

BRAND GUIDELINES

Recruitsome – AI-driven recruitment platform

06.03

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INTRO



01

Introduction

This is the **Recruitsome** Brand Identity Style Guide. It tells you who we are, what we stand for, how we talk and how we look, whenever and wherever **Recruitsome** shows up in the world.

OUR STORY

02

Our Story

Since day one, Recruitsome has been about transforming recruitment with the power of AI.

We set out to simplify and elevate the hiring process – because in a world overwhelmed by manual tasks and inefficiencies, a proactive approach isn't just preferred; it's essential.

Built to be fast, caring, and modern, our platform empowers HR teams to make smarter decisions faster, ensuring they can focus on what truly matters – finding the right talent effortlessly.

OUR STRATEGY

03

Our Positioning

We're here for businesses that want to hire smarter and faster – without the hassle.

Our approach is simple: streamline every step of the hiring journey. We blend AI efficiency with a human touch, helping businesses find the right talent without the headaches.

Built for businesses that value speed, accuracy, and simplicity, we turn recruitment from a burden into a competitive advantage.

Design Approach

Our design is about keeping hiring clear and simple with bold colors and clean layouts.

It's not about overloading users. We focus on simplicity and precision because a smooth design leads to a smoother hiring process.

When you put it all together – vibrant colors, clean lines, and thoughtful spacing – you get a brand that feels both human and efficient. No fluff – just smart design that gets results.

Brand Values

We chose Efficiency, Proactivity, Innovation, and Simplicity because they define who we are as a brand.

Efficiency reflects our commitment to saving time and resources with AI-driven solutions. Proactivity is about staying ahead – automating tasks and anticipating needs. Innovation drives us to leverage technology for a smarter hiring process, while Simplicity keeps everything clear and user-friendly.

Together, these values shape our smart, forward-thinking, and seamless approach to recruitment.

EFFICIENCY
PROACTIVITY
INNOVATION
SIMPLICITY

VERBAL IDENTITY

04

Tone of Voice

Our tone of voice is informal yet professional – friendly, approachable, and dynamic.

We focus on being engaging and active to capture attention, while keeping communication clear and positive. It's all about making information accessible and appealing without any unnecessary complexity.

The goal is to sound fast, modern, and caring – delivering a premium experience that's both helpful and easy to understand.

MODERN
ENGAGING
FRIENDLY
POSITIVE

Examples

DO

Find the right talent faster with AI-driven insights.

WE SOUND INVITING AND ACTIVE.

DON'T

Our platform helps you identify potential candidates.

WE SOUND PASSIVE AND DULL.

DO

Make hiring exciting with tools that keep you ahead.

WE SOUND LIVELY AND MOTIVATING.

DON'T

Our software includes various recruitment tools.

WE SOUND BORING AND GENERIC.

Engaging

Our tone is active and inviting – we want to keep people interested without overwhelming them. It's about making every interaction feel positive and worthwhile.

We can be lively but **not chaotic.**

We can be captivating but **not distracting.**

We can be interesting but **not complicated.**

Examples

DO

We're here to make recruitment easy and stress-free.

WE SOUND WELCOMING AND HELPFUL.

DON'T

Our platform offers recruitment solutions.

WE SOUND COLD AND IMPERSONAL.

DO

**Need help finding the right talent?
We've got you!**

WE SOUND SUPPORTIVE AND APPROACHABLE.

DON'T

Our team can assist with your hiring process.

WE SOUND DISTANT AND UNINVITING.

Friendly

We keep our communication warm and approachable – making recruitment feel easy, not intimidating. Being friendly is about being helpful and clear.

We can be welcoming but **not overly casual.
We can be supportive but **not** intrusive.
We can be genuine but **not** too familiar.**

Examples

DO

Unlock new hiring opportunities with AI-driven recruitment.

WE SOUND ENCOURAGING AND OPTIMISTIC.S.

DON'T

Our software aims to reduce hiring challenges.

WE SOUND NEGATIVE AND UNINSPIRING.

DO

Take the stress out of hiring with smart, simple solutions.

WE SOUND UPLIFTING AND REASSURING.

DON'T

Our platform helps manage recruitment issues.

WE SOUND FOCUSED ON PROBLEMS, NOT SOLUTIONS.

Positive

Our tone is optimistic and solution-focused. We talk about opportunities, not obstacles – always aiming to inspire confidence.

We can be encouraging but **not unrealistic.
We can be enthusiastic but **not** over the top.
We can be uplifting but **not** naive.**

Examples

DO

We streamline recruitment with the latest AI solutions.

WE SOUND FORWARD-THINKING AND EFFICIENT.

DON'T

Our software offers various features to support recruitment.

WE SOUND OUTDATED AND UNCLEAR

DO

We build a faster, smarter way to hire.

WE SOUND INNOVATIVE AND PURPOSEFUL.

DON'T

Our platform simplifies recruitment processes.

WE SOUND VAGUE AND GENERIC.

Modern

We believe in keeping things up-to-date and seamless. Modern isn't just about appearances – it's about making recruitment feel smooth and intuitive.

We can be innovative but **not confusing.
We can be forward-thinking but **not** overwhelming.
We can be fresh but **not** flashy.**

VISUAL IDENTITY

Recruitsome

DESIGNER: VEDRAN O.
@ UPWORK™

PREPARED FOR: KEVIN O.
RECRUITSOME

VIZURA STUDIO®

05

Visual Overview

The “Visual Overview” section serves as a comprehensive guide, consolidating all the key graphic elements that comprise the distinct visual identity of the Recruitsome brand.

From the iconic Wordmark to the font treatment, the recognizable “R”, and the versatile pattern shapes, this section provides a holistic understanding of the visual elements that bring the Recruitsome brand to life.



Recruitsome

WORDMARK & LOGO

Our Wordmark

The Recruitsome wordmark is bold, versatile, and reflects the brand’s values of efficiency, innovation, proactiveness, and professionalism.

Crafted to convey confidence and modernity, it works seamlessly across all mediums, ensuring consistent recognition. Used consistently, it’s more than a logo – it’s the face of the brand.

HORIZONTAL WORDMARK

Recruitsome

KERNING

Recruitsome

Clearspace

Clearspace is the minimum distance between the wordmark and other visual and verbal elements. The width and height of our “e” defines the minimum clearspace surrounding the wordmark.



Co-Branding

Sometimes, we may need to lockup our wordmark with another business or partner.

We separate our wordmark and a partner’s wordmark by the distance of 0.14x. ‘x’ is defined by the width of our wordmark.

Our partner’s wordmark should never exceed the size height of our symbol, with the exception of small overhanging elements.



Missuse of Wordmark

The Recruitsome wordmark is a key part of the brand’s identity and must be used thoughtfully to maintain its impact. Misuse, such as altering proportions, changing colors, applying effects, or distorting its shape, weakens the brand’s consistency and recognition.

To protect the integrity of the brand, always follow the guidelines for proper use of the wordmark. Avoid any modifications that compromise its clarity, legibility, or alignment with the brand’s visual identity.

Recruitsome



Recruitsome

DO NOT change the wordmark composition, avoid altering the “R”.



Recruitsome

DO NOT change the typeface.



Recruitsome

DO NOT rotate the wordmark.



Recruitsome

DO NOT stretch or skew.



Recruitsome

DO NOT modify the elements.



Recruitsome

DO NOT use the unspecified colors.



Recruitsome

DO NOT add shadows or any effect.



Recruitsome

DO NOT outline the elements.



DO NOT place over background that are busy or lack contrast.

Placement

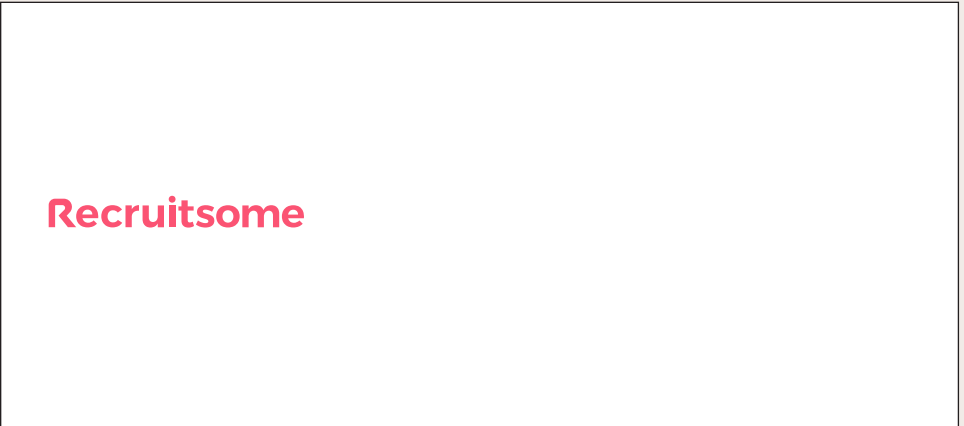
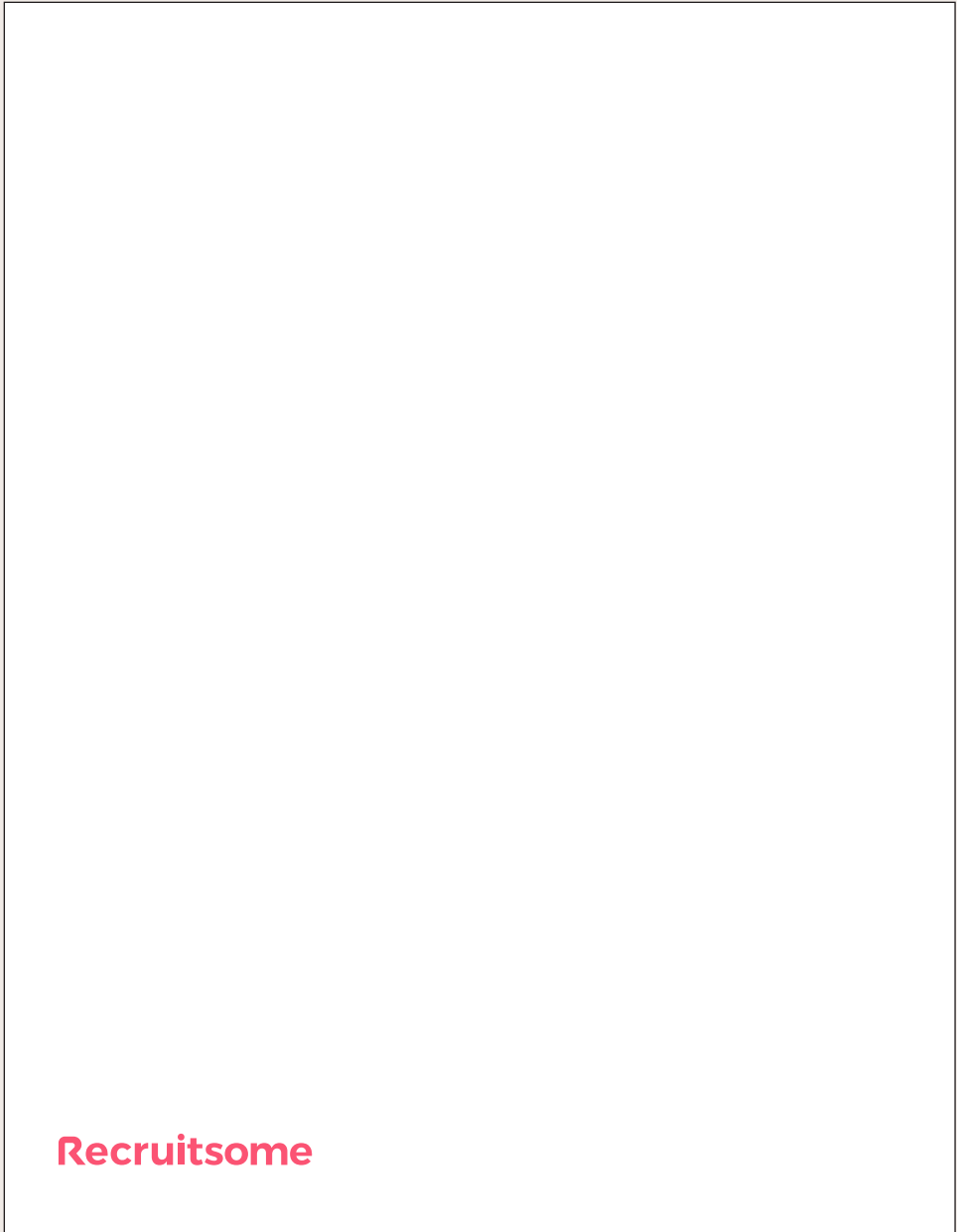
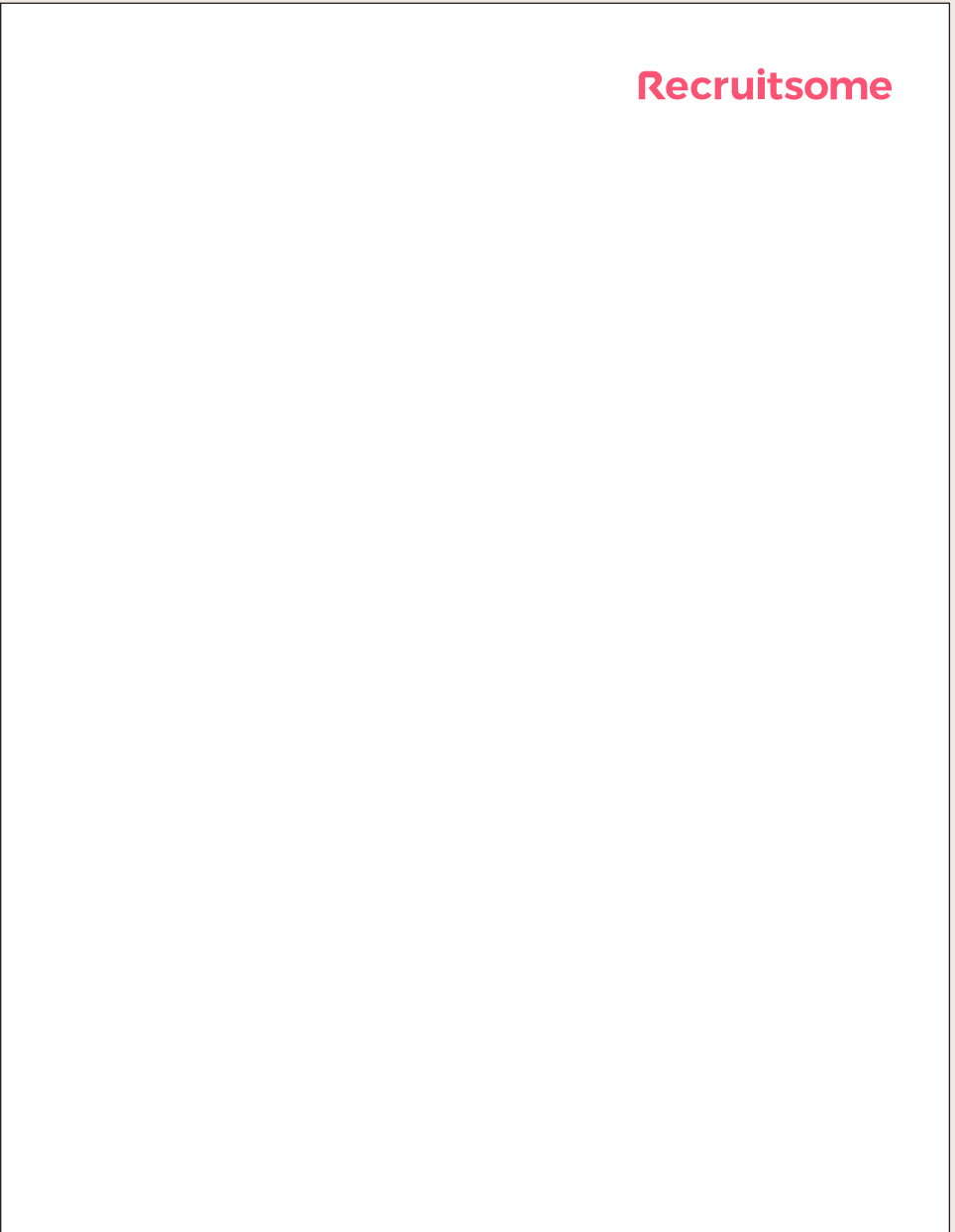
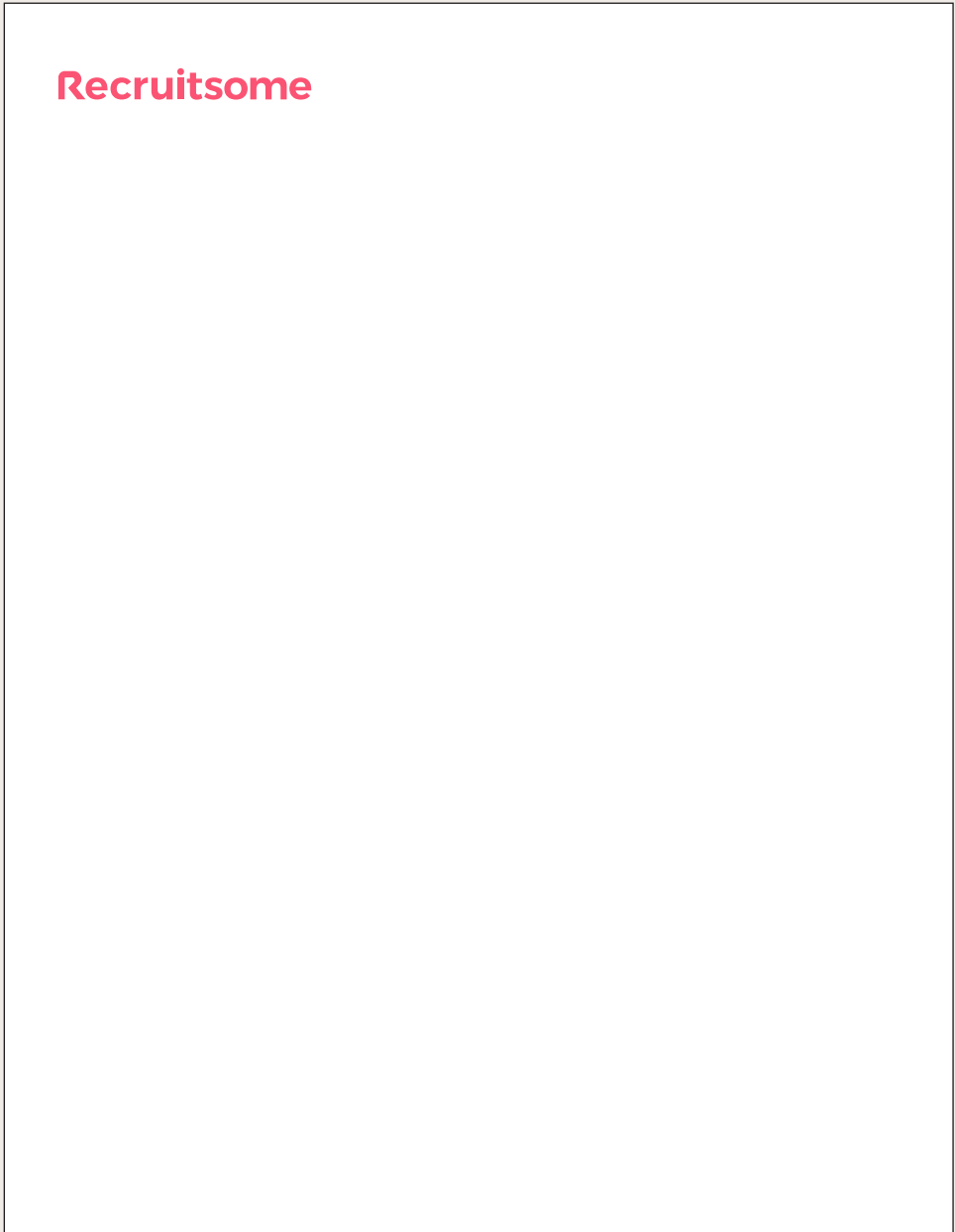
The Recruitsome wordmark should be placed strategically to enhance brand visibility while maintaining a clean and professional look.

Recommended positions include the top left or top right for documents and presentations, offering a balanced presence.

Bottom left placement is ideal for reports and whitepapers, creating a subtle yet consistent impression. Center placement works best for cover pages and key visuals to maximize impact.

Sufficient spacing around the wordmark prevents clutter and ensures readability, reinforcing brand identity.

Recruitsome



Wordmark Scaling

These are wordmark scaling recommendations. You can see the minimum size for each screen type.

Make sure that your logo does not scale down from the minimum size.

Recruitsome

← 150 px →

Recruitsome

← 250 px →

Recruitsome

← 350 px →



Our Logo

Recruitsome's logo captures the brand's essence – efficiency, innovation, proactiveness, and professionalism. With its smooth curves and distinctive shape, it communicates confidence, approachability, and modernity, making sure it stands out across all platforms.

Designed to be versatile, timeless, and impactful – the logo represents AI-driven recruitment solutions and seamless hiring experiences. Its bold introduction solidifies the brand's identity and leaves a lasting impression.

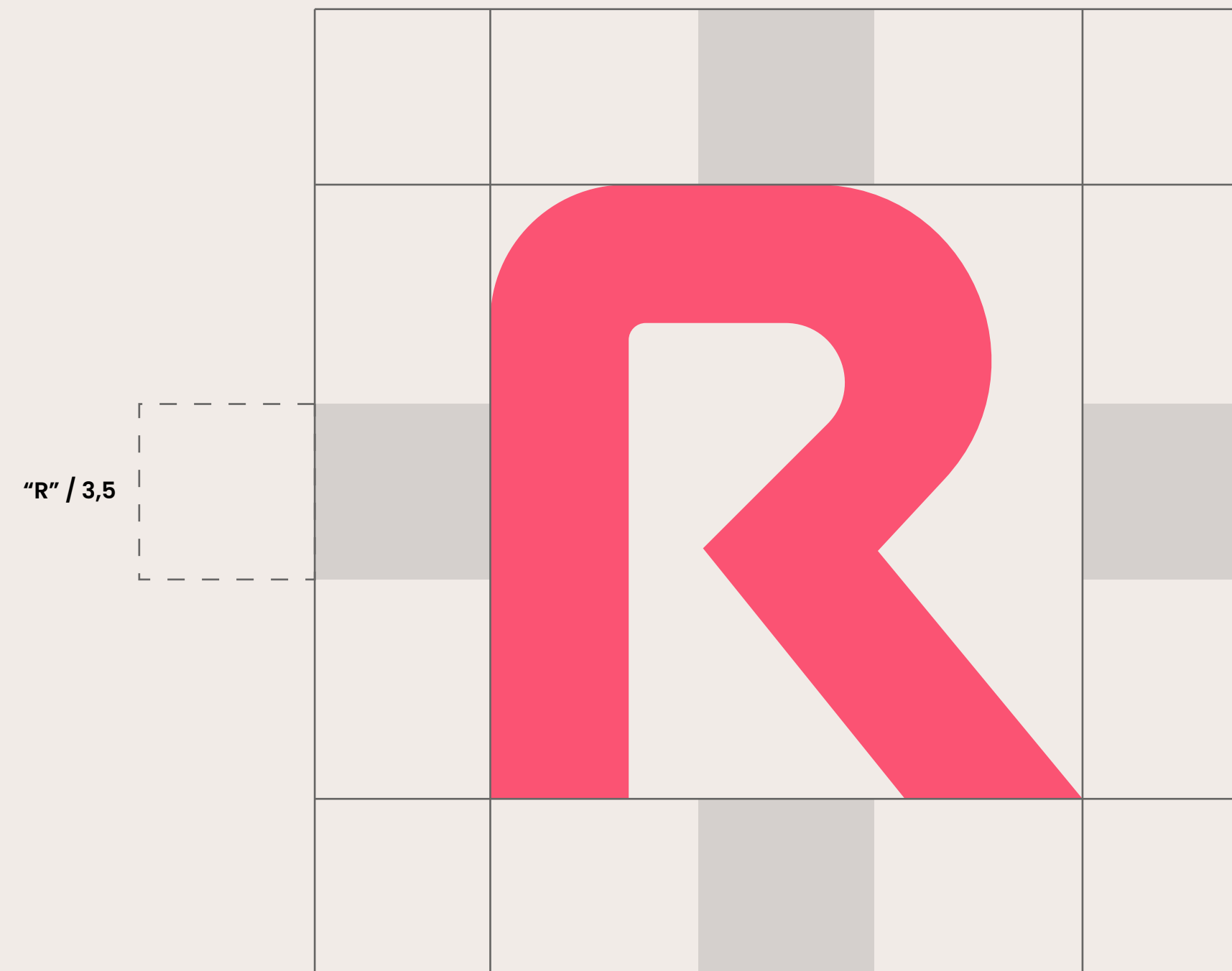


Clearspace

Clearspace is the minimum distance required between the logo and other visual or verbal elements. This space is defined as the height of the "R" logo divided by 3,5.

Maintaining this clearspace ensures that the logo remains visible and impactful across all applications.

Avoid placing any text, graphics, or images within this area to preserve the integrity and clarity of the brand.

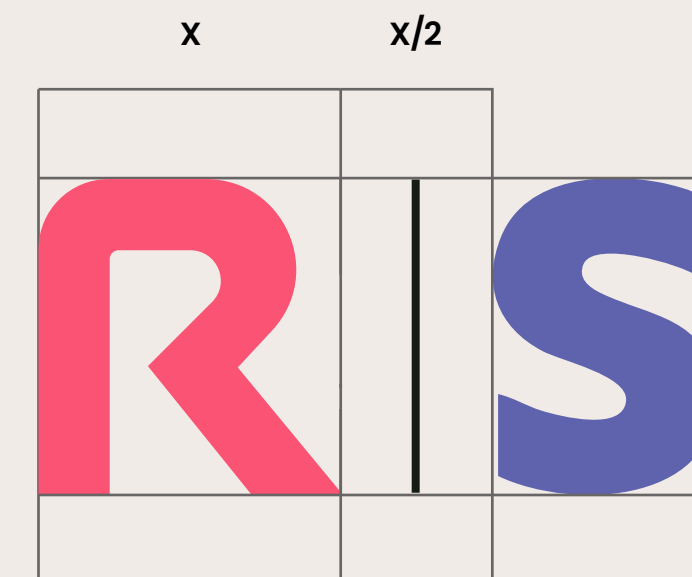
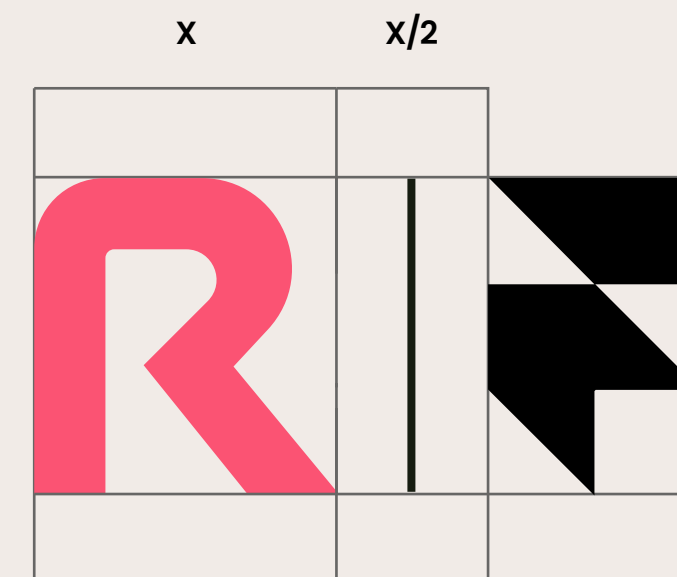
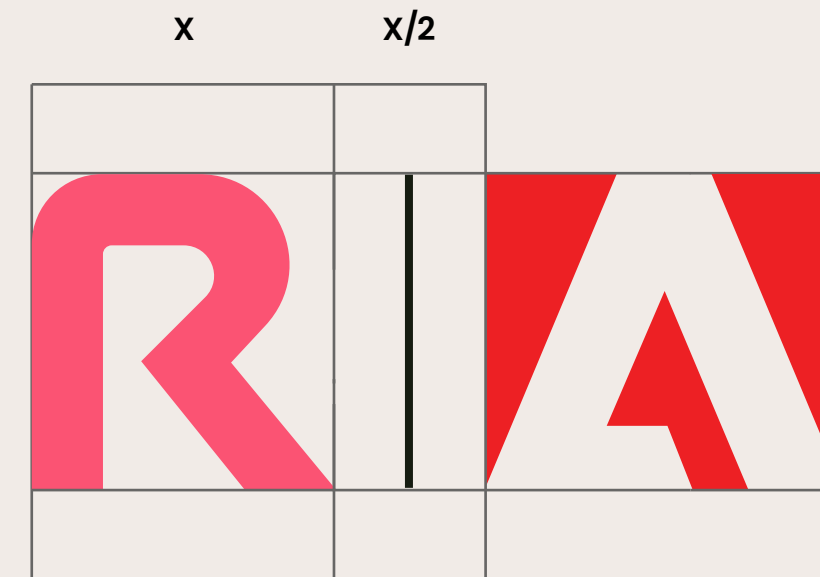


Co-Branding

Sometimes, the "R" logo may need to be paired with another brand or partner.

Separate the "R" logo and a partner's logo by dividing the width of the "R" logo ("x") by 2.

A partner's logo should never exceed the height of the "R" logo, except for small overhanging elements. This approach keeps the presentation balanced and professional.



Missuse of Logo

The Recruitsome “R” logo is a key part of the brand’s identity and must be used thoughtfully to maintain its impact. Misuse, such as altering proportions, changing colors, applying effects, or distorting its shape, weakens the brand’s consistency and recognition.

To protect the integrity of the brand, always follow the guidelines for proper use of the “R” logo. Avoid any modifications that compromise its clarity, legibility, or alignment with the brand’s visual identity.



DO NOT change the logo in any way, avoid altering the “R”.



DO NOT change the style of the “R”.



DO NOT rotate the logo.



DO NOT stretch or skew.



DO NOT modify the logo.



DO NOT use the unspecified colors.



DO NOT add shadows or any effect.



DO NOT outline the element.



DO NOT place over background that are busy or lack contrast.

Placement

The "R" logo's preferred placement is the top-left, top-right, or bottom-left corners. It can also appear centered for standout applications like icons, watermarks, or app screens.

The "R" logo should never appear on the bottom right or centered right. It should also never float unanchored to an edge, the center, or another element.

Use the "R" logo only when necessary – in contexts where the full wordmark is not practical or where minimalism is required. Always ensure proper spacing and anchoring to maintain a professional and polished appearance across all applications.

Recruitsome

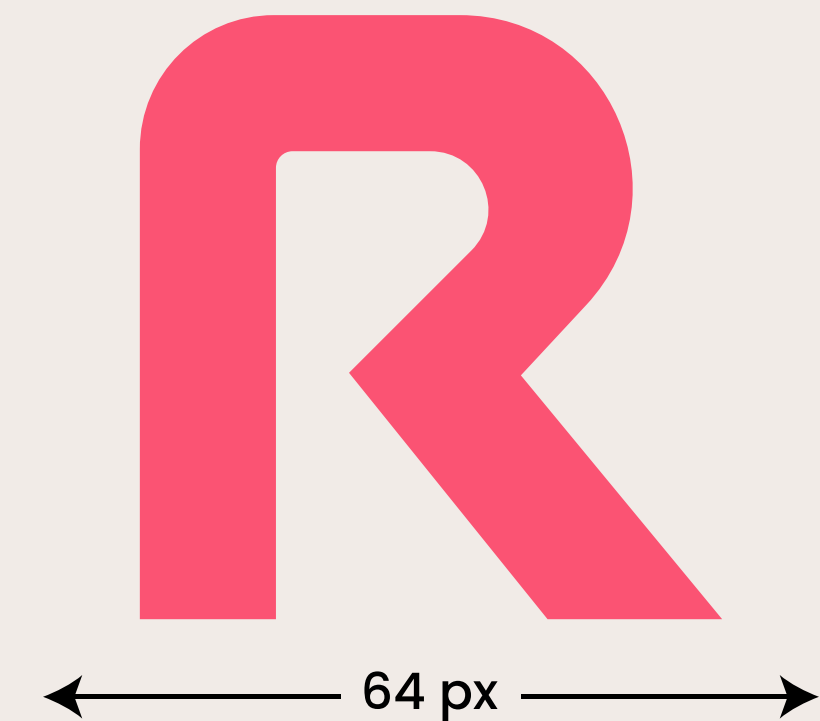
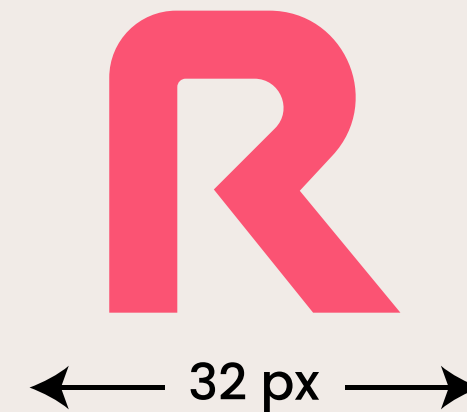


Logo Scaling

Scale the "R" logo proportionally to maintain clarity and impact.

The minimum size is 16px for digital formats, 32px works well for medium-scale applications, and 64px or more is ideal for larger uses.

Always resize using corner handles to prevent distortion. Proper scaling keeps the logo consistent, professional, and recognizable across all platforms.





COLOR



07

Color Selections

The Recruitsome color palette is designed to be modern, vibrant, and professional, reflecting the brand's values of efficiency, innovation, proactiveness, professionalism, and accuracy. Each color is carefully chosen to convey a sense of confidence, approachability, and forward-thinking, creating a cohesive and impactful visual identity.

Consistently applying these colors across all touchpoints ensures that the brand appears trustworthy and cutting-edge, reinforcing its position as an AI-driven recruitment solution. Proper use of the palette is essential for maintaining a strong and unified brand presence.

Recruitsome

Black Hex: 000000 RGB: 0,0,0 CMYK: 0,0,0,100	Ice White Hex: ffffff RGB: 255,255,255 CMYK: 0,0,0,0	Sand Beige Hex: F1EBE7 RGB: 241,235,231 CMYK: 4,6,7,0
Recruitsome Pink Hex: F05375 RGB: 240,83,117 CMYK: 0,83,35,0	Light Blue Hex: 43DFE3 RGB: 67,223,227 CMYK: 56,0,18,0	Purple Hex: 8958FE RGB: 137,88,254 CMYK: 63,70,0,0
Soft Coral Hex: F58973 RGB: 245,137,115 CMYK: 0,57,51,0	Teal Hex: ffcfba RGB: 48,189,187 CMYK: 69,0,32,0	

Color Pairings

Recruitsome’s color pairings are designed to create bold and modern combinations that reflect the brand’s values of efficiency, innovation, proactiveness, and professionalism.

Each pairing is carefully selected to ensure balance, contrast, and impact, reinforcing the brand’s identity as an AI-driven recruitment solution.

Consistently applying these pairings helps maintain a cohesive and recognizable brand presence.

Recruitsome



Pantone

Pantone 184 C has been selected as a core color for Recruitsome to reinforce its vibrant, modern, and approachable brand identity.

This shade embodies the brand’s values of innovation, proactiveness, and professionalism while ensuring consistency across both digital and print applications.

Using Pantone 184 C guarantees that the Recruitsome color remains recognizable and impactful across all touchpoints, maintaining a strong and unified brand presence.



Color Packaging



Color In Action

The Recruitsome color palette is applied boldly and intentionally across various applications, from digital interfaces to printed materials.

Each color is used to enhance the brand's energy and personality, ensuring a consistent and impactful visual presence.

This approach creates a modern, approachable, and professional look that strengthens brand recognition and appeal.



TYPOGRAPHY CHOICES

Poppins by Adobe Fonts

Primary Type

We've chosen Poppins by Adobe Fonts as the primary typeface for Recruitsome.

Poppins offers a clean, modern, and geometric style that aligns with the brand's values of efficiency, professionalism, and innovation. Its versatile character makes it ideal for body text, subheadings, and supporting elements, ensuring that all communications are readable and cohesive.

Consistently using Poppins helps maintain a polished and approachable brand presence across marketing materials, digital interfaces, and print.

Recruitsome

AaBbCc

Automate hiring,
Enhance efficiency.

Poppins Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$\$%^&*

Poppins Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$\$%^&*

Tracking, Kerning & Leading

The primary font’s spacing is key to maintaining clarity and consistency. Adjust tracking and kerning subtly to ensure balanced, readable text. Use consistent leading to maintain hierarchy and visual flow across all applications. Proper spacing ensures the brand always looks sharp and professional.



THE TRACKING & LEADING IS PERFECT!

ABOUT US

Why fit in when you can stand out?

This is a sample text: Our primary typeface is Poppins – by Adobe Fonts

IN THIS EXAMPLE, TRACKING IS AT:

- 30 UNITS ON CAPTION
- 10 UNITS ON TITLE
- -20 UNITS ON BODYCOPY

LEADING IS AT:

- 22 PTS ON THE SIZE OF BODY AT 22PTS. FOR CAPTION
- 43PTS. ON THE SIZE OF BODY AT 43PTS. FOR TITLE
- 26PTS. ON THE SIZE OF BODY AT 22 PTS. FOR BODYCOPY



THE TRACKING & LEADING ARE TOO TIGHT.

ABOUT US

Why fit in when you can stand out?

This is a sample text: Our primary typeface is Poppins – by Adobe Fonts



THE TRACKING & LEADING ARE TOO LOOSE.

ABOUT US

Why fit in when you can stand out

This is a sample text: Our primary typeface is Poppins – by Adobe Fonts

Glancyr by Drizy Studio

Secondary Type

We've chosen Glancyr by Drizy Studio as the secondary typeface for Recruitsome, primarily for headings.

Glancyr's bold and modern style makes it perfect for creating impactful headlines that capture attention. Its clean lines and slightly neo-grotesque character enhance readability and professionalism, aligning with Recruitsome's values of innovation, efficiency, and proactiveness.

Consistently using Glancyr for headings ensures that the brand's message remains clear, bold, and memorable across all platforms.

Recruitsome

AaBbCc

**AUTOMATE HIRING,
ENHANCE EFFICIENCY.**

Glancyr Semi Bold

**abcdefghijklmnopqrs
tuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890!@#\$%^&***

Tracking, Kerning & Leading

The secondary font’s spacing is key to maintaining clarity and consistency. Adjust tracking and kerning subtly to ensure balanced, readable text. Use consistent leading to maintain hierarchy and visual flow across all applications. Proper spacing ensures the brand always looks sharp and professional.



THE TRACKING & LEADING IS PERFECT!

ABOUT US

HIRE SMART,
SAVE TIME,
GROW FAST.

This is a sample text: Our
secondary typeface is
Glancyr - by Drizy Studio

IN THIS EXAMPLE, TRACKING IS AT:

- 40 UNITS ON CAPTION
- 10 UNITS ON TITLE
- 10 UNITS ON BODYCOPY

LEADING IS AT:

- 30 PTS ON THE SIZE OF BODY AT 22PTS. FOR CAPTION
- 48PTS. ON THE SIZE OF BODY AT 62PTS. FOR TITLE
- 30PTS. ON THE SIZE OF BODY AT 20 PTS. FOR BODYCOPY



THE TRACKING & LEADING ARE TOO TIGHT.

ABOUT US

HIRE SMART,
SAVE TIME,
GROW FAST.

This is a sample text: Our
secondary typeface is
Glancyr - by Drizy Studio



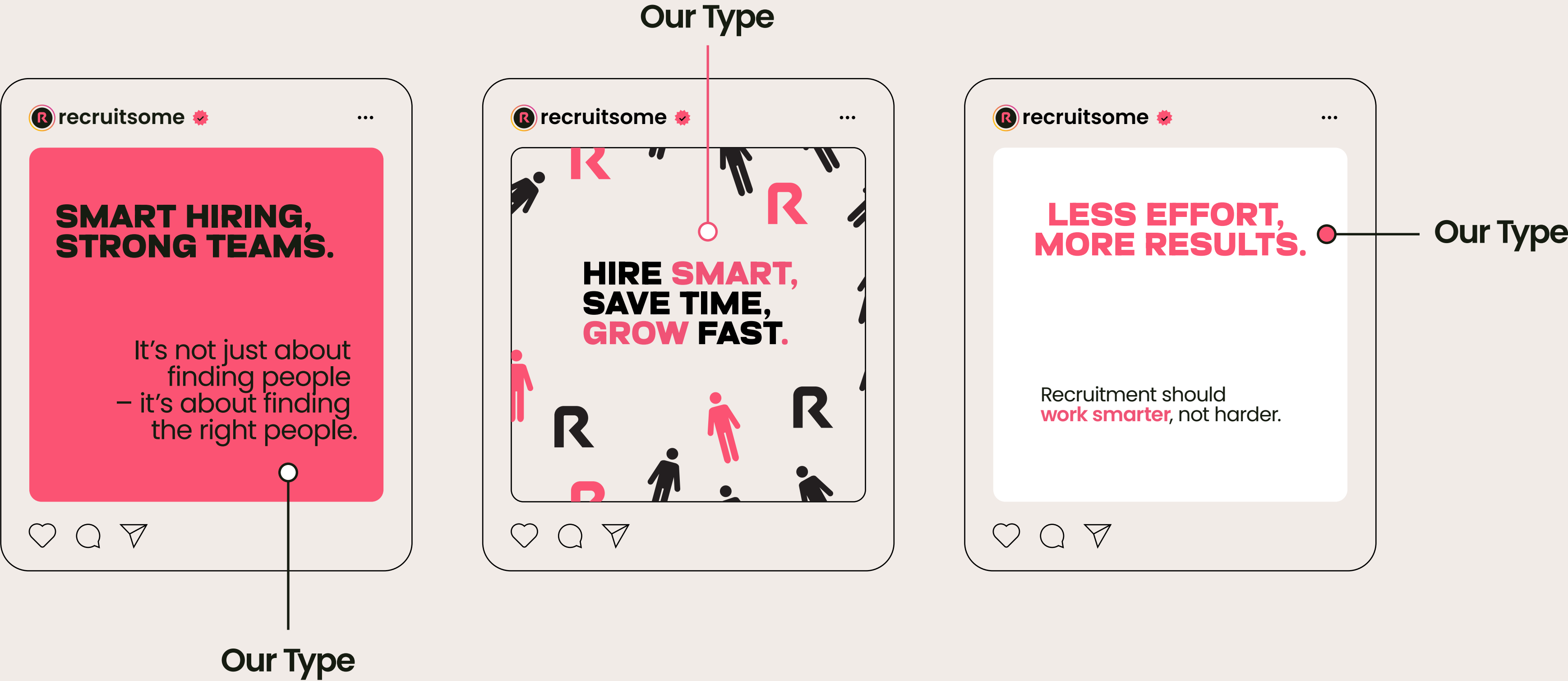
THE TRACKING & LEADING ARE TOO LOOSE.

ABOUT US

HIRE SMART,
SAVE TIME,
GROW FAST.

This is a sample text: Our
secondary typeface is
Glancyr - by Drizy Studio

Type in Use



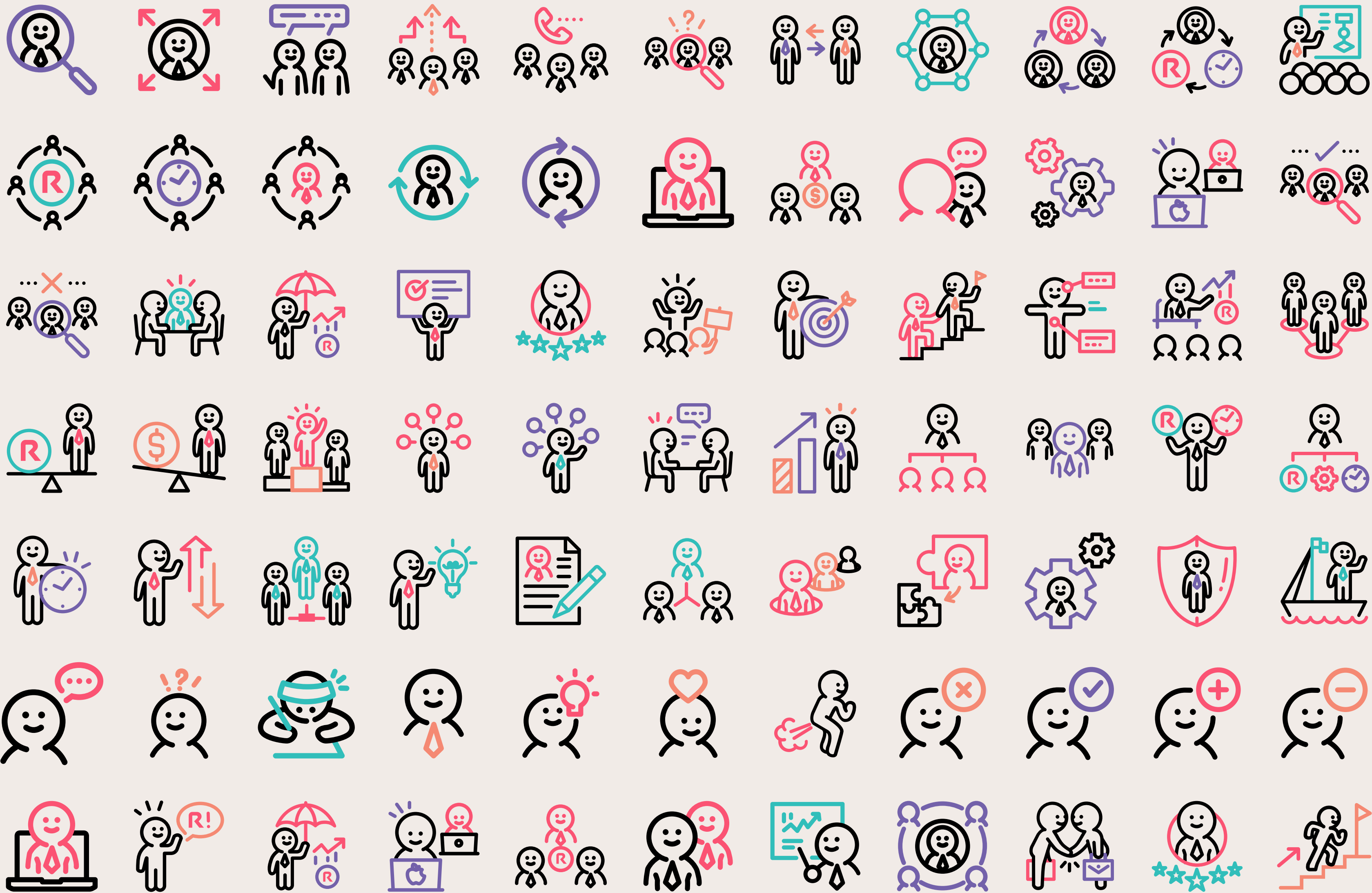
BRAND ASSETS

Icon Library

The Recruitsome icon set is rooted in the core themes of recruitment and human resources – from job listings and interviews to onboarding and team collaboration. Every icon is designed to bring clarity, consistency, and personality to our communications.

While most icons reflect specific stages of the hiring journey, we’ve also included a few essentials for general use – and maybe one or two that move things along a little faster than expected.

Rendered in our signature color palette and clean line style, these icons help unify our visual language across digital and print.

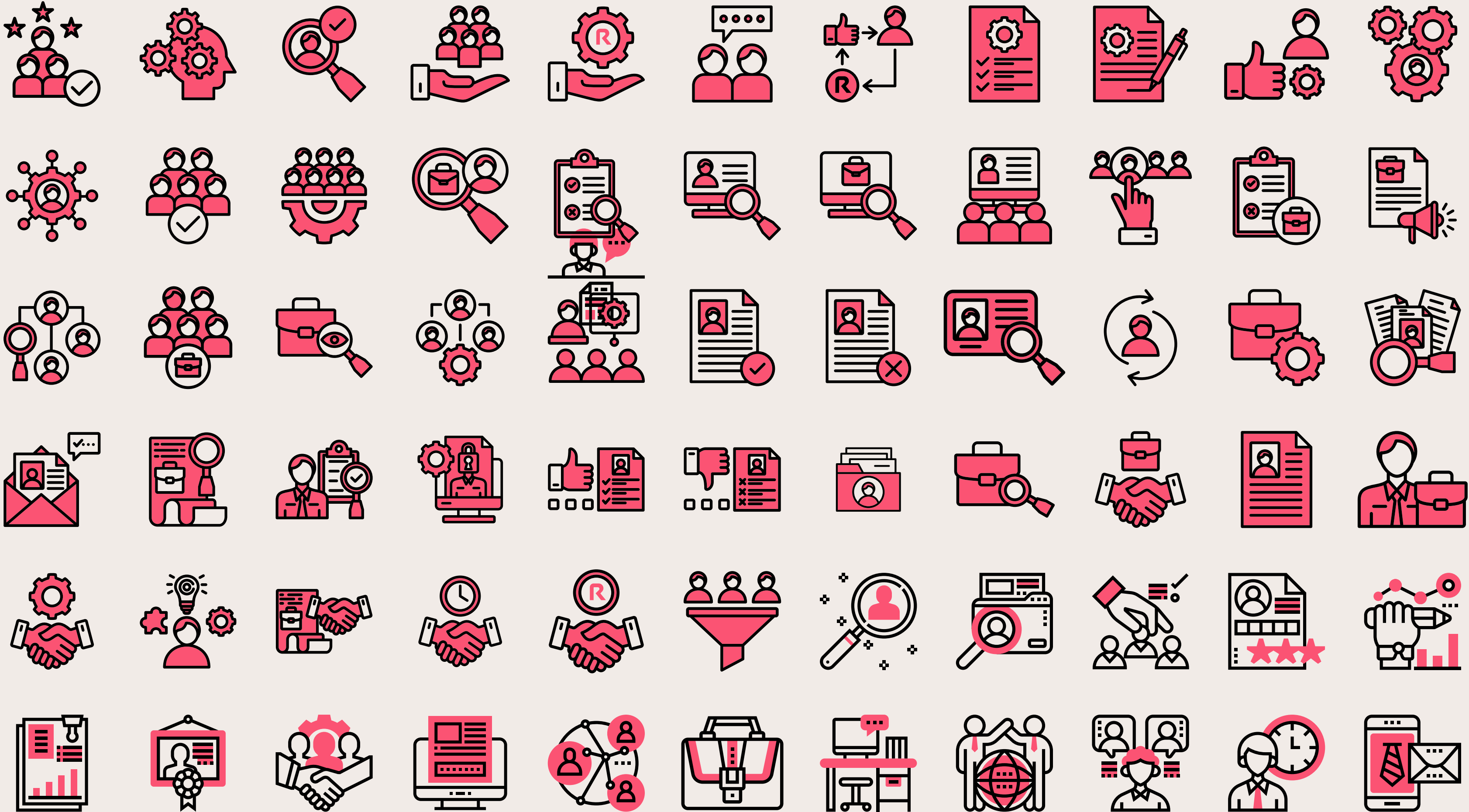


Icon Library

These icons are designed to support clear communication across all recruitment-related content. From CV screening and job offers to onboarding and performance tracking, each icon reflects a key aspect of the hiring process.

Their consistent style and use of Recruitsome’s signature pink ensure they feel cohesive and on-brand in any context – whether used in presentations, product interfaces, or internal documents.

This set helps visualize complex processes and adds clarity without overwhelming the viewer. Simple, smart, and built for everyday use.



Brand Pattern

The Recruitsome brand pattern blends human and Recruitsome “R” logo seamlessly, reflecting our values of efficiency, proactiveness, innovation, and simplicity. It reinforces our mission to make recruitment smarter and more approachable.

This pattern adds visual depth without overshadowing other design elements, ensuring a consistent and recognizable style. Through consistent use, it strengthens Recruitsome's visual identity and creates a memorable brand experience.



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Recruitsome



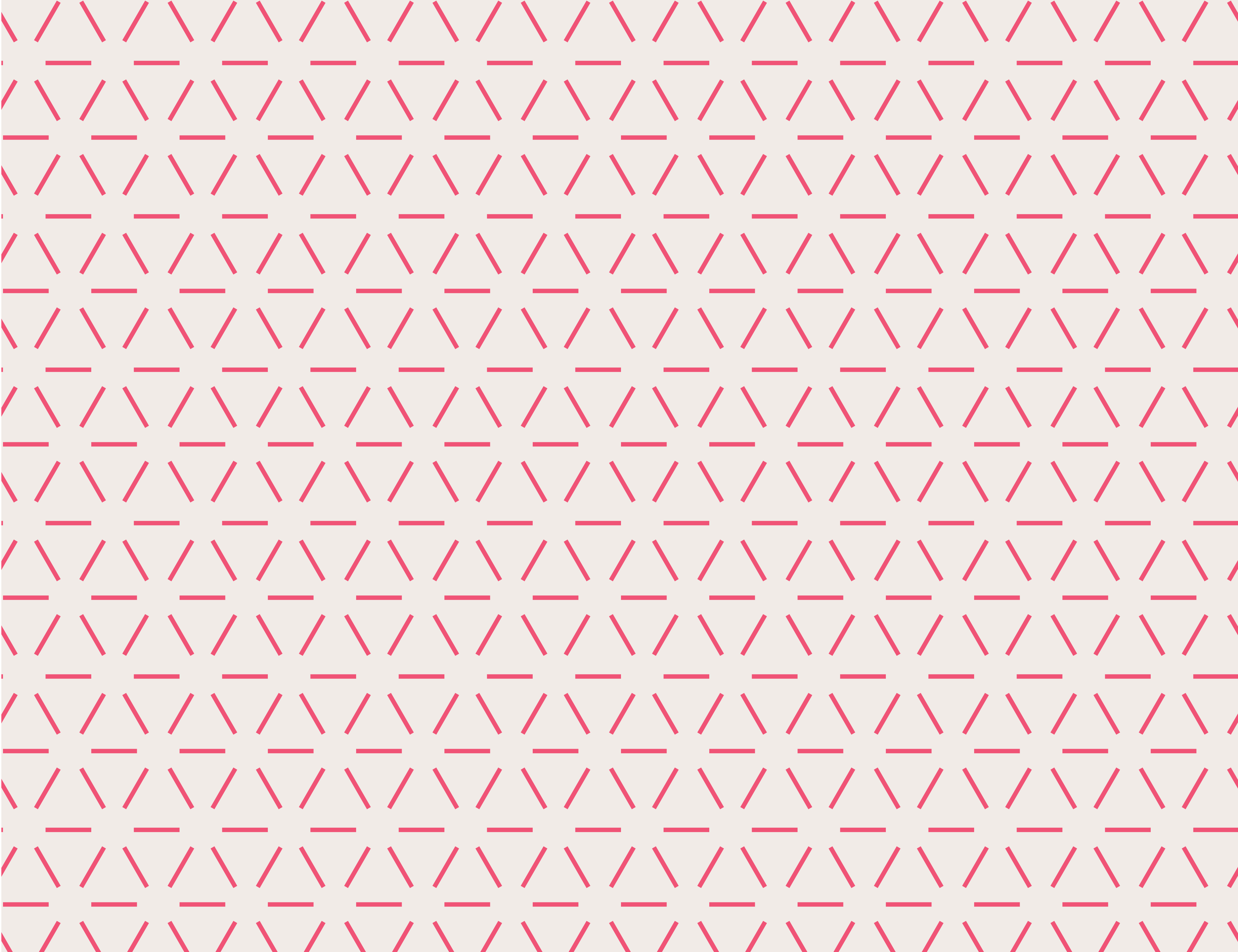
Brand Pattern

This Recruitsome brand pattern features a geometric arrangement of lines, creating a sense of structure and precision.

The design reflects the brand's focus on efficiency and innovation, while also symbolizing connection through its interconnected elements.

Subtly, it forms a "people" icon in the negative space - emphasizing the brand's human-centric approach.

Its simplicity and rhythm enhance visual consistency without overpowering other design elements, reinforcing a professional and forward-thinking brand identity.



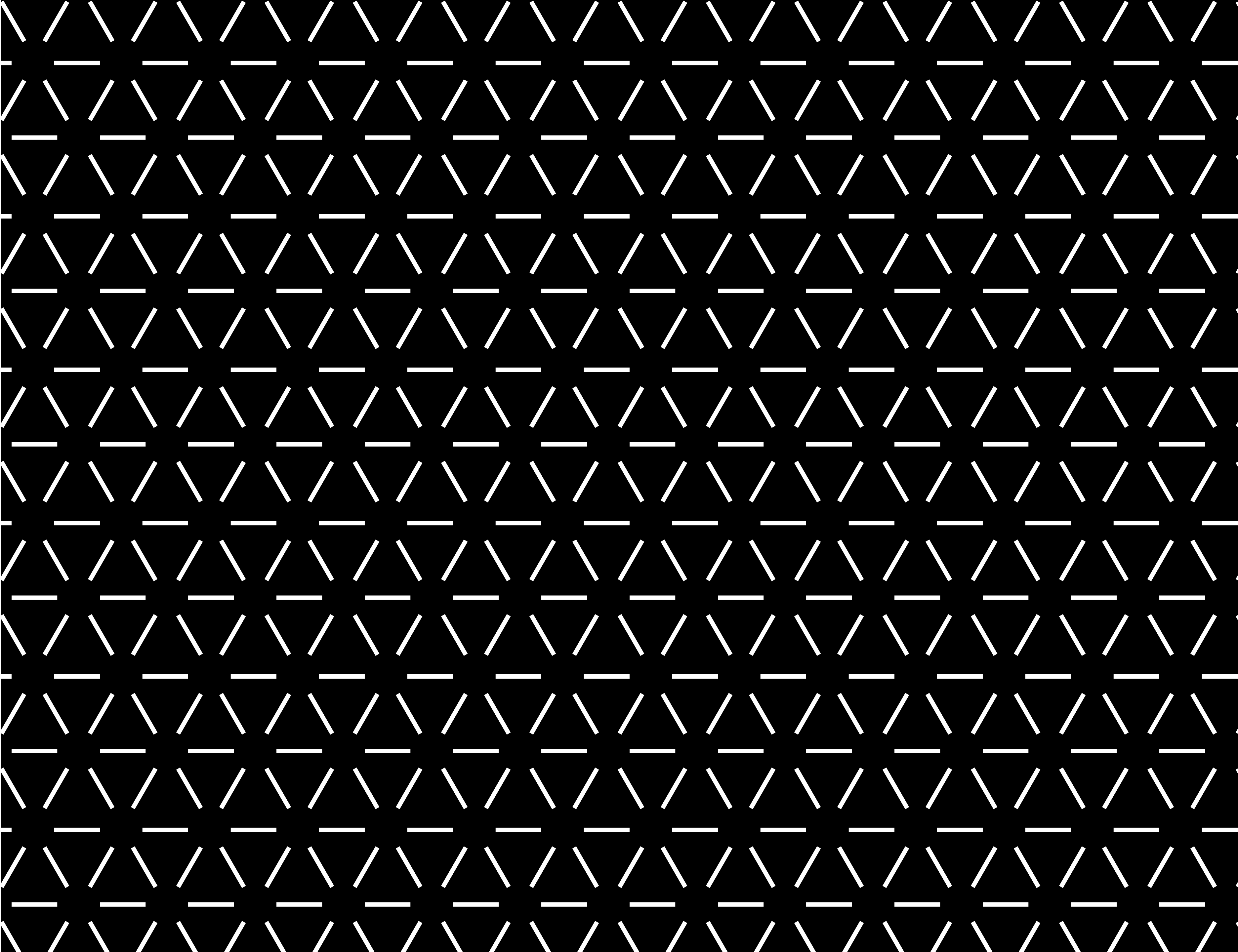
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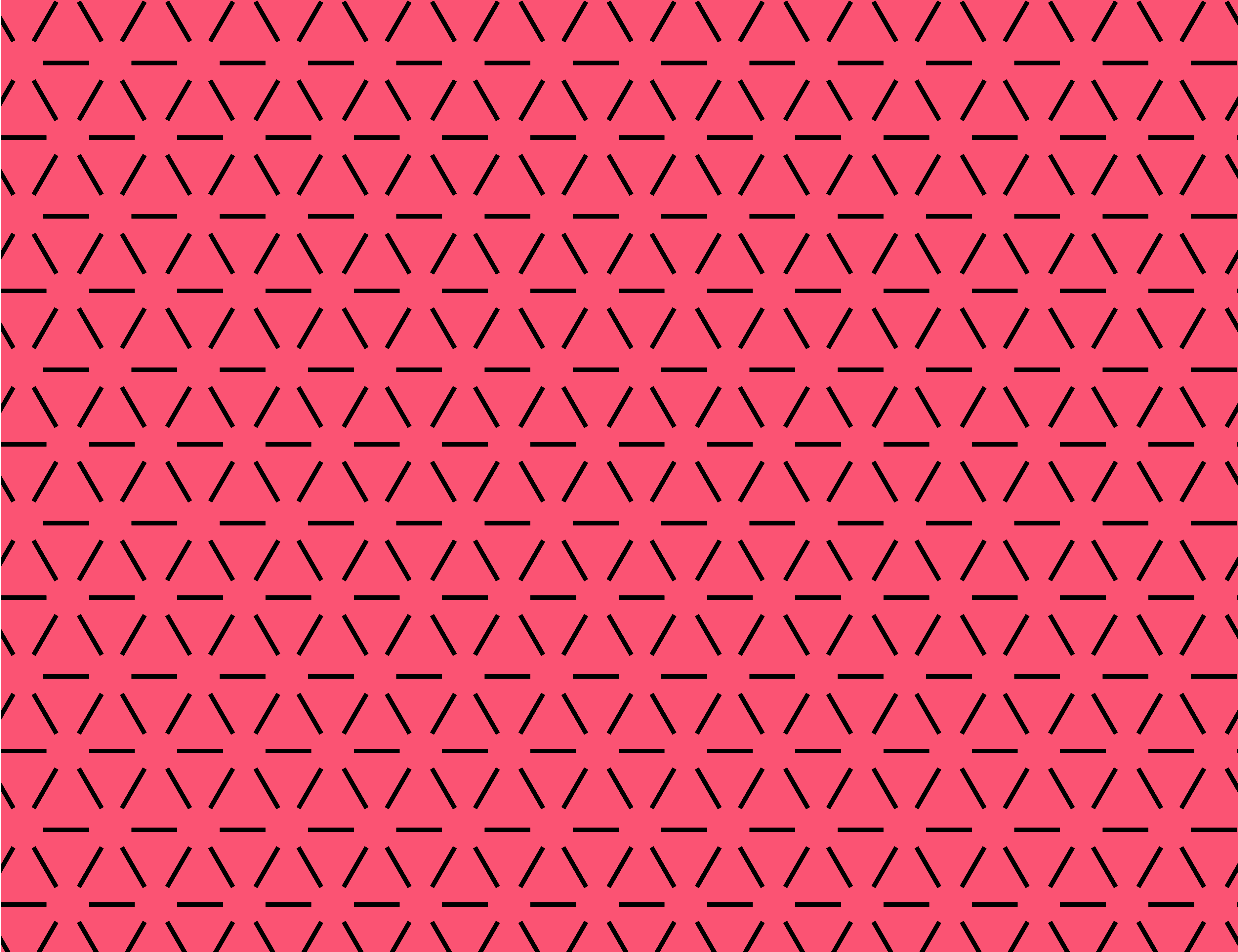
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Subtly, it forms a "people" icon in the negative space - emphasizing the brand's human-centric approach.

Its simplicity and rhythm enhance visual consistency without overpowering other design elements, reinforcing a professional and forward-thinking brand identity.

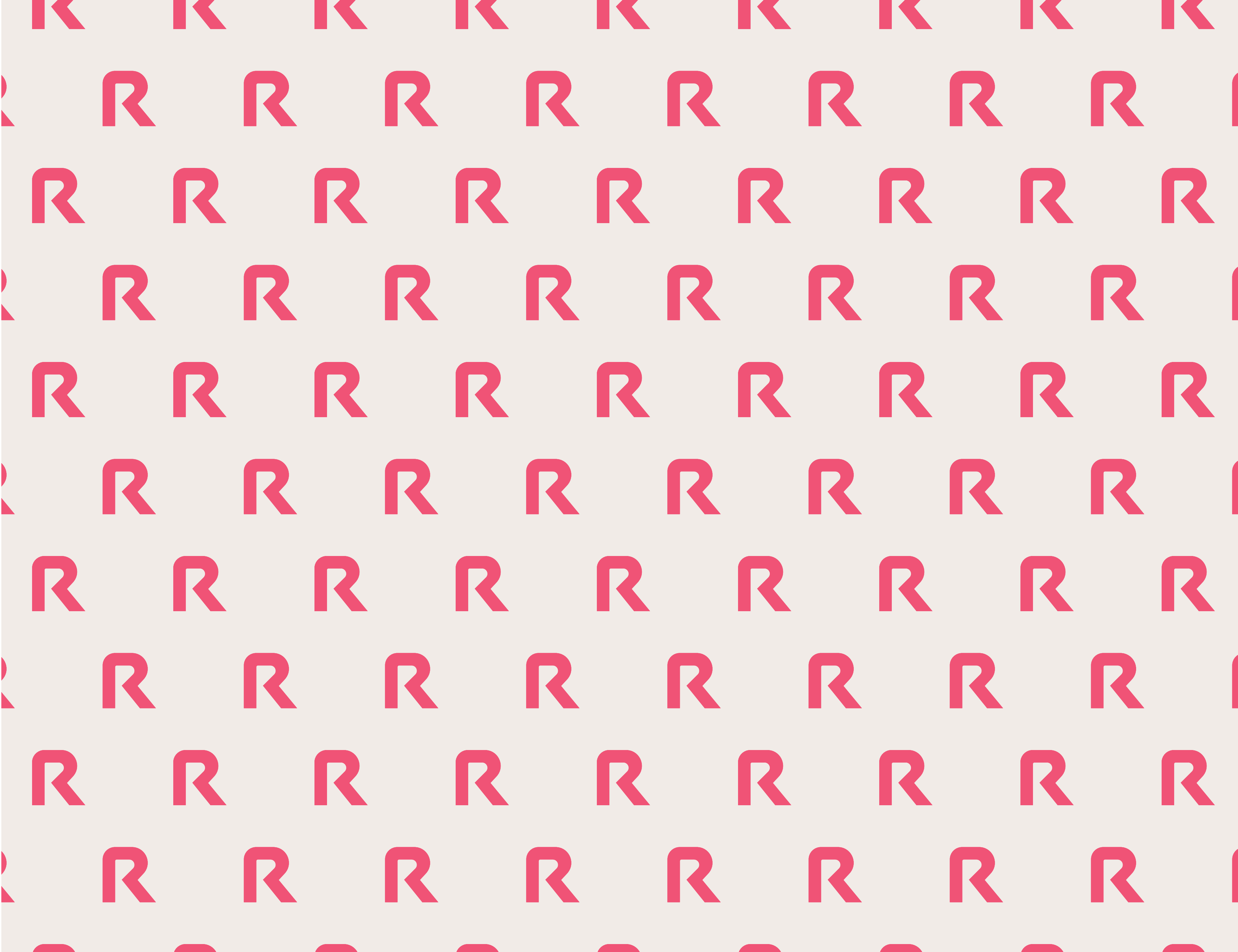


Brand Pattern

Recruitsome brand pattern also uses a repeating "R" logo to create a consistent and recognizable visual element.

This pattern reinforces brand identity across various applications, adding a sense of cohesion and familiarity.

Its simplicity and structure reflect Recruitsome's focus on efficiency and clarity, ensuring a professional yet approachable presence.

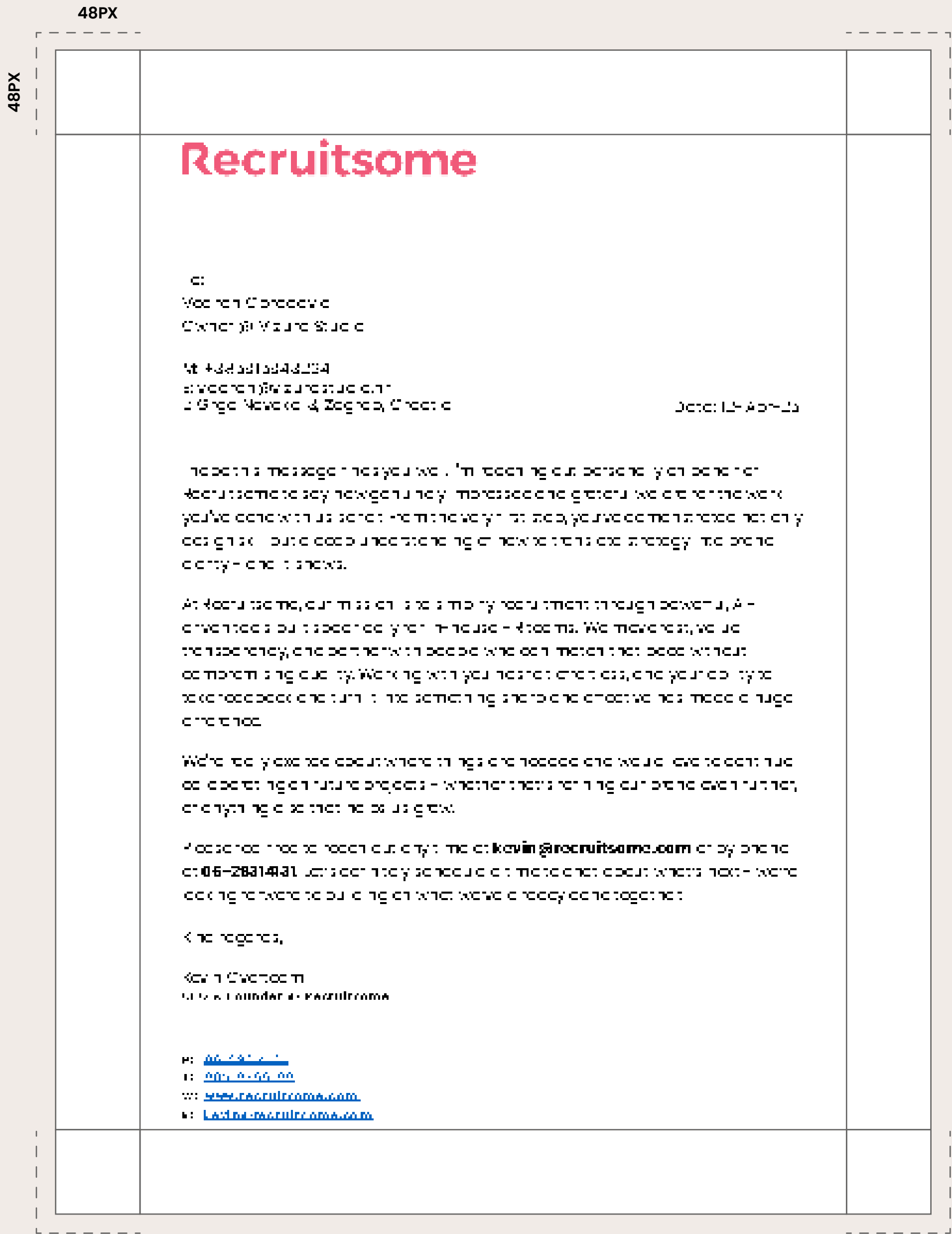


Letterhead Margin

Maintain a minimum "Safe Margin" of 48px from the edges for all letterhead documents.

This ensures a clean, professional layout and prevents important content from appearing too close to the edges.

Keep this margin consistent to uphold a polished and organized presentation.



Letterhead Margin

Maintain a minimum "Safe Margin" of 48px from the edges for all letterhead documents.

This ensures a clean, professional layout and prevents important content from appearing too close to the edges.

Keep this margin consistent to uphold a polished and organized presentation.

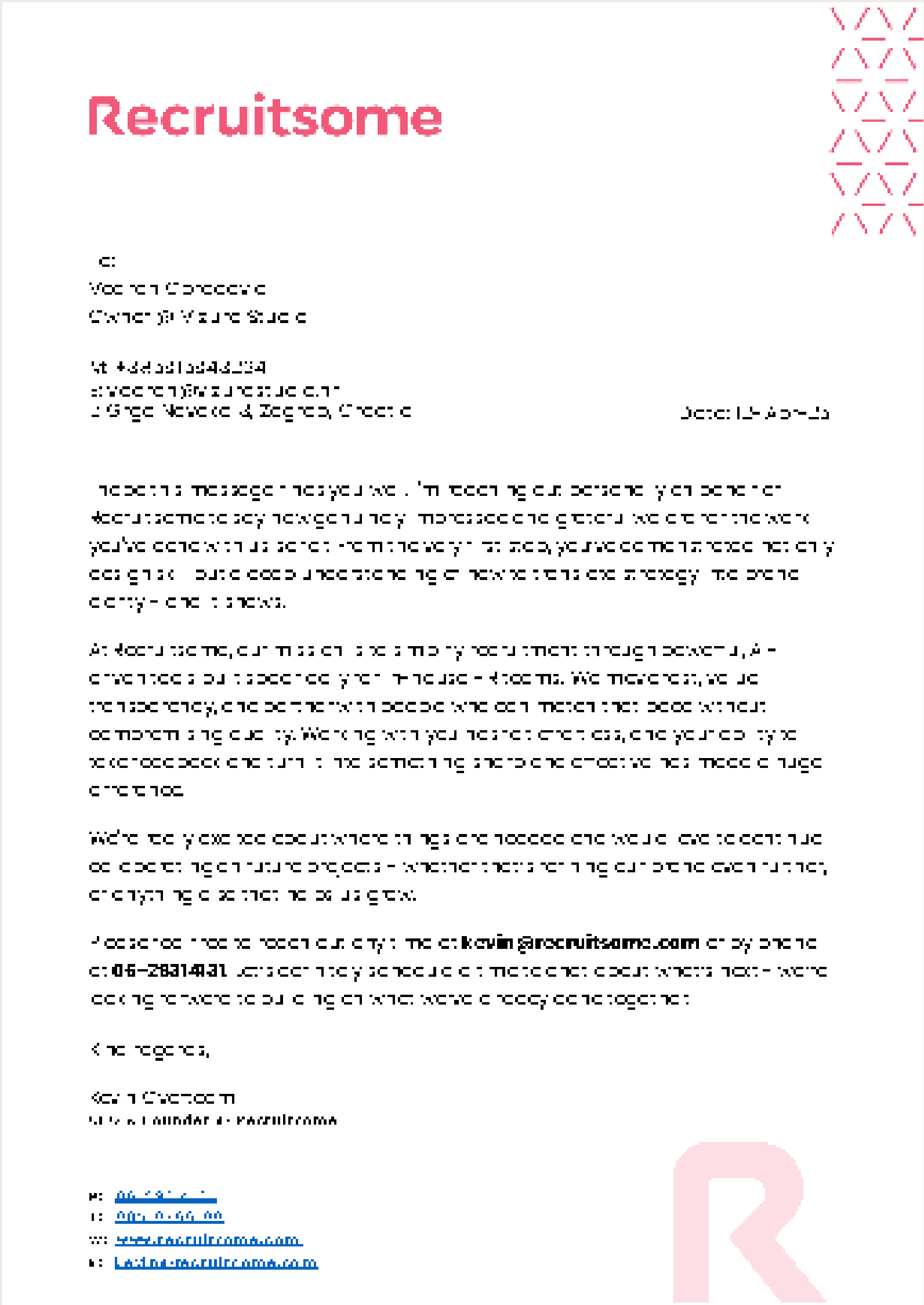


Letterhead

This borderless version of the Recruitsome letterhead is designed for edge-to-edge printing, allowing the full impact of the brand to shine through.

By removing standard print margins, we highlight the oversized “R” in the bottom right corner – a bold, unmistakable stamp of our identity.

This format is ideal for high-impact communication, printed presentations, and proposals where a confident and modern brand expression is key.



Letterhead

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Recruitsome

P: [06-29314131](tel:06-29314131)
T: [085-0768100](tel:085-0768100)
W: www.recruitsome.com
E: kevin@recruitsome.com

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SOCIAL MEDIA

10



LinkedIn

DO
We're here to simplify recruitment without the stress.

WE SOUND HELPFUL AND CONFIDENT.

DON'T
Our platform provides recruitment solutions.

WE SOUND GENERIC AND UNINSPIRING.

DO
Find top talent effortlessly with our AI-driven approach.

WE SOUND EXPERT AND PROACTIVE.

DON'T
Our team can assist with your hiring process.

WE SOUND VAGUE AND UNENGAGING.

Tone & Messaging

Maintain a professional yet approachable tone, focusing on thought leadership in AI-driven recruitment.

Share content that highlights efficiency, innovation, and industry insights, such as case studies, whitepapers, and actionable tips.

LinkedIn

Recruitsome's LinkedIn visual guides are designed to maintain a clean and professional look while reinforcing brand recognition.

The "R" logo in our pink, paired with subtle patterns and clear messaging, ensures a cohesive and impactful presence.

Posts should leverage brand colors and simple text overlays to enhance readability and engagement.

Visuals

Profile Picture: Use the “R” logo in our pink on a white or white logo on the pink background (400 x 400 px)

Cover Photo: Recommended size is 1400 x 350 px with a clean design featuring the core message, subtle brand patterns, and a tagline like “AI-Driven Recruitment Made Simple.”

Posts: Integrate icons and infographics using brand color. Keep text overlays minimal and easy to read.

LinkedIn

Recruitsome's LinkedIn visual guides are designed to maintain a clean and professional look while reinforcing brand recognition.

The "R" logo in our pink on white background, or logo in white on our pink background, paired with subtle patterns and clear messaging, ensures a cohesive and impactful presence.

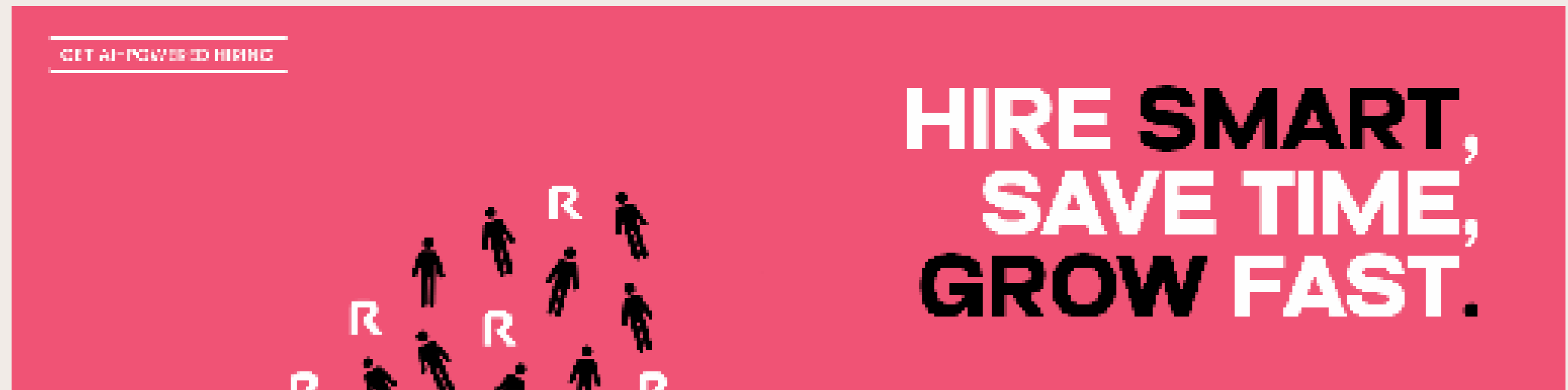
Posts should leverage brand colors and simple text overlays to enhance readability and engagement.

Visuals

PROFILE IMAGE (400x400px)

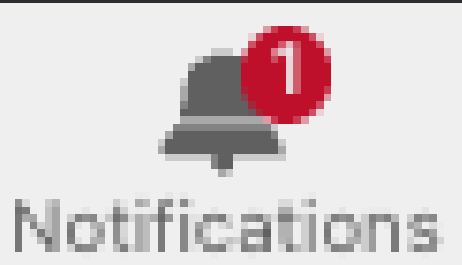


COVER IMAGE (1400x350px)

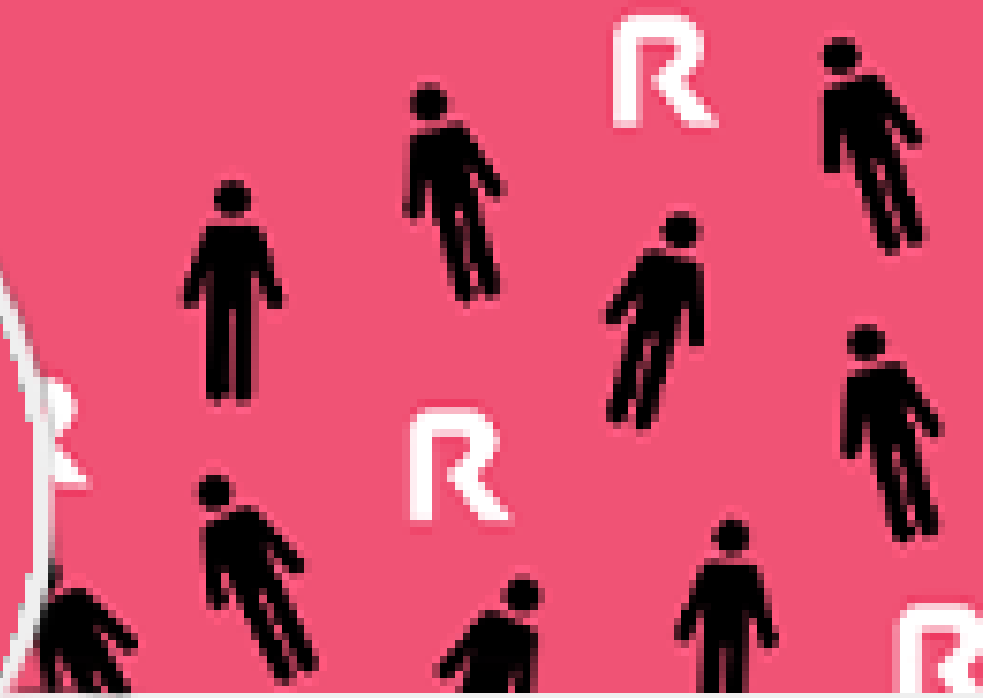




Search



GET AI-POWERED HIRING



**HIRE SMART,
SAVE TIME,
GROW FAST.**



LinkedIn

LinkedIn

Our LinkedIn content strategy focuses on delivering value-driven and informative posts that establish Recruitsome as a thought leader in AI recruitment.

By prioritizing long-form articles, company updates, and engaging carousel posts, we aim to share insights, highlight industry trends, and demonstrate our expertise.

Using relevant keywords enhances discoverability, while maintaining a 70/30 balance ensures that our content remains both educational and strategically promotional.

Content Strategy

Prioritize long-form articles, company updates, and carousel posts.

Use keywords related to AI recruitment and efficiency to enhance discoverability.

Maintain a 70/30 split: 70% informative and value-driven content, 30% promotional.

Instagram

DO
Swipe right for stress-free hiring tips!

WE SOUND HELPFUL AND INVITING.

DON'T
Our services are designed to improve recruitment.

WE SOUND GENERIC AND UNINSPIRING.

DO
Find your next star employee – no headaches, just results.

WE SOUND MODERN AND EFFICIENT.

DON'T
We assist businesses in finding talent.

WE SOUND VAGUE AND UNENGAGING.

Tone & Messaging

Keep the tone friendly, modern, and engaging. Focus on behind-the-scenes, recruitment tips, and success stories.

Use short, compelling captions with a call to action, keeping the message clear and direct.

Instagram

Recruitsome's Instagram visual guidelines are crafted to ensure a clean, modern, and cohesive look that enhances brand recognition.

The focus is on simplicity and consistency, using brand colors and minimalistic icons to create a professional yet approachable presence.

The "R" logo in pink, combined with subtle patterns and straightforward messaging, reinforces the brand's personality across posts, stories, and highlights.

Leveraging a consistent grid layout and strategic use of brand elements helps maintain a recognizable and engaging feed that resonates with the audience.

Recruitsome

Visuals

Profile Picture: "R" logo in pink, on a white background or white logo on a pink background (400 x 400 px).

Grid Layout: Establish a consistent pattern using alternating colors and minimalistic icons.

Stories & Highlights: Use brand colors for backgrounds and icons, keeping text bold and legible.

Instagram

Recruitsome's Instagram visual guidelines are crafted to ensure a clean, modern, and cohesive look that enhances brand recognition.

The focus is on simplicity and consistency, using brand colors and minimalistic icons to create a professional yet approachable presence.

The "R" logo in pink or white, combined with subtle patterns and straightforward messaging, reinforces the brand's personality across posts, stories, and highlights.

Leveraging a consistent grid layout and strategic use of brand elements helps maintain a recognizable and engaging feed that resonates with the audience.

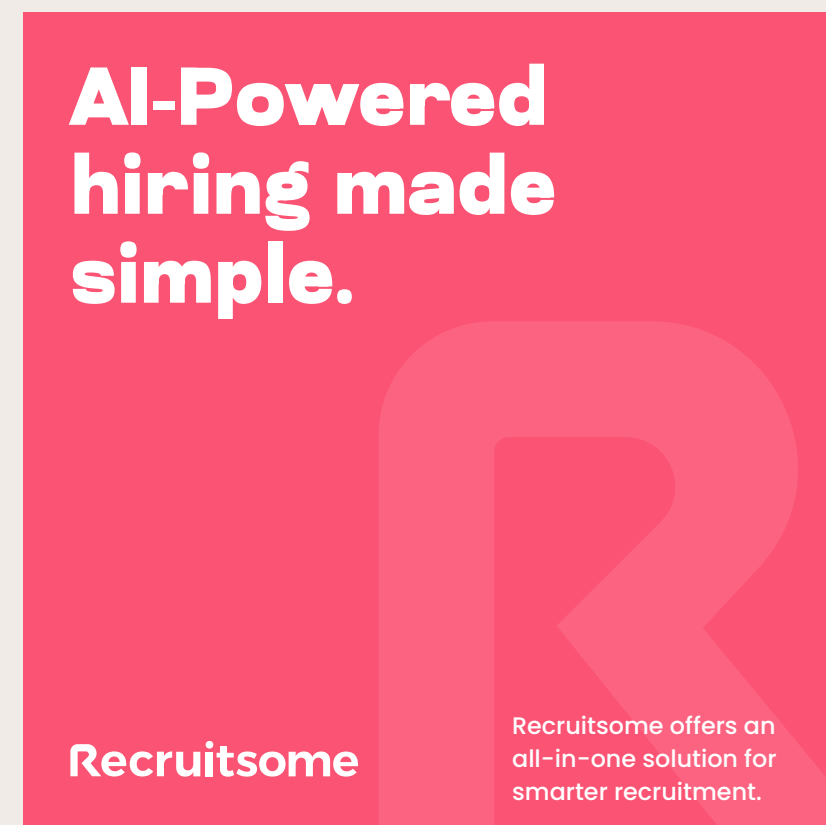
Recruitsome

Visuals

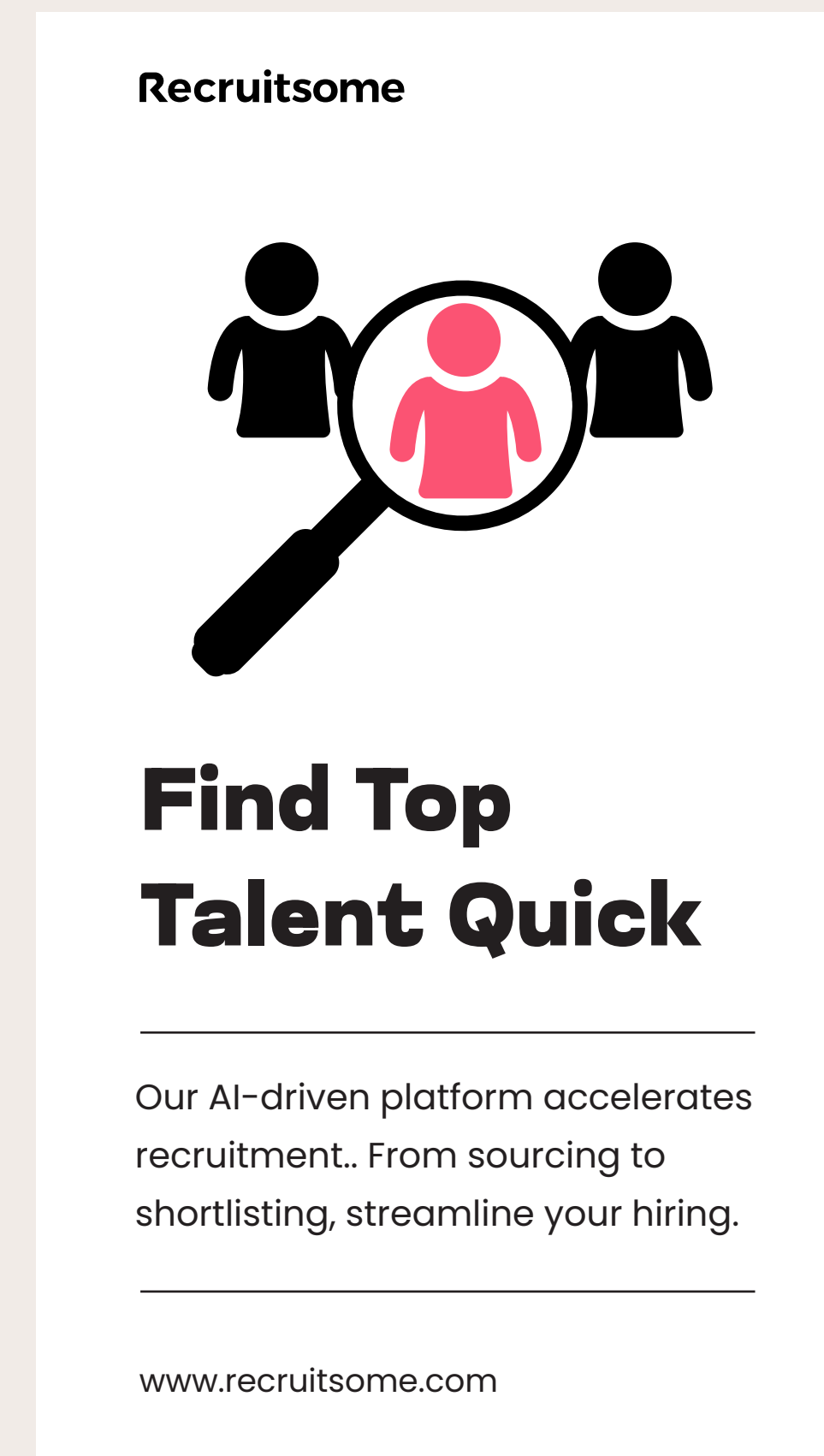
PROFILE IMAGE (400x400px)



SQUARE IMAGE (1000x1000px)



STORY IMAGE (1080x1920px)





Instagram

Recruitsome's Instagram content strategy focuses on a balanced mix of educational and promotional posts, designed to inform and engage the audience effectively.

Carousel posts, reels, and infographics are prioritized to deliver quick, actionable recruitment tips and AI insights.

By using 5–7 relevant hashtags per post and maintaining a 60/40 split between educational and promotional content, the strategy ensures consistent value delivery while reinforcing brand expertise in AI-driven recruitment.

Content Strategy

Share a mix of carousel posts, reels focused on quick recruitment tips, and infographics.

Use a maximum of 5–7 hashtags per post, focusing on recruitment, AI, and HR keywords.

Maintain a 60/40 split: 60% educational and 40% promotional content.

Facebook

DO
Get the right talent faster with our AI-driven recruitment.

WE SOUND EFFICIENT AND FORWARD-THINKING.

DON'T
We offer various recruitment services.

WE SOUND GENERIC AND UNFOCUSED.

DO
Unlock a simpler way to hire with our platform.

WE SOUND INVITING AND CLEAR.

DON'T
We help companies with recruitment.

WE SOUND VAGUE AND UNINSPIRING.

Tone & Messaging

Adopt an informal yet professional tone, focusing on community engagement and client success stories.

Use clear, actionable language for posts and ads.

Facebook

Recruitsome's Facebook visuals focus on maintaining a clean and professional look while enhancing brand recognition.

The profile picture uses the bold "R" logo in pink against a white or black background, ensuring clarity and impact.

For the cover photo, a blend of the brand pattern with a concise message keeps the visuals aligned with the brand identity.

Posts should feature branded graphics with icons and minimal text overlays in brand colors to maximize engagement and maintain a cohesive style.

Visuals

Profile Picture: "R" logo in pink, on a white background or white logo on pink background (400 x 400 px).

Cover Photo: Recommended size is 1640x720 px, featuring the brand pattern and a concise message.

Posts: Use branded graphics with a mix of icons and text overlays in brand colors.

Facebook

Recruitsome's Facebook visuals focus on maintaining a clean and professional look while enhancing brand recognition.

The profile picture uses the bold "R" logo in pink against a white or white logo on a pink background, ensuring clarity and impact.

For the cover photo, a blend of the brand pattern with a concise message keeps the visuals aligned with the brand identity.

Posts should feature branded graphics with icons and minimal text overlays in brand colors to maximize engagement and maintain a cohesive style.

Recruitsome

Visuals

PROFILE IMAGE (400x400px)



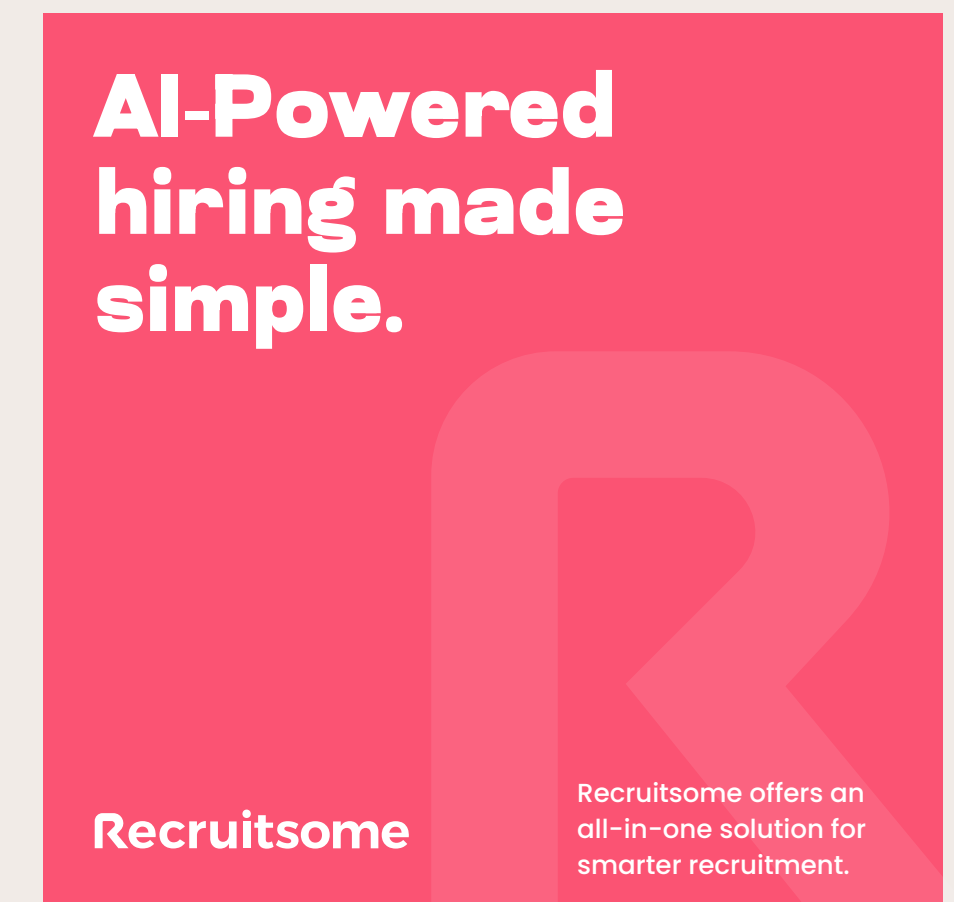
LANDSCAPE IMAGE (1080x566px)



COVER IMAGE (1640x720px)



SQUARE IMAGE (1000x1000px)



Fuel your growth with AI-driven hiring.

Find the right talent faster
and build a team
that thrives.

Recruitsome

www.recruitsome.com



Facebook

Recruitsome's Facebook content strategy focuses on building trust through real-world success stories, showcasing the benefits of AI-driven recruitment, and sharing timely updates.

By incorporating customer testimonials and event announcements, the strategy aims to engage the audience with relatable and informative content.

A balanced mix of polls, Q&A, and video content encourages interaction while maintaining a 50/50 split of educational and promotional material.

Content Strategy

Focus on customer testimonials, AI-driven recruitment benefits, and event announcements.

Encourage engagement through polls, Q&A, and video content.

Maintain a 50/50 split: 50% informative and 50% promotional content.

Across all platforms

Recruitsome's design guidelines ensure a cohesive and professional brand presence across all social platforms.

Typography is streamlined with Poppins for body text and Glancyr for headings, maintaining clarity and impact.

The brand palette is strictly followed, with icons used consistently in both outlined and filled styles to enhance recognizability.

Hashtags are limited to 5–7 per post, focusing on AI, recruitment, and HR topics, optimizing content discoverability without overwhelming the audience.

Key Design Guidelines

Typography: Use Poppins for body text and Glancyr for headings.

Colors: Stick to the Recruitsome brand palette.

Icons: Use outlined and filled versions consistently across platforms.

Hashtags: Limit to 5–7 per post, focusing on AI, recruitment, and HR topics.

THANK YOU!