

Brand

# Logo Guide

October 2021



# The Workday Name

## Overview

We have a great brand. And when it comes to expressing it, our name is just as important as our logo, messaging, and imagery.

Our logo conveys the effortless ability to get through your day with ease and effectiveness. Our product is always running on the latest technology architecture, and our customers are always on the most current release.

To ensure consistency, avoid altering our company name in any way.

It's Workday.

When using the name in type-written format, it should always be used with initial capitalization: Workday. Do not write WORKDAY in all caps unless the entire sentence or phrase is in all caps; do not write workday in all lowercase letters, unless in our URL: **workday.com**. When referring to the company, try to avoid using the possessive Workday's.

Workday is one word, so it should never be split into Work day or Work Day. Additionally, Workday should never have an uppercase D as in: WorkDay.

The company's legal name is Workday, Inc. Our legal name should

only be used when working with legal documentation, such as contracts, patent applications, or copyright notifications.

When referring to our corporate URL, our name should always be the first thing people see (no "http://" or "www.").

We don't place alternate words after "Work" or in front of "day." So we don't do things like Workplay or Corkday. Also, please avoid other plays on the company name, like Werkday or Workdaze.

### Third-party usage

The Workday name is owned by (you guessed it) Workday. We kindly ask vendors not to use our name, logo, or trademarks without our prior written consent in any press releases, customer lists, websites, presentations, or marketing materials.

### Sponsorships

If you are presented with some type of sponsorship or promotion opportunity, before you say "yes" verbally or in writing, please review the [Workday Sponsorship Policy](#).



Workday  
workday.com



Workday's  
Work day  
WorkDay  
http://www.workday.com  
www.workday.com  
Corkday  
Werkday

# The Workday Logo

## Overview

Our logo is one of our most valuable assets. To ensure that it remains a strong representation of our company, we must present it consistently and carefully across all channels of communication.

The Workday logo lockup is comprised of the sunrise and the Workday logotype. In its entirety, the logo lockup projects the Workday brand.

### Note

The sunrise element can be used in environmental graphics. Please obtain permission from [brand@workday.com](mailto:brand@workday.com) before use.



<b>Pantone 300</b> C100 M62 Y7 K0 R0 G92 B185 #005cb9 Blueberry 500	<b>Pantone 144</b> C0 M49 Y100 K0 R243 G139 B0 #f38b00 Cantaloupe 500
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# The Workday Logo

## Color Usage

The full-color logo is our primary logo. It is recommended for most applications and should be used as often as possible to maximize recognition, association, and memorability. Use the primary version on a variety of backgrounds that do not impair its legibility or impact. These backgrounds include white, gray, and light imagery. When our logo is superimposed on a light-colored image, place it in an area of the image where adequate contrast is provided. Follow these guidelines to ensure the visual prominence of our logo against a background color.

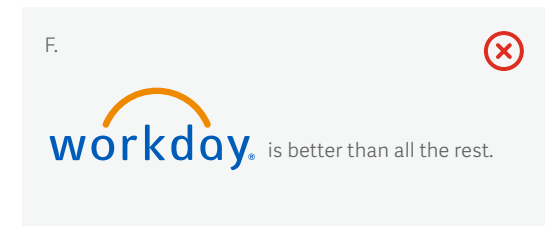
We prefer maximum use of white space.



# The Workday Logo

## Improper Usage

- A. Do not place on a background that camouflages one or more elements of our logo.
- B. Do not remove the sunrise.
- C. Do not use the sunrise by itself unless on environmental graphics.
- D. Do not substitute any part of our logo.
- E. Do not add to or remove any elements from our logo.
- F. Do not use the Workday logo in a sentence.
- G. Do not stretch or condense our logo.
- H. Do not use copyrighted materials as Workday branding.
- I. Do not rearrange or resize logo elements.
- J. Do not redraw or attempt to re-create our logo.



# The Workday Logo

## Clear Space

Our logo needs breathing room to maximize its visual effectiveness. There should be enough room for the x-height of the “w” to run freely around our logo. No graphics or text elements should ever appear within the clear space.

### Minimum size

Our logo should be legible. In print, it must never appear at a width of less than 1 inch or 2.5 centimeters. In digital, a height of at least 40 pixels is required.



**Print: minimum size**  
Width of 1 inch or 2.5 centimeters



**Digital: minimum size**  
Height of 40 pixels

# The Workday Logo

## File Types

Logos are provided in both vector-and pixel-based formats. Vector-based files should be used for print materials, especially when large-scale artwork is needed, as the file type can be enlarged indefinitely without the loss of quality. Pixel-based files should be used for web or digital documents.

Visit the [Brand Workspace](#) page for all Workday logo file types available for download.

External agencies, please contact [brand@workday.com](mailto:brand@workday.com) for logo files.

### Vector-Based



Composed of color paths

### Pixel-Based



Composed of photographic blocks

<b>Use For</b>	Printing, especially large scale	Web, PowerPoint, Microsoft Word
<b>File Extensions</b>	eps, ai, pdf	png, jpg, tif, gif
<b>Color Value</b>	CMYK and Pantone	RGB or hexadecimal

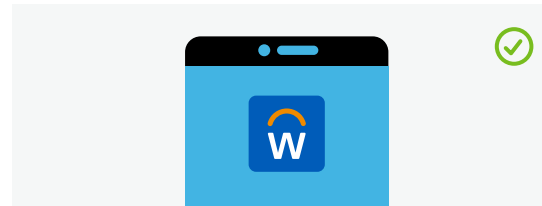
# The Workday Logo

## The “Workday Dub”

The “Workday Dub” is an extension of our logo when space is at a premium. It is used in our product applications, as a favicon, application icon, avatar, and as an additional way to represent our company in promotional materials. Please follow the guidelines below for proper use. Always lead with the Workday logo; the “Dub” can be used as a supporting branding element. For example, it is acceptable to use in wayfinding signage at a Workday event or on a Workday T-shirt as long as it is accompanied by the Workday logo. It should not be used in place of the Workday logo.

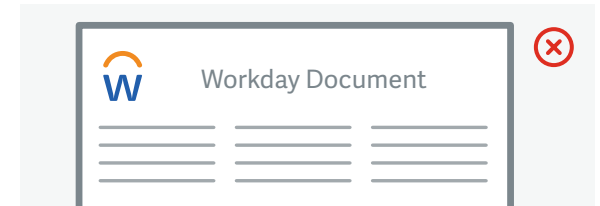


### We Do This



The Dub is used as our app icon, favicon, and microsite headers.

### We Never Do This



Do not use the Dub in place of the Workday logo.



The Dub can be used as a supporting graphic element to accompany the Workday logo, such as wayfinding signage at a Workday event.



Do not create descriptor logos using the Dub.



Do not use the Dub to replace the letter “W.”

# The Workday Logo

## Customer Use

Customers can create their own materials to promote Workday internally, and it must be clear they are independent from Workday. Customers may not include content that leads others to believe it comes from or is endorsed by Workday.

### We Do This



Customers can use our logo, the “Dub” app icon, and applets in internal communications and applications.

### We Never Do This



The internal logo treatment should not be used for custom messaging or taglines.



Co-branded logos can be used in customer go-live announcements and materials.



Customers should not mimic Workday branding or advertising.

# The Workday Logo

## Co-Branding

Our corporate logo and partner logos are presented side by side and are divided by a 1 pt. Black Pepper 200 vertical or horizontal rule.

The height of the vertical rule is from the top of the sunrise to the descender of the logotype. The horizontal rule is the width of the Workday logo.

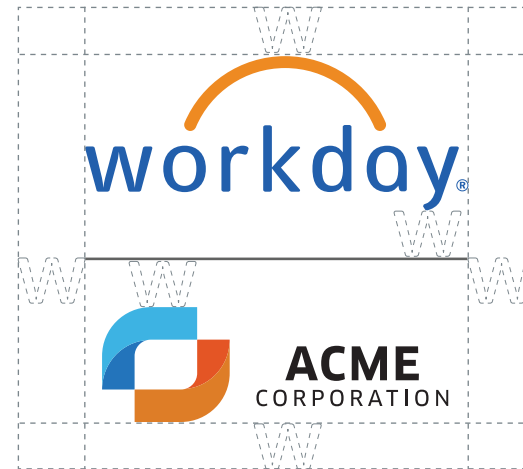
The clear space around the rule and perimeter of the lockup is the width and height of the “w” in the Workday logotype.

The partner logo should be of equal visual weight to the Workday logo and should align with the baseline of the logotype.

Alternately, the logos can appear without the 1 pt. rule if placed in separate imprint areas.

### Note

The co-branding logo template can be obtained from [brand@workday.com](mailto:brand@workday.com).



# The Workday Logo

## Partner Logos and Badges

Our Partner Program logos use the Workday logo and a Partner descriptor. There are also badges that can be coupled with the logo when a partner certification is completed.

See the [Partner Guidelines](#) for descriptions of partner-level logos: Gold, Platinum, and Titanium.

External agencies, please contact [brand@workday.com](mailto:brand@workday.com) if you need assistance or have any questions.



Services and Software Partner Program Logos



Software Partner Program Badges



Solution Level Badges



Logo and Badge lock-ups

# The Workday Logo

## Internal Descriptor Logos

Adding your team, club, program or location name to our logo is OK. The name should be centered below the logo and separated with a 1 pt. rule (the little line in between). Copy should be in all caps and use the font Workday Adelle Sans Light. All letters should be the same height as the letter w in “workday.”

### Internal Workmates

If you need to create a team, club, or location logo, please submit a [Service Hub](#) ticket under the Brand category as an “Other Brand Assistance” ticket.



### We Never Do This



Custom fonts are not allowed in team logos.



Your department name should be listed as it is in Workday. Do not create your own department name or acronym.

# Contacts

## Workday Brand

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Art Director

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For more information on our Brand, check out the [Workday Brand Guide](#).

External vendors, may obtain the Workday Brand Guide by contacting [brand@workday.com](mailto:brand@workday.com).

