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## Introduction<sup>01</sup>

A new model for  
how work gets done.

# Introduction<sup>01</sup>



The Fourth Industrial Revolution will radically shift the way people live and work and how businesses operate. In the future, talent, more than capital, will represent the critical factor of production.

Organizations will also need to use their assets and capabilities differently, transforming their core businesses and developing new revenue opportunities. Talent will not be limited by location or locked into prescribed working styles and corporate cultures.



# Vision<sup>02</sup>



We are Braintrust. We believe that the way that global organizations and knowledge workers work together is fundamentally unfair and broken. We believe that Talent deserve to keep 100% of the value they create while getting full credit for their work.

We believe that Organizations deserve more than a black box. That they should have easy access to the world's top talent without middle men taking huge cuts. We're here to shape the future of work—one that is transparent, responsible, and 100% aligned for everyone.



## Positioning<sup>03</sup>

Accelerate a new era  
of global abundance.

# Positioning<sup>03</sup>



## Brand Promise

We're creating the future of work,  
to benefit enterprise and talent alike.

## Positioning Statement

For global enterprises that are frustrated with the hassle and exorbitant costs of finding qualified technical talent, Braintrust is an easy-to-use platform that connects enterprises directly to prescreened technical talent. Unlike agencies, headhunters and other marketplaces that operate with massive markups, Braintrust is a new model that charges near-zero fees and redistributes value back to enterprises and talent alike.

## Tagline

Braintrust. The way work should work.



## Mission<sup>04</sup>

Our mission is to build the world's most compelling talent platform.

# Values<sup>05</sup>



## Everyone is an owner

The collective “we” - talent, employers, and the Braintrust team - all act like owners because we are all owners. We are all responsible for the success of the network and ensuring great experiences for our users. We’re entrepreneurial, not entitled. We believe in the value of hard work and we’ll do whatever it takes to ensure the success of the network.

## Ultimate transparency

We communicate with our team and users in an open and honest way especially when it’s difficult. We take responsibility for our mistakes and move quickly to fix them.

## Work with integrity

Our users and teammates count on us to deliver. We follow through on our commitments. People trust us because we deliver on what we promise we will do.

## Move fast, with precision

We move quickly to deliver value to our users but not at the expense of quality. We approach each project with thoughtful planning and ultimate precision. The details matter because we’re dealing with our user's money and livelihood.

## Raise the bar

We’re committed to continually delivering better experiences to all of our users. We’re committed to excellence and we surround ourselves with people who share in that commitment. We elevate one another by performing at the highest level every day, taking on new challenges, and being dedicated to learning from one another and the world around us.

## Be a global citizen

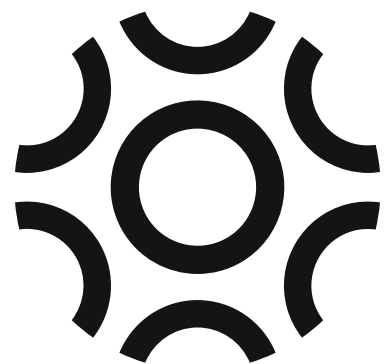
We believe that we have a responsibility to talent, to organizations, and to the world. We’re grateful for this opportunity and look for ways to use our resources and skills to help our fellow global citizens. We’re inclusive and treat everyone with dignity and respect.



# Logos<sup>06</sup> —Symbol

The Braintrust Symbol is one of two primary identifiers for the brand. It must always be displayed predominately and legibly in every application — digital or print. Harnessing its strong simplicity, Braintrust’s abstracted Symbol will allow consumers to apply their own meaning, creating lasting relationships specific to their journeys.

## Symbol





# Logos<sup>06</sup> —Wordmark

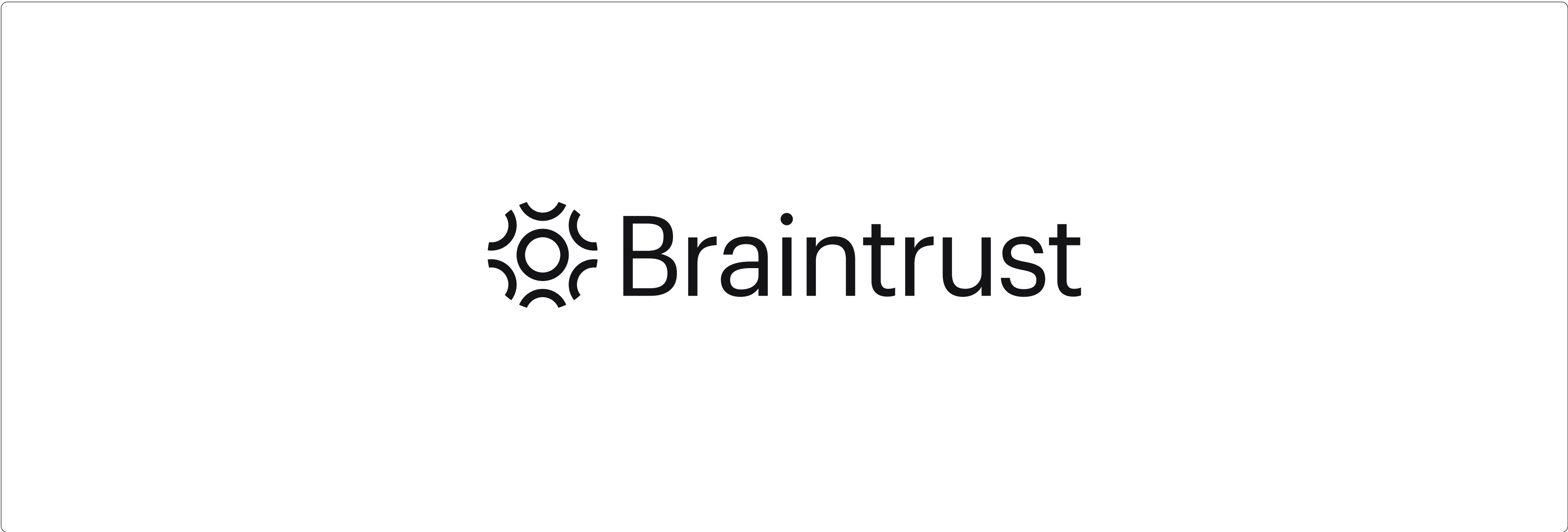
The Wordmark is the second instance of the core identity. The letters have been developed to carry strong presence and legibility, to communicate our maturity. It is to be used with and without the Symbol, creating a strong image.

Braintrust



# Logos<sup>06</sup> —Lockup

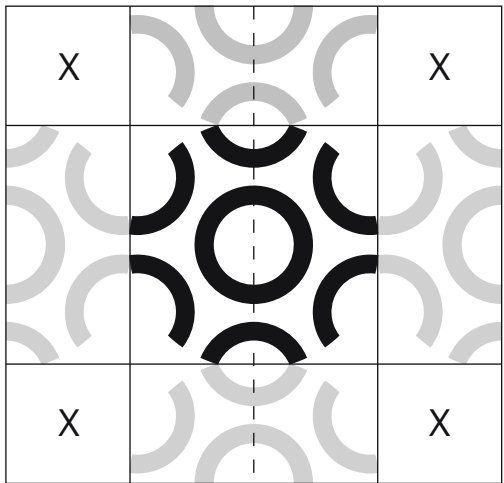
The logo lockup is a simple method of pairing the two core identity elements. The lockup must never be placed too closely to margins, other logos, or visually competing graphic elements.





# Logos<sup>06</sup> —Clear Space

Symbol

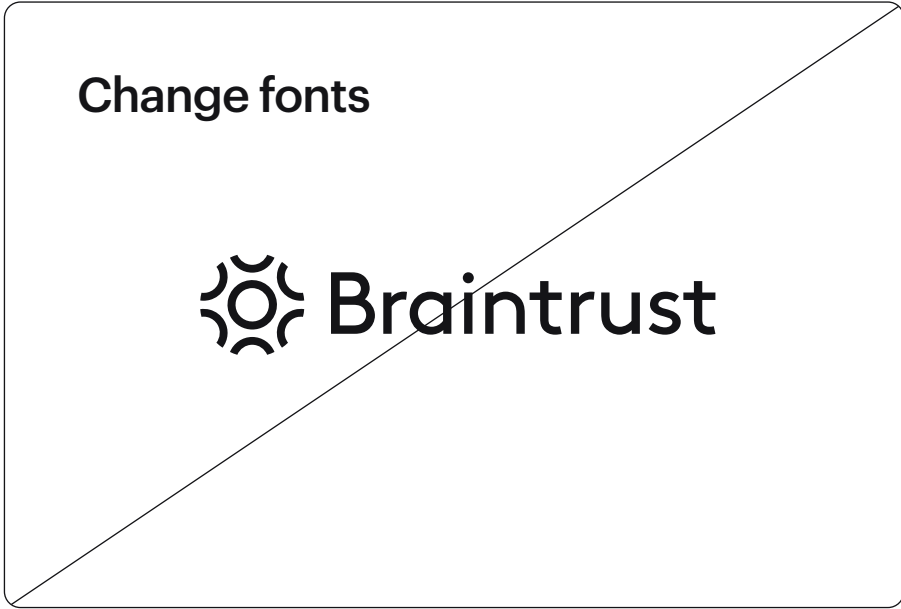
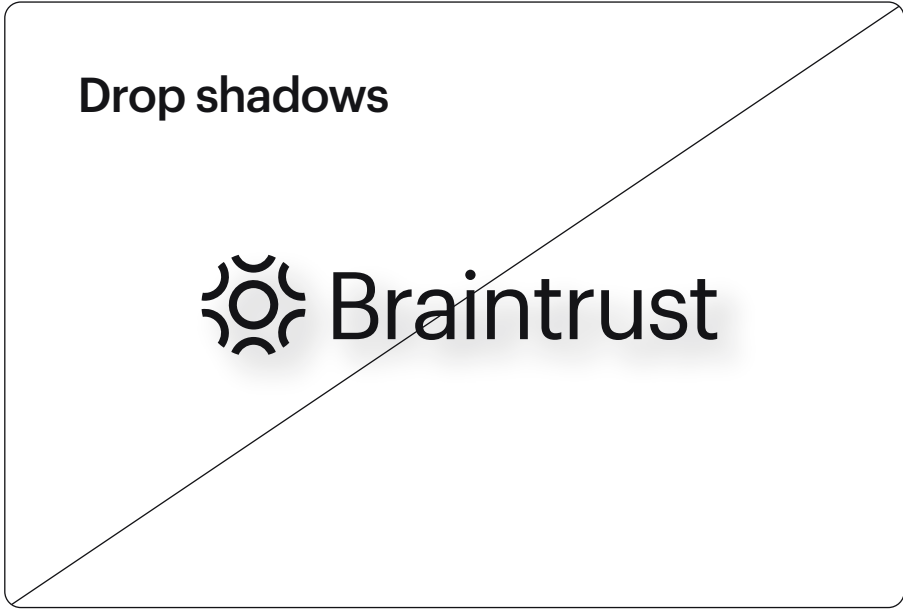
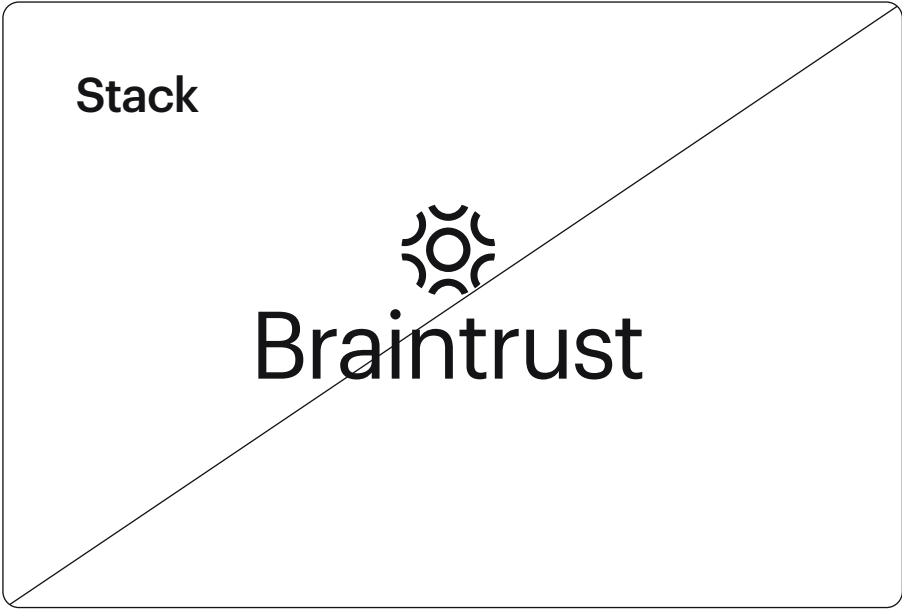
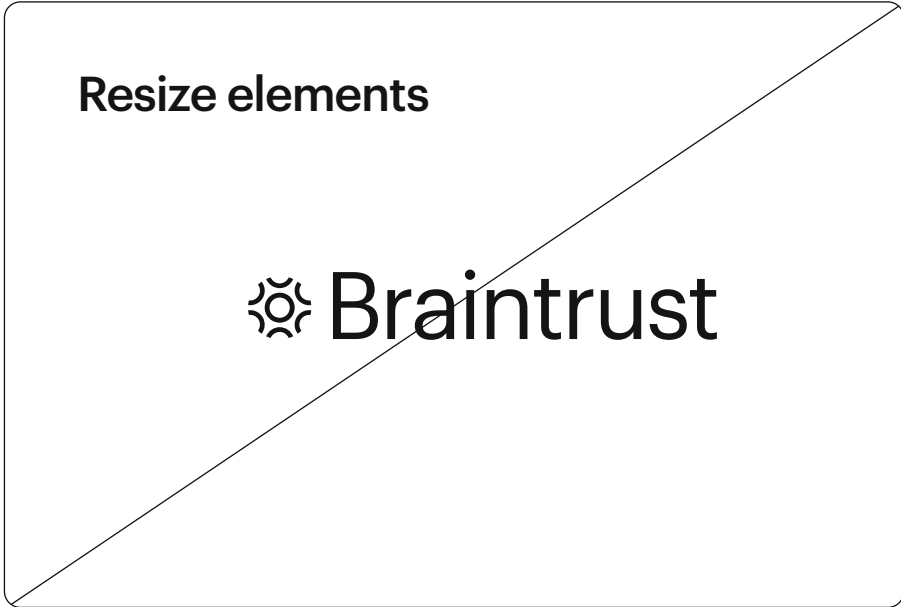
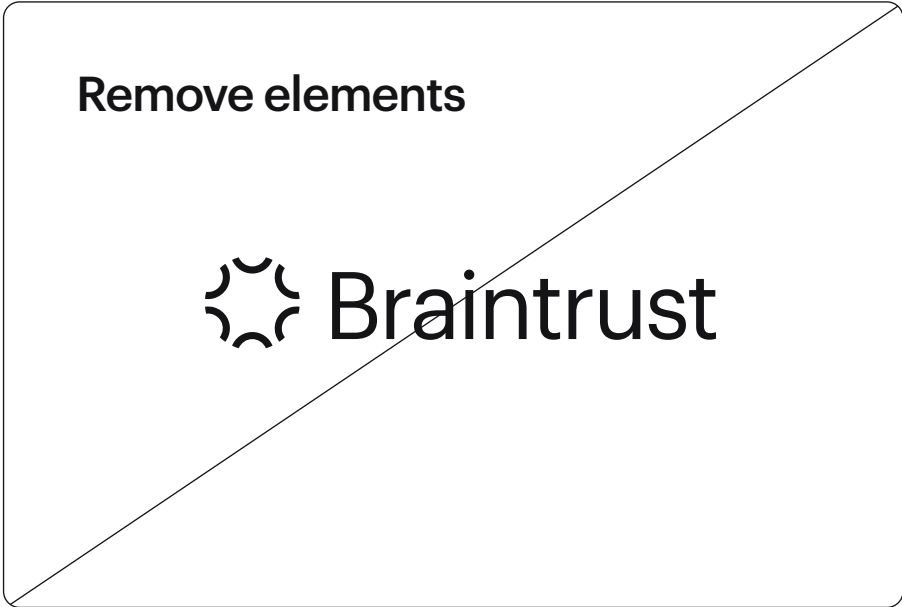
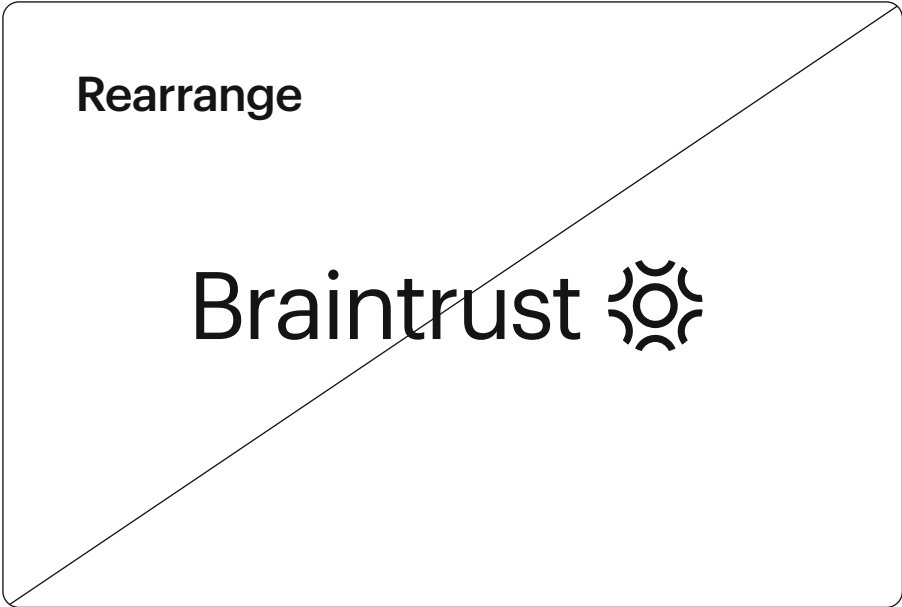


The logo lockup is a simple method of pairing the two core identity elements. The lockup must never be placed too closely to margins, other logos, or visually competing graphic elements.

Lockup



# Logos<sup>06</sup> —Misuse



Never alter the construction, make color changes, add, or remove any elements of the logos. Some examples of incorrect logo usage can be seen below.



# Color<sup>07</sup> —Base

The primary color palette features a high contrast mix of black with pure white, off white, and soft blue.

Black

—#141417

RGB

20 / 20 / 23

CMYK

75 / 69 / 64 / 80

Pure White

—#FFFFFF

RGB

255 / 255 / 255

CMYK

00 / 00 / 00 / 00

Off White

—#FAF9F8

RGB

250 / 249 / 248

CMYK

01 / 01 / 01 / 00

Soft Blue

—#F5F8FF

RGB

245 / 248 / 255

CMYK

03 / 01 / 00 / 00



# Color<sup>07</sup>

## —Base application

The primary color palette features a high contrast mix of black with pure white, off white, and soft blue.

Blog

The future of work

Latest

Popular

Work

Innovation

Culture

Q Search

# Color<sup>07</sup> —Backgrounds

<div>Beige —#E9E7E4</div> <div>RGB 233 / 231 / 228</div> <div>CMYK 07 / 06 / 08 / 00</div>	<div>Soft Red —#F9FOFO</div> <div>RGB 249 / 240 / 240</div> <div>CMYK 01 / 05 / 02 / 00</div>	<div>Soft Orange —#FFF4E3</div> <div>RGB 255 / 244 / 227</div> <div>CMYK 00 / 03 / 10 / 00</div>	<div>Soft Yellow —#FFFCEA</div> <div>RGB 255 / 252 / 234</div> <div>CMYK 00 / 00 / 08 / 00</div>	<div>Soft Green —#F7FCEC</div> <div>RGB 247 / 252 / 236</div> <div>CMYK 03 / 00 / 08 / 00</div>	<div>Soft Teal —#F8FFFF</div> <div>RGB 248 / 255 / 255</div> <div>CMYK 02 / 00 / 00 / 00</div>	<div>Soft Violet —#F9F6FF</div> <div>RGB 249 / 246 / 255</div> <div>CMYK 03 / 01 / 00 / 00</div>	<div>Cool Grey —#E5ECEC</div> <div>RGB 229 / 236 / 236</div> <div>CMYK 09 / 03 / 05 / 00</div>
--	---	--	--	---	--	--	--

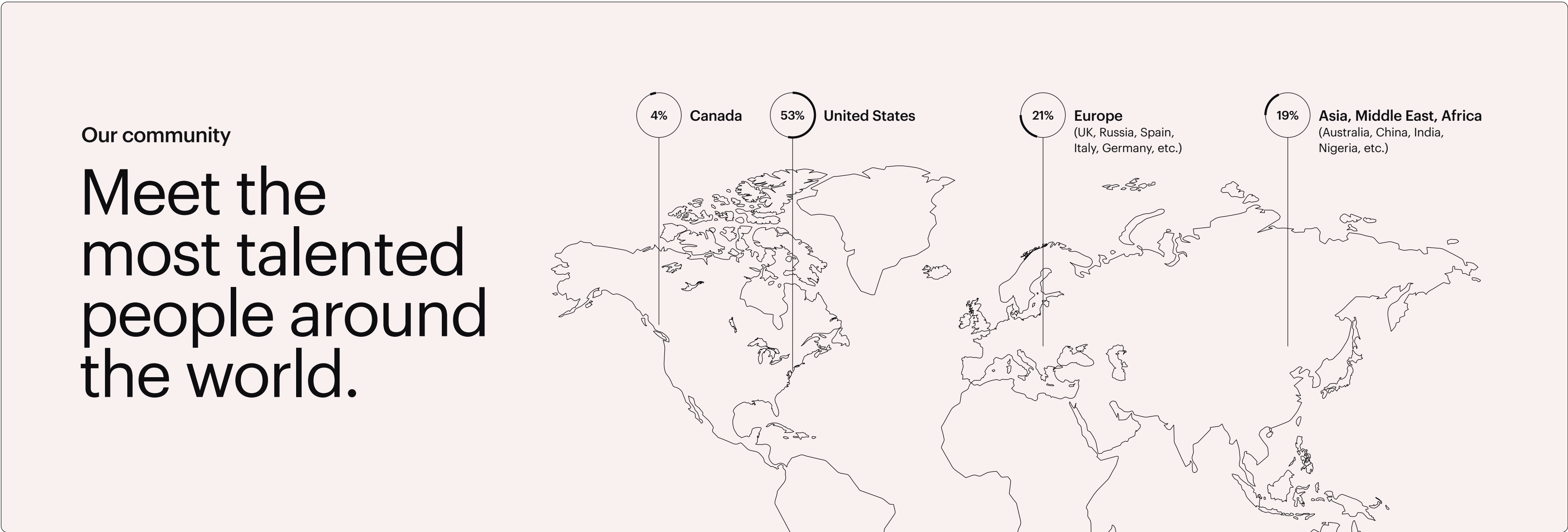


The background color palette features brighter accents to help create warmth. These should be applied to full page backgrounds in print and digital and should not be mixed and matched within the same application. Gradients should not be used anywhere in the brand system.



# Color<sup>07</sup> —Background application

The background color palette features brighter accents to help create warmth. These should be applied to full page backgrounds in print and digital and should not be mixed and matched within the same application.





# Color<sup>07</sup> —Accents

Color accents are used for illustrated elements and abstract background shapes to help create a varied and dynamic system of color application. For secondary applications and brand extensions, these can be used as background colors. Gradients should not be created using the accent colors.

**Yellow**  
—#FEFDBF

**RGB**  
254 / 253 / 191

**CMYK**  
02 / 00 / 30 / 00

**Orange**  
—#FFD37A

**RGB**  
255 / 211 / 122

**CMYK**  
00 / 17 / 61 / 00

**Peach**  
—#FFBB8D

**RGB**  
255 / 187 / 141

**CMYK**  
00 / 32 / 45 / 00

**Blue**  
—#D4E4F9

**RGB**  
212 / 228 / 249

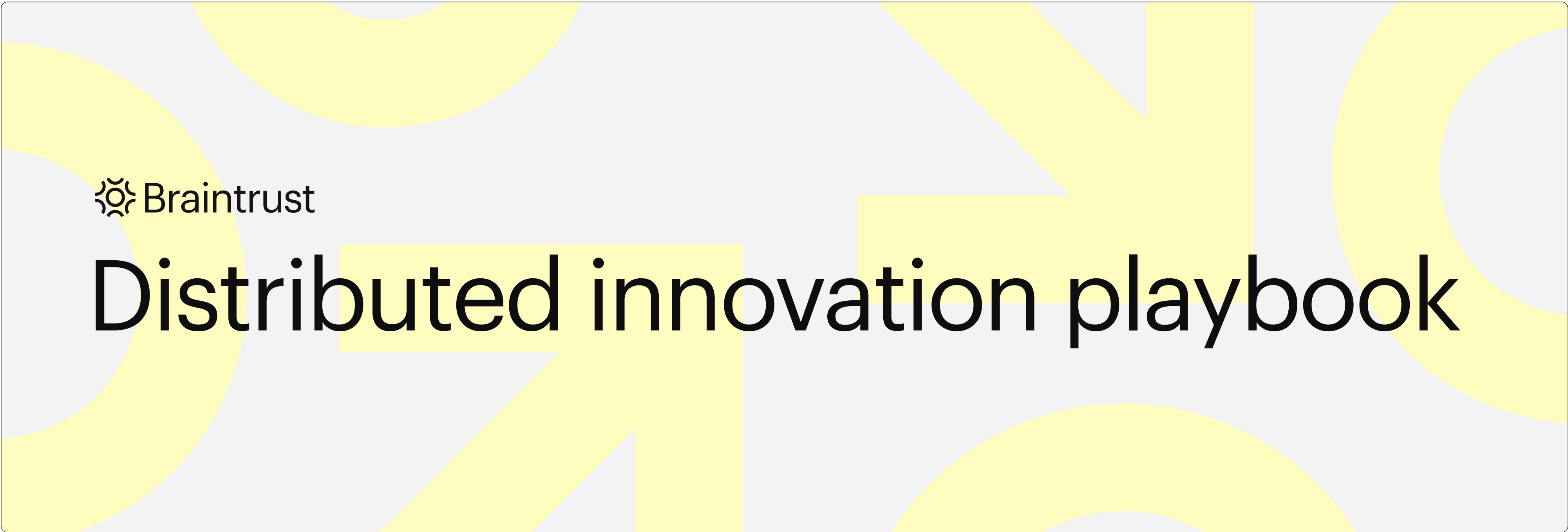
**CMYK**  
15 / 05 / 00 / 00



# Color<sup>07</sup>

## —Accent application

Color accents are used for illustrated elements and abstract background shapes to help create a varied and dynamic system of color application. For secondary applications and brand extensions, these can be used as background colors.





# Typography<sup>08</sup>

## —Graphik Regular



Graphik is the sole typeface for the Braintrust identity. It should be used for headlines, subheadlines, body copy, and link text. Medium, regular, and light are the weights used across the brand system.

### Graphik Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890()&?!.,:;’"/~**

### Graphik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890()&?!.,:;’"/~

### Graphik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890()&?!.,:;’"/~



# Typography<sup>08</sup> —Hierarchy

Extra Large Stylized Headlines — Graphik Light

Hello.



# Typography<sup>08</sup> —Hierarchy

Large Headlines — Graphik Regular

Building the world's  
most compelling  
talent platform.

# Typography<sup>08</sup> —Hierarchy

Medium Headlines — Graphik Medium

Accelerating innovation  
and digital transformation

Google Fonts Fallback Typeface — DM Sans Medium & Regular

DM Sans Medium  
DM Sans Regular



Graphik is the sole typeface for the Braintrust identity. It should be used for headlines, subheadlines, body copy, and link text. Medium, regular, and light are the weights used across the brand system.

Subheadlines — Graphik Medium

An introduction

Body Copy — Graphik Regular

The way we work is broken, and has been for a long time. We hoped the gig economy would usher in a new era of autonomy and abundance, but the economics didn’t pan out. A few wealthy people became even wealthier, and the average worker is still struggling to make a living.

We believe there’s a better way to think about work—a model that benefits both enterprises and talent alike. At Braintrust, we’ve built our user-controlled talent network on the basis that everyone should be treated fairly. Transactions should be transparent, incentives should be aligned, and the huge percentages that used to be taken by middlemen should be a thing of the past. That means talent keeps the value they create, organizations get access to the top-tier talent they need without breaking the bank, and everybody wins.

We’re Braintrust. And this is the way work should work.



# Brand Elements<sup>09</sup>

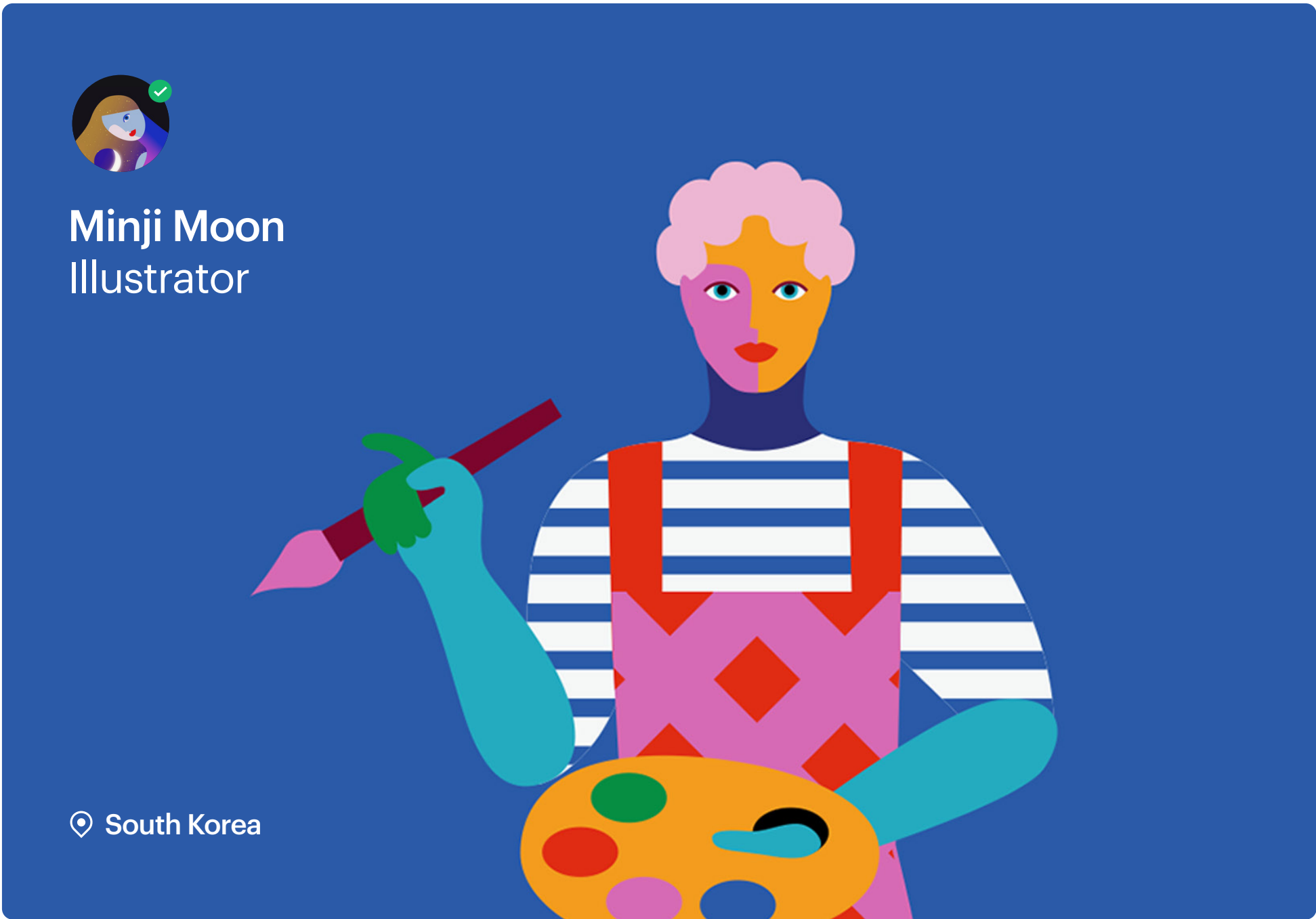
## —Talent Cards



Talent cards are used to feature members of the Braintrust community. When used as a brand element in marketing communications, the logo appears in the top right corner.



# Brand Elements<sup>09</sup> —Talent Cards



Talent cards can be used to feature projects when applicable. When used for interactive applications (i.e. website), the Braintrust logo is not applied to the cards.





# Brand Elements<sup>09</sup> —Talent Cards

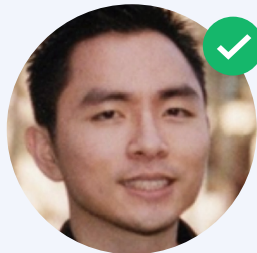


When larger photography is not available for talent, smaller containers can be used to show profile images.



**Diana Santos**  
UX/UI Designer

📍 Porto, PT



**Tu Nguyen**  
UI Designer

📍 Laguna Hills, CA



**Kelli Borgonia**  
Project Manager

📍 Seattle



**Jonathan Gresley**  
UX Designer

📍 San Francisco

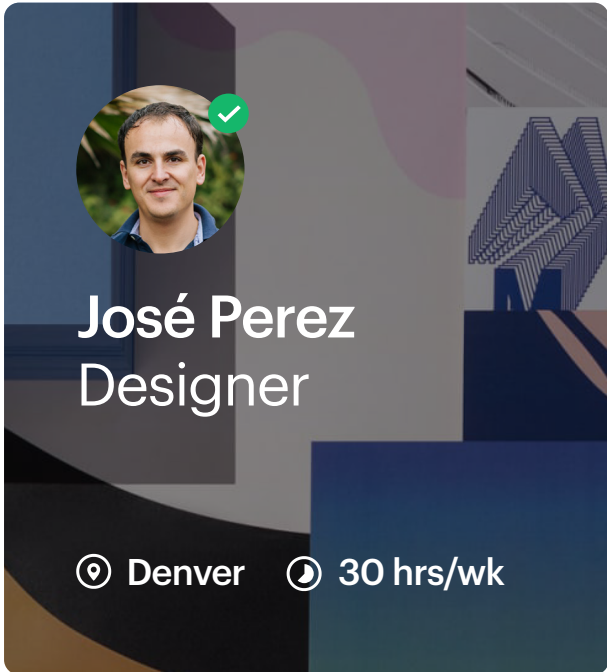


# Brand Elements<sup>09</sup> —Talent Cards



**David Martin**  
Senior UX Design Consultant

📍 Orlando 🕒 40 hrs/wk



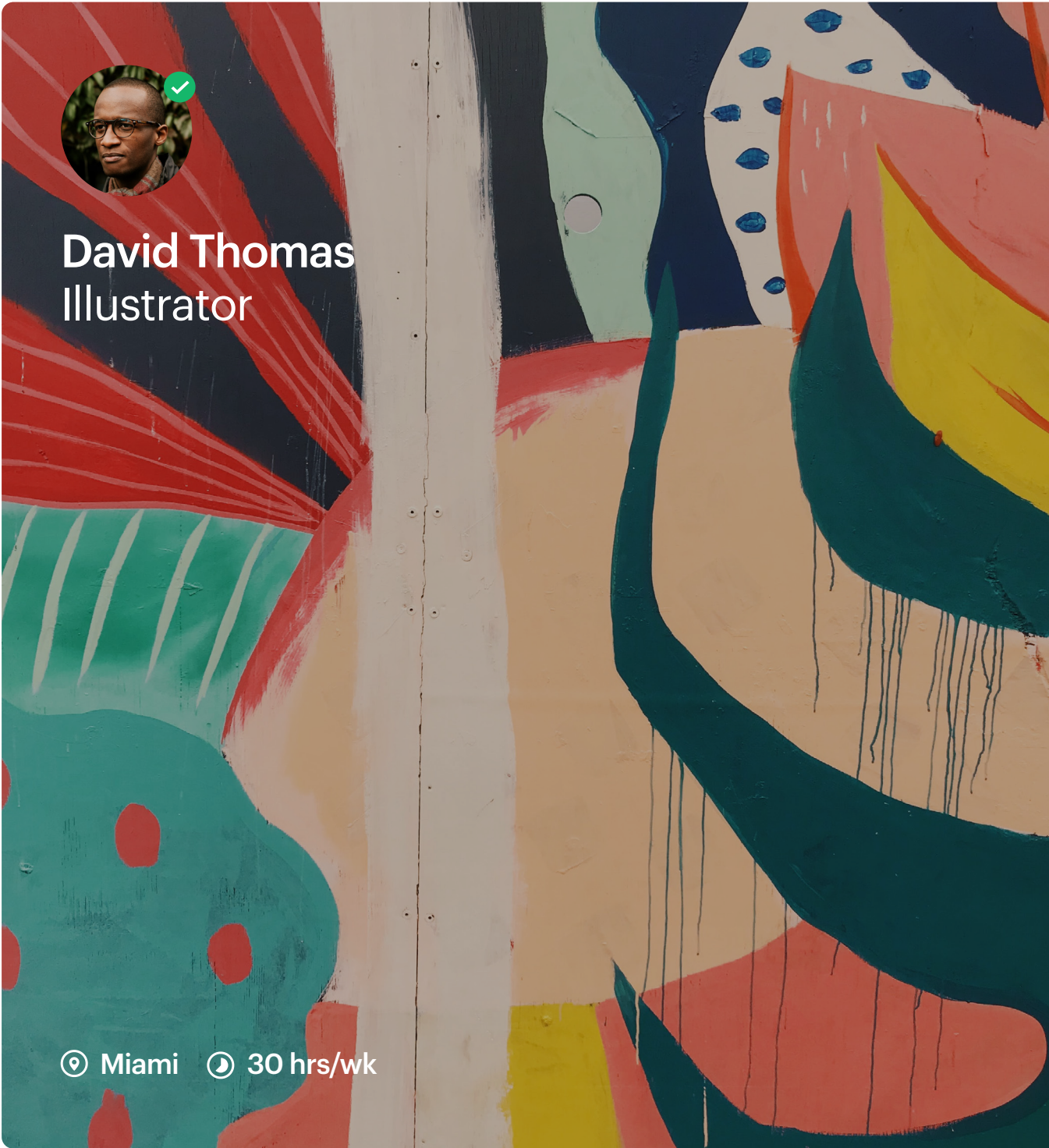
**José Perez**  
Designer

📍 Denver 🕒 30 hrs/wk



**Kelly Lamano**  
Multimedia  
Content Creator

📍 Orlando 🕒 10 hrs/wk



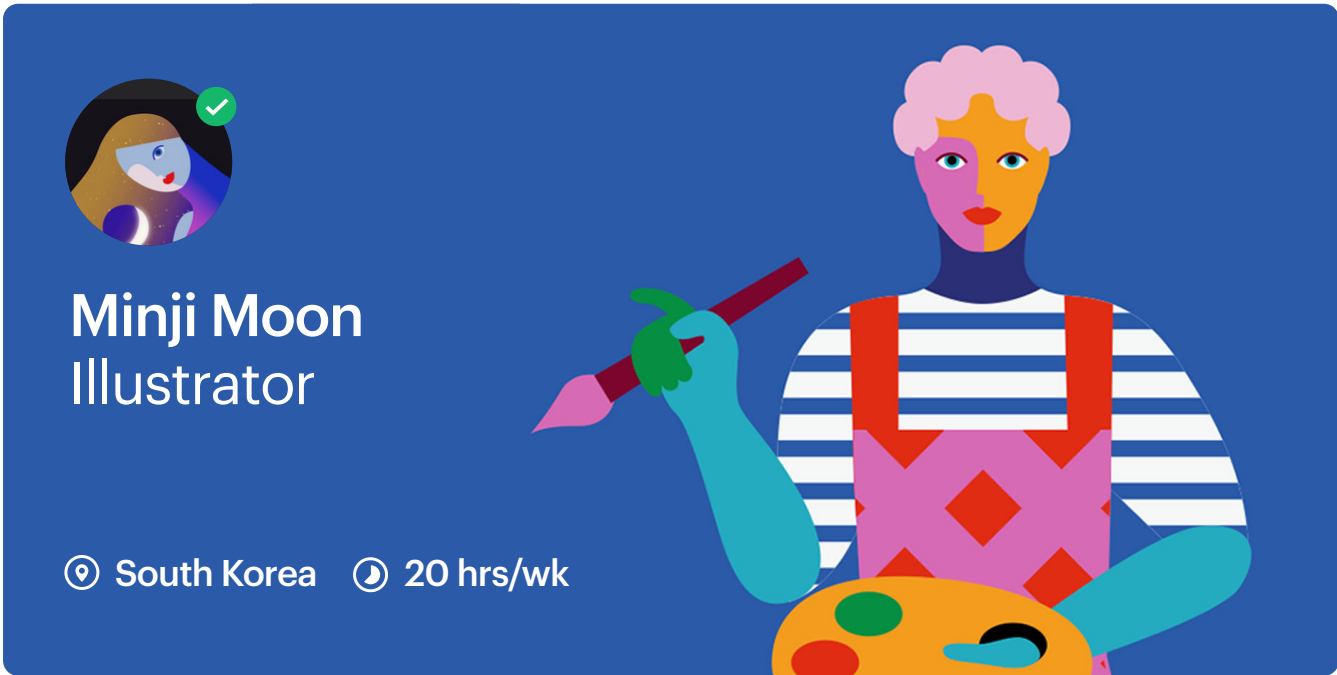
**David Thomas**  
Illustrator

📍 Miami 🕒 30 hrs/wk



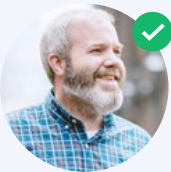
**Oluwafemi  
Omoniyi**  
Engineer

📍 Miami 🕒 40 hrs/wk



**Minji Moon**  
Illustrator

📍 South Korea 🕒 20 hrs/wk



**Patrick Hughes**  
Project Manager

📍 Miami 🕒 40 hrs/wk



# Brand Elements<sup>09</sup> —Enterprise Cards



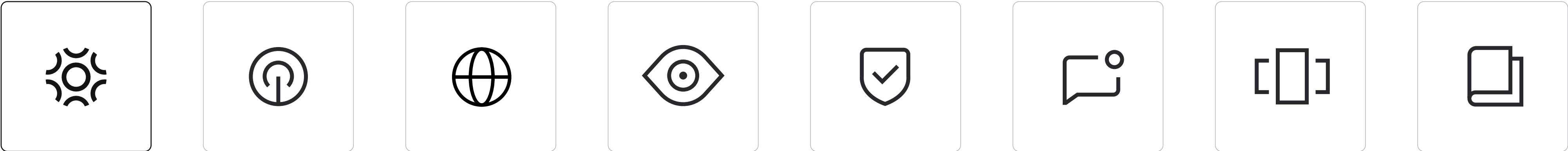
When possible, featured companies should be presented with compelling photography.





# Brand Elements<sup>09</sup> —Iconography

## Form / composition



## Color backgrounds



Iconography should feel cohesive with the styling of the Braintrust logo, with consistent weight and density.

# Brand Elements<sup>09</sup>

## —Infographics



Infographics should be primarily black and white with accent colors to highlight specific benefits and callouts.

	Braintrust	Agencies & Consultants
Talent match	48 hours 	1-3 months 
Talent markup	10% 	60-70% 
Talent quality	⬆️ Top 1%	? Unknown
Pre-vetted talent	✓ Yes	✗ No
Quality guarantee	✓ Yes	✗ No



# Interaction<sup>10</sup>

## —Buttons & Fields



**Primary CTA**    text: FFFFFFFF    button: 347BFF

Graphik Medium 18 pt

**Secondary CTA**    text: 252528    outline: 1 px 252528

Graphik Medium 18 pt

**Primary Dual CTA**

Med 18 pt    Med 18 pt

**Form Field**    text: 50% 252528    line: 1 px 252528

Medium 18 pt unpopulated form field

**Form Field Error**    text: 50% 252528    line: 1 px ED273D

Medium 18 pt unpopulated form field

**Hover State**    text: 347BFF    button: ffffff

Graphik Medium 18 pt

**Hover State**    text: FFFFFFFF    button: 252528

Graphik Medium 18 pt

**Secondary Dual CTA**

Med 18 pt    Med 18 pt →

**Form Field Active**    text: 252528    line: 1 px 252528

Medium 18 pt populated form field



# Interaction<sup>10</sup>

## —Testimonials



01 / 05   ←   →

I appreciate how difficult it is to align incentives between customers and workers, and to ensure you're delivering a high-quality service. Braintrust has accomplished just that.

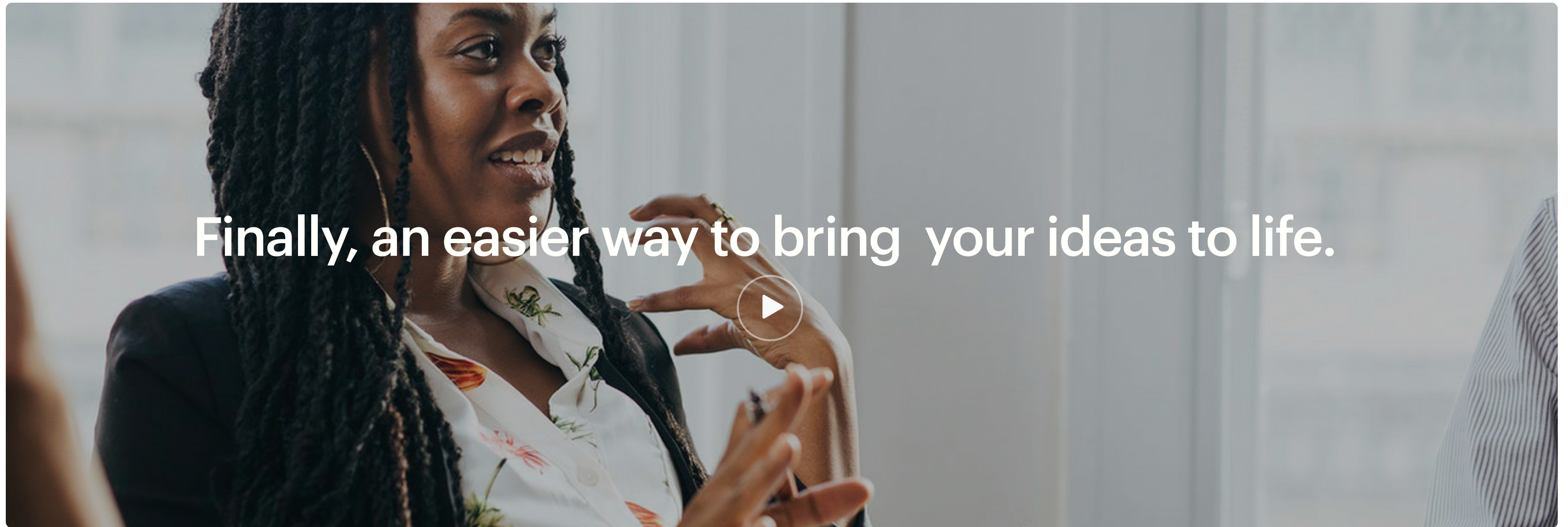


Stacy Brown-Philpot  
CEO



# Interaction<sup>10</sup>

## —Video covers





# Interaction<sup>10</sup>

## —Signup form

Subscribe to our newsletter for updates on the future of work

Your name

Your email

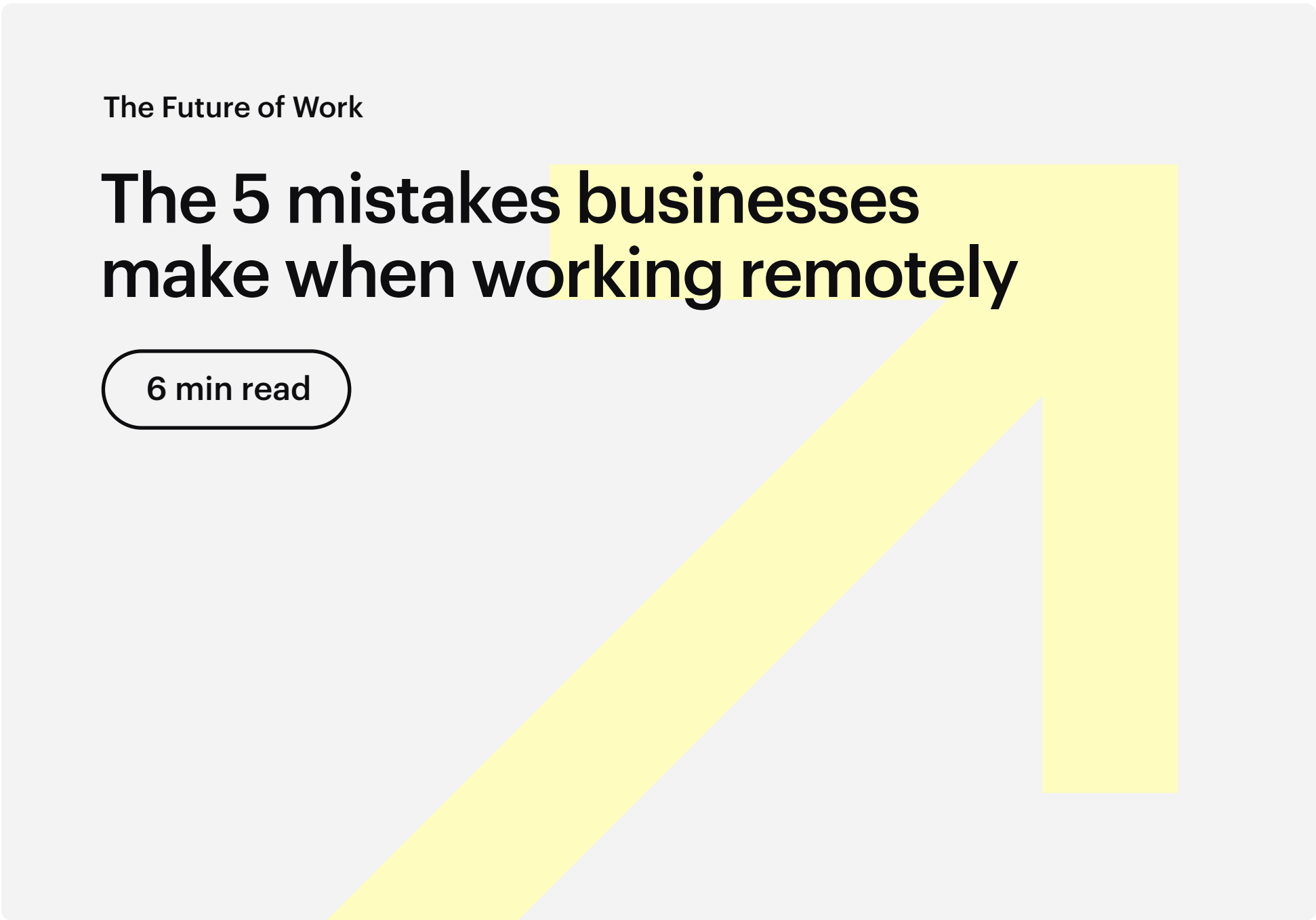
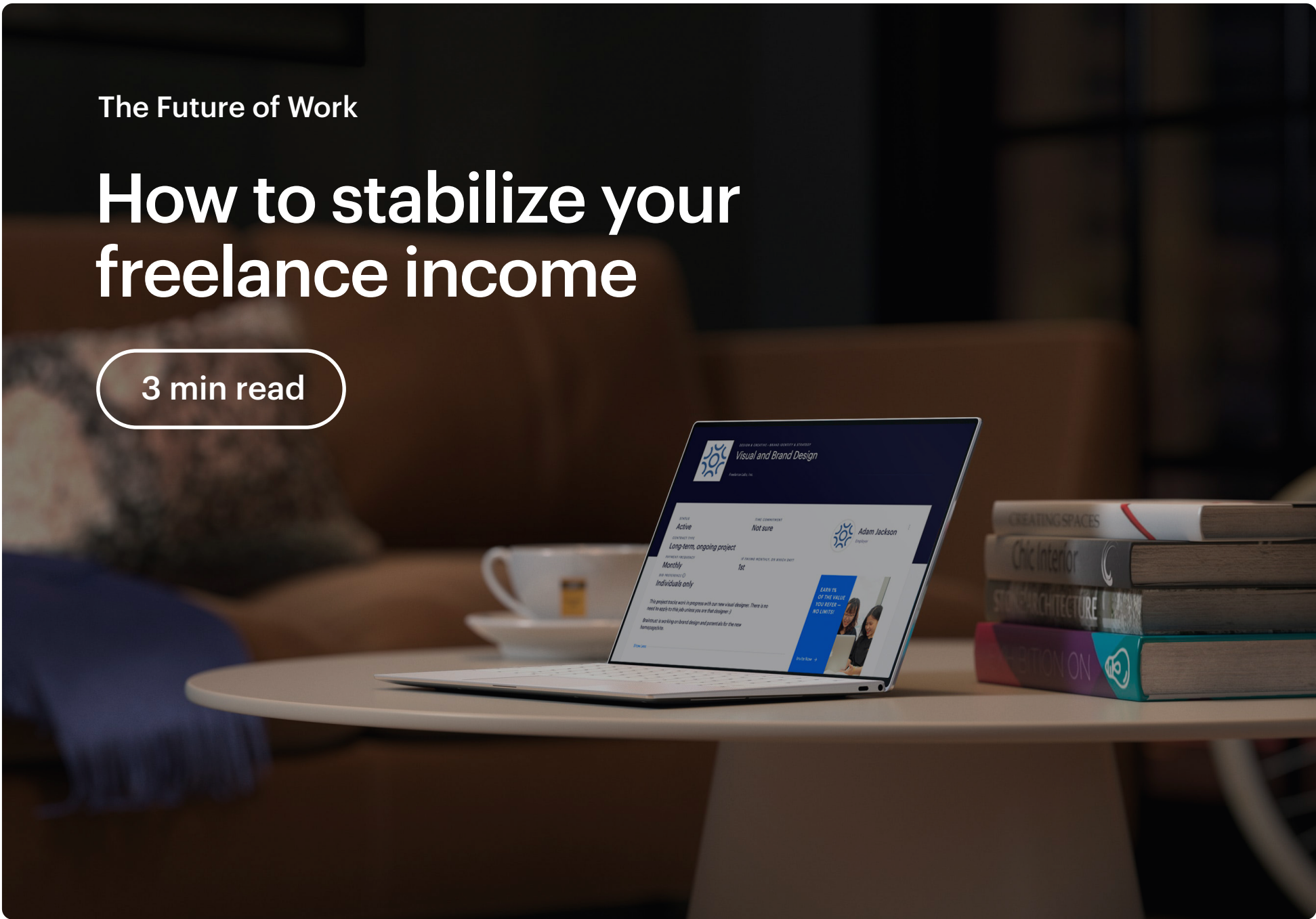
Subscribe

☐ I agree to receive Braintrust communications.





# Interaction<sup>10</sup> —Touts







## Photography<sup>11</sup>

Our photography builds on the emotional qualities of bringing together a distributed group of global talent to create the innovations of tomorrow.

# Photography<sup>11</sup>

## —Core Elements



### People

- Flexible teams (agile, staff augmentation, dedicated teams, long-term support)
- Talent is global, bringing fresh and diverse perspectives to the work

### Process

- Suited for rapidly evolving work landscape
- Suited to emerging technologies
- Talent has freedom of movement
- Talent is flexible to different working styles
- Extremely collaborative process, looking to ensure mutual success

### Platform

- Tools and systems empowering Talent to use technology to work more efficiently
- System provides frequent pulse updates on progress
- System predicts talent demand and staffs more talent
- System learns from completed projects and becomes smarter over time

# Photography<sup>11</sup>

## —Best Practices



### Yes

- ☑ Authentic
- ☑ Natural light / shadows in real locations
- ☑ Photos that document the human experience of doing meaningful work
- ☑ Showing connection between people
- ☑ Diversity of genders, ethnicities, and ages. Casual dress is acceptable.
- ☑ Real people, doing real work they love on their own terms.
- ☑ Aspirational / inspiring

### No

- ☒ Images that look fake or over stylized
- ☒ Overly stylized photos shot in studios
- ☒ Photos that showcase old models of work or elicit negative emotions
- ☒ Stock photos that are overly stylized or contrived (talent or people in organizations)
- ☒ Actors playing exaggerated roles or in staged environments
- ☒ Photos of people looking directly at the camera — all photos should feel authentic and candid





# Photography<sup>11</sup> —Examples

Bright, inviting and natural.







# Photography<sup>11</sup> —Examples

A range of settings and situations.

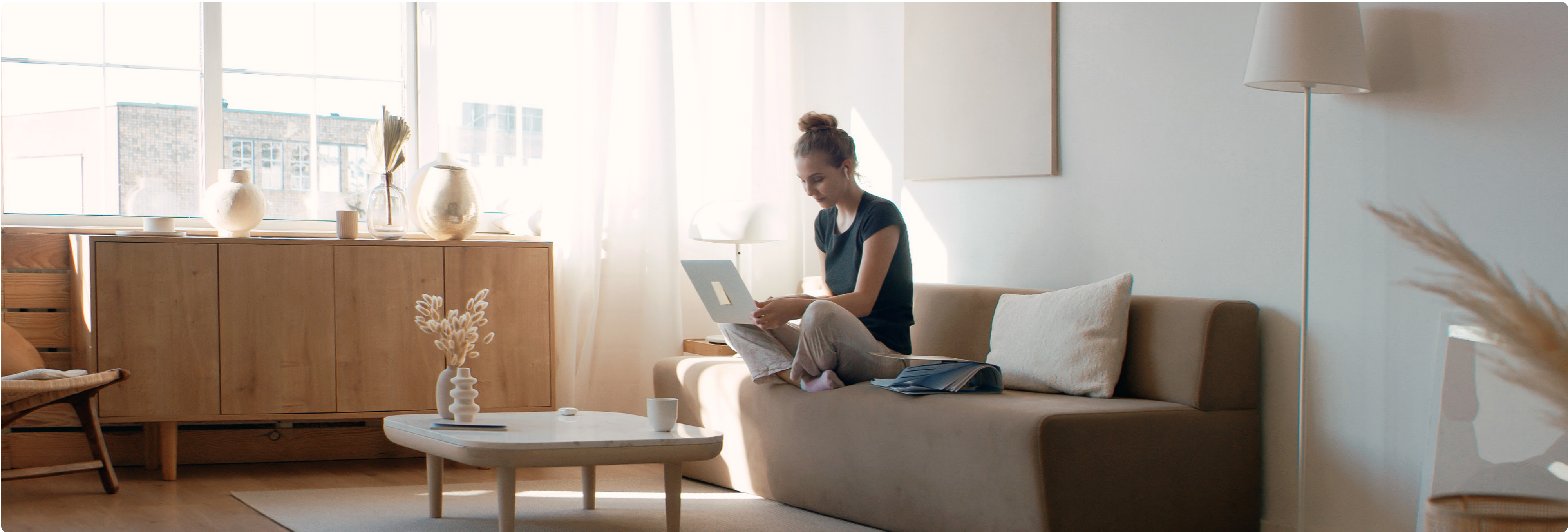






# Photography<sup>11</sup> —Examples

Real environments and real people who are not posing for the shot.







# Photography<sup>11</sup>

## —Examples

Warm, natural lighting in an environment that does not look staged.







# Photography<sup>11</sup> —Examples

☑ Natural working posture



☒ Overly staged







# Photography<sup>11</sup> —Examples

☑ Real work environment



☒ Studio portraits





# Photography<sup>11</sup>

## —Examples

☑ Bright, warm, natural



☒ Cold, staged



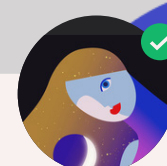




# Collateral<sup>12</sup>

## —OOH

Access  
the world's  
most  
talented  
freelancers.



**Minji Moon**  
Illustrator

📍 South Korea







# Collateral<sup>12</sup> —OOH

The world's first  
user-controlled  
talent network.







# Collateral<sup>12</sup> —Playbook

