



Green Means:  
**GROWTH**



elevate

# Brand Kit

For creativity  
and consistency

Connecting  
Talent to  
Opportunity



Brand Guide v1.0 - May 2025

**MISSION:** To empower driven professionals and forward-thinking companies by creating career connections that elevate potential, performance, and purpose.

**VISION:** To become the most trusted recruitment partner for mid-level talent—redefining how companies build teams and how individuals grow their careers.

**VALUES:**

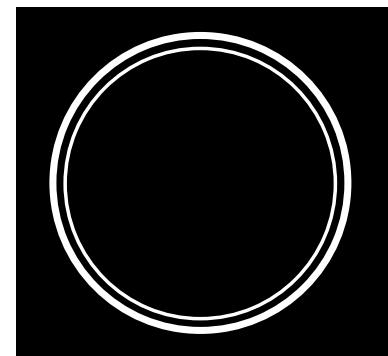
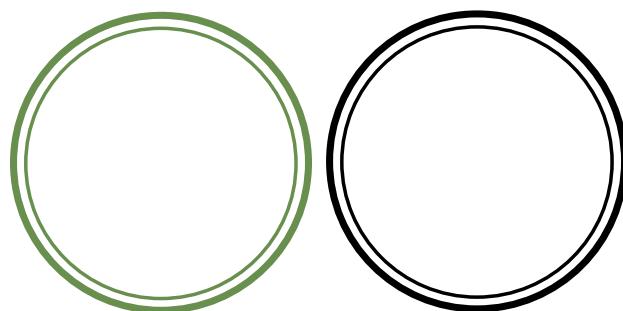
- Trust – We build relationships, not just placements.
- Transparency – Clear communication. No hidden agendas.
- Urgency – We move quickly without sacrificing quality.
- Inclusivity – Talent knows no boundaries. We embrace diversity.
- Excellence – Every search, every role, every time.
- Growth – For our candidates, clients, and ourselves.



# Logo

---

## Main Logo Features



Logo Mark

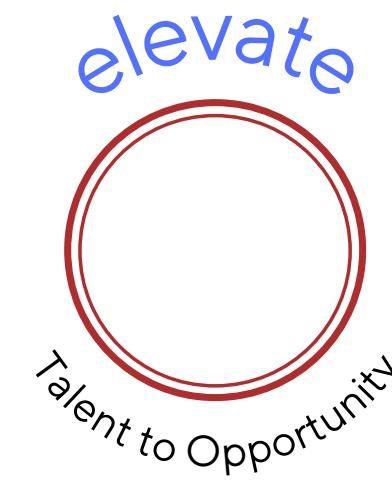
elevate  
elevate  
elevate



Word Mark

COLOR: #688F4E

## Do's and Don'ts



Versions of our logo can be used to match a variety of materials and applications. Make sure to apply them appropriately.

Access the full brand kit (logos, templates, icons, photos) in the shared folder: [Google Drive](#)

# LOGO USAGE

---

## **Minimum Size**

To ensure clarity and recognition, do not use the logo below the following sizes:

### **Print:**

Logo with wordmark: 1.25 inches wide

Logo mark alone: 0.5 inches wide

### **Digital:**

Logo with wordmark: 120px wide

Logo mark alone: 48px wide

Using the logo below these sizes compromises readability and impact.

## **Clear Space**

Always maintain a clear space around the logo equal to the height of the “E” in Elevate. No text, imagery, or graphic elements should enter this space.

This ensures the logo has room to breathe and maintains its visual integrity across all placements.

## **Don't**

Place the logo too close to text or other graphics

Shrink the logo below minimum size

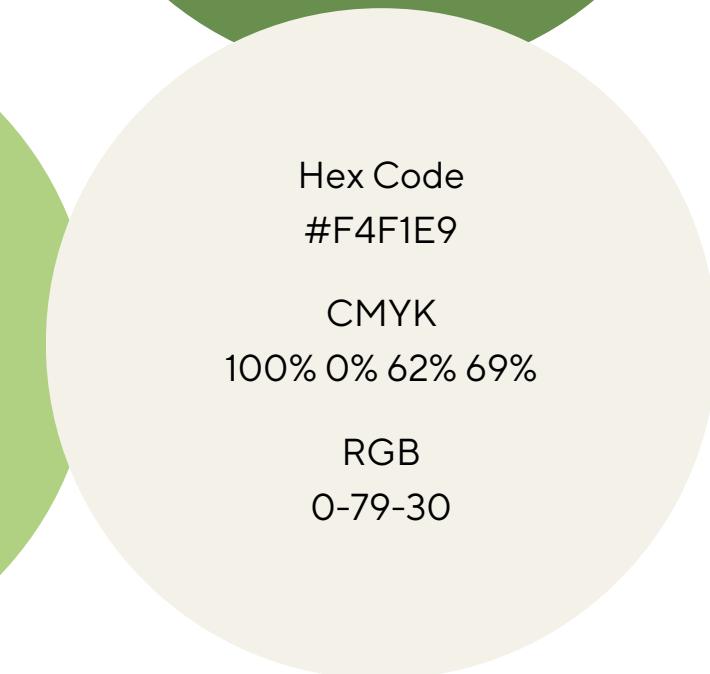
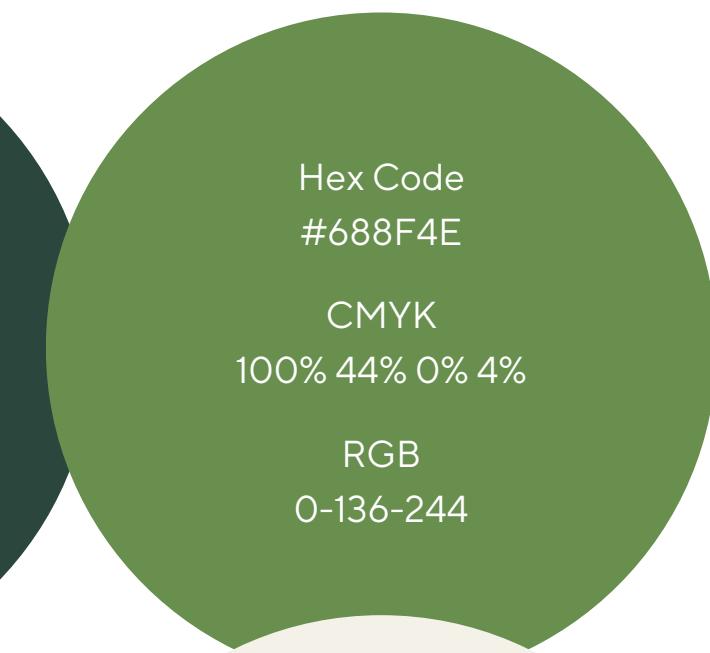
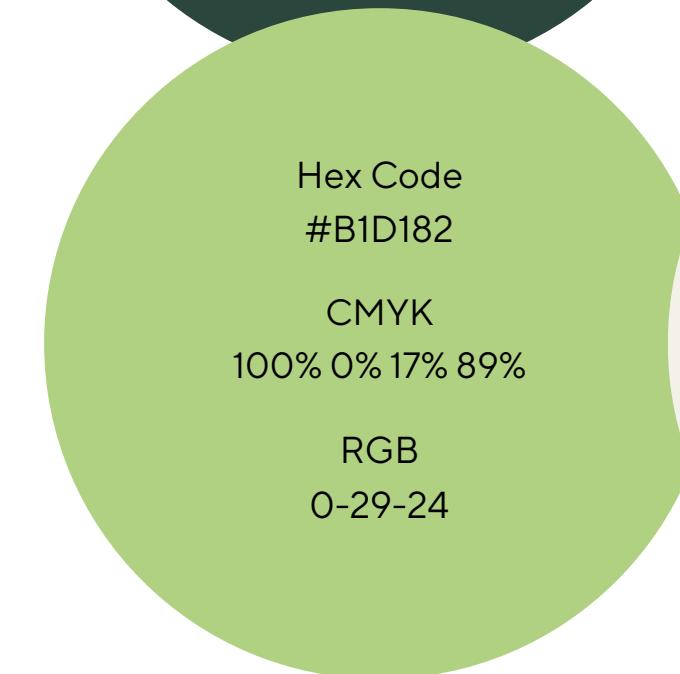
Overlay the logo on complex or high-contrast backgrounds

# Color Palette

---



These colors reflect our brand's identity and personality



# Font

---

## Font Overview

### Codec Pro

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XYZabcdefghijklmnoprstuvwxyz

z1234567890!@#\$%^&\*()

### TT Norms

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XYZabcdefghijklmnoprstuvwxyz12

34567890!@#\$%^&\*()

## Font Hierarchy

ELEVATE

TALENT TO  
OPPORTUNITY

To empower professionals and companies by  
making career connections that matter.er for  
a refreshing drink.

TALENT TO OPPORTUNITY

ELEVATE

We build relationships, not just placements.

## Type Application

TALENT TO  
OPPORTUNITY

GREEN MEANS  
GROWTH

Talent knows no  
boundaries

# Elements, Shapes, & Illustrations



## Approved Elements & Shapes

### Style:

- Simple, clean, minimal
- Circular and rounded elements reflect trust and harmony
- Use thin lines, gentle curves, and balanced spacing

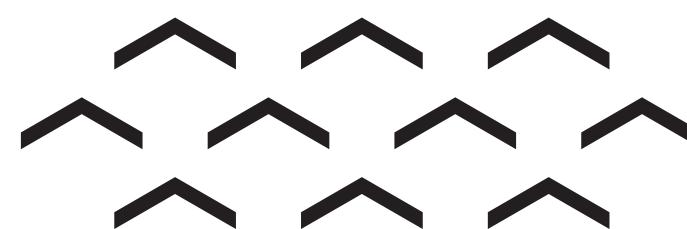
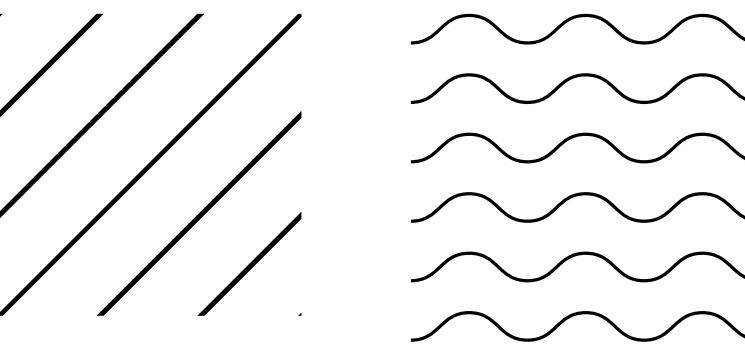
### Use elements like:

- Circles and rings (echoing your logo)
- Rounded buttons and pill-shaped highlights
- Minimal divider lines or dotted outlines for separation

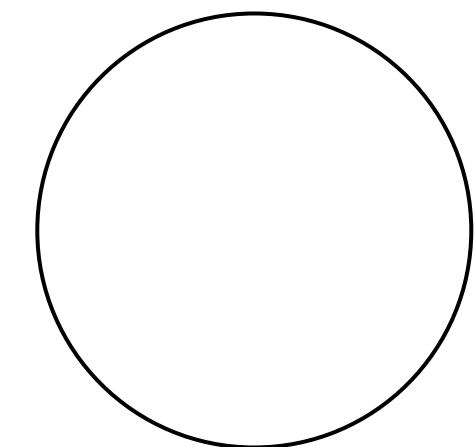
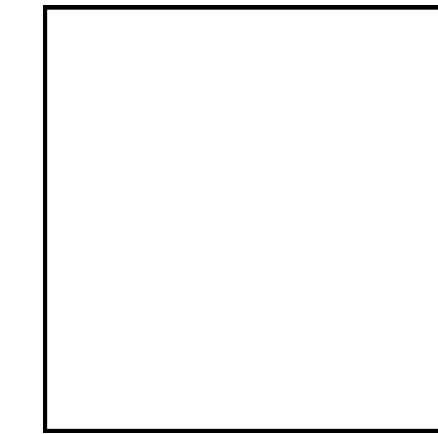
### Avoid:

- Harsh angles, irregular polygons, or abstract shapes
- Overuse of shadows or complex layering

## Patterns



## Shapes and Lines



# Approved Icons

---

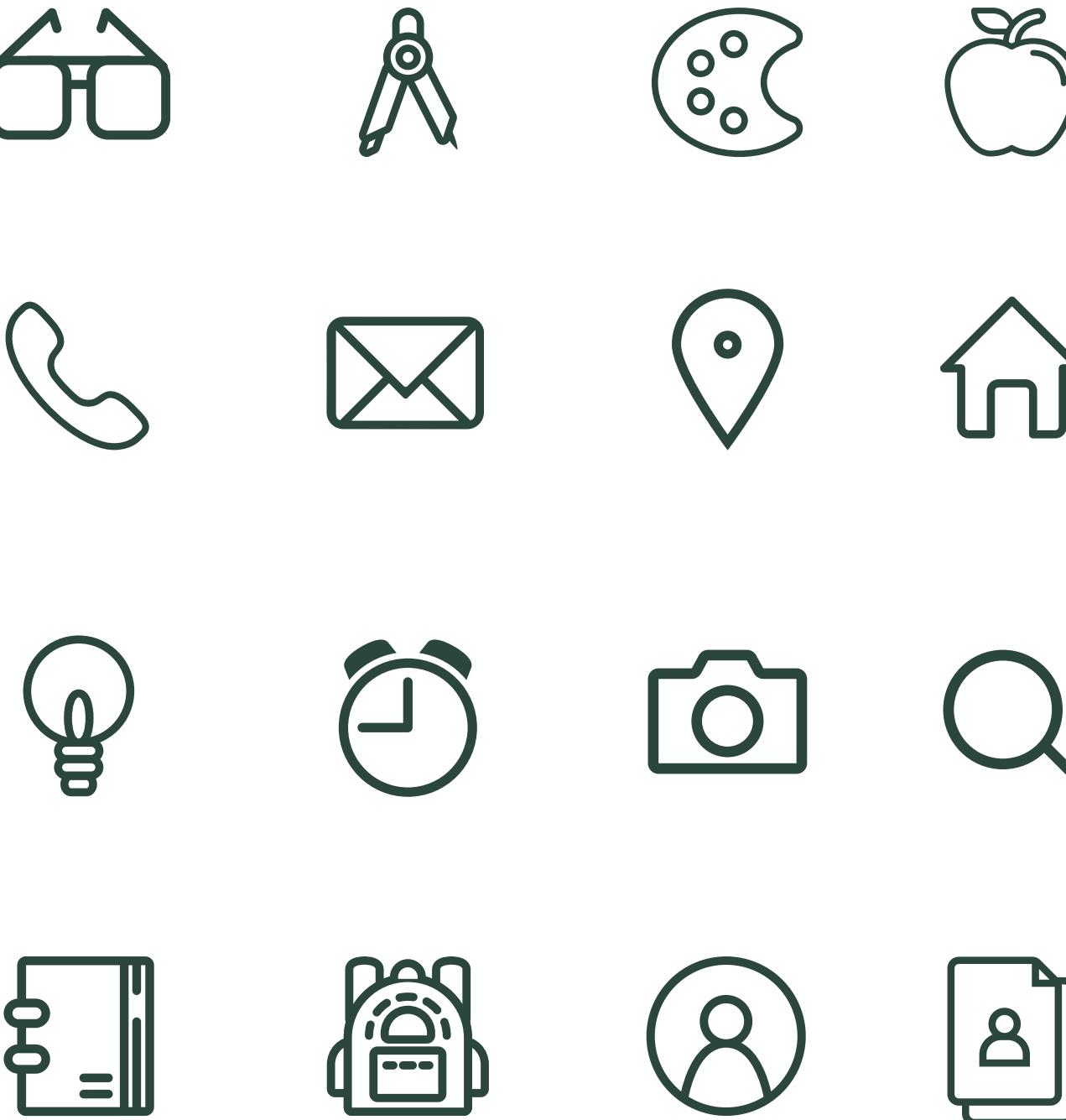


## Approved Style

- Simple, line-based icons with uniform stroke width
- Rounded edges and soft geometry to match Elevate's approachable tone

## When to Use Icons

- To visually support navigation or service categories
- In job descriptions or benefit highlights
- On social media posts, infographics, and landing pages
- To guide users through processes (e.g., search > match > apply)



# Photography

---



## Overall Style

- Natural, professional, and approachable
- Candid moments > staged poses
- Focus on real people, not models
- Diverse and inclusive: people of different ethnicities, ages, and backgrounds

## Use Photography To Show

- Professionals in motion: working, collaborating, leading
- Job interviews, onboarding, workplace mentorship
- Emotional cues like focus, confidence, ambition, connection

## Color & Tone

- Stick to natural light or soft warm tones
- Avoid neon tones, flashy clothes, or chaotic backgrounds



# Voice & Tone

---



## Brand Personality Traits

Elevate's voice reflects who we are—not just what we do. We aim to speak with:

- **Confident** – We know what we're doing and speak with clarity.
- **Helpful** – Every word serves a purpose: to guide, support, and uplift.
- **Elevated** – Sophisticated but never snobbish.
- **Approachable** – Friendly, warm, and human.
- **Decisive** – Clear, action-driven, and free of jargon.

## Sample Headlines & CTAs

- Headlines
  - "Where Talent Meets Opportunity."
  - "Ready for What's Next? So Are We."
  - "Built for Growth-Driven Professionals."
- CTAs
  - "Upload Your Resume"
  - "Book a Discovery Call"
  - "Explore Your Next Move"
  - "Let's Elevate Your Team"

## We Say This / Not This

"Your next role starts here."

Not this: "Wanna land a gig?"

Let's talk about your growth."

Not this: "We'll help you hustle."

"Mid-level roles. High-level impact."

Not this: "Tons of jobs, check 'em out."

"We connect rising talent with real opportunity."

Not this: "We find people jobs."

## Language Style

- Tone: Optimistic, modern, and grounded
- Style: Short sentences, active voice, clear structure
- Vocabulary: Professional but not stiff
- Avoid: Overused corporate buzzwords, slang, or overly casual phrases
- Use contractions sparingly to stay human, but maintain polish

## Messaging Pillars

For Candidates

- Empowerment: "You deserve a role that matches your ambition."
- Clarity: "We'll help you find the right fit—not just any job."
- Discretion & Trust: "We work behind the scenes to support your next move."

For Clients

- Strategic Value: "Mid-level talent is your engine for growth."
- Speed & Precision: "We match skill with culture—fast."
- Long-Term Thinking: "We help you build high-performance teams, not just fill seats."

# BUYER PERSONAS

## RISING RUTH



AGE 35-48

GENDER All

EDUCATION Bachelor's degree minimum, many with MBAs or professional certifications

LOCATION Urban or suburban; major cities or regional business hubs

JOB TITLE Operations Manager, Sales Manager, Project Manager, HR Manager, Finance Manager

### Preferred Channels

LinkedIn (organic & InMail), email newsletters, webinars or short coaching sessions, blogs & salary reports, personalized job alerts

### Career Stage

**Current Role:** Has 5-15 years of experience; managing teams or projects

**Career Goals:** Wants to transition into senior leadership, increase compensation, and take on more strategic roles

**Work History:** Stable track record with 1-3 previous employers; some job hopping if in tech or high-pressure sectors

### Pain Points

- Feels undervalued or underpaid despite strong performance
- Limited internal mobility in current company
- Not enough mentorship or leadership development offered
- Worried they're falling behind peers or being bypassed for promotions
- Frustrated with vague job listings or cold recruiters who don't understand their experience
- Hesitant to job search while employed - needs discretion

### Key Messaging Themes

- "You're more ready than you think."
- "Confidential. Strategic. Manager-to-leader transitions."
- "Companies are actively hiring managers like you."

### Information-Seeking Behavior

- Searches LinkedIn job boards, Glassdoor, and industry-specific sites
- Reads content on career development, leadership, and salary trends
- Subscribes to email newsletters or listens to podcasts about work and business
- Active on LinkedIn, less active on other platforms

### Goals & Motivations

- Land a new, **better-paying role** with growth potential
- Gain **recognition and strategic influence**
- Improve **work-life balance** or find a more values-aligned company
- Work under a **leader they respect**
- Access insider insight into what **companies are looking for**

### Challenges / Objections

- **Fear of change:** What if the new job is worse?
- **Time constraints:** Too busy to update resume, network, or apply
- **Skeptical of recruiters:** Past experiences with low-touch or irrelevant pitches
- **Unclear value:** Unsure how their current skills translate to higher roles
- **Concerned about gaps or lack of traditional advancement steps**

# BUYER PERSONAS

**AMBITIOUS AMIR**



**AGE** 35-48

**GENDER** All

**EDUCATION** Bachelor's degree minimum, many with MBAs or professional certifications

**LOCATION** Urban or suburban; major cities or regional business hubs

**JOB TITLE** Operations Manager, Sales Manager, Project Manager, HR Manager, Finance Manager

**Preferred Channels**  
LinkedIn (organic & InMail), email newsletters, webinars or short coaching sessions, blogs & salary reports, personalized job alerts

**Career Stage**

**Current Role:** Has 5-15 years of experience; managing teams or projects

**Career Goals:** Wants to transition into senior leadership, increase compensation, and take on more strategic roles

**Work History:** Stable track record with 1-3 previous employers; some job hopping if in tech or high-pressure sectors

**Information-Seeking Behavior**

- Searches LinkedIn job boards, Glassdoor, and industry-specific sites
- Reads content on career development, leadership, and salary trends
- Subscribes to email newsletters or listens to podcasts about work and business
- Active on LinkedIn, less active on other platforms

**Pain Points**

- Feels undervalued or underpaid despite strong performance
- Limited internal mobility in current company
- Not enough mentorship or leadership development offered
- Worried they're falling behind peers or being bypassed for promotions
- Frustrated with vague job listings or cold recruiters who don't understand their experience
- Hesitant to job search while employed – needs discretion

**Goals & Motivations**

- Land a new, **better-paying role** with growth potential
- Gain recognition and strategic influence**
- Improve **work-life balance** or find a more values-aligned company
- Work under a **leader they respect**
- Access insider insight into **what companies are looking for**

**Challenges / Objections**

- Fear of change:** What if the new job is worse?
- Time constraints:** Too busy to update resume, network, or apply
- Skeptical of recruiters:** Past experiences with low-touch or irrelevant pitches
- Unclear value:** Unsure how their current skills translate to higher roles
- Concerned about gaps or lack of** traditional advancement steps

**Key Messaging Themes**

- "You're more ready than you think."
- "Confidential. Strategic. Manager-to-leader transitions."
- "Companies are actively hiring managers like you."

# BUYER PERSONAS

## LAID-OFF LEO



AGE 35-48

GENDER All

EDUCATION Bachelor's degree minimum, many with MBAs or professional certifications

LOCATION Urban or suburban; major cities or regional business hubs

JOB TITLE Operations Manager, Sales Manager, Project Manager, HR Manager, Finance Manager

### Preferred Channels

LinkedIn (organic & InMail), email newsletters, webinars or short coaching sessions, blogs & salary reports, personalized job alerts

### Career Stage

**Current Role:** Has 5-15 years of experience; managing teams or projects

**Career Goals:** Wants to transition into senior leadership, increase compensation, and take on more strategic roles

**Work History:** Stable track record with 1-3 previous employers; some job hopping if in tech or high-pressure sectors

### Information-Seeking Behavior

- Searches LinkedIn job boards, Glassdoor, and industry-specific sites
- Reads content on career development, leadership, and salary trends
- Subscribes to email newsletters or listens to podcasts about work and business
- Active on LinkedIn, less active on other platforms

### Pain Points

- Feels undervalued or underpaid despite strong performance
- Limited internal mobility in current company
- Not enough mentorship or leadership development offered
- Worried they're falling behind peers or being bypassed for promotions
- Frustrated with vague job listings or cold recruiters who don't understand their experience
- Hesitant to job search while employed – needs discretion

### Goals & Motivations

- Land a new, better-paying role with growth potential
- Gain recognition and strategic influence
- Improve work-life balance or find a more values-aligned company
- Work under a leader they respect
- Access insider insight into what companies are looking for

### Challenges / Objections

- Fear of change:** What if the new job is worse?
- Time constraints:** Too busy to update resume, network, or apply
- Skeptical of recruiters:** Past experiences with low-touch or irrelevant pitches
- Unclear value:** Unsure how their current skills translate to higher roles
- Concerned about gaps or lack of traditional advancement steps**

### Key Messaging Themes

- "You're more ready than you think."
- "Confidential. Strategic. Manager-to-leader transitions."
- "Companies are actively hiring managers like you."

# BUYER PERSONAS

## BURNED OUT BETH



AGE 35-48

GENDER All

EDUCATION Bachelor's degree minimum, many with MBAs or professional certifications

LOCATION Urban or suburban; major cities or regional business hubs

JOB TITLE Operations Manager, Sales Manager, Project Manager, HR Manager, Finance Manager

### Preferred Channels

LinkedIn (organic & InMail), email newsletters, webinars or short coaching sessions, blogs & salary reports, personalized job alerts

### Career Stage

**Current Role:** Has 5-15 years of experience; managing teams or projects

**Career Goals:** Wants to transition into senior leadership, increase compensation, and take on more strategic roles

**Work History:** Stable track record with 1-3 previous employers; some job hopping if in tech or high-pressure sectors

### Information-Seeking Behavior

- Searches LinkedIn job boards, Glassdoor, and industry-specific sites
- Reads content on career development, leadership, and salary trends
- Subscribes to email newsletters or listens to podcasts about work and business
- Active on LinkedIn, less active on other platforms

### Pain Points

- Feels undervalued or underpaid despite strong performance
- Limited internal mobility in current company
- Not enough mentorship or leadership development offered
- Worried they're falling behind peers or being bypassed for promotions
- Frustrated with vague job listings or cold recruiters who don't understand their experience
- Hesitant to job search while employed - needs discretion

### Goals & Motivations

- Land a new, **better-paying role** with growth potential
- Gain **recognition and strategic influence**
- Improve **work-life balance** or find a more values-aligned company
- Work under a **leader they respect**
- Access insider insight into what **companies are looking for**

### Challenges / Objections

- Fear of change:** What if the new job is worse?
- Time constraints:** Too busy to update resume, network, or apply
- Skeptical of recruiters:** Past experiences with low-touch or irrelevant pitches
- Unclear value:** Unsure how their current skills translate to higher roles
- Concerned about gaps or lack of traditional advancement steps**

### Key Messaging Themes

- "You're more ready than you think."
- "Confidential. Strategic. Manager-to-leader transitions."
- "Companies are actively hiring managers like you."

# Print & Digital Mockups

---

## Best Practices

- Keep margin and whitespace consistent
- Avoid mixing non-brand fonts or colors in templates
- Use photography that aligns with brand guidance (see previous slide)
- Apply logos only in approved formats (word mark or logo mark—not combined with new shapes)

## Print Mockups



## Digital Mockups



# SOCIAL MEDIA

## Do:

- Use real-life imagery that feels authentic: candid, in-the-moment shots of professionals at work, commuting, collaborating, or reflecting
- Embrace POV-style angles: from-the-desk views, walking into an office, laptop + coffee setups
- Feature diverse talent—across race, gender, age, industry
- Highlight natural light, minimal color grading, and environments that feel lived-in (not staged)

## Don't:

- Use stocky stock: handshake clichés, fake office smiles, white-background portraits
- Over-polish images—avoid filters that feel inauthentic
- Show empty offices or abstract graphics with no human element

## Social Mockup

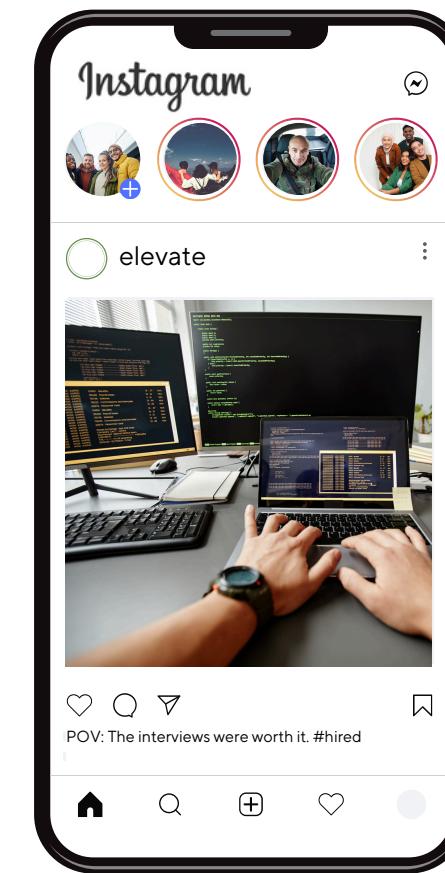
Voice: Confident, motivational, polished—but still human

Write like this:

- “This time next month, you could be in the job you actually want.”
- “One conversation could unlock your next big move.”
- “You’ve earned better. Let’s make it happen.”
- “Mid-level talent drives businesses forward. You should be driving yours.”

Avoid:

- Slang or overly casual phrasing (“crush it,” “grind,” “gig”)
- Overused buzzwords like “synergy,” “rockstar,” “ninja”





elevate

# Jane Doe

---



+123-456-7890



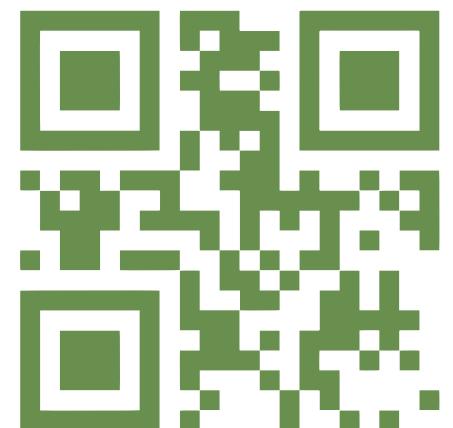
hello@elevate.com



123 Anywhere St., Any City, ST 12345



[www.elevate.com](http://www.elevate.com)



# INTERNAL USE GUIDELINES

To ensure consistent and strategic use of the Elevate brand, please follow the internal processes outlined below:

## **Brand Ownership**

This brand guide is managed by the Elevate Marketing Team.

All updates, questions, and new requests should be directed to the brand lead or designated marketing manager.

## **When to Request Brand Updates**

Please submit a request if:

- You need a new template or visual asset
- You're creating a campaign or material that falls outside the current brand use cases
- You spot an inconsistency or need clarification on brand rules

## Accessing Templates & Assets

All logos, fonts, social templates, and approved visuals are stored in:

Google Drive Folder: Brand Assets → Elevate v1.0

[\[Google Drive Link\]](#)

elevate

## **Who to Contact**

For asset access, creative requests, or brand questions, reach out to:

John Doe – Brand & Marketing Lead

john@elevate.com

123-456-7890



VISION: To become the most trusted recruitment partner for mid-level talent—redefining how companies build teams and how individuals grow their careers.

