

15Five Press Kit



Press Inquiries:

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15five.com/press

Twitter:

[@15five](https://twitter.com/15five)

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About 15Five

15Five is the performance management platform that drives business results. By continuously measuring the indicators of employee engagement and performance that matter most, 15Five helps HR leaders uncover risks of turnover, poor performance, and ineffective management before they impact the organization. 15Five's approach provides HR with everything they need to achieve their strategic people objectives, and the data to tie those objectives to business outcomes. The platform combines 360° performance reviews, actionable engagement surveys, robust goal & OKR tracking, customizable manager training, and ongoing manager-employee feedback tools like weekly 1-on-1s and check-ins.

Together, all of these enable HR leaders to deliver high engagement and performance within the flow of work, and empower their managers to drive change from the bottom up. 15Five is loved by strategic HR leaders, managers, *and* employees at over 3,500 companies, including Credit Karma, HubSpot and Pendo.

For more information, visit www.15five.com.

Company Fact Sheet

2011

Year Founded

225

Employees

#3

Glassdoor #3 SMB
Company To Work For

94%

Approve of CEO

Product Suite

Engage

Evidence-based assessment and analysis, coupled with tested tools to drive engagement outcomes.

Perform

Robust 360 reviews and reporting to inform compensation decisions and enable career growth.

Focus

OKRs (Objectives & Key Results) and goal setting to track and clarify the top objectives for everyone across your organization.

Transform

Live and on-demand training and coaching designed to turn managers into leaders who know how to drive high performance and engagement.

Core Differentiators

Quickly Drives Tangible Impact

Everything we build drives business impact by helping HR leaders increase employee engagement, performance and retention.

Embraced by Managers and Employees

15Five offers immediate value to managers and employees, while enhancing their ability to achieve long-term objectives. Customers say that this is a win-win for both HR and the teams they serve - accelerating adoption and change management.

Easy to Implement and Use

Our platform is intuitive, and easy to implement and use. We've kept our UX simple while giving HR leaders the configurability to create an employee experience fit for their company culture.



Why 15Five Exists



Mission

To help HR leaders drive results through human-centered leadership and management.



Vision

We exist to accelerate human-centered leadership in the world, so that companies *and* their people can thrive.

Leadership Team



David Hassell

CEO & Co-Founder



Nazar Ivaniv

CTO & Co-Founder



Jim Morrisroe

Chief Operating Officer



Julia Stead

Chief Marketing Officer



Erik Verbeek

Chief Customer Officer



Sayle Hutchison

Chief Financial Officer

[Download Executive Bios & Headshots](#)

Funding & Key Investors

**Funding Total -
\$94.6 Million**

[Learn More](#)



QUAD
PARTNERS

 **Next47**


edisonpartners


origin ventures

matrix
PARTNERS

 **Point Nine**
THE ANGEL VC

 New Ground Ventures

Product Awards

Our products and services are recognized for their innovation, excellence, and care.

2023 Gold Stevie Award
for 15Five's Mobile App
(HR & Employee Experience)



2023 HR Tech Award
for Best Midsize
Business-Focused Solution



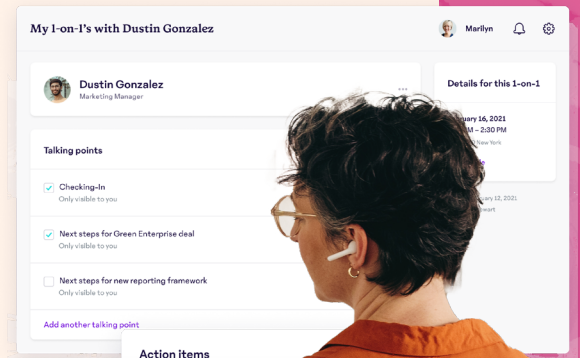
Fast Company:
World Changing Ideas
Award Honoree for
Career Hub Product



Fast Company:
One of the 10 most
innovative companies in
the workplace in 2022



Software Reviews:
Best Employee Engagement
Product 2022



[Learn More at 15Five.com/press](https://15five.com/press)

Culture Awards

We drink our own champagne and have been recognized for being one of the best places to work.

[Fortune Great Places to Work™ Certified 2020-2021](#)



[Glassdoor #3 SMB Company To Work For 2020](#)



[Inc. Best Workplaces 2019-2020](#)



[Forbes Best Startup Employers 2020](#)



Our Customers

3,500+ companies
440,000+ engaged users



Case studies are available on our [customer stories page](#).

Logo Usage Guidelines



The Wave

The Wave symbolizes people, the heart of 15Five. It is a fluid collection of individuals. Never static; energetic and always in motion. It is charming, trusted, and progressive.

Primary Lockup

The master logo lockup is composed of the mark, The Wave (set to the left), and the logotype (set to the right). The exact proportions, dimensions, and scale have all been carefully measured. Please use the provided logo assets to maintain precise usage of the lockup.

The spacing of the logo is thoughtfully considered. The space between the mark and the logotype is half the width of the number one. This space should never change.



Brand Mark

The brand mark is represented by the Wave symbol. The proportions are an optical square (not geometrically perfect), so it will need to be visually centered. Use only where 15Five is clearly identified.



Incorrect Usage

Ensure correct use of the mark, logotype, and lockup to maximize brand recognition and equity. Do not distort the lockup. Do not rotate the Wave. Ensure left side placement of the mark in the full lockup. Ensure contrast over photography when placing the logo lockup. Do not change the single-color version of the lockup. Never use strokes on the lockup.



Clear Space

The clear space allows the logo to stand alone and stand out.

The clear space is determined by the number one and its relationship to all sides.

Horizontal space is defined by the width of the “1”; vertical space is half the height of the “1”.



Always keep a minimum safe area around the logotype to maintain visual clarity and to provide maximum impact. Photos, text, and other graphic elements should not overlap the predefined space.



[Download Logo Assets](#)

Lockup Colorways

The main colorways for the 15Five lockup will be Rise and Tide on white, Kin on Tide, or Rise and Tide on bright backgrounds. While we prefer the primary colorway, you may find the need for using additional colorways. In these applications, contrast is key. Light on dark, dark on light.

The Rise mark with Tide logotype is the primary logo lockup.





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