



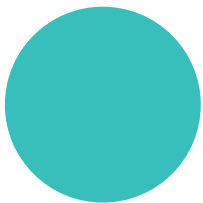
Brand Guidelines

# About the company

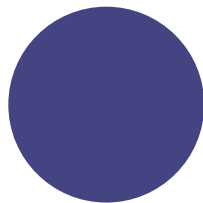
Perspectico is a recruitment management tool designed to reduce the time, energy and costs employed in hiring by more than 1/10. But we are not just that, Perspectico's aim is to become the Crafter of Human Resources for the modern, technologized world and to do that most accurately, we have developed a system, which, over a period of time and through continuous assessments, detects the true talents and skillsets of all its users and then helps them enhance the same, because ultimately, we believe in the notion that each of us is here for a certain reason with a certain purpose to do a certain job and so, we are here to help every individual in finding what have they been brought here to do.

# Color Guidelines

## Brand Colors



HEX : #39BFBB  
R : 57  
G : 191  
B : 187



HEX : #454483  
R : 69  
G : 68  
B : 131

## Secondary Colors



HEX : #272727  
R : 39  
G : 39  
B : 39



HEX : #888888  
R : 136  
G : 136  
B : 136



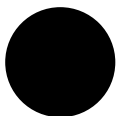
HEX : #B3B3B3  
R : 179  
G : 179  
B : 179



HEX : #DCF0F2  
R : 220  
G : 240  
B : 242



HEX : #FFFFFF  
R : 255  
G : 255  
B : 255



HEX : #000000  
R : 0  
G : 0  
B : 0

# Font Style

Montserrat

Montserrat Light

Montserrat Regular

Montserrat Medium

**Montserrat Semibold**

**Montserrat Bold**

**Montserrat Extra Bold**

**Montserrat Black**

# Logo Guidelines

## Placement and Spacing



Perspectico Official Logo



Perspectico AI Initial

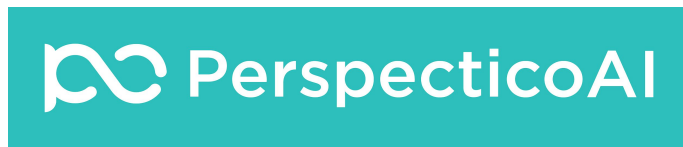


Perspectico Icon

Put your text here.

# Logo Guidelines

Perspectico Logo Types and Variations



## Perspectico AI Initials



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## Perspectico Icons





[www.perspectico.com](http://www.perspectico.com)