

Brand Guidelines

July 2024



Contents

Introduction

- 03.** Who we are
- 04.** Mission and vision
- 05.** Values
- 06.** Naming

Visual guide

- 07.** Intro
- 08.** Logo
- 09.** Logo emblem
- 10.** Logo don't's
- 11.** Color palette
- 12.** Color palette
- 13.** Typography
- 14.** Brand imagery
- 15.** Resellers Logo
- 16.** Thank you



Who we are

CYPHER Learning exists to give learners the power to succeed in a rapidly changing world. Trainers, learning and development (L&D) pros, HR pros, and educators get everything they need in one platform to deliver faster, more personalized, and better learning outcomes.

We provide the only **all-in-one AI learning platform** that is easy-to-use, beautifully designed, and built to power hundreds of millions of learning moments everyday.

Create courses faster. Train and teach better. Learn even quicker.

Experience our "**just in time, just for you, just the way you want to learn**" approach that puts people first.

1

Green Dot learning activity indicator

50+

languages and Universal Translator

100+

countries

Millions

of users

Purpose

Give learners **the power to succeed** in a rapidly changing world

Vision

Powering **hundreds of millions of learning moments** every day

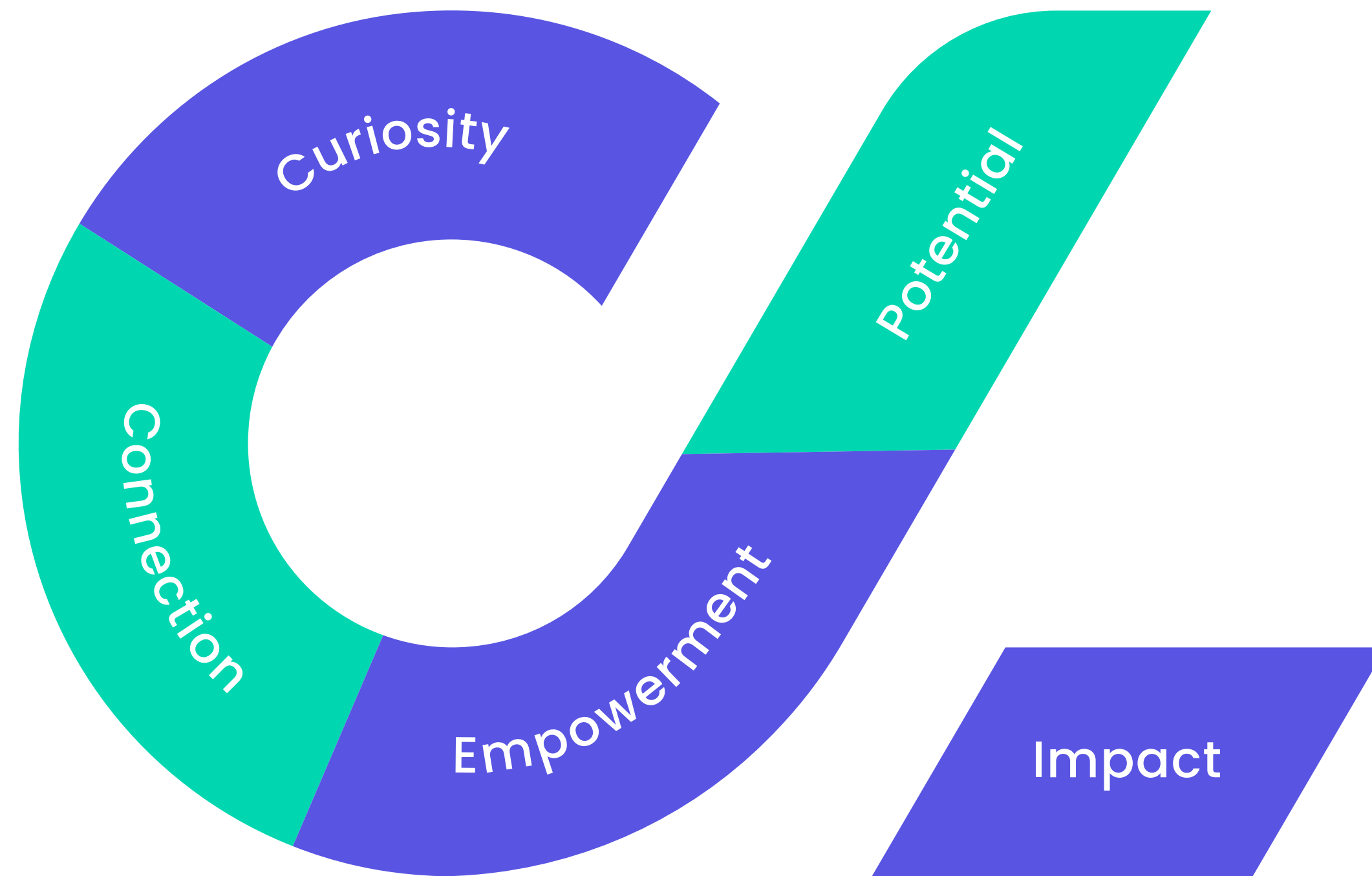
Mission

Everything you need in **one platform** to **deliver faster, more personalized,** and **better learning outcomes**



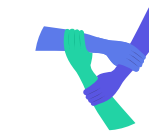
Values

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

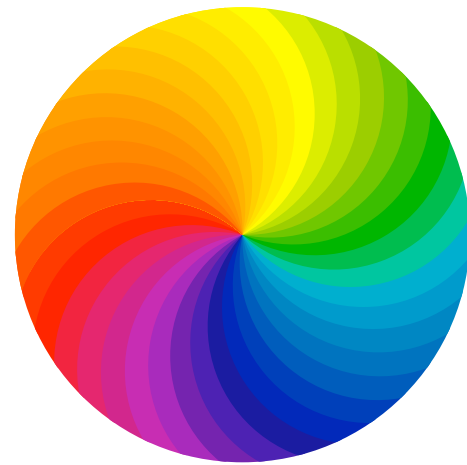
- The CYPHER platform
- All-in-one AI learning platform
- **By market**: CYPHER for business, CYPHER for academia
- **By persona**: CYPHER for L&D or HR pros, CYPHER for educators



Visual guide



Logo



Colors

Ad

Typography

Logo and tagline

- **Reversed logo**

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

- **Tagline**

We do not have a tagline version of the logo.

Download logos

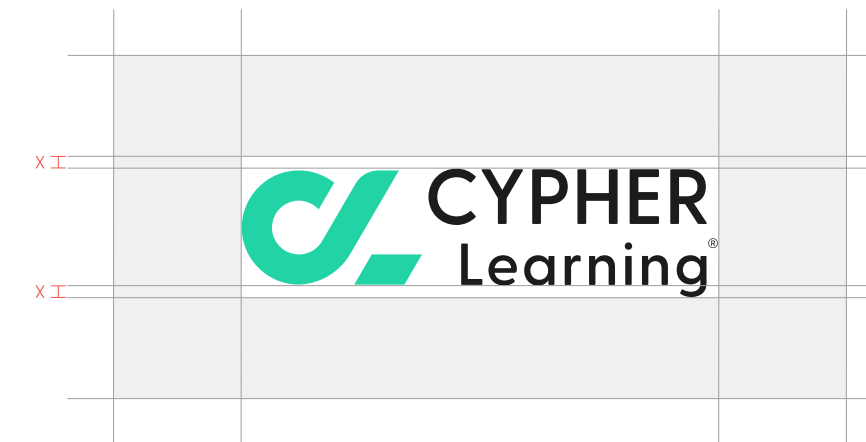
Lockup

EMBLEM

WORDMARK



Middle aligned logo



Reversed



Reversed on purple



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

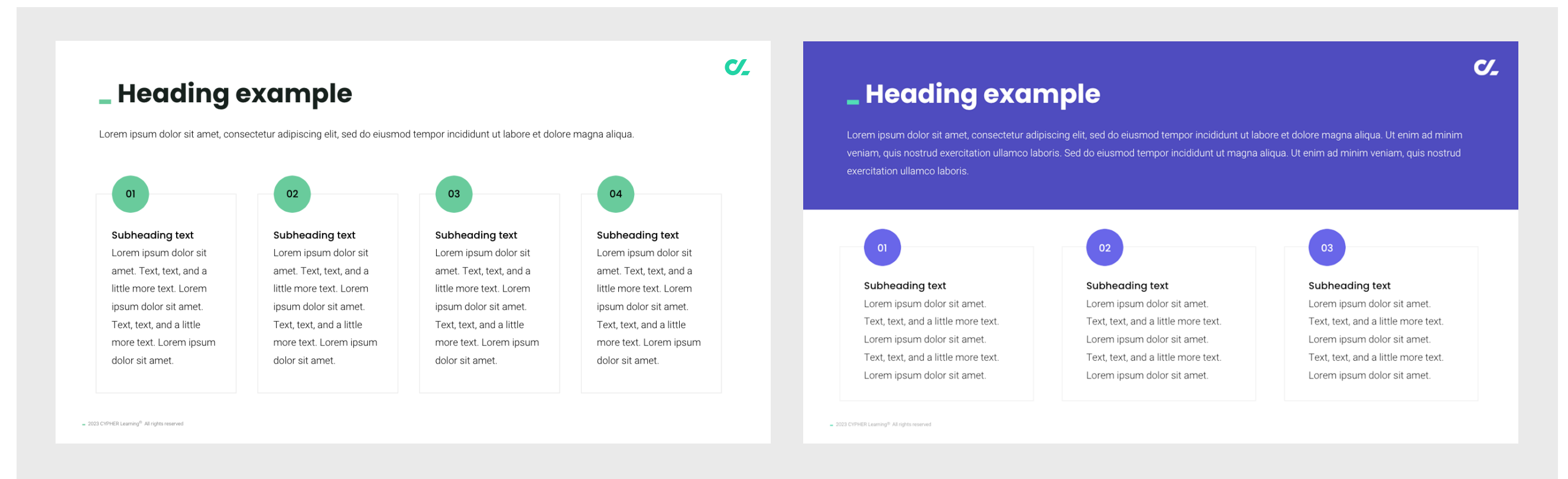


Green emblem: Use on white backgrounds

Emblem - Reversed



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.

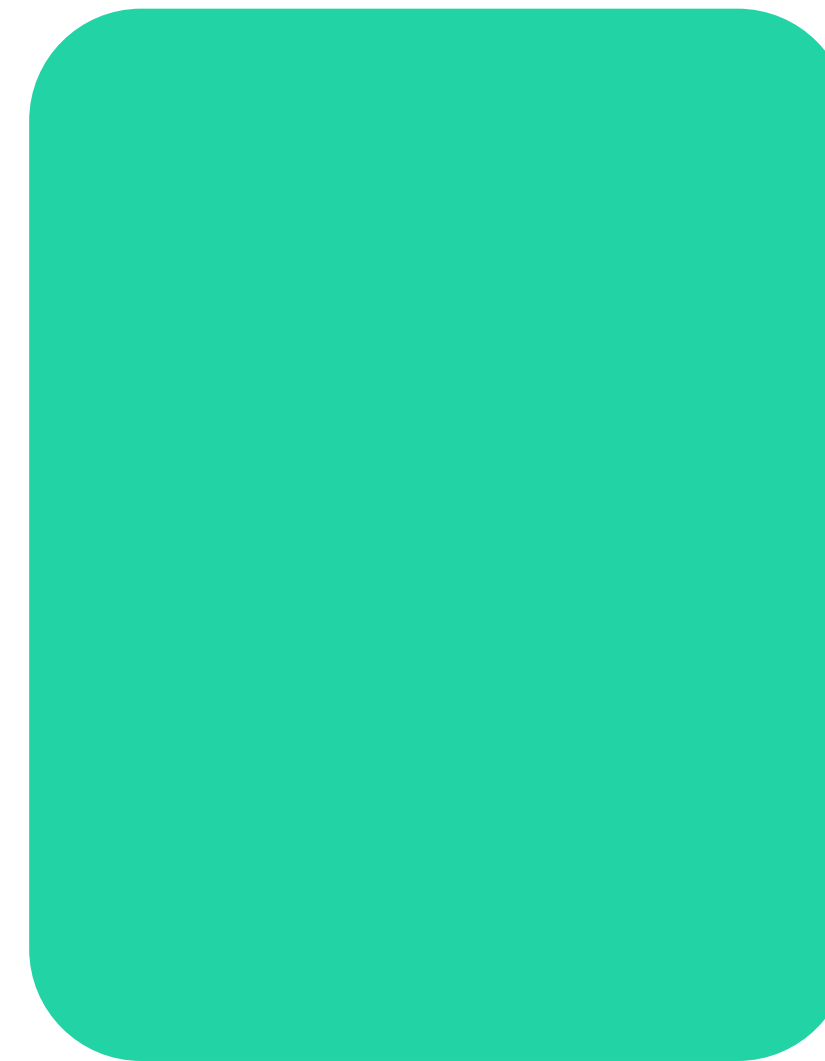
- **Secondary**

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

- **Pantones**

For printers that request these.

Primary color



#22d3a5

Secondary colors



#5955E2

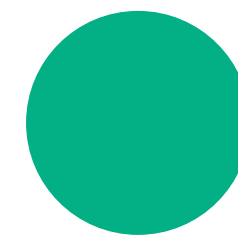


#18ADE8

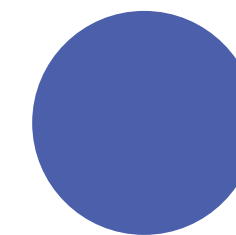


#F46060

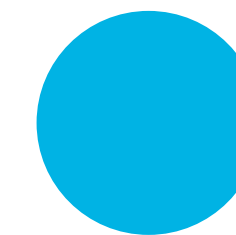
Pantone (spot) colors



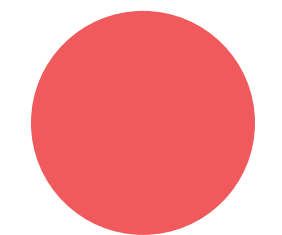
3395 C



2726 C



306 C

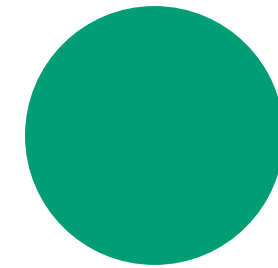


178 C

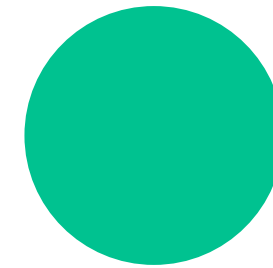
Tertiary colors

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

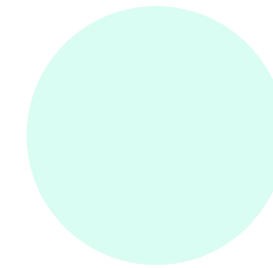
Tertiary colors



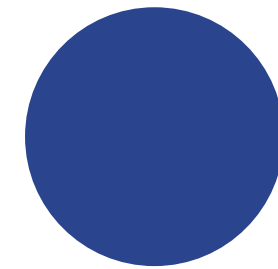
#009D77



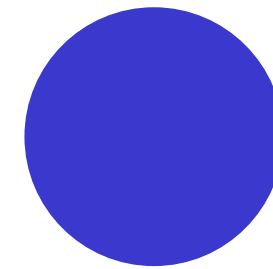
#00C290



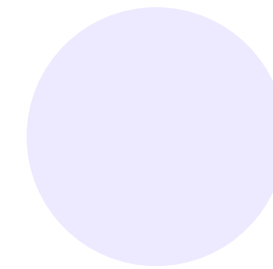
#D9FCF3



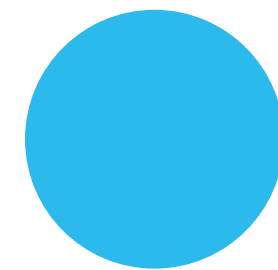
#2A448D



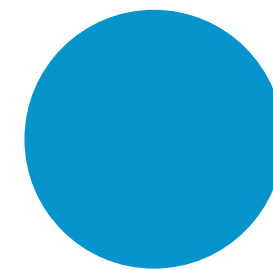
#3B38CD



#EDEAFF



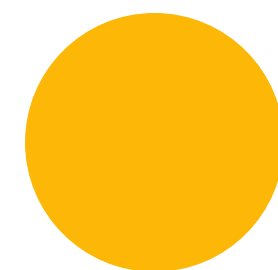
#2CBAEC



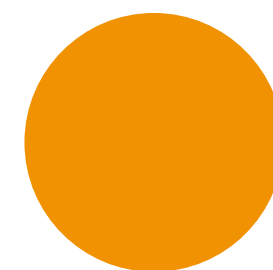
#0594CC



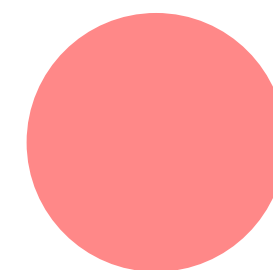
#E5F8FF



#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

Download Poppins

Poppins Semi-bold

Poppins Medium

Poppins Regular

Poppins Light

Body copy

Roboto Bold

Download Roboto

Roboto Regular

Roboto Light

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](#)





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

