



 **GoRecruit**
Brand Guidelines

www.gorecruit.io

Table of Contents

01 Logomark

02 Clearspace

03 Slogan

04 Logo Variation

05 Divisions

06 Primary Colours

07 Secondary Colours

08 Tints and Shades

09 Typefaces

11 Logo Rules

12 Business Card

13 Letterhead

14 Iconography

15 Illustrations

16 Photography

17 Social Media

Logomark

Our logomark is a combination of the letters “G” and “R” and is the face of GoRecruit - our primary visual identity.



Primary Logomark



Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. There needs to be a minimum of 20px border around the logo.



Slogan

The slogan is to be used in conjunction with the logo where appropriate and embodies GoRecruit's mission to simplify recruitment.

“RECRUITMENT, SIMPLIFIED”

Tagline

The tagline embodies GoRecruit's value proposition, which is that it provides a turnkey service for local and global recruitment and staffing solutions.

“With your success in mind”

Logo variation

The GoRecruit logo used on an application will often depend on the background and production method.

When using the logo on a white background, you can use the full colour or black and white version.



Full colour



Full colour with background



Black on White



One colour : Reverse

Divisions

GoRecruit is the chief brand and is represented by the colour green.

GoConstruction is our construction division and is represented by the colour yellow.

GoRemote is our remote staffing division and is represented by the colour blue.

GoInfinite is our subscription division and is represented by the colour Magenta.



Primary colours

Growth, harmony, innovation and renewal (Green).

Simplicity, cleanliness and clarity (white).

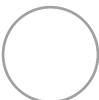
Power, elegance and sophistication (black).



CMYK	77	0	93	0
HEX	#1FD660			
RGB	45	179	89	



CMYK	75	68	67	90
HEX	#000000			
RGB	0	0	0	



CMYK	0	0	0	0
HEX	#FFFFFF			
RGB	255	255	255	

Secondary colours

Happiness, joy and optimism (yellow).

Trust, loyalty and professionalism (blue).

Creativity, originality and imagination (magenta).



CMYK	0 23 100 0
HEX	#FFC500
RGB	255 197 0



CMYK	81 62 0 0
HEX	#0D63FD
RGB	13 99 213



CMYK	27 82 0 0
HEX	#FF00FF
RGB	255 0 255

Tints & Shades

When necessary, use these tints and shades within branding and marketing materials to create a sense of depth and vigour.



HEX #98F4B0



HEX #FAA7FC



HEX #FCE5A4



HEX #97C1FF



HEX #3DE268



HEX #F742FC



HEX #FFD04D



HEX #4390FF



HEX #1FD660



HEX #FF00FF



HEX #FFC500



HEX #0D63FD



HEX #07AA31



HEX #E205E8



HEX #E5AB05



HEX #0559D3



HEX #068C29



HEX #BF02C4



HEX #D39C02



HEX #0447A8

Typefaces

Gilroy Extrabold & Proxima Nova Regular are the primary fonts used for the logotype/logo wording.

GoRecruit

Gilroy Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Proxima Nova bold/semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Display Headings

Gilroy Extrabold

Sub-headings

Proxima Nova semibold/bold

Body copy

Proxima Nova regular/light

Alternative font

Roboto Font Family

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Sizing

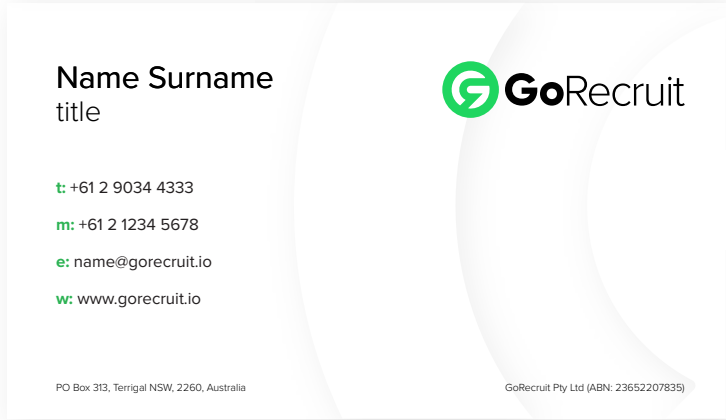
Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Colour

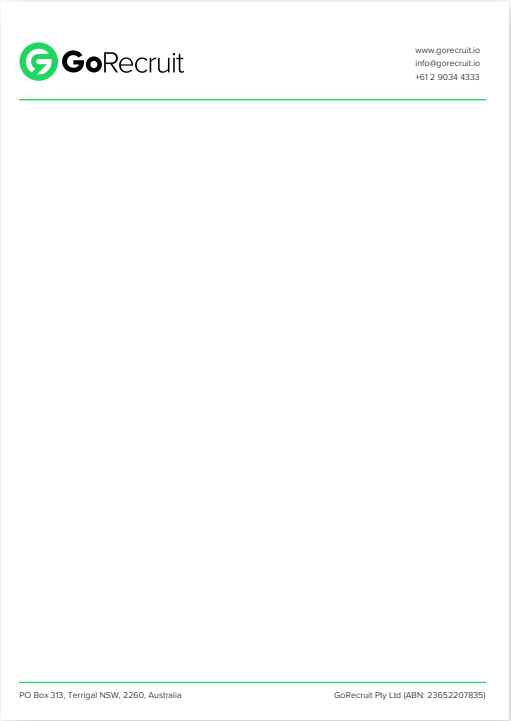
Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



Business card



Letterhead



Iconography - GoRecruit



Iconography - GoConstruction



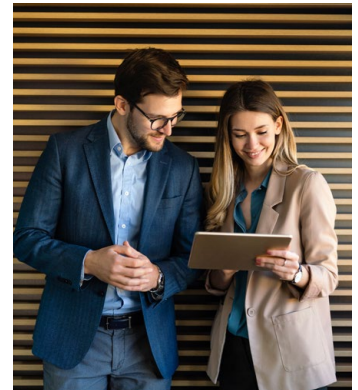
Iconography - GoRemote



Illustrations



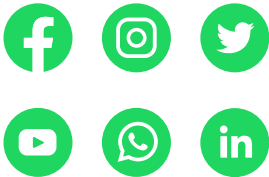
Photography



Social media



“GR” logomark without a drop shadow is to be used for all social media profile pictures and for the website favicon.



Facebook



Youtube



Linked In



t: +61 2 9034 4333

e: info@gorecruit.io

w: www.gorecruit.io

PO Box 313, Terrigal NSW, 2260, Australia

GoRecruit Pty Ltd (ABN: 23652207835)