



# ELMO 2021 STYLE GUIDE

For Partners

Updated: May 2021

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# LOGO

## ELMO MASTER LOGO

The ELMO master logo is the most important component in the ELMO Software corporate identity and the application should follow this set of guidelines.

This section will cover the ELMO Master Logo and its colors.



#0060ae  
RGB: 0, 96, 174  
CMYK: 96, 66, 0, 0  
PANTONE 4151C



#ee2a24  
RGB: 238, 42, 36  
CMYK: 0, 97, 100, 0  
PANTONE 1788C

# LOGO

## ELMO LOGO USAGE

There are two main variants of the ELMO logo. Usage is dependent on the colour and contrast of the background on which the logo is being placed. These two variants include the primary logo which has a blue stroke and the secondary logo which has a white stroke.



White background



Solid colour background



Light colour image background



Dark colour image background

# LOGO

## ELMO PARTNER LOGO

The official ELMO Partner logos below are for the use of current, approved ELMO Referral Partners. Logo variants are restricted for use in line with ELMO Partner accreditation achieved.

Usage may include:

- Partner website, social media accounts and other owned digital assets
  - Partner 'stationery' such as email signatures, letterheads etc.
  - Partner collateral such as event material, brochures etc.
- and is subject to final ELMO approval.



ELMO Gold Partner



ELMO Silver Partner



ELMO Core Partner

ELMO logo usage or associated content, or general Partner enquiries, please contact the Partnerships team on [referrals@elmosoftware.com.au](mailto:referrals@elmosoftware.com.au) – we're here to help!

# LOGO

## ELMO PARTNER LOGO USAGE

Logo spacing



Use the top half of the **partner** section as a minimum spacing around the logo

## INCORRECT USAGE



We welcome Partners to create a dedicated webpage and any other helpful collateral on ELMO's solution offerings and value proposition.

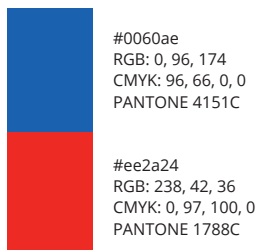
The collateral should include your approved Partner logo as well as a link back to the ELMO website for customer reference. We recommend that the content should focus on the value-added role that you as a Partner can play in the customer's HR & payroll technology evaluation and decision making journey.

# COLOURS

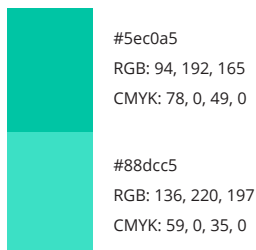
## ELMO PRODUCT GROUP COLOURS

Each ELMO module falls into one of 6 parent modules (Pay; Engage; Hire; Retain; Develop; Predict) and is denoted by a unique colour scheme, which makes up ELMO's secondary colour palette.

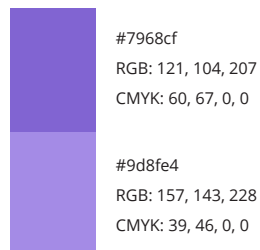
### ELMO primary



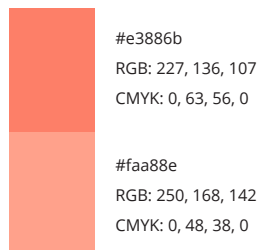
### TEAL (Pay)



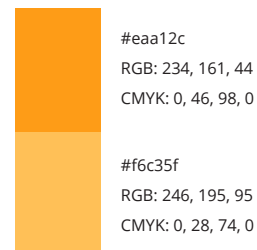
### PURPLE (Engage)



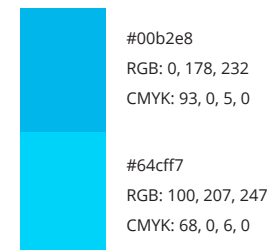
### PEACH (Hire)



### YELLOW (Retain)



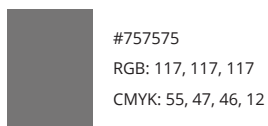
### BLUE (Develop)



### GREY (Predict)



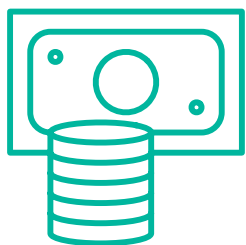
### ELMO Greys



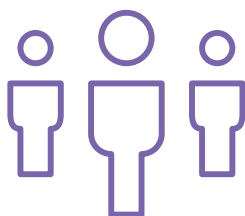
# ICONS

## ELMO PRODUCT SUITE PARENT GROUP ICONS

Each parent product group also has a unique parent product icon; similarly each individual module within a parent group has its own unique module icon. The default usage of these should be that the parent groupings and their associated modules should follow the colour schemes as outlined on Page 4 of this style guide. Black and/or white versions of each icon is also acceptable in instances where it better suits the background colour against which they are to be used.



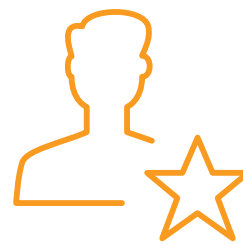
Pay



Engage



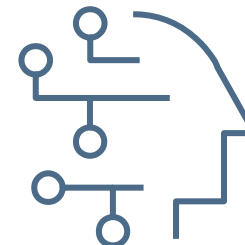
Hire



Retain



Develop



Predict



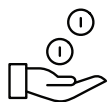
# ICONS

## ELMO PRODUCT SUITE MODULE ICONS

### Pay



Payroll



Self-Service



Expenses

### Engage



HR Core



Survey



Connect

### Hire

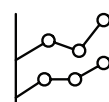


Recruitment



Onboarding

### Retain



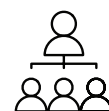
Performance Management



Rewards & Recognition



Pivot Remuneration

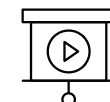


Succession Management

### Develop



Learning Management



Course Builder



Course Library



Video Library

### Predict



Predictive People Analytics



# TYPOGRAPHY

## HEADER & BODY TEXT FONTS

This section will outline the fonts used in both web and print applications.

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### PRIMARY FONTS

Header font: 30pt

Body font: 18pt - 22pt

OXYGEN REGULAR

Open Sans

Light - Regular - **Bold**

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### DEFAULT FONTS

Body font: 18pt - 22pt

ARIAL

Regular - **Bold**