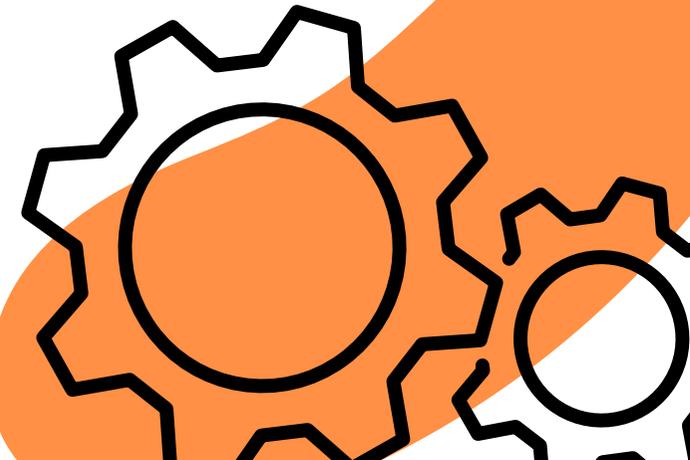


PROCESS

It's My Job website

Rebranding

<http://itsj.dev.fbi.ie>



WHAT IS THE PURPOSE ?



The client is a job search meta-engine website for job listings.

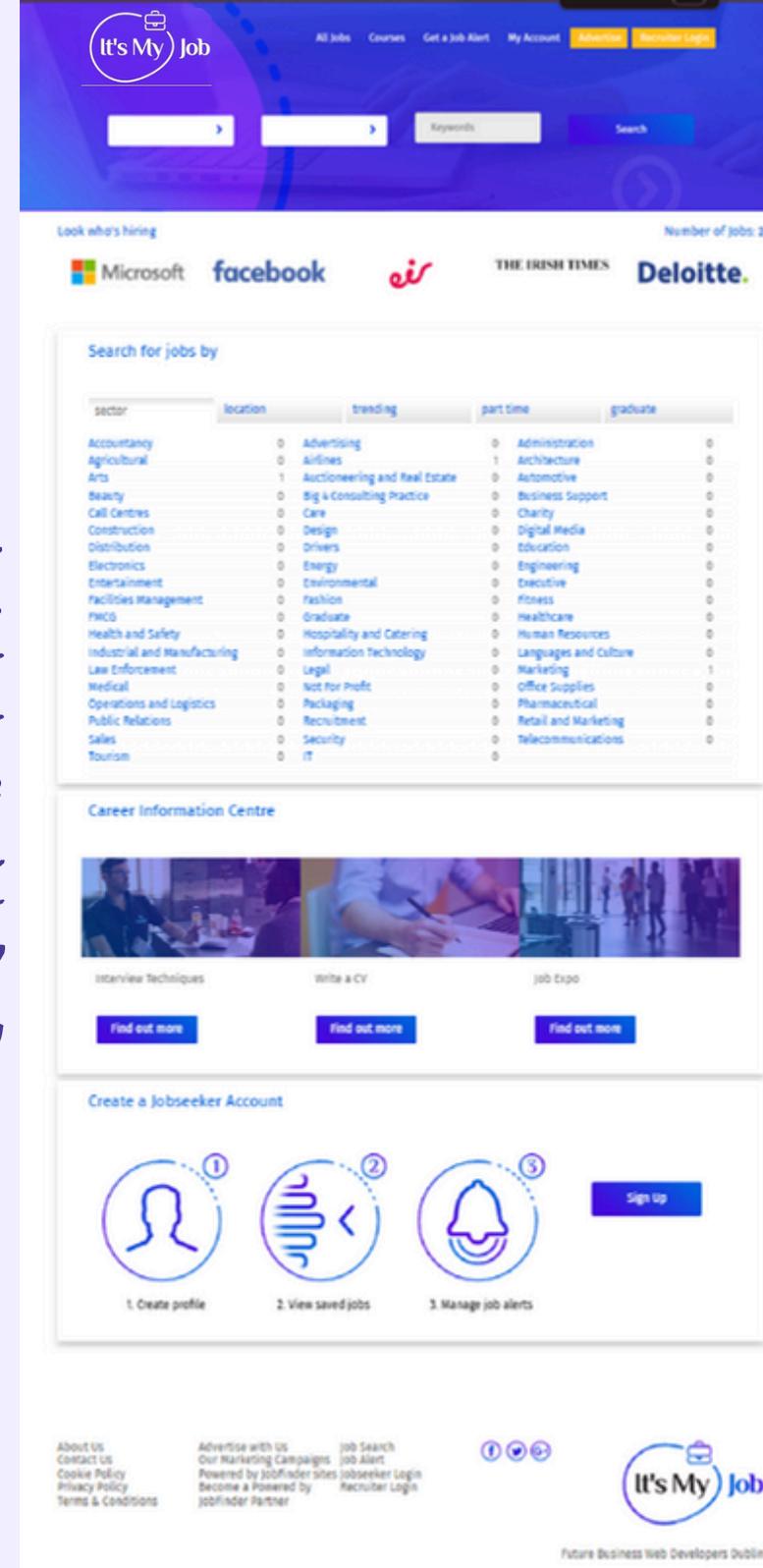
He wants to **modernise** its website (including the logo), in order to **reach the younger customers** and to be more accessible and attractive for recent generations.

Recent generation have a different way of thinking : they are better dedicated to looking inwards, to have a balanced life between their job and their personal life, and to add much **more meaning** to the job they will be doing.

He doesn't want to keep the dominance of the electric blue color, and would like to slightly reorganise the search options by removed the "part-time" and "graduate" options, which will appear inside the "trending" option.

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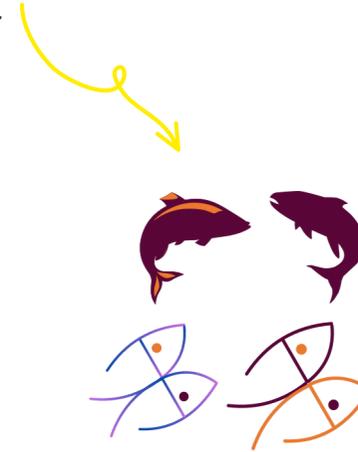
sector	location	trending	part time	graduate	
Permanent Jobs	2	Contract Jobs	0	Part-Time Jobs	0
Graduate Jobs	0				



WHY THE SHAPE OF A FISH ?

The first and second logos are made from the letters “IMJ”, for “It’s My Job”.
The last ones represent a leaping fish. It could be a salmon referring to the “Salmon of Knowledge” ; this is a creature from **Irish mythology**, who was known as "The Wise" and was once transformed into a salmon.
Whoever eats this salmon, acquires all the knowledge of the world.

this one
chosen



SHAPE
PICK

Fish represents **vitality, movement**. It has to be flexible at every stage of life, to be brave to cross all the water currents, to succeed and to return to their source (to transmit all its knowledge to the following).

The source is the job as well and the personal development, the current is the flow of job offers and all possible paths.

The company wants to be accessible and to **offer opportunities** to all new job seekers.

Therefore, if you decide to participate into this flow of information and “eat” the job search salmon, you will take in what is useful and disregard what is not, and you will find the job that **suits you the best**.

So... Eat the Fish !

Possible contrary idea / sub text ? *We are all the same, we foolishly follow the flow -like the misconception people have about fishes-*

OTHER SHAPES SUGGESTED :



shape of a clementine / slice : our society is like the inside of a clementine, a fruit ; the company believe that there is a job for everyone, everyone can have a place and impact the society, like the slice of the clementine. The “tasty” strength come with the union.

contrary idea / sub text possible : a fruit can rote, so the society will rot ? + we can be slave of the diktat of the society.

shape of a sprout, or a branch : with an idea, grows an opportunity. The company want people to develop themselves, improve their skills. The company is also looking for new talents. There will be always a beginning, or a rebeginning.

contrary idea / sub text possible : we can be changed by the companies, or replace by youngsters.



shade of a feather arrow, with the letters “I / M / J” (It’s My Job) :

show that the company has offers which will reach expectations. There are offers for everyone.

shape of footprints : humans are an important part of every societies ; our past, our present, our future is marked on the ground. We are making the paths of tomorrow.

(On the last, footprints of lion)

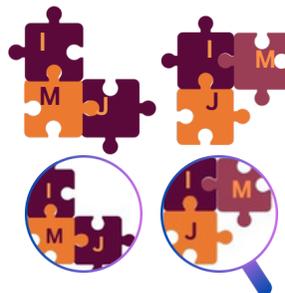
contrary idea / sub text possible : the job market is a jungle ?



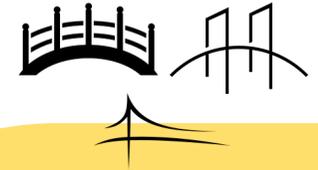
shape of a sound : as a megaphone, the company offers a huge job listings, it will be good to know that. there is the “IMJ” letters incorporated (It’s My Job).

shape of a puzzle : we need of everybody, when we are together, we are stronger, the puzzle is parts of our lives, parts of society, when we have a complete puzzle, all make sense.

contrary idea / sub text possible : to be just a piece of a puzzle.



shape of a bridge : find a job can be hard sometimes ; as a bridge, the company do the link and helps candidates to find more easily their “dream job”.



shape of spark : refers to the “magic” and the sparkling ; a lot of jobs proposed, on a screen, it looks much easier. And there is a good award at the end : a job.

shape of a keyhole : although the company offers a lot of jobs, candidates are the key to access to it, to find the job which will suit them the best. We may see a person (represented by the keyhole) inside the second logo (same meaning).

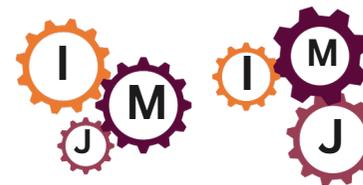
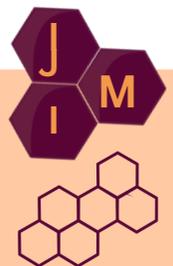
contrary idea / sub text possible : maybe the shape of the keyhole can represents a pawn : “don’t want to be a piece of your play”.



shape of tree : represents the vitality, the growth of the job market. The potentialities, opportunities. Has other significations but I don’t have any in mind haha.

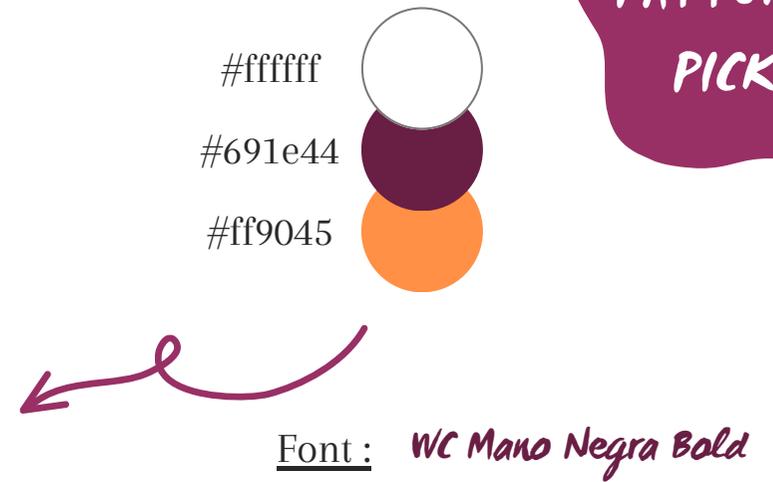
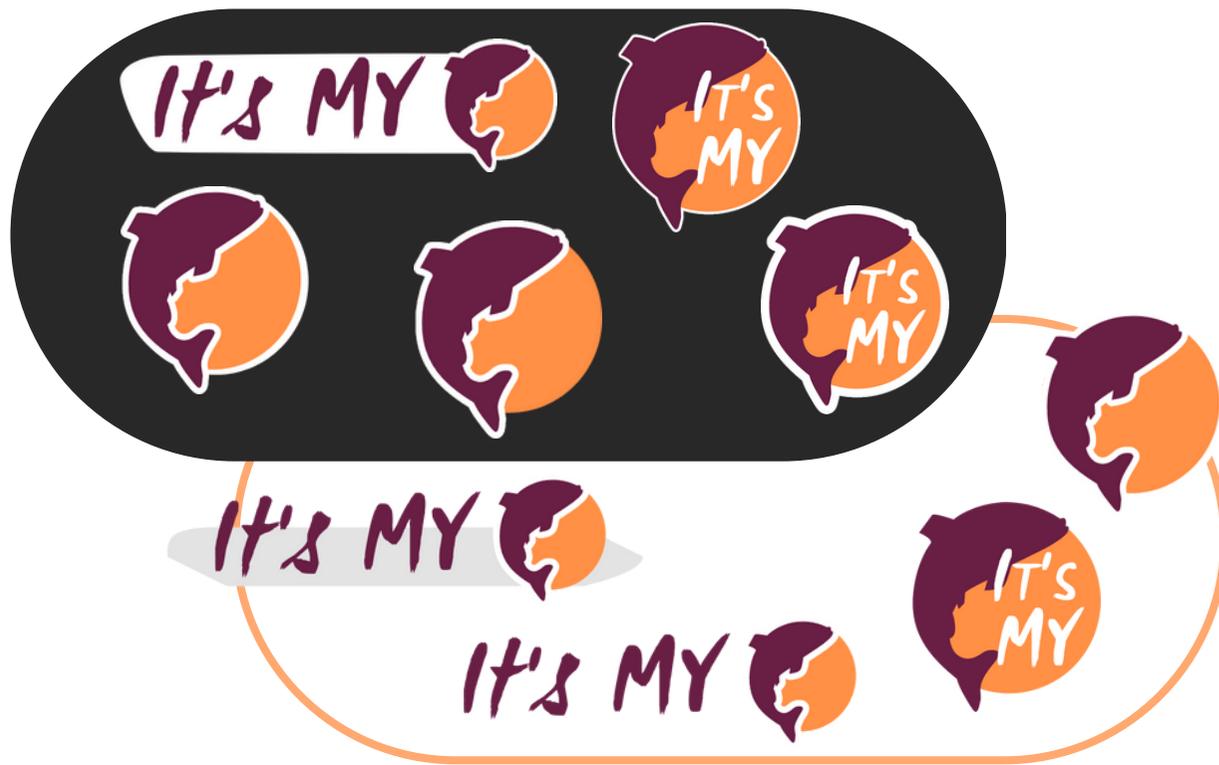
shape of honey or a cell as well : our society is like the inside of a beehive ; company believes that there is a job for everyone, everyone can have a place and impact the society, the strength comes with the union of people.

contrary idea / sub text possible : bees work until they die and can’t choose their role, so can we ?



shape of 3 gears : our society is like the gears ; the company believe that there is a job for everyone, everyone can have a place and impact the society, the strength come with the union.

contrary idea / sub text possible : the gears can get stuck ; to be just a cog in the machine.



**PATTERN
PICK**

The **fish** reflects the braveness to cross water currents / the current is the flow of job offers and all possible paths.

The **round** is the source (of information, accomplishment) / which also leads to the employment.

Both portray **a balance** in order to find the right path, that's the reason this shape was chosen (a sort of a yin and a yang, a self-perpetuating cycle).

The orange suits the best to the round and highlights the fish.

The **font** should be light when it is written on the shapes, to optimise contrast and visibility. Otherwise, it'll be written in deep purple for the link with the fish. The font reproduces **handwriting**, not from a child hand but rather an adult hand. Expresses a **personal implication**, reinforces the feeling that the brand is involved with its customers.

The logo shapes are the "J" + "O" of "Job". **"Job" is deleted** to have a more fluid logo and to symbolises the genuine bond, unity between job seekers' decisions and their values: It's my Job... It's my fish... It's my life... It's my decision !



This color analysis is adapted to Irish culture and other similar cultures.

COLOR MEANING

Using **orange** (#ff9045) and **purple** (#691e44) together in a logo creates an unconventional impression due to a powerful complementarity : the orange reveals an **optimistic and energetic** point of view while the purple represents more of a **serious and reliable** position. It has a dynamic and contemporary feel that aligns well with a web-based company.

Together, they deliver a powerful, inspiring approach.

- **Pragmatic & Creativity** : The orange brings the vigor, vitality, imagination, while the deep purple adds more control and reality with its sophistication, depth, and introspection.
- **Innovative & Bold** : The combination stands out, suggesting a brand that is forward-thinking, daring, and not afraid to be unique, and knows where to go, as are recent generations.
- **Modern & Traditional** : The orange provides a lively, active feel, while the purple can add an element of traditional thoughts, therefore means that the company doesn't forget the work systems traditionalism but supports the changes in the society evolution.
- **Youthful & Serious** : The vibrant visual of the playful orange and the richer and the wise purple brings a youthful sophistication : it can appeal to a younger or modern audience who appreciates playfulness but also wants to be taken seriously.



#691e44



#ff9045



#f5aa78



#ffffff



#3f3f3f



It's My Job

MOODBOARD



Arapey Regular

IT'S MY JOB !

WC Mano Negra Bold

THIS IS ANOTHER TEXT

Time for the website redesign !

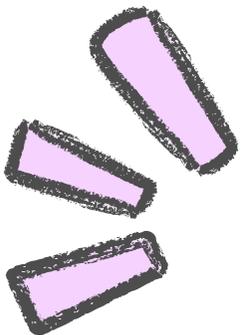
Button in the main page, which is the search button :

2 possibilities of presentation / working.

1/ a simple search, fast and efficient (with a placeholder to guide the search).

2/ dynamic button. First, you type or select the job sector, and proceed (on the arrow). Then, the button changes and you must choose the job location. After have proceeded a 2nd time, the button changes again and, for the last step, you can write keywords if you want and proceed, or just proceed.



Images used for illustration purposes

What do you want to accomplish?



Look who's hiring



SEARCH YOUR JOB

Sector		Location		Trending	
Location	2	Location	2	Location	2
Location	0	Location	0	Location	0
Location	0	Location	0	Location	0
Location	0	Location	0	Location	0
Location	0	Location	0	Location	0
Location	0	Location	0	Location	0
Location	0	Location	0	Location	0
Location	1	Location	1	Location	1
Location	0	Location	0	Location	0
Location	0	Location	0	Location	0
Location	0	Location	0	Location	0
Location	2	Location	2	Location	2
Location	0	Location	0	Location	0

Jobseeker Account



Manage your profil



View saved jobs



Manage job alerts

SIGN UP

CAREER INFORMATION CENTER

Job Expo

Write a CV

Interview Techniques



Eat the Fish!

Job Search Job

Alert Jobseeker

Recruiter Space

Login