

CAREERS_{SITE}

BRAND GUIDELINES

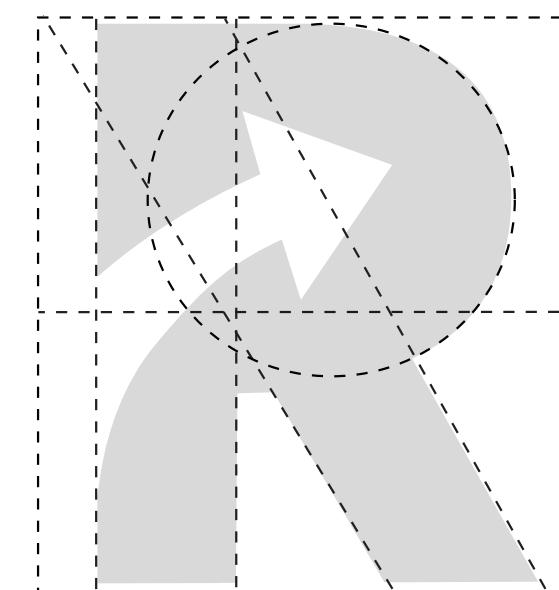
A Brand new look

Creating on all new visual identity, A hidden story behind this logo is to create a unique and modern Brand mark with a hue of colours. It's memorable, scalabe, ideal and dynamic for the market they sit within.

Construction Grid



Logo Construction



Brand mark construction

Usage Guidelines

CAREERS_{SITE}

CAREERS_{SITE}

Icons



Typography

Gotham

Aa Bb Cc Dd Gg Hh Ii Jj Kk Ll

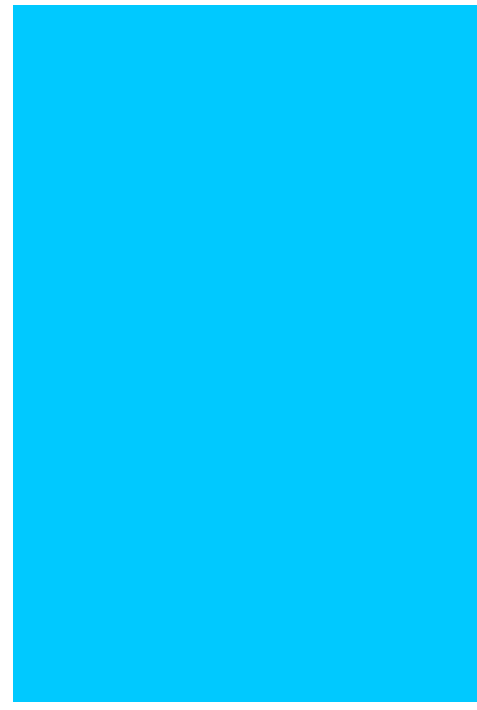
Mm Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

0123456789

!@#\$%^&()

Colors



#00C9FF

R 0

G 201

B 255



#1E1CB0

R 30

G 28

B 176

Do's

Layout



Background colors



Matching colors

Background

Logo



Dont's

Don't change the preferred layout



Don't stretch the logo



Don't use other color options then suggested



CAREERS SITE

