

June 2023

HiringBuddy

Logo/Branding

Concept Proposal v1



Coming up

- 1 Project Recap
- 2 Concept Strategy
- 3 Creative Solutions

Create a logo identity that feels **confident**, inclusive and **trustworthy**.

A simple design that engages with people in the digital and professional space in a **fun** and **informal** way.

Confident
Fun
Informal

Solutions
Technology
Data driven

Stress free
Simple
Approachable



HiringBuddy Logo

Competitor Branding

Competitors within the recruitment space include job seeking platforms, career social platforms like LinkedIn, as well as other recruiters.

Indirect competitors are owned by those also involved in the career space, educational platforms and software related to work.



Inspiration Brands & Mood Board

Colourful, dynamic moving shapes represent connections, growth, efficiency and intent.

Individuality, uniqueness in colour

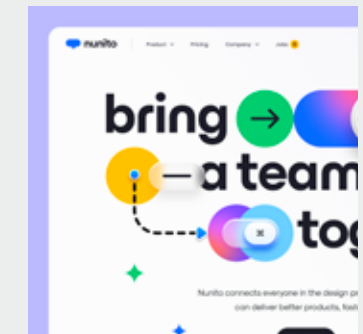
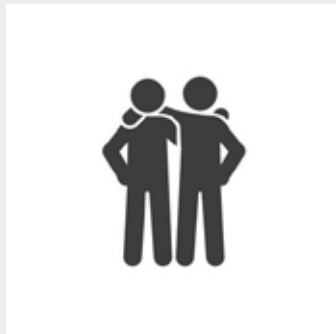
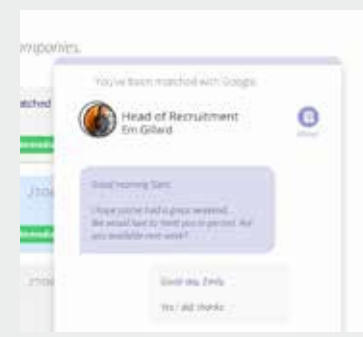
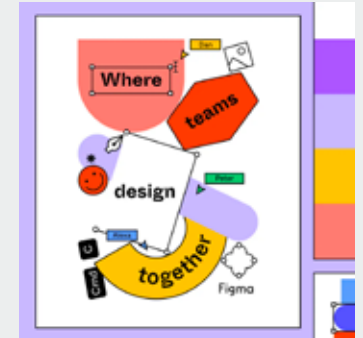
Simple, elegant modern logo

Help, connection, pathway, handshake, A to B

Chat, chat window, chat bubbles

Psychology, data science

Buddy, smile organic shapes



Concept Strategy

Shape our thinking into ideas

HiringBuddy is

A digital tool

Connects people to the right places

Communicative

Fast/works in the background

Psychology based

HiringBuddy feels

Efficient/intelligent

Helpful and trustworthy

Personable

Simple

Confident/supportive



Creative Interpretations

Growing

Helping

Right for the job

Networking

Buddy/friend smiley

Abstract/unique

Connecting

Pathways

Chat window

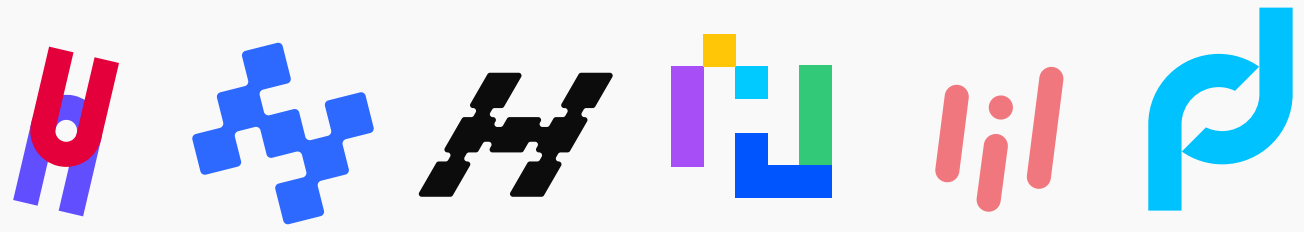
Data

Simple



Creative Solutions


Turning our ideas into a brand



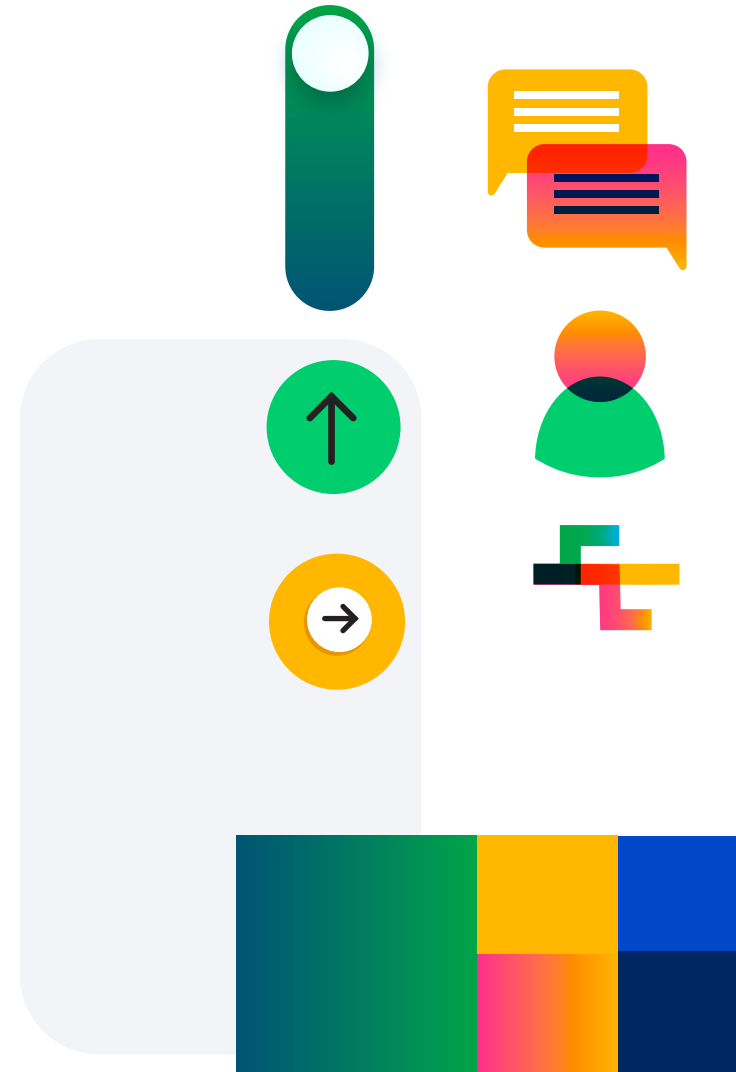


HiringBuddy



The hiring experience
people love 

Accelerate your
career 




We get you, recruitment is broken. You're applying to tonnes of roles, just to be ghosted and rejected. We believe recruitment should be effortless and enjoyable. We've got your back. **Let's fix this together!**





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Register





We get you, recruitment is broken. You're applying to tonnes of roles, just to be ghosted and rejected. We believe recruitment should be effortless and enjoyable. We've got your back. **Let's fix this together!**



Thanks

