

TRUEHIRE

Brand guidelines.

A guide to a trusted, clear,
and people-centered identity.

[English](#)

Clarity for decisions about people.

Proposed positioning and communication principles to unify the TrueHire brand experience.

POSITIONING

TrueHire helps HR teams manage recruitment and review candidates with AI support and structured information, enabling more informed decisions.

WHO IT IS FOR

HR and talent acquisition teams, hiring managers, and organizations seeking a more structured approach to candidate evaluation.

The candidate experience should be clear, easy to understand, and respectful of their time.

01

Trustworthy

Communicate capabilities and results in line with the available evidence.

02

Clear

Help users understand information, status, and next steps.

03

Human

Technology supports human judgment and respects candidates.

Connected. Purposeful. Trusted.

A proposed visual interpretation of the supplied logo, not a statement of the original designer's intent.



01 Interconnected shapes

The layered curves can represent the connection between candidates, information, and organizations.

02 Forward movement

The rising tip suggests progress: a process moving toward clearer decisions.

03 Depth within the blue spectrum

Navy provides a calm foundation. Bright blue adds energy, openness, and a sense of technology.

One logo, six core assets.

Use the horizontal lockup by default. Use the vertical lockup for taller spaces or centered compositions.

GRADIENT



Logotype 1_G-trim.png

SOLID / FLAT



Logotype 1_P.png

REVERSE / LIGHT



Logo Export 1-22-27.png



Logotype 2_G.png



Logotype 2_P.png



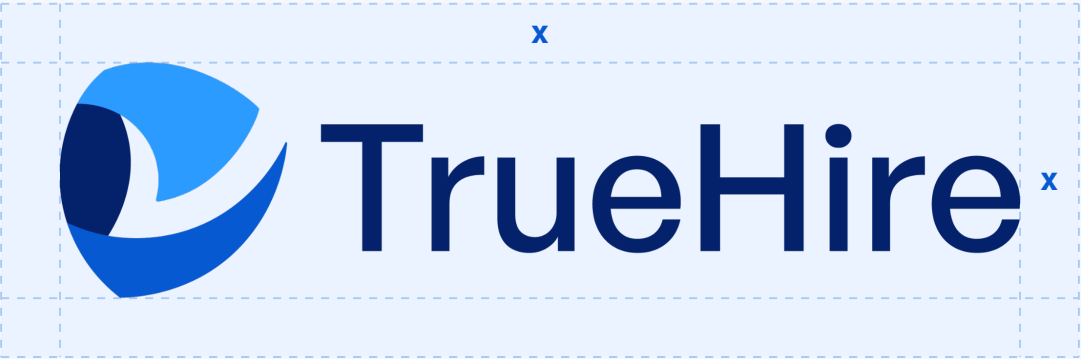
Logo Export 1-22-28.png

Gradient: websites and primary digital materials. Solid: compact UI and simple reproduction. Reverse: navy or dark backgrounds.

Give the logo room to be recognized.

These size rules are proposed starting standards. Measure from the visible artwork, not the PNG canvas.

X = 1/4 OF THE SYMBOL HEIGHT

The diagram shows the TrueHire logo (a blue circular icon with a white swoosh) followed by the wordmark 'TrueHire' in a dark blue sans-serif font. A dashed rectangular box surrounds the entire logo. The horizontal distance between the right edge of the icon and the start of the wordmark is labeled 'x'. The vertical distance between the top and bottom edges of the wordmark is also labeled 'x'. The text 'X = 1/4 OF THE SYMBOL HEIGHT' is positioned above the box.

Leave a minimum clear space of x on all four sides. The same rule applies to the vertical lockup and standalone symbol.

Use PNG assets at least 2x their displayed dimensions.
For large-format print, use a verified vector master.

MINIMUM SIZE

Variant	Digital	Print
Horizontal	120 px	30 mm
Vertical	96 px	24 mm
Symbol	24 px	6 mm

All sizes refer to displayed width. At small sizes, choose the solid version and test legibility on the intended device.

16 px favicon: requires a dedicated export and testing. Do not force the wordmark into this size or use it as the symbol's standard minimum.

Match the logo to its background.

Contrast and legibility determine the logo version. PNG transparency is not a black background.



White / primary choice

Use the gradient or solid version.



Light / neutral surface

Keep the navy and symbol edges clearly visible.



Navy / reverse version

On photographs, use an uncluttered area or a plain panel to keep the logo legible.



Dark / uncluttered surface

Preserve its form and integrity.

The examples below show uses to avoid. Always start with the original logo assets.



✗ Do not stretch



✗ Do not rotate



✗ Do not crop



✗ Do not add effects



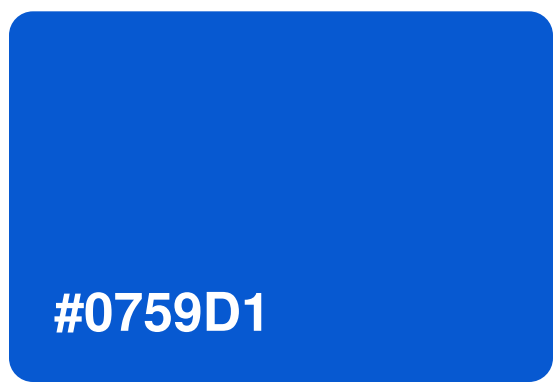
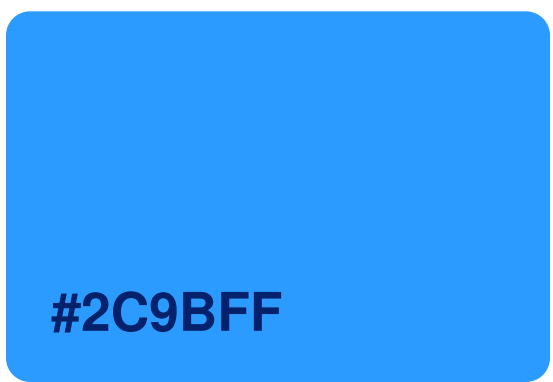
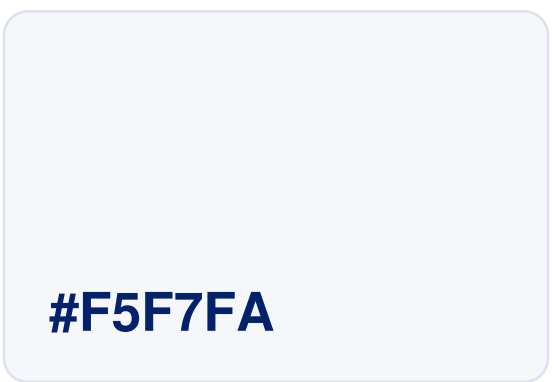
✗ Do not replace the wordmark



✗ Do not use low contrast

Blue anchors the identity.

RGB values are sampled from dominant pixels in the solid and reverse logos. Color names are defined for this guide.

 #04216B	 #0759D1	 #2C9BFF	 #F5F7FA
TRUE NAVY RGB 4 / 33 / 107 Wordmark, headings, brand foundation	TRUE BLUE RGB 7 / 89 / 209 Primary buttons, links, accent areas	TRUE SKY RGB 44 / 155 / 255 Bright accents and decorative elements	CLOUD RGB 245 / 247 / 250 Neutral backgrounds and reverse logo color

White #FFFFFF gives content its primary space.
Use navy and blue selectively to maintain a clear focus.

Gradient logo: use the original file; do not recreate it from two color codes. For print, convert using the vendor's ICC profile and produce a color proof.

An identity that stays easy to read.

The following supporting colors are proposed for content and UI. Status colors convey meaning, not decoration.

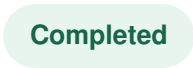
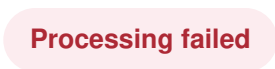
TEXT CONTRAST

	White on True Navy Normal text	14.63:1
	White on True Blue Normal text	6.25:1
	True Navy on True Sky Normal text	5.04:1
	White on True Sky Avoid for normal text	2.90:1

WCAG 2.2 AA reference: 4.5:1 for normal text; 3:1 for large text (at least 18 pt, or 14 pt bold). Ratios are calculated from the sRGB color pairs above.

Source: [W3C / Understanding Contrast \(Minimum\)](#)

NEUTRAL & STATUS TOKENS

	Text / Ink	#17253D
	Secondary / Muted	#59677B
	Border / Line	#DCE3ED
	Completed	#166647 / #E8F5EE
	Needs review	#825500 / #FFF4D6
	Processing failed	#AD2935 / #FCECEF

Include a status label or icon. Do not rely on color alone, including when displaying candidate check results.

Clear type. A calm hierarchy.

Inter is the recommended companion typeface for websites, the console, presentations, and brand communications.

RECOMMENDED FAMILY

Inter

400 / Body text

500 / Labels

600 / Headings

700 / Emphasis

DIGITAL TYPE SCALE

Role	Size	Weight
Display	48-64 px	600
Heading	28-36 px	600
Subheading	18-24 px	600
Body	16 px	400
Label / metadata	12-14 px	500

Rules: use sentence case, left alignment, and a body line-height of 1.4-1.6. Avoid very thin weights and long paragraphs in all caps.

Font & license: rsms.me/inter

The original wordmark font is unidentified; do not retype the logo. Implementation fallback: Arial / sans-serif. This PDF uses Nimbus Sans as a fallback, not an Inter specimen.

Professional, clear, and respectful.

Lead with concrete benefits, explain status, and provide next steps without exaggerated claims.

Clear

Use familiar words and sentences that get straight to the point.

Supportive

Help users understand their options and move forward.

Measured

Distinguish findings, indications, and information that needs review.

AVOID

"AI guarantees the best candidate."

"A problematic candidate."

"Error!"

USE

"Help your team review candidates with more structured information."

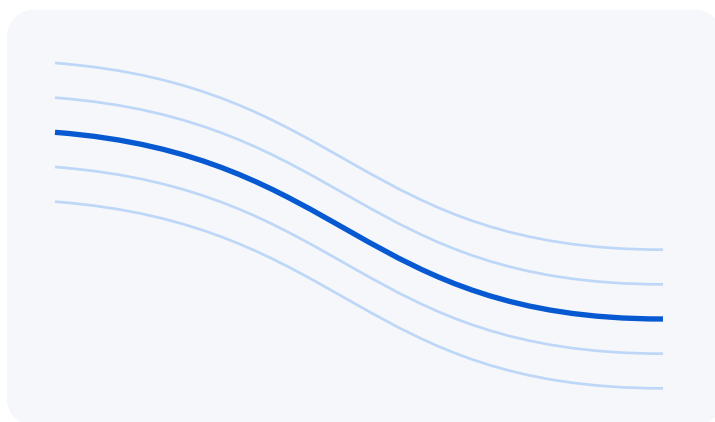
"Some information needs further review before a decision is made."

"Your data could not be saved. Please try again."

Brand spelling: TrueHire. Keep feature names separate from the logo, e.g. TrueHire / Background Checks. Do not add a tagline to the lockup.

Structured, spacious, and human.

Build consistency through simple layouts and supporting elements, keeping the logo intact.



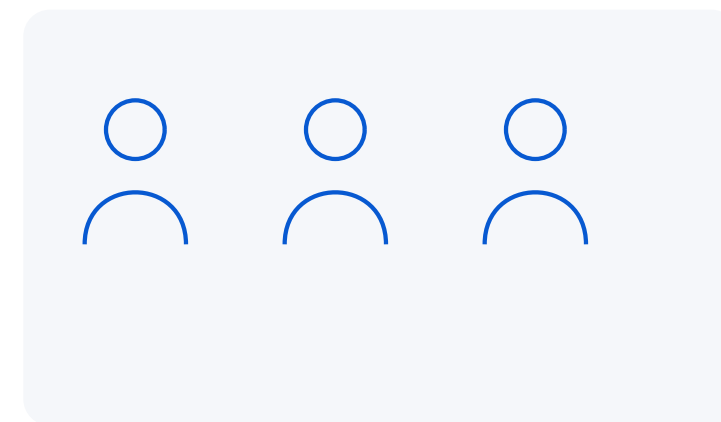
01 / Connecting curves

Use curved lines to suggest direction and connection. Use no more than one dominant motif per surface; keep it away from text.



02 / Grid and white space

Default to left alignment. Use an 8 px spacing rhythm, 8-12 px card radii, and subtle dividers.



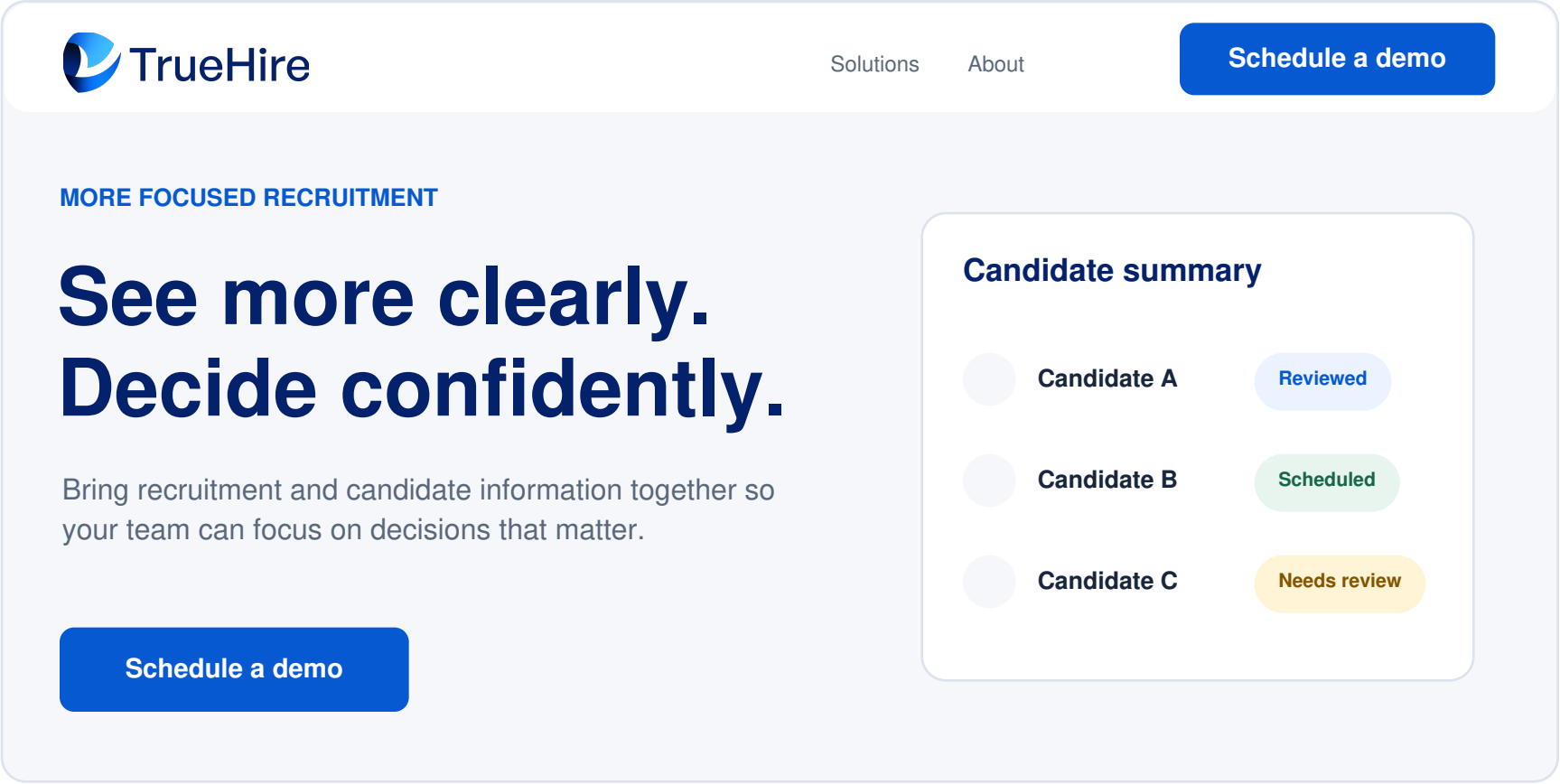
03 / Icons and people

Use consistent line icons with labels. Photography should show natural, diverse workplace situations and respect its subjects.

Avoid: robot illustrations as the main visual, cliched handshake photos, excessive ornamentation, and candidate photos or data used without permission.

A website that makes the value clear.

Example visual direction and copy. This layout is a mockup, not a representation of live features or the current product interface.



01

Brand at first sight

A horizontal logo on white, paired with concise navigation.

02

One core message

A benefit-led headline, a brief explanation, and one primary CTA.

03

Relevant evidence

Use product visuals or data approved for sharing.

A console that helps users take action.

An example of color, hierarchy, status, and actions in use. All data is illustrative.



Overview

Job openings

Candidates

Checks

Reports

Candidates

Review candidates and next steps.

Add candidate

24

Total candidates

8

Needs review

6

Interviews

Candidate name	Position	Status
Candidate A	Account Executive	Needs review
Candidate B	Product Designer	Scheduled
Candidate C	HR Generalist	Completed

Visual clarity

Blue for primary actions. Navy for headings. Neutral surfaces for data.

Labeled statuses

Color and text work together; check results still require context.

Clear actions

One primary action per context. Provide feedback after users act.

Reports that feel organized and trustworthy.

Prioritize findings, context, and legibility. Keep brand identity separate from judgments about candidates.



01 Consistent structure

Logo at the top, a clear title, report identification, date, and page numbers.

02 Traceable information

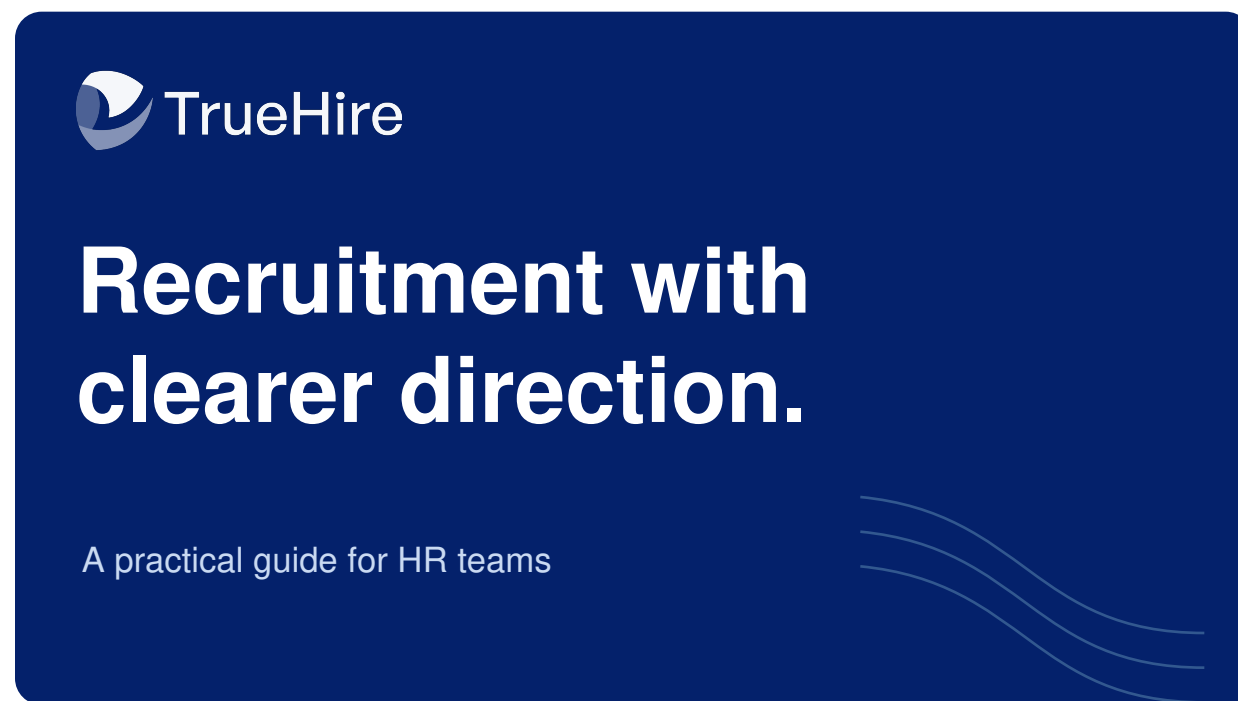
Distinguish facts, summaries, and items needing clarification. Do not treat a score as a verdict.

03 Safe to share

Use dummy data in public examples. Limit personal details to what the reader needs.

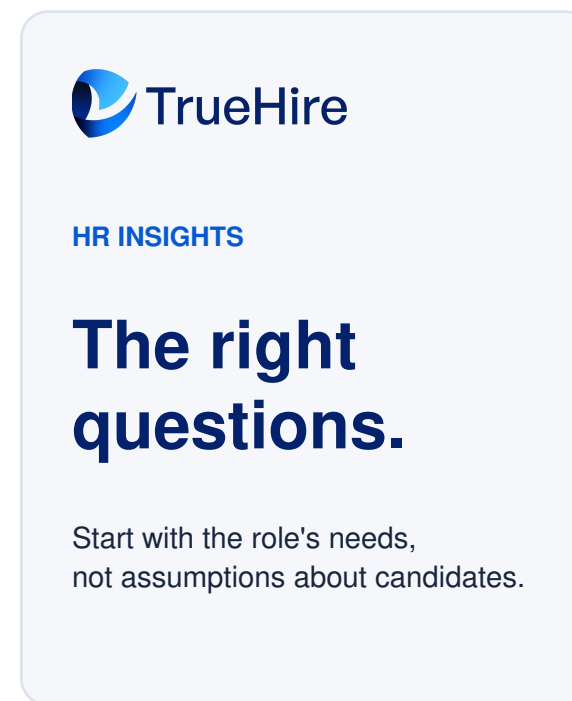
Consistent beyond the product.

Use simple compositions for presentations, educational content, and everyday communication.



Presentation cover

One core idea. A reverse logo on a navy background.



Educational content

A short message; details in the caption.



Avatar

Use the full symbol.
Center it and leave a safe margin.

For circular crops, keep the symbol within 65% of the canvas width.

Start with the right file.

The six supplied PNGs are this document's visual source. All are transparent; only one is already closely trimmed.

SOURCE FILE	VARIANT	CANVAS	USE
Logotype 1_G-trim.png	Horizontal / gradient	2048 x 515 px	Primary digital; narrow margins
Logotype 2_G.png	Vertical / gradient	2048 x 2048 px	Covers and taller spaces
Logotype 1_P.png	Horizontal / solid	2048 x 2048 px	UI and simple reproduction
Logotype 2_P.png	Vertical / solid	2048 x 2048 px	Centered layouts; small print
Logo Export 1-22-27.png	Horizontal / reverse	2048 x 2048 px	Navy or dark backgrounds
Logo Export 1-22-28.png	Vertical / reverse	2048 x 2048 px	Dark backgrounds; taller spaces

PNG margins are not clear space. Measure the visible logo bounds in layouts; crop only transparent areas when preparing exports. Do not change the spacing between symbol and wordmark.

For production handoff: obtain SVG/PDF vector masters from the designer. Export standalone symbols and favicons from the master. Renaming a PNG file to SVG does not make it a vector.

One reference for every touchpoint.

A practical reference for design, product, marketing, and production partners.

01

Use the original assets

Horizontal for general use. Reverse on dark backgrounds. Keep the form and proportions unchanged.

02

Respect color and space

Navy #04216B, Blue #0759D1, Sky #2C9BFF. Leave clear space of at least 1/4 of the symbol height.

03

Make information clear

Inter is the recommended companion typeface. Use legible text, labeled statuses, and specific CTAs.

DOCUMENT BASIS

Original assets: the six supplied PNG logo files.

Defined in this guide: variant hierarchy, usage rules, scale, and application examples.

IDENTITY DEVELOPMENT

Positioning, visual meaning, companion typography, and UI colors are proposed brand directions. The original wordmark font and vector masters were not supplied. Example copy is not a new tagline.