



Papagei learning
LEARNING LANGUAGE THE WAY WE LIVE

Brand Guidelines

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MISSION

A one-sentence, overarching description of Papagei's purpose, what it does and how.

Papagei Learning helps people learn language the way they live—by combining the latest in brain science with unique, proprietary technology, to transform more than 10,000 engaging videos into 30,000 interactive learning lessons, available anytime, anywhere, and on any device.

BRAND PERSONALITY

The traits that make Papagei Learning memorable and distinctive.

Engaging

Experiential

Flexible

Inclusive

Personal

Playful

Revolutionary

Seamless

Successful

BRAND POSITION

A short statement that says why your approach is more valuable than the competitors in helping your customers achieve their goals. The differentiated space Papagei.com occupies in its competitive and collaborative landscape.

Papagei Learning is reimagining language learning by transforming thousands of videos people enjoy—from CNN, NBC News, The New York Times, Angry Birds and more—into easy-to-use language lessons, based on brain science. The learning experience is delivered through a proprietary video player, available anytime, anywhere, and on any device. By offering engaging video lessons through an updatable stream of relevant content, Papagei Learning helps employees, students, immigrants, and refugees quickly develop English-language skills and succeed.

LOGO



LOGO VARIATIONS



LEARNING LANGUAGE THE WAY WE LIVE

Stacked with tagline



Stacked without tagline



PaPagei learning

Horizontal without tagline

LOGO USAGE

CLEAR SPACE

There should be a cushion of space around the logo equal to the shorter width of the logomark.



MINIMUM SIZE WITH TAGLINE



2.5 in.



2.17 in.

MINIMUM SIZE WITHOUT TAGLINE



1.75 in.



1.25 in.

LOGO USAGE



Color



Black & White (use only when necessary)



Reversed on Black



Reversed on Green

LOGO DON'TS



Don't flip the parrot



Don't change the colors



Don't place on busy backgrounds



Don't change the proportions or layout



Don't add visual effects



Don't place on low contrast backgrounds

COLOR PALETTE

PRIMARY COLORS



Papagei Green
Pantone 382 U
CMYK 50 / 1 / 99 / 0
RGB 141 / 196 / 63
HEX #8dc33e



Papagei Black
Pantone 433 U
CMYK 68 / 61 / 58 / 46
RGB 64 / 64 / 66
HEX #3f3f42

SECONDARY COLORS



Medium Gray
Pantone 425 U
CMYK 0 / 0 / 0 / 70
RGB 110 / 110 / 112
HEX #6d6d70



Light Gray
Pantone Cool Gray 1 U
CMYK 0 / 0 / 0 / 15
RGB 220 / 221 / 222
HEX #dbdcde

TERTIARY COLORS



Yellow
Pantone 108 U
CMYK 4 / 18 / 92 / 0
RGB 246 / 204 / 45
HEX #f5cb2d



Purple
Pantone 267 U
CMYK 94 / 100 / 12 / 2
RGB 61 / 38 / 130
HEX #3d2682



Blue
Pantone 298 U
CMYK 69 / 14 / 0 / 0
RGB 0 / 174 / 239
HEX #00adef



Red
Pantone 186 U
CMYK 13 / 100 / 100 / 5
RGB 204 / 0 / 0
HEX #cc0000

TYPOGRAPHY

PRINT & WEB

Ubuntu

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()[];,"'?

Ubuntu Light

Ubuntu Italic

Ubuntu Regular

Ubuntu Italic

Ubuntu Medium

Ubuntu Medium Italic

Ubuntu Bold

Ubuntu Bold Italic

IF YOU HAVE TO USE A SYSTEM FONT (WHEN UBUNTU IS UNAVAILABLE)

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()[];,"'?

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

TYPOGRAPHY

HEADLINES

Ubuntu Light

SUBHEADS

Ubuntu Bold

BODY COPY

Ubuntu Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut enim dignissim, cursus augue vel, tincidunt felis. Donec dapibus erat id auctor ultricies. Integer ultricies dolor nisl, vitae tempus est varius at. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Suspendisse sodales diam metus, ut hendrerit turpis ultricies ac. Integer ullamcorper sapien a lacus hendrerit laoreet.

HANDWRITTEN FONT

This should be used minimally, in quotes only.

"Papagei has changed my life. I am able to both write and converse much more comfortably in my business."

- Journal font

PHOTOGRAPHY

Photos of people (the end user) should always be in black & white to allow the brand colors to pop. Subjects should be posed naturally and not appear staged or forced. The contrast should be fairly high. Subjects should vary between school-children, recent immigrants and business people. All photos should feel authentic. Photos of people using devices and the Papagei product should also be in black and white.



DESIGN ELEMENTS

ICONS



Content you love

+



Brain science

+



Anywhere, any time,
any device

DROP SHADOW

Color: Papagei black
Opacity: 10%
Offset: .0072 on x and y axis

Distance: .0102 in.
Angle: 135 degrees
Size: .0694 in.

DESIGN ELEMENTS

BUTTONS



DEVICE LINE DRAWINGS

