



Client:
Hedgehogjobs.com - Hedge Fund Recruitment



Brief:

- Develop the Brand ID for a new online recruitment site. To include the first touchpoint direction for all advertising, stationary and presentation material.



Logo Colours

Clear combinations

The logotypes must only ever be reproduced in full colour, as shown here, or in black and white. Both logotypes have no maximum size restrictions but they must never be used smaller than their minimum sizes shown here.

Hedgehogjobs.com logotypes must only ever be reproduced from master artwork. Never redraw, or change the logotype in any way.

Brand Texture

How to embed the brand

There are two Hedgehogjobs.com Brand textures

With text

Without text

Typography

A clear consistent font presence

Hedgehogjobs.com typographic style is intended to be clean and bold. It has a weight and authority that says we are a serious institution. But it also has creativity and energy. American Typewriter for the logo is intended for use in all professionally designed publications and signage.

For body copy in professionally designed pieces we use Verdana. It should be used for display purposes, titles and headline copy. We are showing that the authority of the serif typeface, and the modern sans serif for content, work strongly together.

Verdana should be used on letters, documents, faxes and newsletters, and all documents that are not professionally designed.

hedgehog jobs.com

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Stationery Suite

Business cards, letterheads and envelopes

Online Elements - HomePg

Communication Poster - Alternative

Vertical 'A' sizes