employment hero

# Partner Brand Guidelines

# Your partner in payroll and employment success.

Welcome to our brand guidelines created for the Employment Hero Partner Network; we're thrilled that you're working with the Employment Hero brand.

We want to make it as easy as possible for you to create content and marketing collateral whilst protecting the integrity of the Employment Hero brand and using the provided assets correctly.

These guidelines may be updated overtime to embrace the developing aspects of our brand and to reflect any changes and innovations implemented at Employment Hero.

# Brand identity

Employment Hero is an award winning, cloud-based payroll, HR, and workforce management platform. Our Partner Network services over 300k businesses and works with 750 partners globally. We currently support businesses across Australia, New Zealand, the UK, Singapore and Malaysia.

At its core, Employment Hero simplifies people and payroll processes to save time and relieve businesses from the stressors of employment. The Employment Hero product suite is focused on compliance, automation and efficiency in order to support businesses with complex employment and payroll legislation, repetitive and time consuming admin, and improving productivity every day.

## Mission

Employment Hero was founded on the idea of making employment easier and more rewarding for everyone. We do this by developing and maintaining innovative cloud solutions that make payroll and employment easier for all to access.

Our core mission for the Employment Hero Partner Network is to be **your partner in payroll and employment success.**

## Tone of voice

Our voice is human and direct, striking a bold and disruptive tone, we challenge conventional notions of employment and champion a better way.

**We are direct, challenge the status quo, and lift the conversation.**

# Our logo

The Employment Hero logo may be used when implying, referring, or advertising your partnership with Employment Hero. There are two approved variations of the brand logo that are dependent on the available space.

These are the only approved versions of the Employment Hero logo. Any alterations to these lockups are not allowed.

**Horizontal Lockup**
This is the preferred version of the Employment Hero logo and should be used whenever possible.

**Stacked Lockup**
The stacked version of the logo can also be used if the primary logo is not suitable for a specific application.

Horizontal Lockup




Employment Hero Horizontal Logo (white)
Format: PNG
**Download**




Employment Hero Horizontal Logo
Format: PNG
**Download**

Stacked Lockup




Employment Hero Stacked Logo (white)
Format: PNG
**Download**




Employment Hero Stacked Logo
Format: PNG
**Download**

# Powered by Employment Hero Logo

Value-Added Reseller Partners are permitted to use the 'Powered by Employment Hero' logo in advertising, marketing collateral, or in website areas that reference their relationship with Employment Hero.

Contrast when using our logois paramount.

When on a dark background,it should be white. On lighter backgrounds it should be black.

White




Powered By Logo (white)
Format: PNG
**Download**

Format: SVG
**Download**

Format: PDF
**Download**

Black




Powered By Logo (black)
Format: PNG
**Download**

Format: SVG
**Download**

Format: PDF
**Download**

# Authorised Partner Logo

Authorised Referral Partners are permitted to use the referral partner badge in advertising, marketing collateral, or in website areas that reference their relationship with Employment Hero.

The Authorised Partner Logo is housed within a white shape, allowing it to be placed on both white, coloured and dark backgrounds. No other colour or layout alterations of this logo are permitted.

Authorised Partner Logo / Badge




Authorised Partner Logo (Primary)
Format: PNG
**Download**

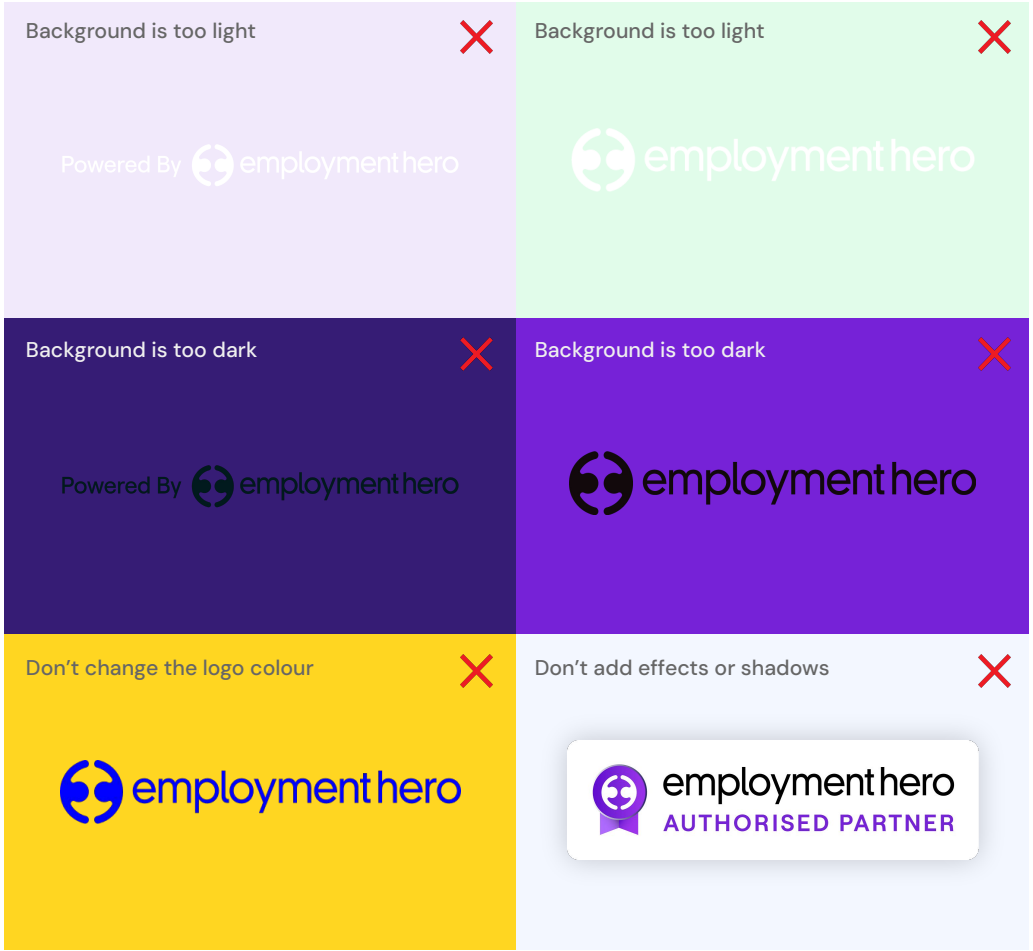
Format: SVG
**Download**

Format: PDF
**Download**

# Logo Misuse

All variations of the Employment Hero logo/s should be used as is, and not changed in any way.

The black logo should always be on a white or light background. The white logo should always be on a dark background.



# Size and Positioning

**Employment Hero Logo**

Our logo needs breathing space to work at its best. When applying the Employment Hero logo, the minimum clear space for the primary logo and the stacked logo is equal to the height of the icon.

Clear space guideline: Horizontal Lockup




Clear space guideline: Stacked Lockup



# Size and Positioning

**Powered by Employment Hero Logo**

When using the Powered by logo, follow the same guidance as per the main Employment Hero logo. The minimum clear space for logo is equal to the height of the Employment Hero icon.

Clear space guideline



# Size and Positioning

**Authorised Partner Badge/Logo**

When using the the Authorised Partner Badge Logo, the padding between the white border and the top of the ‘employment hero’ logotype becomes the recommended clear space.

As the badge is set on a white background, it requires less clear space when compared to other variations of the Employment Hero logos.

Clear space guideline



# Example usage

**Primary Employment Hero Logo**

When pairing the Employment Hero logo with a partner logo, consider whether the aligning the logotype or logo shape would be most proportionate.

For example, the Intuit Quickbooks logo works best by using the logotype height to align with the height of the Employment Hero logomark.

In the Xero example, the total logo shape height is the best guide. In this instance, align the total height of the logo with the total height of the divider line.

***Divider lines should be aligned horizontally centred to the logos, and set in 1pt black stroke. Height of the line is determined by half of the EH logo mark.***

In all cases, the Employment Hero logo should appear on the left side, and use the clear-space guide to provide the space between the logos.

Example of aligning logotype height




Example of aligning logo shape height



# Example usage

**Powered by Employment Hero Logo**

When considering the positioning of the Powered by logo with a partner logo, consider whether vertical or horizontal layouts best suit your logo.

In both instances, use the x height of the logotype to guide the sizing of the Powered by Employment Hero Logo. Follow clear-space guidelines by using the Employment Hero logomark as the space between each logo. The Powered by Employment Hero logo should sit below the Partner logo.

Example vertically stacked logos




Example horizontally aligned logos



# Example usage

**Authorised Partner Badge/Logo**

When pairing the Authorised Badge with a partner logo, consider whether aligining the logotype or logo shape would be most proportionate.

For example, the Intuit Quickbooks logo works best by using the logotype height to align with the logotype height of the Authorised Badge.

In the Xero example, the total logo shape height is the best guide. In this instance, align the total height of the logo with the total height of the Authorised Badge outer shape.

In all cases, the Employment Hero logo should appear on the left side, and use the clear-space guide to provide the space between the logos.

Example of aligning logotype height




Example of aligning logo shape height



# Socials

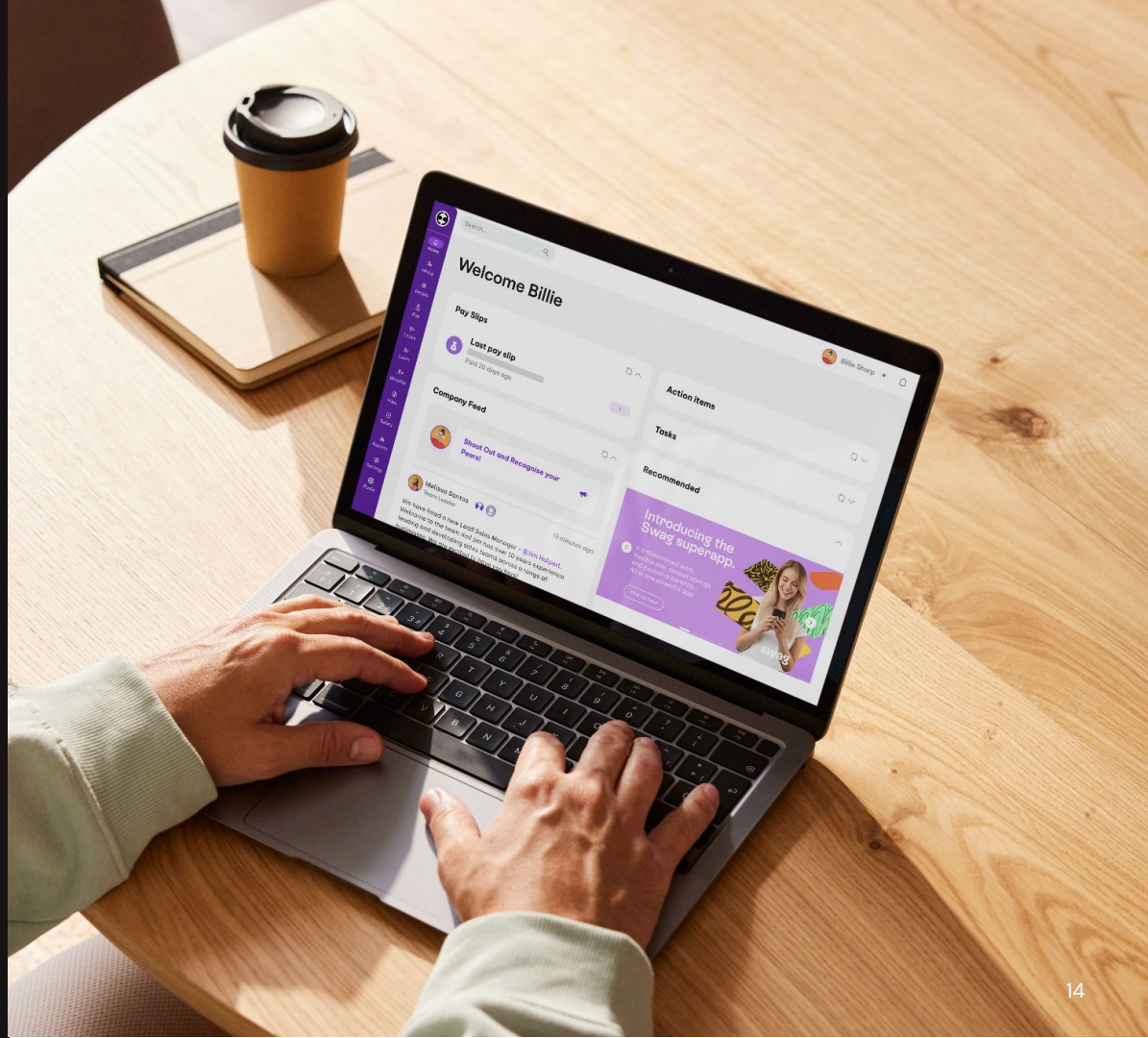
When working with the Employment Hero brand on social media, please ensure the relevant Employment Hero handles are used:

@EmploymentHero

@employmenthero

@EmploymentHero

@EmploymentHero



# Contact

Please submit any collateral using the Employment Hero brand for approval to the below contact. For any questions regarding the Employment Hero brand or to make use of Employment Hero Partner Network branded assets not covered by these guidelines, please contact the below:

**Name:** Fiona Passaris
**Email:** fiona.passaris@employmenthero.com

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