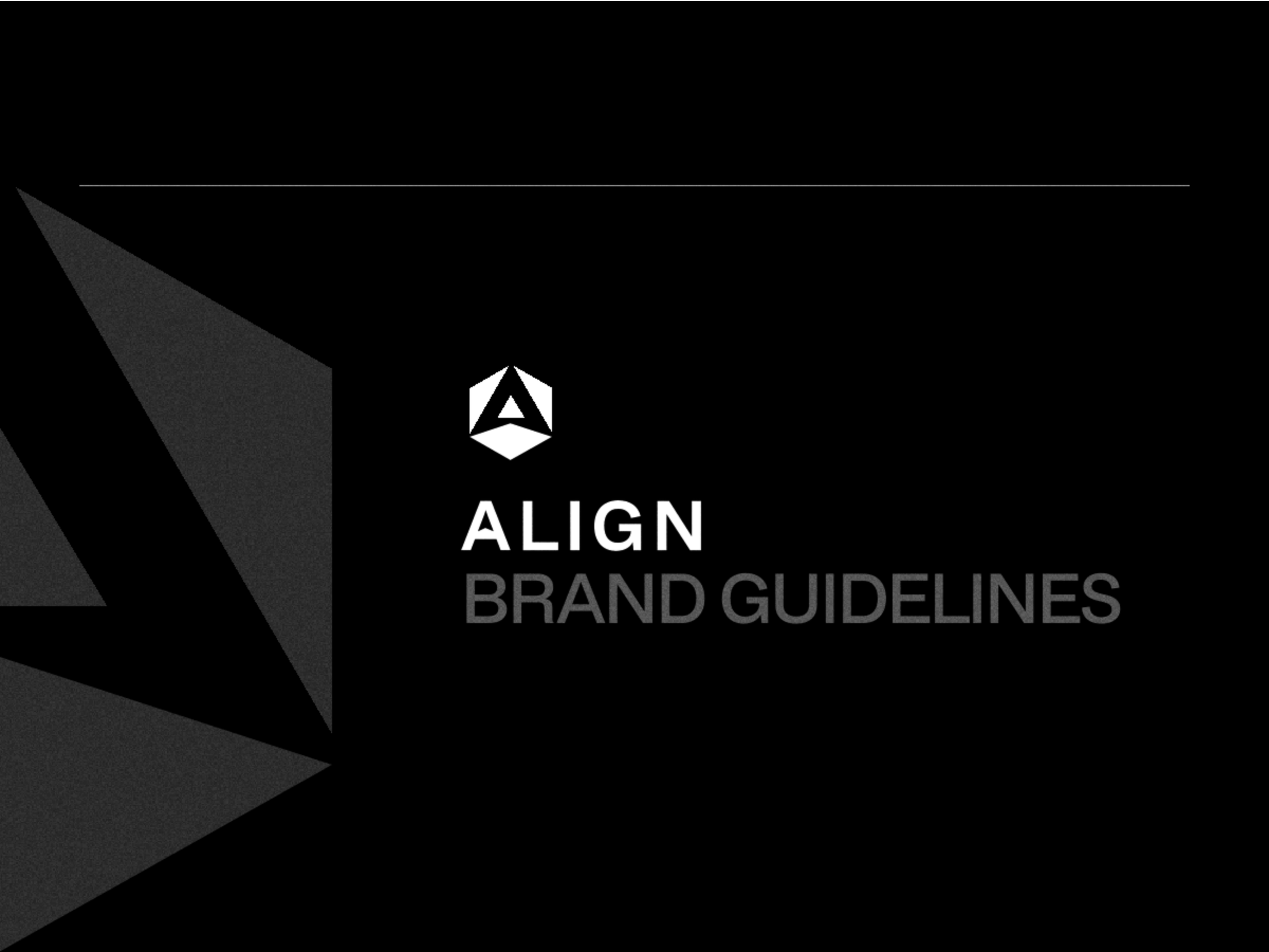

ALIGN
BRAND GUIDELINES

INTRODUCTION

Welcome to the Align Brand Guidelines, designed to provide a comprehensive framework for effectively representing our brand identity. These guidelines ensure consistency and coherence across all brand touchpoints, enabling us to communicate our values, personality, and unique offerings to our target audience.

Our brand guidelines empower us to connect with our audience, establish a strong presence, and tell our unique story. By maintaining consistency and adhering to these guidelines, we can cultivate trust, showcase our offerings, and foster loyalty. Let these guidelines be our compass as we build and evolve our brand, leaving a lasting impact on our audience.



TABLE OF CONTENT

1.0 Introduction

1.1 Table of content
1.2 About the brand
1.3 Our Aim & Vision
1.4 Brand Values
1.5 Tone of voice

2.0 Logo

2.1 Logomark
2.2 Logotype
2.3 Lockup
2.4 Clear space
2.5 Minimum sizes
2.6 Placement

3.0 UI Direction

3.1 App Mockups
3.2 Business Card
3.3 App Mockups
3.4 UI Buttons
3.5 Input Field Styles
3.6 Card Components
3.7 Iconography

4.0 Colors

4.1 Color Palette
4.2 Combinations

5.0 Typography

5.1 Typeface
5.2 Weights
5.3 Type Scaling
5.4 Common mistakes

About the brand — Align is a modern, tech-forward job listing platform dedicated to seamlessly connecting ambitious talent with the right forward-thinking companies.

The aim of the brand is to provide a highly functional, transparent, and seamless digital marketplace that removes the friction between employers and job seekers. The outer crimson hexagon in the "Align" logo visually reinforces this aim—it represents structural integrity, stability, and the creation of a secure professional community where seamless connections and negotiations take place.

The vision is to be the ultimate guiding technological force in the employment sector. The brand envisions a future where the chaos of traditional recruitment is eliminated, perfectly aligning human potential with the right career opportunities.

BRAND VALUES

Environmental Consciousness

As a digital-first portal featuring online "Negotiation Chat" and remote onboarding, Align actively minimizes paper waste and the commute-driven carbon emissions associated with traditional recruitment.

Cultural Integrity

Represented by the strong, enclosing crimson hexagon in our logo, we build a secure and transparent community. We uphold the highest ethical standards to foster trust between employers and local talent.

Innovation & Creativity

Symbolized by our logo's upward-pointing blue triangle, we embrace forward momentum. We use creative tech solutions—like our custom "Bidding Logic" and seamless mobile apps—to disrupt and simplify the hiring process.

Quality and Craftsmanship

Rooted in our rigorous "QA & Deployment" software phase and our clean, geometric logo design, we are dedicated to delivering a flawless, premium, and highly intuitive user experience at every touchpoint.

TONE OF VOICE

Confident	Authoritative voice that reassures users of its secure, reliable offer systems
Inspirational	We echo the logo's upward arrow by constantly motivating talent to elevate their careers.
Approachable	We replace dense HR jargon with accessible human conversation.
Knowledgeable	We provide clear, accurate, and highly actionable information, empowering both sides of the marketplace to make smart decisions during their negotiation chats.

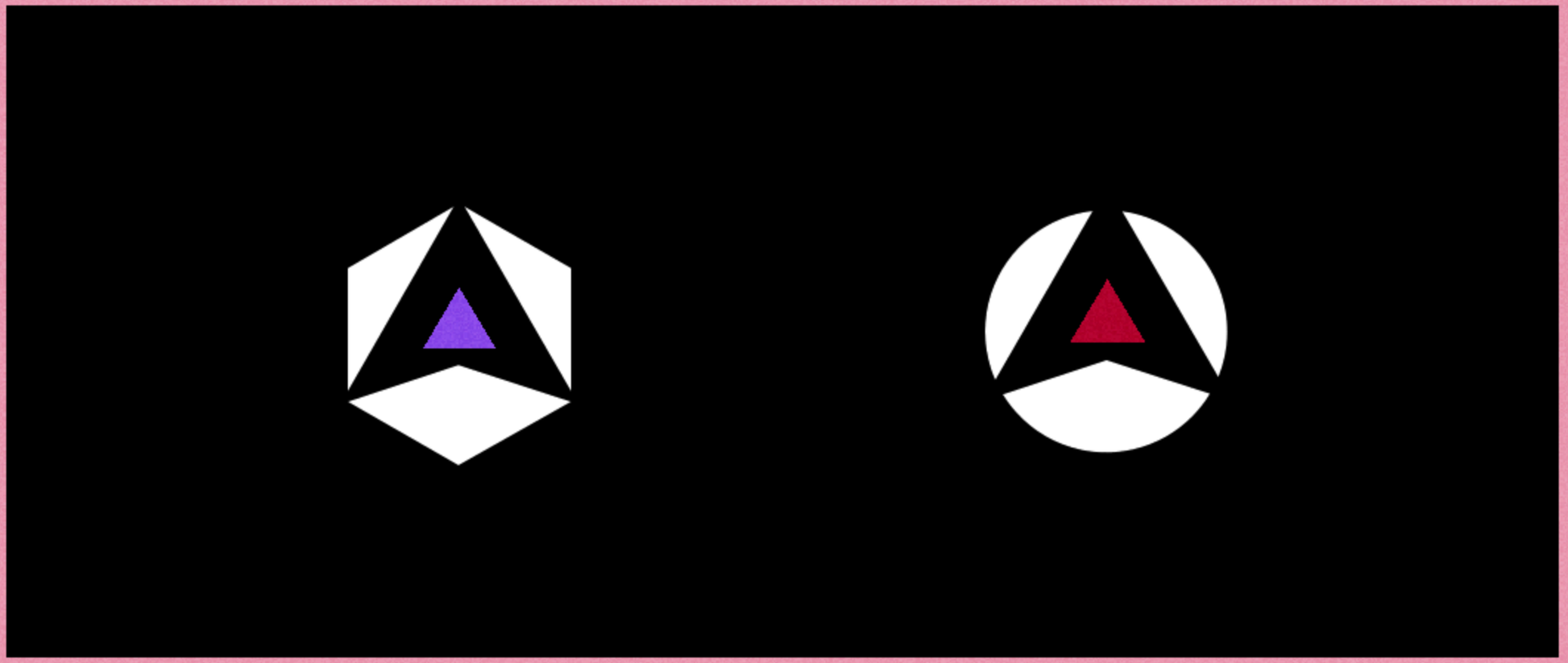
LOGO DESIGN

2.1 Logomark
2.2 Logotype
2.3 Lockup
2.4 Clear space
2.5 Minimum sizes
2.6 Common mistakes

LOGOMARK

Align's architectural brand is embodied in its logo—a sharp-up trending "A" mark forming an upward moving arrow in the form of the letter "A" for Align.

The outer hexagon signifies community, structural integrity, and robust professional networking. The internal upward-pointing blue triangle acts as an arrow, signifying career progression, elevation, and forward momentum.





LOGOMARK

Align's architectural brand is embodied in its logo—a sharp-up trending "A" mark forming an upward moving arrow in the form of the letter "A" for Align.

The outer hexagon signifies community, structural integrity, and robust professional networking. The internal upward-pointing blue triangle acts as an arrow, signifying career progression, elevation, and forward momentum.

PRIMARY LOGOMARK AND VARIATIONS



SECONDARY LOGOMARK





LOGOTYPE

The BDO Grotesk medium, chosen as the logotype for Align, captures the brand's essence with its modern and sophisticated design. The font's clean lines and balanced proportions create a visually pleasing and easily recognizable logo, reflecting Align's commitment to precision and innovation.

This versatile and free-for-commercial-use font lends a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials.

ALIGN

LOGO LOCKUP

This combination of the logomark and logotype ensures a consistent and recognizable representation of the brand across various applications and reinforces Nirakara's commitment to delivering exceptional design solutions.



CLEAR SPACE

This combination of the logomark and logotype ensures a consistent and recognizable representation of the brand across various applications and reinforces Nirakara's commitment to delivering exceptional design solutions.



MINIMUM SIZES

The version is optimized for sizes that are not excessively small. It mandates a minimum height of .72" for print applications and a minimum of 50px for digital applications, ensuring legibility and clarity even at larger dimensions.



PLACEMENT

Position the logo on the primary grid line, aligning it to the left side for a prominent presence. In cases where the necessary space is not available, the logo should be placed in either the top or bottom left corners of the page. Detailed stationery layouts can be found in the BrandCollateral section of this document, offering specific guidelines for optimal placement.



COLORS

4.1 Color palette
4.2 Combinations

Crimson Red

R: 196
G: 6
B: 64

R: 196
G: 6
B: 64

R: 243
G: 244
B: 246

Accent Blue

R: 59
G: 130
B: 246

R: 255
G: 255
B: 255

R: 0
G: 36
B: 0

COMBINATONS

The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.



TYPOGRAPHY

5.1 Typeface
5.2 Weights
5.3 Type Scaling
5.4 Common mistakes

TYPEFACE

This versatile and free-for-commercial-use font lends a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials.

BDO
GROTESK

WEIGHTS

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

Demi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

TYPE SCALING

64 Px

Heading 1

48 Px

Heading 2

36 Px

Heading 1

24 Px

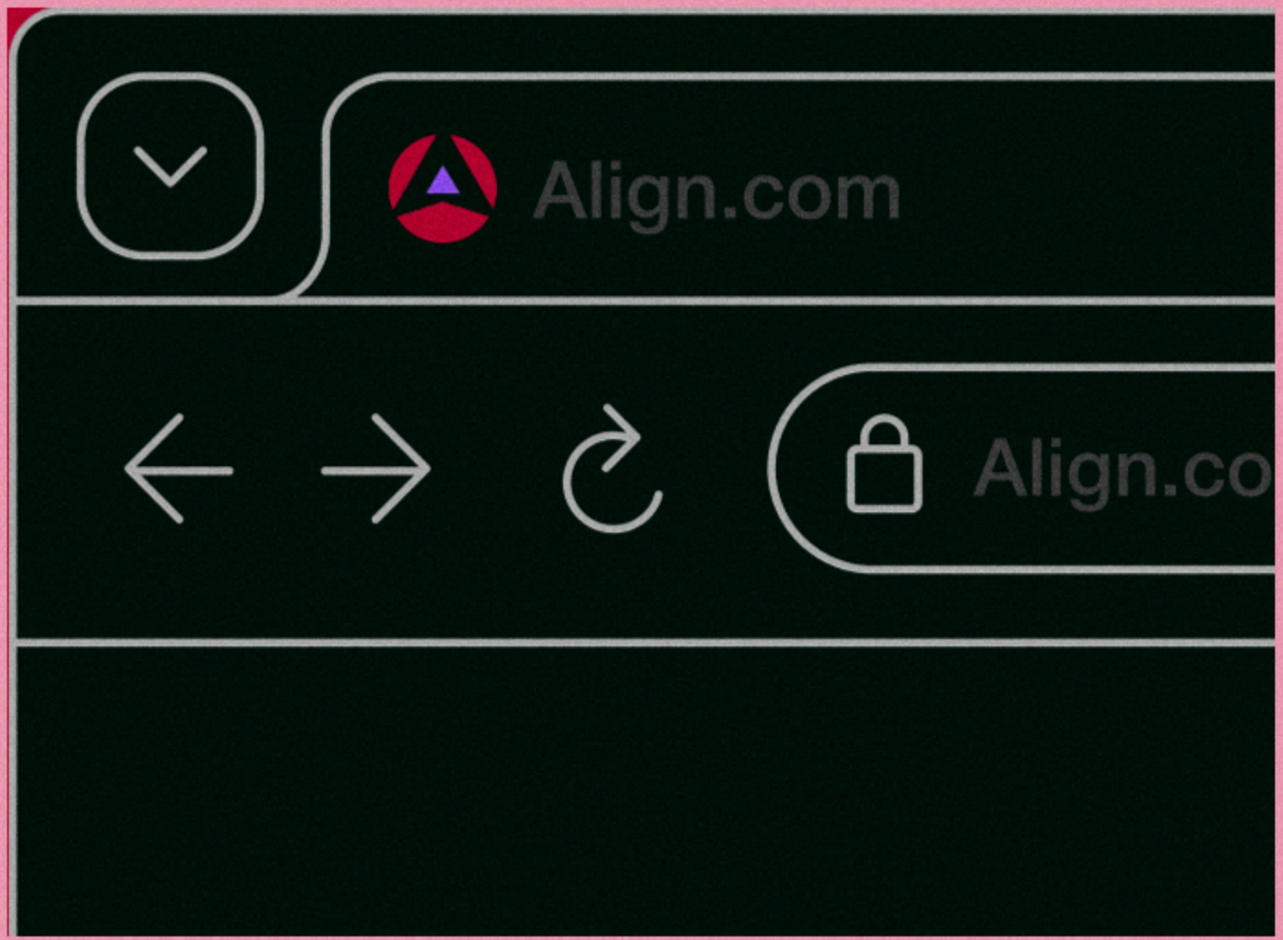
Heading 1

UI DIRECTION

3.1 App Mockups
3.2 Business Card
3.3 App Mockups
3.4 UI Buttons
3.5 Input Field Styles
3.6 Card Components
3.7 Iconography

APP MOCKUPS

The version is optimized for sizes for several digital platforms that are not excessively small, ensuring legibility and clarity even at larger dimensions.



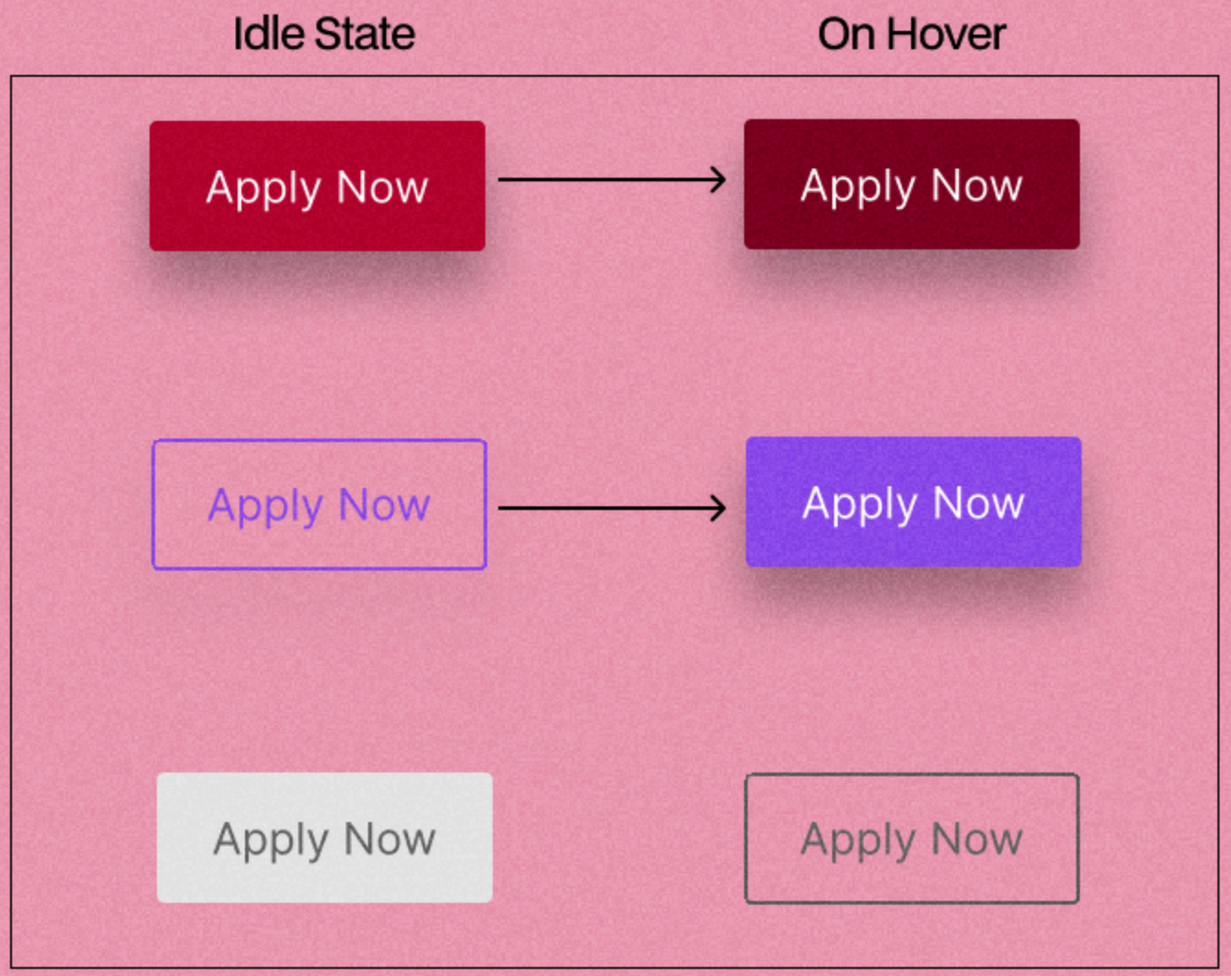
UI BUTTONS

Buttons feature subtle rounding (6-8px) that complements the logo's letterforms. Primary buttons use Action Crimson, while secondary buttons utilize Strategic Blue outlines.

PRIMARY BUTTONS

SECONDARY BUTTONS

DISABLED BUTTONS



APP MOCKUPS

The version is optimized for sizes for several digital platforms that are not excessively small, ensuring legibility and clarity even at larger dimensions.



BUSINESS CARD

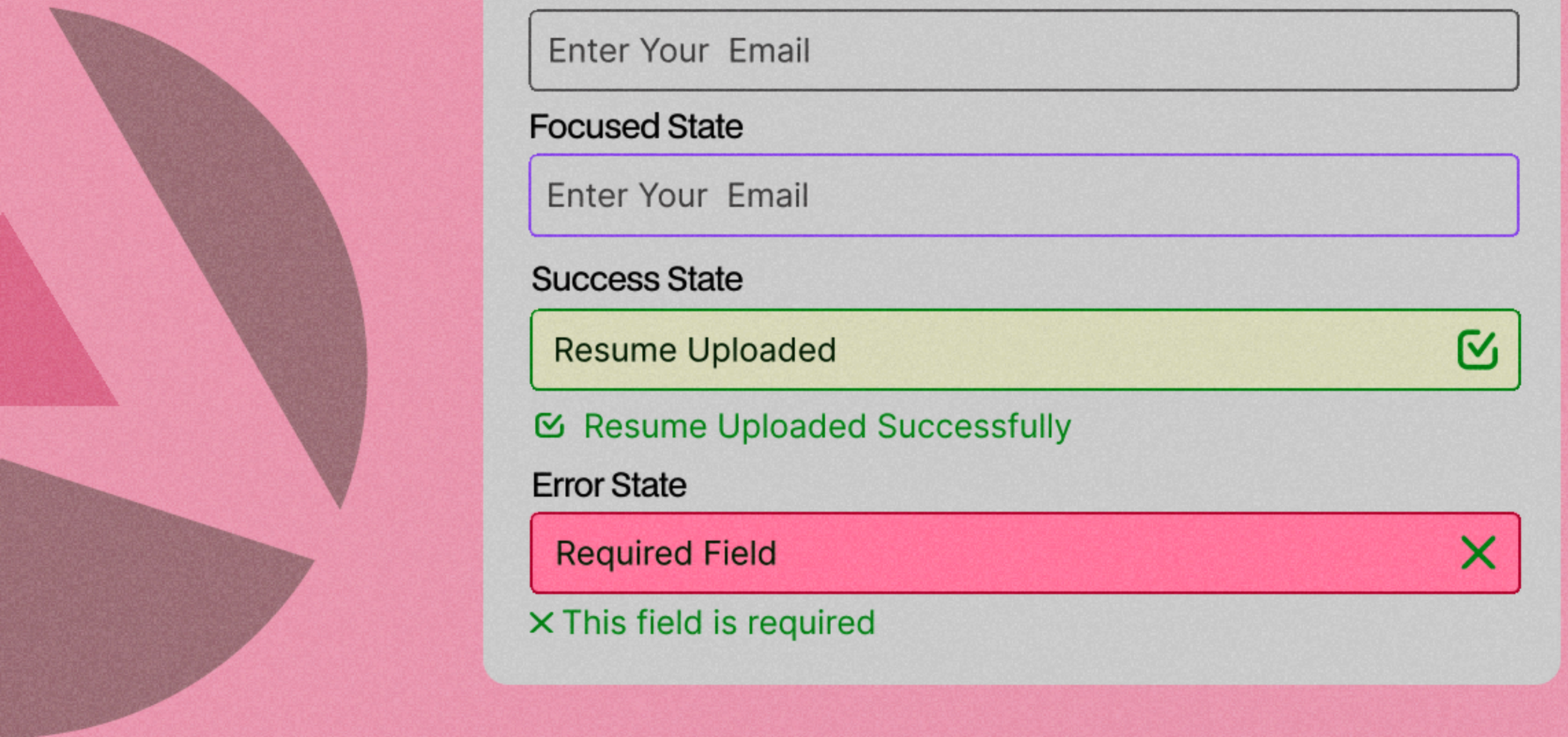
Aligning human potential with career opportunity.





INPUT FIELD STYLES

Clean, minimalist input fields with 1px borders that transition to Strategic Blue on focus. Validation states use semantic colors.



CARD COMPONENTS

Job listing cards feature clean geometric borders, white backgrounds, and subtle hover effects for depth and interactivity.z

Senior Product Designer

Align Technologies

Full-Time Remote

San Francisco, CA 5 + Years

Join our team to craft exceptional user experiences that help professionals align their careers with their aspirations.

View Details

Engineering Manager

Align Technologies

Full-Time Hybrid

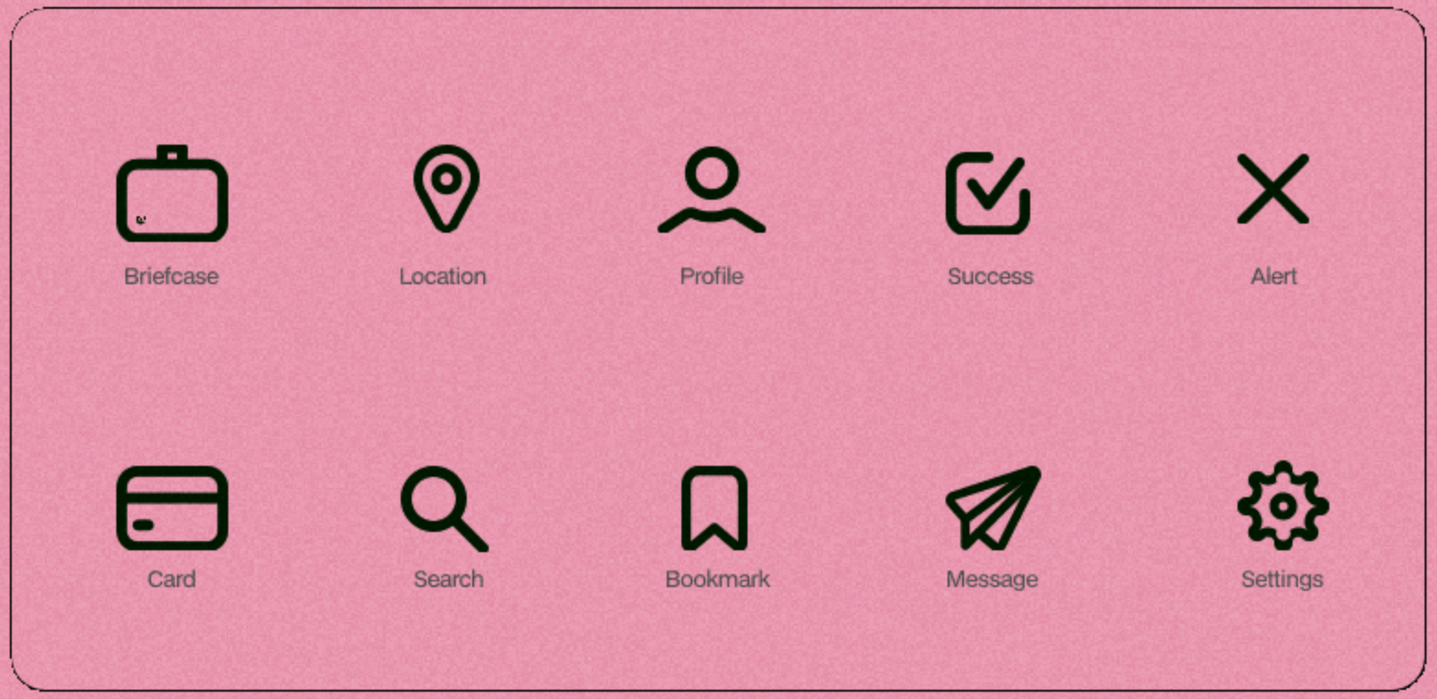
New York, NY 8 + Years

Lead a talented engineering team building innovative solutions that empower career growth and professional alignment.

View Details

ICONOGRAPHY

Functional UI icons use strict geometric lines and sharp angles, echoing the internal triangles of the logomark.



Guidelines: Use consistent stroke widths (2px) and maintain sharp corners. Icons should be monochromatic and scale proportionally from 16px to 48px.

ALIGN BIDS YOU FAREWELL