BRAND IDENTITY

The Instructure logo is set in DIN Bold using our brand gray (40% black).
LOGO CARE

Our Logo is a very valuable asset. To protect the integrity of our brand, please do not modify, distort, add to, and/or subtract from the logo.

COLOR

The logo itself should only appear in brand gray or reversed white against a medium to dark background.* But the palette and other elements (including backgrounds) can borrow from the family of product colors for both Canvas and Bridge.

BRAND TYPOGRAPHY

The Instructure logo is always shown in all caps to illustrate the hierarchy in relation to its product brands.

To strengthen this relationship, Instructure materials use DIN as its primary font. When DIN is not available or appropriate, you may also use Proxima Nova, the product brand typeface.

Arial may be used only when the DIN or Proxima Nova family is unavailable, or impractical.

CLEAR SPACE

The Instructure logo should always have sufficient breathing room. Use the height of the logo type for X and keep at least 1X clear space on all sides.

COLOR

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BOILERPLATE COPY

The boilerplate is ready-to-use copy in a variety of lengths that express the message of our brand. It's been through a rigorous gauntlet of approvals to ensure it talks about the brand precisely how we want it to, so please don’t alter it. Click the link below for INSTRUCTURE boilerplate copy.

DOWNLOADS

Click the link below for all versions and file formats of the approved logo.

* Brand gray in RGB: #999999

INSTRUCTURE brand guidelines

www.INSTRUCTURE.com
*The Instructure logo can, when necessary and with great care, be reversed against photographic or color pattern backgrounds. However, please keep in mind the logo must always be clear, readable, and show sufficient contrast.

INSTRUCTURE