

dispeceri.mk

Brand Guideline

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dispeceri.mk

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Intended for: dispeceri.mk

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Welcome to Our Brand

Welcome to the official brand guidelines for dispeceri.mk. This guide defines our visual identity, typography, and color system across public pages and dashboards to ensure a clear, unified brand presence everywhere we operate.

Core Values

Our Mission

To connect skilled dispatchers with top logistics employers through a fast, transparent job platform that simplifies career discovery and streamlines B2B recruitment.

Our Vision

To become the premier career and hiring marketplace for the dispatching industry in Macedonia, empowering professionals to grow and logistics businesses to scale.

Integrity

We champion verified job listings, transparent hiring terms, and honest employer profiles, building lasting trust between candidates and recruiting companies.

Innovation

We pair an intuitive public job search with smart employer dashboards, making it effortless to discover roles, manage applicants, and hire faster.

Customer Focus

We serve both sides of the market equally—helping job seekers land the right role while giving B2B hiring teams the tools to find qualified talent.

Sustainability

We focus on long-term career matches and reliable talent pipelines, helping dispatch professionals build lasting careers and companies reduce turnover.

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Primary Logo

Use the primary logo in its original form and colors. Ensure sufficient spacing around the logo to maintain its visibility and impact.

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Logo Variations

Use these variations when the primary logo is not suitable. Do not alter the logo's proportions, colors, or orientation.

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dp

dp

dp

dp

dp

dp

Navy

#152238 / Primary Color

Teal

#0f9f8f / Accent color

Amber

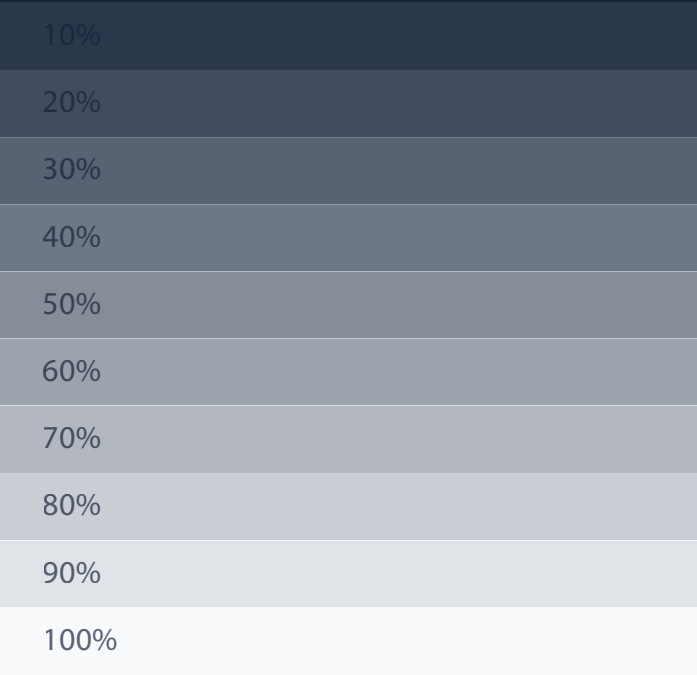
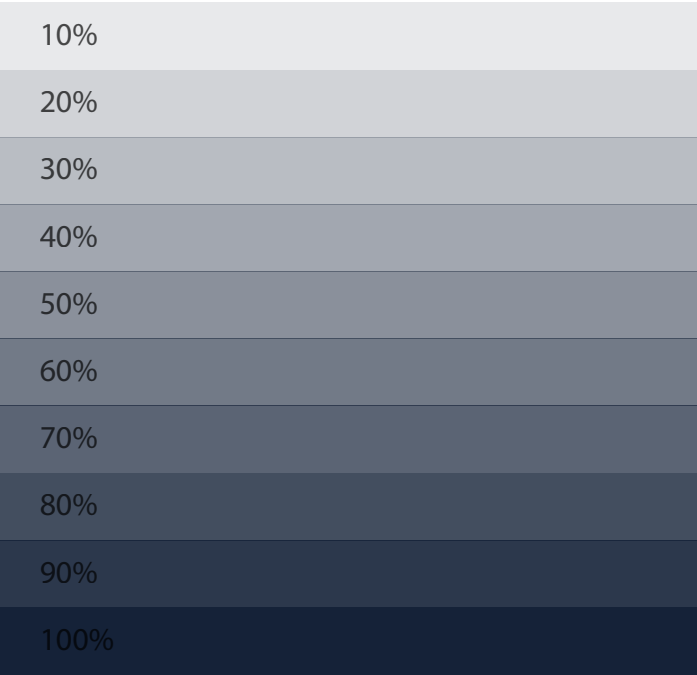
#f4a62a / Secondary Highlight

Slate

#64748b

Soft

#f8fafc



Typography

Typography is a key element of our brand identity. Use the specified fonts to maintain a cohesive and professional appearance.

Unbounded
Sora

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper

Primary

Unbounded
8 Variant weight

ABCDEFGHIJ
abcdefghij

Secondary

Sora
8 Variant weight

ABCDEFGHIJ
abcdefghij

Body Text

Inter
18 Variant weight

ABCDEFGHIJ
abcdefghij

Headline Here

Sub Headline Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate

1234567890

Numeric / Symbols

! @ # \$ % ^ & * () _ + - = < > ? /

! @ # \$ % ^ & * () _ + - = < > ? /