

ALINE | BRAND
DIGITAL PRESENTATION

FOR **NEUROCRUIT**

We Don't Just Recruit. We Rebuild Futures.



Neurocruit uniquely positions itself as more than a recruiter—it is an opportunity enabler. By combining human insight with innovative recruitment strategies.

The Brand Aims to create a Platform that empower professionals with rewarding career paths.



We aim to empower professionals with rewarding career paths while enabling businesses to access the right people who drive growth, innovation, and long-term success.

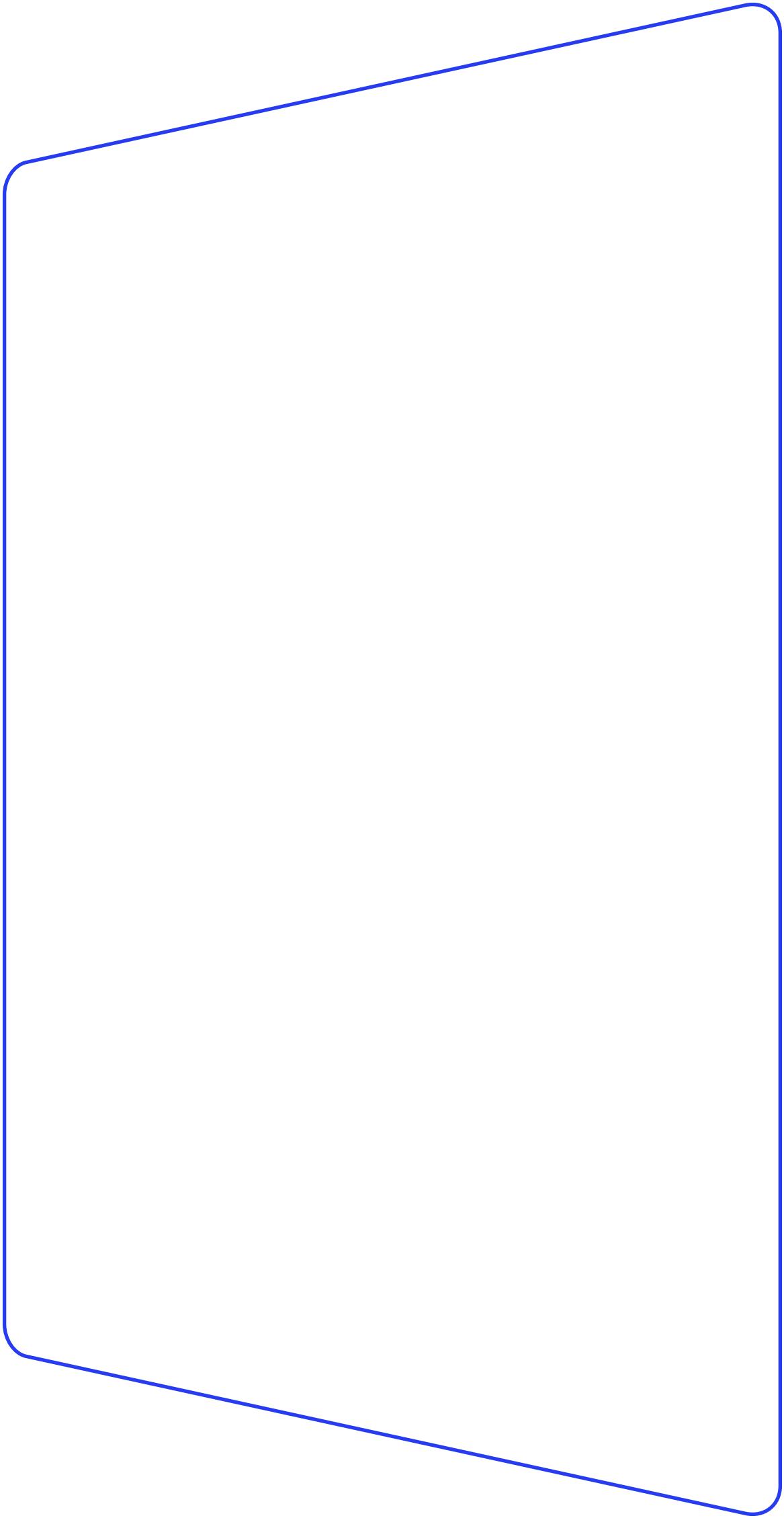
Neurocruit Brand Strategy

Strategic Framework



Why we exist	Neurocruit exists to open doors of opportunity—transforming recruitment into a powerful bridge between people’s ambitions and organizations growth. We believe that talent shapes the future, and our role is to connect the right minds with the right missions.
User needs	Job seekers look for guidance, access, and the confidence to secure career-defining opportunities that align with their ambitions. Businesses, on the other hand, need reliable, skilled, and culturally aligned talent that can accelerate their growth and strengthen their workforce.
Brand Position	Neurocruit is positioned as an opportunity enabler—a recruitment partner that blends human insight with innovative strategies. Unlike traditional recruiters, we don’t just fill roles; we unlock potential, provide continuous of growth for both individuals and companies.
Tone	The tone of Neurocruit is confident yet approachable, reflecting expertise without the use of unnecessary jargon. It remains optimistic and inspiring, always emphasizing opportunities and growth. At the same time, it is trustworthy and professional, assuring reliability in every interaction.

Brand



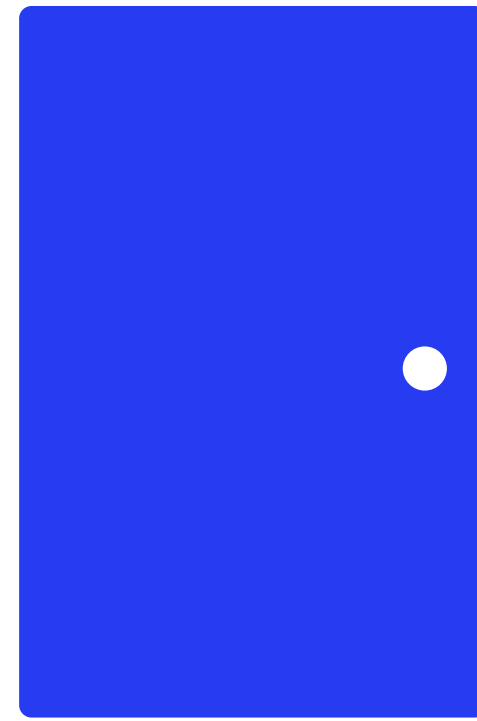




Inspiration



NEW



DOOR



OPEN DOOR

Logo

Modern, minimalist logo ensuring
clear visibility across all sizes.



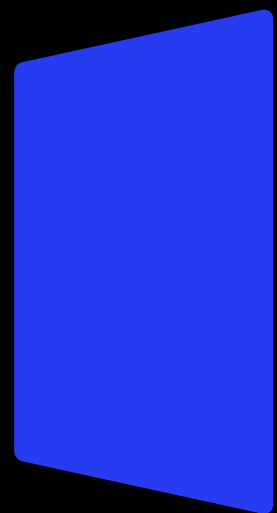
Horizontal Logo



Logo Reverse



Icon



Favicon



Color Palette

Vivid Blue (#273CF0)

is a color that has long been associated with royalty

Reddish Orange (#EB5F22)

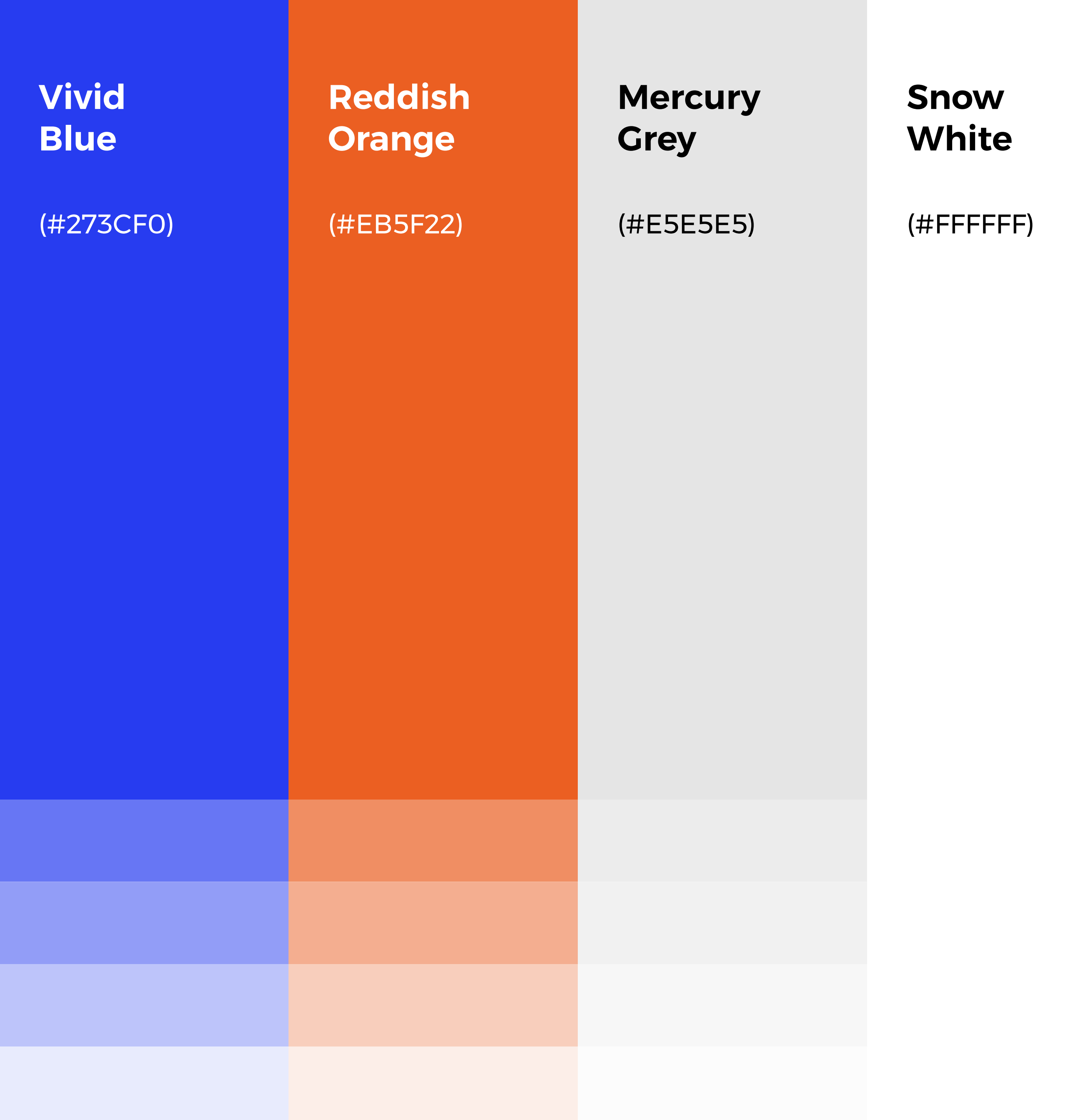
Symbolizing energy, enthusiasm and passion

Mercury Grey (#E5E5E5)

For background

Snow White (#FFFFFF)

Clarity and readability



Typography

Barlow

Bold

SemiBold

Medium

Regular

A B C D E F G

a b c d e f g

1 2 3 4 5 6 7

! @ # \$ % &

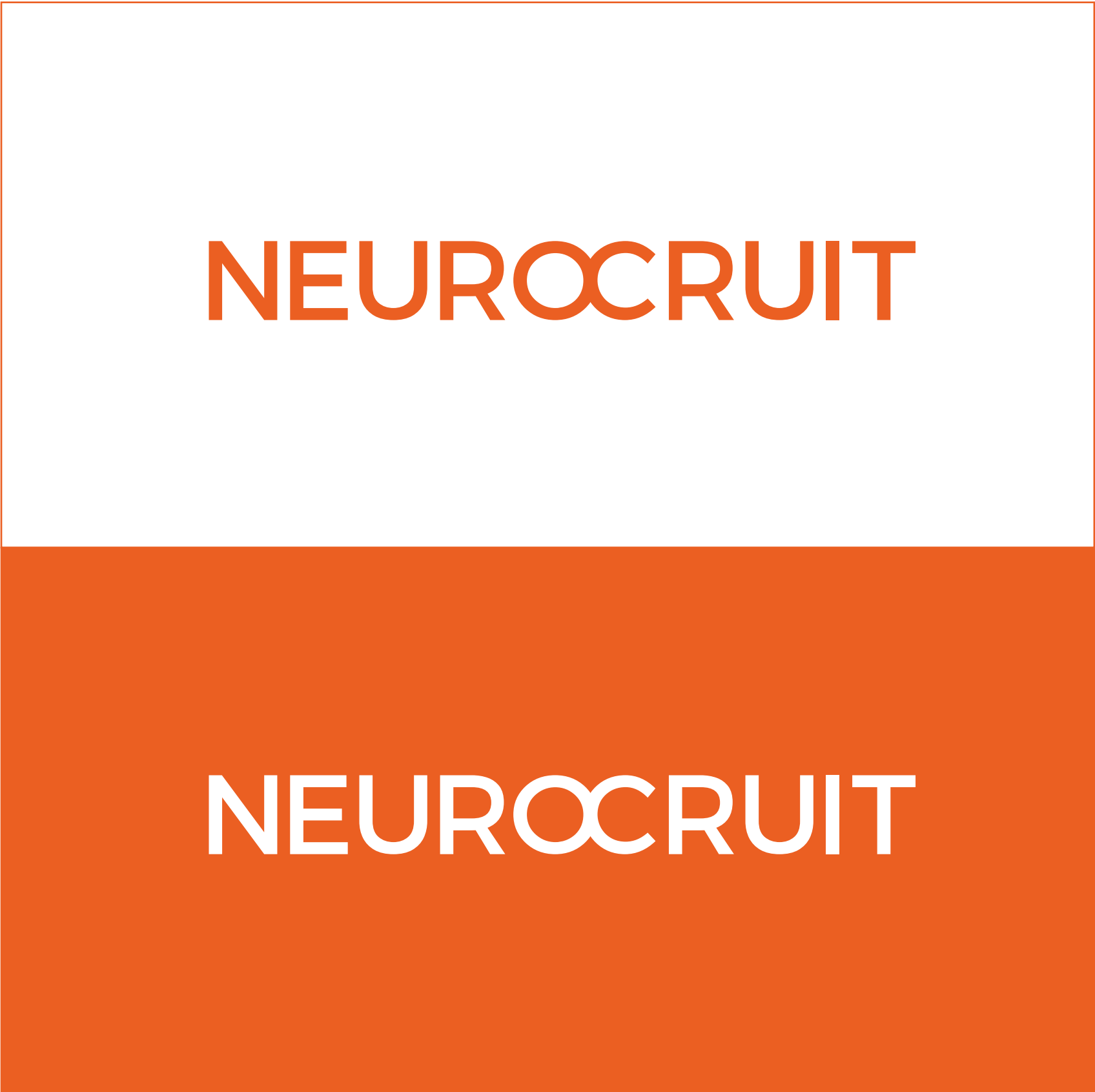
A silver laptop is open and positioned on a dark, textured surface. The laptop screen is a solid blue color, and the Neurocruit logo is centered on it. The logo consists of a white square icon followed by the word "NEUROCRUIT" in white, uppercase, sans-serif font. The laptop is angled towards the right, and the background is a dark, neutral gradient.

 NEUROCRUIT

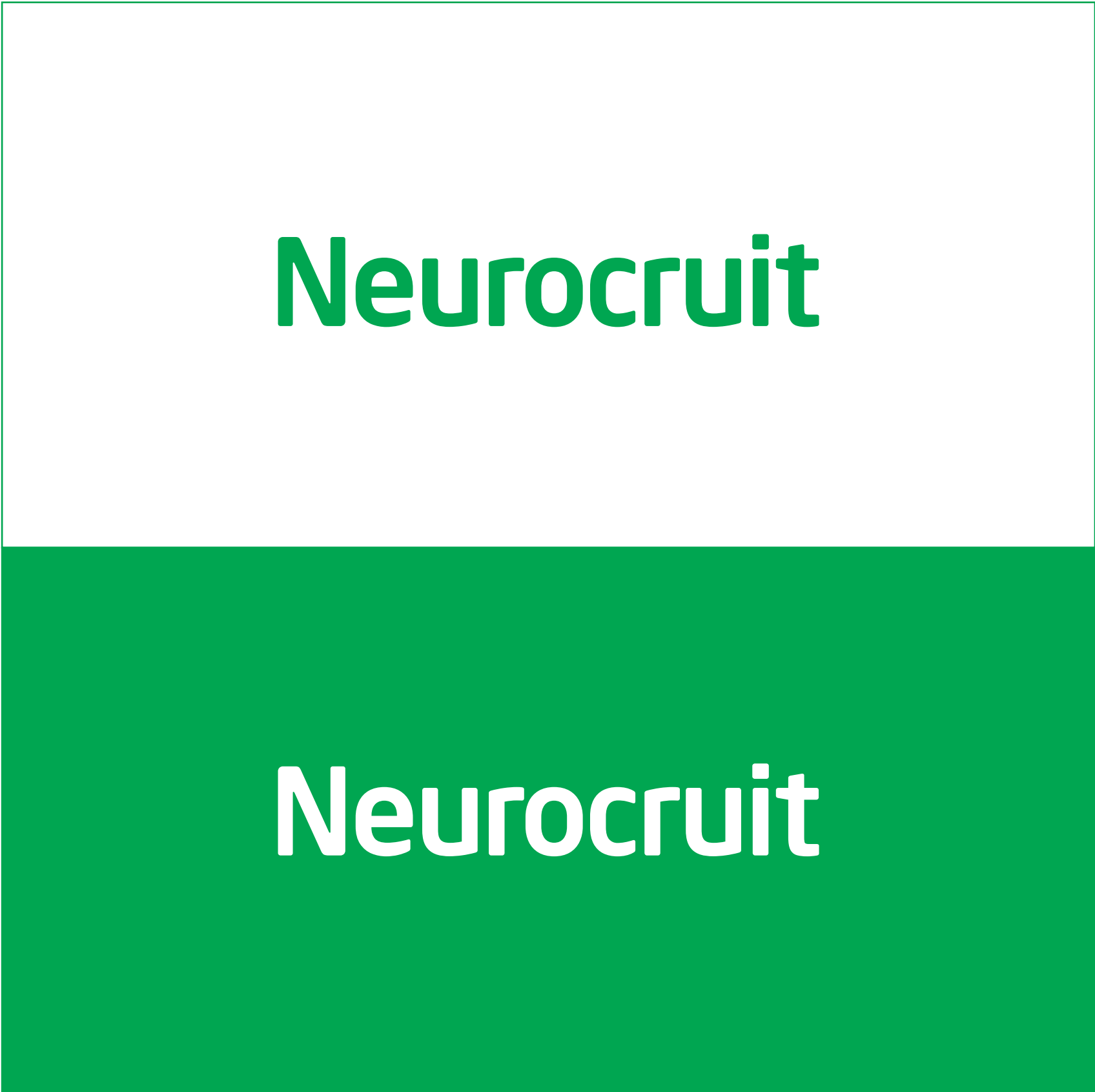


Branding Options

Option 2



Option 3



At Neurocruit, we don't just recruit—we open doors to possibility. Whether you're a professional seeking your next big career move or a business building a winning team, the right opportunity is waiting. Let's create your success story together.

Connect with Neurocruit today

—because every door we open is an opportunity unlocked.

Thank You!

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