



# Digital Brand Book

2025  
Edition



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# Introduction

## **Mission Statement**

At Gateway Recruiting, our mission is to deliver relationship-driven recruiting that creates long-term value for both clients and candidates. By combining deep industry knowledge with agile, human-centered strategies, we connect top talent to opportunities that align with their goals and values — helping individuals grow, and organizations thrive.

## **Vision Statement**

Our vision is to be the most trusted partner in talent acquisition — where every search is strategic, every relationship is genuine, and every hire moves the needle. We envision a future where recruiting is faster, smarter, and rooted in real human connection, empowering companies to build inclusive teams and talent to unlock global careers.

## **Core Principles**

- *Relationship-Driven Recruiting*
  - We lead with trust, transparency, and respect, building connections that go far beyond a single placement.
- *Tech-Enabled, Human-Centered*
  - Technology supports our process, but people power our results. We pair modern tools with instinct and experience to deliver meaningful outcomes.
- *Built for Value: Lean, Fast, and Flexible*
  - As a focused and agile firm, we adapt quickly to changing needs and deliver results without unnecessary layers or delays.

# Logo and Visual Identity

## Logo Usage Guidelines

### Color Variations

Our logo is available in both color and monochrome versions (white or black) to accommodate various design contexts.

Please use the appropriate color variation based on the background color and the overall design aesthetics.

- Color Logo: Use the color version of our logo when placed on light or neutral backgrounds.
- Monochrome Logo: Use the monochrome version of our logo when placed on dark or colored backgrounds where the full-color logo may not be legible.

### Logo Placement

When incorporating our logo into designs, ensure that it is placed prominently and legibly. Position the logo in a way that maximizes visibility and reinforces brand recognition.

## Color Palette

Gateway Blue	#3C73C5	
White	#FFFFFF	
Black	#000000	
Grey	#2B2B2B	

See our [censored](#) to find the file containing all variations of our current logo.

Find [censored information](#) > [censored information](#).

# Logo and Visual Identity

## Typography

### 1. Montserrat

#### Usage:

Montserrat is our primary font choice for informational content across various digital platforms. It offers a clean and modern aesthetic, making it perfect for conveying professionalism and clarity.

- Social Media Graphics
- PDF Brochures

### 2. Calibri

#### Usage:

Calibri is utilized for its readability and versatility. Its clean and modern design ensures clarity in conveying information effectively.

- Emails and Newsletters

### 3. TRAJAN PRO

#### Usage:

Trajan Pro and Trajan Pro Bold serves as our secondary typeface, primarily used for our website and logo font on documents. It adds a touch of elegance and sophistication to our brand identity, making it memorable and visually appealing.

- Branding Elements
- Logo Font
- Website Font on Documents (Ex. see footer)

# Logo and Visual Identity

## Imagery Style

- Theme

Our imagery should reflect the dynamic and diverse nature of the global workforce. Aim to capture authentic moments that showcase individuals from various backgrounds, cultures, and professions. Emphasize professionalism, collaboration, and career advancement in all visuals.

- Diversity and Inclusion

Avoid stereotypes and strive to depict a wide range of experiences and perspectives.

- Professionalism

Maintain a high standard of professionalism in all imagery. Choose visuals that convey confidence, competence, and integrity. Avoid overly casual or unprofessional images that may detract from our brand's credibility.

- Authenticity

Prioritize authenticity in our imagery by featuring real people in real-life situations. Use genuine expressions and natural lighting to capture authentic moments that resonate with our audience. Avoid overly staged or artificial compositions.

- Consistency

Maintain visual consistency across all imagery to strengthen our brand identity. Use a cohesive color palette, composition style, and tone to create a unified visual language. Ensure that all imagery aligns with our brand values and messaging.

# Logo and Visual Identity

## Imagery Style Continued

- Brand Integration

Integrate our logo or brand elements subtly into imagery when appropriate. Avoid overshadowing the main subject or message with prominent branding. Maintain a balance between brand visibility and the overall narrative of the imagery.

- Licensing and Usage Rights

Ensure that all imagery used for Gateway Recruiting is properly licensed and complies with copyright laws. Only use images from reputable sources or obtain permission from the copyright holder when necessary. Avoid using images that infringe on the rights of others.

- Accessibility

Consider accessibility when selecting imagery by choosing visuals that are easy to perceive and understand for all audiences. Ensure that imagery is inclusive of individuals with disabilities and does not rely solely on visual cues for communication.

# Brand Messaging

## Tagline

Client Facing: *“Real Relationships. Real Talent.”*

Candidate Facing: *“Gateway to Global Careers”*

## Tone of Voice

*Overview:*

The tone of voice at Gateway Recruiting is professional, personable, and confident. Our communication reflects our principal values of Integrity, Loyalty, Diversity, and Professionalism. We aim to establish trust and real relationships, convey expertise, and create a sense of partnership with both clients and candidates.

*Key Characteristics:*

- Professional: Our language is polished and respectful, demonstrating our expertise and commitment to high standards.
- Personable: We communicate in a warm and approachable manner, ensuring our clients and candidates feel valued and understood.
- Confident: Our tone conveys assurance and reliability, reflecting our proven track record and industry accolades.

# Brand Messaging

## Tone of Voice Continued

*Examples:*

- **Website Copy:** “Welcome to Gateway Recruiting, where excellence meets opportunity. We specialize in tailored recruitment solutions designed to meet your unique needs, ensuring the right talent is always within reach.”
- **Social Media Post:** “Proud to be recognized by Forbes for our commitment to connecting top-tier talent with leading companies. Trust Gateway Recruiting to find your perfect match. #Recruitment #TalentSolutions #Forbes”
- **Customer Service Email:** “Dear [Client Name], thank you for considering Gateway Recruiting for your talent needs. We’re excited to collaborate with you and deliver exceptional candidates who will drive your success. Let’s schedule a call to discuss your requirements in detail.”

## Guidelines for Consistency:

- **Dos:**
  - Use clear and precise language to communicate expertise.
  - Maintain a warm and friendly tone to build rapport.
- **Don'ts:**
  - Avoid overly casual or informal language that may undermine our professional image.
  - Refrain from using jargon or complex terminology that could confuse the audience.
  - Do not use a tone that appears detached or impersonal.

# Brand Messaging

## **Rationale**

Our tone of voice embodies our brand's mission to deliver relationship-driven recruiting that creates long-term value. By being professional, personable, and confident, we build trust and foster lasting relationships with our clients and candidates. This approach ensures our communications consistently reflect our core values and expertise, positioning Gateway Recruiting as a leader in the industry.

## **Detailed Tone of Voice Guidelines**

### *Professional:*

Our professional tone showcases our industry expertise and commitment to high standards. We use polished language and maintain a respectful demeanor in all communications.

### *Personable:*

We strive to create a warm and approachable atmosphere. Our communications should make clients and candidates feel valued and understood, fostering strong relationships built on trust.

### *Confident:*

Our confident tone reflects our proven success and industry recognition. We convey assurance in our abilities, instilling confidence in our clients and candidates that they are in capable hands.

# Brand Messaging

## Examples of Tone in Different Contexts

### 1. *Website Copy:*

- Before: “Established in 2008, Gateway Recruiting was born from a vision to provide targeted recruitment solutions to companies at every stage of their journey.”
- After: “Since 2008, Gateway Recruiting has been dedicated to delivering targeted recruitment solutions, guiding companies at every stage of their journey to success.”

### 2. *Email Communication:*

- Before: “We understand the importance of advancing careers while maintaining privacy and trust.”
- After: “We value your privacy and trust, and we are dedicated to helping you advance your career seamlessly and confidently.”

### 3. *Social Media Post:*

- Before: “Trust us to source the finest talent for companies prioritizing profit and people, with custom-tailored solutions seamlessly fitting into long-term hiring strategies.”
- After: “Count on Gateway Recruiting to connect you with top talent through custom-tailored solutions that align with your long-term hiring strategies.  
#TalentSolutions #RecruitmentExcellence  
#GatewayToGlobalCareers”

# Target Audience

## Personas

*Censored Information*

# Target Audience

## Personas Continued

*Censored Information*

# Target Audience

## Personas Continued

*Censored Information*

# Target Audience

## Demographics

*Censored Information*

# Target Audience

## Psychographics

*Censored Information*

# Target Audience

## Psychographics Continued

*Censored Information*

# Online Presence

## Website Design and Navigation

*Overview:* The design and navigation of Gateway Recruiting's website are critical to providing an exceptional user experience. Our website should reflect our brand values of integrity, loyalty, diversity, and professionalism while ensuring ease of use, accessibility, and a modern, clean aesthetic.

*Design Principles:*

### 1. Professional and Polished:

- Use a clean, modern design with a professional color palette that aligns with our brand colors.
- Ensure high-quality images and graphics that reinforce our brand's professionalism and expertise.

### 2. User-Centric:

- Prioritize the needs and preferences of our target audience in the design and navigation.
- Implement intuitive navigation to help users find information quickly and easily.

### 3. Accessible:

- Adhere to web accessibility standards to ensure the site is usable by people of all abilities.
- Use readable fonts, appropriate contrast ratios, and alt text for images.

### 4. Consistent:

- Maintain a consistent design language across all pages, including typography, color schemes, and button styles.
- Ensure the tone of voice is consistent with our brand guidelines.

# Online Presence

## Social Media Guidelines

### *Overview:*

Gateway Recruiting's social media presence is essential for engaging with our audience, showcasing our expertise, and reinforcing our brand values of integrity, loyalty, diversity, and professionalism. These guidelines ensure that our social media communication is consistent, professional, and aligned with our brand identity.

### *Goals:*

- **Engagement:** Foster meaningful interactions with clients, candidates, and industry professionals.
- **Brand Awareness:** Increase visibility and recognition of Gateway Recruiting as a leading recruitment firm.
- **Thought Leadership:** Share insights and expertise to position Gateway Recruiting as a trusted authority in the recruitment industry.
- **Recruitment:** Attract top talent and potential clients through strategic social media content.

# Online Presence

## Content Guidelines

### 1. Voice and Tone:

- Professional: Maintain a polished and respectful tone across all platforms.
- Personable: Engage with the audience in a warm and approachable manner.
- Confident: Reflect our expertise and reliability confidently.
- Consistent: Ensure the tone aligns with our brand values in every post.

### 2. Visual Style:

- Imagery: Use high-quality images that reflect our brand's professionalism. Avoid generic stock photos.
- Brand Colors: Incorporate our brand colors consistently in graphics and visuals.
- Logos: Use the Gateway Recruiting logo appropriately and ensure it is clear and not distorted.

### 3. Content Types:

- Educational Content: Share insights, tips, and industry trends to provide value to our audience.
- Promotional Content: Highlight our services, job opportunities, and company achievements.
- Engagement Content: Ask questions, conduct polls, and encourage interaction with our posts.
- User-Generated Content: Share testimonials and success stories from clients and candidates.

# Online Presence

## Content Guidelines Continued

### *Engagement and Interaction*

#### 1. Responding to Comments and Messages:

- **Timeliness:** Respond to comments and messages promptly (within 24 hours).
- **Professionalism:** Maintain a courteous and respectful tone, even in negative interactions.
- **Consistency:** Provide consistent and accurate information in responses.

#### 2. Community Building:

- **Hashtags:** Use relevant hashtags to increase visibility (e.g., #Recruitment, #TalentAcquisition, #GatewayRecruiting).
- **Tagging:** Tag relevant companies, clients, and partners to foster connections.
- **Engagement:** Like, share, and comment on posts from industry leaders, clients, and partners.

#### 3. Handling Negative Feedback:

- **Acknowledge:** Address the feedback promptly and acknowledge the concern.
- **Resolve:** Provide a solution or direct the individual to a private channel (e.g., direct message or email) to resolve the issue.
- **Professionalism:** Remain calm and professional, avoiding defensive or confrontational language.

# Online Presence

## Content Guidelines Continued

### *Compliance and Legal Considerations*

#### 1. Confidentiality:

- Client and Candidate Privacy: Do not share confidential or sensitive information about clients or candidates.
- Approvals: Obtain necessary approvals before sharing testimonials or case studies.

#### 2. Copyright and Attribution:

- Original Content: Ensure all content is original or properly licensed for use.
- Attribution: Give credit to original sources when sharing third-party content.

#### 3. Legal Compliance:

- Regulations: Adhere to all relevant regulations and industry standards in recruitment and social media usage.
- Disclaimers: Include disclaimers when necessary to clarify the nature of content (e.g., promotional posts).

# Online Presence

## Content Guidelines Continued

### *Measurement and Analytics*

#### 1. Key Metrics:

- Engagement Rate: Measure likes, comments, shares, and overall interaction with posts.
- Reach and Impressions: Track how many people see our content and how often.
- Follower Growth: Monitor the increase in followers across platforms.
- Conversions: Track the number of job applications, inquiries, or leads generated through social media.

#### 2. Reporting:

- Monthly Reports: Compile monthly reports to analyze performance and adjust strategies accordingly.
- Continuous Improvement: Use insights from analytics to refine content and engagement strategies.

# Online Presence

## Content Strategy

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# Online Presence

## Content Strategy Continued

*Censored Information*

# Online Presence

## Content Strategy Continued

*Censored Information*

# Company Culture

## Overview

At Gateway Recruiting, our company culture is the foundation of our success and the driving force behind our commitment to excellence. Established on the principles of Integrity, Loyalty, Diversity, and Professionalism, our culture fosters a supportive and inclusive environment where every team member can thrive. We believe that a positive, collaborative workplace is essential for personal growth and organizational achievement.

### *Operational Values:*

- Integrity: We operate with honesty and transparency in all our dealings, ensuring trust and respect among our team and with our clients and candidates.
- Loyalty: We are dedicated to our team members, clients, and candidates, building long-lasting relationships based on mutual trust and commitment.
- Diversity: We embrace diverse perspectives and backgrounds, recognizing that they enhance creativity, innovation, and decision-making.
- Professionalism: We maintain the highest standards of professionalism in our work, continually striving for excellence in everything we do.

# Company Culture

## Overview Continued

### *Key Aspects of Our Culture:*

- Collaborative Environment: We encourage teamwork and open communication, fostering an atmosphere where ideas and feedback are valued.
- Continuous Learning: We invest in the professional development of our employees, offering opportunities for training, mentorship, and career advancement.
- Work-Life Balance: We support our team members in achieving a healthy balance between their professional and personal lives, recognizing that well-being is crucial to productivity and satisfaction.
- Innovation and Adaptability: We are committed to staying at the forefront of industry trends, encouraging innovation and adaptability in our approach to recruitment.

# Company Culture

## Employee Testimonials

*\*Testimonials shown were taken from [GlassDoor](#) (4.8 stars).*

### **Director Trade Compliance Recruiting | January 2018**

*Best Pay Structure of any Recruiting Firm*

#### **Pros**

This is a place where hard work truly does pay off. The more you put in the more you get out. Excellent leadership that wants you to succeed. Great training and sharing of ideas amongst coworkers. Ability to make 6 figures and show up to the office in shorts and flip-flops.

#### **Cons**

You will work around the clock. Recruiters never stop working, so you have to enjoy what you do.

### **Manager of Recruiting | March 2023**

*Potential, potential, potential!*

#### **Pros**

The folks I work with are amazing people. Leadership is supportive, flexible, encouraging, and truly wants to see us succeed. I am constantly learning about new jobs/industries and have the opportunity to network with candidates from all walks of life! Being pushed (in a good way) to build my own client base and stretch my professional capabilities.

#### **Cons**

The only con regarding Gateway Recruiting is that I didn't find it sooner in my career!

# Company Culture

## Community Engagement

At Gateway Recruiting, we believe that giving back to the community is a vital part of our corporate responsibility. Our commitment to community engagement reflects our core values and enhances our company culture by fostering a sense of purpose and connection beyond the workplace.

### *Community Initiatives:*

- **Volunteering:** Our team members volunteer annually at The Barking Project event in Dallas, TX. We host a booth and hand out event goodies to those who are looking to adopt a dog. We also host our yearly 4th Quarter 4 Paws campaign, where we pledge a percentage of our fourth-quarter profits to donate to a humane society or similar cause.
- **Partnerships:** We are a proud partner of [The Barking Project](#) and a title sponsor of their annual event.
- **Diversity, Equality, and Inclusion (DEI):** We support initiatives that promote diversity and inclusion within the community, offering mentorship and career development workshops for underrepresented groups.
- **Corporate Social Responsibility:** Our Environmental, Social, Governance (ESG) efforts include sustainable business practices, such as reducing our environmental footprint and promoting ethical standards in all our operations.

View our [DEI and ESG policy](#) on our website.

# Differentiators

## Unique Selling Proposition (USP)

*Censored Information*

# Differentiators

## Unique Selling Proposition (USP) Continued

*Censored Information*

# Differentiators

## Competitive Analysis

*Censored Information*

# Differentiators

## Competitive Analysis Continued

*Censored Information*

# Differentiators

## Competitive Analysis Continued

*Censored Information*

# Differentiators

## Competitive Analysis Continued

*Censored Information*

# Metrics and KPIs

## Performance Metrics

*Censored Information*

# Metrics and KPIs

## Performance Metrics Continued

*Censored Information*

# Metrics and KPIs

## Performance Metrics Continued

*Censored Information*

# Metrics and KPIs

## Performance Metrics Continued

*Censored Information*

# Metrics and KPIs

## Tracking Success

*Censored Information*

# Brand Evolution

## Future Vision

### *Gateway to Tomorrow's Talent*

As we look ahead, Gateway Recruiting is committed to solidifying our position as a premier recruitment firm through strategic growth, technological innovation, and an unwavering focus on excellence. Our vision for the future is rooted in our core values, while embracing new opportunities to enhance our services and expand our reach.

### *Strategic Growth:*

- **Global Expansion:** We aim to broaden our global footprint, establishing a presence in key markets worldwide to better serve our international clients and candidates.
- **Industry Diversification:** While we have a strong foundation in sectors like Medical Device, Biotech, and Technology, we plan to diversify further into emerging industries, ensuring we stay ahead of market demands.
- **Enhanced Services:** We will continue to expand our service offerings, providing comprehensive talent management solutions that go beyond recruitment, including leadership development, workforce planning, and organizational consulting.

# Brand Evolution

## Future Vision Continued

### *Technological Innovation:*

- **AI and Automation:** Leveraging AI and automation, we will enhance our recruitment processes to improve efficiency, accuracy, and candidate experience. This includes using advanced algorithms for candidate matching and predictive analytics to forecast hiring trends.
- **Digital Transformation:** Our commitment to digital transformation will see us adopting cutting-edge technologies to streamline operations, improve data management, and deliver superior client and candidate experiences.
- **Virtual and Remote Solutions:** Recognizing the shift towards remote work, we will develop and offer virtual recruitment solutions, ensuring we can effectively serve clients and candidates regardless of their location.

### *Commitment to Excellence:*

- **Continuous Learning:** We will invest in ongoing training and professional development for our team, ensuring they remain at the forefront of industry knowledge and best practices.
- **Sustainability and Responsibility:** Our future vision includes a strong emphasis on sustainability and corporate social responsibility, contributing positively to the communities we serve and promoting ethical business practices.

# Brand Evolution

## **Adaptation to Industry Trends**

### *Responsive and Proactive:*

In the rapidly evolving recruitment landscape, Gateway Recruiting is committed to staying responsive and proactive. By anticipating and adapting to industry trends, we ensure our services remain relevant, competitive, and aligned with the needs of our clients and candidates.

### *Embracing Balance:*

- **Hybrid Recruitment:** With the rise of hybrid work, we have adapted our recruitment strategies to source and place on-site, hybrid, and remote talent effectively. This includes leveraging virtual interviewing tools and remote onboarding processes.
- **Flexible Solutions:** We offer flexible staffing solutions to accommodate the diverse needs of companies transitioning to or expanding remote workforces, ensuring they have access to top talent regardless of geographical constraints.

# Brand Evolution

## Adaptation to Industry Trends Continued

### *Focus on Diversity and Inclusion:*

- **D&I Initiatives:** We have strengthened our commitment to diversity and inclusion, implementing initiatives to promote diverse hiring practices and create inclusive workplaces. This includes training for our team and clients on unconscious bias and inclusive recruitment strategies.
- **Talent Pool Diversification:** By actively seeking diverse talent pools, we ensure that our clients benefit from a wide range of perspectives and experiences, enhancing innovation and performance.

### *Technological Advancements:*

- **Data-Driven Recruitment:** Utilizing big data and analytics, we gain insights into candidate behavior, market trends, and hiring patterns, enabling us to make informed decisions and provide strategic advice to our clients.
- **AI Integration:** Our integration of AI tools enhances candidate screening and matching processes, ensuring a more efficient and accurate selection of top talent.

# Brand Evolution

## Adaptation to Industry Trends Continued

### *Sustainable Practices:*

- **Green Recruitment:** We are committed to adopting sustainable practices within our operations, from reducing our carbon footprint to promoting eco-friendly initiatives. This includes using digital platforms to minimize paper usage and encouraging virtual meetings to reduce travel.
- **CSR and ESG Focus:** Our approach to corporate social responsibility (CSR) and environmental, social, and governance (ESG) principles reflects our dedication to ethical and sustainable business practices, benefiting both our clients and the broader community.

### *Client-Centric Approach:*

- **Tailored Services:** We continue to adapt our services to meet the evolving needs of our clients, providing customized recruitment solutions that align with their unique business objectives and market conditions.
- **Enhanced Communication:** By leveraging modern communication tools and platforms, we ensure seamless and effective interactions with clients and candidates, enhancing their overall experience.

# Contact Information

## Headquarters

*Censored Information*

### Mailing Address:

301 Main Plaza #187

New Braunfels, TX 78130

### Phone:

(877) 336-7010

## Social Media Handles

- LinkedIn:
  - [Gateway Recruiting](#)
- Facebook:
  - [Gateway Recruiting](#)
- Instagram:
  - [@GatewayRecruiting](#)
- X (formerly Twitter):
  - [@GtwyRecruiting](#)
- Reddit
  - [u/GatewayRecruiting](#)
- Threads:
  - [@GatewayRecruiting](#)
- TikTok:
  - [@GatewayRecruiting](#)
- YouTube:
  - [Gateway Recruiting](#)
- Linktree:
  - [/GatewayRecruiting](#)
- Bluesky:
  - [@GatewayRecruiting](#)

## Email Addresses

- [Info@GatewayRecruiting.com](mailto:Info@GatewayRecruiting.com)
- [Info@AskMyRecruiter.net](mailto:Info@AskMyRecruiter.net)
- [Contact@CardiacDeviceJobs.com](mailto:Contact@CardiacDeviceJobs.com)
- [AskGatewayRecruiting@Gmail.com](mailto:AskGatewayRecruiting@Gmail.com)

## Websites

- [www.GatewayRecruiting.com](http://www.GatewayRecruiting.com)
- [www.AskMyRecruiter.net](http://www.AskMyRecruiter.net)
- [www.CardiacDeviceJobs.com](http://www.CardiacDeviceJobs.com)
- [www.TradeComplianceSalarySurvey.com](http://www.TradeComplianceSalarySurvey.com)