

# The CoreConsult Playbook

Updated June 2026

**This isn't a playbook  
made to fit theory.  
It's made to fit us.**

**It's built to inspire,  
and to guide how we bring  
that CoreConsult identity to life  
in everything we do.**

# What's inside?

## **Purpose**

Our WHY. The meaning and direction behind everything we do

## **DNA**

The four principles we live by. They guide, ground, and shape how we unlock potential. Together.

## **Aspiration**

Our future-shaping North Star. The ambition that keeps us moving forward and raising the bar.

## **Our story**

Every brand has a story. And this is ours.

## **Tone of voice principles**

That sound of CoreConsult.

## **Note**

This playbook grows as we do too. As new elements land, they'll be added here.

So don't download a *one-and-done* version. Always return to the latest online edition when you need alignment and guidance

## **Our visual identity**

### **Brand logo**

### **Brand colors**

### **Typography**

# How to play this book

It's here to make our brand more tangible, usable and come to life in everything we do. It blends our foundation with up-for-grabs copy.

## Use it to:

- Understand the CoreConsult brand
- Navigate key brand elements
- Help new colleagues land safely into who we are

## Not meant to:

- Be a rulebook you must memorise
- Limit creativity or growth
- Replace your sound, professional judgement

Think of it as a shared compass that brings strategy and expression together. It's here to align our craft and elevate our voice. So, wherever and whenever CoreConsult meets the world, we do it as one.

**Every strong company runs on more than profit.  
Our purpose is part of our foundation.  
The anchor that grounds us  
and the engine that moves us.**

**It gives meaning to our work  
and accelerates where we're going,  
in a way that truly matters.**

**Our purpose**

**We unlock potential. Together.**

# Our purpose

## We / Unlock / Potential / Together

This is us. Us as individuals, as a team, and together with clients.

We are committed to delivering uncompromising quality in everything we do.

From here, our world expands and potential unfolds.

This is how we work.

We are strategic unlockers - analytical, data-driven thinkers who bring clarity to where there's complexity.

We cut through noise, we test hypotheses, we help organisations move beyond the status quo towards stronger, future-ready positions

It's future value. It fuels us to turn what could be into what is.

As we see it, potential is everywhere and in every one of us.

It lives in organisations as opportunities waiting in data, structures, and the decisions shaping customer journeys, market focus, and sustainable growth.

And it shines brightly in people as talent, ideas, and bold ambition.

It's how we thrive and how we succeed.

We are deeply collaborative in everything we do - partnering closely with clients, challenging each other to grow, and building tailored deliverables side by side.

It's what makes our work meaningful, our impact lasting, and our culture strong.

Simply put, we are in this together.

**Just like people, every organisation has its own DNA.**

**That's what makes us like nobody else.**

**What sets us apart  
in an authentic, impactful way.**

# Our DNA

## WE ARE

### ANALYTICAL

We are structured, data-driven thinkers. We cut the noise and test whatever it takes to bring clarity and a shared overview. We put until-now-hidden opportunities into play. That's how our way of consulting turns potential into real business value.

### Collaborative

Together is how we work. How we thrive. How we win. So, how do we partner? We partner deeply, and we invest in our community - because from here, our world expands. Basically, it's simple; we are in it together.

### COMMITTED

We keep our eyes on what moves businesses. For us, that means curiosity, the courage to speak up, everyday craftsmanship, and uncompromising quality in everything we do.

### Caring

We care about people. Period. Not as an add-on or something *soft* to balance out - but at our core. We act with respect and compassion. We make the everyday effort to understand each other's unique points of view and languages in a world that keeps changing.

**Bold ambitions fuel our drive in everything we do.  
Our North Star keeps us focused. It's our commitment  
to keep raising the bar.  
Together.**

## Our aspiration

**Build the most attractive consulting model  
for clients and consultants and challenge market leaders  
... while always being in control of our own destiny.**

**Every brand has a story.  
This is ours.**

# The story about us (the mother version)

CoreConsult is a management consultancy that helps organisations move beyond status quo toward stronger, future-ready positions in ways that are ambitious, realistic and executable. We craft strategies that work, built on data, deep domain knowledge and industry experience.

We're trusted when it matters most - strategically, commercially and organisationally. We work side by side with clients, stepping into teams to identify the core challenge. Together, we unlock potential and create lasting impact.

To us, that trust is a privilege.  
It commits us to delivering uncompromising quality in everything we do.

And that's what sets us apart.

CoreConsult was founded to build the most attractive consulting model. One that creates lasting impact for clients and sustainable, meaningful careers for consultants. We believe the greatest impact is made when people thrive, grow and succeed. Together.

# The story about us to Leadership-Lars (Persona 1)

CoreConsult is a management consultancy that helps organisations move beyond status quo toward stronger, future-ready positions. We craft strategies that work, built on data, deep domain knowledge and industry experience.

We partner with leading international organisations on what matters most - strategically, commercially and organisationally. Working side by side, we step into client teams to identify the core challenge behind the symptoms. Together, we unlock business potential and create lasting impact.

To us, that trust is a privilege.  
It commits us to uncompromising quality, honest dialogue and accountability in everything we do.

And that's what sets us apart.

CoreConsult was founded to build the most attractive consulting model. One that creates lasting impact for clients and sustainable, meaningful careers for consultants. We believe the greatest impact is achieved when people thrive, grow and succeed. Together.

# The story about us to Student-Signe (Persona 2)

CoreConsult is a management consultancy that helps organisations move beyond status quo toward stronger, future-ready positions in ways that are ambitious, realistic and executable. We craft strategies that work, built on data, deep domain knowledge and hands-on experience across industries such as energy, manufacturing, retail and wholesale.

We collaborate with leading international companies on what matters most to business - strategically, commercially and organisationally. Working side by side with clients, we step into teams to identify the core challenge behind the symptoms and build solutions that last.

To us, trust is a privilege.  
It commits us to delivering uncompromising quality in everything we do.

And that's what sets us apart.  
Not what we solve, but how we solve it with genuine care for the business and people.

It's our mindset to thrive, grow, and succeed. Together.  
That mindset is rooted in the ambition CoreConsult was founded on: to build the most attractive consulting model. One that creates lasting impact for clients and sustainable, meaningful careers for consultants.

**Your child or younger cousin asks,  
“What do you actually do?”**

**Here’s one way to explain it →**

# One way to explain consulting to kids

**Q: So... What do you do at work?**

**A:** You could say I'm a mix between a detective and a football coach.  
I help companies solve important problems.

First, my colleagues and I transform into detectives. With our magnifying glasses, we go searching for clues in the company, on the computer and out in the world. Our mission is to find a lot of really good clues so we can figure out the smartest way to help the company forward.

Once we have collected enough clues, we transform into football coaches. With coach caps, whistles and all that. Together with our teammates from the company, we run straight into the locker room to make an awesome game plan. We try new things, practice and play to win all together.

And after some time, the best thing happens.  
The company says: " We've got this from here"

And sometimes they also ask:  
"Can we keep the whistles, the ball, and the nice caps, so we can keep playing like this?"  
We always say yes. We have loads of stuff at the office to share.

Even though we are asked to leave the field, we are happy.  
Because it means we have helped them solve the problem and made sure they can keep playing on their own.

**Everything we do reflects our brand.  
From the smallest gestures to the biggest decisions.**

**Those important moments we genuinely care about,  
as they connect us to people and unlock potential in  
so, so many ways.**

# That sound of CoreConsult

How do we sound? There's no fixed formula. Our brand lives through our people. That's what keeps us relevant. These tone-of-voice principles help us stay consistent and CoreConsult-like. Wherever, and whenever, you meet us.

## **Non-wordy**

*We keep it to the point.*

## **Professional**

*But always warm.*

## **Trusted advisors**

*Grounded in data, deep domain knowledge, and real experience.*

## **Real people**

We write like we think. No AI clichés, and always with personality.

## **Confident**

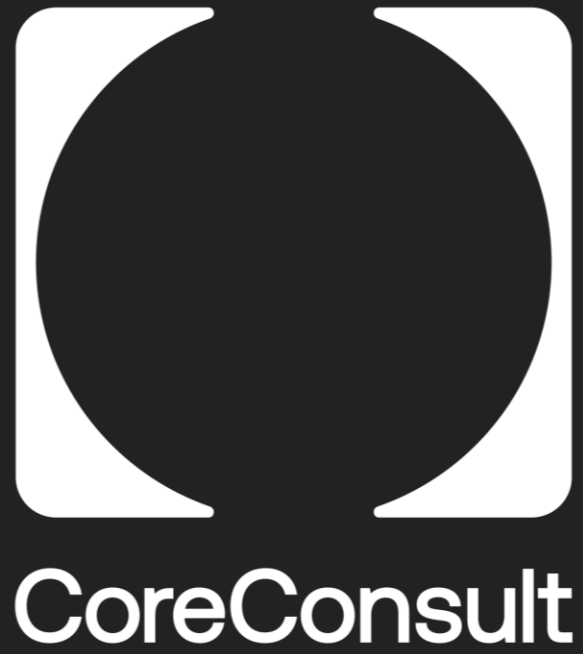
Yet humble. We know our value, but we never shout out loud.

# Our logo

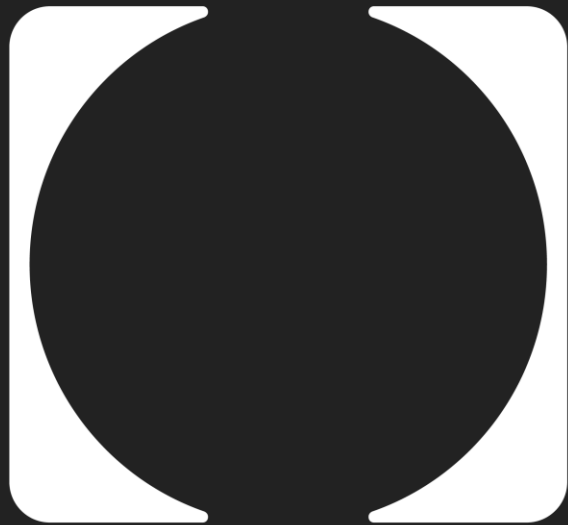
Our primary brand logo



## Our secondary brand logo



## Brand logo



# Clearspace logo

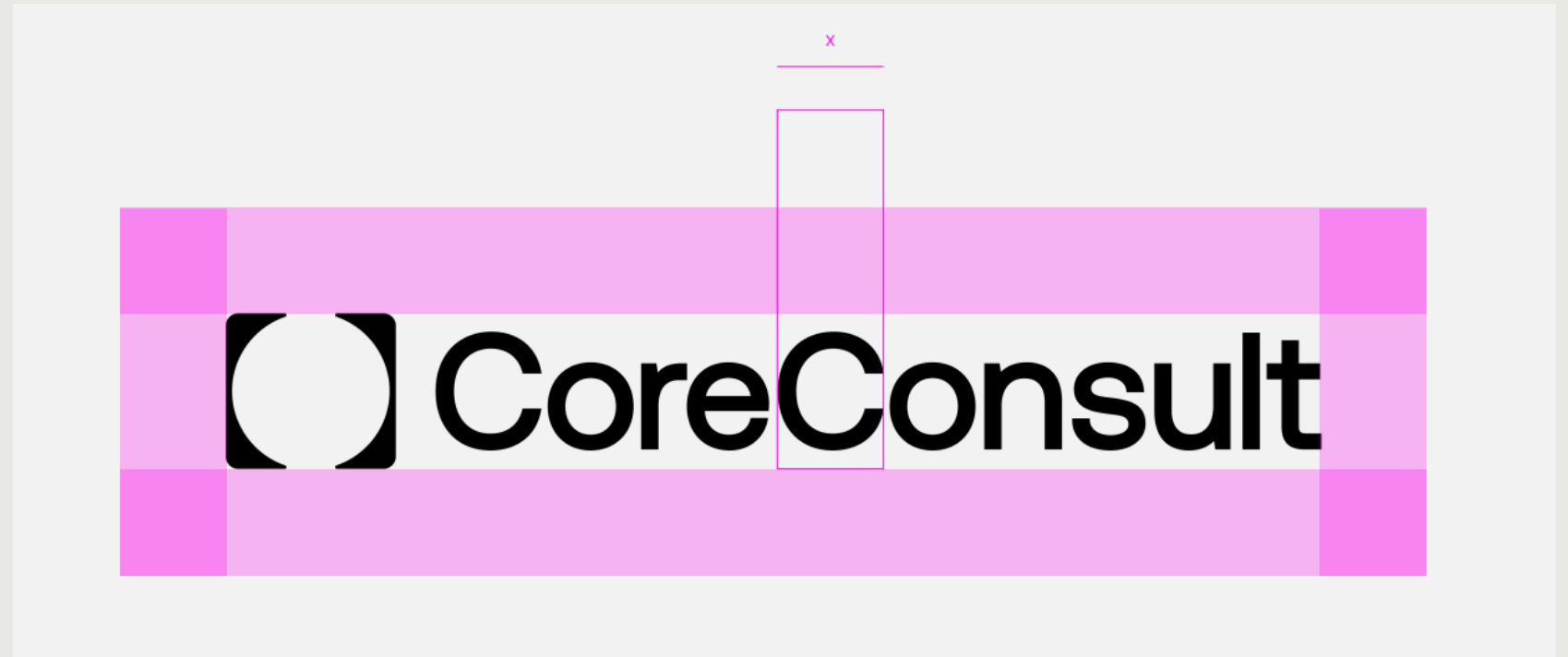
The logo must always have a minimum clear space of **x** (the height of the capital “C”). Keep this area free from text, graphic elements, and visual noise.

## ✓ DO

- Place logo on calm, clean areas
- Ensure strong contrast (use black/white logo as needed)
- Respect clear space (x) on all sides
- Use an overlay if the image is visually busy
- Keep logo size consistent

## ✗ DON'T

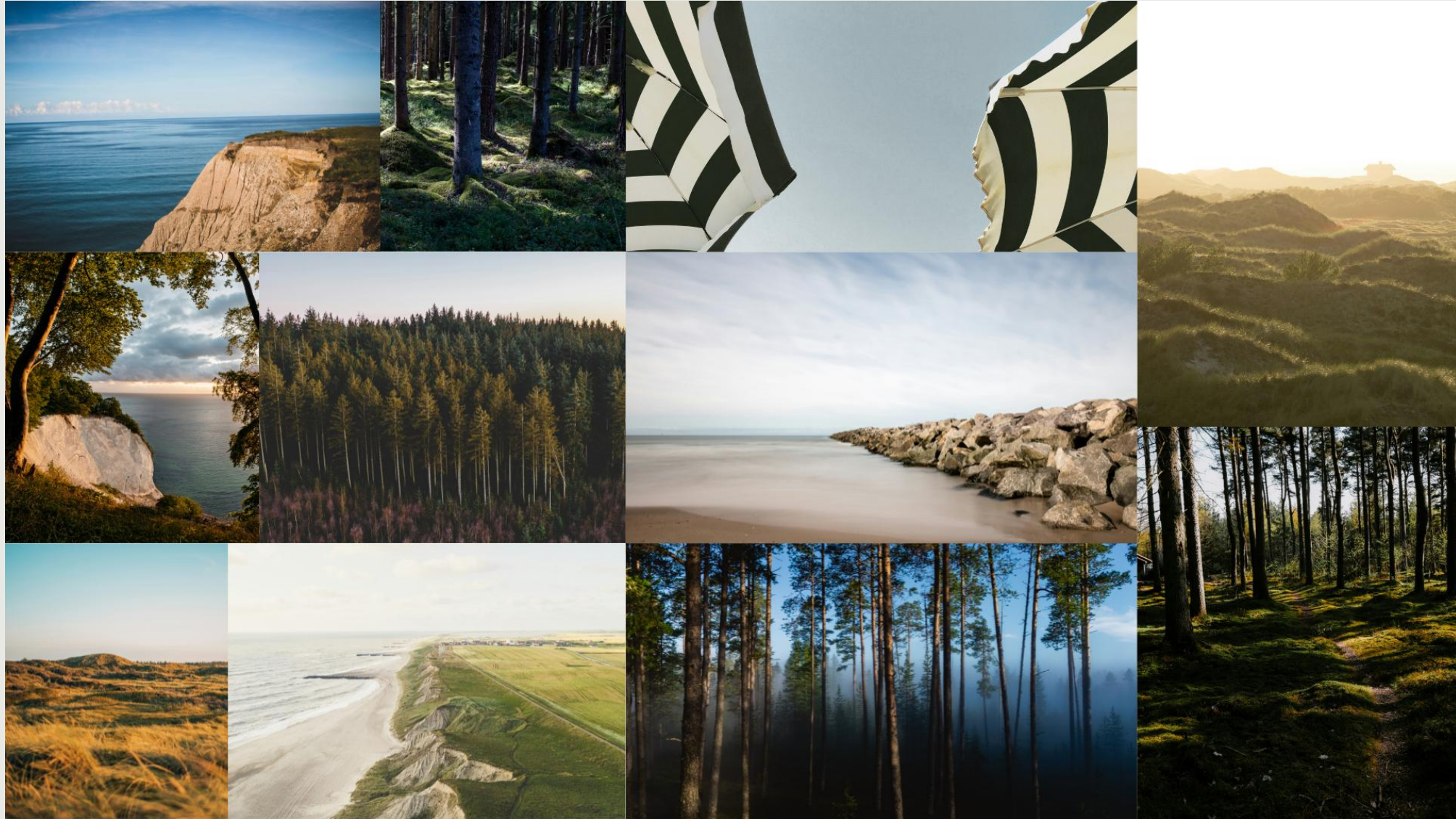
- over faces, text, or detailed textures
- low-contrast backgrounds
- too close to edges or elements
- Add effects, shadows, or colours to the logo
- Let image colours interfere with readability



# Brand colors

Our colour palette is inspired by the Nordic nature. Calm, down to earth and confidently understated.

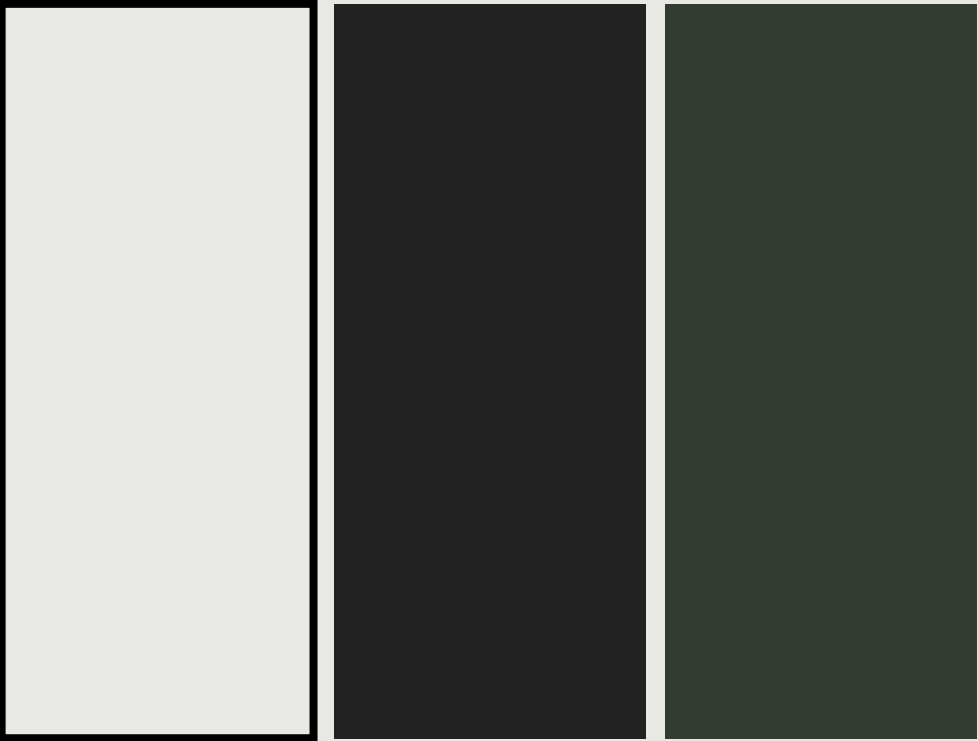
All together, it's the colours of who we are.



# CC brand palette 2.0

A refined update of our color identity.  
Clearer, more crisp and created for digital,  
presentations and web.

## The primaries

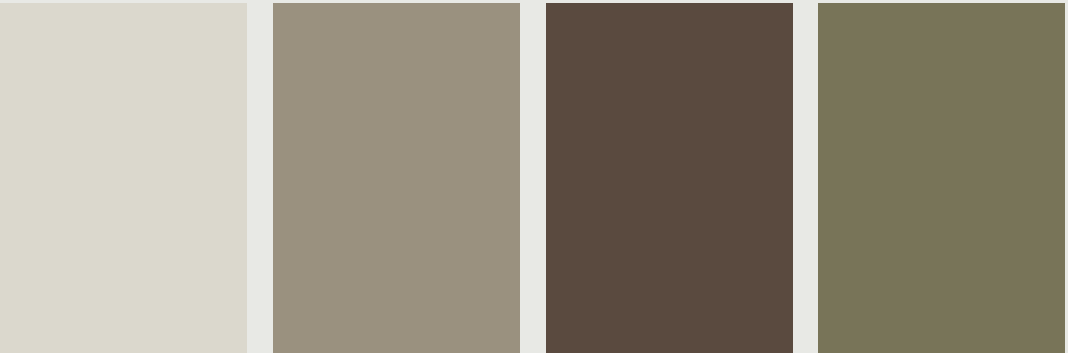


Off-white  
#e8e9e5

Almost black  
#222222

CoreGreen  
#323c31

## The supporters

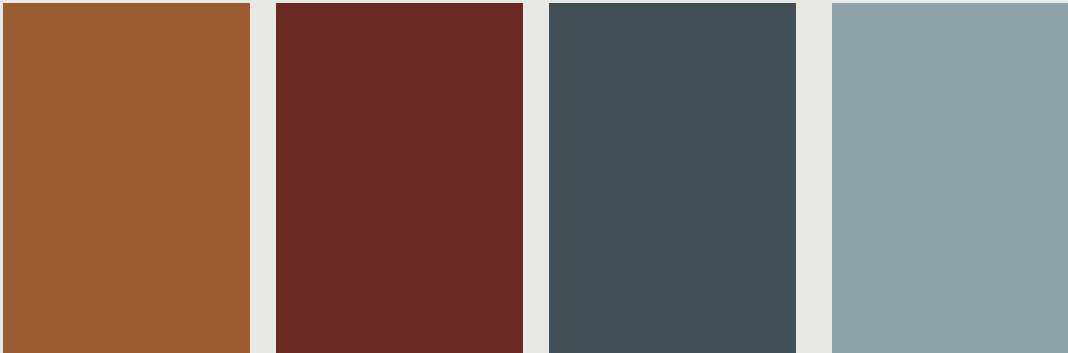


Dune  
#dbd8cd

Grounded sand  
#9a917f

Down to earth  
#564232

The Green Book  
#787458



Colab copper  
#9a5a32

Caring red  
#6b2b24

Committed blue  
#415057

HQ blue  
#8ea3aa

# Typography

*Air*  
*Thin*  
*Light*  
***Regular***  
***Medium***  
***SemiBold***  
***Bold***  
***Black***

Aeonik Pro is our primary brand typeface.

Access: licensed and managed by Marketing.

## Calibri

AaBbCcDdEeFfGgHhJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789

**Bold. *Italic.***

Calibri is our system and work font across Microsoft Office applications.

Access: Everyone

# Any questions?

Reach out to Tenna, she is always happy to help.

