# How do you give a jobs platform a recognisable mark?

Visual identity and icons for Karmasangsthan.



# Fit three ideas inside one triangle.

Gears, rising bars and interlocking pieces sit inside three coloured fields. Together, the fields form a triangle above the name.

ORIGINAL PRIMARY KARMASANGSTHAN LOCKUP

Logo



KARMASANGSTHAN

# Let green and navy lead.

Green leads the symbol and the second half of the name. Navy holds the first half of the name and gives illustrated icons a dark ground.



**Green**

#0FA54A

**Navy**

#161A45

ORIGINAL MAIN COLOUR VALUES

# Give each step its own object.

The three-dimensional icons distinguish creating a profile, completing an application and finding registered institutions.

ORIGINAL APPLICATION-STEP ICONS

Icon Illustrations



Create Profile



Complete Application



Registered Instituition

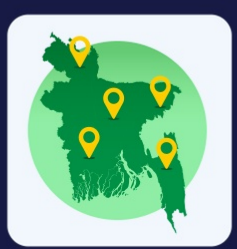
# Show where to look for jobs and workers.

A group of people, a job-count illustration and a magnifier give the next three actions distinct silhouettes.

ORIGINAL REGISTERED WORKERS, NUMBER OF JOBS AND JOB SEARCH ICONS



Registered Workers



Number of Jobs



Job Search

# Carry the full mark into a physical space.

The circular sign leaves white space around the triangle and the wordmark. The same three colours remain visible at the larger size.

ORIGINAL ROUND SIGNAGE MOCKUP



# Bring the identity and icons onto the same screen.

The phone mockup places the illustrated shortcuts beneath the brand. The mark identifies the service and the icons help visitors find the next action.

ORIGINAL APP HOME SCREEN MOCKUP



# Give the platform a clear visual vocabulary.

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The triangle identifies the service. The supporting icons distinguish the actions people need to take once they arrive.

VISUAL IDENTITY, ILLUSTRATION AND APP APPLICATIONS

# Connect the unconnected.



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**Let's get connected!**


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