



Brand Book

Identity · Color · Type · Voice

Logo

The ResumeBridge mark pairs a bridge motif with the wordmark.

Use the primary lockup wherever space allows. Maintain clear space equal to the cap-height of the wordmark.



Primary lockup — on light



Color

Navy anchors the system. Teal signals action. Neutrals carry the content.



Navy

#0B1F3A

Primary · backgrounds, headings



Teal

#14B8A6

Accent · CTAs, highlights



Slate 900

#0F172A

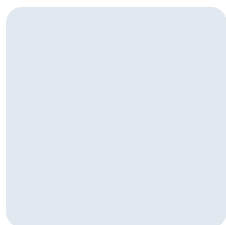
Body text



Slate 500

#64748B

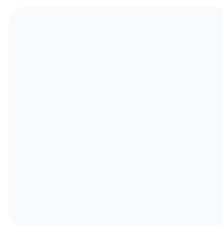
Muted text



Slate 200

#E2E8F0

Borders, dividers



Surface

#F8FAFC

Page background

Typography

Inter across the system. Use weight and scale — never decoration — to build hierarchy.

Display

Inter · 700 · 48/52

Heading 1

Inter · 700 · 32/40

Heading 2

Inter · 600 · 24/32

Body

Inter · 400 · 16/24

Caption

Inter · 500 · 12/16 · tracking +0.02em

Voice & Tone

Direct, warm, professional. We help people cross into the work they want.

Clear over clever

Plain language wins. Skip jargon and hype.

Confident, not loud

Short sentences. Active voice. No exclamation marks.

Human, not corporate

Speak to a person, not a 'user'. Address pronouns directly.

Specific, not vague

Concrete nouns and numbers carry trust.

DO

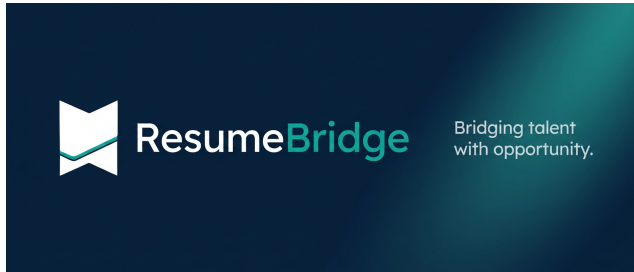
- Build a resume that opens doors.
- Three steps. Real results.
- Trusted by hiring teams worldwide.

DON'T

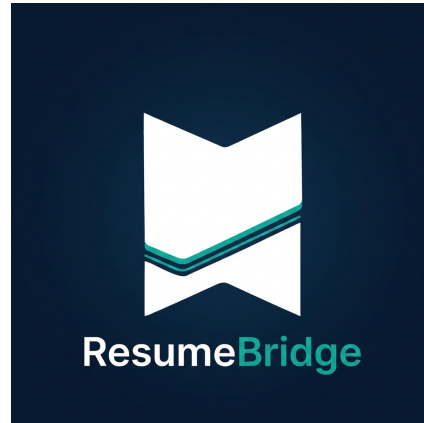
- Unlock your dream career today!!!
- Synergize your job-search journey.
- World's #1 best AI resume builder ever.

Social Templates

Pre-built templates for LinkedIn, Instagram, and OG sharing. Available on the Brand Kit page.



LinkedIn · 1200×628



Instagram · 1080×1080



OG Share · 1200×630

Downloads & Contact

All brand assets live on the Brand Kit page in-product.

Brand Book (PDF)

This document · current version

[/brand →](#)

Logo — Navy

PNG, transparent background

[/brand →](#)

Logo — Reverse

White lockup for dark backgrounds

[/brand →](#)

Color palette

Hex tokens · CSS variables in /styles

[/brand →](#)

Social templates

LinkedIn, Instagram, OG

[/brand →](#)

Questions about brand usage?

Visit resumebridge.app/brand or reach the team at brand@resumebridge.app