

ARTISAN BRAND GUIDELINES



- SECTION 01

ABOUT ARTISAN TALENT



“ I wanted to create a haven for top talent that balances the demands of companies, while advocating for the talent.

*Bejan Douraghy
Artisan Founder & CEO of Artisan Talent*

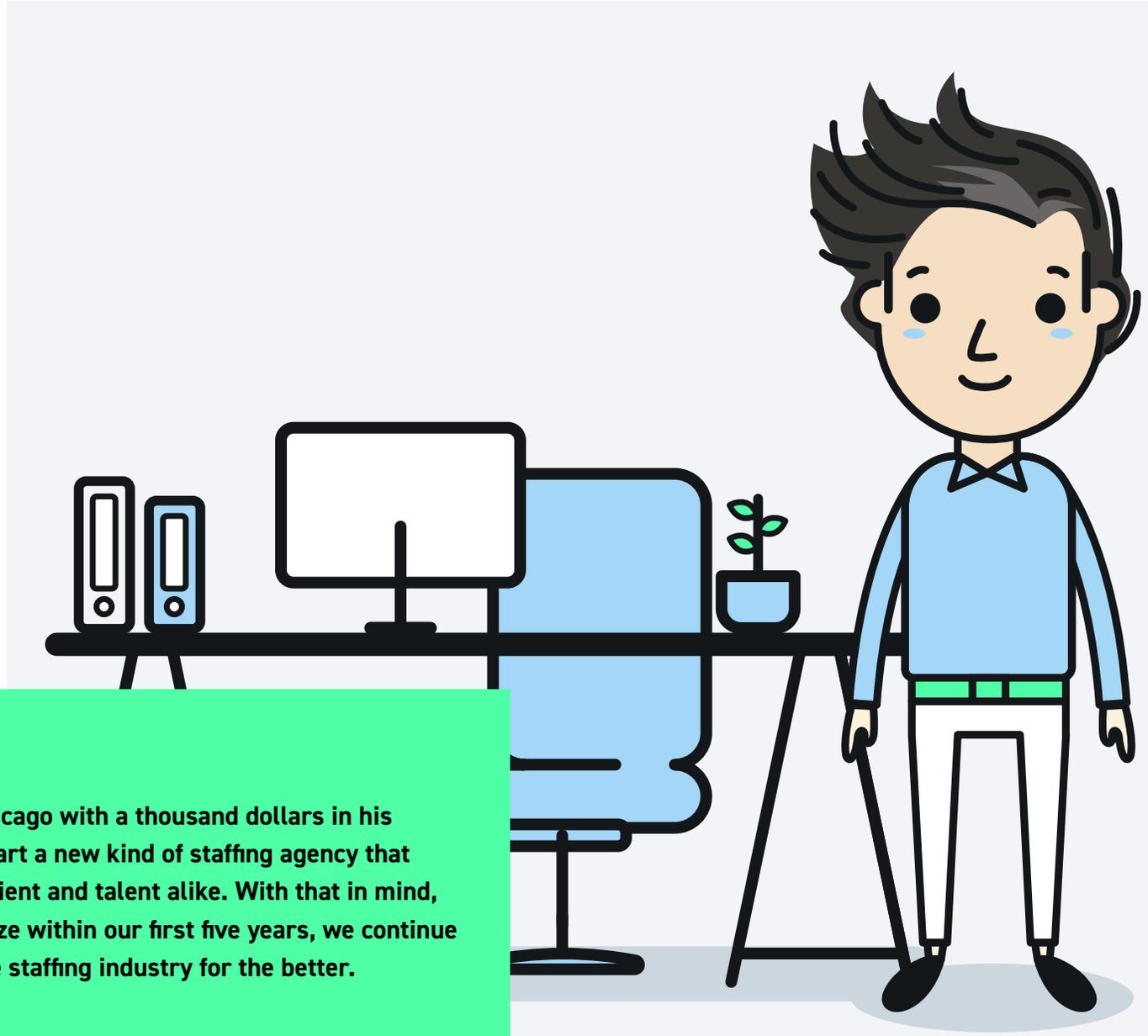
○ OUR STORY

Artisan Talent is a boutique recruitment agency with big reach and big dreams. Working in the creative, digital, and marketing spaces means creativity is our thing. But we aren't another impersonal staffing agency. We continually hone and master our process, prioritizing transparency and happiness over fast placements and automation for relationships that stand the test of time.

From small agencies to major corporations, we are in the business of connecting people—and we never forget that. That's what makes us Artisan.

HOW IT ALL STARTED:

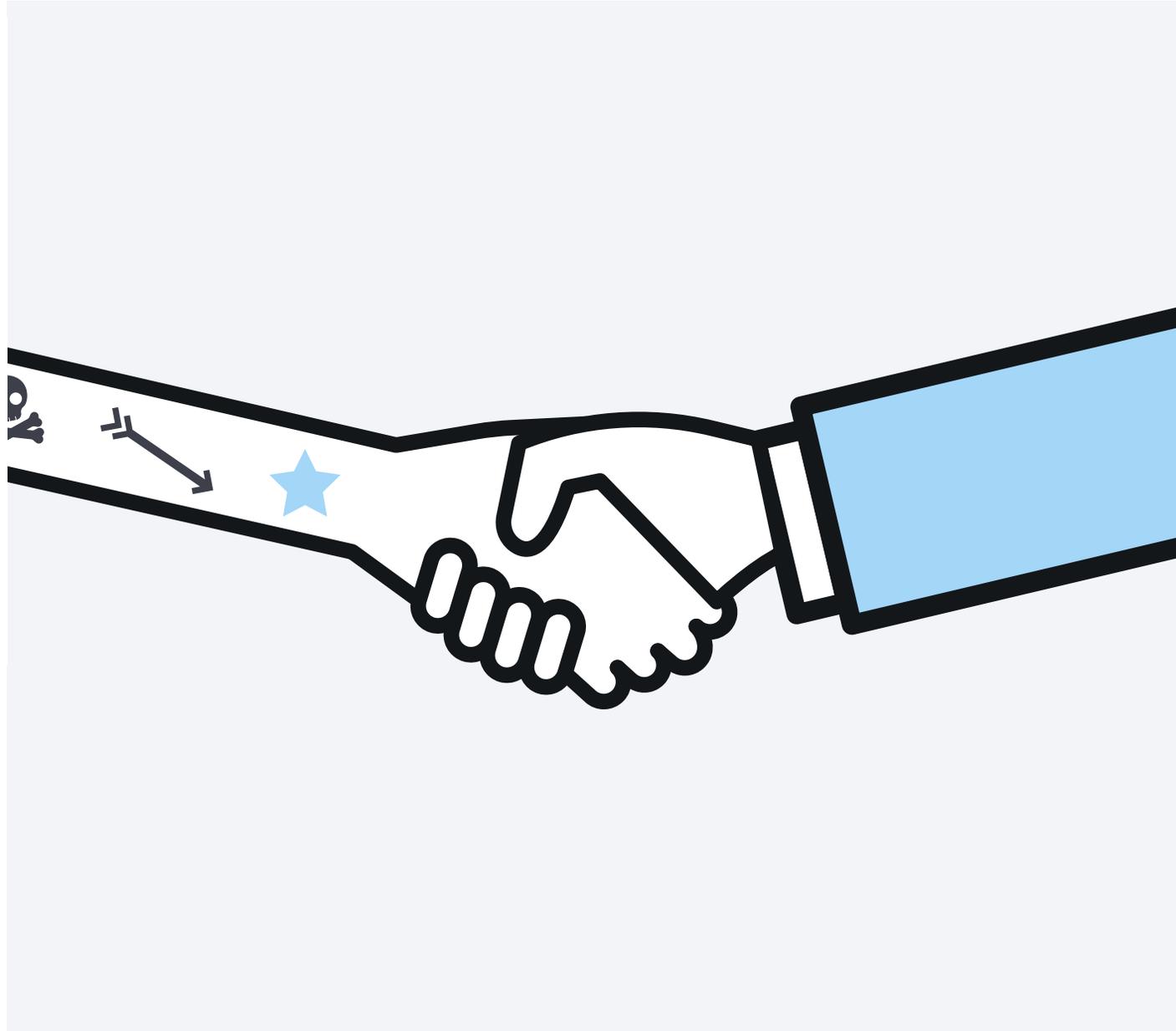
At age 25, Bejan Douraghy ventured to Chicago with a thousand dollars in his pocket, big dreams, and the ambition to start a new kind of staffing agency that nurtures long-lasting relationships with client and talent alike. With that in mind, he launched Artisan in 1988. Tripling in size within our first five years, we continue to grow and lead by example to change the staffing industry for the better.



○ **OUR MISSION**

Matching Talent with Success

Our mission is simple.
Inspiring better lives.



◦ **OUR VALUES**

With our mission deeply rooted in everything we do, there is one key aspect that ties every action, every placement, every interaction: **PEOPLE**. So we stay human, prioritize communication and transparency, and keep the love of what we do at the core.

◦ **WHAT MAKES ARTISAN DIFFERENT IS OUR CORE VALUES.**

1. IT'S ABOUT THE QUALITY OF PLACEMENTS, NOT THE QUANTITY.

Throughout years of hitting on an approach to finding talent and retaining clients, we emphasize the right talent for reputable, vetted companies and agencies.

2. WE STAY NIMBLE TO ADAPT QUICKLY.

Things change across the industries we work in—fast. We pride ourselves in not just following the trends, but identifying them and staying one step ahead of the rest.

3. WE STAY CURIOUS AND PRIORITIZE THOUGHT LEADERS.

We work with inherently creative people. We are too. So we ask questions, find out about new technology and design, and plant a flag in the ground for thoughtful staffing and putting people first.

4. TRANSPARENCY WILL SAVE THE DAY.

Quick and reliable communication wins every time. Whether it's updating clients or giving talent news on a placement, we always nurture our relationships and don't ghost.

o **OUR PERSONALITY**

Our brand essence is the heart and soul of all communications and messaging. The core tenants of the Artisan personality should be reflected in word choice and tone. It's what sets us apart from other recruitment and staffing agencies.

o **OUR BRAND IS**



INTELLIGENT

Professional, articulate about the various industries
Artisan works across, able to give insight to both employers and candidates



INNOVATIVE

Thought leaders in both the staffing and creative industries, current on trends, modern approach to the space



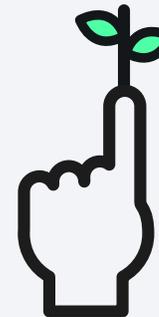
CURIOUS

Curious about both people and industries, enjoy creative pursuits, know the intricate needs of creative industries



OPTIMISTIC

Energetic, never self-deprecating, solutions-oriented, fun and light



CARING

"One of us," sincere, transparent, empathetic of the ups and downs of staffing, trustworthy, nurturing

◦ **WHO WE WORK WITH AND WHY**

We work with the bold and the curious. The ones who love what they do and are driven to do more. Finding their voice and creating new ones. Innovators who find solutions to problems new and old. People who ask "what if?".

Our clients and talent pool are as vast as the industries we work in. But innovation and creativity are always the common thread.

Our clients are from the following fields and companies, though we are always expanding and reevaluating:

HOSPITALITY

TRAVEL

INSURANCE

HEALTHCARE & MEDICAL

TELECOM

ONLINE LEARNING & HIGHER EDUCATION

ACCOUNTING, BANKING, FINANCE

HUMAN RESOURCES

SCIENCE & RESEARCH

FOODS

MARKETING & ADVERTISING

CHEMICAL

NONPROFIT

TECHNOLOGY

RETAIL, CONSUMER GOODS, APPAREL, & COSMETICS

REAL ESTATE

ENERGY

LEGAL

SPORTS & ENTERTAINMENT

NEWS, MEDIA, & PUBLISHING

Our talent pool comes from the following disciplines:

CREATIVE & DESIGN

CONTENT WRITING & EDITING

CREATIVE LEADERSHIP

USER EXPERIENCE

DIGITAL DEVELOPMENT

MOTION

MARKETING

PROJECT & ACCOUNT MANAGEMENT

○ **OUR POSITIONING IN THE STAFFING SPACE**

We're a creative staffing agency with a deep pool of digital, marketing, and creative talent. Our Account Managers and Talent Recruiters take the time to find out what makes both our clients and talent tick. So that the matches we make are more than just professional placements—they are fulfilling roles that make our clients' jobs easier and meet our Talents' goals of a successful career and long-lasting relationships.

OUR APPROACH TO STAFFING

○ **MATCH**

FOR CLIENTS

We are committed to understanding what will result in the best match for our clients.

FOR TALENT

We prioritize a nurturing relationship, only matching talent with the roles that make sense.

FOR ARTISAN

Our team is the lifeline between happy talent and clients. Be compassionate.

○ **RESPONSE**

We provide honest and quick communication throughout the process.

We don't ghost. That means communicating every step of the way. Every time.

We communicate openly and quickly. Value honesty and solutions at all levels.

○ **ADVOCACY**

We are a partner, giving access to talent pools not directly available.

We will value the Talents' interests and success over quick placements.

Feel empowered to advocate for passions, interests, and good matches.

- **SECTION 2**

THE BRAND

A brand is the sum of all a company's parts: marketing, history, clients, relationships, etc. It all adds up to a sense of purpose and mission for its employees and a sense of meaning and expectation for the public. These brand guidelines give fence posts so you can use your creativity to tell the Artisan story. These guidelines will help make sure Artisan is clear, compelling, and consistent—no matter what we're doing.

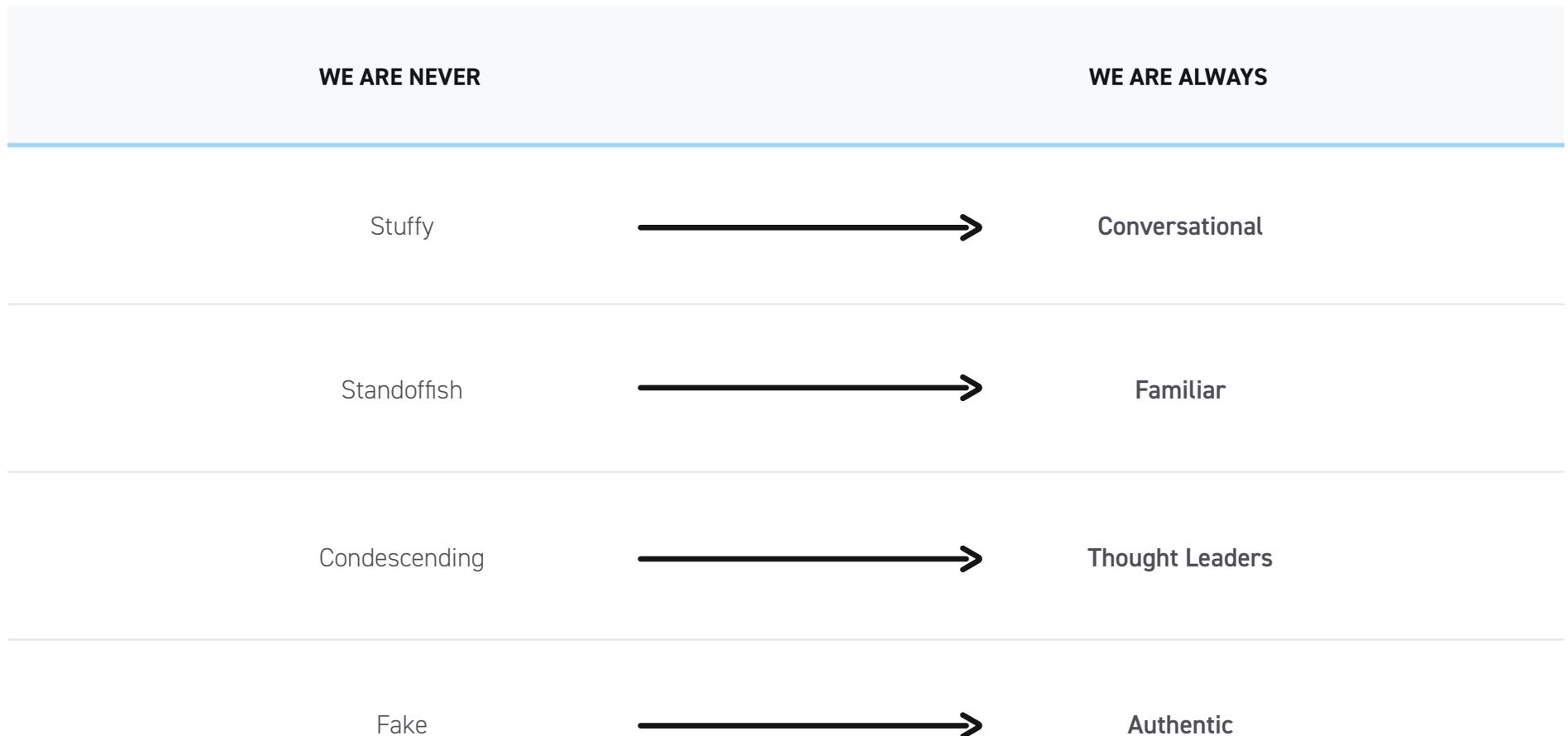
- SECTION 02-A

VERBAL IDENTITY

[IN OTHER WORDS, THE WORDS WE USE]

◦ TONE OF VOICE

We aim to create genuine connections with people. We're honest and creative without being brash or condescending. We are a brand made up of humans in the business of inspiring better lives.



◦ BRAND NAME AND TAGLINE

Always This: Artisan Talent

- For the first copy mention refer to the brand as Artisan Talent. Subsequent mentions may refer to **Artisan**.
- When writing our brand as two words be sure to use a capital A and a capital T, with a space in between. All caps should only be used within other all caps copy.
- **Matching Talent with Success** is our standard tagline, used in all official and online communications.



MATCHING TALENT WITH SUCCESS

◦ **SOME OTHER ARTISAN-ISMS**

Inspiring Better Lives
[Philanthropic]

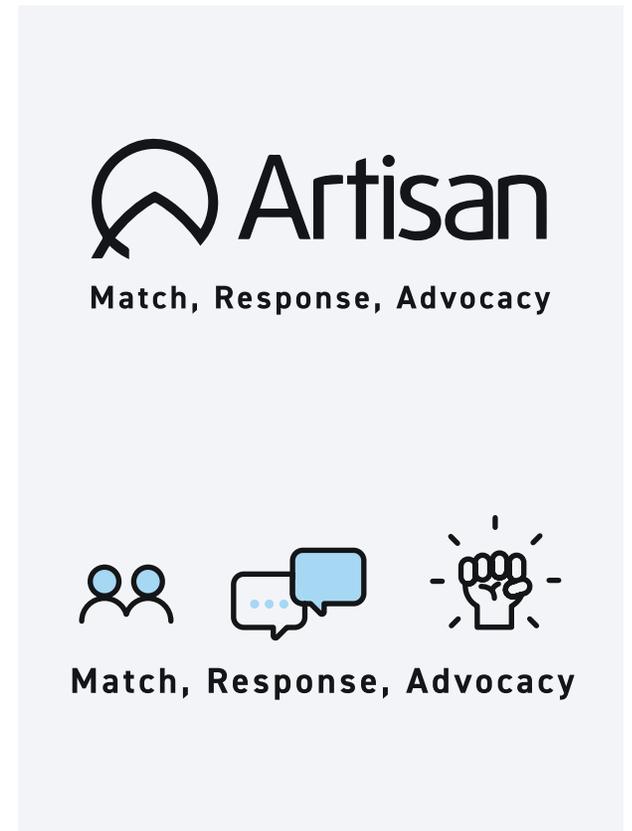
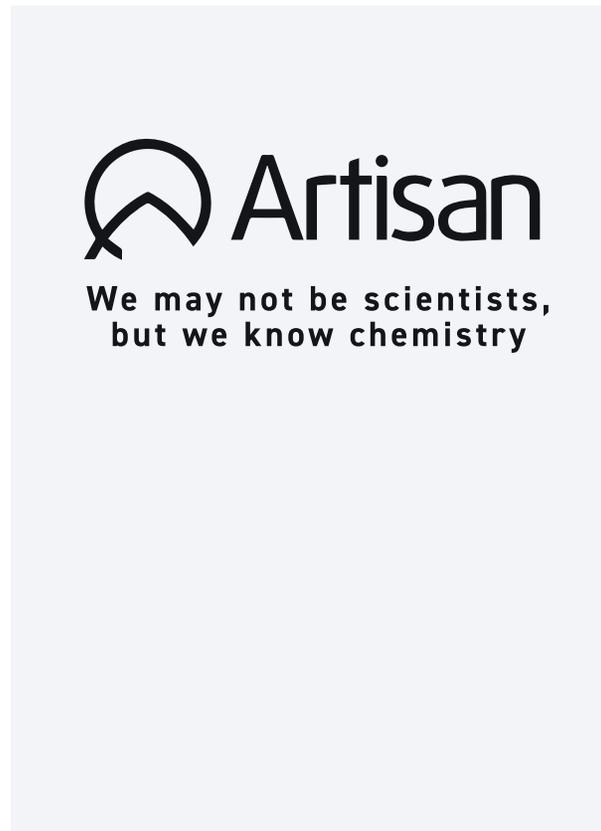
We will use this tagline when marketing in philanthropic events and communications.

**We may not be scientists,
but we know chemistry**

This tagline is all about our unique approach to successful matching. We use it for networking events and communications.

Match, Response, Advocacy

This is a standard tagline, used in internal documents and communications.



◦ THE NUTS AND BOLTS

These standardized rules should be used across all mediums, without exception.

RULE	EXAMPLE
Single spaces after punctuation.	Creative roles? We've got them!
Sentence-case capitalization with some exceptions:	<ol style="list-style-type: none"> Headings [should capitalize all words, except articles]. Job titles within descriptions: Use Account Manager, not account manager.
Use the Oxford comma.	We need a, b, and c. Not: We need a, b and c.
Bullet points need no punctuation.	We match: <ul style="list-style-type: none"> Creatives and companies Designers and agencies Editors and media companies
Place punctuation inside quotations.	We do it "like this," or "this."
No space before or after em dashes Do use a space in between en dashes for date ranges	Em dash: "Please"—that's what he asked her later. En dash: 1991–2002
Some other grammar odds and ends	Onsite or onsite, not on site or on-site Offsite or offsite, not off site or off-site Email, not e-mail Full-time, not fulltime Part-time, not parttime Entry-level, not entry level Log in (as a verb) and login (as a noun) U.S., not US

- SECTION 02-B

VISUAL IDENTITY

**[OR, HOW PEOPLE CAN IDENTIFY US NO
MATTER THE PLATFORM]**

o **VALUE IDENTITY**

The Artisan identity is often told in three parts:

The logo

The tagline lockup

The marquee

The logo consists of two elements—the mark and the logotype. These two elements are most often used in combination and only stand alone when necessary.



The Full Lockup

When space allows, we use the full lockup with the watermark and the logo, always with a 1-color design.



The Artisan Logomark

When space constraints dictate, the logomark (sometimes internally called the “favicon” or “bug”) may be used alone only if presented in close proximity to the website URL or name “Artisan Talent.” For example: as a social media icon or on physical merchandise.



The Artisan Logo

When necessary, the logo may be reversed out of a solid field of black.

o **LOGO**
Minimum Space and Size

In order to provide maximum visibility, the Artisan logo should appear with an area of clear space surrounding it, large enough to ensure legibility.

When possible, this diagram represents the suggested minimum amount of space required around the logo.

Half the width of "x" is the minimum amount of white space allowed (green dotted line).



To ensure legibility and prominence, the Artisan logo should never appear smaller than the minimum sizes shown here for print and digital applications.



o **INCORRECT USE OF THE LOGO**

To maintain consistency, the Artisan logo follows a strict set of guidelines.

Here are a few common examples of how not to apply the logo.



DO NOT apply colors other than those designated in the color palette (see p. 19).



DO NOT use the logotype without the mark.



DO NOT apply any effects to the logo. This includes drop and inner shadows, outer and inner glows, beveling, embossing, and gradients.



DO NOT outline the logo.



DO NOT use separate colors for the mark and logotype.



DO NOT stretch or compress the logo.



DO NOT rotate the logo.



DO NOT use patterns.

o **BRAND EXPRESSION**

The visual style of Artisan presents our brand to the world as a leader in the creative staffing agency world. We strive to aim above our competitors by competing on a design level with ad agencies and design agencies in look and feel.

If our mission statement and brand essence, “the why,” is our heart and soul, then brand expression is our look and feel.

Artisan's creative and digital expression should always look and feel timeless, intentional, simple, and friendly.



TIMELESS

Fresh, functional, classic, and approachable

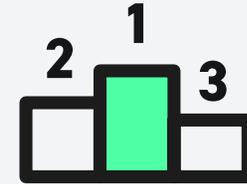
We don't hop on trends. We favor a controlled color palette and simple font selections.



SIMPLE

Clean, smooth, clear, and consistent

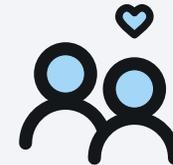
White space is king. Our designs should always have the viewer's ease of use in mind.



INTENTIONAL

Well designed, thoughtful, and elevated

Our design is based on intentionally tweaking grid framework. Each element is well-thought out and purposeful.



FRIENDLY

Playful, energetic, trusting, and welcoming

We want to make you smile using micro-animations, iconography, and playful elements.

- **DIGITAL BRAND COLOR PALETTE**

The primary colors should always be dominant on the page as they are core to the Artisan brand. Core colors should always be favored with the secondary palette used for thoughtful pops of color and to guide the users throughout.

Artisan green should be reserved for buttons and links.

Colors should be used without gradients.

BLACK
PRIMARY COLOR

Hex #000000

GREY
SECONDARY COLOR

Hex #f1f1f1

ARTISAN BLUE
PRIMARY COLOR

Hex # 9acbe3

GREEN
TERTIARY COLOR

Hex #4effa5

○ OUR TYPOGRAPHY— PRIMARY

Key to the successful application of the Artisan identity is consistent use of typography. DIN has been selected for its clean, modern lines, legibility, and flexibility. It should be used in all Artisan communications.

Prominently used weights are Regular, **Bold**, and Light.

Headlines should appear in bold, all caps.

Sub-headers in bold, sentence case.

Body text in light.

Digital headlines (and print headlines when prudent) are always presented in ALL CAPS.

NOTE: In the case that some digital applications will not allow for the use of the primary typeface, a default font Arial should be used.

DIN 2014 REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$%&(!#!?)

DIN 2014 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$%&(!#!?)

DIN 2014 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$%&(!#!?)

○ OUR TYPOGRAPHY— SECONDARY

Lora has been selected to complement our primary DIN font and should be reserved only for callout boxes and quotes (see below). Rare in its use, Lora is mainly used in the regular weight and should always stand alone, never be mixed in the same text box with DIN, or presented in any other color than black or reversed in white out of a box of black.

Example of Lora in use:

“ I wanted to create a haven for top talent that balances the demands of companies, while advocating for the talent.

*Bejan Douraghy
Artisan Founder & CEO of Artisan Talent*

LORA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(,.,:;#!?)

LORA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(,.,:;#!?)

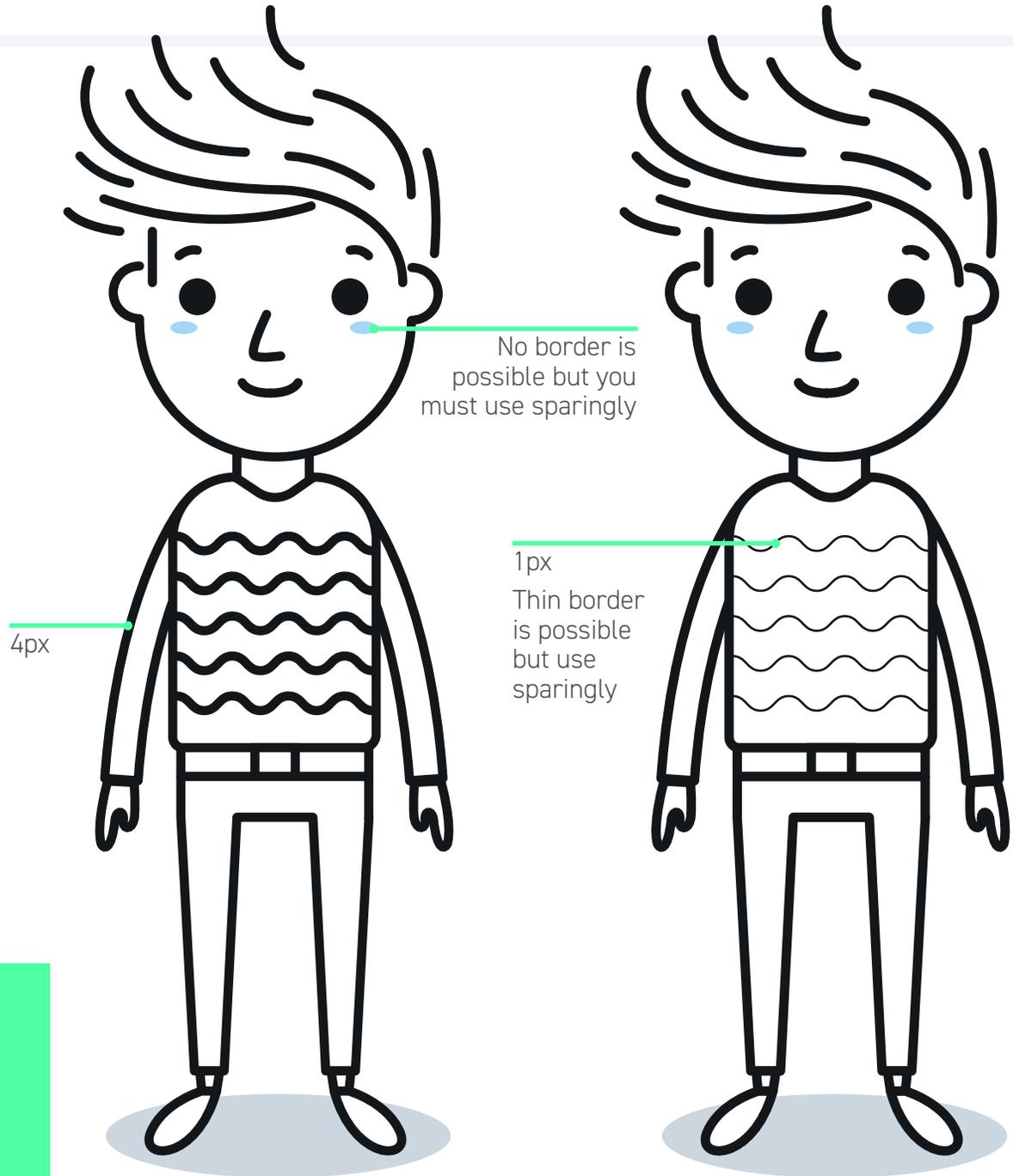
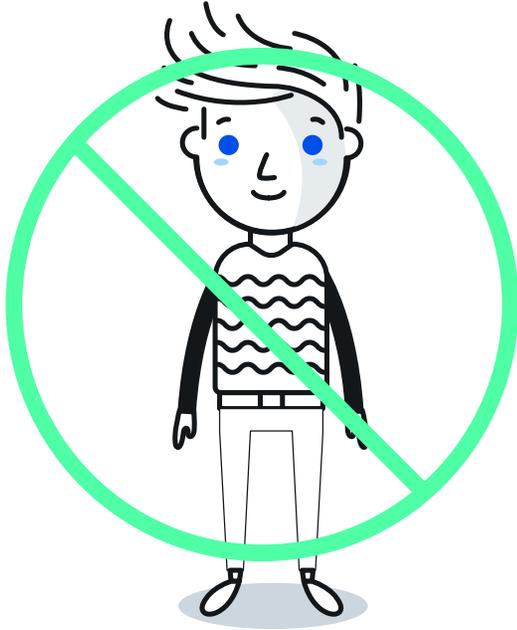
- SECTION 02-C

OUR DESIGN ELEMENTS

OUR ILLUSTRATIONS

Illustrations are made with bold lines.

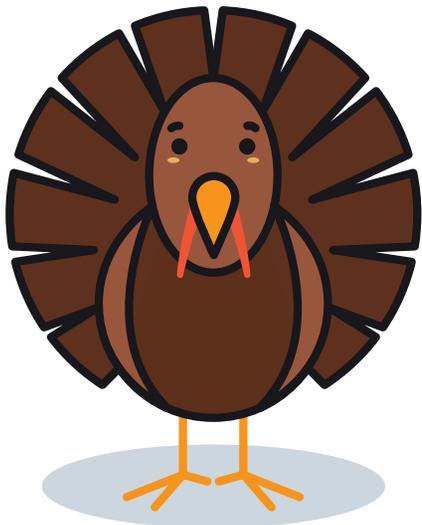
Sometimes you can use thinner lines, but you must keep mostly bold lines.



- NEVER** use color on eyes
- NEVER** use a thin border on body
- NEVER** fill the clothes with black
- NEVER** add a shadow on skin or clothing

○ **OUR ILLUSTRATIONS
IN USE**

Illustrations should follow the main parameters set above, but we encourage playfulness with new illustrations created.



○ OUR ILLUSTRATIONS IN USE - COLOR

Artisan pulls inspiration from the great artists of past and present.

In order to maintain a fresh look and feel for our illustrations, we don't rely on a set palette, instead we look to famous paintings for our inspiration.

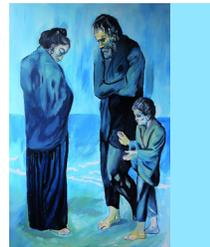
Choose one or more renowned works of art and identify strong and vibrant hues within them for color selection.



Example of a yellow that is too dull/grey



#fad9ba



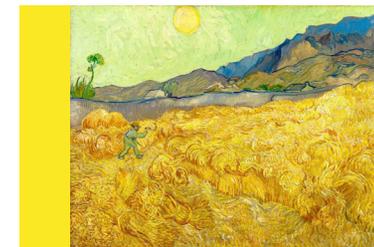
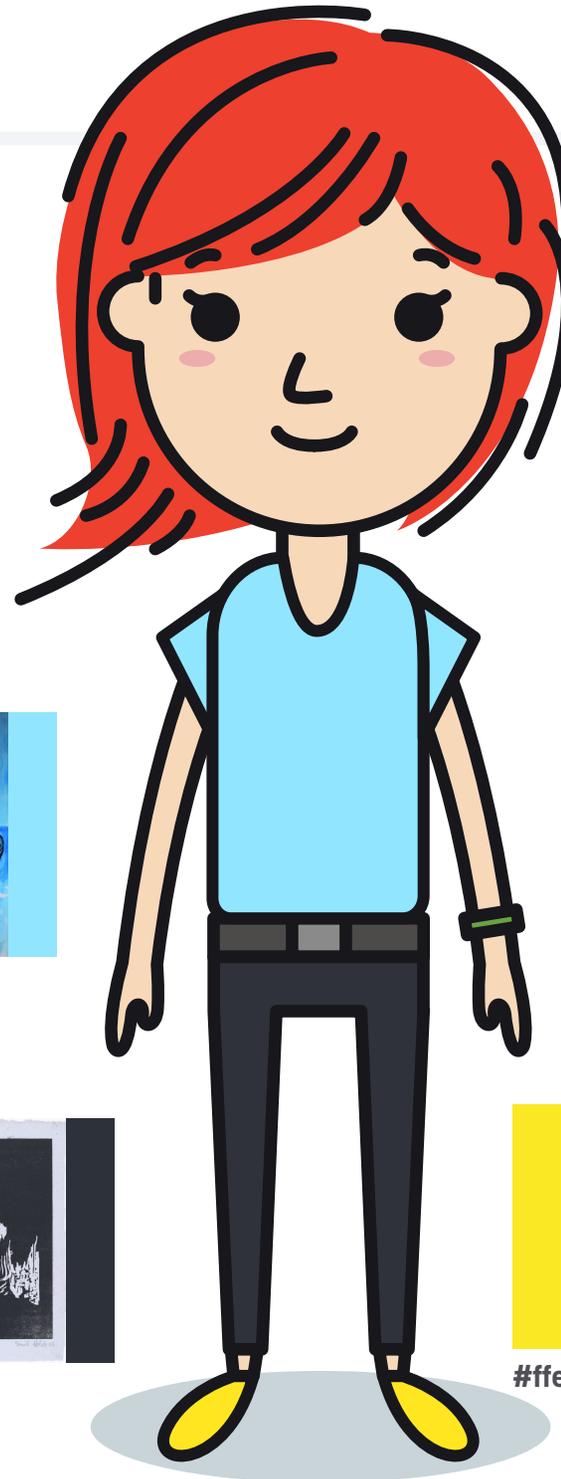
#91e5ff



#2f333a



#ef4130



#ffe628

o **OUR ICONS**

Imagery is the final piece of the Artisan visual identity and brand expression. Once an image or illustration is placed in competition it becomes the focus for the viewer, so great care should be given in choosing high quality imagery and illustrations that suit the intended audience.

Preference should be given to vector illustrations and iconography across print and digital.

No stock illustration.

			
NURTURING	OPTIMISTIC	SMART	ARTISTIC
			
TIMELESS	SAN FRANCISCO	SIMPLE	FRIENDLY
			
PHOTOGRAPHY	WITTY	MATCH	RESPONSE
			
CARING	CONVERSATIONAL	CREATIVE	ADVOCACY

- **SECTION 3**

SOCIAL MEDIA & COMMUNICATIONS

- SECTION 03

OUR SOCIAL MEDIA PRESENCE

o **HOW WE SOUND**

Our goal on social is twofold:

**Thought leadership
Community-building**

We do this through concise, informed messaging that follows the Artisan tone and visual identity.

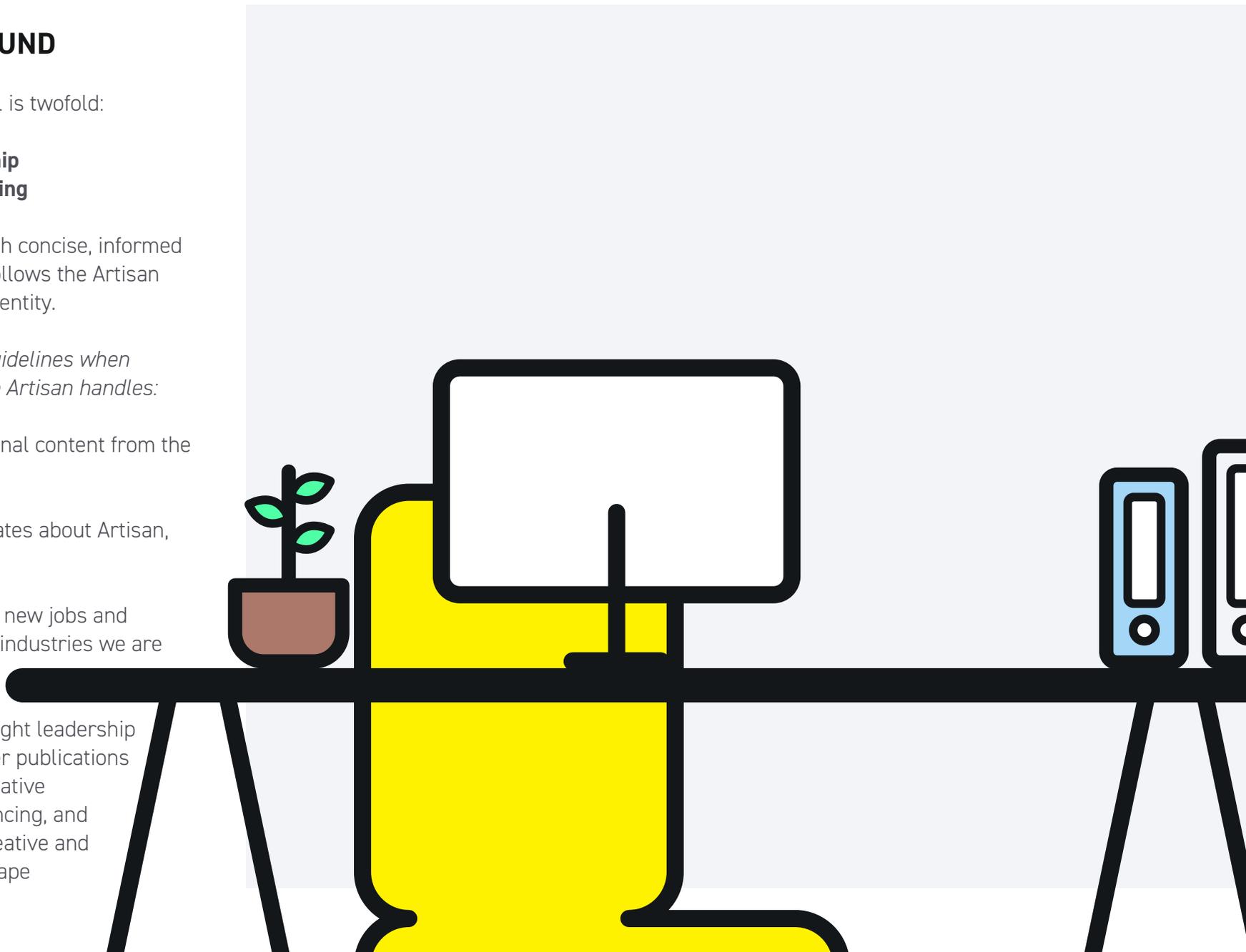
Here are a few guidelines when posting under the Artisan handles:

We do share original content from the Artisan blog

We do share updates about Artisan, the company

We do post about new jobs and openings, or new industries we are working with

We do share thought leadership content from other publications about studies, creative industries, freelancing, and working in the creative and marketing landscape



OUR SOCIAL MEDIA PRESENCE IN USE

LinkedIn example

Artisan Talent
51,431 followers
1mo

+ Follow ...

Did someone say it was the Kentucky Derby?! Cheers to the greatest two minutes in sports! #KentuckyDerby2019



15

Like Comment Share

Be the first to comment on this

Twitter example

Artisan Talent @ArtisanTalent · 22h

Do you have a passion for working in fashion? Are you seeking a role that allows you to support the #LGBTQ+ community?! Our #NewYork client, a custom clothing company, is seeking a #PRSpecialist to support their efforts. Check it out: hubs.ly/H0JwKzm0 #Jobs #NewYorkJobs



Artisan Talent @ArtisanTalent · Jun 21

Did you know that today is #NationalSelfieDay ? Thanks to social media, we are encouraged to take creative (appropriate) selfies and share them on social media with the hashtags #NationalSelfieDay and #SelfieDay !



Facebook example

Artisan Talent
Published by Margot Beard [?] · June 20 · ✨

Staying Healthy At Work - Americans work more, sleep less, and are sicker than European workers. Here's how companies can create a healthier work-life balance for their employees.
<https://hubs.ly/H0jnrw30>



CREATIVE.ARTISANTALENT.COM

Staying Healthy At Work
Americans work more, sleep less, and are sicker than European...

- **SECTION 4**

YOU'RE ALL IN THE FAMILY

○ ARTISAN INTERNAL ORGANIZATION

