

CAREERBUILDER BRAND GUIDELINES



LOGO BRANDING

LOGO

Proporitonally resizing of the logo is allowed, but do not alter it in any way and always use it on a contrasting background. Respect the logo lockup and minimum spacing. The minimum size is 200px wide (27.75 inch / 70,5 mm).

Whenever the primary anchor blue logo cannot be used, the black/white version is the fall back option.

The full color logo has a legacy use.

PRIMARY LOGO



BLACK/WHITE LOGO



LEGACY LOGO



LOGOTYPE

Proporitonally resizing of the logotype is allowed, but do not alter it in any way and always use it on a contrasting background.

Whenever the primary anchor blue logotype cannot be used, the black/white version is the fall back option.

PRIMARY LOGOTYPE

CAREERBUILDER®

BLACK/WHITE LOGOTYPE

CAREERBUILDER®

CAREERBUILDER®

CAREERBUILDER®

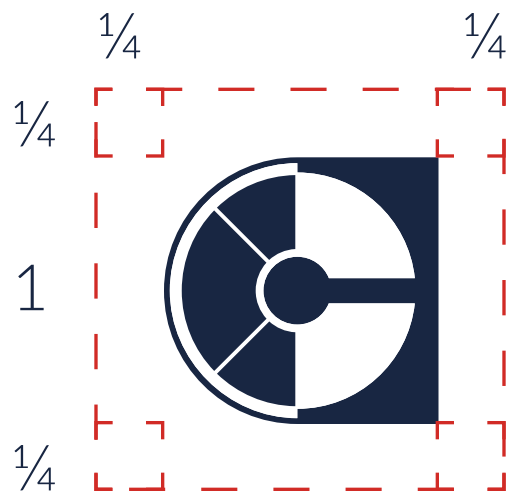
LOGOMARK

Proportionally resizing of the logomark is allowed, but do not alter it in any way and always use it on a contrasting background. Respect the logo lockup and minimum spacing. The minimum size is 16px height (0.166 inch / 5.64 mm).

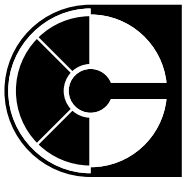
Whenever the primary anchor blue logomark cannot be used, the black/white version is the fall back option.

The full color logomark has a legacy use.

PRIMARY LOGOMARK



BLACK/WHITE LOGOMARK



LEGACY LOGOMARK



TYPOGRAPHY

TYPEFACE
WEB & PRINT

CareerBuilder’s primary typeface is Lato for both print and the Web. It is a Google font and free to download.

Back-up fonts for web use: Arial, Sans-serif.

Calibri has been selected as a replacement font in Microsoft Office documents.

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234
56789!@#\$%^&*()-+;’/.,

Lato Hairline
Lato Hairline Italic

Lato Thin
Lato Thin Italic

Lato Light
Lato Light Italic

Lato Regular
Lato Italic

Lato Medium
Lato Medium Italic

Lato Semibold
Lato Semibold Italic

Lato Bold
Lato Bold Italic

Lato Heavy
Lato Heavy Italic

Lato Black
Lato Black Italic

COLOR USE

PRIMARY COLORS WEB & PRINT

Print colors are set for coated (C) and uncoated (U) stock.

Anchor has been selected as the primary color for typography.

Grays can be used in data visualizations and illustrations, as backgrounds and to add depth to text.



MARIGOLD
C0 M31 Y100 K0 - C
C0 M19 Y100 K0 - U
R253 G184 B22
#FDB816
PMS 7409 - C
PMS 116 - U



ORANGE
C0 M62 Y95 K0 - C
C0 M43 Y90 K0 - U
R231 G133 B35
#E78523
PMS 158 - C/U



ANCHOR
C100 M57 Y12 K66 - C
C94 M47 Y11 K45 - U
R24 G38 B66
#182642
PMS 540 - C/U



AZURE
C90 M48 Y0 K0 - C
C100 M35 Y0 K0 - U
R40 G122 B185
#287AB9
PMS 2144 - C
PMS 300 - U



SKY
C75 M0 Y5 K0 - C
C74 M0 Y10 K0 - U
R0 G151 B209
#0097D1
PMS 306 C/U



TEAL
C58 M0 Y36 K0 - C
C54 M0 Y30 K0 - U
R99 G192 B185
#63C0B9
PMS 7465 C/U



EMERALD
C82 M0 Y67 K11 - C
C83 M15 Y70 K2 - U
R0 G155 B116
#009B74
PMS 7724 - C
PMS 3278 - U



LIME
C48 M0 Y92 K0 - C
C45 M0 Y93 K0 - U
R133 G206 B63
#85CE3F
PMS 2292 C/U

SHADES WEB & PRINT

Print colors are set for coated (C) and uncoated (U) stock.

Anchor has been selected as the primary color for typography.

Grays can be used in data visualizations and illustrations, as backgrounds and to add depth to text.

MARIGOLD LIGHT
C0 M12 Y60 K0 - C
C0 M13 Y58 K0 - U
R254 G212 B115
#FED473
PMS 134 C/U



MARIGOLD DARK
C0 M51 Y100 K0 - C
C0 M31 Y90 K0 - U
R247 G156 B36
#F79C25
PMS 144 - C
PMS 130 - U

SKY LIGHT
C52 M0 Y1 K0 - C
C40 M1 Y3 K0 - U
R107 G198 B233
#6BC6E9
PMS 297 C/U



SKY DARK
C100 M6 Y2 K10 - C
C100 M0 Y10 K0 - U
R10G122 B170
#0A7AAA
PMS 7460 - C/U

ORANGE LIGHT
C0 M23 Y49 K0 - C
C0 M40 Y59 K0 - U
R241 G128 B123
#F1B67B
PMS 156 - C/U



ORANGE DARK
C2 M77 Y100 K9 - C
C5 M54 Y95 K8 - U
R190 G114 B41
BE7229
PMS 1525 - C/U

TEAL LIGHT
C35 M0 Y18 K0 - C
C28 M0 Y12 K0 - U
R161 G217 B213
#A1D9D5
PMS 7464 - C/U



TEAL DARK
C75 M5 Y48 K3 - C
C69 M6 Y44 K0 - U
R84 G161 B161
#54A1A1
PMS 7473 - C/U

ANCHOR LIGHT
C59 M24 Y11 K34 - C
C51 M20 Y14 K31 - U
R116 G125 B142
#747D8E
PMS 5415 - C/U



ANCHOR DARK
C100 M73 Y28 K86 - C
C98 M60 Y33 K47 - U
R28 G32 B42
#1C202A
PMS BLACK 6 - C/U

EMERALD LIGHT
C54 M0 Y29 K2 - C
C48 M0 Y26 K0 - U
R102 G195 B172
#66C3AC
PMS 563 - C/U



EMERAL DARK
C90 M21 Y65 K69 - C
C97 M16 Y64 K46 - U
R0 G116 B87
#007457
PMS 3302 - C/U

AZURE LIGHT
C59 M17 Y0 K0 - C
C69 M10 Y0 K0 - U
R126 G175 B213
#7EAFD5
PMS 2142 - C
PMS 299 - U



AZURE DARK
C100 M75 Y2 K18 - C
C96 M35 Y21 K52 - U
R30 G92 B139
#1E5C8B
PMS 2147 - C
PMS 303 - U

LIME LIGHT
C28 M0 Y45 K0 - C
C26 M0 Y40 K0 - U
R182 G226 B140
#B6E28C
PMS 7486 - C/U



LIME DARK
C60 M0 Y96 K7 - C
C51M0 Y90 K4 - U
R102 G165 B42
#66A52A
PMS 7737 - C/U

PHOTOGRAPHY

CAREERBUILDER BRAND GUIDELINES

PHOTOGRAPHY

AUTHENTIC & INCLUSIVE

CAREERBUILDER®



OPTIMISTIC



FOCUSED



BOLD



CONTACT US

SUPPORT:

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UI/UX pattern guidelines and design templates are available.
Contact us at the support above.