



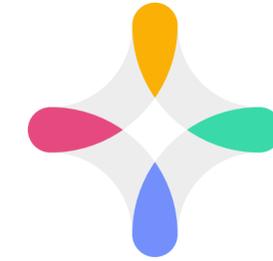
# Trakstar

Trakstar brand guide

Visual identity



Logo mark



Trakstar

Logo lockup – vertical



Trakstar

Logo lockup – horizontal

Sub brands

 The Platform



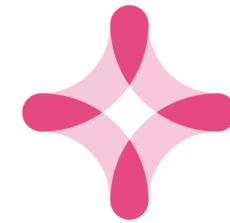
Hire



Perform



Learn



Insights

 Hire

 Perform

 Learn

 Insights

Color

Logo mark

Perform



Hire



Learn



Insight



Full palette

B&W



gray



yellow



orange



red



pink



grape



violet



indigo



blue



cyan



teal



green



lime



## Type

# Nunito

ExtraLight Light Regular SemiBold  
**Bold ExtraBold Black**

# Nunito Sans

ExtraLight Light Regular SemiBold  
**Bold ExtraBold Black**

# Obviously

Compressed Condensed Narrow Regular Wide **Extended**

# Dolph

Light Regular Medium **SemiBold**

# Kalam

Light Regular **Bold**

## Example

Engagement surveys

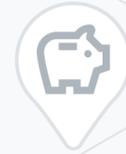
***HR Hiring Software  
Targeting Top Talent*** *and keep  
them happy!*

Trakstar Hire is best-in-breed HR hiring software that improves candidate experience, streamlines timelines, and ensures you get the candidate you're looking for.

Learn more >

## Metaphor

The “Metro” concept is a visual analog that carries the Trakstar narrative of an individual’s experience. Riding product ‘trains’ along the ‘traks’ of their employee lifecycle. Products overlap at ‘intersections’ creating moments of robust market value. Leverage these elements for visual texture, to support messaging, or tell stories.



HIRE

LEARN

### Hit the ground running

Faster time to productivity by facilitating onboarding and training after hire.



## Graphics

Intersections, being more than the sum of their parts, may use a gradient.

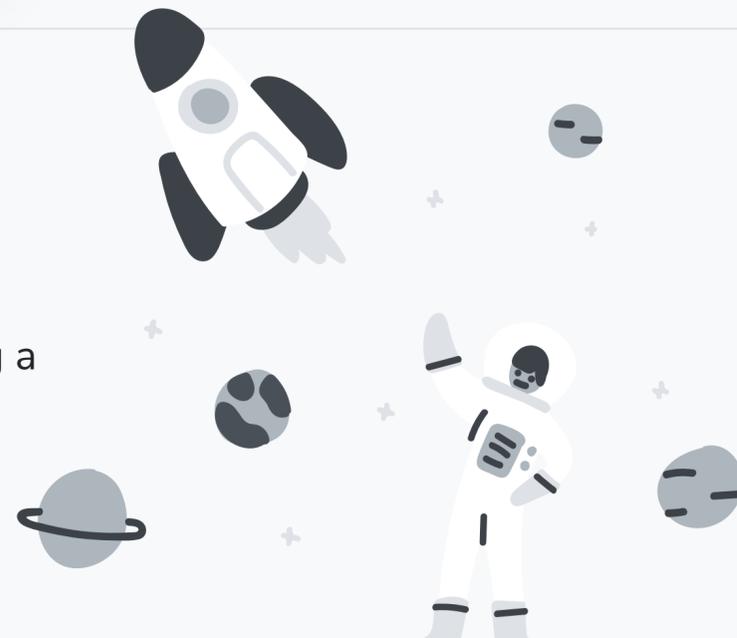
Note: Use gradients sparingly! The Trakstar brand is primarily flat.



People are at the center of the Trakstar platform and therefore should be featured prominently.

A hand-drawn style contributes a lighter tone.

Underline, circle, scribble, or use arrows for added emphasis creating a disruptive effect.



# THE FUTURE IS ~~HERE~~



Trakstar

## Cards

Use 'cards' to organize content, keeping layouts clean and user-friendly. This effect is highly scalable, able to be used in graphics or recreate in code to be used on the web.

Engagement surveys

# HR Hiring Software Targeting Top Talent

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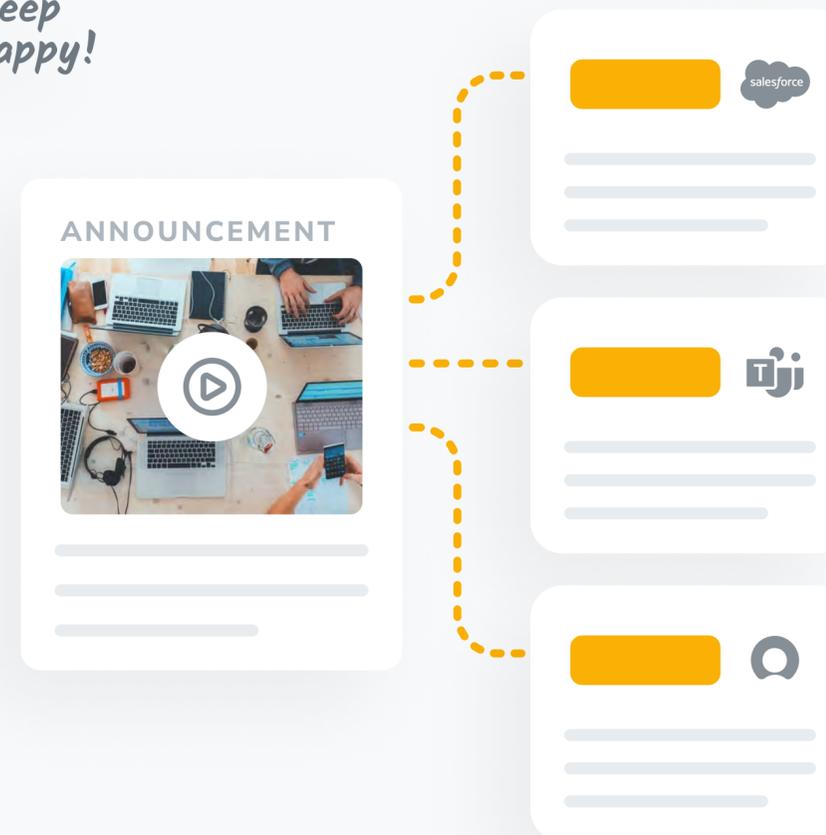
Learn more >

*and keep them happy!*

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### Hit the ground running

Faster time to productivity by facilitating onboarding and training after hire.



## \* See how it all works together >

See how the Trakstar platform is greater than the sum of its products

### + Insights >

Platform-wide analytics

Integrations & Workflows

Benchmarking

People Analytics

### + Hire >

Applicant tracking

Applicant Tracking

Candidate Sourcing

Hiring Reports

### + Perform >

Visibility and engagement

Performance Reviews

360 Reviews

Engagement Surveys

### + Learn >

Continuous growth

Learning Management

Content & Delivery

Auto-Enrollment

## Icons

Trakstar uses Google's Material Symbols.

[Go to Material Symbols website](#)

[Developer guide](#)

