



# Brand guidelines

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Version 2.0 | 5/1/2024

# 01

## Brand messaging

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The Rightworks brand represents who we are, what differentiates us, and our tone and style of written expression.

# Positioning statement

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Rightworks is the only intelligent cloud provider offering a unified portfolio of advanced technology solutions purpose-built for accounting firms and professionals. Access to our always-here firm-improvement community—Rightworks Academy—amplifies the value. **Our customers partner with Rightworks to modernize and elevate their firms, protect client data, and maximize revenue potential.**

# Brand personality

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Our brand was created to inspire customers to both connect with us professionally and enter into a long-term relationship, understanding that we are the leaders in our vertical.

The brand also inspires our team members to embody all the attributes of our brand personality.

- **Accessible expertise:** Never arrogant, always informed.
- **Enthusiastic supporter:** We know you can accomplish your goals, and we're here to get you there.
- **Trusted partner:** We've helped so many other firms...you know we can help you, too.
- **Innovation navigator:** We're always looking ahead so we can guide you on making the right decisions.
- **Effortless confidence:** No more sleepless nights, because we have you covered at all levels of operations.

# 02

## Brand elements

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Best practices for Rightworks-branded assets, including useful examples.

Logo

 **rightworks**

 **rightworks**

# Logo usage

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The Rightworks logo has been carefully developed and needs to be properly protected. There are three main elements of the logo that are important to the overall branding effort:

## 1. The logomark

Building blocks that make up the logomark represent the foundational elements required by Rightworks customers to fulfill their own business mission and thrive. The logomark also conveys movement and energy—colors and arrangement of the building blocks are intentional and **should not be modified**.

## 2. The connected “t” and “w”

The letters t and w are conjoined, symbolizing the many organizations that have come together to fulfill the company’s mission.

## 3. The Midnight color

Carefully selected with intention, the color of the logo reflects the maturity and experience of the company. The bold color should be used to provide contrast to surrounding layouts. Please follow the usage guidelines closely and consult the **Color palette usage** section of this guide.



The logo is the embodiment of the brand—it must always be legible and clear of obstruction. To help give our logo maximum visual impact and to separate it from any other elements on the page, always maintain at least the minimum clear space around it. The space around our logo should be equal to the dimensions of the logomark.

Minimum height:  
0.2 in. / 18 px

The image shows the Rightworks logo, which consists of a stylized logomark made of horizontal bars of varying lengths and shades of blue and grey, followed by the word "rightworks" in a bold, dark blue, lowercase sans-serif font.

# Logo usage

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## PREFERRED LOGO USAGE:

Color: Midnight



## REVERSED LOGO USAGE:

Color: White



## USE IN COPY:

While the wordmark uses a lowercase r, Rightworks should be treated as a proper noun within body copy and capitalized.

✗ rightworks    ✓ Rightworks

## OTHER MISUSES:

Do not recolor.



Do not scale disproportionately.



Do not rotate.



Do not add a drop shadow or any other effects.



Do not scale the elements disproportionately to one another.





# Color palette

## CORE COLORS

MIDNIGHT  
PMS 2766 C  
HEX #141C44  
CMYK: 100-92-43-55  
RGB: 21-28-68

COBALT  
PMS 6104 C  
HEX #2A3690  
CMYK: 100-90-14-2  
RGB: 42-54-144

ROYAL  
PMS 2131 C  
HEX #3F57E8  
CMYK: 81-63-0-0  
RGB: 63-87-232

TURBO  
PMS 388 C  
HEX #E1E31C  
CMYK: 17-0-95-0  
RGB: 224-227-28

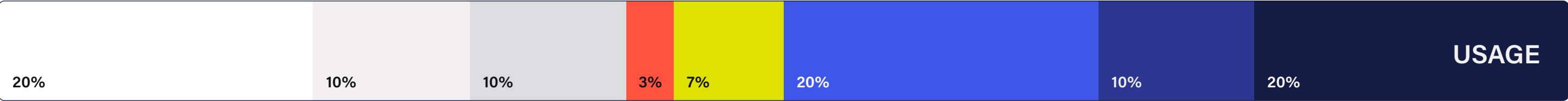
## ACCENT COLORS

SUNSET  
PMS 7625 C  
HEX #FF5340  
CMYK: 6-83-82-0  
RGB: 225-83-64

BLACK  
PMS 179-16 C  
HEX #111214  
CMYK: 75-69-64-81  
RGB: 17-18-20

GRAY  
PMS 179-2 C  
HEX #DCDDDE  
CMYK: 13-9-9-0  
RGB: 220-221-222

LIGHT GRAY  
PMS 179-1 C  
HEX #F0F0F0  
CMYK: 4-3-3-0  
RGB: 240-240-240



# Color palette usage

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## Use of brand colors in layout and design

Our core colors are designed to provide visual gravity and stability. Bright, energetic accent colors are used sparingly to add visual variety and interest, and the neutral gray tones are designed primarily for rendering text and backgrounds.

Use accent colors sparingly. Generous use of white declutters the visual environment and provides stark contrast to the bold hues of the brand, allowing it to emerge as the primary focal point. Be sure to honor that space.

Be aware that certain color combinations can create issues for people with visual impairments. Consult the Rightworks Creative Services team for details regarding accessibility compliance.

## Reproducing brand colors

The ability of third-party vendors to accurately reproduce our brand in various media is determined by their equipment and technical processes. Always consult the Creative Services team to ensure compliance with published vendor specifications.

## GRAYSCALE

This is the most basic of the color modes. Files in grayscale mode contain only the data necessary to render an image in various shades of black. If you're producing a document to be reproduced only in black and white, grayscale files are the appropriate choice.

## SPOT COLOR

This type of color is produced on a printing press by using premixed ink and is usually specified when a piece is designed using a limited amount and/or variety of colors. The Pantone Matching System (PMS) is the dominant standard for precision color reproduction in the commercial printing industry. Your resource archive contains files that are configured for commercial printers to reproduce documents according to the Pantone system.

## PROCESS COLOR

Instead of one premixed ink, this method uses four primary colors mixed by layering them on the paper during the actual printing process. The primary colors of cyan, magenta, yellow and black can reproduce virtually every color in the spectrum when combined this way. Files configured for process color reproduction are included in your resource archive.

# Color palette usage

To ensure our corporate materials are easily accessible to everyone, we follow the Web Content Accessibility Guidelines (WCAG). Please only use these text colors on these backgrounds.

LIGHT GRAY	GRAY	ROYAL	COBALT	MIDNIGHT	BLACK
ROYAL #3F57E8	COBALT #2A3690	WHITE #FFFFFF	WHITE #FFFFFF	WHITE #FFFFFF	WHITE #FFFFFF
COBALT #2A3690	MIDNIGHT #141C44	LIGHT GRAY #F0F0F0	LIGHT GRAY #F0F0F0	LIGHT GRAY #F0F0F0	LIGHT GRAY #F0F0F0
MIDNIGHT #141C44	BLACK #111214		TURBO #E1E31C	TURBO #E1E31C	TURBO #E1E31C
BLACK #111214					SUNSET #FF5340

## Typography

# Acumin Pro

## Roboto Slab Bold

Light	Regular	<b>Semibold</b>	<b>Bold</b>
<i>Light</i>	<i>Regular</i>	<i><b>Semibold</b></i>	<i><b>Bold</b></i>

A B C D E F G H I J K L M N O P Q  
R S T U V W X Y Z a b c d e f g h i j  
k l m n o p q r s t u v w x y z 1 2 3 4  
5 6 7 8 9 0 , . ! ? @ # \$ % ^ & \* ( ) =  
+ [ ] ; : ' " < > /

# Type hierarchy

As with the logo, consistent use of the primary corporate typeface—**Acumin Pro**—reinforces the Rightworks brand identity. The secondary typeface—**Roboto Slab Bold**—should only be used by the Rightworks Creative Services team for subheaders in company collateral such as eBooks, webinar promos and event materials.

**Header: Acumin Pro Bold, 36pt, -10pt tracking**  
**Subheader: Roboto Slab Bold, 24pt, -6pt tracking**

Body: Acumin Pro Regular, 16pt, 20pt leading, black. Odi adit, et, utemquibus aut es doles doluptam sequi net earumqui untis aut aut erit, simaximi, sum con poriasum enditem poribus quam, sam, cullabo. Lenture volorias entenis auta doluptas et ent. Il is quos aliqua platis plam iliqui aut quos endignistrum none volutec.

When Acumin Pro is not digitally supported, Rightworks uses Arial as its substitute web-safe font. A substitute font is used when the primary typeface is unavailable. As a web-safe backup, Arial adapts to support any browser or device and ensures Rightworks content displays properly for users. Arial is used within Rightworks products and system UI.

POINT SIZE	TRACKING
4 pt	+20
5 pt	+16
6 pt	+12
7 pt	+8
8 pt	+4
9 pt	0
10 pt	0
11 pt	0
12 pt	0
14 pt	-3
16 pt	-4
18 pt	-5
24 pt	-6
30 pt	-8

03

## **Brand applications**

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# Brand application—Partner marketing

Rightworks partners should use the following logo lockup in promotional materials. Always maintain the minimum clear space requirement around the partner logo lockup, which is equal to the dimensions of the logomark.



✓ This is an acceptable use of the logo on an image.



✓ This is an acceptable use of the logo on an image.



✗ Don't force the logo on to an image or background that compromises legibility.