

Design Guide

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Introduction

To ensure consistency across all platforms, we have developed a design guide with guidelines for visual communication.

These guidelines help to develop a design that creates coherence in Tasklet as a brand.

The guide includes the brand's colors, typography, logo, images, and elements that should be incorporated into the graphic material.

WHY WE'RE HERE, DOING WHAT WE DO

Purpose

Everything we do must empower people to perform.

OUR FUNDAMENTAL BELIEFS

Principles

Keep it simple
Make it happen
Do it together

THE GUIDELINES FOR HOW WE WORK

Core values

We care
We dare
We have fun

WHAT WE STRIVE FOR

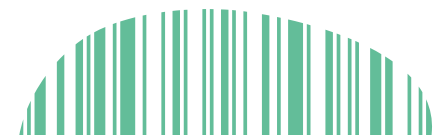
Vision

Empower every employee in every warehouse to provide world-class service.

WHAT WE DO, FOR WHOM

Mission

We make warehouses work, people perform, and business grow by providing a business-critical mobile warehouse management system, indispensable insights and supreme service.



Brand Colors

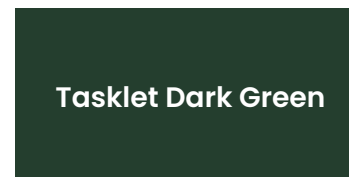
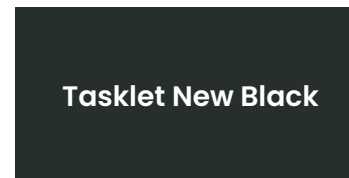
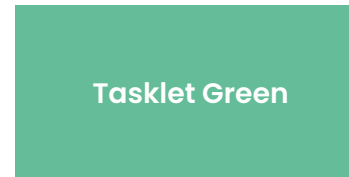
BRAND COLORS

Color palette overview

The brand's primary and secondary colors as well as gradient.

Color codes including CMYK, RGB and HEX and corresponding tones are described on the following pages.

Primary color



Secondary colors



Gradient



BRAND COLORS

Primary colors

The brand has four primary colors.

Tasklet Green is used for text and icons. The green colors can also appear in blobs.

Tasklet Dark Grey and Tasklet Sand are mainly used for backgrounds and text.



Tasklet Green

CMYK: 62, 0, 50, 0
RGB: 100, 188, 152
HEX: #64bc98

Used to highlight smaller elements as well as buttons or symbols.

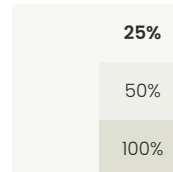
NB! Don't use for large surfaces.



Tasklet New Black

CMYK: 76, 57, 60, 69
RGB: 38, 47, 45
HEX: #262f2d

Used primarily for text and as background color.



Tasklet Sand 25%

CMYK: 4, 2, 5, 0
RGB: 247, 247, 244
HEX: #f7f7f4

Used primarily as background color and is 25% of the original Tasklet Sand color.

NB! Do you need additional nuances? Contact Team Marketing.



Tasklet Dark Green

CMYK: 81, 49, 75, 60
RGB: 36, 62, 46
HEX: #243e2e

Used exclusively for illustrations and as part of our Tasklet Green Gradient.

NB! Don't use this color.



Tasklet Green Gradient

 Tasklet Green
 Tasklet Dark Green

Consists of Tasklet Green and Tasklet Dark Green. The gradient is used exclusively for backgrounds and blobs in graphical material.

BRAND COLORS

Secondary colors

The brand's secondary colors consist of two blue shades.

These colors should create contrast with the primary colors, for example, in blobs and illustrations.



Tasklet Sky Blue

CMYK: 52, 0, 14, 0
RGB: 129, 204, 221
HEX: #81ccdd



Tasklet Soft Blue

CMYK: 36, 0, 11, 0
RGB: 173, 220, 231
HEX: #addce7

BRAND COLORS

Gradient

The gradient consists of the colors Tasklet Green and Tasklet Dark Green.

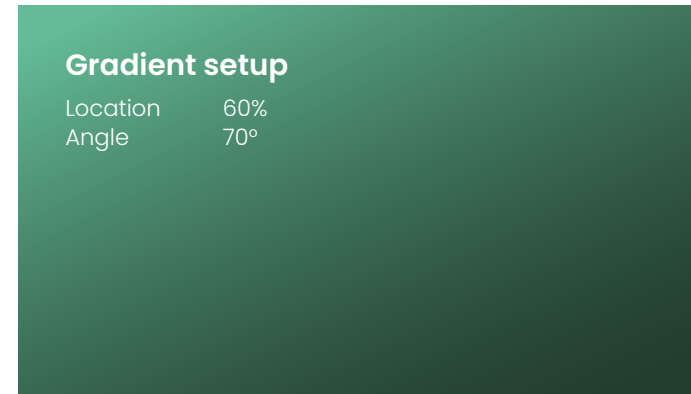
The gradient is used exclusively for backgrounds and blobs in the graphic material.



Tasklet Green Gradient

-  Tasklet Green
-  Tasklet Dark Green

Example:



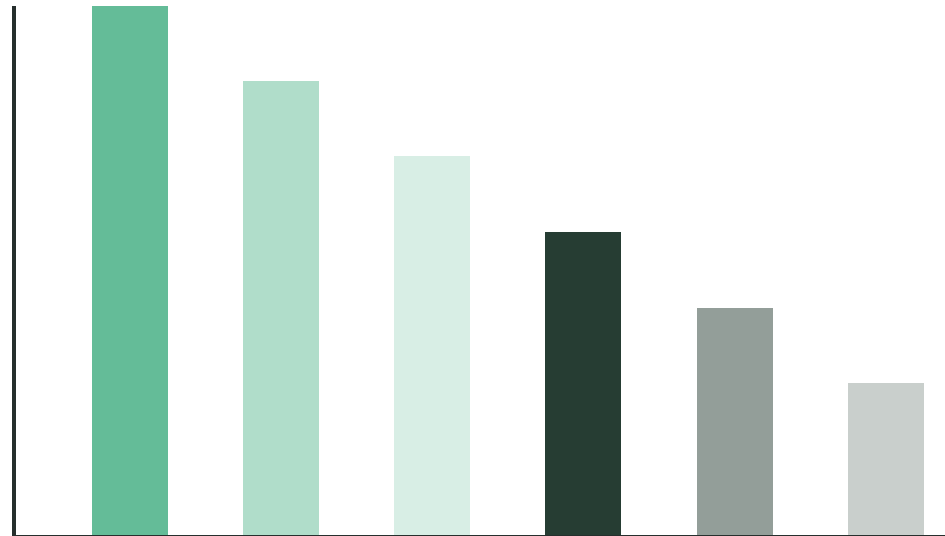
BRAND COLORS

Toning

If there is a need for more colors, it is possible to tone down the colors by 50% and 25%, respectively.

The colors can, for example, be used in graphs or illustrations where a larger variety is needed.

Tasklet Green CMYK: 62, 0, 50, 0 RGB: 100, 188, 152 #64bc98		Tasklet Dark Green CMYK: 81, 49, 75, 60 RGB: 36, 62, 46 #243e2e		Tasklet Sand CMYK: 15, 10, 19, 0 RGB: 224, 223, 211 #e0dfd3	
50% (#b1ddcb)	25% (#d8eee5)	50% (#929e99)	25% (#c9cecc)	50% (#efefe9)	25% (#f7f7f4)



Typography

FONT

Typography

The Google font “Poppins” is used in all communication material.

As rule of thumb, we use Light as body text and SemiBold for title and pre-header.

Poppins Light
Poppins SemiBold

Example:

PREHEADER: SEMIBOLD

Title: SemiBold

Body text: Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!+--*(.,)

Logo



Logo

Proper Use

The logo is available in both a horizontal and a vertical version.

The choice of which logo to use depends on the format it will be applied to.

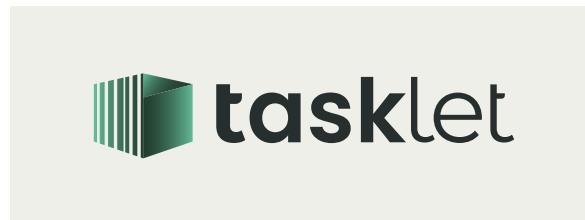
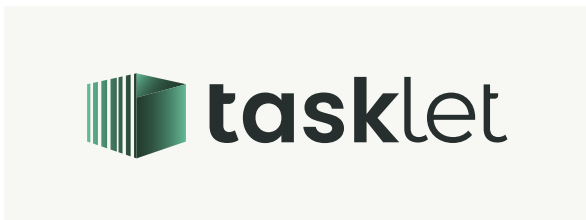
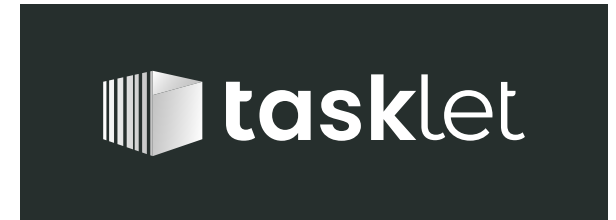
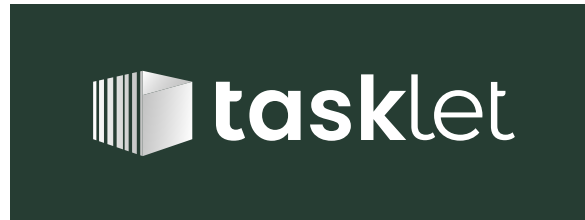




Logo

Proper Use

The logo should be used in either white or full color, depending on the background.



Logo

Safe zone

The safe zone is an area where no other elements should be placed and preferably with extra space if possible.

The respect distance is defined by the “a” from the logo in the dotted areas around the logo.



Minimum size



Images

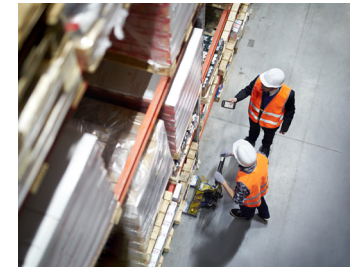
IMAGES

Image Style

Images should be as professional as possible. Images from events used on social media can be an exception as there may not be access to a professional photographer.

Generally, images should have a warehouse context and preferably visible devices. Including people or hands can be beneficial to show the process.

Images for cases should include products or be relevant to the company.



IMAGES

Image Style

Images used on the website should be placed in blobs, except images placed in list view.

Warehouse images used for backgrounds can be overlaid with a green filter to follow the brand identity and create contrast with any text.



Elements

ELEMENTS

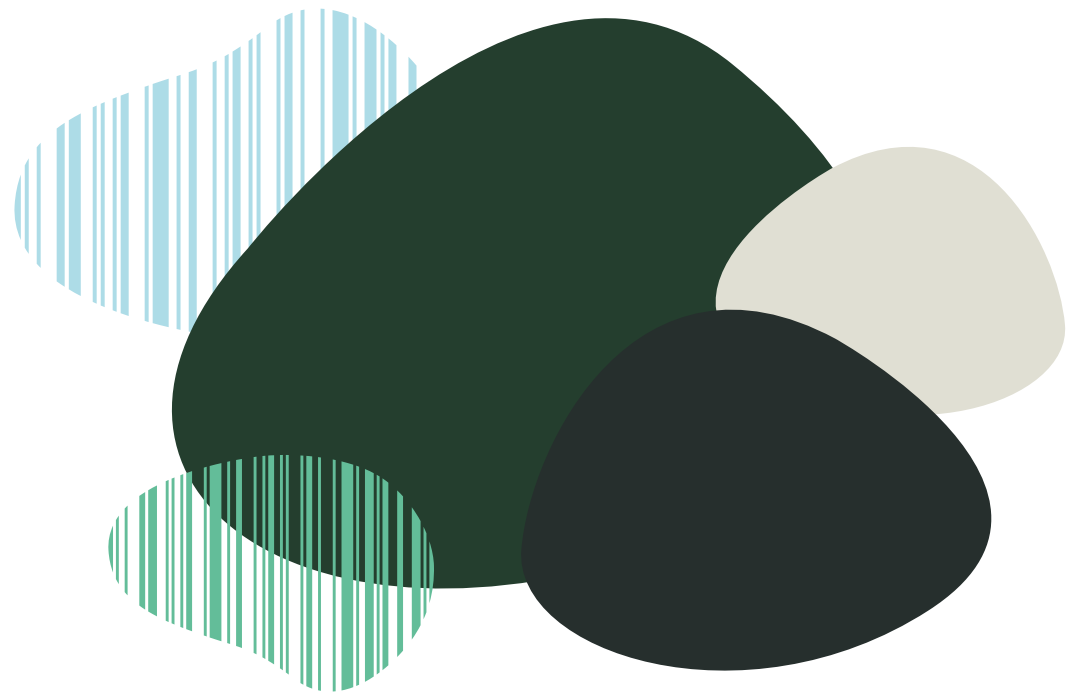
5th element

Blobs symbolize the energy and dynamism of the company.

Blobs with solid colors and barcodes are placed to create cohesion in the identity.

Blobs can be used in three ways:
By inserting images, by placing them behind images, or by appearing alone as an independent element to create balance in a design..

Images should not be inserted into barcode blobs.



ELEMENTS

Illustrations

Warehouse illustrations

Warehouse illustrations can be used in customer cases, independently, and in other contexts.



Customer cases

Illustrations for customer cases can only be used for the case they were created for.
The illustrations appear in blobs or in a square version in list views.



Other illustrations

Other illustrations are made for a specific context, but new illustrations can be created by using elements from previous illustrations



ELEMENTS

Icons

USP icons can be used in any color from the design guide, as long as there is contrast with the background color.



Offline Capability

Never lose valuable data. Effortlessly streamline warehouse operations, even in Wi-Fi dead zones.



Integrates to Standard

Easy integration to standard Microsoft Dynamics ERP will simplify your warehouse operations hassle-free.



Quick and Easy Installation

Experience smooth implementation and enjoy low-risk upgrades.



Easy to Customize

Start with standard features and tailor to fit your specific needs for a solution that fits like a glove.



User-Friendly

A user-friendly interface and digital guidance will empower your staff to focus on their tasks instead of struggling with complicated technology



Outstanding Support

Whether you are a user or implementer, you can count on our highly skilled experts to assist with any issues you may encounter.

