



SimplyJob

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Brand Identity Guidelines



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Brand Identity – The Way We See It

Our 'brand role' is a simple and powerful statement that guides everything we do. Including how we look, think and talk to the world.

Why?

The beauty of working together is that everybody has their own ideas and perspectives. However, if we want to build something amazing together we have to agree on a solid foundation.

How?

The purpose of brand identity is to give you a solid foundation for your work, but it won't solve every design question you'll encounter with. Stay creative and feel free to think out of the box when necessary.

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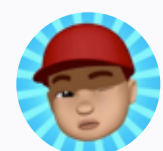
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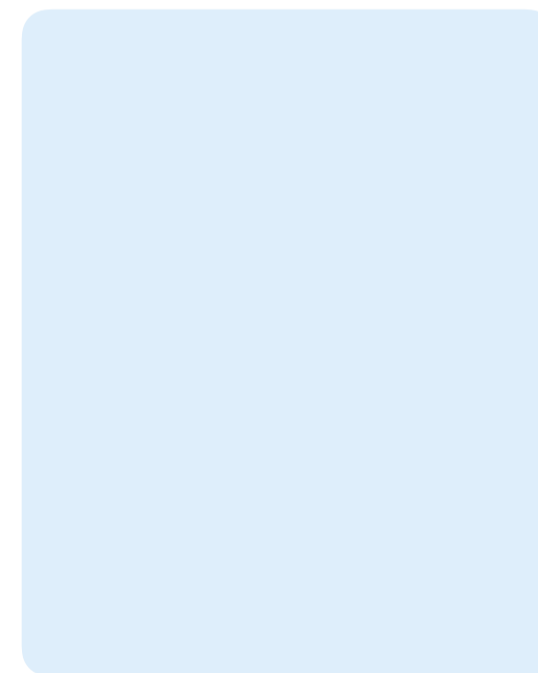
Solid Colors

We love colors. Mostly we use our two main colors, but we also have a wide variety of secondary colors as well.

Primary Colors



#FE423D
RGB (254, 66, 61)

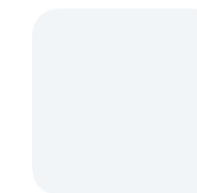


#DEEEFB
RGB (222, 238, 251)

Secondary Colors



#2CA85A
RGB (44, 168, 90)



#F2F5F8
RGB (242, 245, 248)



#878787
RGB (135, 135, 135)



#202631
RGB (32, 38, 49)



#FFB4B1
RGB (255, 180, 177)



#3B566E
RGB (59, 86, 110)

Print Color

CMYK (0, 100, 77, 0)



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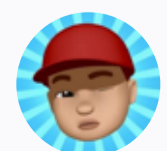
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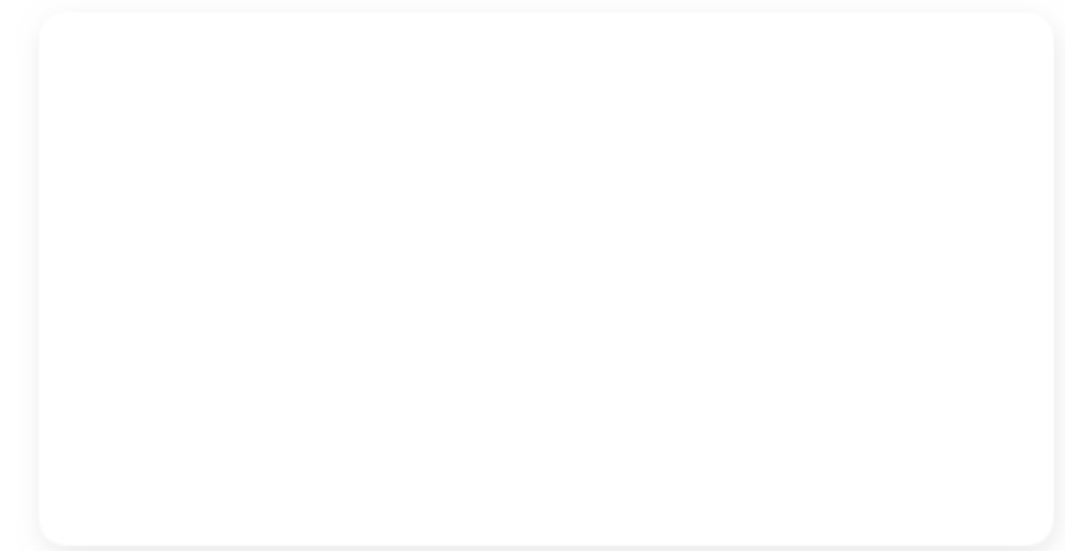
Gradients

Our passion for colors doesn't stop at solid colors. We also collected are our favorite gradients.



#C03E3A
RGB (254, 94, 90)

#FE5E5A
RGB (254, 94, 90)



Box shadow:
1px 3px 10px 0px rgba(0,0,0,0.10)

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TYPOGRAPHY

Typographic Style

We are extremely serious about pushing our typographic experience to the next level.

CIRCULAR STD BLACK ITALIC FOR HEADINGS

***AaBbCcDdEeFfGgHhIiJjKkLlMm
nNnOoPpQqRrSsTtUuVvWwXx
YyZz123456789!@#\$\$%***

When we digged through the online world for the perfect typeface for our headings we wanted a typeface, which emphasize credibility, confidence and trust reflecting our deep underlying values. After days of searching we found Circular the single most versatile font with all the features we dreamed about.

CIRCULAR BOOK FOR BODY TEXTS

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz123456789!@#\$\$%**

For our body text we wanted to choose a typeface which is impossible to stop reading it. This is the point where we can grab that attention we get from using Circular Book. Thanks to the slightly curved shape of Proxima Nova, it gives a friendly tone to our voice in the typographic world.

Download here: simplyjob.dk/font.zip

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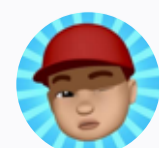
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Shapes & waves

We use shapes and waves to make our backgrounds visually more appealing and interesting.

Download here: simplyjob.dk/background.zip

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Logo & brand

We prepared everything for you, so you can create forms within seconds.

Download here: simplyjob.dk/logo.zip



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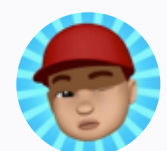
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Any questions?

Do you have any questions about our brand guidelines, feel free to reach out!

For more information about our brand feel free to contact **Mathias Mønsted**, CTO at SimplyJob.



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