



JOBTARGET

Official Brand Book

INTRODUCTION

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Disclaimer

JobTarget is an all-in-one recruitment platform that brings job seekers and businesses together for a better recruiting experience. We offer a variety of unique recruitment products, services, and media tactics that drive varying hiring goals and provide 1:1 support to increase the impact of job ads, empower your brand presence, and win the best talent.



JobTarget Helps Make Hiring Easier

LOGO

Logo Colors Versions

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The JobTarget logo may appear in JobTarget Blue (#2F86DD) or white, never in any other colors. The preferred treatments are Primary Blue on white or white on Primary Blue.

Use whichever version provides the strongest visual contrast with the background and feels like it belongs in the overall design.

An icon-sized variation of the logo, representing just the “target icon” and “vertical logo” is available for use in limited scenarios, such as in favicons and certain social media applications. Use of this variation of the logo must be approved by the JobTarget marketing department.

[DOWNLOAD LOGOS](#)



Logo Clear Space & Minimum Size

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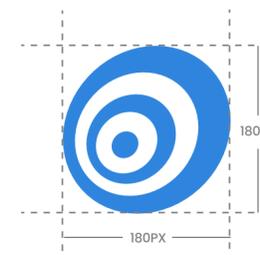
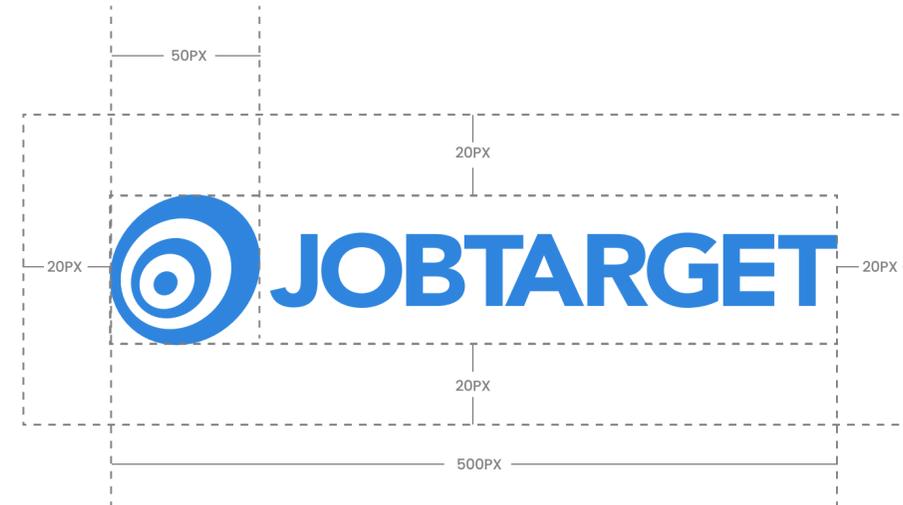
Disclaimer

Clear Space

Don't allow design elements within the defined safe zone. Always keep other elements at least one '20px' width and height away.

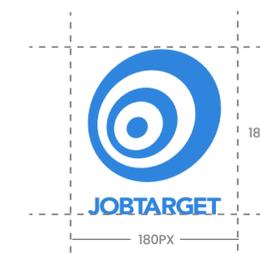
Minimum Size

To prevent distortion and ensure clarity across logo use cases, shrink to a minimum width of 72px.



Logo Icon

180 x180 px



Logo Icon - With Name

180 x180 px

Logo Misuse

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Avoid misusing the logo and always use our approved artwork with the correct colors. Do not alter the logo in any way.

Here are examples of improper logo use that are damaging to the brand.



Co-branding – partners

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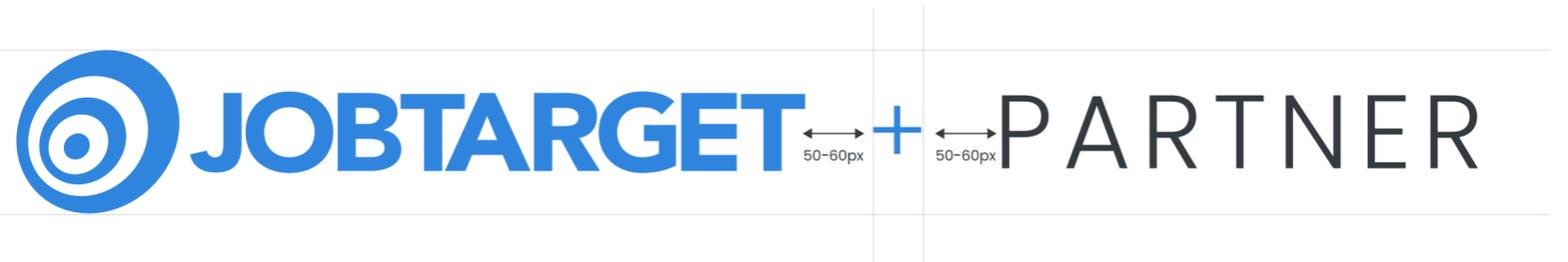
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Here are examples when pairing the JobTarget logo with a brand partner logo.



COLORS

Primary & Secondary Color Palette

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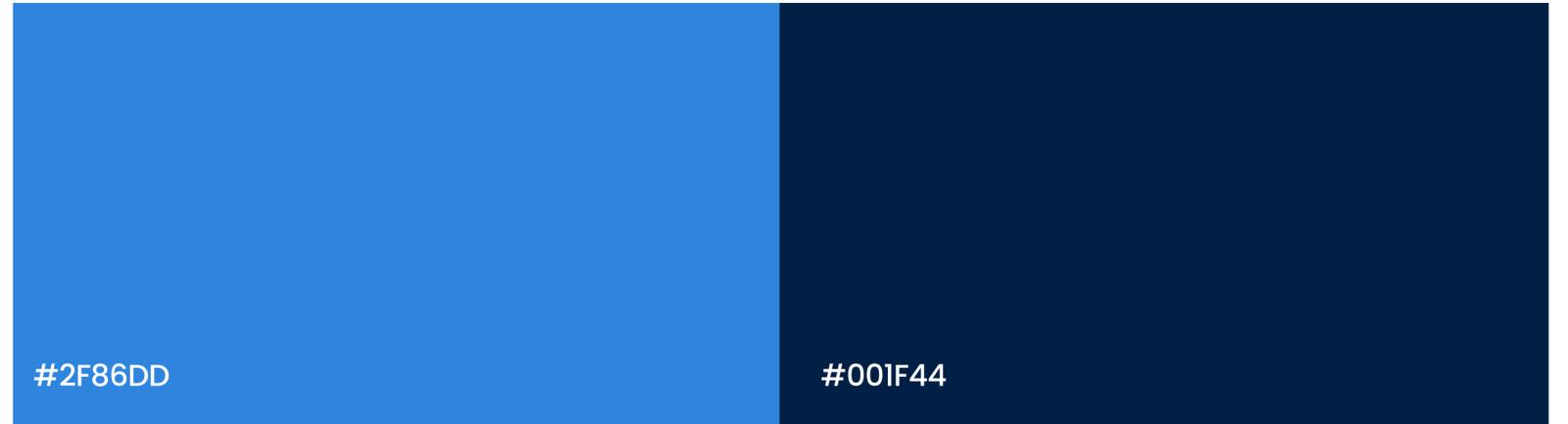
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Primary Color

The primary color palette is Light Blue and Navy Blue, white is primarily used for text with these colors.



Secondary Color

Our secondary color is used to highlight key elements in our communications.



Marketing Color Palette

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Text Colors

Product Colors

Content Colors

SUBTITLES #212529	PRIMARY BODY #343A40	TEXT MUTED #ADB5BD
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MARKETPLACE #C92128	PROGRAMMATIC #FBC926	OFCCP #0E265E
MARKETPLACE-LIGHT #343A40	PROGRAMMATIC-LIGHT #FFF1DB	OFCCP-LIGHT #E1EAF3
MEDIA SERVICES #ED7E23	SOURCER #745FA2	SUPPORTING PRODUCTS #2F86DD
MEDIA SERVICES-LIGHT #FFE7DB	SOURCER-LIGHT #E1D8FF	SUPPORTING PRODUCTS-LT #EAF3FC

BODY BACKGROUND #F2F3F7	BORDER COLOR #E9ECEF
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UI Color Palette

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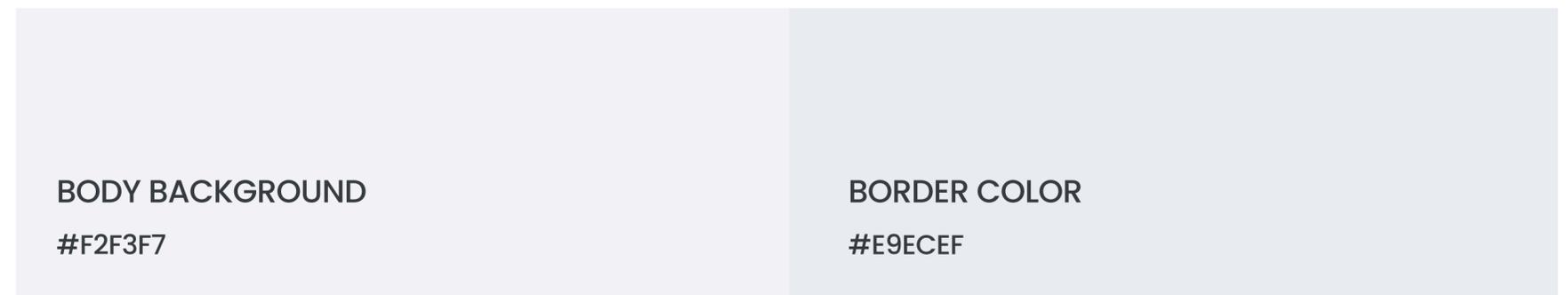
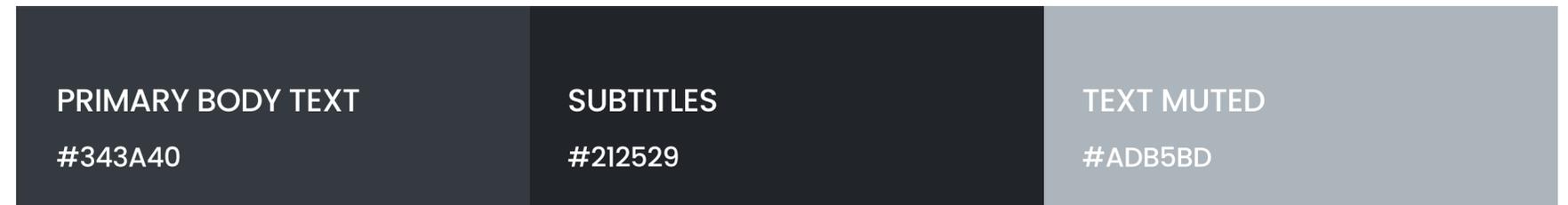
Disclaimer

Text Colors:

class="gray" is JobTarget Font Color

Alert Colors

Content Colors



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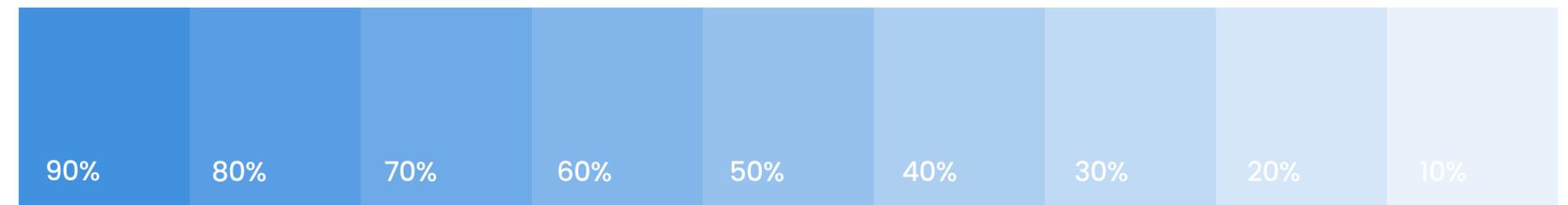
Disclaimer

Base Colors

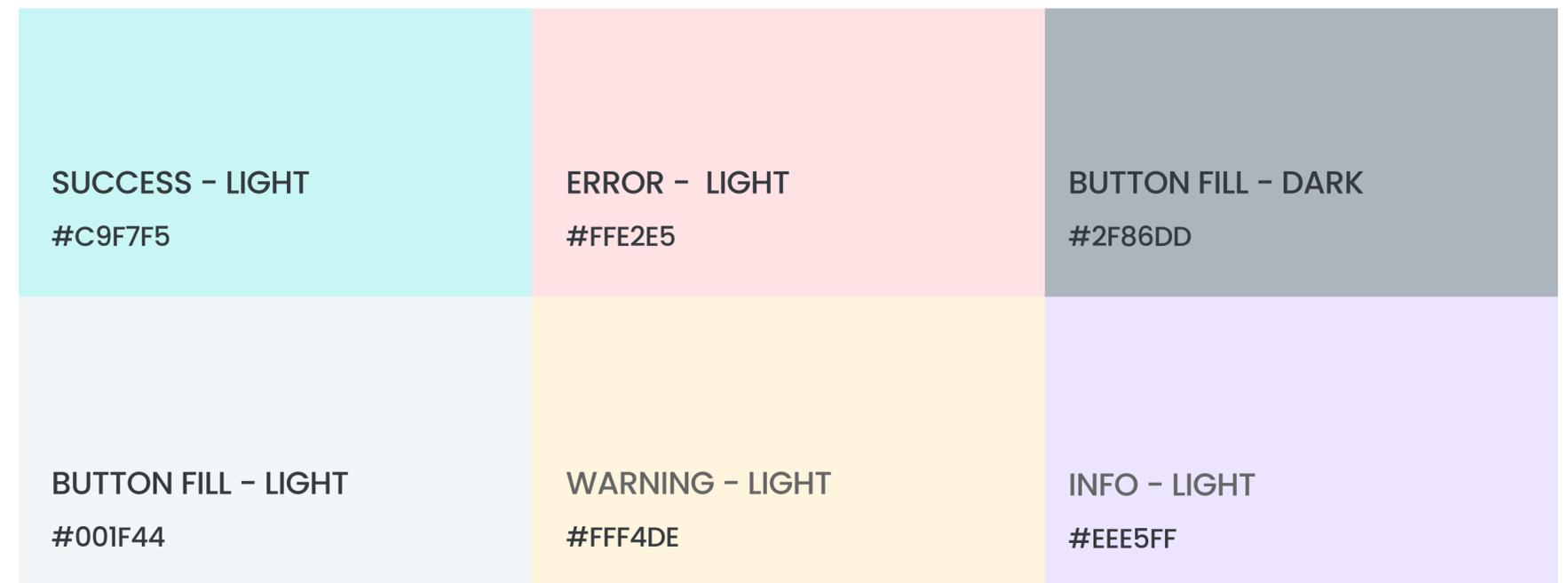


Blue Shades

Used For Graphics within
JobTarget Apps



Light Style



TYPOGRAPHY

Typography

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Overview

Our brand typeface is Poppins. It is a versatile sans-serif typeface that is effective in large or small sizes on screen and in print.

It comes in a variety of weights that enable its dynamic use across the brand. All weights can and should be used depending on the creative for maximum flexibility.

Minimize italicized font, use a heavier weight.

Poppins is a Google font available as a [free download](#).

Poppins

Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography – Usage

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Usage

The following are some general rules for using the Poppins font type in our web site and digital publications.

Web

H1 Header

Poppins Light (300) 43pt
#2F86DD or #FFFFFF

H2 Subheader

Poppins Light (300) 43pt
#2F86DD, #223B9B, #F2D34D or #FFFFFF

H3

Poppins Light (300) 31pt
#2F86DD, #223B9B or #FFFFFF

H4

Poppins Light (300) or Regular (400) 34pt
#2F86DD, #343A40 or #FFFFFF

H5

Poppins Regular (400) 14pt
#2F86DD, #223B9B or #FFFFFF

Digital

Headlines (Body Copy)

Poppins Medium (400) Between 32pt–24pt
#FFFFFF, #212529

Subheads

Poppins Light (400) 18pt
#343A40, #FFFFFF

Body Copy

Poppins Regular (300) 14pt
#343A40

Link Text

Poppins Medium (400)
#2F86DD

Typography – Hierarchy

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Hierarchy

The size of the type should be contingent on the size of the page/ad unit as well as any elements that occupy the space.

Type standards draw the audience's attention to the most important information in the most logical order.

Here are some general guidelines for using type.

Headline

Lorem ipsum dolor sit amet,
adipiscing elit

Subhead

Sed sit amet facilisis turpis, sed egestas
ligula. Donec fringilla tellus et vagittis
elementum leo in

Body copy

Etiam sit amet ante vel nulla fermentum placerat. Donec sit
amet libero sed nunc iaculis facilisis. Nunc fringilla libero id
locus cursus, vel euismod ipsum tempus. Nam ultricies
locus eu sem vestibulum suscipit. Praesent accumsan, leo
in tincidunt rhoncus, urna felis placerat sem, eget
venenatis ipsum risus non nisl.

