

homebase

Homebase brand guidelines

Welcome

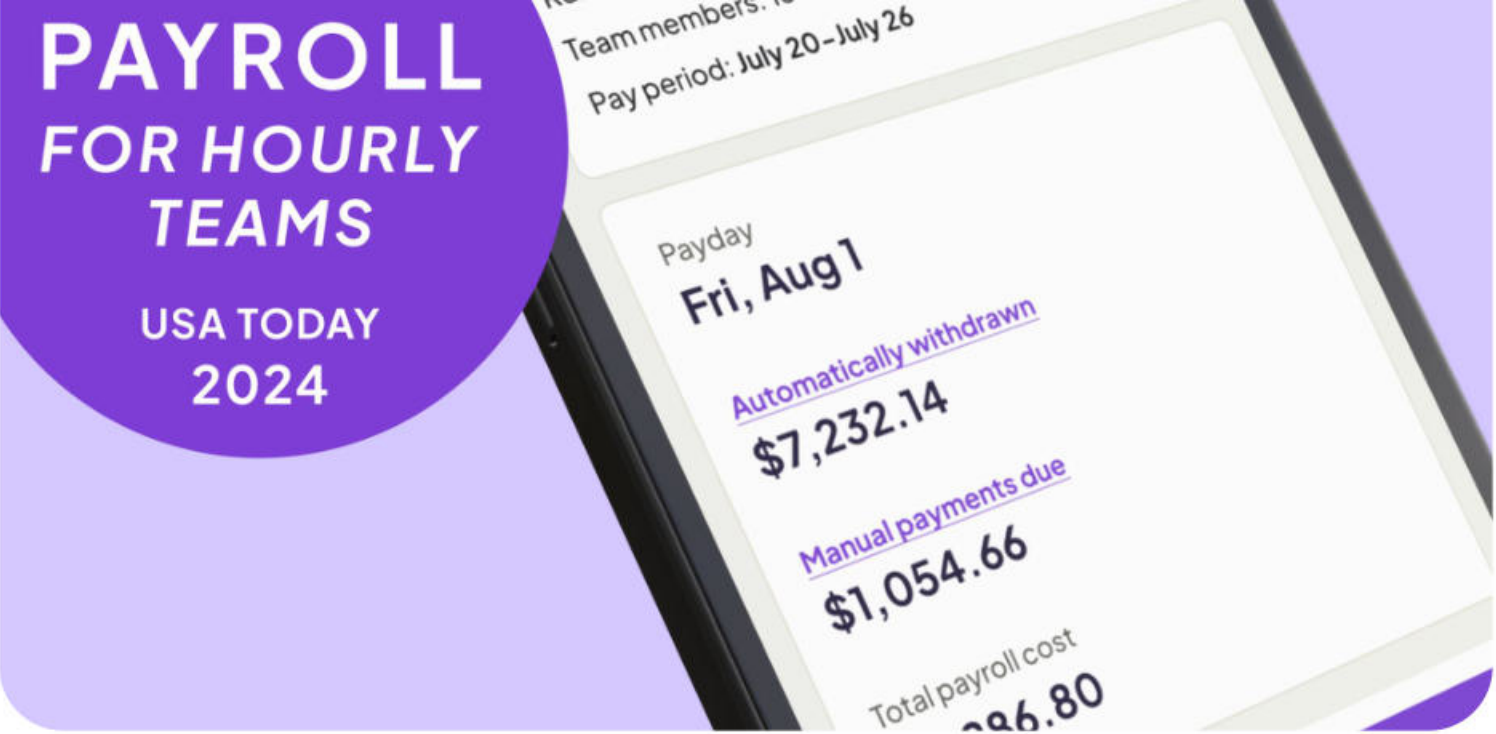
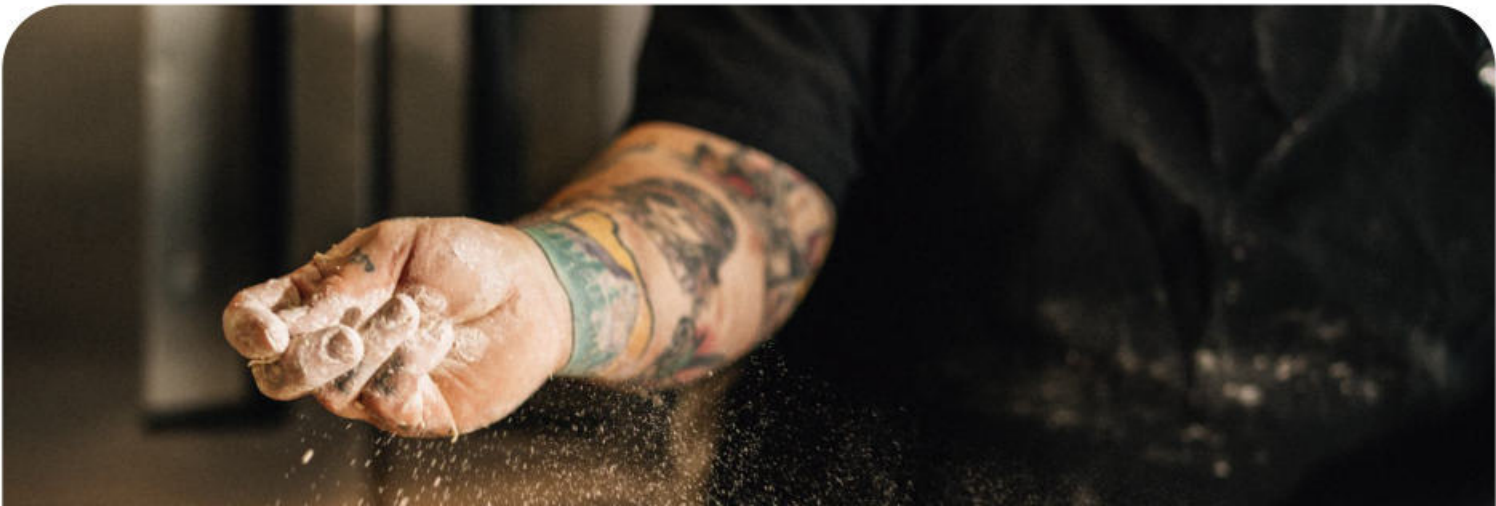
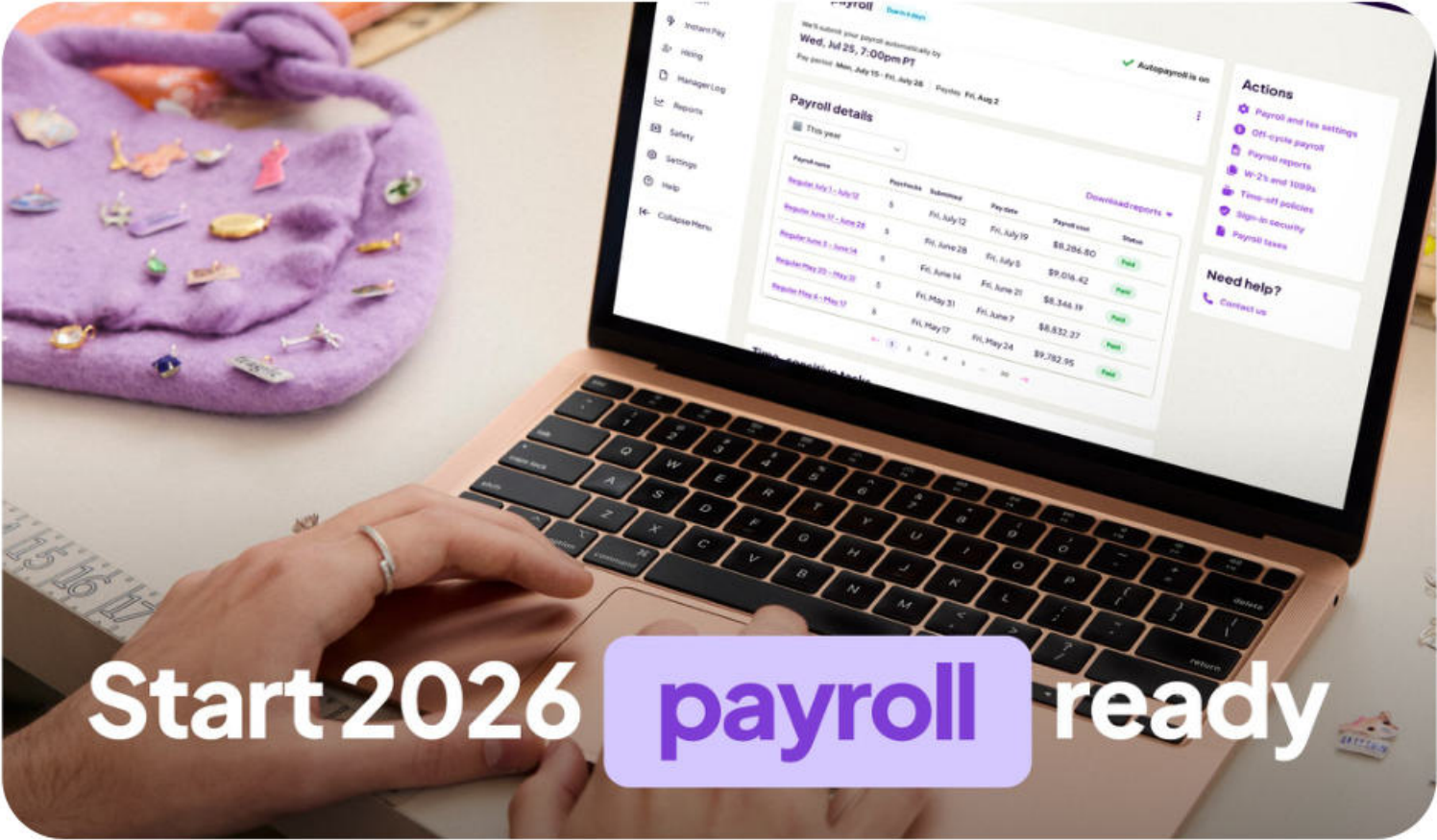
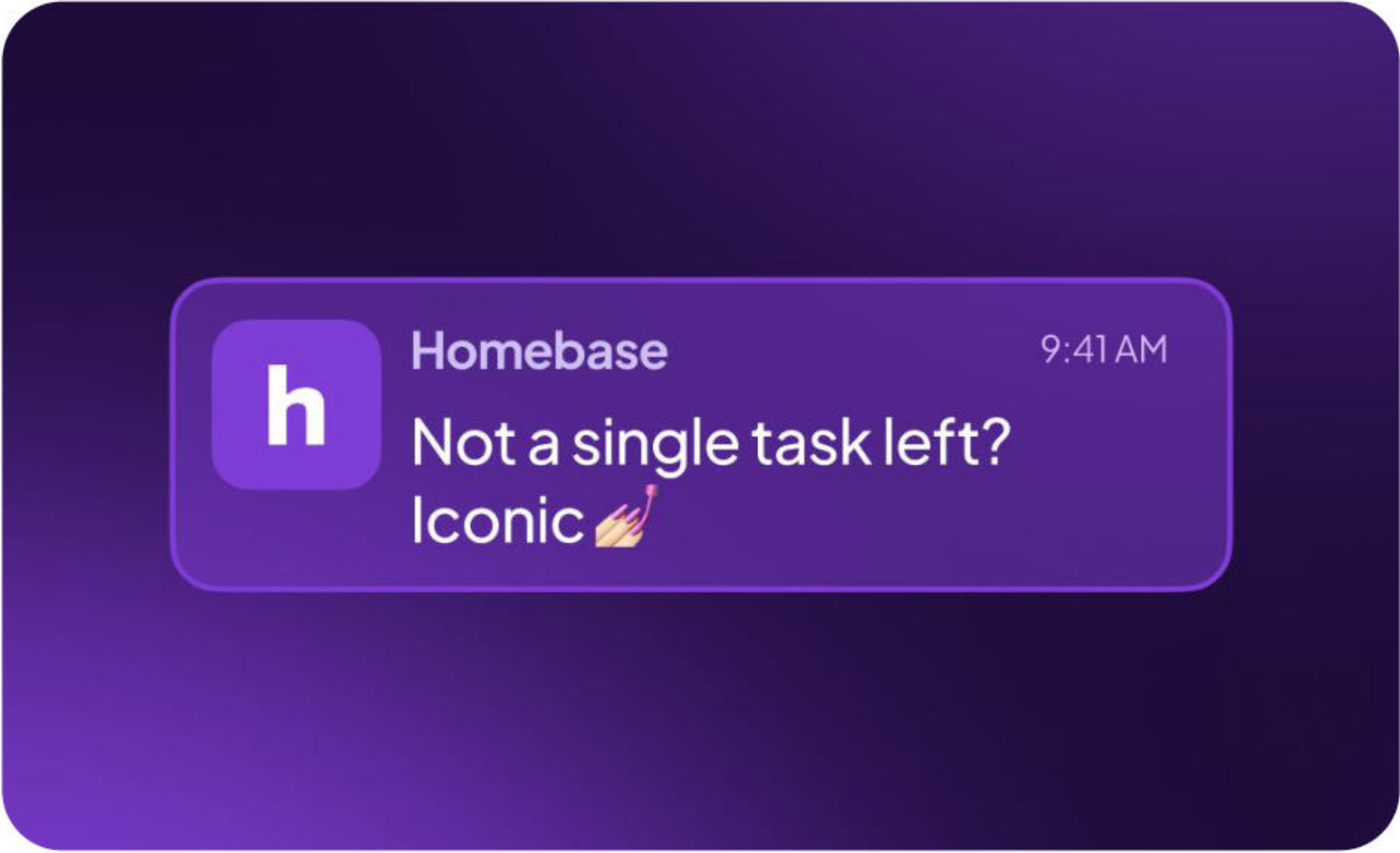
These guidelines are your source of truth for how our brand looks, sounds, and shows up in the world. Here, you'll find our brand elements, visual examples, and guidance for creating work.

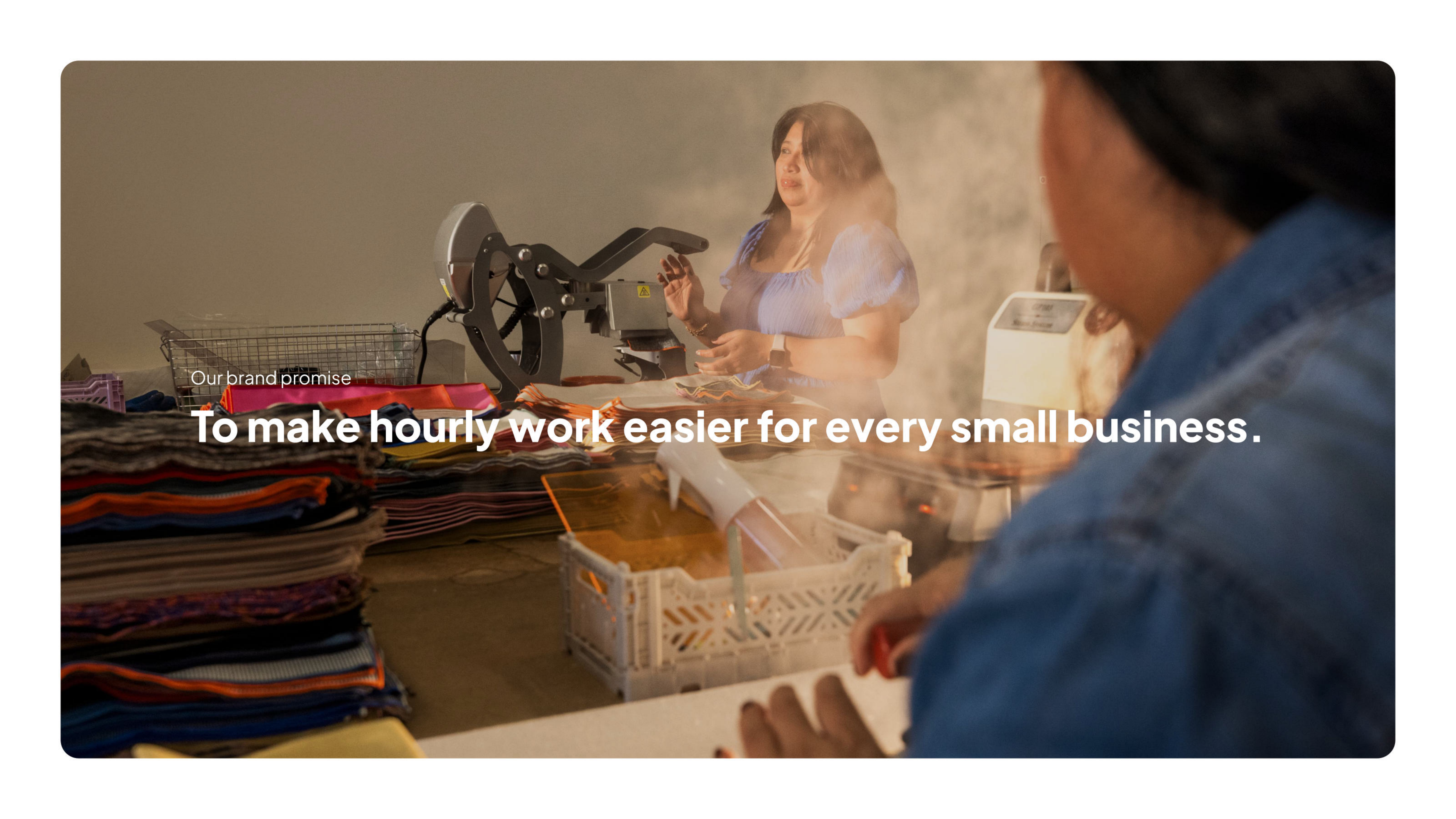
Homebase
Homebase strives to make hourly work easier for every small business. Our app brings together scheduling, time tracking, and payroll—using AI thoughtfully to help teams focus less on admin and more on the work that matters.

Brand
Our Homebase brand is everything we do, make, and say. How we present ourselves to the world is important: the more cohesive and consistent our efforts are, the more we resonate with—and convert—our audience.

Resources
Links to assets are included throughout. Got questions? We're here to help. Reach out at [#creative-requests](#).

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A woman with long dark hair, wearing a light blue short-sleeved top, stands in a garment factory. She is gesturing with her hands while looking towards the right. In the background, there are large industrial steamers emitting a thick white steam. To the left, there are large stacks of colorful fabrics in shades of blue, orange, and purple. A white plastic crate is visible in the foreground. The overall scene is dimly lit with a warm, slightly hazy atmosphere.

Our brand promise

To make hourly work easier for every small business.

Principles

Creative principles

Our brand work reflects the ethos of the small businesses we serve—guided by these four principles: human, approachable, impactful, and crafted.

Human

We reflect the realities of small businesses. Our work captures authentic experiences that resonate with the people we serve.

Approachable

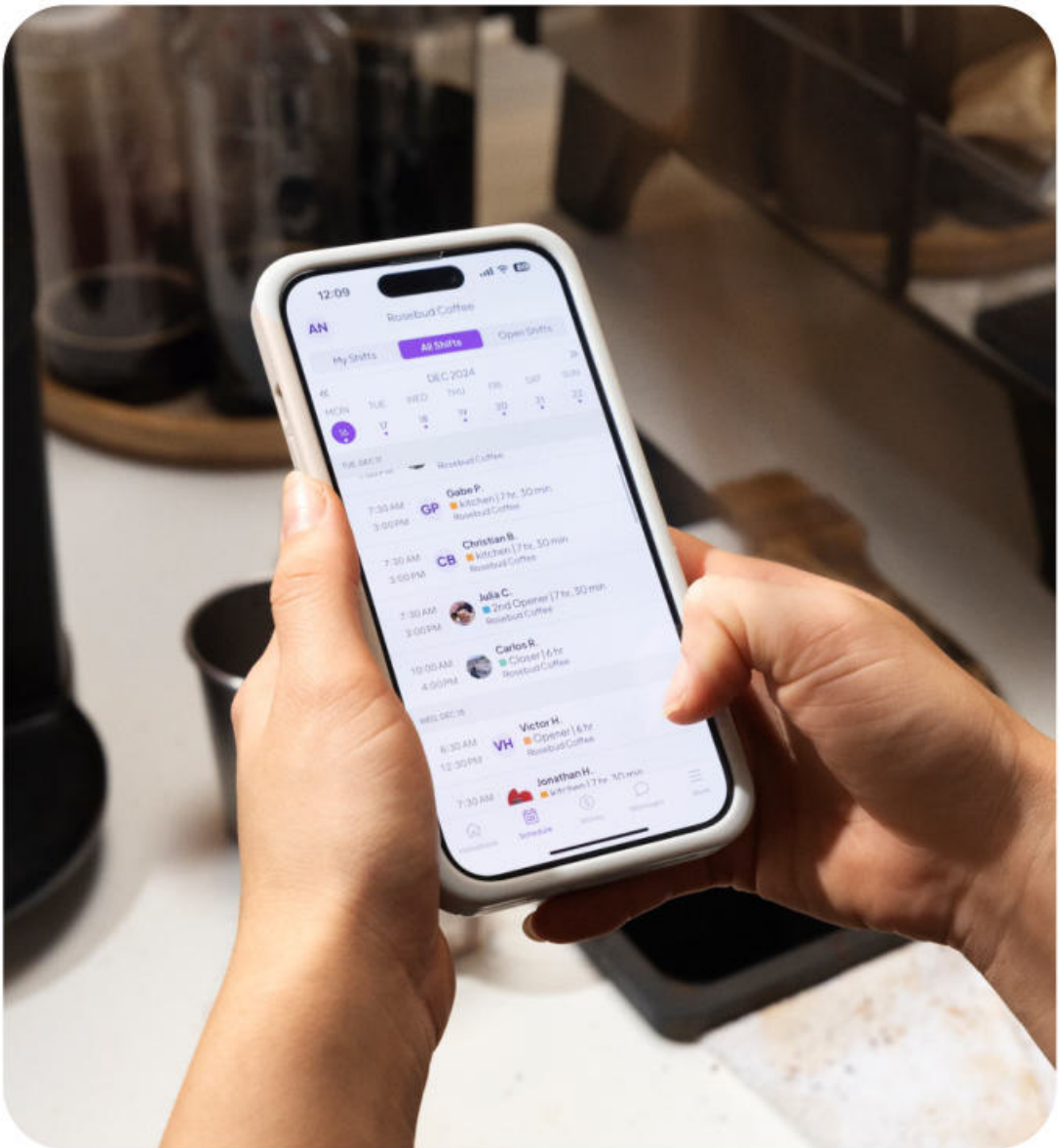
We meet people where they are through simplicity and warmth—removing barriers and creating work that feels welcoming.

Bold

We keep people engaged through bold, thoughtful ideas and execution—always pushing forward without sacrificing clarity.

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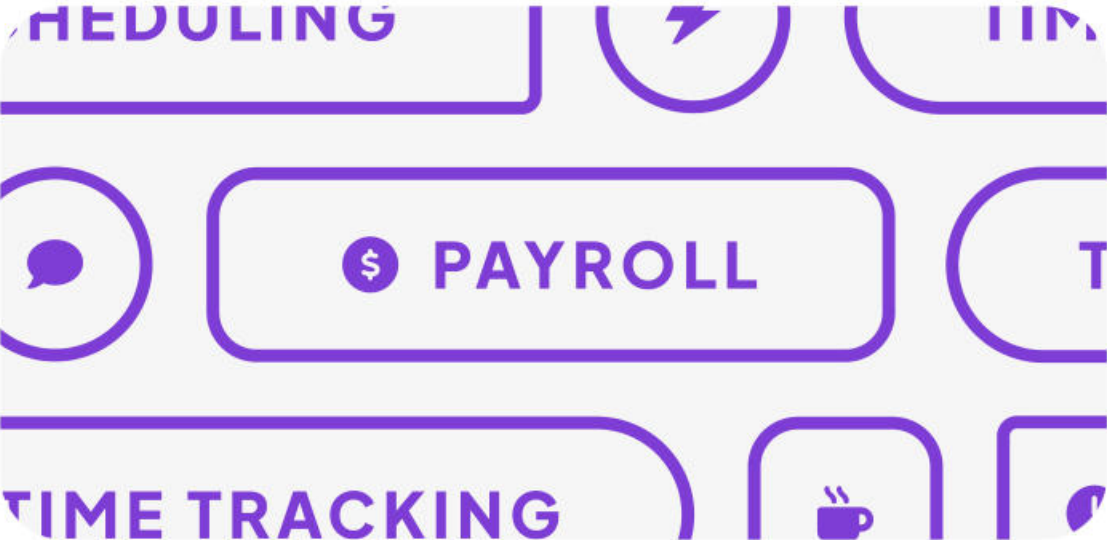
SCHEDULE. MANAGE. PAY.
ALL FROM ONE EASY APP.



AI Assistant



homebase



FLOWERBOY
PROJECT

WHAT
MAKES OUR
TEAM
SPECIAL

Logo

Logotype

This is our primary logo. It should lead all high-visibility and external-facing communications, ensuring strong brand presence and recognition.

Use the logotype across: email, print, advertising, social content, and paid marketing campaigns. For someone encountering our brand for the first time, the logotype establishes who we are.

Logomark

Our secondary logo is used selectively. The logomark functions as a simplified brand identifier, ideal for small spaces and places where the logotype is impractical.

Appropriate uses include the app icon, social profile icons, and specific in-product experiences. It should never replace the logotype in broader brand communication.

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A large, light gray rectangular box containing the word "homebase" in a bold, lowercase, purple sans-serif font, centered horizontally and vertically.

homebase

A purple rectangular box with rounded corners containing the word "homebase" in a bold, lowercase, white sans-serif font, centered horizontally and vertically.

homebase

Logotype



Logomark

Logo

Our logo, logotype and logomark, should never be altered or modified in any way.

It may only appear in Purple Haze or white—no other colors are permitted.

The logotype should never be outlined, stylized, or adjusted, and must always appear as a single, unified color without being divided or separated.

The logotype and logomark should not be used together; always choose one or the other based on the context.

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Don't use any other colors than Purple Haze or white.



Don't outline or apply strokes.



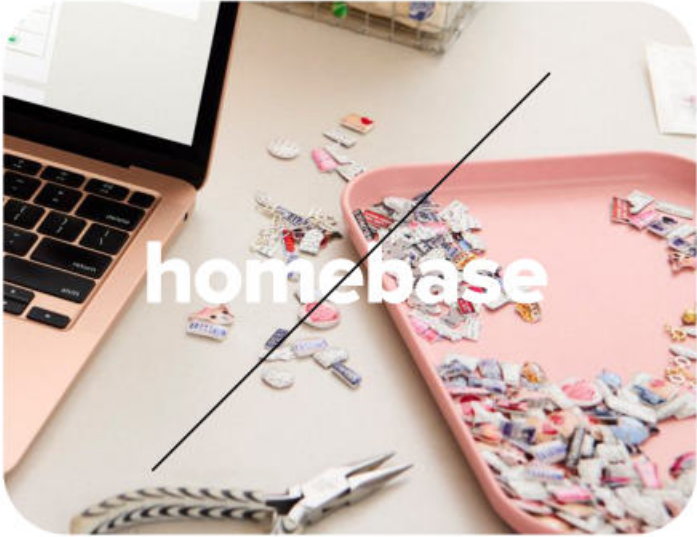
Don't break up the logo in any way.



Don't pair the Logomark with the Logotype.



Don't alter the angle of the logo.



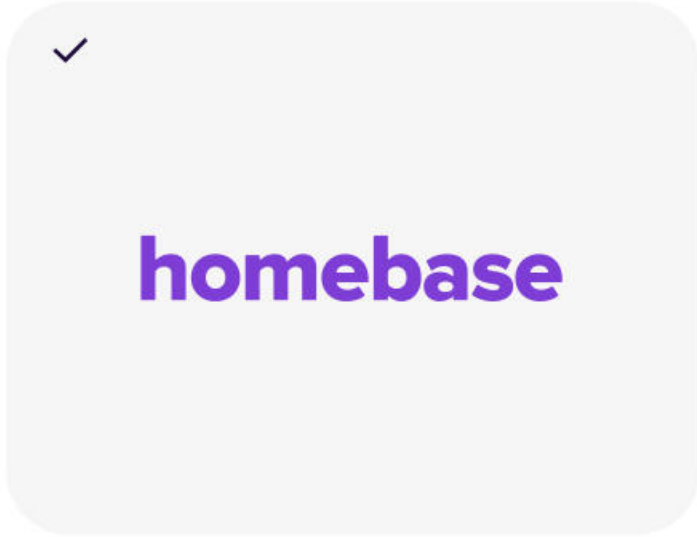
Don't use the logo on a busy background.



Don't apply dropshadows or any effects.



Don't skew the logo in any way.



Use the logo in Purple Haze on lighter backgrounds.



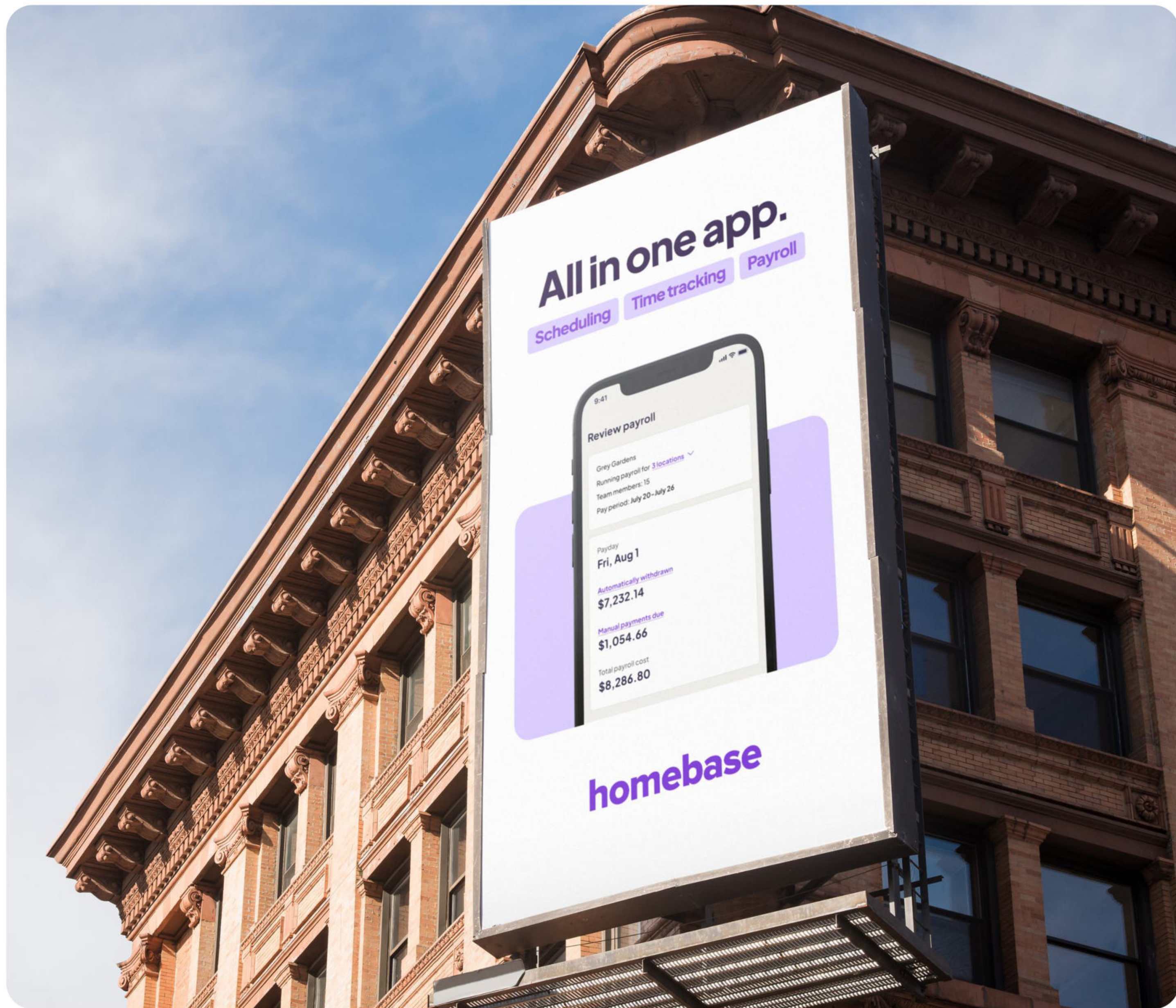
Use the logo in White Stripes against Purple Haze.



Use the logo in Purple Haze against Deep Purple.



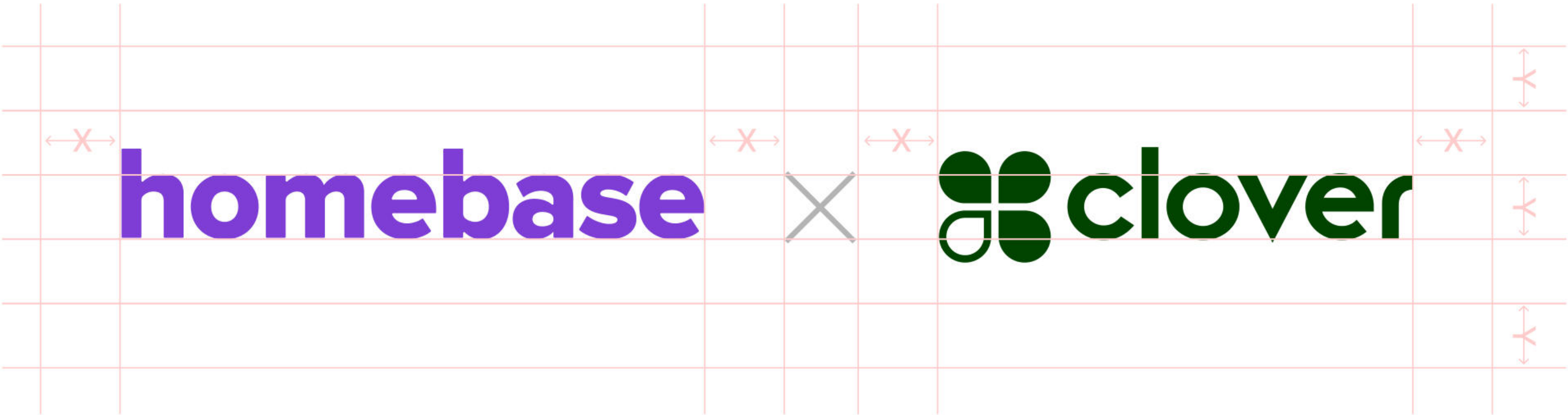
Use the logo in White Stripes against dark backgrounds.



Cobranding

We collaborate with many partners, and our campaigns often feature both our logo and a partner’s logo. In these cases, the two logos should be separated by an “X”, with equal spacing between each logo and the “X” to maintain balance and clarity.

Pay close attention to sizing—logos should be adjusted so they appear optically equal, ensuring neither brand outweighs the other.





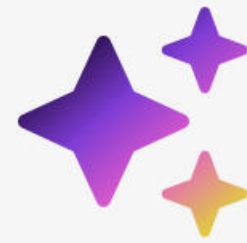
Running your hourly team just got way, way easier

Welcome to Homebase: the all-in-one app to
manage your hourly team.

Get started

AI Branding

Assets promoting our AI Assistants use our spectrum gradient to add energy and vibrancy. The sparkles icon further distinguishes AI Assistants from our other offerings.



 **AI Assistants**



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**AI ASSISTANTS
THAT DO THE
WORK FOR YOU**

Colors

Primary Colors

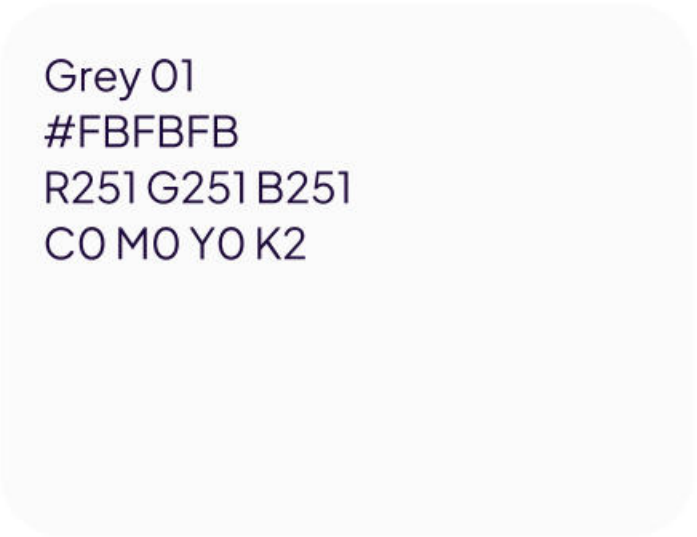
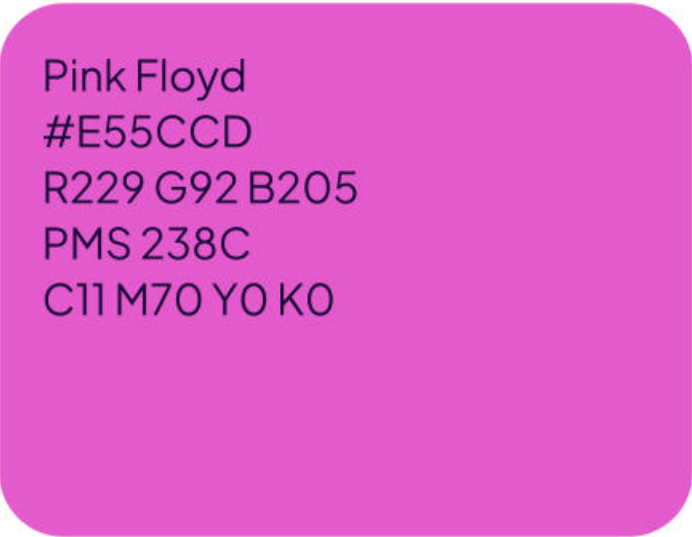
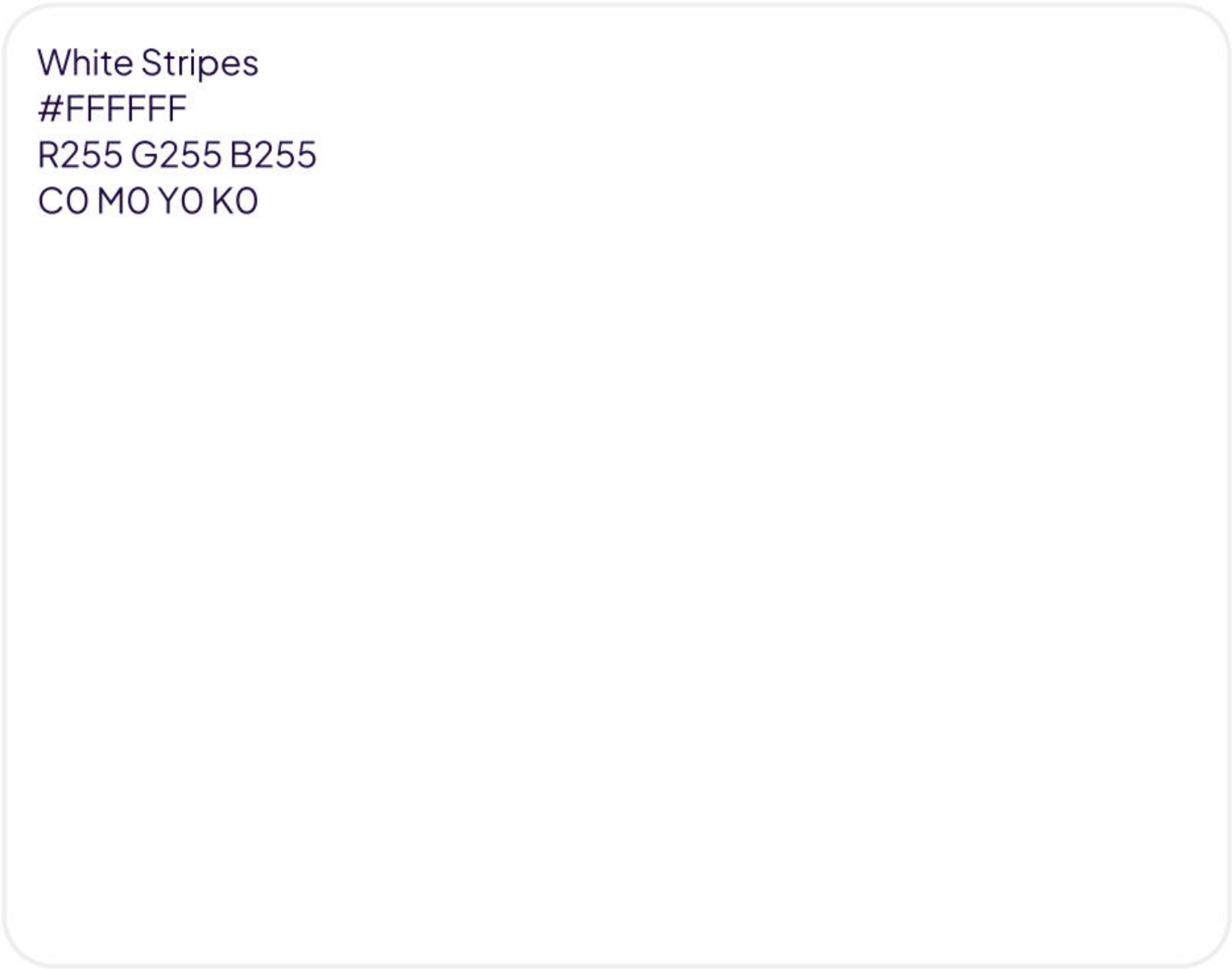
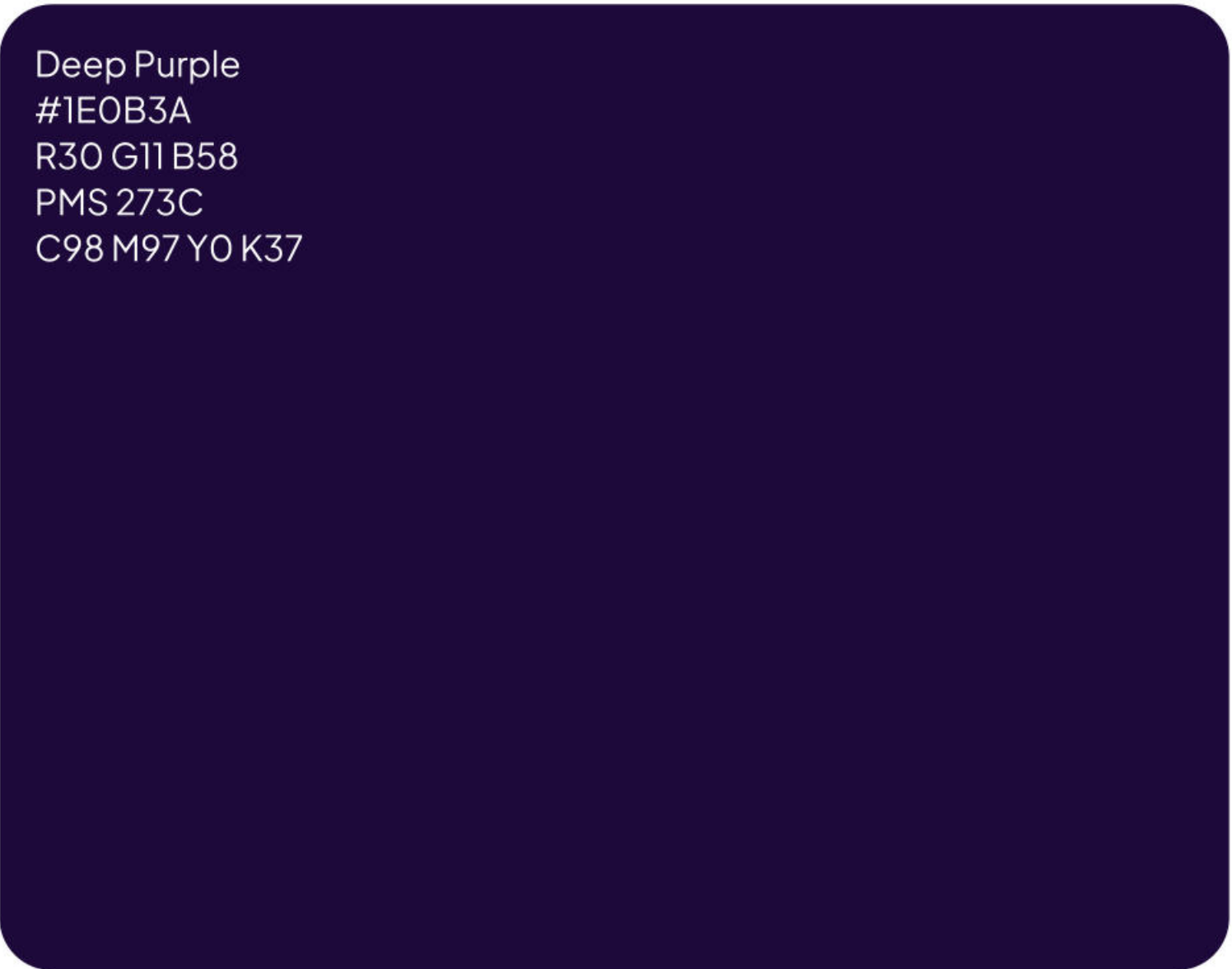
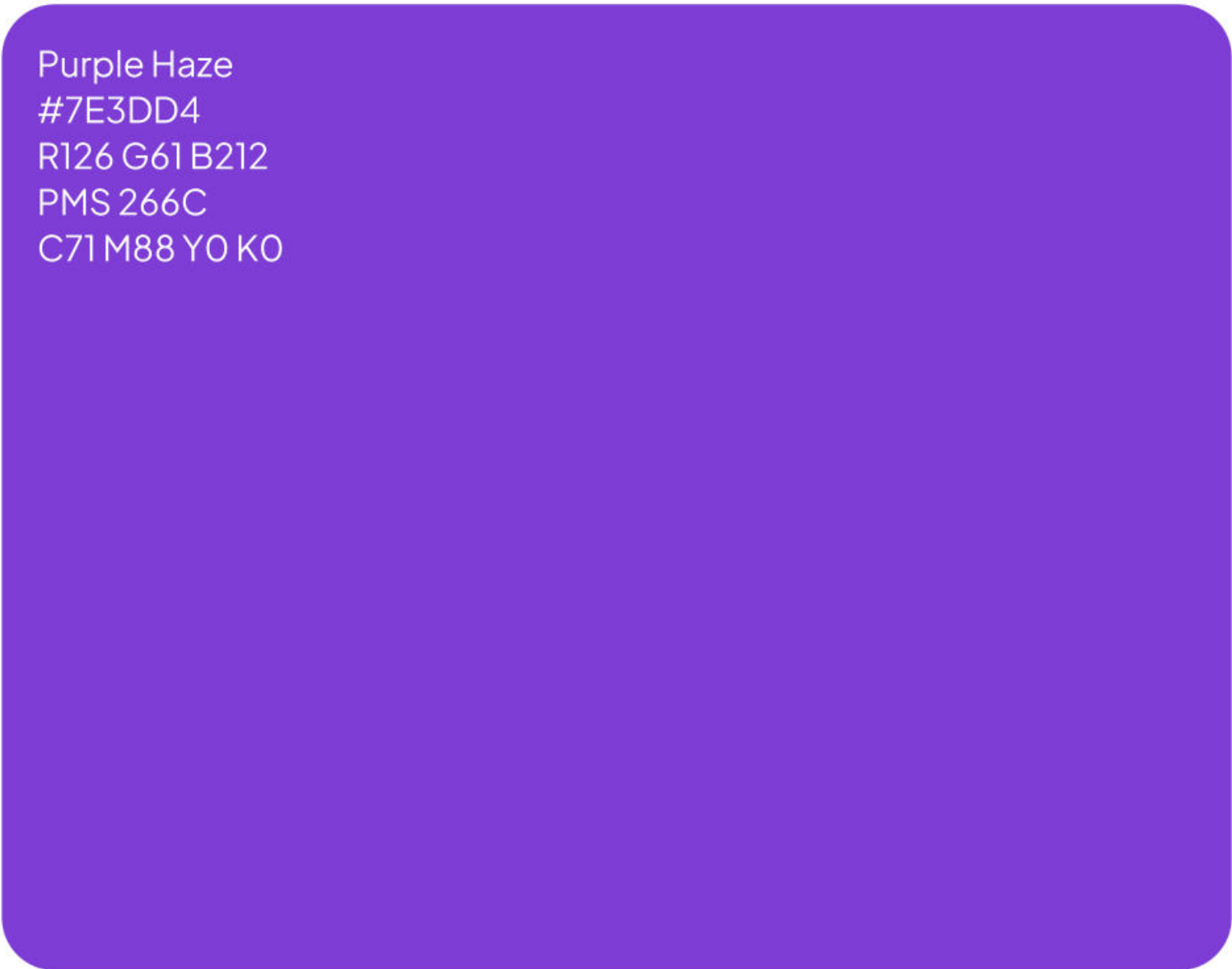
Purple Haze and white serve as our core brand colors, anchored by Deep Purple for depth and contrast. These colors form the foundation of our visual identity and should appear consistently across all brand touchpoints.

Secondary Colors

Our secondary palette includes Yellowcard and Pink Floyd. These colors provide flexibility and accent moments but should always support-never overshadow-the primary palette.

Pairings, Proportions, and Backgrounds

Purple should remain a constant element in our color usage. Color on white-or white on color-provides the strongest, cleanest expression of the brand. When creating compositions, limit palettes to Purple, white, and no more than two secondary colors at a time to maintain visual clarity.

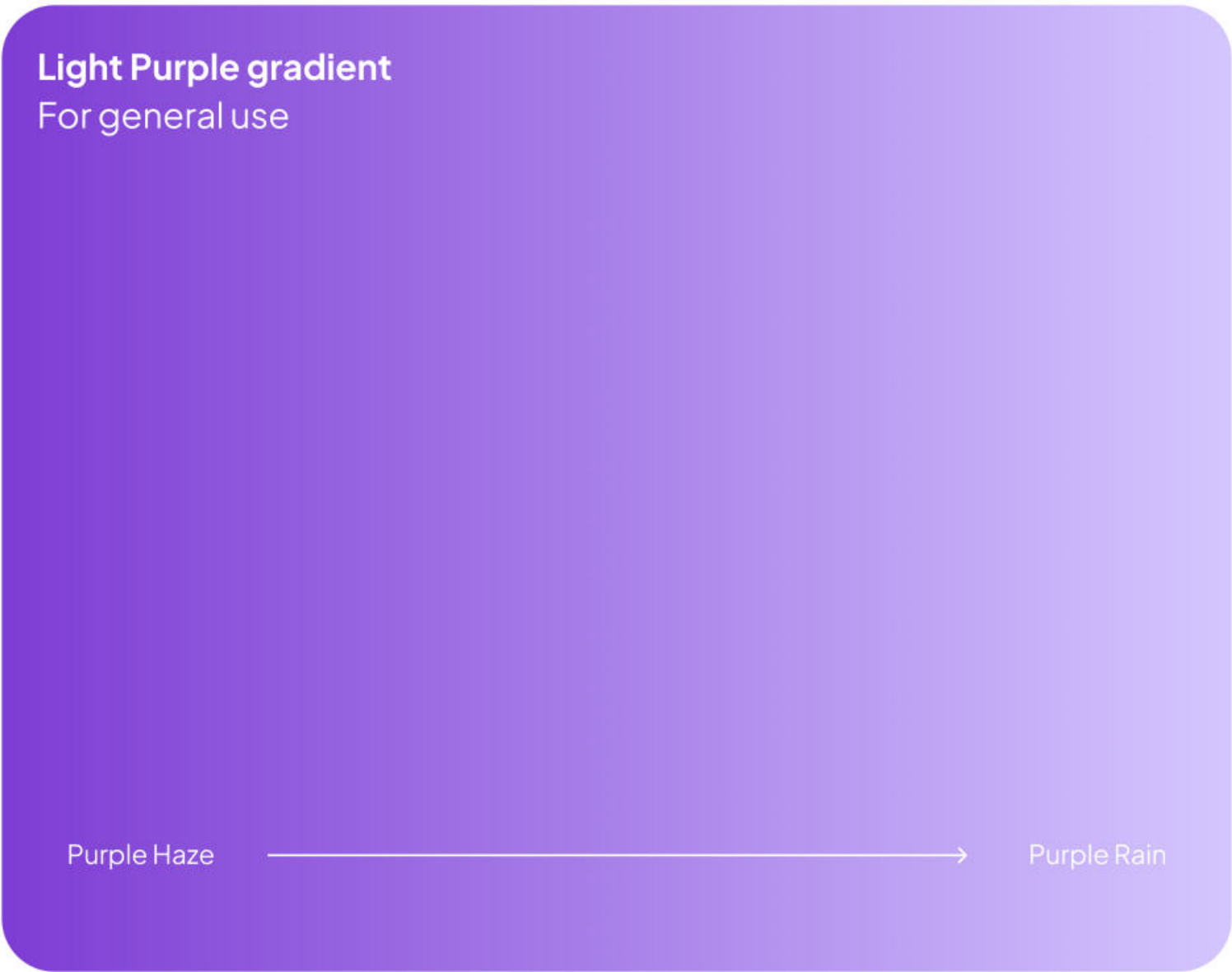
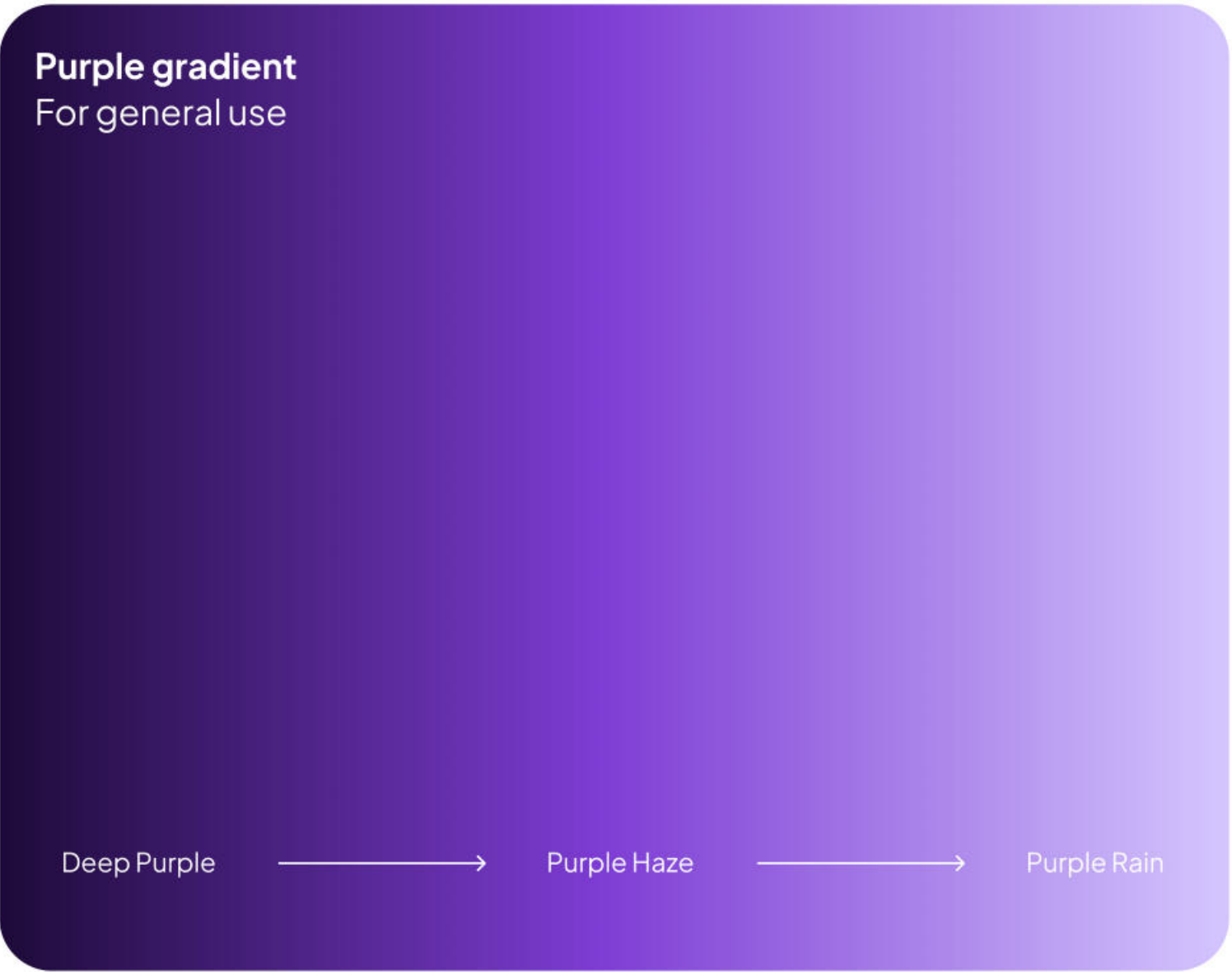
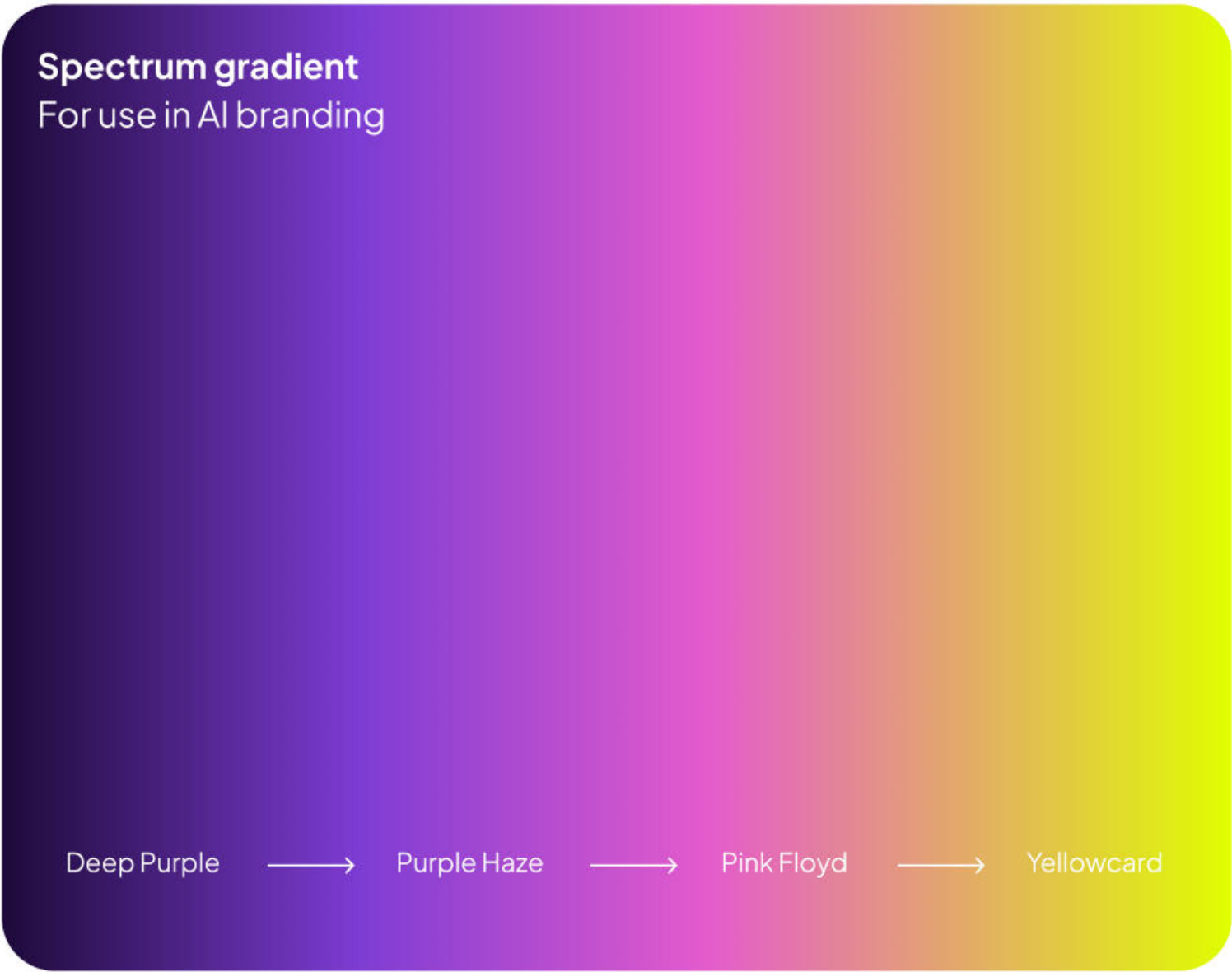


Colors

Gradients

We use two primary gradients, each grounded in our signature Purple Haze.

Gradients should be applied thoughtfully and sparingly. The spectrum gradient should never be used as a background; reserve it for smaller, accent-level applications where it can add energy without overwhelming the design.



Colors

How we approach color

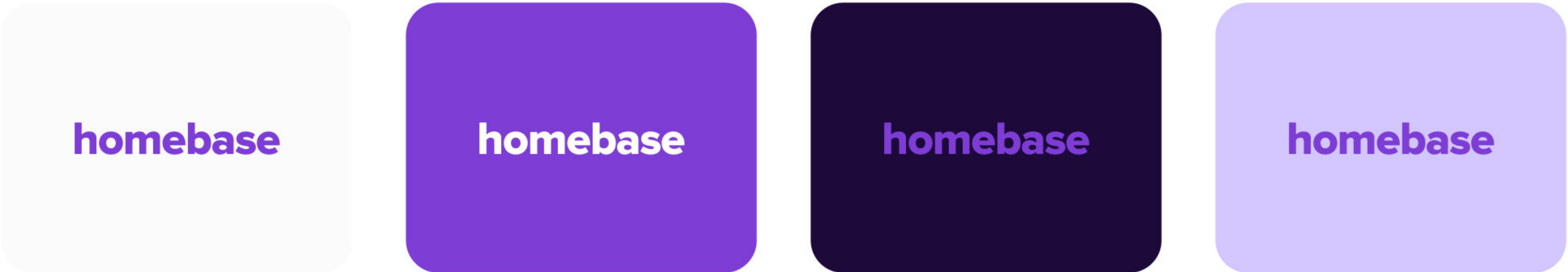
Purple Haze is the anchor of our visual identity and should always be present in our compositions.

Secondary colors should be used sparingly and only to support key moments. Yellowcard and Pink Floyd should never be used as primary colors or background colors.

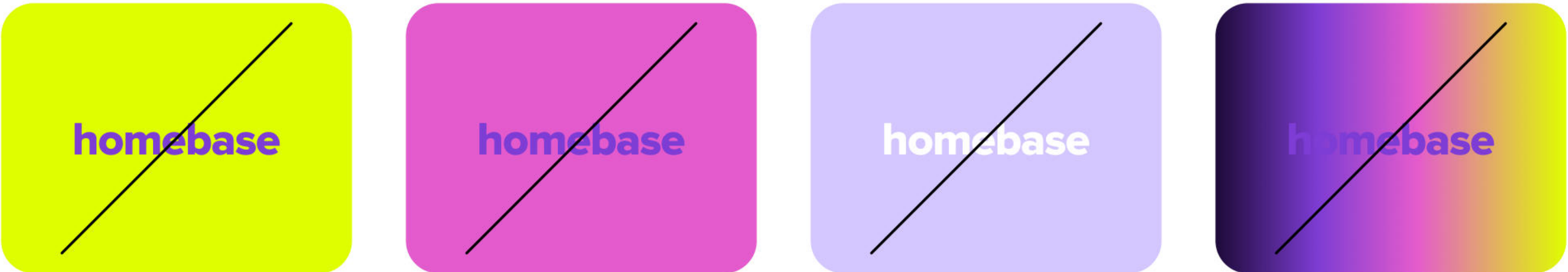
The full spectrum gradient should also never serve as a full-background treatment; reserve it for smaller, accent-level applications where it adds energy without overwhelming the design.

Maintain strong contrast at all times. Light backgrounds should pair with darker elements, and dark backgrounds should pair with lighter elements to ensure clarity, accessibility, and visual balance.

Primary combinations



Unacceptable combinations



PAYDAY.

YAY

I used Homebase when I worked in the restaurant industry, so when we started this business, it was a no-brainer to use it here, too.

Nikki Stone
Co-owner

Ready to **pay** roll.

Haricot Vert, NY. Payroll user since 2022

REWIND

The year in stats from 150K+ Homebase teams →

BEST PAYROLL

FOR SMALL BUSINESS

2024 - CNN UNDERSCORED

Hiring Assistant

30 Candidates

14 Screened

4 Top Matches



Alex
Barista

Top match

View



Ciara
Barista

Motivation: Passion

View

Scheduling Assistant

6:30am-1:30pm

Barista AM

Frequent for Aaron

7:30am-1:30pm

Dishwasher

Frequent for Aaron

Mon

Tue

Wed

Thu

Fri

Sat

Sun

Build schedule



Typography

Display

We use Druk Bold and Druk Bold Italic for impactful, high-energy moments. Druk Bold can serve a purely functional purpose in titles or take on a more expressive role when paired with other Druk weights and sizes.

DRUK

**MEDIUM
BOLD
HEAVY
SUPER
CONDENSED
WIDE**

REGULAR WIDE

Expressive combo

ABCDEF
01234567
(!@#\$?&}

Bold 164/86%

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Typography

Primary / workhorse
Plus Jakarta is our primary, hardworking typeface for both headlines and body copy. We use Extra Bold for headlines and Medium for body copy. Because Plus Jakarta has a naturally lighter structure, Medium provides better readability than Regular in most cases, though small exceptions may occur.

Plus
Jakarta
Sans

Extra Light
Light
Regular
Medium
SemiBold
Bold
Extra Bold

Ready to payroll.

48pt -2 spacing (period -8)

AaBbCc
01234567
(!@\$?&}

Extra Bold 112pt/92%

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Druk

Druk is a core part of our brand voice, and we use it in two ways: functional and expressive.

Functional Use

For functional typography, we always use Druk Bold. Its clarity and weight make it the most readable choice for:

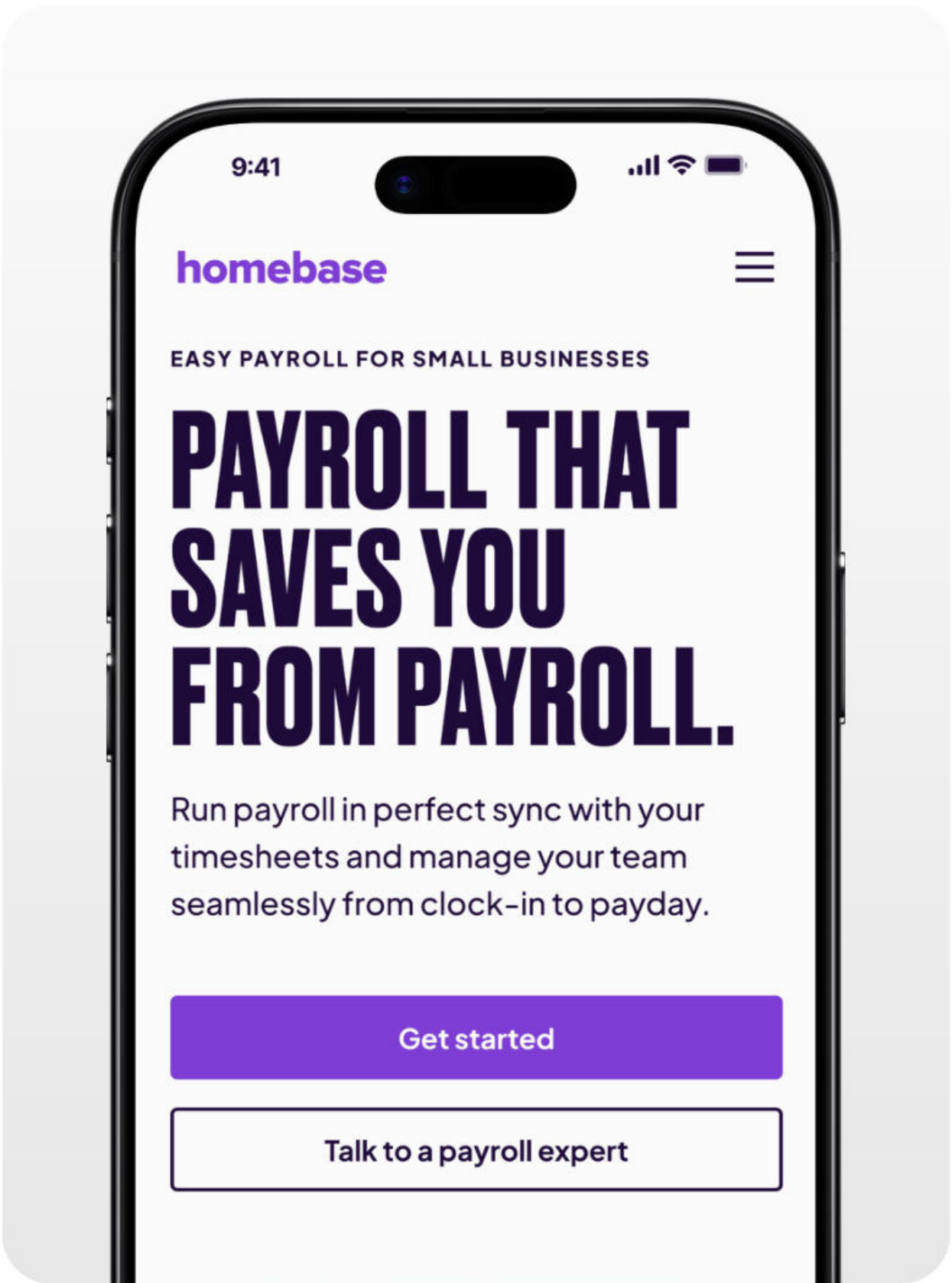
- Website H1s
- Primary campaign headlines
- Titles in PDFs, decks, and presentations

Expressive Use

In more creative or artistic applications, we can use any weight of Druk, including Druk Condensed and Druk Wide. This is where type can become part of the visual expression itself, allowing scale, contrast, and combinations of styles to create energy and personality.

What Not to Do

While Druk Condensed and Wide styles are great for expression, they should never be used functionally. Their proportions reduce legibility, making them unsuitable for headlines that must be read quickly and clearly.



Functional



Expressive

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**HOURS
WAGES
TAXES
PAYROLL
DONE.**



JANE & THE LION

IT TAKES A TEAM HOUSTON, TX



homebase
FOR ACCOUNTANTS

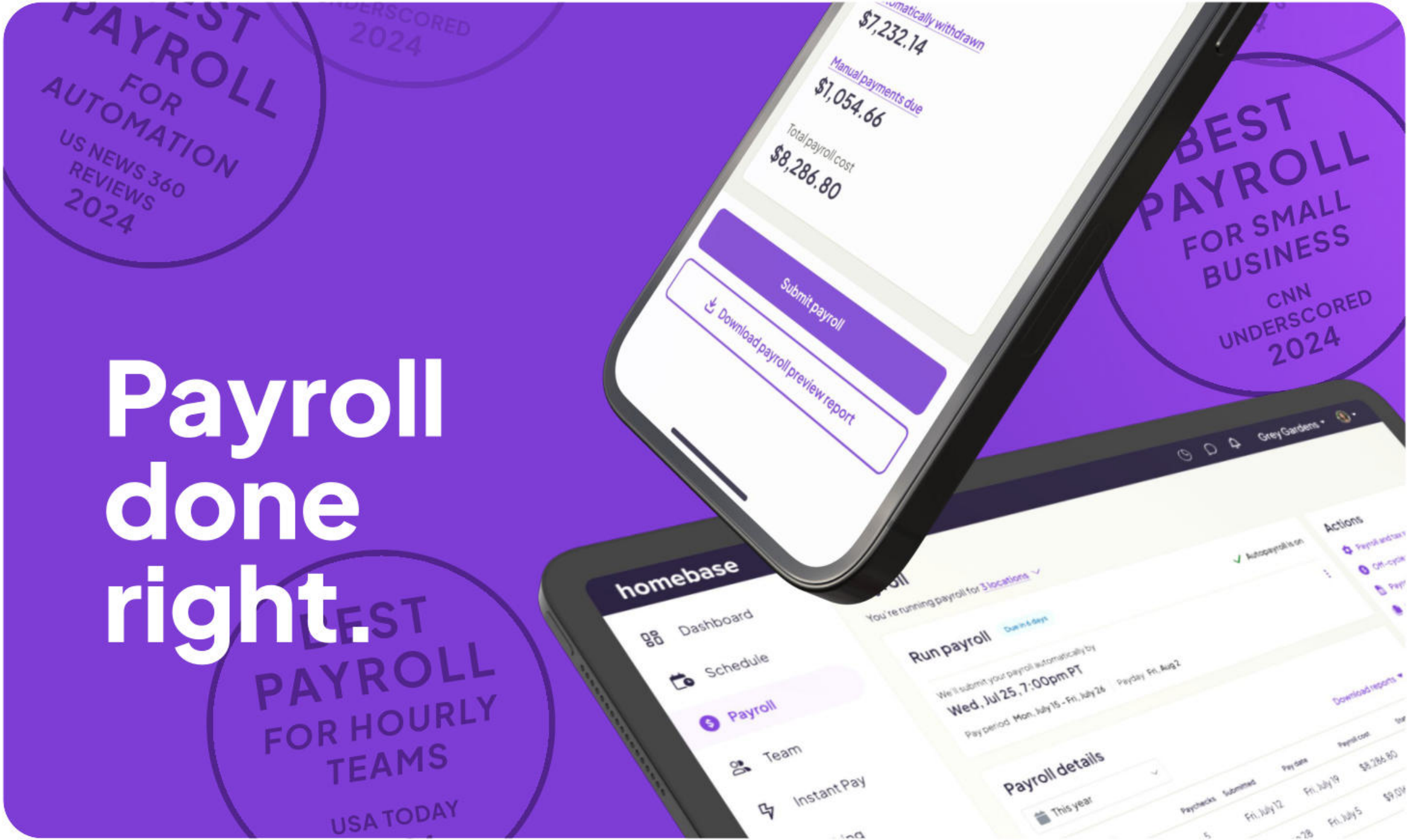
**WIN
WIN
WIN
WIN**

LESS
ADMIN

SAVE
TIME

HAPPIER
CLIENTS

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Graphic elements

Large Icons

Large icons are used as small visual accents to emphasize key messages or to add subtle background interest. Apply them thoughtfully to avoid overwhelming the layout.

Hand-Drawn Elements

Hand-drawn marks help draw attention to specific content. Use them sparingly—one or two at most—to maintain clarity and avoid visual clutter.

Stickers

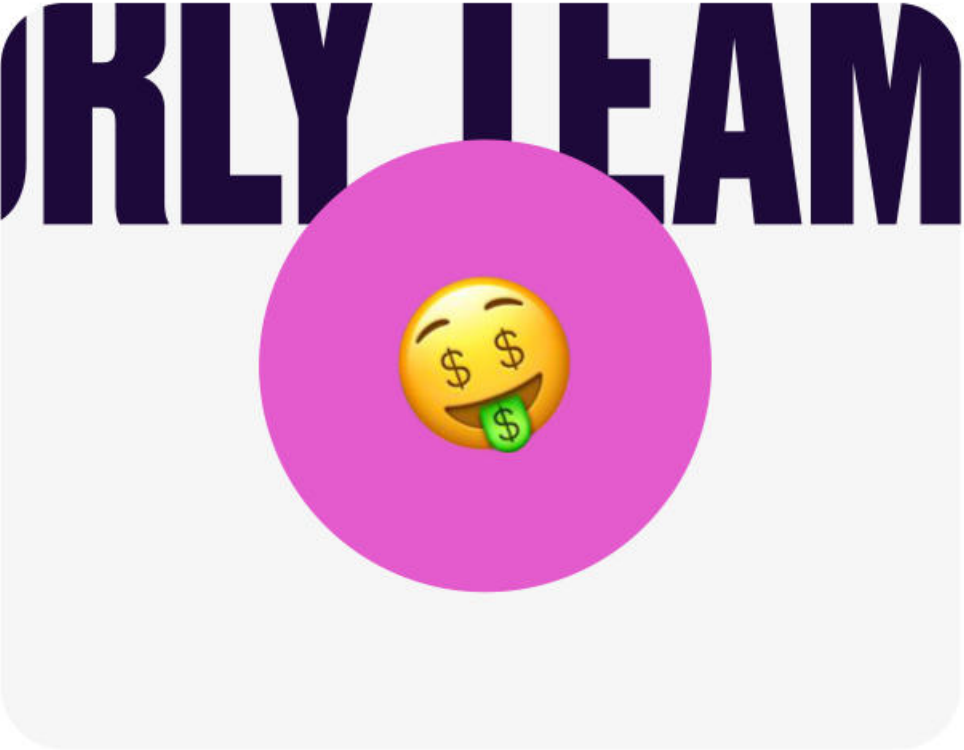
Stickers add depth, personality, and moments of emphasis. They should be used selectively and never in excess.

Emojis

Emojis introduce energy and informality to certain pieces. Use them with restraint to ensure they enhance the message rather than distract from it.

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Large Icons

Large icons serve as versatile visual elements that can either subtly accent messaging or create depth and texture as background graphics. They add energy and emphasis without overpowering the core content.

When used alongside text, limit large icons to one or two to maintain clarity and balance. They should always appear upright and never angled to preserve consistency and visual stability across applications.



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Manage a Team
December 19, 2023

The ultimate guide to salon management



Manage a Team
December 19, 2023

How to Calculate Bonus Pay & Taxes (2024 Update)



Manage a Team
December 19, 2023

Is overtime taxed more?
Here's what you need to know



Manage a Team
December 19, 2023

12 Proven Strategies For



Manage a Team
December 19, 2023

Small Business Payroll



Manage a Team
December 19, 2023

Tip Pooling & Sharing:

Hand-drawn elements

We use hand-drawn elements to introduce a human touch and to draw attention to specific parts of a layout. These elements should always be balanced by standard typography and other design components—they should never become the primary or sole visual focus.

Hand-drawn elements work best in small, intentional moments. Use them sparingly to maintain their impact; overusing them diminishes their purpose of adding subtle interest and guiding attention without overwhelming the design.

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CLOCK IN.



PAY. YAY.

**SHIFTS. HOURS.
PAYCHECKS.
IN ONE APP.**

homebase

joinhomebase.com



EVERYTHING APP

*FOR HOURLY
TEAMS*

Stickers

Stickers are used to call attention to key moments or to bring a sense of playfulness and life to a design. They should always support the composition—not dominate it.

Use stickers sparingly, limiting their presence to one or two per layout to maintain balance and avoid visual clutter. Stickers may include short words or phrases (typically 3–6 words for smaller stickers) as well as emojis or simple icons.

Stickers should complement other design elements and never serve as the primary focal point. Their role is to enhance—not replace—core messaging.



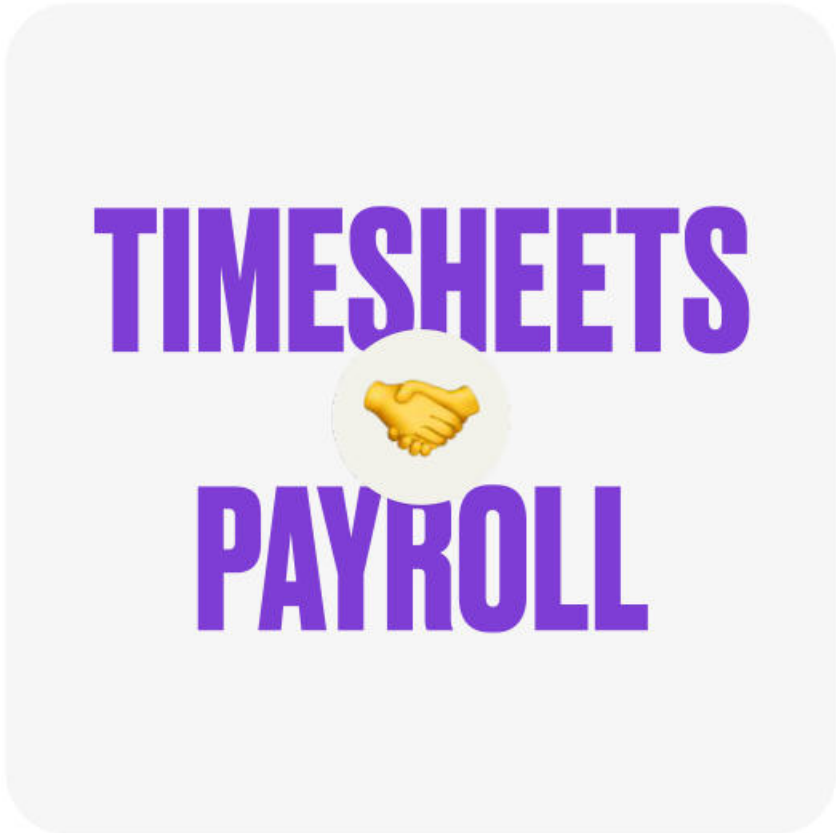
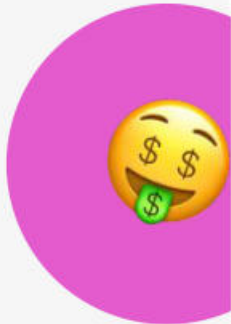
Emojis

We use emojis to draw attention or to bring energy and personality to a piece. They can be used as larger graphic moments or placed within body copy to emphasize specific words, phrases, or messages.

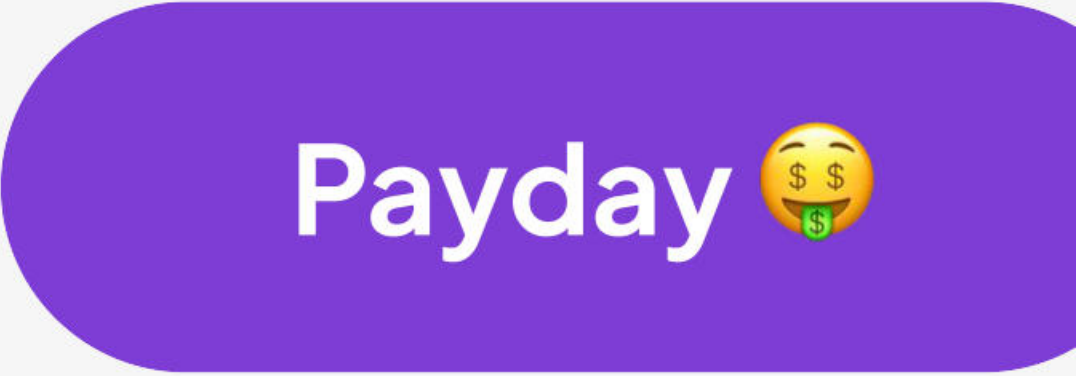
Emojis should always function as supporting elements—never the only visual component. Their role is to enhance and highlight key ideas, not replace core content. Use them intentionally and in moderation to maintain balance and clarity.

“It's been nice to have control of things, make them streamlined, and just have a consolidated, scheduling, payroll experience.”

Paulie Gee
Paulie Gee's Slice Shop,
Brooklyn, NY



(and everything in between)

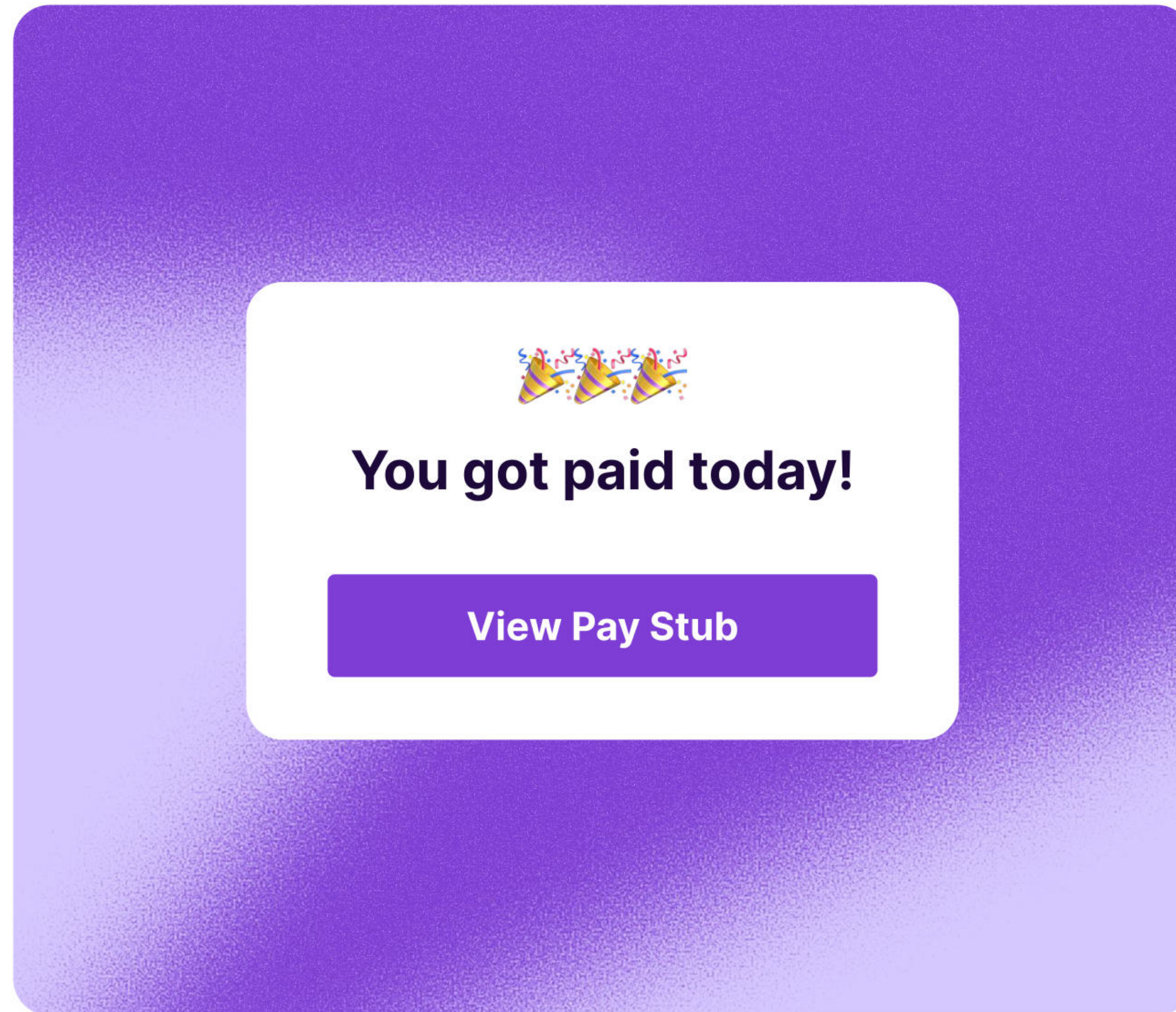


homebase

Backgrounds

We use a range of background styles—from textured and dynamic to clean, simple white or purple fields. Regardless of the style, backgrounds should always support the content placed on top of them.

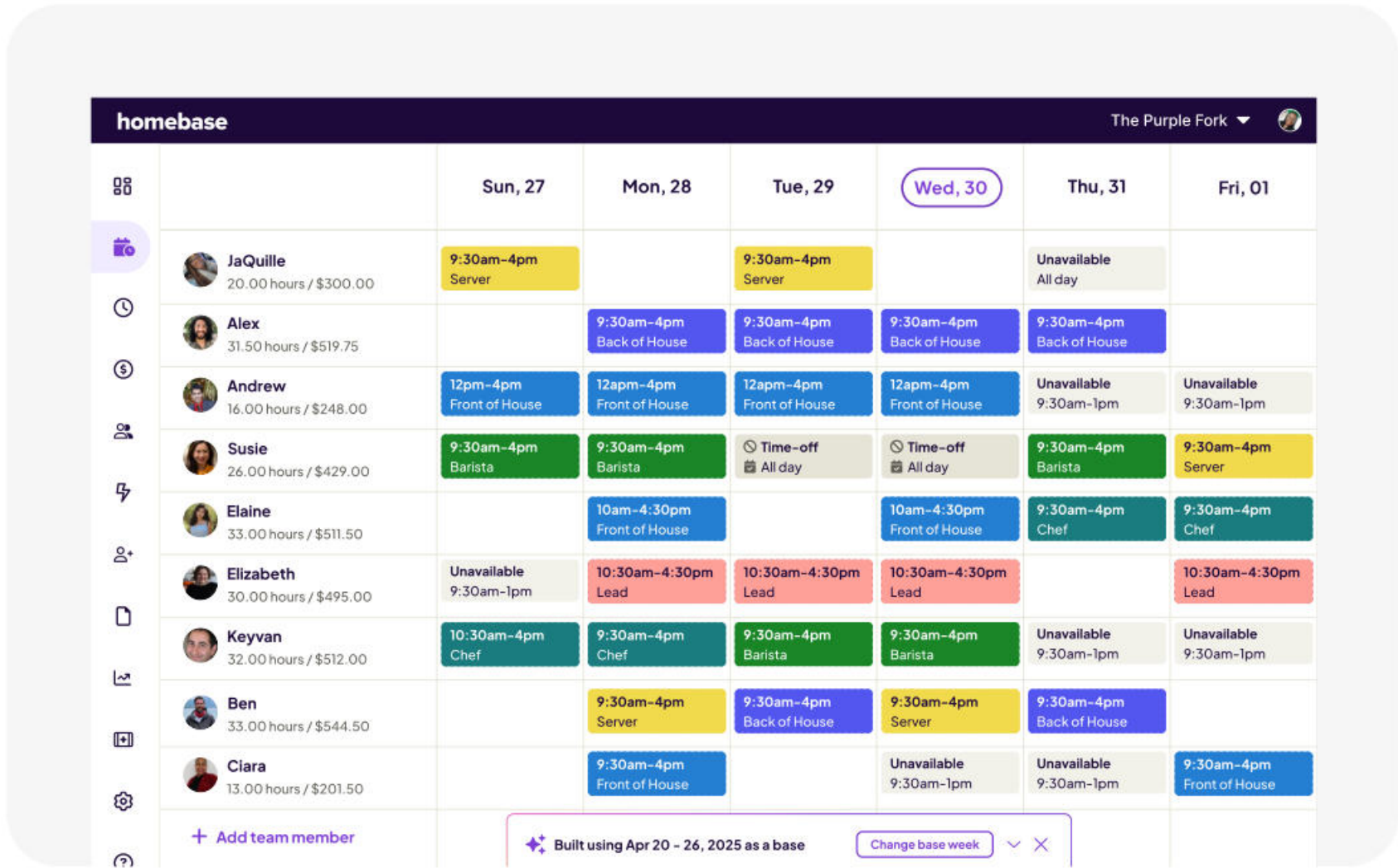
They should never overpower the artwork or typography, but instead complement and balance it, ensuring the message remains clear and visually accessible.



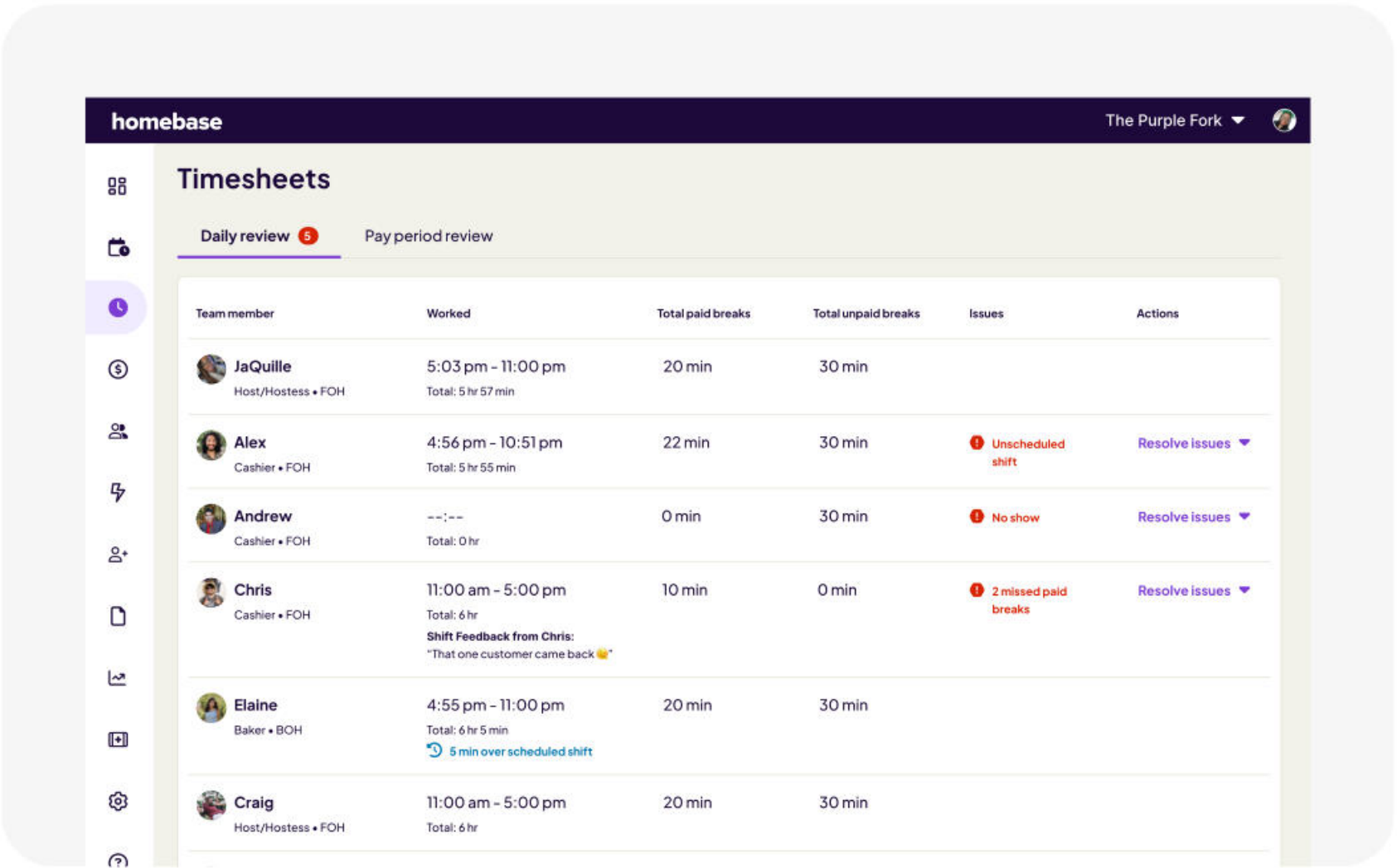
Product

Full, Detailed Screens
We use full-scale, detailed product screens to clearly demonstrate what our product looks like and how it works. These are shown at a larger size to highlight functionality and design.

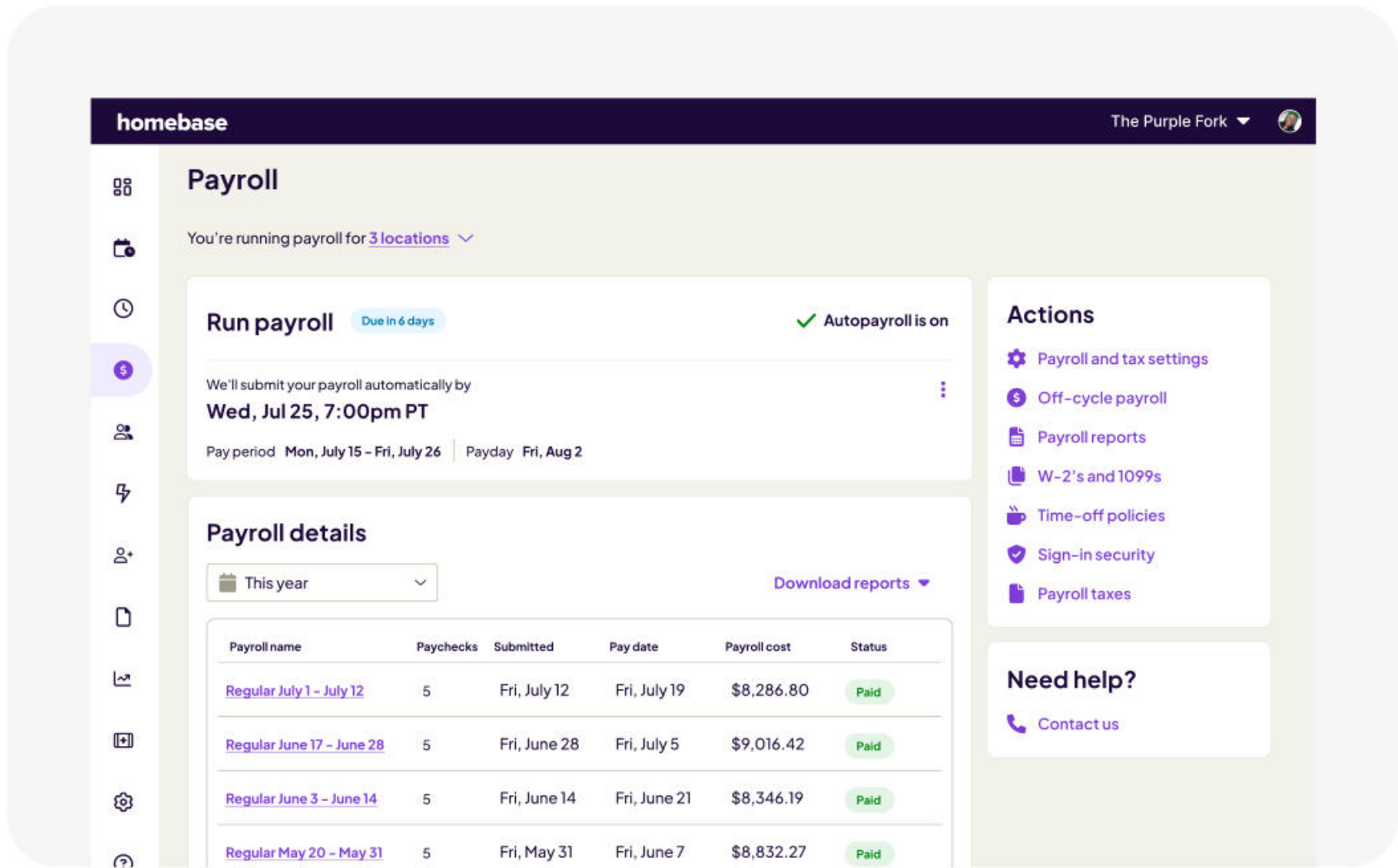
Full product views are also used in context—such as on laptops, tablets, or handheld devices within photography—to show the product in real-life usage.



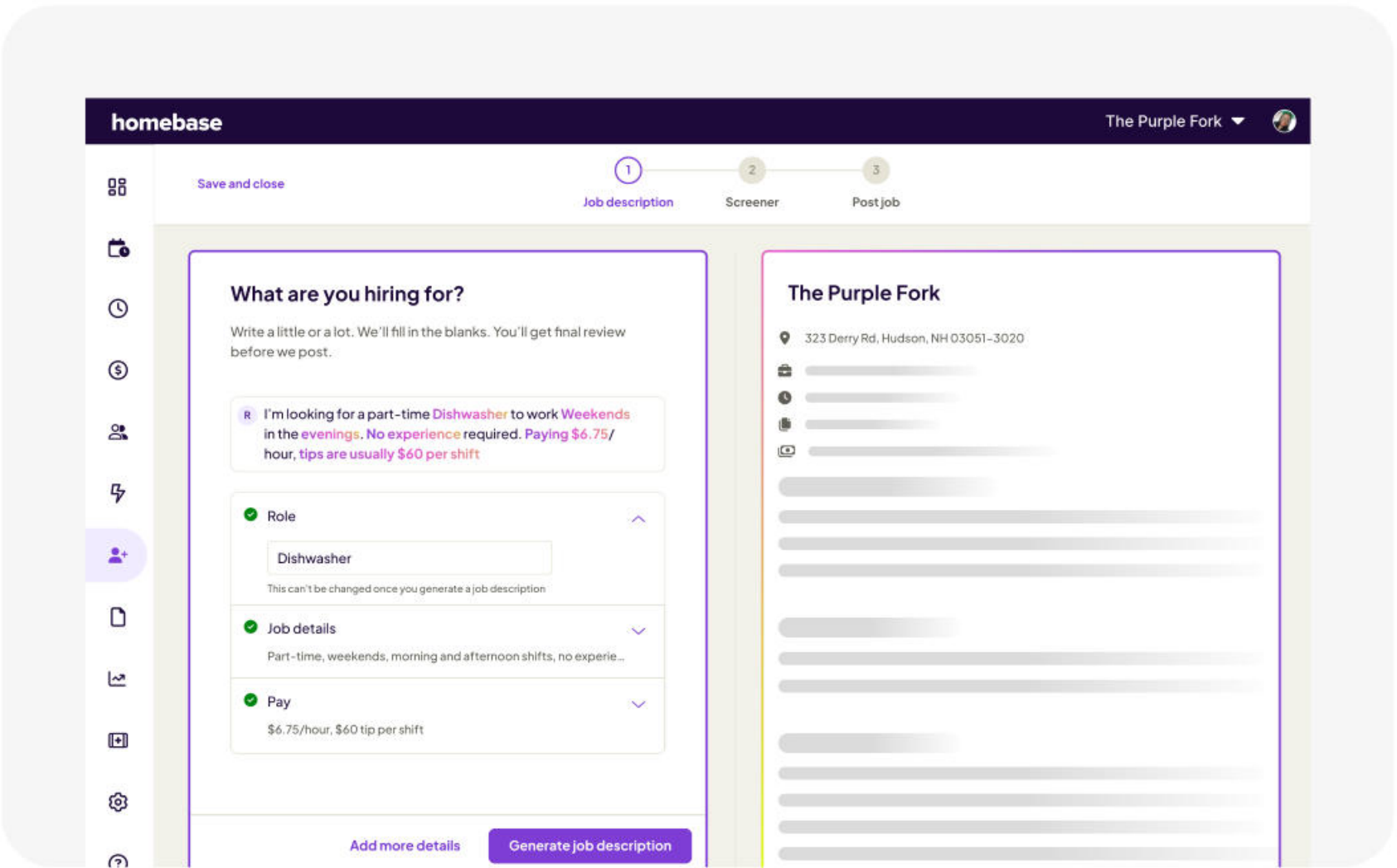
Scheduling



Time tracking



Payroll



Hiring

Product

Smaller, Simplified Screens
We also use smaller or less detailed representations of the product when we need to communicate an idea quickly. These simplified elements help convey core functionality without requiring full interface detail and work well in layouts where space or clarity is a priority.

 Screens library →

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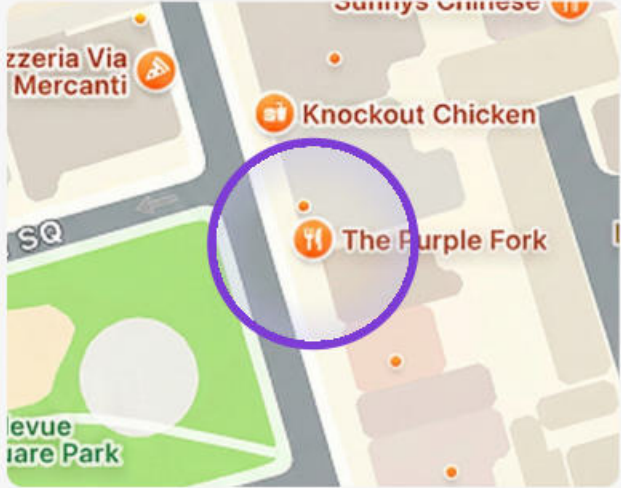
Server

9:30am–3:30pm
Cashier

12pm–6:30pm
Chef

 Publish

Scheduling



 Clock in

Time tracking

Running payroll for [3 locations](#) 

Team members: 5

Payday

Fri, Aug 2

Total payroll cost

\$8,286.80

Submit payroll

Payroll

 Role
Dishwasher

 Job details
Part-time, weekends

 Pay
\$6.75/hour

Post Job

Hiring



JaQuille
Barista



Alex
Barista

 **Top match**

 **Mon, May 12**
9:00 am – **5:23pm** 

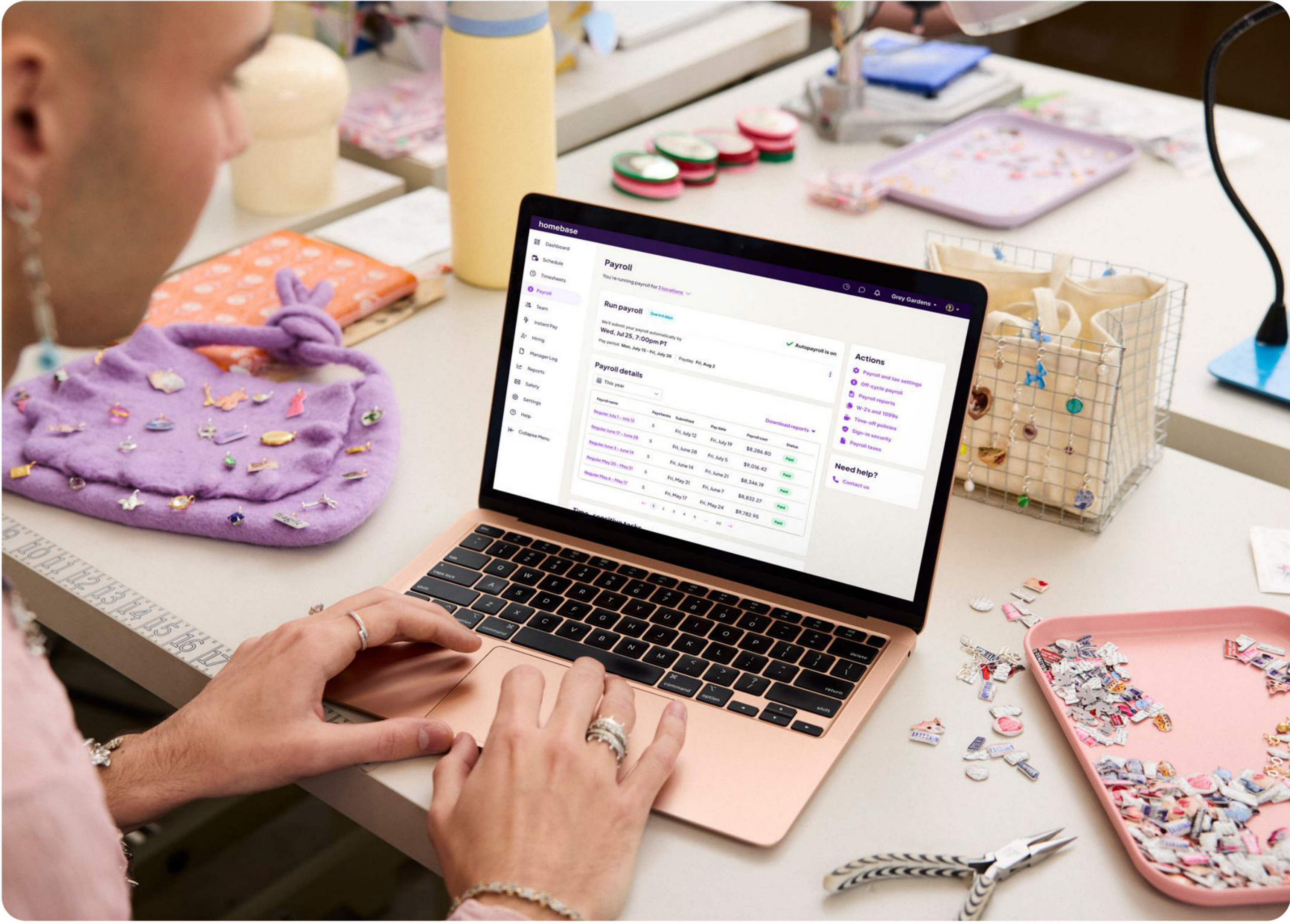
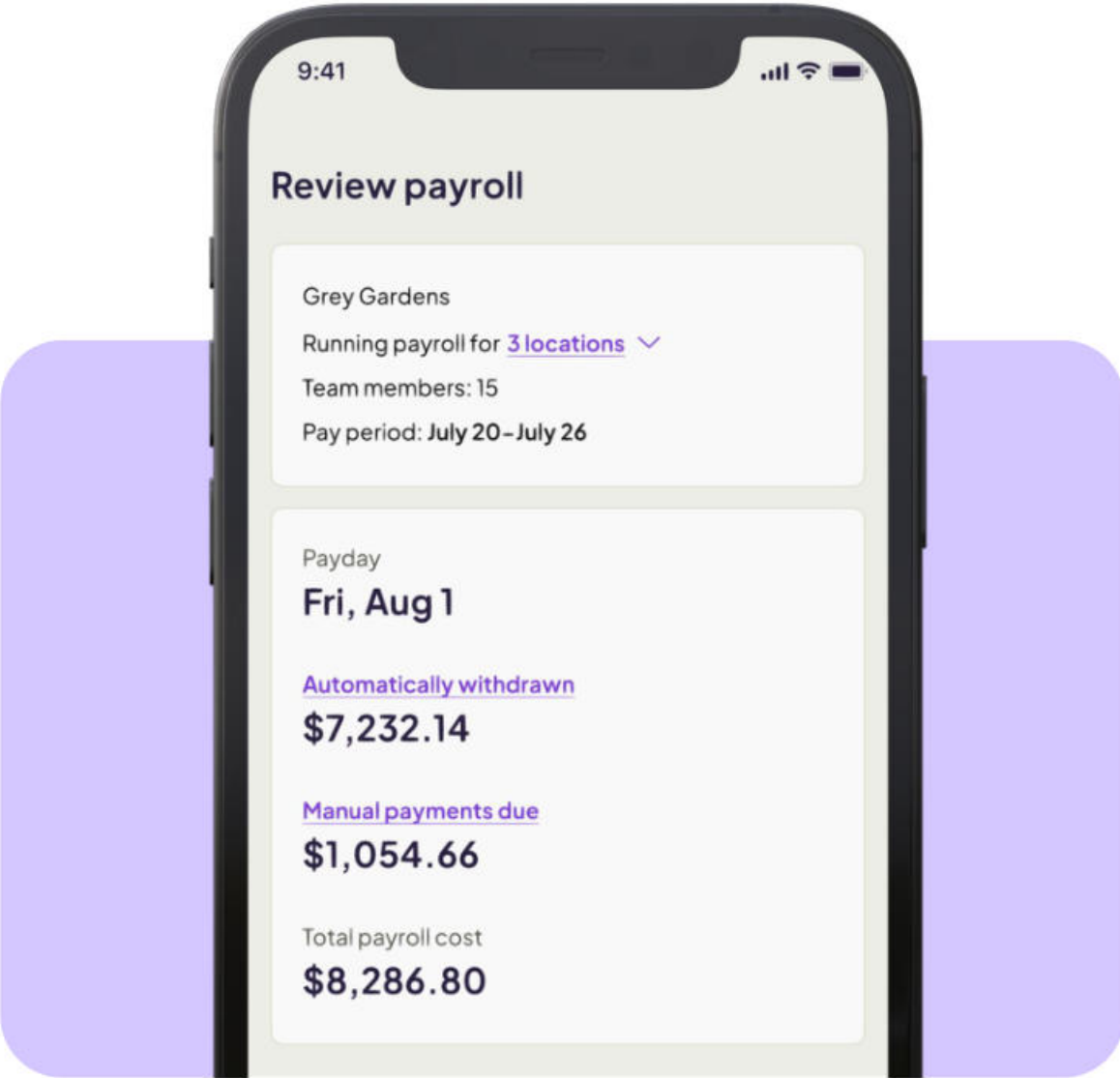
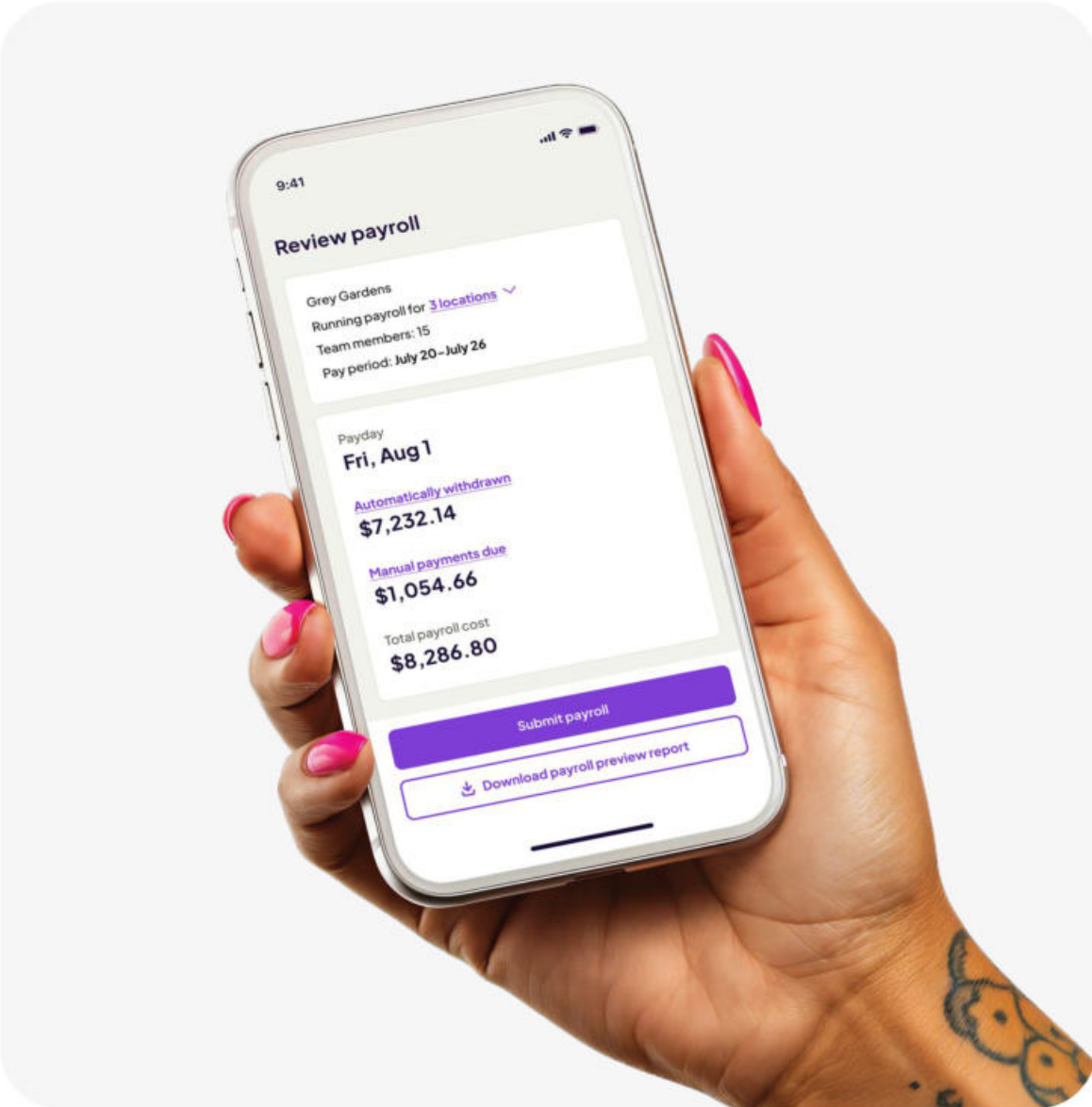


Total: 8 hrs 20 min

 Paid 30 min • Unpaid 0 min

 **Assisted clock out**

AI Assitants



Photography

Our photography celebrates the people who make small businesses run: owners, employees, and teams.

Overall
We want people to look natural. We want to show them as everyday heroes who are relatable and inspiring. They should be candid, warm, and friendly.



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Photography

Here are a few things to keep in mind when using photography, or on a photoshoot to capture new images.



People
Feature small business owners, employees, and teams (groups).



Products
Highlight what the business sells or makes. Keep it simple.



Spaces
Capture the space and special details to give a sense of place and personality.



Compositions
Consider each subject and surroundings to get the best composition. This might include different angles and moving locations.



Lighting
When possible: use natural light. Avoid direct midday sun and heavy shadows.



Retouching (as needed)
We use retouching to clean things up, but want to ensure images look natural and real. Keep palette warm and rich.

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Photography



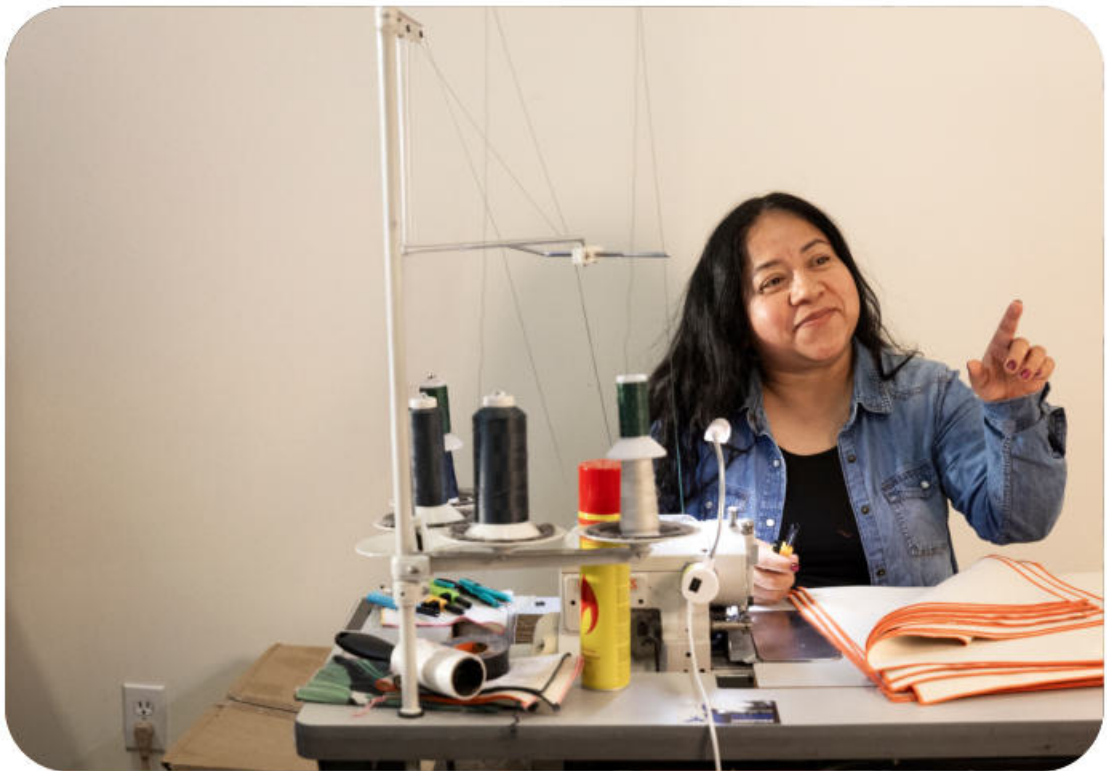
Do: Show people in the moment.

Don't: No formal poses.



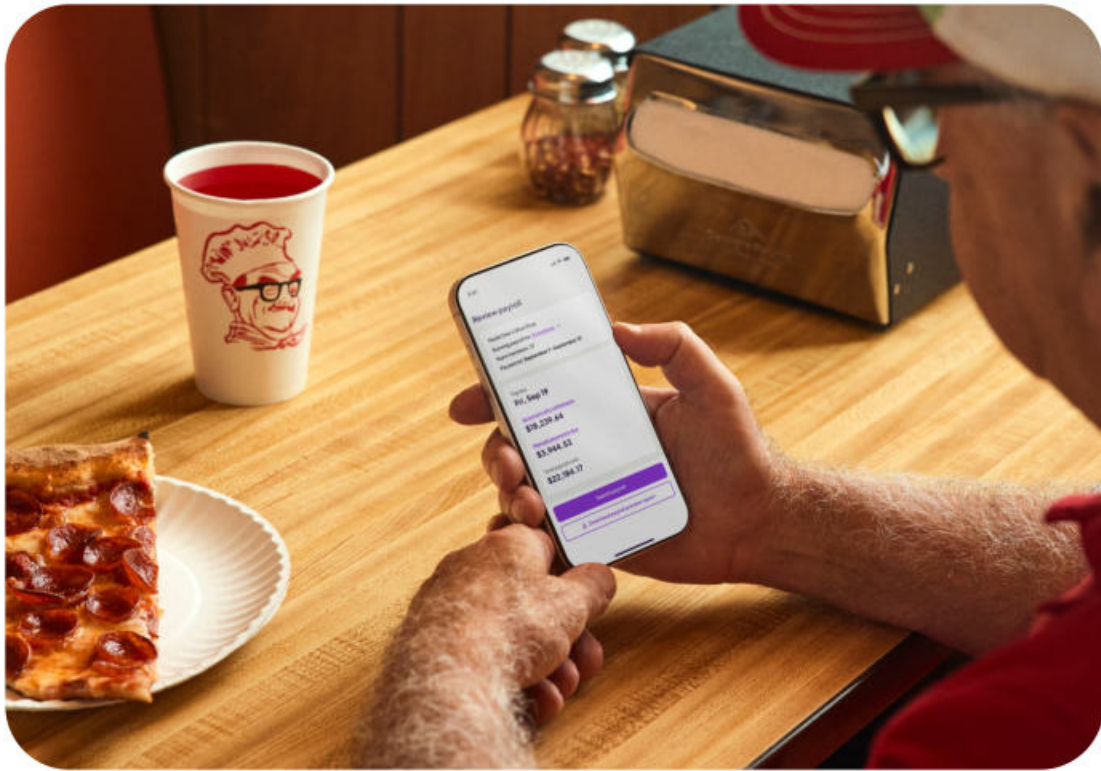
Do: Show teams with good energy and plenty of light, if possible.

Don't: Use awkward compositions.



Do: Crop to the best composition.

Watch out: for awkward tangents.



Do: Show Homebase product in-use, when possible.



Do: Ensure resolution is good. We save out pics at 2–3X for social posts.



Team

Do: Use a warm overlay when placing typography over image, for readability,

R 210 G 205 B 200

Voice & Tone

Voice is how Homebase always sounds and how we keep the brand consistent. No matter where we appear, we are:

Neighborhoodly. *Helpful. Relatable. Accessible.*

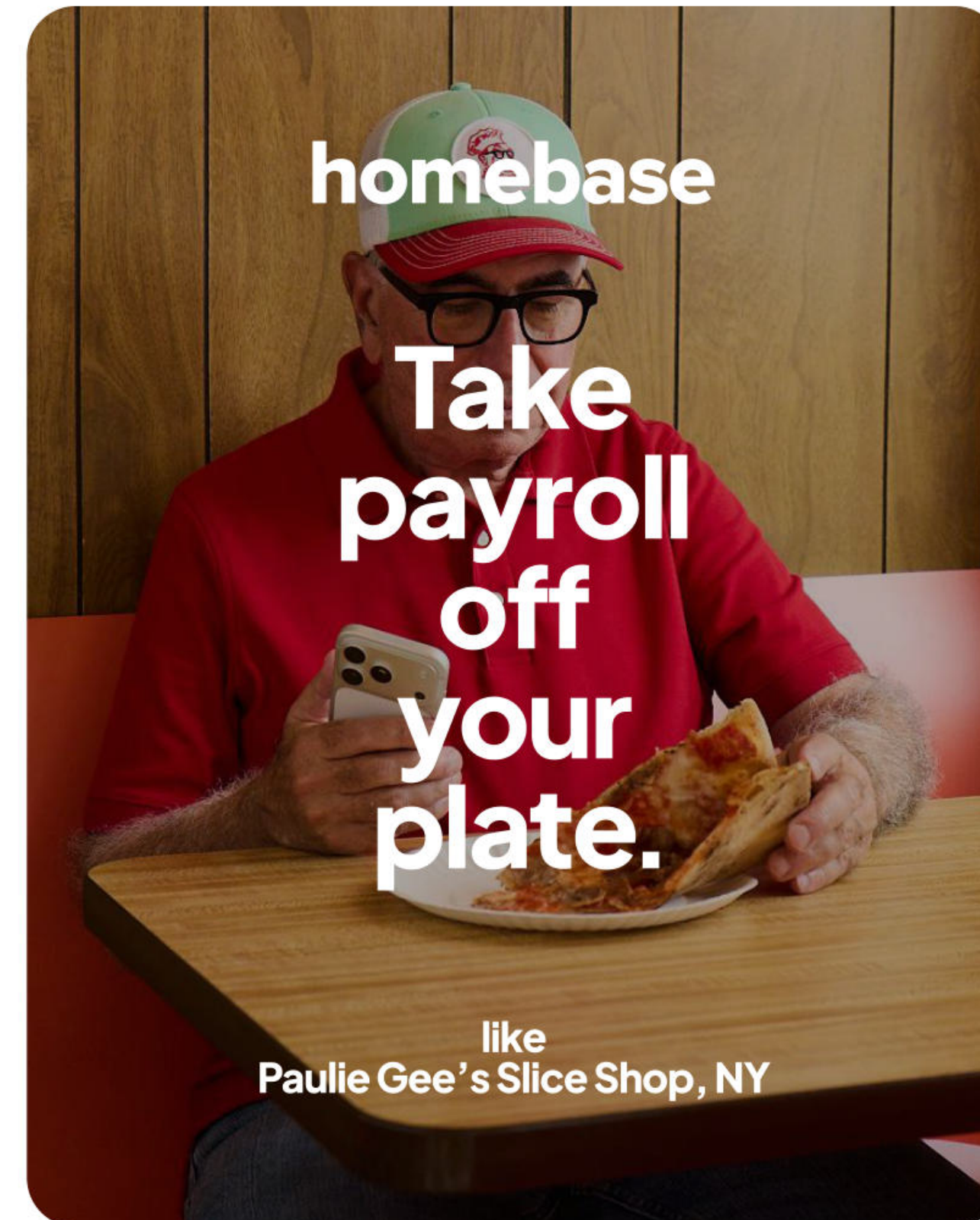
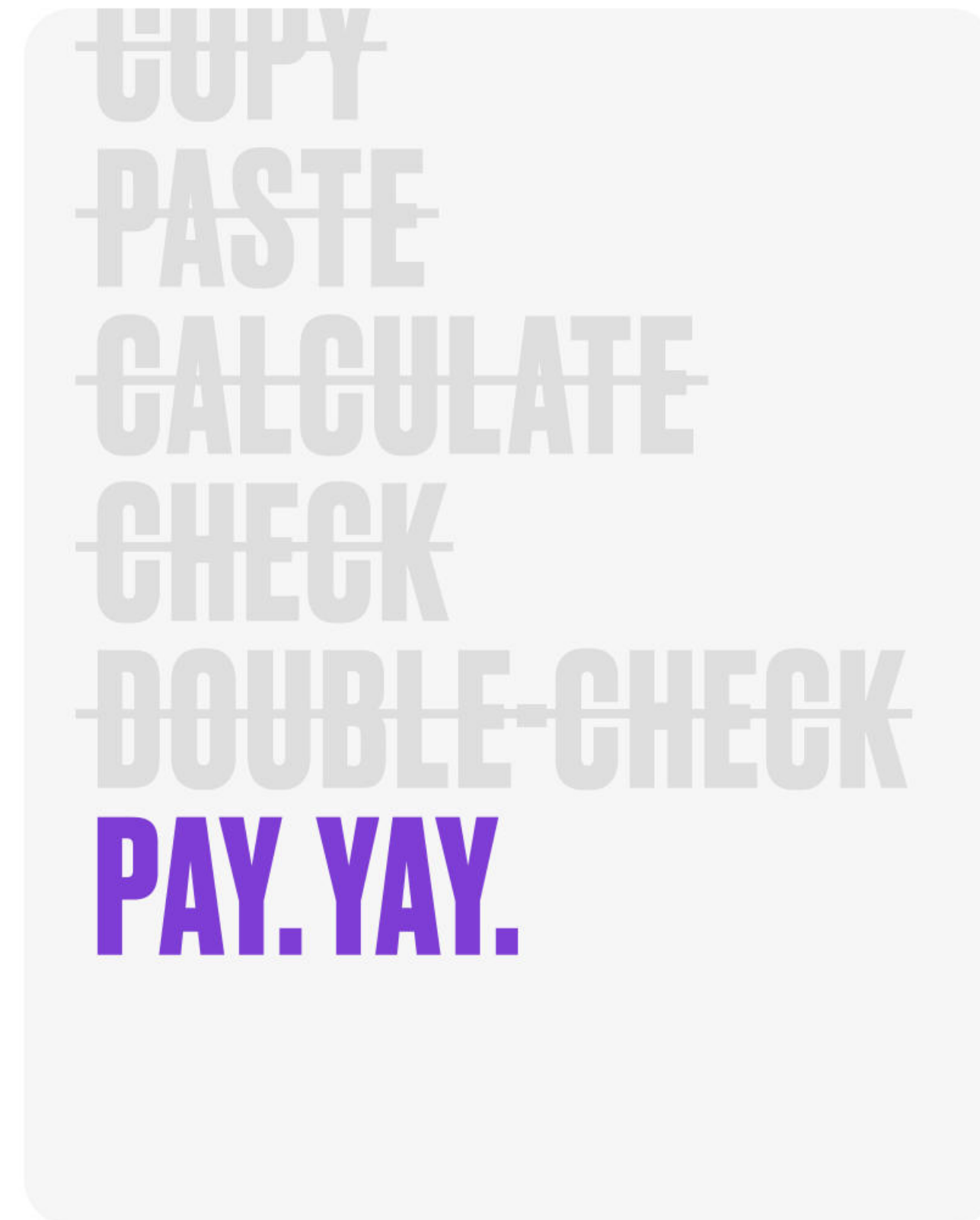
We have deep respect for small businesses and the people behind them. Show up as a neighbor they can always lean on. Be kind, approachable, and use everyday language familiar to a wide range of teams.

Clear. *Straightforward. Direct. Transparent.*

We take pride in saving people time and making life easier. Be direct and to-the-point. When a message is easily understood, it's easier to act on. Prioritize what's most valuable to the reader.

Proactive. *Confident. Ready. Reliable.*

We're dedicated to making work easier for small businesses. Our voice should reflect our steady passion for problem-solving: confident, reassuring, and focused on helping teams move forward.



Voice

Neighborly.

Helpful. Relatable. Accessible.

How to be Neighborly:

Be a person, not a platform.

Write like you talk. Avoid technical jargon, speak conversationally (but not overly slangy).

Don’t overdo wit.

If there’s an opportunity to be fun or clever with your words, go for it —but don’t force humor everywhere.

Be inclusive.

Write so people across various industries, backgrounds, and abilities can easily understand you.

This.	Not This.
Empathetic	Judgemental
Conversational	Clinical
Relatable	Detached



homebase

Sponsored

The small-business balancing act is hard. Homebase makes it easier. We're every tool you need to manage your hourly team—all in one place.

LESS
TO-DO
MORE
TA-DA

Shift scheduling,
time tracking, and
payroll made easy.

homebase

joinhomebase.com

Team management, streamlined.

Learn More



Voice

Clear.

*Straightforward. Direct.
Transparent.*

How to be clear:

Be the audience.

Read your message like someone seeing Homebase for the first time. If it feels too “insider,” simplify.

Lead with what matters.

Put the most important information first. Cut anything that doesn’t feel useful or actionable.

Keep it short.

Don’t sacrifice clarity for brevity, but always respect the reader’s time and attention. Make it easy to digest.

This.

Informative

Direct

Concise

Not This.

Overwhelming

Meandering

Sparse

homebase
FOR ACCOUNTANTS

REFER CLIENTS.
GET PAID.

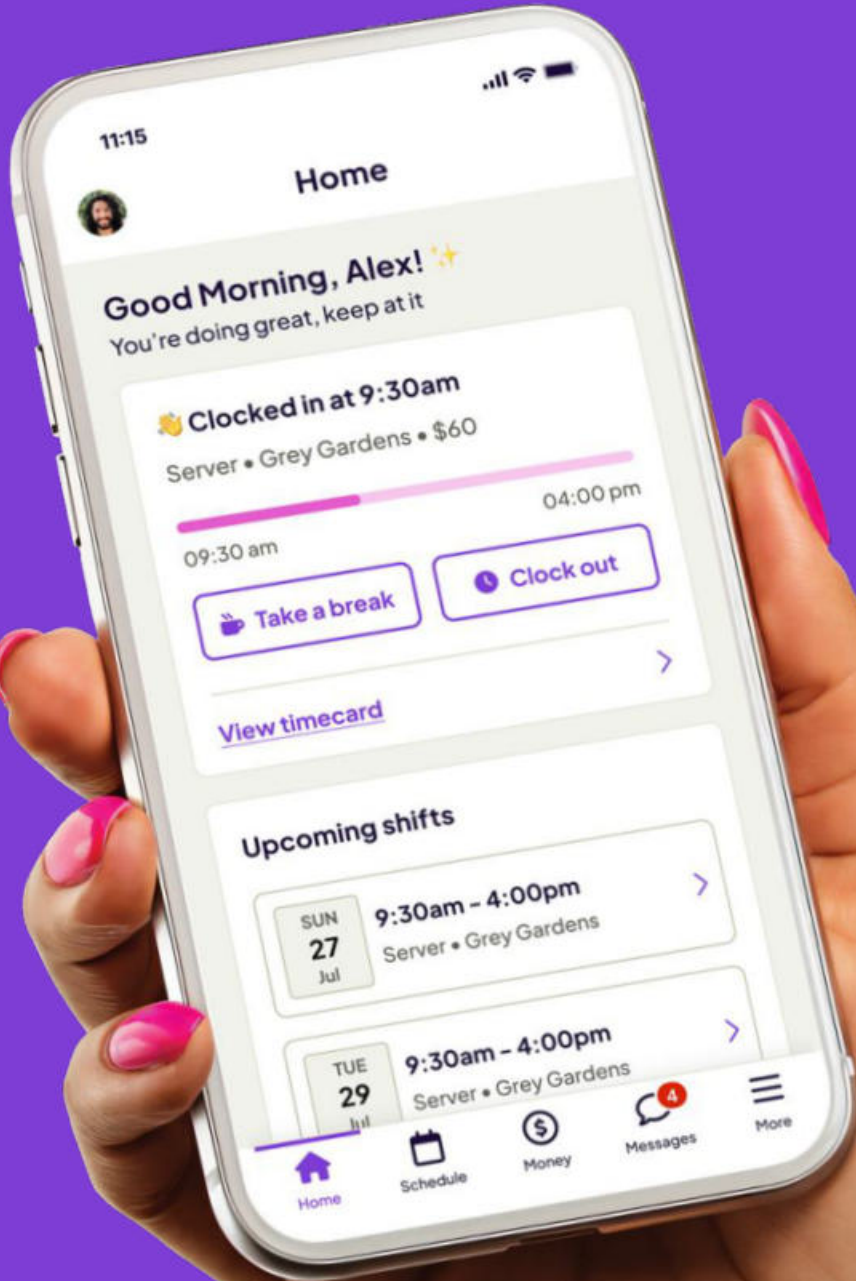
BECOME
A PARTNER

EARN
UP TO 20%

SCHEDULE SHIFTS.
TRACK HOURS.
PAY YOUR TEAM.
ALL IN ONE PLACE.

GET
3 MONTHS
FREE

homebase



Voice

Proactive.

Confident. Ready. Reliable.

How to be proactive:

Show, don't tell.

Build trust with real product behavior, stats, customers, situations—avoid exaggeration or vague promises.

Bring energy—with purpose.

Write with optimism and momentum, but keep it real. Avoid over-hyping, use exclamation points sparingly.

Explore fresh ways in.

Avoid repeating the same phrases or angles. Consider new ways to engage the reader without losing clarity.

This.	Not This.
Confident	Know-it-all
Enthusiastic	Off the walls
Innovative	Eccentric

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TO STAY
AT YOUR
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✦ AI ASSISTANTS

MADE TO DO MORE,
SO YOU CAN DO LESS.

✦ Hiring Assistant

4 Top Matches14 Screened30



Alex V.
Barista

✦ Top match

✦ Scheduling Assistant

6:30am–1:30pm
Barista AM
✦ Frequent for Aaron

MonTueWedThuFri

homebase

Tone

Our voice is constant. Our **tone** is how we can adjust our voice for specific moments across the customer journey:

First interactions *Paid social, direct mail, OOH, audio, partnerships*
Welcoming and clear. Make it obvious what Homebase offers.



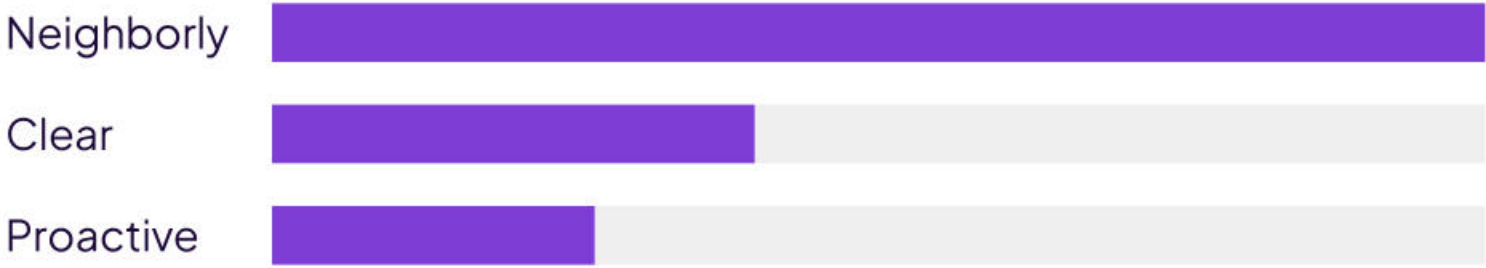
Consideration *Website, app store, sell sheets*
Confident and informative. Answer questions and build trust.



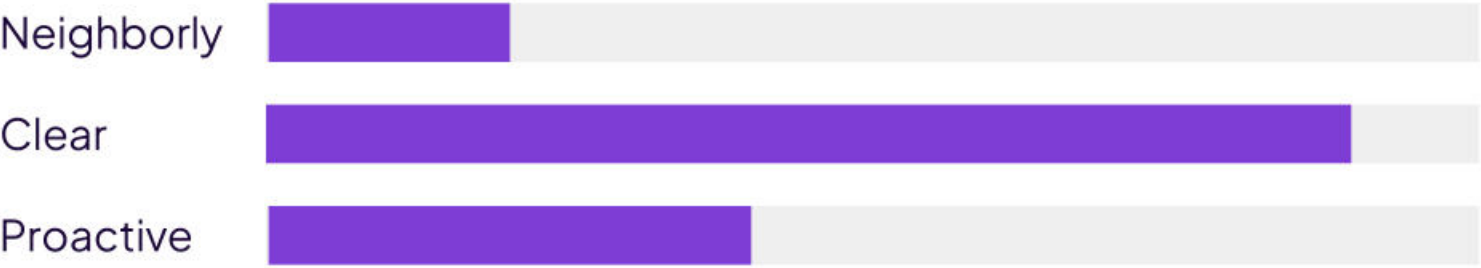
Education *Product pages, launches & updates*
Bold and direct. Highlight benefits and explain how it works.



Engagement *Organic social, lifecycle email, editorial*
Warm and conversational, with spotlight on customers.



Support *Issue comms, troubleshooting, difficult news*
Upfront and reassuring. Focus on facts and next steps.

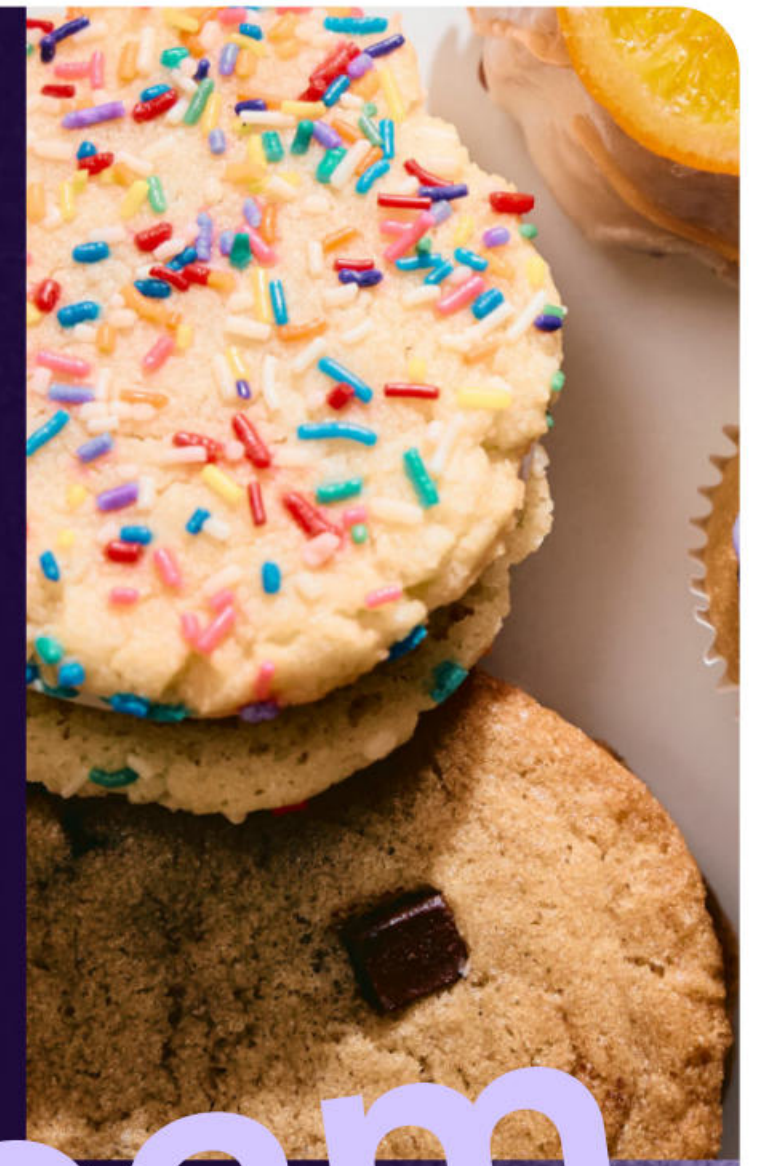


Gallery



Sugar,
spice,
and a

team
that's
really
nice.



...E WORK
...R YOU

ing for a
ne barista
weekends
nings. Pays
plus tips.
e classic

TE JOB POST



Homebase
allows me to
support my team
the way they
deserve, and
that's everything
to me.

VANESSA RODRIGUEZ
OWNER



**READ BETWEEN
THE WINES**

BOOK & BOTTLE ⚡ ST. PETE, FL

TASK MANAGER

**ROLE-SPECIFIC CHECKLISTS.
REPEAT TASKS. LIVE UPDATES.**

You've unlocked
Task Manager!

Stackhouse station

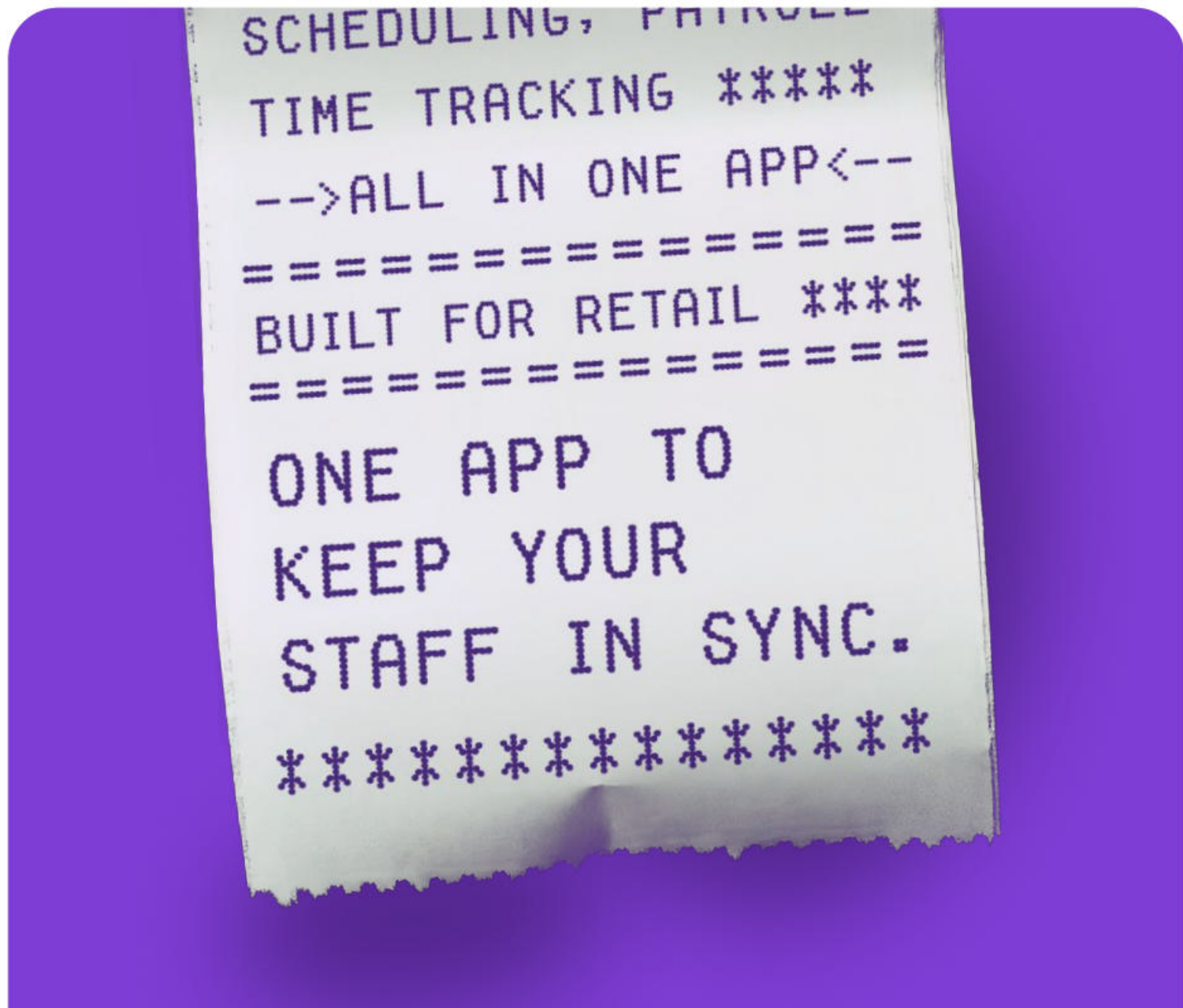
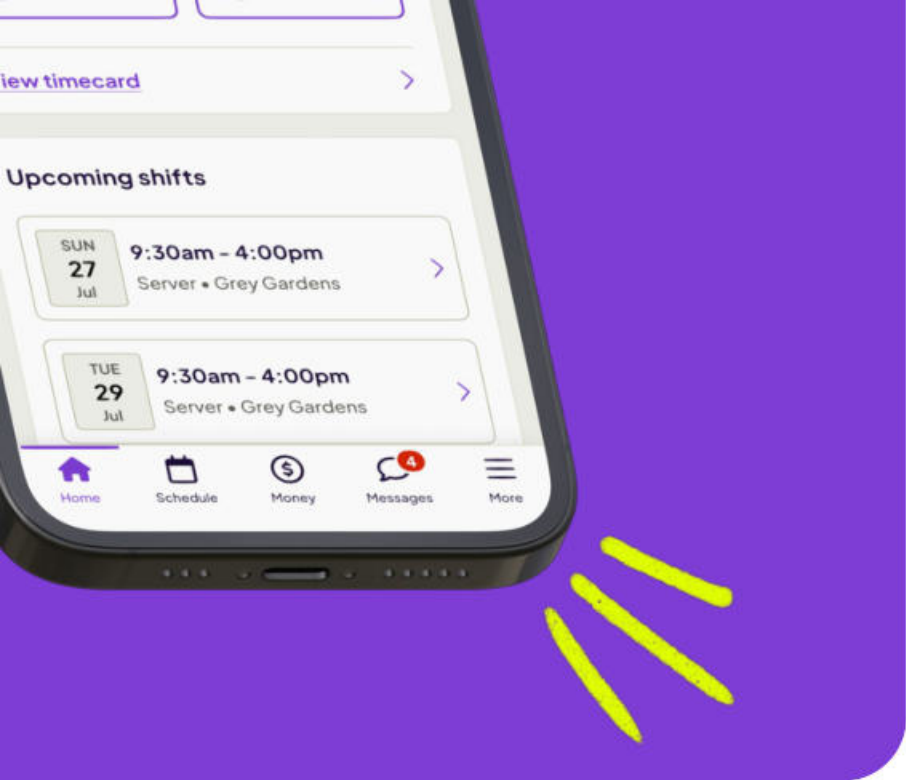


Ready to pa

Paulie Gee's Slice Shop, NY. Payr

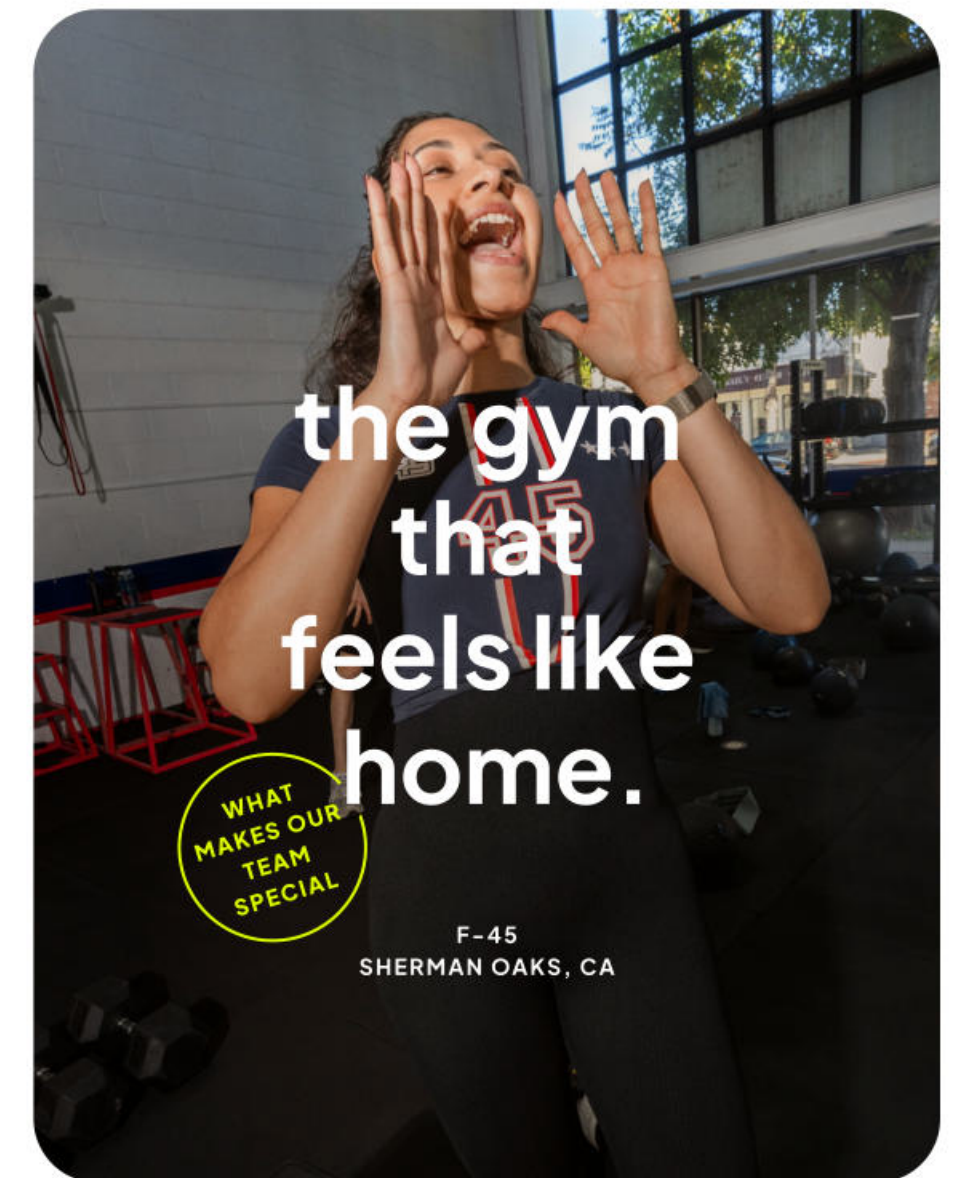
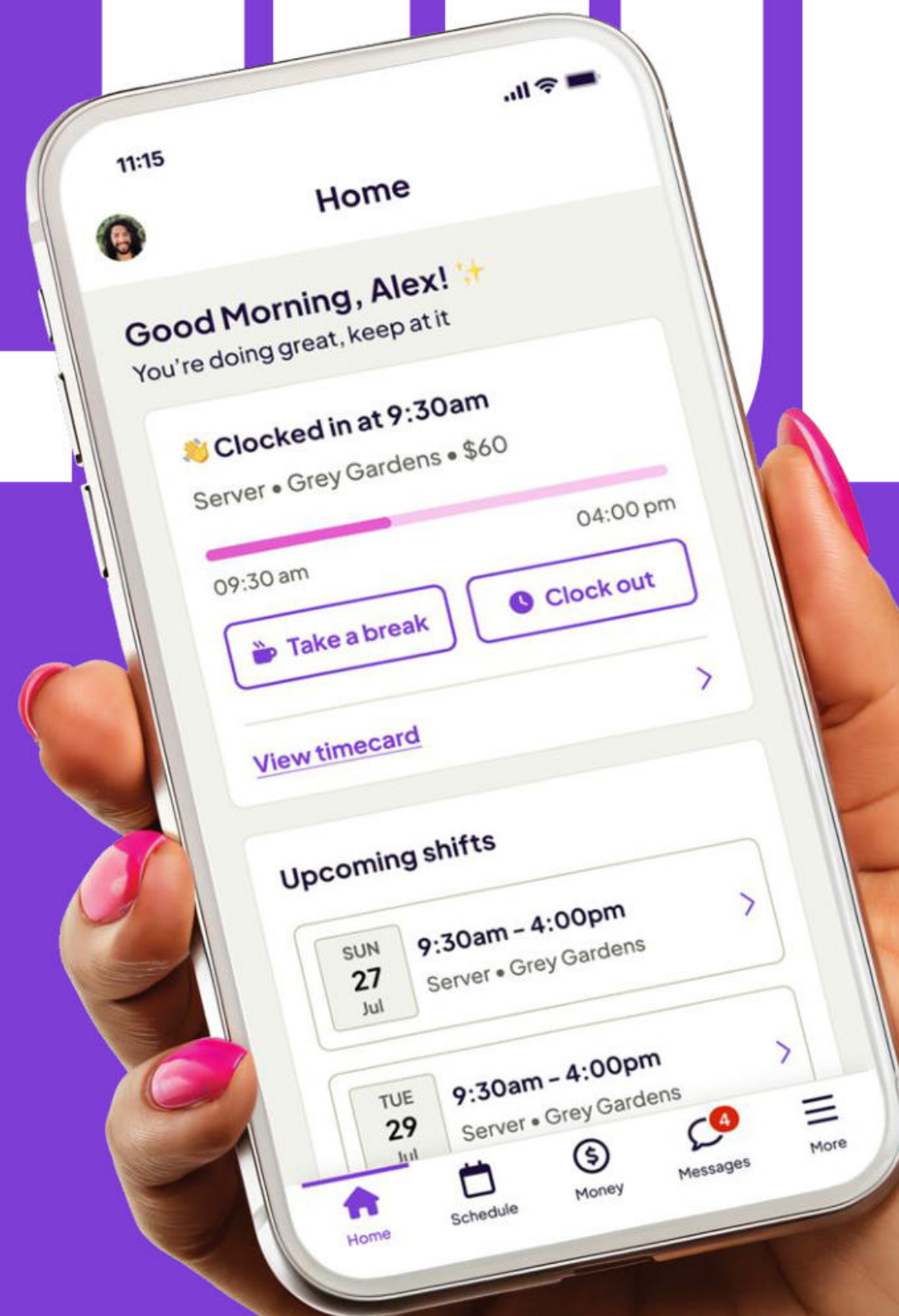
THE G





WELCOME TO A NEW WAY TO WORK

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Questions?

brand@joinhomebase.com



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UI Kit Figma Library →