

**zoco**  
design

STYLE GUIDE  
Prepared for  
MentorcliQ



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A turn-key software solution to create and manage your company's **mentoring program**.



### The Problem with Mentoring

Companies want to develop and retain their employees.

Formal Mentoring has been proven to be one of the most effective ways to do so. However, creating and managing mentoring programs is a lot of work. Because of the administrative overhead, programs are often small or don't exist, missing out on the development and retention benefits.

Our mission is to make mentoring work, by providing a simple and affordable solution.

[Learn More](#)

### Get in Touch.

Contact us for more information or to request a free demonstration.

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MENTORCLIQ BENEFITS:

#### Increase Personal Engagement



Our visual personality survey is proven to increase connection among participants and retention within your program.

MENTORCLIQ BENEFITS:

#### Use Your Own Tools



Instead of learning a new software system, we help you use the everyday tools you're already using, better.

MENTORCLIQ BENEFITS:

#### Reports in Your Inbox



MentorcliQ takes responsibility for tallying up all your program's activity so that you don't have to.

You want to make an impact on the future health and success of your firm.

Are you doing it?

77% of companies report mentoring programs as effective in increasing employee retention.



### MentorcliQ makes it easy.

#### Onboard New Associates

Increase personal commitment to the firm and maintain company culture.

#### Support Workforce Diversity

Discover creative ideas through idea exchange between different groups.

#### Develop Firm Leaders

Improve performance through clear expectations and accountability.

#### Retain Top Talent

Increase morale and job satisfaction through meaningful interactions.

### We solve HR's Three Pain Points:



Creating



Matching



Managing

How does MentorcliQ accomplish this?

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### Learn about the MentorcliQ formal mentoring lifecycle.


See how our process works, from the Initial Concept stage of consulting to the final Manage stage, including real-time analytics.






## WIDE PAGE

When displayed in a browser wider than the width of the site, the top and bottom purple bars will extend infinitely to the edges of the page. All other content is responsive and will resize as is made necessary by the grid.


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## COLORS

There will be 4 main colors that make up a majority of the website's elements. These include:

Deep Purple  
#382f5b

Fuchsia  
#b1489e

Light Gray  
#dadada

Black  
#000000


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## TYPOGRAPHY


There are 2 typefaces used within the MentorcliQ website and 5 total styles. All of the faces used are available for web use through Google fonts.

**Roboto Slab Bold**  
**Roboto Slab Regular**  
**Roboto Slab Light**

**Roboto Medium**  
**Roboto Black**


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
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## TYPOGRAPHY STYLES

The below include all of the paragraph styles to be used within the MentorcliQ website.

**Header:** Roboto Slab Light, 39pt, -20 tracking, deep purple.  
Roboto Slab Bold for "mentoring program."

**Slider Header:** Roboto Slab Regular, 39pt, -20 tracking, deep purple.

**Slider Paragraph:** Roboto Slab Regular, 18pt, -20 tracking, deep purple.

**H1:** Roboto Slab Bold, 39pt, -20 tracking, deep purple.

**H2:** Roboto Slab Bold, 24pt, -20 tracking, fushia.


**H3:** Roboto Medium, 18pt, -20 tracking, black.

**Paragraph:** Roboto Medium, 14 pt, -20 tracking, black.

**Button Text:** Roboto Slab Bold, 18 pt, -20 tracking, white.

**Sub Text:** Roboto Medium, 12 pt, -20 tracking, black.

\*All text colors can change to white (reversed out) when placed on a dark background.


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## TYPOGRAPHY STYLES

Use the below key to determine what text style to use at each location. Slight modifications, such as color, all caps, block quotes and the bolding of individual words may be used.

Header: **H**  
 Slider Header: **SH**  
 Slider Paragraph: **SP**

H1: **H1**  
 H2: **H2**  
 H3: **H3**  
 Paragraph: **P**  
 Button Text: **B**  
 Sub Text: **S**


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**H1** A turn-key software solution to create and manage your company's **mentoring program.**



## **H1** The Problem with Mentoring

### **H2** Companies want to develop and retain their employees.

**P** Formal Mentoring has been proven to be one of the most effective ways to do so. However, creating and managing mentoring programs is a lot of work. Because of the administrative overhead, programs are often small or don't exist, missing out on the development and retention benefits.

**H3** Our mission is to make mentoring work, by providing a simple and affordable solution.

**B** [Learn More](#)

## **H1** Get in Touch.

**H3** Contact us for more information or to request a free demonstration.



**S** MENTORCLIQ BENEFITS:

### **H2** Increase Personal Engagement

**P** Our visual personality survey is proven to increase connection among participants and retention within your program.

**S** MENTORCLIQ BENEFITS:

### **H2** Use Your Own Tools

**P** Instead of learning a new software system, we help you use the everyday tools you're already using, better.

**S** MENTORCLIQ BENEFITS:

### **H2** Reports in Your Inbox

**P** MentorcliQ takes responsibility for tallying up all your program's activity so that you don't have to.

**H2** You want to make an impact on the future health and success of your firm.

**Are you doing it?**

**S** 77% of companies report mentoring programs as effective in increasing employee retention.



## **H1** MentorcliQ makes it easy.

### **H3** Onboard New Associates

**P** Increase personal commitment to the firm and maintain company culture.

### **H3** Develop Firm Leaders

**P** Improve performance through clear expectations and accountability.

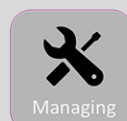
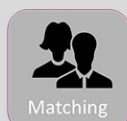
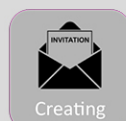
### **H3** Support Workforce Diversity

**P** Discover creative ideas through idea exchange between different groups.

### **H3** Retain Top Talent

**P** Increase morale and job satisfaction through meaningful interactions.

## **H1** We solve HR's Three Pain Points:



**P** How does MentorcliQ accomplish this?

**B** [Learn More](#)

## **H2** Learn about the MentorcliQ formal mentoring lifecycle.

**S** See how our process works, from the initial Concept stage of consulting to the final Manage stage, including real-time analytics.



## RESPONSIVE DESIGN

The MentorcliQ website is set up on a 1000 px grid (see next page) so that content can easily reorganize in a responsive grid for view on a tablet or smart phone. The columns to the right visualize what the site may look like on a smartphone scroll.




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Gutters: 20px

**RESPONSIVE GRID: 1000 px**

The MentorcliQ website is based on a 1000px grid. The gutter size for the grid is 20px, and the prepared .PSD file will have a 10px border on the right and left edges of the page. The grid will most commonly be divided into thirds.

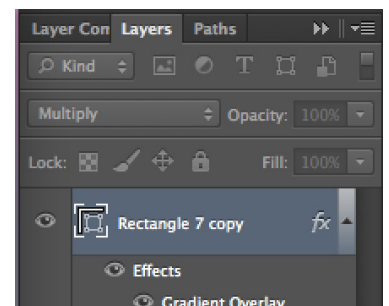
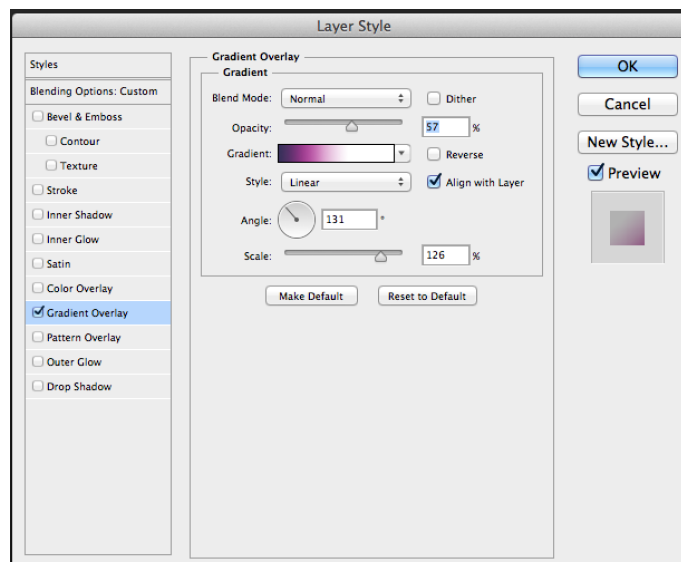
## BOX SIZES

245px  
Tall320px or 490px  
Wide



### PHOTO TREATMENTS

1. Photo is treated with a blur effect using the Gaussian Blur in Photoshop (approx. 3 pixels)
2. Create a second rectangle the same size as the image you are using and place it above the photo.
3. Apply a Gradient Overlay to this rectangle using MentorcliQ's purple and fuchsia palette with the settings listed to the right.
4. Multiply this rectangle layer.



### HOVER EFFECTS

When any object that is clickable has the mouse over it, the arrow icon will change to the pointer icon.

When boxes are hovered, the tint of the box's color will lighten from 100% tint/fill to 75% (1).

When buttons are hovered, the tint of the button's color will lighten from 100% tint/fill to 75% (2).

When social buttons are hovered, the color will change entirely to show a fuchsia button instead of a white button (3).

When the navigation is hovered OR selected, a thin bar (2px tall) will underline the nav heading (4). At this point, there will not be any sublevel navigation.

