



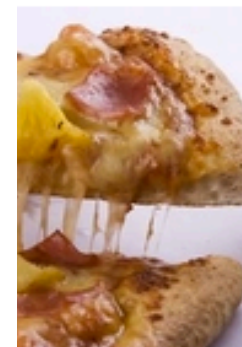
The brand

Our Audience

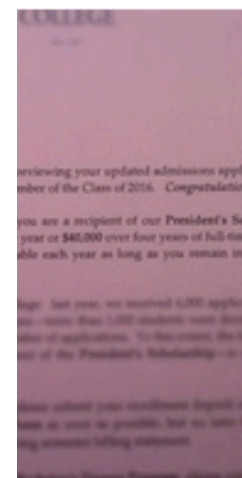
Is bombarded with media everyday & every minute
Is easily distracted & knows it
Lacks sleep, time & money
Will only pay attention if it's relevant, useful, or worthy of sharing
Doesn't trust easily, they will be the first to question your intentions
Is under a lot of stress (teachers, coaches, financial, parents, life, love, jobs, majors, schools)
Doesn't want to be told what to do, they want to discover it themselves
Is serious about their studies
Has a voice & wants to be heard - wants to stand for something
Is still figuring out who they are and what they want to be (aren't we all?)
Is realistic, don't offer them empty promises, or fuzzy pictures, be straightforward and truthful, the good, the bad & the ugly
Is on the lookout for bargains-living on a tight budget
Doesn't want a sugar coat, give it to them straight up



ville from

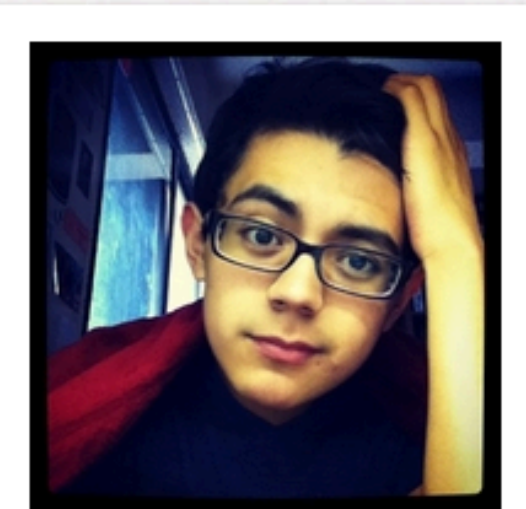
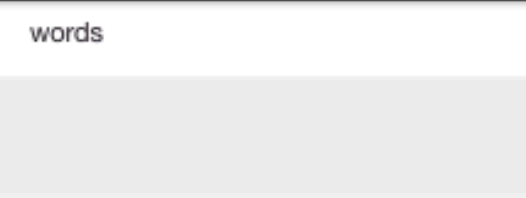


from google.com

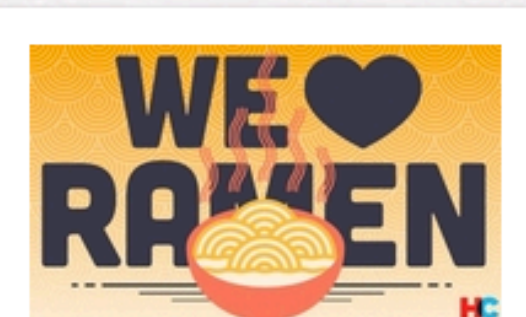
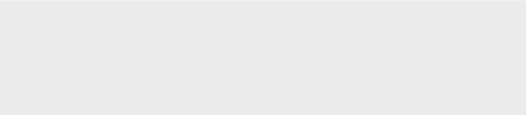


larship, even

ville from

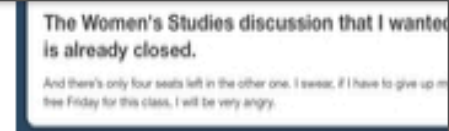
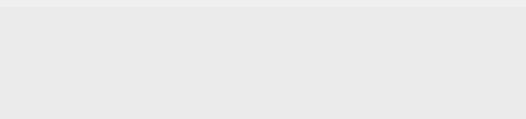


real peeps

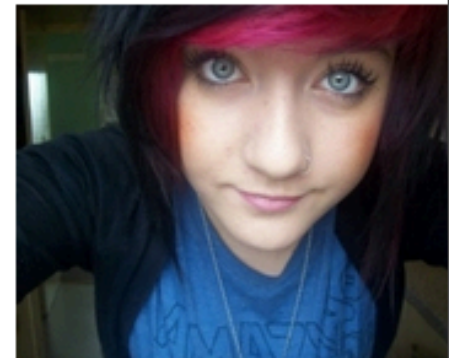
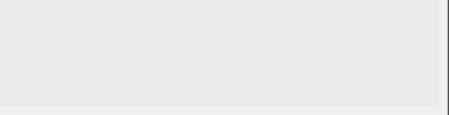


ahhh, ramen, the student staple.

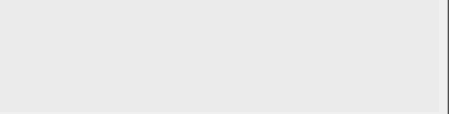
3 likes



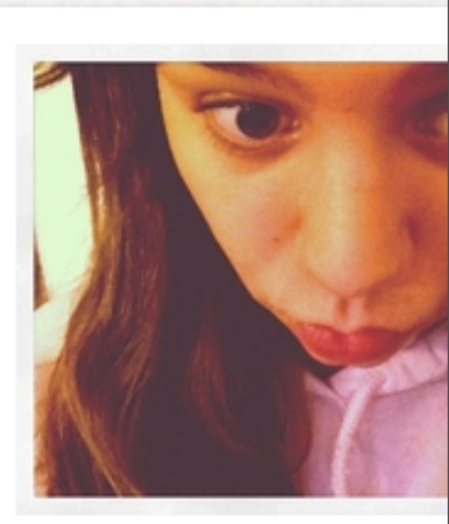
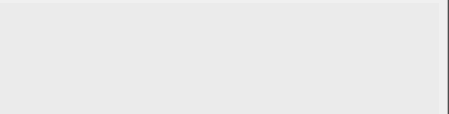
closed course pain



real peeps



study



Brand Traits

Trustworthy NOT Competitive

Straightforward NOT Sales-y

Easy NOT Simplistic

To the point NOT Wordy

Playful NOT Childish or slapstick

An Insider NOT cheater

Fresh NOT Trendy

Loud NOT Obnoxious

Serious NOT stuffy

Transparent NOT complicated

Candid NOT Tricky

Authentic NOT “The man”

Academic NOT Social



The Chegg logo

This is our official logo. It is the preferred mark to use on all our materials, both digital and printed.

When using the logo, keep in mind contrast and clear space. Use the logo version that contrasts best against the background color. Also, give the logo plenty of space so it is not overlapping or too close to any other text, photos, or graphics.

Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the Chegg brand.

The logo should never be used in any other color than what's specified here. It should always have the ® mark too.



The orange logo (Pantone 021, #F07D00) is our preferred logo to use on a white or light background. If the background is dark or colored and the orange doesn't work, use the alternative white or black below.



Use the black logo on colored or dark backgrounds when the orange logo doesn't work

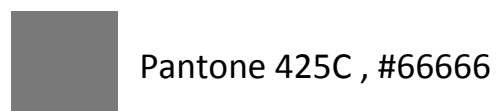
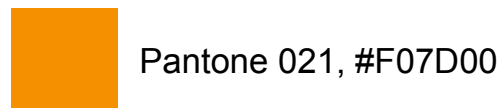


Use the white logo on colored or dark backgrounds when the orange logo doesn't work

Colors

We are very passionate about the Chegg colors — a distinctive combination of orange and gray hues with a green accent.




Primary colors



Chegg for Good



The colors below are used on the website and should be used sparingly if at all in other applications

Name	Hex	RGB	
orange-1	#FFCC00	255,204,0	 grd-orange gradient-top:#FEB62C gradient-btm:#F07D00
orange-2	#FD9F00	253,159,0	
orange-3	#F07D00	240,125,0	
orange-4	#C86007	200,96,7	
green-1	#CDDA1A	205,218,26	 grd-green gradient top: #ADC716 gradient bottom: #8DAA29
green-2	#AEC816	174,200,22	
green-3	#82A12F	130,161,47	
green-4	#5D7F17	93,127,23	
white	#FFFFFF	255,255,255	 grd-gray gradient top: #F5F5F5 gradient bottom: #DDD
gray-1	#F5F5F5	245,245,245	
gray-2	#DDDDDD	221,221,221	
gray-3	#CCCCCC	204,204,204	
gray-4	#999999	153,153,153	
gray-5	#666666	102,102,102	
gray-6	#333333	51,51,51	
link	#006699	0,102,153	

Fonts

Two main typefaces have been chosen for the Chegg brand: **Museo Slab family to be used for headlines** and **Helvetica family for subheads and body copy**.

Two accent typefaces have been chosen to be used sparingly for callouts or special features: **Museo Sans Rounded family** and the handwriting font **Gloria Hallelujah**.

Used in conjunction, they carry across the friendly and guiding tone that is Chegg.

The fonts below are used on the website and should be used as a guide but not limited to other applications

	Name	Specifications
Landing Pg Header	txt-hdr-land	30px Museo Slab 700 #333
Page Header	txt-hdr-pg	24px Museo Sans Rounded 700 #333
Section Header	txt-hdr-sec	16px Helvetica Bold #333
Module Header	txt-hdr-mod	16px Museo Slab 700 #F07D00
Body Text	txt-body	13px Helvetica #333
Small Text	txt-small	11px Helvetica #333
Body Link	link-body	13px Helvetica #006699
Small Bold Link	link-small	11px Helvetica #006699
Secondary Text	txt-2	13px Helvetica #666
Secondary Text Small	txt-2-small	11px Helvetica #666
Tertiary Text	txt-3	13px Helvetica #999
Tertiary Text Small	txt-3-small	11px Helvetica #999