

version 1.0

BRAND AND DESIGN GUIDE



The Graduateland Brand Guide goes into depth on many subjects. It may be more information than you need. Here are the most important things to know when you write on behalf of **Careerland**.



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CONTENT

WRITING PRINCIPLES



Good content is clear.

Know the topic you're writing about.
Use simple words and sentences.

Relevant.

Before you start typing you should
know:

- 1 What purpose does this piece
of content serve?
- 2 Who is going to read it?
- 3 What do they need to know?

Friendly.

We write like humans. Don't be
afraid to break a few rules once in
a while if it makes your writing more
relatable, warm, and human—that's
with everything from emails to
system notifications.

Appropriate.

Adapt your writing to the situation.
Just like in a face-to-face conversations
make sure to read between the lines
and change your tone depending on
who you're writing to and the topic
of the conversation.

VOICE AND TONE

Our voice is human, familiar, friendly and straightforward.

Our voice doesn't change much in the day-to-day, but our tone changes all the time depending on the situation and emotional state of the person we're addressing.

We're usually informal and we have a sense of humour, but we prefer clarity over entertainment.

Our priority is to educate our users about our products without patronising and confusing them. With a conversational style, we also try to empower, inspire and bring joy to their job search and career advancement.

When in doubt, let these five adjectives guide your tone of voice:

empowering
relatable
helpful
optimistic
straightforward

These five adjectives should always cover the main tone of voice of our company.

GRAMMAR AND MECHANICS

Write for people, not machines.

We do not game Google's algorithm with keyword stuffing. We do care about SEO but our philosophy is this: if we write for humans, the search engines will follow.

Use the active voice.

In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it. Rewrite passive sentences.

Talk to ONE person, not the masses.

Use words like 'you' and 'yours' and I/we/us like you would in a normal face-to-face conversation.

Be conversational.

With every piece of content think: would I talk like this at home?

Ask questions.

It makes you feel more important, right? You feel more like we're having an actual conversation, don't you? Basically, questions make for a more engaging piece of content and will breathe life into our brand identity.

Avoid clichés like the... chickenpox.

Get rid of buzzwords and common phrases that turn people off. However, altering clichés to fit the situation by replacing a few words or turning it on its head can be a refreshing, powerful change: that's always allowed.

~~Refrain from~~ Don't use fancy words.

Again, speak like a person (not a robot) and make sure you always choose short, clear, and direct words.

Slice up chunky paragraphs.

They are hard to read. Instead, write itsy-bitsy paragraphs of 1-2-3 sentences each. And stagger the length of the sentences to keep it interesting. Bullet points and subheaders make articles look sexy. Always go for sexy.

Write British English.

With Careerland, when we're not using Danish, we use British English, not American. Swap your "or" for "our", your "er" for "re" and "ze" for "se". As in "flavour", "centre", and "analyse", mkay?

DESIGN

LOGO

Logo

CAREERLAND

Our logo is the key building block of our identity and the primary visual element that identifies us.

The logo is a combination of the the glyph (icon) and our company name – they have a fixed relationship that should never be changed.



CAREERLAND



Logo

CONSTRUCTION

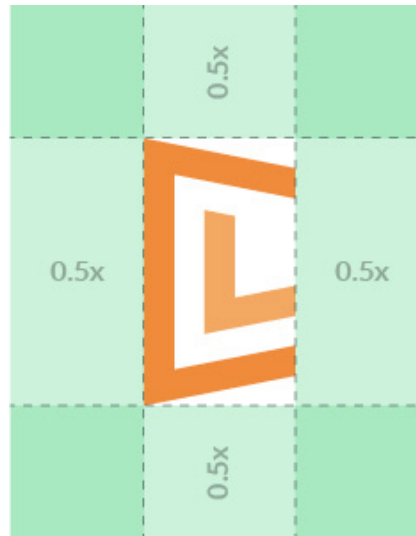
There should be enough breathing room around the logo so it isn't overcrowded.

0.5x is the height of the glyph and should be applied as the padding on all four sides of the logo.

For example:

Glyph height = 150px

Padding = 75px



Logo

VARIANTS AND APPLICATION

These approved logo variations can be used in a variety of mediums.

Always make sure that the glyph has enough contrast and the wordmark is readable.



Logo

VARIANTS AND APPLICATION



CAREERLAND



Logo

VARIANTS AND APPLICATION



Logo

VARIANTS AND APPLICATION

PUNCH
TODAY
IN THE
FACE.



CAREERLAND



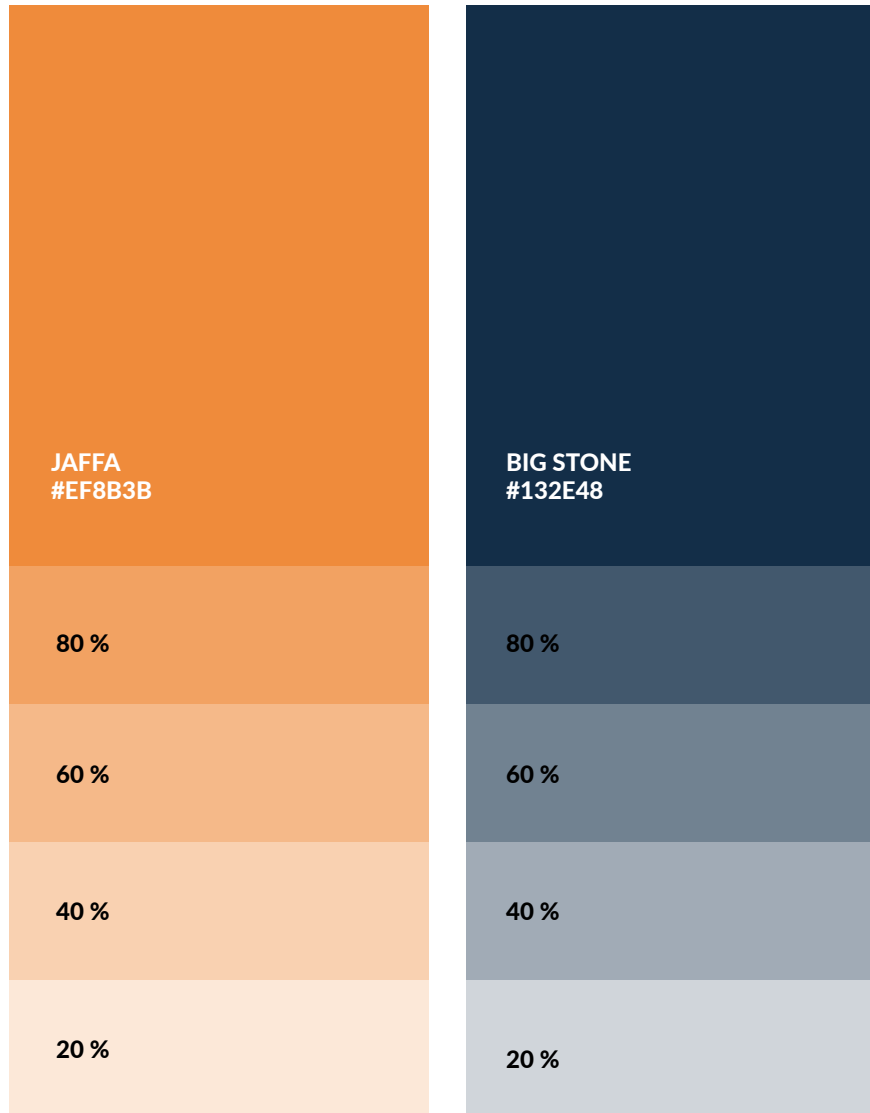
COLOURS

Colours

PRIMARY COLOURS

These two colors represent our visual brand as recognizable identifiers of our company.

Use these colors for all internal and external visual presentations.



Colours

SECONDARY COLOURS

Our secondary colors should
compliment our primary colors and
brand as a whole.

These colors should be used sparingly
and only to accent and support our
primary colors.

SANDY BROWN
#F3A862

80 %

60 %

40 %

20 %

RED DAMASK
#D66D4A

80 %

60 %

40 %

20 %

WILD SAND
#F2F2F2

80 %

60 %

40 %

20 %

TYPOGRAPHY

Utilising Google Fonts allows us to keep a consistent voice through type across print, web & other digital.

Font can be downloaded here:
fonts.google.com/specimen/Lato

Lato

Letters

A Å Æ B C D E F G H I J K L M N O Ø P Q R S T U V W X Y Z
a å æ b c d e f g h i j k l m n o ø p q r s t u v w x y z

Numbers

1 2 3 4 5 6 7 8 9 0

Special Characters

‘ ’ “ ” (%) [#] { @ } / & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , . *

Styles

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
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Typography plays an important role in communicating our overall tone and quality.

Careful use of our type reinforces our personality and ensures clarity and harmony in all our communications.

Keep the proportions close to this example, but feel free to adjust according to your needs.

Heavy, size 32

Headline Colour

Regular, size 18

Subheadline

Heavy, size 11

Et accullu ptatio consere stibusam, nemporp, ut oditias dunt, sit ressi dolorem facea cus modi aut dunt laborpos voluptius et aliquunt accat fugita inihitiam fugiasperae percia con rempore des quatus ipsae plignam fugit, omnis alitiur as sunt qui **offictemos reptatem**.

Italic, size 11

Atem qui optaerspere lictis as sinimo molupta tiaerfe runtis simi, erit optatium, consequ iderum re ommolore prenem quatiore et ut et quides restium sit opta ab inctia con rem et imolorestor alitass *itature ictissunt maionsendio* veratur?

Regular, size 11

Re officiisit iditi id es nus quatur si adiassimus et prest facerianto experum nos dolut velit aut qui nonsequi resequam qui doluptas acia consequas eosandest optiunt, ut ad mincimus, sitas iusam.

IMAGERY

Imagery

PHOTOGRAPHY



Our images represent our brand personality.

We are trying to be authentic and relatable **when showing people**, so we portray our users in their natural environment and avoid a staged and unrealistic stock image feel.



Imagery

DUOTONES

Sometimes we want to use images in a more decorative way, but still within the context of our idea.

For this specific situation, we can use Duotones to brand the stock images we find in our company colours. We can use this to bring in some variety, but still keep it consistent.

There are two variants to choose from, Duotone Grey and Duotone Orange.



Imagery

PATTERN OVERLAYS

It is also possible to use some shapes of our logos overlays to add some more interest and make the images we use our own.



ILLUSTRATIONS



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RESOURCES

Canva

Create posts for social media, flyers, brochures, posters, banners.

canva.com

User sk@graduateland.com
PW graduateland2019

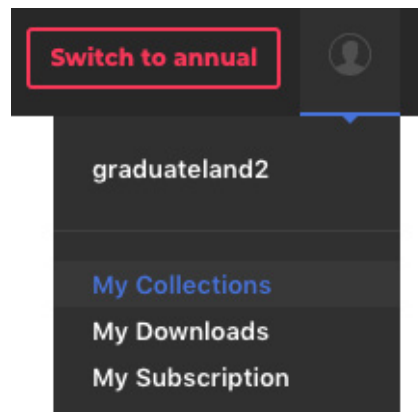
Envato Elements

Find stock images, icons, illustrations, templates, graphics, mockups, video, audio.

elements.envato.com

User graduateland2
PW KYYhfT4WG3Ea2HD

Find the icon sets and other curated material in **My Collections** under our profile in the top right corner.



Duotones

Find images in our company duotones or upload and alter an existing image.

Duotone Grey
duotone.shapefactory.co/?f=f2f2f2&t=132e48

Duotone Orange
duotone.shapefactory.co/?f=ef8b3b&t=132e48

Unsplash

Find stock images for your content.

unsplash.com

Brand Guide

You can find the brand guide and additional assets (i.e. logos) in the public Google Drive folder.

<https://drive.google.com/open?id=1mmz6TSu98Pnf5zb-BdFpk-6a8dV4T35>

