

TalentClick Brand Guidelines

(revised 18 December 2018)

Logo

Standard:



Tagline

"Predict Strengths AND Risks"

Square:



Naming

Brand Name: TalentClick

Font

Open Sans (main text & headings)

Verdana (main text & headings)

Myria Pro (headings)

Colors

Logo:

- Primary Color: #007e54
- Primary Color (Shaded): #8C020E
- Primary Color (Border): #3F0106
- Secondary Color: #3B87A5
- Tertiary Colors: #fff / #000

Website and Social:

- Background Color: #fff
- Font Color: #454545
- Menu Font Color: #dfdfdf
- Font: Verdana, Arial, Helvetica, Sans-serif
- Secondary Background:
- Secondary Font:
- Link Text: #960222

Print Media:

- Primary Color:
- Secondary Color:
- Tertiary Color:

Brand Colour Scheme

Brand Green (Bottom of Logo)

- Hex Code (for Web): #007e54
- RGB: R:0 G:126 B:84
- CMYK: C:88 M:27 Y:82 K:13

Dark Green (Top of the Logo)

- Hex Code: #156b4d
- RGB: R:21 G:107 B:77
- CMYK: C:84 M:15 Y:78 K:2

Dark Grey (Font/Text & Accents)

- Hex Code: #333333
- RGB: R:51 G: 51 B: 51
- CMYK: C:69 M:63 Y:62 K:58

SQ Green (Alternate FG or BG)

- Hex Code: #139b69
- RGB: R:19 G:155 B:105
- CMYK: C:82 M:15 Y:76 K:2

DSQ Base Color

- Hex Code: #af1e2d
- RGB: R:175 G:30 B:45
- CMYK: C:22 M:100 Y:90 K:13

WPP Base Color

- Hex Code: #3a7bbc
- RGB: R:58 G:123 B:189
- CMYK: C:78 M:47 Y:1 K:0

Links (On Light)

- *Orange:*
 - Hex Code: #f36b21
 - RGB: R:243 G:107 B:33
 - CMYK: C:0 M:72 Y:98 K:0

Links (On Dark)

- White:
 - Hex Code: #fff
 - RGB: R:255 G:255 B:255
 - CMYK: C:0 M:0 Y:0 K:0
- Grey:
 - Hex Code: # aeaeae
 - RGB: R:174 G:174 B:174
 - CMYK: C:23 M:26 Y:27 K:0

Call to Action

- *Dark-Orange:*
 - Hex Code: #d7512e
 - RGB: R:215 G:81 B:46
 - CMYK: C:11 M:83 Y:94 K:1
- *Light-Orange:*
 - Hex Code: # f56d20
 - RGB: R:245 G:109 B:32
 - CMYK: C:0 M:71 Y:99 K:0
- Dark-Grey (Down):
 - Hex Code: #343434
 - RGB: R:52 G:52 B:52
 - CMYK: C:69 M:63 Y:62 K:57
- Grey (Top):
 - Hex Code: #444444
 - RGB: R:68 G:68 B:68
 - CMYK: C:67 M:60 Y:59 K:44

Accent Lines

- White:

- Hex Code: #ffffff
- RGB: R:255 G:255 B:255
- CMYK: C:0 M:0 Y:0 K:0
- **Green:**
 - Hex Code: #139b69
 - RGB: R:19 G:155 B:105
 - CMYK: C:82 M:15 Y:76 K:2
- **Shade:**
 - Hex Code: #444444
 - RGB: R:68 G: 68 B: 68
 - CMYK: C:67 M:60 Y:59 K:44

Backgrounds

- **Light-Shade:**
 - Hex Code: #ededed
 - RGB: R:237 G: 237 B: 237
 - CMYK: C:6 M:4 Y:4 K:0
- **Light-BG:**
 - Hex Code: #ffffff
 - RGB: R:255 G:255 B:255
 - CMYK: C:0 M:0 Y:0 K:0
- **Dark-BG:**
 - Hex Code: #444444
 - RGB: R:68 G: 68 B: 68
 - CMYK: C:67 M:60 Y:59 K:44

Logo and Brand

In Text

Font: Verdana Bold

Color:

- Hex Code (for Web): #007e54
- RGB: R:0 G:126 B:84
- CMYK: C:88 M:27 Y:82 K:13

Alternative Color (White):

- Hex Code (for Web): #ffffff
- RGB: R:255 G:255 B:255
- CMYK: C: M: Y: K:

Alternative Color (Grey):

- Hex Code: #343434
- RGB: R:52 G: 52 B: 52
- CMYK: C:69 M:63 Y:62 K:57