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# Recruitment

## Style Guide

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# Introduction

The Goldman Sachs recruitment style guide represents a relationship between Goldman Sachs and its current and future colleagues. This document is a set of brand identity principles, technical specifications and best practices all intended to help internal marketing teams, as well as our agency partners, understand the campaign—and its “look and feel.” As a starting point, we want to help people understand the fundamental purpose of the campaign, and how that positioning translates into a distinct visual expression. Taken as a whole, the information found within these guidelines can help us all to protect the value and equity of our brand.

# Messaging & Process

This work is intended to solve two key challenges:

1. People don't think Goldman Sachs is for them (or their students, friends, family members etc.) because they have a perception we are only one type of person/skill set.
2. They don't know what Goldman Sachs really does.

The campaign aims to address both of those by showing the whole individual (and highlighting our diversity across all meanings of that word) and by showing what we do through tangible possibilities stories.

# Content Creation Process

This style guide and the campaign itself are designed to empower recruiters and others to tailor their message and highlight specific people, locations and stories to their target audiences within a flexible framework to ensure consistency.

The enclosed style guide is your toolkit to understand the content and channels available to you.

In the event that you feel there is a content need that is not addressed in the current suite of assets, please take the following steps.

**DEFINE:** Start with your needs and what you're trying to accomplish. Ask:

- What are your objectives?
- Who is your target audience? Who is going to see, hear or watch the content?
- What are the key messages you are looking to convey?
- How are you currently conveying these messages? (if at all)
- How would this content fit into the broader content strategy?
- Have you received feedback on existing communications?
- What's your budget?
- What's your timeline?

**ENGAGE:** Engage Employer Brand (EO) to discuss the questions above.

**ASSESS:** Employer Brand (EO) to assess content needs, objectives and how they align to defined "People" content pillars. Team to make recommendation on path forward which may include leveraging existing content to fill in gaps, repurposing/enhancing existing content or developing new content. **OBTAIN APPROVAL:** Head of Employer Brand (EO) to approve direction and approach before moving into content development. If approval is received, follow steps below:

**DEVELOP CONTENT:** Define key messages and ensure unified brand experience. Leverage style guide to ensure brand consistency

**DEVELOP DISTRIBUTION STRATEGY:** Work with Employer Brand (EO) to define the relevant platforms to publish this content

**REVIEW:** Ensure content and plan is vetted by key stakeholders (e.g., team lead, Employer Brand (EO), Media Relations, Employment Law, Divisional Compliance)

**MEASURE SUCCESS:** Understand performance through metrics (e.g., clicks, views, etc.)

**MAINTAIN:** Ensure content is up-to-date and reviewed on an ongoing basis

# Toolbox

## Logo



Goldman  
Sachs

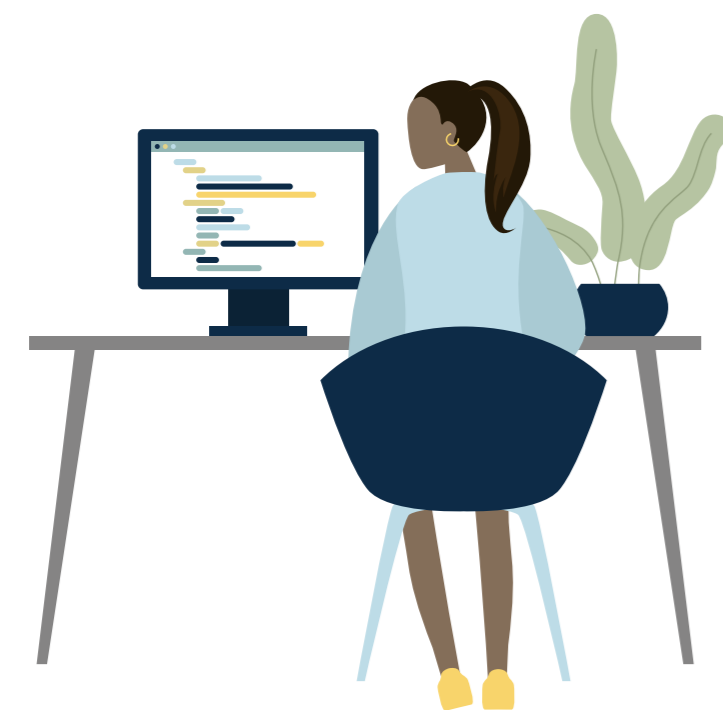
## Color Palette



## Gradient



## Illustration



## Photography



## Main Typography

### Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Secondary Typography

### Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

\*Additional illustrations can be seen on page 32.

# Tone

The “make things possible” campaign is all about celebrating who candidates are, and encouraging them to be themselves while applying to and working at Goldman Sachs.

We seek out people with all types of skills, interests and experiences. Even if a candidate has never imagined a career in finance, there's a place for them here. We communicate that through conversational language that's human and engaging.

We want to make sure that wherever we can, we combat the misconceptions they may have about Goldman Sachs.

# Tone

## Headlines

Conversational and approachable language is used to help combat the preconceptions about Goldman Sachs that people may have.

We use phrases that are casual, so that candidates can relate with Goldman Sachs, and see themselves at the company, whether they're studying finance or not. When in doubt, use the colloquial. Avoid jargon and aim for brevity.

## Examples

DON'T SAY:

Let's discuss your future at Goldman Sachs.

DO SAY:

Let's chat about what you're into and where you want to go.

DON'T SAY:

Thank you for attending our Goldman Sachs career summit.

DO SAY:

Thanks for stopping by our Goldman Sachs career summit.

DON'T SAY:

At Goldman Sachs, we hire from a variety of educational backgrounds.

DO SAY:

At Goldman Sachs, we think who you are makes you better at what you do.

## Approved headlines

**See yourself here.**

(This is also used to accompany back-facing photography)

**You solve problems. So do we.**

**Calling all coders, critical thinkers,  
problem solvers.**

**Your future could be shaping the future.**

**Curious, collaborative and driven? Let's chat.**

**Shaping the future of finance...no finance  
degree required.**

**Manage an IPO, tech stack, or anything in  
between:**

**Make things possible.**

(This line should be used as a sign-off or in a wrap-up line, and should not be used as a headline).



# Tone

## 3-Part Headlines

In our photography, we feature real people at Goldman Sachs—we built a headline structure to tell their amazing stories.

These three-part headlines give candidates a little insight into each person and what they're into, to help demonstrate the humanity and diversity of Goldman Sachs.

They follow a simple structure:

**Political science major.** \_\_\_\_\_ Person's major  
**Commercial Banking VP.** \_\_\_\_\_ Person's job title  
**Dog lover.** \_\_\_\_\_ Interesting anecdote about them

When an individual is featured in materials specific to their actual division, their three-part headline specifying their division should be used (see pages 20 – 22).

When an individual is being featured in firmwide materials or materials specific to another division, (i.e., Emily who sits in Consumer and Wealth Management (CWM) being featured in a flyer promoting Operations events), we should use the generic structure:

**Political science major.** \_\_\_\_\_ Person's major  
**Problem solver.** \_\_\_\_\_ Generic attribute  
**Dog lover.** \_\_\_\_\_ Interesting anecdote about them

# Tone

## Body Copy

A bulk of the body copy for Goldman Sachs messaging is provided, but there are opportunities to bridge the gap between the tone of headline and subhead messaging, and body copy.

Here we used a sentence that can work throughout different divisional copy, and still makes the transition feel authentic and less abrupt.

## Example:

# Political science major Commercial Banking VP. Dog lover.

At Goldman Sachs, we think who you are makes you better at what you do. For us, it's all about bringing together people who are curious, collaborative and have the drive to make things possible for our clients and communities. Consumer and Wealth Management helps empower clients and customers around the world to reach their financial goals. Our advisor-led wealth management businesses provide financial planning, investment management, banking and comprehensive advice to a wide range of clients, including ultra-high net worth and high net worth individuals, as well as family offices, foundations and endowments, and corporations and their employees. Our consumer business provides digital solutions for consumers to better spend, borrow, invest and save.

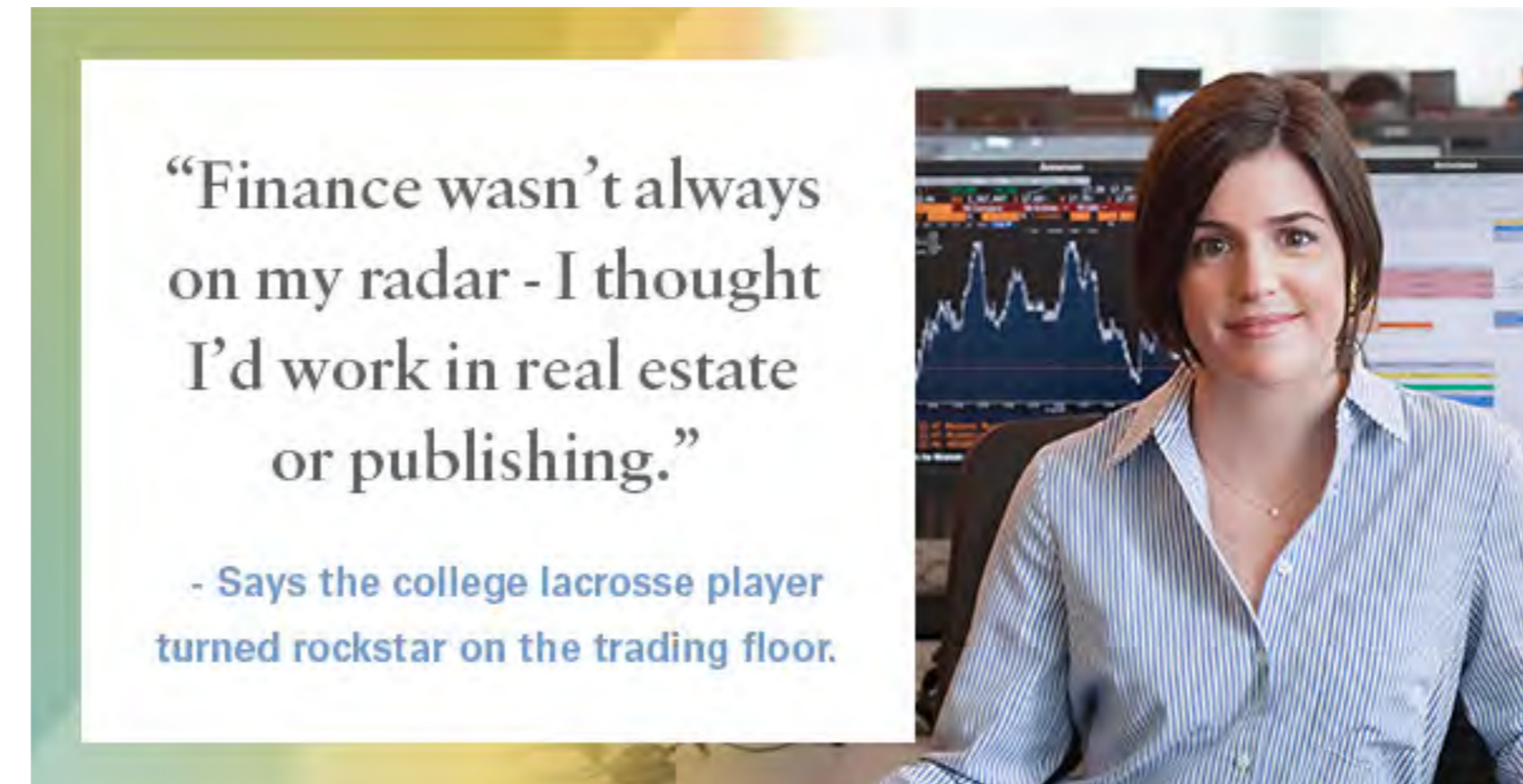
# Tone

## Quote Cards

Quote cards are a staple in corporate recruitment marketing, and we wanted to find a way to make them feel authentic and personal. In the quote cards at right, you'll see how we accomplished that.

We've used real Goldman Sachs people's attributions as a way to tell a story about them, and give candidates an insight into how they found Goldman Sachs.

## Examples:



# Typography

Headlines/Large-scale messaging

Sabon LT Std

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

Subheads

**Univers LT Std 65**

**Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789**

Body Copy

Univers LT Std 55

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789

# Typography

In use:

Political science major.  
Commercial Banking VP.  
Dog lover.

Let's chat about what you're into,  
and where you see yourself.



Consumer and Wealth Management helps empower clients and customers around the world to reach their financial goals. Our advisor-led wealth management businesses provide financial planning, investment management, banking and comprehensive advice to a wide range of clients, including ultra-high net worth and high net worth individuals, as well as family offices, foundations and endowments, and corporations and their employees. Our consumer business provides digital solutions for consumers to better spend, borrow, invest and save.



**3-part headline**

Sabon LT Std



**Subhead**

**Univers LT Std 65**

*Subhead size should be 1/2 to 3/4 the height of the capitals in the headline.*



**Body copy**

Univers LT Std 55



# Typography

## Attributions

Attributions should only be used when the colleague featured is representing their own division.



For print and digital pieces, Univers LT Std 55 and Univers LT Std 55 italic are to be used in the same size.

Example: Emily  
*Consumer and Wealth  
Management*

For video, Sabon LT Std and Univers LT Std 65 Bold are to be used using headline/subhead rules.

Example: **Emily**  
**Consumer and Wealth  
Management**

# Photography

# Photography

The photography used for this campaign is divided into four sections:

## Portraits

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We took a typical photography “don’t” and used it as a way to capture candidates’ attention. Photography intentionally shies away from faces, so candidates can picture themselves in the varied roles offered at Goldman Sachs. In some communications, we reveal faces to highlight individuality. The individual can be looking or gesturing into a naturally propped surrounding to add visual interest to the shot. Photos are to be shown roughly waist up.



## Textural/lifestyle

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The textural and lifestyle photography is to be used sparingly and only where some light imagery is needed. A gradient treatment is used for visual interest and as a backdrop for large text. This is a way to show life at the Goldman Sachs office as well as different perspectives of the building or surrounding buildings.



## Location

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The location photography should reflect the cities in which the Goldman Sachs offices are located. The city views should depict the skyline or a city landmark during the daytime. No black-and-white images should be used to show the locations.



## Case studies

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Case study photography should be a visual representation of each project or a significant part of each project. For images that include people, people should appear natural and not look staged or posed. Stay away from typical “stock” photography.

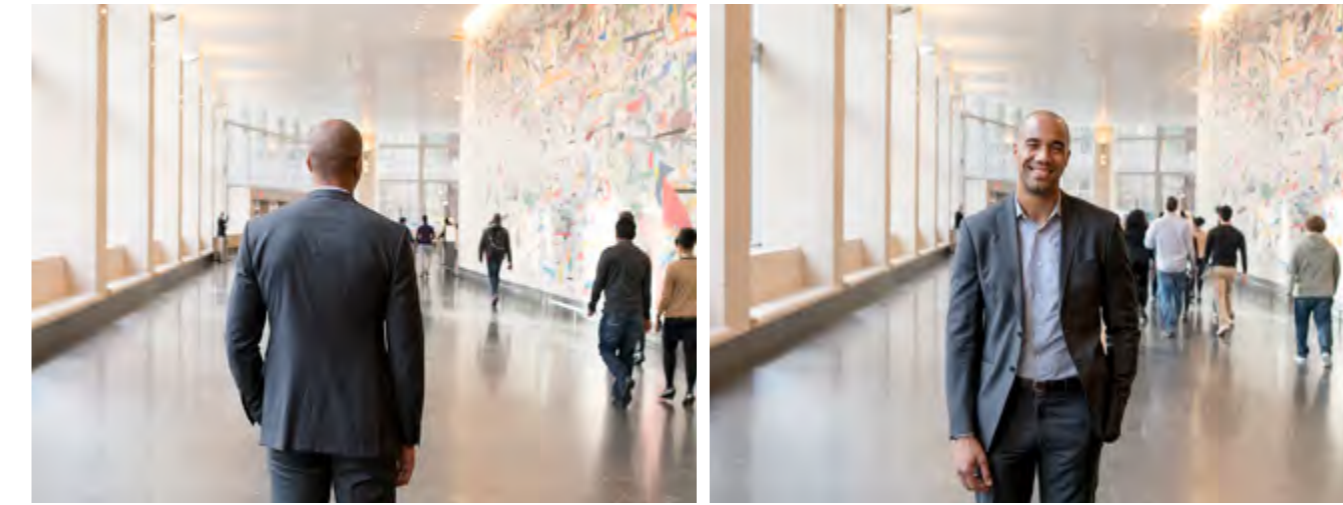


# Photography

Portraits: the assets



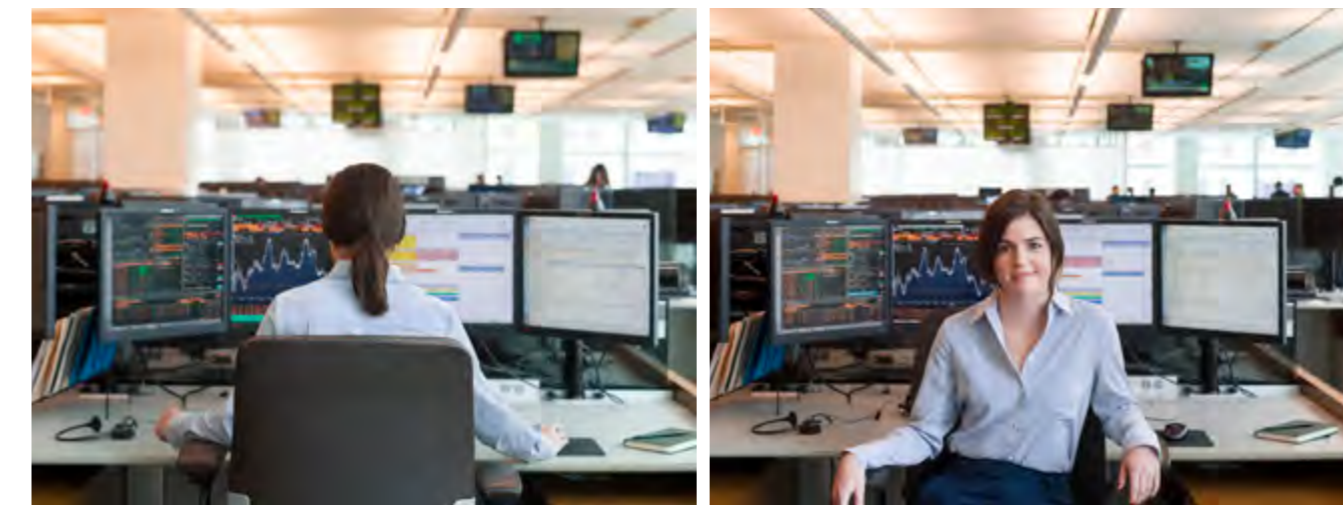
**Aditya Chatterjee:**  
Mechanical engineering major .  
Finance associate.  
Mountaineer.



**George O'Garro:**  
US Naval Academy major.  
Private Wealth advisor.  
Veteran's advocate.



**Andre Dixon:**  
Government major.  
Global Markets VP.  
Sound engineer.



**Mariel Teague:**  
English major.  
Asset Management associate.  
Former college athlete.



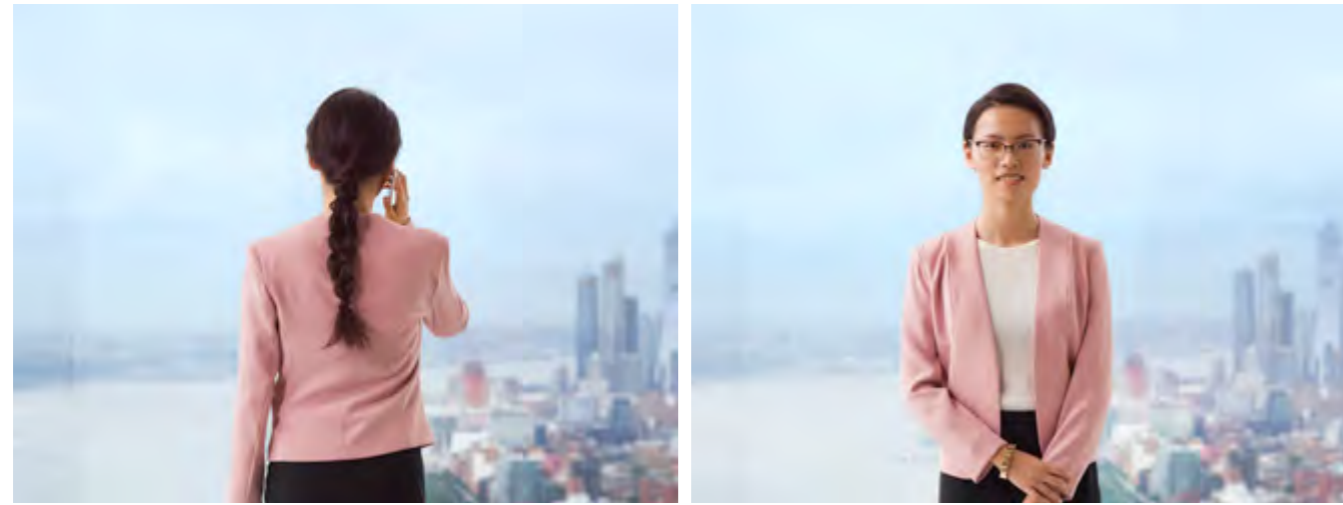
**Emily Thorn:**  
Political science major.  
Commercial Banking VP.  
Dog lover.



**Michael Raynis:**  
Government major.  
Compliance VP.  
Fencing champion.

# Photography

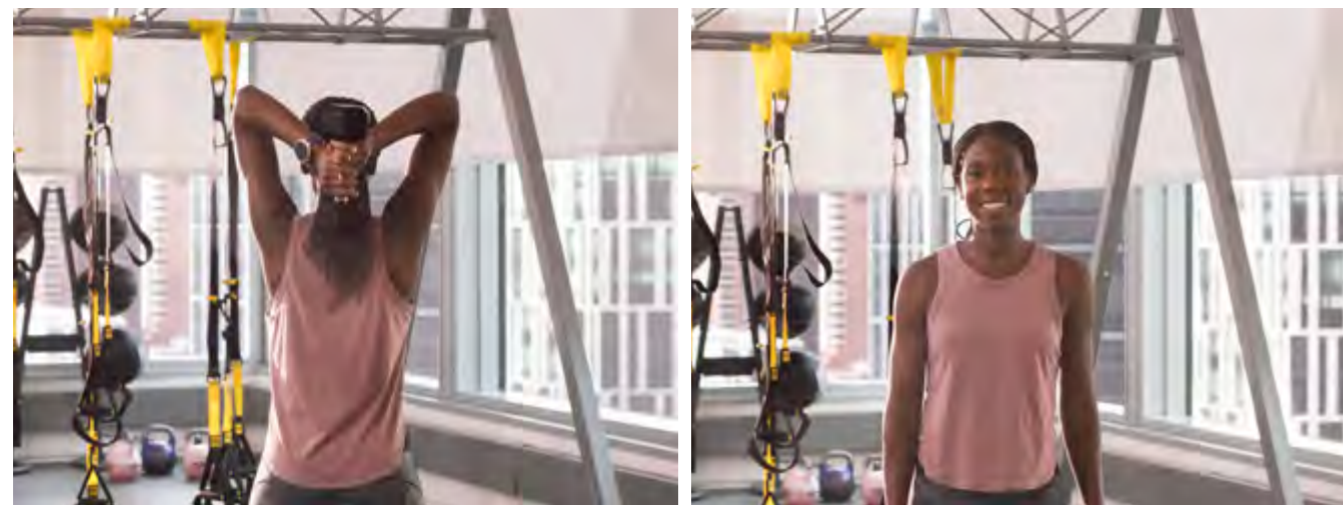
Portraits: the assets



**Mingtong Han:**  
Physics major.  
Global Markets associate.  
Tango dancer.



**Pim Valantagul:**  
Statistics major.  
Asset Management VP.  
Avid hiker.



**Myriam Coulibaly:**  
Finance major.  
Research VP.  
Marathon runner.



**Rogelio Gonzalez:**  
Philosophy major.  
Controllers VP.  
World traveler.



**My Nguyen:**  
Geography major.  
Asset Management VP.  
Power lifting champ.



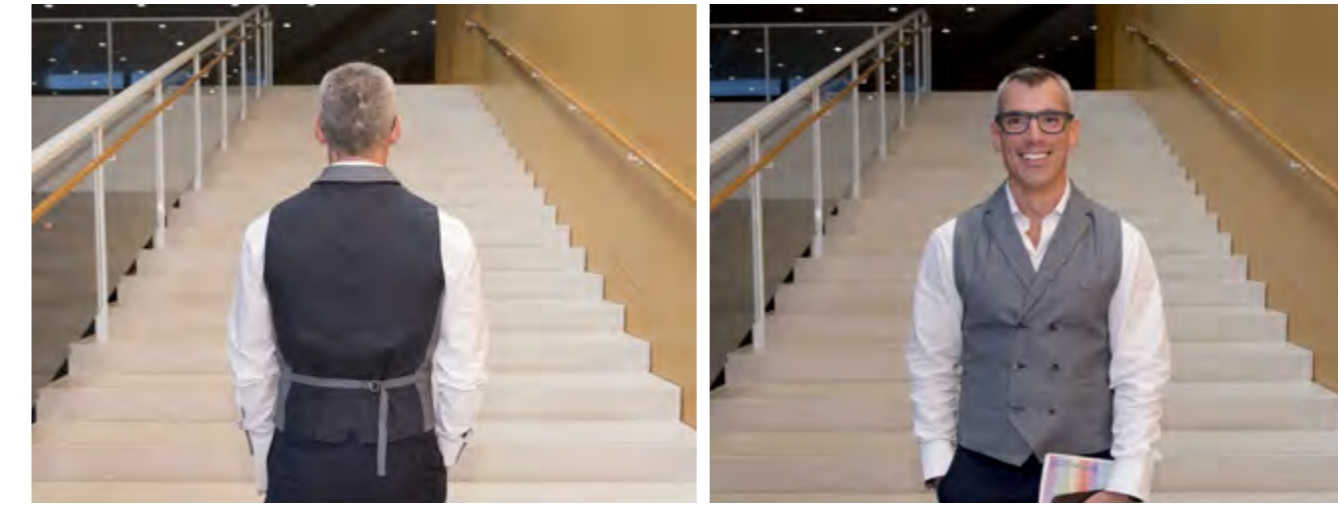
**Sean McKenna:**  
Finance and Econ major.  
Treasury VP.  
Dad and equestrian.

# Photography

Portraits: the assets



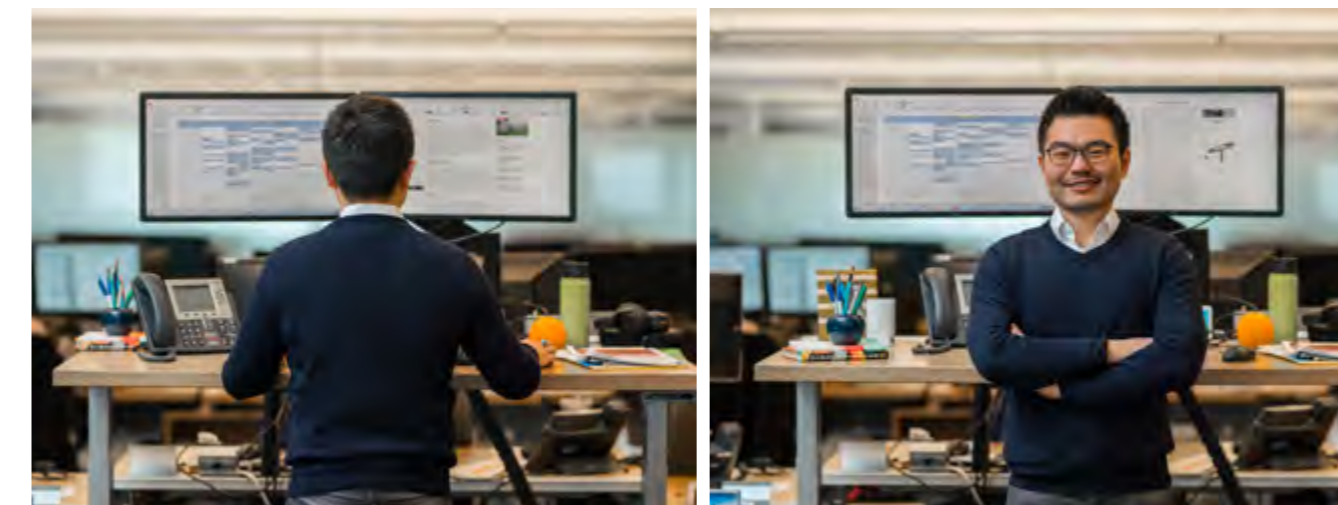
**Simba Maponga:**  
Computer Science major.  
Engineering VP.  
Human rights activist.



**Tuvia Borok:**  
Psychology major.  
Global Markets VP.  
Diversity champion.



**Stacey Miller:**  
Actuarial Science major.  
Risk managing director.  
Motorcyclist and mom.



**Zhou Zhu:**  
Law major.  
Risk VP.  
Musician.

# Photography

## When using the portrait photography, DO:

Use the same person for front and back.

Line up the head so that the front reflects the back.



Avoid cropping into faces whenever possible.

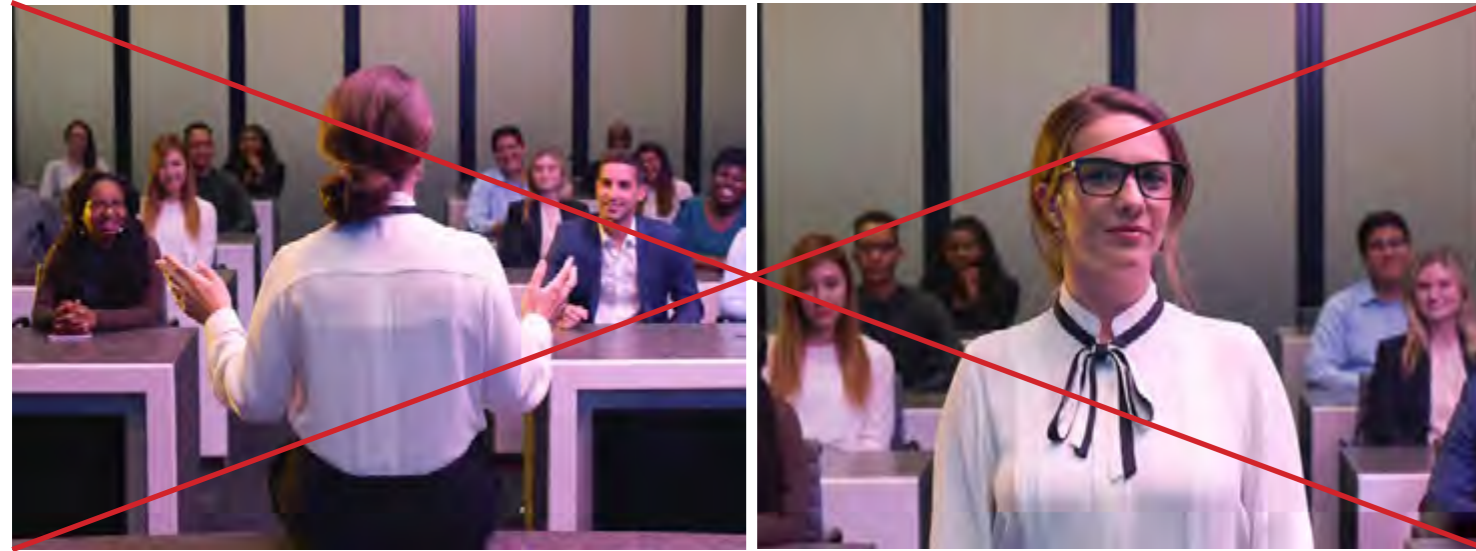
Crop waist up.

Always center the hero in the frame.

When showing both front and back, always lead with back-facing portrait.

# Photography

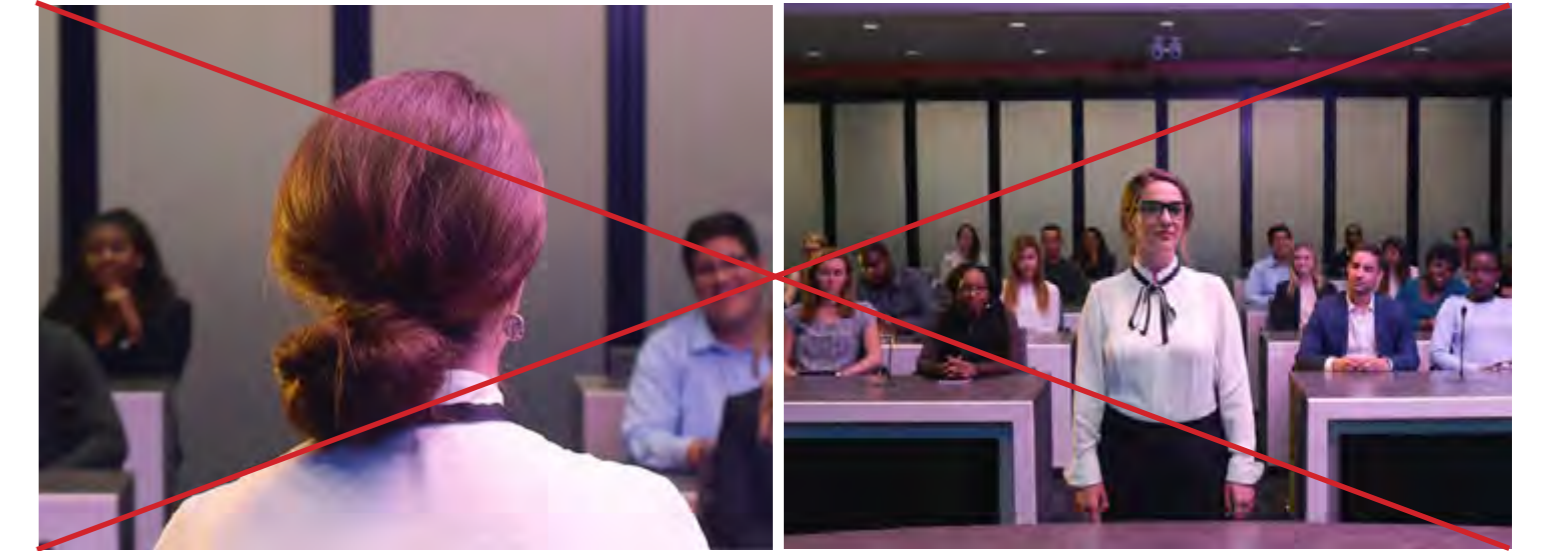
When using the portrait photography, DON'T:



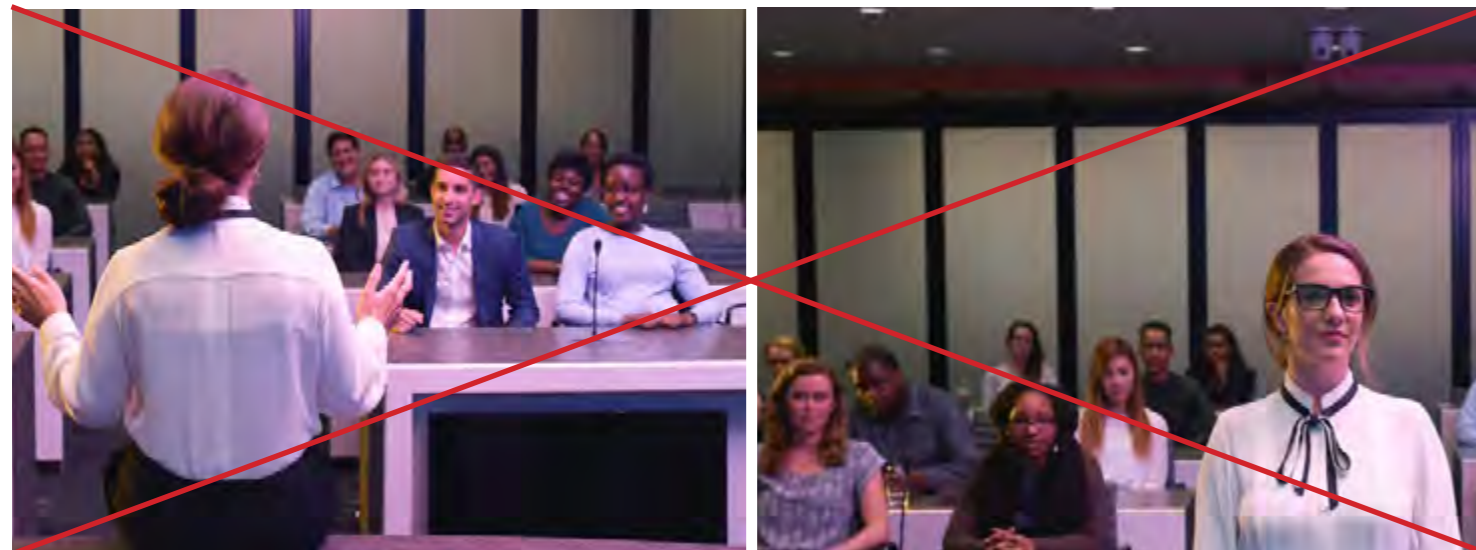
Mismatch crops.



Mismatch people.



Crop too close or too far.



Off-center the hero.



Alter the colors.



Change the order.



# Photography

## Lifestyle and textural

The lifestyle and textural photography is to be used with a gradient overlay. Approved Goldman Sachs photography is to be used.

### When using the lifestyle photography, DO:



Use the gradient over provided imagery.



Use it as a divider slide in external presentations.



Start from blue and gradiate to yellow.



Use it as a divider in print layouts.

### How to:



Take down the saturation of the image to make it black-and-white.



Multiply a black shape on top at 70%-100% opacity (depending on the photo).



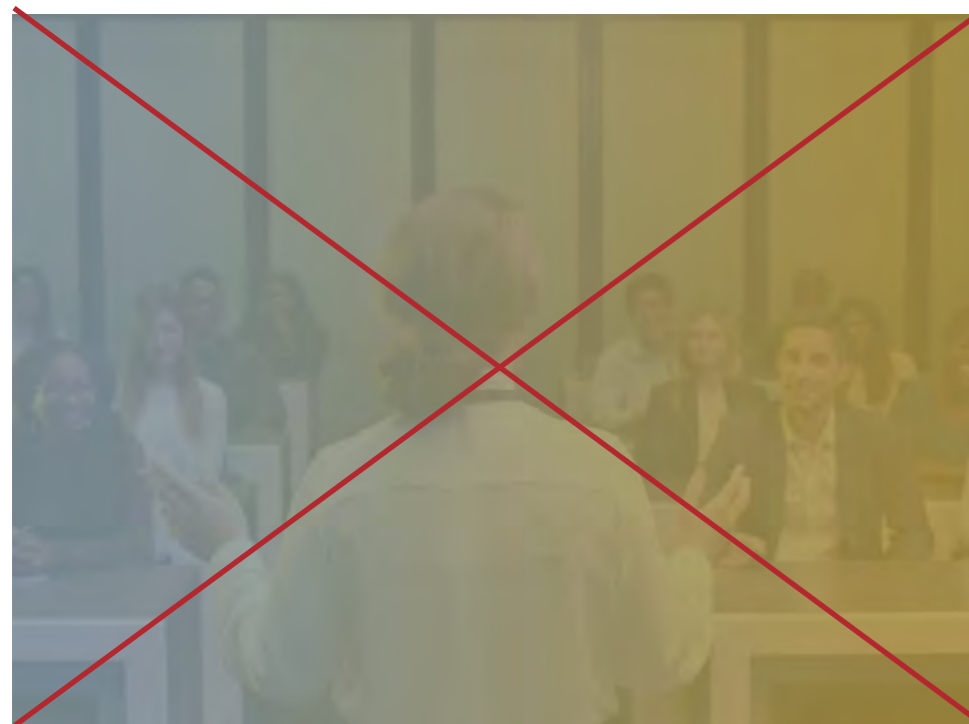
Add the gradient at 50%-80% opacity over the black shape (depending on the photo).

# Photography

## Lifestyle and textural

The lifestyle and textural photography is to be used with a gradient overlay.  
Approved Goldman Sachs photography is to be used.

### When using the lifestyle photography, DON'T:



Use the primary photography.



Pair it with the three-part headlines.



Use it in black-and-white.



Use it under a lot of text.



Use an unapproved gradient over the photo.



Start the gradation with yellow.

# Photography

## Location

Provided photography is to be used for locations:



*Beijing, China*



*Bengaluru, India*



*Dallas, Texas*



*Frankfurt, Germany*



*Geneva, Switzerland*



*Hong Kong, China*



*Hyderabad, India*



*London, England*



*New York, New York*



*Paris, France*



*Salt Lake City, Utah*



*San Francisco, California*



*Sao Paulo, Brazil*



*Shanghai, China*



*Shenzhen, China*



*Singapore*



*Sydney, Australia*



*Tokyo, Japan*



*Warsaw, Poland*

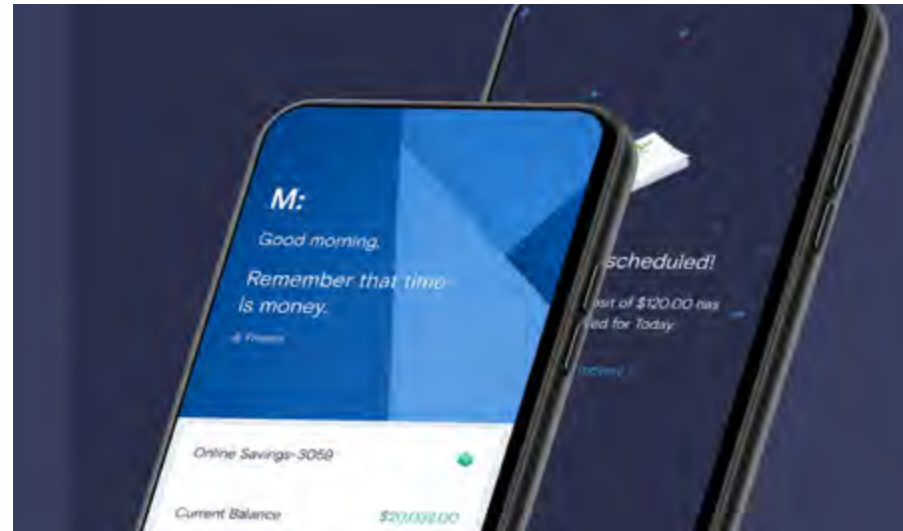


*Zurich, Switzerland*

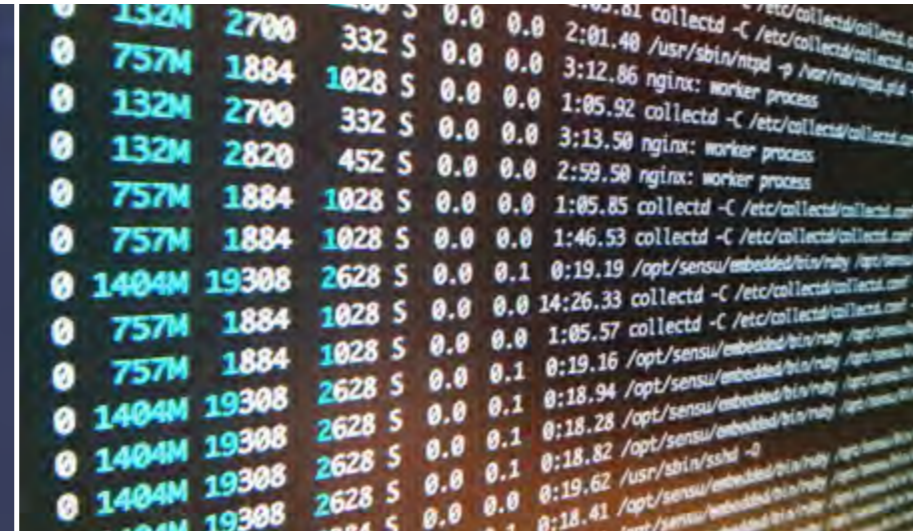
# Photography

## Case studies (possibilities stories)

Provided photography is to be used for case studies (photos are listed in order of story number):



Marcus



Data Science for All



Newark



Community TeamWorks



10K Small Businesses



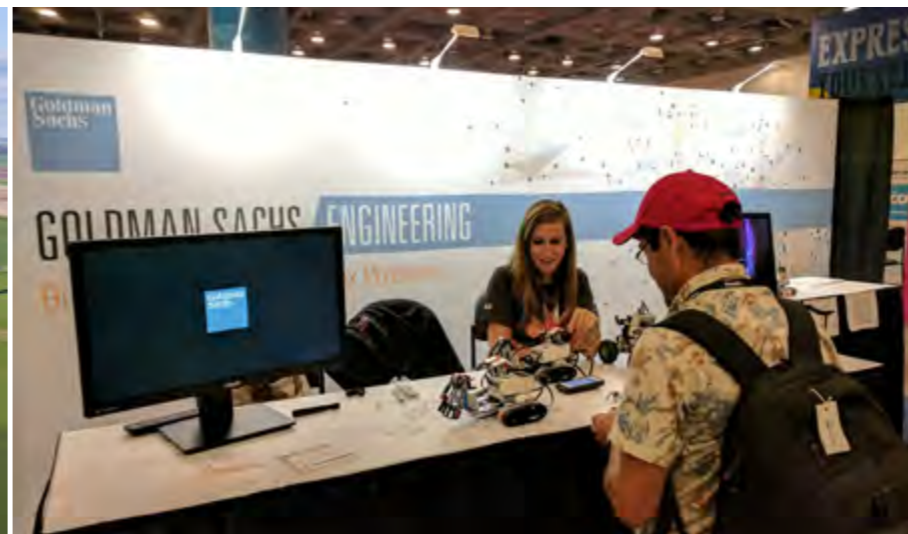
Real Estate



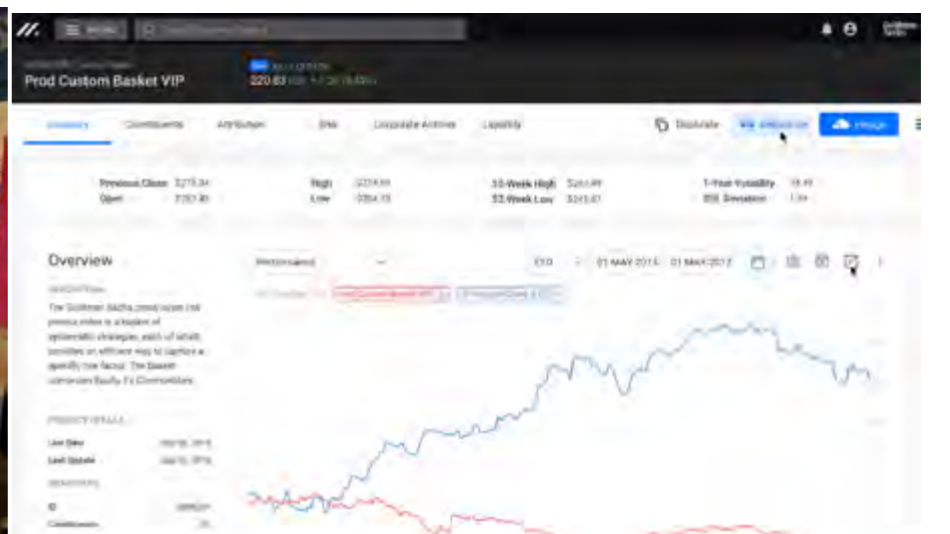
Womenomics



Sustainability



Tech Community: Open Source & Conference Presentations



Marquee



Talks at Goldman Sachs



Digital & On-Demand Learning



Mindfulness



Entrance to the Arts



Women's Career Strategy Initiative

# Photography

## Case studies (possibilities stories)

Provided photography is to be used for case studies (photos are listed in order of story number):



*Movement to Hybrid and Public Cloud GS Accelerate*



*Inclusion Networks*



*Analyst Impact Fund (AIF)*



*Sustainability—Plastic*



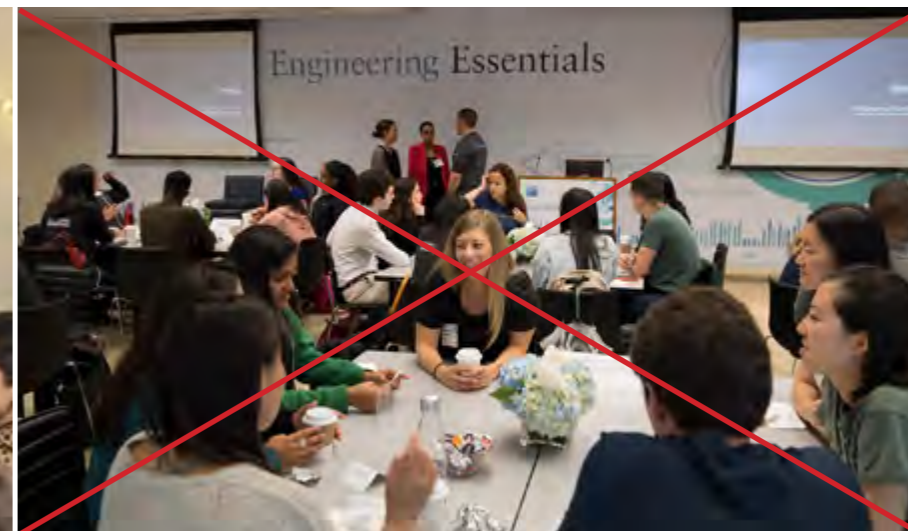
*Family Resources*



*10,000 Women*



*Launch with GS*



*Exploratory Programs*



*HBCU Leadership Summit*



*Returnship*



*Neurodiversity Hiring Initiative*



*Accessing Engineering Talent Worldwide*



*Supporting the Wellbeing of Our People*



*Driving Gender Diversity on the Trading Floor*

"X" no longer at the firm, so image should not be used. Replacement coming soon.

# Photography

## Case studies (possibilities stories)

Provided photography is to be used for case studies (photos are listed in order of story number):



*Workplaces That Inspire*



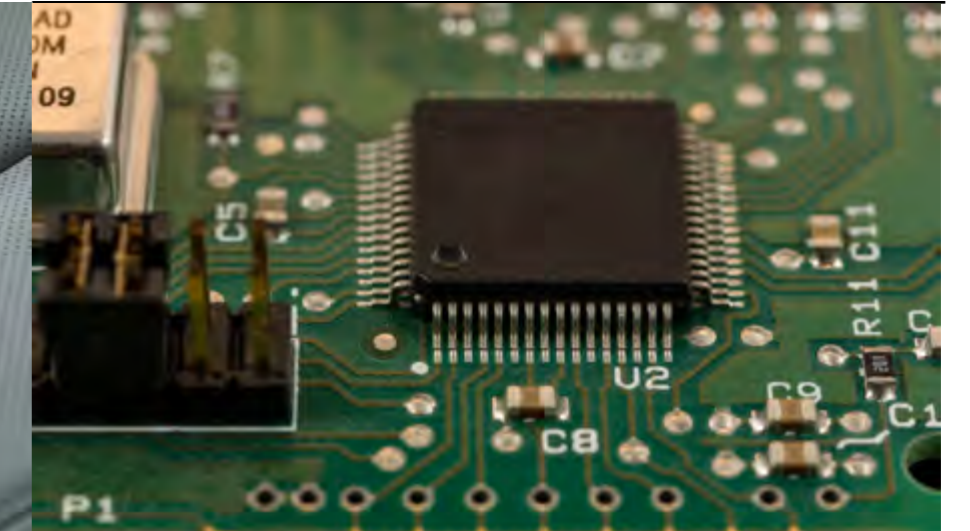
*Showing New Talent All The Possibilities*



*Blackline*



*Spotify*



*Toshiba*



*JUST Capital*



*STEM Education*



*Private Wealth Management*



*Future Leaders Conference*



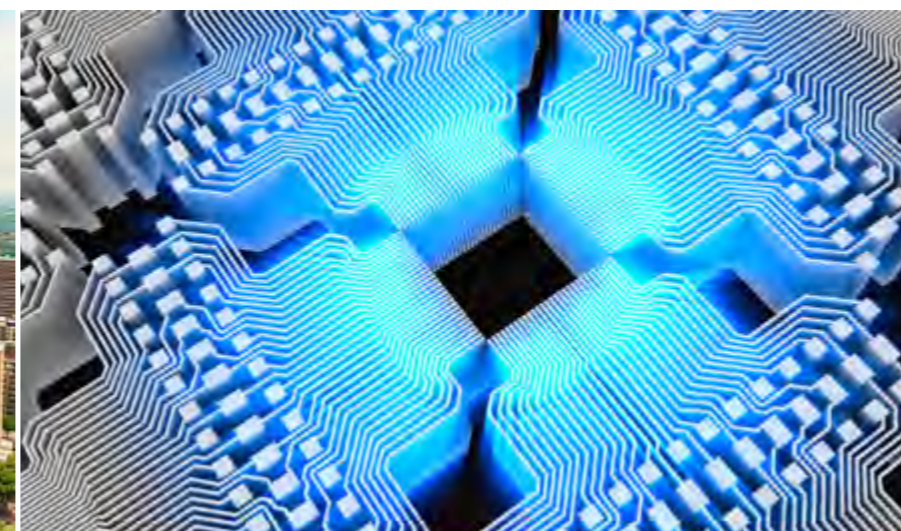
*Engineering UX/UI*



*Northvolt*



*Johannesburg Stock Exchange*



*Quantum Computing*



*Financial Cloud*



*AS Roma Deal*

# Photography



*Market Making*



*Sustainable Bonds*



*Transaction Banking*



*iQ Student Accommodation*



*Separately Managed Accounts*



*ReNew Power*



*Paige AI*



*FIGS IPO*



*Apple RESTORE Fund*



*Coupang IPO*



*Urban Rooftop Beehive Partnership*

# Photography

## Applying the diagonal

When using the diagonal cropping, the angle should always be moving in an upward direction. Use the following angles in the given settings.

### 8-degree angle



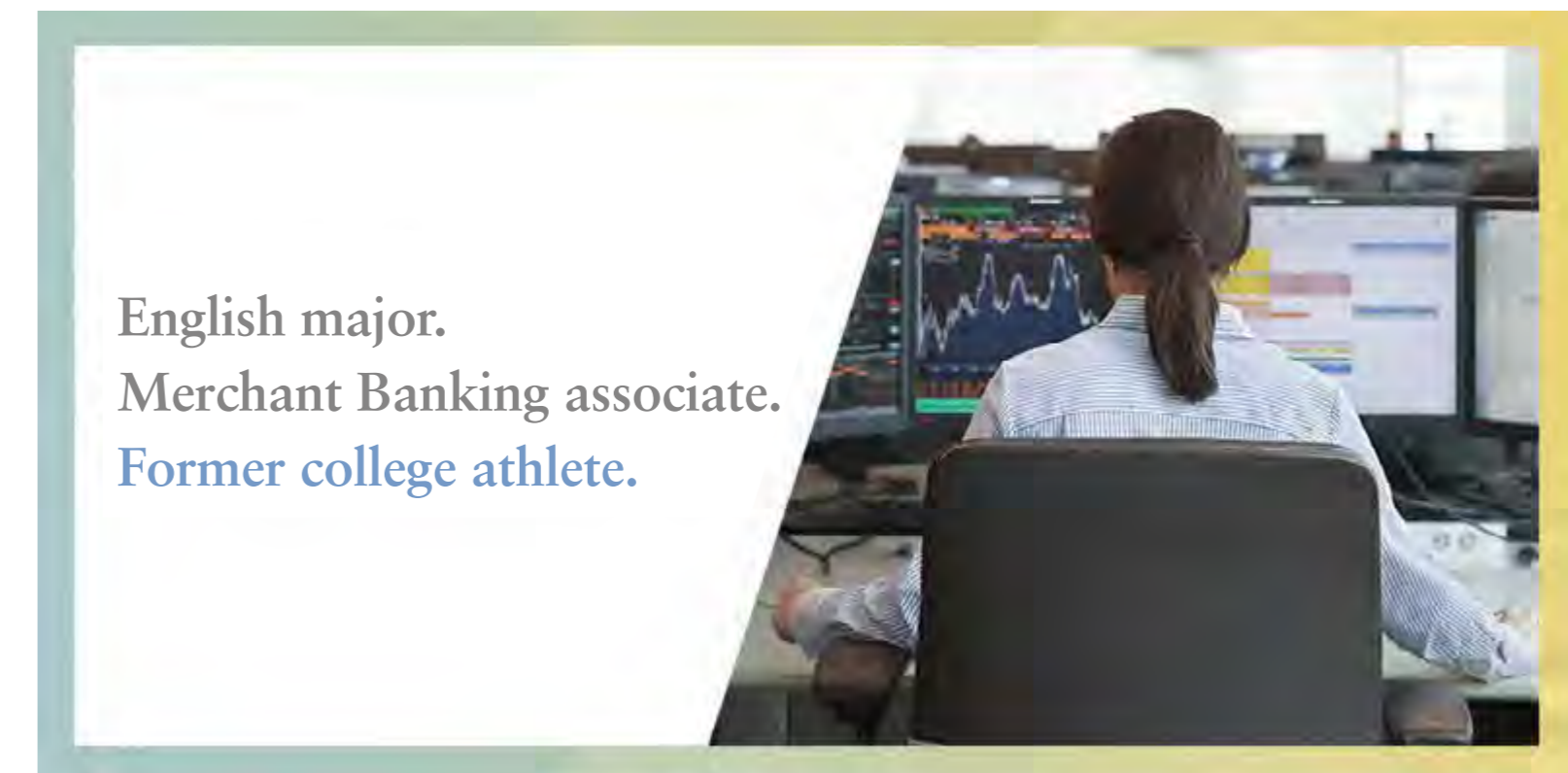
A3 vertical Flyer

### 10-degree angle



A3 brochure (folded into thirds)

### 72-degree angle



880x440 social post (Twitter)



# Illustrations

Using illustration in the virtual recruitment communication assets will position Goldman Sachs to stand out from the sea of faces in the virtual world with a warm and friendly look and feel that is more evergreen than people photography.

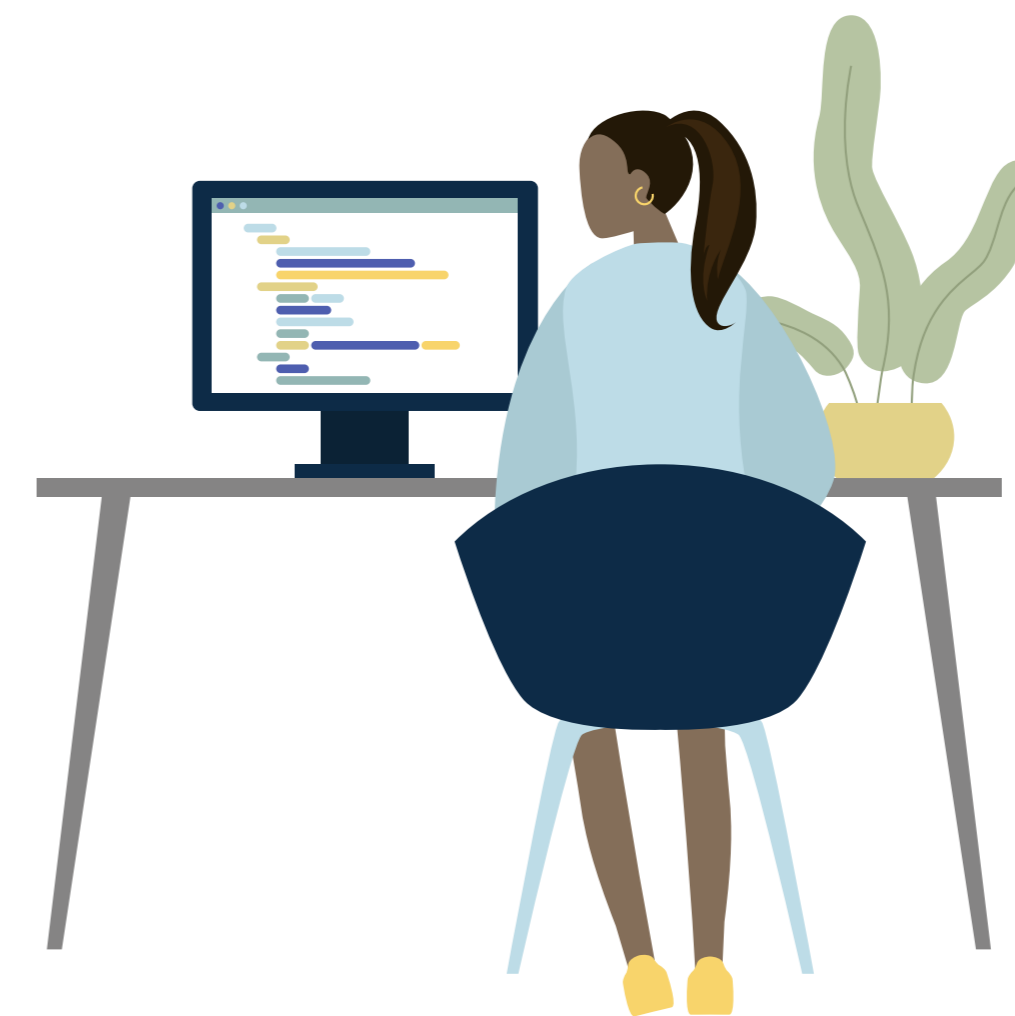
When applicable, pick illustrations that relate to the specific event audience if you are customizing a virtual booth or Goldman Sachs branded page. These illustrations are also useful when creating social media cards for things like highlighting an upcoming event or driving to a program application.

The colors of the illustrations may be altered, but should only feature colors listed in the Color section of this Style Guide. While placing the illustration, ensure to provide a minimum 20px of negative space between the illustration and other elements.

1



2



# Virtual Toolbox

## Illustrations



3



4



5



6



7



8

# Virtual Toolbox

## Illustrations



9



10



11



12



13



14

# Virtual Toolbox

## Illustrations



15



16



17



18



19



20

# Virtual Toolbox

## Illustrations



21



22



23

# Colors

# Colors

While blue is the hero color in Goldman Sachs' brand guidelines, we found ample opportunity to incorporate complementary colors to Careers content in order to capture our target's attention, and set the firm apart from the competition. Leveraging the gradient, as well as yellows and greens as secondary colors, breaks Goldman Sachs out of the "sea of blue" we've seen in the category.

## Gradient



CMYK: 27 / 2 / 6 / 0  
RGB: 182 / 221 / 233  
#b6dde9

CMYK: 0 / 16 / 78 / 0  
RGB: 255 / 212 / 84  
#ffd454

## Swatches

### Primary



CMYK: 57 / 32 / 5 / 0  
RGB: 115 / 153 / 199  
#7399c6



CMYK: 50 / 42 / 42 / 6  
RGB: 133 / 132 / 132  
#858484



CMYK: 100 / 43 / 0 / 65  
RGB: 0 / 53 / 95  
#00355F

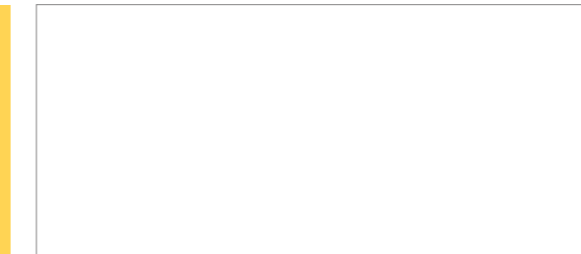
### Secondary



CMYK: 27 / 2 / 6 / 0  
RGB: 182 / 221 / 233  
#b6dde9



CMYK: 0 / 16 / 78 / 0  
RGB: 255 / 212 / 84  
#ffd454



CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255  
#ffffff

### Tertiary



CMYK: 45 / 11 / 23 / 0  
RGB: 141 / 190 / 193  
#8dbec1



CMYK: 39 / 12 / 37 / 0  
RGB: 160 / 192 / 169  
#a0c0a9



CMYK: 25 / 14 / 57 / 0  
RGB: 197 / 197 / 134  
#c5c586



CMYK: 19 / 10 / 39 / 0  
RGB: 185 / 202 / 168  
#b9caa8



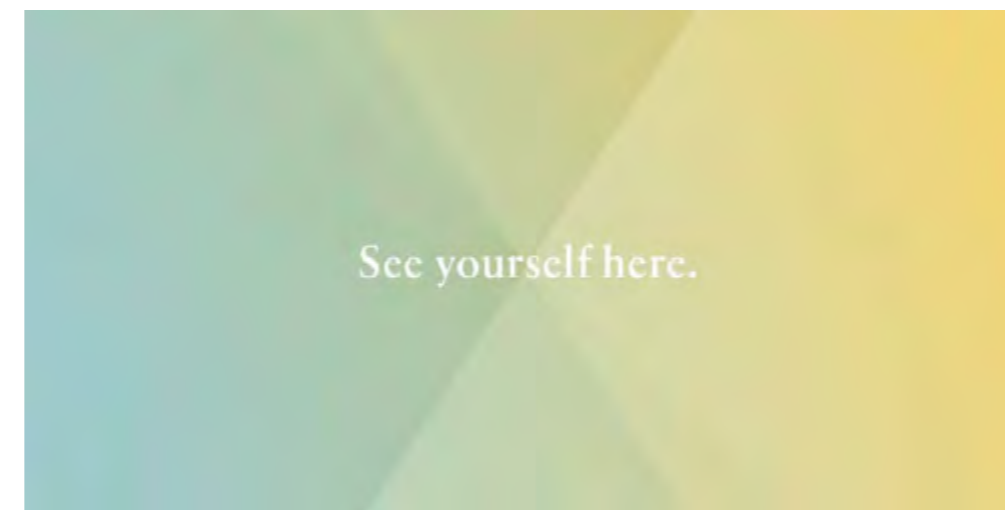
CMYK: 9 / 11 / 60 / 0  
RGB: 234 / 215 / 128  
#ead780

# Colors

## Gradient usage



The gradient is used as an overlay on lifestyle and textural photography. (See p. 24)



It can be layered on top of itself using different opacities to make the text-friendly version.



The gradient dash is used to separate headlines and body copy.

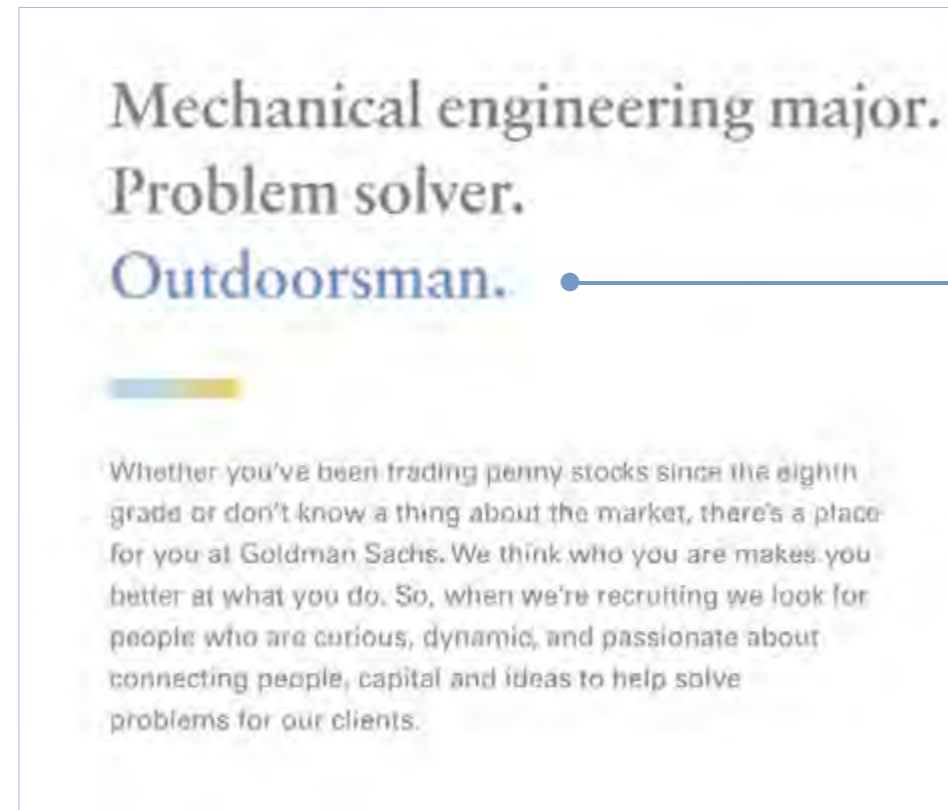


The gradient stripe can be used as an accent along the edge of the photography.

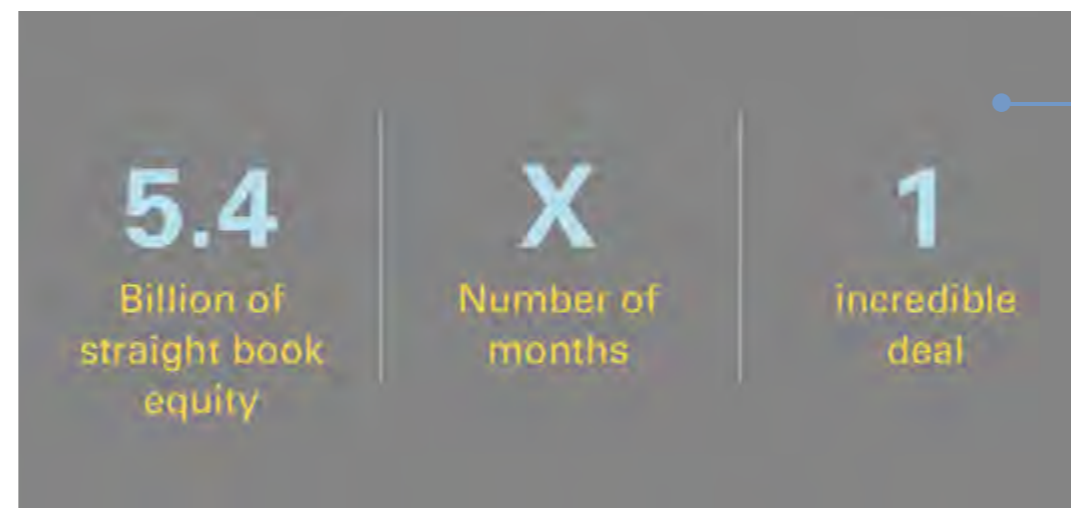


# Colors

## Swatch usage



The primary blue is used to accent parts of a headline. (See p. 16)



The secondary colors are used in graphic layouts to show stats or important information.



The tertiary colors are used in graphics and charts where information needs to be categorized.

# Logo usage

# Logo usage

## Usage of the brandmark

The core of the Goldman Sachs brand is our brandmark, representing the firm, our people, and our products and services.

It is made up of two united elements that exist in a fixed relationship that must never be modified:

- ▶ The square box
- ▶ The “Goldman Sachs” type that is contained within the box

The brandmark has inherent value and equity, which should never be diminished by:

- ▶ Altering the brandmark
- ▶ Using it in any manner not outlined in the guidelines

## Color

The brandmark in its primary form is PMS 652.

This shade of blue was selected for several reasons:

- ▶ Many firms in our industry use navy blue in their logos, this shade differentiates Goldman Sachs within the industry
- ▶ It offers a clean, modern representation of Goldman Sachs



*Primary Brandmark*

# Logo usage

## Positioning of the landmark

### Positioning and clear space

The Goldman Sachs landmark must stand out clearly from its surroundings. This applies not only to the background, but also to interference from nearby text, photographs and other graphic elements that might compromise its impact. Exceptions to this clear-space rule include the preapproved Goldman Sachs lockups and websites. The example on this page demonstrates the minimum clear space as one-half the landmark height (denoted as ".5X" in the diagram at right). Clear space must be maintained in all formats in order to preserve the integrity of the landmark and allow for maximum readability.

**Note:** The Goldman Sachs landmark can appear over photographs and colored backgrounds as long as legibility and prominence of the mark are unimpaired. The landmark should not be placed over active areas of an image or pattern.

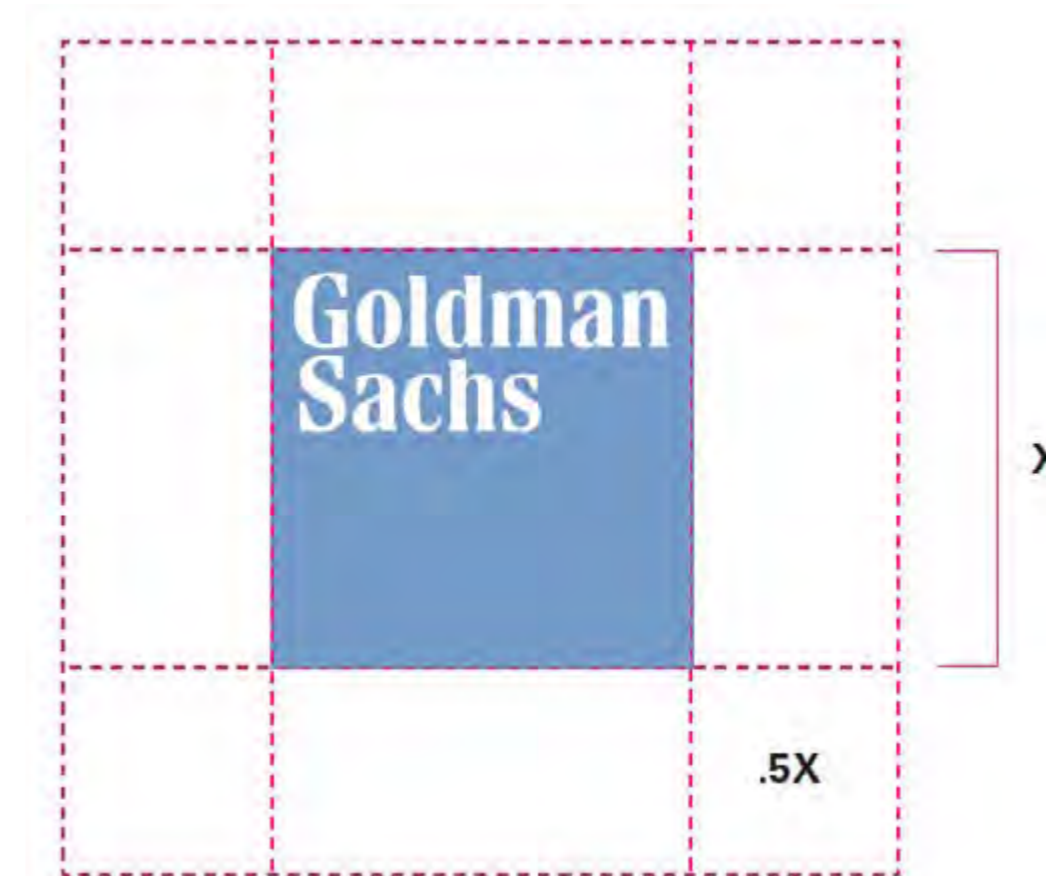
### Size

To ensure maximum legibility, use the landmark at the recommended size of .7 inch (approximately 2cm) or 72 pixels, whenever possible. The minimum size of the Goldman Sachs landmark is .55 inch (approximately 1.5 cm) or 40 pixels measured from top to bottom or left to right. This applies to both letter (U.S.) and A4 (European) paper sizes.

### Format

For large formats such as banners, billboards and signage, the landmark should be proportionally balanced to the size of the piece. In all cases, it should never:

- ▶ Bleed off any edge
- ▶ Be cropped
- ▶ Be invaded in any way



### Recommended size

.7 inch / 2 cm square / 72 pixels



### Minimum size

.55 inch / 1.5 cm square / 40 pixels

Note: For sizes below .55 inch, refer to the signature version of the landmark.

# Logo usage

## Approved versions

There are several approved versions of the Goldman Sachs brandmark. These versions have been created for the specific situations described on this page.



### Secondary version

The secondary version should be used when full-color production is not available. The "Goldman Sachs" type is white and should not be filled with any background color. The box is black.



### Reverse version

The reverse version should be used on backgrounds that would compromise readability of the primary brandmark or secondary version, such as a dark or black background, and/or in situations where full-color production is not available. The "Goldman Sachs" type should always be black, and the box white.



### Outline version

The outline version should be used in special situations when the recommended solid brandmark versions (primary, secondary and reverse) do not work. These situations include faxing, engraving, embossing, etching, embroidery or any other situation where production values severely limit a clean reproduction of the non-outline versions. The outline version may be used in black or white only.

# Logo usage

## Approved versions

There are several approved versions of the Goldman Sachs brandmark. These versions have been created for the specific situations described on this page.



Goldman  
Sachs



Goldman  
Sachs

### Signature version

The signature version uses the “Goldman Sachs” type from the primary brandmark as a stand-alone mark. It was created to address unique situations where the primary brandmark is not appropriate or is problematic, due to its size, proportions or shape. These situations include the following:

- To represent the firm’s participation in consortia, sponsorship where more than two logos are listed.
- To represent the firm’s status as an investor in an other company or venture.

### Colors

The blue version should be used wherever possible. If the Goldman Sachs signature version appears in consortium with other brands, and the logos are presented in color, use the blue version. If the print production is one color and the other consortium logos are printed black, use the black version.

### Size

The recommended size is .7 inch (approximately 2 cm) wide or 72 pixels. The minimum size for the signature version is .55 inch (approximately 1.5 cm) wide, or 40 pixels. It should only be used at a smaller size on promotional items with a minimal printing surface. There is no specific maximum size for the signature version. However, when using a larger version of this mark, use discretion to determine the appropriate size based on surrounding artwork and/or logos from other firms. Minimum clear space should be roughly one-half the brandmark.

# Logo usage

## Correct usage

Here are some sample approved usages for applying the various versions of the brandmark.



### Primary version

The primary version of the Goldman Sachs brandmark is always the first choice for usage when space and print production allow.



### Primary version: on color photo

When the primary version of the brandmark is placed on top of a color photograph: choose clean (not busy) areas of the photo where the brandmark blue stands out from (doesn't blend in with) the colors in the photo.



### Primary version: on B&W photo

When the primary version of the brandmark is placed on top of a B/W photograph: choose clean (not busy) areas of the photo where the brandmark blue stands out from (doesn't blend in with) the gray tones in the photo.



### Primary version: on B&W photo

Use the primary version of the brandmark when Goldman Sachs is displayed alongside another logo. When there is more than one, use the signature version, as shown bottom right.



### Secondary version

Use the secondary version when full-color production is not available.



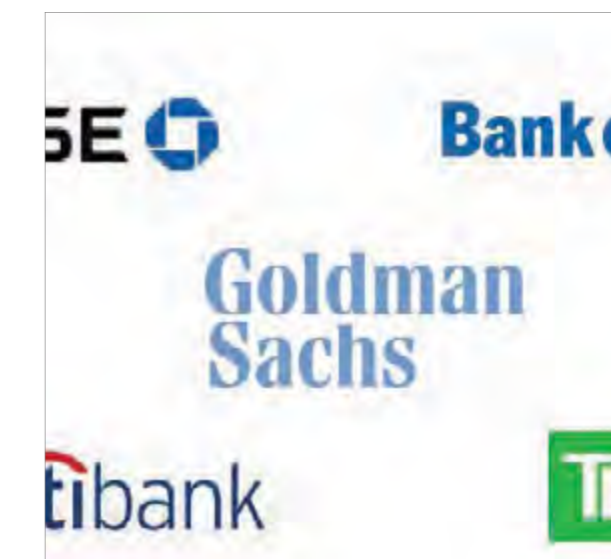
### Reverse version

Use the reverse version on backgrounds that would compromise readability of the primary brandmark or secondary version, such as a dark or black background, and/or in situations where full-color production is not available.



### Outline version

Use the outline version in special situations, including faxing, engraving, embossing, etching, embroidery or any other situation where production values severely limit a clean reproduction of the non-outline versions.



### Signature version

Use the signature version of the brandmark to represent Goldman Sachs in consortium. Use the blue version if the logos of the other brands are presented in color. Use the black version if the print production is one-color and the other consortium logos are printed black.

# Logo usage

## Improper usage

Listed is a series of common unapproved usages of the Goldman Sachs primary brandmark.

If there are any questions or concerns on a particular usage application, please consult with the Brand Marketing Group for guidance and approval.



Do not use the brandmark over backgrounds with insufficient contrast.



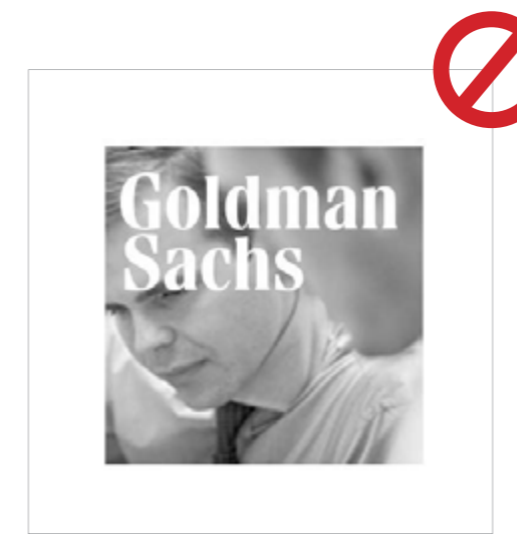
Do not alter the color of the elements of the primary brandmark, i.e., type and box.



Do not alter the size or placement of the "Goldman Sachs" type in relation to the box.



Do not alter or distort the original configuration of the brandmark in any way.



Do not fill the box of the brandmark with imagery or patterns.



Do not add text or graphics inside the brandmark.



Do not apply a drop shadow to the brandmark.



Do not use the brandmark over gradient or textured background.



Do not use the primary brandmark to represent in consortium. See approved signature version for guidance.



Do not crop or bleed the brandmark.



Do not align the brandmark to the outer or inner edges of the page.



Do not make the brandmark transparent to reveal imagery, pattern or color behind.



# Examples

# Brochure

Firmwide or divisional



For print distribution only.



## Shaping the future of finance... no finance degree required.

See yourself here.

At Goldman Sachs, we believe who you are makes you better at what you do. We seek out people with all types of skills, interests and experiences. So whether you've been trading penny stocks since the eighth grade or have never imagined a career in finance, there's a place for you here.

For us, it's all about bringing together people who are curious, collaborative and have the drive to make things possible for our clients and communities.

Want to get to know Goldman Sachs more? Join us on October 15th for a chance to connect with Investment Banking and Private Wealth Management professionals and learn more about our 2020 summer associate internship opportunities.

Please fill out our online application and see details about our other fall diversity programming on the back.



© 2019 The Goldman Sachs Group, Inc. All rights reserved. Goldman Sachs is an equal opportunity employer/affirmative action employer Female/Minority/Disability/Vet.

### Event name here

Lorem ipsum dolor sit amet consectetur adipiscing elit curabitur quis orci in enim scelerisque semper donec.

Month . Day . 2018

2:30pm - 5:00pm  
University Name  
Room #123 . Booth #

### Event name here

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Month . Day . 2018

2:30pm - 5:00pm  
University Name  
Room #123 . Booth #

Make things possible.

Registration or application info  
samplewebsite.com for more information



GoldmanSachs.com/Careers



### Event name here

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Month . Day . 2018

2:30pm - 5:00pm  
University Name  
Room #123 . Booth #

### Event name here

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Month . Day . 2018

2:30pm - 5:00pm  
University Name  
Room #123 . Booth #



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### Event name here

Lorem ipsum dolor sit amet consectetur adipiscing elit curabitur quis orci in enim scelerisque semper donec.

Month . Day . 2018

2:30pm - 5:00pm  
University Name  
Room #123 . Booth #

### Event name here

Lorem ipsum dolor sit amet consectetur adipiscing elit curabitur quis orci in enim scelerisque semper donec.

Month . Day . 2018

2:30pm - 5:00pm  
University Name  
Room #123 . Booth #

Make things possible.

Registration or application info  
samplewebsite.com for more information



# Email

Join us for our event/Thank you



Are you more left brain? Or right brain? Either way, let's chat about what you're into and where you see yourself.

At Goldman Sachs, we believe who you are makes you better at what you do. We seek out people with all types of skills, interests and experiences. So whether you've been trading penny stocks since the eighth grade or have never imagined a career in finance, there's a place for you here.

For us, it's all about bringing together people who are curious, collaborative and have the drive to make things possible for our clients and communities.

Interested? We'd love to meet you – join us at our upcoming event to meet us and learn more about the opportunities we offer.

**Event Name**  
Month . Day . Year  
2:30pm - 5:00pm  
University Name  
Room #123 . Booth #

[RSVP](#)



"Finance wasn't always on my radar - I thought I'd work in real estate or publishing."

- Says the college lacrosse player turned rockstar on the trading floor.

- [Goldmansachs.com/careers](#)
- [in Goldman Sachs](#)
- [Goldman Sachs](#)
- [facebook.com/GoldmanSachs](#)
- [@GSCareers](#)
- [@GoldmanSachs](#)



Calling all coding aces, critical thinkers, finance savants. No matter who you are, let's chat about what you want to do.

At Goldman Sachs, we believe who you are makes you better at what you do. We seek out people with all types of skills, interests and experiences. So whether you've been trading penny stocks since the eighth grade or have never imagined a career in finance, there's a place for you here.

For us, it's all about bringing together people who are curious, collaborative and have the drive to make things possible for our clients and communities.

Interested? We'd love to meet you – join us at our upcoming events to meet us and learn more about the opportunities we offer.

**Event Name**  
Month . Day . Year  
2:30pm - 5:00pm  
University Name  
Room #123 . Bo

[RSVP](#)



"I originally wanted to work in product design and engineering [...]. My internship at Goldman showed me that I could apply the same set of skills in a business strategy setting."  
- Says the mechanical engineering major turned Finance analyst.

- [Goldmansachs.com/careers](#)
- [in Goldman Sachs](#)
- [Goldman Sachs](#)
- [facebook.com/GoldmanSachs](#)
- [@GSCareers](#)
- [@GoldmanSachs](#)



You solve problems. So do we. Learn more about your place at Goldman Sachs.

At Goldman Sachs, we believe who you are makes you better at what you do. We seek out people with all types of skills, interests and experiences. So whether you've been trading penny stocks since the eighth grade or have never imagined a career in finance, there's a place for you here.

For us, it's all about bringing together people who are curious, collaborative and have the drive to make things possible for our clients and communities.

Interested? We'd love to meet you – join us at our upcoming program(s) to meet us and learn more about the opportunities we offer.

**Program name**  
Details/Eligibility

Program description Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

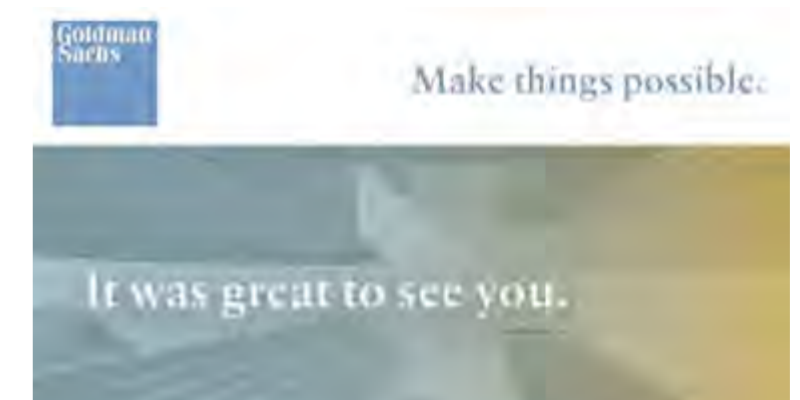
**Event Name**  
Month . Day . Year  
2:30pm - 5:00pm  
University Name  
Room #123 . Booth #

**Program name**  
Details/Eligibility

Program description Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

**Event Name**  
Month . Day . Year  
2:30pm - 5:00pm  
University Name  
Room #123 . Booth #

[RSVP](#)



It was great to see you.

Thanks for stopping by our [event name] last week! We're always looking for great people, and we were happy to have you there.

Let's continue the conversation at a few more events in your area:

**Event Name**  
Month . Day . Year  
2:30pm - 5:00pm  
University Name  
Room #123 . Booth #

[RSVP](#)

**Event Name**  
Month . Day . Year  
2:30pm - 5:00pm  
University Name  
Room #123 . Booth #

[RSVP](#)



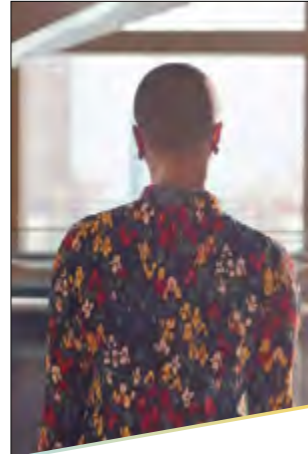

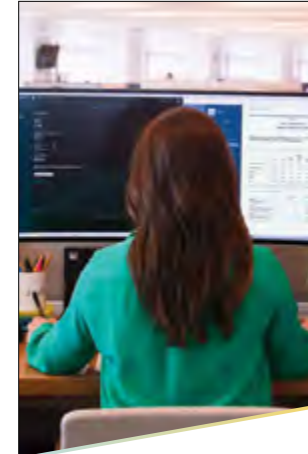





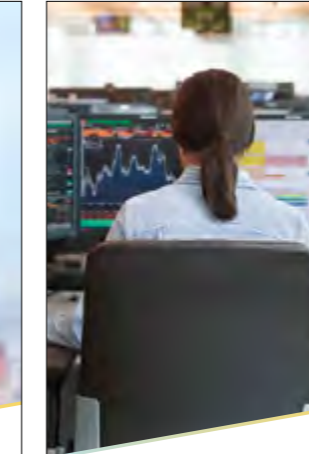









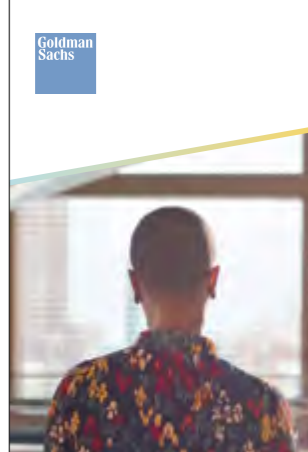

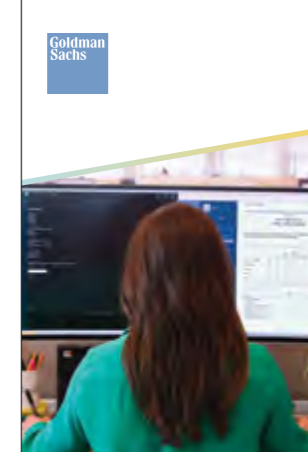

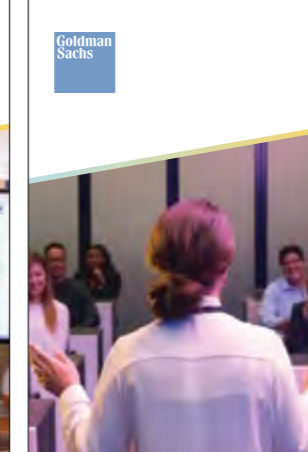

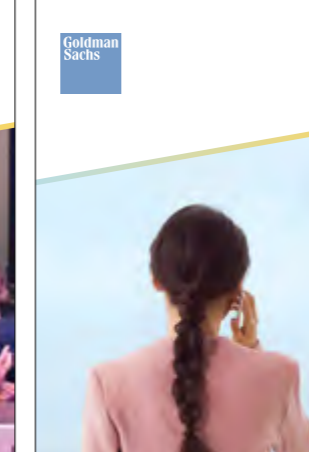

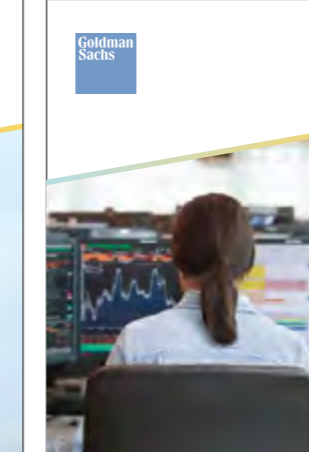



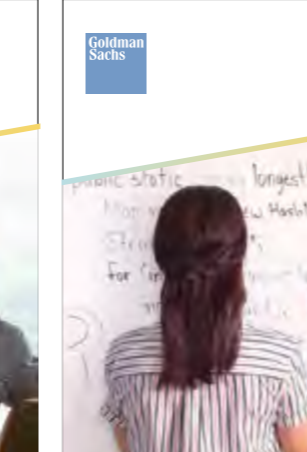

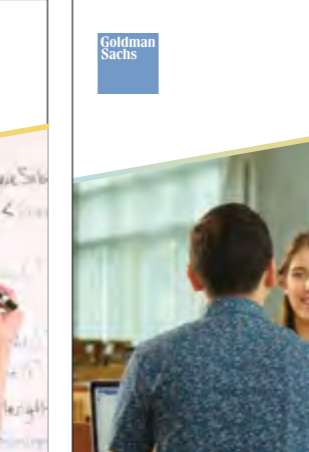

While you're at it, follow us on social media or visit our careers site. It's the easiest way to stay in the know as you continue to explore Goldman Sachs.

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- [in Goldman Sachs](#)
- [Goldman Sachs](#)
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- [@GSCareers](#)
- [@GoldmanSachs](#)

# Event Signage

All signage on this page is the only acceptable event signage, nothing else should be used without discussion with HCM Employer Brand team.

## Pullup banner options

 <p>You solve problems. So do we. <a href="#">See yourself here.</a></p> 	 <p>Manage an IPO, tech stack, or anything in between. <a href="#">See yourself here.</a></p> 	 <p>Calling all coding aces, critical thinkers, finance savants. <a href="#">See yourself here.</a></p> 	 <p>Your future could be shaping the future. <a href="#">See yourself here.</a></p> 	 <p>Shaping the future of finance... no finance degree required. <a href="#">See yourself here.</a></p> 	 <p>Manage an IPO, tech stack, or anything in between. <a href="#">See yourself here.</a></p> 	 <p>Curious, collaborative and driven? Let's chat. <a href="#">See yourself here.</a></p> 	 <p>You solve problems. So do we. <a href="#">See yourself here.</a></p> 	 <p>Curious, collaborative and driven? Let's chat. <a href="#">See yourself here.</a></p> 
 <p>You solve problems. So do we. <a href="#">See yourself here.</a></p> 	 <p>Manage an IPO, tech stack, or anything in between. <a href="#">See yourself here.</a></p> 	 <p>Calling all coding aces, critical thinkers, finance savants. <a href="#">See yourself here.</a></p> 	 <p>Your future could be shaping the future. <a href="#">See yourself here.</a></p> 	 <p>Shaping the future of finance... no finance degree required. <a href="#">See yourself here.</a></p> 	 <p>Manage an IPO, tech stack, or anything in between. <a href="#">See yourself here.</a></p> 	 <p>Curious, collaborative and driven? Let's chat. <a href="#">See yourself here.</a></p> 	 <p>You solve problems. So do we. <a href="#">See yourself here.</a></p> 	 <p>Curious, collaborative and driven? Let's chat. <a href="#">See yourself here.</a></p> 

Aditya

Chelsea

Chrissy

Emily

Mingtong

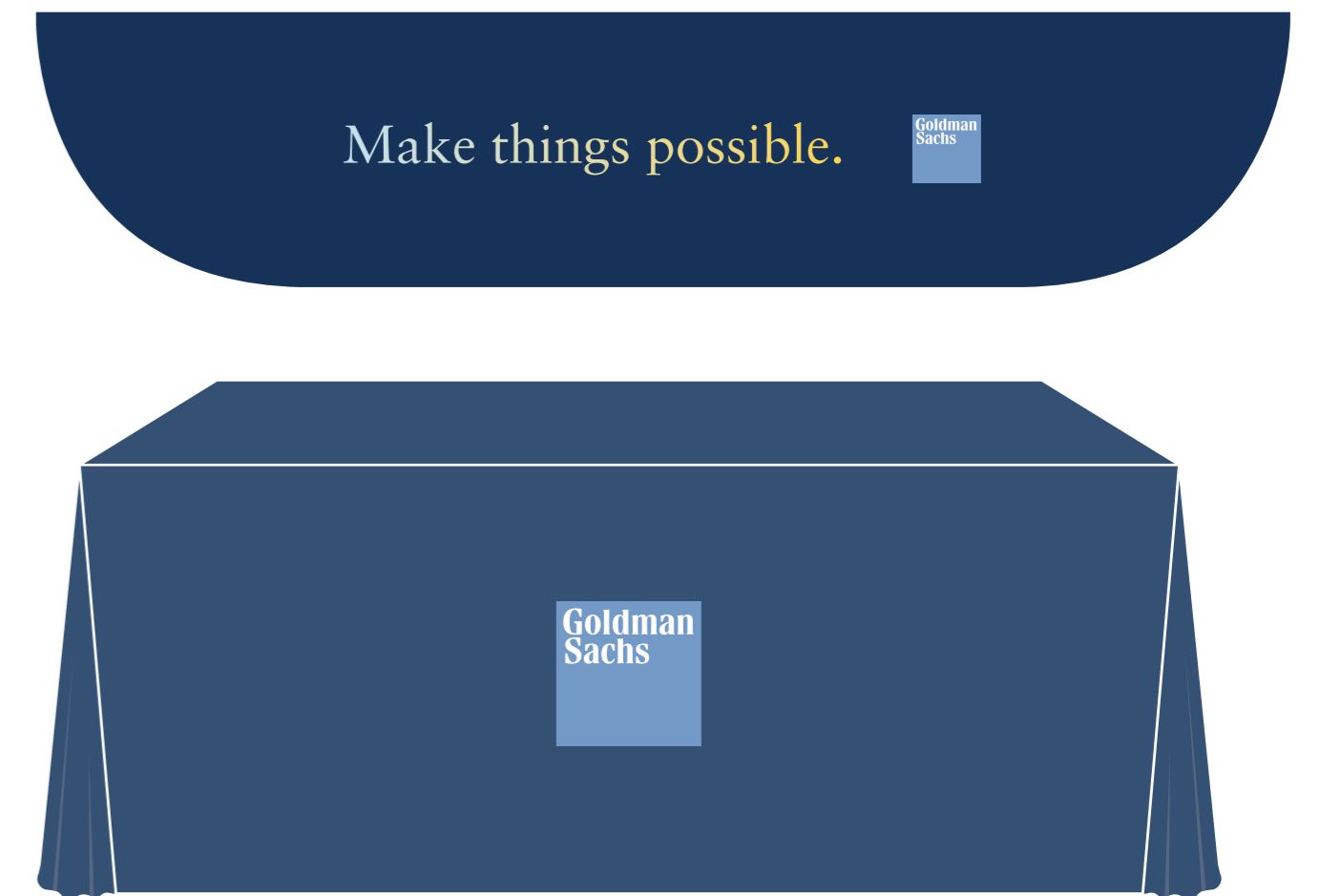
Mariel

Michael

Nour

Rogelio

## Table cover



## Table tent



# Horizontal Virtual Assets

Included in the playbook templates, a library of horizontal virtual assets provide various base sizes to edit as need per specific use case. When incorporating an illustration in a horizontal asset, position the illustration towards the right of the canvas.

As best practices, horizontal banners 90px or taller can showcase the Goldman Sachs logo, an illustration, and a bold text line.

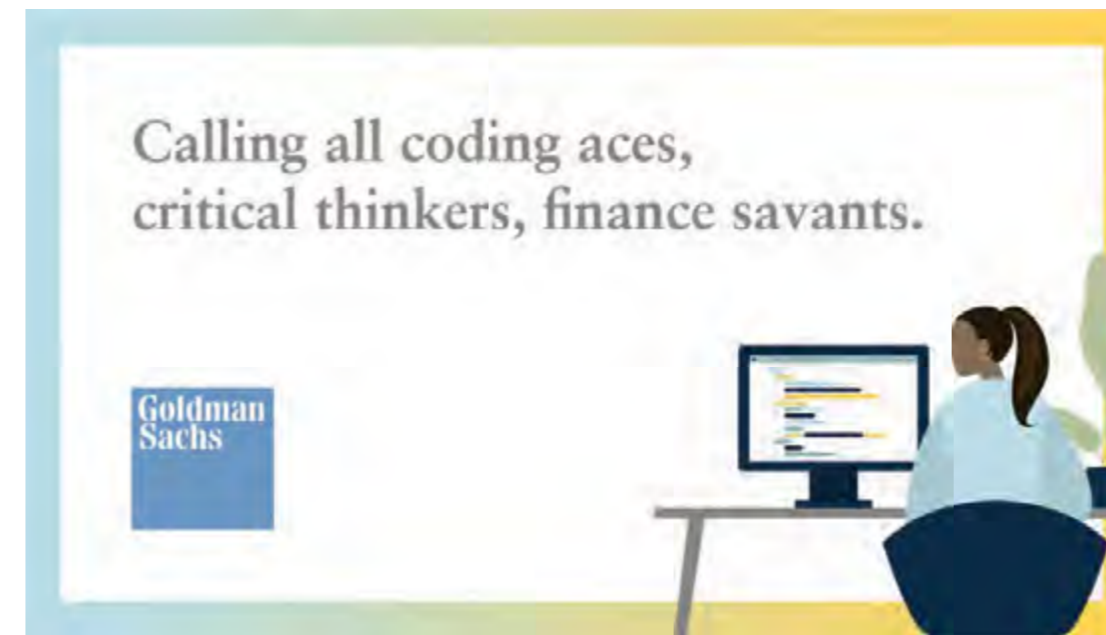
Horizontal banners below 90px tall should feature the Goldman Sachs logo and either an illustration *or* a bold text line.

Horizontal banners below 80px tall should feature one design element only: a bold text line *or* an illustration *or* the Goldman Sachs logo.

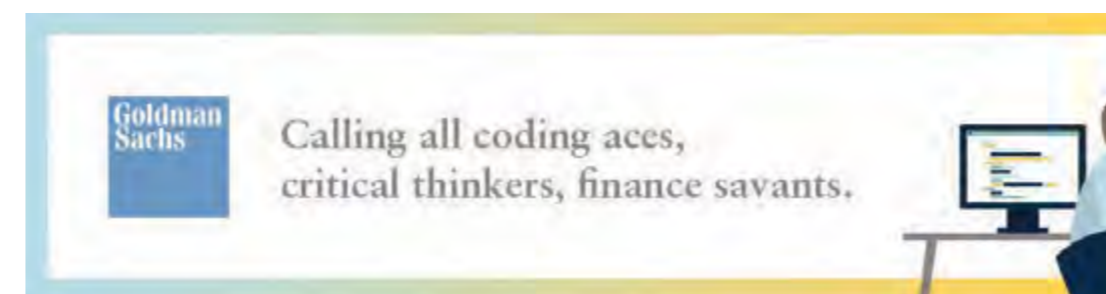
Provided template pixel sizes include:

- ▶ 16 x 9 ratio
- ▶ 970 x 250 pixels
- ▶ 202 x 102 pixels
- ▶ 317 x 66 pixels
- ▶ 468 x 60 pixels
- ▶ 728 x 90 pixels
- ▶ 1920 x 382 pixels
- ▶ 336 x 280 pixels

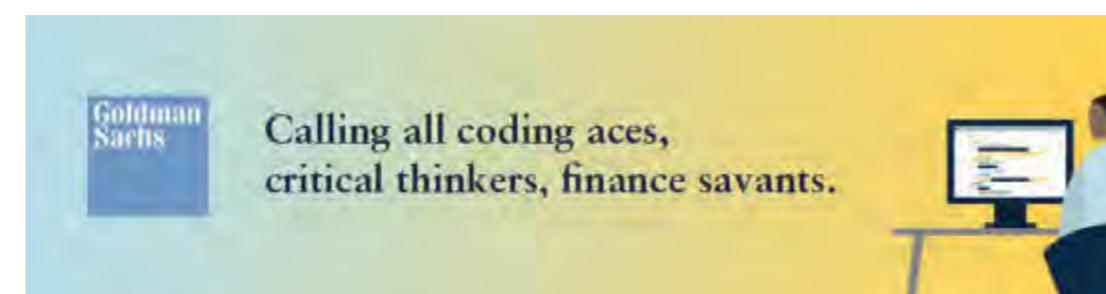
\*Examples designs sized accordingly for style guide display



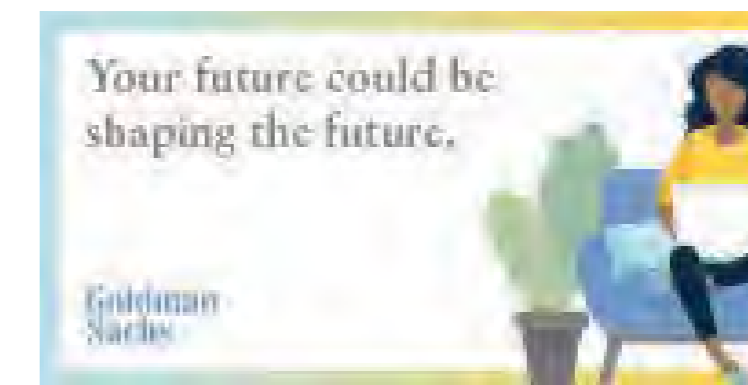
16 x 9 ratio



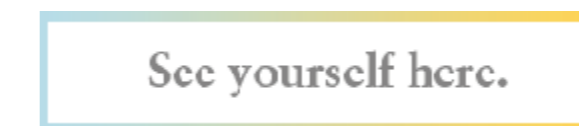
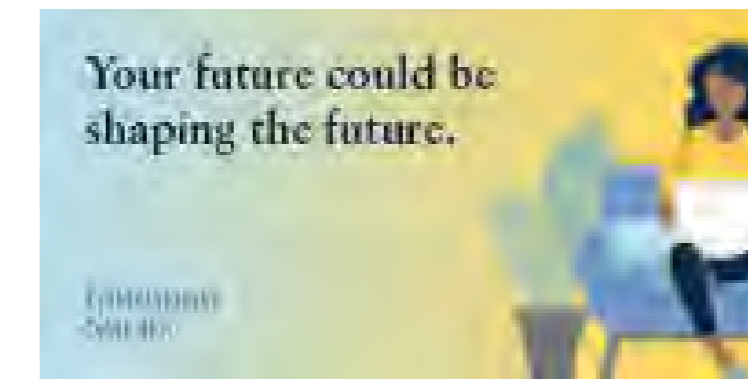
970 x 250 pixels



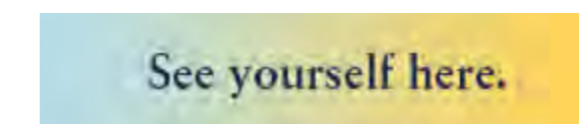
336 x 280 pixels



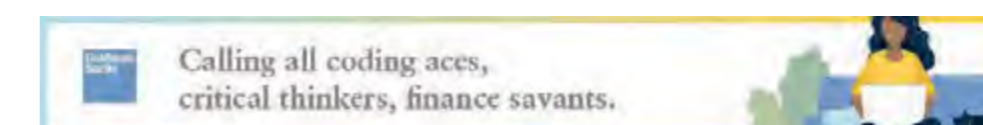
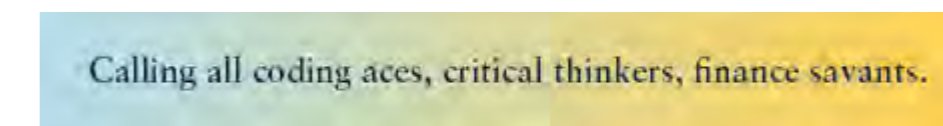
202 x 102 pixels



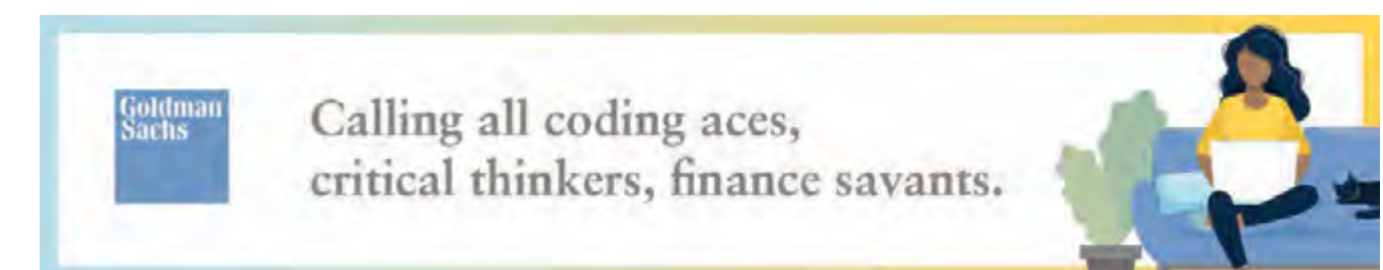
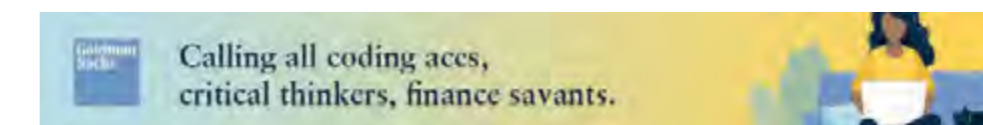
317 x 66 pixels



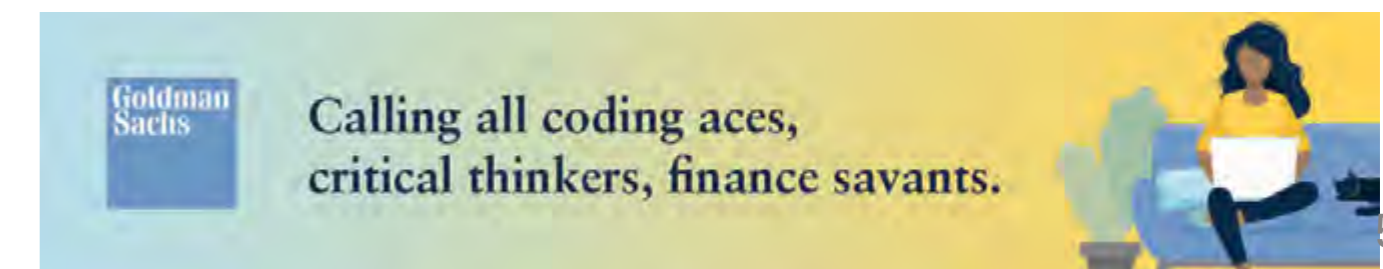
468 x 60 pixels



728 x 90 pixels



1920 x 382 pixels



# Vertical Virtual Assets

Included in the playbook templates, a library of vertical virtual assets provide various base sizes to edit as need per specific use case. When incorporating an illustration in a vertical asset, position the illustration towards the bottom of the canvas.

Vertical banners above 240px tall can showcase the Goldman Sachs logo, an illustration, and a bold text line.

As best practices, vertical banners below 240px tall should feature the Goldman Sachs logo and either an illustration *or* a bold text line.

Vertical banners above 240px tall can showcase the Goldman Sachs logo, an illustration, and a bold text line.

Any vertical banners under 80px wide should feature the Goldman Sachs Signature logo,

Provided template pixel sizes include:

- ▶ 70x133 pixels
- ▶ 120x240 pixels
- ▶ 120x600 pixels

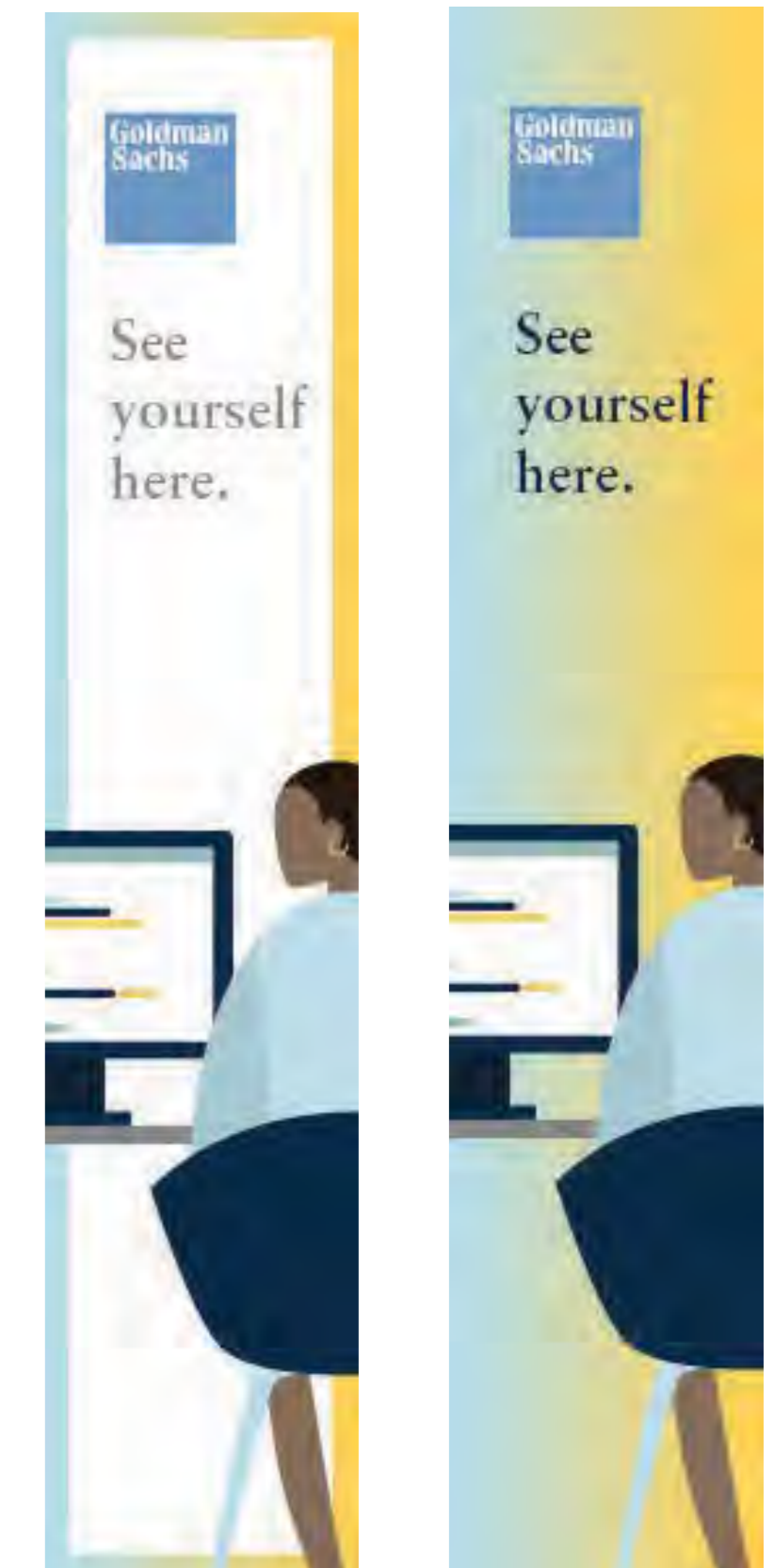
\*Examples designs sized accordingly for style guide display



70 x 133 pixels



120 x 240 pixels



120 x 600 pixels

# Ordering Sponsorship Ads

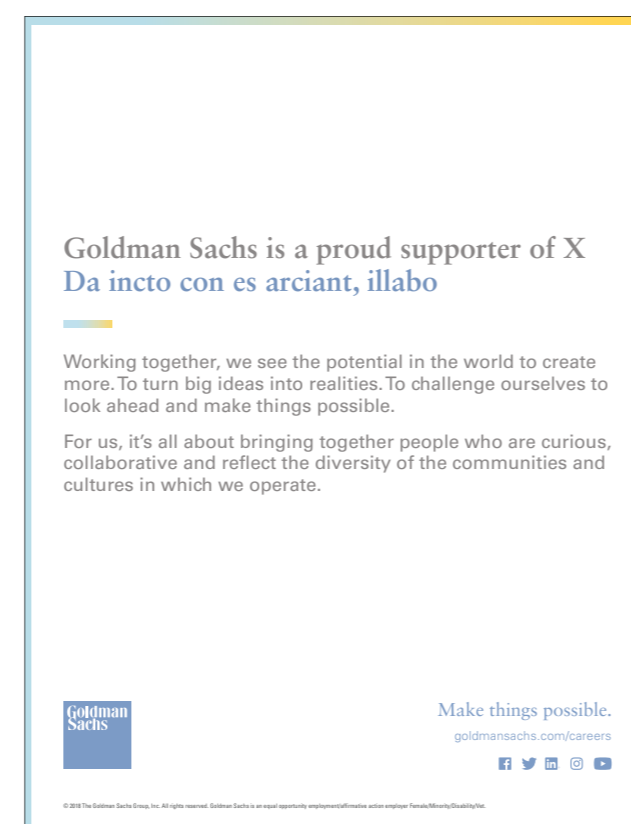
## Submitting Sponsorship Ads orders to Creative Services

### Instructions:

1. Identify the sponsorship ad you wish to order. For the photographic options, each has a distinct name such as Emily, Michael, Chelsea, etcetera. For the gradient options, you can choose either gradient border or full gradient. Image alternatives can be found on page 20-21.
2. Complete the Creative Services Recruiting Design Request Form (DRF), providing correct billing names and codes for charges. Please provide all necessary details. The sponsorship ad section is highlighted at right.
3. Once completed, select the “Submit Creative Services” button at bottom. This will generate an email in Outlook addressed to Creative Services. Your completed form will be attached. You may add text and/or other attachments as necessary to support your request. Send email.
4. After receipt of your emailed request, Creative Services will respond with any questions and provide you with a cost estimate.
5. Once you approve of the cost estimate, Creative Services will process your request, providing you with proofs of your banner artwork for you to review and approve.
6. Once you approve of the artwork, Creative Services will provide you with final files for release.



Gradient Background



Gradient Border

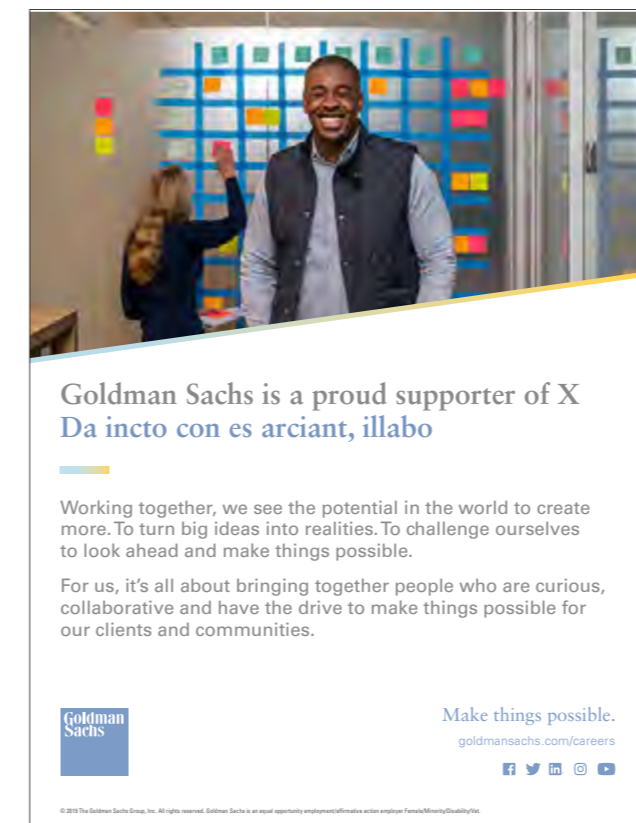


Image Background

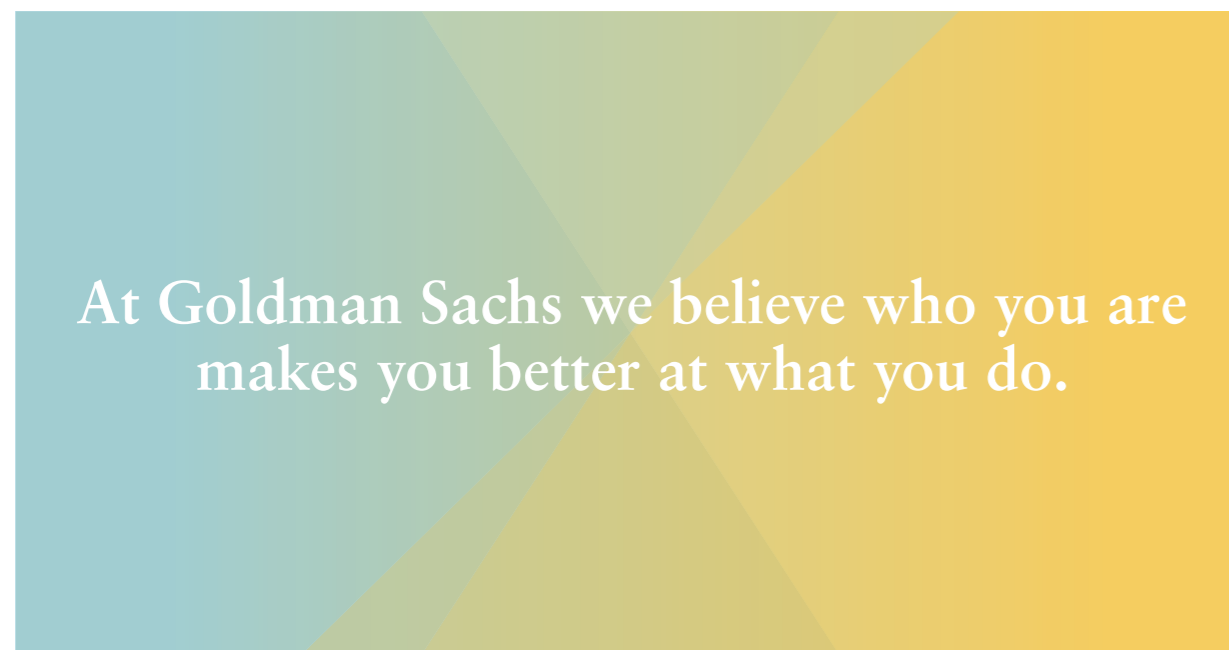
### Body Copy Options:

- **General:** Working together, we see the potential in the world to create more. To turn big ideas into realities. To challenge ourselves to look ahead and make things possible.  
For us, it's all about bringing together people who are curious, collaborative and have the drive to make things possible for our clients and communities.
- **Diversity:** Working together, we see the potential in the world to create more. To turn big ideas into realities. To challenge ourselves to look ahead and make things possible.  
For us, it's all about bringing together people who are curious, collaborative and reflect the diversity of the communities and cultures in which we operate.
- **Wellness:** We're proud to offer a wide range of resources to support the wellbeing of our people throughout their time at the firm.
- **Other:** bespoke copy (i.e., We're proud to support [INSERT ORGANIZATION] in their mission to [D&I to add])

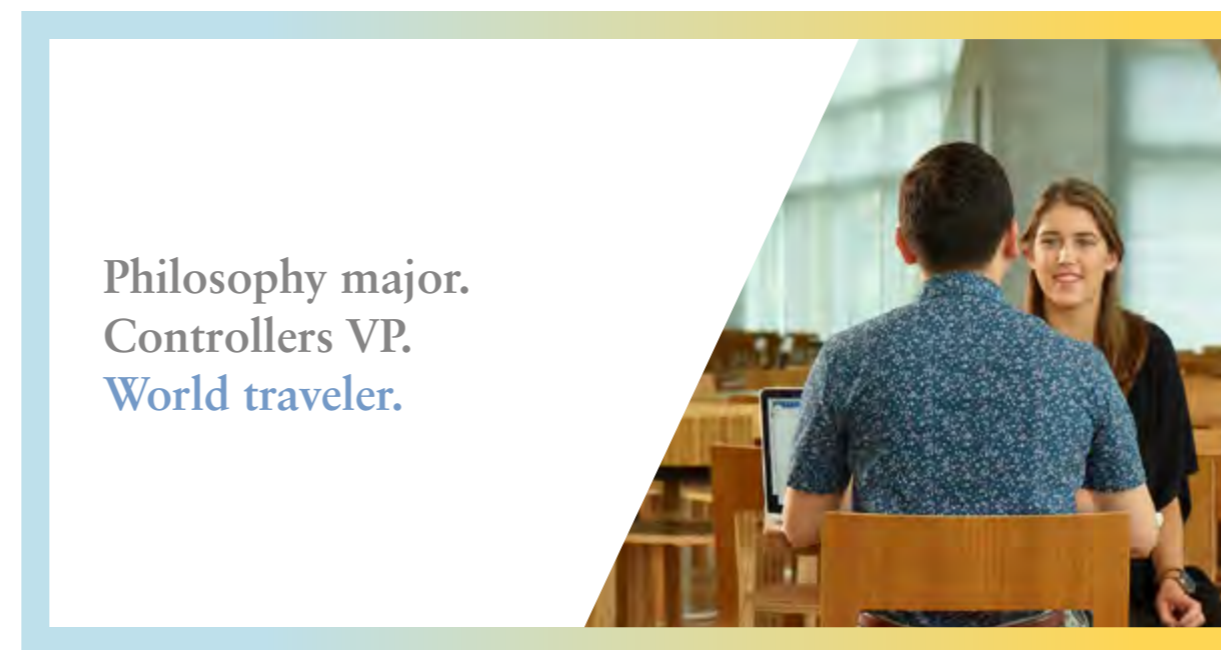


# Social Post

Twitter: general



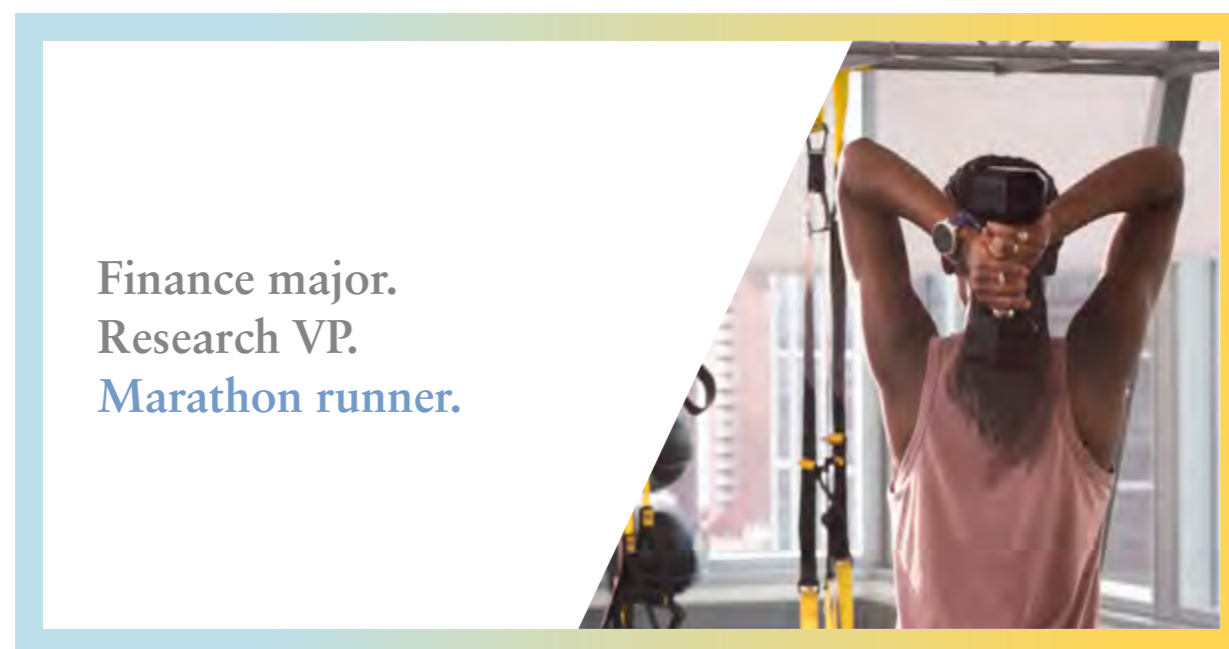
1. Open on headline.



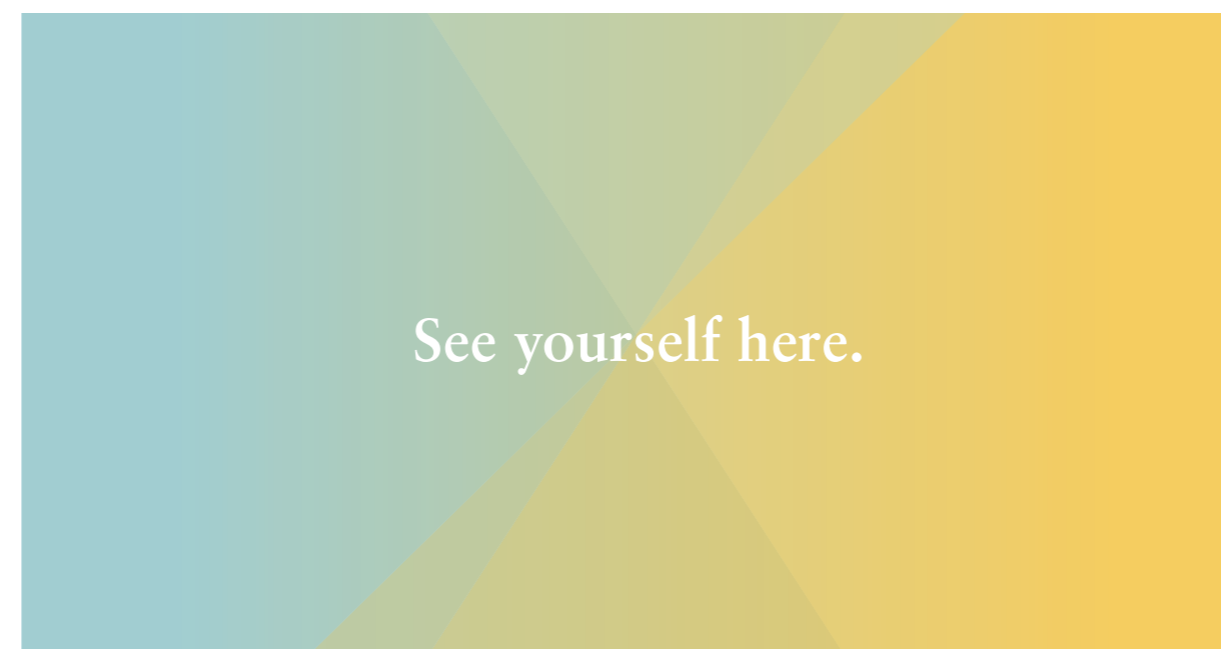
2. Rogelio's three-part headline animates in.



3. George's three-part headline animates in.



4. Mariel's three-part headline animates in.



5. See yourself here.



6. End card.

# Social Post

## Illustration characters

You can find the full character library on Papirfly to leverage relevant illustrations in promoting certain programs, exemplified by the Returnship asset on this page.

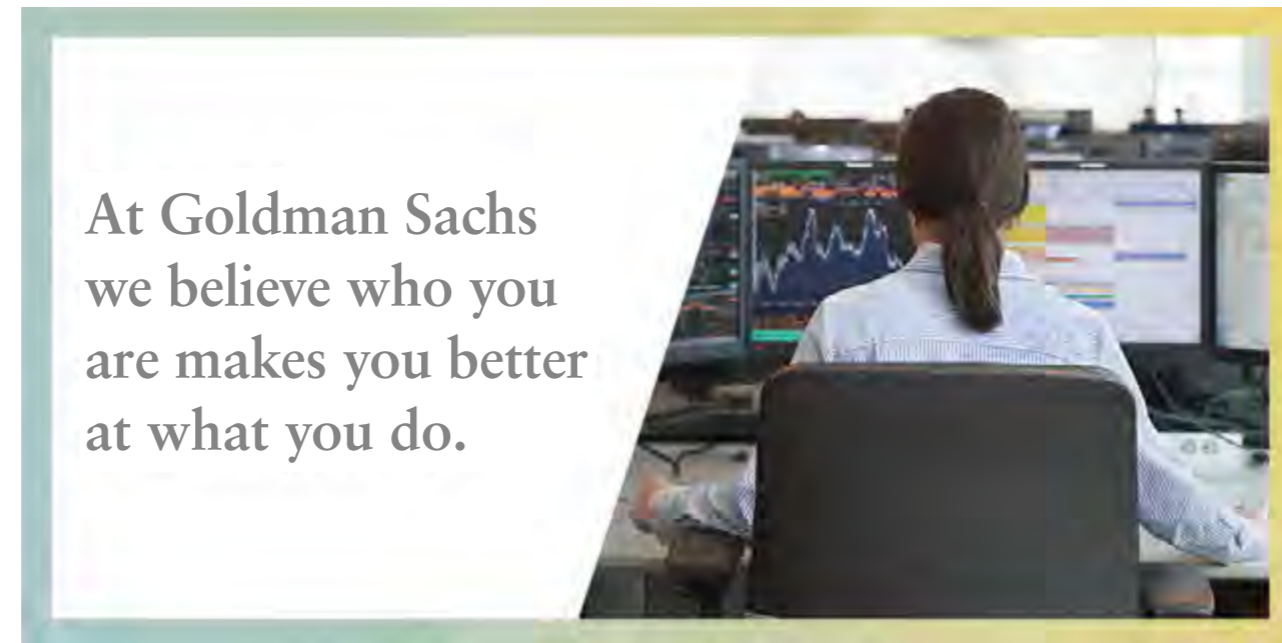
You will have some flexibility mentioning programs and opportunities in a dedicated space below our employer brand “See Yourself Here” messaging - be sure the program name is correct (program naming architecture can be found in the Reference Materials section on Papirfly) and the character model matches the audience of the program or event you’re looking to promote.

Read more about social media guidance in the social media guidelines on Papirfly.

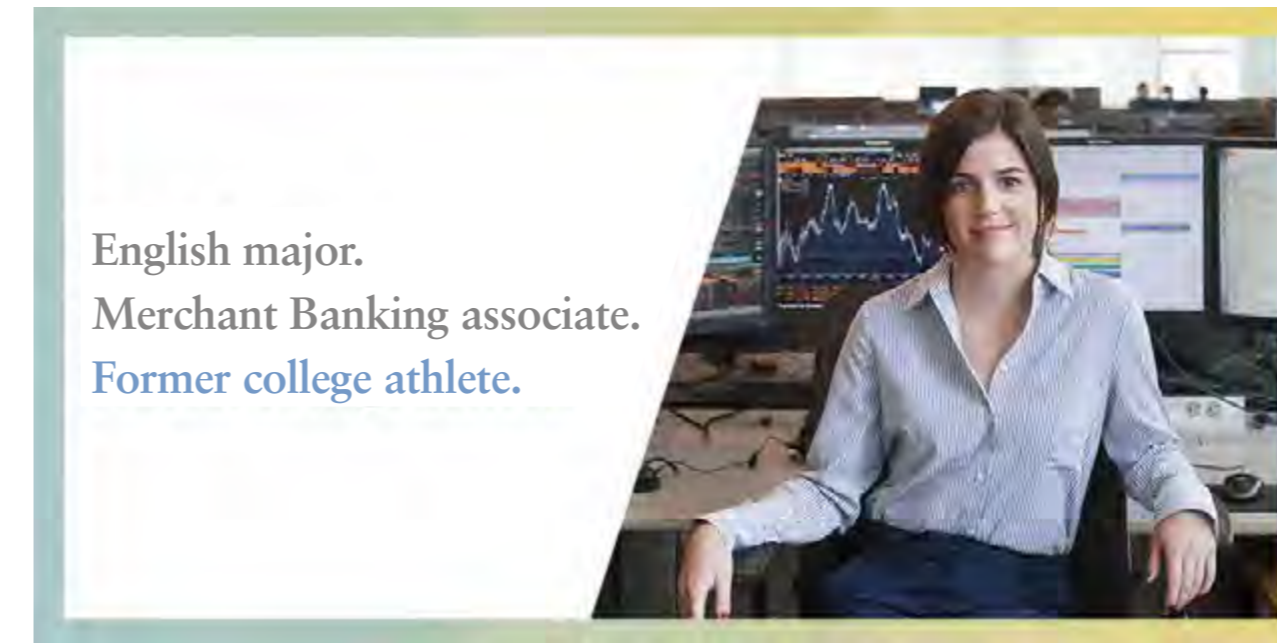


# Social Post

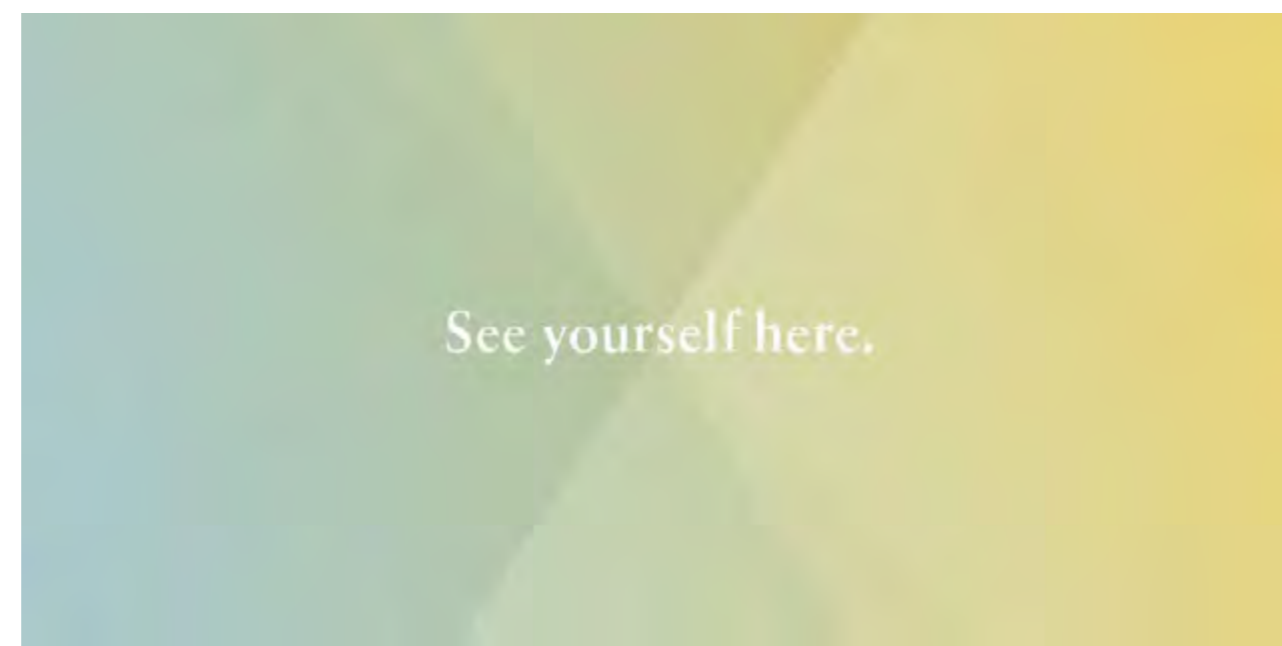
Twitter: divisional



1. Open on headline with back-facing photo.



2. Mariel's three-part headline animates in and front-facing photo appears.



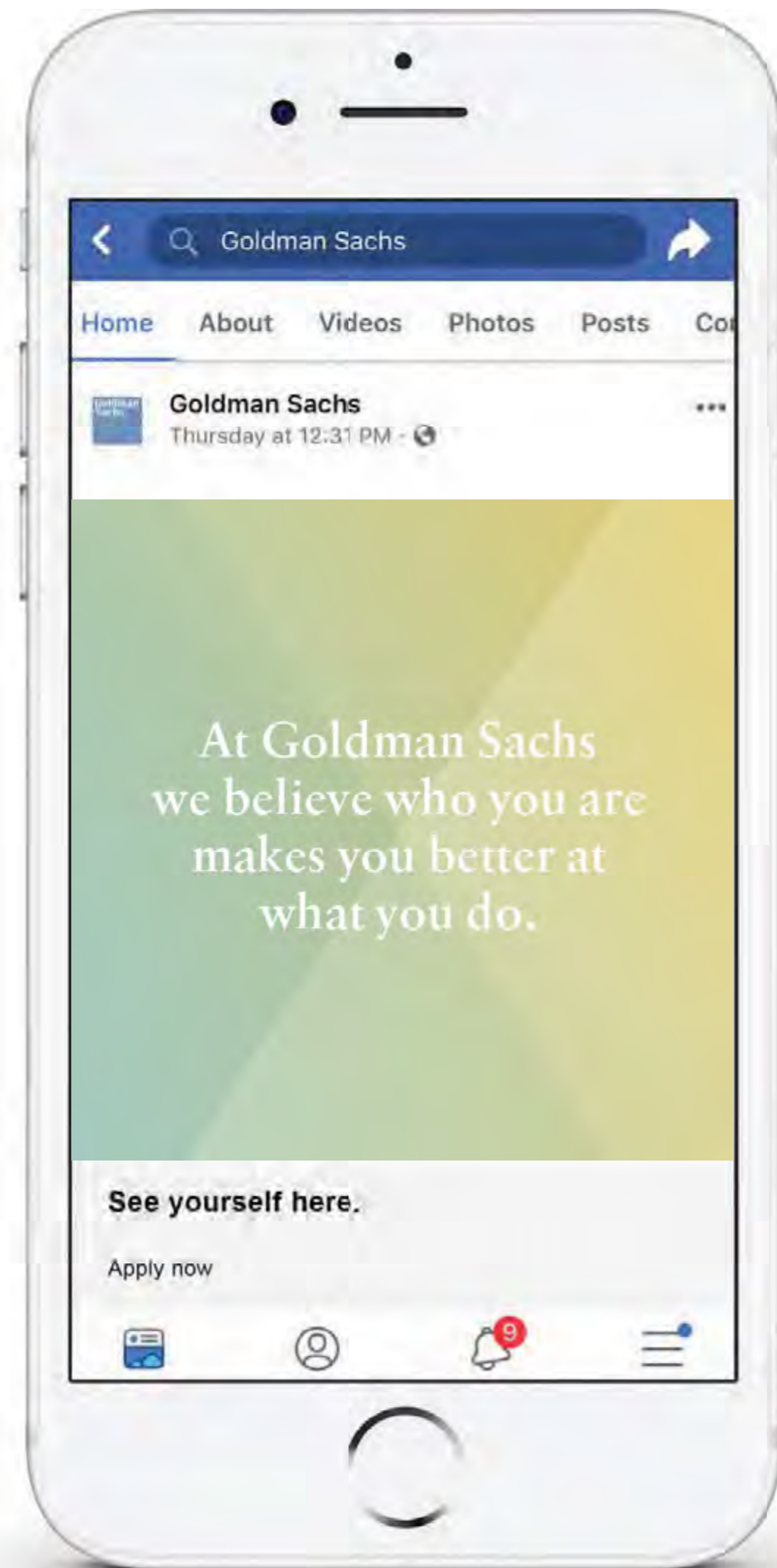
3. See yourself here.



4. End card.

# Social Post

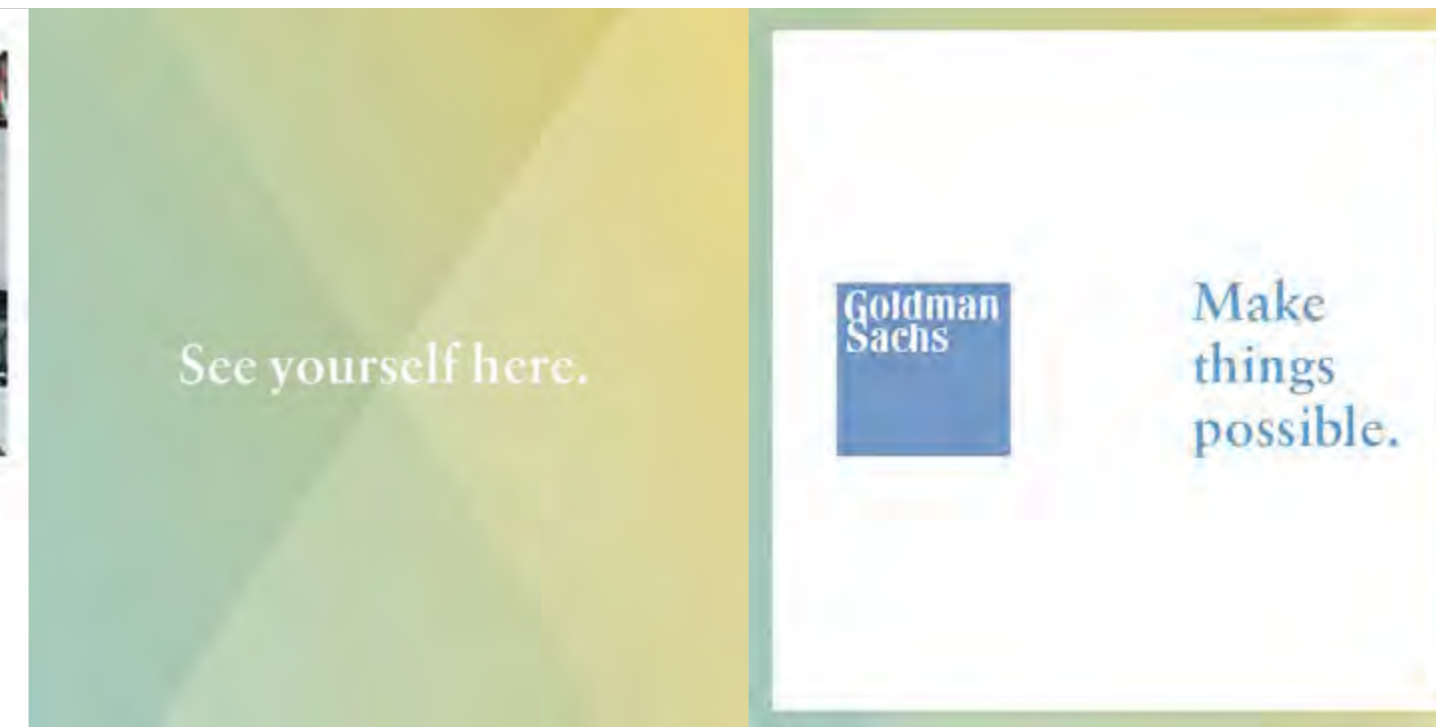
Facebook: carousel



Political science major.  
Associate.  
Dog lover.



English major.  
Merchant Banking associate.  
Former college athlete.



# Appendix

# Iconography

# Iconography

## For presentation

The iconography for this campaign is only to be used to communicate ideas that are represented in the list. They are to be used sparingly when multiple ideas need to be communicated in a more visual way. The icons can be used on their own or in a circle, depending on the design. The icons may be used in any of the approved GS colors.



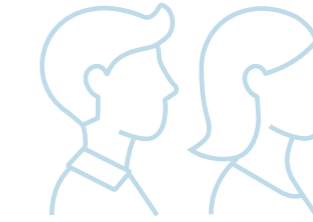
Corporations



Financial institutions



Governments



Individuals



Plan your timeline



Nutrition



Choose your path



Connect with us



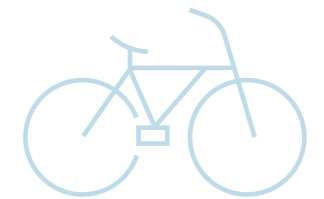
Apply now



Fast-paced environment



Fun projects



Recreation



Influence decisions



Learning and development



Variety of experiences



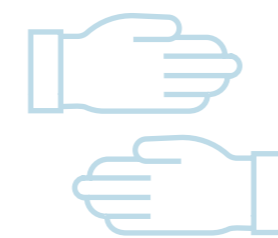
Hours contributed



Orientation



Seminars



Interview



Mentorship



Talks at GS



Peer network



Health



Art programs

Other existing collateral



# Other existing collateral

Printed materials and emails

**Make things possible**

**JOB TITLE 1**  
**JOB TITLE 2 (Delete text if not using)**

**ABOUT GOLDMAN SACHS**  
 We are a leading global financial services firm providing investment banking, securities and investment management services to a substantial and diversified client base that includes corporations, financial institutions, governments and individuals. We connect people, capital and ideas to help our clients, stakeholders and the communities we serve to grow.

**ABOUT YOUR ROLE IN DIVISION NAME**  
 At your role in Goldman Sachs you will be responsible for... (Placeholder text)

**JOB RESPONSIBILITIES**  
 At your role in Goldman Sachs you will be responsible for... (Placeholder text)

**BASIC QUALIFICATIONS**  
 At your role in Goldman Sachs you will be responsible for... (Placeholder text)

**PREFERRED QUALIFICATIONS**  
 At your role in Goldman Sachs you will be responsible for... (Placeholder text)

[goldmansachs.com/careers](#)

Job description template

**Make things possible**

**COLLEGE/UNIVERSITY NAME**

For more information on the recruiting process, application deadline and interviews, please check with your school's Career Center and [goldmansachs.com/careers](#).

**RECRUITING CONTACTS**  
**FIRST LAST COLLEGE/UNIVERSITY RECRUITER@FIRST.LAST@GS.COM**  
**FIRST LAST COLLEGE/UNIVERSITY RECRUITER@FIRST.LAST@GS.COM**

SCOUTING TEAM	NAME	DIVISION	E-MAIL
ALL CAPS FIRST NAME LAST NAME	DIVISION NAME	EMAIL ADDRESS	
ALL CAPS FIRST NAME LAST NAME	DIVISION NAME	EMAIL ADDRESS	
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ALL CAPS FIRST NAME LAST NAME	DIVISION NAME	EMAIL ADDRESS	

[goldmansachs.com/careers](#)

Scouting team flyer

**2018 Goldman Sachs Veterans Career Summit**

Veterans know what it takes to be part of a team. At Goldman Sachs, we're proud to have them on ours.

Skills that are second nature to military veterans, such as leadership, teamwork and problem solving, are in high demand in our industry — and at Goldman Sachs we consider these traits invaluable. The Goldman Sachs Veterans Career Summit is a one and a half day program for veterans who would like more information about career opportunities in the financial services industry. This event is open to veterans who are first year MBA students and all transitioning military members.

Attendees will have the opportunity to participate in career workshops and to network with professionals, including members of the Goldman Sachs Veterans Network. If you're a veteran who wants a new challenge, we want to hear from you.

**PROGRAM DATES:** November 8-9, 2018  
**LOCATION:** Goldman Sachs Headquarters, New York

**APPLICATION DEADLINE:** Sunday, October 7 at 11:59PM EST

**APPLY HERE**

**Make things possible.**

For more information visit [goldmansachs.com/careers/veterans](#)

[f](#) [t](#) [in](#) [G+](#) [+](#)

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Returnship/VIP program flyers

**Make things possible.**

Join local events

**Date:**  
**Time:**  
**Location:**

This text is for place-holding purposes only and is to be replaced by GS' text accordingly.

Learn more about Goldman Sachs

At our Careers Blog, you can learn about our people, divisions, career opportunities and the latest developments at Goldman Sachs.

Meet some of our people

We invite you to visit our People Page to hear what employees, including recent graduates, have to say about working here.

[f](#) [t](#) [in](#) [G+](#) [+](#)

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Recruiting system emails

# Other existing collateral

Printed materials and emails cont.

Make things possible.

IN **5** STEPS

- Plan Your Timeline
- Choose Your Path
- Connect With Us
- Apply Online
- Interview

Join Us!

Goldman Sachs

goldmansachs.com/careers

f t in ig y

Application process postcard

**PLAN YOUR TIMELINE**  
We review applications and extend offers on a rolling basis and encourage you to apply as soon as you are ready to begin the interview process. Our goal is to notify you of your status approximately one month after each application period.

**CHOOSE YOUR PATH**  
Visit our [careers site](#) to learn more about Goldman Sachs and the career opportunities we provide across all of our divisions and office locations.

**CONNECT WITH US**  
Engage with Goldman Sachs through virtual events (register at [My GS Events](#)) and follow us on social media.

**APPLY ONLINE**  
Review our [application checklist](#) and apply online at [goldmansachs.com/careers](#).  
For those interested in Software Engineering, Quantitative Strategist, Systems Engineering, or Cyber Security roles, please submit your application to the [Engineering Division](#). We align candidates to engineering roles within each division at the firm based on their interest in available projects. Please be sure to complete the online technical assessment that you receive following your application submission.

**INTERVIEW**  
If selected, you will first be invited to a video interview. Prior to that interview, we encourage you to visit our [Tips for Virtual Interview Success](#) to help you prepare.

**Come make things possible at Goldman Sachs**

Application Process*	Application Period
Timeline	July 1 to November 20 Interviews take place on a rolling basis and may occur as early as July depending on the division. We encourage you to apply as soon as you are ready as positions close once they are filled.

\* For information on the application process for offices outside of the Americas, please visit our [careers site](#).

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goldmansachs.com/careers

f t in ig y

Goldman Sachs

Make things possible.

## Interview Preparation.

**WE'RE LOOKING FORWARD TO MEETING YOU**  
We want you to enter this process in the best possible position to showcase your unique qualities and ultimately to explore and fulfill your potential here. To help you navigate your upcoming interview, we've compiled some information about us and our interview process.

**ABOUT US**

36,000+ people | 68 offices | 16 divisions | 160+ nationalities | 100+ languages | 9,000+ engineers

**INVESTING IN...**

**YOUR GROWTH**  
**Learning never stops at Goldman Sachs.** From a wide range of orientation, skill-development and promote programs to online learning and [Talks at GS](#), which provides access to some of the world's foremost thinkers and innovators, we're committed to helping you advance and grow. Here's some of what you can look forward to:

- LEARNING AND ENGAGEMENT
- AFFINITY NETWORKS
- ONGOING FEEDBACK 360+

**YOUR WELLBEING**  
**We support our people professionally and personally.** Our wellness offerings range from in-house mindfulness workshops to resilience coaches, on-site health centers and medical advocacy services. We also provide on-site full-time and back-up childcare centers, paid family leaves, reimbursement for breast milk shipping and an "Expectant Parent Program". Please note, offerings vary by location.

- RESILIENCE AT WORK
- LIFE AWAY FROM THE DESK
- MORE ABOUT OUR BENEFITS, WELLNESS AND COMPENSATION OFFERINGS

**OUR COMMUNITIES**  
**Our people's desire to make things possible extends far beyond the office.** Our firm is deeply committed to serving the communities where we work and live. For more than two decades [Community TeamWorks \(CTW\)](#) has been an integral part of our firm's culture of service – with our people taking a day off from work to volunteer with a non-profit. Learn more about our commitment to [corporate citizenship](#).

- 10,000 SMALL BUSINESSES
- 10,000 WOMEN
- ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT
- GOLDMAN SACHS GIVES

Interview prep docs

# Other existing collateral

## Wellness postcard

# You make things possible

## Find Your Interview Mindset

Welcome to your Goldman Sachs interview.

We understand the job search and interviewing can be stressful. To help, here are a few tips to enhance your state of mind. We also encourage you to check out meQuilibrium (details below) for useful articles and short meditation exercises. We're looking forward to spending time with you and getting to know you better!

- 1 Breathe**  
Take a few slow, deep breaths and focus on inhaling and exhaling
- 2 Scan**  
Starting at the top of your head, mentally scan down and notice any sensations, relaxing any tight muscles along the way
- 3 Focus**  
Stay present, and don't dwell on past mistakes or worry about what could possibly go wrong
- 4 Visualize**  
Picture yourself performing at your best and carry those positive feelings with you
- 5 Invigorate**  
Remind yourself of your strengths that have gotten you to this point to boost your self-confidence

Learn more at <https://www.mequilibrium.com/g sreceiving/>  
MeQuilibrium is an online, third-party tool that provides tools for Goldman Sachs employees and recruits to strengthen resilience.

f t in @

# Goldman Sachs Wellness Offerings

We're proud to offer a wide range of resources to support the wellbeing of our people. Our offerings range from services that assist with day-to-day self-care, like mindfulness trainings and ergonomics assessments, to those that help during major life events. Below are just a few of the personal and professional inflection points you may encounter and how the Goldman Sachs wellness team will help support you.

### JOINING THE FIRM

When you first join the firm, be sure to keep your health a top priority. Explore the On-Site Fitness Centers, visit the On-Site Health Centers, and meet colleagues through the Teams and Leagues Program.\*

### MOVING TO A NEW CITY

The firm is here to support you when you move to a different office. The Ergonomics team can help set up your new workstation safely and effectively, and LifeCare, the firm's resource and referral service, can help you manage your responsibilities while adjusting to a new city.

### MANAGING STUDENT LOAN DEBT

The Personal Finance Center is a platform that provides tools and resources to help you navigate your financial goals. You can also leverage Ayco for one-on-one counseling at no cost.

### STARTING OR GROWING A FAMILY

It can be both exciting and overwhelming to start and grow a family. The Expectant Parent Program provides guidance for working parents, and back-up dependent care is available for days when primary care arrangements are unavailable.

### NAVIGATING UNEXPECTED HEALTH NEWS

In the event of a serious health condition for you or a loved one, Critical Health Solutions acts as a confidential advocacy service to ensure that you have access to high-quality care. The Employee Assistance Program gives you access to an experienced counselor to help you manage stress.

**Goldman Sachs**

\*Exact offerings vary by location. To learn more about our Benefits and Wellness offerings, visit our website: [gs.com/careers/benefits](https://gs.com/careers/benefits)

# Other existing collateral

## Engineering Brochure

Goldman Sachs

### Our Engineers don't just make things— we make things possible.

Change the world by connecting people and capital with ideas. Solve the most challenging and pressing engineering problems for our clients. Join our engineering teams that build massively scalable software and systems, architect low latency infrastructure solutions, proactively guard against cyber threats, and leverage machine learning alongside financial engineering to continuously turn data into action. Create new businesses, transform finance, and explore a world of opportunity at the speed of markets.

Want to push the limit of digital possibilities? Start here.  
Make things possible at [goldmansachs.com/careers](https://goldmansachs.com/careers).



## You solve problems. So do we.

### See yourself here.

Goldman Sachs

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*We look for creative collaborators who evolve, adapt to change and thrive in a fast-paced global environment. Some of the types of work we do in Engineering include:*

### Software Engineering

Transform our business and work across all areas of the firm to design and implement high-quality, scalable and smart solutions.

sh Leveraging both internal and open source services, we design and develop applications capable of building, maintaining, and processing large and complex data sets.

Ensuring we have the most up-to-date and actionable information, we constantly strive to boost performance and exceed industry standards in order to meet our clients' evolving needs. We look for ways to improve our operations and enhance our client offerings through internal and external platforms as we build and expand the capacity for data mining, anomaly detection, and business intelligence.

### Financial Modelling

We look beyond the numbers and find the trends.

As a member of our team, you will extract meaningful information to engineer advice and solutions that have real-world implications for our clients and the firm. This level of expert analysis involves large, at times global, data sets—both structured and unstructured—to build predictive models that are relevant to specific business centers and account for market variables.

These quantitative techniques then inform effective and accurate cross-asset trade and portfolio ideas for our clients. In collaboration with your team and others across the firm, you will build and enhance advanced quantitative and analytical methods, utilizing software to design risk modeling systems and develop machine learning algorithms. Specifically, your role will focus on providing APIs to clients helping them generate alpha, risk calculations and business metrics. This valuable information will allow them to build and challenge risk models that identify and quantify market and liquidity risk and modeling vulnerabilities.

### Infrastructure Engineering

Infrastructure Engineering is a multi-faceted role that allows you to explore data center design, networks, storage, cloud computing, big data, application messaging, databases, communications, market data and software languages.

Make things possible for our clients and the firm as you design and build our compute and data infrastructure.

You will put your expertise to work in a variety of challenges, from identifying internal hardware needs, to implementing public and private cloud-based solutions to providing seamless, on-demand scaling of our applications.

We provide a robust testing platform that involves the best standards, solutions and tools to ensure uninterrupted operation of all of our lines of business. You will have the opportunity to use data mining techniques to identify and react to problems in the firm's infrastructure and platforms. A role on this team allows you to use your experience to help us transform the future at Goldman Sachs.

### Cyber Security

Protect our clients and the integrity of our firm around the world

in both an advisory and engineering capacity as you develop and propagate our security control strategy. Be on the front line of our operations every day, helping the firm to protect itself and its clients and manage risk. Information security is a top priority and in this role, you will focus on analysis, penetration testing, cryptography and authentication.

This defense involves performing security operations to detect, analyze and respond to threat intelligence and incidents—quickly. We do this by leveraging data mining and machine learning techniques to identify malicious activity and cyber risks.

Working as a part of a larger team, you will help developers create secure applications, and advise the firm's network and systems engineers as they build infrastructure. Together, we are helping to secure the future of the firm and our clients—every day.

# Other existing collateral

## Recruiter gear



*T-shirts*



*Name tags with lanyards*



*Clipboards*

# Social copy submissions

# Social copy submissions

## Submitting Recruiting Content to GS-owned (Corporate) Social Handles

### Criteria for content inclusion by platform

**LinkedIn:** Best practice given careers focus and ability to geo-target

- Promote Recruiting Initiatives
- Program applications and deadlines like internships /VIP
- Conferences / events like Grace Hopper, NSBE

**Twitter:** Use only for compelling content with mass appeal given inability to geo-target

- Large-Scale Recruiting Initiatives with active social presence (see right)

**Facebook/ Instagram:** Highly curated content with mass appeal – discuss with the Employer Brand team

- Primarily thought leadership with some people related content

### Golden Rules

#### Draft the social copy so that it is ready to post

- Tweet space available is 280 characters. Hyperlinks occupy 23 out of 280 characters, and photos no longer occupy characters
  - *Please keep in mind: the 280 character max only recently launched and there is little data around if longer posts perform better on Twitter. Pithy copy (140 characters or less) has historically driven the highest engagement across GS Twitter handles so we advise continuing this approach on both organic and paid.*
- LinkedIn post do not have a character limit and do not recognize hashtags
- *Do not* auto-shorten links before submitting as they may not work outside the firm – EO will shorten when posting

**If the copy has a hashtag, make sure it is credible and relevant**

**If copy has a handle, make sure to check that it links to the correct page and is okay to use**

- Reach out to EO Compliance ([gs-eocompliance](#)) for approval if copy contains another company's handle, company name or logo

### No "text only" submissions

- All submissions should have a photo (see photo guidelines on page 2) and a link
- Must receive signoff from GS professionals on quotes as well as photos

**The Employer Brand team should be notified at least 1 week in advance of the publishing**

**To view your posts – please see the [Goldman Social Media page](#)**



Example of proper hashtag, handle, and photo usage

## Possibilities stories order

Possibilities story #1: Marcus

Possibilities story #2: Data Science for All

Possibilities story #3: Newark

Possibilities story #4: Community TeamWorks

Possibilities story #5: 10K Small Businesses

Possibilities story #6: Real Estate

Possibilities story #7: Womenomics

Possibilities story #8: Sustainability

Possibilities story #9: Tech Community: Open Source and Conference Presentations

Possibilities story #10: Marquee

Possibilities story #11: Talks at Goldman Sachs

Possibilities story #12: Digital & On-Demand Learning

Possibilities story #13: Mindfulness

Possibilities story #14: Entrance to the Arts

Possibilities story #15: Women's Career Strategies Initiative

Possibilities story #16: Movement to Hybrid and Public Cloud

Possibilities story #17: GS Accelerate

Possibilities story #18: Inclusion Networks

Possibilities story #19: Analyst Impact Fund (AIF)

Possibilities story #20: Sustainability—Plastic

Possibilities story #21: Family Resources

Possibilities story #22: 10,000 Women

Possibilities story #24: Launch with GS

Possibilities story #25: HBCU Leadership Summit

Possibilities story #26: Returnship

Possibilities story #27: Neurodiversity Hiring Initiative

Possibilities story #28: Accessing Engineering Talent Worldwide

Possibilities story #29: Supporting the Wellbeing of Our People

Possibilities story #30: Driving Gender Diversity on the Trading Floor

Possibilities story #31: Workplaces That Inspire

Possibilities story #32: Showing New Talent All The Possibilities

Possibilities story #33: Blackline

Possibilities story #34: Spotify

Possibilities story #35: Toshiba

Possibilities story #36: JUST Capital

Possibilities story #37: STEM Education

Possibilities story #38: Private Wealth Management

Possibilities story #39: Future Leaders Conference

Possibilities story #40: Engineering UX/UI

Possibilities story #41: Northvolt

Possibilities story #42: Johannesburg Stock Exchange

Possibilities story #43: Quantum Computing

Possibilities story #44: Financial Cloud

Possibilities story #45: AS Roma Deal

Possibilities story #46: Market Making

Possibilities story #47: Sustainable Bonds

Possibilities story #48: Transaction Banking

Possibilities story #49: iQ Student Accommodation

Possibilities story #50: Digitization of Investment Products

Possibilities story #51: ReNew Power

Possibilities story #52: Paige AI

Possibilities story #53: FIGS IPO

Possibilities story #54: Apple RESTORE Fund

Possibilities story #55: Coupang IPO

Possibilities story: #56: Urban Rooftop Beehive Partnership



# Virtual Event Best Practices

# Virtual Event Best Practices

## Audience Considerations

One of the most important aspects of virtual recruiting is candidate engagement.

Think about the pool of candidates you are talking to and the nuanced needs of that particular audience.

When planning your event, it's important to think about the pool of candidates you are talking to and the nuanced needs of that particular audience. The length of the event, content, speaker, speaker energy, and how well the event shifts to an online platform will all help determine how engaged your audience is. Use the principles to help guide you as you map out your plan.

- ▶ Consider your candidates' communication preferences. Meet your audience where they are
- ▶ Strike a balance between mass marketing campaigns and personal messages  
Avoid overwhelming candidates with too many of the same messages.
- ▶ Leverage social media to build your company presence virtually
- ▶ Learn toward one-to-one communication to ensure you're effectively building relationships

# Virtual Event Best Practices

## Audience Considerations

Here's some other points to consider:

Think about the pool of candidates you are talking to and the nuanced needs of that particular audience.

When planning your event think about how to keep your audience engaged by considering the length of the event, content, speaker energy, and tailoring the online event content to deliver the most value to your audience.

- ▶ Who is your audience and where are they from?
  - This may determine the functionalities you offer.
  - Consider whether your platform has been approved for external use.
  - How will you securely send out invitations to an external audience
- ▶ What support do they need?
  - Consider sending out guidance notes about how to use the technology
  - Have a back-up plan if technology does not work, such as having downloadable resources ready to send out.
- ▶ How will you engage them?
  - A strong host will play a vital role in ensuring the success of your event.
  - Consider the additional functionality features you can include to keep them engaged such as polling and Q&A.
  - Leverage innovative event branding to help with engagement.
  - Utilize the branded slides, videos, polling questions and the branding of the event platform and environment itself.
- ▶ Global
  - Consider if mutli-language tracks or translation is required
  - Should on-demand content be available to make your event more accessible to those who are in different time zones?

# Virtual Event Best Practices

## Planning Your Content

### Pre-event

- ▶ Determine event organizers, presenters and troubleshooters
- ▶ Conduct a dry-run ahead of the event to ensure successful event production
- ▶ Choose a technology platform that works best for your event
- ▶ Branded Pre-event materials should include:
  - Registration form to capture data
  - Save-the-dates
  - Invitations, calendar appointments
  - Speaker invitations

### During

- ▶ Leverage your customized environment around the viewing platform.
- ▶ Address the following questions:
  - Is this on brand?
  - Are we meeting our recruitment messaging objectives?
  - Have I followed our brand guidelines?
- ▶ Your slides, videos, speaker bios, intro / outros, holding music, holding videos – tests, Q&A's, polling functionality – all need the same 'on-brand' look and feel.

### Post

- ▶ Determine how you will drive candidates to continue the conversation and reach out prior to the event – how does communication and engagement evolve in the post-event phase?
- ▶ Ensure master brand flows across all post-event assets and engagement tools including:
  - Feedback survey
  - Communications – internal/external
  - Thank you emails
  - Follow-up videos
  - Social Media postings
- ▶ Consider follow up with candidates based on preferred communication mediums such as phone call or text message

# Virtual Event Best Practices

## Creating a Backup Plan

Implementation of a back-up plan prior to all events is imperative in making sure each event goes off without a hitch.

1. Ensure your speakers and moderators join at least 10 minutes early to test their computer audio, implement their branded background, pull up the slide presentations and review with one another on how the time will be best spent.
2. In case of a potential malfunction, be sure to provide access to event materials on an alternative platform either via web site resources or within follow up materials.
3. Ensure support is available. I.e., through staffed help desk, Goldman Sachs IT, external supplier or real-time support.

# Virtual Event Best Practices

## Virtual Meeting Check-List

- ▶ Before You Record
- ▶ Best Practices for Appearing on Camera
- ▶ Tips for Creating an At-Home Set
- ▶ At-Home Set Examples
- ▶ What Not to Wear

# Virtual Event Best Practices

## Virtual Meeting Check-List

### Before You Record

For a clean and polished appearance, please do a final check of the following elements before the virtual event begins

- ▶ Power cord is plugged in
- ▶ Cell phone silenced, any audio notifications on computer silenced/muted, other programs are closed
- ▶ Background and lighting appears as planned
- ▶ Microphone is on
  - Malfunctioning audio troubleshooting: The built-in microphone in most laptop is often not sufficient for a clear video call. Consider buying an external USB speaker, using the call-by-phone option if it's available, or use a headset.
- ▶ A glass of water is nearby

### Best Practices for Appearing on Camera

- ▶ Sit/stand tall
  - Posture is power
- ▶ Remain stationary
  - If you choose a seated position, do not use a swivel chair. If you are standing, try to plant your feet in one spot, and avoid swaying back and forth
- ▶ Best yourself
  - Show your personality. An occasional smile is nice
- ▶ Prepare a dress rehearsal
  - Use your computer's webcam, or the camera on your phone, to pre-visualize your background and make any adjustments. It helps to dress in what you plan to wear for the event so you can see how it looks in your space

# Virtual Event Best Practices

## Virtual Meeting Check-List

### Finding the Right Space to Broadcast From

- ▶ Create depth:
  - Establish a place to stand or sit that is at least few feet away from your background, the more depth behind you, the better
- ▶ Show your personality:
  - It's OK to have wall hangings or decorative shelves behind you, it gives viewers a little insight into who you are; plants can also add visual interest, but please try and keep these items to your right or left
  - The space directly behind your head should be fairly plain
  - Sitting with your back to a white or neutral-colored wall can also make your house or office (and by extension you) look boring.
  - Try to spruce things up by having a picture, bookcase, or other colorful item in the background.
  - One thing to avoid: sitting in front of a window. Too much backlight will make you look like a shadow or silhouette.
- ▶ Tidy up
  - Be your own editor and remove clutter, if you are using a shelf or bookcase, please thin it out so only a few key items are shown; straighten books, framed art, pillows, etc.
- ▶ Keep it lit
  - There should always be more light on your face than in your background, but your background shouldn't be too dark, avoid an ominous look by ensuring your background is lit.



At home set examples



# Virtual Event Best Practices

## Virtual Meeting Check-List

### What Not to Wear

- ▶ Wear Something you love—it's important to feel comfortable in your attire
- ▶ Neutral tones work well, but feel free to wear a color that you feel good in
- ▶ All white is unideal, but a white shirt under a dark jacket is perfectly appropriate
- ▶ We ask that you not wear clothing with a busy pattern on it—particularly stripes—as patterns are hard for the camera to pick up; viewers may see a dizzying, distracting effect on screen
- ▶ Please, no logos or words on your clothing

### Posture and Body Language:

We spend a lot of time working on our computers without thinking at all about our posture or body language, and it's easy to slip into bad habits during a video call. You should try to seem comfortable but attentive; don't slouch in your seat, but don't seem too stiff or unnatural either. Make sure there is nothing else in your immediate physical vicinity that can distract you from the call, like a phone or a pet.

