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## Branding Guide

# Junqo

### OVERVIEW

A consistent and adapted branding strategy is important to target a specific audience and to be memorised. For the junqo platform we want to be appreciated as a young and professional platform.

### VISUAL IDENTITY

#### App

##### Background

Main color: #82c8d7

Secondary color: #67bdd0

Tertiary color: #66b2c3

##### Text

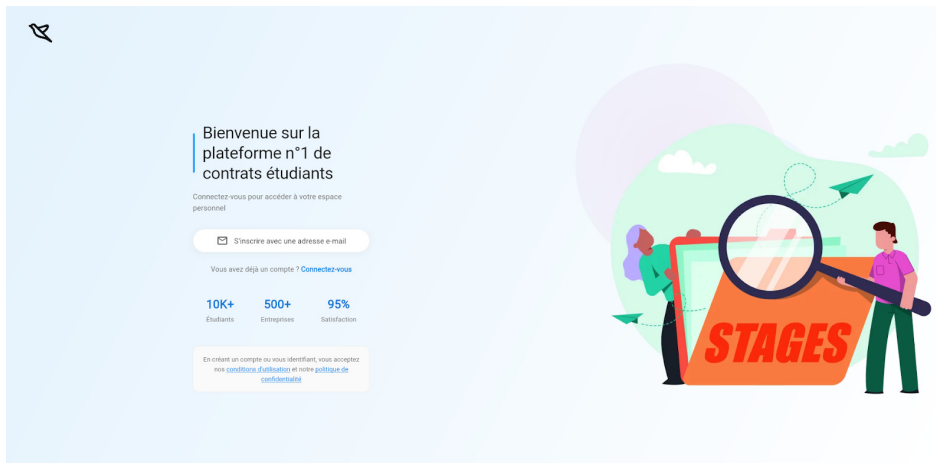
Text color: #ffffff

Text font: [Kollektif](#)

##### Mock up

[Figma mock up link](#)

##### Example

The form is titled "Créer une nouvelle offre" and includes a sub-header "Publiez une offre pour trouver les meilleurs talents". It has a blue box with a clock icon and text: "Les offres complètes avec un maximum de détails attirent davantage de candidats qualifiés. Prenez le temps de remplir tous les champs." Below this is a section "Type d'offre" with the instruction "Sélectionnez le type d'offre que vous souhaitez publier". It contains two buttons: "Stage" (selected, with a blue checkmark) and "Alternance". The "Stage" button has the subtext "Pour une période de formation pratique". The "Alternance" button has the subtext "Formation alternant périodes en entreprise et à l'école". Below this is a section "Informations de base" with the instruction "Informations essentielles de votre offre". It contains several input fields: "Titre de l'offre \*", "Durée", "Rémunération" (with a Euro symbol), "Expire dans" (with a dropdown menu set to "1 mois"), and "Lieu" (with a location pin icon and the text "Sur place (adresse du profil)"). There are also two buttons for "Type de lieu": "Sur place" (selected) and "Distanciel".

## Documents

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### Text

Text color: #ffffff

Text font: [Kollektif](#)

Logo



Example

 Junqo

**Vous êtes étudiant ?**

- Junqo offre une recherche plus fun
- Junqo vous permet de trouver un stage qui correspond à vos valeurs et vos envies
- Junqo vous permet de vous entraîner pour un entretien grâce à l'intelligence artificielle

**Vous êtes un établissement de formation ?**

- Suivez vos étudiants dans leur recherche de stage / alternance
- Gérez les conventions de stages de vos étudiants
- Créez des partenariats avec vos entreprises, partenaires.

**Vous êtes une entreprise ?**

- Utilisez la recherche active pour trouver votre futur stagiaire
- Découvrez la personnalité de votre futur collègue en un seul coup d'œil
- Que vous soyez une multinationale ou une start-up en forte croissance l'algorithme donne la même visibilité à chacune de vos offres

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 Junqo

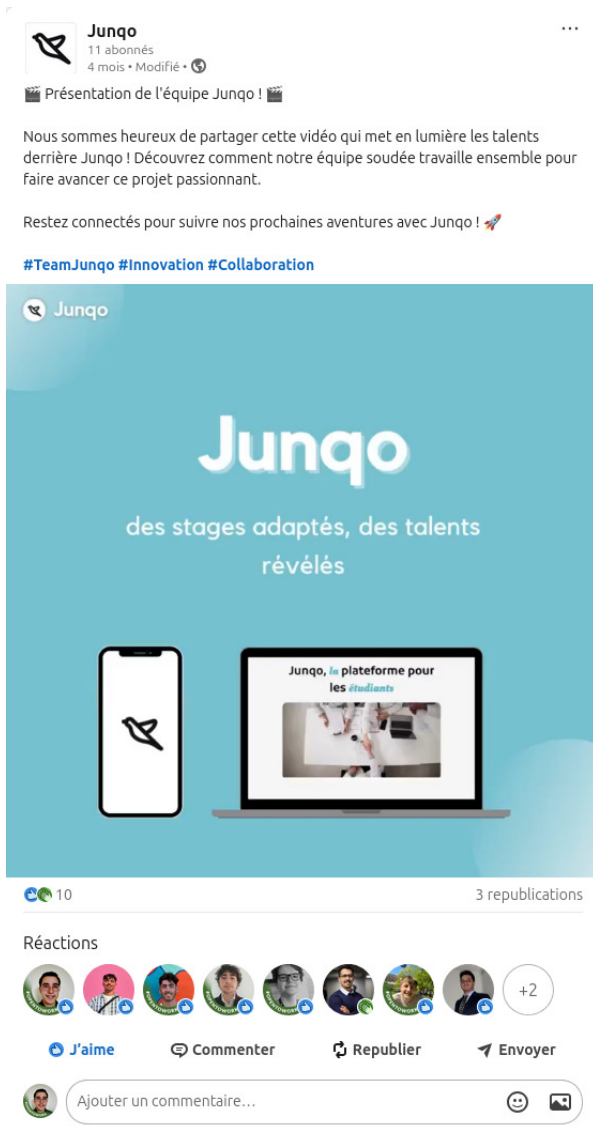
**Junqo**  
**des stages adaptés,**  
**des talents révélés**

## Linkedin

Logo:

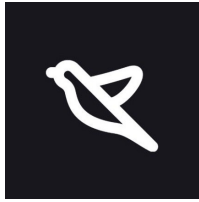


## Example

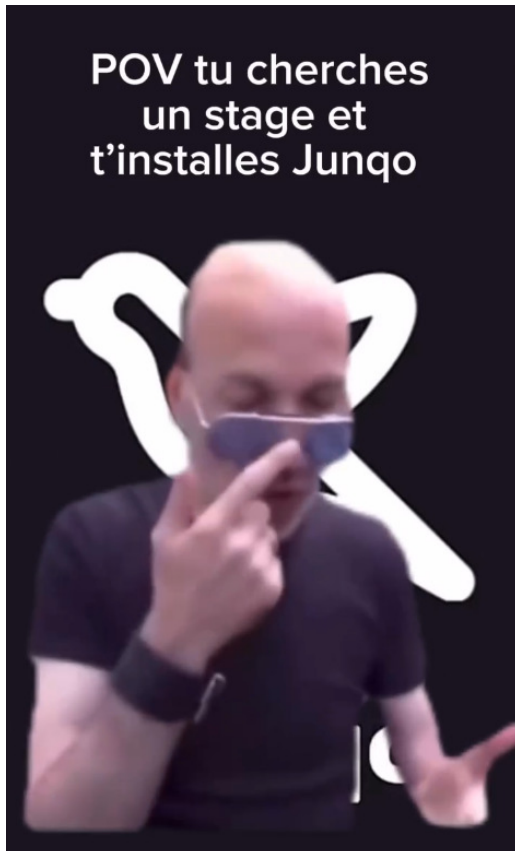


## Instagram & Tiktok

Logo:



Example



## Content

### Short description

Junqo is a multi-platform solution designed to help young people find internships and work-study programs.

### Introduction

Junqo is a solution designed to help young people find internships and work-study programs. Three main problems can be identified: lack of follow-up, complexity of the search and lack of visibility. Junqo aims to support young people throughout the search process. To this end,

assistance based on AI models will be made available. For example, an interview simulator will be available, as well as assistance with CV writing. Students aren't the only ones targeted. Junqo also targets small businesses struggling to find a place in the job market. Our business model and our policy of publishing internship offers give the 10-employee startup as much visibility as the multinational. As far as the search is concerned, an advanced algorithm will only suggest what really corresponds to you. Only the necessary information is displayed. The aim is to save time and simplify the process. In order to facilitate access to the platform for as many people as possible, Junqo is intended to be both a mobile application and a web platform. Finally, Junqo aims to simplify the internship search process as much as possible. This is why video interviews are available on the platform, to limit the number of external applications to be used. The entire process of finding an internship or work-study placement takes place on Junqo.