iSmartRecruit

Brand Guideline

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- Font-Family (Typography)
- Color-Scheme for all over brand - Social Media Themes
- Social Media Ads Format
- Illustration Styles

Typography

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

Poppins (Light)

Poppins (Regular)

Poppins (Medium)

Poppins (Semibold)

Poppins (Bold)

Poppins (ExtraBold)

Numeric

1 2 3 4 5 6 7 8 9 0

Symbols

+ / * - @ # $ % & !

Typography Style

Title Text

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Body Text

Semi Title

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Color Scheme

primary color



R:37 G:77 B:92 | HexCode : #254D5C

C:85 M:43 Y:34 K:54



R:249 G:168 B:76 | HexCode : #F9A84C

C:0 M:33 Y:69 K:02

Color Scheme

secondary color



R:0 G:144 B:197 | HexCode : #0090C5

C:80 M:25 Y:5 K:6

R:244 G:244 B:244 | HexCode : #F4F4F4

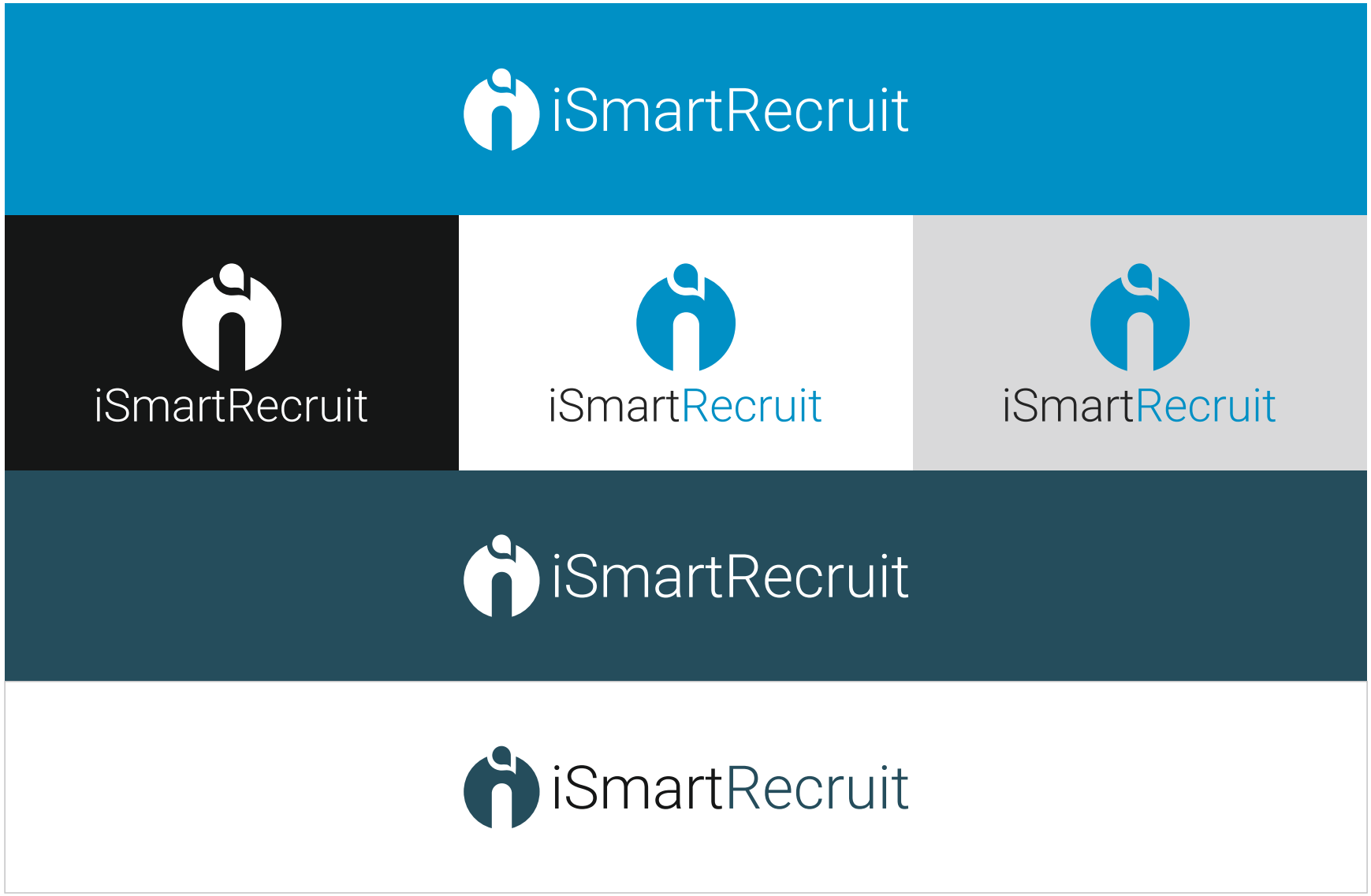
C:0 M:0 Y:0 K:4

Logo New Color Option

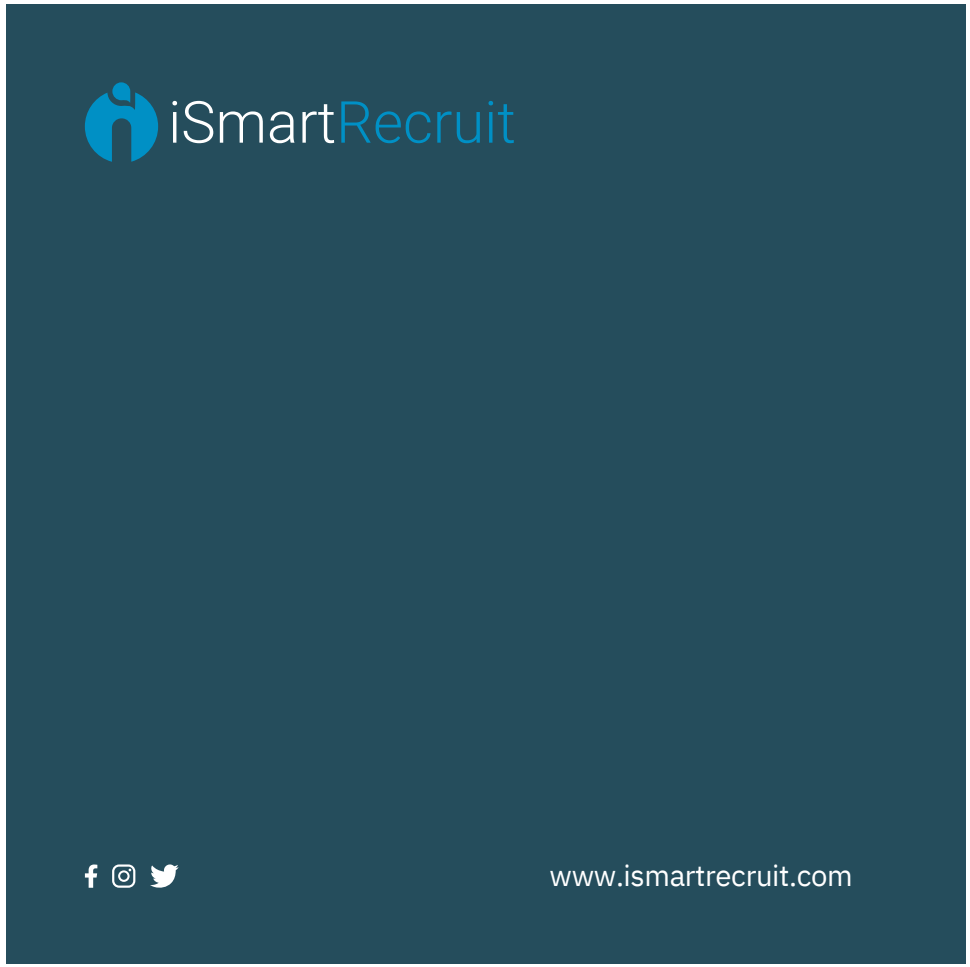


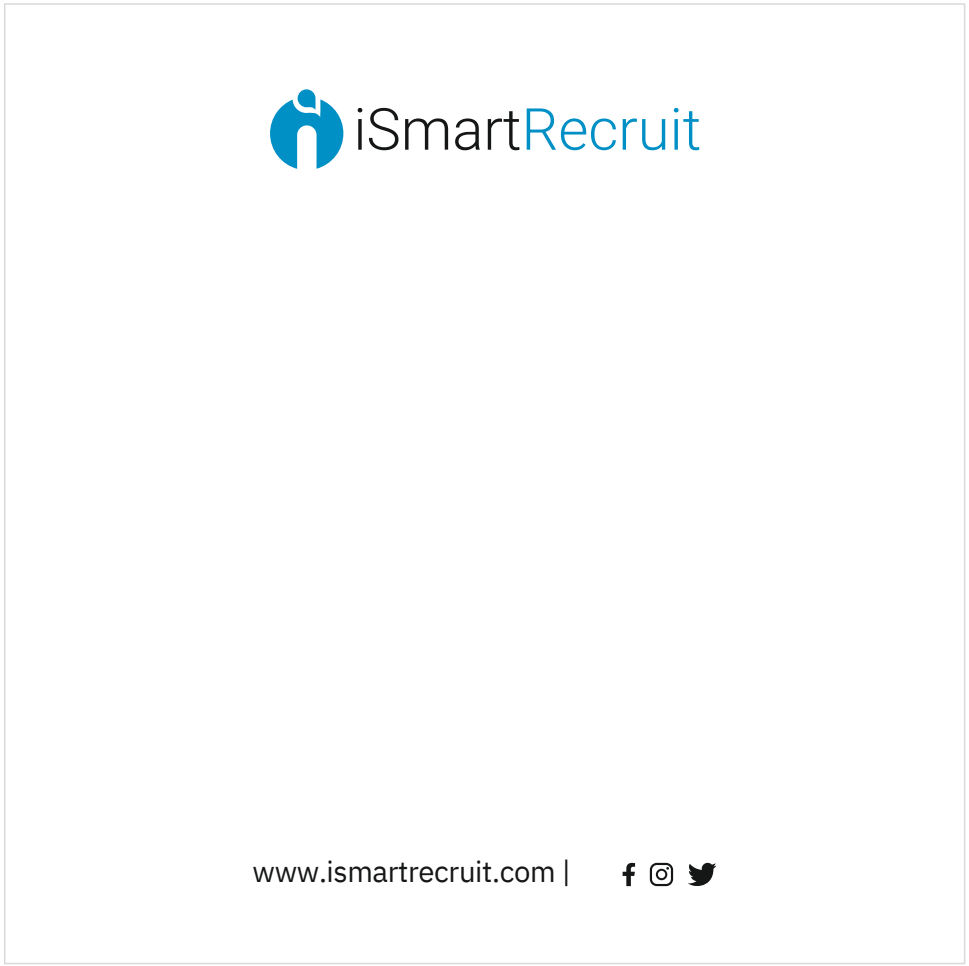


Logo with various background



Social Media Theme





Social Media Theme with image

Lorem Ipsum is
simply dummy text

www.ismartrecruit.com



iSmartRecruit

SMART
RECRUITMENT

www.ismartrecruit.com

Don’t

















Do not use any other color for our logo

Illustration Style

we can use illustration like this & also for small animated video campaign



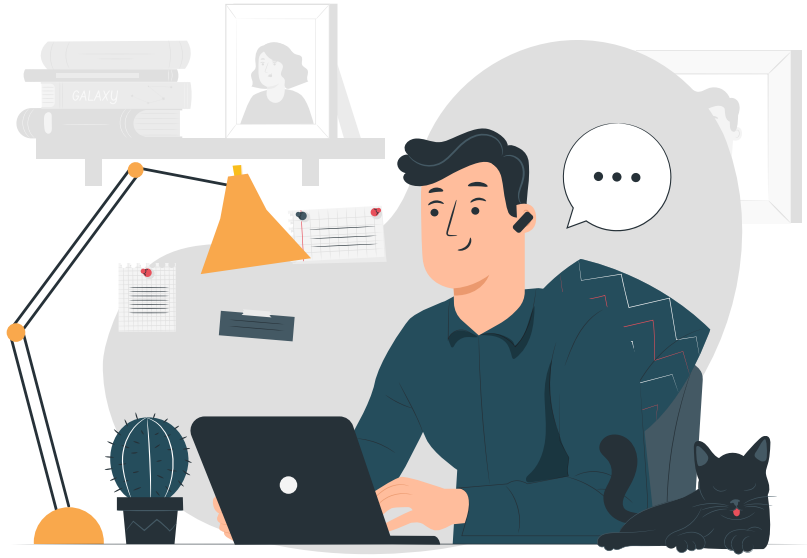


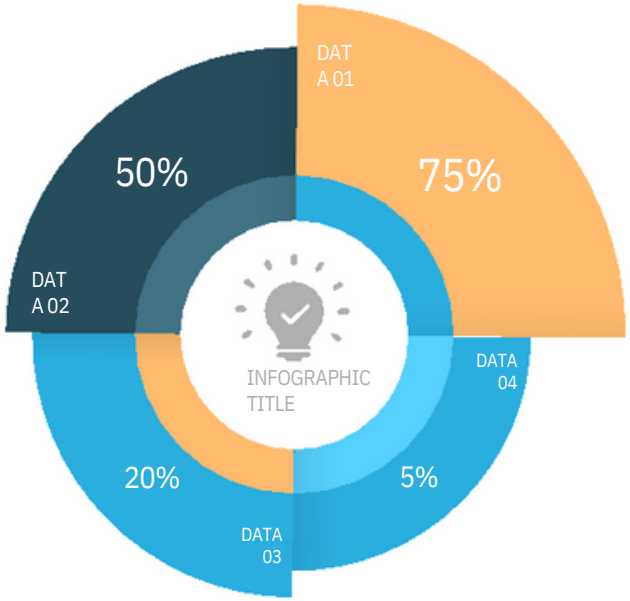
Illustration Style

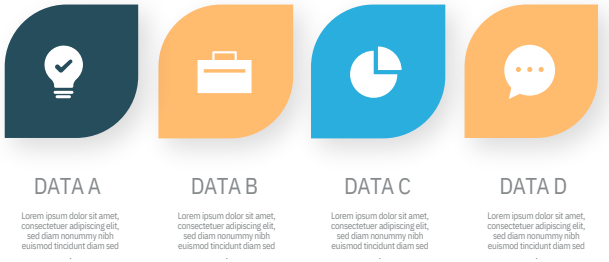
we can use illustration like this & also for small animated video campaign

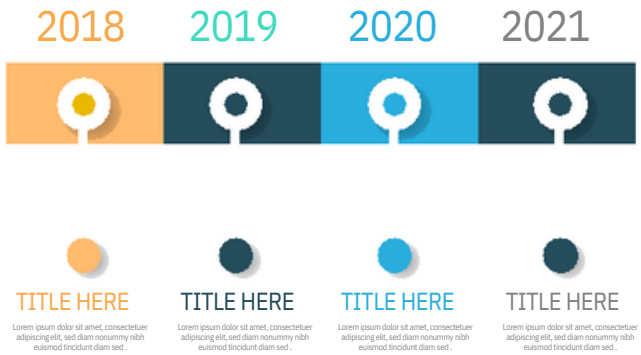


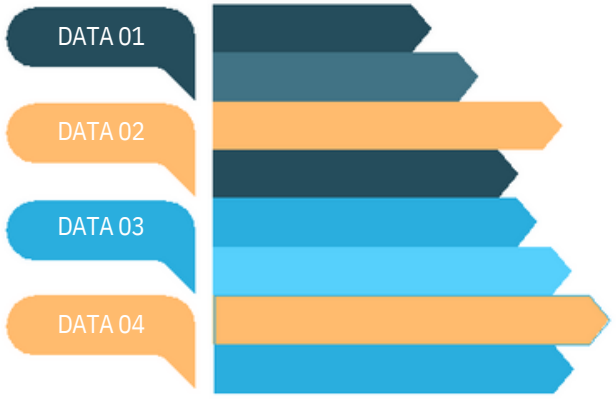


Inforgraphic









CTA Buttons

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SEE OUR PRICING

Icons



App Icons


iSmartRecruit


iSmartRecruit


iSmartRecruit

Favicon

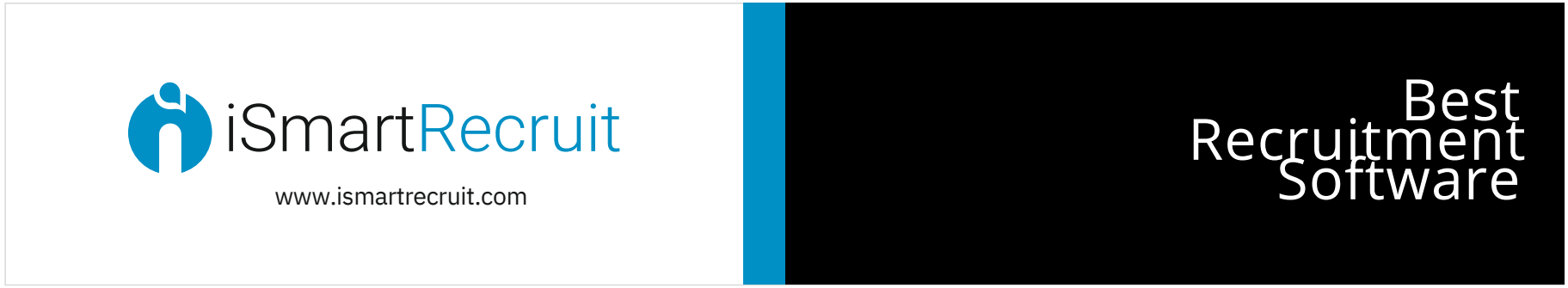






Social Media Ads





Stock Images

we can use images like this



Thank You