

THE HIRING OS

Built to hire with you.

Brand guidelines, voice, design tokens, modules and commercial framework. The single reference for everyone building, selling and shipping Talentix.

Talentix B.V.

Haarlem, the Netherlands

brand.talentix.ai · v7.5 · May 2026

17

CLIENTS

10

INDUSTRIES

4

MODULES

TABLE OF CONTENTS

Thirteen sections.

One connected brand. The book walks the reader from positioning through voice into the visual system, the four modules, and the commercial framework.

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SECTION 01 · BRAND STORY

The story is the **system.**

Talentix is the operating system for modern hiring. Four modules, Blueprint, Scout, Reach, Meet, replace ten plus disconnected tools. We match. You hire.

WHY NOW

Hiring is broken into **10+ tools.**

Every team stitches together an ATS, a sourcing tool, a sequencer, a calendar, an enrichment service, a screening platform, a scheduler. All of them charging monthly. None of them talking. Talentix replaces the stack, not as another app, but as the connected layer that makes the rest unnecessary.

WHAT IS TALENTIX

The Hiring OS.

The operating layer underneath talent teams, consultancy firms, and hiring managers. Four modules. We match. You hire.

THE PAYOFF

Built to hire **with you.**

The system does the work. The human makes the decision. Never write "we hire for you", it is hire WITH you, always.

FOUNDATION

Vision. Mission.

Two sentences that frame the work. The vision describes the world we want to build. The mission is what we are doing about it.

VISION

Hiring becomes infrastructure.

Every company hires at the pace it needs, with the system in the background and the human in the loop. We are building toward a world where hiring is not a bottleneck, but a default that just works.

MISSION

Build the operating system for modern hiring.

Replace 10+ disconnected tools with one connected system that lets recruiters focus on the work only humans can do: judgment, conversation, persuasion. We match. You hire.

CORE VALUES

Four values. One behaviour.

How we behave when no one is watching. Precise is a writing style, not a value. It lives in Voice and Tone.

01

With you

System matches, human hires. Never replace, always partner.

02

Infrastructure mindset

We are the layer underneath, not another app on top.

03

Outcome-driven

Measured in matches delivered, not features shipped.

04

Build for longevity

Forever pipeline. The system sharpens with every hire. No expiry on what we build together.

THREE PILLARS

Expertise. Multi-source. End-to-end.

Three pillars that define what makes Talentix Talentix. Twenty plus years of recruitment expertise distilled into software.

01

Expertise.

Twenty plus years of recruitment built into how the system thinks. The agency DNA of Search X distilled into software.

20+ YEARS RECRUITMENT
BACKGROUND

02

Multi-source.

130+ data sources, three-layer verification. We see candidates that single-tool stacks miss. Quality through depth.

130+ DATA SOURCES

03

End-to-end.

Intake to handover. One connected system instead of 10+ disconnected tools. Less friction, more hires.

REPLACES 10+ POINT TOOLS

POSITIONING FRAME

We are to hiring what **Stripe** is to payments.

INTERNAL ONLY

Reference brands, internal use only. These three brands shape our positioning vocabulary. They appear nowhere in our external copy, decks, ads, or website.

Stripe

PAYMENTS INFRASTRUCTURE

Calm precision. Claimed the category without shouting.

Rippling

WORKFORCE INFRASTRUCTURE

Connected layer underneath HR, IT, payroll, devices.

Linear

PRODUCT DEVELOPMENT INFRASTRUCTURE

Three-word propositions. Opinionated design. Fast on purpose.

Reference brands for tone calibration, not for copying. We borrow the posture, not the template.

BRAND ARCHITECTURE

Three names. One brand.

Each name has a precise context. Never mix forms within one sentence. Choose one variant per context and keep it consistent.

talentix

BRAND NAME

Logos, internal communication, shortened references after first mention. Always lowercase.

talentix.ai

DIGITAL AND COMMERCIAL

Website, email, ads, social handles, first mention in external copy.

talentix OS

POSITIONING AND PRODUCT

Pitch decks, investor materials, dashboard headers, strategic documents.

SECTION 02 · AUDIENCE

Three ICPs. One outcome.

Decision-makers across consultancy firms, in-house talent teams, and founder-led hiring. Three lenses, one outcome: hire the way the company needs.

PRIMARY ICP

Consultancy firms

50 to 5,000+ employees.
Continuous hiring across tech, engineering, data, finance.

*Hiring holds back growth.
Internal recruiters overwhelmed.
Agency invoices add up.*

50-5k+ **4/Q** **NL-EU**
EMPLOYEES ROLES GEO

SECONDARY ICP

In-house talent teams

50 to 500 employees, talent team of 2 to 10. Scale-ups and mid-market.

*Burning out on sourcing.
Dependent on external recruiters. Head of Talent wants leverage.*

50-500 **2-10** **3-10/Q**
EMPLOYEES TEAM ROLES

TERTIARY ICP

Founder-led hiring

Early-stage founders hiring their first 10 to 50 people. No recruiter, no process.

Hiring eats the agenda. LinkedIn outreach yields nothing. Every lost week is a missed milestone.

10-50 **0** **€0**
FIRST RECRUITERS BUDGET
HIRES

DECISION-MAKERS

Three personas.

Each ICP has one buyer persona who signs the contract and one user persona who lives with the product. The persona below is the buyer.

<p>CD PERSONA 01 Consultancy Director</p> <p><i>"We are growing faster than we can hire. Every month a role sits open costs us revenue."</i></p> <p>ROLE: Partner, MD, Head of People</p> <p>BUYS ON: Speed, quality, independence</p> <p>PAIN: Hiring holds back growth</p>	<p>Ho PERSONA 02 Head of Talent</p> <p><i>"My team is burning out on sourcing. I need leverage, not another tool."</i></p> <p>ROLE: Head of Talent at scale-up</p> <p>BUYS ON: Team impact, integration</p> <p>PAIN: Burnout on sourcing</p>	<p>TF PERSONA 03 The Founder</p> <p><i>"I should be building the product, not chasing candidates."</i></p> <p>ROLE: Founder or CEO</p> <p>BUYS ON: Time saved, quality</p> <p>PAIN: Hiring eats the agenda</p>
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JOBS TO BE DONE

Four jobs. One system.

The four hires the personas are trying to make happen, regardless of company stage or size. Each job maps to a measurable outcome.

01**From vacancy to meeting.**

One workflow takes a hiring lead from briefing the role to a prepared candidate meeting, without ever leaving the platform.

02**Match company pace, not team pace.**

Automated sourcing and outreach scale with company growth. Recruiters do the work only humans can do.

03**Stop losing good candidates.**

Multichannel outreach in the client's voice, sent within hours, with response classification and adaptive follow-ups.

04**Free hiring team for human work.**

The system handles intake, sourcing, outreach, scheduling, handover. The recruiter handles the conversation.

SECTION 03 · VOICE & TONE

Precise. Confident. With you.

Three voice principles, in three words. Engineer-meets-writer voice. Sober register. Let the product carry the enthusiasm.

PRINCIPLE

Precise.

Short sentences, one idea per sentence, start with verb. Engineer-meets-writer voice. Sober register.

- ✓ Blueprint. Scout. Reach. Meet.
 - ✗ Our four powerful AI-driven modules
-
- ✓ We match. You hire.
 - ✗ We revolutionize hiring with cutting-edge AI

PRINCIPLE

Confident.

Claim the category. We are infrastructure, the operating system for modern hiring. No hedging.

- ✓ talentix is the Hiring OS.
 - ✗ talentix could help you hire better.
-
- ✓ Built to hire with you.
 - ✗ An AI tool that may help recruiters.

PRINCIPLE

With you.

Always preserve the human. We never hire FOR you, we hire WITH you. The system produces matches. The human produces hires.

- ✓ We match. You hire.
 - ✗ We hire for you, no humans needed.
-
- ✓ Hand-over to the recruiter.
 - ✗ Fully autonomous candidate selection.

WORD CHOICES

Say this. Not that.

DO SAY

- ✓ "Built to hire with you."
- ✓ "We match. You hire."
- ✓ "Blueprint. Scout. Reach. Meet."
- ✓ "The operating system for modern hiring."
- ✓ "Infrastructure for hiring."

DO NOT SAY

- × ~~"Revolutionizing recruitment."~~
- × ~~"We hire for you."~~
- × ~~"Cutting edge AI."~~
- × ~~"Game-changing platform."~~
- × ~~"Disruptive technology."~~

NEVER

- × No em-dashes. Use commas, periods, or rewrite.
- × No AI as a buzzword. The system is AI.
- × No exclamation marks. The system is quiet.
- × No 'revolutionary', 'disruptive', 'cutting-edge'.
- × No 'hire for you'. It is hire WITH you, always.
- × No emojis in brand copy.

READY-TO-USE COPY

Four templates. Copy and ship.

Pre-approved copy for the situations we hit weekly. Drop into a deck, email, or page without rewriting.

Hero headline

APPROVED

Use on landing pages, pitch decks, sales one-pagers. Two sentences, one rhythm: payoff then category.

"Built to hire with you. The operating system for modern hiring."

30-second pitch

APPROVED

For prospect intros, investor warm-ups, networking events.

"Talentix is the operating system for modern hiring. Four modules, Blueprint, Scout, Reach, Meet, replace ten plus disconnected tools. We match. You hire."

Pitch deck opener

APPROVED

Slide 1 of any deck. Frames category and partnership.

"Talentix replaces your hiring stack with one connected system. Built to hire with you."

Email signature line

APPROVED

Closing line on every external email.

"Built to hire with you. brand.talentix.ai"

SECTION 04 · LOGO

The mark. **Four capsules.**

The Talentix symbol is a 2x2 capsule formation. Each capsule maps to one module, Blueprint, Scout, Reach, Meet, top-left to bottom-right. Together they form the loop.

**Blueprint.**

TOP-LEFT · DIRECTION

**Scout.**

TOP-RIGHT · INTELLIGENCE

**Reach.**

BOTTOM-LEFT · ACTIVITY

**Meet.**

BOTTOM-RIGHT · HUMAN

VARIANTS

Four lockups.

Each variant has a specific context. Never recombine the elements, never recolor the wordmark, never separate the symbol from its grid.

**Horizontal**

Default. Used on website, decks, signatures.

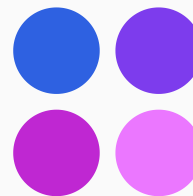
**Vertical**

Compact, square layouts. Avatars, cards.

talentix

Wordmark

Text only. Print, in-line callouts.

**Symbol only**

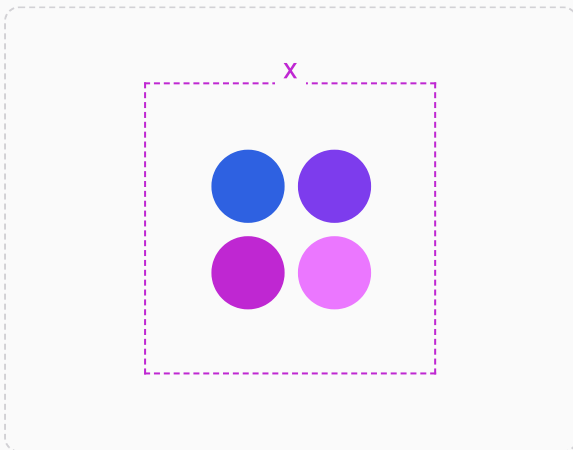
Favicons, app icons, product mark.

CLEARSPACE AND SIZING

Give the mark room.




Minimum clearspace equals the height of one capsule on all sides. Minimum sizing keeps the four capsules legible.

CLEARSPACE



X equals the height of one capsule. Maintain X on all four sides. Never crop into the clearspace.

MINIMUM SIZING

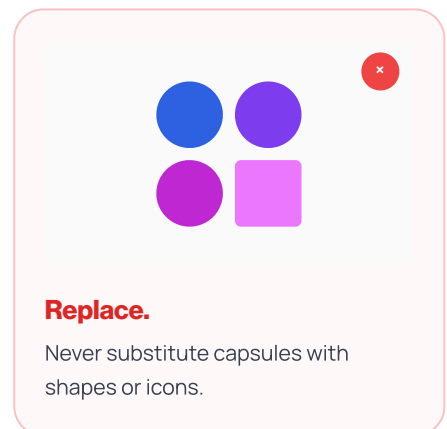
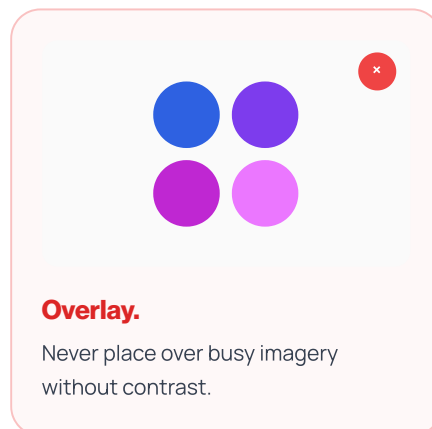
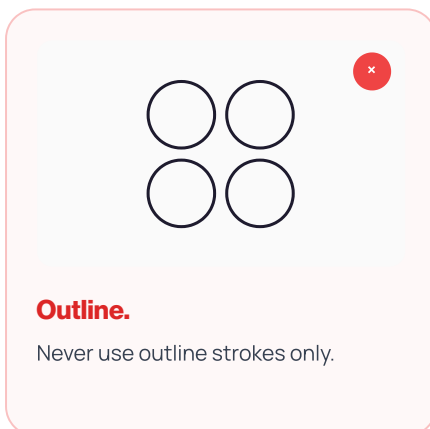
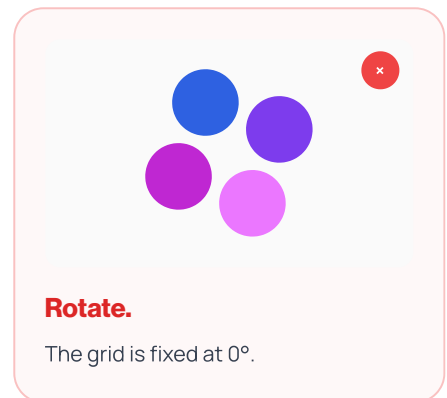
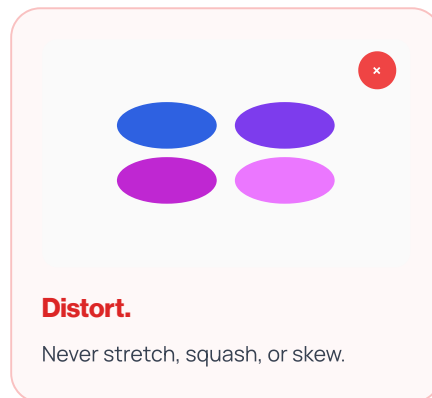
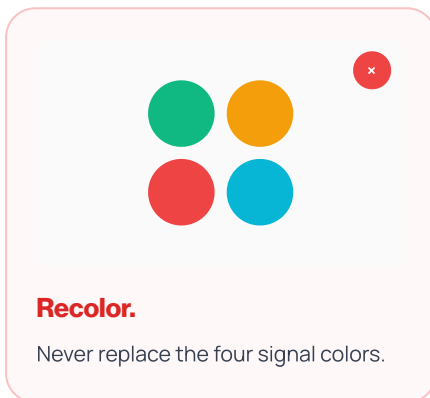
	24px	DIGITAL
	10mm	PRINT
	40mm	LARGE FORMAT

Below the minimum, switch to the wordmark or symbol-only variant.

MISUSE

Six things to never do.

The mark is a system. Each capsule has meaning. Treat the four capsules as one shape and you will never break the rules.

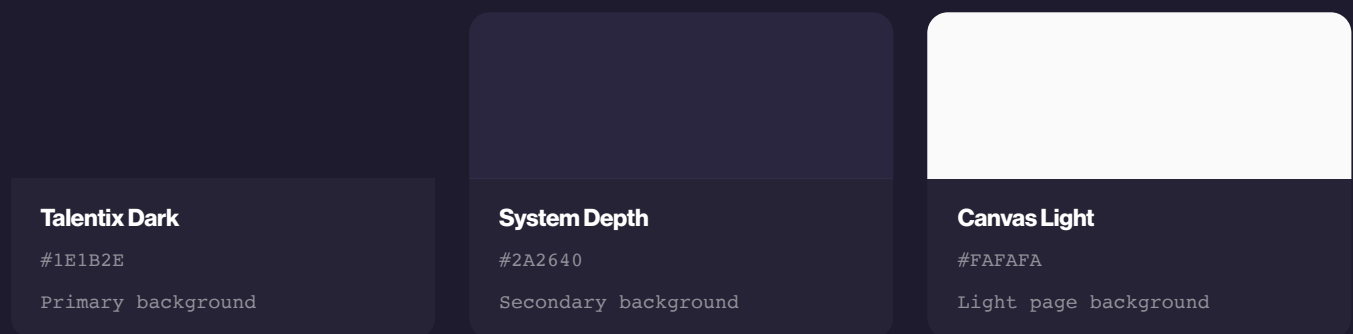


SECTION 05 · COLOR

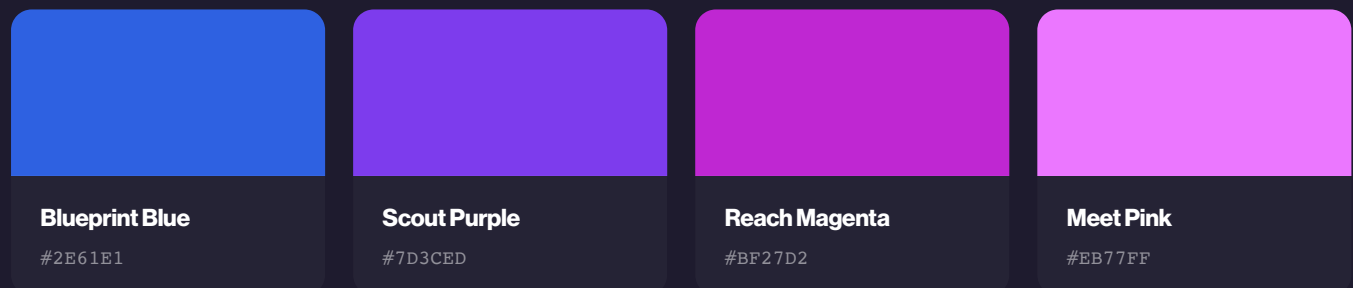
Ten colors. One system.

Three foundation neutrals carry the surfaces. Four signal colors mark the modules. Three support colors handle text and gentle accents.

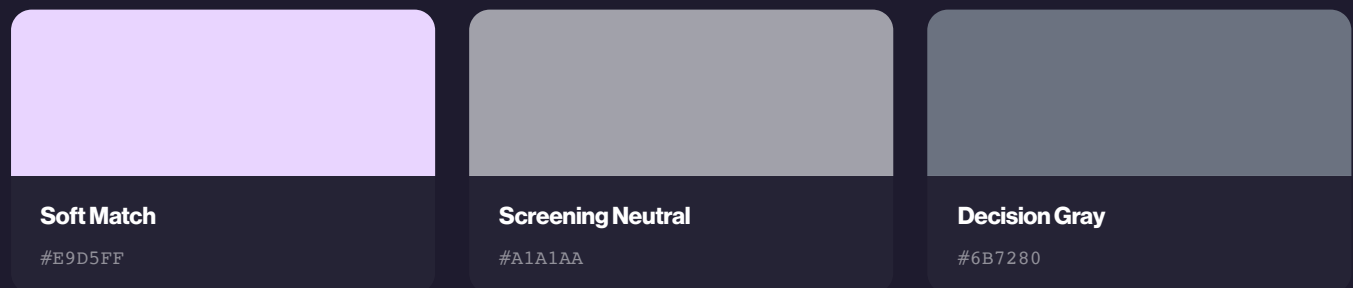
FOUNDATION



SIGNAL



SUPPORT



COLOR RULES

How the colors talk.

Foundation carries the canvas. Signal carries meaning. Never use signal colors as background fills for body text. Never mix two signal colors in the same sentence.

PAIRINGS · DO



White on Talentix Dark



Talentix Dark on Canvas



White on Blueprint



White on Scout



White on Reach

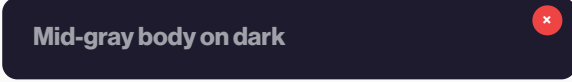


Talentix Dark on Meet


PAIRINGS · DON'T



Two signals together



Mid-gray body on dark



Pink text on canvas



Reach on Scout

Signal colors only meet at the gradient boundary, never adjacent on type or surface.

PRINT VALUES

CMYK and Pantone.

Values for print production. Always proof the signal colors before large-format runs.
Pantone references are nearest match, not exact.

	NAME	HEX	CMYK	PANTONE
	Talentix Dark	#1E1B2E	75 / 75 / 30 / 80	Black 6 C
	System Depth	#2A2640	75 / 75 / 30 / 65	2766 C
	Canvas Light	#FAFAFA	0 / 0 / 0 / 2	P 179-1 C
	Blueprint Blue	#2E61E1	85 / 70 / 0 / 0	2728 C
	Scout Purple	#7D3CED	65 / 80 / 0 / 0	265 C
	Reach Magenta	#BF27D2	35 / 90 / 0 / 0	Purple C
	Meet Pink	#EB77FF	15 / 60 / 0 / 0	245 C
	Soft Match	#E9D5FF	10 / 25 / 0 / 0	2705 C
	Screening Neutral	#A1A1AA	0 / 0 / 0 / 45	Cool Gray 7 C
	Decision Gray	#6B7280	0 / 0 / 0 / 65	Cool Gray 10 C

SECTION 06 · TYPOGRAPHY

Display. Neue Haas Grotesk.

The display face. Used for headlines, large numerical, and attention-carrying type.
Always set in negative letter spacing for sizes above 18pt.

talentix Built to hire with you. THIN · 100

talentix Built to hire with you. EXTRATHIN · 200

talentix Built to hire with you. LIGHT · 300

talentix Built to hire with you. ROMAN · 400

talentix Built to hire with you. MEDIUM · 500

talentix Built to hire with you. BOLD · 700

talentix Built to hire with you. BLACK · 900

BODY

Manrope.

The body face. Used for paragraphs, captions, UI text, and any copy below 18pt. Always set at body weight 400-500. Keep line-height at 1.45-1.55 for legibility.

Aa Bb Cc

Talentix replaces your hiring stack with one connected system. Built to hire with you.

REGULAR ·
400

Aa Bb Cc

Talentix replaces your hiring stack with one connected system. Built to hire with you.

MEDIUM · 500

Aa Bb Cc

Talentix replaces your hiring stack with one connected system. Built to hire with you.

SEMIBOLD ·
600

Aa Bb Cc

Talentix replaces your hiring stack with one connected system. Built to hire with you.

BOLD · 700

USAGE SCALE

Eight roles.

The type scale, top to bottom. Each role has one family, one weight, one tracking.
Never invent new sizes between two adjacent steps.

ROLE	EXAMPLE	FAMILY · WEIGHT	TRACKING
Hero · Display Black 96pt	Built to hire with you.	Neue Haas · 900	-0.035em
H1 · Display Black 48pt	The Hiring OS.	Neue Haas · 900	-0.02em
H2 · Display Black 32pt	Three pillars. One brand.	Neue Haas · 900	-0.018em
H3 · Display Bold 22pt	Blueprint. Scout. Reach. Meet.	Neue Haas · 700	-0.015em
Lede · Body Regular 14pt	Four modules replace ten plus tools.	Manrope · 400	0
Body · Body Regular 10pt	Talentix is the operating system for modern hiring.	Manrope · 400	0
Caption · Body Medium 8pt	v7.5 · brand.talentix.ai	Manrope · 500	0.04em
Eyeblink · Body Semibold 8pt	SECTION 01 · BRAND STORY	Manrope · 600	0.28em

SECTION 07 · ICONOGRAPHY

Font Awesome 7 Pro.

One icon family across all surfaces. Use solid style at 1-1.5em line height. Never mix with custom icons. Color picked from foundation or signal palette, never invented.

PIPELINE

S

Search

F

Filter

M

Match

S

Score

T

Tag

F

Funnel

COMMUNICATION

M

Message

E

Email

P

Phone

C

Calendar

S

Send

R

Reply

PEOPLE

P

Profile

T

Team

N

Network

I

Identity

R

Role

S

Skill

STATUS

A

Active

P

Paused

D

Done

P

Pending

W

Warning

S

Success

SECTION 08 · MODULES

Four modules. One loop.

Each module a phase in the recruitment process, each carrying one signal color. Together they form the loop, intake to handover.

Blueprint. Scout. Reach. Meet.

We match. You hire.

01

Blueprint.

DIRECTION

02

Scout.

INTELLIGENCE

03

Reach.

ACTIVITY

04

Meet.

HUMAN

MODULE 01 · DIRECTION

Blueprint.

Turns intake into search specs and company DNA.

WHAT IT DOES

- Vacancy intake to search spec in under 15 minutes.
- Captures company DNA, role context, must-haves.
- Generates the brief that the rest of the loop consumes.

OUTCOME

Brief ready, search live.

IN PRACTICE

From a 30-minute intake conversation, Blueprint produces a structured spec covering technical requirements, cultural fit signals, and target company traits.

POSITION

Top-left

COLOR

#2E61E1

MODULE 02 · INTELLIGENCE

Scout.

Sources, verifies, ranks across 130+ data sources.

WHAT IT DOES

- Sources across 130+ data sources.
- Three-layer scoring: technical, cultural, market signal.
- Surfaces candidates that single-tool stacks miss.

OUTCOME

Shortlist scored, ranked, ready.

IN PRACTICE

Scout pulls candidates from LinkedIn, GitHub, Stack Overflow, academic networks, and 125+ other surfaces, then ranks them on the three-layer scoring model.

POSITION

Top-right

COLOR

#7D3CED

MODULE 03 · ACTIVITY

Reach.

Multichannel outreach in the client's voice.

WHAT IT DOES

- Multichannel outreach in the client's voice.
- Response classification, adaptive follow-ups.
- Tracks opens, replies, and rejections per channel.

OUTCOME

Conversations started, hand-raisers identified.

IN PRACTICE

Reach sends a sequence across LinkedIn, email, and SMS, calibrated to the candidate's likely response window and channel preference.

POSITION

Bottom-left

COLOR

#BF27D2

MODULE 04 · HUMAN

Meet.

Books the conversation, hands over to the recruiter.

WHAT IT DOES

- Books the conversation, hands over to the recruiter.
- Calendar auto-synced, brief auto-shared.
- Closes the loop with structured handover.

OUTCOME

Calendar booked, brief auto-shared.

IN PRACTICE

Meet finds calendar overlap, sends the invite, and packages the candidate context into a one-page brief the recruiter opens before the call.

POSITION

Bottom-right

COLOR

#EB77FF

SECTION 09 · APPLICATIONS

Eight surfaces. One brand.

The brand applied across web, product, sales, and social. Each surface follows the same rules. See brand.talentix.ai/applications for live mockups.

Website hero

WEB

Landing page, payoff first, category second.

Website modules

WEB

Four-card grid, signal color per module.

Product dashboard

PRODUCT

Talentix Dark, signal accents per phase.

Product handover

PRODUCT

Auto-generated brief, calendar context.

Email signature

SALES

Logo, Haarlem address, payoff line.

Social post

SOCIAL

Quote card. Dark canvas, signal accent.

Pitch deck

SALES

Cover, module deep-dive, pricing.

One-pager

SALES

PDF leave-behind, A4, one-side.

SECTION 10 · OUTDOOR

Five out-of-home formats.

Outdoor follows one rule. The payoff dominates, the logo earns its place, no body copy. Anything that needs explaining belongs on the website, not on a billboard.

Billboard

Two-line headline, payoff dominant, no body copy.

Abri (bus stop)

Vertical lockup, headline above the logo.

Bakfiets

Side panel, symbol only, wordmark on rear.

Van wrap

Full-bleed gradient, logo top-left, payoff at the back door.

Print magazine

A4 portrait, headline 60mm tall, signal accent left margin.

Live mockups available at brand.talentix.ai/outdoor.

SECTION 11 · PRICING

Four tiers. One platform.

Pricing herzien May 2026. Setup fee €3.500 anchor, gratis bij jaarcontract. Annual gives two months free.

PILOT	FOUNDER	HIRING TEAM	OPERATIONS
€2.250	€2.250	€3.750	€5.950
PER MONTH · 3 MONTHS	PER MONTH · ANNUAL	PER MONTH · ANNUAL	PER MONTH · ANNUAL
<ul style="list-style-type: none">· Set up for a single role.· All four modules, capped pipeline.· Includes setup, no annual lock-in.	<ul style="list-style-type: none">· Up to 4 active roles.· Founder-led hiring, lean stack.· 2 months free on annual.	<ul style="list-style-type: none">· Up to 10 active roles.· Talent team of 2 to 10.· Setup fee waived on annual.	<ul style="list-style-type: none">· Unlimited active roles.· Consultancies, in-house at scale.· Dedicated success manager.

PARTNER PROGRAM

Talentix Partners.

Four ways to earn with us. Built for active customers who want a stake in the brand.
Credits stack against any future invoice.

ACTIVITY

Referrals.

10% MRR for life on a closed referral. No cap, no expiry.

ACTIVITY

Reviews.

G2, Capterra, LinkedIn quote. €250 credit per published review.

ACTIVITY

Reference calls.

30-minute reference call with a prospect. €500 credit per call.

ACTIVITY

Co-marketing.

Joint webinar, case study, podcast. Custom credit per format.

SECTION 12 · SALES KIT

Eight assets, ready.

Everything a salesperson needs to walk into a prospect. All assets live at brand.talentix.ai/sales-kit and brand.talentix.ai/downloads.

ASSET	FORMAT	SOURCE
Pitch deck (cover · module · pricing)	PDF	brand.talentix.ai
One-pager A4	PDF	brand.talentix.ai
Email signature generator	Web	brand.talentix.ai
LinkedIn templates	Copy	brand.talentix.ai
Demo email + follow-up sequences	Copy	brand.talentix.ai
Pricing sheet (all tiers)	PDF	brand.talentix.ai
Logo pack	ZIP	brand.talentix.ai
Brand swatch palette	.ase / .clr	brand.talentix.ai

FOR DEVELOPERS

Design tokens.

Tokens exported in CSS variables, Tailwind classes, and JSON for design tooling.
Always import from the canonical source, never hardcode hex.

TOKENS.CSS

```
:root {
  --color-dark: #1E1B2E;
  --color-depth: #2A2640;
  --color-canvas: #FAFAFA;
  --color-blueprint: #2B61E1;
  --color-scout: #7D3CED;
  --color-reach: #BF27D2;
  --color-meet: #EB77FF;
  --color-soft: #E9D5FF;
  --font-display: "Neue Haas Display";
  --font-body: "Manrope";
}
```

INSTALLATION

Import tokens from
`@talentix/brand/tokens.css` or pull the JSON
directly from `brand.talentix.ai/api/tokens`.

TAILWIND PRESET

Drop in `@talentix/brand/tailwind` as a preset.
Provides `bg-blueprint`, `text-scout`, `border-reach`, and the rest.

QUESTIONS

`brand@talentix.ai` · Slack `#brand`

ONE BRAND, ONE OPERATING SYSTEM

Built to be used.

This document is a snapshot. The portal at brand.talentix.ai is the source of truth and evolves continuously. When in doubt, check online.

PORTAL

brand.talentix.ai

BRAND QUESTIONS

brand@talentix.ai

ADDRESS

Talentix B.V., Haarlem,
the Netherlands