Ceipal

Brand Guidelines

05.01.2023

01

Brand Messaging

Brand Message

As a high-growth company, you need to move rapidly and think innovatively to compete for top talent. Navigating disparate talent sources just slows you down.

Ceipal offers unparalleled insight into the comprehensive talent landscape, with the AI-powered agility and expert guidance needed to chart the critical course to the people you need.

Welcome to the new frontier of talent acquisition.

Our Three Pillar Messages

01

A NEW MAP

Talent acquisition leaders need to explore new approaches to find the right people. We chart a new course, integrating talent functions and sources to offer a comprehensive, dynamic, and actionable survey of your talent landscape. You need a new direction. Ceipal has the map.

02

WE GET HIGH-GROWTH

High-growth companies and their leaders are in a unique position: feeling the excitement of transformation amid the uncertainty of change. Your established vendors can't relate — their adventure is over. Ours is just beginning. Let's push the boundaries together.

03

BETTER STRATEGIES AT SPEED

Talent acquisition leaders get the support and insight they need to make critical decisions more rapidly and with greater confidence: a comprehensive database of best-fit candidates; sophisticated AI parsing millions of data points; out-of-pocket accessibility. With Ceipal, you'll never journey alone.

02

Visual
Brand

Our logo represents human connections that anchor a seamless, frictionless journey.

This is our primary logo, and it should be used in all print and digital applications.

The logo allows for immediate brand recognition, and it should be found in all of our use cases — including outbound communication, marketing material, and sales decks.

The primary logo is made up of two parts: the logotype (the name) and the logomark (the graphic/icon). The logomark may be used independently, but never the logotype.

Minimum size

When using the logo, do not scale less than the minimum approved size.

- The logo should appear no smaller than 120 pixels wide for digital applications, and 1.5 inches wide for print applications.

- The logomark, when used independently, should appear no smaller that 20 pixels wide for digital applications, and 0.25 inches wide for print applications.

PRIMARY LOGO

LOGOMARK

ONE COLOR

Logomark Usage

Minimum size

The logomark, when used independently, should appear no smaller that 20 pixels wide for digital applications, and 0.25 inches wide for print applications.

Color

The logomark folows the same color application rules as the primary logo. Choose a color that lets the logomark appear with as much contrast as possible.

When to use

The logomark should be used sparingly, but can appear independently when:

- The full logo appears on earlier pages of the same document
  Example: this guideline document, interior presentation slides

- There isn't space for the other approved logo variations
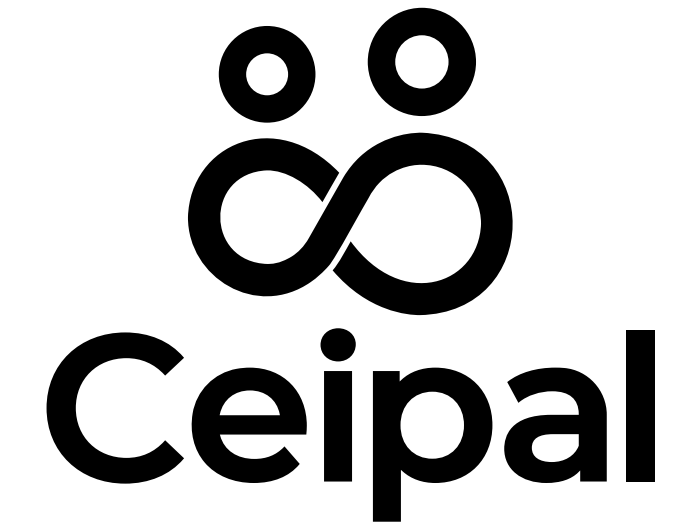 Example: website favicon

LOGOMARK
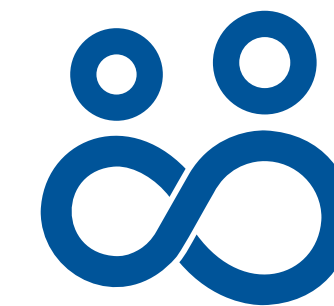
NOTE

Background is included here for illustration purposes ONLY.

Alternate configuration and product logos

STACKED LOGO

PRODUCT LOGOS - HORIZONTAL

PRODUCT LOGOS - STACKED

Clear space and minimum size

When the primary logo appears in a composition, make sure it doesn't feel cramped or claustrophobic.

Do not place the logo too close to the edge nor too close to any other graphic elements. Respect the clear space as shown here, and which is based on the letter height of the logotype.

LETTER HEIGHT

CLEAR SPACE

LETTER HEIGHT
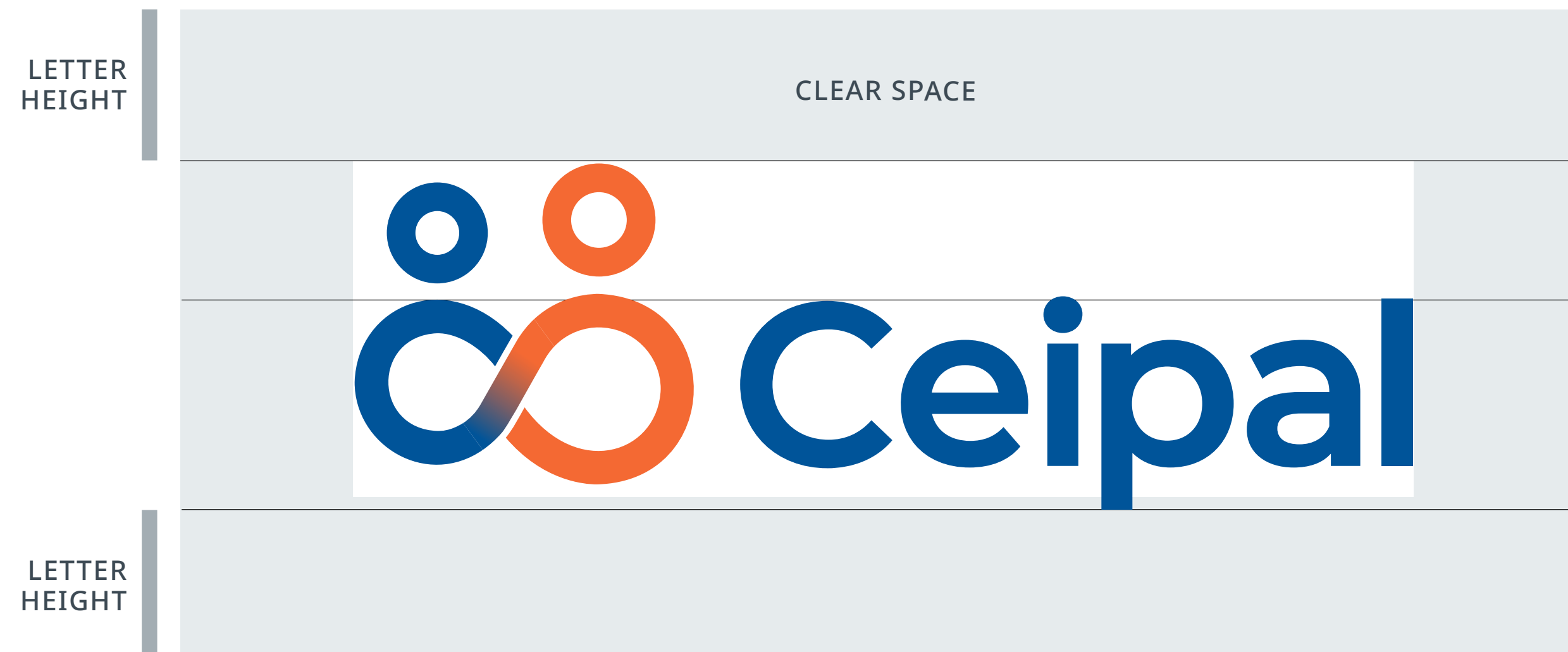
Logo don'ts

It is important that the logo appears in a consistent manner. Maintaining the proper form, color, and legibility is crucial.

The logo should not be modified outside of the approved usage. The set of rules on this page should be followed whenever the logo is used.

Do not alter the logo colors.

Do not rotate the logo.

Do not add drop shadows or other effects.

Do not stretch, warp, or alter the proportions of the logo.

Do not disproportionately scale the logo.

Do not place the logo on distracting backgrounds.

Connect Event Branding

The Connect event logo is aligned with the Ceipal logotype. It should be found in all of **event collatoral** — including outbound communication, websites & portals, and marketing materials.

The Ceipal logo or logomark should also be included within these communications, but should appear **seperate and distinct** from the event logo.
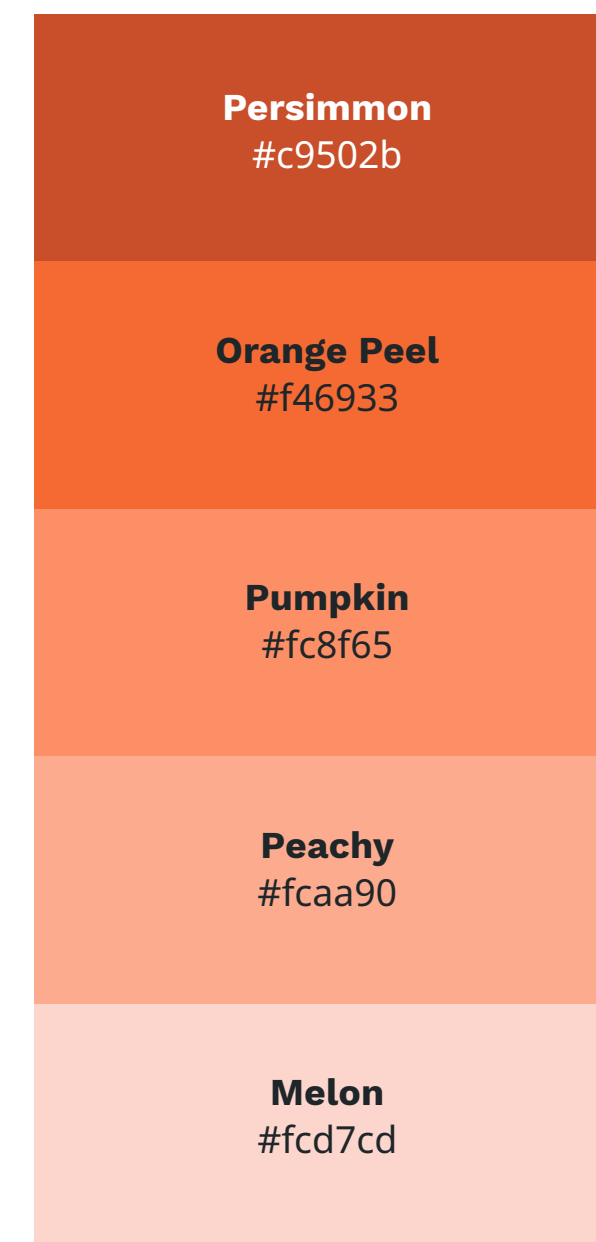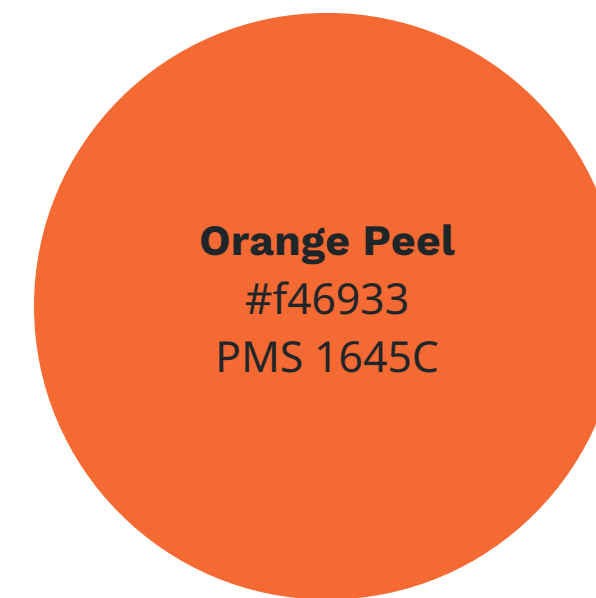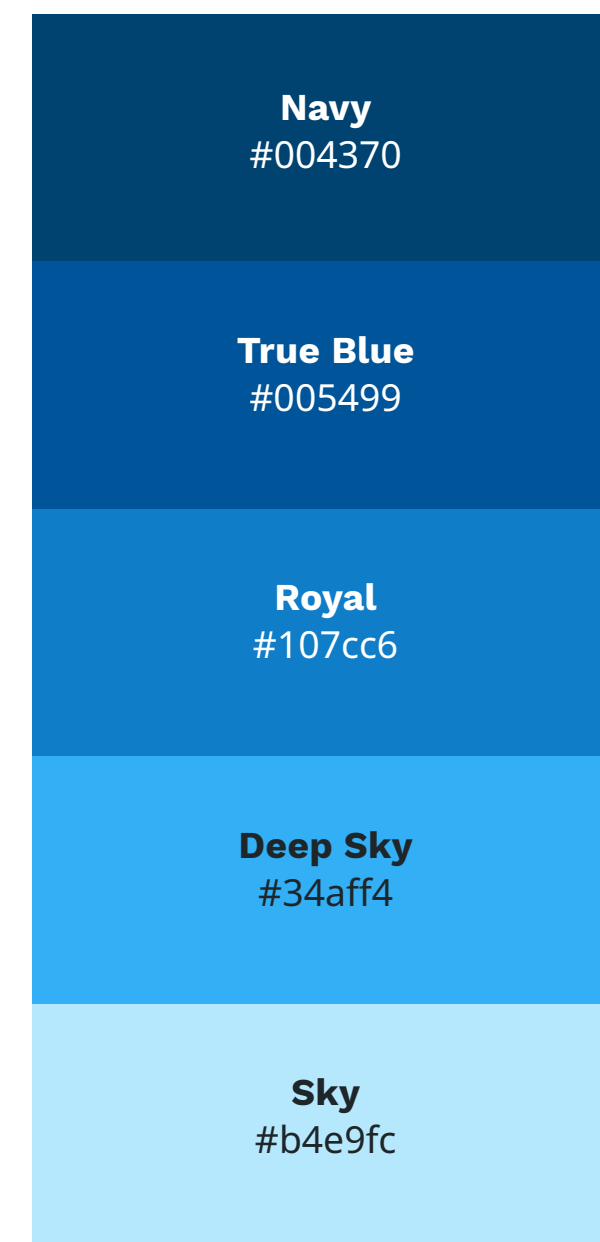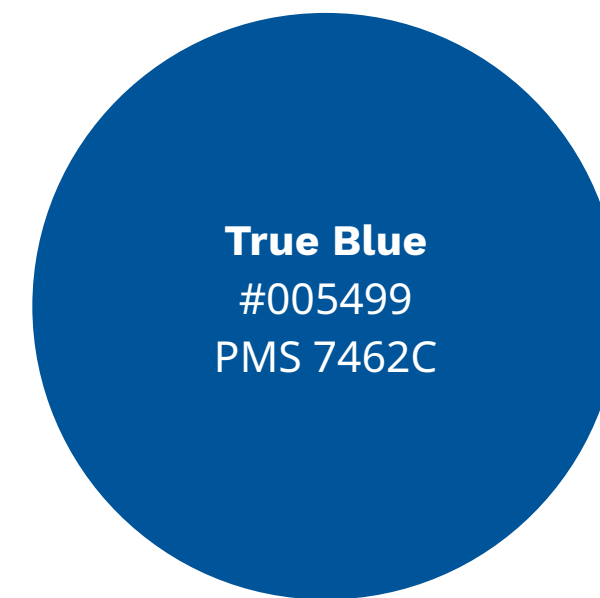
Primary and Secondary Color Palettes

Our primary palette should be represented in all company material. Proper usage is critical to maintain consistency.

- Each color (primary, secondary, and tertiary) has a range of five tints to support variation and accessiblity.

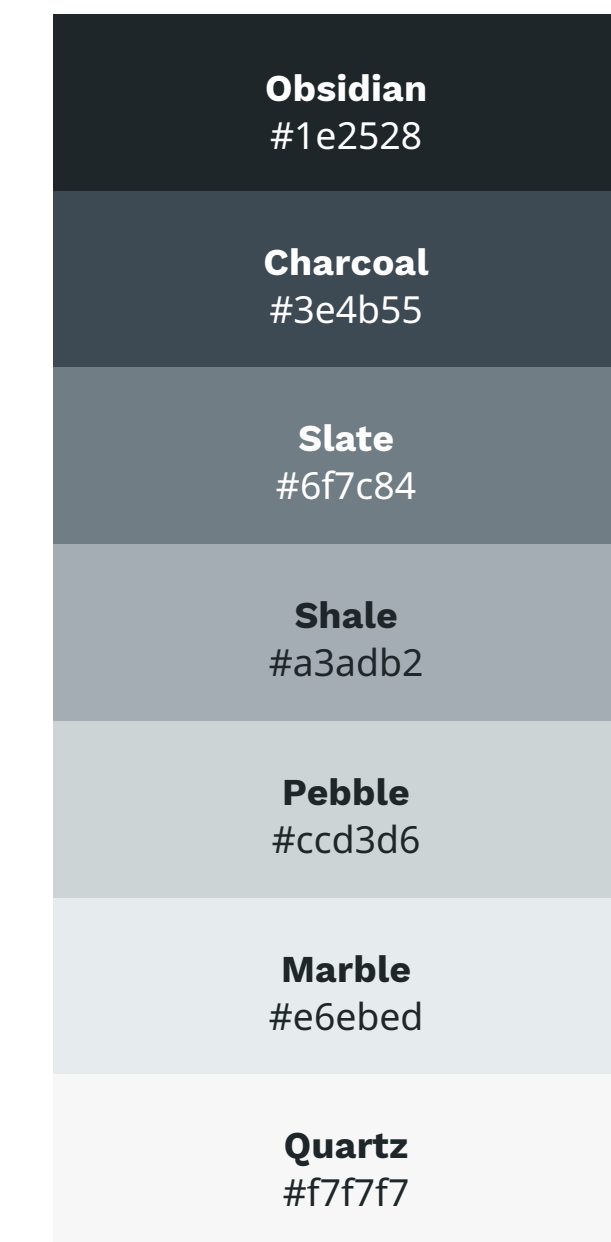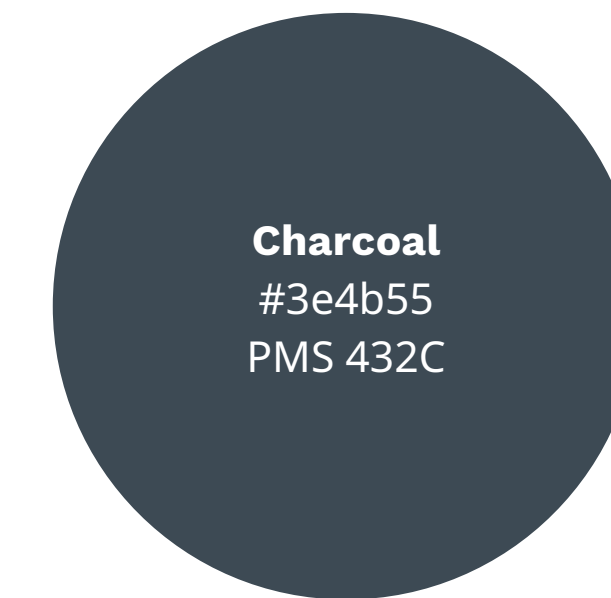- The tertiary palette should be saved for illustrations and data visualizaiton.

The preferred hierarchy of colors is:

1. True Blue

2. Charcoal

3. Viridian

4. Turquoise

5. Sunflower

6. Orange Peel (used primarily as an accent, not a background color)

PRIMARY COLORS + TINTS

True Blue
#005499
PMS 7462C

Navy
#004370

True Blue
#005499

Royal
#107cc6

Deep Sky
#34aff4

Sky
#b4e9fc

Orange Peel
#f46933
PMS 1645C

Persimmon
#c9502b

Orange Peel
#f46933

Pumpkin
#fc8f65

Peachy
#fcaa90

Melon
#fcd7cd

NEUTRAL COLORS + TINTS

Charcoal
#3e4b55
PMS 432C

Obsidian
#1e2528

Charcoal
#3e4b55

Slate
#6f7c84

Shale
#a3adb2

Pebble
#ccd3d6

Marble
#e6ebed

Quartz
#f7f7f7

Typography

Noto Sans is our primary brand font. It is available through the Google fonts collection.

Noto is a global font collection for writing in all modern and ancient languages. Noto Sans is an unmodulated ("sans serif") design for texts in the Latin, Cyrillic, and Greek scripts and is also suitable as the complementary choice for other script-specific Noto Sans fonts. It has italic styles, multiple weights and widths, and 3,741 glyphs.

For consistency in execution, reference the example hierarchy and weights represented here.

H1
Font weight: Regular
Case: Sentence

Lorem ipsum dolor amet

H2
Font weight: Bold
Case: Sentence

Lorem ipsum dolor set amet

Body Copy
Font weight: Regular
Case: Sentence

Lorem ipsum dolor set amet. Da sitate doloritate serchil iberum latem estendaerum aut rem ellentur aligent. Dis et maiore as aliquias ab inimini mperis unt aciis antur.

H4
Font weight: Bold
Case: CAPS +100

LOREM IPSUM DOLOR

Lorem ipsum dolor set amet. Sitate doloritate serchil iberum latem ma estendaerum aut rem ellentur.

LOREM IPSUM DOLOR

Lorem ipsum dolor set amet. Sitate doloritate serchil iberum latem ma estendaerum aut rem ellentur.

H3/Callout
Font weight: Regular
Case: Sentence

Lorem ipsum dolor set amet. Maire ab aut rem ellentur aligent, conecea runtore acit et.

Ceipal