

Coqual
Verbal Identity
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Introduction

Our verbal identity is how we speak and write about ourselves. These guidelines help us articulate who we are, and why we matter in the world.

Our Name

Our name has originality and meaning.

Name Inspiration

Coqual is a rare word, an archaic form of co + equal. It refers to people that are equal in rank and ability. We like **Coqual** because it references many aspects of what we do. “Co” is for collaboration, community, and company. “Qual” is for qualitative (research) and equality.

Writing Our Name

How we write our name is branding, too. Verbal styling must be applied consistently by everyone. In casual correspondence, emails, marketing copy, and everywhere it is (ever) typed-out.

We are: Coqual

Don't ever write:

coqual (lowercase)	COQUAL (caps)
Co-Qual (hyphen)	COqual (inequality)

Our Platform

A foundational concept from which we build.

A brand platform is the overarching idea that forms both visual and verbal associations of the brand. We build our brand around its framework, the foundation for our internal communications.

Our brand platform is

Equity

Why we like it

- Equity implies fairness, justice, and opportunity
- Equity complements equality, which comes from our name
- Equity can mean many things to many people
- Equity is an idea we've all rallied around

How to apply

Brand platforms are internal, not external.

Do	Don't
Do know this is an <i>internal idea</i> Do find ways to be creative Do ask, "is this equitable?"	Don't force "equity" into copy Don't be limited by strict boundaries Don't change the platform

Our Vision

Equality is what we're working towards.

Equality is our vision. However, equity is how we get there. We recognize that equality and equity are not the same, yet both have a place in our brand. Its important to understand the difference and how we use them.

Our vision is

Equality is the world we are working towards, where everyone belongs.

The place for equality in our brand

- Equal is in our name
- Equal sign is in our logo
- Equal is our vision

How to apply

The word equality is used with care. It is not as easy to achieve.

Equity	Equality
Our now Fair treatment and justice Current conversations	Our future Equal in rights and status Someday will achieve

Our Brand Line

Our rallying cry. Reminding us what we stand for.

Our brand line is a sticky slogan that reminds us of our purpose. Reiterated throughout the brand, it may be used graphically, in headlines, copy, campaigns, and beyond.

What makes a good brand line?

- Short and catchy (we can remember it)
- Internal and external (applies to anyone)
- Feels inspiring (motivating, feel-good)
- Connects to who we are (beliefs, vision)

The Power of Equity at Work

Why we like it

- Uses the platform
- References work/workplace
- Double meaning of “at work”
- Sets the stage as a framing device

Our Pillars

Core principles that guide our brand.

Our pillars are agreed-upon foundational concepts. We use these to speak with one voice, to guide how we position ourselves, and to calibrate our tone. Every thing we say should follow these ideals.

They are:

1. Academic Humanity

Research with rigor, then be the bridge. While our work is academic, our visual/verbal tone is relatable, human, and empathetic.

2. Luster in Language

From our name to our terminology, there’s something about how it’s said. We look for ways to be unique, and don’t need to be overly formal.

3. Distinctly Non-Corporate

We work with/for global corporations, but we are not of them. Our distinct advantage is our distance and perspectives: we operate from the outside.

4. Creating Star Power

Don’t be shy. Our brand is not afraid to convey our ambitious nature and strength of conviction. We all agree that swagger is a good thing.

Our Voice

Capturing our brand’s personality.

We use pillars to reveal our personality. This is how how we speak. We are smart but with humanity, we look for ways to have luster, by not sounding corporate; to (ultimately) to create star power. Since this is too long, we keep it brief.

Our voice is

Coqual = Human + Luster + Power

We speak with the

- Kindness of academic humanity
- Sparkle of luster in language
- Momentum and energy of power

Our Calibration

[Do's and dont's plus helpful examples.](#)

Now that we have defined a voice, we need to know how to use it. This section goes into more detail so any person can activate our brand. Whenever in doubt, refer to these do's and dont's and compare to examples.

We speak/write with:

1. Academic Humanity

We are the bridge. Our tone is relatable.

Do's and dont's for academic humanity:

Do	Don't
Do use contractions Do be relatable Do be concise	Don't use many multi-syllable words Don't use academic jargon Don't blather on and on

For example:

Do say	Don't say
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Our research reveals how we all play a part.	Through our expansive research and compendious analysis; we explored tangential and interrelated challenges thereby posed by difference in corporate environments; to then map solutions for both individuals and their respective employers.
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2. Luster in Language

What we say sounds special. We like being unique.

Do's and dont's for luster in language:

Do	Don't
Do use active words Do use non-obvious solutions Do create new, original phrases	Don't say what everyone else is saying Don't over-explain, short is compelling Don't be shy about being different

For example:

Do say	Don't say
You can. Act against apathy.	Our business is committed to educating and training business leaders to make actionable decisions against the challenges posed by difference and lack of action in the workplace.

3. Distinctly Non-Corporate

We aren't steeped in jargon. We're real people.

Do's and dont's for distinctly non-corporate:

Do	Don't
Do embrace emotion Do use common-sense Do sound natural	Don't force run-ons (break it up) Don't use business speak Don't be overly formal or rigid

For example:

Do say	Don't say
We bring equity to the heart of business.	Our expansive, inter-company network of corporate leaders working together to actualize methods of empowerment for a global workforce to foster competitive success.

4. Creating Star Power

We're ambitious and want the world to know.

Do's and don't's for creating star power:

Do	Don't
Do use power words Do take a stance Do state facts	Don't our superpowers Don't lose the point, say it clearly Don't use passives (may, could, possibly)

For example:

Do say	Don't say
We know for a fact that our work makes workplaces better.	We create reports that companies may leverage so that they can, in time, begin work towards designing for inclusion.

Our Luster

Language that makes our brand stand out.

Using simple brand formulas, we can write headlines and copy that shines. This system helps us maintain consistency across the brand, while also allowing flexibility. Insert any word. This allows us to change as the world changes.

Type A

Power play.

We build on our brand line to stand in our power.

The power of ____ . What we activate.			
The power of research.	The power of inclusivity.	The power of co-creation.	The power of advocacy.
The power of insights in action.	The power of understanding.	The power of collaboration.	The power of listening.

Type B

Hand on the wheel.

We are drivers of change. Our impact is through action.

____ drives ____. What we direct.			
Coqual drives change.	Insight drives impact.	Leadership drives action.	Education drives empathy.
Understanding drives diversity.	Visibility drives power.	Partnership drives trust.	Knowledge drives inclusion.

Type C

Hardworking at work.

What we stand for in our work, and in workplaces.

____ at work. What we stand for.			
Action at work.	Insight at work.	Inclusion at work.	Advocacy at work.
Power at work.	Collaboration at work.	Evolution at work.	Diversity at work.