

Welcome to cord's Brand Book.

A brand is nothing more than people's perceptions. It's what people say about us when we are not in the room. Since cord's existence relies on how people feel about us, and what they say about us, it's important we make the right impression.

This booklet will introduce you to the important who, what, why & hows of cord's brand, so you can keep them in mind whilst you work.

Getting to know cord

1. Why we exist
2. What we are
3. How we talk
4. What we look like

Getting to know cord

Why we exist

Our purpose is simple and can be said in one short sentence

cord exists to increase the number of people doing their best work....

Getting to know cord

What we are

We are the direct messaging tool for finding work

cord enables the most simple transaction on earth - a conversation.

Every decision we make, word we type and feature we design is driven by our core values

Put people first

We build what people want. We put people before revenue

Make it simple

We believe quality is achieved not when there is nothing left to add, but when there is no longer anything to take away.

Be real

We give people open access to all the information we can. We believe that informed people make great decisions.

Create change

We hire inspiring people who take risks and innovate. We believe there is a better way.

Our brand name, logo and mark represent simplicity, honesty, trust and conversations.

Our mark symbolises a unified cord that creates a conversation. The letter "c" and the message bubble at the center of the mark represent conversations. Our brand colours represent honesty, trust and reliability. Our name and logo represent simplicity and conversations. cord is one simple object that enables direct communication between two people. It's the first object that did it.



If cord was a person, their friends would say that they...

**keep things simple and short.
are friendly and helpful.
talk to you like you are human.
don't waffle, don't sell.
illustrate their points with examples and evidence.**

**Our voice must champion our values.
But our voice doesn't exist on an island.
It exists within the context of our competitor landscape and our users.
Our voice must be different to get heard.**

The noisy landscape

cord was born into a noisy world. Sales-driven recruitment agencies shout down every available channel. They believe that the louder they are the more likely they are to get heard.



Common features of this type of noise:

1. Overuse of adjectives like "amazing"
2. Underuse of data and evidence
2. "Client" first language (eg. "candidates")
3. Value is hidden, not shown

The noisy landscape of agencies

For cord to have its voice heard in the noise, cord must be different. The way to do this is not by saying more, but by simply saying less. Being more efficient with words, and using facts to support statements.

Our voice

Our users come to cord to speak directly to someone, without distraction. *They use cord to cut through the noise. We understand the world our customers are living in: one muddled by hyperbolic language, upsells, and over-promises. We strip all that away and put simplicity above all.*

Real

Being real means no waffle. It means using data and evidence to support your statements. It means using numbers rather than words when possible. It means being completely transparent. It means speaking to people, like they are people.

We give people open access to all the information we can. We believe that informed people make great decisions.

Simple

Being simple means saying fewer words. It means writing short, purposeful sentences. It means providing relevant information quickly, without distraction. And it means editing ruthlessly to give your message more meaning, in less time.

We believe quality is achieved not when there is nothing left to add, but when there is no longer anything to take away.

Our voice in practice



Do

Use short sentences. Strip back words. Follow statements with facts or examples. Be friendly and helpful. Provide the reason why you are suggesting something. Be conversational, not corporate.



Don't

Use superlatives. Avoid words like amazing, awesome, incredible. Sell overtly, cord works, show people how and why. Be patronising. Trust our users are intelligent. Ask rhetorical questions. Use business jargon. Please.

Engineers not candidates

Using the word candidates puts our messages into the noise. Wherever possible use the word Engineer rather than candidate, if applicable feel free to use Software Engineer.

Niche is good

Our market is saturated with meaningless claims about capabilities and size. "Leading recruitment specialists" cover "multiple international markets" and "place talent globally across sectors". The more they say, the less it means. Our strength is in our specificity, cord is built for Engineers in London. That means something.

It's about them, not us

When talking about the company or people users of cord, get out of the way. Describe the facts and don't attach your opinion. Check yourself if you're starting a sentence with "We" or "I" when describing our users.

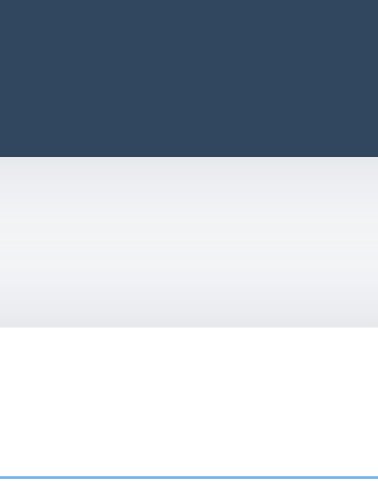
Getting to know cord

What we look like

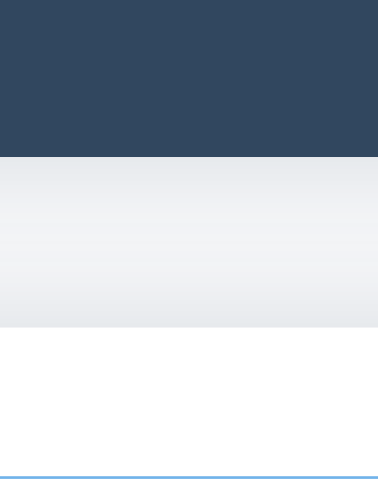
cord brand book

what we look like

The mark



Basic variant



Dark background variant

what we look like

Mark origins



cord shape

message bubble

letter c

mark

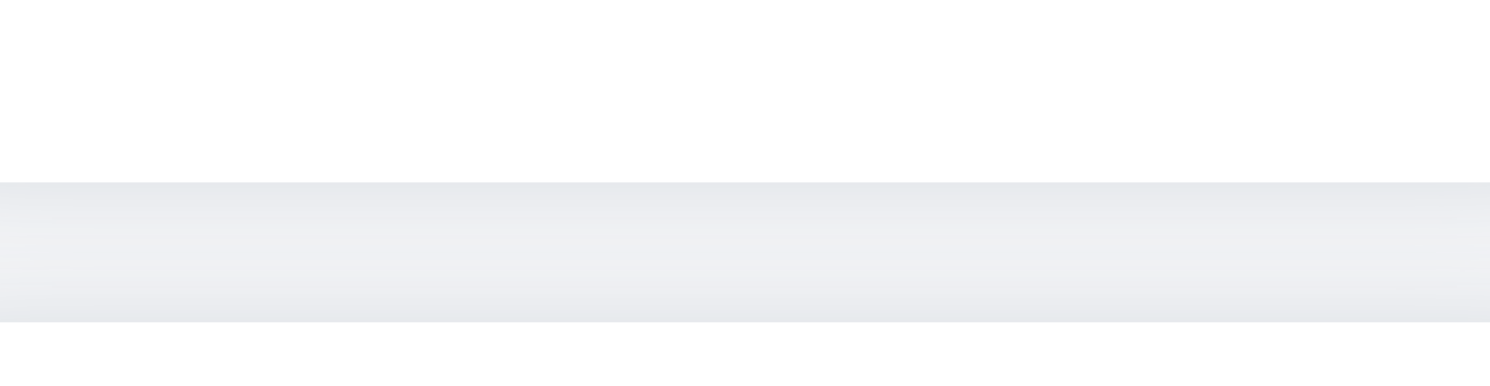
what we look like

The logo

cord

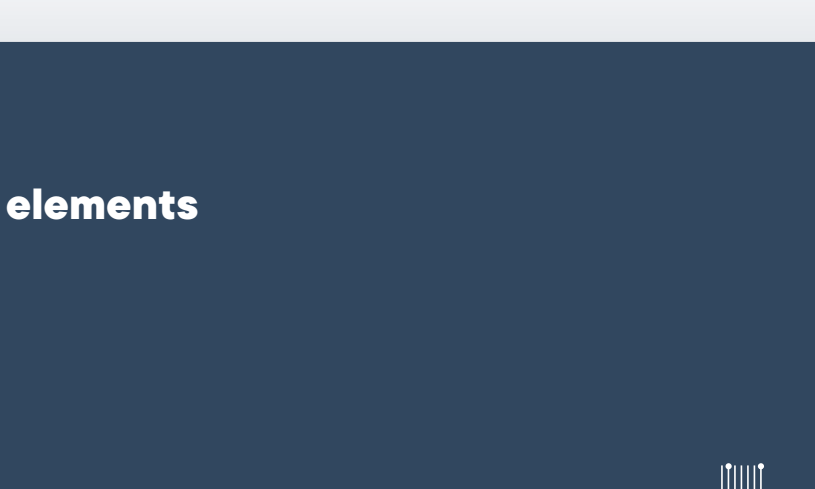
what we look like

Logo construction



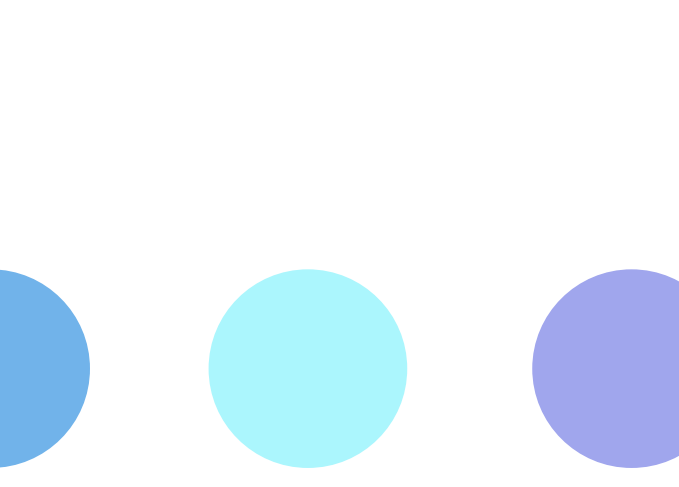
what we look like

Logo construction



what we look like

Logo underlying elements



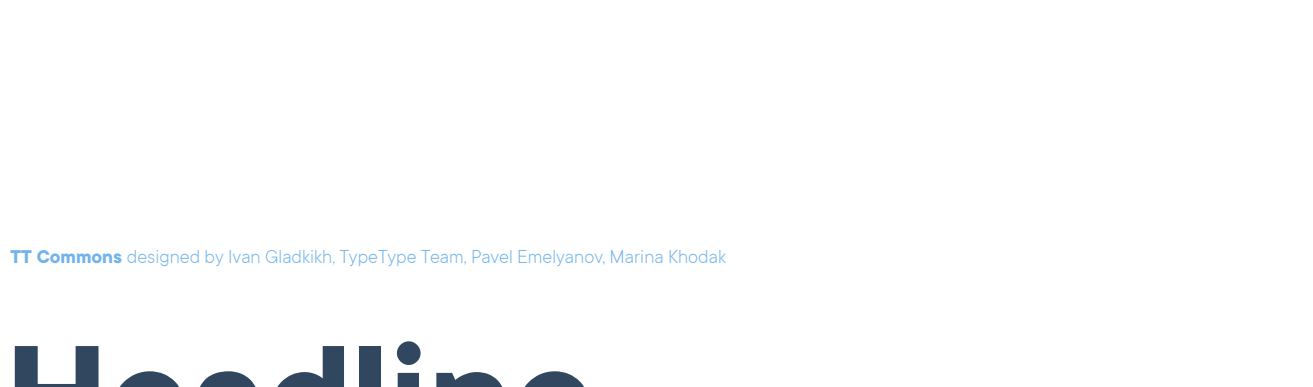
what we look like

Color Scheme



what we look like

Background colors



what we look like

Brand Typography

TT Commons designed by Ivan Gadeksh, TypeType Team, Pavel Emelyanov, Marina Khodak

Headline

Apdeot me goupso
forto di mostrati

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#%&*()_+.

what we look like

Product Typography

Red Hat Text designed by Jeremy Mickel, MDCL

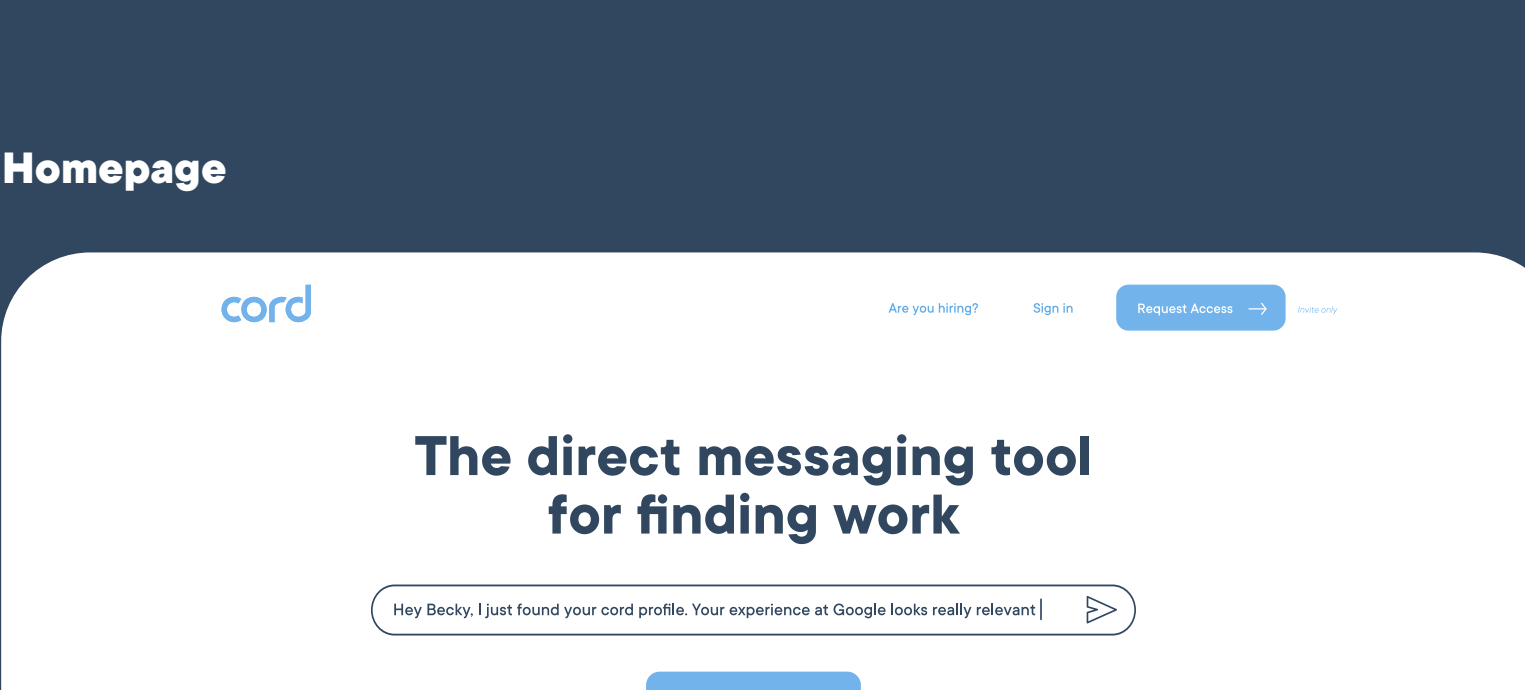
Headline

Apdeot me goupso
forto di mostrati

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#%&*()_+.

what we look like

LinkedIn Banner



what we look like

The design principles and experience values we follow on cord

Keep it simple

Put people first

Be real

Create a change

Simple, clear and straightforward

Always design for clarity and focus. Simplicity is the key to everything we do and design on cord.

Empowering

Design for people. Design experiences that give people the power to accomplish whatever they're trying to do.

Honest and trustworthy

Always present the facts and showcase the brand and the product exactly as they are. Never exaggerate.

Unique but familiar

Think differently and design for better. Have the courage to spark change and make our product better, but always stay consistent and familiar.