Jobseeker

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Jobseeker

Job searching just got easy.

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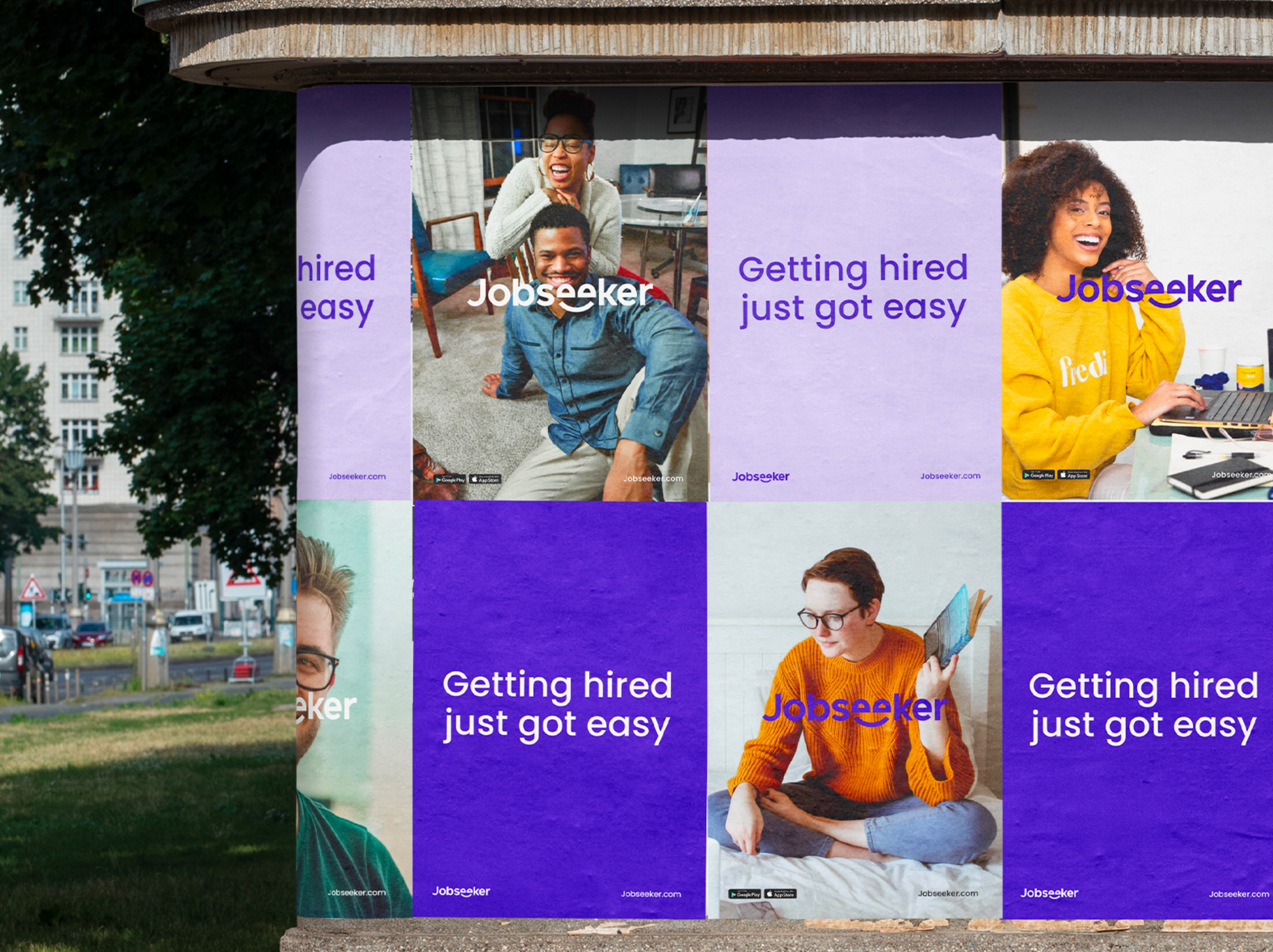
Get Started

More Details →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The smiley is directly taken from the word-mark and while it is designed to portrait a double “ee” within the word-mark, stand-alone it functions as a mascotte for Jobseeker.

The smiley stand-alone is slightly different to the one within the word-mark. Within in the word-mark it visually works better when the smile is closer to the eyes, stand-alone it is the opposite. For visual balancing the smile is dropped a few pixels.

Although only to be used in appropriate media outings the smiley icon is suitable to show alternative emotions while keeping the visual aesthetics aligned with the original icon.

Winking

Fun alternative to even use within the word-mark.

Sad*

Usable within surveys or for example on a 404 page.

Fun!

An example of what is possible in terms of expanding the symbols.

Neutral*

Limited usage within surveys or/and other outings where neutral expression is needed.

*USE WITH CAUTION AND NEVER WITHIN THE WORD-MARK.

The minimal safe zone is there to make sure the logo lives well in all spaces. It is required to keep the safe zone clear of any other elements.

X THE X-HEIGHT (O IN SPECIFIC) OF THE WORDMARK IS USED TO DETERMINE THE MINIMAL SAFE ZONE

Jobseeker

Shows how the minimal safezone translates to circle and square shapes.

Minimal safezone within a circle.

Because of the vertical X padding the Jobseeker wordmark is positioned perfectly within the circle shape.

Square or rounded square

The same applies to square and rounded square shapes.

Shows how the logotype and icon should be used in different size occasions. See the logo assets in the allocated folder.

Social media usage

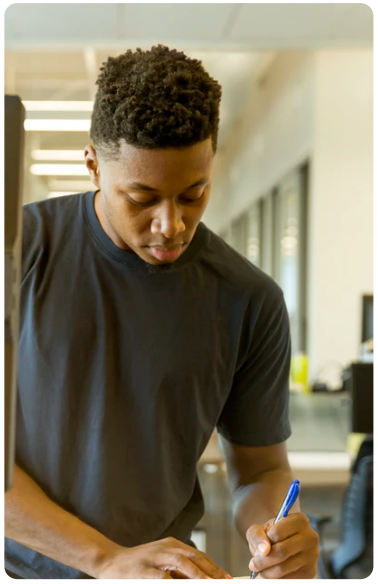
(Logotype)

Very small usage

(Icon)

Smaller usage

(Icon)



A few examples of what the general emotion of imagery could be. People that are focussed, happy and/or for example images of required tools.

Clean purple and black palette, depth is created by the purple tints and grey tones.

PRIMARY COLOR

Purple

HEX: #4314B6
RGB: 67 20 182
CYMK: 91 87 0 0
PANTONE: 2098 C

Purple 75%

Purple 50%

Purple 25%

Purple 10%

BASE COLORS

Soft Black

HEX: #090910
RGB: 09 09 16
CYMK: 89 79 59 89

Dark Grey

HEX: #54545A
RGB: 84 84 90
CYMK: 63 53 45 39

Grey

HEX: #BBBBBD
RGB: 187 187 189
CYMK: 30 22 22 3

Light Grey

HEX: #F5F6F7
RGB: 245 246 247
CYMK: 5 3 3 0

White

HEX: #FFFFF
RGB: 255 255 255
CYMK: 0 0 0 0

Poppins Medium is used for title, call to action and header texts(A). The Light variant of Poppins is used for body texts(B).

Job searching just got easy. A.

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Aa

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Poppins Medium*

Poppins Light*

*SEE ALLOCATED FOLDER FOR FONT FILES

MADE BY von excite

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