Guidelines

Partner Resources

radancy

About Radancy

Radancy is the global leader in enterprise software solutions for end-to-end talent sourcing, intelligently solving the most critical challenges for employers and delivering results that strengthen their organizations.

Our cloud-based talent recruitment platform, augmented by rich data and deep industry expertise, is revolutionizing how employers attract and hire the talent they need. We provide a best-in-class, global technology platform that automates the recruitment process and provides a premium, personalized candidate experience, enabling employers to find the talent they need to support their business objectives.

Supported by a team committed to driving optimal results, our software platform includes a market-leading, integrated suite of technology solutions, including a best-in-class career site platform, programmatic advertising technology, candidate relationship management platform, and employee referrals software.
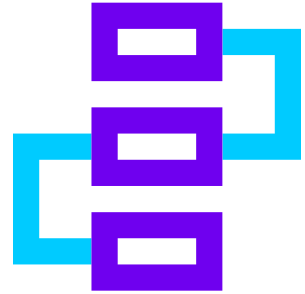
TARGET

UPS

DELL

ebay

1,000+
Clients
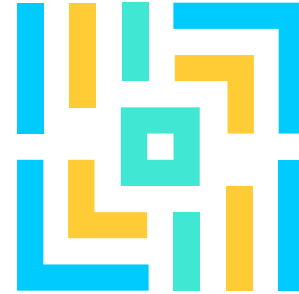
550+
Career Sites

1M
Visits/Day

100M
Applicants/Year

About Radancy

End-to-End Engagement

Successfully manage your entire talent acquisition journey in one place.

- EVP and Brand Development
- Programmatic AdTech
- Career Sites
- Employee Referrals
- CRM

Data-Driven Intelligence

The power of our enriched data allows us to provide insight into your talent like no other.

- Engagement Insights
- Performance
- Career Site Network
- Quantifiable Metrics
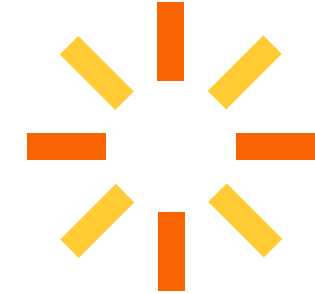
Expertise and Innovation

Get innovative tools, creative solutions and perspective every step of the way.

- Global Leadership
- Radancy Labs
- Creative Experts
- Strategic Planning

Company Descriptions

Company Description (short)

Radancy is the global talent technology leader intelligently solving the most critical challenges for employers and delivering results that strengthen their organizations.

Company Description (short): Deutsch

Radancy ist der weltweite Marktführer für Recruiting-Technologie. Wir bieten intelligente Lösungen für die dringendsten Herausforderungen von Arbeitgebern und liefern ihnen Ergebnisse, die sie stark für die Zukunft machen.

Company Descriptions

Company Description (long)

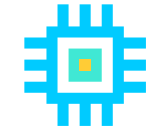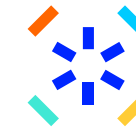Radancy is the global talent technology leader intelligently solving the most critical challenges for employers and delivering results that strengthen their organizations. Our cloud-based talent recruitment platform, augmented by rich data and deep industry expertise, is revolutionizing how employers attract and hire the talent they need.

We are your go-to destination for automating and optimizing all essential candidate touchpoints to intelligently connect you to the right talent at the right time with the right message. Our platform includes a market-leading, integrated suite of technology solutions, including best-in-class Programmatic AdTech, Career Sites, Employee Referrals and CRM software. Make every connection count with one platform.

Company Description (long): Deutsch

Radancy ist der weltweite Marktführer für Recruiting-Technologie. Wir bieten intelligente Lösungen für die dringendsten Herausforderungen von Arbeitgebern und liefern ihnen Ergebnisse, die sie stark für die Zukunft machen. Unsere Recruiting-Plattform ergänzen wir mit angereicherten Daten und umfassendem Branchenwissen und revolutionieren so die Art und Weise, wie Unternehmen Talente finden und einstellen.

Mit uns automatisieren und optimieren Sie alle wichtigen Touchpoints, damit Sie die richtigen Talente zum richtigen Zeitpunkt und mit der richtigen Botschaft erreichen. Unsere Recruiting-Plattform bietet marktführende Technologielösungen, wie Programmatic AdTech, Karriereseiten, Mitarbeiterempfehlungen und CRM-Software. So sorgen Sie dafür, dass jede Verbindung zählt.
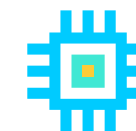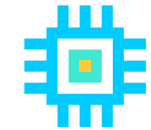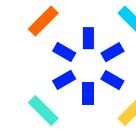
Logotype

The logotype consists of a windowed R icon accompanied by our custom-designed letter forms.

The logotypes shown here are the only approved variations, with priority on the horizontal lockup. In cases where the horizontal lockup is not optimal, the vertical lockup may be used.

The logotype should never be altered from the approved variations. In no case may any of the elements be redrawn. Elements of the logotype should never be used independently of each other. The only time our R icon is used on its own is for social media profile images.

The colors used on this page are the approved full-color versions of the logotype. The full-color logotype should be used on white or light neutral backgrounds. When the full-color logotype is not optimal, only approved secondary color variations may be used, which are outlined on the following pages.

Horizontal Logotype

Vertical Logotype

R Icon
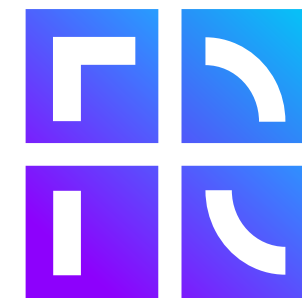
Logo Variations

When the logotype must be used in a single color, use the all purple logotype.

When the logotype must be used over a flood of color, the logotype should be used in white only. If the white logotype must be used on a color that fails to meet ADA standards, the logotype should either be used in the approved full-color variation, or in solid black.

In situations where no color is available for application on light backgrounds, the logotype should be used in full black. Do not attempt to replicate the gradient in the approved full-color variation in grayscale.

Color Palette Neutrals

Our neutrals palette consists of Bright White and True Black. White is the most prominent color in our system. White brings lightness and calm to an experience that can often feel complicated or noisy. White is also an optimal background for our logotype. The use of Black is primarily for our copy.

```
Bright White

Screen

RGB   255/255/255
HEX   #FFFFFF
```

```
True Black

Screen          Print

RGB  0/0/0      CMYK 0/0/0/100
HEX  #000000
```

Radancy is a digital-first brand, so our default palette is RGB. Please ensure you match the correct palette to the application you are creating.

radancy

Color Palette
Primary & Secondary

Our primary colors – Purple, Klein Blue and Orange – are important to our brand. In instances where a flood of color is desired, these three primary colors are a great choice, as they provide the most accessibility. In addition to floods, they are also used in our headlines, icons, illustrations, infographics and photography.

Our secondary colors – Light Blue, Mint Green and Yellow – are used to complement our primary colors and neutrals. The use of these colors bring brightness and warmth to our systems, and are generally used in our icons, illustrations, infographics and photography.

Radancy is a digital-first brand, so our default palette is RGB. Please ensure you match the correct palette to the application you are creating.

Primary Colors

Purple

Screen

RGB 111/0/239
HEX #6F00EF

Print

CMYK 71/88/0/0
Pantone 266C

Klein Blue

Screen

RGB 0/38/255
HEX #0026FF

Print

CMYK 99/76/0/0
Pantone 2728C

Orange

Screen

RGB 250/100/0

HEX #FA6400

Print

CMYK 0/64/100/0
Pantone 1505C

Secondary Colors

Tertiary Color

Light Blue

Screen

RGB 0/203/255
HEX #00CBFF

Print

CMYK 90/20/0/0
Pantone 299C

Mint Green

Screen

RGB 64/232/212
HEX #40E8D4

Print

CMYK 54/0/34/0
Pantone 333C

Yellow

Screen

RGB 255/204/54
HEX #FFCC36

Print

CMYK 0/9/80/0
Pantone 122C

Grey-Blue

Screen

RGB 243/248/251
HEX #F3F8FB

Print

CMYK 3/1/1/0
Pantone 7541C

← Chart and Email
Background Color

Color Hierarchy

White is the most dominant color of our brand; in any given experience, we should aim for a minimum of 50% to be White.

Purple and Klein Blue are our primary colors; they should occupy approximately 30% of any given application. Orange is also a primary color used about 20% of the time.

Light Blue, Mint Green and Yellow are our secondary colors, and as such should represent no more than 10% of any given application.

Black is generally only used for typography.

Light Grey-blue is generally only used for background coloring.

Typography in Use
Do's

Headline
Campton Book

Text: Left Aligned
Kerning: Metrics
Type size: 36 pt
Leading: 36 pt

Color
Klein Blue
Light Blue
Purple
Black

Subheadline
Campton Light

Text: Left Aligned
Kerning: Metrics
Type size: 18 pt
Leading: 24 pt

Color
Black

Body Copy
Graphik Semibold
Graphik Regular

Text: Left Aligned
Kerning: Metrics
Type size: 9 pt
Leading: 13 pt

Color
Black

Accent Texts
Maax Mono Regular

Text: Left Aligned
Kerning: Metrics
Type size: 16 pt
Leading: 19 pt

Color
Klein Blue
Purple
Black

We're revolutionizing the way employers and candidates connect.

Technology and data fuel insights. Insight drives intelligence. Partnership breeds connection.

Solutions you can count on.
Successfully manage your entire talent acquisition journey in one place. Our platform uses state-of-the art technology and data to automate and optimize all essential touchpoints of the recruitment funnel to help you solve your talent acquisition challenges.

Perspective you need.
The power of our enriched data allows us to provide insight into your talent like no other. Our platform leverages descriptive, predictive and prescriptive analytics – all reinforced with subject matter expertise to understand and define actionable strategies for your talent acquisition challenges.

The commitment to results you deserve.
Solving talent acquisition challenges means knowing your business, brand and goals – and being there for you with innovative tools, creative solutions and perspective, every step of the way. Think of us as an extension of your team, structured to deliver performance you can measure, technology you can trust and expertise you can rely on.

Learn More

Thank you.