

homebase

BRAND GUIDES 2024

These guidelines contain the tools for how we present ourselves to the world. They are designed to make the Homebase brand immediately recognizable and memorable. When we all work together to bring our brand to life, that's how we'll build an iconic brand and company.

Qs? Reach out to the in the [#creative-requests](#) slack channel.



[Brand strategy](#)



[Brand design](#)



[Tone of voice & copy](#)



[Messaging](#)



[Stuff for Homies](#)



[Stuff for creatives](#)

OUR BRAND STRATEGY.

Our brand strategy informs how we make decisions at the company and should inform every touchpoint with our customers. That's how we build an iconic brand and company.

The strategy section is for internal use only. See the voice, design, and messaging sections for external-facing content.

INTRODUCTION

You can feel the soul of small businesses. Owners wear their business on their sleeves. It's their attention to detail and uniqueness that makes the difference to their customers and gives our neighborhoods all their character.

That difference is felt by their people too, being seen as more than just a number, more than just a cashier, a salesperson, or a server. But, being able to turn up as their true self and being recognized for the extra miles they often go. Just like with customers, employees are committed when the vibe is right.

At Homebase, we believe that the strength of local business is found in its people. That when they stand shoulder to shoulder, they are unstoppable. For the owner, a great team makes their business successful. For the employee, good days happen when their team is working well together.

That's why our tools are specifically designed for the teams that make small businesses special. For owners, managers, and hourly workers; the full team of people. We automate the bullsh*t that slows them down so they can accomplish bigger things together.

At our core, we champion the teams that make small businesses great.

In a world that glorifies the individual entrepreneur, we know that for our customers, it's the team that is going to make a business great.

We hear this from both small business owners and workers. Owners say: "Without my staff, I wouldn't be in business. If you take care of your people, they take care of you." Workers say: "I am proud to work at a small business. I feel more valued here than at any other place I've worked." "A good day is when it's busy and everyone is in sync."

THE STRATEGY

Brand promise: Unstoppable teams start here.

Our mission is to make local business teams unstoppable.

How we make our customers feel: Owners, managers, and workers feel pride, belonging, powerful, and in control.

What is our product: The everything app for hourly teams.

How we help our customers: We remove the bullsh*t that slows teams down so they can accomplish more together.

What we do: We help teams get control of day-to-day work, build a connected team, take care of their people, and drive powerful operations.



[Brand strategy as slides](#)

How we act as a brand:

We focus on the people. Always. We're here to empower people. Our customer is the team — not the business.

We're not the hero, we're the sidekick. Our customers are always the heroes. We want to make them shine. We don't want to take too much credit.

We keep it real: Our customers operate in the physical world: restaurants, retail, doggy daycares, optometrists. They don't sit at desks or work on computers all day. Their work is IRL not digital. We never lose sight of that.

We celebrate diversity, character, uniqueness: Our customers are diverse, unique, quirky. It's what makes them special and gives our neighborhoods their charm and character. We love that.

We show the spots on the aprons: We don't portray an idealized, sanitized, romanticized picture of small business. We are authentic. We operate in the magical mess of how work gets done. We help tame that chaos. No clean white, stock photography aprons for us (literally and metaphorically). We aren't afraid to show the spots on aprons. They are battle scars! — evidence of hard work and something to celebrate.

Check out our [brand hype video](#). Get inspired. But don't use it externally. We don't have the rights to the photos or music.

OUR BRAND DESIGN.

The best way to describe our visual style is “sophisticated punk.” We want to be professional, cool, elevated —sophisticated. But we also want to be fun, bold, a bit edgy—punk. The tension and balance between these two concepts is what makes our brand unique and dynamic.

LOGO

homebase

Our logo should be used in Purple Haze (our brand purple) whenever possible. Where not possible it should be solid white or our Deep Purple.

While our logo is lowercase, the name “Homebase” should be capitalized when written in text, used in a sentence, or used in any way outside of the logo. The “b” in Homebase should always be lowercase.

Clear space and minimum size rules ensure that our logo appears clear across all applications.

Use the “o” of the logo to size the required clear space.



The minimum size for the logo 30 pts high.

30pt | homebase

Logo don'ts

For brand consistency, the Homebase logo should not be altered. The following are examples of treatments that are not permitted.



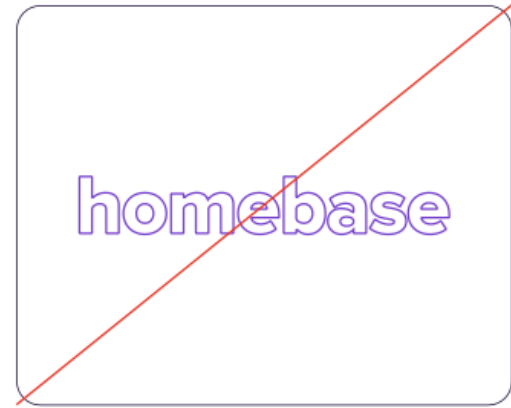
Do not distort the logo.



Do not rotate the logo.



Do not use more than one color on the logo.



Do not outline the logo.



Do not add any visual effects to the logo.



Do not use the logo to represent Homebase in text.



Do not “type” out homebase to create the logo. Always use the files provided.



Do not add words to the logo to make sub-brands.

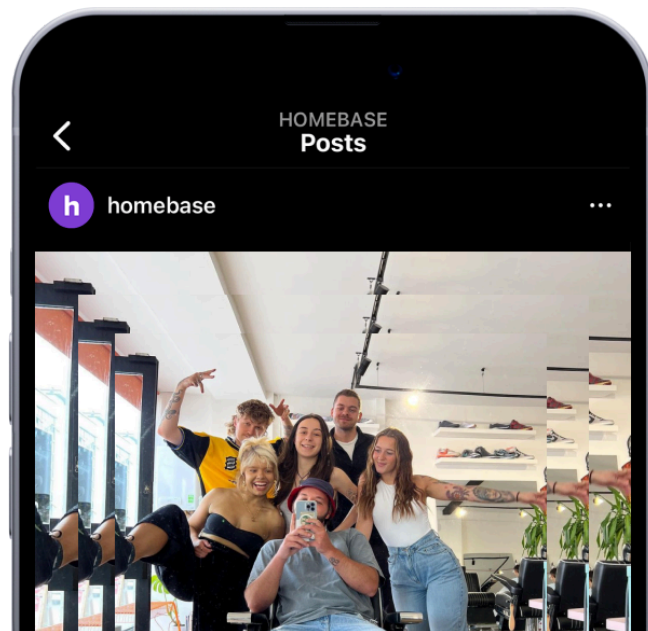
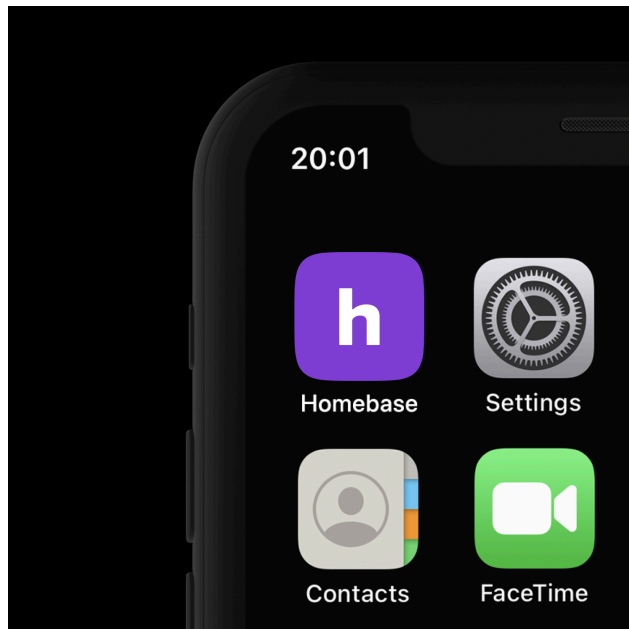


Do not use the “h” icon and wordmark together.

App icon & social avatar

To accompany our logo, we also utilize an icon for our apps and social accounts. Our icon is the ‘h’ of our logo. **Note that this is not an official logomark.** We only use this icon when it’s simply not feasible to use our logo. All the ‘don’ts’ above also apply to the icon.





To differentiate our time clock app, we use a modified version of the icon with a clock symbol.



Because this icon is not an official “logo,” we can have some fun with it by adding some hand-drawn elements in neon. We will create these variations of the icon for our major mobile app releases. For instance:



Note that only the brand team may create new versions of the icon. Please talk to brand if you have an idea or would like to use a modified version of the icon.

COLOR PALETTE

Our **primary colors** are energetic and bold. They give brand recognition and should always be considered first when designing.



Purple Haze
(Homebase brand purple)

HEX #7e3dd4

R126 G61 B212

PMS 266C

C71 M88 Y0 K0

****When printing, Pantone is required. This color does not render in CMYK. ****



Deep Purple

HEX #1e0b3a

R30 G11 B58

PMS 275C

C0 M0 Y0 K100

****When printing in CMYK, shift this color to 100% black to get enough contrast. ****

Our accent color should be used in small doses (as a garnish) to make things pop. Do not use the neon for full headlines or backgrounds. The neon should be used for accent graphics or a single word in a headline for emphasis.



Yellowcard

HEX #e0ff00

R224 G255 B0

PMS 809C

C7 M0 Y100 K0

****When printing, Pantone is strongly recommended.****

Our secondary colors are warm and neutral. They were selected to complement our primary colors and should be used when a more calm brand expression is needed.

We do not use the khaki shades for text. They are for backgrounds and graphics only.



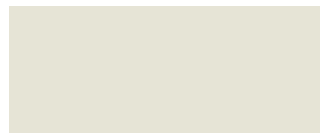
Cream

HEX #c0bda2

R192 G189 B162

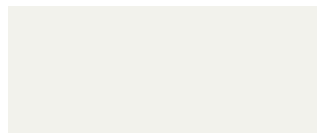
PMS 7535C

C25 M21 Y31 K3



Dusty Springfield

HEX #e6e4d6



Blondie

HEX #f2f2ec

R242 G242 B236

PMS 7535C (20% tint)

C5 M4 Y6 K0

White Stripes

HEX #ffffff

R255 G255 B255

C0 M0 Y0 K0

Our tertiary color should be only be when another color is absolutely necessary and then only as an accent. For the most part we are not using the pink at all for marketing designs.



Pink Floyd
HEX #e55ccd
R229 G92 B205
PMS 238C
C11 M70 Y0 K0

Color accessibility

Color contrast is very important to legibility. To meet accessibility standards, please refer to the following color combinations for text specifically.

Note we don't use the khakis for text, and we only use the neon very sparingly for text.

YES

NO

White on Purple Haze
Yellowcard on Purple Haze

Deep Purple on Purple Haze

White on Deep Purple
Yellowcard on Deep Purple

Purple Haze on Deep Purple

Deep Purple on Cream

Purple Haze on Cream
White Stripes on Cream
Yellowcard on Cream

Purple Haze on Blondie
Deep Purple on Blondie

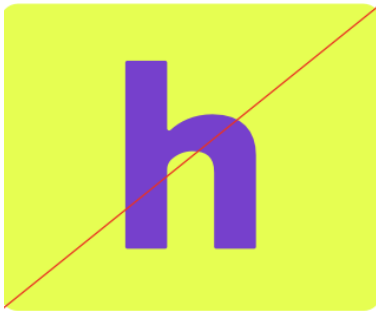
White Stripes on Blondie
Yellowcard on Blondie

Purple Haze on White Stripes
Deep Purple on White Stripes

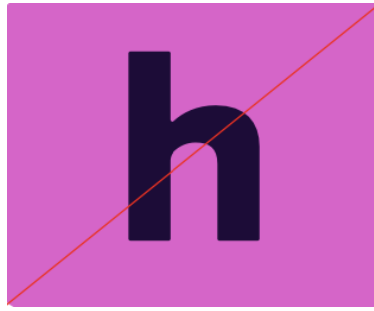
Yellowcard on White Stripes

Color don'ts

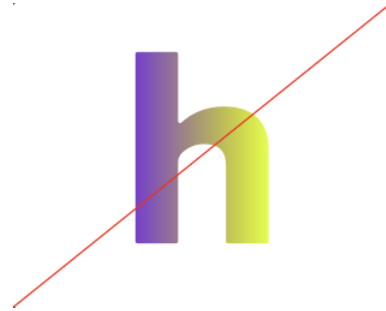
For brand consistency, the following are examples of color treatments are not permitted.



Do not use Yellowcard as a background.



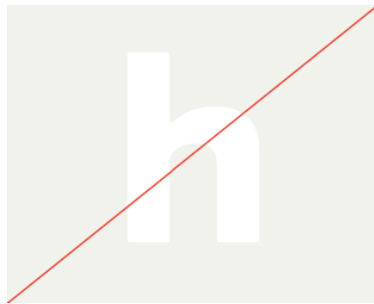
Do not use Pink Floyd as a background.



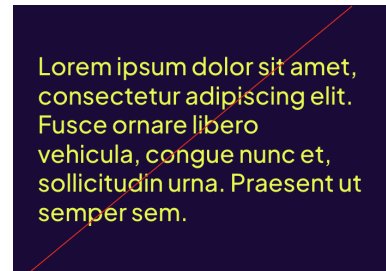
Do not use gradients.



Do not use unapproved colors.



Do not use colors with poor contrast for text.



Do not put full sentences or blocks of text in neon.

TYPOGRAPHY

Display type: Druk

We use [Druk](#) bold and bold italic as our display type when bold and impactful moments are needed.

We use the display type primarily for H1s in heroes and CTAs. We have to be careful not to overuse it—as too much can feel too busy and loud. Druk is only set in all caps. We kern by 3–4% (depending on font size) to improve legibility.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*();

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*();

Examples of Druk in use:

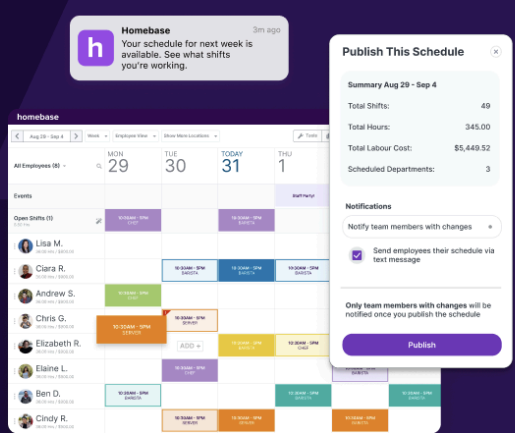
FREE ONLINE EMPLOYEE SCHEDULING

SCHEDULING CHAOS ENDS HERE.

One easy app to build, share, and optimize
schedules to keep your team on track.

[Get started for free](#)

No credit card required



NO MORE MISSED SHIFTS!

Turbo charge your
team with
Homebase.

[Get started for free](#)



Note that Druk is a licensed font, so we have to use it in accordance with our license.

Alternates and back ups:

- In Google docs and slides (when Druk isn't an option): we use [Anton](#) in all caps as our backup font.
- For emails: we use Anton in sentence case. Druk is not available in email, and in some cases, Anton is also not available (and emails will default to Roboto). We typeset our email headlines in upper lower (instead of all caps) because it looks better when the copy defaults to Roboto for some users.

Primary font: Jakarta

Our primary font is [Plus Jakarta Sans](#). It is our hardworking typeface and should be used for most headlines and body copy.

We use extra bold for headlines and medium weight for body copy. Jakarta is a naturally thin font, so we opt for medium weight over regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*();

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*();

Hierarchy and typesetting

HEADLINE

**Unstoppable teams
start here.**

Plus Jakarta Sans Extra Bold
Case: Sentence
Line Height: 120%
Tracking: -2%
Alignment: Left

MICRO COPY
EYEBROWS

PAYROLL

Plus Jakarta Sans Extra Bold
Case: All Caps
Line Height: 150%
Letter Spacing: 0
Alignment: Left

SUBHEAD

Breeze through payroll

Plus Jakarta Sans Extra Bold
Case: Sentence
Line Height: 120%
Letter Spacing: -2%
Alignment: Left

BODY COPY

With just one click, turn your timesheets into hours and wages in payroll. Homebase automatically calculates paychecks, sends direct deposits to employees, and files your payroll taxes for you.

Plus Jakarta Sans Medium
Case: Sentence
Line Height: 150%
Letter Spacing: 0
Alignment: Left

*Plus Jakarta Sans Extra Bold & Medium
can be used to highlight text.*

Center alignment can be used in

certain layouts.

Customer voice font: Covered by your grace

We use [Covered by Your Grace](#) to add a human touch to applications. This type is used sparingly to represent our customers.

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
0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * () ;



Font don'ts

**SORRY I DIDN'T GET YOUR
EMAIL THE CLOSEST ELEPHANT
IS THE MOST DANGEROUS, BUT
QUARTERLY SALES ARE AT AN
ALL-TIME LOW WHAT'S OUR GO
TO MARKET STRATEGY?**

Don't use Druk for really long headlines or blocks of copy.

**AN OCTOPUS SLIPSTREAM.
OBVIOUSLY BAKE IT IN.**

**FOR OUR
STANDUP TODAY.**

Closing these latest prospects is like putting socks on an octopus slipstream.

**BREAKOUT
FASTWORKS.**

Put in in a deck for our standup today we need to crystalize a plan.

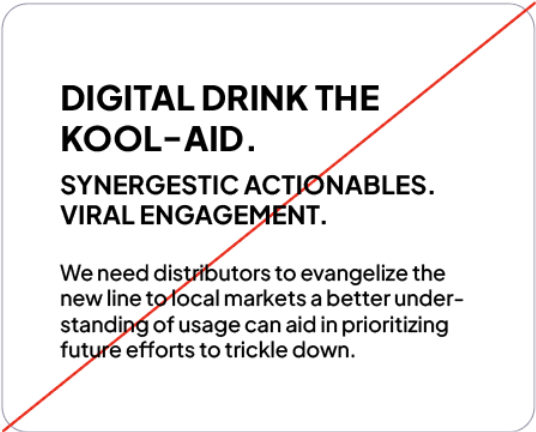
Don't use Druk for subheads or for multiple headlines in a row. A good rule of thumb is once per page or screen.

PRESSURE TEST THIS.

Don't make Druk small.

**First-order optimal
strategies.**

Don't use Druk in lower case.
We do make an exception for this for email.



Don't set Jakarta headlines or subheads in all caps.

PHOTOGRAPHY

Our photography aims to capture what it feels like to be a part of a great small business team. It's fun, energetic, friendly, and fast-paced.

Our photography should feel documentary style. Our photography should make viewers feel as if they are there, part of the team, part of the action, and in the moment. It's about being real and recognizing the feeling of everyday work. Even in still photography there should be a feeling of movement.

Requirements	Suggestions
• Always show real customers. • Always label customers. • Feature more than one person whenever possible. • Show teams in action whenever possible.	• Incorporate flash. • Handheld feel. • Get a mix of people focused on work and people smiling at the camera. • Customer social channels and UGC content are great inspiration (and are

- Use real environments and locations.
- Show genuine facial expressions and interactions.

source material provided we get permission to use them).

- Stills from video can also be used to create a feeling of motion and energy.
- Use video, animation where possible to convey motion and energy.





Photography don'ts



No generic stock photography.



No unnecessary extreme angles.



No filters, effects.



No inauthentic environments, fake locations.



Nothing artificial, overly staged.



No cutting people out of the environment.

Photography treatments

We should always label customer photos with the business name and city + state.



If possible, also name the people in the photo. This makes it feel even more real and personal.

If that's not possible, you can label them as "[business name] team". For example, "Blackbird Bakery team" or "The team at Blackbird Bakery"



We can also time stamp photos to convey a sense of being in the middle of the work – in the middle of the action.



When we want to show a series of customers, we can layer them together in one image. The people are isolated from the backgrounds and then the backgrounds and foregrounds can overlap to create one image. We can also layer our graphics into the image for more pop.

Animation can be used to convey energy and motion – and make the customers feel even more real.



Amplify: photography can also be layered and animated to create a feeling of movement with still shots.



GIFs & stop motion: When possible, use short videos or create stop motion gifs with a series of photographs. Graphics and text can also be layered in.

See our [hype video](#) for inspiration.

Blog, newsletters, editorial content

We layer photography with graphics and text to create a unique, high-energy style, that is easy to build and extensible for many types of content.

We also allow the use of stock photography in these cases. We should only use customer photos in content that features them.

[Our blog design figma](#) has templates and more specifics on creating editorial feature images.



Layer high-energy type or graphics into images. Type should no more than a couple of words that are short and easy to read. People should be close-cropped and in the foreground. Type or graphics go between the people and the background. It does not break the frame.

We can also mask images using our graphics.



PRODUCT IMAGES

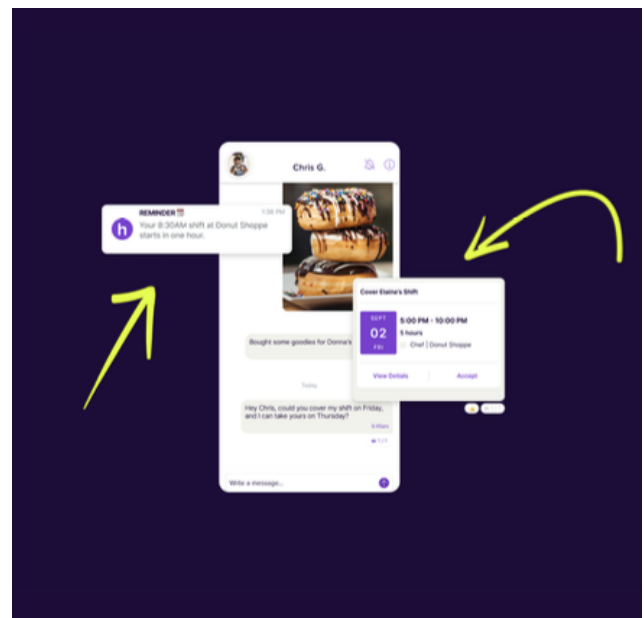
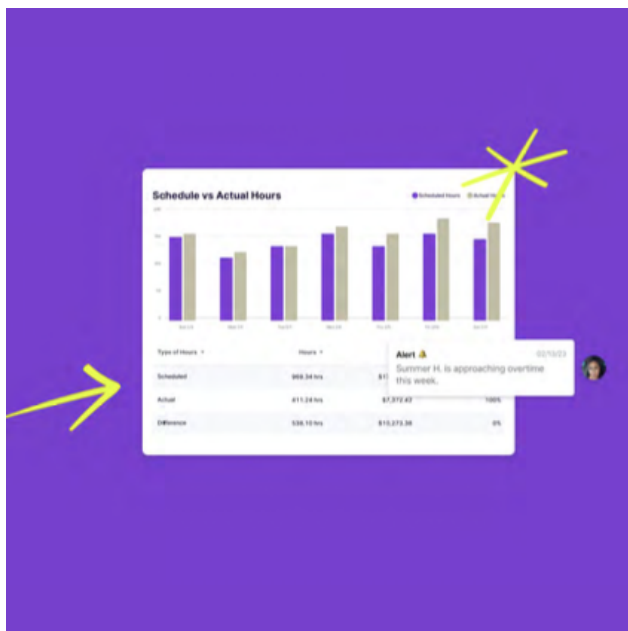
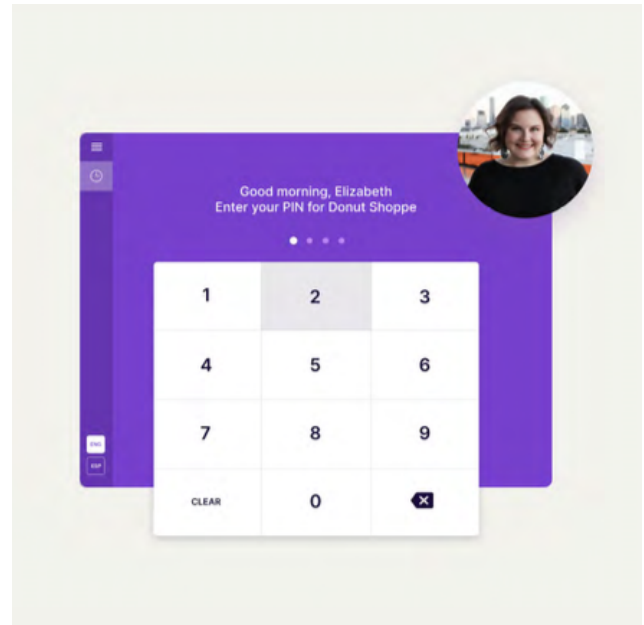
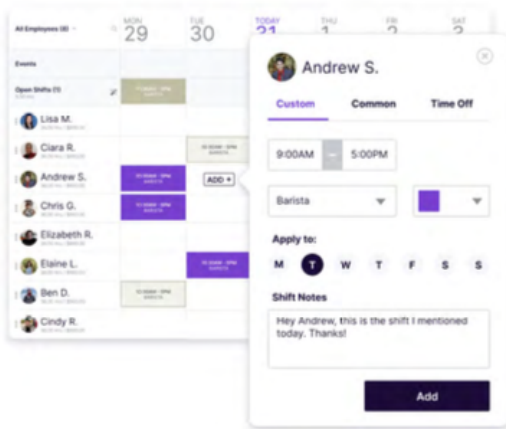
We always want our product to look clean, simple, and easy-to-use. If our product looks busy or complicated on our website, customers think it is going to be hard to use and will be turned off.

Requirements	Suggestions	Dont's
• Show our actual product UI as much as possible. • Use realistic content in product images. For example: breaks should be 15 or 30 minutes long; roles for a cafe should be barista or cashier; wage rates and paycheck totals should be realistic; math should be correct.	• OK to simplify our product UI or use components instead of full screens to make it easier to explain specific functionality. • Use Homebase employees (names and faces) as team members in product images. • Use fake business names (Donut Shoppe or Coffee Co) that represent our most common verticals.	• Do not use real customers or customer data in our product images. • Do not use celebrity or fictional character names or trademarked content.

The following are approved styles for product images:

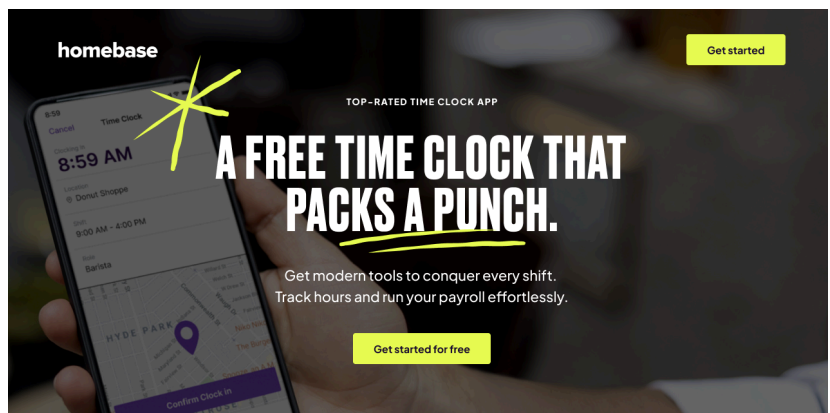
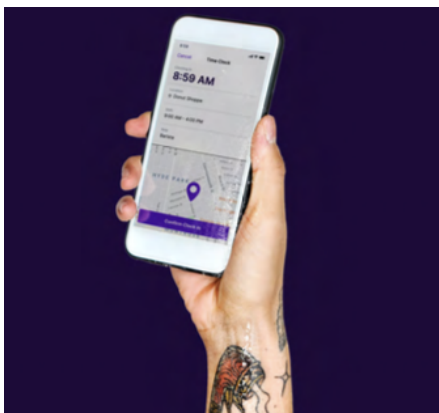
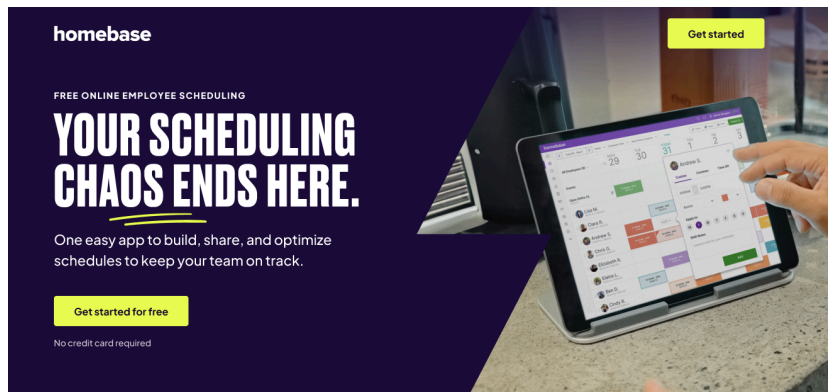
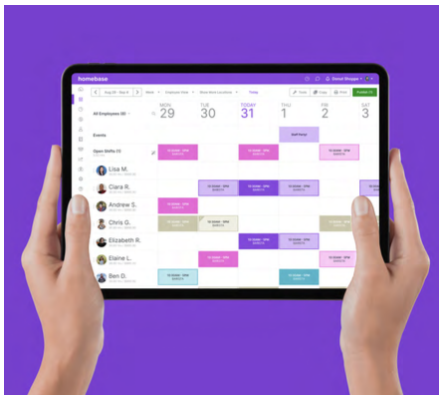
UI only

We use UI screens or components only, no devices. Product elements can be layered to show workflows or to highlight components. Hand gesture graphics can be used to add texture or highlight specific elements.



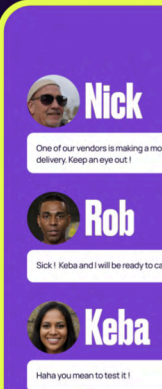
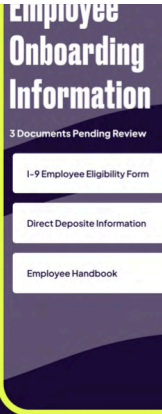
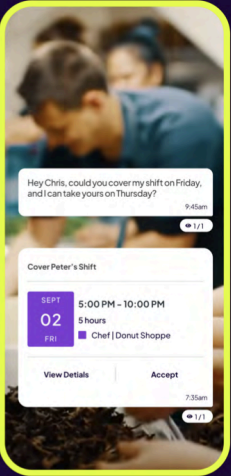
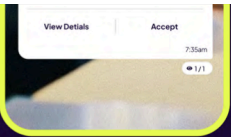
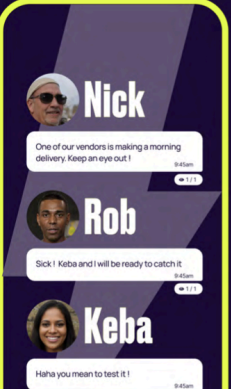
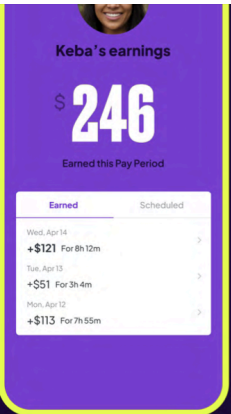
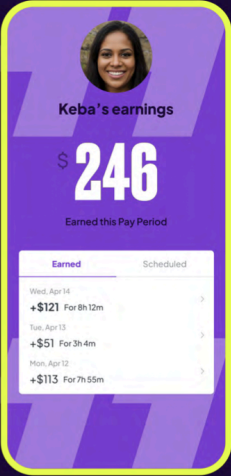
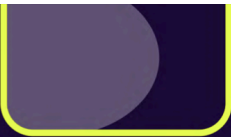
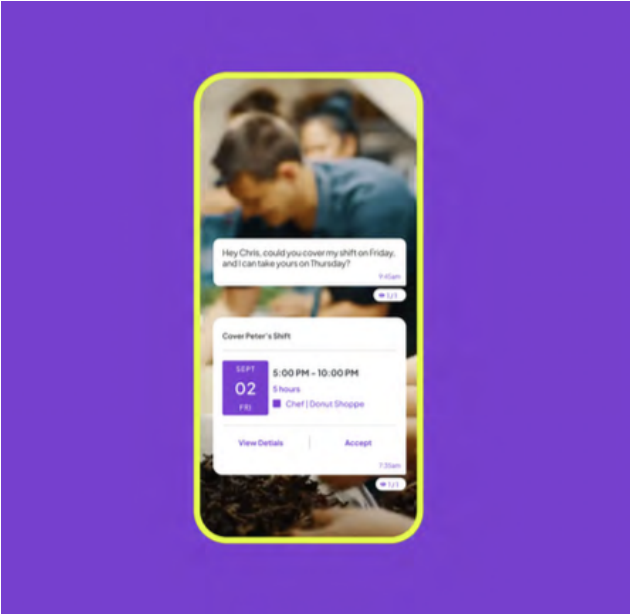
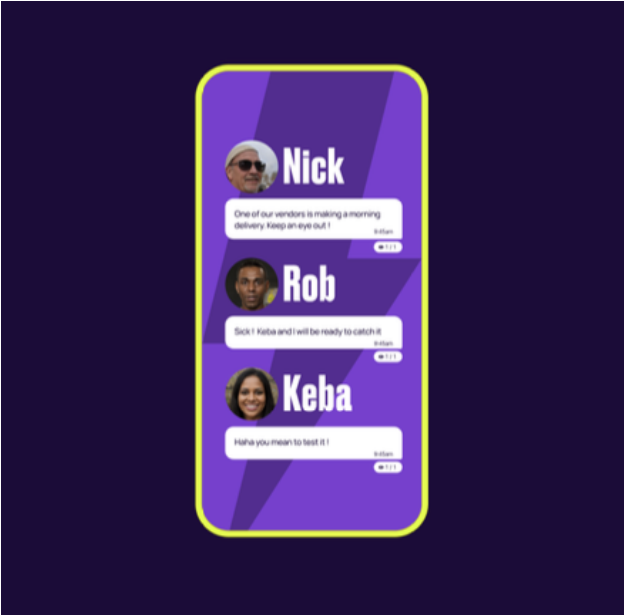
In devices, in hands

When we show our product in a device, we also show the person using it (most often just hands). We can do this against solid backgrounds or in situ. Try to use hands and locations that feel authentic to our customers (eg. tattooed arm, covered in flour, wearing work gloves, on a counter, in a restaurant). We should use a range of skin tones and genders.



Abstracted & stylized

For special occasions (high impact brand moments), we can get more creative with how we present our product. We can layer it with photography and video. We can stylize how we show the team. We can outline devices with a neon rule. This style is not for daily use. It's for special occasions only. Talk to brand if you think you have a special occasion.



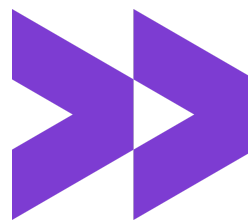
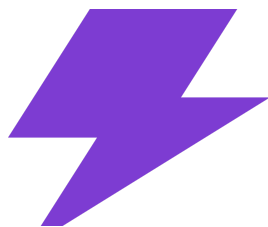


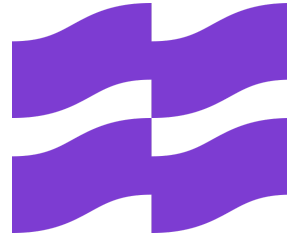
BRAND GRAPHICS

Block graphics

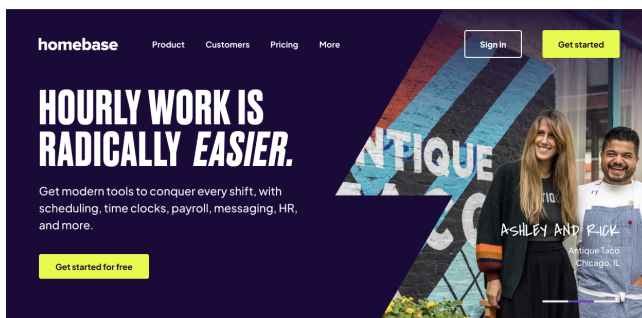
Our graphics are energetic and bold. They are built on a simple grid based on square units. Graphics that relate to punctuation marks or symbols have an italic lean applied. Graphics can be stretched to be taller or fatter to fill spaces.

Primary graphics and usage





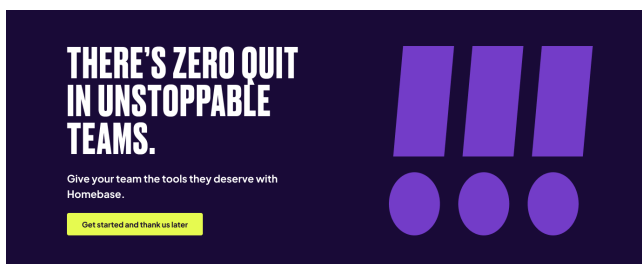
WARNING! Our lightning bolt graphic should only be used as a single graphic. We should never use two lightning bolts together. If the creative requires using multiple lightning bolts, it must be used with three or more and upon approval from the Creative Director.



Components of graphics can be used as masks or to crop backgrounds. (Lightning bolt used here.)



Graphics can be used full bleed in backgrounds to create texture. Just be careful they don't distract from the primary content.



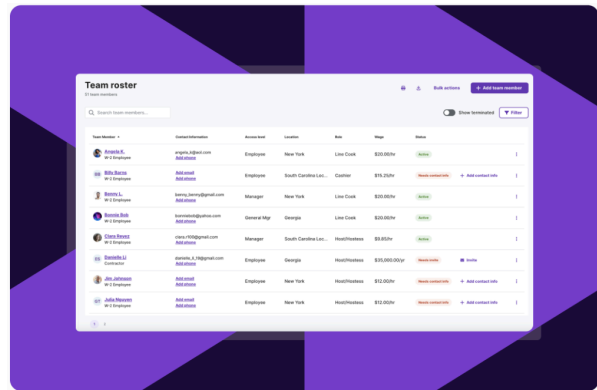
Graphics can be used with bold headlines to make a statement.



Graphics can be used in line with text like punctuation or emojis.

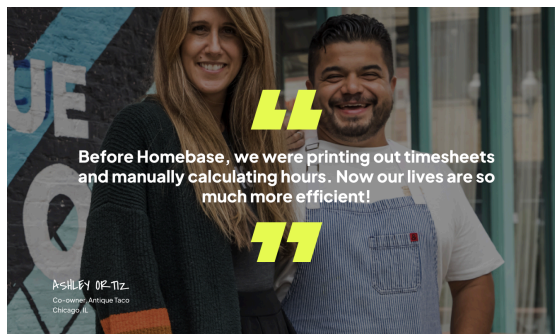


Graphics can be used in editorial images.

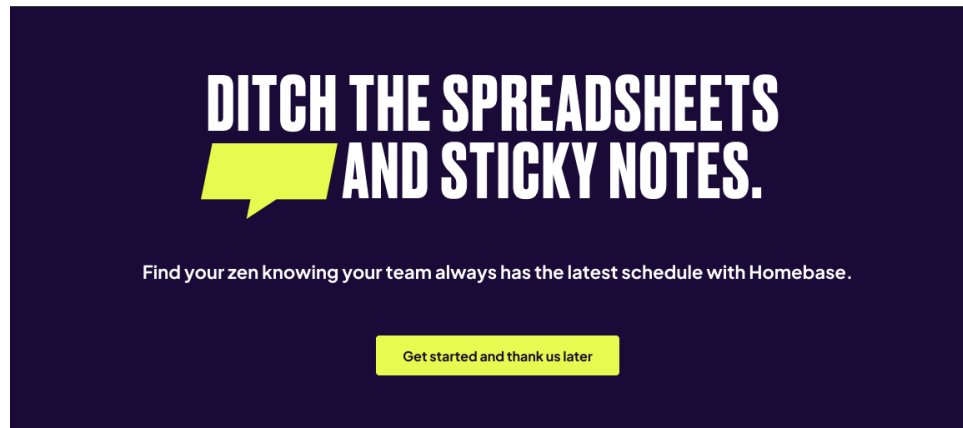


Use graphics to create more visual interest in a product image that on it's own might be too simple. However, use this treatment carefully – it can easily become too busy (see the don'ts below).

Secondary graphics and usage



Quote marks are used to indicate direct customer quotes.



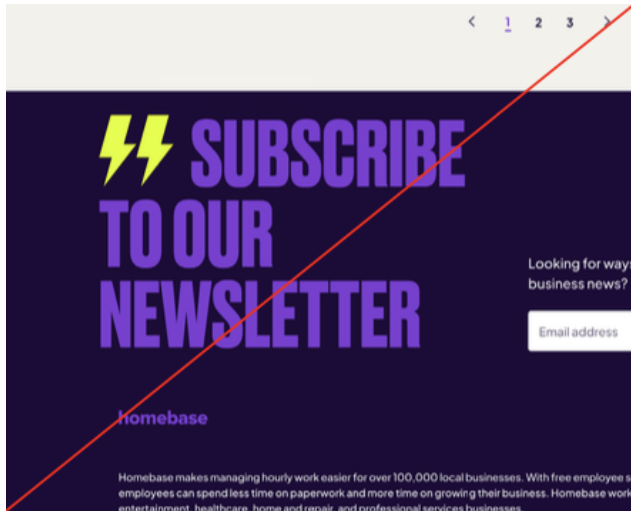
The speech graphic is used in places related to communication, messaging, or quotes.



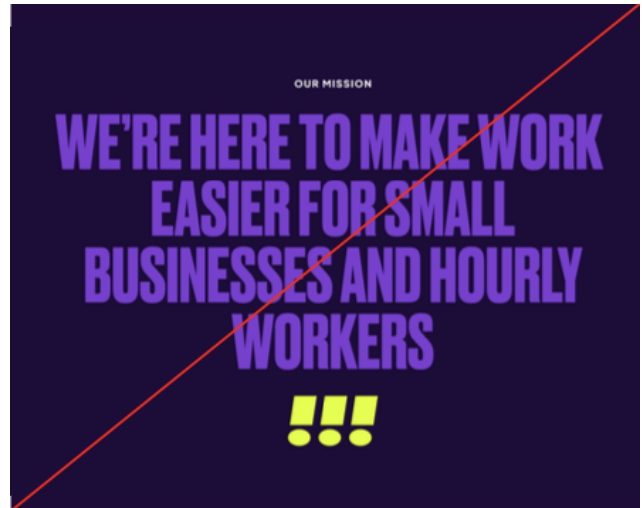
The starburst graphic should only be used as a high-impact background graphic or as a mask for photos.

The plus sign should be used in cases where it makes sense, such as people coming together to become a team.

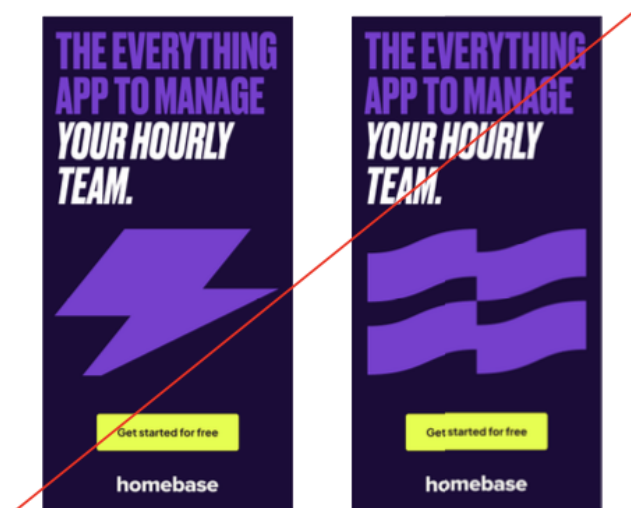
Block graphic don'ts



NEVER use two lightning bolts together.



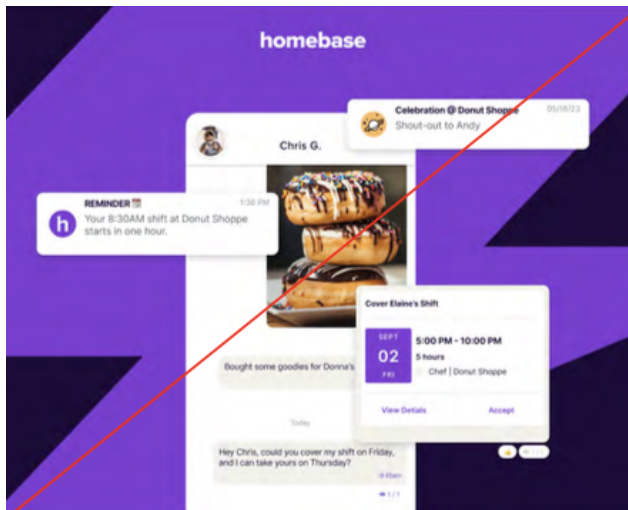
Do not use graphics to extend lines or copy or extend the space used.



Do not use graphics as the primary content of a design. Customers or products should be the primary content.



Graphics should not overpower customers or product. Customers or product are always the star.



Be careful when layering a graphic behind other elements that it does not become busy. In most cases you should not use graphics at full color in backgrounds. Use a 30% tint instead. If the main image is already complex, go without a background graphic.

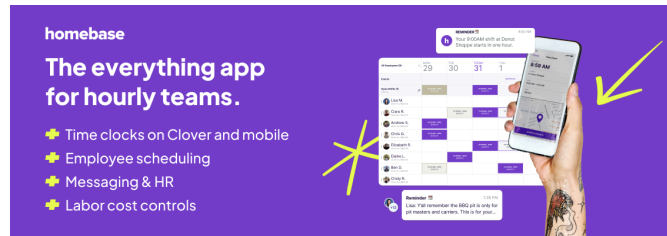
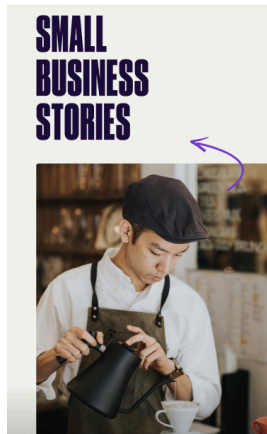
Hand gesture graphics

Our hand gesture graphics add a human touch and feeling of motion to copy or images in a layout. The gestures should feel like a shorthand doodle or drawing.



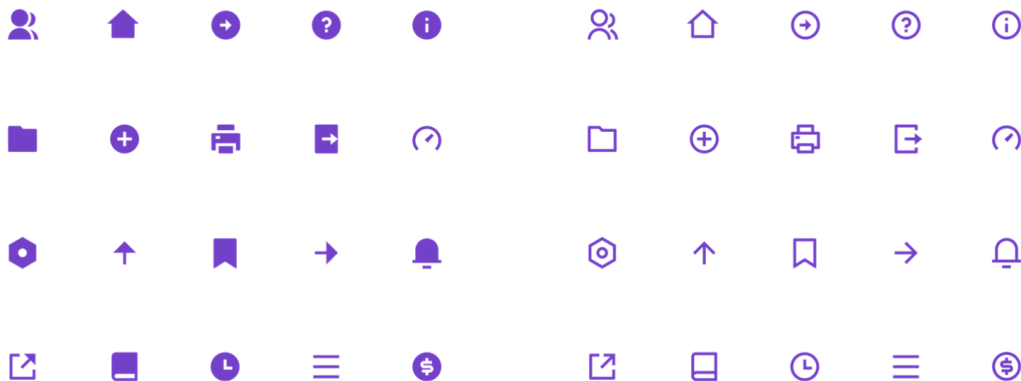
To create: Use the same Adobe AI brush and stroke weight proportion as the current doodles so the gestures all look as if one hand and pen made them. Start with the pen or brush tool and save that as a live stroke version that can be edited to a variety of stroke weights and brush lengths. Once the design is finalized, make a copy to expand or outline the stroke/ brush to a fill object. Always keep the original live stroke versions separate so you can go back and edit them freely if needed for new gestures.

Usage: They can be layered with text, photos, or layouts to add texture and impact. They can be used with screenshots to highlight specific features or functionality.



ICONOGRAPHY

We use the “[Remix Icon](#)” set in marketing. This set contains a large suite of fully developed open-source icons in both filled and outlined styles. Note that product design uses Font Awesome for in-app iconography.



Usage: Icons are not a primary element of our design system in marketing. They should only be used when absolutely necessary. For example:

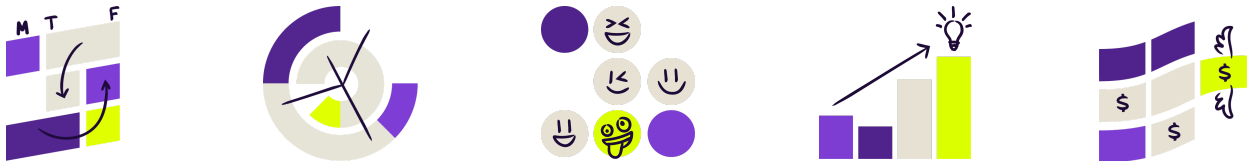
Everything just works.

Spend less time wrangling log-ins and transferring data. Homebase's time clock comes with everything else you need to manage your team.



ILLUSTRATIONS

Our illustrations should only be used in the product. In our marketing we bias towards “real” – photography and product images.



Our illustrations are used to make the function of the product clear and to heighten moments of emotion, action, or accomplishment. The system was designed to be both modern and fun. Edgy and friendly. We’re going for “sophisticated punk.”

They are used for moments of celebration, empty states, first time use, milestones, announcements, new features, onboarding, successfully completing a task or workflow. Illustrations make a moment special.

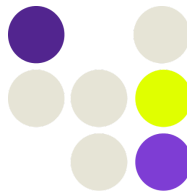
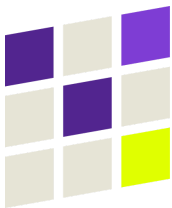
General usage guides:

- Illustrations are used in ephemeral moments, such as modals, side panels, success screens.
- We do not use them on permanent screens (such as the schedule builder) – as they lose their impact if they are always present.
- There should only ever be one illustration used per screen. When a series is needed (eg. to choose between multiple options), duotone icons from the product design system should be used.
- Illustrations should be used on white backgrounds with plenty of space around the illustration whenever possible. Blondie background is ok, if necessary.
- Illustrations are kept small (from 90 pixels min to 164 pixels max height or width)

Constructing illustrations:

Each illustration is an abstraction of a literal concept.

The concept is abstracted into simple geometric shapes (circles, squares, rectangles, triangles) in flat color, laid out in a grid. The shapes/grid are angled where possible to feel more active. The grid may be incomplete/asymmetrical to look more dynamic.



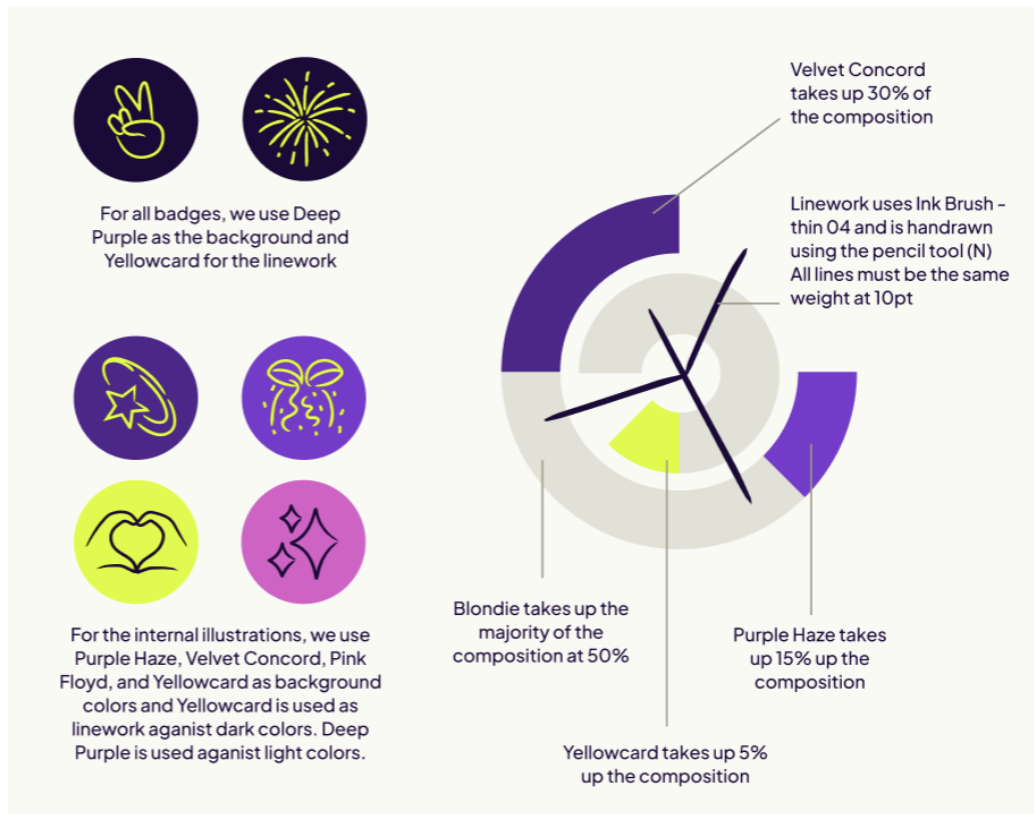
Hand-drawn doodles are layered on top of the shapes:

- Emoji doodles add detail to an abstract illustration or emotion.
- Letters, numbers, symbols add additional context (to make the abstraction more literal)
- Arrows add movement.

Specs:

- Entirely created in Illustrator
- Linework / doodles: use Ink Brush – thin 04 and is handdrawn using the pencil tool (N), always in Deep Purple (1E0B3A) and always 10pt weight
- The geometric shapes are done in: Purple Haze, Velvet Concord, Dusty Springfield, and Yellowcard. Dusty Springfield is used for a majority of shapes. Velvet Concord

should be the next most used color. Purple Haze is third and Yellowcard takes up the least of the composition.



Animation: We have a few illustrations that are animated to loop (loaders, celebration). The majority of animations, however, are micro-animations. Only about half of our illustrations get animations (the ones where it makes sense to have more fun). Only a couple elements in the illustrations are animated, and the animation only plays through once (it doesn't loop). We don't want the animations to distract from the work being done in the product. We want them to be "blink and you miss it." so when you do see it, it's special.

In-app badges: The badges are for shoutouts or milestones. Unlike the illustrations they are part of the product – they are an actual feature. They mimic the illustration system with a flat, circle background in Deep purple and a hand-drawn emoji in Yellowcard.



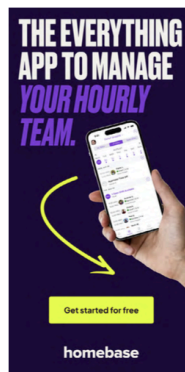
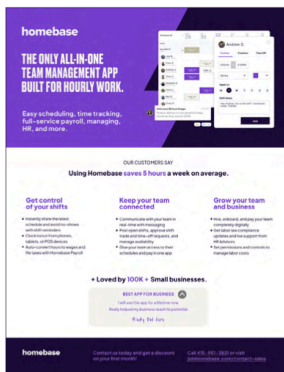
Default avatars: The avatars are also part of the product UI. They align with the system as well: A flat background circle with a hand-drawn emoji face on top. However, they are done in shades of khaki so that they recede visually when used.



Full guides and vector files are in the [brandbase figma file](#).
Exported SVGs, lottie files, and the AI source file + brush [is in drive](#).

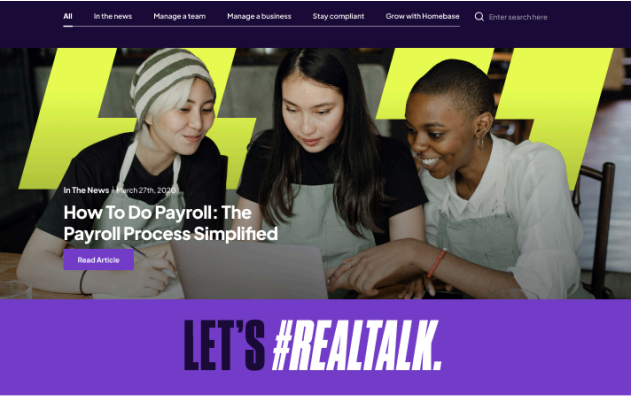
LAYOUTS

Depending on the purpose of the layout, our tools can be used at different levels of expressiveness. (Please ignore that some elements in these examples aren't in compliance with guidelines.)



← Informational Engaging Vibing →

Example web layouts



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How to Use Homebase in the World of COVID-19

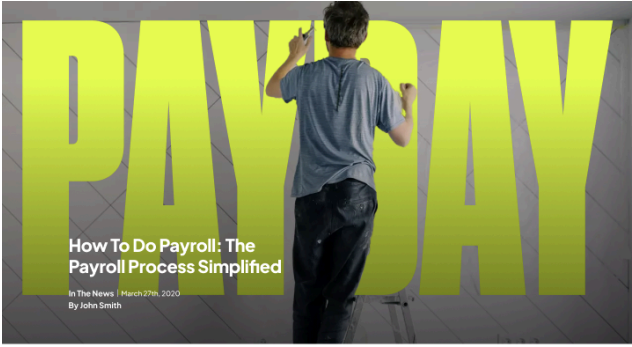
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How To Do Payroll: The Payroll Process Simplified

In The News
March 27th, 2020

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LL

AS AN OWNER, IT'S NICE TO BE ABLE TO CHECK ON MY RESTAURANT EVEN WHEN I AM NOT THERE. THROUGH THE HOMEBASE MOBILE APP, I GET UP-TO-THE-MINUTE.

MAR-KO SOTTO
Owner, The Sacred Garden
Makawao, HI

11



OUR TONE OF VOICE & COPY.

Our tone of voice defines how we speak. It's how we use words and language to bring the brand to life across our communication channels.

NORTH STAR

Inspire a revolution.

Core to our communication is a powerful sense of momentum. We are about the journey as much as the destination. We know that the road isn't without bumps and hurdles, but that perseverance and teamwork will get us there. We aim to use our words as a catalyst to inspire teams to be unstoppable in what they do every day.

ATTRIBUTES



We are personable.



We are straight-forward.



We are tenacious.

We are personable.

We speak to people, not audiences—we're real and empathetic. We're not stiff or buttoned-up. The ease of our language reflects the ease of the product. And while we love a good turn of phrase, we're never overly cutesy or try-hard.

We choose to:

- Speak conversationally but not overly trendy. We use the words our customers use.
- Speak directly to our customers. Use “you/your” (second person), not “they/their” (third person).
- Refer to Homebase as “we”, not “it.”
- Use sentence case for all headlines to feel less formal.
- Connect with customers by understanding their pain points and needs.
- Talk like you would to a new neighbor – not formal, but not a BFF.

For example:

- HR answers you won't find on Google.
- Questions? We've got time.
- Modern tools for hourly teams like yours.
- Be the boss you wish you had.

We are straight-forward.

We get to the point and don't hide behind unnecessary jargon. We are directive and action-oriented.

We choose to:

For example:

- Keep our language simple and concise. Avoid extra adjectives, adverbs, and lists.
- Make our messages bold and clear.
- Avoid overly long sentences – keep them short and crisp.
- Use directives and active voice and language to energize and connect.
- Avoid tech-y jargon (“platform,” “features” “engineered”) and instead explain our product by how it benefits our customers.
- Make work radically easier.
- Easy time clocks, easier payroll.
- One app to conquer every shift.
- We set it, you forget it.
- Run payroll without doing math.

We are tenacious.

We don't sugar coat the hard, messy bits of the everyday – instead we celebrate the spirit to get through it. There is a sense of anticipation and forward movement in our voice that matches the grit and resilience of the hourly teams we serve.

We choose to:

- We're not afraid to be bold and assertive, but we're never obnoxious or pushy.
- We infuse our communications with energy and movement.
- Use alliteration and short cadences to give the words rhythm.
- Use periods at the end of headlines to make our statements feel more definitive and declarative.

For example:

- End the scheduling chaos.
- We do it all, and more.
- Clock in and conquer.
- Ready your crew.
- There's zero quit in unstoppable teams.

Put it into practice.

Instead of saying:	Try saying	Why?
Get payroll built for hourly teams. Onboard employees, track their time, and pay them all in one place.	Run payroll even when you're on the run. It's that easy when your timesheets and payroll are all in one place.	• Imbue a sense of action and movement. Speaking with directives helps imbue a sense of immediacy. • Cut down on multi-part sentences to help with clarity and rhythm. • Whenever possible, lead with benefits.
It's the better way to manage your team.	Superpower your team.	• Avoid trite or overused industry phrases. • We want our words to have impact. Use verbs as imperatives to convey a sense of agency and empowerment.
Homebase is here to help with your payroll paperwork and tax payments.	Don't wonder if you're getting payroll right.	• We aim to energize and connect. • Use directives for a sense of immediacy and agency (and avoid adding a subject). • Keep our language simple and concise.
Employees are instantly alerted. Everyone always has the latest schedule in their pocket. No more missed shifts.	No more missed shifts. Employees get instant alerts. Everyone always has the latest schedule in their pocket.	• Lead with benefits. • Use an active voice to convey a sense of agency and control.

Adapt to the situation.

Our tone is dynamic and should be dialed up or down based on the context, channel, and audience.

← Low (Serious)	← Medium (Functional) →	High (Expressive) →
• Issues comms • Compliance alerts	• Website product descriptions • Transactional comms • CS or sales conversation	• Advertising • Social
Lean into straight-forward aspect of brand voice.	Lean into personable aspect of brand voice.	Lean into tenacious aspect of brand voice.
<i>Homebase is down right now. We're fixing it as fast as we can. Thank you for your patience. Track your status here.</i> <i>Failed direct deposits for 4 team members. You can refund your payments and pay your team manually or manage them individually below.</i>	<i>Turn any device into a time clock to track hours, breaks, and overtime. No paper. No spreadsheets. No nonsense.</i>	<i>Clock in and conquer.</i> <i>Manage the messaging mayhem.</i> <i>Control the chaos from one easy app.</i>

COPYWRITING STYLE GUIDES

Core principles:

Be clear and concise above all else. Our first goal is always clarity; it's how we build trust. And we can never be too concise. Our customers are busy; let's not waste their time.

We are real people speaking to real people. When speaking to customers, we use "you/your" (second person) not "they/their" (third person). Refer to Homebase as "we", not "it." It makes things feel more human and personal. For example: We'd like to help you set up Homebase to work for your team.

We are inclusive. Choose gender-neutral terms wherever possible. Instead of he or she or he/she, use they. Instead of new guy, use newbie. Instead of fan girl, use super fan.

In marketing, use the language our customers would use. In marketing we tend to call things by their function or purpose, to make it clear what we do or what problem we solve. However, in product we may name the feature. For example:

- in marketing content we would talk about our “built-in messaging”, but in product the tool that you actually use is called “messenger.”
- In marketing we would talk about your ability to “know that your team has read your messages”, whereas in product this feature is called “read receipts.”

Key style choices.

Features, products, and plans are not separate brands.

Correct	Incorrect
Homebase offers scheduling, time tracking, and hiring to make it easy to build your team.	Use Homebase Scheduling to build your team.
Homebase makes hiring a breeze.	Homebase Hiring helps you save time.
Homebase was recognized as the best payroll for small businesses.	Homebase Payroll was recognized as the best payroll for small businesses.
Sign up for our free Basic plan.	You are on Homebase Plus.
GPS tracking is available on our Essentials plan.	Get GPS tracking on Homebase Essentials.

Exceptions:

- HR Pro, Pay Any Day, and Cash Out are “proper noun” features (because of the specific way they get accessed and experienced by customers). This will be a rare exception.
- When speaking about our product (payroll for instance) vs another provider, it is ok to describe it as Homebase payroll for clarity. In this case, payroll is not capitalized. Example: “Make the switch to Homebase payroll.”

The most common Homebase spelling questions:

- Time card (not timecard)
- Timesheet (not time sheet)

- Time clock (not timeclock)
- Time tracking (not time-tracking)
- Clock in (not clock-in)
- Time off or paid time off (not time-off)
- Shout out (not shout-out)
- E-signature (not esignature)
- Onboarding (not on-boarding)
- Task list (not tasklist)

Sentence case and periods for headlines. In marketing, we use sentence case (capitalize only the first letter) for headlines and subheads. It feels less formal than title case. We also use periods in our headlines and subheads. This makes our statements feel confident, direct, and complete. For example:

- Make work easier.
- The everything app for hourly teams.

Exceptions: when a headline acts as a category label we do not use a period (eg. “Employee scheduling” or “Customers”). If you have a headline where a period just doesn’t make sense, you can use another form of punctuation (colon, ellipses, question mark). The point is that our headlines don’t feel unfinished.

We like contractions. They are more conversational. Use ‘em.

No etc. and more at the ends of lists. “Etc.” or “and more” rarely add to the content. If it’s worth saying, be specific. Otherwise, don’t waste our customers’ time with filler words.

Oxford comma. Yes.

Spell out Month Day, Year (June 1 – 14, 2024) for zero misinterpretation.

More. [Check out our full copywriting style guide for lots more](#), including punctuation, grammar, contractions, dates, times, money, and common CTAs and actions.

EMAIL GUIDES, TIPS, TRICKS

These guides are also largely applicable to chat, sms, and any customer comms.

Salutations and sign offs:

Greetings	"Hi" or "Hello" Include first name if possible Don't use "hey" – it's too informal
Standard sign-offs:	Let's make your team unstoppable, Thanks for choosing Homebase, Stay unstoppable, I'm here if you need me,
Sign off for serious /risky comms:	Thank you for your time,
From	Your Homebase team Name @ Homebase

Tone:

- Write like how you would talk to a new neighbor (not BFFs, but not too formal).
- Beware false empathy and filler: Don't waste customers' time with the "we know its hard running a business..." intro or filler lines.
- For emails or communications coming from "Homebase," we can use more brand language, taglines, headlines. When a communication is coming from an individual (CS or sales rep), don't try to force the brand voice. Lean into the brand attribute of personable – and just be a human.

Structure & style:

- Most important thing should be first (usually the action they need to take). Supporting or explanatory info comes after.
- Keep it short. short. Shorter. Could this be one sentence? Assume your audience is only going to remember one thing. Be clear about what that one thing is.
- Sentence case for subject lines and headlines.
- Make is skimmable: If there is a lot of info, break it up into sections with clear labels.
- Bold only one thing (the most important thing). Avoid all other styling, like italic, underline, color.
- Paragraphs should be 1 or 2 sentences long. No big blocks of text.

Specific scenarios:

- [Template and tips](#) for account security or issue comms to customer.
- [Rewriting CS emails](#) in new brand – tips and examples
- Training for customer facing roles and content: [Brand voice training](#) + [recording](#) + [checklist](#)

OUR MESSAGING.

BRAND MESSAGING

External brand messaging **CAN BE USED EXTERNALLY**

Tagline	Unstoppable teams start here.
Oneliner	The everything app for hourly teams.
Our market	Your favorite neighborhood businesses.
Mission statement	Our mission is to make local business teams unstoppable.

Boilerplate

Homebase is the everything app for hourly teams, with employee scheduling, time clocks, payroll, team communication, and HR. 100,000+ small (but mighty) businesses rely on Homebase to make work radically easy and superpower their teams. Our mission is to make small business teams unstoppable.

Homebase is based in San Francisco, Houston, Denver, and Toronto. We are backed by leading venture investors Bain Capital Ventures, Baseline Ventures, Bedrock Capital, Cowboy Ventures, Emerson Collective, Khosla Ventures, L Catterton, Notable Capital, and Plus Capital.

Social bios

The everything app for hourly teams with scheduling, time clocks, payroll, messaging, and HR—built for small businesses. Unstoppable teams start here.

Why we do what we do

No small business left behind.

Why the obsession? Small businesses are critical to the economy: They account for 44% of GDP and have contributed 66% of job growth in the past 25 years.

But they also make our local communities vibrant and are some of the best places to work.

We love how small businesses and their teams work together to conquer everyday with creativity, grit, and resilience.

But they need our support to survive — to compete with big corporations that have access to more resources and technology.

We're here to give them the best technology, so they can superpower their teams and be unstoppable.

How we define ourselves.

What we say	Why	Nuances	Don't say
Our market is small businesses. Or local small businesses.	"Small" business resonates best with customers, is clear for press, and wins for SEO.	For marketing we default to "small business" or "small businesses with hourly teams" to resonate with customers. Internally, for press, for investors, we use "local small businesses" or "Main Street" to emphasize our niche within the small business market.	"Main Street" should not be used when speaking to or referring to customers. We never say "Main Street businesses"; we only use "Main Street" as a concept or category.
Our category is team management. Or hourly team management.	"HR" isn't our category. We're more than HR. But it's ok to use to use HR to add context to our category (eg. Homebase does time clocks, schedules, & HR.)	Internally and with press, we use "hourly" team management or "hourly work" to emphasize our niche in the market. In marketing, we can drop the "hourly" if it gets too wordy or if we can show hourly work in other ways. "Shift" work is good for specific industries (eg. restaurants), but is not used by all our customers. Shift work does get good search traffic.	Do not use human capital management, workforce management, staff management. They are icky, impersonal, and corporate.
Our customer is the team.	Our customer is not the business. Not the owner. It's the whole team. Our role is to enable the owners, managers, and workers to come together to create their team.	We always try to refer to the team, team members, or teammates, when talking about employees or workers. It is ok to use owner, manager, employee, or workers, when we need to clearly distinguish who	We never use staff or workforce – they're just so impersonal.

we are talking about (eg. permissions for managers or IRS forms required for employees).

Our product is an app.

We want to be seen as easy to use, modern, approachable. People are familiar and comfortable with apps. It's a common consumer term.

We are ok referring to our total platform or our desktop web app as simply an "app." It's becoming more common to use app to mean software (vs just a mobile app).

Also ok: tool, tools, toolkit.

We avoid terms like product, platform, features, solutions – because they are too tech-y and enterprise-y.

PRODUCT MESSAGING GUIDELINES

First, understand our customers

Here is an overview of our customers: [as a deck](#) and [a video](#) (20 mins). After that you can deep dive on [our customer segments](#). Here is some qualitative research about [hourly workers](#).

Product messaging principles

Don't talk about Homebase, talk about the customer's problem: If you nail the pain points and show the customer you understand, it'll be obvious what Homebase does and the value we provide.

Focus on the immediate problem first: Before you can tell the customer about all the things Homebase can do, you need to prove to them that we can solve the problem they came for (which is usually time clocks or scheduling).

Don't explain the feature, explain what the customer will be able to do: Instead of explaining what a feature does or how it works, talk about what the customer will be able to do once they are using it. Instead of “automated time sheets”, talk about “no more data entry.”

More detailed product messaging guidance plus external copy coming soon!



Messaging watch outs

Don't make guarantees. Avoid absolutes (especially with compliance and legal topics).

We can never guarantee a business will be compliant. First, we do not have an internal compliance team ensuring our product is always fully up to date on all federal, state, and local regulations at all times. There's also a lot of labor law compliance we don't do at all (such as OSHA reporting or enforcement). But more importantly, we can never guarantee that a customer is implementing those rules and regulations properly. The onus is on the business to be compliant. We can only help.

- No: We make sure your business is compliant.
- Yes: We help you keep your business compliant.

Be careful about broad or vague terms.

Yes, Homebase helps managers run their businesses, but it's important to remember that there is also a lot that goes into running a business that we don't do (marketing, accounting, inventory, etc.). Make sure you're being clear about what we actually do (the team management stuff.)

- No: Homebase has everything you need to manage your business.
- Yes: Homebase has everything you need to manage your team.
- Depends on the context: Homebase helps you run a better business.
- Yes: Homebase helps you run a better team.

Compliance is also a tricky term. There is no standard definition of what compliance is. In addition to labor laws, compliance could also mean being compliant with tax laws or accounting rules or manufacturing regulations. Don't over promise.

- Yes: Homebase helps you stay compliant with labor laws.
- No: You can manage all your compliance in Homebase.

PROOF POINTS

Proof points about Homebase CAN BE USED EXTERNALLY

Company stats	100,000+ small businesses and their teams rely on Homebase. 2,000,000+ hourly workers conquer their workdays with Homebase.	
Homebase is big and legit	\$150 million in wages advanced last year via Cash Out. * 1 million jobs have been posted on Homebase. ** 150 million shifts managed last year. * 1.5 billion hours tracked last year. * Homebase serves more restaurants than OpenTable. More than 1% of the US workforce uses Homebase. Homebase as handled \$3 billion of payroll. ***	*2023 data ** all time, as of Jan 2024 *** as of Oct 2024
Time savings	Managers save an average of 5+ hours a week using Homebase.	2023 survey of customers
Benefits of Homebase payroll	97% of customers say Homebase payroll is easy to use (when we talked to 200+ of them). We talked to more than 200 Homebase payroll customers, and 3 out of 4 say Homebase makes running payroll faster. Homebase payroll customers on average save 30+ minutes every time they run payroll (say the 200+ customers we asked).	2022 survey of 200 payroll customers

Company awards - best of	Webby Winner, 2023: Apps & Software, HR & Employee Experience America's Best Startup Employers, Forbes, 2024 SMBTech 50 by Notable Capital, Nasdaq and Crunchbase, 2024 Inc. Magazine Best in Business 2020: Gold Medal Winner	
Product awards - best of	Best Time Clock 2023 - The Motley Fool Best Scheduling 2023 - Investopedia Best Payroll for Hourly Teams 2024 - USA Today Blueprint Best HR & Employee App 2023 - Webby Awards Best employee communication tool ever! - Theresa Fouquette, Owner, Bliss Small Batch Creamery Best Payroll for Hourly Teams 2024 - USA Today Blueprint Best Payroll for Automation 2024 - US News 360 Reviews Best Payroll for Small Business 2024 - CNN Underscored	
Ratings - best of	4.8 / 5 stars on Apple App Store A Top 50 Business App on the Apple App Store 4.6 / 5 stars on Capterra 4.9 / 5 stars from Motley Fool	Ratings as of Oct 2023
Partners	Homebase is the #1 most downloaded time clock and scheduling app on the Clover app store.	As of spring 2023, confirmed by Clover rep
Customer testimonials	Here is our spreadsheet of approved customer quotes.	

Some industry stats and data points **CAN BE USED EXTERNALLY**

Please try to link to or cite the source when using these data points.

US small business and hourly work stats:

- There are over over 33 million small businesses in the USA ([SBA](#))
- Small businesses make up 99.9% of businesses in America ([SBA](#))
- Of all U.S. workers, 56% are hourly (79M, [BLS](#))
- 46% of US workers work for small businesses (61M, [Forbes](#))
- There are 6.2M businesses in the U.S. (who have employees, not sole props) ([Forbes](#))
- 5.4 million of those businesses have less than 20 employees. ([Forbes](#))

Impact of small businesses:

- Small businesses account for 44% of US GDP ([SBA](#))
- Small businesses are responsible for 66% of job growth in the past 25 years. ([SBA](#))
- 86% of Americans say that small businesses are having a positive effect on the way things are going in the country these days ([Pew](#), 2024)

The diversity and opportunity in small businesses:

- 41% of restaurants are owned by minorities and people of color ([NRA](#))
- 18% of small businesses are owned by immigrants ([SBA](#))
- 42% of small businesses are owned by women ([SBA](#))
- 80% of restaurant owners started their careers in entry level restaurant positions ([NRA](#))

Homebase proprietary research on hourly workers at small businesses:

- 82% of hourly workers using Homebase are happy in their role—which is well higher than the national average (need source)
- 60% of hourly workers say they feel good about the impact they are having in their community (need source)
- For hourly workers, control/flexibility of their schedule and relationships with coworkers are as important as wages when deciding where to work. ([Homebase survey, Dec 2023](#))

On the risks of labor compliance violations:

- The average cost for a business to defend an employment lawsuit is \$75,000 to \$125,000. — and that doesn't include damages or settlement paid out if the business loses. ([Source](#))
- Employment tax errors with the IRS can cost employers thousands of dollars on average per violation. ([Intuit](#))
- The US Labor Department's wage enforcement arm assessed nearly \$26 million in fines against employers in 2023, the highest on record in a decade. ([Bloomberg](#)). Fines can be thousands of dollars for each instance of a violation.

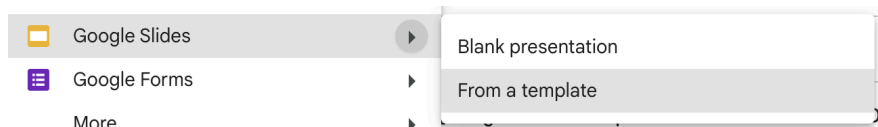
FOR THE HOMIES.

First things first:

- Update your [email signature](#)
- Update [the banner on your linked in profile](#)
- Choose your [zoom background](#)

For Google slide, doc, or sheets templates:

When you go to create a new doc or presentation in Google, you can select “from a template”, which takes you to the template gallery. Choose the Homebase template to create your new doc starting with our template:



The basic brand assets

[Logos](#)

Need other sizes for graphics or logos: If you need to make something smaller: Open it in Preview on a Mac, select Tools, then select Adjust size. Enter the dimension and save. Make sure “scale proportionally” is checked so you don’t distort the image. If you need to make something bigger: drop a note in [#creative-requests](#) slack channel.

Fonts: [Anton](#), [Jakarta](#)

When you are in Google you can go to the font selector, choose “More fonts”, and then

select the font you need to add.

Graphics & Icons

To use the remix icons: Go to the remix site, click on the icon you want, update the color using our brand hex codes, then download as a png. A selection of graphics and icons is already included at the end of our google slide template.

Colors (hex codes):

- #7E3DD4 - Homebase purple
- #1E0B3A - Deep purple
- #E0FF00 - Neon yellow
- #C0BDA2 - Dark khaki
- #F2F2EC - Light khaki
- #E55CCD - Pink

Templates and collateral:

- Social templates: for anyone posting to our social media accounts, templates can be found in our Canva account. Reach out to the brand team if you need access.
- [Sales collateral](#)

Core assets

- [Fonts](#)
- [Logos](#) (pngs)
- [Graphics](#) (pngs)
- [Product screenshots as pngs](#)

Using customers in marketing

We can only feature customers in our marketing that have given us explicit permission to do so.

- Here is our [spreadsheet of approved customer quotes](#).
- Here are folders with [photos](#) and [logos](#).

Please try to confirm that a customer is still active (in admin or looker) before using their quote, photo, or logo. The second tab of the spreadsheet has old testimonials from customers that are no longer active — these should not be used.

If you have a great customer quote and would like to get permission to use it, you'll need to ask the customer to [sign our release form](#). And if you can, get some photos and a logo too. Then send those items to someone on the brand team to get them added to our approved list.