noodle

BRAND GUIDELINES

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INTRO

Searching for the right educational opportunity can be intimidating and overwhelming. Too often this means that students go to the obvious school instead of the right school. We decided it was about time to solve that problem so we created Noodle.

Brands are identities that each have an individual personality. Our identity is smart, fun, and simple. To maintain our brand we've created this document of brand guidelines.

1

noodle

2

noodle

3

x		x
		x
noodle		
x		x

LOGO USAGE

Our logo is a valuable asset to our brand. Just like using correct grammar, there is a correct way to use our logo.

1 NOODLE LOGO
The preferred use of the Noodle Logo is over a white/light background.

2 NOODLE LOGO (WHITE)
The logo with a white "noodle" may be used on dark backgrounds.

3 CLEAR SPACE
Please note the necessary clear space around the logo. Nothing should intrude into the specified clear space.

WHAT NOT TO DO

1 BUSY IMAGES
Do not put the logo on busy images.

2 UGLY COLORS
Do not put the logo on ugly colors.

3 ORIENTATION
Do not rotate the image or change the orientation in any way.

4 SCALE
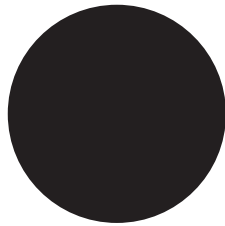Do not scale the logo non proportionally so it is squashed or stretched.

5 EMBELLISH
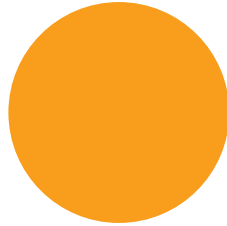Do not add effects or embellishments (eg. drop shadows, bevel and emboss, lighting effects, etc.).

6 CHANGE COLORS
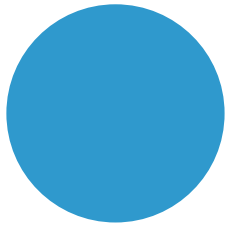Do not change the colors of the logo.

1

LOGO GREY
PMS 440C
CMYK 69, 63, 63, 58
RGB 52, 52, 51
HEX #343433

LOGO ORANGE
PMS 138C
CMYK 0, 45, 99, 0
RGB 249, 157, 28
HEX #F99D1C

2

BLUE
PMS 279C
CMYK 73, 26, 5, 0
RGB 51, 153, 204
HEX #3399CC
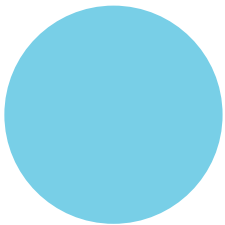
LIGHT BLUE
PMS 630C
CMYK 48, 1, 6, 0
RGB 122, 207, 232
HEX #7ACFE8
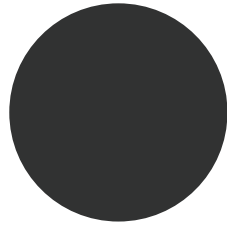
DARK GREY
PMS 440C
CMYK 69, 63, 62, 58
RGB 51, 51, 51
HEX #333333
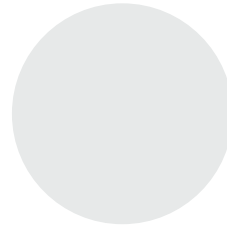
LIGHT GREY
PMS 2C
CMYK 8, 6, 6, 0
RGB 231, 231, 231
HEX #E7E7E7

COLORS

Our colors help distinguish our brand and give us personality.

1 LOGO COLORS

These are our logo colors. We use orange sparingly, mostly in marketing material.

2 PRIMARY SITE COLORS

These make up our core color palette.

1

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB TYPOGRAPHY

Typography helps communicate Noodle's personality and is an important part of keeping the brand consistent.

1 MUSEO SANS

Museo Sans is used for all headlines and accents. Museo Sans 900 or 700 is acceptable for headlines and Museo Sans 300 or 500 is acceptable for accent copy.

2 LUCIDA GRANDE

Lucida Grande is used for all body copy on the web.

PRINT TYPOGRAPHY

1 MUSEO SANS

All weights of Museo Sans is acceptable for print.

1

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

1

Learn Any Subject for Free

Your Education Search, Simplified

Find the Answers You Need

2

Hone your skills with over 100,000 tutors and programs, online and face-to-face.

Create, save and safely share your lists of schools, videos and tutors.

3

It seems we're suffering from a brain freeze. The page you're looking for cannot be found. In the meantime please visit our homepage where things should be a little warmer.

COPY AND TONE OF VOICE

The language we use is:

Simple to understand.
Direct and to the point.
Colloquial and fun.

1 HEADLINES
Headlines should be short and to the point.

2 SUB HEADERS
Text should be simple to understand and give more details.

3 HAVE FUN
It's ok to have fun with the copy :)

1
Preschool
K-12
College
Study Abroad
Graduate School
  Masters
  Ph D
  Law School
  MBA
  Medical School

2
Text
Apps
Games
Videos
SlideShare
PodCasts
Textbooks
Products
Online lessons & courses

3
Tutoring & test-prep
Learning differences
Art
Music
Dance
Language
Sports
Summer activities
Student travel
Guidance counseling
Education counseling
Career counseling
Extracurricular
Adult recreation
Religious
Cultural
Professional development
Continuing education
Internships

CATEGORIES

Each of Noodle's categories have a very specific purpose. The categories are broken out into three different sections.

1 FORMAL LEARNING

This includes all schooling from preschool through graduate studies.

2 LEARNING MATERIALS

Everything you could ever hope to find online for the hungry learner, from videos to games to courses.

3 INFORMAL LEARNING

Categories include supplemental activities to your formal learning.

K-12

Your Child's Education Comes First
Take the guesswork out of finding the right school for your child.

WHO WILL USE THIS SEARCH?

Parents searching for K12 schools for their children and students looking for middle or high schools

WHAT IS THE PROBLEM THEY ARE LOOKING TO SOLVE?

Parents want to choose a the right school for their child based on certain criteria. Students may be interested in switching schools and are searching for a more appropriately matched school.

Meet Beth

Beth and her husband are moving the family to a different state for work reasons. Her three children are in different grades, so she needs to find a good school district for all of them.

How Noodle Can Help

Beth can start a K-12 search using her work location to identify what schools and districts are nearby. She can then easily compare all of her options, from private schools to charter schools. Each school has a district overview to help her get an idea for the community.

Meet Susan

Susan's son has been struggling in school, but she has noticed he does best when he gets individualized attention. Susan thinks a private school that has small class sizes would be a good fit for her son.

How Noodle Can Help

Susan can start looking for private schools a certain distance from her home. She can compare schools, read what others think, and be sent to other sources that help her find the right answer for her family.

Meet Daniel

Daniel lives in a city where he has multiple options for high school. He's interested in math and science and is curious what high school would match his interests.

How Noodle Can Help

Daniel can quickly identify all of the schools that will match his interests, keep notes on details like enrollment and activities, and share his findings with his friends. He can also find lots of great earning material on math and science to keep him busy while looking for the right school.

GRADUATE
(Masters, PhD, Law, MBA, and Medical)

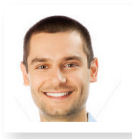
WHO WILL USE THIS SEARCH?

College Students or working Individuals looking for graduate degrees and programs

WHAT IS THE PROBLEM THEY ARE LOOKING TO SOLVE?

These individuals are searching for programs that fit criteria for: field of study, location, cost and more. Individual Programs have websites with information but often users do not where to start.

Meet Becca

Becca is finishing up her undergrad degree in English. She is looking for a graduate program to get her secondary education degree.

How Noodle Can Help

Becca can use Noodle's Graduate search to find a graduate education program. She knows she would like to teach in the upstate NY area, so she can filter her results to a specific location.

Meet Rachel

Rachel is hoping to attend a prestigious law school. She wants to understand the admission requirements and differences between each school location, price, and selectivity.

How Noodle Can Help

After entering her test scores and getting recommen-dations, Rachel can see how she stacks up against the incoming class and can get an overall feel for the school and student outcomes.

Meet Jeremy

Jeremy would like to attend a medical school that has a strong clinical focus. It is important that the school is affiliated with good teaching hospitals.

How Noodle Can Help

In Noodle's medical school search, Jeremy can select that he is interested in a school that has a more clini-cally focused academic program. He can then go into each school's profile and see all of the teaching hospitals affiliated with that school.

LEARNING MATERIALS

Different types of learners. For any subject or topic Noodle will give you multiple ways to find answers.

WHAT IS THE PROBLEM THEY ARE LOOKING TO SOLVE?

Interest in a subject, looking for homework help, and quick solutions in short period of time.

Meet Robert

Robert is an educator and is always looking for supplemental learning materials. He teaches many different topics throughout the year so it's important that he stays organized.

How Noodle Can Help

Robert can use the learning material's refine to find the material on the right topic and geared towards the right age. He can then save the material to different lists that match his lessons and easily share it with his students and fellow teachers.

Meet Zachary

Zachary needs homework help every now and then for calculus. He likes to find short videos that can walk him through a topic.

How Noodle Can Help

Zachary can narrow down his calculus search using the refine tool and choosing the maximum length of the videos. He can save his favorites so he can refer back to them later. Noodle can also recommend quizzes and other ways to learn he hadn't thought of.

Meet Ali

Ali is a marketing professional who hopes to become more tech savy. She wants to learn everything from social media to basic HTML.

How Noodle Can Help

Ali can start a search for marketing and find videos related to her field and topics she wants to become more knowledgeable on. She can save videos to watch later, pick the best to put into a play list, and then share them with her coworkers and friends.

TUTORING AND TEST PREP

WHO WILL USE THIS SEARCH?

People of all ages who are preparing for tests, require remedial instruction, or require enrichment. The largest share will likely be grade-school children and their parents.

WHAT IS THE PROBLEM THEY ARE LOOKING TO SOLVE?

They are looking for companies, courses, and instructors who are capable of providing: 1. Subject-based remedial or enrichment instruction; 2. Test preparation for academic or professional advancement at all levels.

Meet Isabelle

Isabelle has her eyes set on an Ivy League education, but standardized tests is an area that she does not excel. She is also going to be away for the summer so she needs to find a great online SAT tutor.

How Noodle Can Help

Isabelle can use Noodle's Test Prep search to find an SAT tutor, no matter the cost, so she is getting the best quality there is. She can specifically filter for only tutor's who will tutor online.

Meet Marie

Marie's 6th grade son is struggling in math. She's hoping to find a math tutor to provide some one-on-one help. She has other children so keeping costs down is important.

How Noodle Can Help

Marie can use search for a math tutor using Noodle's Academic Tutoring search. She can limit the cost of the tutor to find someone who is great, but affordable.

Meet Matt

Matt has his heart set on some top law schools in the country. He's curious about what LSAT courses are available in his area to help him prepare for the test.

How Noodle Can Help

Matt can use Noodle's Test Prep search to find an affordable LSAT course near his current school. He can select when he hopes to take the test so he is given the best results.