



👤 Humanity

BRAND BOOK

INTRODUCTION

Humanity is a powerful, intuitive, cloud-based employee scheduling and time tracking software.

We offer industry-leading cloud-based employee scheduling and time tracking software services that can be customized to fit the needs of businesses of all sizes and industries.

Providing an intuitive and robust staff scheduling solution is our focus and forté. However, we also offer integrated staff time & attendance, leave management, reporting, communication, and training features.

OUR BRAND PROMISE

To improve, streamline and simplify our customers' employee scheduling and time tracking processes.

Our brand promise is our long-term vision for defining what we mean to our customers, the role we play in the business world and how we deliver on our promises. It acts as the starting point for all external communication, both visual and verbal.

Brand consistency is essential in order to create a concise, clear and appealing brand identity, but also instill awareness, trust, and loyalty.

We need to ensure that our brand maintains a consistent look and feel no matter where and by whom it's seen. This requires strict dedication to standards. This guide aims at keeping the brand identity focused and unique.

MISSION

Helping businesses manage growth and promote teamwork by making employee scheduling and time tracking more streamlined and intuitive.

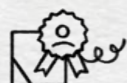
Humanity helps business owners and managers save time and money. By enabling them to decrease the time spent on staff scheduling, time tracking, reporting, and communication, they can focus their efforts on growth and success.

As our name would suggest, people are our primary concern. When it comes to running and growing a successful business, everything starts with people and building relationships between them.

Humanity helps businesses improve both their workplace processes and culture. By providing greater transparency and better communication throughout the staff scheduling and time tracking processes, Humanity also helps businesses boost employee morale, engagement, and satisfaction.

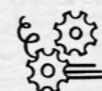
OUR VALUES

Our company values guide both the relationships we strive to create with our colleagues and customers.



Customer First

Our customers' best interests are our greatest priority. Everything starts with keeping our clients happy.



Integrity

Staying true to our core values and ethical principles, whilst maintaining mutual respect.



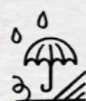
Transparent

Making sure that everyone has a high-level understanding of why we are doing what we are doing.



Passionate

Having an intense conviction and belief in what we do helps us to face and conquer all our challenges.



Accountable

Being reliable towards one another and having the willingness to take responsibility for our actions.



Data-Driven

Putting data ahead of emotions helps us to remove all biases from the decision-making process.

OUR JOURNEY



“Why is the business I work for still using Excel spreadsheets to manage our schedules?”

2009

This is the question that led Humanity’s founder Ryan Fyfe to create ShiftPlanning in 2009, an online staff scheduling application that would provide business owners with a more convenient and effective solution for creating and managing staff schedules.

ShiftPlanning, the starting point for what is Humanity today, was founded on the premise that it could significantly reduce the time it took business owners to schedule their staff.

No more spreadsheets, pen and paper, and endless phone calls.



ShiftPlanning’s feature set and customer base grew rapidly.

2012

The company received seed funding.

2014

Series A financing

2015

Series B financing

2017

ShiftPlanning shifts brand focus and evolves into Humanity.



Much more than Employee Scheduling.

Major changes in the Humanity leadership team: **Chris Amani** is appointed as the new CEO, and three industry executives joined the company: **Jack Robinson** as the VP of Solutions Engineering, **Andrej Luneski** as the VP of Engineering, and **Charles Orlando** as the VP of Marketing.

2019

Today, Humanity is a sophisticated staff management application. Guided by the new leadership team, Humanity has embarked on a new stage of its journey, focused on the needs of the enterprise.

OUR CUSTOMERS

While we maintain that Humanity can help businesses of all sizes and industries schedule and manage their staff better, there are certain types of businesses that need a solution like Humanity more than others.

Namely, businesses with shift-based staff: employees who don't work standardized hours, whose shifts might be changing regularly and are unpredictable. Businesses from the healthcare, food services, retail and security industries make up more than 50 percent of our customer base.

Humanity's mission has always been to provide scheduling and staff management solutions for everyone, no matter how simple or complex their needs may be. Our application is highly customizable and can be tailored to fit the needs of any organization—from mom and pop shops to Fortune 500 enterprises. We currently focus on enterprise clients in retail, healthcare, and education.

175,000 business locations

200+ countries





BRAND ASSETS

LOGO

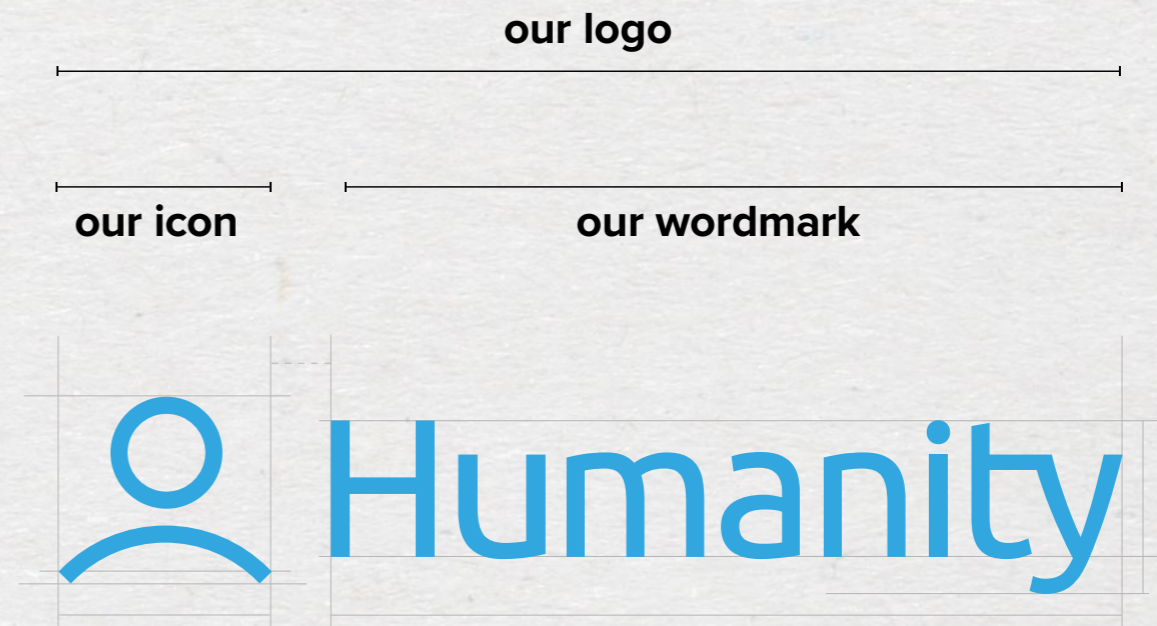
Overview

Our logo is our company's focal point and an immediately recognizable symbol of our brand. This is why it is important for us to make sure that anyone who uses our logo does so properly.

The logo is a combination of a simple, modern wordmark and icon. The icon represents people, relationships, connections, and togetherness— Humanity.

Please follow the guidelines when using the logo, to ensure that it is properly represented and always looks its best.

The length of the wordmark is three times that of the icon.



LOGO

The Exclusion Zone

It is important to give our logo enough “breathing room” when using it in combination with other graphic elements. The exclusion zone enables a clear representation of the brand and balance with its surrounding graphic and textual elements.

The exclusion zone is equal to half the height of the logo (marked as x in the diagram). This is the absolute minimum distance that is required—in most cases, greater whitespace for the logo will be necessary.



ICON

Overview

There are instances in which the icon can be used instead of the entire logo. For example, we use the icon when the brand has already been established and communicated through the use of our full logo or written/audio copy.

Note: While the icon can exist without the wordmark, the wordmark should never be used without the icon accompanying it.

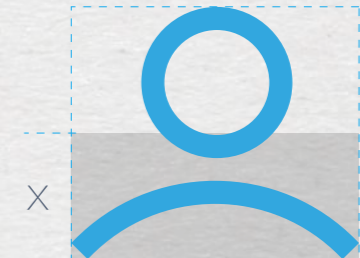
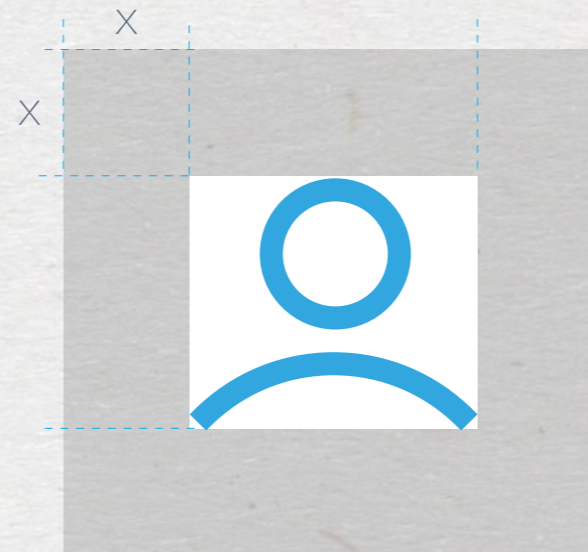


ICON

The Exclusion Zone

If you are using the icon instead of the full logo, the same exclusion rules apply.

The icon's exclusion zone is equal to half the height of the icon (marked as × in the diagram).



LOGO

Minimum Size

To make sure that our logo is always impactful and legible, we have set minimum size requirements for it:

Digital

The Humanity logo should never be reproduced smaller than 80px in any digital communication.

Print

The Humanity logo should never be reproduced smaller than 20mm in any print communication.



Print: 25mm/0.98in



Digital: 80px



Print: 5mm/0.196in



Digital: 18px

LOGO

Color

Humanity Blue is our primary logo colorway. It is to be used exclusively when the brand palette is not being used. To ensure that our main logo color remains uncompromised, Humanity Blue should never be combined with other colors that are a part of our company palette.

If the Humanity Blue logo is not discernible on the background, it is allowed to use a white variation of the logo. If the image you are placing the logo on has a very light background, it's best to apply a 10-20% black tint to the image in order to make sure that the white logo remains legible.

Never use the Humanity logo in black or any colors other than Humanity Blue and white. There is only one instance in which you can use black—when there are no color printing options available to you.



LOGO

Misuse

The use of our logo needs to be consistent at all times, so please use the files we have provided for you and do not alter them in any way. The color, scale, orientation, and composition of the logo must always remain intact and should also follow the guidelines provided here.

These are a few common mistakes that should be avoided at all costs:



Distorting the logo by axes.



Distorting the logo by axes.



Adding an outline.



Changing the color or hue of the logo.



Changing the typeface of the logo in any way.



Rotating the logo.



Using the wordmark without the icon.



Changing icon or wordmark size independently.

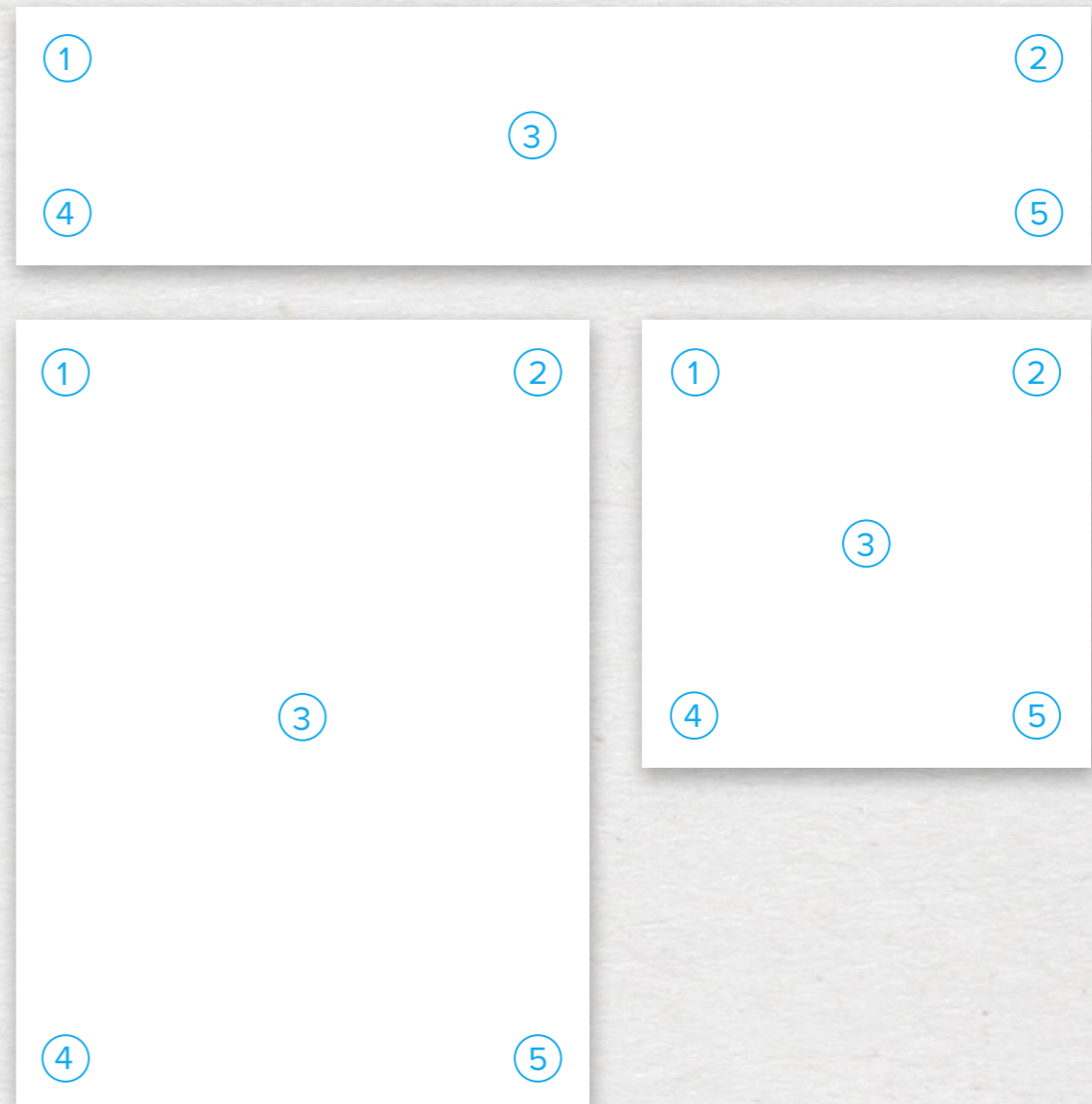
LOGO

Placement

When being used in a composition, make sure that you are placing the Humanity logo either in the center of the page or in one of the four corner areas.

It is important to keep the placement of the logo consistent while making sure that there is still a level of flexibility within our graphic system.

Also, be sure to heed the logo exclusion zone rules when placing the logo in a corner.



TYPOGRAPHY

Typography is a crucial element of our visual identity.

Using our chosen typefaces ensures that our typography is consistent and legible across all our communication channels.

We use two primary typefaces:

Prata, which should be used for all titles. If you don't have this font installed, you can use Bodoni, a default system alternative.

The Proxima Nova font family, which should be used for all subheaders and body text. If you don't have a licence for this font, you can use Lato, a Google Fonts alternative, or Arial, a default system alternative.

Prata

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova




ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLORS

Blue is a color that is often associated with stability and depth. It symbolizes loyalty, wisdom, confidence, trusts and intelligence, among other things, which is why we chose blue to be our primary brand color.

Humanity Blue is very bright and vibrant. The color is intentionally dissonant and powerful. It was designed to stand out.

Additionally, we use three more colors as part of our distinct visual identity:

-  **#bee7fa**—backgrounds and other elements
-  **#0d2941**—backgrounds and other elements
-  **#efc24a**—highlights and call to actions

When printing our primary Humanity Blue color, please use the **299c Pantone color**.

#bee7fa

Humanity Blue

#13aef2

#0d2941

#efc24a

LEGAL

Please note that these graphics are proprietary and protected under intellectual property laws.

Please do

- Provide plenty of space around the Humanity logo.
- Follow the usage instructions provided in this document.

Please don't

- Alter these files in any way.
- Display these graphics in a way that implies a relationship, affiliation, or endorsement by Humanity of your product, service, or business without written consent.
- Use these graphics as part of your own product, business, or service's name.
- Combine these graphics with any other graphics without written consent from Humanity.

NEED ADDITIONAL HELP?



Visit our website

For latest PR mentions, latest news about Humanity platform updates, and details about events we'll be a part of in the near future, visit humanity.com



Contact us

If you have any other inquiries, need additional brand materials or if you have questions about a specific usage case, you can email us at brand@humanity.com and we will reach out and assist.