

Brand guidelines



Version 1.0 — September 2017

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Introduction

At Facebook, we want to give people the power to build community and bring the world closer together. So when we created Workplace, our mission was clear: to give the world a place to work together.

We believe that people change organisations. Workplace empowers people right across their business to come together, share their voice and discover new, better ways of working. The possibilities are endless.

Design values

Design for everyone

We design things to help every person in every team,
from the CEO to the intern, to work better together.

Design values

Be human

We focus on the names, faces, voices, stories and goals of real people. We solve their problems. Our communication is simple, human and straightforward.

Design values

Make things easy

We make things that feel simple, clear and easy to use. We don't distract with decoration or confuse with needless detail.

Design values

Save people time

We help people to get things done faster through efficient solutions that offer clear access to information.

Design values

Bring delight

Work isn't always fun. Sometimes it's stressful, and bad tools don't help. We always strive to make things that bring people joy.

Part 2

Guidelines

Logo assets

Overview and usage

Logotype lock-up



Use

When people don't know Workplace and when the Facebook connection is important

Logotype



Use

When people are familiar with Workplace

Symbol



Use

When people are using a Workplace product

It's important to show the right asset at the right time. People first need to understand who we are. As they become more familiar, show more subtle reminders.

Logo assets
Logotype lock-up



The logotype lock-up is our primary brand asset. It maintains a fixed relationship between the Facebook and Workplace wordmarks. Use this logo for most applications to clearly show the link to our parent brand.

Logo assets

Single line logotype lock-up

@workplace by facebook

Use this alternative version of the logotype lock-up for awkward spaces where the primary lock-up isn't appropriate.

Logo assets
Logotype

@workplace

Logo assets

Symbol



Logo assets

Exclusion zones

Logotype lock-up



Logotype



Symbol



Maintain a clear space around the core assets for maximum legibility.

Logo assets

Minimum sizes

Logotype lock-up



200px wide on screen
or 30mm wide for print

Logotype



200px wide on screen
or 30mm wide for print

Symbol

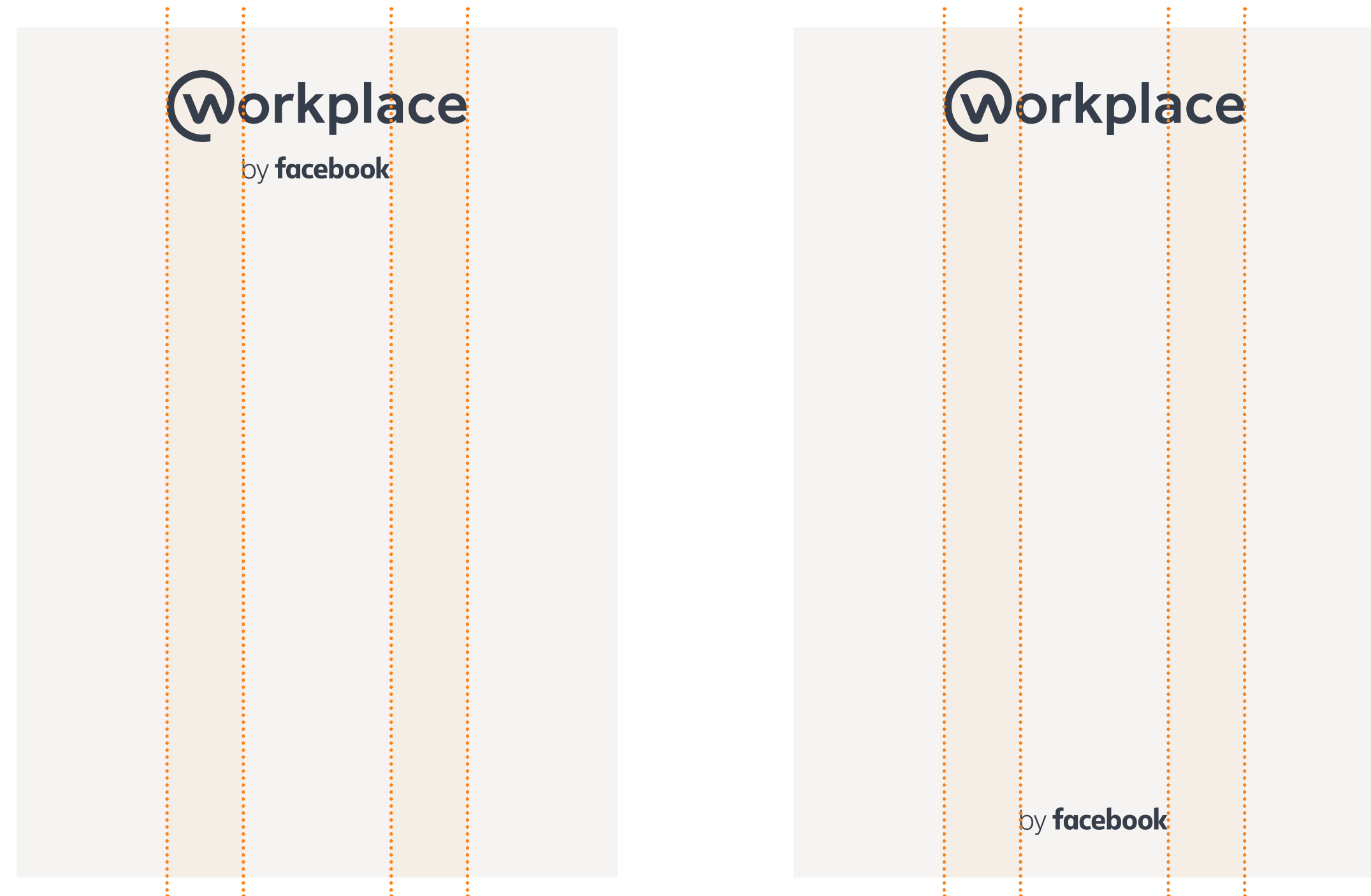


45px wide on screen
or 10mm wide for print

Use these minimum sizes to ensure clear reproduction of each asset.

Logo assets

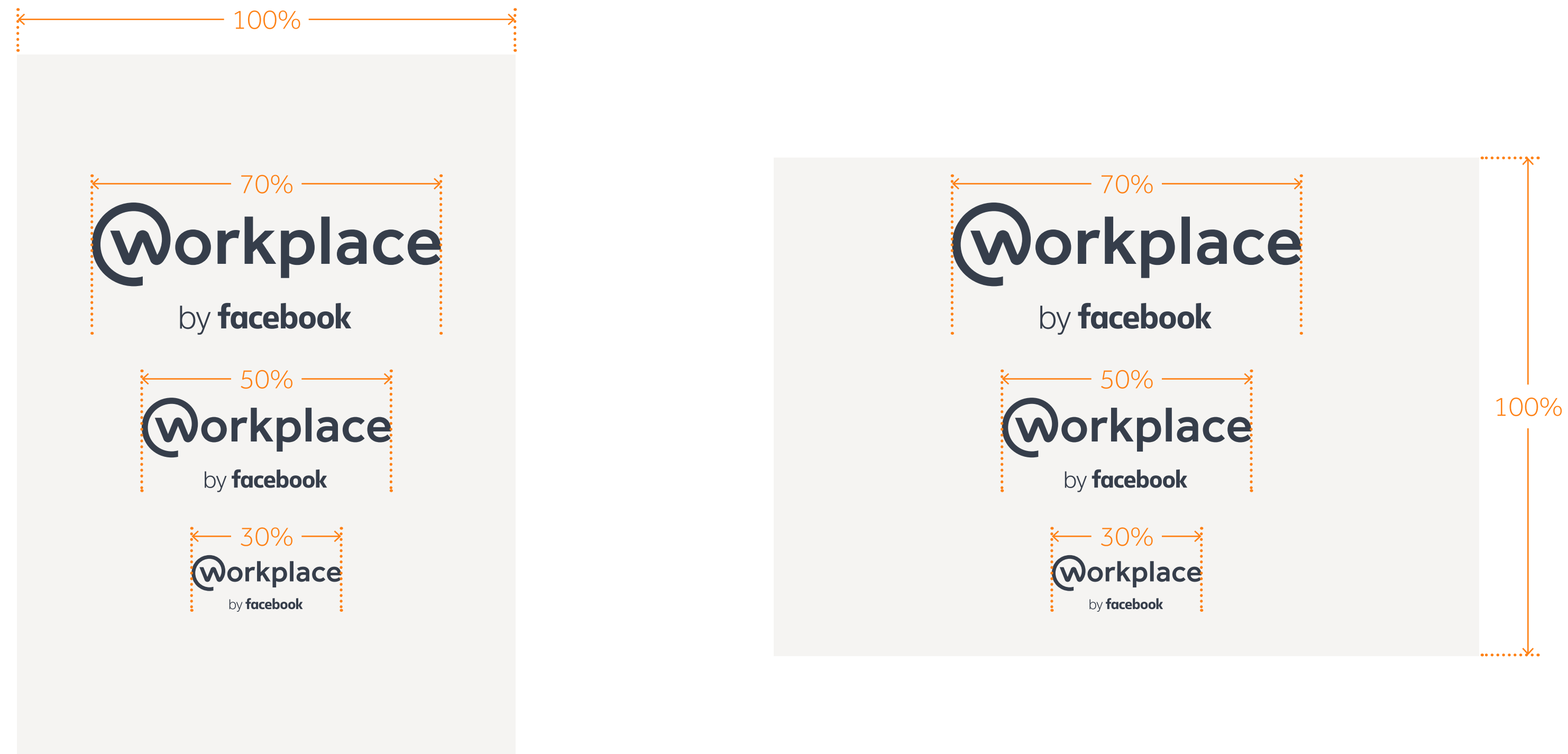
Alternative lock-up relationship



In special cases, the lock-up may be split up. However the relative size and alignment of the elements must be maintained. Avoid placing too much information between the Workplace element and the Facebook element.

Logo assets

Sizing



The logotype width should be exactly 30, 50 or 70% of the shortest edge of the format.
It should never be more than 90% of the format's height.

Logo assets Sizing



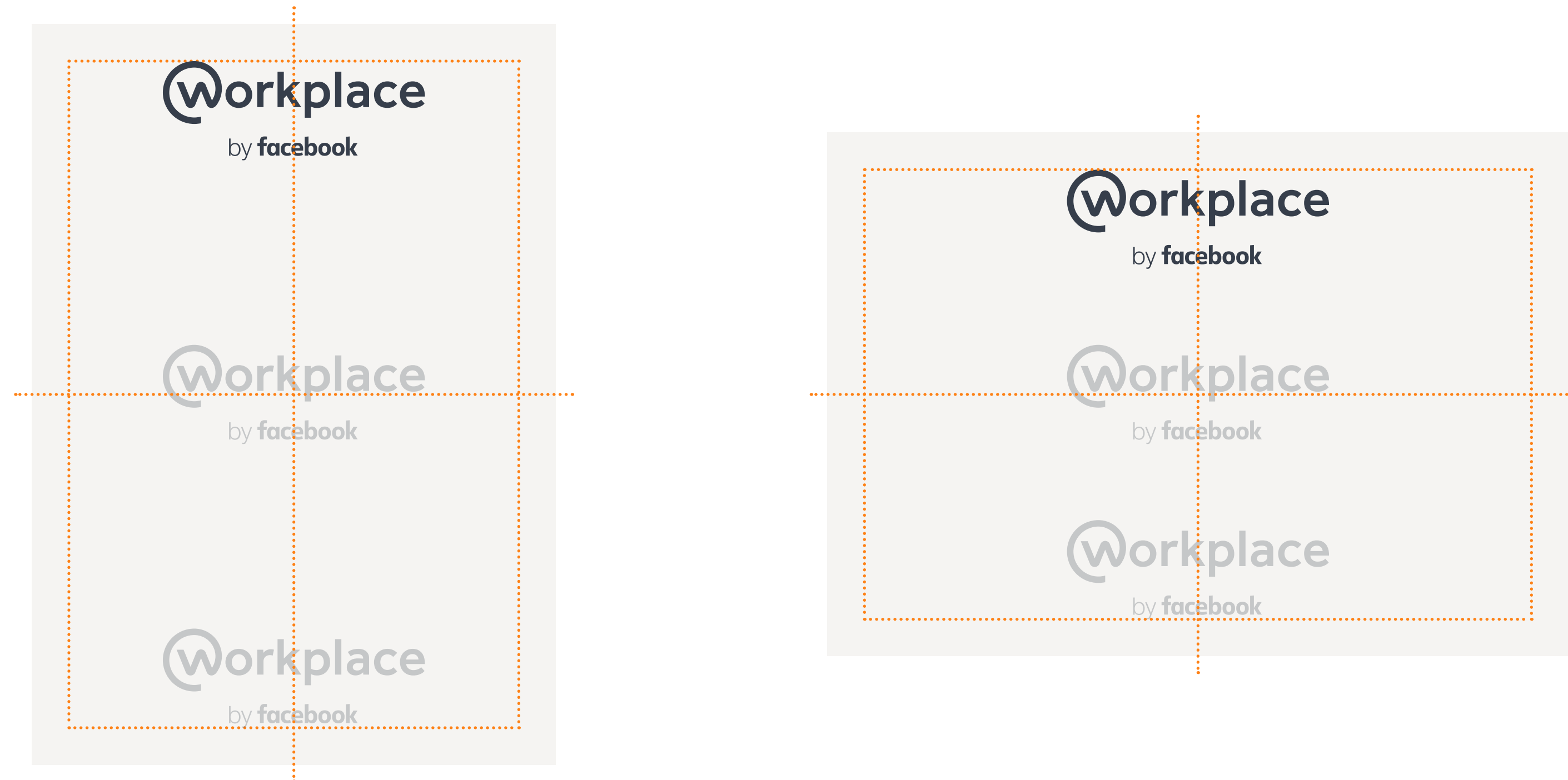
Logo assets

Sizing



Logo assets

Positioning



Always position the logotype centrally. It's most effective when placed top, centre, or bottom of any communication.

Colour Core palette

Grey

Pantone 2379
C81 M64 Y41 K38
R55 G62 B76
#373e4c

Blue

Pantone 285
C90 M48 Y0 K0
R20 G121 B251
#1479fb

Oyster

Pantone Cool Grey 1
C4 M2 Y4 K8
R235 G233 B231
#ebe9e7

White

R255 G255 B255
#ffffff

Use Grey as the lead colour, with Blue for highlights.
Use Oyster and White as background colours or to create
separate sections.

Colour

Supporting palette



Our supporting palette maintains our distinctive look and feel, whilst offering the flexibility of a broad spectrum of colours.

Colour Usage

Core palette



Use

In core marketing materials
and in-product

Supporting palette



Use

When people are already familiar
with Workplace

The core and supporting palettes have distinct
uses for targeted communications.

Colour

Correct logo asset use



Workplace Grey on white



Workplace Grey on Oyster



White on photography



White on photography
(3-5% black overlay can be applied to
photography for increased contrast)

Reproduce logotype assets only
in Grey or White.

Colour

Correct logo asset use



White on any Workplace
brand colour.

Colour

Incorrect logo asset use



Do not

Use logo assets in
different Colours

TBD



Do not

Use grey logo assets on
Workplace brand Colours
other than oyster



Do not

Use effects on logo assets



Do not

Use grey logo assets
on photography

Each of our logo assets should only be used in
either grey or white to maintain consistency.

Typography
Typeface

Effra Medium

Effra Medium Italic

Effra Light

Effra Light Italic

Effra is our primary typeface for all brand communications. Use Effra Medium for headlines and Effra Light for body copy.

Typography Typeface use

Effra

Light / Medium

Connect

Use

External communications
and marketing

FreightLPro

Light / Semibold

Connect

Use

Internal communications
(including presentations)

Sometimes using Effra isn't possible. In these cases use FreightLPro (the Facebook typeface) or default system typefaces.

Typography

System typeface use

Arial

Regular / Bold

Connect

Use

Product and web pages
on Windows devices

Roboto

Light / Bold

Connect

Use

Product and web pages
on Android devices

San Francisco

Light / Bold

Connect

Use

Product and web pages
on Mac OS / iOS

Our product and web pages use the default
typeface for each operating system.

Typography Styling

This is an
example headline

Headline

Effra Medium / FreightLFFPro Semibold

Line height: 110%

Letter spacing: 0em (Metric)

Default Colour: Blue

Typography Styling

This is an example title

This dummy text is representative of real body copy.
Body copy can be left or centrally aligned. Copy above
eight lines in length should be left aligned to ensure
maximum legibility.

Title

Effra Medium / FreightLFFPro Semibold
Line height: 120%
Letter spacing: 0em (Optical)
Colour: Grey

Body copy

Effra Light / FreightLFFPro Light
Line height: 120%
Letter spacing: 0em (Optical)
Colour: Grey

How we talk about Workplace

Workplace is about people, not technology. The heroes of our stories are our customers, not ourselves. We focus our messages on the benefits of getting things done.

Together

Workplace connects people, teams and entire organizations.

We promote an open, collaborative environment, removing barriers to communication. It's a place where everyone has a voice.

Possibilities

People use Workplace in ways we never expected to do things they didn't think possible.

When people are trusted to share their ideas, everyone has the power to make a difference.

Change

When organisations are open to cultural change, Workplace can be the catalyst.

Positive change can happen when people come together to do the unexpected.

Together + Possibilities = Change

Voice and Tone

We're a member of the Facebook family and our voice is our personality. Our tone may change in different contexts, but we always sound like a close relative of Facebook: simple, straightforward and human.

Simple

Avoid jargon and stick to common words that people use in everyday speech

Write short sentences that are easy to understand

Provide only the information people need and avoid unnecessary words

Straightfoward

Start with the most essential information

Add extra context when and where it's helpful

Avoid language that's overly opinionated, funny or trendy

Human

Keep things friendly, conversational and respectful

Vary sentence style and structure

Show empathy in situations where people might feel uncertain, frustrated or confused

Workplace Personality

Workplace is your helpful, optimistic, and trusted guide.
We gently encourage you to share your ideas and talk to your coworkers.
We're plain-spoken, politely informal, and straight to the point.

Clear, but not oversimplified

Use plain language, but respect peoples' intelligence

Too little:

Use this opaque string to change app-wide settings to groups through the Graph API.

Just right:

This token gives you access to your groups through the Graph API.

Too much:

This is like a special password used by computer programs to access groups with our "Graph API".

Informal, but not cheeky

Maintain a respectful, conversational tone

Too little:

Workplace requests your feedback as part of an ongoing product improvement program.

Just right:

With your help, we'll keep making Workplace better. Tell us what works well, and where we can improve.

Too much:

Fair's fair. We give you Workplace, you give us feedback. Best offer you'll get all day.

Humble, but not self-deprecating

Avoid bragging or making fun of the competition

Too little:

Slacking off? Yammering away? Get more work done in a place you'll know and love.

Just right:

We think Workplace is a great way to run a company. After all, it's how we run Facebook.

Too much:

A business tool from Facebook? Sounds crazy, but give Workplace a try and let us change your mind.

Naming

Our master brand name is Workplace. This describes our apps, and the network that powers them. From a customer's perspective, Workplace is the common network they have opted to be part of.

Usage

Workplace is created by Facebook. When introducing the product to new audiences, we refer to it as 'Workplace by Facebook'. In supporting copy, or once the Facebook connection has already been made, we prefer to use just 'Workplace'.

*Fox Fabrics use Workplace
to collaborate*

*Fox Fabrics are now on
Workplace*

Correct

Refer to the product or network as 'Workplace'.

*Join the Fox Fabrics
Workplace*

*Open a Workplace by
Facebook account*

Incorrect

Don't imply that each customer's Workplace is separate or write the product name as 'Workplace by Facebook'.

Sub-brands

Facebook may create major new products that use the Workplace network. These products are prefixed with 'Workplace'.

Workplace Chat

Correct

Chat by Workplace

Incorrect

Facebook or third-parties may also create tools that integrate with Workplace and connect it to other platforms. These tools are suffixed 'for Workplace'.

*Google Calendar
for Workplace*

Correct

*Workplace Google
Calendar*

Incorrect

Endline

Together changes everything

This is our endline. Use it to close print or video communications, after properly introducing and explaining the Workplace proposition. Don't use it as a headline or to introduce Workplace.

Imagery assets

Usage and overview

Photography



Use

When we talk about our users and their stories

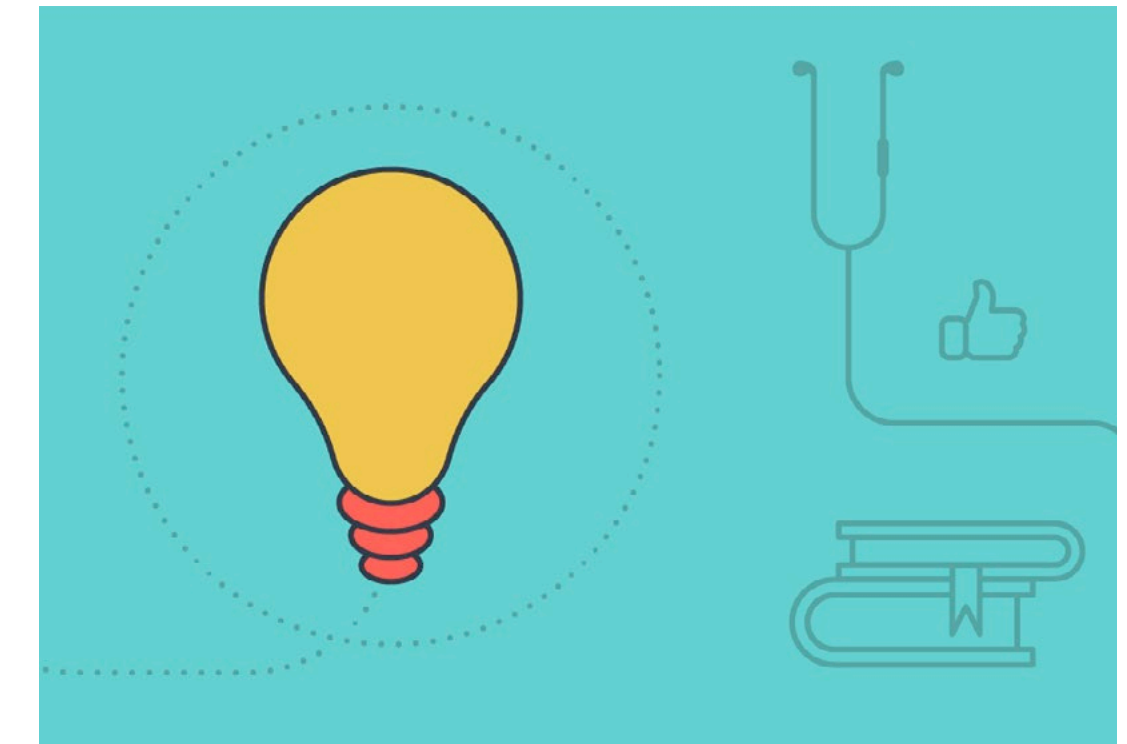
Logo crops



Use

When we talk about our brand or want to highlight information

Illustration



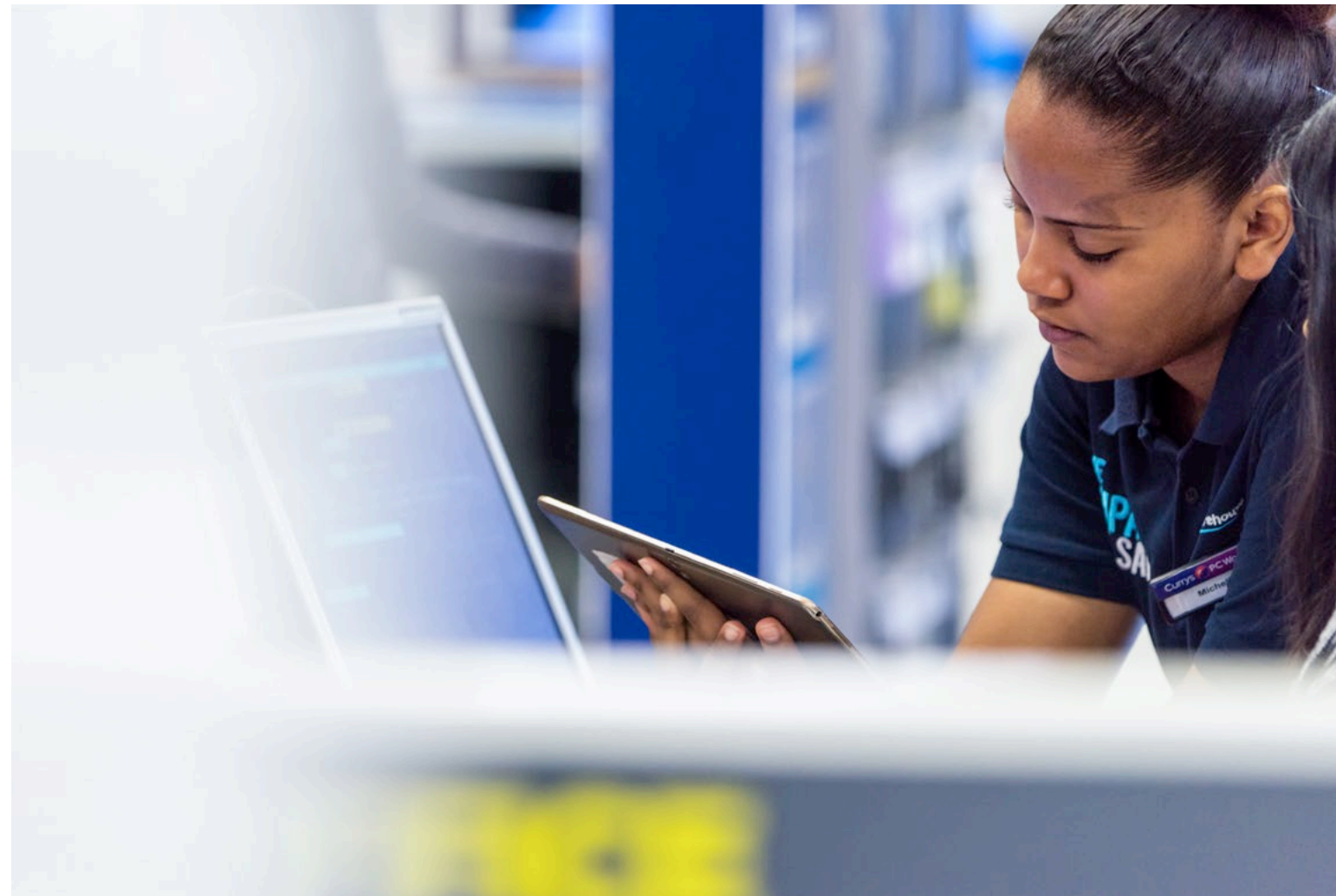
Use

When we talk about specific processes or abstract concepts

Always use the correct asset to support our communications. Don't mix assets together, such as overlaying photos with logo crops or illustrations.

Photography

Photographic qualities



Do

Use shallow depth-of-field to focus a subject

Don't

Use multiple points of focus



Do

Maintain eye level when taking a portrait

Don't

Distract with camera angles or tricks



Do

Show interactions with open body language

Don't

Show posed or unrealistic situations

Photography

Photographic qualities



Do

Show real workplaces that look used but loved

Don't

Stage 'perfect' spaces without character or that aren't cared for



Do

Favour warm, natural light

Don't

Light artificially or use digital effects



Do

Celebrate unusual or unexpected workplaces

Don't

Focus exclusively on interiors

Photography

Human interaction



Images should focus on human interaction. Where possible, show people communicating or working together.

Photography

Hands at work



Hands are one way we show work being done. The hands should always be occupied in some activity associated with work. Include at least one 'hands' shot in any set of pictures.

Logo crops

Core combination



Logo crops energize Workplace brand communications. Use them to focus strong and specific messages. Our core crops use Blue and Grey.

Logo crops

Supporting combinations



Any Colour from supporting palette may be combined with Grey in a supporting logo crop. Use these to communicate supporting messages.

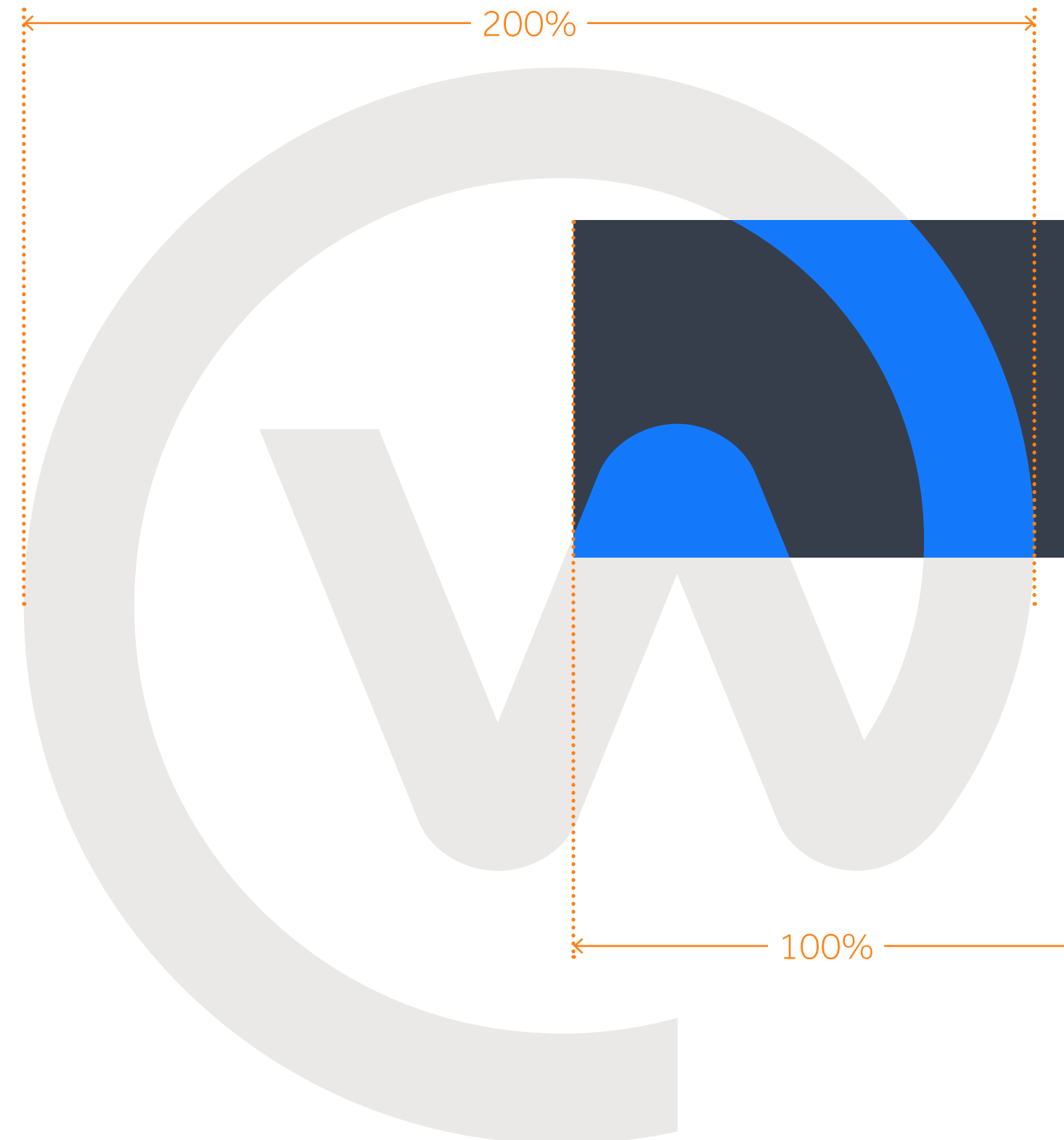
Logo crops

Background combinations



Low contrast crops can be used as backgrounds for short amounts of text in presentation documents. These crops should not be used for other applications.

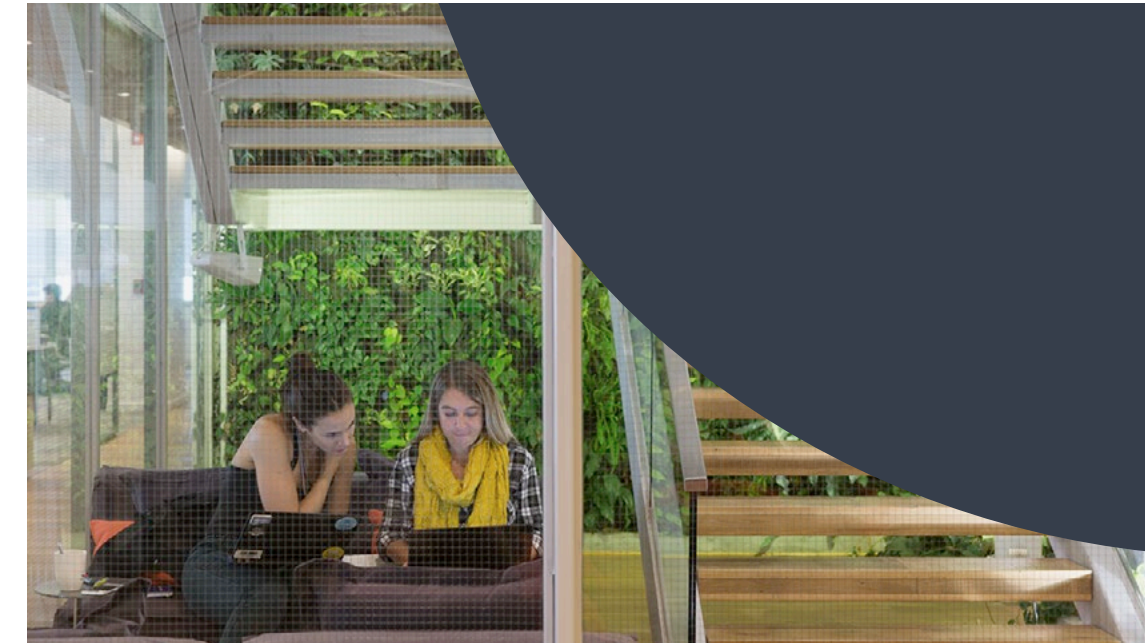
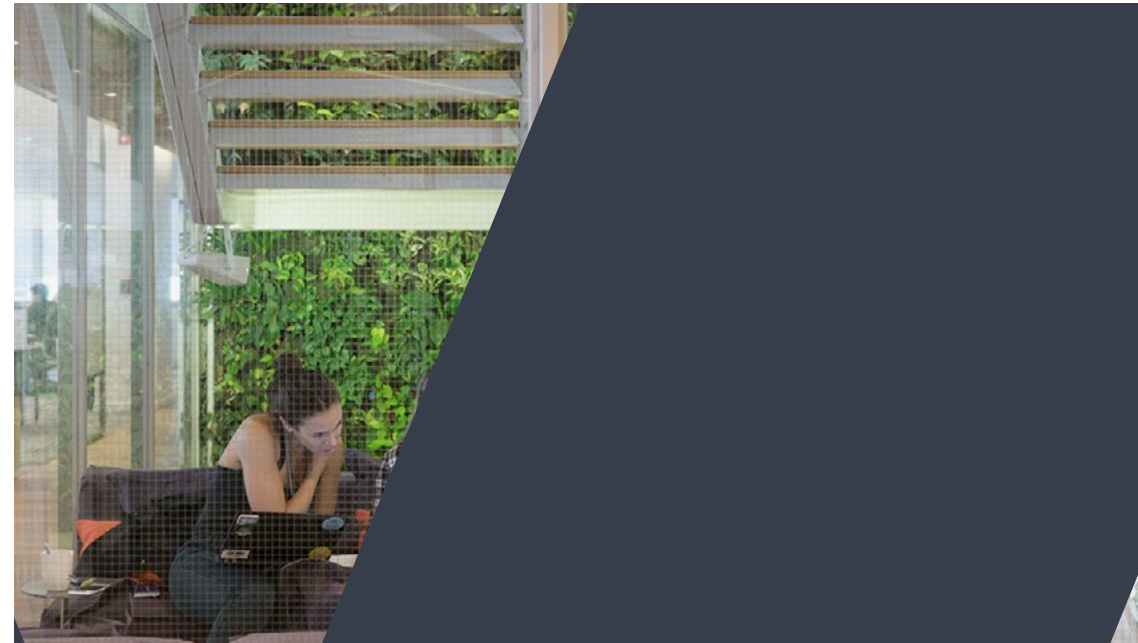
Logo crops Construction



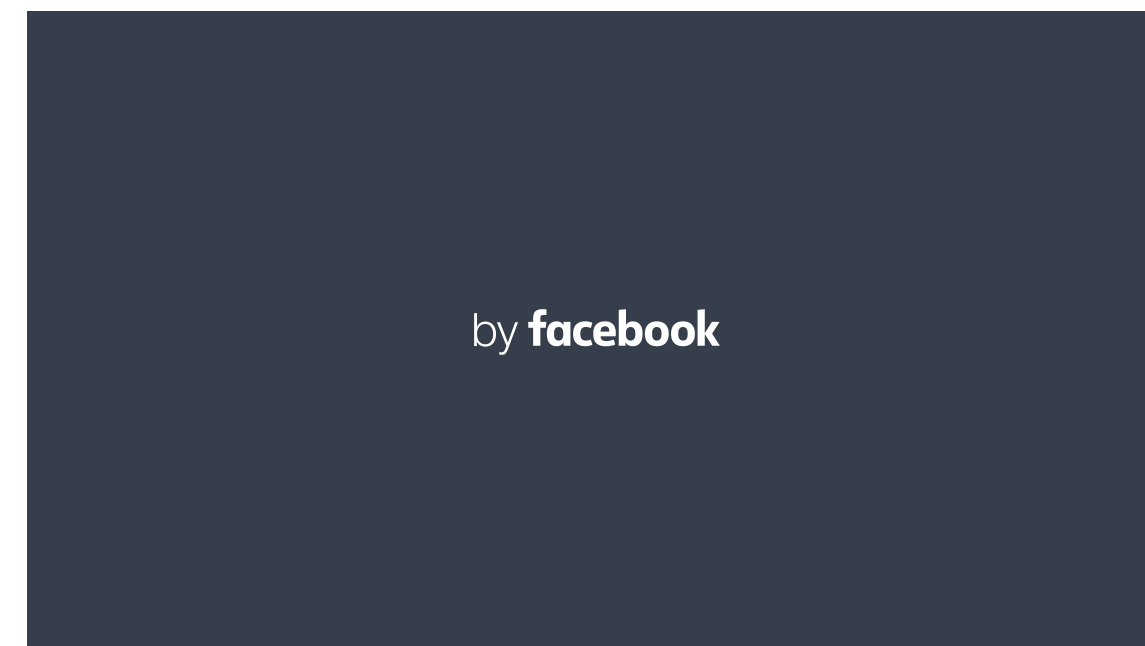
We've made a set of logo crops available. Create new crops by scaling the Workplace symbol 200-300% of the longest edge of the format.

Logo crops

Animated transitions



20-25 frames (25fps)



35 frames

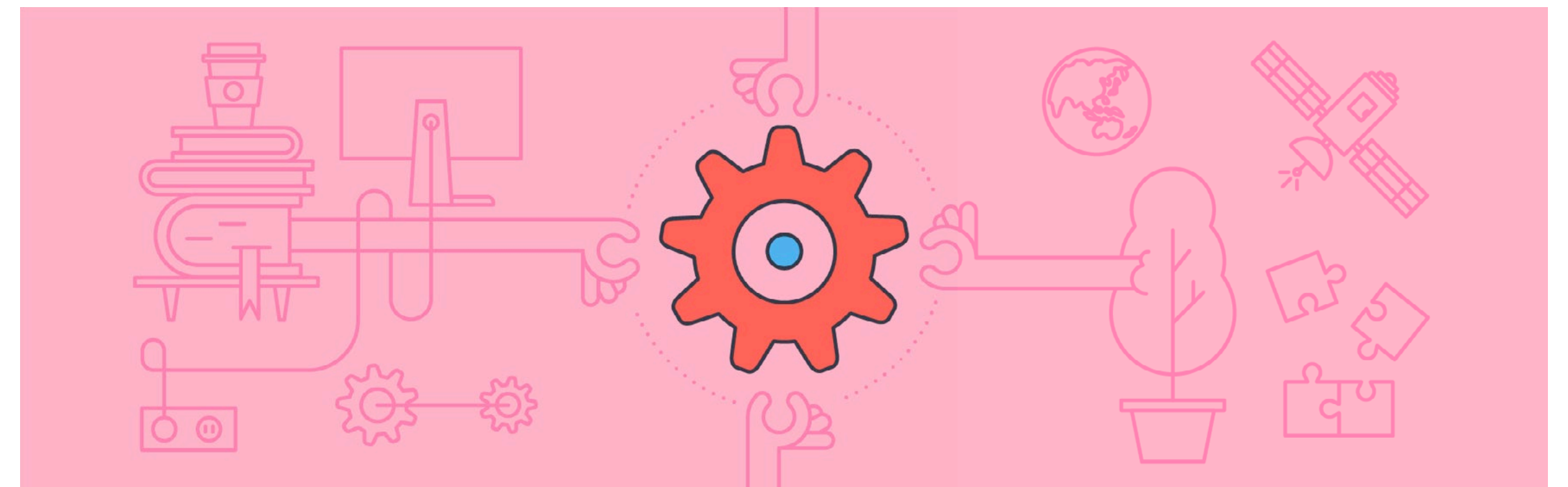
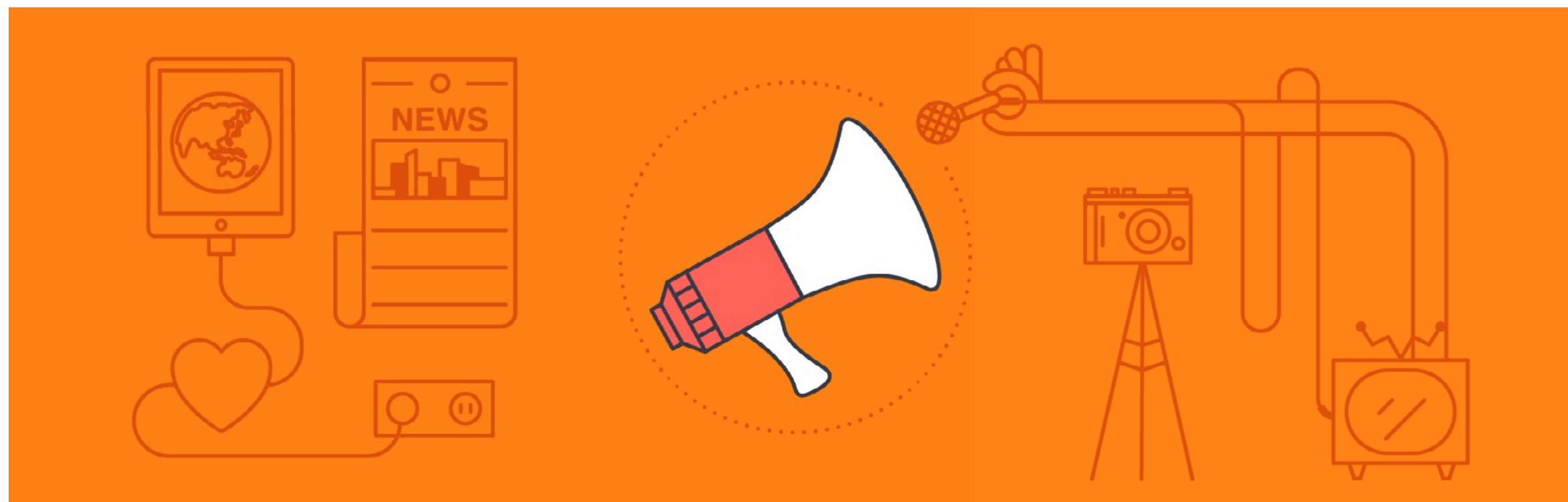
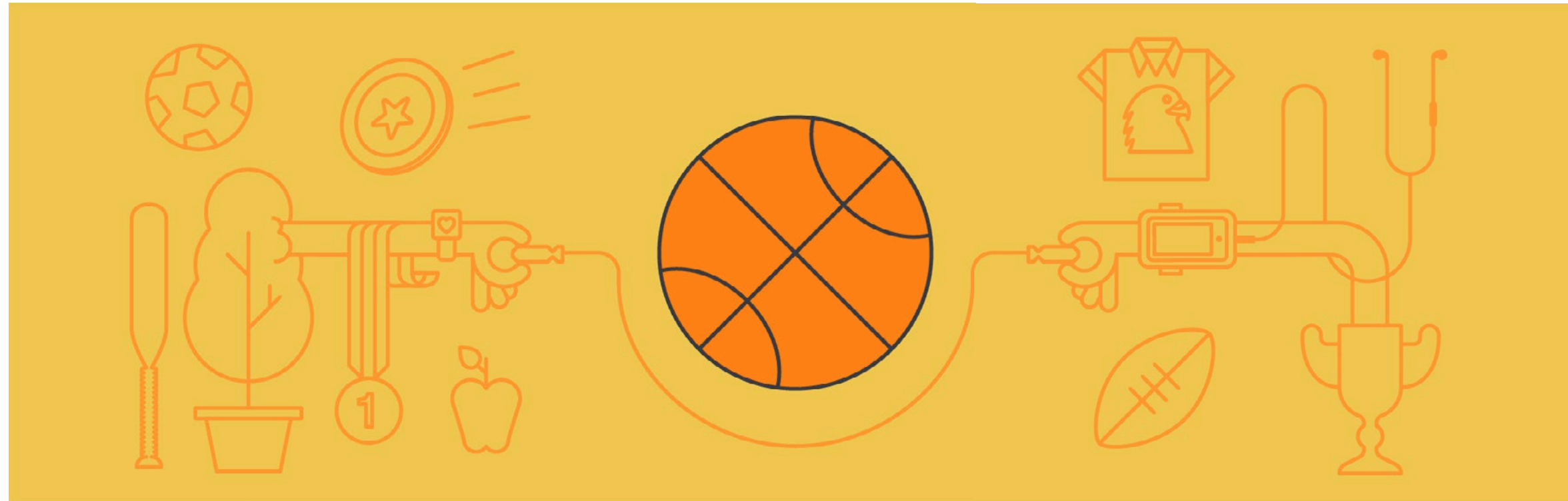
35 frames

35 frames

Transitions have been created to sit at the end of Workplace video content and feature the Workplace logo, the 'by Facebook' endorsement and the Workplace URL.

Illustration

Usage and overview



Workplace illustrations are primarily intended for application in-product. They can be used to help clarify user processes or to illustrate abstract concepts.

Partners & customers

Partner and customer branding assets

Overview and usage

Customer assets



Use

When a customer wants to talk about Workplace to their internal teams.

Partnership lock-ups



Use

When we position the Workplace logotype alongside the logo of another organisation

Partner logos



Use

When an external organisation wants to communicate their Workplace partnership

Specific branding assets have been created to help Workplace partners and customers appropriately communicate our relationship. It's important to show the right asset at the right time.

Customer assets

'Together on Workplace'

Together on
@workplace

Together on
@workplace

Together on **@workplace**

Together on **@workplace**

These lock-ups can be used by customers as part of their internal launch communications. They help show how to talk about Workplace.

Lock-ups are Available in grey and white.

Customer assets

'We're on Workplace'

We're on
@workplace

We're on
@workplace

We're on **@workplace**

We're on **@workplace**

These lock-ups can be used by customers as part of their internal launch communications. They help show how to talk about Workplace.

Lock-ups are Available in grey and white.

Partnership lock-up



These lock-ups communicate the relationship between Workplace and partner organizations. A separator line (the height of the Workplace logotype) ensures the logos don't conflict with each other. Use discretion to balance the relative sizes of the logotypes.

Workplace partner logos

Overview



Specific logos have been created as an endorsement to help external organisations communicate their Workplace partnership. These logos are available in the configurations options shown above to be best suit a variety of formats and spaces.

Application

Case studies

Travel



BLACKBERRY FARM | 

Harvesting better team communication

by **facebook**

Located across 4,200 acres in Tennessee's Smoky Mountains, Blackberry Farm is a luxury resort, brewery and spa that attracts people from around the world with its Southern hospitality and personal attention.

Key benefit

Enhanced customer service with live collaboration

4x

faster label creation process

Over 70%

of in-the-field staff use the Workplace app



"All team members have access to group and event agendas, work schedules and HR information to ensure they are well-informed. This has not only improved communication and collaboration, but improved staff satisfaction. We couldn't be happier."

Nick Dibartolomeo, Vice President Finance and Technology

A better way

Each of Blackberry Farm's departments - from its craft beer brewery to its spa - bear the Blackberry name, but have their own goals and objectives, specific to their unique industries.

Because of these distinct goals, each team was inadvertently closing themselves off from other Blackberry divisions. The fact that many Blackberry employees work in the field or in secluded locations with no access to a computer certainly didn't help nurture open communication; neither did the thousands of acres between the farm, the brewery, the spa and the resort.

Nick, as the Blackberry Farm team, wanted to change that. The management team wanted to ensure each member of the organization was connected, comfortable interacting with one another, and **able to share ideas and information - no matter their division.**

How Workplace helped

Since implementing Workplace by Facebook, Blackberry Farm has successfully connected all 500 of its staff members. **More than 85% of all employees actively use the platform.** including 74% of people who don't have regular access to a computer, such as brewmasters and groundskeepers.

The team uses Work Chat for quick communication. If a guest misses their taxi to the neighboring Blackberry Farm spa, the resort's front

desk staff can now send a message to the spa staff, informing them that the guest will be late. Before Workplace, the front desk team would send an email to their spa counterparts and cross their fingers that they'd see it in time.

And, because most of the team uses the Workplace mobile app, they're able to **reach one another through Work Chat, no matter where they are.**

Blackberry Farm also created Groups in Workplace to encourage collaboration and speed up innovation. The brewery team recently shared early designs for its new craft beer labels, and welcomed feedback from teams across all departments. With that level of input, the brewery team **finalized the design for its labels 4X faster than usual!**

Results

In using Workplace, **Blackberry Farm has successfully connected its entire team - from groundskeepers and farmers, to front desk staff, administrators and everyone in between.** The organization also fostered a more collaborative culture: it's now easier than ever for the entire Blackberry team to share input on everything from menu items to spa schedules.

What's more, the entire Blackberry Farm team has more easily upheld its sterling reputation for unparalleled customer service and amazing Southern hospitality, thanks to its improved communication via Workplace.

 workplace.fb.com

Each case study should focus on a single customer. Following this template, the case study should be designed as a single A4 sheet, printed double-sided.

56

The header element states the customer's industry sector

The hero image features people at work within the customer's business. Make sure it doesn't look posed

The co-branding lockup shows the customer logo on the left, sized to appear equivalent to the Workplace logo. This is a special case where the 'by Facebook' element of the lockup appears both separated and off-centre

Keep the headline under 5 words. It refers to the positive outcome of using Workplace, ideally with a play on words around the customer's business

The lede briefly describes the customer's business

The info panel lists measurable benefits of using Workplace. Make these specific to the business, but relatable to the casual reader

Travel



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Harvesting better team communication

by **facebook**

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Key benefit

Enhanced customer service with live collaboration

4x faster label creation process

Over 70% of in-the-field staff use the Workplace app

The lead quote should come from a senior figure within the customer's business. Keep it under 50 words and summarise the positive outcome of using Workplace

Structure the main body in three sections; the situation or challenge faced by the customer, how and why they used Workplace to meet this challenge, and the positive outcomes they experienced. Keep the whole thing around 400 words.



"All team members have access to group and event agendas, work schedules and HR information to ensure they are well-informed. This has not only improved communication and collaboration, but improved staff satisfaction. We couldn't be happier."

Nick Dibartolomeo, Vice President Finance and Technology

A better way

Each of Blackberry Farm's departments - from its craft beer brewery to its spa - bear the Blackberry name, but have their own goals and objectives, specific to their unique industries.

Because of these distinct goals, each team was inadvertently closing themselves off from other Blackberry divisions. The fact that many Blackberry employees work in the field or in secluded locations with no access to a computer certainly didn't help nurture open communication; neither did the thousands of acres between the farm, the brewery, the spa and the resort.

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desk staff can now send a message to the spa staff, informing them that the guest will be late. Before Workplace, the front desk team would send an email to their spa counterparts and cross their fingers that they'd see it in time.

And, because most of the team uses the Workplace mobile app, they're able to **reach one another through Work Chat, no matter where they are.**

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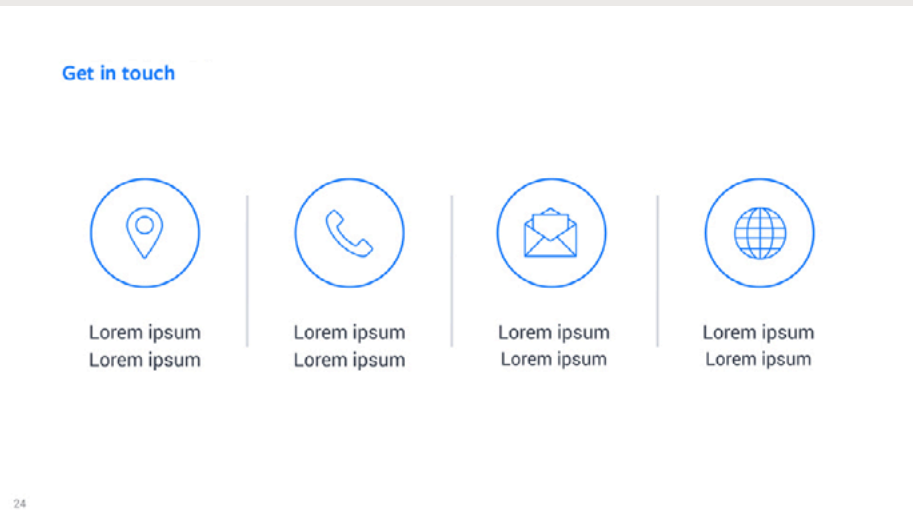
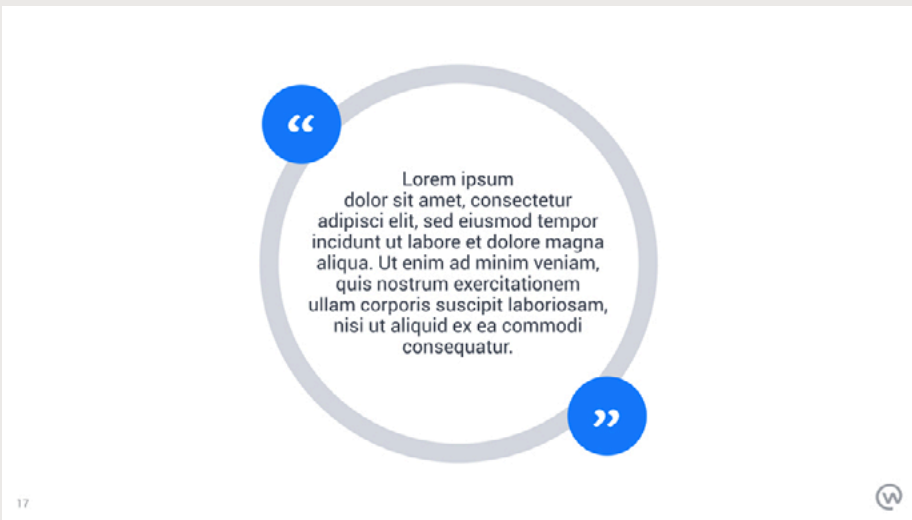
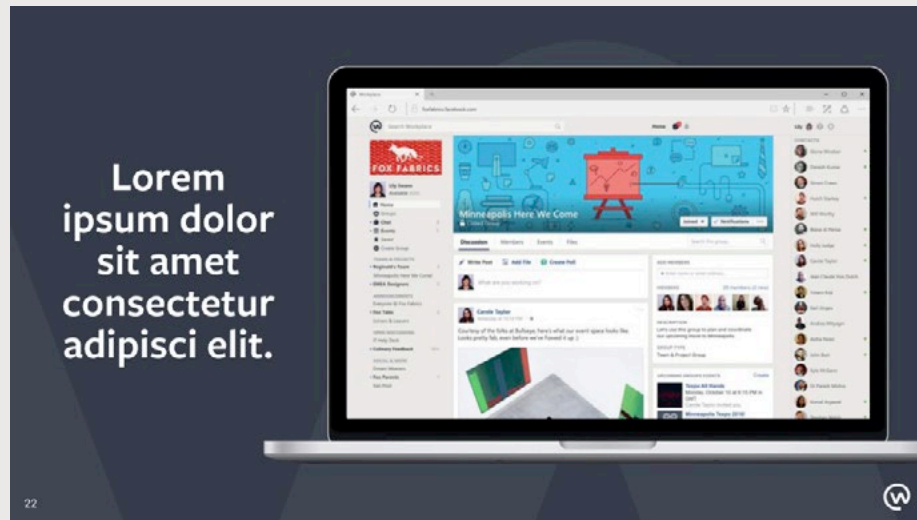
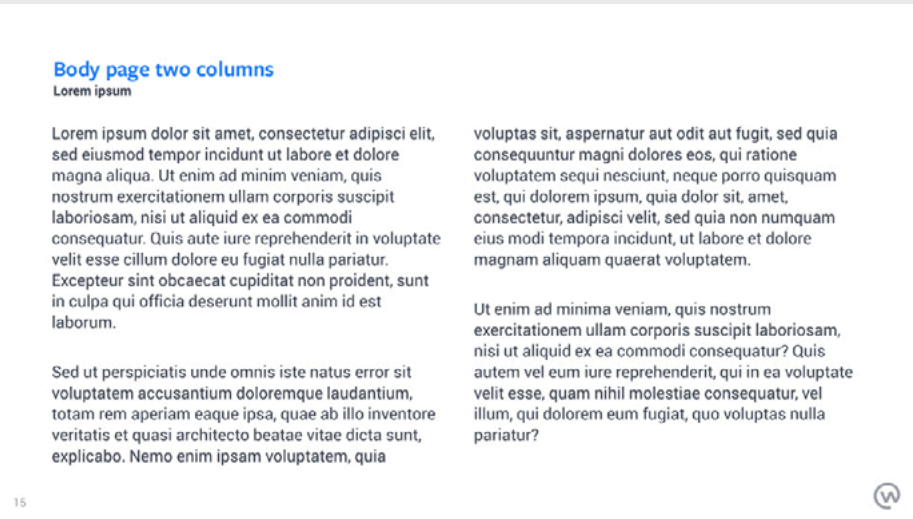
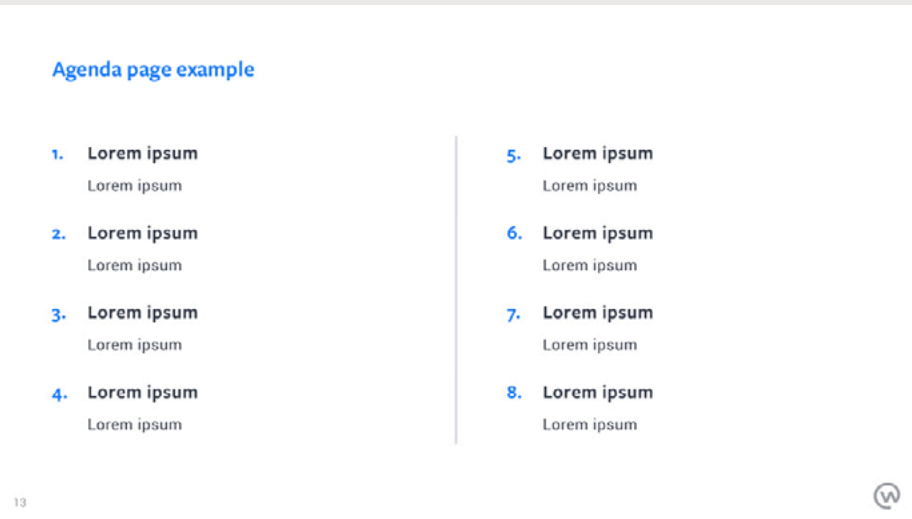
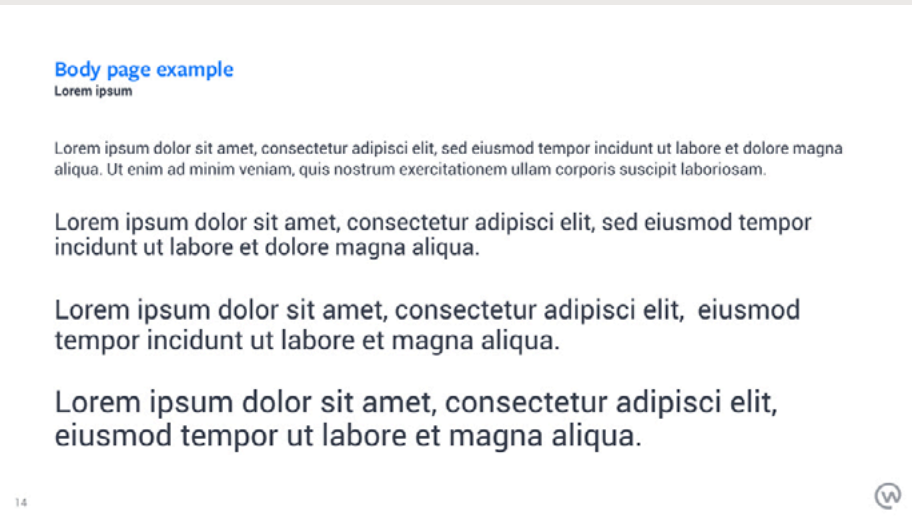
Results

In using Workplace, **Blackberry Farm has successfully connected its entire team - from groundskeepers and farmers, to front desk staff, administrators and everyone in between.** The organization also fostered a more collaborative culture: it's now easier than ever for the entire Blackberry team to share input on everything from menu items to spa schedules.

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PowerPoint template

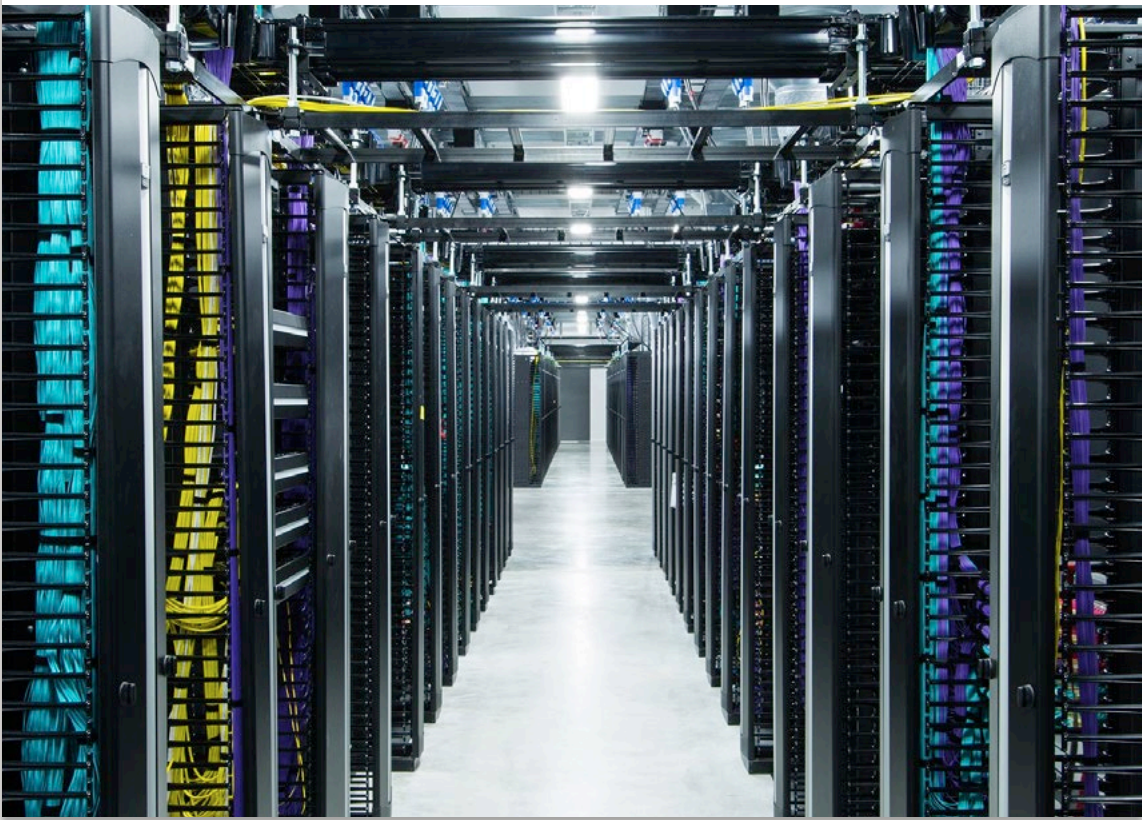


Use the official PowerPoint template to ensure consistency in your branded communications. It includes several layout styles and samples.
To customise the sample slides, follow the guidance included in the template.

Security paper



Security at work



Our security philosophy

A critical part of our mission to make the world more open and connected is providing a secure community for everyone who uses Facebook. Ensuring the security of information on Facebook is at the very heart of what we do. Decisions we make always involve answering questions upfront about how a new product, feature, or process impacts security and privacy. Every decision we make is reviewed with this lens. It's simply part of our culture at Facebook.

From day one, when Facebook employees come on board, they attend training on security, ethics, and confidentiality. Instilling a security mindset from the start is how we ensure that all of our employees — no matter their function — understand the importance of protecting the information entrusted to us.

We also believe that people using our services have a role to play when it comes to protecting information. That's why we give you the control to manage your Workplace community. We're always working to create the best tools and controls for companies to create the work environment that meets their needs.

Our team of experts

Security is a top priority, and we invest considerable resources to create a safe and secure Facebook experience. We have dozens of teams working around the clock to keep your information safe. Your connection to Facebook is protected with the same kind of strong encryption technology that banks use to keep financial data secure. A combination of advanced automated systems, techniques like machine learning, and teams of dedicated engineers protect your information.

And when it comes to physical security, we're serious about protecting our data centers, offices, and employees. Physical access restrictions are implemented and administered so that only authorized individuals have the ability to access Facebook facilities. Access to all Facebook facilities is restricted through badge access and monitored by guard staff. 24x7 that follow up on any alarms. In addition, Facebook is responsible for authorizing and approving all access requests to Facebook owned and leased data centers. All data center locations employ multiple layers of physical access protection, including badge readers and biometric devices.

Our infrastructure

Facebook data centers are top-of-the-line facilities that house our core infrastructure that runs and delivers Facebook to the world. For owned facilities, we have end-to-end control over the grounds, buildings, access control, servers, operations, and maintenance for each data center. For leased facilities, we select data center service partners that afford the same end-to-end protections and controls. We also utilize a geographically distributed network of equipment that increases the resiliency and speed at which people experience Facebook. In total, we maintain hundreds of thousands of servers that are serving our communities and customers.

Always looking ahead

Workplace is designed to safeguard company data with controls in place to help prevent and detect unauthorized access to enterprise data. We combine comprehensive threat intelligence and specialized tools to monitor the Workplace environment. Facebook also augments traditional prevention and detection systems with more subtle ways of enforcing data confidentiality and uncovering potential issues including the operational health of our systems, changes to systems and configurations, and employee access policies and procedures.

We have a dedicated security incident response team and are members of industry best practice groups such as [FIRST](#). Facebook employs detailed incident response procedures that follow industry best practices.

In addition to strict data access controls and incident management, our day-to-day processes continually assess risk across Facebook. Management conducts multiple compliance audits and other security assessments such as technical security reviews, third-party risk assessments, and product security evaluations to ensure that appropriate controls are in place and are operating effectively to mitigate identified risks. To take a closer look at our security posture, you can review our [Service Organization Controls report \(SOC3\)](#) which demonstrates the security of Workplace through an independent third-party audit. For additional details, please reach out to your Facebook representative.



It's your data

Your Workplace data is contained within a boundary that is associated with a unique Enterprise ID. These boundaries restrict the ability to access and view your company's information to only those enterprise users who have authorized access.

We offer ways to secure your data further, using integrations to third-party identity services. Plus, you have ownership of your data. Workplace allows companies to export and capture all their Workplace data via an administrative API. You can choose how best to store this exported archive. If we receive a legal request for information about your Enterprise ID, we will ask the requesting party to contact you directly, unless prohibited by law.

Company administrators can also monitor and delete data. If you are no longer a Workplace customer, we will delete your company data from our servers.

The bigger picture

As Facebook works to make the world and workplace more connected, it is clear that our collective security depends heavily on one another. That's why Facebook invests considerable resources into making sure that not only Facebook is secure, but that the rest of the internet is, too.

Threat Exchange

In 2015, Facebook released ThreatExchange, an online sharing platform for security threat information. Bitly, Dropbox, Pinterest, Tumblr, Twitter, and Yahoo are among the companies that have joined.

Osquery - Open-Source Tool

Facebook built osquery, a popular open-source tool that makes it easier for security teams to monitor their operating systems for suspicious behavior and threats.

Security@Scale Conference

Facebook brings together a range of security experts in a series of day-long conferences designed to share the latest in security technology and ideas for future innovations and collaborations.

Bug Bounty Program

No single company can detect all potential bugs on their own, and Facebook has been a leader in supporting the security researcher community with our [Bug Bounty program](#) to make our products and systems safer. Submissions into the program may qualify to receive a monetary bounty, which helps drive high-quality security research while making our products more secure.

Business cards



Events Overview

Architecture



Event spaces should be naturally bright and/or evenly lit. Separate spaces can be created with Colour.

Furniture



Our furniture should be simple and modern in light Colours. Reflective materials should be avoided.

Uniform



Staff attire should reflect the audience. We should avoid looking too smart, or too casual.

Our event spaces, like our product, should be designed to encourage human interaction. Our spaces should feel simple and engaging. We try to avoid anything that would distract from our values.

Events
Materials

Oak



Adds texture
and warmth

Brushed steel



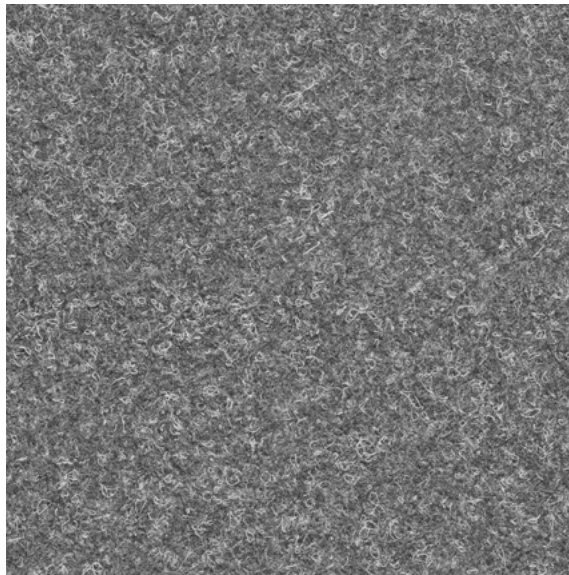
Adds subtle shine and
contrast to textures

White plastic



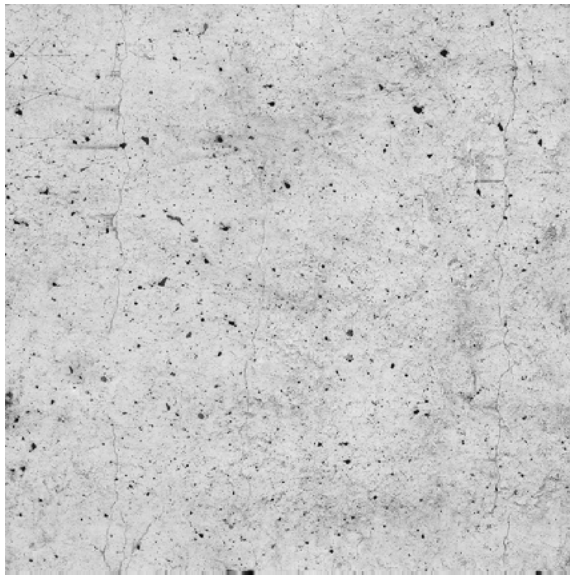
Used to introduce
soft curves

Grey fabrics



Adds softness
and texture

Concrete



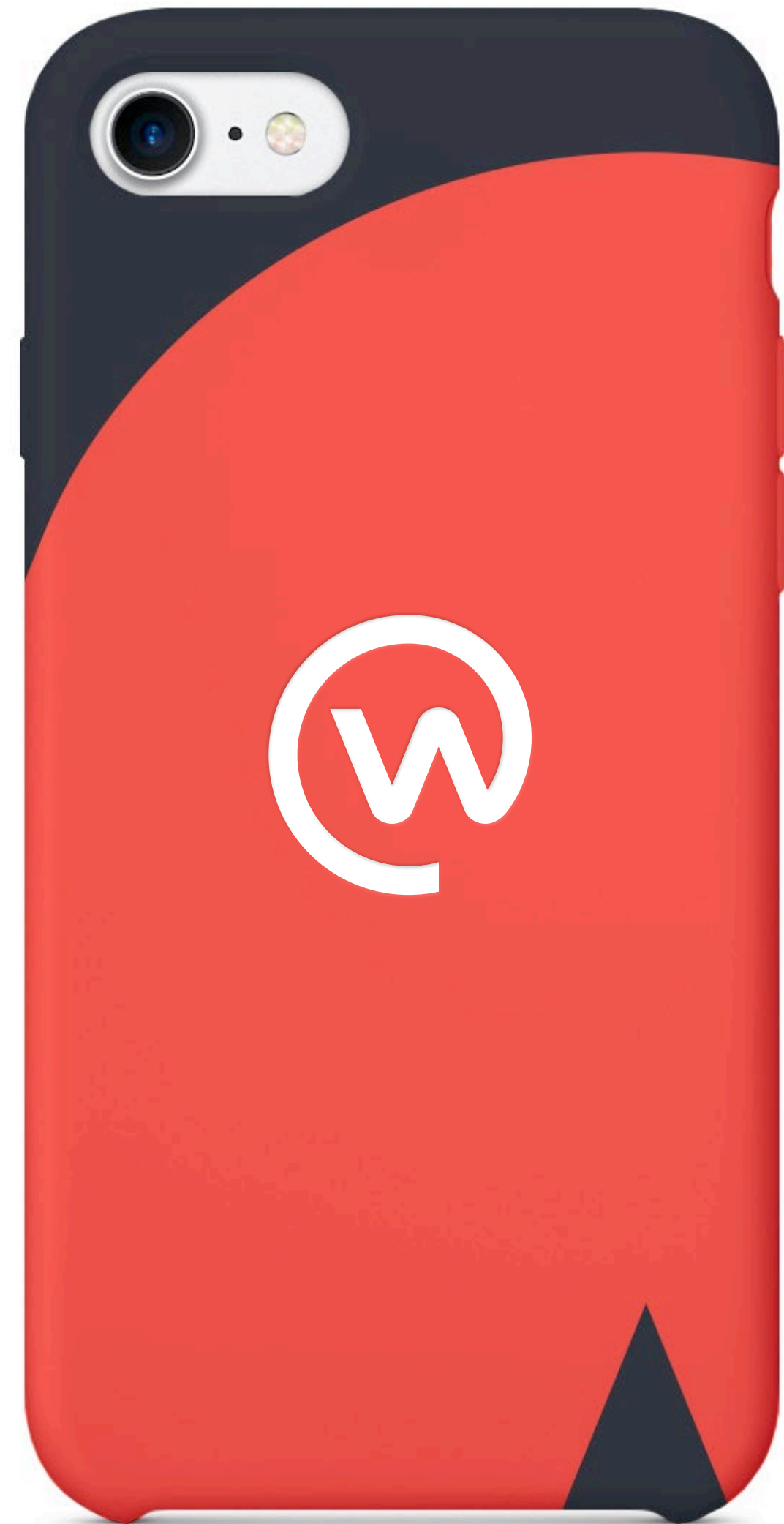
Adds contrast to
formal environments

Contrast between materials help to represent the variety of working environments in which Workplace is used. Each material we use should help to provide a calm environment that supports human interaction.



**Anything we put our name on represents our brand.
Use only the best and most appropriate merchandise.**









To obtain logo artworks and other assets please visit:
www.brandfolder.com/workplace

