

# HIRED

BRAND MANUAL

# PRINCIPLES

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## INNOVATION

The means by which to connect the best employers and talent has been marred by recruitment agencies with unaligned interests. Hired is a paradigm shift in the job marketplace.

## EFFICIENCY

The high volume on both sides of the marketplace causes massive inefficiencies by forcing each side to parse an endless parade of opportunities and talent. Hired is the curator, the matchmaker.

## DISCOVERY

Where and with whom you work is of paramount importance. We strive to match the best talent with the best fit opportunities, maximizing your career and business potential.

## QUALITY

Our rigorous curation & vetting process separates signal from noise in the crowded hiring marketplace. We set the bar for talent & opportunities.



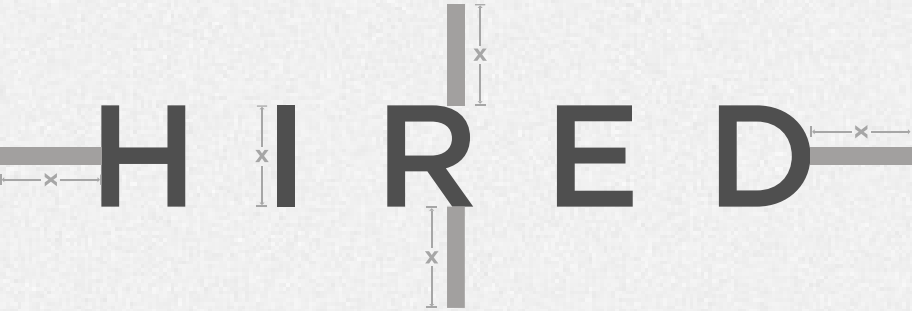
Do not rotate, change the proportions, or alter the logo in anyway. Do not apply drop shadows, outlines, or effects of any kind to the logo.



Use the light gray logo on dark backgrounds.

## SAFE AREA

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The logo renders best with large amounts of whitespace,. Always maintain a proper safe area around the logo.

# GOTHAM MEDIUM

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
1234567890!@#\$%^&\*()

Gotham Medium is used for headers, and interface text.

# GOTHAM BOOK

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
1234567890!@#\$%^&\*()

Gotham Book is the default font for all text.

# GOTHAM LIGHT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
1234567890!@#\$%^&\*()

Gotham Light is used for footers and lowest priority information.

# M A I N H E A D E R

Main headers set in Gotham Bold, 250 kerning. Use half and whole multiples of the body copy font size and line height for scaling the text larger or smaller. Make sure to adjust bottom and top margins when scaling the text by half multiples to maintain vertical rhythm.





# S U B - H E A D E R





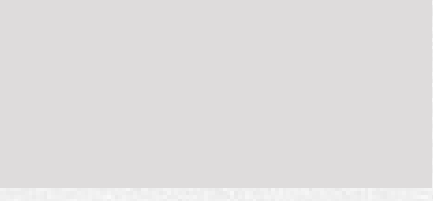


Sub-headers set in Gotham Book, 250 kerning.

Paragraph of body copy. Intelligentsia chambray put a bird on it, bespoke hella selfies kitsch leggings banjo ennui skateboard Terry Richardson farm-to-table Thundercats. Flannel you probably haven't heard of them trust fund.

Body copy set in Gotham Book, 0 kerning, 1.8 line height. The bottom margin of paragraphs should be one unit of body copy line height.

# COLORS

	rgb(28,151,82)	#1C9752	Default button color for submit and acceptance actions.
	rgb(14,145,71)	#0E9147	Border & hover state
	rgb(22,113,61)	#16713D	Active state
	rgb(206,233,218)	#CEE9DA	Alerts
	rgb(247,154,29)	#F79A1D	Default button color for edit and revision actions.
	rgb(209,130,24)	#D18218	Border & hover state
	rgb(154,96,18)	#9A6012	Active state
	rgb(255,242,226)	#FFF2E2	Alerts
	rgb(222,56,50)	#DE3832	Default button color for deletion and decline actions.
	rgb(188,47,42)	#BC2F2A	Border & hover state
	rgb(138,34,31)	#8A221F	Active state
	rgb(251,226,225)	#FBE2E1	Alerts
	rgb(90,134,255)	#5A86FF	Default button color for info and social actions.
	rgb(14,78,255)	#0E4EFF	Border & hover state
	rgb(0,55,207)	#0037CF	Active state
	rgb(225,233,255)	#E1E9FF	Alerts

	rgb(30,30,30)	#1E1E1E	Dark background & default text color
	rgb(70,70,70)	# 464646	Default header color
	rgb(150,150,150)	#969696	Lower priority text color.
	rgb(200,200,200)	#C8C8C8	Horizontal rule color.
	rgb(220,220,220)	#DCDCDC	Default horizontal rule, border, navigation background, and dark panel color.
	rgb(230,230,230)	#E6E6E6	Default background color.
	rgb(240,240,240)	#F0F0F0	Panel background color.



HIRED

Hi Slavomir,

Thanks for applying to Hired! We're on a mission to help make it easy for awesome engineers find their dream job by presenting them with multiple detailed offers from almost 1000 vetted venture-backed and public clients. We put the power back where it belongs; with the talent.

We've been thrilled that our mission seems to resonate, we've received thousands of applications to participate in each of our auctions. We want to make sure that we are selective in who gets in to our auctions and only let in a small handpicked pool of the best candidates, so we spend a lot of time reviewing and assessing applications.

Thanks again for your application!

Sincerely,



Matt Greenberg  
Talent Advocate

HIRED

ALLAN GRANT  
3491 20TH STREET  
SAN FRANCISCO, CA  
94110

HIRED

MATT MICKIEWICZ  
CEO

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Paper: Gmund Cotton New Gray  
Ink: Pantone 426U  
Technique: Letterpress