certn

2021 BRAND GUIDELINES

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Mission

We build **trust** in **people.**

Vision

Enable anyone to access all the information they need to validate their hiring decisions in one place — built by Certn.

Values

Inclusivity

We respect and appreciate people from all walks of life. We embrace diversity and want everyone to feel at home.

Synergy

We make eachother better. When we add our strengths together, creativity and innovation are at their best.

Accountability

We are committed to the success of both our customers and employees. We always take ownership of our work.

Personality

The "Calm Sage"

It may take the form of people, dreams, insights, or our life's learning we pass on to others. In literature, the sage often takes the form of a mentor or a teacher to the hero, playing a crucial role in the hero's journey. The sage archetype may be portrayed by a God or a Goddess, a magician or wizard, a philosopher or an advisor.

Calm

Wise

Knowledgeable

Powerful

Empathetic

Voice

Your favourite mentor

The best teachers are remembered by their fun and engaging approach. We want to give off those same vibes. We know what we are talking about, but share information in a fun, comprehensive, and relatable way.

Warm & approachable

We may be in the tech industry, but that doesn't mean we need to sound like robots! Customers and employees alike should always feel comfortable with us - which is why we need to speak with a warm and friendly tone.

Trustworthy & knowledgeable

Background checks can be delicate - they require a huge amount of trust to handle. While we don't want to come across as formal, we need our clients to understand that we really know our stuff, and to be confident in their choice to use our product.

Fast, Friendly, Comprehensive.

Buyer Persona & Audience

Buyer

VP/ Director of Talent Acquisition/ Human Resources

VP of Property Management

Small business owner

User

Recruiter

Property management admin/coordinator

Applicants

Certn Logo

USAGE

This is our primary company logo, consisting of both an icon and a watermark. This icon is to be used for everything involving the general company.

CLEAR SPACE

When using the Certn logo, make sure to leave roughly a ¼ inch of white space around each side to prevent crowding.

MINIMUM SIZE

The logo should be no smaller than about 24 pixels on screens, and no smaller than 1 inch on print unless specified.

Icon   Word-

Certn Logo Variations

GREYSCALE

Greyscale is typically only to be used on black and white medias. Do not use on print or web unless approved.

WHITE

White is to be used on dark backgrounds only. Do not use it on lighter backgrounds. This may be used in most medias.

ICON

The Certn icon is used primarily for social media profile icons, favicons, and in any instance where the full logo may not fit.

Lime Logo

USAGE

This logo is used to represent Certn Lime, which is our pay-as-you-go version of Certn that is directed toward small/medium businesses. Do not use this logo for general purposes.

CLEAR SPACE

When using the Lime logo, make sure to leave roughly a ¼ inch of white space around each side to prevent crowding.

MINIMUM SIZE

The logo should be no smaller than about 24 pixels on screens, and no smaller than 1 inch on print unless specified.

Icon   Wordmark

Lime Logo Variations

GREYSCALE

Greyscale is typically only to be used on black and white medias. Do not use on print or web unless approved.

WHITE

White is to be used on dark backgrounds only. Do not use it on lighter backgrounds. This may be used in most medias.

ICON

The Lime icon is used primarily for social media, favicons, and in any instance where the full logo may not fit.

MyCRC Logo

USAGE

This logo is to be used to represent MyCRC, our product which provides personal background checks to individuals. Do not use this logo for general purposes.

CLEAR SPACE

When using the MyCRC logo, make sure to leave roughly a ¼ inch of white space around each side to prevent crowding.

MINIMUM SIZE

The logo should be no smaller than about 24 pixels on screens, and no smaller than 1 inch on print unless specified.

Icon   Wordmark

myCRC

myCRC

myCRC

MyCRC Logo Variations

GREYSCALE

Greyscale is typically only to be used on black and white medias. Do not use on print or web unless approved.

WHITE

White is to be used on dark backgrounds only. Do not use it on lighter backgrounds. This may be used in most medias.

ICON

The myCRC icon maybe be used for favicons, spaces where the full icon cannot fit, and in social media.

OneID Logo

USAGE

This is our current logo for our facial recognition product OneID. This logo is only to be used on the OneID product, or when handling media related to it. Do not use this logo for general purposes.

CLEAR SPACE

When using the OneID logo, make sure to leave roughly a ¼ inch of white space around each side to prevent crowding.

MINIMUM SIZE

The logo should be no smaller than about 24 pixels on screens, and no smaller than 1 inch on print unless specified.

Icon　　　　**Wordmark**

oneID

oneID

oneID

OneID Logo Variations

GREYSCALE

Greyscale is typically only to be used on black and white medias. Do not use on print or web unless approved.

WHITE

White is to be used on dark backgrounds only. Do not use it on lighter backgrounds. This may be used in most medias.

ICON

The myCRC icon maybe be used for favicons, spaces where the full icon cannot fit, and in social media.

Logo Misuse

These are some examples of what not to do with a logo. These rules apply to every logo created under Certn.

❌ Do not add elements

❌ Do not add a border

❌ Do not add dropshadows

Do not use the ⬡certn logo in a sentence.

❌ Do not use the logo in a sentence

❌ Do not place on a white box

❌ Do not add special effects

❌ Do not use unapproved colours

❌ Do not add outlines

❌ Do not add gradients

Logo Misuse Cont.

Do not layer content on top

Do not place on similar colours

Do not use old logos

Do not skew or stretch

Do not fill with patterns

Do not rotate

Do not change the orientation

Do not crop the logo

Do not change the typeface

Logo Sharing

If a partner or event coordinator asks for our logo for promotional purposes, send them the appropriate file in an email (usually just the colour and B&W versions of the Certn logo, in the format deemed best for that purpose).

Do not share with them the Google Drive folder of our entire logo suite. This folder is only to be used by internal Certn personnel. Send our media kit rather than this guideline to show how the logo is to be used.

Remind the partner that they only have permission to use our logo for said purpose, and if they wish to use it again in the future for other purposes, they need to ask permission.

File Types

JPEG

Smaller file images

Only use on white backgrounds

Microsoft word documents

High Quality Printing

Web Projects

PNG

Transparent backgrounds

Webpages, interactive docs

Not suitable for print

Low resolution without losing quality

SVG

Editable vector file

Responsive web design

For higher quality web graphics

EPS

Large signs, banners

High resolution print

Can be resized without losing quality

Used on all software, universal

Typography

OPEN SANS

This font is used for all text, including documents, presentations, web design, social media, etc. This is a Google font, which available for free.

COLOURS

Text may be any colour of our primary colour palette, as well as black, white and grey. However, Certn Aqua is typically reserved for highlighted words, or hyperlinks.

Aa **Open Sans Light**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa **Open Sans Regular**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa **Open Sans SemiBold**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa **Open Sans Bold**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

Title

Title

Heading 1

Heading 1

Heading 2

Heading 2

Heading 3

Heading 3

Body

Body

Primary Colours

USAGE

Primary colours are able to be used in most text, graphics and backgrounds. However, aqua should not be used in excess. Do not use aqua as a background, or in large spaces.

COLOURS EXPLAINED

Certn's colours are primarily blues and greens, which often are used to represent technology, stability, trust and friendliness - all of which make up our brand.

DO'S & DON'TS

When choosing colours, do not use 'off' colours, or try eyeball them. Please use these exact codes. You may use different opacities when appropriate.

Moss	Aqua	Turquoise
#134247	#16b793	#006f7c
R: 19	R: 22	R: 0
G: 66	G: 183	G: 111
B: 71	B: 147	B: 124
C: 89%	C: 75%	C: 89%
M: 57%	M: 0%	M: 42%
Y: 57%	Y: 56%	Y: 44%
K: 45%	K: 0%	K: 13%
Pantone: 4189C	Pantone: 3275C	Pantone: 322C

Accent Colours

USAGE

These colours are mainly to be used as accent colours in graphics, and sometimes as text. Most are too bright to be used as background or solid graphics, and are typically used more in illustrations.

COLOURS EXPLAINED

These colours are all complimentary to every primary colour of our company. They are brighter and create a friendly atmosphere.

DO'S & DON'TS

Once again, please do not use other accent colours without approval, or eyeball the colours when you choose them. Please use the exact colour codes.

Yellow	Red	Lime
#fab64b	#eb5c5c	#8dc965
R: 250	R: 235	R: 141
G: 182	G: 92	G: 201
B: 75	B: 92	B: 101
C: 1%	C: 2%	C: 49%
M: 32%	M: 79%	M: 0%
Y: 81%	Y: 60%	Y: 79%
K: 1%	K: 0%	K: 0%
Pantone: 1365C	Pantone: 4057C	Pantone: 2269C

Illustration

CHARACTERS

We have three characters that represent each of our platforms:

Magnus, our Certn Bear

Ollie, our Lime Otter

Rosa, our MyCRC Whiskey Jack

USAGE

Illustrations may be used as graphics and accent images in any design. They are used to guide the eyes of our audience, enhance important information, and create a friendlier environment for our clients in what can be an intimidating industry.

For more info on our characters' usage and style, see our Character Style Guide.

Illustration

Photography & Stock

CHOOSING PHOTOS

When choosing photos, please pull them from our photo library in the Marketing Drive. Do not use photos that have not been approved.

STANDARD USE

We are no longer using Illustration mixed in with our photos. They can overlap background graphics with enough contrast.

FRAMED IMAGE

Images may be framed in either rounded corner squares, or in our "blob" graphics. Make sure faces are not cut off by frames!

BACKGROUND IMAGE

Background images should be reserved for smaller projects such as social posts. Make sure elements or text are not placed in busy areas.

Social Media Icons

PROFILE ICON

Our profile image should almost always be our logo icon on a solid background - preferably full colour on white.

SOCIAL ACCOUNTS

We have social media accounts for Certn, Lime and MyCRC. Do not mix and match logos on these accounts - Certn's accounts should use the Certn logo, Lime accounts should use the Lime logo, and so on.
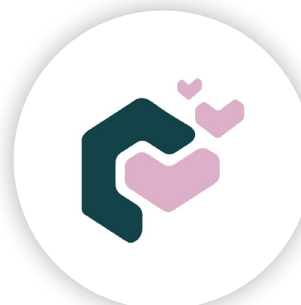
Social Media Icons

HOLIDAY & EVENT ICONS

Seasonal logos are also allowed, but the changes must still reflect our company's brand.

Holiday Icons are not to be used anywhere other than social media unless permitted.

Social Media Sizing

INSTAGRAM

Instagram posts should be sized at 1080 x 1080 pixels in order to prevent content from being cut off on the grid. This makes our profile appear more professional. Resolution for all social posts should be 72 dpi.

OTHER SOCIALS/BLOG POSTS

The standard size for twitter, facebook and linkedin posts is 1200 x 628 pixels. These posts should also be 72 dpi resolution. This sizing can also be used for blog post headers and images.

PROFILE IMAGES

Profile images should always be 180 x 180 regardless of the platform. When the profile frame is round, always leave more white space around the logo to avoid being too close to the edges.

1080 px

1080 px

How the GIG Economy Continues to Adapt During a Pandemic

180 px

180 px
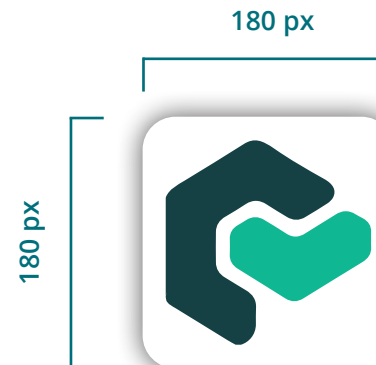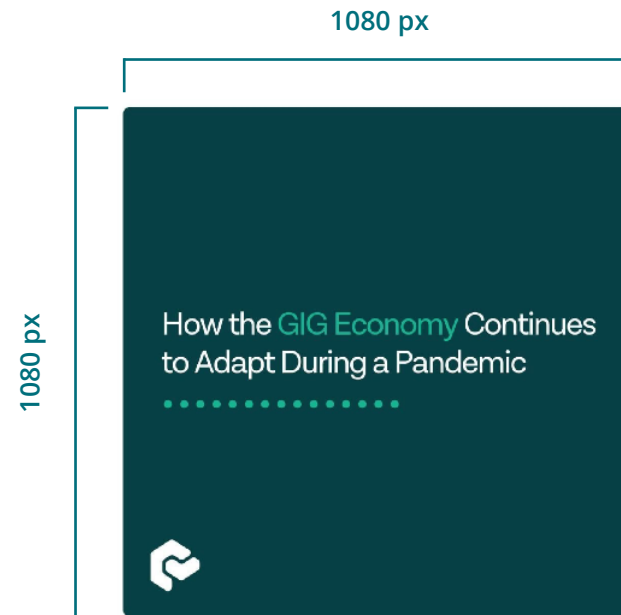
1200 px

628 px

RECRUITMENT SECRETS

How to hire at scale and keep the bottom line

DOWNLOAD FREE EBOOK

certn.

Recruitment Secrets

How to Hire at Scale and Keep The Bottom Line

Social Media Visuals

IMAGES & GRAPHICS

All above branding rules also apply to social media posts. Image-only posts are allowed and encouraged, especially when creating last minute posts.

TEMPLATES

Templates have been created and are available in Canva for recurring posts. General templates are also available in approved colours.

People of Certn
Meet (name)!

Add a heading
Add an optional subtitle

Add a heading

"Add a quote or subtitle here"