



Media Kit

Our story

Bernat, Pau and Jordi, entrepreneurs by profession and vocation, were having trouble finding a solution that would help them improve HR processes, get rid of paperwork and scale the business.

All the tools available on the market were complicated and did not fit their needs, so they decided to build one themselves. Around 60,000 companies used Factorial in its first two years of life.

They soon realized that their software could change the behavior of organizations and their employees, and decided to turn it into a business, growing and investing capital to solve more and bigger problems.



Brand

Using the Logo

The full-color logo should be used only on white.

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



Color

Core Colors

Introducing our brand's primary color, the **Radical Red**. It's vibrant, fun, modern and warm. It represents our most **emotional** side, the way we act and how we show ourselves to the world.

On the other hand, the **Viridian Green** is our secondary brand color. Viridian Green is perfect for balancing the boldness of the Radical Red, especially useful in product applications where red tones can send the wrong message.

It represents our most **rational** side, helping us to convey safety and confidence. It also helps us differentiate our sub-brands, partnerships and reinforce our corporate communications.

Radical Red

#FF355E
C0 M79 Y63 K0
R255 G53 B94

Viridian Green

#1EA5AE
C83 M05 Y0 K32
R30 G165 B174

Color

Tints

Our main colors can be expanded to create a wider palette of tints and tones.

Tints are especially useful in our digital product as they give us leeway in use and allow us to generate gradients and modern designs with greater depth in different applications.

These tints should be applied following the guidelines and combined carefully.

The numerical name is given by the initial of the color:

R is for **Red**, **G** is for **Green** and **B** is for **Blue**.

<div>#E5224A</div> <div>R120</div> <div>120%</div>	<div>#FF355E</div> <div>R00</div> <div>100%</div>	<div>#FF5D7E</div> <div>R80</div> <div>80%</div>	<div>#FF869E</div> <div>R60</div> <div>60%</div>	<div>#FFAEBF</div> <div>R40</div> <div>40%</div>	<div>#FFD7DF</div> <div>R20</div> <div>20%</div>
<div>#18848C</div> <div>G120</div> <div>120%</div>	<div>#1EA5AE</div> <div>G00</div> <div>100%</div>	<div>#4BB7BE</div> <div>G80</div> <div>80%</div>	<div>#78C9CE</div> <div>G60</div> <div>60%</div>	<div>#A5DBDF</div> <div>G40</div> <div>40%</div>	<div>#D2EDEF</div> <div>G20</div> <div>20%</div>
<div>#17172B</div> <div>B120</div> <div>120%</div>	<div>#21213D</div> <div>B00</div> <div>100%</div>	<div>#4E4E64</div> <div>B80</div> <div>80%</div>	<div>#7A7A8B</div> <div>B60</div> <div>60%</div>	<div>#A6A6B2</div> <div>B40</div> <div>40%</div>	<div>#D3D3D8</div> <div>B20</div> <div>20%</div>
<div>#414178</div> <div>DS100</div> <div>100%</div>	<div>#676793</div> <div>DS60</div> <div>100%</div>	<div>#A0A0BC</div> <div>DS20</div> <div>100%</div>	<div>#FFB940</div> <div>Y100</div> <div>100%</div>	<div>#F9D69B</div> <div>Y60</div> <div>100%</div>	<div>#FDF1DE</div> <div>Y20</div> <div>100%</div>

Logo

Usage on photos

Never use the full color logo on photographs

unless the logo is placed in a white or black area of the image.

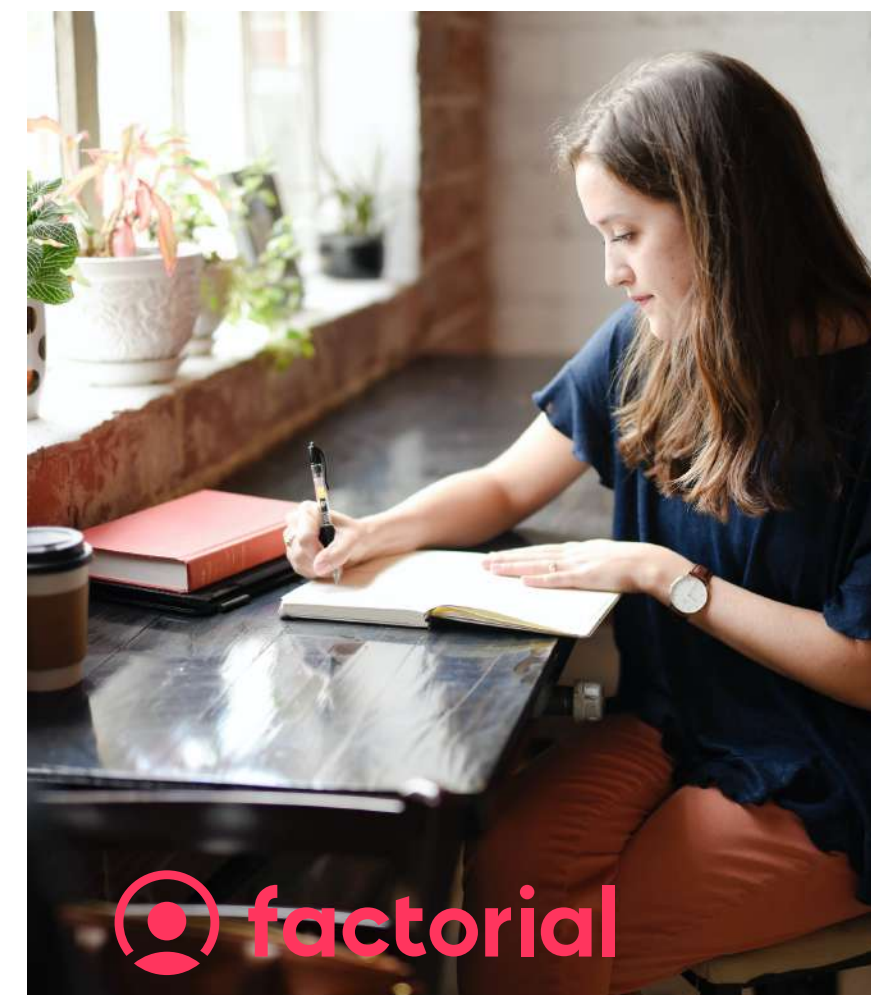
The full color logo can only be used over white backgrounds.

USAGE ON BG

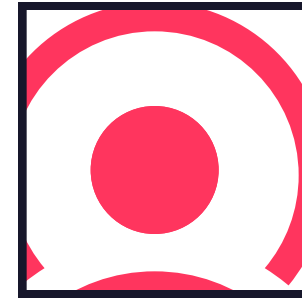
Avoid this 👎



Much better 👍



Do not crop the logo



Do not change the transparency of the logo



Do not use different colors



Do not change the size or position of the Brandmark and logotype



Do not distort the logo



Do not use drop shadows or any other effects



Do not outline logotype



Do not rotate any part of the logo



Need more help?

We will also be happy to help you with any questions you may have. Send an email to spain@factorial.co. You will get in touch with a member of our team and be able to arrange an interview or request more material 🙌🙌.