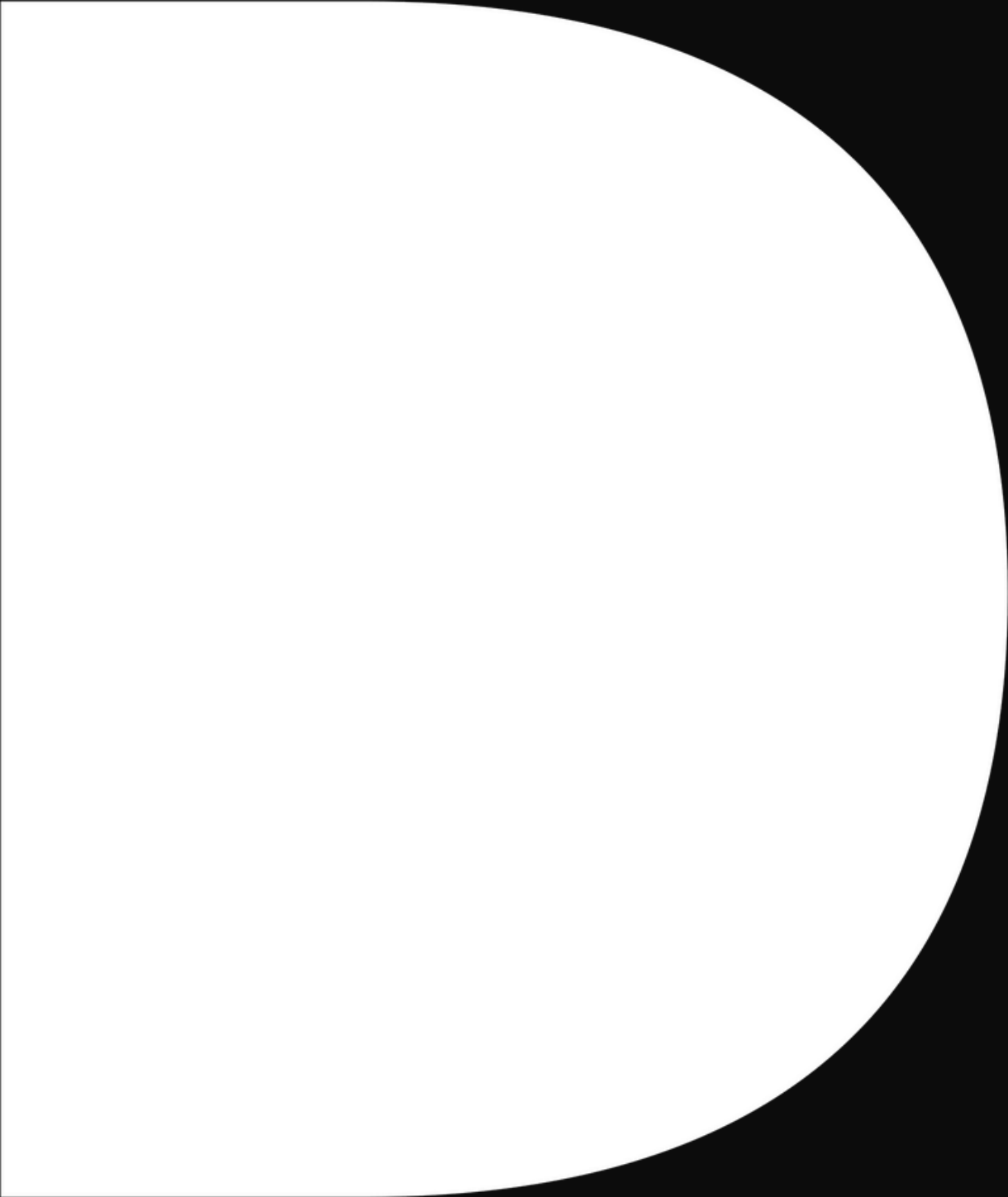




DOHERTY GROUP

Brandbook

- Partner Guidelines
- Logo & Colour
- Brand family
- Messaging

PRIMARY LOGO

Clear space

The minimum required clear space is defined by measurement of the height of the letter "D" in uppercase, bold.



#0C0C0C



#FFFFFF



COLOUR COMBOS

Preferred

The logo should be used primarily on dark grey or white, but use on one of the other brand colors below is accepted too, as long as adequate contrast is provided.



[Download Logos](#)

DO



DON'T DO



COLOURS



#1AF1F4



#FBDE3F



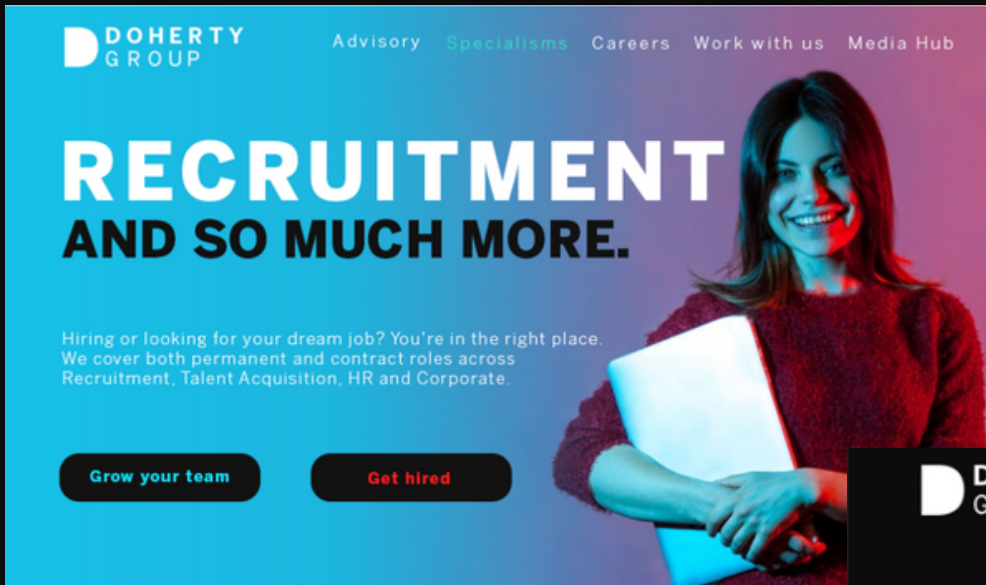
#FF5576



#6454F0



#B3FF45



DOHERTY GROUP Advisory Specialisms Careers Work with us Media Hub

RECRUITMENT AND SO MUCH MORE.

Hiring or looking for your dream job? You're in the right place.
We cover both permanent and contract roles across
Recruitment, Talent Acquisition, HR and Corporate.

[Grow your team](#) [Get hired](#)



MOVE TO MELBOURNE

DOHERTY GROUP



DOHERTY GROUP

TALENT ACQUISITION MANAGER

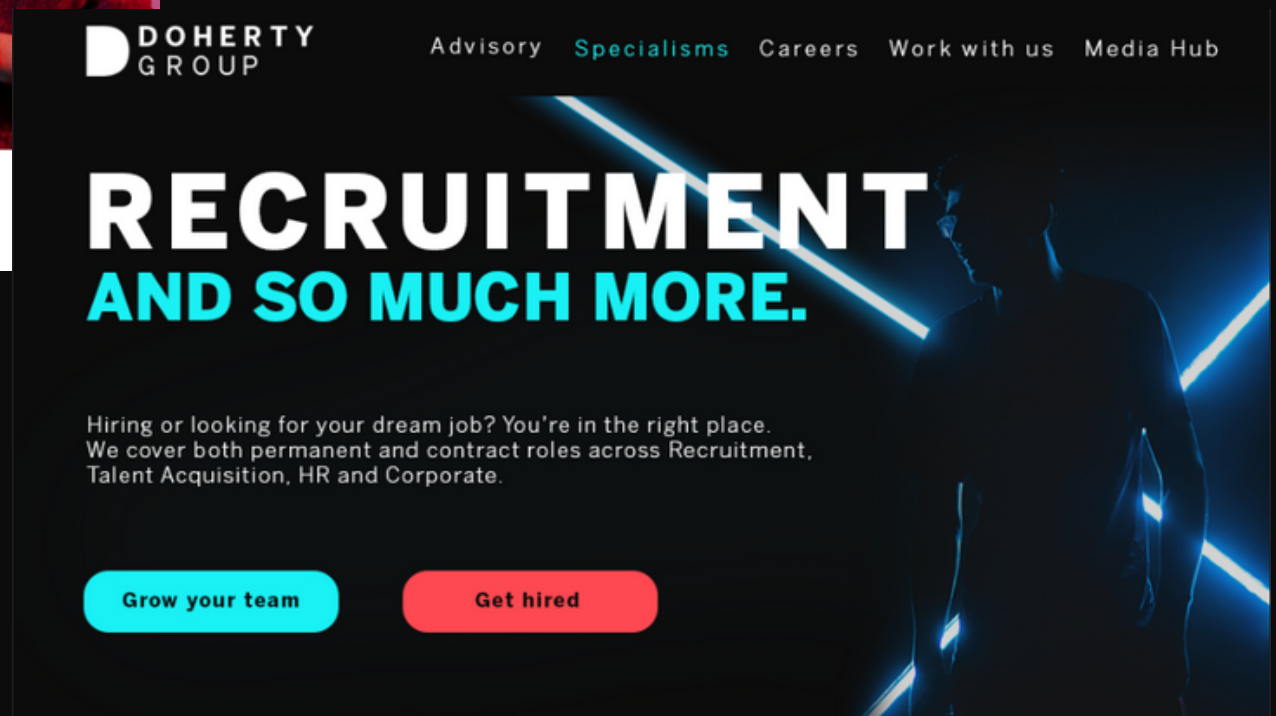
APPLY AT
siobhan@dualtadoherty.com



DUBLIN

PA EA

DOHERTY GROUP



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TYPOGRAPHY

Font family

BentonSans

The original font family, BentonSans should be used wherever technically possible.

In the certain HTML modules that may not allow the brand fonts or in the eventuality that readability needs improvement, BentonSans can be replaced with Roboto.

Portico Outline should be used moderately only for design purposes.

[Download BentonSans](#)

[Download Roboto](#)

[Download Portico Outline](#)

Headlines

BentonSans Bold

Subheadlines, Button copy

BentonSans Medium Regular

Copytext and Link text

BentonSans Book Regular

Subheadlines, Copytext and Link text in HTML modules

BentonSans Regular Regular,
Roboto

Design, social media & marketing purposes

PORTICO OUTLINE

IMAGERY

Rec2Rec



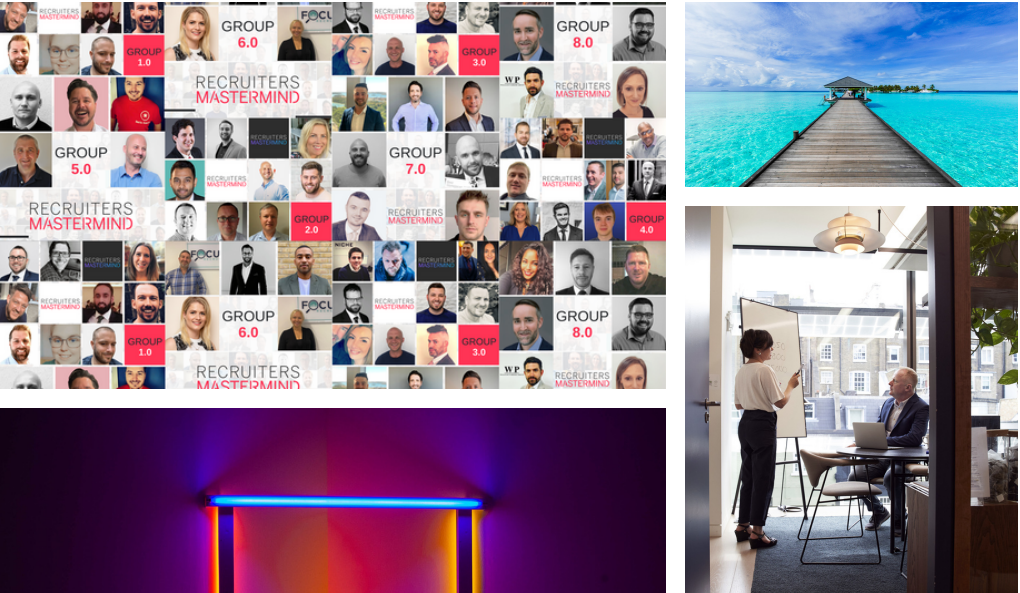
TA



Corporate Services



Advisory



VOICE AND TONE

Brand Tagline: Recruitment and so much more.



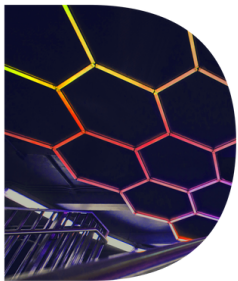
R2R Mission statement

Move & work abroad! Live the life you always dreamt of while working with top-notch agencies that will boost your career in recruitment.



Talent Acquisition Mission statement

Championing TA and HR professionals internationally with a focus on diversity and inclusion.



Corporate Services Mission statement

Supporting non sales roles across the recruitment sector as well as corporate services across a variety of industries.



Advisory Mission statement

Working strategically with recruitment founders to streamline, automate and enhance their businesses.

