



# StepStone Styleguide

Guidelines for a powerful StepStone Brand

Version: 2010-06-24

Strong brands have consistent communication. This is why we have created this document for all StepStone marketers. This document contains a set of guidelines that defines the layout, design and the style of all our communication. These absolute rules are to be respected in everything we do and are there to protect and build the strong StepStone brand we are proud of.



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## Colors

	Plain colors	Hex	RGB	CMYK
<b>Primary colours</b>  Main colours used in key-visual elements, backgrounds, headlines and links		#0C2577	12:37:119	100:72:0:18
		#EDF2F6	237:242:246	19:5:0:0
		#4188ED	65:136:237	71:46:0:0
		#D54500	213:69:0	10:84:100:2
<b>Secondary colours</b>  Colours used as backgrounds		#FFF0D9	255:240:217	0:10:20:0
		#EFEFEF	239: 239: 239	0:0:0:10
<b>Font colours</b>  Colours used for copy-text, sub-sub-headlines, keynotes and mailing-footers		#C5C5C5	197:197:197	0:0:0:35
		#BABABA	186:186:186	0:0:0:60
		#444444	68:68:68	0:0:0:80
		#000000	0:0:0	30:30:30:100
		#FFFFFF	255:255:255	0:0:0:0
<b>Gradient-colours</b>  Gradients consist of two colour values, one out of the primary colour-palette and one darker or lighter shade. Gradients should always start from top with the lighter tone		#0C2577	12:37:119	100:72:0:18
		#003075	0:48:117	100:94:23:13
		#D6E7F5	214:231:245	8:3:2:0
		#EDF2F6	237:242:246	19:5:0:0
	#4188ED	65:136:237	71:46:0:0	
	#3A7AD5	58:122:213	86:65:0:0	
	#D54500	213:69:0	10:84:100:2	
	#A03400	160:52:0	25:87:100:23	

# Fonts

## Introduction

In this chapter we describe in a general way how fonts are to be used. However we will provide further in the document more details per type of communication what is exactly required in which scenario.

## Frutiger

Frutiger is StepStone's main font consisting of several sub-styles. „Frutiger 45 light“ and „Frutiger 65 bold“ are the main styles used for text and headlines. „Frutiger 55 bold“ and „Frutiger 75 black“ can be used for accentuations.

As Frutiger is a licensed font it's use is limited to printed material such as flyers, folders, brochures, fair-stands, business-cards etc. But it can also be used in images in online-communication (e.g. in banners/skyscrapers).

The substitute-fonts for displaying text on our websites are „Verdana“ and „Trebuchet MS“. As these are standard-systemfonts provided with every computer, the StepStone websites can be viewed in the same way by all visitors.

## Verdana

Verdana is used for text in online-communicationas on our websites and in presentations.

## Trebuchet MS

Only used for headlines and buttons on our websites and in presentations.

## Exceptions

Mailable productsheets and other products of the „daily business“ can also be created with these substitute-fonts instead of Frutiger, as not all colleagues are equipped with a licence.

## Frutiger

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices fermentum arcu.

## Verdana

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices fermentum arcu.

## Trebuchet MS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices fermentum arcu.

## Logo

### Core-Logo

The logo is the most significant and recognizable element that identifies a company in its' communication. Therefore it should be treated with care and respect regarding it's usage, display, placement and surrounding.

When the logo needs to be placed on an image - always use a white box under the logo (rounded corners)

The logo does not contain a baseline, product names or similiar additions. The former version of the logo containing the claim „your career. your life. your future.“ will not be used any longer.

### Positioning

The StepStone-Logo is placed on white or light-grey only. In Documents, E-Mails and websites the logo-position is always top-right or top-left with an appropriate space to all sides (minimum space around the logo should be the height of the 'S' in StepStone).

### Don'ts

- Do not change the colours of the logo, regarding font or stones
- Do not misplace it's elements
- Do not change its' proportions by squeezing or widen it
- Do not rotate or invert it
- Do not place the logo on other background-colors than white or light-grey
- Do not add a baseline to the logo, like a claim or productnames

### Vector-Logo

For offline-material often a vector-file (.ai, .eps) is required so the core-logo can't be used as the .eps-version of the core-logo is a mixed vector consisting of font (vector) and stones (image). For this reason a pure-vector-logo was invented to be used for offline-materials, such as stickers (notebooks, cars), textile/fabrics (banners, t-shirts), engraving (give-aways, awards).

**Do not use the vector-logo to replace any core-logo on our websites!**



## URL

The county-specific URL is a further key-visual element in online- and print-communication to create awareness and drive traffic to our websites.

The URL is displayed in small letters only. You are allowed to use the URL with or without “www” – yet be consistent the moment you have chosen one of the options.

The typical color-combination displaying the URL is white on blue. Possible alternatives are:

Object Colours	Text Colours
White	Dark Blue, Grey
Light Blue	Dark Blue
Dark Blue	White
Grey	White
Silver	Dark blue, Black, White
Transparent	White, Grey, Dark Blue, Light Blue

For the exact colour-values see the defined colour-palette.

On the StepStone channel-websites the URL is displayed on the primary channel-colour.



## E-Mail Signature

Images in E-Mail signatures often cause trouble: They might be filtered out of the mail-body and attached to the E-mail or they are simply blocked by mailservers.

As StepStone wants to ensure a clean delivery of E-Mails, the signature does not contain any images - only text.

The mobile-number is optional. The space below the blue box can be used for countyspecific content, like a legal footer / disclaimer, company news, informational text or for the display of sub-brands.

Roland Engler  
Graphic & Web Designer

### StepStone

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Vorstand: Wolfgang Bruhn, Frank Hensgens

## Elements & Shapes

### Leaderboard

The Leaderboard can be found on every StepStone Website and it's subsites. It contains either the pagetitle or is the container for the different search-functionalities. It consists of a dark-blue box placed on and overlapping a light-blue plain.

In online-communication (Website, JobAgent E-Mails, Newsletters) the dark-blue box is free floating, in print-media (productsheets, brochures) and in presentations it is aligned to the left and the left side has no rounded corners.



Leaderboard website



Leaderboard StepStone B2C-Newsletter



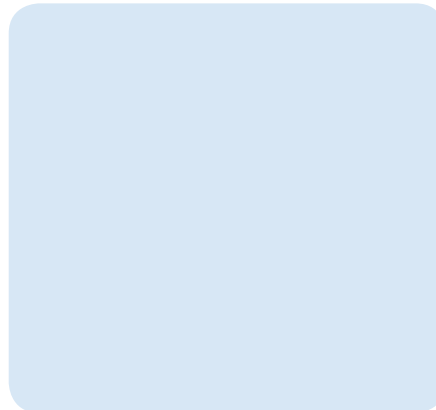
Leaderboard productsheet

## Elements & Shapes

### Boxes/Containers

All boxes used in online-communication have a 10px radius on their corners. In print-media the radius depends on the boxes size. Usually text-boxes should have a radius of 4pt.

Boxes can have a solid fill or a gradient with respect to the primary colour- or gradient-palette.



### Bulletpoints

For bulletpoints squares with slightly rounded corners are used. Used online at small sizes they can appear blurry and look circle-like, in this case circles „&bull;“ can be used optionally.

Bulletpoints can have all colours of the primary colour-palette.

- lorem ipsum dolor sit amet
- consetetur sadipscing elitr sed
- diam nonumy eirmod tempor
- invidunt ut labore et dolore magna dolores et ea rebum

- lorem ipsum dolor sit amet
- consetetur sadipscing elitr sed
- diam nonumy eirmod tempor
- invidunt ut labore et dolore magna dolores et ea rebum

### Dotted line

Element on every website to indicate the break between content and footer



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 Datenschutzerklärung | Disclaimer | Kontakt  
 Informationen über Ihre Rechte | AGB | Impressum

### Testimonials

Testimonials contain an image, a quote from a customer or candidate and a button (call-to-action).

The use of images should be „political correct“ - all races and genders should be considered. The people in these images should wear business-casual clothing.



*„StepStone ist eine der wenigen Online-Jobbörsen, die groß und renommiert genug ist, dass man dort interessante Jobangebote findet.“ Kim, Hamburg*

**JOBAGENT A BONNIEREN**



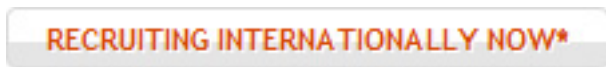
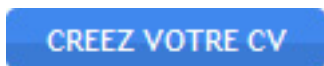
*"Ik heb een job gevonden via jullie Job Agent. Ik nam contact op met het bedrijf en na 2 weken had ik de job." Gaëtan*

**MAAK EEN JOB AGENT AAN**

## Elements & Shapes

### Buttons

Buttons always have rounded corners and a bi-coloured body based on the gradients of the colour-palette.

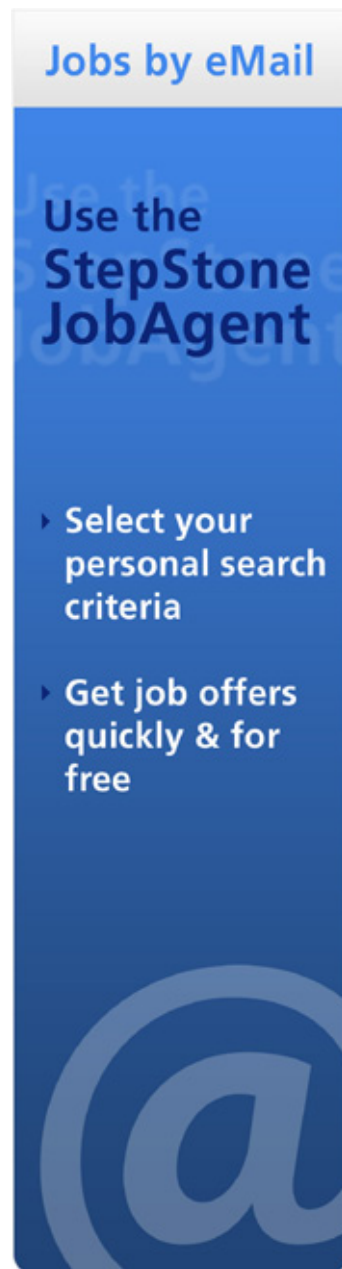


### Banner & Skyscraper

There are no defined rules for banners or skyscrapers - you can place your texts and images as you like as long as you respect the guidelines regarding font and colour.

Skyscraper-size: 160 x 600px

Banner-size: 120 x 90px



# Online Appearance & Communication

## Website

The screenshot displays the StepStone website interface. At the top, there is a navigation bar with links for 'Datensicherheit', 'Kontakt', 'Über StepStone', and a language selector set to 'DE EN'. The main header features the StepStone logo and the text 'Finden Sie einen Job oder suchen Sie nach Kandidaten', along with statistics: '37.244 Jobs in Deutschland' and 'Mehr als 400.000 Jobs in Europa'. A registration prompt on the right asks users to log in or register, highlighting benefits. A '2009 08 Website des Jahres' award badge is also present.

The central search bar is divided into 'Was' (Job title, company name, or ID) and 'Wo' (Location or 5-digit postal code), with a 'SUCHEN' button. Below the search bar, the 'Jobsuche nach Berufsfeld' section lists various industries such as Engineering, Sales, Marketing, and IT. To the left, 'Suchoptionen' includes filters for search type and location. To the right, a featured job listing for a woman is shown with a 'JOBAGENT ABOHNIEREN' button.

The 'Channels' section lists various job categories with corresponding icons. An 'Online-Eingabe' banner promotes a service for placing ads. At the bottom, there are four promotional boxes: 'Spitzenpieler (m/w) für tolle Jobs gesucht', 'OLYMPIA', 'Sprechen Sie Slowakisch?', and 'Spannende Herausforderung für Trainees'.

# Online Appearance & Communication

## Newsletter

The screenshot shows a professional newsletter layout for StepStone. At the top left is the StepStone logo. Below it are navigation tabs for 'Jobsuche' and 'Karriere- & Bewerbungstipps'. The main header 'Your Next Step' is dated 'Mai 2010' and features a list of topics: 'Was ist eigentlich "Business casual"?' (with a small photo of a man), 'Gehalt: Verdienen Sie genug?', 'Top vorbereitet zum Einstellungstest', and 'StepStone unterwegs'. The main content area is divided into several sections: 'Sehr geehrter StepStone-Nutzer,' with an introductory paragraph and contact info; 'Was ist eigentlich "Business casual"?' with a photo and text; 'Gehalt: Verdienen Sie genug?' with a photo of a 50 Euro note; 'Top vorbereitet zum Einstellungstest' with a photo of a document; 'StepStone unterwegs' with a photo of a globe. On the right side, there is a 'Top Jobs' section listing various roles like 'Telesales Mitarbeiter/in', 'Kundenbetreuer', etc., and an 'ANZEIGE' section for 'Smarthouse Media'. At the bottom, there are three call-to-action boxes: 'Jobs per eMail - der JobAgent', 'StepStone bei facebook', and 'Kontakt und Feedback'. The footer contains legal information and contact details for StepStone Deutschland AG.

„Your Next Step“ Newsletter-Layout

# Online Appearance & Communication

## Mailings

The mailings of B2C and B2B are based on the same template with slight changes. For B2C the subheadline, bulletpoints and buttons are blue, for B2B they are orange to keep consistency with the website.

Depending on the content of the mailing you can choose between a one-column or two-column layout. The two-column layout contains a space on the righthand side to be filled with further content such as testimonials or informative boxes.


Optionally the B2C template can contain a footer with three call-to-action boxes. We advice to use them only in informative mails or when they do not conflict with the main call-to-action in the content of the mail.

B2C Mailing

B2B Mailing

# Online Appearance & Communication

## Presentations




**Title of Presentation**  
with one or two lines as needed

Subtitle, explanation, description or  
whatever information has to be given...

www.stepstone.de

Headline of slide



### Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In lacinia, libero sed tincidunt congue, mauris elit aliquet odio, sit amet ullamcorper leo lectus vel risus. Sed at metus tellus. Cras pulvinar laculis mollis. Phasellus et vehicula arcu.

Style guide for PPT

- Title of presentation : Trebuchet MS regular, size 24, blue
- Subtitle on Title slide : Trebuchet MS regular, size 18, grey
- Headline (header) of subsequent slide : Trebuchet Ms regular, size 16, white
- Headline of subsequent slide : Trebuchet MS regular, size 24, blue
- Text : Trebuchet MS regular, size 14, grey
- Footer: Trebuchet MS regular, size 14, white

www.stepstone.com

Thank you for your attention!



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www.stepstone.de

# Print-Media

## Productsheets

The productsheet-template is based on a 6-column-grid which provides high flexibility in layouting a new document. Text is always placed within at least 2 columns which gives the following possibilities for the placement of elements (measured in single columns) as shown on the right:

### Specifications of the productsheet-template

Document: DIN A4

Border: 12mm

### Vertical grid-lines:

12, 38, 44, 70, 76, 102, 108, 134, 140, 166, 172, 198 (mm)

Other print-products like brochures or report-papers are also based on this template. They can contain different titlepages including images.

6		
	2 / 2 / 2	
	2 / 4 or 4 / 2	
	3 / 3	

**Productsheet Headline**

**Productsheet Descriptive Subheadline**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

**Subheadline**

**Productsheet Subheadline**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

**Productsheet Subheadline**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

- lorem ipsum dolor sit amet
- consetetur sadipscing elitr sed
- diam nonumy eirmod tempor
- invidunt ut labore et dolore magna dolores et ea rebum

www.stepstone.de

**Productinformation**

**References**

A selection out of 8.000 customers

**Productsheet Subheadline**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

et accusam et justo duo dolores et ea rebum. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Do you have any questions regarding this product or are you interested in a special offer? Feel free to contact us:

**Kontakt**

StepStone Deutschland AG  
Tel.: 08 00 - 7 83 77 86 (gebührenfrei)  
eMail: service@stepstone.de

www.stepstone.de

## Print-Media

### Businesscards

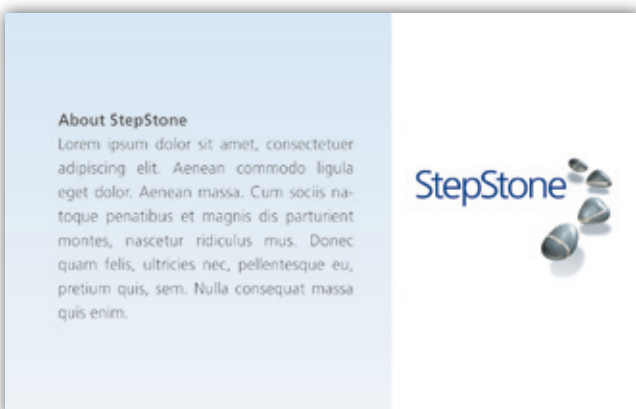
The businesscards' frontpage is the same for all countries, the back is optional.



Businesscard frontpage



Businesscard back with subbrands



Businesscard back with company-text

## Print-Media

### Gifts & Give-aways

Object Colours	Text Colours
White	Dark Blue, Grey
Light Blue CMYK 19:5:0:0	Dark Blue
Dark Blue CMYK 100:72:0:18	White
Grey CMYK 0:0:0:20	White
Silver	Dark blue, Black, White
Transparent	White, Grey, Dark Blue, Light Blue

### Colours

The color codes are the ideal color. If the object is not available in those exact colors you are allowed to choose one that resembles very closely.

If possible, the main dominant color must remain white or/and light blue: For a ball-pen only the head and the bottom should be in blue.

**Object colors, other than the here specified, are not allowed (red, yellow, green, pink, black, etc) Exceptions to these rules need to be approved by your Marketing Director.**

### Logo

If possible use the core-logo on a white background. For other background-colours or engraving use the vector-logo.

Depending on the object's size, there should be a minimum empty space around the logo (see general guidelines of logo usage).

The logo should be visible in its entirety when you look at the object, so you don't have to turn a mug to read the whole logo or website url.



## Copy-Writing

The way in which we communicate our brand is not only defined by the way the communication looks but also by the content and the style. In this chapter we give some key hint when it comes to the style in which you write:

- We try to get our customers and users are excited about our products and services as we are. Rather than claiming we are the best we let the facts do the talking. We'll never tell them what to think or believe but we'll explain what, why and how we do things. And where possible, we let our customers/users do the talking.
- StepStone is not just a big corporate that tries to squeeze every penny out of their employees and customers. And we are not just a website: behind that site there is team of motivated, skilled and passionate people working hard to make sure our customers and candidates get the results they deserve
- We take pride in creating the perfect match between jobseekers and recruiting companies and in building the jobboard of choice. True pride, no arrogance.
- We practice what we preach. We do not hide behind high level corporate terminology. Our communication is real and StepStone is real.

### **Practical :**

- We want to use UK English
- We do not talk about StepStone, it is StepStone talking, it are the people behind StepStone talking.

As an example of this we advise you to read the texts from the [stepstone.com](http://stepstone.com) website.

## Document Usage

There are only 2 rules when creating your communication:

1. It should be 100 % in line with the guidelines defined in this document
2. If it would differ or if you are in doubt, you should ask for explicit approval from the marketing director.