

LOGO

Primary Use



Reverse White on Anchor Blue  
Background: #182642

Secondary Use



Full Color on White or Background Gray  
Background: #ffffff or #f4f4f4

DIVIDER LINES

1px stroke, #d8d8d8

TYPOGRAPHY

|             |                      |      |                          |
|-------------|----------------------|------|--------------------------|
| H1 Headline | Lato Light           | 44pt | Hero Header              |
| H2 Headline | Lato Light           | 30pt | Header                   |
| H3 Headline | Lato Regular         | 22pt | Hero SubHead             |
| H4 HEADLINE | Lato Bold (All Caps) | 15pt | Section PreHeads/Buttons |
| H5 HEADLINE | Lato Bold (All Caps) | 13pt | Nav/Labels               |
| H6 Headline | Lato Bold            | 13pt | Menu                     |
| Body        | Lato Regular         | 15pt | Body                     |

COLORS

Primary Palette

ANCHOR  
BLUE  
#182642

#747d8e

AZURE  
BLUE  
#287ab9

#1e5c8b

#7eafd5

EMERALD  
#009b74

#007457

#66c3ac

MARIGOLD  
#fcb716

#f79c25

#fed473

Grey Palette

DEMON  
GREY  
#666666

#333333

#999999

#bbbbbb

#d8d8d8

#f4f4f4

Secondary Palette

LIME  
#85ce3f

#66a52a

#b6e28c

SKY BLUE  
#0097d1

#0a7aaa

#6bc6e9

TEAL  
#63c0b9

#54a1a1

#a1d9d5

ORANGE  
#e78523

#be7229

#f1b67b

CTA Colors

MAIN  
ACTION  
#66a52a

(dark-lime)

LINKS &  
SECONDARY  
#0097d1

(sky blue)

AQUA  
#0195a3

#006064

#50c5cd

GRADIENTS

CareerBuilder Brand Gradient



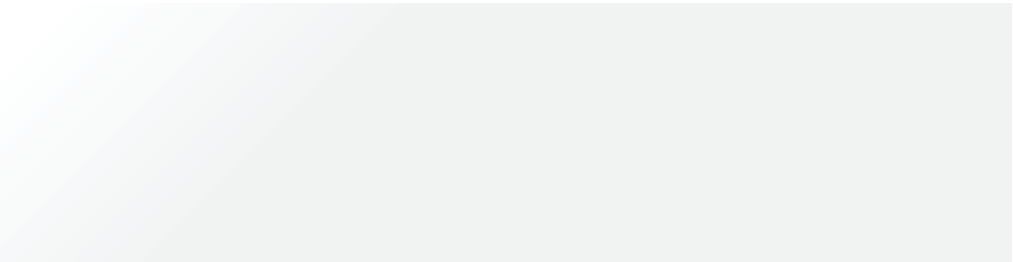
-45deg, #0a3a68 0%, #0e759e 35%, #58a9a2 100%

Rogue One



-45deg, #182642 0%, #1e5c8b 35%, #287ab9 100%

The Day After Tomorrow



-45deg, #ffffff 0%, #f0f0f0 35%, #f0f0f0 100%

Cloverfield



-45deg, #0a3a68 0%, #009b74 35%, #66c2ac 100%

Soylent Green



-45deg, #66a52a 0%, #85ce3f 35%, #a1d9d5 100%

Goblet of Fire



-45deg, #be7229 0%, #f79c25 35%, #fed473 100%

Purple Rain



-45deg, #311b92 0%, #673ab7 35%, #b389ff 100%

Moonlight



-45deg, #311b92 0%, #673ab7 35%, #63c0b9 100%

The Lost World



-45deg, #007457 0%, #009b74 35%, #85ce3f 100%

BUTTONS

Primary



Background: #66a52a  
Foreground: #ffffff  
3px Corner Radius

Secondary



Background: #0097d1  
Foreground: #ffffff  
3px Corner Radius

Tertiary



Background: #ffffff  
Foreground: #0097d1  
3px Corner Radius, 2px stroke #0097d1

Quarternary



Background: clear (make sure it's lives on an AA)  
Foreground: #ffffff  
3px Corner Radius, 2px stroke #0097d1

Quinary



Background: clear (make sure it's lives on an AA)  
Foreground: #ffffff  
3px Corner Radius, 2px stroke #ffffff

Text Button



Foreground: #0097d1  
Line: 2px stroke #0097d1

Primary Hover State



DEFAULT



HOVER



PRESSED

.anim-center-left-right / .middle-left-right-out  
Background: #85ce3f  
Foreground: #ffffff

Secondary Hover State



DEFAULT



HOVER



PRESSED

.anim-center-left-right / .middle-left-right-out  
Background: #1e5c8b  
Foreground: #ffffff

Tertiary Hover State



DEFAULT



HOVER



PRESSED

.anim-center-left-right / .middle-left-right-out  
Background: #0097d1  
Foreground: #ffffff

Quarternary Hover State



DEFAULT



HOVER



PRESSED

.anim-center-left-right / .middle-left-right-out  
Background: #0097d1  
Foreground: #ffffff

Quinary Hover State



DEFAULT



HOVER



PRESSED

.anim-center-left-right / .middle-left-right-out  
Background: #ffffff  
Foreground: #0097d1

Text Botton Hover State



DEFAULT



HOVER



PRESSED

.anim-center-left-right / .middle-left-right-out  
Foreground: #0097d1  
Line: 2px stroke #0097d1

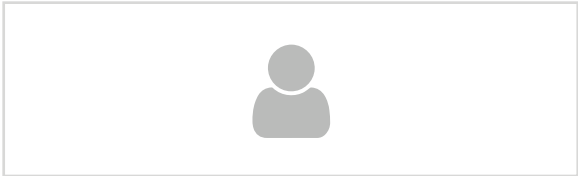
SITE SYSTEM ICONS

Hamburger Menu



*fa-bars*

Account Sign In



*fa-user*

Secure/Password



*fa-lock*

Cart



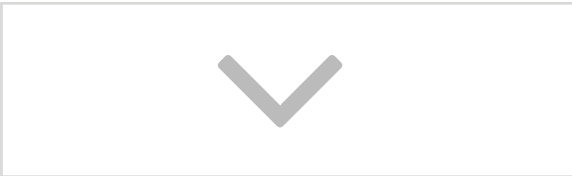
*fa-shopping-cart*

Search



*fa-search*

Drop Down/ Expand Indicator



*fa-angle-down*

Collapse Indicator



*fa-angle-up*

Next Indicator



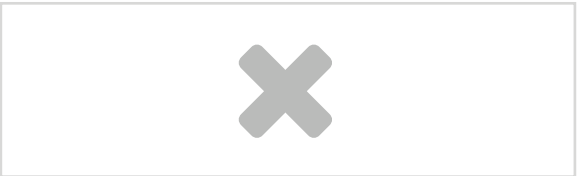
*fa-angle-right*

Previous Indicator



*fa-angle-left*

Close



*fa-times*

Tooltip



*fa-question-circle-o*

Tooltip (hover)



*fa-question-circle*

Checkmark



*fa-check*

Download



*fa-download*

Play Button



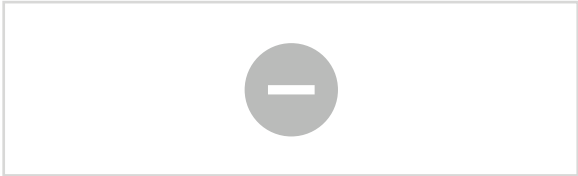
*fa-play-circle*

Add (cart)



*fa-plus-circle*

Remove (cart)



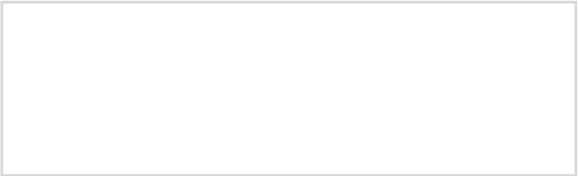
*fa-minus-circle*

Quote



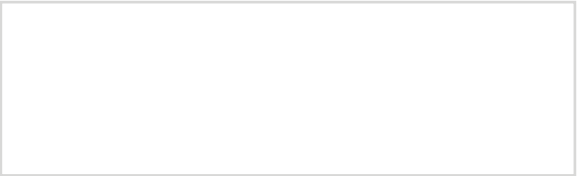
*fa-quote-left*

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ICONOGRAPHY

Current Iconography Uses



Ecom Features  
Line Icon :: Height: 70px ; Stroke: 2px

UberFlip Tiles  
Circle Line Icon :: Circle Height: 110px ; Height: 65px ; Stroke: 2px

Auth Stats/Features List  
Line Icon Small :: Height: 23px ; Stroke: 1px

Auth Stats/Features List Highlight  
Circle Icon Small :: Circle Height: 44px ; Height: 23px ; Stroke: 1px

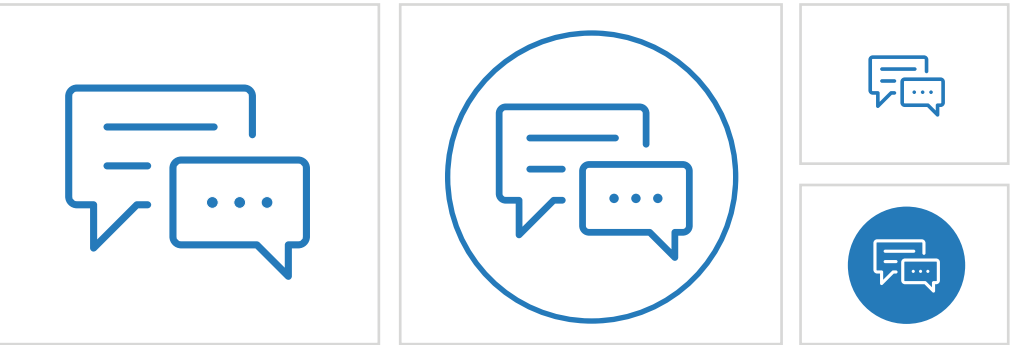
Profiles



Cost Effective/Right Size Offerings



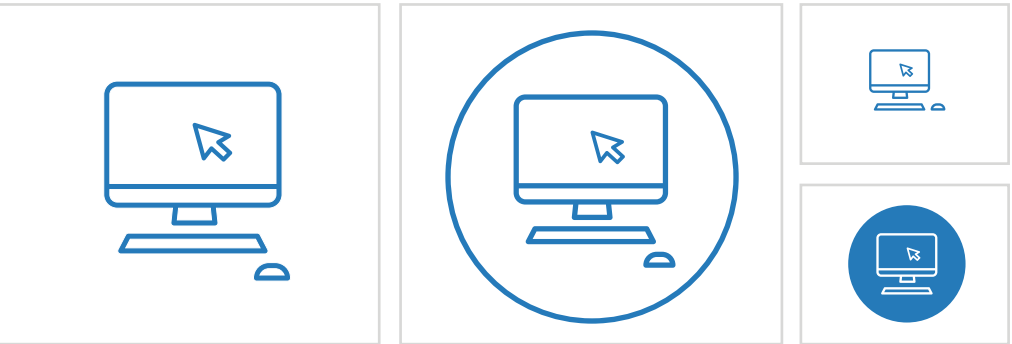
Communication/Contact



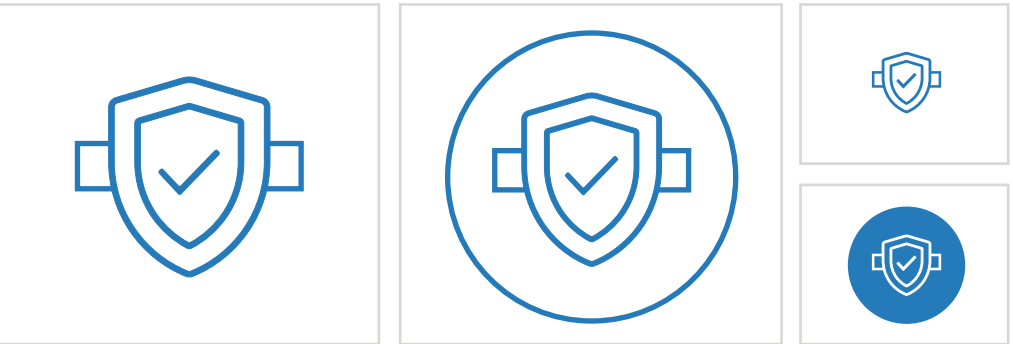
Recruiter Efficiency



Career Sites



Trusted/Proven Results



ICONOGRAPHY (CONT.)

Current Iconography Uses



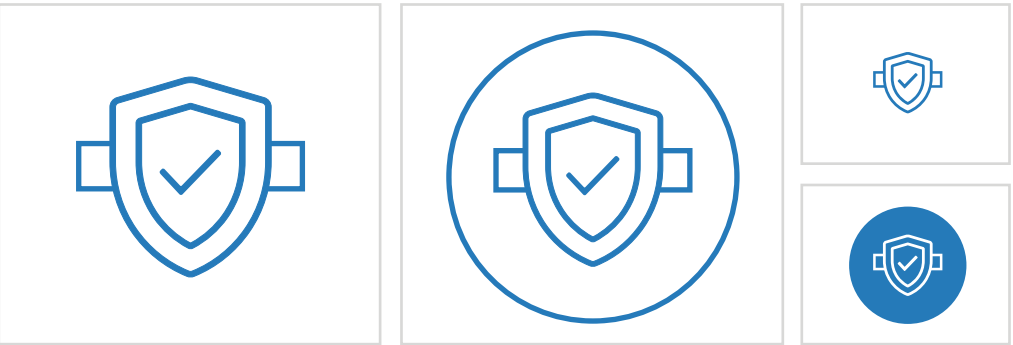
Trusted



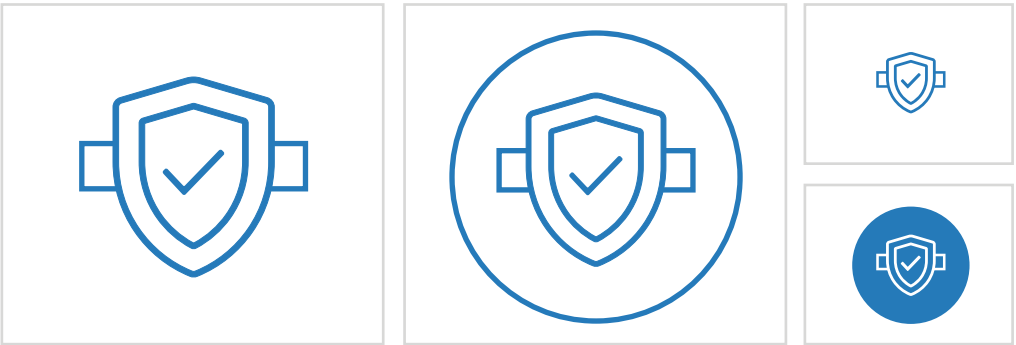
Trusted



Trusted



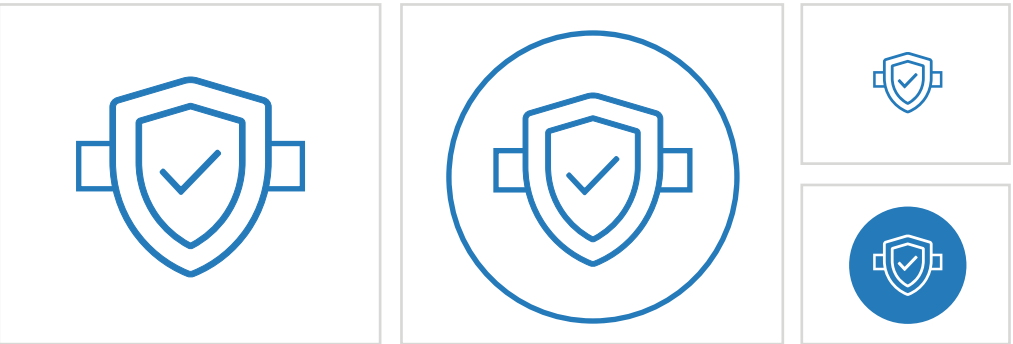
Trusted



Trusted



Current Iconography Uses



Current Iconography Uses



Current Iconography Uses



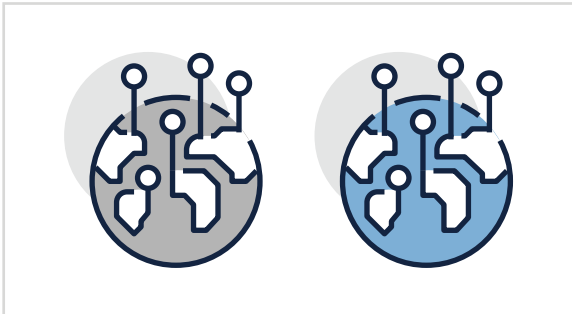
ILLUSTRATIVE ICONS

Recruiting Solutions



Height: 80px ; Stroke: 2px

Recruiting Solutions :: Stat Card



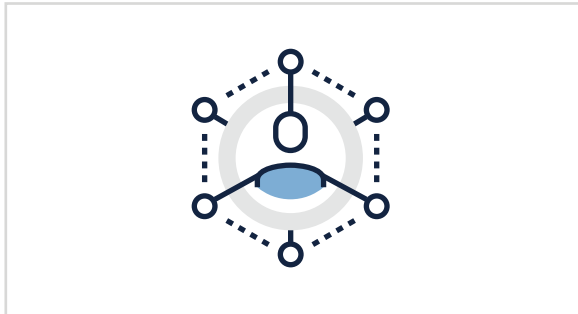
Global, Network, Locations  
Height: 80px ; Stroke: 2px

Small Business



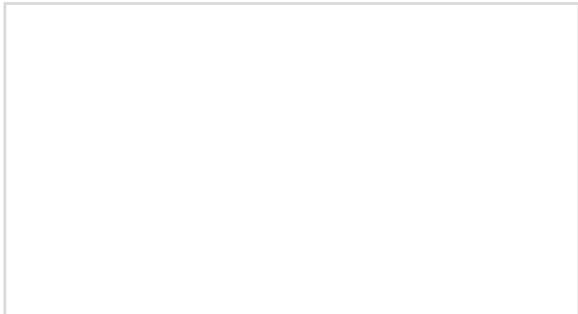
Height: 80px ; Stroke: 2px

Talent Network



Height: 80px ; Stroke: 2px

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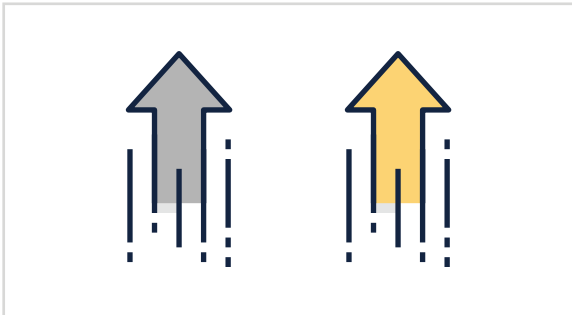
Height: 80px ; Stroke: 2px

Employment Screening



Height: 80px ; Stroke: 2px

Employment Screening :: Stat Card



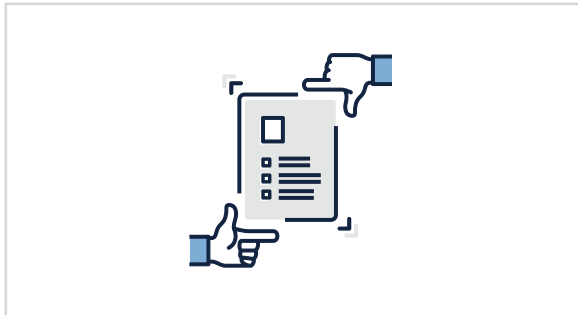
Increase, Growth  
Height: 80px ; Stroke: 2px

Middle Market



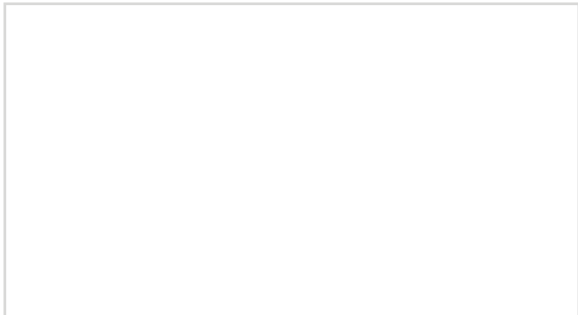
Height: 80px ; Stroke: 2px

Talent Gather



Height: 80px ; Stroke: 2px

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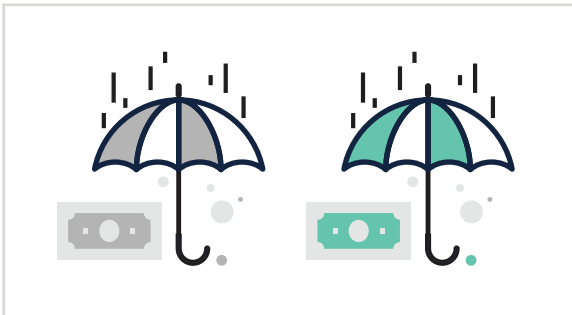
Height: 80px ; Stroke: 2px

Human Capital Management



Height: 80px ; Stroke: 2px

Human Capital Management :: Stat Card



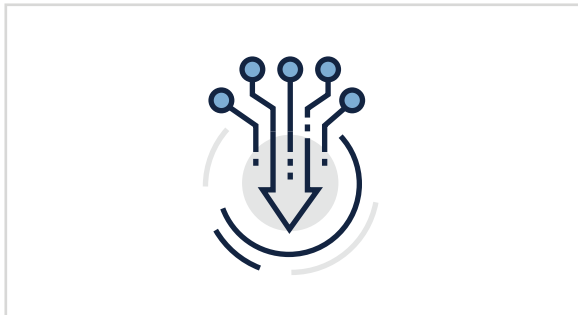
Protection, Benefits  
Height: 80px ; Stroke: 2px

Enterprise



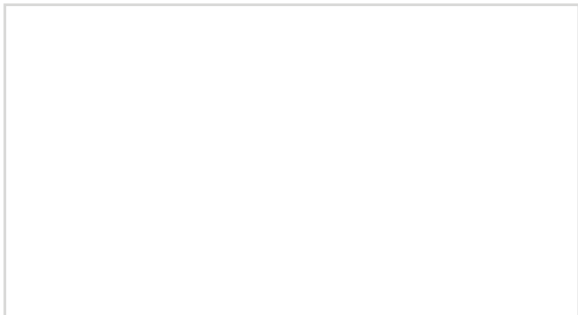
Height: 80px ; Stroke: 2px

Intake Tool



Height: 80px ; Stroke: 2px

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Height: 80px



ILLUSTRATIVE ICONS (CONT.)

Content Funnel :: Download Data Sheet



Download, Content, Data Sheet  
Height: 85px ; Stroke: 2px

Ecom :: Added to Cart



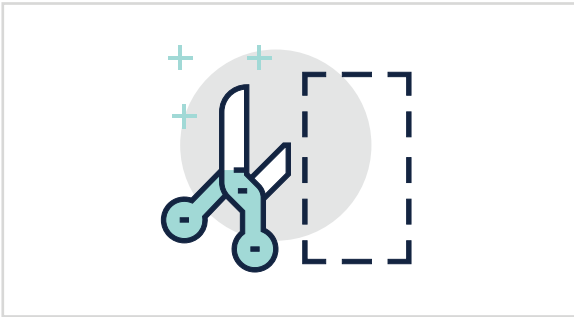
Cart, Success Cart  
Height: 115px ; Stroke: 2px

Ecom :: Discount Email Promo



Email Promotion, Discount  
Height: 150px ; Stroke: 2px

Ecom :: Jobs Discount



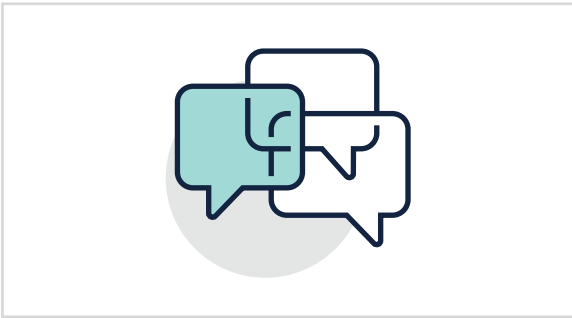
Discount, Coupon Code  
Height: 130px ; Stroke: 2px

Ecom :: Jobs Discount



Cart, Items in Cart, Sale Ending Fast  
Height: 130px ; Stroke: 2px

Content Funnel :: Request Demo



Chat, Help, Contact  
Height: 85px ; Stroke: 2px

Ecom :: Cart Welcome Back



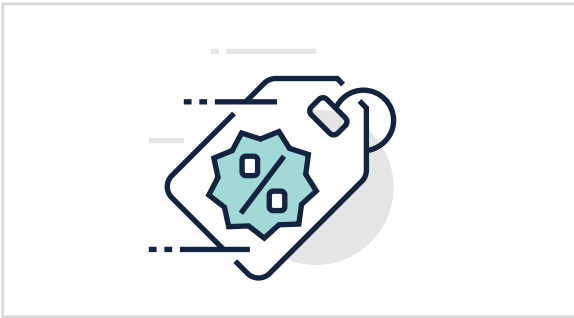
Cart, Items in Cart, Items Added to Cart  
Height: 80px ; Stroke: 2px

Ecom :: Discount



Height: 150px ; Stroke: 2px

Ecom :: Jobs Discount



Discount, Sale, Limited Time  
Height: 130px ; Stroke: 2px

Ecom :: Jobs Discount



Stop, Before You Go  
Height: 130px ; Stroke: 2px

Content Funnel :: Read Article



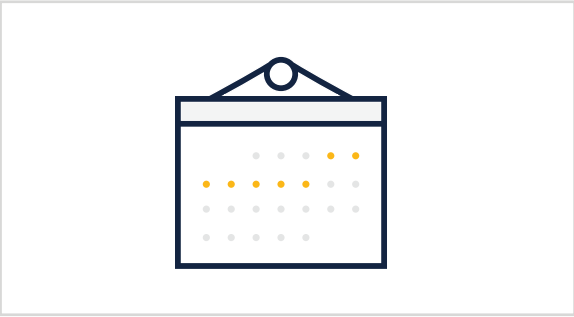
Article, Read, E-Learning  
Height: 85px ; Stroke: 2px

Webinar



Webinar, Demo, Contact, E-Learning  
Height: 80px ; Stroke: 2px

Social Proof: Job Posting Purchases



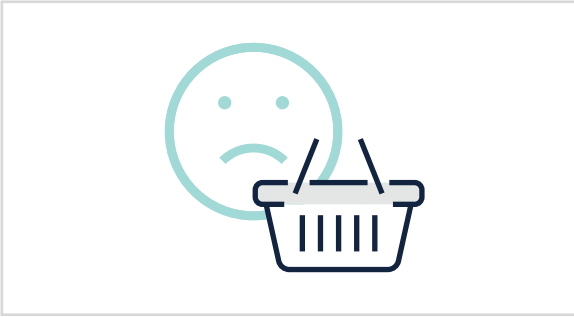
Calendar  
Height: 48px ; Stroke: 1.5px

Ecom :: Jobs Discount



Speed, Ending Fast, Hurry Before Gone  
Height: 130px ; Stroke: 2px

Ecom :: Jobs Discount



Sad, Empty Cart  
Height: 130px ; Stroke: 2px



ILLUSTRATIONS

SMB Packages :: Candidate Attraction



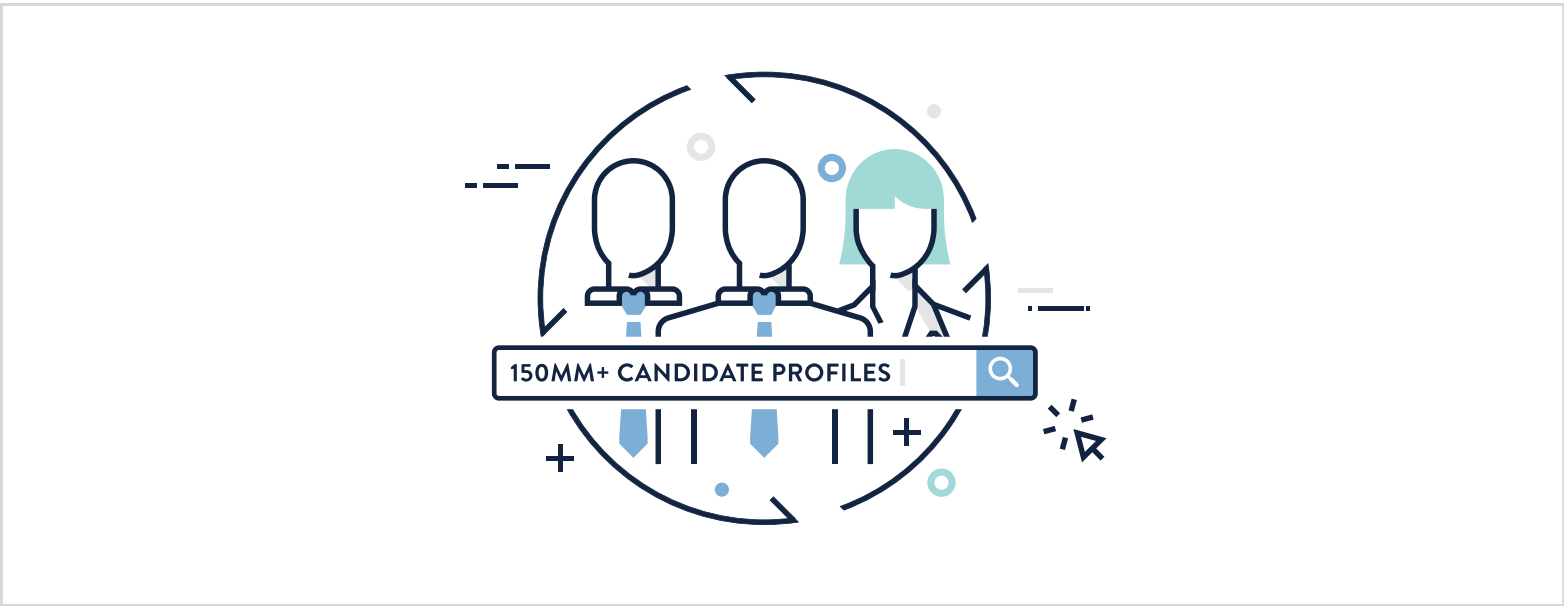
Desktop Height: 290px ; 1050 Height: 275px ; Mobile Height: 170px

SMB Packages :: Candidate Matching



Desktop Height: 290px ; 1050 Height: 275px ; Mobile Height: 170px

SMB Packages :: Candidate Sourcing w/ Stat



Desktop Height: 290px ; 1050 Height: 275px ; Mobile Height: 170px

SMB Packages :: Targeted Emails w/ Stat



Desktop Height: 290px ; 1050 Height: 275px ; Mobile Height: 170px