



PLURALSIGHT

BRAND BOOK



This is Pluralsight

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Our story

OUR BACKGROUND

We believe in changing the way the world learns. That's been our aim since 2004, when we launched classroom-based training by developers, for developers. That last part is key.

We believe in teaching from the trenches. Our course authors have already solved the problems. They set the trends. They shape the industry.

As we went online and expanded into more learning areas, we stayed true to only working with the best. But we didn't stop there. We brought instant mentoring and assessments into our platform to create a truly personalized learning journey. And we added Code School to our ecosystem to help beginners and people diving into new technologies learn in an interactive way.

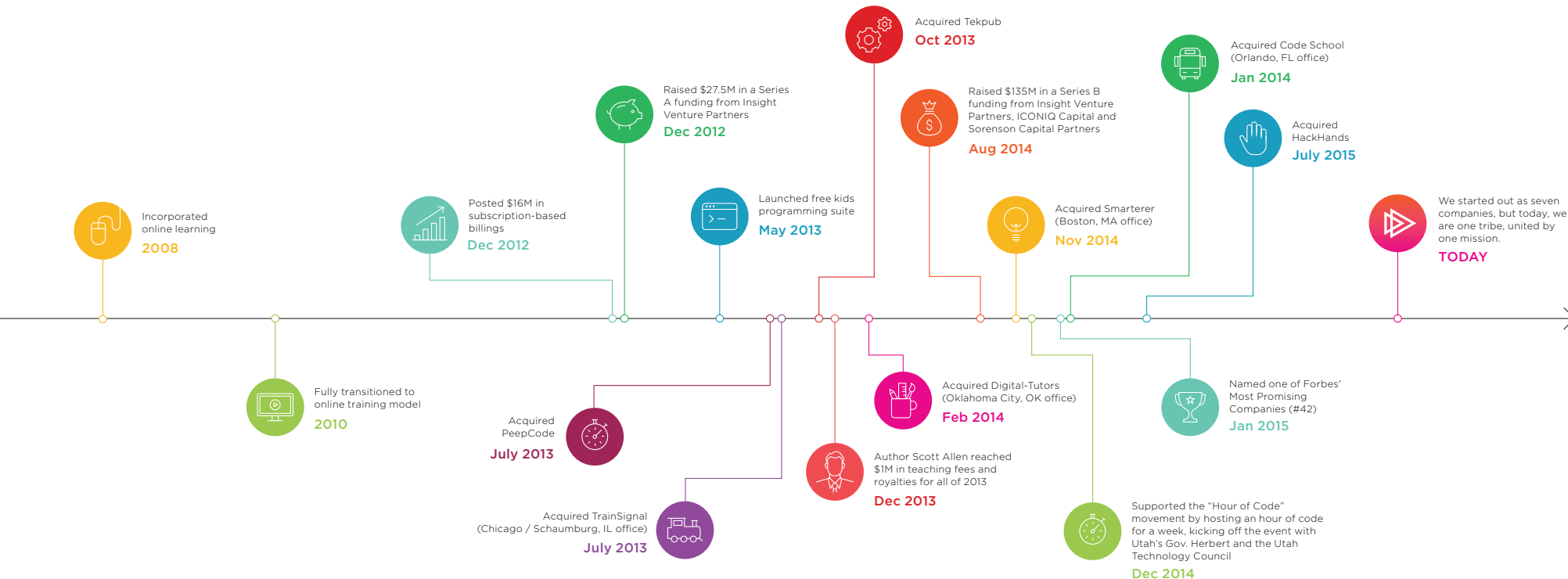
It's a platform designed to fill any technical skills gap—for anyone or any company.



Pluralsight is founded and launches with classroom training

2004







| The brand

“Your brand is what people
say about you when you’re
not in the room.”

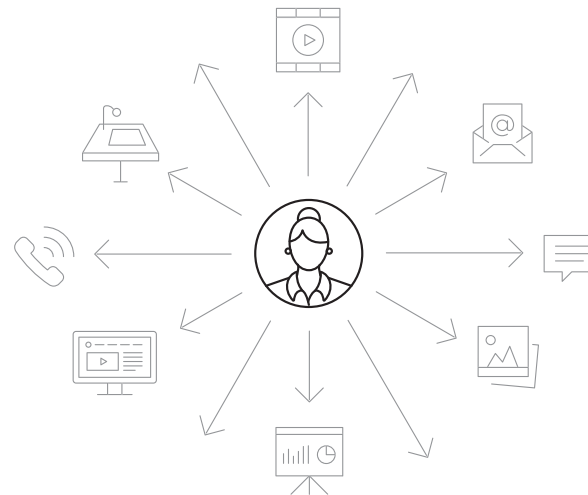
—Jeff Bezos, Amazon founder

WHAT IS A BRAND?

A brand isn't a logo. Or our business cards. It's not words on a page or images on a screen. It's not a billboard or an event booth. It's these things, but really, so much more. Most important, a brand is about people. When you interact with someone, they won't always remember the particulars of your conversation. But you can be sure they'll remember how you made them FEEL. That's a brand.

YOU ARE A BRAND STEWARD

As part of the Pluralsight family, you get to shape what people say about us. You are a brand steward. And that's where this book comes in—to give you guidelines on how best to tell our brand story. We want you to own our brand. It's yours, and it's yours to protect in everything you do.



WHY WE EXIST

To democratize professional technology learning.

WHAT WE DO

We build an ecosystem where people learn, teach and connect.

HOW WE BEHAVE

We are truth seekers, entrepreneurs and eternal optimists. These are our core values, and they inform the personality of our brand.

✓ We are:

Honest

Intelligent

Spirited

✗ We aren't:

Insincere

Silly

Apathetic

Our reason for existing relates back to our brand personality. Let's break it down.

Democratize: *To make something available to all.* As a brand, we do this by being **inclusive** and **honest** in everything we do. We don't talk down to our customers or condescend. We are personal and friendly in our approach and seek to be helpful at all times.

Professional: There's no fluff in our learning library, and the same goes for our brand. We're **sophisticated, intelligent** and **spirited**. We speak to our customers with conviction.

Learning: This is what we're all about, but not just in the obvious ways. Yes, we have thousands of courses, assessments and mentoring to facilitate learning, but what we really aim to do is to **inspire** a passion for continuous improvement in everyone who interacts with us.

WHO WE ARE

The Change Makers

The Pluralsight community—our employees, subscribers and authors—are The Change Makers. We believe the best way to predict the future is to define it. We put the power back into our own hands and shatter the status quo. Our love of learning makes us masters of our craft and ready for new challenges. We follow our passions, live our core values—truth seekers, entrepreneurs and eternal optimists—and change the game with disruptive ideas and elegant solutions.

WHO WE SERVE

Learners

Planners

Authors

Learners (*individual subscribers or members of group plans*):

“My craft is my career. Connect me to my community and give me access to the knowledge I need to own my future.”

Planners (*managers of group plans*):

“I have a vision for my team. Give me access to the people, skills and insight I need to realize it.”

Authors (*the people who create our courses*):

“I want to share my knowledge with the world. Give me a platform to teach and connect me with other passionate experts and learners.”



| Voice

HOW WE SOUND

We communicate in a way that is ***noticed***, ***believed*** and ***remembered***. We do this by following three principles in our messaging:

Be confident. Be enthusiastic. Be clever.

✓ Be confident:

Be simple and direct. Avoid long, hard words and formal language. Let words flow naturally, as if they're being spoken. Try not to say too many things at once.

Write with conviction. Whatever you write, own it—make a point and stand for something. Avoid hedging language and evasive phrases such as “seems like” and “according to.” Steer clear of empty words like “world-class,” “robust” and “high quality.”

✗ Confidence is not:

Arrogance
Narrow-mindedness
Dismissive

✓ Be enthusiastic:

Stay positive by avoiding comparisons designed to elevate one idea by diminishing another. Assume success and stay away from fear. Celebrate the craft. Our audience appreciates the skill that goes into their work, so shine light on it whenever possible.

✗ Enthusiasm is not:

Cheesy
Long-winded
WRITING IN ALL CAPS

✓ Be clever:

Show our audience you relate to their joys and frustrations. That you know they have interests outside of work. Infuse your writing with the unexpected and engage in wordplay, but not at the expense of being clear. At times, be light-hearted but not light-headed.

✗ Clever is not:

Silly
Immature
Flippant







WHAT IT MEANS

With the goal of redefining the way the world learns and enhancing the overall human experience, we created a logo that would quickly and clearly project this message. Here's a breakdown of what our mark is all about.



*Intersection, combine, movement, forward, play, direction,
path, together, mentorship, learn*



OUR LOGOS

The highlight of the logo is the mark. It embodies the idea of moving forward, mentorship and togetherness. This is the company's third logo, but we like to think it's been hiding there the whole time. It's a realization of everything we believe in.

Note: For the most part, the logo will have the type and logo mark combined, but there are some instances when the logo mark can be used separate from the type. Exceptions usually occur with apparel, swag and sometimes the website.

HORIZONTAL LOGO



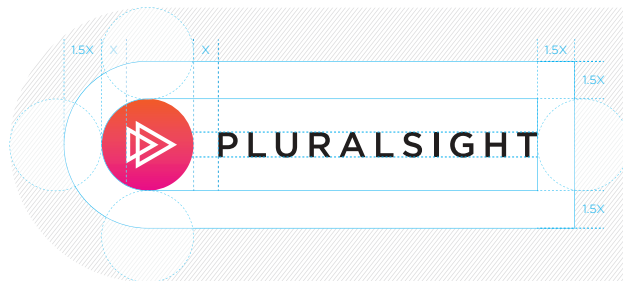
VERTICAL LOGO



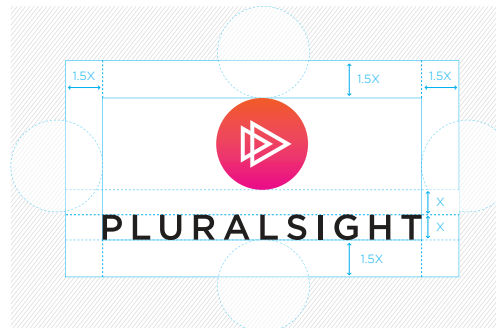
LOGO MARK



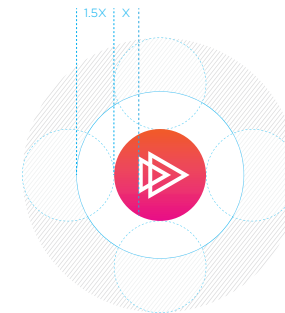
HORIZONTAL LOGO



VERTICAL LOGO



LOGO MARK



CLEAR SPACE

Give the logo space. To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. It's an integral part of the design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.

LOGO USE AND MISUSE RULES

When using the logo, take care to not harm its integrity by altering it or exercising your personal creative freedom. The following are merely a few examples of what wouldn't be OK.



PLURALSIGHT

For context, this is the correct logo.



PLURALSIGHT

Never manipulate the form by removing any of the elements



PLURALSIGHT

Never alter the color, whether it's by adding a gradient to the type or changing the color of the mark.



PLURALSIGHT

Never manipulate the gradient in any way.



PLURALSIGHT

Never skew, manipulate or change the form or structure of the mark or type.

Note: Logo color exception. We may add a magenta tag on apparel or swag, like a backpack pocket or the sleeve of a shirt. In this unique instance, the logo can be 100% magenta, or white on a 100% magenta background.



PLURALSIGHT



PLURALSIGHT

Never add an effect to the logo, including drop shadows, bevels or gradients.



PLURALSIGHT

Never change the typeface of the logo.



PLURALSIGHT

Never manipulate the color of the logo whether it's a gradient or any other color.



PLURALSIGHT

Never screen back or add opacity to the logo.



PS

Do not use the logo in any format that may be "nicknamed" or abbreviated.



PLURALSIGHT

Do not at any time angle the logo. It always sits on a 0 degree angle.

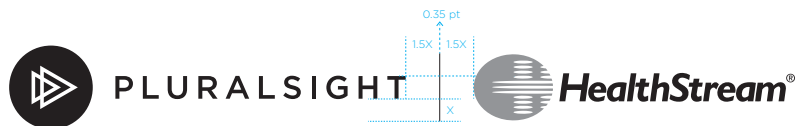
ALTERNATE LOGOS



CATEGORY AND PARTNERSHIP LOCKUPS

There are times when Pluralsight partners with another group or organization. In those cases, there may be a need to create a logo lockup. Follow these guidelines to help everybody play nice.

PARTNERSHIP LOCKUPS



Note: Our partnership lockups require us to show equal deference to our logo and the partnering company. To accomplish this, we use the grayscale or black and white versions of both logos. In order to maintain our ownership of the marketing piece, our logo is always in the primary position on the left.

CATEGORY LOCKUPS



OTHER LOGO APPLICATIONS

Using the logo on backgrounds

We're proud of our logo, so readability is essential. Only use the gradient logo on white, light gray or 100% black backgrounds. In situations where we don't have control over the printing process, play it safe and use an alternate logo, even if the background is white.



✓ This is an acceptable use of the gradient logo on an image.



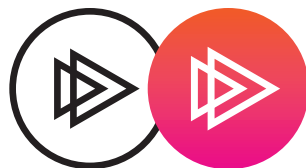
✓ If you need to put the logo on a busier image, choose the darkened version of the image and use the white stroke logo.



✗ Don't force the logo onto an image or background that compromises its legibility.

Apparel and swag

Due to printing and embroidering restrictions, we use the alternate logos for apparel and swag.



Note: On internal-use apparel and swag, we have the leeway to use the logo and wordmark separately.





HEX RGB CMYK

FFC000 255,201,87 0/21/22/0

FF8564 255,133,100 0/60/60

F08A28 240,90,40 0/80/80

A85F1E 168,63,30 2 0 0 0

782D15 120,45,21 0 0 0 0

F8B50B 248,98,219 0 0 0 0

EF54AD 239,84,173 0 0 0 0

EC00BC 236,0,140 0 0 0 0

A20760 162,7,96 0 0 0 0

740544 116,5,6 0 0 0 0

FFFFFF 255 255 255 0 0 0

D3D3D3 213 213 213 0 0 0

777777 127 127 127 0 0 0

2D2D2D 45 45 45 0 0 0

000000 0 0 0 100 100 100

100% MAGENTA

20B

216

??? (THERE IS NO PMS WHITE)

COOL GRAY 3

COOL GRAY 9

70/64/63/64

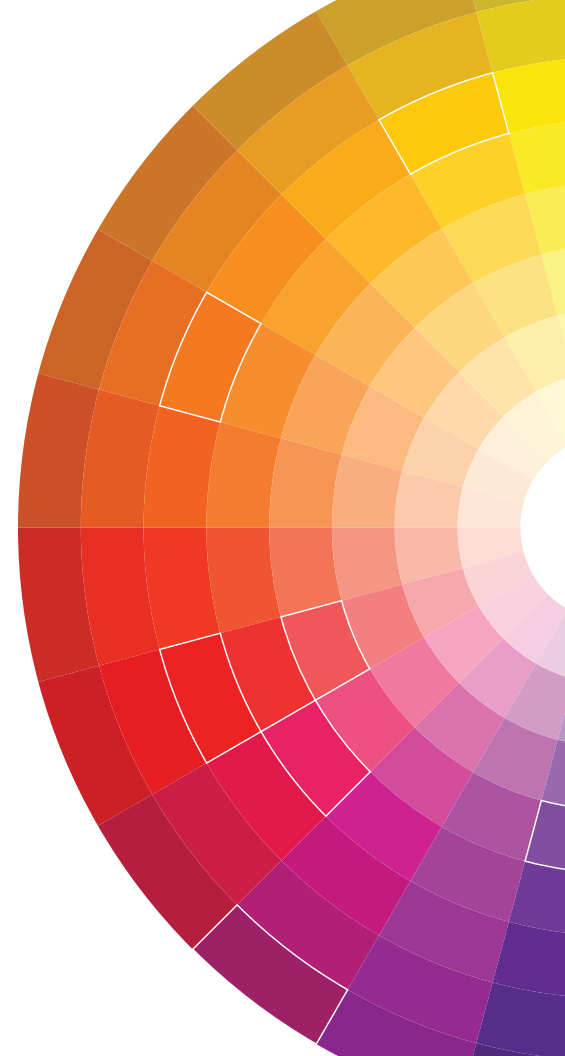
PROC. BLACK



Color

THE COLORS

Our colors are as important to us as the logo itself. They're part of the brand's personality. We have established four primary colors: Pluralsight orange, Pluralsight magenta, black and white. The secondary color palette is used primarily for the website to identify different roles. Secondary colors are used sparingly, if at all, in marketing materials.



PRIMARY PALETTE

PLURALSIGHT ORANGE

Hex: FBC8BF
R: 250
G: 200
B: 190

Hex: F48264
R: 245
G: 130
B: 100

Hex: F15B2A
PMS: 7579 C
C: 0 R: 240
M: 80% G: 90
Y: 95% B: 40
K: 0

Hex: A04123
R: 160
G: 65
B: 35

Hex: 782D19
R: 140
G: 45
B: 25

PLURALSIGHT MAGENTA

Hex: F0B4D2
R: 240
G: 180
B: 210

Hex: E65AA0
R: 230
G: 90
B: 160

Hex: EC008C
PMS: 225 C
C: 0 R: 236
M: 100% G: 0
Y: 0 B: 140
K: 0

Hex: A01E64
R: 160
G: 30
B: 100

Hex: 731446
R: 115
G: 20
B: 70

BLACK TO WHITE

Hex: FFFFFF
R: 255
G: 255
B: 255

Hex: DCD CDC
R: 220
G: 220
B: 220

Hex: 000000
PMS: Black 6 C
C: 0% R: 0
M: 0% G: 0
Y: 0% B: 0
K: 100%

Hex: 2D2D2D
R: 45
G: 45
B: 45

Hex: 787878
R: 120
G: 120
B: 120

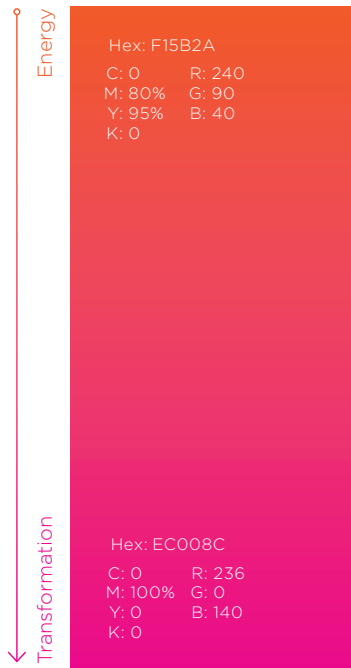
Psychology of orange

Orange radiates optimism, warmth and happiness, combining the physical energy and stimulation of red with the cheerfulness of yellow. Orange relates to openness and two-way conversations.

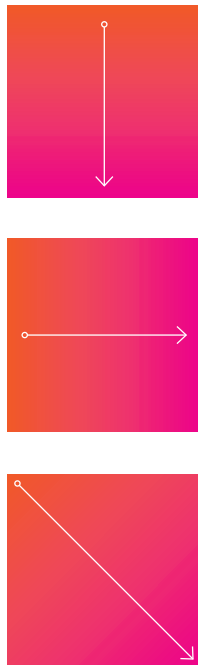
Psychology of magenta

Magenta as a color is an instrument of change and transformation. It influences our personal development and it helps us experience a greater level of awareness and knowledge.

OUR GRADIENT



ACCEPTABLE GRADIENT DIRECTIONS



GRADIENT USAGE



SECONDARY PALETTE

YELLOW		YELLOW GREEN		GREEN		TURQUOISE		AQUA-MARINE		BLUE		PURPLE		PLUM		RED		CORAL	
Hex: #F7B71F PMS: 7408 C		Hex: #9BC850 PMS: 367 C		Hex: #35B558 PMS: 7481 C		Hex: #6BC6B3 PMS: 3248 C		Hex: #2A9FBC PMS: 7459 C		Hex: #4764AF PMS: 7456 C		Hex: #90499B PMS: 258 C		Hex: #A62E5C PMS: 7434		Hex: #E31F26 PMS: 1795		Hex: #F04E53 PMS: Pantone Pastels Neons Coated 805 C	
C: 0 M: 30 Y: 100 K: 0	R: 245 G: 185 B: 30	C: 23 M: 0 Y: 60 K: 22	R: 155 G: 200 B: 80	C: 75 M: 0 Y: 90 K: 0	R: 53 G: 181 B: 88	C: 56 M: 0 Y: 37 K: 0	R: 105 G: 200 B: 180	C: 75 M: 20 Y: 20 K: 0	R: 42 G: 159 B: 188	C: 80 M: 65 Y: 0 K: 0	R: 71 G: 100 B: 175	C: 50 M: 85 Y: 0 K: 0	R: 145 G: 73 B: 155	C: 30 M: 95 Y: 45 K: 10	R: 166 G: 46 B: 92	C: 5 M: 100 Y: 100 K: 0	R: 227 G: 31 B: 38	C: 0 M: 85 Y: 65 K: 0	R: 240 G: 78 B: 83
#FDE9BC	#FACD65	#E1EEC9	#B9D984	#A3D5AF	#5DBE7F	#D2ECE7	#97D4C7	#B7E2EC	#56BBD3	#97C9ED	#6380C0	#E2C4DE	#B280B8	#F4B4D1	#D1488C	#F4BBBD	#E76369	#F7A9B4	#F26975
#ADB12D	#7C5C25	#6D8D3B	#4E652E	#1F964E	#176132	#4A8A7C	#36635A	#0C6F84	#0E4F5F	#2C4F85	#193B68	#66326B	#49254C	#82224E	#661C3D	#9B1C20	#6E1114	#C0364C	#852735



Very little usage of the secondary color palette in marketing materials and other collateral.



The secondary color palette will be used extensively on the website.

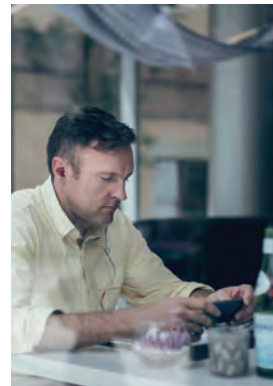


Role of the secondary color palette

We primarily use the secondary color palette on the website and apps, as it coincides with different roles on the website. Secondary colors should never be used as a dominant color on their own. You may see the secondary colors used in marketing materials in charts, time lines or presentations, but they will be used sparingly.

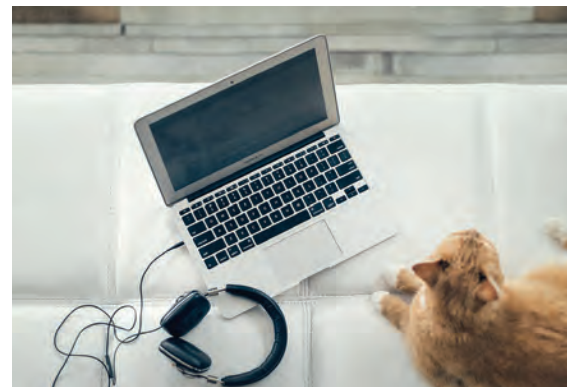


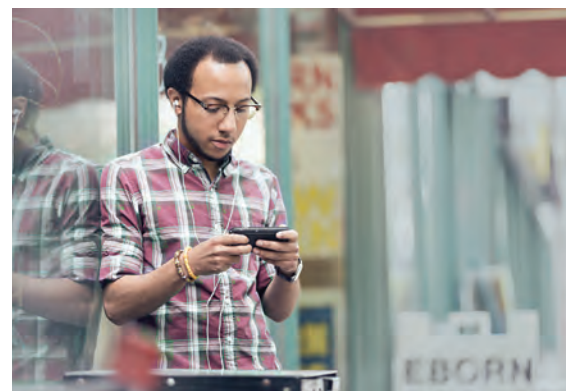
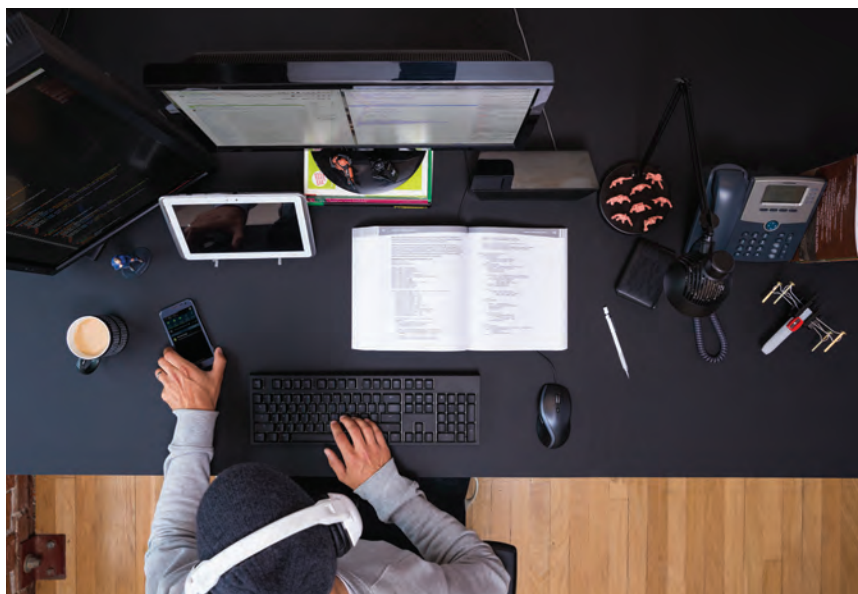
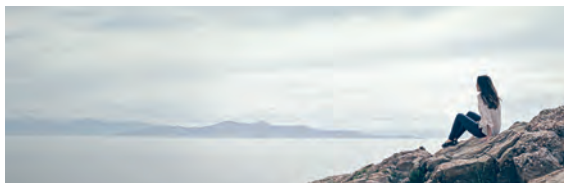
| Photography

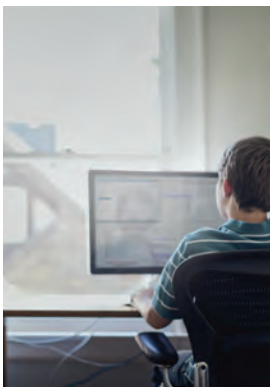
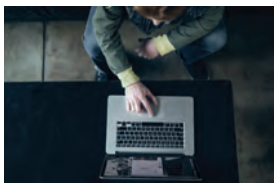


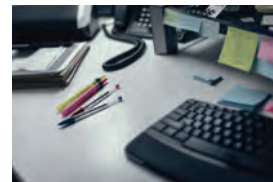
OUR PHOTOGRAPHY

Our photography style conveys authenticity, as if you've captured a subject "in the moment." The color, composition and feel should engage viewers and make them feel like they're in the photo.









to be 5-8 Introduction to the new edition / 9-11 Foreword by Stefan Sagmeister / 12-16 Introduction to the original edition / 17-26 Chapter 1 **Attributes needed by the modern designer** Cultural awareness / on skills / writing skills / 37-48 Chapter 3 **How to find a job** Working in-house / working for an independent design studio / apprenticeships / internships / finding out about employment opportunities / approaching a freelance life - pros and cons / who uses freelance designers? / starting a studio / business partnerships / good and bad at business / creating a business plan / services / setting up / finding premises / choosing a name / identity / 63-72 Chapter 5 **How to employ more staff?** / employing creative staff / hanging onto creative staff / spotting talent / non-design staff / account handlers / studio systems / studio philosophy / 73-86 Chapter 6 **Finding new work and self-promotion** How do clients choose designers? / finding clients / building a reputation / work done for the portfolio, not the bank balance / design competitions / attending conferences and lectures / relationships with design schools / dealing with clients / professionalism / presenting to clients / understanding clients / keeping clients / 97-110 Chapter 8 **New: What is the creative process?** What is creativity? / the brief / the bad brief / self-initiated design and ethics / Ben Drury (UK) on graphic design and design for music / design and gender / Stephen Doyle (USA) on graphic design and employing designers / design and illustration / Dmitri Siegel (USA) on graphic design and web design / design and sustainability / Magnus Voll Mathiassen (Norway) on graphic design and photography / 171-175 Index / 176 Acknowledgments Design by Bibliothèque



| Typography

THE PLURALSIGHT FONT

GOTHAM

Gotham is our official font and must be used when possible. It's modern and sophisticated. It feels authentic and familiar. Gotham is a licensed font and is used in all marketing collateral and the website. This is also the font of our logo.

Extra Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()<>?/

Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()<>?/

Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()<>?/

Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()<>?/

Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()<>?/

ALTERNATE FONT

MONTERRAT

When Gotham isn't available or cannot be used, Montserrat is a free alternative that closely matches Gotham. This is used primarily in PowerPoint and Keynote presentations and in Microsoft templates for things like the letterhead.

Hairline	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/1234567890!@#\$%^&*()<>?/
Ultra Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/1234567890!@#\$%^&*()<>?/
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/1234567890!@#\$%^&*()<>?/
Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/1234567890!@#\$%^&*()<>?/

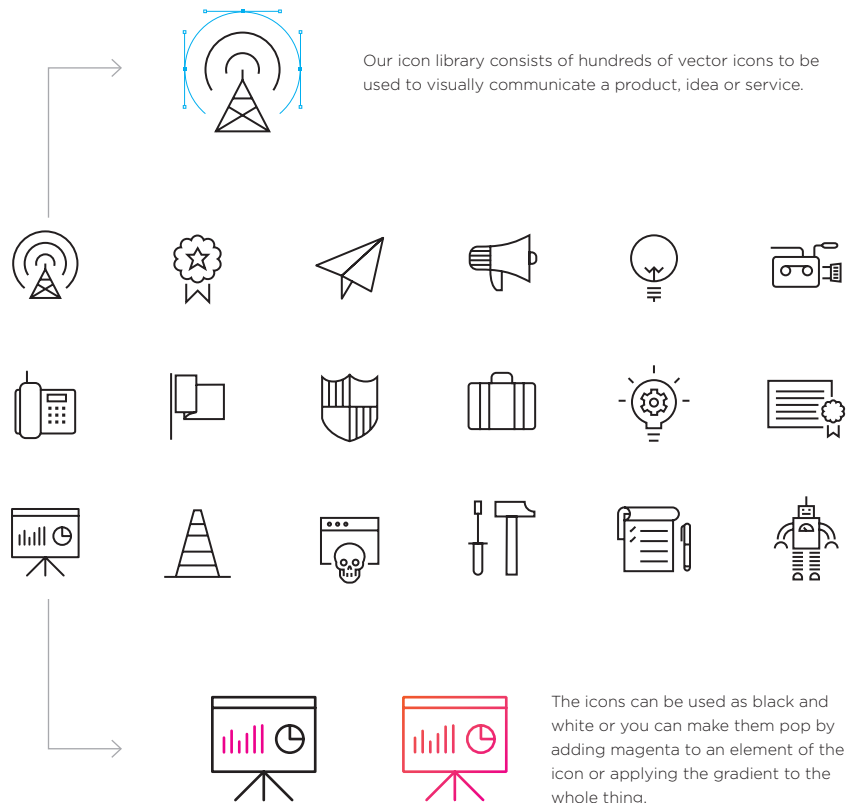




Icons and ribbon

ICONS

Icons are the visual expression of our products, services or tools. Simple, light, sophisticated and friendly, they communicate the core idea or component of the brand. While each icon is visually distinct, all icons should have consistent line weights and visual style. Line weights can be manipulated, but take special care to keep lines light enough that they match other elements on the page.



PLURALSIGHT RIBBON

The ribbon has been developed to act as an anchor element to help with visual hierarchy. Headlines and pull stats are places you can consider using the ribbon as a way to get a pop of color in the piece. Ribbons are used on PowerPoint and Keynote presentations, one sheets and white papers. It can be locked up with calls to action or to draw attention to contact info. It's also used in motion graphics as a visual element, mainly as a vehicle to transition from one scene to another.



TITLE



Key principles to keep in mind when creating your motion graphics reel.

PULL STAT



More than 57% of all users are on Google Chrome.

CTA



Prepare your students for the jobs of tomorrow today.
Ready to lead your students to greatness? Contact us:
schools@pluralsight.com
1.888.368.1240 | 1.801.784.9007



At a glance



Our mission

To democratize professional technology learning.

Who we are

The Change Makers.

Who we serve

Learners. Planners. Authors.

How we behave

Truth seekers. Eternal optimists. Entrepreneurs.

Our brand personality

Honest. Intelligent. Spirited.

Our voice

Confident. Enthusiastic. Clever.