werklist

Brand guidelines

v2.3 • 2026

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About

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 permanent placement

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

Global permanent 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

The values say what Werklist rewards.

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

The culture principles come from the company manifesto.

01 **Mission over self**

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

02 **Operate as a team**

We commit to the team fully and decisively, and with heart.

03 **Relentless optimism**

We will figure it out and tomorrow will be better.

04 **Zero mediocrity**

We do not 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.

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 a platform for international employment. Employers use it to hire skilled workers at home and across borders. Werklist checks both the employer and the worker, and handles every step from the first search to the worker's first day on the job.

Describing Werklist

Say

A platform for international employment

What Werklist is, in any medium and at any length.

Say

Hiring skilled workers at home and across borders

What employers do with Werklist.

Do not say

A staffing agency

Readers expect workers on loan from an agency payroll, and Werklist does not lend workers.

Do not say

A recruitment network or a job board

Each names one step of the hire and leaves out the employment that follows it.

01

Logo

Logo

The mark is a dot and two strokes with round ends. The wordmark beside it is drawn lettering, not a typeface.



Canvas	Mark	Stroke width
698 by 171	A dot and two strokes	50

Logo and mark

The black logo goes on light grounds, the white logo on black and on the brand evergreen.



Logo, black on a light ground



Logo, white on black



Logo, white on the brand evergreen



Mark, black on a light ground



Mark, white on black



Mark, white on the brand evergreen

Clear space and size

Clear space



Keep one stroke of the mark clear on each side of the logo: 29.2 percent of its height, or 9 px around a logo 30 px tall.

Smallest sizes

Logo on screen	**80 px wide**
Mark on screen	**16 px wide**
Logo in print	**20 mm wide**
Mark in print	**6 mm wide**

On backgrounds

The logo needs a contrast of at least 4.5 to 1 against its ground. On a photograph it stands on a scrim of navy at 60 percent.



Light ground
#f6f4f0
19.11 to 1



Navy
#062113
17 to 1



Brand evergreen
#16794b
5.42 to 1



Scrim over a white picture
#6a7a71
4.53 to 1

Not permitted

Each of these turns the logo into something else.

01 **Retyping the wordmark**

Set in a typeface, it becomes another logo.

02 **Stretching, rotating or skewing**

A distorted copy reads as a fake.

03 **Colors other than black, white and the brand evergreen**

The logo no longer matches the one people know.

04 **Gradients, outlines and shadows**

The strokes lose their edge, and the mark stops reading at small sizes.

05 **Words or shapes inside the clear space**

The logo reads as part of what stands next to it.

06 **A photograph without the scrim**

Over a light part of the picture the white logo disappears.

02

Color

Brand evergreen

Evergreen marks what a person can act on and what they have selected.



Brand evergreen
`#16794b`
--brand-true
The fill under white text



Evergreen ink
`#0e5b37`
--brand-ink
Evergreen text and links



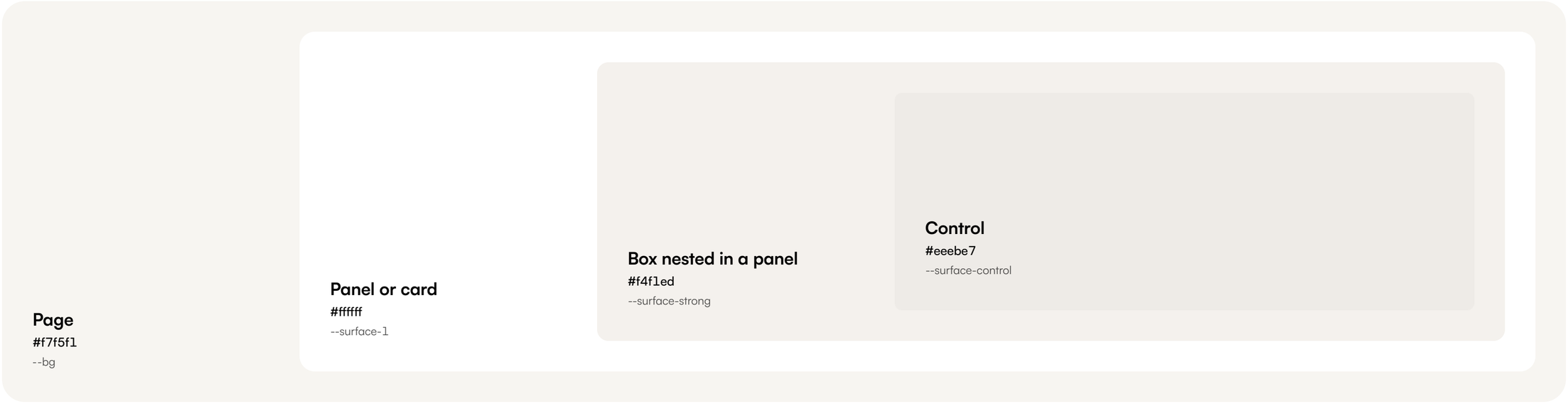
Hero evergreen
`#0e2a1a`
--hero-blue
The ground of a marketing hero



Navy
`#062113`
--navy
The scrim over a photograph

Surfaces

Surfaces stack from the page up, and the change of fill tells one layer from the next.

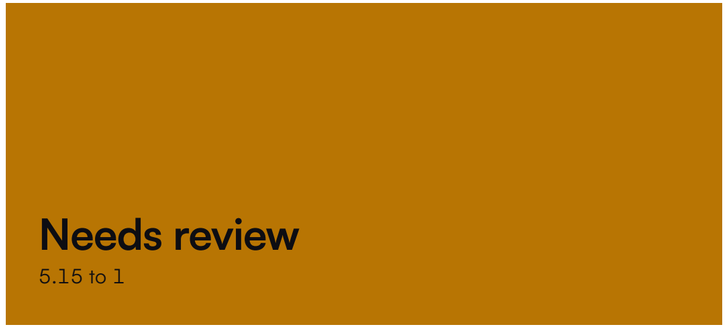


Status

A status carries a word or an icon beside its color, for readers who cannot tell red from green.



Success
#4a8434
--success
Done or approved



Warning
#b87503
--warning
Something needs attention



Error
#c0233f
--error
It failed, or it cannot be undone

Gradient

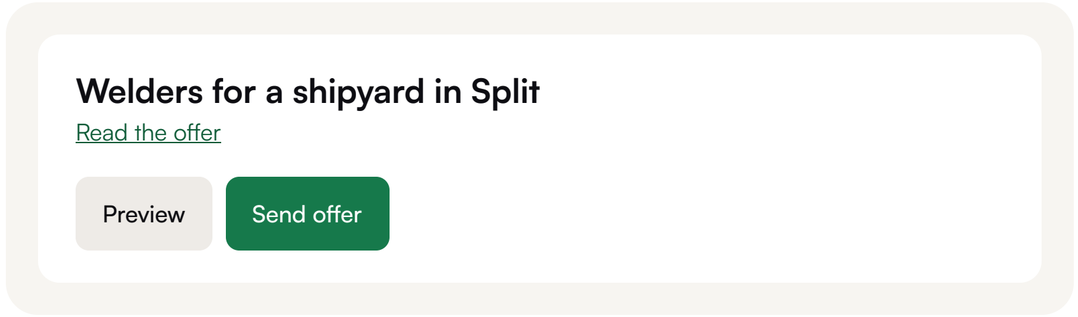
White text belongs on the darker half of the gradient, from the brand evergreen onward.

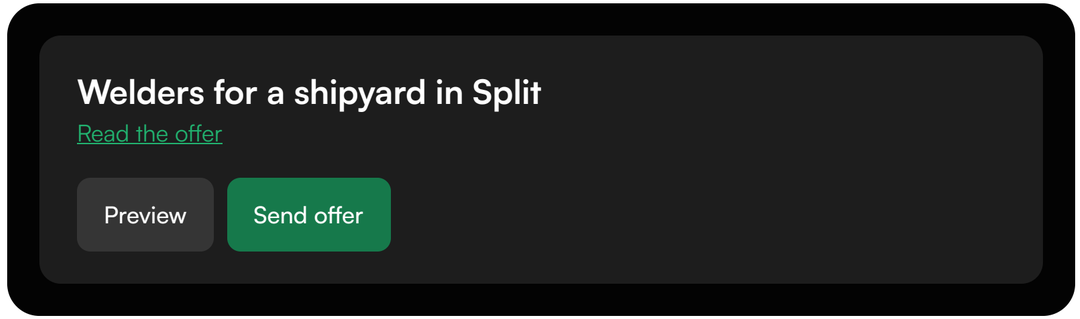


Token	At 0 percent	At 55 percent	At 100 percent
--grad-blue	#22b370 White text, 2.70 to 1	#16794b White text, 5.42 to 1	#0e5332 White text, 9.12 to 1

Dark theme

The dark theme has its own surfaces and inks. The brand evergreen is lighter in dark, so evergreen marks keep their contrast.





Light theme		
Page	--bg	#f7f5f1
Panel	--surface-1	#ffffff
Evergreen marks	--brand-blue	#16794b
Button fill	--brand-true	#16794b

Dark theme		
Page	--bg	#030303
Panel	--surface-1	#1d1d1d
Evergreen marks	--brand-blue	#2d9762
Button fill	--brand-true	#16794b

Contrast

Text of any size needs 4.5 to 1 against its ground. Gray 400 misses that on white.

Sample	Pair	Ink	Ground	Contrast	Result
Aa	Body text	#0d0d12	#ffffff	19.38 to 1	Passes
Aa	Evergreen text and links	#0e5b37	#ffffff	8.17 to 1	Passes
Aa	White text on the button fill	#ffffff	#16794b	5.42 to 1	Passes
Aa	Gray 600 on white	#52525b	#ffffff	7.72 to 1	Passes
Aa	Gray 400 on white	#9b9ba6	#ffffff	2.75 to 1	Below the floor

03

Typography

Typography

Werklist sets everything in Satoshi, from a table cell to a slide title.

Satoshi

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

--font-sans

Scale

Pages, documents and marketing screens use the reading ramp.

Display	56/60 px	--type-display
Title 1	44/52 px	--type-title-1
Statement	40/48 px	--type-statement
Title 2	28/34 px	--type-title-2
Lede	22/32 px	--type-lede
Title 3	20/28 px	--type-title-3
Body	16/26 px	--type-body
Small	14/22 px	--type-small
Navigation	14/20 px	--type-nav
Caption	13/20 px	--type-caption

Weights

Werklist sets text in regular, medium and bold. Satoshi has no weight 600, so a semibold is drawn as bold.

300	Light. Aa 0123	Outside the type ramp
400	Regular. Aa 0123	Reading text
500	Medium. Aa 0123	Controls and labels
700	**Bold. Aa 0123**	Headings
900	**Black. Aa 0123**	Outside the type ramp

Diacritics

Satoshi covers Croatian and Serbian Latin at each of its weights.

č ć đ š ž
Č Ć Đ Š Ž

Werklist zapošljava lokalno i međunarodno. Čišća suradnja, jasnija pravila.

Verified people, verified companies. A platform for international employment.

Setting text

Show hierarchy with size and weight first, then with a quieter ink.

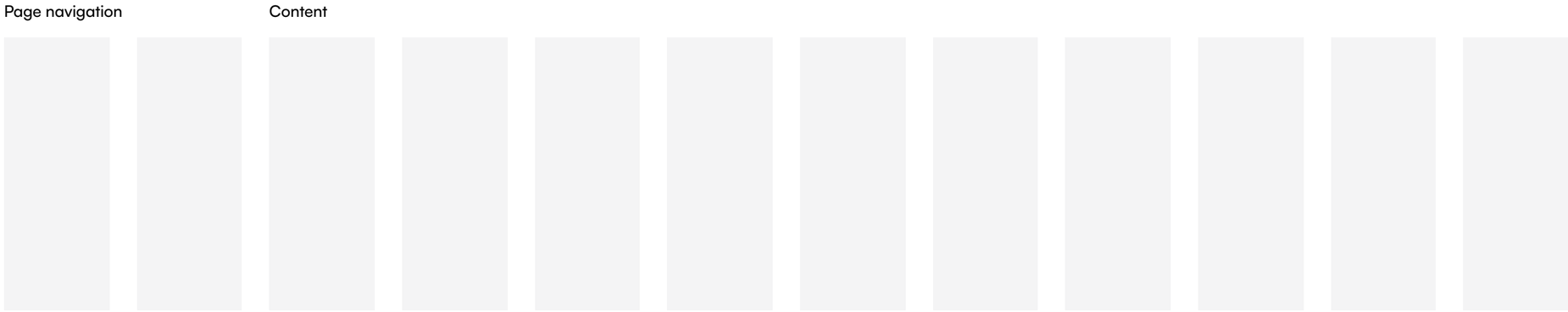
01	Write headings, labels and buttons in sentence case.
02	Do not set labels in capitals or add letter spacing. Capitals are slower to read.
03	Keep a line of running text between 45 and 75 characters.
04	Set figures in columns and totals in tabular figures, so they line up.

04

Layout

Grid

Content lines up on columns inside a frame that stays centered on wide screens.



Frame	Columns	Gutter	Side padding
1440 px	12	24 px	24 px, and 32 px from 1024 px

Spacing

Gaps come from one scale, in steps of 4 px at the small end.

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

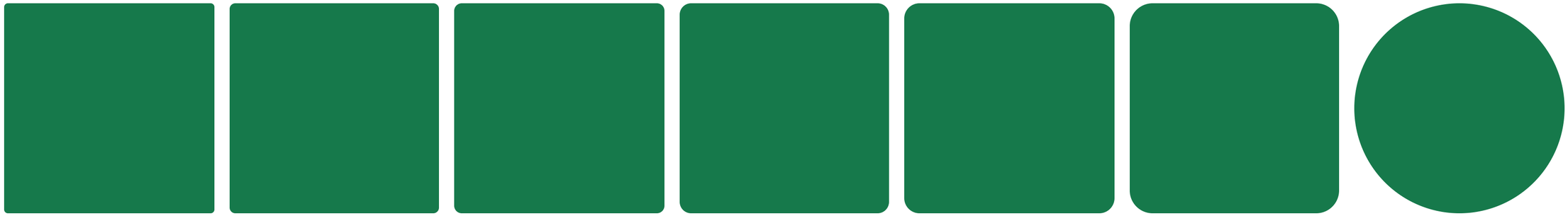
Breakpoints

Choose by the width of the window, not by the device.

Name	From	What changes
Small	640 px	Below it, a board shows its rows as cards
Medium	768 px	Paired boxes sit side by side
Large	1024 px	The page navigation appears, and the side padding grows
Extra large	1280 px	Text beside a specimen narrows to four columns

Radius

Small elements take the small steps and large surfaces the large ones.



Small, 4 px
--radius-sm
Checkbox

Medium, 6 px
--radius-md
Controls under 36 px

Large, 8 px
--radius-lg
Button, field

Extra large, 12 px
--radius-xl
Menu, popover

2 extra large, 16 px
--radius-2xl
Card, dialog

3 extra large, 24 px
--radius-3xl
Sheet

Full
--radius-full
Avatar, switch

Elevation

Content stays flat. A shadow appears when a surface floats over the content or lifts under the pointer.

Level 0

--elevation-0

The page, resting cards, wells and tables

Level 1

--elevation-1

A clickable card under the pointer

Level 2

--elevation-2

The navigation rail and the view selector

Level 3

--elevation-3

Menus, popovers, dialogs, sheets and toasts

05

Iconography

Sizes and stroke

The stroke gets lighter as the icon grows, so its weight stays the same.



12 px

Stroke 2

Information only, beside a value



14 px

Stroke 2

Dense rows



16 px

Stroke 1.75

The default



20 px

Stroke 1.75

Larger controls



24 px

Stroke 1.5

The navigation rail and the mobile bar

One icon for one action

The same action takes the same icon on each screen.

Close	X	
Confirm	Check	
Add	Plus	
Search	Search	
Copy	Copy	
Download	Download	
More actions	MoreHorizontal	
Open or expand	ChevronDown	
Go to	ChevronRight	
Open elsewhere	ExternalLink	
Warning	TriangleAlert	

Rules

Icons come from one family, Lucide, drawn on a grid of 24 by 24.

01 **Where an icon belongs**

It is the only label on a control, or it marks a repeated action.

02 **The ink of its label**

An icon takes the color of the text beside it.

03 **A name on the control**

A control that shows only an icon carries its name as a label.

04 **No emoji**

A country takes the country mark, not a flag emoji.

06

Imagery

Photography

Photographs appear on werklist.com, in presentations and on social media.

01 **Studio portraits**

A person against a deep blue wall, 824 by 1236 px.

02 **The home hero**

Portraits on a navy ground, 2752 by 960 px, with the left half kept empty for the headline.

03 **Industry scenes**

Workplaces with a painted finish, 1536 by 1024 px.

04 **Cities**

The branch cities seen from the air, 1920 by 1080 px.

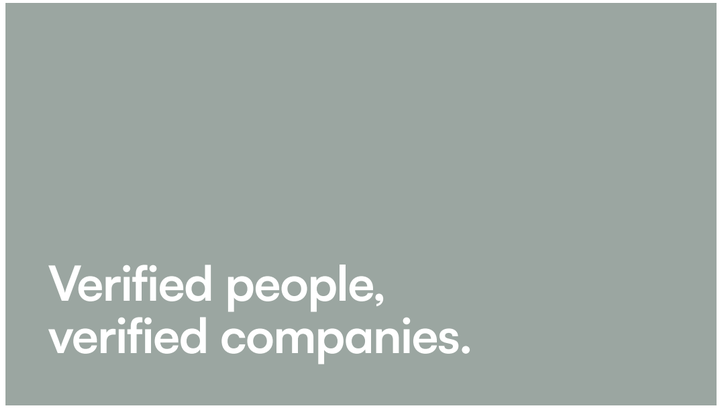
05 **The team**

A candid group photograph, 2880 by 1620 px.

Text on a photograph

Text and the logo stand on a scrim of navy at 60 percent, and they do not cross a face.

Navy at 20 percent
1.51 to 1
Below the floor



Navy at 40 percent
2.51 to 1
Below the floor



Navy at 60 percent
4.53 to 1
Passes

Not permitted

These pictures and treatments do not appear in Werklist material.

01 **Stock handshakes, suits and skylines**

They could belong to any company, so they say nothing about Werklist.

02 **Faces made by an image generator**

A reader who spots one stops trusting the page around it.

03 **Text across a face**

The reader sees neither the person nor the words.

04 **A photograph inverted or dimmed in the dark theme**

Only the page around a photograph changes with the theme.

07

Motion

Principles

Motion shows what changed and where it went.

01 **Nothing moves on load**

A page is complete at its first paint.

02 **Opacity and position only**

A menu fades in and rises 8 px, and sizes stay fixed.

03 **Input comes first**

A menu answers the keyboard from its first frame.

04 **Less motion on request**

Under reduced motion, slides and scales become instant and fades stay.

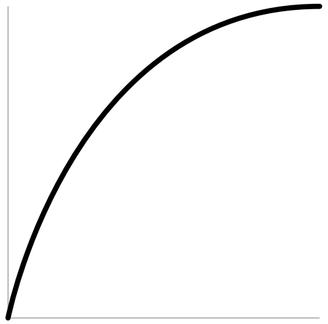
Durations

Most changes take the fast step, and nothing lasts longer than 300 ms.

Step	Duration	Token	Use
Instant	 100 ms	--duration-instant	A press, a tooltip leaving
Fast	 150 ms	--duration-fast	Hover, focus, a change of fill or color
Base	 200 ms	--duration-base	Menus, popovers, the change of page
Slow	 300 ms	--duration-slow	Dialogs, sheets, a disclosure opening

Easing

The soft curve brings things in. The standard curve moves them and takes them out.

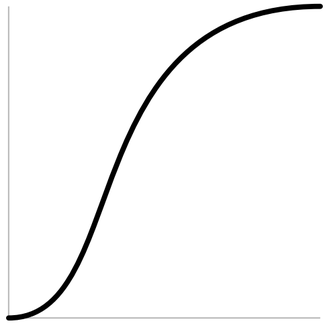


Soft

--ease-soft

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

Anything that enters: a menu, a dialog, a new page.



Standard

--ease-standard

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

Movement within the screen, and anything that leaves.

08

Writing

Voice

Werklist copy says what happens and what to do next.

01 **Be direct**

Use the imperative where it fits: Send the offer.

02 **Earn trust with specifics**

A date, a figure or the name of a document does more than any adjective.

03 **Leave out hype**

No superlatives, no exclamation marks and no emoji in the product.

04 **Keep it short**

If a sentence can go, it goes.

Tone by situation

The voice stays the same everywhere. The tone changes with what the reader is doing.

Where	What to write	Example
Button	A verb and its object	Send offer
Error	What happened and what to do	The offer did not load. Try again.
Empty state	One sentence and the next action	No documents yet. Upload a document.
Label	A noun in sentence case, with no colon	Start date
Destructive action	The act itself, named on the button	Delete board

Sentences

Keep a sentence only if the reader would lose a fact, a rule or an example without it.

01 Give each sentence a subject that does something. People, screens and files act.

02 Name the thing, not its category: print, social media and presentations, not surfaces.

03 Put the specific before the general: a measure, a name, a file, a real screen.

04 Do not use a dash as punctuation. Split the sentence in two, and write ranges with to.

Words

Prefer the words of the trade, and leave out words that read as advertising.

Words of the trade	Words to leave out	
verified	unlock	elevate
placement	leverage	supercharge
sourcing	synergy	robust
work permit	seamless	best-in-class
documentation	game-changer	world-class
compliance	revolutionary	effortless
workers	cutting-edge	delve
roles	empower	

09

WerkOS

Density

Work screens are dense, so people see more rows without scrolling.

Toolbar control
36 px high

Add worker

Form control
44 px high

Send offer

Text field
44 px high

Project name

Welders for a shipyard in Split

Board row	**36 px**
Roomier board rows	**52 and 76 px**
Gap between cards	**16 px**
Board or list	**Up to 1600 px wide**
Form or document	**Up to 768 px wide**

Product type

WerkOS screens are dense, so the product ramp is smaller and tighter than the reading ramp.

Title 1	26/32 px
Title 2	22/28 px
Title 3	17/24 px
Subtitle	15/22 px
Body	14/20 px
Dense	13/18 px
Caption	12/16 px
Caption small	11/14 px

10

Components

Button

Use the primary button for the one action that moves the task forward. Every other action on the page takes a quieter button.

Send offer

Primary

The one action that moves the task forward.

Cancel

Secondary

Cancel, or the main action when nothing leads.

Export

Quiet

Small actions in toolbars and rows.

Preview

Outline

A secondary action on a gray well.

Delete board

Danger

Confirms a destructive step.

Remove member

Danger quiet

A destructive action among others.

Heights

Add worker 36 px

Send offer 44 px, the default

Send offer 48 px

Components

Each control and surface has a page of its own.

Actions	Inputs	Selection	Navigation	Overlays	Feedback	Content	Werklist
Button	Field	Checkbox	Header	Dialog	Toast	Card	Job card
Icon button	Text field	Radio	Side navigation	Sheet	Inline message	List	WerkAI
Link	Text area	Switch	Tabs	Popover	Notifications	Disclosure	Country mark
Toolbar	Search field	Segmented control	Mobile navigation	Menu	Progress	Avatar	
	Select		Command palette	Tooltip	Skeleton	Permitted and not permitted	
	Combobox		Human and agent selector		Counter		
	Date and time picker				Status	Stat tile	

11

Patterns

Patterns

A pattern shows how components work together on a task.

01 Empty states

02 Loading

03 Errors

04 Forms

05 Search and filtering

06 Navigation

07 Feedback

08 Modality

09 Undo and destructive actions

10 Files and uploads

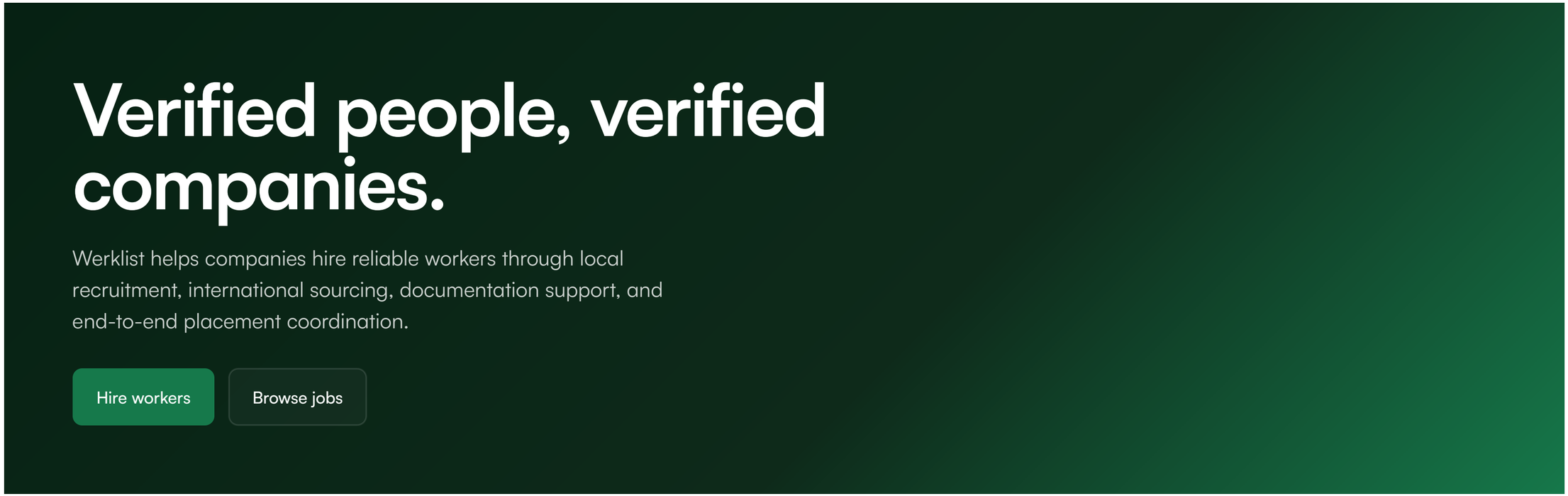
11 Printing and export

12 Generated content

13 Marketing pages

Marketing hero

A marketing page opens on the dark ground of the brand with one headline, one sentence and two actions.



12

Applications

Applications

The brand comes to life across print, social media, and presentations. While they all share the same core identity and logo, the layout, imagery, and color balance are carefully tailored to feel native to each medium.



Presentations
1920 by 1080 px

Print
A4, 595 by 842 pt



Social media
1200 by 630 px

13

Accessibility

Contrast

Text needs 4.5 to 1 against its ground. Icons, the focus ring and chart marks need 3 to 1.

Sample	Pair	Ink	Ground	Contrast	Floor	Result
Aa	Error text	#b01e39	#ffffff	6.79 to 1	4.5 to 1	Passes
Aa	Evergreen text, dark theme	#22b370	#1d1d1d	6.22 to 1	4.5 to 1	Passes
Aa	Focus ring	#16794b	#ffffff	5.42 to 1	3 to 1	Passes
Aa	Evergreen marks, dark theme	#2d9762	#1d1d1d	4.58 to 1	3 to 1	Passes

Focus

A control that receives keyboard focus shows a ring 2 px wide, 2 px away from the control.



Light theme		
Ring	--focus-ring	#16794b
Panel	--surface-1	#ffffff
Ring against the panel		5.42 to 1



Dark theme		
Ring	--focus-ring	#22b370
Panel	--surface-1	#1d1d1d
Ring against the panel		6.22 to 1

Keyboard

Everything a pointer can do, a keyboard can do.

Key	What it does
Tab	The next control
Enter	Follow a link, press a button
Space	Press a button, check a checkbox
Arrow keys	Move inside a group, such as tabs or a menu
Home, End	The first or the last item of a list
Escape	Close the front menu or dialog and return focus

14

Using this system

Versions

A change to the logo, the typeface or the brand color starts with an email to brand@werklist.com.

01 **Major**

Removes or renames a token or a component. Screens that use it need work.

02 **Minor**

Adds a token, a component or a pattern, or gives a brand color a new value under the same names.

03 **Patch**

Corrects a value that misses its contrast floor, or fixes wording.

What is new

Each release, newest first, with what it changed.

2.3.0

Current release

- The blue was replaced by evergreen in October 2026.
- The brand color is evergreen in the light and the dark theme.
- Light surfaces, controls and borders take a warm linen tone.
- Dark surfaces are a neutral near black, at the same lightness as before.
- Status greens take a leaf green, set apart from the brand.
- The focus ring is evergreen in both themes.
- The mark in brand evergreen and the app icons are evergreen.
- The side navigation mark takes an evergreen gradient that adapts to the theme.
- Chart series one is evergreen, series two blue, series three amber.
- The report head, bars and totals band take the evergreen values.
- The token files carry the evergreen values under the same names.
- The deck is printed again with the evergreen values.

Earlier releases are listed at design.werklist.com/resources/what-is-new.

15

Downloads

Files

The logo, the design tokens and the brand deck are at design.werklist.com/resources/downloads.

Logo

werklist-blue-logomark.svg
459 B

werklist-logo-black.svg
4.2 KB

werklist-logo-white.svg
4.2 KB

werklist-mark-black.svg
458 B

werklist-mark-white.svg
458 B

Design tokens

werklist-tokens.css
13.4 KB

werklist-tokens.json
60.5 KB

werklist-tokens.print.css
5.2 KB

Brand deck

werklist-brand-deck-v2.3.pdf
72 pages

werklist

The guidelines in full are at design.werklist.com, with each component live in the light and the dark theme. For anything they leave open, write to brand@werklist.com.