

→ Introduction
Overview

→ Design System
Logo
Color

Welcome to our new brand

We've brought new life to our brand with a fresh design system, vibrant color palette, clean typographic style, and a fun graphic language that speaks to our mission with loads of personality.

➔ **Introduction**
Overview

- ➔ Design System
 - Logo
 - Color

Find Your Next Job

Project
Info Session
Mentor
Coffee Chat
Success
Interview Tip
Opportunity
Industry
Job Fair

⇒ Introduction
Overview

⇒ **Design System**
Logo
Color

Logo

The Handshake logo is the official signature of the Handshake brand. Our logo is confident, simple and trustworthy.

⇒ Introduction
Overview

⇒ **Design System**
Logo
Color

Main Logo ⇐

 **Handshake**

[Download full logo package](#)

* This chapter outlines the principles behind the logo and describes how to use it to represent Handshake in the most powerful and engaging way.

⇒ Introduction
Overview

⇒ **Design System**

Logo

Color

Black (Positive) ⇐

 **Handshake**

* For maximum impact, we only use our logo in black or white. On light backgrounds, only use the positive logo, and on medium and dark backgrounds, you can use both as long as there is enough contrast.

White (Negative) ⇐

 **Handshake**

⇒ Introduction
Overview

⇒ Design System

Logo

Color

Light background
Black logo (positive) ⇐



* Our logo is designed to work across a vibrant color palette (see Color, p.xx) The positive and negative logo should be paired with a Handshake color, as illustrated below. On light backgrounds, only use the positive logo, and on medium and dark backgrounds, use the negative or positive logo.

Medium/dark background
White and black logo (negative & positive) ⇐



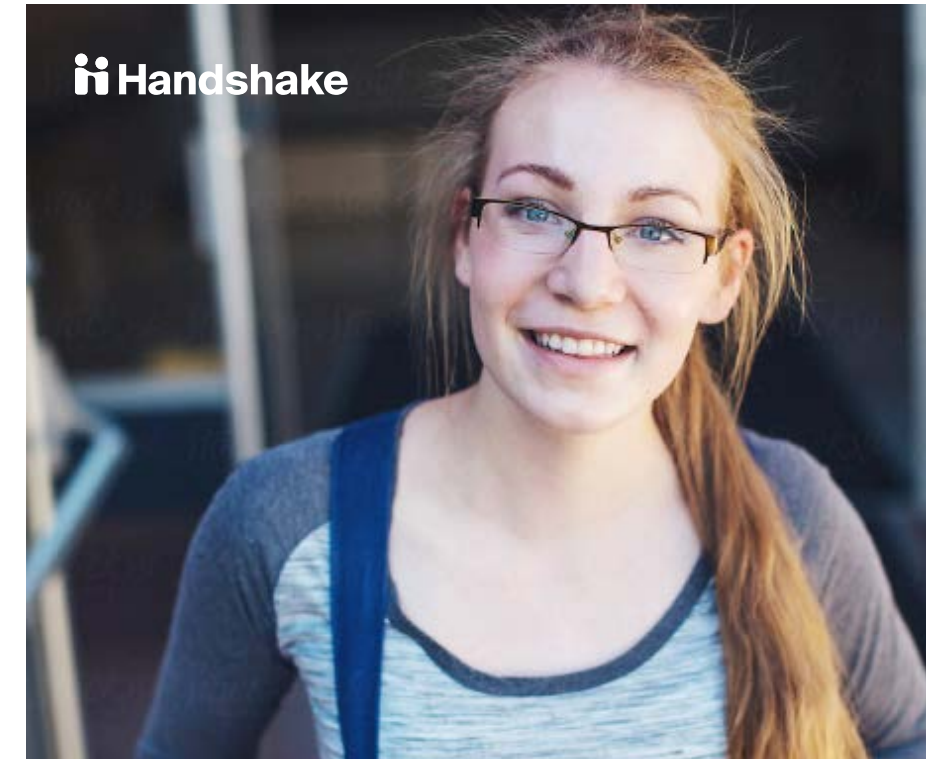
⇒ Introduction
Overview

⇒ **Design System**
Logo
Color

Black Logo (Positive) ⇐



White Logo (Negative) ⇐



* To aid the visibility of our Logo, make sure to not place it on any busy background areas. This is especially important when using photography.

⇒ Introduction
Overview

⇒ **Design System**

Logo

Color

Clear Space ⇐



* There should always be as much clear space around our logo as possible. To give it the space it deserves, all other graphic elements must remain a minimum distance away, as illustrated below. X = minimum clear space on all sides.

⇒ Introduction
Overview

⇒ Design System

Logo
Color

DO NOT
Distort or rotate it ↪



DO NOT
Use other typefaces to recreate our logo ↪



DO NOT
Apply shadows or any effect ↪



DO NOT
Change our logo colors ↪



DO NOT
Outline our logo ↪



DO NOT
Place our logo on any busy background areas ↪



* On this page there are examples of what not to do with our logo.

⇒ Introduction
Overview

⇒ **Design System**

Logo
Color

Our colors

Our vibrant color palette infuses the brand with personality, conveying a sense of excitement. The distinctive extended palette gives the brand room to breathe while fresh pops of color give us license to be bold. We can stand out as easily as we can step back.

⇒ Introduction
Overview

⇒ Design System

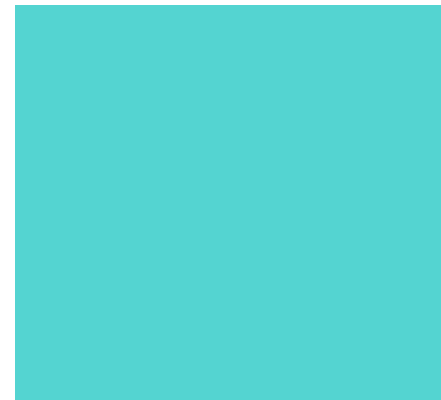
Logo
Color

Primary ↴



HS Red ↴

PMS Warm Red C
CMYK 0 88 79 0
RGB 250 66 59
HEX #fa423b



HS Cyan ↴

PMS 3262 C
CMYK 57 0 24 0
RGB 84 212 209
HEX #54d4d1



Black ↴

CMYK 0 0 0 100
RGB 0 0 0
HEX #000000



White ↴

CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

Secondary ↴



HS Pink ↴

PMS 217 C
CMYK 6 30 0 0
RGB 232 189 217
HEX #e8bdd9



HS Blue ↴

PMS 7455 C
CMYK 90 71 0 0
RGB 41 89 171
HEX #2959ab

* A fresh, vibrant and reliable color palette that feels optimistic and energetic.

Our two primary colors are bold and distinctive. We have a new, energetic Handshake Red along with Handshake Cyan that tonally extend the palette in a balanced yet flexible way.

⇒ Introduction
Overview

⇒ Design System

Logo
Color

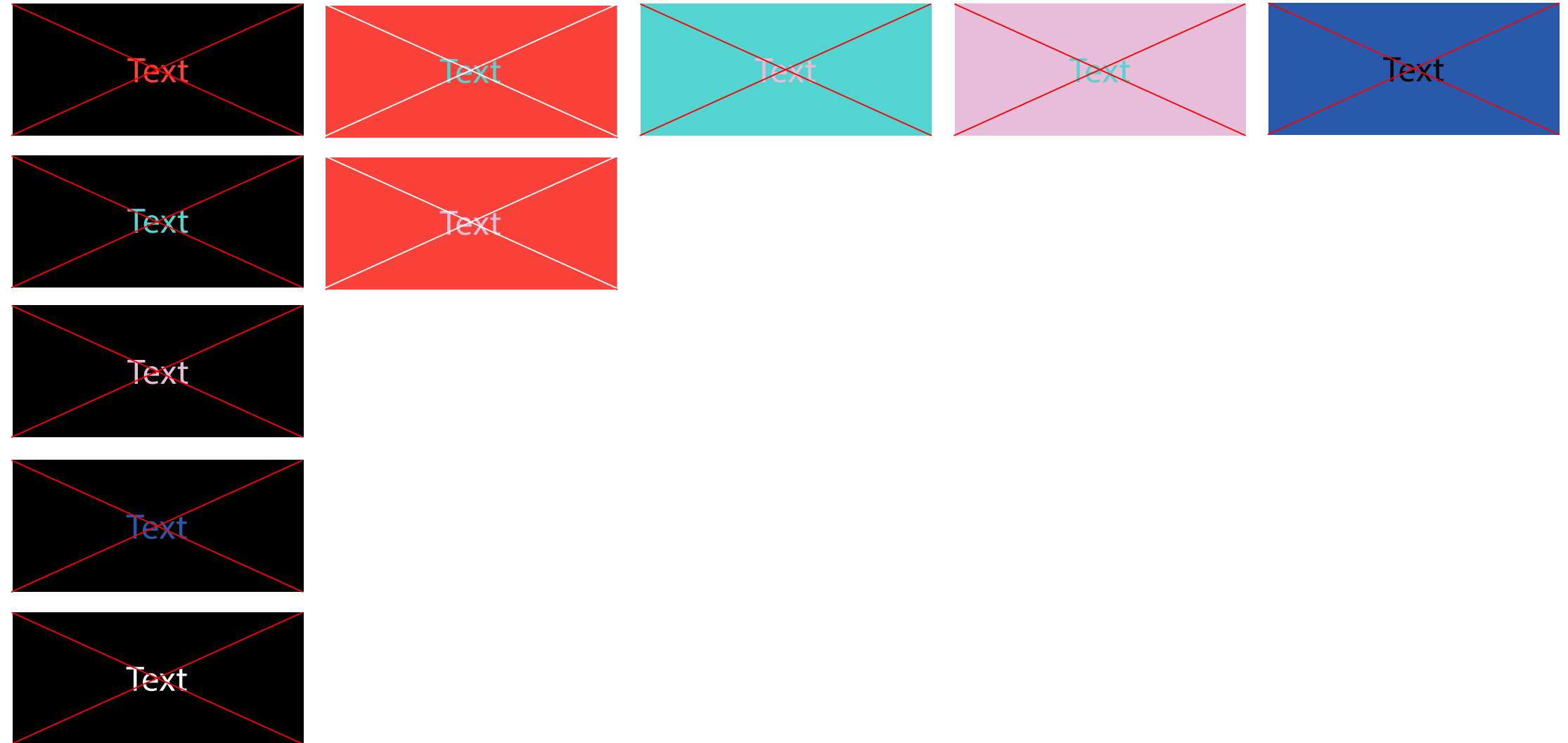
Text	Text	Text	Text	Text
Text	Text	Text	Text	Text
Text	Text	Text	Text	Text
Text		Text	Text	Text
Text				

* In order to achieve the best look for our brand, color pairing is an important factor. We recommend selecting from the pairings in this page.

⇒ Introduction
Overview

⇒ Design System

Logo
Color



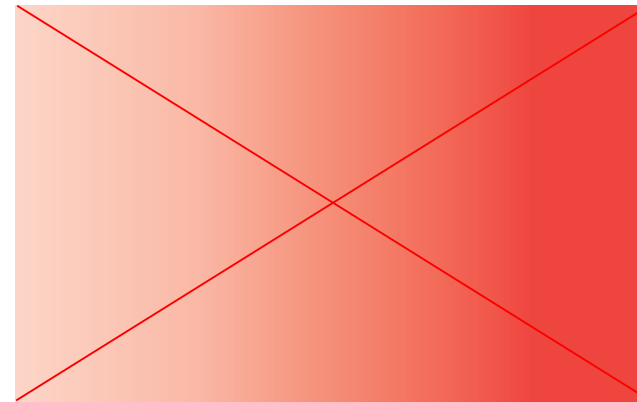
* There are a selection of color combinations that we recommend against using. These pairings do not have enough legibility or impact, and may create misleading design brand communications.

⇒ Introduction
Overview

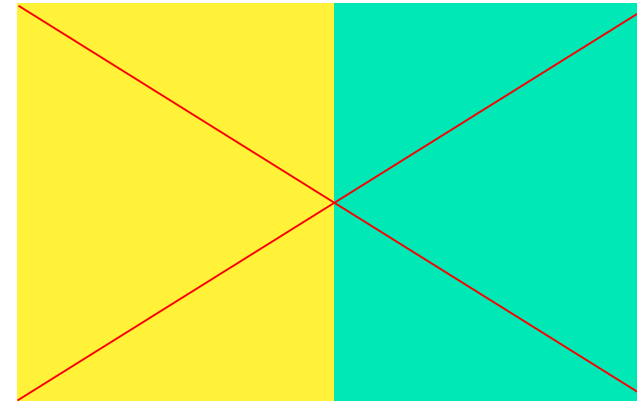
⇒ Design System

Logo
Color

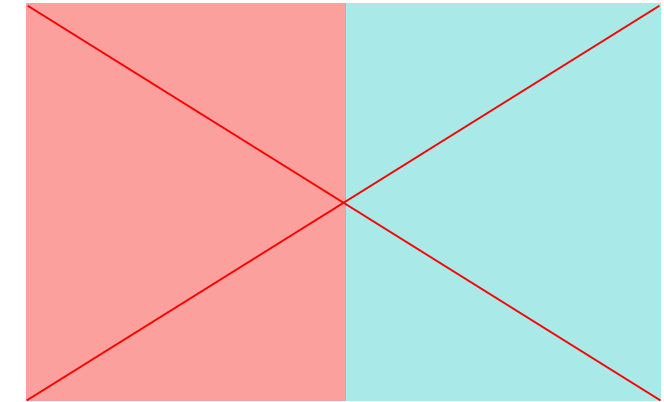
DO NOT
Use Gradients ↴



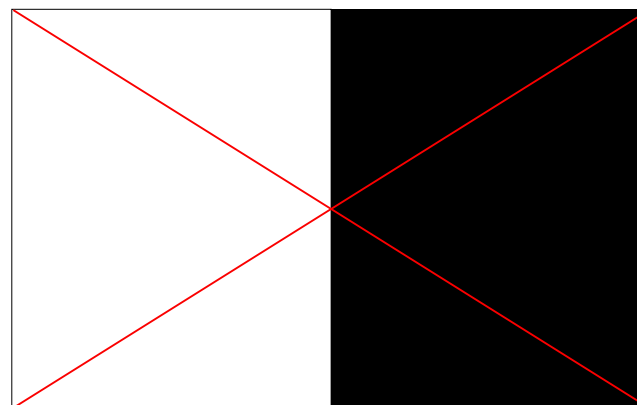
DO NOT
Use colors that are not in our
brand palette ↴



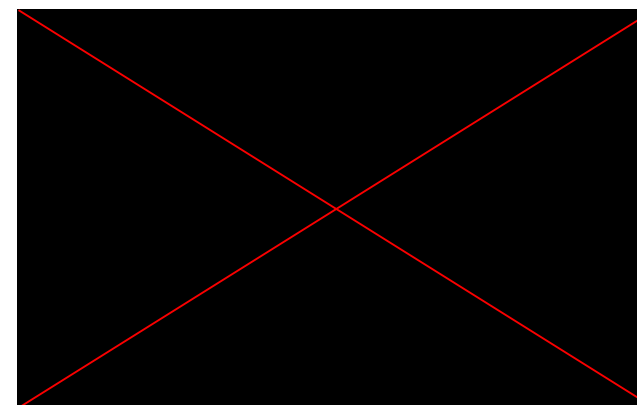
DO NOT
Adjust the opacity of the
color palette ↴



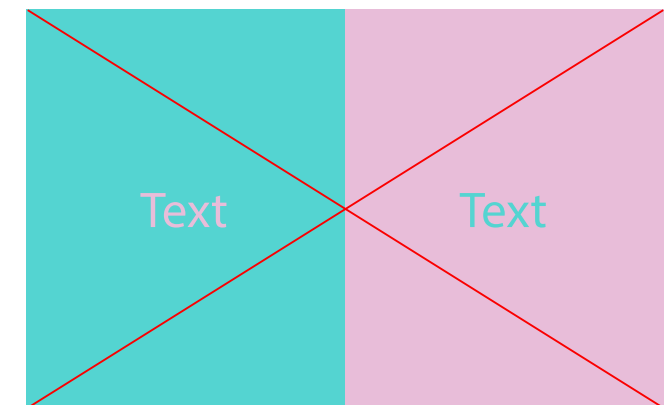
DO NOT
Use only grayscale ↴



DO NOT
Use black as a
background color ↴



DO NOT
Use colors combinations that
have bad contrast ↴



*There are a selection of color uses that we recommend against using. These pairings do not have enough legibility or impact, and may create misleading design brand communications.