



FILTER

BRAND GUIDELINES

BRAND VOICE AND MESSAGING

One Liner: A short descriptor that defines what we do in one sentence.

We're a digital talent company that places people first.

30 Second Pitch: This 3-line descriptor is what we might say to a friend, client, or peer at a party.

Our purpose is simple – we want to unite the Freelance Nation and change the way the world thinks about creative staffing, forever. By bringing together the best digital talent and providing them with ongoing support and resources that align with their goals and lifestyles, we believe they can move mountains. Together, we are Filterati, and there's nothing we cannot do.

Our Tone and Voice illustrates our brand through words and brings our personality to life. The way we speak lets people know what it's like to work with us. We speak truthfully, without jargon. We are conversationalists, not lecturers. We talk to others like they are real people, about real opportunities, in a fun and authentic way.

OUR GOAL: To inspire hope and remove fear. And foster human progression.

OUR AUDIENCE: All of our internal staff, our candidates and clients alike.

OUR SERVICES: We provide staffing, build Managed Teams and maintain operations.

OUR DIFFERENTIATOR: We're not in the business of just placing people, we're: Placing People. First.

HOW WE SOUND AND SPEAK: We speak from our hearts. We talk about what we do with confidence. We are always optimistic. And we tell it like it is.

LOGO AND TAGLINE

FILTER

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PLACING PEOPLE. **FIRST.**

FILTER PLACING PEOPLE. **FIRST.**

FILTER PLACING PEOPLE. **FIRST.**

FILTER

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PLACING PEOPLE. **FIRST.**

FILTER PLACING PEOPLE. **FIRST.**

Filterati



Filterati logo may be reversed out of any brand colors.

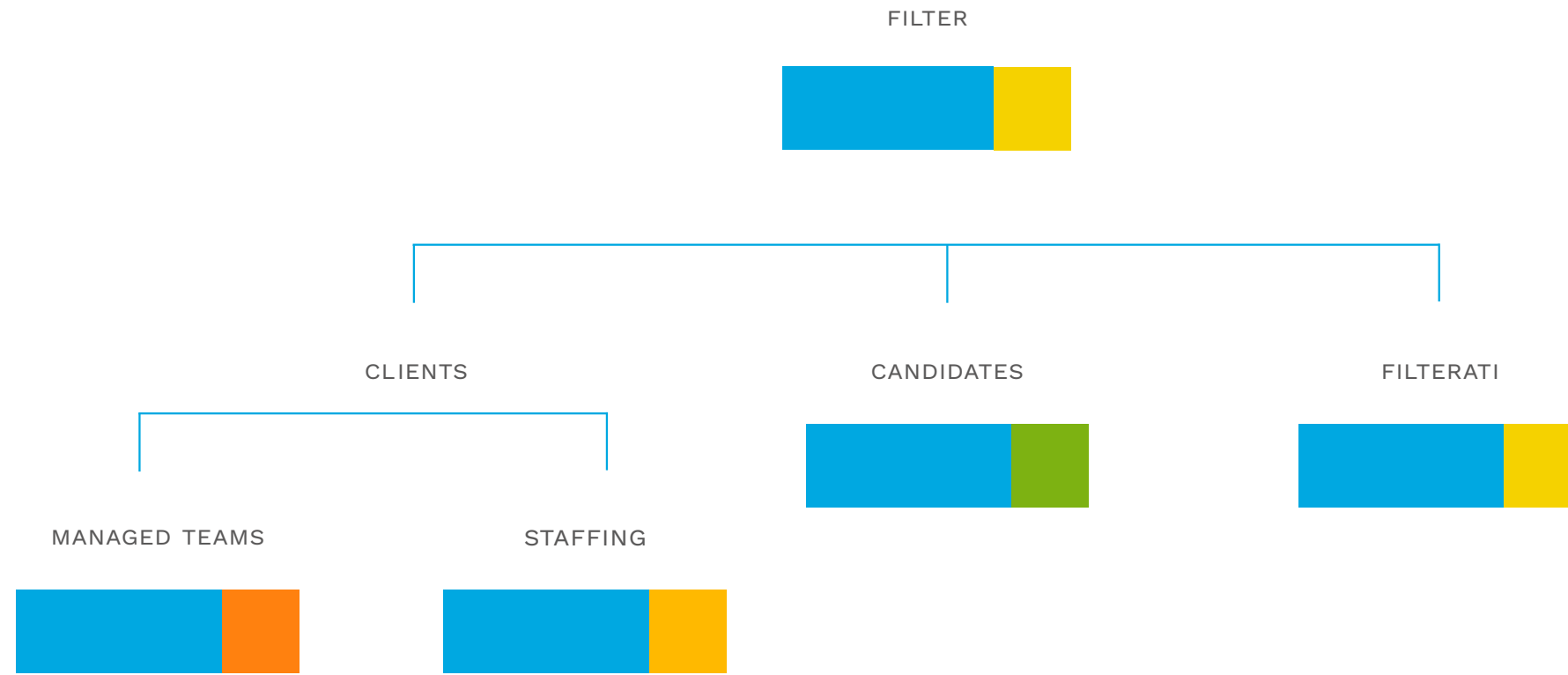


BRAND BLUE
R 0
G 168
B 225
0094e4



GREY
R 90
G 89
B 89
5a5959

COLOR USAGE



MAIN YELLOW
R 245
G 210
B 0
f5d200

BRAND BLUE
R 0
G 168
B 225
0094e4



GREEN
R 125
G 178
B 18
7db212

YELLOW ORANGE
R 255
G 185
B 0
ff9000

ORANGE
R 255
G 129
B 15
ff810f



GREY
R 90
G 89
B 89
5a5959

DARK BLUE
R 90
G 89
B 89
1e7dad

TYPE USAGE

WORK SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WORK SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WORK SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

* May use Calibri in PowerPoint applications

THE REVOLUTION. HAS BEGUN.

Creative people are constantly innovating and thinking outside the box. This allows them to bring fresh ideas to the table and deliver new concepts every day. They understand that the world is changing, and because of them, so are we.

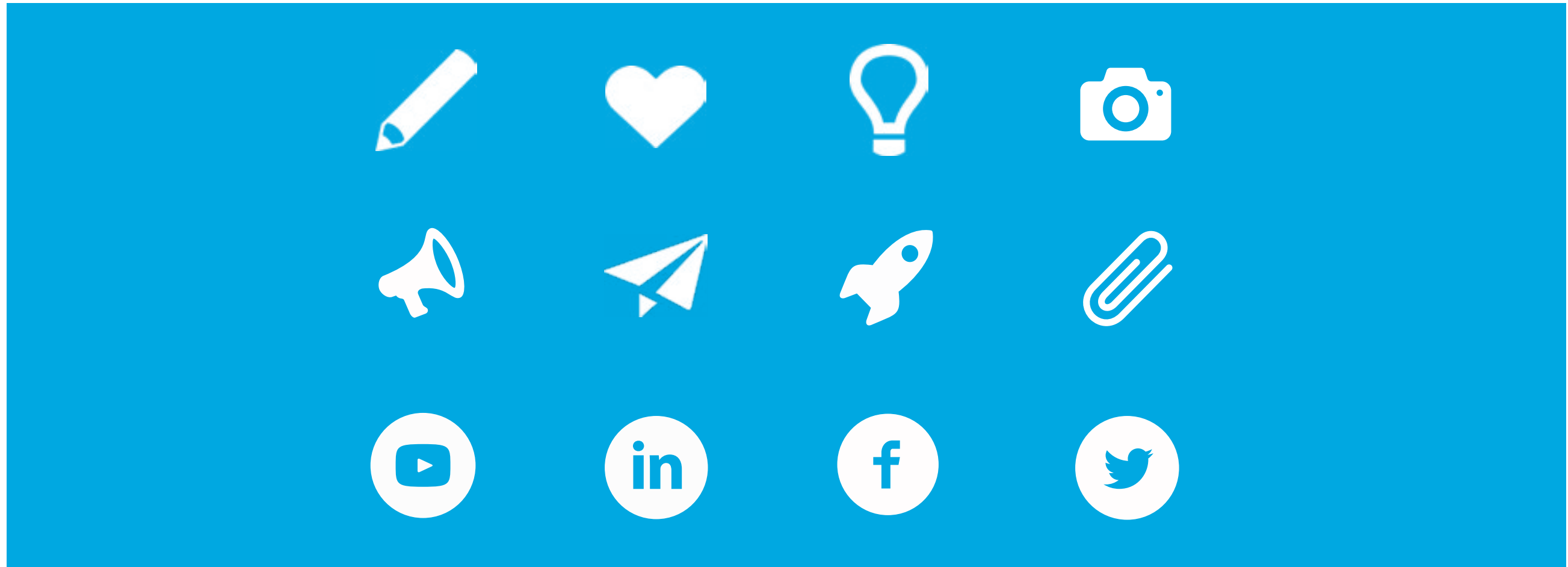
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ICONS



PHOTOGRAPHY: CREATIVE PEOPLE ENJOYING THEIR CREATIVE ENVIRONMENT



PHOTOGRAPHY: DETAILS AND STILL LIVES

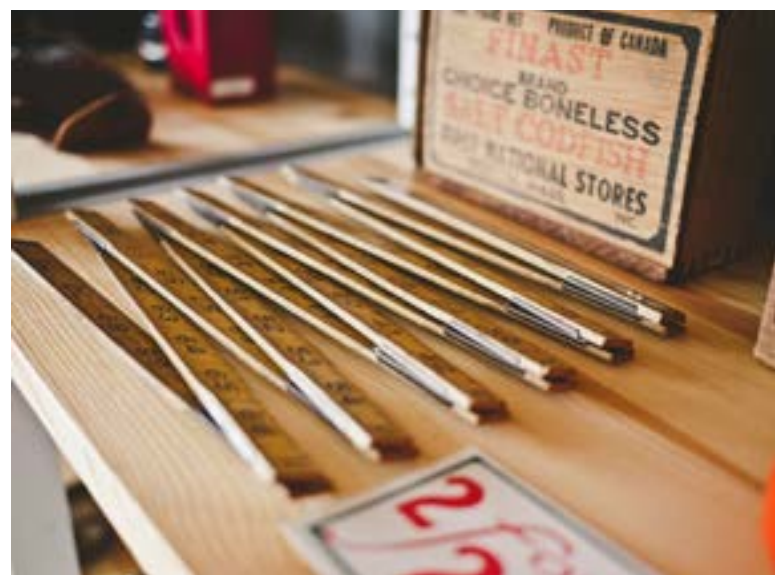
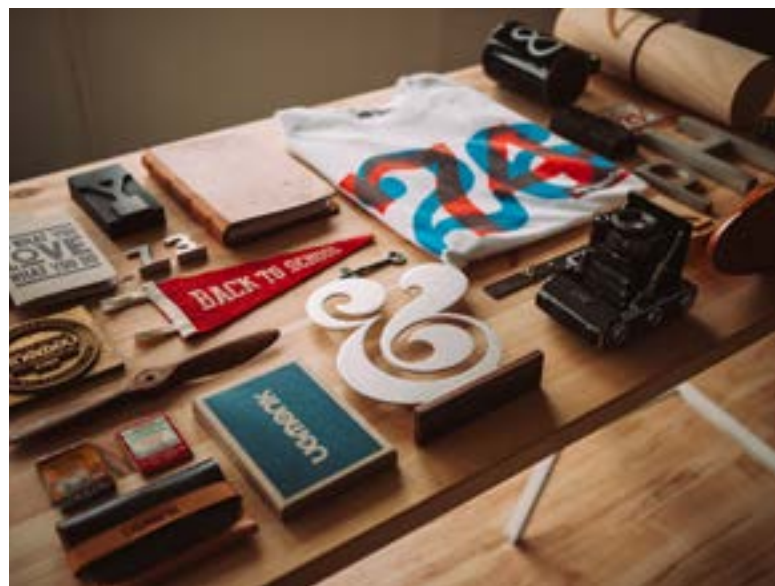


IMAGE TREATMENT



DARK BLUE
R 90
G 89
B 89
1E7DAD

Dark Blue is multiplied over destaturated images.



WEBSITE

FILTER CANDIDATES CLIENTS COMMUNITY ABOUT US CONTACT SIGN IN / REGISTER

SAN FRANCISCO 9:17 AM
After ten years of traveling the world, one of our Filterati reached out to work with us again. welcome home.

PLACING PEOPLE. FIRST.

SEARCH OPENINGS HIRE TALENT NOW JOIN OUR FILTERATI

DISCOVER WORKFLOWS THAT TAMED THE WILD ▶

MAKE A REFERRAL AND EARN CASH

PRODUCING 12,000 IMAGES MONTHLY FOR A 24/7 NEWS CYCLE

FILTER SEARCH JOBS EMPLOYERS BLOG REFERRALS CONTACT US

FILTER CANDIDATES CLIENTS COMMUNITY ABOUT US CONTACT SIGN IN / REGISTER

STAFFING WITH US, YOU'RE ALWAYS IN GOOD COMPANY.

OUR PEOPLE ARE READY TO WORK, TODAY.
We understand that every client has a different need. That's why our talent managers listen. And then, they use their expertise to clearly define and outline the challenges at hand. And finally, they select the best talent, or team for that role. This consultative approach allows us to track, source, staff better, and solve your personnel challenges.

CONTACT US

CREATIVE SERVICES
ART DIRECTION
CREATIVE DIRECTORS
GRAPHIC DESIGNERS
CONCEPTORS
ILLUSTRATORS
INFORMATION ARCHITECTS
INTERACTION DESIGNERS
PRODUCTION DESIGNERS
PRODUCTION DESIGNERS
VISUAL IDENTITY DESIGNERS
VISUAL STORYTELLERS
WRITERS

CONTENT MANAGEMENT & DEVELOPMENT
CONTENT DESIGN
CONTENT STRATEGISTS
CONTENT WRITERS
CONTENT MANAGERS
CONTENT EDITORS
CONTENT PRODUCERS
CONTENT STRATEGISTS
CONTENT WRITERS
CONTENT MANAGERS
CONTENT EDITORS
CONTENT PRODUCERS

MARKETING & ADVERTISING
ACCOUNT MANAGER
ACCOUNT EXECUTIVE
ACCOUNT SUPERVISOR
SALES REPRESENTATIVE
MARKETING MANAGER
MARKETING EXECUTIVE
MARKETING SUPERVISOR
SALES REPRESENTATIVE
MARKETING MANAGER
MARKETING EXECUTIVE
MARKETING SUPERVISOR
SALES REPRESENTATIVE

DEVELOPMENT & TECHNICAL
FULL-STACK DEVELOPER
FRONT-END DEVELOPER
BACK-END DEVELOPER
SYSTEMS ADMINISTRATOR
TECHNICAL EDITOR
TECHNICAL WRITER
QA ENGINEER
UI/UX DESIGNER

3D GRAPHICS & GAMING
3D ARTIST
ANIMATOR
CONCEPT ARTIST
ENVIRONMENTAL ARTIST
GAME PRODUCER
GAME DESIGNER
LEVEL DESIGNER
PRODUCTION ARTIST
TEXTURE ARTIST

WE'RE RE-THINKING THE WAY WE THINK ABOUT STAFFING.

IT'S TIME WE LOOK AT STAFFING DIFFERENTLY.
Let's face it, the old model just doesn't work any more. The labor is, and we're doing something about it. Instead of focusing our efforts solely on the issue of filling roles, we want to make sure about fulfilling dreams. Ultimately, we want to change the status quo, the negative stereotypes associated to staffing agencies, and the way we continue to evolve the industry as a whole.

ALL FOR ONE, AND ONE FOR ALL.
We're creating a fully interconnected network, where everyone is treated exactly the same. That includes internal staff, clients, and candidates alike. Together, we'll share the same resources, enjoy the same support, and work toward one common goal - to help each other succeed. Social groups will form, connections will be formed, and loyalty will grow for many years to come.

We're not in the business of just placing people, we're in the business of placing people, from. And we call those people Filterati.

WHAT YOU GET IS GREAT.
Our talent managers invest heavily in our Filterati - making sure their individual skills, and work styles, are perfectly fit for the jobs we recommend. Their ongoing support sets our candidates up for success, and helps further us in our career.

And our clients get the best people for every job, every time. They require less time to get up to speed, they're more excited about coming to work, and they're not the culture of the company right away - creating a great fit for all.

So see how the Filterati can work for you, visit our staffing, contact us page and explore our page or contact us today. You'll be happy to make you one of us.

PLACING PEOPLE, WITH BIG NAME BRANDS.

razorfish amazon.com Nike NATIONAL GEOGRAPHIC

FILTER CANDIDATES CLIENTS COMMUNITY ABOUT US CONTACT SIGN IN / REGISTER

SERVICES
WE PLACE PEOPLE, MANAGE THE PROCESS, AND HELP YOU LIGHTEN THE LOAD.

WE DO THREE THINGS, REALLY WELL.
We place creative, digital talent. We build managed teams and maintain all the operations. And we treat everyone we work with the same way we like to be treated ourselves - with respect. Because we don't just place people, we place people first.

STAFFING
MANAGED TEAMS & OPERATIONS

SERVICES
WE PLACE PEOPLE, MANAGE THE PROCESS, AND HELP YOU LIGHTEN THE LOAD.

CONTACT US

FILTER

WE DO THREE THINGS, REALLY WELL.
We place creative, digital talent. We also build managed teams and maintain all the operations. And more importantly, we treat everyone we work with the same way we like to be treated ourselves - respectfully. Because we believe the best things in life really do come in threes.

FILTER PLACING PEOPLE, FIRST.

THE REVOLUTION. HAS BEGUN.

Creative people are constantly innovating and thinking outside the box. This allows them to bring fresh ideas to the table and deliver new concepts every day. They understand that the world is changing, and because of them, so are we.

We are driven by one purpose – to unite the entire Freelance Nation and change the way the world thinks about creative staffing, forever. By bringing together the best digital talent and providing them with ongoing support and resources that align with their goals and lifestyles, they can move mountains. Together, we are Filterati, and there's nothing we can't do.

SALES SHEET

STAFFING

We find experienced digital talent for all of your contract, contract-to-hire, full-time, and executive-level roles.

MANAGED TEAMS & OPERATIONS

We build teams of any size to support all your marketing and operational needs.

RDIGITAL.COM

- Art Directors
- Creative Directors
- Graphic Designers
- App Designers
- Illustrators
- Information Architects
- Interaction Designers
- Motion Graphics Artists
- Presentation Designers
- Production Designers
- UI/UX Interface Designers
- UX/User Experience Designers
- Visual Designers
- Development & Technical
- Front-End Developers
- HTML5 Developers
- Javascript Developers
- Mobile Developers
- Technical Writers
- Technical Editors
- Video Editors
- Web Production
- CONTENT MANAGEMENT & MARKETING
- Content Editors
- Content Managers
- Content Strategists
- Copywriters
- Instructional Designers
- Photo Editors
- Producers
- Proofreaders
- Site Managers
- MARKETING & ADVERTISING
- Account Coordinators
- Account Executives
- Account Managers
- Brand Managers
- Marketing Coordinators
- Marketing Managers
- Media Buyers/Planners
- Online Merchandisers
- SEO/SEM Specialists
- Social Media Strategists
- 3D Graphics & Gaming
- 3D Artists
- Animators
- Character Artists
- Concept Artists
- Environmental Artists
- Game Producers
- Prop Artists
- Storyboard Artists
- Vehicle Artists

OUR STANDARDS ARE HIGH. OUR PEOPLE ARE EXCEPTIONAL.

Rethinking the way the world thinks about creative staffing...

Filterati

RUN BY CREATIVES FOR CREATIVES

HYPER-NICHE, LASER FOCUSED

BOUTIQUE AGENCY

FILTER

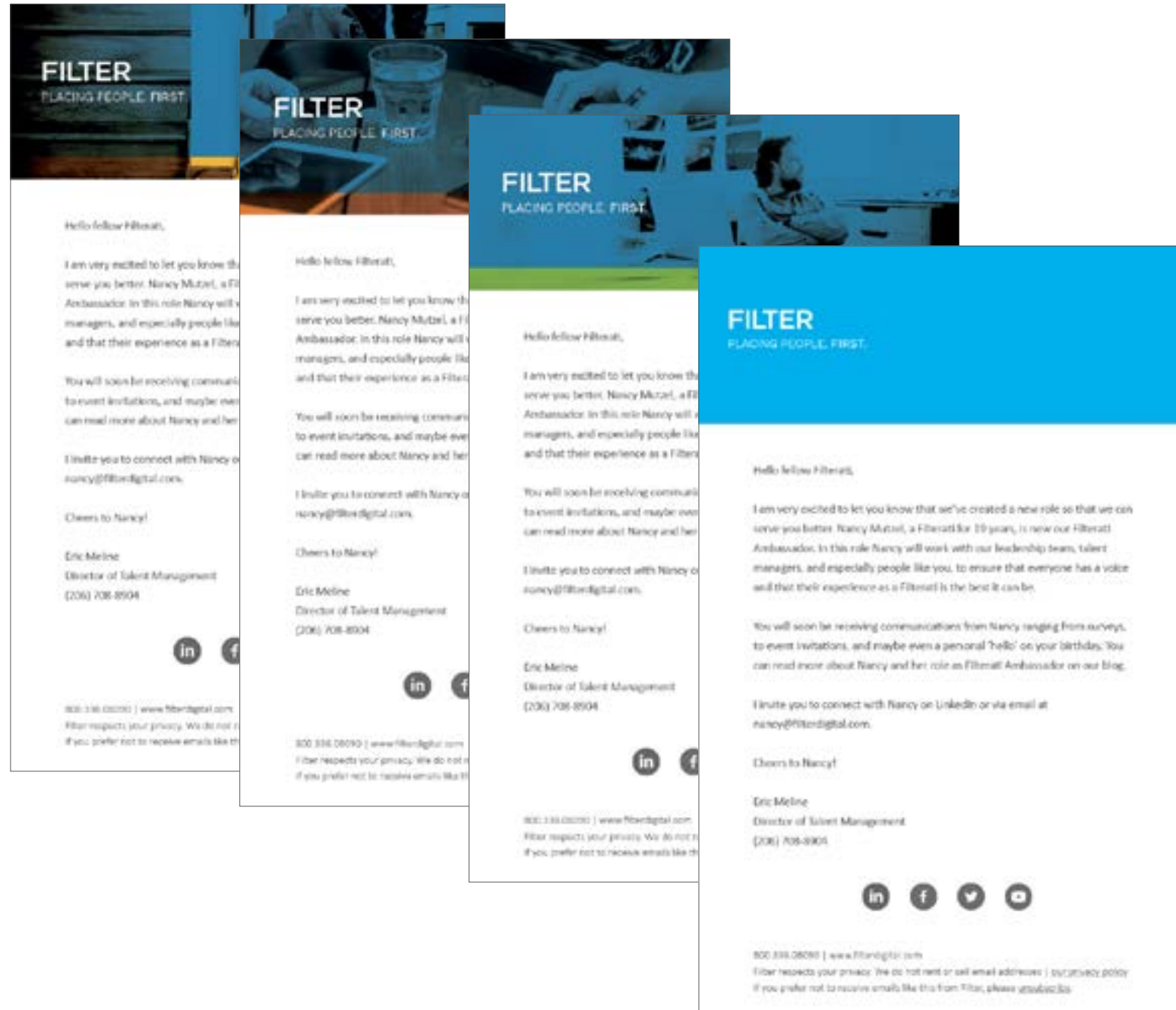
Filterati tribal values

- EXPOSE YOURSELF. Be real.
- THINK FRESH. Be courageous.
- DO THE RIGHT THING. Now.
- THE TRUTH HEALS. Be kind, be brave.
- CELEBRATE CONTRIBUTION. Share success.
- LOVE. Yes, love.
- HAVE FUN!

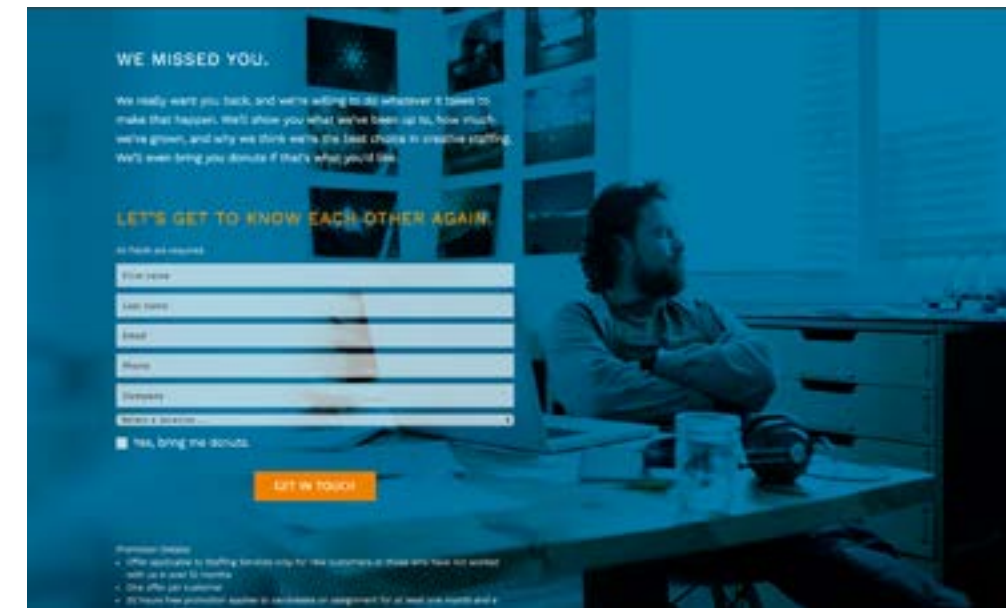
FILTER

POWERPOINT TEMPLATE

SALES MATERIALS



EMAIL TEMPLATES



CAMPAIGN LANDING PAGE



THANK YOU!