

A photograph of three people (two women and one man) sitting around a wooden table in a modern office or cafe setting. They are looking at laptops and smiling, suggesting a collaborative work environment. The image is overlaid with a semi-transparent blue filter. The text 'LinkedIn Brand Guidelines' is centered over the image. The 'LinkedIn' part is in a white sans-serif font, and the 'in' logo is a white square with a black 'in' inside. The 'Brand Guidelines' part is in a smaller white sans-serif font.

LinkedIn Brand Guidelines

Content

Brand

Moving forward

Layout

Navigation

Colour

Typography

Shape

Interactions



VISION

Create economic opportunity for every member of the global workforce

MISSION

Connect the world's professionals to make them more productive and successful



Growth & Roots

Over the last 18 years, LinkedIn has grown into a community where more than 756 million professionals from around the globe help one another to navigate their professional lives and grow their careers, and where more than 57 million organizations connect to the talent and other organizations they need to grow their businesses.

All these connections and actions create economic opportunity, the heart of LinkedIn's purpose and our north star.

Heritage & Present

LinkedIn first started mainly for white-collar professionals.

And even though many of our members and customers still work within the office context, our community has grown much wider and deeper. We work in classrooms and on construction sites, in laboratories and on production lines, in retailers and in restaurants.

Brand

Beginnings

LinkedIn Corporation is a famous business-oriented social network. Founded in December 2002 by a group of entrepreneurs led by Reid Hoffman, it was launched on May 5, 2003. LinkedIn have over 756 million registered users from 200 countries worldwide as of January 2021.

Logo

The LinkedIn logo is a typical example of a web 2.0 logo with bold and executive typefaces. It features the website's name – “Linked” and “in” – with a slight spacing in between the two words. The word “in” is enclosed in a blue square box.

The LinkedIn logo is undoubtedly one of the most popular and instantly recognizable logos on the internet.

Colour

While the blue color in the LinkedIn logo stands for approachability, excellence and grace of the website, the black depicts its power and prestige. The white color, on the other hand, represents purity, integrity and charm of LinkedIn.

Brand | Logo Evolution



Linked 

Linked 



Linked ®

Brand | Policies

Trademarks

LinkedIn, the LinkedIn logo, the IN logo and InMail are registered trademarks or trademarks of LinkedIn Corporation and its affiliates in the United States and/or other countries.

Use of the “LinkedIn” name in text

When referring to our company, the full name is LinkedIn Corporation

When referring to our services, the LinkedIn name should be written as one word and used as an adjective followed by a description of our services

Don't

- Use our trademarks such as LinkedIn in the name of your business, group, event, product, service, app, domain name, social media account, or other offering,
- Use our trademarks more prominently than your product or service name,
- Use our trademarks on promotional materials that you are distributing or selling,
- Modify our trademarks or combine them with any other symbols, words, images, designs, or incorporate them into a slogan, or
- Use our trademarks in a way that implies affiliation with or endorsement by LinkedIn of your products or services.

Moving Forward

Excel while Honing

We wanted to capture the primary core mission of LinkedIn from when it first started out in 2003. Our users feel that the current logo is iconic and recognisable but the blue is a little dull, which is not the feeling we want our users to feel while networking and finding their next job.

Taking inspiration from the past logos and modernising it, we were able to make the LinkedIn logo more vibrant and light.

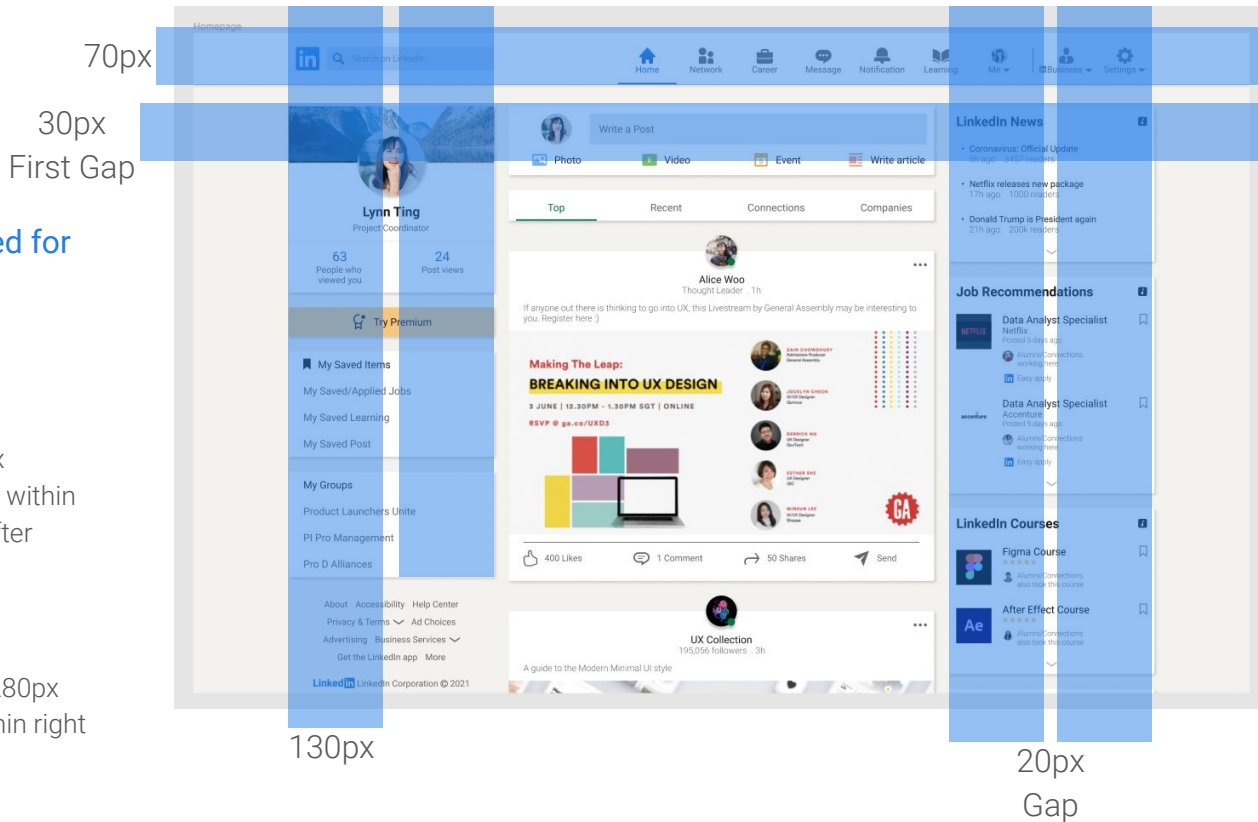


Current



New

Layout | Homepage



The main feed will be centralised for a more focused feed browsing experience

Navigation

Navigation bar is standardised to 70px height. Main logo with search bar kept within 280px before expanding, and 430px after expanding

Body

Users personal items kept within left 280px
News and recommendations kept within right 280px
Main feed kept within center 580px

Layout | Main Landing Pages

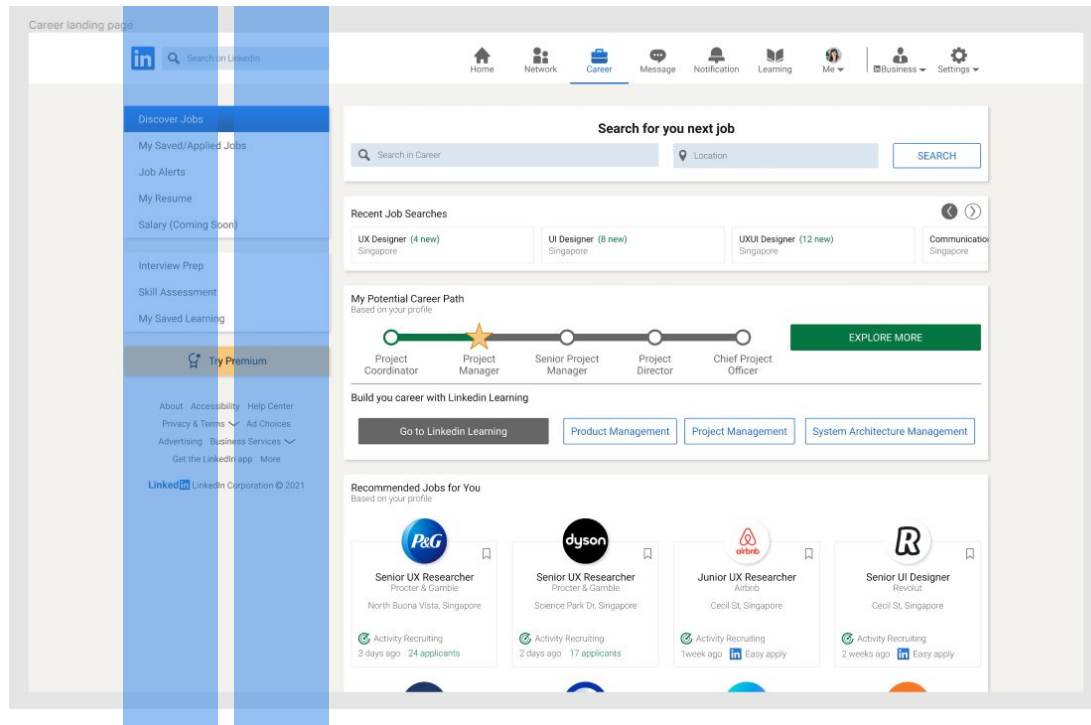
Emphasis on content while maintaining standard navigation bar, to reduce relearning new arrangements

Landing Page Specific Navigation

Page specific navigation in main landing pages organised on the first 2 columns

Body

Content fills up the remaining 6 columns



Layout | Job-search Pages

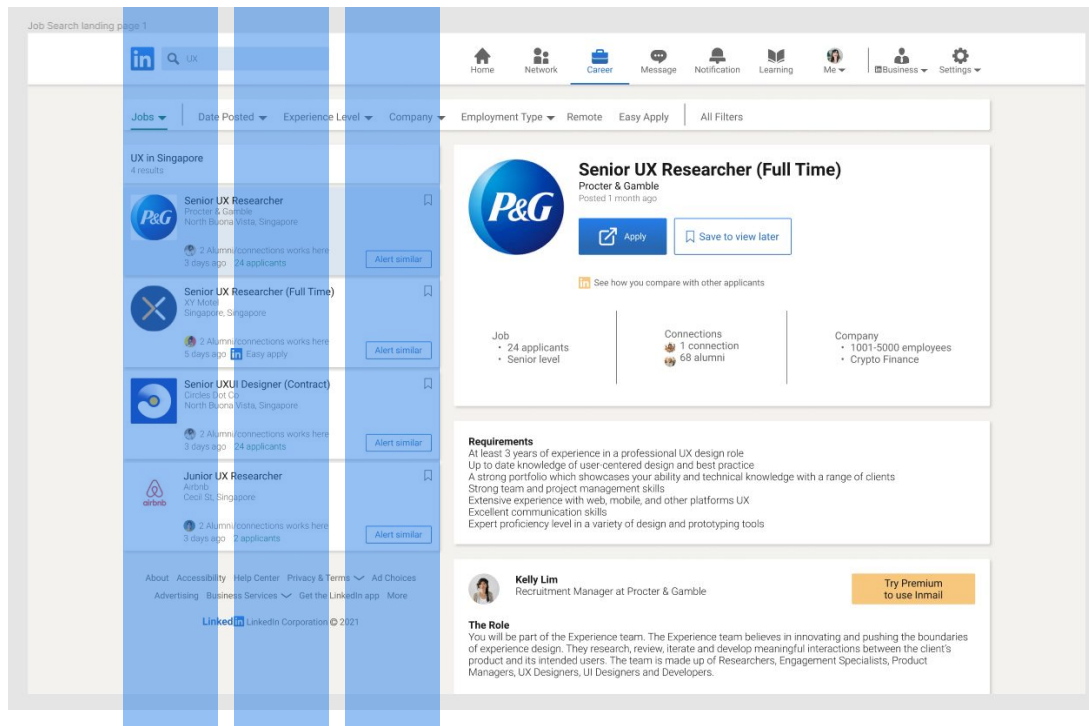
Maintaining higher hierarchy of job descriptions and company information, while increasing left cards to 3 columns to fit text comfortably

Job List Navigation

Job list navigation takes up 3 columns worth 430px to accommodate condensed details

Body

Content reduce to 5 columns, but maintaining higher visual hierarchy as compared to job list navigation



Layout | Mobile

Quick access to main sections and important interactions are placed within the reachable thumb area

Navigation

Main nav bar with height of 57px is standard throughout pages

Body

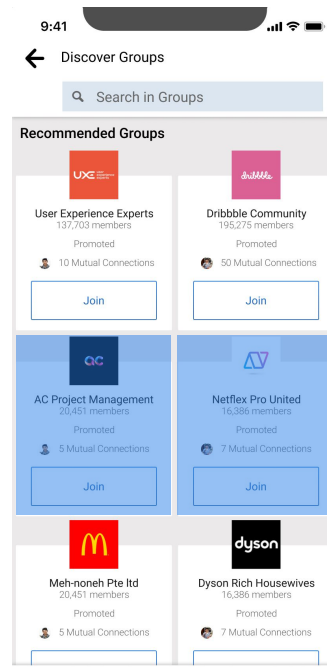
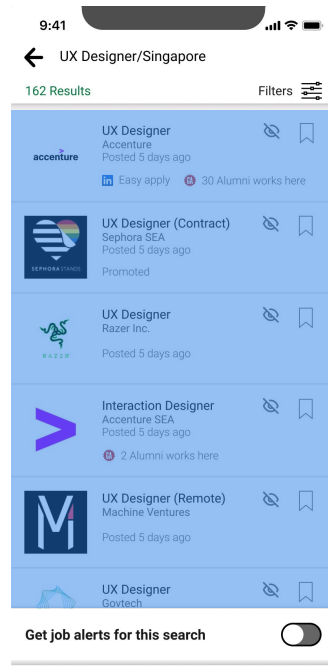
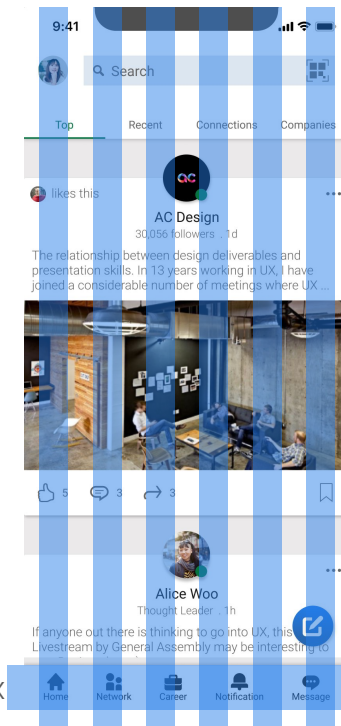
Content is mainly within 6 columns of 38px width, 30px apart. The content should be either full screen width or maximally 2 cards side by side

57px

38px

30px

Gap



Colour | Overview



Colour | Backgrounds

Clean simple tones fills all pages to give cleanliness to a content heavy website

Warm Grey

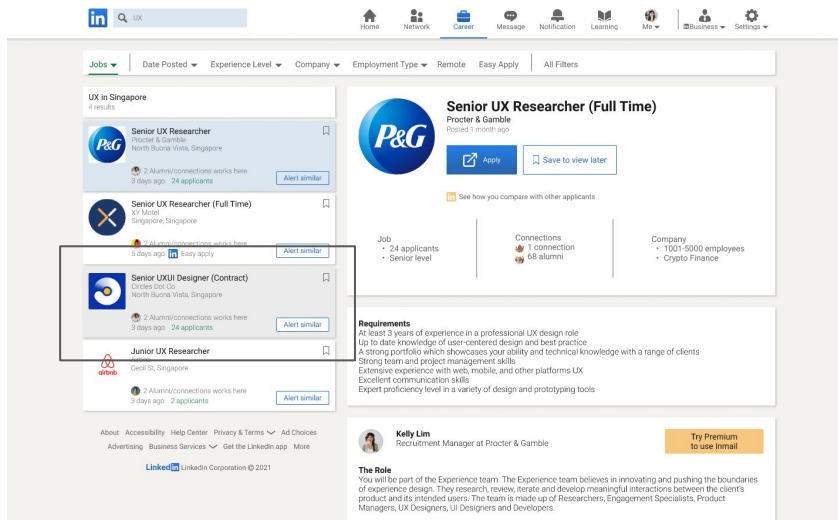
Used as soothing main background for all pages

White

Used mainly for cards and navigation to stand out from warm grey background

Cool Grey

Used mainly to indicate actionable interactions



#F3F2EF

#FFFFFF

#EBEBEB

Colour | Text Colours


Headers are coloured with a deep grey and wordings are in dark grey for a less jarring read

Deep Grey

Used for headers and job description for comfortable reads and strong emphasis


Dark Grey


Compliments deep grey text as descriptions and details, as well as indicating unselected actionable interactions

Researcher 

Singapore

[i/connections](#) works here [Alert similar](#)


 Easy apply

UI Designer (Contract) 

Singapore


[i/connections](#) works here [Alert similar](#)

24 applicants



 See

Job

- 24 applicants
- Entry level

 **Kelly Lim**
Recruitment Manager

The Role
You will be part of the Experience design. They resp

[Help Center](#) [Privacy & Terms](#)  [Ad Choices](#)
[Services](#)  [Get the LinkedIn app](#) [More](#)

#191919

#666666

Colour | The Blues

Giving the blue a new life that feels lighter and brighter, the new gradient blue aims to make job application less dreadful

New Gradient Blue

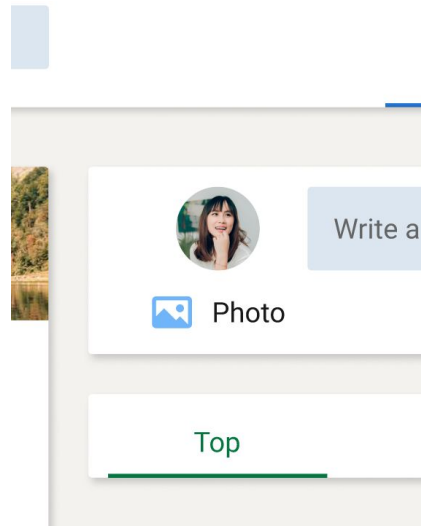
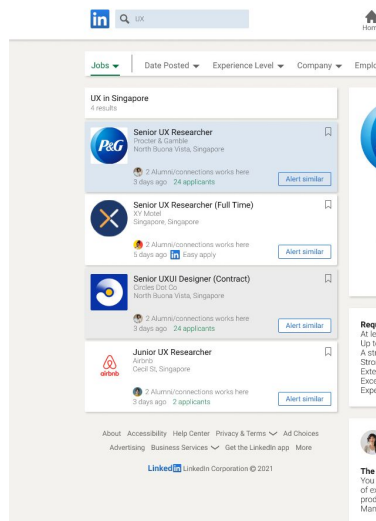
Starts off with the current blue and brightens up as it goes upwards. Used all around the site to indicate call to actions and selections

Pastel Blue

Used mainly on the photo icon

Light Blue

Used mainly to indicate actionable interactions or selections



#247DE9

#2867B2

#70B5F9

#DCE6F1

Colour | Premium

Premium is one of the core streams of revenue of LinkedIn. Flashing out this subscription to entice more users express interest

Premium Shiny Black

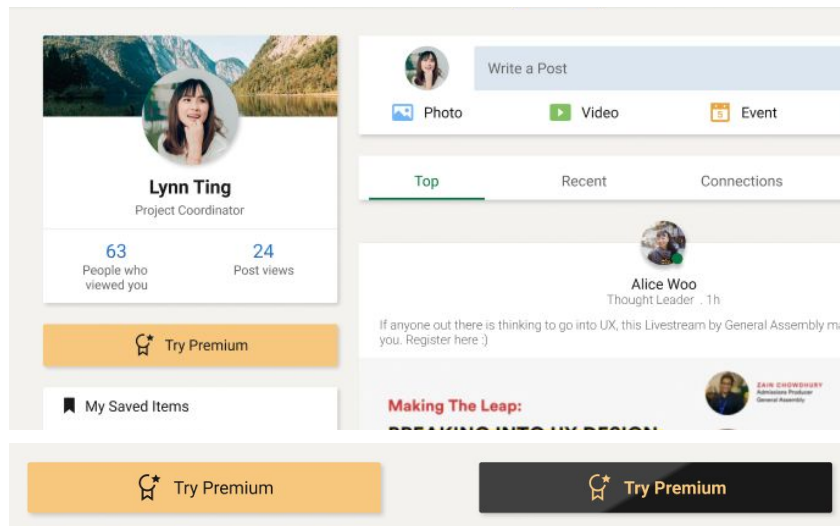
To indicate intractability of premium buttons and give users a sense of superiority

Dark Gold

Mainly used to outline for when gold blend into the background

Gold

Used mainly for the premium button so as to attract attention and also for events icon



#404040

#191919

#C07800

#F8C77E

Colour | Green

Positive and good to go, the green is a symbol of confirmation

Dark Green

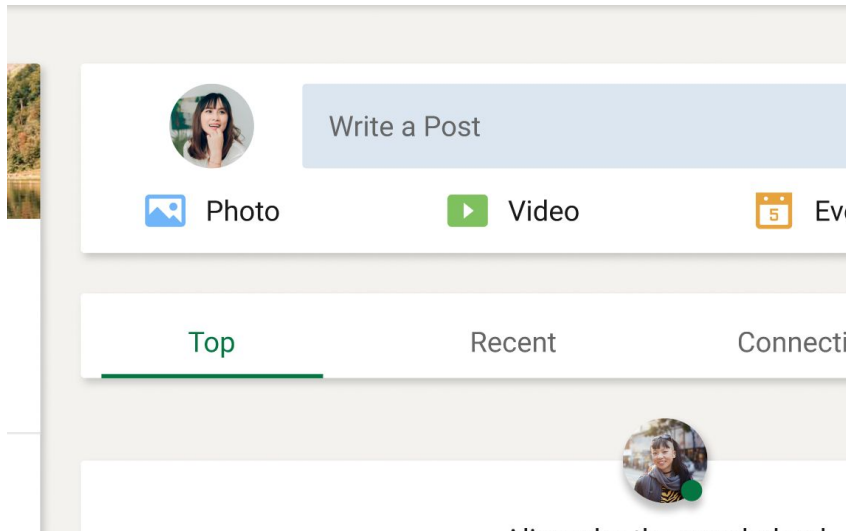
Used as an indicator for hovering interactions

Green

Used on top filter bars and as a status symbol for being online and job application

Light Green

Used mainly for the video icon



#165209

#057642

#6DAE4F

Colour | Red

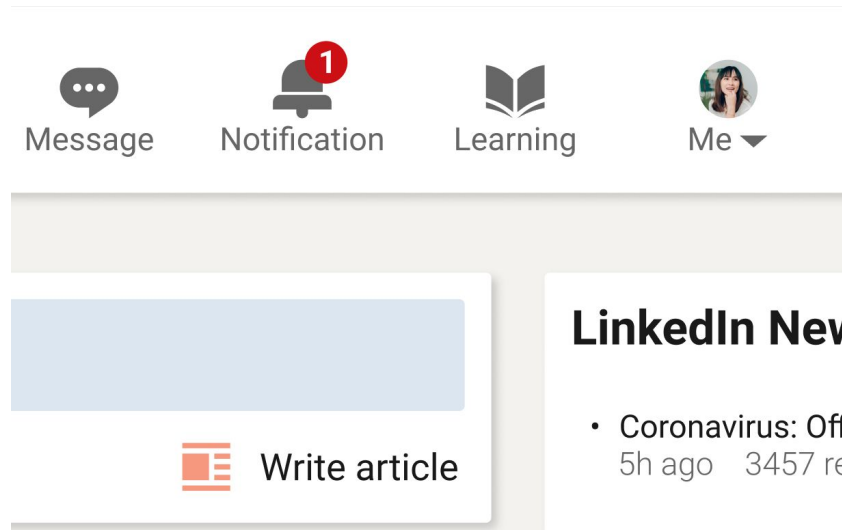
Be notified, red indicates and bring alerts to attention

Red

Mainly used for notifications

Salmon

Used mainly for the article icon



#CC1016

#F5987E

Typography | Website

The typography is standardised to **ROBOTO** throughout, with varying styles of **Bold**, Regular and Light

Users come to LinkedIn to put their best self forward. With Roboto, we want to convey a sense of professionalism in a networking and job finding platform.

Roboto is also comfortable to read, especially when users go through dozens of job listings a day when seeking a job

H1 Roboto Bold (24px)

H2 Roboto Bold (18px)

H3 Roboto Bold (14px)

B1 Roboto Reg (14px)

B2 Roboto Light (14px)

B3 Roboto Reg (12px)

B4 Roboto Light (12px)

A1 Roboto Light (10px)

Typography | Website

Basic

B1 Roboto Reg (14px)

B4 Roboto Light (12px)

Alice Woo
Thought Leader · 1h

If anyone out there is thinking to go into UX, this Livestream by General Assembly may be interesting to you. Register here :)

**Making The Leap:
BREAKING INTO UX DESIGN**

3 JUNE | 12.30PM - 1.30PM SGT | ONLINE
RSVP @ ga.co/UXD3

ZAIN CHENWONG
Administrative Producer
General Assembly

JOELYN CHEOK
UX/UX Designer
Galileo

DERICK NG
UX Designer
SciTech

ESTHER SHE
UX Designer
GIC

MINSUN LEE
UX/UX Designer
Shopee

GA

400 Likes 1 Comment 50 Shares Send

LinkedIn Courses

Figma Course
★★★★★
Alumni/Connections also took this course

After Effect Course
★★★★★
Alumni/Connections also took this course

Groups Recommendation

UX Singapore
Alumni/Connections also took this course [Join](#)

Dribbble Group
Alumni/Connections also took this course [Join](#)

Senior UX/UI Designer (Contract)
Circles Dot Co
North Buona Vista, Singapore

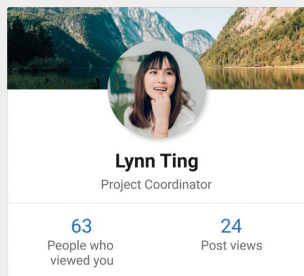
2 Alumni/connections works here
3 days ago 24 applicants [Alert similar](#)

Typography | Website

Profile Card

H2 Roboto Bold (18px)

B3 Roboto Reg (12px)

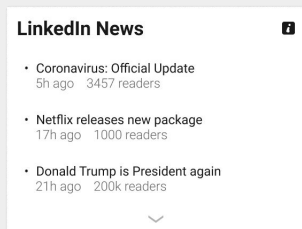


News Card

H2 Roboto Bold (18px)

B3 Roboto Reg (12px)

B4 Roboto Light (12px)



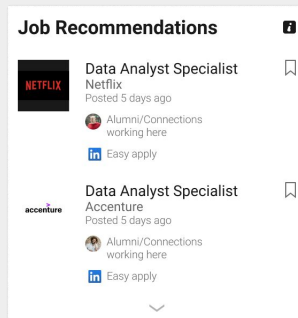
Job Recommend Card

H2 Roboto Bold (18px)

B1 Roboto Reg (14px)

B3 Roboto Reg (12px)

A1 Roboto Light (10px)



Typography | Website

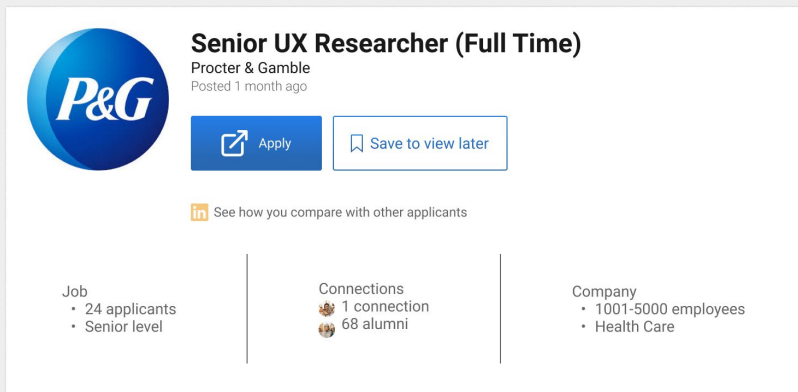
Job Description Top

H1 Roboto Bold (24px)


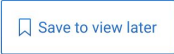
H3 Roboto Bold (14px)


B3 Roboto Reg (12px)

B4 Roboto Light (12px)



Senior UX Researcher (Full Time)
Procter & Gamble
Posted 1 month ago

 See how you compare with other applicants

Job <ul style="list-style-type: none">• 24 applicants• Senior level	Connections <ul style="list-style-type: none">• 1 connection• 68 alumni	Company <ul style="list-style-type: none">• 1001-5000 employees• Health Care
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Job Description

H3 Roboto Bold (14px)

B2 Roboto Light (14px)



Kelly Lim

Recruitment Manager at Procter & Gamble

Try Premium
to use Inmail

The Role

You will be part of the Experience team. The Experience team believes in innovating and pushing the boundaries of experience design. They research, review, iterate and develop meaningful interactions between the client's product and its intended users. The team is made up of Researchers, Engagement Specialists, Product Managers, UX Designers, UI Designers and Developers.

As a UX Designer, you will create elegant, intuitive user experiences that meet the evolving needs of our clients across multiple platforms. A successful candidate will be able to explore and translate complex interactions into simple, engaging solutions and be able to communicate those solutions verbally as well as through sketches, user flows, wireframes and functional prototypes. Candidates must be responsive, flexible and able to succeed in a fast-paced, collaborative environment without supervision.

Skills & Responsibilities

Understand target users deeply; develop or work from personas, conduct task analysis
Create user flows, wireframes, prototypes for web, mobile web and app interfaces
Support execution of project with UI designers and developers to create an effective and visually aesthetic product
Present and defend your design. All your design decisions should be based on the overall design roadmap as well as design best practices
Liaise with clients and Account Leads to discuss each sprint deliverables inline with project objectives

Requirements

At least 2 years of experience in professional UX design role

Typography | Mobile

The typography is standardised to **ROBOTO** throughout, with varying styles of **Bold**, **Regular** and **Light**

For mobile, a greater emphasis is put on readability within a smaller screen. Basic reading texts are in font size 16px, with details and annotation not smaller than 12px

Roboto is also comfortable to read, especially when users go through dozens of job listings a day when seeking a job

H1 Roboto Bold (18px)

H2 Roboto Reg (18px)

H3 Roboto Reg (16px)

M1 Roboto Reg (16px)

M2 Roboto Light (16px)

M3 Roboto Reg (14px)

M4 Roboto Light (14px)

A1 Roboto Light (12px)

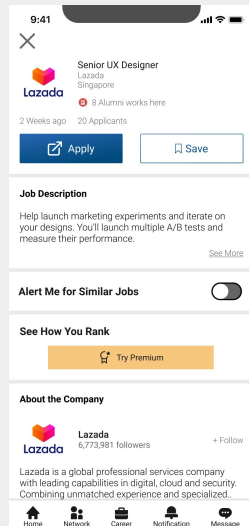
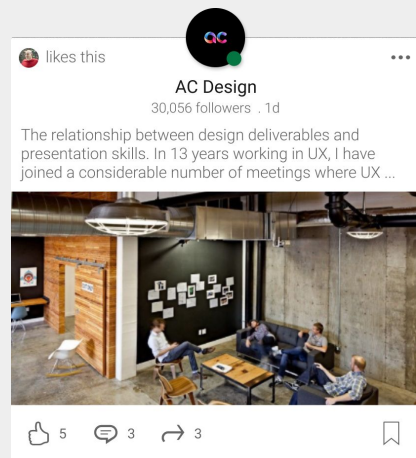
Typography | Mobile

Basic

H2 Roboto Reg (18px)

M2 Roboto Light (16px)

M4 Roboto Light (14px)

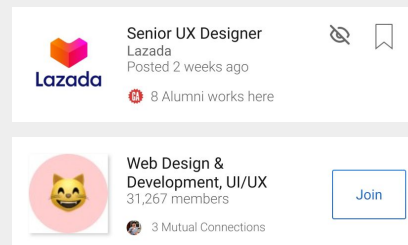


Full Width Cards

M1 Roboto Reg (16px)

M4 Roboto Light (14px)

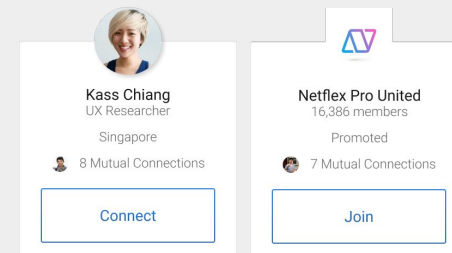
A1 Roboto Light (12px)



Half Width Cards

M3 Roboto Reg (14px)

A1 Roboto Light (12px)

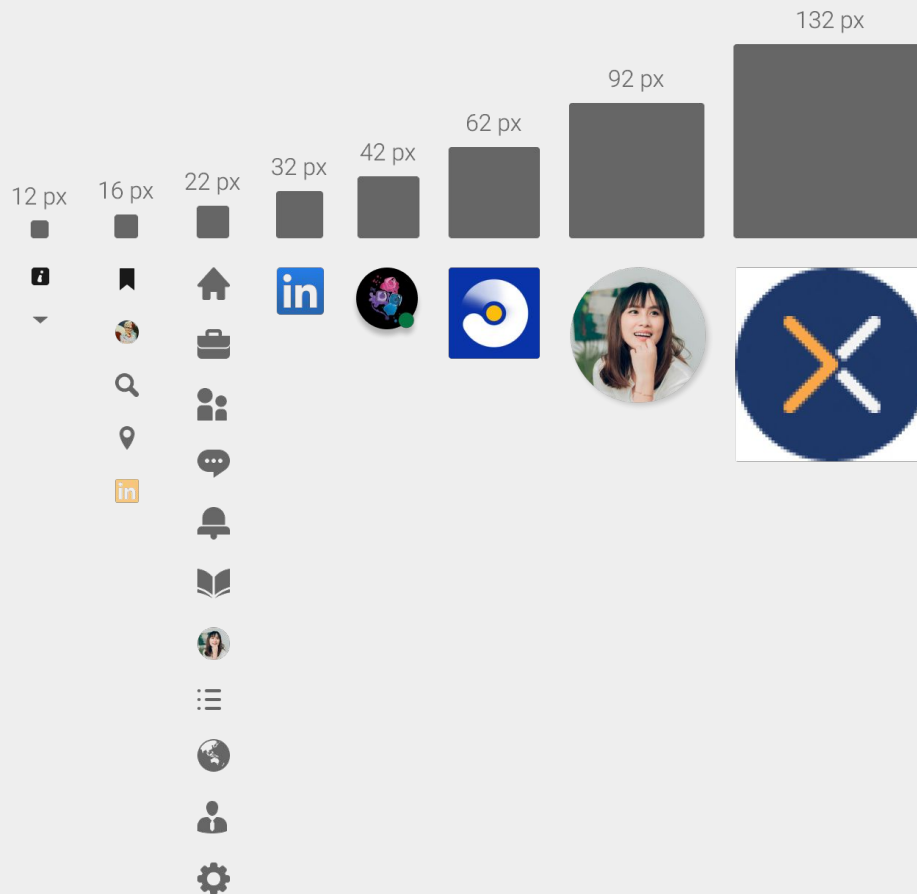


Iconography | Website

We standardised the iconography so that all major icons are in filled style, even over to LinkedIn Learning

Most icons are from the original LinkedIn infographics, with the exception of the globe, businessmen and setting icon.

The LinkedIn logo should not go below 16px, because it will not be recognisable beyond that size.

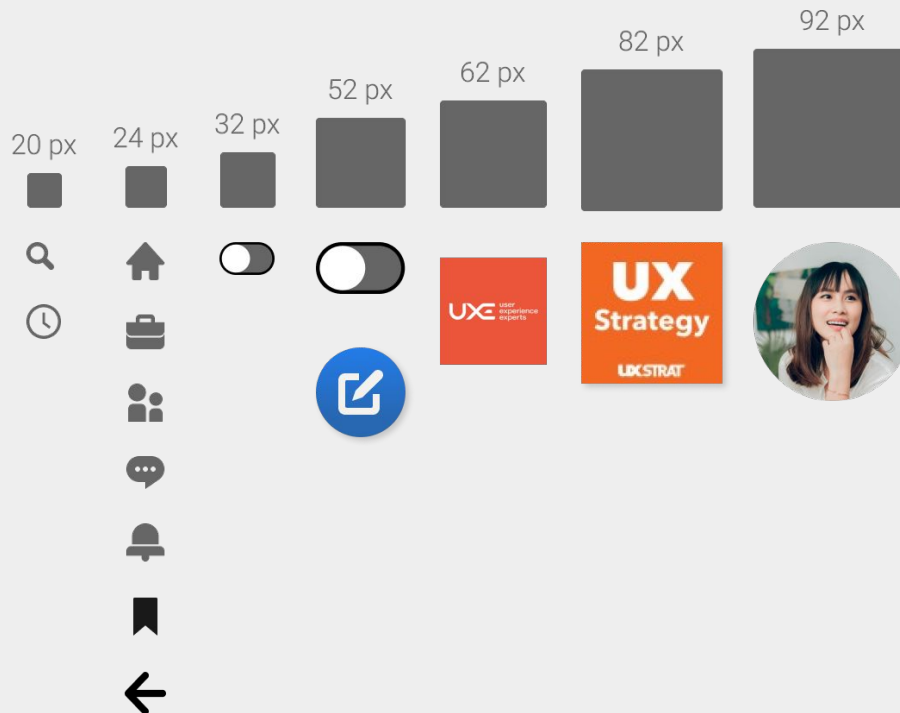


Iconography | Mobile

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Interactable elements in the mobile app has to be 24px and above so as to provide a bigger area for mobile usage



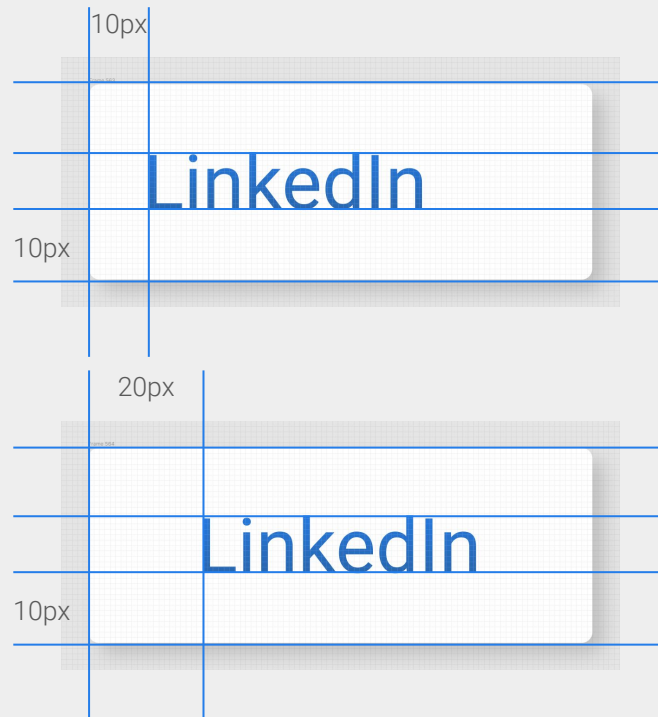
Shapes

A more rectangular shape standardised, we are able to portray the professionalism that users use LinkedIn for.

Shapes are more rectangular with standardised radius of 2px throughout the website and mobile platform.

Drop shadow on cards create more emphasis and gives the pages more depth and dynamism

Padding for wordings within shapes are 10px and 20px according to layout



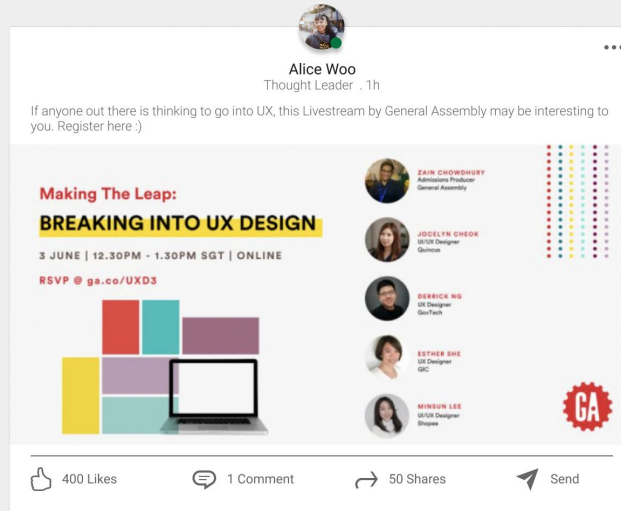
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JOCelyn CHECK
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Gintec

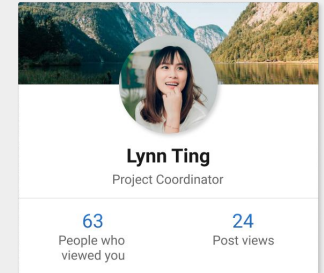
DERRICK NG
UX Designer
Go-Tech

ESTHER SHEE
UX Designer
GIC

MINSUN LEE
UX/UI Designer
Shopee

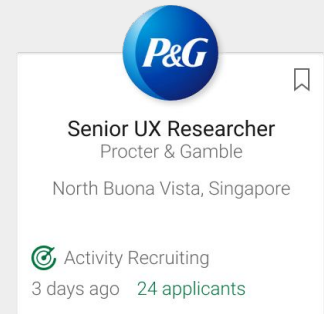
GA

400 Likes · 1 Comment · 50 Shares · Send



Lynn Ting
Project Coordinator

63 People who viewed you · 24 Post views



P&G

Senior UX Researcher
Procter & Gamble

North Buona Vista, Singapore

Activity Recruiting
3 days ago · 24 applicants

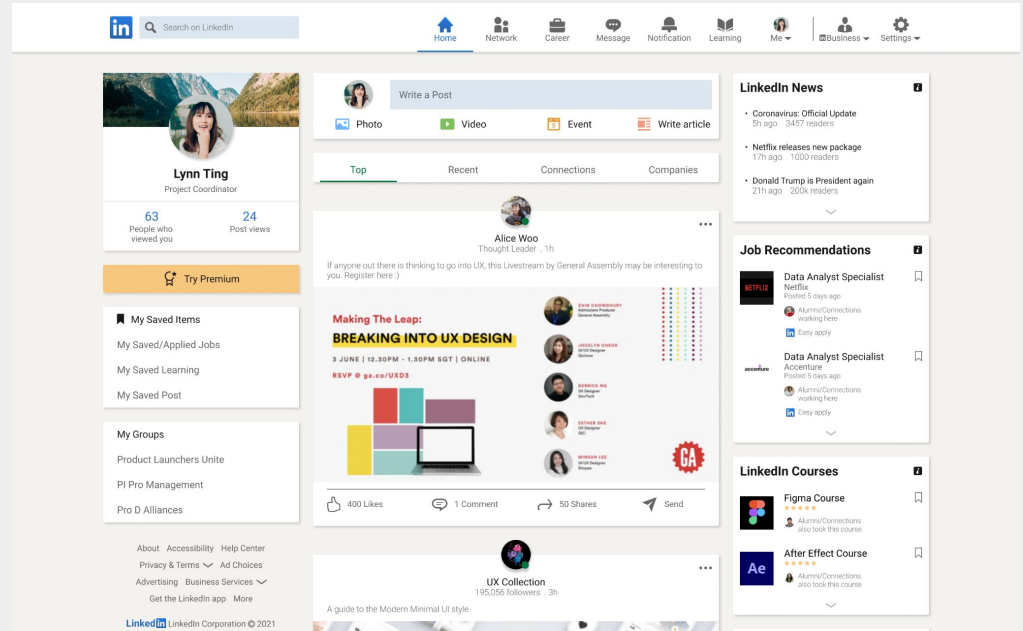
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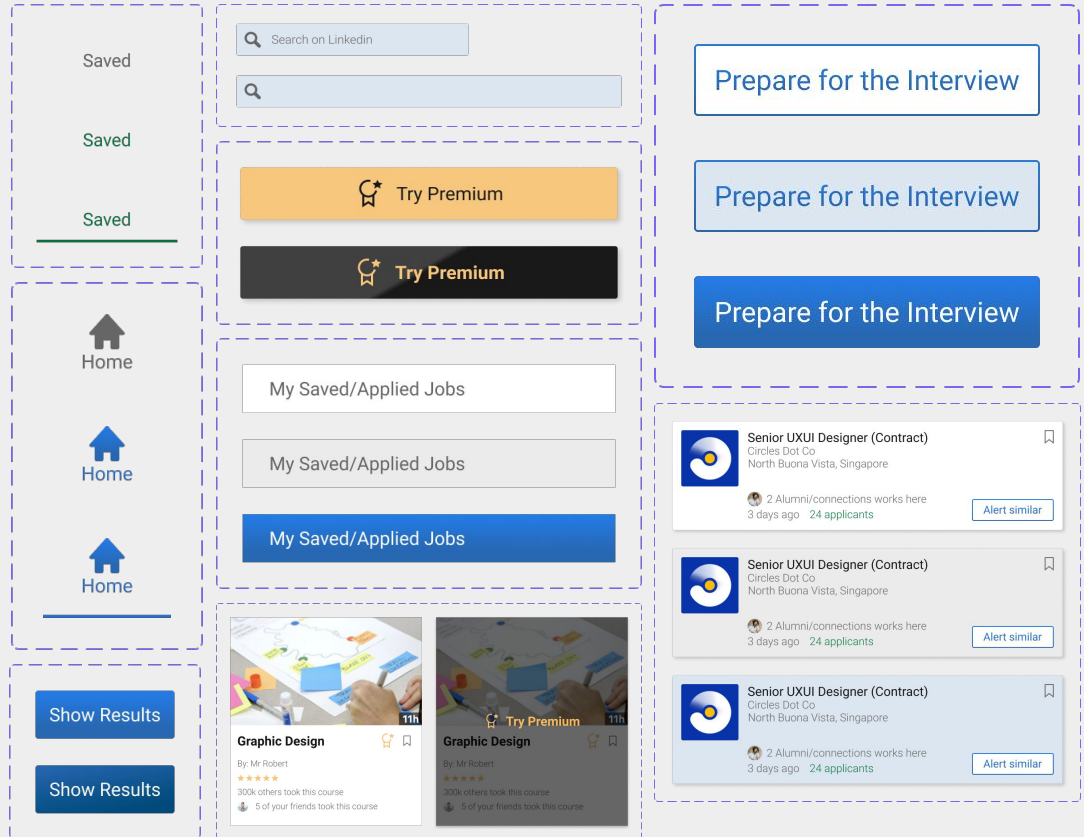
Drop shadow on cards create more emphasis and gives the pages more depth and dynamism



Interactions | Website

Interactive elements we create makes them understandable and recognisable for interactions

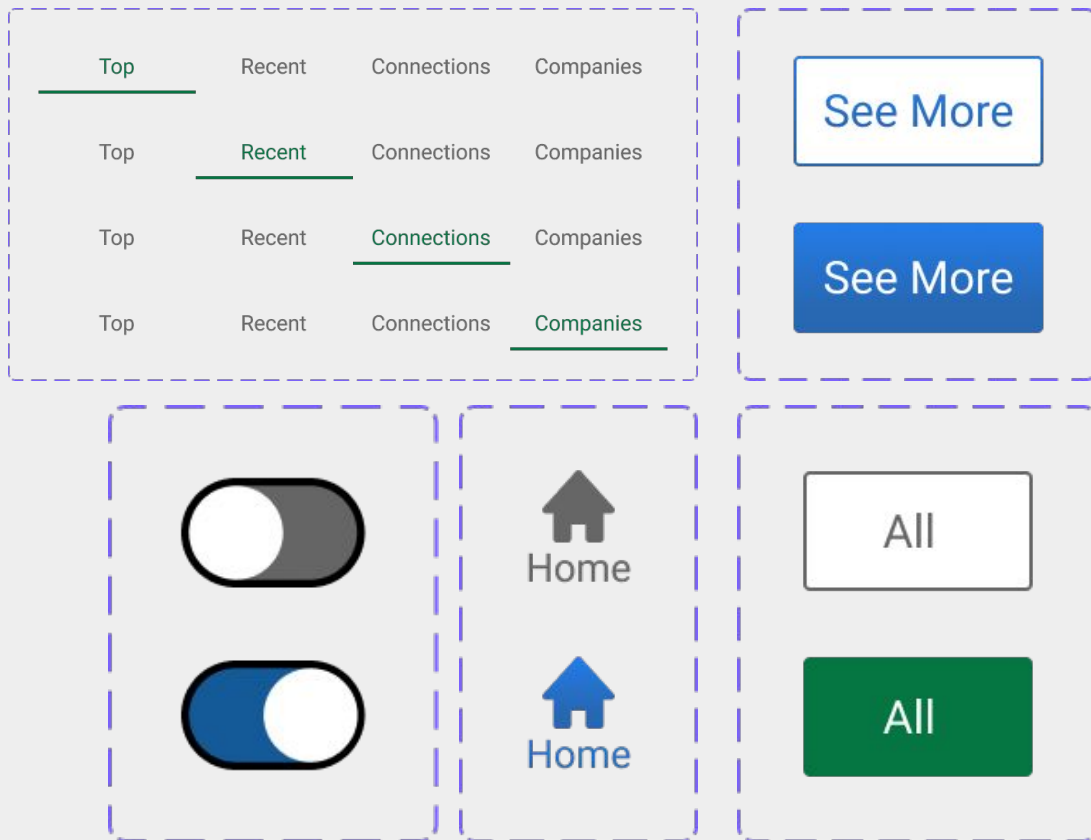
Hovering over interactive elements changes the colour of elements. Selection of elements also changes or underlines elements so as to show selection or indication of page



Interactions | Mobile

Interactive elements we create makes them understandable and recognisable for interactions

Simplified Interactions within mobile app creates immediate reactions. The need for hovering reactions are also not necessary





End