

brand guidelines

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brand

Brand Values

Fairness

Our mission is to level the playing field for all job candidates and rid the hiring journey of the social biases that currently drive the recruitment process. We believe in equal pay, equal access to information and equal opportunity for all, based on two criteria only: skills & ability. Nothing else. This spirit of inclusivity starts with our ethical AI solution. And it can really do a lot. One thing it can't do is to have preferences based on gender, race, social status, or sexual orientation.

Simplicity

Our solution delivers highly relevant resumes on the desks of the right decision makers in greater numbers and at a faster speed than ever before. We put an enormous amount of effort into making the hiring journey seem simpler and effortless. For corporate clients that translates into a recruitment platform that's incredibly easy to use, surprisingly free of administrative clutter and seamlessly integrated with their existing systems. For job candidates, it means simply uploading their resume or plain employment history and waiting seconds for their dream job to find them.

Techno-optimism

We believe that technology is here to improve working conditions, eliminate clutter and make life better. Fortunately, our ethical AI-powered matching engine does all that and more, completely automizing the hiring journey inside companies and taking care of boring administrative chores, freeing up time to focus on the important stuff. The flip side of that coin is an AI-powered matching engine that reads and understands job candidates' resumes and delivers the most relevant and suitable offers available on the market, within minutes. Technology that matches the right talent to the right position, minimizes turnover and decreases time, money and effort spent. The future of hiring is here.

Joy

Until now, joy hasn't exactly been the emotion we associate with recruitment and human resources. The lengthy and very stressful hiring processes companies still use today often lead to wasted time, energy, and money on fruitless outcomes. Dream.jobs is on a mission to put a permanent smile on the faces of recruiters, candidates, team managers and CEOs alike and bring a joy to the hiring process while we're at it.

Naming

The correct spelling of the company name dream.jobs is with a lowercase initial letter.

dream.jobs



Dream.jobs



design

DESIGN

Brand mark

The main element of the dream.jobs brand identity is the brand mark.

The brand mark represents a combination of the letter D, stairs and a cloud

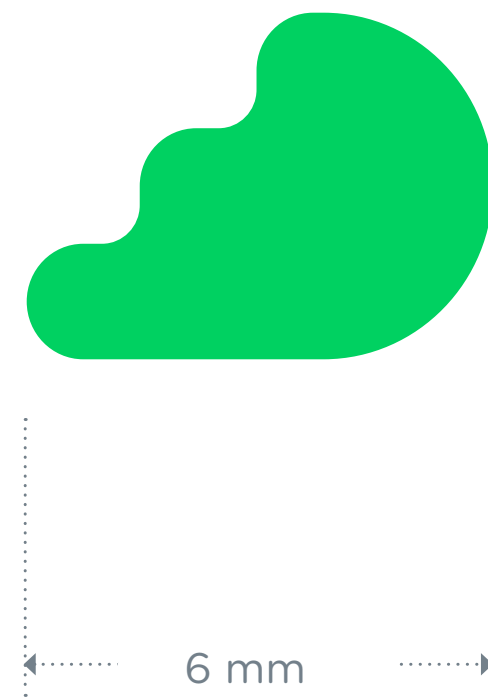


Minimum brand mark sizing

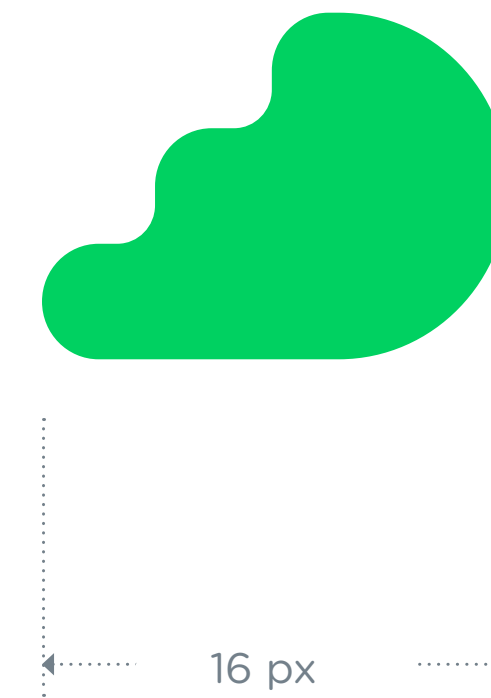
The minimum mark size for printing is 6 mm, for electronic use it is 16 px.

The smallest electronic form corresponds to the size of a favicon (16x16px).

Print



Web and online



DESIGN

Color version

We use the same color of the brand mark on a white or dark green background.

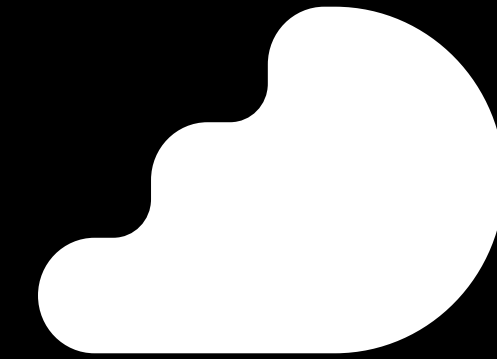
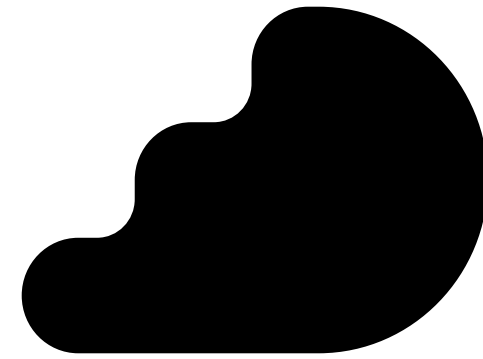


DESIGN

Black and white brand mark

The black-and-white version of the brand mark should only be used in justified cases – e.g. on engraved objects, laser-cut 3D logos, etc.

If possible, we always prefer a color version of the brand mark.



Logo

The dream.jobs logo is composed from the brand mark and inscription dream.jobs in minuscules. The dot between the words is filled with light green.



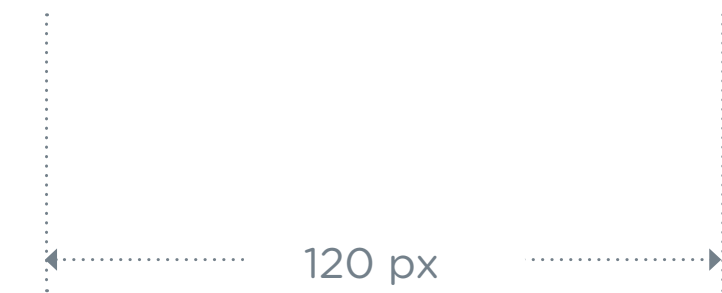
Minimum logo sizing

The minimum size of the logo for printing is 12 mm, for use in electronic form it is 120 px.

Print



Web and online



Logo variants

Whenever possible, we always prefer a horizontal logo in communication.

We use a vertical logo in justified cases where the horizontal logo would not be legible.

Horizontal logo



Vertical logo



Logo clear space

HORIZONTAL LOGO

The distance of the clear space from the logo corresponds to the height of the brand mark.

The exception is the use of the logo on the dream.jobs website, where the clear space can be violated.



Logo clear space

VERTICAL LOGO

The distance of the clear space from the logo corresponds to half the height of the brand mark.

The exception is the use of the logo in banners of small dimensions, where the clear space can be violated.



DESIGN

Full color logo

We use two basic color versions
– for use on a white or dark green
background.



Black and white logo

The black-and-white version of the logo should only be used in justified cases – e.g. on engraved objects, laser-cut 3D logos, etc.

If possible, we always prefer a color version of the logo.



Logo and claim

HORIZONTAL LOGO

We use two types of claims, depending on which target group we are talking to

The clear space rules are applied.

B2C Claim



B2B Claim



Logo and claim

VERTICAL LOGO

We use two types of claims, depending on which target group we are talking to

The clear space rules are applied.

B2C Claim



B2B Claim

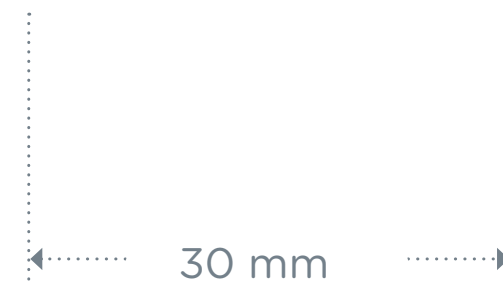


Logo and claim – minimum logo sizing

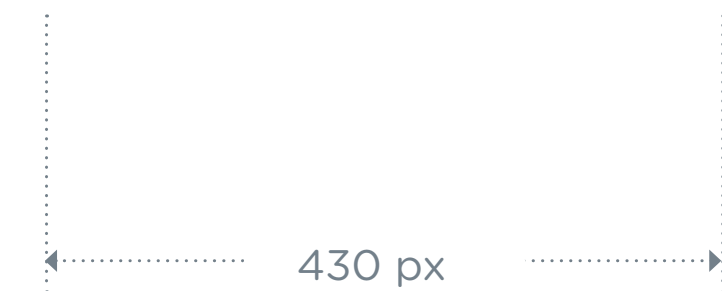
The minimum size of the horizontal logo with the claim for printing is 70 mm, for use in electronic form it is 430 px.

The minimum size of the vertical logo with the claim for printing is 30 mm, for use in electronic form it is 200 px.

Print



Web and online



Logo and claim – extended version

If the minimum size of the logo cannot be observed (for example in web design), an extended version of the logo with a claim must be used

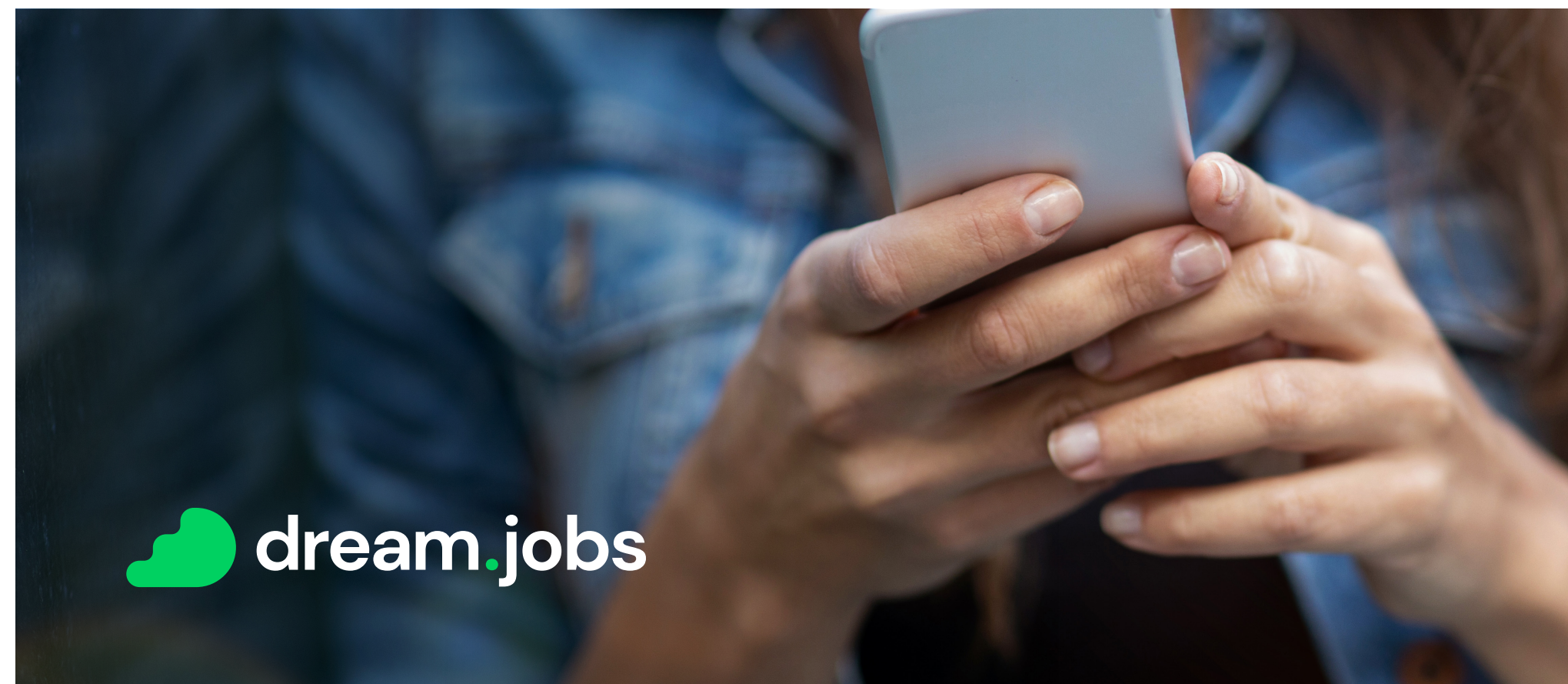


DESIGN

Full color logo on background

Both the logo and the brand mark can be used on a colored background, but only on the condition that sufficient contrast of the logo is ensured.

Depending on the color of the background, we choose white or dark green for the letters.



DESIGN

3D logo

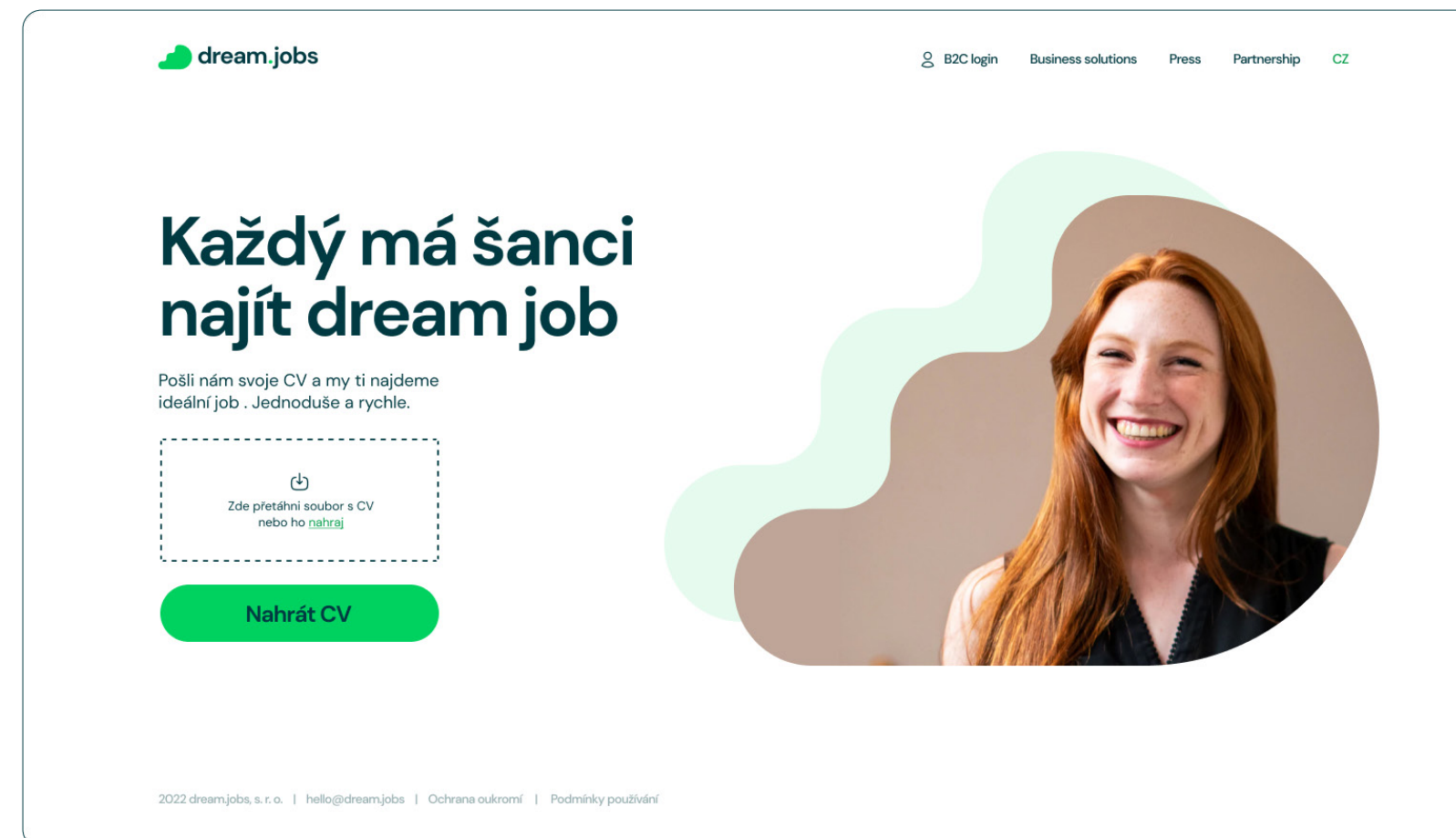
For laser cut logos or logos created from one material without printing, we use a black and white logo as a template.



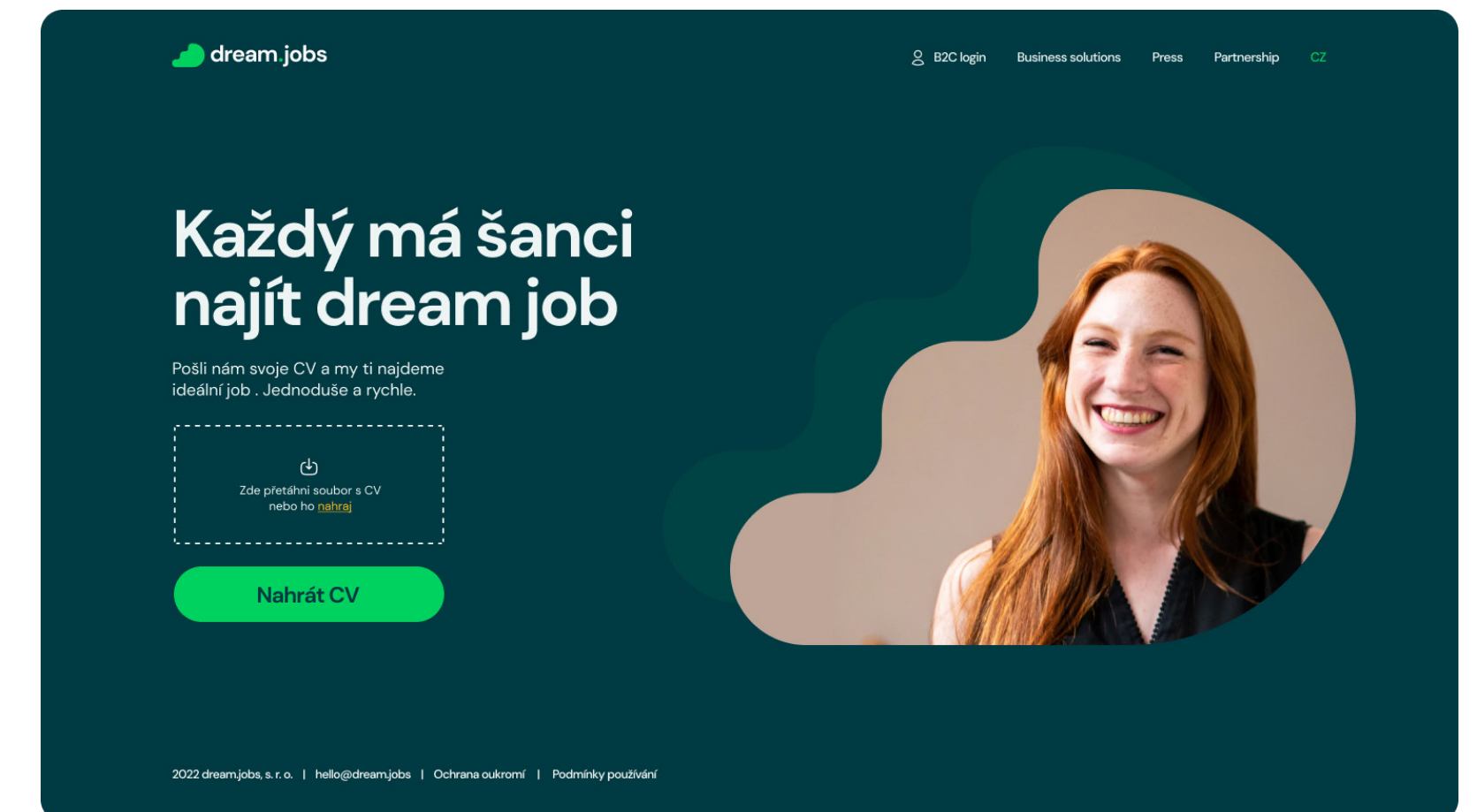
Color themes

We use two basic color themes – light and dark. It varies depending on what background we use.

Light theme



Dark theme




Light Theme colors

The basic colors are Light Green and Dark Green.

We can use Yellow to highlight different elements or headings.


We can use each color in different degrees of lightness. The use of these shades varies depending on whether we are using Light Theme or Dark Theme.

Light Green




HEX 00D260
RGB 0 / 210 / 96
CMYK 71 / 0 / 79 / 0

Dark Green




HEX 003A42
RGB 0 / 56 / 66
CMYK 92 / 61 / 54 / 49


Yellow




HEX FFBC1C
RGB 255 / 188 / 28
CMYK 0 / 32 / 89 / 0



HEX E6FBEF
RGB 230 / 251 / 239
CMYK 12 / 0 / 10 / 0



HEX EEF5F4
RGB 238 / 245 / 244
CMYK 8 / 1 / 4 / 0



HEX FFF8E8
RGB 255 / 248 / 232
CMYK 0 / 3 / 11 / 0

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

TEXT COLOR:

HEX 003A42
RGB 0 / 56 / 66



HEX FFFFFFFF
RGB 255 / 255 / 255


Dark Theme colors

The basic colors are Light Green and Dark Green.

We can use Yellow to highlight different elements or headings.

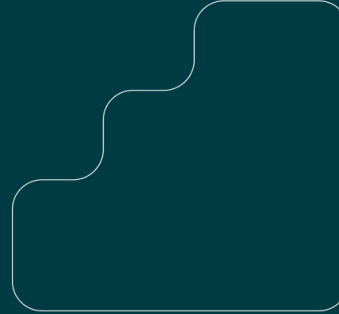
We can use each color in different degrees of lightness or darkness. The use of these shades varies depending on whether we are using Light Theme or Dark Theme.

Light Green




HEX 00D260
RGB 0 / 210 / 96
CMYK

Dark Green



HEX 003A42
RGB 0 / 56 / 66
CMYK

Yellow




HEX FFBC1C
RGB 255 / 188 / 28
CMYK



HEX 004344
RGB 0 / 67 / 68
CMYK 90 / 54 / 58 / 45



HEX 003239
RGB 0 / 50 / 57
CMYK 93 / 64 / 56 / 57



HEX 1A4443
RGB 26 / 68 / 67
CMYK 85 / 55 / 59 / 45

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

TEXT COLOR:

HEX EEF5F4
RGB 238 / 245 / 244



HEX EEF5F4
RGB 238 / 245 / 244

Typography

The default and only dream.jobs font is DM Sans.

It can be downloaded from Google Fonts:

<https://fonts.google.com/specimen/DM+Sans>

DM Sans

Headline 123

Secest eum eati qui ut ullorem ipitatibus sinulles accuptiis consequ aspiduala doluptat

Headline 123

Secest eum eati qui ut ullorem ipitatibus sinulles accuptiis consequ aspiduala doluptat

Headline 123

Secest eum eati qui ut ullorem ipitatibus sinulles accuptiis consequ aspiduala doluptat

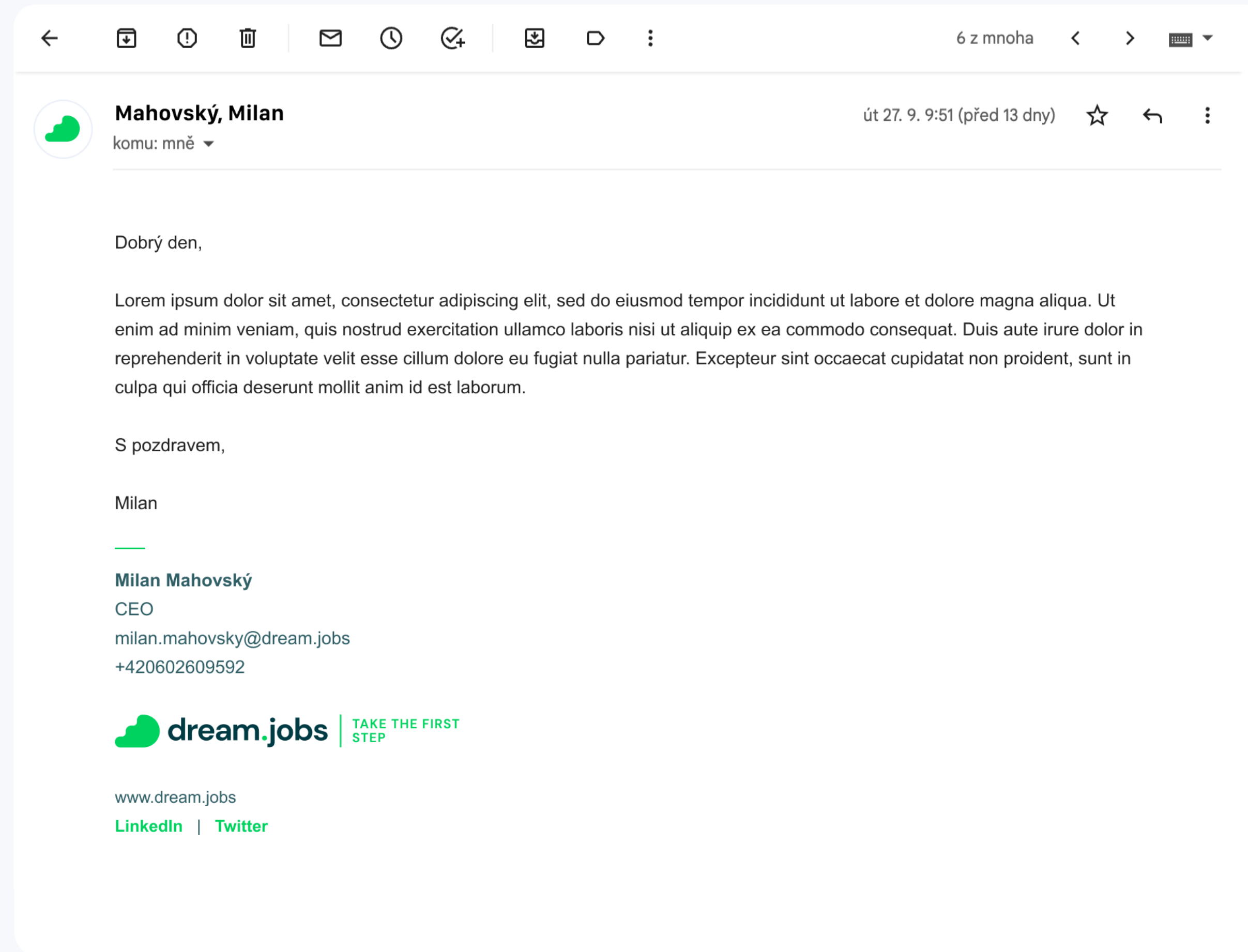
Bold

Medium

Regular

E-mail signature

Email signature example



visual assets

Stairs

The brand mark dream.jobs represents the stairs by which we climb to the top of our career.

We use stairs as a graphic element throughout the entire brand identity.

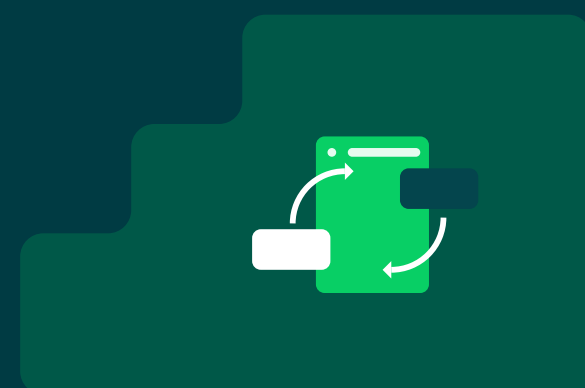
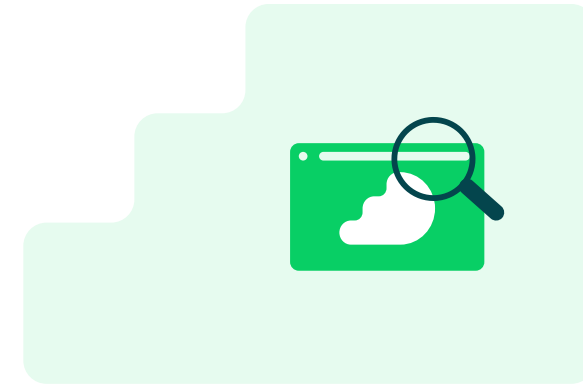
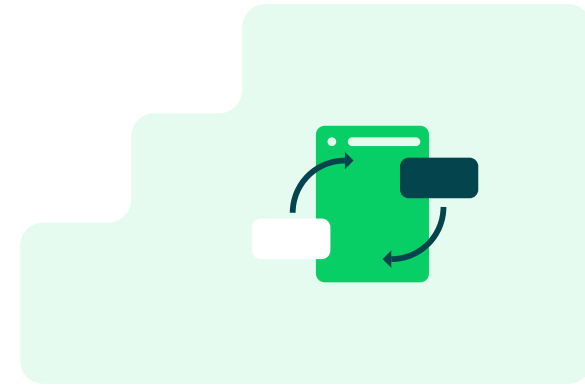
The stairs can be directly in the shape of the logo or we can modify them and make them square. They should always have 3 degrees.

The shape of the stairs can serve as a mask for the figure.



Icons

We use multicolor icons.



banners

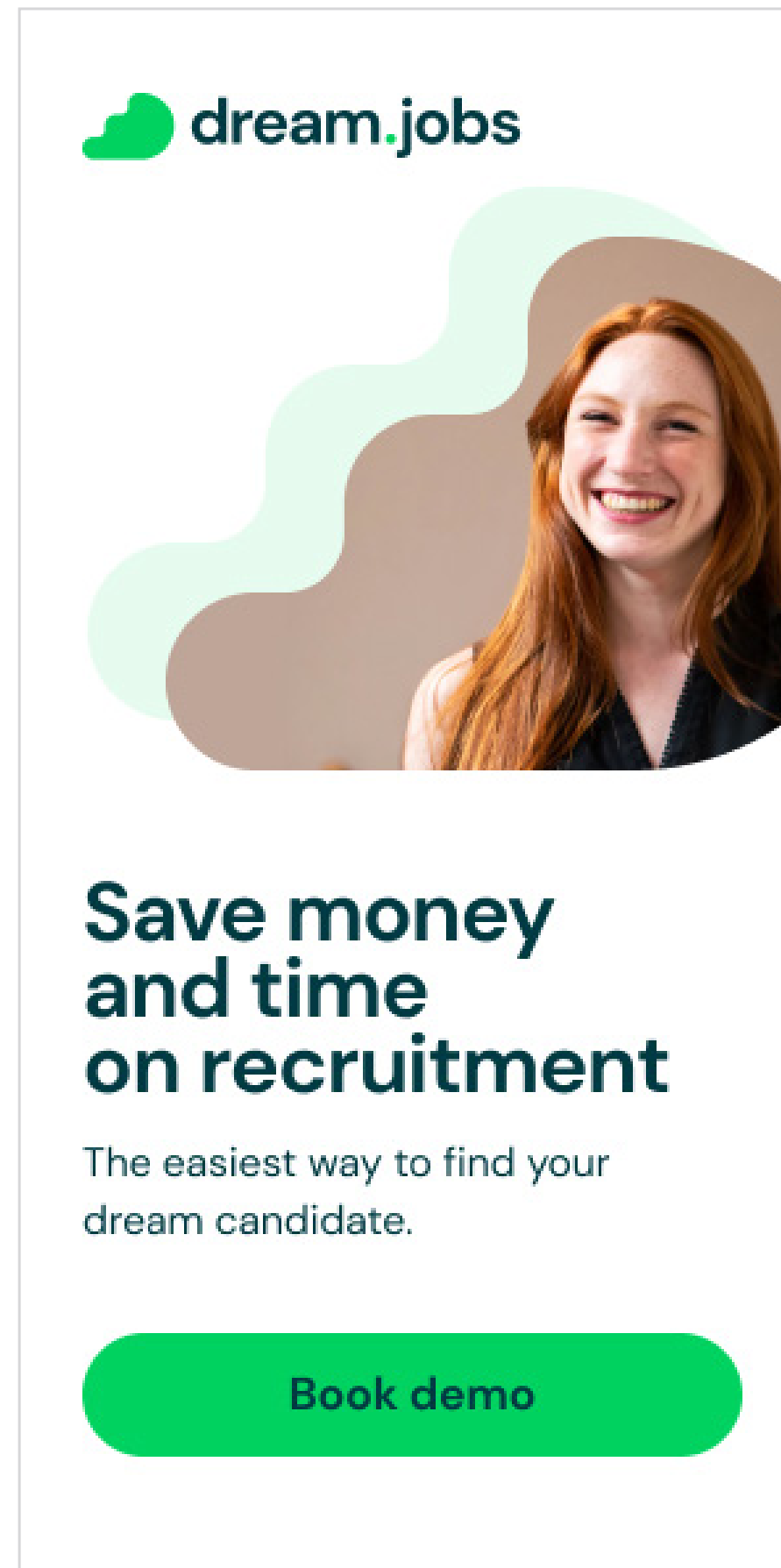
BANNERS

Banners

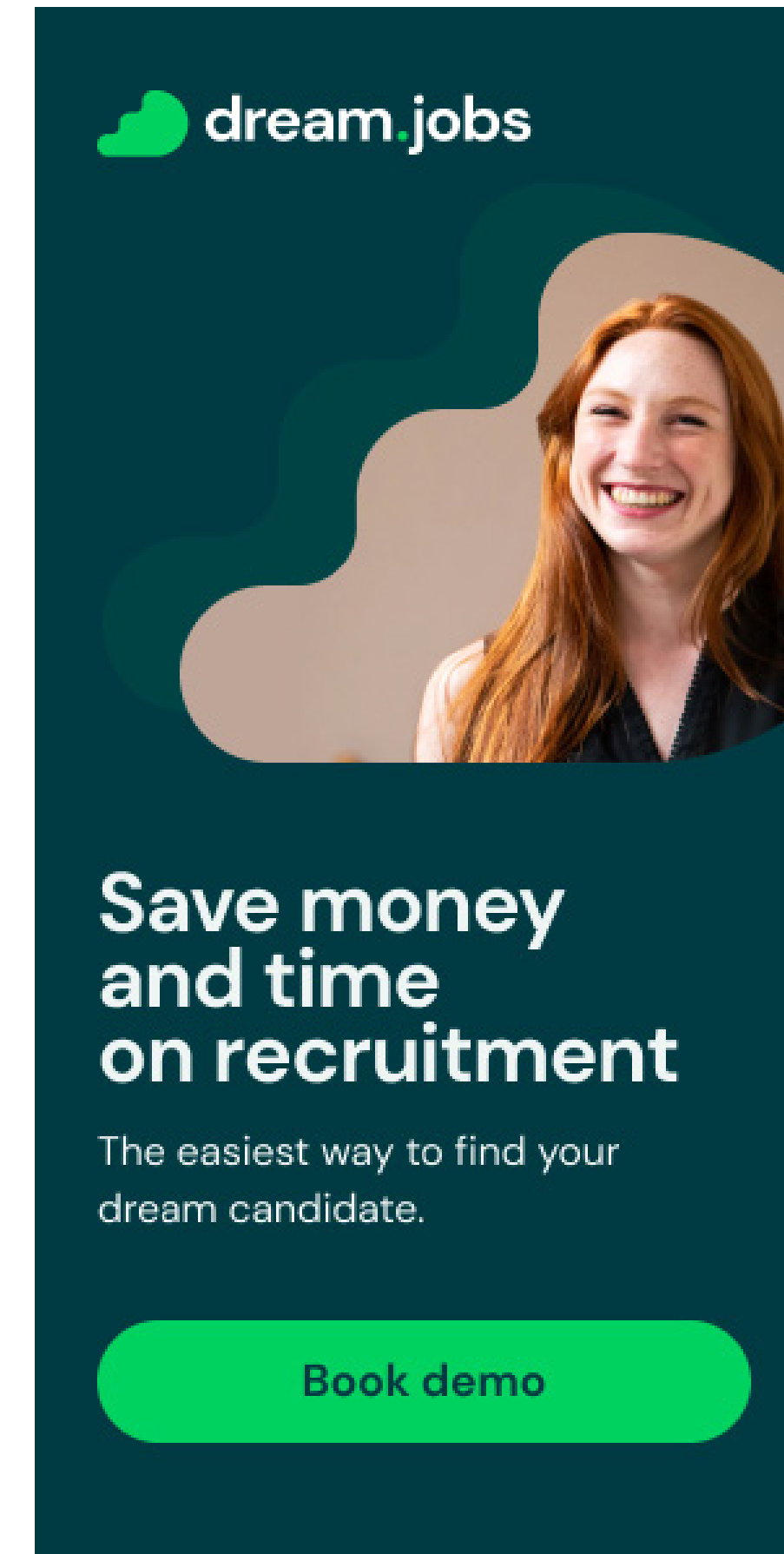
Banner 300 x 600 px.

You can find open data in the Figma::

<https://www.figma.com/file/8qfEVifH13YH9NxSRHMv8O/dream.job?node-id=83%3A1479>



300 x 600



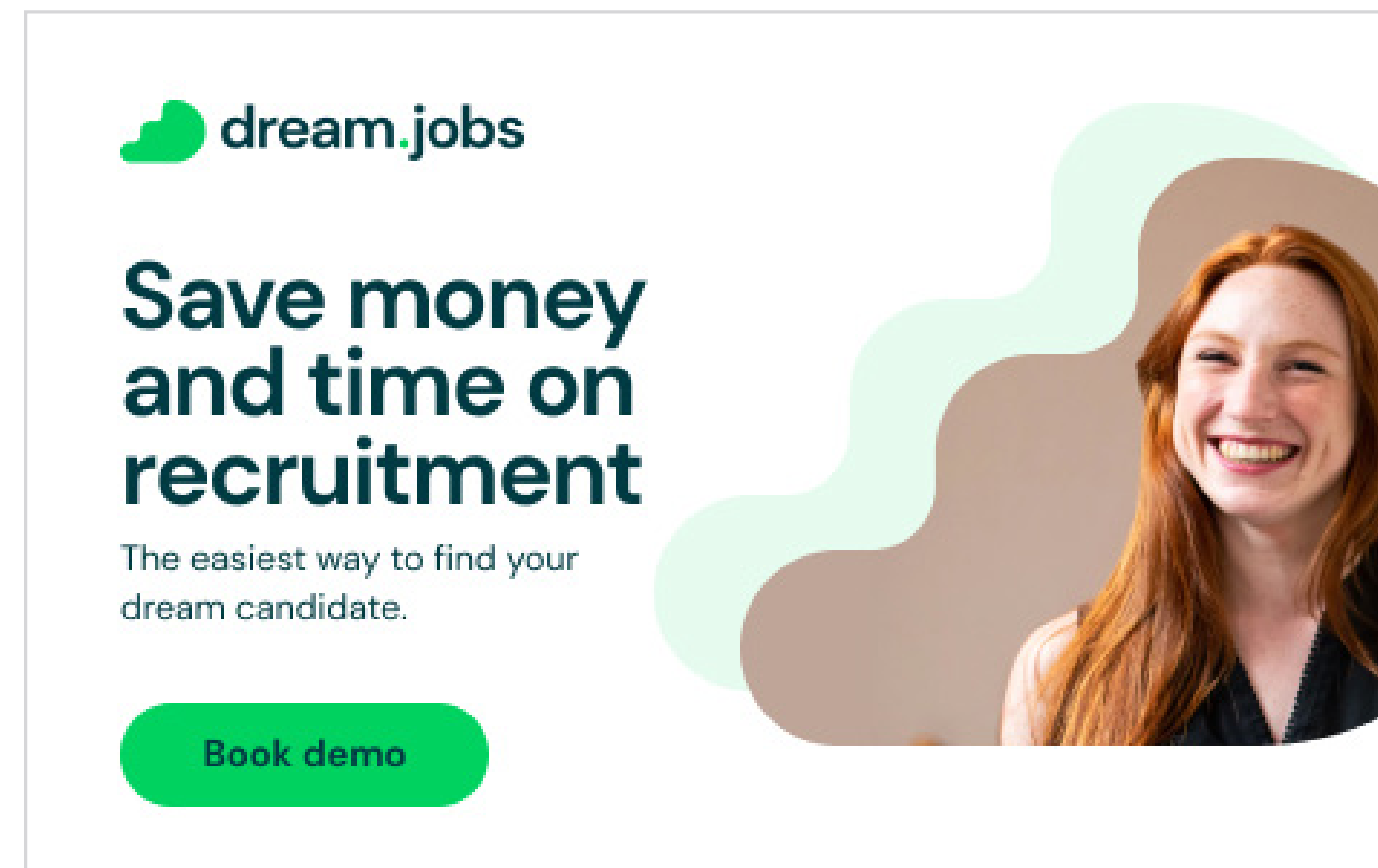
300 x 600

Banners

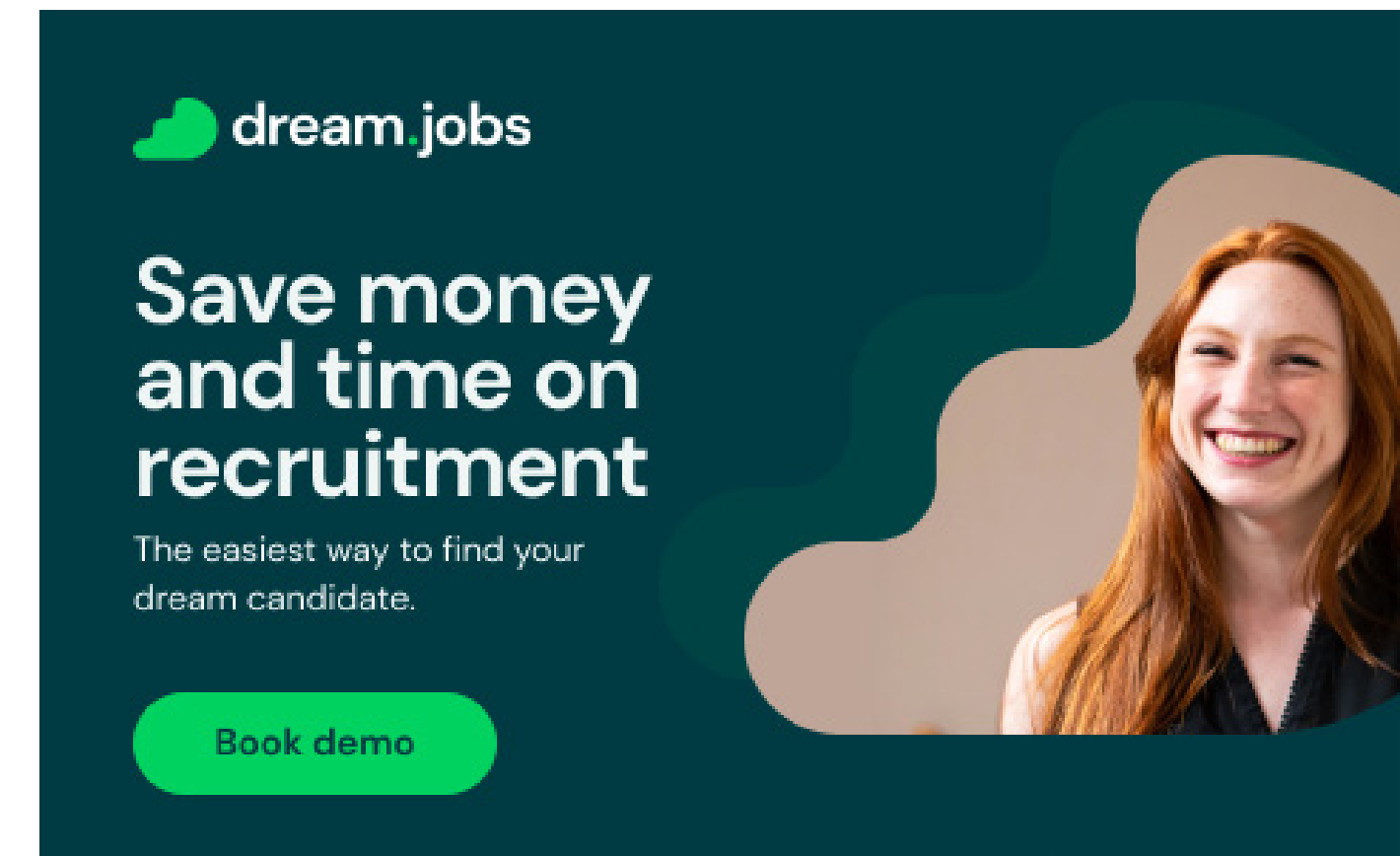
Banner 480 x 300 px.

You can find open data in the Figma::

<https://www.figma.com/file/8qfEVifH13YH9NxSRHMv8O/dream.job?node-id=83%3A1479>



480 x 300



480 x 300

BANNERS

Banners

Banner 728 x 90 px.

You can find open data in the Figma::

<https://www.figma.com/file/8qfEVifH13YH9NxSRHMv8O/dream.job?node-id=83%3A1479>



728 x 90



728 x 90

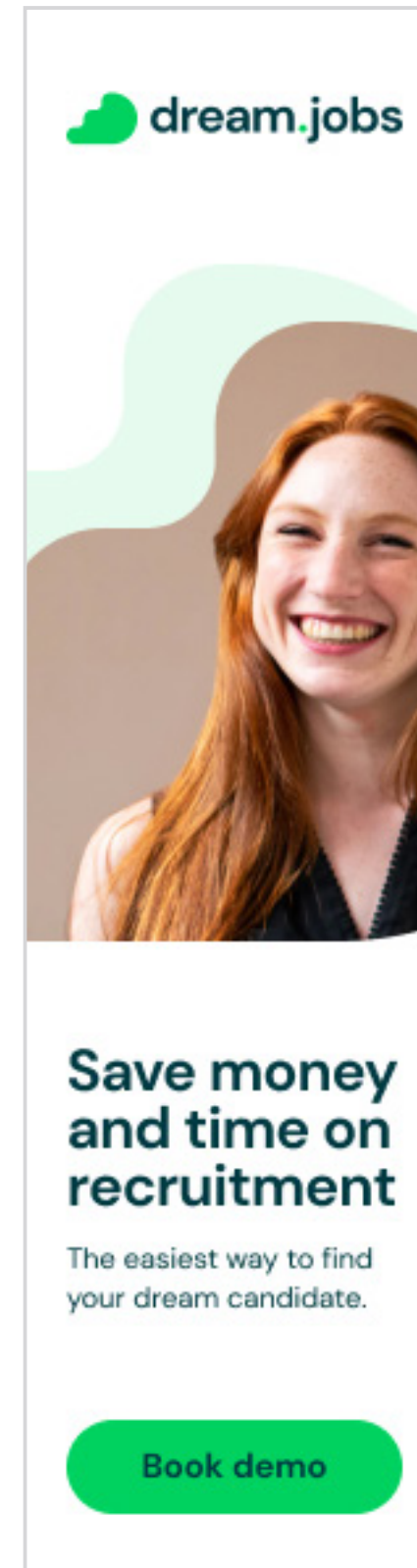
BANNERS

Banners

Banner 160 x 600 px.

You can find open data in the Figma::

<https://www.figma.com/file/8qfEVifH13YH9NxSRHMv8O/dream.job?node-id=83%3A1479>



160 x 600



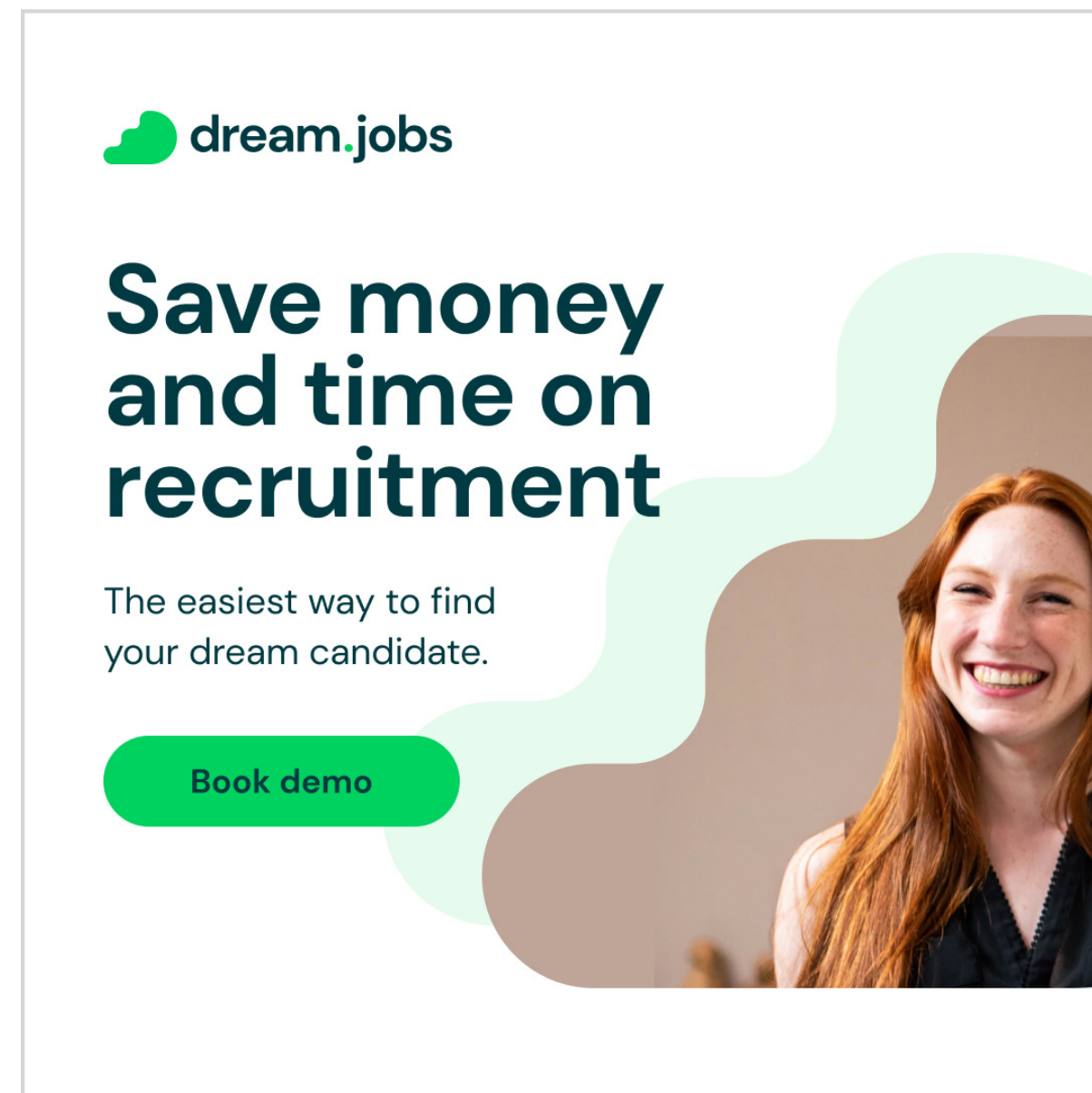
160 x 600

Banners

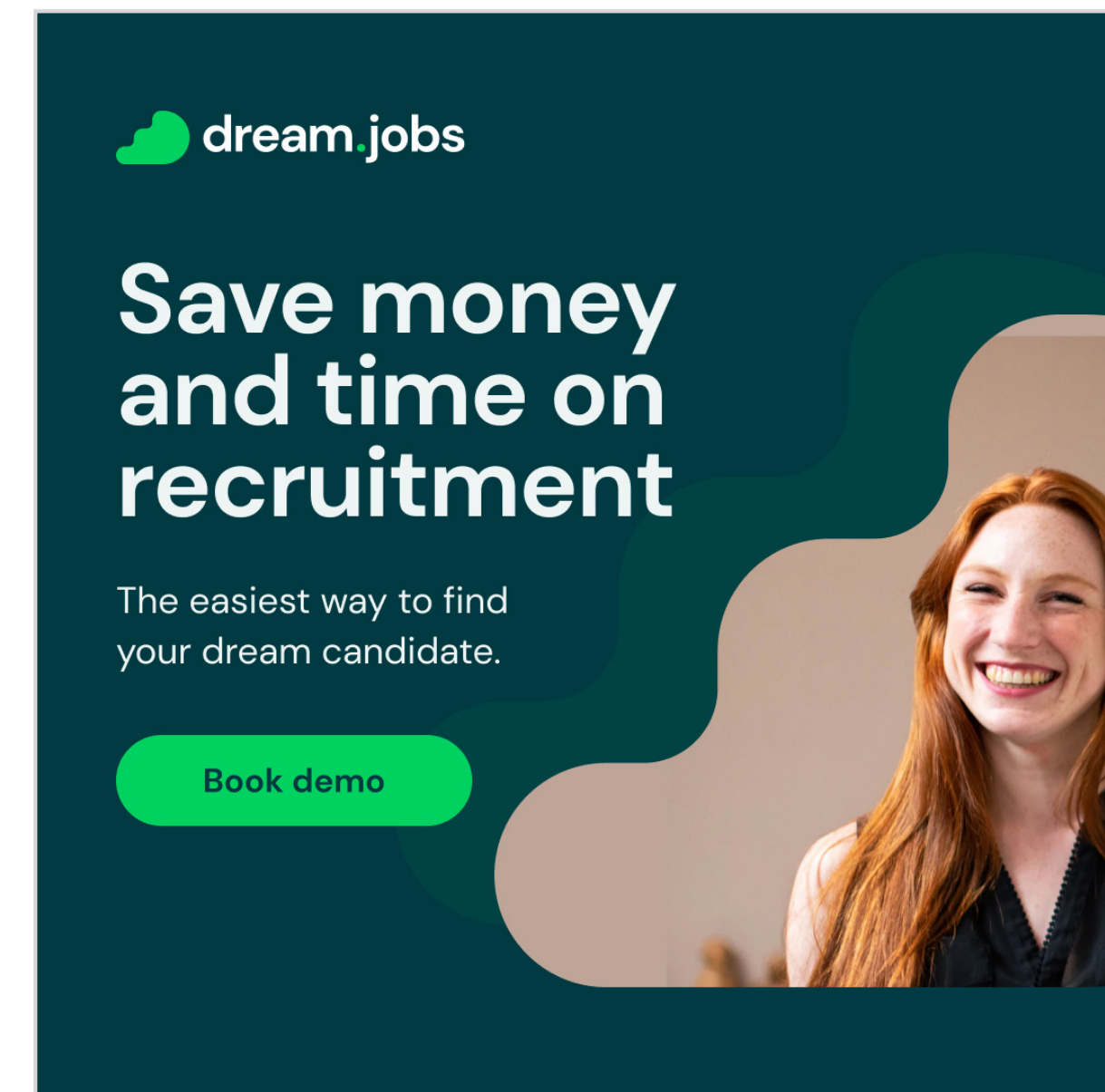
Square banner

You can find open data in the Figma::

<https://www.figma.com/file/8qfEVifH13YH9NxSRHMv8O/dream.job?node-id=83%3A1479>



Square



Square

social media

S O C I A L M E D I A

LinkedIn Dark Theme

Basic formats are listed on the right.

You can find open data in the Figma:

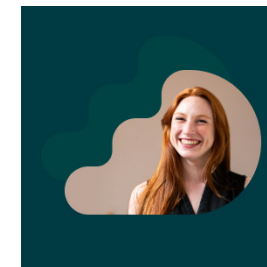
<https://www.figma.com/file/8qfEVifH13YH9NxSRHMv8O/dream.job?node-id=83%3A1479>



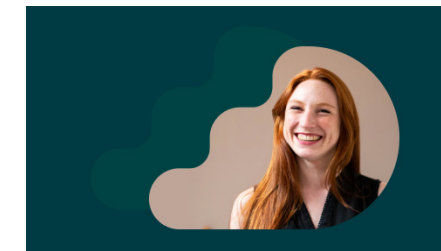
400x400_logo



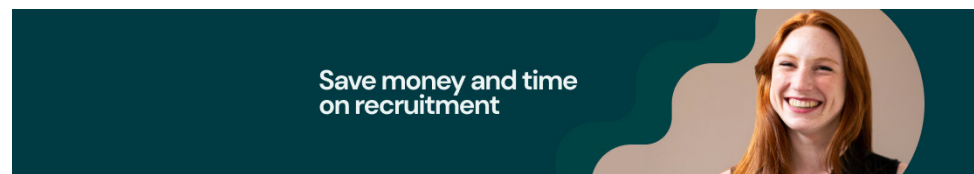
900x600_Company_photo



300x300_Article_picture



502x282_Custom modules



1128x191_Page_Cover



1128x191_Life_Main



1584x396_Profile_Background



1080x1080 LinkedIn video background



1920x1080 LinkedIn video background

LinkedIn Light Theme

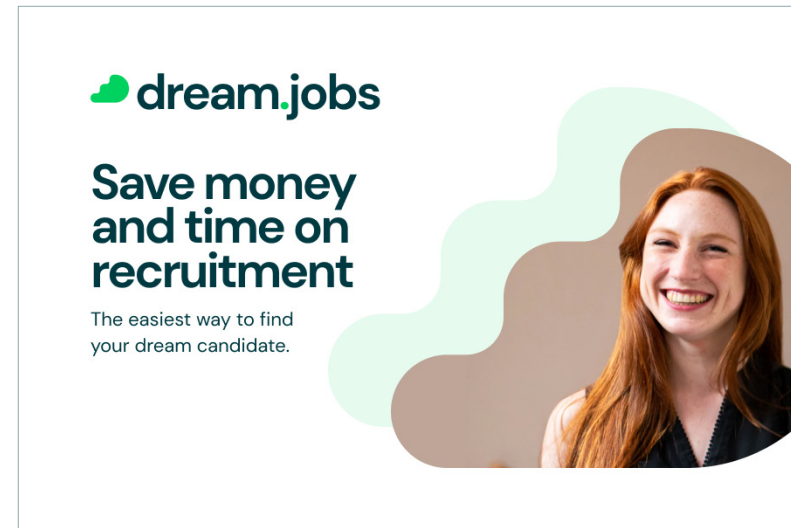
Basic formats are listed on the right.

You can find open data in the Figma::

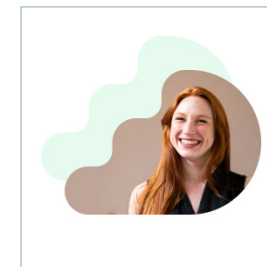
<https://www.figma.com/file/8qfEVifH13YH9NxSRHMv8O/dream.job?node-id=83%3A1479>



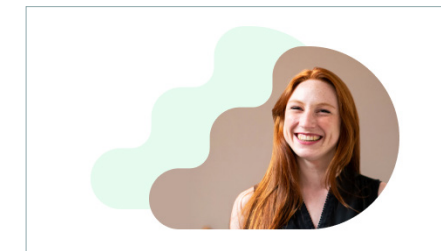
400x400_logo



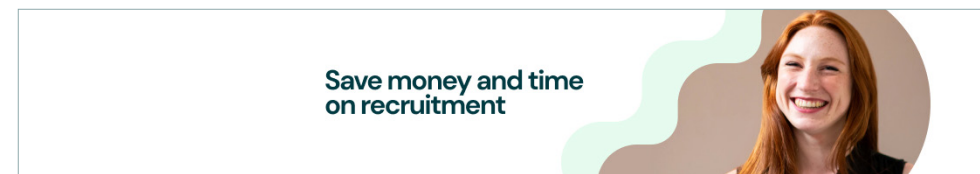
900x600_Company_photo



300x300_Article_picture



502x282_Custom modules



1128x191_Page_Cover



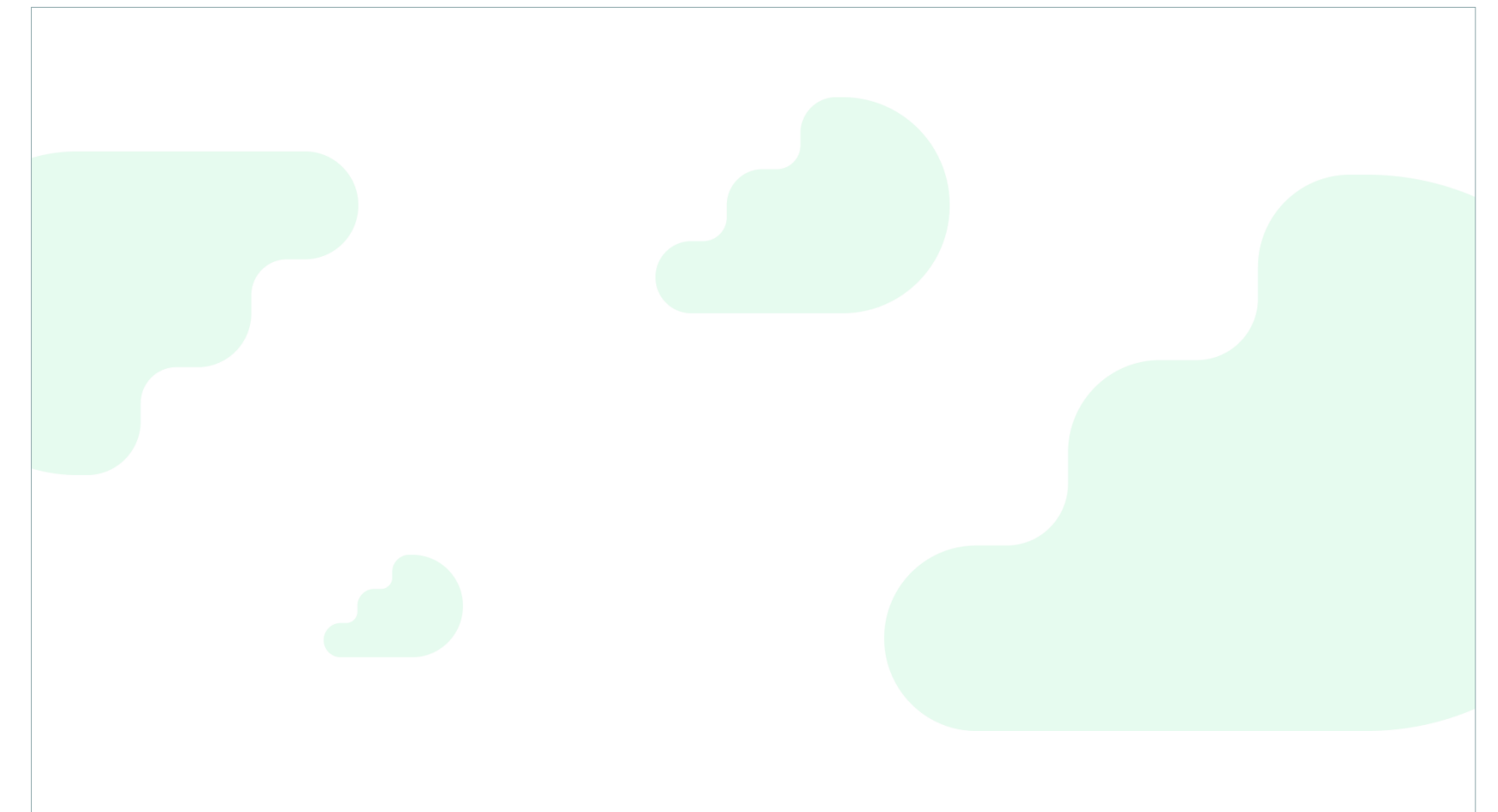
1128x191_Life_Main



1584x396_Profile_Background



1080x1080 LinkedIn video background



1920x1080 LinkedIn video background

one pager / case study

One Pager

You can find open data in the Figma:

<https://www.figma.com/file/8qfEVifH13YH9NxSRHMv8O/dream.job?node-id=83%3A1479>

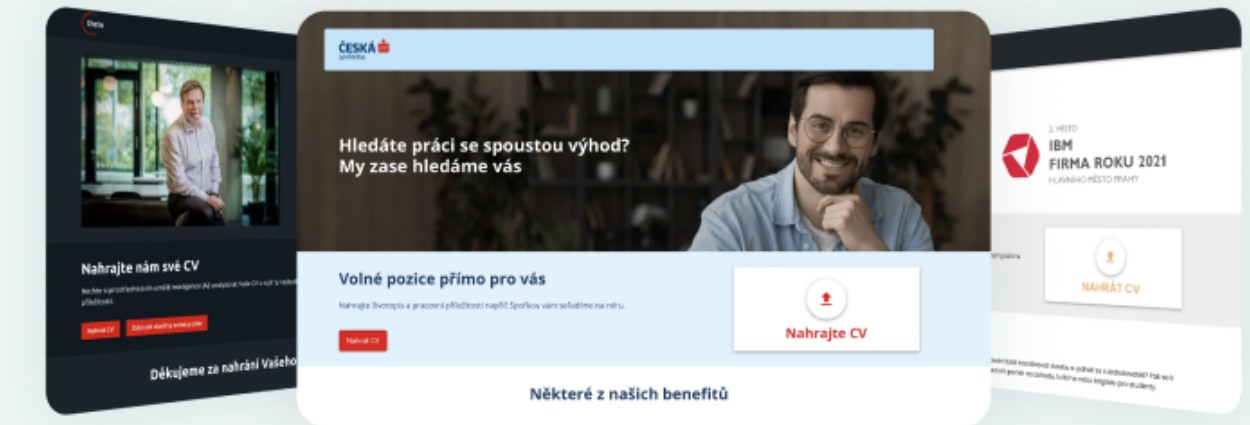
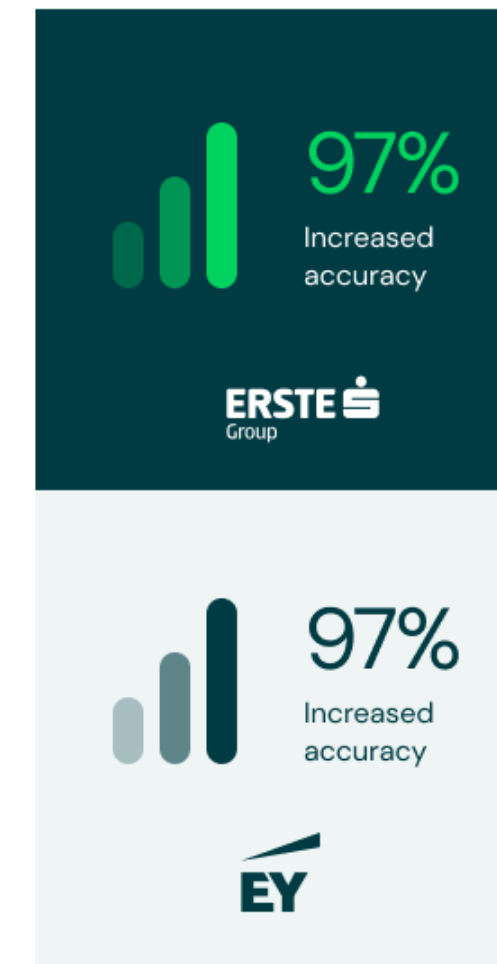


Save money and time. Get relevant candidates now

The best candidates at your fingertips through easy and bias-free hiring.

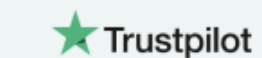
Here's HOW dream.jobs reduces your time to hire and external hiring cost through easy and bias-free recruitment:

- 1 Our AI powered Career Page brings a seamless integration with your systems while running on your main domain. Bringing you automation and streamlining of your hiring processes, and building an internal candidate pool, your company's Career Page is your most valuable employer branding tool, enabling you to save time to hire and save money by reducing hiring cost.
- 2 By improving internal communication and reinforcing your employer brand and values, the AI powered Internal Job Board is a career page functioning on your intranet. The AI powered Job Board matches and indexes experienced employees for new opportunities, thus enhancing employee engagement and loyalty, strengthening your employer brand, and reducing employee onboarding processes.
- 3 With our dream.jobs ethical AI powered Free Job Portal any candidate's dream job is just one click away. Featuring a comprehensive AI powered matching engine, the Free Job Portal promotes bias-free and inclusive hiring, as well as accessibility throughout the hiring processes so that you can find the best candidates for your company



With our ethical and comprehensive AI based matching software, dream.jobs is here to revolutionize the world of hiring by getting you more relevant candidates, and saving you time and money in the hiring process without compromising inclusive hiring. Through our seamless integration with your ATS and our Smart Career Page that enables candidates to send a resume in one click, your strong employer brand will keep shining.

You can now have your GDPR compliant candidate pool right at your fingertips due to our AI powered recruitment solution. With the efficiency and flexibility of Microsoft AZURE technologies, and the support of EU financing, Microsoft and ATOS, our dream.jobs products and team aim to simplify your hiring while achieving customer excellence. All you need so you can do your best work!



Try demo

More info

Case Study

You can find open data in the Figma:

<https://www.figma.com/file/8qfEVifH13YH9NxSRHMv8O/dream.job?node-id=83%3A1479>



Saving money and time due to our automated hiring tool

At a glance

- 2x more resumes with relevant candidates
- Lower resume acquisition cost
- Less time spent on deployment (4 months less) and getting advanced features without any development pains



Delivery JAN 2022
Client: Their investment group
Alena Vichova - HR manager, Their

2x
more resumes with relevant candidates

Context

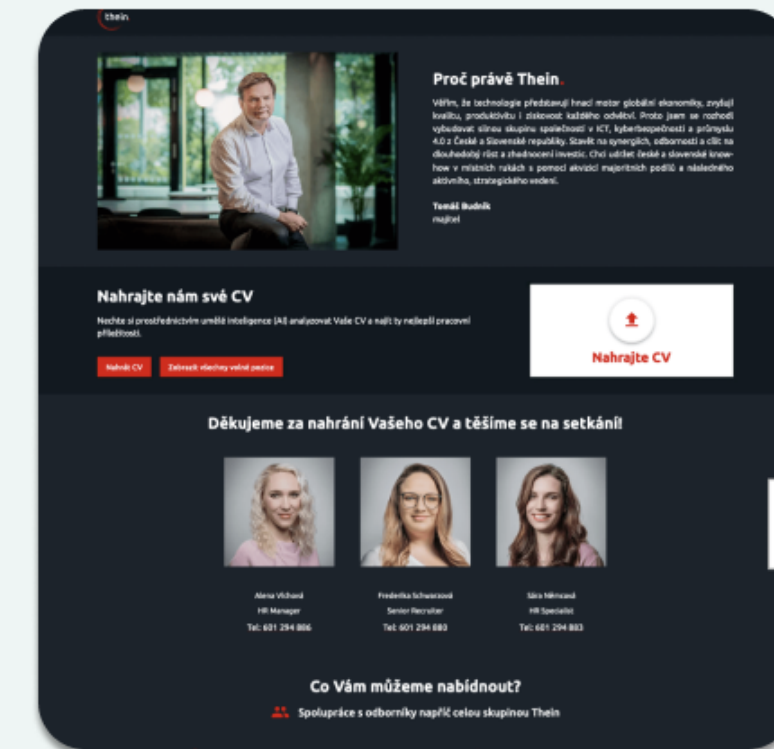
As an investment group focused on digital transformation and industry companies, Their needed to save time and costs on headhunting services (25% of yearly salary per employee) to recruit the best candidates and to create and exploit synergies among its companies by sharing contacts and candidates.

Solution

Analyzing different options, Their selected the best-fit solution: creating a centralized candidate database for all its invested companies, implementing a career page to automate and streamline their hiring process, along with an AI-powered matching engine to significantly reduce time spent on candidate search and recruitment.

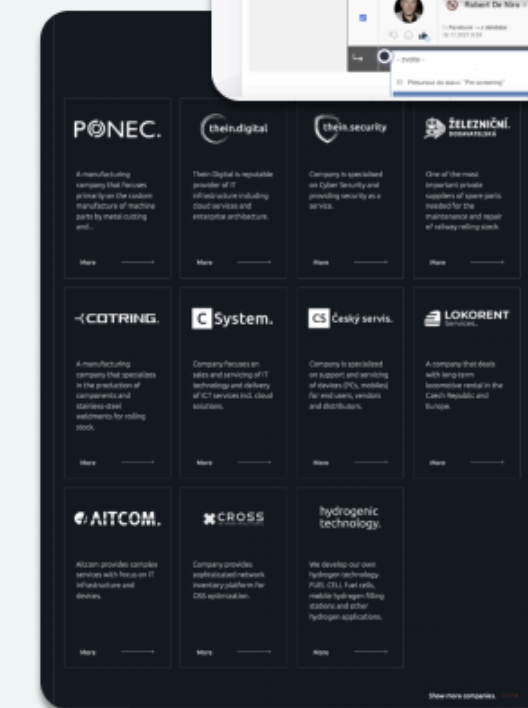
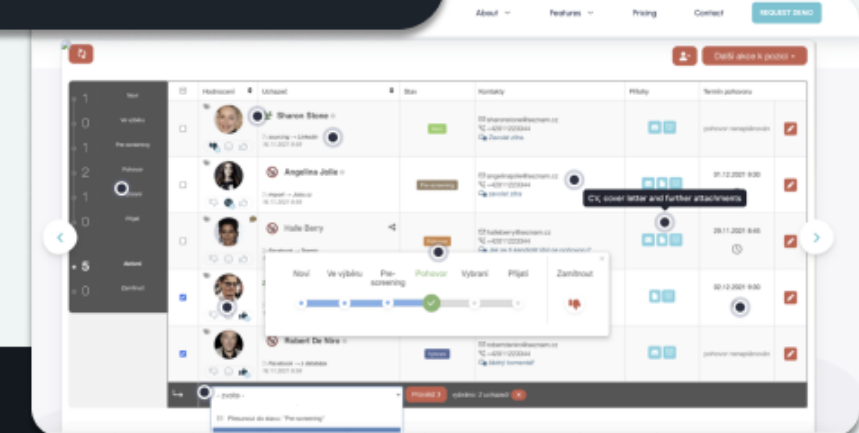
Dream.jobs solution

Perfectly aligned with the tech area of Their's invested companies, dream.jobs customisable career page enabled Their to gain 2x more resumes, save time and money throughout the recruitment process due to its comprehensive AI-powered search engine (auto-matching of candidates with job postings), seamless ATS integration (streamlining of the recruitment process), and advanced UX design (quick application process). A successful early implementation with long-term benefits on their business growth.



AI solution
dream.jobs

ATS recruitis:
recruitis.io



Results are shared within the Their group and its companies:
www.thein.eu/en/

photography

Photography

The tonality of the photos is off from the tonality of the brand. dream.jobs is supposed to be a brand for everyone, regardless of race, age or gender.. We portray people in their natural environment - in the office, at work, at home.

We avoid artificial photos in an unnatural environment (yachts, airplanes, hotels...), image bank concepts and faces of models.

