MASTER BRAND BOOK

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MEET THE NEXT GENERATION OF HR ASSESSMENT, ANALYTICS AND ADVISORY

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INTRODUCTION

We have created these visual guidelines in order to maintain coherence within the various platforms, on which our visual identity is applied. The main purpose is to make the visual identity recognizable and to give Master a strong visual expression.

In the visual guidelines you will find instructions on how to apply the various elements, either by themselves or together with other elements. It is of great importance that these guidelines are maintained in order for Master International to preserve a strong visual identity internally as well as externally.

In the event that you cannot find what you are looking for or you have other questions related to the visual guidelines, please contact Master International.

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The most current version of this guide and of all Master International design elements can be found in the Design Line section of the Master International FTP site.

CREATE EQUALITY AND GIVE MORE PEOPLE AND COMPANIES A CHANCE TO GROW AND PERFORM

PURPOSE

WE CREATE EQUALITY AND GIVE MORE PEOPLE AND COMPANIES A CHANCE TO GROW AND PERFORM

Truth be told, not everybody is born with equal opportunities. Some of us are lucky enough that success is "just" a matter of effort. We can choose to have a satisfying career. We can choose to reward our family with nice holidays. And we can choose to provide conveniences of life. But for many, background, race, gender, age and geography still determine whether there is a fair chance when it comes to career – and life.

Right now, we are witnessing a globalization. Of workforces. Of brainpower. Of technology. Digital transformation disrupts old industries one by one. Maybe except for the HR industry, which has yet to seize the power of more data-driven processes. Many employees are still hired or fired based on gut feelings, second-hand information, network intel, personal bias or subjective chemistry. But the time to change the discipline dramatically has come. To democratize success and to begin the process of using not only experience, insight and psychology but data as evidence for rational decision-making. To free up time and use it to nurture talent.

Master International's purpose is to create a base of equality to give people – and the companies they work for – a chance to grow and an opportunity to produce measurable results. By helping individuals, teams and organisations perform better.

We build global HR solutions that will help any organisation utilize data. We deliver smarter tools to easily and effectively analyse and manage talent. And we empower you to hire, develop and retain the best. Now you can reach any desired performance DNA, goal or behaviour – based on evidence, scientifically proven methodology and a new level of transparency and insight across any organisation, even globally.

It's true that everybody can't win. Still, men and women all over the planet deserve a fair chance to prove themselves. That is why we make it possible for all to grow and develop as people – and perform as professionals. And that is why we strive to eliminate bias and empower leaders to base a bigger part of their decision-making on facts. Why do we bother?

WE VALUE PEOPLE™

A COMPLETE SUITE OF SOLUTIONS AND ADD-ON SERVICES THAT COMPLEMENT AND STRENGTHEN YOUR VALUE OFFERING –AND ULTIMATELY YOUR CUSTOMER RELATIONSHIPS

CRAFTING COPY

This is a hands-on tool for Master International employees who work with developing and presenting compelling messaging across target groups and media.

WRITE WELL

At Master International we strive to create equality and give more people and companies a chance to grow and perform. Our complete suite of professional online HR test tools, unique performance analytics and HR advisory/support makes our customers experts in various areas of talent acquisition. But our own potential can only become reality if they truly understand the value we can add to their business.

As part of our communications team, you play a vital role in developing and distributing messages that support our strategic ambitions across media, platforms, markets, target groups and geographical borders. This mini guide is a hands-on tool that will help you create and deliver strong content. Use it to see what tone of voice you should employ to gain the interest of our different strategically important stakeholders.

We appreciate your cooperation, your effort and your feedback.

A COMPLETE SUITE OF PROFESSIONAL ONLINE HR TEST TOOLS, UNIQUE PERFORMANCE ANALYTICS AND HR ADVISORY/SUPPORT THAT MAKE YOU THE EXPERT

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SOCIAL MEDIA (COPY)

LEVEL: EXECUTIVE

Executive leaders decide what HR systems to buy, but don't operate them themselves and know next to nothing about Master International.

THE WHY-SHOULD-THEY-CARE PITCH

"Because we help companies systematise and utilise their vast amounts of existing HR information and turn it into actionable analytics that strengthen talent acquisition processes from A to Z."

HOW TO REACH BUSY-BUSY BUSINESS LEADERS

WHEN WE ADDRESS a leader on the CXO level, e.g. a "CEO", a "CIO" or another member of executive management

WHO IS aware that human talent and brain power are the future's key ingredients but unaware of Master International and of how already existing data can secure a larger total pool of talent

WE SPEAK AS an independent strategic advisor whose goal is not to sell products but share knowledge, analyses, trends and facts about the advantages of data-driven HR practices. We are:

1. unbiased – brief neutral presentation of surveys and cases
2. intelligent – positioning through aha! moments
3. visionary – thought leadership shakes ingrown beliefs and stirs the pot

BECAUSE we want to position Master International as a strategic and digital transformation partner that combine in-depth psychology and analytics to help top management understand the advantages of data-driven HR

MEANING that we offer insights related to data-driven HR, automation and digitisation in the human resource category.

THIS DOESN'T MEAN that we will promote, sell or hype new products or services nor run cliché-driven PowerPoint buzzwords that won't be noticed by anyone anyway.

USE THE TOOLS AND KNOW-HOW OF THE HR PROFESSIONALS TO IMPROVE SPEED, DECISION-QUALITY AND ULTIMATELY SUCCESS RATE WITHIN YOUR PEOPLE MANAGEMENT

LEVEL: LINE MANAGEMENT
Line managers don't know Master International nor how we can help them professionalise the tasks that end up eating their time.

THE WHY-SHOULD-THEY-CARE PITCH
"Because we deliver the HR tools and know-how that empower them to improve speed, decision-quality and ultimately success rate within their people management."

HOW TO REACH PEOPLE WHO ARE RESPONSIBLE FOR OTHER PEOPLE

WHEN WE ADDRESS a decision maker with employee responsibilities but no formal HR background, e.g. a "line manager", a "Head of a section" or a "boss"

WHO IS aware of his/her specific business targets and challenges but unaware of Master International and how our services can contribute to achieving them

WE SPEAK AS an independent strategic advisor, which means that we draw strength from our experience and high-level competence to present our messaging as:

1. objective – low self-interest in recommending specific solutions
2. facts-oriented – long-term perspective and end-result focus
3. new – inspiration that suggests new ways of doing business

BECAUSE we want to position Master International as the home of data-driven HR solutions which quickly, easily and efficiently establish new workflows that free up time and resources and allow managers to do what they do best

MEANING that we aim to bring something new to the agenda and deliver hands on-advice that humanises the move to data-driven HR.

THIS DOESN'T MEAN that our communication will be lengthy, detailed and hard to grasp. We present our points and arguments concisely, openly and with a clear purpose.

REDUCE TIME SPENT WHILE SUBSTANTIALLY IMPROVING QUALITY IN RECRUITMENT AND DEVELOPMENT – EMPOWERING YOU TO RE-INVEST IN MORE STRATEGIC HR AND BUSINESS PARTNERING

SOCIAL MEDIA (COPY)

LEVEL: HR PROFESSIONALS
HR professionals get bogged down in time-consuming routines and don't have enough time for talent nurturing, strategic HR or business partnering.

THE WHY-SHOULD-THEY-CARE PITCH
"Because our tool automise and systematise some of the jobs that eat work hours while still improving quality in recruitment, retention and development of talent."

HOW TO REACH PEOPLE WHO WORK WITH TALENT ACQUISITION

WHEN WE ADDRESS an employee who works with different kinds of HR solutions on a day-to-day basis

WHO IS tasked with the time-consuming routines of attracting, retaining and developing the organisation's workforce

WE SPEAK AS an HR colleague who knows what it's like not to have enough time and understands the frustration of not being able to always do the best you can do. We present our messaging as

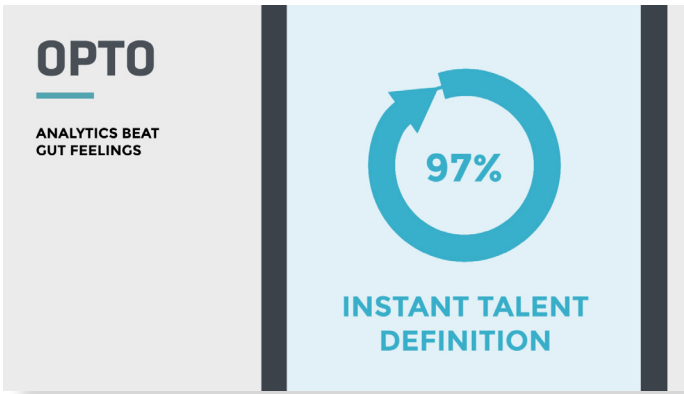
1. to-the-point – no nonsense, no fancy-schmancy wordings
2. informative – professional 'colleague' that willingly shares experiences
3. inventive – proud to be the first to see a need in the market and come up with the smartest solution

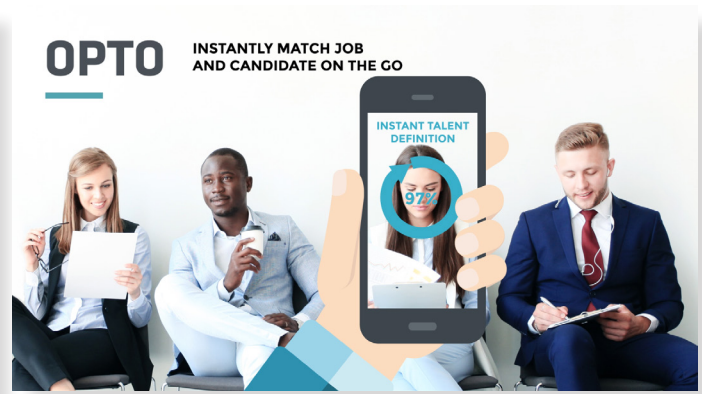
BECAUSE we want to position Master International as the relief button every HR department wish they had installed on every employee's desk and smartphone

MEANING that we concentrate on delivering straight answers to people who have zero patience, but very good memories.

THIS DOESN'T MEAN that we allow ourselves to be negative or use apocalyptic rhetoric. We just acknowledge the facts of real life and present exciting new solutions.

SOCIAL MEDIA (GRAPHICS)





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SOCIAL MEDIA (GRAPHICS)

The look of Master International's digital content is built on the established general guidelines for visual communication. Colour range, typography and image tonality online are a natural continuation of the brand's strong foundations. The objective is always to unfold the power of the brand within the specific rules presented by the individual social media.

01 Profile picture
For use on Facebook, Instagram, LinkedIn and other platforms.

02 Cover image
Can be changed as long as the image complies with the visual guidelines.

03 Clear space - master logo

04 Clear space - solution logo

01 PROFILE PICTURE

02 COVER IMAGE

03 CLEAR SPACE - MASTER LOGO

04 SOLUTION LOGO

EXAMPLE

SOCIAL MEDIA (GRAPHICS)

POST EXAMPLE, BRAND LEVEL

- Logo must always be placed in the top left corner
- Both “Blue” and “Positive” can be used as logo variants
- A post must always conclude with the new animated digital identity

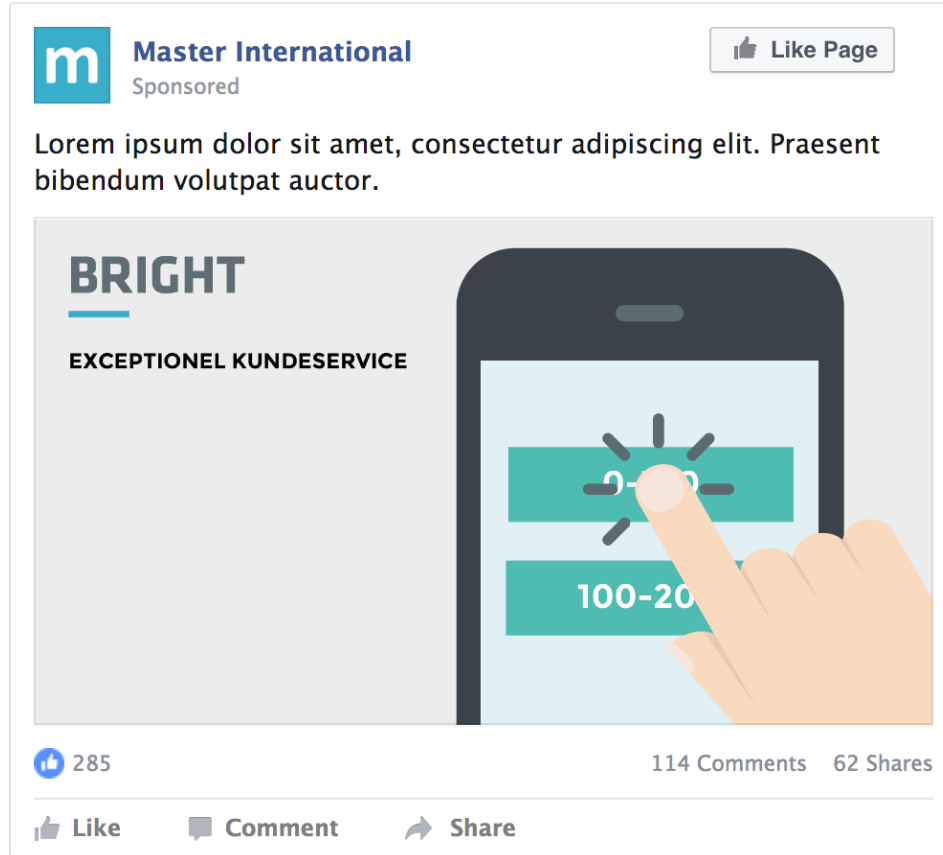
01 IMAGE OR INFOGRAPHIC

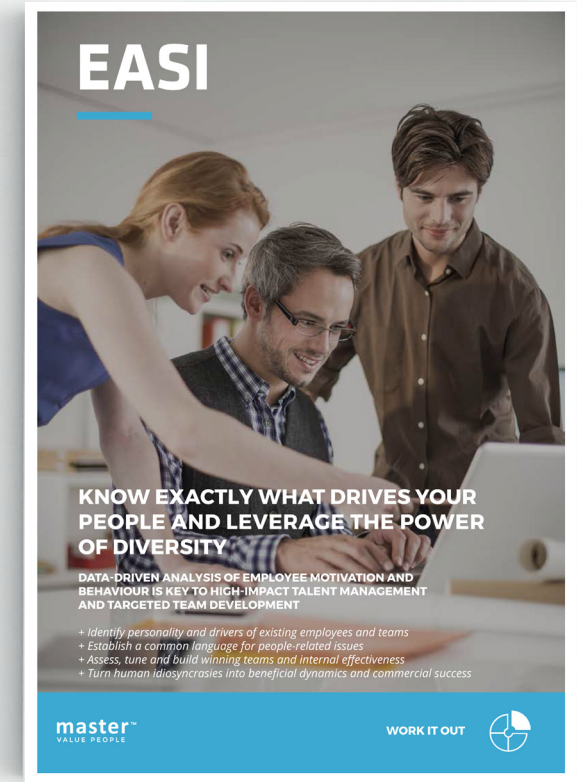
SOCIAL MEDIA (GRAPHICS)

POST EXAMPLE, SOLUTION LEVEL

- Solution logo is placed in the top left corner
- The background is the defining factor for whether the headline is 1) placed under the logo or 2) to the right of it
- Headline is written in black
- Infographic elements must be coloured with the help of Master International's established colour range
- Background colour must always be light gray (#DbDcdD, 55% opacity)

01 IMAGE OR INFOGRAPHIC




EASI
KNOW EXACTLY WHAT DRIVES YOUR PEOPLE AND LEVERAGE THE POWER OF DIVERSITY
DATA-DRIVEN ANALYSIS OF EMPLOYEE MOTIVATION AND BEHAVIOUR IS KEY TO HIGH-IMPACT TALENT MANAGEMENT AND TARGETED TEAM DEVELOPMENT
+ Identify personality and drivers of existing employees and teams
+ Establish a common language for people-related issues
+ Assess, tune and build winning teams and internal effectiveness
+ Turn human idiosyncrasies into beneficial dynamics and commercial success
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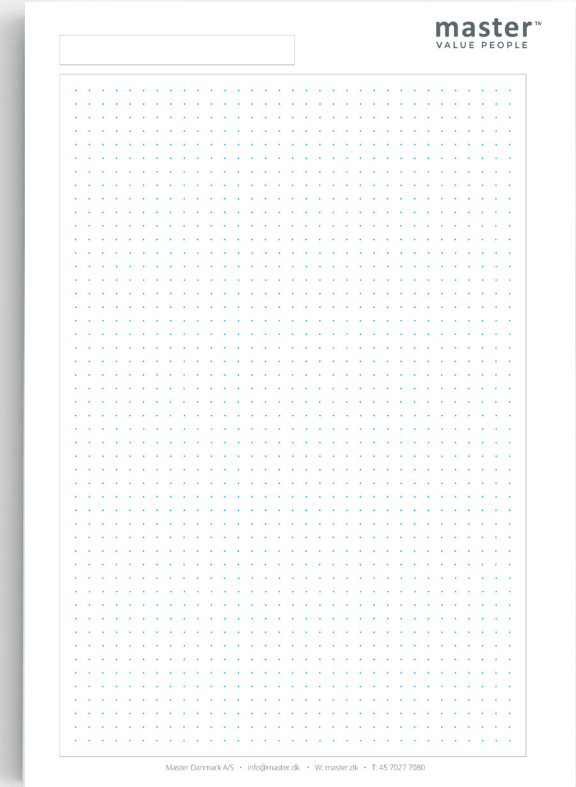
WORK IT OUT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Møster Danmark A/S · info@master.dk · W: master.dk · T: 45 7027 7080

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Jesper Starch
CTO
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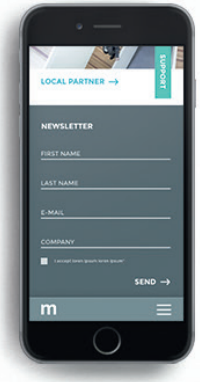
T: +45 7026 0101
M: +45 2990 1001
Master International A/S
Bregnerødvej 144C | 3460 Birkerød | Denmark


LOCAL PARTNER →
SUPPORT
NEWSLETTER
FIRST NAME
LAST NAME
E-MAIL
COMPANY
SEND →

MASTER CORPORATE LOGO

The Master logo consists of a signature and a pay-off. Furthermore, a TM (Trademark) has been included.
To the right the logo is seen in the various positive and negative variations that the logo is allowed to occur in. The logo is only to be used with primary and secondary colours (01-04), never with the complimentary colour (05). (see colours on page 5)

01 Clear space
To be certain the Master logo is always clearly recognizable it must be seen as separate from the other visual material that surrounds it.

Other graphics, text, headlines, etc., as well as the edge of a page or the edge of a photograph or illustration must be kept at least a minimum distance (R) away from the signature. You may always leave more than the minimum required distance, but you may not leave less. This space is equal to the space be-tween the right edge of the last letter in the signature (r) to the right edge of the TM as shown to the right. The clear space requirement applies to all versions of the signature.

02 Minimum usage size
The Master logo including the TM can be no smaller than 4 mm when applied. If it needs to be smaller the Master logo must be used without the TM

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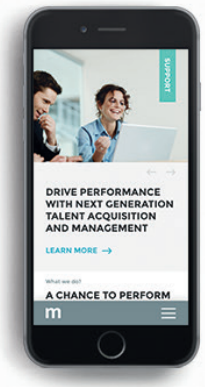
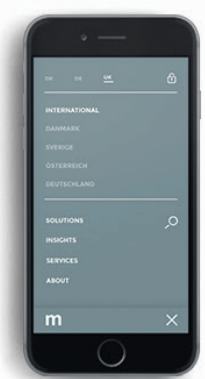
01 CLEAR SPACE

02 MINIMUM USAGE SIZE

4 MM WITH TRADEMARK

SMALLER THAN 4 MM WITHOUT TRADEMARK





HOW DO YOU ELIMINATE BIAS AND IMPROVE QUALITY AND TRANSPARENCY IN RECRUITING?

OPTO enables you to assess and hire based on objective job and performance criteria and use analytical insights to create the right hiring funnel.

TRUST YOUR INSTINCT OR RELY ON FACTS?

Using data to support evidence-based recruiting helps eliminate bias and empowers you to quickly, easily and efficiently match candidate and job.

OPTO combines the latest science in personality profiling and performance with easy-to-use testing that enables any decision maker, whether in line of business, HR or external consulting to take informed hiring decisions while creating a much better candidate experience.

OPTO's self-explanatory and intuitive management and reporting tools will eliminate bias and improve transparency. The combination of unique performance analytics and decision support creates a whole new experience and level of quality in every aspect of attracting, sourcing, acquiring and developing talent.

Digitalisation means more efficient workflows

Actively engaging users like HR directors, consultants, business partners and head hunters from different industries has been vital to build an intuitive interface that delivers vital answers and optimizes analysis for simplicity, flexibility and scalability.

As part of the METIS platform, OPTO is an online personality test that gives you all the advantages of data, analytics and digitalisation of processes including lower cost per hire and total cost-of-ownership.

OPTO is open for collaboration with almost any end-to-end HR platform and future 3rd party solutions.

THE BEST PEOPLE FOR SUCCESSFUL ORGANISATIONS

Master International creates digital HR solutions that help companies leverage their HR data intelligently and strategically to add value to their business.

WHAT IS OPTO?

- Data-driven candidate assessment that improves quality of decisions in recruiting
- Analytical insight with objective job and business performance criteria
- Digitalisation that creates internal efficiencies and lowers cost
- Graphic, user-friendly, intuitive and scalable output matching different roles and reporting needs

WHY OPTO?

Using data to automate and eliminate bias is the smart way to improve decision-quality in recruiting, strengthen overall business performance and create transparency across geographical, cultural and professional borders.

- Improve overall quality and success rate and support business performance criteria
- Easily adopt evidence-based recruiting across any organisation
- Reduce cost per hire and total cost-of-ownership.

"Behavioural insights increased the chance of selecting a high performer from 20 % to 57 %"

SOURCE: ANALYSIS SHOWING THE DIFFERENCE BETWEEN CURRENT RECRUITMENT PRACTICES AND OPTO

OPTO is one of many solutions available on the METIS assessment platform. METIS brings all of your assessment tasks together in a unified, efficient workflow.

FIND OUT WHAT OPTO CAN DO FOR YOUR BUSINESS. CONTACT US FOR A PERSONALISED DEMONSTRATION.
EMAIL INFO@MASTER-HR.COM TELEPHONE +45 70 26 01 01 WWW.MASTER-HR.COM

COLOURS

Master's colour palette consists of 5 colours shown to the right.

The blue colour (01) is Master's primary colour and can be used on all platforms to a small or large degree, including all solutions.

Furthermore, there are 3 grey seconday colours (02-04) that can be used in collaboration with the primary colour and/or the complementary colour (05) (see paragraph below).

The green complementary colour (05) is meant as a supplement to the other colours and can be used for emphasizing or as a secondary "Call to action" colour.

Colour Matching:
Different media, such as offset printing inks, textile colours etc. have no real common denominator and can be difficult to handle, when it comes to specifying exact colours.

The Master colours must be matched as closely as possible no matter which medium you are working in. Colour swatches for visual matching are supplied here.

Keep in mind however, that the specific materials and methods may affect the way that the colour applied to them may finally appear. For instance, different grades of paper and plastic, different printing and manufacturing processes and different lighting conditions will always affect the end result quite noticeably.

For specific details about colour matching for different types of materials, please contact Master International.

01

CMYK 70 15 10 0
RGB 57 174 202
WEB 39AECA
2995 PANTONE C

02

CMYK 0 0 0 15
RGB 219 220 221
WEB DBDCDD
COOL GREY 2 PANTONE C

03

CMYK 55 35 35 0
RGB 126 145 151
WEB 7E9197
5425 PANTONE C

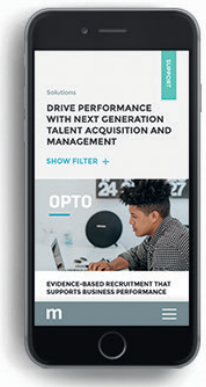
04

CMYK 67 49 45 16
RGB 91 107 114
WEB 5B6B72
431 PANTONE C

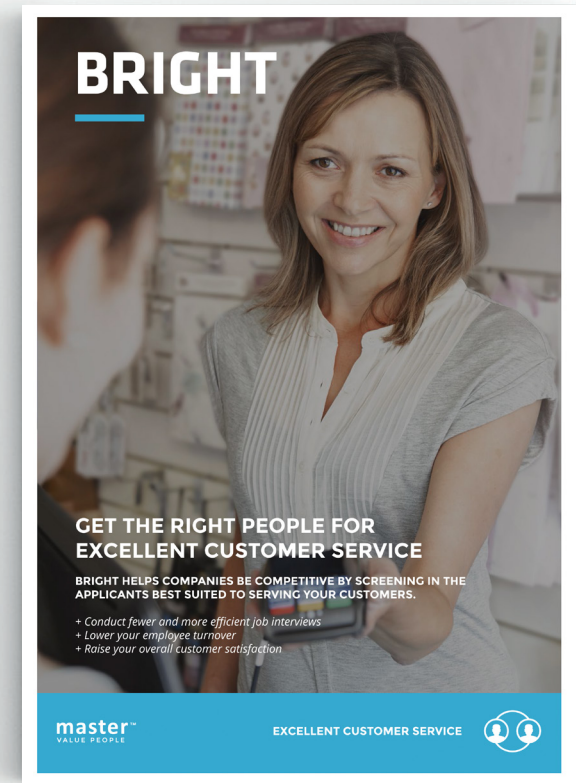
05

CMYK 64 1 34 0
RGB 79 190 181
WEB 4FBEB5
7472 PANTONE C

ACE
CERTIFICATE
We hereby certify that
[Name]
Has completed the training and passed the final test for professional use of
[Solution]
The holder of this certificate has achieved competences in administration and use of the above Master solution.
Date: [Date]
Certified by:
[Instructor Name]
[Name of master company]
master
CERTIFIED


Solutions
DRIVE PERFORMANCE WITH NEXT GENERATION TALENT ACQUISITION AND MANAGEMENT
SHOW FILTER +
OPTO
EVIDENCE-BASED RECRUITMENT THAT SUPPORTS BUSINESS PERFORMANCE

OPTO
EVIDENCE-BASED RECRUITMENT THAT SUPPORTS BUSINESS PERFORMANCE
DOWNLOAD THE BROCHURE FOR MORE INFORMATION
DOWNLOAD


BRIGHT
GET THE RIGHT PEOPLE FOR EXCELLENT CUSTOMER SERVICE
BRIGHT HELPS COMPANIES BE COMPETITIVE BY SCREENING IN THE APPLICANTS BEST SUITED TO SERVING YOUR CUSTOMERS.
+ Conduct fewer and more efficient job interviews
+ Lower your employee turnover
+ Raise your overall customer satisfaction
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EXCELLENT CUSTOMER SERVICE

SOLUTION LOGOS

Masters solution logos must only be used in two different variations as shown to the right.

01 Positive logo variations should be used on light backgrounds.

02 Negative logo variations should be used on dark backgrounds.

03 Negative logo variations can also be used on photographs. *(For instructions see the section about image archive on page 9)*

04 Clear space
To be certain the solution logo is always clearly recognizable it must be seen as separate from the other visual material that surrounds it.

Other graphics, text, headlines, etc., as well as the edge of a page or the edge of a photograph or illustration must be kept at least a minimum distance (R) away from the signature. You may always leave more than the minimum required distance, but you may not leave less. This space is equal to the space between lower edge of the last letter in the signature and to the lower edge of the blue line as shown to the right. The clear space requirement applies to all versions of the signature.

01

ACE MPA EASI METIS BRIGHT OPTO

02

ACE MPA EASI METIS BRIGHT OPTO

03

ACE MPA EASI METIS BRIGHT OPTO

04 RESPECTFUL DISTANCE

ADJUSTABLE COMPETENCE EVALUATION

Today most jobs are dynamic, and instead of expecting candidates to be fully proficient companies seek people with potential - people who will continue to develop their qualifications through continual learning and thus add business value and take their position to new levels.

HE KEY TO

continuous organizational growth and success is to appoint the right person to the right job.

To ensure a good match between employee potential and job complexity you need to:

- Screen in the right candidates
- Evaluate potential
- Select employees who can reason and learn in novel situations
- Select employees who can acquire required skills with training

In order to:

- Predict performance and future success
- Understand the potential for continuous learning and reasoning
- Plan adequate training
- Optimize talent management
- Focus career advice

BASE DEVELOPMENT ON KNOWLEDGE

ACE is a quick and flexible tool that evaluates an employee's potential within areas such as:

- Making viable and effective decisions
- Acquiring new knowledge
- Perceiving relationships and understand correlations between information and situations
- Preparing and elaborate action plans
- Level of task complexity which the test taker is able to solve
- The speed with which the tasks can be expected to be solved

Screen for dishonesty

- Detect inflated results
- Effectively screen out cheating candidates.

ACE adapts to:

- Job relevance
- Assessment time
- Precision level

APPLICATION

- Screening
- Selection
- Individual development
- Teaching/training
- Career advice/placement

"Lorem ipsum dolor sit amet, consectetur adipiscing. Fusce quis lectus quis sem lacinia nonummy."

LOREM IPSUM - DOLOR AMET

"Lorem ipsum dolor sit amet, consectetur adipiscing. Fusce quis lectus quis sem lacinia nonummy."

LOREM IPSUM - DOLOR AMET

LEARN MORE ABOUT OUR SOLUTIONS AT MASTER-HR.COM

MPA CERTIFICATE

We hereby certify that

[Name]

Has completed the training and passed the final test for professional use of

[Solution]

The holder of this certificate has achieved competences in administration and use of the above Master solution.

Date: [Date]
Certified by:

[Instructor Name]
[Name of master company]

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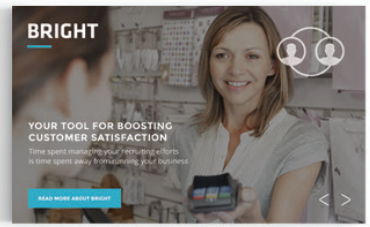

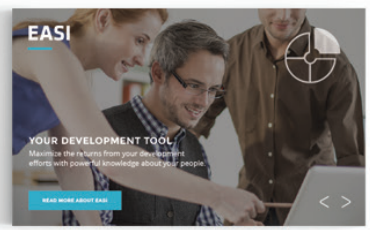

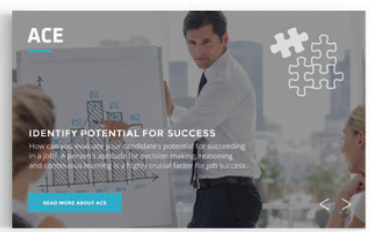

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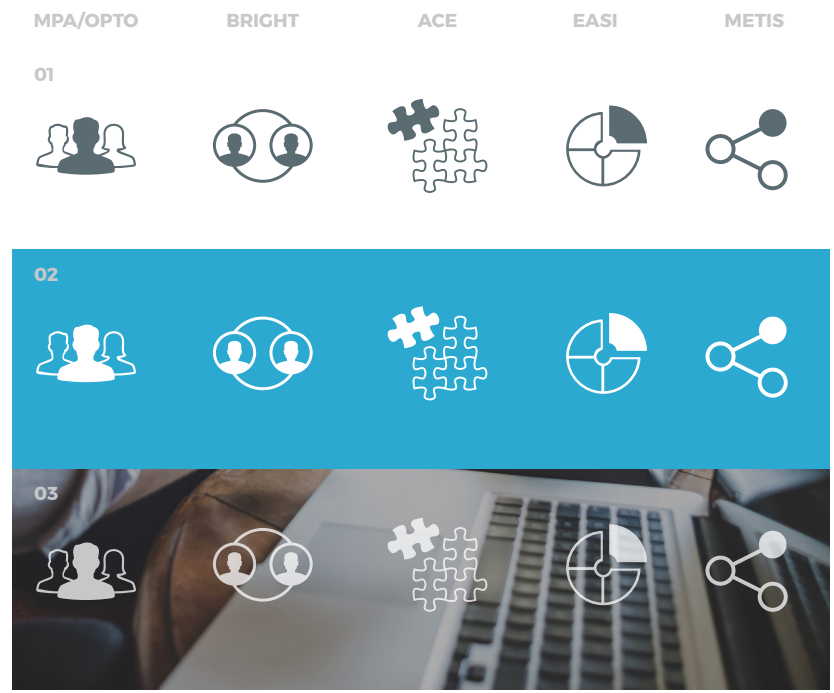
SOLUTION ICONS

Masters solution icons must only be used in 3 different variations as shown to the right.

01 Positive icon variationsshould be used on light backgrounds.

02 Negative icon variations should be used on blue backgrounds.

03 Negative icon variations can also be used on photographs. *(For instructions see the section about image archive on page 9)* An optional use of 75% opacity in case of overlay on e.g. web or certificates is also allowed.



GRAPHIC ELEMENT (BLUE LINE)

The Master visual identity contains one graphic element, a blue line, originally created for the solution icons. The blue line can be applied as a graphic element to both headings and other types of copy. However, never in connection with the solution icons.

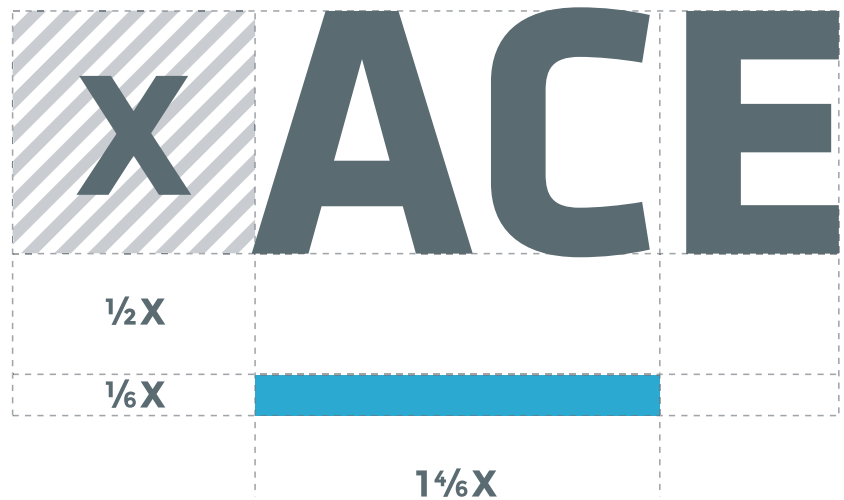
The size of the blue line and the clear space have been determined by the height of the text (X) as shown to the right. That is why the distance from the text and downwards (to the blue line) is half of the height of the text ($^1/_2$ X), and the height of the blue line is $^1/_6$ of the height of the text ($^1/_6$ X). The length of the blue line is $1^4/_6$ of the height of the text ($1^4/_6$ X). The line must only be used in Master's blue colour 01 (see p. 5).

In the download link below you will find the blue line graphic and a template that determines the blue lines dimensions from the height of the text.

01 Example with text in single line

02 Example with text in two lines

03 Example with centered text



01 **LOREM IPSUM DOLOR AMET**

02 **LOREM IPSUM DOLOR AMET**

03 **LOREM IPSUM DOLOR AMET**

TYPOGRAPHY

Master's corporate typography consists of a range of fonts - 2 primary fonts and 2 secondary fonts.

Primary fonts:
Montserrat (01) should be used for headlines, emphazising and "call to actions".

Open Sans (02) should be used for running copy and quotations.

The primary fonts should be used on all platforms, both online and offline.

Secondary fonts:
Tw Cen MT (03) should be used for headlines, emphazising and "call to actions".

Franklin Gothic Book (04) should be used for running copy and quotations.

The secondary fonts must only be used in instances where editing is necessary, e.g. in MS Word documents and Power Points where it cannot be expected that all users have access to the primary fonts. That is why the secondary fonts are standard typephases available on all platforms on both PC and Mac.

01 **MONTSERRAT**

ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxyzæøå
1234567890

02 **OPEN SANS**

ABCDEFGHIJKLMwNOPQRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxyzæøå
1234567890

03 **TW CEN MT**

ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxyzæøå
1234567890

04 **FRANKLIN GOTHIC BOOK**

ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxyzæøå
1234567890

IMAGES

Master's image archive contains a large number of carefully selected images which can be used on all platforms. All images can be found in two versions - with and without dark overlay.

Images without overlay can be used everywhere and may be cropped if necessary.

01

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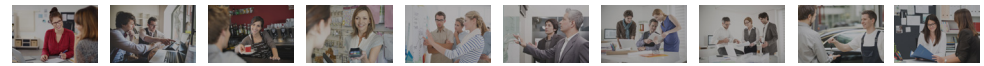
IMAGES WITH OVERLAY

Images with overlay should only be used in cases where text or other graphic elements must be applied. Text and graphic elements should always be white. The images may be cropped if necessary.

Overlay:
The overlay is consisting of black colour (# 231f20) in opacity 35% and using blend mode: Multiply.

02

Overlay_669854210 Overlay_273382 Overlay_62785751 Overlay_67208442 Overlay_34972518 Overlay_44138160 Overlay_59619072 Overlay_71579631 Overlay_72321605 Overlay_86270623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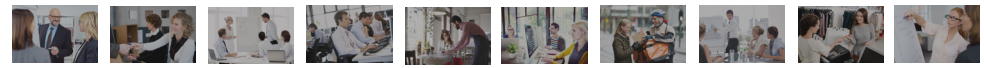
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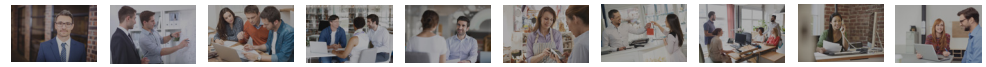
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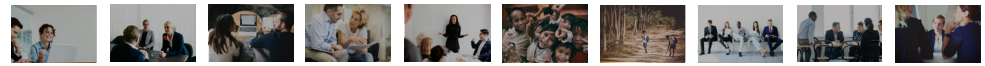
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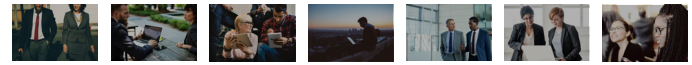
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IMAGES FOR SUBPAGES (WEB)

A set of extra images is available for subpages on web only.

03

PR -149

PR -5

PR -16

PR -24

PR -27

PR -28

PR -37

PR -38

PR -45

PR -50

PR -55

PR -61

PR -75

PR -77

PR -82

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PR -100

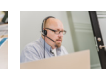
PR -106

PR -107

PR -110

PR -112

PR -1136


PR -116

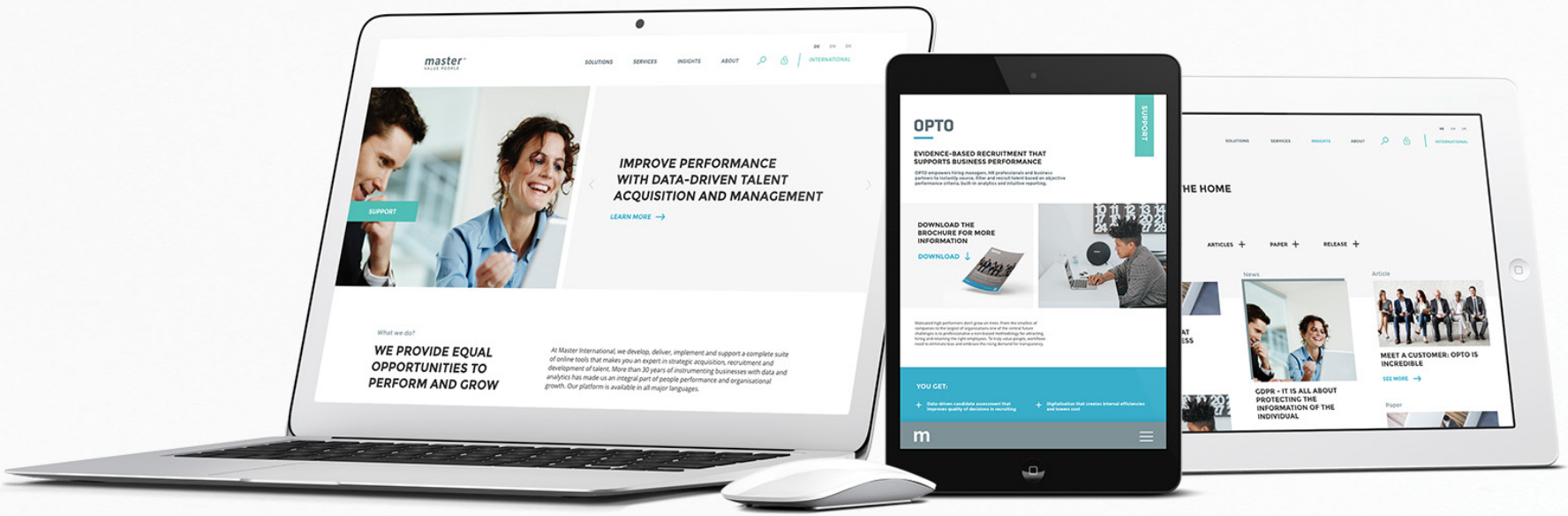
PR -135

PR -146

PR -153

PR -160

WEBSITE


master
SOLUTIONS
SERVICES
INSIGHTS
ABOUT
INTERNATIONAL
SUPPORT
IMPROVE PERFORMANCE WITH DATA-DRIVEN TALENT ACQUISITION AND MANAGEMENT
LEARN MORE
What we do?
WE PROVIDE EQUAL OPPORTUNITIES TO PERFORM AND GROW
At Master International, we develop, deliver, implement and support a complete suite of online tools that makes you an expert in strategic acquisitions, recruitment and development of talent. More than 30 years of instrumenting businesses with data and analytics has made us an integral part of people performance and organisational growth. Our platform is available in all major languages.
OPTO
EVIDENCE-BASED RECRUITMENT THAT SUPPORTS BUSINESS PERFORMANCE
DOWNLOAD THE BROCHURE FOR MORE INFORMATION
DOWNLOAD
YOU GET:
HE HOME
ARTICLES
PAPER
RELEASE
News
Article
MEET A CUSTOMER: OPTO IS INCREDIBLE
SEE MORE
GDPR - IT IS ALL ABOUT PROTECTING THE INFORMATION OF THE INDIVIDUAL
Paper

LOCAL WEBSITES

To align user experience and core content, we have created a template for local country pages.

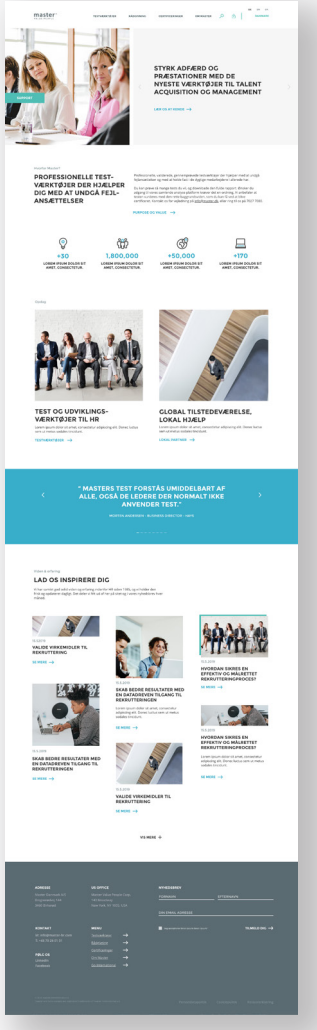
The template will allow you to have your own local Master website including your own 'welcome presentation' and your own marketing assets such as articles, papers etc.

A local website (the 'MVP') is only 3 sections and easily managed:

Landing page / 'home' (03)
About (02)
Solutions (01)

The 'insights' on the Landing page and the Solutions page has an option for your own local marketing assets and services but it's only an option.

As a starting point your local website will be in English. You can choose to keep it in English or decide later, but we would like to encourage you to add your own local language and content to the Landing page and About sections.



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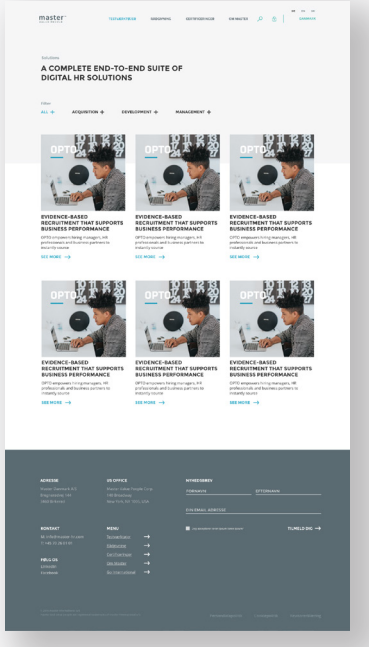
MANDATORY CONTENT

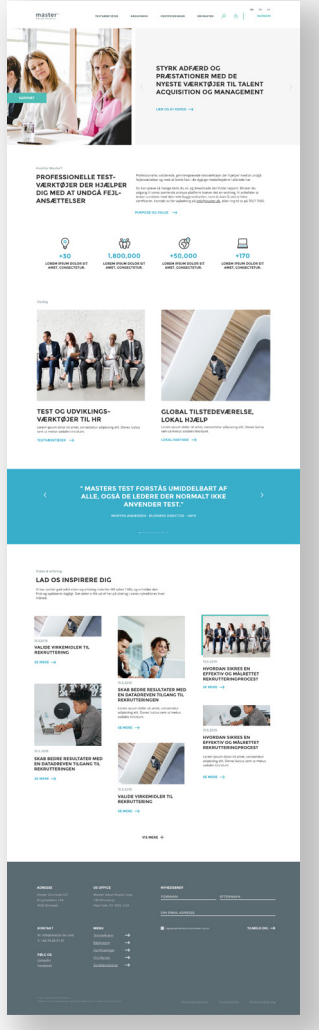
Landing page / 'home' (03)
About (02)
Solutions (01)

01



02

03



Hero section.
C2A - "Get to know us"

Why section.
C2A - "Our purpose and value"

Facts section.

Building best practices section.
C2A - "Solutions"
C2A - "Local partner"

Quote section.

Let's inspire you section.

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SOFTWARE

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SOLUTION BROCHURE (ALL)

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SOLUTION BROCHURE (EXAMPLE)

OPTO

EVIDENCE-BASED RECRUITMENT THAT SUPPORTS BUSINESS PERFORMANCE

INSTANTLY SOURCE, FILTER AND RECRUIT TALENT BASED ON OBJECTIVE PERFORMANCE CRITERIA, BUILT-IN ANALYTICS AND INTUITIVE REPORTING

+ Instantly filter and match candidates based on objective criteria
+ Eliminate bias and improve quality in talent acquisition
+ Create a professional candidate experience and support your employer brand
+ Improve processes and reduce complexity, time spend-per-hire and total cost

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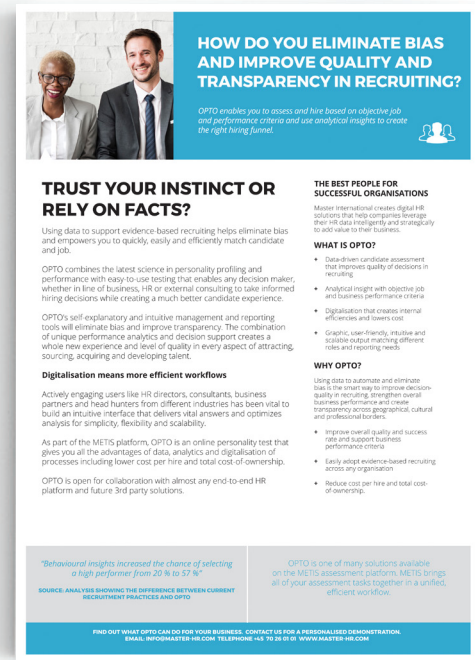
SEEK AND EMPLOY

FRONT



HOW DO YOU ELIMINATE BIAS AND IMPROVE QUALITY AND TRANSPARENCY IN RECRUITING?

OPTO enables you to assess and hire based on objective job and performance criteria and use analytical insights to create the right hiring funnel.

TRUST YOUR INSTINCT OR RELY ON FACTS?

Using data to support evidence-based recruiting helps eliminate bias and empowers you to quickly, easily and efficiently match candidate and job.

OPTO combines the latest science in personality profiling and performance with easy-to-use testing that enables any decision maker, whether in line of business, HR or external consulting to take informed hiring decisions while creating a much better candidate experience.

OPTO's self-explanatory and intuitive management and reporting tools will eliminate bias and improve transparency. The combination of unique performance analytics and decision support creates a whole new experience and level of quality in every aspect of attracting, sourcing, acquiring and developing talent.

Digitalisation means more efficient workflows

Actively engaging users like HR directors, consultants, business partners and head hunters from different industries has been vital to build an intuitive interface that delivers vital answers and optimizes analysis for simplicity, flexibility and scalability.

As part of the METIS platform, OPTO is an online personality test that gives you all the advantages of data, analytics and digitalisation of processes including lower cost per hire and total cost-of-ownership.

OPTO is open for collaboration with almost any end-to-end HR platform and future 3rd party solutions.

THE BEST PEOPLE FOR SUCCESSFUL ORGANISATIONS

Master International creates digital HR solutions that help companies leverage their HR data intelligently and strategically to add value to their business.

WHAT IS OPTO?

- Data-driven candidate assessment that improves quality of decisions in recruiting
- Analytical insight with objective job and business performance criteria
- Digitalisation that creates internal efficiencies and lowers cost
- Graphic, user-friendly, intuitive and scalable output matching different roles and reporting needs

WHY OPTO?

Using data to automate and eliminate bias is the smart way to improve decision-quality in recruiting, strengthen overall business performance and create transparency across geographical, cultural and professional borders.

- Improve overall quality and success rate and support business performance criteria
- Easily adopt evidence-based recruiting across any organisation
- Reduce cost per hire and total cost-of-ownership.

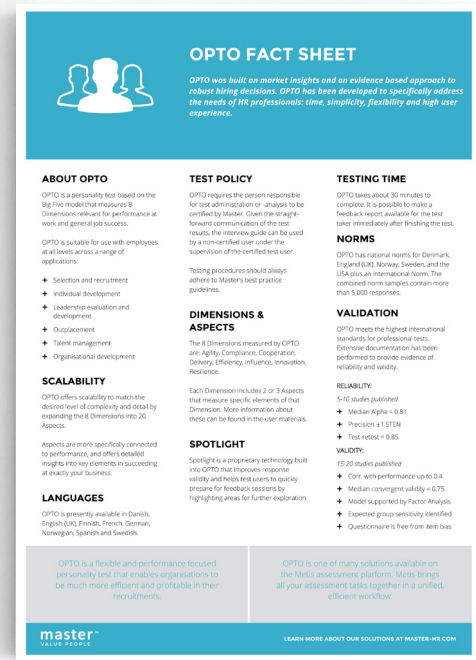
"Behavioural insights increased the chance of selecting a high performer from 20 % to 57 %"

SOURCE: ANALYSIS SHOWING THE DIFFERENCE BETWEEN CURRENT RECRUITMENT PRACTICES AND OPTO

OPTO is one of many solutions available on the METIS assessment platform. METIS brings all of your assessment tasks together in a unified, efficient workflow.

FIND OUT WHAT OPTO CAN DO FOR YOUR BUSINESS. CONTACT US FOR A PERSONALISED DEMONSTRATION.
EMAIL: INFO@MASTER-HR.COM TELEPHONE +45 70 26 01 01 WWW.MASTER-HR.COM

BACK



OPTO FACT SHEET

OPTO was built on market insights and an evidence based approach to robust hiring decisions. OPTO has been developed to specifically address the needs of HR professionals: time, simplicity, flexibility and high user experience.

ABOUT OPTO

OPTO is a personality test based on the Big Five model that measures 8 Dimensions relevant for performance at work and general job success.

OPTO is suitable for use with employees at all levels across a range of applications:

+ Selection and recruitment
+ Individual development
+ Leadership evaluation and development
+ Outplacement
+ Talent management
+ Organisational development

SCALABILITY

OPTO offers scalability to match the desired level of complexity and detail by expanding the 8 Dimensions into 20 Aspects.

Aspects are more specifically connected to performance, and offers detailed insights into key elements in succeeding at exactly your business.

LANGUAGES

OPTO is presently available in Danish, English (UK), Finnish, French, German, Norwegian, Spanish and Swedish.

TEST POLICY

OPTO requires the person responsible for test administration or -analysis to be certified by Master. Given the straight-forward communication of the test results, the interview guide can be used by a non-certified user under the supervision of the certified test user.

Testing procedures should always adhere to Master's best practice guidelines.

DIMENSIONS & ASPECTS

The 8 Dimensions measured by OPTO are: Agility, Compliance, Cooperation, Delivery, Efficiency, Influence, Innovation, Resilience.

Each Dimension includes 2 or 3 Aspects that measure specific elements of that Dimension. More information about these can be found in the user materials.

SPOTLIGHT

Spotlight is a proprietary technology built into OPTO that improves response validity and helps test users to quickly prepare for feedback sessions by highlighting areas for further exploration.

TESTING TIME

OPTO takes about 30 minutes to complete. It is possible to make a feedback report available for the test taker immediately after finishing the test.

NORMS

OPTO has national norms for Denmark, England (UK), Norway, Sweden, and the USA plus an International Norm. The combined norm samples contain more than 5,000 responses.

VALIDATION

OPTO meets the highest international standards for professional tests. Extensive documentation has been performed to provide evidence of reliability and validity.

RELIABILITY:

5-10 studies published

+ Median Alpha = 0.81
+ Precision ±1 STEN
+ Test-retest = 0.85

VALIDITY:

15-20 studies published

+ Corr. with performance up to 0.4
+ Median convergent validity = 0.75
+ Model supported by Factor Analysis
+ Expected group sensitivity identified
+ Questionnaire is free from item bias

OPTO is a flexible and performance focused personality test that enables organisations to be much more efficient and profitable in their recruitments.

OPTO is one of many solutions available on the Metis assessment platform. Metis brings all your assessment tasks together in a unified, efficient workflow.

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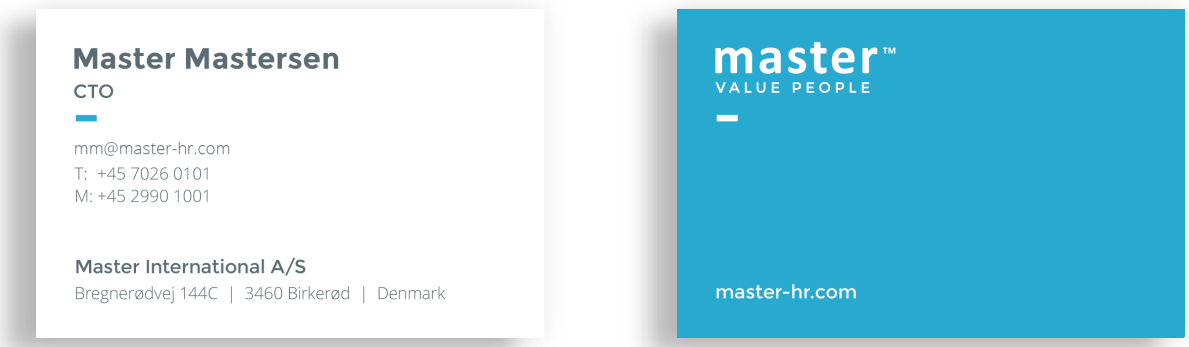
LEARN MORE ABOUT OUR SOLUTIONS AT MASTER-HR.COM

ONE-PAGER

STATIONERY & NOTEPADS

BUSINESS CARDS



USB & PENS

ROLL UPS BANNERS