



BEYOND.com[®]

The **CAREER**NETWORK[™]

BRAND & STYLE GUIDE | **2013**

Table of Contents

03 The Beyond.com Moment

04 Our Brand

05 Our Audiences

06 The Beyond.com Look & Feel

07 Logo Usage

08 Beyond.com + The Career Network

09

10 Colors & Fonts

11

12 Imagery

13 Our Brand Traits

14 Style Specifics

15

16 Web Elements

17 Templates

18 The Beyond.com Tone & Voice

21

22 The Big Picture

23 Contact

THE BEYOND.COM MOMENT

You walk out of your interview and down the hall to the elevator. As the doors close, you finally let the joy and relief take over, and break into spontaneous grin.

Because you just know. *You got it.*



OUR BRAND

It's more than a logo or tagline. Our brand is the way we present ourselves to the world, from our members and hiring customers to our business partners and investors. It is our opportunity to create an understanding of who we are, what we do, and why it matters.

Our Brand Promise: Enabling the Beyond.com Moment.

At Beyond.com, we are driven by one purpose – to help people reach the moments of professional triumph that add up to a great career. Landing a great new job. Acing a presentation. Getting recognized with a promotion.

The Beyond.com Moment could be anything, and will surely be different for everyone. The bottom line is this: By supporting people throughout their working lives, we empower them to accomplish their professional goals and transform jobs into careers.

Our Brand Positioning: The Career Network.

Beyond.com is more than a single career site or job board. We're a network of niche career sites, the home of 500+ talent communities, and a resource for over 30 million members.

"The Career Network" is the perfect phrase to define our unique positioning in the career space.

We have jobs and career advice. We have targeted recruitment solutions. We have industry news and salary information. We have tools like the Career Portfolio to help professionals present themselves better online. We even have social elements (and plans to build even more.)

By bringing together all of these valuable features and content, and putting them in the hands of the people who use and interact with our site every day, we have created The Career Network.



OUR AUDIENCES

Even though many of our brand messages focus on our members, we have plenty of value to offer our hiring customers, advertisers and investors, too. In order to communicate that value effectively, we need to tailor our messaging to each audience by thinking about who they are and what motivates them to do business with us.

Career Professionals want an easier way to achieve their career goals.

We give them user-friendly tools, valuable resources and relevant opportunities, for a more efficient job search and a simplified career management experience.

Hiring Customers want to spend less time and money searching for great new hires.

We give them targeted solutions to pinpoint qualified candidates. By focusing on the right people from the start, they can save time and significantly reduce their cost per hire.

Advertisers want to reach people who will respond well to their messages and offers.

Using our precise targeting abilities, we create opportunities for them to connect with our highly engaged professional audience.

Investors want to ensure the profitability and growth of Beyond.com.

We continue to set high standards for everything from innovation to revenue generation, so we can constantly improve our brand and our bottom line.



THE BEYOND.COM LOOK & FEEL

Our logo, colors and fonts are the building blocks of our brand. Use them correctly and consistently to ensure a strong brand identity that's built to last.

OUR PRIMARY LOGO

Logo color

Our logo looks best on a white or light gray background, using our primary Beyond.com blue.

If it's absolutely necessary to display our logo on a dark background, or color options are limited, the following options are acceptable:



without a shadow



with a shadow



RGB: 0 45 98
HEX: #002d62
CMYK: 100 68 0 54



LIGHT BLUE
RGB: 0 154 199
HEX: #009ac7
CMYK: 100 0 8 13

DARK BLUE
RGB: 0 45 98
HEX: #002d62
CMYK: 100 68 0 54



white with blue gradient head
and drop shadow



white with drop shadow

BEYOND.COM LOGO USAGE

Clear space

Our logo needs room to make an impact. Always maintain a clear space that is free from all other graphics or text.

The blue frame indicates clear space. The space between the blue frame and magenta frame (width of E) must be kept free of other elements, except in cases where drop shadow is used and/or The Career Network™ tagline is used.

The gray padding indicates a safe zone around the clear space.

Minimum size

Our logo is versatile enough to work in many different sizes and situations. But, reducing the size to an extreme makes it less powerful – not to mention hard to see.

The width of the logo must never be any smaller than 1" wide.

Logo no-no's

Please avoid:

1. Placing our logo on an angle
2. Changing our logo colors
3. Using our logo without the ® symbol
4. Displaying our logo on an image or busy graphics
5. Using our logo within text
6. Distorting our logo's proportions
7. Altering or removing the Y guy



1.



2.



3.



4.

The ~~BEYOND.com~~ Moment could be anything, and will surely be different for everyone.

5.



6.



7.

BEYOND.COM + THE CAREER NETWORK

To display our logo with The Career Network, both horizontal and vertical lock-up treatments are available.

A few other important points about The Career Network:

- *When used as a logo, The Career Network should always have the capitalization and bolding shown.*
- *In text, it should be written: "The Career Network"*
- *In all cases, it must always be followed by the registered trademark symbol: TM*

THE Y GUY ICON

The Y Guy represents that "Yes" moment we're striving to create for all of our members. *And, we couldn't spell Beyond.com without him.*

Our Y Guy Icon comes in handy in cases where we have limited space or want to reinforce our brand in a subtle way.



The **CAREER NETWORK**™



NICHE SITE LOGOS AND COMMUNITY ICONS

Our niche sites and Talent Communities are key elements of The Career Network and our brand positioning. Although they are part of a larger entity, they are all valuable destinations for our members and have their own identifying look.

Our niche sites have distinct logos related to the industry, location or specialty they serve. Each logo has a "by Beyond.com" lock-up that identifies them as part of a larger network.

The Talent Communities use a set of icons to represent their professional focus and link related communities to one another.



COLORS & FONTS

Our Core Color Palette

When you think about Target, what color comes to mind? How about McDonald's? Color is one of the easiest ways to quickly identify a brand, and set your brand apart from competitors in your space.

Our Beyond.com blue is a dark, rich shade. It's a color that reads as professional and trust-worthy, helpful and experienced. At the same time, it's versatile – Beyond.com blue works great with other colors, as well as gradient treatments that are a signature of our look. The same goes for our primary gray hue.

Together, they provide the perfect backdrop for our site and play a key role in all of our brand communications.

PRIMARY COLORS



RGB: 0 45 98
HEX: #002d62
CMYK: 100 68 0 54



RGB: 82 82 83
HEX: #525253
CMYK: 65 57 55 33

SECONDARY COLOR



RGB: 47 100 151
HEX: #2f6497
CMYK: 87 61 18 3

PRIMARY **LINK** COLOR



RGB: 0 101 183
HEX: #0065b7
CMYK: 90 62 0 0

SECONDARY **LINK** COLOR



RGB: 110 154 190
HEX: #6e9abe
CMYK: 59 30 13 0

COMMONLY USED GRADIENTS



INNER COLOR
RGB: 255 255 255
HEX: #ffffff
K: 0

OUTER COLOR
RGB: 241 242 242
HEX: #f1f2f2
K: 5

SECONDARY **LINK** COLOR



INNER COLOR
RGB: 0 154 199
HEX: #009ac7
CMYK: 100 0 8 133

OUTER COLOR
RGB: 0 45 98
HEX: #002d62
CMYK: 100 68 0 54

COLORS & FONTS

Our Fonts

Our written communications convey meaning in more ways than you'd think. The font we use is like our brand's handwriting, and you don't have to be an expert to understand what it says about us.

Beyond.com's primary type family is Segoe UI. It's described as a humanistic sans serif typeface, but all that really means is something you probably already know – Segoe UI is a clean, easy-to-read font. Those qualities help it (and us) come off as approachable, friendly and uncomplicated. And of course, it works great online – an absolute must for any Beyond.com font.

Preferred Casing

The use of upper and lower case can drastically change the tone and impact of a communication, so keep the following guidelines in mind:

- Initial caps or all caps can be used to create hierarchy for headers, but sentence case is equally acceptable, especially for longer headlines.
- Sentence case is preferred for all other text.
- All caps should be avoided in body copy – it's like shouting at your reader.

Segoe UI has several styles and weights that can be used to create hierarchy and variety in our communications. Take a look at the suggested uses for each.

Segoe UI Regular – Used for headlines and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Segoe UI Italic – Used to add emphasis on buttons and copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Segoe UI Bold – Used for calls to action

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Segoe UI Bold Italic – Used to add emphasis on buttons and copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IMAGERY

Imagery helps bring our brand to life. By making sure the images we use reflect our five brand traits, we'll ensure that our brand always looks and feels authentic and consistent.

Whether we are using shots from our own photo library or stock photography, there should be a seamless quality across all of our imagery. Since the majority of our communications feature people, we'll focus on that type of photography most. In general, each of our photos should feel like a picture of a friend or colleague, someone you'd like to know.



OUR BRAND TRAITS

By making sure the images we use reflect our five brand traits, we'll ensure that our brand always looks and feels authentic and consistent.

Professional... with personality

We're in a professional industry, but we deal with real people. Just like them, we can be real, genuine, even fun, and still do our job exceptionally well. By giving our photography a polished look, we convey professionalism. By avoiding any shots that are overly stiff or staged, we let our personality shine through.

Celebratory

We're in the business of helping people achieve career goals. That's a serious responsibility, but it can also be joyful, exciting and rewarding for our members, our hiring customers, and us. Our brand images show people who embody that celebratory feeling – and capture The Beyond.com Moment.

Approachable

We're hands-on and here to help. We know that when we make our members and hiring customers feel comfortable, they enjoy working with us more. That's one reason our photography has a human element, with poses that are inviting and friendly. Stand-offish or intimidating? That's not how we roll.

Positive

Attitude is everything. So we choose to keep it positive and use imagery that exudes the optimism of our brand. Light spaces, bright colors and natural smiles are the norm.

Inclusive

Our members and hiring customers represent every profession, industry and location in the US – *and beyond*. Our photography needs to mirror the diversity of our business, while underscoring the attention we pay to every individual. Group shots are used frequently, sometimes with just one person singled out as the primary focus.



STYLE SPECIFICS

Composition

Whether in a group or solo, the subjects of our photography are often silhouetted out. Sometimes a portion of the background is kept in the image, but often it's not. Silhouetted images help give our brand communications a light, airy look, and minimal background context makes our images universally relatable.

A few other notes on composition:

- To help convey our focus on the individual we sometimes fade the background people or scenery and focus only on one individual.
- Whenever possible, at least one subject should be looking directly at the camera to create a connection with the viewer.
- Poses should be as natural as possible – even if someone is jumping up and down, it should look like a genuinely joyous moment.

Styling

Attire, hair and makeup should be appropriate for the professional world. That can mean many different things depending on the profession, but it makes sense to avoid anything sloppy, revealing or vacation-ready.



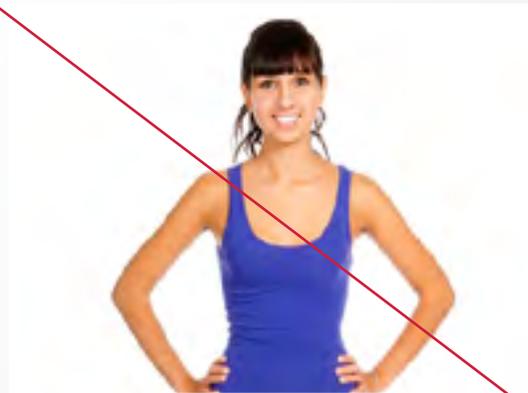
Composition Do



Composition Don't



Styling Do



Styling Don't

Lighting

Our photos are full of soft light and have minimal shadows. The overall effect is open, airy and never harsh.



Lighting Do



Lighting Don't

Color

Our images should always be full color, but not overly saturated. We never use black and white photography or other muted image treatments. Bright colors are great, as long as they're not overly loud or jarring.



Color Do



Color Don't

People-less imagery

While most of our imagery focuses on photos of people, there are some instances where it's appropriate to use other types of imagery. Usually this occurs when we want to illustrate an abstract concept, show a specific product or service, or represent a specific niche focus.



People-less examples



WEB ELEMENTS

Our most important interactions with our members occur on the pages of our sites. Therefore, it's imperative that our online presence be incredibly consistent and 100% on-brand.

Here are a few key elements of the Beyond.com online brand:

Navigation

The nav bars and drop-down menus provide structure and organization for our site and help users find their way.

Member Nav Bar

Hiring Customer Nav Bar

Buttons

Buttons are the small but powerful catalysts that move users through our site. It's important for our buttons to have a consistent look throughout our pages, so they're always easily recognizable to users.

The look and feel of the buttons are determined by the Bootstrap theme.



NAVIGATION



MEMBER NAV BAR



HIRING CUSTOMER NAV BAR



BUTTON EXAMPLE

LAYOUT TEMPLATES

Together, all of these visual elements create a cohesive appearance for our brand before any words hit the page.

Sell Sheet (A)

Find Hiring Sales Sell Sheets here:

F:\Beyond Published Docs\Sales & Marketing Docs\Employer and Agency Marketing\Product Sell Sheets

Find Biz Dev Sell Sheets here:

F:\Beyond Published Docs\Sales & Marketing Docs\General Advertising

Email (B)

Letterhead (C)

Find letterhead templates here:

F:\Beyond Published Docs\Company Templates\Letterhead

Presentation (D)

Find a PowerPoint presentation template here:

F:\Beyond Published Docs\Sales & Marketing Docs\Employer and Agency Marketing\Presentations\BeyondTemplate2012.pptx

It's suitable for internal and external use, and includes guidelines for using our typeface and graphic elements to create well-branded, compelling slides.

Email Signature

A side note: Creating a strong brand is an inside job. If we don't support and stand behind our brand internally, no one else will buy it either. Even when you're communicating with an internal audience, be sure to use our brand elements consistently and appropriately.

A

B

C

D

Jill Sample, Title, Beyond.com, Inc.

The CAREERNETWORK™

P: 610-878-2800 | F: 610-878-2801 | Beyond.com

[Sign up for your free Career Portfolio™ today and join over 25 million professionals.](#)

THE BEYOND.COM TONE & VOICE

The voice of our brand is everywhere. Welcoming users to our sites. Convincing clients of our value in sales materials. Delivering valuable information through our email communications. No matter where our brand voice can be heard, it needs to come through loud, clear and consistent – *“Hi, Beyond.com here.”*

The Beyond.com voice

There are three identifying characteristics of the Beyond.com voice:

Conversational

Even in the professional world, it’s important to be real. No one wants to feel like they’re dealing with a nameless, faceless corporation – and in our case, they’re definitely not. We’re a fun, hands-on company that’s genuinely invested in the success of our members and clients. Letting that authenticity come through in a conversational way is an absolute must for the Beyond.com brand.

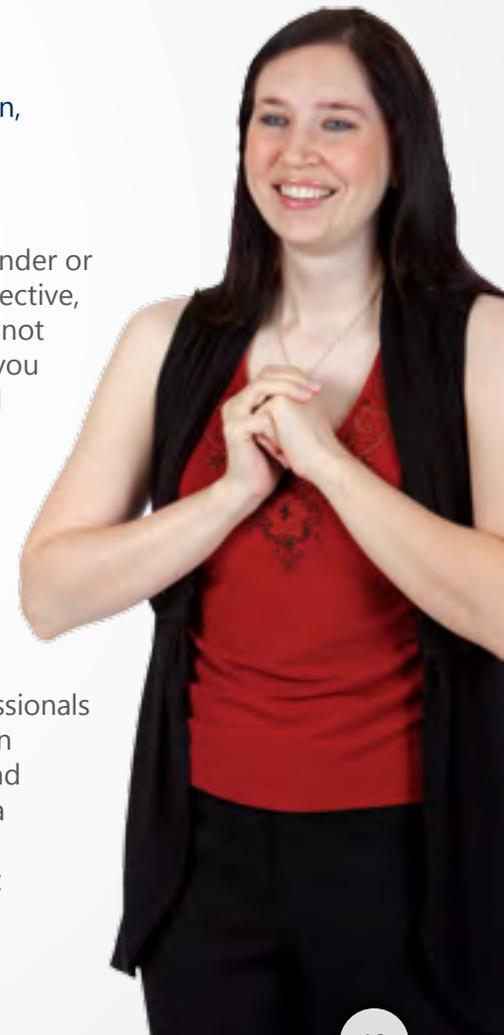
Examples of “**conversational**” communication, before and after:

Before

Every individual – regardless of age, race, gender or cultural background – brings a unique perspective, fresh ideas and diverse experiences that will not only help your business thrive, but position you for future growth in an ever-changing global marketplace. Beyond.com understands the importance of promoting diversity in the workplace and we are committed to providing effective tools to deliver a diverse candidate pool.

After

Did you know there are over 30 million professionals in The Career Network? That’s over 30 million different backgrounds, fresh perspectives, and unique talents. It’s called diversity – and it’s a pretty important part of putting together a successful team. At Beyond.com, we get that and we want to help. That’s why we have a dedicated Diversity Channel where we post all your jobs for free. Yup, every single one.



THE BEYOND.COM TONE & VOICE

Unexpectedly honest

Our members and hiring clients deserve honest communication, even if they don't expect it. After all, they've entrusted us with big, important things like their careers and their companies – so really, it's the least we can do. The Beyond.com voice is unexpectedly honest – which means we're comfortably candid, refreshingly open, and never deceptive or evasive.

Direct

The Beyond.com voice tells it like it is, hold the fluff. We get to the point, but keep it interesting with thoughtful word choice. Short, sweet sentences. And simple phrasing that makes things easy to understand.

Examples of “**unexpectedly honest**” communication, before and after:

Before

Beyond.com's new People Search technology will revolutionize your recruitment strategy. With the ability to search millions of members from across The Career Network and refine your search on all kinds of key criteria, you're sure to find exactly the right candidates.

After

Great news – we've just introduced a brand new search experience on Beyond.com. It's an evolution of our Resume Search product that we're calling Candidate Search. With improved search features and helpful user options, we think it will make your quest for qualified candidates a little easier – and hopefully more effective, too.

Examples of “**direct**” communication, before and after:

Before

As a member of Beyond.com, you can tap into one of the most targeted and segmented networks to deliver effective email marketing campaigns and increase revenues for your business. We represent over 30 million registered candidates from across more than 25 different industries, with thousands of new contacts added each day.

After

Want to deliver your message more effectively? Make sure it reaches the right people. Beyond.com has millions of opt-in candidates in more than 25 different industries. We'll help you identify the best segments to target with your email campaign, so you get maximum response. And major ROI.

THE BEYOND.COM TONE & VOICE

Our Brand Traits

If our message is what we say and our voice is how we say it, then our brand traits provide the personality. All of our communications should be infused with these five brand traits, so we are always speaking with one strong, consistent voice.

Professional... with personality

How it's done: Inject a little wit, empathy or irony. Find a more evocative way to say it. Be human.

Celebratory

How it's done: Create excitement. Share your enthusiasm. Have fun.

Approachable

How it's done: Be supportive. Guide without passing judgment. Simplify your message. Make it all less intimidating.

Positive

How it's done: Exude optimism. Recognize challenges. Present solutions. Be a source of hope.

Inclusive

How it's done: Focus on the individual. Connect with your audience. Emphasize commonalities.

Simple guidelines to writing, Beyond.com style

- Make it about “you” – no, not *you*, the person you’re talking to.
- Get to the point – whatever you’re saying, say it in as few words as possible.
- Use contractions freely. We’re professional, but not overly formal.
- Ask questions. It’s nice to involve your audience every so often. Don’t you think?
- Find the benefit. It’s not enough to tell job seekers that our Resume Distribution Service is great. We need to explain in real life terms how it will help them.

THE BEYOND.COM TONE & VOICE

Our Audiences

Of course, it's always important to tailor your tone and message to the situation and audience. Here's an example of how one message – about our Intelligent Content Delivery – can be positioned for three different audiences.

Career Professionals

Tell us a little about yourself, and... presto! Jobs, industry news and career information that matter to you are seamlessly delivered through your personal home page, email and mobile device – no searching required.

Hiring Customers

We don't wait for people to find your job postings – we deliver your message directly to a highly targeted audience, resulting in more quality candidates for any position.

Advertisers

We prefer lead acquisition over CPM – we'd rather deliver the right impressions using the most effective methods.



THE BIG PICTURE

When all of these visual elements meet on-brand messaging, you get powerful, engaging communications that are unmistakably "us."

Here are a few examples of Beyond.com assets at their branded best.

Email Marketing

Targeted emails that get opened, get read, and get results.

We have over 25 million opt-in, registered members who provide us with valuable information about their professional lives. These details and data help us present them with the right opportunities - and allow us to target all the right people with your email messages.

Use your targeted email campaign to:

- Find qualified candidates for a hard-to-fill position
- Make a large number of hires at once
- Drive quality traffic to career events
- Create brand awareness

Our industry-leading email campaigns are effective, affordable and designed for maximum performance:

- Fresh, relevant member data
- Flexible criteria
- Seamless campaign execution
- Detailed reporting

Targeting Criteria

Job Title	Industry
Job Function	Geographic Location
Education Level	Experience Level
Security Clearance	Executive Level
Salary Requirements	Diversity
And More	



The CAREERNETWORK™

CONTACTS BY INDUSTRY	
Accounting & Finance	1,607,422
Clerical & Administrative	5,193,748
Customer Service	5,083,415
Engineering	1,996,407
Healthcare	2,854,564
Military & Government	444,784
Retail	563,243
Sales	1,634,243
Technology	1,949,308
Transportation & Logistics	821,352

Many more industries available

Because the Beyond.com Career Network is comprised of thousands of niche communities covering most industries and geographies, it makes them a valuable resource for us to utilize in finding the ideal candidate for our employers. These email campaigns even allow you to display targeted messages right to the inbox of these targeted candidates - something not many vendors can offer!

Joe Shaker
Vice President of Media Initiatives Shaker Recruitment Advertising & Communications

25+ MILLION OPT-IN CONTACTS

13% OPEN RATE

Contact us today
to learn more and get started.

King of Prussia PA | New York NY | Indianapolis IN | 1-866-694-JOBS | Beyond.com

The right people. The right place. The right time.

Beyond.com can put your message in front of key voters who are interested in the economy and jobs.



40% of voters now identify themselves as independent - the highest percentage ever.

Independents have a higher unemployment rate than either Democrats or Republicans, and 8 out of 9 key swing states have seen their unemployment rates rise since 2008.

This year's elections will be decided by those who are looking for new opportunities - people who will be motivated to support the candidates they believe will help their own situation most.

A smart way to reach the people you need most.

Beyond.com has over 25 million members nationwide who are focused on finding new opportunities and advancing their careers.

Our members represent a broad cross-section of the country - some unemployed, but all concerned about economic issues and growth.

Beyond.com Membership in Battleground States

STATE	MEMBERS	STATE	MEMBERS	STATE	MEMBERS
Colorado	367,744	New Hampshire	68,333	Ohio	636,085
Florida	1,422,021	New Jersey	533,338	Pennsylvania	792,442
Iowa	116,422	New Mexico	73,244	Virginia	485,932
Michigan	559,555	North Carolina	66,147	Wisconsin	228,679
Nevada	202,828				

Audience Profile

Balance: 57% Female, 43% Male
Marital: 80% with Household
Class: Income Under \$100,000/yr
Families: 50% Have Children



Home | My Account | Post Jobs | Search Jobs

It was great to see you at HR Florida...

We're looking for people with 20% Savings on HR New Car Post
All of your 20% HR New Car Post

Here to get you more jobs to try by our friends at HR Florida...
 We've got you more jobs to try by our friends at HR Florida...
 We've got you more jobs to try by our friends at HR Florida...
 We've got you more jobs to try by our friends at HR Florida...

25 million members
 100,000+ job openings
 100,000+ job openings
 100,000+ job openings

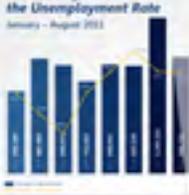
Congratulations
 for being so successful!

Learn more at Beyond.com or by calling 1-866-694-JOBS.



Are we entering a **DOUBLE DIP RECESSION?**

Job Postings and the Unemployment Rate
January - August 2011



Unemployment Rate
All of August 2011



Unemployment Rate
All of August 2011



It is not clear that the U.S. economy is recovering from the recession and the unemployment rate is still high. It is not clear that the economy is recovering from the recession and the unemployment rate is still high. It is not clear that the economy is recovering from the recession and the unemployment rate is still high.

It is not clear that the U.S. economy is recovering from the recession and the unemployment rate is still high. It is not clear that the economy is recovering from the recession and the unemployment rate is still high. It is not clear that the economy is recovering from the recession and the unemployment rate is still high.



We help millions of people find their next job.
We'll help them find your message, too.

25+ MILLION OPT-IN CONTACTS

13% OPEN RATE

50% OF ADULT INTERNET USERS look for info about jobs online.



Careers touch every segment of adult consumers.

Target the audience you need to reach.

- MANUFACTURING 30%
- FINANCIAL 20%
- TECHNOLOGY 15%
- HEALTHCARE 10%
- RETAIL 5%
- EDUCATION 5%
- OTHER 15%

CONTACT INFO

Brand Related Questions or Comments

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