

# Employer Brand Design Standards

# How to use these standards

These standards go deeper into the design elements of the Employer Brand.

They are to be used by graphical designers when building out new Employer Brand templates and assets for use in employee communications and recruiting marketing materials.

Got questions? We have answers.

Contact the brand team on slack channel #brand-beat.

Jayne Hudson

Brand Marketing

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Brand Marketing

# Contents

- Alignment with the Hero Brand
  - Brand Hierarchy
  - Brand Elements
- Employer Brand Design Elements
  - *Progress with purpose* artwork
  - Graphics
  - Color
  - Photography
  - Motion
- How the system works
- Examples
- Messaging (coming soon)

kyndryl.

# Alignment to the hero brand



## Alignment to our hero brand

Kyndryl has three important elements to align in communications:

- Our hero brand, Kyndryl, with our central brand promise “The Heart of Progress”
- Our employer brand, with a progress bar visual asset and the line *Progress with purpose*
- Our employee value proposition, the Talent Journey, and the programs and experiences that it represents

The purpose of this document is to create a strategic framework to define the role and use of the employer brand, ensuring it can be leveraged properly and without compromise to the hero brand. This framework will also help ensure all elements are used consistently by diverse teams across your brand community.

The framework will provide guidance for our employee value proposition (the Talent Journey) as an important employee experience (not a brand) within the employer brand.



Alignment to our hero brand

Hero Brand



Our Brand Promise

The Heart of Progress™

Our Employer Brand

progress with purpose  
//////////

Our Employee Value Proposition

Talent Journey



*Our recommendation:* overall, avoid creating too many branded assets.

Hero brand is always present and prominent

Most of the time, we'd only see one of these two lines in a communication. This depends on the audience and the use.

Our Talent Journey is a reason to believe- the Employee Value Proposition.

Treat as the name of an important framework of connected employee experiences, not a brand.

Alignment to our hero brand

Our employer brand must be guided by our core brand fundamentals. →

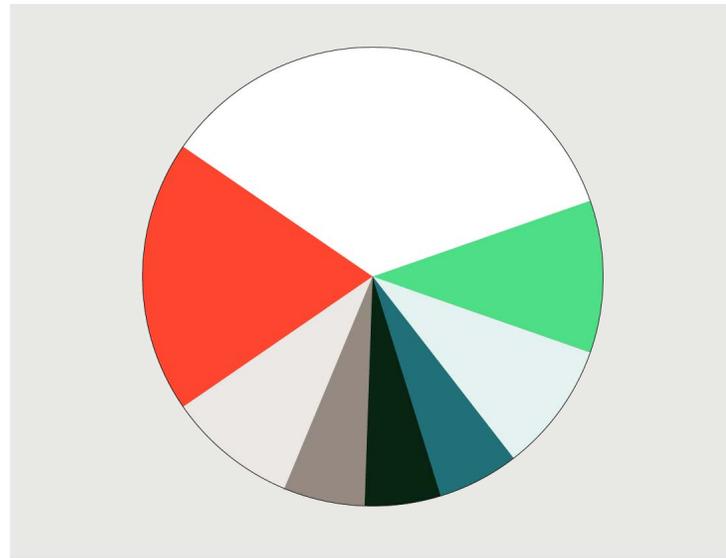
The employer brand will focus on a subset of the core brand to create a bold, unique esthetic to the employer brand creative.



Brand platform



Focus on people pillar of photography



Reduced palette for employer brand



Graphic elements inspired by Vital K

# Employer Brand Design Elements



# Employer Brand design elements

## Key Message

Our key message *Progress with purpose* conveys the main idea we want people to remember about us as an employer brand.

The line *Progress with purpose* is permanently arranged with the progress bar graphic.

Choose from several different approved artwork files when incorporating the messaging. There is a horizontal and a stacked version, as well as color alternates.

Do not create your own visual examples of *Progress with purpose*, use only the brand provided artwork.

Do not capitalize “purpose” or change the capitalization of this line.

Horizontal  
For use in wide executions

progress with **purpose**  
//////////

Vertical  
For use in vertical and square executions

progress with  
**purpose**  
//////////

# Employer Brand design elements

## Key Message

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Horizontal  
For use in wide executions

progress with purpose  
//////////

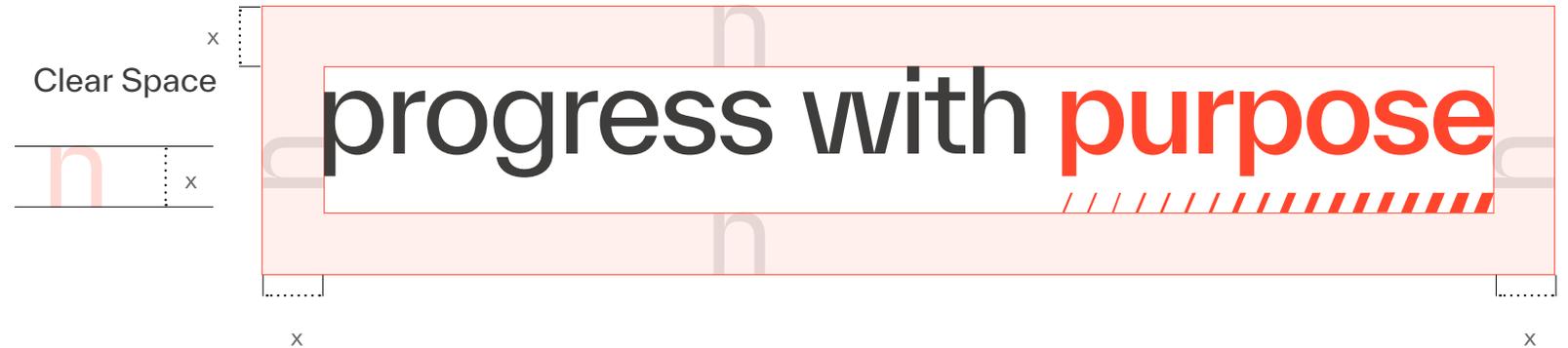
Vertical  
For use in vertical and square executions

progress with  
purpose  
//////////

# Employer Brand design elements

*Progress with purpose* Artwork

The artwork for *Progress with Purpose* needs room to breathe. Allowing sufficient room around it helps to ensure that it remains distinctive.



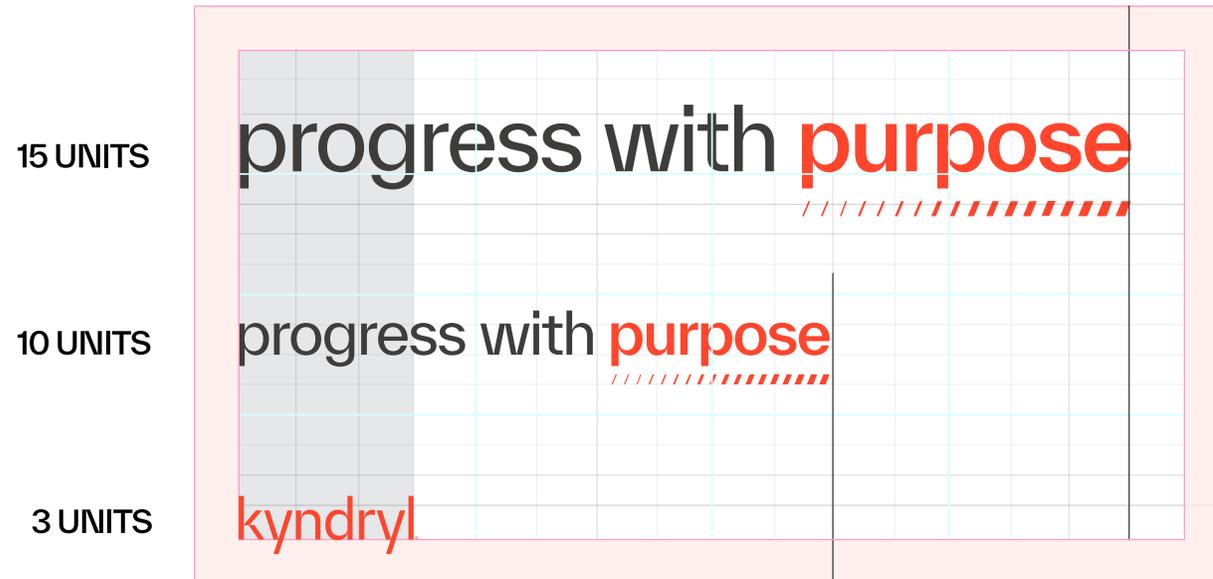
# Employer Brand design elements

## *Progress with purpose* Artwork

The scale of the Progress with purpose artwork as applied to the 4x4 grid.

In landscape/long orientation, the preferred logo size is 3 units of a 16 square grid.

The minimum *Progress with purpose* height is 10 units of a 16 square grid (from the “P” in progress to the “e” in purpose). This results in a similar lowercase x-height.



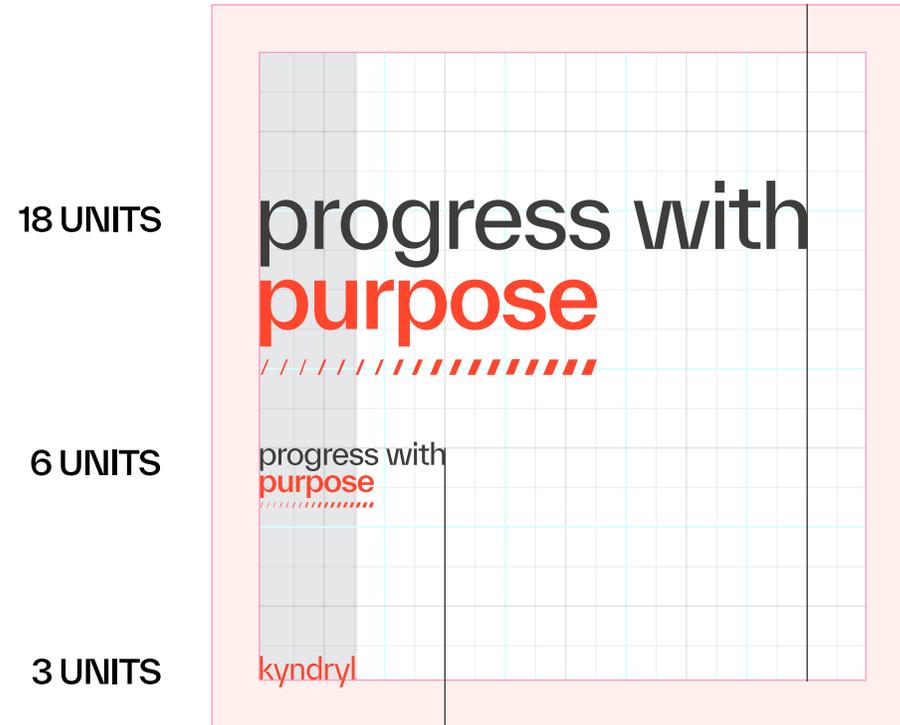
# Employer Brand design elements

## *Progress with purpose* Artwork

The scale of the *Progress with purpose* artwork as applied to the 4x4 grid.

In portrait/square orientation, the preferred logo size is 3 units of a 16 square grid.

The minimum *Progress with purpose* height is 4 units of a 16 square grid (from the “P” in progress to the “e” in purpose).



# Employer Brand Design Elements

## Graphics



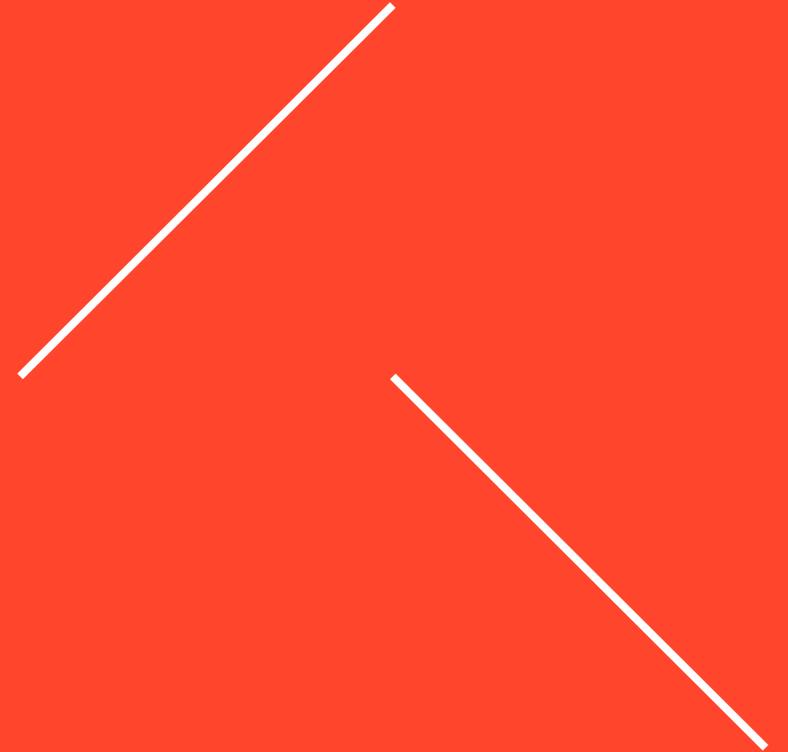
# Employer Brand design elements

## Graphics

Forward motion is an important idea to convey through our employer branding.

The angle of the Vital K represents the ideas of motion and progress.

This motion is brought to life through the Progress Bar and the photography treatment.



# Employer Brand design elements

## The Progress Bar

The **Progress Bar** represents Kyndryl's vision of continuous, purposeful progress. It visually communicates that progress at Kyndryl is not just about moving forward; it's about moving forward with intent, driven by a purpose that never stops evolving.

This design element is a powerful visual metaphor for the relentless, dynamic nature of Kyndryl's work, constantly pushing boundaries and redefining what it means to embody progress with purpose.

progress with  
**purpose**  
//////////

# Employer Brand design elements

## Graphics: The Progress Bar

The angle of the lines within the progress bar is inspired from our Vital K, an element of our hero brand Kyndryl.

There are 18 lines in the progress bar. Each line represents a letter in our core brand idea, The Heart of Progress™, because our purpose is found in the work we do for our customers.

Each line grows in length, representing the way *Progress with purpose* builds over time, driving greater progress for employees, their communities and the world.



# Employer Brand design elements

## Graphics: The Progress Bar

The Progress Bar has two executions:

When used as part of the *progress with purpose* artwork, the Progress Bar is locked to the word *purpose* and takes on the same color.

When the *progress with purpose* artwork is not in use, the Progress Bar can appear as a stand-alone graphic element with photography.

The progress bar should always be on top of the image.

Do not alter the bar in any way.

Artwork lockup - horizontal



Artwork lockup- stacked

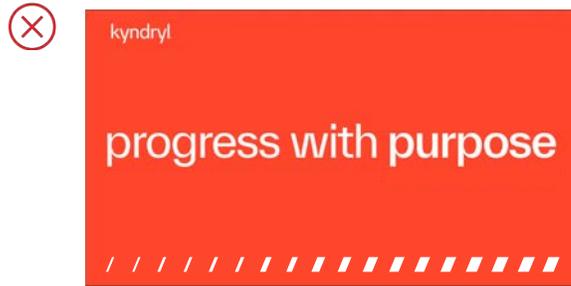


Progress Bar without Artwork lockup



# Employer Brand design elements

## The Progress Bar – Incorrect Usage



**DO NOT** remove the bar from the lockup and replace with separate element



**DO NOT** use the progress bar with the lockup or as a separate element within the same creative treatment



**DO NOT** use the progress bar with the lockup as a separate element within the same creative treatment.



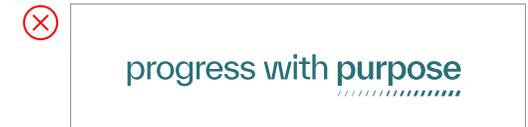
**DO NOT** extract the progress bar and apply it to our tagline



**DO NOT** change the color of the progress bar or add photography to it



**DO NOT** apply the progress bar to other words or taglines



**DO NOT** recolor the artwork or progress bar element



**DO NOT** alter the progress bar in the lockup



**DO NOT** change the number of bars in the progress bar



**DO NOT** crop the progress bar



**DO NOT** apply effects in Sharepoint

# Employer Brand design elements

Graphics: Crop

Using the aesthetic of our angled progress bar, we've designed a unique cropping device for our photography, typically positioned behind the progress bar.

The crop is angled at 68°. This conveys forward momentum.



kyndryl.

# Employer Brand Design Elements

Color

# Employer Brand design elements

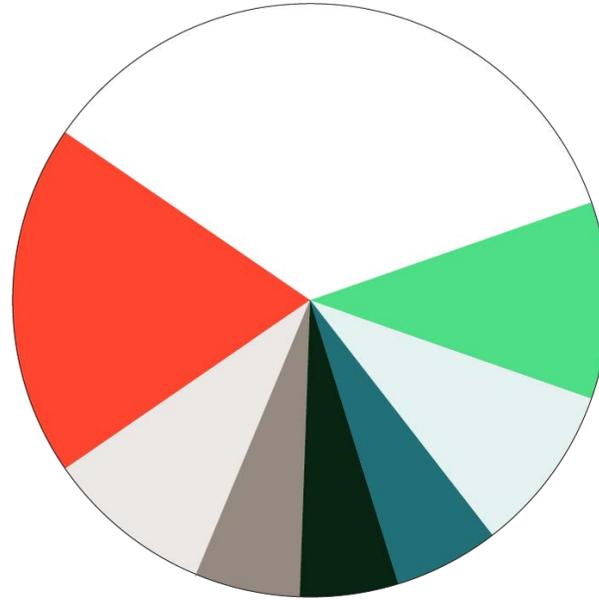
## Color

Working from our primary color palette, we focus in employer branding on a few bold, high-contrast colors.

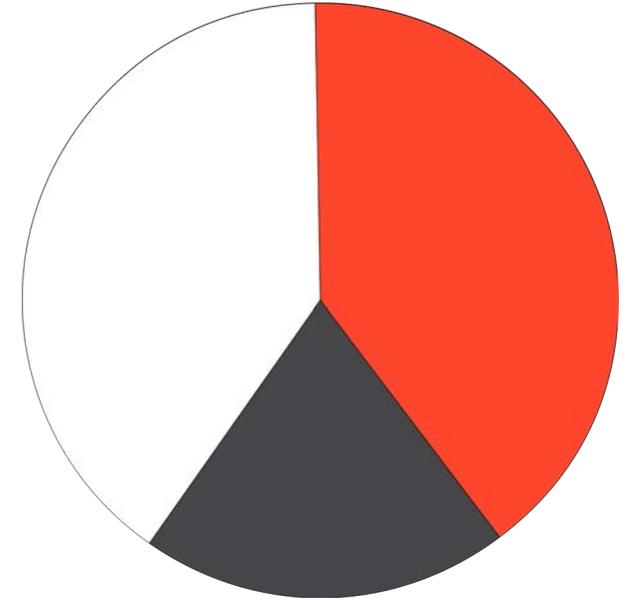
This strategic choice emphasizes our most recognizable color—one that not only holds the greatest brand equity but also sets us apart in the marketplace.

By focusing on this standout color, we tap into the elements that are most memorable and evoke the most pride within Kyndryl.

This approach helps to strengthen the employer brand's unique identity, while still maintaining a strong connection to the hero brand, ensuring both distinction and continuity.



Kyndryl Brand color palette



Employee Brand palette

# Employer Brand design elements

## Color

Colors selected should not deviate from our true shades.

Use red text sparingly, as accessibility can become an issue, especially in smaller formats.

## Color formulas

Warm Red  
Pantone Warm Red C  
CMYK: 0 / 83 / 81 / 0  
RGB: 255 / 70 / 45  
Hex #FF462D

White  
CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255  
Hex #FFFFFF

Dark Stone  
Pantone 4287 C  
CMYK: 66 / 62 / 55 / 54  
RGB: 61 / 60 / 60  
Hex #3D3C3C

## Accessibility

	Warm Red #FF462D	White #FFFFFF	Dark Stone #3D3C3C
Warm Red text		AA Large	AA Large
White text	AA Large		AAA
Dark Stone text	AA Large	AAA	
Black text	AA	AAA	

# Employer Brand Design Elements

## Photography



# Employer Brand design elements

## Photography

In employer branding, we focus on the “People” pillar of Kyndryl’s photographic style, highlighting our **human-first** culture.

Photography of our Kyndryl employees in different environments (home, work, community) will be used to bring our employer brand to life.

Stock photography of people will not be used.



Individual portraits



Teams at work



People in a team

# Employer Brand design elements

## Photography

Our Kyndryl Employer Brand focuses on authenticity. Photo selections need to reflect that.

- Real Kyndryls, not actors
- Well lit, bright, warm lighting
- Candid and authentic
- Capturing moments of purpose and progress—at work, in community
- Encourage self-expression—so people can see themselves in it
- Draw the audience into the scene



Enjoying their work



Sharing an idea



Reacting with warmth



Engaged in conversation

# Employer Brand design elements

## Photography

### Do's

**Use high-resolution images:** ensures a polished, professional look that reflects Kyndryl's quality standards.

**Frame subjects thoughtfully:** captures full faces and balanced compositions for a clean, engaging image.

**Optimize lighting:** uses bright, natural, or soft artificial lighting to create an inviting, vibrant workplace atmosphere.

**Shoot at eye level with balanced distance:** maintains natural proportions and provides context without distortion.

**Capture whole-person context:** shows employees in their work environment to convey connection and purpose.

**Prioritize authentic moments:** highlights genuine interactions to reflect Kyndryl's collaborative and dynamic culture.

**Keep backgrounds clean and relevant:** uses minimal, modern backgrounds to focus on subjects and align with brand aesthetics.

**Showcase diverse representation:** features varied roles, backgrounds, and activities to reflect inclusivity and authenticity.

**Align with brand identity:** incorporates Kyndryl's colors, tone, and values (e.g., innovation, collaboration) for consistency.

**Use subtle editing:** enhances images naturally to maintain authenticity while ensuring high quality.

**Tell a story:** captures dynamic moments that convey employees' roles and Kyndryl's culture effectively.



# Employer Brand design elements

## Photography

### Don'ts

**Use poor resolution or low-quality images:** looks unprofessional, fails to convey a polished brand.

**Crop the top of heads or awkward framing:** creates unbalanced, distracting compositions.

**Dark or poorly lit images:** makes the workplace seem uninviting or unprofessional.

**Overuse of zooms in or low angle shots:** distorts features, creates unflattering perspectives.

**Lack of context or storytelling:** fails to engage or communicate the Kyndryl value proposition.

**Over focusing on hands or isolated body parts:** feels disconnected, lacks human or workplace context.

**Overly staged or inauthentic poses:** undermines authenticity, makes employees seem stiff.

**Lack of diversity in representation:** seems exclusive, fails to reflect inclusivity.

**Over editing or heavy filters:** makes photos look artificial, erodes trust in authenticity.



Low-quality image



Cropped heads



Dark image



Excessive zoom and lack of context

# Employer Brand Design Elements

## Motion



# Employer Brand design elements

## Motion

Motion elements within the Employer Brand follow the Hero Brand design principles

1. The first is that motion should be precise. Elements move in a crisp, decisive way. They connect at precise points to evoke the lean, driven thinking behind our brand.
2. Motion should feel vibrant. Elements move at higher speeds, in rich and vivid colors, to show the world our vibrant energy.
3. Motion should also feel connective. Nature works in systems, and our connective principle informs how our elements move together in systems and patterns.
4. Motion should feel responsive. Responsive isn't just about reaction—it comes alive in the way our elements grow as offshoots, mimicking the tendrils that inspire our name.

Additionally, Employer Brand motion will always be left to right, in a forward movement.



Progress with purpose animates from left to right.

The Progress Bar animates from left to right.



Progress with purpose animates from left to right.

The Progress Bar animates from left to right.

The photography of Kyndryls animates left to right.

# Employer Brand design elements

## Motion

The Progress Bar can be static or animated.

The bar should never be altered.

The height of the bars is always the same.

Do not fill the bars with photos or letters.



The Progress Bar animates from left to right.

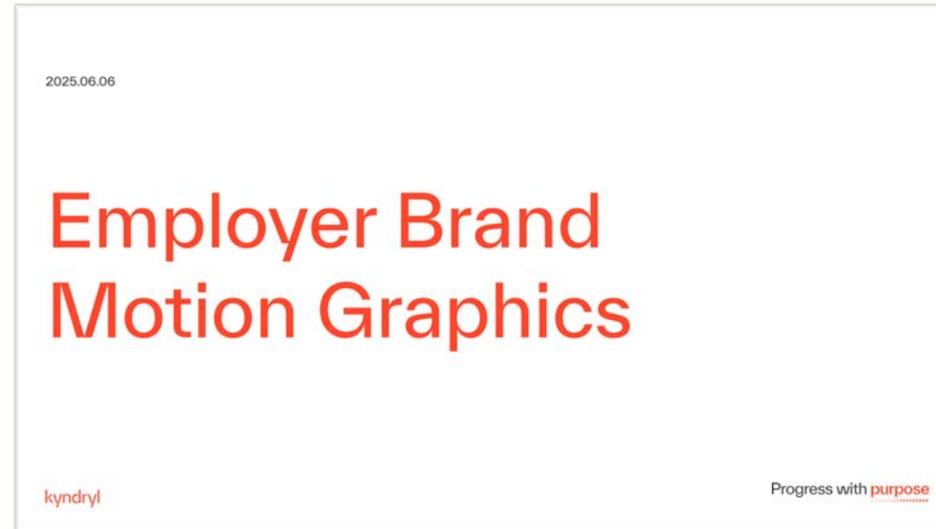


# Employer Brand design elements

## Motion

Motion graphics within videos follows the same principles.

- Intros: open with the *progress with purpose* animation or graphic. Use EB\_Stacked\_ProgressBar\_IntroName\_12.mogrt
- Transitions: animate left to right – do not reverse motion . Use Kyndryl\_EB\_Connective\_Transition.mogrt or Kyndryl\_EB\_ProgressBar\_Wipe.mogr
- Lower Thirds: Use Kyndryl\_EB\_L3\_Primary.mogrt or Kyndryl\_EB\_L3\_Alt.mogrt
- Lower thirds should be applied at the beginning of the video, shortly after the intro animation.
- End Frames: close video with the *progress with purpose* full frame bumper. Use Kyndryl\_PWP\_ProgressBar\_Main\_02.mp4



The Employer Brand Motion Graphics presentation has examples of all approved motion graphics.

[pwp Motion Graphics Final 20250530.pptx](#)

# Employer Brand design elements

## Video Specs

Using a mix of first-person perspective and close/mid-range shots allows us to bring progress with purpose to life by making it deeply personal and human. By capturing individuals working in various environments—whether at home, within their community, or in Kyndryl offices globally—we illustrate that progress is not just a corporate goal but a personal journey. This approach emphasizes that progress with purpose is experienced by real people in real situations. This unified approach brings the concept of progress with purpose to life, showing that it's both a collective and personal endeavor, rooted in the daily lives of Kyndryl employees.

Casual environments—such as a kitchen with a coffee mug, a break room, or an outdoor patio—present Kyndryl employees as approachable and grounded. These settings reflect the human side of Kyndryl, allowing for a seamless transition into more intimate, personal narratives that embody the overarching theme of progress with purpose.

B roll should be kept authentic, and include employees in various, real-world scenarios. Subjects should always be shot from the front, avoiding any backs, or extreme side angles.



# Employer Brand design elements

## Camera Specs

- Aspect ratio: 16:9
- Quality: 4K UHD
- Frames per second (FPS): 23.98 (A-roll)  
48+ (B-roll, slow-motion)



# Employer Brand design elements

## Hero Shots

Our goal is to establish a personal connection with our audience. This is achieved through the use of two cameras.

The A cam is positioned directly in front of the subject and locked off, creating a direct, intentional visual connection. This invites the viewer into the conversation and adds a layer of authenticity. The camera should feel close, with the subject “camera aware”, or looking into the lens.

The B cam, placed at a ¾ angle, and a slightly tighter frame. Though not required to be used, this B cam provides an intimate cutaway when b roll coverage does not allow.

A 3-point lighting system should be used whenever possible, giving a soft, natural. lighting style. Soft key light, with hair light/backlight to provide a balance, authentic look.



A Cam



B Cam

# How the system works



# Employer Brand design elements

## *Progress with purpose* artwork

**Logo Placement:** The Kyndryl logo must be present in any layout where *Progress with purpose* is used.

The Kyndryl logo should not be locked up with the *Progress with purpose* artwork but positioned separately within the same layout, adhering to our established branding guidelines.

**Text Formatting:** The primary layout of *Progress with purpose* is on a single line. In narrow or square executions, the stacked layout is used.

**Visual Pairing:** *Progress with purpose* must be aligned with adjacent photography or a color block to create a balanced and visually appealing layout.

Use a uniform space between the edge of the progress bar and the image of 1 padding unit and match the 68° angle of the progress bar.

kyndryl.

1.

kyndryl.

progress with purpose



Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna aliquam.

2.

progress with purpose



3.

kyndryl.

progress with purpose



# Employer Brand design elements

*Progress with purpose* artwork with logo placement

## Logo Placement:

The default logo placement is in the top left corner of the asset.

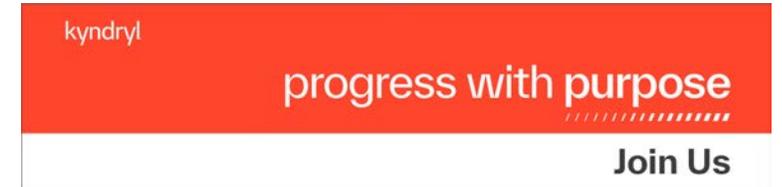
The logo can be aligned to the “P” in progress but is not locked in that position.

The logo can be offset from the *Progress with purpose* artwork. It is dependent on the context of the asset placement.

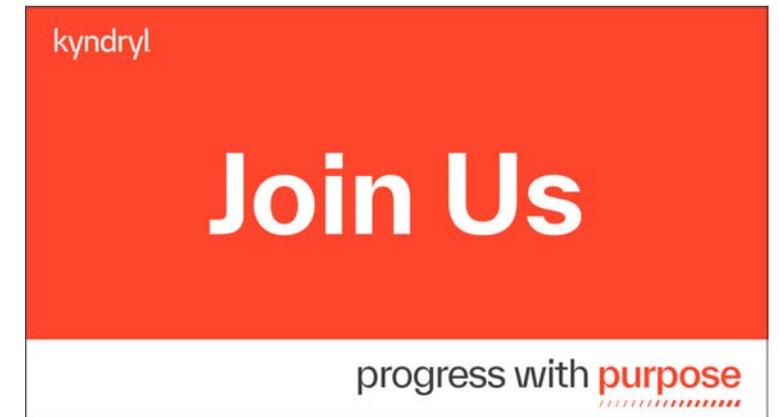
The Kyndryl logo has its own positional standards (safe space, placement over background, etc). Consult the Kyndryl Brand Standards for more information.



Social tile with aligned logo



Profile banner with offset logo



Social tile with offset logo

# Employer Brand design elements

*Progress with purpose* artwork and the Progress Bar

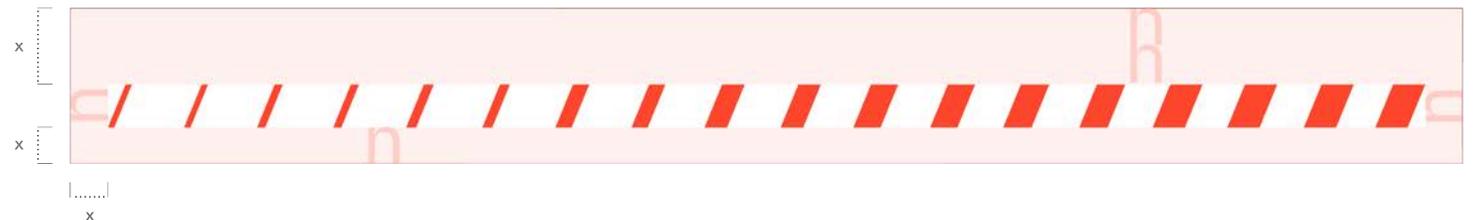
The progress bar sits under the word *purpose*.

When the *Progress with purpose* artwork is not used, the Progress Bar can be added as a graphical element that spans the width of the creative.

When used as a graphical element, ensure the correct safe space is positioned around the bar.

The Progress Bar may span over photography but should not interfere with the photograph subject.

If the creative is wider than the Progress Bar, center the bar within the width of the media.



# Employer Brand design elements

## *Narrow Creative*

When used with narrow creative such as email or website header...



Regular Progress Bar height



Modified Progress Bar for use with wide/narrow creative



Glass Door modified Progress Bar profile header

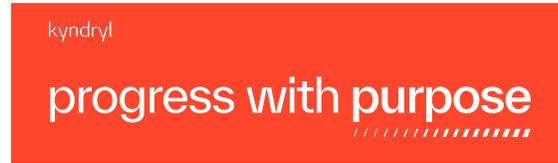
# Employer Brand design elements

Progress with purpose artwork and the Progress Bar

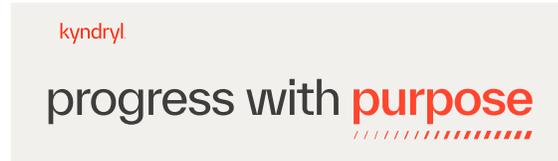


**DO NOT** allow the Progress Bar to obscure the subject of the photo.  
**DO NOT** alter the scale or number of the Progress Bar.

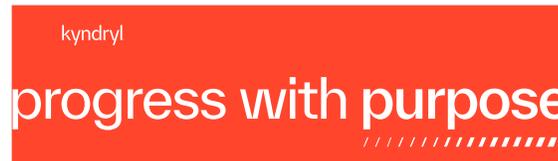
progress with **purpose**  
//////////



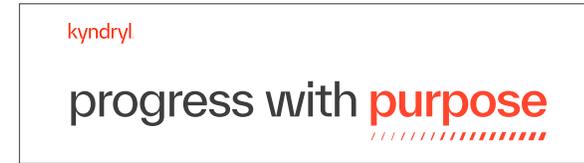
**DO** use warm red as an alternative to white backgrounds with an all white on the key message and a white progress bar.



**DO** use other accessible colored backgrounds as alternatives to white when necessary.

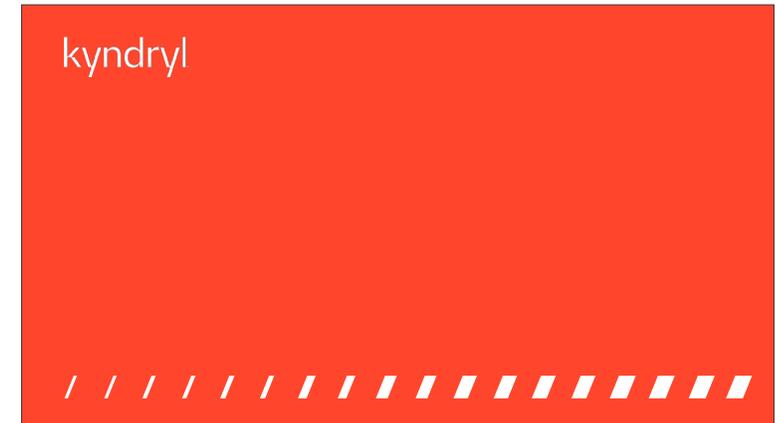


**DO NOT** place the logo too close to the edges. Allow for the proper amount of clear space.



**DO** separate logo from message.

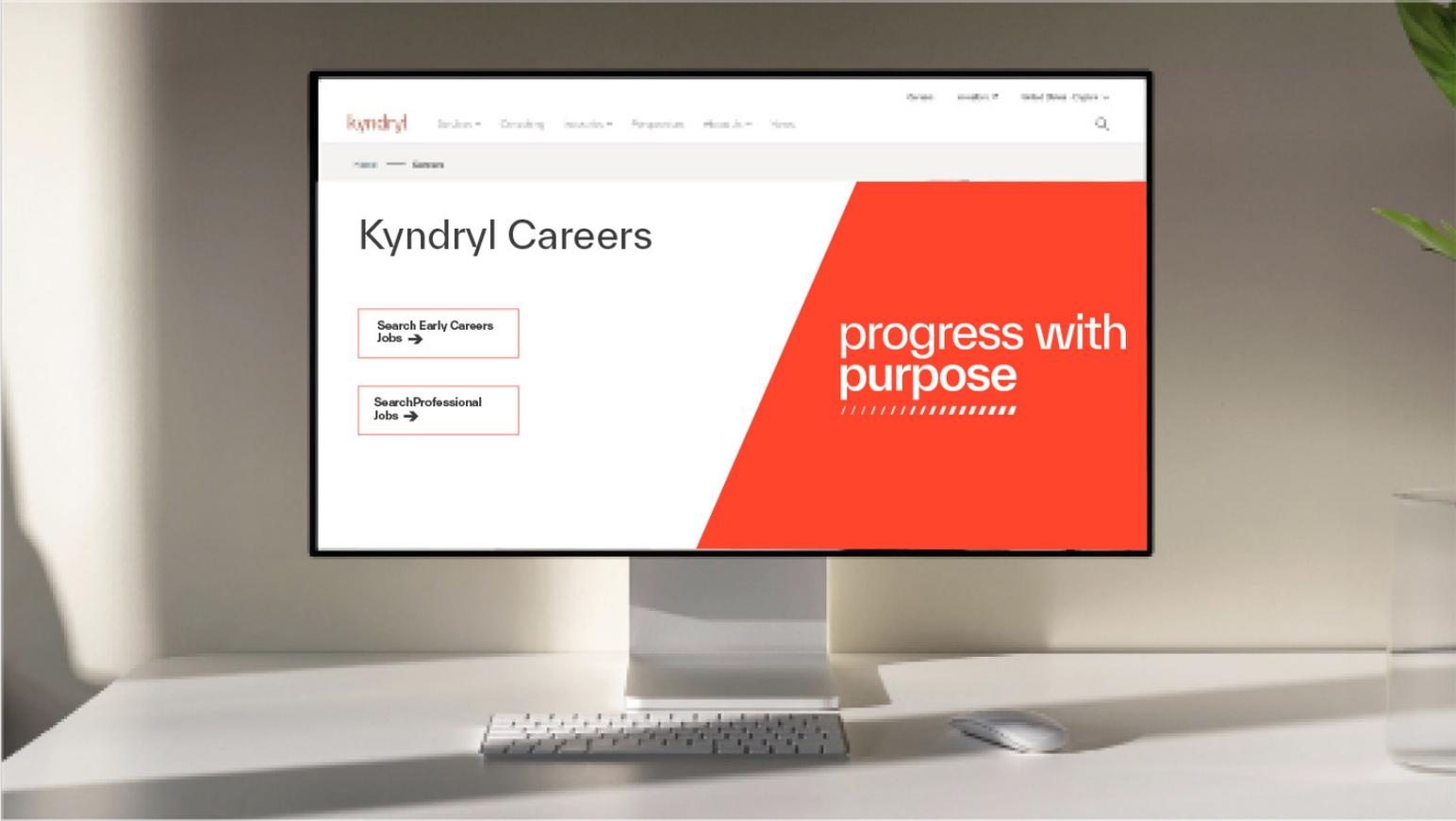
kyndryl.



# Examples of progress with purpose in action



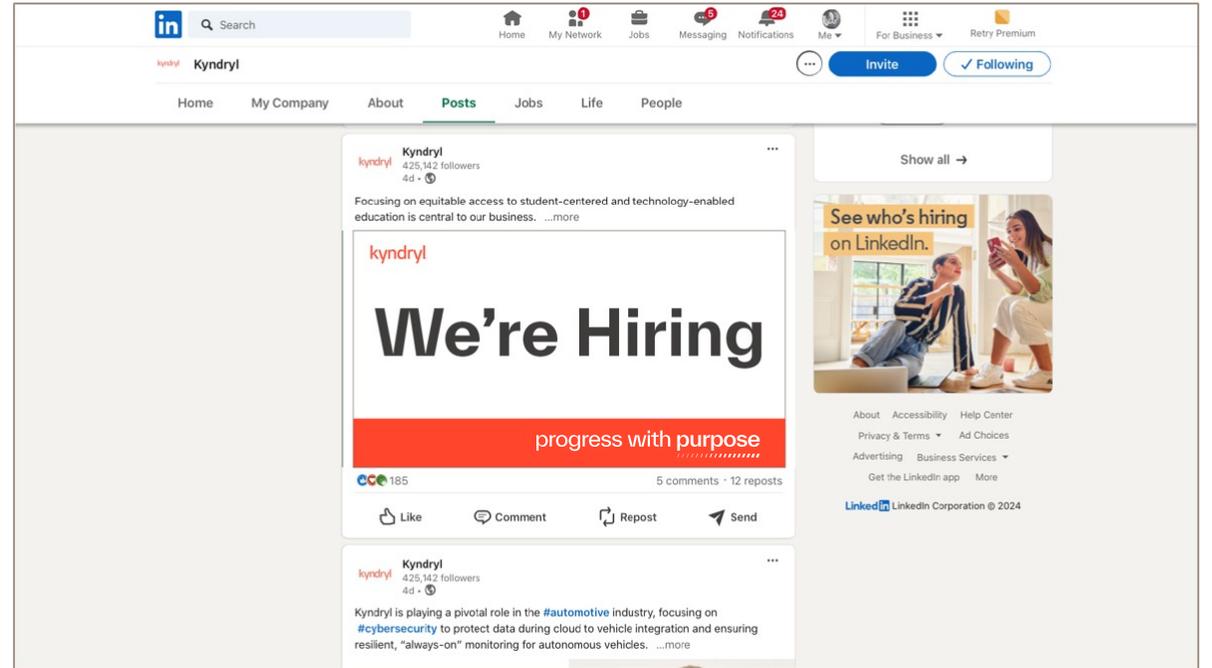
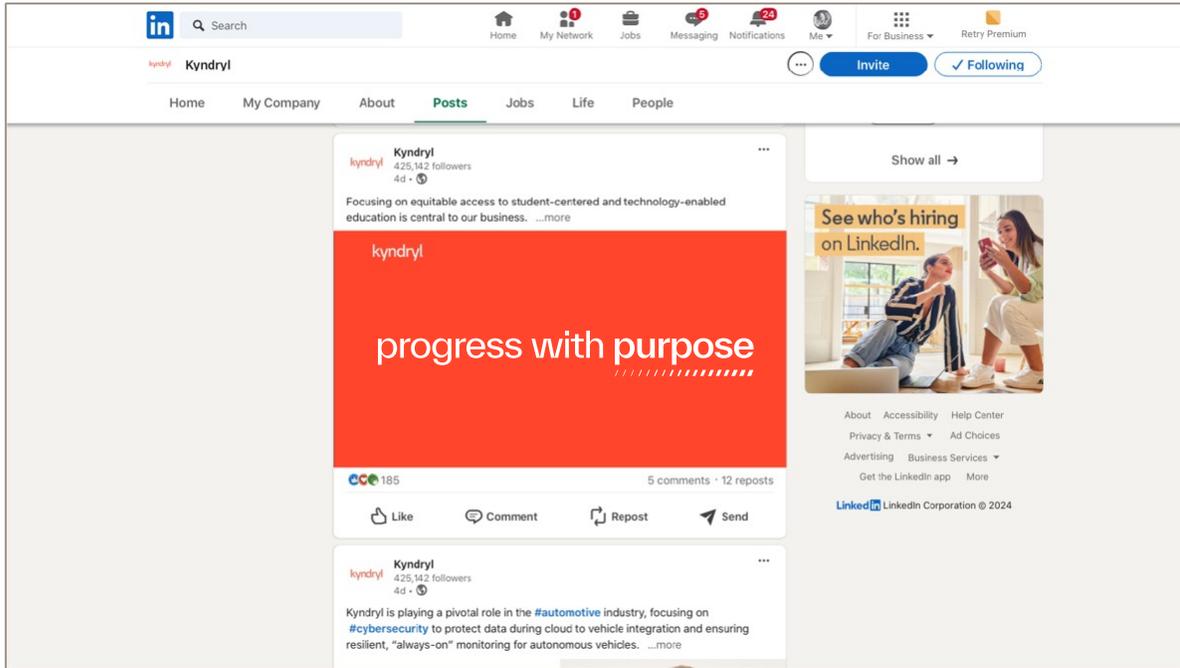
# Website Banner



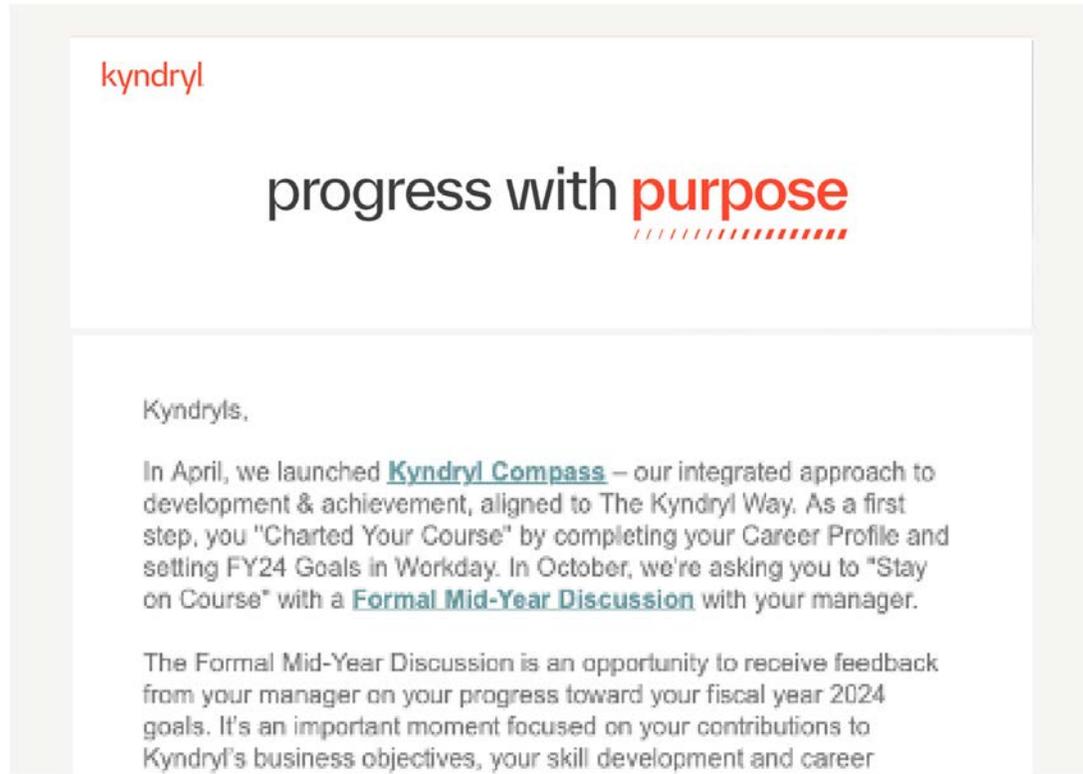
The screenshot shows a LinkedIn profile for Ann Boza. At the top left is the LinkedIn logo and a search bar. The navigation bar includes icons for home, network, jobs, messages, notifications, and profile. The profile header features the company logo 'kyndryl.' and the tagline 'progress with purpose' in a large font. Below this is a red banner with the text 'We're Hiring'. A circular profile picture of Ann Boza is on the left. To her right, her name 'Ann Boza' is displayed, followed by her title 'Vice President, Marketing Leadership Kyndryl' and location 'New York'. There are buttons for 'Send message', '+ Follow', and 'More'. Below the profile information, a 'Profile level: Advanced' section shows a progress bar with a checkmark and a star icon. On the right side of the profile, there are two placeholder cards for other profiles, each with a blue circle and square, a 'Follow' or 'Connect' button, and some placeholder text.

The screenshot displays the Glassdoor website interface for the Kyndryl company profile. At the top, the Glassdoor logo is on the left, and navigation links for 'Community', 'Jobs', 'Companies', and 'Salaries' are in the center. On the right, there are search and notification icons. The main header area features the Kyndryl logo (a red square with 'kyndryl' in white) and the slogan 'progress with purpose' in black and red text. Below the header, the company name 'Kyndryl' is prominently displayed, followed by a 'Verified Engaged Employer' badge. To the right of the name are 'Follow' and 'Add a review' buttons. A horizontal menu lists various metrics: Overview (selected), Reviews (4.3K), Jobs (431), Salaries (7K), @Kyndryl (50), Interviews (275), Benefits (1.3K), Photos (25), and Diversity (3.3K). The 'Kyndryl overview 3.8 ★' section provides key details: the website 'www.kyndryl.com/careers', 10000+ employees, 'Type: Company - Public [KD]', and 'Revenue: Unknown / Non-Applicable'. It also lists 'New York, NY' as a location, '9 Locations' in total, and 'Founded in 2021'. The company's industry is 'Information Technology Support Services'. A descriptive paragraph states that Kyndryl is the world's largest provider of IT infrastructure services. A 'Mission' statement follows, emphasizing a focus on people and technology. On the right side of the overview, there is a testimonial snippet from 'Janine Smith' and a promotional message for 'Company Bowl™' anonymous work chats, accompanied by a search bar labeled 'Find your company'.

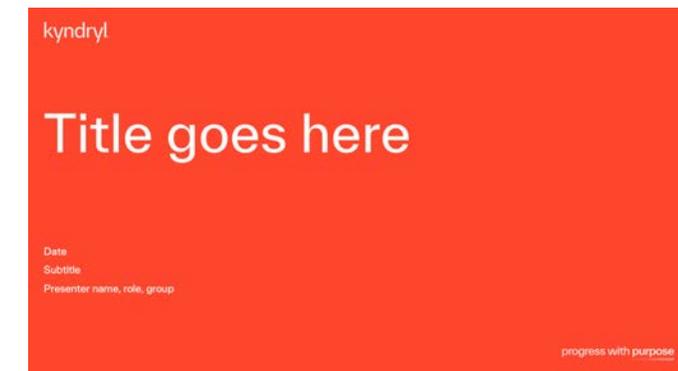
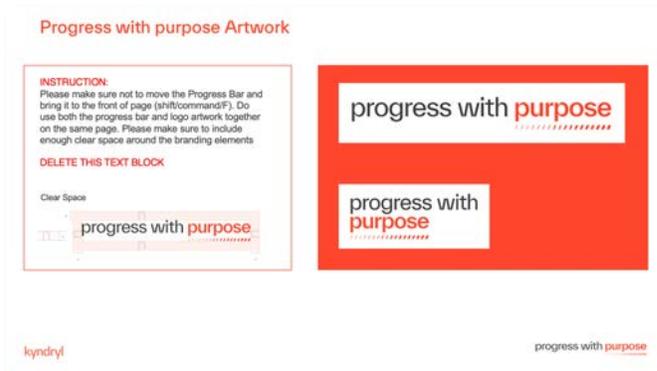
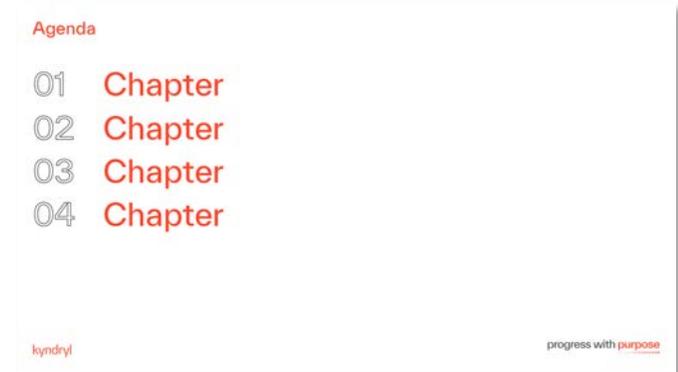
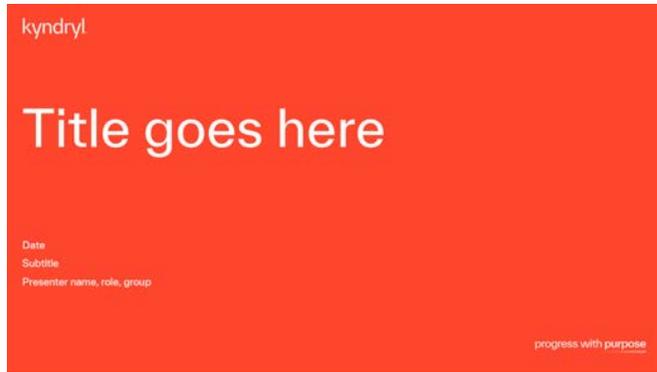
# Social Tiles



# Email Banner



# Powerpoint Template



# Messaging



kyndryl.

Thank you.

kyndryl.