TimeTracker
by eBillity

eBillity

Brand style guide for digital use

updated 17/07/2019

Contents

Logo

TimeTracker
by eBillity

This is Time Tracker's primary logo that should be used along with any product application. Please make sure it is legible if it sits on colored background. Otherwise use reversed version.

The logo must be always used with eBillity tagline and cannot be skewed or squashed.

Logo variations

STACKED

REVERSED WITH ORANGE ICON

REVERSED ALL WHITE

ICON

Breathing space

Leave enough clear space around the logo so it is not cropped too close to the edges or it does not touch any other graphics. Allow at least space of the logo's **T** height all around.

Color palettes

PRIMARY COLOR PALETTE

Gray	Light gray	Orange	Green
#444444	#f7f7f7	#f48120	#4fa830

SECONDARY COLOR PALETTE

#e29279	#f1c683	#efe579	#a1c38c	#728f73	#99d0da	#99b3da	#625e88	#af79e2	#df8ab2

Primary palette colors are the main colors for Time Tracker; **Gray** used primarily for body text; **Light gray** used for background fill; **Orange** for CTA buttons associated mainly with product sign up or important CTA; **Green** used for CTA button associated with purchase or active status.

Secondary color palette is just an example of colors that can be used to support the primary colors and can be applied as fills on banners or graphs. Pastel colors are preferred so the application does not overwhelm the overall design.
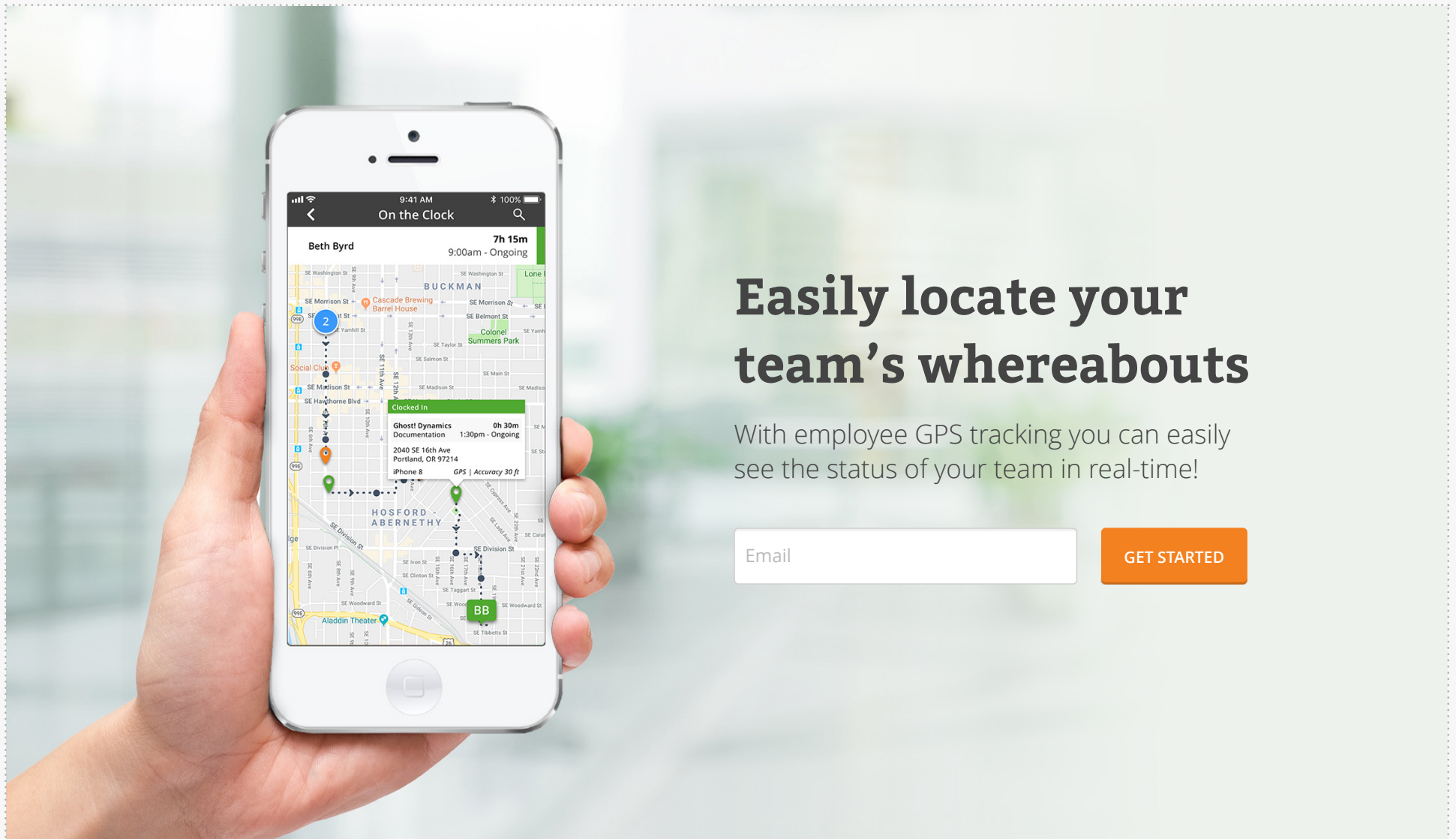
Brand typeface

BITTER BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*!?

Bitter Bold typeface is used usually for big headings e.g. main heading on a web page accompanied by a hero image or a title on a front page of a brochure.

Bitter Bold example

Easily locate your team's whereabouts

With employee GPS tracking you can easily see the status of your team in real-time!

[Email] **GET STARTED**

Brand typeface

OPEN SANS LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*!?

OPEN SANS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*!?

OPEN SANS SEMIBOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*!?

OPEN SANS BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*!?

Open Sans family is used in body text; **Regular** is used for paragraphs; **Semibold** is used on subheadings or on a small text like buttons in uppercase. **Bold** is used on small text or small subheadings.

Open Sans example

Keep track of your mobile workforce

Add accountability with employee GPS tracking.

Manage your team's time from the palm of your hand with mobile employee GPS tracking. Easily view the status of your workforce to see who is clocked-in, on a break or clocked out and know where your team is in real-time for greater accountability. Verify an employee's location by selecting their name to view the full details of their day's activities.
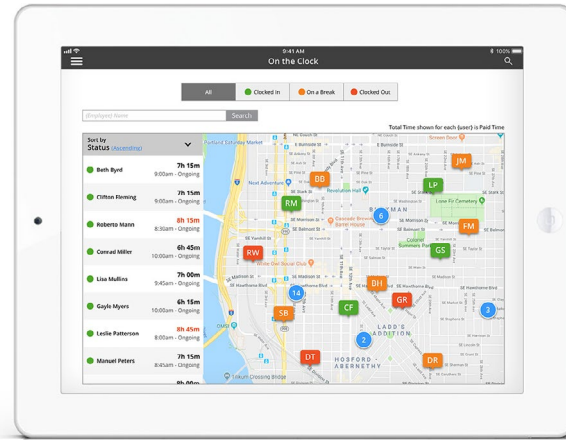
Daily digest
See an overview of how the day is tracking and make adjustments to ensure the work gets completed on time.

Verify time
GPS data is saved for up to 2 months, so you can easily report and verify locations for payroll and billing.

Improve efficiency
Get to a job faster by sending your nearest team member to the emergency call out.
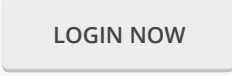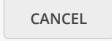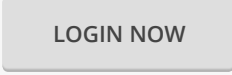
Icons
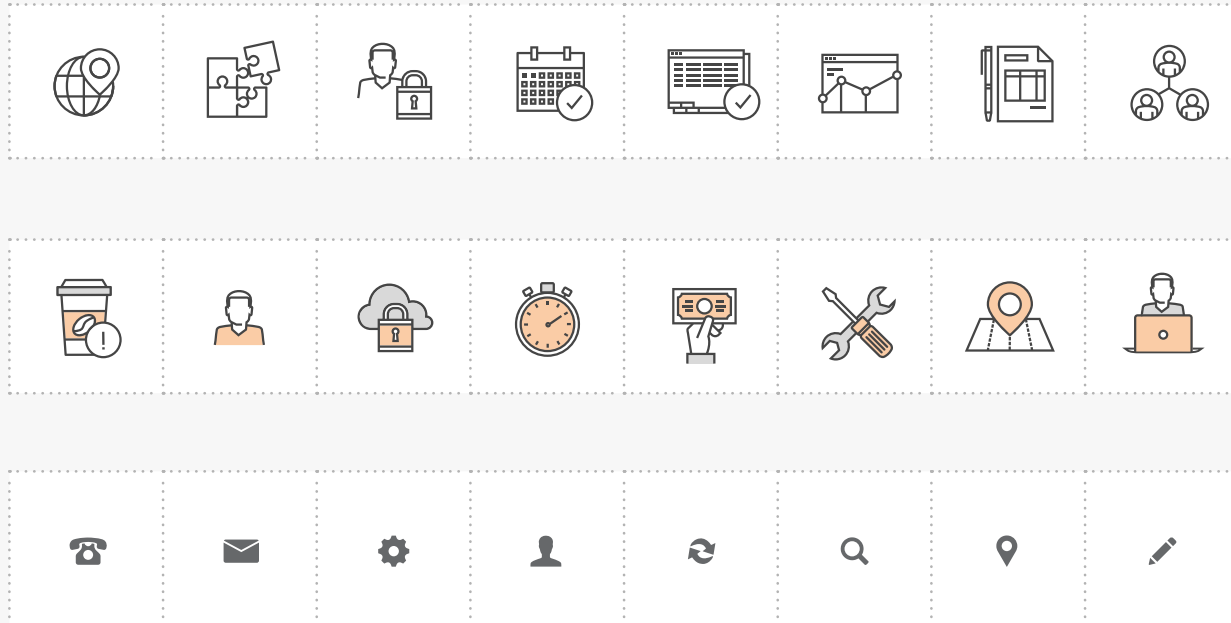
Line style icons should be used across all platforms either with no fills or Orange (40% opacity) and Gray (20% opacity) areas filled in. For very small icon use, solid icons should be applied.

Buttons and links

TRY IT FREE

SAVE

TRY IT FREE

SAVE

NORMAL #f48120

HOVER #c3671a

START TRIAL

| ENABLED | DISABLED |

START TRIAL

| ENABLED | DISABLED |

NORMAL #4fa830

HOVER #3f8626

NORMAL #ffffff

HOVER #efefef

LOGIN NOW

CANCEL

LOGIN NOW

CANCEL

NORMAL #ededed

HOVER #dedede

BOOK NOW

OPEN

BOOK NOW

OPEN

NORMAL #ffffff

HOVER #efefef

Learn more about our free apps

Learn more about our free apps

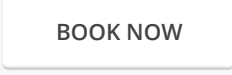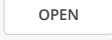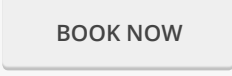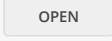**NORMAL** #519cc2

HOVER #f48120

Orange button is used for taking users to try free trial or on a web app to execute action.

Green button is used for purchase or on a web app to show active status.

Gray button is used for secondary action like login.

White button can be used as reversed button on a colored background.

Noraml sized buttons have a corner radius of 4px and have a drop shadow of 2px, which is 20% opacity of black color over the button's color.

Small buttons have a corner radius of 2px and a border of 1px.

Text examples

font-family: Bitter
font-weight: 600
font-size: 45px
line-height: 60px

H1

Save time and money when you automate your time tracking

font-weight: 100
font-size: 23px
line-height: 30px

H2

Capture time for payroll, billing, and productivity. Any device, anywhere!

font-weight: 600
font-size: 30px
line-height: 40px

H3

Know where your employees really are when they're *On The Clock*

font-weight: 400
font-size: 20px
line-height: 28px

H4

Keep track of time and attendance with GPS tracking

font-weight: 400
font-size: 16px
line-height: 26px

P

Know the status of your employees at a glance so you can make quick business decisions that could save you time and money:

✓ Emergency call out? No problem, quickly locate your nearest employee
✓ Identify route inefficiencies and make improvements to your plan
✓ Avoid payroll and billing disputes when you can provide proof
✓ Build trust by adding accountability safeguards that benefit everyone

Learn more about *On The Clock*

Form elements examples

WEBSITE FORM EXAMPLE

FIRST NAME
John

LAST NAME
Smith

EMAIL ADDRESS

SELECT PRODUCT
Time Tracker

Number of users

◉ 1-5 users ○ 6-20 users ○ 21+ users

☑ By signing up, you agree to our terms and conditons.

START MY FREE TRIAL

WEB APP FORM EXAMPLE

✕

Set Time Rounding

Set rounding rules for your users' Clock In and Clock Out times. Be sure to follow Time Card Rounding rules as set by the US Department of Labor.

Clock In

Round direction: ○ Up ○ Down ◉ Nearest

Round increment: 15 minutes

Clock Out

Round direction: ○ Up ○ Down ◉ Nearest

Round increment:

1 minute
3 minutes
5 minutes
6 minutes
10 minutes
15 minutes
30 minutes
60 minutes

CANCEL   SAVE

Website form example shows larger form fields with labels incorporated inside.

Smaller screens or forms that are very busy or confined into smaller spaces can use example from **Web app example**.

Thank you

These guidelines are fairly flexible and should allow for enough creative freedom while making sure the brand looks its best across all applications.

If ever in doubt, ask us for extensive library of styles and elements.

eBillity

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