



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



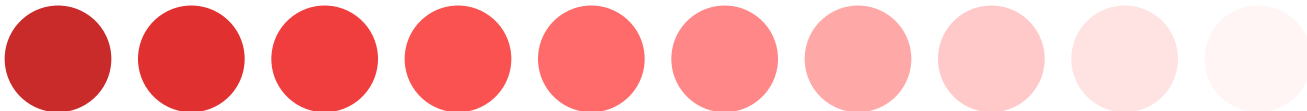
yellow



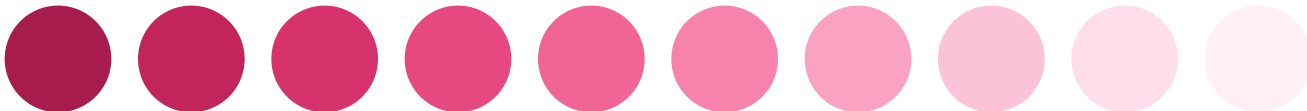
orange



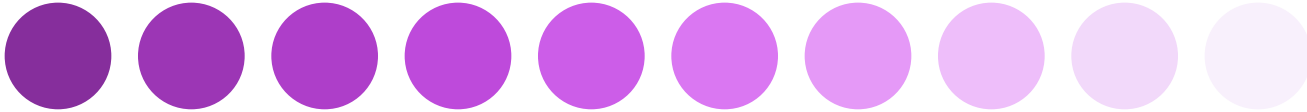
red



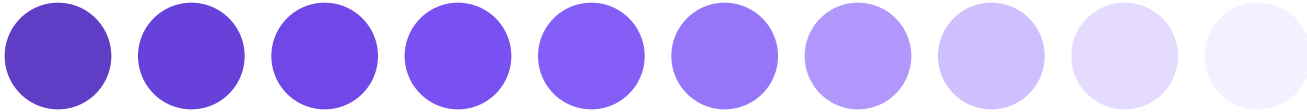
pink



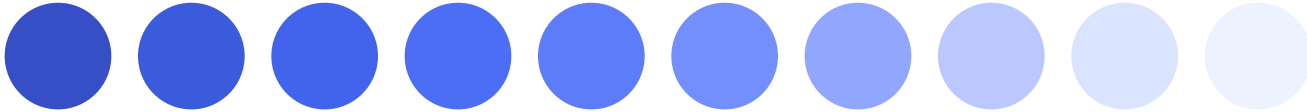
grape



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

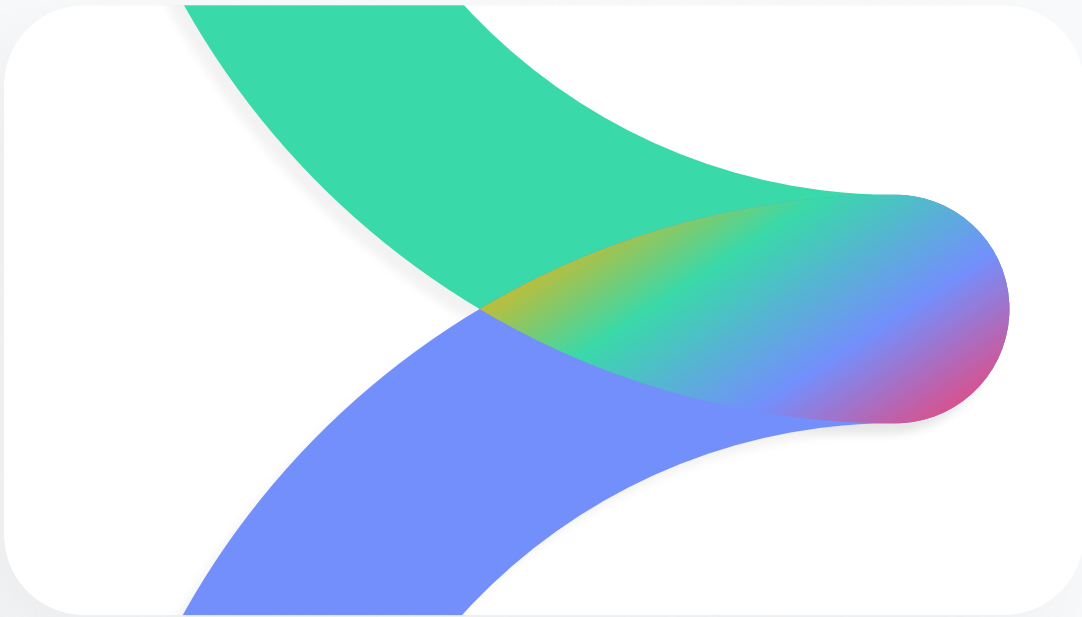
Faster time to productivity by facilitating onboarding and training after hire.



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.



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 >

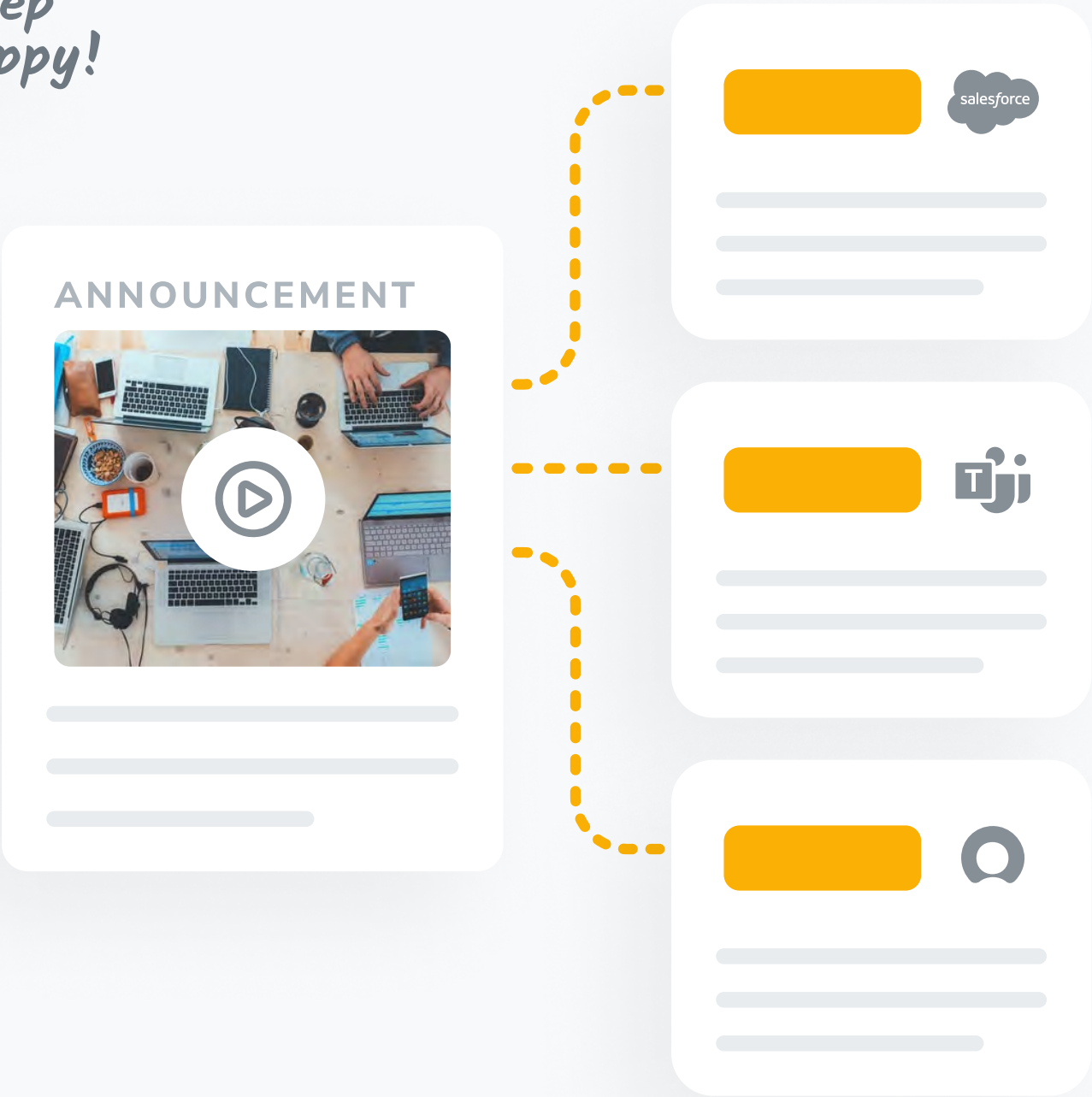
and keep them happy!

▶▶

LEARNPERFORM

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.

[!\[\]\(919a2cb85b99741a73c0c31a427236a8_img.jpg\) Go to Material Symbols website](#)

 Developer guide

