

**180** / **one**



**Identity Guidelines**

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Higher-level hiring.

180one





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We help businesses make hiring great leaders a **habit.**

## OUR LOGO

As the key expression of our visual identity, the logo is to be used consistently across all applications to protect the integrity of the 180one brand.

The logo features the number '180' in a blue, sans-serif font, followed by the word 'one' in a white, sans-serif font. The 'one' is contained within an orange rectangular box that has a diagonal cut on its left side, creating a shape that fits the '180'.



**Proper Use**

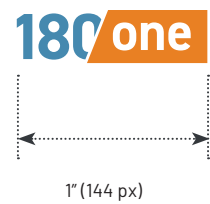
The 180one logo is our masterbrand mark and must be used on literature, advertising, technical documents, corporate signs, stationery, sales presentations or any other promotional communications as the official brand symbol.

The logo should always appear with ample clearspace. Never combine the logo with other text or logos.



**Clearspace**

Whenever you use the logo it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To ensure proper clear space measure the height of the "8" in from the left, top, right, and baseline of logo.



**Minimum Size**

To ensure readability do not size the logo smaller than the minimum horizontal dimensions shown above.



Color logo on white



Color logo on <25% black



Black logo on white



Reversed logo on > 50% black



Reversed logo on black

**Background and Contrast**

Always use the version of the logo that provides sufficient contrast with the background to ensure maximum readability.

**Logo Restrictions**

To protect the integrity of our logo please do not alter or modify it in any way. Here are a few examples of alterations and improper applications.



⊗ Reconfigure



⊗ Stretch



⊗ Special effects



⊗ Outline



⊗ Color background



⊗ Recolor



⊗ Rotate



⊗ Clearspace violation



⊗ Poor contrast



OUR COLORS

Bold yet refined,  
our colors convey  
the strength and  
personality of the  
180one brand.



Colors are shown in relative hierarchy with Orange as the core brand color. All color should be used in ample white space to effectively bring attention to important aspects of the composition. Avoid using large areas of more than two colors together.

**Orange**

HEX #E8801E  
RGB 232, 128, 30  
CMYK 6, 60, 100, 0  
PMS 152

**Blue**

HEX #4689B0  
RGB 70, 137, 176  
CMYK 74, 37, 17, 0  
PMS 5265

**Dark Grey**

HEX #34373B  
RGB 52, 56, 60  
CMYK 73, 64, 58, 52  
PMS 447

**Light Grey**

HEX #E5E5E5  
RGB 229, 229, 229  
CMYK 9, 6, 7, 0  
PMS 663



TYPOGRAPHY

Our typography provides harmony and consistency across the brand and allows for variety in distinct applications.



Barlow

## Our primary typeface.

Barlow is our primary typeface and is used on all corporate communications including website, stationery, core marketing collateral, advertising and events.

This typeface was chosen to reflect key characteristics of the 180one Brand:

- Approachable
- Professional
- Reliable
- Friendly

The consistent use of our primary typeface is key to maintaining the integrity of the 180one brand across all marketing communications.

# Ba

**Barlow**

Bold

**Simplicity is the ultimate sophistication.**

Medium

Simplicity is the ultimate sophistication.

Regular

Simplicity is the ultimate sophistication.

Light

Simplicity is the ultimate sophistication.

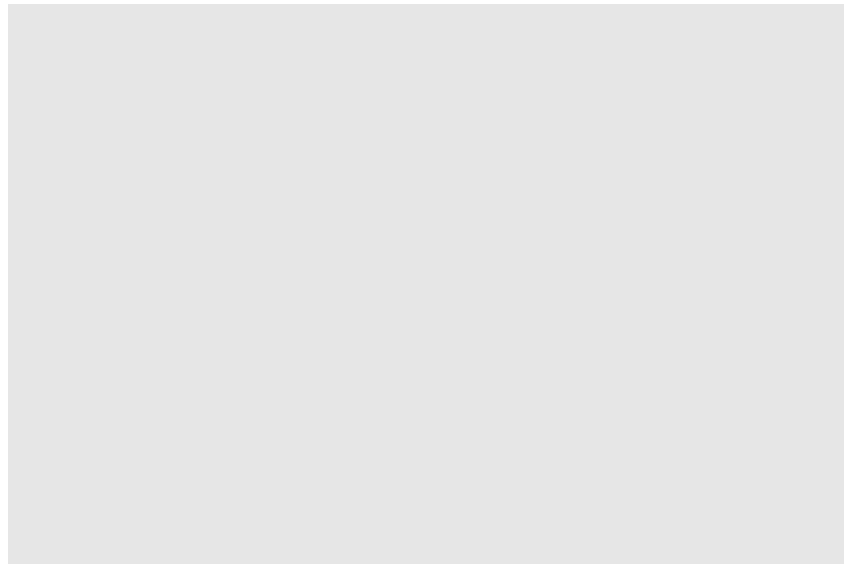


PHOTOGRAPHY

Our photography is used to create an authentic connection with our audience.

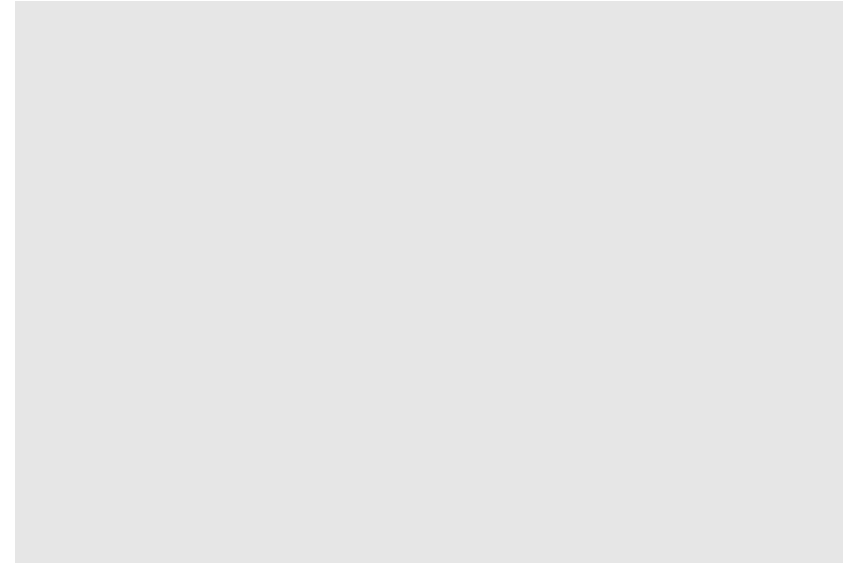


We employ three types of photography depending on the context and audience that we are speaking to. Refer to the guide below when selecting images for use in all communications.



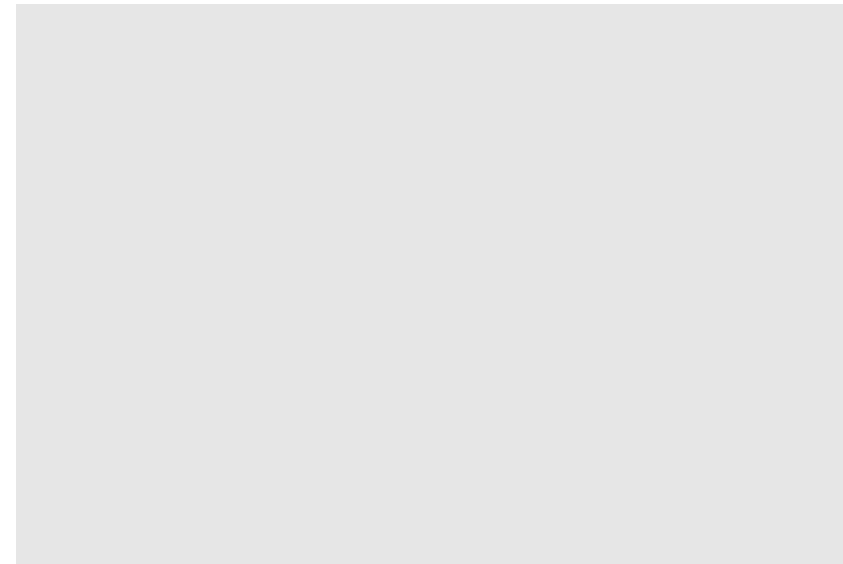
**In The Moment**

Employees either alone or in groups going about their day-to-day work activities.



**Portraits**

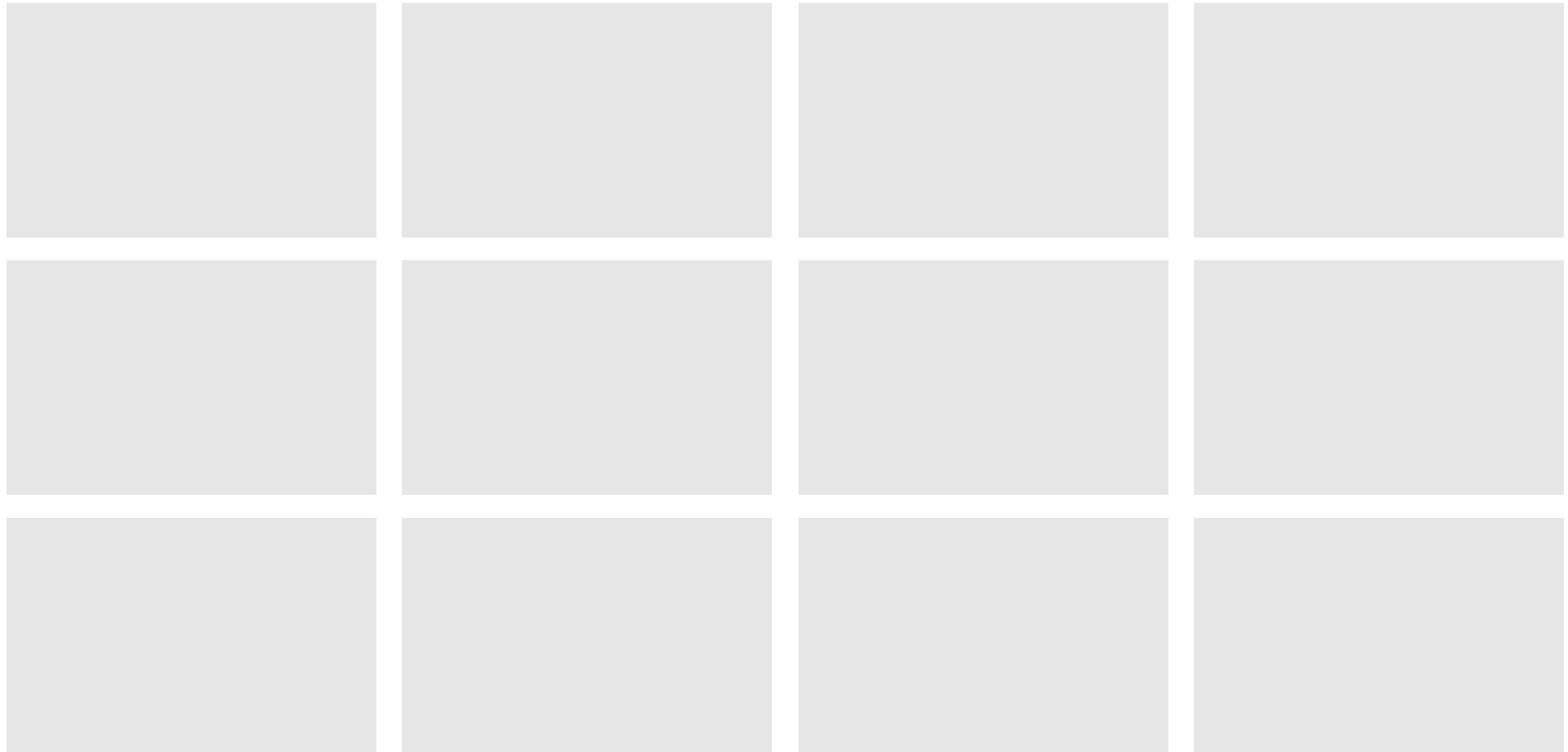
Individuals engaged in an activity and/or addressing the camera conveying a sense of confidence and purpose.



**Context**

Environments and objects that are used to support the concept of Higher-level Hiring.

In the Moment



GRAPHIC ELEMENTS

We use visually engaging icons and graphics to add important visual cues and communicate the concept of Higher-level hiring.





Icons

Icons should be used in marketing communications and advertising to call attention to important information and to add visual interest to the composition.

When using icons, be sure there is a clear connection to the message being conveyed. Avoid confusing or ambiguous connections with the message.

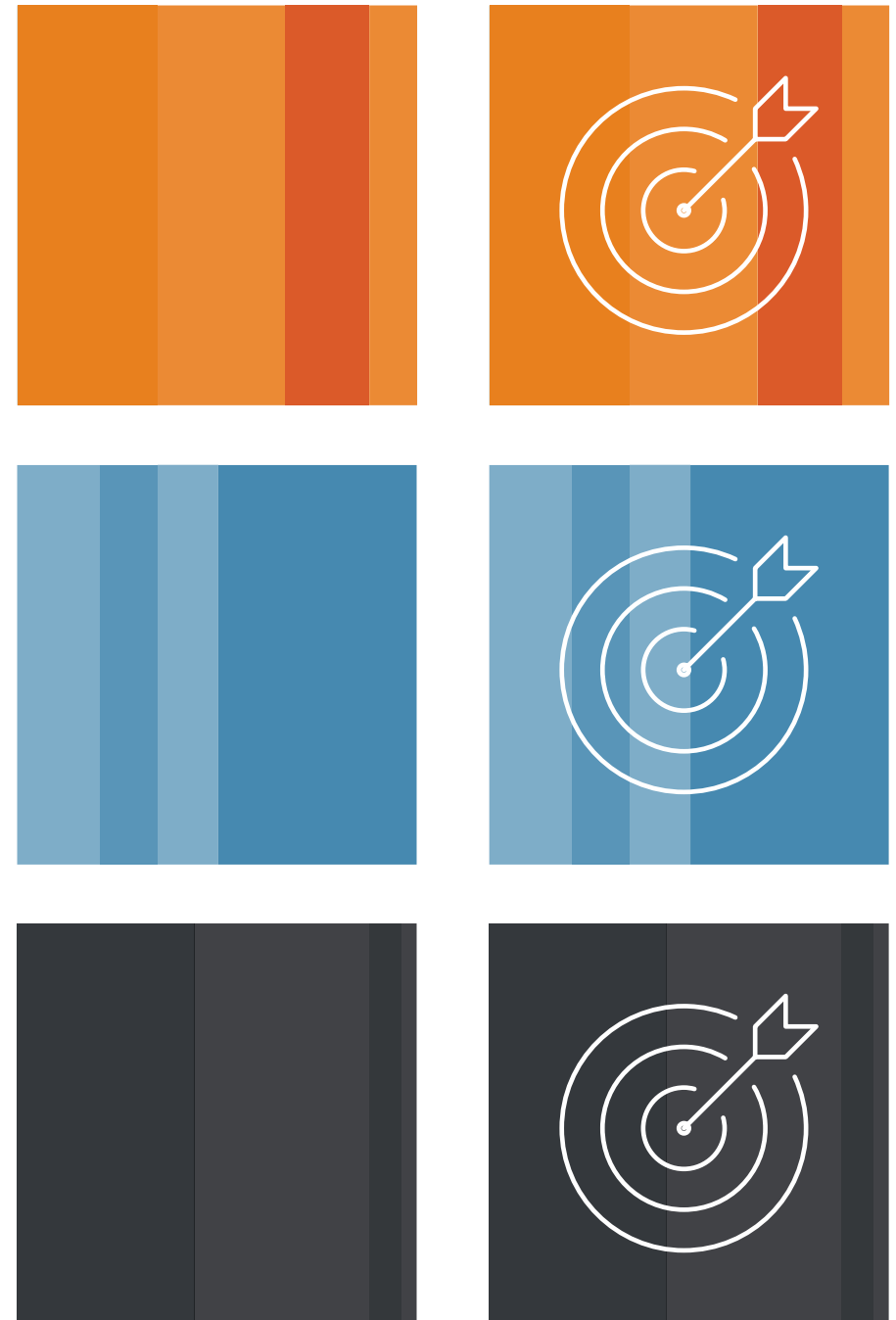
Use vertical texture backgrounds to add color and depth to your compositions. The textured backgrounds can compose up to half of your composition. When using elements with a textured background, be sure to provide ample space around the elements otherwise the composition may become busy and distract from your message.

Icons and textured backgrounds can be combined to create a unique graphic element.



Background Textures

Icon + Background Textures



SAMPLE APPLICATIONS

The following pages contain examples of how to apply the 180one visual elements to create unique and memorable experiences.





