



# STYLE GUIDE

LAST UPDATED

03.05.2013

## COLOR. GENERAL

### WEB

HEX #FF5800  
R=255 G=88 B=0

HEX #455560  
R=69 G=85 B=96

HEX #CCCCCC  
R=204 G=204 B=204

### PRINT

PANTONE Orange 021 C  
C= 0 M=83 Y=100 K=0

PANTONE 432 C  
C=78 M=64 Y=53 K=44

PANTONE 427 C  
C=17 M=12 Y=13 K=0

### Accents *(use sparingly)*

HEX #FF216B  
R=255 G=33 B=107  
C=0 M=92 Y=42 K=0

HEX #14A8E8  
R=20 G=168 B=233  
C=73 M=26 Y=5 K=0

HEX #5FAC07  
R=95 G=172 B=7  
C=66 M=20 Y=100 K=4

HEX #FFFDA6  
R=255 G=253 B=166  
C=3 M=0 Y=49 K=0

HEX #FFFDA6  
R=254 G=144 B=0  
C=0 M=48 Y=88 K=0

**WEB**

HEX  
RGB



HEX #FF5800  
R=255 G=88 B=0

HEX #455560  
R=69 G=85 B=96

*This will only be used for web, screens and other non-print media (as it was intended to be).  
Never shall these HEX and RGB values be ever used in print.*

**PRINT**

PMS Solid Coated  
CMYK



PANTONE Orange 021 C  
C=0 M=83 Y=100 K=0

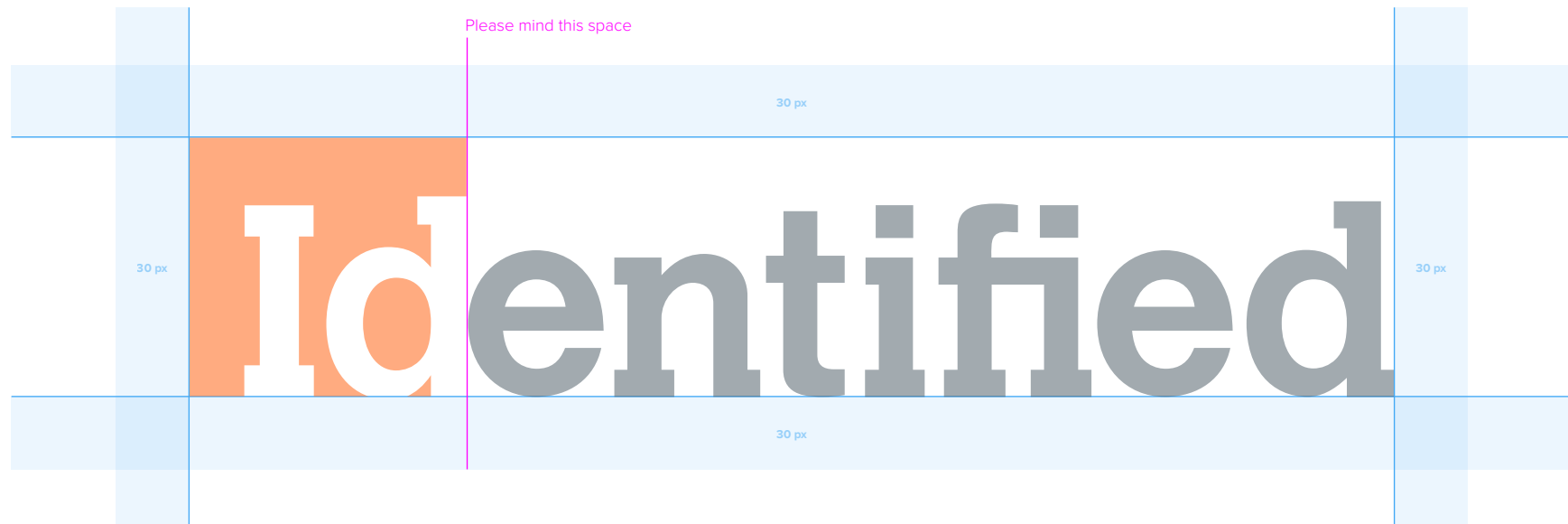
PANTONE 432 C  
C=78 M=64 Y=53 K=44

*The colors might look weird right now on your monitor, but the PMS/CMYK values are exactly what we are aiming for as the “orange” in our logotype.*

*Be sure to check with your printer/print shop if they use PANTONE Matching System. It is always best to have this printed out professionally (READ: not Kinkos, FedEx and the like).*

*Everytime you print this on a regular inkjet or somewhere that doesn't care about PMS or CMYK, a little kitten dies.*

**Identified**



### FONT USED FOR LOGOTYPE

**Calvert MT Std Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()\_+

*For illustrative purposes only. The Identified logo must not be recreated; always use the vector outline, SVG or PNG raster files found here:*

**WEB:** <http://goo.gl/dL7Lm>

**PRINT:** <http://goo.gl/aqHKb>





HealthRecruit

12 px



HealthRecruit

Powered by  Identified

10 px



LOGOTYPE AS WATERMARK

Black (#000) at 20% opacity  
Acceptable range: 10 - 20%



White at 30% opacity  
Acceptable range: 30 - 50%

Orange logo, white type at  
85% opacity  
Acceptable range: 85 - 95%

Styles are not exclusive to their designated corners (as illustrated here), they are only meant to show the accepted placement of the logo element. Use your **best judgement** when applying watermarks and when in doubt, ask.



LOGO AS WATERMARK

Black (#000) at 20% opacity  
Acceptable range: 10 - 20%

White at 30% opacity  
Acceptable range: 30 - 50%

Orange on white at 85% opacity  
Acceptable range: 85 - 95%

Styles are not exclusive to their designated corners (as illustrated here), they are only meant to show the accepted placement of the logo element. Use your **best judgement** when applying watermarks and when in doubt, ask.

LOGOTYPE

On dark background



Orange logo, white type at 85% opacity  
Acceptable range: 85 - 95%



White at 30% opacity  
Acceptable range: 30 - 50%

LOGO



Orange on white at 85% opacity  
Acceptable range: 85 - 95%



White at 30% opacity  
Acceptable range: 30 - 50%

On light background



Original at 80% opacity  
Acceptable range: 70 - 90%



Black (#000) at 20% opacity  
Acceptable range: 10 - 20%



Orange (#ff5800) at 80% opacity  
Acceptable range: 70 - 90%

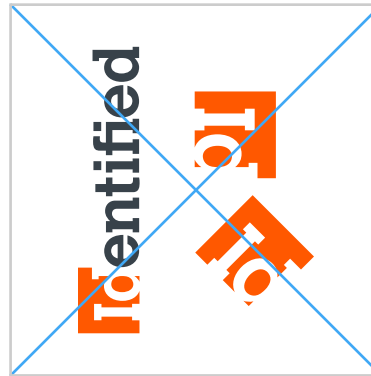


Black (#000) at 20% opacity  
Acceptable range: 10 - 20%



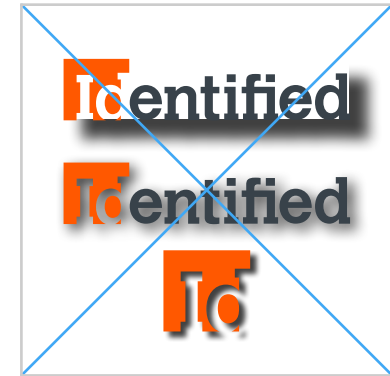
### **DISTORT**

*Stretch, skew, warp, etc.*



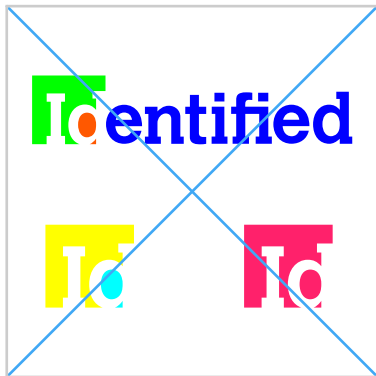
### **USE VERTICALLY/DIAGONALLY**

*The letters will fall off and die.*



### **ADD DROP SHADOWS**

*No, just no.*



### **RECOLOR**

*Colors are fun! However, going crazy with it defeats the purpose of this style guide.*



### **USE ROUNDED EDGES**

*Rounded edges are for sissies. But no, seriously.*



### **CROP**

*No part of the logo/logotype shall be cropped off.*

## Museo Slab

### 100

Hast du etwas Zeit für mich  
Dann singe ich ein Lied für dich  
Von 99 Luftballons  
Auf ihrem Weg zum Horizont

### 300

Denkst du vielleicht g'rad an mich  
Dann singe ich ein Lied für dich  
Von 99 Luftballons  
Und dass so was von so was kommt

### 300 Italic

*Denkst du vielleicht g'rad an mich  
Dann singe ich ein Lied für dich  
Von 99 Luftballons  
Und dass so was von so was kommt*

### 700

**99 Luftballons  
Auf ihrem Weg zum Horizont  
Hielt man für Ufos aus dem All  
Darum schickte ein General**

#### FONT STACK

'Museo Slab', Museo, Georgia, serif;

## Proxima Nova

### Light

'ne Fliegerstaffel hinterher  
Alarm zu geben, wenn es so wär  
Dabei war'n da am Horizont  
Nur 99 Luftballons

### Regular

99 Düsenjäger  
Jeder war ein großer Krieger  
Hielten sich für Captain Kirk  
Das gab ein großes Feuerwerk

### Regular Italic

*99 Kriegsminister  
Streichholz und Benzinkanister  
Hielten sich für schlaue Leute  
Witterten schon fette Beute*

### Bold

**Die Nachbarn haben nichts gerafft  
Und fühlten sich gleich angemacht  
Dabei schoss man am Horizont  
Auf 99 Luftballons**

#### FONT STACK

'Proxima Nova', 'Helvetica Neue', Helvetica, Arial, sans-serif;

## League Gothic

### Regular

Riefen Krieg und wollten Macht  
Mann, wer hätte das gedacht  
Dass es einmal soweit kommt  
Wegen 99 Luftballons

#### FONT STACK

'League Gothic', Impact, Arial, sans-serif;

The font stack suggests that Museo Slab will default to its close cousin Museo, then the system font Georgia; Avenir to Helvetica Neue or Arial; and League Gothic to Impact then Arial.

Fonts are available for download here: <http://goo.gl/bG28q>.

WITH YOUR FEET ON AIR AND YOUR HEAD ON THE GROUND

# TRY THIS TRICK AND SPIN IT

*Your head will collapse, But there's nothing in it*

**And you ask yourself, "Where is my mind?"** Harumet lit, voluptatur abore maion nos doloruntem eos magnit earitaepudam aut quatur? Qui dolorit dolorem fugiata arumet volupta turenis mo beaqui officiam, solupta quo maximet autem expe nobis solorum con cor as quia que valoribus, quaeper epellest enim lam ex estemporepro es veligen tendit ra volum am qui idi repro conecate audiae dicabore nempor sundis arcias que erundae laudiae. Us pa cuptasp icatio berro id quatur?

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**CATCH (OPTIONAL)**  
League Gothic, 14 pt,  
Tracking 20 pt  
uppercase

**HEADER**  
Museo Slab 700, 46 pt,  
Tracking -10 pt  
Leading 50 pt  
uppercase

**SUBHEADER**  
Museo Slab 300 Italic, 11 pt,  
Tracking 0  
Leading 14 pt

**LEAD SENTENCE**  
Proxima Nova Bold, 10 pt,  
Tracking 0  
Leading 16 pt

**BODY**  
Regular, 10 pt, Tracking 0  
Leading 16 pt

30 px

40 px

30 px

15 px

30 px

**WITH YOUR FEET ON AIR AND YOUR HEAD ON THE GROUND**

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*This is how it looks like when the browser doesn't recognize a font service, (i.e., typekit.com, webfonts, google fonts) or you just never bothered doing it.*

*Yes, it's doesn't look as pretty, so try to use the fonts as much as you can.*

**WITH YOUR FEET ON AIR AND YOUR HEAD ON THE GROUND**

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