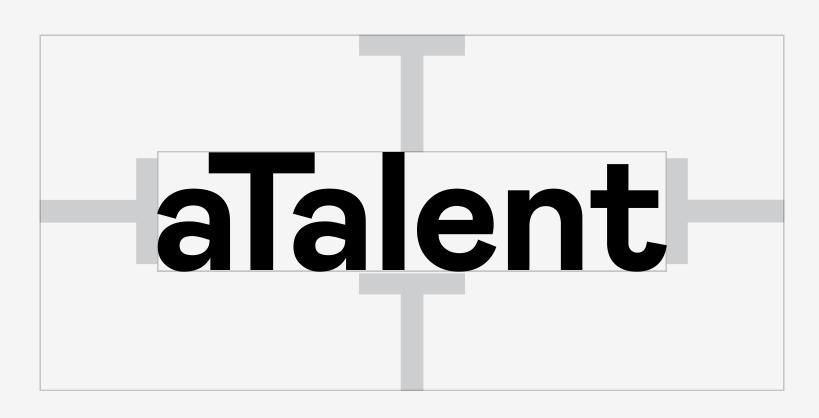
aTalent

Brand Guidelines

Logo
Typography
Colors
Brand images
Personnel images

alalent



Logo & safe area

The logo can appear as black or white.

Always use it on a dark or light background and make sure the logo is clearly visible.

Logo's safe area is the height of the logo. Don't place other visual elements, text or disturbing photography inside this area.

Typography (primary)

Mabry Bold
Headings

Connecting bright talents with the right companies

Mabry bold
Sub-headings

We help people and businesses thrive by connecting skilled professionals with the right companies

Mabry Regular
Body texts

Our customers are at the very core of our business. We strive for complete customer satisfaction in every situation, which is why we offer a four-month guarantee.

Mabry Regular Italic
Highlight

Our customers are at the very core of our business. We strive for complete customer satisfaction in every situation, which is why we offer a four-month guarantee.

Typography (Google font alternative)

Manrope Bold Headings

Connecting bright talents with the right companies

Manrope bold
Sub-headings

We help people and businesses thrive by connecting skilled professionals with the right companies

Manrope Regular

Body texts

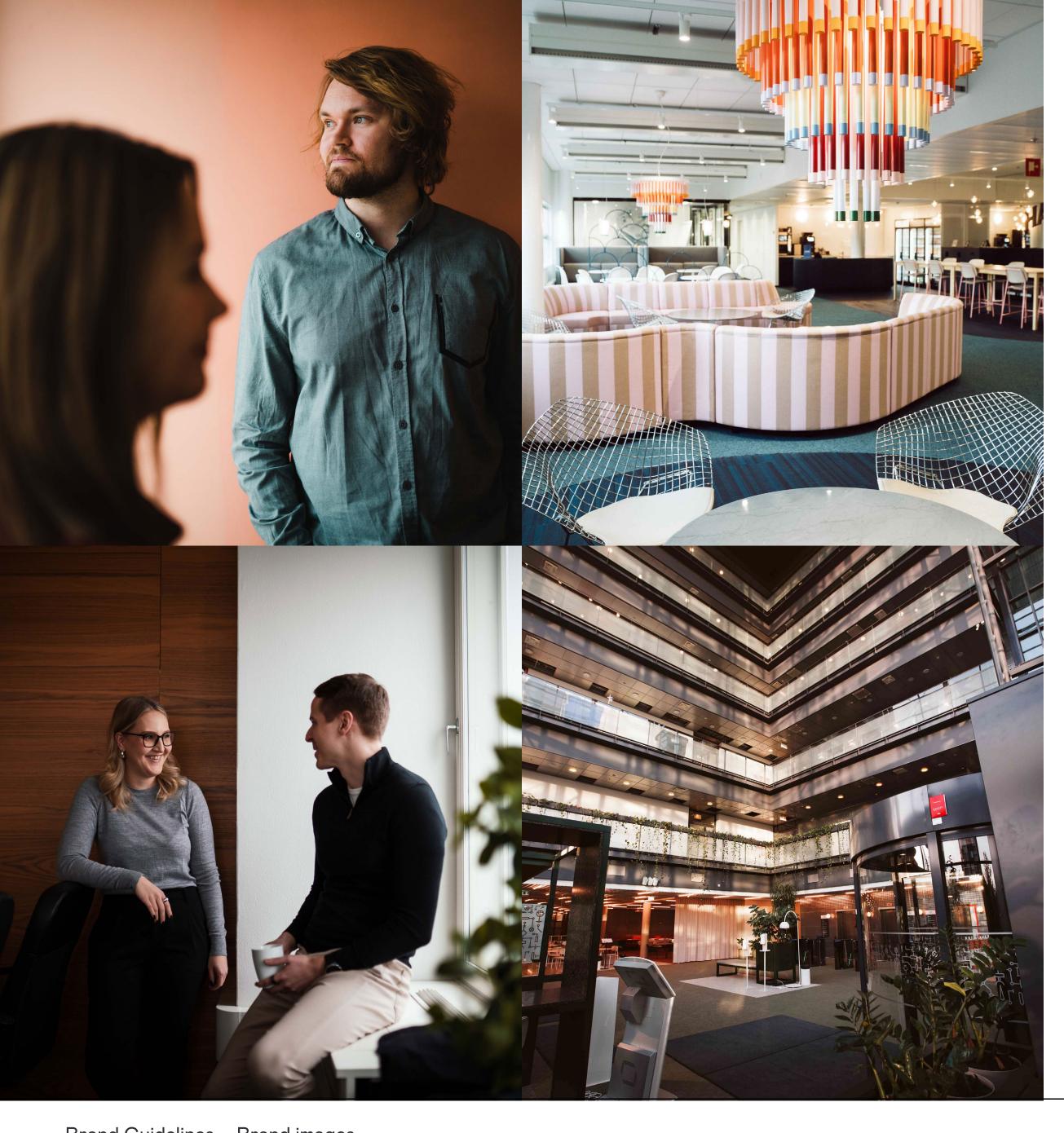
Our customers are at the very core of our business. We strive for complete customer satisfaction in every situation, which is why we offer a four-month guarantee.

Manrope Regular Italic

Highlight

Our customers are at the very core of our business. We strive for complete customer satisfaction in every situation, which is why we offer a four-month guarantee.

Dark Green Black Dark Blue #203C68 Hex #40594A Hex #313237 49, 50, 55 64, 89, 74 RGB 32, 60, 104 RGB RGB Beige Medium Green Medium Blue Hex #AEDBF2 Hex #DFF3B5 Hex #EBD5AB RGB 174, 219, 242 223, 243, 181 RGB 235, 213, 171 Light Green Light Beige Light Blue #E6FCE6 #D9F2FB #FFF5DA Hex Hex Hex RGB RGB 230, 252, 230 RGB 255, 245, 218 217, 242, 251



Brand images

aTalent's brand images consists of two parts that represent different sides of aTalent:

People: Relaxed and natural pictures of a Talent's customers (job seekers and employers) and a Talent's own staff.

Work enviroments: Workplaces, working situations, buildings, offices etc. From the premises of the partners and from different fields.



Brand Guidelines – Brand images





Personnel images

Portraits of our people in a relaxed but professional studio setting.

- · Background must be plain and simple
- Brand colors can be used as props

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