

# Brand Guidelines



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# Brand Guidelines

These brand guidelines will help you understand the Betts style and how to implement it.

In this guide, we've included instructions for using the Betts logo, typography, brand colors, accents, and photography.

The Betts brand is about putting people first and loving what you do, so these values are reflected in our brand assets.



# 02

## The Logo

# The Logo

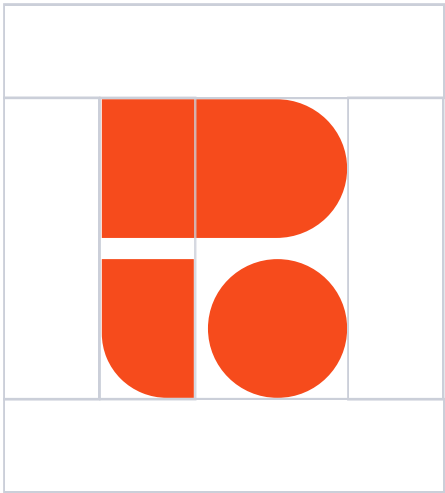


# Lockups and Spacing

If the logo is used next to other graphic elements, make sure there is enough space around it to let it “breathe.”

The spacing around the logo (example top right) should be equivalent to the width of the “B” in Betts.


In addition, the spacing around the logomark (example bottom right) should be equivalent to the width of the bottom left element of the mark.



# Color Styles

There are a variety of ways to use our 3 primary colors in the Betts logo. The most important thing to remember is to ensure there's enough contrast between the logo and the background.

If you use the orange logomark in the logo, the logotype should be a different color (light or dark).



LIGHT W COLOR



LIGHT



DARK WITH COLOR



LIGHT



LOGOMARK  
COLOR



LOGOMARK  
LIGHT



LOGOMARK  
DARK

# Logo Restrictions

Our logo shouldn't be used with other colors than those represented on the previous page. Furthermore, please don't stack the logo or use the logotype without the logomark.







03

# Typography

# Typography

We use Rotunda for display copy and Roboto for body copy.

## h1 - Heading 1

(Rotunda, Regular, 55px)

## h2 - Heading 2

(Rotunda, Medium, 44px)

## h3 - Heading 3

(Rotunda, Regular, 44px)

## h4 - Heading 4

(Rotunda, Regular, 24px)

## h5 - Heading 5

(Rotunda, Medium, 20px)

## H6 - HEADING 6

(Rotunda, Medium, Uppercase, 27% Letter Spacing, 24px)

## H7 - HEADING 7

(Rotunda, Bold, Uppercase, 14px)

## P1 - Body

(Roboto, Regular, 18px)

## Sample quote:

“Betts Connect really helped solve multiple challenges we were facing. We got results much more quickly than we had before. I think any recruiter would find success using this platform to hire sales reps at a company like ours.”

— MIA CARRASCO, GRAMMARLY

## Headline Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostLorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nost



# 04

# Brand Colors



# Brand Colors

The Betts brand has 2 primary colors and 7 accent colors. The accent colors work best in small graphic additions, and used sparingly. The secondary colors are used in backgrounds to add depth.

## Primary

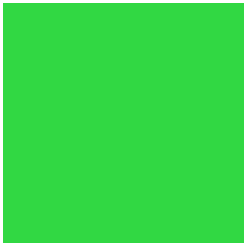


Betts Blue  
#2F4858



Betts Orange  
#F64B1C

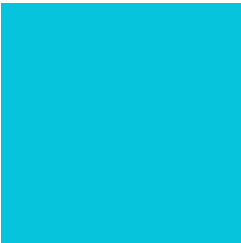
## Accents



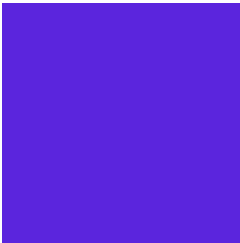
Spring  
#31D843



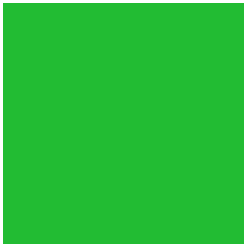
Sunshine  
#FFD633



Sky  
#07C4DD



Indigo Blue  
#5B25DD



Grass  
#22BC33

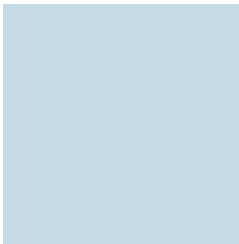


Corn  
#FFBA33

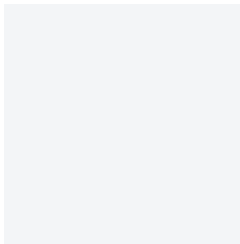


Flamingo  
#F13ECA

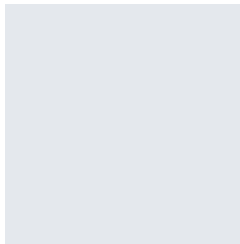
## Secondary



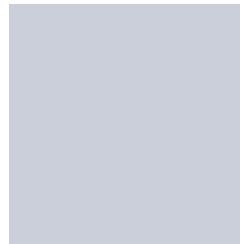
Powder  
#C4DBE6



Pale Grey  
#F3F5F7



Mid Grey  
#E4E8ED



Silver  
#CBCFD9



Grey  
#8B8F9E

# 05

# Accents

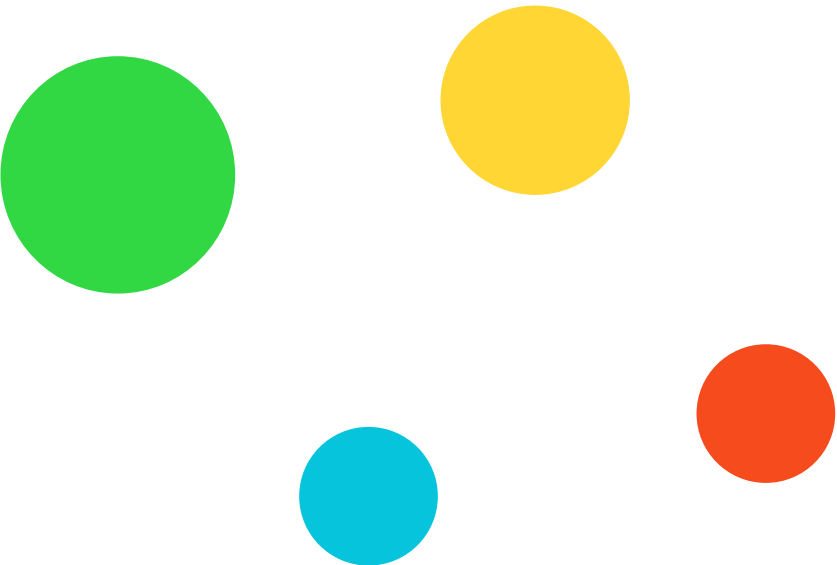
# Accents

These accents are used to add color, depth, and motion to our designs. They should be used sparingly.

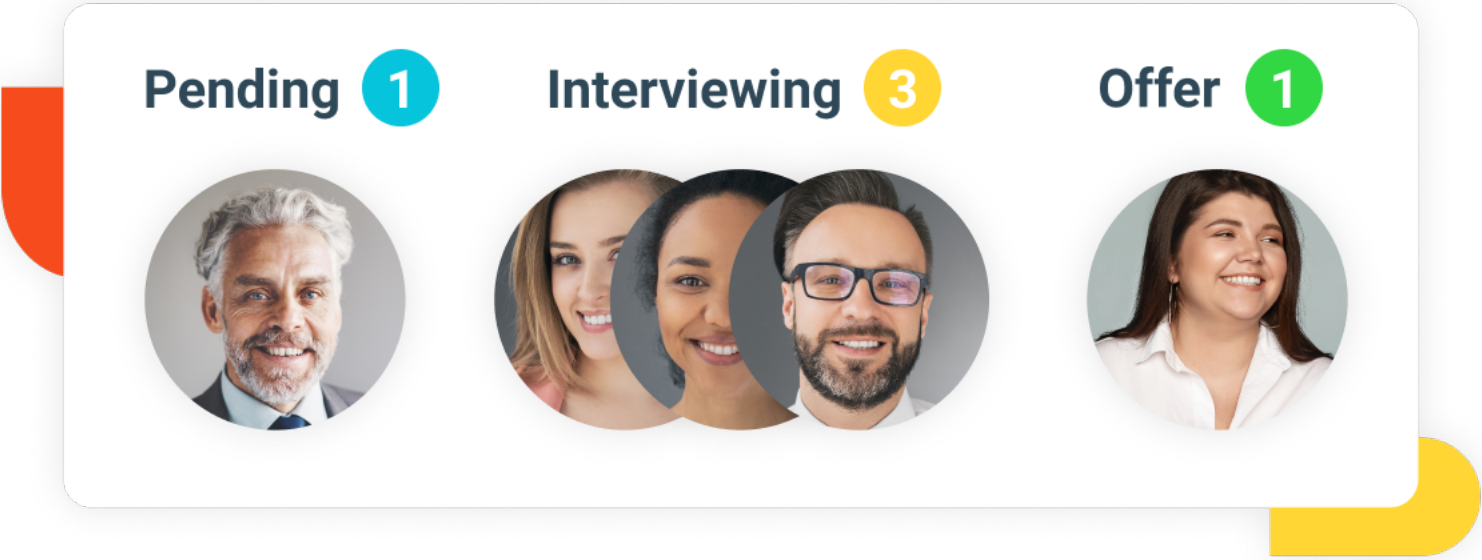
## LOGO ACCENTS



## CIRCLE ACCENTS



# Examples of Accent Use



06

# Photography



# Style

Photos should be a positive reflection of the Betts brand, reflect our culture, and demonstrate our commitment to diversity.



CIRCLE PHOTOS



# Shapes

Graphic elements can be added to photography to create depth and motion.

When displaying photos in boxes, always use a 5px corner radius on the box.





# Questions

If you have any questions about the Betts brand, it's usage, or permissions, please send an email to [marketing@bettsrecruiting.com](mailto:marketing@bettsrecruiting.com)