# Handshake

# Brand Guidelines

# Manifesto

Our brand manifesto is our call to action for students. It describes what we do, what we stand for, and what we can help students accomplish.

For the ready, set, and not quite there yet.
For the "I know" and the "I have no idea."
For the seekers, finders, doers, and explorers.

Look ahead at what's possible. At what's next.
If you want it, you can make it happen.

No matter what you're looking for, or where you are in your career journey—we're here to help.

Take the first step. Then the next.
Towards to job you want.

## Find Your Next.

# Logo

The Handshake logo is the official signature of the Handshake brand — it is confident, simple and trustworthy. Our logo is our most important assets, serving as the chief expression of the brand.

# Logo

The Handshake logo is the anchor of our brand system, and maintaining the mark's integrity across all touchpoints is critical for establishing a successful corporate identity. The logo is a horizontal lockup of the brand wordmark and our iconic symbol. Modern and timeless, the mark balances trustworthiness and professionalism with an authentic human touch.

PRIMARY MARK

▶

# Logo

To preserve the integrity of the brand, the Handshake logo must only be displayed in a limited palette of color options. It is critical that the logo is not expressed in anything other than black, white or the signature Handshake red. The red logo is only permitted on use of a white or very light gray background. This ensures maximum impact and accessible contrast.

LOGO COLORWAYS
▶

# Logo

When pairing our logo with photography, only use the white or black version of the mark to ensure legibility. To aid the visibility of our logo, make sure to not place it on any busy background areas — this is especially important when using photography. Aim to use imagery with simple and clean compositions, ample negative space will ensure that the logo has room breathe.

LOGO ON PHOTOGRAPHY

▶

# Logo

To ensure readability, there should always be as much clear space around our logo as possible. To give it the space it deserves, all other graphic elements must remain a minimum distance away, as illustrated below. Using the height of the logo [X] is an easy guide to determine the necessary minimum clear space on all sides.

CLEAR SPACE
▶

X
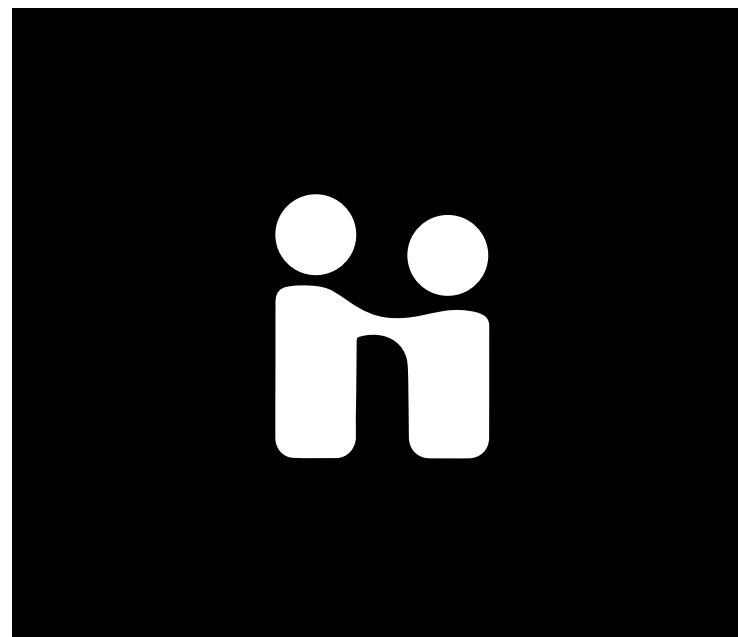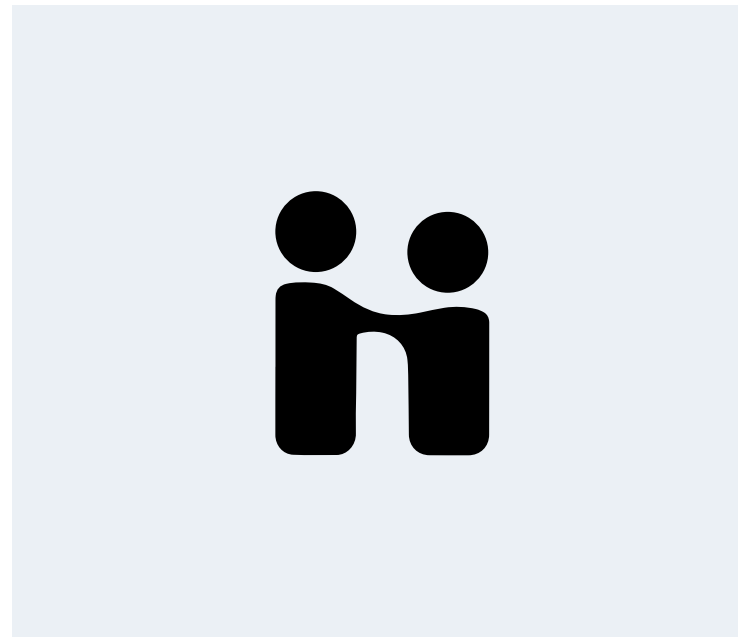
**ii Handshake**

LOGO HEIGHT (X)

# Icon

The iconic Handshake symbol is a shorthand for the brand. The symbol can be used as a stand alone graphic, but only if it already appears locked up with the wordmark within the experience. Think of the symbol as an abbreviation of the logo — ideal for spaces with size constraints or assets with repeated use of the mark. The same color rules from the logo apply to the icon as well.

ICON COLORWAYS
▶

# Logo

It is critical to respect the integrity of the Handshake signature. Accuracy and consistency helps build and protect the brand's global image. Please use the logo with care to ensure the our identity presented with unity. The graphics below are examples of what not to do when using the logo. These are just a few ways the logo might be misapplied.

INCORRECT USAGE
▶



**DO NOT** DISTORT OR ROTATE IT



**DO NOT** USE OTHER TYPEFACES TO RECREATE OUR LOGO



**DO NOT** APPLY SHADOWS OR EFFECTS



**DO NOT** CHANGE THE COLOR OR OUTLINE OUR LOGO



**DO NOT** REARRANGE OR RESIZE THE LOGO ELEMENTS



**DO NOT** PLACE OUR LOGO ON ANY BUSY BACKGROUND AREAS

# Color Palette

Our vibrant color palette infuses the brand with personality, conveying a sense of optimism. The distinctive extended palette gives the brand room to breathe while fresh pops of color give us license to be bold. We can stand out as easily as we can step back.

# Color

Our brand colors are the three colors acceptable for expressing our brand marks and logo. Bold and distinctive, this palette is restrained and must always remain consistent. These colors can be used across all branded materials and assets. As the foundation of our brand color palette, these colors can stand alone or be paired with our secondary palette.

BRAND COLORS
▶

HANDSHAKE RED
**HEX** #FF2F1C
**R** 255 • **G** 47 • **B** 28
**C** 0 • **M** 93 • **Y** 96 • **K** 0
**PANTONE** RED 032 C

WHITE
**HEX** #FFFFFF
**R** 255 • **G** 255 • **B** 255
**C** 0 • **M** 0 • **Y** 0 • **K** 0

BLACK
**HEX** #000000
**R** 0 • **G** 0 • **B** 0
**C** 75 • **M** 68 • **Y** 67 • **K** 90
**PANTONE** 433 C

# Color

A fresh, vibrant and reliable color palette gives range to our visual identity that feels optimistic and energetic. These colors tonally extend the palette in a balanced yet flexible way, dependent on the audience or visual asset. Accent colors should be used for variety and emphasis, but should be used sparingly. Overuse of the secondary colors would dilute the established brand propriety.

COLOR PALETTE
▶

CORAL
**HEX** #FFC7B3
**R** 255 • **G** 199 • **B** 179
**C** 0 • **M** 26 • **Y** 25 • **K** 0
**PANTONE** 7520 C

INDIGO
**HEX** #2E2880
**R** 46 • **G** 40 • **B** 128
**C** 100 • **M** 100 • **Y** 14 • **K** 4
**PANTONE** 2105 C

CANARY
**HEX** #F3E02B
**R** 243 • **G** 224 • **B** 43
**C** 7 • **M** 5 • **Y** 93 • **K** 0
**PANTONE** 604 C

DENIM
**HEX** #6490F2
**R** 100 • **G** 144 • **B** 242
**C** 60 • **M** 41 • **Y** 0 • **K** 0
**PANTONE** 2718 C

LIGHT AQUA
**HEX** #D3F1F3
**R** 211 • **G** 241 • **B** 243
**C** 16 • **M** 0 • **Y** 5 • **K** 0
**PANTONE** 9520 C

DEEP TEAL
**HEX** #026773
**R** 2 • **G** 103 • **B** 115
**C** 90 • **M** 45 • **Y** 46 • **K** 17
**PANTONE** 2238 C

SPRING
**HEX** #74D486
**R** 116 • **G** 212 • **B** 134
**C** 53 • **M** 0 • **Y** 64 • **K** 0
**PANTONE** 2268 C

# Color

The breadth of Handshake's color palette offers flexibility and range within our brand system. Combining colors can evoke emotion and tone to underscore our messaging. We recommend using color combinations that are complimentary in tone and provide a strong visual contrast when paired together. When in doubt, refer to these select pairings as our top recommendations.

RECOMMENDED COLOR PAIRINGS

▶
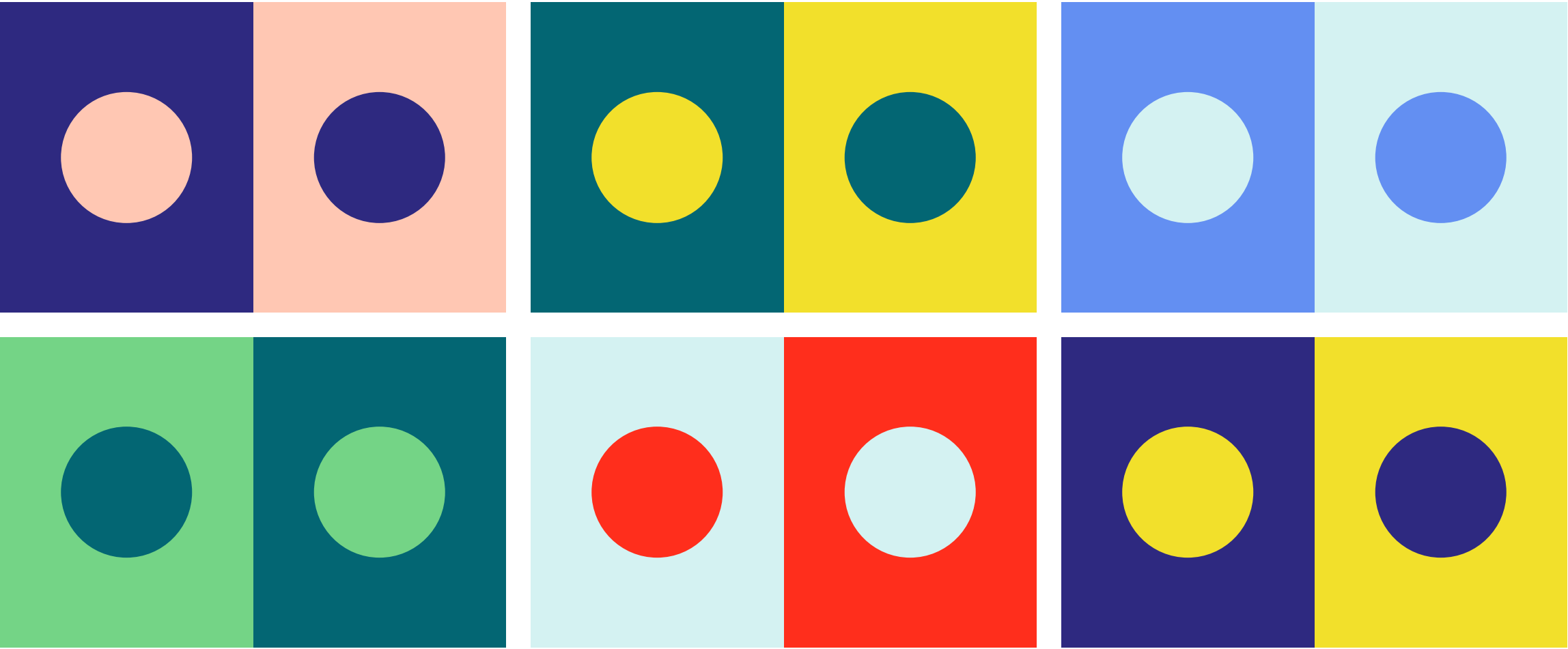
# Typography

We apply a confident, clear and friendly typographic approach to ensure the brand resonates crisply and clearly across applications and demonstrates the benefits of our product.

# Typography

Suisse Int'l is the foundational typeface for the Handshake brand. Suisse Int'l is modern, clean, smart and appropriate for expressing a message that is trustworthy and professional. Body copy, subheads, labels, buttons, call-outs and any other extraneous type is set in Suisse Int'l. This font family allows for typographic flexibility with an extensive collection of weights and characters.

SUISSE INT'L

▶

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?@#$%&*{()}¢¶

*Aa* *Aa* **Aa** ***Aa***

BOOK          BOOK ITALIC          BOLD          BOLD ITALIC

# Typography

Ginto Nord serves as Handshake's display typeface. Bold and playful, this font provides personality to the brand system. Ginto Nord is designed to take up space and demand attention, so the font should be used sparingly — primarily with headlines that call for impact. This typeface is ideal for use at large sizes, and should be avoided for small text or long passages of text.

GINTO NORD
▶

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?@#$%&*{()}¢¶

Aa Aa Aa Aa

REGULAR          MEDIUM          BOLD          BLACK

# Typography

To maintain the best visual hierarchy, Handshake uses a defined typographical system that is modern, clean and relevant to the brand image. Ginto Nord has a very limited application within our system, use primarily for headlines, callouts and quotes. Quotations or text with more than one sentence are set in Ginto Nord Regular for legibility purposes. Subheads are always set in Suisse Int'l.

DISPLAY TYPE STYLES
▶

# Apply where you have an edge

**LARGE HEADLINE** GINTO NORD, BOLD

## The #1 way college students get hired.

**SUB-HEAD** SUISSE INT'L, BOOK

## Launch your career

**SMALL HEADLINE** GINTO NORD, MEDIUM

"Handshake served as a vital bridge that allowed me to connect with employers and land my dream job."

**QUOTES** GINTO NORD, REGULAR

## Typography

Suisse Int'l is the brand's core typeface, and is used for body text, small text, text-headlines and as well as captions and attributions. Suisse Int'l is always set in sentence case, with the exception of small captions. For smaller or in-text headlines, Suisse Int'l Bold is used to create visual hierarchy and distinction. Outside of the website, all of our text is aligned left.

TEXT TYPE STYLES

▶

# Fuel your work and empower your students

**TEXT HEADLINE** SUISSE INT'L, BOLD

Land a job or internship that sparks your unique interests. The top employers are on Handshake to hire students like you at Michigan Tech. Create your profile and have recruiters message you about jobs—not the other way around!

**BODY TEXT** SUISSE INT'L, BOOK

**JANE DOE** • HOWARD UNIVERSITY

**CAPTIONS** SUISSE INT'L, CAPS

# Appendix

If you are having trouble with anything in this guide, or you are unsure if your communication best represents the Handshake Brand, please contact a member of the Handshake support team.

# Glossary

**CMYK**

Abbreviations for the colors Cyan (C), Magenta (M), Yellow (Y), and Black (K), the inks used in four-color printing. When these inks are combined in they can produce a wide spectrum of color.

**COLOR PALETTE**

A combination of colors that are intended to be used together. In this case the colors are a key part of the branded experience and help form a sense of place.

**KERNING**

Adjustment of spacing between a pair of type characters.

**LEADING**

The space between lines of type. It is generally measured from baseline to baseline and expressed in points.

**LOCKUP**

The fixed arrangement of one, two, or more graphic elements — such as a logo and web address etc. — to create a single unit.

**LOGO**

A specific mark that is a combination of letters, symbols, or graphics used to identify a brand in a single instance. Logos often embody the core values of a brand and use the brand colors.

**PANTONE (PMS)**

Pantone Matching System (PMS) is the world standard for the specification of printed inks between designers and printers.

**RGB**

Screen-based applications such as websites and apps typically select their color palette from the RGB color system - a palette containing differing combinations of Red (R), Green (G), and Blue (B).

**TYPEFACE**

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight and/or style. PayPal Forward is the official PayPal typeface.

**Brand Guidelines**

# Handshake