zety

Brand Styleguide

Our Values

We are Zety.

We are proffessionals.
The highest rated value by our team is professionalism. It is manifested both in the product and in the behavior of the organization. We want to be perceived as a company that has expert knowledge in labor market. We also want to emphasize the significant amount of content created over the years, which aims to educate our users. We want to give our recipients a sense that they can rely on us.

We are highly passionate about what we do.
The fact that we are professionals is a consequence of working with passion and a great desire to develop. We want our recipients to feel this passion, and we want to give an example of how to work.

We are enthusiasts of career building.
Inspired by the dictionary definition, enthusiasm is "the state of emotional involvement in something". Our enthusiasm comes from the combination of professionalism, passion and development. Our enthusiasm is contagious, we want the recipient to be able to feel it during contact with our brand.

Logo Origins

On the first sight, our logo is very simple. However, it means a lot to us. It clearly communicates everything we do. Here is a history of it's origins.

Four primary brand values:
– Professionalism
– Passion & Growth
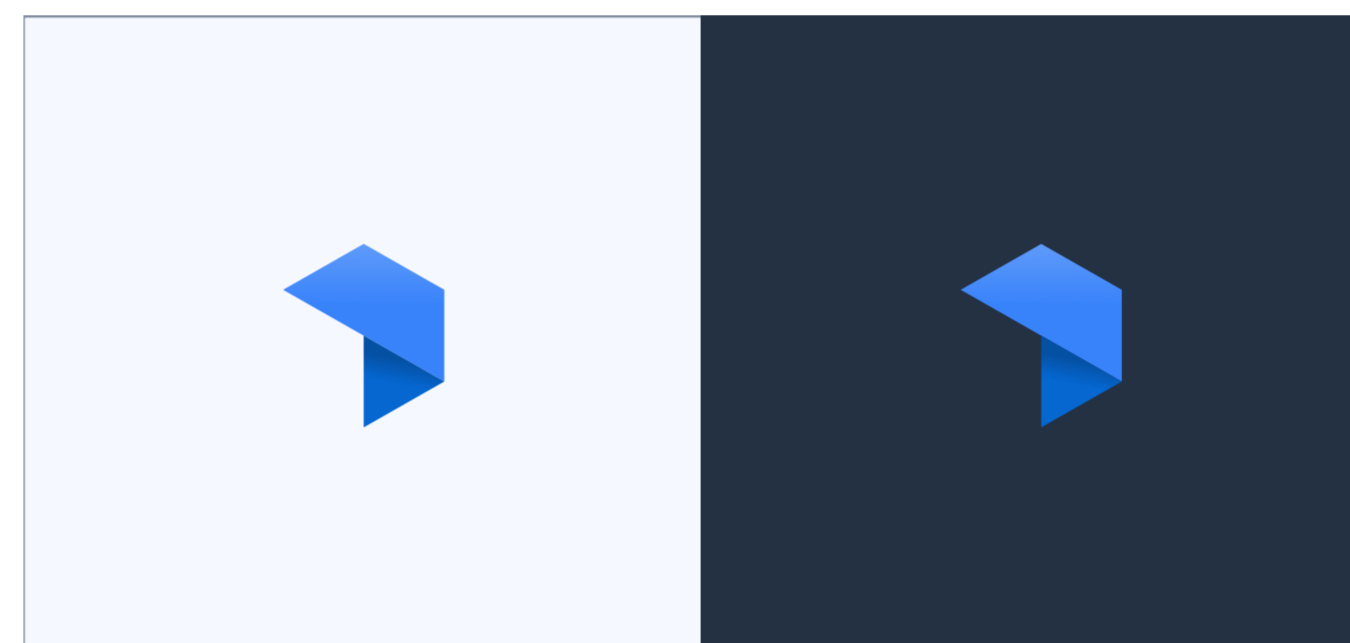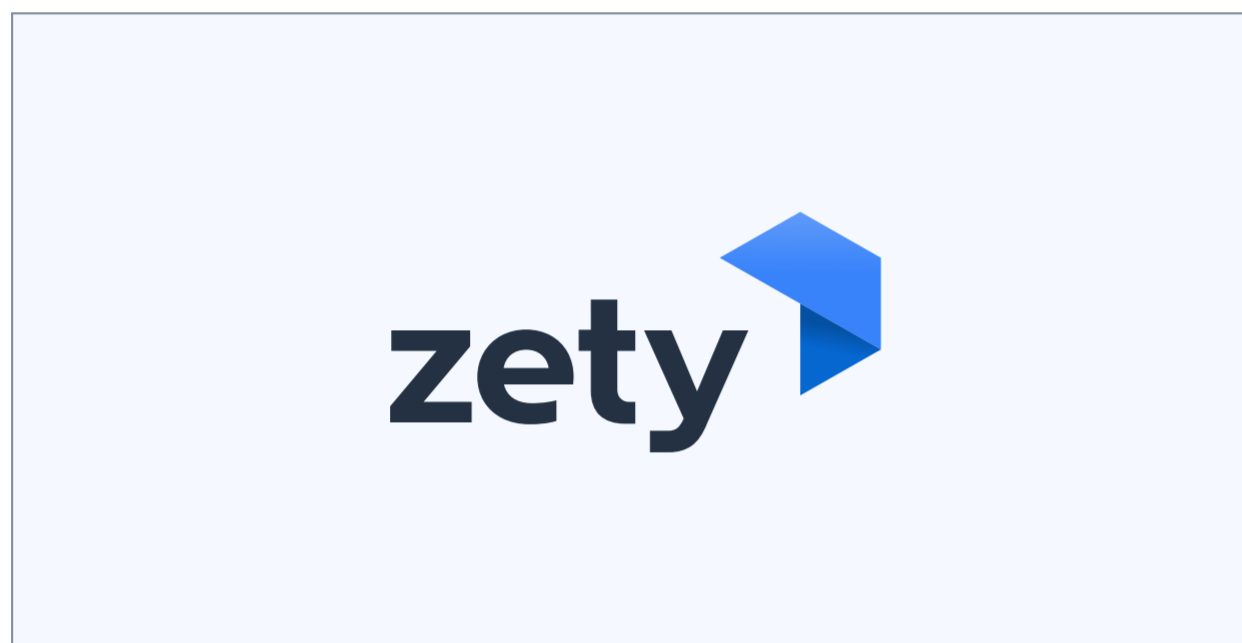– Enthusiasm
– You!

+

Symbol of folded document

+

Sign of growth and start
—"It's good to start now!"

=

Logo: Forms And Orientations

We love our logo, and we require that you follow these guidelines to ensure it always looks its best.
Our logo is the combination of a simple and modern wordmark with the icon.

In cases when the brand has already been established we simply use the icon on its own. You can use the icon without a wordmark, but never use the wordmark without the icon.
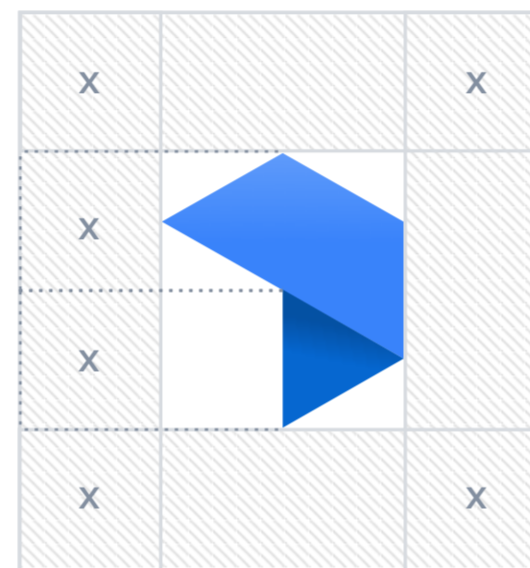
Proportions

Clear Space And Minimum Sizes

Exclusion Zone

Keep this margin around the logo clear for best appearance. The margin equals the height of "z" letter and the height of lower triangle in the symbol.

Minimum Size

Zety logo should never be smaller than 80px in digital or 23mm in print.

Zety icon should never be smaller than 30px in digital or 8mm in print.

Logo Colors

Here are three main rules to make sure the logo mark always looks its best.

Standard logo	White text on dark background	Contrast colored background

On the light background use standard logo with blue symbol.

In case of the dark background make sure that there is enough contrast between the background and logo symbol.
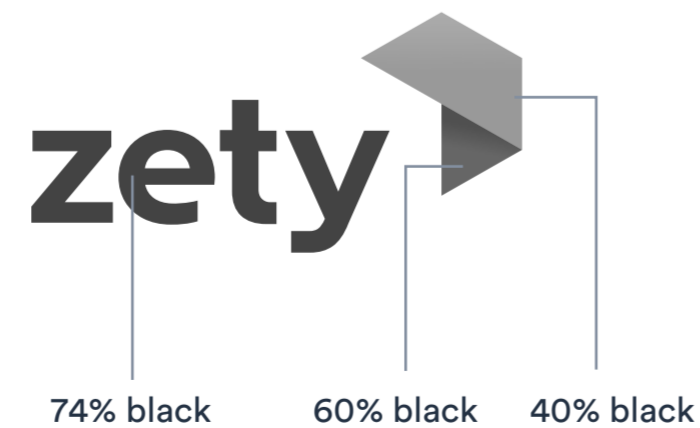Use the white version otherwise.

Use the white logo to place on the colored background that would interfere with the standard logo.

Printed Logo
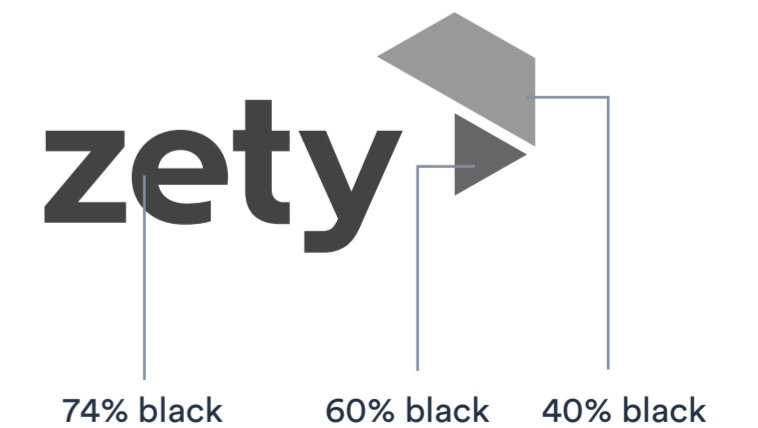
Digital and printed materials

Greyscale

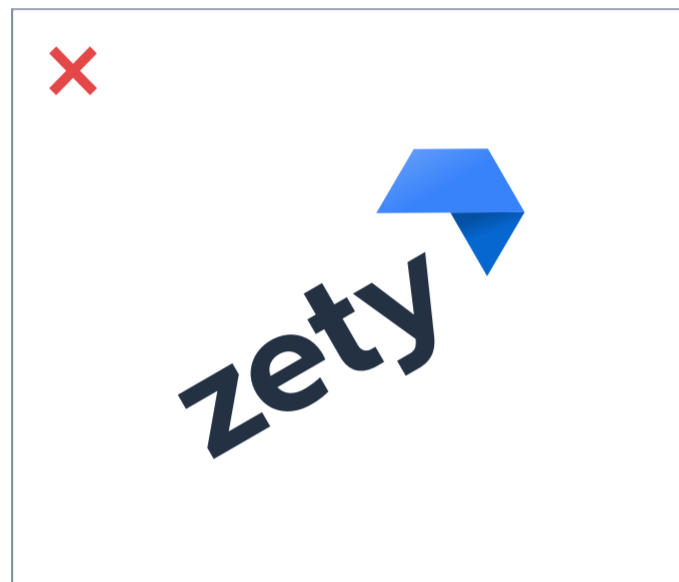74% black   60% black   40% black

Stencil printing

One-color print or plotter

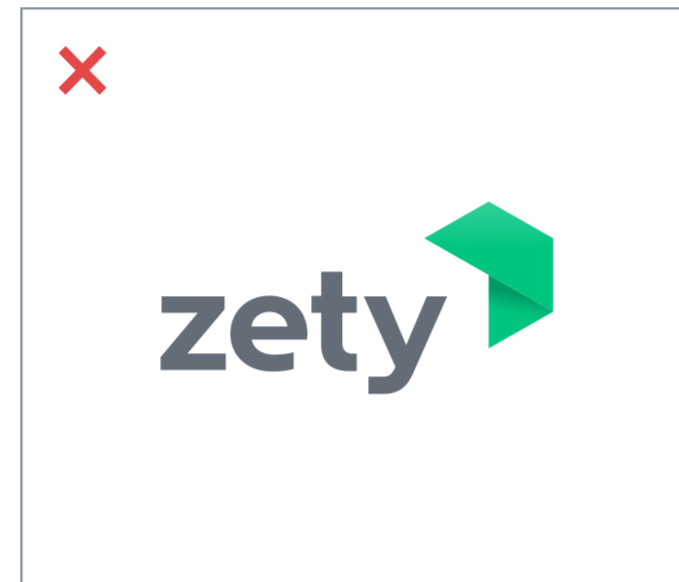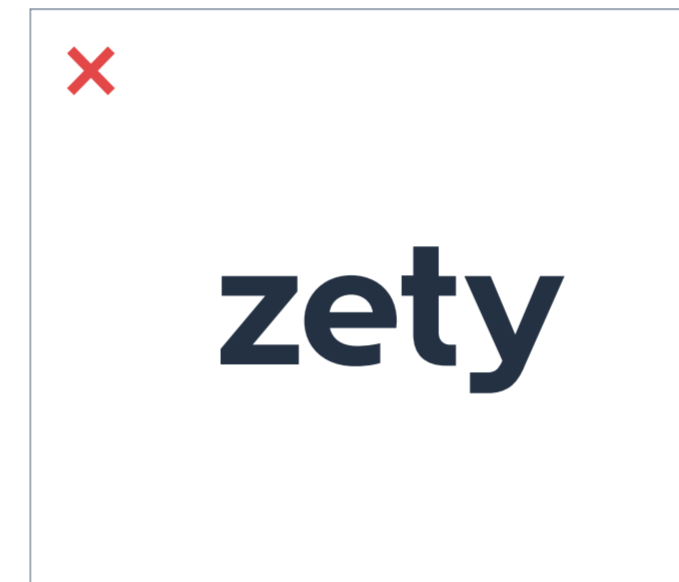74% black   60% black   40% black

Logo Misuse

It's important to save visual consistency through our services. With that in mind, keep our logo in it's original form at all times. Don't modify, recompose or edit it in any way. Here are some examples how you don't want to present our logo.
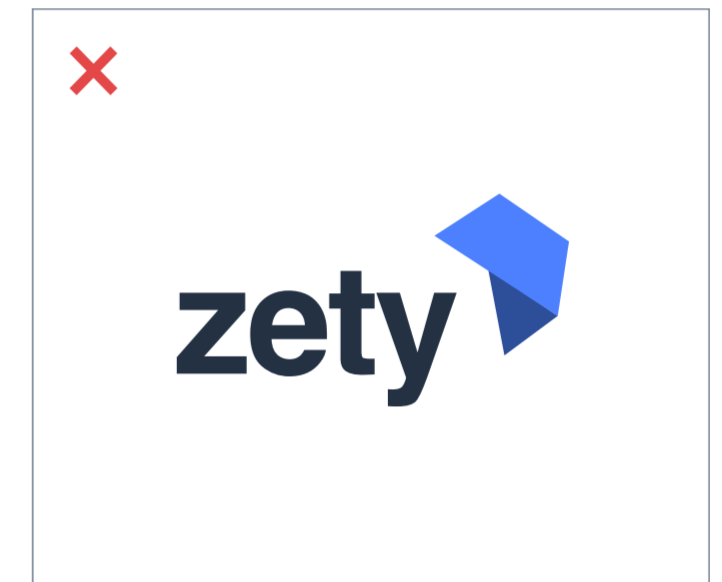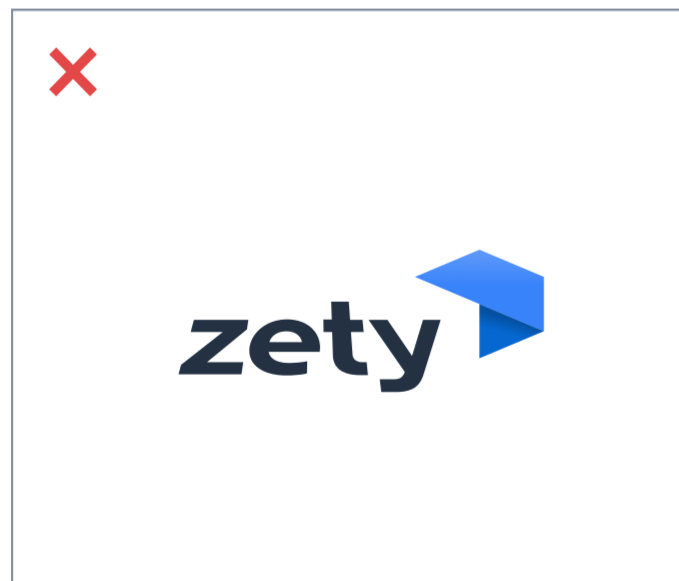
Don't rotate the logo

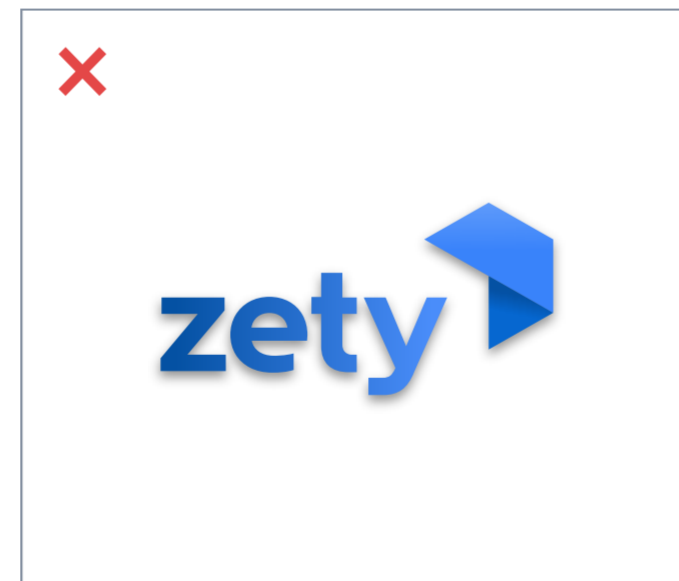Never change the color of logo or symbol
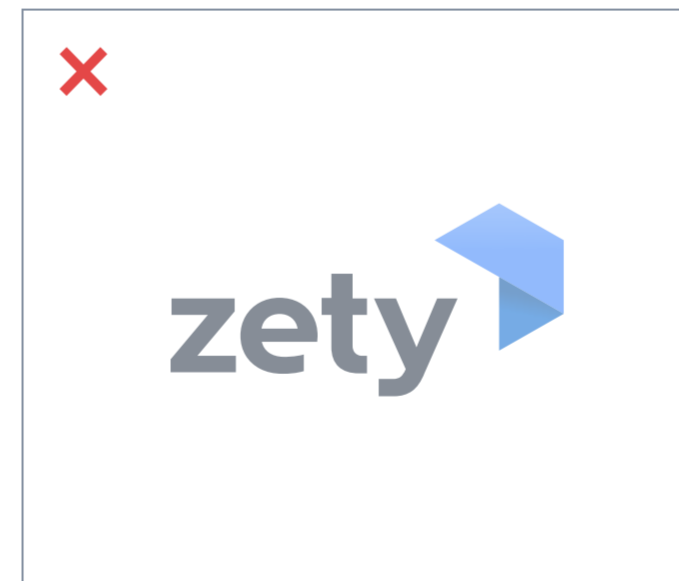
Never use the wordmark without the icon

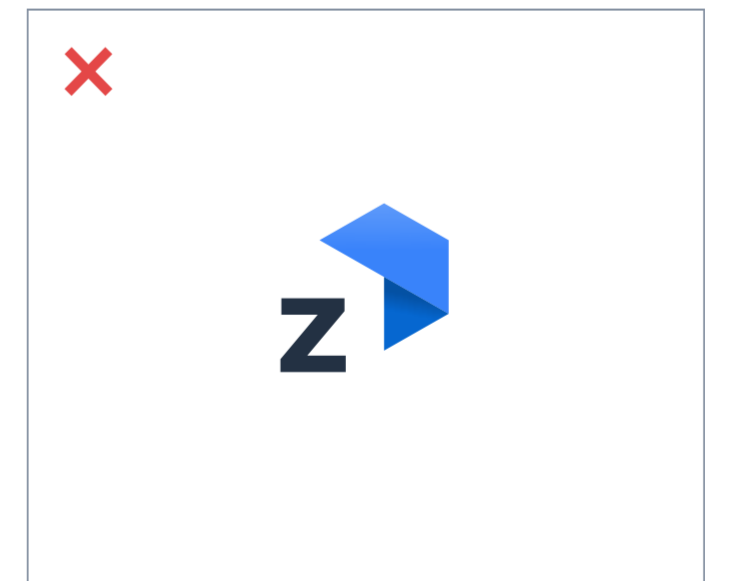Don't change the wordmark font or recreate the symbol

Don't distort the logo in any way

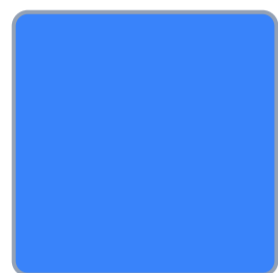Don't apply gradient or shadow

Never add opacity to the logo

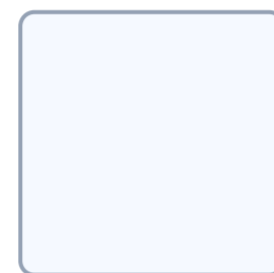Don't use short names or abbreviations

Brand Colors

Colors are very important, as they help to establish mood and atmosphere of the brand. A light color palette with blue accents remains clean and friendly for our clients.
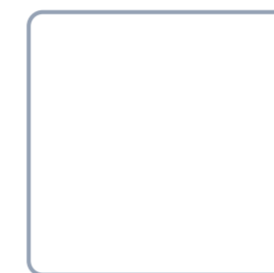
Primary

#color-dodger-blue
#3983FA 100%
rgb 57 131 250
cmyk 77 48 0 2

#color-bg-blue
#F5F9FF 100%
rgb 245 249 255
cmyk 4 2 0 0

#color-white
#FFFFFF 100%
rgb 255 255 255
cmyk 0 0 0 0

#color-red
#E44747 100%
rgb 228 71 71
cmyk 0 69 69 11

Secondary

#color-dark-blue
#0667D0 100%
rgb 6 103 208
cmyk 97 50 0 18

#color-dark-slate
#293F71 100%
rgb 41 63 113
cmyk 64 44 0 56

#color-dark-grey
#233143 100%
rgb 35 49 67
cmyk 48 27 0 74

#color-grey
#838FA0 100%
rgb 131 143 160
cmyk 18 11 0 37

#color-dark-blue-grey
#173242 100%
rgb 23 50 66
cmyk 65 24 0 74

#color-dark-teal
#003342 100%
rgb 0 51 66
cmyk 100 23 0 74

#color-black
#000000 100%
rgb 0 0 0
cmyk 0 0 0 0

#color-reddish
#D04141 100%
rgb 208 65 65
cmyk 0 69 69 18

Typography

HK Grotesk Medium and HK Grotesk Semibold are used in the website, promotional and printing materials. This simple grotesk font has a geometric look and friendly nature.

Aa

HK Grotesk Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

acdefghijklmnopqrstuvwxyz

1234567890@#$%^&*()<>?·/

HK Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

acdefghijklmnopqrstuvwxyz

1234567890@#$%^&*()<>?·/

Icons

We use a variety of icons from the Streamline 3.0 Regular set. These icons communicate friendliness and professionality.
Clean lines and simple forms represent our attitude to work.

Additionally, we use spot illustrations. Each one is designed to fit specific page. Never use spot icons on pages it was not intended for. Next pages deliver more information about the style of our illustrations.
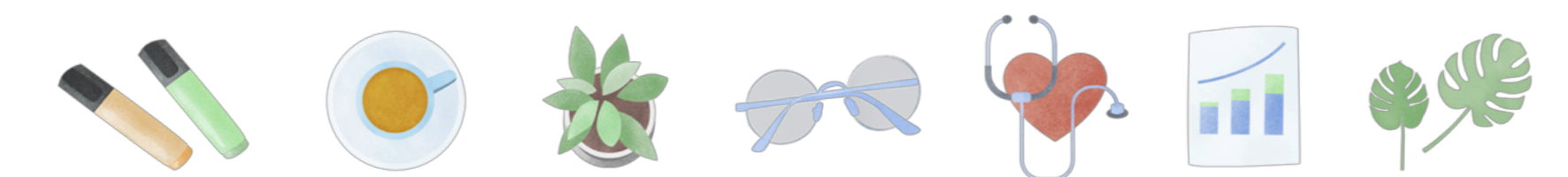
Homepage spot illustrations

Blog post illustrations: Thematic, related to specific industries

Blog post illustrations: General

Illustrations: Role

Illustration is a very effective tool that plays an important role in our visual identity. It helps to create a coherent visual image of the brand and facilitates communication between brand and users. In addition, using them allows to convey ideas that are impossible to demostrate with photography.

Our illustration style focuses on main values of our brand, which are: passion & growth, impact, communication & transparency. These values have been translated directly into visual principles, which are described below:
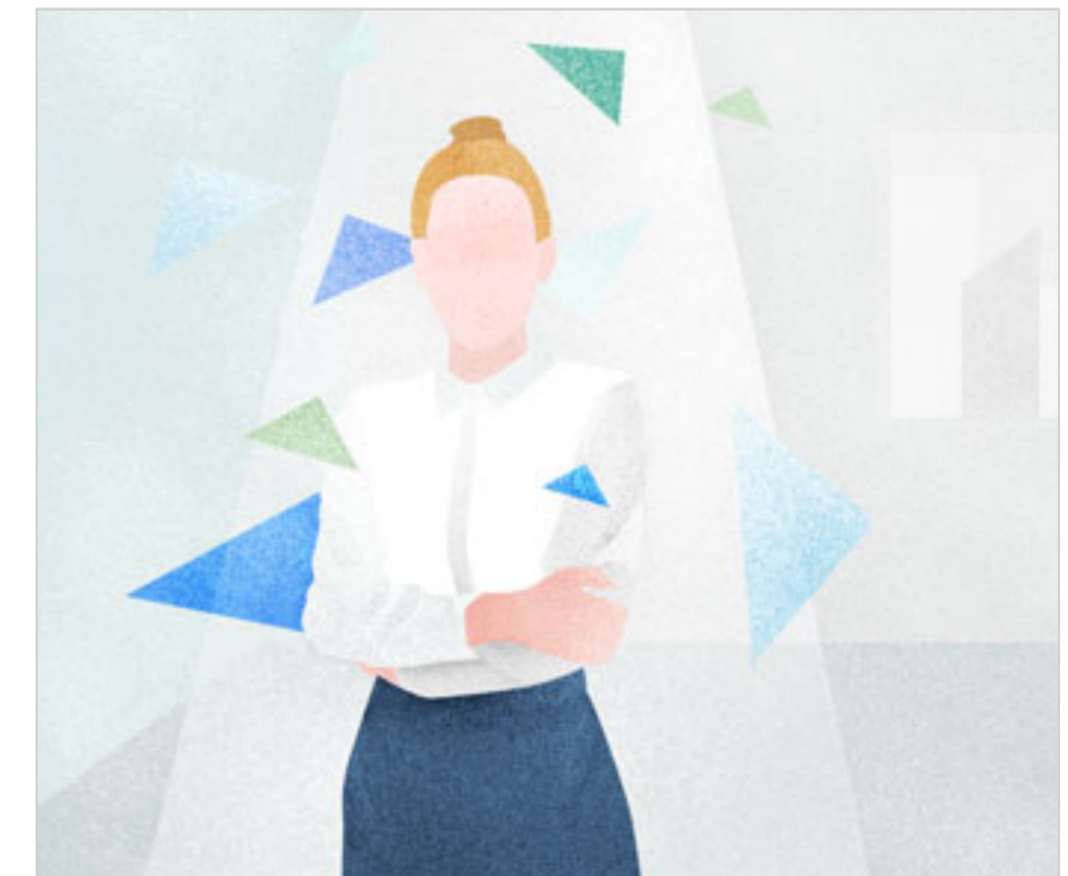
Passion & Growth

Impact

Communication & Transparency

Uniqueness

Realism

Delicacy & Humanity

Passion & Growth → Uniqueness

We are the people of passion and always work with involvement and will to develop. We would like our users to feel these traits, that is why we chose to be unique and original. We refused to use pre-made assets. Each one of our illustrations were created from scratch and with passion. They gave birth in heads of experienced designers, who started from draft, through colouring, to end up with final details. Thanks to that they respond to our nonstandard needs and are 100% consistent with an image of the brand.

Impact → Realism

We are the company, which possesses the expert knowledge in the scope of labour market. This is a subject that is commonly considered to be difficult and unfamiliar. We are determined to change that state by proposing our professional and user-friendly solutions. We think. We know what our goal is, how to measure it and achieve it. For that reason we chose a realistic approach to the illustration. We would like to underline, that each one of our users may rely on us and communication between the brand and the end user may be a very usefull tool to reach that goal.

Communication & Transparency → Delicacy & Humanism

We believe that good communication and trust is the basis of business. We want to help our users with tough situations on the labour market. We communicate openly. Illustrations, which represents us show human sides, our users, us and daily cases. Brushwork, that was applied on every illustration, compounds the effect of softness and serenity.
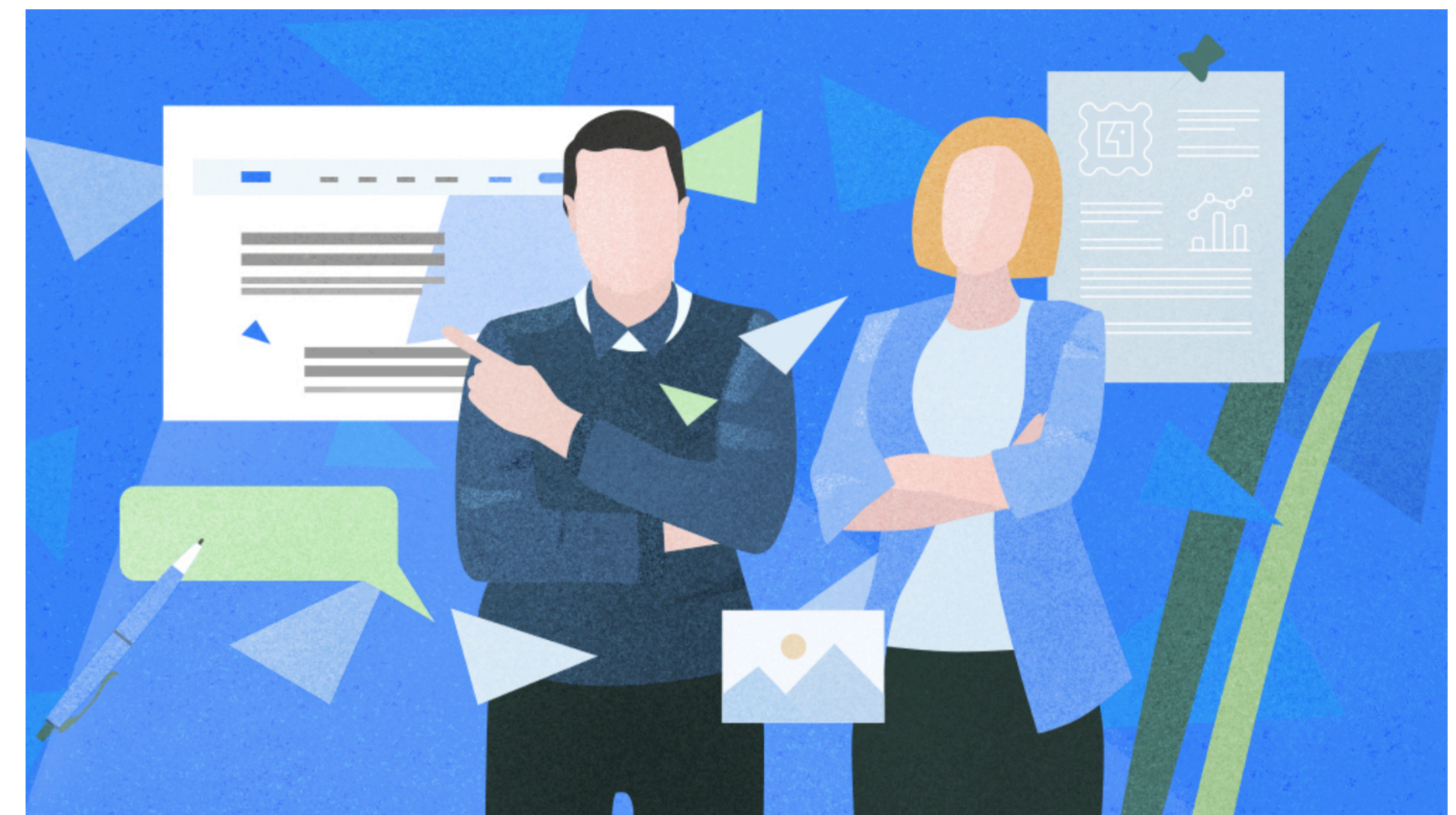
Illustrations: Style

Vector   +   ## Texture

The most important base of every illustration is vectorial form. It defines basic coloring of illustra- tion end its general shape.

To make every illustration unique, each of them owns texture, which forms subtle, slightly painterly style. Every shadow and light is an effect of freehand mode- ling of illustration. Thanks to that every illustration becomes a little peace of art and is iminitable.
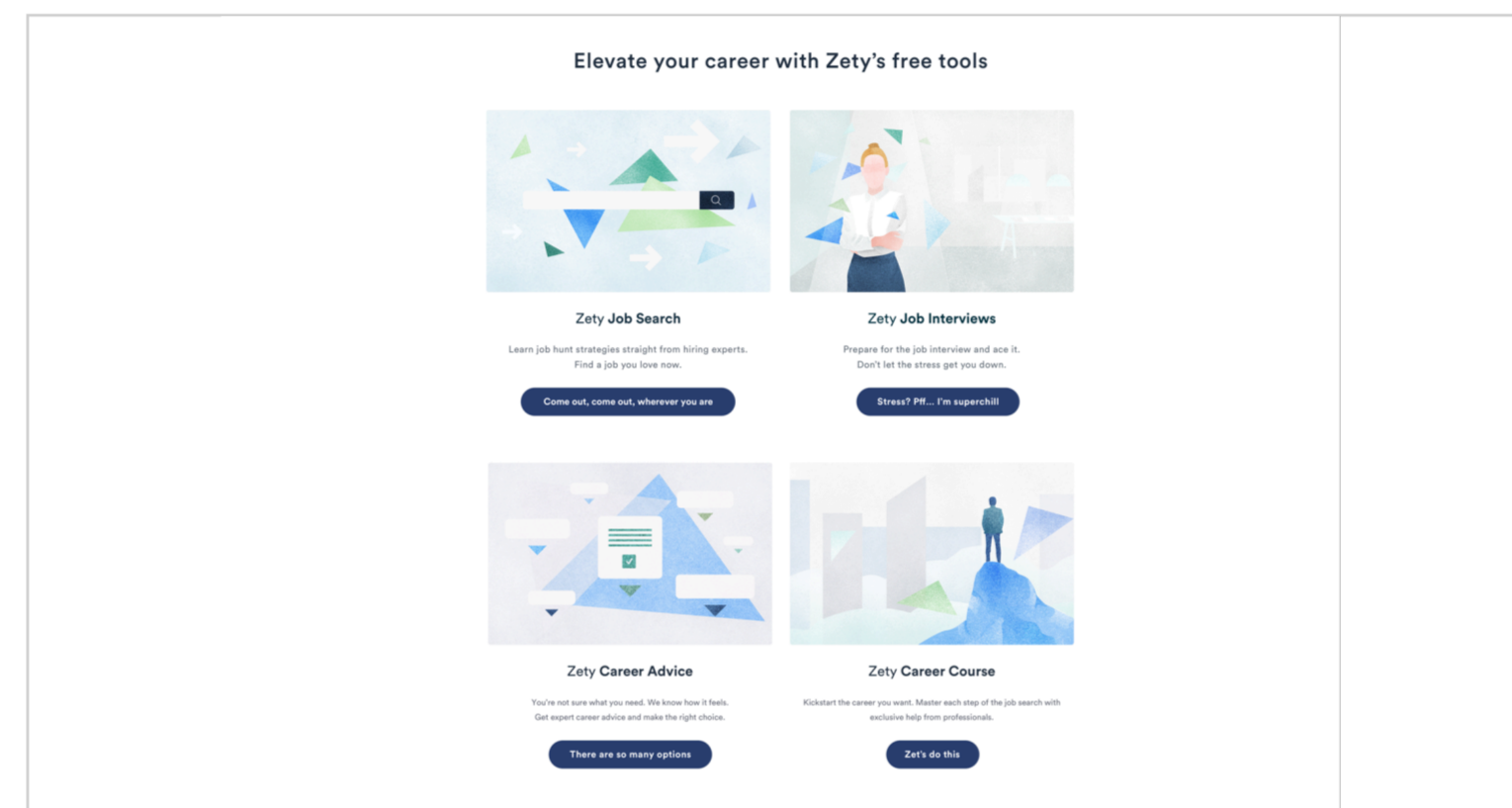
Illustrations: Formats

The visual identity of Zety brand follows four kinds of illustrations, which
should be applied according to their destination.
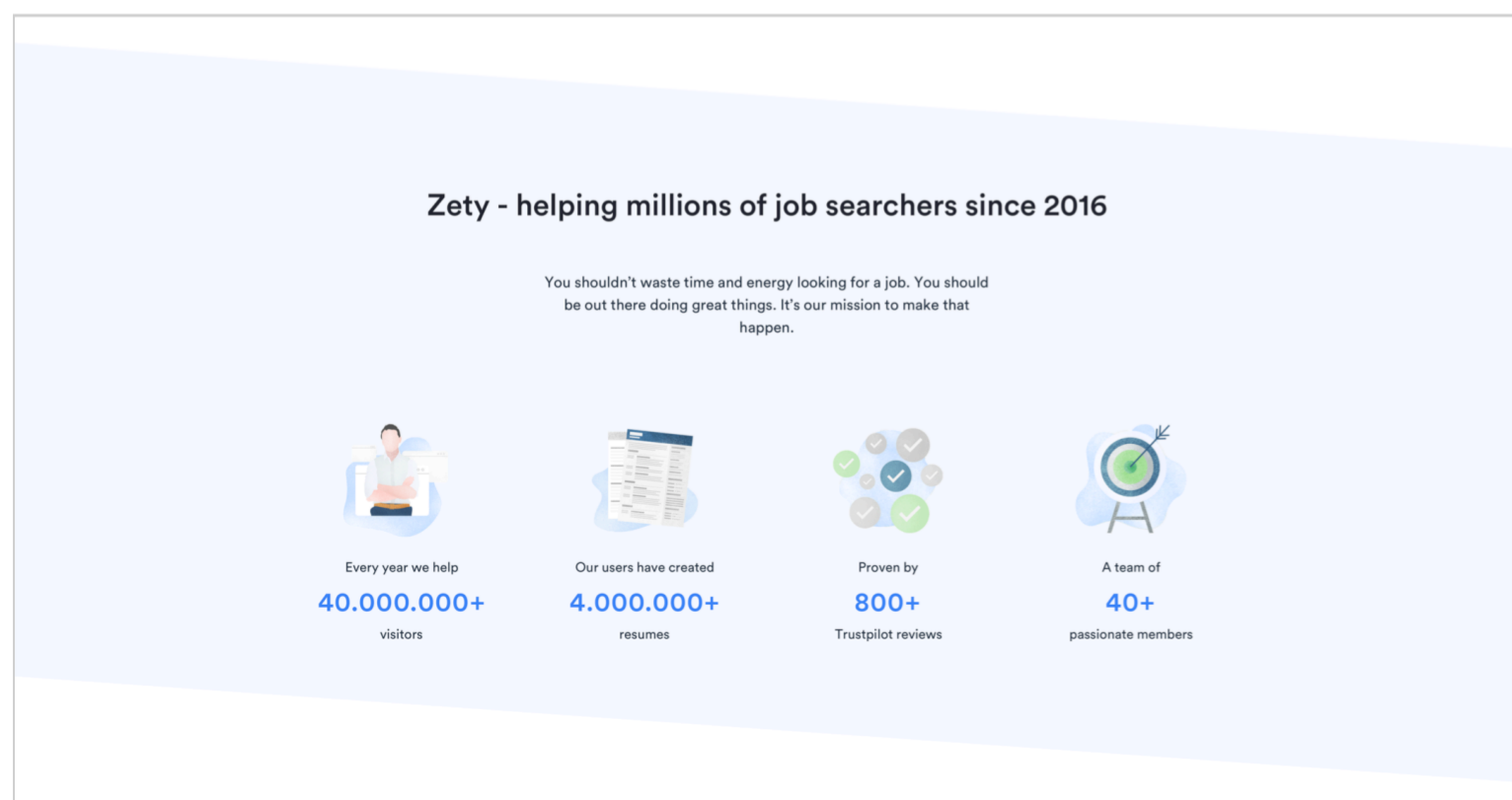Every illustration maintains the same approach in the field of color and style.
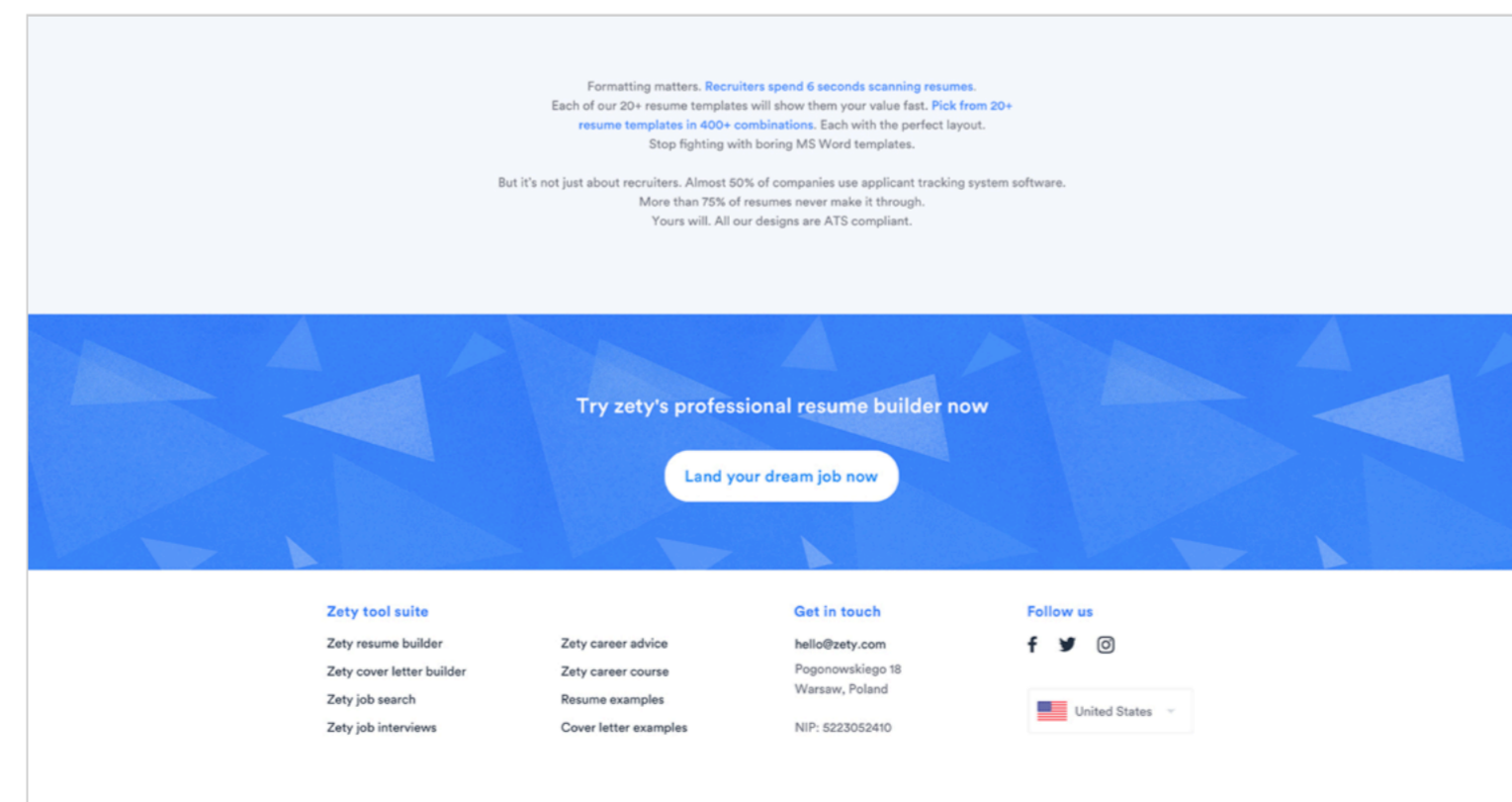
Hero illustration
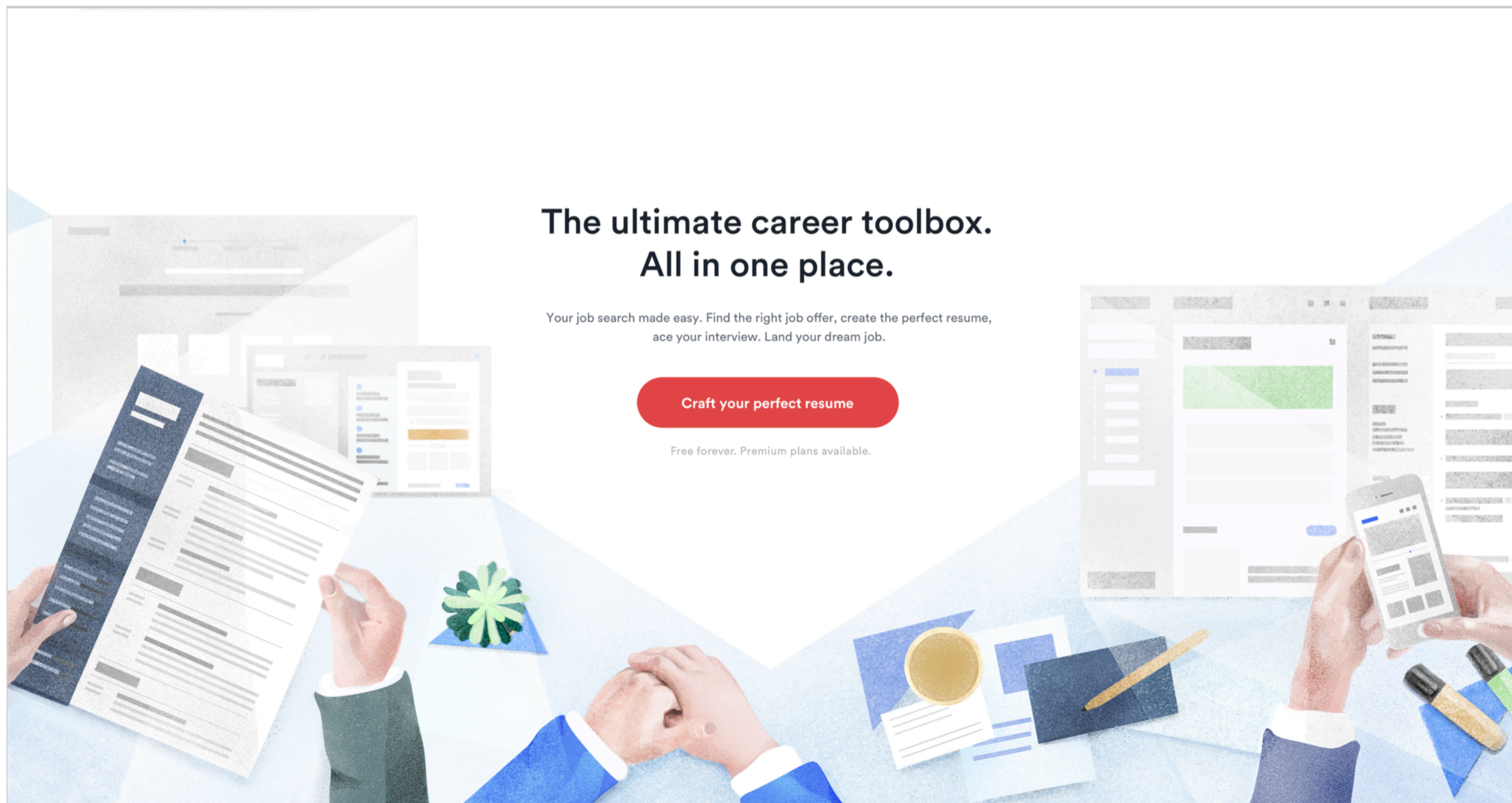

Medium illustration

Spot illustration

Pattern illustration

Hero Illustration

Hero illustrations are the most complex kind of composition. They consist of many elements and are positioned in the headings of the webpage. Their role is to visually describe the concept of key product and service. They should inspire the user to further activities.

Medium Illustration

Illustrations of a medium level of complexity are meant to pass the most diversed spectrum of information. They can be as complex as the user wishes them to be. Medium illustrations, not like spot illustrations, always presents a foreground and a background.

Spot Illustration

Spot illustration are the smallest illustrations. They are used to express less complex concepts. Spot illustration shows simple object that stands on its own, without a background scene. They are very meaningful and have one point of focus.

Pattern Illustration

The main theme of the visual identification are triangles, which are present in many illustrations. We developed two patterns, which are fully resizable depending on a necessity.

Formatting matters. Recruiters spend 6 seconds scanning resumes.
Each of our 20+ resume templates will show them your value fast. Pick from 20+
resume templates in 400+ combinations. Each with the perfect layout.
Stop fighting with boring MS Word templates.

But it's not just about recruiters. Almost 50% of companies use applicant tracking system software.
More than 75% of resumes never make it through.
Yours will. All our designs are ATS compliant.

Try zety's professional resume builder now

Land your dream job now

Zety tool suite

Zety resume builder

Zety cover letter builder

Zety job search

Zety job interviews

Zety career advice

Zety career course

Resume examples

Cover letter examples

Get in touch

hello@zety.com

Pogonowskiego 18
Warsaw, Poland

NIP: 5223052410

Follow us

United States

Illustrations: Colors

The main foundations of illustration, like realism, uniqueness and subtlety of composition, resulted in broadening the color palette of Zety Brand. Tints that are listed below are the colors of a minor saturation and pastel character. Blue tones of illustrations base on a main color of the brand which is **#color-dodger-blue**. Working with this color palette is especially important while using hero illustration. It is acceptable to make small color variations while using medium and spot illustrations.

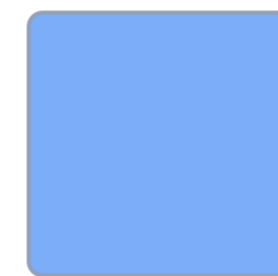ⓘ Undermentioned color palette does not apply to blog posts (eg. blog components)

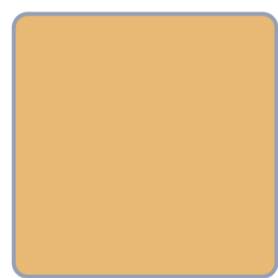## Basic Palette

#426384 100%
rgb 66 99 132
cmyk 50 25 0 48

#3983FA 100%
rgb 57 131 250
cmyk 77 48 0 2

#7BADF9 100%
rgb 123 173 249
cmyk 54 26 0 0

#DCEDF9 100%
rgb 220 237 249
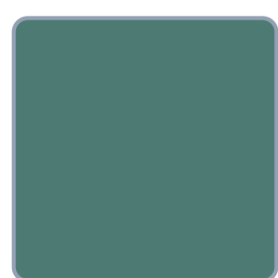cmyk 16 2 1 0

#E8B974 100%
rgb 6 103 208
cmyk 97 50 0 18

#CECECE 100%
rgb 206 206 206
cmyk 22 16 17 1

#EAEAEA 100%
rgb 234 234 234
cmyk 10 7 8 0

#3E3E3E 100%
rgb 237 237 237
cmyk 8 6 7 0

#4D7A73 100%
rgb 77 122 115
cmyk 71 33 51 19

#D6FFCA 100%
rgb 214 255 202
cmyk cmyk 21 0 31 0

#E9C8C5 100%
rgb 233 200 197
cmyk 9 26 19 0

#F8D4CD 100%
rgb 248 212 205
cmyk 1 22 17 0

Illustrations: Blog Posts

Blog components are the set of 3 patterns, 6 colors and 26 spot illustrations, which can be used to compose different illustrations and use them within heading section of blog post and resume-examples subpage. These components are designed specially to provide thematic variety.

ⓘ Blog posts' color palette in "Resume example" section differs from standard color palette of Zety illustrations.

Main principles of creating illustrations from components are:

1. Choose one pattern and one background color;

2. Use 5–7 spot illustrations—pick them in terms of blogpost topic;

3. Change the sizes of spot illustrations;

4. Do not cover any of spot illutsrations with other spot illustration;

5. Try to steadily infill the background;

6. Keep distance between two spot illustrations. let them breath;

7. Spot illustrations can be placed partially out of a visible background—you don't have to be afraid of that. However, design decisively: never leave small part in or out of the canvas. Spot illustrations may become indiscernible because of that.

Next pages present you some good and inappriopriate examples of using blogposts' components. Beware of wrong usage and inspire yourself with the proper ones.

Blog Components

Blog Post Palette
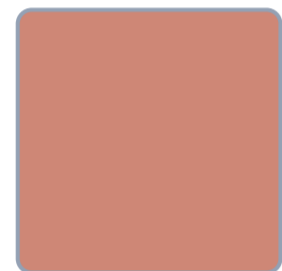
#A193DF 100%
rgb 161 147 223
cmyk 43 45 0 0

#9DB7EC 100%
rgb 157 183 236
cmyk 43 23 0 0

#9EBF97 100%
rgb 158 191 151
cmyk 44 11 49 0

#F7D08B 100%
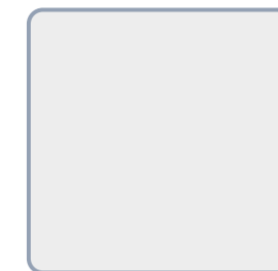rgb 247 208 139
cmyk 3 20 52 0

#CE8776 100%
rgb 206 135 118
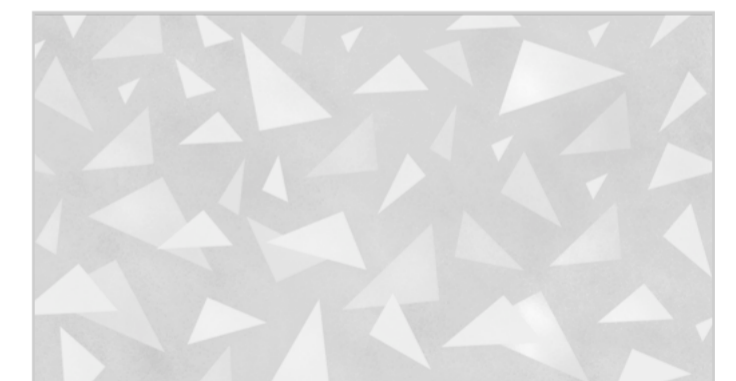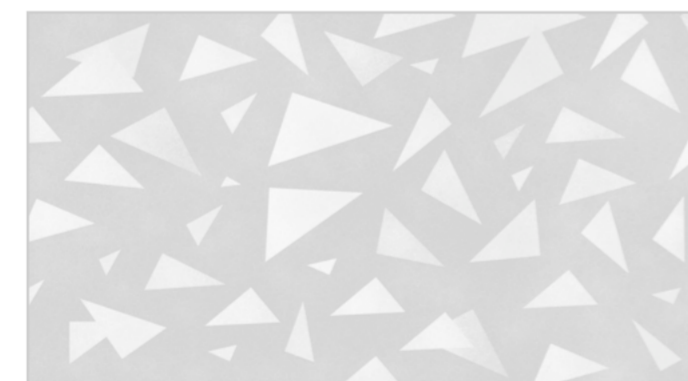cmyk 16 53 49 0

#C6935C 100%
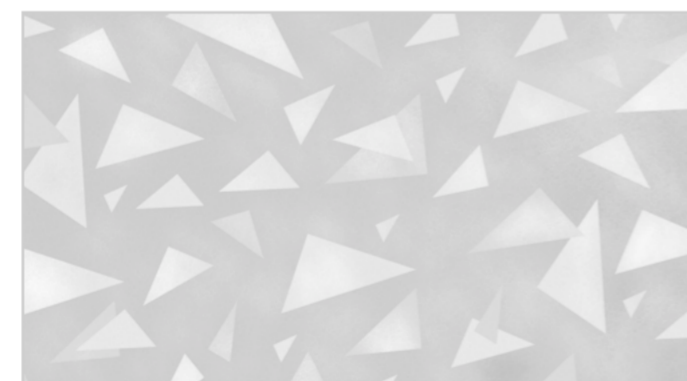rgb 198 147 92
cmyk 20 42 67 8

#EAEAEA 100%
rgb 234 234 234
cmyk 10 7 8 0

#EDEDED 100%
rgb 237 237 237
cmyk 8 6 7 0

Patterns

Examples of spot illustration