

# Indeed Global Brand Marketing Guidelines

# Hi Indeed marketers, partners, and friends.

As the world's leader in getting people meaningful jobs and helping employers of all sizes reach their hiring goals, we know details are everything.

If we all close our eyes and imagine Indeed, we should see one shared brand vision. And that's what this book is for. To help us all understand the details required to bring our clear, consistent brand vision to life.

This is the ultimate guide for marketers to write, design and create consistent, compelling marketing campaigns and content – **so that we show up like Indeed, wherever we are, across the globe.**

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# Our Brand Story

# We help people get jobs.

Our mission **to help people get jobs** is as strong and pure and important as it gets.

This is what keeps us up at night, and gets us out of bed every morning. And that's why it's at the core of our global brand strategy.

“

We are best in the world at helping people get jobs—**all people, all jobs, all over the world.**”

Chris Hyams, CEO

We believe everyone has something unique to offer.

And that when people are able to put their strengths and abilities to work in the places where they feel they belong, the world becomes a better place.

Not only for them, but for the world around them.

**Because better jobs  
lead to better lives.**

Our values are at the heart of everything we do, serving as a the foundation for every decision we make.

## Job seeker first

1/5

Indeed was founded with the commitment to put job seekers first. With every decision about our products and our business, we ask, “what’s best for the job seeker?” This means that sometimes we make decisions that are inconvenient for employers (and ourselves) by ensuring we have made it faster and easier for someone to get hired.

Ultimately, what’s best for job seekers is also best for employers because we help the right people get the right jobs.

## Pay for performance

2/5

Our business model, and competitive advantage, is rooted in pay for performance by delivering the best results for the lowest cost. We want to get paid when we deliver value, and don’t want to get paid when we don’t. This ensures that our interests are aligned with our customers. We avoid the temptations and pitfalls of growing revenue by raising prices, or selling new products that do not provide measurable value.

Performance means measurable value. Given our mission, value means we are helping employers reach job seekers. Pay for performance ensures that we will never stray from putting job seekers first, because we make money when we are helping job seekers.

## Data-driven

3/5

We use data to guide our decisions. We test and measure everything possible, and rely on experimental evidence rather than gut feel, or intuition. We believe that if we can measure something, we can improve it.

Experimentation and data have demonstrated time and time again that we don’t know what’s best until we test it. We have more hypotheses than convictions. We start with “I don’t know.” Relying on data keeps us humble. We make use of quantitative and qualitative data. When data is not readily available, we seek it out. We invest heavily in data infrastructure and tools, and believe we make better decisions when more people have eyes on data.

Our values are at the heart of everything we do, serving as a the foundation for every decision we make.

## Innovation

4/5

Pay for performance means that in order to grow our business, we need to improve performance through innovation. Indeed is constantly growing, and the world of work is always changing. We need to continuously evolve to lead the way for this growth. We need to be adaptable, and embrace radical change in our products and our organization. As Chief Revenue Officer Nolan Farris says, "Yesterday's best is not good enough for tomorrow's Indeed."

Innovation means that there is always a better way to do something. Every Indeedian can and must innovate: find a better way to qualify leads, a better way to handle support calls, a better way to provision laptops, a better way to share campaign performance. We want to revolutionize the way people get jobs. We recognize that revolutionary ideas always seem crazy at first. Rather than "no," we say, "I don't know, let's test it." We remain humble about our success, and push ourselves to try new things. We expect to fail, a lot. But we learn from those failures, and open the door to new possibilities.

## Inclusion & belonging

5/5

We believe diversity of background, experience, and thought makes for a better workplace, better decision-making, and more innovation. We focus on cultivating a sense of belonging and an environment where everyone can thrive. Many people experience bias and barriers to entry during the hiring process. We want to use our technology to help reduce that bias and lower those barriers. We believe the more our team represents the world around us, the better we are at helping all people get jobs.

It's not enough for us to believe it. **We have to be about it.**  
To live out that belief through our brand behaviors and through  
our advocacy, to make the undeniable connection between what  
we believe, who we are, and how the world perceives us.

Indeed believes in  
the value of everyone.

**Champion a world of work where  
people are hired for  
what they have to offer.**

Their full potential: their skills,  
strengths, and capabilities.

This isn't just marketing veneer. This is something we aspire to do every single day when we come to work.

It's why we're obsessed with...

**Unwavering commitment to making it easier for job seekers to discover all the opportunities made for what they have to offer.**

**Continuously innovating to help job seekers show employers what they are capable of doing.**

**Tirelessly working to break down bias and barriers so that every job seeker gets a fair shot.**

**Prioritizing bringing transparency to the process so job seekers better understand where they will thrive.**

**Proudly spotlighting the unique stories of the millions of job seekers who have found where they belong.**

**Now, let's put it all together to look at our global brand architecture.**

**Brand  
Mission**

**We help (all) people get jobs.**

**Our Why**

**Because better jobs, lead to better lives.**

**Brand Position**  
(This is both a hiring process  
and societal barrier)

**Champion a world of work where people are hired  
for what they have to offer.**

**Our Values**

**Job Seeker First | Pay-for-Performance | Innovation | Data-Driven | Inclusion & Belonging**

Campaign planning always starts with a question: whom are we talking to?

Indeed is for everyone. We believe in helping people get jobs.

**All people. All skills. All levels.**

And while we celebrate what makes each person unique, what unites us is our ambition to better our lives through work.

## THE SEEKER

**We're for the ones who seek.** The billions around the world who are searching for something new, something different, or something better. The ones who are willing to take matters into their own hands to forge their story - a story built on authenticity, driven by aspirations, and inspired by community. They believe work is an avenue to a better life, for themselves and the people they love.

They believe they have something to contribute and want to feel seen and understood for what makes them unique and stand out. We know them because we share their vision of the world, their sense of purpose & value, and their desire to better their world through the work they do.

Our brand story inspires the distinct,  
meaningful way Indeed shows up in the world.  
**Now, let's put it all to work.**

# Voice & Tone

We're a brand, but we're made up of wonderful people. Which makes us human, too. That means we use our emotions to build meaningful connections with other humans. We're empathetic, understanding, and sometimes a little lighthearted. We can make a joke, as long as it's the right moment.

**Empathy is at the heart of our voice.** Adapt your tone depending on whom you're talking to. Are you encouraging someone to make a career shift? Are you helping someone go through a tough time between jobs? Are you introducing a product that could benefit from a little wit?

**Take care to meet your audience where they are, and tailor your tone accordingly.**

**When writing in the voice of Indeed,  
always remember, we're talking to humans.**

So approach all copy from a human,  
empathetic perspective.

We always speak and behave in a way that  
embraces the expansive and diverse world of  
work and makes clear our authentic motive to  
help. We're careful to avoid robotic tech lingo  
or at worst dehumanizing language that  
comes across as cold or unfeeling.

**Authentic, never contrived.**

Life is real enough, it doesn't need to be exaggerated.

**Optimistic, but not naive.**

We choose a positive mindset, yet recognize getting work can be  
hard work.

**Smart, yet always humble.**

We're intelligent, global, and self-aware, but never boastful or too silly.

**Inclusive, never elitist.**

We don't use fancy words. We don't talk about quitting or hating your  
job. (Because that job might just be a perfect fit for someone else.)

**Helpful, never gimmicky.**

We are genuinely obsessed with helping people get good jobs,  
because we know it makes their world and our world better.

**Kind, never snarky or mean-spirited.**

We want to help in a genuine way. We never judge or demean.

**Modern, reflecting the current world of work.**

We strive to be current, rooting our work in the latest data.

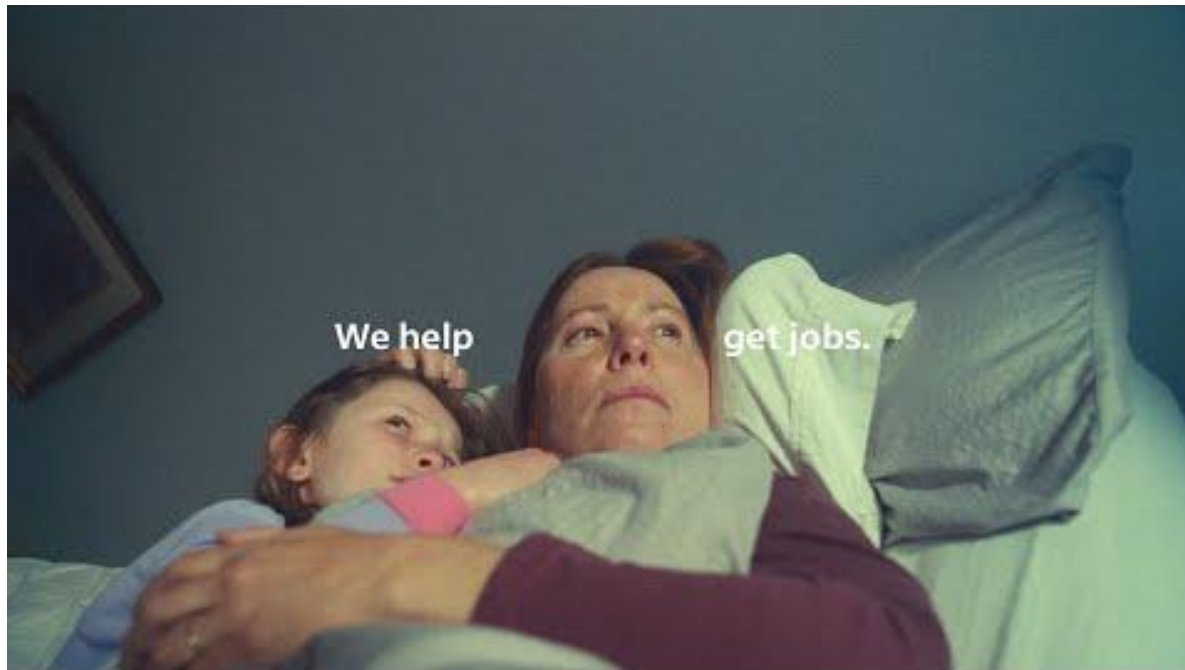
As you craft your writing and ideas, remember, we're a global brand. Keep this in mind when using the voice of Indeed. Always adapt our tone to be empathetic and sensitive towards local cultures, traditions, and hiring systems.

**We want to be one Indeed wherever we show up globally,  
but we don't want to stick out like a tourist.**

**Here are some examples of our voice & tone at work.**

**Authentic, never  
contrived.**

Life is real enough, it doesn't  
need to be exaggerated.



**Optimistic, but not naive.**

We choose a positive mindset, yet recognize getting work is hard and can feel painful and lonely.



## Helpful, never gimmicky.

We are genuinely obsessed with helping people get good jobs, because we know it makes their world and our world better.



**Optimistic, but not naive.**

We choose a positive mindset, yet recognize getting work can be hard work.



## Smart, yet always humble.

We're intelligent, global, and self-aware, but never boastful or too silly.

The image shows a dark blue email marketing banner with the text 'Indeed Interactive 2021' in the top left corner. The main headline reads 'Announcing our next keynote speaker' in white. To the right of the headline is a graphic of a blue oval with a white border and the year '2021' inside. Below the banner, on a white background, is the section header 'Join Sir Ken Robinson' in bold black text. The text below describes Sir Ken Robinson's achievements, including his TED Talk being viewed 64M times and his role in the Northern Ireland Peace Process. It also mentions that he will be speaking at the Indeed Interactive stage in May. At the bottom of this section is a white button with a blue border and the text 'Register now' in blue.

Indeed  
Interactive  
2021

## Announcing our next keynote speaker

2021

### Join Sir Ken Robinson

His TED Talk on creativity has been viewed online 64M times and seen by an estimated 400M people in 160 countries. He played a central role in the Northern Ireland Peace Process. And he was knighted by Queen Elizabeth II for his services to the arts. That's how you know he's really an expert.

This May, Sir Ken Robinson will bring his ability to transform companies and governments to the Interactive stage. You'll never hear another talk like it. Unless you know another New York Times bestselling author who also happens to be a knight.

[Register now](#)

# Accessibility

**As part of our commitment to Diversity, Inclusion & Belonging, Indeed strives to meet stringent accessibility standards across our products and marketing.**

Accessibility is a complex field of knowledge, and requires strong partnership between functional teams to be effective. These brand guidelines are specifically designed to empower Indeed marketers and our partners to understand accessibility issues in branded content, be mindful of bias related to ableism, and prioritize accessibility in all marketing content consistent with Indeed's goal accessibility standard: [WCAG 2.1 AA standard](#).

Throughout this document, you will notice specific **technical guidance** tailored to accessibility considerations, as well as **conceptual guidance** intended to promote our inclusive culture and avoid ableism or bias by ability in our marketing work. **Be sure to assess all work against these accessibility considerations as a core brand standard.**

# Logo & Logo Lockups

## Corporate logo

### Logo wordmark

The logo wordmark is the most distinct element of the Indeed identity. It acts as a signature across all brand communications. Use only approved versions of the logo as outlined in this chapter.

Do not include a registration symbol (®) when using the Indeed logo.

You can download our logo [here](#).

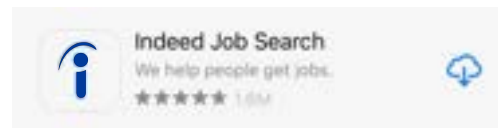


## Corporate logo

### Logo symbol

In some use cases, we use the “i” from the logo wordmark as a standalone branding element. These should only be used where there is additional context that clearly labels that the communication is coming from Indeed.

**Examples:** Indeed’s social accounts and app store pages.



## Corporate logo

### Margin

To protect the clarity and visual integrity of the logo, it has a required clear space.

The “e” in the Indeed logotype should be used as a measurement guide for clear space around the logo to keep this area proportional to the logo at all sizes.

### Minimum Size

14px height - digital

10pt height - print



14px height  
digital



10pt height  
print



## Logo alignment

### Ignore the eyebrow

In order to visually balance all our work, the Indeed logo is aligned to the letterforms of the wordmark—ignoring the “eyebrow” or arch shape over the lowercase i.

This is true for both centering and right alignment in a composition. The logo should be aligned with major elements of a composition—shapes, type, buttons, etc.



#### Centered by left of the letterforms

This lockup has been aligned to the center of the box based on the stem of the “i” and still obeys clear space margins around the logo.



#### Aligned by the eyebrow

This alignment, while mathematically centered, is visually off balance because the eyebrow was used to align it creating a negative space on the left.



#### Left aligned by left edge of the letterforms

This lockup has been left aligned with the content above by the left edge of the “i” so the eyebrow hangs into the margin.

## Logo colors

The Indeed logo may appear in Brand Blue (#003a9b) or white, never any of our other brand colors. The preferred treatments are Brand Blue on white or white on Brand Blue.

Please use whichever version will provide the strongest visual contrast with the background, and feel like it belongs within the overall design.

**Note:** The colored boxes behind the white logos are shown for illustrative purposes only. They are not part of the Indeed logo itself.



## Getting it right

Using a logo is like swimming after a meal: a common-sense approach is always best. Use only approved versions of the logo and logo lockups.

### Don't

1. Alter the logo.
2. Squeeze or stretch the logotype.
3. Tilt or warp the logotype.
4. Violate clear space rules.
5. Change the alignment of lockup text.
6. Place the logo over a busy image.
7. Add a drop shadow to the logotype.
8. Fill the logotype with imagery.
9. Change the color of the logotype to anything other than specified.



1



2



3



4



5



6



7



8



9

## Product lockups

### A distinct asset for all products

Our products are what make us the world's #1 job site. That's why we have a singular approach to logo lockups for our products stemming from the core Indeed brand.

This approach ensures that our products are instantly identifiable and stand out from our competitors, rather than trying to stand out from ourselves and our other products.

All new, approved Indeed products and acquisitions will snap to this visual system, creating a unified branded house of job seeker and employer solutions.

**Note:** These lockups will be created by the In-house Creative Agency and supplied to the product and marketing teams for all approved products. This will happen after the [product naming process](#).

The image shows the 'indeed product' logo lockup. The word 'indeed' is in a dark blue, lowercase, sans-serif font with a thin blue arc above the 'i'. The word 'product' is in a lighter blue, lowercase, sans-serif font.The image shows the 'indeed product' logo lockup centered on a solid dark blue rectangular background. The word 'indeed' is in white, lowercase, sans-serif font with a thin white arc above the 'i'. The word 'product' is in a lighter blue, lowercase, sans-serif font.

## Product lockups

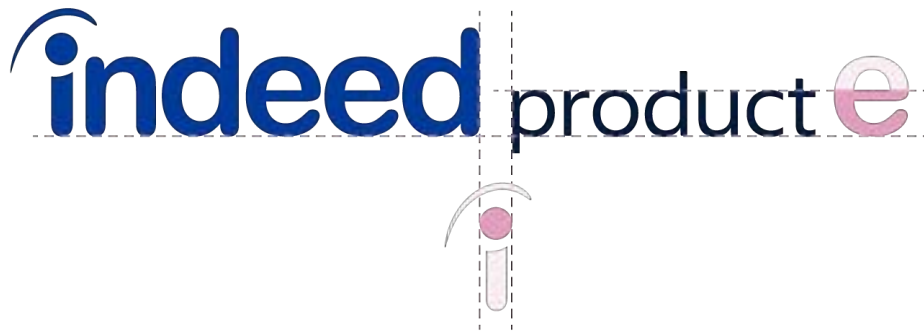
### Product Lockup Construction & Usage

The product name for the stacked version of the logo will be aligned right. The sub-brand font is Indeed Sans—available to download [here](#). The logo itself is Brand Blue and the product name is in Ink Blue.

### On dark backgrounds:

The Indeed logo and product name are white.

See detailed guidance on our brand color palettes in the next chapter.



## Product lockups

### When a product name is too long:

If a product name with a single word would extend beyond the horizontal size limit on the inside of the “n”, the name would scale down until it fits within that limit.

In some cases a product name will consist of multiple words. It is acceptable to break these onto two lines in order to preserve the size—as long as both words fit within the size limit explained above. If one word is too long to fit within this limit, both words scale down proportionally until the longer word fits within this limit.

When scaling, the top of the type should be the anchor point so it remains stationary while the baseline moves up.



**One word sub-product scaled to fit in horizontal size limit**  
(If a product name is on a single word that would extend beyond this horizontal size limit, the name should be scaled down to fit with the top of the text remaining in place.)



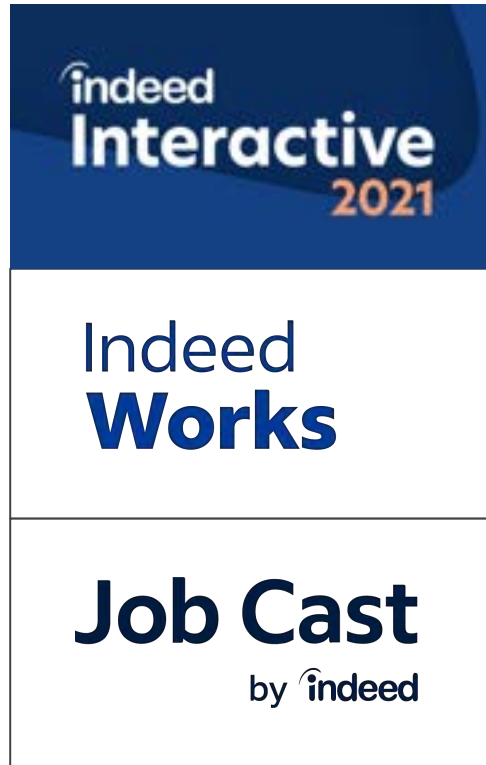
**Two word sub-product broken to two lines at regular size**  
(Only use this option when the product is two words and having them on one line would make the product name illegibly small.)

## Content & Campaign lockups

### Lockup construction & usage

Indeed has many examples of content & campaigns, spanning events like Indeed Interactive, campaigns such as Virtual Interview Tour, and content destinations like /LEAD with Indeed and the Indeed Career Guide.

For these branding opportunities, we provide bespoke lockup solutions that appeal to each audience and market. The Indeed logo becomes a secondary element to the identity of the content/campaign.



## Products vs Content & Campaigns

### Products

These are the tools we build that facilitate the actions of hiring. Not to be confused with a Feature, which is a distinct aspect of a product but not one that is essential to make the product run.

**Examples:** Indeed One, Indeed Resume, Indeed Hire

### Content & Campaigns

Content & campaigns are experiences we offer, both digitally and in person, that allow us to inform our audiences about the job market and help promote our products and teach them how to best use them.

**Content Hubs:** /LEAD with Indeed, Career Guide, Hiring Lab

**Events:** Indeed Interactive, Indeed Explore, Job Market

**Campaigns:** Virtual Hiring Tour, Work Happiness, Holiday Hiring







### Product lockup template

A standard lockup that ensures any Indeed product is clearly identified and cohesive.



### Content & Campaigns lockup example

A bespoke visual that identifies this program as being from Indeed, while having flexibility to make the visual match the tone and needs of the program.

TYPE	EXAMPLE	
<p><b>SOLUTION GROUP</b> A high-level grouping of products, services, and/or programs, categorized by their ability to contribute to a particular business solution.</p>	..... <b>Sourcing solutions</b>	 Does not receive a product lockup
<p><b>PRODUCT</b> A specific solution we offer to a user for attention, acquisition, use, or consumption. A set of related measures or activities with a particular long-term aim. Can be paid or free.</p>	..... <b>Indeed Resume</b>	 Receives a product lockup
<p><b>FEATURE</b> A distinctive attribute or aspect of a specific solution (a product, service, etc.). A capability that adds value but is not an absolute must for the specific solution to work properly and perform its core function. Can be paid or free.</p>	..... <b>Projects</b>	 Does not receive a product lockup
<p><b>FUNCTION</b> Behind each feature is the functionality needed to provide the user with the intended purpose of the feature. Functions are the actions of the feature, <b>what the product does</b>.</p>	..... <b>Create folders to organize candidates</b>	 Does not receive a product lockup

For more information about product naming at Indeed, check out [this document](#).

**TYPE**

**CONTENT** These are experiences we offer, both digitally and in person, that allow us to inform our audiences about the job market and help promote our products and teach them how to best use them.

**EXAMPLE**

**Content Hubs, Events, Campaigns**

**CONTENT HUBS** Destinations that our audiences turn to for the latest information about the job market and hiring thought leadership.

**/LEAD with Indeed, Career Guide, Hiring Lab**

May receive a Content / Campaign lockup upon review with Internal Creative Agency.

**EVENTS** Whether in-person or digital, Indeed events are the activities we host that support our products and marketing goals.

**Interactive, Job Market**

**CAMPAIGNS** These are marketing and promotional programs that Indeed puts on—usually consisting of multiple touchpoints that drive our business goals.

**Virtual Hiring Tour, Work Happiness, Holiday Hiring**

## Small scale lockups

### How lockups adapt to small sizes

Since our service lockups can feature a smaller Indeed logo, they tend to lose definition at small sizes below the 14px minimum size.

When this happens, a modified version of the lockup—that uses Indeed Sans type to spell out Indeed, instead of the logo—should be used.

These modified lockups are most typically used in mobile screens.

### Original lockup

**Job Cast**  
by  indeed

### Modified lockup

**Job Cast**  
by indeed



## Partnership Lockups

Co-branding may appear on marketing materials that are developed with an official Indeed business partner.

### Sizing

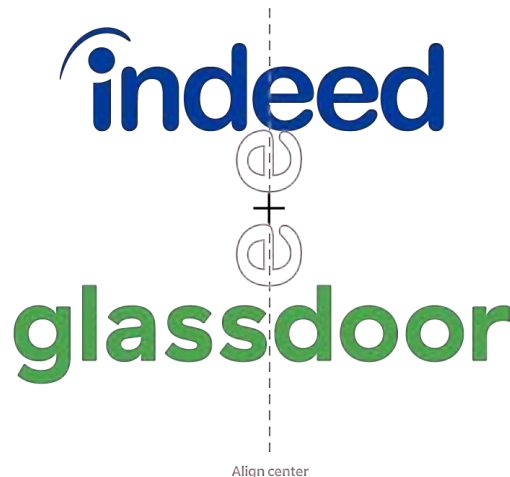
Make all co-branded partnership logos equal in visual weight to the Indeed logo.

### Space & Dimensions

Center align the Indeed logo with other company logos.

Create a black, 2 pt. stroke “+” (scaled appropriately), between the logos with the spacing guidelines shown.

The plus sign should be 0.5 the x-height of the indeed logo.



## Sponsorship Lockups

### Sponsorship Co-branding

Co-branding may appear on marketing materials with teams or organizations that Indeed officially sponsors. Which version of logo we use from the entity we are sponsoring (color vs black/white) is chosen based on the needs of the sponsorship and materials it will be used on.



### Sizing

All co-branded logos should be visually similar in weight, with neither logo dominating the other.

### Space & Dimensions

Center align the Indeed logo with other company logos and space them out following the clear space margins detailed previously and shown on the top example here.



A black, 2pt stroke is used to separate the two logos with the height matching the taller of the two logos.

## Acknowledging our audience

In some cases, we use lockups that note the intended audience as a way to signal that they are in the right place and that this content is tailored for them and their needs.

When we need to note the audience of a piece, we use the same lockup structure as our products but we use Brand Blue for the entire lockup.

The logo features the word "indeed" in a blue sans-serif font with a blue arc above the "i". To its right, the words "for veterans" are written in a smaller, blue sans-serif font.The logo features the word "indeed" in a white sans-serif font with a white arc above the "i". To its right, the words "for employers" are written in a smaller, white sans-serif font. The entire logo is set against a solid dark blue rectangular background.

# Color Palette

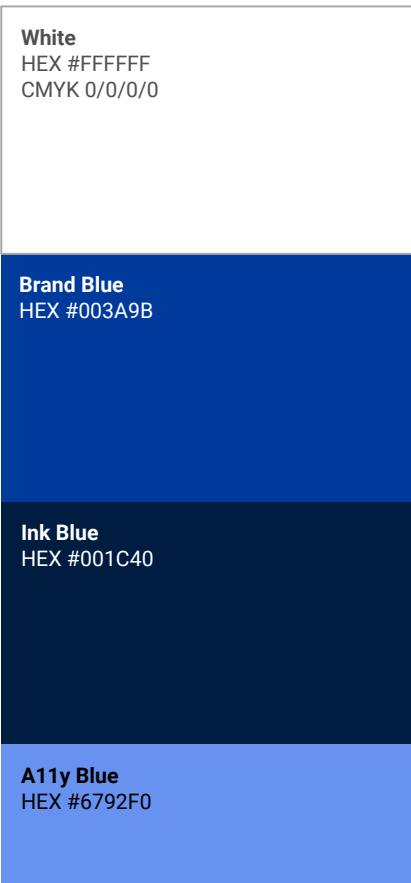
## Our primary palette

Indeed will lean into a three-color palette for marketing: **Brand Blue, Ink Blue & White.**

**Note that there are two tones of Brand Blue in play for marketing.** Each has its own use case to meet WCAG 2.1 accessibility standards for typography.

Generally, Brand Blue should be used on White backgrounds and when layered underneath White type. A11y Blue should be used on Ink Blue backgrounds and when layered underneath Ink Blue typography to create proper contrast. Don't use Brand Blue and A11y Blue together.

Our full swatch library can be downloaded for use [here](#).



Ink Blue and Brand Blue on White  
Accessible & On-Brand



Ink Blue and A11y Blue on White



White and A11y Blue on Ink Blue  
Accessible & On-Brand



White and Brand Blue on Ink Blue

## Use of color

Indeed's primary colors should be the star of the show across Indeed's marketing. This is especially important for media placements outside of Indeed-owned channels. Leading with our core colors helps Indeed get credit.

Our secondary colors add variety and flavor to our marketing work. Expressive colors can work especially hard on Indeed-owned channels, such as organic social, where our following is already familiar with Indeed's brand.

**Strive for 75% primary colors**, using the secondary palette to round out your color story.

Reference the hierarchy at right when considering color prominence in your work.

**Our full swatch library can be downloaded for use [here](#).**

White  
Hex #FFFFFF

Brand Blue  
Hex #003A9B

Ink Blue  
Hex #001C40

A11y Blue  
Hex #6792F0

Earth

Orange

Magenta

Purple

Blue

Aqua

Green

**Indeed + Eintracht Partnership**  
OOH Marketing



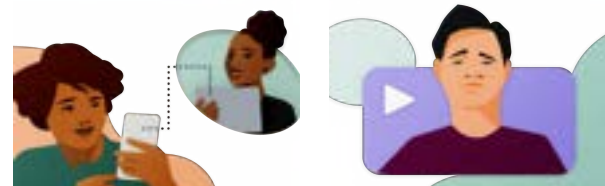
Leaning into primary colors to emphasize branding and ensure Indeed brand shines  
**On-Brand**



### Virtual Hring Tour Campaign Look & Feel



Leading with primary colors for event lockup and branding  
Using expressive colors in a supporting role to highlight regions  
**Accessible & On-Brand**



## Color Palette | Usage

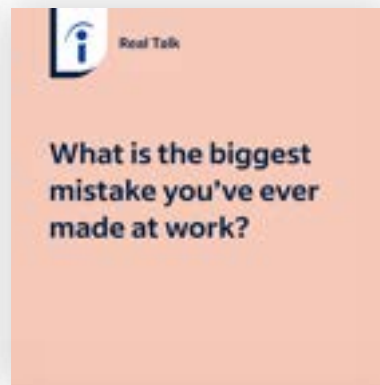
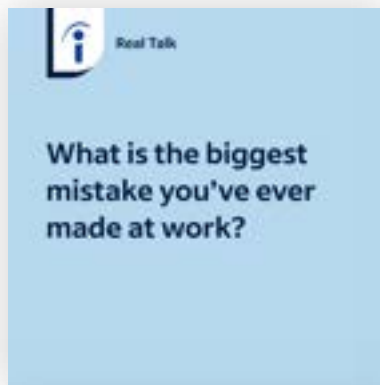
### Real Talk

Organic Social Templates



Leveraging secondary palette to create variety on an Indeed-owned channel (organic social)

**Accessible & On-Brand**



# Typography

## Our type families

Indeed's brand story will be told through two type families, Indeed Sans and Noto Sans.

**Indeed Sans** should be used for all **expressive** type cases including external marketing, such as end cards, social media, digital display ads, etc.

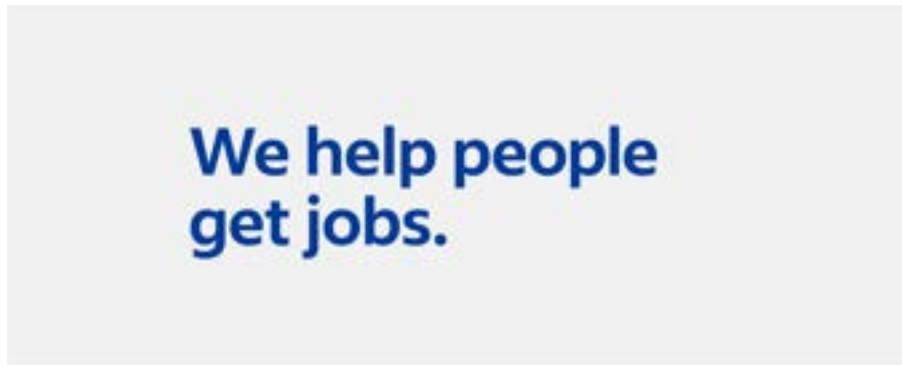
**Indeed Sans** can be accessed [here](#).

**Noto Sans** should be used for all **functional** type cases, meaning all live type coded into product. In marketing, this includes landing pages, email marketing and CTA buttons.

**Noto Sans** can be accessed [here](#).



Functional Typography | Noto Sans



Expressive Typography | Indeed Sans

## Range

Varying weights can be used across work to help portray different messaging. Big bold type can feel warm and inviting at events or in social ads, while contrasting weights can create a strong hierarchy in landing pages and product sheets.

Portraying professionalism may be more appropriate for employer-facing work. Leaning on lighter weights can help achieve this feeling.

Conversely, creating a feeling of approachability and lightness may be more suitable for job seeker-focused creative. Leaning on bolder weights can help.

### Noto Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Noto Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Noto Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Indeed Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Indeed Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Indeed Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Indeed Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

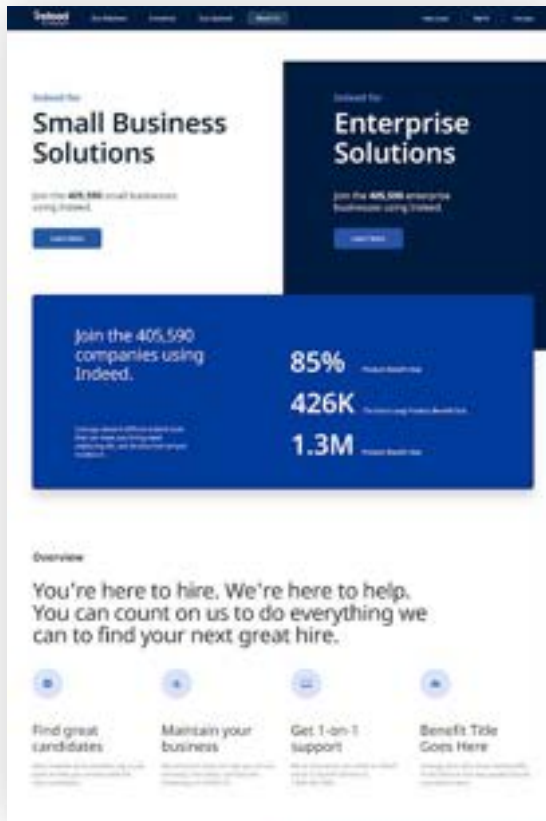
### Indeed Sans ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Hierarchy

Organizing typography in a hierarchical system helps to portray relative importance or inclusiveness.

Grouping contrasting font weights and sizes can help create a strong hierarchy, accommodating both consistency and flexibility. Bolder weights should be paired with lighter weights when possible. Multiple groupings may need to be used in larger projects, such as landing page designs.



## Decks

The text you're reading right now was typed in Roboto. All Google Slides and PowerPoint decks must use this font throughout, as neither Indeed Sans or Noto Sans are available in either of those programmes.

Roboto comes pre-installed in Google Slides (Yay!), but may not be available by default in PowerPoint (Aw). To cater for this, we ask anyone creating a PowerPoint deck to first download and install Roboto. Here's a guide:

1. **Download the font [here](#)**
2. Locate the Zip folder in your downloads folder, then double click it
3. Double click on any one of the .ttf files
4. Click "Install Font"
5. You're now ready to use the font as normal within PowerPoint

Section title  
Bold - 12

**The quick brown fox jumps over the lazy dog.**

TITLES / Headings  
Bold - 32

# Roboto Bold

TITLES / Subhead  
Medium - 16

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789**

Body  
Normal - 10

The quick brown fox jumps over the lazy dog. Sometimes the dog retaliates by courting the quick brown fox's girlfriend. But mostly, he does nothing. Because he is lazy.

## Swiss design

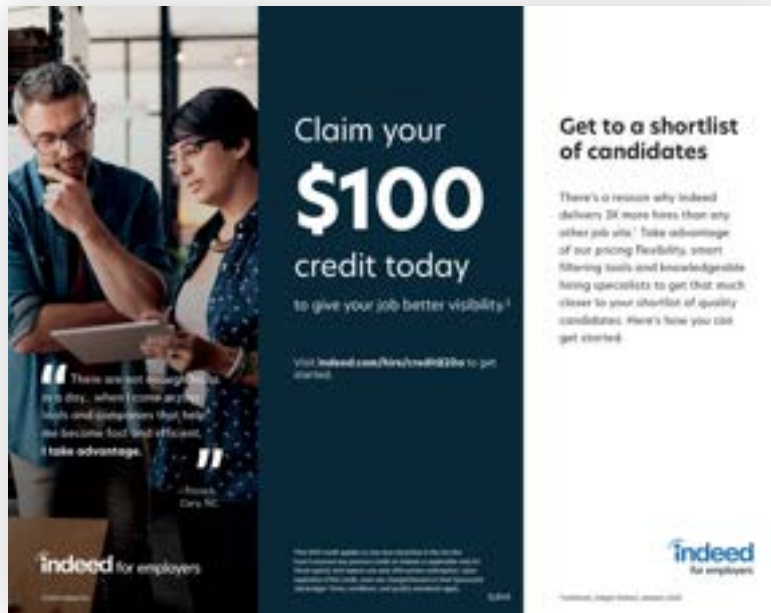
The Swiss approach to crafting layouts is informed by its contents, leaning heavily into readability and objectivity. Please lean into Swiss design principles when creating branded layouts. And keep in mind:

Use an underlying grid structure to support and organize contents

Embrace negative space

Use typographic scale and simplicity to create clarity of message

Be reductive (eliminating anything “extra” that doesn’t support your message and goals)



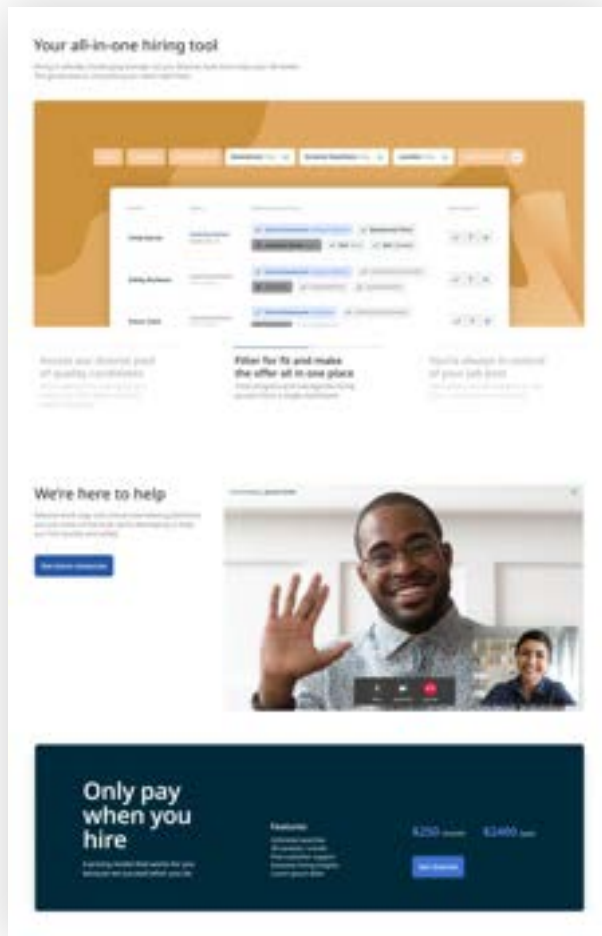
**SMB**  
Direct Mail



Leveraging Indeed Sans in a clean, Swiss-inspired layout to clearly convey information  
**Accessible & On-Brand**

## Color blocking

Use color blocking to break up the space and organize visual information in a clean, modern style. Allow color blocks and typography pairings to inform visual hierarchy.



### Employer Web Landing Pages



Leveraging Noto Sans  
(for type embedded  
into code)

Using color blocks paired  
with shifts in font weight  
to create visual hierarchy  
**Accessible & On-Brand**

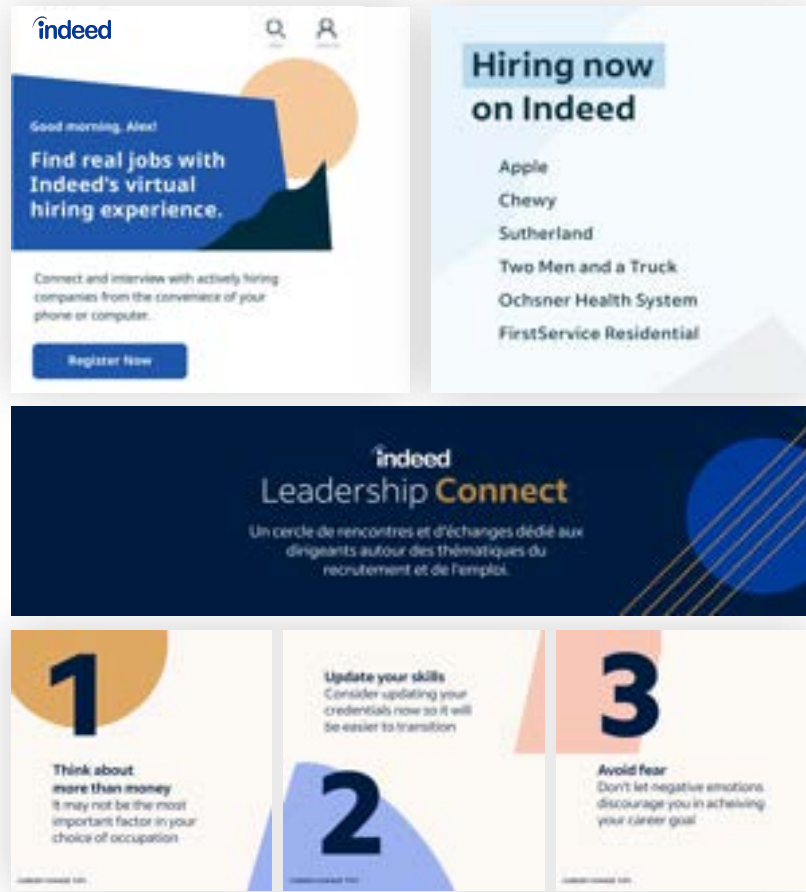
# Shapes & Patterns

## The shape of things

Shape at Indeed is like a great back-up singer - always there for you, but never steals the show.

We use shape to add depth to an illustration, to bring playfulness to product screenshots, to support typography. Shapes support and uplift the material around them.

**We love all shapes equally, but let's look at the ones that work best for us...**



## Shape toolbox

Refer to these shapes as the building blocks for background compositions. You can and should edit these for your particular illustration need, but please keep these principles in mind:

Human, but not twee

Equal parts geometric & organic

Simple, as if cut from paper

Combined to create dynamic compositions

Download the toolbox [here](#).



## Layered

Combine shapes to create simple layered backgrounds. Do not use too many shapes or layers in a composition (1 - 3 max).



Minimal layers. Simple and clean. Implies realistic space.  
**On Brand**



Too many layers. Loud, distracting. Overly playful. Too abstract.  
**Not on Brand**

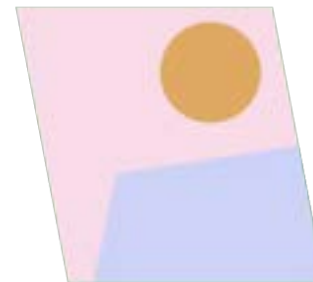
## Dynamic

Middleground shapes and subjects should break free from the confines of the background shape. This will create a more engaging composition and help the subject to stand out.



Middleground shapes counteract and break free from background. Implied depth.

**On Brand**



Composition looks tight. Appears flat.

**Not on Brand**

## Focused

Depending on the subject matter of the illustration, create compositions that focus the viewer's eye towards a centralized subject.

This can be achieved by framing the subject within a **trapezoid**, which draws the eye upwards to an “apex,” or by creating visual **tension** with middleground shapes, which also draw attention to the subject in the center.

(these rules apply best to spot illustrations and product screenshots)



## Contrasting

Angular shapes should contrast with rounded, organic, exaggerated curves, both to enhance visual interest and to assist in directing the user's focus.



The contrast between angular and organic edges creates visual variety and can help focus users' attention.

**On Brand**



Using too many curves or straight lines leaves a composition lacking balance and focus.

**Not on Brand**

### On a single plane

Where possible, straight edges should lie flush at the baseline, to give shapes a stronger, more purposeful edge and to clearly demarcate space.

The single plane adds to the effect that these paper cuts are free-standing, perhaps part of a diorama, enhancing the real-life paper feel.



The straight edges lie flush, creating a purposeful, delineated edge.

**On Brand**



Positioning looks less purposeful. The delineation is diluted.

**Not on Brand**

## Background toolbox

Refer to these backgrounds to break up solid color, such as in presentation decks, social graphics, and program branding. As with shapes, these elements can be edited as needed, but with some key principles ever-present:

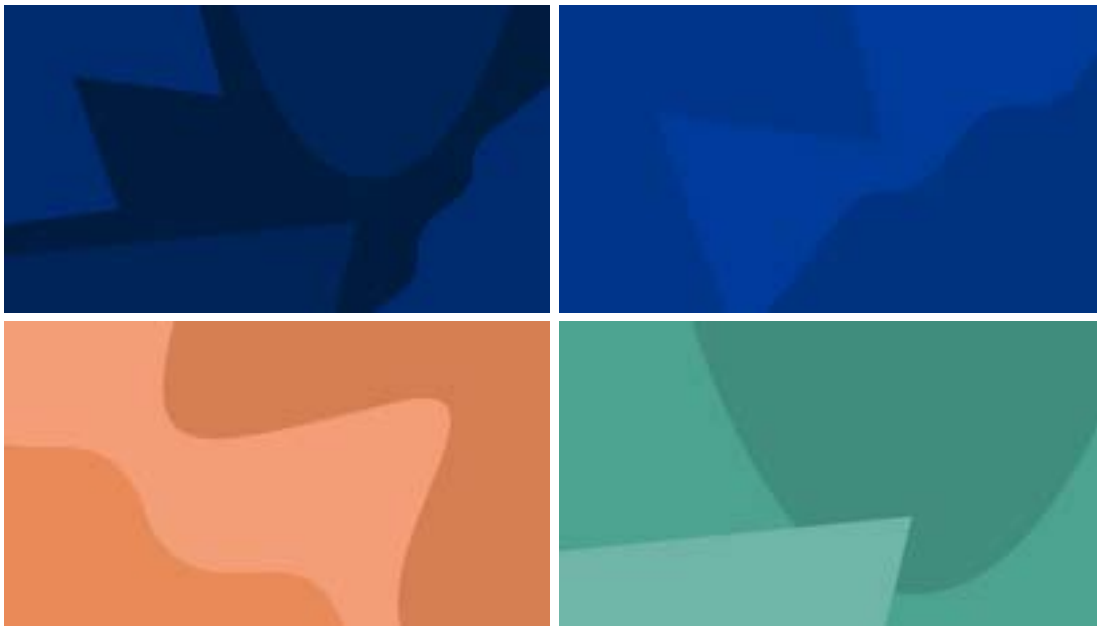
Oversized and cropped to be more sophisticated than playful

2-3 low contrast shapes to allow overlaid text to be easily read

Simple, as if cut from paper

User's focus drawn to the central area

**Our background patterns can be downloaded [here](#).**



## CTA buttons

One of the most distinct elements of the Indeed brand expression, the blue button is used as a call to action within the Indeed platform. It's the first thing someone presses to begin their job journey, so it means a lot.

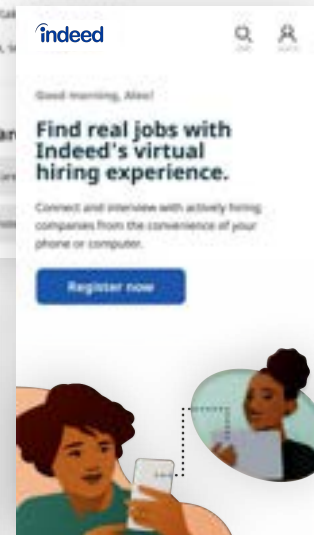
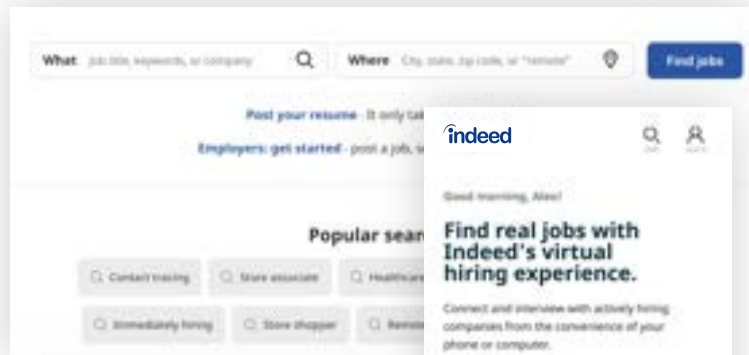
Formatting

Color: Button Blue with white type

Type: Noto Sans SemiBold

Center-align copy within rounded rectangle button container. Provide adequate padding within button to avoid visual tension with copy.

Download our button [here](#)



## Button color

When our blue button is used on dark backgrounds, we shift the color a shade lighter for all button states to create better contrast with the background while still meeting accessibility requirements for the text on the button.

Refer to the table on the right for those updated hex values.



# Illustration

## Illustration

Illustrations appear throughout the Indeed brand experience to clarify and narrate key moments in the job seeker and employer journey. These fall into two distinct camps: **Functional** and **Expressive**.

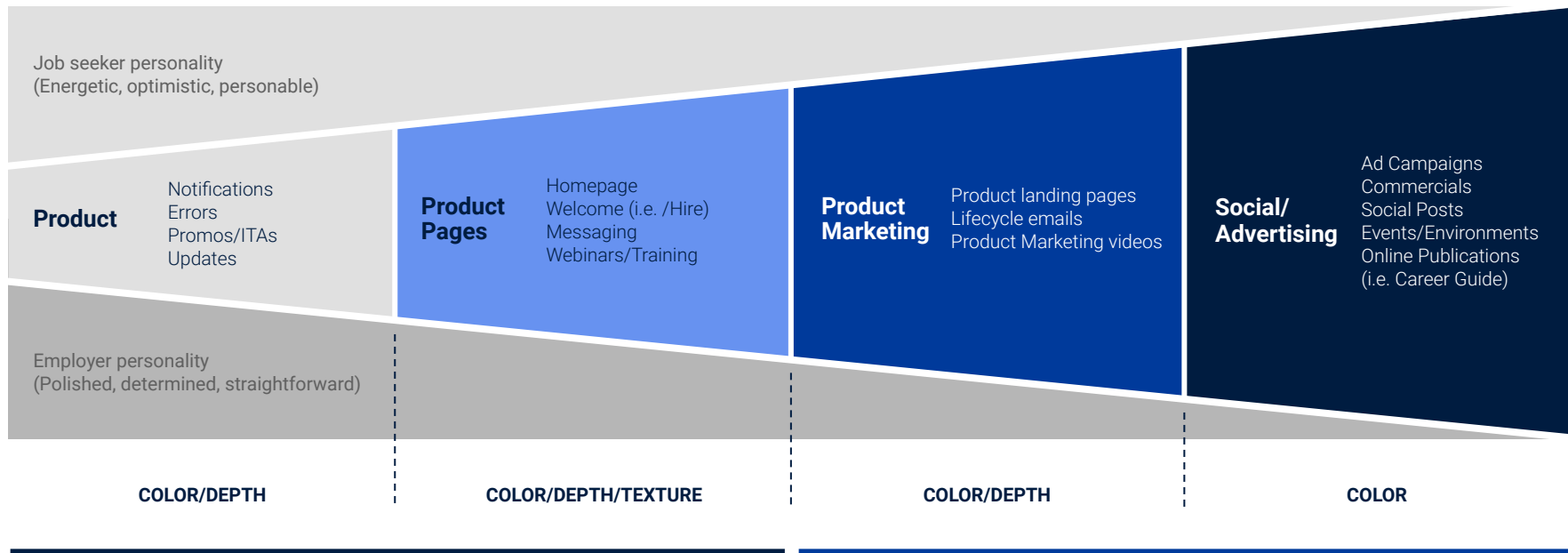
### **Functional** (Product)

Product illustrations adhere to a consistent illustration style focused on clarity and functionality within Indeed's own channels.

### **Expressive** (Marketing)

Marketing illustrations can be more flexible and expressive in style as they compete for attention and build brand awareness out in the world.

## Illustration | Strategic Overview

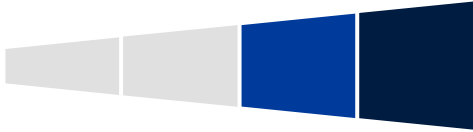


### Functional / Interactive

Designed for an audience that is aware of Indeed's brand. Guides our users across our product through an end-to-end experience. Illustrations will be focused, clear and visually communicate our brand identity.

### Expressive / Editorial

Created with the purpose to engage new audiences and increase Indeed's awareness as a brand. Utilized as a single, standalone moment. These illustrations can be more customized for campaigns and story-driven content.



As we move from Indeed-owned platforms deep in the funnel (our core product) out into the world (marketing channels), illustrations become more expressive and editorial. However, marketing illustrations must adhere to key conceptual and stylistic principles that connect back to our core product.

These guidelines will focus on how to build brand recognition and consistency through **Expressive/Editorial** illustrations to support Indeed Marketing (the right half of the funnel).

## Illustration | Stylistic Overview



### Functional / Interactive

Designed for an audience that is aware of Indeed's brand. Guides our users across our product through an end-to-end experience. Illustrations will be focused, clear and visually communicate our brand identity.

### Expressive / Editorial

Created with the purpose to engage new audiences and increase Indeed's awareness as a brand. Utilized as a single, standalone moment. These illustrations can be more customized for campaigns and story-driven content.

## Product marketing illustrations

All illustrations created for product marketing should snap closely to the product illustration style.

These include illustrations for:

**Landing pages**

**Lifecycle emails**

**Product Marketing videos**

For more detailed guidance around crafting product illustration, please contact [Brand Systems](#).



# Product marketing illustrations

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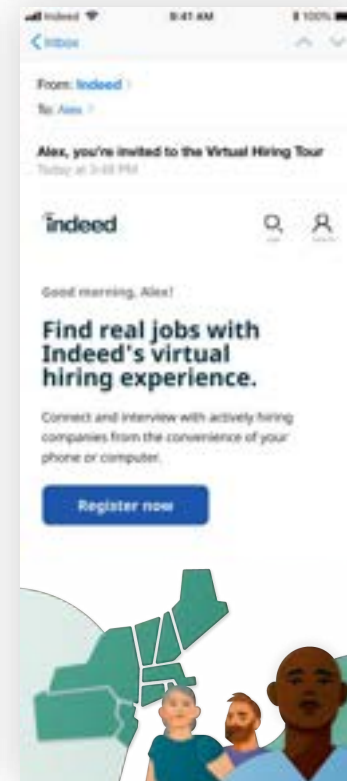
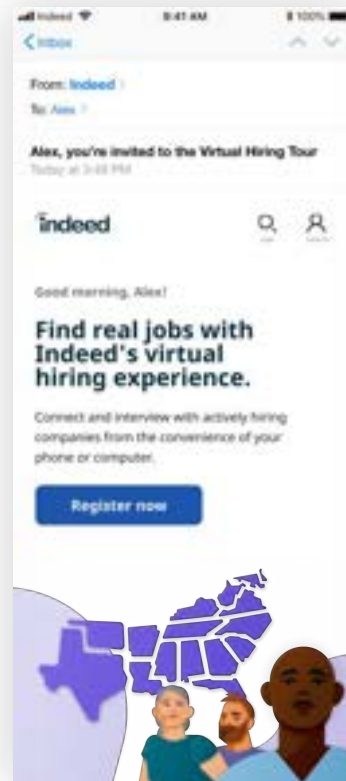
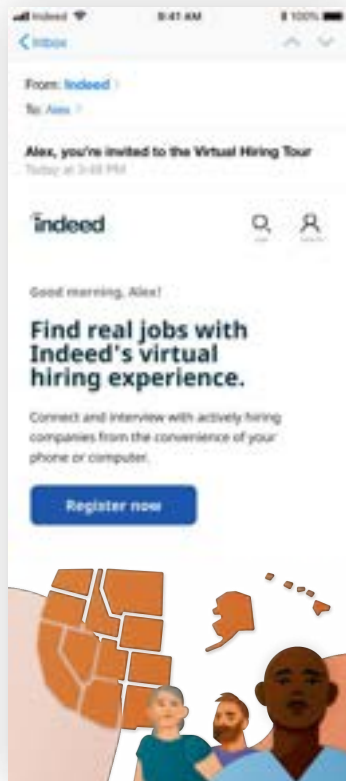
These include illustrations for:

**Landing pages**

**Lifecycle emails**

**Product Marketing videos**

For more detailed guidance around crafting product illustration, please contact [Brand Systems](#).



## Social/advertising illustrations

Marketing illustrations that fall outside the category of product marketing have a bit more stylistic flexibility.

These illustration placements include:

**Social media**

**Integrated advertising campaigns**

**Events/Environments**

**Online publications (such as Career Guide)**

These illustrations may have some stylistic variety, while adhering to a key set of principles and stylistic vibes that help them feel **distinctly Indeed**.



## Color: Principles

There are three key tenets of color that must appear in our marketing illustrations:

### Core brand colors (1)

Indeed's core brand colors – Brand Blue and Ink Blue – must feature **prominently** within all marketing illustrations, making up about 75% of the total palette.

### Expressive palette (2)

Additional color choices must come from Indeed's Expressive Brand Palette, with one key exception:

### Inclusive skin tones (3)

People must be depicted using realistic skin tones from our Expressive Palette. We want people to see themselves in our work.



## Color: Palettes

Our full swatch library can be downloaded for use [here](#).

This includes our core and expressive colors. Our expressive colors include a range of realistic skin tones for depicting humans in a real, human way.



Clear role and prominence of core brand colors. Realistic skin tones.

**On Brand**

## People: Principles

Humans should be depicted similarly across Indeed's brand, even as styles may differ.

### Proportions (1)

Use realistic proportions. Avoid exaggerating body and head shapes to create caricatures.

### Emotions (2)

Humans should appear, well, human. Use facial expressions to convey genuine human feeling and character.

### Sophistication (3)

Indeed marketing illustrations should feel real and human; never cartoony, even when people are drawn in a stylized manner.



Realistic proportions. Genuine human emotion. Sophisticated drawing quality.

**On Brand**

## Environments: Principles

Our approach to environments should be consistent across our work.

### Sense of depth (1)

Subtle shadows and layering should be used to create a simple sense of depth in our illustrations.

### Simple shapes (2)

Simple background shapes should be used to ground the illustration, either as a flat spot or a diorama-like stage.



Clear sense of depth inspired by paper texture. Simple shapes. Clear role of brand blue tones.

**On Brand**

## Strategy: Principles

All our marketing illustrations should strive to possess these criteria:

**Helpful** - to show strengths of all people

**Inclusive** - so that everyone can get jobs

**Distinctive** - to be memorable

**Empathetic** - to be present with our audience

**Simplicity** - to be easily understood

**Intentional** - imbued with clear meaning

**Insightful** - to be a leader in our marketplace



## Conceptual attributes

Similarly, consider these key attributes for all illustrations to best represent our brand tone and personality:

Keep it **optimistic and uplifting**

Be **diverse and inclusive**

Create **authenticity**

Be **reductive**, not maximalist

Depict **real workspaces**

Be **aspirational within reach**

**Empower** our audience

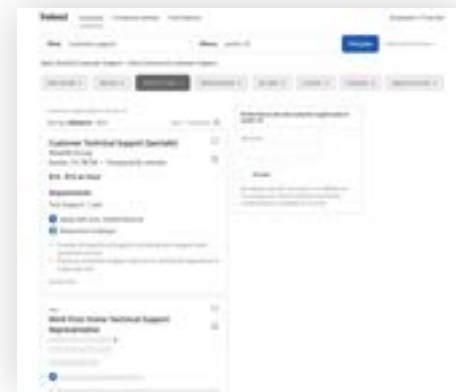
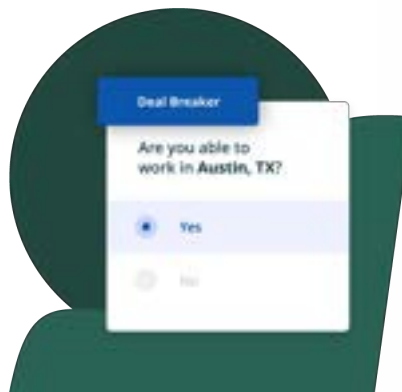
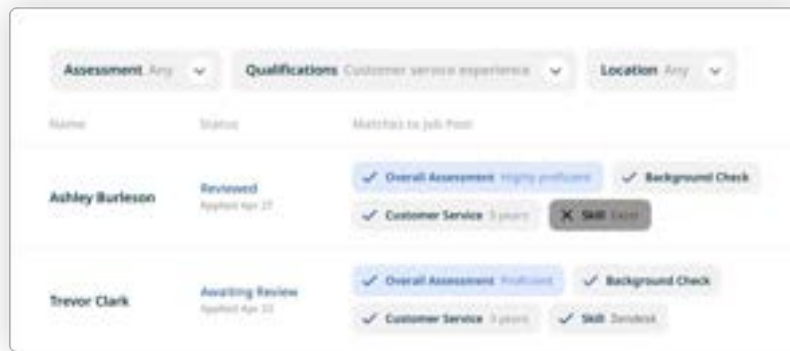


# Product Representation

## Our product is what we do. So let's show it off.

Our product is what helps us help people get jobs. We show our product in different ways according to the needs being addressed. This chapter outlines how our product shows up across different projects.

It's important to consider the purpose of a piece when deciding how we should showcase our product—true to life, abstracted, in motion or mocked up on a device.



## Realistic vs stylized

In marketing, we show our product in two distinct ways:

### Realistic

When the goal of the piece is to be instructional—how-to hubs, product demos, sales walkthroughs, etc.—show our product in its full, realistic form.

### Stylized

When the goal of the piece is to pique interest in specific tools or features of our product—product landing pages, emails, etc.—use the stylized approach to product representation.

### Realistic



### Stylized



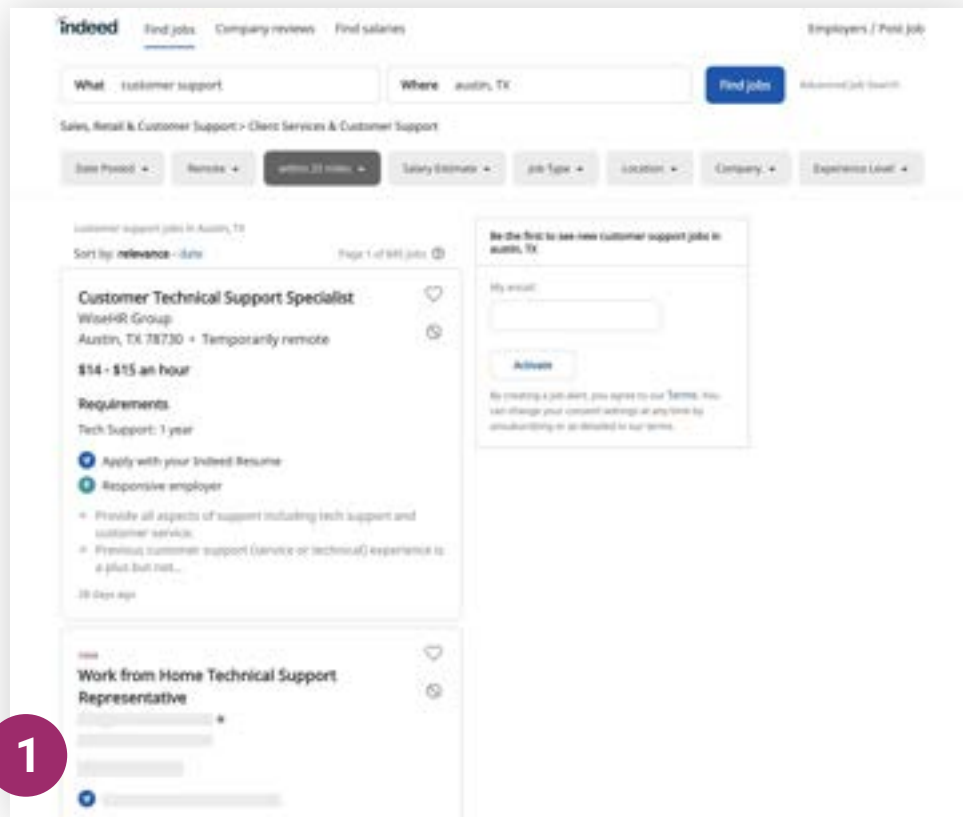
## It's time to get real

Realistic screenshots are used for teaching, training, or documentation purposes.

When we are showing a realistic representation of our product, it is important that any names of people, companies, schools are approved for use by MARV.

In some instances, some information may be obscured on the screenshot by replacing text with a graphic bar (1). This helps to draw attention to a specific piece of the screen while maintaining the overall flow of the full tool. It also makes it easier to localize for all our different markets—we are a global company after all.

1

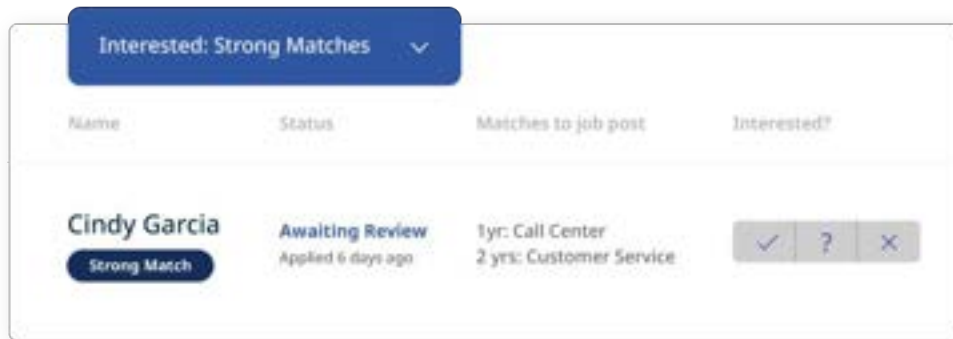


## Stylized

Stylized product representations are not just about looking good—though that is a perk! They are designed to draw focus to specific aspects of our products.

All design decisions made for these stylized screenshots are in the service of clarity for our customers. Shapes are used to guide the eye to specific pieces of the product. People and figures are included (occasionally) to help showcase the benefit of the product. And they all connect to Indeed's core product illustration style.

The next few slides will lay out the building blocks of how we build stylized product representation.



## Anatomy of a stylized screenshot

- 01.** Standalone product feature shown as the hero of the piece. This screen should be similar to the product and clearly show the feature being highlighted. .
- 02.** Background shapes can be used to frame the product and help draw the eye to the most important aspects of the product representation.



## Mixing it up

Sometimes shapes and illustrative elements just don't fit the bill. (We get it.)

As an alternative, consider using a solid or patterned background. Both are on-brand options that can offer even greater contrast for the screens when that is needed.

An example of when this might be used is for animated videos where we're animating the product itself and do not want the background to distract from the product feature being shown.



## Our products in situ

When showing Indeed on digital devices, use photography and video that feel true to real-life use (not posed).

These screens should feel true to the product, but some elements can be removed to make it easier for someone to find the focal point of the screen that we'd like them to see.

Use unique, natural perspectives and avoid shots that look like art directed product placement.

Devices and Indeed's user interface should always be up-to-date. Usually, brand names & logos of devices should be retouched out.



## Our products in situ

Brand Advertising  
"All the Jobs" France  
TV



Clean, simplified UI  
highlighting distinct  
brand assets (logo and  
apply button style)  
**On-Brand**

# Film & Photography

**We help people. And true help requires empathy.** So we want that authentic emotional connection to show up in video & photography. Whenever we capture people doing what they do, we want to inspire our users with genuine, relatable moments.

We just want to go for real here. We avoid content that feels staged, inauthentic, or common. Fewer people-on-computers, more moments of people thriving at work. Fedora hats and monocles, not so much.

Moments of tension or conflict are ok. That's part of real life. Let's make sure we don't end on a bleak note, but something uplifting.

**Custom assets, not stock.**

We developed our voice, so we should create visuals that support it whenever possible.

**Work is authentic, not staged.**

Work is real enough, it doesn't need to be exaggerated by overly staged scenes.

**Show variety, never sameness.**

Workplaces are extremely varied and we want to represent as many of them as possible.

**Show diversity, not uniformity.**

Our visuals support the inclusive, diverse range of people reflective of our global markets

**Natural lighting, never filtered.**

Use of natural and minimal lighting help keep our visuals feeling like they are part of the real world.

## Casting

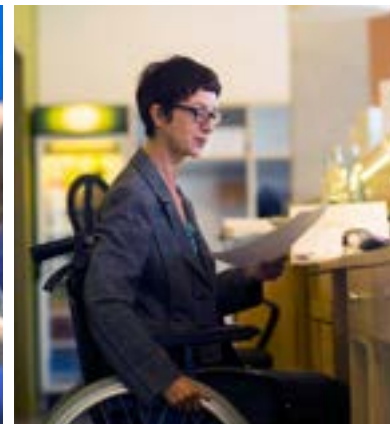
### Inclusive & diverse

The people in our work should be representative of Indeed's global community of users. People should feel authentic in the way they look, dress and work. Like someone you expect to see on the elevator. In short, **people should feel like real people, not like ad people.**

### Feature a wide range of:

- professions and fields of work.
- skill levels from low- to high-skill jobs.
- genders, ages, races, ethnicities, cultures, socio-economic statuses, body types and abilities.

Avoid tokenism whenever possible. **Inclusivity and diversity only matter if they are represented authentically.**



## People at work

Show genuine, candid scenes of individuals and groups of people working with joy, confidence or a sense purpose.

### Authenticity

Sometimes stock photography use is necessary. Don't use images that feel staged, inauthentic, or common.

### Lighting & composition

Keep things optimistic and warm with natural, bright light and pops of color. Embrace simplicity, negative space, and compositions that place focus on people.



## Portraits

Certain creative executions, like organic social campaigns, may want to highlight success stories of job and talent seekers.

In unique creative cases like this, the subject can be posed or aware of the camera as with these environmental portraits.

These types of executions can be a little more art directed while still feeling natural and authentic.



## Things to avoid

### Stock imagery pitfalls

Avoid cheesy interactions that feel staged, forced, or silly. We try hard to steer clear of stereotypes or tropes.

### Stylistic guidelines

Avoid images that feel dark, heavy, somber or negative. Avoid images that feel too perfect or overly retouched.

### Inauthentic treatments

We avoid stylistic treatments of photo filters, sepia tones, black and white photography, blurs/flares, extreme contrast, or individuals shot in-studio or on a white background.



## **If you can't produce a shoot to support your project, ask yourself these questions when assessing the quality of a stock photo:**

Do you think that's a real workplace?

Do you think that person actually works there?

Does this photo make you feel like humanity would still have a chance in a robot war?

Could illustration solve for your particular need?

**If any of your answers is no... keep searching!**

## Storytelling

The stories of our job seekers are the reasons we do what we do. When shooting documentary-style content, authenticity is king.

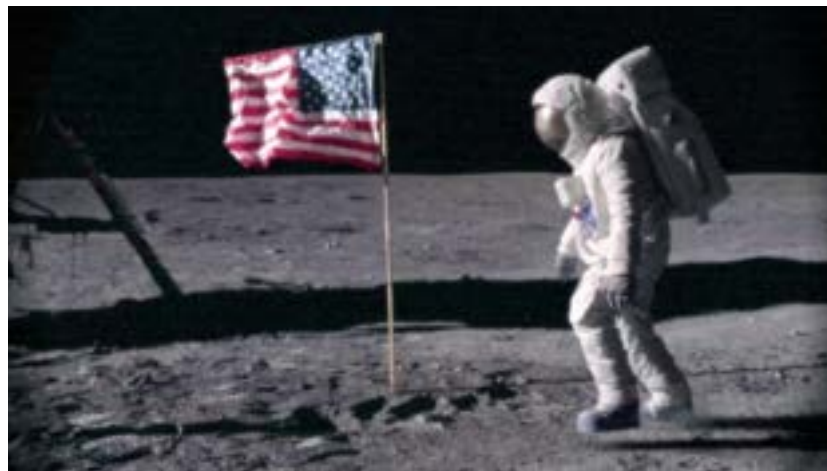
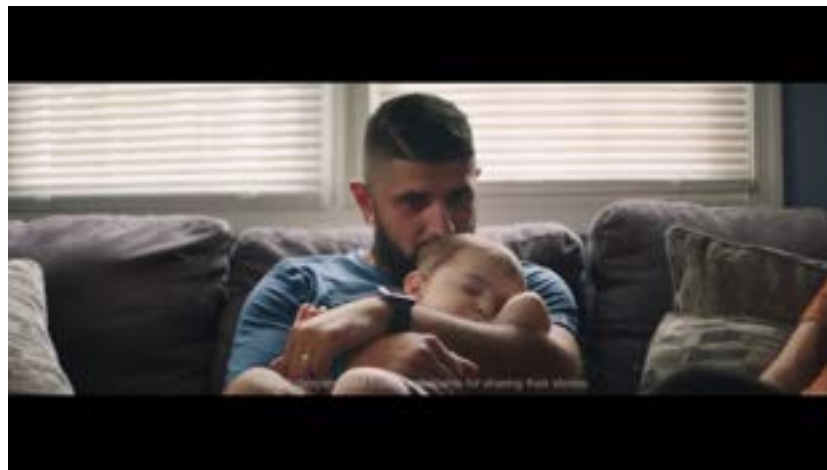
Mentions of Indeed should feel organic to the subject's story, thoughtfully integrated into the narrative. Every story we tell should easily answer the question, how is this uniquely Indeed?



## TV

TV can make us laugh, cry, or understand something new. Our television and online video campaigns are no different.

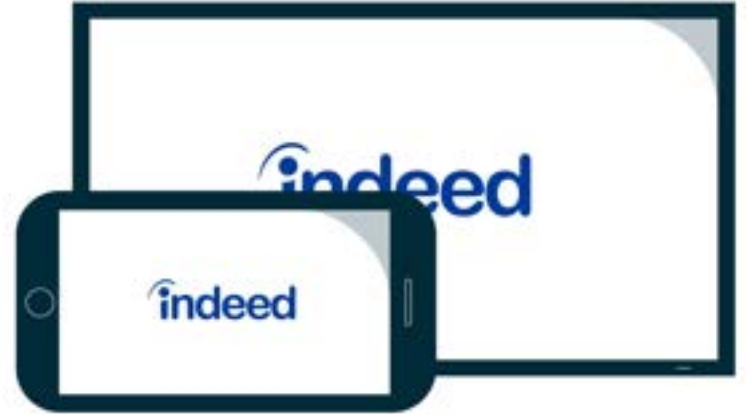
Indeed's TV ads address business problems through the lens of our unique brand strategy. They run a range of emotional tones, from more aspirational, emotional content like Great Moments to lighthearted, product feature-driven stories like Extreme Solutions. As always, consider your audience and their unique needs and tailor the tone of your campaign accordingly.



# Online Video

## Media made accessible

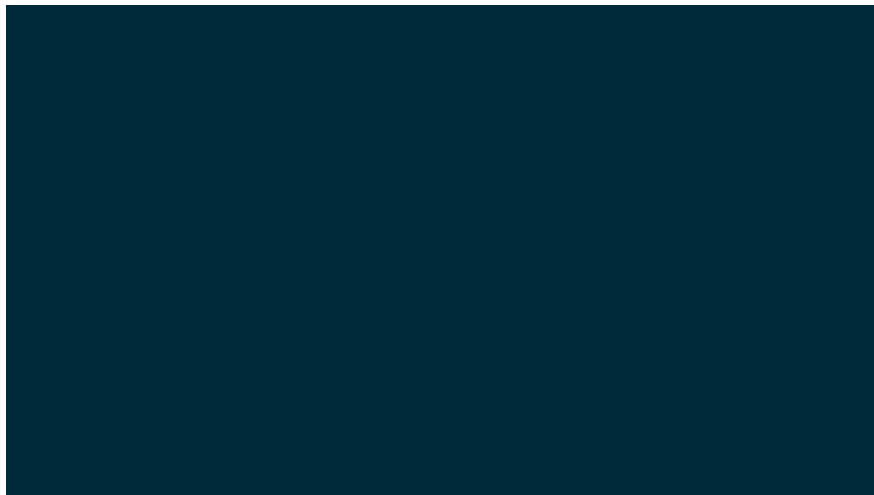
Indeed strives to meet accessibility standards across all of our video media. We strive for a [WCAG 2.1 AA standard](#) for all products and services. These video media guidelines are tailored specifically to help guide the look and feel of your content, as well increase accessibility. This is especially important for our viewers that do not listen to audio that accompanies a lot of video content.



### Logo Intro or Outro

If you need an intro or outro card, but don't know what to use— stick to this clean Indeed logo reveal.

[Download it here](#)





16:9



1:1



4:5



9:16

Indeed appears across different social platforms and aspect ratios. Keep the Indeed logo appropriately sized wherever it lives.

## Online Video | Logo Motion

If you choose to add movement or a transition to our logo, always keep our logo one solid graphic element.

### Indeed's logo is never:

- Broken apart into pieces
- Moved in a silly or comical style
- Stretched or distorted in size and scale when given movement



### Logo bugs

Use a logo bug to keep the Indeed brand visible throughout an entire video.

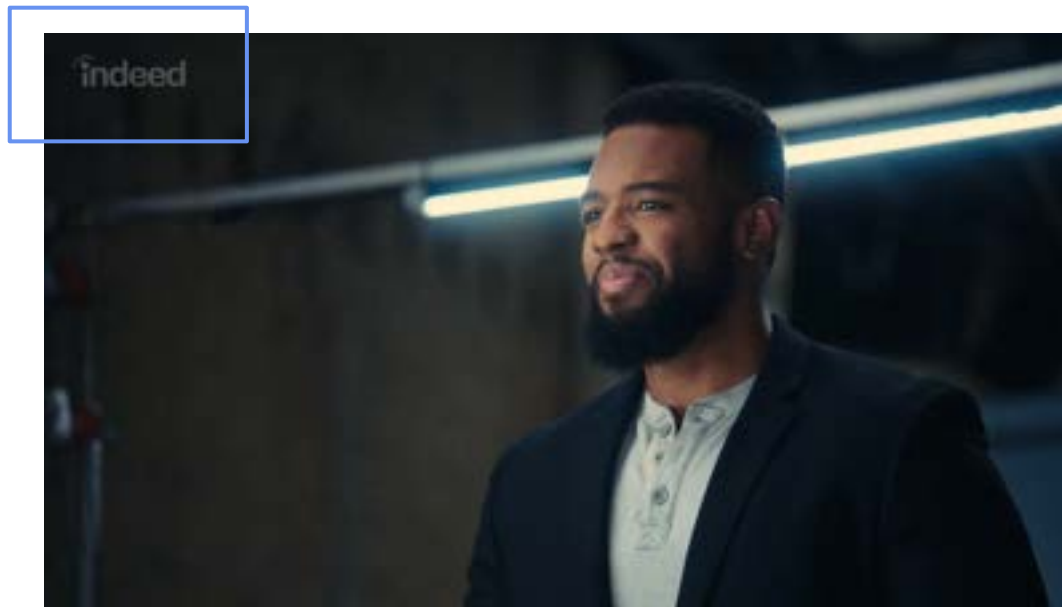
### When to use

**Always:** Social channels (Facebook, Instagram, Twitter, YouTube, LinkedIn, etc)

**Usually not:** Indeed online properties (Career Guide, Hiring Lab, Recruiter Hub, Indeed Blog, etc)

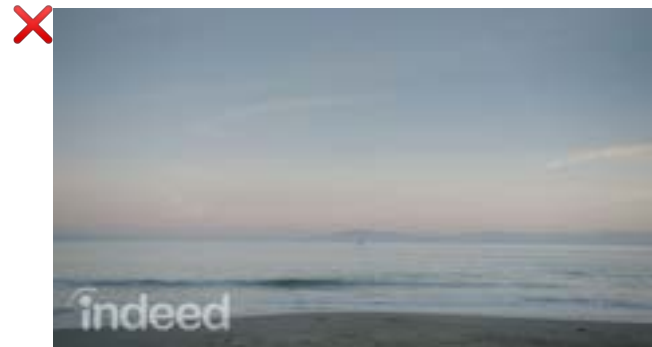
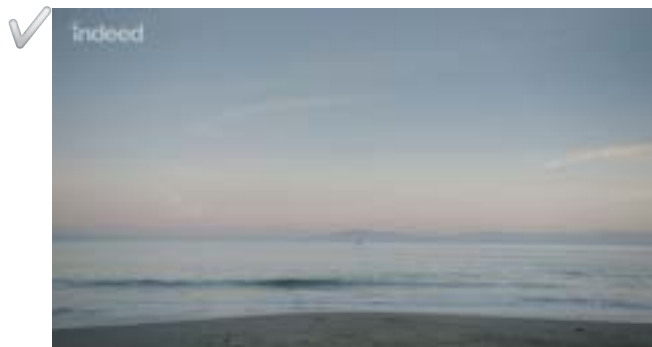
**Never:** TV Ads

[Download logo bug files here](#)



**Place in upper left hand**

Keep it small, but easily readable on mobile screens.



**Use white most of the time**

Only use blue when on a white background.

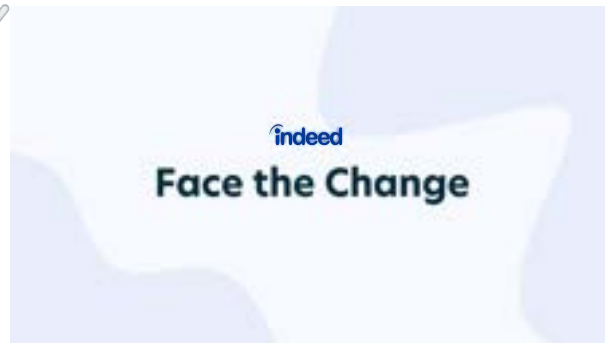


**Use 50% opacity (alter if needed for contrast)**

The image on the left is 50% opacity, which is not enough to compete with the background color. The image on the right is 100%, which allows it to be legible.



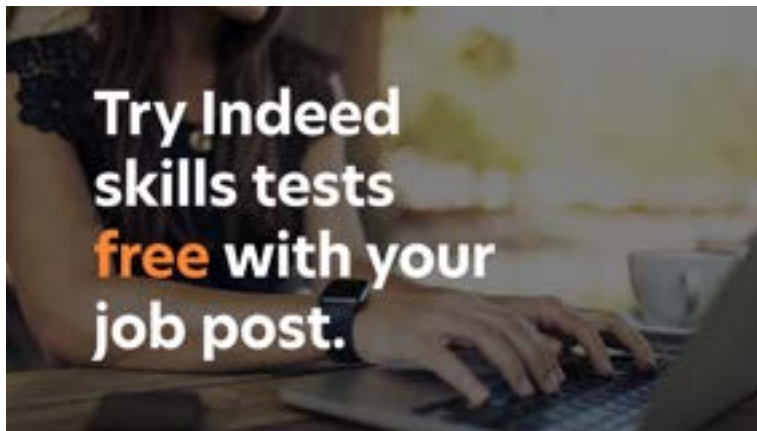
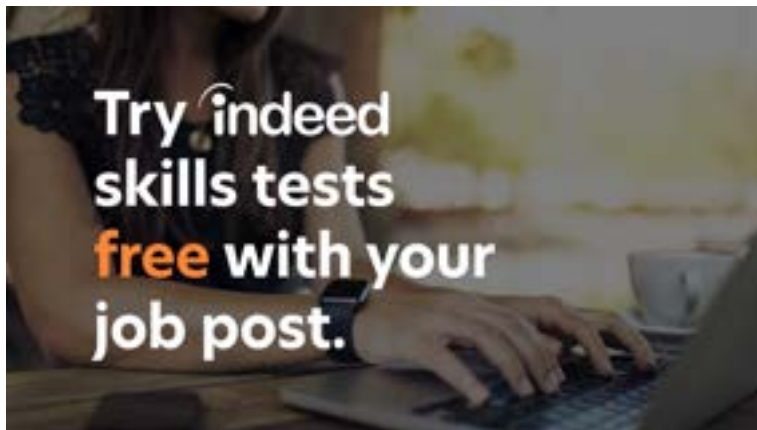
**Should not appear on intro/outro title screens where an Indeed logo is already present**



### Logo usage in sentences

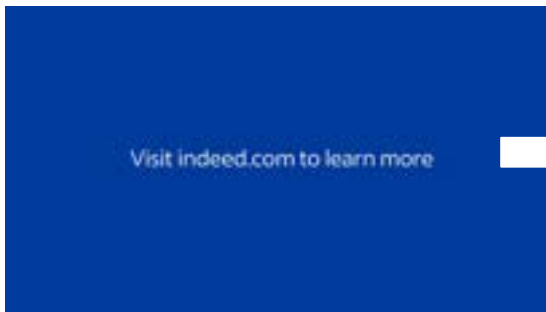
**Never** sandwich the Indeed logo in the middle of a sentence. Instead, convert it to text.

You may use the Indeed logo when at the beginning or end of a phrase– such as “by Indeed” or “Indeed presents”.



**Do not crowd the lockup**

Don't place a title on the same frame as a logo + tagline lockup. Instead, separate them onto different frames or don't use a tagline at all.



**Product, content and campaign lockups**

Always stack lockups for video media.  
This is especially important when working  
with very long product title lockups  
within certain dimensions.



### Product, Content and Campaign Motion

Product and system title animations should be clean, short, and simple. No extraneous motion needed here. Just be bold and clear.



### Giving Indeed credit

The Indeed name or logo must be incorporated only once. If “Indeed” is in the written title, don’t include the logo in the title lockup, but it must be adjacent somehow for credit. If not in the title, the logo must be visible in the lockup.



### Series tie-in

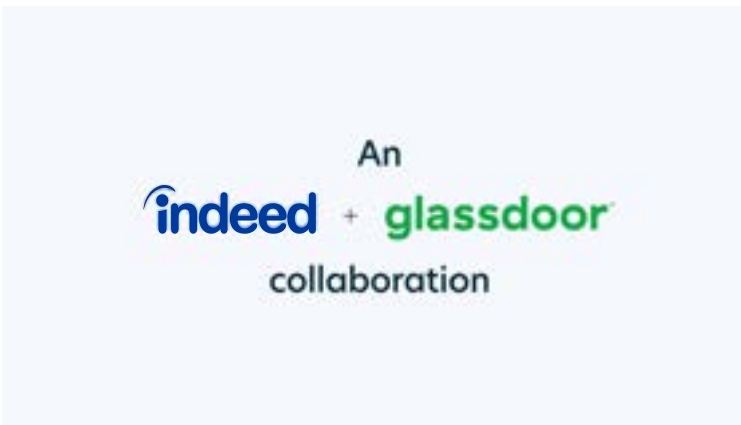
In some special serialized cases, an Indeed logo may not be present in the series title. In this case, use a separate “Indeed presents” card like this to tie the Indeed brand to the series.

[Download the file here](#)



### Partnerships

Always try to balance the size of the Indeed logo with the partner logo. Refer to the Logo & Lockups section of this document for more guidance.



### Title font

Video titles using Indeed Sans Regular or Indeed Sans Bold/ExtraBold will work best for accessibility.

Use Indeed Sans Light sparingly, since it can be difficult to read on different types of screens.

### Indeed Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Indeed Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Indeed Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Indeed Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Indeed Sans ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Title safe region

Titles should always be created and placed within the industry standard "title-safe" regions of the media being created.

Frame boundary (HD) →

Title safe region (HD) →



### Title colors

Titles should be clear and easy to read when being placed on different backgrounds. A contrasting color helps with readability and accessibility in media. Always start with our primary palette.

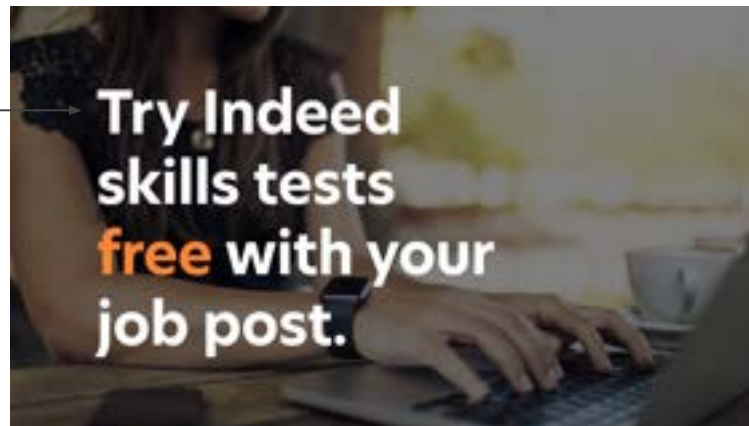


### Title sizing

Keep in mind that title sizes can vary, depending on the different types of screens a viewer is watching your content on.

Here are some examples of title heights used for standard HD media.

110 pixels height (HD)



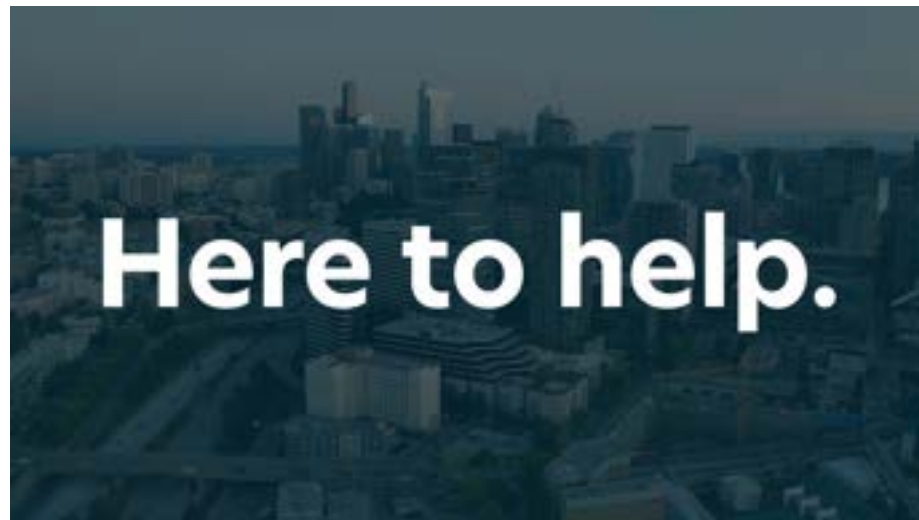
50 pixels height (HD)



### Title sizing

Some creative media may include even larger titles, depending on the message you're trying to communicate.

190 pixels height (HD) →





### Converting landscape to portrait

Do not shrink a landscape video down to fit inside a vertical frame. Instead, resize and create new text graphics to fit the new ratio.



### Web addresses and CTAs

It's important that web addresses and call-to-actions are sized for quick readability. These usually appear at the end of media and are instructing viewers where to go for more information.

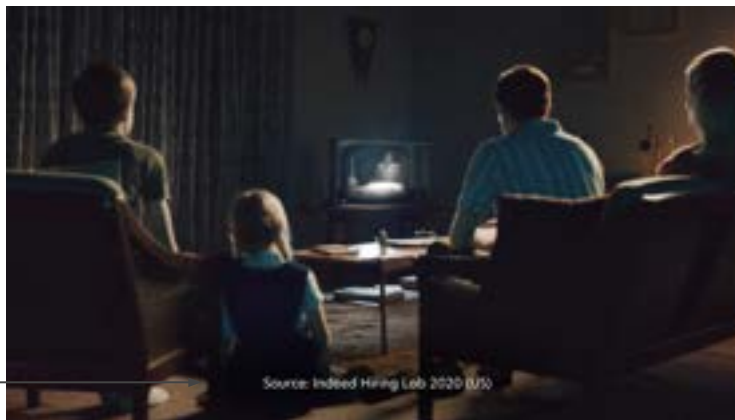
50 pixels height (HD)



### Disclaimers and citations

While it's important they are readable, these don't need to take prominence on screen and can be smaller than other titles.

25 pixels height (HD)



### Title motion

If you chose to add motion to your titles, they should reveal themselves in a simple and clean way. Revealing a colored background can help increase readability on film when presenting the information within them. Always start with our primary palette when choosing a color.







### Lower thirds

Use lower thirds to quickly explain to the audience who the on-camera speaker is. Place on either the lower right or left corner, keeping it as simple and clean as possible.

[Download a sample file here](#)



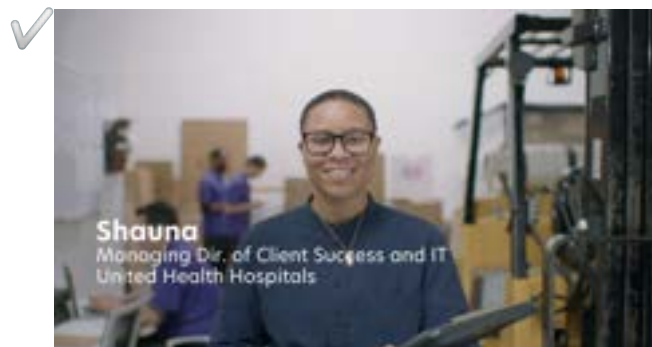
**Use two lines only if possible**

Shift to three lines if the graphic will be longer than two-thirds the length of the frame.



**Never use four lines and never have a line overflow to the one below**

Try to abbreviate and omit where possible in order to stick to only three lines.



### Leave room for captions

The traditional position for lower third graphics often overlaps with closed captions. With Indeed's Accessibility standards, every video should be captioned (see Accessibility Compliance section).

Provide space at the bottom of every video for captions, even if you are not responsible for creating them. Refer to the Lower Thirds Template in the Download Library for specifics.

If a video won't appear online and will not have captions (such as at an event), the lower thirds can be positioned in the traditional placement.



**Font must be easy to read on small screens**

50 - 100 px height is a good benchmark.



**Text color must contrast with background**

If the video frame is too bright for white text, use a color matte to create contrast.



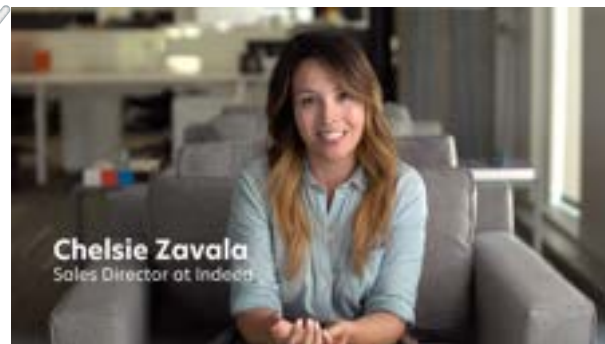
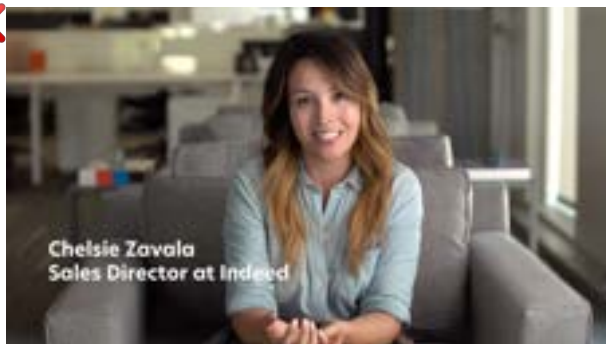
### Using a matte background

Keep it simple.



### Name must contrast the title

Use a thicker weight and larger size for the name. Then, use a thinner, smaller, font for the title.



## Naming considerations

1. Include name, title, company name.
2. If video is external, and the subject is an Indeedian not MLT or SLT, use their first name, with or without last name initial. Never use a job seeker's last name unless they expressly approve.
3. If video is internal, do not include company name (Indeed), and consider using department or team name instead of job title.
4. Separate title and company name with "at". This keeps lower thirds consistent, but it also keeps titles compliant with our Accessibility guidelines, since common separator characters can be confused with "l", "I", "L", "i", or "1".

**Chris Hyams**  
**CEO at Indeed**

**Rachel P.**  
**Software Developer at Indeed**

**Sarah Lowell**  
**Client Success**

**Thomas Kelly**  
**Support Specialist at Indeed**

Online Video | Lower Third Examples



### Product demo

Product demonstrations should have movement that is clear and straightforward demonstrating a specific feature. For a deeper dive into design for product demos, please see slide 88 in our Global Brand Marketing Guidelines.



### Animated GIFs for the web

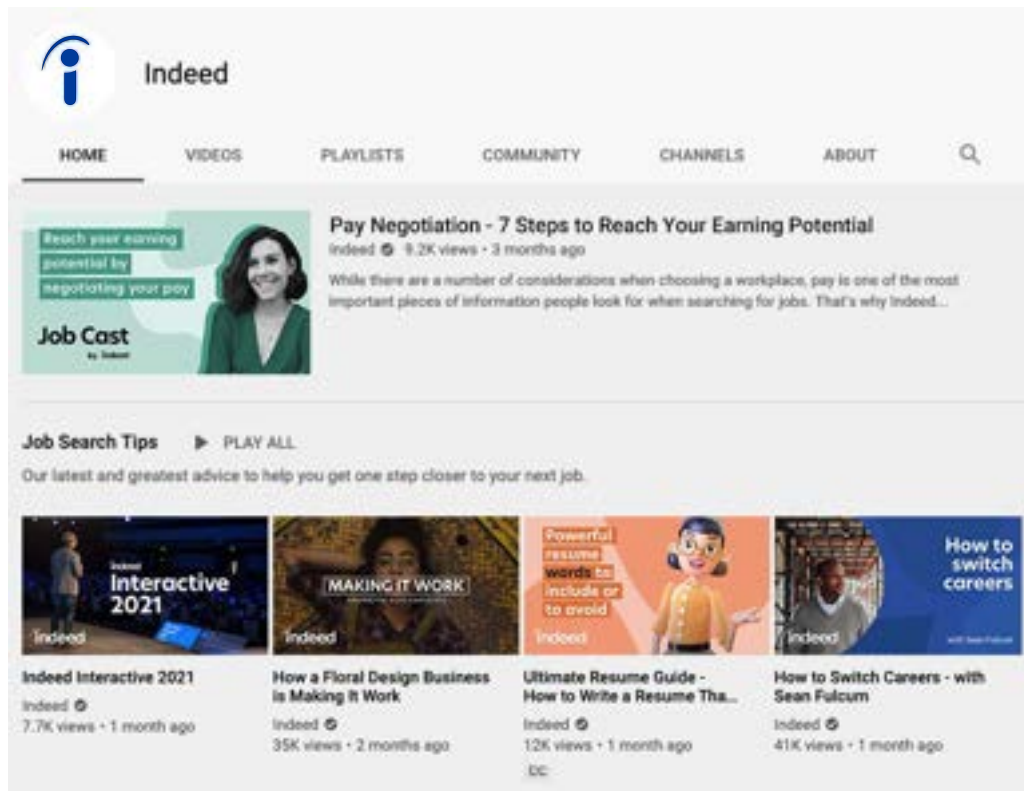
Animated GIFs should be encoded to stop and should be accompanied with a HTML coded “replay” button to replay the animated GIF, when placed on web pages.



### Make the text larger than normal

Thumbnails are usually viewed small, so make sure the main text is large and easy to read.

[Download a sample file with logo here](#)



All videos must have a corresponding thumbnail provided to upload with the video. Follow these guidelines:

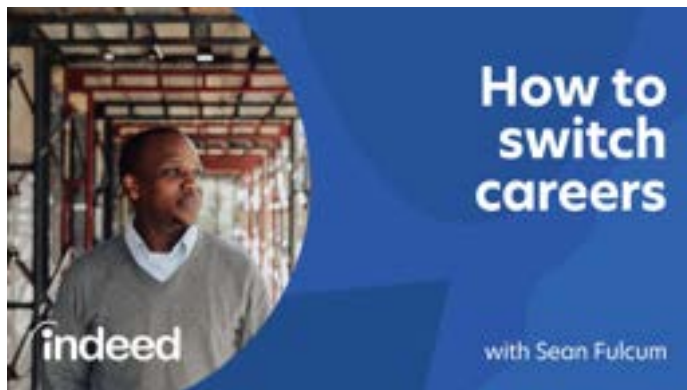
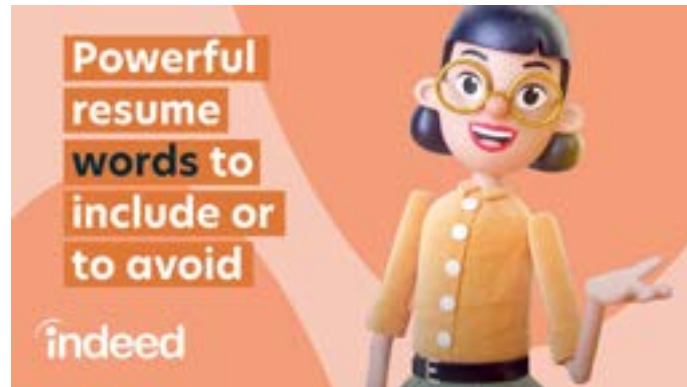
1. Indeed logo must be prominent in the lower left hand corner. If the video is part of a series, the series lockup may be used in lieu of the Indeed logo.
2. Show the face of one of the people that appear in the video. If possible, try to use an image of them making eye contact with the camera.
3. The background must either provide context to the video or accentuate the person's face.
4. If possible, incorporate text that teases the video content (but does not repeat the title).
5. Rely on primary color palette, and use secondary colors judiciously. See Global Brand Marketing Guidelines for more.



### Make room for YouTube overlays

Do not include any text at the top 20% of a thumbnail that appears on YouTube. If the video gets embedded on a website, YouTube's overlay title will appear at the top, obscuring any visible text there.





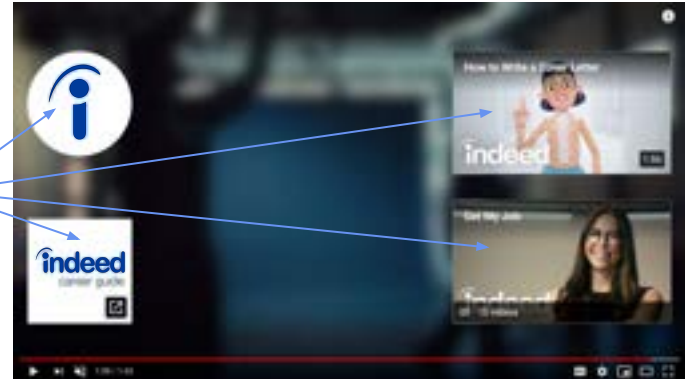
Last 10 seconds  
of video file



### Leave room for end screen elements

For videos living on YouTube, include 10 seconds of empty tails for end screen elements to be added. If possible, plan ahead and prepare unique content to fill this time.

Added in YouTube

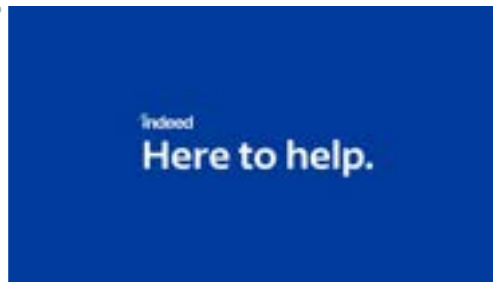


### End screen element style considerations

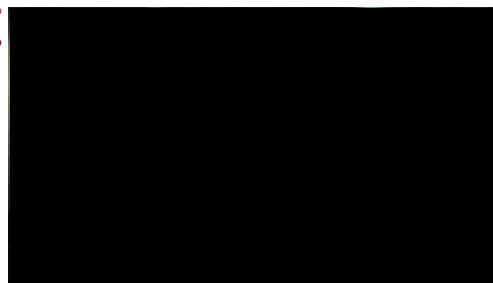
Blurred behind-the-scenes footage works great here.



Motion graphics with subtle movement work great too.



Do not use a black frame as tails.



All Indeed videos **must contain captions** in order to meet our new accessibility requirements.

### Caption types

There are two kinds of captions: baked-in and uploaded. Baked-in captions are part of the video file, whereas uploaded captions (aka SRT captions) are uploaded alongside the video file to an online platform such as YouTube or Facebook.

We recommend using uploaded captions whenever possible, but here's a list of benefits for both →

### Creating caption files

Baked-in captions must be created by a video professional using a tool like Adobe Premiere. Uploaded captions can be ordered through a vendor like [Wistia](#) or [Rev.com](#). Both can be created by the Indeed in-house agency.

### Baked-in captions

- Cannot be turned off
- Appear on videos that are played offline (such as at tradeshows)
- Styling can be controlled
- Restricted to a single language, but can also use specific language characters

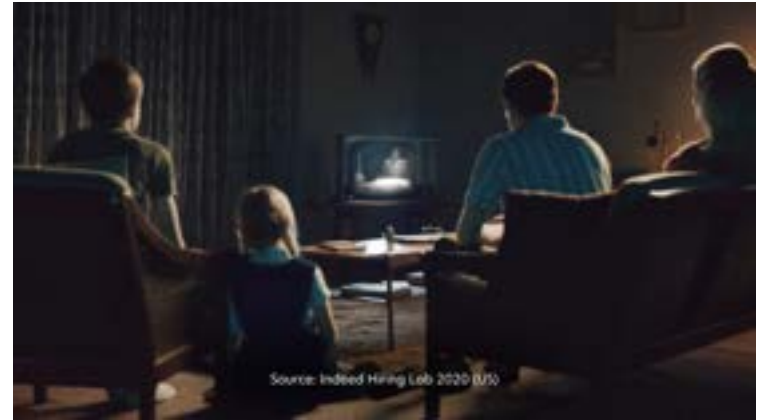
### Uploaded captions

- Better for SEO
- Use the responsive design of the video platform
- Anyone can edit--no video editor required
- Can be easily translated to other languages on the same video URL

### Requirements for citations

Many videos require citations to support claims that Indeed makes. Any citation used must follow these guidelines:

1. Must be on screen for at least 5 seconds
2. Must be visible enough, large enough, and dark enough for the average person to read it
3. Color of the text must contrast the background
4. Do not use less than 25 pixel height for text in a 1920x1080 sequence



Any citation used will likely be customized for its specific use, but here are some examples of general citations that are often used.

**When showing a feature that could change at any time in look or function:**

"The content on this video may not fully represent the most current product or service, which is subject to change."

**When citing a specific study or metric:**

"Source: [title of source] [date of source] [market location of source]"

Ex: "Source: Silk Road March 2019 (US)"

**When showing a video of job seekers paid for their time:**

"Indeed compensated these participants for sharing their stories."

# Shipping Global Brand Marketing

## Using brand marketing guidelines

We want Indeed to be the first in mind when it comes to hiring. Strong branding is key to being remembered.

Think of these guidelines as a tool to help you create work that feels unmistakably Indeed, which in return will make our brand more memorable, and more successful.

Strive for high marks for brand decisions across your work – **at least 95% on-brand**. When a high percentage of creative choices within a project ladder up to the brand guidelines in a clear, unmistakable way, you're afforded a little flexibility with the remaining ~5%.

Use these guidelines and your good judgment as stewards of the brand to make smart, strategic brand decisions.

## Need Support?

For questions around implementing our guidelines please contact us and a member of our team who will be able to assist your further will reach out to you.

[brandguidelines@indeed.com](mailto:brandguidelines@indeed.com)



**Thank you**