

Cornerstone Brand Guide

**Why this
guide matters**

Cornerstone empowers people to be their most extraordinary. We bring organizations and their people together to achieve extraordinary things at work, and be a force of good in the world. Advancing that vision depends on the effectiveness of our communications.

We live in an attention-demanding world, bombarded with messages across an unprecedented array of platforms. For Cornerstone to break through and connect with our audiences, we express ourselves with a clear, singular brand voice.

These guidelines help you create the Cornerstone brand expression so that your particular assignment strengthens our larger brand story, while addressing your specific objectives and audiences.

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Who we are

Who we are

Vision, mission,
purpose

Our vision describes what we seek to create in the world as a company.

Our mission connects how we work to achieve our vision with the goals we share with our customers.

Our purpose expresses our core values, and is the simplest description of why we exist.

Vision

Bring organizations and their people together to achieve extraordinary things at work and be a force of good in the world.

Mission

Cornerstone uses technology and insight to inspire a work environment defined by individual growth and collective success.

Purpose

Empower people to be their most extraordinary — at work and in the world.

Who we are

Positioning
and value
proposition

Our statement of positioning sets out the promise we make to our audiences relative to their needs and desires, while it illuminates how we're different from our competitors.

Our value proposition describes the key advantages our customers gain from the solutions we provide.

Positioning

We make work a place that works for everyone by unifying people, business and technology to create an environment that inspires growth, productivity, and success for all.

Value proposition

Cornerstone powers the future ready workforce with a system of work that works for everyone.

Who we are

Brand DNA

In the early twentieth century, psychiatrist Carl Jung developed archetypes as a tool to better understand people and the desires that motivate them.

Working in reverse, we know our audiences' primary desire is understanding. That tells us which archetype embodies the core of our brand personality – the Sage.

To add an edge to our personality and further separate our brand from competitors, we identified the desire of freedom that connects to how we're different: providing a system of work that works for everyone on their own terms. Freedom reflects the Explorer archetype.

	Customer Desire (70%)	Differentiator (30%)
Archetype	The Sage	The Explorer
Desire Evoked	Understanding	Freedom
Brand Voice	Knowledgeable Assured Guiding	Exciting Fearless Daring
Example Brands	Google BBC University of Oxford	The North Face Jeep Patagonia

Who we are

Attributes
and personality
traits

Attributes describe the important characteristics that define our company and separate us from our competitors.

Building on our brand DNA, the personality traits add nuance to how our brand is expressed.

Attributes

Proud of our heritage and history

Trusted/proven pioneer
(paved the way before and will do it again)

Excited and optimistic about our future

Technology innovator

Purpose-driven

Intelligence powered by AI and data insight

Confident in our convergence of broad industry capabilities with people-growth specialization

Deep understanding of global culture and local know-how

Personality traits

Relatable

Earnest

High integrity

Trustworthy

Risk taker

Growth minded

Dreamer

Authentic

Genuine

Purposeful innovator
(not tech for tech's sake)

Empathetic

Anticipatory

Attentive

Insightful

Verbal expression

Verbal expression

Audiences

Our customers want to empower their people and their businesses with the technology, experiences, and insights they need to develop, grow, and succeed. Here are the types of organizations and individual roles that comprise our key audiences.

Target market

We enable senior business leaders at people-first organizations in HR-aware markets to achieve their transformation objectives and improve business performance with a more connected, inspired, productive workforce.

Primary audience

Talent leaders who want to affect positive change and drive collective success for their people and their organizations.

Secondary audiences

Line of business leaders

C-Suite

Industry influencers

Cornerstone employees — as our ambassadors

**Verbal
expression**
Audiences

Our audiences are motivated by emotional triggers that relate to their roles as talent leaders in their organizations.

Audience motivators

Overwhelmed by a high volume of choices and options — simplify it for me.

Desire to be recognized as a hero. HR is more than back office — they want to be seen as business leaders.

FOMO — fear of missing out — flips a fear of falling behind to a positive when it involves talent development as a smart way to propel an organization forward.

Attainable dreams help them feel empowered and inspired.

Verbal expression Messaging

Our key messages comprise the story behind our rebranding.

Key messages

We are passionate about connecting people-growth with business success.

We are exclusively focused on the needs of talent leaders.

We are committed to helping talent leaders build a future-ready workforce that can adapt, grow, succeed together, and make a positive impact in the world.

We believe work needs to be a place that works for everyone.

Cornerstone's system of work unifies people, business, and technology to create an environment that inspires growth, productivity, and success for all. It's where:

Everyone in the organization shares a common language of success.

Every individual can create a growth path that's as unique as they are.

Everyone is empowered to work with autonomy, freedom, creativity, and agility.

Cornerstone delivers the only skills-forward, AI-powered, experiential HR technology for the modern workforce.

We are the "people data titans." That means our purpose-built AI engines integrate data from 75 million users across content, skills, and experiences, with external data from everywhere. This improves efficiency for talent leaders, and creates better experiences for people.

**Verbal
expression**
Messaging

Differentiators highlight what is unique about our philosophy, approach, and the solutions we provide.

Differentiators

20 years of proven global leadership in learning and talent development

Obsessed with uniting people-growth and business success

Delivering an environment at work that works for everyone

Driven by helping talent leaders meet the future of work

Innovating with skills-forward, AI-powered, experiential HR technology for the modern workforce

Verbal expression

Tone

Our tone of voice in written or spoken form reflects the pillars of the Cornerstone brand described in previous section, Who we are. As a writer, you become an avatar of our brand, speaking for all of Cornerstone, conveying our personality through the tone of voice described here.

Human

Our writing is approachable, warm, relaxed, and rooted in everyday life. It's conversational — if you wouldn't say it out loud, don't write it. And if you would say it, there's probably a way to write it. Don't be afraid to strike an emotional chord or be occasionally playful.

Direct

Our language is focused, straightforward, and easy to follow. Replace jargon with words everyone is likely to know. Respect your readers' time and don't be vague. Just say what you mean.

Inspiring

Like our customers, Cornerstone is alive with the creative energy of building something new, and that spirit infuses how we communicate. Our tone can be vibrant and refreshing, especially when we talk about the benefits of our solutions.

Understanding

Our audiences include talent leaders with big challenges, goals, responsibilities. Start from where they're at, and let empathy for their situations shine through. While we're proud of what we offer, we're also humble in respect to their everyday, real-life realities.

Dependable

As a leader in our industry, we do what we say we'll do. That means our tone conveys an earnest commitment to our professional standards. Avoid humor for its own sake because it can sometimes feel disrespectful to the responsibilities of our audiences.

Verbal expression

Editorial style

To write successfully in the Cornerstone tone of voice, make it relatable, straightforward, and accessible. A general reader without specialized knowledge should be able to easily understand your text. Keep these directions top-of-mind: use the direct, active voice, avoid jargon, and use contractions whenever it feels natural and conversational.

Direct voice

We speak to our customers directly and informally, using the second-person singular “you.”

- ✓ *Like this:* **We help you build a workforce that can adapt, grow, and succeed together.**
- ✗ *Not this:* **We help our customers build a workforce that can adapt, grow, and succeed together.**

Active voice

When the subject of the sentence performs the action, you’re writing in an “active voice.” In most situations, avoid using a “passive voice.” That’s when the subject is acted upon.

- ✓ *Like this:* **Everyone shares a common language of success.**
- ✗ *Not this:* **A common language of success is shared by everyone.**

Avoid jargon

Insider terminology, acronyms, and initialisms can create barriers to understanding. Try to replace specialized terminology with common words. Where you can’t, or in situations where that’s not appropriate, be sure you define any terminology near its first appearance in the text.

- ✓ *Like this:* **One way microlearning – bite-sized, timely, and highly specific training – produces results is by tackling the most significant problems found in traditional approaches.**
- ✗ *Not this:* **One way microlearning produces results is by tackling the most significant problems found in traditional approaches.**
- ✓ *Like this:* **Learning Management System customers face a range of challenges today. LMS leaders are striving for flexibility...**
- ✗ *Not this:* **LMS customers face a range of challenges today. LMS leaders are striving for flexibility...**

Contractions

Contractions help written text feel more like conversation — they're friendlier and more relaxed. Keep the desired Cornerstone tone in mind as you write, but use your judgement regarding your particular assignment.

- ✓ *Like this:* **When people complain about open space, it's because there's only one space where they do everything.**
- ✗ *Not this:* **When people complain about open space, it is because there is only one space where they do everything.**

Verbal expression

Editorial style:
Preferred vocabulary

Here is guidance on how to use our name in written form, along with a few of the specific word choices we use.

Company name

Our brand name is **Cornerstone**, and that is how we refer to ourselves. In any written form we always capitalize the “C.” Our logo has a lowercase “c” but don’t confuse the logo with written situations like headlines or text where this rule always applies.

The name of our legal entity is **Cornerstone OnDemand, Inc.** and our NASDAQ trading symbol is **CSOD**. Use the legal name when it’s necessary or appropriate, but otherwise use “Cornerstone.” Do not use “CSOD” to refer to the company.

Customers and people

We refer to the organizations that buy our products as **customers**. We also refer to an individual buying our products as a **customer**.

Our customers might label themselves as companies, institutions, nonprofits, or something else. When we need a general term, we refer to them as **organizations**.

We refer to the employees working for our customers as **people**. We generally avoid referring to them as “employees”. Remember, many organizations work with a mix of employees, contractors, and others who don’t fit the strict definition of “employee.”

When we need a singular term for all the people working for an organization, we refer to them as the **workforce**.

Verbal expression

Editorial style:
Capitalization,
punctuation,
spelling

Here is guidance on the capitalization and punctuation styles we follow.

Capitalization

In most written communications, too many capital letters makes reading harder because they become visually distracting. Text in all caps is especially difficult to read.

Avoid using all caps in headlines, subheads, and text — or any situation where a reader needs to follow an idea from beginning to end. It's acceptable to use all caps in situations with one or two words, such as in a button on a website, and for acronyms and initialisms.

For headlines and subheads, use sentence case. That means use a capital letter for the first word, and lowercase for all the words that follow. Sentence case is more relaxed, more conversational, and easier to scan.

- ✓ *Like this:* **Smart for business and great for people**
- ✗ *Not this:* **Smart for Business and Great for People**

Commas

Use the Oxford comma (also known as the serial comma) in sentences containing a list of three or more things.

- ✓ *Like this:* **Cornerstone helps companies recruit, develop, manage, and engage their people.**
- ✗ *Not this:* **Cornerstone helps companies recruit, develop, manage and engage their people.**

Ampersands

Use ampersands when they're part of a proper name, such as AT&T, and in abbreviations like R&D for Research and Development — notice there are no word spaces around the ampersands in these instances.

Do not use an ampersand to replace “and” in a sentence.

Verbal expression

Editorial style:
Capitalization,
punctuation,
spelling

En and em dashes

En dashes (–) are used to indicate a range of number or dates, such as 15–30, or July 10–August 9. They can also be used in compound nouns like the US–Canada border. In these situations, be sure you’re not mistaking a hyphen for the en dash, and do not put spaces before and after the dash.

Em dashes (—) are used to offset an aside in a sentence. Be sure to include a word space before and after the em dash.

- ✓ *Like this:* **Here are resources to help you – and your organization – adapt in changing times.**
- ✗ *Not this:* **Here are resources to help you—and your organization—adapt in changing times.**

Percent signs

Percent signs (%) can be used in charts, graphs, or situations where a percentage indicated with numerals is not part of a sentence. We also make an exception for use of percent signs in headlines when space is an issue. However, in sentences, subheads, and most other text situations, always spell out the word “percent.”

Spelling

Use American spelling for communications intended for a general, global audience. If you’re creating materials for a particular country or region, use the spelling that’s most predominant there.

Verbal expression

Fixed verbal
components:
Tagline

The Cornerstone tagline captures
our key differentiation — helping
talent leaders and their people
meet the future of work.

Power the future ready workforce

Verbal expression

Fixed verbal
components:
Company
descriptors

Our standard company description
— or boilerplate — can be used
wherever a summary description of
what Cornerstone offers is needed.
Also included here is the standard
opening for press releases,
along with the descriptors we use
to indicate our industry sector.

Standard company description

Cornerstone powers the future ready workforce, with adaptive HR software designed to unite people, teams, technology, and business, and inspire a work environment of growth, agility and success for all. With an AI-powered and skills-forward system designed for the contemporary workforce, we help organizations modernize the learning and development experience, deliver the most relevant content from anywhere, accelerate talent and career mobility, and establish skills as the universal language of growth and success across the business. Cornerstone serves over 6,000 customers and 75 million users, and is available in 180 countries and 50 languages. For more information, visit www.cornerstoneondemand.com.

Press release descriptor

Cornerstone OnDemand (NASDAQ: CSOD), a leader in adaptive HR software solutions that power the future ready workforce, announced today...

Category descriptors

Functional top-level category

HCM

Sub-category

Adaptive HCM

Visual expression

Logo

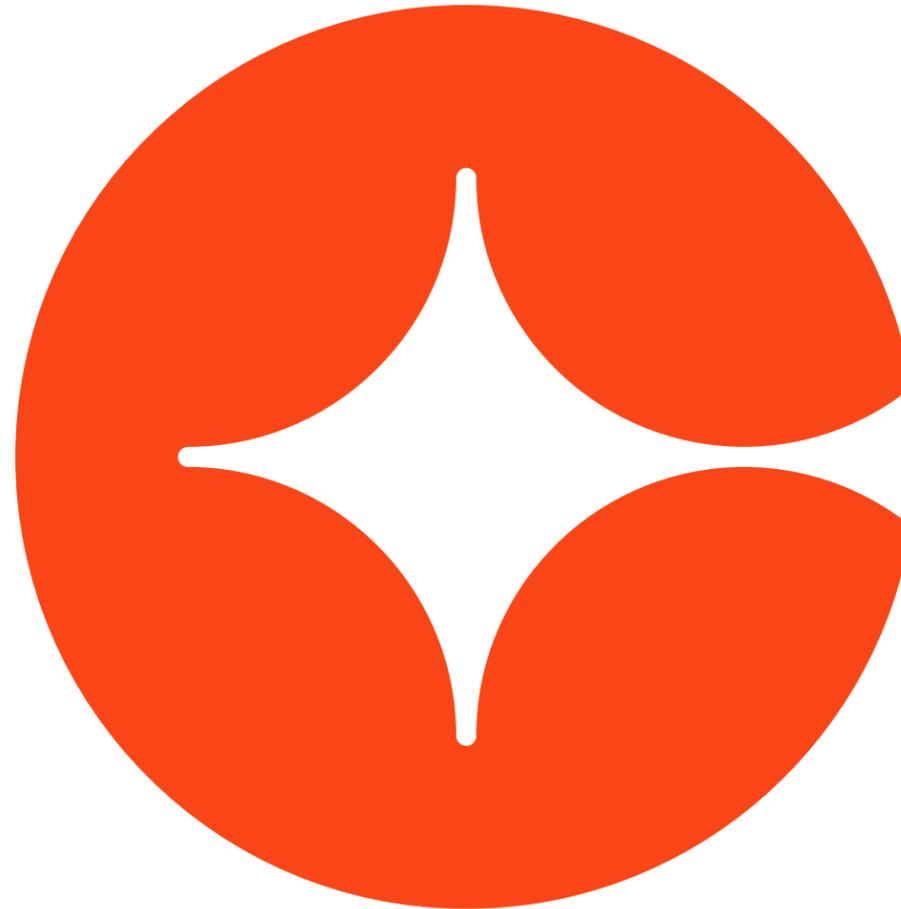
Logo Symbol

The Cornerstone logo symbol combines the letter C with a North Star at its center.

The symbol represents the “True North” of talent—revealing the way forward. In the absence of landmarks, the North Star will help you find your way, no matter where in the world you are. Like the North Star, Cornerstone guides the path and leads the way on your journey.

The Cornerstone logo symbol is a key element in the Cornerstone identity. As such, it must be used consistently and appropriately.

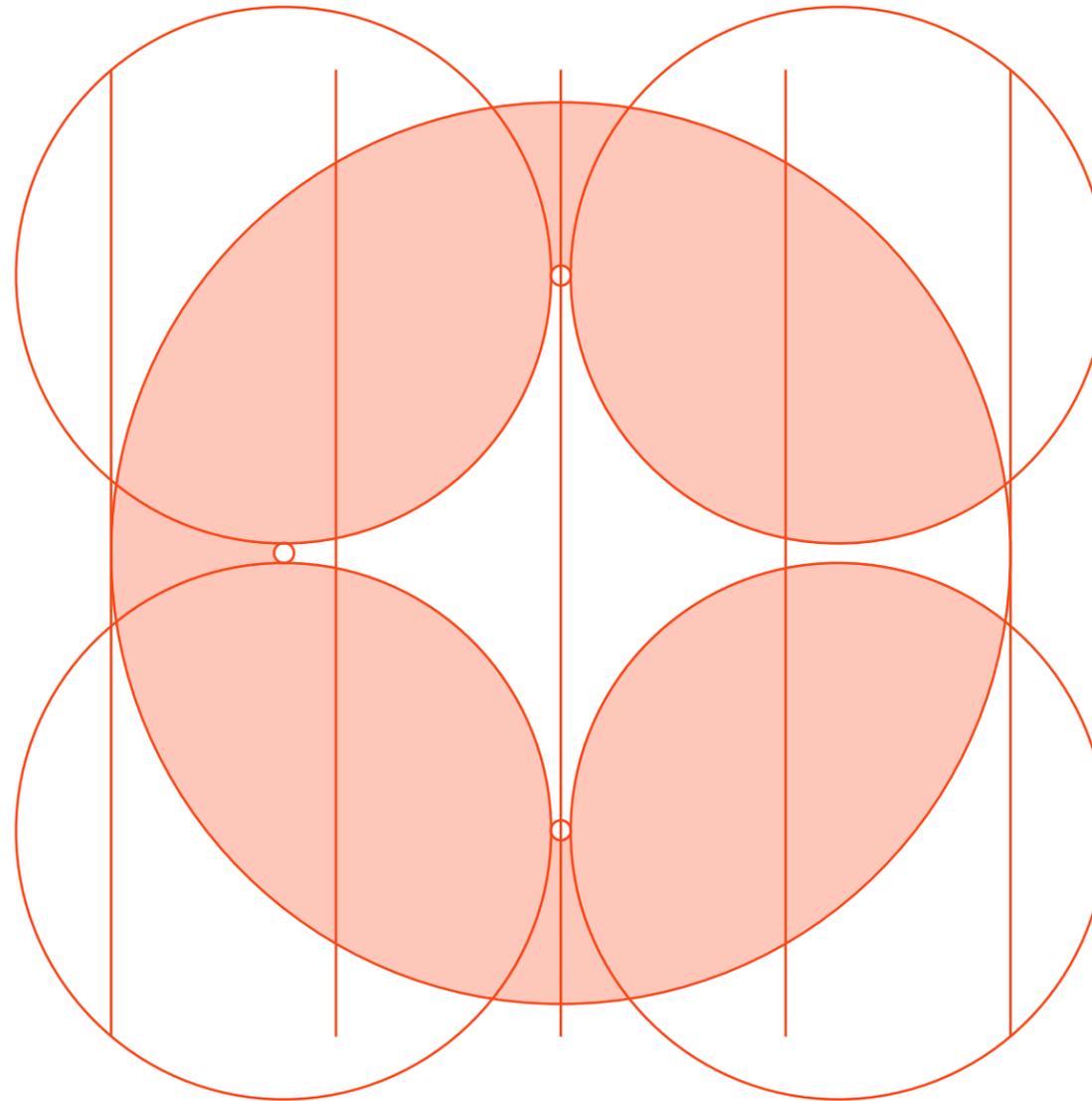
Please note that this symbol should not be used without the “Cornerstone” name in close proximity.



Logo

Symbol geometry

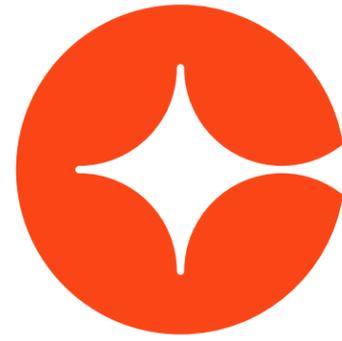
The Cornerstone logo symbol is simple, bold and warm. Its underlying form consists of pure geometries.



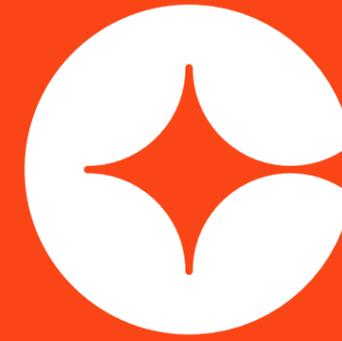
Logo

Symbol scaling

The logo symbol should always be scaled while maintaining its original proportions. The logo has been optimized to perform at large and small sizes. The minimum reproduction size of this logo is 20 px in height for digital and 1/4 inch in height for print use.



 Print minimum size: 1/4 in. tall
Digital minimum size: 20 px. tall

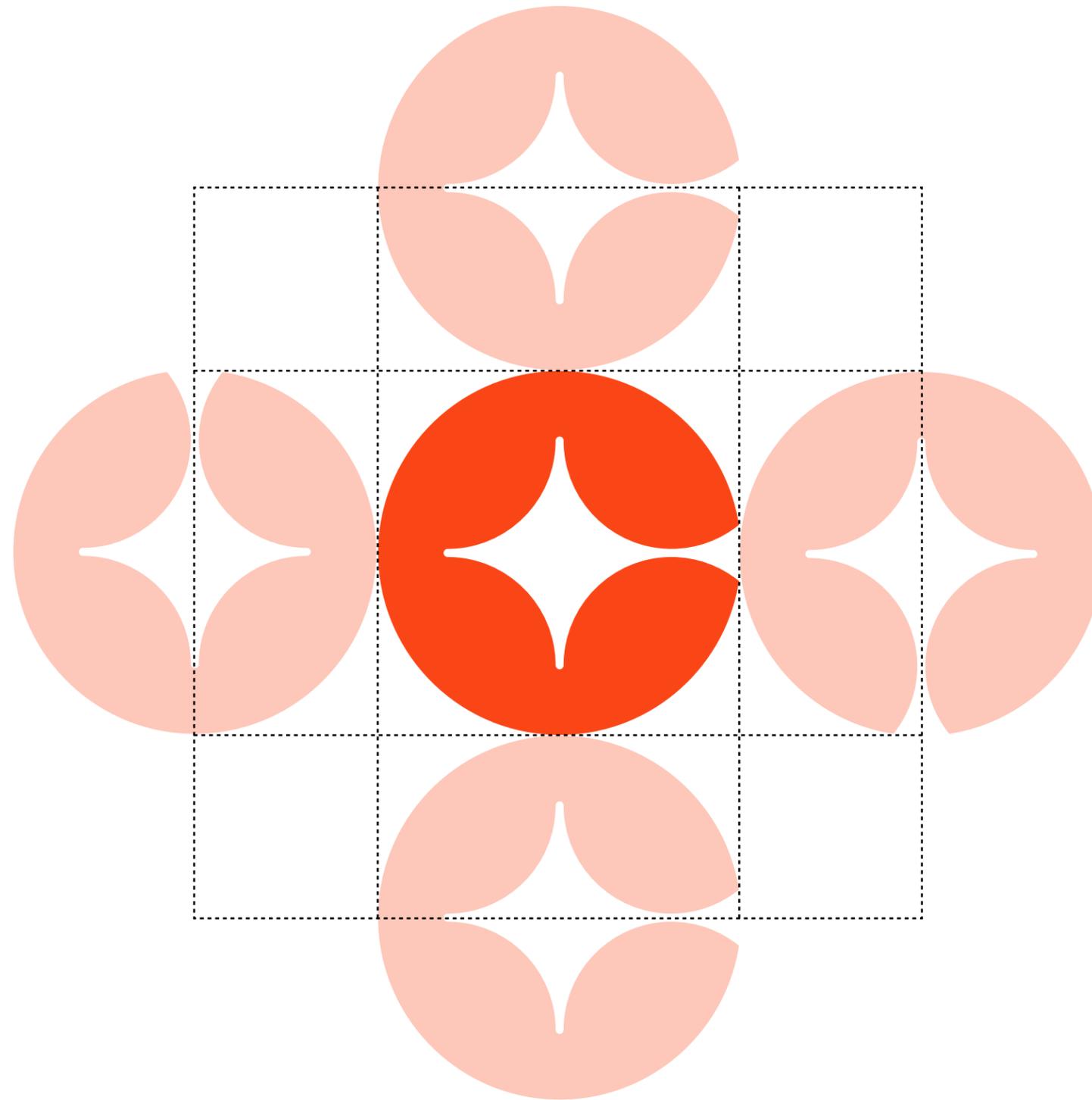


 Print minimum size: 1/4 in. tall
Digital minimum size: 20 px. tall

Logo
Symbol
clear space

Display the logo with a clear space around all four sides at all times.

Use half the height of the symbol to determine the clear space for the logo symbol.



Logo

App and social icons

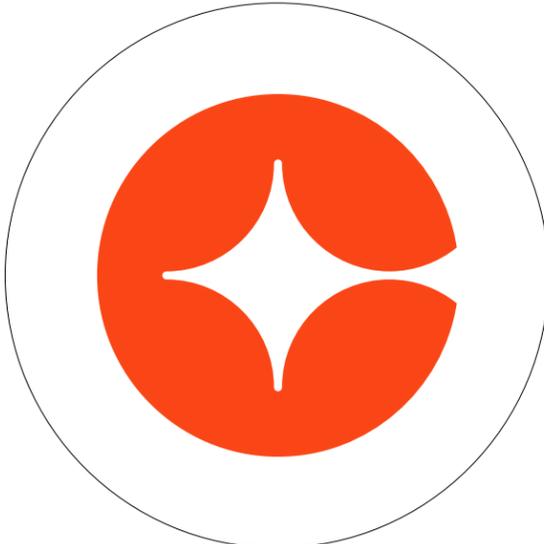
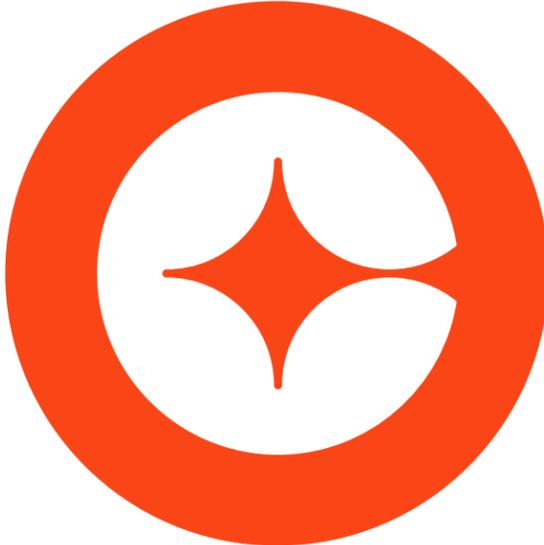
Recommendations for sizing of the symbol in the context of square and round icons. The symbol should be centered in all cases.

Please reach out to Cornerstone Creative if you have any questions about the use case for this asset.

Square format



Circle format



Logo

Horizontal lockup

A lockup is the intentional arrangement of a logo and its accompanying elements. It is a fixed relationship that should not change. In this case, the lockup refers to the pairing of the Cornerstone symbol and name. The name has been set with particular letter spacing and should not be recreated by simply typing it out.

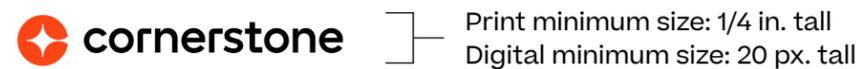
The lockup is the preferred logo format to use wherever possible.



Logo

Horizontal lockup scaling

The logo lockup should always be scaled while maintaining its original proportions. The logo lockup has been optimized to perform at large and small sizes. The minimum reproduction size of this logo lockup is 20 px in height for digital and 1/4 inch in height for print use.



Logo

Horizontal
lockup
clear space

Display the logo with a clear space
around all four sides at all times.

Use the height of the logo symbol
to determine the clear space for
the horizontal logo lockup.

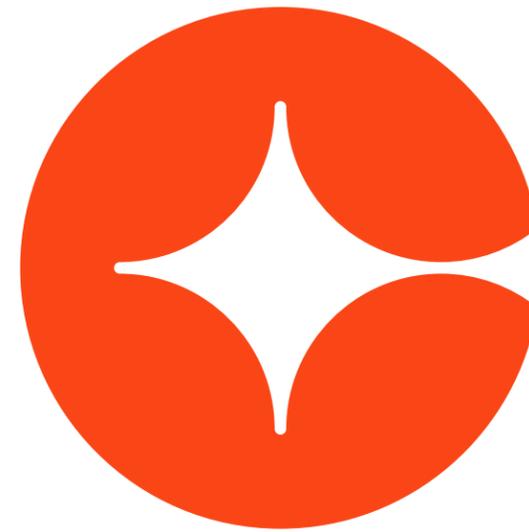


Logo

Vertical lockup

A lockup is the intentional arrangement of a logo and its accompanying elements. It is a fixed relationship that should not change. In this case, the lockup refers to the pairing of the Cornerstone symbol and name. The name has been set with particular letter spacing and should not be recreated by simply typing it out.

The lockup is the preferred logo format to use wherever possible.

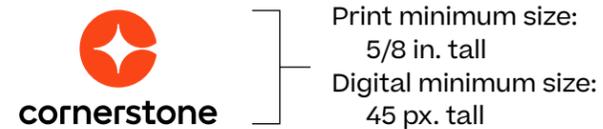


cornerstone

Logo

Vertical lockup scaling

The logo lockup should always be scaled while maintaining its original proportions. The logo lockup has been optimized to perform at large and small sizes. The minimum reproduction size of this logo lockup is 45 px in height for digital and 5/8 inch in height for print use.



Print minimum size:
5/8 in. tall
Digital minimum size:
45 px. tall



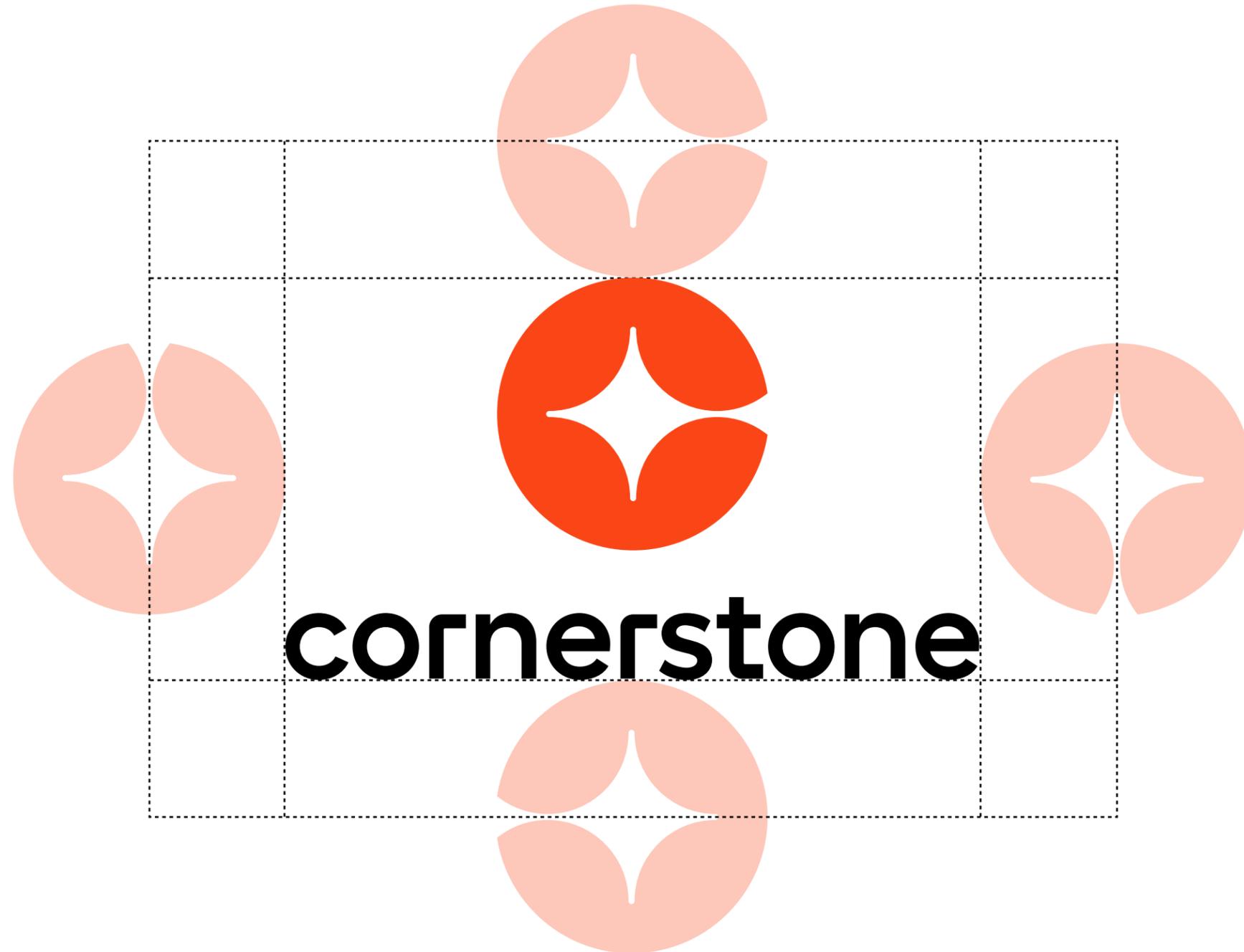
Print minimum size:
5/8 in. tall
Digital minimum size:
45 px. tall

Logo

Vertical lockup
clear space

Display the logo with a clear space
around all four sides at all times.

Use half the height of the logo
symbol to determine the clear
space for the vertical logo lockup.



Logo

Do's and don'ts

To maintain the value of the brand identity, never alter the Cornerstone logo symbol, logotype, or any of the lockups. Some common misuses are shown on this page.



Do use the logo files as provided.



Do not add graphic treatments.



Do not place the logo in a shape.



Do not distort the logo.



Do not place the logo on an angle.



Always make sure there is enough contrast between the logo and the background.



Do not apply colors that are not approved, including secondary colors, to the logo.



Do not alter the original proportions of the logo or use lockups that are not approved.



Do not outline the logo.

Logo

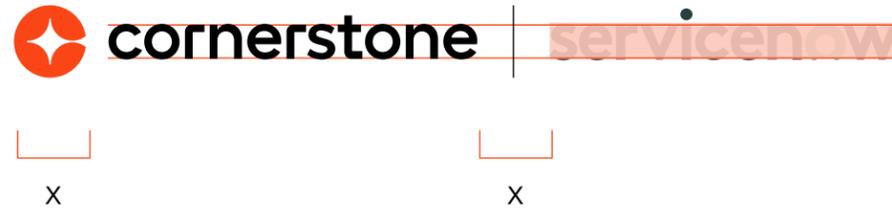
Lockup with partner logo

When the partner's logo has an elongated horizontal shape, match its height with the x-height of Cornerstone name.

When the partner's logo has shorter horizontal shape, square, or vertical shape, the height of the partner's logo is twice the height of the Cornerstone logo symbol.

Use a black line as a divider element.

Horizontal lockup



Vertical lockup



Visual expression

Color

Color Usage

A precise and controlled use of the color palette is the key to creating a sense of visual consistency across the Cornerstone identity.

Cornerstone Orange is the primary color of the Cornerstone brand, and should be the most dominant color across all applications.

The overall impression of the brand in the mind of the audience should be unambiguously Cornerstone Orange.

Neutral colors are used to support and enhance Cornerstone Orange, and can be used generously. Secondary and tertiary colors, however, should be used very sparingly to prevent these colors from clashing or competing with Cornerstone Orange. Graphics or texts that contain important content (especially content that pertains to the Cornerstone brand) should never be set in secondary or tertiary colors.

Color

Primary color

Cornerstone Orange

PMS 172 C / 172 U

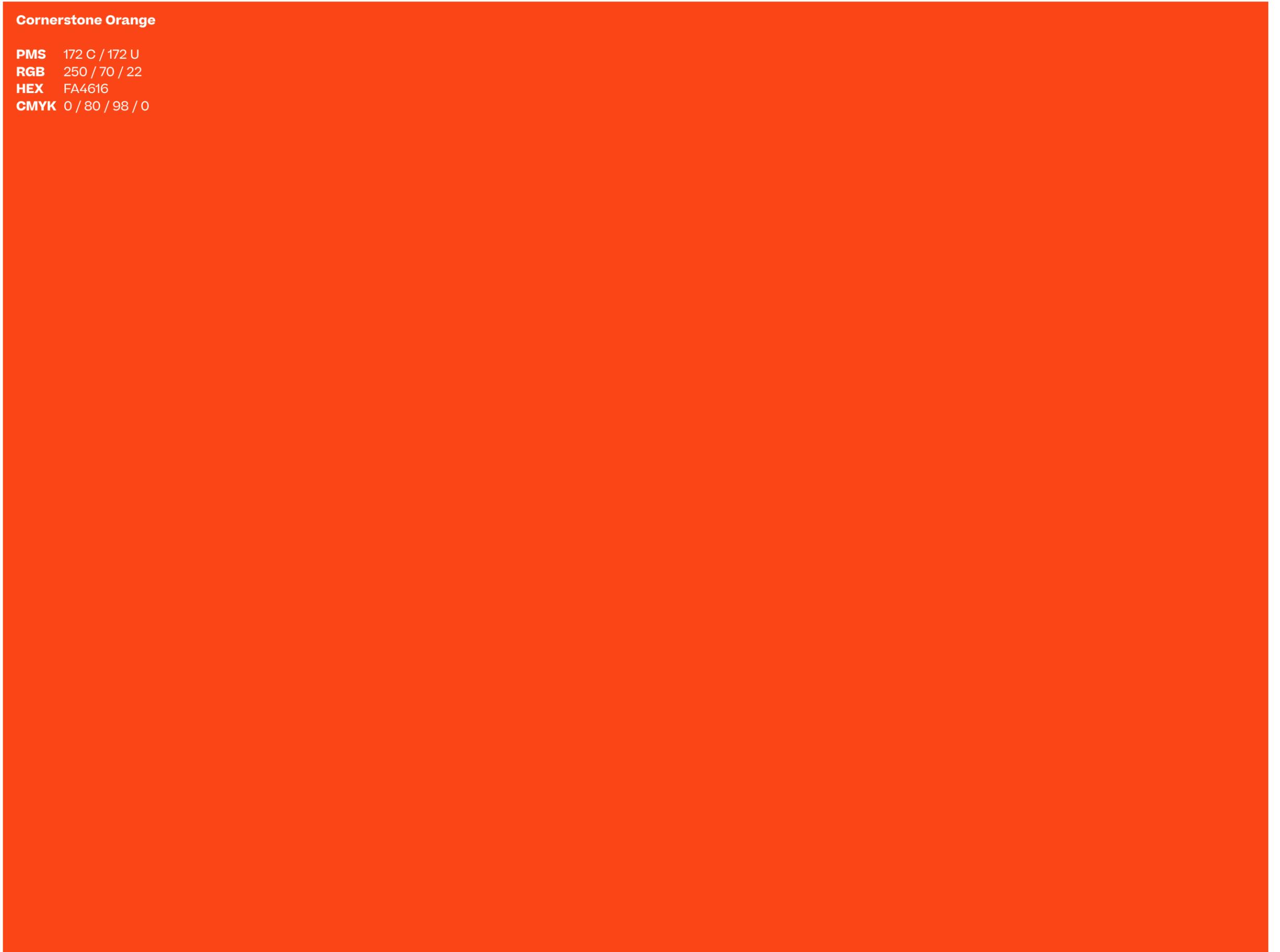
RGB 250 / 70 / 22

HEX FA4616

CMYK 0 / 80 / 98 / 0

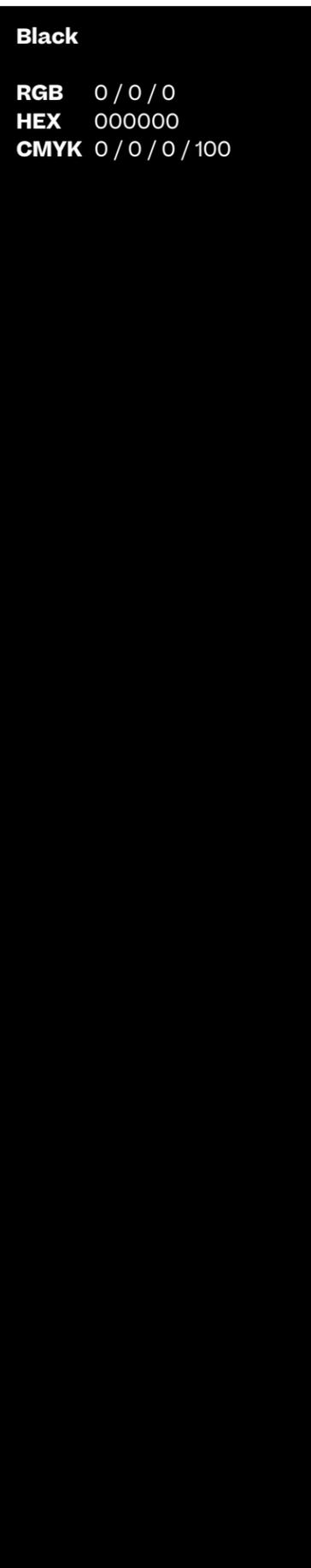
Cornerstone Orange is the primary color of the Cornerstone identity.

All cornerstone communications should, whenever possible, use this color.

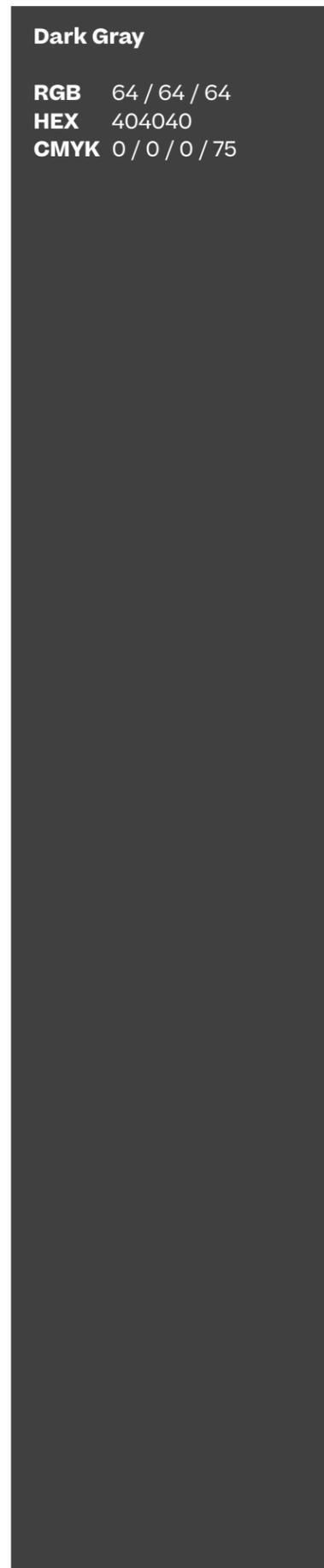


Color

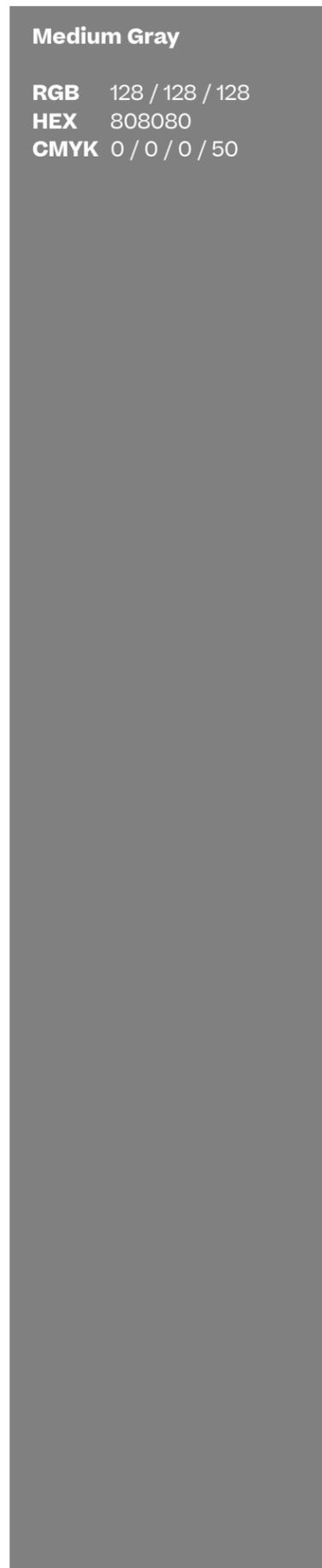
Neutral colors



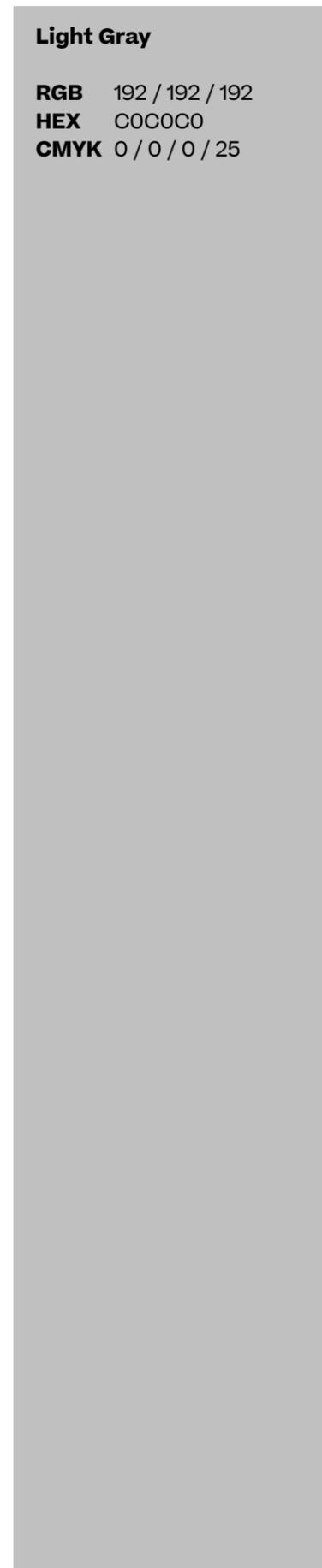
Black
RGB 0 / 0 / 0
HEX 000000
CMYK 0 / 0 / 0 / 100



Dark Gray
RGB 64 / 64 / 64
HEX 404040
CMYK 0 / 0 / 0 / 75



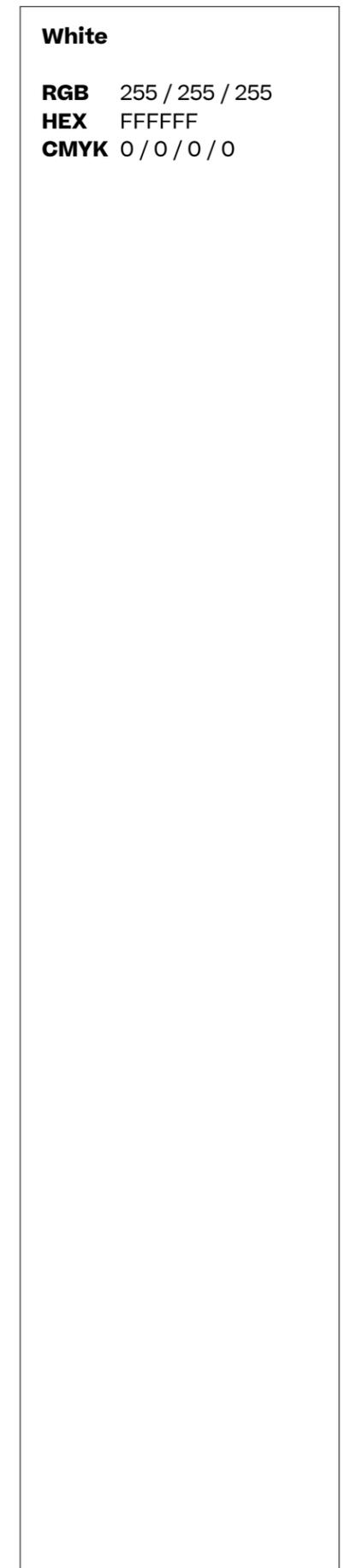
Medium Gray
RGB 128 / 128 / 128
HEX 808080
CMYK 0 / 0 / 0 / 50



Light Gray
RGB 192 / 192 / 192
HEX C0C0C0
CMYK 0 / 0 / 0 / 25



Pale Gray
RGB 245 / 248 / 250
HEX F5F8FA
CMYK 0 / 0 / 0 / 3



White
RGB 255 / 255 / 255
HEX FFFFFFFF
CMYK 0 / 0 / 0 / 0

Neutral colors help to elevate the primary Cornerstone Orange color, and should be used regularly and generously in combination with the primary color.

Shades of neutrals allow for flexibility in both digital and print usages, and can be used as needed.

Color

Secondary colors

The secondary colors can be used to support the primary and neutral colors, and to add variety and distinction wherever it is needed.

Secondary colors should never overpower the use of the primary Cornerstone Orange or the neutral colors. These colors are best suited for use as accents or highlights wherever it is needed.

Graphics or texts that contain important content (especially content that pertains to the Cornerstone brand) should never be set in secondary colors.

Dark Blue

PMS 3025 C / 3025 U
RGB 0 / 79 / 113
HEX 004F71
CMYK 100 / 19 / 0 / 56

Medium Blue

PMS 7712 C / 7712 U
RGB 0 / 133 / 155
HEX 00859B
CMYK 99 / 2 / 21 / 17

Light Blue

PMS 319 C / 319 U
RGB 44 / 204 / 211
HEX 2C0CD3
CMYK 60 / 0 / 16 / 0

Color

Tertiary colors

When color beyond the primary, neutral, and secondary colors is needed for distinction, the tertiary colors can be used.

The tertiary colors represent the “Sage” and “Explorer” archetypes of the Cornerstone identity.

Tertiary colors should never overpower the use of the primary Cornerstone Orange, the neutral colors, or the secondary colors. These colors are best suited for use as accents or highlights wherever it is needed.

Graphics or texts that contain important content (especially content that pertains to the Cornerstone brand) should never be set in tertiary colors.

Sage Brown

PMS 483 C / 483 U
RGB 101 / 48 / 36
HEX 653024
CMYK 10 / 82 / 81 / 63

Sage Tan

PMS 474 C / 474 U
RGB 241 / 198 / 166
HEX F1C6A6
CMYK 0 / 20 / 28 / 0

Explorer Red

PMS 2035 C / 2035 U
RGB 214 / 0 / 28
HEX D6001C
CMYK 0 / 100 / 100 / 0

Explorer Yellow

PMS 123 C / 121 U
RGB 255 / 199 / 44
HEX FFC72C
CMYK 0 / 16 / 89 / 0

Color Palette and proportions

Whenever possible, use these recommended ratios as a guide to applying the color palette.

Cornerstone Orange should be the most dominant color. Neutral colors can be used as needed.

Secondary colors can be used to add variety and distinction. Tertiary colors should only be used if necessary, and applied sparingly.

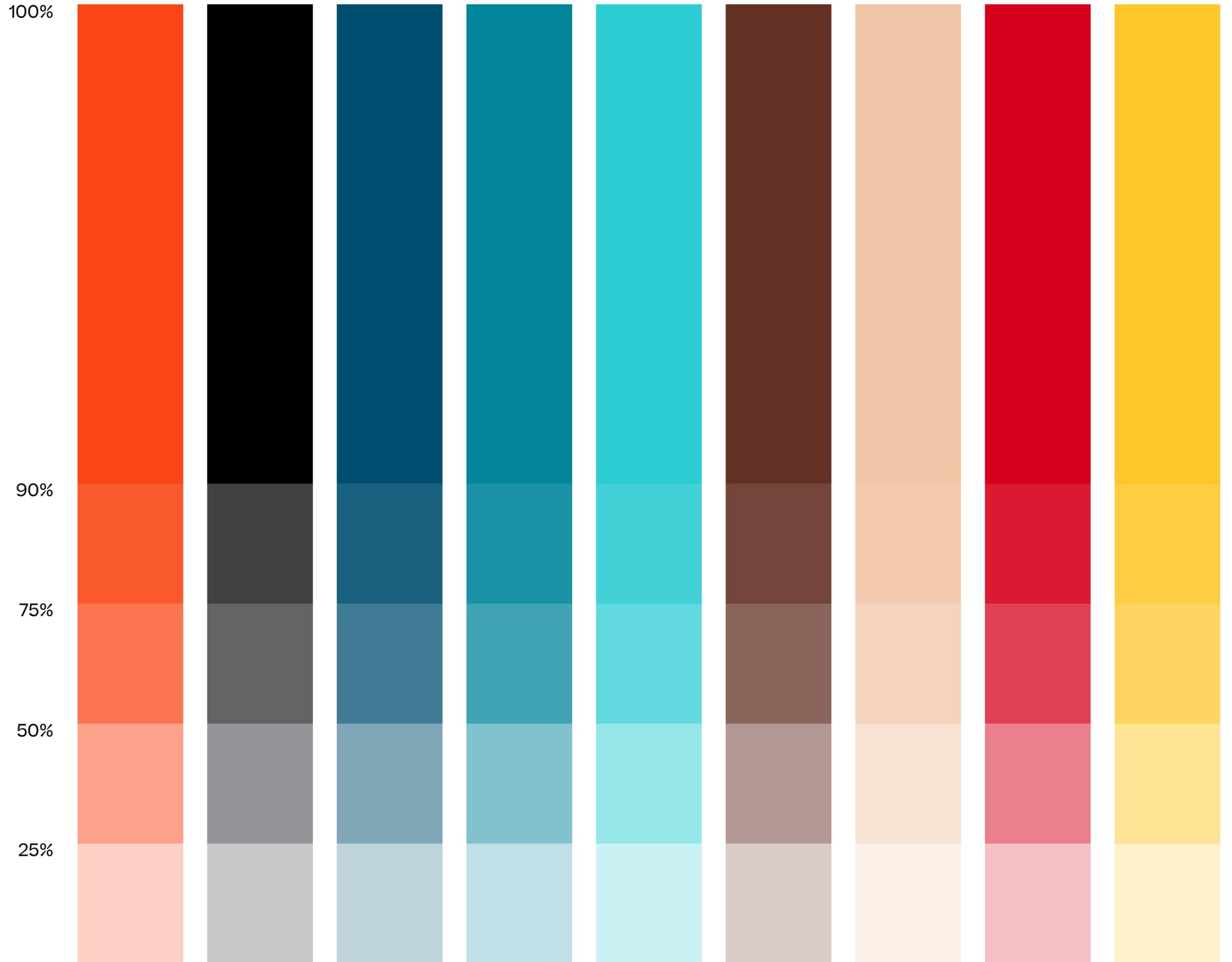
Graphics or texts that contain important content (especially content that pertains to the Cornerstone brand) should never be set in secondary or tertiary colors.

Please note percentages are approximate and color ratios may differ depending on usage.



Color Tints

Sometimes a further set of tints is necessary while designing for digital and print collateral. Tints provide a broader choice of colors within the Cornerstone brand palette.



Visual expression

Typography

Typography

Main typeface

Beatrice is the primary typeface of the Cornerstone identity. The typeface was designed by Lucas Sharp.

Consistent use of this typeface is critical to building recognition and establishing trust in the Cornerstone brand.

Beatrice is our main typeface. We use it in all creative collateral. The only exception is that we use Arial in all Microsoft products — Word, Outlook, PowerPoint, etc.”

Aa

Typography

Weights

The Beatrice type family has five (5) weights for use in all of Cornerstone's communications. The Regular and Bold weights should be used primarily.

Beatrice Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&

Beatrice Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&

Beatrice Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&

Beatrice Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&

Beatrice Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&

Typography

Weights

The Beatrice type family has five (5) weights for use in all of Cornerstone's communications. The Regular and Bold weights should be used primarily.

Beatrice Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&*

Beatrice Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&*

Beatrice Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&*

Beatrice Semibold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&*

Beatrice Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&***

Typography

Microsoft
typeface

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&

Arial Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz!@#%&***

Arial is the typeface fallback to be used in situations where Beatrice is unavailable.

Do not use both Beatrice and Arial in the same application if it can be avoided.

Typography

Fallback
typeface for
APJ languages

Noto Sans is the typeface fallback
to be used for languages where
Beatrice and Arial are unavailable.

Noto Sans (Japanese)

すべての人間は、生まれながらにして自由であり、かつ、尊厳と権利とに

Noto Sans (Chinese Traditional)

昔者莊周夢為胡蝶，栩栩然胡蝶也，自喻適志與！不知周也。俄然覺，則蘧

Noto Sans (Chinese Simplified)

人人生而自由，在尊严同权利上一律平等。但丁人赋有理性同好心田，并应

Noto Sans (Korean)

모든 인간은 태어날 때부터 자유로우며 그 존엄과 권리에 있어 동등하다. 인간은

Noto Sans (Vietnamese)

Tất cả mọi người sinh ra đều được tự do và bình đẳng về nhân phẩm

Noto Sans (Devanagari)

सभी मनुष्यों को गौरव और अधिकारों के मामले में जन्मजात स्वतन्त्रता और समानता प्राप्त है।

Visual identity

Product logos

Product logos

Cornerstone

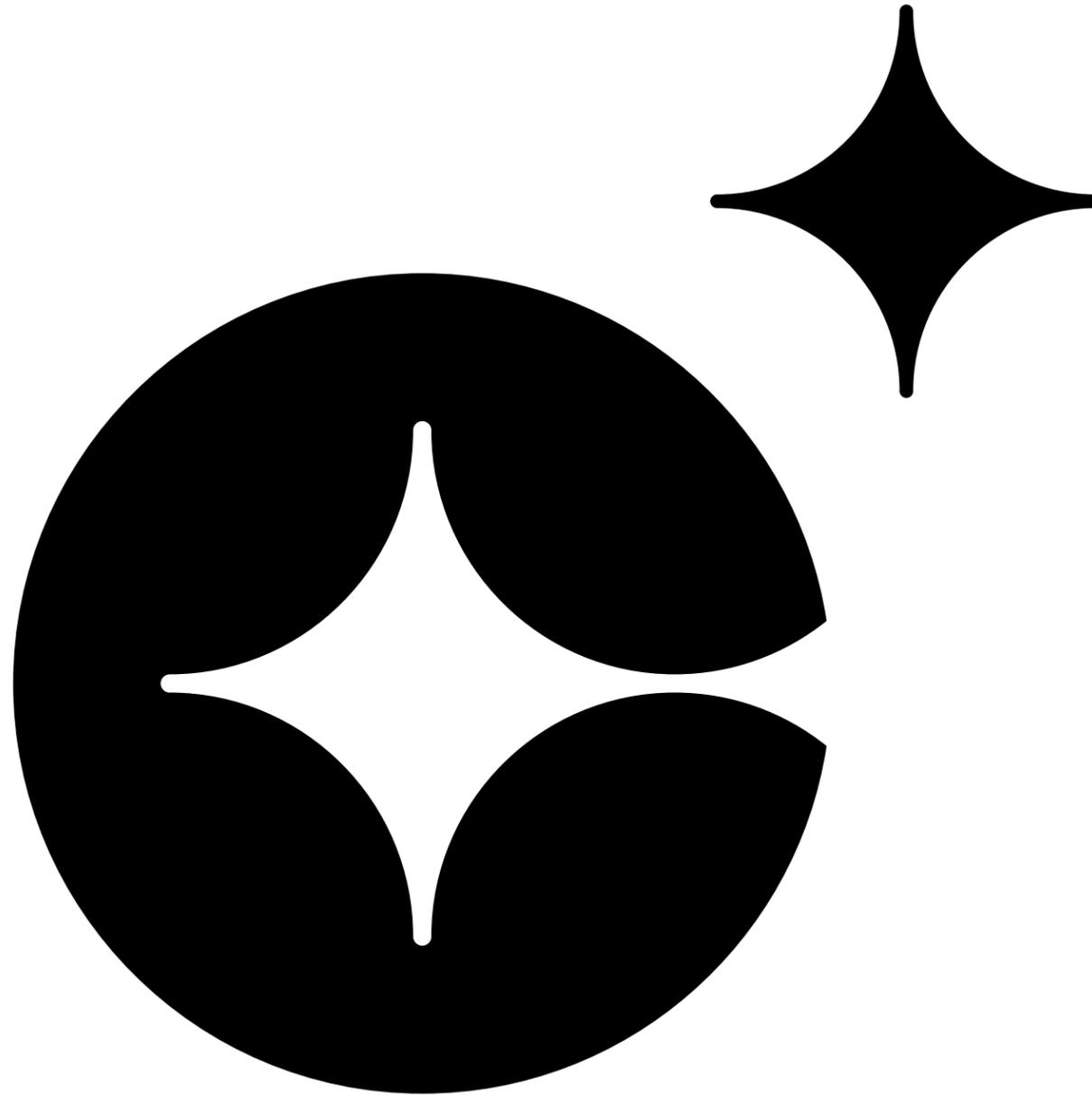
Xplor logo

symbol

The Cornerstone Xplor logo symbol combines Cornerstone logo symbol with a North Star at its top right.

The Cornerstone Xplor logo symbol is a key element in the Cornerstone identity. As such, it must be used consistently and appropriately.

Please note that this symbol should not be used without the “Cornerstone Xplor” or “Cornerstone X” name in close proximity.



Product logos

Cornerstone
Xplor
logo app

Recommendations for sizing of the symbol in the context of square and round icons. The symbol should be centered in all cases.

Please reach out to Cornerstone Creative if you have any questions about the use case for this asset.

Square format



Product logos

Cornerstone

Xplor logo

lockup

A lockup is the intentional arrangement of a logo and its accompanying elements. It is a fixed relationship that should not change. In this case, the lockup refers to the pairing of the Cornerstone Xplor symbol and name. The name has been set with particular letter spacing and should not be recreated by simply typing it out.

The lockup is the preferred logo format to use wherever possible.



Product logos

Cornerstone

Xplor logo

lockup scaling

The logo lockup should always be scaled while maintaining its original proportions. The logo lockup has been optimized to perform at large and small sizes. The minimum reproduction size of this logo lockup is 30 px in height for digital and 3/8 inch in height for print use.



For smaller applications (less than 1/2 inch in height for print use and 40 px in height for digital), use the alternate logo with the larger Cornerstone name for legibility.



Print minimum size: 3/8 in. tall
Digital minimum size: 30 px. tall



For smaller applications (less than 1/2 inch in height for print use and 40 px in height for digital), use the alternate logo with the larger Cornerstone name for legibility.



Print minimum size: 3/8 in. tall
Digital minimum size: 30 px. tall

Teams, communities, and product

Name type
treatments

Standard module names should
be typeset in title case. When
a lockup is needed, the names can
be typeset using Beatrice Bold.

Cornerstone Recruiting	Cornerstone Recruiting
Cornerstone Learning	Cornerstone Learning
Cornerstone Development	Cornerstone Development
Cornerstone Performance	Cornerstone Performance
Cornerstone Careers	Cornerstone Careers
Cornerstone HR	Cornerstone HR
Cornerstone Content	Cornerstone Content
Cornerstone Extended Enterprise Learning	Cornerstone Extended Enterprise Learning
Cornerstone Edge	Cornerstone Edge
Cornerstone Edge Marketplace	Cornerstone Edge Marketplace
Cornerstone Reporting	Cornerstone Reporting
Cornerstone Originals	Cornerstone Originals
Cornerstone University	Cornerstone University
Cornerstone People Research Lab	Cornerstone People Research Lab

**Teams,
communities,
and product**

Name type
treatments

Saba Learning	Saba Learning
Saba Core Learning	Saba Core Learning
Saba Extended Enterprise Learning	Saba Extended Enterprise Learning
Saba Performance	Saba Performance
TalentLink	TalentLink
TalentSpace	TalentSpace
Saba me:time	Saba me:time
Saba Reporting and Analytics	Saba Reporting and Analytics
Saba Org Planning	Saba Org Planning
Saba Meeting	Saba Meeting
ETWeb	ETWeb

**Teams,
communities,
and product**

Transition logos

Old logos, like Saba and TalentLink, will be phased out in stages, and merged with the new Cornerstone branding.

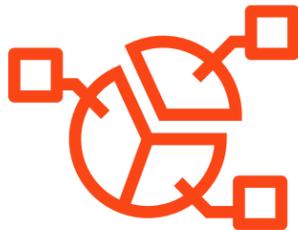
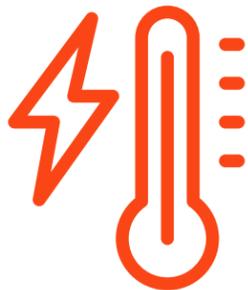
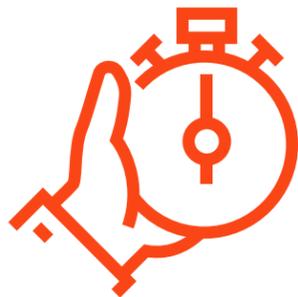


Visual expression

Iconography

Iconography

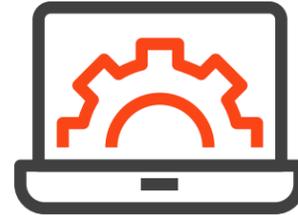
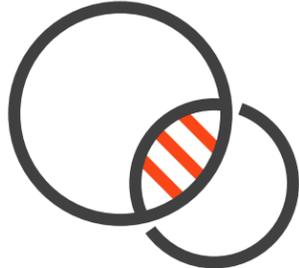
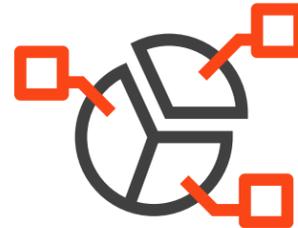
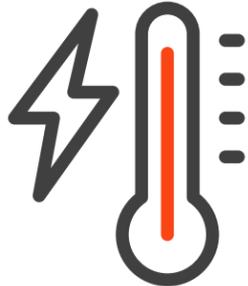
Examples
(One color)



Iconography

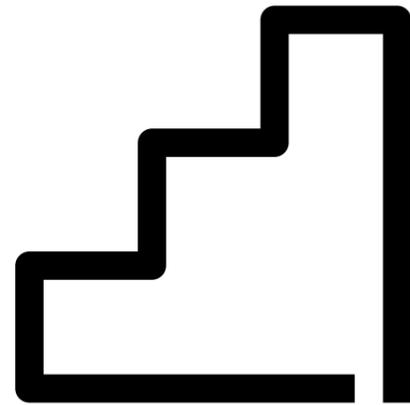
Examples
(Two color)

A second color can be incorporated into the icons for added visual clarity and variety.

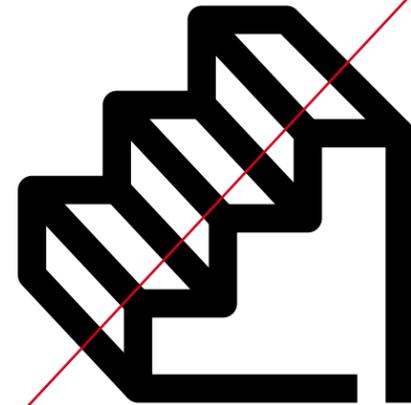


Iconography

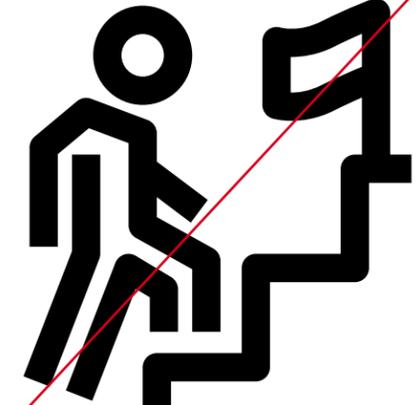
Do's and don'ts



Do create icons that are simple, minimal, flat and geometric.



Do not draw icons in perspective.



Do not draw overly complicated and detailed icons.

Visual expression

Illustration

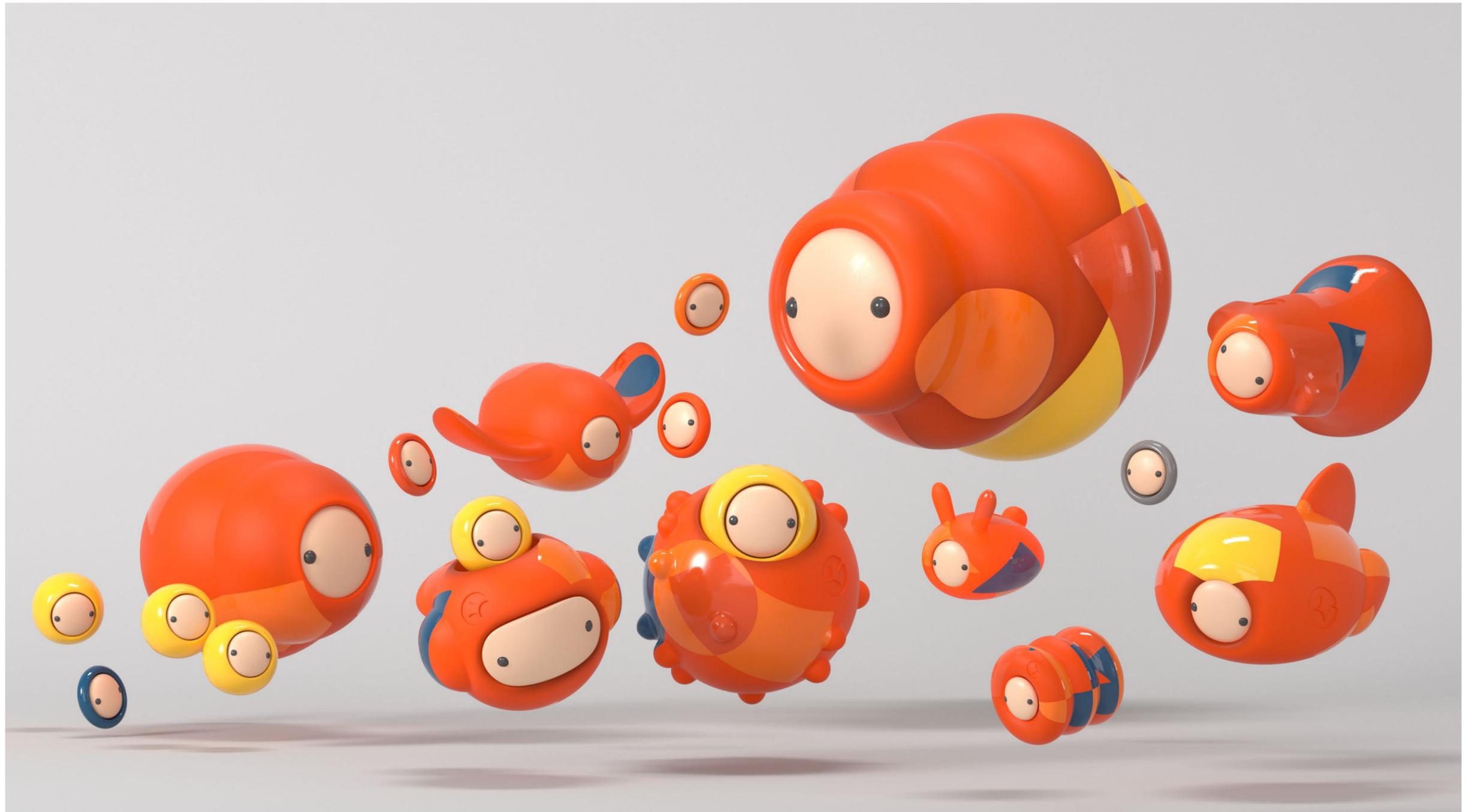
Illustration

Overview

The cloud-based people development software industry is highly competitive. There's a clear need to differentiate.

Our new illustration style is bold, unique, and ownable. It is also relatable, personable, and embodies the values that make Cornerstone stand apart from its competitors.

These illustrated characters are intended for select use cases only. Please consult with Cornerstone Creative if you want more information on approved use cases.



Illustration

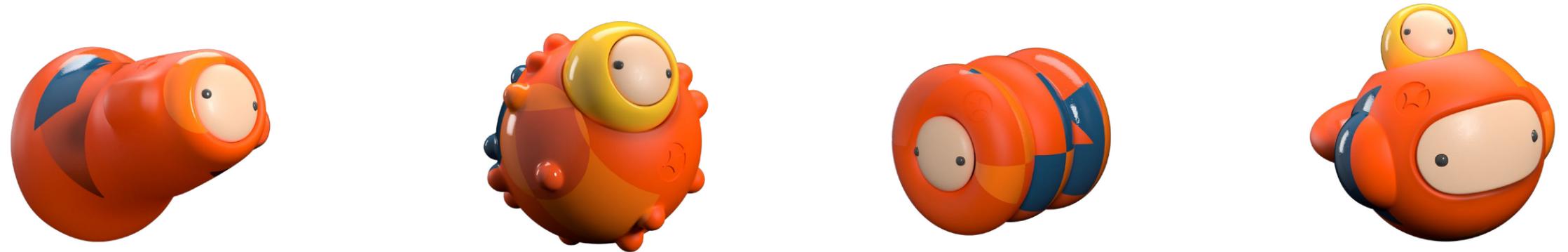
Characters



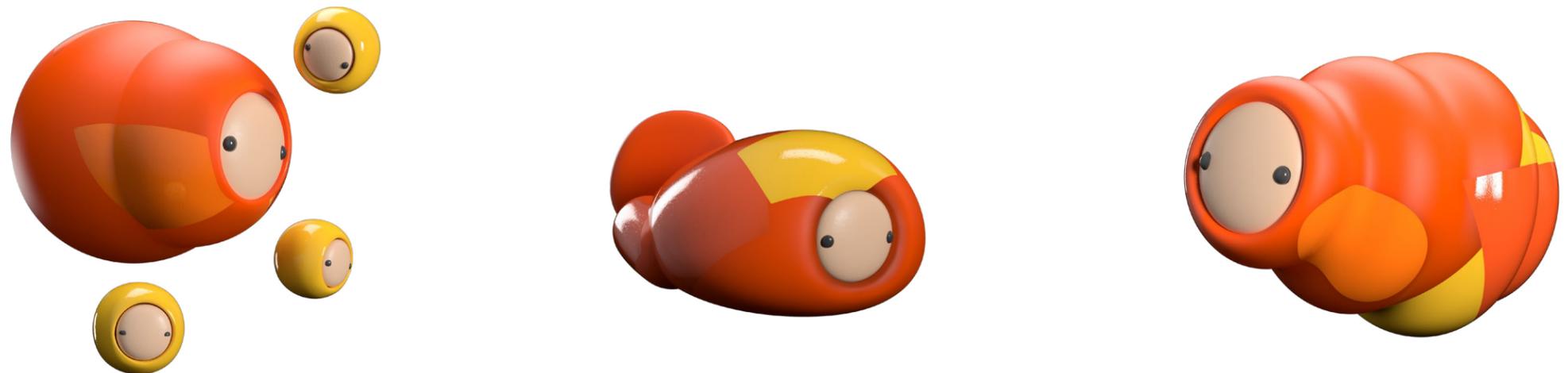
The Cornerstone characters represent intelligence powered by AI and data insight. The characters are knowledgeable, insightful, and trustworthy. They also represent Cornerstone as a technology innovator. They are explorers, dreamers, and risk takers.

Various body sizes and shapes of characters show our diverse, empathetic, and relatable community.

A mix of gloss and matte textures on the surface of these characters adds sophistication, and their shared color palette unites them.



Note: These characters do not represent Cornerstone's products, and should not be associated with any particular product or subbrand. They should primarily be used for marketing the Cornerstone brand as a whole (i.e. on social media, across main webpages of the Cornerstone website, print ads, etc.).



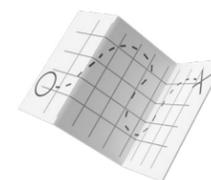
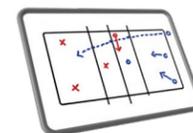
Illustration

Objects

Illustrations of objects can be used to represent various concepts.

Objects should not be overly obscure or visually complicated. They should be friendly, easily understood, and share the same visual language as the Cornerstone character set.

Objects can be used on their own, or paired with characters and/or other objects to create a variety of compositions for use on applications.



Illustration

Conceptual illustrations

Characters and objects can be used on their own, or combined to create a variety of compositions for use on applications to convey specific concepts.

cornerstone

Intelligence powered by AI and data insight

According to Gartner, diversity, equity and inclusion (DE&I) should be the number one talent management priority for CEOs. Many organizations have made strides in recruiting diverse candidates, but the strategy often stops there. To achieve your DE&I transformation goals, you must look beyond recruiting and embed a DE&I lens across the entire employee lifecycle.



To understand the collective progress made, we surveyed business leaders from multiple industries, representing organizations with annual revenues ranging from \$100 million to over \$9 billion about their DE&I initiatives. Below are highlights from that survey along with tips to make your own journey more effective.

You can access the full research report and in-depth analysis here.

[Learn More](#)

Skills to achieve the goals of your business

[Get Research](#)



cornerstone

3 ways intelligence can be powered by inclusive AI and data insight

[Download Now](#)



cornerstone

Visual expression

Photography

Photography

Introduction

The events of 2020 changed much about how and where people work, our understanding of what jobs are actually essential and what people want from a job or a career.

It has been a period of incredibly hard work for everyone, especially if you were a frontline worker; but also if you were working from home where the lines between the personal and professional were never blurrier. It's taken a combination of perseverance, resolve, good humor and equanimity to get through. A full and honest depiction of working life shows this grit and determination, as well as the moments of laughter, stress or satisfaction.

Work and feelings about it can be complicated and Cornerstone imagery should not shy away from that.

At the same time, expectations of what is acceptable in the workplace have changed. Diversity, equity and inclusion have always been important but genuine commitment to those values in an organization's workplace culture is now imperative. An honest and realistic depiction of a global workforce that is incredibly varied in age, race, ethnicity, size and physical ability will reflect Cornerstone's commitment to helping organizations create inclusive and welcoming workplaces.

Cornerstone clients should recognize themselves and their employees in our photography.

Photography

Overview

Purposeful imagery communicates an idea to illustrate the story you're making.

Our goal is to create an appropriate style of photography embodying the brand attributes and present a distinct image avoiding generic, inconsistent, stock-like visuals.

We aim to capture a diverse set of genuine moments that speak to talent managers, chief HR officers, business leaders and company employees.

The overall tone should be warm, sassy, irreverent, gritty, bold and realistic. The photography should depict a range of real life emotions.



Photograph by Laurel Golio

Photography

Tips & Techniques

Many elements go into creating a strong photograph and each must be carefully considered. Everything from background color to a subject's hair and makeup affect the feel of an image. If one component isn't right, a photograph can strike a false note.

This section breaks down all the pieces that help make a photo shoot successful or are to be considered when selecting a stock image.



Studio Portraits

For commissioned studio photography, sets should mimic simple office and/or home office setting/backgrounds. Imagine a portrait session in an office conference room or a pared down home office: minimal, simple props that do not pull focus from the subject, but fill out details about their job or personality.

Background colors and textures should be neutral and unobtrusive. Use white, light gray and cream tones. Flats, cycs or existing studio walls can be used to mimic a real environment; seamless has very little texture or depth and should be avoided if possible. The exception is if the portraits are intended to look like headshots (in this case, the lighting guidelines should still be followed as closely as possible).



Environmental Portraits

Environmental photography should be shot in locations specific to an industry or subject's job whenever possible.

Avoid locations that feel dark or muddy and have overly busy backgrounds as much as possible. Look for areas within a location with good natural light or where the impression of good natural light can be created.

Remove as much clutter from the frame as possible without making the space look barren or completely impersonal.

Remember that the focus is always the subject and the environment is helping to tell the story of who they are or what they do, but it should only be a supporting element.



Props/Technology devices

Props should look slightly worn in and not brand new. They should feel as they belong to the subject or have been used before.

Subjects should hold or use props in a manner that is genuine and not staged.

If a subject is using a device, try to have the model actually utilizing it to keep the movements and engagement natural.

Props should be placed casually and not be perfectly arranged. It's fine if they look somewhat messy as long as they are not distracting.

Photography

Tips & Techniques



Casting

Casting should reflect the diversity of our world. Subjects are not intended to look like professional models and should look like Cornerstone's clients and employees.

Make sure a range of ages, races, ethnicities, body types and physical abilities are represented.

If real Cornerstone clients or employees are being photographed, it is very important to make sure the subjects are comfortable in front of the camera.

If possible, potential subjects should be vetted well in advance by a local casting agent who can take photos and short videos to assess their comfort level and range.



Styling/Hair Makeup

To control the quality of the photographs and to ensure that the subjects look their best, a wardrobe stylist and hair and makeup person should be hired.

Hair and makeup should be kept natural, minimal and appropriate for the subject's job or environment.

The subjects should not look perfect: hair can be slightly messy, wrinkles, freckles or other slight "imperfections" are not only fine, but preferred.



Wardrobe

The styling can reflect the subject's personal style, but a version that photographs well while still feeling natural and comfortable.

Pieces from the talent's own closet can be mixed with items selected by the stylist. Using the talent's own items such as pants, blazers, shoes and jewelry go a long way toward making the wardrobe feel authentic and lived in. Clothing can be fashionable, but try for pieces that are not overly trendy or on trend. The wardrobe should have a timeless, classic feel whenever possible. This will keep the images from feeling dated quickly.

To stay within the color palette of Cornerstone photography, clothing should not be bright, vivid or have strong patterns.

Photography

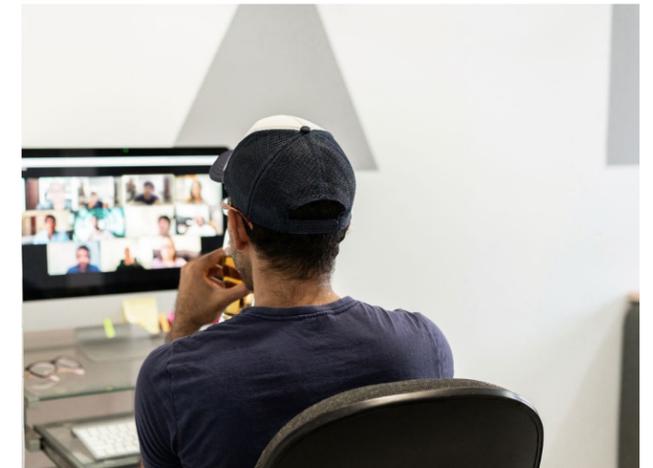
Tips & Techniques

Perspective

Cornerstone's straightforward and deliberate approach should be reflected in an approach to photography. Photographs are taken from natural angles, straight on or at eye level.

Do not use or create imagery with forced perspectives or off kilter angles.

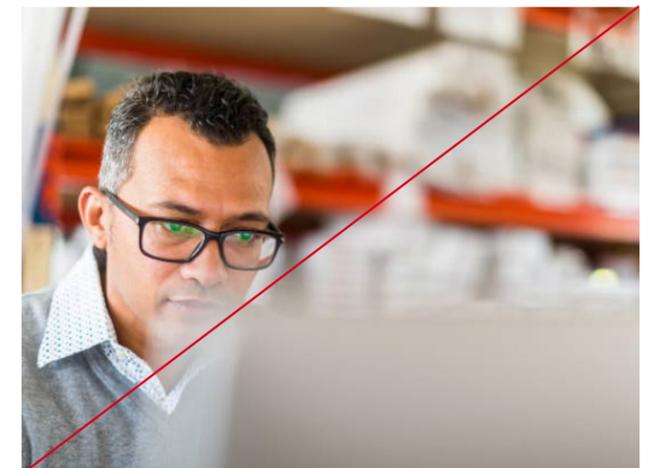
In general, images should be in sharp focus. Soft focus can be used sparingly, either in the foreground or background, but not both. Simplify the scene rather than overusing a shallow depth of field.



Avoid using forced perspectives to create visual interest



Avoid perspectives that are not natural eye level



Avoid overuse of soft focus in an image

The stock photographs shown here are not cleared for usage.

Photography

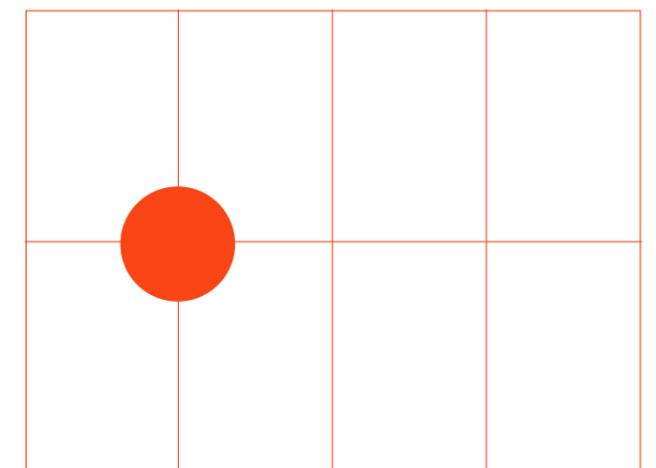
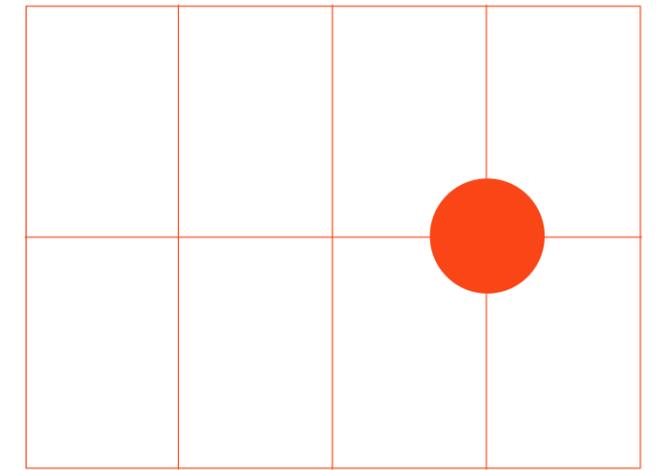
Tips & Techniques

Framing/Cropping

In general, subjects and action should be weighted to either the left or right half of the frame.

If the look and feel of an image works, but the framing isn't ideal, it can be cropped to improve the composition.

Avoid compositions with no point of interest at the center of the frame or with competing visual interest points.



There is no point of interest in the center of the frame.



There is no clear focal point. Subjects are spread across the frame.



There are two competing points of interest.

The stock photographs shown here are not cleared for usage.

Photography

Tips & Techniques

Poses

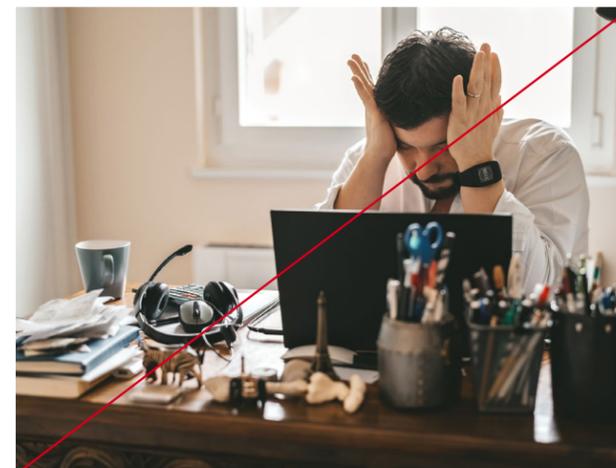
To add a sense of approachability and authenticity, images should feel real and spontaneous rather than staged. Narratives in imagery should depict authentic moments of life that are genuine, relaxed and natural. Look for caught moments or slightly awkward movements rather than polished, stylized or mannered poses.

Avoid forcing the subject to pose in unnatural ways, or express emotion that is not true to the narrative. Avoid overly smiley images.

Subject(s) may face the camera or look off the frame.



Avoid forced groupings and excessive smiling



Avoid stiff or unnatural poses



Avoid overly dramatic and insincere poses

The stock photographs shown here are not cleared for usage.

Photography

Tips & Techniques

Lighting and Color

Lighting for commissioned photography is strongly directional, mimicking window light. The effect should create contoured light on the subject and environment, with deep shadows that retain detail, in a style reminiscent of Dutch masters. The light should not be extremely bright or even and the images are not contrasty.

The colors should have depth but be somewhat muted, not overly bright or saturated.

Color Palettes

The overall color palette is simple, neutral tones. Backgrounds should be white, light gray, cream colored wherever possible. Large pieces of furniture such as desks, tables, bookcases should also be light in tone and fairly simple. Color can be introduced with chairs and smaller hand props such as notebooks, coffee cups, water bottles, etc. However overly bright and vivid tones should not be used.

A note that any blue items should not be the same color as Cornerstone Blue.

Retouching

Retouching should be kept to minimum, used sparingly to correct color, remove distracting imperfections of glare from surfaces. Subjects skin and clothing should look natural and retain texture or wrinkles; it should not be overly smooth or flat.

The goal is not perfection but realism.



Photography

Unacceptable imagery

These are examples of images that do not fit the guidelines for Cornerstone Photography.



The subjects are posed in unnatural ways in a unrealistic scenario.



Do not use unnatural perspectives or points of view, as seen here.



Do not use high contrast, dark and grainy imagery.



Do not use dark imagery, with muddy tones.



Avoid overly saturated imagery.



Tones: Overly warm tones do not fit the color palette and should be avoided.



Avoid flashed, directional light that is harsh and casts extreme shadows. The lighting is unnatural and too cold.



Studio portraits: Avoid using silhouetted portraits.



Avoid unnatural light and color filters and overlays.



Avoid cluttered or visually busy elements that distract from the subject. Scenes should utilize as few elements as possible to convey the story.

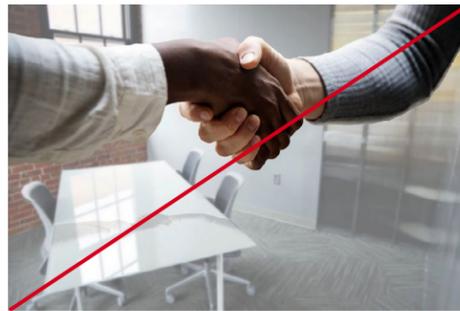
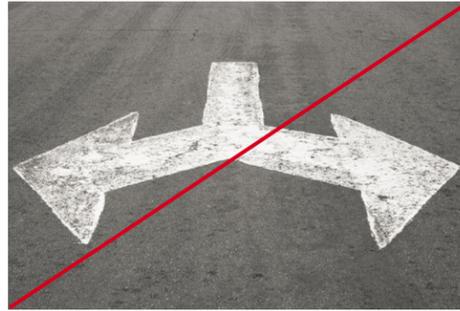
The stock photographs shown here are not cleared for usage.

Photography

Unacceptable imagery

Conceptual imagery relies on unnatural or staged scenarios to convey complex ideas. Cornerstone photography is straightforward, realistic and natural, not overly complicated, staged or metaphorical.

Avoid using imagery solely to make your communication attractive. Remember that text and photographs work together to convey complex ideas and an image does not have to tell the whole story.



Conceptual imagery: Avoid using conceptual imagery and metaphors.



Technology: Conceptual “technology” images fall flat because they are illustrative of an idea, not an experience.

Avoid staged lifestyle and still life photographs.

The stock photographs shown here are not cleared for usage.

Visual identity

**Image and illustration assets
and use cases**

**Image assets
and use cases**
Original studio
portrait

Cornerstone's original studio
portraits



**Image assets
and use cases**

Lead marketing
image

Cornerstone's original studio
portraits and characters
composed



Photograph by Laurel Golio

**Image assets
and use cases**
Characters

Cornerstone's characters



**Image assets
and use cases**
Conceptual
illustrations

Cornerstone's characters with
objects in scenes

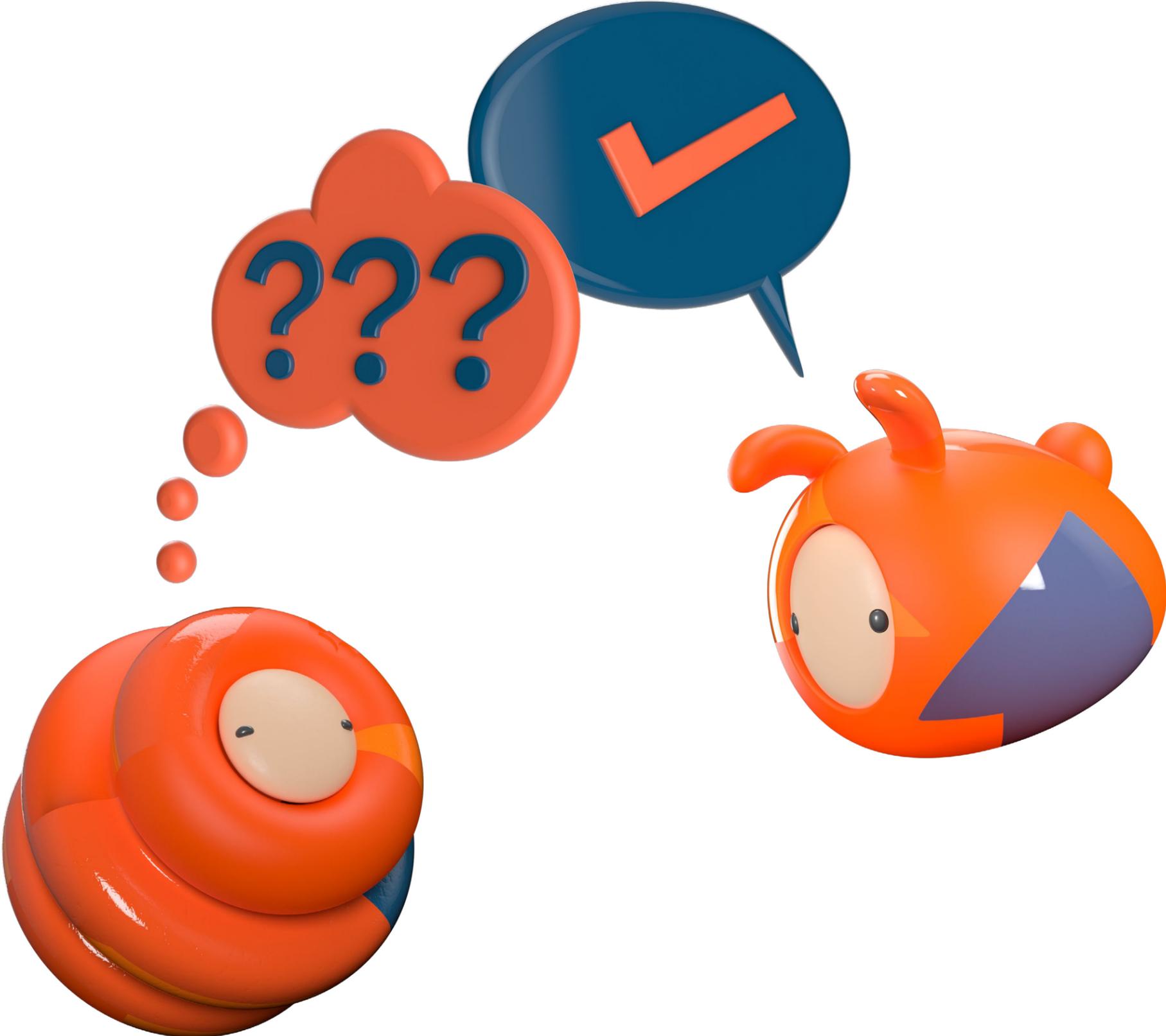


Image assets and use cases

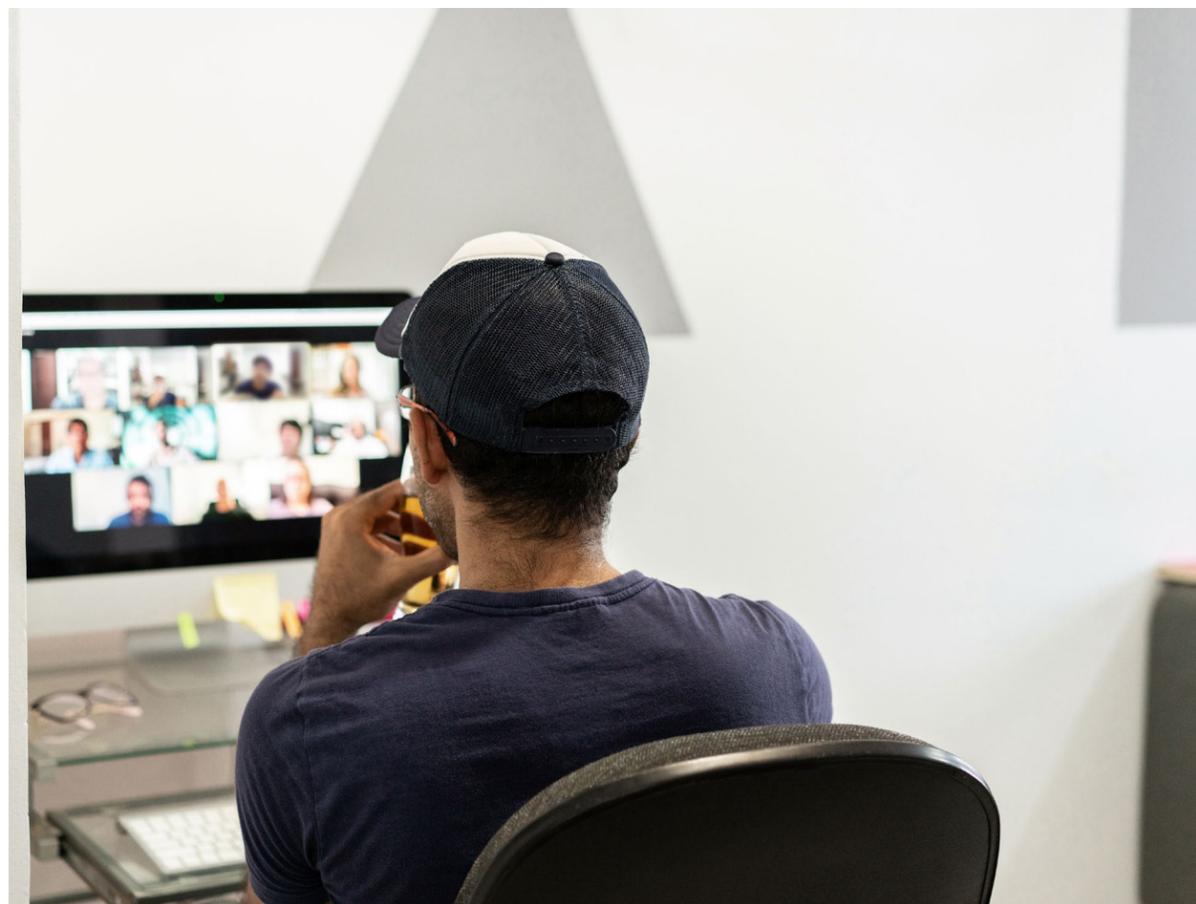
Stock photography:
Working From Home

Style and composition

Keep compositions simple and clean, with minimal propping and uncluttered frames. The main focus is the subject(s).

Environmental locations should be kept as simple and graphic as possible so as not to distract from the subject(s) and to leave room for copy.

Narratives in imagery should depict authentic moments of life that feel real and spontaneous rather than staged. Look for caught moments or slightly awkward movements rather than polished, stylized or mannered poses.



**Image assets
and use cases**

Stock
photography:
Working
From Home
(Executive)



**Image assets
and use cases**

Stock
photography:
Office Worker/
Creative



**Image assets
and use cases**

Stock
photography:
Office Worker/
Creative
(Executive)



**Image assets
and use cases**

Stock
photography:
Retail Clerk



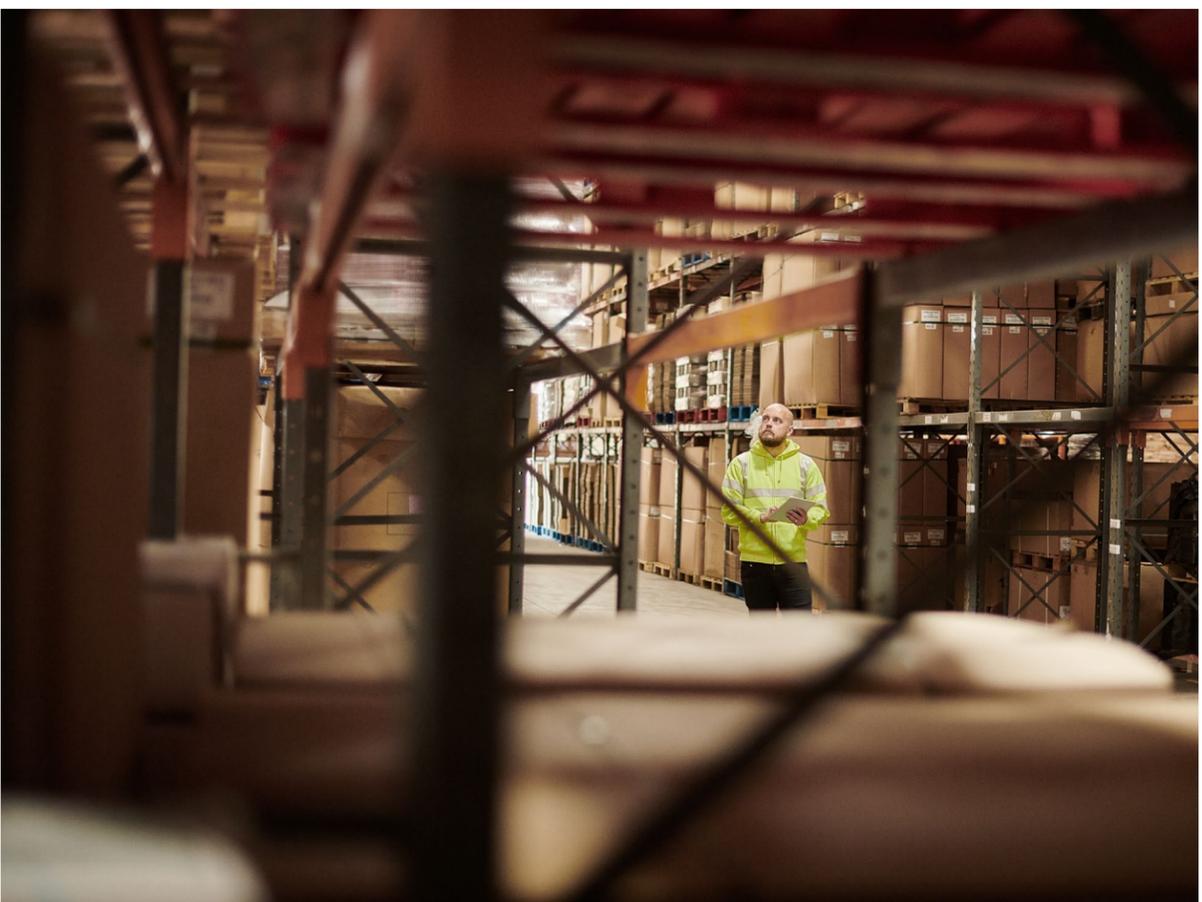
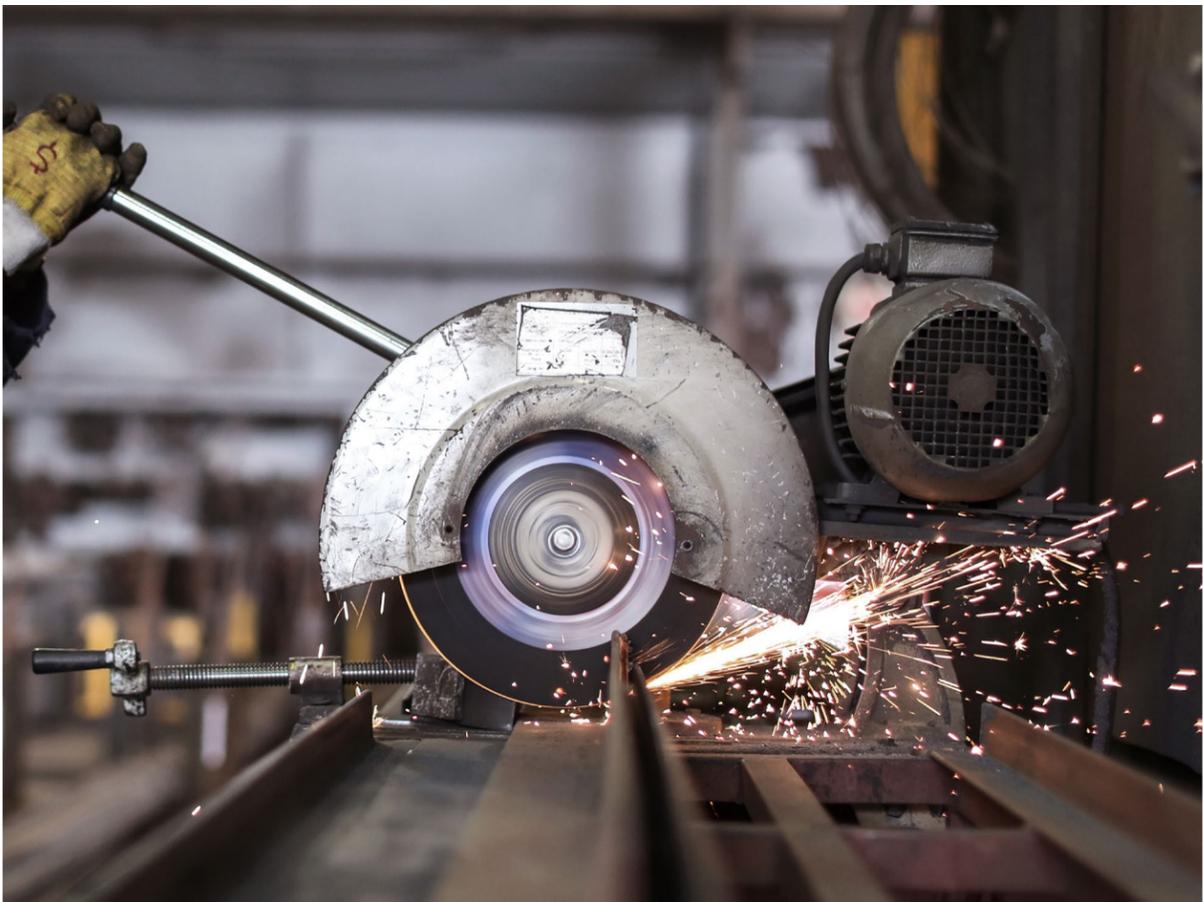
**Image assets
and use cases**

Stock
photography:
Doctor/Nurse/
Lab Technician



**Image assets
and use cases**

Stock
photography:
Floor worker in
manufacturing
environment



**Image assets
and use cases**

Stock
photography:
Portraits



**Image assets
and use cases**

Stock
photography:
Portraits



Image assets and use cases

Stock
photography:
Technology

Technology is contextual and used in the course of everyday life.

Subjects should be genuinely interacting with technology such as laptops, tablets or mobile phones. The action needs to feel realistic and genuine to work in the world of Cornerstone Photography. The moment should feel caught and not forced.

In general, the emphasis should be on Cornerstone's users and their lives, not technology and devices. Use of computers and mobile devices should be kept to a minimum though they can be used as supporting elements to fill out a setting or narrative.

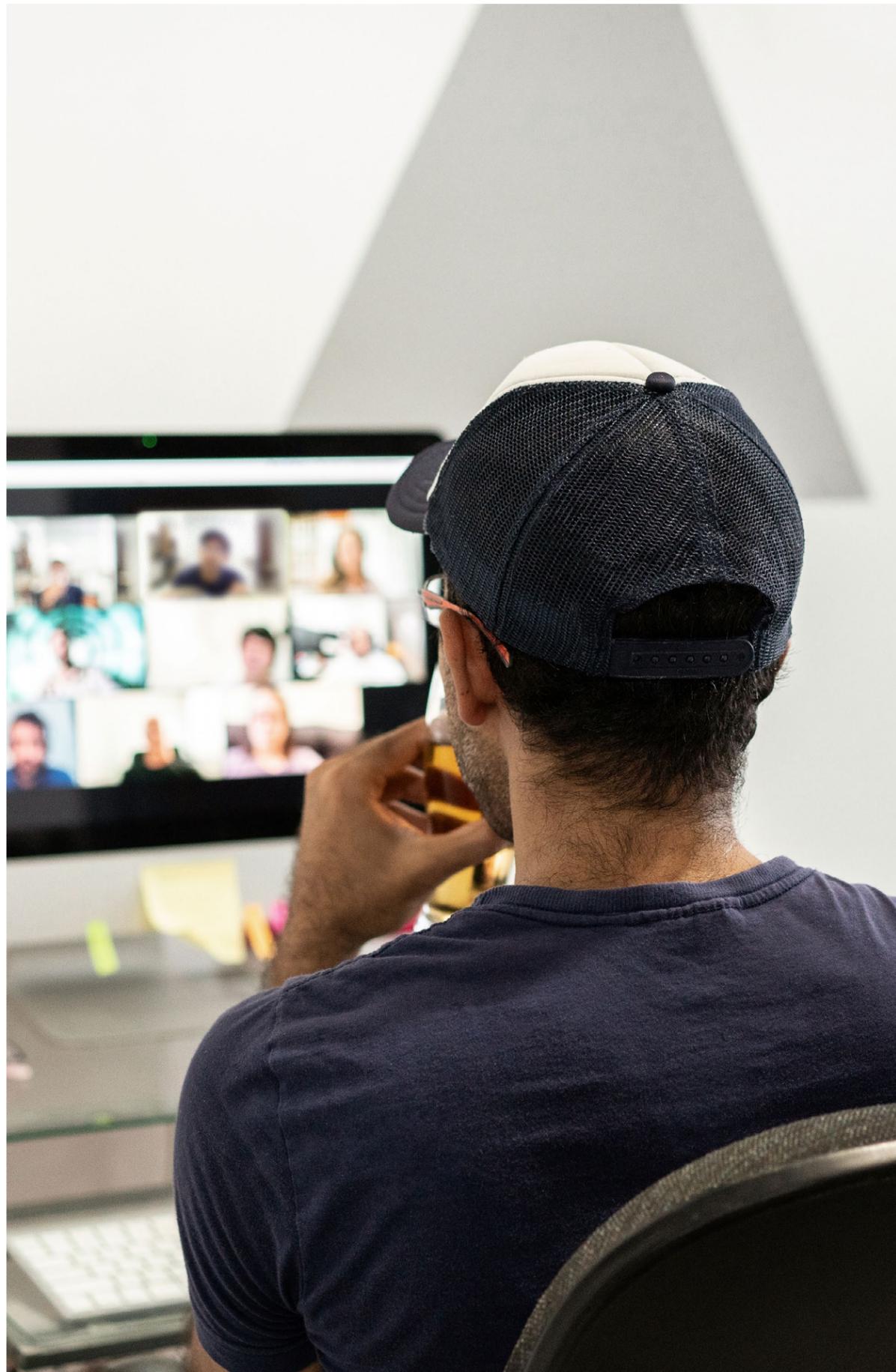


Image assets and use cases

Infographics

A precise and controlled use of the color palette is the key to creating a sense of visual consistency across the Cornerstone identity.

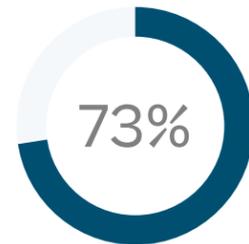
Cornerstone Orange should be the most dominant color. Neutral colors can be used as needed.

Secondary colors can be used to add variety and distinction. Tertiary colors should only be used if necessary, and applied sparingly.

\$840
Million
Total revenue

\$705
Million
Subscription revenue

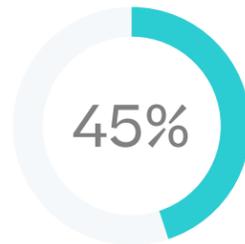
\$114
Million
Unlevered free cash flow



access directly from and target ads to diverse pools



rank internal candidate pipeline as a top priority



align their talent development strategy with D&I

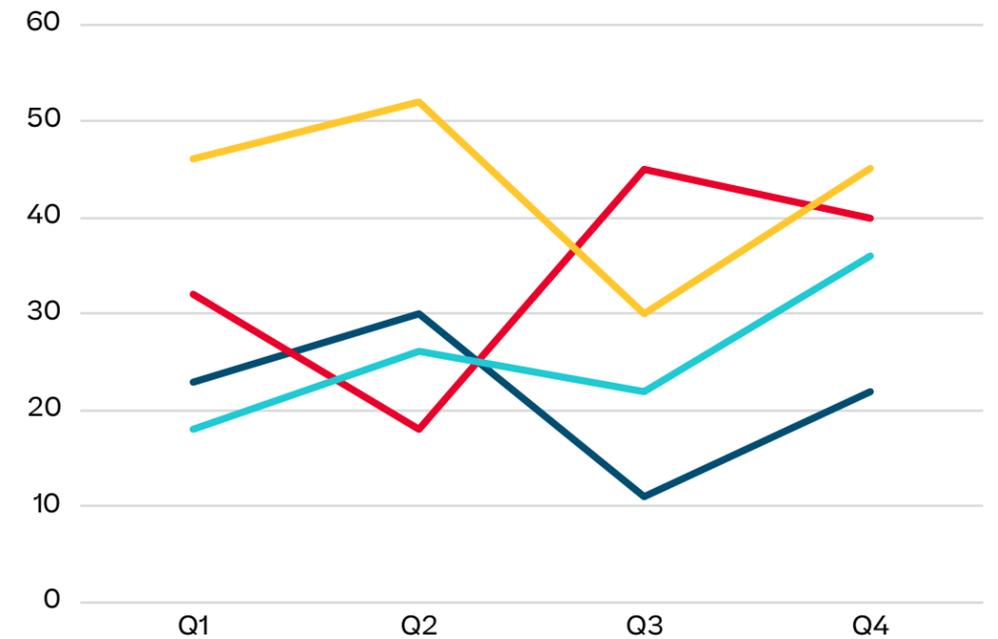
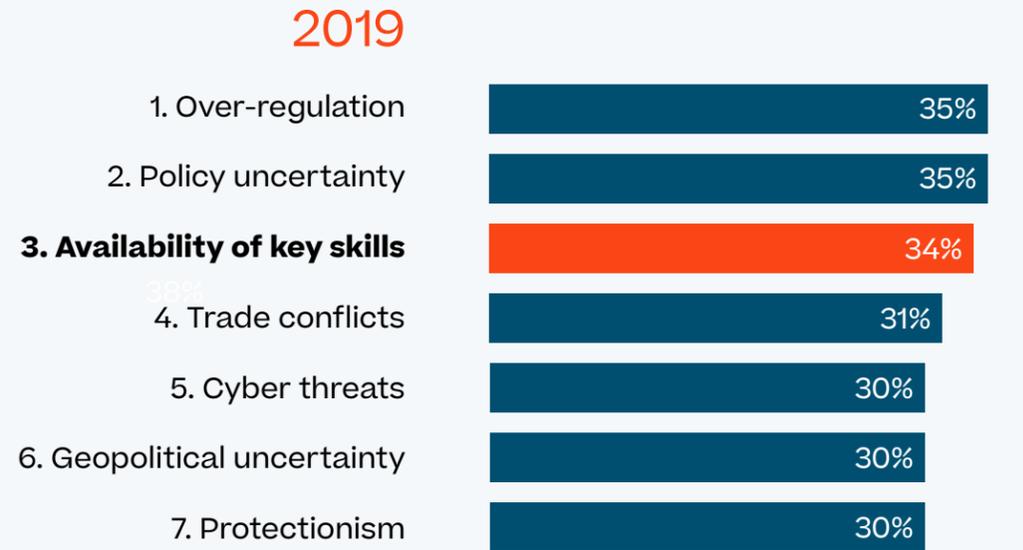


Image assets and use cases

Graphic devices
and Iconography

Cornerstone's logo symbol in 3D
form is available for marketing and
advertising.

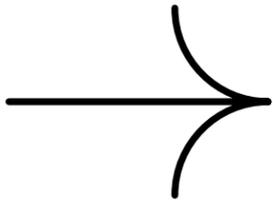
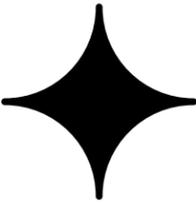


Image assets and use cases

Screen devices

Product screens should be shown on a white, simple, minimal device that is rendered with a subtle dimensionality.

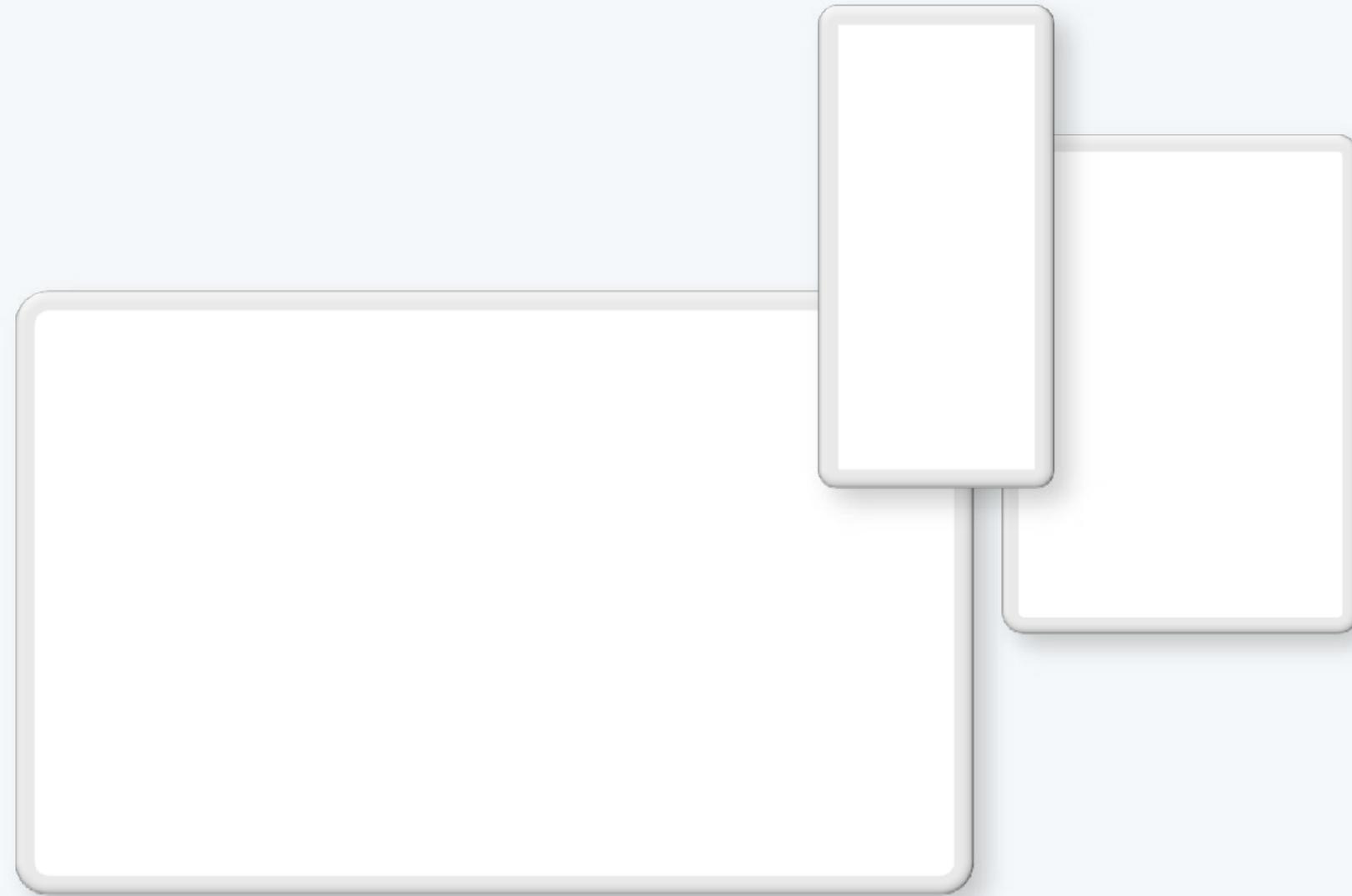


Image assets and use cases

Image use cases

Photo library

The Cornerstone's photo library consists of the original portraits (studio shots) and stock photographs (environmental).

Lead marketing images

The library of lead marketing images (the original portraits & characters combined) is available only for marketing and advertising purposes.

Characters

The library of characters are available only for marketing and advertising purposes. Also, they live in the Cornerstone's events/conferences and are available to be used on merchandise.

Conceptual illustrations

Conceptual illustrations (characters & 3D props) are created for specific topics, such as skills, learning, leadership development, and DEIB. They should be used only where appropriate: Infographics; Resource Center (blog); Customer Success Center (community portal); Customer communication (Emails); Cornerstone Galaxy; and marketing/advertising pieces.



Publication, educational, research

White paper

Original studio portrait

Stock photo (environmental)

Infographics

Iconography

Product screen on device



Guide

Original studio portrait

Stock photo (environmental)

Infographics

Iconography

Product screen on device



Brief

Original studio portrait

Stock photo (environmental)

Infographics

Iconography

Product screen on device



eBook

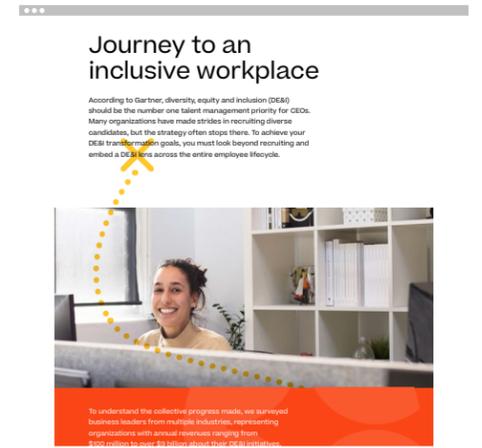
Original studio portrait

Stock photo (environmental)

Infographics

Iconography

Product screen on device



Infographics

Original studio portrait

Character & 3D prop in scene

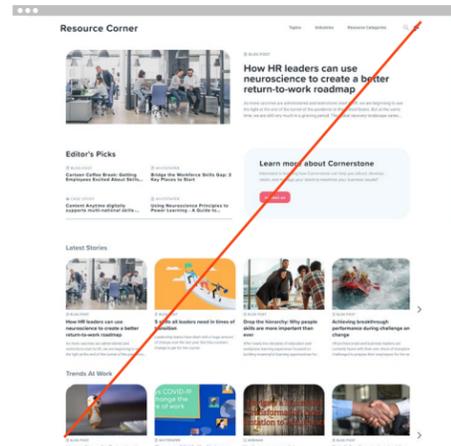
Stock photo (environmental)

Infographics

Iconography

Product screen on device

Image assets and use cases



Publication, educational, research

Resource Center (blog)

Original studio portrait

Character & 3D prop in scene

Stock photo (environmental)

Infographics

Product screen on device



Product, program

Data sheet (product)

Infographics

Iconography

Product screen on device



Case study

Client-supplied photo, logo

Infographics

Iconography

Product screen on device



Overview (program)

Original studio portrait

Stock photo (environmental)

Infographics

Iconography

Product screen on device



Shorty

Original studio portrait

Stock photo (environmental)

Infographics

Iconography

Product screen on device

Image assets and use cases

Image use cases



Product, program

Partnership

Original studio portrait

Stock photo (environmental)

Infographics

Iconography

Product screen on device



Product release

Original studio portrait

Stock photo (environmental)

Infographics

Iconography

Product screen on device



Customer Success Center (community portal)

Original studio portrait

Character & 3D prop in scene

Stock photo (environmental)

Infographics

Iconography

Product screen on device



Customer communication (Email)

Original studio portrait

Character & 3D prop in scene

Stock photo (environmental)

Infographics

Iconography

Product screen on device



Marketing, advertising

AD

Original studio portrait

Original portrait & character (lead marketing image)

Character only

Character & 3D prop in scene

Stock photo (environmental)

Infographics

Iconography

Product screen on device

Image assets and use cases

Image use cases



Marketing, advertising

Social & digital AD (banner)

Original studio portrait

Original portrait & character
(lead marketing image)

Character only

Character & 3D prop in scene

Stock photo (environmental)

Infographics

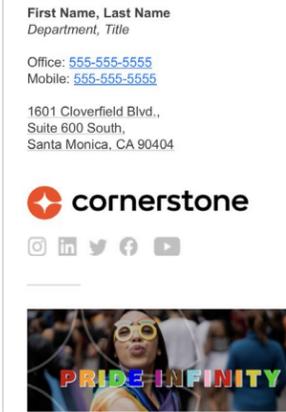
Iconography

Product screen on device



Corporate

Stationery



Email signature

Stock photo (environmental)



Event, merchandise

Original portrait & character
(lead marketing image)

Character only



Pull up banner

Original portrait & character
(lead marketing image)

Character only

Image assets and use cases

Image use cases



Corporate

Powerpoint presentation

Original studio portrait

Original portrait & character
(lead marketing image)

Stock photo (environmental)

Infographics

Iconography

Product screen on device

Cornerstone Galaxy & badge

Original studio portrait

Character & 3D prop in scene

Stock photo (environmental)

Infographics

Iconography

Product screen on device

Visual identity
Brand design system

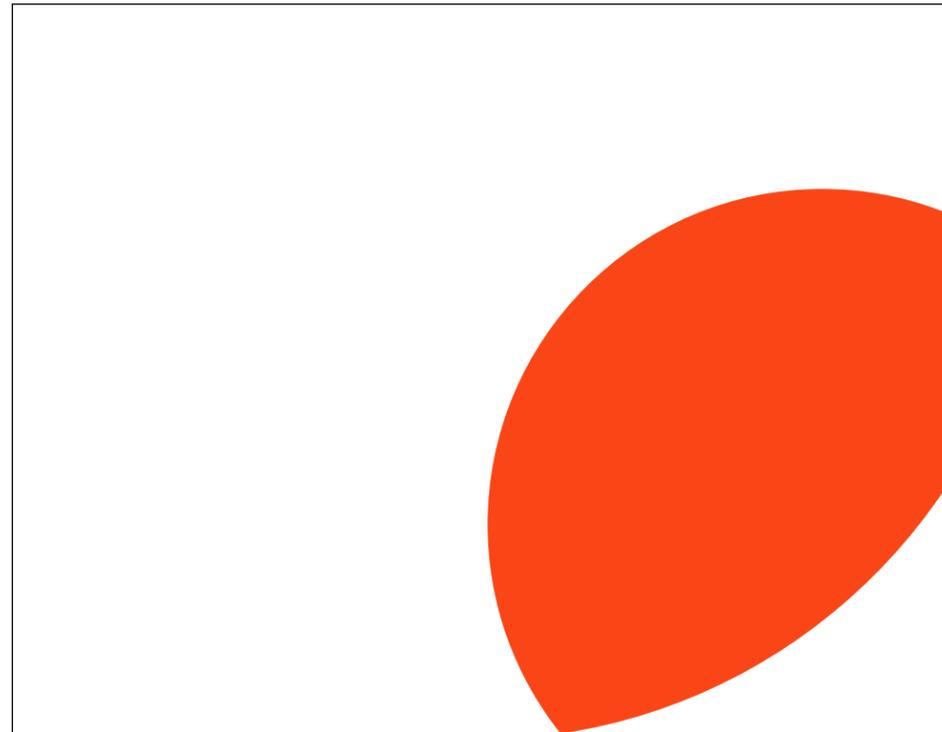
Brand design system

Overview

The brand design system unifies our communications and experiences in a way that's both proprietary and instantly recognizable as the Cornerstone brand.

The design system is based on the Cornerstone logo symbol. There are the two configurations: brand eclipse design system and brand symbol design system (shown in their schematic form).

The variety of configurations are meant to keep the brand fresh as well provide flexibility to the system.



Brand eclipse design system



Brand symbol design system

Brand design system

Brand eclipse design system (landscape format)

The brand eclipse design system works with any imagery – especially with busy background. The eclipse shape is filled in Cornerstone Orange to contain a short headline.

Step 1 (for landscape format)
Measure a document size and create eight equal sections.

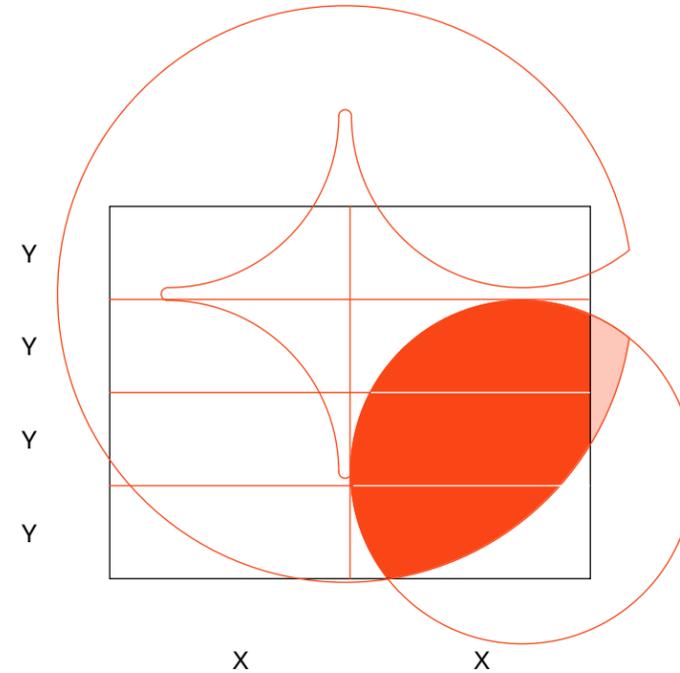
Step 2
Scale Cornerstone logo symbol so that the brand eclipse shape inscribes three of the sections.

Step 3
Choose one of the four layout options based on imagery (shown in their schematic form).

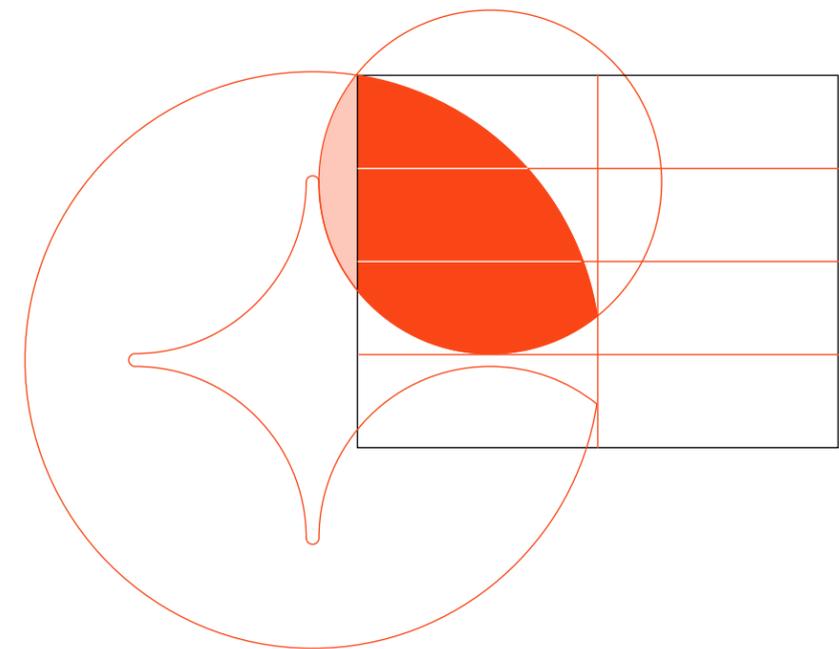
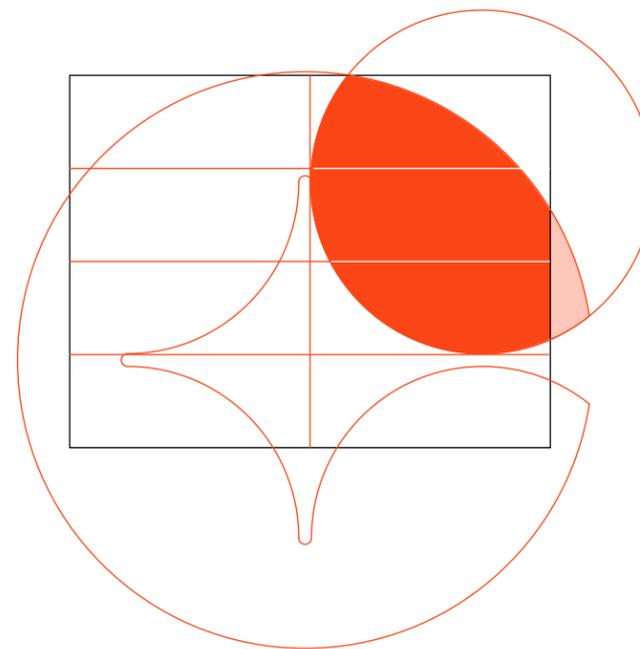
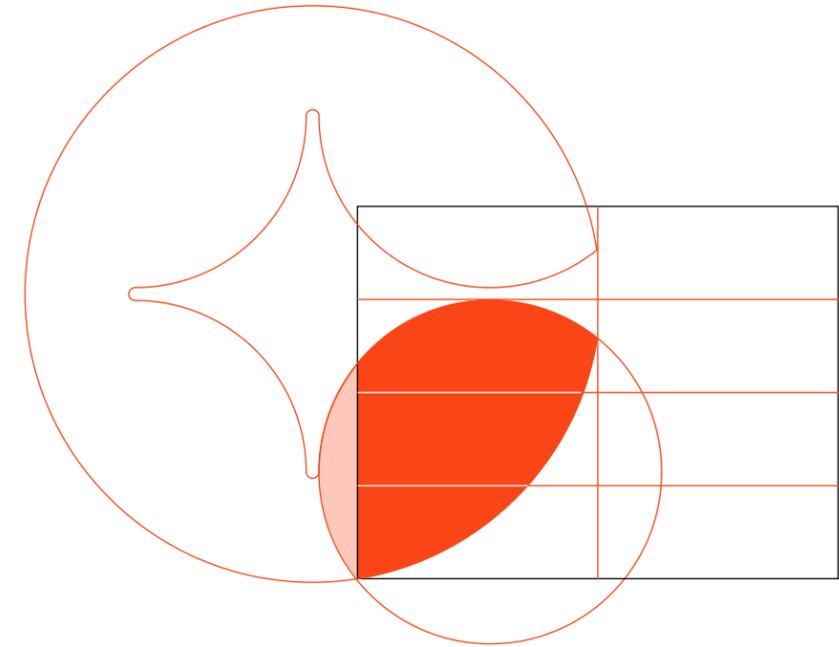
Step 4
Make the brand eclipse shape transparent (blending mode: multiply) and fill it in Cornerstone Orange.

Step 5
Duplicate the brand eclipse shape and make it non-transparent white (blending mode: normal) in 90% opacity.

Step 6
Bring the Orange eclipse shape to front. The color should appear very close to the Cornerstone Orange with subtle details of imagery showing through.



Brand eclipse shape

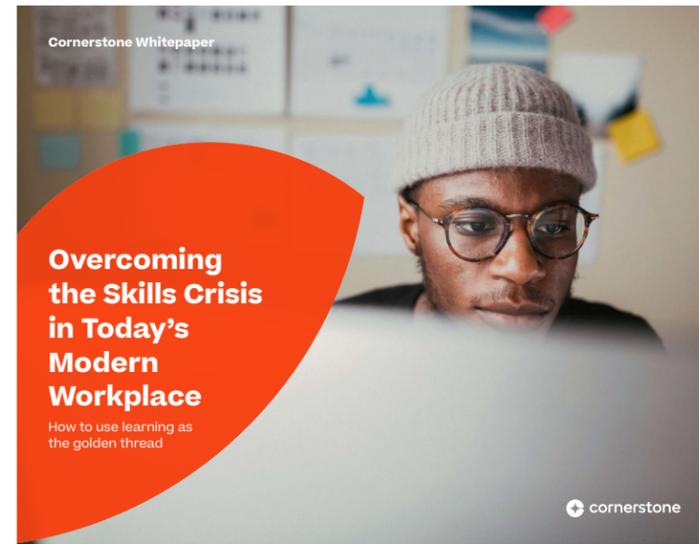


Brand design system

Brand eclipse design system (landscape format)

Examples in landscape format.

When there is a long headline and/or dek, consider using an alternate design system: the brand symbol design system.



Brand design system

Brand eclipse design system (portrait format)

The brand eclipse design system works with any imagery – especially with busy background. The eclipse shape is filled in Cornerstone Orange to contain a short headline.

Step 1 (for portrait format)
Measure a document size and create nine equal sections.

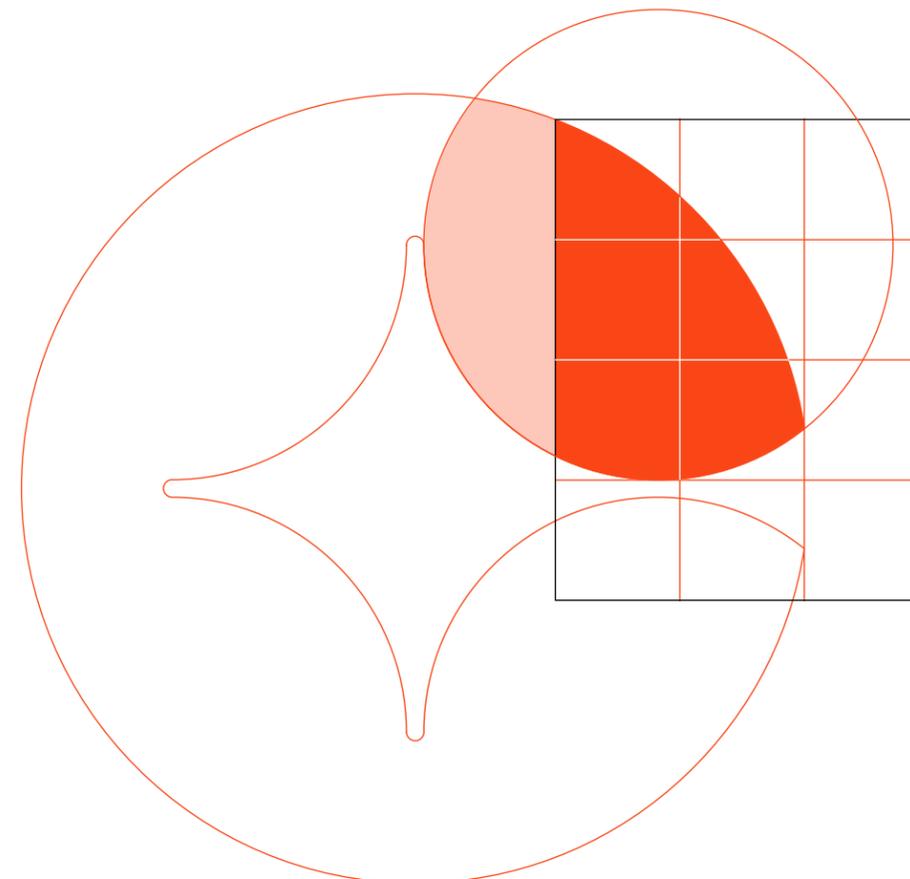
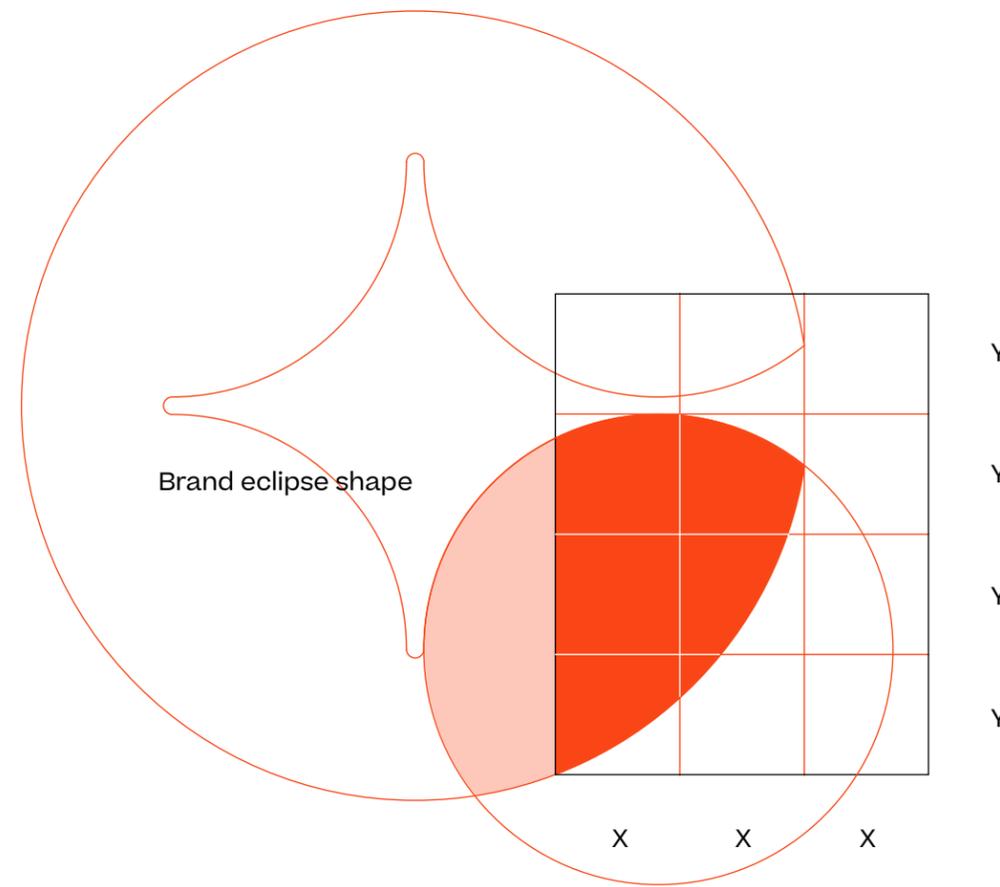
Step 2
Scale Cornerstone logo symbol so that the brand eclipse shape inscribes six of the sections.

Step 3
Choose one of the two layout options based on imagery (shown in their schematic form).

Step 4
Make the brand eclipse shape transparent (blending mode: multiply) and fill it in Cornerstone Orange.

Step 5
Duplicate the brand eclipse shape and make it non-transparent white (blending mode: normal) in 90% opacity.

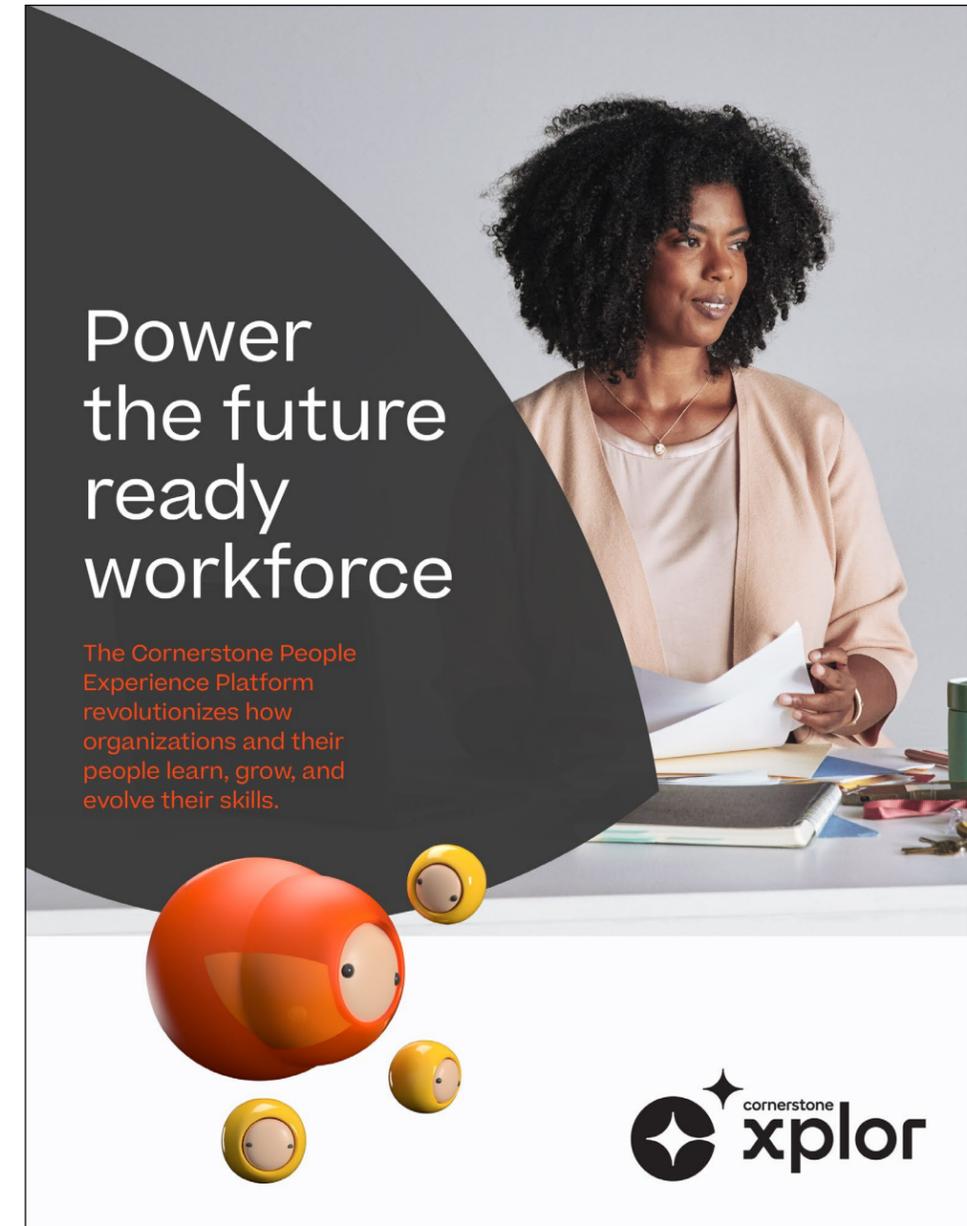
Step 6
Bring the Orange eclipse shape to front. The color should appear very close to the Cornerstone Orange with subtle details of imagery showing through.



Brand design system

Brand eclipse design system (portrait format)

Examples in portrait format



For the Cornerstone Xplor collaterals, the eclipse shape is filled in either Cornerstone Orange, Dark Gray, or black to contain a short headline.

Title

Subtitle

Brand design system

Brand symbol design system (landscape format)

The brand symbol design system works with imagery which has clean, simple background. It also works with a long headline.

Step 1 (for landscape format)
Measure a document size and create two equal squares.

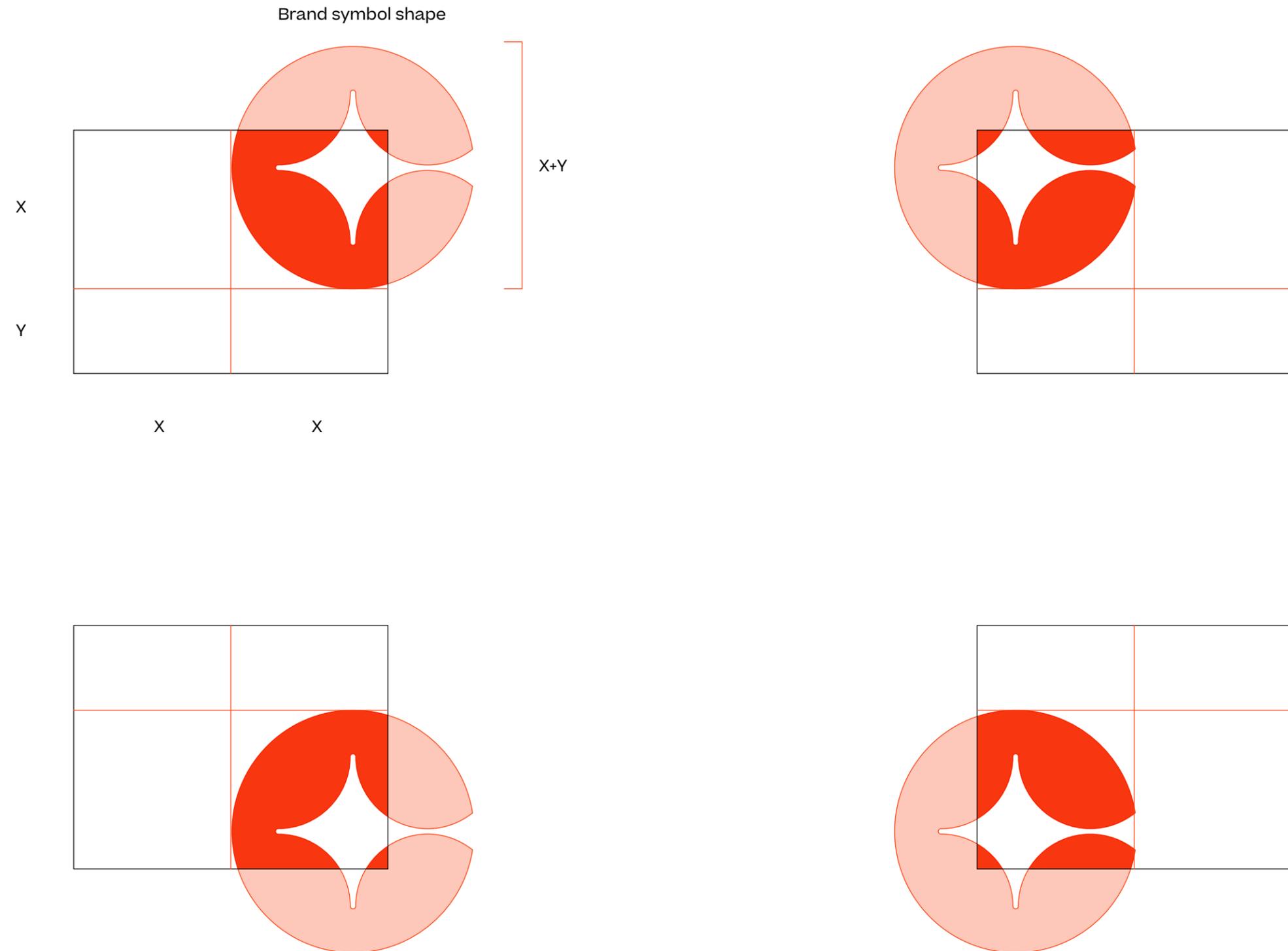
Step 2
Scale Cornerstone logo symbol that is the height of your document. Place the symbol to inscribe one of the squares.

Step 3
Choose one of the four layout options based on imagery (shown in their schematic form).

Step 4
Make the symbol shape transparent (blending mode: multiply) and fill it in Cornerstone Orange or Light Gray.

Step 5
Duplicate the symbol shape and make it non-transparent white (blending mode: normal) in 90% opacity for Orange or 75% opacity for Gray.

Step 6
Bring the Orange or Gray symbol shape to front. The color should appear very close to the Cornerstone Orange or Light Gray, with subtle details of imagery showing through.



Brand design system

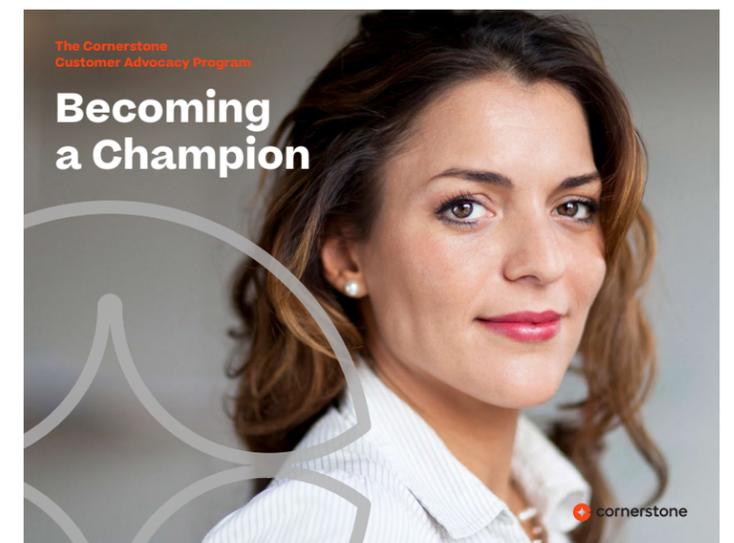
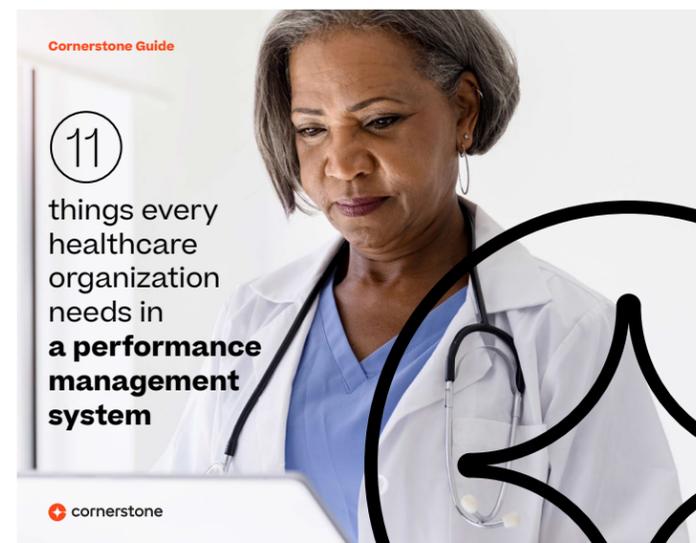
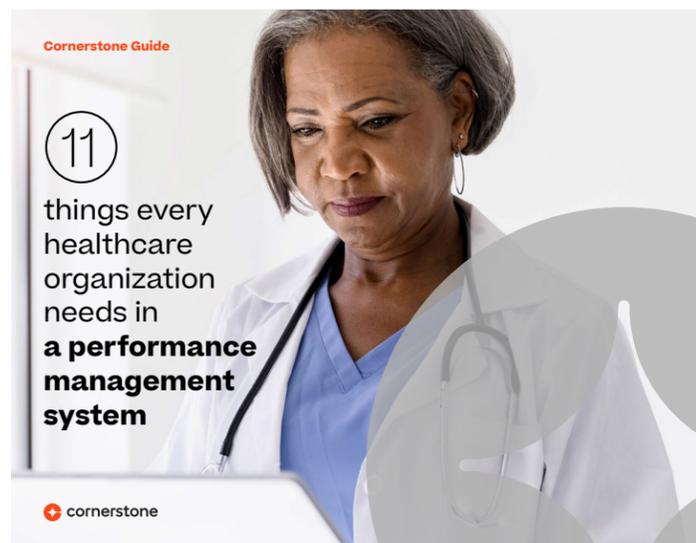
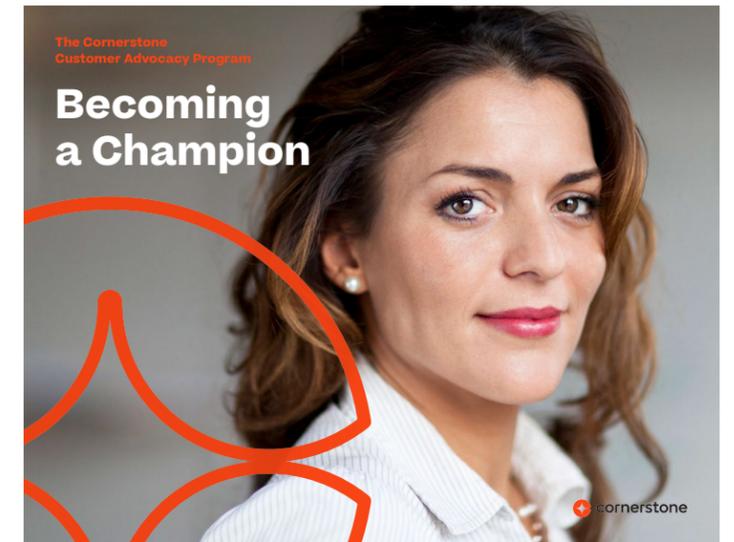
Brand symbol design system (landscape format)

Examples in landscape format.

The logo symbol shape is filled in either Cornerstone Orange or Light Gray.

Depending on the application you're creating, convert the brand symbol shape to an outline. The line weight you choose will vary but it should always feel light and thin. The line is in either Cornerstone Orange, Light Gray or black.

Type over imagery works when the background is clear and uncomplicated. When imagery has busy background and a headline is not legible, consider using an alternate design system: the brand eclipse design system.



Brand design system

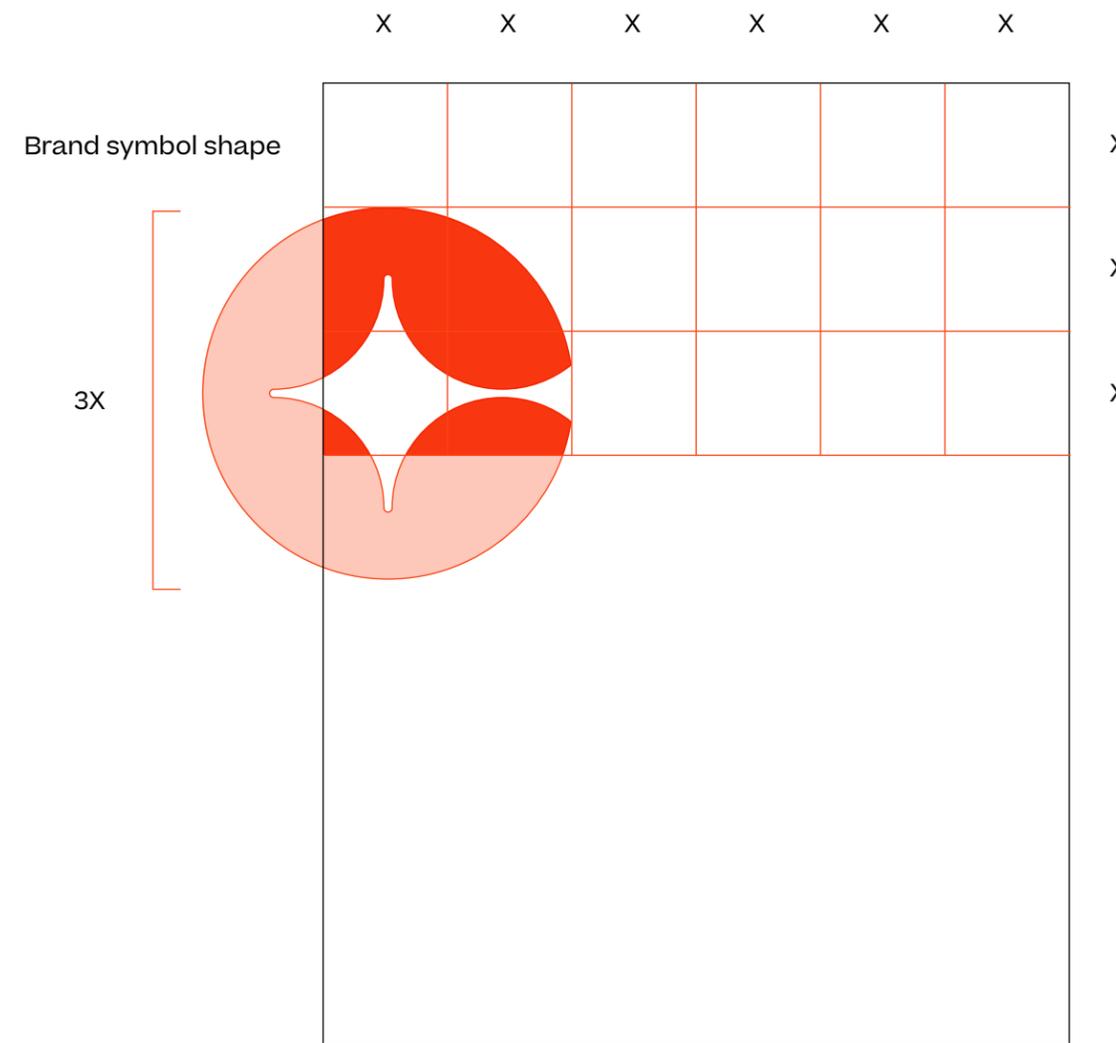
Brand symbol design system (portrait format)

The brand symbol design system works as a watermark on Cornerstone Orange background.

Step 1 (for portrait format)
Measure a document size and create 18 equal squares at the top (shown in their schematic form).

Step 2
Scale Cornerstone logo symbol that is the height of your square times the factor of 3. Place the symbol to inscribe four of the squares.

Step 3
Make the symbol shape in 90% opacity (blending mode: normal).



Brand design system

Brand symbol
design system
(portrait format)

Examples in portrait format

Cornerstone Customer Story



How recruiting, learning, and performing through a pandemic can be done well

San Jacinto College has served the citizens of East Harris County, Texas, since 1961. San Jacinto College is among the top 10 community colleges in the nation as designated by the Aspen Institute for Community College Excellence, and was named an Achieving the Dream Leader College of Distinction in 2020. The College serves approximately 45,000 credit and non-credit students annually, and offers more than 200 degrees and certificates across eight major areas of study that put students on a path to transfer to four-year institutions or enter the workforce.

While the COVID-19 crisis dramatically impacted many industries, higher education faced stronger headwinds than most. Despite pressure from Massive Open Online Courses (MOOCs) and other online learning programs, digital adoption in higher ed remained low — a study conducted by Educause showed only 5% of college budgets are dedicated to IT spending. And before the pandemic, only one-third of college students in the U.S. had any online course experience — meaning not only students but also faculty members have been experiencing a major adjustment in a short timeframe.

Employees: 1,800
Industry: Higher Education
Region: United States
Customer since: 2015

Business impact: COVID-19 challenged the higher ed industry to think differently about how it operated, but San Jacinto Community College was able to continue its growth despite challenges.

Products used:

- Recruiting
- Learning
- Performance

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Cornerstone Performance

Cornerstone Datasheet

Build and manage a high-performance organization



Innovation and company culture are hindered by traditional processes. Elevate your business with world-class performance management to create a scalable process that works to improve performance not just manage it. **Cornerstone Performance** provides you with the tools you need to enable HR and leadership to continuously track and evaluate performance. Performance's highly configurable nature facilitates your organizational agility and adaptability, and its deeper insights into your talent landscape allow you to quickly identify and mobilize employees toward your organization's top priorities.

Reimagine performance management in your digital transformation strategy
Just as we finished riding the digital transformation wave, COVID-19 forced us into a purely digital age. Were you ready or is it time to rip and redesign your performance processes with a new end-to-end solution? Consolidate your technology stack into Cornerstone Performance, which encompasses skill management, goal setting, appraisals, succession planning, and compensation management all across the globe.

Create a strong leadership pipeline
If you're pulling teeth just to find who you should consider for a leadership spot or get blindsided when critical talent leaves your organization, your performance management process isn't working. With Cornerstone Performance you'll

What HR leaders love about our platform

“We’re able to promote more data-driven behaviors.”

“Cornerstone has allowed us to synchronize multiple facets of the employee life cycle.”

“Cornerstone helps us find internal talent very quickly and easily.”

cornerstone ©Cornerstone 2021

Visual identity

Layouts

Layouts

Overview

Simplicity

When Cornerstone communicates through simple, well ordered layouts, we invite reader engagement and provide a cohesive brand experience. You'll find the column grids embedded in our templates.

Balance

Carefully balanced layouts guide a reader's eye through a clear hierarchy of information. A thoughtful arrangement of elements makes it possible to scan a layout, helping readers to instantly understand the purpose and focus of the communication.

Contrast

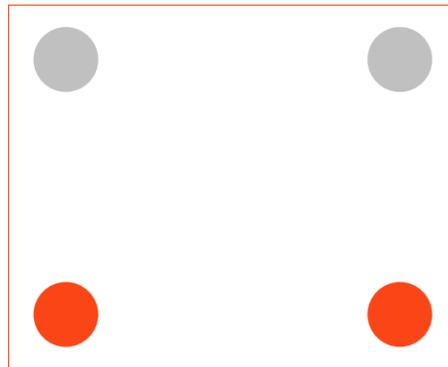
By providing open white space in a layout, you create contrast that brings clarity to the content of the communication. In the same way a frame sets a work of art apart from its surroundings, open space allows the eye to quickly take in the content.

Logo placement

When possible, the logo should be placed either in the bottom left or bottom right of a layout. However, it is most important that the logo remains legible at all times.

Simplicity

Limit the number of font weights and type sizes to reduce visual noise and help the reader understand the hierarchy of information at a glance. The Beatrice Regular and Bold weights should be used primarily. You'll find the specific type sizes embedded in our templates in order to create clear size hierarchy. Type should be left aligned, with no hyphenations. Do not justify type.



- Recommended logo positions
- Possible logo positions

Balance

Use color to communicate, not decorate. Spare use of Cornerstone Orange directs eye to something important, or help delineate the hierarchy of information.

Contrast

Significant open space contributes to a light, uncomplicated experience. Typography should be direct and legible, while at the same time it should feel light on the page.

Cornerstone Brief

Online learning has become mainstream and integral for building awareness of business services and product knowledge.

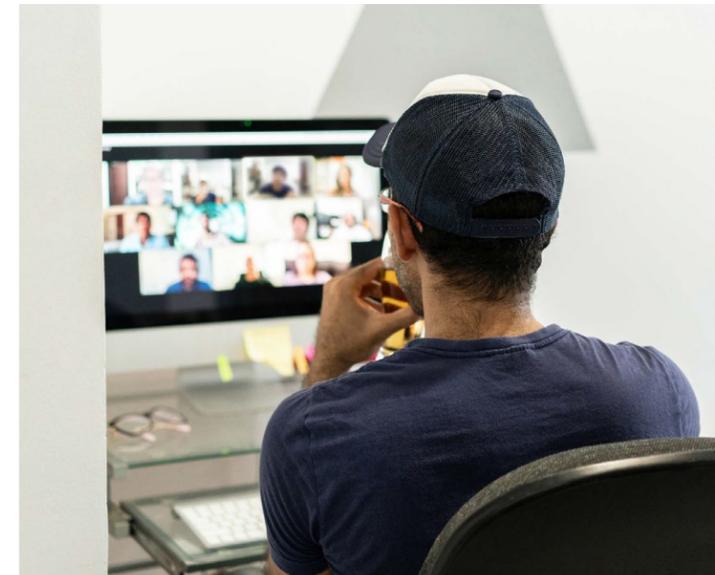
The long-term benefits not only enable sales channel reps to become product and service experts, learning also increases sales and drives revenue growth.

Due to the challenges of Covid-19, now more than ever, there has been a massive acceleration to adopt to online learning platforms. They have become an essential component for continuous learning and training.

The rapid adoption is proving to be particularly beneficial to channel sales reps. In-person sales training sessions were often leveraged to deliver news, training and information. Now, reps can take advantage of the shift to online learning, and access information directly without the need to attend an in-person event.



Set your channel sales reps up for success by **providing them with access to resources and training**, usually only available for internal sales reps



Layouts

Landscape Orientation

In these sample cover pages, you first experience the image because it dominates the layout.

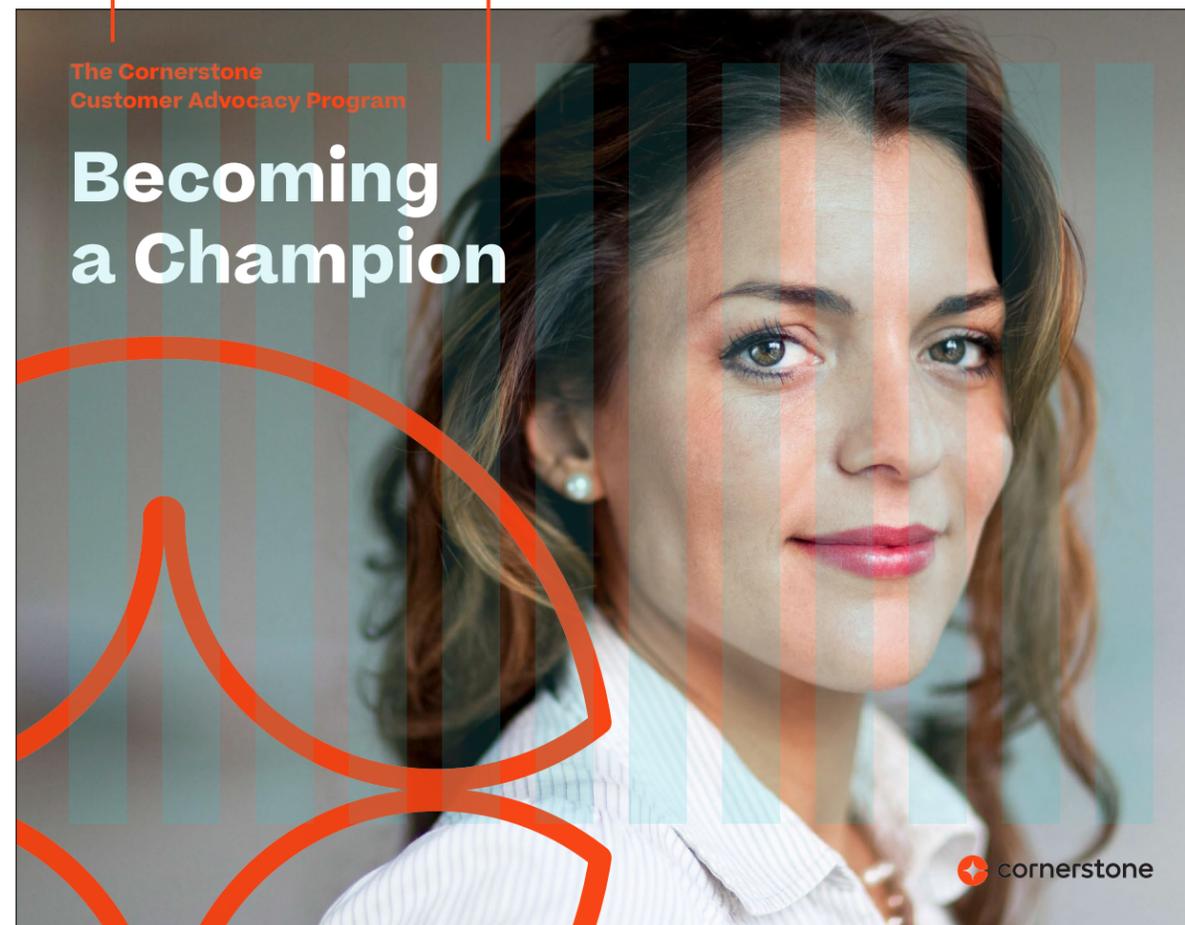
Next, you naturally read the cover rubric and title because of its size and placement in the space.

Lastly you notice the brand mark.

Cover rubric

Cover rubric helps reader identify the document's type.

Title



Imagery

Use a full-bleed photograph on cover.



Title & dek

Layouts

Landscape

Orientation

The placement of the headline at the top of the sample interior page (left) is augmented by type size to draw the eye to the starting point for the page.

By combining color change with significant open space, the pull quote at the bottom of the page (right) signals a quick take on the content.

Page rubric

Page rubric helps reader navigate through the document.

Bullet styles

When typesetting a bulleted list, use a North Star in Cornerstone Orange. The secondary bullet style is a black round bullet, and the third tier is a black horizontal line (n-dash).

Sidebar style

Use a Pale Gray for the sidebar box.

Subhead

The Cornerstone Customer Advocacy Program

Cornerstone Champions HQ

Cornerstone Champions HQ is the VIP headquarters for all our advocacy initiatives!

It's an exclusive environment for Champions, or those interested in becoming Champions, to share their Cornerstone knowledge and insights with each other and, from time to time, prospects. Champions also can broaden their exposure and build their professional brand while promoting their organization's success. And as a bonus, they earn some great perks and have some fun along the way too.

How it works

- ✦ Simply **join Champions HQ** to become a Cornerstone Champion instantly.
- ✦ As a Cornerstone Champion, you'll have:
 - a variety of VIP advocacy opportunities to choose from, some of which are only available via Champions HQ
 - the ability to engage directly with Cornerstone's global customer advocacy team
 - access to unique resources, including industry insights and reports, best practices, and news from around Cornerstone
 - the chance to grow your Champion status by earning badges and leveling up to become a Super, Elite or, the highest of them all, an Ultimate Champion
 - the opportunity to learn from other Champions and have fun

✦ Champions earn points for completing activities:

- **Education-related** – Where we may solicit your feedback on a recent blog or industry article
- **Advocacy-related** – Where we look for support with customer referrals, references, or speaking opportunities

✦ We look to our Champions for their valuable feedback, so you'll see various feedback activities such as the opportunity for a first look at a new feature or the chance to beta test new functionality.

✦ There are points and badges associated with advocacy activities. By completing more of these activities, you'll climb faster up the leaderboard.

If you're interested in sharing what you love about Cornerstone with others, building your network, and your professional brand — and like to have fun — **Join the Champions HQ** now to learn more and to start your journey with Cornerstone's global customer advocacy team. We can't wait to welcome you inside!

If you have any questions about the Cornerstone Customer Advocacy Program, please email: customer_advocacy@csod.com

 **cornerstone**

4



Recognition rewards

As a Cornerstone Champion, you'll benefit from an array of recognition and reward opportunities. Here are just some of the ways we reward advocates.

-  **Complimentary Convergence tickets**
Get even greater value from your Convergence experience with complimentary tickets.
-  **An exclusive Champion event at Convergence**
Celebrate and network with other Champions at a Convergence VIP event.
-  **Champions HQ rewards**
Members of our Champions HQ can redeem earned points for swag, gift cards, charity donations, and more. To learn more about the Cornerstone Champions HQ program, refer to the Champions HQ section below.
-  **Cornerstone University credits**
Earn free Cornerstone University credits to further your knowledge of Cornerstone with extra consulting hours or training.
-  **Participate in Beta Programs**
Champions are some of the first people to experience new Cornerstone technology. We rely on them to give feedback and help improve and shape the future of Cornerstone.



Get over to the site and join! It's interactive, fun, and so many great tips on how to get the most out of your platform. Plus, it's a fun way to earn points to put towards rewards.

— Brenda Chapin, Learning Center Specialist, CIS Trust

3

CTA

Use Cornerstone Orange in CTA and tips. Selective color use makes communications feel open and sophisticated.

Special characters

When typesetting a pull quote, use the special quotation marks embedded in the templates. Use Dark Blue in pull quotes.



Layouts

Portrait

Orientation

In this sample cover page (left), the placement of the title at the top of the page is augmented by color and type weight to draw the eye to the starting point for the page.

By combining color change with significant open space, the sidebar signals a quick take on the customer's profile.

Title

Sidebar

Cover rubric
Cover rubric helps reader identify the document's type.

Cornerstone Customer Story

How recruiting, learning, and performing through a pandemic can be done well



San Jacinto College has served the citizens of East Harris County, Texas, since 1961. San Jacinto College is among the top 10 community colleges in the nation as designated by the Aspen Institute for Community College Excellence, and was named an Achieving the Dream Leader College of Distinction in 2020. The College serves approximately 45,000 credit and non-credit students annually, and offers more than 200 degrees and certificates across eight major areas of study that put students on a path to transfer to four-year institutions or enter the workforce.

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Employee: 1,800
Industry: Higher Education
Region: United States
Customer since: 2015

Business impact:
COVID-19 challenged the higher ed industry to think differently about how it operated, but San Jacinto Community College was able to continue its growth despite challenges.

Products used:

- Recruiting
- Learning
- Performance

 **cornerstone**

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Introduction

Use Cornerstone Orange in the introduction paragraph to draw reader's attention.

Sidebar style
Use a Pale Gray for the sidebar box.

Different Hires, Different Processes



Administrative Hire
– One interview from a hiring leader



Faculty Hire
– Phone Screen
– Panel interview
– Leadership interview



Senior Leadership Hire
– need to confirm with San Jacinto

system was high. Wauters estimates that the number of applicants that fill out an application has at least doubled since the college partnered with Cornerstone. In 2019 alone, a year after having Cornerstone, the college made 300 full-time hires.

When the COVID-19 pandemic sent the college remote, having a streamlined hiring system in place meant that the college didn't have to face major delays when it came to filling urgent hiring needs — including faculty and staff for their new Generation Park campus.

Driving recruiting during a pandemic
Leading up to the pandemic, San Jacinto Community College had been underway with the opening of a sixth campus, called Generation Park, located in the northeast corner of Houston. The campus opening was slated for August 1, 2020 — aligning with the start of the 2020 fall semester. Just months before it was set to open, the pandemic forced the shutdown of San Jacinto's locations temporarily and threatened the hiring processes required to make its opening a success. Even before the switch to remote, interviews required a good amount of coordination between staff involved in the hiring process. And particularly for more senior leadership hires, interviews were done in person.

But the San Jacinto team was able to move forward. Cornerstone Recruiting made it easy to continue the faculty interviewing processes despite the shutdowns — ensuring that everyone who needed to be involved in hiring could easily access the recruiting platform and move the hiring processes along. Through Cornerstone recruiting, San Jacinto was able to hire not only teaching staff but also two provosts for this new campus.

“Cornerstone really helps us a lot in the area of decentralized recruitment—and now decentralized online recruitment,” said Wauters.

In addition to hiring new employees for the Generation Park Campus, Cornerstone Recruiting also made it easy to set up an internal interest form for existing staff that were open to moving to a different location.

“And then from there the hiring committees were able to review those employees that were interested in transferring,” said Brandi Rhodes, the manager of employment at San Jacinto. “I’m sure with our

“With Cornerstone, we’re able to think: What can everyone do for professional development? We’ve contracted with some learning content partners — LinkedIn Learning and Skillsoft — and have those integrated into the system.”
— Brandi Rhodes, Manager of Employment

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Special characters

When typesetting a pull quote, use the special quotation marks embedded in the templates. Use Dark Blue in pull quotes.



Visual identity

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Cornerstone Guide

11 things every healthcare organization needs in a performance management system

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Cornerstone Guide

The 11 key factors you need to consider when looking for a new performance management system

The global pandemic has solidified a truth: your healthcare team is essential to your organization and the world. Their engagement and well-being need to be managed with flexibility and care so their passion can translate to top-quality patient care.

To combat the complex and evolving talent challenges in healthcare, like high turnover rates and hefty administrative costs, you need an agile performance management strategy that aligns employee and business goals, creates a culture of continuous feedback, and optimizes patient care.

Consider these 11 factors when searching for a technology solution that will support your performance management strategy, now and in the future.

Contents

- 1 Aligned individual and organizational goals
- 2 Performance standards and competencies management
- 3 Competency-based job descriptions
- 4 Checklists to track proficiencies
- 5 Continuous feedback and real-time coaching tools
- 6 360-degree peer feedback system
- 7 Robust, highly configurable review process management and automation
- 8 Rich analytics
- 9 Mobile access for field staff
- 10 Actionable, integrated development plans
- 11 Ability to grow with your organization

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1 Aligned individual and organizational goals

Goal setting is critical for healthcare organizations. It's important early on for managers to set concrete objectives with their team members to ensure employees understand how they contribute to the organization's success and how their performance will be evaluated.

Go beyond the traditional SMART or "set-and-forget" goal-setting methods to help your people create collaborative goals that you can track, evaluate, and align to your organization's strategic initiative.

Setting ongoing goals and continuously talking about goal progress benefits you and your people through:

- accelerating feedback and development
- making goals tangible, actionable, and achievable
- holding all parties accountable while providing high support
- allowing you to edit/remove goals that are no longer relevant
- keeping you and your team agile and working for real results, not to move a subjective "needle"
- increasing transparency with goals

For example, physicians are treating patients, and therefore, they aren't only making progress toward their own individual goals. They're also aware of how their work contributes within the greater context of organizational objectives and consciously bringing the hospital's vision of quality care into their day-to-day work.

The right performance management system supports goal alignment, creates frequent check-in conversations that foster continuous coaching and feedback, and offers insights into goal progression through reporting and visual dashboards.

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Cornerstone Brief



Channel sales training: The pathway to higher revenue

How accessible learning for resellers, agents, dealers, distributors, and franchisees increases engagement, builds product affinity and improves sales

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Cornerstone Brief

Online learning has become mainstream and integral for building awareness of business services and product knowledge.

The long-term benefits not only enable sales channel reps to become product and service experts, learning also increases sales and drives revenue growth.

Due to the challenges of Covid-19, now more than ever, there has been a massive acceleration to adopt to online learning platforms. They have become an essential component for continuous learning and training.

The rapid adoption is proving to be particularly beneficial to channel sales reps. In-person sales training sessions were often leveraged to deliver news, training and information. Now, reps can take advantage of the shift to online learning, and access information directly without the need to attend an in-person event.



Set your channel sales reps up for success by providing them with access to resources and training, usually only available for internal sales reps

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Cornerstone Brief

Enable channel sales reps with an online training portal

Online learning—anytime, anywhere
Inaccessibility to training has always been an issue for channel sales reps. Without the latest and most relevant information, they cannot deliver what is required of them. They have constantly been left to operate with only the information they are being fed from the franchisor, manufacturer, producer, or other parent company.

The Covid-19 pandemic has escalated this issue as in-person road shows/training have come to an abrupt halt. An online channel sales training portal removes the limitations of the physical world to provide training anytime, anywhere. Channel sales reps can now benefit from this flexibility to build their product expertise. The constraints of their location and their limited access to representatives no longer holds them back; online learning can enable their sales success.

Keeping your product top-of-mind
Channel sales reps are less inclined to push and sell products they are unfamiliar with and they feel less confident about. An online channel sales training portal provides a gateway to gain a deeper understanding and a familiarity with

products and services. When dealing with their customers, this familiarity puts your product top-of-mind, prioritizing it over the competitors. Simply put, increasing mindshare increases sales profits.

Determining the effectiveness of training
Without tracking the effectiveness of training, new adjustments can't be made to improve training content. An online channel sales training portal provides the ability to track sales training effectiveness by directly tying it to sales and revenue results. It allows you to compare the difference in sales and revenue between those who have taken training and those who haven't. This transparency is also needed to assess the value of training, otherwise the motivation to provide ongoing investment in training may decrease.

A streamlined user experience
An effective channel sales training portal delivers a simple and effective user experience. Much like shopping online, reps can review the catalog for courses, decide which are most suitable to their needs, then self-register to take the training—all without the intervention of an administrator manually setting up an account and assigning the course.

Dynamically assigned training
Rather than draining an administrator's time resources by manually assigning training to each individual channel sales rep, administrators can configure one-time or recurring training assignments based on specific criteria such as their position, location, or actions they've taken within the portal.

Create certification programs
Channel sales reps work in a competitive playing field. Certification upon completion of training adds advantage and an opportunity to distinguish their capabilities in the eyes of their customer. An online channel sales training portal builds certification programs to enable your reps become product experts as a "certified" reseller, agent, dealer, distributor, or franchisee—helping them build trust among their customers.

Collaborative communities
Channel sales reps work across numerous geographical locations, which can further exacerbate the issue of access to relevant information. An online forum community can provide a collaborative space for channel sales reps to connect, discuss and exchange product and services insights, which helps to drive sales and revenue growth.

Boost cross-sell potential
Additional training recommendations can expand sales techniques, including cross-selling and up-selling, driving revenue growth. The more familiar your reps are with complementary products, the more comfortable they'll be cross-selling.



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Cornerstone Brief

Improving long-term business outcomes with Cornerstone Extended Enterprise: A channel sales learning platform



Product screens TK

Many organizations are turning to Extended Enterprise, Cornerstone's online learning platform, to build a channel sales training portal that distributes training content to your channel sales reps—wherever they are. In implementing this portal, you can immerse reps in your product with on-demand resources. Extended Enterprise gives channel sales reps every chance for sales success; to deliver increased sales, to become more efficient, and to become more confident in their sales abilities.

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Cornerstone Brief

Our customer's experience

Extended Enterprise brought to life — Sylvania Learning Success Story
Sherri Vaughan was seeking out an opportunity to boost effectiveness for all franchise employees at over 750 Sylvania learning franchise locations. Using Cornerstone's Extended Enterprise solution, she implemented a new training portal. Not only was standardized learning successfully implemented across hundreds of locations, the initiative boosted sales effectiveness and increased revenue growth.

Cellular Communications Company
A cellular communications company with 4,500+ independent authorized dealers turned to Cornerstone Extended Enterprise to standardize training and boost time to productivity across all locations. They've now been able to draw powerful correlation between training completion and each store's sales, noting, "our executives can see on a regional basis which dealers and which stores are taking training and how that relates to sales. That's a powerful capability."

HVAC Manufacturing
A major HVAC manufacturer leveraged Cornerstone Extended Enterprise to build an online training portal for hundreds of dealers spanning nearly every major city in North America. Their training portal develops technical, sales, leadership, and customer service skills. This ensures that dealers are equipped to delight customers at every sales and service touchpoint. As a result, dealers are now more likely to recommend this HVAC manufacturer's products first when consulting with customers.



“Participants have told us that stretching a course over weeks, instead of spending 48 hours in a classroom, is far more beneficial. With Cornerstone, we can reach them twice a week, give them information and then let them practice those new skills.”

— Matthew Honaker, Senior Customer Experience Manager, Sylvania University

— Sherri Vaughan, Director, Sylvania University

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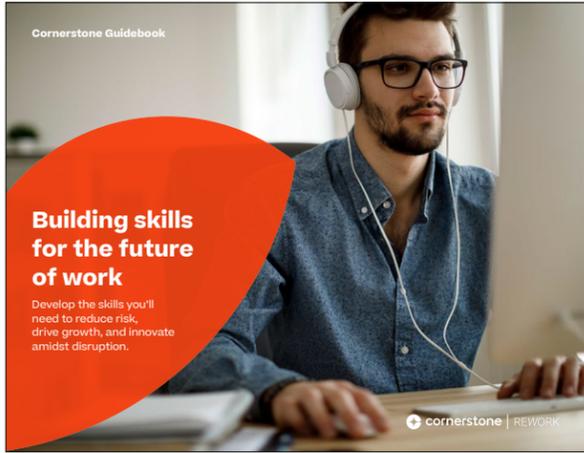
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Building skills for the future of work

Develop the skills you'll need to reduce risk, drive growth, and innovate amidst disruption.

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How Organic Valley made learning part of its company culture

Strong communication skills do not appear in isolation; they must be fostered at every level of an organization. From making sure that company messaging is clear and honest to using team members to define how they communicate, here are ways to strengthen these skills, according to the experts.

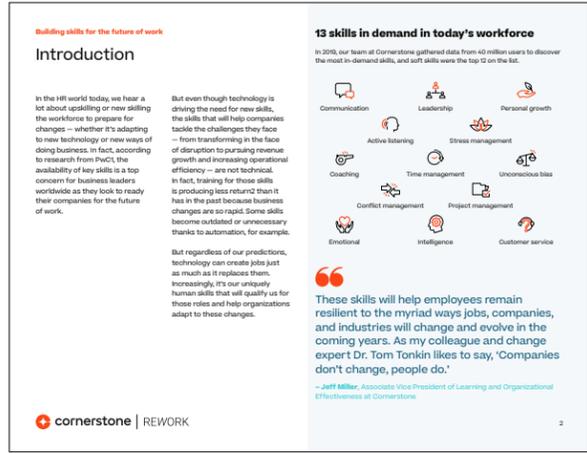
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Introduction

In the HR world today, we hear a lot about updating or retooling the workforce to prepare for changes — whether it's adapting to new technology or new ways of doing business. In fact, according to research from PwC, the availability of key skills is a top concern for business leaders worldwide as they look to ready their companies for the future of work.

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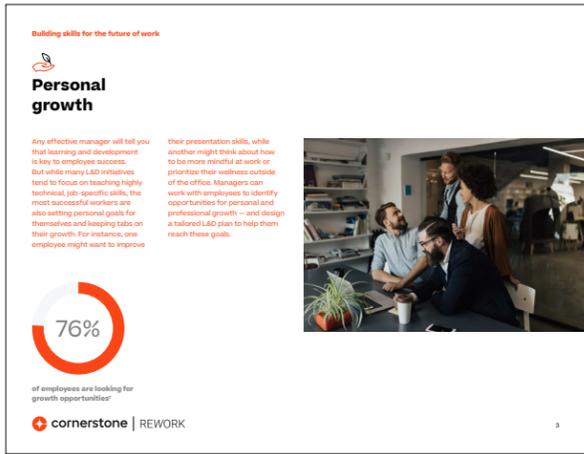


13 skills in demand in today's workforce

In 2018, our team at Cornerstone gathered data from 40 million users to discover the most in-demand skills, and soft skills were the top 12 on the list.

These skills will help employees remain resilient to the myriad ways jobs, companies, and industries will change and evolve in the coming years. As my colleague and change expert Dr. Tom Tonkin likes to say, 'Companies don't change, people do.'

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Personal growth

Any effective manager will tell you that learning and development is key to employee success. But while many L&D initiatives tend to focus on teaching highly technical, job-specific skills, the most successful workers are also setting personal goals for themselves and keeping tabs on their growth. For instance, one employee might want to improve their presentation skills, while another might think about how to be more mindful at work or prioritize their wellness outside of the office. Managers can work with employees to identify opportunities for personal and professional growth — and design a tailored L&D plan to help them reach their goals.



76% of employees are looking for growth opportunities

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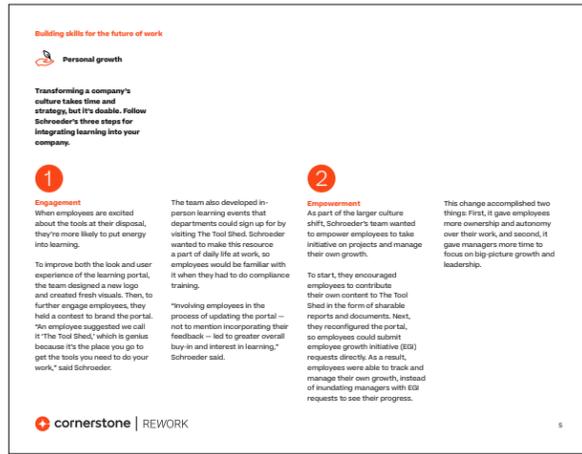
How Organic Valley made learning part of its company culture

The key to a successful company is adaptability. Employees and managers need to be able to learn new concepts, acquire skills, and evaluate their work methods to grow. By creating a culture centered around learning, you can teach employees how to take initiative, expand their skill-set, and strive for better results.

Mark Schroeder, the HR/L&D technology strategist at Organic Valley, made it his mission to revamp the company's employee learning and development processes. He wanted to develop a program that was sustainable, scalable, and engaging, so he partnered with Cornerstone to build a learning portal for employees, where workers could access videos, playlists, online courses, and other resources to better equip them for their jobs.

By creating a culture centered around learning, you can teach employees how to take initiative, expand their skill-set, and strive for better results.

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Personal growth

The team also developed in-person learning events that department heads could sign up for by visiting 'The Tool Shed.' Schroeder wanted to make this resource a part of daily life at work, so employees would be familiar with it when they had to do compliance training.

To improve both the look and user experience of the learning portal, the team designed a new logo and created fresh visuals. Then, to further engage employees, they held a contest to brand the portal. "An employee suggested we call it 'The Tool Shed,' which is genius because it's the place you go to get the tools you need to do your work," said Schroeder.

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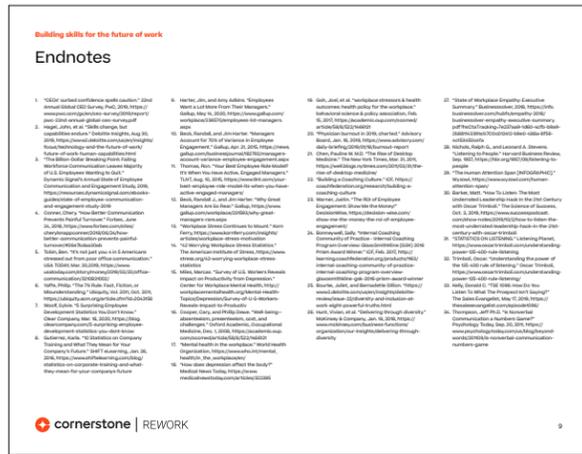


Conclusion

Once companies know which skills to focus on, the hard work of developing them begins. These eight skills are soft skills, and developing them is a constant process. Given today's tightened time constraints and higher business demands, learning has to be easy and accessible enough for employees to make time for it during their busy day.

To make sure employees are continuously prioritizing their soft skill development, companies need to rethink their strategy. Not only must learning be made a constant, but it should be paired together with performance. There are actionable ways of doing this. For one, keeping courses relatively short and consumable can help employees engage with the material. The average human attention span is eight seconds, so it's better to catch their attention within the first few moments — or risk losing it altogether. Similarly, by making digital learning courses easily accessible, employees can complete courses when it works best for them.

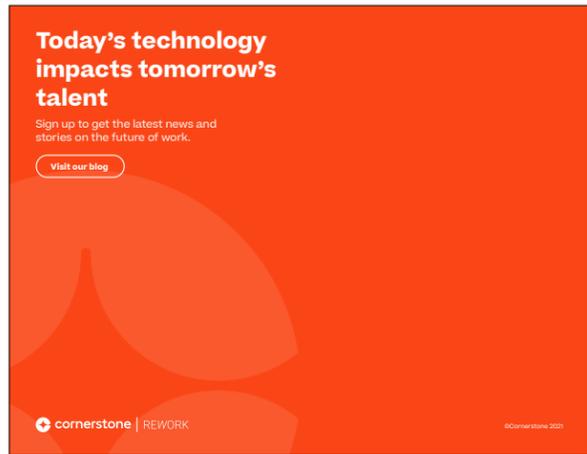
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100. "2018 World Economic Forum Skills Outlook" (2018) Global Skills Index Report, PwC, 2018. <https://www.pwc.com/skills-outlook>

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Today's technology impacts tomorrow's talent

Sign up to get the latest news and stories on the future of work.

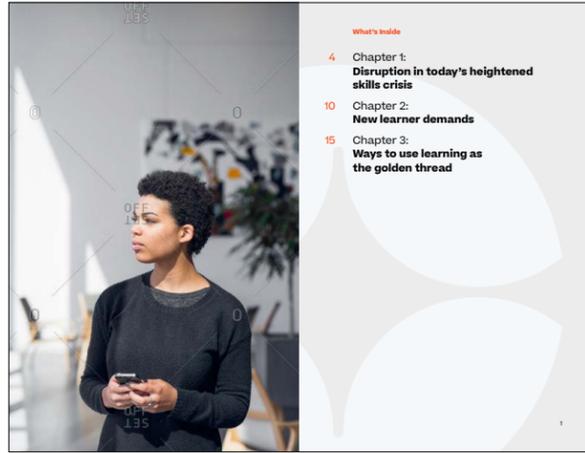
Visit our blog

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Brand templates

Publications, educational, and research: White paper

28 pages



Chapter 01 – Disruption in today's heightened skills crisis

New technology means new jobs – and the need for new skills.

With the advent of the automobile, consumers did not just need new cars. They needed to learn how to drive them. Repair shops needed to learn how to replace a tire, instead of a horseshoe. Government workers had to learn how to create and continuously repair a nationwide infrastructure designed for cars, not horses.

And yet, unlike the recent past, when learning a skill meant you could use it for the lifetime of your career, the current pace of technology means skills have an exponentially shrinking shelf life, with the pace of change only set to accelerate.

And your C-suite is taking notice.

Availability of key skills is a growing concern for the C-suite

Year	1. Over-regulation	2. Policy uncertainty	3. Availability of key skills	4. Trade conflicts	5. Cyber threats	6. Geopolitical uncertainty	7. Protectionism
2019	35%	35%	36%	36%	36%	36%	36%
2018	42%	43%	40%	40%	38%	38%	36%

2019, 22nd Annual Global CEO Survey, PwC

Chapter 01 – Disruption in today's heightened skills crisis

As core skills change, so do workforce demographics.

In today's workplace, five generations are now working together. For businesses, this presents an unprecedented opportunity to drive innovation by taking advantage of the extensive amount of wisdom, knowledge, and fresh perspectives this collective group brings.

But, it also presents a major challenge: blending disparate groups with different characteristics – whether in attitude toward technology, or communication media – into cohesive and productive teams. Teams that balance the dynamics of intergenerational diversity are ones that will be higher-performing.

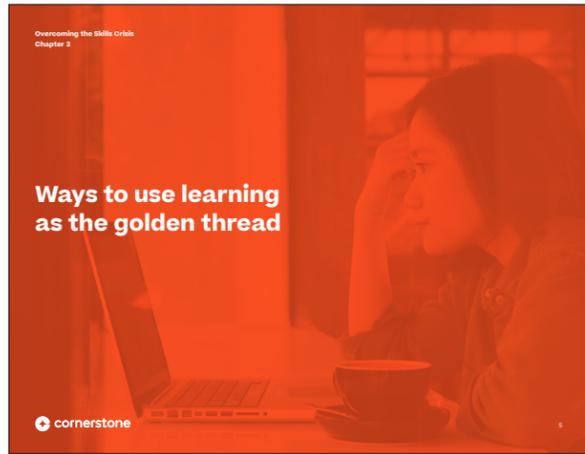
Bonus resource

Help Digital Natives communicate effectively with our new learning series **Digital Native Advancement (DNA)**.

[Explore series](#)

Communication preferences change across generations.

Generation	Attitude toward technology	Communication Preference
Generation Z	"Technoholic" (dependent on tech)	FaceTime/Video chat via handheld devices or in person
Millennials	Digital natives	Text and social media
Generation X	Digital immigrants	Email and text
Baby Boomers	Early adopters of personal tech	In person, telephone or email if necessary



Chapter 02 – Ways to use learning as the golden thread

How to use learning as the golden thread

For your talent and learning strategies to be most effective in today's workplace, they need to be a continuous process of exploration, discovery, and development, using modern learning content as the golden thread throughout the entire employee lifecycle.

The employee lifecycle

We've found it helpful to view the employee lifecycle as three continual stages:

- Learn:** From onboarding to competence in their new role
- Grow:** From competence in their role to preparing for the next
- Thrive:** Continuous improvement in skills that cut across roles

Throughout the rest of this resource, we provide you with best practices and a framework for getting employees into the habit of continual learning from day one – all the way throughout their career with you.

Chapter 03 – Ways to use learning as the golden thread

Stage One Learn: from onboarding to competence in their new role.

During this stage, your employee is learning the basics of their new role, how the team operates, and the culture of your organization. They should be focused on:

- Becoming functional in all parts of their role: learning the basic skills, systems, and processes to be productive
- Getting to know and work well with their new team or in their new role with the same team
- Understanding and taking on the organization's values and culture or adjusting to the expected behaviors of the new role (i.e. moving into a people manager role)

Pro Tip: To get started, check out this quick onboarding lesson from **Cornerstone Originals**.

By the end of this stage: Employees are up to speed and functioning at a basic level within their role.

Duration: Typically 6 months-1 year

Chapter 03 – Ways to use learning as the golden thread

Stage one: Learn

Best practices for supporting your people during the learn stage

Tips for the talent team

- Build development plans and recommend training that will help them bolster skills in those key areas
- Host team introductions explaining how the team works together and what their role is on the team
- Create a welcome protocol that includes an opportunity to meet informally with the team (i.e. over lunch) as well as a recommended schedule of formal meetings where they can learn from crossfunctional peers

Tips for empowering Managers

- Have the career conversation immediately. Here's a few questions to get Managers started:
 - What skills and experiences are you hoping to gain through this role?
 - Where are you hoping to be in 2-5 years?
 - A year from now, what would you like to be known for?
 - Put together a development plan for them that will help them gain those skills and experiences.
- Set clear goals and expectations for their first 30, 60, and 90 days as well as their first year
- Schedule regular 1:1 meetings and explain expectations around communication
- Use time in your regular 1:1s for this, or schedule a separate meeting to focus exclusively on career development

Learn more from Cornerstone Originals

- Create a Great First Day for New Hires

Learn more from Cornerstone Originals

- Set a Clear Goal For Your Meeting
- Get Your Team Involved with Onboarding

Chapter 03 – Ways to use learning as the golden thread

Stage one: Learn

Engage your employees through Learning Pathways.

Set your employees up for success from day one. To help you get started, we've put together several Learning Pathways that you can use out-of-the-box or modify as you find fit. Or, with Cornerstone's Learning Platform, you can always build your own from scratch.

Pathway 1: Making a Good Impression from Day One

Designed for Digital Natives but applicable to all new hires

- Over 8: Your Professional Pulse (2 min)
- Practice Strong Office Communication (3 lessons)
- Send the Right Message (2 min)
- Effective Writing Basics (3 lessons)
- Activity: Find the Communication Channel of Choice (2 min)
- Activity: Show Up At Work (2 min)
- Activity: Your Body Language Shapes Who You Are: Amy Cuddy (22 min)
- Activity: What Impression Am I Giving? (2 min)

Pathway 2: Participating Collaboratively with My Team

Designed for Digital Natives but applicable to all new hires

- Message Up (2 min)
- Follow Up and Follow Through (2 min)
- Activity: Establishing an Effective Relationship With Your Manager (7 lessons)
- Activity: Prepare for One-on-One (2 min)
- Activity: Take Ownership Through Self-Auditing (4 lessons)
- Activity: Show Off (Your Work) (2 min)
- Activity: My Reliability Checklist (2 lessons)

We help organizations close critical skills gaps and empower your people to develop as quickly as your business.

[Learn More](#)

Cornerstone is the global leader in learning and talent management software, helping organizations drive growth, reduce risk, and develop innovators. Our expertly-curated content subscriptions provide you with a library that is always fresh, mobile-ready, and features top content from the brands your learners love.

csod.com

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Stay connected

Brand templates

Publications, educational, and research: One-page infographics

Journey to an inclusive workplace

According to Gartner, diversity, equity and inclusion (DE&I) should be the number one talent management priority for CEOs. Many organizations have made strides in recruiting diverse candidates, but the strategy often stops there. To achieve your DE&I transformation goals, you must look beyond recruiting and embed a DE&I lens across the entire employee lifecycle.



To understand the collective progress made, we surveyed business leaders from multiple industries, representing organizations with annual revenues ranging from \$100 million to over \$9 billion about their DE&I initiatives. Below are highlights from that survey along with tips to make your own journey more effective.

You can access the full research report and in-depth analysis here.

[Learn More](#)



52% of organizations say D&I has increased in priority over the last 6 months

Tip
Get executive buy in for your DE&I

To understand the collective progress made, we surveyed business leaders from multiple industries, representing organizations with annual revenues ranging from \$100 million to over \$9 billion about their DE&I initiatives. Below are highlights from that survey along with tips to make your own journey more effective.

You can access the full research report and in-depth analysis here.

[Learn More](#)



52% of organizations say D&I has increased in priority over the last 6 months

Tip
Get executive buy in for your DE&I initiatives, communicate the programs across the organization and hopefully more will join your journey.



73%

access directly from and target ads to diverse pools

Tip
While reaching diverse pools is a great start, it can't stop there. Review job descriptions to remove language that contains unconscious bias, which is often a barrier for applicants, and consider making



39%

rank internal candidate pipeline as a top priority

Tip
Hiring diverse talent is not enough – once in the door, internal mobility will be key to retention. Use technology to build career paths based on an employee's profile or input, bringing transparency to a wide range of career options.



45%

align their talent development strategy with D&I

Tip
Skills development is critical to maintaining high performance. L&D teams should coordinate with D&I teams to create personalized development strategies for every employee that delivers the right learning content that matches employees' goals, interests and aspirations.

Brand templates

Products and programs:
Data sheet (products)

2 pages

Cornerstone Performance

Cornerstone Datasheet

Build and manage a high-performance organization



Innovation and company culture are hindered by traditional processes. Elevate your business with world-class performance management to create a scalable process that works to improve performance not just manage it. **Cornerstone Performance** provides you with the tools you need to enable HR and leadership to continuously track and evaluate performance. Performance's highly configurable nature facilitates your organizational agility and adaptability, and its deeper insights into your talent landscape allow you to quickly identify and mobilize employees toward your organization's top priorities.

Reimagine performance management in your digital transformation strategy
Just as we finished riding the digital transformation wave, COVID-19 forced us into a purely digital age. Were you ready or is it time to rip and redesign your performance processes with a new end-to-end solution? Consolidate your technology stack into Cornerstone Performance, which encompasses skill management, goal setting, appraisals, succession planning, and compensation management all across the globe.

Create a strong leadership pipeline
If you're pulling teeth just to find who you should consider for a leadership spot or get blindsided when critical talent leaves your organization, your performance management process isn't working. With Cornerstone Performance you'll

What HR leaders love about our platform

"We're able to promote more data-driven behaviors."

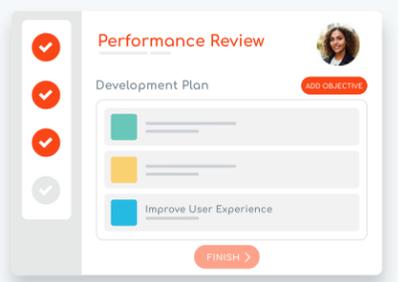
"Cornerstone has allowed us to synchronize multiple facets of the employee life cycle."

"Cornerstone helps us find internal talent very quickly and easily."

 ©Cornerstone 2021

be able to discover and differentiate workforce talent, so you can nurture talent and mobilize them toward potential leadership roles. Critical roles remain filled, and you don't lose productivity or team morale during a position vacancy.

Ensure your performance process are compliant
If you're looking to ensure compliance excellency, pick the right company. As one of the first things we learned to do, you can rest easy with Cornerstone Performance thanks to our automatic version control for data accuracy. You can also configure our features so that items like appraisals or competency assessments can satisfy compliance regulations – especially if you have a global footprint abiding by multiple laws. But not everyone works at a computer, so how do you measure behavioral compliance? Cornerstone Performance provides floor workers with observation checklists and evidence gathering capabilities so you can make sure compliant behaviors are observed daily.



Cornerstone Performance lets you

- Align your people to organizational strategy goals
- Gain a global view of your people
- Assess employee capabilities to build critical competencies for your organization
- Manage complex succession plans that leverage machine learning recommendations
- Streamline compensation planning and optimize budget
- Conduct more frequent or continuous appraisals
- Design a sustainable compliance process

Unlock your workforce with world-class performance management

[Learn More](#)



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Brand templates

Products and programs:

Case study

Long form: 4 pages
Short form: 2 pages

Cornerstone Customer Story



How recruiting, learning, and performing through a pandemic can be done well

San Jacinto College has served the citizens of East Harris County, Texas, since 1961. San Jacinto College is among the top 10 community colleges in the nation as designated by the Aspen Institute for Community College Excellence, and was named an Achieving the Dream Leader College of Distinction in 2020. The College serves approximately 45,000 credit and non-credit students annually, and offers more than 200 degrees and certificates across eight major areas of study that put students on a path to transfer to four-year institutions or enter the workforce.

While the COVID-19 crisis dramatically impacted many industries, higher education faced stronger headwinds than most. Despite pressure from Massive Open Online Courses (MOOCs) and other online learning programs, digital adoption in higher ed remained low – a study conducted by Educause showed only 5% of college budgets are dedicated to IT spending. And before the pandemic, only one-third of college students in the U.S. had any online course experience – meaning not only students but also faculty members have been experiencing a major adjustment in a short timeframe.

<p>Employees: 1,800</p> <p>Industry: Higher Education</p> <p>Region: United States</p> <p>Customer since: 2015</p>	<p>Business impact: COVID-19 challenged the higher ed industry to think differently about how it operated, but San Jacinto Community College was able to continue its growth despite challenges.</p>	<p>Products used:</p> <ul style="list-style-type: none"> Recruiting Learning Performance
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When the time came to move to an online-only model, it showed.

But there are some exceptions. San Jacinto Community College is one institution that has been able to take the pandemic in stride thanks to its pre-pandemic digital investments. Based in Houston, Texas, the college is devoted to promoting student success, academic progress, university transfer, and employment. It's spread across six different campuses in Texas – one of which the college was able to open even despite the pandemic-related challenges. And that's because, instead of scrambling to implement a digital infrastructure like most other higher ed institutions, the college was able to stick to its business roadmap, including making critical leadership hires.

"COVID has slowed us down a little bit, but I don't think we've seen that big downturn," said Wayne Wauters, manager of talent acquisition, of their hiring.

And that's thanks in large part to one of those digital investments. While San Jacinto knew that offering digital tools and services was non-negotiable for students, the college also saw an opportunity to innovate for its faculty and staff. So in 2018, the college adopted Cornerstone's tools for hiring and recruiting, learning, and development. By digitizing these three areas of the college's operations, San Jacinto was able to improve processes, effectively transition its staff to remote work, and provide learning and development resources that made the transition easier for faculty. And as a result, the college was able to continue – rather than delay – its growth path.

Revolutionizing recruiting across roles and campuses
The major driver behind San Jacinto's search for a new technology partner was its complex recruiting needs.

"One of the challenges in higher education is that we have so many different types of positions," says Wauters.

That's especially true for San Jacinto, with its staffing needs extending across multiple locations. What's more, each different type of hire requires different processes and involves different stakeholders. "Instead of having a central group of recruiters," Wauters says, "people who have a staffing need usually participate in the hiring."

San Jacinto needed a system that managed a large volume of applicants and open positions, allowed for a variety of hiring workflows, and was easily accessible by all staff – including those who had never been involved in the hiring process before. "Cornerstone Recruiting was the only solution that accommodated our varied needs," Wauters said.

In addition to improving internal processes, Cornerstone Recruiting offered a better experience for candidates. Before using Cornerstone, applicants had to wrestle with multiple fields and arbitrary character limits which, all told, took about 45 minutes to fill out. The average drop-off of new applicants from the old



“Cornerstone really helps us a lot in the area of decentralized recruitment—and now decentralized online recruitment.”
— Wayne Wauters, Manager of Talent Acquisition

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Different Hires, Different Processes

 <p>Administrative Hire – One interview from a hiring leader</p>	 <p>Faculty Hire – Phone Screen – Panel interview – Leadership interview</p>	 <p>Senior Leadership Hire – need to confirm with San Jacinto</p>
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system was high. Wauters estimates that the number of applicants that fill out an application has at least doubled since the college partnered with Cornerstone. In 2019 alone, a year after having Cornerstone, the college made 300 full-time hires.

When the COVID-19 pandemic sent the college remote, having a streamlined hiring system in place meant that the college didn't have to face major delays when it came to filling urgent hiring needs – including faculty and staff for their new Generation Park campus.

Driving recruiting during a pandemic
Leading up to the pandemic, San Jacinto Community College had been underway with the opening of a sixth campus, called Generation Park, located in the northeast corner of Houston. The campus opening was slated for August 1, 2020 – aligning with the start of the 2020 fall semester. Just months before it was set to open, the pandemic forced the shutdown of San Jacinto's locations temporarily and threatened the hiring processes required to make its opening a success. Even before the switch to remote, interviews involved a good amount of coordination between staff involved in the hiring process. And particularly for more senior leadership hires, interviews were done in person.

But the San Jacinto team was able to move forward. Cornerstone Recruiting made it easy to continue the faculty interviewing processes despite the shutdowns – ensuring that everyone who needed to be involved in hiring could easily access the recruiting platform and move the hiring processes along. Through Cornerstone recruiting, San Jacinto was able to hire not only teaching staff but also two provosts for this new campus.

"Cornerstone really helps us a lot in the area of decentralized recruitment—and now decentralized online recruitment," said Wauters.

In addition to hiring new employees for the Generation Park Campus, Cornerstone Recruiting also made it easy to set up an internal interest form for existing staff that were open to moving to a different location.

"And then from there the hiring committees were able to review those employees that were interested in transferring," said Brandi Rhodes, the manager of employment at San Jacinto. "I'm sure with our

“With Cornerstone, we're able to think: What can everyone do for professional development? We've contracted with some learning content partners – LinkedIn Learning and Skillsoft – and have those integrated into the system.”
— Brandi Rhodes, Manager of Employment

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Early during the COVID-19 shutdowns, Rhodes said Cornerstone Learning made it easy to push content to faculty—not only remote compliance training but also learning playlists covering everything from wellness to remote technology tutorials.

When San Jacinto first adopted Cornerstone, faculty and staff were hesitant – resistant to change and learning a new system. But according to Rhodes, all were pleasantly surprised by how simple and accessible Cornerstone was – making not only learning but also annual performance reviews more engaging for everyone.

Continuing to bring innovation to higher education
San Jacinto Community College continues to look for new ways to innovate its operations to stay relevant amid an increasingly digital environment. With the help of Cornerstone, the transition has been smooth for teachers and staff – and the updated recruiting system means screening future candidates for remote experience is easy to do.

"The faculty are very accepting and have really taken to the online classes and adapted well," said Dement.

Because San Jacinto Community College has made digitizing internal needs a priority, it's better equipped to offer digital services to students. Wauters, Rhodes, and Dement agree offering more online classes with more flexible learning options has increased accessibility for students – helping the college stay committed to its mission of promoting student success.

Thanks to the new capabilities provided by Cornerstone Recruiting, Learning, and Performance, San Jacinto will continue to evolve and grow no matter what new challenges it's presented.

“Compliance training has always been a large focus,” said Rhodes. “With Cornerstone, we're able to think: What can everyone do for professional development? We've contracted with some learning content partners – LinkedIn Learning and Skillsoft – and have those integrated into the system. And Cornerstone makes it easy to load in-house developed training as well.”

Learn how companies around the globe use Cornerstone to give leaders and their teams the tools and training needed to unlock people's full potential. **Start your demo with Cornerstone today!**

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Brand templates

Products and programs: Overview (program)

4-5 pages



The Cornerstone Customer Advocacy Program

The Cornerstone Customer Advocacy Program provides you with the opportunity to share your Cornerstone insights and experiences with other customers, prospects, analysts, and the talent management community.

Through this program we aim to ensure that your participation in our advocacy efforts is rewarded.

Cornerstone customer advocates (who we call Champions) grow their professional networks and meet other leaders and experts in their fields, leveraging these connections to accelerate building their careers and corporate brands.

As a Champion, you'll also have a greater impact in shaping the future of Cornerstone. You'll be helping us build products that better serve your needs, making sure those products

integrate well into our customers' daily lives, and shaping the way people and businesses think about and use Cornerstone.

Even beyond those benefits, Champions are recognized and rewarded for their contributions through advocacy activities and recognition rewards. Everyone wins!

And you're invited to learn more about the Cornerstone Customer Advocacy Program and join the Cornerstone Champions HQ. We're sure you'll see the benefits and value of participating.

Advocacy activities

There are many different opportunities for you to get involved with the Cornerstone Advocacy Program. As a Champion, you can choose one or all of the activities that most interest you. It's entirely up to you. Here are just some of the ways you can participate.

- Case studies, blog posts, or testimonials**
Share the story of your journey and how Cornerstone has positively impacted your organization.
- Press interviews or quotes**
Share your views and stories across a variety of industry and news media outlets.
- Sales references**
Share your Cornerstone experiences with prospective customers.
- Video interviews**
Share your thoughts about Cornerstone or other industry topics on camera.
- Analyst briefings**
Share your Cornerstone experiences with leading analyst organizations.
- User groups**
Share your insights and knowledge with other Cornerstone users at one of our many User Groups.
- Research and surveys**
Share your feedback and input on your working practices and Cornerstone experiences.
- Speaking engagements**
Share your passion and compelling stories in front of your peers at key industry and Cornerstone events, including our flagship event, Convergence.

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Recognition rewards

As a Cornerstone Champion, you'll benefit from an array of recognition and reward opportunities. Here are just some of the ways we reward advocates.

- Complimentary Convergence tickets**
Get even greater value from your Convergence experience with complimentary tickets.
- An exclusive Champion event at Convergence**
Celebrate and network with other Champions at a Convergence VIP event.
- Champions HQ rewards**
Members of our Champions HQ can redeem earned points for swag, gift cards, charity donations, and more. To learn more about the Cornerstone Champions HQ program, refer to the Champions HQ section below.
- Cornerstone University credits**
Earn free Cornerstone University credits to further your knowledge of Cornerstone with extra consulting hours or training.
- Participate in Beta Programs**
Champions are some of the first people to experience new Cornerstone technology. We rely on them to give feedback and help improve and shape the future of Cornerstone.

“Get over to the site and join! It's interactive, fun, and so many great tips on how to get the most out of your platform. Plus, it's a fun way to earn points to put towards rewards.”

— Brenda Chaplin, Learning Center Specialist, CIS Trust

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The Cornerstone Customer Advocacy Program

Cornerstone Champions HQ

Cornerstone Champions HQ is the VIP headquarters for all our advocacy initiatives!

It's an exclusive environment for Champions, or those interested in becoming Champions, to share their Cornerstone knowledge and insights with each other and, from time to time, prospects. Champions also can broaden their exposure and build their professional brand while promoting their organization's success. And as a bonus, they earn some great perks and have some fun along the way too.

How it works

- Simply **Join Champions HQ** to become a Cornerstone Champion instantly.
- As a Cornerstone Champion, you'll have:
 - a variety of VIP advocacy opportunities to choose from, some of which are only available via Champions HQ
 - the ability to engage directly with Cornerstone's global customer advocacy team
 - access to unique resources, including industry insights and reports, best practices, and news from around Cornerstone
 - the chance to grow your Champion status by earning badges and leveling up to become a Super, Elite or, the highest of them all, an Ultimate Champion
 - the opportunity to learn from other Champions and have fun

Champions earn points for completing activities:

- Education-related** – Where we may solicit your feedback on a recent blog or industry article
- Advocacy-related** – Where we look for support with customer referrals, references, or speaking opportunities

We look to our Champions for their valuable feedback, so you'll see various feedback activities such as the opportunity for a first look at a new feature or the chance to beta test new functionality.

There are points and badges associated with advocacy activities. By completing more of these activities, you'll climb faster up the leaderboard.

Members of the Champions HQ have access to the **Champions HQ Rewards Store**, where they can redeem their earned points for tangible rewards, such as Cornerstone swag, gift cards, or charitable donations. As you level up and grow in your Champion status, you'll access higher-valued reward options.

If you're interested in sharing what you love about Cornerstone with others, building your network, and your professional brand – and like to have fun – **Join the Champions HQ** now to learn more and to start your journey with Cornerstone's global customer advocacy team. We can't wait to welcome you inside!

If you have any questions about the Cornerstone Customer Advocacy Program, please email: customer_advocacy@csod.com

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Cornerstone has helped **more than 6,300 clients** during the ups and downs of the last 20 years. We have the tools and experience to help your organization succeed in a time of great change.

[Learn More](#)

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Brand templates

Marketing and advertising:
Social media advertising

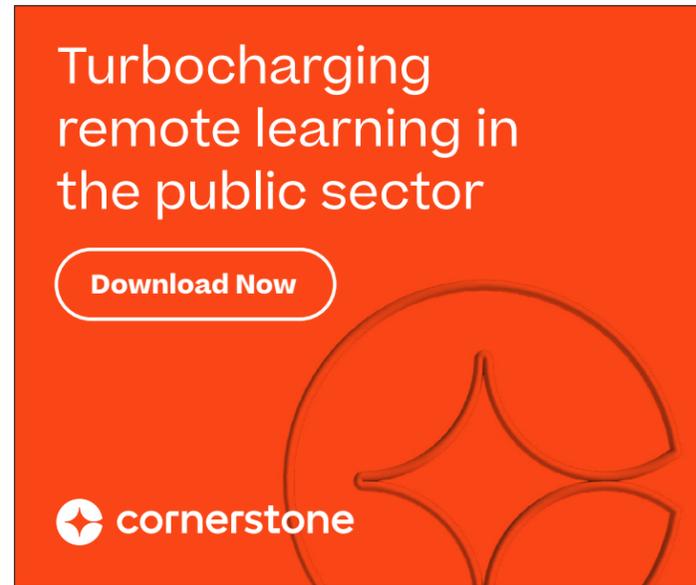
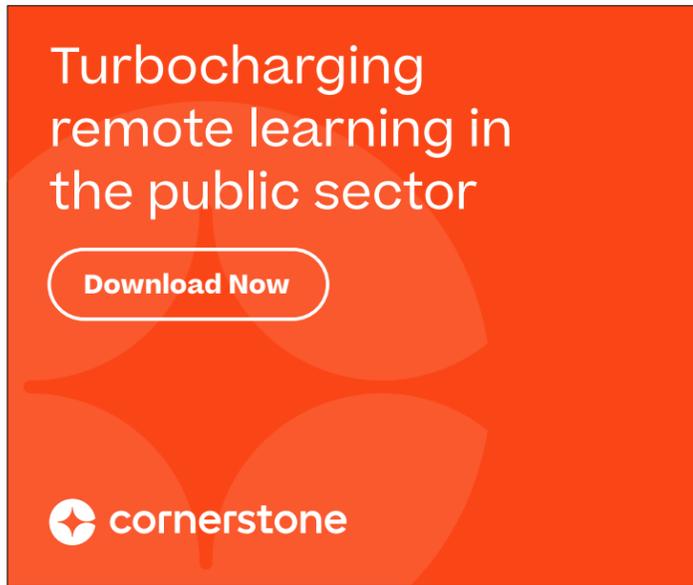
Use Cornerstone Orange as the dominant color. The overall impression of the brand in the mind of the audience should be unambiguously Cornerstone Orange.

Secondary and tertiary colors should be used on subsequent screens.

The brand symbol design system works as a watermark on Cornerstone Orange background.

When using the 3D symbol, white background is recommended.

Avoid overlaying the Cornerstone Orange over the 3D symbol and/or multiple symbol motifs as it darkens the Orange.



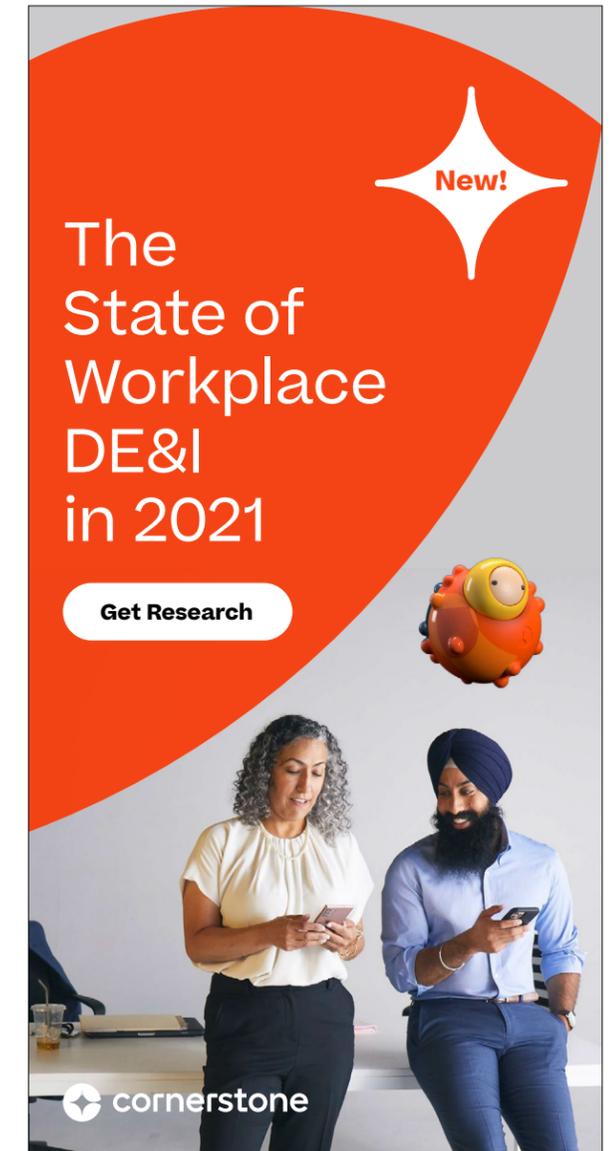
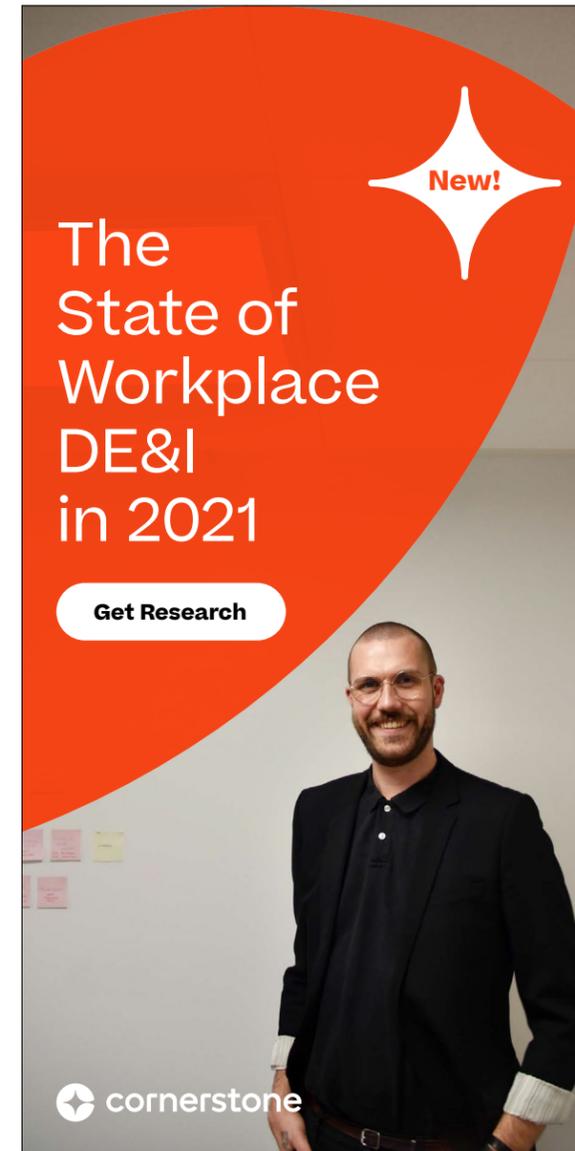
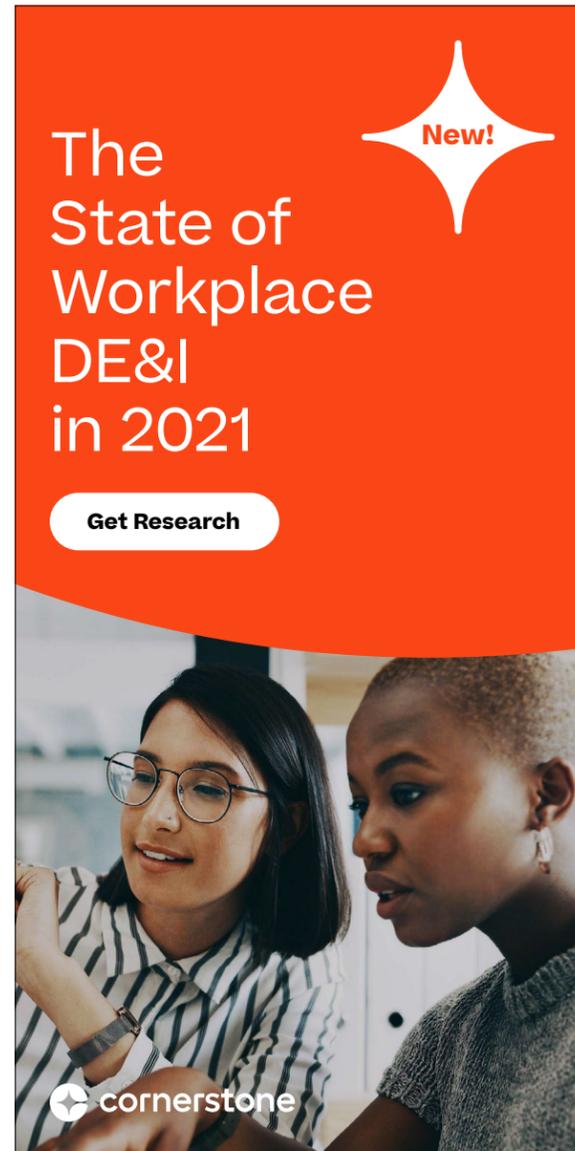
Brand templates

Marketing and advertising:
Social media advertising

Use Cornerstone Orange as the dominant color. The overall impression of the brand in the mind of the audience should be unambiguously Cornerstone Orange.

The brand symbol design system works as a watermark on Cornerstone Orange background.

When appropriate, use the brand eclipse design system. The variety of configurations are meant to keep the brand fresh as well provide flexibility to the system.



Brand templates

Marketing and advertising:
Social media advertising

Use Cornerstone Orange as the dominant color. The overall impression of the brand in the mind of the audience should be unambiguously Cornerstone Orange.

Secondary and tertiary colors should be used on subsequent screens.

The brand symbol design system works as a watermark on Cornerstone Orange background.

When having image(s) of speaker(s), simpler background is recommended. Do not use the graphic pattern behind photos. Using the graphic pattern behind the award logos is acceptable.

Webinar

How to Design Your Content Strategy for Learning

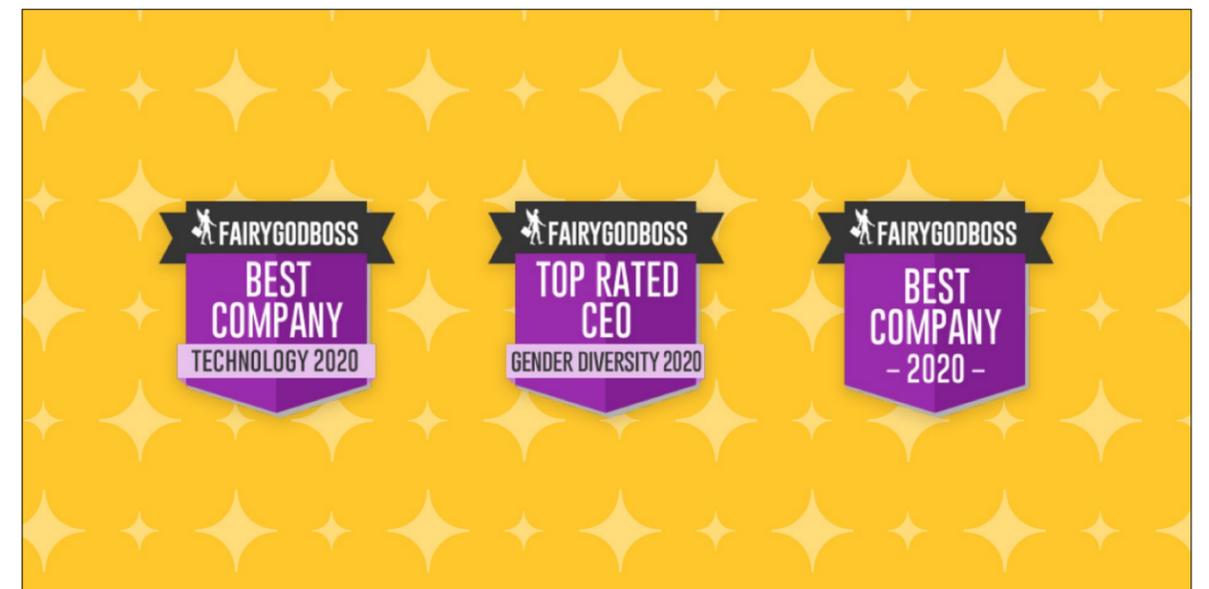
Tuesday, July 21 at 11 a.m. PT / 2 p.m. ET



Steve Dobberowsky
Sr. Principal, Cornerstone Strategy & Value Services



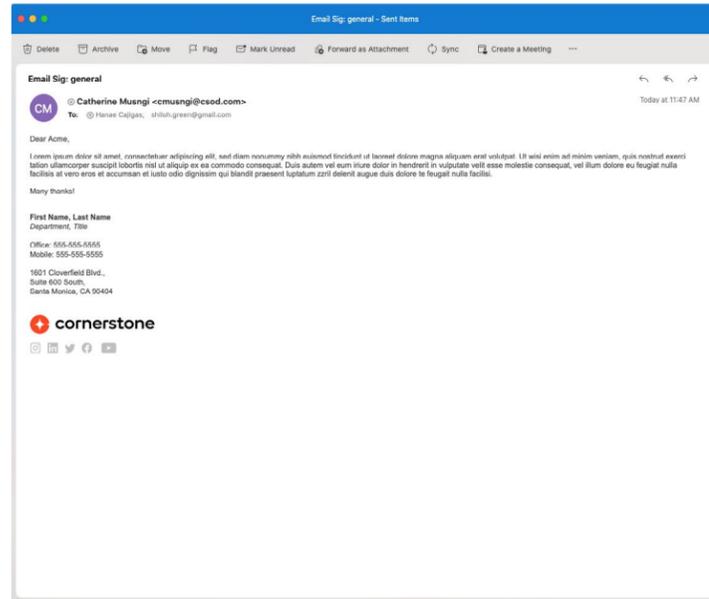
Lyn Craven
Sr. Principal, Cornerstone Strategy & Value Services



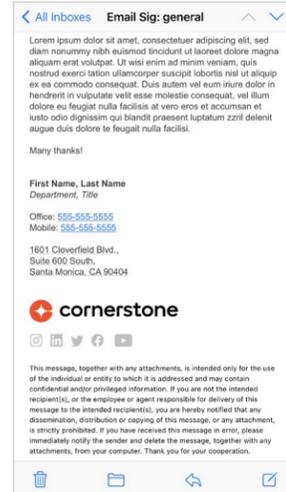
Brand templates

Email signatures

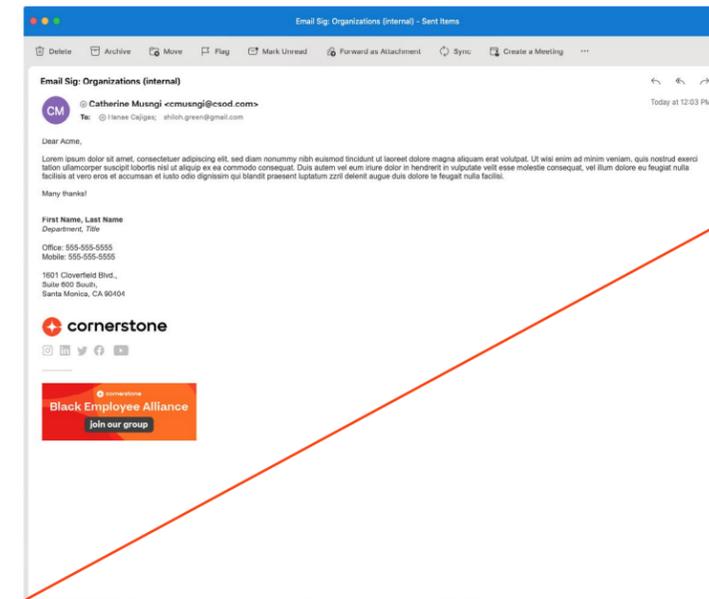
Use Arial, the fallback typeface in the email signatures.



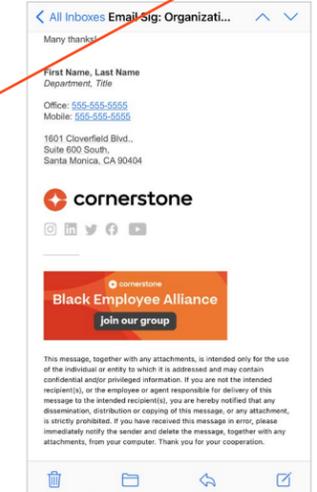
Desktop: Outlook



Mobile: Gmail



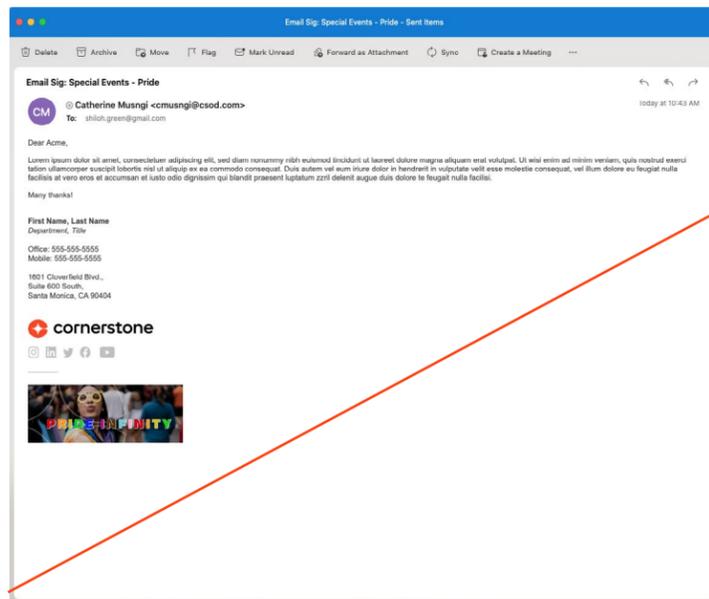
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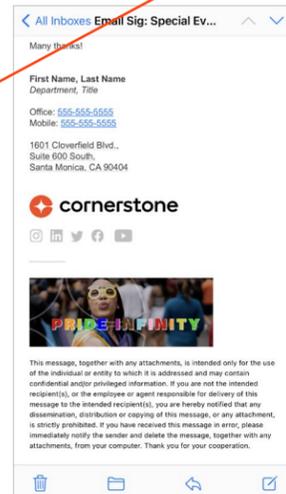
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General

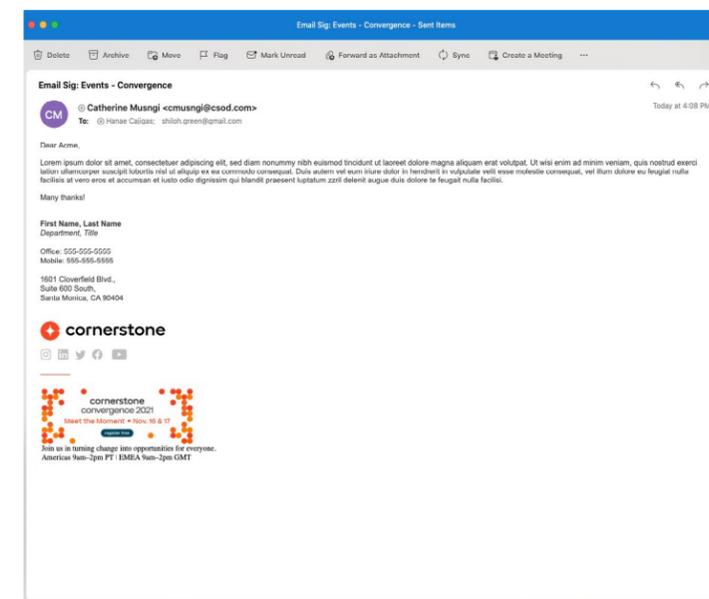
Organization, department (BEA, DEI, Plus/LGBTQ, Content Hub, etc.)
(The artwork is a placeholder, not final design.)



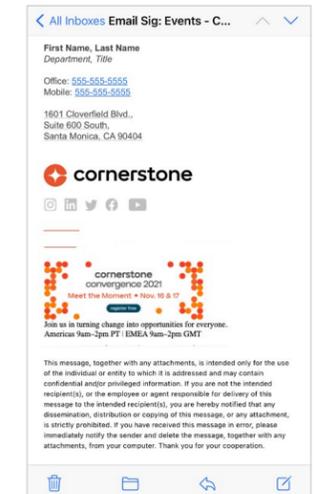
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Mobile: Gmail



Desktop: Outlook



Mobile: Gmail

Special events (Pride Infinity)

(The artwork is a placeholder, not final design.)

Events (Cornerstone Convergence)

Visual identity

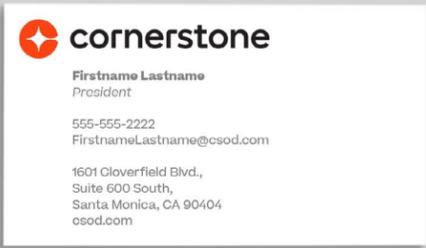
Examples

Examples

Stationery



Examples
Stationery



Examples

Apparel



Examples
Accessories

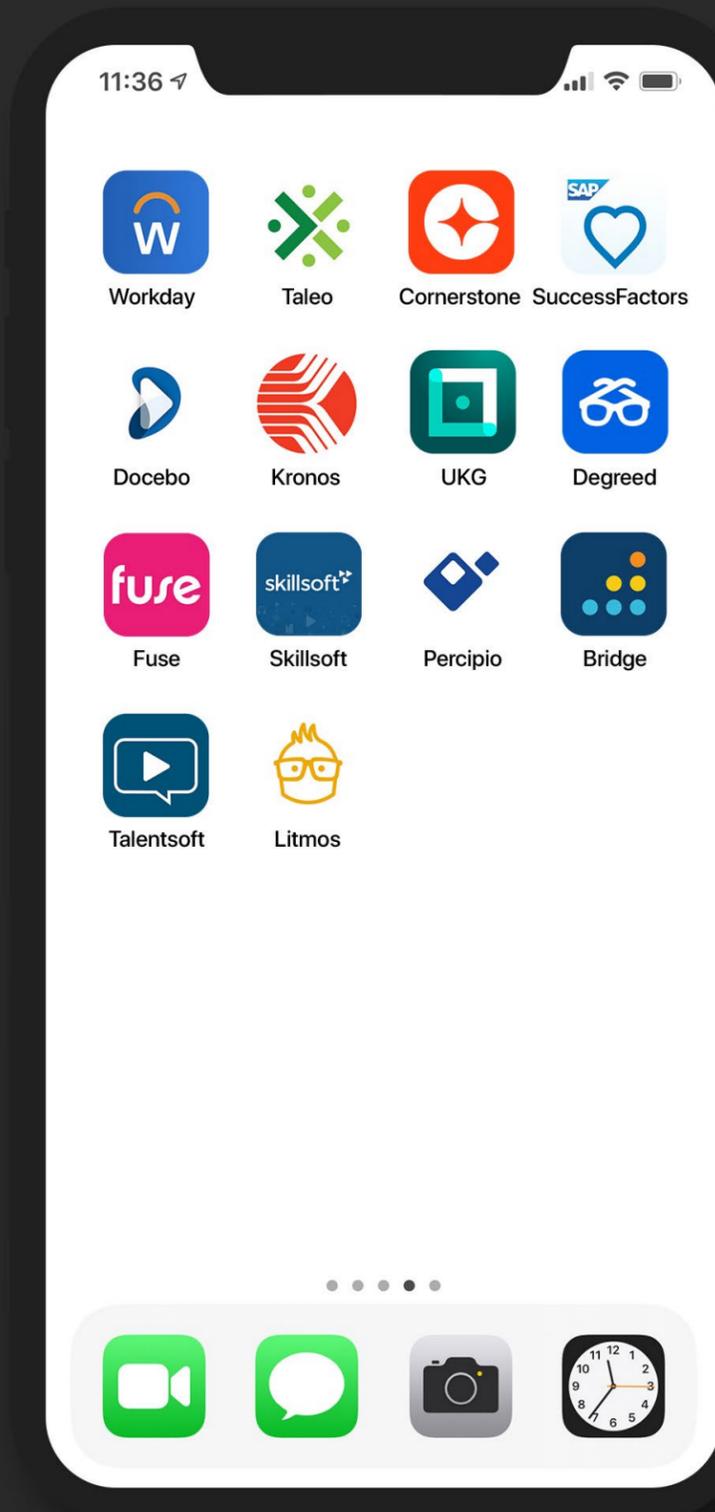


Examples
Environmental



Examples

App icon

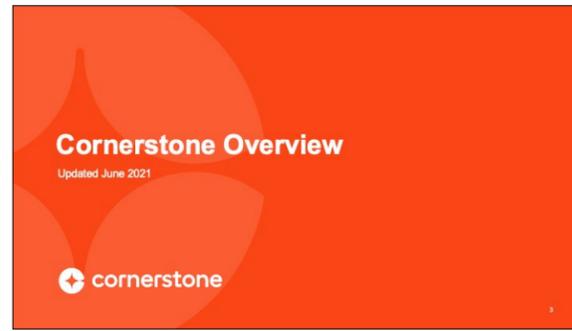


Examples Powerpoint Presentation



cornerstone

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Cornerstone Overview

Updated June 2021

cornerstone

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- 02 Section Two
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- 05 Section Five

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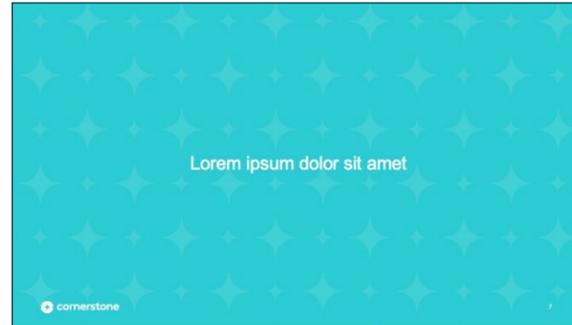
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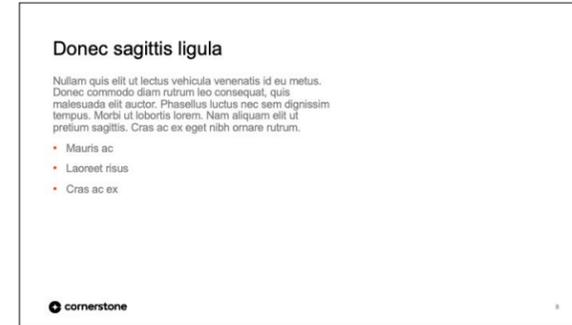
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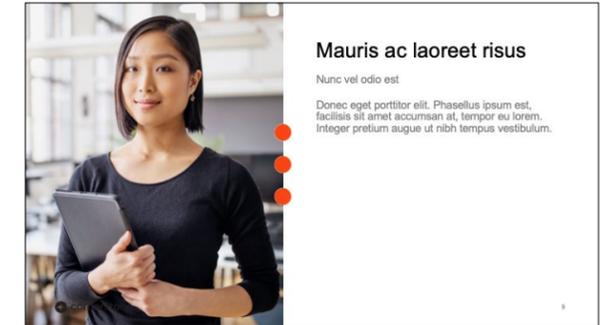
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- Laoreet risus
- Cras ac ex

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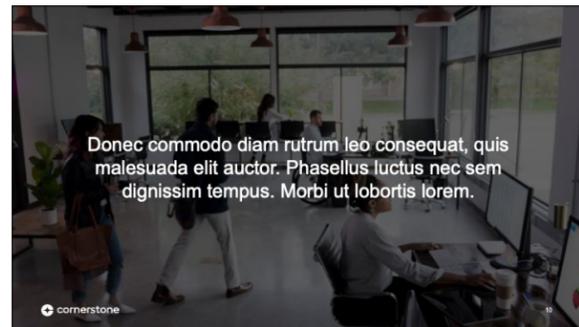


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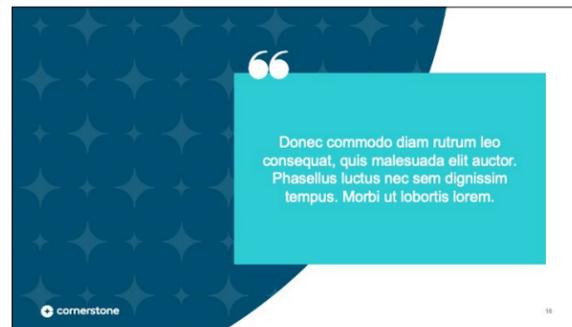
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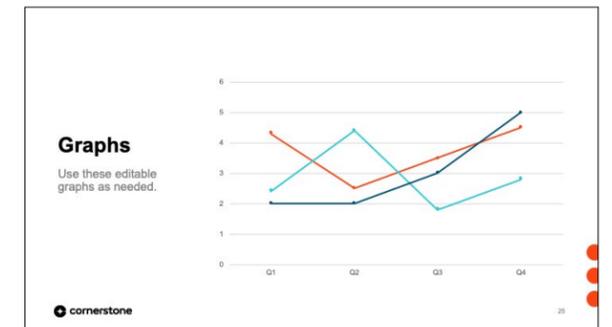
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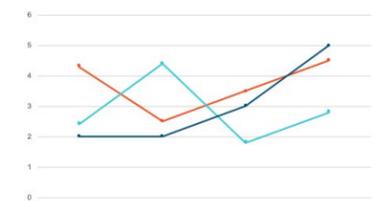
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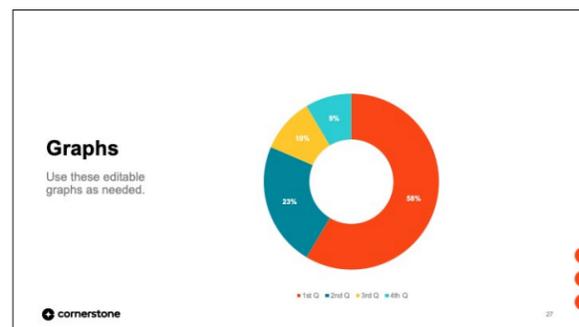
Graphs

Use these editable graphs as needed.



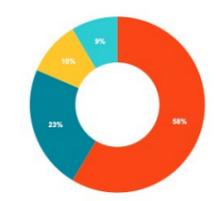
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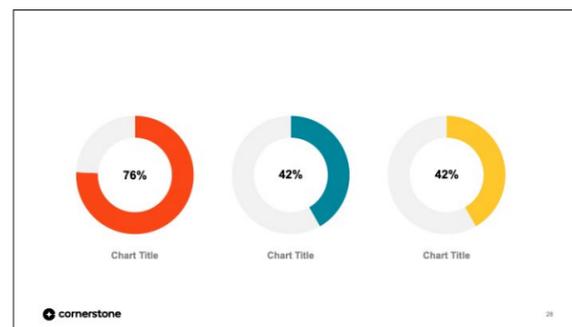
Graphs

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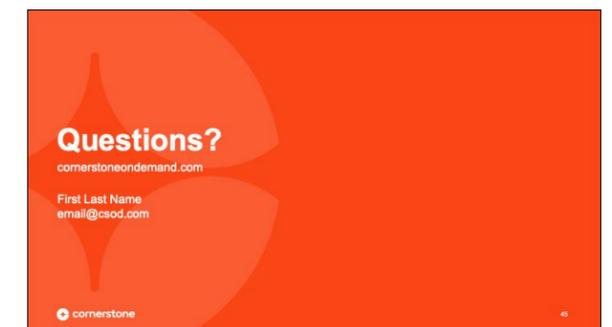
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Questions?

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email@csod.com

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Cornerstone Brand Guide