



Introduction

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JobTarget is an all-in-one recruitment platform that brings job seekers and businesses together for a better recruiting experience. We offer a variety of unique recruitment products, services, and media tactics that drive varying hiring goals and provide 1:1 support to increase the impact of job ads, empower your brand presence, and win the best talent.



JobTarget
Helps Make
Hiring Easier

Logo

Logo Colors Versions

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The JobTarget logo may appear in JobTarget Blue (#2F86DD) or white, never in any other colors. The preferred treatments are Primary Blue on white or white on Primary Blue.

Use whichever version provides the strongest visual contrast with the background and feels like it belongs in the overall design.

An icon-sized variation of the logo, representing just the “target icon” and “vertical logo” is available for use in limited scenarios, such as in favicons and certain social media applications. Use of this variation of the logo must be approved by the JobTarget marketing department.

DOWNLOAD LOGOS



Logo Clear Space & Minimum Size

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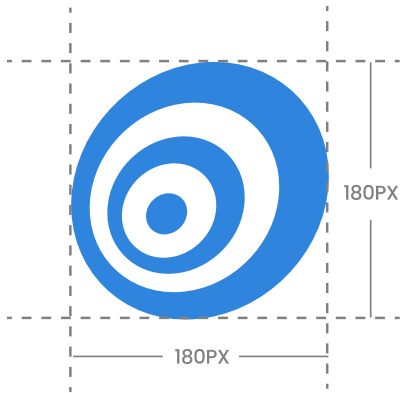
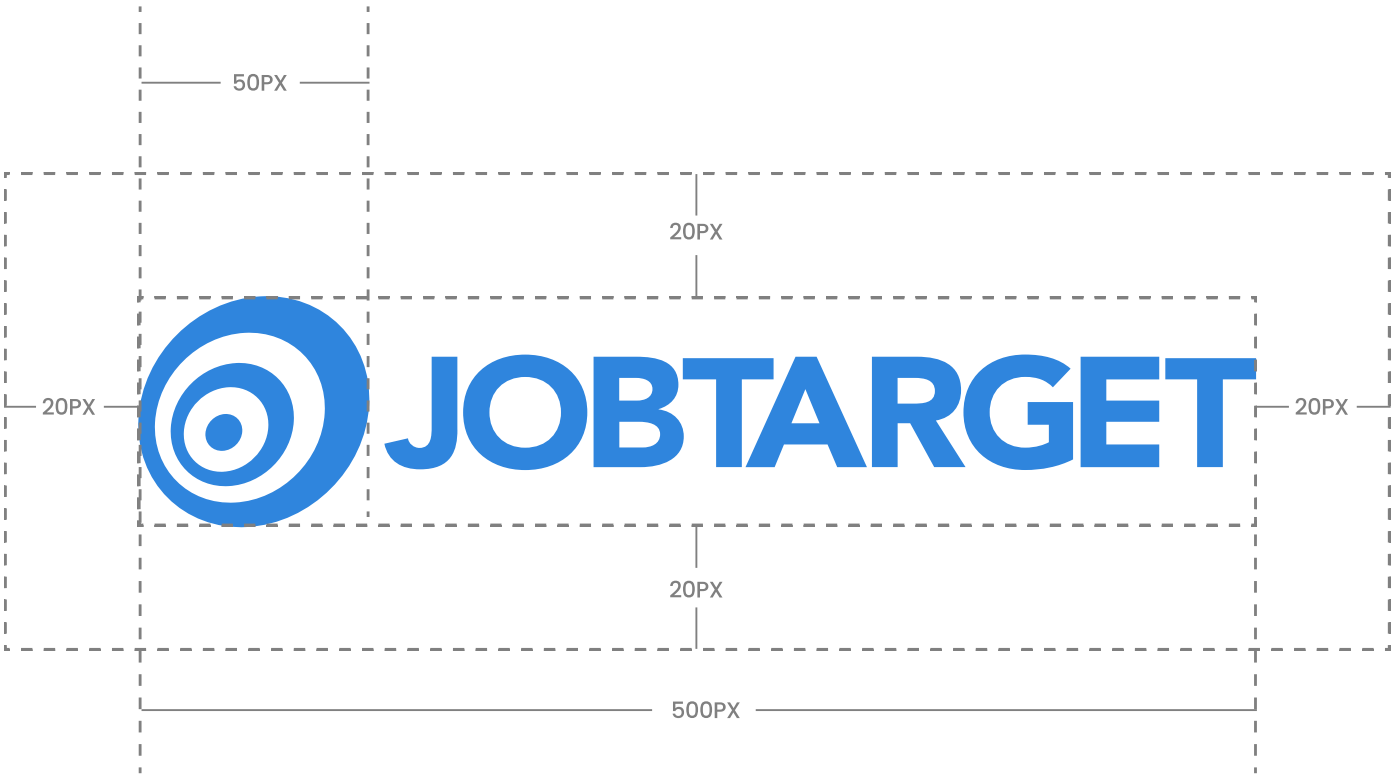
Typography

Clear Space

Don't allow design elements within the defined safe zone. Always keep other elements at least one '20px' width and height away.

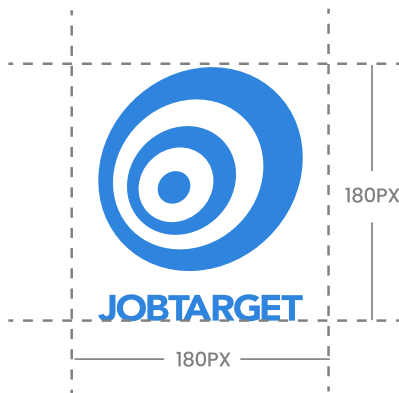
Minimum Size

To prevent distortion and ensure clarity across logo use cases, shrink to a minimum width of 72px.



Logo Icon

180 x180 px



Logo Icon – With Name

180 x180 px

Logo Misuse

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Avoid misusing the logo and always use our approved artwork with the correct colors. Do not alter the logo in any way.

Here are examples of improper logo use that are damaging to the brand.



Co-Branding – Partners

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Here are examples when pairing the JobTarget logo with a brand partner logo.





Color

Primary & Secondary Color Palette

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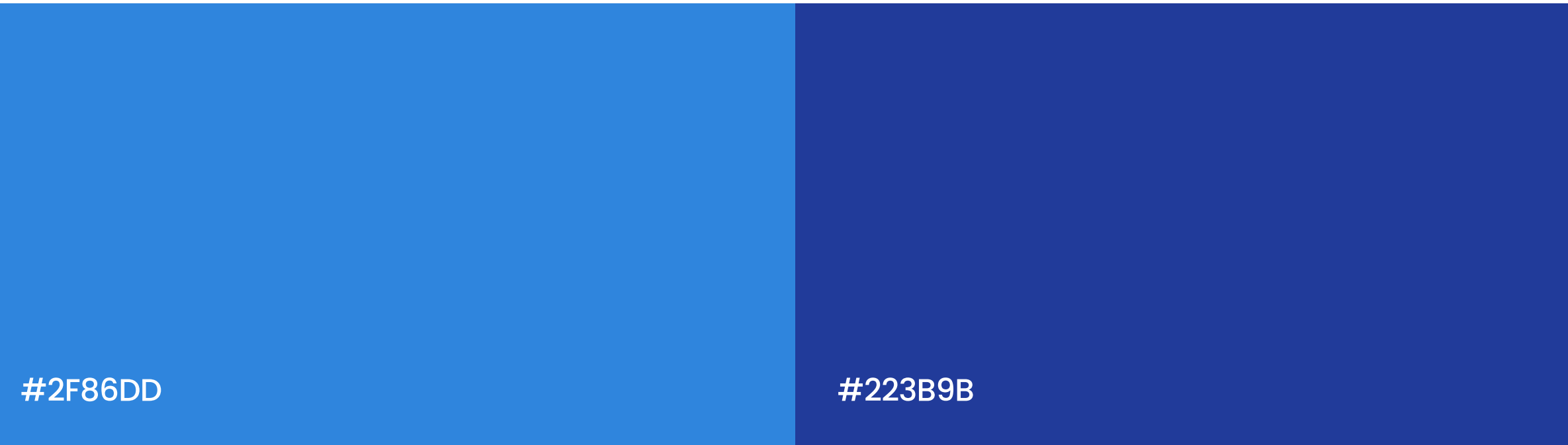
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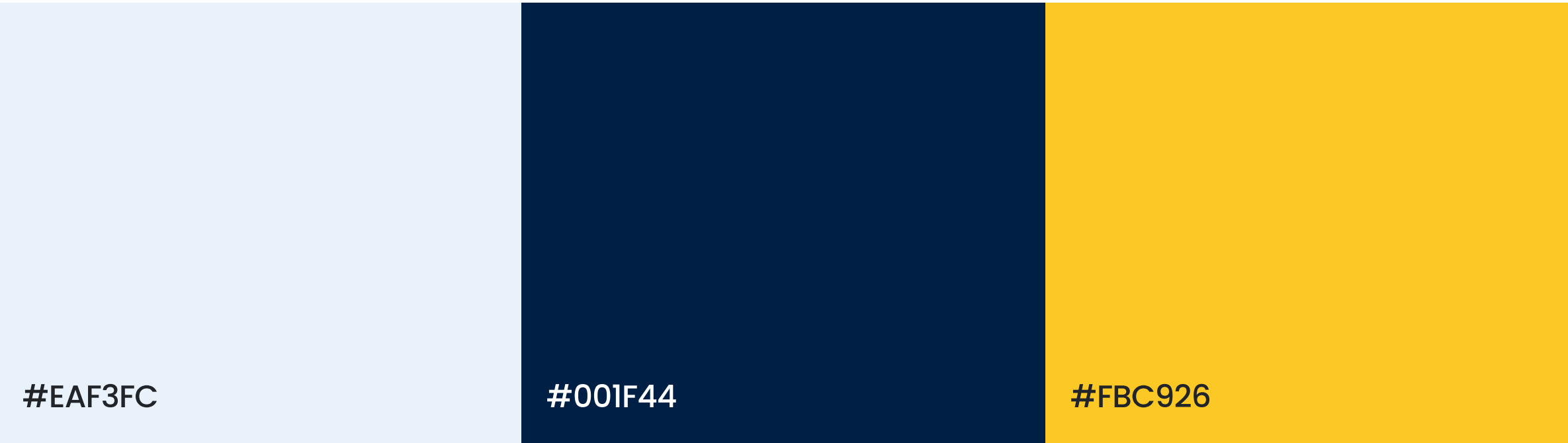
Primary Color

The primary color palette is our Logo Blue and Navy Blue. White is primarily used for text with these colors.



Secondary Color

Our secondary colors are used to highlight key elements in our communications or used as background elements.



Marketing Color Palette

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Text Colors

PRIMARY HEADLINE #343A40	BODY COPY #666666	(OPTIONAL) SUBTITLES #212529
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Content Colors

BODY BACKGROUND #EAF3FC	BORDER COLOR #E9ECEF
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UI Color Palette (Pared Down)

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Text Colors:
class="gray" is JobTarget Font Color

PRIMARY BODY TEXT #343A40	SUBTITLES #212529	TEXT MUTED #ADB5BD
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Alert Colors

SUCCESS #16A34A	ERROR #F64E60	WARNING #FFA800	INFO #725EA9
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Content Colors

BODY BACKGROUND #F2F3F7	BORDER COLOR #E9ECEF
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UI Color Palette (Pared Down)

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Icons

Base Colors

PRIMARY JT BLUE #2F86DD	HOVER #1561AD	ACTIVE #2C7BCB
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Blue Shades

Used For Graphics within
JobTarget Apps

50	100	200	300	400	500	600	700	800	900	950
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Light Styles

Labeled as “High” in the foundational
UI color palette documentation.

SUCCESS – HIGH #D2FFDB	ERROR – HIGH #FFDDD3	BUTTON FILL – DARK #2F86DD
BUTTON FILL – LIGHT #001F44	WARNING – HIGH #FFFBCC	INFO – HIGH #EDFOFF

Typography

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Overview

Our brand typeface is Poppins. It is a versatile sans-serif typeface that is effective in large or small sizes on screen and in print.

It comes in a variety of weights that enable its dynamic use across the brand. All weights can and should be used depending on the creative for maximum flexibility.

Minimize italicized font, use a heavier weight.

Poppins is a Google font available as a [free download](#).

Poppins

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography – Usage

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Usage

The following are some general rules for using the Poppins font type in our web site and digital publications.

Web

H1 Header

Poppins Bold (600) 55pt
#343A40

H2 Subheader

Poppins Bold (600) 45pt
#223B9B

Digital

H1 Header

Poppins Bold (600) 55pt
#343A40

Subheads

Poppins Bold (600) 18pt
#223B9B

H3

Poppins Bold (600) 30pt
#666666

H4

Poppins Bold (600)
24pt
#343A40

H5

Poppins Regular (400) 14pt
#2F86DD, #223B9B or #FFFFFF

Body Copy

Poppins Regular (300) 20pt
#666666

Eyebrow Text

Poppins Semibold (500) 24pt
#223B9B

Typography – Hierarchy

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Hierarchy

The size of the type should be contingent on the size of the page/ad unit as well as any elements that occupy the space.

Type standards draw the audience’s attention to the most important information in the most logical order.

Here are some general guidelines for using type.

Headline

Lorem ipsum dolor sit amet, adipiscing elit

Subhead

Sed sit amet facilisis turpis, sed egestas ligula. Donec fringilla tellus et vagittis elementum leo in

Body copy

Etiam sit amet ante vel nulla fermentum placerat. Donec sit amet libero sed nunc iaculis facilisis. Nunc fringilla libero id locus cursus, vel euismod ipsum tempus. Nam ultricies locus eu sem vestibulum suscipit. Praesent accumsan, leo in tincidunt rhoncus, urna felis placerat sem, eget venenatis ipsum risus non nisl.