

Hire Well Now

BRANDING GUIDE

ABOUT THE GUIDE

The following presents a set of guidelines that serve to maintain the unique voice of Hire Well Now. This document will explain in detail every way that the Hire Well Now brand and its design identity should be communicated. It will aid in establishing rules for creating a unified document and identifiable presence for the brand. This includes everything from the design of the logo and how it can be used, to the imagery, typography, and printed materials that represent our company.

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BETTER HIRING STARTS HERE.

ABOUT THE COMPANY

What good is getting the best people into your company only to have them jump ship soon after coming on board? Recruitment without retention is a waste of time, energy and money for employees and employers alike.

Now more than ever, companies need a winning strategy for successful hiring and retention. That's where Hire Well Now comes in.

Founded in 2010 by Better Hiring Enthusiasts Jonathan Bergman and Robert Butler, Hire Well Now offers customized recruitment and retention service from dedicated experts with a first-hand understanding of what it takes to get and keep the best talent. Our team works closely with clients to use our best-in-class software to its fullest potential, from applicant recruitment and screening to onboarding and retention.

USING OUR **LOGO**

COLOR LOGOS

Color versions of our logo use Hire Well Now's signature lime green and eggplant color scheme. Although alternate single-color and reversed color schemes of the logo exist, they should only be used when necessary.

The horizontal logo is our primary logo and should be used whenever possible. The secondary stacked logo should only be used when the amount of horizontal space is limited.



Primary Horizontal Logo



Secondary Stacked Logo

Clear Space

Close attention should be paid to the space surrounding the logo. There should be an adequate amount of space to ensure the logo's clarity, effectiveness, and legibility.

Typeface

*The Hire Well Now logo uses **Azo Sans Black** as its typeface.*

LOGOS VARIATIONS

The following shows different color variations of our logo. These include single color black and white variations, as well as a reversed logo, where colors of the logo are altered slightly for effective use on a dark background. These versions should only be used when restrictions permit it.



White Secondary Stacked Logo



Black Secondary Stacked Logo



Reversed Secondary Stacked Logo*

**These colors have been altered slightly to work best on a dark background. This logo version should only be used in this particular scenario.*

LOGO FILE TYPES

Several file types are included in Hire Well Now's logo package in order to meet the needs of any future projects, be it intended for print or web. The following are brief explanations of these file types to ensure correct usage.

WEB/DIGITAL

PNG. A lossless file that doesn't compress the file when saved, so it is higher quality and a larger file size. PNGs have a transparent background, which allows it to be placed on backgrounds other than white.

JPG. The smallest file type used for web, JPGs will load quickly on a website, but may lose quality at larger sizes. They will appear with a white background.

PRINT

PDF. A high quality print file. This is a "vector" file, which means it can be scaled as big or small as necessary and will not lose quality.

AI. This is the original software used for creating the logo. It is also a vector file that can be scaled. Both PDF and Illustrator files can generally be sent to a printer to be used for any print needs.

EPS. This is the final file type which may only be used when specifically requested by a printer. Usually it is only necessary if they are operating on older equipment.

LOGO ALTERATIONS

To maintain brand consistency, it is important not to compromise the integrity of our logo by altering it. Below are alterations which are not allowed.

INCORRECT LOGO USE

1. Do not alter the proportions of any element of the logo.
2. Use the complete logo.
3. Do not skew or distort the logo
4. Do not change the color of the logo.
5. Do not change the color combinations of the logo. (even if they are brand colors.)
6. Do not place the logo on a background without adequate contrast.
7. Do not apply effects to the logo.
8. Do not outline the logo.
9. Do not crop.
10. Do not add additional text to the logo.

1. The logo is displayed correctly with the word "Hire" in purple and "Well Now" in green, with a green swoosh above the "i" in "Hire".

2. The logo is cropped, showing only the word "Hire" in purple with the green swoosh above the "i".

3. The logo is skewed to the right, making the letters slanted.

4. The logo is displayed with the word "Hire" in purple and "Well Now" in a lighter green color, which is not the brand color.

5. The logo is displayed with the word "Hire" in a darker purple and "Well Now" in a darker green color, which is not the brand color combination.

6. The logo is displayed in a light gray color, which does not provide adequate contrast against the background.

7. The logo is displayed with a gray drop shadow effect behind the text.

8. The logo is displayed with a thick black outline around the letters.

9. The logo is cropped, showing only the word "Hire" in purple with the green swoosh above the "i".

10. The logo is displayed with the tagline "The Hiring Experts" in a smaller font below the main text.

BRAND COLORS

EGGPLANT

LILAC

GREY

LIME GREEN

LIGHT LIME

COLOR PALETTE

This guide provides different color codes for both our primary and secondary colors. Understanding which code to use when is essential for the best results on both print and screen. A description of each is outlined below.

HOW TO USE

CMYK. CMYK (Cyan, Magenta, Yellow, Black) Color should be used when designing for 4-color printing.

RGB. RGB (Red, Blue, Green) Color should be used when designing for the web, website, or any digital material.

HEX. HEX colors should be used when designing for screens or desktop printing.

PANTONE. PMS is a single color created by Pantone and is the most accurate representation of a color when printed.

The Primary Colors (Lime Green and Eggplant) are present in our logo. The Secondary Colors are supplementary and should be used sparingly as complements in design elements.

PRIMARY COLORS



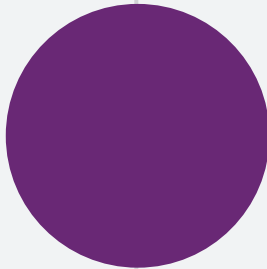
LIME GREEN

RGB: 149 168 35

HEX: 95A823

CMYK: 47 20 100 1

PMS: 390 C



EGGPLANT

RGB: 105 31 116

HEX: 691F74

CMYK: 71 100 20 7

PMS: 2603 C

SECONDARY COLORS

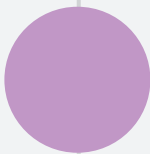


LIGHT LIME

RGB: 208 214 69

HEX: D0D640

CMYK: 22 3 91 0



LILAC

RGB: 193 152 198

HEX: C198C6

CMYK: 23 44 0 0



GREY

RGB: 210 211 212

HEX: d2d3d4

CMYK: 17 12 13 0

IMAGERY



IMAGERY

All imagery should depict a diverse range of people in a friendly and relaxed way. In addition, images should be professional and high quality. It is important for all images to reflect this criteria in order to properly depict Hire Well Now as a company.

CHOOSING IMAGES

When choosing images to represent Hire Well Now, please keep the following in mind:

1. *Use human-based imagery with friendly faces.*
2. *Images should be professional quality and high resolution.*
3. *Avoid using photos with distracting backgrounds. Photos should be bright and clean in appearance.*
4. *Focus on representing diversity within imagery in order to represent our company values. Though we represent all age demographics, a special focus should be on younger millennials.*





CORE INDUSTRIES

When selecting images, keep in mind that Hire Well Now offers services to clients primarily within the following industries:

1. *Hospitality*
2. *Retail*
3. *Service*

TYPOGRAPHY

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Simplistic, clean, modern, and easily legible typography is utilized to compliment, not overwhelm, our other brand elements. The following fonts can easily be found and downloaded on Adobe Fonts.

Headings

BRANDON GROTESQUE

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,!?**

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,!?

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,!?

Body

Proxima Nova

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,!?

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,!?

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,!?

PRINTED MATERIALS

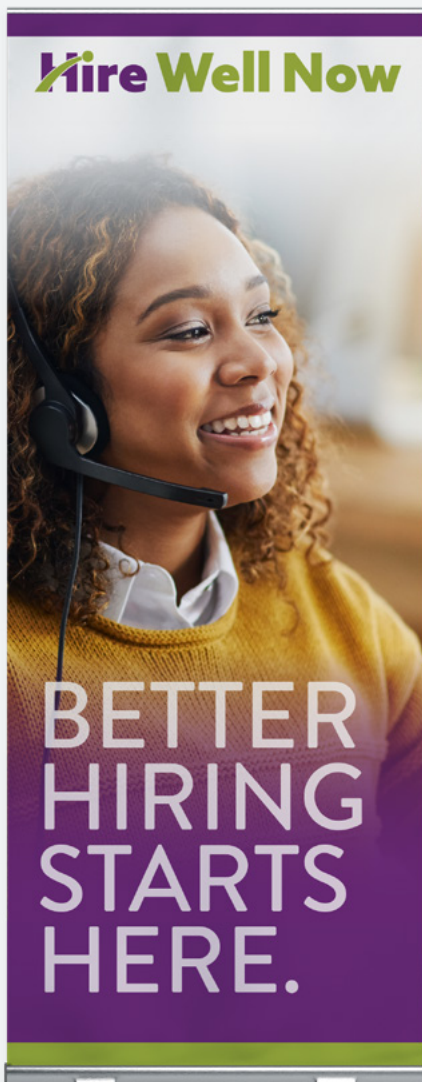


PRINTED MATERIALS

Printed materials are vital in promoting our brand. To ensure the Hire Well Now brand is depicted in a professional way, and that the appropriate logo is used in printed materials, please consult the following.

COLOR MODE & FILE TYPE

As outlined previously, the proper color modes for printing are **CMYK** and **PMS**. When creating any Hire Well Now items intended for print, such as stationary, business cards, banners, or posters, please ensure the correct file type and color mode for print is being used. Consult the **LOGO FILE TYPES** section of this guide for more information.




Logo Visibility

Though our primary horizontal logo should be used whenever possible, you should still carefully consider which of our logos to use for printed materials based on their legibility and orientation.

For example, the stacked logo can be read from further away on an embroidered polo than the horizontal logo.

The stacked logo is also appropriate for the more square orientation of a mug. However, the stacked logo could not be used on stationary such as pens because it would not fit. In this scenario, the horizontal logo is used because of its elongated orientation.

CONTACT

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