UKG

Hi!
I'm your UKG logo, color, and typography guide.

Our brand trilogy

Many elements make up a unique and consistent brand experience, but no three stand out more than the brand trilogy of logos, colors, and fonts.

To make these accessible and offer guidance on how to use them, this guide focuses solely on these three areas. If you need more of the brand elements, like patterns and the UKG icon family, please reach out to brand@kronos.com.

Our brand trilogy at a glance

Brand guides can be intense. To give you a quick start, here are just the basics for the main three elements. It's not a substitute for the comprehensive info that follows, but will give you a quick foundation for what is available and how to use it. Looking to do more than just share a logo or change a color? Please reach out to brand@kronos.com for assistance as we all work to take our brand to consistent new heights.

Logos | We have Light Teal eyes whenever possible.
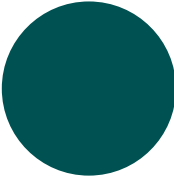
All logos are offered in these colors:
- "CMYK" for print applications
- "RGB" for digital applications
- a "Spot" when Pantone is needed

All logos are offered in these formats:
- ".ai" for when vector art is needed
- ".png" for when no background is needed
- ".jpg" for most needs as long as background is white

Our purpose is people

Colors | We wear Teal every single day. Occasionally we accessorize to change it up.
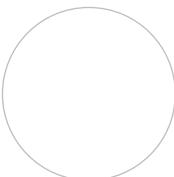
Primary

Dark Teal
Pantone 7721
CMYK 89 0 43 60
RGB 0 81 81
HEX #005151

Light Teal
Pantone 7465
CMYK 70 0 45 0
RGB 48 206 187
HEX #30CEBB

White
CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

Supporting

Lime
Pantone 7488
CMYK 51 0 86 0
RGB 120 214 75
HEX #78d64b

Fuchsia
Pantone 246
CMYK 27 89 0 0
RGB 199 36 177
HEX #c724b1

Light Blue
Pantone 311
CMYK 65 0 6 0
RGB 5 195 221
HEX #29c2de

Yellow
Pantone 7548
CMYK 0 11 100 0
RGB 255 198 0
HEX #FFC600

Purple
Pantone 267
CMYK 81 99 0 0
RGB 95 36 159
HEX #59178a

Light Gray
CMYK 3 2 2 0
RGB 245 245 245
HEX #F5F5F5

Dark Gray
Pantone Cool Gray 11
CMYK 63 52 44 33
RGB 83 86 90
HEX #53565A

Typography | We all can use it, but be careful when it goes out of house and others don't have our fonts.

Volte Rounded
Expressing our unique personality as the lead

Source Sans Pro
Setting an easygoing pace for body copy

We also use Calibri to set a consistent experience with Microsoft Desktop applications

Our name, logo & tagline

Our name, UKG, combines the market strength, innovation, and cultural equity of Ultimate Software and Kronos into one unified group. For a transition period, we'll leverage Ultimate Kronos Group with our UKG logo to help the market transition our brand equity.

Our smile logo and tagline, "Our purpose is people," speak to the culture and values that we aspire to create for our people and for the partners with whom we work.

üKG

Our purpose is people

Logo color use

The preferred way to use our logo is to always lead with light teal eyes. Other options exist for specific uses, but all efforts should be made to use one of the two primary logos.

Primary logo
Preferred use of color logo on white or light-color backgrounds

Primary logo on Dark Teal background
2-color logo on dark backgrounds

1-color logos
For 1-color printing on light and dark backgrounds

Logo suite

Primary logo

Secondary logos
Use our tagline on all sales communications, including website, advertising, and trade shows.

Our purpose is people

Smile mark
Use to represent our culture or in communications where our brand is already well established.

Social media
Use the smile shorthand as the avatar on social media.

Logo sizing, scale, and clear space

Our logo must be easily seen and recognized. Don't crowd it with other images or type. Don't print the logo over a busy or heavily patterned image that limits the logo's visibility.

Our general rule is to leave a border of white space around the logo that is no less than the height of the letter "K" in the UKG logo.

Clear space

K

K

K

Minimum size

ÜKG

18 pixels (or .25") high

Use the logo at it's minimum size on applications where it must be small, such as on a pencil.

Helpful tips: logo

Do use the approved logo artwork.

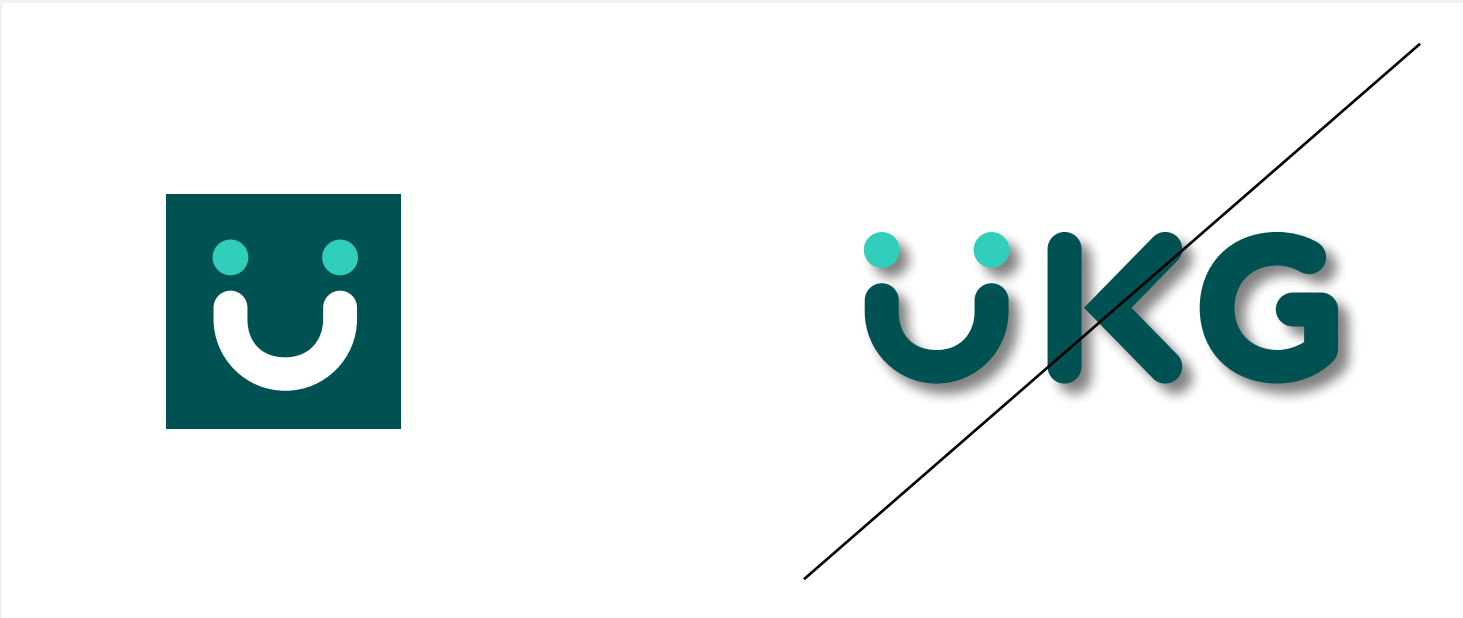**Don't** modify or create your own logo artwork.

Do use the 2-color white logo on a Dark Teal or other dark-color backgrounds.

Don't modify our logo colors.

Do provide the logo with adequate clear space from other elements.

Don't place the logo on complex images or busy backgrounds.

Do use the smile shorthand version of our logo for social channels.

Don't add effects, such as drop shadows, to our logo.

Helpful tips: the smile mark

We use the smile mark when our brand is well known or we want to highlight our culture as a whole.

To properly use the smile, please consult with Creative and Brand or Internal Communications by emailing brand@ kronos.com
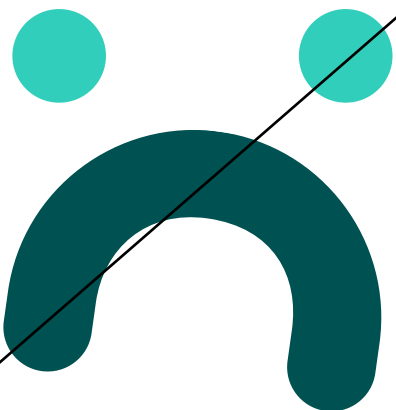

Do use the smile with other approved branding to highlight our collective efforts as a culture.

Don't use it as letters within words or phrases.

Do use the smile to represent our joy for working with our customers, partners, and each other.

Don't alter to express other emotions.

Do use the smile in real world environments to show our impact on the workday.

Don't use it to make your own sub-brands at UKG.

Logo lockups and using UKG in other marks

Our brand's consistency relies on a general adherence to the parent brand model where we lead with UKG whenever possible, from product to marketing, to team names and so on.

In doing this there are two distinct ways we can put forth UKG to avoid diluting our logo's integrity.

Logo lockup
We use this combo of branded font and spacing to let the parent brand stand on its own while connecting to important sub areas or initiatives.

UKG as copy in other marks
We rarely want to make "child" logos using our parent logo. To still make an effort uniquely UKG we use the Volte font to define UKG within other efforts. Please consult with Creative and Brand for all these efforts. Two examples are shown here. .

Our colors

Like the colors of a favorite sports team, our brand colors help us build a strong association with our brand.

Our primary colors are Dark Teal and Light Teal, mixed with plenty of white space. We complement our two teals with a vibrant secondary palette that supports, but never overpowers, our primary Teal brand colors.

Put simply, when our brand walks down the street it is wearing Teal. But occasionally it can accessorize with other colors when the moment calls for it.
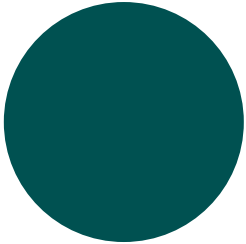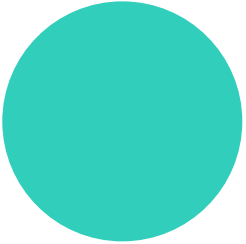
Using our colors

Primary
Our color system leads with our Dark Teal and Light Teal. This color combination should be present in every UKG communication and experience.

Secondary
Our supporting colors—White, Lime, Fuchsia, Purple, Yellow, Light Blue, and Gray—give us flexibility in designing our communications. We use supporting colors as backgrounds, as well as for infographics and illustration.
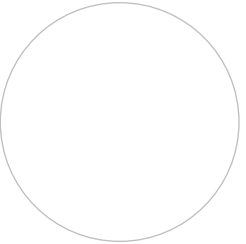
Primary

Dark Teal
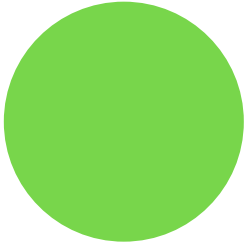Pantone 7721
CMYK 89 0 43 60
RGB 0 81 81
HEX #005151

Light Teal
Pantone 7465
CMYK 70 0 45 0
RGB 48 206 187
HEX #30CEBB
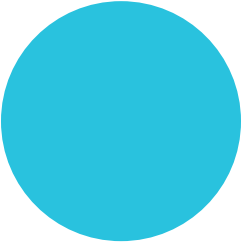
White
CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF
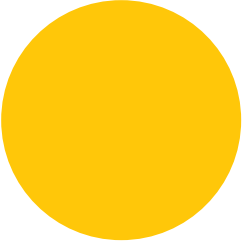
Supporting
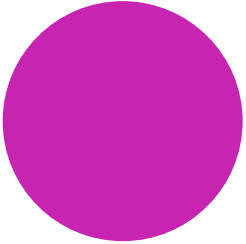
Lime
Pantone 7488
CMYK 51 0 86 0
RGB 120 214 75
HEX #78d64b

Light Blue
Pantone 311
CMYK 65 0 6 0
RGB 5 195 221
HEX #29c2de

Yellow
Pantone 7548
CMYK 0 11 100 0
RGB 255 198 0
HEX #FFC600

Fuchsia
Pantone 246
CMYK 27 89 0 0
RGB 199 36 177
HEX #c724b1

Purple
Pantone 267
CMYK 81 99 0 0
RGB 95 36 159
HEX #59178a

Light Gray
CMYK 3 2 2 0
RGB 245 245 245
HEX #F5F5F5

Dark Gray
Pantone Cool Gray 11
CMYK 63 52 44 33
RGB 83 86 90
HEX #53565A

Using our colors

Tints
Tints are primarily used for backgrounds, tables, infographics, and illustrations.

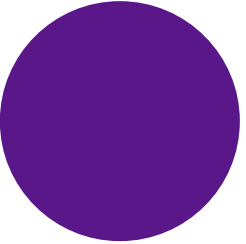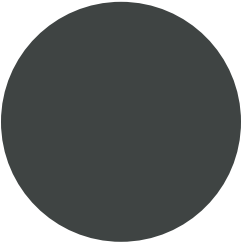| Pantone	CMYK	RGB	HEX
Dark Teal	89 / 0 / 43 / 60	0 / 81 / 81	#005151
80%	81/ 39 / 51 / 14	51 / 115 / 115	#337373
60%	63 / 28 / 40 / 2	102 / 150 / 150	#669696
40%	41 / 16 / 25 / 0	153 / 185 / 185	#99b9b9
Light Teal	70 / 0 / 45 / 0	48 / 206 / 107	#30CEBB
80% (Buttons)	56 / 0 / 30 / 0	89 / 215 / 200	#59d7c8
60%	44 / 0 / 22 / 0	130 / 225 / 214	#82e1d6
40%	30 / 0 /15 / 0	172 / 235 / 227	#acebe3
Lime	X / 0 / 20 / 0	120 / 214 / 75	#78d64b
80%	36 / 0 / 075 / 0	169/ 234/ 108	#a9ea6c
60%	27 / 0 / 57 / 0	190 / 239 / 144	#beef90
40%	18 / 0 /37 / 0	212 / 244 / 181	#d4f4b5
Blue	65 / 0 / 6 / 0	5 / 195 / 221	#29c2de
80%	33 / 0 / 4 / 0	150/ 240/ 255	#96f0ff
60%	26 / 0 / 3 / 0	176 / 244 / 255	#b0f4ff
40%	17 / 0 / 2 / 0	202 / 247 / 255	#caf7ff

Pantone	CMYK	RGB	HEX
Fuchsia	27 / 89 / 0 / 0	199 / 36 / 177	#c724b1
80%	30/ 78 / 0 / 0	216 / 71 / 214	#d847d6
60%	22 / 60 / 0 / 0	225 / 117 / 224	#e175e0
40%	12 / 40 / 0 / 0	235 / 163 / 234	#eba3e6
Purple	81 / 99 / 0 / 0	95 / 36 / 159	#59178a
80%	60 / 83 / 16 / 0	142 / 51 / 204	# 8e33cc
60%	45 / 67 / 0 / 0	170 / 102 / 216	#aa66d8
40%	24 / 42 / 0 / 0	198/ 533 / 229	#c699e5
Yellow	0/ 11/ 100 / 0	255 / 198 / 0	#ffc600
80%	0 / 17 / 80 / 0	255/ 209/ 79	#ffd14f
60%	0 / 13 / 61 / 0	255 / 231 / 167	#ffdb7d
40%	X / 8 / 40 / 0	201/ 243 / 243	#ffe7a7
Dark Gray	63 / 52 / 44 / 33	83 / 86 / 90	#53565A
75%	0 / 0 / 0 / 75	110 / 114 / 113	#6e7271
50%	0 / 0 / 0 / 50	159 / 161 / 160	#9fa1a0
25%	0 / 0 / 0 / 25	207 / 208 / 208	#cfd0d0

Using our colors

Primary
We use Dark Teal or Light Teal for our logo and as a call to action.
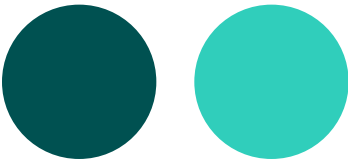
On applications
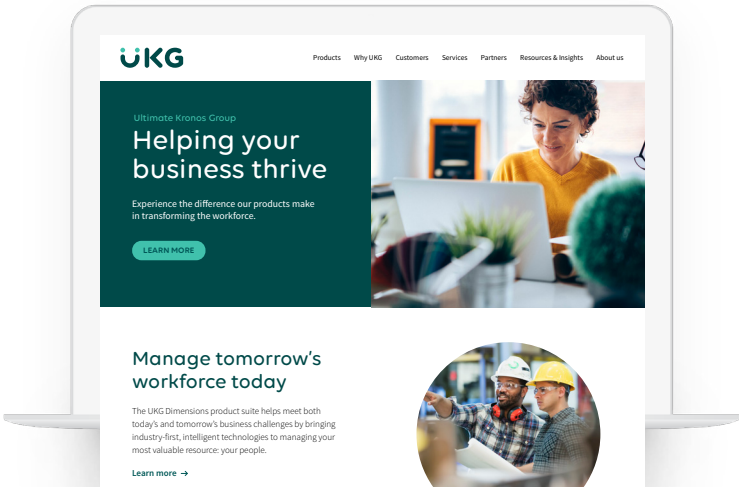
Infographics
We use primary and supporting colors in infographics. All of these colors may be tinted, as necessary.

Supporting
The colors in our supporting palette may be used in small amounts but always in conjunction with one of our primary colors.

Tints
Use neutral colors, like Light Gray, as a background to separate different sections of content, such as in an email.

Color in digital/mobile environments

Use this page as guidance on whether specific color combinations provide sufficient contrast within digital channels. The colors below are tested to AA WCAG 2.1 standards.
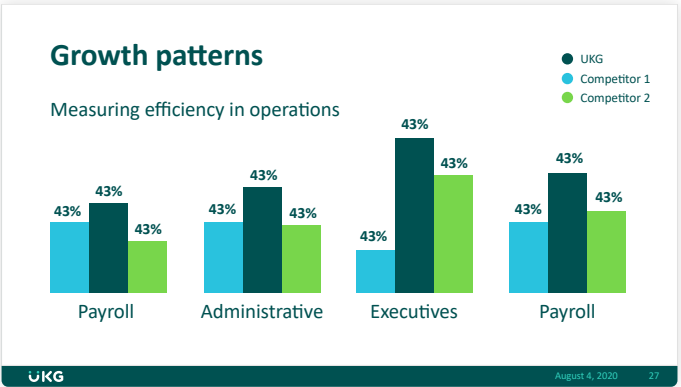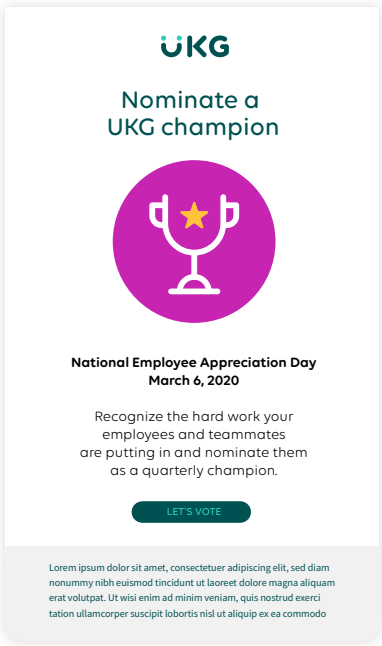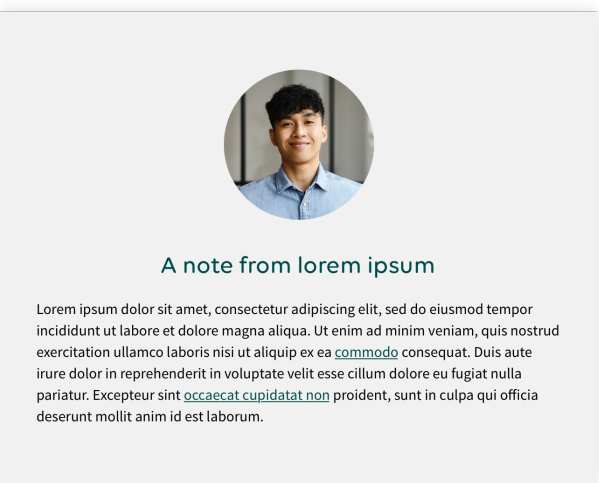
	Dark Teal HEX #005151	Light Teal HEX #30CEBB	Lime HEX #78D64B	Fuchsia HEX #C724B1	Purple HEX #59178A	Light Blue HEX #29C2DE	Light Gray HEX #F5F5F5	Dark Gray HEX #53565A
Dark Teal HEX #005151	All type sizes	All type sizes	All type sizes			Large text	All type sizes	
Light Teal HEX #30CEBB	All type sizes				All type sizes			Large text
Lime HEX #78D64B	All type sizes				All type sizes			Large text
Fuchsia HEX #C724B1				All type sizes			Large text	
Purple HEX #59178A		All type sizes	All type sizes		All type sizes	All type sizes	All type sizes	
Light Blue HEX #29C2DE	Large text				All type sizes			Large text
Yellow HEX #FFC600	All type sizes				All type sizes			All type sizes
Light Gray HEX #F5F5F5	All type sizes			Large text	All type sizes			All type sizes

Helpful tips: color
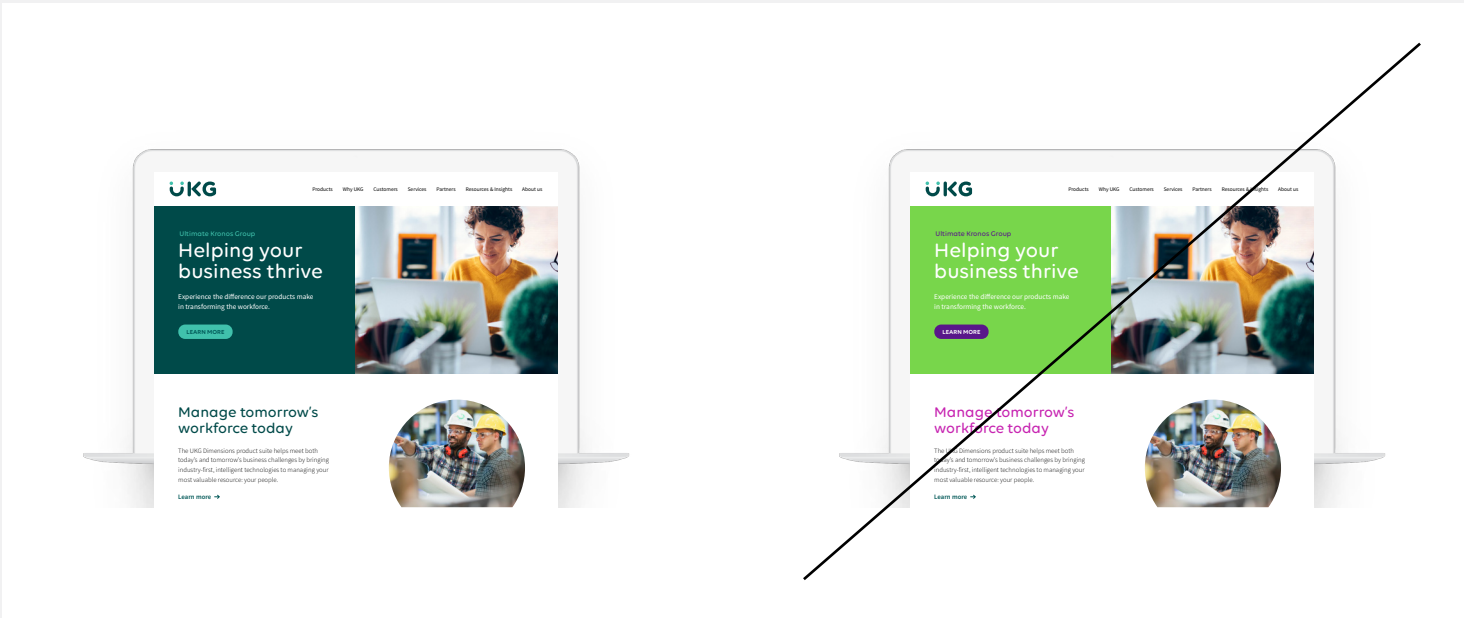
Do use only approved primary and secondary colors, as noted in these guidelines.

Don't use supporting colors in place of primary colors for a first brand impression.

Do use color strategically to help with comparison of data.

Don't use color decoratively.
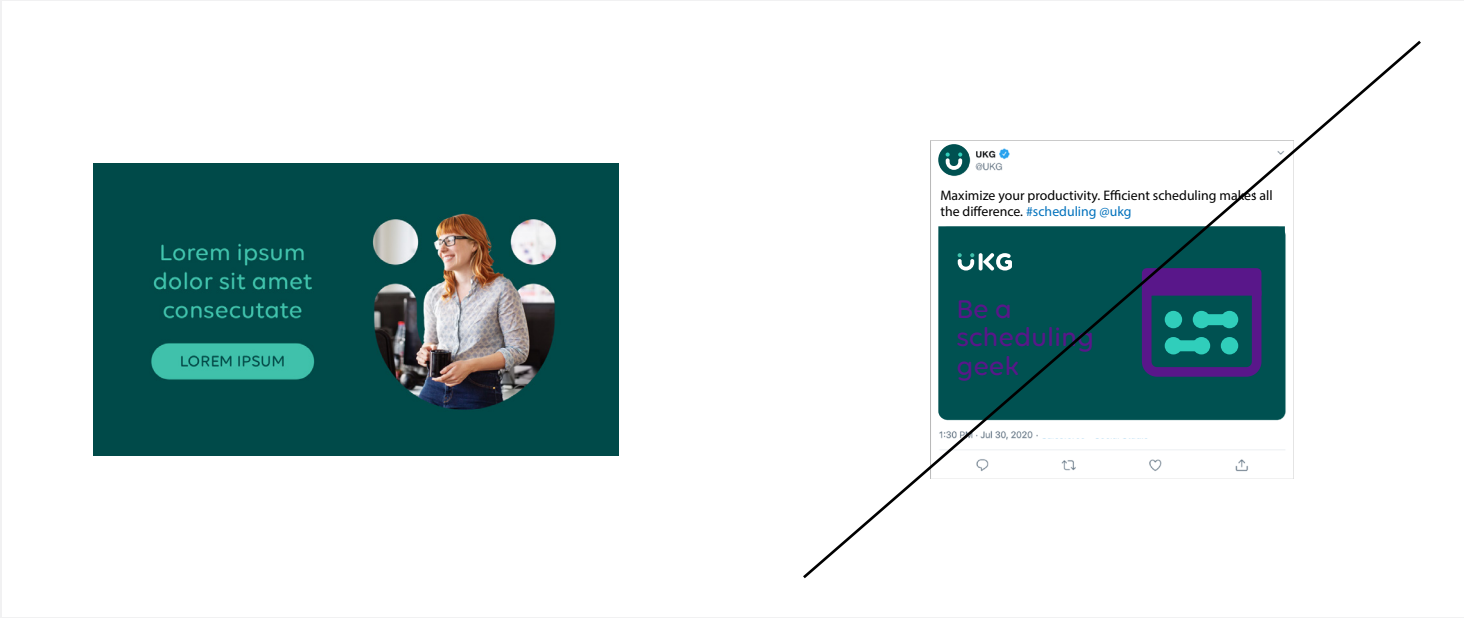
Do use Light Teal over Dark Teal.

Don't use colors without adequate contrast for text in digital applications.

Do use supporting colors as a secondary element.

Don't use multiple colors for a series of icons. Our primary brand colors are preferred.

Our typefaces

Typography is a particularly important ingredient of our identity. Typography helps us tell our story in a uniquely UKG way.

We have two typefaces. Our primary typeface is Volte Rounded, used primarily for headlines, and display situations. The round forms in this typeface reinforces the warm personality of our logo. Source Sans Pro is used for body copy.

Desktop office templates
We use Calibri for the Microsoft Suite of products, especially PowerPoint and Word, to offer a consistent user experience from device to device.

Primary typeface

Volte Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Secondary typeface

Source Sans Pro

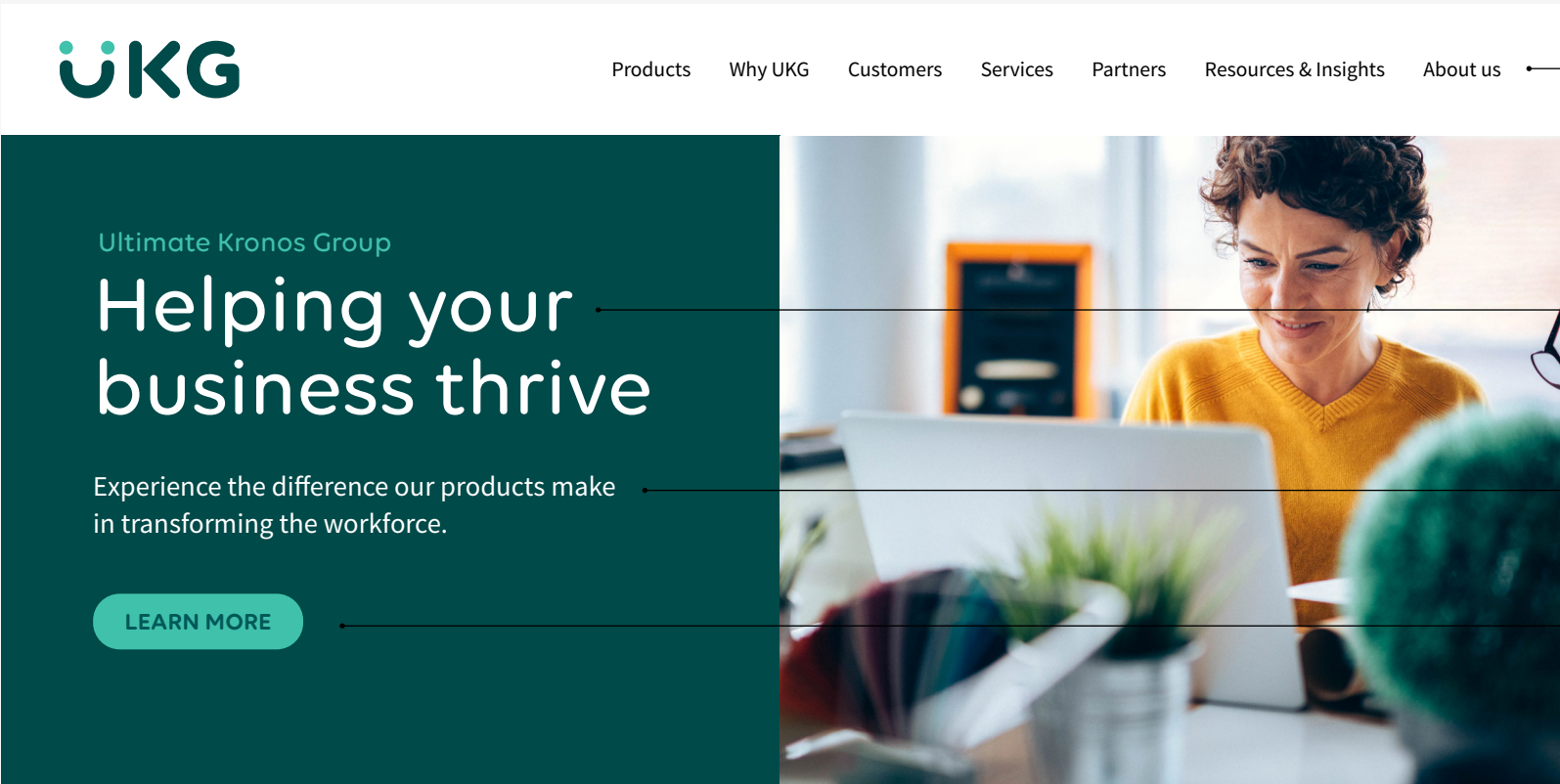ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

How we use typography

We use the same styles of typography across both our digital and our print communications.

Volte Rounded is used for headlines, and Source Sans is used for body copy.

Sentence case is preferred for all copy, but caps may be used for buttons and short headlines.

UKG

Products   Why UKG   Customers   Services   Partners   Resources & Insights   About us

Navigation/eyebrows
Source Sans Pro Regular

Ultimate Kronos Group

Helping your business thrive

Headline
Volte Rounded Medium

Experience the difference our products make in transforming the workforce.

Subheads
Source Sans Pro Regular

LEARN MORE

CTAs
Volte Rounded Semibold

Manage tomorrow's workforce today

The UKG Dimensions product suite helps meet both today's and tomorrow's business challenges by bringing industry-first, intelligent technologies to managing your most valuable resource: your people.

Body copy
Source Sans Pro Light

Learn more →

Helpful tips: typography

Meet demand with real time data

The people-analytics and workforce-planning tools that helps your business stay ready for what's next.

ENGAGE NEW HIRES FROM THE START

OUR POWERFUL HR SOFTWARE HELPS YOU RECRUIT, ONBOARD, TRACK PERFORMANCE AND COMPENSATION, SUPPORT LEARNING AND DEVELOPMENT AND MANAGE SUCCESSION PLANNING.

A winning culture

By listening to employee feedback, you can help your people make the most of their benefits, ensuring exceptional employee experiences.

Retain and engage top talent

Deliver a consistent and engaging onboarding employee experience.

Do use Volte Rounded in sentence case for headlines.

Don't use all caps for longer subheads, or for body copy, as it can be difficult to read.

Do use Source Sans in sentence case for body copy.

Don't use Source Sans for headlines.

People based innovation you can trust

We never stop innovating. And you can count on UKG to deliver technology that helps you grow and keep your data safe.
• Proof point 1
• Proof point 2

Our new **best-in-class technologies** provide our **customers** a new level of *power and speed* when it comes to managing entire operations.

33%

Getting the basics right

Do use Volte Rounded and Source Sans in varying weights to establish a sense of hierarchy in body copy.

Avoid mixing weights and text styling in headlines and body copy.

Do use Volte Rounded for text-based data visualizations.

Don't use typefaces other than Volte Rounded and Source Sans.

We're here to help

For information or questions about UKG's brand design, contact the
Creative and Brand team at Brand@kronos.com