WorkAxle press kit

Everything you need to write about us or show us.

The logos and text in this kit are approved and ready to use as they are. Every line of text is also in **Text/WorkAxle-Press-Kit-Text.txt**, so you can copy it without retyping.

> WorkAxle is a workforce management platform for multi-site operations with union and labor-law rules.

Facts you can quote

Legal name	WorkAxle, Inc.
Founded	2017 in Montreal, Canada, by Mat Diab
Headquarters	Montreal, Canada, with a remote-first team
Serves	Enterprises across North America, Europe, Asia-Pacific, LATAM and MENA
Platform	Demand forecasting, scheduling and rostering, time and attendance, leave and absence, compliance and rule engine, payroll export
Industries	Security and guarding, public sector, manufacturing and processing, airport operations, retail, healthcare, construction, port operations
Security	SOC 2 Type II, ISO 27001 and ISO 27018 certified
Ecosystem	Workday Innovation Partner (Silver, Design Approved) and SAP PartnerEdge partner
Recognition	Recognized by Gartner as a Representative Vendor in workforce management for multiple consecutive years, most recently in 2026. Named one of Canada's Best Workplaces for 2025 by Great Place to Work.

What's in this kit

Logos	Horizontal, vertical and symbol, in Color, Reverse, White and Black. SVG, PNG, PDF and AI.
Text	Descriptions in English, French and Spanish, facts and links.
This guide	How to describe us, how to use the logo, and where to find more.

Media contact

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How to describe WorkAxle
Pick the length that fits your space.

Each version stands on its own. Use it as written, and keep the name as one word with a capital W and a capital A.

One line 14 words

WorkAxle is a workforce management platform for multi-site operations with union and labor-law rules.

Short 49 words

WorkAxle is a workforce management platform for multi-site operations with union and labor-law rules. An organization's HR suite holds the people and its payroll pays them. WorkAxle runs everything in between: forecasting, scheduling, time, and the rules that govern all three, from the first forecast to the final export.

Full boilerplate 116 words

WorkAxle is the enterprise workforce management platform built for complex, multi-union, multi-jurisdiction operations. It runs the operational layer between an organization's HR system and its payroll, covering demand forecasting, scheduling, time capture, time classification, compliance and payroll export.

Its plain-language rule engine lets a customer's own team configure and change the labour rules and collective agreements their operation runs on, without code, automating multiple collective bargaining agreements within a single deployment. WorkAxle is SOC 2 Type II, ISO 27001 and ISO 27018 certified, and is a Workday Innovation Partner (Silver, Design Approved) and an SAP PartnerEdge partner.

Headquartered in Montreal, WorkAxle serves enterprises across North America, Europe, Asia-Pacific, LATAM and MENA. For more information, visit workaxle.com.

In French and Spanish

Français

WorkAxle est une plateforme de gestion des effectifs pour les organisations multisites encadrées par des conventions collectives et le droit du travail. Le SIRH d'une organisation détient les personnes et la paie les rémunère. WorkAxle gère tout ce qui se trouve entre les deux : prévision, planification, temps et les règles qui régissent les trois, de la première prévision à l'exportation finale.

Español

WorkAxle es una plataforma de gestión de la fuerza laboral para operaciones con varias sedes que deben cumplir contratos colectivos y leyes laborales. La suite de RH de una organización tiene a las personas y la nómina les paga. WorkAxle opera todo lo que va en medio: pronóstico, programación de turnos, asistencia y las reglas que gobiernan las tres, del primer pronóstico a la última exportación.

The full French boilerplate is in the text file.

Using the logo
and which file to use where.

Every file named here is in the Logos folder of this kit. For an email newsletter on a white or light background, use **the PNG in HORIZONTAL / Color**.

Match the file to your background

Color

White and light backgrounds. The one to use by default.

`HORIZONTAL/Color`

Reverse

Dark backgrounds, keeping the orange symbol.

`HORIZONTAL/Reverse`

White

Dark or coloured backgrounds and photos.

`HORIZONTAL/White`

Black

One-colour printing and greyscale.

`HORIZONTAL/Black`

Pick the shape for the space

Horizontal

Wide spaces: headers, footers and partner rows. What most newsletters need.

Vertical

Square or tall spaces, such as a sidebar or a social tile.

Symbol

Small square spots, such as profile pictures and icons.

Pick the format

Where it goes	File	Why
Email newsletter	**PNG**	Most email apps do not display SVG.
Website or app	**SVG**	Stays sharp at any size.
Print or design	**PDF, AI**	Vector files for printers and Illustrator.

On screen, keep the horizontal logo at least **120 px wide**. The horizontal PNGs are 1,229 px wide, so they stay sharp in any newsletter column.

Keep it clean

✓ Give it room. Keep empty space around it, about half the height of the symbol.

✕ Don't stretch or squash it. Resize from a corner so it keeps its shape.

✕ Don't change its colours. Use one of the four versions above.

✕ Don't rotate or tilt it.

✕ Don't add shadows, glows or outlines.

✕ Don't place it where it disappears. On colour, use the White version.

Brand colours

Navy

HEX #222338
RGB 34 35 56

Orange

HEX #FC6D2D
RGB 252 108 45
CMYK 0 66 84 0
Pantone 1585 C

Pink

HEX #DE3B72
RGB 222 59 114
CMYK 0 90 25 0
Pantone 7424 C

Writing the name

One word, with a capital W and a capital A.

✓ WorkAxle

✕ ~~Workaxle~~

✕ ~~Work Axle~~

✕ ~~WORKAXLE~~

Results and news
Cite what's published.

Every result and headline here is published on workaxle.com, so you can link to the source.

Customer results

A leading pharmacy retailer in the Gulf: 31% wage cost savings across 1,400+ locations.
Read the case study on workaxle.com

A national airport-operations security provider: live across Canada's major airports in 8 weeks.
Read the case study on workaxle.com

One of Europe's largest pharmacy groups: twelve percent off the wage bill, starting with twenty stores.
Read the case study on workaxle.com

A public-sector gaming operator: rules that can't leave the province, on a floor that changes by the hour.
Read the case study on workaxle.com

A security operator in Australia: the builder that chose to buy.
Read the case study on workaxle.com

Recent news

Sep 15, 2026 Certis Australia Goes Live on WorkAxle, Scheduling Around 6,000 People

Aug 20, 2026 WorkAxle Selected by Certis Group to Power Next-Generation Rostering System Across Singapore and Australia

Jul 20, 2026 WorkAxle Named a Representative Vendor in the 2026 Gartner Market Guide for Retail Workforce Management Technology

Nov 12, 2025 WorkAxle Named Workday Innovation Partner

Aug 13, 2025 WorkAxle Named to Constellation ShortList for Workforce Management Suites

All news: workaxle.com/newsroom

Find WorkAxle online

Website workaxle.com **LinkedIn** linkedin.com/company/workaxle **YouTube** youtube.com/@workaxle

Workday Marketplace and **SAP Store** listings: links in the text file