

Brand Guidelines

For Communications



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Faster, Smarter Recruitment

Quality

We offer a superior user experience at every stage of the recruitment journey.

Everything is in the detail. With user experience as our main priority, we engineer from the ground up, with functionality and process thought out with precision and care.

Credibility

We are pioneers of world-class recruitment software solutions.

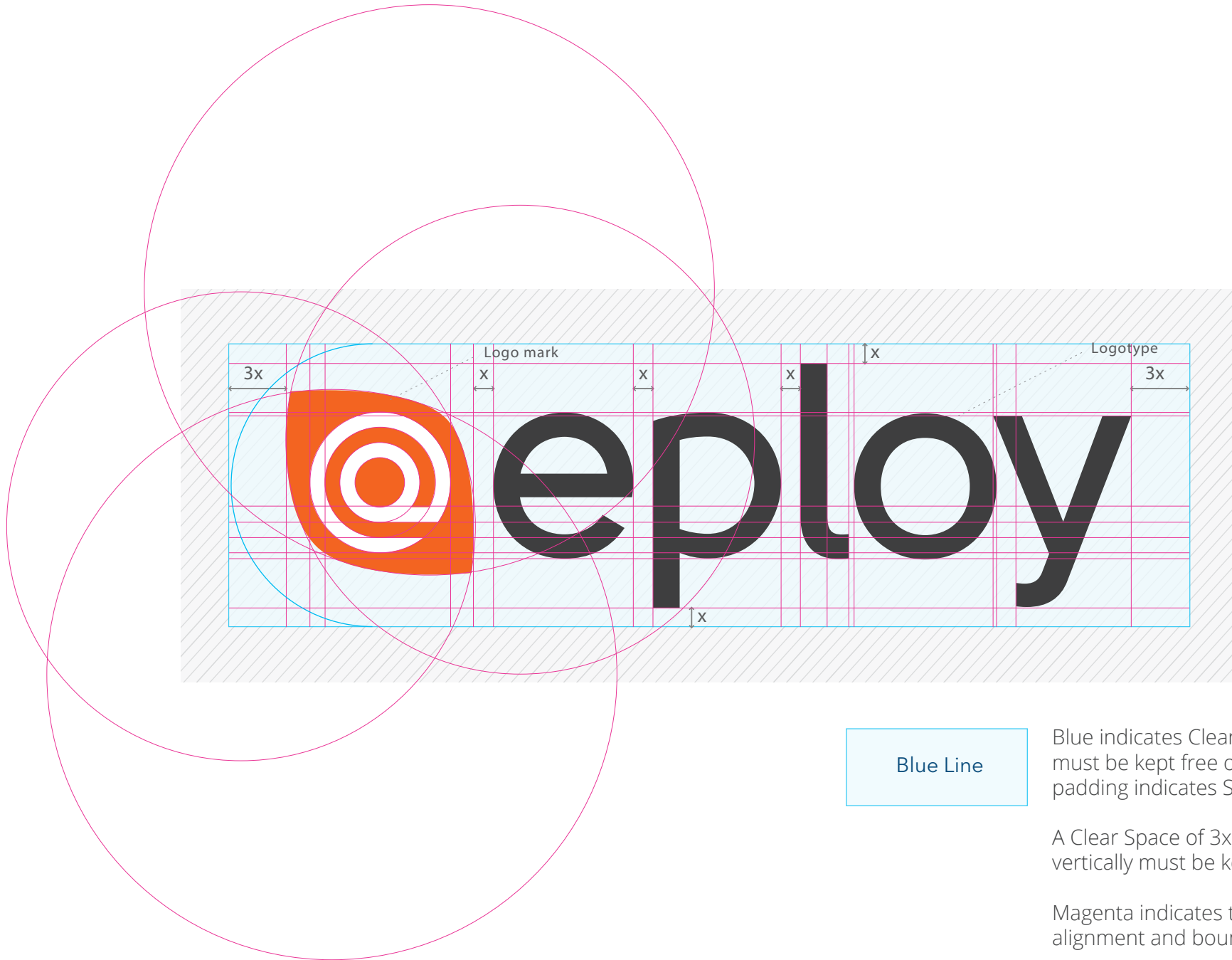
We were the first in the UK to offer a web-based recruitment system over 15 years ago. With clients including major brands and leading recruitment agencies, our complete end-to-end solution helps

Authenticity

We excel at customer service.

Our clients know we will do all we can to help. We employ people who know what they are doing and care about doing a good job. We then back them up with unwavering standards of team training.





Blue Line

Blue indicates Clear Space. The blue area must be kept free of other elements Grey padding indicates Safe Zone.

A Clear Space of 3x horizontally and 1x vertically must be kept at all time.

Magenta indicates type and element alignment and boundaries.

@eploy

@eploy

@eploy

@eploy

@eploy

@eploy



35mm



148px

Your logo can be reproduced at any size, however please ensure that it does not go smaller than 27mm or 148px to ensure clear legibility.

DONT CHANGE ELEMENT POSITION/SIZE



DONT ADD A DROP SHADOW OR OTHER EFFECTS



DONT CHANGE FONTS/COLOUR



DONT STRETCH OR DISTORT



Treat your logo with respect. Do not change its composition or stretch in any way.



Look for new talent



Grow your business

Eploy Icon

Can be used alone as a visual asset.
Watermarked large scale on printed items,
as a fav icon and for avatars online.



Eploy is Orange

Our primary colour is Orange, we use it to identify us in all of our communications. We also have a selection of other colours that work together to create our brand.

Flat colours are used to show simplicity and confidence.

Eploy Orange

C 0 M 75 Y 100 K 0
R 242 G 101 B 34
#F26522
Pantone

C 0 M 75 Y 100 K 10
R219 G 92 B 30
#db5c1e
Pantone

Eploy Black

C 0 M 0 Y 0 K 88
R 29 G 29 B 29
#444345
Pantone

C 0 M 0 Y 0 K 92
R 20 G 20 B 20
#373637
Pantone

Eploy Stone

C 5 M 3 Y 3 K 0
R 239 G 239 B 239
#f2f2f3
Pantone

C 5 M 3 Y 3 K 6
R 225 G 225 B 225
#e6e6e7
Pantone

Eploy Teal

C 72 M 0 Y 45 K 0
R 36 G 164 B 146
#15baa6
Pantone

CMYK 72 0 45 14
R 30 G 164 B 146
#11a492
Pantone

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Montserrat Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Open Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

**For Headings use
Montserrat Bold -10 px
letter spacing set to
optical. Line height +8**

**Sub Headings go to Montserrat Regular at a smaller
point size 50% of the heading**

Body copy and paragraph text should be Open Sans. Set to 80% of the sub heading or 50% of the heading. Letterspacing is 100% set to optical if available, with a line height of +7. All type should be justified left, with no hyphenation.

Imagery

Our people are what makes our company.

Team photos are casual and show warmth and personality, we are not just great software we are great people.

Always ensure that imagery used for print is 300dpi or greater and large enough for your print size. Ensure all imagery is clear, with no pixelation.

Professional photography by Jack Spicer Adams.





Great people,
not just great software

How we speak...

- Talk in the first person plural (“we” etc.)
- Use plain, clear language. Keep it short and simple.
- Sentences should not go over approx. 20 words.
- Paragraphs should be no more than three sentences.

Don’t obscure things with jargon. Don’t complicate the message with big words or long sentences. Web copy in particular should be clear and direct. The reader should be able to scan your page in seconds to see if it has what they’re looking for. Avoid marketing clichés – passion, solutions, delivery – unless unavoidable. Be direct.


THIS: We do everything we can to help.

NOT THIS: A key part of our service is to endeavour to do all we can to help our client.

Our tone of voice is professional but friendly and open.

We should avoid being too informal in our use of language. You should be talking as a trusted advisor similar to a solicitor or financial advisor. Avoid humour in your written communications – it’s too easy to misinterpret.

- Don’t use overly functional or technical language.
- Where possible relate all our copy to the reader – using “you” frequently.
- Make sure any statements we make about ourselves answer the user question “what’s in it for me?”
- Eploy should be written as Eploy when referring the company and eploy® when referring to our product.



For enquiries and advice about your
branded documents and any other
design/artworking please contact:

Sixth Story
Email: lisa@sixthstory.co.uk
Telephone: 0121 773 6257

We look forward to seeing your brand
come to life.