

TALEO

# Brand Guidelines

Version 1.01



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# Introduction

The Taleo Brand Guidelines, also commonly referred to as “brand standards”, “manual” or “brand book” are essentially a set of rules that explain how our visual brand works so all parties can use the brand consistently. These guidelines explain how to use the branding with confidence and clarity and are to be followed as a best practice to keep the companies visuals consistent and professional.

The visual brand is an important asset of the company, providing a mark, guarantee of quality and a consistent look across all company applications. These guidelines demonstrate the flexibility within the brand identity and should be used to inspire and motivate creative expression.

The unique identity, color palette, and geometric typographic style create a distinct framework which helps to differentiate from competitors, engage users, and sustain a professional appearance to retain credibility. While implementing any company visuals such as elements in advertisements, brochures, newsletters, packaging, and online communications be sure to reference back to whichever sections are relative to ensure communications are implemented appropriately.

## Design note

These guidelines were last updated Oct 2021.  
Version number 1.01.

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# Examples

## Breakdown

A showcase of the brand identity in real-world applications as an example of how the brand should be applied.



01



# TALEO

**taleo.com**

Lorem ipsum dolor sit am  
consectetur adipiscing  
sed diam nonummy nibb

TALEO

# Building relationships

[taleo.com](https://taleo.com)

Lorem ipsum dolor sit amet  
consectetur adipiscing dolor  
sed diam nonummy nibh

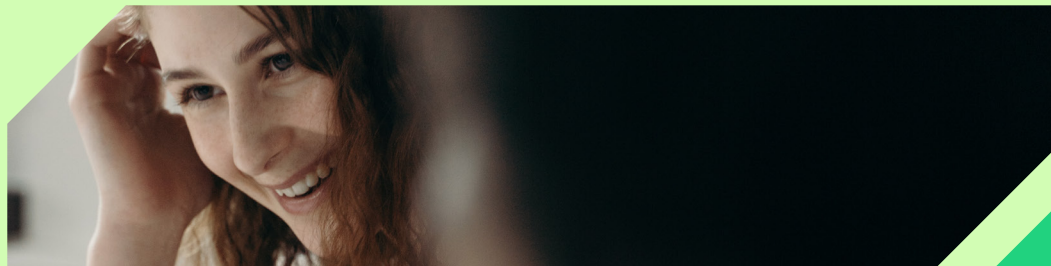
TALEO



# Bolores lora amet

Lorem ipsum dolor sit amet  
consectetuer adipiscing dolores  
sed diam nonummy nibh

[taleo.com](https://taleo.com)









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# Logo Identity

## Breakdown

A display of the companies logos, wordmarks, and symbols for usage across all brand applications.

02

## Logo

The Taleo wordmark is a custom typeface that was designed to make a lasting impression while keeping legibility and simplicity in mind. The wordmark pairs an uppercase sans serif type to separate the words while keeping kerning loose and bold letters which creates a forward thinking look and feel.

The logo consists of a stylized icon followed by the word "TALEO". The icon is a dark blue, geometric shape resembling a stylized 'A' or a mountain peak, composed of three main rectangular blocks. The word "TALEO" is in a bold, uppercase, sans-serif typeface, with wide letter spacing (kerning) and a dark blue color.

TALEO

TALEO

TALEO

TALEO



## Identity Symbol

The Taleo symbol is designed to be simple, bold, and full of meaning. It contains symbolism by using the “T” and “A”, this hints at the company name in reference to Taleo. The symbol also contains a inukshuk and is simple enough to advocate for scalability at any size.





# Logo Usage

## Breakdown

Practical ways on how to, and how not to use the companies wordmark and symbol to help maintain a strong brand image.

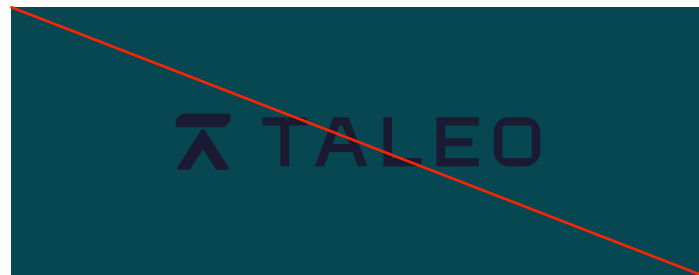
03

## Logo Misuse

Before implementing the logo please check these simple misuse guides to ensure the wordmark and symbol are clearly visible with a contrasting background and are not violating any of the following rules.



Do not crop the wordmark or symbol



Only use logo on contrast background



Only use the brand colors for logo



Do not recreate using another typeface



Do not add drop shadows or other effects



Do not warp any part of the logo

# Exclusion area

An exclusion zone has been designed using the X height of the wordmark and the negative space in the symbol to create clear spacing around the logo. It is important that other elements do not enter the exclusion zone when the logo or symbol is applied.

Please note. The exclusion zone can be broken in certain situations. However, it is outlined as a design best practice.

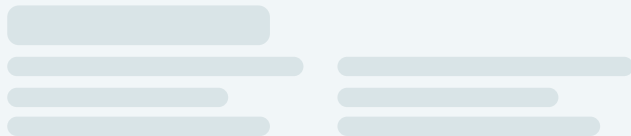
## Symbol



## Wordmark

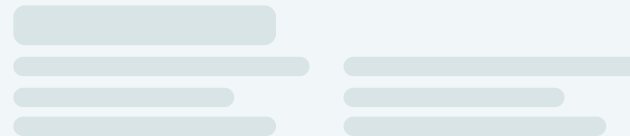


TALEO



✓ Correct logo alignment

TALEO



✗ Incorrect logo alignment



✓ Correct logo placement on image



✗ Incorrect logo placement on image

## Logo Placement

The logo allows for unique branding opportunities, however, it is important to use it carefully to ensure it enhances brand recognition and does not cause confusion.

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✓ Correct logo placement with menu items

TALEO



✗ Incorrect logo placement with menu items

# Reduction chart

The logo collapses when the desired application becomes smaller. This is done to ensure the logo is visible on all sizes when scaling is necessary. The logo reduction rules can be broken depending on the application, however, it is a best practice to follow to ensure the logo is visible on small applications.

## Large Applications

3 inches or 150px +



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## Medium Applications

3 inches or 150px +



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## Small Applications

3 inches or 150px +



# Typography

## Breakdown

A showcase of the brand identity in real-world applications as an example of how the brand should be applied.

04



# TEG Grotesk

## Primary Typeface

TEG™ Grotesk is our primary typeface – it is a modern sans serif that bridges the gap between stylistic geo sans and grotesque type design. It has a strong mono-linear design, a combination of sharp, and rounded curves which gives TEG™ Grotesk a futuristic and classic grotesque feel. It features a tall x-height to aid in readability of mixed-case and lower-case text.

Built by Hanken Design Co. Type Foundry.

## Regular

TEG™ Grotesk Regular weight is used for body text and alternate large headline copy.

Standard

*Italic*

## SemiBold

TEG™ Grotesk SemiBold weight is used for large headline copy and call to action's in title case.

Standard

*Italic*

## Medium

TEG™ Grotesk Medium weight is used for usage in bold body text and most large headlines.

Standard

*Italic*

## Bold

TEG™ Grotesk Bold weight is used for rarely but sometimes used in large headline copy and call to actions in uppercase.

Standard

*Italic*

**Typography plays a pivotal role in the Taleo brand. Using the proper font, font weights, kerning, tracking, casing and leading allows us to create easily identifiable messaging that is free from distraction and best represents the companies visual identity.**

Kerning, leading, and tracking play a crucial role in achieving the letterform that adds to the overall brand visuals. As a general rule, headlines featured in TEG Grotesk Bold should have tracking set at -25, while body copy featured in TEG Grotesk Regular or Bold should be set at 0. Uppercase call to actions are given generous tracking set at 75. Anytime body text is created it is to be given 1.4-1.8 letter spacing. Body copy should never be smaller than 9 point with rare exceptions, while legal copy should be 7 point and featured in a regular or light font weight.

## Find the font

Aa



**[taleo.com/brand](https://taleo.com/brand)**

The font family can be found in the branding assets folder provided or via your online brand guidelines.

# Type Styling

These are basic type stylings that are used within the brand, more are used and can be made from each style.

## Headline

**Size:** Large

**Font weight:** Medium

**Tracking:** -0.01em

**Leading:** 1.1em

**Casing:** TitleCase

Lorem Ipsum Diam  
Sit Amet Adipiscing  
Dolores Elit Sed.

## Subhead

**Size:** Medium

**Font weight:** Semibold

**Tracking:** -0.02em

**Leading:** 1.2em

**Casing:** Sentence case

Lorem ipsum dolor amet  
adipiscing elit diam dolores  
nonummy sed dui autem  
vela dolores.

## Body copy

**Size:** Small

**Font weight:** Bold, Regular

**Tracking:** 0.0em

**Leading:** 1.2em

**Casing:** Sentence case

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

## Using Type

When creating brand materials we alter our display headers to design impactful content.

There are three elements we can alter to create eye-catching typographic layouts:

1. Scale
2. Highlight text
3. Alignment
4. Position

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Play with scale

Lorem ipsum  
dolor sit amet  
consectetuer

01

TALEO

Lorem ipsum dolor sit amet  
consectetuer adipiscing dolor  
sed diam nonummy nibh

Play with  
Alignment

Lorem dolor dia

Play with

Lorem highlighting  
important text within a  
paragraph dolor sit amet  
consectetuer adipiscing  
dolor sed diam.

TALEO

Play  
With  
Position



# Color

## Breakdown

Color plays a large role in the overall brand, each color holds an array of meanings that manifest in the natural world. Our color system is primary centered around navy, white, and teal. Other colors should be used in associations with our primary colors to enhance design elements.

## Dark Navy

HEX: #1A1A33

CMYK: [C 10% M 10% Y 0% K 80%]

RGB: [R 26 G 26 B 51]

The brand dark can be used at varied opacity to achieve the desired look, borders, body text and legal text are just some examples of where opacity would be reduced.

## Mint Green

HEX: #21D27F

CMYK: [C 69% M 0% Y 33% K 18%]

RGB: [R 33 G 210 B 127]

## Primary Color

Dark navy, off white and mint green are our primary colors, and should be used whenever possible. Use the primary colors most readable with your layout and with the correct opacity.

## Off White

HEX: #F1F6F8

CMYK: [C 3% M 1% Y 0% K 3%]

RGB: [R 241 G 246 B 248]

# Light Blue

HEX: #2CC7E2

CMYK: [C 71% M 11% Y 0% K 11%]

RGB: [R 44 G 199 B 226]

# Deep Teal

HEX: #064751

CMYK: [C 29% M 4% Y 0% K 68%]

RGB: [R 6 G 71 B 81]

## Secondary Color

We have three secondary colors, each in association with a product. When using secondary colors, select one to use alongside the product.

# Yellow

HEX: #CADB26

CMYK: [C 7% M 0% Y 71% K 14%]

RGB: [R 202 G 219 B 38]

# Light Grey

HEX: #E6EAED

CMYK: [C 3% M 1% Y 0% K 7%]

RGB: [R 230 G 234 B 237]

# Orange

HEX: #E28837

CMYK: [C 0% M 35% Y 67% K 11%]

RGB: [R 226 G 136 B 55]

# Light Pink

HEX: #EDD0CE

CMYK: [C 0% M 11% Y 12% K 7%]

RGB: [R 237 G 208 B 206]

## Tertiary Color

When creating assets that require a larger color palette, like complicated graphics or data visualizations, use our extended tertiary color palette.



# UI Kit

## Breakdown

The brands user interface kit is a group of components that are designed for strictly digital usage. A user interface is the point of interaction between the user and a digital in relation to websites and apps, UI design considers the look, feel, and interactivity of the product.

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**VISA**



## User Interface Iconography

The brand allows for the usage of icons and symbols to clarify messages when necessary.

While choosing icons it is important to ensure they're solid and absent of any stroke. We shy away from sharp edges or heavy weights to keep the brand iconography consistent

Brand icons can be found open source via [www.remixicon.com](http://www.remixicon.com)






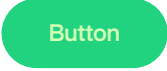














**in**



# User Interface Buttons

Featuring rounded elements the user interface buttons are designed to offer a consistent look and feel across digital platforms.

<b>Primary</b>  Size: Large Font weight: SemiBold Tracking: 0.1em Leading: 1.0em Casing: Title case	Active		Active	
	Hover		Hover	
	Disabled		Disabled	
<b>Secondary</b>  Size: Medium Font weight: Medium Tracking: 0.1em Leading: 1.0em Casing: Title case	Active		Active	
	Hover		Hover	
	Disabled		Disabled	
<b>Tertiary</b>  Size: Small Font weight: Bold Tracking: 0.1em Leading: 1.0em Casing: Title case	Active		Active	
	Hover		Hover	
	Disabled		Disabled	

# User Interface Fields

Our fields, borders, checkboxes and radios are designed to offer a consistent look and feel across digital platforms.

## Form Fields

Size: Large  
Font weight: Medium  
Tracking: 0.0em  
Leading: 1.0em  
Casing: TitleCase

Field title

Non-Selected Btn

Selected Btn

Non-Selected Btn

Selected Btn

Your email address

Your email address

incorrectinput@field.com

Please enter a correct email address

Your email address

input@field.com

input@field.com

## Checkboxes/Radios

Size: Medium  
Font weight: Medium  
Tracking: 0.0em  
Leading: 1.2em  
Casing: UpperCase

☒ Checkbox

☐ Checkbox

☒ Radio

☐ Radio

☒ Switch

☐ Switch

Radio

Radio

Radio

## Borders

Size: Small  
Font weight: Regular  
Tracking: 0.01em  
Leading: 1.5em  
Casing: Sentence case

Primary border

Secondary border

Tertiary border

# 12 Column Grid Layout

Our grid system is built on a 12 column measurement we can use to align and size objects for both web and print usage.

# Imagery

## Breakdown

Imagery plays a key role in the overall brand and should be a critical area to get right. When using imagery it is important to ensure it is consistently color corrected and has a natural feel to enhance the brands visual appearance.





## Brand Imagery

When using imagery it is important to keep in mind brand consistency.

We like to keep information in the darks, not blow out lights, and keep saturation low to make for a more natural feel.

Our images are always candid and can be found on sites like [pexels.com](https://www.pexels.com), [unsplash.com](https://www.unsplash.com), and [shutterstock.com](https://www.shutterstock.com) for the most authentic and natural imagery.



# Visual Library

## Breakdown

The visual library contains graphics that are used through the brand in junction with copy and design elements to create interest, catch the eye and visually communicate a message.



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## Brand Patterns

When creating branding assets we use the symbol as a branding element for flare surrounding content.



