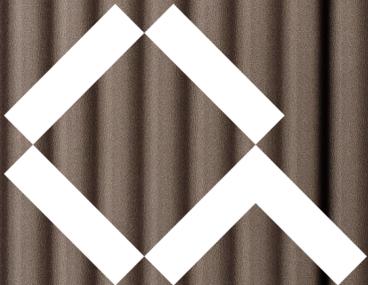


Alva® helps employers find talents others overlook. Through science and technology the Alva® platform empowers bold leaders to build a better hiring culture. A culture where gender, ethnicity, age, religion, language or looks won't be the factor for hiring decisions. Instead its based on a candidates readiness to do the job, potential to grow and team fit. All backed by science and delivered through modern technology.

With the rebrand, Alva® set out to move beyond the artificial startup stigmas and into a more mature yet modern company manifesting its position through its human values and vision. The design facilitates the relation between real human-beings, their stories and the data that defines them.

Design Drivers—
Aspirational
Essential
Progressive
Approachable



Alva® 

Brand Signature.

Brand Drivers

Aspirational
Aspirational is about leading the industry towards a better tomorrow. A tomorrow where gender, ethnicity, age, religion, language or looks won't be the factor for hiring decisions. Aspirational is being bold, trusting our vision and hero'ing the people who challenges the hiring culture of today.

Progressive
Progressive is a mindset that help us challenge common solutions and seek new ways of solving complex problems. Progressive will help us emphasise that Alva® is the modern and future proof way to do things.

Essential
Essential concentrates on the most important aspects. It clarifies structure. Better still, it can make our product talk. At best, it is self-explanatory. Essential will help us serve intuitive solutions to complex problems while helping us being clear and understandable.

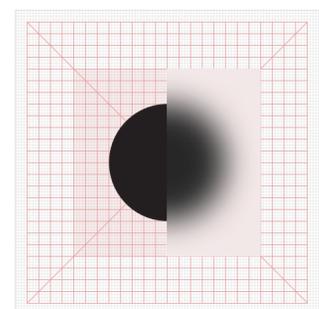
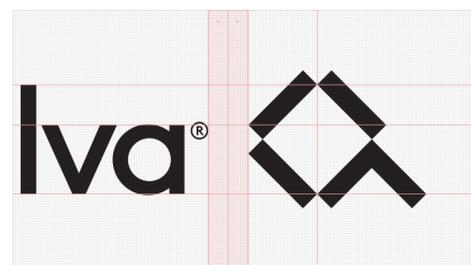
Approachable
Approachable is simply who we are. Understanding that we're here to make each-other better is what it's all about. As a team we're supportive, understanding, easy-going and humble. We know this is key to a good relationship but equally important to a good product experience.

Alva® 



Brand mark.

Wordmark + Brand mark.
Relationship and alignments.



Design Element.
Finding hidden potentials — The effect is created by blurring out 50% of the element and keeping the remaining 50% visible.

Minimum Sizes.

Digital – 90px 

Print – 18mm 



Brand Signature Clearspace.
Clearspace around the logo is equal to 4x4 of the brand mark unit.



Euclid Circular A Usage

Performance Reviews.

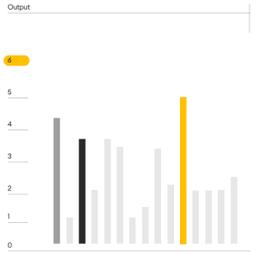
2020

Version 3.0

Euclid Circular A Typeface Abc1234

Light
Regular
Medium

Test and interview scores



Alva's logic test assesses logical ability, i.e. the ability to process complex information and draw conclusions and deductions. This is sometimes also called general reasoning ability (GPA), and has been shown in our research to predict job performance in a large number of roles and industries. Logical ability influences your capacity to solve problems, interpret information, learn new things, and make decisions.

Build an exceptional team.

It is said that seven out of ten jobs are filled through contacts. Great people are not seen or given the possibility because they lack contacts, and companies hiring from a small pool of talent will not get the high performers they need. Alva exists to change this. Someone's network will never be wider, better or more precise than the universe of talent out there.

Finding the right people is hard. And it should be. The decision to hire someone is important and can't be taken lightly. But in an increasingly global hunt for talents, companies with an open mind on what talent can be will win. At least as long as they put performance over old merits and realise that science can predict outcome better than CVs or an old school recruiting system. These are the companies Alva Labs aims to partner with. We will make them better and they will be demanding, making us improve.

We are here to change how people are hired. To show how a broader view on where to find talent can land people the companies otherwise would have missed. But to achieve that we need to prove that even though diversity is right because it is about valuing people equally, diversity also drives performance and business.

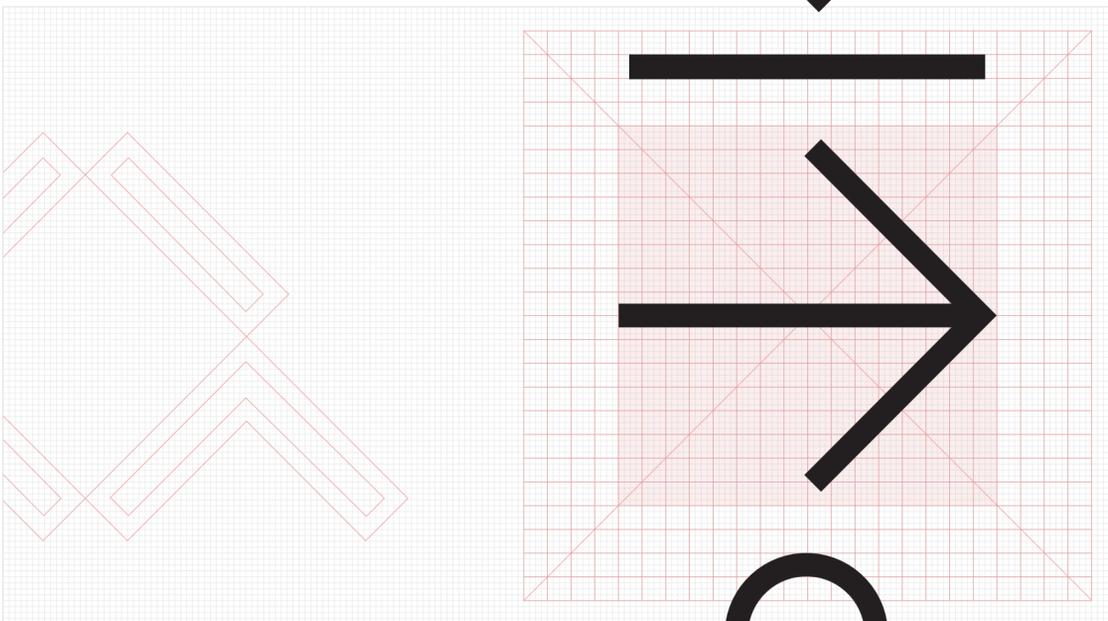
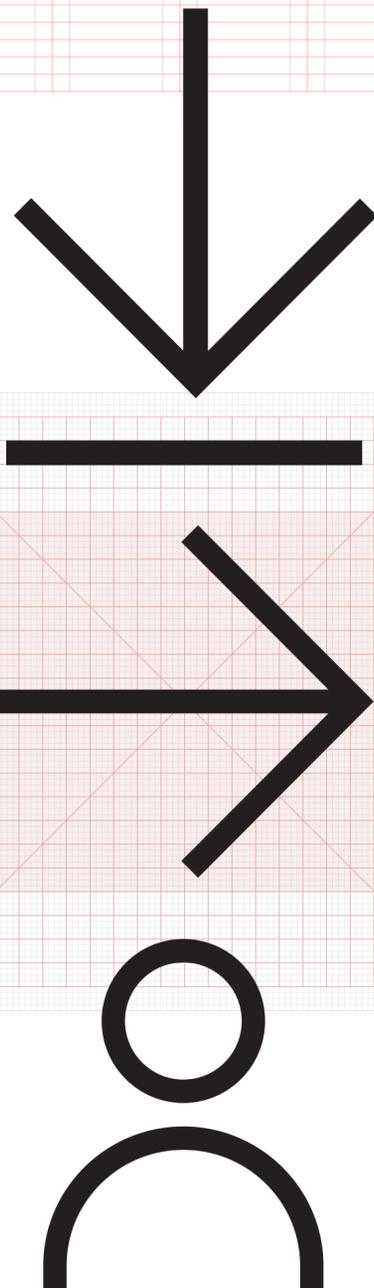
Some would call us a start-up. And it is true that Alva is a company that is young at heart. But we stand on a strong foundation of science, making us a reliable partner in the business. We are children of our time, born digital we know how great technology can improve any business or industry.

Type Foundry
Swiss Typefaces

Typeface
Euclid Circular A

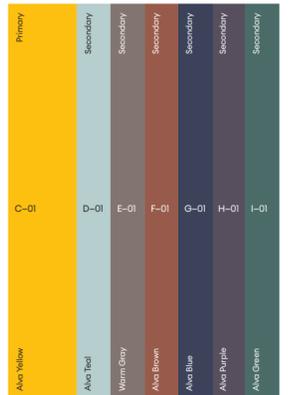
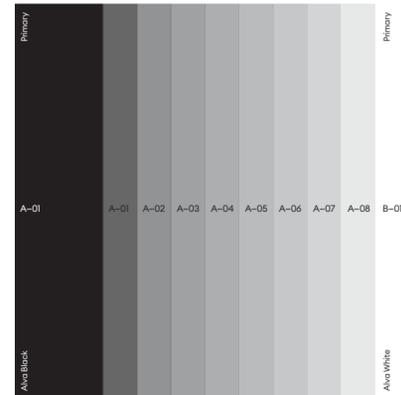
Desigend in
2017

alvalabs.io

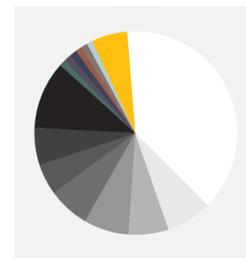


Iconography. Iconography helps us bring clarity to functions like the navigational elements within Alva's product and website. The iconography is designed to function in parallel with Alva's brand typeface which is based on the simple geometric shapes of the Alva® brand mark. Icons are constructed with an essential approach, keeping the function of the icon at center.

Primary Color Palette. The primary color palette is based on black, white and a spot of yellow. The overall objective is to convey clarity for Alva's audience. To do so we utilise white as the primary color with the use of black for typography and graphic elements. Yellow is used primarily as a spot color to highlight specific details when needed.



Secondary Color Palette. The secondary color palette is developed to support the product and sales team in presenting their data, be it Alva's personality tests displayed in the product or graphs in sales presentations.



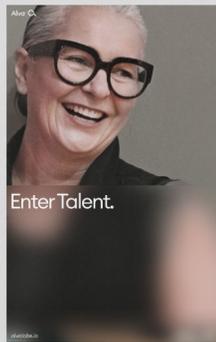
Color Density. The overall approach to color density is reflected in the diagram. As it states: the primary usage will be white and black with a spot of yellow. Yellow should cover around 5% of our color usage while white and black should cover 90%. The remaining 5% is left for usage in data presentations.



Enter Potential.

alvalabs.io

Alva helps employers attract talents others overlook. Our clients are companies with a mindset to what potential is all about and our talent process expands talent pool and changes the way people are hired. Brand, design and technology we use that people find high Alva will believe.



Enter Talent.
Enter Experience.
Enter Diversity.
Enter Inclusion.
Enter Performance.
Enter Potential.
Enter Efficiency.
Enter Progress.
Enter Change.
Enter Improvement.
Enter Resilience.

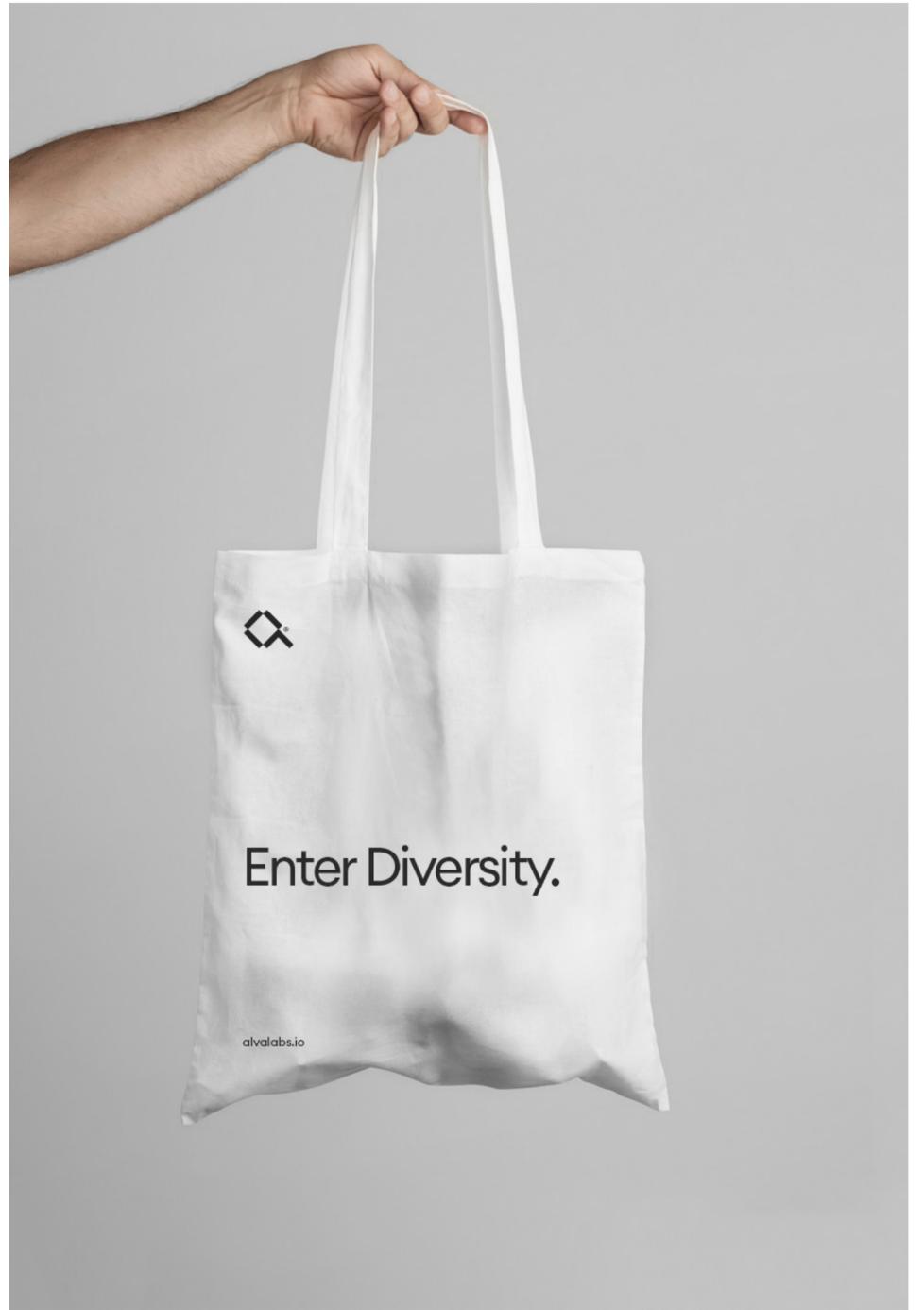
Print Collateral.



Print Collateral.

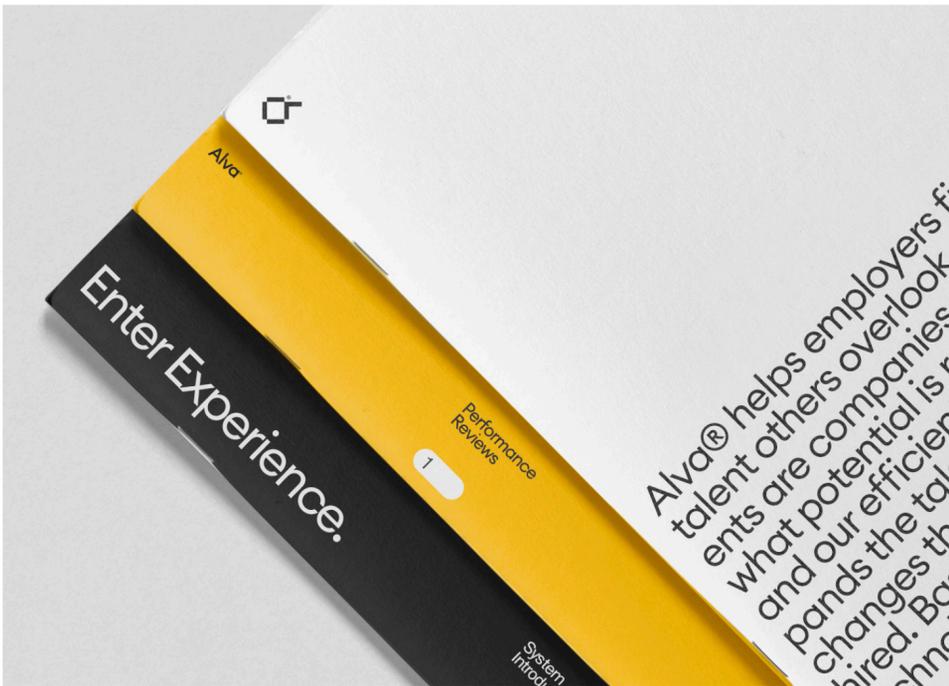


Brand Book.



Tote Bag.

Introduction and Review Booklets.



Identification Badge.



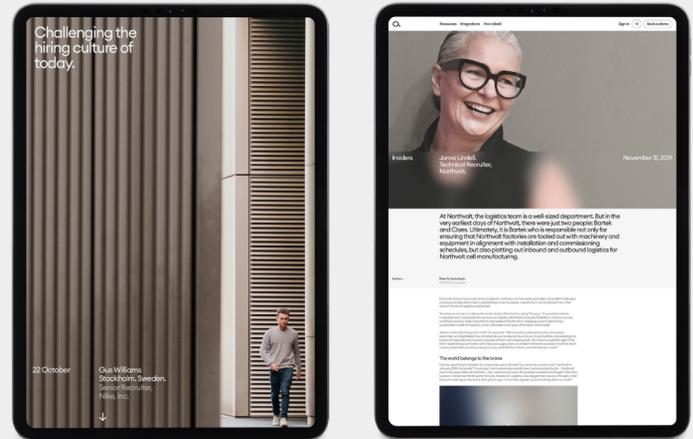
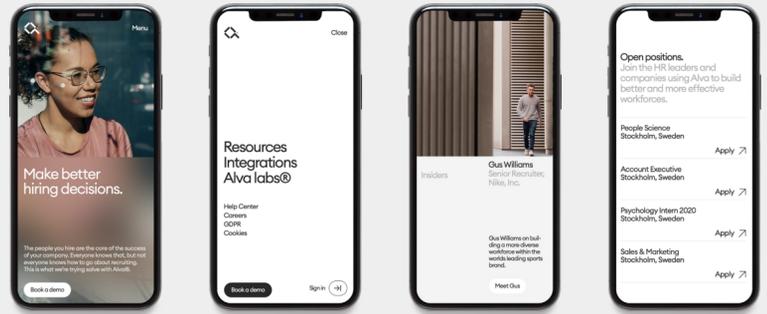
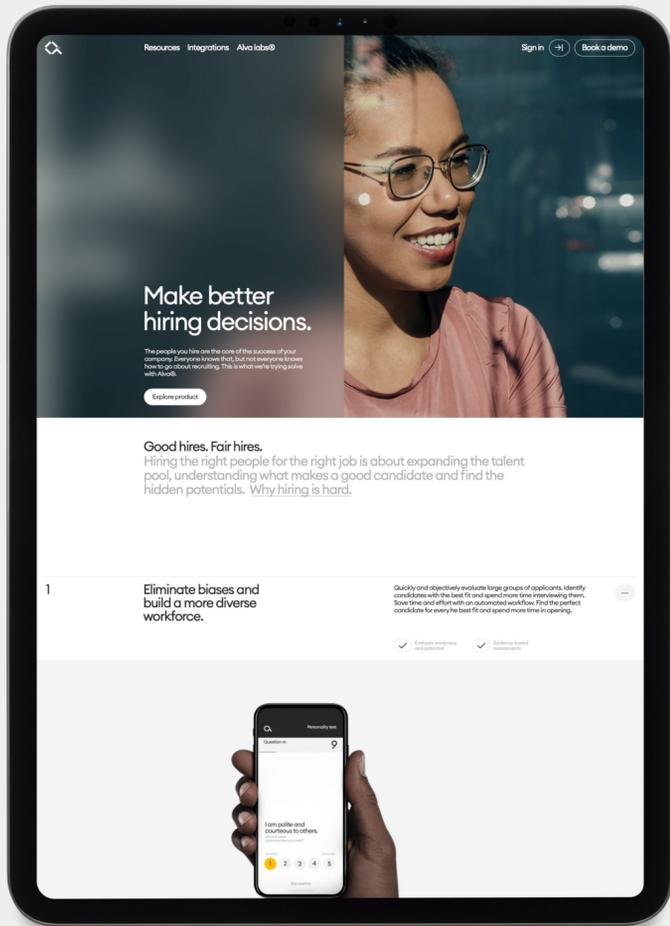
Business Cards.

Enter Talent.
Enter Experience.
Enter Diversity.
Enter Inclusion.
Enter Performance.
Enter Potential.
Enter Efficiency.
Enter Progress.
Enter Change.
Enter Improvement.
Enter Recruiting.



Alva® helps employers find talent others overlook. Our clients are companies with a to what potential is really all about and our efficient process expands the talent pool and changes the way people are hired. Based on science and technology we know that people found through Alva® will deliver.

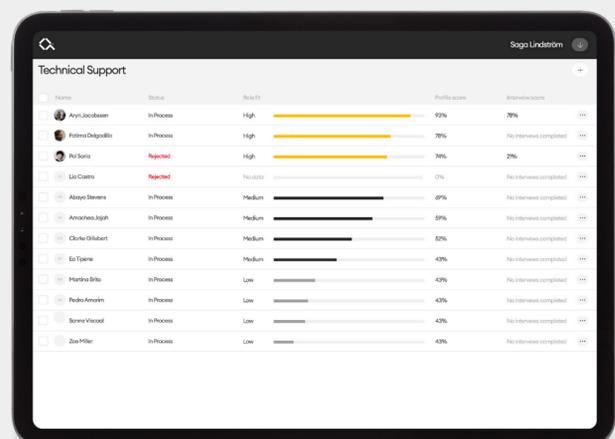
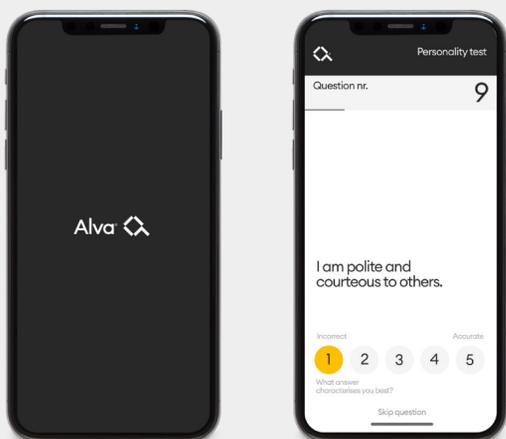




Corp. website



Social icon + Digital Products.



ALVA.

Intro to Alva

May 2019

ALVA.

A.

Our team

| Sales & Customer Success | | Product, Engineering & People Science | |
|---|---|---|--|
|  Malcolm Burenstam Linder Founder & CEO EQT Ventures, Furniturebox, Stockholm School of Economics |  Linn Hadenius Lead Customer Success Global Talent Mgmt at PepsiCo NYC, M.S. in Psychology |  Björn Ström Founder & CTO EQT Ventures, Allakando Linköping University |  Rafael Coimbra Head of Product Product Owner at Lifesum, Designit |
|  Peter Schierenbeck Founder & COO EQT Ventures, Lendify, Stockholm School of Economics |  Linnea Byvall AE/Sales (future Ppl Ops) Engagement Manager, Navigio Lic. Psychologist |  Andreas Gabrielsson Lead Engineer Klarna, Netlight, MTG The Royal Institute of Technology in Stockholm |  Christina Matievskaya Product Designer |
|  Sofia Palmelius Head of Sales Ex. Assessio Lic. Psychologist |  Johan Ekelund Account Executive Joined May 6th |  Abuzhan Aidaraliyev Software Engineer |  Kajsa Asplund Lead People Science PhD at Stockholm School of Economics, Psychologist |
|  Tove Hernlund Account Executive Joins May 13th |  Johan Buse Sales Development |  Oskar Drugge Software Engineer |  Morgan Ström People & Data Science Data Science at Klarna, Psychologist Pearson, Cubiks Lic. Psychologist |

How we do it

"Become the intelligence for how companies build and run their teams"



Alva's People Science & Customer Success team
Kajsa Asplund, PhD & Psychologist
Morgan Ström, Psychologist & Data Science
Linn Hadenius, Psychologist

- **Candidate Assessments:** standardize and digitize the assessment process with the use of gold standard assessments
- **Team Insights:** understand team composition & dynamics and potential identify team gaps. Understand how a candidates will fit into your current team.
- **Performance Development:** map performance and empower managers to bring teams to their full potential and identify your winning hiring formula
- **Closing the feedback loop and building your model for success**

Evaluate and hire for culture and team fit

Map your candidates against the character style of your current team.

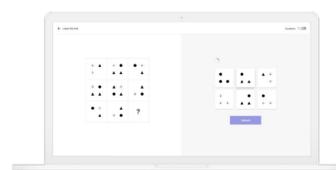
Use scientifically-proven methods to see how your team will interact, how to augment the way your team works together and how candidates will fit into the mix.



Unbiasing your decision making

Evidence based candidate evaluation

Logic ability assessment



- Abstract reasoning test, non-verbal
- 20 min time limit
- Measures general mental ability, decision making quality etc.

Personality assessment



- The Five Factor model of personality
- Approx. 13-15 min to complete assessment