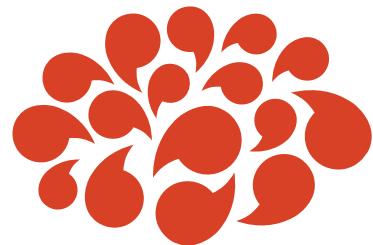


Brand Application Guidelines



Logo

Logo with Tagline



ansrsource
Learn Toward Tomorrow™

Logo without Tagline

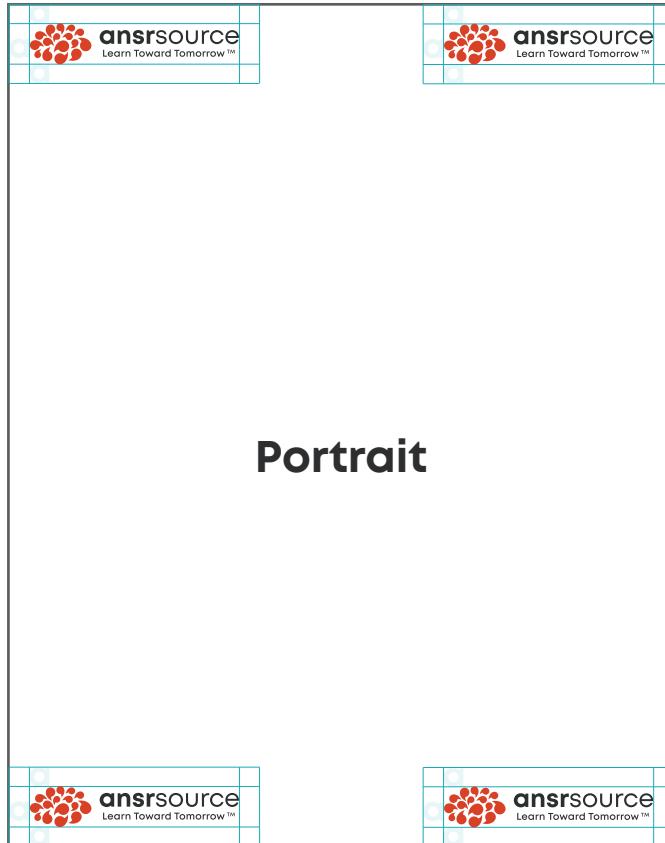


Clearspace



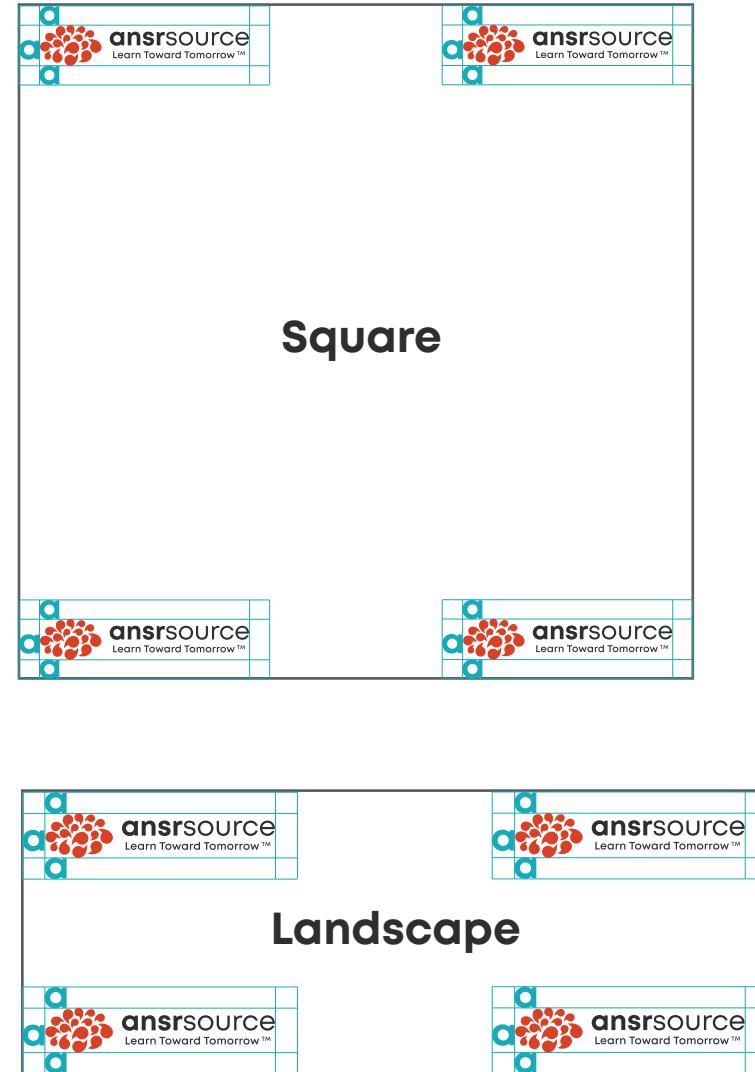
The minimum clearspace to be maintained for the logo is the height/width of the “a” in the wordmark.

Logo Positioning



Portrait

The preferred placement for the logo is the top right corner, but the logo can be placed based on where it is best suited, depending on application and tone.



Square

Landscape

Avoid



Do not change the color of the logo (except in the case of using it in white or black on an approved background).



Do not rotate the logo.



Do not crop the logo.



Do not layer the logo over another illustration or visually busy background.



Do not add shadows or effects.



Do not tamper with tint or opacity.

Color

Color Palette



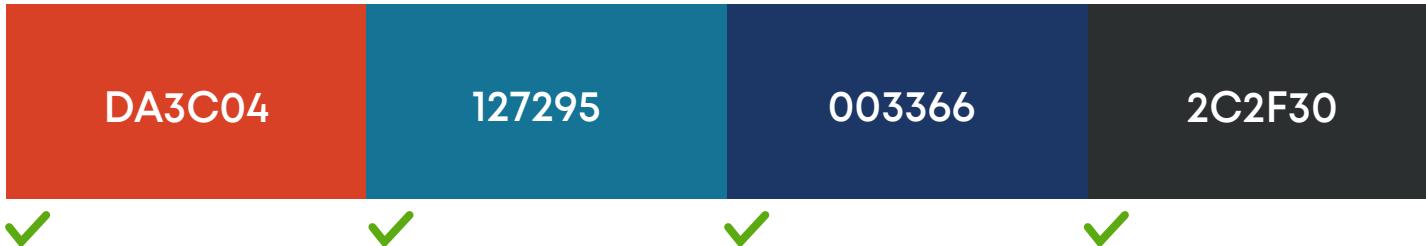
These colors are to be used in harmony and contrast with each other:

- For body text, use only black (on approved light backgrounds) or white (on approved dark backgrounds).
- Use orange (#DA3C04) sparingly for copy and headlines.
- Avoid using light orange (#F26902), yellow (#F8B50C), and medium gray (#8C8C8C) for backgrounds.
- Use orange (#DA3C04), medium orange (#F26902), and yellow (#F8B50C) mainly as accent colors.

See “**Palette Usage Guidelines**” for more detailed instructions on incorporating our color palette into designs.

Accessibility with White Text

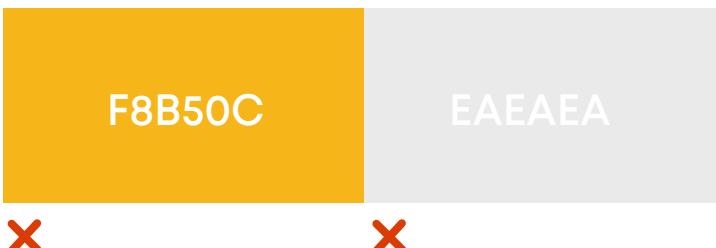
Accessible with White Text



Accessible with White Text for Headings *Only



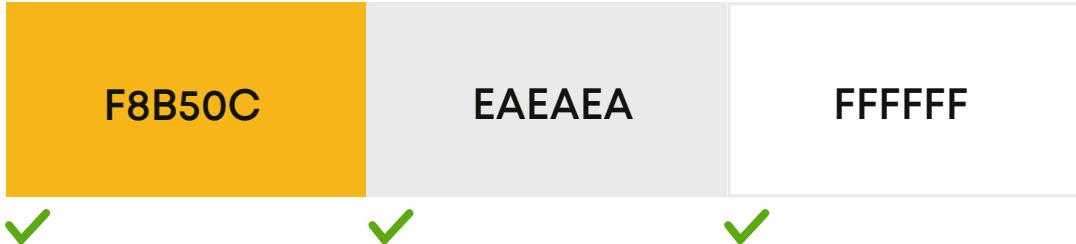
Not Accessible with White Text



*Headings should be 16 pt+ in size.

Accessibility with Black Text

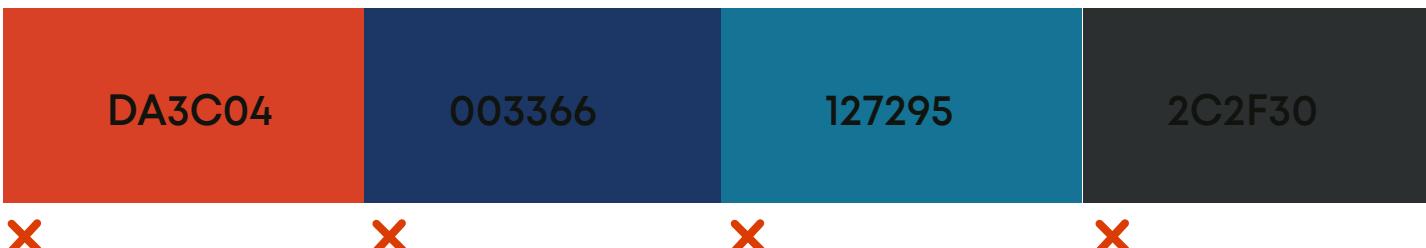
Accessible with Black Text



Accessible with Black Text for Headings *Only



Not Accessible with Black Text



*Headings should be 16 pt+ in size.

Logo & Background



Use the full-color, white, or black version of the logo based on the guidelines above. The logo should ONLY be used in full-color (orange with gray), white, or black. The logo should never appear in other colors. If there is an instance where you need to clarify logo application, please reach out to megha.shah@ansrsource.com.

Do Not



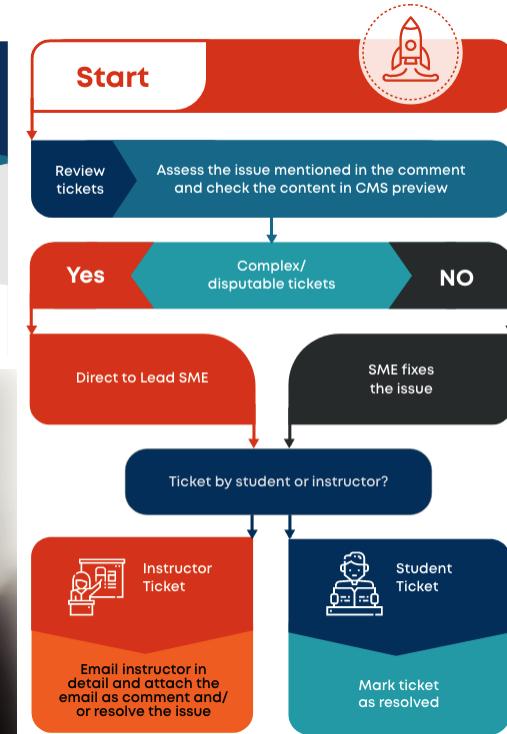
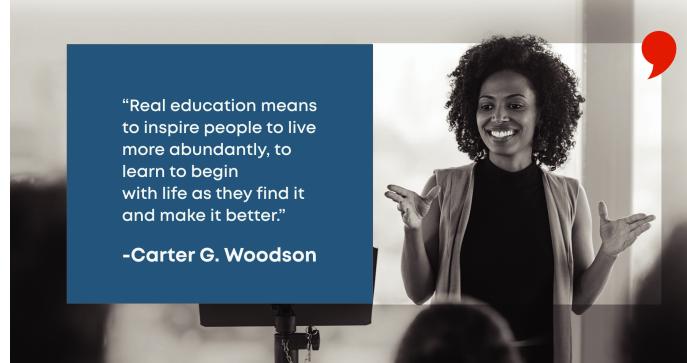
Logo is not readable here; add contrast for better visibility.

Do



Logo is clear here; contrast and patches improve visibility.

Application



Exceptions

The image consists of two separate promotional materials. The left one is a timeline graphic for 'ansrsource' featuring a speech bubble with the text 'Emerging Client D2L Partnership circa 2024'. The right one is a circular promotional graphic for an ATD event.

Left Material (Timeline Graphic):

- ansrsource Logo:** Top left, white icon and text.
- Text:** Emerging Client D2L Partnership circa 2024.
- Timeline:** A horizontal bar at the bottom shows years 2004, 2014, and 2024, with a green segment between 2014 and 2024.
- Text Quote:** "Within the first few days, [we] noticed a detailed and thorough approach, asking lots of great questions. Great communication and taking proactive steps, which is exactly what we like to see. That's super positive . . . The team's excited."

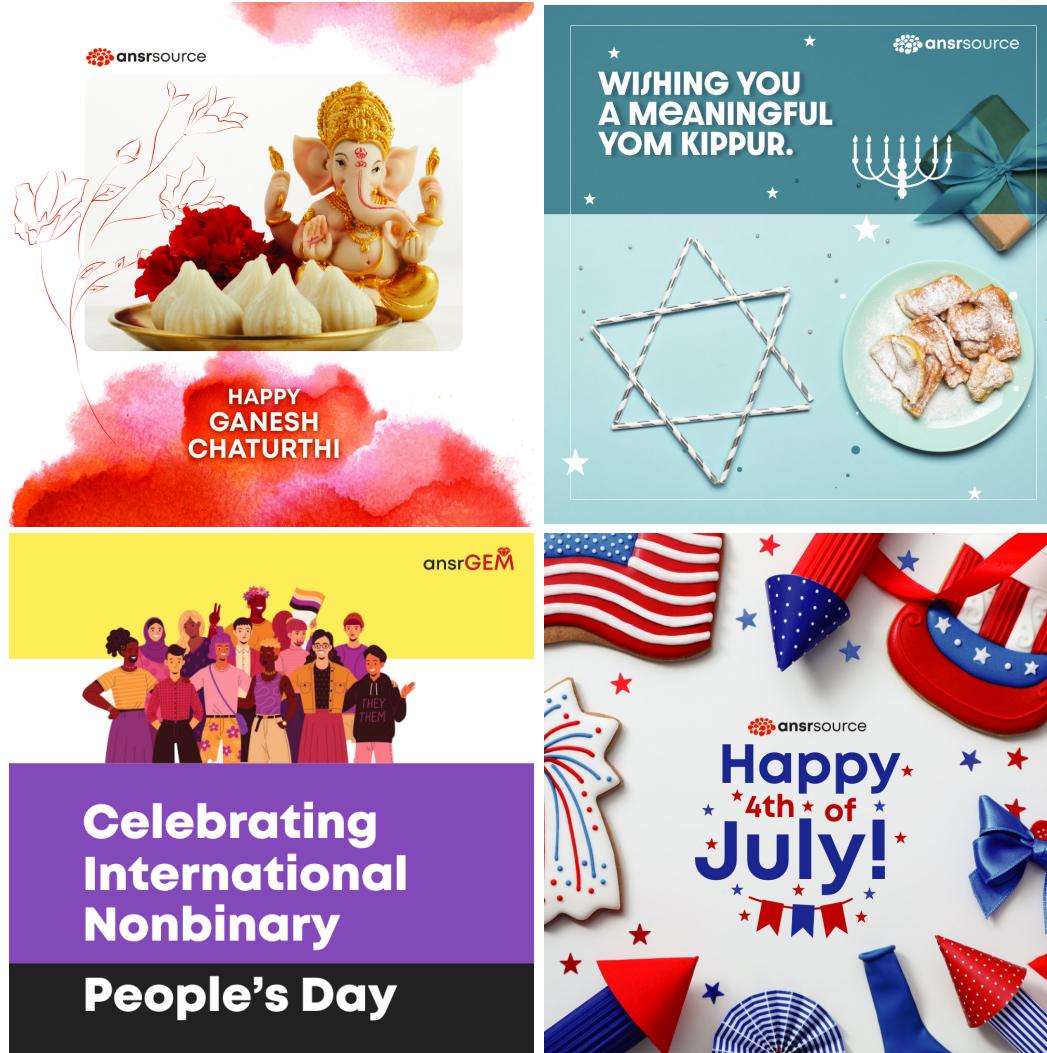
Right Material (Promotional Graphic):

- ansrsource Logo:** Top left.
- Image:** A woman in an orange shirt giving a thumbs up.
- Text:** Get 20% off, Elevate your instructional design skills with.
- ATD Logo:** Association for Talent Development.
- Date:** Mar 12 - 14, 2024 Bengaluru, India.
- Call-to-Action:** Enroll Now!



When designing for mutual assets with clients, colors outside the **ansrsource** color palette can be used as needed. For assistance in striking the right balance and blending colors in a harmonious way, please reach out to megha.shah@ansrsource.com.

Exceptions



Colors associated with a community or culture can be used when designing for topics related to this community or culture.

Typography

Type Usage

Headings

Mont Bold

**Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Subheadings or Body Text

Mont Regular

**Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Body Text (Alternative)

Arial Regular

**Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

It is preferred to use Mont Bold for headings and Mont Regular for subheadings and body text. As an alternative, Arial Regular can be used for body text. Other weights and styles of the Mont typeface should be used sparingly when necessary. For external recipients who may not have the fonts installed, it is recommended to share PDFs or use embedded fonts.

Font sizes should be set as follows: 18+ for headings, 16+ for subheadings, 14+ for body text (presentations), and 12+ for body text (documents).

To get the fonts installed on your devices, please reach out to
it.support@ansrsource.com.

Formatting Company Name in Text

ansrtext

Be sure to bold the term "**ansr**" when using it as part of the company name (**ansrsource**) or as a prefix for a company initiative (**ansrDigest**, **ansrInsights**, **ansrpedia**, etc.).

Bold Font

Regular Font

ansrsource



- **ansrsource** partners with ~~Montessori Academy~~ to update and enhance e-learning modules for their Montessori Teacher Training Program.
- This project includes:
- Designing and developing 51 modules in the Articulate Rise platform
- Organizing and formatting content
- Building interactive components
- Creating custom media components



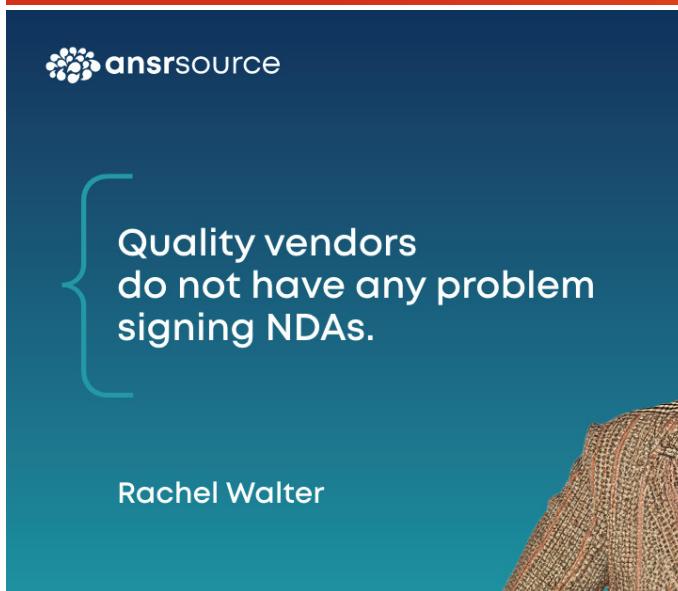
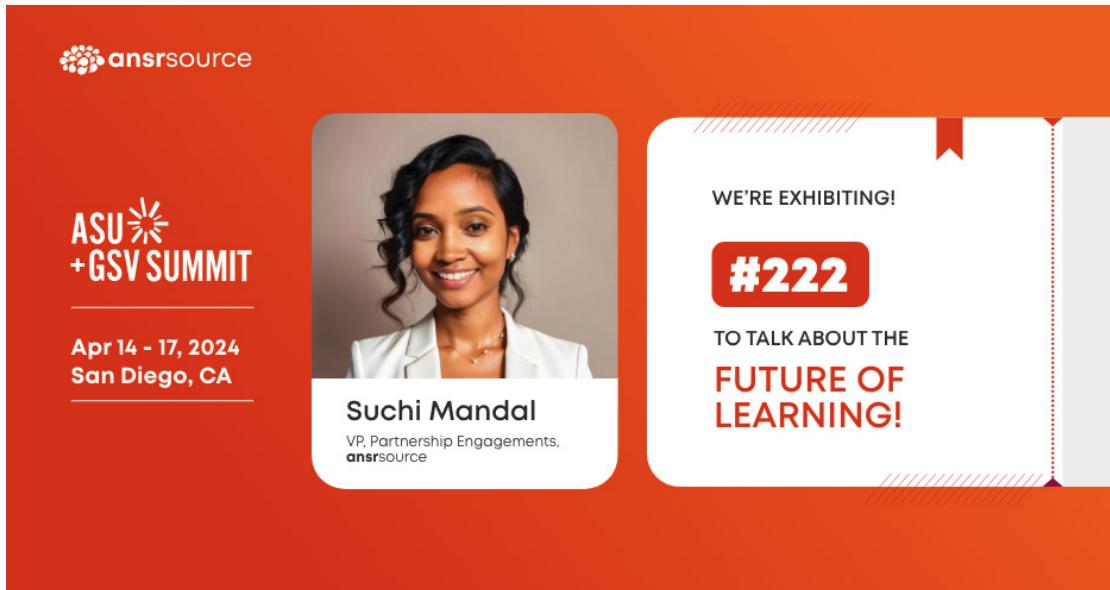
Gradients

Gradient Collection



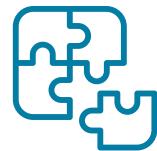
The seamless transition between our core brand gradient colors adds depth and dimension to our visual identity.

Gradient Examples



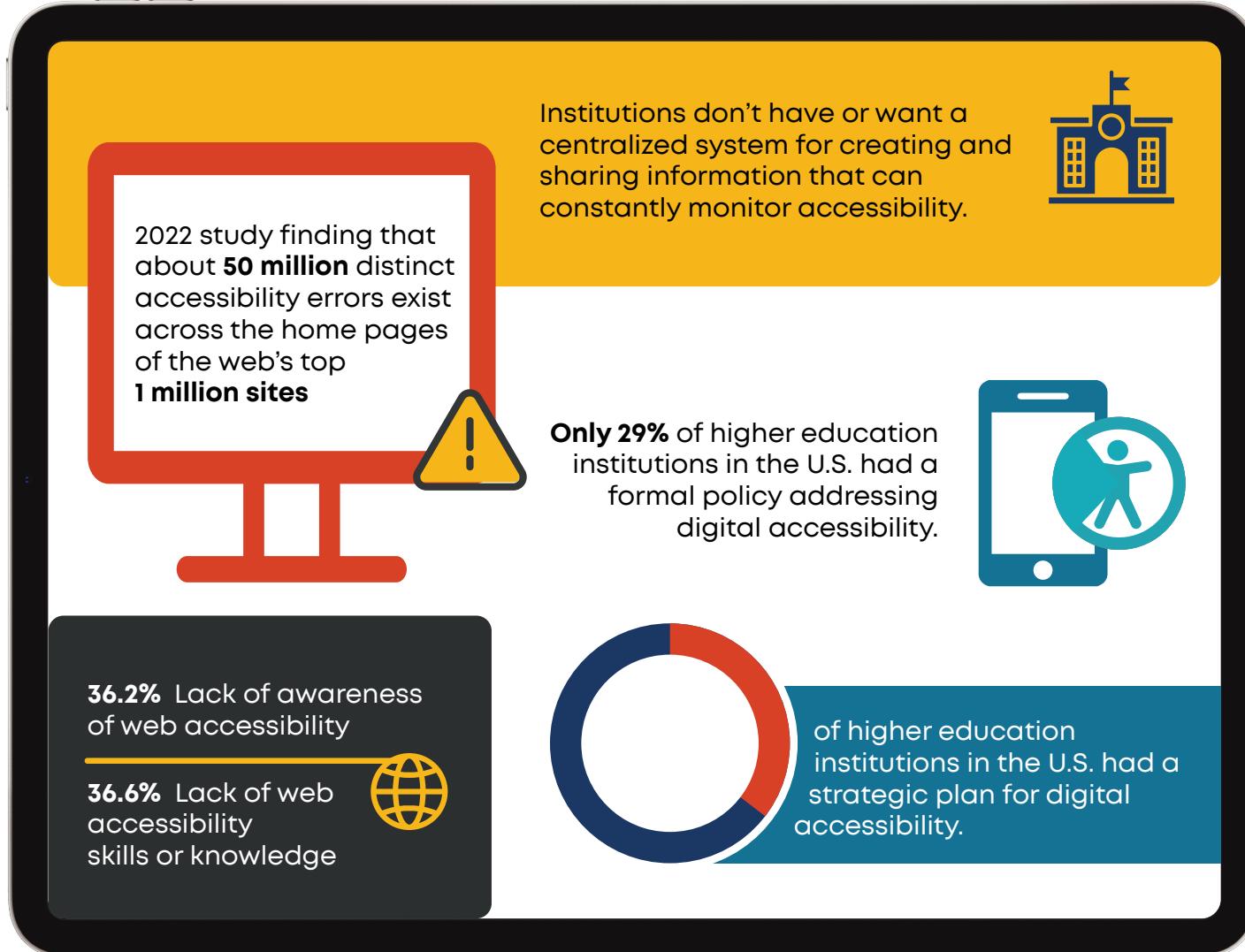
Icons and Infographics

Iconography



Icons must be clear and minimal and should look uniform in line weight, color, and size. Size should be appropriate to the device on which the icon will be displayed.

Infographics

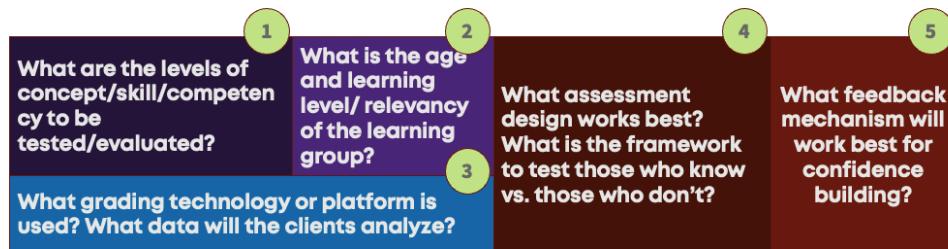


For assistance with infographics, please reach out to
megha.shah@ansrsource.com.

Examples

Do Not

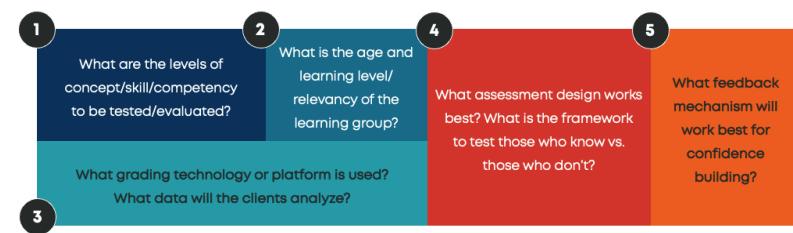
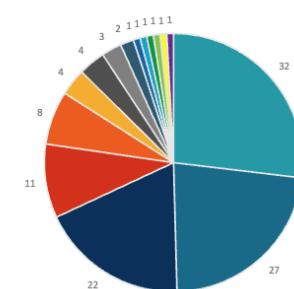
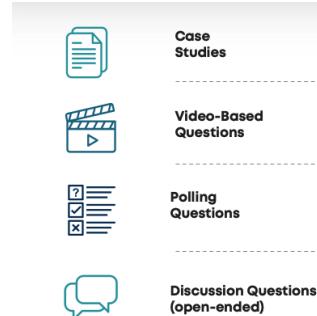
- Case Studies
 - designed to assess students' knowledge
- Video-Based Questions
 - meant to allow students to demonstrate their understanding
- Polling Questions
 - aimed at generating interest
- Discussion Questions (open-ended)
 - require students to present their ideas



- Teachers use solution manuals to:**
- Reiterate concepts
 - Highlight key points

- Learners use solution manuals to:**
- Confirm problem approach
 - Revise concepts

Do



- Teachers use solution manuals to:**
- Reiterate concepts
 - Highlight key points
- Learners use solution manuals to:**
- Confirm problem approach
 - Revise concepts

- Do not use colors outside of the approved **ansrsource** color palette.
- Do not use icons that are illegible at the size they are placed.
- Avoid adding elements to the background or using busy backgrounds that distract from the information.
- Do not place icons/text on a background color that provides low contrast to the color of the icon/text.

Illustrations

Application

Use colors from the palette in their exact tints. Do not lighten or darken colors.



Application

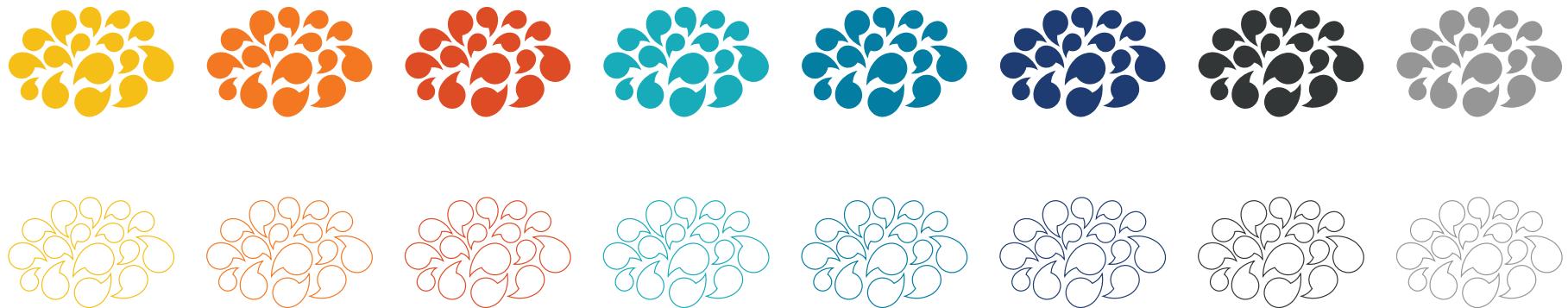
Create illustrations that show diversity. Colors outside the palette can be used to show diverse skin tones.



Brand Motifs

Brand Motifs

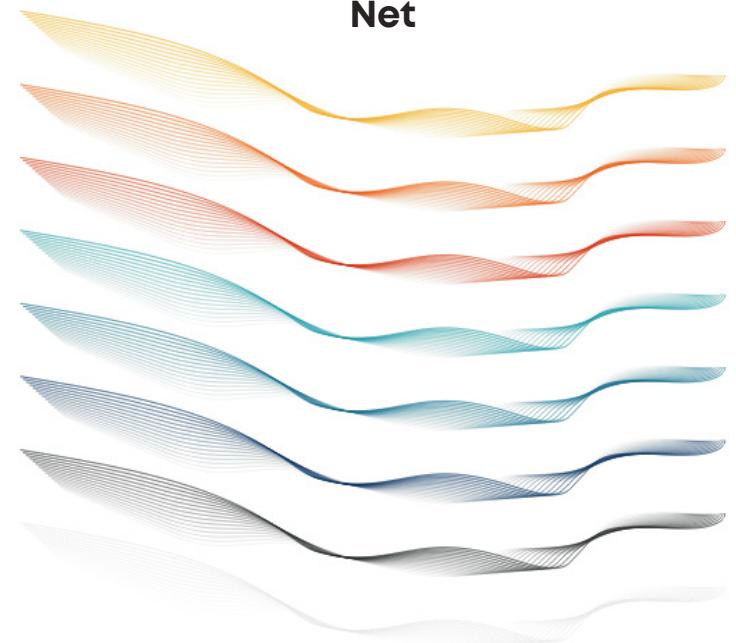
Flower



Quote mark



Net



Guidelines for Motif Usage

- Be sure to use contrasting colors when selecting motifs and backgrounds.
- Avoid using more than two motifs together in the same slide/graphic.
- Ensure that motifs are consistent across the document. This includes using the same color schemes, patterns, and icons.
- Keep motifs simple and not overly complicated. They should enhance the message, not distract from it.
- Strategically place motifs to guide the reader's eye through the content.
- Ensure that the size of the motifs is appropriate; they should not dominate the page.
- Ensure that the motifs align with the overall brand identity of **ansrsource**. This includes maintaining the same style, tone, and visual language.
- If you need any clarifications on how to use the motifs, please reach out to megha.shah@ansrsource.com.

Brand Motifs Application

The collage illustrates the consistent application of Ansrsource's brand motifs across different digital assets:

- Top Left:** A teal-colored slide featuring a large cluster of colorful speech bubbles (yellow, red, blue) on the left, and the Ansrsource logo with the tagline "Learn Toward Tomorrow™" in the center.
- Top Right:** A promotional image showing three people in business attire shaking hands. A large blue speech bubble graphic overlaps the scene, containing the word "PROMOTIONS" in white capital letters.
- Middle Left:** A dark blue slide with white text stating "ansrsource is strongly committed to creating inclusive and accessible learning experiences for". Below this, three smartphone icons represent "Team members", "Partners", and "End users".
- Middle Right:** A dark blue slide featuring a portrait of a man in a red speech bubble. The quote "Changes in the world today are so disruptive and transformative that it requires a new approach to learning." is displayed in white, attributed to "Rajiv Narayana, President & CEO, ansrsource".
- Bottom Left:** A white slide titled "Agenda" with five numbered items (1-5) corresponding to the agenda points: "Introductions", "Elements of Success", "E-Learning Process Flow and Samples", "GranuleLearn – LMS Walkthrough", and "Q&A".
- Bottom Right:** A red slide featuring the Ansrsource logo and tagline "Learn Toward Tomorrow™" on the right side, with decorative orange wavy lines on the left.



In case of any queries, please reach out to
megha.shah@ansrsource.com