



Graphic profile

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# Logo

The logo for Connex contains circles with several connections, along with the accompanying text. The most primary version of the logo is the connecting circles in a color gradient and the text in black. Using the different colors in the gradient the logo can be changed in its original form to the alternate colors shown.

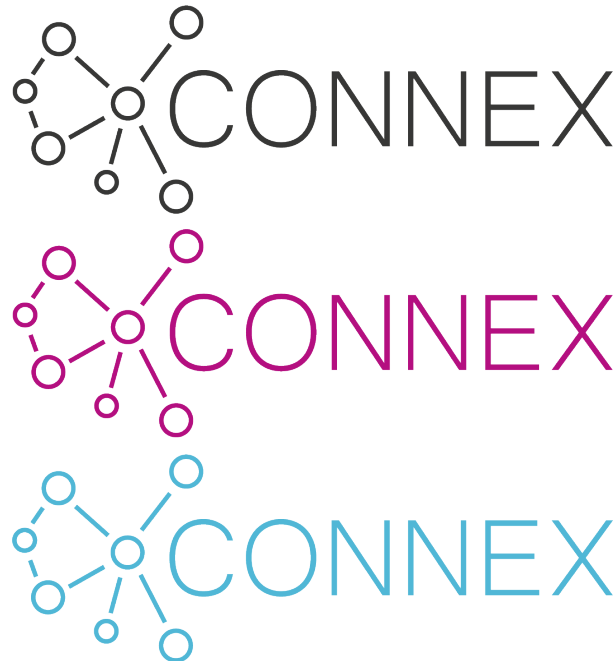
Alternate options for the logo can be just the connecting circles in its gradient colors or in black or white. If the logo is set to a darker background the logo can be changed to white. Although there are a lot of alternate options for the logo, it can never be used with only the 'Connex' text since it is not recognizable.

## Primary Logo



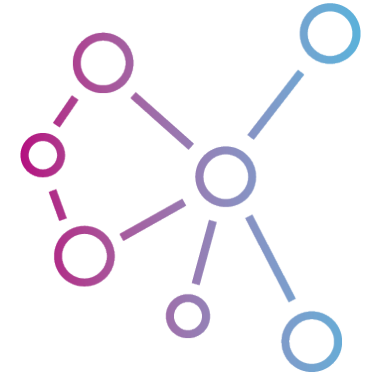
## Primary Logo

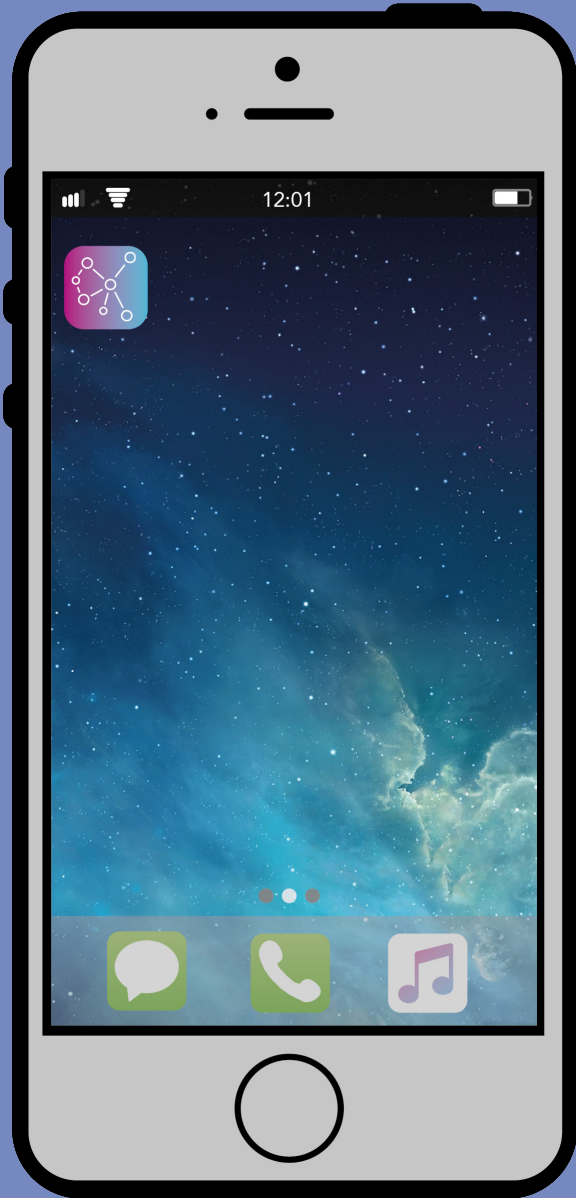
*Alternate colors*



## Primary Logo

*Alternate options*



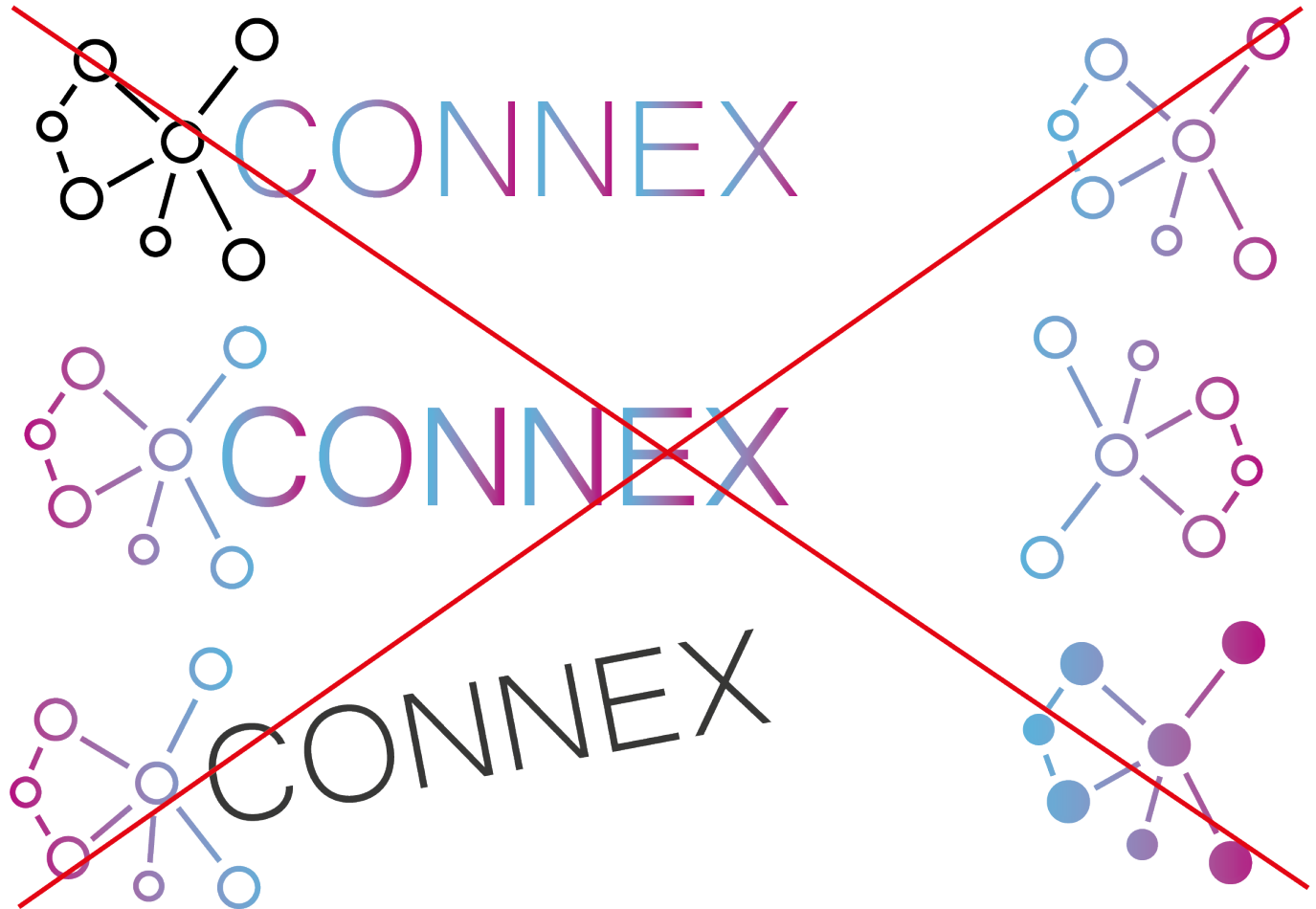


# Use of Logo

There are a few rules regarding the use of the logo. It can be used for commercial use for the company and in any form that strengthens and promotes Connex. The rules that do apply for the logo can be shown in the featured illustration.

The primary logo's text can only be in black or white, and the connecting circles (if not in gradient) cannot be in a different color than the text. The logo must always be positioned in a straight line and never flipped or turned. When only using the connecting circles the gradient has to go from pink to blue and never in reverse. The circles should never be filled and only show the outlines.

If the logo is positioned against a colored background then the logo cannot be in color, only in black or white.



**AaBbCcDdEeFf**

**GgHhIiJjKkLlMm**

**NnOoPpQqRrSs**

**TtUuVvWwXxYy**

**ZzÅåÄäÖö**

# Typography

Connex uses only one font for both heading and body text. It is the only font used for both print and digital.

The font used is called Avenir and can be used in multiple cuts. For headlines it should foremost be used in book and light. Avenir Book and Avenir Light Oblique can be used for subheadings.

For the body text all the different cuts available can be used to label words and sentences so they stick out; such as Avenir Light Oblique and Avenir Black.

Avenir

**AaBbCcDdEeFfGg**  
**HhIiJjKkLlMmNn**  
**OoPpQqRrSsTtUu**  
**VvWwXxYyZz**  
**ÅåÄäÖö**

Avenir Book  
Avenir Light  
*Avenir Light Oblique*  
**Avenir Black**





# Colors

These three colors are the primary colors for Connex and can be combined in multiple ways. Black and white are also seen as primary colors but are often used in slightly lighter and darker shades; [C0 M0 Y0 K90] for black and [C0 M0 Y0 K3] for white. All the primary colors can be used for both print and digital.



CMYK: C32 M100 Y0 K0  
RGB: R184 G47 B147  
HEX: #B82F93



CMYK: C64 M7 Y13 K0  
RGB: R96 G193 B207  
HEX: #60C1CF

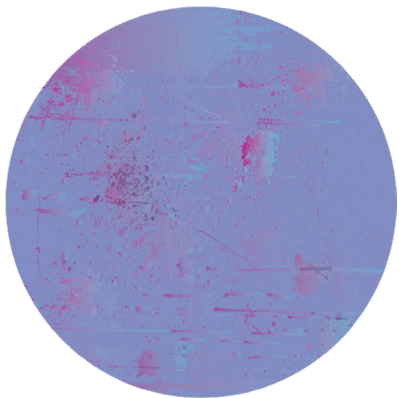


CMYK: C56 M43 Y2 K0  
RGB: R129 G141 B195  
HEX: #818DC3



# Graphical Element

The gradient color using our pink and blue colors can be used as a notable graphical element. Using the gradient to improve different elements and backgrounds can enhance the content in all sorts of graphical material. The gradient can be used in reverse for comprehension purposes as the blue color often represents companies and the pink color represents professionals.



**CONNEX**  
Professional networking that lets you express yourself.

**STAND OUT BY CREATING YOUR OWN PERSONAL PROFILE**

**INTERACT WITH YOUR NETWORK WITH RICH FEATURES**

**FIND YOUR PERFECT PROFESSIONAL MATCH**

connex.com

An advertisement for CONNEX professional networking. The background is a dark, aerial view of a city skyline at night. A diagonal line separates the top white section from the bottom dark section. The top section contains the CONNEX logo and tagline. The bottom section features three key features, each with a corresponding icon: a person silhouette (pink), a speech bubble (blue), and a briefcase (teal). At the bottom right, the website URL 'connex.com' and social media icons for Facebook, Twitter, and Instagram are displayed.



Professional networking that lets you express yourself.

## Looking for talent?

Connex is a web platform where professionals, companies and employers can expressively showcase their work, connect with other professionals and find job opportunities.

**Go connect with talent now!**

### Showcase your company

- Customize your profile like a company website!
- Give future employees and partners a full and rich view of what you are offering

### Connect & Interact with future employees

- Make video/audio calls directly on the site
- Don't rely on external services for interaction
- As close to face to face interaction as you will get!

### Find the right person for the job

- Advertise job offers and reach the best suited people
- Connex lets you get a full and rich view of potential employees and partners

connex.com



Professional networking that lets you express yourself.

## Looking for work?

Connex is a web platform where professionals, companies and employers can expressively showcase their work, connect with other professionals and find job opportunities.

**Go get your dream job!**

### Create the profile you want

- Stand out from the crowd
- Simple drag and drop features allows you to add video, images and design elements
- Make your page personal, not just by adding your résumé

### Connect & Interact with future employers

- Make video/audio calls directly on the site
- Share content quickly and easy, such as photos, code etc.
- Showcase your personality and competencies live!

### Get the job you are looking for

- Bid on employment tasks using our exceptional bidding system!
- Find relevant tasks and opportunities suited for you

connex.com



# Use

The colors that are used are described under the chapter called Colors, all of them do not have to be used at the same time. Using these strong colors, standard colors such as grey, white or black are preferred.

The graphical element can be used in different ways and it is allowed to create own elements and layouts as long as the colors are included.

Placement of text depends on what information should be highlighted, therefore own judgement can be made as long as an hierarchical grid is considered.

The Connex logo should always be included in all material. Its placement should be clearly visible and in contrast to the background.

CONNEX

HILDA HELGOTSSON

My name is Hilda, I'm a 27 year old web designer located in Gothenburg, Sweden.

Besides web design I love surfing, traveling and my dog Bob.

I'm looking for interesting freelance jobs in web design. If you or your company need a new website, please connex me. Here is some of my previous work:

Pen & Parker  
A Weekend in Brighton

PLEASE ENJOY THE ATMOSPHERE





# Final Words

Connex strives to be a recognizable brand using this graphic profile as support. With a detailed graphic profile the company can easily create new graphic material produced in both printed and digital material.