

BRAND GUIDELINES



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ROAD TO HIRE LOGOTYPE

RoadtoHire

ROAD TO HIRE PRIMARY GLYPH



Do not edit, change, distort, recolor, or reconfigure the R2H logo. Also, do not embellish the R2H logo with shadows and patterns or place it on wild backgrounds.

LOGO CLEARSPACE

ROAD TO HIRE SPACING

Keep at least a "middle separator" line's worth of space between the Logotype and other elements. When using a Glyph, it's best to leave about 1/2% whitespace between it and adjacent elements.



TYPOGRAPHY

Ab

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Download here: <https://fonts.google.com/specimen/Open+Sans?sidebar.open=&selection.family=Open+Sans>

COLOR VARIATIONS

Below are R2H's primary color combinations and should be used whenever possible. When it is not possible, below are also the appropriate alternatives.



White Background Black Background Brand Color Backgrounds Blue Background

BRAND COLOURS



PROFESSIONALLY NAVY

CMYK : 87,36,0,63
Pantone : 302 C
RGB : 12,60,94
HEX : #103C59



ENERGENIC TEAL

CMYK : 83,2,0,22
Pantone : 319 C
RGB : 33,194,198
HEX : #22C2C6



SMOOTH GRAY

CMYK : 12 34 56 789
Pantone : 446 C
RGB : 3647c
HEX : #5A5A5A



GOLDEN BRILLIANCE

CMYK : 0,22,61,11
Pantone : 2008 C
RGB : 228,178,89
HEX : #E49602



PASSIONATLY TANGERINE

CMYK : 0,68,92,13
Pantone : 173 C
RGB : 223,71,17
HEX : #DF4611



HEATHER WE KNOW HER GRAY

CMYK : 1,0,0,17
Pantone : 427 C
RGB : 209,211,212
HEX : #E2E2E2

ICONOGRAPHY

Icon Download Link Here: https://drive.google.com/drive/folders/140dYW3e1ihwm-dg7zVPyUqH08LE2qdLL?usp=share_link

