

aTalent

Brand Guidelines

11.1.2022

Logo
Typography
Colors
Brand images
Personnel images

aTalent

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.



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.

Manrope Bold
Headings

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Highlight

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



Brand images

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

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

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







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

aTalent