



Accu-Time Systems Style Guide

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BRAND VISION STATEMENT

Accu-Time Systems, Inc. is owned by Amano USA Holdings, Inc., a subsidiary of Amano Corporation Japan.

The Amano Vision Statement is:

We will focus on the growth of our business with the strategic intent to be the very best in our chosen markets.

We will sustain the growth of our business units by the innovative design of our products, superior service provided to customers, and the constant development of our people and products.

BRAND PERSONALITY

To our customers, Accu-Time is the leader in the design, development, manufacturing, and distribution of integrated time and attendance and workforce management solutions around the world. The brand voice is always:

Confident

Direct

Mature

Helpful

Dependable

Purposeful

Educational

Reliable

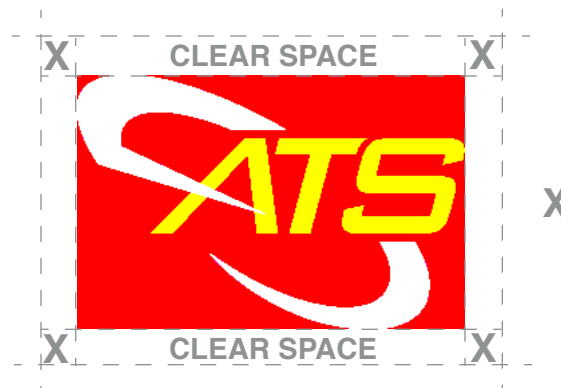
WE ARE NEVER

Timid

Gimmicky

Deceitful

LOGO VARIATIONS



PRIMARY COLOR PALETTE

Hex #E31937
RGB 227-25-55
CMYK 0-100-81-4

Hex #000000
RGB 0-0-0
CMYK 75-68-67-90

Hex #807F83
RGB 128-127-131
CMYK 0-2-0-60

SECONDARY COLOR PALETTE (TIMECOM)

Hex #0079C1
RGB 0-121-193
CMYK 100-44-0-0

Hex #E31937
RGB 227-25-55
CMYK 0-100-81-4

Hex #807F83
RGB 128-127-131
CMYK 0-2-0-60

TYPOGRAPHY

FOR DOCUMENTS

Helvetica Light

abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Regular

abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Bold

abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Bold Oblique

abcdefghijklmnopqrstuvwxyz1234567890

Header 1 - Helvetica Bold, 22pt

Header 2 - Helvetica Light, 22 pt

Header 3 - Helvetica Light, 13 pt

Header 4 - Helvetica Bold Oblique, 10 pt

Paragraph - Helvetica Light, 8 pt

TYPOGRAPHY

FOR PRESENTATIONS

Calibri Light

abcdefghijklmnopqrstuvwxyz1234567890

Calibri Regular

abcdefghijklmnopqrstuvwxyz1234567890

Calibri Bold

abcdefghijklmnopqrstuvwxyz1234567890

Calibri italics

abcdefghijklmnopqrstuvwxyz1234567890

Header 1 - Calibri, 40pt

Header 2 - Calibri, 32 pt

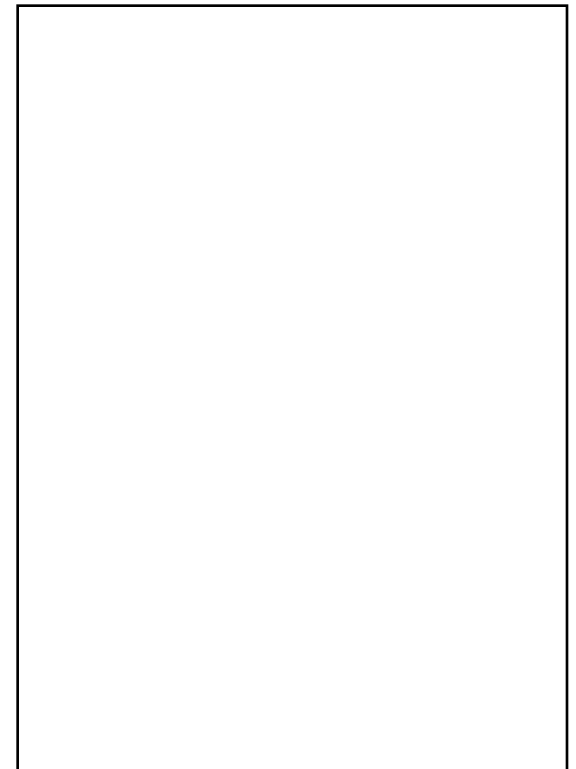
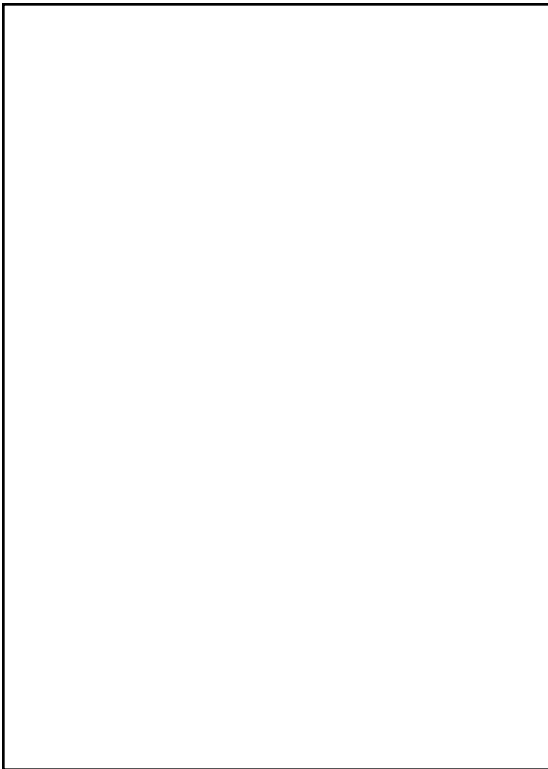
Header 3 - Calibri Bold, 18 pt

Paragraph - Calibri, 24 pt

PHOTOGRAPHY

Photography is a staple of our brand. It should not be hokey, cliché, or of poor quality. When using stock photos, avoid posed scenes and images of ‘perfect’ people. Instead opt for candid business or blue collar working people.

Do not use images sourced from Google or any source where the copyright holder is unknown. ALWAYS obtain permission/licensing to use photography.



CONTACT INFORMATION

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