

# hyperjob



Brandbook



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# logo



## 01 - icon

Used in narrow spaces,  
as favicon, app icon,  
graphic element etc.

**hyperjob**

## 02 - wordmark

Used in all sorts of materials  
where full company name is  
preferable.

# logo



## 03 - full logo mark

Always on the left side of the image.

## 03 structure:



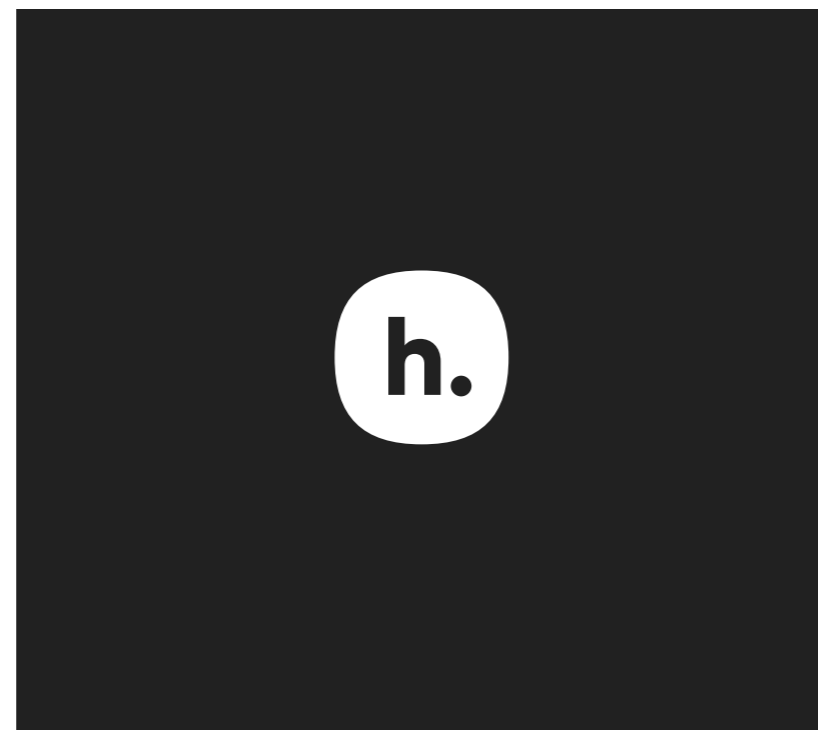
# logo colors

On hyperjob green  
and other light shades  
use **black** logo.

On darker shades use  
the **white** logo.

When it is somewhat  
gray in the middle  
trust your intuition or if  
you don't ask a  
designer.


**! Logo should be the  
same color as text in  
the visual.**

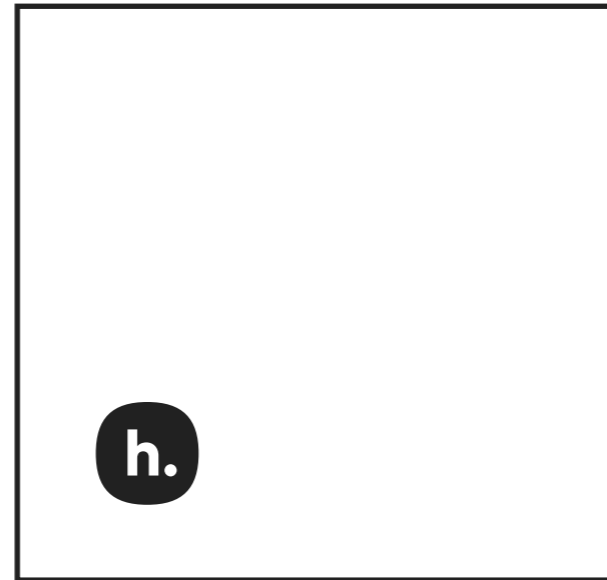


# logo DO's & DON'Ts

Icon + word mark can be used in the same visual.

If full logo mark is used in the visual then do not use the icon and/or word mark in the same visual.

icon = DO :) 



wordmark = DO :) **hyperjob**



full logo (always aligned on the left of the image) = DO :) 



wordmark + icon = DO :) **hyperjob** 



full logo mark + icon/wordmark = DON'T :(  



# primary colors

**#C2E823**

CMYK 29/0/98/0  
RGB 194/232/35

- backgrounds
- graphic elements, illustrations, icons
- texts on dark background

**#B8D81D**

CMYK 33/0/100/0  
RGB 184/216/29

for better readability on  
white background use  
this shade of green

**#212121**

CMYK 52/66/65/73  
RGB 33/33/33

- backgrounds
- illustrations

**#F3F3F3**

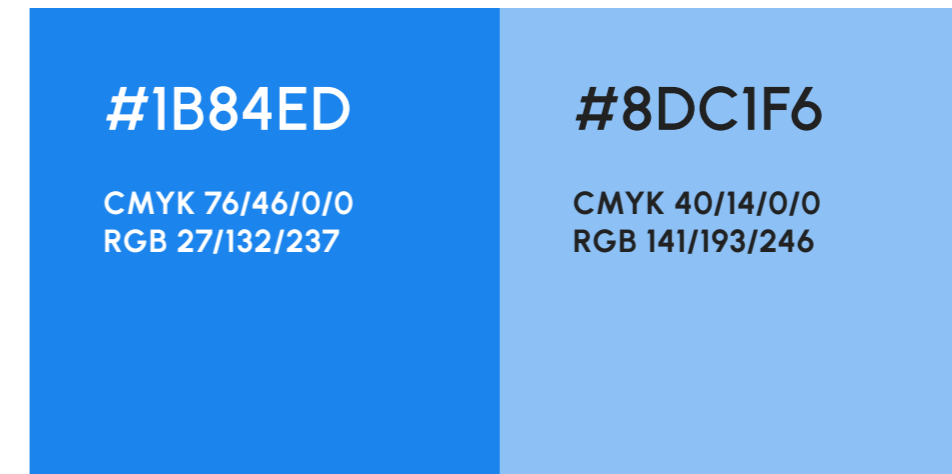
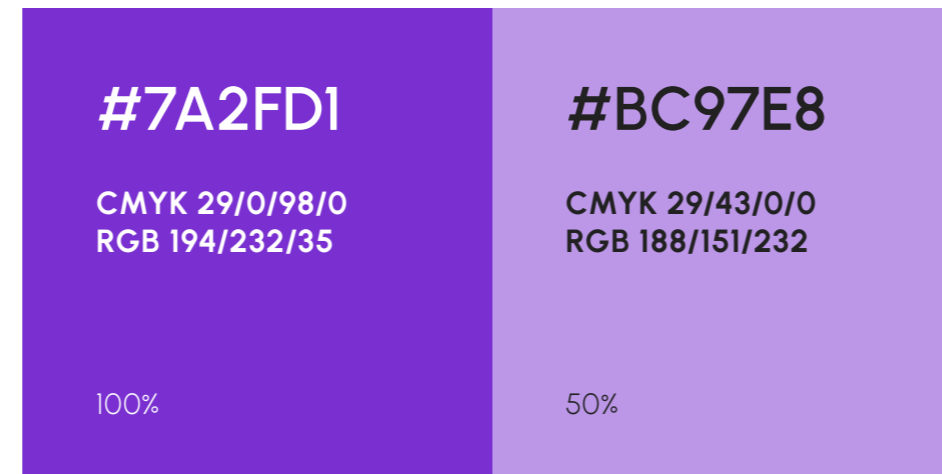
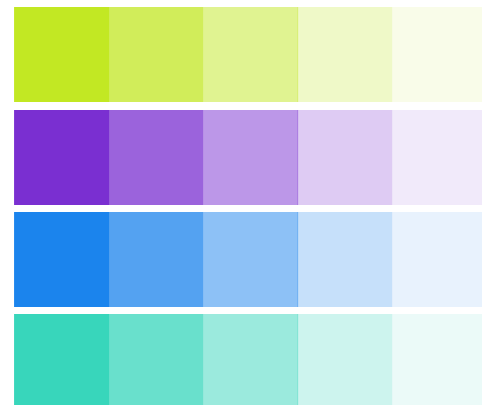
CMYK 3/2/2/0  
RGB 243/243/243

- backgrounds

# complementary colors

Use in graphs, charts where more than one color is needed to display the information visually.

To create more tones use same color with different transparency, 100%, 75%, 50%, 25%, 10%.





# extra colors

#F70D55

CMYK 0/99/54/0  
RGB 143/13/85

- where red is needed

- :( Your offer doesn't stand out
- :( Long texts are difficult to process
- :( Typical job offers show limited info

#8FB222

CMYK 50/13/100/0  
RGB 143/178/34

- foto accent (appearance: color)



# web fonts

headlines

## Work Sans ExtraBold

AABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

paragraph  
1

## Urbanist Bold

AABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!?:/"\_()&\*-@\$%><^+{}[]

paragraph  
2

## Urbanist Light

AABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!?:/"\_()&\*-@\$%><^+{}[]

# social media font

## Manrope ExtraBold

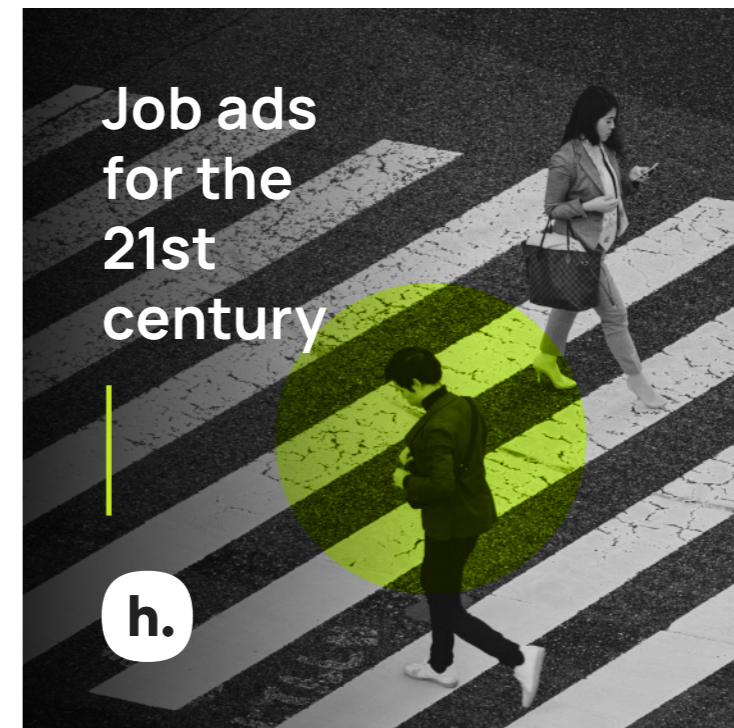
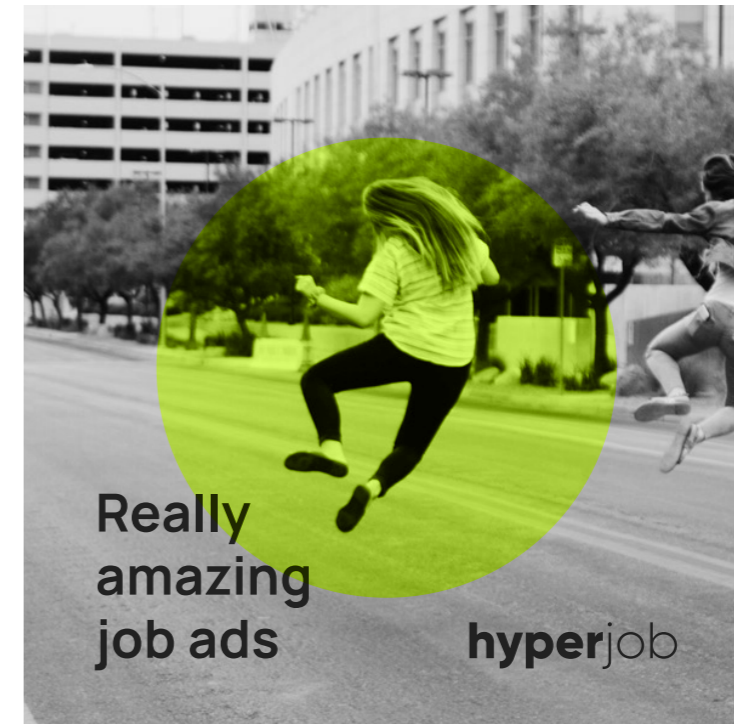
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!?:./”\_()&\*-@\$%><^+{}[]

! Logo should be the same color as text in the visual.



# graphic elements

Green graphic line elements are used over monochrome photos or on white backgrounds to add some playfulness and character.

Elements do not cross each other. Color is always #C2E823

Line elements and patterns are created from the logo shape and word hyperjob.

These on the right are the main elements. More can be created based on these examples.



# illustrations

Here are examples of illustrations.

Elements can cross each other. Color is usually green #C2E823 or black #212121

Elements in the same visual should have the same stroke weight.

Stroke cap: butt cap  
Stroke corner : bevel join



# photo style

Use monochrome images.

Add a green accent to make it hyper.



# photo adjustment

Adjust the contrast & brightness of monochrome photos to match the example on the right.

:( this photo is too dark



:) this is just right

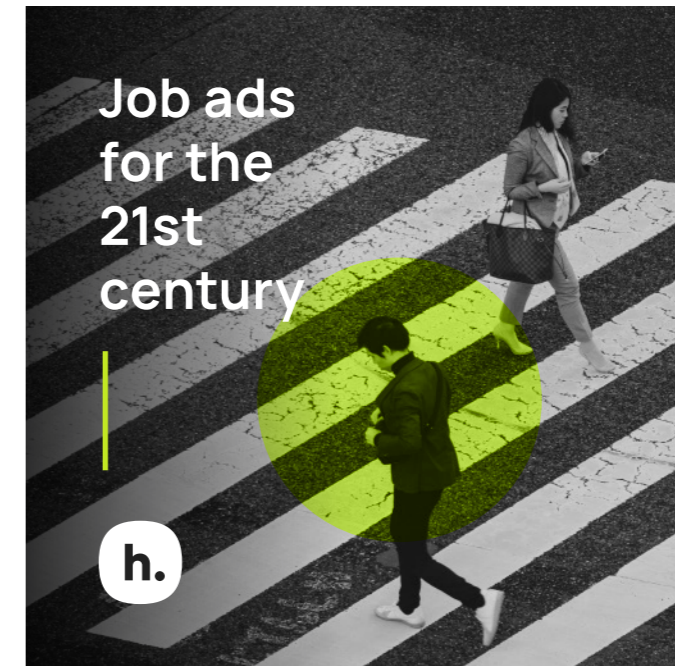
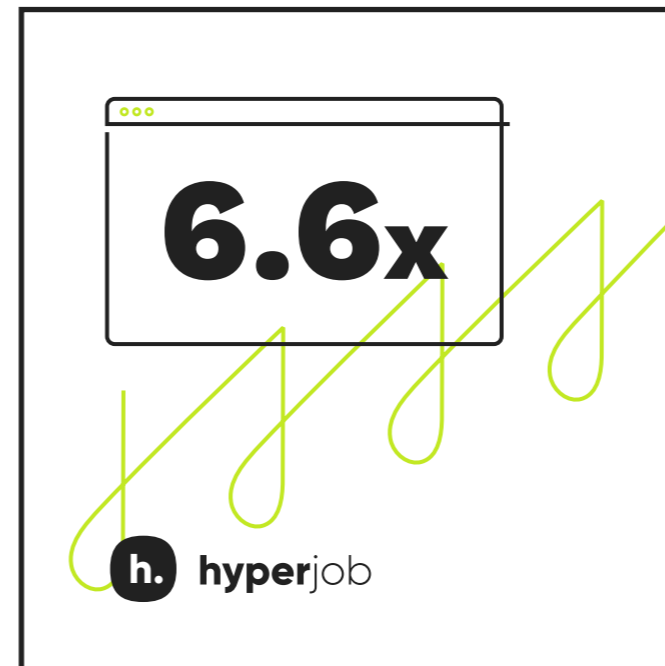
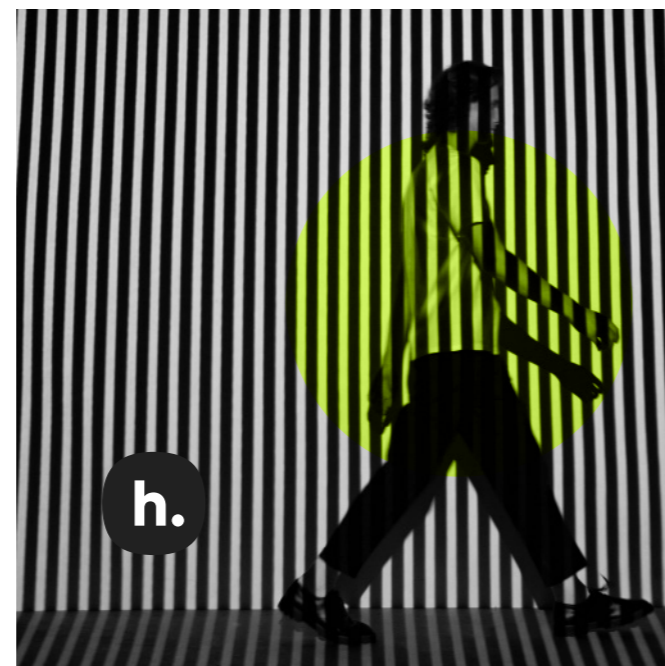
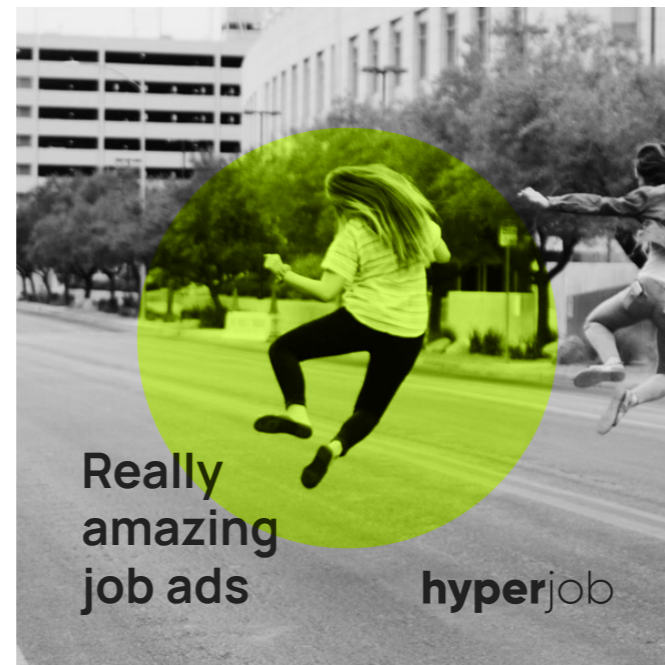
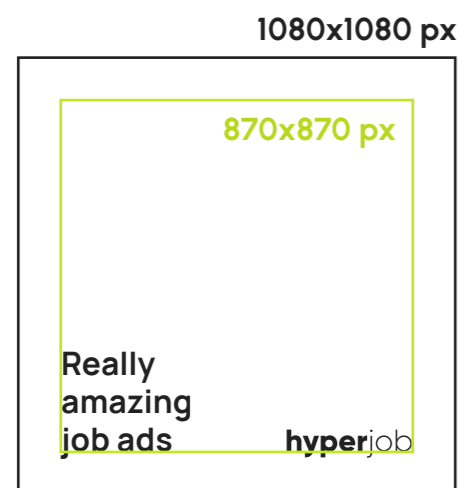


# social media

Here are examples of social media visuals.

Each should contain at least one green accent element.

If image size is 1080px, then content box is minimum 870px.





# hyperjob



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