

One Page Brand Cheat Sheet

Our **brand guidelines** help us create a unique and consistent visual language that’s distinctly UKG

Logotype



Extreme logo: Use only when height size is ABOVE 40px

Primary logo: Use only when height size is BELOW 40px

Typography



Note: For logo creation, reach out to the Global Brand and Creative team for assistance.

Color Palette

Bright Teal Pantone 3255C CMYK: 50 / 0 / 26 / 0 RGB: 58 / 214 / 197 HEX: #3AD6C5	Dark Teal Pantone 7721C CMYK: 89 / 0 / 43 / 60 RGB: 255 / 198 / 0 HEX: #FFFFFF	White CMYK: 0 / 0 / 0 / 0 RGB: 255 / 198 / 0 HEX: #FFFFFF	Light Volt Pantone 387C CMYK: 21 / 0 / 98 / 0 RGB: 229 / 255 / 31 HEX: #E5FF1F
Light Teal Pantone 7465C CMYK: 70 / 0 / 45 / 0 RGB: 48 / 206 / 187 HEX: #30CEBB	Contrasting Teal Pantone 627C CMYK: 93 / 33 / 66 / 84 RGB: 19 / 53 / 44 HEX: #13352C	Black Pantone Process Black CMYK: 0 / 0 / 0 / 100 RGB: 0 / 0 / 0 HEX: #000000	Bright Volt Pantone 809C CMYK: 19 / 0 / 87 / 0 RGB: 227 / 232 / 41 HEX: #E3E829

Primary colors

Light Gray 1 CMYK: 3 / 2 / 2 / 0 RGB: 245 / 245 / 245 HEX: #F5F5F5	Light Gray 3 Pantone Cool Gray 2C CMYK: 5 / 3 / 5 / 11 RGB: 213 / 214 / 210 HEX: #D5D6D2	Light Taupe Pantone 9224C CMYK: 3 / 6 / 13 / 0 RGB: 245 / 230 / 220 HEX: #F5EBDC
Light Gray 2 Pantone Cool Gray 1C CMYK: 4 / 2 / 4 / 8 RGB: 224 / 225 / 221 HEX: #DFE1DF	Light Gray 4 Pantone Cool Gray 3C CMYK: 8 / 5 / 6 / 16 RGB: 201 / 202 / 200 HEX: #C9CAC8	Taupe Pantone 9185C CMYK: 7 / 12 / 17 / 0 RGB: 235 / 220 / 205 HEX: #EBDCCD

Supporting colors

Logo color combinations



Logotype applications



Our Brand Foundations

Mission	To understand and empower the working world
Company Description	UKG is the Workforce Operating Platform that puts workforce understanding to work. With the world's largest collection of workforce insights, and people-first AI, our ability to reveal unseen ways to build trust, amplify productivity, and empower talent, is unmatched. It's this expertise that equips our customers with the intelligence to solve any challenge in any industry — because great organizations know their workforce is their competitive edge.
Customer Benefits	<ul style="list-style-type: none">– Understand all workers from the front office to the front line– Empower everyone with the right data at the right time to make the right decisions– Simplify your workflows with AI that works alongside people– Build a high-trust, high-performance organization– Create capacity for the work that matters
Tagline	HR, Pay, & Workforce Management
Brand Voice	Simple. Human. Honest.

Layout examples

