TalentClick
Predict Strengths AND Risks.

Brand Guidelines

TalentClick Logo

TalentClick
Predict Strengths AND Risks.

TalentClick
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Social Media Logo

TC TC

Standard without Tagline

TalentClick

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To be used on any candidate facing material

www.talentclick.com | info@talentclick.com | 1.877.723.3778

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Product Logos

Attitude-Values-Personality
Our core bundle generates multiple reports with tailored interview questions & performance management tips. Includes: WPP, WVA & SQ/DSQ

Workstyle & Performance Profile
Reveals workstyle, strengths & areas for improvement. Can be used for hiring & development, leadership identification, succession planning and more.

Work Values & Attitude
Measure an individual's values to assess whether they are a cultural fit for your organization. The WVA measures conformity, responsibility, positivity & more.

Safety Quotient™
Identify high risk personality traits that lead to human error & preventable workplace incidents. The SQ measures distractibility, rule-resistance & more

Driver Safety Quotient™
Gain insight into a driver's likelihood of crashes, near misses, traffic violations, and more. The DSQ helps ensure safer roadways for everyone.

Leadership Profile
Help hire, train & develop an organization's most valuable asset - its leaders. The LP measures workstyle, business reasoning ability & conflict management style.

Cognitive Quotient
Assess front-line workers to measure verbal, numerical & spatial reasoning. The CQ ensures workers have the cognitive capacity required for the role.

English Proficiency
Measure an individual's ability to review written English, use correct grammar, understand the meaning of words & type error free sentences.

Leadership 360°

Safety Culture Survey

Online Training

Sport Performance Profile

Logo spacing

Clear Space equals the width of Social Media Logo on all sides

TalentClick Font Hierarchy

- **Heading** - Verdana. Can bold words to make pop (see above). 33pt in slides, 14pt in documents

- **Subheading** - Open Sans Bold. 18pt in slides, 12 pt in documents

- **Normal Text** - Open Sans Regular. 15pt in slides. 11pt in documents

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TalentClick Colours & When to use

Heading Colour - Bluegrey

- Hex: #44546a
- CMYK: 78, 63, 40, 22
- RGB: R: 68 G: 84 B: 106

Subheading - TalentClick Green

- Hex: #007e54
- CMYK: 84, 15, 78, 2
- RGB: R: 0 G: 126 B: 84

Links/Highlight Orange

- Hex: #f56d20
- CMYK: 0, 71, 99, 0
- RGB: R: 245 G: 109 B: 32

Dark-Grey (Rarely used)

- Hex: #343434
- CMYK: 60, 63, 62, 57
- RGB: R: 52 G: 52 B: 52

Reverse Colours: White on all.

Highlight/Call Box: Light Grey

- Hex: #e3e3e3
- CMYK: 10, 7, 7, 0
- RGB: R: 227 G: 227 B: 227

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Product Colours

Hex Codes

LP - #a92065

EP - #d54224

CQ - #faa21f

DSQ - #a91f27

WPP - #327bbd

WVA - #e75c24