



2021 BRAND GUIDELINES





How to Use This Guide

This guide is meant to help anyone who's creating content for Instructure (whether it's text, design, photography, video, or some combination of these), to ensure their work aligns with the Instructure 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 Instructure on a macro level—'cause it's nice to have a good sense of the company you're working for.

If you're an employee, you'll probably use this guide as a refresher for those memory-evading details (What stroke width do we use on buttons, again? What are the actual PMS colors for the logo?) or for pointers while honing your skills (How do I construct the active voice? How do I choose a stock photo that won't make the brand team's brains implode?)

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

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.



Table of Contents

Mission & Brand Story	4
Company Values	5
Logo	6
Color	9
Typography	13
Photography	14
Co-Branding	16
Printing Guidelines	18
Voice & Tone Guidelines	19
Quick Writing Guides	23
About the Panda...	26
Questions & Resources	27



Mission & Brand Story

We help people grow from the first day of school to the last day of work.

At Instructure, we believe in the power of people to grow and succeed throughout their lives, and our goal is to amplify that power. We achieve this goal by creating intuitive products that simplify learning and personal development, facilitate meaningful relationships, and inspire people to go further in their educations and careers.

Brand Character

- Purpose-Driven
- Imaginative
- Personable
- Trusted



Company Values

Ownership (OWNITUDE)

We're all owners. We're accountable for our work and our actions, and we stand behind our products and services.

Relationships (RELATIONATION)

Instructure is all about building meaningful relationships based on trust, respect, and mutual success—whether they're peer-peer, teacher-student, manager-employee, or company-customer.

Equality (EQUALOGY)

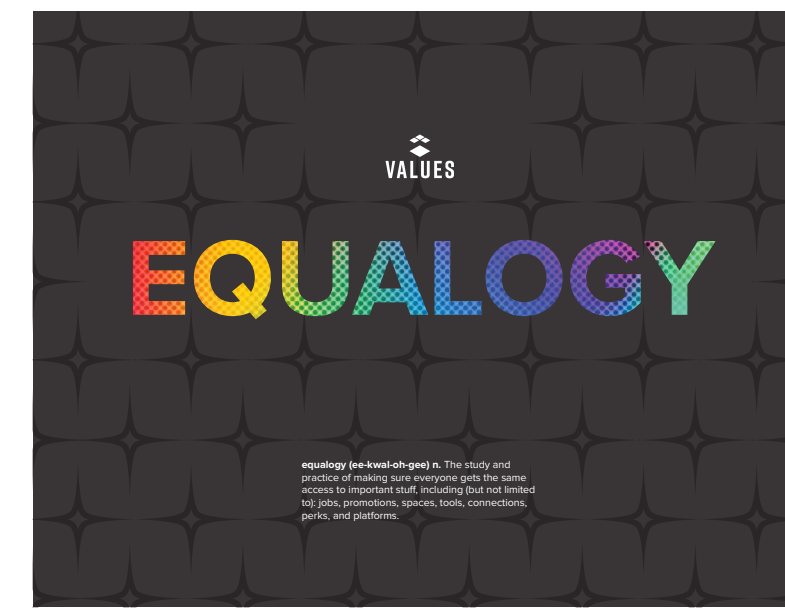
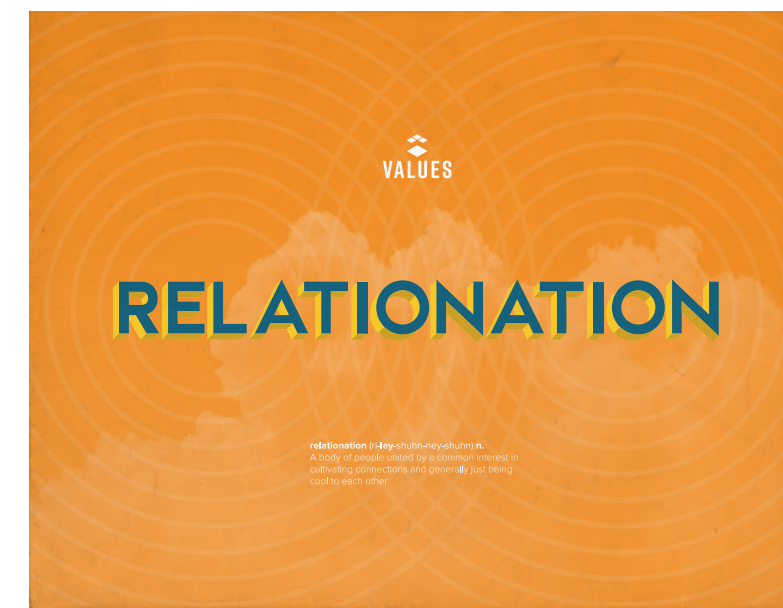
We aspire to offer an inclusive and welcoming culture, and we believe people deserve equal access to opportunities and resources. You can't have equality without equity.

Openness (OPENACRACY)

We're open to new people, new ideas, and new opportunities. We strive to be collaborative in our projects, transparent about our intentions, and curious about how things work and how we can make them better.

Simplicity (SIMPLECORE)

Our software makes lifelong learning and growth easier. We strive for simplicity and ease of use in everything we do—from product design to communication to customer experience.



Logo (Horizontal)

Usage Rules

The Instructure logo consists of blue (PMS 2150), yellow (PMS 109), orange (PMS 144) and 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. If you look to the right, you'll see the minimum logo-cushioning requirements and permitted permutations. The logo and wordmark should appear together whenever possible.



Single Mark



Black & White



Logo Clear Space



Logo Minimum Size



Logo (Vertical)

Usage Rules

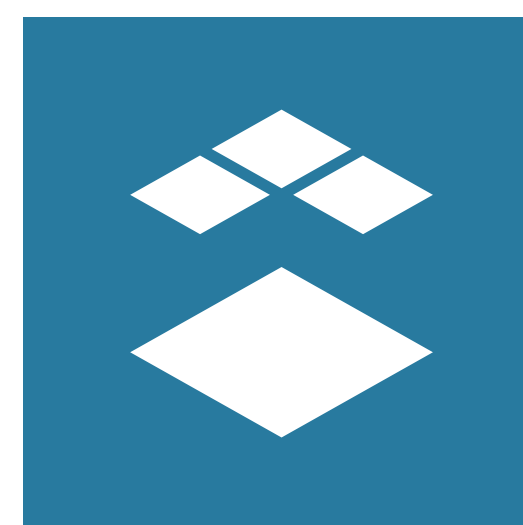
Sometimes a vertically oriented logo better fits the space. Slide your eyeballs to the right to see the acceptable vertical logo variations and cushioning rules.



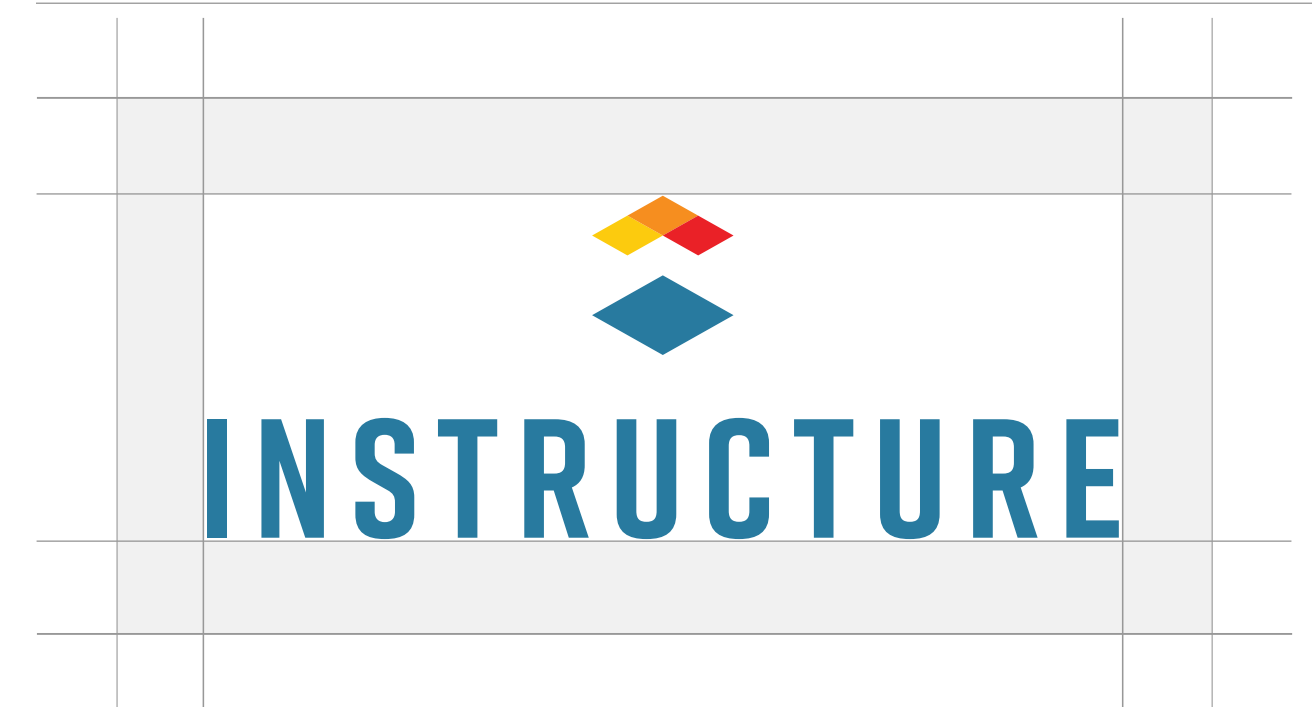
Single Mark



Reversed



Logo Clear Space



Logo Minimum Size





Logo Don'ts

Using the Instructure 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 use old Instructure logos.

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

Don't distort the logo by smashing it, scrunching it, or scaling it disproportionately.

Don't adjust the colors.

Don't drop the logo mark and use the wordmark alone.

Don't add unnecessary stuff such as drop shadows, outlines, or textures.

Don't change the alignment (vertical or horizontal) of the logo and word mark.

do not use combinations that don't meet AIM accessibility



do not mix colors on reversed logo



do not use color logo 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 the logo in a sentence



do not use logo on a busy background



do not use gradients



do not use word mark alone



do not stretch



do not use a stroke



Color

The Instructure brand has four primary (as in “main,” “dominant,” or “leading”) colors, chosen for aesthetic and accessibility purposes. They’re blue (PMS 2149), red (PMS 179) and orange (PMS 144). Make sure to artfully and appropriately employ our primary color shades to suit your application.

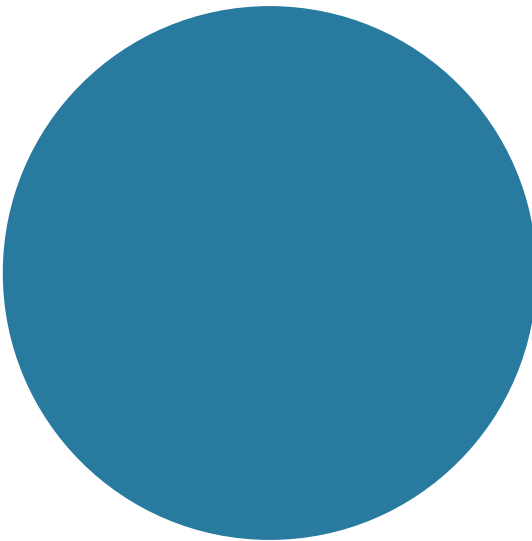
White Space

Plentiful white space allows the colors to breathe and be happy. Embrace it. Use it. Love it.

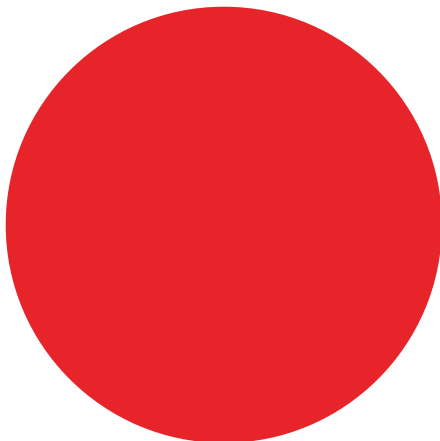
Secondary Colors

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

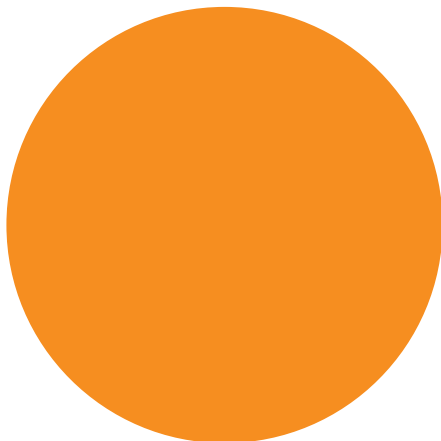
PRIMARY COLORS



H 287A9F
R 40
G 122
B 159
PMS 2149 C

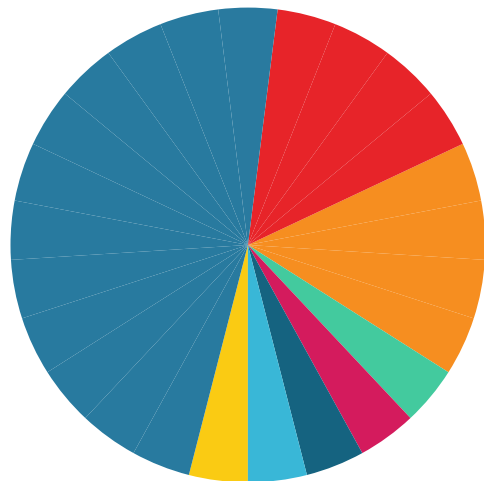


H E72429
R 231
G 36
B 41
PMS 179 C



H F68E20
R 246
G 142
B 32
PMS 144 C

PALETTE USAGE



SECONDARY COLORS



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



H D41B5D
R 212
G 27
B 93
PMS 213 C



H 156380
R 21
G 99
B 128
PMS 7700 C



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



H FACB13
R 250
G 203
B 19
PMS 109 C



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 Gradients

Gradients
Color gradients add dimension and variety, and they help make our site more accessible.



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.
- Don't** mix too many colors and gradients, causing a rainbow effect.

X Grow from the First Day of School to the Last Day of Work.

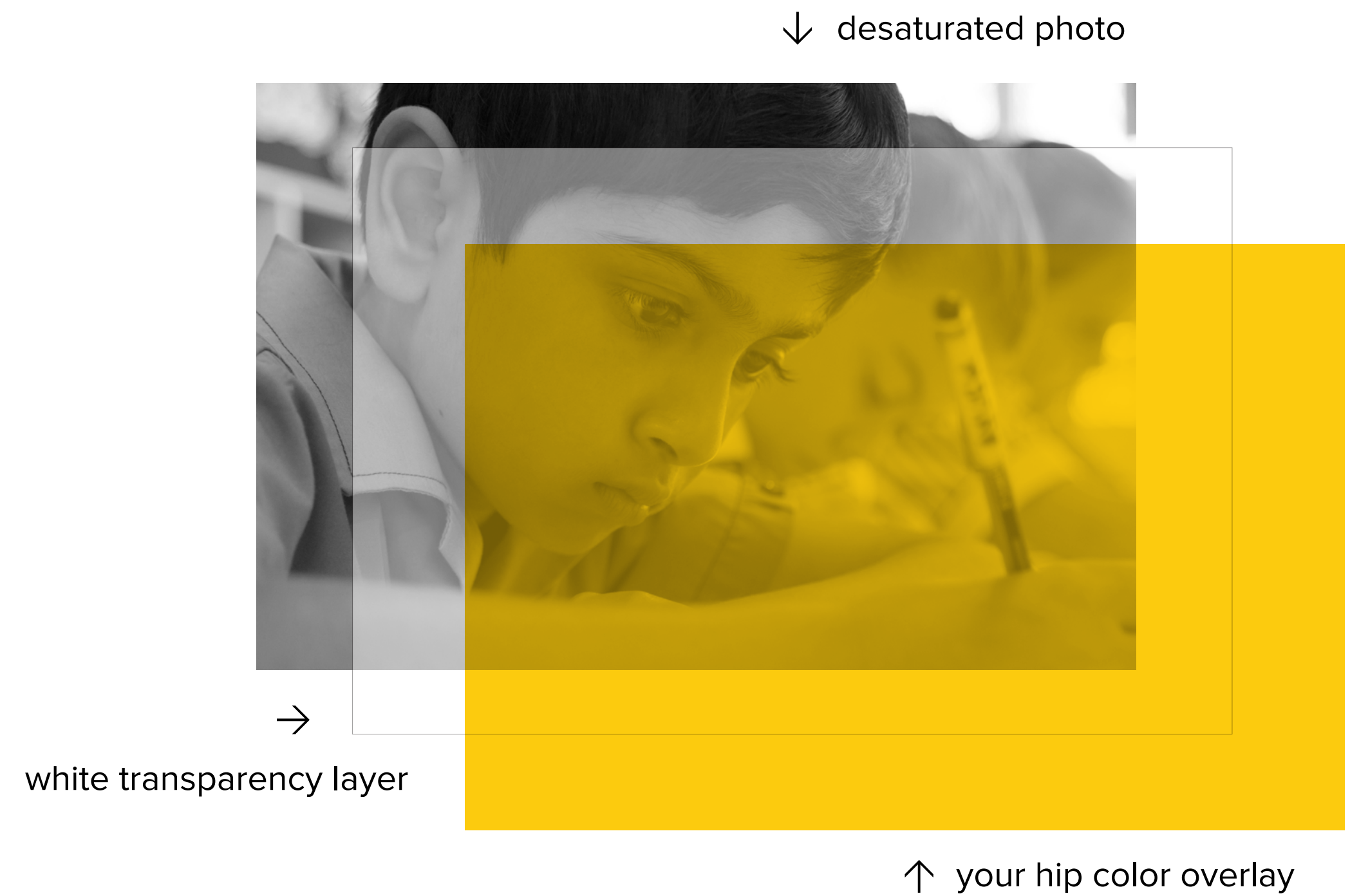
X First day of school last day of work SaaS reliable open intuitive lifelong learning easier simpler more effective education personal growth development continuum pedagogy scalable ownership edtech corporate software employee-manager student-teacher peer-peer digital classroom career future of work relationships simplicity anytime anyplace INST connected goals potential power.

X Too Many Colors

Transparency Use

Photos With Text Overlays

What do you do when you want a nice photo with some witty wordage on top, and you also want it to be accessible so everyone can read it? You desaturate the photo, insert a white transparency layer, and then apply one of your lovely transparencies on top.



Typography

Proxima Nova

Proxima Nova is our primary typeface. It’s clean and modern, just like our products. When Proxima Nova is unavailable or impractical, Arial is our recommended substitute.

Proxima Nova Extra Bold Headline
Proxima Nova Extra Bold Italic

Proxima Nova Bold Subhead

First day of school last day of work SaaS reliable open intuitive lifelong learning easier simpler more effective education personal growth development continuum pedagogy scalable ownership edtech corporate software employee-manager student-teacher peer-peer digital classroom career future of work relationships simplicity anytime anyplace INST connected goals potential power

Tiempos

Tiempos Headline is the Instructure serif typeface. Use it for accents, numbers, and quotes. When the Tiempos Headline family is unavailable or impractical, refer back to Proxima Nova.

Tiempos Headline Bold
Tiempos Headline Bold Italic

Tiempos Numbers 12345678910

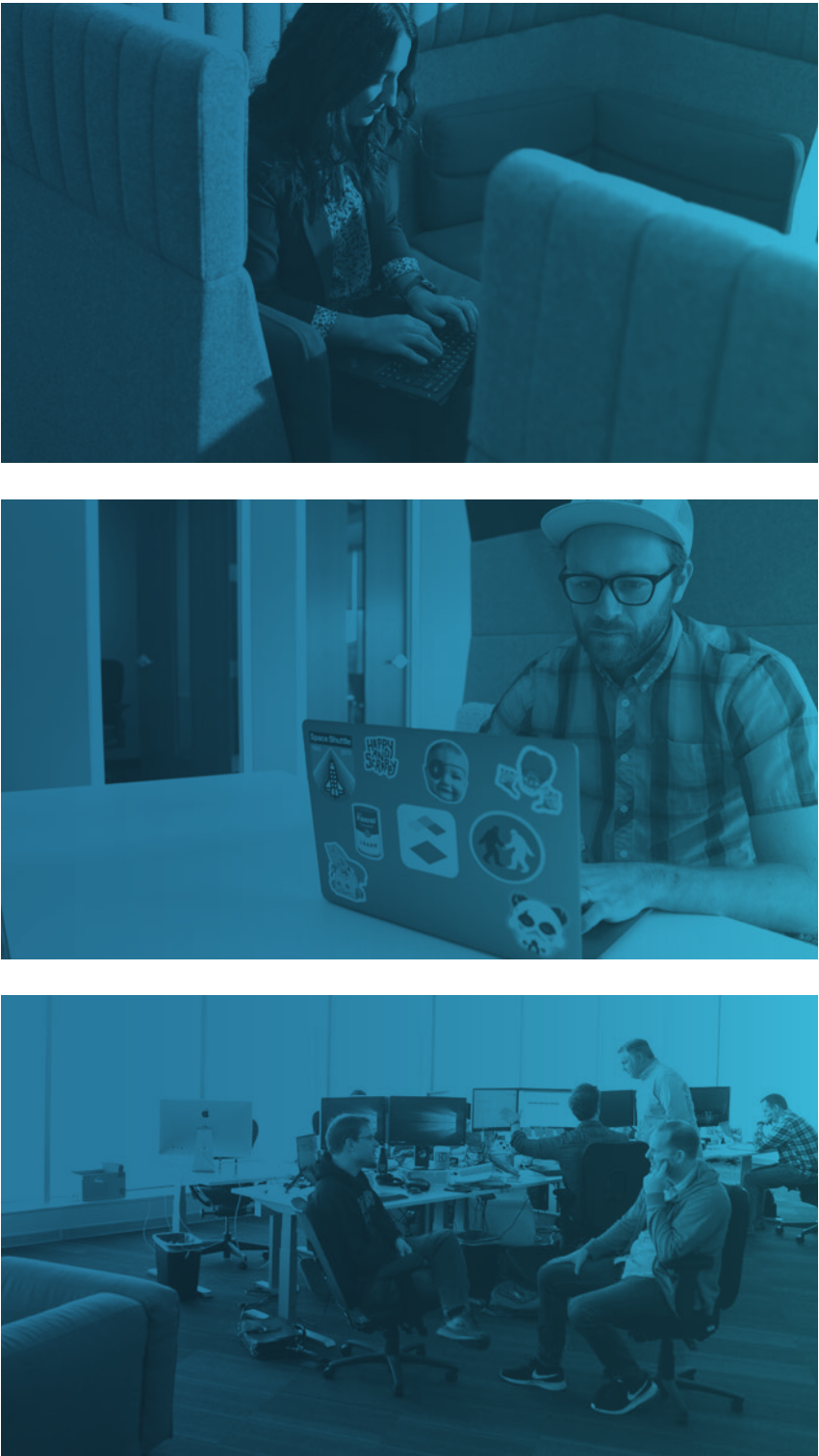
“When working in the education and employee development space for a company like Instructure, keeping focused on accessibility is paramount to making sure that our tools genuinely work for everyone 'from their first day of school to their last day at work.'”

Photography

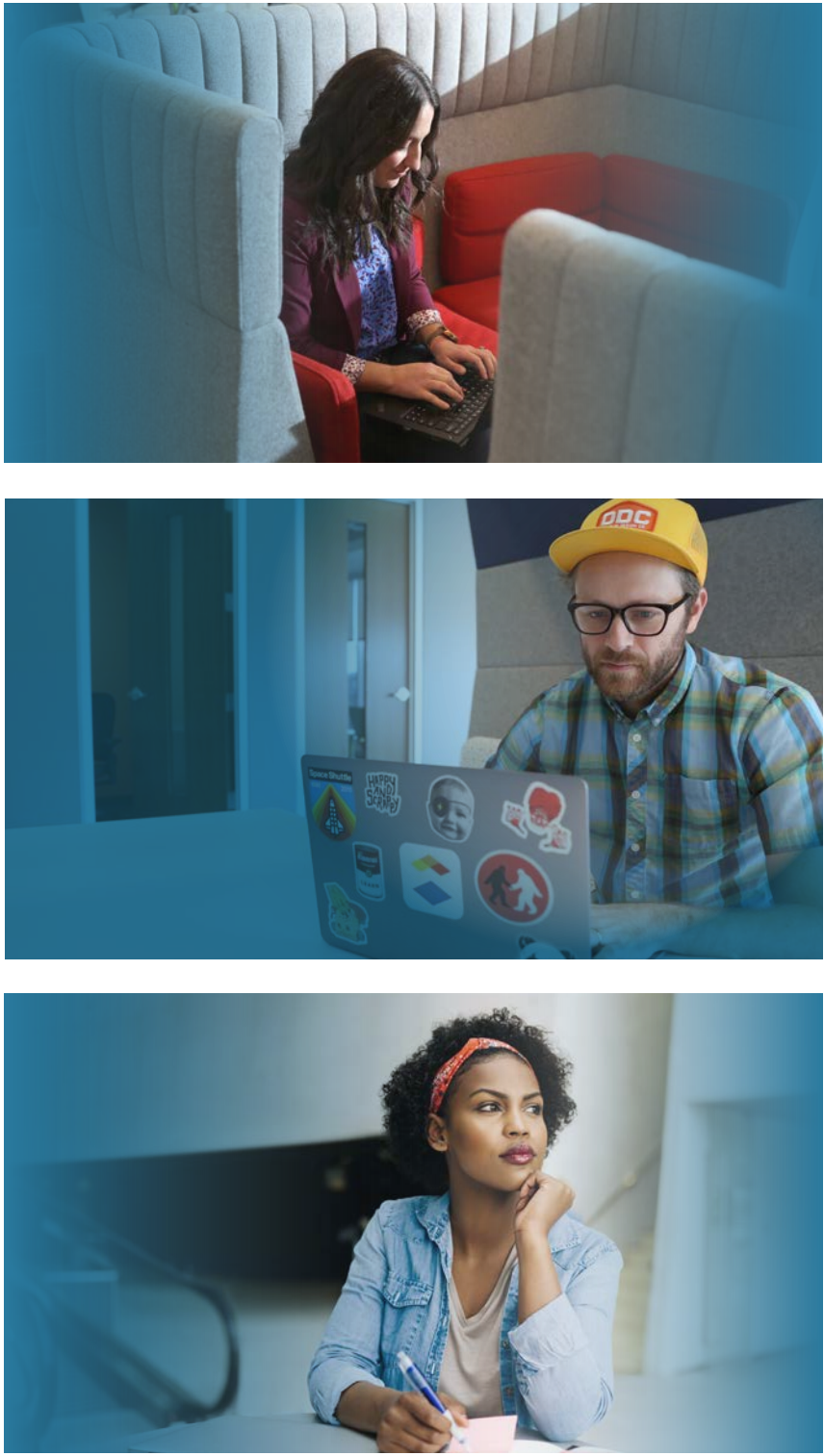
When it comes to photography, we like to keep it simple and strong. Whenever possible, show real users whose lives have been positively affected by Instructure and its products. The photography we use should evoke optimism and highlight humanity through thoughtful lighting and careful composition—even when we have to use stock images. Our photography should also represent the diverse backgrounds, abilities, ethnicities, ages, etc. of the millions of people Instructure impacts from the first day of school to the last day of work.

Instructure is a technology company, so we show the tech side of our brand when it makes sense to, while always keeping the human aspect in mind. When taking photographs that don't include human subjects, look for composition and perspective opportunities that are unconventional and compelling.

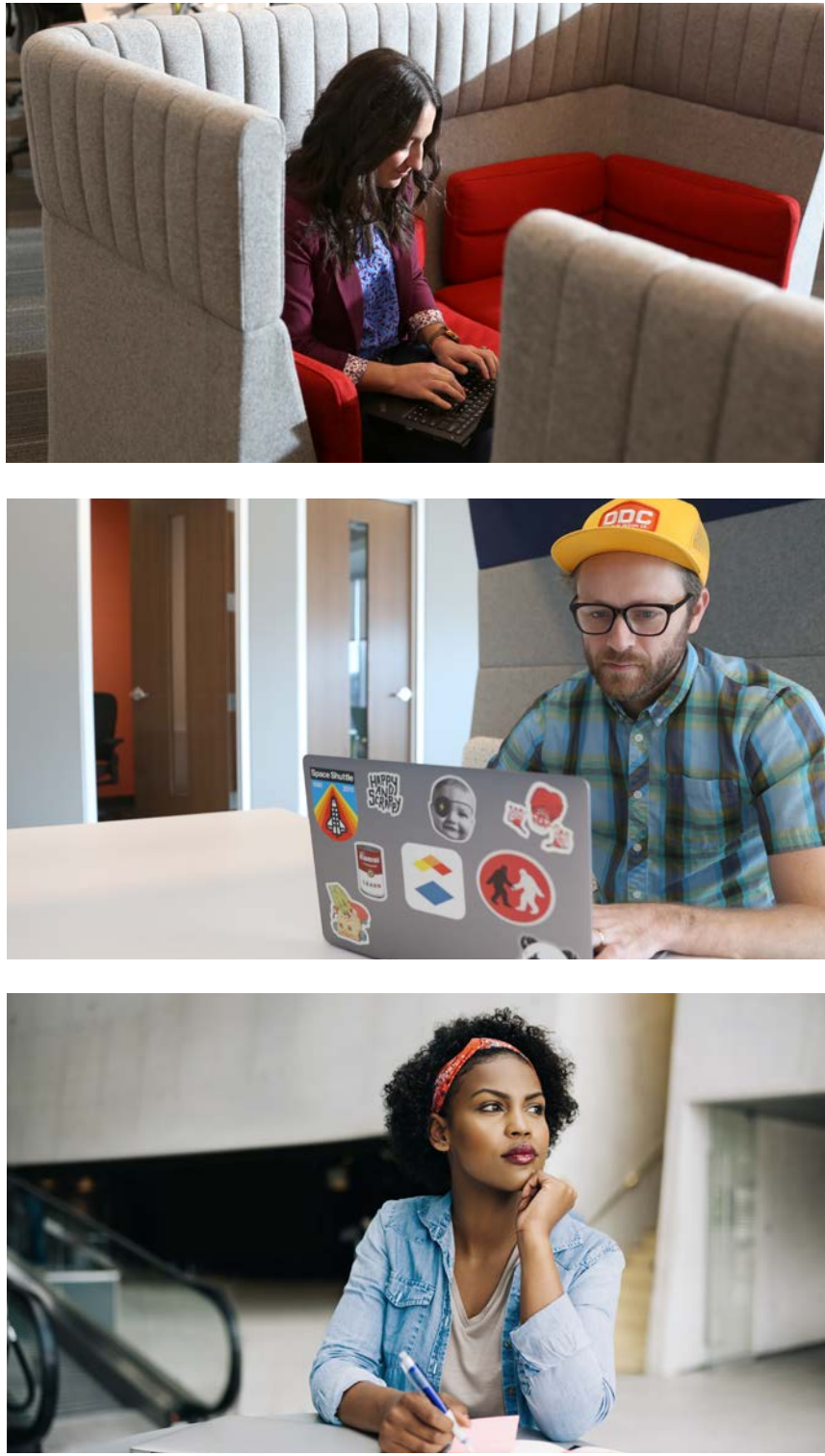
BLACK & WHITE WITH
GRADIENT OVERLAY



FULL COLOR WITH ALTERED
GRADIENT OVERLAY



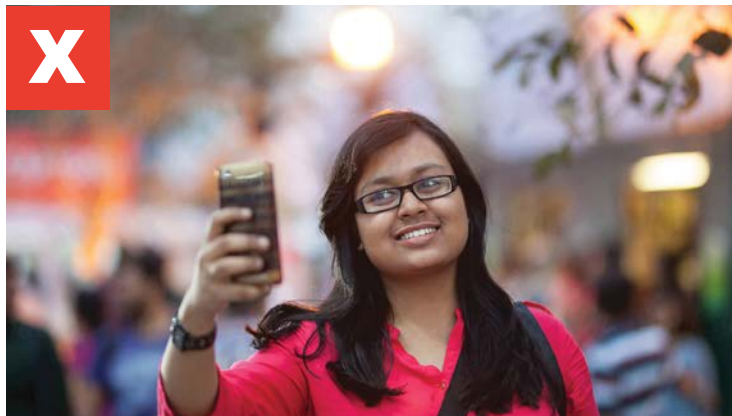
FULL COLOR / PLAIN



Photography

Photography Don'ts

- + **Don't** use people isolated on white backgrounds. Keep them in their education or work environment.
- + **Don't** use images where the subject is looking right at the camera. 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 smile too excitedly, etc.)
- + **Don't** use images featuring out-of-date technology.
- + **Don't** use images that are visual puns or otherwise silly. We're not overserious, but let's keep it in check.





Instructure + Instructure Products

Instructure represents growth across the continuum of school and work, so including the logo in product collateral (like that for Canvas and Bridge) helps tie these products to our company mission.

When to Use the Instructure Logo + a Product Logo

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

When NOT to Use the Instructure Logo + a Product 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 product 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.

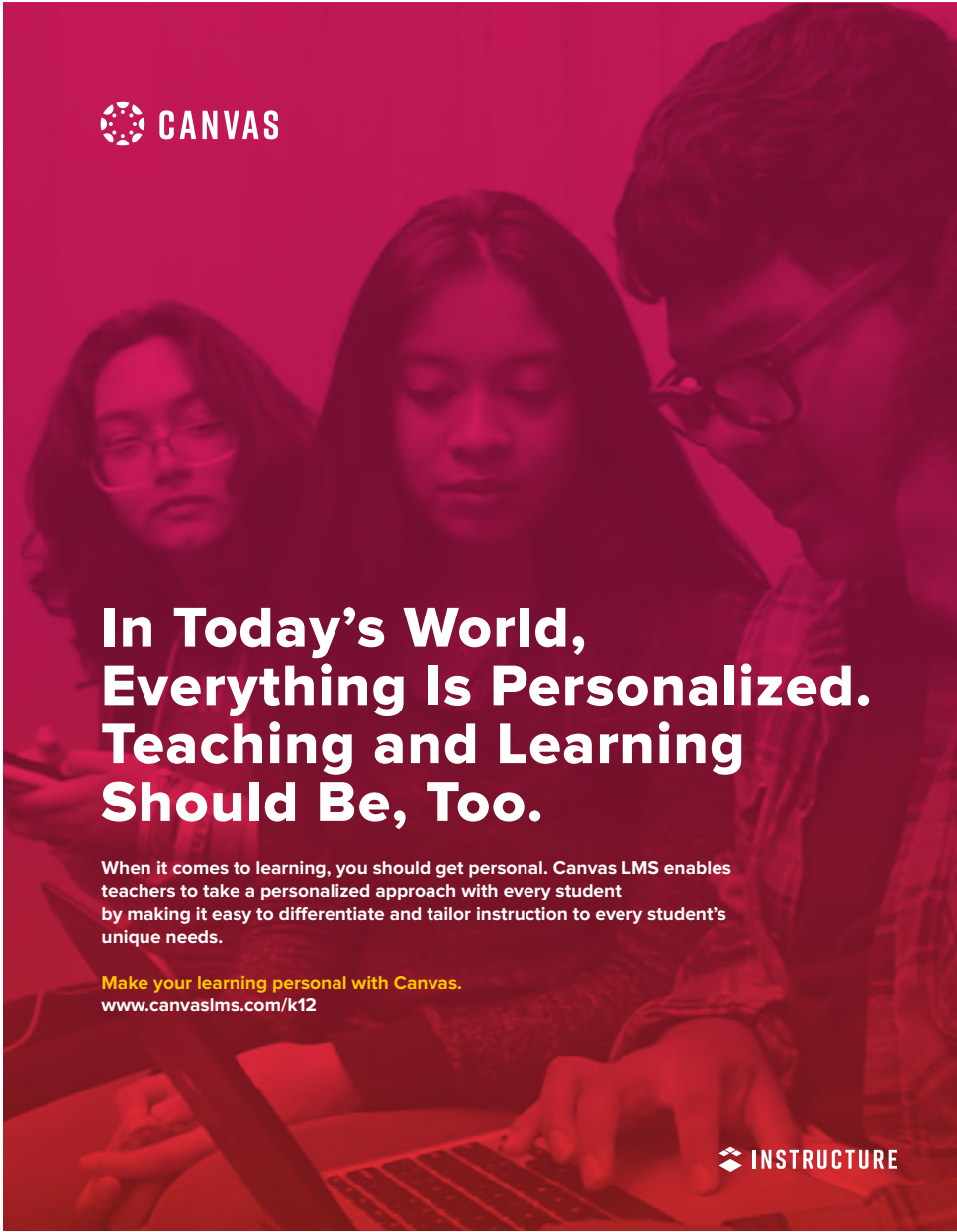
This is the logo reversed. Use for all co-branded collateral.





Co-Brand Collateral Examples

PRINT COLLATERAL / BOTH LOGOS



SOCIAL MEDIA IMAGES / LIMITED SPACE - PRODUCT LOGO ONLY

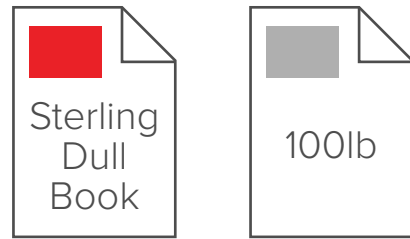


Printing Guidelines

Instructure collateral should be printed either on matte or satin paper finish on 110lb 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 Instructure “voice” is the overall personality of Instructure. Not coincidentally, it aligns with Instructure’s company values:

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

The Instructure voice is always five things:

Smart

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

Inspiring

Communicate excitement and vision about the future of lifelong learning and growth. 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.

Unconventional

Have a fresh take on things, and embrace humor, creativity, and fun. Don’t mimic played-out messaging. Strive for punchy headlines. Use contractions where you would in speech.

Clear

Favor simple, straightforward language over industry jargon. Make dense information and challenging topics easy to understand.



Voice Don'ts

These points are made above, but we really want to hammer them home.

- + **Don't** use buzzwords or industry jargon where a clearer, more accessible word or phrase works just fine. Too much business-speak sounds salesy, curbs emotional connection, gets lost in the competitive shuffle, and is often interpreted as compensation for a lack of real knowledge. Corporate jargon prevents us from getting to the point and sharing information with others. Demonstrate that we value openness by not hiding behind fluffy language.
- + You can make exceptions for SEO value, but they should be the exception, not the rule.
- + Yes, some industry jargon is unavoidable, and even good. “Native cloud” and “SaaS” are so ubiquitous that trying to rephrase them would smack of effort and/or sound out of touch. It's important that we know the difference.
- + **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 Instructure, 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):

→ **Observant**

Demonstrate an understanding of the industry, the business, the culture, the challenge. But don’t pander or patronize.

→ **Knowledgeable**

Demonstrate knowledge, but don’t be a know-it-all. Focus on big-picture solutions over granular stats and facts.

→ **Motivational**

Encourage people to learn, grow, and develop. Be a mentor, not a cheerleader

→ **Consultative**

Offer solutions tailored to specific audiences, without being pushy.

→ **Conversational**

Afterthoughts, parentheticals, idioms, and creative metaphors are great ways to humanize copy.


→ **Direct**

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



Tone Guide for Content Types

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

	OBSERVANT	KNOWLEDGEABLE	MOTIVATIONAL	CONSULTATIVE	CONVERSATIONAL	DIRECT
SITE PAGE	●	●	●	●	●	●
BLOG POST	●	●	●	●	●	●
PRESS RELEASE	●	●		●		●



Good Marketing Writing: A Quick Guide

Be Active

Avoid using the passive voice whenever possible/prudent.

→ **Bad:** Lifelong learning and personal development are made easier with Instructure.

→ **Better:** Instructure makes lifelong learning and personal development 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:** Ignatius Linebottom, who is now the director of corporate learning for Megatrode Manufacturing, was working in the role of a training coordinator at the time when administrators asked him to find an employee development platform because, among other reasons, managers and employees were having infrequent 1:1s that were not having positive effects on the company.

→ **Better:** Ignatius Linebottom, director of corporate learning at Megatrode Manufacturing, was a training coordinator when administrators asked him to find an employee development platform. At the time, managers and employees were having infrequent and ineffective 1:1s.

Be Confident

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

Be Credible

On the other side of the “claims about Instructure” 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 blog post purports to be about connecting education to career placement, then tell a focused story about that connection. It may be tempting to tangentially gush about all things Instructure, 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.



Style Rules: A Quick Guide

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 add a lowercase s to the end—no apostrophes. MOOCs, APIs, 1:1s.

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

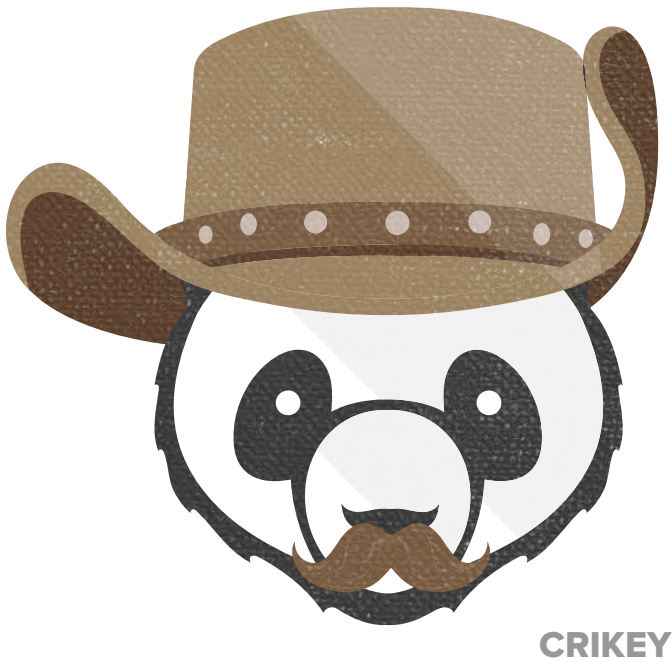


Instructure Boilerplate

Instructure is an education technology company dedicated to improving digital teaching and learning experiences. Our learning platform connects all the digital tools, services, and content that educators and learners love, for an integrated and streamlined learning ecosystem. To date, Instructure supports millions of instructors and learners at more than 4,000 educational institutions and corporations around the world. Learn more about Instructure and our education technology offerings at www.instructure.com.

Panda Guidelines

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, InstructureCon, and CanvasCon. 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.





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