

Noam · Yossef

The work between deciding and done.

PREPARED FOR

Noam Yossef

Strategic Execution Partner — Board & CEO Advisory

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Noam is the partner executives turn to when ambition meets ambiguity — the operator who translates board priorities into structured execution, holds people accountable without friction, and reads the human dynamics behind every decision.

AUDIENCE

Three distinct buyers, one consistent brief. **Boards** hiring a permanent Chief of Staff / Head of People / Strategic Advisor. **CEOs and CHROs** commissioning a fractional engagement — post-merger integration, values launch, leadership programme, EES translation, CEO transition. **Senior leaders** commissioning 1:1 coaching. Particularly FinTech and regulated international organisations.

PROMISE

Ambiguous priorities become accountable delivery. Decisions get tracked. Misalignment gets named. Outcomes ship. The leadership team stops carrying the operating layer in their heads.

DIFFERENTIATOR

The rare blend of organisational-psychology depth (MSc Sheffield, Co-Active coach, LEGO® SERIOUS PLAY® facilitator) with operator-grade execution discipline. Eight years inside one FinTech group through merger, restructure and growth — promoted from corporate trainer to retained advisor to the Group CEO. She doesn't just diagnose; she runs the room.

TAGLINE (LOCKED)

The work between deciding and done.

What she is

Strategic Execution Partner — a hybrid of trusted advisor and embedded chief-of-staff.

What she isn't

Generalist HR. Consultant who exits at the slide deck. Cheerleader. Performer of power.

Two archetypes meet in Noam: **the Sage** (wisdom, mastery, calibrated counsel) and **the Sovereign** (authority, refinement, responsibility for outcomes). The Sage names what is true. The Sovereign owns what happens next.

She advises power without performing it. Calm is the register. Restraint is the discipline. Refinement is the surface.

NOT THE ARCHETYPE

- × Hero — she orchestrates, she doesn't conquer.
- × Caregiver — outcome-focused, not nurturing.
- × Innovator — calibrated, not disruptive.
- × Performer — earns trust quietly.

Active. Specific. Quantified. British spelling. Em-dashes for asides — never for emphasis.

The voice is calibrated, not casual. It reads like an internal board memo, not a marketing page. Restraint is what signals seniority.

ALWAYS

Active voice

Translates ambiguous priorities...

Concrete nouns

12 Managing Directors. 1,300 employees. 84% response rate.

Specific verbs

tracks, owns, surfaces, holds, translates, designs, partners, embeds.

British spelling

organisation, programme, behaviour, centre.

Dot separators

Strategy · Narrative · Rollout · Embedded.

Em-dash for aside

She runs the room — not the slide deck.

NEVER

Softeners / vague qualifiers

passionate, results-driven, strong, extensive.

Résumé clichés

team player, go-getter, synergy, leverage, hit the ground running.

Self-positioning

I am a... With over X years of...

Hyped punctuation

Exclamation marks. Emoji. Hashtags.

Generic adjectives without proof

Excellent leadership. Strong communicator.

American spelling on UK/EU comms

organization, behavior, center.

RE-WRITE EXAMPLES

DON'T

I am a passionate, results-driven HR leader with extensive experience driving people initiatives.

DO

Built and owned the People & Culture function across a 1,300-person FinTech post-merger. Twelve MD promotions delivered.

DON'T

Working with senior leadership to ensure alignment and execution of strategic initiatives.

DO

Tracks five board-priority initiatives. Surfaces misalignment early. Holds owners accountable without friction.

PRIMARY WORDMARK



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Fraunces, optical size 144, SOFT axis 30, letter-spacing $-0.035em$. The mid-dot between names is a fixed half-em separator coloured **ink**, never clay.

MONOGRAM



N • Y

For favicons, social avatars, email-signature stamps. Always paired with one of the brand grounds — never on a third-party photo or coloured tile.

ON THE DARK BAND



Noam • Yossef

Inverse on ink for headers, signatures and dark-mode footers. Never clay-on-ink — fails contrast.

CLEAR SPACE & MINIMUM SIZE

Clear space. One cap-height of *N* on all four sides. No type, no rule, no image enters that zone.

Minimum size. Wordmark — 88 px wide on screen, 22 mm in print. Monogram — 24 px on screen, 8 mm in print.

DON'TS

- × Don't recolour the wordmark — ink only on light, paper only on dark.
- × Don't change letter-spacing or replace the mid-dot with a hyphen.
- × Don't apply outlines, shadows, gradients, or 3D effects.
- × Don't stretch, condense, or rotate.
- × Don't pair with the tagline as one locked lockup — they breathe apart.
- × Don't place over busy photography. Use ground colour or a hairline-bordered tile.

Warm Scandi-editorial. No pure white. No tech-blue. Clay is reserved — one accent per composition, not a wash.

PRIMARY GROUND Ivory #F4EEE2	LIGHTEST GROUND Paper #FAF6ED	SECONDARY GROUND Bone #EBE2D0	BODY TYPE Ink #171413
SECONDARY TYPE Soft #4A4239	TERTIARY / CAPTIONS Mute #8A7D6C	HAIRLINES, DIVIDERS Hair #D8CDB8	PRIMARY ACCENT Clay #B1573A
SECONDARY ACCENT Saffron #C98A3D	COOL COUNTERWEIGHT Sage #5C6B54	DEEP ACCENT Plum #533236	PUNCTUATION ONLY LSP red #D3392A

USAGE RULES

Ivory grounds 80% of compositions. Ink carries all body type. Clay appears once per composition — a dot, a heading, a link state. Never both clay and saffron at full strength in the same view.

ACCESSIBILITY

Ink-on-ivory exceeds 13:1. Soft-on-paper exceeds 8:1. Mute-on-paper is for captions only (4.5:1). Clay-on-ivory exceeds 4.6:1 — safe for body but reserved for accents.

DISPLAY

Fraunces

The work between deciding and done.

- __ Variable axes: opsz 144, SOFT 30 (tight) / 100 (soft).
- __ Negative tracking on display sizes (-0.02 to -0.04em).
- __ Italic for company names, taglines, asides, and pull-quotes.
- __ Never set body copy in Fraunces.

BODY

Inter Tight

Translates ambiguous priorities into structured execution. Holds people accountable without friction. Reads the human dynamics behind every decision.

- __ Default weight 400. Semibold 600 for in-line emphasis only.
- __ Line height 1.55 – 1.65 for paragraph copy.
- __ Letter-spacing -0.005em on screen; reset to 0 on print (PDF text-layer parses cleaner).
- __ Never set headlines in Inter Tight.

EYEBROWS · DATES · UI

JetBrains Mono

STRATEGIC EXECUTION PARTNER · TLV

- __ Uppercase + 0.16 – 0.22em letter-spacing for eyebrows.
- __ Used for section labels, page numbers, dates, captions, and form labels.
- __ Never below 10 px / 8 pt — illegible.
- __ Never sentence-case mono in the same block as eyebrow caps mono.

TYPE SCALE (WEB · PRINT)

ROLE	SCREEN	PRINT	FAMILY
DISPLAY H1	CLAMP 2.5 – 6 REM	34 PT	FRAUNCES TIGHT
DISPLAY H2	CLAMP 1.85 – 3 REM	20 PT	FRAUNCES TIGHT
DISPLAY H3	1.5 – 2.15 REM	14 PT	FRAUNCES SOFT
BODY	0.98 – 1.05 REM	9.75 PT	INTER TIGHT
CAPTION	0.92 REM ITALIC	9 PT ITALIC	INTER TIGHT
EYEBROW	10 – 11 PX	8 – 8.5 PT	JETBRAINS MONO

GRID

12-column, generous gutters. Max content width 1480 px on screen, 820 px for document-class pages (CV, brand book). Never edge-to-edge typography on screens — always honour the gutter.

SPACING

Section padding-block clamps from 3 rem to 5.5 rem — generous but visible. Sections must feel like sections, not screen heights.

RULES

Hairlines only — 1 px in `--hair`. No 2-px dividers, no double rules, no decorative borders.

BULLET MARKER

Em-dash (—) followed by a space. Not • dot, not › arrow, not › triangle, not 1. number. The em-dash is brand-coded.

LIST SEPARATOR

Middle-dot (·) with single space on each side. For credentials, locations, taglines, eyebrow chains.

ASIDE

Em-dash with space on each side (— like this —). Not parentheses. Not commas-as-asides.

ANTI-DEFAULTS — WHAT NOT TO USE

No rounded corners over 2 px. No drop shadows. No background gradients. No `transition-all`. No fade-in scroll animations on body text. No Lottie loops. No emoji bullets. No 3D mockups. No glassmorphism. Those are the tells of generic AI-built sites.

Every line below is shipped on the site or in the CV — none is hypothetical. Use them as calibration when writing new copy in this brand voice.

HOME HERO OPENER

Currently chief-of-staff to the CEO and CHRO of flatexDEGIRO SE — 1,300 people, three countries, mid-merger. Eight years before that running People & Culture through the merger, the restructure, and the twelve Managing Director promotions that came out of it. **The work happens between the board agreeing on something and that something actually shipping.**

LINKEDIN HEADLINE

Strategic Execution Partner · Board & CEO Advisory · Currently advising the CEO & CHRO of flatexDEGIRO SE · Open to mandate

OPERATING-MOVE FRAMING (THE /HOW PATTERN)

When a board agrees on something in a Tuesday meeting, where does that agreement live by Wednesday? Every priority decision gets captured the day it's made: who owns it, the next concrete action, the date it's due, the blocker that already exists.

CV BULLET

Designed and led a confidential board-level executive assessment in direct partnership with the CHRO and supervisory board — identified the company's next 12 Managing Directors.

COLD-EMAIL OPENER (TO A BOARD / CEO)

I work as the chief-of-staff a board doesn't put on the org chart — translating ambiguous priorities into structured delivery, and surfacing misalignment before it becomes a quarter-end surprise. Worth thirty minutes to compare notes?

ENGAGEMENT-MODE FRAMING

For leadership teams who want a senior operator embedded — not a consultant who hands over a deck and leaves.

CLOSING CTA

If the brief is *complex* and the room is *honest*, I'd like to hear about it.

EMAIL SIGNATURE

Noam Yossef

Strategic Execution Partner

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OUT-OF-OFFICE

Out of the room until *Monday the 25th*. I'll see this on return. For anything time-bound, please loop in the CHRO's office directly.

Modern recruiting stacks layer multiple parsers: traditional ATS (Workday, iCIMS, Greenhouse, Ashby, Lever) for keyword and field extraction; AI screeners (Eightfold, HireVue, Paradox) for semantic match; and increasingly, LLM-based readers that consume the full PDF. Optimising for all three without breaking the brand is the discipline.

WHAT SURVIVES EVERY PARSER

- Single-column main flow (multi-col mis-orders in older ATS)
- Standard semantic headings: PROFILE / EXPERIENCE / EDUCATION / LANGUAGES
- Job title before company name
- Live, selectable PDF text — never text-in-image
- Acronyms expanded inline on first use (CHRO, EVP, L&D, LMS, HIPO, OD)
- Contact details in body, not in header / footer (some ATS strip those)
- Bullet markers inline (em-dash + space) — never absolute-positioned

BRAND DNA PRESERVED ALONGSIDE IT

- Fraunces display + Inter Tight body + JetBrains Mono UI
- Ivory ground, ink type, clay accent (stripped to ink on print to keep headings parser-clean)
- Mid-dot separators, em-dash bullets, italic for company names
- Print CSS forces letter-spacing to 0 — without it Fraunces' tight tracking joins words in PDF extraction
- Two-page executive format with hairline section rules

PER-APPLICATION TAILORING

Keep the source-of-truth CV at **/cv** on the site. Tailor specific submissions by editing the content array in `app/cv/page.tsx`, deploying, and exporting a fresh PDF. Name files `Noam_Yossef_CV_<Company>_v<N>.pdf` — date and version are tracked by filename, not by overwrite.

OPEN IMPROVEMENTS (P2)

- Generate a tagged PDF (PDF/UA) via a non-Chrome export pipeline for full accessibility-tag support.
- Add a hidden JSON-LD `Person + JobPosting` graph on **/cv** so LinkedIn and Indeed crawlers can structured-extract.
- Mirror the CV as a `.docx` export for ATS that reject PDF uploads outright (still ~5% of legacy systems).