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SECTION ONE

Brand Messaging



Positioning

COMPANY VALUES

**1**

Purpose (Why?)

LinkUp is rigorously committed to delivering deep, timely, and accurate job market data that provides insight, clarity, and confidence in understanding the complex dynamics between work and the world we live in.

2

Mission (How?)

We source jobs data globally, directly from employer websites, on a daily basis. From that highly unique dataset, we develop data solutions that deliver optimal analytic and predictive power to our clients.

3

Vision (To what end?)

Our clients, from corporations to investors to research institutions, leverage our data to gain insight into the labor market, strengthen their organizations, and ultimately address some of the most challenging and complex issues facing the world today.

Audiences

1

Primary

Potential customers across capital markets, human capital management, corporations, academia, and the public sector

2

Secondary

Active customers and partner organizations

3

Tertiary

Media and job candidates

Differentiators



Global coverage

Since 2007, we've indexed hundreds of millions of job listings from over 60,000 companies and 195 countries for comprehensive coverage.



Unparalleled quality

Our proprietary process gathers data directly from the source, employer websites, for unparalleled depth, breadth, accuracy, and timeliness.



Predictive power

Jobs data is inherently forward-looking, as it signals intent to hire. Our datasets are updated daily, lending actionable predictive power to our clients.



Brand voice

We use a consistent voice and tone when speaking to all audiences. The LinkUp voice is:

Knowledgeable
Direct
Approachable

We are established experts, but we avoid dry, technical jargon.

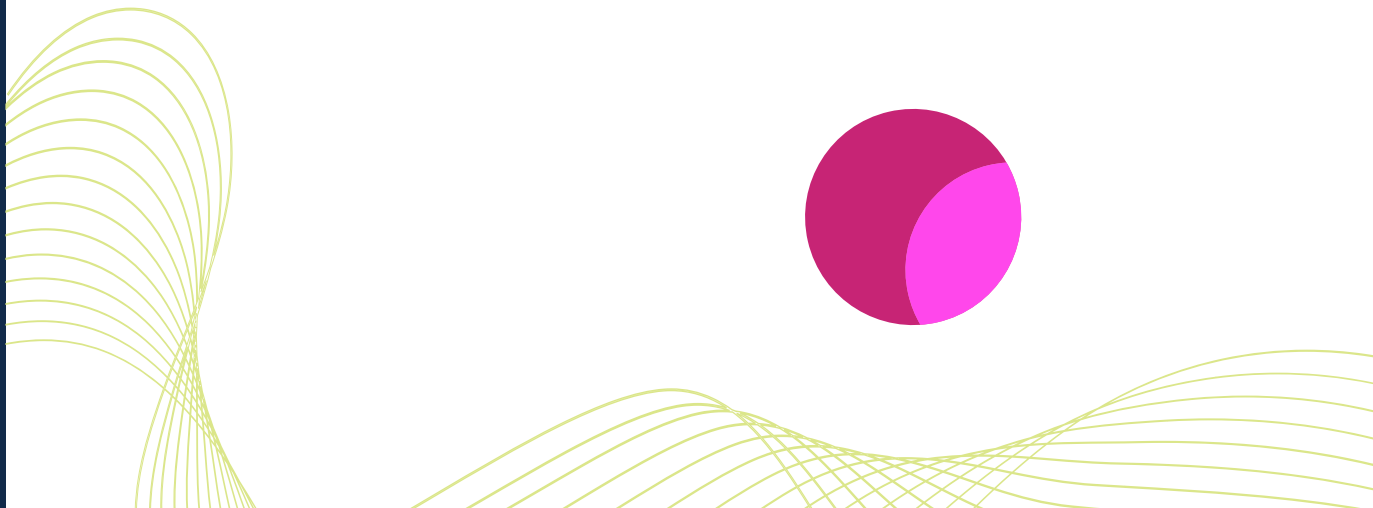
We are aspirational, but we avoid overly lofty language.

Brand story

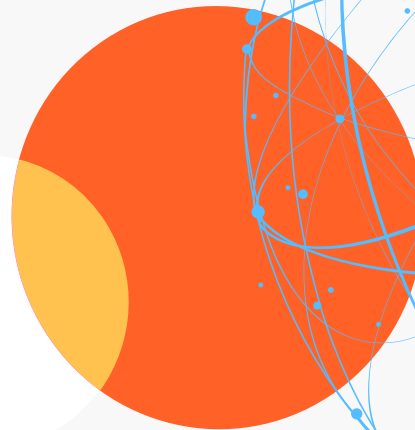
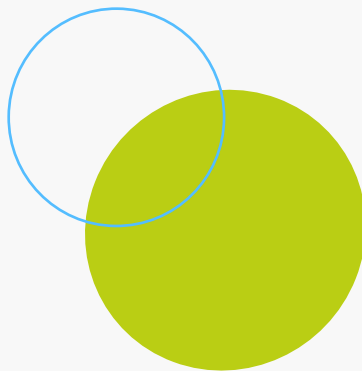
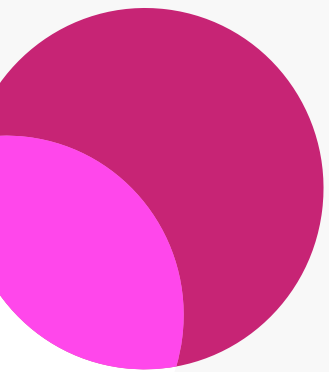
A single job listing can tell the story of a company, and in aggregate, hundreds of millions of job listings can tell the story of sector performance, evolving industries, geographies, and global economic vitality. There is no clearer window into the future of work than global job market data.

Since 2007, LinkUp has been indexing millions of global job listings directly from employer websites every day. Through proprietary technology, we are the leading provider of the most accurate, timely, and actionable jobs data to the most sophisticated investors, corporations, and institutions across the globe.

The world's most important market is the labor market, and the way we work is changing more rapidly than ever before. Global job market data is a critical component to understanding and ultimately addressing many of the biggest challenges of our time, and we are committed to providing our partners with the predictive, actionable data they need.



Content Style




Punctuation

Follow these guidelines to address frequent punctuation questions. In scenarios not addressed here, default to the AP Stylebook for guidance.

	Do	Don't
<p>Oxford comma Use the Oxford comma, also called the serial comma, in lists of three or more.</p>	<p>✔ This data tells the story of industry performance, economic vitality, and the way work is evolving.</p>	<p>✘ This data tells the story of industry performance, economic vitality and the way work is evolving.</p>
<p>Numerical commas Include commas in numbers equal to or greater than 1,000.</p>	<p>✔ 1,000 10,000</p>	<p>✘ 1000 10K</p>
<p>Plus sign (+) / Tilde (~) Do not use a plus sign or tilde to indicate an approximated number or quantity.</p>	<p>✔ More than 60,000 Over 1 million Approximately 500</p>	<p>✘ 60,000+ 1M+ ~500</p>
<p>Periods in U.S. / U.K. Use periods in U.S. and U.K. abbreviations.</p>	<p>✔ U.S. U.K.</p>	<p>✘ US UK</p>
<p>Headline punctuation Use punctuation to end digital headlines only for clarification or after a complete sentence.</p>	<p>✔ Why LinkUp data? Stay informed with monthly insights. About us</p>	<p>✘ Why LinkUp Data Stay informed with monthly insights About us.</p>

Capitalization

Use the following guidance to ensure consistency of the LinkUp identity and voice across digital and print environments. In scenarios not addressed here, default to the AP Stylebook for guidance.

	Capitalization rule	Examples
LinkUp Products	Title Case	LinkUp Feeds U.S. Macro Data Package
Target Industries	Title Case	Capital Markets Academia and Education
LinkUp Reports and Analytics	Title Case	Monthly Jobs Recap JOLTS Forecast
Page Titles (e.g., web, document names)	Title Case	About LinkUp Industry Solutions
Graphs, Charts, and Axis Labels	Title Case	Monthly LinkUp 10,000 U.S. Jobs By Sector
Web copy section headlines	Sentence case	Section headline
Web CTA button text	Sentence case	Our methodology 
All other body copy (web, presentations, and all other materials)	Sentence case	LinkUp data prioritizes extraordinary coverage, accuracy, and ease of access to the precise parameters our partners need.

Logo Usage



Logo lock-ups

Primary logo lock-up

The primary lock-up is to be used on light or white backgrounds where legibility is not an issue.

Secondary logo lock-up

Use the secondary lock-up in situations where the logomark requires the dark background box for legibility, such as on top of photography.

Wordmark and tagline lock-up

Use the wordmark and tagline lock-up on its own in cases where use of the primary or secondary logos would compromise legibility of the logomark.

Avatar

The primary and secondary avatars should only be used in specific use cases when the association with LinkUp is clearly established and controlled, such as social media profiles.

PRIMARY LOGO LOCK-UP



SECONDARY LOGO LOCK-UP



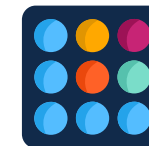
WORDMARK AND TAGLINE LOCK-UP



PRIMARY AVATAR



SECONDARY AVATAR



Color usage

Grayscale logos

Use the grayscale lock-ups on light backgrounds that may compromise the legibility of the full-color logo or in instances where a more minimal palette is required.

Inverse logos

Inverse lock-ups should be used on dark color backgrounds.

Always ensure significant contrast between any identity element and the background of its environment.

Visual contrast is critical not only for brand consistency but also for accessibility. We strive to engage all users and maintain compliance with the Americans with Disabilities Act Standards for Accessible Design.

PRIMARY LOGO LOCK-UP GRAYSCALE



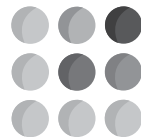
SECONDARY LOGO LOCK-UP GRAYSCALE



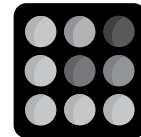
SECONDARY WORDMARK AND TAGLINE LOCK-UP GRAYSCALE



AVATAR GRAYSCALE



Primary



Secondary

PRIMARY LOGO LOCK-UP INVERSE



SECONDARY LOGO LOCK-UP INVERSE



SECONDARY WORDMARK AND TAGLINE GRAYSCALE



AVATAR INVERSE



Secondary

Clear space

Clear space is the area surrounding the identity element. It ensures that the logo stands out in any environment and must stay free of any text or graphic elements. Minimum clear space around the primary identity should never be less than half the height of the logo (denoted as 0.5x on the right).

Minimum size

Observe the following minimum reproducible size requirements to ensure quality reproduction, printing, and legibility.

- Primary logo lock-up minimum width: 1 inch
- Secondary logo lock-up minimum width: 1 inch
- Wordmark and tagline lock-up minimum width: 0.5 inches
- Primary avatar minimum width: 0.25 inches
- Secondary avatar minimum width: 0.25 inches

Pixel dimensions are based on 72 ppi. Artwork intended for higher resolutions such as Apple® Retina Display™ screens should be built at double the size (100 px min.) for optimal resolution.

CLEAR SPACE




MINIMUM SIZE



Logo don'ts

Compromising our logo lock-ups' appearance jeopardizes the presentation and strength of our brand. The examples shown on this page illustrate a variety of unacceptable treatments of our logo lock-ups and identity elements.

		
DO NOT use unapproved colors	DO NOT place the logo on backgrounds with poor legibility	DO NOT apply drop shadows or other graphical effects to the logo
		
DO NOT outline the logo	DO NOT rearrange elements of the logo	DO NOT pair the logomark with different type treatments
		
DO NOT use the old LinkUp logo	DO NOT stretch or distort the logo in any way	

Visual Identity



Typography

Primary typeface

The primary typefaces for LinkUp are Sora and Open Sans. The fonts should be used on the web and in marketing and sales materials.

Sora is distributed by Google Fonts. Find licensing information at <https://fonts.google.com/specimen/Sora>.

Open Sans is distributed by Google Fonts. Find licensing information at <https://fonts.google.com/specimen/Open+Sans>.

Alternate typeface

Verdana can be used in desktop publishing or in on-screen applications where Sora is not available, such as in Microsoft PowerPoint. Similarly, Arial may be used in place of Open Sans.

EYEBROWS

SORA BOLD ALL CAPS IS USED FOR EYEBROWS

HEADLINES

**Sora Semibold is used
for headlines lorem
ipsum dolor sit amet
consectetur**

BODY COPY

Open Sans regular is used for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut sit labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Color palette

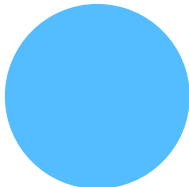
Our color palette is bold and approachable, and it reflects the spirit of LinkUp. Pantone swatches and CMYK values must be used for all print materials. RGB values and hex numbers should be used for all things digital, including web and onscreen graphics, such as presentations.

Gradients

Gradients are only to be used as background fill colors in a linear format.

Color combinations

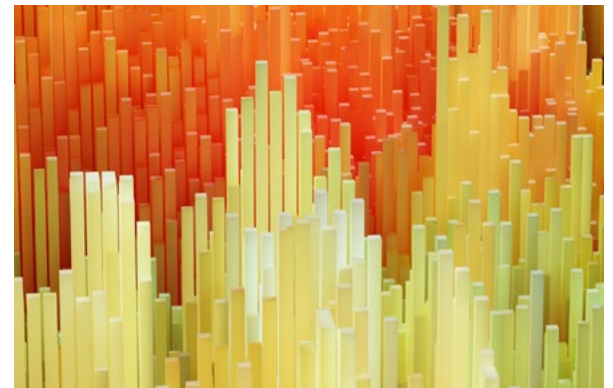
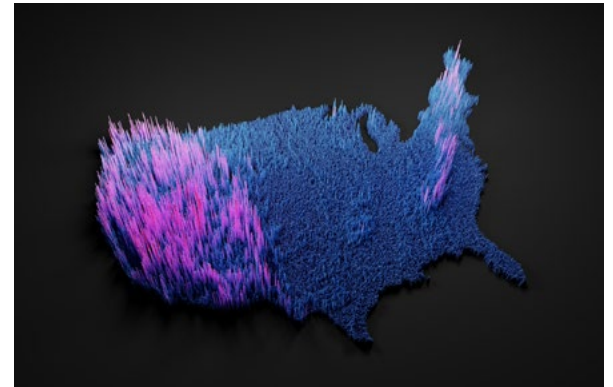
Color combinations must always be accessible and ADA compliant. Please be mindful of contrast by pairing dark elements with light backgrounds, and vice versa, to ensure clarity and distinction. Do not rely on color alone to convey meaning, and always test designs for accessibility and color blindness.

 <p>TEAL Hex: #7ADDC9 RGB: 122, 221, 201 CMYK: 47, 0, 29, 0 PMS: 570 C</p>	 <p>YELLOW Hex: #FFA800 RGB: 255, 168, 0 CMYK: 0, 39, 100, 0 PMS: 137 C</p>
 <p>GREEN Hex: #BACE14 RGB: 186, 206, 20 CMYK: 33, 4, 100, 0 PMS: 382 C</p>	 <p>ORANGE Hex: #FF6127 RGB: 255, 97, 39 CMYK: 0, 76, 91, 0 PMS: Orange 21 C</p>
 <p>BLUE Hex: #54BDFF RGB: 84, 189, 255 CMYK: 54, 12, 0, 0 PMS: 2915 C</p>	 <p>MAGENTA Hex: #C72475 RGB: 199, 36, 117 CMYK: 20, 97, 25, 0 PMS: 214 C</p>
 <p>NAVY Hex: #112A4A RGB: 17, 42, 74 CMYK: 99, 84, 43, 42 PMS: 534 C</p>	 <p>GRAY Hex: #F8F8F8 RGB: 248, 248, 248 CMYK: 2, 1, 1, 0</p>
 <p>WHITE Hex: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0</p>	<p>LINEAR ORANGE GRADIENT</p> <p>WHITE Hex: #FFFFFF ORANGE Hex: #FF4DE</p>
	<p>LINEAR BLUE GRADIENT</p> <p>WHITE Hex: #FFFFFF BLUE Hex: #E5F5FF</p>

Photography

Brand photography should give a feeling of approachability and knowledge. This is achieved through use of human-centered and data-driven photography. Abstract charts without titles, labels, or defined axes can be used when real data is not available.

When using stock photography, look for images that include the LinkUp color palette. An overlay can be applied to photography in the established color palette.



Blog cards

Blog categories

The blog archive contains multiple categories and tags. The examples to the right provide direction on look and feel with the intention that the LinkUp team will be able to easily swap background images to reflect category content accordingly.

Charts

Card examples in this section are intended to signal data-heavy content. Use abstracted chart images or LinkUp graphs depicting real data, cropped tightly and treated with a color overlay from the brand palette.

General use

Cards in this section are intended for general use. The gradient cards provide a simple layout option that can be applied in any scenario.

Quarterly + Monthly

Card examples in this section are intended to be used for quarterly or monthly reports. Background images are intended to reflect report content, and both the text and images can be edited in the provided templates.

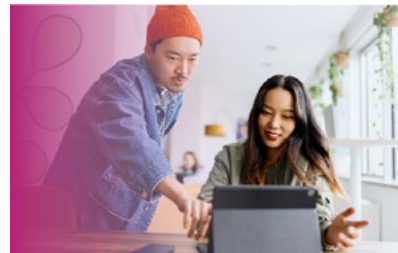
BLOG CATEGORIES



CHARTS



GENERAL USE / MISCELLANEOUS



QUARTERLY



MONTHLY

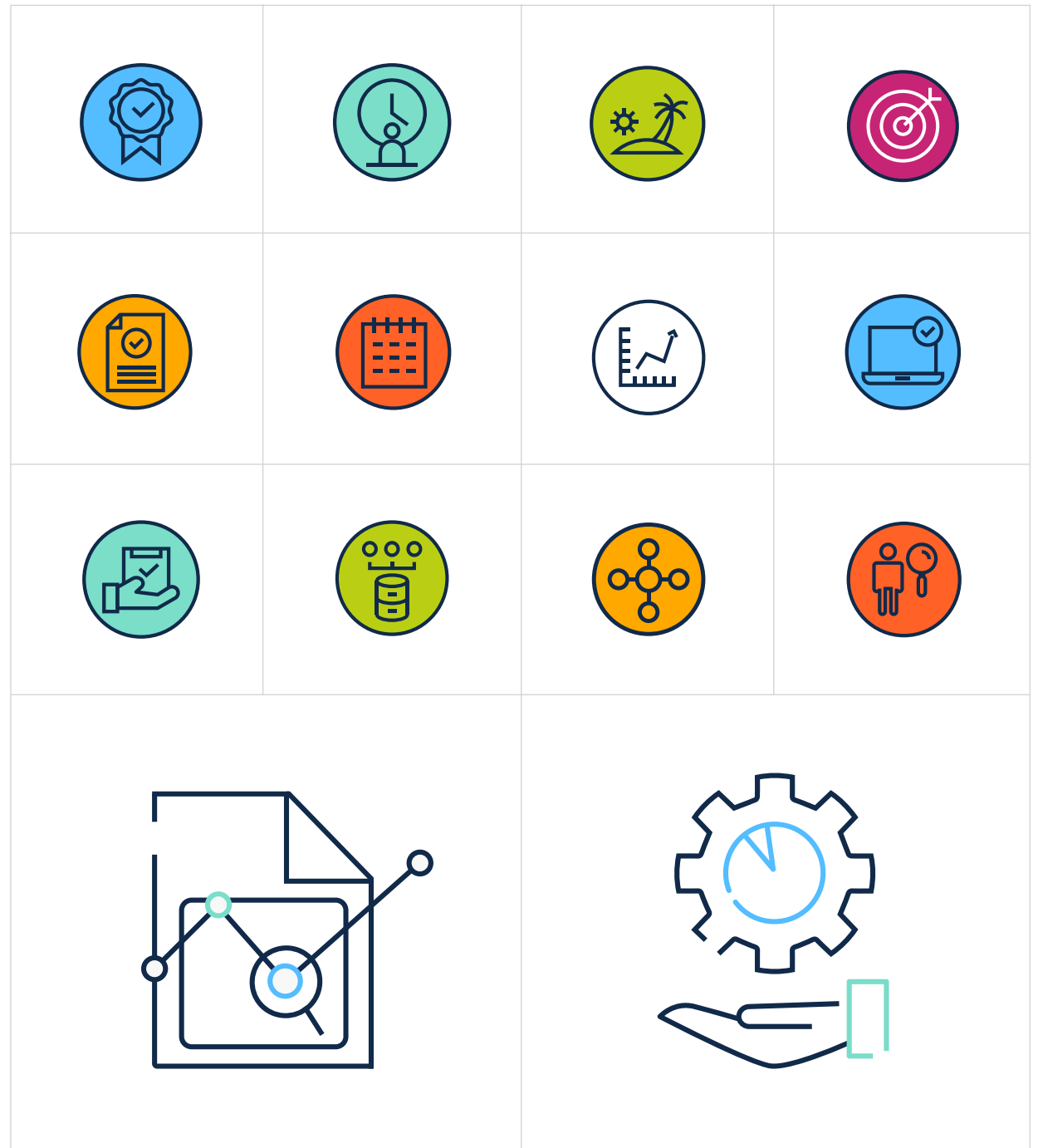


Iconography

Icons may be used to represent ideas and themes related to the brand. They can be representative or abstract, depending on the content. It's important to make sure icons are visible and do not compete with any messaging; rather, they should work to enhance the design and intended communication.

Best practices for creating new icons:

- Use a consistent line weight of 1.5pt
- Icons in the color combination to the right should be used on a light background. If icons are needed on a dark background, all navy line work should be changed to white for legibility and accessibility
- Ensure all icons are created within a perfect circle



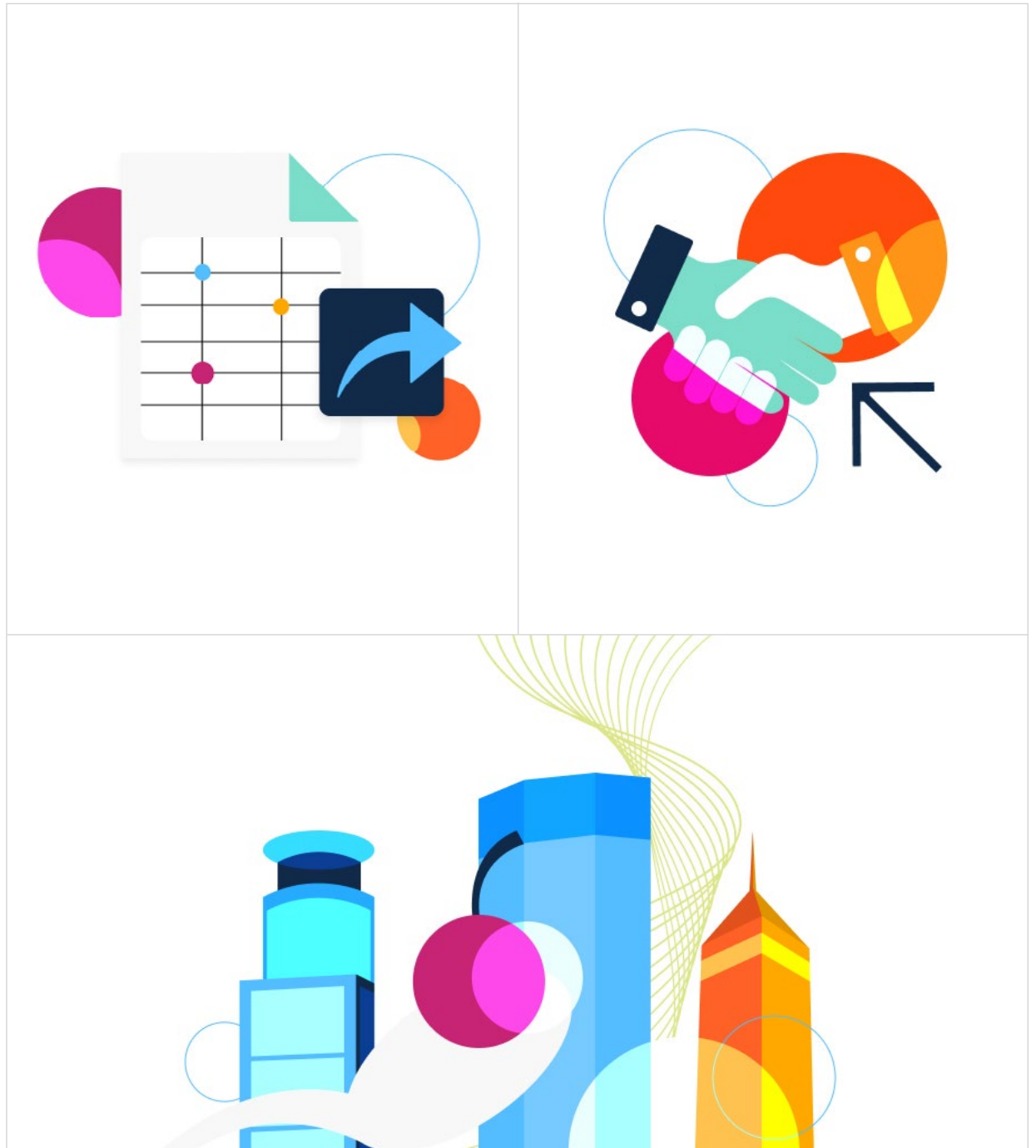
Illustrations

LinkUp uses illustrations to visualize a story or convey a complex idea across web and collateral. Illustrations should always emphasize meaning and function as an additional layer of communication.

These brand signifiers add moments of surprise and delight. Avoid overuse of these elements. Graphics should not compete with any messaging but should work to enhance the design.

Best practices for creating new illustrations:

- Stick to simple geometric shapes
- Use colors found in the brand color palette and utilize a color overlay effect where dimension is needed
- Incorporate line work at a consistent line weight of 1pt to add a level of contrast to the filled shapes
- Circles can be used to help draw the eye through a design as well as a subtle way to add layers



Animations

Animations can be used to represent LinkUp's offerings and capabilities at a high level. Certain elements of the animation may be more abstract to highlight a function or purpose, but ultimately animations should be clear and easy to understand.

It's important to make sure animations are visible and do not compete with any messaging, but rather work to enhance the intended communication.

Best practices for creating new animations:

- Only use colors found in the brand color palette
- Use rounded corners on rectangles where applicable
- Simplify design and layout so the message and functionality are highlighted





[LINKUP.COM](https://linkup.com)

QUESTIONS?

Marketing Team
marketing@linkup.com
