



WedgeHR

Brand Guidelines



Brand Guidelines

Our brand guidelines are here to keep things *clear and consistent.*

Inside, you'll find everything from our vision and values to messaging, design, and how we bring the brand to life - so it's easy to stay on track, together.





Brand Foundation

Brand Foundation

Vision



Vision

We envision a world

where hiring teams can see people
for who they really are and use that
to build their dream team.



Purpose

To reshape early-stage hiring

so great people are seen sooner,
teams move faster, and more
potential is found.



Brand Foundation

Mission



Mission

Supercharge *candidate-driven
hiring* so teams can land the
best people sooner.



Brand Foundation

Values

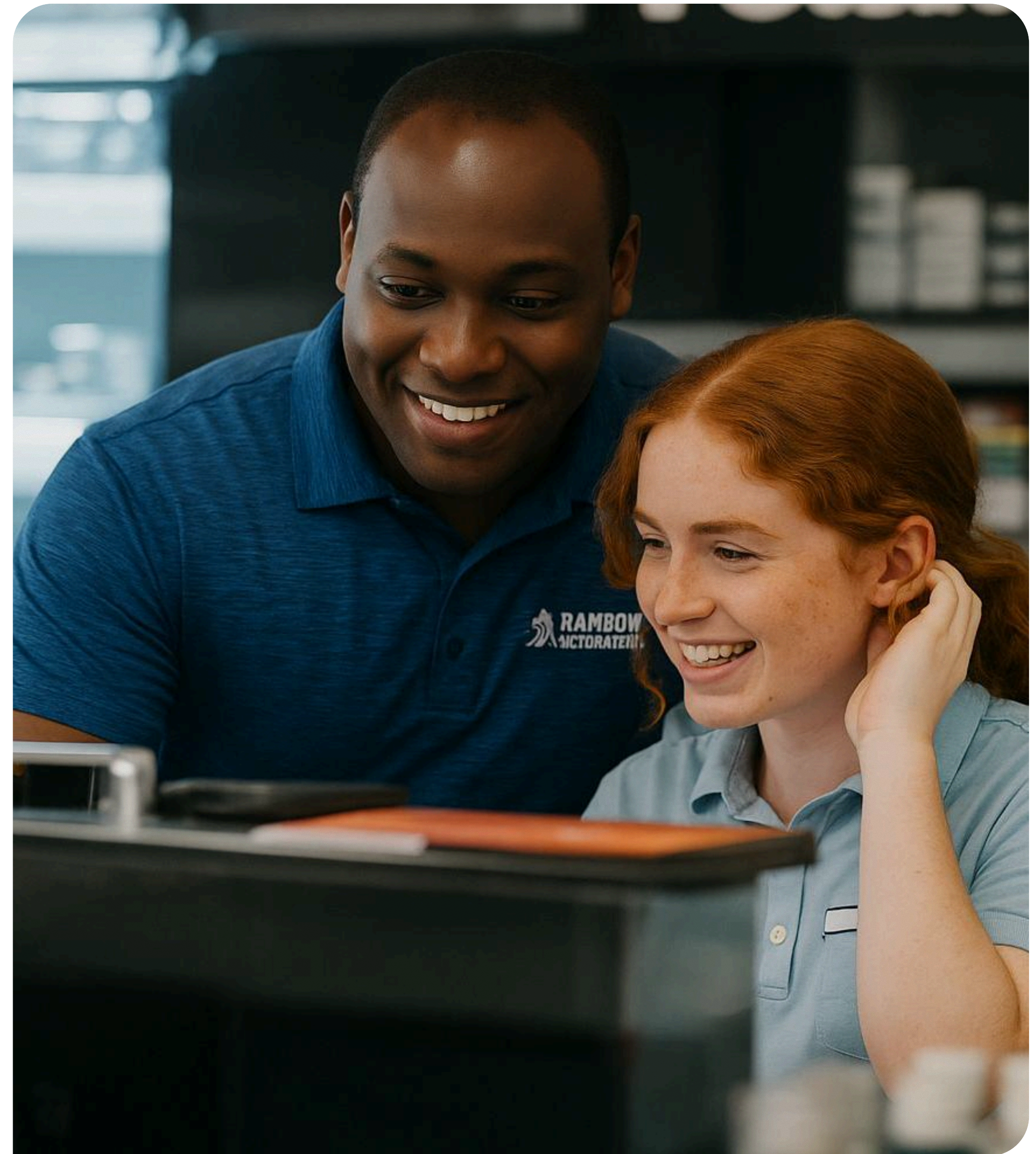
- ▶ Efficiency
- ▶ Integration
- ▶ Quality
- ▶ Reach



Time is a *non-renewable* resource

Value :: Efficiency

Compressed schedules make it easy to compromise on quality, and any delay can cost the business. When we reclaim time; then speed and quality no longer compete, and we are empowered to build stronger teams and better businesses.



Fit matters *most*

Value :: Quality

True fit not only builds lasting strength and longevity into your company DNA, but it also adds intangibles that you simply can't measure. When everyone is in the right seat, they feel the freedom to bring their best to the table. The best companies prioritize fit.



Great tools get out of the way

Value :: Integration

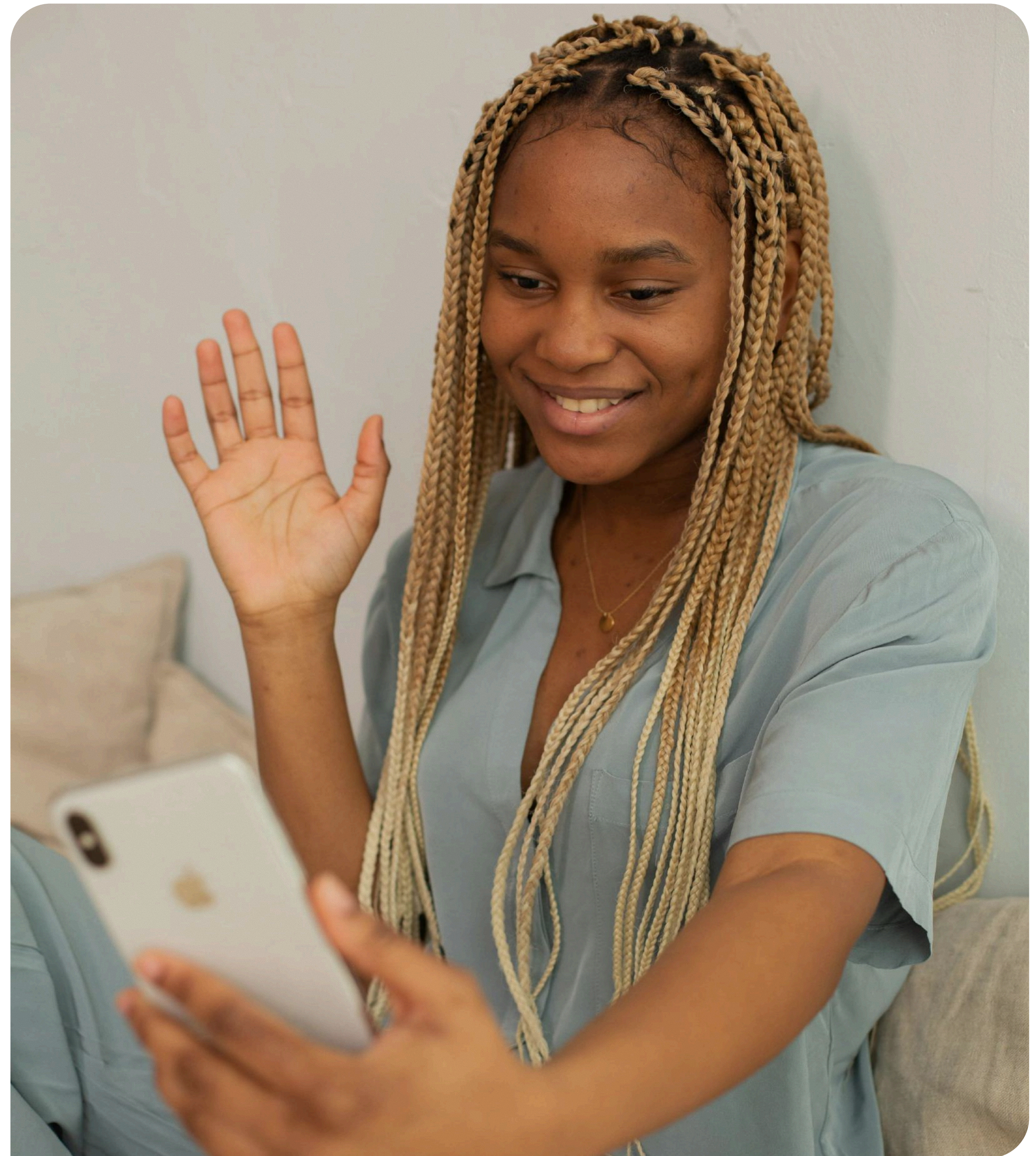
The best tools don't overhaul your process, they quietly supercharge it. We believe in technology that doesn't demand attention, but silently earns trust by removing friction, saving time, and surfacing what matters most in sync with existing workflows.



Reach with clarity is an unfair advantage

Value :: Reach

Broader access to high-intent talent brings more opportunity. And leveraging that reach with speed not only creates a competitive moat, but also stability in any climate.





Brand Messaging



Brand Messaging

Positioning

- ▶ Company
- ▶ Product

Our Company

WedgeHR is a Michigan-based company built on the belief that everyone deserves the chance to be truly seen. We're creating a candidate-driven hiring platform that helps people share who they are - on their time - and gives hiring teams the insight they need to connect sooner, move faster, and make smarter decisions.

Simple by design and powerful in impact, WedgeHR has helped over 1 million candidates engage meaningfully with hundreds of hiring teams.

Founded in the Midwest, we're proud to build diverse teams, strong partnerships, and a more human hiring experience - one connection at a time. Since 2015, we've focused on creating meaningful connections - within our own team and across the hiring landscape.



Our Product

WedgeHR helps people who want a job to record a quick video when it works for them - giving hiring teams a faster, more flexible way to connect without the scheduling hassle.

It's a candidate-driven platform that captures early insight, helping hiring teams get the context they need to move quickly and make better decisions. Whether you already use an ATS or are just getting started, WedgeHR fits seamlessly into your workflow.

It's easy to set up, simple to use, and built to help teams move faster, spot top talent sooner, and make smarter decisions - all while keeping the experience candidate-friendly.

RATINGS

Why you want to work here?

• Motivational

3 of 6

AI Summary

Chloe expressed a strong interest in working for your company because she takes pride in creating welcoming spaces for others.

She emphasized her appreciation for structure

Chloe

Customer

Chicago

Ratings

RATINGS

Sarah Smith

Robert Johnson

Steven Strickland

Brand Messaging

Solutions

- ▶ Speed to Respond
- ▶ Smart Screening at Scale
- ▶ Spot Quality Early
- ▶ Skip Delays & Ghosting
- ▶ Collaboration Made Easy
- ▶ Candidate friendly experience

Respond with speed

Keep momentum going.

WedgeHR helps you strike while interest is high. Instantly invite applicants to engage through video or AI screening - because top candidates aren't just looking at you. If you don't move fast, someone else will. Less waiting, more winning.

Need

Candidates expect quick acknowledgment after applying.

Pain

Slow responses result in ghosting, drop-off, or candidates accepting offers elsewhere.

Why it matters

High-quality candidates often disappear in days - the best teams engage in hours.

Screen at scale

Find the standouts, fast.

WedgeHR replaces manual resume review and early phone screens with structured video interviews and AI summaries. Teams can review responses in minutes, saving hours while identifying top talent faster.

Need

Quickly identify qualified candidates without drowning in resumes.

Pain

Recruiters and hiring managers spend hours reviewing resumes that don't meet basic requirements.

Why it matters

Slows down time-to-hire, increases workload, and leads to poor-quality interviews.

Spot quality early

See beyond the resume.

WedgeHR gives candidates a chance to show who they are - not just what they've done. Get a feel for their personality, communication style, and motivation upfront. With built-in summaries and transcripts, it's easy for your team to review and align fast.

Need

Get real insight into communication skills, professionalism, and motivation - before the first interview.

Pain

Resumes don't show soft skills or cultural fit. Recruiters waste time on interviews that go nowhere.

Why it matters

Teams need a way to surface high-intent candidates quickly.

Skip Delays & Ghosting

Interviews on their time, reviews on yours.

WedgeHR makes it easy for candidates to interview when it works for them - and just as easy for your team to review when it works for you. No more calendar chaos, no more no-shows. Just momentum.

Need

Keep serious candidates engaged with flexible, on-demand screening.

Pain

Manual scheduling slows things down and gives candidates time to drop out or ghost.

Why it matters

The longer the wait, the more candidates disappear. Async tools keep the process moving.

Collaborate with ease

Hiring is a team sport. Collaborate across teams.

WedgeHR brings everyone into the loop with shared candidate views and easy review tools, so teams and stakeholders can align fast and make confident decisions without the back-and-forth or extra meetings.

Need

Hiring managers, recruiters, and teams need to be aligned and able to review candidates easily.

Pain

Email chains, spreadsheets, and siloed notes create delays and miscommunication.

Why it matters

Collaborative tools lead to faster, more confident hiring decisions.

Candidate friendly

Build an experience that attracts talent - not turns them away.

WedgeHR is built for today's candidates - mobile-first, easy to use, and ready to go without logins or downloads. Whether or not you use an ATS, it fits right in and keeps the experience seamless from start to finish.

Need

Deliver a fair, modern, mobile-friendly experience that feels respectful of candidates' time.

Pain

Outdated or clunky processes push great candidates away.

Why it matters

A great first impression helps employer brand and improves conversion.

Brand Messaging

Key Features

- ▶ Builder
- ▶ Collaborate
- ▶ Enterprise
- ▶ Capture
- ▶ Connect
- ▶ Success
- ▶ Viewer
- ▶ Insights

Builder

Build structured, on-brand interviews in minutes.

Interview builder

Title and present what you're hiring for with a clear, candidate-friendly introduction.

Question playlists

Create a reusable set of questions once and assign it to multiple interviews.

Intro and outro videos

Add a personal touch with warm welcome and wrap-up videos, before and after candidates hit record.

Question library

Choose from 150+ pre-recorded questions or customize your own.

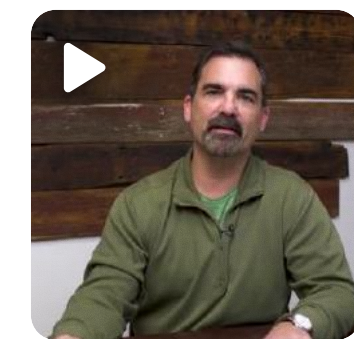
Response controls

Set think time, response length, and retake rules to match your hiring style.

+ ADD PROMPT

Customer Support Interview

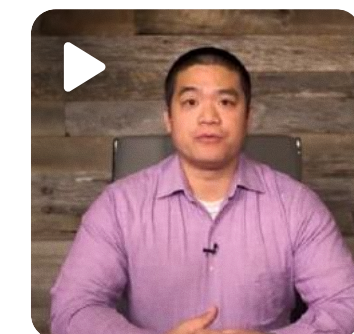
+ Add an intro



• General

Tell me about yourself

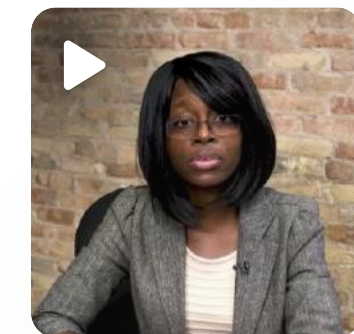
Practice 30s Duration 1



• General

Describe the best boss

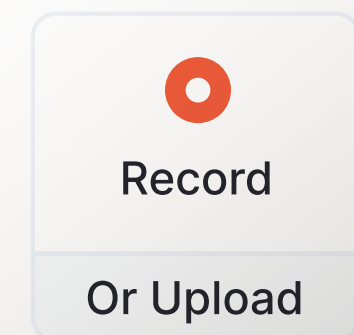
Practice 30s Duration 1



• General

How do you know if you
have a positive effect on

Practice 30s Duration 1



• Custom

How do you know if you
positive effect on other

Practice 30s Duration 1

Capture

Simple for candidates to record - anywhere, anytime.

Video interviews

Capture candidate responses through one-way video interviews.

Invites

Send interviews via email, text, or shareable link - no logins or downloads required.

Mobile friendly

Available on any device - no app needed, just press record.

Custom branding

Customize interview pages with your logo, colors, and welcome/wrap-up videos.

Phone interviews

Use AI-powered phone interviews to capture voice responses.

Reminders

Automated reminders to keep candidates on track and increase response rates.

Accessible

Built-in closed captions and accessibility support.



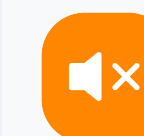
Number of questions

This process will start with a practice question followed by 5 video questions



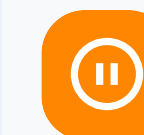
Total time

The entire interview should take about 20 minutes

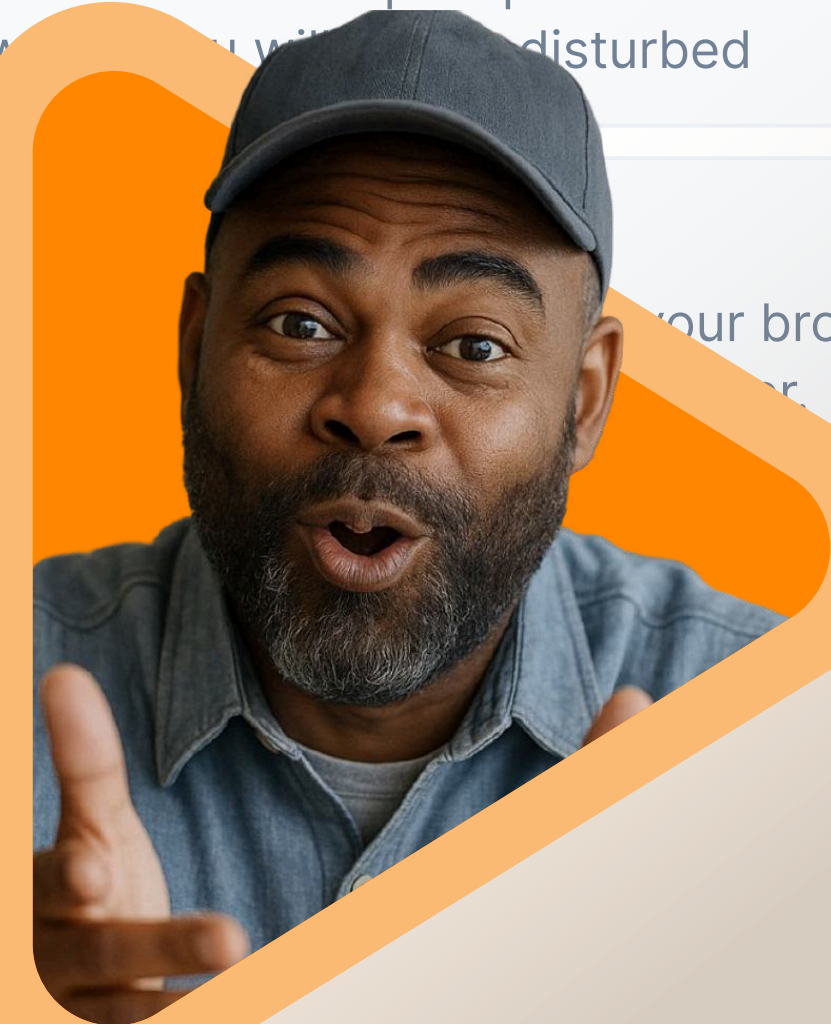


Quiet location

You will need a quiet place where you won't be disturbed



Your browser t
er



Viewer

See a candidate's response - clear and ready to review.

Candidate viewer

See everything about a candidate in a single, streamlined view.

AI summary

Get a quick, AI-generated highlight of the candidate interview and a transcript to speed up decision-making.

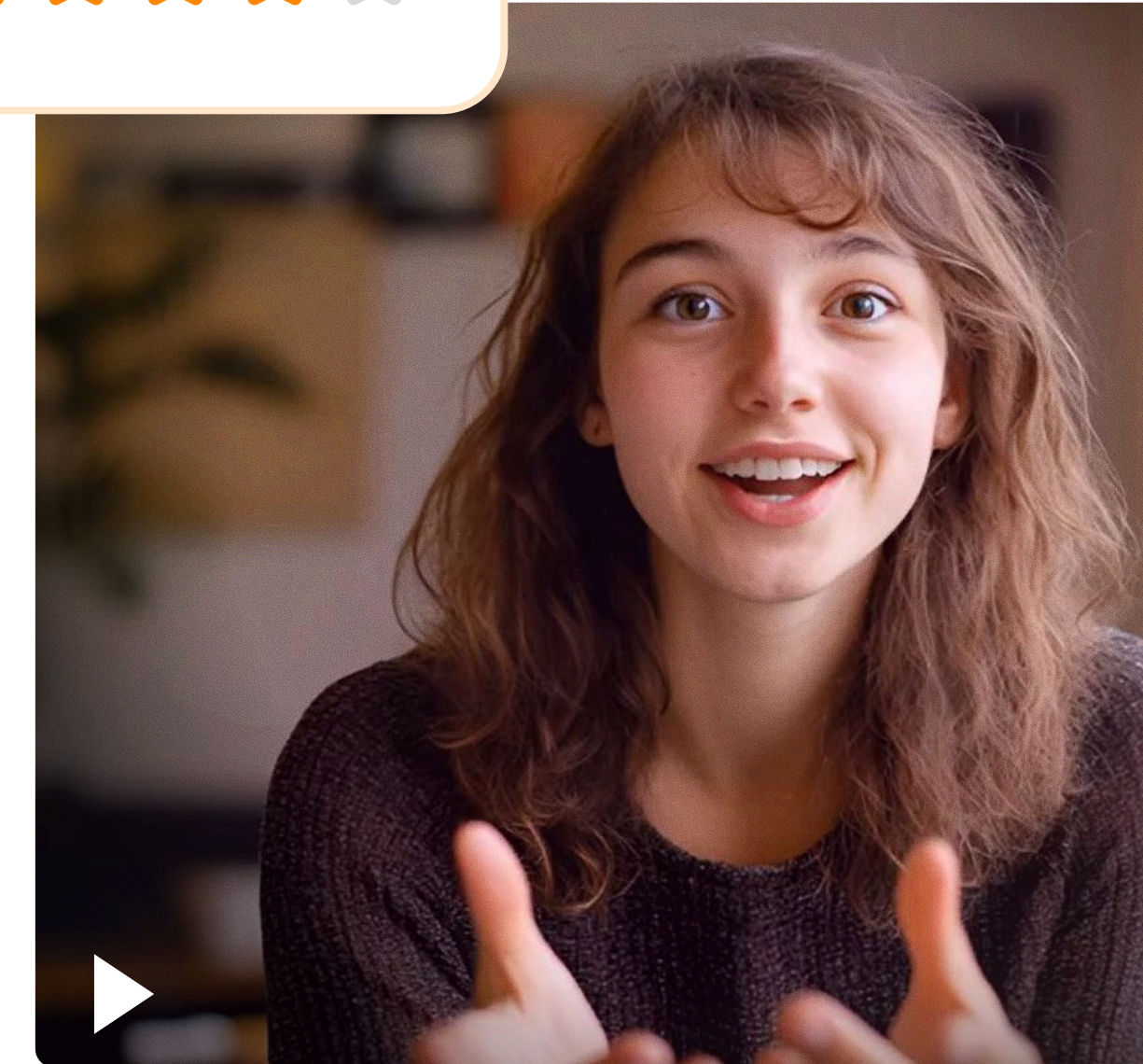
Prioritization

Instantly see where the candidate is in the hiring process and when their interviews are ready for review.

Candidate card

Essential candidate information shown alongside their interview, so you have context at a glance - no tab-switching, no digging.

RATINGS



3/6

Why you want to work here?

MOTIVATIONAL

AI Summary

Chloe expressed a strong interest in working for your company because she takes pride in creating welcoming spaces for others.

She emphasized her appreciation for structure and routine and mentioned that your company's reputation for professionalism and team-oriented culture aligns with her values. She is looking for stable, hands-on work where

Collaborate

Work together with tools that keep hiring decisions aligned.

Team roles

Invite team members to collaborate and assign permissions by role to control access and visibility.

Share

Easily distribute interviews for internal review.

Notifications

Stay in the loop with real-time alerts when things happen - so nothing slips through the cracks.

Feedback tools

Rate, comment, leave notes, and track hiring decisions - all in one view.

Showcase

Provide white-labeled access to external partners or clients.



Connect

Integrate WedgeHR with the tools your team already uses.

ATS Sync

Native integrations with top ATS platforms - no double entry.

Zapier integration

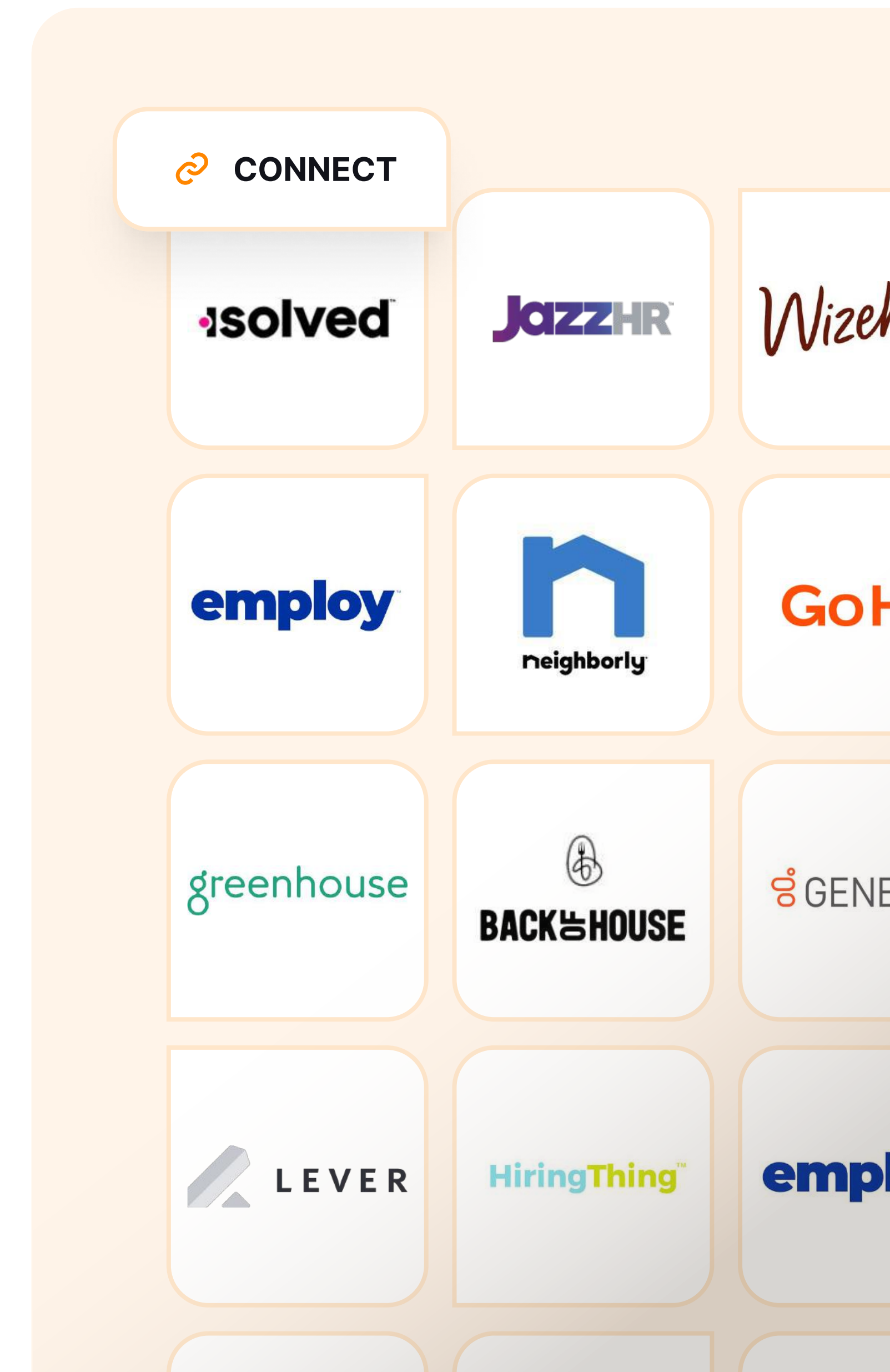
Connect with 5,000+ apps via no-code automation.

Browser extension

Chrome and Edge extensions for quick, in-browser access.

Developer API access

Developer-friendly access for custom workflows and systems.



Insights

Track volume and engagement to stay informed and ahead.

Activity trends

Monitor invite volume, interview completion, and completion rates.

Report export

Grab your performance data in one click - formatted for spreadsheets and reports.

 EXPORTING...

Company Activity

MONTH	WEDGES	COMPLET
Aug 2025	27	42%
Jul 2025	12	85%
Jun 2025	22	72%
May 2025	134	27%
Apr 2025	15	83%
Mar 2025	66	65%
Feb 2025	83	59%
Jan 2025	25	23%

Enterprise

Built for complex teams and growing organizations..

Advanced permissions

Role-based access controls to manage visibility and security.

Single Sign-On (SSO)

Enable secure login across your org with Google Single Sign-On.

AI controls

AI built for hiring, not harvesting. Private, secure, and always optional.

Verified domains

Restrict access to approved company email domains.

Consolidated billing

Consolidated billing across teams, brands, or locations.



Success

Real support from real people for your team and your candidates.

24/7 candidate support

We support candidates anytime so they never feel stuck.

Implementation support

Guided setup to ensure a smooth and successful rollout.

Onboarding and live training

Live training sessions to get your team set up and confident fast.

Success team

Ongoing support from a dedicated team that understands your goals.



? Help Center

How to record a WedgeHR interview

Follow the steps below to record your WedgeHR inte

Connecting an ATS to Wedge

Connecting your hiring system is simple. Just follow

Improving your completion rate

Here are our best practices for increasing completion

Brand Messaging

Content

- ▶ Content Philosophy
- ▶ Voice & Tone
- ▶ Content Channels

Content Philosophy

Our content is here to make hiring more human - and a little less exhausting.

We speak to busy HR and hiring professionals who are juggling too much, moving fast, and still genuinely care about getting hiring right. They've seen it all, laughed through the chaos, and still show up to do the work well.

Our content is a helpful sidekick, not a hype machine. Whether it's a blog post, landing page, email, or social update, our job is to make hiring teams feel informed, equipped, and a little more at ease. WedgeHR is the moment of clarity (and maybe even a smile) in a hectic day - and we aim to show up that way, every time.



Voice & Tone

Wedge’s communication should be known for being straightforward, helpful, and welcoming. Our communication aims to be accessible and easy to understand, focusing on clear, practical assistance that supports our users.

Helpful

We’re here to make things easier.

- ▶ *Short on time? WedgeHR lets candidates interview*
- ▶ *when they’re free, so you don’t spend your Tuesday chasing no-shows.*

Clear

We value simplicity, not jargon.

- ▶ *Invite candidates. Get video responses. Make better*
- ▶ *hires. WedgeHR makes early hiring refreshingly simple.*

Human

We speak like real people, not a corporate manual.

- ▶ *Hiring’s already hard enough. We’re not here to add*
- ▶ *noise - we’re here to help you find the good ones, faster.*

Caring

We’re service-first. We root for our users and their success.

- ▶ *You’ve got a full plate. We built WedgeHR to be one less*
- ▶ *thing to worry about—because better tools mean better*
- ▶ *days.*

Vibrant

We keep things fun, energetic, and positive.

- ▶ *WedgeHR is like your favorite coworker who actually*
- ▶ *makes hiring easier. No weird logins. No tech headaches.*
- ▶ *Just candidates, on camera, being themselves.*

Content Channels

Our content is here to keep hiring human - just like our product. Whether it's practical tips, real-world stories, or a bit of HR humor, we aim to be the helpful, down-to-earth voice that hiring teams can rely on *(and maybe even enjoy hearing from)*.

Social

Quick, helpful, and human. We show up where our audience already is to share ideas, updates, and the occasional laugh.

Blog

Actionable guidance and real talk for hiring teams. We keep it clear, useful, and always rooted in making your job easier.

Newsletter

A regular check-in packed with useful insights, product updates, and curated content to keep our community informed and inspired.



Hiring doesn't need to hurt

Hiring doesn't have to feel like p about people, real humans co that's what this blog is here fo works, honest stories from the trench humor to remind you why you love wh

No corporate jargon, no endless theo resource to make hiring a little easier



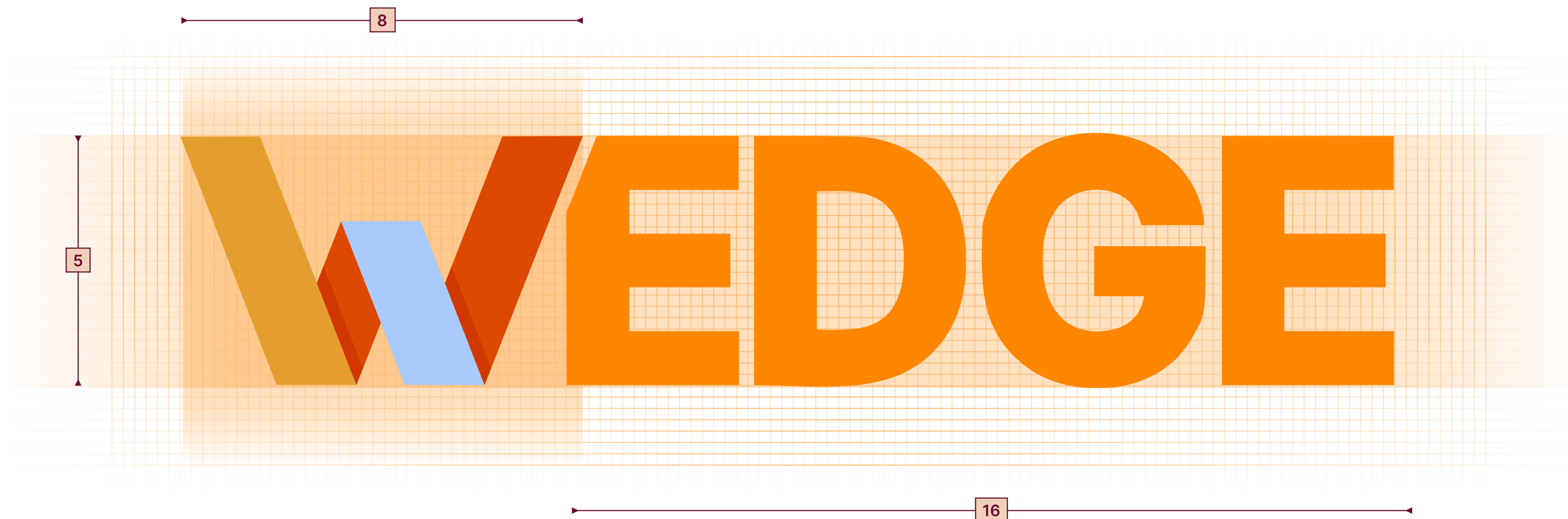
Brand Identity

Brand Identity

Logo

- Overview
- Clearspace
- Variations
- Usage
- Colorways

wEDGE





Full Logo



Brand Mark

Variations

Usage guidelines

The full logo is our default for most application. The mark can be used as shorthand when brand context has already been established or when space is limited.



Brand System



Brand System

Visual Direction

Key Elements

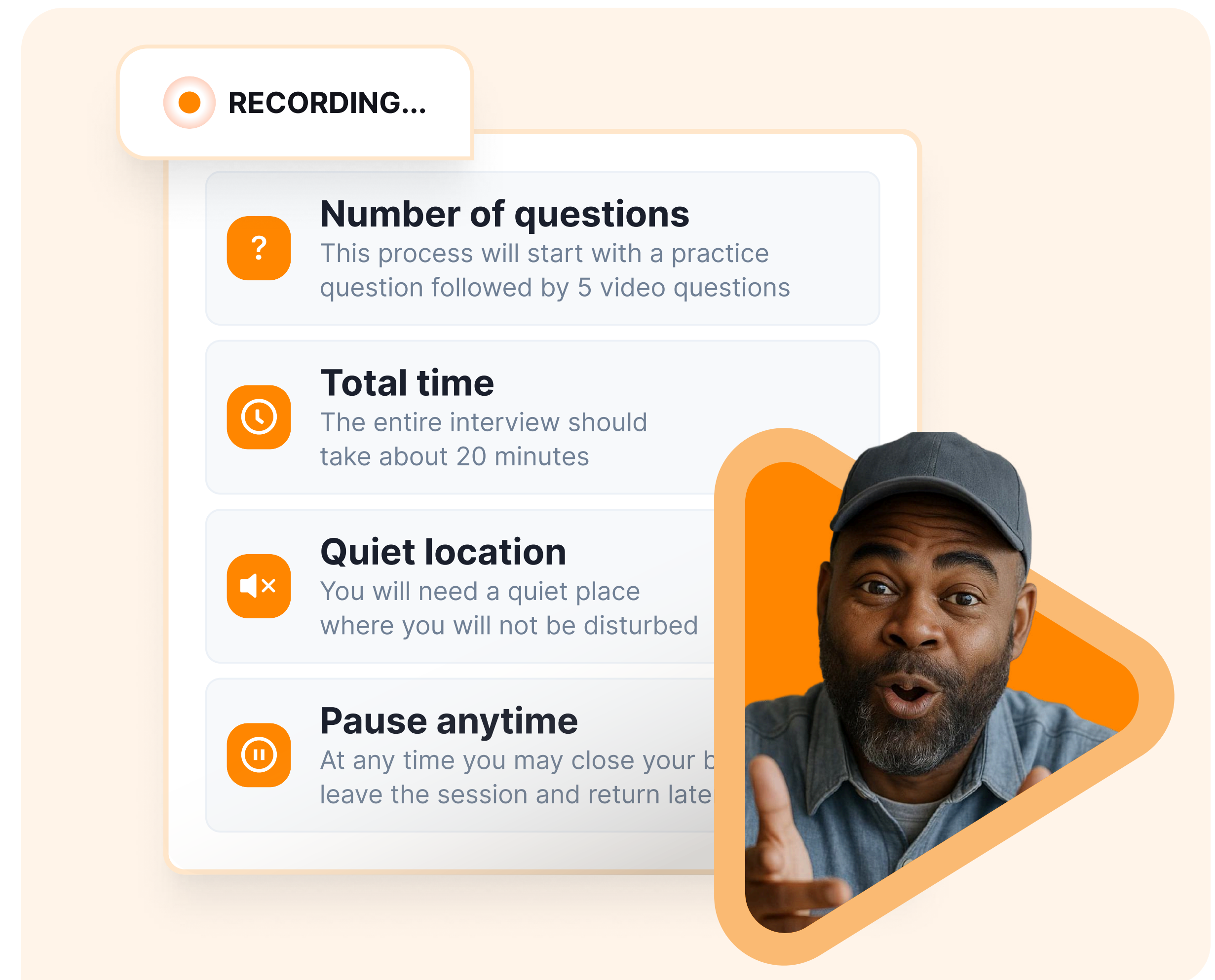
Usage Examples



Product Visuals

The product is our primary visual storytelling tool on the marketing website. Fullscreen views, isolated crops, and animated flows tell the story of our features. High-fidelity, non-abstracted UI complemented with imagery of people against bold colors highlights our people-first product.

Bold, dark borders are common around both the container and the product visual. No drop shadows are used.



Hifi product visuals with humanity

Softer pastel colors with subtle gradients are used as backgrounds to avoid drawing too much attention. Hand-drawn illustrations and people-first avatars or cursors bring life to the overall composition.

Illustrations & Icons

Wedge's illustrations and Iconography are visual accents that help express the personality and tone of a brand. They're not just decorative - they're purposeful assets used to reinforce brand identity across materials, making the experience feel cohesive, human, and recognizable.

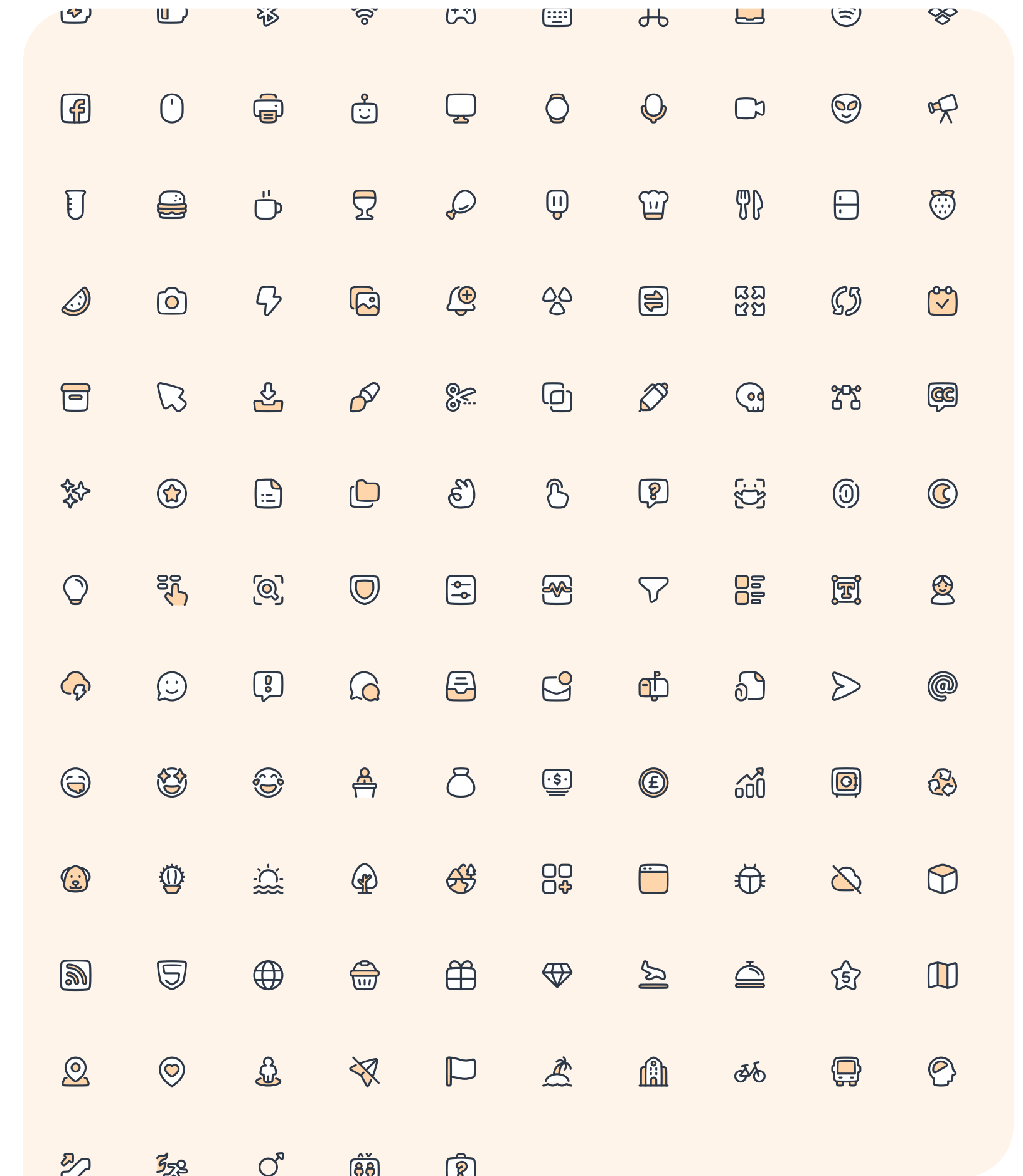
WedgeHR brings out the real identity in candidates, so we use elements of a fingerprint to bring this concept home.

- Loops - the most common pattern, and they kind of curve back on themselves.
- Whirls - more like circular or spiral patterns
- Arches - these have wave-like, smooth rises.



Illustrative elements

Our illustrative elements reflect Wedge's approachable, people-first brand. We use abstract fingerprint forms to convey individuality without being literal. Supporting icons like the play button, chat bubble, and soft-edged circles reinforce our video-first, conversational, and friendly tone.



Friendly iconography

Plump is a collection of chunky, friendly-looking icon. It features gentle curves and a hand-drawn aesthetic, giving the icons a whimsical, cartoon-like appearance. [View the icon library](#)

Stickers

Where our quirkiness and personality are displayed

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Where our quirkiness and personality are displayed

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Brand System

Color

Color Distribution

~~Design Tokens~~

Spectrums

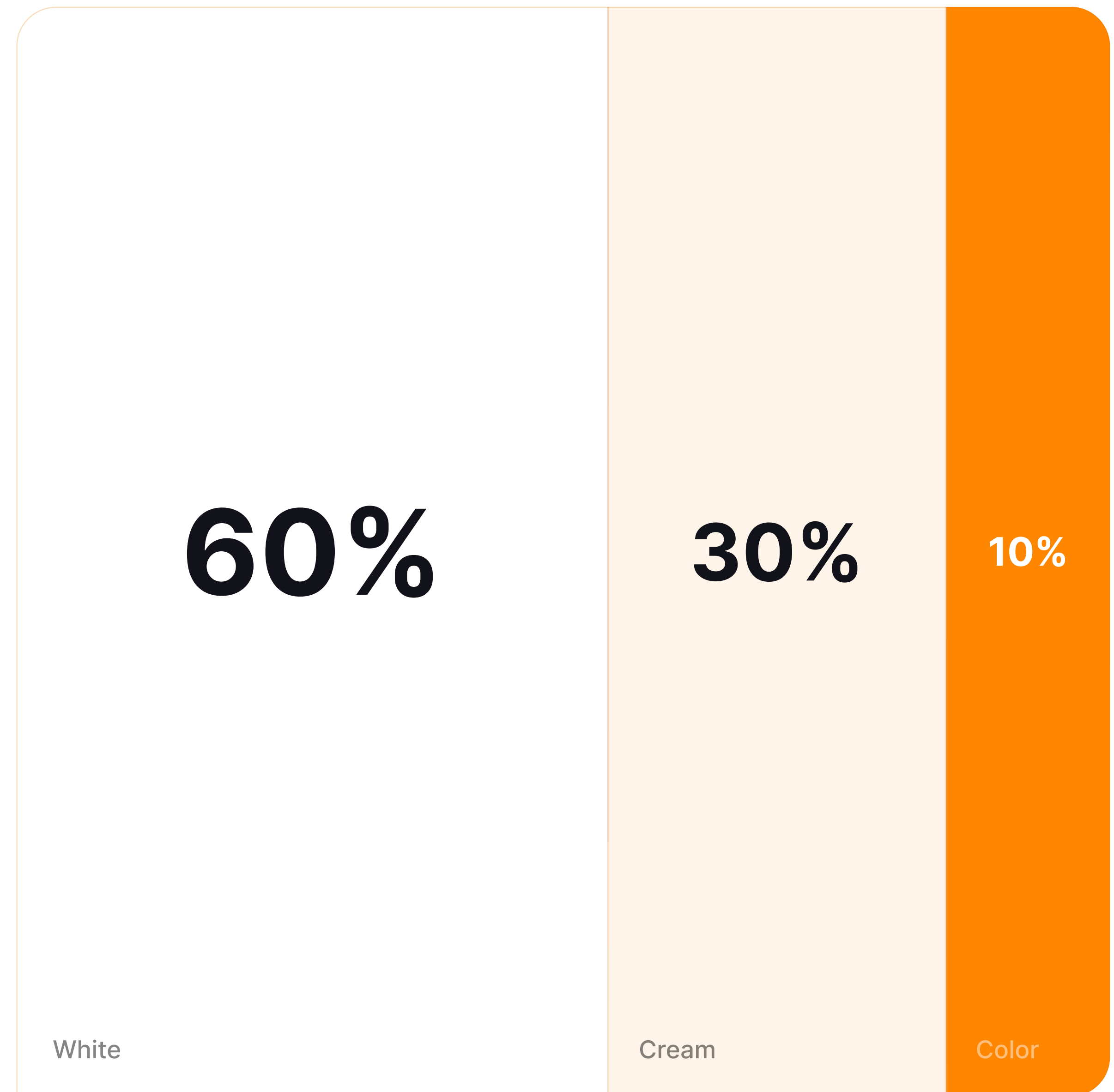
~~Usage~~

Color Distribution

The 60-30-10 ratio

This palette breakdown visualizes the distribution of color in the average screen, presentation, or composition. Most surfaces can be a light, airy White or Cream, allowing other colors to draw attention and focus.

Full-color Spectrum Ramps, Charcoal text, and actionable WedgeHR Orange elements are used sparingly to signal hierarchy, section changes, calls-to-action, and primary messaging.



Spectrum Ramps

This is the full set of tints and shades for colors across the spectrum heavily based on the default colors in the **Chakra 2 Design System**, used to create accessible UI & site pages as well as expressive editorial content & visuals.

<div><div>--color-orange</div><div><div>50</div><div>#FFF4E9</div></div><div><div>100</div><div>#FFE6CB</div></div><div><div>200</div><div>#FFD7AB</div></div><div><div>300</div><div>#FBBB73</div></div><div><div>400</div><div>#FF8700</div></div><div><div>500</div><div>#E97B00</div></div><div><div>600</div><div>#E86F00</div></div><div><div>700</div><div>#E06200</div></div><div><div>800</div><div>#BB6300</div></div><div><div>900</div><div>#A35600</div></div><div><div>950</div><div>#663600</div></div></div>	<div><div>--color-red</div><div><div>50</div><div>#123456</div></div><div><div>100</div><div>#123456</div></div><div><div>200</div><div>#123456</div></div><div><div>300</div><div>#123456</div></div><div><div>400</div><div>#123456</div></div><div><div>500</div><div>#123456</div></div><div><div>600</div><div>#123456</div></div><div><div>700</div><div>#123456</div></div><div><div>800</div><div>#123456</div></div><div><div>900</div><div>#123456</div></div><div><div>950</div><div>#123456</div></div></div>	<div><div>--color-pink</div><div><div>50</div><div>#123456</div></div><div><div>100</div><div>#123456</div></div><div><div>200</div><div>#123456</div></div><div><div>300</div><div>#123456</div></div><div><div>400</div><div>#123456</div></div><div><div>500</div><div>#123456</div></div><div><div>600</div><div>#123456</div></div><div><div>700</div><div>#123456</div></div><div><div>800</div><div>#123456</div></div><div><div>900</div><div>#123456</div></div><div><div>950</div><div>#123456</div></div></div>	<div><div>--color-purple</div><div><div>50</div><div>#123456</div></div><div><div>100</div><div>#123456</div></div><div><div>200</div><div>#123456</div></div><div><div>300</div><div>#123456</div></div><div><div>400</div><div>#123456</div></div><div><div>500</div><div>#123456</div></div><div><div>600</div><div>#123456</div></div><div><div>700</div><div>#123456</div></div><div><div>800</div><div>#123456</div></div><div><div>900</div><div>#123456</div></div><div><div>950</div><div>#123456</div></div></div>	<div><div>--color-cyan</div><div><div>50</div><div>#123456</div></div><div><div>100</div><div>#123456</div></div><div><div>200</div><div>#123456</div></div><div><div>300</div><div>#123456</div></div><div><div>400</div><div>#123456</div></div><div><div>500</div><div>#123456</div></div><div><div>600</div><div>#123456</div></div><div><div>700</div><div>#123456</div></div><div><div>800</div><div>#123456</div></div><div><div>900</div><div>#123456</div></div><div><div>950</div><div>#123456</div></div></div>	<div><div>--color-gray</div><div><div>50</div><div>#123456</div></div><div><div>100</div><div>#123456</div></div><div><div>200</div><div>#123456</div></div><div><div>300</div><div>#123456</div></div><div><div>400</div><div>#123456</div></div><div><div>500</div><div>#123456</div></div><div><div>600</div><div>#123456</div></div><div><div>700</div><div>#123456</div></div><div><div>800</div><div>#123456</div></div><div><div>900</div><div>#123456</div></div><div><div>950</div><div>#123456</div></div></div>
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Brand System

Typography

Primary Fonts

Secondary Fonts

Usage

Fraunces

Fraunces 400 / Soft 100

Press play on the
best new hires

Fraunces Italic 400 / Soft 100

*Press play on the
best new hires*

How we use Fraunces

WedgeHR uses Fraunces as its primary headline typeface because it strikes a balance between sophistication and warmth—perfectly reflecting our human-centered approach to hiring. Its high-contrast serif design adds character and confidence, helping WedgeHR stand out while still feeling approachable.

Fraunces is also highly versatile, making it a practical choice for our brand system. With a range of weights and responsive letter spacing, it adapts beautifully across headlines, subheads, and callouts—maintaining clarity and visual interest at every size.

font-family: “**Fraunces**”, Times New Roman, serif;

Inter

Inter Bold

Press play on the best new hires

Inter Semibold

Press play on the best new hires

Inter Regular

Press play on the best new hires

How we use Inter

We use Inter as our supporting typeface at WedgeHR because it's clean, highly legible, and optimized for digital interfaces. Its modern, neutral design complements the character of Fraunces without competing with it - creating a clear visual hierarchy. Inter's versatility across sizes and weights makes it ideal for body copy, UI elements, and any place where readability and clarity are key.

```
font-family: "Inter", Arial, sans-serif;
```

Brand System

Photography

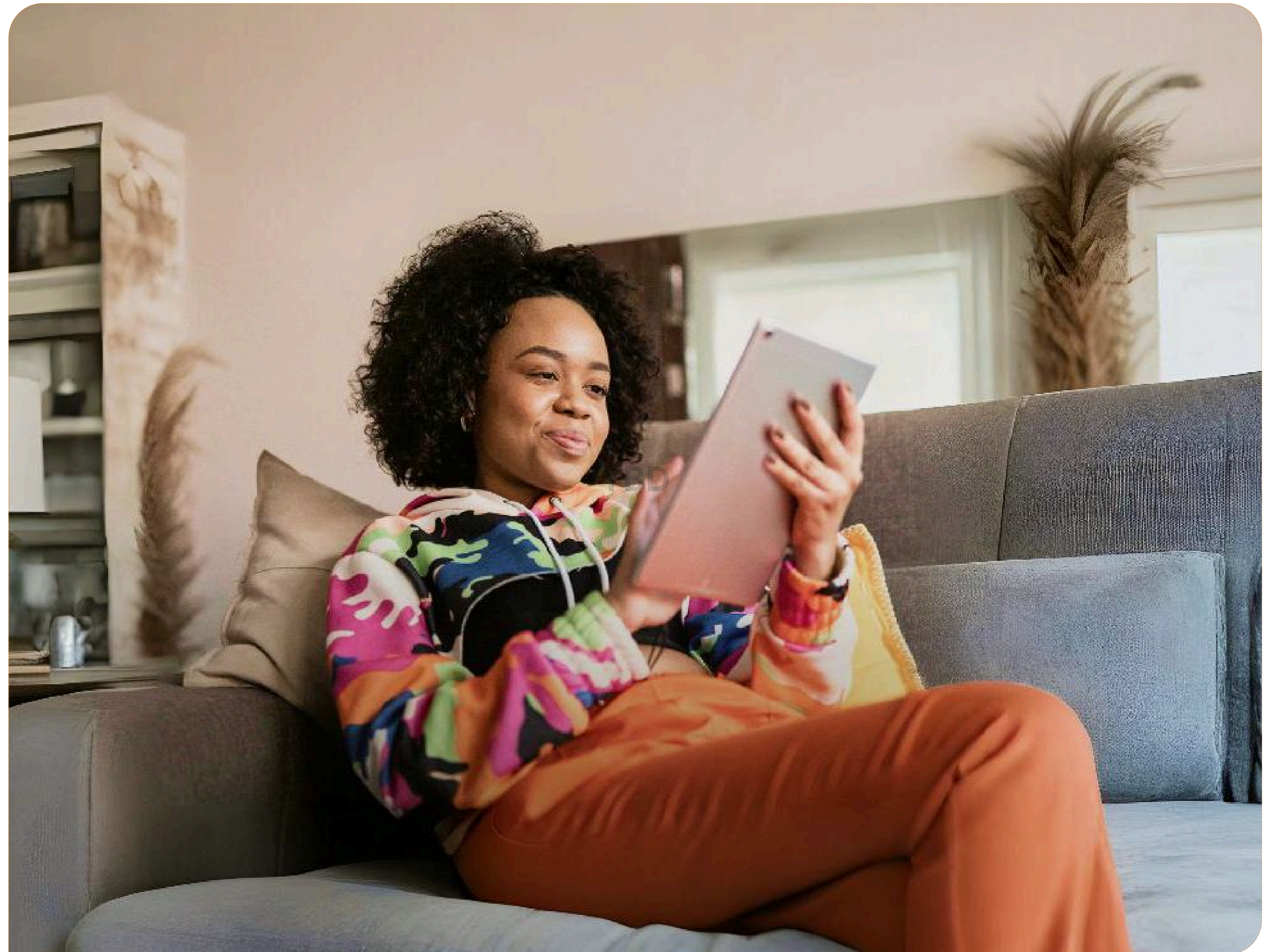
Photo Art Direction

People & Avatars

Photo Art Direction

Our photography style is natural, candid and documentary-style, capturing diverse groups in casual, joyful, everyday settings depicting the joy of a business that is staffed with happy and impassioned employees and operated by satisfied owners, as the ultimate goal of our customers is to build a desirable culture and effective team. We don't shy away from people being humorous, as this is a core part of a great team.

Photography is composed with natural lighting and warm tones. Applying a common filter with a slight 15% opacity grain unifies tone, contrast, creates cohesion between various shoots and sources, and humanizes the photography.



People & Avatars

Avatars are used often to show the people behind wedge. We represent our customers within the framing of a chat bubble, job candidates in a play button, and employees in a circle, all as isolated images that break the grid. In the case of an image that is not isolated, a treatment of colored borders and masks are used to add vibrance and consistency to each avatar.

