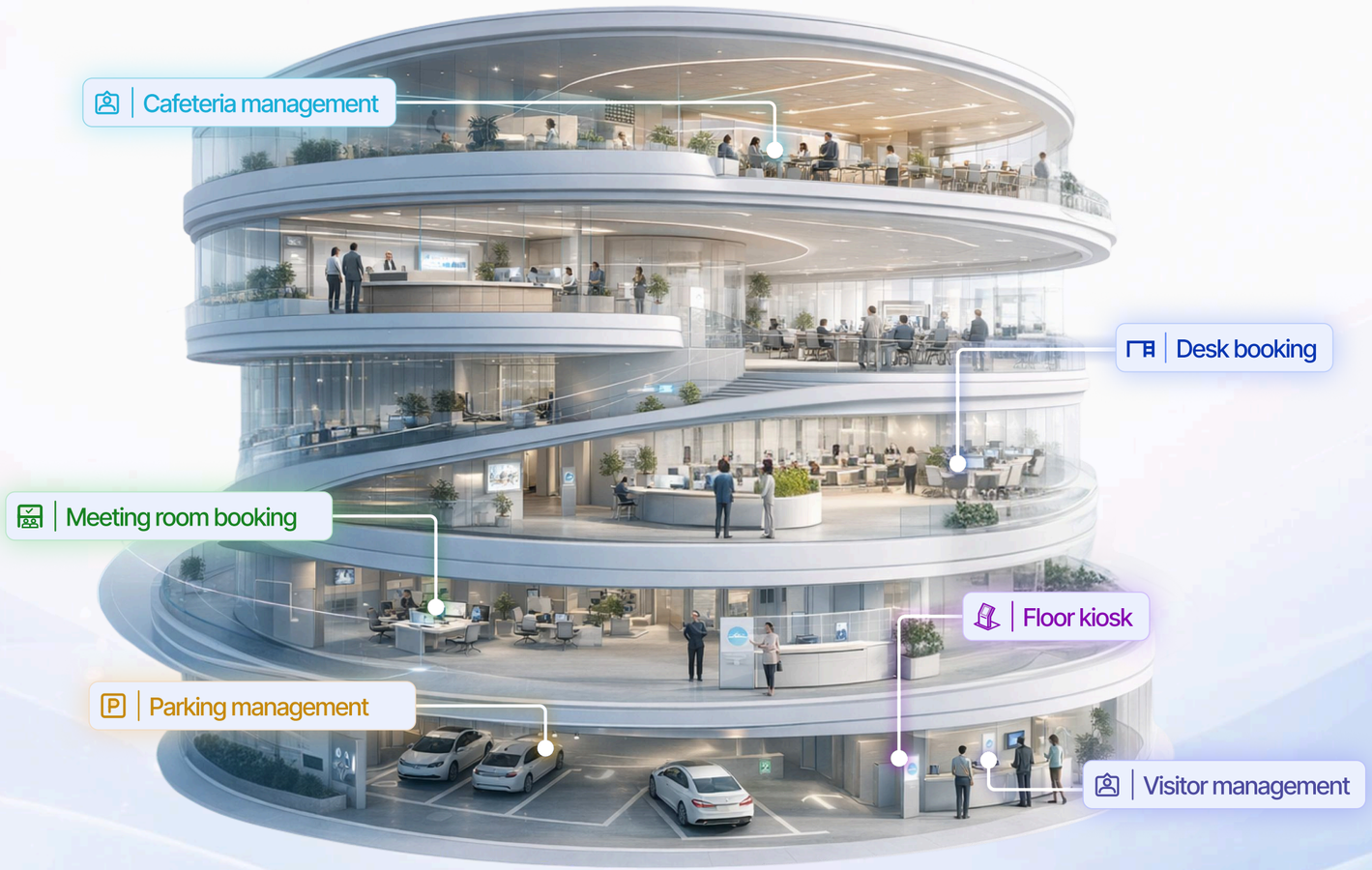
Work In sync

A MoveInSync Product

Brand Guidelines



October 2026

Table of Contents

01 — Brand About

Introduction
Solution, Mission & Vision
Core Values & Target Audience

02 — Logo System

Logo Types
Logo Colour
Icon Logo
Logo Usage & Clear Space
When to Use What & Consistency Rules
Misuse Examples & Incorrect Usage

03 — Visual Identity

Colour Palette
Colour Shades
Colour Variables
Colour Scale
Typography
Iconography
Image Style
Image Aesthetics
Shapes & Patterns

04 — Mockups

Device & Packaging Mockups
Office Signage
Product UI
Merchandise
Office Branding
Stationery


Work In sync
Your Workplace, Simplified
Smart Workspace Management
Seamless Visitor Experience
Effortless Desk & Room Booking
Data-Driven Workplace Insights
One Platform.
Everything in Sync.
Welcome back, Priya
Desk Utilization
68%
Upcoming Bookings
Quick Actions
Work Smarter
Optimize spaces and resources.
Connect Seamlessly
Visitors, teams, and workplaces in sync.
Secure & Reliable
Enterprise-grade security you can trust.
Insights That Matter
Real-time analytics for better decisions.
Work In sync
Built for the Modern Workplace

01

Brand About



Introduction

Transforming workplaces into strategic assets.

WorkInSync™ is an enterprise workplace management platform that simplifies modern workplace operations through intelligent, scalable and seamless solutions. Organisations use it to manage desk booking, meeting rooms, visitors, parking, cafeterias, floor kiosks, assets, service requests and workplace analytics in one platform. WorkInSync is a MoveInSync product.

These guidelines document the visual language, design system and brand principles that define WorkInSync, so every team and partner applies the brand consistently.

Solution

WorkInSync™ was built to solve the growing complexity of managing modern hybrid workplaces.
By bringing desk booking, meeting rooms, visitors, parking, cafeteria, assets, service requests, and workplace analytics into one unified platform, WorkInSync enables organisations to operate more efficiently, transparently, and intelligently.

Mission

To empower Facility Managers and Workplace Experience Managers with visibility, control and cost savings so that they can create a collaborative and productive workplace experience for the employees.



Vision

To become an operating system for workplaces by enabling a fully connected, data-driven and easy-to-adopt platform for corporate employees.

Core Values

WorkInSync™ is built on principles that define how modern enterprises manage and optimise workplace operations.

Innovation

Scalability

Simplicity

Trust

Target Audience

WorkInSync is designed for enterprise organisations and teams responsible for managing workplace operations and employee experience.

Enterprise organisations

Workplace operations teams

Large corporations

Facility managers

IT & workplace transformation teams

HR and Admin leaders

02

Logo System

Logo Types

The logo system includes a full version, a primary version and an icon, giving flexibility across layouts and use cases while keeping the brand consistent and recognisable.

Type 1 (Full Version)



Type 2 (Primary)



Type 3 (Icon)



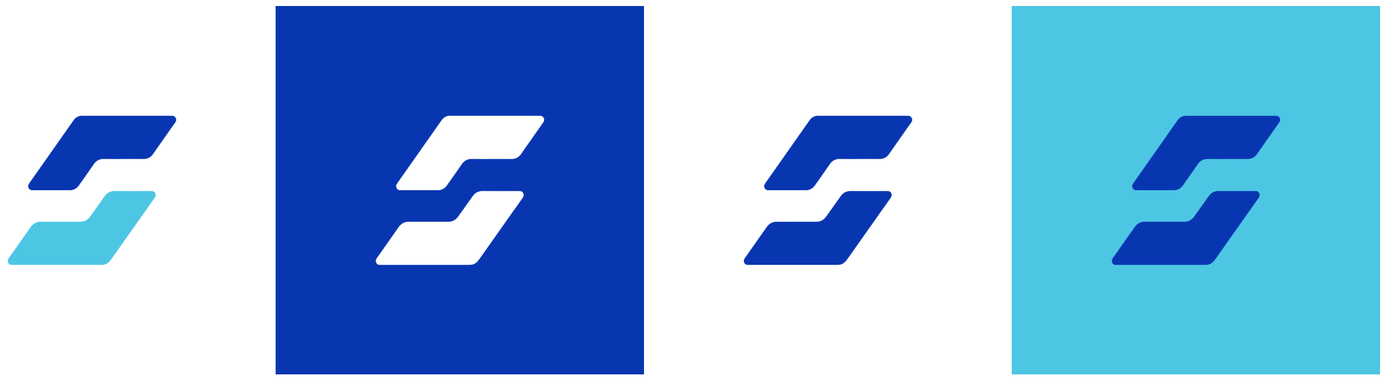
Logo Colour

The logo should primarily be used in the approved brand colours, ensuring strong visibility and consistency across light and dark backgrounds. Avoid using unapproved variations.



Icon Logo

The WorkInSync™ icon is the desk-and-chair mark on its own. Use it where space is limited, such as app icons, favicons and social media profile images.

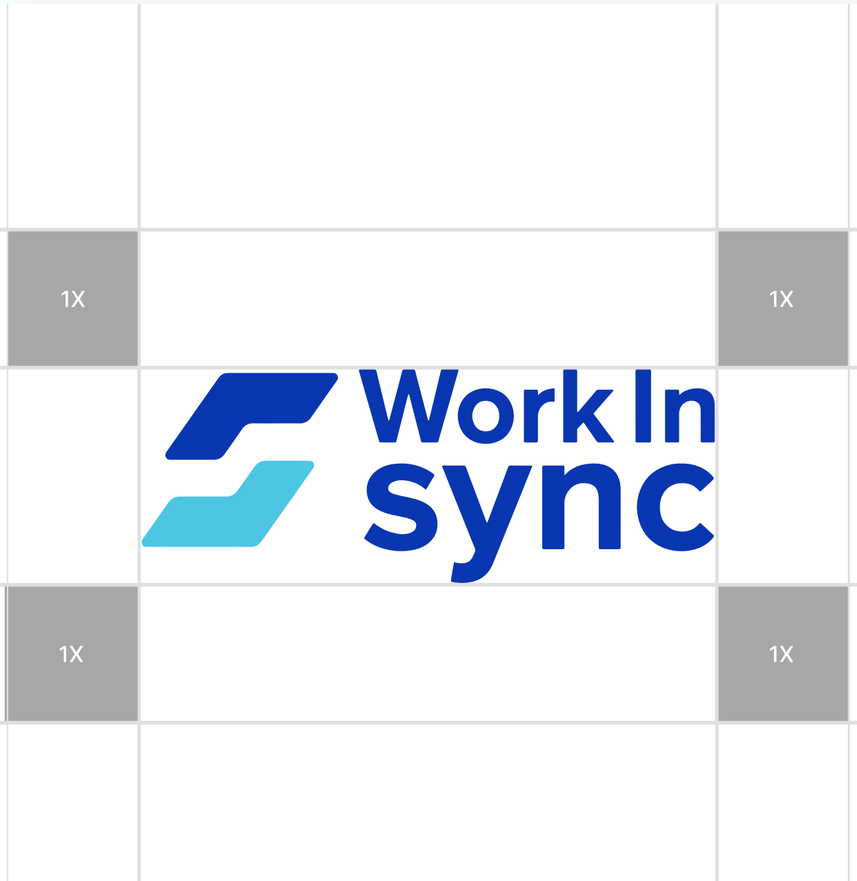


Logo Usage

The logo must be used consistently with proper spacing, alignment, and contrast. Correct usage ensures strong brand recognition across all platforms and applications.

Clear space

Keep clear space equal to the height of the logo icon (1X) on all sides.



Minimum size

Full logo 120 px wide on screen, 30 mm in print. Icon 24 px on screen (16 px only as a favicon), 6 mm in print.

USAGE GUIDELINES

01 — When to Use What

Use the right logo variations and assets based on the context and platform.

Digital (Light Backgrounds)



Digital (Dark Backgrounds)



Print Design



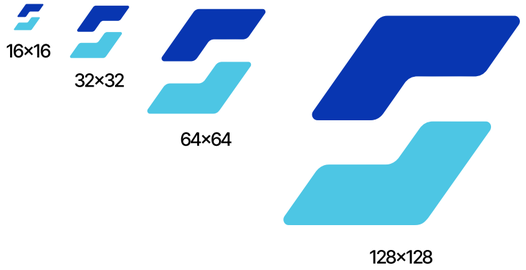
Social Media Icon



Mobile app Icon



Favicon



02 — Consistency Rules

Maintain a unified brand experience across all platforms and materials.

Colour Consistency

Use only the approved brand colours. Do not introduce new colours.

Typography Consistency

Use the approved fonts and maintain hierarchy across all platforms.

Logo Consistency

Use the correct logo variation as per the background and format.

Spacing & Layout

Follow the spacing system and layout principles for balanced compositions.

Tone Consistency

Maintain the brand voice and tone across all communications.

Asset Consistency

Use approved icons, illustrations, and imagery styles only.

USAGE GUIDELINES

03 — Real Misuse Examples

Avoid these real-world mistakes that weaken brand recognition and trust.

Using low-resolution or blurry logo.



Altering logo proportions.



Rotating the logo.



Poor contrast with background.



Placing logo on patterns.



Using logo too close to other elements.



Adding other elements to the logo.



04 — Incorrect Usage

To preserve brand integrity, avoid the following:

Do Not:

- Stretch or distort the logo
- Change colours outside the approved palette
- Add shadows, gradients, or effects
- Rotate or skew the logo
- Place on low-contrast or cluttered backgrounds



Do not Stretch or distort the logo



Do not change colours



Do not add shadows, gradients, or effects



Do not alter the typography



Do not add borders and elements

03

Visual Identity

Colour

The WorkInSync™ colour system is built around a structured blue palette representing trust, intelligence, and professionalism, supported by neutral tones for balance and readability.

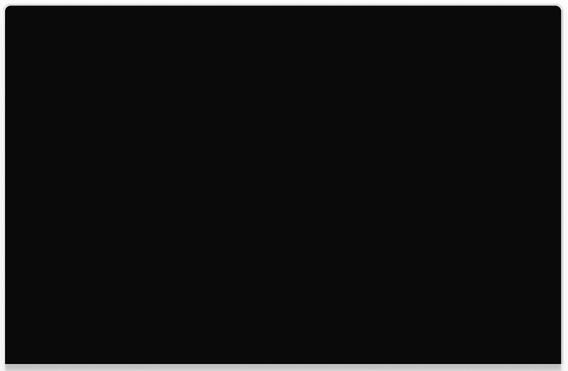
Colour Palette



PRIMARY ROYAL BLUE
#0937B2

BLUE LIGHT SHADE
#F0FDFF

BASE WHITE
#FAFAFA



BASE BLACK
#0A0A0B

Colour Shades

Primary Royal Blue #0937B2

100	#D9E3FD
200	#B2C6FB
300	#8CAAF9
400	#658DF7
500	#3F71F5
600	#1854F3
700	#0B43D8
800	#0937B2
900	#072E93
1000	#041B56

Blue Light Shade #F0FDFF

100	#F8FEFF
200	#C5F7FF
300	#9BF2FF
400	#70ECFF
500	#45E6FF
600	#1BE1FF
700	#00CFEF
800	#00AAC4
900	#00859A
1000	#00606F

Base White #FAFAFA

100	#FAFAFA
200	#EEEEEE
300	#E2E2E2
400	#D6D6D6
500	#CACACA
600	#BEBEBE
700	#B2B2B2
800	#A6A6A6
900	#9A9A9A
1000	#8E8E8E

Base Black #0A0A0B

100	#767677
200	#6A6A6B
300	#5E5E5F
400	#525253
500	#464647
600	#3A3A3B
700	#2E2E2F
800	#222223
900	#161617
1000	#0A0A0B

Colour Variables

Primary Royal Blue #0937B2	**Blue Light Shade** #F0FDFF	**Tertiary Gunmetal** #2B2F39	**Base White** #FAFAFA
Base Black #0A0A0B	**Success** #22BB33	**Warning** #CC3300	**Error** #E4626F

Primary Royal Blue

Primary Royal Blue100	Primary Royal Blue200	Primary Royal Blue300	Primary Royal Blue400	Primary Royal Blue500	Primary Royal Blue600	Primary Royal Blue700	Primary Royal Blue800	Primary Royal Blue900	Primary Royal Blue1000
#d9e3fd	#b2c6fb	#8caaf9	#658df7	#3f71f5	#1854f3	#0b43d8	#0937b2	#072e93	#041b56

Cyan Accent Scale

Cyan Accent100	Cyan Accent200	Cyan Accent300	Cyan Accent400	Cyan Accent500	Cyan Accent600	Cyan Accent700	Cyan Accent800	Cyan Accent900	Cyan Accent1000
#f8feff	#c5f7ff	#9bf2ff	#70ecff	#45e6ff	#1be1ff	#00cfef	#00aac4	#00859a	#00606f

Tertiary Gunmetal

Tertiary Gunmetal100	Tertiary Gunmetal200	Tertiary Gunmetal300	Tertiary Gunmetal400	Tertiary Gunmetal500	Tertiary Gunmetal600	Tertiary Gunmetal700	Tertiary Gunmetal800	Tertiary Gunmetal900	Tertiary Gunmetal1000
#e8e9ed	#d0d4dc	#b9beca	#a2a8b8	#8a92a7	#737d95	#60697f	#4e5668	#3d4250	#20232b

Neutrals

Base White	Neutrals100	Neutrals200	Neutrals300	Neutrals400	Neutrals500	Neutrals600	Neutrals700	Neutrals800	Neutrals900	Neutrals1000	Base Black
#fafafa	#e3e3e3	#cccbcb	#b5b3b3	#9f9c9c	#898384	#726c6c	#5a5555	#433e3f	#2b2829	#151314	#0a0a0b

Success

Success100	Success200	Success300
#adf0b5	#5ce16b	#188424

Warning

Warning100	Warning200	Warning300
#ffb399	#ff6633	#912400

Error

Error100	Error200	Error300
#E4626F	#C03744	#8C1823

Typography

A modern, highly readable type system that establishes clear hierarchy and consistency across all touchpoints. Designed to enhance clarity in both content-heavy and UI-driven environments.

Work In sync

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWwXxYyZz

1234567890!? | !@#$%^&*()<>?:{}|

Inter

Aa

Thin	
Extra Light	**Semi Bold**
Light	**Bold**
Regular	**Extra Bold**
Medium	**Black**

Iconography

Clean, minimal, and functional icons designed for clarity across workplace operations and product interfaces. Built with consistent stroke, proportions, and structure to ensure scalability and recognition.

Icon



Image Style

Feature imagery pairs real workplace photography with clean WorkInSync™ UI, showing each product in its real setting, from desk and meeting room booking to visitors, parking and cafeterias.



Desk Booking



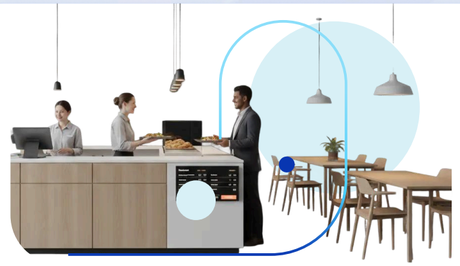
Meeting Room Booking



Visitor Management



Parking Management



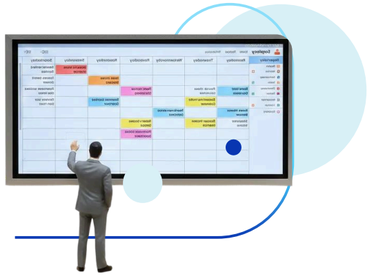
Cafeteria Management



Digital Wayfinding



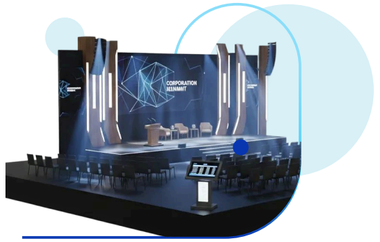
Floor Kiosk



Employee Scheduling



Employee Safety During Self Commute



Corporate Events

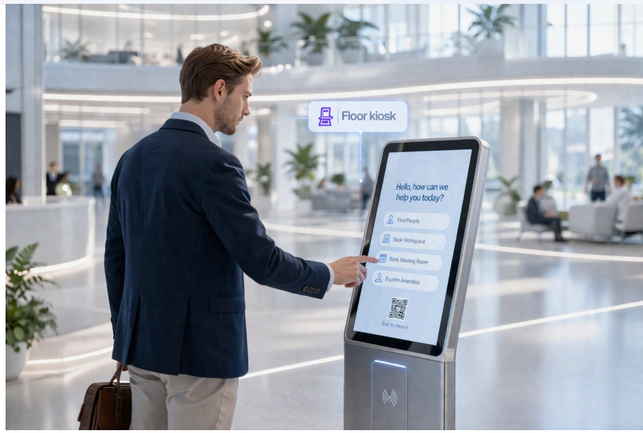
Image Aesthetics

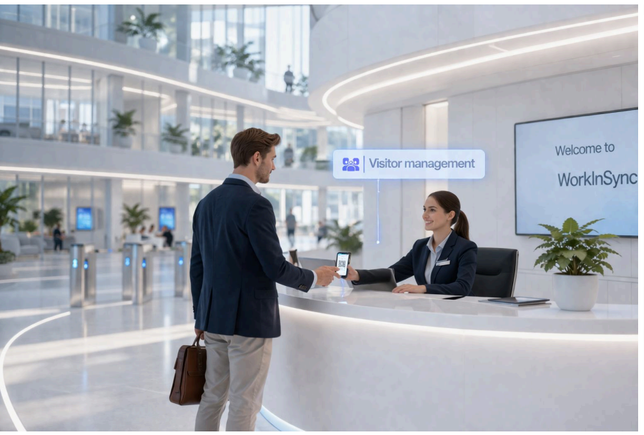
Visuals follow a clean, modern, and enterprise-focused aesthetic with balanced lighting and minimal distractions. Emphasis is placed on clarity, professionalism,
and real-world workplace relevance.

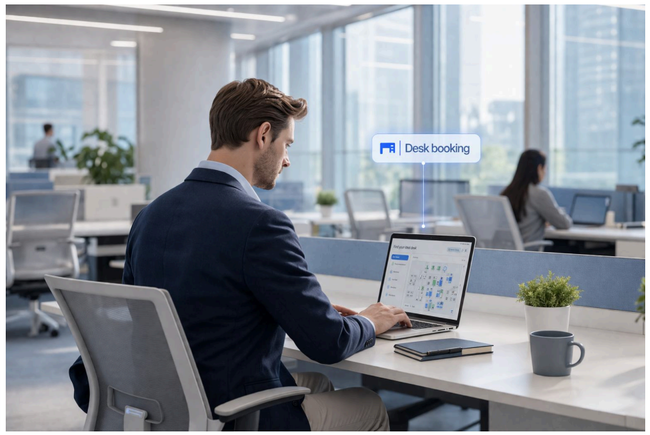
















Shapes & Patterns

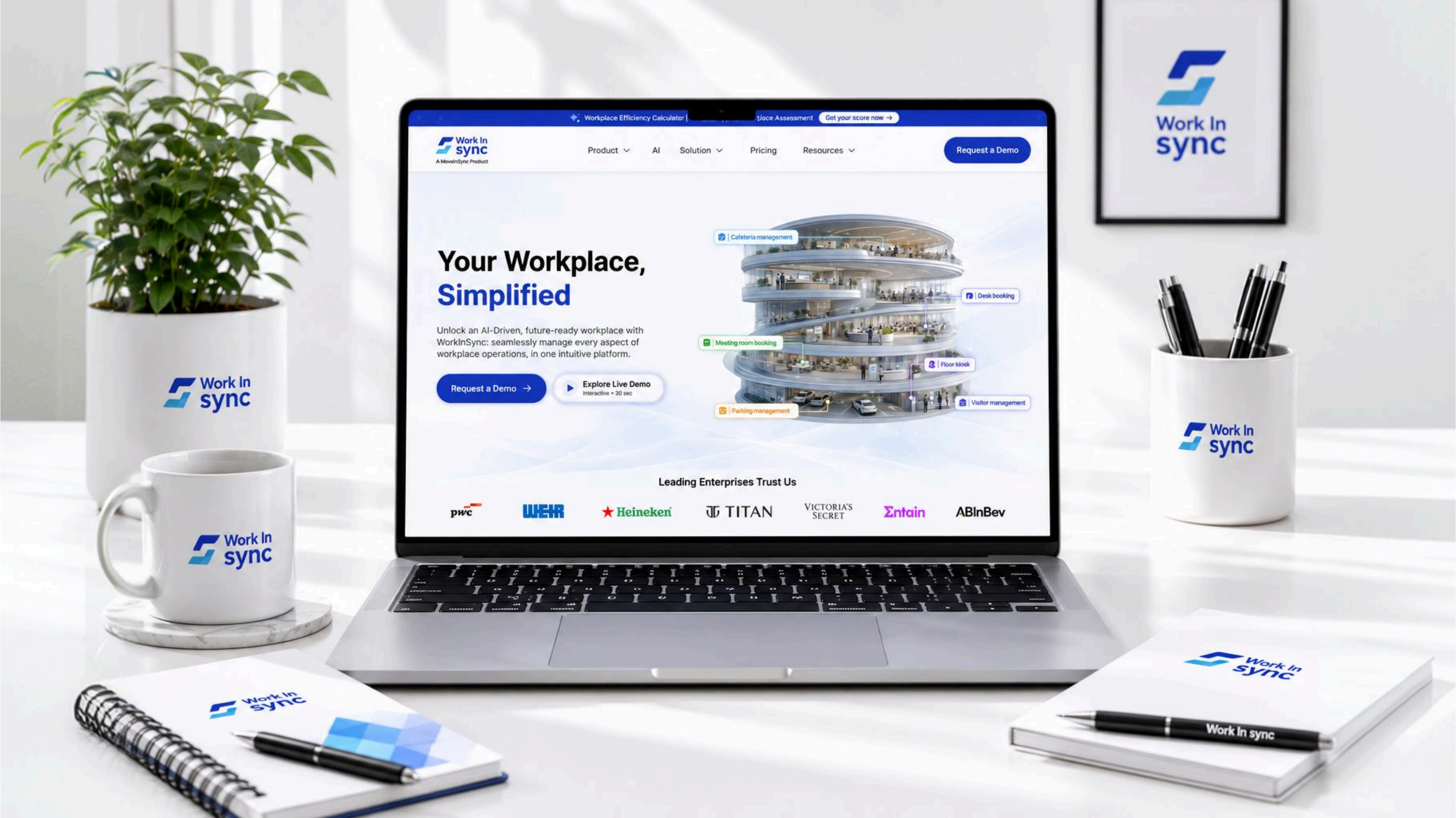
Simple geometric shapes form a subtle, structured pattern system that supports the visual identity. Used to add depth and consistency without distracting from content.





04

Mockups


Workplace Efficiency Calculator
Get your score now →
Work In sync
A MoveInSync Product
Product
AI
Solution
Pricing
Resources
Request a Demo
Your Workplace,
Simplified
Unlock an AI-Driven, future-ready workplace with WorkInSync: seamlessly manage every aspect of workplace operations, in one intuitive platform.
Request a Demo →
Explore Live Demo
Interactive • 30 sec
Cafeteria management
Desk booking
Meeting room booking
Floor kiosk
Visitor management
Parking management
Leading Enterprises Trust Us
pwc
WEIR
Heineken
TITAN
VICTORIA'S SECRET
Entain
ABInBev
Work In sync
Work In sync


Work In sync
Smarter Workspace. Better Everyday.
Work In sync
Work In sync
Work In sync
Work In sync
Work In sync
Smarter Workspace. Better Everyday.


Work In sync
Smarter Workspace. Better Everyday.
Main Entrance
Visitor Parking
Meeting Rooms
Business Center
Deliveries


9:41
Move inSync
and
Work In sync
From commuting,
to desk booking and more
Login via email
Login via mobile
9:41
OTP sent to your email address
monalisha.rath@moveinsync.com
Edit
Enter OTP
Resend OTP in 20 sec
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
+ * #
0
Reception
Meeting Rooms
Workstations
Cafeteria
Restrooms
All Set!
Amber Lynn Smith
Mother, Alex Smith
amberlynnsmith@gmail.com
+141 731 292 3478
Access Level: 3rd floor premises
Check in: 01:36 PM
Valid until: 07:00 PM
Your Access Pass is ready!
Please enjoy your visit at XYZWES.
Print and Proceed


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Your Workplace, Simplified.
Work In sync
Work In sync


9:41
workinsync.io
150 Posts
120k Followers
4 Following
WorkInSync | A MoveInSync Product
Your Workplace Simplified!
www.workinsync.io
Following
Message
Contact
Desk Book..
Meeting Ro..
Visitor Man..
Parking Man..
New
The Hidden Tax on "Waiting"
What The Modern WxM Needs
Inside the Industries
Retail Edition
What WxM Is (And Is Not)
Inside the Industries
Tech Edition


Work In
sync
Work In
sync


Work In
sync
Work In
sync


Work In sync
One Platform.
Everything in Sync.
Smarter workplaces start with sync.
Desk Booking
Meeting Room Management
Visitor Management
Parking Management
Cafeteria Management
Digital Wayfinding
Employee Experience
Workplace Analytics
www.workinsync.io
MAY 2024
MON TUE WED THU FRI SAT SUN
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31
Great workplaces are not just built, they are intelligently connected.
Work In sync
One Platform.
Everything in Sync.


Work In sync
A MoveInSync Product
Brand Guidelines
Our brand. Our promise. Our identity.
Version 1.0 | May 2025
WorkInSync Brand Guidelines
01
Introduction
WorkInSync is an AI-driven workplace management platform that empowers organizations to create smarter, more efficient and people-centric work environments.
Our Logo
Work In sync
Our logo represents connection, synchronization and seamless workplace experiences. The dynamic mark reflects movement, progress and harmony.
Logo Construction
Clear Space
WorkInSync Brand Guidelines | 07


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Your Workplace, Simplified
www.workinsync.com

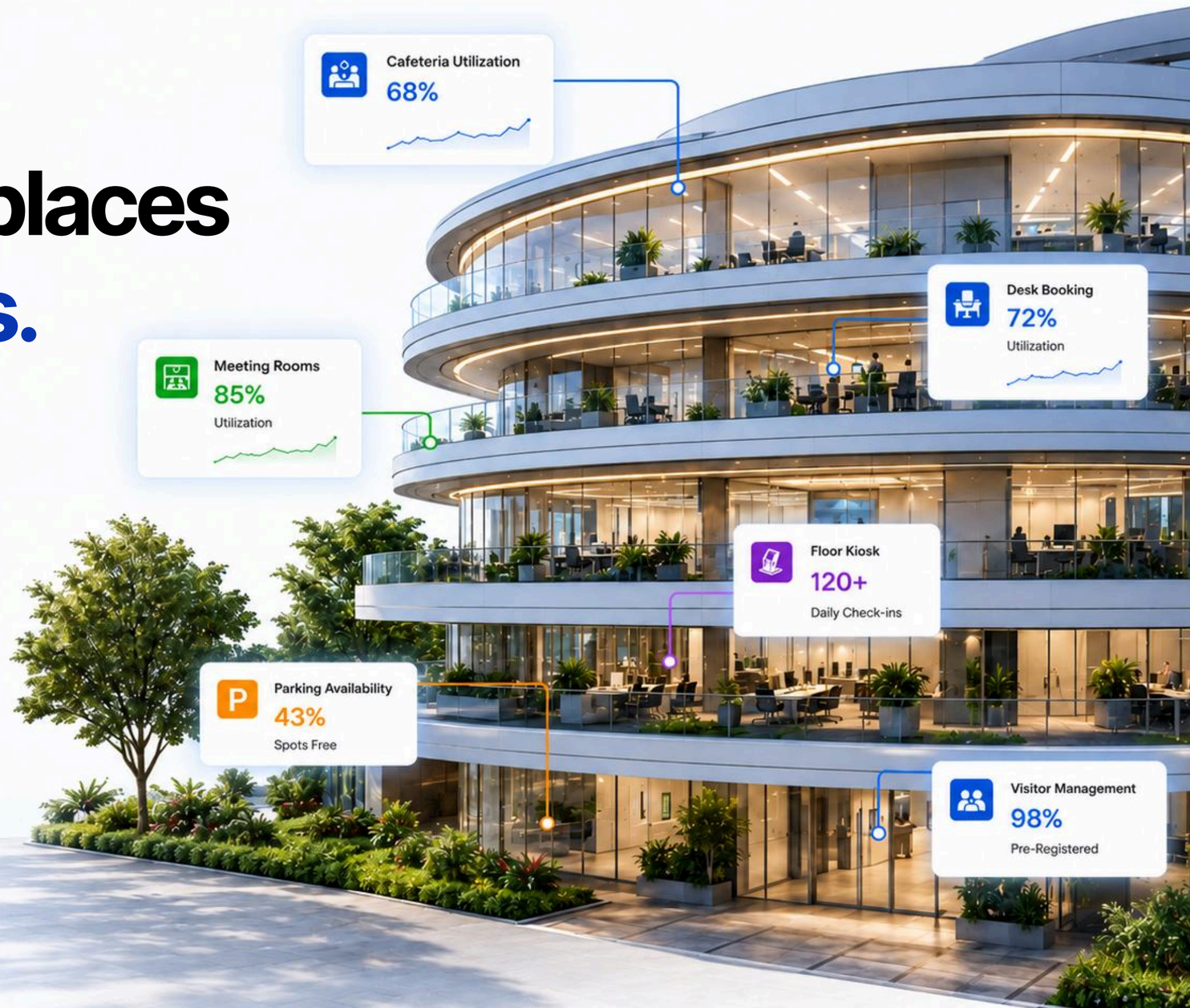

Work In sync
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Together, we build smarter workplaces.
This ID card is the property of WorkInSync Solutions Pvt. Ltd.
This card is non-transferable and must be worn at all times within the office premises.
If found, please return to the nearest WorkInSync office.
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