



Brand Guidelines | October 2020

Welcome to the Beanworks Brand Guidelines.

This document provides the guidance and information needed to visually and verbally create the Beanworks brand. Sending a consistent and controlled message of who you are is essential to presenting a strong, unified image of the company.

These guidelines reflect Beanworks's commitment to quality, consistency and style. The Beanworks brand, including the logo, name, colours and identifying elements, are valuable company assets.

While this document doesn't strictly prescribe right and wrong, it outlines design approaches that, together, form the subtle successes of the Beanworks aesthetic.

About the Brand

**Beanworks automates
accounting workflow
to empower teams to
succeed.**

From purchase to payment, Beanworks integrates with your software to make accounts payable (AP) simple and delightful.

Thousands of users manage AP at a fraction of traditional processing costs while remaining focused on financial management and reporting.

Brand values

Trust.

Beanworks is your automation partner, the platform you can trust and rely on for all your Accounts Payable needs.

Ease of use.

It's a powerful and intuitive platform with flawless integrations. Being one click away from their data, our users have more time to focus on critical things.

Customer-focused.

We pride ourselves on providing a delightful customer experience. We believe in our product and it shows.

Empowering.

We own our roles and take initiative on issues in a proactive way. We encourage and empower everyone on our team to do the same.

Team-oriented.

We're working together towards common purpose, building a healthy, positive team environment with a family spirit.

Thought-leaders.

Thinking outside of box, we're always improving with our customers in mind, never accepting that something can't be done or a problem can't be solved.

Beanworks Visual Identity, Rules & Guidelines

Our logo

The Beanworks logo represents the three magic beans from *Jack and the Beanstalk* and encompasses a sense of constant evolution and innovation.

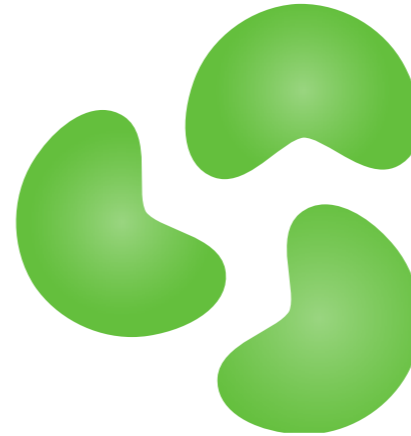
This horizontal version of the logo is the primary lockup and should always be used unless there are specific horizontal size restrictions.



Our logomark

The logomark serves as an emblem for the brand. Apart from a few specific use cases, it should always appear along with the logotype.

Our logomark will grow to be a symbol that stands for automation, innovation and growth.



Usage on backgrounds

The full colour logo is the preferred usage and should only be used on white or black/dark grey backgrounds.

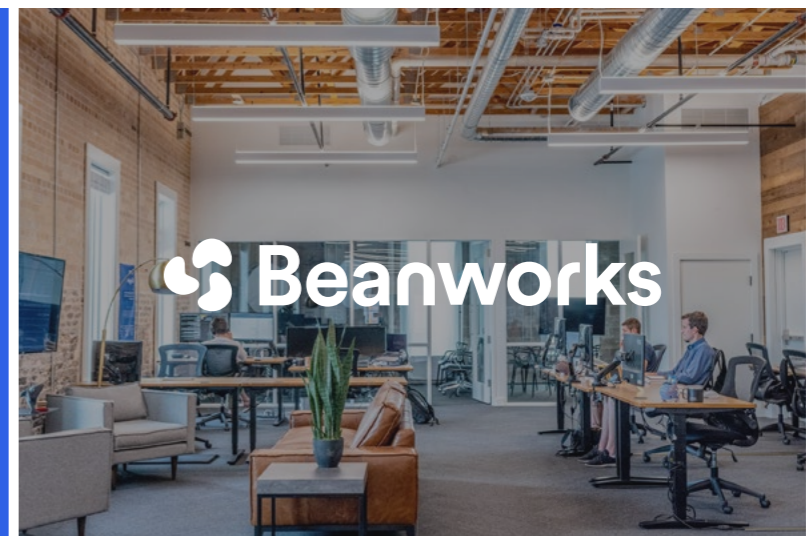
Avoid using full-colour logos on photographs unless the logo sits on a black or white area of the image.



Colour variations

The one-colour logo should be used only on photograph backgrounds and colour backgrounds within the Beanworks colour palette.

A one-colour, light grey version of the logo should only be used when the logo appears secondary in hierarchy (ie. sponsorship).



Clear space

A minimum area of clear space must always surround the Beanworks logo. This area of isolation allows the logo to stand out by ensuring that any copy, imagery, additional logos, or other visual elements are kept clear. This area is defined by the logomark, as illustrated on this page.



Logo minimum and maximum sizes

To maintain a professional and integral brand appearance, the logo should always be displayed within the minimum and maximum size guidelines, especially for digital use.

With certain exceptions (ie. large display posters, tradeshow banners, etc.), the logo should always be displayed at a size between 120px and 200px and the logomark between 20px and 40px.

Maximum sizing

200px (~2 inches) wide



Minimum sizing

120px (~1.25 inches) wide



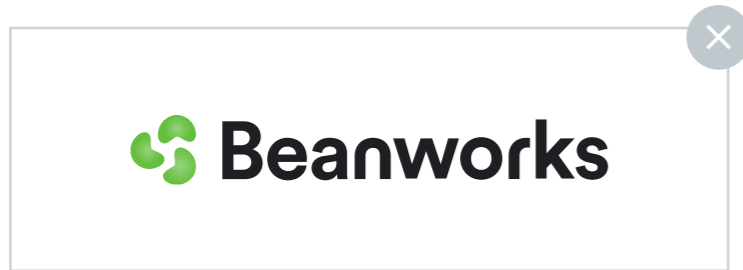
40px (~0.4 inches) wide



20px (~0.2 inches) wide



Incorrect usage



Do not alter colours



Do not change the size/position of the logomark



Do not use drop shadows or any other effects



Do not tilt, stretch or distort



Do not change the transparency of the logo



Do not apply to busy backgrounds or backgrounds with insufficient contrast



Do not change the typeface of the logotype



Do not rotate any part of the logo



Do not use the logotype alone

Colour, Typography and Graphic Elements

Primary colour palette

Beanstalk Green

CMYK 63 / 0 / 100 / 0
RGB 100 / 191 / 61
HEX # 64BF3D

Almost Black

CMYK 75 / 68 / 62 / 73
RGB 30 / 31 / 35
HEX # 1E1F23

Cloud Blue

CMYK 17 / 7 / 6 / 0
RGB 209 / 221 / 229
HEX # D1DDE5

Bright White

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX # FFFFFFFF


Colour usage ratio

To correctly express our brand personality, our brand colours should be used with a careful balance. This colour chart shows which colours to prioritize in compositions and in approximately what amounts.

This is a rough guideline and every colour does not need to be represented at the same time or in the precise amount reflected here.



Secondary colour palette



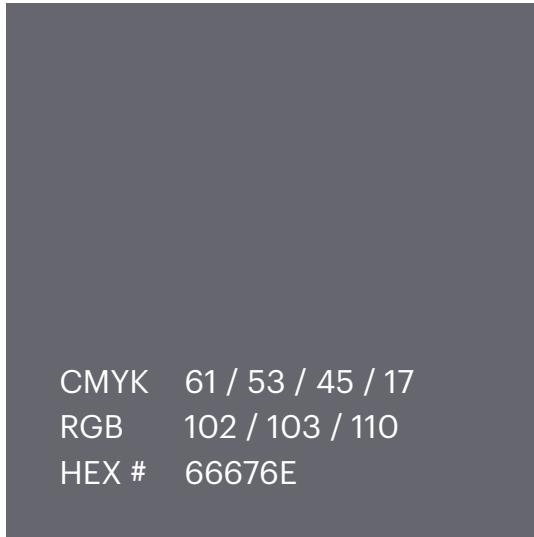
CMYK 81 / 65 / 0 / 0
RGB 46 / 97 / 229
HEX # 2E61E5



CMYK 61 / 2 / 0 / 0
RGB 35 / 198 / 255
HEX # 23C6FF



CMYK 0 / 38 / 89 / 0
RGB 255 / 172 / 54
HEX # FFAC36



CMYK 61 / 53 / 45 / 17
RGB 102 / 103 / 110
HEX # 66676E

Typography

The brand typefaces are Larsseit and Graphik. Larsseit should be reserved for headlines and Graphik for paragraphs and all other text.

Headings set in Larsseit should always be typeset with the tracking set to 0, in title case, and with optical kerning (when possible, ie. print materials). Do not set in all caps or all lowercase.

For paragraph text and all other text in Graphik, the tracking should be set to 0, and should be set in title case or sentence case (as determined by the content).

Arial is only to be used when Larsseit and/or Graphik isn't an option, ie. in email newsletters.

LARSSEIT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{}<>

GRAPHIK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{}<>

ARIAL*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{}<>

01 Eyebrow: Graphik Semibold, with tracking, colour optional

02 Headers: Larsseit Bold

03 Subheads: Graphik Regular

04 Body text: Graphik Regular

05 Links and Callouts: Graphik Semibold

LIBERO BLANDIT EUISMOD

Lorem ipsum dolor elit

Elementum mollis nam sed enim volutpat enim at auctor nisi ut rhoncus eros gravida risus eleifend at ornare non

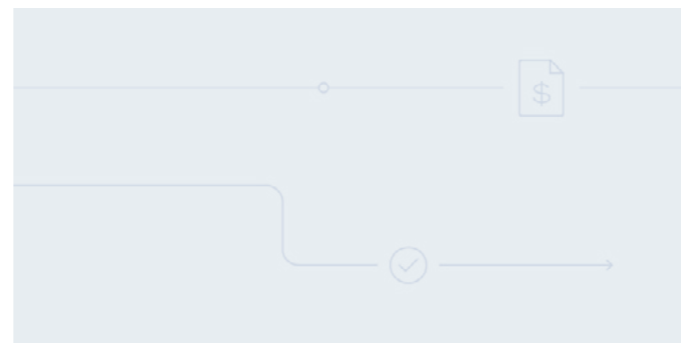
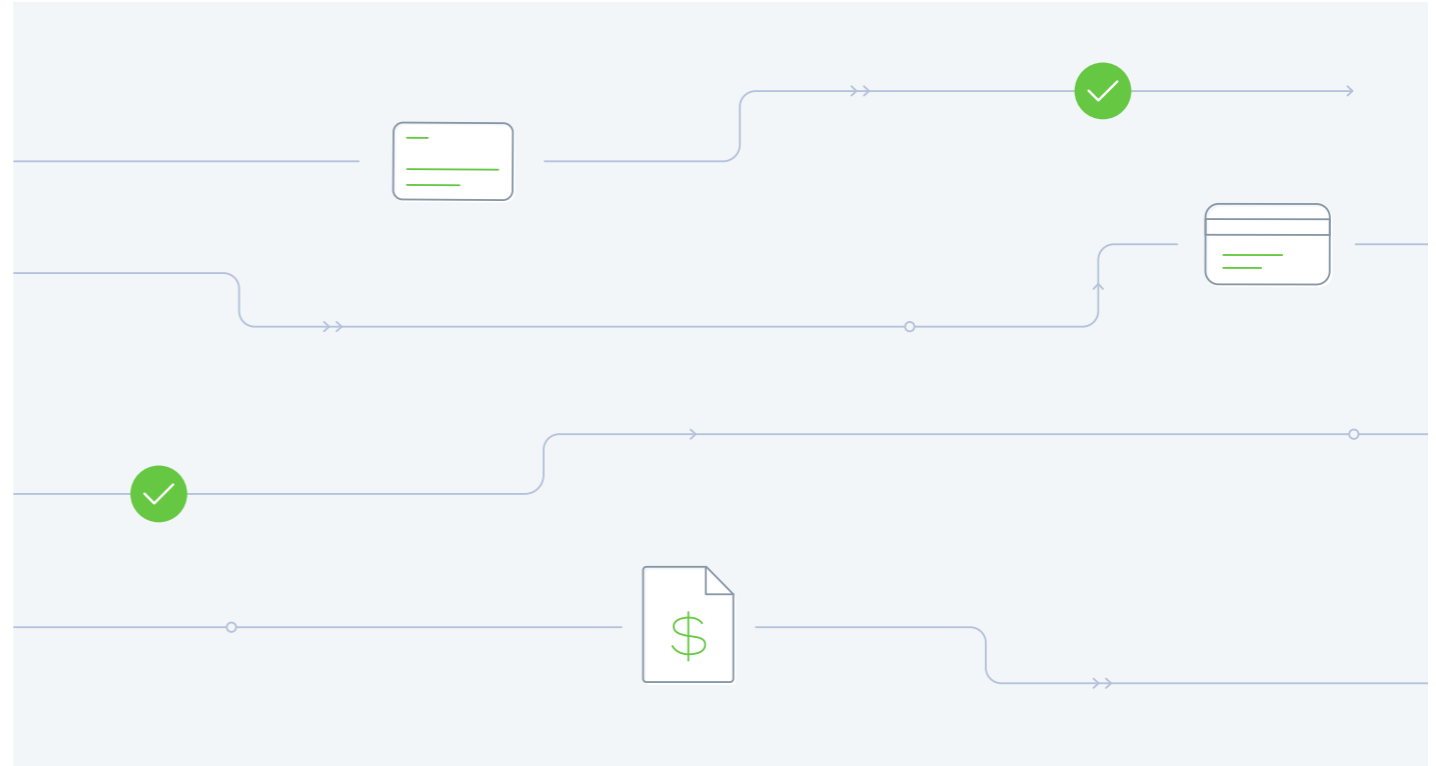
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis sem turpis. Nunc laoreet ut nisl et fermentum. Morbi vitae mi tincidunt, dictum ipsum a, ornare nisi sit amet consectetur magna ornare gravida.

Mauris libero →

Graphic elements

Our graphic elements are mostly used as a pattern — complementary to type or as a background pattern — to help the brand convey the sense of automation.

These elements may be used on covers for presentations, eBooks, white papers, etc. and as a background on the website, within panels that contain actionable items.



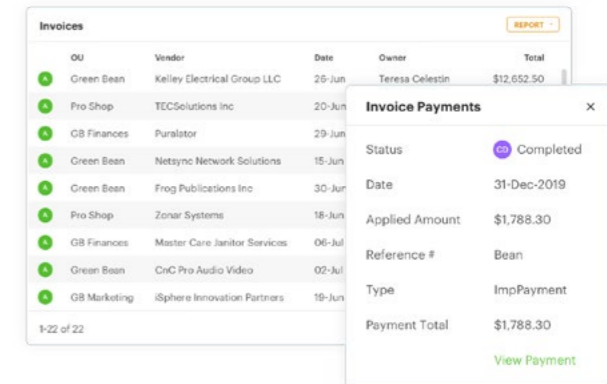
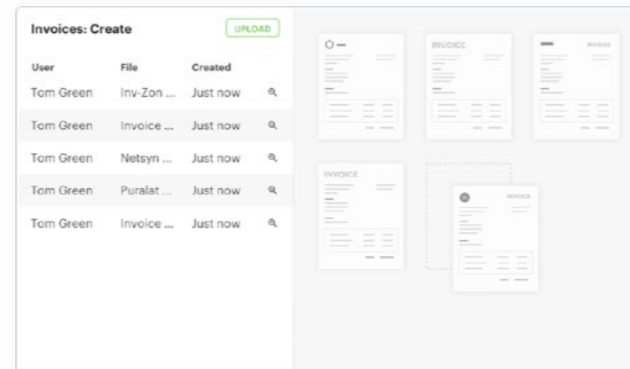
Product elements

All product screenshots and elements that are shown in a marketing context should be stylized in order to simplify the product and place emphasis on the most important elements.

Attention should be paid to spacing, hierarchy and information displayed in relation to the accompanying content.

Payments: Paid REPORT EXPORT

<input checked="" type="checkbox"/>		Legal Entity	Type	Date	Pmt Method	Total
<input checked="" type="checkbox"/>	RL	Limitless Co	ePayment	23-Nov-18	Credit Card	\$2,948.13
<input checked="" type="checkbox"/>	RL	Limitless Co	ePayment	02-Jun-18	Credit Card	\$1,531.71
<input checked="" type="checkbox"/>	RL	Limitless Co	ePayment	20-Dec-17	EFT	\$8,864.87
<input checked="" type="checkbox"/>	PD	Limitless Co	ePayment	07-Jan-19	Credit Card	\$431.30
<input checked="" type="checkbox"/>	PD	Limitless Co	ePayment	31-May-19	ACH	\$7,759.73
<input checked="" type="checkbox"/>	PD	Limitless Co	ePayment	12-Oct-18	ACH	\$2,967.44
<input checked="" type="checkbox"/>	PD	Limitless Co	ePayment	07-Aug-19	Cheque	\$11,947.25



Illustrations

Our illustration style is bright, positive and playful, featuring stylized product elements that represent accounting and/or automation, as well as professional people of different ethnicities engaging with the platform.

It was created to distinctly capture the Beanworks brand and is used across a range of communications.

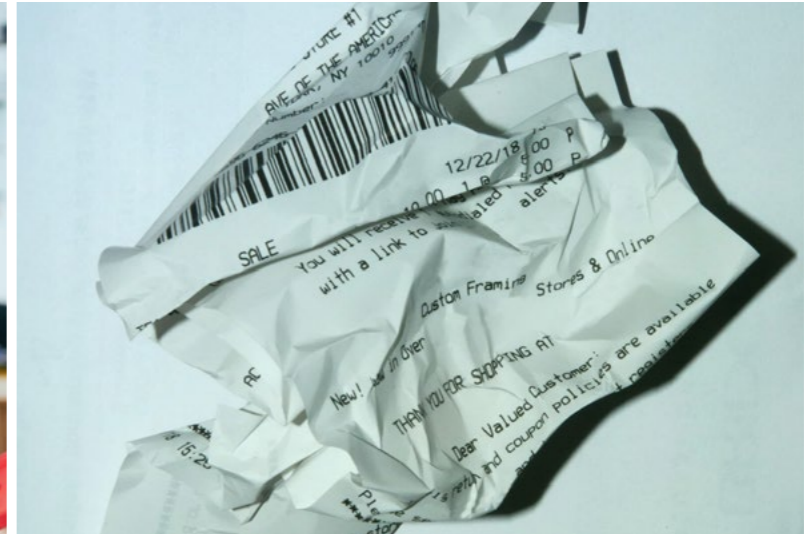
Note: If the Beanworks logo or logomark is used within an illustration, the one-colour version should always be used.



Photography

Beanworks' photography should never feel staged or stocky — it should feel human, unique, fun, and friendly. It should portray collaboration, workplaces, teams, and elements/ideas related to accounting and automation.

The photography styling should be bold and colourful with high contrast. A slight blue/green gradient filter (~10%) should be applied in order to achieve consistency across all photos.



Casual and Confident

Beanworks strikes a balance between being *trusted* and yet *not too stiff or formal*—the brand tone is “Casual and Confident.” The purpose of this tone is to communicate to the target audience that we are professionals that can be counted on, but also that we don’t take ourselves too seriously. This will be achieved in the following ways:

Inspiring confidence: Our target audience are busy finance professionals that need to feel confident that their AP solution is credible and trusted. Our brand tone will be confident, simple, and effective. We should aim to impart knowledge and in a way that is easy-to-understand and accessible. We can draw on our experience and proof of credibility (\$13 billion in AP spend, large client base, etc.) to speak to points whenever it adds value and fits in seamlessly.

Being simple and to-the-point: Our audience doesn’t have the time to read through excessive details and walls of text. Our tone should be concise and straightforward, addressing a point effectively in the fewest words and simplest language possible.

Showcasing a casual and fun personality: Our tone should feel human, casual, and warm. It should not come off as stiff or formal and can take on a witty edge. We should act as a friendly and approachable consultant who has our customers’ best interests at heart. We are easy to relate to and have a sense of quick-witted humour, which makes even the driest information palatable.

Copy: Guiding questions

Inspiring confidence:

- Will the reader walk away with a clear understanding of what they have read?
- Will the reader have sufficient information about the topic being written about?
- What questions, if any, will the reader be left with after reading this? Is it important that these are addressed in the copy?

Being simple and to-the-point:

- Was there any jargon used in the copy? If yes, can it be explained in a simpler way?
- Would the copy hold the reader's attention for the entirety of the text?

Showcasing a casual and fun personality:

- Does the tone used have personality and not come across as mundane, prescribed, or formal?
- Would the reader find the tone to be witty and humorous?

Examples of articles that employ the “Casual and Confident” tone that Beanworks aspires to:

- [Vox: What comes after Zoom fatigue?](#)
- [Bench Accounting: Entrepreneur Story of the Founder of 1-800-Got-Junk?](#)
- [Slack: Top Tips for Collaboration in the Workplace](#)



This guide is to help you implement the new branding and create a cohesive identity that is consistent in order to increase your brand equity. If you require any additional information or further expansion of the Beanworks brand please contact:

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