



2020 BRAND GUIDELINES





How to Use This Guide

This guide is meant to help anyone who's creating content for Canvas (whether it's text, design, photography, video, or some combination of these), to ensure their work aligns with the Canvas brand. You'll find everything from how and when to use gradients to how and when to use Oxford commas. You'll also get (re)acquainted with Canvas on a macro level.

If you're an employee, you'll probably use this guide as a refresher for those pesky hard-to-remember details (what stroke width do we use on buttons, again?) or for pointers while honing your skills (how do I construct the active voice?)

If you're a contractor, you might want to give this guide a full read so you can get nice and cozy with the Canvas brand and make the back-and-forth between our team and yours as smooth as summer soft-serve.

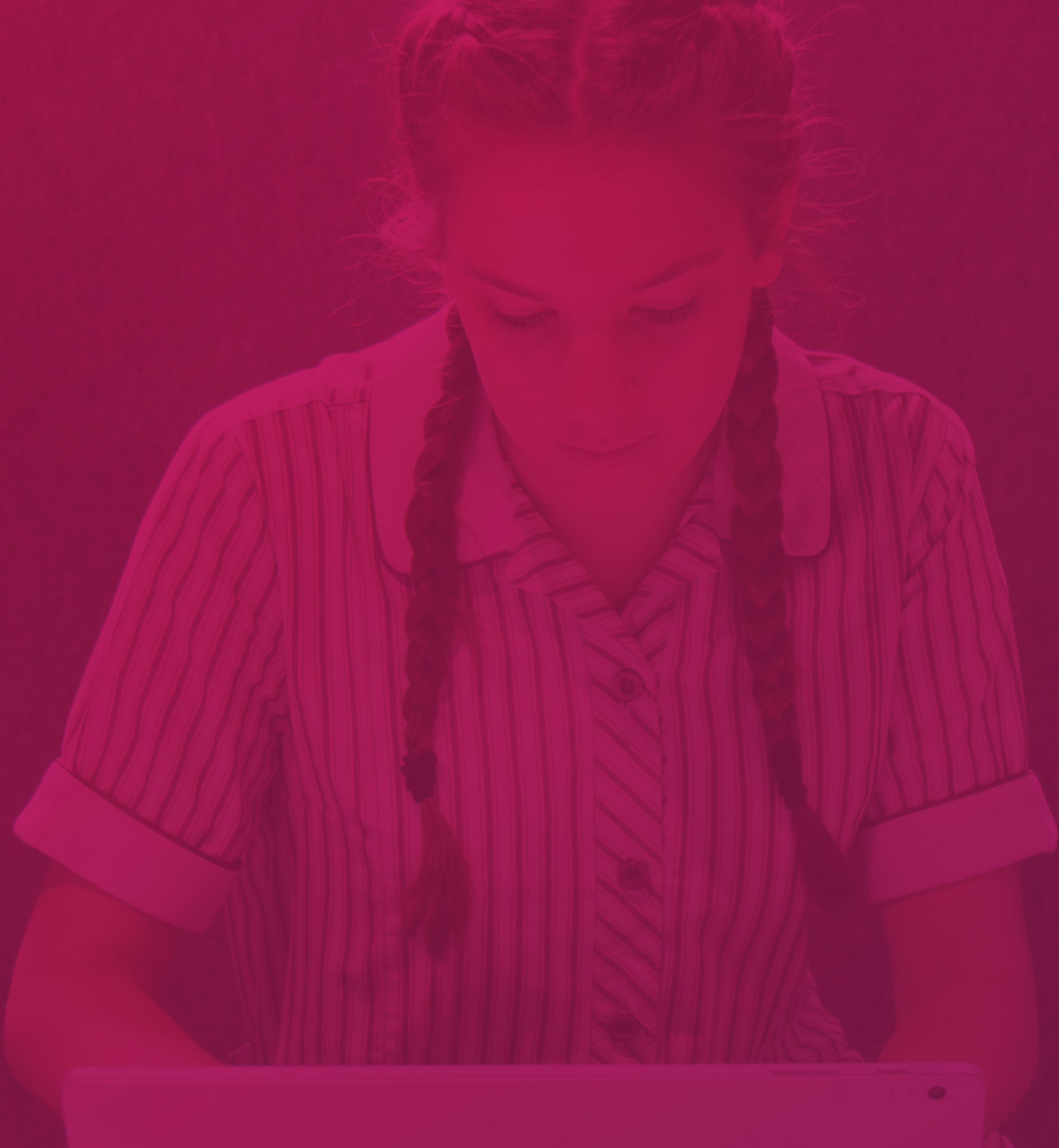
We've broken out the sections in the table of contents, so you can easily find the information you're after. You can also use the ol' Ctrl+F to search for specific words or phrases. (Speaking of specific words and phrases—if you're looking for a glossary, we've included a link to it in the Voice & Tone section).

Please contact brand@instructure.com with any questions.



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Logo (Horizontal)

Usage Rules
The Canvas logo consists of Canvas red (PMS 179). Whenever possible, place the logo on a light background. It’s a friendly logo, but it has a personal bubble, so always give it plenty of breathing room. Slide your eyeballs to the right, and you’ll see the minimum logo-cushioning requirements and permitted permutations.

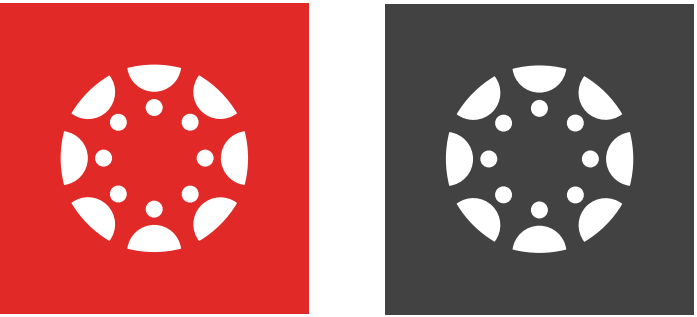
If you look to the right, you’ll see the minimum logo-cushioning requirements and permitted permutations.



Logo Colors



Gradient Background



Logo Clear Space



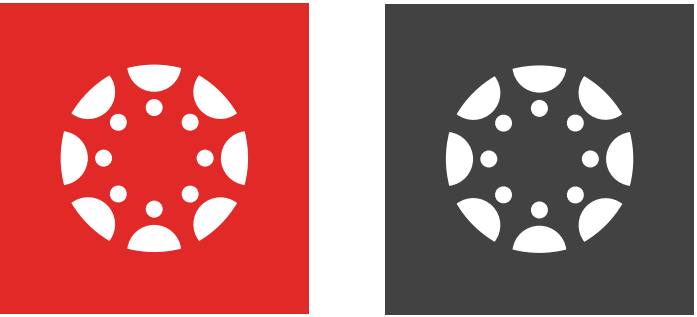
Logo Minimum Size



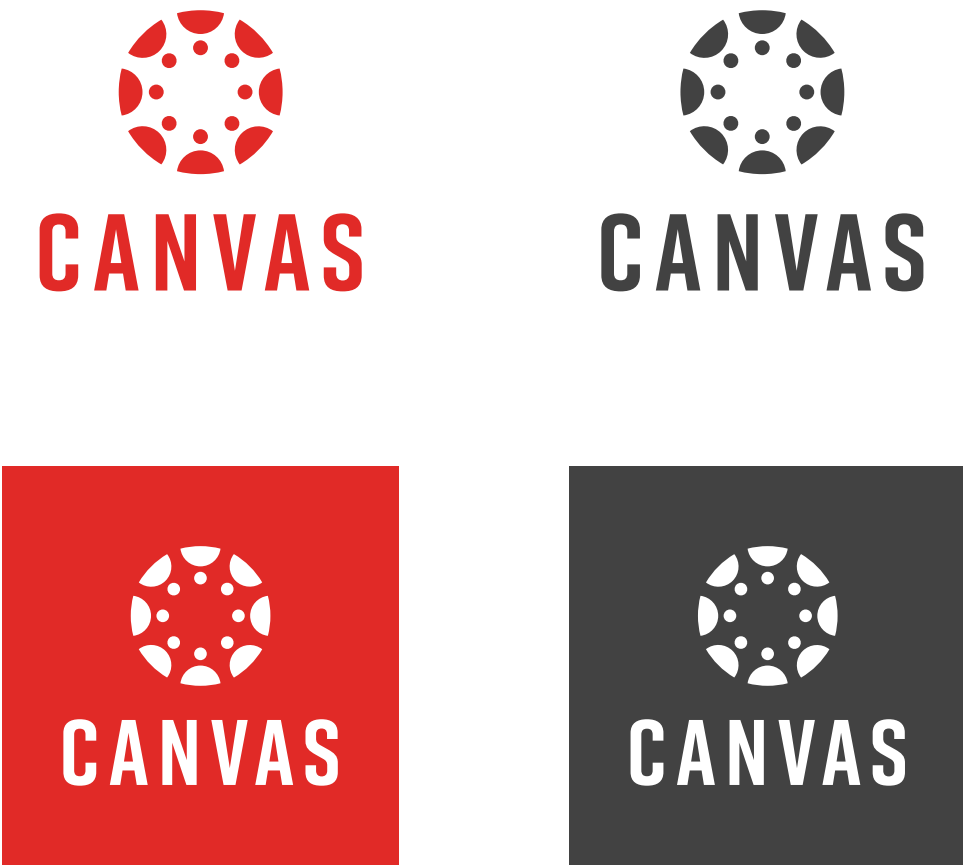


Logo (Vertical)

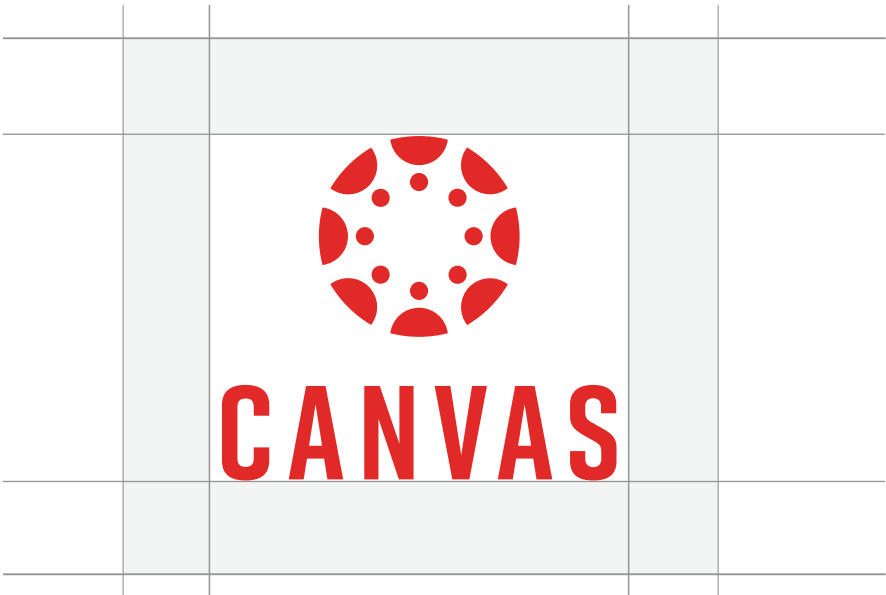
Usage Rules
Sometimes a vertically oriented logo better fits the space. Slide your eyeballs to the right to the see the acceptable vertical logo variations and cushioning rules.



Logo Colors



Logo Clear Space



Logo Minimum Size





Logo Don'ts

Using the Canvas logo correctly is easy. But just to be super clear (and super brand compliant), read this quick list of things you shouldn't do.

Don't change the typeface, unless you want to suffer the eternal wrath of the Instructure brand team. Or even if you do.

Don't use the dark grey logo on a red background. It looks weird, and not in a good way.

Don't place the logo on a background that doesn't provide sufficient contrast.

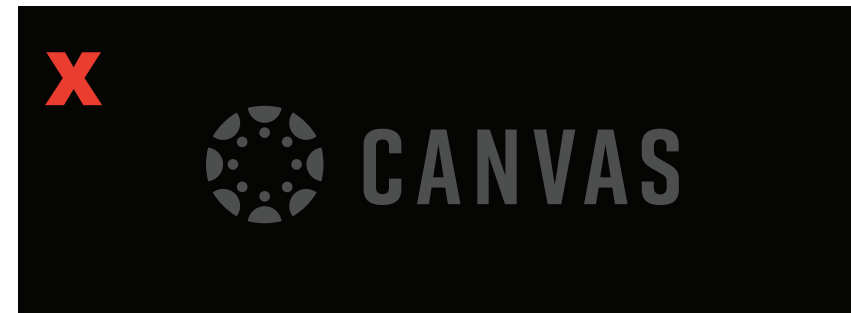
Don't use two different colors for the bug and the word mark (unless it's the approved combo of red bug and dark grey mark).

Don't distort the logo by scaling it disproportionately. It makes everyone uncomfortable.

Don't adjust the colors of or add gradients to the logo.

Don't add unnecessary and terrible things such as drop shadows, outlines, or squirrel emojis.

do not use combinations that don't meet AIM accessibility



do not mix combinations on solid backgrounds



do not use red on black



do not use filters



do not rotate to angles that are not 90



do not use colors that aren't approved in the guidelines



do not use 'by instructure'



do not use combinations of red and gray



do not use gradients



do not use word mark alone



do not stretch



do not use a stroke





Canvas + Instructure

Canvas is made by Instructure, the company that helps people grow from the first day of school to the last day of work. Including the Instructure logo in Canvas collateral helps tie Canvas into the larger story of growth across the continuum of education and career.

Note: When including the Instructure logo in Canvas materials, make sure it's smaller and less prominent than the Canvas logo—the Canvas logo takes center stage.

When to Use the Canvas Logo + the Instructure Logo

- + Print collateral
- + Case study cover pages
- + One-pager footers
- + Slide presentation footers
- + Video end caps
- + Event branding, when possible

When NOT to Use the Canvas Logo + the Instructure Logo

- + Web banner ads
- + Social media images
- + Swag
- + Anywhere that space is limited and cramming two logos into it would start a fire

Examples

+ Business Cards & Email Signatures

The Instructure logo should be the lead in these pieces, with the product(s) coming in second.

+ Presentation Templates

The Instructure logo should live in the footer with the Canvas logo. The product logo should be the lead here.

+ Print Ad

Similarly, the Instructure logo goes at the bottom of the ad. The product logo should be the lead here too.

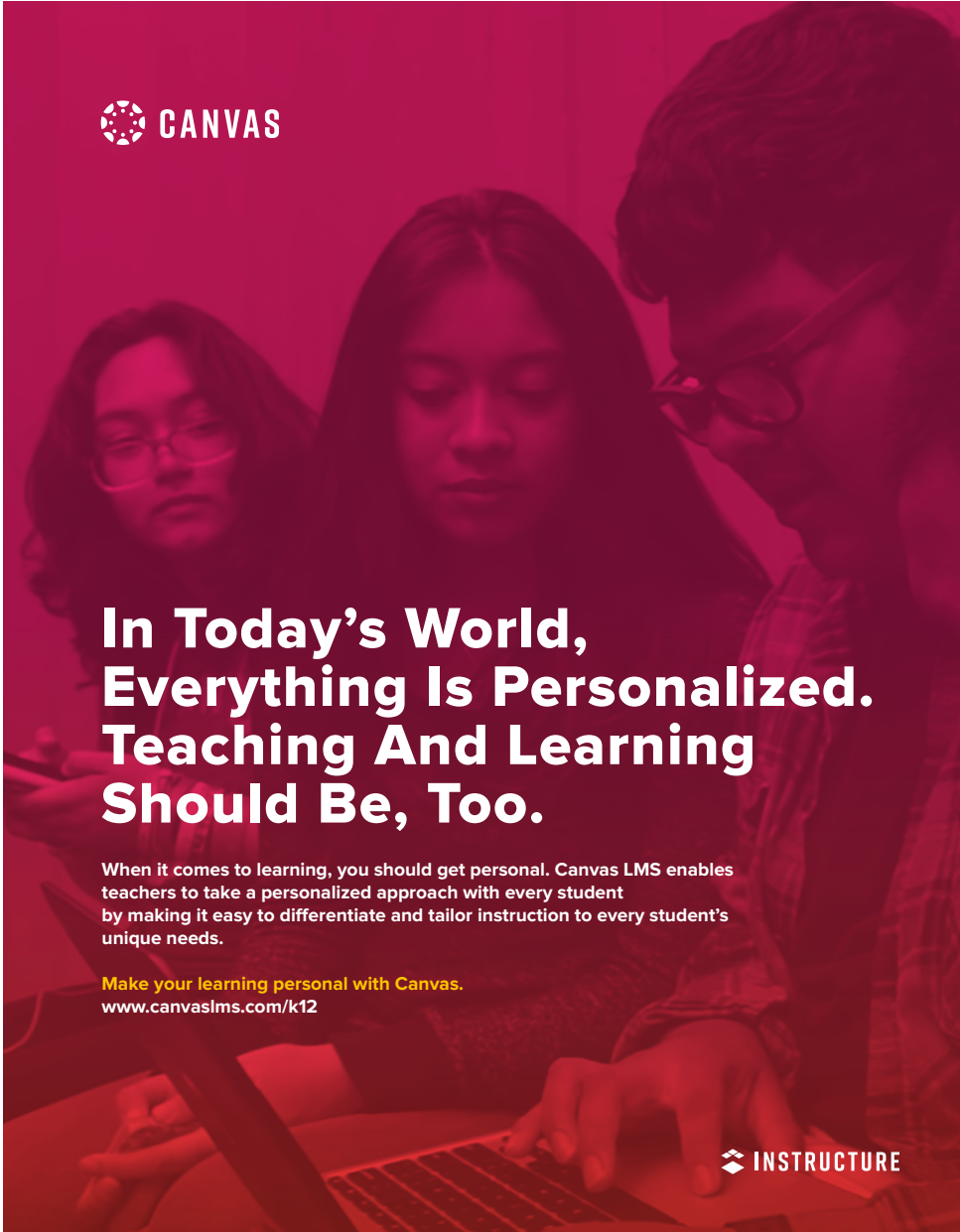
This is the logo reversed. Use for all co-branded collateral.



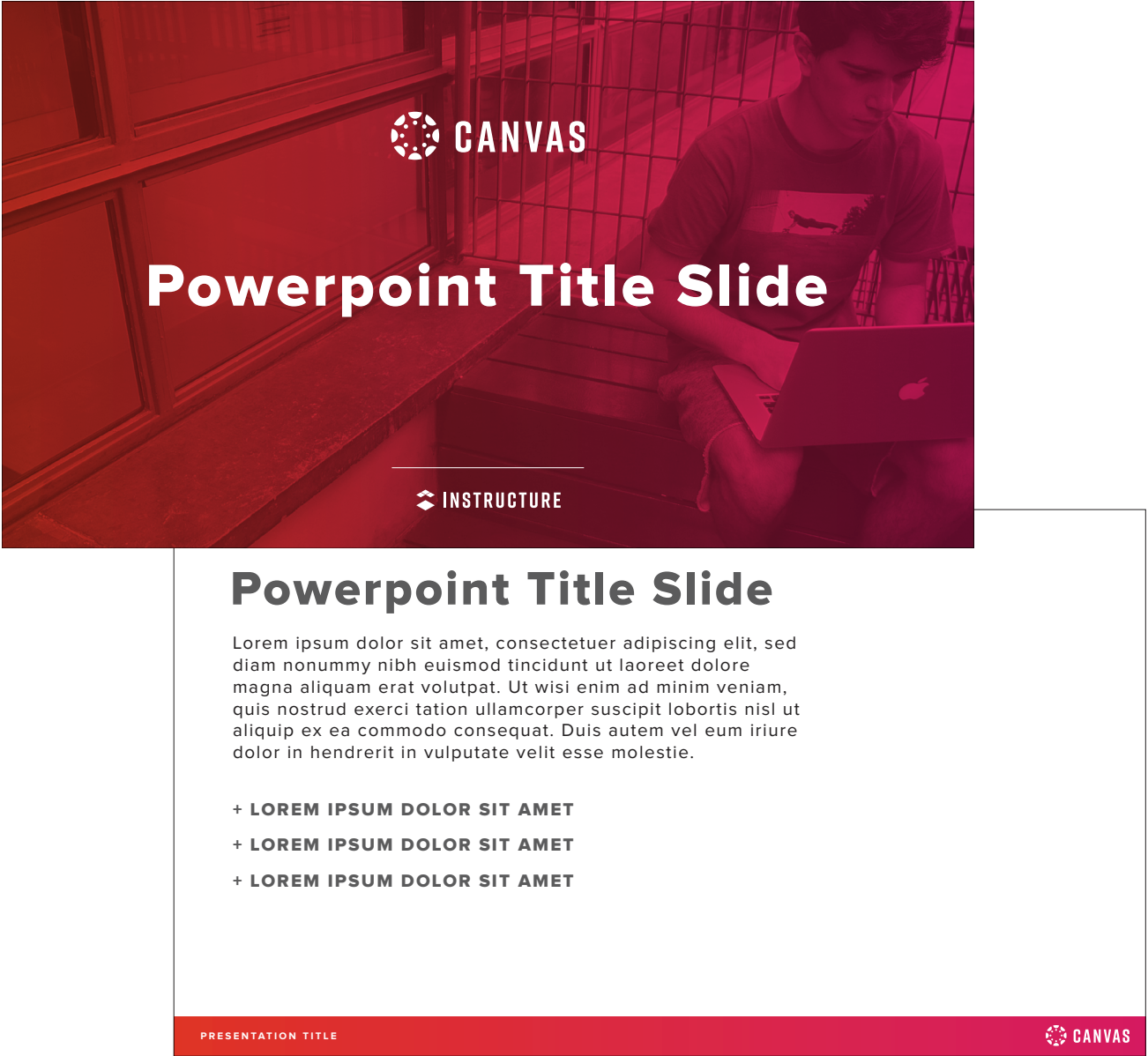


Co-Brand Collateral Examples

PRINT COLLATERAL / BOTH LOGOS



SLIDE PRESENTATION / CO-BRANDED LOGOS ON TITLE AND END SLIDE



SOCIAL MEDIA IMAGES / LIMITED SPACE - CANVAS LOGO ONLY





Color

These color guidelines apply when working with the general Canvas brand and the overall Canvas learning ecosystem. For standalone pieces for singular products in the Canvas family, see “The Canvas Learning Ecosystem” section at the end of this guide.

Primary Colors

The Canvas brand has three primary (as in “main,” “dominant,” or “leading”) colors, chosen for aesthetic and accessibility purposes. They’re Canvas red (PMS 179 C), magenta (PMS 213 C), and navy blue (PMS 7700 C).

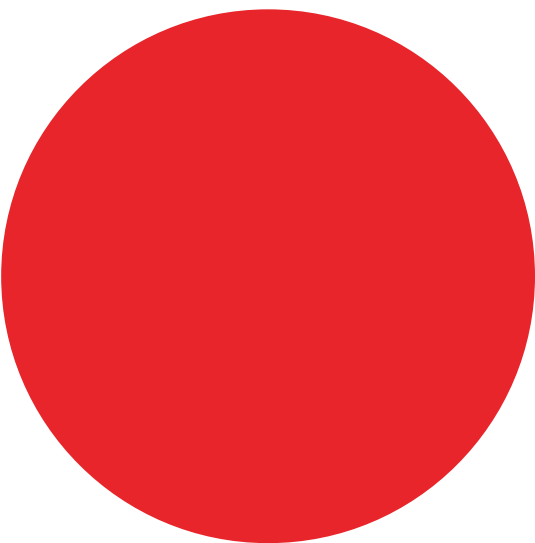
White Space

Canvas is all about openness. Plentiful white space allows the colors to breath and be happy.

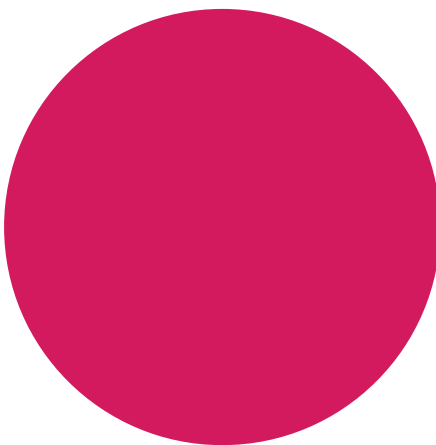
Secondary Colors

The secondary colors are for supplementary use—outlines, buttons, divisions, illustrations, color accents. The little things. Our handy "Palette Usage" pie chart will help you determine usage frequency.

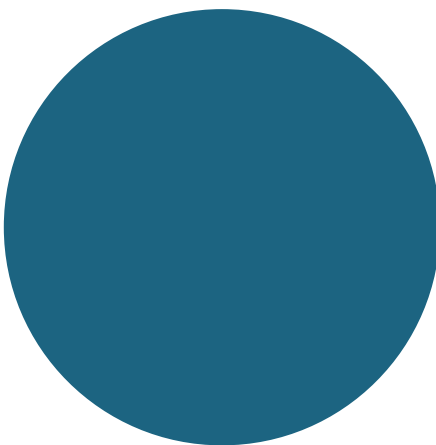
PRIMARY COLORS



H E72429
R 231
G 36
B 41
PMS 179 C



H D41B5D
R 212
G 27
B 93
PMS 213 C



H 156380
R 21
G 99
B 128
PMS 7700 C

SECONDARY COLORS



H 43CA9E
R 67
G 202
B 158
PMS 3258 C



H 39B7D7
R 57
G 183
B 215
PMS 2915 C



H F68E20
R 246
G 142
B 32
PMS 144 C



H FACB13
R 250
G 203
B 19
PMS 109 C

SHADES OF GRAY



H 444444
R 68
G 68
B 68
PMS 446 C



H AFAFAF
R 175
G 175
B 175
PMS 421 C



H F0F2F3
R 240
G 242
B 243
PMS 427 C



Color Don'ts

- Don't** use colors other than the ones we've listed (even if they look "close enough.")
- Don't** use secondary colors for headers.
- Don't** use color on body copy. Headlines, subheads, and titles are okay.

X Align More With Learning

X Reliable open intuitive uptime makes teaching and learning easier Hot Pockets LMS VLE awesomeness
HE K-12 FE pedagogy scalable e-learning edtech LTI API equitable access to the best education SIS
LOR digital classroom future proof your institution INSTCON connected Canvas Learning Ecosystem



Color Gradients

Color gradients add dimension and variety, and they help make our site more accessible. Plus, they’re all the rage right now—and we’re nothing if not hip and cool, Daddy-O. Can you dig it? Now back to hand-painting our Shadows Over Camelot game pieces!

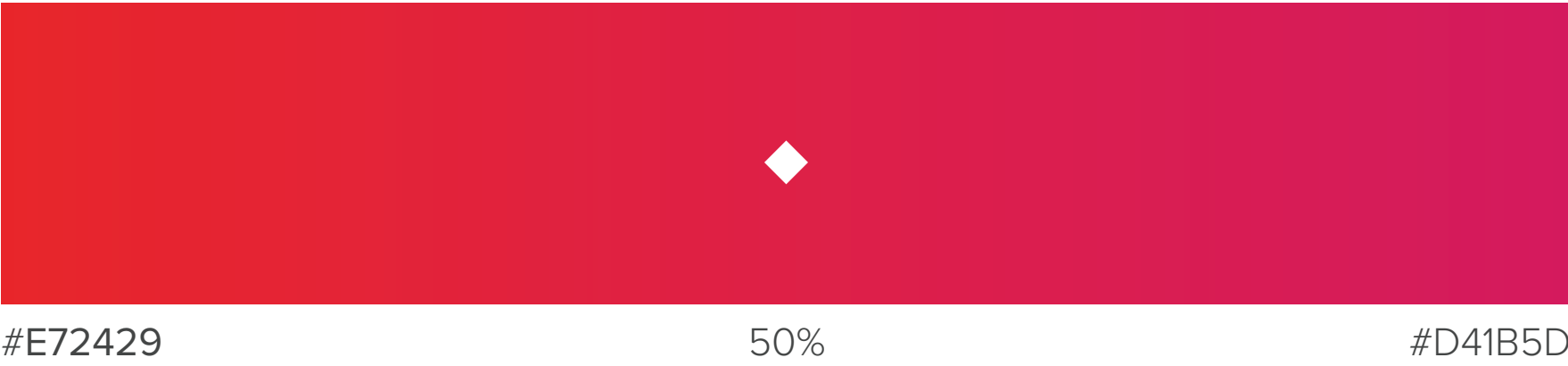
How to create gradients:

Combine them with any of the brand colors. They can also be monotone—just add a pinch of black to one of the color values. Mark the angle at 60°. Horizontal gradients are the go-to, but you can use a vertical gradient if the space is super narrow (think tall, skinny banner ads).

K12 PRIMARY GRADIENT



HE PRIMARY GRADIENT





Gradient Use

When to use color gradients:

Photos with text overlays.

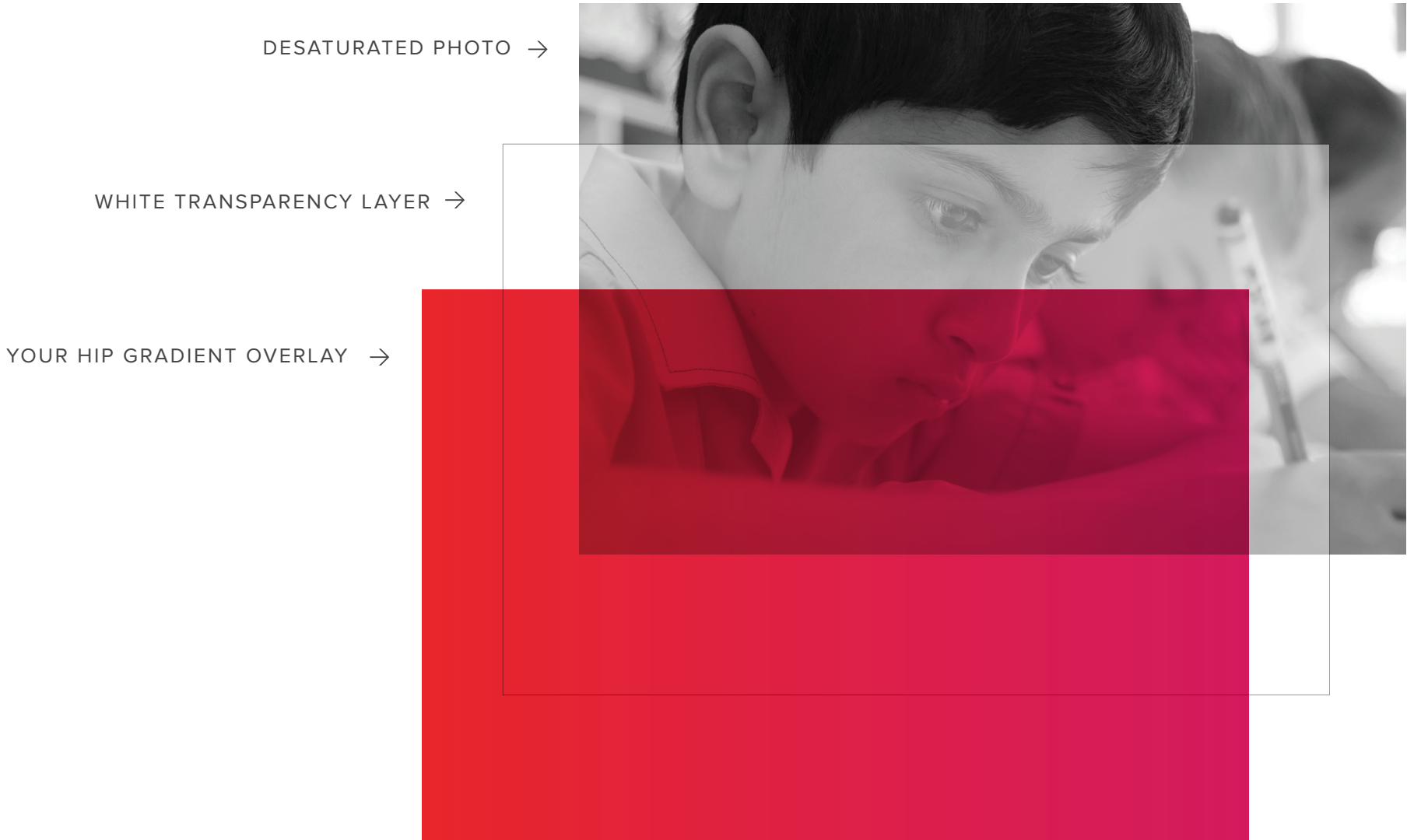
What do you do when you want a nice photo with some wordy wisdom on top, and you also want it to be accessible so everyone can read it? Option 1) You add a gradient color block adjacent to a full-color photo. Option 2) You desaturate the photo, insert a white transparency layer, and then apply one of your lovely gradients on top. Option 3) Layer a gradient over a full-color photo, without covering the subject. BAM. That’s some magical visual lasagna.

Headers

You could use solid-color or black-and-white typography for your header, but why be so pre-diddly-ictable? Try sprucing things up with some blue-to-green gradients (make sure to use this magic trick only on white back-grounds).

Primary Gradients

Gradients help us visually differentiate Canvas for K–12 and Canvas for higher ed. Use blue-green as the primary gradient for K–12 and red-pink as the primary gradient for higher ed.



GRADIENT OPTION 1 / NO OVERLAY



GRADIENT OPTION 2 / DESATURATED PHOTO



GRADIENT OPTION 3 / FULL COLOR PHOTO



GRADIENT OPTION 4 / TYPE

Nobody Gets Into Education To *Not* Make A Difference.



Typography

Proxima Nova

Proxima Nova is our primary typeface. It’s clean and modern, just like Canvas. When Proxima Nova is unavailable or impractical, Arial is our recommended substitute. And by recommended, we mean required.

Proxima Nova Extra Bold Headline
Proxima Nova Extra Bold Italic

Proxima Nova Bold Subhead

When working in the education and employee development space for a company like Instructure, keeping focused on accessibility is paramount to making sure that our tools genuinely work for everyone 'from their first day of school to their last day at work'.

Majesti Banner

Majesti Banner is the Canvas serif typeface. Use it for accents, numbers, and quotes. When the Majesti Banner family is unavailable or impractical, Times New Roman is our recommended serif substitute.

Majesti Heavy Headline
Majesti Heavy Italic Headline

Majesti Heavy Numbers 12345678910

“When working in the education and employee development space for a company like Instructure, keeping focused on accessibility is paramount to making sure that our tools genuinely work for everyone 'from their first day of school to their last day at work.’”



Photography

When it comes to photography, we like to keep it simple and strong. Whenever possible, show real users whose lives have been positively affected by Canvas. The photography we use should evoke optimism and highlight humanity through thoughtful lighting and careful composition—even when we have to use stock images. Our photography should also represent the diverse backgrounds, abilities, ages, etc. of our millions of Canvas users.

Canvas is technology, so we show the tech side of our brand when it makes sense, while always trying to keep the human aspect in mind. When taking photographs that don't include human subjects, look for composition and perspective opportunities that are unconventional or dramatic. We view education differently than our competitors, and our photography should reflect that.





Photography

Alternate Photography Treatments

Photography can be used in different shapes and tones to give landing pages and printed collateral some dimension and variety.

Shapes

Using circles gives us a window in to the every day lives of teachers and students as they are working and collaborating.

Duotones

Images can also use a duotone effect as an alternative. Please use the Primary Canvas Red for HE and Primary Canvas Blue for K-12.





Photography Don'ts

Don't use people isolated on white backgrounds. Keep them in their education environment.

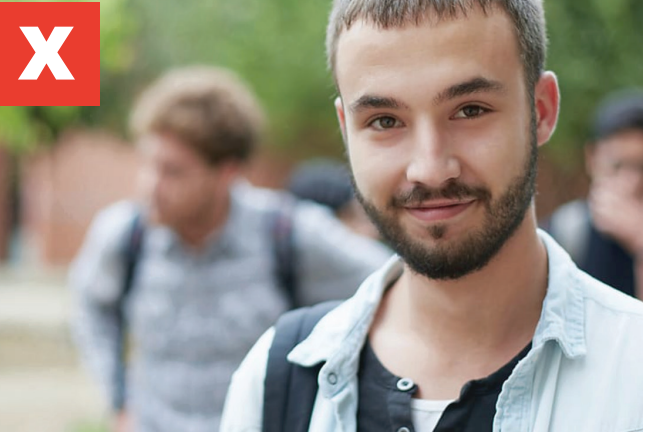
Don't use images where the subject is looking right at the camera with some cheesy or dramatically serious facial expression. Photographs should feel candid, not posed.

Don't use composited imagery often found on stock image websites.

Don't use cliché images (a bunch of people pointing at a laptop screen, a teacher writing a math equation on a chalkboard while students look enraptured, etc.)

Don't use images featuring out-of-date technology.

Don't use images that are visual puns or otherwise silly. We're far from joyless curmudgeons, but let's keep it in check.





Videography

Our users are amazing. They're our greatest ambassadors, they help us continually improve Canvas, and, most importantly, they're passionate educators devoted to the development of young minds. Our videos use understated production techniques and clean, minimalist aesthetics to tell our users' stories simply and authentically, without getting in the way.

Interviews

Locations should have natural light and be spacious, quiet, and visually interesting (think a library or a classroom with windows as opposed to an office or studio). Interviewees should look at/speak to the interviewer off camera. Please remind subjects not to look at the camera—(we're filming interviews here, not infomercials). Try to keep the interview style conversational and somewhat informal.

B-Roll

We like to show our subjects' unique teaching and learning environments, so be sure to grab some b-roll for each person interviewed. Encouraged b-roll is observational and includes:

Moments of teaching, learning, and collaboration devices and digital tools in use campus/community establishing shots (wide exteriors are awesome for these) any expository and detail shots that suit the story.

INTERVIEWS



B-ROLL





Videography

Production

When it comes to production techniques, our goal is to enhance the story's content and themes. Avoid techniques that draw attention to themselves. Smooth dolly, pans, tilts, timelapse, and drone shots: Yes. Shaky handhelds, snap zooms, fast pans: No. Use natural light where possible (supplement accordingly) and compose shots that are both authentic and visually interesting. When choosing locations, look for libraries, classrooms, or labs that have personality and add contextual detail. Steer clear of areas that feel confined, stuffy, or sterile.

Post-Production

While we want our edits to be engaging and compelling, we also want to stay focused on the featured people and their stories. That's why we recommend an understated approach to post-production. Use straight cuts, for example, and avoid overusing conspicuous transitions such as long cross dissolves, wipes, and zooms.

Logo Usage

We typically only include logos at the end of our videos. And when it comes to logo animations, we'll save you some work: Please reach out to brand@instructure.com for logo animations rather than create your own.

Music

Music plays a vital role in our storytelling. The tone of a user story is different from that of an event highlight reel or promo, but there are some common traits: We always look for music that's emotive and not overly produced, and, ideally, the music in our videos would age well (we're looking at you, ska). Check out our library of videos to get a better idea of what we're going for.

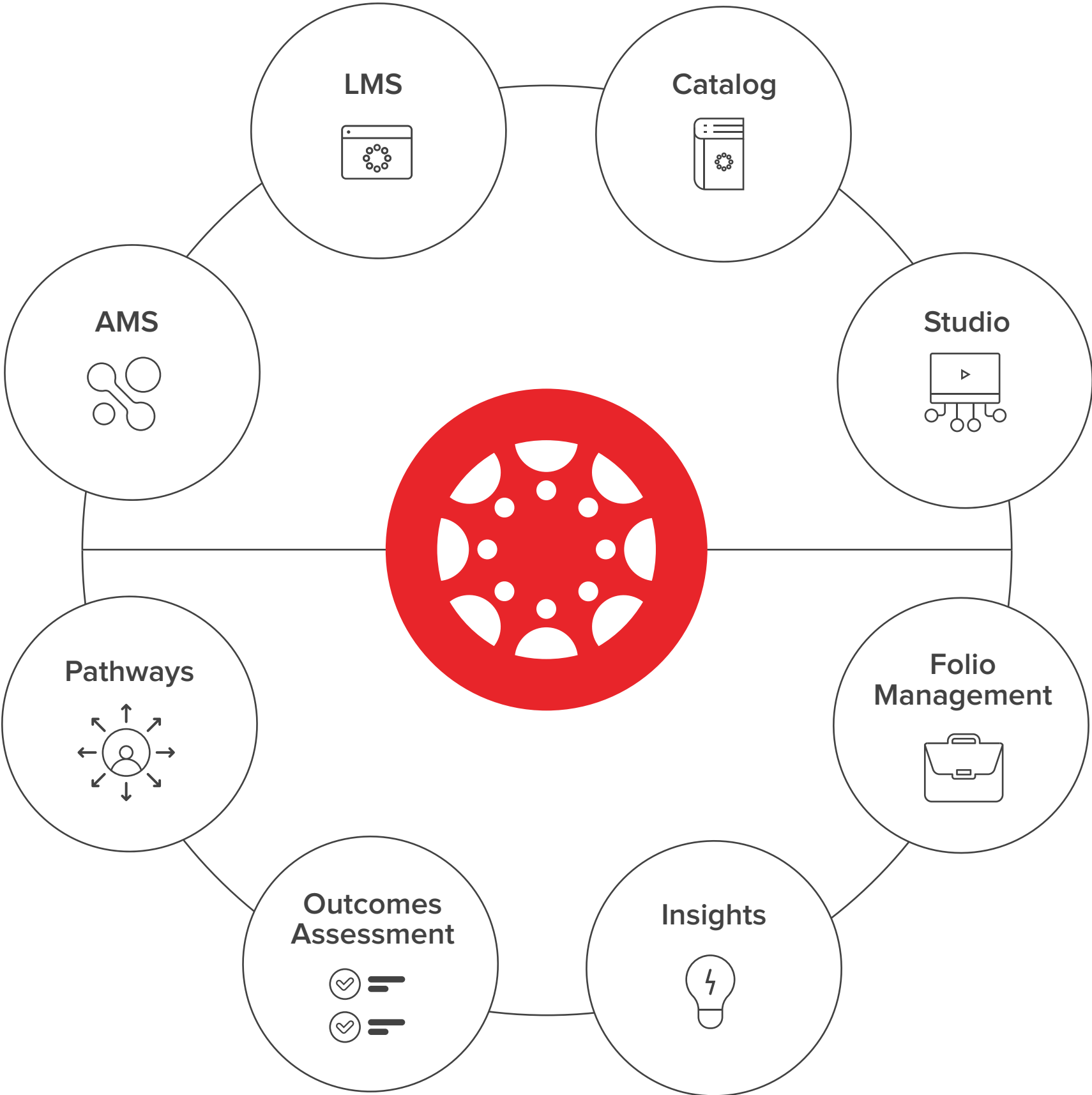
Conclusion

See our YouTube video library at youtube.com/user/CanvasLMS for reference (and, hopefully, inspiration), and please remember to reach out to the creative team at Instructure for direction, review, and approval.



Iconography

Canvas icons are a kind of micro-/sub-language. These little symbols help illustrate important concepts and actions across the site and other branding materials. To request a Canvas icon, please contact the brand team: brand@instructure.com.





Illustration

We use original illustrations to complement the Canvas brand and add extra detail and personality. To request an illustration, please contact the brand team: brand@instructure.com.



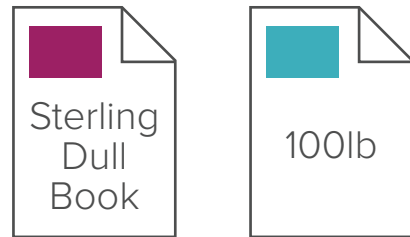


Printing Guidelines

Canvas collateral should be printed either on matte or satin paper finish on 110lb paper.



For Canvas case studies, use 100lb Sterling Dull Book paper. You may be tempted to use some glossy paper because somehow, somewhere somebody perpetuated the idea that that's classy or something; DON'T DO IT. Be bold and mighty forces will come to your aid.





Voice

The Canvas “voice” is the overall personality of Canvas, and it aligns with Instructure’s values:

- **Ownership**
- **Relationships**
- **Openness**
- **Simplicity**

The Canvas voice is always five things:

Smart

Convey expertise in technology and education. Use logic, data, and correct grammar.

Inspiring

Communicate excitement about the future of teaching and learning. Approach challenges with optimism.

Helpful

Anticipate questions and problems, and preemptively or quickly address them. Define niche terms. Guide people toward additional resources so they can make educated decisions. Offer educators new skills to increase their autonomy and impact.

Unconventional

Have a fresh take on things, and embrace humor, creativity, and fun where it fits. Don’t mimic played-out messaging. Be conversational—use contractions where you would in speech (When you are reading something that does not use contractions, it is like reading the writing of a robot). Parentheticals and afterthoughts can humanize copy.

Clear

Favor simple, straightforward language over industry jargon. Make dense information and challenging topics easy to understand. Be unambiguous. Give people a concrete understanding of the platform or the issue at hand; don’t hide behind abstract language.



Voice Don'ts

- + **Don't** go nuts on those pop culture references. Feel free to add that relevant Johnny Cash lyric, but don't be the guys from High Fidelity.
- + **Don't** use affectatious phrasing. ⚡ Like that.
Bad: Developing a solid foundation of Canvas product knowledge better prepares attendees to maximize their experience during primary conference sessions.
Better: Developing a solid foundation of Canvas product knowledge helps attendees get the most out of primary conference sessions.

This one is mentioned above, but we really want to drive it home:

- + **Don't** use industry jargon where a clearer, more accessible word or phrase works just fine. Jargon sounds salesy, curbs emotional connection, and is often interpreted as compensation for a lack of real knowledge. Demonstrate that we value openness by not hiding behind buzzwords.

- + You can make exceptions for SEO value, but they should be the exception, not the rule.
- + Okay, yes, some industry jargon is unavoidable, and even good. “Native cloud” and “blended learning” are so ubiquitous that trying to rephrase them would smack of effort and/or sound out of touch.
- + **Don't** rely on the word of the day. “Empower,” “enable,” and “innovate” have become so overused that they now have very little meaning or impact. Use some brainpower and see if you can find a fresh way to communicate the same idea.



Tone

If “voice” is the overall personality of Canvas, then “tone” is the mood. Our voice might take on different tones depending on the situation. Here’s a guide to tones we use (and by extension, tones we don’t):

→ **Knowledgeable**

Demonstrate knowledge, but don’t be a know-it-all. Focus on big-picture solutions over granular stats and facts. Don’t be that guy at parties who begins every sentence with the word “actually... .”

→ **Illustrative**

Help educators see what’s possible with technology. Use examples, hypothetical situations, and metaphors.

→ **Encouraging**

Encourage educators to try new things. Emphasize that they hold the power to create change, and that Canvas can amplify that power.

→ **Supportive**

Relieve stress about using new technology.

→ **Sincere**

Show that you hear and care about teachers’ challenges, namely time and resources, and their goals, namely student success. Don’t tug at their hearts and fog their minds.

→ **Playful**

Use fun pop culture references, word play, and friendly winks at academic life. But don’t be childish—these are educators of kids, not actual kids.













































→ **Direct**

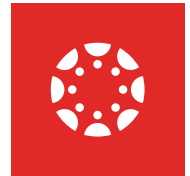
Get to your point quickly, but don’t throw introduction and transition out the door—that’s just abrasive.



Tone Guide

A handy guide to which tones work best for which types of content.

	KNOWLEDGEABLE	ILLUSTRATIVE	ENCOURAGING	SUPPORTIVE	PLAYFUL	SINCERE	DIRECT
SITE PAGE							
CASE STUDY							
WHITE PAPER							
E-BOOK							
BLOG POST							
PRESS RELEASE							
MARKETING EMAIL							
SOCIAL MEDIA/ BANNER ADS							



Good Marketing Writing: A Quick Guide

Be Active

Avoid using the passive voice whenever possible/prudent.

→ **Bad:** Teaching and learning are made easier with Canvas.

→ **Better:** Canvas makes teaching and learning easier.

Be Concise

Shorten and tighten up rambling sentences. (Using the active voice is often a good start.) Specifically, beware of run-on sentences. Can your one-sentence paragraph be broken up into two or more shorter, clearer sentences?

→ **Bad:** Dr. Lemmon, now the director for blended learning for Springfield Public Schools, was working as the coordinator of e-learning at the time, when administrators asked her to find a learning management platform because, among other reasons, parents and students had to access several websites and memorize different logins.

→ **Better:** Dr. Lemmon, Springfield Public Schools' director for blended learning, was the coordinator of e-learning when administrators asked her to find a learning management platform. At the time, parents and students were having to access several websites and memorize different logins.

Be Confident

Watch out for ambiguity, vagueness, or contradiction. Avoid wishy-washy, noncommittal phrases when making claims about Canvas.

Be Credible

On the other side of the “claims about Canvas” coin: Be careful with superlatives and over-the-top self-praise. Back up claims with data, testimonials, or conceivable hypothetical scenarios when possible. Honesty and openness earn trust.

Stay Focused

In other words, stay on message. If your case study purports to be about easy migration, then tell a focused story about migration. It may be tempting to tangentially gush about all things Canvas, but you risk losing readers who have a particular interest in your stated topic. Unless it's a general overview or a truly introductory piece, it doesn't require the kitchen sink.

Be Awesome

Awesomeness is kind of like an honorary, unofficial Canvas value—we use “awesome” to describe our platform, users, employees, partners, etc. Don't overdo it, obviously, but if you're looking for a single word to describe a Canvas event or a cool new feature, “awesome” might be it.



Style Rules: A Quick Guide

Legal Stuff

It might not shock you that our Canvas isn’t the only Canvas out there. For that reason, the first use of the word Canvas in marketing materials must be in proximity to the company name (Instructure). For our intents and purposes, “proximity” means “used on the same page, product packaging, or ad.” This can be done by including the Instructure logo on the page or package, by including the Instructure company name somewhere in the copy, or, in the case of web banners, by linking to a page with the Instructure company name on it.

Serial Comma/Oxford Comma

Use the Oxford comma—also known as the serial comma—in all copy, regardless of region, except in press releases. Please, thank you, and goodnight.

Ampersands

Use only in titles, headlines, subheadlines, and section headers.

Title Caps

Use in all titles, headlines, subheadlines, and section headers. Don’t use title caps in bulleted lists. Capitalize everything but articles, conjunctions, and prepositions of three or fewer letters. (Note that design may change some short titles and headlines to ALL CAPS.)

Bulleted Lists

You may use complete sentences or sentence fragments in a bulleted list, but don’t use both in the same list. If you use complete sentences, punctuate them. If you use sentence fragments, make sure they have parallel structures, e.g. if some of them lead with action verbs, they should all lead with action verbs.

Em Dashes

Use them to separate a thought from the rest of the sentence. No spaces—that’s right, zero spaces—on either side of the em dash.

En Dashes

Use them to express a range. For example, “K–12” expresses a range of grade levels. “October 5–10” expresses a range of time.

a.m., p.m.

Lowercase, with periods (unless design is ALL CAPS).

Acronyms

In body copy, spell out the referent on the first mention. To pluralize an acronym, just plop a lowercase s at the end—no apostrophes. MOOCs, APIs, LMSs.

To view the full Instructure glossary and style guide, [click here](#). (It’s an ever-evolving resource, so check back regularly).



Canvas Proprietary Terminology

In addition, Canvas customers have access to several more tools to support collaboration and interaction in order to make teaching and learning easier!

Canvas Learning Management Platform

The Canvas Learning Management Platform delivers an open, extensible learning ecosystem that allows institutions to build the digital learning environment that meets their unique challenges. Canvas simplifies teaching, elevates learning, and eliminates the headaches of supporting and growing traditional learning technologies.

Note: We use “Canvas” or “Canvas Learning Management Platform” to refer to the full learning management platform, which includes the following solutions:

Canvas LMS

Canvas is the fastest-growing LMS in the world. Open. Adaptable. Reliable. Customizable. Easy to use. Mobile. Time-saving. Born in the cloud. And, most importantly, it gets used. Canvas LMS is the core of the Canvas platform.

Canvas Studio

Video made smart, easy, and interactive. Canvas Studio is the next-generation online video learning platform that unmutes learning by turning one-way, passive video into inclusive, engaging, productive discussions.

Canvas Catalog

Canvas Catalog makes course publishing and registration easy. A simple, modern, and effective way to promote one’s courses and push one’s brand to new eyes.

Portfolium

Portfolium simplifies the assessment of student outcomes, proves institutional value by showcasing evidence of learning, and keeps students engaged along pathways that ultimately prepare them for their career. Portfolium includes the following products:

- + Canvas Pathways
- + Canvas Folio Management
- + Canvas Outcomes Assessment
- + Portfolium Network

MasteryConnect

MasteryConnect is Canvas' assessment management system. It enables data-driven instruction and personalized learning through formative (in-class) and interim assessment, curriculum planning/sequencing, and teacher collaboration.

Canvas Free Account

The free Canvas account offers users the essential functionality of the Canvas learning management platform, even if their institution isn't a Canvas customer. It’s free for teachers, students, parents, and anyone else who wants to use Canvas learning tools.

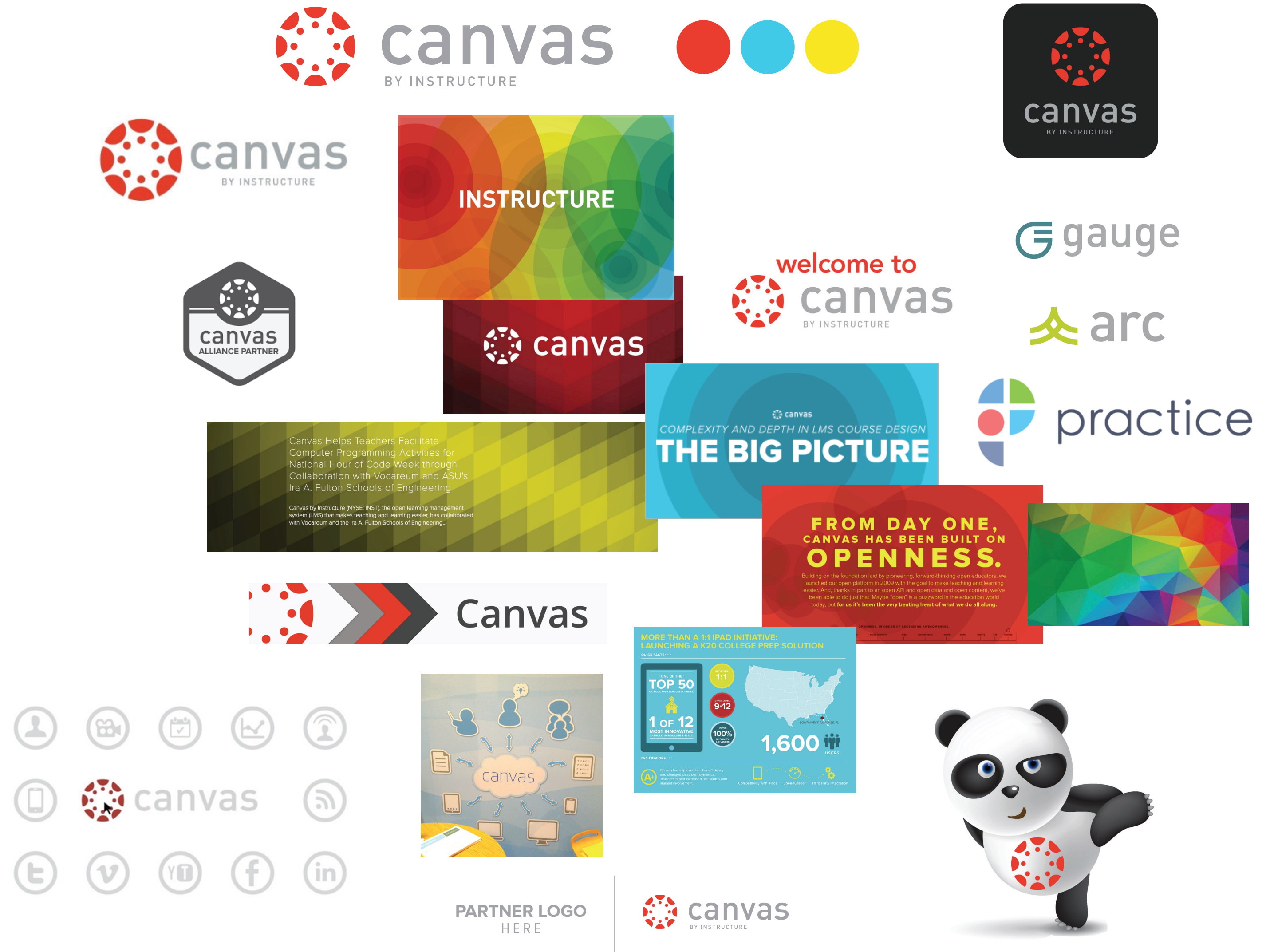
Note: You may have heard this referred to as "Canvas Free for Teacher" or "FFT." These are unofficial internal names that shouldn't make it out into the world.



The Canvas Graveyard

You may have seen the following things floating around in the Canvas-sphere. They're dead. Gone. Ghosts. If you use them, you're living in the past, man. And you'll probably incur some sort of curse.

- **Arc: Dead (Resurrected as Canvas Studio)**
- **Gauge: Dead**
- **Canvas by Instructure: Dead**
- **The Canvas logo with any follow-up words (like “Data” “Catalog” or “Partner”): Dead**
- **The Canvas logo used in any way not outlined in the logo section of this guide: Dead**
- **That prism-y PowerPoint background: Dead**
- **Pandas not made by Creative: Dead**
- **The multicolor Practice logo: Dead**





About the Panda...

Over the years the panda has become an unofficial Instructure mascot. Everyone loves the panda. But the key to keeping it lovable is not overusing it. In this spirit, we're tightening up control on when/where/by whom panda collateral is made. From now on the panda will be used only for internal marketing, CanvasCon, and InstructureCon. If you'd like a panda piece made, please see the creative team, and keep in mind that your request may not be accepted for production. All unapproved panda materials will be seized and tossed in an incinerator.

COOL



MUY BUENO!



PANDAWESOME



RADICAL



EDGY



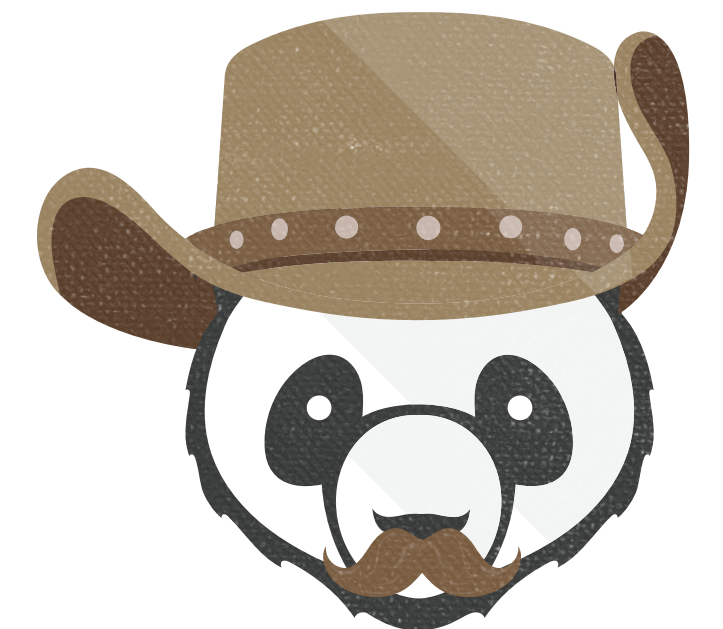
HIP



TOUGH



CRIKEY



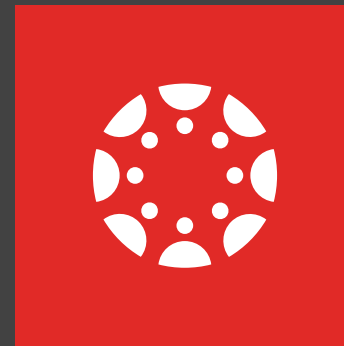


Questions & Resources

Questions? Please reach out to brand@instructure.com. We're happy to help.

Looking for photos, logos, or other digital branding assets?
Visit the Instructure library.

For the Instructure glossary, [click here.](#)



[INSTRUCTURE.COM/CANVAS](https://www.instructure.com/canvas)