Learndot

Brand Guidelines

Standards & Usages for Visual Elements

Version 1.1

Last revised 2012-09-24

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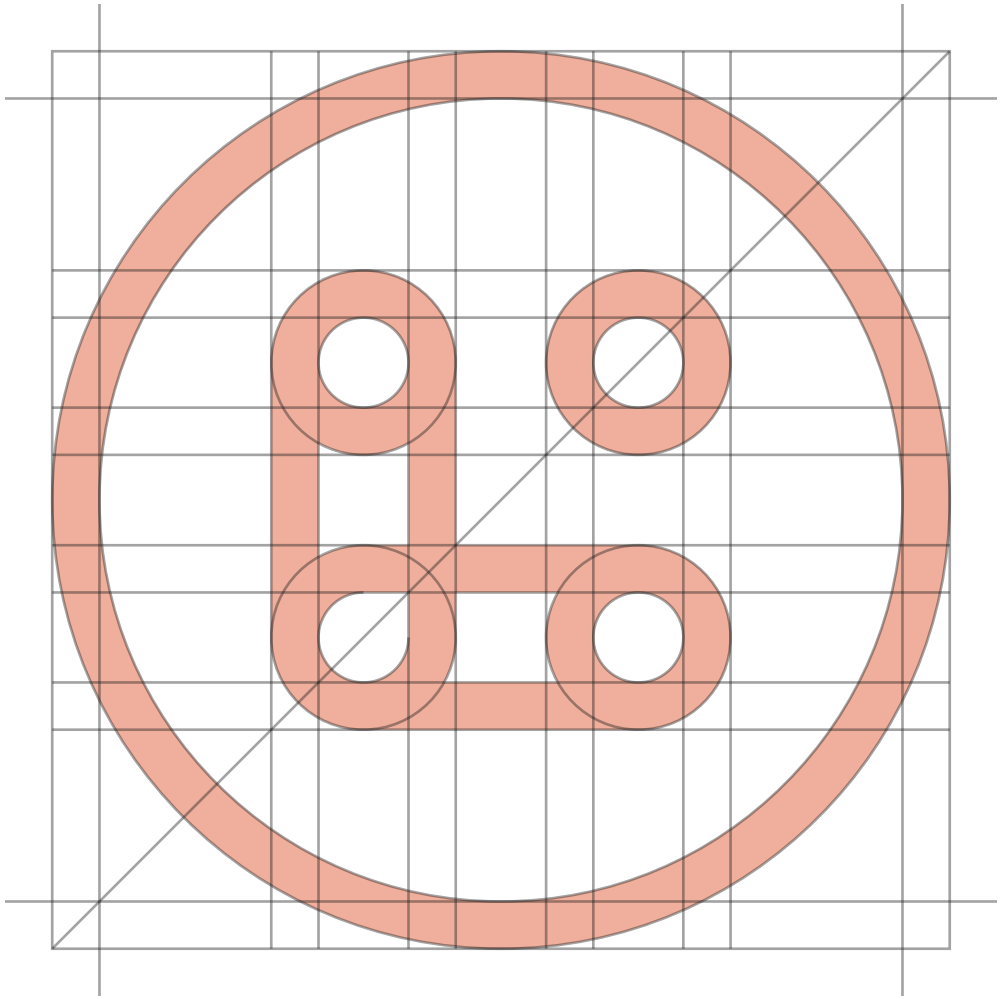
Learndot

a = Difference between height of primary mark versus height of logotype.

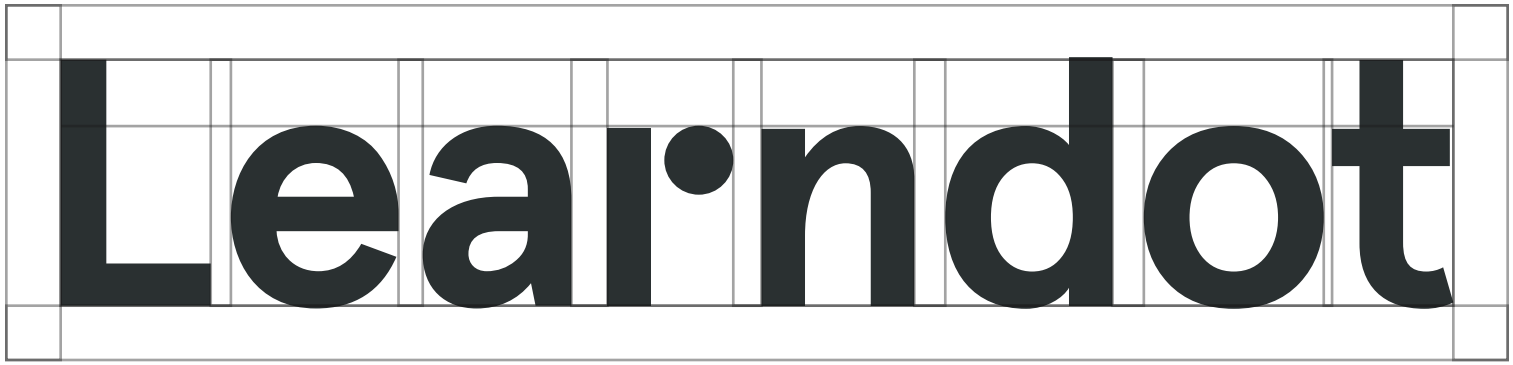
b = Overall padding: minimum space allowed between lockup and any other element(s). Two times width or height of *a*.

c = Horizontal spacing between perimary mark and logotype. Three times width of *a*.



The primary mark is composed of four circles arranged in a grid-based square, three of which are connected as a play on the connect-the-dots idiom. The three connected circles form an "L" while the remaining circle appears as a single dot — hence *Learndot*. The components are contained within a larger circle to unify the mark.

Learndot



The wordmark is a customized version of the font Aperçu bold by Colophon Foundry. The ball terminal in the "r" is stenciled out from the rest of the letterform as an extension of the dot metaphor. Because of this visual cue, the wordmark can stand on its own or harmoniously alongside the symbol.

Colour

Primary

#E1603A
R: 225 G: 96 B: 58
C: 7 M: 77 Y: 85 K: 0
PANTONE 179

#5BBCD5
R: 91 G: 188 B: 213
C: 59 M: 6 Y: 12 K: 0
PANTONE 306

Secondary

#2A3031
R: 42 G: 48 B: 49
C: 74 M: 63 Y: 62 K: 61
PANTONE 7547

#959A9E
R: 149 G: 154 B: 158
C: 44 M: 34 Y: 33 K: 1
PANTONE 430

#D5D8DB
R: 213 G: 216 B: 219
C: 15 M: 10 Y: 10 K: 0
PANTONE 428

Typography

Aperçu 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
0 1 2 3 4 5 6 7 8 9

—Heavy boxes perform quick waltzes and jigs.
—Jackdaws love my big sphinx of quartz.

Aperçu 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
0 1 2 3 4 5 6 7 8 9

—Heavy boxes perform quick waltzes and jigs.
—Jackdaws love my big sphinx of quartz.

Minion Pro 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
0 1 2 3 4 5 6 7 8 9

—Heavy boxes perform quick waltzes and jigs.
—Jackdaws love my big sphinx of quartz.

Minion Pro 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
0 1 2 3 4 5 6 7 8 9

—Heavy boxes perform quick waltzes and jigs.
—Jackdaws love my big sphinx of quartz.

Headline:
Minion Pro Regular (Title Case)

Learn. Full stop.

Body Copy:
Aperçu Regular (Title Case)

You want to teach the world. We've got the tools to help them learn. Find out why Learndot is right for your organization.

CTA:
Aperçu Bold (Uppercase)

GET STARTED

Visual Language

It is important that each element of the brand's identity feels cohesive and consistent. Extensions of the brand — such as icons and illustrations — that make up its visual language must be designed in a specific way.

Geometric forms play a key role in the visual language and a essential element is the circle. As the main visual cue found in the the primary mark and logotype, the circle should also be integrated into the visual language whenever possible. Mirroring the primary mark, thick stroke lines with rounded edges should be used to outline shapes. Overall, each visual or graphic should feel clean, bright and unified.

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