BRAND MANUAL

UPDATED MARCH 1ST, 2019

Introduction

This document is to serve as the de-facto brand guide for Scholar Raise. We're a financial technology company based in Nashville, Tennessee with employees all over the world. Together, we're working to enable students going to college or university in the United States have a future free of student debt.

Consider this to be a working document, meaning that it will be continuously updated over time as our brand evolves. This document should be referred to by anyone looking to implement the Scholar Raise brand, logotype, or mark anywhere - whether that be internally or externally by another organization. Whether it's a redesign of the marketing website, an API integration with a baby registry, or an invitation to the monthly ping-pong tournament, this document should be your guiding light.

Our Mission

"Scholar Raise strives to establish financial freedom for college graduates, through the support of their friends and family, so they may pursue life's journey unencumbered."

We want people view us as **trustworthy**, **approachable**, **relatable**, **authentic**, and **empowering**. Got it, kid?

Brand Persona

Our founders are like you - early 30's somethings figuring out this whole kids & finance thing. Because of this, our brand persona and voice has empathy for others in this position.

We demonstrate resilience to survive life's hardships and advocate for those that need a little (or a lot) of help. We think we can make a difference because we believe in banding together and making a plan. If we can anticipate the difficulties, we can also avoid them together. We are realistic about what it will take, and sometimes that means we need a bit of humor to survive the current situation. Regardless, we aren't victims and we aren't cynical.

We are Scholar Raise and we are here to empower parents and students alike.

Brand Voice

We are witty.

A light-hearted humor is at the core of our brand; it allows us to make the boring topics more interesting and the scary stuff a little less scary to everyone.

We are intelligent.

We can make the boring stuff more fun, but we are also ready to have a "grown up" conversation when it comes to finances, especially with those that are well educated.

We are empathetic.

We are going through similar situations as you, so we get it! But just because we're saving money for our future generation doesn't mean we need to get all misty eyed.

We love to inspire people to be the advocate for their kid

However, we will never be preachy. We don't talk down to our consumers telling them the right/wrong way to go about their decisions and their finances.

Our Name

Our name is always the same... "Scholar Raise".

- Do not translate our name into other languages.
- Do not combine the name - it's two distinct words with a capital "S" and capital "R".
- Do not use the name in lowercase. The only exceptions are in URL's and social media handles.
- Do not pluralize the name - both words are always in singular form.

Visual Identity

Simple

Saving for college should be simple, so our visual identity follows suit.

Unobtrusive

Our visual identity should not get in the user's way. It's a total wallflower.
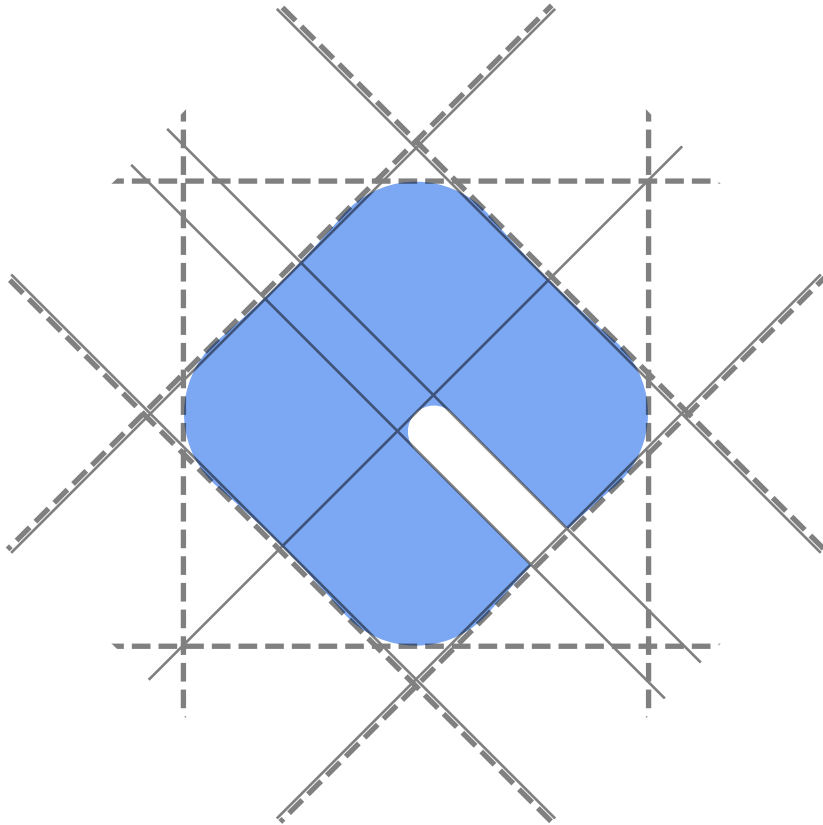
Approachable

The Scholar Raise visual identity is that nerdy kid who let you cheat off him in Trig. Smart, but not an uppity ass about.

Calming

It's blue for God's sake. You can't get chiller than that.

Our Mark

The graduation cap is the symbol of educational success.

The tassle is pointed towards the right, indicating that there's still work to be done.

The body of the mark is clean, simple, and geometrically symmetrical. There's a slight curve to all sides to add some personality.

Rules and Usage

The Scholar Raise mark is currently not recognizable enough to be displayed alone on any external advertising. It should always be used as a "logotype". **If you don't work for Scholar Raise, you should always use the logotype.** This may change in the future, or so we hope.

- Do not rotate the mark.
- Do not color the mark outside our guidelines.
- Do not use any off-whites or off-blacks in monochromatic use. Any monochromatic use of the mark should be "pure white" on "pure black", or vice-versa.
- When in chromatic use, use pure white (not white) or black (not pure black) to color the mark.
- Do not place the mark on a background image, unless you work for Scholar Raise.
- If using a gradient, ensure it is our brand blue in the top left, and secondary brand purple in the bottom right. Always use a diagonal gradient, do not swap position of the colors.
- When in doubt, always refer to our Do's and Don'ts on the following page.

Do's and Don'ts
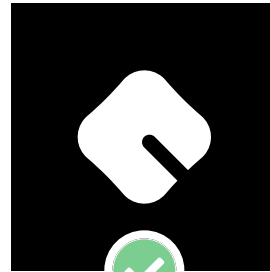
Don't rotate
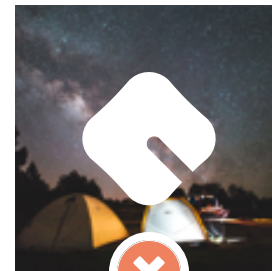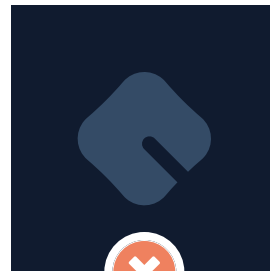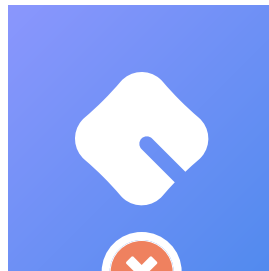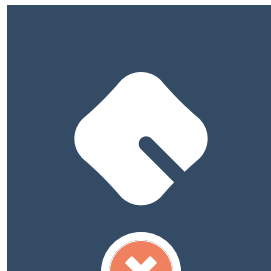
Wrong colors
Lack of contrast

Our Logotype

The logotype is the comabination of our mark (see *"Our Mark"* page) and our name (see *"Our Name"* page). The correct proportions are as follows:

- The text should begin vertically centered and to the right of the mark, **exactly 30%** of the width of the mark.
- The text should be **exactly 40%** of the height of the mark.

Rules and Usage

As an external brand, you should always use the logotype rather than our mark. Internally, either may be used so long as there is "context" of the Scholar Raise name somewhere else on the page. This applies for our website, mobile application, or social media pages.

- The same rules and usage for the mark apply for the logotype.
- Do not kern the letters of "Scholar Raise". They have been appropriately spaced already. If it ain't broke, don't fix it.
- We use the free Google Font "Quicksand" with a "bold" weighting in our logo. **You should never use this font anywhere else, including any headings.** The only exception is that we use it in the headings of this brand guide... but that's only so we can rub it in your face.

Do's and Don'ts

Scholar Raise ✅

Scholar Raise ✅

Scholar Raise ✅

Scholar Raise ✅

Scholar Raise ✅

Scholar Raise ✅

Scholar Raise ❌

Scholar Raise ❌

Scholar Raise ❌

Scholar Raise ❌

Wrong colors
Lack of contrast

Our Font

We use the free Google Font "Muli". It's a clean and consistent sans-serif font, which was chosen because we're not a damn newspaper. Websites and apps that use a serif font are only doing it to be cool anyhow (sorry Wealthfront). We prefer something clean, easy to read, and modern.

We use many variations of Muli, some of which we'll explore here. However, it's worth noting that there are many exceptions to the rule. Designers at Scholar Raise should be liberal in their application of type - have fun, but don't have too much fun. We don't like fun.

The Muli Font Family

We pretty much use only the regular and bold weights. You can use italics if you'd like, but they should probably be pretty rare and only in a body of text. There is only one time where we use the extra-bold weight, which you'll see on the next page. Here's what the font family looks like for our purposes:

MULI REGULAR

The quick brown fox jumps over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MULI BOLD

The quick brown fox jumps over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Common Font Variations

Body copy is always either 14px (22px line height), 16px (24px line height), or 18px (30px line height). The default on web is 16px, but is 14px on a mobile breakpoint. Likewise, it's 18px in this document… context matters.

18PX

Here's some fun body copy. Just because we're testing it out.

16PX

Here's some fun body copy. Just because we're testing it out.

14PX

Here's some fun body copy. Just because we're testing it out.

Notice those cool titles? When making capped text, you should use 1px letter spacing, extra-bold weight, and only 14px or 16px font size. We also suggest you use color consistently, starting with dark gray and going lighter in order to establish hierarchy. For those visual learners, here's an example:

SECTION TITLE

A SUB-SECTION

ANOTHER ONE?

OKAY, WE SHOULD STOP…

Our Primary Color

Behold - Scholar Raise blue, and its various variants.

As is the case with all colors in this brand guide, we start by picking the mid-level "default" tone and label it with a weighting of 500. You can lighten this color by lowering the value or darken the color by raising the number.

100
#C4D7F9

300
#8AB0F3

PRIMARY
#518AEE

700
#365C9F

900
#1B2F51
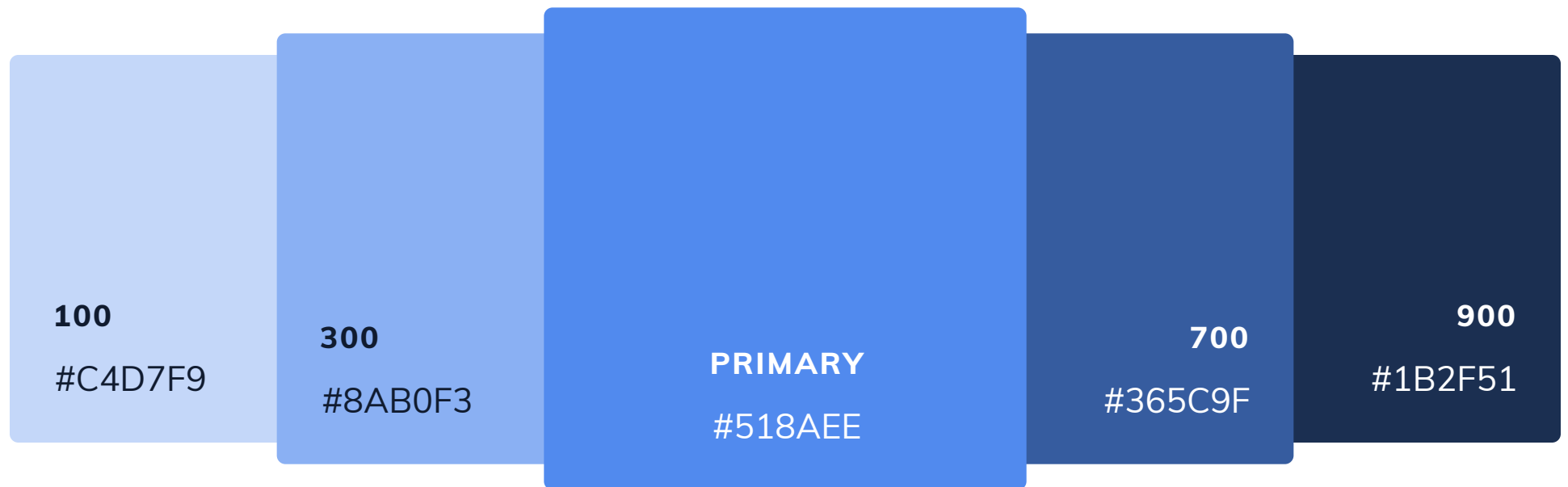
User Interface Colors

The following are colors we may use in user interface designs respective to actions of the user or an implied emotional state. Don't worry, these colors aren't limited to user interfaces - of course, they may be used in marketing assets as well.

	100	300	500	700	900
SUCCESS	100 #D6EFDD	300 #A3DCB1	500 #7CCD90	700 #3E7938	900 #243E2B
WARNING	100 #FBEAC6	300 #F6CE7A	500 #F3B942	700 #A3792D	900 #60432D
ALERT	100 #FAD9CF	300 #F4A68F	500 #EF815F	700 #A2442B	900 #722E1F

Marketing Colors

The following colors are never used in our website, because it complicates the palette too much. However, we've designed other colors that may be used for marketing and promotional purposes. Marketing teams may use any color in this entire document.

LILAC	100 #D7DBFE	300 #B0B8FD	500 #8A96FD	700 #5C64A9	900 #2E3255
SAND	100 #F8F6EF	300 #F0ECDA	500 #EBE3CA	700 #9E9463	900 #5E543A
SKY	100 #B9DCF8	300 #85C2F2	500 #51A8ED	700 #2B5C8D	900 #162B47

Our Tints

Likewise, all of our tints and shades are based on the primary color, keeping the hue the same and adjusting the saturation and brightness.

WHITE	SNOW	LIGHT GRAY	MEDIUM GRAY	DARK GRAY	BLACK
#FAFAFA	#DDE2E8	#B8C1CB	#778F9B	#344B66	#101B2F

We also have two "utility tints", pure white (#FFF) and pure black (#000), which are used in special cases. Pure white is used in our logo and as the default page background. Pure black **is not** used in our logo, nor is it used as the default page text color (which is "Black" listed above); however, it is used as the color for drop shadows with an opacity of 10%. You should never use pure white or pure black outside of these purposes.

Our Gradient

There's only one. Use it occasionally, if you dare. It goes from the top-left to the bottom-right using our primary color and the "lilac" color respectively.

#518AEE

PRIMARY GRADIENT

#8A96FD

10 tips for saving for college

This is a sample social media blog post or content block, use this as an example of how a gradient can be tastefully applied. Got it, kid?

POSTED 2 DAYS AGO

Totally Random Things

We have a bunch of strange rules we repeat everywhere that don't really have a home in this document. Here's where we'll list a few of those special exceptions and rules.

- Opacities should be done in either **35%**, **50%**, or **65%** - whatever looks best, use your best judgement. We don't know how these numbers originally got picked. #overthink
- Border radiuses (technically spelled "radii", but that looks ridiculous) should be **4px**.
- We usually use either a 12 column or 6 column grid depending on context.
- Drop shadows should always be with a top-down light source. In CSS, it's represented as such: **0px 5px 10px 0px rgba(0, 0, 0, 10)**. We're not gonna explain what that means.
- Our increments are on a 10px spacing system, but we occasionally use half-increments (5px or 15px) to achieve spacing between items that would otherwise look strange. The scale looks something like this: **5px**, **10px**, **15px**, **20px**, **30px**, **40px**, **60px**, **100px**.
- We usually have icons and avatars in multiples or powers of 2, here's some examples: **18px**, **24px**, **32px**, **48px**, **64px**, **72px**, **96px**.

Conclusions

That's about it. We're not super strict, we're not "brand sticklers", we're not going to come after you if you don't use our brand correclty. Besides, what really is "correct"?

Quite frankly, we don't know. We make up rules for our brand all the time and then find new and exciting ways to break them (within reason, of course). Don't tell our CEO we're incompetent. Please.

For any other questions related to the brand, you can reach us at design@scholarraise.com.