Our Values

We are Zety.

We are professionals.
The highest rated value by our team is professionalism. It is manifested both in the product and in the behavior of the organization. We want to be perceived as a company that has expert knowledge in labor market. We also want to emphasize the significant amount of content created over the years, which aims to educate our users. We want to give our recipients a sense that they can rely on us.

We are highly passionate about what we do.
The fact that we are professionals is a consequence of working with passion and a great desire to develop. We want our recipients to feel this passion, and we want to give an example of how to work.

We are enthusiasts of career building.
Inspired by the dictionary definition, enthusiasm is “the state of emotional involvement in something”. Our enthusiasm comes from the combination of professionalism, passion and development. Our enthusiasm is contagious, we want the recipient to be able to feel it during contact with our brand.
Logo Origins

On the first sight, our logo is very simple. However, it means a lot to us. It clearly communicates everything we do. Here is a history of it’s origins.

Four primary brand values:
- Professionalism
- Passion & Growth
- Enthusiasm
- You!

Symbol of folded document + Sign of growth and start — “It’s good to start now!”
Logo: Forms And Orientations

We love our logo, and we require that you follow these guidelines to ensure it always looks its best. Our logo is the combination of a simple and modern wordmark with the icon.

In cases when the brand has already been established we simply use the icon on its own. You can use the icon without a wordmark, but never use the wordmark without the icon.

Proportions
Clear Space And Minimum Sizes

Exclusion Zone

Keep this margin around the logo clear for best appearance. The margin equals the height of “z” letter and the height of lower triangle in the symbol.

Minimum Size

Zety logo should never be smaller than 80px in digital or 23mm in print.

Zety icon should never be smaller than 30px in digital or 8mm in print.
Logo Colors

Here are three main rules to make sure the logo mark always looks its best.

On the light background use standard logo with blue symbol.

In case of the dark background make sure that there is enough contrast between the background and logo symbol. Use the white version otherwise.

Use the white logo to place on the colored background that would interfere with the standard logo.

Printed Logo

Digital and printed materials

Greyscale

Stencil printing

One-color print or plotter

74% black
60% black
40% black

74% black
60% black
40% black
Logo Misuse

It’s important to save visual consistency through our services. With that in mind, keep our logo in its original form at all times. Don’t modify, recompose or edit it in any way. Here are some examples how you don’t want to present our logo.

- Don’t rotate the logo
- Never change the color of logo or symbol
- Never use the wordmark without the icon
- Don’t change the wordmark font or recreate the symbol
- Don’t distort the logo in any way
- Don’t apply gradient or shadow
- Never add opacity to the logo
- Don’t use short names or abbreviations
Brand Colors

Colors are very important, as they help to establish mood and atmosphere of the brand. A light color palette with blue accents remains clean and friendly for our clients.

**Primary**

- **#color-dodger-blue**
  - hex: #3983FA
  - rgb: 57 131 250
  - cmyk: 77 48 0 2

- **#color-bg-blue**
  - hex: #F5F9FF
  - rgb: 245 249 255
  - cmyk: 4 2 0 0

- **#color-white**
  - hex: #FFFFFF
  - rgb: 255 255 255
  - cmyk: 0 0 0 0

- **#color-red**
  - hex: #E44747
  - rgb: 228 71 71
  - cmyk: 69 69 11

**Secondary**

- **#color-dark-blue**
  - hex: #0667D0
  - rgb: 6 103 208
  - cmyk: 97 50 0 18

- **#color-dark-slate**
  - hex: #293F71
  - rgb: 41 63 113
  - cmyk: 64 44 0 56

- **#color-dark-grey**
  - hex: #D04141
  - rgb: 208 65 65
  - cmyk: 69 69 18

- **#color-grey**
  - hex: #838FA0
  - rgb: 131 143 160
  - cmyk: 18 11 0 37

- **#color-dark-blue-grey**
  - hex: #173242
  - rgb: 23 50 66
  - cmyk: 65 24 0 74

- **#color-dark-teal**
  - hex: #003342
  - rgb: 0 51 66
  - cmyk: 100 23 0 74

- **#color-black**
  - hex: #000000
  - rgb: 0 0 0
  - cmyk: 0 0 0 0

- **#color-reddish**
  - hex: #D04141
  - rgb: 208 65 65
  - cmyk: 69 69 11
Typography

HK Grotesk Medium and HK Grotesk Semibold are used in the website, promotional and printing materials. This simple grotesk font has a geometric look and friendly nature.

Aa

HK Grotesk Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
acdefghijklmnopqrstuvwxyz
1234567890@#$%^&*()<>?·/

HK Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
acdefghijklmnopqrstuvwxyz
1234567890@#$%^&*()<>?·/
Icons

We use a variety of icons from the Streamline 3.0 Regular set. These icons communicate friendliness and professionalism. Clean lines and simple forms represent our attitude to work.

Additionally, we use spot illustrations. Each one is designed to fit specific page. Never use spot icons on pages it was not intended for. Next pages deliver more information about the style of our illustrations.
Illustrations: Role

Illustration is a very effective tool that plays an important role in our visual identity. It helps to create a coherent visual image of the brand and facilitates communication between brand and users. In addition, using them allows to convey ideas that are impossible to demonstrate with photography.

Our illustration style focuses on main values of our brand, which are: passion & growth, impact, communication & transparency. These values have been translated directly into visual principles, which are described below:

- **Passion & Growth**
- **Impact**
- **Communication & Transparency**

- **Uniqueness**
- **Realism**
- **Delicacy & Humanity**
Passion & Growth → Uniqueness

We are the people of passion and always work with involvement and will to develop. We would like our users to feel these traits, that is why we chose to be unique and original. We refused to use pre-made assets. Each one of our illustrations were created from scratch and with passion. They gave birth in heads of experienced designers, who started from draft, through colouring, to end up with final details. Thanks to that they respond to our nonstandard needs and are 100% consistent with an image of the brand.
Impact → Realism

We are the company, which possesses the expert knowledge in the scope of labour market. This is a subject that is commonly considered to be difficult and unfamiliar. We are determined to change that state by proposing our professional and user-friendly solutions. We think. We know what our goal is, how to measure it and achieve it. For that reason we chose a realistic approach to the illustration. We would like to underline, that each one of our users may rely on us and communication between the brand and the end user may be a very useful tool to reach that goal.
Communication & Transparency → Delicacy & Humanism

We believe that good communication and trust is the basis of business. We want to help our users with tough situations on the labour market. We communicate openly. Illustrations, which represents us show human sides, our users, us and daily cases. Brushwork, that was applied on every illustration, compounds the effect of softness and serenity.
Illustrations: Style

Vector
The most important base of every illustration is vectorial form. It defines basic coloring of illustration and its general shape.

+ Texture
To make every illustration unique, each of them owns texture, which forms subtle, slightly painterly style. Every shadow and light is an effect of freehand modeling of illustration. Thanks to that every illustration becomes a little peace of art and is imitable.
Illustrations: Formats

The visual identity of Zety brand follows four kinds of illustrations, which should be applied according to their destination. Every illustration maintains the same approach in the field of color and style.

Hero illustration

Medium illustration

Spot illustration

Pattern illustration
Hero Illustration

Hero illustrations are the most complex kind of composition. They consist of many elements and are positioned in the headings of the webpage. Their role is to visually describe the concept of key product and service. They should inspire the user to further activities.
Medium Illustration

Illustrations of a medium level of complexity are meant to pass the most diversified spectrum of information. They can be as complex as the user wishes them to be. Medium illustrations, not like spot illustrations, always presents a foreground and a background.
Spot Illustration

Spot illustration are the smallest illustrations. They are used to express less complex concepts. Spot illustration shows simple object that stands on its own, without a background scene. They are very meaningful and have one point of focus.
Pattern Illustration

The main theme of the visual identification are triangles, which are present in many illustrations. We developed two patterns, which are fully resizable depending on a necessity.
Illustrations: Colors

The main foundations of illustration, like realism, uniqueness and subtlety of composition, resulted in broadening the color palette of Zety Brand. Tints that are listed below are the colors of a minor saturation and pastel character. Blue tones of illustrations base on a main color of the brand which is #color-dodger-blue. Working with this color palette is especially important while using hero illustration. It is acceptable to make small color variations while using medium and spot illustrations.

umped color palette does not apply to blog posts (eg. blog components)

Basic Palette

- #426384 100% rgb 66 99 132 cmkyk 50 25 0 48
- #3983FA 100% rgb 57 131 250 cmkyk 77 48 0 2
- #7B7DF9 100% rgb 123 173 249 cmkyk 54 26 0 0
- #DCEDF9 100% rgb 220 237 249 cmkyk 16 2 1 0
- #E8B974 100% rgb 6 103 208 cmkyk 97 50 0 18
- #CECECE 100% rgb 206 206 206 cmkyk 22 16 17 1
- #7BAE4 100% rgb 234 234 234 cmkyk 10 7 8 0
- #E9C8C5 100% rgb 233 200 197 cmkyk 9 26 19 0
- #F8D4CD 100% rgb 248 212 205 cmkyk 1 2 2 19
Illustrations: Blog Posts

Blog components are the set of 3 patterns, 6 colors and 26 spot illustrations, which can be used to compose different illustrations and use them within heading section of blog post and resume-examples subpage. These components are designed specially to provide thematic variety.

Blog posts’ color palette in “Resume example” section differs from standard color palette of Zety illustrations.

Main principles of creating illustrations from components are:

1. Choose one pattern and one background color;
2. Use 5–7 spot illustrations—pick them in terms of blogpost topic;
3. Change the sizes of spot illustrations;
4. Do not cover any of spot illustrations with other spot illustration;
5. Try to steadily infill the background;
6. Keep distance between two spot illustrations. Let them breath;
7. Spot illustrations can be placed partially out of a visible background—you don’t have to be afraid of that. However, design decisively: never leave small part in or out of the canvas. Spot illustrations may become indiscernible because of that.

Next pages present you some good and inappropriate examples of using blogposts’ components. Beware of wrong usage and inspire yourself with the proper ones.
Blog Components

Blog Post Palette

Patterns

Examples of spot illustration