**ZipRecruiter®**

# Style Guide

2022.1 / ABRIDGED

OUR MISSION

# ZipRecruiter actively connects employers and job seekers with their next great opportunity.

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# The Logo

**THE LOGO**

# Logo Use Do's

The ZipRecruiter logo, and all other official variations, are core to the company's identity.



Do maintain clear space around the logo.

Do use the ZipRecruiter logo in the colors provided here.

Do use monochrome variations when it is not feasible to use a color variation.

# Logo Use Don'ts

**Don't** use different colors.

**Don't** skew or stretch the logo.

**Don't** use old logo.

**Don't** stylize logo
(shadows/outlines/etc.)

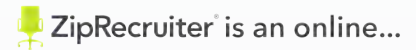**Don't** change the text style.

**Don't** stack icon above type.

**Don't** change the size relationship
between the icon and wordmark.

**Don't** use type without icon

**Don't** use the logo in a sentence

# Logo + Tagline Usage

The ZipRecruiter logo and tagline lock-up has three executions. Two versions employ a bar to separate the logo from the tagline. The tagline is set in Gotham bold and matches the color of the logotype.

The primary lock-ups of the logo and tagline employ a bar separating the brand elements. These are the preferred lockups when room exists in the design.

The secondary lock-up nests the tagline smaller and closer to the logotype. This lock-up is preferred when horizontal space is minimal.

**Note:** Because the tagline is set close to the logotype, this secondary lock-up is not to be used smaller than .5" in height or ≈36px.



*Primary lock-ups*



Minimum size = .5" or 36px height
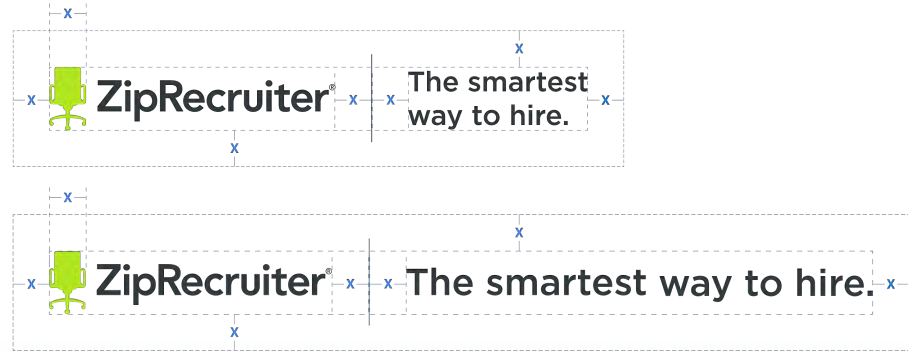
*Secondary lock-up*

# Partnership lock-ups

Partnerships are a distinct part of the ZipRecruiter ecosystem. These relationships are critical to the business, and as such, the partner logo is placed first when locked up with the ZipRecruiter logo.

The two logos are scaled to be visually balanced, center-aligned along their horizontal axis, and separated by a bar. The resulting lockup adheres to clearspace rules set forth for the ZipRecruiter logo, ensuring spacing that honors each brand's identity.
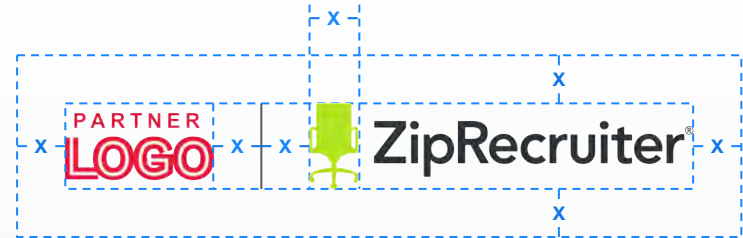
**THE LOGO**

# Logo Files

You can access the latest logo files here at the bottom of the page.
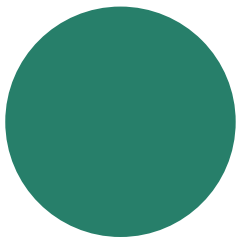
# Color

# Primary Colors

Primary green is the foundation of ZipRecruiter. It is designed to create a fresh and differentiated brand experience both online and print. The versatility of this rich green anchors the color palette, creating a consistent brand impression. The accent green and light green add range and contrast to the primary green.
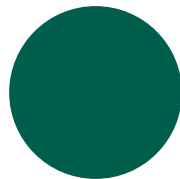
**Dark Green:**
Backgrounds, graphic elements. No text.
**WEB** #005E4D
**CMYK** 100 ● 0 ● 70 ● 60
**PMS** 357 C
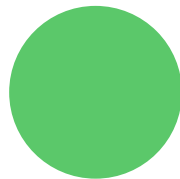
**Accent Green:**
Accent elements and illustrations. No text.
**WEB** #5BC86A
**CMYK** 80 ● 0 ● 90 ● 0
**PMS** 354 C

**Primary Green:**
Primary CTA buttons, UI elements, icons, call-out text.
**WEB** #277F6A
**CMYK** 100 ● 0 ● 60 ● 25
**PMS** 341 C

**Light Green:**
Backgrounds only
**WEB** #F1FBF2
**CMYK** 7 ● 0 ● 7 ● 0
**PMS** 344 C (15%)

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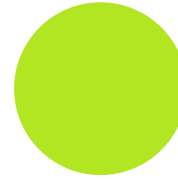
COLOR

# Logo Colors

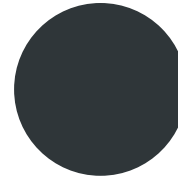The logo colors complement and the primary colors adding range and depth to the brand.

**Lime:**
Chair, limited use for data vis. and illustration.

**WEB** #B2E522
**CMYK** 32 ● 0 ● 98 ● 0
**PMS** 389 C

**Black Text:**
Logo text over light backgrounds

**WEB** #2F3639
**CMYK** 60 ● 40 ● 40 ● 100
**PMS** Black C

**COLOR**

# Grays

This palette has been refined and crafted to complement the brand greens. When combined with the brand colors the overall look is intentional, differentiated, and aligned with the brand tone.

**White**
**WEB** #FFFFFF
**CMYK** 0 • 0 • 0 • 0

**Gray**
**WEB** #8C9194
**CMYK** 0 • 0 • 0 • 50
**PMS** Black C (50%)

**Lightest Gray**
**WEB** #F6F7F8
**CMYK** 0 • 0 • 0 • 6
**PMS** Black C (6%)

**Dark Gray**
**WEB** #6A6F74
**CMYK** 0 • 0 • 0 • 65
**PMS** Black C (65%)

**Light Gray**
**WEB** #ECEFF0
**CMYK** 0 • 0 • 0 • 17
**PMS** Black C (17%)

**Darkest Gray**
**WEB** #2F3639
**CMYK** 60 • 40 • 40 • 100
**PMS** Black C

# Typography

# Primary Font / Gotham

**For Function**

Gotham is a highly functional, geometric sans serif typeface that maintains legibility from headlines to body text and everything in between. It's elegant simplicity reflects the modern, innovative nature of tech. It can be used across all verticals and channels of the brand.

The smartest way to hire.  //  0123456789

Gotham - Thin

The smartest way to hire.  //  0123456789

Gotham - Light

The smartest way to hire.  //  0123456789

Gotham - Book

**The smartest way to hire.  //  0123456789**

Gotham - Bold

**The smartest way to hire.  //  0123456789**

Gotham - Black

# Proportions / Gotham

## Perfect Fifth Scale 1.5

The scaling of Gotham in brand collateral is governed by a 1.5 scale proportion. This scaling leads to visual harmony of typography and reinforces brand consistency.

## Using the Scale

Multiply desired body copy point size by 1.5 to established the scale of type in a design. The goal is clear hierarchy. Headlines should be *at least* 3 steps larger than body copy. Example below and at right:

**10**pt body (*1.5) > **15**pt label (*1.5) > **22.5**pt subhead (*1.5) > **33**pt title (*1.5) > **50**pt headline

**Note:** To preserve legibility, Gotham Book is used in type smaller than 14pt—Gotham Light should be reserved for Title and Headline scale only.

*The naming of each step in the scale (label, subhead, title, etc.) is intended to differentiate only. Not all typographic sizes will exist in every designed piece.

# This is an example of a <u>headline</u>.

## A <u>title</u> proportion looks like this.

### This is an example of a <u>subhead</u>.

**A <u>label</u> might appear here.**

<u>Body copy</u> is set like this. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl.

<u>Disclaimers</u>, <u>legal lines</u>, and <u>sign-off</u> are set like this.

**TYPOGRAPHY**

# Secondary Font / Leitura News

**For Emotion**

Leitura News is an elegant, sophisticated typeface that embodies the modern, professional, and human qualities of the ZipRecruiter brand. Leitura News strikes an innovative balance of crisp serifs with soft, inviting curves.

Use this typeface to convey emotion and build trust in lines of copy that connect to the audience in an authentic, human way.

## This is an example of a headline set in Leitura News Roman 4.

**This is an example of a subhead set in Gotham, juxtaposing the brand fonts for visual heirarchy.**

# Proportions / Leitura News

**Perfect Fifth Scale 1.5**
The scaling of Leitura News in brand collateral is governed by a 1.5 scale proportion. This scaling leads to visual harmony of typography and reinforces brand consistency.

**Using the Scale**
Multiply desired body copy point size by 1.5 to established the scale of type in a design. The goal is clear hierarchy. Headlines should be _at least_ 3 steps larger than body copy. Example below and at right:

**10**pt body (*1.5) > **15**pt label (*1.5) > **22.5**pt subhead (*1.5) > **33**pt title (*1.5) > **50**pt headline

**Note:** To preserve legibility, Gotham Book is used in type smaller than 14pt—Gotham Light should be reserved for Title and Headline scale only.

*The naming of each step in the scale (label, subhead, title, etc.) is intended to differentiate only. Not all typographic sizes will exist in every designed piece.

## This is an example of a <u>headline</u>.

## A <u>title</u> proportion looks like this.

### This is an example of a <u>subhead</u> in Gotham.

**A <u>label</u> might appear here.**

Body copy is set like this in Gotham. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl.

Disclaimers, legal lines, and sign-off are set like this.

# Brand Punctuation

We don't punctuate headlines, but we do punctuate subheads. Subheads should be sentence case and heads should be title case. Exception is when the headline is 2 parts.

**The Tagline**
The smartest way to hire. should be set in sentence case **only** and punctuated.

EXAMPLES

## Be the First to Apply (HEADLINE)
Upload your resume and apply with a single click. (SUBHEAD)

## Apply Today. Interview Tomorrow.
Welcome to the one and only place to get hired, fast.

THE TAGLINE

The smartest way to hire. ✓

The Smartest Way To Hire. ⊘

**TYPOGRAPHY**

# Platform Fonts

ZipRecruiter uses San Francisco typeface for all iOS Platforms and Open Sans for Android Devices.

**Android - Open Sans**

The smartest way to hire.

The smartest way to hire.

The smartest way to hire.

**The smartest way to hire.**

**The smartest way to hire.**

**iOS - SF Pro**

The smartest way to hire.

The smartest way to hire.

The smartest way to hire.

**The smartest way to hire.**

**The smartest way to hire.**

**TYPOGRAPHY**

# Presentation Fonts

There are two good alternatives to the primary and secondary brand typefaces in presentations. They are Montserrat as a stand in for Gotham, and Frank Ruhl Libre as a stand in for Leitura. These fonts are to be used in presentations where editable text is needed.

**Montserrat - Alternate to Gotham**

Connecting people with their next great opportunity.

Connecting people with their next great opportunity.

**Connecting people with their next great opportunity.**

**Frank Ruhl Libre - Alternate to Leitura News**

Connecting people with their next great opportunity.

Connecting people with their next great opportunity.

**Connecting people with their next great opportunity.**

TYPOGRAPHY

# Web Fonts

ZipRecruiter uses a sans serif font stack for web, which includes Arial. All button type is set in Arial. When Arial is used it is restricted to normal weight (300) and bold weight (700).

**Arial**

## The smartest way to hire.

## **The smartest way to hire.**

# Thank You