

**quitt.ch** becomes **quitt.**

**quitt.**

**why?**

**It's a brand not an address.**

**We sell our brand, not a product**

The product may change over time. But the brand will stay consistent.

**Don't miss the chance**

There wasn't a good reason `quitt.` was named `quitt.ch` in the first place. It was just hip to use a URL as the name.

**It's easier**

Even today a lot of people don't say or write `quitt.ch` but `quitt.` `quitt.` is shorter and comes now with a proper introduction and brand guidelines.

**It's more flexible – in a good way**

It includes our product, `my.quitt.` and can be used modular. For our `quitt.service` our `quitt.abo` or our `quitt.insurances.`

**People search for it already**

We checked Google Analytics. The most common search before landing on our website is `quitt.`

**It is SEO conform**

From the SEO perspective it also doesn't make a difference if you search for `quitt` or `quitt.ch`.

**It has a stronger visual form**

To end with a period highlights even more what we do. And it's easier to pronounce.

## **How to make it work**

The main reason it didn't work until now was because we didn't have a brand guideline. With a complete guideline we can create a strong brand.

# Brand guidelines

**quitt.**

# Introduction

Welcome to our brand guidelines. This guide is essential reading to give everyone. It gives a firm understanding of the brand and provides an overview of the core brand elements. It's important because consistency creates a strong brand.

## **Vison**

The vision is our picture of a better place and the essence of our company.

All domestic employment  
in Switzerland is legal

## **Mission**

This shows why quitt. exists and identifies the goal of our operations.

To automate domestic employment registration and administration.

# Brand story

A short narrative that builds on our positioning, explaining what we do, how we do it and why we matter.

## Brand story – long form

Cleaners, babysitters and tutors – they all do valuable work for us. Up until now, it has been very time-consuming to correctly register these employment relationships and carry out the relevant ongoing administration.

We have experience of this at first hand, so we wanted to offer others a simple and fast solution to this problem – one that makes life easier for employers and allows employees to have a fair employment relationship. And both sides are even, or as in German **quitt!**

In doing so, we can contribute to the reduction of illegal employment in Switzerland.

## Brand story – short form

Because it's very time-consuming to correctly register and administrate employment relationships, we use our experience for our clients. We offer a simple and fast solution. One that makes life easier for employers and allows employees to have a fair employment relationship.

# Brand benefits

The functional and emotional reasons why people choose to use us. And result in feelings they experience from these.

## **Instant and hassle-free**

It couldn't be simpler. Become an employer in 5 minutes. Manage your administrative employer duties online with just a few clicks.

## **Get the most out of you time off**

If you hire a domestic help you don't want to spend the gained free time with odd paper work. We take care of the communication with all social security and tax authorities.

## **Everything is legal and correct**

With quitt. you don't have to worry about legal issues. We know about changes in law and tariffs in every canton and make sure, your employment relationship is correct at all time.

## **Professional**

With quitt. you will always make a good impression. You receive a legally valid contract of employment, monthly pay slips, the wage statement and a competent partner for all questions concerning domestic employment.

## **Save money**

Benefit from a selection of insurance packages concerning domestic employment at unrivalled favourable conditions thanks to a joint insurance policy with our partner Generali.

## **Personalised for you**

Every employment is different. We only need little information from you so you will get exactly the service that you need.

## The logotype

The logo highlights that we finish things and bring it to a proper end. Every month. Period.

**quitt.**

# Using the logotype

To protect its integrity and legibility, the logotype has an exclusion zone of clear space and a minimum size. Both must always be observed.

Exclusion zone



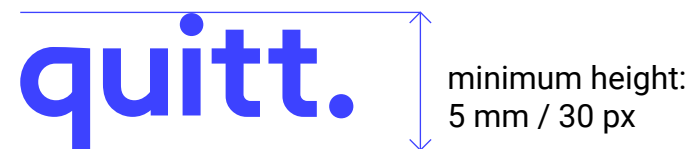
The logo's exclusion zone is equal to half the height of the logo. Here marked as  $x$ .

Logotype on pictures



For better legibility on pictures, the logotype can also be used in white

Minimum size



## Logotype colour variations

Legibility is the prime consideration when choosing the logotype colour

Primarily used logo variation

**quitt.**

**quitt.**

**quitt.**

**quitt.**

## Shorthand version

The abbreviation is used as the shorthand for quitt.. It identifies our brand in instances when our logotype is not appropriate or when space is precious.



# Shorthand version

The image shows a screenshot of a Facebook page for 'quitt.ch'. The page header includes the search bar with 'quitt.ch', the user 'Amanda', and navigation links for 'Home', 'Create', and notifications. The profile picture is a blue circle with a white 'q.'. The cover photo features the text: 'Zuviel Bürokratie bei der Anstellung Ihrer Haushaltshilfe? quitt. erledigt alles!' with a background of clothespins. The left sidebar lists navigation options: Home, Posts, Events, About, Videos, Photos, Reviews, Community, and a 'Create a Page' button. The main content area shows a post from 'quitt.' dated 31 July at 16:08 with the text: 'We wish you a festive 1st of August! On the national holiday on August the 1st our company stays closed. The quitt.ch team wishes you a happy holiday and will be back for you on Friday, 2nd of August.' A chat window is open over the post, showing a rating of '2.5 out of 5' and a message: '2.4K people like this, including Till Graf and 8 friends'. The chat window also displays 'Typically replies within a day' and '2.4K people like this, including Till Graf and 8 friends'. The bottom of the chat window shows a 'Type a message...' input field and various icons for media and actions.

# Brand terms

The brand terms are used to reinforce our name. They should always be used in this form.

Our name

**quitt.**

Used in a text, **quitt.** is always written with a dot. Also at the beginning and end of sentences.

**quitt.** is always written in small letters.  
Our name is **quitt.**

Our URL

**quitt.ch**

Our service

**quitt.Service**

Our plans

**Start  
Comfort  
Flat**

Our additional insurances

**quitt.Insurances**

The personal customer login area

**my.quitt.**

Customer Account

**quitt.Account**

Customer ID

**quitt.ID**

## **my.quitt. & admin.quitt**

Our customers use my.quitt.  
where they can administrate  
their employment. It's part of  
the bigger brand quitt..

**my.quitt.**

**admin.q.**

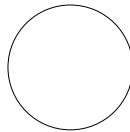
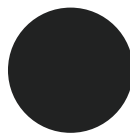
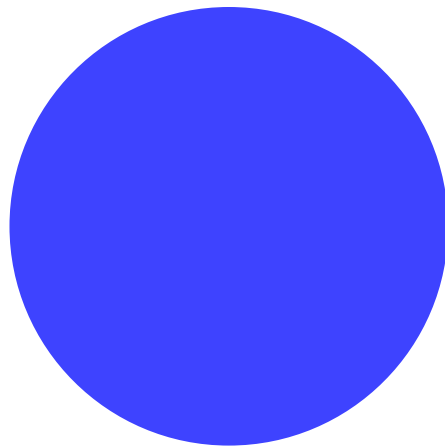
# Colour

We have a primary blue brand color which is supported by white and black.

The blue creates a memorable, modern, unbureaucratic, vibrant and digital base.

The secondary colour is designed to complement the primary, reserved mainly for primary call to action buttons.

A palette of grey shades completes the colour variations.



## Royal blue

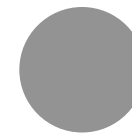
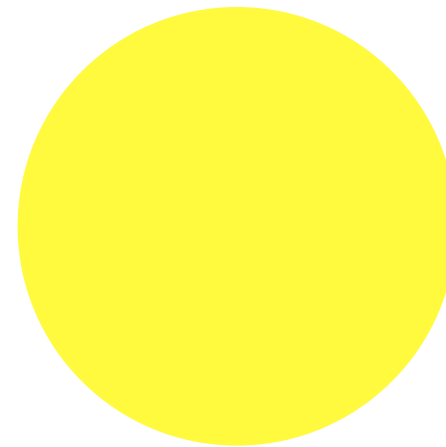
Pantone: 072 U  
HEX: #3E43FF  
RGB: 62, 67, 255  
HSL: 238, 100, 62  
HSB: 238, 76, 100

## Black

HEX: #222222  
CMYK: 0, 0, 0, 96

## White

HEX: #FFFFFF



## Lemon yellow

Pantone: 3935 U  
HEX: #FFFA3E  
RGB: 255, 250, 62  
HSL: 58, 100, 62  
HSB: 58, 76, 100

## Dark grey

HEX: #939393

## Medium grey

HEX: #E9E9E9

## Light grey

HEX: #F5F5F5

# Typography

## Roboto

modern, geometric, straight

regular, **bold**

Ob Putzfrau, Babysitter oder Nachhilfelehrer – sie alle erledigen für uns wertvolle Arbeiten. Diese **Arbeitsverhältnisse** korrekt anzumelden und fortlaufend zu administrieren, war bisher sehr aufwändig. Weil wir das am eigenen Leib erfahren haben, wollten wir anderen eine einfache und **schnelle Lösung für dieses Problem** bieten, die Arbeitgebern das Leben erleichtert und Angestellten ein faires Arbeitsverhältnis ermöglicht.

H1 64px Wir erledigen für

H2 40px Die besten Argumente

H3 32px Unsere Geschichte

H4 24px Lehnen Sie sich zurück

H4 24px High Emphasis

H5 14px Low Emphasis / Descriptive

Fliesstext 16px Seit dem 1.1.2015 gibt es ein neues Gesetz, das vom Parlament verabschiedet wurde. Neu werden Jugendliche, die bis **zum Ende ihres 25. Lebensjahrs** eine Tätigkeit in einem Privathaushalt ausüben und dabei weniger als 750 CHF pro Jahr verdienen, von der AHV-Beitragspflicht befreit. In anderen Worten: So lange der **Babysitter unter 25 ist und nicht mehr als 750 CHF** im Jahr verdient, muss dieser von den Eltern nicht bei der AHV angemeldet werden. Vor der Neuregelung befand sich das Alterslimit bei 17 Jahren.

[Link: 16px Babysitter](#)

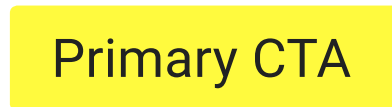
# Buttons

For the main call to action buttons the secondary color is used as it draws a lot of attention to them.

Primary buttons besides the main call to action are blue.

Secondary action buttons use a blue outline to be less prominent

Enabled



Primary CTA



Primary



Secondary



Anatomy

Focus,  
Hover,  
Pressed



Primary CTA

#F1EA00



Primary

#312FE3

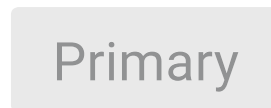


Secondary

#F4F4FF

font-size: 16px  
padding: 8px 16px  
border-radius: 3px  
border: 1px solid

Disabled



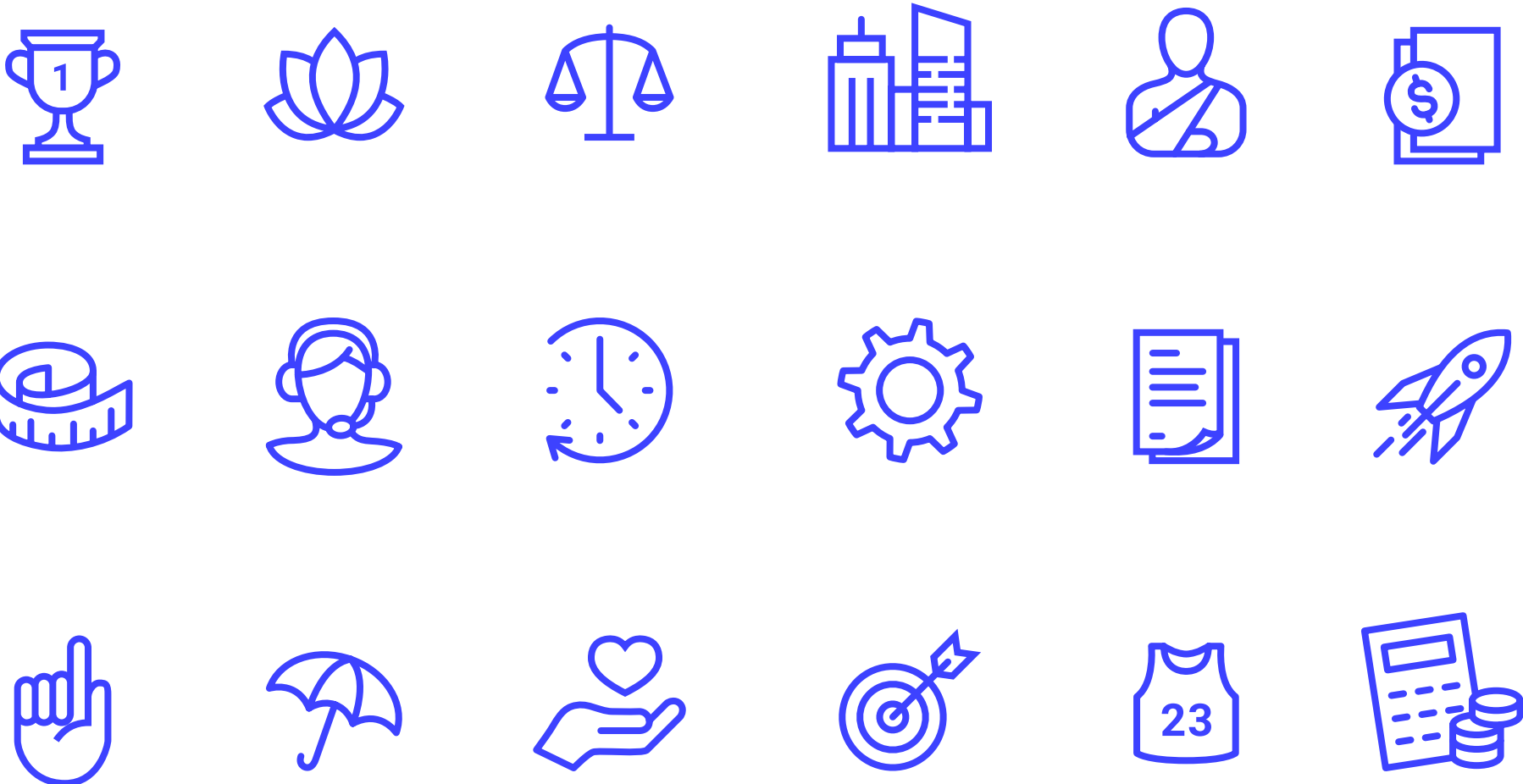
Primary



Secondary

# Icons

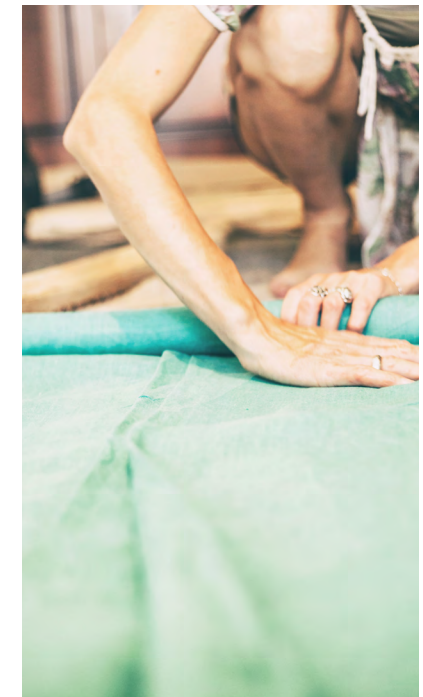
We use outlined icons without fillings. Ends and joins can be rounded or square.



# Pictures

We use pictures with high contrasts. Colour tones are mostly fresh and cool.

The pictures should have low depth of field, so the background appears blurry and the object of interest is more focused.



# Stationary

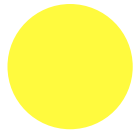
The stationary just reflects our simple and lean approach.



# Ads



# my.quitt. colours



## Primary

HEX: #3E43FF

## Secondary

HEX: #FFFA3E

## Black

HEX: #222222

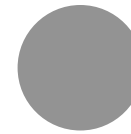


## Green / Success

HEX: #39CE79

## Red / Error

HEX: #EB4648



## Dark grey

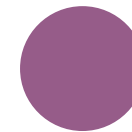
HEX: #939393

## Medium grey

HEX: #E9E9E9

## Light grey

HEX: #F5F5F5

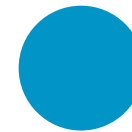


## Purple

CMYK: 21, 62, 0, 29

RGB: 142, 68, 180

HEX: #8E44B4

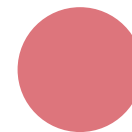


## Light blue

CMYK: 84, 7, 0, 18

RGB: 34, 194, 209

HEX: #22C2D1

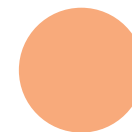


## Rose

CMYK: 0, 62, 33, 10

RGB: 229, 86, 153

HEX: #E55699



## Light Orange

CMYK: 0, 39, 53, 0

RGB: 255, 156, 120

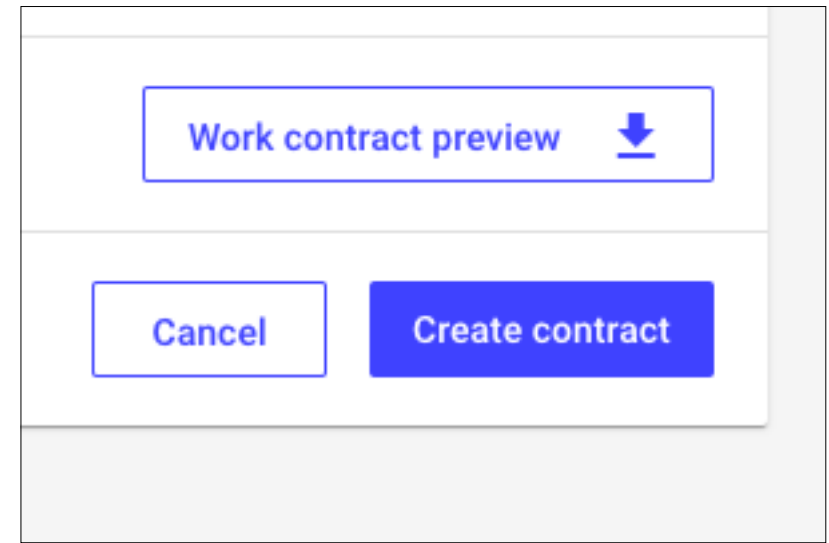
HEX: #FF9C78

## Vuetify

```
Vue.use(Vuetify, {  
  theme: {  
    „primary“: „#3E43FF“,  
    „secondary“: „#FFFA3E“,  
    „accent“: „#3E43FF“,  
    „error“: „#EB4648“,  
    „info“: „#3E43FF“,  
    „success“: „#39CE79“,  
    „warning“: „#EB4648“  
  }  
})
```

# my.quitt.

- New font: Roboto
- Secondary buttons: outlined
- All buttons are flat (no shadow)
- New success, error etc. colours



Primary and Secondary Buttons


A screenshot of a form with several elements. At the top, there is a red error message: 'Contract title' followed by a red underline and 'The contract title field is required.' Below this is a blue instruction: 'Explicit description of what has to be done' followed by the text 'ddfasdf' which has a red underline. A blue horizontal line with a cursor icon is below that. The question 'How will the salary be cleared?' is followed by two radio button options: 'On an hourly basis' (selected) and 'On a monthly basis with a per-month wage'.

**my.quitt.**

- Overview
- Documents
- Payments
- Employees
- My subscription
- Settings

Overview

- ✓ Configure my services
- ✓ My details
- ✓ Add my employee
- 4 Create my contract of employment
  - Define the details of your employment such as workload, tasks and salary.
  - [Create contract](#)
- 5 Pay basic fee




Employer-employee relationships need to be reported to the authorities within 30 days after their inception. As soon as you have paid the basic fees and signed the agreement with [quitt.ch](#), we will take care of the necessary registrations and insurances. Until then you can configure everything without commitment.

**My subscription**

- ✓ Accounting with social security

**Questions?**

-  [Frequently asked questions](#)  
Answers to frequently asked questions

we are **quitt.**