Welcome to our new brand

We’ve brought new life to our brand with a fresh design system, vibrant color palette, clean typographic style, and a fun graphic language that speaks to our mission with loads of personality.
Find Your Next Job
The Handshake logo is the official signature of the Handshake brand. Our logo is confident, simple and trustworthy.
This chapter outlines the principles behind the logo and describes how to use it to represent Handshake in the most powerful and engaging way.
For maximum impact, we only use our logo in black or white. On light backgrounds, only use the positive logo, and on medium and dark backgrounds, you can use both as long as there is enough contrast.
Our logo is designed to work across a vibrant color palette (see Color, p.xx). The positive and negative logo should be paired with a Handshake color, as illustrated below. On light backgrounds, only use the positive logo, and on medium and dark backgrounds, use the negative or positive logo.

- **Light background**
  - Black logo (positive)

- **Medium/dark background**
  - White and black logo (negative & positive)
To aid the visibility of our Logo, make sure to not place it on any busy background areas. This is especially important when using photography.
There should always be as much clear space around our logo as possible. To give it the space it deserves, all other graphic elements must remain a minimum distance away, as illustrated below. $X =$ minimum clear space on all sides.
On this page there are examples of what not to do with our logo.

- **DO NOT** Distort or rotate it
- **DO NOT** Change our logo colors
- **DO NOT** Outline our logo
- **DO NOT** Use other typefaces to recreate our logo
- **DO NOT** Applay shadows or any effect
- **DO NOT** Place our logo on any busy background areas
Our colors

Our vibrant color palette infuses the brand with personality, conveying a sense of excitement. The distinctive extended palette gives the brand room to breathe while fresh pops of color give us license to be bold. We can stand out as easily as we can step back.
A fresh, vibrant and reliable color palette that feels optimistic and energetic.

Our two primary colors are bold and distinctive. We have a new, energetic Handshake Red along with Handshake Cyan that tonally extend the palette in a balanced yet flexible way.

**Primary**

- **HS Red**
  - PMS Warm Red C
  - CMYK 0 88 79 0
  - RGB 250 66 59
  - HEX #fa423b

- **HS Cyan**
  - PMS 3262 C
  - CMYK 57 0 24 0
  - RGB 84 212 209
  - HEX #54d4d1

- **Black**
  - CMYK 0 0 0 100
  - RGB 0 0 0
  - HEX #000000

- **White**
  - CMYK 0 0 0 0
  - RGB 255 255 255
  - HEX #FFFFFF

**Secondary**

- **HS Pink**
  - PMS 217 C
  - CMYK 6 30 0 0
  - RGB 232 189 217
  - HEX #e8bdd9

- **HS Blue**
  - PMS 7455 C
  - CMYK 90 71 0 0
  - RGB 41 89 171
  - HEX #2959ab
* In order to achieve the best look for our brand, color pairing is an important factor. We recommend selecting from the pairings in this page.
There are a selection of color combinations that we recommend against using. These pairings do not have enough legibility or impact, and may create misleading design brand communications.
There are a selection of color uses that we recommend against using. These pairings do not have enough legibility or impact, and may create misleading design brand communications.

- **DO NOT** Use Gradients
- **DO NOT** Use colors that are not in our brand palette
- **DO NOT** Adjust the opacity of the color palette
- **DO NOT** Use only grayscale
- **DO NOT** Use black as a background color
- **DO NOT** Use color combinations that have bad contrast