



# Brand Guidelines

SokoJob is Ghana's AI-powered job search platform, built to close the gap between qualified talent and the companies that need them. For job seekers, it offers a free, mobile-first way to build a profile, upload a CV, and start applying within minutes. For employers, it means access to verified candidates, smart shortlisting, and a faster path to hiring the right person. SokoJob combines AI-driven matching with real human support, keeping technology in service of people rather than replacing them. This brand book lays out the identity behind that mission — how SokoJob looks, sounds, and shows up, so every touchpoint reflects the same clarity, trust, and momentum the platform promises its users.

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# Brand Foundation

## Story

SokoJob began as a response to a common frustration in Ghana. Talented people were going unnoticed, while employers spent weeks sifting through unreliable candidates with no clear way to find the right fit. Roberta Mensah and the founding team believed that finding a job, or finding talent, shouldn't be a slow and painful process. They set out to build a smarter way, one powered by AI but still grounded in real human judgment. SokoJob takes the friction out of hiring by combining intelligent matching, an AI-enhanced CV builder, and a completely free experience built specifically for the Ghanaian job market. The goal is to become a catalyst for economic opportunity across Ghana, and eventually a model for how AI-driven hiring can work across Africa.

To become the trusted engine behind hiring in Ghana and across Africa, connecting every job seeker to real opportunity and every employer to the right talent, quickly, fairly, and without the guesswork.

To empower job seekers and employers with fast, fair, and reliable hiring solutions, powered by AI and backed by real human support.

- Reliability
- Transparency
- Empowerment
- Trust

### Reliability

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Every match matters. SokoJob ensures job seekers see real, verified listings and employers meet candidates who genuinely fit, giving both sides confidence in the process.

### Transparency

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Clear status updates and honest communication. Job seekers always know where they stand in the process, and employers get straightforward access to candidate profiles with no hidden steps.

### Empowerment

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Technology that works for people, not around them. SokoJob combines AI-driven tools with real human support, giving every user the resources to take control of their career or their hiring process.

### Trust

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Built for the Ghanaian market, by people who understand it. Every interaction is designed to protect data, verify identities, and earn the confidence of job seekers and companies alike.

Goals

1

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Connect job seekers with real, verified job opportunities across Ghana.

2

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Achieve a hiring speed and accuracy that sets the standard for AI-powered recruitment.

3

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Build strong trust with users through transparency and consistent results.

4

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Expand across Ghana and eventually scale to other African markets.

## **AI-Powered Job Matching**

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SokoJob uses intelligent algorithms to match candidate profiles with employer requirements, connecting job seekers with roles that fit their skills faster than traditional methods.

## **Seamless Hiring Experience**

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SokoJob creates a simple, mobile-first experience, offering quick profile creation, an AI-enhanced CV builder, and a responsive platform designed for both individuals and businesses.

## **Free & Accessible Access**

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SokoJob keeps the platform free for job seekers, letting anyone create a profile, apply for jobs, and get discovered without cost, and gives employers free access to post jobs and view CVs.

## **Reliable & Verified Listings**

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SokoJob operates with a strong commitment to quality, verifying job postings and candidate profiles to ensure real opportunities and genuine hires on both sides of the platform.

# Recruitment and HR Tech.

# Summary

|             |                                                                                                                                                                                                            |                                                                                        |                                                                            |                                                                    |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------|
| Vision      | To become the trusted engine behind hiring in Ghana and across Africa, connecting every job seeker to real opportunity and every employer to the right talent, quickly, fairly, and without the guesswork. |                                                                                        |                                                                            |                                                                    |
| Mission     | To empower job seekers and employers with fast, fair, and reliable hiring solutions, powered by AI and backed by real human support.                                                                       |                                                                                        |                                                                            |                                                                    |
| Core Values | Reliability                                                                                                                                                                                                | Transparency                                                                           | Trust                                                                      | Empowerment                                                        |
| Goals       | Connect job seekers with real, verified job opportunities across Ghana.                                                                                                                                    | Achieve a hiring speed and accuracy that sets the standard for AI-powered recruitment. | Build strong trust with users through transparency and consistent results. | Expand across Ghana and eventually scale to other African markets. |
| What We Do  | AI-Powered Job Matching                                                                                                                                                                                    | Seamless Hiring Experience                                                             | Free & Accessible Access                                                   | Reliable & Verified Listings                                       |

Logo

## Introduction

Our visual identity is the foundation of our brand. It reflects our essence and core values, and it acts as a clear visual cue that helps customers recognise and distinguish us in a crowded, competitive market.

## Primary Logo

The logo is built entirely on custom typography, using bold, geometric letterforms to create a strong, self-contained mark. The wordmark uses a modern, rounded sans-serif style that conveys confidence, energy, and approachability. Distinctive cuts and angles, most visible in the "S" and "K", give the mark a dynamic, tech-forward character.

Beyond being a typographic identity, the SOKO mark is designed to work as a standalone symbol even without additional graphic elements. Its bold weight and vivid green color ensure strong recognition and legibility across digital platforms, from favicons to large-scale banners.



SOKO

# Elements Overview

The logo, wordmark, and bug work together to form our full identity system. The logo is used most frequently, as it carries the full brand name in its distinctive typographic form and works confidently across most applications.

The bug is reserved for compact spaces, such as app icons, favicons, and social profile images, where the full wordmark isn't legible or needed.

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Logo



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Bug



Scaling

Designed to stay clear and consistent at any size, the logo and all identity elements can be used in both large and small scales. Always consider the audience, communication goals, and tone.

At larger scales, it conveys a more bold presence while smaller scales are more reserved.



# Logo and Colour

The Soko logo should always remain clear, legible and instantly recognisable. Choose the logo colour according to the background: use purple, green or dark versions on light backgrounds, and white, light grey or green versions on dark backgrounds. Always maintain strong contrast and use only the approved colour combinations shown below.



Colour

## Introduction

Colour gives Soko its energy, optimism and momentum.

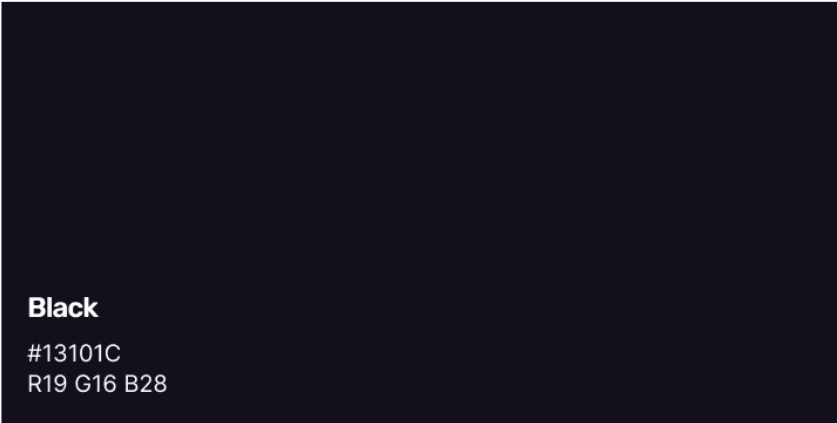
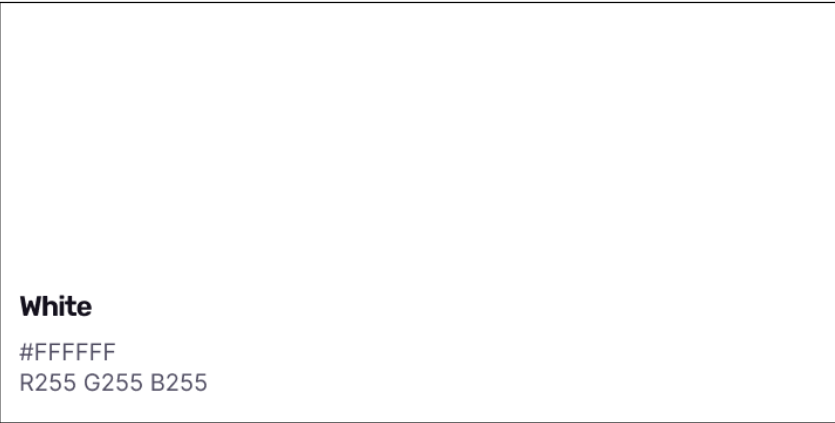
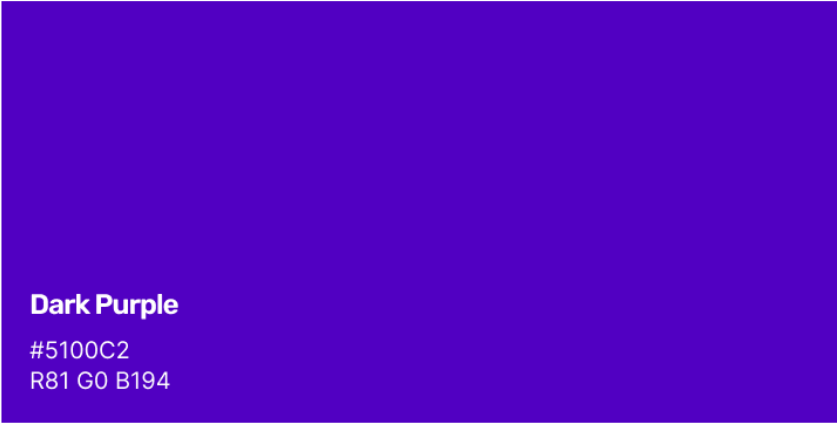
Our palette brings together vibrant green, representing growth, opportunity and action, with bold purple, expressing technology, ambition and innovation. The lighter supporting tones add warmth, flexibility and balance.

Consistent use of these colours across every touchpoint helps Soko build strong recognition and create a modern, distinctive and human-centred brand experience.

# Primary Colour

The following colours form Soko's core palette. They should be used consistently across all brand communications and prioritised whenever a simplified palette is required.

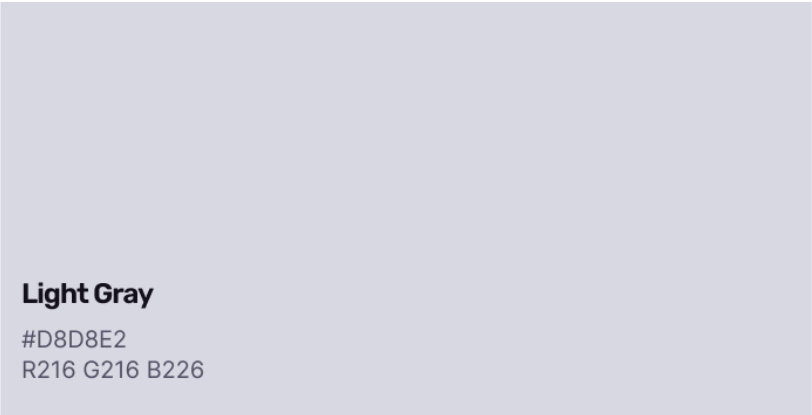
Green represents growth, opportunity and positive action, while Purple reflects technology, ambition and innovation. Together, they create a distinctive visual identity that makes Soko instantly recognisable.



# Extended Palette

Our extended palette offers flexibility and versatility, allowing us to express our brand personality and values more fully.

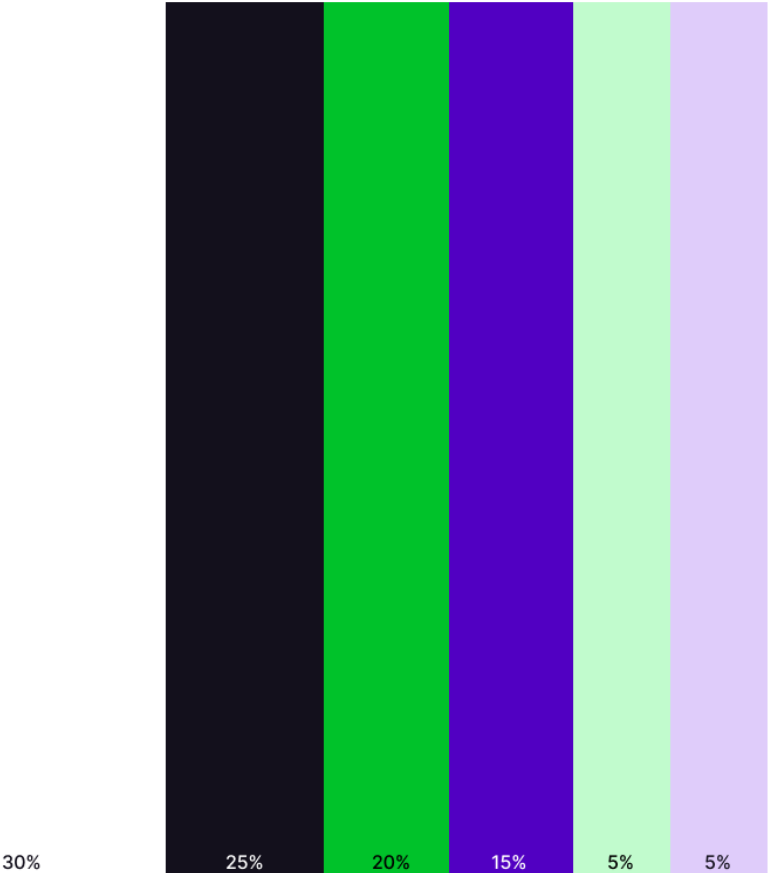
These colours can be applied consistently across marketing materials and channels to strengthen recognition and reinforce our brand identity.



# Usage Proportion

Colours are arranged here by their recommended usage proportion. The larger the percentage, the greater its visual presence across the Soko brand system.

Soko's colour system is built around a balance of clean neutrals and distinctive brand accents. White and Soko Black provide the core foundation, while Soko Green and Soko Purple create recognition, energy and personality. Light Green and Light Purple should be used more selectively in supporting roles.



# Type and Colour

Strong colour contrast is essential for legibility and accessibility in typography. Always ensure there is sufficient distinction between the text and its background.

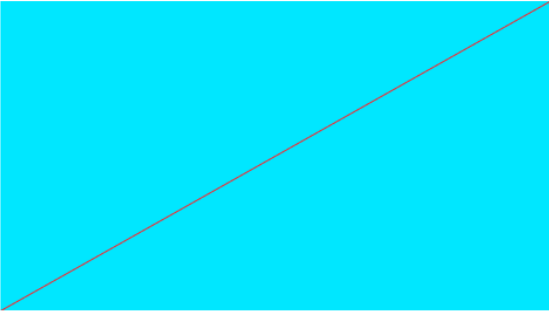
Our colour combinations are intentionally complementary, bold, and accessible. They were designed to work together, so they should be used as intended.



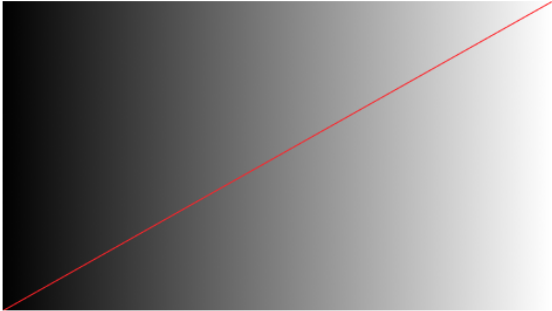
Misuse

Do not diminish the value of colour in the brand.

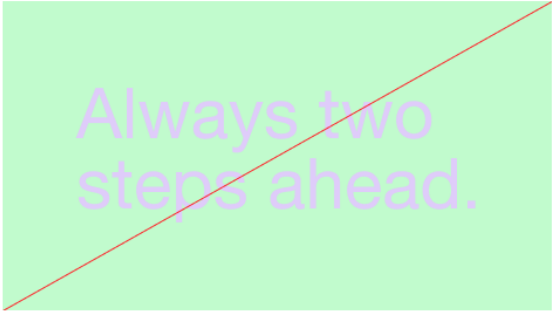
Avoid the following uses.



✗  
Do not use unapproved colours



✗  
Do not use gradients



✗  
Do not use low contrast combinations



✗  
Do not use the logo on colours outside of our brand palette. Black or White logo should be used in the situation.



✗  
Do not use the text on colours outside of our brand palette.



✗  
Do not modify logo colour applications

Typography

## Introduction

Our typography gives Soko a clear, modern and confident voice. It helps information feel simple, accessible and easy to navigate across every brand touchpoint. We use typography to create strong hierarchy, guide attention and make complex information easier to understand. Consistent type sizes, weights and spacing ensure that Soko communications remain recognisable, readable and cohesive across digital products, marketing materials and social media.

## Headlines

Rubik Semi Bold is the primary typeface for our brand.  
It is used for all headlines.

# Rubik Semi Bold

## General fonts

Inter is the main font for our brand. We use it for subtitles and body text.

---

### Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,&?!

---

### Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,&?!

## Leading

Leading is the space between lines of text, measured from baseline to baseline. It plays a key role in keeping text clear and consistent in any layout. Determine the leading by multiplying the point size by the designated multiplier, and always apply the correct multiplier for each size.

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### Heading

90% leading or multiply font size by 0.9

# Always two steps ahead

---

### Subheading

100% leading or multiply font size by 1.0

## From your hands to their doorstep.

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### Body

130% leading or multiply font size by 1.3

Waybill (a fictional brand) is a logistics and delivery company based in Nigeria, with ambitions to become a global leader in shipment services. With a vision to become a globally recognized logistics company offering innovative, reliable, and customer-centric delivery solutions. The company facilitates the seamless shipment of goods from one location to another, catering to both businesses and individual consumers.

# Tracking

Tracking is the overall spacing between characters in a block of text. It plays a significant role in both readability and typographic expression. Our brand uses tight tracking for headlines, subheads, and other large applications, while smaller text should stay between 0 to -10 .  
Use the chart below as a reference.

Heading

-30

Heading -30

Subheading

-20

Subheading -20

Body

-10

Body -10

Misuse

Do not diminish our brand typography.  
Avoid the following treatments.

ALWAYS TWO  
STEPS AHEAD.

✗  
Do not set in all caps

always two  
steps ahead.

✗  
Do not set in all lowercase

Always two  
steps ahead.

✗  
Do not use unapproved typefaces

Always two  
steps ahead.

✗  
Do not use incorrect leading values

Always two  
steps ahead.

✗  
Do not use incorrect tracking values

Always two  
steps ahead.

✗  
Do not align text incorrectly  
Always align to the Left

Photogra  
phy

## Introduction

Photography is a key part of Soko's identity.

Our imagery should feel human, optimistic and rooted in real working life across Africa. It captures people with confidence and individuality, showing authentic moments of ambition, collaboration and progress.

Photography should feel contemporary and natural rather than staged. Every image should strengthen Soko's position as a modern, human-centred technology brand that connects people with meaningful opportunities.

# Principles

To keep Soko photography consistent and recognisable, we follow three guiding principles:

1. Human
2. Optimistic
3. Dynamic

Use these principles as a checklist when capturing or selecting imagery for the brand. All photos should carry an editorial feel, capturing real moments, telling a story, and appearing natural rather than overly staged or generic.

Authentic



Uplifting



Dynamic



**Principle: Authentic**

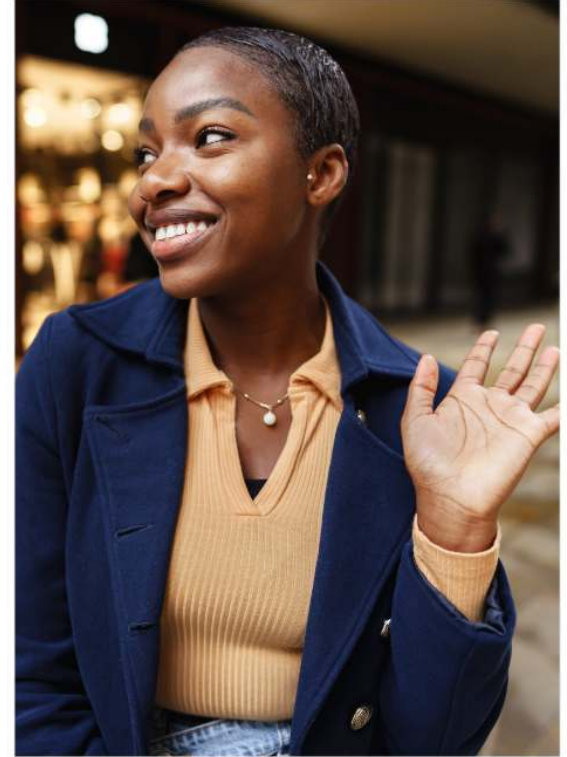
Photography should feel authentic and grounded in reality. Use natural light and real-world settings such as living rooms, warehouses, or vehicle interiors to show honesty.

Subjects should look like everyday people, not polished models, to build trust and relatability.



## Principle: Optimistic

Every image should show happiness, relief, or satisfaction. Whether it is a customer smiling at a package or colleagues high-fiving after a job, the mood is optimistic. Lighting should be bright and airy to enhance warmth and positivity.



**Principle: Dynamic**

Logistics is about movement so photography should never feel still. Capture subjects in action such as walking with boxes, scanning a barcode, taping a package, or driving.

This energy shows the brand is agile, hardworking, and always moving forward.

This energy shows the brand is agile, hardworking, and always moving forward.



Misuse

Do not diminish our brand typography.  
Avoid the following treatments.



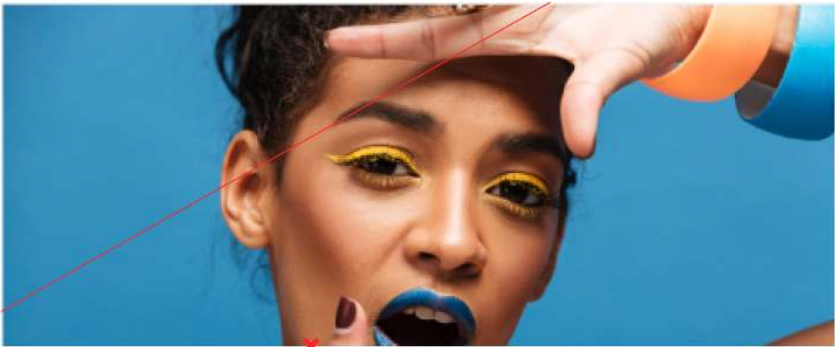
Do not use obvious stock imagery



Do not use black and white photography



Do not use low res photos



Do not use distracting or off topic imagery

# Verbal Identity

## Introduction

Our voice reflects Soko's purpose: connecting people with meaningful opportunities and helping businesses find the right talent.

We communicate in a way that is clear, human and encouraging. Our language should make technology feel accessible, recruitment feel simpler and every interaction feel respectful and personal.

While the tone may adapt to different audiences and situations, it should always remain confident, optimistic and easy to understand. We avoid unnecessary jargon, exaggerated claims and impersonal corporate language. Every message should help people feel informed, supported and ready to take the next step.

# The Guide

This archetype represents clarity, progress, trust and empowerment. Soko acts as a guide for both candidates and employers, making recruitment easier to understand and navigate.

By combining intelligent technology with a human approach, the brand helps people discover meaningful opportunities and enables businesses to find the right talent with confidence. Soko does not make decisions for people — it gives them the tools, information and support to take the next step.

## Promise

Soko promises to make hiring and job searching simpler, smarter and more human. We help candidates discover relevant opportunities and give employers the tools to identify the right talent with greater clarity and confidence.

Our technology supports better decisions without replacing the people who make them. Every interaction should feel transparent, respectful and easy to understand, helping both candidates and employers move forward with confidence.

In short:

Soko connects the right people with the right opportunities.

Clear  
Human  
Encouraging

# Tone of Voice

Clear

This tone makes recruitment feel simple and easy to understand. We use direct language, clear structure and familiar words, avoiding unnecessary HR terminology, technical jargon and vague promises. Every message should help candidates and employers quickly understand what matters and what to do next.

Friendly

This tone feels respectful, warm and personal. We speak to candidates and employers as people, recognising that every application, vacancy and hiring decision has a real person behind it. Our language should feel supportive and natural without becoming overly casual or sentimental.

Humorous

This tone helps people move forward with confidence. We focus on opportunities, progress and practical next steps, using positive language without exaggerating outcomes or making unrealistic promises. Whether someone is searching for work or building a team, Soko should make the process feel achievable.

# Personality Trait

| Trait            | Description                                                                                                                                                               | Visual Expression                                                                                                          |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Trustworthy      | Soko communicates transparently and treats candidates and employers with care and respect. Information, processes and expectations should always feel clear and credible. | Clear information hierarchy, transparent messaging, realistic photography and consistent use of brand elements.            |
| Professional     | The brand approaches recruitment with structure, competence and attention to detail while remaining easy to engage with.                                                  | Clean grid systems, refined layouts, disciplined spacing, strong typography and polished presentation.                     |
| Approachable     | Soko recognises the real people behind every application, vacancy and hiring decision. Technology should support human judgement rather than replace it.                  | Authentic people-centred photography, natural expressions, warm interactions and accessible language.                      |
| Reliable         | The brand helps people feel confident about taking the next step, whether they are applying for a role or building a team.                                                | Optimistic imagery, active compositions, positive messaging and confident use of green accents.                            |
| Customer-centric | Recruitment should feel simple and understandable. Soko removes unnecessary complexity and communicates without intimidating HR or technology jargon.                     | Intuitive layouts, readable typography, simple icons, clear calls to action and concise microcopy.                         |
| Modern           | Soko uses intelligent technology to improve hiring while maintaining a practical and relevant approach to the African employment market.                                  | Digital-first layouts, contemporary typography, bold green and purple accents, subtle motion and minimal graphic elements. |

- Human Opportunity
- Trust & Transparency
- Smart Simplicity
- Progress & Empowerment

### Human Opportunity

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Soko puts people at the centre of recruitment. Every candidate represents individual potential, and every vacancy can become a meaningful next step. We design our platform to create fairer, more relevant connections between people and employers.

### Trust & Transparency

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We communicate clearly, explain how our processes work and treat personal information responsibly. Candidates and employers should always understand what is happening, what is expected and what comes next.

### Smart Simplicity

---

Technology should make recruitment easier, not more complicated. Soko uses AI and practical digital tools to reduce repetitive work, improve matching and help users make better-informed decisions.

### Progress & Empowerment

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Soko helps people move forward. We give candidates greater access to opportunities and provide employers with the tools and insights they need to build stronger teams with confidence.

## Tagline

Our tagline expresses Soko's role in helping people and businesses move forward. It should feel clear, optimistic and relevant to both candidates and employers across every brand touchpoint.

# Hiring, powered by AI.

## Headlines

these examples show how Soko headlines should capture attention while remaining clear, human and optimistic. Each line should reflect the value we create for candidates and employers.

Find work that moves you forward.

The right opportunity starts here.

Your next role could be closer than you think.

Great people build great teams.

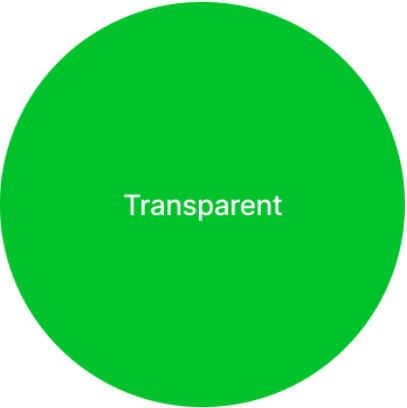
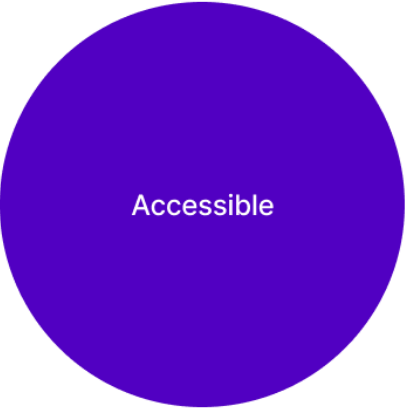
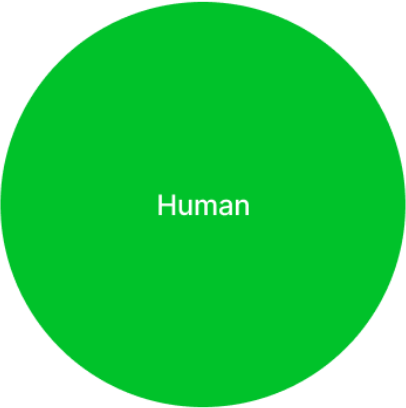
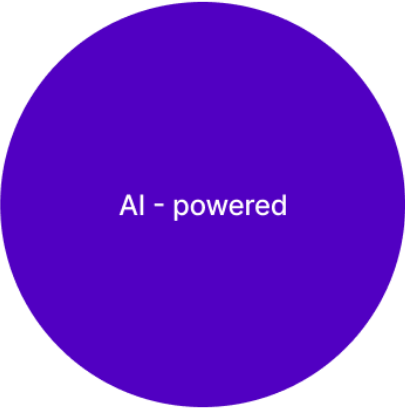
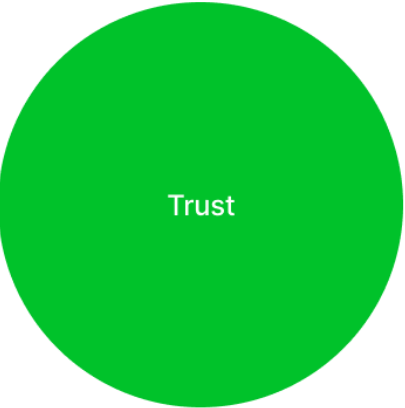
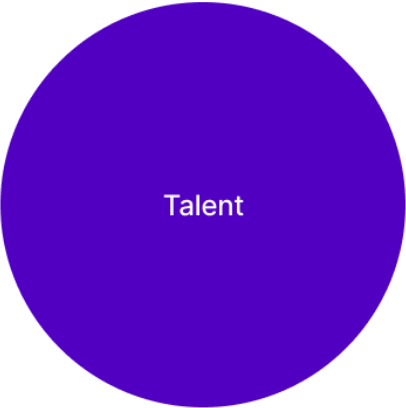
Hire smarter. Move faster.

Better matches. Stronger teams.

Talent is everywhere. Opportunity should be too.

AI-powered hiring, built around people.

Keywords



# Writing Tips

Protect the clarity and humanity of Soko's voice. Follow these principles whenever you write for the brand.

|                               |                                                                                                                                                                                                                                                                                 |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Write like a person           | Use natural, conversational language. Read the text aloud: when it sounds stiff, distant or overly corporate, rewrite it in a simpler and more human way.                                                                                                                       |
| Be clear                      | Help people understand the message immediately. Use direct sentences, clear structure and familiar words. Avoid unnecessary recruitment terminology, technical jargon and vague claims.                                                                                         |
| Use fewer words               | Candidates and employers are busy. Respect their time by removing repetition and keeping only what helps them understand, decide or act.                                                                                                                                        |
| Be confident, not exaggerated | Say what Soko can genuinely deliver. Use assured language, but avoid hype, absolute promises and unsupported claims about AI, hiring outcomes or career success.                                                                                                                |
| Focus on the next step        | Every message should help the reader move forward. Make actions, requirements and outcomes easy to understand, whether someone is applying for a role, reviewing candidates or publishing a vacancy.                                                                            |
| Consider the audience         | Adapt the tone to the situation. Candidate communication should feel supportive and encouraging; employer communication should feel practical and confident. Sensitive messages, such as rejections or screening results, should remain respectful, transparent and empathetic. |

# Applications

## Introduction

This section shows how the Soko identity comes together across real brand applications. Each example demonstrates how our logo, colour palette, typography, photography and graphic elements work as one consistent system.

The goal is not to make every format look identical, but to ensure that every touchpoint feels unmistakably Soko — clear, modern, human and confident. These principles should guide the design of our website, product interface, social media, presentations, advertising, recruitment materials and employer communications.

 SokoJob

 | SokoJob

# WE'RE HIRING

## VICE PRINCIPAL

Leadership • Education • Impact

A reputable Cambridge Curriculum School is seeking an inspiring and experienced Vice Principal to join its leadership team and help drive academic excellence and school growth.

### WHAT WE OFFER



**Supportive & Collaborative Environment**  
Work with passionate educators and a forward-thinking leadership team.



**Competitive Compensation**  
Attractive salary and comprehensive benefits package that values your experience and impact.



**Opportunities for Growth**  
Access continuous professional development and leadership advancement opportunities.



**Global Exposure**  
Be part of a diverse, international community shaping the future of education.



SCAN & APPLY



**APPLY NOW**  
Join a team where your leadership makes a difference.



**SokoJob.com**  
Explore. Apply. Grow.

Great people. Stronger schools. Greater impact.



 SokoJob



# Find work that moves you forward.



 SokoJob.com



 SokoJob



## Vacancies of the week:

-  Teacher
-  Sales Executive
-  Receptionist
-  Customer Service Officer
-  Marketing Assistant
-  Explore. Apply. Grow.



 SokoJob.com



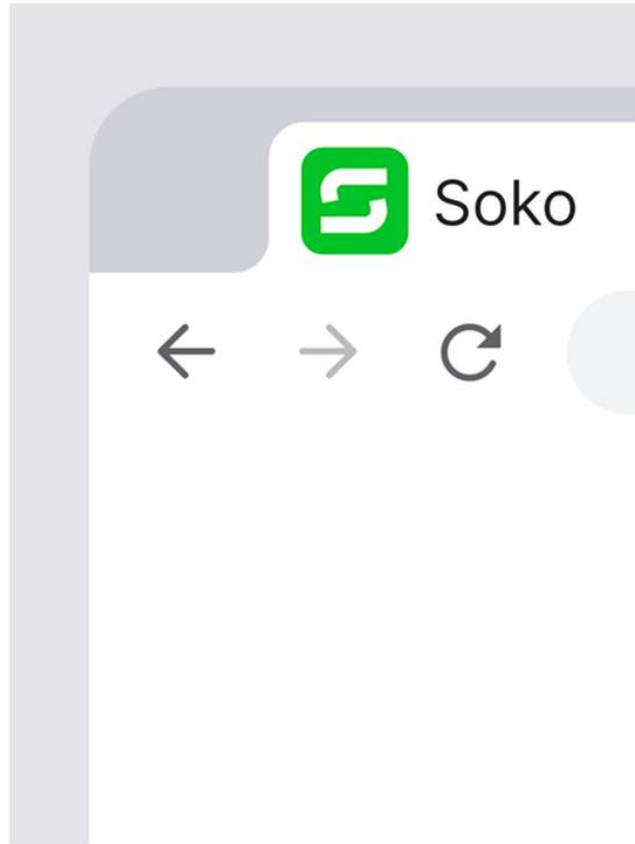
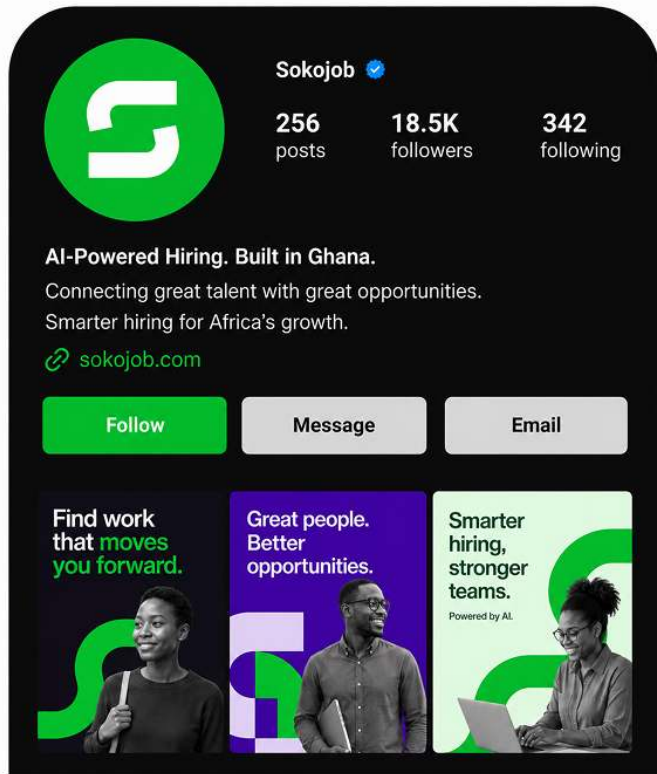
 SokoJob

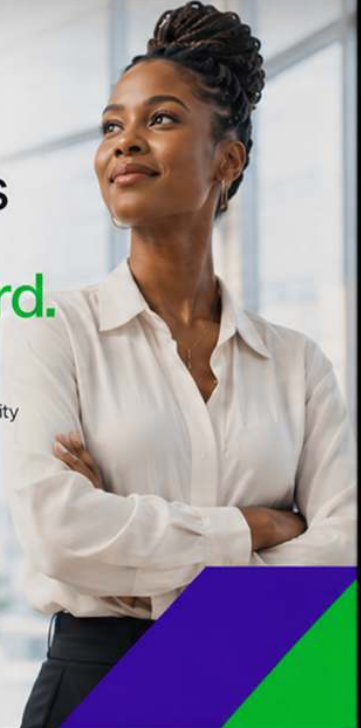


# Find work that moves you forward.









Find  
work  
that  
moves  
you  
forward.

—

Your next opportunity  
is waiting.

**SOKO**



Explore.  
Apply.  
Grow.

Thousands of jobs.  
One smart move.  
Yours.

.....  
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.....  
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**SOKO**

Opportunities  
designed for you.

—



Hire  
smarter.  
Build  
stronger  
teams.

Find the right talent.  
Grow your business.  
Together.

.....

-  Verified talent
-  Smarter matching
-  Faster hiring

**SOKO**

The smarter way  
to build **winning** teams.

**SOKO** | SokoJob

**Find work that  
moves you  
forward.**

Smarter hiring and better  
opportunities with **AI-powered matching.**

 [sokojob.com](https://sokojob.com)



**Thank You**