



CONTENTS

01

BRAND
PROPOSITION

04

TONE OF VOICE

07

COMPOSITION

02

LOGO

05

VISUAL
LANGUAGE

08

KEY TAKEAWAYS

03

COLOUR

06

TYPOGRAPHY

01.

BRAND PROPOSITION

Our proposition should run through the heart of all our thinking. It embodies the attitude and spirit that's shared among our entire community. And together, we use it as a guiding light for every decision we make.

Enabling better
and faster
talent decisions
about
professionals.

01.

BRAND PROPOSITION BREAKDOWN

Our proposition is flexible. We have three different lengths for different contexts. Use the longer form wherever possible but use the shorter and succinct options if necessary.

Enabling better and faster talent decisions about professionals.

Enabling better and faster talent decisions.

Enabling talent decisions.

02.

LOGO FULL LOGO

Our logo is at the centre of our brand. It should always be treated with respect and used in the correct way. The main use of our logo is the horizontal lockup, we should use this version primarily.



02.

LOGO SYMBOL

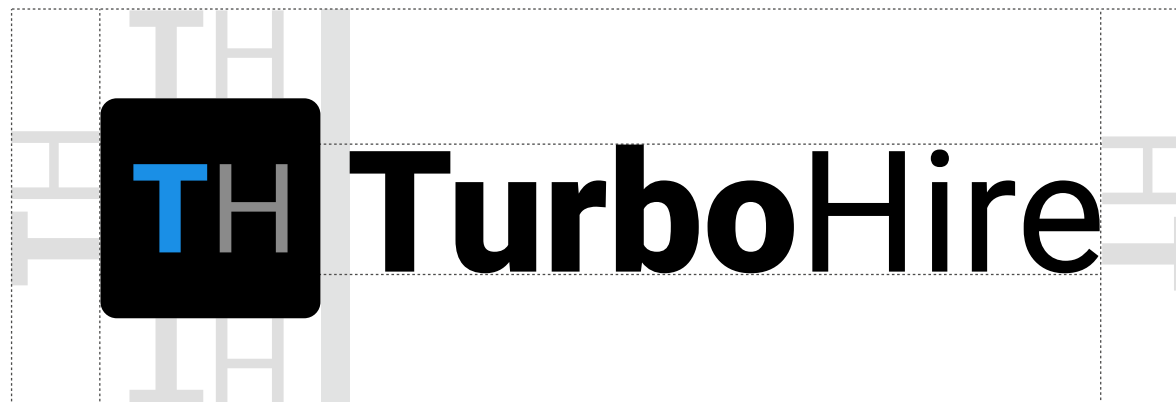
Our logo symbol consists of the initials of the brand name in two colours. The main highlight is primarily on the letter 'T' because it focusses on the type of hiring the brand offers, Turbo; meaning fast.



02.

LOGO FULL LOGO CLEAR SPACE

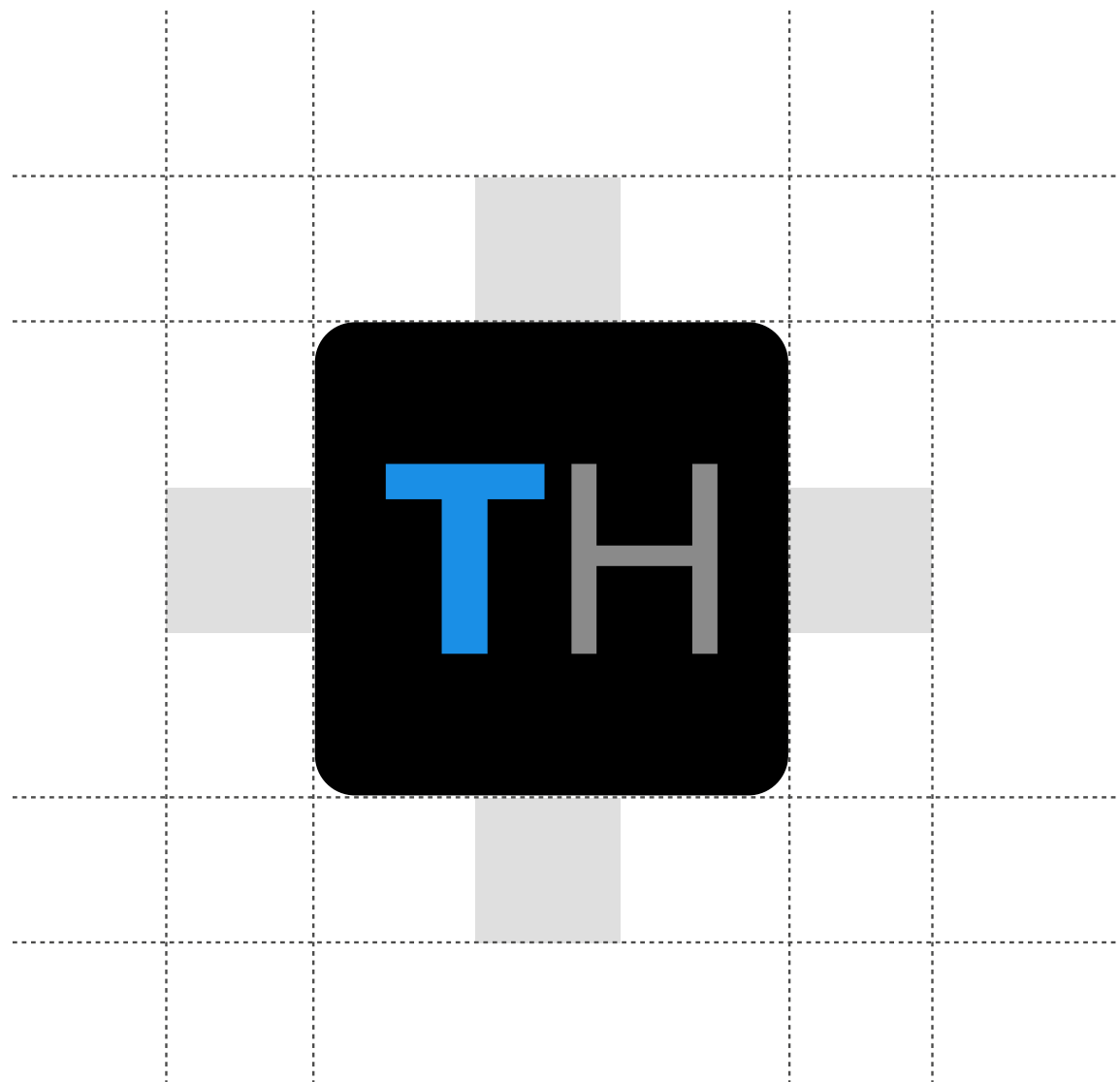
No graphic elements should encroach the border around the logo. This space is determined by the height of the TurboHire symbol. The clear space allows for a slight overhang of our symbol. This ensures balance within our layouts.



02.

LOGO SYMBOL CLEAR SPACE

No graphic elements should encroach the border around the symbol. This space is determined by the square taken from our symbol.



02.

LOGO MINIMUM SIZES

To ensure our logo is clear and legible, it must not be displayed below a minimum height of 5mm or 40px. Our logo must never dominate the space it appears in. To ensure it is never overwhelming, allow for plenty of white



Digital - 40px

Print - 5mm



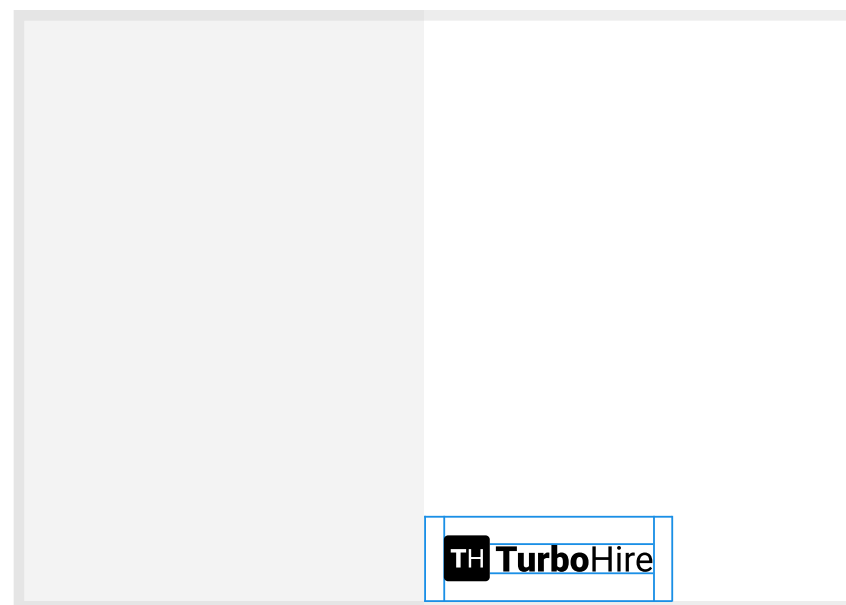
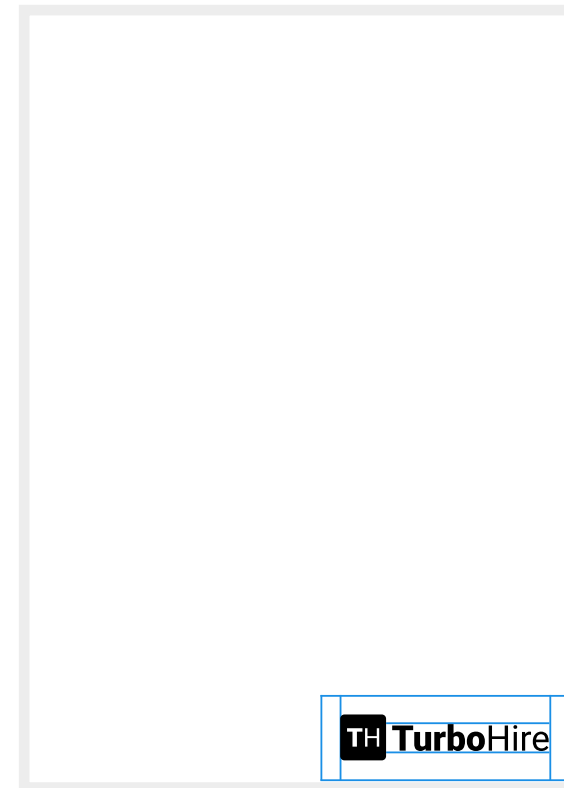
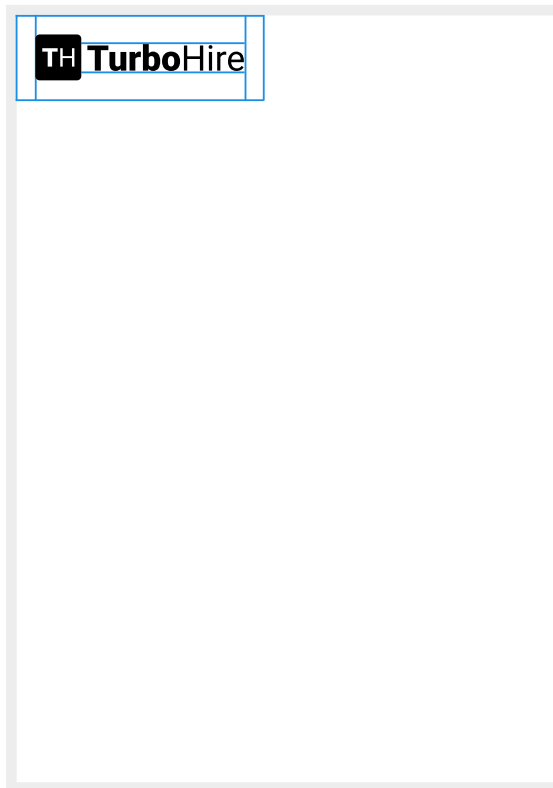
Digital - 40px

Print - 5mm

02.

LOGO PLACEMENT FULL LOGO

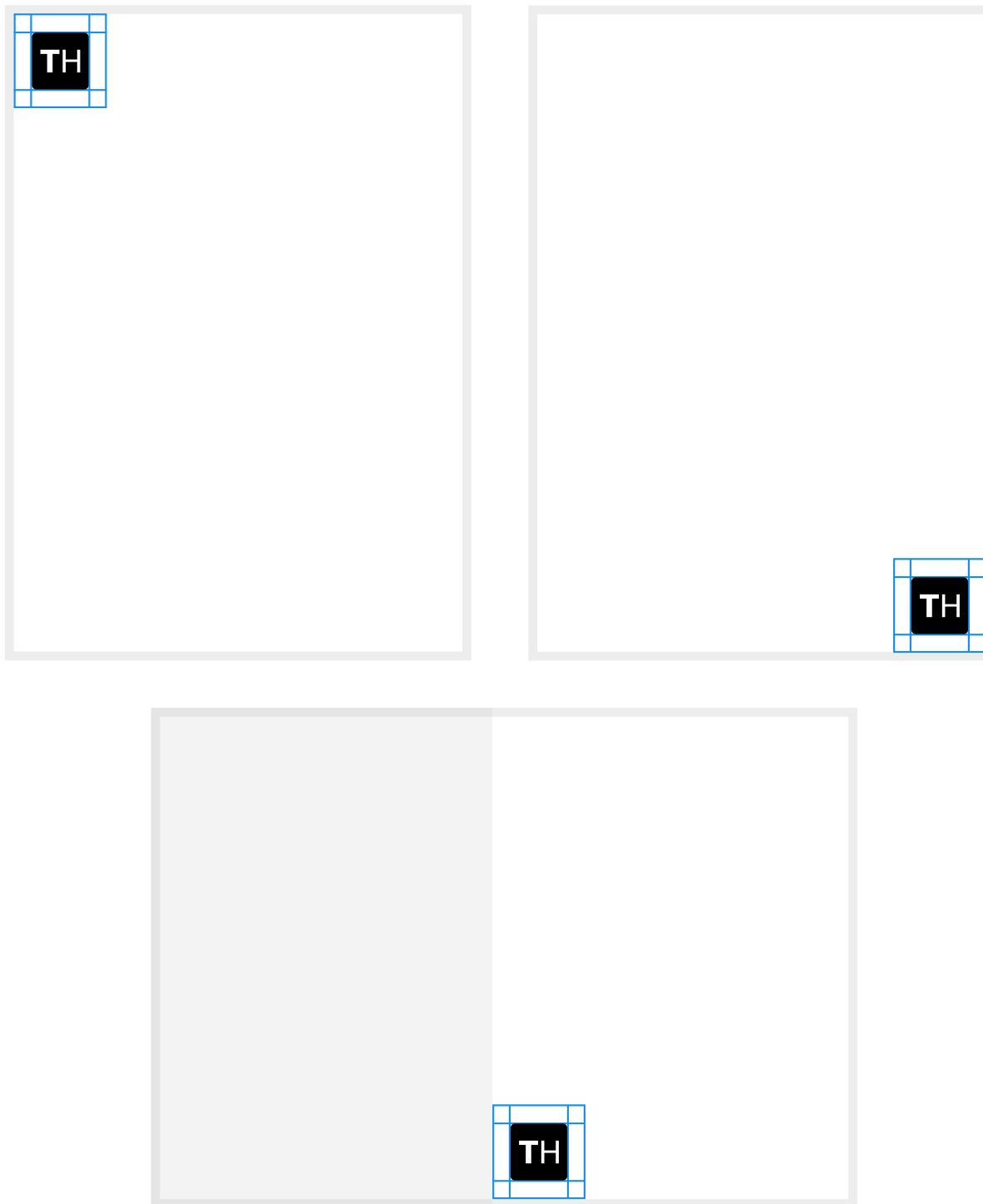
We want each layout we produce to look the best it can without any restrictions. The logo clear space dictates the minimum distance the logo should be situated from the edge of any communication. Our logo can be placed in three positions namely; top left, bottom right and bottom center.



02.

LOGO PLACEMENT SYMBOL

In this instance, the symbol's clear space dictates the minimum distance the symbol should be situated from the edge of any communication.

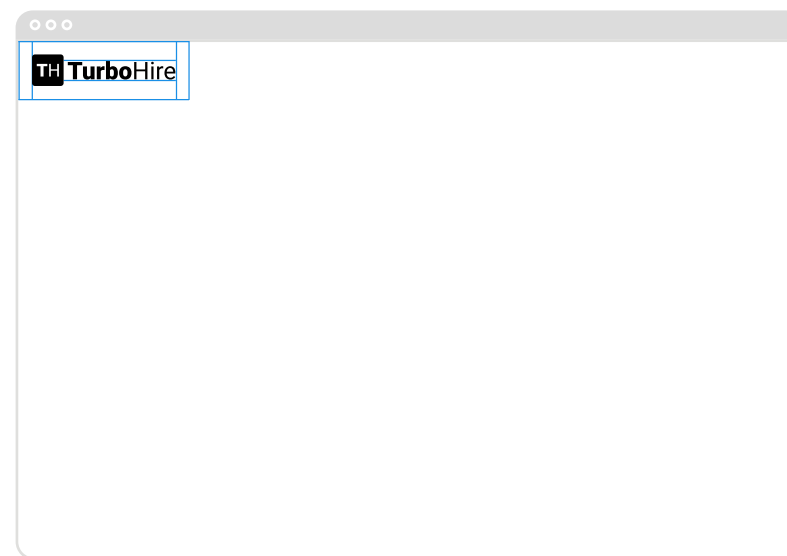
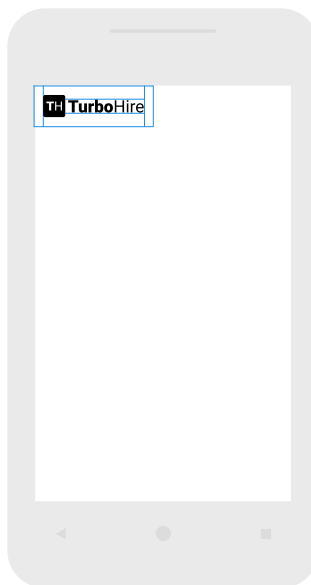
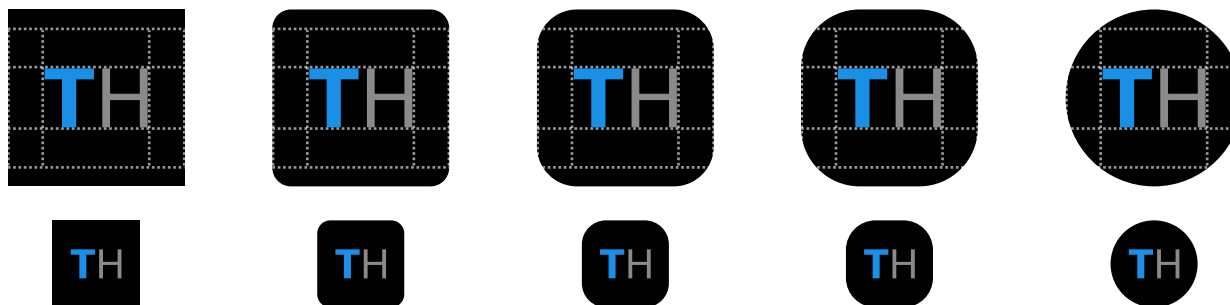


02.

LOGO PLACEMENT DIGITAL

For our app favicon we use our symbol alone against black. For other digital applications we use our full logo positioned using our clear space rules.

SOCIAL ICONS



02.

LOGO ON COLOUR

TurboHire logo should be white on darker backgrounds and black on lighter backgrounds.



03.

COLOUR LEAD COLOUR

TurboHire Blue is our lead colour. It is subtle, stable and intelligent, just like our brand value. In order to stand out we always keep it at the heart of our communications.

BLUE



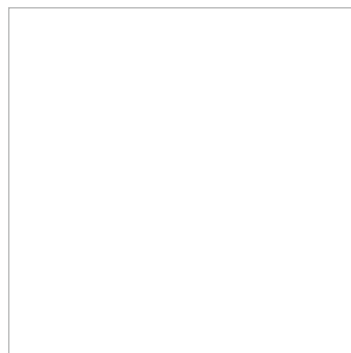
RGB – 26 143 230
CMYK – 74 37 0 0
HEX – 1a8fe6

03.

COLOUR PRIMARY COLOURS

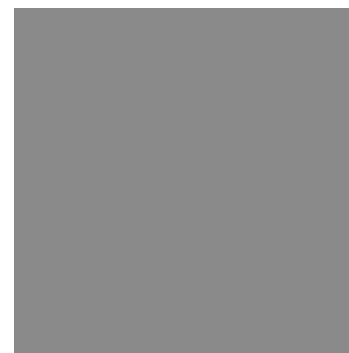
Our primary brand colors are white, grey and black. They are used to provide accessibility, simplicity, and consistency throughout all brand communications.

WHITE



RGB — 255 255 255
CMYK — 0 0 0 0
HEX — FFFFFFFF

GREY



RGB — 138 138 138
CMYK — 48 40 40 4
HEX — 8a8a8a

BLACK

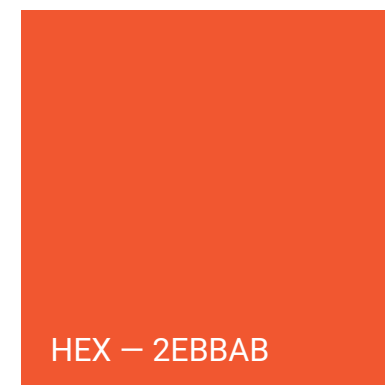
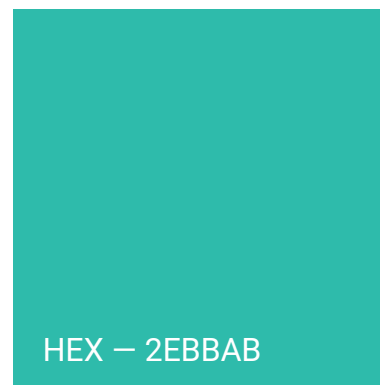
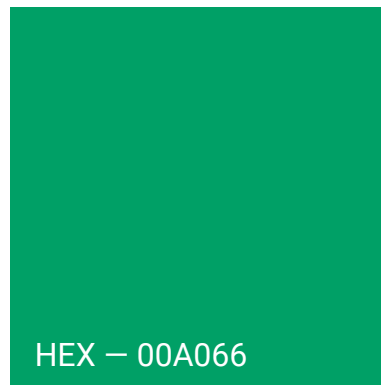


RGB — 0 0 0
CMYK — 75 68 67 90
HEX — 000000

03.

COLOUR SECONDARY COLOURS

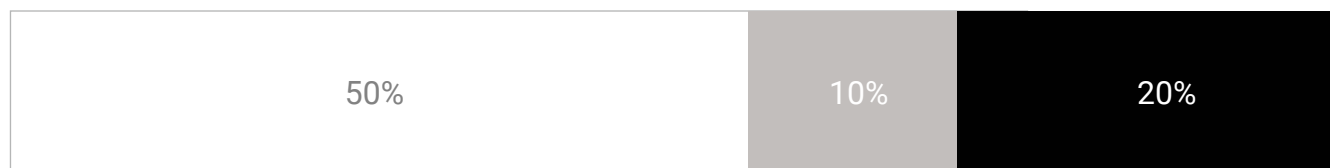
The secondary colors are only used reasonably for illustrations and within product. They should be used sparingly throughout illustration and product in order to maintain meaning and potency.



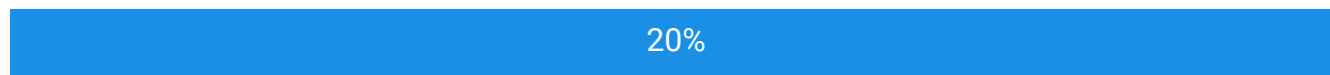
COLOUR USAGE PROPORTION

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for all people. White plays a very important role in all brand communications and should provide balance with black. Lead colour Blue is only used to highlight key features of the brand or the product. The secondary colors are only used reasonably for illustrations and within product.

PRIMARY COLOURS



LEAD COLOUR



OR

SECONDARY COLOURS 20%



03.

COLOUR SPECIALTY COLOURS

The specialty colors are designated only for illustrations that require tone-on-tone pairings and product designs that require variations of tone and opacity.

HEX CODES

| | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|
| 121212 | 2b2b2b | 454545 | 5f6161 | 8a8a8a | c5c5c5 | e8e8e8 | faf9f8 |
| 003824 | 006b44 | 00a066 | 33b385 | 66c6a3 | 99d9c2 | ccece0 | ebf7f3 |
| 15544d | 21877c | 2ebbab | 58c9bc | 82d6cd | abe4dd | d5f1ee | eef9f8 |
| 94710b | c7980f | fcc013 | fdcd42 | fdd971 | fee6a1 | fef2d0 | fffaec |
| 523512 | 85561e | ba792a | c89455 | d6af7f | e3c9aa | f1e4d4 | f9f4ee |
| 8a321b | bd4426 | f15730 | f47959 | f79a83 | f9bcac | fcddd6 | fef1ef |

COLOUR COLOUR PALETTES

Our colour palette comes to life when used in combination. We can use our colours on their own, in pairs, in combinations of three or four. When dealing with larger amounts of information, two colours may work better.

PRIMARY COMBINATION



2 COLOUR



3 COLOUR



03.

COLOUR COLOUR PALETTES

To allow our colour palette to always feel bold and fresh, we need to know how and when to combine colours. When we combine 4 colours together we can use a base of one colour alongside three other shades. These combinations will be useful when there are several elements to colour such as in data visualisation.

SECONDARY COLOUR BASED



BLACK BASED



BLUE BASED



04.

TONE OF VOICE CORE

Our tone of voice provides a set of core elements to define quality writing across all touchpoints, as well as supporting elements to convey the best of our brand personality to the world.

It is designed to serve as an umbrella that informs and unites style guides for departments. Voice and tone express a brand's essence, signaling who we are and what we stand for.

CRISP

Laying out the important aspects with clarity in a concise manner

TRANSPARENT

Clearly articulating the reasons for various actions and their outcomes.

HUMANE

Delivering information to a human by avoiding jargons and keeping simple story technique that captures imagination.

04.

TONE OF VOICE SUPPORTING

The supporting tone of voice serves as a foundation to successfully implement the core values.

Primary voice characteristic

ENCOURAGING

We encourage our users to use as many TH products as possible

- Are any negatives (no, not, etc.) necessary, or is there a way to rephrase them with positive language?
- Does the brand focus on providing solutions over marketing their own image?
- Does it motivate the user to try something better/new?

Secondary voice characteristic

TRUSTWORTHY

User's data and security is our responsibility.

- Does the copy suggest a method to the user to instill trust in the brand?
- Has an example been set in any case? If Yes, then how (talk about an achievement)
- Has the brand been consistent in fulfilling the promises made?

Tertiary voice characteristic

CONSIDERATE

We are leaders in our field and enthusiastic to share our innovations.

- Are the problems/needs of the user being talked about? (Eg. We know that hiring the best is not easy)
- Does it sound like a warm, caring person wrote it?
- Does it make the user feel relieved? (Eg. We are here for you)

04.

TONE OF VOICE QUICK TIPS

Following are some of the quick tips to keep in mind while creating content.

Use specific adjectives

Is it recruiting or efficient recruiting or fast recruiting

Choose clear words

Avoid the jargons which are internal to product e.g. Instead of Enquiry call it Enquiry Forms.

Repetition is sometimes effective.

Use repetition sparingly and intentionally.

Turn passive voice to active voice

Instead of "TurboHire has enabled hiring of best candidates " use "TurboHire enables the hiring of best candidates"

Read everything aloud

Best way to catch typos and grammatical errors.

Kill your darlings

Dont keep things because you like them, keep them because they work.

THAT tends to get overused

Do you need that every time you use it? Go a step further: check who (people) versus that (not people) and that (restrictive) versus which (non-restrictive).

Stay calm sometimes

Dont always oversell the product/brand with adjectives like best, fast etc.

05.

VISUAL LANGUAGE ICONS

We are utilizing Icons from Google's Material UI kit because they are simple, open-source, and complements the theme.

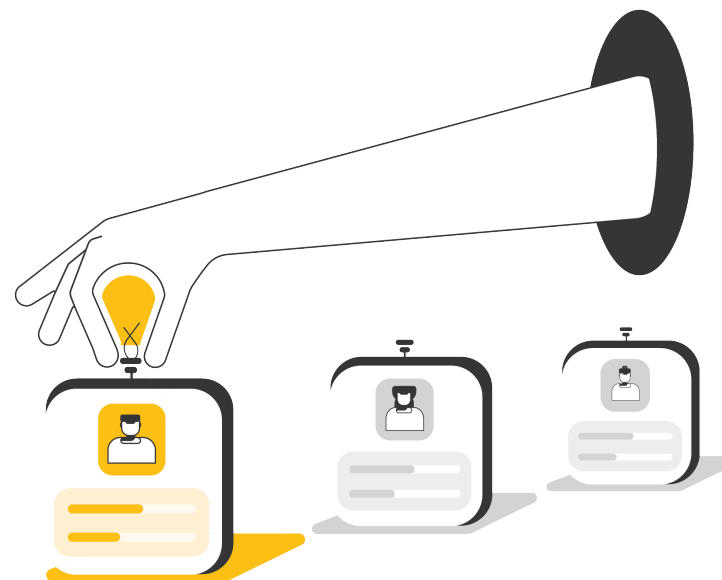


05.

VISUAL LANGUAGE ILLUSTRATIONS OVERVIEW

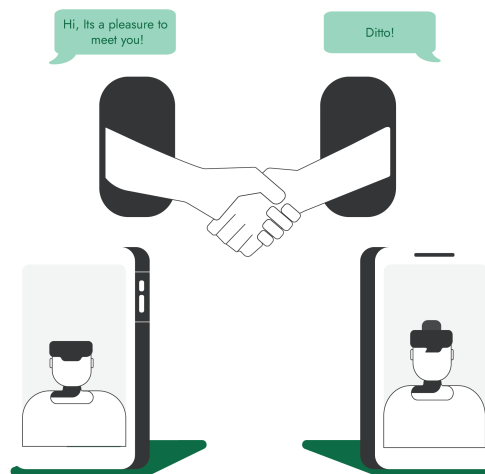
Our illustration style is a simple blend of the shapes of our logo and enaging thought provoking visuals.

Geometric shapes, clean lines, balanced color usage, and heightened reality give our illustration a branded feel and make it easy to digest and understand at a glance.



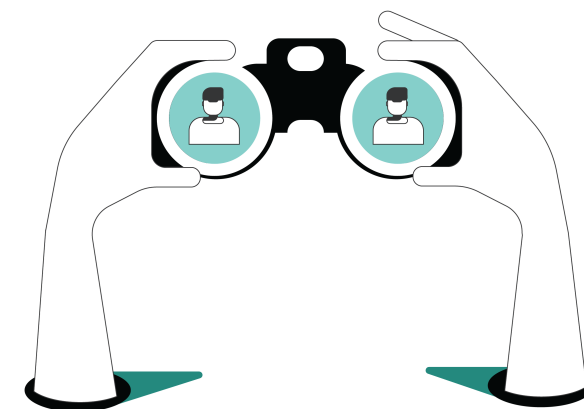
EASY TO UNDERSTAND

Educating through bold telegraphic images



INSPIRING THROUGH METAPHOR

Embracing magical realism to create compelling images



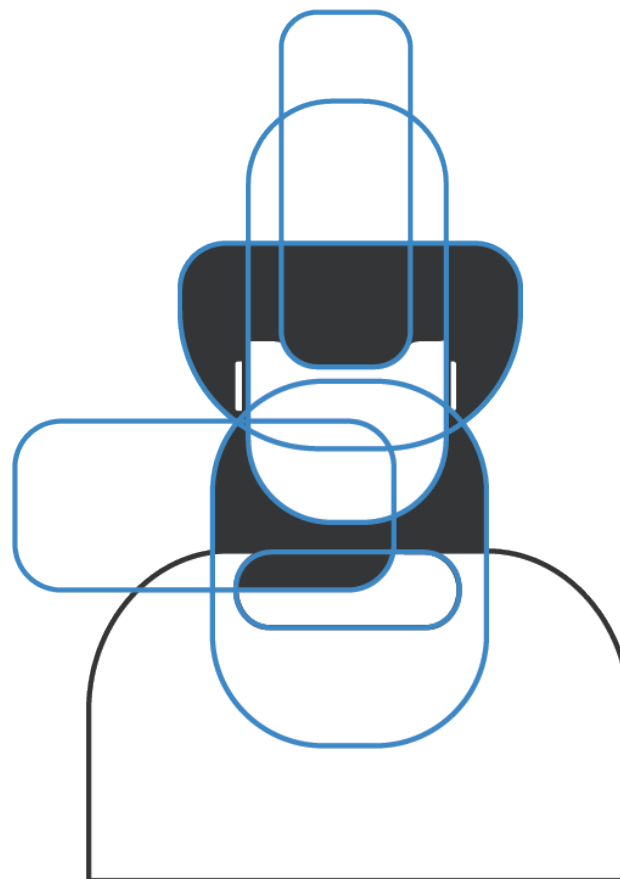
HYPER EFFICIENT

Do more with less by creating uncomplicated compositions

05.

VISUAL LANGUAGE ILLUSTRATION CONSTRUCTION

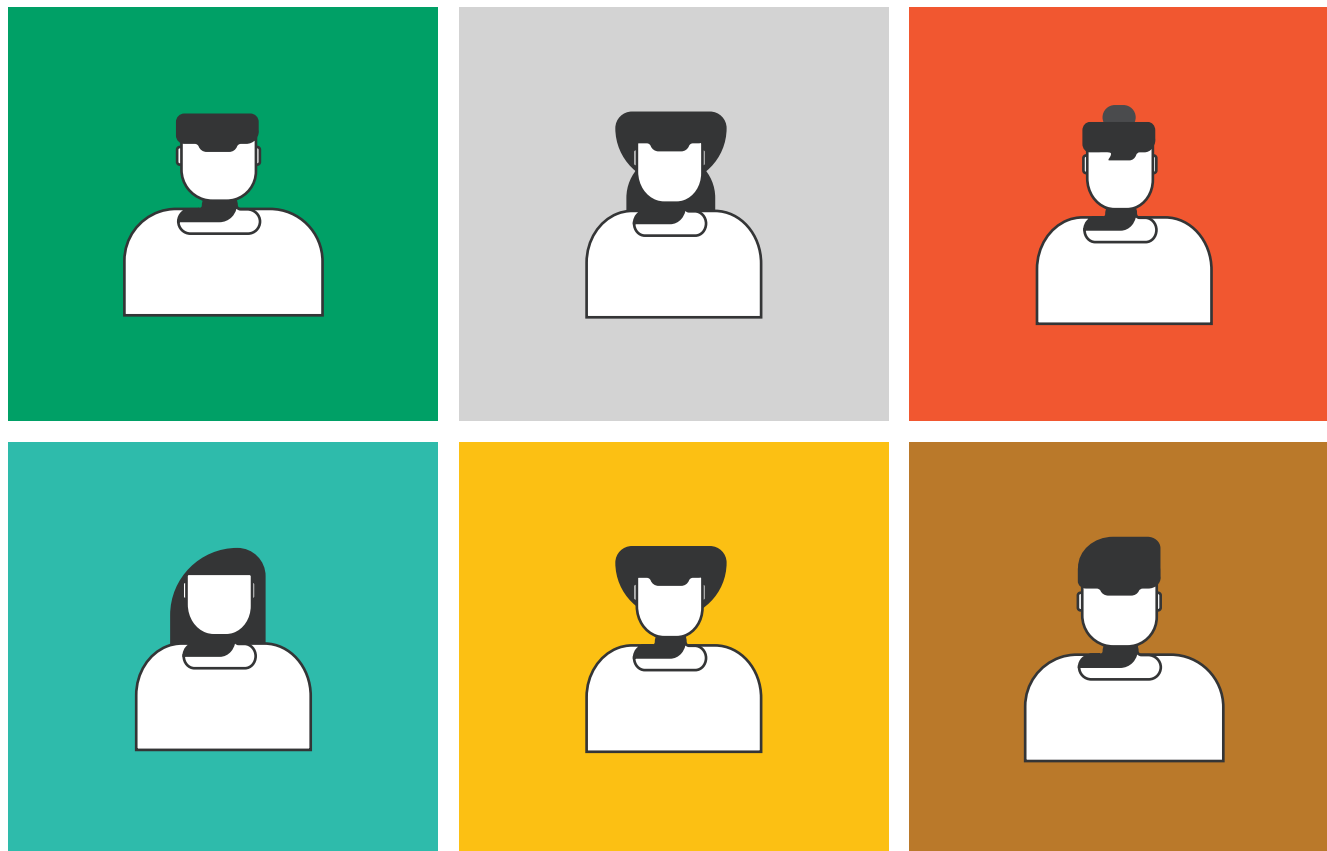
Illustrations are constructed using
basic geometric shapes



05.

VISUAL LANGUAGE ILLUSTRATION CHARACTERS

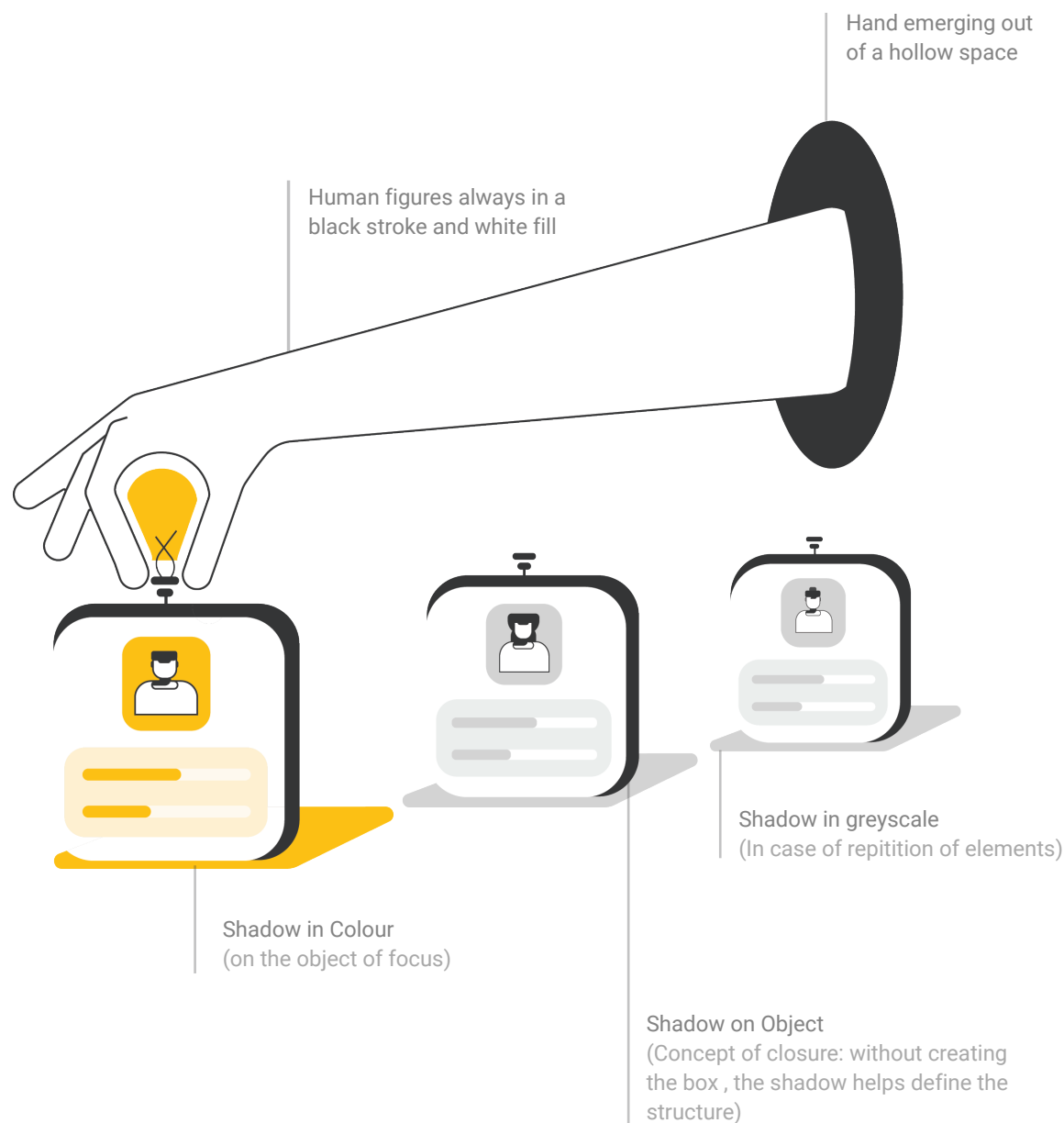
We use diversity in our illustrations by using different characters.



VISUAL LANGUAGE ILLUSTRATION BASICS

Our illustration style is encompassed with elements that are its building blocks. Our illustrations comprise of the following elements:

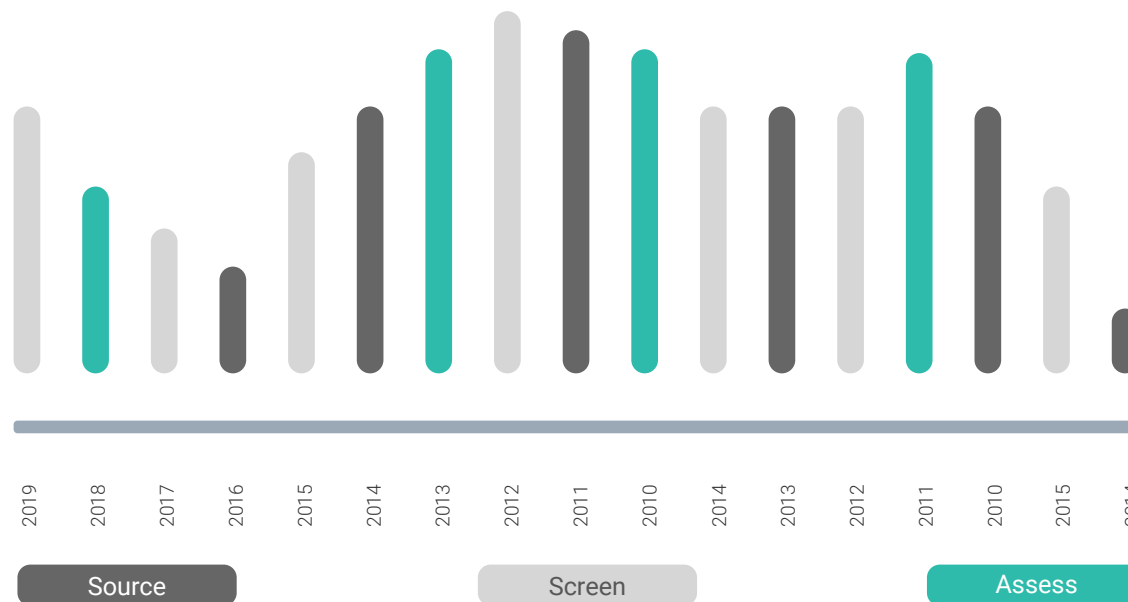
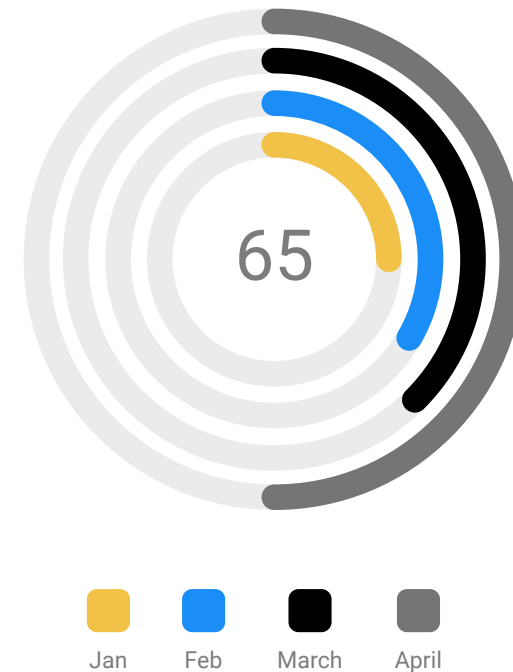
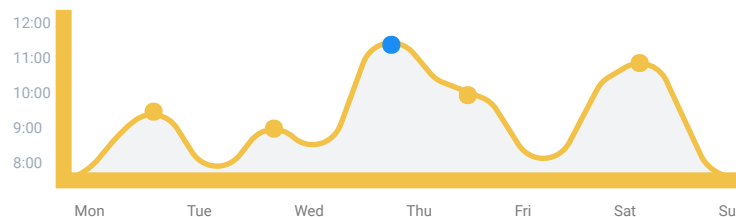
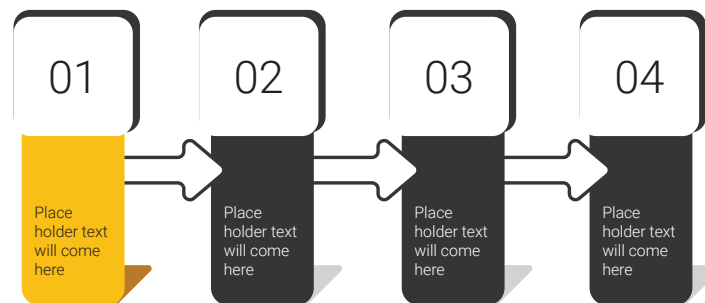
- human characters/figures to be in black stroke and white fill
- closure; depth for object in black
- shadow for an object in colour
- hand emerging out of a hollow space.



05.

VISUAL LANGUAGE DATA REPRESENTATION

The data representation elements have been kept in close line with the illustration guide.



06.

TYPOGRAPHY TYPE SYSTEM

The type system contains a range of contrasting styles that help the brand and its products.

ROBOTO THIN

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ1234567890

ROBOTO LIGHT

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ1234567890

ROBOTO REGULAR

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ1234567890

ROBOTO MEDIUM

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ1234567890

ROBOTO BOLD

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ1234567890

ROBOTO BLACK

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ1234567890

06.

TYPOGRAPHY TYPE SYSTEM

This example type scale uses the Roboto typeface for all headlines, subtitles, body, and captions, creating a cohesive typography experience. Hierarchy is communicated through differences in font weight (Light, Medium, Regular), size, letter spacing, and case.

font
ROBOTO LIGHT
size
96px
letter spacing
-1.5 px

Headline 1

font
ROBOTO LIGHT
size
60px
letter spacing
-0.5 px

Headline 2

font
ROBOTO REGULAR
size
48px
letter spacing
0 px

Headline 3

font
ROBOTO REGULAR
size
34px
letter spacing
0.25 px

Headline 4

font
ROBOTO REGULAR
size
24px
letter spacing
0 px

Headline 5

font
ROBOTO MEDIUM
size
20px
letter spacing
0.15 px

Headline 6

06.

TYPOGRAPHY TYPE SYSTEM

The type scale is a combination of thirteen styles that are supported by the type system. It contains reusable categories of text, each with an intended application and meaning.

font
ROBOTO REGULAR
size
16px
letter spacing
0.15 px

Subtitle 1

font
ROBOTO MEDIUM
size
14px
letter spacing
1.25 px

BUTTON

font
ROBOTO REGULAR
size
14px
letter spacing
0.1 px

Subtitle 2

font
ROBOTO REGULAR
size
12px
letter spacing
0.4 px

Caption

font
ROBOTO REGULAR
size
16px
letter spacing
0.5 px

Body 1

font
ROBOTO REGULAR
size
10px
letter spacing
1.5 px

OVERLINE

font
ROBOTO REGULAR
size
14px
letter spacing
0.25 px

Body 2

06.

TYPOGRAPHY COMPOSITION

It is important to define the spacing between the heading, sub-heading and body, which in this case is defined by the brand symbol.

HEADING

TH

TH

SUB HEADING

TH

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

TH

TurboHire

06.

TYPOGRAPHY PAIRINGS

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. Medium weight should be paired with Light weight, and Bold weight should be paired with Regular weight.

MEDIUM

HEADER

LIGHT

SUBHEAD

BOLD

HEADER

REGULAR

SUBHEAD

07.

COMPOSITION ELEMENTS

Our composition system is elegant in its sheer simplicity of use. By defining the grid based on the logo (and exploring how columns scale across different sized compositions), the system stays flexible and beyond easy to apply.

GRID GUIDANCE



TEXT AND LOGO

Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit Lorem ipsum

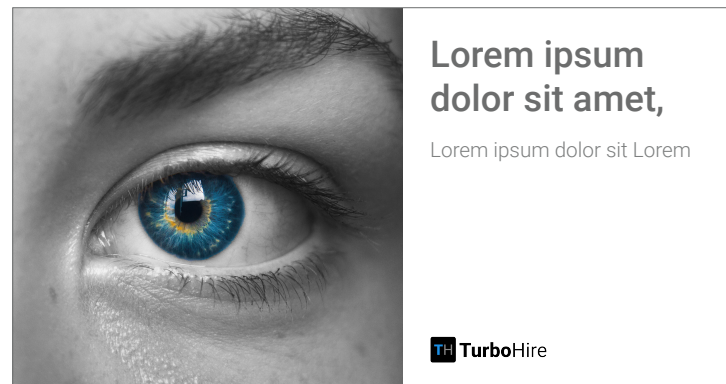
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci



EXAMPLES



**Lorem ipsum
dolor sit amet,**

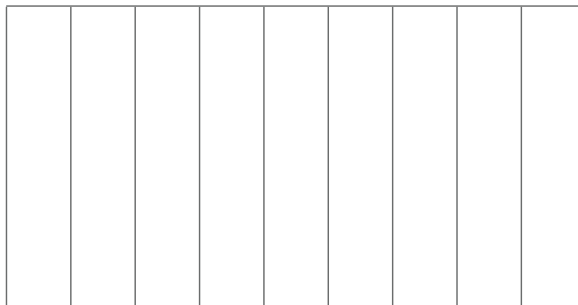
Lorem ipsum dolor sit Lorem



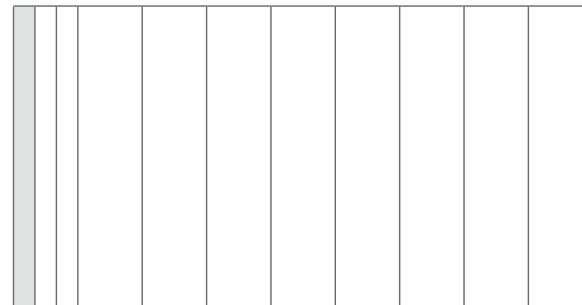
COMPOSITION GRID SETUP

It is important to setup a grid with margins and gutters before placing content. This maintains uniformity in all design variations.

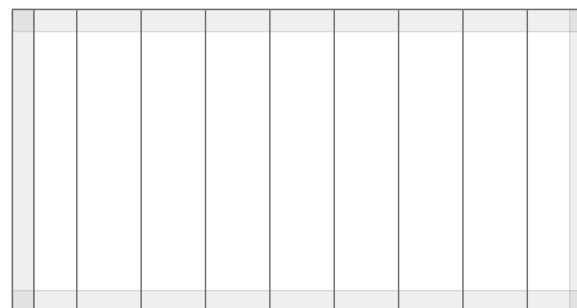
DEFINE COLUMNS



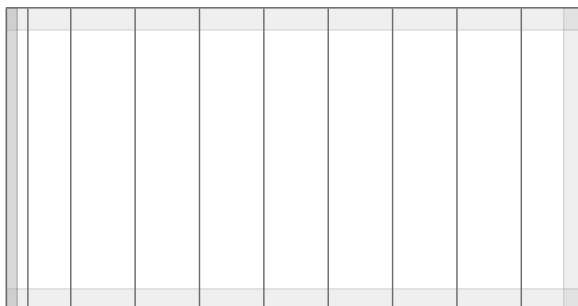
DEFINE MARGINS



EQUAL MARGINS ON ALL SIDES



DEFINE GUTTERS



APPLY GUTTERS

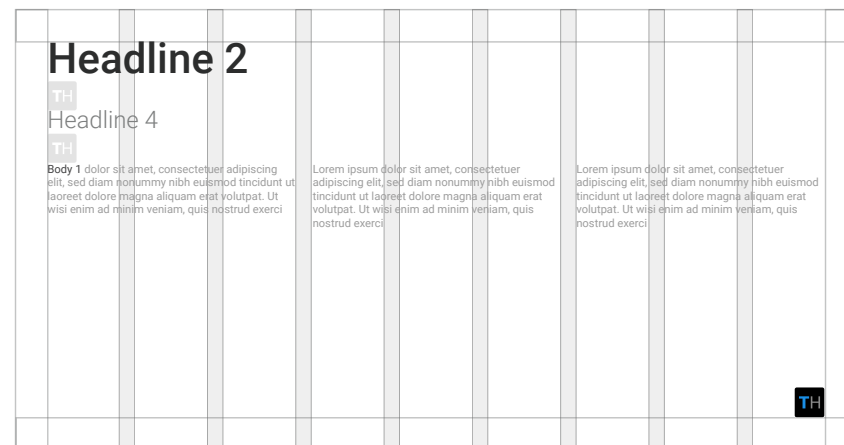




COMPOSITION TEXT AND LOGO

Placing the logo and text in the grid step to form a composition.

PLACE TEXT AND LOGO



COMPLETE COMPOSITION

Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

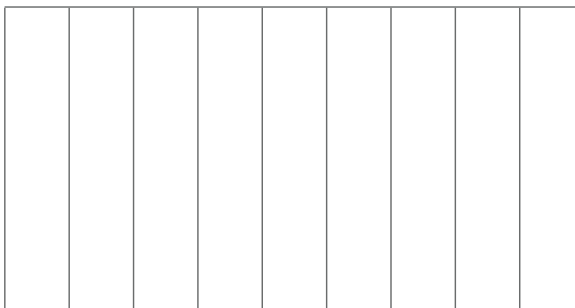
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci



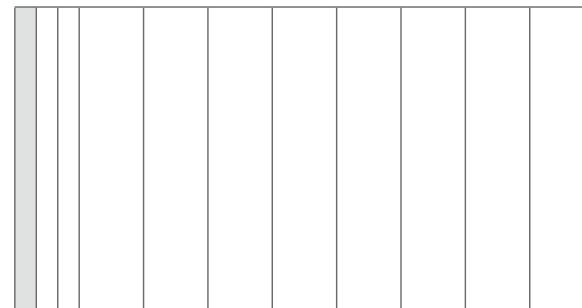
COMPOSITION GRID SETUP

After setting up a basic grid structure, the left portion of the canvas is reserved for image. This style of layout is called Split Left.

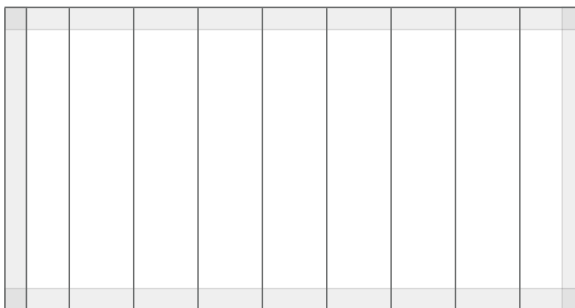
DEFINE COLUMNS



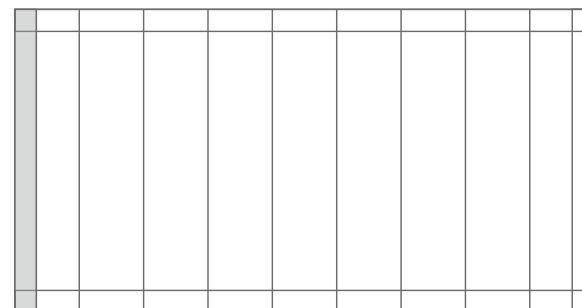
DEFINE MARGINS



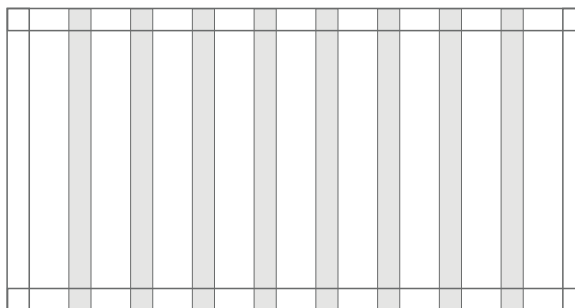
EQUAL MARGINS ON ALL SIDES



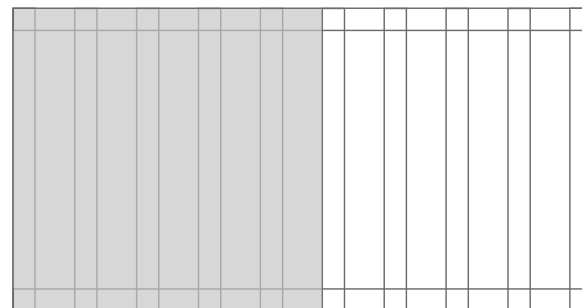
DEFINE GUTTERS



APPLY GUTTERS



SNAP IMAGE TO LEFT MARGIN



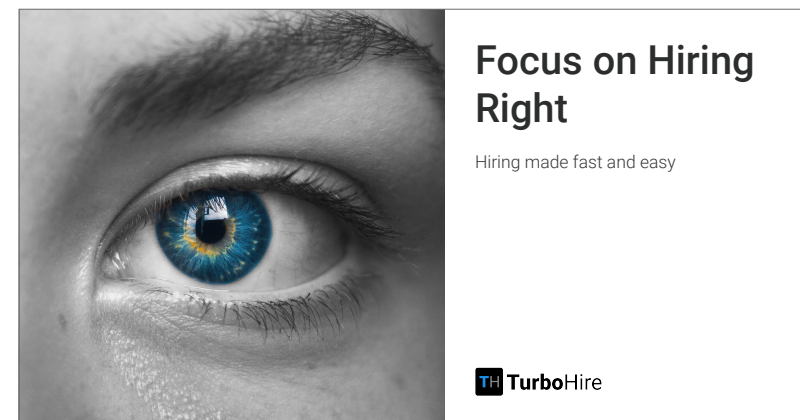
COMPOSITION SPLIT LEFT

The composition has been tried in two different variants, one in black and other in white. Similarly secondary colours can also be used as a background. Depending upon the saturation value, the text should be in black for lighter background and white for darker.

PLACE TEXT AND LOGO



COMPLETE COMPOSITION ON WHITE



COMPLETE COMPOSITION ON BLACK



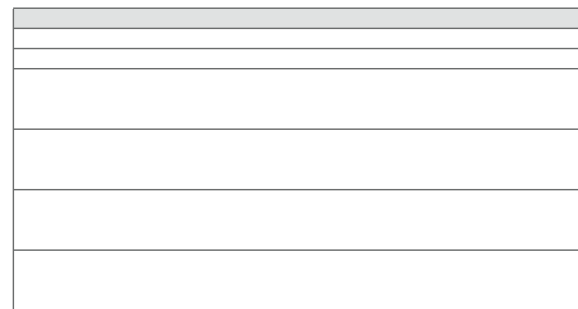
COMPOSITION GRID SETUP

Unlike the first two grid setups, the margins and gutters are horizontally placed as opposed to a vertical layout. This helps in defining the placement of the rectangular text box on the image.

DEFINE ROWS



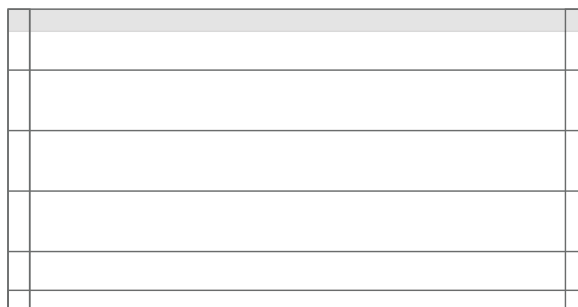
DEFINE MARGINS



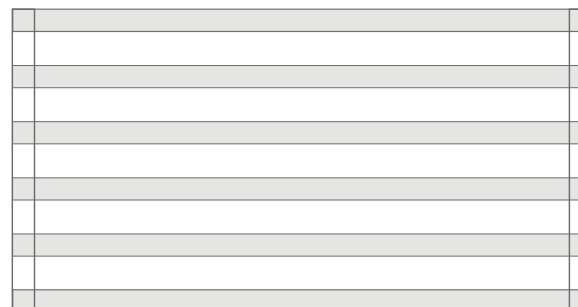
EQUAL MARGINS ON ALL SIDES



DEFINE GUTTERS



APPLY GUTTERS

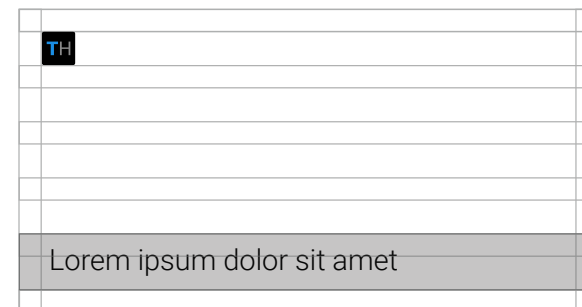
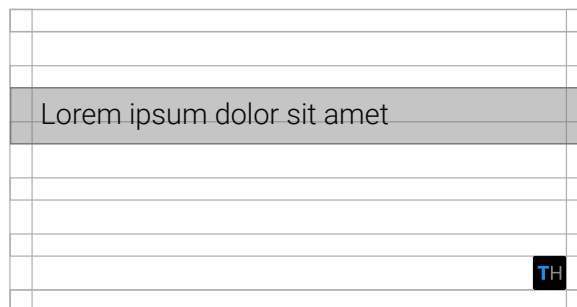


07.

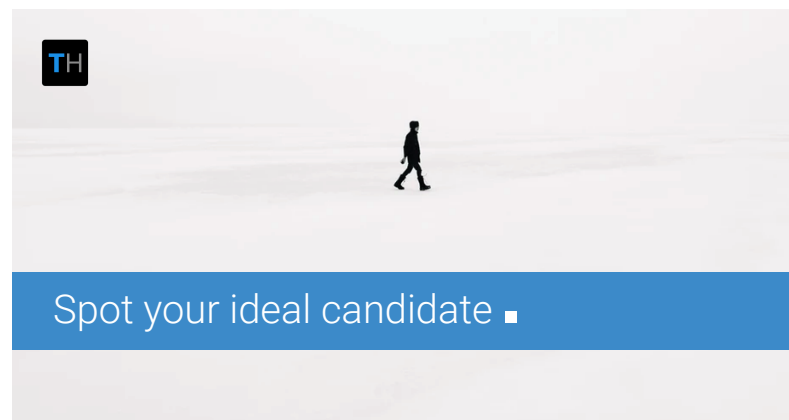
COMPOSITION TEXT BAND

The band colour should be contrasting to the saturation of the image, meaning if its a dark image a white band should be used and if it is a light image then a blue or black band should be used.(Blue would be preferable)

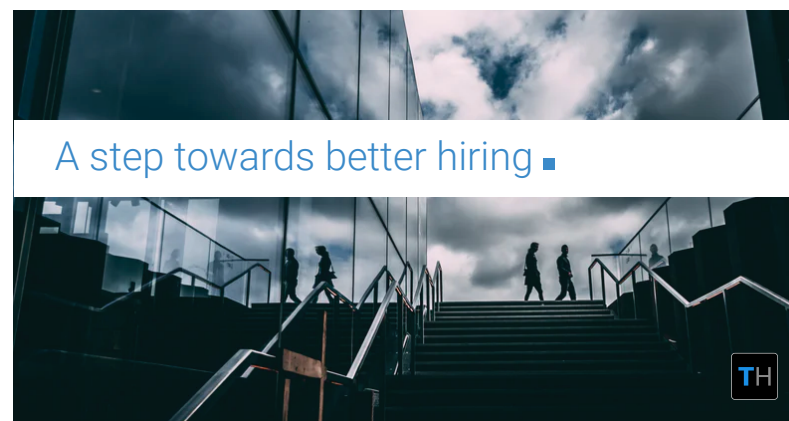
PLACE TEXT AND LOGO



COMPLETE COMPOSITION IN LIGHT BACKGROUND



COMPLETE COMPOSITION IN DARK BACKGROUND



Keeping in mind the grid setup as explained previously, should be followed in every other collateral.

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07.

COMPOSITION EBOOK MOCKUP

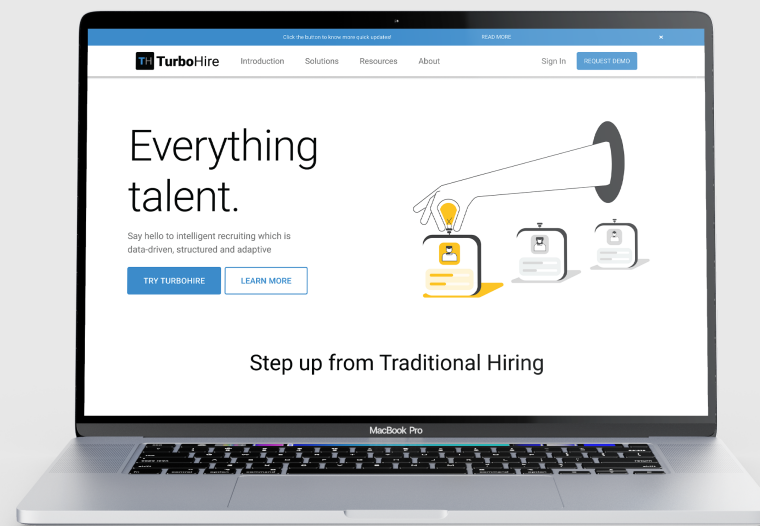
The ebook pages have been placed on a book mockup to the look and feel of it.



07.

COMPOSITION DIGITAL MOCKUP

The first image shows TurboHire's logo as an app on mobile mockup. The second image shows a mockup of the upcoming TurboHire website on a laptop mockup.



08.

KEY TAKEAWAYS BRAND PROPOSITION

To sum up:

Its all about Talent.

Better hiring process.

Quick decision making.

08.

KEY TAKEAWAYS LOGO

To sum up:

Simplicity rules.

Consistent experience.

Never enroach the margin.

08.

KEY TAKEAWAYS COLOUR

To sum up:

A little blue goes a long way.

Balancing compositions with greyscale.

Draw focus on element through colour.

08.

KEY TAKEAWAYS TONE OF VOICE

To sum up:

Solution-first communication.

Intelligent and easy to understand.

Be reassuring to customer.

08.

KEY TAKEAWAYS VISUAL LANGUAGE

To sum up:

Simple telegraphic images.

Depict metaphorically.

Use of magical realism in illustrations.

08.

KEY TAKEAWAYS TYPOGRAPHY

To sum up:

Versatile and adaptable.

Minimalistic modern approach.

Subtle and powerful.

08.

KEY TAKEAWAYS COMPOSITION

To sum up:

Content dictates the format.

A balance of everything.

Giving importance to each
element.

