Brand Identity & Style Guideline

seedlink
PEOPLE SCIENCE

P E O P L E   S C I E N C E

Our Mission

Seedlink was built with the mission of counteracting human bias in HR. Our A.I. analyzes audio, video and textual data to predict human behavior. We are enabling companies to hire employees that have the right cultural fit and transforming internal mobility programs to be transparent, quick and data-driven.

We are re-defining talent game.

The biggest threat to an organization's success is not generated by their competition. Recruitment and management of qualified employees is still the biggest challenge for HR departments.

Despite this fact, the vast majority of today's companies still use resumes and unstructured interviews as a means of screening candidates for employment. These methods are heavily reliant upon the personal perceptions of the interviewers, which are skewed and subjective by definition. Adding to an already difficult situation, the existing talent management systems are not capable of evaluating employees by an objective measure of their qualifications.

At Seedlink, we build a deep learning analytics engine that extracts and understands individual's competencies derived from audio, video, text and natural language. With the largest aggregated language intelligence at its core, the technology builds data models by linking digital interactions to business outcomes such as performance, transformations, internal mobility and leadership skills.

Fun
Equality
Innovation
Technology
Honor

Brand Values

In Seedlink we strongly believe in working to be better every day while having fun; in equal access to technology; in pushing the limits of innovation; and in executing with honor and integrity.

seedlink

Primary Logo

The Primary Logo is the most important logo asset. This is the version used more frequently than others. It has the highest priority for usage.

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In order to use Primary Logo, the designer must make sure the background meets one of the two requirements: it is **color image with light background**; it is pure **white background**. Only when these two requirements are met can the Primary Logo be put on the layout.

LOGO CRIME

Putting Primary Logo against noisy background.

LOGO CRIME

Putting Primary Logo on black-and-white images.

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LOGO CRIME

Putting Primary Logo against any color that is not white.

LOGO CRIME

Adding shadow/glow effect to the logo.

LOGO CRIME

Changing the logo dimension (width-height ratio).

LOGO CRIME

Changing the letter spacing of the logotype.

LOGO CRIME

Changing the line strokes of the logotype.

LOGO CRIME

Tilting the logo.

LOGO CRIME

Changing the color of logotype.

LOGO CRIME

Changing the position of the brand mark.

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White Logo

There are circumstances where the Primary Logo may not be appropriate to achieve the most effective visual impact. In such cases, the pure white version of the logo is allowed.

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The White Logo can only be used against pure colors that belong to any one of the Logo Primary Colors

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...it can also be used against black & white images, or color images with dark masking layer.

LOGO CRIME

Putting White Logo against colors other than the 4 primary logo colors.

LOGO CRIME

Putting White Logo on color images.

LOGO CRIME

Not adding a dark masking layer on top of color image when using White Logo.

LOGO CRIME

Adding shadow effect to the logo.

Logo with Tagline

The tagline provides further definition of Seedlink's product and service. It communicates the brand promise to the reader. It is used in the first mention (or front/back covers) of the following materials:

- Marketing/Sales PowerPoint slides
- Event brochure
- White paper
- Case study
- Product datasheet

"You shall not PAAAASS!"

Images, text, and any other graphical elements shall not intrude into this protected zone.

The Protected Zone

The "protected zone" of the logo refers to the clear space surrounding it. This clear space ensures the unobstructed and visible placement of the Seedlink logo. The minimum width for the protected area is 1 x-height from edge.which is equal to the height of the letter "e" in the Seedlink

Brand style guides will include design details such as fonts, colors, sizes, iconography, and logo placement. Extending far beyond simply the logo, it will affect the entire brand identity on websites/apps, advertising, business cards, public forums – anywhere, really.

The brand style guide is like a Magna Carta that protects your identity, preventing less familiar employees from diluting your impact through poorly executed visuals. They cover any usage specifications concerning the brand,

Brand style guides will include design details such as fonts, colors, sizes, iconography, and logo placement. Aside from consistency, their overarching purpose is defining the personality of the brand – whether the tone is smart or sassy, or whether the first impression should be rugged or refined.

LOGO CRIME

Placing the logo too close to the page edge.
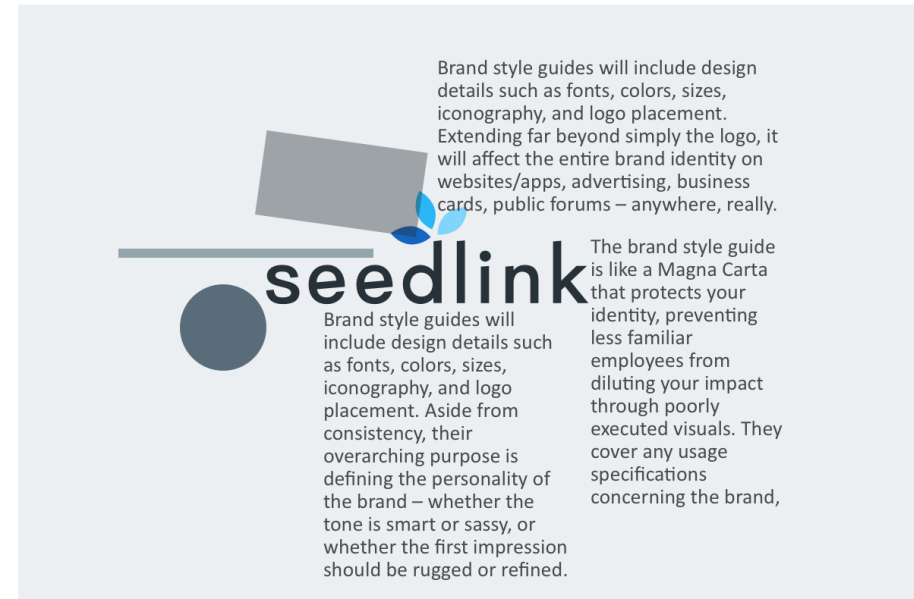
LOGO CRIME

Text or other graphic element intruding in the protected zone.

LOGO CRIME

Layering text or other graphic elements over the logo.

LOGO CRIME

Cropping the logo to its exact edges, breaking the protected zone.

Top Line

Golden Line

Ascender Line

cap height

Mean Line

x-height

Baseline

Descender Line

Important Lines for Alignment in Co-Branding

There are certain situations in which other brands may cooperate with Seedlink for particular activities, such as a co-hosted event, where invitations may include both parties' logos. In such co-branding circumstances, it is the **logo without tagline** that should be used. And for easy and accurate alignment with other logos, there are 6 lines designers should always keep in mind:

- **Top Line**
- **Golden Line**
- **Ascender Line**
- **Mean Line**
- **Baseline**
- **Descender Line**

Alignment with Wordmarks

To align with logos that belong to wordmark type, find the mutual **baseline** of the logos, sit the logotype on the baseline, and adjust each logo's size so that they align at **ascender line**.
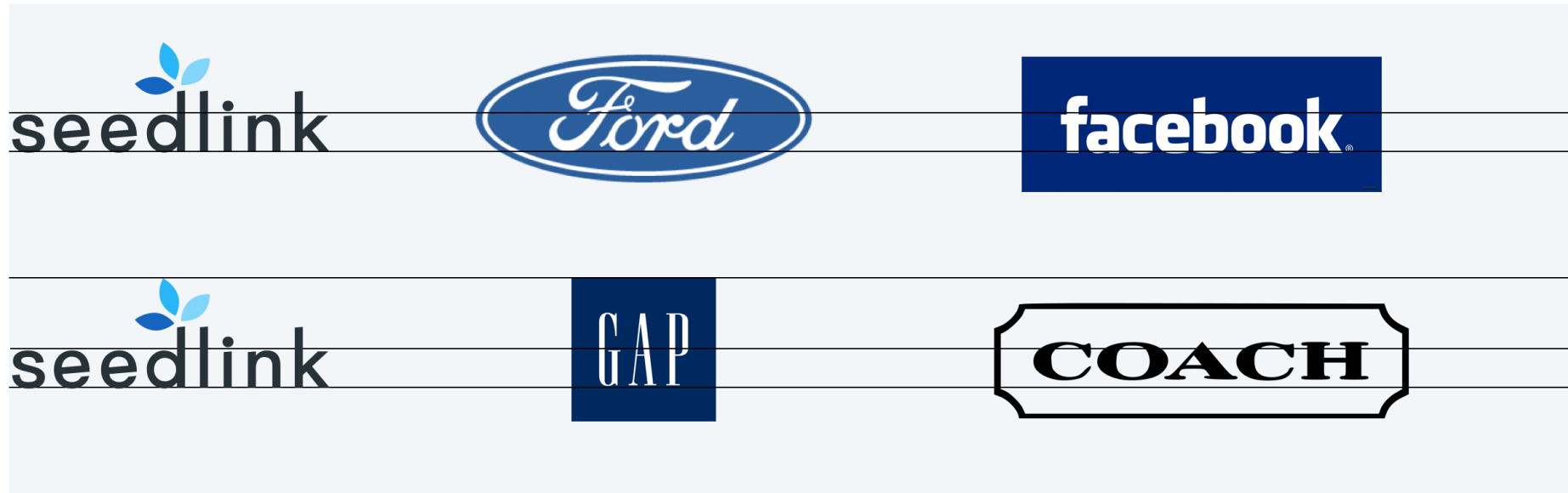
Alignment with Emblems

To align with emblem logos, in most cases align the lower-case letters of the logos within **baseline** and **mean line**.

In certain circumstances doing so does not render the optimal visual effect. In such cases, adjustments are allowed. The Coach logo, for instance, is aligned based on baseline and x-height line, but is moved slightly upward to balance with Seedlink logo vertically.

Another example is Gap logo. The logotypes are aligned on baseline, but at the top, the two logos are aligned at top lines.
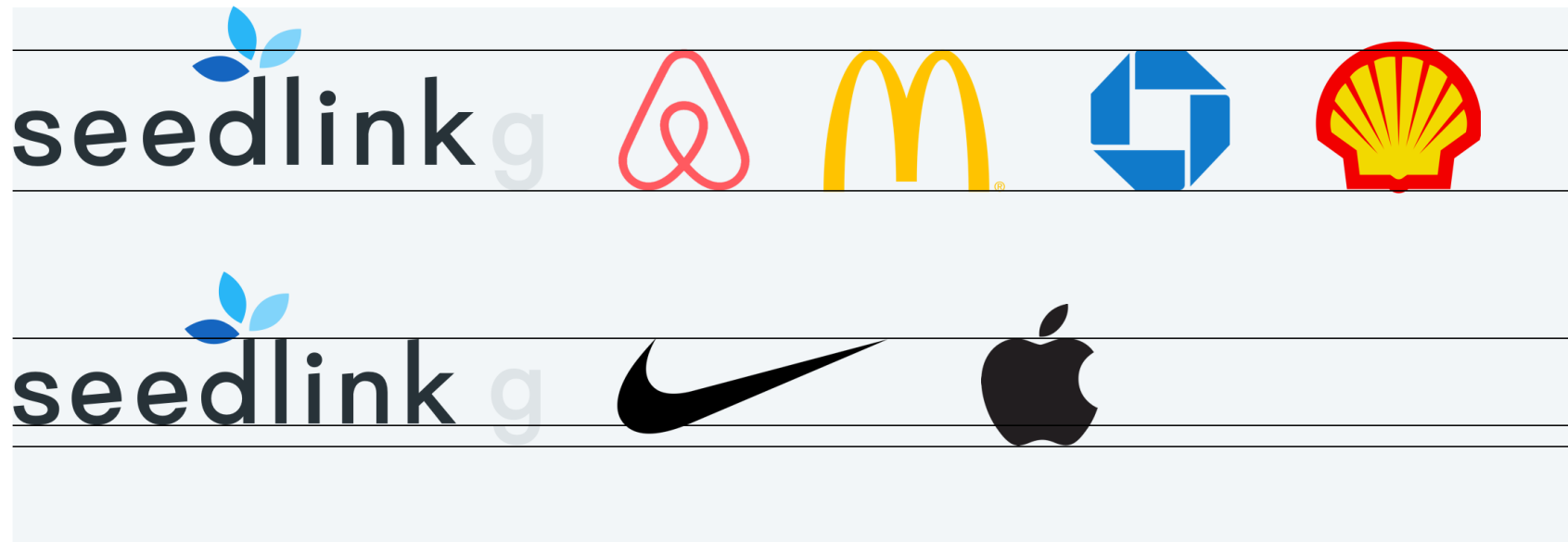
Alignment with Letterforms, Symbols and Pictorial Marks

In most case, align these logos based on **golden line** and **descender line**.

But in circumstances like Nike and Apple, exceptions are made, aligning the logos based on **ascender line** and **baseline** as in Nike's case, and golden line and descender line in Apple's case.

Heavy Grey
#263238
RGB (38, 50, 56)
CMYK (80, 65, 58, 56)

Logo Dark Blue
#0064C0
RGB (0, 100, 192)
CMYK (88, 63, 0, 0)

Logo Blue
#00B7F6
RGB (0, 183, 246)
CMYK (66, 9, 0, 0)

Logo Light Blue
#76D5FA
RGB (118, 213, 250)
CMYK (47, 0, 0, 0)

White
#000000
RGB (255, 255, 255)
CMYK (0, 0, 0, 0)
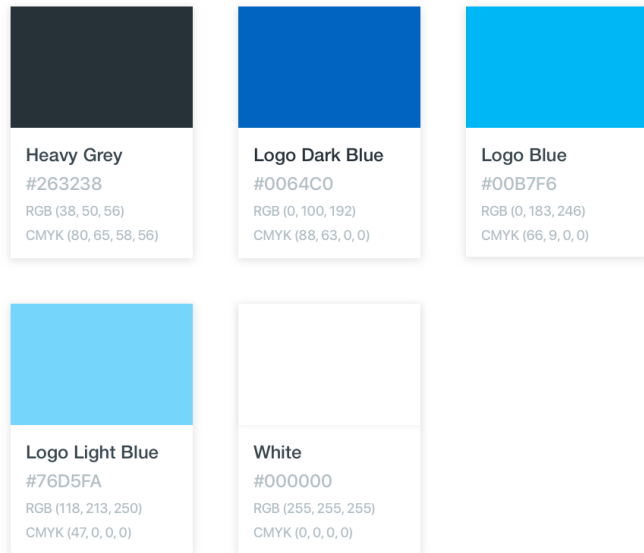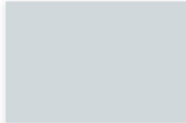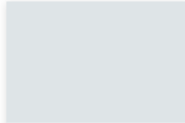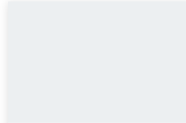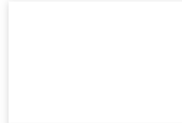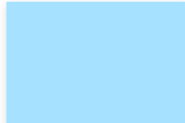
Logo Colors

These colors apply exclusively to Seedlink's logo assets. The first four colors belong to the Primary Logo, while the white belongs to White Logo.

The Logo Colors form the foundation from which other colors extend. Note that there are colors looking similar to the Logo Colors, but they are varied versions of these colors. Logo Colors are restricted to logo usage.

Charcoal Grey	Dark Grey	Grey	Light Grey	Fade Grey	Warm Grey	Faint Grey	White
#283238	#586D79	#93A4AD	#D0D8DC	#DEE4E7	#ECEFF1	#F2F6F8	#000000
RGB (40, 50, 56)	RGB (88, 109, 121)	RGB (147, 164, 173)	RGB (208, 216, 220)	RGB (222, 228, 231)	RGB (236, 239, 241)	RGB (242, 246, 248)	RGB (255, 255, 255)
CMYK (78, 65, 57, 56)	CMYK (69, 49, 41, 13)	CMYK (45, 28, 26, 0)	CMYK (17, 9, 9, 0)	CMYK (12, 6, 6, 0)	CMYK (6, 3, 3, 0)	CMYK (4, 1, 1, 0)	CMYK (0, 0, 0, 0)

Dark Blue	Saturated Blue	Blue	Light Blue	Pale Blue
#3278C8	#20A6E3	#44BBF2	#7FD2FF	#A6E2FF
RGB (50, 120, 200)	RGB (32, 166, 227)	RGB (68, 187, 242)	RGB (127, 210, 255)	RGB (166, 226, 255)
CMYK (79, 50, 0, 0)	CMYK (71, 18, 0, 0)	CMYK (61, 8, 0, 0)	CMYK (43, 2, 0, 0)	CMYK (31, 0, 0, 0)

Primary Colors for Communications
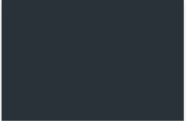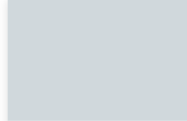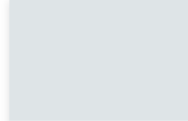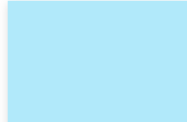
Primary colors are derived from Logo Colors. They are categorized into **Grey Palette** and **Blue Palette**, and are adjusted to be more suitable for applications other than logo.

Keep in mind that the usage of Blue Palette should be disciplined as much as possible, because they serve as good signifying elements that resonates with the Logo Colors, but may become too distractive when applied on a large scale. As compared, the Grey Palette can be applied in a more extensive scope.

Pink Red

#FF5C5C

RGB (255, 92, 92)

CMYK (0, 79, 57, 0)

Sunshine Orange

#E9BA58

RGB (233, 186, 88)

CMYK (9, 27, 77, 0)

Light Yellow

#F8DB23

RGB (248, 219, 35)

CMYK (4, 9, 95, 0)
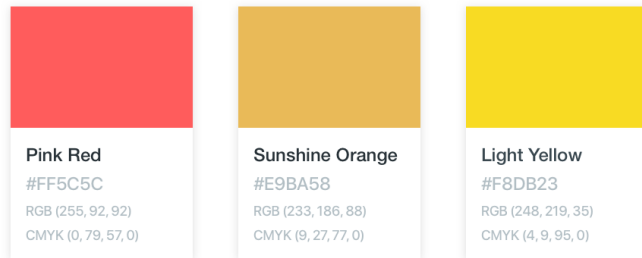
Secondary Colors for Communications

These colors should be used in a restricted manner, serving only as complementary elements to the Primary Colors. The aim of using Secondary Colors is to counter the cold feeling brought about by the blue and grey colors of the Primary palette. But under no circumstances should they be applied dominantly compared to the Primary Colors.

Grey 500
#283238
RGB (40, 50, 56)
CMYK (78, 65, 57, 56)

Grey 400
#586D79
RGB (88, 109, 121)
CMYK (69, 49, 41, 13)

Grey 300
#93A4AD
RGB (147, 164, 173)
CMYK (45, 28, 26, 0)

Grey 200
#D0D8DC
RGB (208, 216, 220)
CMYK (17, 9, 9, 0)

Grey 100
#DEE4E7
RGB (222, 228, 231)
CMYK (12, 6, 6, 0)

Grey 50
#F2F6F8
RGB (242, 246, 248)
CMYK (4, 1, 1, 0)

White
#000000
RGB (255, 255, 255)
CMYK (0, 0, 0, 0)

Blue 300
#2AA7EC
RGB (42, 167, 236)
CMYK (68, 20, 0, 0)

Blue 200
#56C5E7
RGB (86, 197, 231)
CMYK (58, 2, 5, 0)

Blue 100
#7FD2FF
RGB (119, 216, 246)
CMYK (46, 0, 2, 0)

Blue 50
#B1E9FA
RGB (177, 233, 250)
CMYK (27, 0, 2, 0)

Primary Colors for Product Interface

Color palettes for product interface follow similar logic to those of communications.
The difference lies in the Blue Palette, where colors are slightly modified.

Purple Blue
#3F65C9
RGB (63, 101, 201)
CMYK (80, 64, 0, 0)

Old Green
#4DA89F
RGB (77, 168, 159)
CMYK (69, 14, 42, 0)

Young Green
#A3D449
RGB (163, 212, 73)
CMYK (41, 0, 91, 0)

Light Yellow
#F8DB23
RGB (248, 219, 35)
CMYK (4, 9, 95, 0)

Sunshine Orange
#E9BA58
RGB (233, 186, 88)
CMYK (9, 27, 77, 0)

Pink Red
#FF5C5C
RGB (255, 92, 92)
CMYK (0, 79, 57, 0)

Brown 200
#8B7952
RGB (139, 121, 82)
CMYK (43, 44, 73, 15)

Brown 100
#C6A155
RGB (198, 161, 85)
CMYK (23, 34, 78, 1)
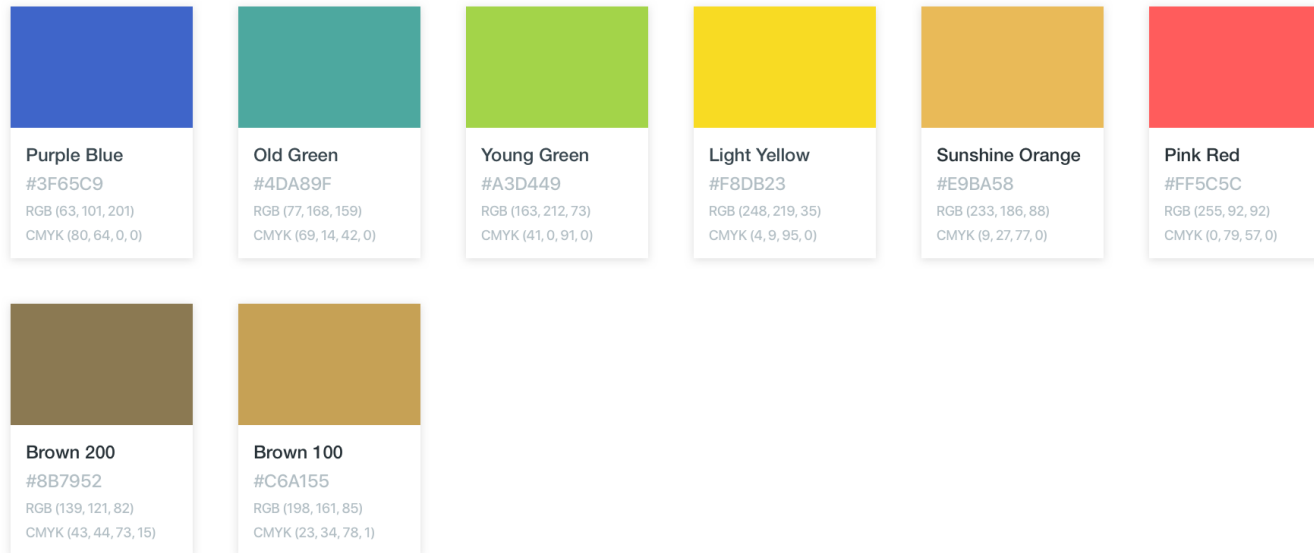
Secondary Colors for Product Interface

These secondary colors are used in product interface restrictively. They are mainly applied to data visualization graphics such as charts and tables.

Calibri

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Default typeface in all Seedlink communications.

Helvetica Neue

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Default typeface in product interface.

Rubik

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Default typeface for official website.

HEADER IS CALIBRI BOLD IN 48/48 PT.

Sub-head is Calibri Bold in 20/25 pt.
Try to avoind all-caps in sub-heads.

Body text is Calibri Regular in 12/17 pt. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Note text and captions for pictures are Calibri Light 10/17 pt. Setting the leading of note text and captions as the same as that of body text is to ensure that the two parts will align in a grid system.

Typorgraphic hierarchy and fliexibility

Above display how typographic hierarchy categorizes text into different chunks to maximizes the reading experience. However, flexibility is allowed in circumstances where these font sizes need to be adjusted, as well as in online scenarios, where different system is used for measuring font sizes. But the designer should keep in mind the typographic hierarchy so that the message can get across without burdening the readers.

$$a : b = 9 : 16$$

a

b

0.12a Header Area

0.24a

0.24a

Grid Module

0.3a Gutter

0.12b   0.175b   0.018b

Gutter

Grid
Module

0.2a

Grid Module

0.1a Margin Area
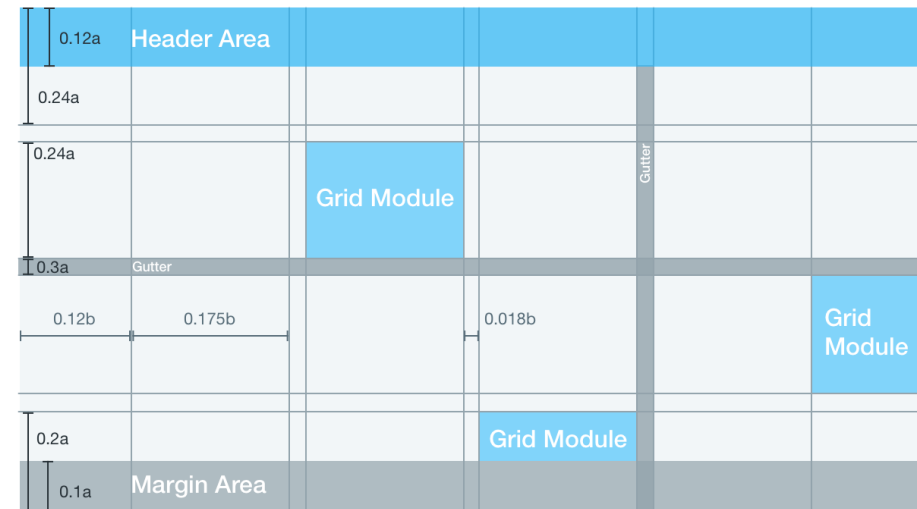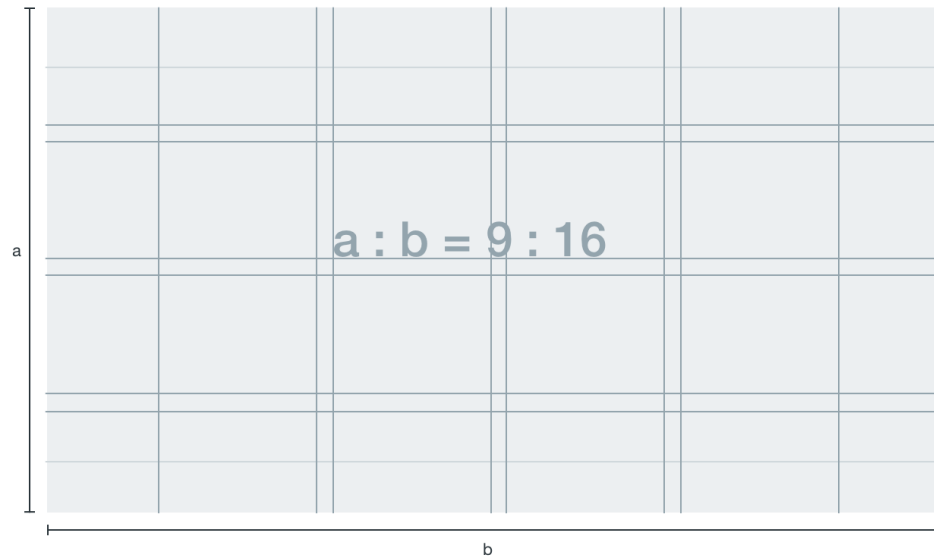
Grid/Layout for PowerPoint Document

The layout structure for PowerPoint is built on a 6x4 grid system. The ratio of the format is 9:16. Based on the grid, the page is divided into different components.

The Header Area is reserved for titles, subtitles, dates, document information, and logo. Margin Area defines the "no-content zone" at the bottom, with the exception of bleed-out images.

Grid Module is for content placement, with gutters separating different parts of the content. But users are free to combine several Grid Modules if it is necessary.

Successful Decisions through
Artificial Intelligence

seedlink

Cover with
Multiple Images
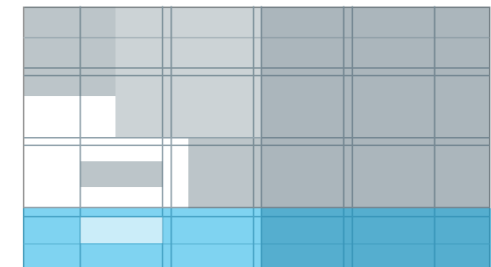
This version of cover uses multiple cropped
images, all aligned with the grid lines. The blue
strip at the bottom reflects the brand color. The
logo and document title are perfectly aligned.

seedlink

Artificial Intelligence in Human Resources Industry

Summer Xia   Chief Operations Officer

Cover with Single Image
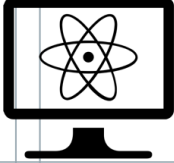
A different version of cover utilizes a layered image that bleeds out to both top and bottom, to emphasize the main message. The logo is color version because it sits on white background. The blue strip at the bottom doesn't touch the format edge, leaving out the margin area.

Prediction Through Alogrithm

seedlink

Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.

It extracts the correlation between human natural language and behavioral traits.

Then it studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y= f(X).

F is the behavioral prediction model.

Put a very short descriptive text here to explain the graphic.

Put a very short descriptive text here to explain the graphic.

Put a very short descriptive text here to explain the graphic.

Long Paragraphs with Graphics

This layout works best when there are long paragraphs of text, with limited amount of images.

Prediction Through Alogrithm

seedlink

Artificial intelligence extracts the correlation between human natural language and behavioral traits.

The algorithm studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y=F(X).

F is the behavioral prediction model, which can be used to predict behaviors (Y) of the assessed (X) in a given organization.

Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.

Graphics with Title Text

This layout style holds when the images out-weigh text in terms of importance. The larger text on the right side works as a subtitle, while the main focus is on the left side of the page.

Prediction Through Alogrithm

seedlink

Artificial intelligence extracts the correlation between human natural language and behavioral traits.

The algorithm studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y=F(X).

F is the behavioral prediction model, which can be used to predict behaviors (Y) of the assessed (X) in a given organization.

Horizontal Long Graphics
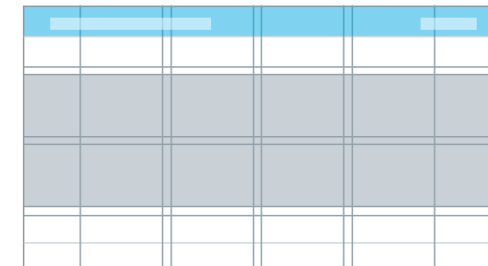
When there are only images or graphics to show, with minor descriptions explaining each graphic element, this layout can be utilized. The content area extends from the most left to the most right.

Prediction Through Alogrithm

seedlink

Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.

It extracts the correlation between human natural language and behavioral traits.

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F is the behavioral prediction model.

Full-Bleed Image (Landscape)

In scenarios where landscape-size full-bled image is to be used, the idea of Page Style 1 can be borrowed, covering the image with a transluscent layer. White text can be added onto that layer.

Prediction Through Alogrithm

seedlink

Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.

It extracts the correlation between human natural language and behavioral traits.Then it studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y= f(X). F is the behavioral prediction model, which can be used to predict behaviors (Y) of the assessed (X) in a given organization.
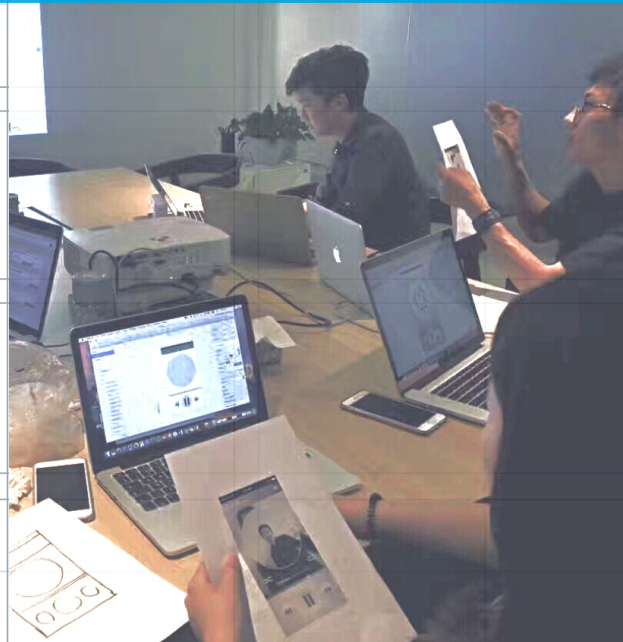
Full-Bleed Image (Portrait)
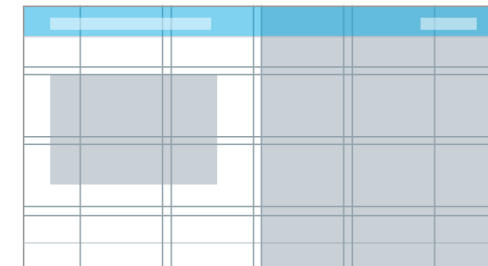
In circumstances where the full-bleed image is portrait size, the image is place on the right side of the layout, leaving the left side blank for text placement.

A4 size
a=297mm
b=210mm

a

b

5p0

5p0

4p0

6p0

1p0
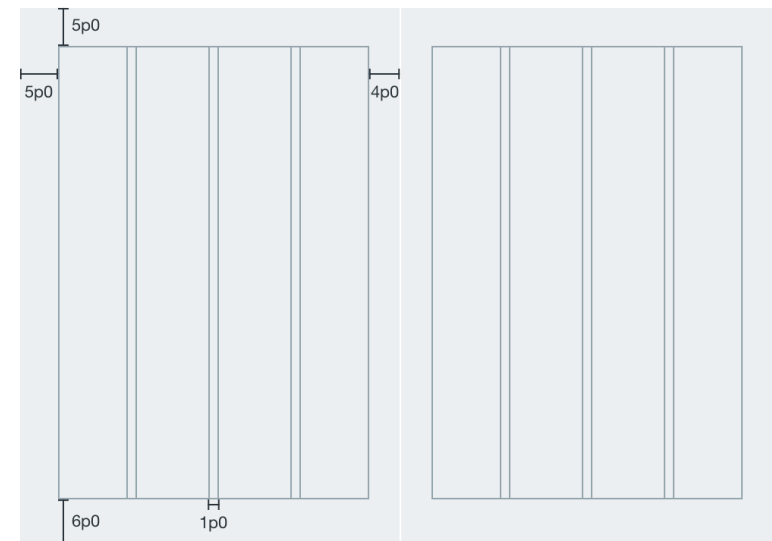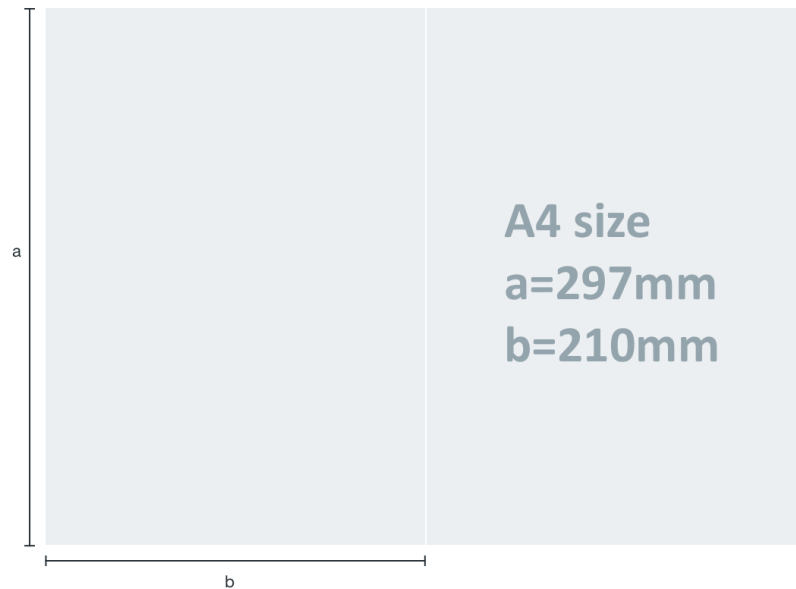
Grid/Layout for Publications

The layout structure for Seedlink publications - white paper, case study, etc. - follows an A4 format. Each page is divided into a 4-column grid system. The top and outside margins are both 5 picas, while the bottom and inside margins are 6 picas and 4 picas respectively. The gutter between columns is 1 pica.

This grid arrangement provides a consistent layout structure, but also offers ample flexibility for creative treatment. The designer working with the grid system is free to put content within each column, or combine multiple columns for the placement of content in large size, e.g. image, table, and charts.

**Artificial Intelligence in
Human Resources Industry**

EMPIRICAL
STUDIES AND
ACADEMIC
RESEARCH

seedlink
PEOPLE SCIENCE

Cover :
full-bleed image
and 4-column gird

The cover utilizes a 4-column grid layout for
subtitle and logo placement. The title of the
document sits on a layered stripe on top of a
full-bleed image.

Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.It extracts the correlation between human natural language and behavioral traits. Then it studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y= f(X). F is the behavioral prediction model, which can be used to predict behaviors (Y) of the assessed (X) in a given organization.

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Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.It extracts the correlation between human natural language and behavioral traits. Then it studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y= f(X). F is the behavioral prediction model, which can be used to predict behaviors (Y) of the assessed (X) in a given organization.
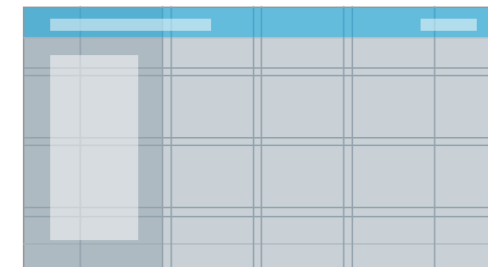
Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.It extracts the correlation between human natural language and behavioral traits. Then it studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y= f(X). F is the behavioral prediction model, which can be used to predict behaviors (Y) of the assessed (X) in a given organization. Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.It extracts the correlation between human natural language and behavioral traits. Then it studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y= f(X). F is the behavioral prediction model, which can be used to predict behaviors (Y) of the assessed (X) in a given organization.

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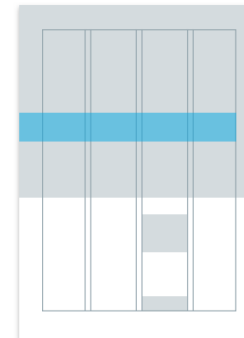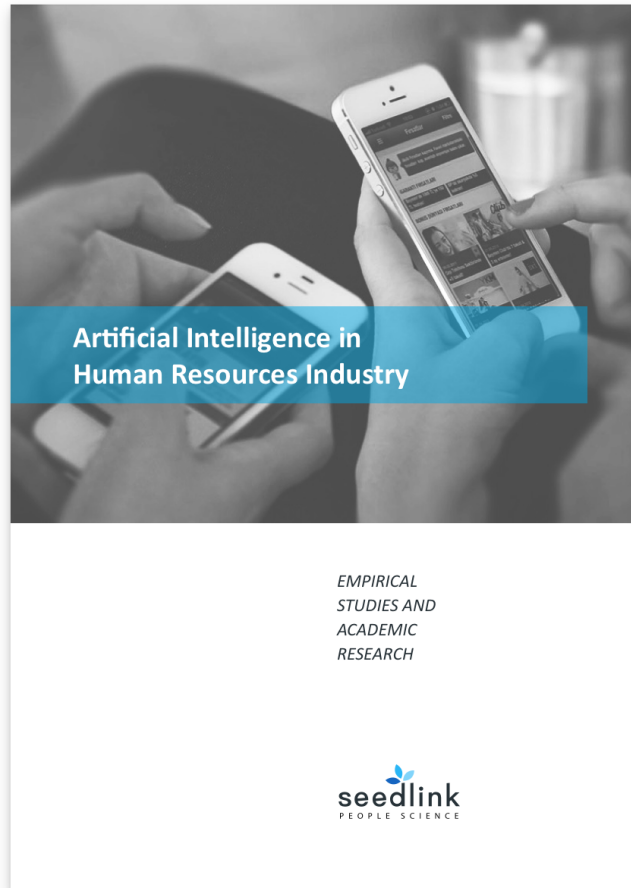
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Seedlink's algorithms can predict both position

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2-column grid (1:1)

One option of arranging content is to use a 2-column grid. The two columns are of equal width. Text and images and be aligned based on the column edge.

> " **Seedlink's algorithm can predict position and cultural fit.**

Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.It extracts the correlation between human natural language and behavioral traits. Then it studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y= f(X). F is the behavioral prediction model, which can be used to predict behaviors (Y) of the assessed (X) in a given organization.

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Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.It extracts the correlation between human natural language and behavioral traits. Then it studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y= f(X). F is the behavioral prediction model, which can be used to predict behaviors (Y) of the assessed (X) in a given organization. Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.It extracts the correlation between human natural language and behavioral traits. Then it studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y= f(X). F is the behavioral prediction Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.It extracts the correlation between human natural language and behavioral traits. Then it studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y= f(X). F is the behavioral prediction model, which can be used to predic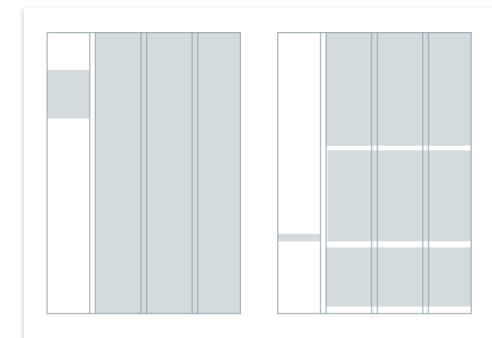t behaviors (Y) of the assessed (X) in a given organization. Seedlink's algorithms can predict both position and cultural fit by analysing a candidate's language.It extracts the correlation between human natural language and behavioral traits. Then it studies language (X) and performance data (Y) of employees in an organization, and sets up the formula Y= f(X). F is the behavioral prediction

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Kobayakawa Hideyoshi taking notes during a meeting.

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2-column grid (1:3)

In the grid layout, one column dominates the other by accomodating body text. The narrower column is reserved for supportive content such as pull quotes and captions.

A meeting was held to discuss how to establish a consistent standard system within the company so that certain procedures must be followed when creating new document.   *CTO Simon Blanchard writing meeting minutes.*   *July 4, 2017, Wednesday*   *Shanghai*

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Design Review is a meeting session in which designers, product managers and decision makers sit together to go over the design outcomes and roll out upcoming product roadmap.   *CEO Robin Young and Product Manager JJ discussing new product features.*   *April 11, 2017. Tuesday*   *Shanghai*

Hybrid grid

In the hybrid grid layout, 1-column, 2-column and 4-column systems are all used. It ensures the consistent look across the document and yet provides enough flexibility to tweak around.

Name

Job Title

Seedlink Technology, LTD

Email   fullname@seedlinktech.com
Tel   021 6052 8208
Website   www.seedlinktech.com

17/F, No.129 West Yan An Road, Shanghai, China

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<tr><td colspan="2" style="font-size: 1.4em; line-height: 1.1em; font-weight: 400;padding: 0px 0px 0; color:#93a4ad;">UX Designer</td></tr>
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<tr>
<td style="white-space:nowrap;line-height:1.5em;color:#586d79;padding:0 1em 0 0;width:5em;">Email<br>Tel<br>Website</td>
<td style="white-space:nowrap;line-height:1.5em;padding:0;"><a href="mailto:fullname@seedlinktech.com">fullname@seedlinktech.com</a><br>021 6052 8208<br>
<a href="http://www.seedlinktech.com/">www.seedlinktech.com</a><br></td></tr>
<tr><td colspan="2" d="" style="white-space:nowrap;height:3em;line-height:3em;">17/F, No.129 West Yan An Road., Shanghai, China</td></tr></tbody></table><div> </div>
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Email Signature (setting up using HTML)

Email signature serves as an electronic business card. It's a great opportunity to promote both the individual and the business with every email that is sent. From the corporate branding perspective, a consistent and succint email signature across the company gives clients/prospects an impression of professionalism.

To create the signature, open the signature editor in your email settings, copy and paste the code next to the sample signature above, and replace the blue part with your own information.

Name

color: RGB(41, 50, 56)
font size: 20 pt
font: Calibri

Job Title

color: RGB(148, 164, 173)
font size: 14 pt
font: Calibri, bold

Seedlink Technology, LTD

color: RGB(89, 109, 122)
font size: 14 pt
font: Calibri

Email	fullname@seedlinktech.com
Tel	021 6052 8208
Website	www.seedlinktech.com

17/F, No.129 West Yan An Road, Shanghai, China

color: RGB(89, 109, 122)
font size: 10 pt
font: Calibri

Make sure these three items are aligned left.

Font   Size   Color

Email Signature (setting up using text editor)

Another option is to use the text editor of the software you use, such as Microsoft Outlook. The specs for the particular style are illustrated above.