



# Indeed ATS Partner Marketing Guidance

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**Website:** <https://www.indeed.com/hire/ats-integration>

**Listing keywords:** Job site, Recruiting, Talent acquisition, Job posting, Job advertising, Candidate matching, Job search engine

## Indeed Brand Language

Indeed is the world's #1 job site,<sup>1</sup> with 300 million global unique visitors every month<sup>2</sup> and sites in over 60 countries. By providing access to great talent from all different fields, Indeed helps employers of all sizes find and hire the right talent for them.

To learn more about how Indeed helps millions of job seekers and employers find the right fit every day, visit [indeed.com](https://www.indeed.com)

<sup>1</sup>Comscore, Total Visits, September 2021

<sup>2</sup> Indeed Internal Data, average monthly unique visitors April–September 2022

[Terms, conditions, quality standards and usage limits apply](#)

## Indeed Integrations Language

Below you'll find standardized language approved for use on your integrations site for general integrations benefits and specific language for Indeed Apply, Interview, Sponsored Jobs and Recruiter Extension, as well as informational one-sheets and links to each product page. Screenshots and promotional widget graphics for each product can be found in the ATS Partner Marketing Toolkit.

## Benefits of Using Indeed Integrations

Indeed integrations help you hire faster by enabling you to get more applies from relevant job seekers with lower costs using our innovative technology solutions. As your strategic hiring partner, our integrations work to automate hiring workflow by creating a conduit to seamlessly use Indeed's suite of products with a recruiters HR tech stack.

### Indeed Apply Sync

Indeed Apply integration provides a candidate-friendly application experience on Indeed and helps recruiters by standing out in search results and incremental impact, increasing likelihood of being clicked on by 30% compared to non-Indeed Apply jobs.<sup>1</sup>

<sup>1</sup>Indeed data (worldwide)

Learn more:

[Indeed Apply Product Page](#)

[Indeed Apply One-Sheet](#)

### Indeed Interview Integration

Indeed Interview is a built-in virtual interviewing feature that allows employers to easily conduct interviews, access resumes, rate candidates and speed up the overall interview process.

Recommended key words: Interview, Video interview, Interview scheduling, Virtual interviews, Scheduling or Recruiting

Learn more:

[Indeed Interview Integration Product Page](#)

[Indeed Interview Integration One-Sheet](#)

### Sponsored Jobs Integration

Sponsored Jobs are 4.5x more likely to result in a hire<sup>1</sup>. Adding the integration makes it easy to sponsor a job right from your ATS platform.

<sup>1</sup>Indeed data (worldwide)

## **Indeed Recruiter Extension**

Indeed Recruiter Extension is a free browser extension that helps recruiters transfer candidate and resume data from Indeed to their ATS with just a few clicks.

Learn more:

[Indeed Recruiter Extension Product Page](#)

[Indeed Recruiter Extension One-Sheet](#)

# Indeed logo and usage guidelines:

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The INDEED name and logo are registered trademarks of Indeed, Inc. Any and all content featuring, containing, or referencing these trademarks is subject to Indeed's prior written approval.



## Logo colors

The Indeed logo may appear in Brand Blue (#003a9b) or white, never any of our other brand colors. The preferred treatments are Brand Blue on white or white on Brand Blue.

Please use whichever version will provide the strongest visual contrast with the background, and feel like it belongs within the overall design.

## Minimum Sizes

14px height - digital

10pt height - print

## Margin

To protect the clarity and visual integrity of the logo, it has a required clear space.

The “e” in the Indeed logotype should be used as a measurement guide for clear space around the logo to keep this area proportional to the logo at all sizes.



## Space & Dimensions

In order to visually balance all our work, the Indeed logo is aligned to the letterforms of the wordmark—ignoring the “eyebrow” or arch shape over the lowercase i.

This is true for both centering and right alignment in a composition. The logo should be aligned with major elements of a composition—shapes, type, buttons, etc.

## Don't

1. Alter the logo.
2. Squeeze or stretch the logotype.
3. Tilt or warp the logotype.
4. Violate clear space rules.
5. Change the alignment of lockup text.
6. Place the logo over a busy image.
7. Add a drop shadow to the logotype.
8. Fill the logotype with imagery.
9. Change the color of the logotype to anything other than specified.



## Thank you.

We appreciate being your hiring partner.  
Submit your Indeed promotions [here](#).



Refer to the Indeed Trademark Use Guidelines  
in your toolkit for a full list of requirements  
when presenting the Indeed brand.