

BRAND GUIDELINE | UMA SPRING '18

SKILLABLE 

UMAxSKILLABL

# CONTENTS



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## OBJECTIVES

This brand guideline aims to provide structure and guidance for Skillabl's brand identity. It should be referenced to in its future marketing, in order to strengthen Skillabl's brand presence.





BRAND IDENTITY : WHO ARE WE ?

# TALENT IS UNIVERSAL. OPPORTUNITY IS NOT.

Imagine you're a sophomore or junior in college wanting to improve your design skills. What could be more useful than having a library of resources at your fingertips and more? That's when Skillabl comes into play.

Skillabl works with top employers to help college students and recent graduates acquire valuable skills needed in the workforce, while democratizing opportunities and providing access for all. We are an online community where college students work on meaningful challenges, discover impactful employers, and seek and provide mentorship.

Someone in marketing, graphic design, or business could work on challenges related to their field (Financial model challenge by JP Morgan, coding challenge by Google, etc.) As a result, you create a portfolio of work beyond your resume and GPA while also connecting with potential future employers.

In addition to challenges, members can network with other community members within their campus and explore jobs (internship/parttime/fulltime).





WHO ARE OUR USERS?

# MEET OUR AUDIENCE

A company is made to assist a distinct collection of individuals, college students, recent graduates, employers, and freelancers.

These target audiences share a common purpose and unite in order to focus their search for employment.



## College Students

Our user is a college student or recent graduate who is looking to improve his/her skills in a particular profession. Our student/graduate may be searching for anything from an introductory job in his/her field to an advanced one. Our student/ graduate is looking to network among other alumni and interested employers and take advantage of our multi-faceted interface.



## Employers

Our user is an employer who is searching for a passionate, driven individual to hire for a variety of different positions. Our employer is looking to narrow his/her search down to our unique pool of applicants who offer a diverse set of skills acquired from studying at UC Berkeley and completing our specialized training. Our employer may also be willing to help train potential candidates and students who are using the interface.



## Freelancers

Our user is a freelancer who is looking to explore various employment opportunities and industries in order to further craft his/her own path. Our freelancer is determined to develop the skills needed to be successful in multiple industries and to network among potential employers. With the wide array of fields and industries our interface offers, freelancers will constantly be able to find something new with us.



BRAND PERSONALITY

# VALUES



**RELIABLE**



**COLLABORATIVE**



**MODERN**



**EDUCATIONAL**

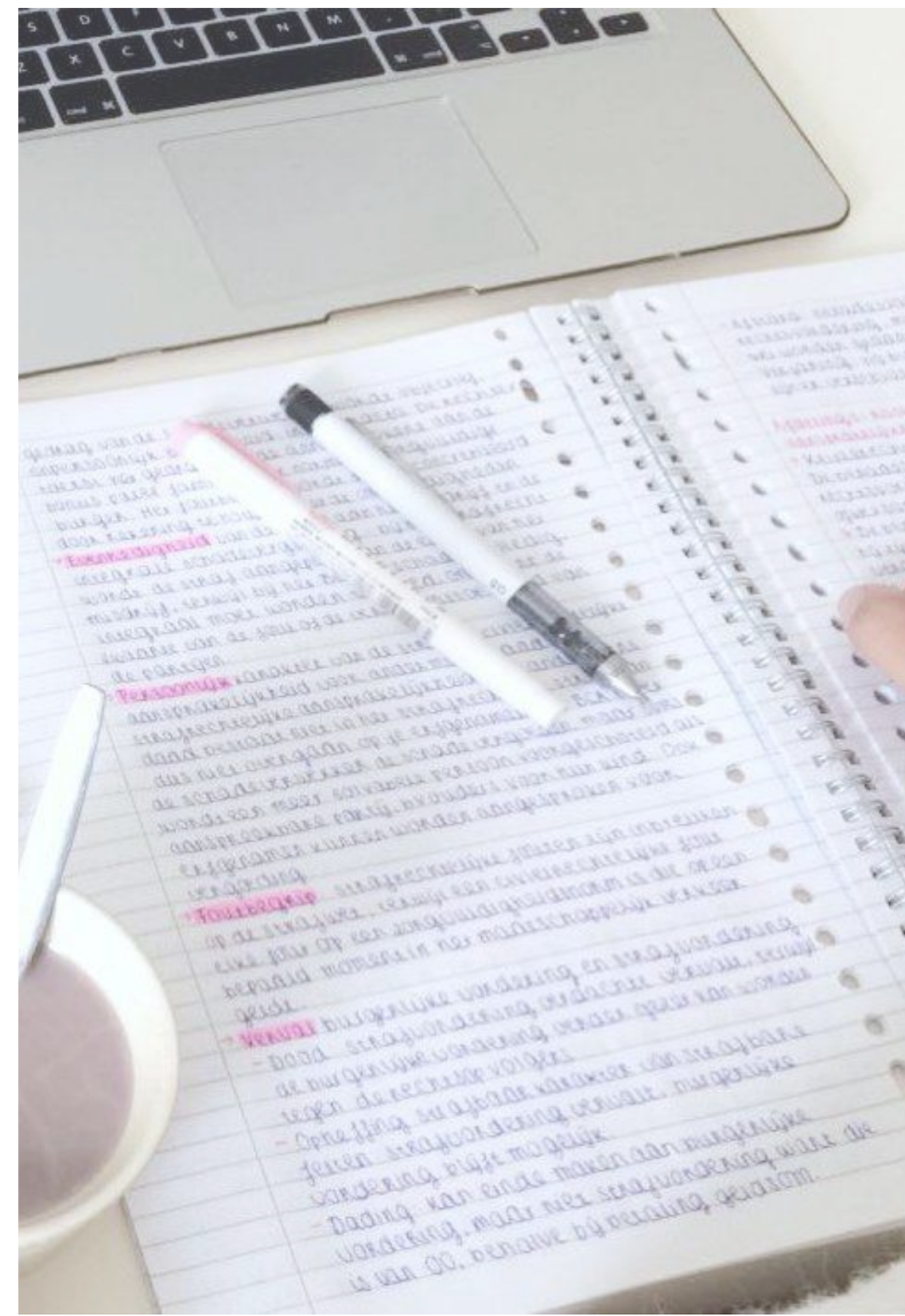




**EDUCATIONAL**



**MODERN**



**RELIABLE**



**INNOVATIVE**





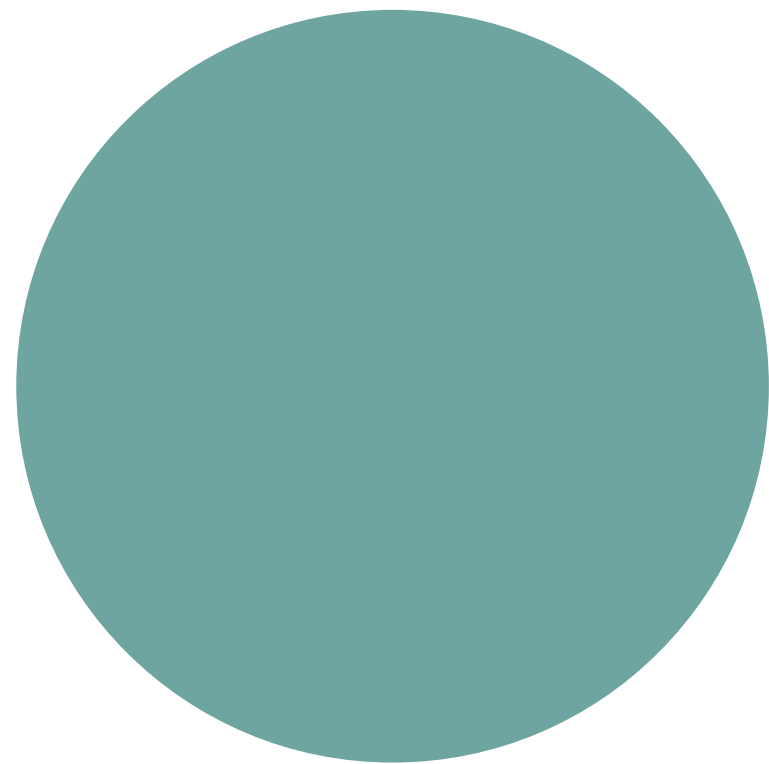




VISUAL IDENTITY

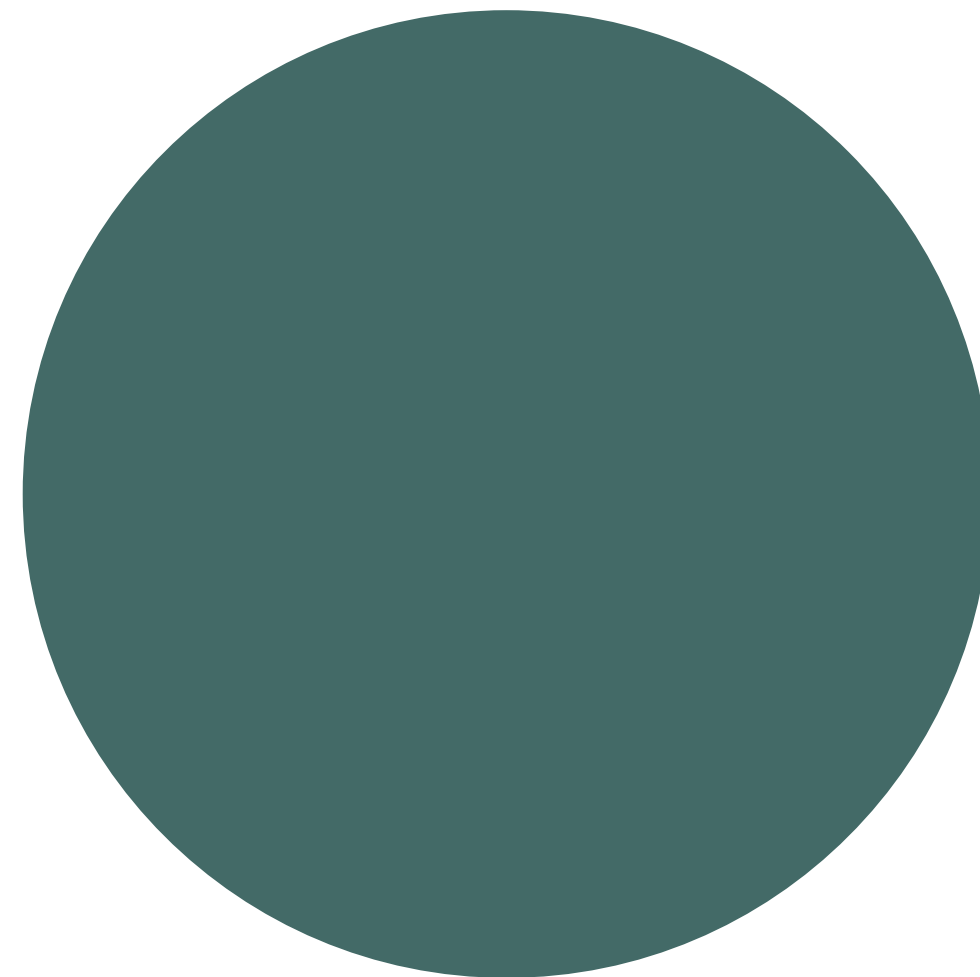
# COLOR PALETTE

Having a consistent color palette as a design strategy is vital to building a coherent brand image for Skillabl. Professional minimalism is essential to Skillabl's design values which is why the color palette has been paired down to simplistic hues of blue-teal.



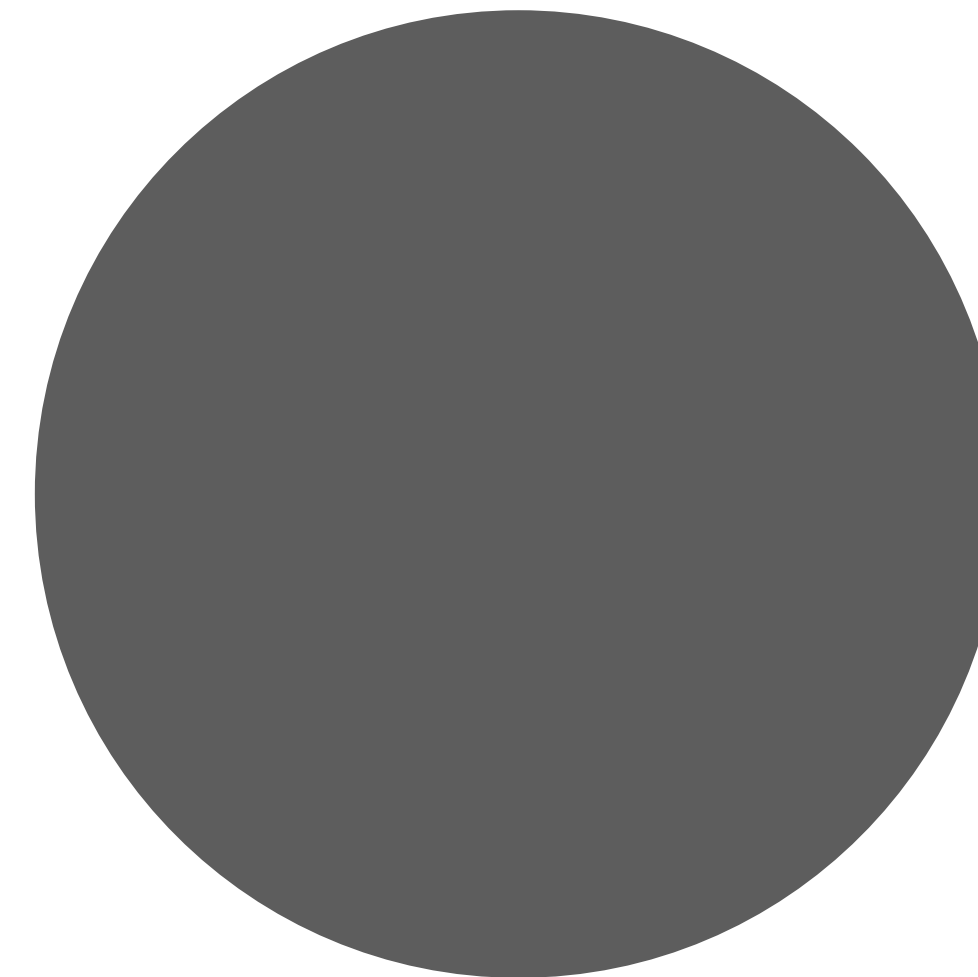
#6FA5A1

A lighter teal is used for darker backgrounds or to emphasize texts.



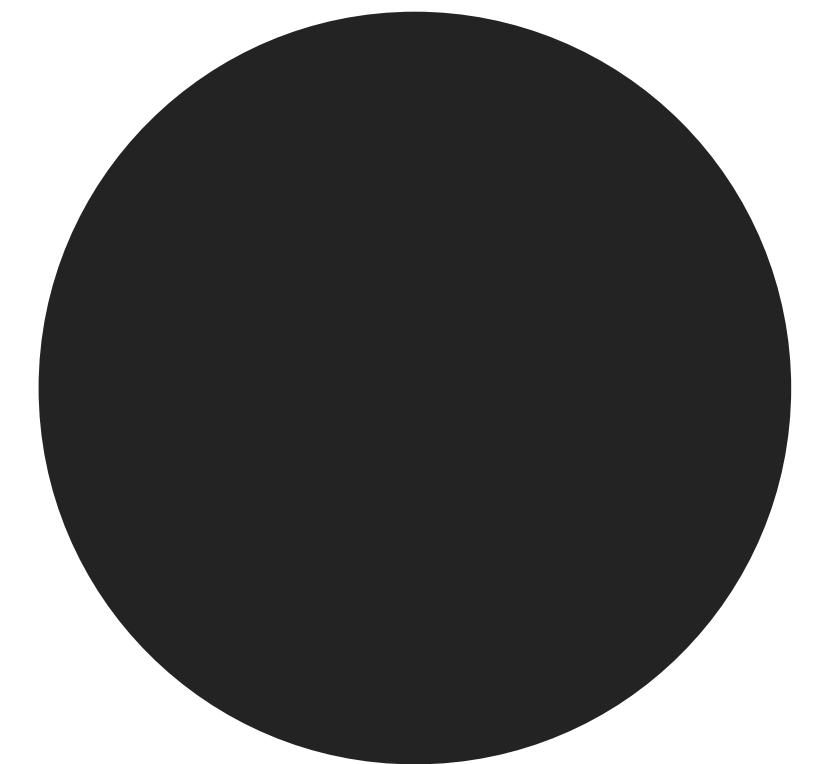
#436A67

A darker teal variation can be used for lighter background or darker texts.



#5D5D5D

A dark grey can be used as secondary text material.



#232323

A dark grey can be used for primary or heavy text material.



VISUAL IDENTITY

# TYPOGRAPHY



MONTSERRAT

## PRIMARY TYPEFACE

Clean typography is essential to Skillabl's design values. Our main typeface is Montserrat, which is clear, modern, and versatile, reflecting the same qualities as Skillabl. Montserrat Bold will be used for headers, and Montserrat Regular will be used for subheaders.



MONTSERRAT  
EXTRA LIGHT

## SECONDARY TYPEFACE

Montserrat Extra Light will be used primarily for body text. Using different weights of the same font will allow for a clean uniformity as well as consistency across the website and all Skillabl marketing materials.



VISUAL IDENTITY

# LOGO SIZE & PROPORTIONS

SKILLABLE 

126 pixels

1080 pixels

Ratio: 1:8.35



VISUAL IDENTITY

# LOGO VARIATIONS

## Official logo

use #5D5D5D for type and #6FA5A1 for bar

SKILLABLE 

## Against a dark background

use #FDFDFD for type and #6FA5A1 for bar

SKILLABLE 

## Against a light background

use #5D5D5D for type and #436A67 for bar


SKILLABLE 



# LOGO MISUSES


① too square of bars

~~SKILLABLE~~

The logo consists of the word "SKILLABLE" in a grey sans-serif font, followed by a teal icon of three horizontal bars of equal height and width, stacked vertically. The entire logo is crossed out with a large 'X'.


② too round of bars

~~SKILLABLE~~

The logo consists of the word "SKILLABLE" in a grey sans-serif font, followed by a teal icon of three horizontal bars with rounded ends, stacked vertically. The entire logo is crossed out with a large 'X'.

③ not according to color palette

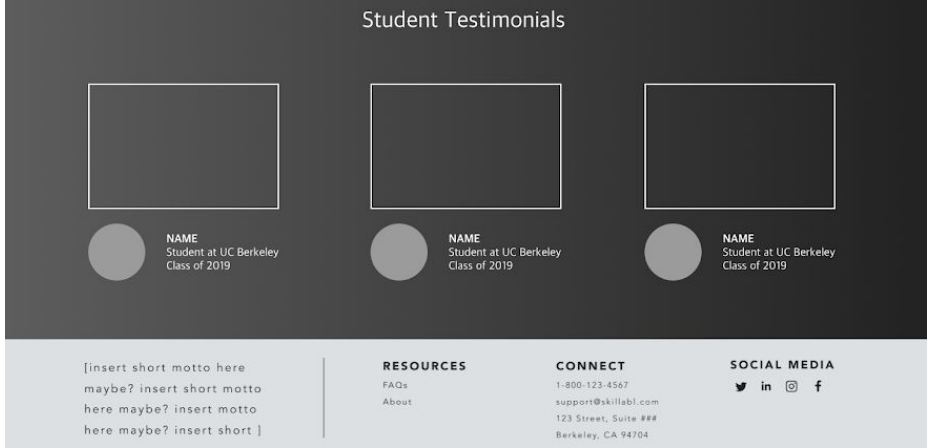
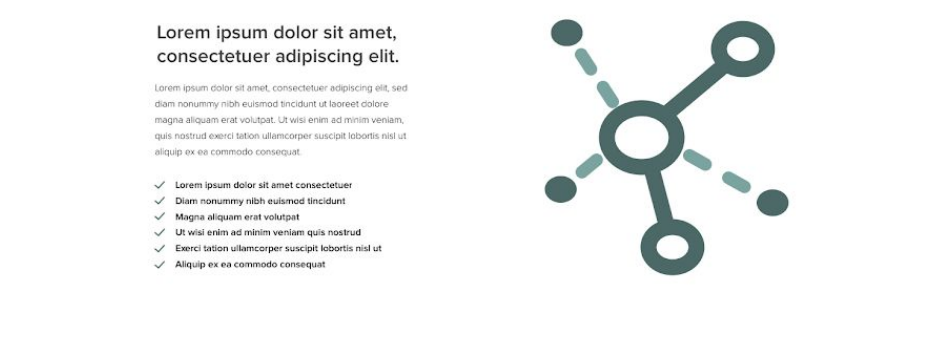
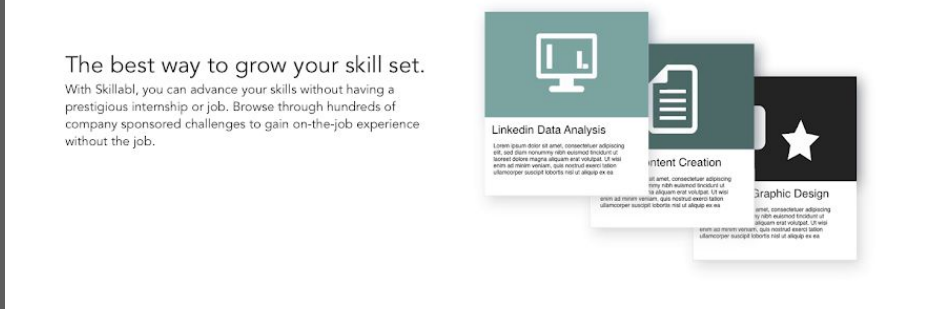
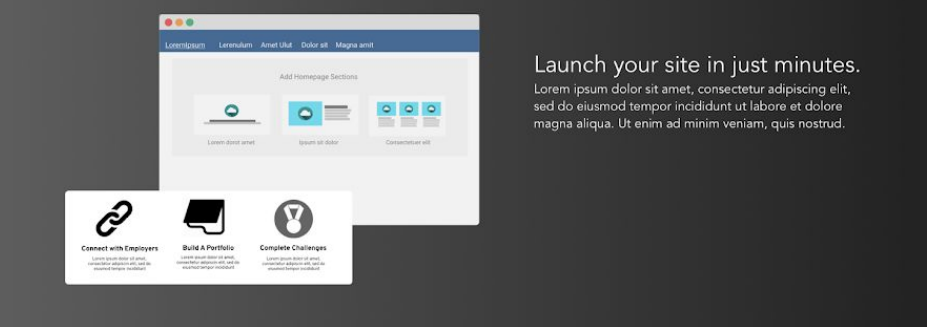
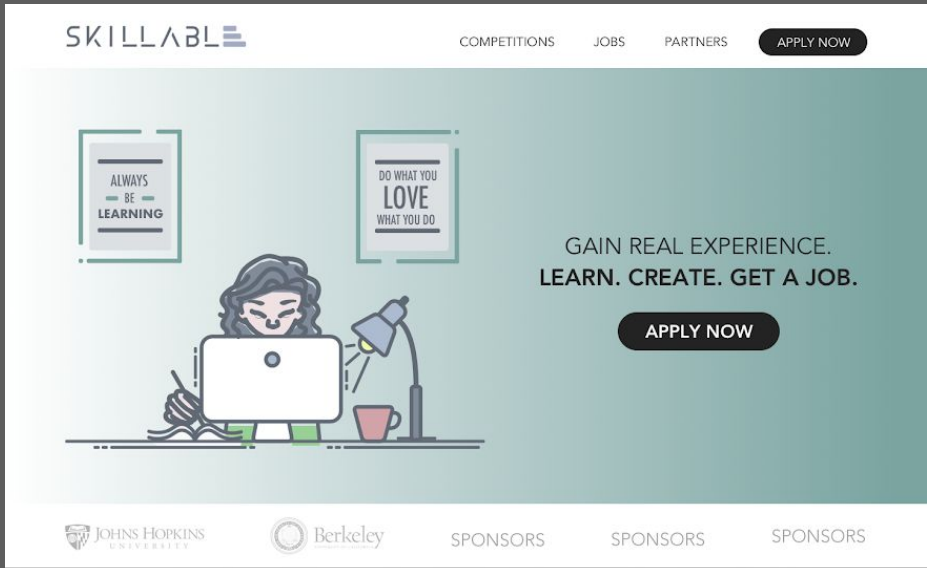
~~SKILLABLE~~

The logo consists of the word "SKILLABLE" in a black sans-serif font, followed by a teal icon of three horizontal bars of equal height and width, stacked vertically. The entire logo is crossed out with a large 'X'.



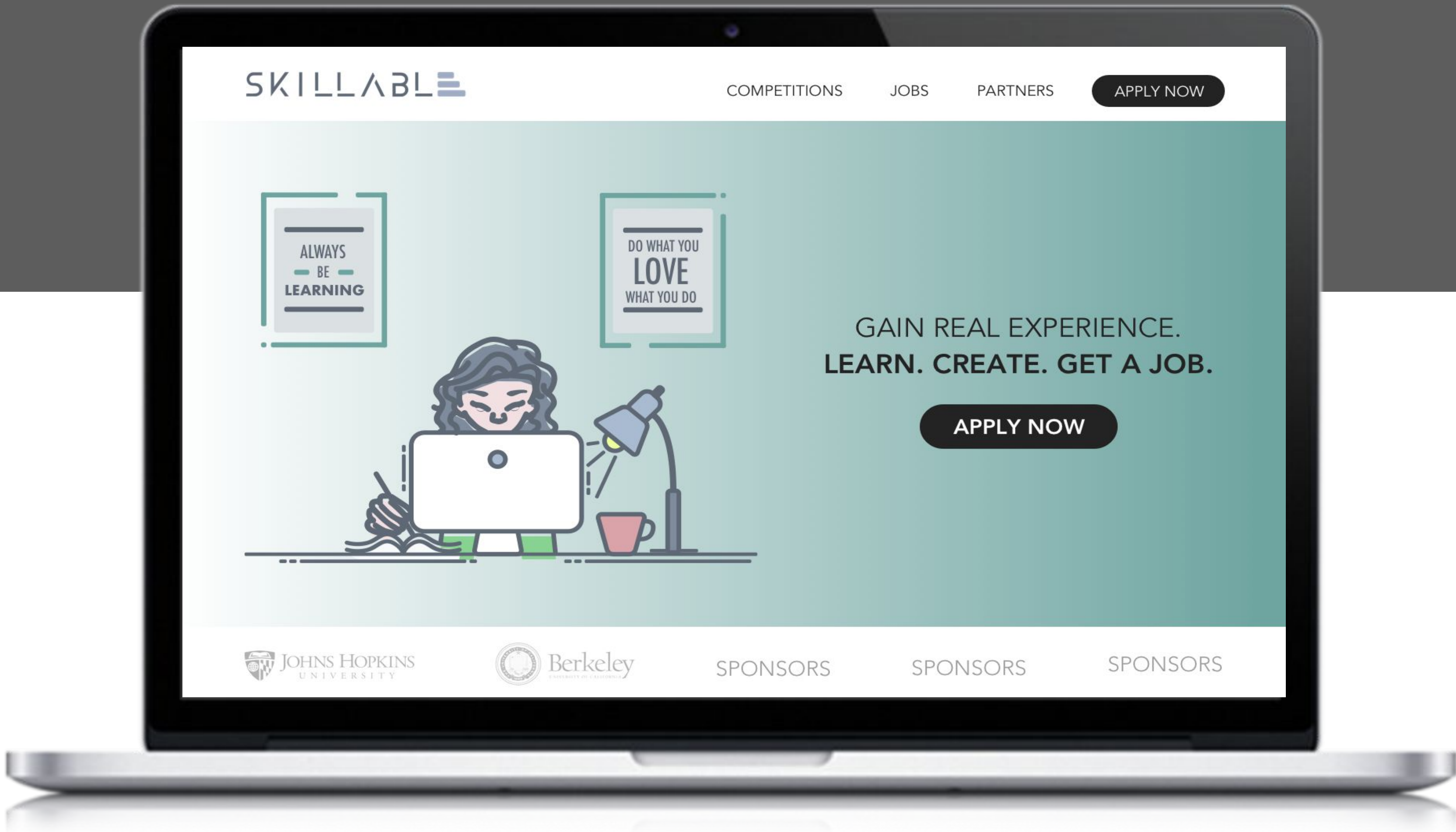






WEBSITE MOCKUP 1

# LANDING PAGE





## WEBSITE MOCKUP 2

# MID-FIDELITY WIREFRAMES

Company  
Logo

Job/Competiton/Event Title

Company/Sponsor Name

San Francisco, CA

Paid Internship

Apply before Friday, 4/31/18

About Company:

Lorem ipsum dolor sit amet, et egestas nunc augue condimentum et sodales, urna ac vivamus dui, neque accumsan ut deserunt pellentesque. Vestibulum vel ante aliquam sint sed, tellus sed libero sed urna purus neque, at eget aliquet varius egestas ab natoque. Dictum ac adipiscing, tempus facere neque metus libero cum erat, euismod in cras amet donec.

Vel tempus sollicitudin ipsum, pulvinar quis, suspendisse ut urna tempus rutrum id integer, risus hymenaeos libero sit id eu, felis molestie id semper mus lacus magna. Aliquam ultrices, in magnis et tortor orci, at ac, magnis lacus nec, nam neque augue varius. At urna morbi non justo nec metus, morbi lorem rhoncus.

Job Description:

Lorem ipsum dolor sit amet, et egestas nunc augue condimentum et sodales, urna ac vivamus dui, neque accumsan ut deserunt pellentesque. Vestibulum vel ante aliquam sint sed, tellus sed libero sed urna purus neque, at eget aliquet varius egestas ab natoque.

Dictum ac adipiscing, tempus facere neque metus libero cum erat, euismod in cras amet donec. Vel tempus sollicitudin ipsum, pulvinar quis, suspendisse ut urna tempus rutrum id integer, risus hymenaeos libero sit id eu, felis molestie id semper mus lacus magna.

Aliquam ultrices, in magnis et tortor orci, at ac, magnis lacus nec, nam neque augue varius. At urna morbi non justo nec metus, morbi lorem rhoncus.

Requirements:

- Lorem ipsum dolor sit amet, et egestas nunc augue condimentum et sodales
- Lorem ipsum dolor sit amet, et egestas nunc augue condimentum et sodales
- Lorem ipsum dolor sit amet, et egestas nunc augue condimentum et sodales
- Lorem ipsum dolor sit amet, et egestas nunc augue condimentum et sodales

Have any questions? Contact:

First Name Last Name  
HR Recruiter  
first.last@company.com

First Name Last Name  
Previous Intern Title  
first.last@berkeley.edu

Related:

Company  
Logo

Job/Comp/Event Title

Company Name

Short Description: Lorem ipsum dolor sit amet, et egestas nunc augue condimentum et sodales, urna ac vivamus dui, neque accumsan ut deserunt pellentesque.

San Francisco, CA

Unpaid/Paid Internship/Job

Apply before Friday, 4/31/18

Company  
Logo

Job/Comp/Event Title

Company Name

Short Description: Lorem ipsum dolor sit amet, et egestas nunc augue condimentum et sodales, urna ac vivamus dui, neque accumsan ut deserunt pellentesque.

San Francisco, CA

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egestas nunc augue condimentum et sodales, urna  
ac vivamus dui, neque accumsan ut deserunt  
pellentesque.

San Francisco, CA

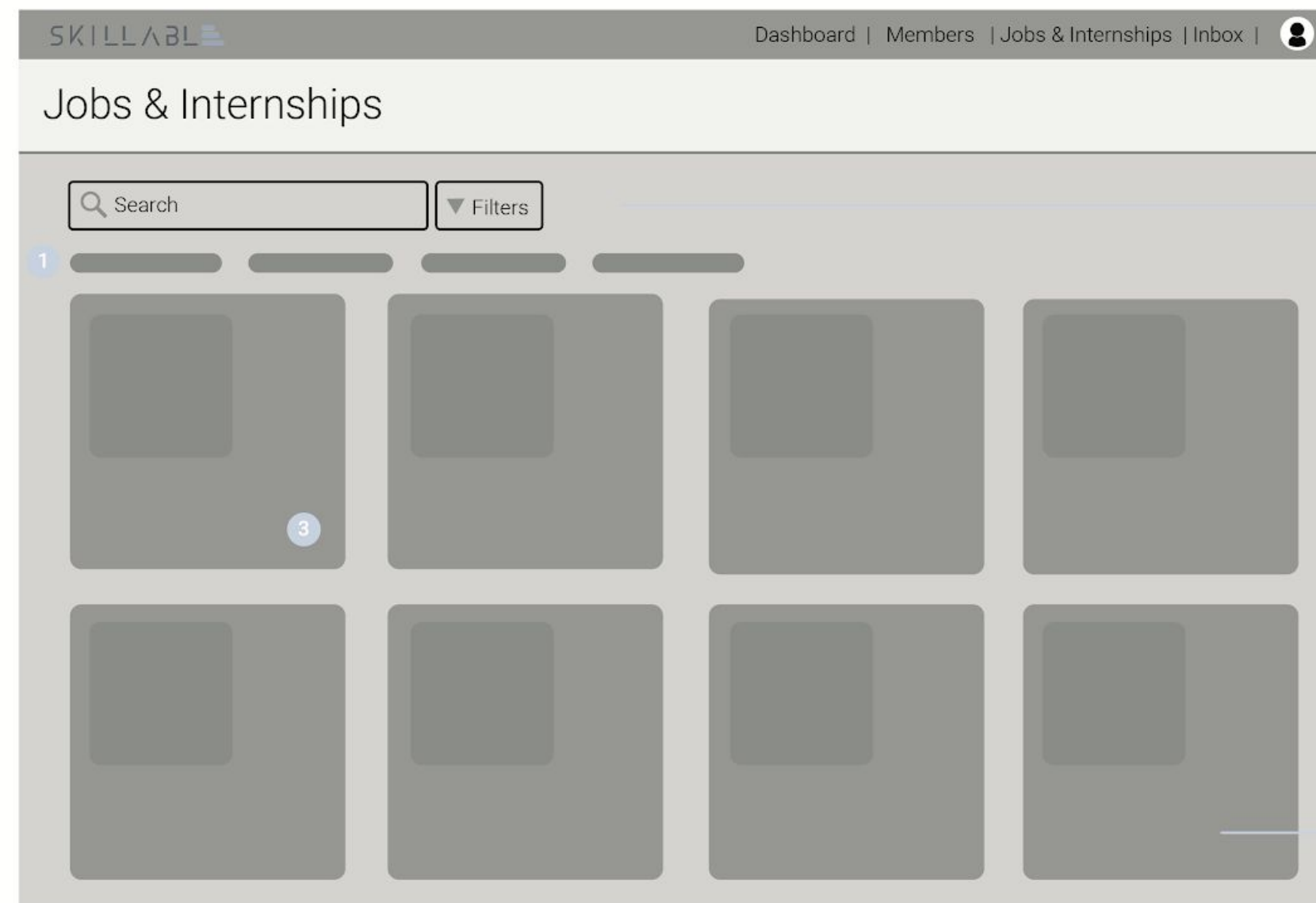
Unpaid/Paid Internship/Job

Apply before Friday, 4/31/18

The image is a screenshot of a web application's dashboard. At the top, there is a navigation bar with a logo on the left, a search bar in the center, and a series of navigation links on the right: 'Dashboard', 'Members', 'Jobs', 'Inbox', and 'FirstName'. Below the navigation bar, the main content area is divided into two sections. The first section, 'Your Saved Jobs', features a 'See all' link and a right-pointing arrow, followed by four job cards. Each card displays a placeholder icon, the text 'Company Job Position', a star icon, and a list of three items: 'Job Type', 'Job Location', and 'Apply by mm/dd'. The second section, 'Jobs You May Be Interested In...', also has a 'See all' link and a right-pointing arrow, followed by eight job cards arranged in two rows of four. These cards follow the same layout as the first section but use an empty star icon instead of a filled one. The entire interface is rendered in a grayscale color scheme.



# MID-FIDELITY WIREFRAMES



Drop Down Menu for Filters:

Industries ▼

Job Function ▼

Skills ▼

Type ▼

☐ Favorites

Clear All

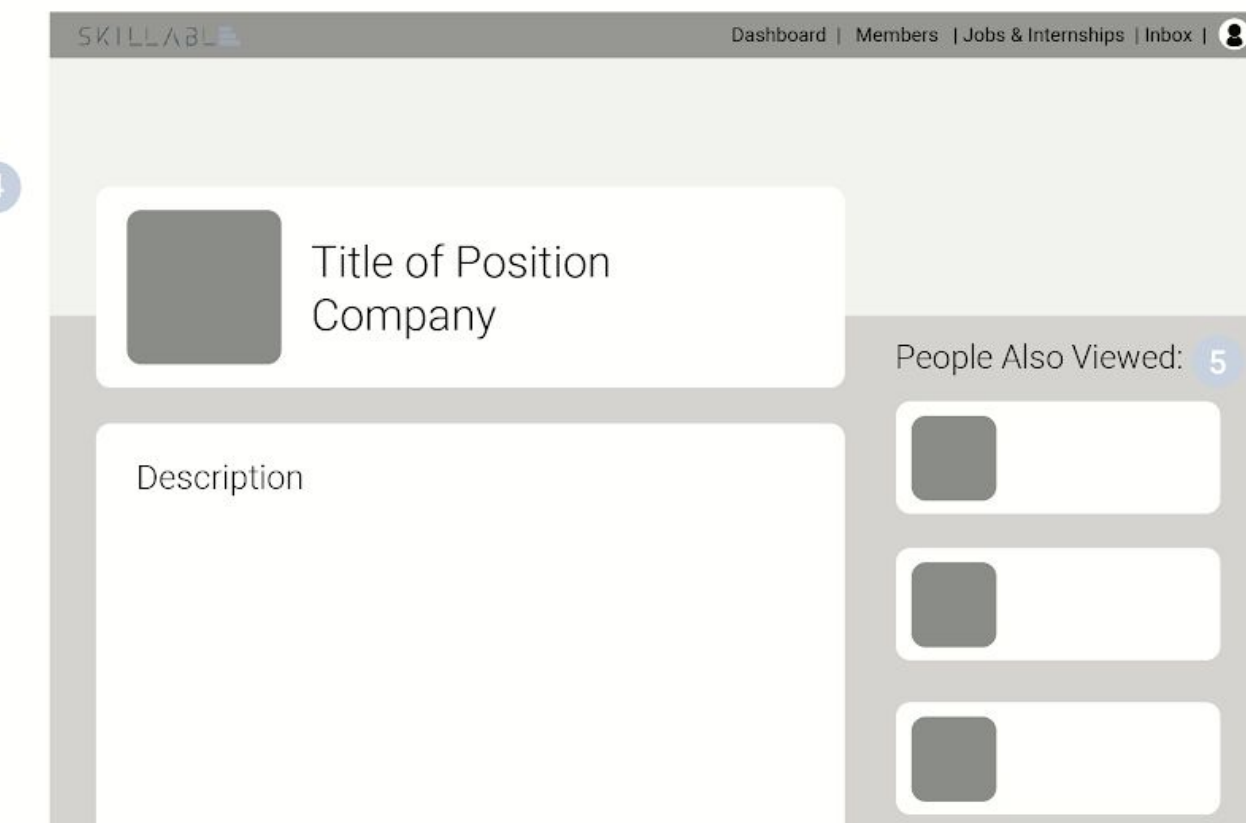
4 When users click on a specific job they are interested in, they are taken to another page where a longer description is available as well as the application process

5 A sidebar of jobs that other users also looked at will also appear, so that users will be encouraged to browse positions that may not have been in their filtered search

1 Current filters will appear along this line, so that users can see their specific search. Each specific bubble will also have an "x" on the end of each filter, so users can easily widen their search

2 To add more filters, users can use the drop down filter menu, where they can specify which industry, job function, skills and types of internships or jobs they want.

3 Users can easily scroll through job and internship opportunities, as each box highlights the company, task, and a brief description.





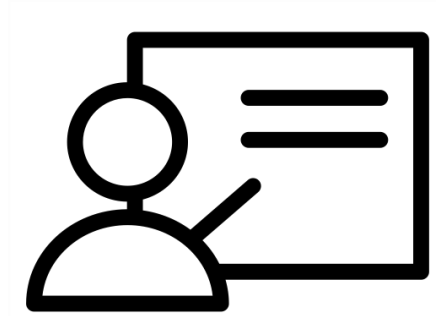




M A R K E T I N G   S T R A T E G I E S

# USER RESEARCH

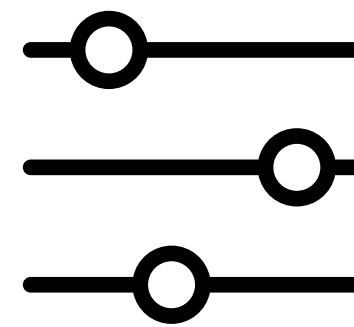
User research surveys were sent out in order to determine what the needs of students are in the market.



67%

of students

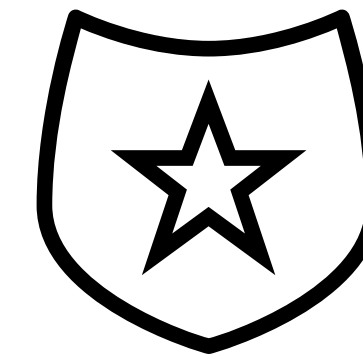
said they do not have a mentor  
helping them in their career.



60%

of students

think UC Berkeley is not helping  
them enough to learn specific skills.



87%

of students

teach themselves things online  
through videos and readings.



# COMPETITORS

Skillabl's competitors are companies that are also in the education social network sphere. This diagram displays the commonalities between Skillabl, LinkedIn, and Handshake, but also the unique propositions that Skillabl offers students.



## LinkedIn

A professional networking site on which professionals can find jobs that also offers classes through LinkedIn Learning and Lynda.com.



## Skillabl

A school networking site that offers video classes and certifications to help students gain skills, as well as providing opportunities.

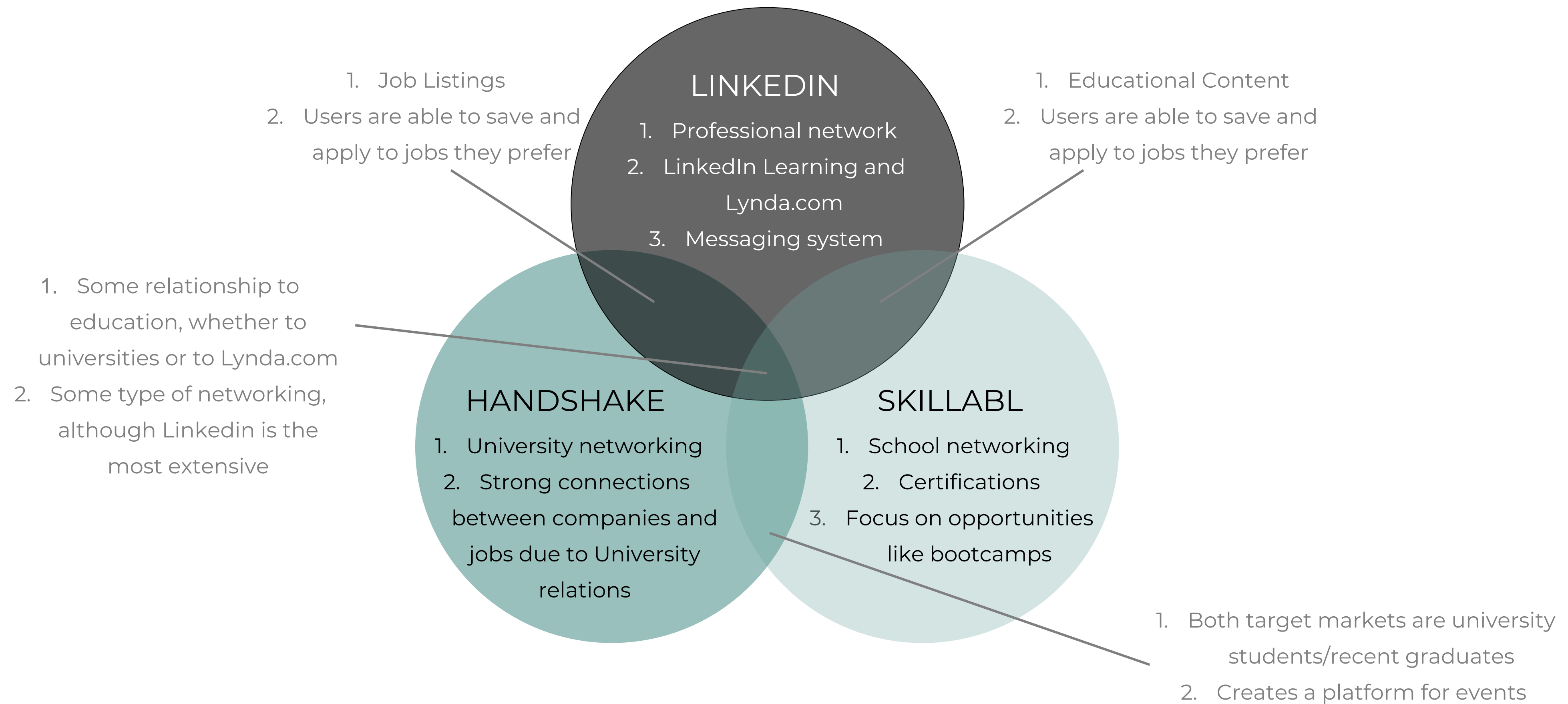


## Handshake

A University networking platform through which students can apply to jobs.



# VENN DIAGRAM





# SWOT ANALYSIS

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W

O

T

## Strengths

- Targeting a diverse range of skill sets in desired fields code, data, design, strategy, business development etc.
- Competition focused platform - unique approach from traditional job sites.
- Strong motivators for users i.e. money, jobs, knowledge and personal growth.

## Weaknesses

- Currently a small ) network of employers.
- Has not set up system where certifications hold value when compared to competitors Coursera, Lynda, edX, Khan etc.
- Lacking clear differentiators from sites such as Kaggle, 99Designs, Topcoder etc.

## Opportunities

- Focus on connecting students at competitive universities with jobs in competitive sectors.
- KPIs will likely be solid competition involvement and effective job placement.
- Major online traffic will stem from involvement with name brand companies.

## Threats

- Growing competition in the already established professional networking space.
- Possible lack of potential employer involvement as a result of excessive options.
- Similar issues with recruiting students as there is currently little incentive.

# CREDITS

This brand guideline was constructed by the Undergraduate Marketing Association at UC Berkeley in Spring 2018 through the Design Consulting team.

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