



Brand Guidelines

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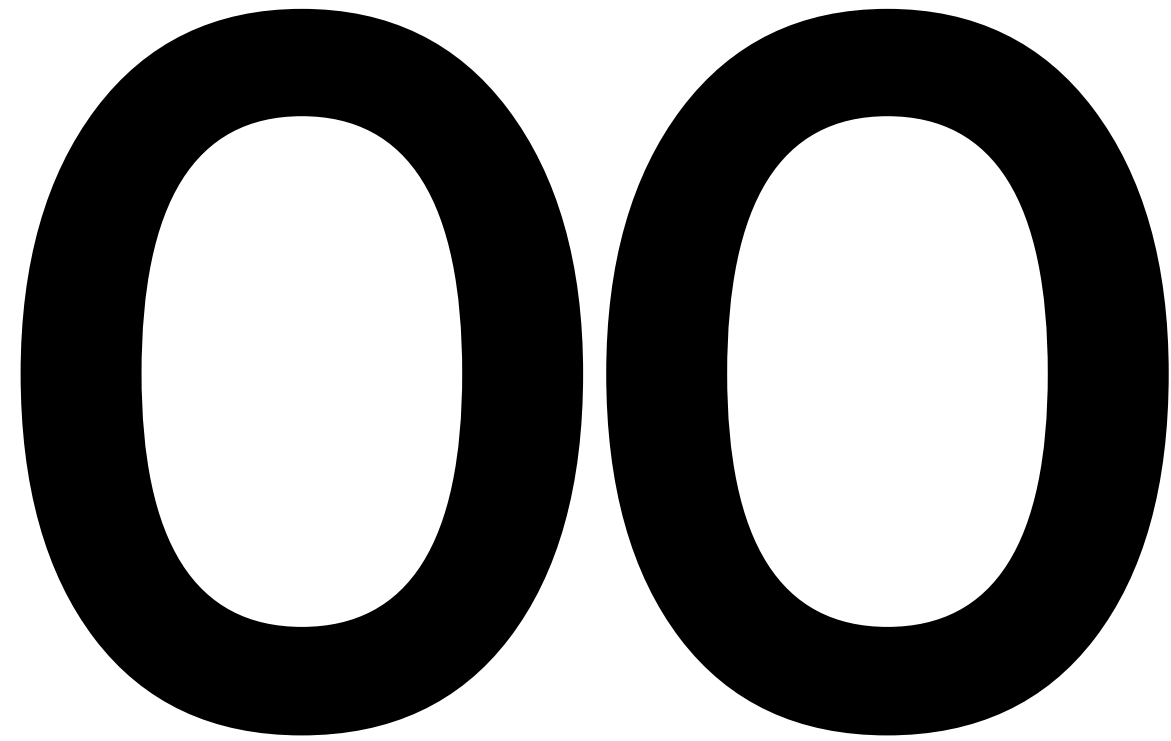
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FOUNDATION

Purpose

To bring simplicity to global work by eliminating complexity and uncertainty for both workers and employers.

VISION

To become the first thought associated with work for both workers and employers, and to enable a world where they focus on work, not employment.

MISSION

To design the global work infrastructure that redefines how the world works.

LOCAL PLACEMENT

Remove bureaucracy from hiring local talent. Replace it with speed, precision and human connection.

GLOBAL PLACEMENT

Bring fairness and cultural alignment to global work by supporting legal migration and building transparent, value-driven pathways for both workers and employers.

Values

Five, in order. Each is a single sentence. Each appears verbatim in internal documentation and every deck.

01

Impact over Activity

We measure ourselves by outcomes, not by how busy we appear.

02

Excellence

We do not polish forever. We also do not ship work we would not sign with our name.

03

Winning

We play to win. Not once. Always.

04

Velocity

We make fast decisions and act with peaceful urgency.

05

Responsibility

We do not ask for permission to take ownership or risk. We need a reason not to.

Culture

Ten principles that define how Werklist operates. Drawn verbatim from the Manifesto.

01 **Mission Over Self**

No one may ever place personal interest above the mission or the collective.

02 **Operate as a Team**

Fully. Decisively. And with heart.

03 **Relentless Optimism**

We will figure it out and tomorrow will be better.

04 **Zero Mediocrity**

We never do work just to get it done.

05 **Strong Confidence**

Our employees and partners should never feel fear inside the collective.

06 **Ideas Win, Direction Reigns**

There are no bad ideas, only raw ones not yet fully shaped.

07 **A-Integrity Only**

There is no room for B or C players at Werklist.

08 **No Room for Bad People**

We never prioritize performance over character. Ever.

09 **Meritocracy Over Hierarchy**

The most junior person can challenge and outperform the most senior.

10 **We Protect Our People for the Long Run**

When things get hard, we do not disappear. We show up.

POSITIONING

Werklist is the global work infrastructure. A tech-enabled recruitment network that verifies both sides of the hire and handles the full employment lifecycle from sourcing to settlement.

AUDIENCE

01

Enterprise buyers

HR, operations and CEO decision-makers at European employers hiring locally or across borders.

02

SMB & mid-market

Family businesses, growing companies and SMBs hiring their first skilled workers or expanding across CEE.

03

Candidates

Skilled-trade, industrial, hospitality, logistics and manufacturing workers across CEE. Also mid to senior professionals for local placements.

04

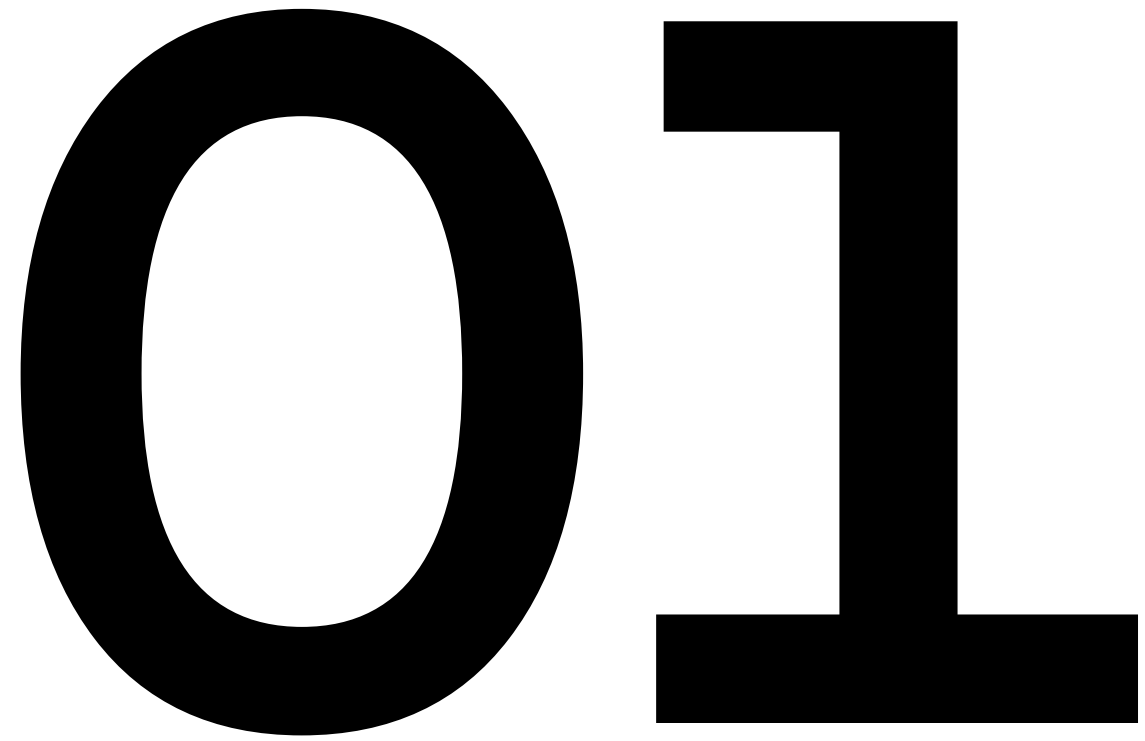
Investors & partners

Evaluating Werklist as a category leader in Croatia and CEE.

05

Internal operators

Recruiters, account managers and the Werklist team working inside WerkOS.

The logo consists of a large, bold, black letter 'O' followed by a large, bold, black number '1'. Both characters are rendered in a clean, sans-serif typeface. The 'O' is a simple circle with a thick stroke, and the '1' has a thick vertical stem, a horizontal top bar, and a horizontal base bar.

LOGO

Logo

A custom wordmark paired with a mark. Three angled parallel strokes plus a single dot — a stylized W reading as checkmark, hillside, and signal bars. The wordmark is a drawn asset, not typography.



CANVAS

698 × 171

STROKES

3 + 1 dot

STROKE WIDTH

50

Lockups

Sanctioned colorways. Wordmark on top, mark on bottom.



WORDMARK · BLACK ON WHITE



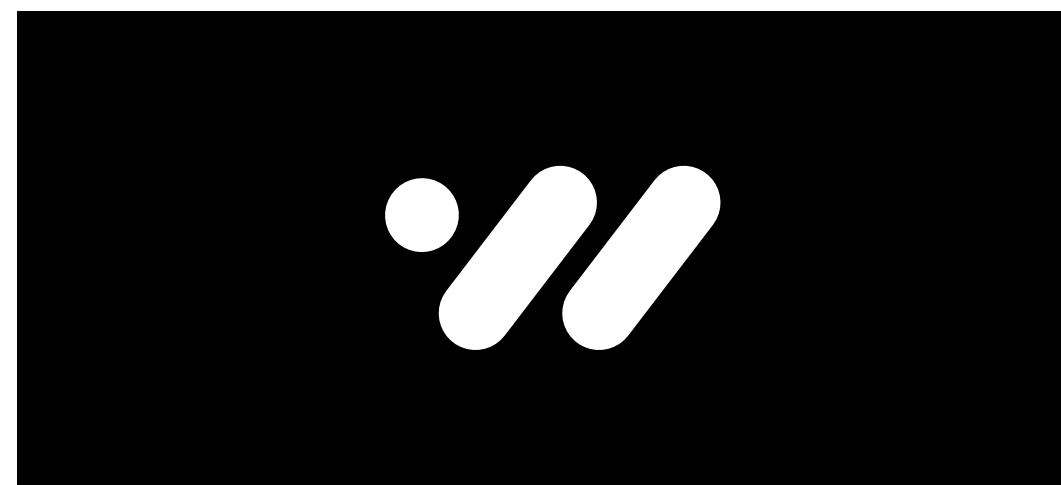
WORDMARK · WHITE ON BLACK



WORDMARK · WHITE ON BRAND



MARK · BLACK ON WHITE



MARK · WHITE ON BLACK



MARK · WHITE ON BRAND

Standards

CLEAR SPACE



Minimum clear space on all sides equals one stroke height — the thickness of one angled stroke. Never tighter, even in packed navs.

MINIMUM SIZES

Digital • wordmark	80 px wide
Digital • mark	16 px floor
Print • wordmark	20 mm wide
Print • mark	6 mm

On backgrounds

Four sanctioned placements. Photography is handled via a minimum 40% black overlay.



White / off-white
#FFFFFF · #FAFAFA



Brand blue
#1863DC



Hero blue
#030585



Photography
overlay ≥ 40% black

Don'ts

Eight rules. Every one is a tell if broken.

01 **Do not rotate or skew**

The wordmark is horizontal. Never tilted.

03 **Do not outline or stroke**

The wordmark is filled geometry.

05 **Do not place on low contrast**

Minimum 4.5:1 against background.

07 **Do not pair without a lockup**

Co-branding requires a defined lockup.

02 **Do not recolor**

Sanctioned colorways: black, white, blue-gradient. Nothing else.

04 **Do not drop shadow**

No decorative elevation. The mark stands alone.

06 **Do not crop**

Use the logomark for tight lockups, never a cropped wordmark.

08 **Do not animate on hover**

The mark does not move on the brand page. Ever.

02

COLOR

Primary

The single color Werklist is identified by, and two partners that never stand alone.



Werklist Blue

#1863DC

--brand-blue

Primary • CTA fill



Blue Dark

#0E4AA8

--brand-blue-dark

CTA hover / press



Hero Blue

#030585

--hero-blue

Deep navy • stat tiles

Neutrals

Eleven steps from white to black. The surface contrast between #FFFFFF and #FAFAFA is the primary separation tool in product UI.

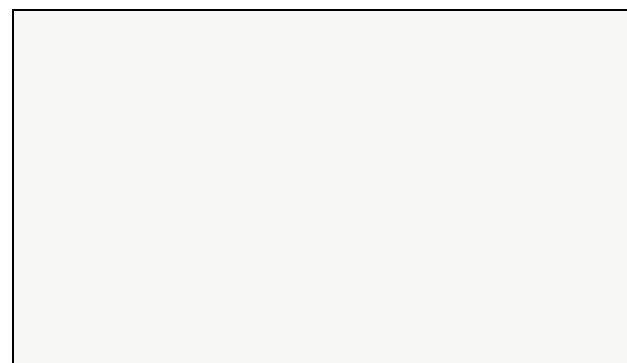


White #FFFFFF --white Page bg	Gray 50 #FAFAFA --gray-50 Card	Gray 100 #F4F4F5 --gray-100 Hover	Gray 200 #E5E5E5 --gray-200 Divider	Gray 300 #D1D1D5 --gray-300 Border	Gray 400 #A0A0A8 --gray-400 Placeholder	Gray 500 #52525B --gray-500 Body	Gray 600 #404048 --gray-600 Secondary	Gray 700 #27272A --gray-700 Prose	Gray 800 #1D2327 --gray-800 AI callout	Gray 900 #000000 --gray-900 Headings
---	--	---	---	--	---	--	---	---	--	--

Accent & Semantic

Small accent set, hard-coded across the canon. Five semantic tokens — never introduce a new one without updating this file.

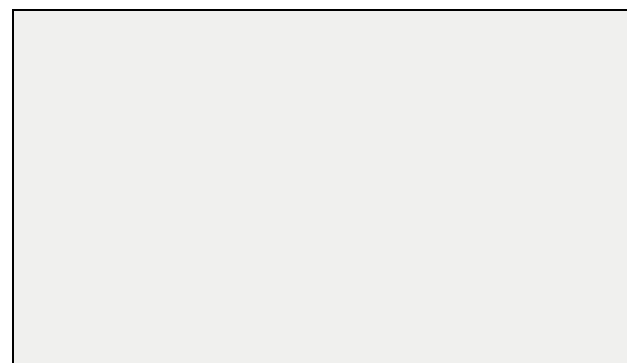
ACCENT SURFACES



JobCard hover

#F7F7F5

Warmer tan



Secondary CTA

#F0F0EE

Inverts to brand



Separator dot

#C4C4C8

Inline dot

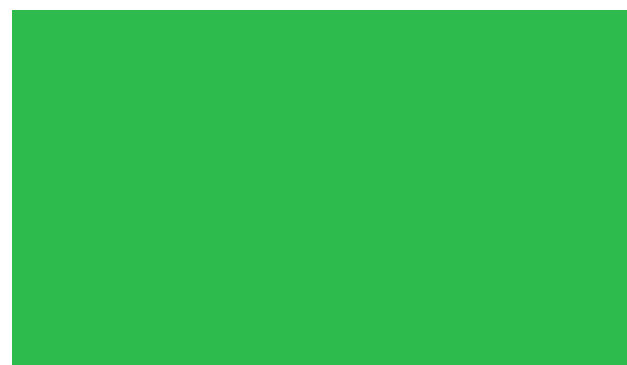


Near-black navy

#0B0E1A

B2B premium surface

SEMANTIC



Success

#2EBB4E



Warning

#D9950F



Error

#B91C3A



Info

#1863DC



Live

#4ADE80









Gradient









One diagonal gradient. From near-black navy through hero blue to brand blue. Used on social portrait tiles, hero backdrops, and divider slides.



Dark mode

Dark is an inversion, not a separate palette. Brand blue stays the same; neutrals flip.

ROLE	LIGHT	DARK
Page bg	 #FFFFFF	 #1D2327
Card	 #FAFAFA	 #27272A
Body text	 #52525B	 #D1D1D5
Heading	 #000000	 #FFFFFF

ROLE	LIGHT	DARK
Divider	 #E5E5E5	 rgba(255,255,255,0.12)
Primary CTA · SAME	 #1863DC	 #1863DC
CTA hover	 #0E4AA8	 #3378E4
Secondary CTA	 #F0F0EE	 rgba(255,255,255,0.08)

Contrast

WCAG 2.2 AA floor, AAA where achievable. The placeholder gray fails body AA — use only for input placeholders.

FOREGROUND	BACKGROUND	RATIO	WCAG
■ #1863DC	□ #FFFFFF	4.89:1	AA
■ #1863DC	□ #FAFAFA	4.73:1	AA
□ #FFFFFF	■ #030585	14.7:1	AAA
□ #FFFFFF	■ #1863DC	4.89:1	AA
□ #FFFFFF	■ #0E4AA8	7.4:1	AAA

FOREGROUND	BACKGROUND	RATIO	WCAG
■ #000000	□ #FFFFFF	21:1	AAA
■ #52525B	□ #FFFFFF	8.17:1	AAA
■ #27272A	□ #FFFFFF	15.26:1	AAA
■ #B91C3A	□ #FFFFFF	6.02:1	AAA

USAGE RATIO



03

TYPOGRAPHY

Typography

Satoshi by Fontshare. One family, five weights, full Latin Extended-A for Croatian, Serbian, Slovenian, and Romanian diacritics.

Satoshi

The quick brown fox jumps over the lazy dog. 1234567890.

Scale

Eleven steps. Size, weight, usage.

STEP	SIZE	WEIGHT	USE
Display	44 / 68 / 76 px	700	Home hero • marketing hero
H1	26 / 34 px	700	Detail hero
H2 editorial	34 / 44 px	700	Marketing section heads
H2 section	44 px	700	Generic product sections
H3	22 / 26 px	700	Detail-page subsections
H4 card	18 / 20 px	700	JobCard titles
Body large	16 px	400	Long-form prose
Body	15 px	400	Default UI body
Small	13 px	400	Meta, footer
Eyebrow	11 px	600	UPPERCASE section labels
Caption	12 px	400	Helper / legal

Weights

Five loaded. In practice: headings at 700, UI labels at 500—600, body at 400.

300	Light. Aa 0123	Decorative marketing support copy only.
400	Regular. Aa 0123	Default body at 15—16 px.
500	Medium. Aa 0123	UI labels, ghost-button copy.
700	Bold. Aa 0123	Headings, buttons, emphasis.
900	Black. Aa 0123	Reserved for future display / billboard.

Croatian diacritics

Latin Extended-A coverage verified on Fontshare specimen at all five weights.

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Č Ć Đ Š Ž

Rules

Six absolutes. Every shipped surface respects them.

01 Only one weight per visual rank — differentiate by size, not weight.

02 Eyebrows always precede an H-level heading; they never stand alone.

03 No italics in UI copy. Italics reserved for legal disclaimers and quoted names.

04 All numbers use font-variant-numeric: tabular-nums.

05 Body line length caps at 65—75 characters. Use max-w-[65ch] on prose containers.

06 Never disable font-feature-settings ss01, cv01, cv11.

04

GRID & LAYOUT

Spacing

Base 4, rhythm 8. Twelve steps. Every spacing value is a multiple of 4.

STEP	PIXELS
1	4 px
2	8 px
3	12 px
4	16 px
5	20 px
6	24 px
8	32 px
10	40 px
12	48 px
16	64 px
24	96 px
32	128 px

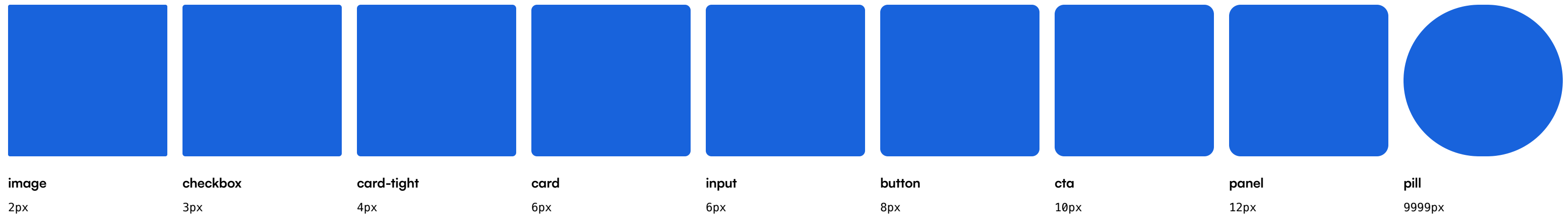
Containers & breakpoints

Six container widths, five breakpoints. Tailwind v4 defaults, un-overridden.

SURFACE	WIDTH	TOKEN
Marketing	1440 px	max-w- [1440px]
Product (jobs)	1440 px	max-w- [1440px]
Hero heading	920 px	max-w- [920px]
Hero subhead	640 px	max-w- [640px]
Form / narrow	720 px	max-w- [720px]
Prose (blog / docs)	~65ch	max-w- [65ch]
—	—	—
sm	≥ 640 px	breakpoint
md	≥ 768 px	breakpoint
lg	≥ 1024 px	breakpoint
xl	≥ 1280 px	breakpoint
2xl	≥ 1536 px	breakpoint

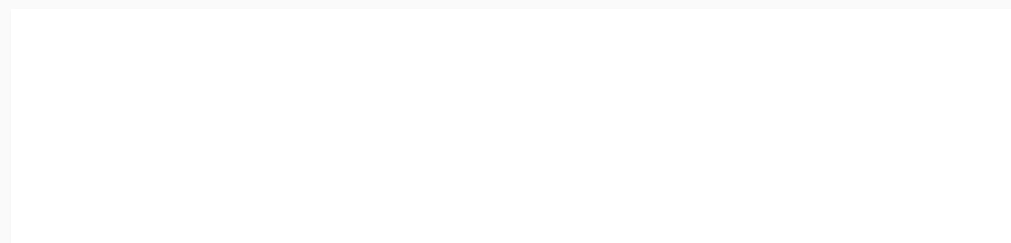
Radius

Radius scales with role. Not uniform — images sharp, cards modest, CTAs rounded, pills full.



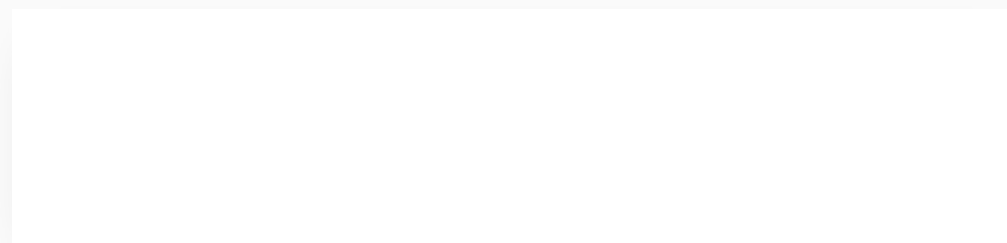
Shadows

Used sparingly. Surface contrast (#FFFFFF over #FAFAFA) is the primary separation tool — shadow is the accent.



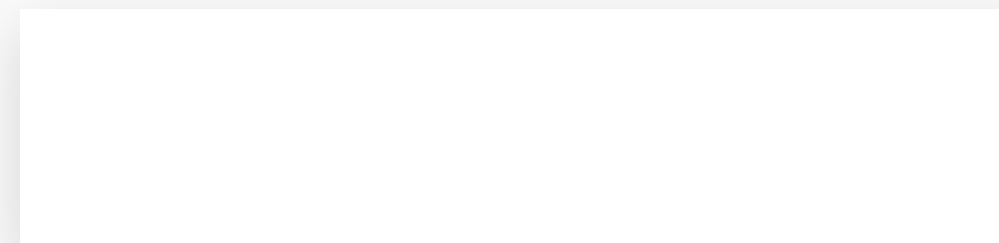
Whisper (default card)

0 1px 1px rgba(0,0,0,0.03), 0 1px 3px rgba(0,0,0,0.02)



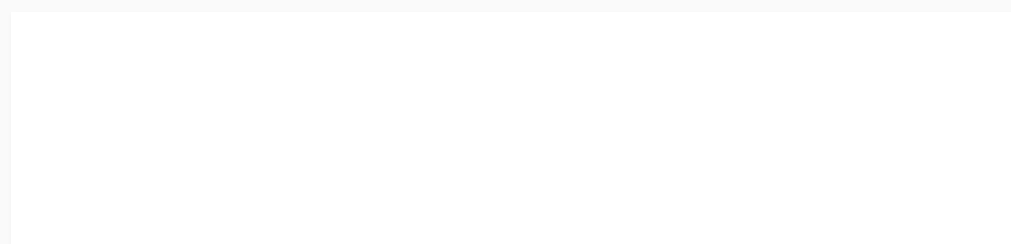
Card hover lift

0 8px 24px -12px rgba(0,0,0,0.14)



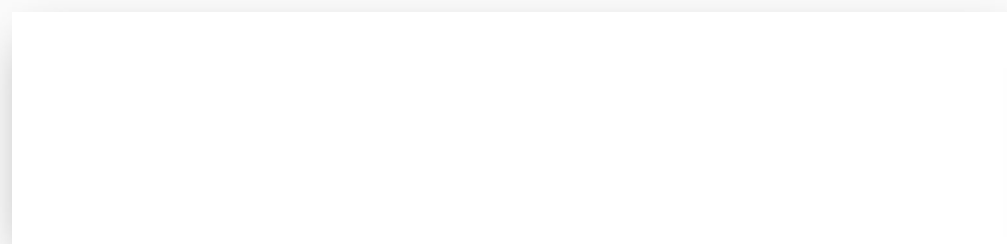
Popover / dropdown

0 10px 30px rgba(0,0,0,0.15)



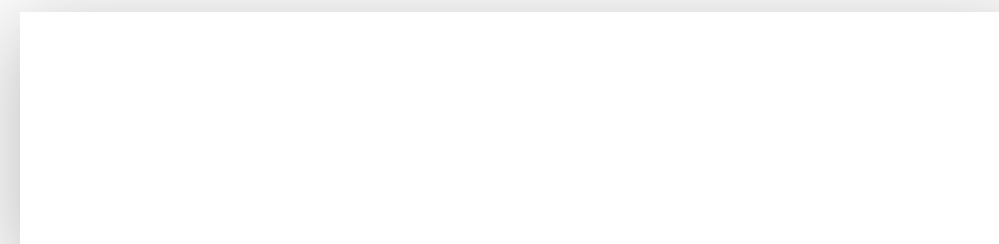
Light shelf

0 1px 2px rgba(0,0,0,0.03)



Hero CTA white-on-dark

0 8px 24px -8px rgba(0,0,0,0.4)



Search over dark
















0 10px 40px rgba(0,0,0,0.25)

05

ICONOGRAPHY

Starter set

Fifteen icons cover every recruitment verb in use today. Hand-rolled 20×20 SVGs. Stroke 1.75, currentColor, round caps and joins.

 MapPin	 Clock	 Users	 Search	 ArrowRight
 Bookmark	 Check	 Chat	 LinkIcon	 Email
 Download	 Building	 Shield	 Globe	 Spark

Rules

Hand-rolled 20×20 SVGs in Lucide family. Stroke 1.75, `currentColor`, round caps and joins.

01 **Hand-rolled, no library**

Every icon ships as a local component in `src/components/Icon.tsx`. No Lucide, no Heroicons, no library dependency.

02 **Always `currentColor`**

Stroke uses `currentColor` so icons track text color in both light and dark surfaces.

03 **No emoji as brand language**

Dating and cultural-load issues are too high for a CEE + multilingual surface.

04 **No flag emoji**

Country-code chips replace flag emojis everywhere.

06

IMAGERY

Two modes, one system

Werklist runs a two-mode photography system. Marketing allows commissioned portraits. Product stays photo-light.

MODE A

Marketing

Commissioned portraits of real-seeming CEE workers across industries. Documentary-warm direction. Studio blue or real workplaces. No stock.

MODE B

Product

Photo-light. One painterly gradient hero PNG per major page. Composition: cobalt + electric blue + occasional magenta bloom. Soft focus.

Marketing direction

Documentary-warm. Subjects look at camera. Natural working contexts. Background tuned to brand blue.



Don'ts

Four hard rules for any Werklist imagery.

01 **No tech mascot illustration**

No cute 3D characters.

02 **No stock handshake / suit / skyline**

Royalty-free imagery reads as startup.

03 **No AI-generated faces**

Portraits are commissioned, always.

04 **No emoji as decoration**

Applies to every Werklist surface.

07

MOTION

Principles

Purposeful. Responsive. Restrained. Most interactions complete in 150—300ms.

01 **Purposeful**

Motion communicates state. It never decorates.

02 **Responsive**

Most interactions complete in 150—300ms.

03 **Restrained**

Obey prefers-reduced-motion. Transforms collapse to 0.

Durations

Four steps. Token-driven. Most interactions complete in 150—300ms.

NAME	DURATION	TOKEN	USE
Instant	100 ms	<code>--duration-instant</code>	Toggles, fades on fast elements
Fast	150 ms	<code>--duration-fast</code>	Default on most interactive elements
Default	200 ms	<code>--duration-default</code>	JobCard hover, CTA hover with transform
Slow	300 ms	<code>--duration-slow</code>	Header scroll-morph, modal transitions

Easing

Two curves. Default for most. Entrance for entries.

STANDARD

```
cubic-bezier(0.4, 0, 0.2, 1)
```

Default. Tailwind default, jobs canon.

ENTRANCE

```
cubic-bezier(0.0, 0.0, 0.2, 1)
```

Entrance animations.

08

VOICE & TONE

Voice

Direct. Trust-first. Unhyped. Werklist writes as a competent operator.

VOICE PRINCIPLE

Direct

Declarative imperatives. "Submit your CV" — not "you might consider submitting your CV."

VOICE PRINCIPLE

Trust-first

An auditor's voice with institutional warmth. Specifics beat claims.

VOICE PRINCIPLE

Unhyped

Verbs over adjectives. No exclamations in UI. No three-adjective triads.

Tone matrix

Eight scenarios. Tone modulates by context; voice stays the same.

SCENARIO	TONE	EXAMPLE
Marketing hero	Declarative, pithy	Verified people, verified companies.
Product nav	Transactional, 1–2 words	Hire workers · Browse jobs · Apply
CTA on card	Direct verb	Apply · View details · Quick apply
Form labels	Bare, polite	Full name · Email · CV
Error	Specific, no blame	Enter a valid email address.
Empty state	Honest, short	No roles match your filters.
Success	Concrete, no exclamation	Application received.
Conversational footer	Relational, warm	Everything starts with a conversation.

Verbatim canon

Preserve these phrasings exactly. Rewrites require sign-off at brand@werklist.com.

01 Verified people, verified companies.

02 Recruitment network with end-to-end services for local and international hiring.

03 Everything starts with a conversation.

04 Leave workforce management to us.

05 Hire faster. Compliant. Fully connected.

06 European cross-border staffing. Verified workers. Verified employers.

07 We take care of the right talent, so you can achieve the right results.

08 No fees for workers.

Prefer / avoid

PREFER

verified	structured	transparent	end-to-end	operators	workers
employers	roles	placements	relocation	compliance	
ownership	infrastructure	system			

AVOID

unlock	leverage	synergy	solutions	journey	seamless
game-changer	revolutionary	next-generation	hassle-free		

09

PRODUCT UI BRIDGE

Three surfaces

One brand expressed across three surfaces at three tempos. All share mark, type, tokens.

MARKETING

Spacious • editorial

werklist.com • design.werklist.com. Selling story, building trust.

PRODUCT

Dense • operator-grade

jobs.werklist.com • WerkOS. Getting jobs filled, doing work.

ATS

Very dense • data-forward

WerkOS operator console. Recruiter daily-driver.

Density

Same tokens, different defaults. Marketing spacious, Product dense, ATS very dense.

ATTRIBUTE	MARKETING	PRODUCT	ATS
Section padding	py-20 md:py-24	py-10 md:py-12	py-6 md:py-8
Body size	16-17 px	15 px	14 px
Heading hero	44/68/76 px	22-34 px	16-22 px
Card padding	p-6 md:p-9	px-6 py-5	p-4
Color ratio	70 / 20 / 10	80 / 15 / 5	90 / 8 / 2
Photography	Hero OK	One abstract PNG	None

10

COMPONENTS

Component inventory

Six production components. Written and maintained in-house. No third-party UI libraries.

01 **Button**

Seven variants, three sizes. Primary, secondary (invert), ghost, outlined-blue (legacy), white, ghost-white. Heights 36 / 44 / 48 px.

02 **Card**

rounded-[4px] bg #FAFAFA whisper shadow. Hover: shadow lift, translate-y-[-1px], bg #F7F7F5.

03 **Input**

h-12 bg white, border black/15, rounded-[6px]. Focus: border black, ring black/5. Error: border #B91C3A.

04 **JobCard**

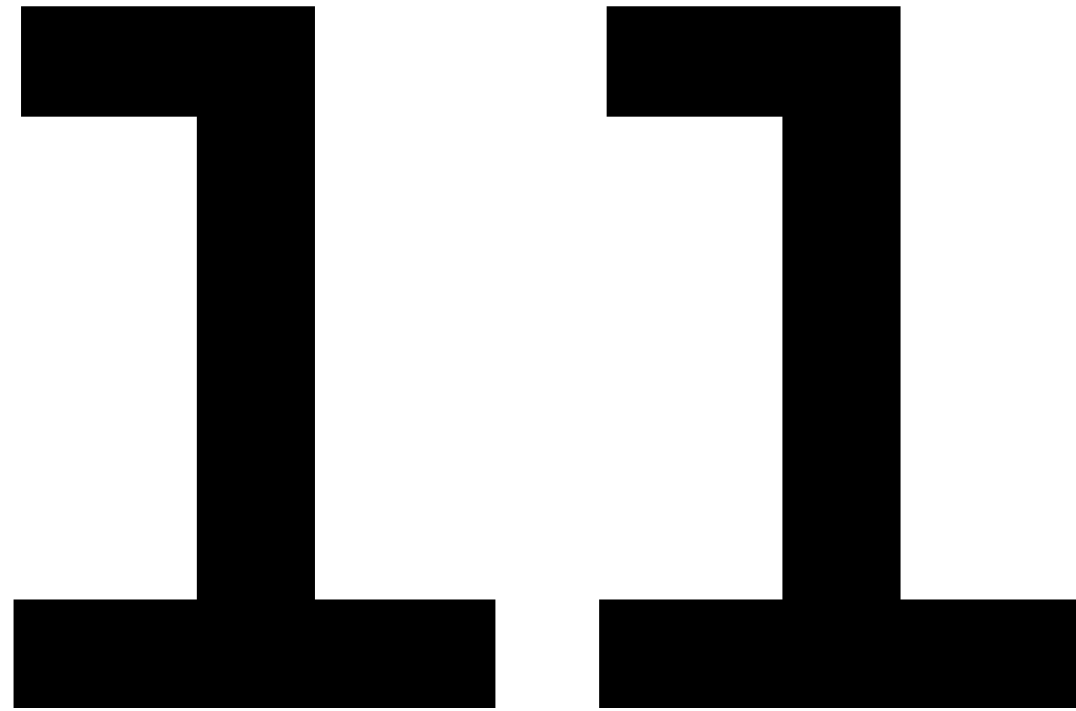
Typographic row card. Deliberately no icons, no salary, no eyebrow. Group-hover underline on title; secondary CTA inverts on group-hover.

05 **AI callout**

rounded-[6px] bg #1D2327 p-9. The single dark block on an otherwise white detail page. One per page.

06 **Chip**

Country-code chip 20×26 at rounded-[2px]. Tabular-nums two-letter ISO.



PATTERNS

Pattern inventory

Compositions of components. Each pattern has a single job and a documented frequency.

01 **Marketing hero**

Full-bleed black + painterly PNG. Eyebrow pill with live-dot. 44/68/76 headline. Two CTAs. One per page.

02 **Product hero**

White bg, gradient PNG sidebar, 22—34px headline, search input first, KPI strip below. One per surface root.

03 **AI callout pattern**

Dark #1D2327 callout interrupting white prose. One per detail page. Anchors visual rhythm.

04 **Testimonial card**

Pull-quote on light card, rounded-[6px], 1px border #1863DC/20. Author meta in eyebrow.

05 **CTA banner**

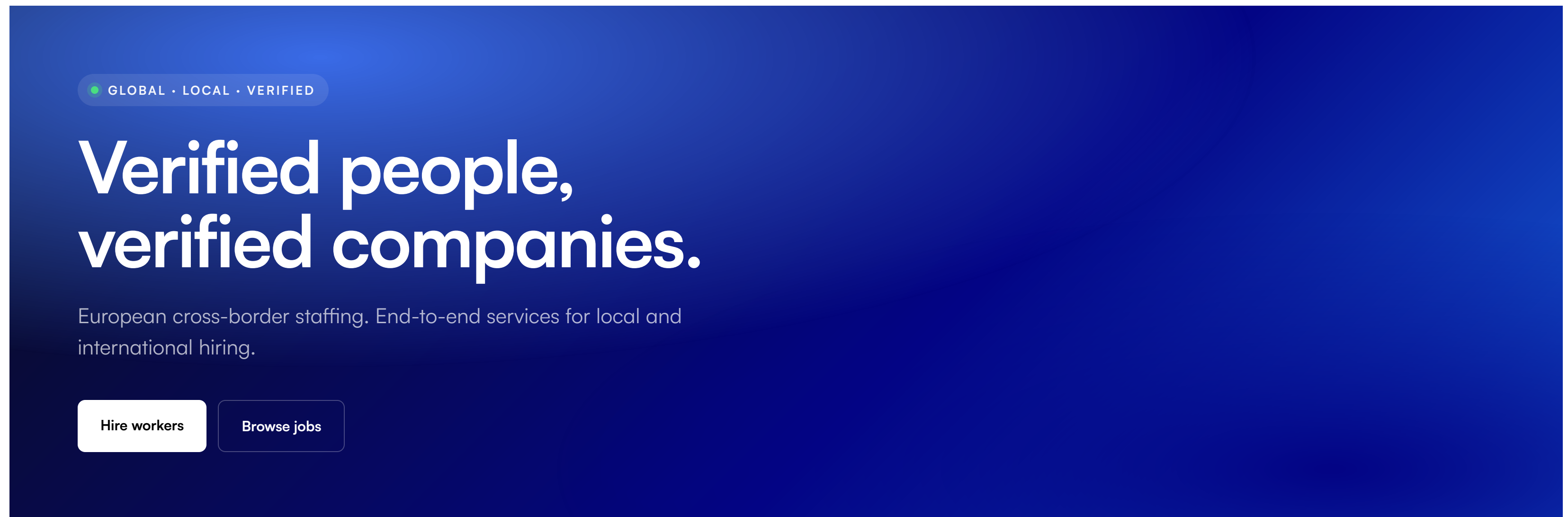
Bottom-of-page conversion. Brand-blue full-bleed, white headline, single primary CTA.

06 **Footer cluster**

Three sections (Company / Network / Legal) + Branches; FooterGroup accordion on mobile. Black logo, gradient surface.

Marketing hero

Full-bleed black + painterly PNG. Eyebrow pill with live-dot. 44/68/76 headline. Two CTAs.

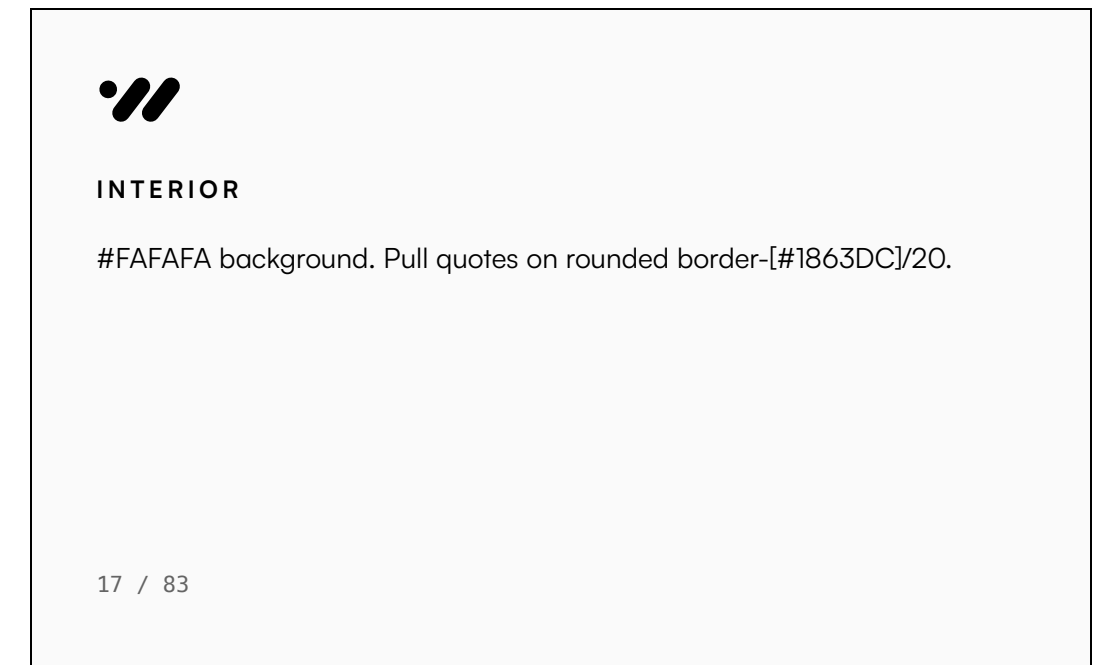
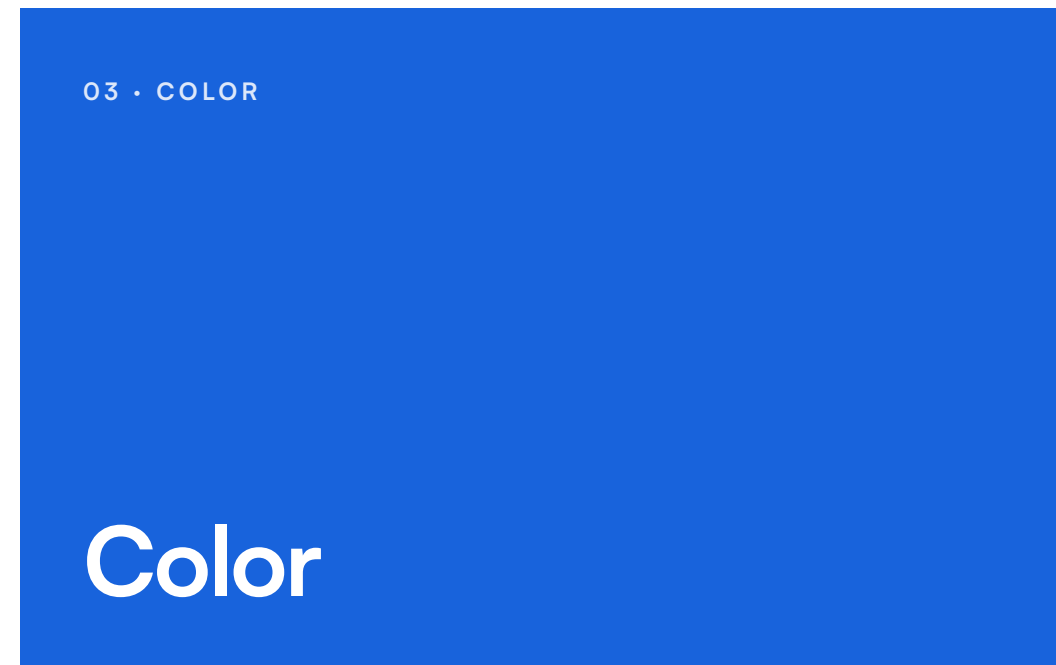
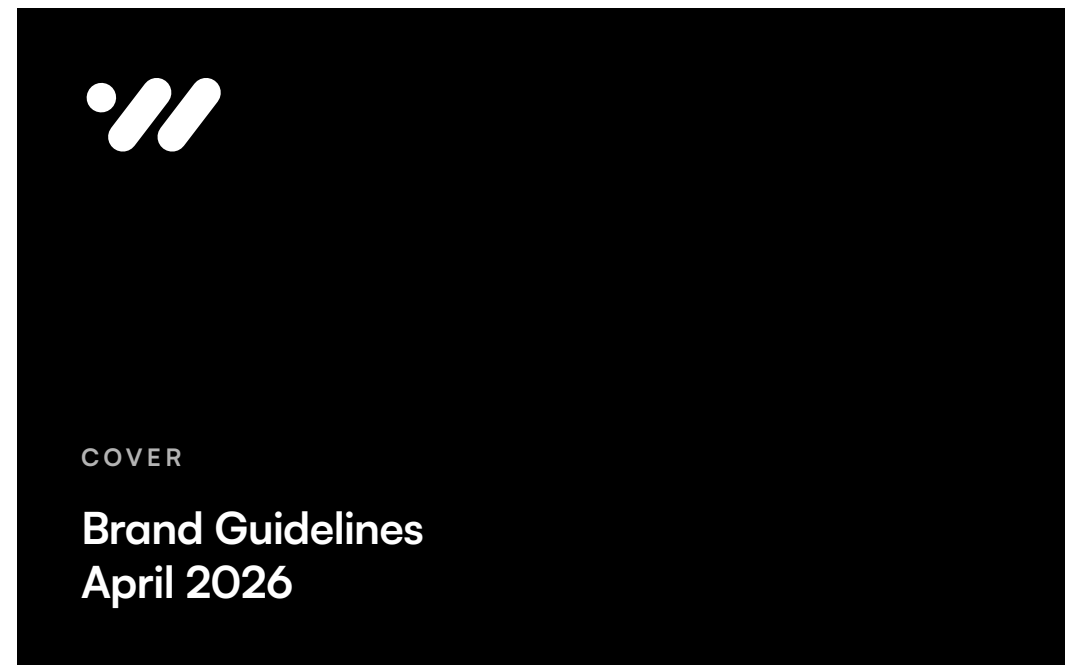


12

APPLICATIONS

PDF deck

Landscape 1920×1080 at 300dpi. Generated from MDX, not Figma. One PDF that projects cleanly, prints at A3, and shares at roughly 5 MB compressed.



13

ACCESSIBILITY

WCAG 2.2 AA

AA is the minimum, AAA where achievable. The placeholder gray fails body AA — placeholder only.

PAIR	RATIO	PASSES
#1863DC on #FFFFFF	4.89:1	AA body · AAA large
#FFFFFF on #030585	14.7:1	AAA all sizes
#52525B on #FFFFFF	8.17:1	AAA all sizes
#A0A0A8 on #FFFFFF	3.05:1	Placeholder only
#B91C3A on #FFFFFF	6.02:1	AAA all sizes
#000000 on #FFFFFF	21:1	AAA all sizes

Focus & motion

Focus rings are 2px Werklist Blue with 2px offset. Every transition respects prefers-reduced-motion globally.

FOCUS RING · LIGHT



```
outline: 2px solid #1863DC;  
outline-offset: 2px;
```

REDUCED MOTION

```
@media (prefers-reduced-motion: reduce) {  
  *, *::before, *::after {  
    animation-duration: 0.01ms !important;  
    transition-duration: 0.01ms !important;  
    scroll-behavior: auto !important;  
  }  
}
```

14

GOVERNANCE

Versioning

Semantic versioning on the brand system. One owner. Source of truth: design.werklist.com.

MAJOR **Token replacement**

Changing a primary token (e.g., replacing brand blue). Requires executive sign-off and a migration period.

MINOR **Additions**

Adding a new token, component, or pattern.

PATCH **Corrections**

Correcting a typo, fixing a contrast bug, clarifying wording.

Changelog

Semantic versioning on the brand system. A changelog updated on every merge. Source of truth: design.werklist.com.

v1.0.0

21 Apr 2026

- Initial release. Sixteen sections complete.
- Tokens mirrored from jobs.werklist.com canon.
- Satoshi via Fontshare, five weights loaded.
- Focus-ring spec codified; reduced-motion applied globally.
- Deprecated: Pixfort tracking, Google Sans, royal-cobalt #1A47CF.

15

DOWNLOADS

Asset library

Every asset is public at design.werklist.com/downloads. For co-brand or partner kits, write to brand@werklist.com.

LOGOS

werklist-logo-black.svg

SVG · Wordmark · 4 KB

werklist-logo-white.svg

SVG · Wordmark · 4 KB

werklist-mark-black.svg

SVG · Mark · 1 KB

werklist-mark-white.svg

SVG · Mark · 1 KB

TOKENS

werklist-tokens.css

CSS · Root vars · ~6 KB

werklist-tokens.json

JSON · W3C draft · ~12 KB

TEMPLATES

werklist-brand-guidelines.pdf

PDF · Deck · ~5 MB

werklist-pitch-template.key

Keynote · ~24 MB



The source of truth for this document lives at design.werklist.com. Future revisions and additional chapters are versioned there.