



**CAREER**  
BUILDER™

BRAND GUIDELINES

Logomark



## Logotype

CareerBuilder's logotype is versatile; there are two different orientations, but the main orientation is the stacked version. The single line logotype should be used as a backup for the web or other areas where the logotype needs to be vertically condensed.

**CAREER**  
BUILDER™

**CAREERBUILDER™**

## Lockups

Like the logotype, there are two orientations for the lockup of the type and the mark. One is vertically stacked and the other horizontally aligned. The predominant lockup is vertically stacked. The other should be used in instances where a condensed lockup is needed.



## Minimum Size

Provided are the minimum size for print and web applications for the logomark, logotype, and full logo lockup. Please follow each guideline accordingly. Please note that the web application examples are in pixels (px) and print is represented in inches.



.25 in / 18 px  
(exception for Favicon : 16 px)



2.75 in / 200 px



2.35 in / 170 px

## Clear Space

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. These illustrations show the clear space around the approved logos.

The CareerBuilder logomark should be used as a guide to determine the proper amount of clear space. Allow for logo to be placed on both the x and y-axis without scaling it to achieve the proper spacing.

No graphic elements, including patterns, photos or colors (other than approved colors) can be used in the clear space.



## One Color

For use of the lockup in one color, the logo should then be filled preferably with Anchor Blue (#182642) as opposed to using 100% black which should only be used for correspondence and communication.

If the logo is reversed out on a dark color, the white logo should be used.



## Limitations

There are rules and specifications on color, placement, and general application of the CareerBuilder lockup.

- 1 Do not stretch or skew the letterforms.
- 2 Maintain the integrity of the logotype by keeping a consistent color across all letters.
- 3 Do not crop the logo.
- 4 Do not use off-brand colors in the clear space or change the color of the logo.
- 5 Do not place the logo in a holding shape.





## Talentstream Technologies



.25 in / 18 px  
(exception for Favicon : 16 px)



minimum: 3 in / 217 px

## Primary & Secondary Colors

### PRIMARY COLOR

LIGHT	<b>ANCHOR BLUE</b>	DARK
HEX: 747D8E	PMS: 539 C RGB: 24/38/66 CMYK: 94/83/46/49 HEX: 182642	HEX: 1C202A

### SECONDARY COLOR

LIGHT	<b>AZURE BLUE</b>	DARK
HEX: 7EAFD5	PMS: 285 C RGB: 40/122/185 CMYK: 82/46/4/0 HEX: 287AB9	PMS: 647 C RGB: 30/92/139 CMYK: 92/65/23/6 HEX: 1e5c8b

### SECONDARY COLOR

LIGHT	<b>MARIGOLD</b>	DARK
HEX: FED473	PMS: 7408 C RGB: 253/184/22 CMYK: 0/31/99/0 HEX: FDB816	PMS: 1375 C RGB: 247/156/37 CMYK: 1/45/96/0 HEX: F79C25

### SECONDARY COLOR

LIGHT	<b>EMERALD</b>	DARK
HEX: 66C3AC	PMS: 7724 C RGB: 0/155/116 CMYK: 83/15/70/2 HEX: 009b74	PMS: 3298 C RGB: 0/116/87 CMYK: 89/31/75/18 HEX: 007457

## Typefaces

**Lato** is intended to be used as main typeface for all content.

**Sanchez** is intended to be used as an accent in places like headlines (H1) on microsites, emails or for emphasis in print.

Ag

### Lato

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 ~!@#\$%^&\*()\_+---=

Lato Light

*Lato Light Italic*

Lato Regular

*Lato Italic*

**Lato Bold**

***Lato Bold Italic***

Ag

### Sanchez

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 ~!@#\$%&\*()\_+---=

Sanchez

Regular

Sanchez

*Italic*



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