Brand Guidelines WhichVocation

OWNERSHIP

A complete brand guideline document enabling you to establish a consistent visual system.

The Overview

This document contains a guide to using WhichVocation identity system. Make sure to follow the rules to keep brand consistency.

It will cover all brand elements - logo, colours, typefaces and more - in order to keep consistency in all materials.

You will want to reference the document often to become an expert when it comes to using WhichVocation identity elements.

01.

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02.

The Logo

The Logo

This is the official WhichVocation primary logo. The full logo combines a striking green icon with a professional, clear logotype. The logo as a whole has a clean-cut, contemporary, and established style.

White Logo

WhichVocation's logo is effective in black and white. The white version of the logo performs particularly well on merchandise, in branded videos, digital designs and stationary with dark backgrounds.

Using both colour and black & white variants will ensure the logo is used correctly in multiple scenarios.

WhichVocation

The Logo Construction

The logo itself was created using a symmetrical grid and is carefully constructed to have a balanced style. This alignment contributes to the refined feel of the full brand identity

The Logomark

The logo combines the letters 'W' and 'V' in a pure, contemporary monogram. The colours used allow the brand to stand out from competitors that tend to use blue colour schemes.
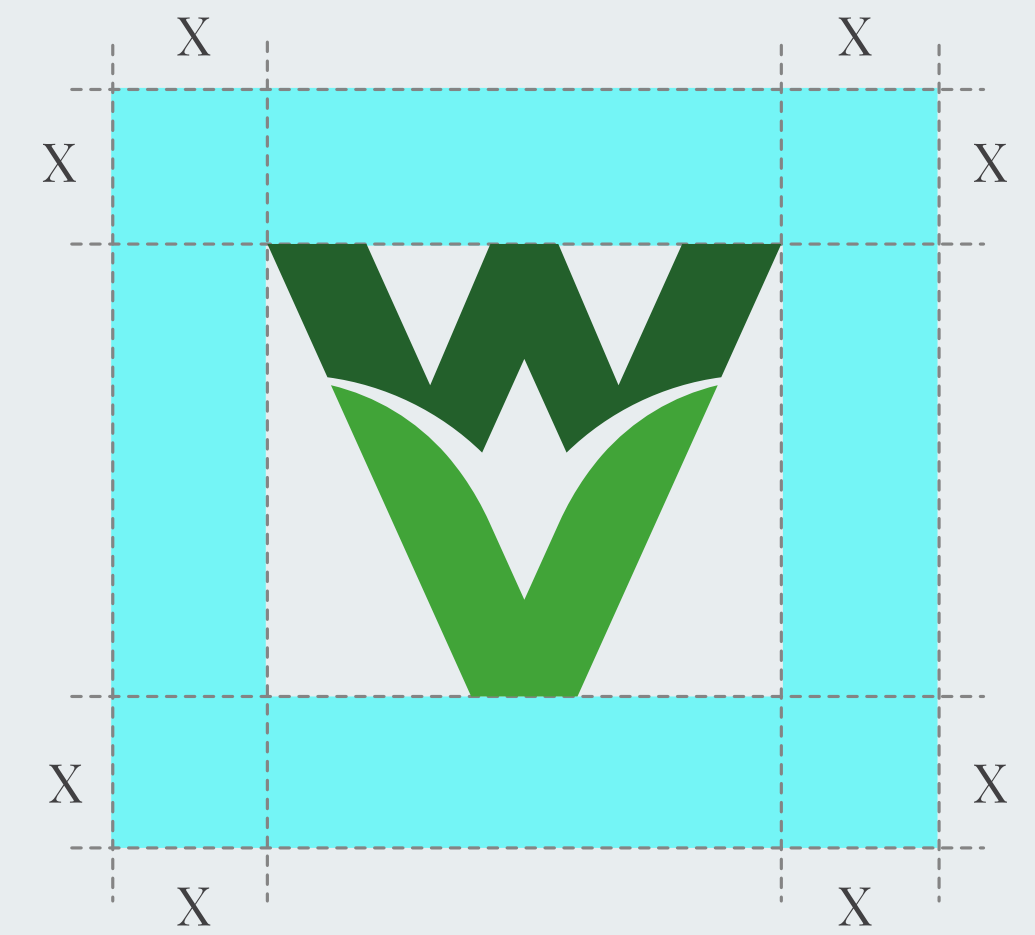
Safe Zone

The whitespace around the brand elements is extremely important. It helps to keep things clean and professional. Keep in mind that the illustrations on this page show the minimum safe zone - the more the better, always.

Full Logo

Logo mark

03.

Typography

Typography

Title and subtitle typeface

Gilroy provides a consistent, legible, and friendly typographic voice. It is known for its clarity and has an accessible, pure style.

Gilroy Extra Bold has been utilised as the primary typeface for titles and subtitles on digital and printed media.

Extra Bold

Gilroy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Typography

Body typeface

Designed by Sora Sagano in the 1970s, Aileron is a modern, geometric sans-serif typeface that works well for display purposes. The font comes in 8 weight variants (thin to heavy) making it versatile and adaptable for different use cases.

Regular

Aileron

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Typography

Title, subtitle & body type-faces

Gilroy and Aileron are both contemporary sans-serif fonts with a high degree of clarity. They have a variety of weights for use in different print and digital contexts, making them highly adaptable.

Title - Extra Bold

Gilroy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Character Tracking - 20px

Subtitles - Semi Bold

Aileron

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Character Tracking - 20px

Body text - Regular

Aileron

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Character Tracking - 20px

04.

Misuse

Misuse

A strong brand is applied consistently. It is important that the logo is never altered in a way that negatively affects the appearance of the brand. Changing the orientation of the logo, or adding colours or effects that don't align with the requisite design principles can all negatively affect a logo.

do not -
Apply outlines

do not -
Apply dropshadows

do not -
Apply gradients

do not -
Skew, stretch

do not -
Change Orientation

do not -
Adapt the logo

do not -
Mix colours

do not -
Fill with patterns

do not -
Contain in a shape

05. Social

Social Icons

Here are some suggested social profile uses.

Instagram
110px x 110px

Linked In
400px x 400px

Facebook
360px x 360px

Twitter
110px x 110px

06.

Colour Guide

Colour Values

Colour adds personality and instant recognisability to a brand. The complementary blue and green hues give this colour palette a distinctive and vibrant appearance. Hunter Green and Green Pantone are used within the brand logo and work particularly well on Light Grey backgrounds. The secondary Lapis Lazuli colour works effectively as a versatile background colour and pairs well with Pale Spring Bud and Light Grey.

Primary

Hunter Green

HEX #23602B
R35 G96 B43
C64 M0 Y55 K62

Secondary

Green Pantone

HEX #FF6F61
R255 G111 B97
C91 M79 Y62 K97

Lapis Lazuli

HEX #1B5C9D
R35 G96 B43
C64 M0 Y55 K62

Pale Spring Bud

HEX #EAE6BB
R234 G230 B187
C12 M6 Y34 K0

Raisin Black

#232428
R35 G36 B40
C13 M10 Y0 K84

Light Grey

#F3F6F7
R243 G246 B247
C2 M0 Y0 K3

07.

Iconography & Patterns

Brand Pattern

This brand pattern made of light green triangles can be used to add a some aesthetic style to digital and print media. This is a great way to make web pages, powerpoint slides, presentation decks and print stationery more engaging.

Please note, it is important to make sure these graphics are not used in a way that impedes on the legibility of text.
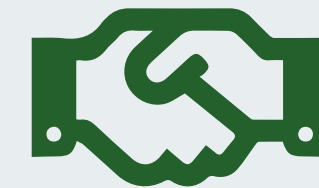
Sign up for more information

Get the latest job alerts, advice and be found by employers in your sector.

Sign up

Font Awesome Icons

A range of the Font Awesome icons can be used across print and digital media. These icons have a minimal, clear style and can be combined with text to improve the accessibility of various digital user interfaces.

Digital

App Store Icon

The WhichVocation app icon is designed to stand out from competing brands in the recruitment/job search sector.

Website Favicon

The logo is designed to work effectively as a website favicon. The simplicity of the lettermark allows it to be highly adaptable for use in large and small contexts.

WhichVocation | Careers ...

General Information

This document is the ultimate guide to using WhichVocation brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent.

If ever in doubt, please refer back to this guide. It's recommended to share this guide with anyone responsible to use the brand elements in any way.

WhichVocation