



Brand Guidelines 2021

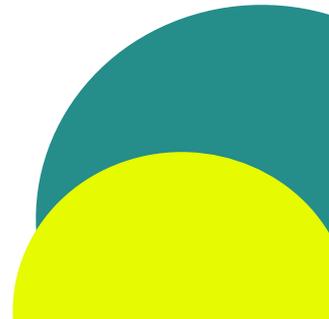


Our Brand Story

Firstbird started in 2013 with the mission to put the “human” back into human resources. We believed that: 1) there is **nothing more important nor more valuable than human connections**, and, 2) that **employees are the beating heart of organizations** everywhere. We set out to connect people through the power of referrals, in turn giving employees a voice in their company’s recruitment and enabling them to build their teams of tomorrow.

Since then, we’ve come a long way. We’ve learnt that tech is a critical part of automating, communicating and updating employees on their referrals. Data is very important too. We’ve also learnt that it’s integral to appreciate your employees for their efforts, no matter how big or small, and that there are lots of different ways of doing this. We know what to do when it comes to IT security, and data privacy, and we also know how important it is to get your employees on board with you at the start, and how to get your implementation right - whether it’s centralized or decentralized. Plus, lots more. In fact, we’ve learnt so much that we’ve developed into the best employee referral solution provider on the planet.

Even so, it hasn’t changed us or our mission. We still strive every day to support our customers in building their most successful referral programs possible so that **they can make referrals their #1 recruiting channel**. We work with them in turning their employees into proud brand ambassadors and help them build a referral program that will enable all of their people to connect and build their teams of tomorrow, all thanks to the power of referrals!



Company Descriptions

Company Description (Short)

Firstbird is the leading global employee referral platform for enterprise that helps you hire better talent, faster.

Company Description (Mid)

Firstbird is the leading global employee referral platform for enterprise that helps you hire better talent, faster. Founded in 2013, Firstbird has almost a decade of experience in employee referral programs and is trusted by top companies around the world, such as Deloitte, McDonald's and Volkswagen amongst many more. Firstbird offers a proven holistic solution to the war for talent experienced by many organizations and provides expert advice and state-of-the-art technology in all areas that influence the long-term success of a referral program. Learn more at www.firstbird.com.

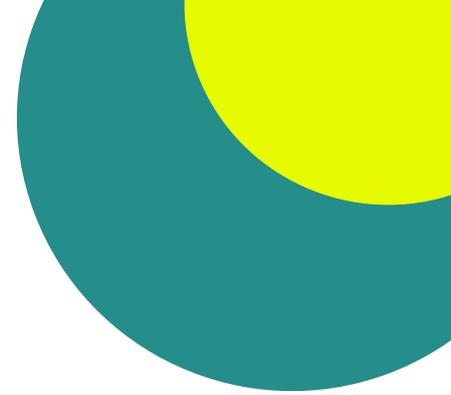


Company Descriptions

Company Description (Long)

Firstbird is the leading global employee referral platform for enterprise that helps you hire better talent, faster. Founded in 2013, Firstbird has almost a decade of experience in employee referral programs and is trusted by top companies around the world, such as Deloitte, McDonald's and Volkswagen amongst many more. Firstbird offers a proven holistic solution to the war for talent experienced by many organizations and provides expert advice and state-of-the-art technology in all areas that influence the long-term success of a referral program.

Firstbird's referral program offers significant benefits such as attracting high-quality candidates, higher retention rates, lower recruitment costs, and even improved productivity in comparison to other recruiting methods. Referral programs have long been known to be the best recruiting channel, having been around since about the 4th century B.C. when the Roman army needed to grow its number of strong soldiers promptly. Fast forward to today, Firstbird has always aimed to put the "human" back into human resources and is now helping their customers win a war of a different kind - the war for talent. Learn more at www.firstbird.com.



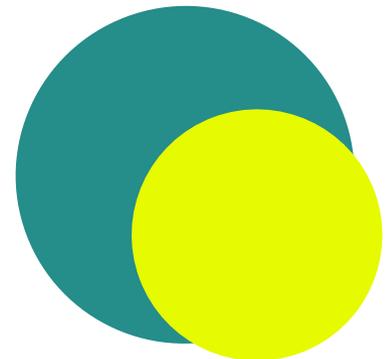
Founder Profiles

Arnim Wahls - CEO

Arnim Wahls, CEO and co-founder of Firstbird, loves recruiting. As an experienced recruiter himself, he discovered firsthand the ups and downs of recruiting and the increasing frustrations and pressure from internal departments to hire the right talent. This led him to found Firstbird in 2013. Since then, the digital employee referral program has been using referrals to connect people with jobs, and companies worldwide with suitable candidates.

Matthias Wolf - CCO

Matthias Wolf is COO and co-founder of Firstbird. He is a pioneer in the HR world, having been a former managing director of Great Place to Work Austria and sales manager at “Karriere” Die Presse, a daily Austrian newspaper. Matthias comes from Finnish roots and never loses orientation, whether it be at work or in the orienteering run, where he has already participated twice in the Junior World Championships. Since 2014, he has been accompanying customers around the globe as they step into the world of digital recruiting.



Tonality

Language Style

Dos

- Vivid verbs (“we create” instead of “we make”)
- Active instead of passive verbs (“Talent Scouts invite candidates” instead of “Candidates are invited by Talent Scouts”)
- Negations / avoid double negations (“It was not uninteresting”, “not only... but also...”)
- Short, concise sentences
- Avoid unnecessary filler words or phrases

Style Guide: AP Stylebook & Title Case Capitalization

Complete Wording Guidelines: [English](#), [German](#)

Don'ts

- Complex sentences
- Unknown foreign words, technical terms (explain if necessary)
- Too many adjectives (better to describe actions with verbs)
- Static or abstract verbs (e.g. make, have, believe, show knowledge)

When the company name **Firstbird** is used in text, it should always start with a capital letter.

Logo



Our logo is a combination of Mr. Finch and the firstbird writing in a specially developed font. **This horizontal logo is the first logo and should be used the most.** The logo must not be changed!

Logo Variations



This horizontal logo is the first logo and should be used the most. The logo must not be changed!



The square logo should be used in cases where the horizontal logo cannot be used, e.g. due to various format specifications, etc. Otherwise the logo must not be changed!



Horizontal logo on dark blue background. Mr. Finch has to be yellow.



Square logo on dark blue background. Mr. Finch has to be yellow.

Colors and where to use them

Enterprise Blue

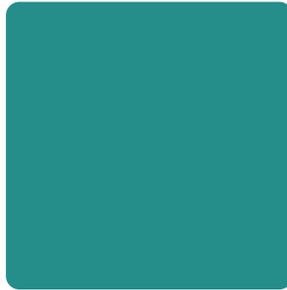


#002946

R 0 G 41 B 70
C 27% M 11% Y 0% K 73%

Use for **headlines and text**.
Use as background color only when you want to highlight a section (but only at the bottom!). Exception: Background at front page for Whitepapers and Guides.

Firstbird Green

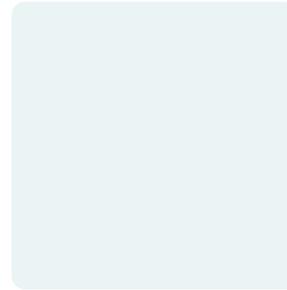


#258D8A

R 37 G 141 B 138
C 41% M 0% Y 1% K 45%

Use for **buttons, icons and small boxes**.
Can be used to highlight small headlines/text (enumeration), or for headlines on darkblue background.

Firstbird Hue

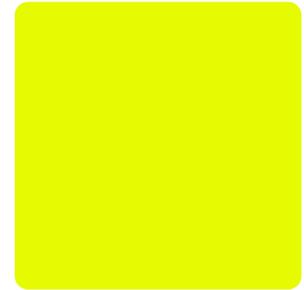


#EBF4F4

R 235 G 244 B 244
C 4% M 0% Y 0% K 4%

10% opacity of Firstbird Green. Use for **backgrounds**.

Highlighter Yellow



#E6FA00

R 230 G 250 B 0
C 8% M 0% Y 98% K 2%

Use as **highlight** or call to action. **Use sparingly**.