

BRAND

TALENOID

Talenoid is a brand that is going to revolutionize the recruitment process through its AI driven platform. It stands out with its AI driven efficiency, automating key recruitment tasks for employers, recruiters and job seekers.

Experience rapid hiring cycles at reduced costs and in a more efficient manner. Talenoid's AI transforms recruitment strategy.

LOGO

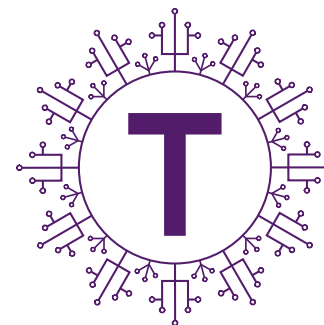
Square Version



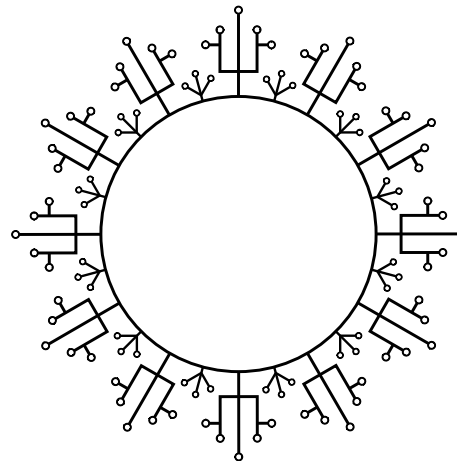
Rectangle Version



Icon Version



LOGO CONCEPT

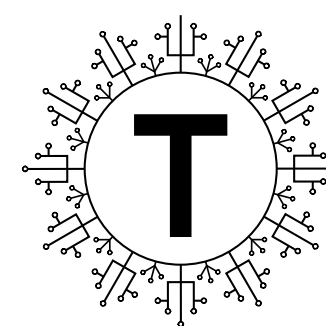
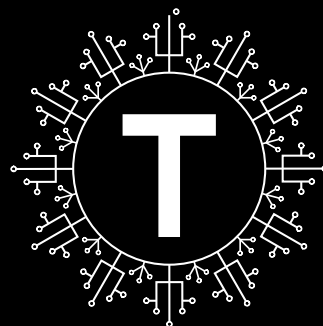


Talenoid uses chip circuit for its logo icon as it is an AI driven platform hence completely dependent on computer programming, and the circuit is the basic element for computers to run and perform tasks.

TALENOID

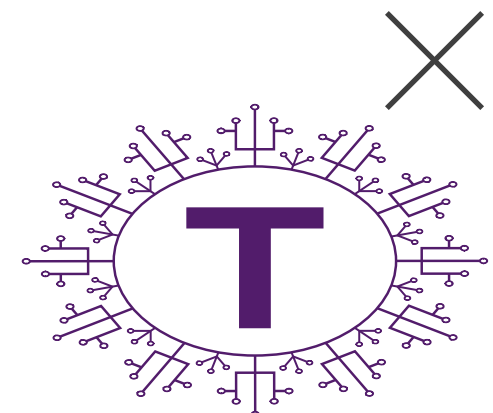
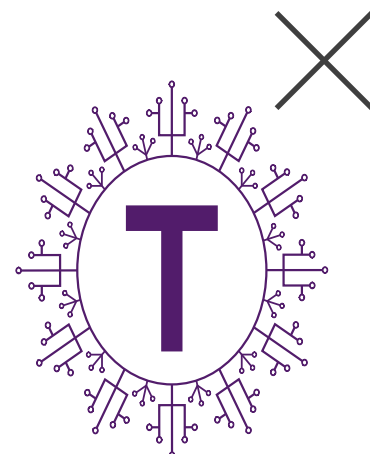
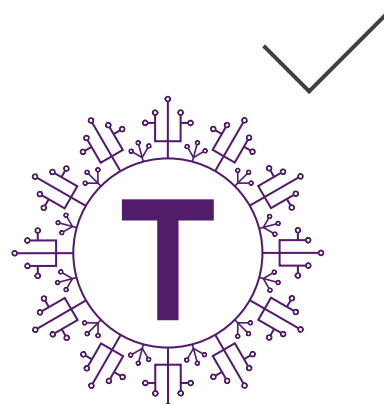
The typeface for the logo has been chosen to give it a futuristic touch which perfectly aligns with the brand's purpose and its values.

CLEAN VERSIONS

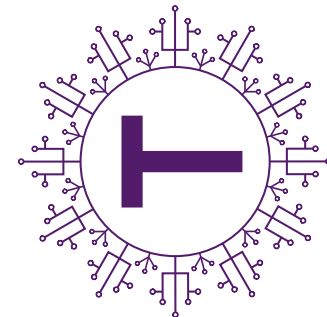
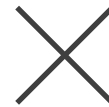
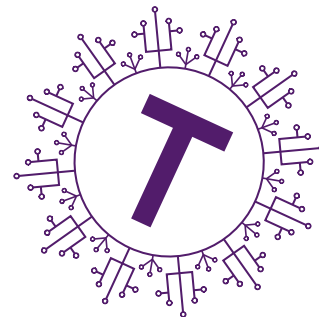
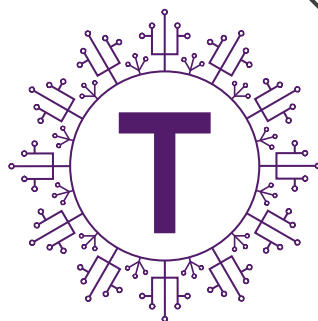


INCORRECT USAGE

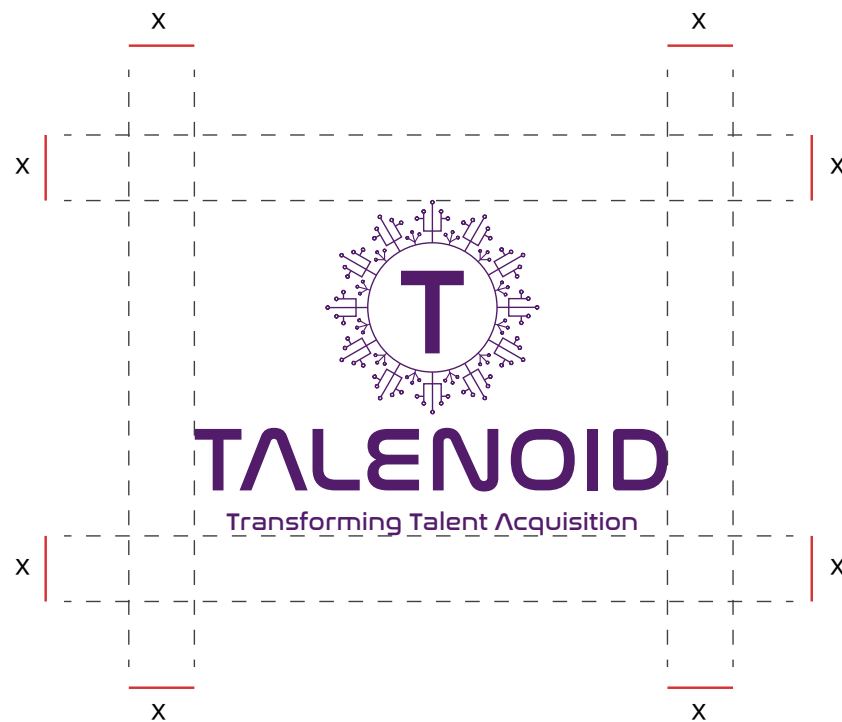
Distortion of form



Orientation



Clear Space



Follow the clear space around the logo to maintain the visual impact of the logo. The “x” is equal to the length of the Cap height of the type Talenoid and its the minimum distance that no other design element should intrude into this space around the logo.

LOGO COLOR



HEX
#521c6b

RGB
82, 28, 107

CMYK
81, 100, 24, 14



A shade of purple has been used as the primary color for the logo to give it a modern and futuristic feel as it is an AI based platform, it also makes the brand stand out in the market while keeping the professionalism intact.

BRAND COLOR SCHEME

PRIMARY

HEX
#521C6B

RGB
82, 28, 107

CMYK
80, 100, 24, 14

SECONDARY

HEX
#FFFFFF

RGB
255, 255, 255

CMYK
0, 0, 0, 0

ASCENT

HEX
#1B6893

RGB
27, 104, 147

CMYK
90, 56, 23, 4

- As it is an AI-based platform, purple adds a modern, futuristic feel to the brand, making it stand out amongst its competitors while maintaining professionalism. Purple is the main color to be used throughout the brand.
- Pure white color will be used as the secondary color for the brand as the primary color is dark, a color like white is complementary to purple is ideal to achieve a high contrast when used together.
- A shade of blue as an ascent color complements the main color and secondary color of the brand and it aligns perfectly with the brand's core industry type. Also blue being a cool color relates to reliance, honesty and professionalism.

INCORRECT USAGE BASED ON BACKGROUND



Strictly avoid using logo on a dark background, when required use the white version of the logo to maintain contrast between the logo and the background and the same should be followed with the lighter tone backgrounds as well.

CORRECT USAGE



TYPOGRAPHY

LOGO TYPEFACE

Nasalization-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND TYPEFACE

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica typeface has been chosen for the brand for its versatility that can be used in variety of contexts, including print materials, websites and digital applications. It is easily legible in screens and on paper.

FONT USAGE GUIDE (HELVETICA)

Digital

- Follow a type size of 16-18 points for body texts, weight - regular.
- Follow a type size of 19-21 points for subheadings, weight - regular, bold.
- Follow a type size of 24-34 points for headings, weight - regular, bold.

PRINT

- Follow a type size of 9-11 points for body texts, weight - regular.
- Follow a type size of 12-15 points for subheadings, weight - regular, bold.
- Follow a type size of 17-20 points for headings, weight - regular, bold.

Maintain the leading (line spacing) at 120% of the text size everywhere.