

NEW



# 2023 BRAND GUIDELINES

A green checkmark icon inside a circle, positioned to the right of the word "BRAND".A thick, horizontal green brushstroke underline located below the word "GUIDELINES".

November 2022

LOGO



# OUR LOGO

Introduction

Voice

● **Logo**

Color

Typography

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Illustration

Graphic Elements

Branded Examples

Used in every piece of communication we put out, the ZipRecruiter logo is a symbolic expression of our brand.

Our logo is made up of two elements: the chair icon and the wordmark. The chair icon represents all the jobs we aim to fill. The customized ZipRecruiter wordmark signifies modernity and simplicity, with the humanist letterforms imparting humanity and accessibility to the brand



# LOGO COLORS

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Primary color usage: Two-tone logos with the chair icon in ZipRecruiter Green and the wordmark in ZipRecruiter Black and/or White depending on the backgrounds.

Secondary color usage: The single color logo should only be used when the two-tone version cannot provide ample contrast with the background.

Examples:

- When the logo is being used on top of photography
- Production limitations preclude the use of our two-tone logo with things like window decals or debossing

Do not recreate or modify the logo. Only use official logo artwork.



# LOGO CLEAR SPACE AND MINIMUM SIZE

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## Clear space

Clear space preserves the integrity of the logo and ensures it is prominent and legible. It is the minimum amount of “breathing room” around our logo. It should be kept free of graphics, text, and other elements. Minimum clear space is determined by the width of the chair icon in our logo, equal to “X” as shown opposite.

## Minimum size

Minimum size refers to the smallest allowable logo. The minimum size for the logo is 1” wide for print or 72px wide for digital. Always scale the logo proportionately and accurately. Do not to scale the logo below the approved sizes.



Clear space



Minimum size

# LOGO ICON

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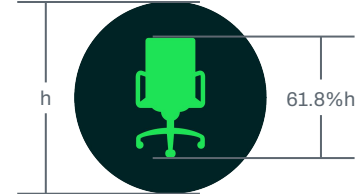
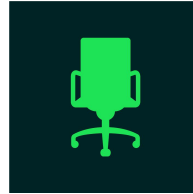
Illustration

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The chair icon can stand on its own and whenever we use it in this way, it should appear in ZipRecruiter Green against the ZipRecruiter Black background.

The chair fills approximately 60% of the bounding shape based on it's height, to maximize the impression especially in smaller, digital placements.



# LOGO IN MOTION

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When our logo comes to life in motion, it signals the inclusivity and variety of jobs we offer. To reflect that, we animate the chair logo, cycling through various industry icons to connect people with the brand.

There are two available animation options: Full lockup animation with a logo reveal, and an icon animation that culminates in the chair icon. They can be used in product and website design, video intros and outros, as well as other digital applications.



# LOGO MISUSE

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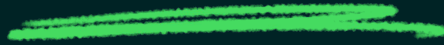
Branded Examples

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





# COLOR



# OUR BRAND PALETTE

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Our color palette is vibrant, bold, and most importantly, simple. Our colors were chosen not only to be differentiating in the market, but also to portray our “Maverick on a Mission” persona. ZipRecruiter Green and Black are our primary colors, supported by Cream and White.

Gray and Coral are secondary accent colors that bring in a sense of warmth and humanity.

**Zip Green**

**Zip Black**

**White**

**Cream**

**Gray**

**Coral**

# OUR BRAND PALETTE

**Zip Green**

**Zip Black**

**White**

**Cream**

**Gray**

**Coral**

# PRIMARY COLOR PALETTE

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We use color to establish and reinforce a distinct and consistent ZipRecruiter look and feel. Our primary color palette is vibrant and bold.

Zip Green represents growth and dynamism. It makes ZipRecruiter stand out from the crowd. Zip Black brings in gravitas and stability. It offers a dramatic backdrop and sharp contrast. When combining Zip Green and Black, they make every communication unmistakably ZipRecruiter. Therefore, they should be the dominant color wherever we are present.

White brings a confident, modern sensibility to our brand. It also serves as a clear canvas that allows our colors, text, and imagery to stand out. Cream helps balance the sharpness by bringing a sense of warmth to our brand.

Always use the specifications listed here to maintain consistency across all applications. Variances in color may occur through different processes and media.

Use PMS or CMYK for printed material. It is recommended to test colors before printing. Use HEX or RGB for web, on-screen uses, and all digital touchpoints.

## Zip Green

**PMS** 802 C

**CMYK** 83 0 91 0

**RGB** 69 219 97

**HEX** 45db61

## Zip Gravitas

**PMS** 546 C

**CMYK** 87 63 64 71

**RGB** 0 35 37

**HEX** 002325

## White

**PMS** N/A

**CMYK** 0 0 0 0

**RGB** 255 255 255

**HEX** FFFFFFFF

## Cream

**PMS** 7534 at 50%

**CMYK** 6 5 7 0

**RGB** 236 235 230

**HEX** ECEBE6

\*Pantone chips and CMYK are preliminary, pending testing and approval.

# SECONDARY COLOR PALETTE

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Our secondary palette is a harmonious set of colors that are used to highlight key elements in our communications.

Gray provides an additional layer of refinement and sophistication to our palette. It can be used for backgrounds and texts in small amounts. Coral brings a sense of energy and humanity to our brand. It can be used to highlight and draw attention to key messages. These two colors should be applied sparingly and should not overpower the primary colors.

Always use the specifications listed here to maintain consistency across all applications. Variances in color may occur through different processes and media.

Use PMS or CMYK for printed material. It is recommended to test colors before printing. Use HEX or RGB for web, on-screen uses, and all digital touchpoints.

## Gray

**PMS** 7544 C

**CMYK** 66 52 44 17

**RGB** 93 103 112

**HEX** 5D6770

## Coral

**PMS** 2024 C

**CMYK** 0 64 69 0

**RGB** 253 126 85

**HEX** FD7E55

\*Pantone chips and CMYK are preliminary, pending testing and approval.

# COLOR USE / JOB SEEKER

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Though proportions of our brand primary colors can differ in executions, ZipRecruiter Green should always be present. The matrices here all have consistent ratios with intentional use of Zip Green, allowing ample flexibility for creative expression in design.



# PRIMARY COLORS IN USE

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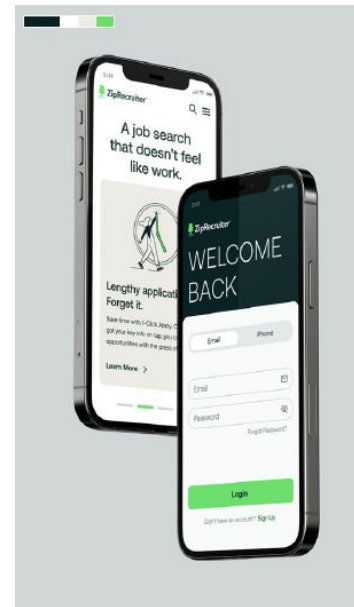
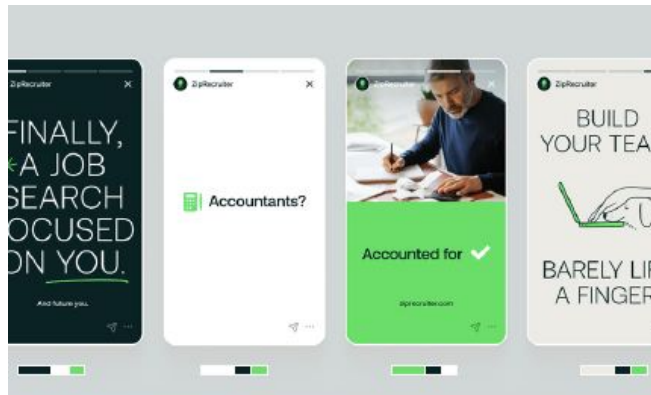
Illustration

Graphic Elements

Branded Examples

We strive for a bold and simple overall visual language. These examples illustrate how the primary colors in the palette are designed to work together. Zip Black, Zip Green, White and Cream should be used prominently as lead colors for all communications.

Use PMS or CMYK for printed material. It is recommended to test colors before printing. Use HEX or RGB for web, on-screen uses, and all digital touchpoints.



# TYPOGRAPHY!!!



# OUR TYPOGRAPHY

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Our typography is simple and readable, and complements the warmth and humanity of our words. It exudes confidence with a sense of personality while subtly communicates precision, expertise, and an emotional connection.

Our visual system uses typography with careful distinction in order to emphasize the conversational nature of our brand.

LOVING YOUR JOB  
SHOULDN'T BE RADICAL

Work from the office ,  
the comfort of your home ,  
or even the beach .  
You choose.

# PRIMARY TYPEFACE

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Our primary typeface is Aeonik. It was chosen as our brand font for its subtle personality, while still yielding maximum legibility. We use this font across both our print and digital applications. The weights we use are:

**Light:** Use for short to medium length headlines at large scale with all-caps

**Regular:** Use for body copy or subtitles in sentence or title case

**Medium:** Use for medium to long titles and headlines in sentence or title case

**Bold:** Use for call-outs, body headers, or highlighted body copy

25M+  
Monthly  
Active Users

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Light	<i>Italic</i>
Regular	<i>Italic</i>
Medium	<i>Italic</i>
Bold	<i>Italic</i>

Aeonik

Aa123

# SYSTEM TYPEFACE

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- **Typography**

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Branded Examples

Our system typeface is Archivo, a free Google font. We use Archivo as a fallback when our primary brand font, Aeonik is not readily available. For example, when we are sharing files with partners and clients who do not have access to our brand font. These cases may also include electronic applications which we cannot embed fonts such as PowerPoint®, Google Slides, Word®, etc. Archivo can be substituted since it conveys similar personality to Aeonik. The weights we use are:

Archivo **Light**, **Normal**, **Medium**, and **Bold**.

You can [download Archivo](#) here →

25M+  
Monthly  
Active Users

abcdefghijklmnopqrstuvwxzy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Light *Italic*

Normal *Italic*

Medium *Italic*

**Bold** *Italic*

Archivo

Aa123

# TYPOGRAPHY HIERARCHY

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## ● Typography

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It is important to create distinction between the levels of typography in all ZipRecruiter communications. Doing so will help add clarity to our message and make our communications engaging and meaningful.

Hierarchy can be created through scale. Using a limited number of type sizes within a design will also help create a balanced and uncluttered look and feel. It is recommended that, where possible, no more than three sizes of type are used within any layout.

Hierarchy can also be created through color using the Zip Green purposefully to highlight key words and sentences.

**Perfect Fourth proportion** - 1.33 rounded to nearest whole number

Base copy text {p} = 16px

Content header {h6} = 21px

Mobile Section header {h5} = 28px

Web Section header {h4} = 37px

Mobile Page header {h3} = 50px

Web Page header {h2} = 66px

Special Web Page header {h1} = 88px

THIS HEADLINE  
IS SET IN AEONIK  
LIGHT ALL-CAPS.

This subhead is set in  
**Aeonik Bold**, sentence case.

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proin sagittis nisl. Ut faucibus integer. Faucibus ornare suspendisse sed nisi lacus sed viverra tellus in pulvinar habitant tristique. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

# WEB TYPOGRAPHY

Introduction

Voice

Logo

Color

● **Typography**

Photography

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Graphic Elements

Branded Examples

**Perfect Fourth proportion** - 1.33 rounded to nearest whole number

Footnote copy = 12px/18px (line-height: 1.5em)

Report copy = 16px/24px (line-height: 1.5em)

{p} = 21px/28px (line-height: 1.33em)

{h5} = 28px/37px (line-height: 1.32em)

{h4} = 37px/47px (line-height: 1.27em)

{h3} = 49px/55px (line-height: 1.12em)

{h2} = 65px/73px (line-height: 1.12em)

{h1} = 86px/96px (line-height: 1.11em)

THIS HEADLINE  
IS SET IN AEONIK  
LIGHT ALL-CAPS.

**This subhead is set in  
Aeonik Bold, sentence case.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Faucibus ornare suspendisse sed nisi lacus sed viverra tellus in pulvi nar pellentesque habitant morbi tristique. Quisque egestas diam in arcu cursus euismod. Adipiscing vitae

proin sagittis nisl. Ut faucibus integer. Faucibus ornare suspendisse sed nisi lacus sed viverra tellus in pulvinar habitant tristique. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

