

# u i . j o b s

DESIGN AND BRAND GUIDELINES

JULLIANA BAUER

“

A BRAND IS NO LONGER WHAT  
WE TELL CONSUMERS IT IS,  
IT IS WHAT CONSUMERS TELL  
EACH OTHER IT IS.

- Scott David Cook, Co-Founder of Intuit

# 00.0 TABLE OF CONTENTS

01.1 Logo and usage	5
01.2 Logo clearspace	6
01.3 Incorrect use	7
02.1 Primary font	9
02.2 Logo font	10
02.3 Type hierarchy	11
03.1 Primary color palette	13
04.1 Inspiration	15

# 01.0 SECTION LOGO DESIGN

## 01.1 LOGO AND USAGE

u i . j o b s

The ui.jobs logo is a 100% typographic logo. The Confortaa font was styled to display the round squared edges on some of the characters, representing our uniqueness, efficiency and organized structure.

The wording has a clear and relatable meaning to the application, a Job Portal only for technology positions.

NEGATIVE



MONOCOLOR

u i . j o b s

SYMBOL

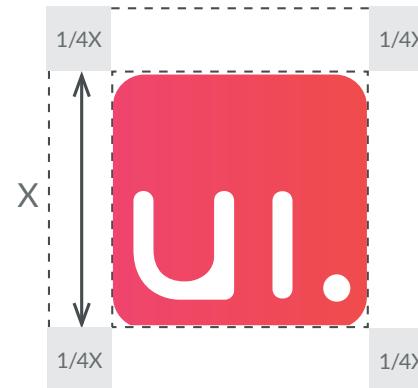


## 01.2 LOGO CLEARSPACE

FULL LOGO



LOGO SYMBOL



Ensure that the logo has clear spacing around it, as shown here.

A minimum of 1/2 of the size of the logo and 1/4 of the symbol, in space should be used.

The logo should always remain legible when sizing down.

## 01.3 INCORECT USE



Don't rotate or change the logo in any way.



Don't distort the logo.



Don't add other elements such as border.



Don't place the logo in incorrect background colors.

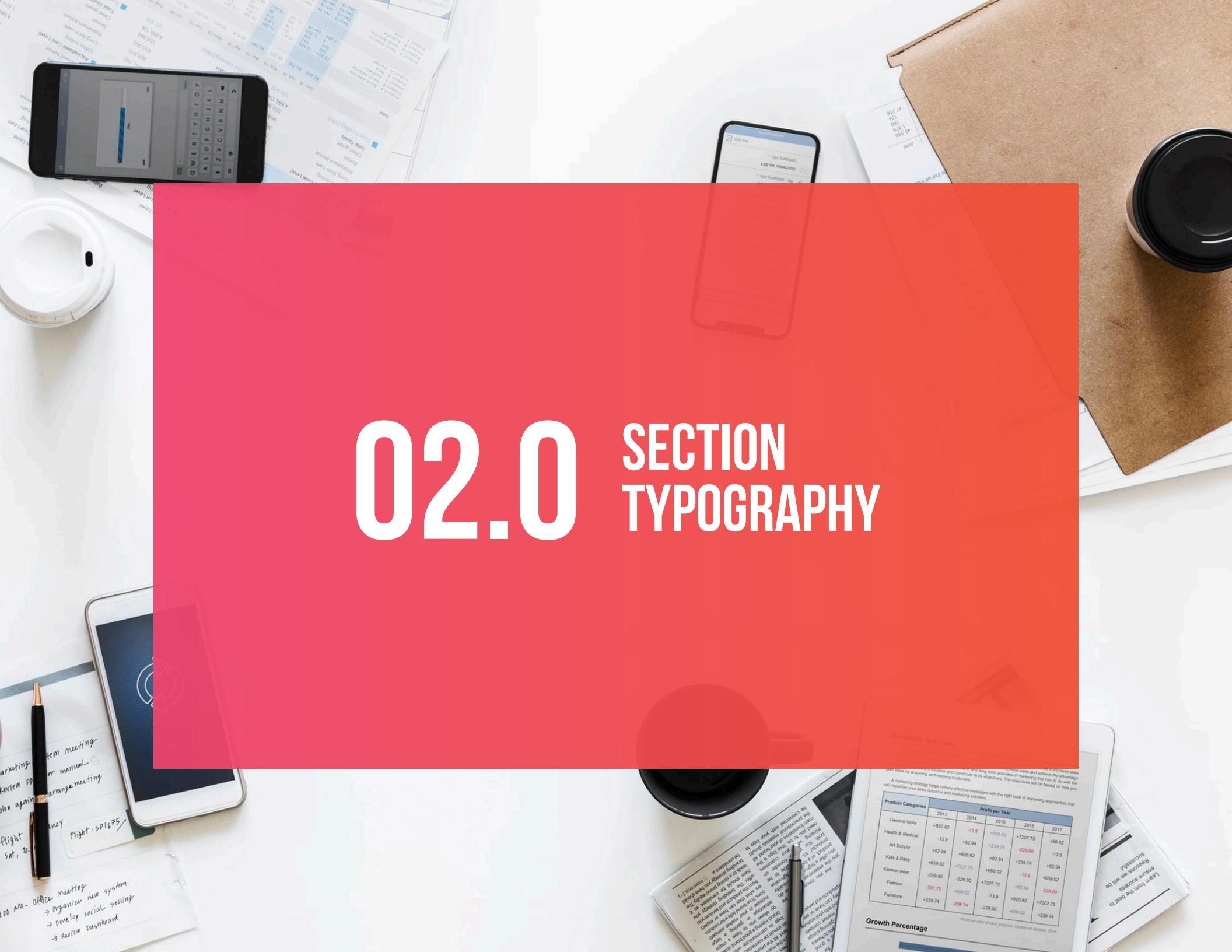


Don't rezise elements of the logo.



Don't change the colors of the logo.

# 02.0 SECTION TYPOGRAPHY



## 02.1 PRIMARY FONT

Lato

by Łukasz Dziedzic

Aa

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

123456789£\$?!<>{}[]#¢™®

## 02.2 LOGO FONT

Comfortaa

By Johan Aakerlund

Aa

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
123456789£\$?!<>{}[]#¢™®

## 02.3 TYPE HIERARCHY

Typography has the power to convey as much emotion and strength as an image, while reinforcing and supporting our brand identity.

### Usage

Ensure legibility when type is set against a coloured background.

In content body, capitalize only the first word in a sentence.

Never use all caps inside paragraphs.  
Only use them in titles and captions.

# HEADING 1

## HEADING 2

### Heading 3

#### Heading 4

##### Heading 5

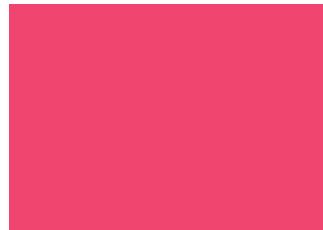
###### Heading 6

Regular Paragraph

# 03.0 SECTION COLOR PALETTE



## 03.1 PRIMARY COLOR PALETTE



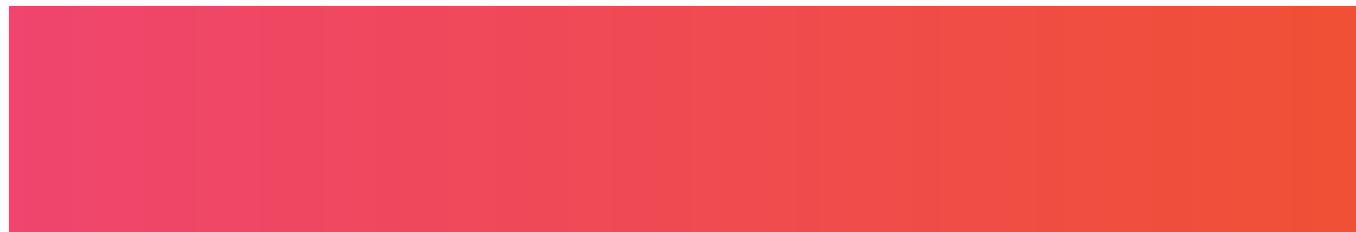
**INDIAN RED**

CMYK 000, 071, 054, 006  
HEX EF456E  
RGB 239, 069, 110



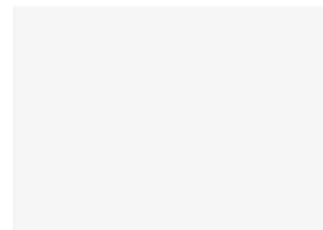
**TOMATO**

CMYK 000, 067, 078, 006  
HEX F05034  
RGB 240, 080, 052



#EF456E

#F05034



**WHITE SMOKE**

CMYK 000, 000, 000, 004  
HEX F5F5F5  
RGB 245, 245, 245



**SILVER**

CMYK 000, 000, 000, 029  
HEX B5B5B5  
RGB 181, 181, 181



**DARK SLATE GRAY**

CMYK 000, 000, 000, 079  
HEX 363636  
RGB 54, 54, 54

# 04.0 SECTION INPIRATION



The Easiest Way to Get Your New Job

Find Jobs, Employment & Career Opportunities

job title, keywords or company name  City, province or region

or browse job offers by category

**Popular Categories**  
37 jobs live - 0 added today.

Design, Art & Multimedia (22 open positions)	Education Training (6 open positions)	Accounting / Finance (3 open positions)	Human Resource (3 open positions)
Telecommunications (22 open positions)	Restaurant / Food Service (6 open positions)	Construction / Facilities (3 open positions)	Health (3 open positions)

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Rendëssia    Data

Job Type    Place    Job Status

FOR EMPLOYERS

Schoology <b>Senior UX Designer</b> North Christinaview   Full Time <small>Sponsored</small>
SigFig <b>Junior Designer</b> West Kamryn   Full Time <small>Sponsored</small>
Base <b>Interaction Designer</b> Starktown   Part Time <small>FEATURED</small>
TM <b>Product Designer</b> Weissnatchester   Freelance <small>FEATURED</small>
Inspire <b>UX/UI Designer</b> Bayland   Full Time <small>FEATURED</small>

getcodejobs

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From

44 job offers found

**Job category**  Choose category

**Location**  Remote

**City, Country, Street**

**Job type**

- Full time  16
- Part time  10
- Contract  4
- Freelance  0
- Internship  0

**Salary**

Browse All Jobs →

<b>Front end developer</b> Squarespace WEB DEVELOPMENT   ANGULAR 2 days ago 0 - 2000 zł Krakow, Poland <small>FRONTEND</small>
<b>Product Designer</b> Google SKETCH APP   UX 2 days ago 0 - 2000 zł Krakow, Poland <small>DESIGN</small>
<b>Front end developer</b> Squarespace WEB DEVELOPMENT   ANGULAR 2 days ago 0 - 2000 zł Krakow, Poland <small>FRONTEND</small>
<b>Product Designer</b> Google SKETCH APP   UX 0 - 2000 zł Krakow, Poland <small>DESIGN</small>
<b>Front end developer</b> Squarespace WEB DEVELOPMENT   ANGULAR 8000 - 10000 zł Krakow, Poland <small>FRONTEND</small>
<b>Product Designer</b> Google SKETCH APP   UX 2000 - 5000 zł Krakow, Poland <small>DESIGN</small>

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<b>Full Time</b> <b>JEB Product Sales Specialist, Russia &amp; CIS</b> Posted 23 August by Wiggle CRC Bothell, WA, USA   \$13.00 - \$18.00 per hour <input type="button"/> Browse Job
<b>Part Time</b> <b>General Ledger Accountant</b> Posted 23 August by Robert Half Finance & Accounting RG40, Wokingham   \$13.00 - \$18.00 per hour <input type="button"/> Browse Job
<b>Full Time</b> <b>Junior Digital Graphic Designer</b> Posted 23 August by Parkside Recruitment - Uxbridge Finance New Denham, UB8 1JG   \$13.00 - \$18.00 per hour <input type="button"/> Browse Job
<b>Full Time</b> <b>UX/UI Designer</b> Yesterday NonStop Recruitment Ltd Bothell, WA, USA   \$13.00 - \$18.00 per hour <input type="button"/> Browse Job



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