
External Brand & Style Guide

For journalists, contractors, and partners writing about or for Enhancv — name, terminology, logo basics, and tone at a glance.

What is Enhancv?

Enhancv is a resume builder with career tools — helping people create resumes, cover letters, and career materials that feel personal, look professional, and open real opportunities. Founded in 2014 in Sofia, Bulgaria, it has grown from a small side project into a platform used by millions of job seekers worldwide, built by a distributed team spanning Europe and beyond.

Founded 2014

Sofia, Bulgaria

Resume builder

Global user base

Leadership (as of September 2026)

Dimitar Vouldjeff

Co-Founder & CEO

"Your resume should be your advocate, not a checklist."

Volen Vulkov

Co-Founder & Harmonizer-in-Chief

"Your resume shouldn't just describe what you've done — it should push forward what you want to do next."

Titles confirmed against public sources at time of publication — please double-check with monika@enhancv.com before print or broadcast use.

Writing the name correctly

- Always write **Enhancv** — capital "E," no space, no stylized letters.
- Don't use: *enhance cv*, *EnhanCV*, *Enhancvs*.
- Use "Enhancv" when referring to the brand or product. Use "enhancv.com" only when linking directly to the site.

Using the logo

- The default logo is our signature green wordmark (**#2DC08D**), used on light backgrounds.
- On dark or busy backgrounds, use the black or white version — never recolor it otherwise.
- Don't stretch, rotate, crop, or add effects like shadows or glows.
- Leave clear space around the logo of roughly half its height on every side.
- Need a logo file for print or web? Email monika@enhancv.com and we'll send the right format and size.

Rule of thumb: if it doesn't look like the logo on enhancv.com, it isn't the logo — always request the official file rather than recreating it.

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The short version

"Enhancv is a resume builder with career tools that helps people craft resumes, cover letters, and career materials that reflect their unique story."

Preferred terms

FEATURE	CALL IT	EXAMPLE
Main platform	resume builder with career tools	"Enhancv is a resume builder with career tools that helps people tell their professional story."
Resume tool	resume builder	"Users create resumes they're proud of — personalized, clean, and effective."
Feedback tool	resume checker	"Gives actionable, AI-powered feedback on content, structure, and formatting."
Cover letter tool	cover letter builder	"Helps users write cover letters that complement their resumes."
Application tracking	job application tracker	"Organizes applications and tracks progress through the job search."
Job-matching tool	tailor resume	"One-click tailoring that matches a resume to a specific job description."

Enhancv also includes a Chrome extension for autofilling job applications, and AI-powered interview preparation tools.

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Terms to avoid

AVOID	USE INSTEAD	WHY
CV-builder*	resume builder*	Enhancv focuses on resumes — "CV" implies academic use. *Use "CV" only for UK or international audiences outside the US, Canada, Australia, and New Zealand.
Templates	layouts or formats	"Template" sounds rigid — Enhancv is built around flexible design.
AI-resume-writer	AI-powered resume tools	Enhancv guides and assists — it doesn't generate a finished resume on its own.
Guaranteed-ATS-success	ATS-friendly design	Enhancv optimizes for clarity, not guarantees.
EnhanceCV-/enhance-cv	Enhancv	Always use the correct brand name.
Magic-resume-creator	resume builder with career tools	Avoid hype or oversimplified product descriptions.

Quick examples

- ✓ Enhancv helps users stand out with personalized resumes.
- ✗ Enhancv builds your resume with AI.
- ✓ Create a resume that reflects who you are.
- ✗ Just pick a template and go!

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Keep it human, keep it honest

Enhancv's own writing skips corporate fluff, hype, and generic career-advice clichés. The same instinct applies when writing about us: be direct, be accurate, and don't oversell.

Ground rules

- Be honest and grounded — we don't promise "dream jobs" or guaranteed results.
- Stay focused on the reader, not the platform.
- Avoid technical jargon, especially for general audiences.
- Use the terms in this guide rather than improvising new ones — they've been tested and they work.

Questions?

For logo files, executive quotes, data requests, or fact-checking, email monika@enhancv.com.

This guide is for anyone writing about or for Enhancv — journalists, contributors, and partners. Enhancv's internal content and SEO team works from a separate, more detailed style guide.

