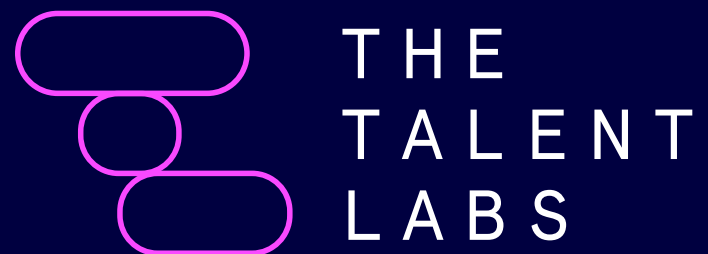


Version 1.0

Brand Guidelines



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Best Practice

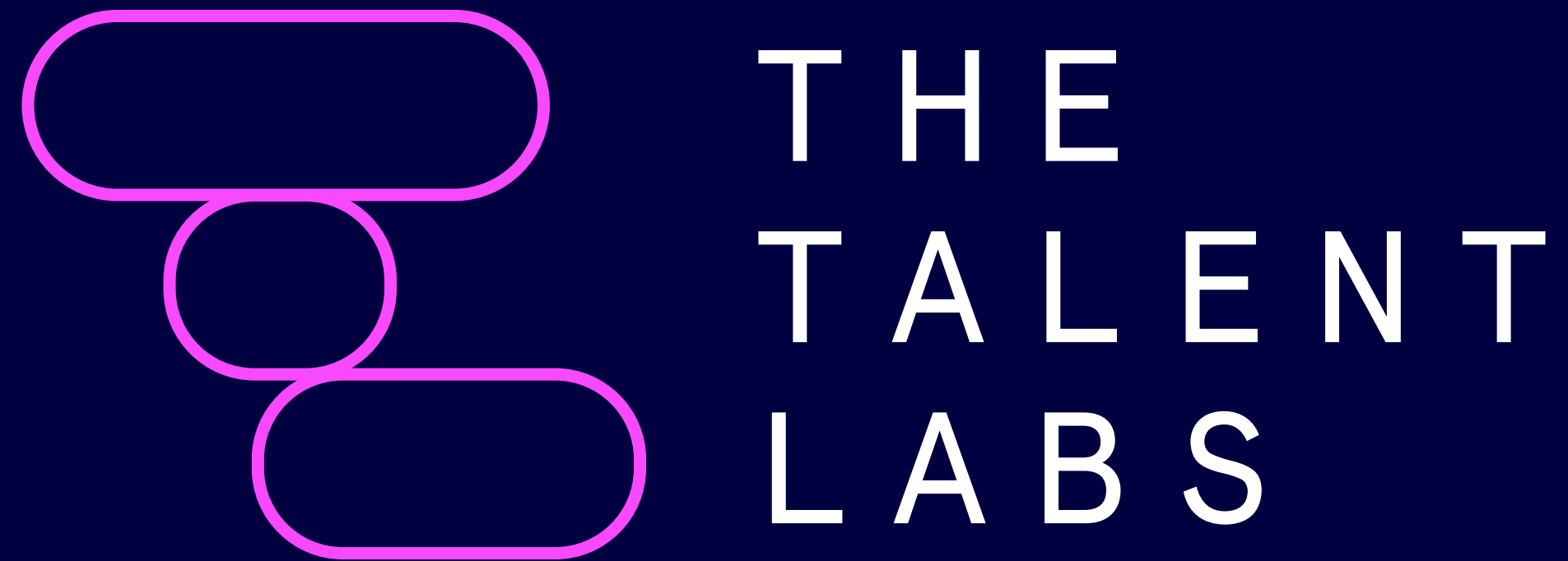
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Brand Toolkit

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Logo

The Talent Labs logo is an evolution from the previous brand mark. The shapes are simple and bold, communicating elements coming together to create a whole, movement, technology and collaboration.



Logo Exclusion Zones & Minimum Sizes

01. Clear space

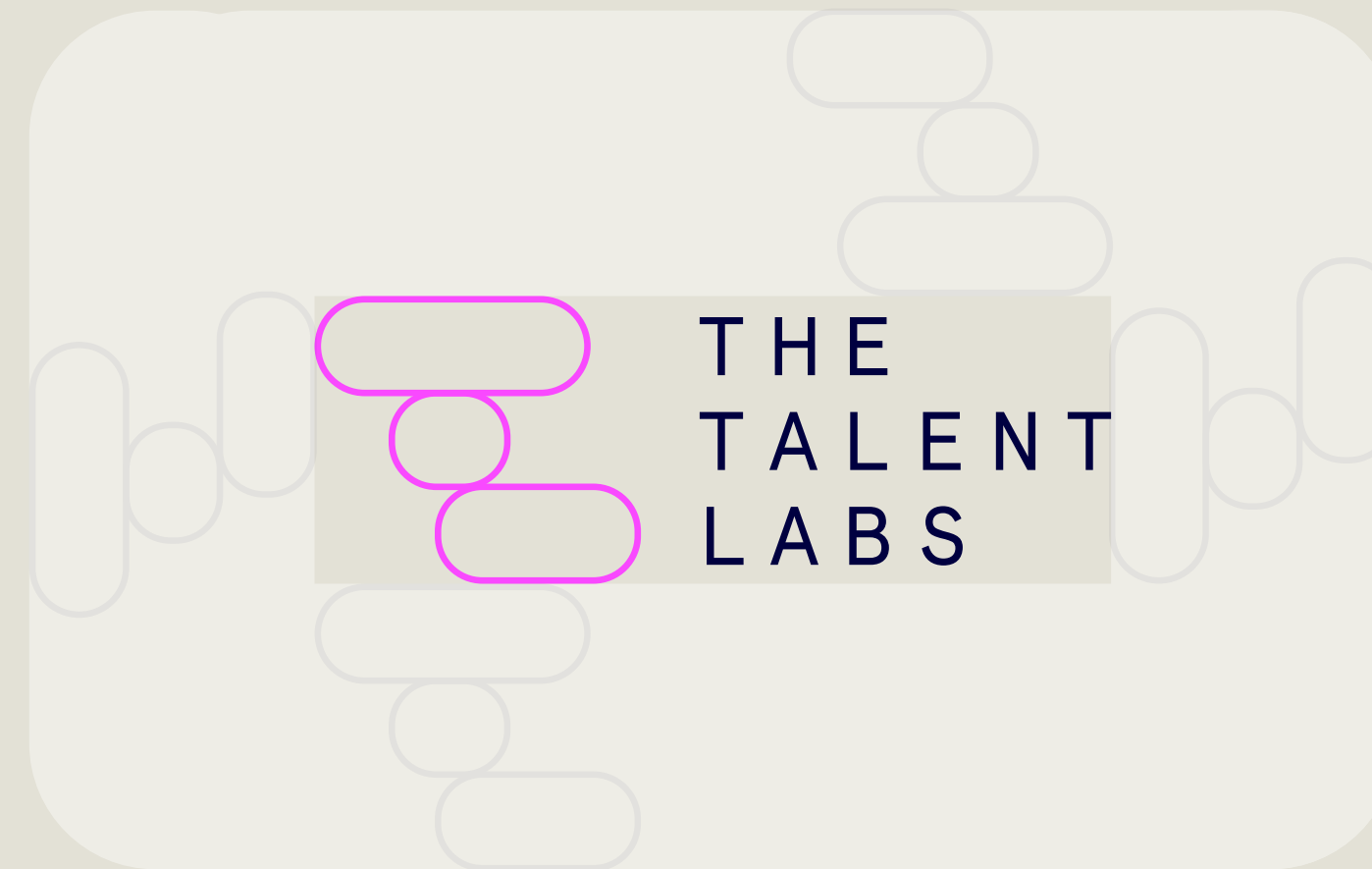
Always give the logo space to breathe. Determined by the height of the brandmark, the clear space has been designed to give our logo the prominence it needs.

02. Minimum size

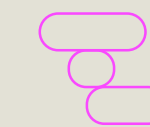
The minimum size the logo should be used is 30mm wide. This has been set so that the type is always legible.

03. Digital Avatar

When space is extremely limited, such as a favicon, or social media profile image, the brandmark can be used independently from the text as shown here. The minimum size this should be used is 5mm wide.



Minimum Size
30mm wide

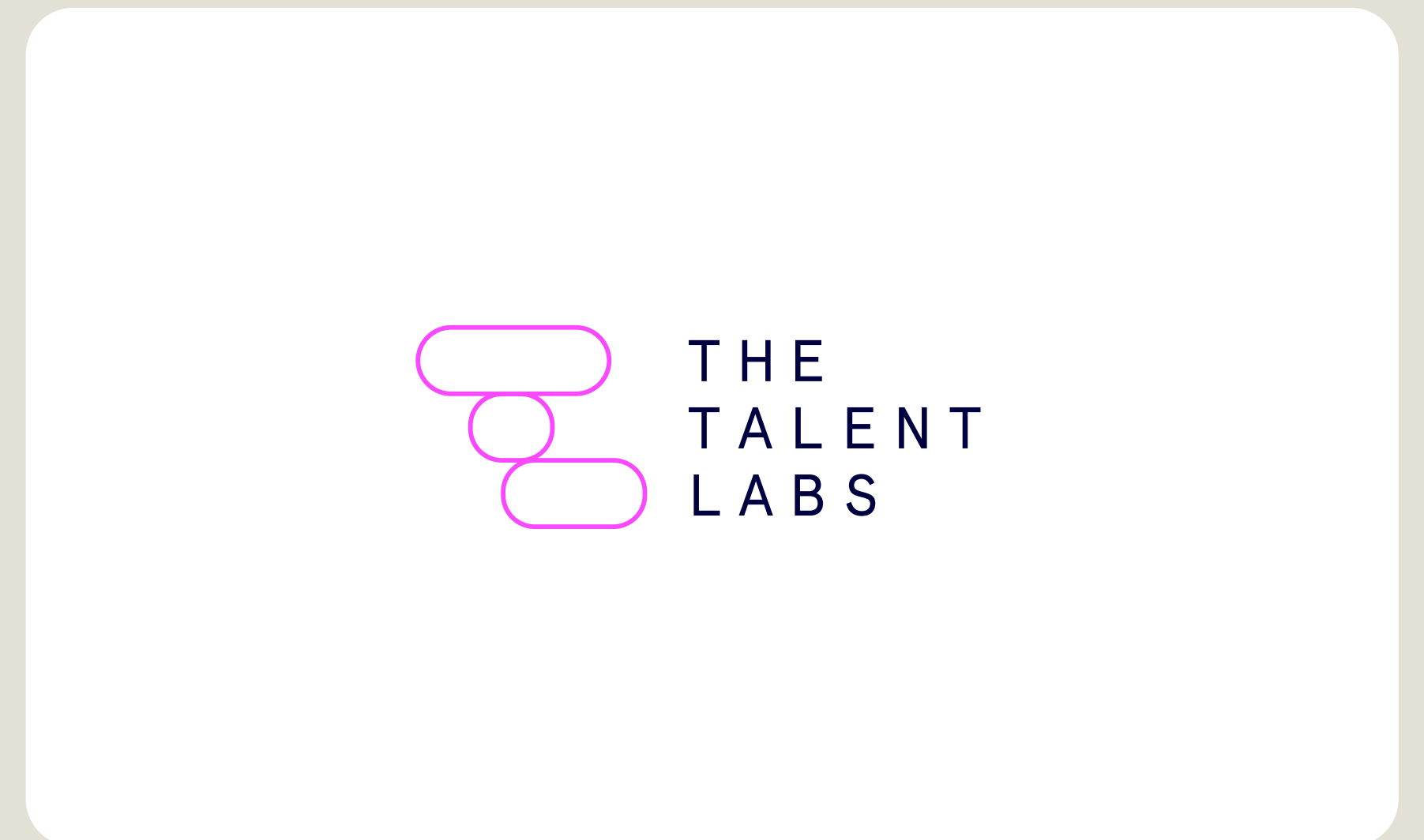


Minimum Size
5mm wide

Logo Colour

The Talent Labs logo can be used over solid colour or imagery. Choose the appropriate colour for maximum contrast and standout. Here are some common examples shown to the right.

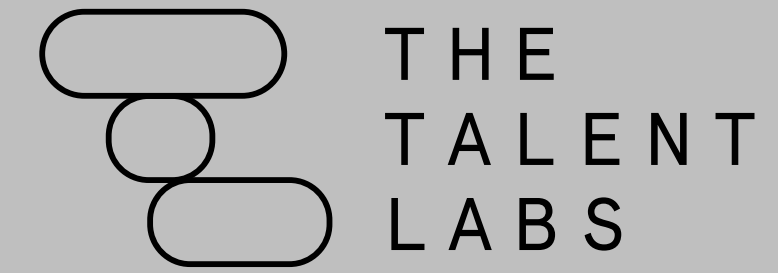
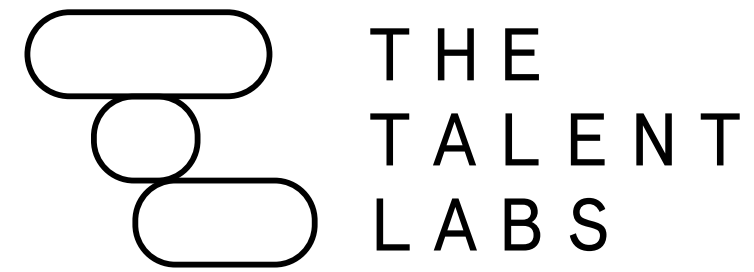
- 01 Pink & Navy on White
- 02 Pink & Navy on Off-White
- 03 Pink & White on Navy
- 04 Pink & White on Purple



Logo Monotone

When colour isn't available, we can use the logo in Black, or White depending on the colour of the background.

White should be used on a background colour of 50% and above, and Black should be used on a background colour of 49% and below.



Sub-Brand Logos

We have a system for our Sub-Brand logos which utilises an Icon and Logotype sitting inside a Lozenge Device.

The current Sub-Brands are for our three Labs; Talent Aquisition Lab, Talent Development Lab and Talent Management Lab.



Colour Palette

The colour palette utilises bright and bold colours that help our brand live and breathe in the digital world, whilst still functioning well in print.

We use a mix of darker and lighter tones to provide a solid contrast across our communications.

Navy

RGB 0 / 0 / 64
CMYK 98 / 93 / 33 / 58
HEX #000040

Purple

RGB 120 / 0 / 255
CMYK 76 / 87 / 0 / 0
HEX #7800ff

Pink

RGB 255 / 73 / 255
CMYK 0 / 100 / 0 / 0
HEX #f949ff

White

RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0
HEX #ffffff

Off White

RGB 227 / 225 / 214
CMYK 10 / 8 / 14 / 0
HEX #e3e1d6

Typography

To allow the brand to balance technology with human elements, we utilise a modern sans-serif typeface in Mabry Pro.

Mabry Pro is clearly legible at all sizes, but also has subtle personalty which makes it feel relatable.

DM Sans

calentists

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Typography Hierarchy

Headlines

We use 'DM Sans Regular' for headlines and pull out pieces of copy.

Body Copy

We also use 'DM Sans Regular' for all body copy and larger pieces of text. We use 'DM Sans Medium' for Buttons, Subheadings and CTAs.

Purchasing the Font

If you need to download the fonts, please visit Google Fonts fonts.google.com/specimen/DM+Sans

Fallback Font

When the brand font isn't available, our fallback font is Arial.

The leading global membership organisation for talent acquisition

Run by ex-practitioners and leaders from the talent and recruitment space, with members across 67 countries, The Talent Labs provides unrivalled tools, training, knowledge and networking opportunities. Whether you are an individual recruiter or working as part of a large team, we have membership packages that provide practical and strategic support.

Discover More

Headlines
DM Sans
Regular

Body Copy
DM Sans
Regular

CTA
DM Sans
Medium

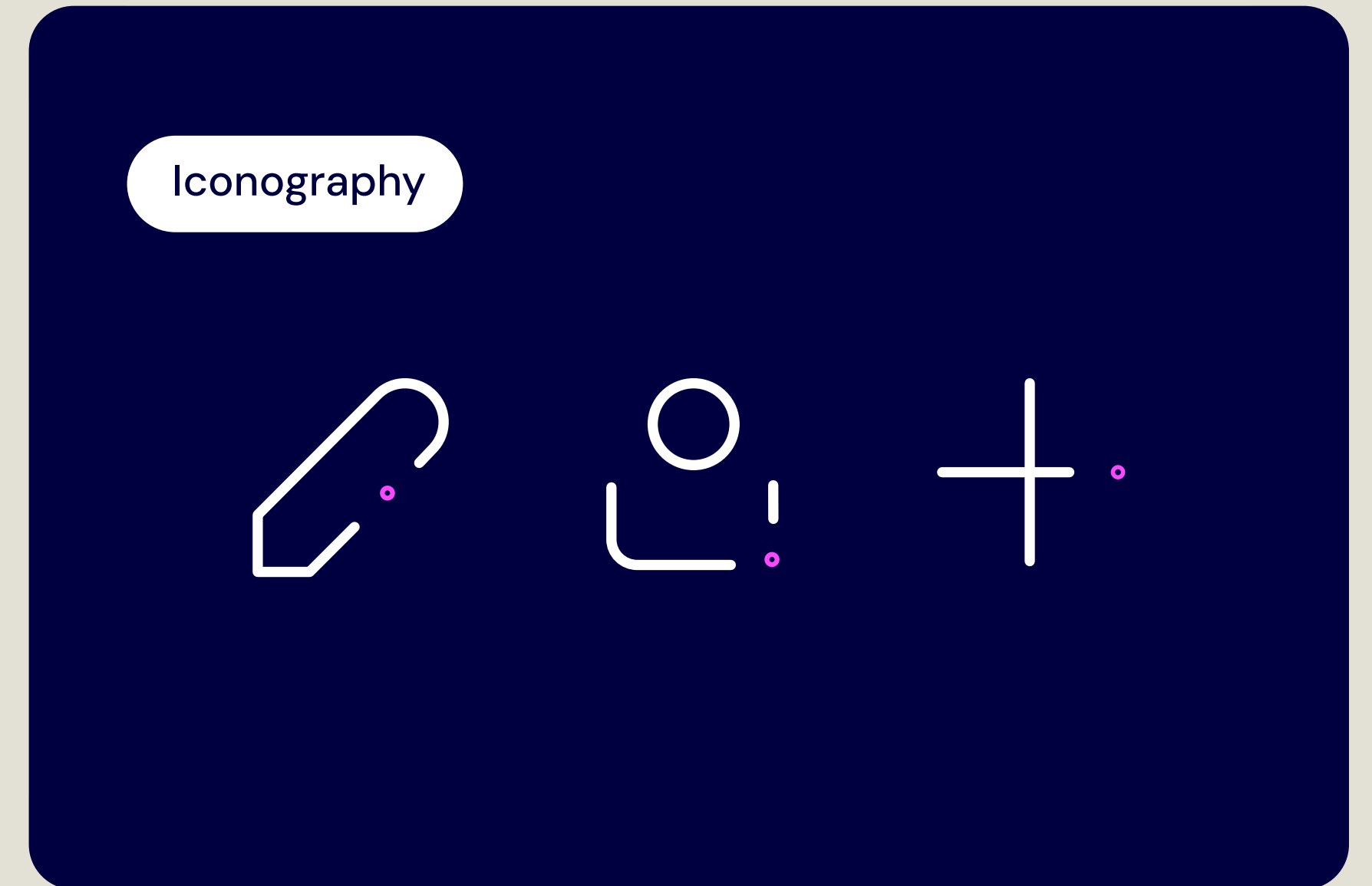
Brand Imagery

We use a variety of brand imagery in order to create a complete and visceral brand experience. Although our brand imagery is varied, it is also consistent in style and tone. Our brand imagery is made up of Photography, Iconography, Widgets and Pattern.

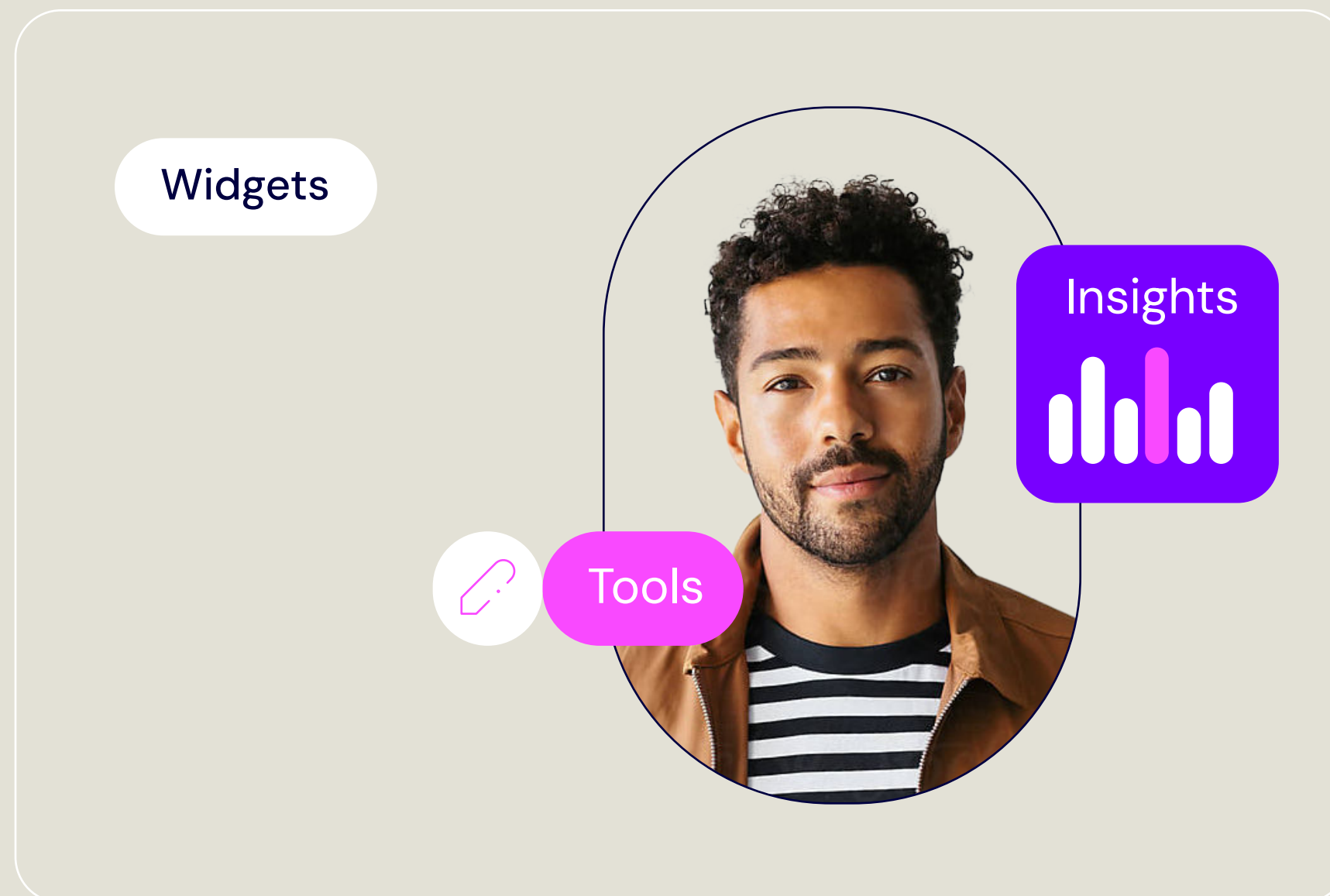
- 01 Photography
- 02 Iconography
- 03 Widgets
- 04 Pattern



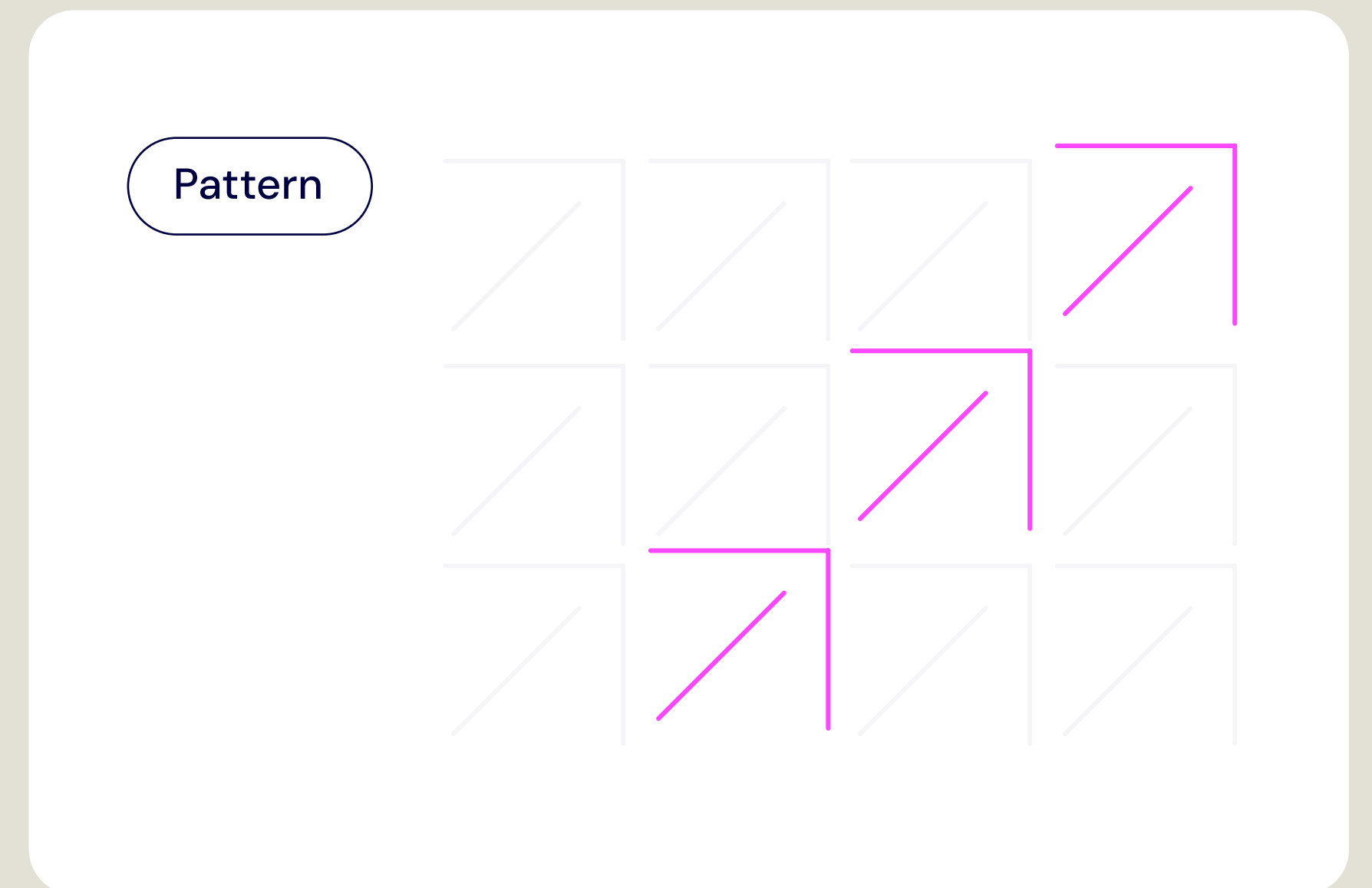
Photography



Iconography



Widgets



Pattern

Brand Imagery

01. Photography

We use a variety of photography styles to ensure that our content is always varied and effective depending on the specific application. Our photography styles range from natural Reportage and Treated Reportage styles, to more vivid Portrait and Product styles.

- 01A Reportage
- 01B Portrait
- 01C Reportage Treated
- 01D Product



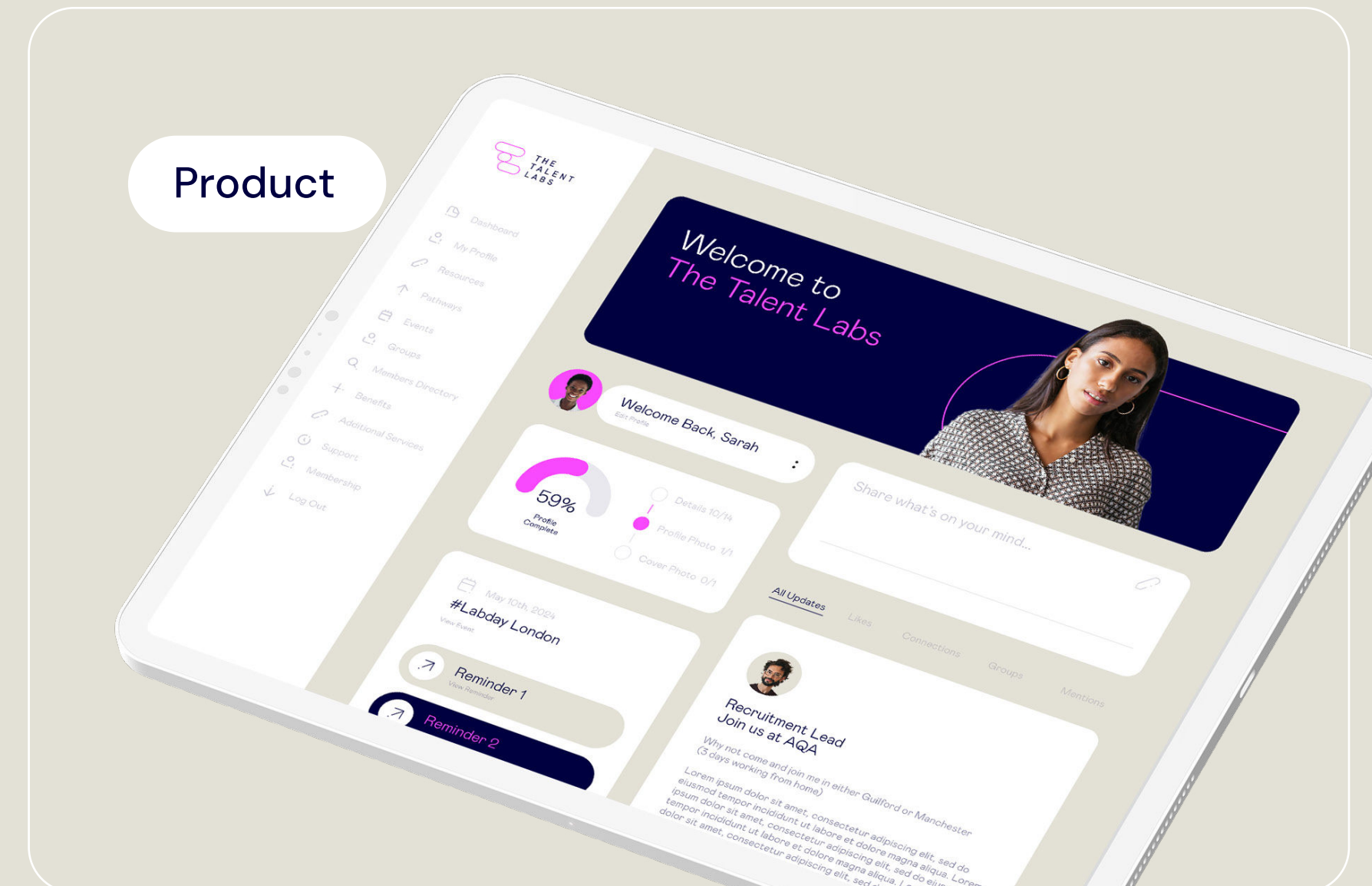
Reportage



Reportage Treated



Portrait



Product

Brand Imagery

01. Photography

A. Reportage

The first key style of photography is reportage workplace scenarios. Showing a variety of work spaces in a relaxed, reportage style, focussing on topics relating to the talent acquisition process.

When sourcing new imagery please keep the following in mind to ensure the selected images are on-brand:

1. Subjects should feel natural and unforced.
2. Subjects should be shot in a reportage style.
3. Where possible, images should have earthy, natural tones. Avoid bright colours to avoid clashing with our brand palette.



Brand Imagery

01. Photography

B. Portraits

The second key style of photography is a studio-focused portrait style, centering around people with natural lighting and poses. This style of photography is predominantly used for customer and hire employment stories.

All portrait photography utilises a transparent background meaning any image can be combined with any of our brand colours to feel totally on-brand.

When sourcing new imagery please keep the following in mind to ensure the selected images are on-brand:

- 1. Subjects should feel natural and unforced.**
- 2. Subjects should be looking directly into the camera with natural lighting.**
- 3. Subjects clothing should have earthy, natural tones. Avoid bright colours to avoid clashing with our brand palette.**



Brand Imagery

01. Photography

C. Reportage

Treated

To provide variety throughout the brand, and to bring a more professional, or serious, tone to imagery, we can also use a 'gradient map' treatment on our reportage style photography.

The gradient map should always use the Navy and White colours from our palette.



Brand Imagery

01. Photography

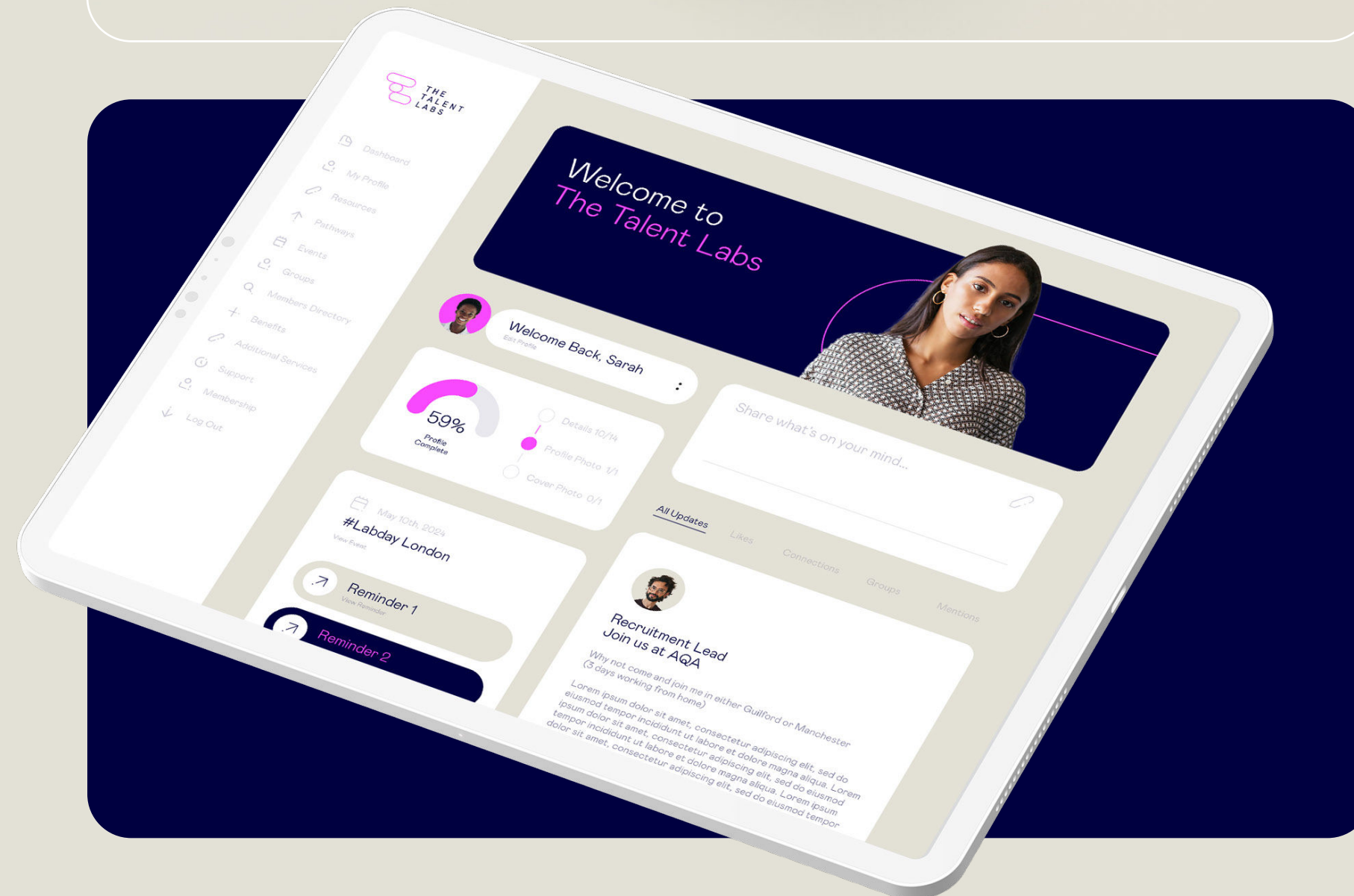
D. Product

The final key style of photography focuses on heroing our product, using examples of Print, such as Documents and Booklets, or Digital Devices such as Laptops, Tablets or Mobile Phones as the holding device for content.

When sourcing new imagery please keep the following in mind to ensure the selected images are on-brand:

1. Always select image mock-ups that feel modern and aspirational. The devices should be photographed on an interesting angle with a drop shadow where possible to add depth and interest to the image.

2. Avoid using out of date digital devices.



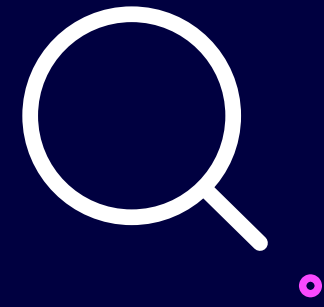
Brand Imagery

02. Iconography

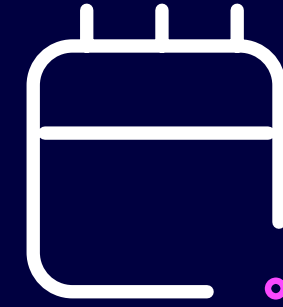
Our iconography style is an extension of the Talent Labs logo, utilising a single stroke, with a unique single dot treatment that runs throughout.

Icons are utilised for key differentiators, strengths and features of The Talent Labs product. Depending on the application, icons can use two colours, or a single colour, but must always be consistent in size and stroke width.

Full suite of icons are available in the Brand Pack.



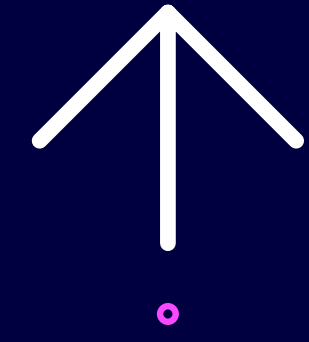
Insights and Research



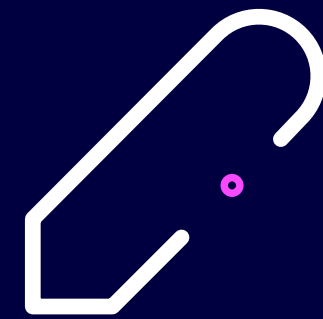
Regular Events



Easily Accessible



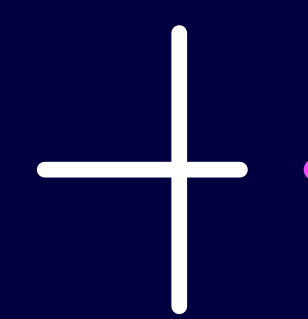
Project Pathways



Practical Resources & Tools



Inclusive Community



Training & Development



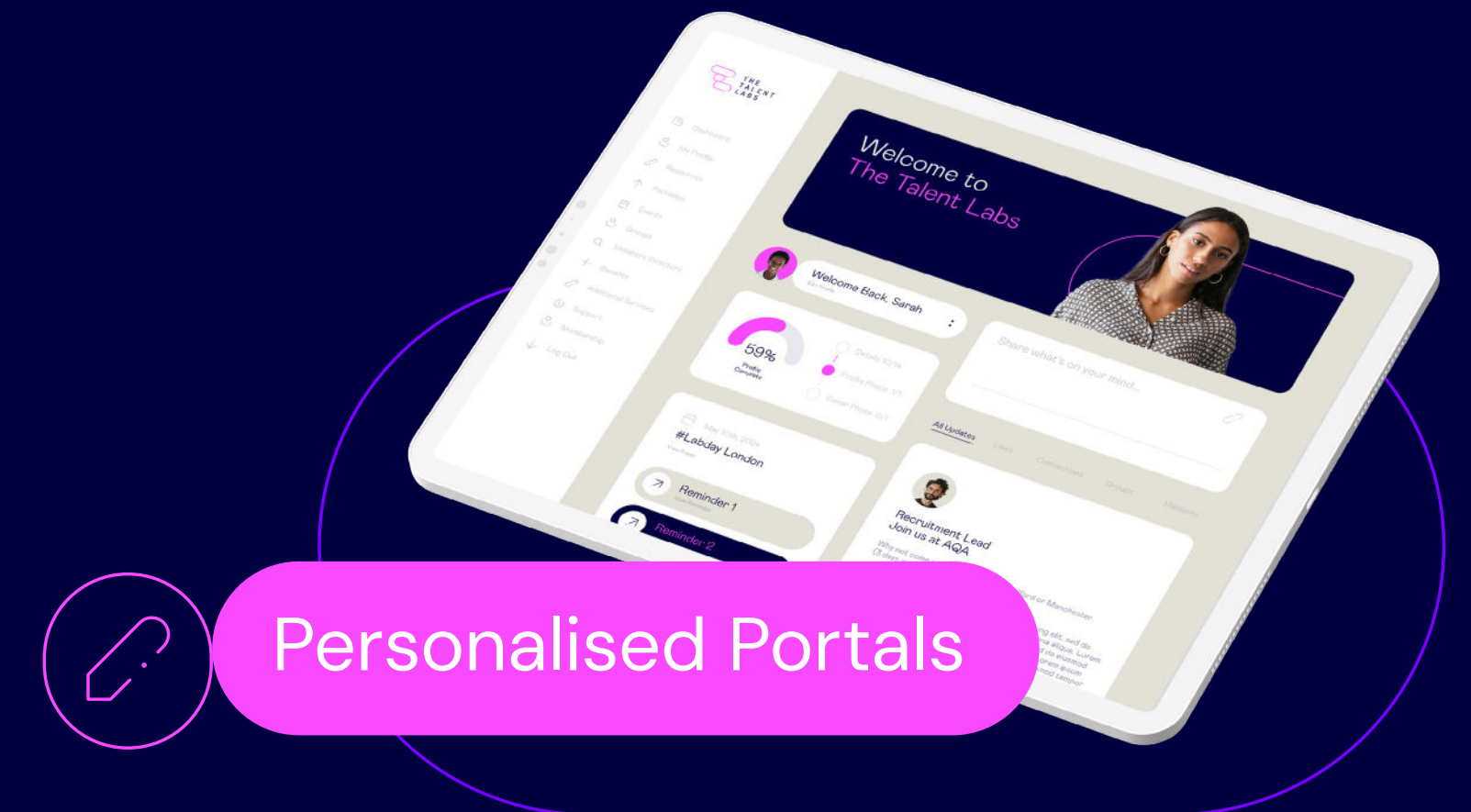
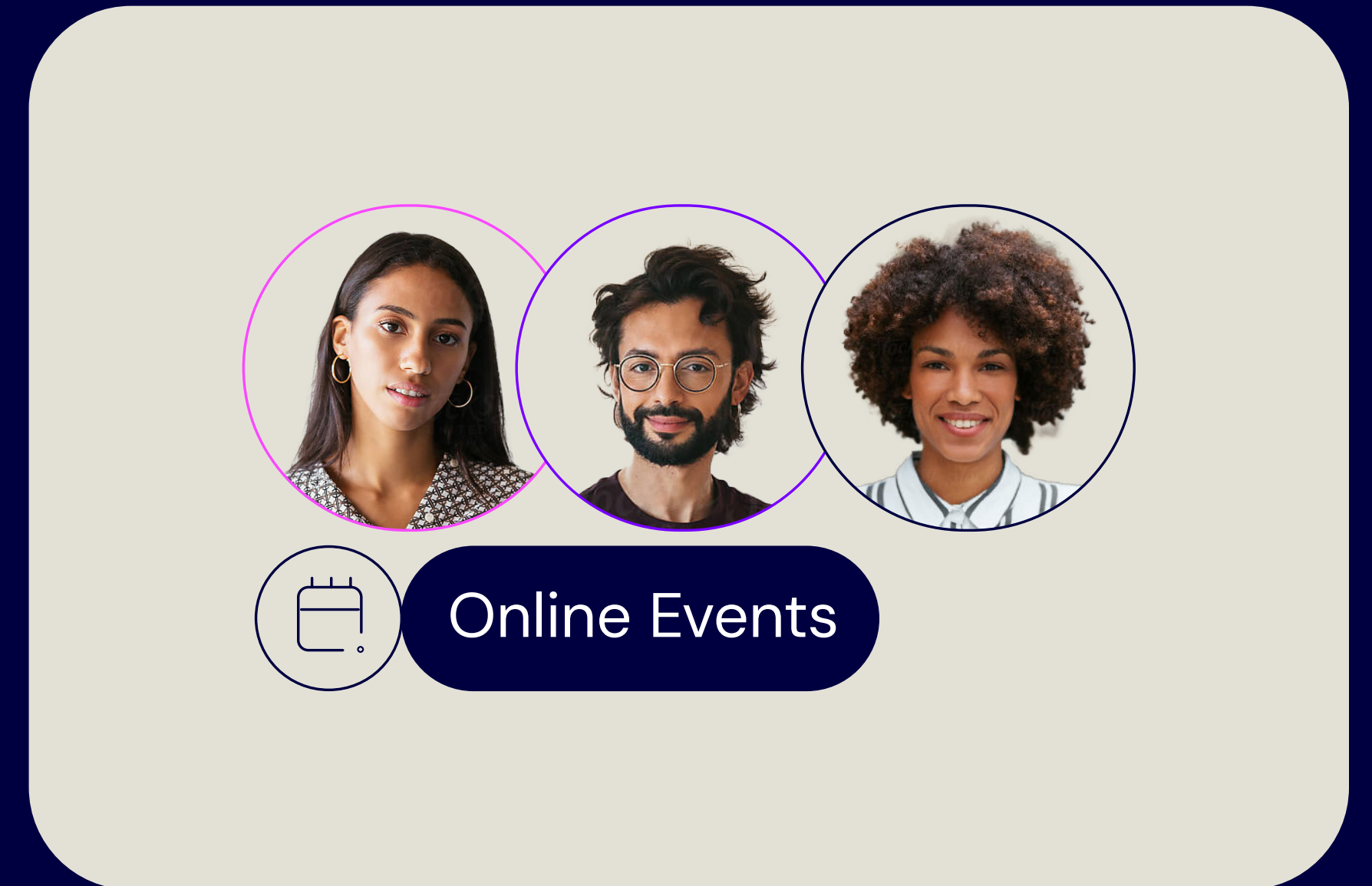
Case Studies

Brand Imagery 03. Widgets

Our widgets are typically used as an illustrative asset to help drive home a particular product feature or key point we're making.

For widgets, the graphic device is combined with a keyline stroke and often used to hold photography.

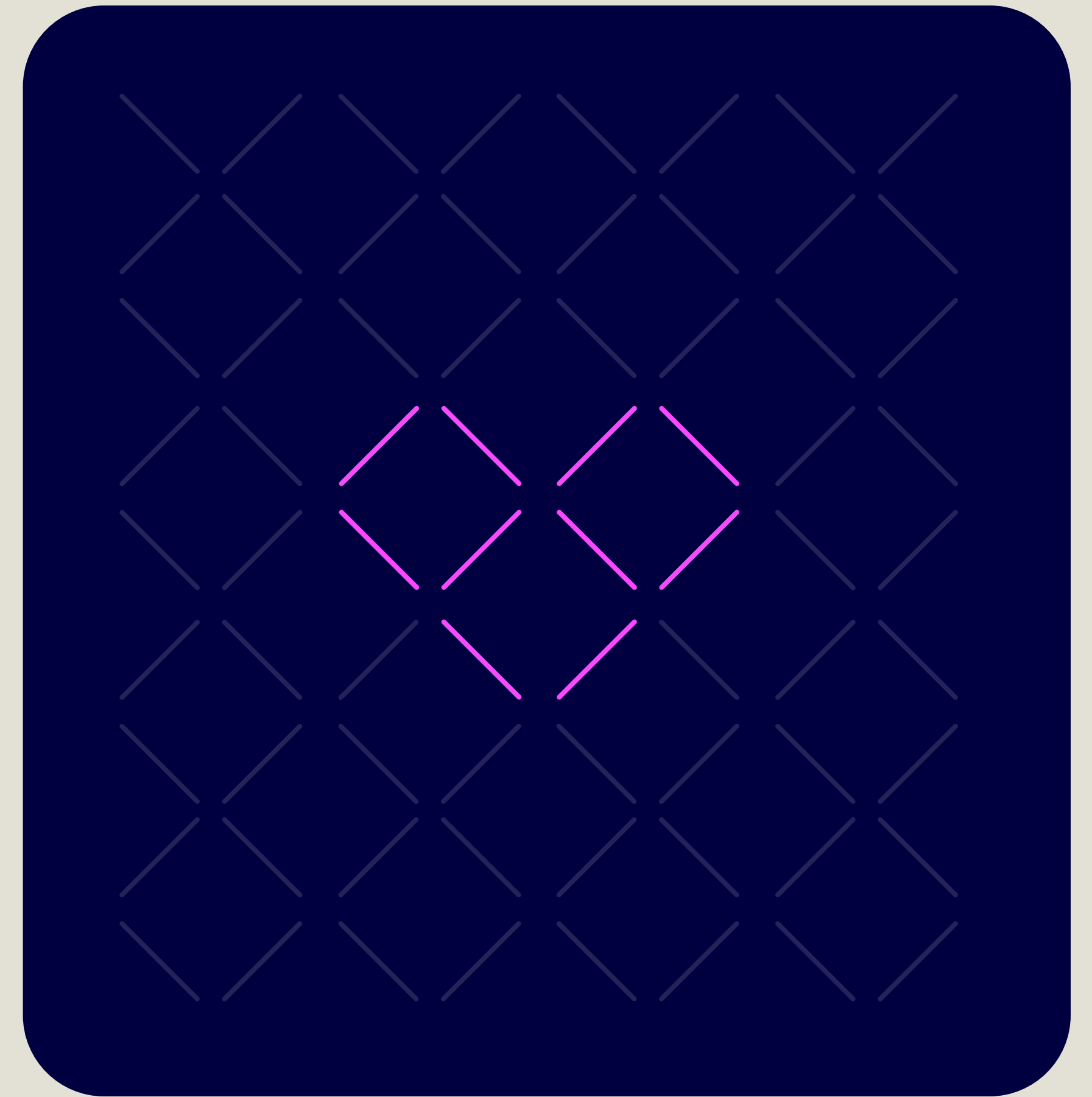
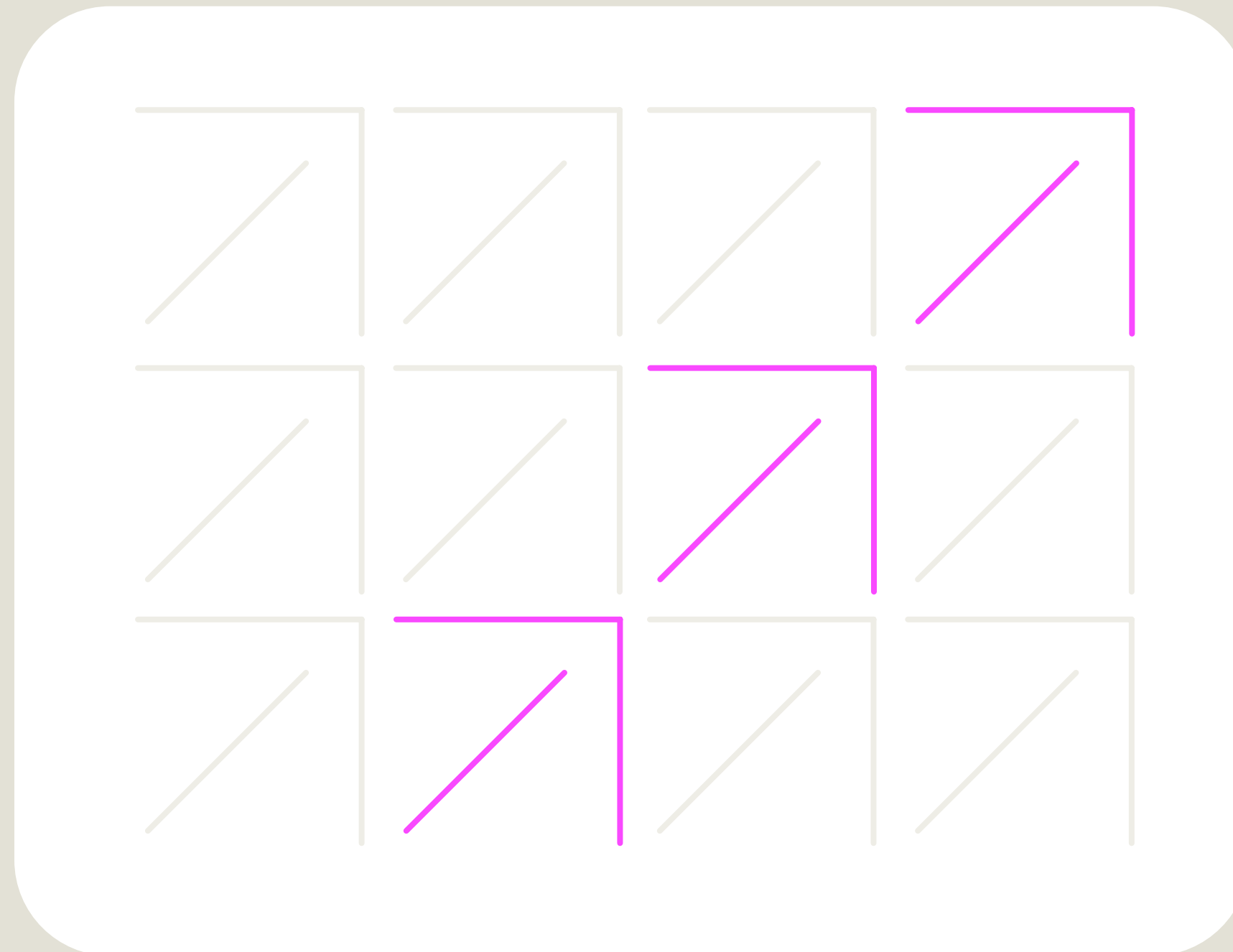
We combine this with our lozenge device to hold typography, as well as rounded devices of various sizes to hold iconography, or illustrative elements.



Brand Imagery 04. Pattern

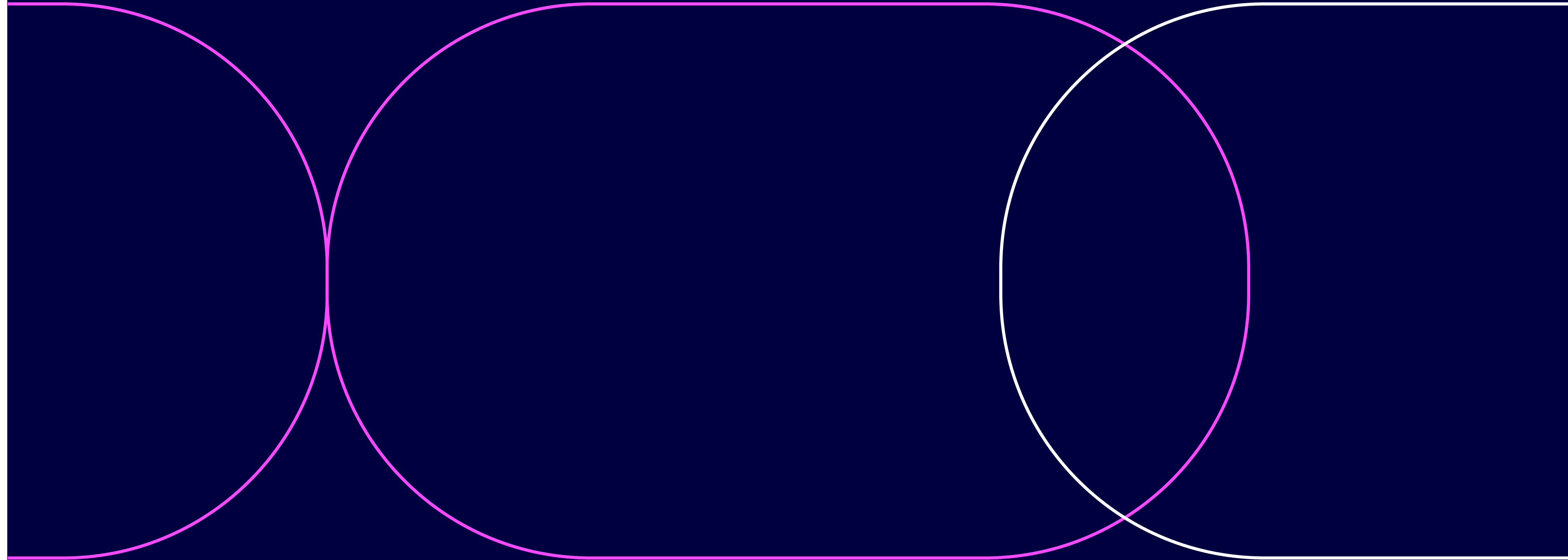
Our patterns are used as an alternative brand asset to bring versatility to the brand, and to communicate key messages in a simple, engaging way.

Pattern works most effectively when used as a stand alone visual, combined with a headline, but not combined with photography, iconography, or any other brand assets.



Lozenge Device

We can also use the lozenge device as a stand along asset, often combining with text and imagery to create bold, engaging visuals that are totally bespoke to The Talent Labs brand.



Lozenge Device as a Keyline

Here you can see how the lozenge device can be used as a keyline to interlock with imagery.

The lozenge can be used as a single shape, tiled, or as a more abstract cropped device, depending on the application.



Lozenge Device as a Container

Here you can see how the lozenge can be used as a container to hold imagery.

The lozenge can be used as a single shape, tiled, or as a more abstract cropped device, depending on the application.

The leading
global membership
organisation for
talent acquisition
professionals

Sign up

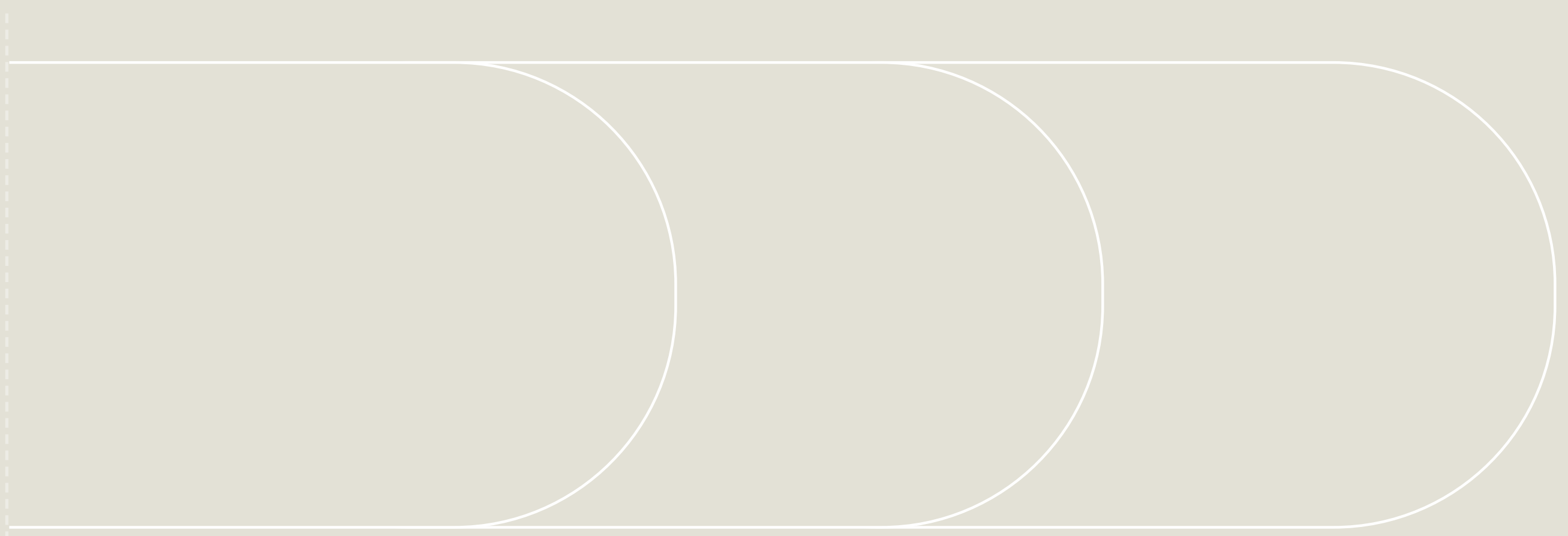
Learn More



Lozenge Device as an Overlap

Here you can see how the lozenge can be used as an overlapping device to hold content.

When filling the overlapping device with content, always create contrast through colours and imagery to create a balance to the visual.




Bringing it all together

Here you can see how all of the brand assets come together to form a varied, yet consistent look and feel that is completely unique to The Talent Labs.

The leading global membership organisation for talent acquisition professionals

Sign up Learn More



Become
A
Talentist




The importance of data for growing your team



THE TALENT LABS

The Positive Power of Inclusive



Online Events

THE TALENT LABS

The Positive Power of Inclusive



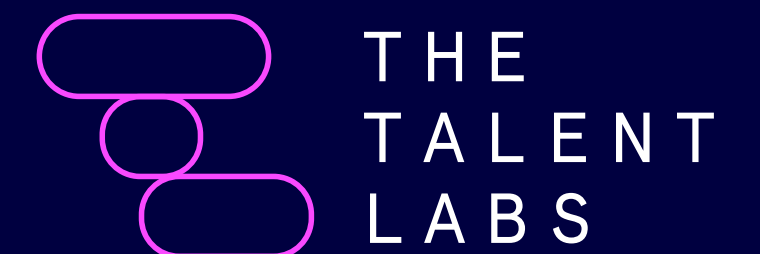
The go-to membership for talent acquisition professionals



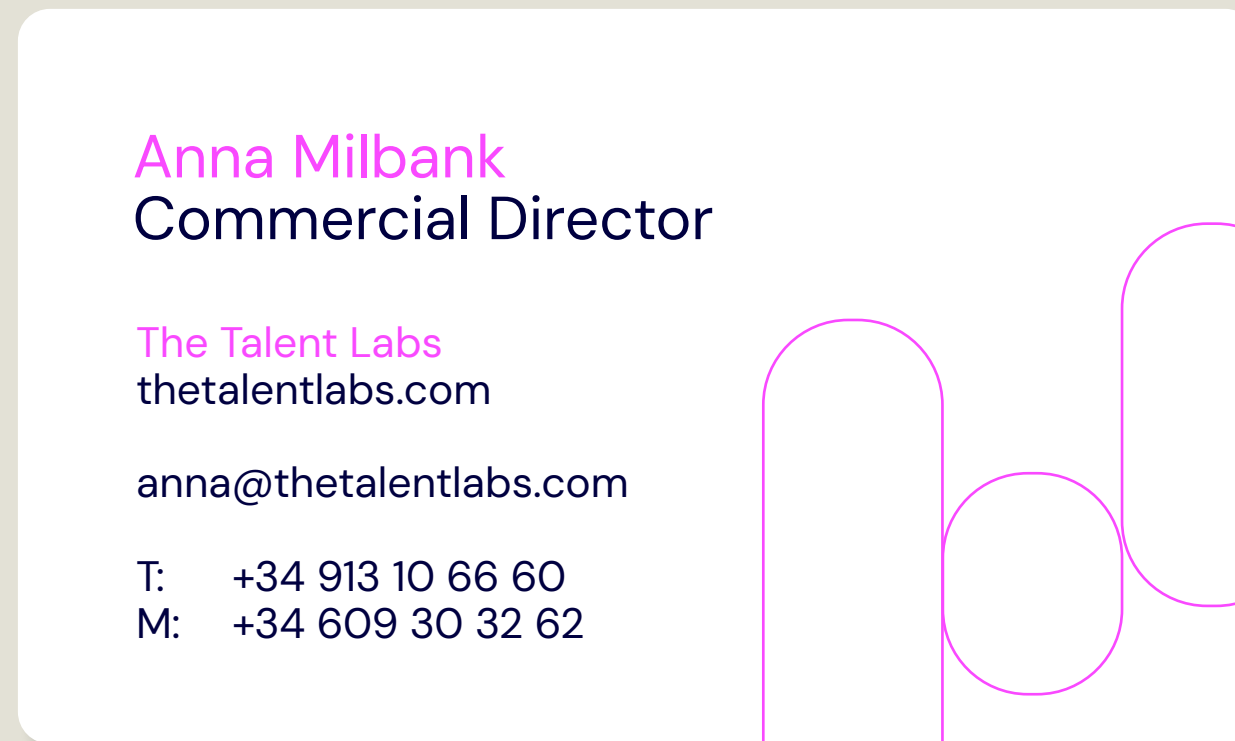
THE TALENT LABS

Brand Application

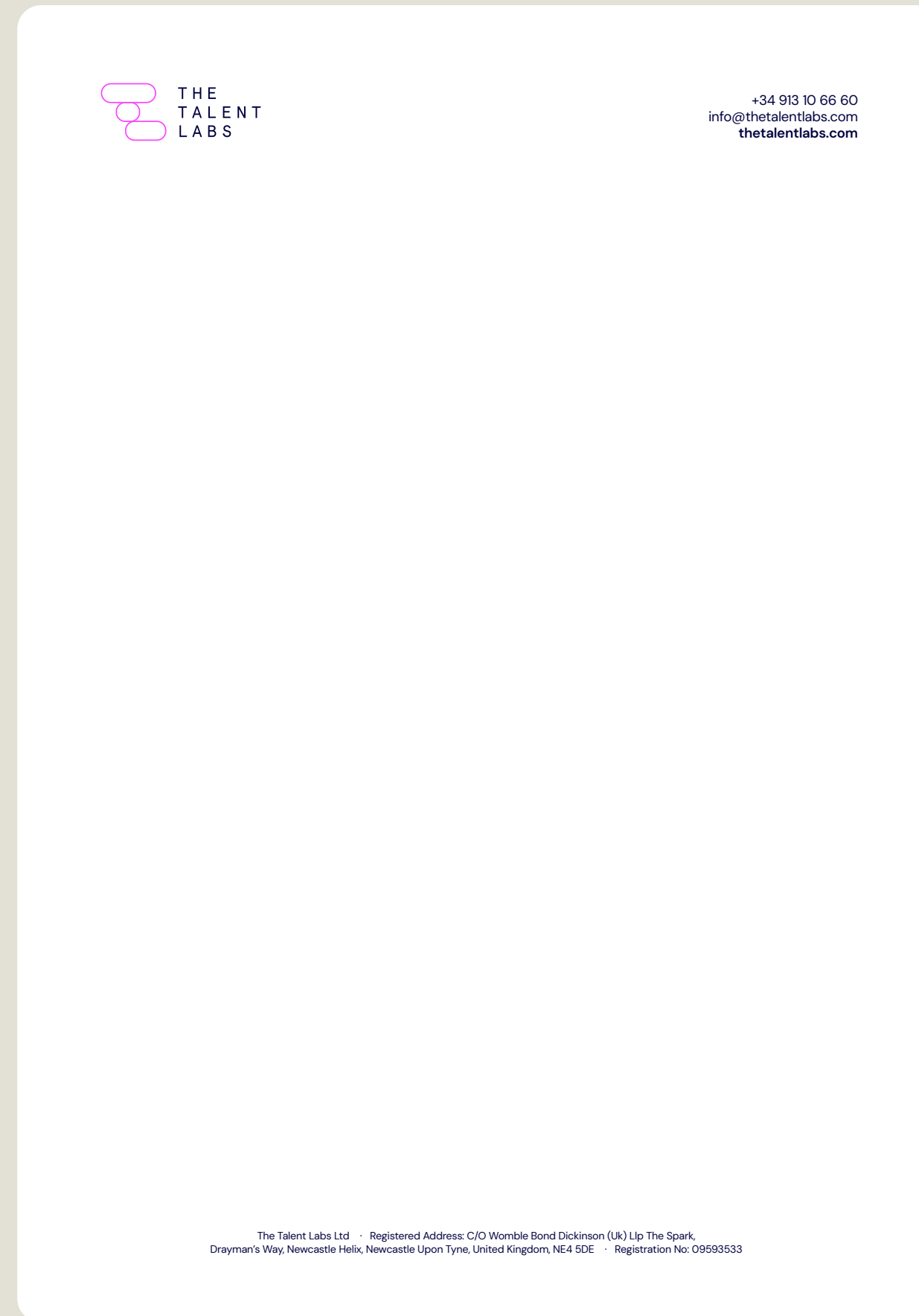
27	Stationery
27	Business Card
28	Letterhead
29	Document Templates
29	PPT Presentation
30	Covers
31	Spreads
32	Social Media
32	LinkedIn
33	X
34	Website Design



Stationery Business Cards




Stationery Letterhead



Presentation Layout Examples

When designing for Screen, we can be a little bolder with our use of RGB colours, using colour fills and gradients where appropriate.

Title goes here across one two, three or more lines.



THE TALENT LABS

Title goes here across one two, three or more lines.



THE TALENT LABS


Title goes here across one two, three or more lines.



THE TALENT LABS

Title goes here on one line

Company Size	Members
201 – 500	494
501 – 1000	500
1001 – 5000	1700




THE TALENT LABS

Title goes here across two lines

Tools



Insights



THE TALENT LABS

Title goes here



THE TALENT LABS

Title goes here across two lines




THE TALENT LABS

Title goes here across two lines

Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit amet,



THE TALENT LABS

Title goes here across two lines

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo cons.

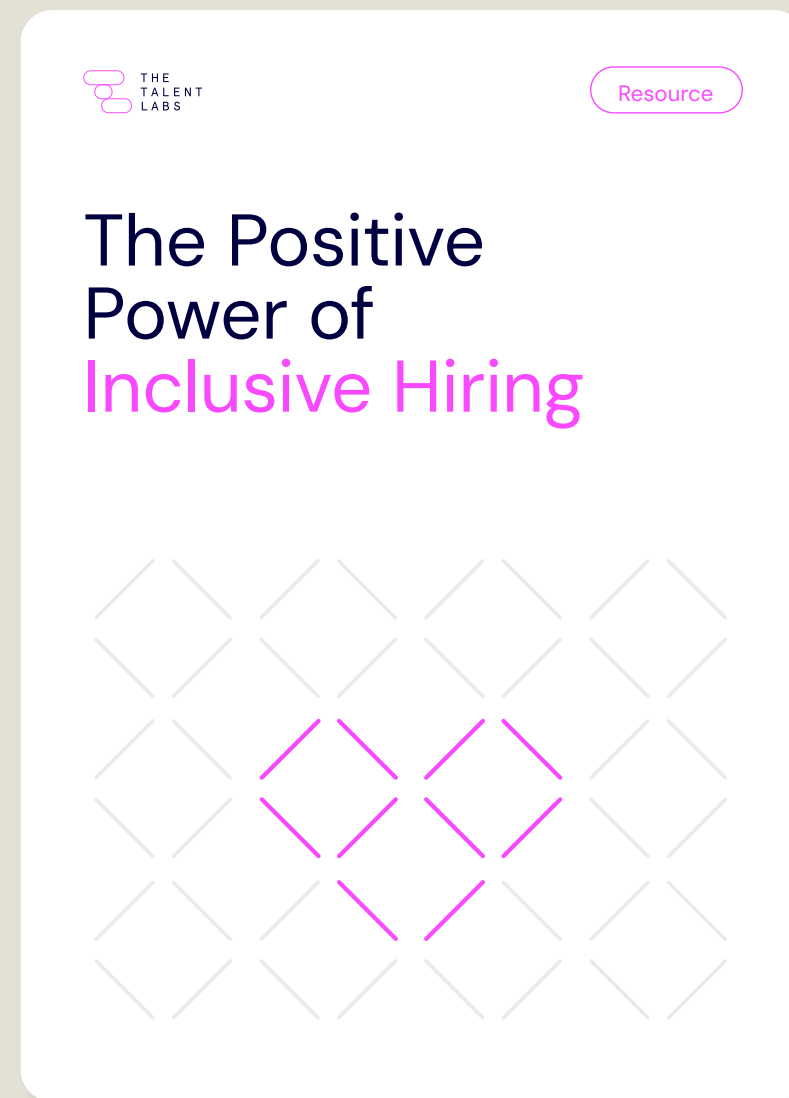
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa



THE TALENT LABS

Document Cover Examples

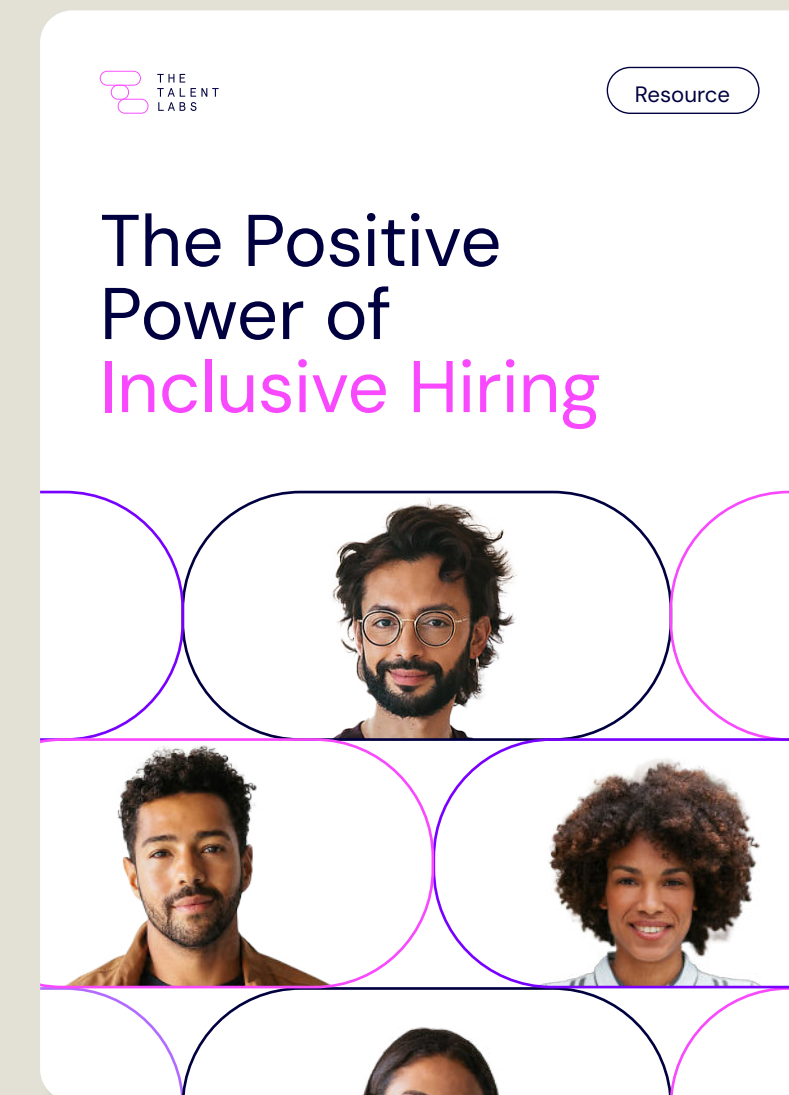
When designing for Print, we should be a little more reserved with the use of colour, using a heavier application of our more neutral colours, such as Navy and White, and our Keyline application for brighter colours such as Pink and Purple.



A. Pattern



B. Treated Photography



C. Lozenge Container



D. Untreated Photography

Document Spread Examples

When designing for Print, we should be a little more reserved with the use of colour, using a heavier application of our more neutral colours, such as Navy and White, and our Keyline application for brighter colours such as Pink and Purple.

Resource

Research Methodology

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Research Methodology 26

Resource

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Online Events

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

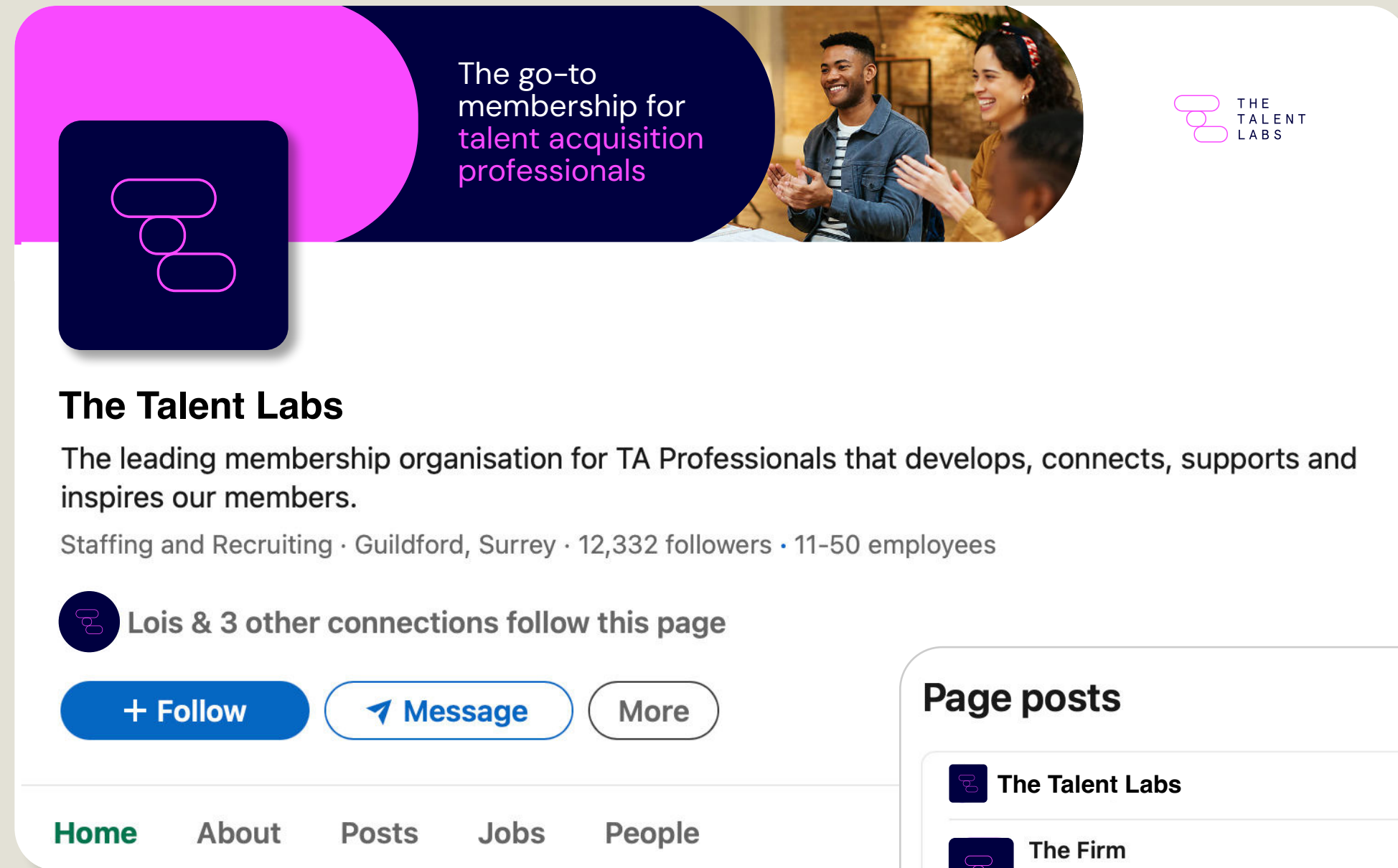
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Research Methodology 27

Social Media LinkedIn Example



The go-to membership for talent acquisition professionals

The Talent Labs

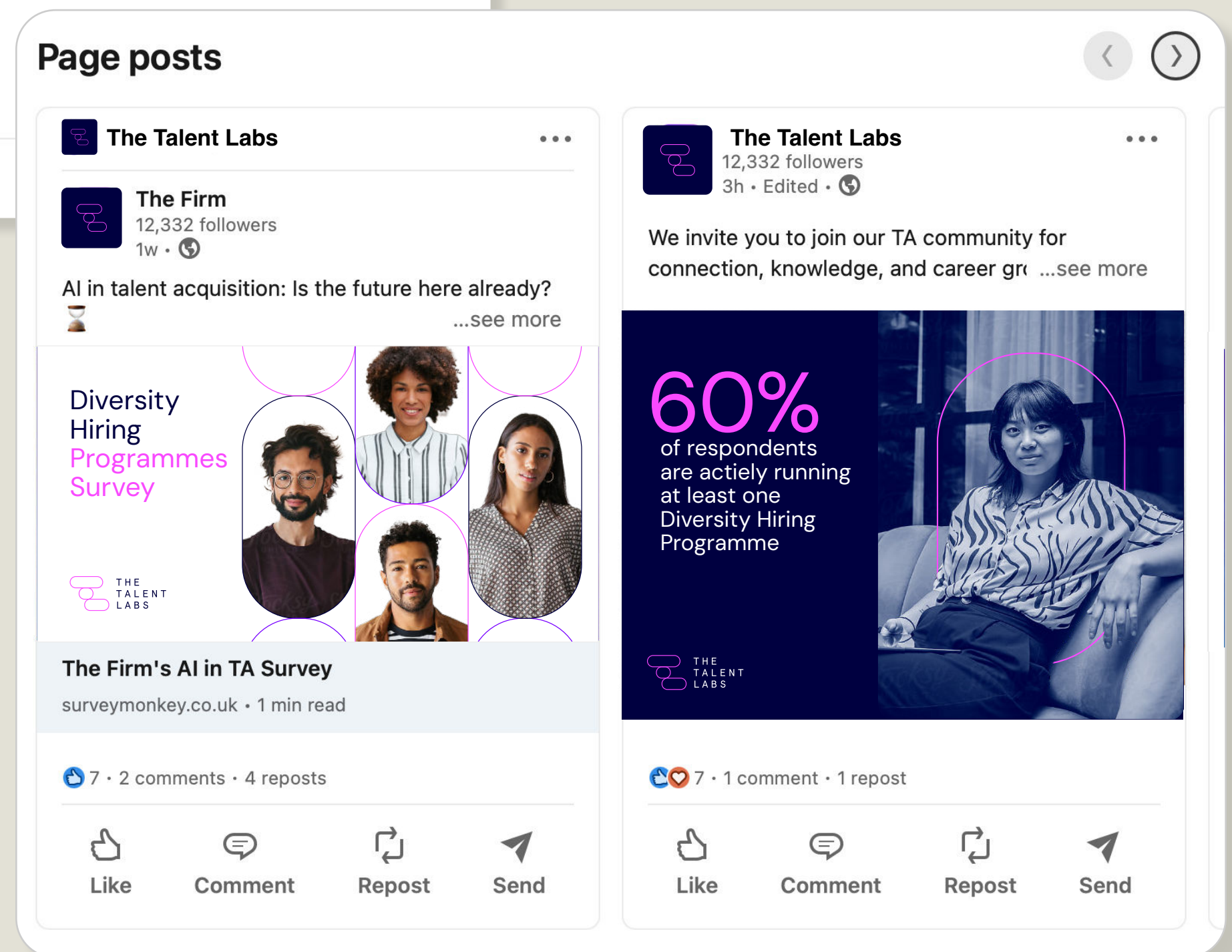
The leading membership organisation for TA Professionals that develops, connects, supports and inspires our members.

Staffing and Recruiting · Guildford, Surrey · 12,332 followers · 11-50 employees

Lois & 3 other connections follow this page

+ Follow Message More

Home About Posts Jobs People



Page posts

The Talent Labs 12,332 followers 1w · Edited ·

AI in talent acquisition: Is the future here already? ...see more

Diversity Hiring Programmes Survey

The Firm's AI in TA Survey
surveymonkey.co.uk · 1 min read

7 · 2 comments · 4 reposts

Like Comment Repost Send

The Talent Labs 12,332 followers 3h · Edited ·

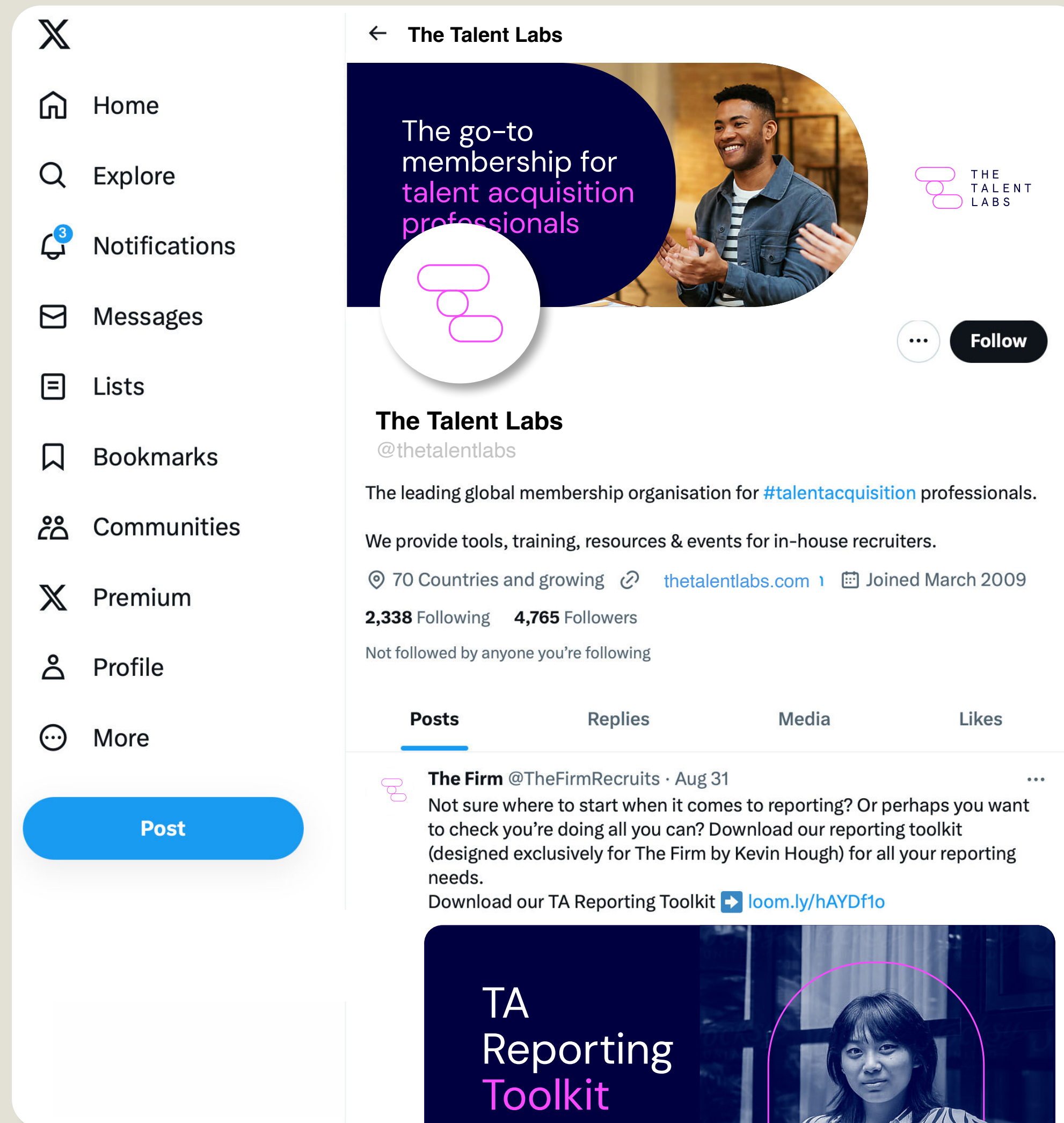
We invite you to join our TA community for connection, knowledge, and career gr...see more

60% of respondents are actively running at least one Diversity Hiring Programme

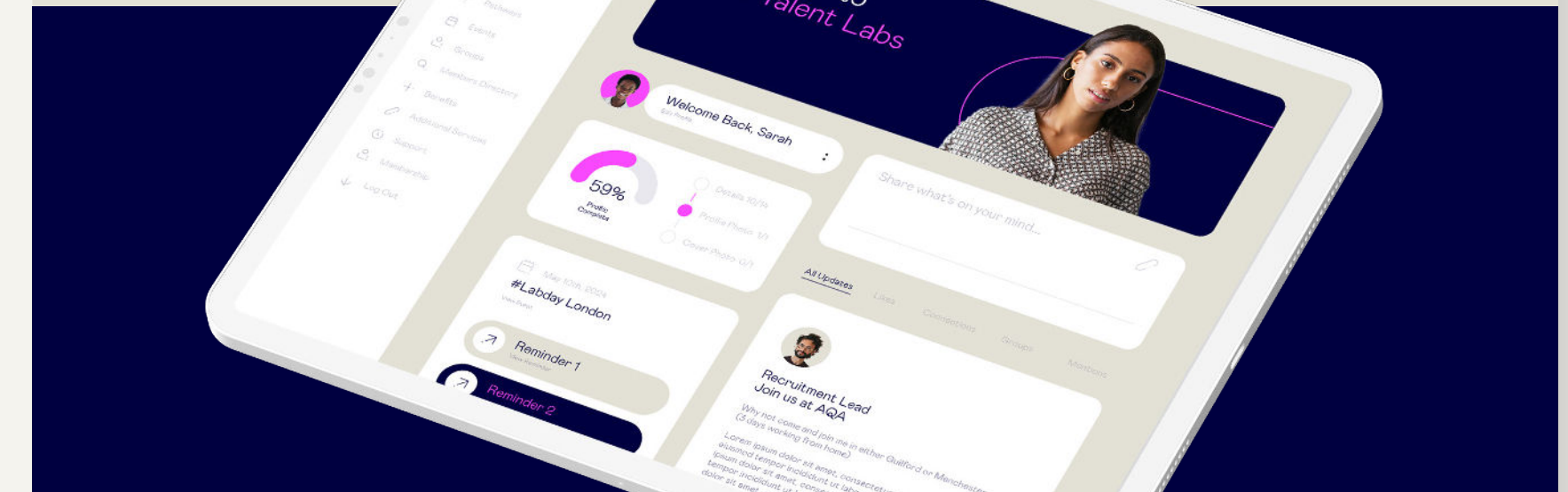
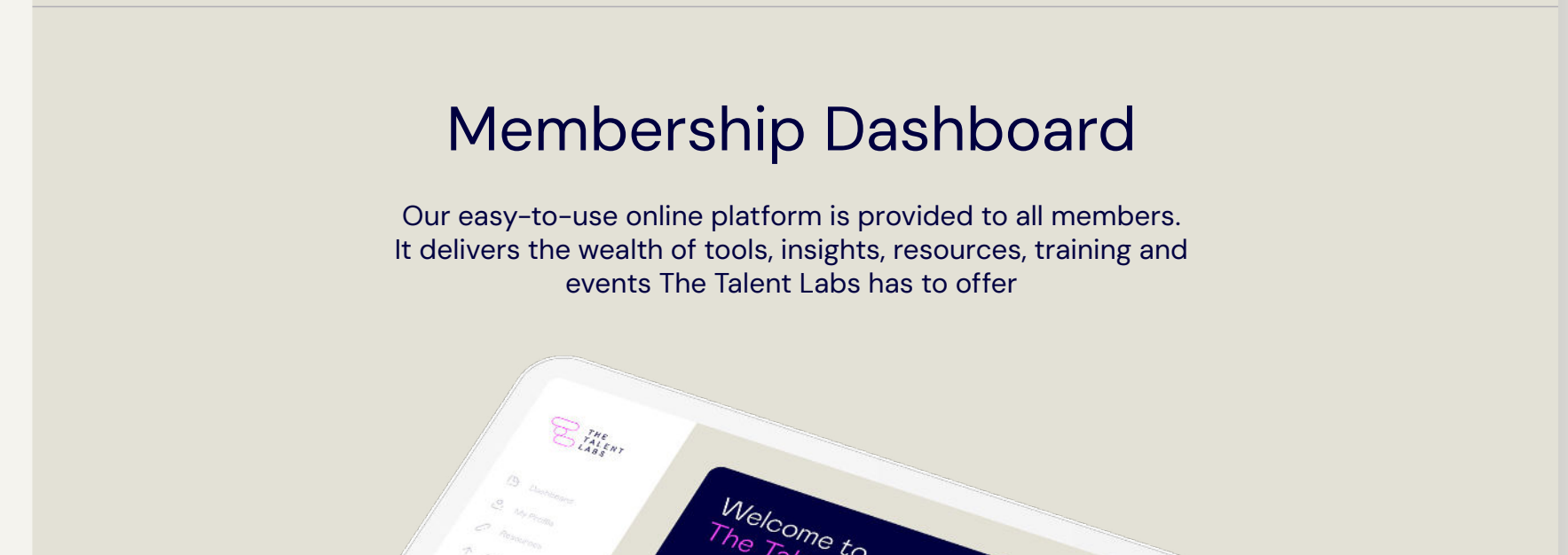
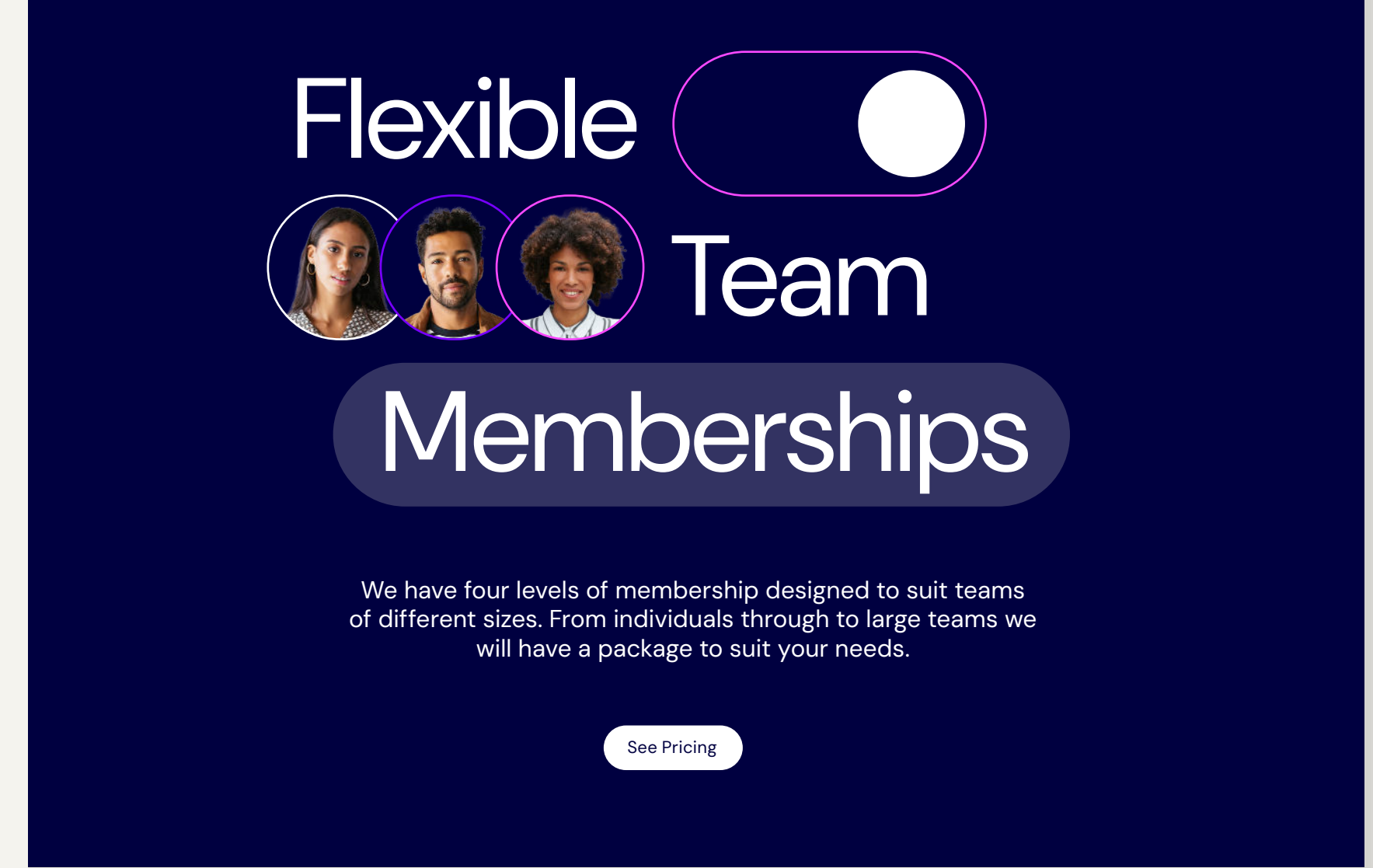
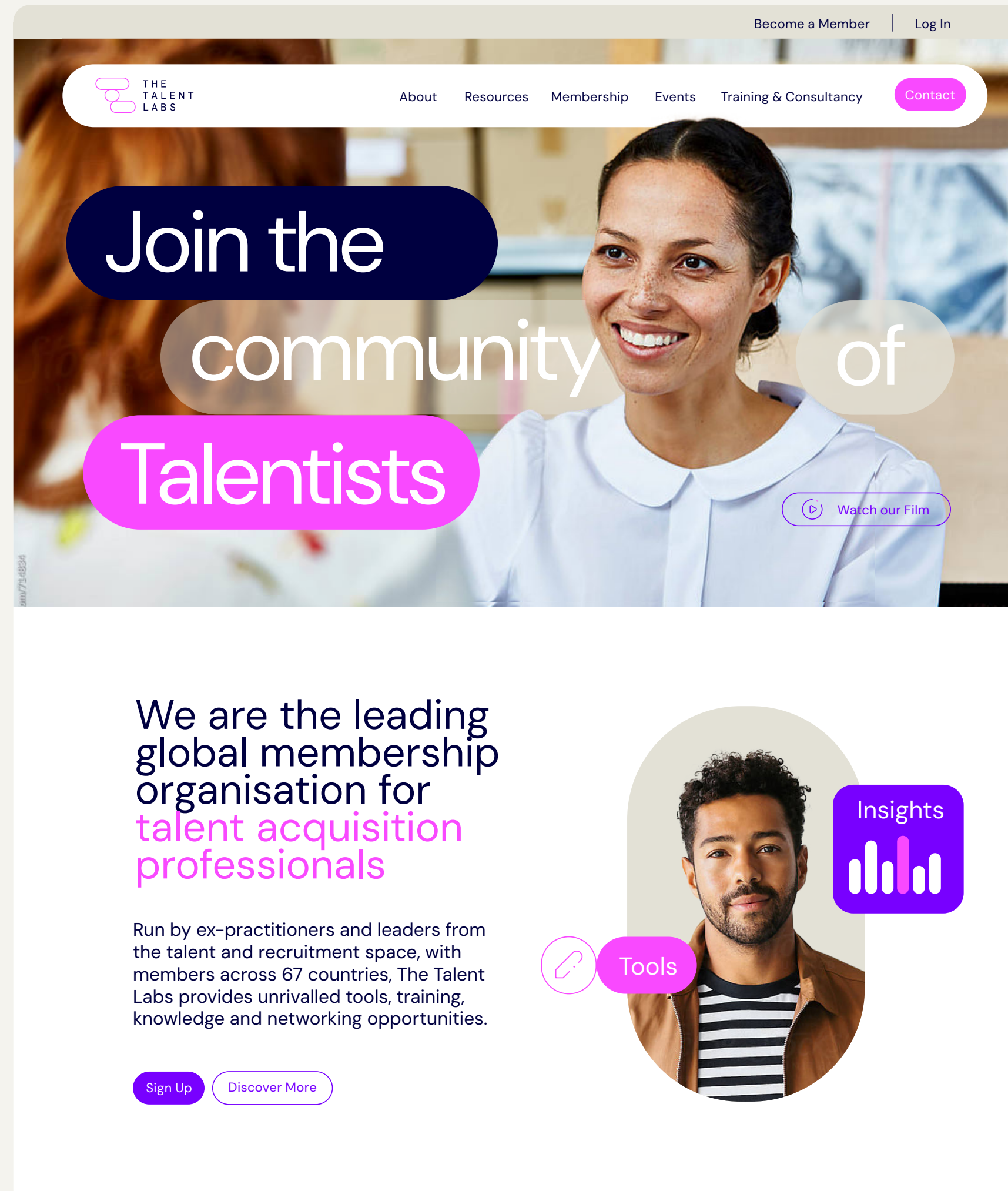
7 · 1 comment · 1 repost

Like Comment Repost Send

Social Media X Example



Website Design Example



Website Design Example

THE TALENT LABS About Resources Events Training & Consultancy [Contact](#)

Flexible Affordable Memberships

Membership Benefits

- Resources**
 - ✓ Premium Tools and Case Studies
 - ✓ Insights & Research
- Events**
 - ✓ Access to all online events
 - ✓ Workshops
 - ✓ In-person and virtual events
- More Features**
 - ✓ Training
 - ✓ Benefits
 - ✓ Community and discussion forum

Membership Pricing Teams Individuals

Team 5-25 People £1975 +VAT billed Yearly	Corporate 26-50 People £1975 +VAT billed Yearly	Enterprise 50-100 People £4200 +VAT billed Yearly
--	--	--

THE TALENT LABS About Resources Events Training & Consultancy [Contact](#)

Insights & Research

The Positive Power of Inclusive Hiring

Research to inform your strategy

Get practical insight to inform strategy and business growth. Our bi-monthly insight reports give you access to latest industry trends and practices to help support your initiatives.

Search Insights & Reports Free All

By Topic:

- Candidate Experience
- Early Careers
- Employment Law**
- Events Content
- EVP & Employer Brand
- TL Tools
- #Labday
- Hiring Managers
- Job Descriptions
- Offers & Onboarding
- People & Organisation
- Policy
- Process
- Screening & Selection
- Self Development
- Strategy & Leadership
- Talent Management

Insight & Research
Great British Workplace Adjustments Survey 2023 – Recommendations for Employers

Featured Report
Annual Report 2023

Insight & Research
Great British Workplace Adjustments Survey 2023

Insight & Research
Great British Workplace Adjustments Survey 2023

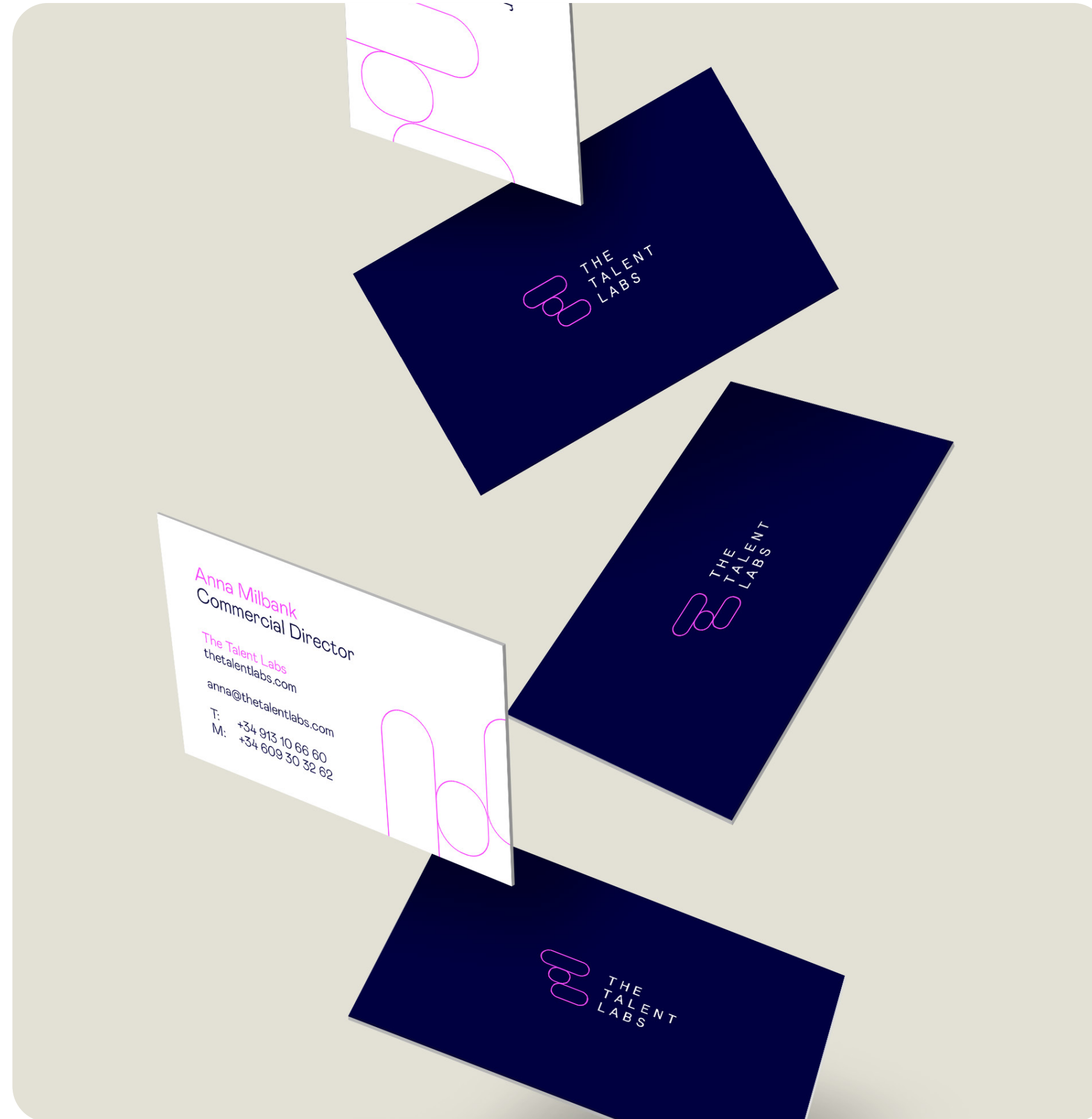
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Best Practice

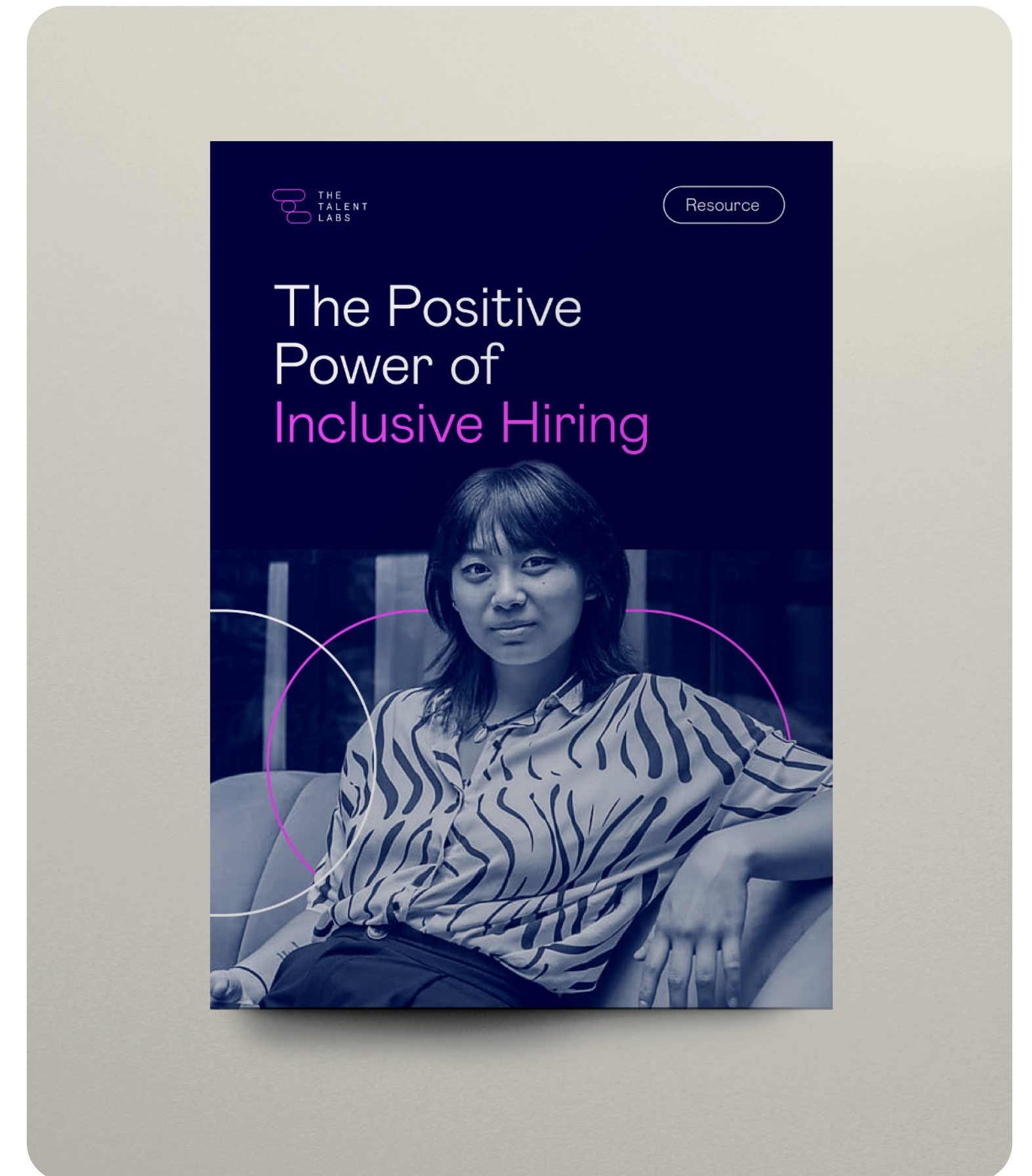
37	Print Material
39	Event Material
40	Digital Material

Best Practice

Print Material



Print Material



Best Practice

Event Material



Digital Material



Thank You

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