

# Brand Guidelines

jsi.

# About us

Welcome to JOBID, your premier destination for cutting-edge online job bidding and expert legal services. At JOBID, we're dedicated to revolutionizing the way businesses connect with top-tier talent and navigate the complexities of legal compliance.

# Our Mission

At JOBID, we empower businesses with a seamless platform for job bidding, matchmaking, and legal support, simplifying recruitment and ensuring legal compliance.

# Our Vision

To transform talent acquisition and legal support, leading job bidding and legal solutions. Our Vision: a thriving ecosystem driven by efficiency, integrity, and partnerships.

# Values

## **Innovation**

Constantly innovate to meet evolving needs and exceed expectations.

## **Integrity**

Uphold honesty, transparency, and ethical standards in all endeavors.

## **Collaboration**

Foster a collaborative environment where teamwork and partnerships thrive.

## **Accountability**


Take responsibility for our actions and commitments, ensuring accountability at all levels.

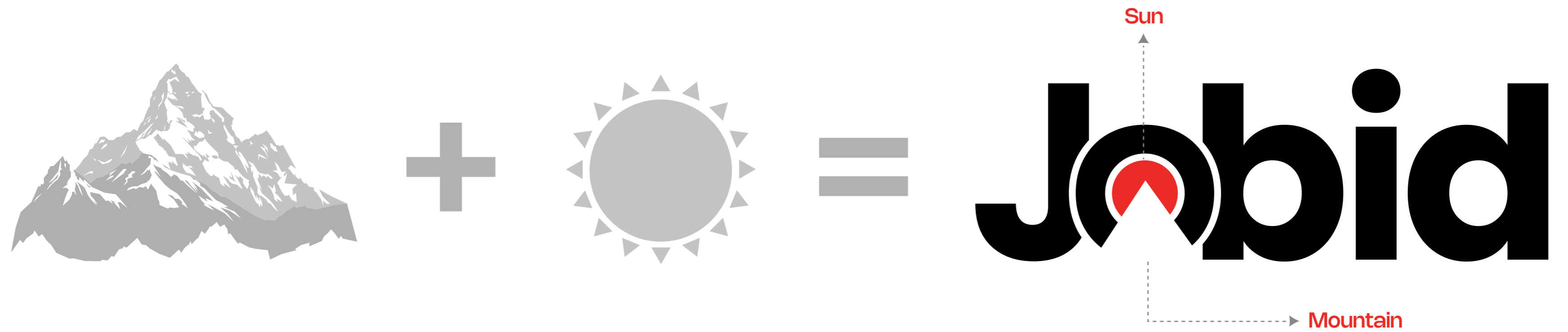
# Design Process

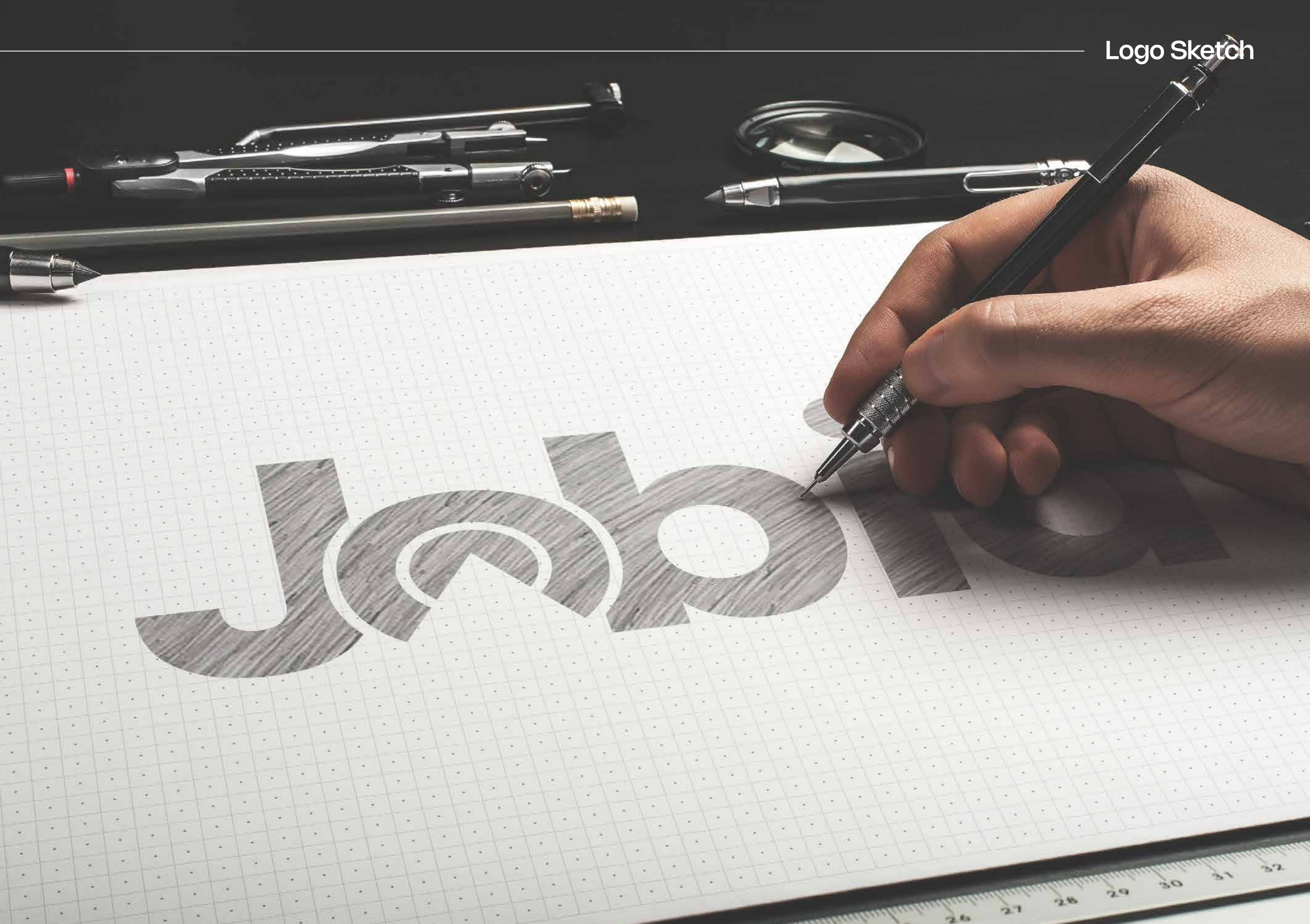
The logo design process for JOBID was meticulously crafted to encapsulate the essence of the brand's mission and values while creating a visually impactful representation of its identity.

The centerpiece of the logo lies within the letter "O," where a profound symbolism unfolds. Here, the negative space forms a majestic mountain silhouette, symbolizing resilience, endurance, and the challenges encountered in the business landscape. This mountain stands as a testament to JOBID's commitment to empowering businesses to conquer obstacles and reach new heights of success.

At the heart of the mountain lies a vibrant red sun, radiating warmth, energy, and vitality. This sun represents the dawn of new opportunities, the passion driving JOBID's endeavors, and the unwavering commitment to innovation and growth.







SORA's versatility allows the JOBID logo to maintain legibility across various platforms and applications, ensuring consistency and coherence in its visual representation. With its contemporary aesthetic and timeless appeal, the SORA typeface adds an extra layer of sophistication to the JOBID brand, making it instantly recognizable and memorable to its audience.

**Sora** **Bold**

**Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm,  
Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww,  
Xx, Yy, Zz**

**1, 2, 3, 4, 5, 6, 7, 8, 9, 10**

**Logo  
Typeface**

The color palette was thoughtfully selected to evoke a sense of professionalism, sophistication, and dynamism. The bold Jobid black provides a strong foundation, while the striking contrast of the white mountain silhouette against the black background commands attention. The vibrant red sun adds a pop of color, infusing the design with warmth and vibrancy.

# Color Pallete



# Logo Color Usage



Jobid

1. Full Color



Jobid

2. Full Color Reverse



Jobid

3. Color Reverse



Jobid

4. Color



Jobid

5. Black



Jobid

4. White

Exclusion  
Zone

Jobid

# Logo Size

312px



220px



150px



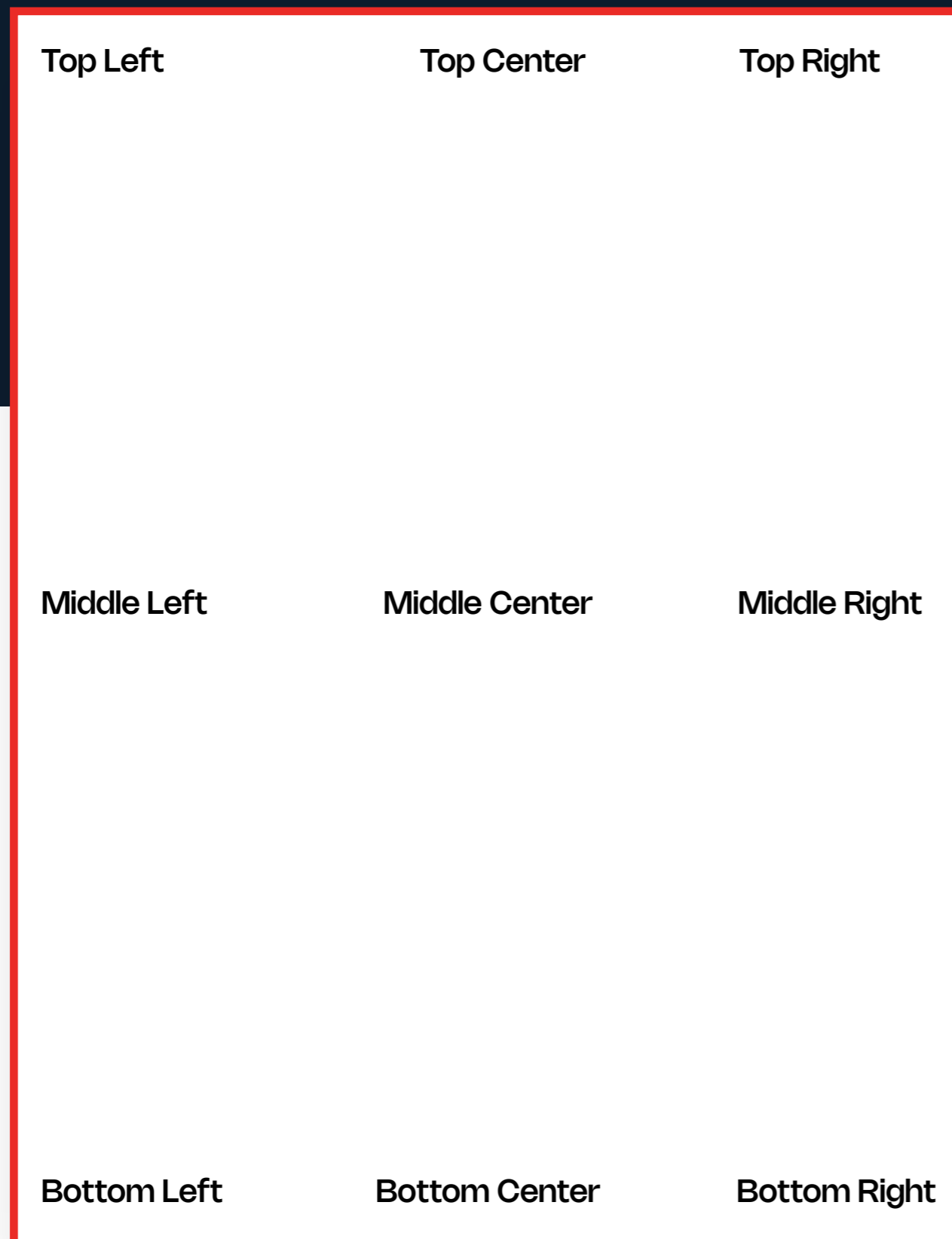
110px



95px



# Logo Placement



# Not Acceptable



Don't Distort the Logo in any way



Don't add drop shadow in the logo



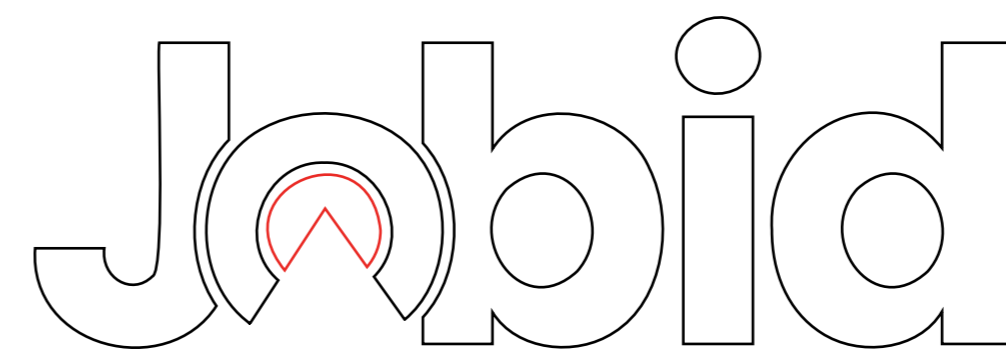
Don't add any kind of gradients



Don't change the letter spacing



Don't place the logo against any background that doesn't create contrast






Don't change the original solid color with the outline





**YUANHAO, HSU**  
FOUNDER

**Jobid**

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Thank you

