

# DICE MODERN

A New Visual Design Framework

# ABOUT DICE MODERN

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Welcome to Dice Modern, a visual-leap forward toward the reinvigoration of Dice in the minds of team members, technology professionals and clients. The Design Studio began this work with the following goals in mind: simplicity and beauty in everything we do, consistency of design across all channels, and flexibility in execution for bold creative expression.

This framework establishes the toolkit necessary to create amazingly memorable and effective experiences for our audiences and brings an exciting depth to the brand that does not exist today.

This is only the beginning. Dice Modern will grow, evolve and mature over time.  
We look forward to the journey.

~ Design Studio

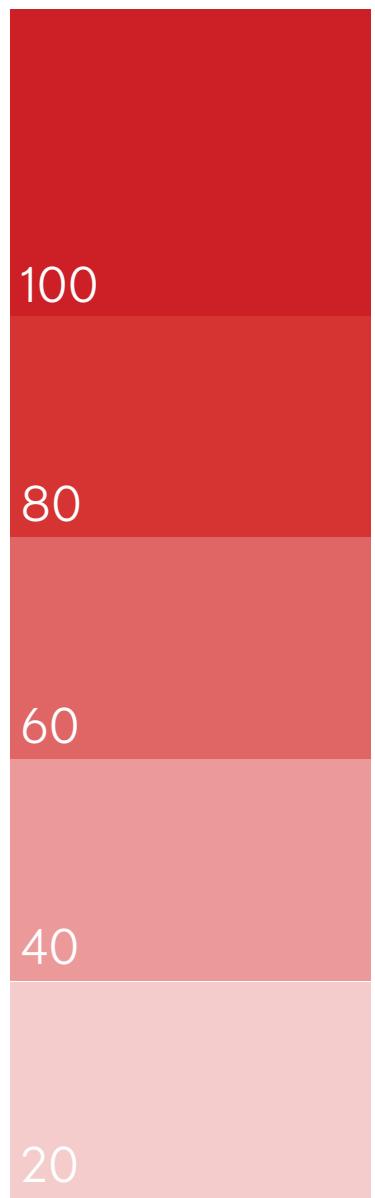


**“DESIGN CREATES CULTURE.  
CULTURE SHAPES VALUES. VALUES  
DETERMINE THE FUTURE.”**

Robert L. Peters

# COLOR PALETTE

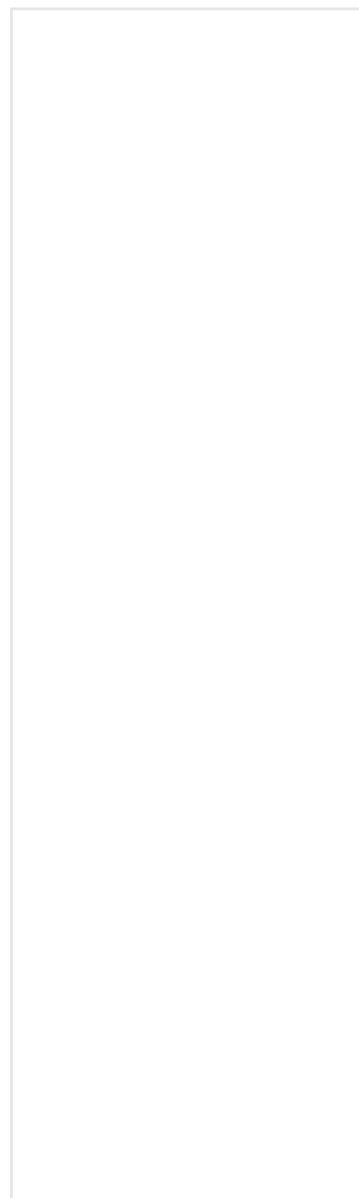
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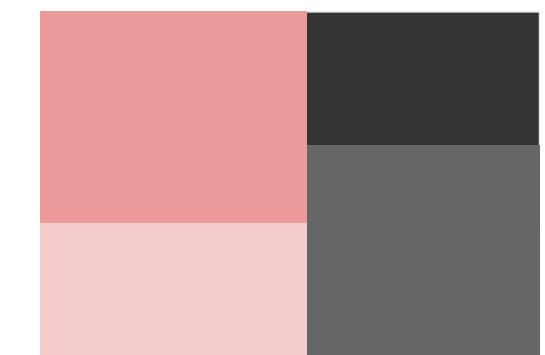
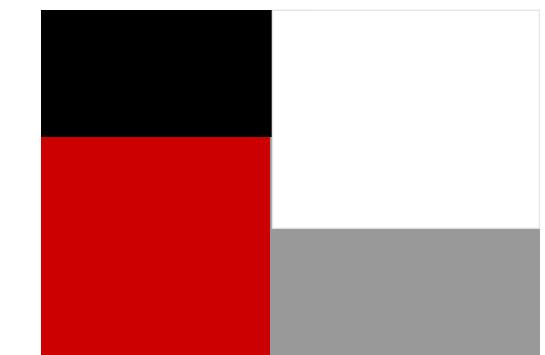
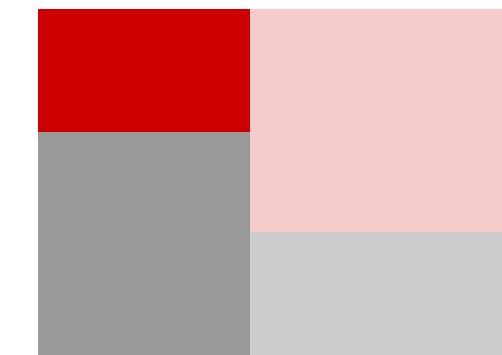
HEX: #CC0000  
RGB: 204, 0, 0



HEX: #000000  
RGB: 0, 0, 0



HEX: #FFFFFF  
RGB: 255, 255, 255



# WHITE SPACE

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White space is a vital part of Dice Modern. Combined with the use of asymmetry, variations in position, shape, size, and patterns, white space allows a visual expression that breaks free from the constraints of traditional boxes and containers. This allows our visual language to speak to the user unrestrained, juxtaposing visual elements and content that go beyond simply presenting information to the user and instead draws them into a compelling user experience.

# TYPOGRAPHY

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Nobel is effective across a range of titles, headers and blocks of text. It is both classic and modern, interesting yet not distracting. By using kerning, weights, line spacing and sizes we can achieve a broad range of communication in an elegant and beautiful typeface.

## PRIMARY TYPEFACE

Aa

## PRIMARY STYLE AND WEIGHTS

**NOBEL TEXT REGULAR**

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ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# TYPOGRAPHY

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At the same time typography isn't merely communication; it's a form of expression helping to tie all of our elements together.

**BIG**  
**BOLD**  
**DYNAMIC**

# TYPOGRAPHY

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TITLE

# TITLE

## EMPHASIS TEXT

KERNING

D4I4C4E

HEADER

## HEADER

SECTION TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Vel eros donec ac odio tempor orci dapibus ultrices. Sagittis purus sit amet volutpat consequat.

BODY TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Vel eros donec ac odio tempor orci dapibus ultrices. Sagittis purus sit amet volutpat consequat.

## COLOR AND TYPE

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SPECIALIZED.  
TECH FOCUSED.

THIS IS YOUR CAREER

WORK / CREATE / LIVE

# SHAPES + PATTERNS

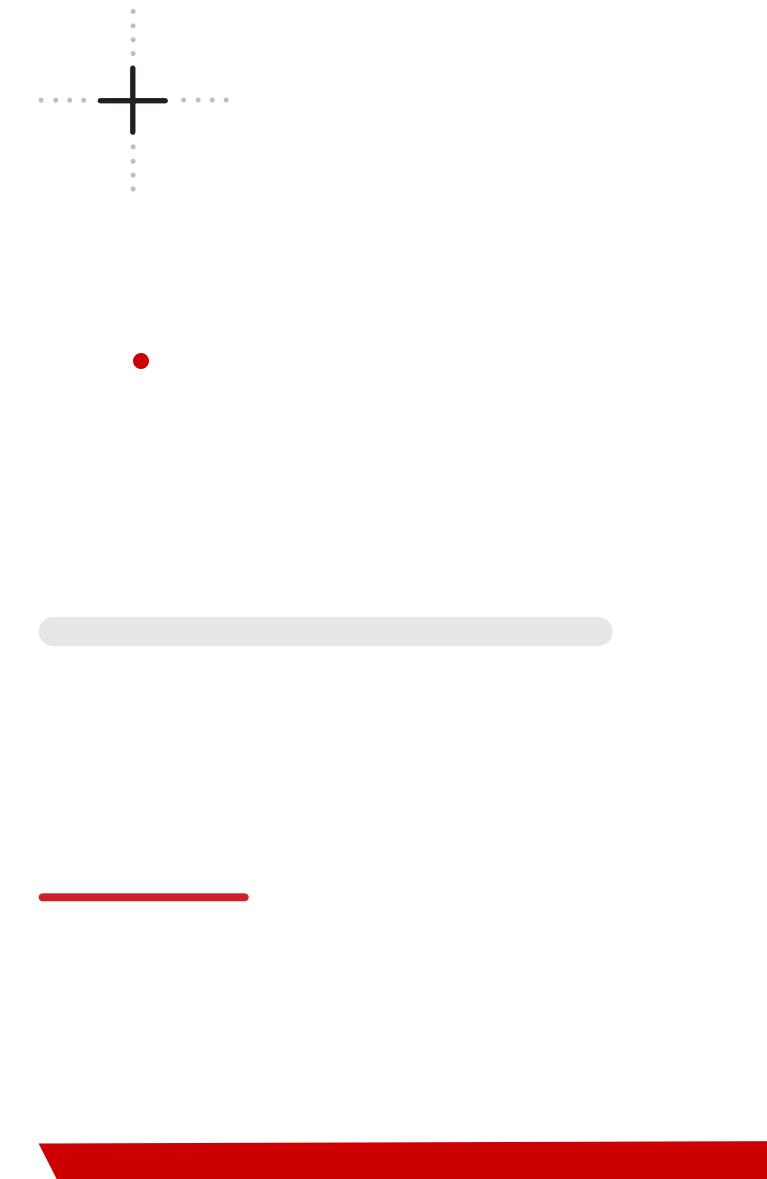
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## USE OF SHAPES

Shapes are meant to add visual interest and are used so that our products are recognizable and memorable. By using shapes we are able to incorporate our identity in everything we do.

They can be used in a non-prescriptive way such as:

- cover parts of or all of a photo
- can float on the page
- can run off the page



## USE OF PATTERNS

These shapes can be made larger or smaller and used in multiples to create a variety of new patterns.

# SHAPES + PATTERNS

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## USE OF ANGLES

These shapes and patterns can be used horizontally, vertically and at a + or - 35°



# IMAGERY

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Imagery on Dice should consist of a modern appeal, candidly representing professionals in the technology industry at work or in collaborative, well-lit environments. Vibrant and modern, imagery on Dice reflects a sense of space, energy, and innovation. It is also vital to be inclusive and to search for images that are multi-cultural in nature.

# IMAGERY / TONAL TREATMENT

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Overlays can and should be used throughout the site to provide a cohesive, modern look & feel that stands out and represents the types of people and environments that we strive to be an example of. Not only do they reflect what Dice represents at its core but also act as an emotional and identifiable part of the Dice brand.

# IMAGERY / TREATMENT / PATTERNS

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Patterns combined with the duo-tone overlay enhance the image and provide a memorable and identifiable experience with the Dice brand.

# IMAGERY / TONAL TREATMENT

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Overlays may also take on different angles to drive page flow and provide visual interest.

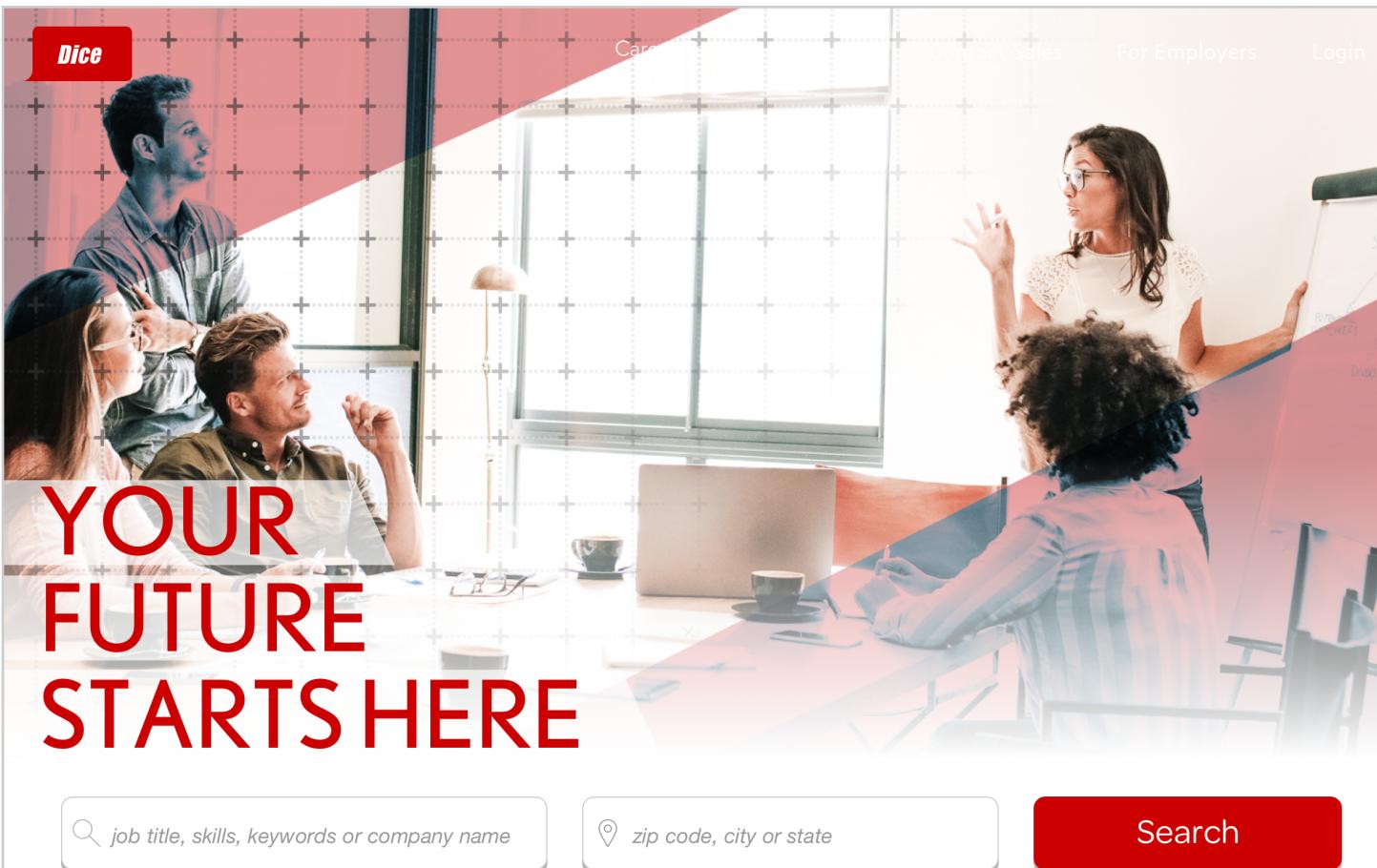
Dice

Modern

in the

wild

# EXAMPLES



**Dice**

Careers | Ad Sales | For Employers | Login

# YOUR FUTURE STARTS HERE

job title, skills, keywords or company name

zip code, city or state

Search

## TECH JOBS IN DENVER, CO



### .NET Developer

We're looking for a Python Developer who will join a team of developers building and extending internal tooling...



### Data Analyst

We are seeking a self-motivated and enthusiastic senior software engineer to join the Trimble Connect Cloud team...



### Full Stack Developer

Minimum Required Skills: Python, Django, graphql, Node.js, DynamoDB, PostgreSQL,



### Senior QA Automation Engineer

Currently seeking a talented Senior QA Automation Engineer for one of our most unique tech firms in the...



### Android Developer

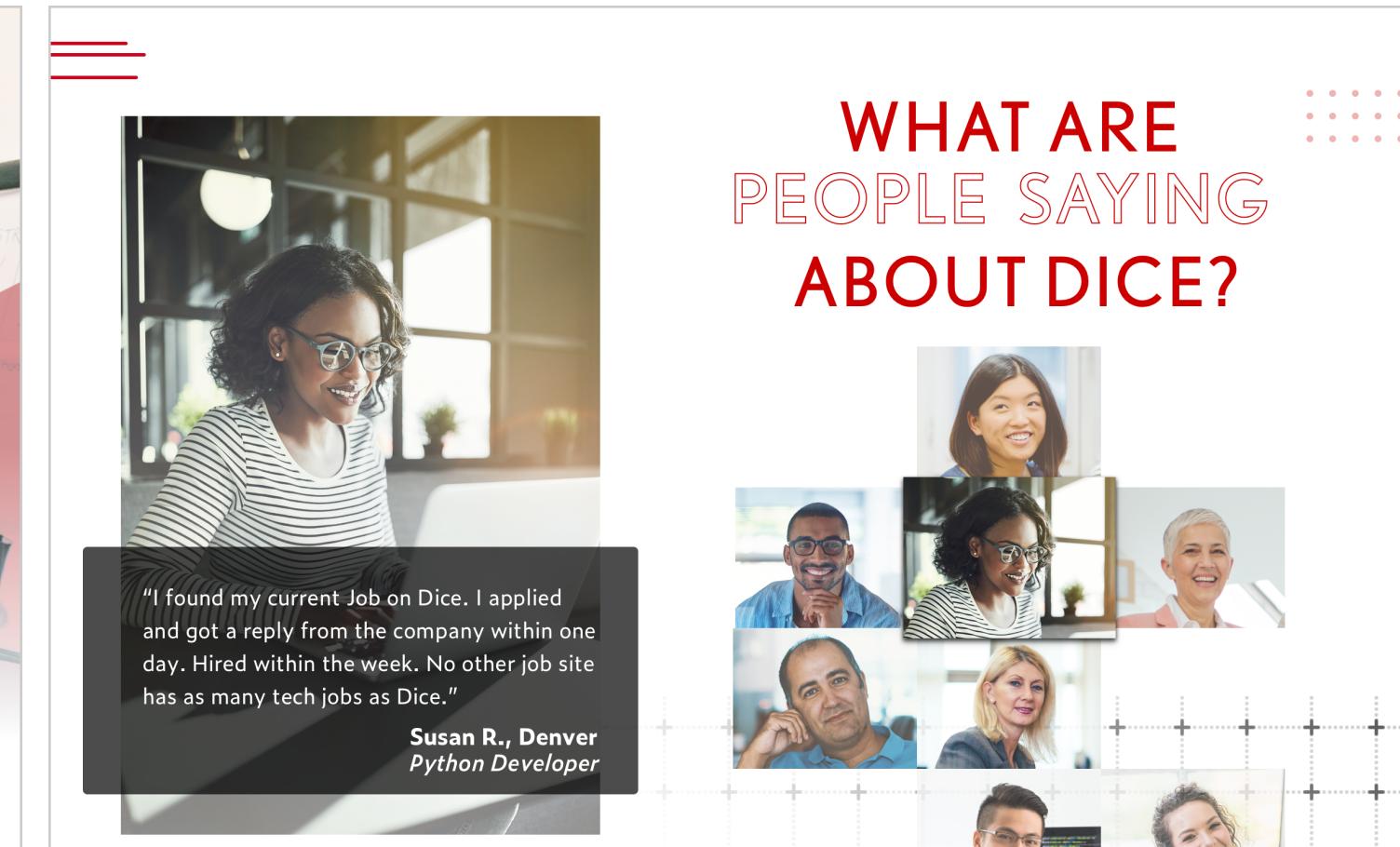
The python test case developer is an on-site position that supports the Wireless Test Automation team. The Test Automation....



### Java/Python/NSO Developer

Develop new and maintain existing NSO Service packages; Assist in testing and validating NSO packages and...

[More in Denver, CO →](#)



I found my current Job on Dice. I applied and got a reply from the company within one day. Hired within the week. No other job site has as many tech jobs as Dice.

Susan R., Denver Python Developer

## WHAT ARE PEOPLE SAYING ABOUT DICE?



## WHY WE'RE DIFFERENT

### 1 Get Discovered

Make yourself visible to top employers

### 2 Custom Notifications

Receive custom notifications about new opportunities

### 3 Quick Apply

With your profile get access to quick apply options

### 4 Personalized Salary Estimates

Join Dice Today

First Name

Last Name

Email

New Password

8 characters min. with at least 1 number & 1 letter.

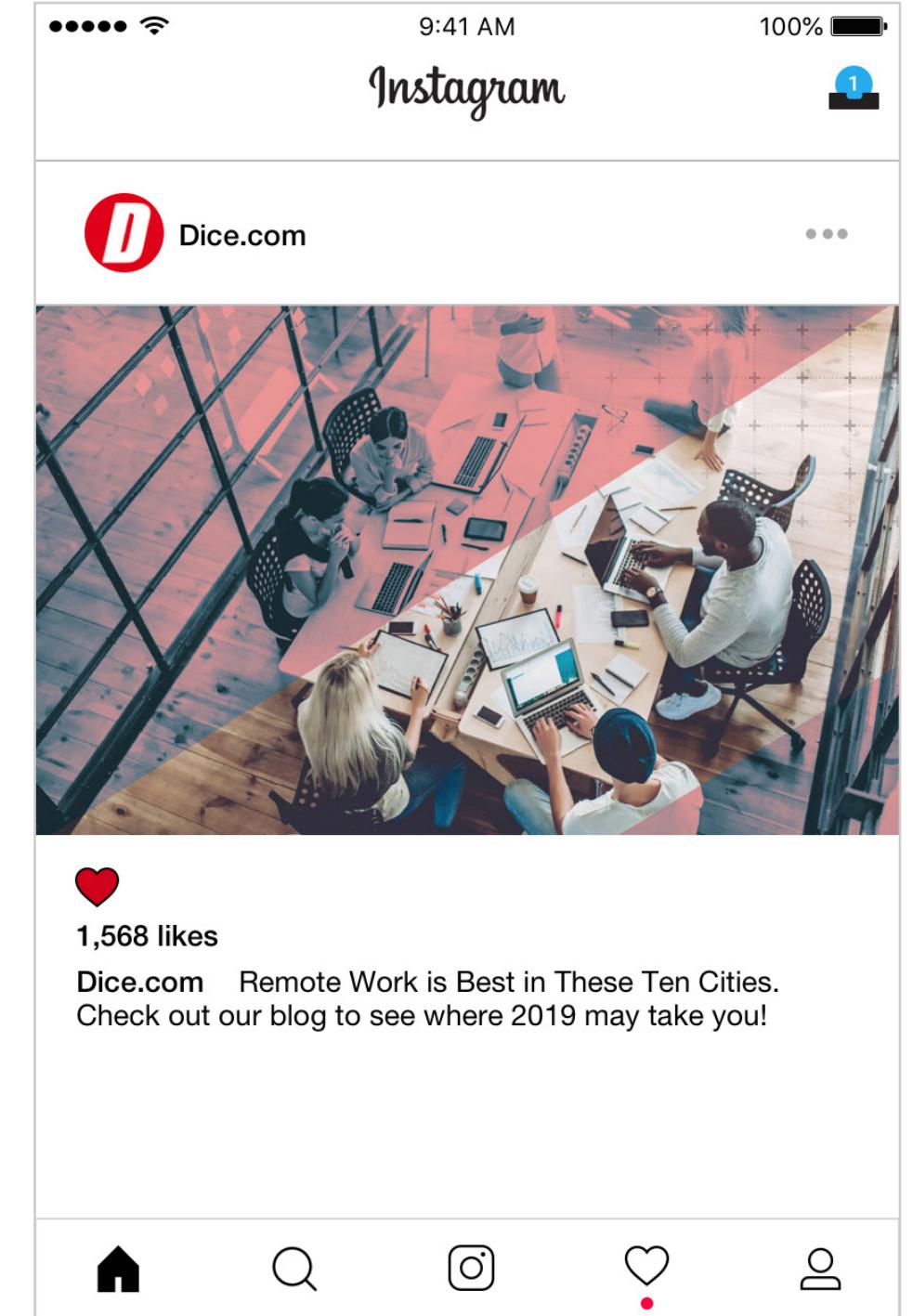
Dice Communications  
Get latest jobs, product announcements and studies

I'm not a robot 

# EXAMPLES



A screenshot of a Dice.com Instagram post. The post shows a group of people working in an office. The caption reads: "Low housing prices + lots of job opportunities = magic." Below the image is a study titled "Remote Work is Best in These Ten Cities: Study" with a link to insights.dice.com. The post has 1,568 likes. At the bottom are engagement icons for comments, shares, likes, and messages, along with a "Show this thread" button.



# EXAMPLES

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# THANK YOU



DHI DESIGN STUDIO

Dice Modern