Why do we need brand guidelines?
In today's cluttered environment of competing messages and short attention spans, it's increasingly difficult for an organization to be noticed and remembered. As a result, more and more businesses are concentrating on developing a uniform, easily recognized identity to communicate who they are to the public. At Kronos, we are committed to communications that strengthen our image and brand identity in the marketplace.

Benefits of consistent branding
• Heightened public awareness of Kronos and our mission
• Enhanced credibility for the organization and our messages
• Differentiation from competitors
• Easier access into new target markets

Who do I contact with questions?
In an effort to be consistent we expect that only qualified vendors and employees will attempt to use this guide to create customer facing materials. But whether you are a professional in the creative field, a marketing guru, or a new employee we will field all questions sent to the brand@kronos.com.

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The statement “Workforce management doesn’t have to be so hard” showcases our belief that every day, our products can make the difficult tasks involved with managing the workforce simpler. We do not intend it to imply that the process itself is simple or easy. We do, however, believe that with over three decades of experience, Kronos produces solutions that are uniquely positioned to make the process simpler.

In terms of using this phrase, we must be careful to not use it in a way that would define it as a tagline, as the logo signature is currently the main brand message we need to define.

Even though we use it sparingly we still need to be protective of the Governing Brand Idea and use it consistently. The only approved deviation of this phrasing is the technique of replacing “Workforce Management” with one of the approved logo signature areas. This technique is an opportunity to define the logo signature offerings in copy. For example: “Scheduling doesn't have to be so hard” would be acceptable. However, a more specific phrase such as, “Nursing shortages don’t have to be so hard” would NOT be acceptable.

**Workforce Management Doesn’t Have To Be So Hard**

**DO NOT DEVELOP YOUR OWN PHRASING**
- NEVER align this statement to the logo or in place of the logo signature.
- DO NOT develop your own phrases based on this phrase.
  The only approved deviations are to replace “Workforce Management” with the approved logo signature offering for your international region. (see below)

**APPROVED VARIATIONS** (based on logo signatures)
- Time and attendance doesn’t have to be so hard
- Scheduling doesn't have to be so hard
- Absence management doesn’t have to be so hard
- HR and payroll doesn’t have to be so hard
- Hiring doesn't have to be so hard
- Labor analytics doesn’t have to be so hard
The following elements, when used with our tone and writing style, help define Kronos as a modern company who is easy to do business with. The elements were chosen with flexibility in mind so there may be new ways to make them work but at no point should new elements be introduced.

Five visual goals
• Present the Kronos brand and logo consistently
• Set Kronos apart in every visual experience
• Aim for clean design to simplify viewer experience
• Create thoughtful layout for scanability
• Use inviting colors and elements to engage viewer

The Elements

The Kronos Logo
Usage rules and guidelines

Logo Signature
The way we define workforce management

Color Palette
The only approved Kronos colors

Font Usage
Consistent font and usage rules

Image Style
How we handle images and make them Kronos

Image Wall
A visual way to define multiple verticals or issues

Pattern Use
A subtle thread across most brand materials

Icon Style
A branded library to set Kronos look apart

Tab Usage
A simple attention grabber for our logo or content

Callout Bubbles
Simple elements to focus the reader quickly
Since it was introduced in 1992, the Kronos logo has come to stand for our belief in the value of the workforce. It is a distinct symbol that offers an immediate and powerful connection to our brand.

The Kronos logo is composed mainly of two elements: the glyph, and logotype. In many instances we also include the regional offerings to make the full logo signature, but the standard logo should always be used at a minimum.

Originally, the “glyph” was intended to represent the flow of data from the source (e.g., Kronos terminals) to the users while suggesting the shape of a letter “K” for Kronos. Today the glyph represents the value that Kronos can deliver to the many different facets of an organization’s workforce.

**RULES FOR BASIC LOGO USE**

The logo and its elements should be reproduced only from approved artwork and never altered in any way.

Under no circumstances should the glyph itself be altered or modified. Examples: Do not color it, flip it, turn it, or use it as separate pieces.

The glyph should never be used in combination with words other than the logotype.

Never replace the logotype with another font choice. It must be kerned and spaced as defined above.

The logotype must be accompanied by a registration mark ® respectively, as it appears here.
The proportions of the Kronos logo should never vary from the approved standards. The glyph’s upper curves extend slightly beyond the top and bottom lines of the logotype. The distance between the glyph and the “K” is 1/3 the height of the logotype.

When placing the logo, it should be kept away from conflicting graphics or text elements. Open space will help to keep it legible. The diagram below shows the proper distance of the clear zone. The clear distance around the logo should be maintained at a size of 1/2 the width of the glyph. Do not use it in close conjunction with secondary logos from Kronos or our partners, or other slogans.

**RULES FOR LOGO SIGNATURE PLACEMENT**

**ONLY** place on a white background. If need does not allow contact the creative department.

**NEVER** place over images or multiple colored backgrounds.

The “x” distance represents half the size of the glyph. This area, defined by the outlined box, is the safe zone in which the logo should reside by itself.

*The outline is an imaginary boundary and does not represent an actual frame around the logo.*
In our effort to define workforce management in the marketplace we have developed a logo signature (shown below). It showcases our solutions and helps to define workforce management as we see it. It is of the utmost importance that we are consistent in the use of this element. In our international regions we are still looking to showcase our offerings consistently, but workforce management varies across the globe. Therefore each region has its own approved version. These versions vary in some of the word choices and available products, but the order of offerings is still consistent to build strong brand awareness globally.

**DO NOT ALTER THE SIGNATURE**
DO NOT change any of the words.
DO NOT change the order of the words.
DO NOT add or subtract words.
DO NOT alter the size or placement of any items.
In our effort to use the signature consistently it is important we take care in the way it is placed. The logo signature should not be used as a closing signature and not at the beginning of materials. If at any time the signature cannot be placed as designed on a piece due to size constraints use the logo without signature.

RULES FOR LOGO SIGNATURE PLACEMENT

ONLY place on a white background. If need does not allow contact the creative department.

NEVER place over images or multiple colored backgrounds.

IF SIZE Restricts its use, contact the creative department for secondary version or direction. DO NOT ALTER.

The “x” distance represents half the size of the glyph. This area, defined by the outlined box, is the safe zone in which the logo signature should reside by itself.

The outline is an imaginary boundary and does not represent an actual frame around the logo signature.
These are the only approved logo signatures.

Australia

Canada

China

India

Mexico

United Kingdom

United States

Western Europe
The use of these colors is integral part in showing our brand as modern and approachable. The contrasting mix of soft hues and strong colors represents the diversity of our offerings and how the end user’s interaction is so important to our success. These colors should be used with care by only using a few colors per visual expression to keep with our simple brand ideals. The colors as ordered from left to right represent the priority of their use within the color scheme.

<table>
<thead>
<tr>
<th>Color Palette</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>HEX</th>
<th>PMS</th>
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</thead>
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<td>79</td>
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<td>30</td>
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<td>3</td>
<td>100</td>
<td>0</td>
<td>#EAEEF0</td>
<td>7539</td>
</tr>
</tbody>
</table>

**Secondary**
Consistently using a sans serif font is another way to help modernize the brand. Trade Gothic is a versatile font family that adds to the feeling of simplicity that we want readers to come away with.

Trade Gothic Regular

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

Trade Gothic Bold (No.2)

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

Trade Gothic Condensed (No.18)

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

Trade Gothic Bold Condensed (No.20)

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**RULES FOR PREFERRED USE**

- Headlines and body copy should be Trade Gothic Regular
- When possible use Kronos red for headline color
- Use Trade Gothic Bold for subheads and to call out copy
- Only use the condensed font for sidebars and captions

TRADE GOTHIC IS NOT A STANDARD FONT SO WE HAVE A SUBSTITUTION FONT FOR GENERAL USE IN EMAILS AND PRESENTATIONS.

**Substitution Font: Arial.** Arial is to be used only when Trade Gothic is not available. The rules above also apply to the substitution typeface.

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Technical Font: Times.** Times is to be used only when the amount of copy is excessive and technical in nature. The serif addition will help readability in this scenario.

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```
Our image style depicts daily life in a given work environment. When this environment includes people, we generally want to see them at work in a natural manner. In most cases this means we will avoid smiling, staged shots in lieu of editorial, styled shots.

An added technique we look to incorporate on most of our imagery is the insertion of a Kronos red element into the image. It serves as another subtle thread across our brand, akin to the pattern use.

Other items to incorporate are product shots (when appropriate) and inviting colors and environments.

**Portrait use defined.**

Kronos often uses portraits in customer-facing documents, customer-related pieces, and employee biographies.

**PREFERRED VERSION**

Professionally shot photo with employee direct to camera in front of a branded color background.

**Alternative version**

Professionally shot photo with employee direct to camera in a naturally lit, modern office setting.
Our image wall is used to represent the many areas of workforce management. Different color boxes can be used to visually break up the image and add focus to various areas. Utilize a mix of image, colors, and some single squares to avoid a horizontal straight line.
The subtle use of patterns connects many of our pieces and creates a visual story. The patterns can be defined as generic workforce-related shapes or as project-specific elements as needed. This page shows the use of a generic pattern that depicts cubicles from above, and how it is subtly worked into an actual piece.

A cubicle-related pattern ... ... becomes a subtle brand element to tie collateral together.
Our icon style is simple to align with our governing brand idea of making workforce management simpler. The icons we use should not be literal representations of the scenarios they represent. Excessive detail is not needed to draw the viewer’s eye, which is the main goal of this style. Icons should always depict the most basic amount of information required to tell the story.

**GENERAL RULES OF USE**

- Main colors in order of priority are >>>
- The red is mainly used to represent important points or imply action within the icon system

**FULL STYLE:** Use of icon to draw attention to callout info done with callout bubble and simple iconographic concept.
Tab Element
This element helps set our logo apart from the other elements. It can also be used on a more limited basis to define content space on a page. Tab angles should be used consistently in all sizes.

Callout Bubbles
These callout shapes aid the viewing experience by defining specific points of interest. They are designed to mimic thought bubbles to go along with our conversational tone and writing style. Below are examples of how to use this element for bold callouts, small icons, and quotes.

Managing employee leave and absences was a costly productivity drain on our organization. We needed to streamline the process so our HR department could focus its efforts on our people — not paperwork … The absence management offering in Kronos … has proven to be cost-effective and it has improved employee productivity and morale.

Larry D. Kindseth, Chief Financial Officer
Shooting Star Casino
Logo signature is prominently displayed with proper white space around placement.

Image wall showcases various verticals and customers.

Simple icon use breaks up visual cues and makes scanning easy.

Open space makes site look easy and simple to digest, same as our brand.
VISUAL APPENDIX — ICON/VIDEO

Logo set apart with tab element.

Bubble shape used as callout along with Trade Gothic font.

Pattern use is subtle but consistent.

Single dot used as visual differentiator.

Icons follow branded style.
When you upgrade your Kronos 100/400/500 series terminals to the Kronos 4500, you’ll be able to bring hidden labor costs to light – costs that could be significantly impacting your bottom line. What’s more, with the Kronos 4500 Touch IS finger scan option, you can virtually put an end to the time theft associated with buddy punching. And minimize the burden placed on managers who would otherwise have to sort through and take steps to correct this problem.

Limited-time offer: Take $200 off each terminal. Capture all data and virtually eliminate fraud at the Kronos 4500 terminal using:

- Employee self-service via SmartViews
- Configurable rounding rules
- Schedule restrictions
- Advanced finger scan technology

When you consider what these capabilities can save you – each day, each week, each year – you’ll see how the $200 instant-discount terminal upgrade can help increase the size and speed of your ROI and payback.

Want to know more? Call your Kronos Representative. Not sure who your Representative is? Visit us at kronos.com/instantdiscount, or call (800) 225-1561 to learn more about this special offer.

Upgrade today!
Save $200 on every Kronos 100/400/500 terminal you upgrade by April 3, 2010.

Act now! Legacy terminal support is ending...
September 30, 2011
Depot Repair and all support for 100/400/500 series terminals ends.

$200-per-Terminal Instant Discount Upgrade Program: Act Now Before April 3rd

$200-per-Terminal Instant Discount Upgrade Program: Act Now Before April 3rd
Kronos Branding

Logo set apart with tab element.

Image wall with tab cropping and large image as a focus point.

Use industry branded template for industry specific presentations.

Logo signature can be separate when space is limited but must be fully separated from the logo.

Light square gradient used as pattern.

Environment image as main image with red callout of chair.
INTRODUCING THE NEXT GENERATION OF INSTANTLY REACHING HUNDREDS OF EMPLOYEES.

When you need to fill a shift, why waste hours calling each employee when you can text them all at once? Just one example of how Kronos workforce management products help reduce costs, improve productivity, and minimize compliance risk. And with Kronos you’ll always get unsurpassed depth and reliability, combined with solutions that are easy to own. With thousands of installations in organizations of all sizes — including over half the Fortune 1000® — we’re proving workforce management doesn’t have to be so hard.

It’s critical that I know my actual unit labor costs.

A Yes.
B Around here, we use the “Peanut Butter” method of accounting.

Sure, you’re making products. But which products are making you money? Without accurate labor costs, it’s all just a guess. At Kronos, we understand your workforce management issues and what it takes to address them. Which is why all our solutions deliver complete automation, high-quality information, and are easy to own. With thousands of installations in organizations of all sizes — including over half the Fortune 1000® — we’re proving workforce management doesn’t have to be so hard.


Proper use of governing brand idea to close body copy or boilerplate.

Signature line closes piece for consistent brand awareness.
When Aren’t Your Employees Working for You?

Pattern use is a subtle visual. In verticals patterns can be more market-specific but they should remain a watermark element.

Where Does It Hurt?
Discover the Workforce Management Remedy That Helps You Deliver Cost-Effective, High-Quality Care

Use of Kronos red in imagery to tie brand together.
Aerotek Creates Competitive Advantage Using Easily Configured Kronos Solution for Improved Client Reporting and Labor Cost Control

Aerotek Inc., one of the largest staffing providers in the United States, specializes in placing direct hires and contract workers in the engineering, commercial, clinical, scientific, automotive, energy services, and aviation industries. Serving major markets in nearly all 50 states, the company has 3,600 internal employees and an additional 45,000 contract employees placed with more than 6,500 clients. In addition, Aerotek has offices in Canada, the United Kingdom, Germany, and the Netherlands, and continues to expand its presence around the world.

Choosing a solution to track the employees’ time was originally left to managers at local Aerotek offices around the country. While the timekeeping solutions may have met Aerotek’s basic time and attendance needs, the disparate systems included no standardized reporting tools and, subsequently, no organization wide access to valuable workforce management information. Other challenges included a time-consuming paper timecard approval process and difficulty handling its customers’ wide variety of business rules.

Following two decades of growth that made these challenges increasingly evident, Aerotek management determined that the company needed a standard timekeeping solution that could be leveraged in multiple customer environments. The company selected the Kronos® Workforce Timekeeper solution, says Steve Hill, national director of Implementation Services, because Kronos is the market leader, has a global presence, and it offered a scalable application. With the solution in place as the company has expanded further, Aerotek has stopped reporting capabilities that have resulted in considerable labor cost savings. Aerotek has experienced reporting capabilities that have resulted in considerable labor cost savings and minimized compliance risk for its customers.

Accommodates varying schedules and business rules

The versatility of the Kronos solution has been particularly valuable in meeting varying client needs. Even though customers may have different business rules for rounding, overtime, and scheduling, Aerotek can configure the Kronos solution to reflect the specific rules of each client. “We can accommodate any schedule a client wants and whatever rules that the client wants,” says Hill. “Being able to cater to these pay rules is a competitive advantage for us. Before, it took a lot of employee time to manage this.”

Automated system delivers labor cost savings

In the past, manually managing and approving paper timecards was tedious and time-consuming. Using its automated Kronos solution, Aerotek has seen both time and labor cost savings. On-premise and customer managers receive a time report each week and can quickly approve or edit contract employee time right in the system, catching timekeeping errors before they become a cost issue.

The company estimates the time savings realized in approving and processing contractor time with Workforce Timekeeper saves Aerotek about $180,000 per year in wages at its headquarters alone. Before, the process required 12 employees using the Kronos solution, four employees can perform this task.

Simple cutout is used to imply the callout bubble arrow, but in reverse.

Upgrading to Workforce Timekeeper v5.2 Has Never Been Easier

Every day, you’re thinking about new ways to cut costs and improve productivity. Upgrading Workforce Timekeeper® is an easy, low cost way to stay one step ahead of the competition. Regular, planned upgrades help you maintain architectural agility and keep your system in peak operating condition for maximum uptime and availability. Upgrading gives you access to enhancements that can improve your business, such as:

- New Workforce Genie shortcuts and Reports give managers visibility for better decision making
- New data collection options such as handhelds and biometrics ensure accurate payroll
- Standardizing and automating manual processes delivers new levels of productivity for employers and managers
- A self-sufficient workforce frees up IT support resources

Benefits for managers

Every day, you’re thinking about new ways to cut costs and improve productivity. Upgrading Workforce Timekeeper is an easy, low cost way to stay one step ahead of the competition. Regular, planned upgrades help you maintain architectural agility and keep your system in peak operating condition for maximum uptime.

By upgrading to the latest version of Workforce Timekeeper, you’ll gain functionality enhancements and open the door to the Workforce Central suite — Kronos’ completely integrated workforce management solution. The Workforce Central suite complements Workforce Timekeeper with applications that address all your workforce management needs in talent management, turnover, payroll, onboarding, time and labor, and absence management, all supported by powerful portal technology and workforce analytics.

Use of callout bubble arrow to set caption with screenshot.

Use of tab at top for logo separation.

Headers should rarely be bold.

Use of industry branded template for industry specific content.
Spatial limitations made for variation on logo signature. Consult with creative department or go with logo only when issue arises.

Imagery is environment specific and focuses on people doing the work. No smiley people.

Color cubes add pattern while mimicking the image wall concept.
Conversational and easy to read
Communicating that Kronos products are easy to own starts with making the pieces that describe these products EASY TO READ. If our product information looks verbose and complex, our products will be perceived that way. And since today’s readers have short attention spans, easy to read is an integral part of our success.

So, what does “easy to read” mean?
MORE CONVERSATIONAL — If you wouldn’t say it, we shouldn’t write it. Our tone is conversational, and so we write in the way that people actually talk. This way more people will understand what we do and why they need us.

LESS JARGON — If it takes us 10 words to explain a term, then why use it? It just complicates the issue. Explain the feature in plain terms. And avoid specific business terms when speaking to a general audience.

SHORTEST IS BETTER — If you wouldn’t read it yourself, then why should someone else? Everyone is busy. Prospects need to know what we do and why they need us. No need to go on and on. Basically, get in and get out.

FREEDOM WITH LANGUAGE — We start sentences with “but” or “and.” We use fragments. This is marketing writing. It’s OK to break the rules.

STILL PROFESSIONAL — We may take liberty with some levels of grammar, as referenced above, to achieve our writing style. But we still need to be professional by avoiding casual or slang speaking that becomes poor grammar when in copy.

EXAMPLES:
Paper timesheets just don’t cut it anymore. Automating with a time and attendance system, like Workforce Timekeeper™, reduces the risks of errors and payroll inflation common to manual processes.

The result? Ongoing expense reduction and increased productivity. Quick payback. And strong return on investment. Don’t miss this opportunity to advance your professional standing by enhancing your knowledge of the latest technical capabilities from Kronos.

View the Kronos Copywriting Style Guide for more detailed information on the following topics:
• Tone and voice
• Kronos branding statements
• Kronos legal statements
• Kronos website SEO guidelines
• General house style rules
• Commonly used words and phrases in Kronos writing