

Factorial Brand Book

Lite Version

Manifesto

We want you to imagine...

An athlete who trains hard but never gets picked for the game.

An artist who creates masterpieces that only they see...

...or an amazing teacher who never enters a classroom.

It makes no sense to have talent but to waste it away, right?

But this isn't so far from reality.

How often have you felt your talent was wasted in a job where you didn't grow?

Half of our lives are spent working. That's more time than we spend sleeping.

Yet only 20% of us find it fulfilling.

Now imagine again.

What do you see when you think of a company's success?

Is it numbers? money? profitability?

What if I told you that the number that should matter the most is the number of people who feel fulfilled working there?

What if I showed you that the priority is not only how companies close the month, but how each of us starts the day?

What if I proved that the path for a company to go further is to stay close to its people?

Every company wants to thrive. But that's impossible without people that have the illusion, enthusiasm and reasons to get you there.

We want companies to realize that the way to get the best out of people is to give its best, in return.

That's why we work every day: to make their work easier, faster, smarter.

That's why we transform the hours they think they are wasting, into results that proof everything they are gaining.

To boost their growth by removing anything that holds them back.

To transform managers overwhelmed with tasks, into leaders bursting with inspiration.

To let companies focus on the most important part of a business: the people behind it.

Because a company that focuses on numbers might grow, but a company that invests in the growth of its people could make history.

Which do you want to be?

Our history

How we got to where we are today

Our Product

Evolving constantly

Factorial scales with your needs.
20+ solutions. One platform.



Our personality and TOV

Evolving constantly

What we are

Factorial is the business management software designed to **help** managers overcome their **daily challenges** around People Operations, Talent Development, and Financial Management. Because managers are not just there to manage people, but to bring out the **best in them**.

Mision

To empower companies with innovative, time-saving tools and actionable insights that drive both business and personal growth.

Vision

Boost growth and success in every company out there by putting people first.

One Liner / USP

The software that
connects all you need
to manage your team.

//

All you need to
manage your team.

Values

These are the fundamental principles that guide everything we do.

Understanding our values will give you a deeper sense of what truly matters to us, why we exist, and what kind of impact we strive to make in the world.



We own it

- Have no excuses: We take full responsibility for our actions and outcomes and make the necessary effort to achieve our goals.
- Convince or be convinced: We are direct and honest about our opinion whilst always hearing out others' perspectives.
- Execute by influencing others: We lead by example and inspire those around us.



We partner

- Trust your peers: We rely on each other to achieve our goals.
- Build long-term relationships: With our partners, customers and stakeholders. Their success is our success.
- Work as a team: We support and encourage each other to achieve success.



We grow fast

- Better done today: We prioritise getting things done quickly and efficiently, yet not in a crappy way.
- Get comfortable with being uncomfortable: We thrive and adapt in fast-paced, unpredictable environments. And we enjoy doing so.
- Cut it if doesn't work. Double down if it does: We don't hesitate to cut projects or ideas that aren't working, but we also know when to invest more resources into those that are.



We learn & teach

- Teach what you learn: We have a child-like mindset, curious and driven to learn more every day and inspired by everything around us.
- Focus on the details: We pay close attention to the little things; they often hold the key to understanding the bigger picture.
- Seek the truth: We always chase the facts, even when they might challenge what we believe.

How we speak according to our personality

Our voice is more than just words on a page; it's the essence of who we are. It's how we connect, inform, and inspire.

We own it

Reliable

We tell the truth

We explain why what we say is true.
We base our truth on facts. We sell without being overly promotional.

We partner

Human

We write how we speak

We keep it casual, inclusive, and conversational – like chatting with a friend. No fancy jargon, just straightforward talk, with a touch of humor and wit.

We grow fast

Practical

We are straihtforward

We had your same problem once, that's why we now how to solve it. We speak from empathy and always with a spirit of helpfulness and availability. Always open to feedback.

We learn & teach

Techie

We give tech solutions to human problems

We use technology to overcome daily obstacles, but the problems we solve are human, so our approach is, too.

Our Visual Elements

Let's talk about how we represent ourselves graphically

Logotype

Our logo is the visual representation of who we are the philosophies that drive us, the values that bind our community, and the beliefs that inspire us.

Factorial logotype is our preferred brand expression and consist of two parts:

The **brandmark** and the **wordmark** in a custom font named Gilroy Bold.



Primary logo backgrounds

The primary background colors Factorial logomark can sit on are Radical Red, White, and Midnight.
The platform itself should always remain in Grey Ice or Glacier.

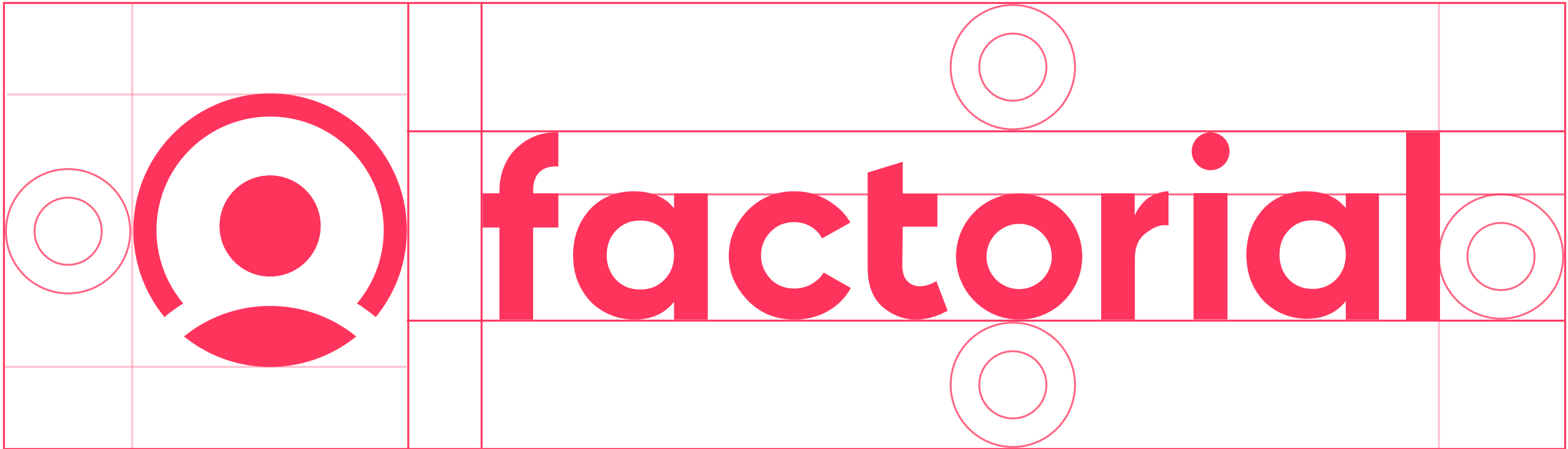


Clear space

To establish clarity and consistency, the minimum clear space is required around the logo.

The clear space around the logo is equal to the height and width of the letter "o" from the logo itself.

Follow the clear space guidance when placing the logo near the edge of any document, print or digital.



Wordmark

It should always be used in black or white. Choose the appropriate color based on color accessibility, we aim to pass a perceptual contrast (APCA) value of 60.

The wordmark 'factorial' is displayed in a white, lowercase, sans-serif font, centered within a solid red rectangular background with rounded corners.

factorial

The wordmark 'factorial' is displayed in a red, lowercase, sans-serif font, centered within a white rectangular background with rounded corners and a thin red border.

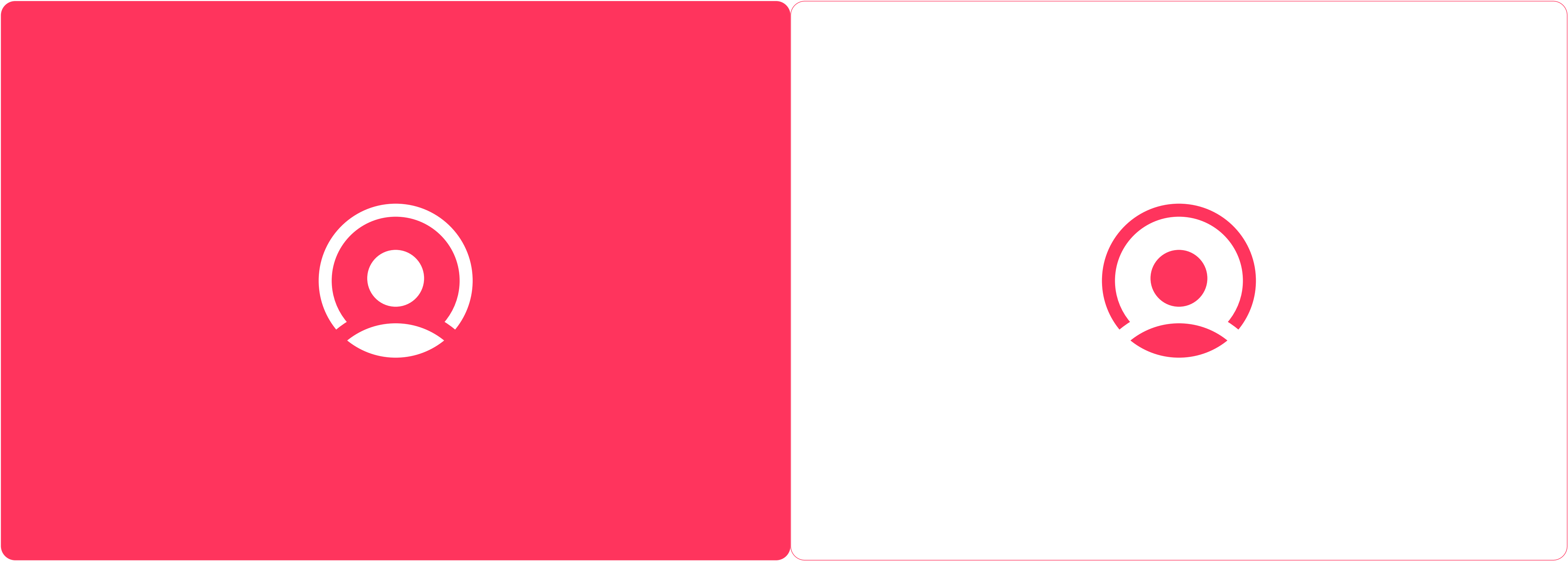
factorial

Brandmark

Our logo is composed of simple geometric shapes and our primary color.

The Radical Red suggests that technology are less technology-like. We lead a much more human vision of the future where people-centered design is integrated into people's everyday lives.

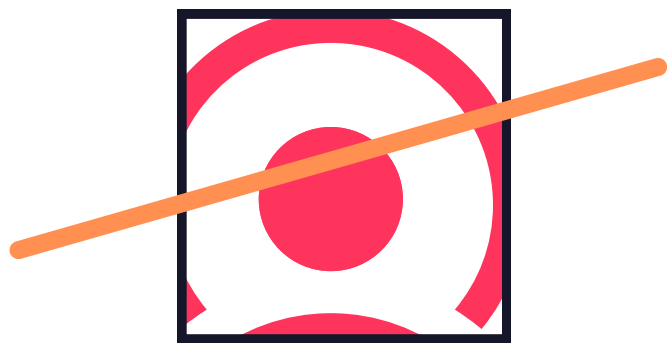
You can easily recognize the human by taking a short look at the brandmark. It's a strong key visual that is memorable and simple.



Incorrect usage

Our logo is the visual representation of our brand.
Maintaining its consistency and Integrity is crucial to our success.
The examples below show the most common incorrect usage
of the Factorial logo.

Do not crop it



Do not distort it



Do not change the transparency



Do not use drop shadows or any other effects



Do not use different colors



Do not outline logotype



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



Do not rotate any part of the logo



Core palette and hierarchy

Our core palette centers on Radical Red, a vibrant color that evokes warmth and harmony. Consistent and thoughtful use of Radical Red helps build and strengthen our brand equity across all touch points.

Viridian, Sunbeam, Tangerine and Midnight complement Radical Red and White provide essential contrast and ensure accessibility. Together, these core colors form the foundation of our visual identity.

Radical Red

Viridian

Tangerine

Midnight

Sunbeam

Jade

Frost White

Digital and print specs

Digital

Use HEX and RGB for all digital platforms to ensure vibrant, consistent, and accurate color representation across screens and devices.

Print

For printed materials like brochures, packaging, and promotional items, use CMYK and Pantone codes to ensure accurate color across various printing methods and substrates, especially when precise color matching is essential.

- Main colors
- White/Grey palette

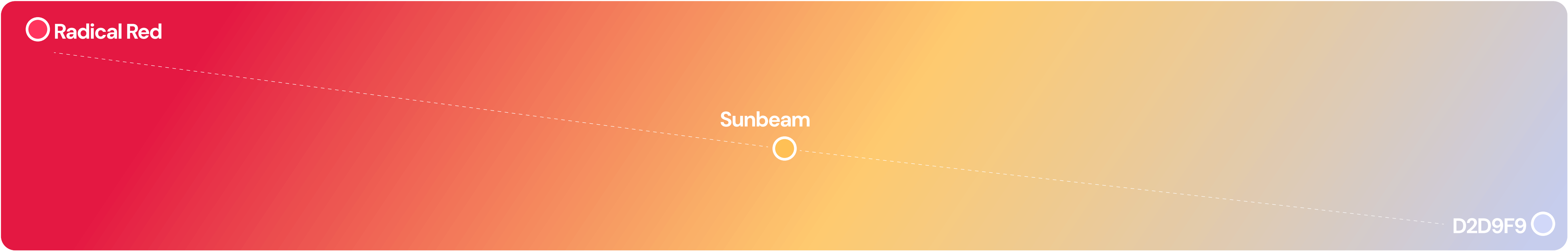
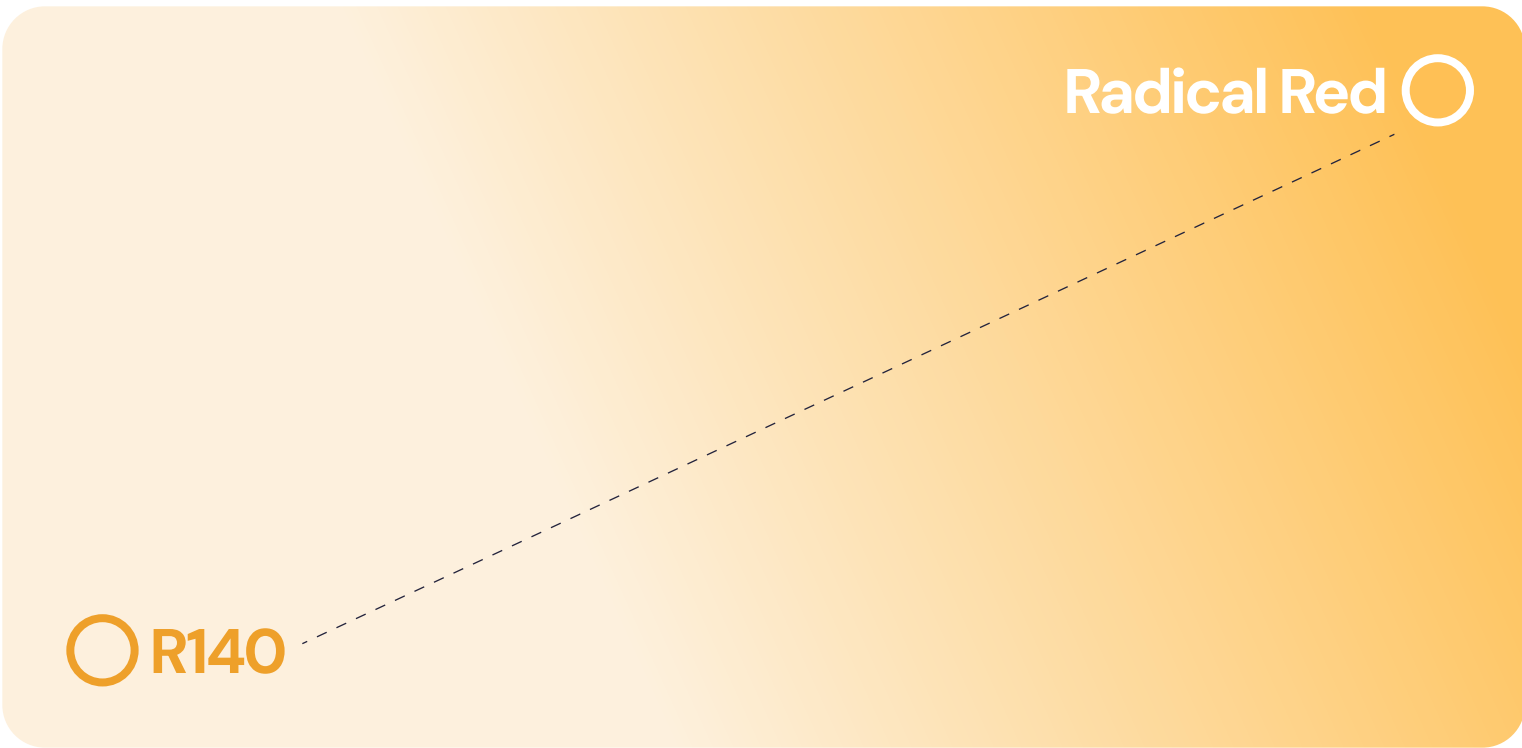
| | | | | |
|---|---|--|--|---|
| <div></div> <div>R140</div> <div>CO M92 Y73 K22 R198 G15 B53 Pantone 1785C #C60F35</div> | <div></div> <div>R120</div> <div>CO M89 Y71 K10 R229 G25 B67 Pantone 1785C #E51943</div> | <div></div> <div>Radical Red</div> <div>CO M87 Y44 KO R255 G53 B94 Pantone 1785C #FF355E</div> | <div></div> <div>R80</div> <div>CO M63 Y50 KO R255 G94 B127 Pantone 1785C #FF5E7F</div> | <div></div> <div>R40</div> <div>CO M32 Y25 KO R255 G174 B191 Pantone 176C #FFAEBF</div> |
| <div></div> <div>V120</div> <div>C96 M6 YO K45 R6 G131 B140 Pantone 7716C #06838C</div> | <div></div> <div>Viridian</div> <div>C95 M6 YO K32 R7 G162 B173 Pantone 3125C #07A2AD</div> | <div></div> <div>V60</div> <div>CO M5 Y12 K1 R253 G241 B222 Pantone 7499C #6AC7CE</div> | <div></div> <div>V20</div> <div>C14 M1 YO K6 R205 G236 B239 Pantone 290C #CDECEF</div> | <div></div> <div>Frost White</div> <div>#FFFFFF</div> |
| <div></div> <div>S120</div> <div>CO M33 Y82 K6 R239 G160 B42 Pantone 1375C #EFA02A</div> | <div></div> <div>Sunbeam</div> <div>CO M24 Y67 KO R255 G193 B85 Pantone 136C #FFC155</div> | <div></div> <div>S60</div> <div>CO M14 Y38 K2 R249 G214 B155 Pantone 148C #F9D69B</div> | <div></div> <div>S20</div> <div>CO M5 Y12 K1 R253 G241 B222 Pantone 7499C #FDF1DE</div> | <div></div> <div>Glacier</div> <div>C2 M2 YO K5 R236 G236 B241 #ECECF1</div> |
| <div></div> <div>T120</div> <div>CO M58 Y90 K4 R245 G104 B25 Pantone 1585 C #F56819</div> | <div></div> <div>Tangerine</div> <div>CO M43 Y67 KO R255 G145 B83 Pantone 1635C #FF9153</div> | <div></div> <div>T60</div> <div>CO M26 Y40 KO R255 G189 B152 Pantone 162C #FFBD98</div> | <div></div> <div>T20</div> <div>CO M10 Y16 KO R225 G229 B214 Pantone 475C #FFE5D6</div> | <div></div> <div>Ice</div> <div>CO MO YO K2 R249 G249 B249 Pantone 475C #F9F9F9</div> |
| <div></div> <div>J120</div> <div>C64 MO Y21 K28 R66 G184 B145 Pantone 1585 C #42B891</div> | <div></div> <div>Jade</div> <div>C50 MO Y25 K17 R107 G212 B177 Pantone 338XGC #6BD4B1</div> | <div></div> <div>J60</div> <div>C36 MO Y12 K7 R153 G238 B210 Pantone 9521 C #99EED2</div> | <div></div> <div>J20</div> <div>C13 MO Y5 K3 R215 G247 B236 Pantone 9460 C #D7F7EC</div> | |
| <div></div> <div>Midnight</div> <div>C39 M39 YO K76 R37 G37 B61 Pantone 2695C #25253D</div> | <div></div> <div>M80</div> <div>C19 M19 YO K61 R81 G81 B100 Pantone 7546C #515164</div> | <div></div> <div>M60</div> <div>C17 M17 YO K41 R126 G126 B151 Pantone 7544C #7E7E97</div> | <div></div> <div>M20</div> <div>C5 M5 YO K6 R227 G227 B239 Pantone 656C #E3E3EF</div> | |

Gradients

Los gradientes son una parte importante de nuestra identidad, y los creamos para dar dinamismo y personalidad a los materiales, para que expresen de una mejor forma, la identidad dela marca.

todos los degradados se componen de el gradiente entre dos colores de la misma paleta corporativa, nunca pudiendo aplicar degradados dos dos colores diferentes.

El único gradiente que se compone de tres colores difernetes es:
One Gradient:
As it is a living gradient, it could be applied in different ways, changing the order of the colours, but always respecting the three chosen colours and always giving more priority and presence to Radical Red.



Family of typefaces

Factorial uses two font families across our communications:
Dm Sans and inter.

We use their unique characteristics to optimize our messages across the customer journey.

DM Sans

DM Sans is used for all print and digital communications. It has been chosen for its geometric appeal, reflecting a modern sensibility that aligns with our brand identity. Its clean lines and balanced proportions guarantee legibility across various mediums, from digital interfaces to printed materials.

The font's adaptability and range of styles integrate seamlessly into our design palette, enhancing the coherence and sophistication of our visual presentation. Essentially, DM Sans represents precision and innovation, serving as a foundation in navigating the complexities of the contemporary digital landscape.

Inter

Inter is a typeface specially designed for user interfaces with focus on high legibility of small-to-medium sized text on computer screens.

Its use is strictly reserved for the Factorial platform.

DM Sans

AaBbCcDD
123456789

Inter

AaBbCcDD
123456789

Artifacts

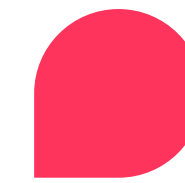
Our visual identity is built upon a foundation of simple, coloured geometric forms. These forms, which we call artifacts, are the essential building blocks that make up our unique brand image.

More than just shapes, these artifacts are geometric abstractions of the letters within our logotype. By deconstructing the logotype into its basic geometric components, we create a versatile visual language.

Meet the artifacts



Rainbow



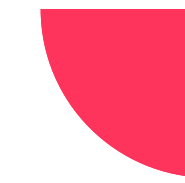
Bubble



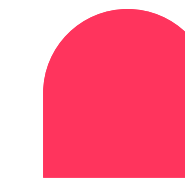
Shield



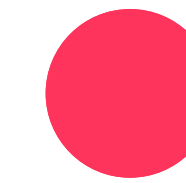
Smile



Wave



Arch



Orb

Our set of Artifacts  work as
supporting  graphics elements,
to give  playfulness   and rythym
within  the layouts

Icons

We use a warm and rounded style, making them approachable and easy to understand on any screen.

Each icon acts as a visual shortcut, helping users navigate intuitively. Here we have a selection of our iconography by sizes

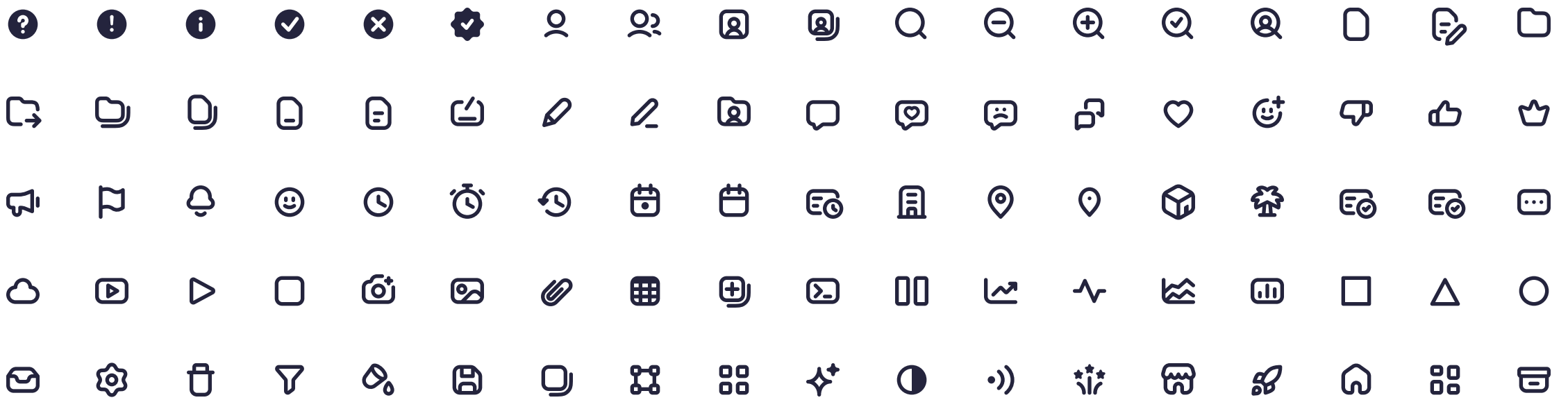
Tiny



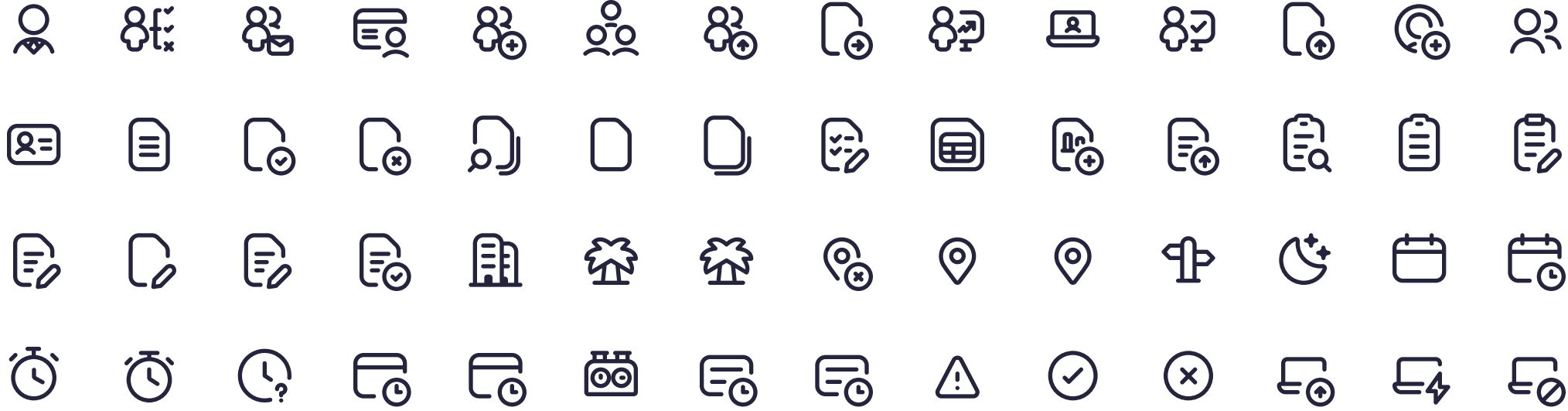
Small



Medium



Big



Photography

Photography is essential to providing a sense of humanity in our brand. It's also a great opportunity to mirror our customers. We live in a diverse world. Let's show it.

We feature our users and their teams working in their natural environment. Our photography spends time in their spaces and captures authentic moments representing their businesses and processes.

Choose different environments and industries
Choose a variety of age, gender, and diversity
Ensure photos look natural and not overly posed



