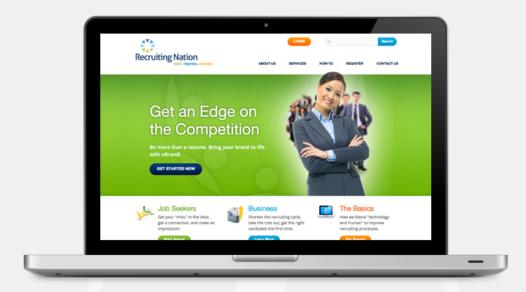# Recruiting Nation

Job Recruitment Site

By employing video in the recruiting process, RecruitingNation offers a unique solution for both Companies and JobSeekers to screen, attract, and select from the best candidates and jobs available.

Background:

RecruitingNation identified a major gap in the recruiting process: lack of branding and personalization. Companies and candidates didn't have a platform to effectively sell themselves and tell their unique story. RecruitingNation's revolutionary concept for video-based interviews would streamline the recruitment process for both audiences. That became the new business idea behind RecruitingNation.

With that groundbreaking idea, RecruitingNation blazed ahead engaging with a small, overseas development team to hash out this concept. RecruitingNation encountered several roadblocks with that team delivering on the high-level marketing strategies put forth and struggled with an elevated design aesthetic that would effectively work for a US audience. If RecruitingNation was going to sell the solution of personal branding with video resumes, then their branding, design and marketing had to be completely rethought.

Process:

RecruitingNation employed SimpleFlame to rethink the branding, user interface and marketing strategies for both the marketing and application portions of the site.

To get started, SimpleFlame needed to revamp the brand identity. Several logo concepts were crafted and ultimately pitched to the client. One winner stood above the rest – not due to the execution of strong typography alone, but the complexity and conceptual reasoning behind the symbolism of the logo mark. RecruitingNation's identity is a nod to the United Nations: unifying eight abstract person icons in an inner-facing circle, banded with five colors. The mark represents uniting a population, both job seekers and companies, with the match they are seeking through the talent recruitment process.

Secondly, SimpleFlame had the task of redesigning the marketing site and mirrored application dashboard. After evaluating the existing site design, the design team made strategic recommendations for improving the brand and overall user experience. SimpleFlame flawlessly executed on the creative deliverables, infusing the new branding to the re-architected site. The final deliverables included two beautifully branded websites: the marketing site and the application site.

Project Results:

- Established a new, professional brand identity that has a global appeal
- Achieved a cohesive brand identity and interface both the marketing site and application
- Leverage consistently branded marketing collateral including business card, letterhead, stationary, PPT presentation, social media backgrounds

Technology:

✔ Dynamic Carousel Web App

✔ Testimonial Slider Web App

✔ Company Spotlight Web App

✔ Email Marketing System

✔ Integrated Blog Module

__Learn more about how SimpleFlame can help you achieve online success__ through a website solution built on Adobe Business Catalyst. Contact us today at __314.266.3485__