

# Brand Guidelines

September 2023



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# Who we are

CYPHER Learning is leading the necessary disruption of learning platforms to unleash human potential. We modernize and energize learning with **smarts**, **strength**, and **style**.

We believe learning is the heart of innovation and progress. Everything we do empowers **learning and development (L&D) professionals**, **educators**, and **trainers** to inspire, develop, and celebrate their learners.

Our **beautiful** and **intuitive** platform with **purposeful AI 360 capabilities** engages learners, gives time back to teach and train, provides insights to drive better outcomes - all while keeping the human connection.

Just the way modern learners expect.

1

Green Dot learning  
activity indicator

50+

languages and  
Universal Translator

100+

countries

Millions

of users

# — Tagline

Unleash human potential

# — Mission

To power learning experiences that connect people to their purpose and potential

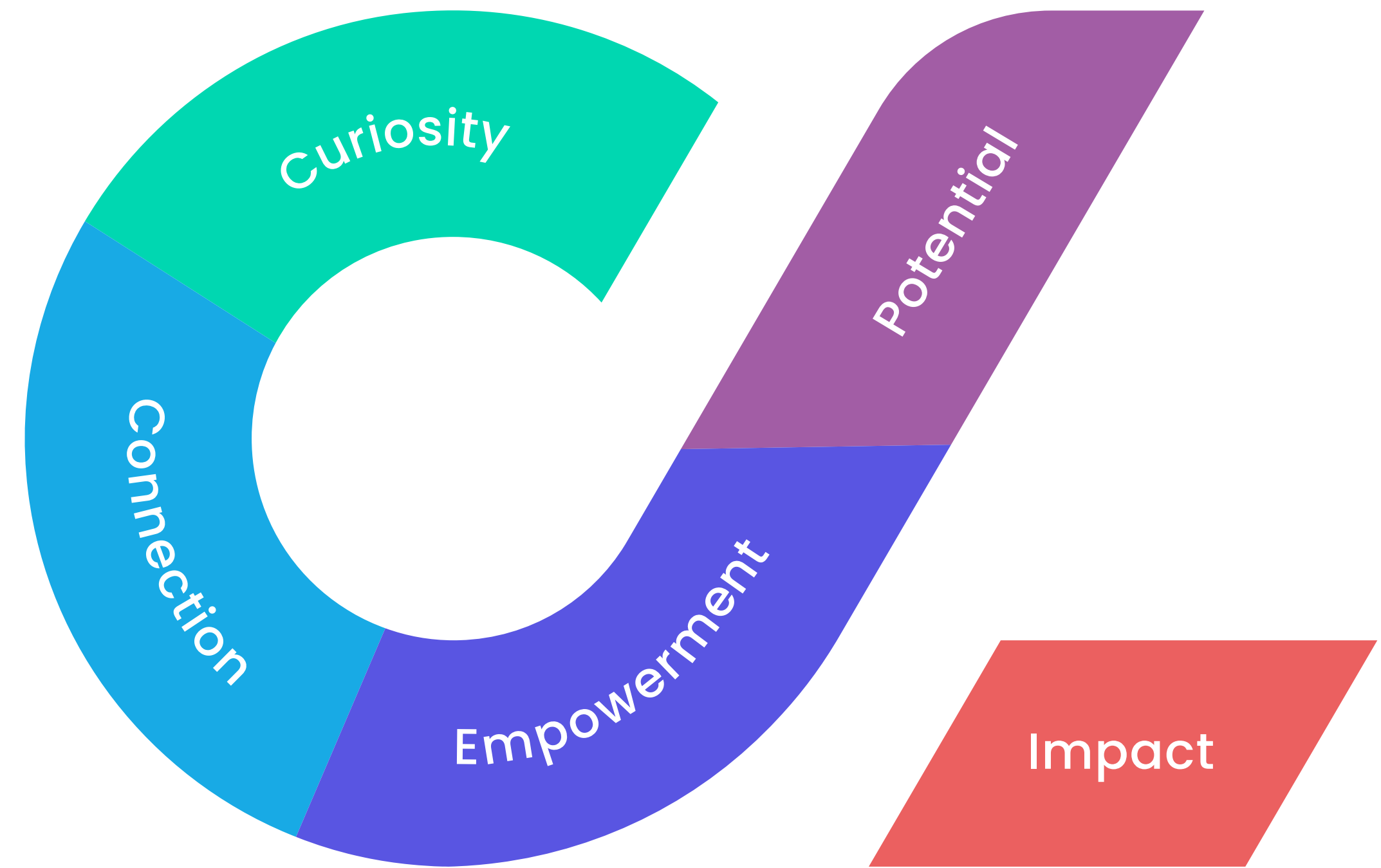
# — Vision

To ignite lifelong passions through personalized, engaging, and limitless learning experiences for all



# Values

Unleash human potential. We all have untapped potential.  
We bring the best of ourselves to bring out the best in each other.



## Curiosity

Continuous learning to stay agile and innovative



## Connection

Embracing and celebrating our differences



## Empowerment

Rewarding positive people-centric behaviors and decisions



## Potential

Challenging status quo and pushing for what's possible



## Impact

Making positive impact for our clients and communities around the world



# — Naming

**Company name: CYPHER Learning®**

- **CYPHER:** Capitalized
- **Learning:** Sentence case
- **Registered symbol:** Use only for the first instance in a document
- **Don't use:** CYPHER LEARNING / Cypher Learning

## Platform name

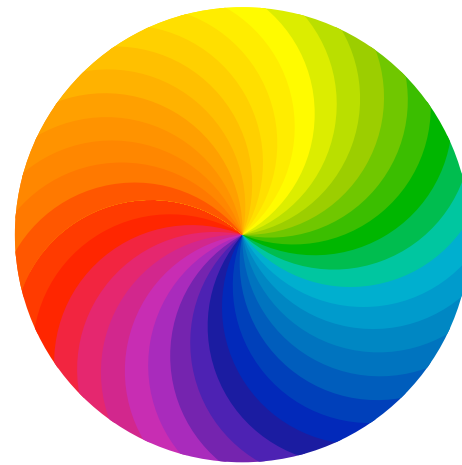
- CYPHER modern learning platform
- CYPHER platform
- **By market:** CYPHER for business, CYPHER for academia
- **By persona:** CYPHER for L&D pros, CYPHER for educators



# Visual guide



Logo



Colors

Ad

Typography

# Logo and tagline

- **Tagline**

Uses Poppins Regular.  
Is 100% opacity when white.  
Is 50% opacity when dark.

- **Reversed logo**

The two-tone version is the preference. Use full white when more contrast is needed with the background colour.

Download logos

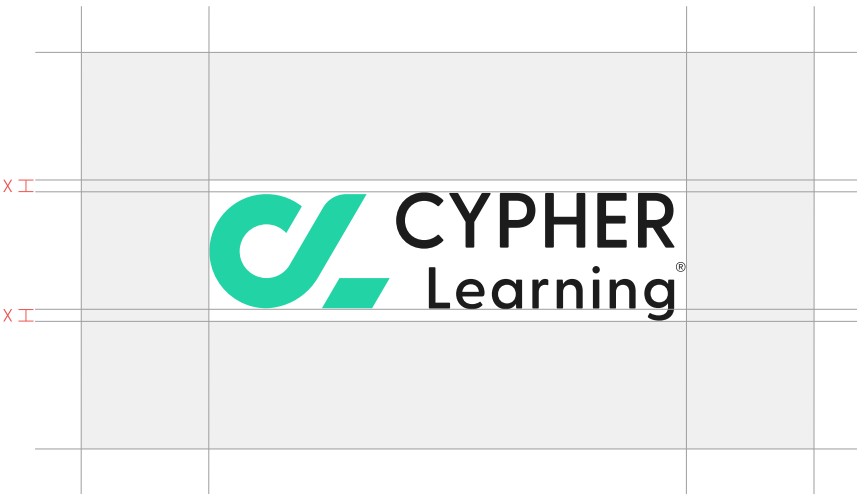
Lockup

EMBLEM

WORDMARK



Middle aligned logo



Reversed



Reversed on green



Logo with tagline



Reversed



Reversed on green





# Emblem usage

- **Presentations**

The first and last slides of all presentations use the full logo, the rest use a small emblem in the top right corner.

- **Social media**

Our preference is to use the full logo on social media posts, but where space is limited the emblem can be used.

Emblem – Primary

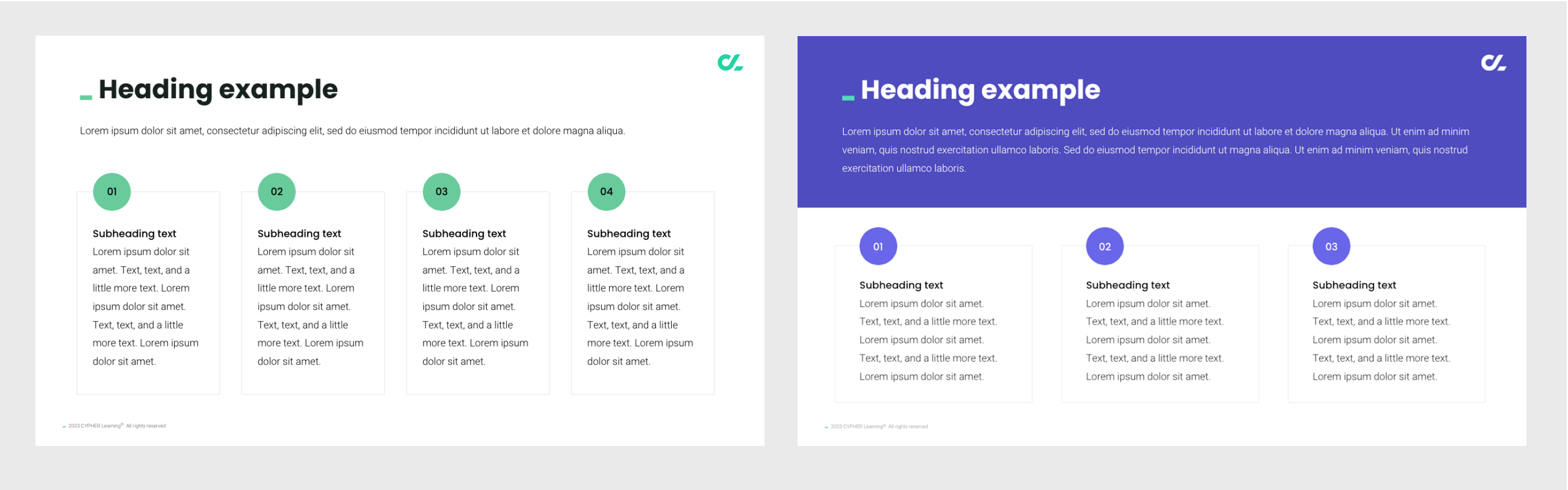


Emblem – Reversed



**Green emblem:** Use on white backgrounds

**Reversed emblem:** Use on dark backgrounds



# Logo don'ts

- Make sure that our logo is clearly visible and not obscured by unnecessary embellishments.
- Here are some examples.

Don't use our old logos



Don't use the green emblem on green



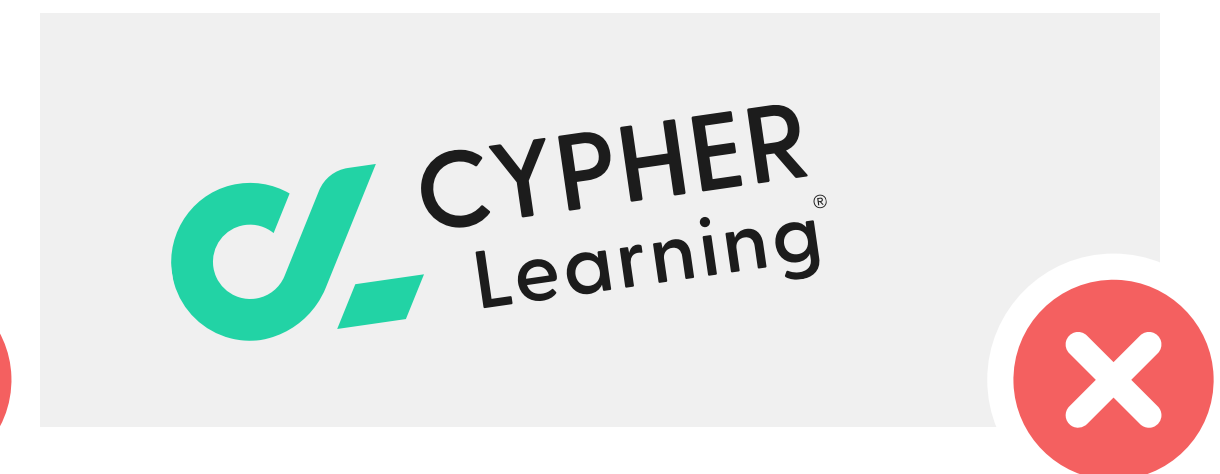
Don't add drop shadows, outlines, or effects



Don't place over busy backgrounds



Don't rotate



# Color palette

- **Primary**

Our logo emblem is #22d3a5.  
Our logo font color is #1C1C1C.

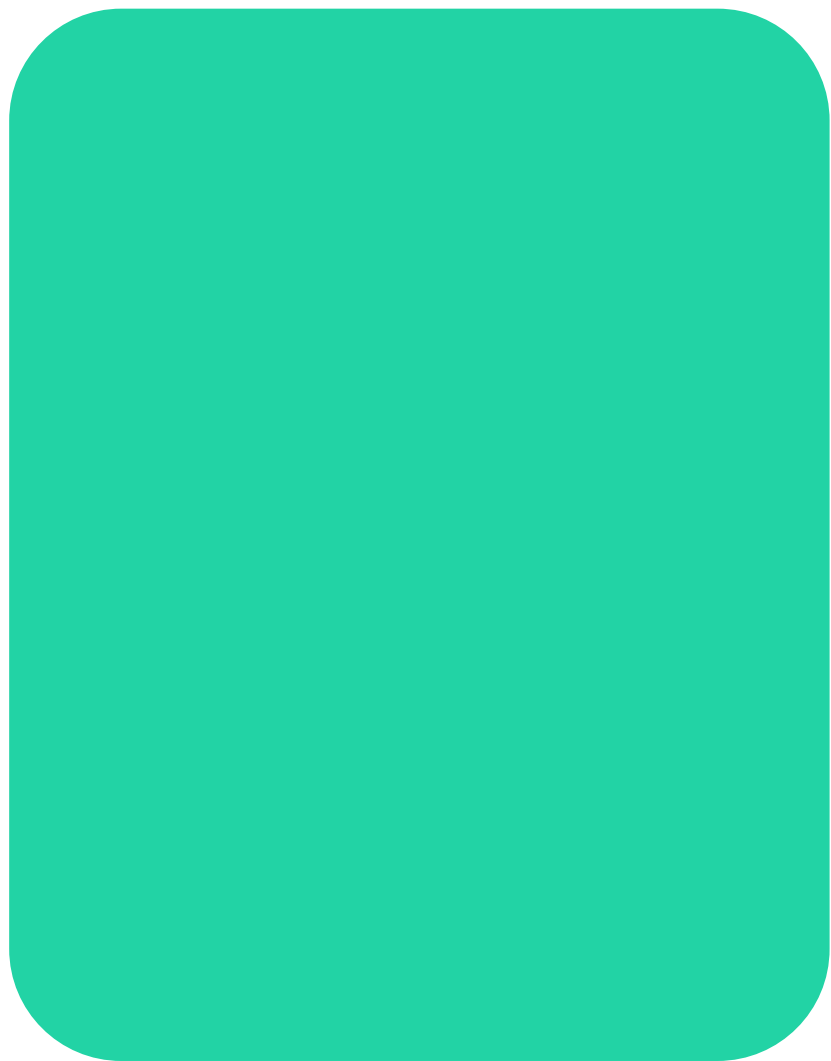
- **Secondary**

Our vibrant secondary colours are listed in order of usage preference.

- **Pantones**

For printers that request these.

Primary color



#22d3a5

Secondary colors



#5955E2

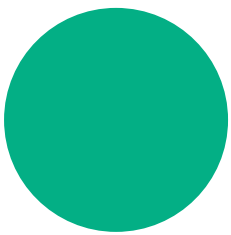


#18ADE8

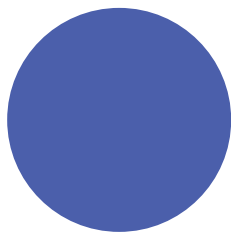


#F46060

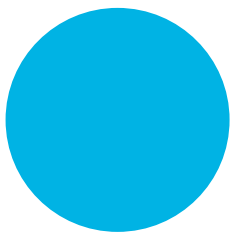
Pantone (spot) colors



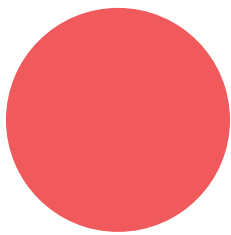
3395 C



2726 C



306 C

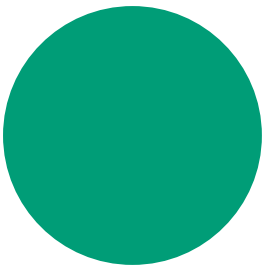


178 C

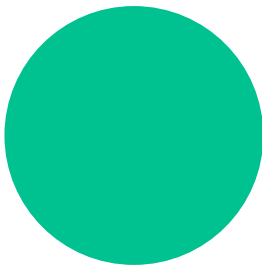
# Tertiary colors

- These can be used in moderation with the main brand colours.

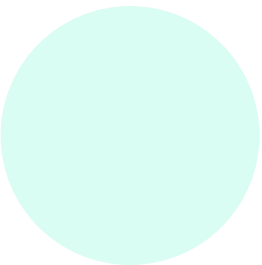
## Tertiary colors



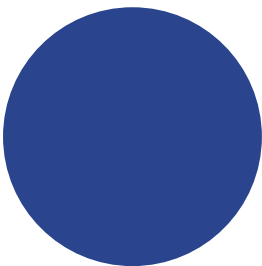
#009D77



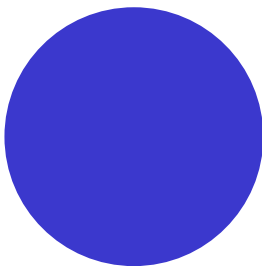
#00C290



#D9FCF3



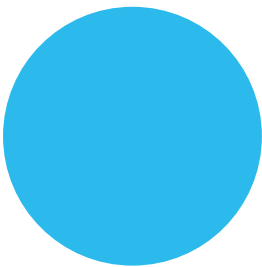
#2A448D



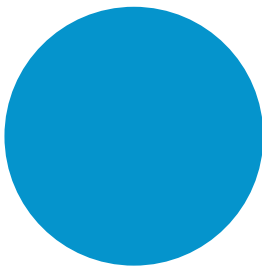
#3B38CD



#EDEAFF



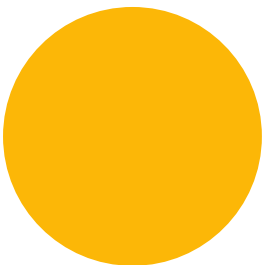
#2CBAEC



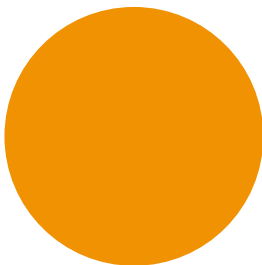
#0594CC



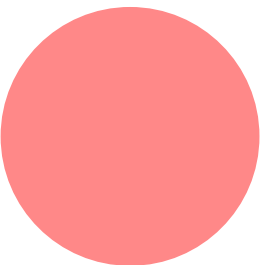
#E5F8FF



#FCB707



#F19203



#FF8888

# Typography

- **Poppins and Roboto**

The thickest weight we use is Bold, the thinnest is Light.

- **Arabic**

When creating materials that are in Arabic please use JF Flat Regular:

<https://arabicfonts.net/fonts/jf-flat-regular>

Headings / Tagline / CTAs

Download from Google Fonts

**Poppins Bold**

**Poppins Semi-bold**

**Poppins Medium**

Poppins Regular

Poppins Light

Download Poppins

Body copy

**Roboto Bold**

Roboto Regular

Roboto Light

Download Roboto





# Imagery

- **Color:** Don't use dull, sepia or images that have filters that make the coloring look off.
- **Stance:** Make sure the person doesn't look too staged, forced, overly excited or goofy. Don't use images of people pointing or smiling for no reason.
- **People:** Mix races, genders, shapes and sizes.
- **Devices:** Don't use people that are only looking at devices - mix people looking at the camera and people engaged in a learning activity too. Don't use people that are using dated technology.



# — Resellers' logo

When using the resellers' logo please select the size that is best suited to the location it is placed.

[Download resellers' logos](#)







Unleash human potential

These guidelines should be used in all marketing communications.

If you have any questions or need high quality images, please contact us

[cypherlearning@threeringsinc.com](mailto:cypherlearning@threeringsinc.com)

