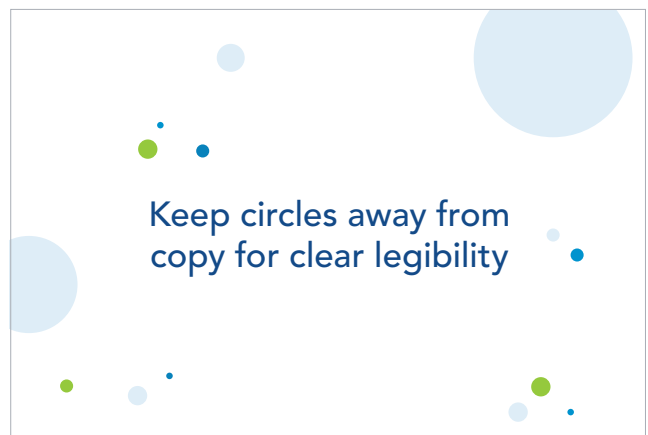
Dot pattern on white

- Light grey circle pattern is used on white background



Colored dot pattern

- Blue and green dot pattern can be used on both classic blue and white backgrounds
- These are used on printed assets such as flyers and postcards



MESSAGING HIERARCHY

Corporate	TCP Software Integrated workforce management solutions with employee time tracking and scheduling at our core.
Tagline	Your Workforce Ally
Mission	Empowering people to work better.

CORE VALUES

We **empower** our customers.

We invest in our customers, internally and externally, by listening, anticipating needs, and delivering high-quality products and services.

We **strive** to innovate.

We are passionate about developing solutions that ensure both the company's growth and personal growth.

We **cultivate** success.

We aim to practice accountability, improve processes, support one another, and achieve excellence in all interactions, tasks, and goals.

We **embrace** one team.

We are a collaborative community that unites around common goals, communicates honestly, and listens with humanity and respect.

BRAND PROMISE

Work. Better.

TCP Software is leading the industry with time tracking and scheduling solutions that provide organizational leaders with the confidence they need to manage workforce operations in today's rapidly changing work environment. By replacing outdated systems with automated and scalable solutions, employers and employees alike will **work better** knowing they are equipped to handle the day-to-day and positioned for what comes next.

Work. Better.

Work. Better.

Brand Promise Usage

The **Work. Better.** logo treatment should be used as a vector graphic provided by the Creative Department in all cases *unless* included in a sentence as text only. For example: "We're here to help you work. Better." Or... "TCP empowers our customers to work better."



HOW TO TALK ABOUT US

Company Name

Do:

Refer to the company as TCP Software.

You can also refer to the company as TCP, the short version of TCP Software.

Please note that "TCP" written out is always capitalized, only our logo is lowercase.

Don't:

Never refer to the company as TimeClock Plus.

Do not use TCP as an abbreviation for TimeClock Plus, the product. TCP is how we refer to the company now, not the product.

Product Names

We now have 4 software products under the TCP Software company brand plus our time clock collection:

TimeClock Plus, Humanity Scheduling, Aladtec, ScheduleAnywhere, InstaSub

Do:

Refer to our time and attendance product line as TimeClock Plus.

Refer to our employee scheduling product as Humanity Scheduling.

Don't:

Do not refer to the TimeClock Plus product as TCP. Again, no longer use TCP as an abbreviation for TimeClock Plus, the product.

Do not refer to acquisitions as companies once acquired. The companies become products under the TCP brand, see brand hierarchy (page 2).

Corporate Website/Domain

Do:

Use the following website address for the corporate site:
www.tcpsoftware.com

Don't:

Do not use www.timeclockplus.com or any other domain name when referring to our TCP website.

ADDITIONAL INFO

Find Word and PowerPoint templates and our logo [here](#). Download before using or you'll override the template.

Make sure to [download](#) Nunito Sans *before* using any Word or PowerPoint template or the fonts will default and be out of brand.

Questions or creative needs? Contact the [creative team](#).

WEB & DIGITAL GUIDE

Color Swatches

- We use the primary blue and greens (brand green and WCAG compliant green), along with our secondary mid-blue, and a greyscale series



Typography

- Avenir LT Pro is used for all websites and in our digital ads as our brand font
- Nunito Sans is used for landing pages crafted in Instapage



Buttons & Links

- Buttons are round, pill shaped with corners set to a radius of 25
- Primary button color is WCAG green
- Secondary button color is mid-blue
- Green arrows are used on digital ads and social posts

