

# Brand Guidelines



## Usage

---

Default logo on black



White Logo on Dark Colored Background



**Note:** Please use the logo only in the approved formats and color variations as shown to maintain brand consistency. Avoid any modifications, distortions, or alternative color applications not included in these guidelines.



**Logo mark (Transparent Plug)**

---

Default logomark on black



White Logomark on Dark Colored Background



**Logo mark (White-Filled Plug)**

---

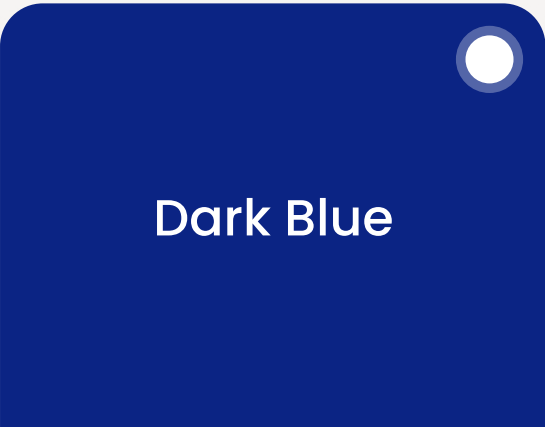
Default mark/icon



Default logo



# Primary colors




## Dark Blue

**#0B2484**  
**RGB:** (11, 36, 132)  
**CMYK:** (92%, 73%, 0%, 48%)  
**PANTONE® 3591 C**




## Aqua Blue

**#00D2D6**  
**RGB:** (0, 210, 214)  
**CMYK:** (100%, 2%, 0%, 16%)  
**PANTONE® 319 C**



**Dark Blue** is a bold, authoritative shade of blue that conveys trust, stability, and professionalism. It serves as the brand’s anchor color, ideal for logos, headers, and key interface elements. Its rich tone communicates confidence and credibility.



**Aqua Blue** is a bright, energetic color that adds a modern, fresh touch to the brand identity. It evokes a sense of innovation, clarity, and approachability. It complements the Dark Blue with a dynamic contrast, ideal for accenting and highlighting key elements.

# Primary colors | Shades and tints

## Dark Blue

<div>#040E35</div> <div>RGB: (4, 14, 54)</div> <div>CMYK: (92%, 74%, 0%, 79%)</div> <div>PANTONE® 296 C</div>	<div>#0B2484</div> <div>RGB: (11, 36, 132)</div> <div>CMYK: (92%, 73%, 0%, 48%)</div> <div>PANTONE® 3591 C</div>	<div>#5466A9</div> <div>RGB: (84, 102, 169)</div> <div>CMYK: (50%, 40%, 0%, 34%)</div> <div>PANTONE® 4141 C</div>	<div>#9DA7CE</div> <div>RGB: (157, 167, 206)</div> <div>CMYK: (24%, 19%, 0%, 19%)</div> <div>PANTONE® 7681 C</div>	<div>#CED3E6</div> <div>RGB: (206, 211, 230)</div> <div>CMYK: (10%, 8%, 0%, 10%)</div> <div>PANTONE® 2706 C</div>	<div>#E7E9F3</div> <div>RGB: (231, 233, 243)</div> <div>CMYK: (5%, 4%, 0%, 5%)</div> <div>PANTONE® 656 C</div>
---	--	---	--	---	--

12010090806030

## Aqua Blue

<div>#00CACD</div> <div>RGB: (0, 189, 193)</div> <div>CMYK: (100%, 2%, 0%, 24%)</div> <div>PANTONE® 2397 C</div>	<div>#00D2D6</div> <div>RGB: (0, 210, 214)</div> <div>CMYK: (100%, 2%, 0%, 16%)</div> <div>PANTONE® 319 C</div>	<div>#4DE0E2</div> <div>RGB: (77, 224, 226)</div> <div>CMYK: (66%, 1%, 0%, 11%)</div> <div>PANTONE® 2198 C</div>	<div>#99EDEF</div> <div>RGB: (153, 237, 239)</div> <div>CMYK: (36%, 1%, 0%, 6%)</div> <div>PANTONE® 304 C</div>	<div>#CCF6F7</div> <div>RGB: (204, 246, 247)</div> <div>CMYK: (17%, 0%, 0%, 3%)</div> <div>PANTONE® 656 C</div>	<div>#E5FAFB</div> <div>RGB: (229, 250, 251)</div> <div>CMYK: (9%, 0%, 0%, 2%)</div> <div>PANTONE® 656 C</div>
--	---	--	---	---	--

12010090806030



# Complimentary colors




Coral Red


#FF685B

RGB: (255, 104, 91)

CMYK: (0%, 59%, 64%, 0%)

PANTONE® 2345 C

 **Coral Red** brings energy and a bold, emotional appeal to the brand. It's ideal for urgent calls to action or to draw attention in interface elements. Its warmth contrasts and balances the cool tones of the primary palette.




Vivid Amber


#FFA841

RGB: (255, 168, 65)

CMYK: (0%, 34%, 75%, 0%)

PANTONE® 1365 C

 **Vivid Amber** is a warm, golden-orange tone that adds optimism and a sense of approachability. It's particularly effective in UI elements or illustrations to create visual hierarchy and friendliness.




Peach Blush

#FFA06E

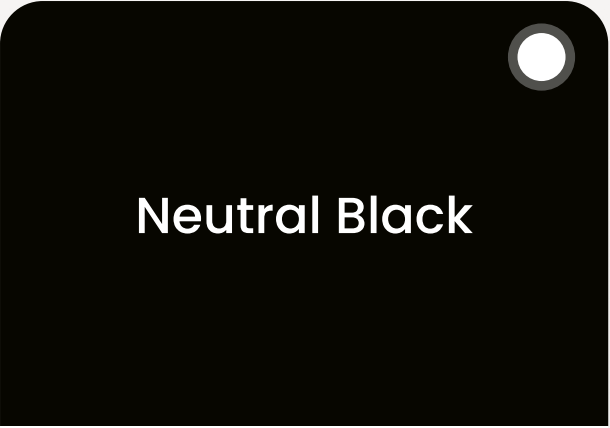
RGB: (255, 160, 110)

CMYK: (0%, 37%, 57%, 0%)

PANTONE® 163 C

 **Peach Blush** offers a soft, welcoming feel that supports accessibility and emotional warmth. It works well as a background accent or in storytelling visuals to convey ease and creativity.

# Neutral colors



Neutral Black


#070600

RGB: (7, 6, 0)

CMYK: (0%, 14%, 100%, 97%)

PANTONE® Black 6 C

**Neutral Black** serves as the foundation of the brand’s visual identity, conveying sophistication, strength, and timelessness. Ideal for primary text, backgrounds, and high-contrast elements, this shade anchors the palette with gravity and clarity.



Off-White


#F6F4F3

RGB: (246, 244, 243)

CMYK: (0%, 1%, 1%, 4%)

PANTONE® 663 C

**Off-white** offers a clean and modern aesthetic, perfect for backgrounds, secondary elements, or subtle overlays. It adds a sense of calm, balance, and minimalism to the brand’s visual language.



White

#FFFFFF

RGB: (255, 255, 255)

CMYK: (0%, 0%, 0%, 0%)

PANTONE® 11-0601 TPG

**White.** Used for clean spaces, accents, and contrasts, White enhances readability and brings a sense of freshness to all brand touch points.

# Complimentary colors | Shades and tints

## Coral Red

<div>#FF685B</div> <div>RGB: (255, 104, 91)</div> <div>CMYK: (0%, 59%, 64%, 0%)</div> <div>PANTONE® 2345 C</div>	<div>#FF958C</div> <div>RGB: (255, 149, 140)</div> <div>CMYK: (0%, 42%, 45%, 0%)</div> <div>PANTONE® 1625 C</div>	<div>#FFC3BD</div> <div>RGB: (255, 195, 189)</div> <div>CMYK: (0%, 24%, 26%, 0%)</div> <div>PANTONE® 2337 C</div>	<div>#FFE1DE</div> <div>RGB: (255, 225, 222)</div> <div>CMYK: (0%, 12%, 13%, 0%)</div> <div>PANTONE® 705 C</div>	<div>#FFFOEF</div> <div>RGB: (255, 240, 239)</div> <div>CMYK: (0%, 6%, 6%, 0%)</div> <div>PANTONE® 19-1710 TPX</div>
--	---	---	--	--

10090806030

## Vivid Amber

<div>#FFA841</div> <div>RGB: (255, 168, 65)</div> <div>CMYK: (0%, 34%, 75%, 0%)</div> <div>PANTONE® 1365 C</div>	<div>#FFC27A</div> <div>RGB: (255, 194, 122)</div> <div>CMYK: (0%, 24%, 52%, 0%)</div> <div>PANTONE® 149 C</div>	<div>#FFDCB3</div> <div>RGB: (255, 220, 179)</div> <div>CMYK: (0%, 14%, 30%, 0%)</div> <div>PANTONE® 7506 C</div>	<div>#FFEED9</div> <div>RGB: (255, 238, 217)</div> <div>CMYK: (0%, 7%, 15%, 0%)</div> <div>PANTONE® 7499 C</div>	<div>#FFF6EC</div> <div>RGB: (255, 246, 236)</div> <div>CMYK: (0%, 4%, 7%, 0%)</div> <div>PANTONE® 663 UP</div>
--	--	---	--	---

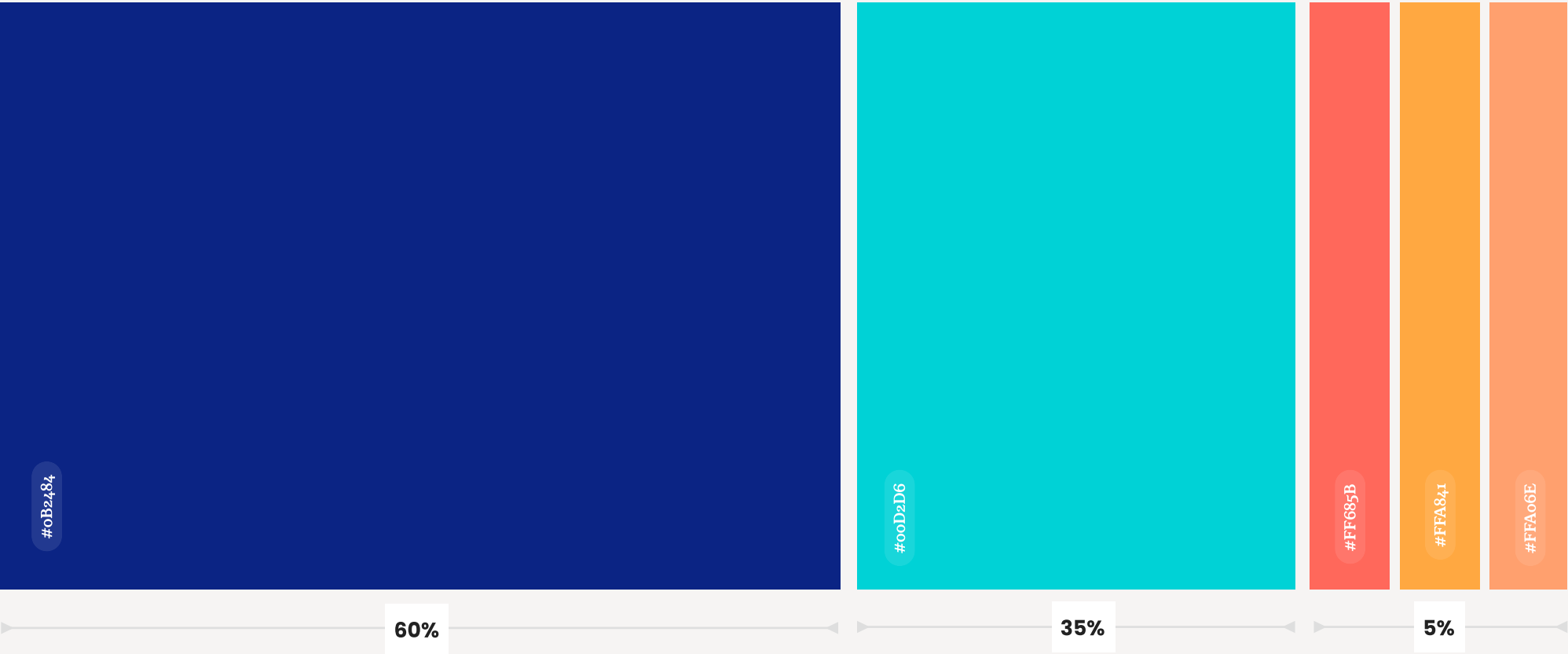
10090806030

## Peach Blush

<div>#FFA06E</div> <div>RGB: (255, 160, 110)</div> <div>CMYK: (0%, 37%, 57%, 0%)</div> <div>PANTONE® 163 C</div>	<div>#FFBD99</div> <div>RGB: (255, 189, 153)</div> <div>CMYK: (0%, 26%, 40%, 0%)</div> <div>PANTONE® 162 C</div>	<div>#FFD9C5</div> <div>RGB: (255, 217, 197)</div> <div>CMYK: (0%, 15%, 23%, 0%)</div> <div>PANTONE® 4032 C</div>	<div>#FFECE2</div> <div>RGB: (255, 236, 226)</div> <div>CMYK: (0%, 7%, 11%, 0%)</div> <div>Pantone 705 U</div>	<div>#FFF5F0</div> <div>RGB: (255, 245, 240)</div> <div>CMYK: (0%, 4%, 6%, 0%)</div> <div>Pantone 705 U</div>
--	--	---	--	---

10090806030

# Color Ratio



**Note:**

- Use Dark Blue and Aqua Blue for structural consistency and brand recognition.
- Use secondary colors strategically to infuse warmth and emphasis without overpowering the core brand identity.
- Maintain contrast and accessibility by testing color combinations for text and UI.

## Heading Typeface

**Young Serif**

**Ag**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**RSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**wxyz**

**0123456789 !@#\$%^&\*()**

## Body Typeface

**Poppins**

**Ag**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**UVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**wxyz**

**0123456789 !@#\$%^&\*()**

# Iconography

Our iconography set is designed to ensure uniformity in thickness, size, and color across various digital platforms and marketing assets. Each icon seamlessly integrates into websites and other materials, maintaining a consistent and cohesive visual appearance to enhance brand identity and user experience.

The icons should only be used in the official CareerPlug color palette.



# Photography

**Authenticity:** Capture real employees in their actual roles. Aim for genuine moments over staged poses.

**Lighting:** Use natural light or soft studio lighting to avoid harsh shadows. Ensure subjects are well-lit and evenly illuminated.

**Focus & Clarity:** Images should be sharp, high-resolution, and free from distracting blurs.

**Color Profile:** Stick to a neutral or slightly warm tone for a friendly and professional look. Avoid heavy filters.

