



BIG HAYSTACK

Branding Guide

Last Updated: February 25, 2016



Recruiting Top Analytics Talent



Red Haystack

CMYK: 3 - 100 - 65 - 0

RGB: 231 - 26 - 77

PMS: 1925 C

Hex: #E71A4D



Executive Purple

CMYK: 51 - 100 - 0 - 0

RGB: 144 - 39 - 143

PMS: 254C

Hex: #90278F



CMYK: 0 - 0 - 0 - 95

RGB: 35 - 31 - 32

PMS: 426 C

Hex: #333133



CMYK: 0 - 0 - 0 - 0

RGB: 255 - 255 - 255

PMS: White

Hex: #FFFFFF



Gradient

Gradient is made up of the two primary brand colors and should be at 45°.

NOTE: Please note that the black is not 100% black, it is a very very dark grey. 100% black is very harsh and does not play well with the brand colors. When possible true black should be avoided in favor of dark grey (this includes apparel, promotional items, print, digital, etc)

FONTS

Headlines

Steelfish

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
. ! ? > - + = \$ # % & * @

Steelfish should be used sparingly and only as headlines, titles, quotes, or call-outs. It should never be used for paragraphs as it is difficult to read in large pieces of copy.

Paragraphs

Open Sans

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w
x y z . ! ? > - + = \$ # % & * @

Open Sans Regular

Open Sans Regular Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans was chosen because it is easy to read, compliments the logo. It has a professional feel when printed, without being too serious.

Tahoma

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
. ! ? > - + = \$ # % & * @

Tahoma Regular

Tahoma Bold

When Open Sans is not available
Tahoma may be substituted.



BIG HAYSTACK

Recruiting Top Analytics Talent

FULL COLOR

This is the preferred logo for Big Haystack. It should be used as the primary logo in both print and digital mediums.



BIG HAYSTACK

Recruiting Top Analytics Talent

FULL COLOR ON DARK

This is the full color logo for dark backgrounds. The words are reversed to white.



BIG HAYSTACK

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WHITE ONE COLOR

One color for use on dark backgrounds where simplicity is needed.



BIG HAYSTACK

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BLACK ONE COLOR

One color for use on light backgrounds where simplicity is needed.

LOGO STANDARDS

Minimum Size

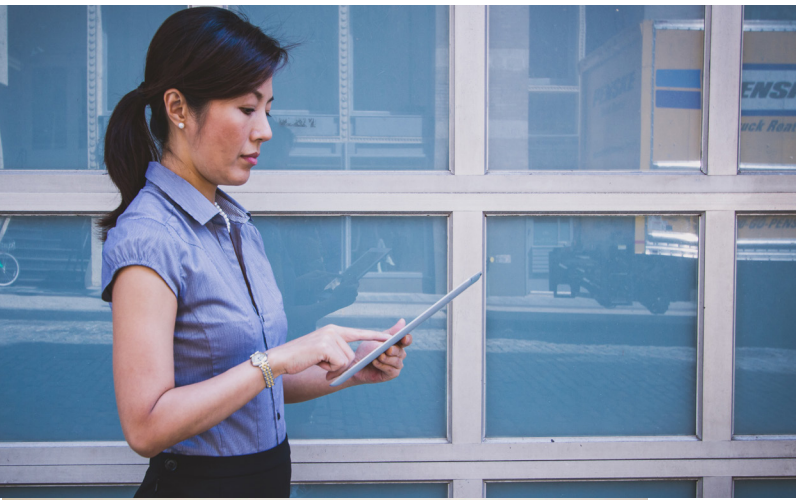


Minimum Spacing



A minimum space equal to the size of half the width of the icon in the logo should be maintained on all sides.

PHOTOS



Photos should represent target market and show various aspects of analytics careers.



Avoid cliché images of data and networks. People in images should look natural and not posed or over exaggerated.

