



Visual Brand Guide

2022

THE EDTECH COLLECTIVE

Instructure Partner Ecosystem



The Edtech Collective Logo

This logotype is used for communication around a partner's participation in The Edtech Collective, Instructure's partner ecosystem.

To use this logo, please adhere to the following:

Do give the logotype enough breathing room (at least 10px of padding on all sides).

Do use the logotype on a background of sufficient contrast.

Do alter the color, typeface, or aspect ratio.

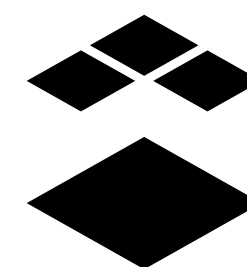
Do not add shadows, outlines, gradients, motion, or symbols.

Do not use The Edtech Collective name or marks as part of your own.

Please contact partnerships@instructure.com with any further questions.

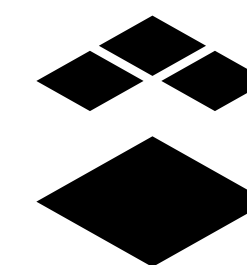
The Edtech Collective Logo

Primary Logo



THE EDTECH COLLECTIVE
Instructure Partner Ecosystem

Stacked Logo



**THE EDTECH
COLLECTIVE**
Instructure Partner Ecosystem

Partnership Lockup Instructure

This partnership lockup is used for communication around approved Instructure partnerships. Use this lockup if you provide services, sales, support, or integrations for more than one Instructure product.

We lock up the Instructure logo with a partner logo by placing the Instructure logo to the left or top of the partner's logo. We add clear space between the logos that is equal to the width of the Instructure image mark used for both sides of the line.

Both logos should feel equal in size. Partner logos should be aligned to the optical center of the Instructure logotype.

We also ask that you adhere to the following:

Do not pair the Instructure mark with partner logos without the dividing line. **Do not** use the Instructure name or marks as part of your own.

Always use the full Instructure lockup, **Do not** use Instructure logos in advertising without our explicit approval.

Please contact partnerships@instructure.com with any further questions.

Partnership Lockup: Instructure

Horizontal Lockup



A clear space
should be equal to
the height of the
Instructure cap height

A 2-point line separates the logos with a space that is equal to the width of the Instructure image mark

Stacked Lockup



When using this stacked lockup, the 2-point line separating the logos is the length of the Instructure logo with a space that is equal to the height of the Instructure image mark separating each logo from the line, top to bottom



Partnership Lockup

Instructure

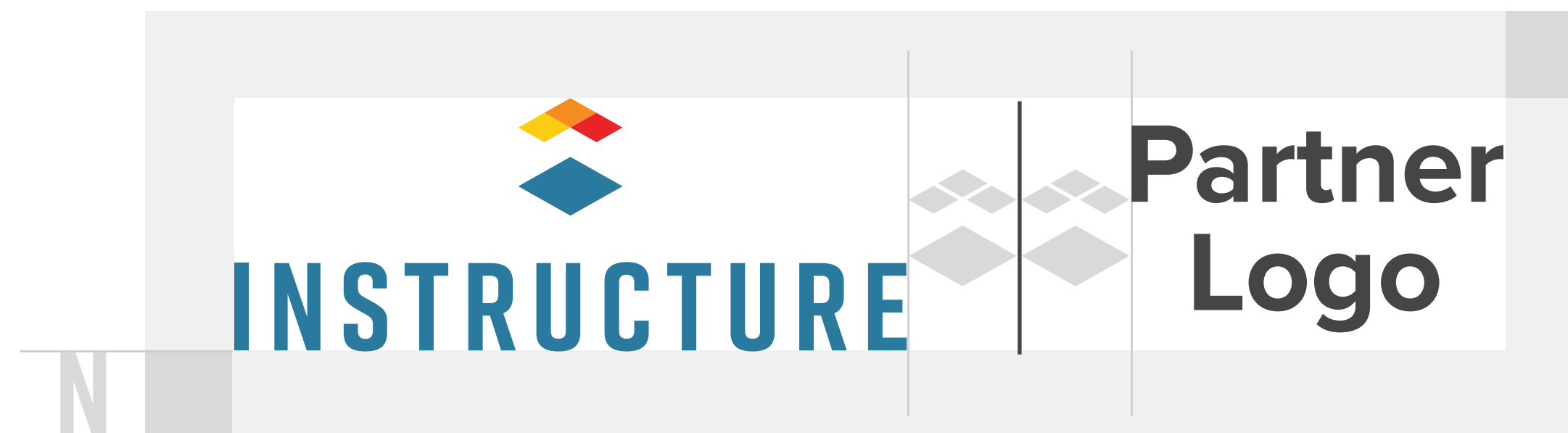
Alternate Option

The horizontal lockup is the preferred usage, but when space does not allow, our secondary vertical stacked logo can be used. There is no stacked top and bottom lockup.

Please contact partnerships@instructure.com with any further questions.

Partnership Lockup: Instructure

Horizontal Lockup



A clear space should be equal to the height of the Instructure cap height

A 2-point line separates the logos with a space that is equal to the width of the Instructure image mark

Stacked Lockup



When using this stacked lockup, the 2-point line separating the logos is the length of the Instructure logo with a space that is equal to the height of the Instructure image mark separating each logo from the line, top to bottom



Partnership Lockup

Canvas by Instructure

This partnership lockup is used for communication around approved Canvas by Instructure partnerships. Use this lockup if you provide services, sales, support, or integrations for Canvas LMS, Canvas Studio, and Canvas Catalog.

We lock up the Canvas by Instructure logo with a partner logo by placing the Canvas by Instructure logo to the left or top of the partner's logo. We add clear space between the logos that is equal to the width of the Canvas by Instructure image mark used for both sides of the line.

Both logos should feel equal in size. Partner logos should be aligned to the optical center of the Canvas by Instructure logotype.

We also ask that you adhere to the following:

Do not pair the Canvas by Instructure mark with partner logos without the dividing line.

Always use the full Canvas by Instructure lockup, never the logo or wordmark alone.

Do not use the Canvas by Instructure name or marks as part of your own.

Do not use Canvas by Instructure logos in advertising without our explicit approval.

Please contact partnerships@instructure.com with any further questions.

Partnership Lockup: Canvas by Instructure

Horizontal Lockup



A clear space should be equal to the height of the Canvas by Instructure cap height

A 2-point line separates the logos with a space that is equal to the width of the Canvas by Instructure image mark

Stacked Lockup



When using this stacked lockup, the 2-point line separating the logos is the length of the Canvas by Instructure logo with a space that is equal to the height of the Canvas by Instructure image mark separating each logo from the line, top to bottom



Partnership Lockup

Canvas by Instructure

Alternate Option

The horizontal lockup is the preferred usage, but when space does not allow, our secondary vertical stacked logo can be used. There is no stacked top and bottom lockup.

Horizontal Lockup



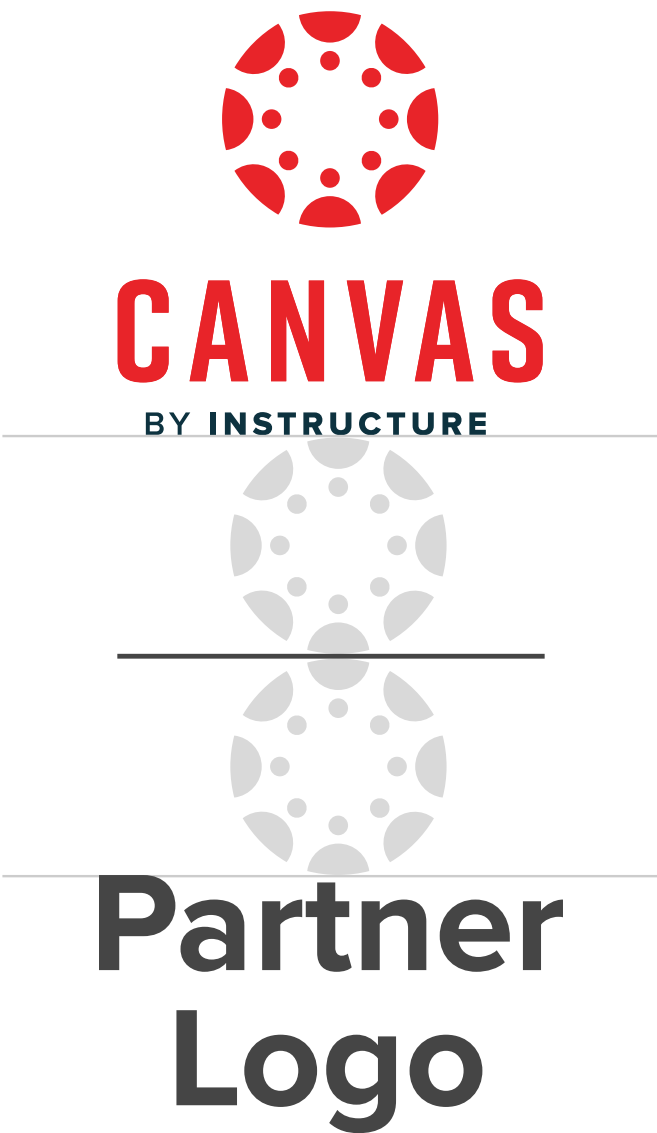
A clear space

should be equal to the height of the Canvas by Instructure cap height

A 2-point line

separates the logos with a space that is equal to the width of the Canvas by Instructure image mark

Stacked Lockup



When using this stacked lockup,

the 2-point line separating the logos is the length of the Canvas by Instructure logo with a space that is equal to the height of the Canvas by Instructure image mark separating each logo from the line, top to bottom

Please contact partnerships@instructure.com with any further questions.



Partnership Lockup

Mastery by Instructure

This partnership lockup is used for communication around approved Mastery by Instructure partnerships. Use this lockup if you provide services, sales, support, or integrations for Mastery Connect, Mastery Item Bank, Mastery Item Bank Supplemental, and Mastery View.

We lock up the Mastery by Instructure logo with a partner logo by placing the Mastery by Instructure logo to the left or top of the partner’s logo. We add clear space between the logos that is equal to the width of the Mastery by Instructure image mark used for both sides of the line.

Both logos should feel equal in size. Partner logos should be aligned to the optical center of the Mastery by Instructure logotype.

We also ask that you adhere to the following:

- Do not** pair the Mastery by Instructure mark with partner logos without the dividing line.

Always use the full Mastery by Instructure lockup, never the logo or wordmark alone.
- Do not** use the Mastery by Instructure name or marks as part of your own.

Do not use Mastery by Instructure logos in advertising without our explicit approval.

Please contact partnerships@instructure.com with any further questions.

Horizontal Lockup



A clear space should be equal to the height of the Mastery by Instructure cap height

A 2-point line separates the logos with a space that is equal to the width of the Mastery by Instructure image mark

Stacked Lockup



When using this stacked lockup, the 2-point line separating the logos is the length of the Mastery by Instructure logo with a space that is equal to the height of the Mastery by Instructure image mark separating each logo from the line, top to bottom



Partnership Lockup

Mastery by Instructure

Alternate Option

The horizontal lockup is the preferred usage, but when space does not allow, our secondary vertical stacked logo can be used. There is no stacked top and bottom lockup.

Horizontal Lockup



A clear space should be equal to the height of the Mastery by Instructure cap height

A 2-point line separates the logos with a space that is equal to the width of the Mastery by Instructure image mark

Stacked Lockup



When using this stacked lockup, the 2-point line separating the logos is the length of the Mastery by Instructure logo with a space that is equal to the height of the Mastery by Instructure image mark separating each logo from the line, top to bottom

Please contact partnerships@instructure.com with any further questions.



Partnership Lockup

Elevate by Instructure

This partnership lockup is used for communication around approved Elevate by Instructure partnerships. Use this lockup if you provide services, sales, support, or integrations for Elevate K-12 Analytics, Elevate Data Quality, Elevate Data Hub, Elevate Standards Alignment, and or Elevate Data Sync.

We lock up the Elevate by Instructure logo with a partner logo by placing the Elevate by Instructure logo to the left or top of the partner’s logo. We add clear space between the logos that is equal to the width of the Elevate by Instructure image mark used for both sides of the line.

Both logos should feel equal in size. Partner logos should be aligned to the optical center of the Elevate by Instructure logotype.

We also ask that you adhere to the following:

Do not pair the Elevate by Instructure mark with partner logos without the dividing line.

Do not use the Elevate by Instructure name or marks as part of your own.

Always use the full Elevate by Instructure lockup, never the logo or wordmark alone.

Do not use Elevate by Instructure logos in advertising without our explicit approval.

Please contact partnerships@instructure.com with any further questions.

Horizontal Lockup



A clear space should be equal to the height of the Elevate by Instructure cap height

A 2-point line separates the logos with a space that is equal to the width of the Elevate by Instructure image mark

Stacked Lockup



When using this stacked lockup, the 2-point line separating the logos is the length of the Elevate by Instructure logo with a space that is equal to the height of the Elevate by Instructure image mark separating each logo from the line, top to bottom



Partnership Lockup

Elevate by Instructure

Alternate Option

The horizontal lockup is the preferred usage, but when space does not allow, our secondary vertical stacked logo can be used. There is no stacked top and bottom lockup.

Please contact partnerships@instructure.com with any further questions.

Partnership Lockup: Elevate by Instructure

Horizontal Lockup



A clear space should be equal to the height of the Elevate by Instructure cap height

A 2-point line separates the logos with a space that is equal to the width of the Elevate by Instructure image mark

Stacked Lockup



When using this stacked lockup, the 2-point line separating the logos is the length of the Elevate by Instructure logo with a space that is equal to the height of the Elevate by Instructure image mark separating each logo from the line, top to bottom

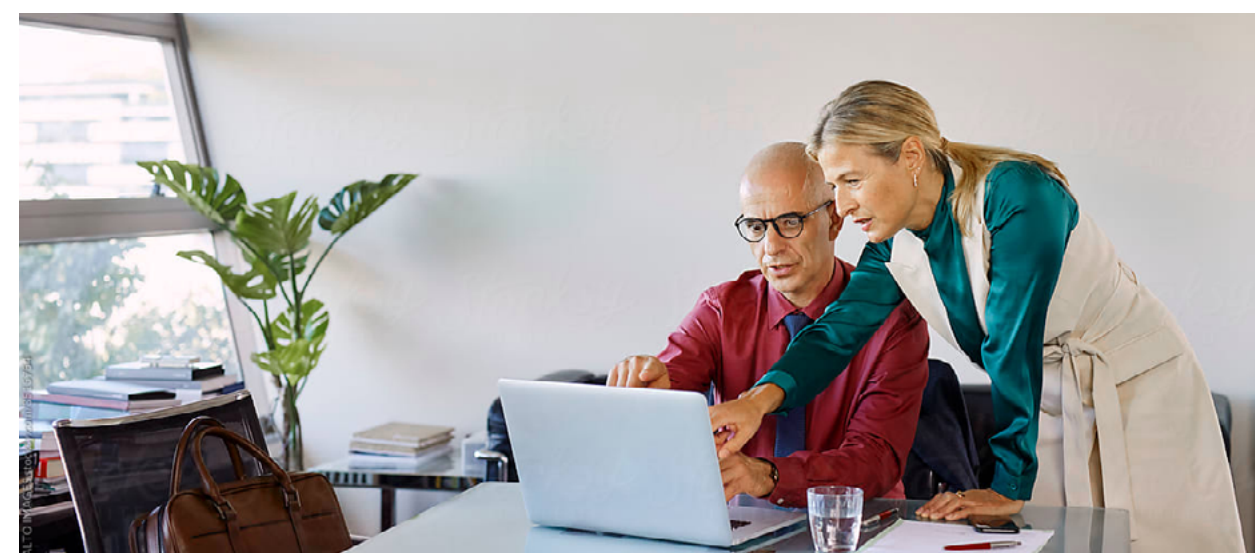


The Edtech Collective Image & Asset Library

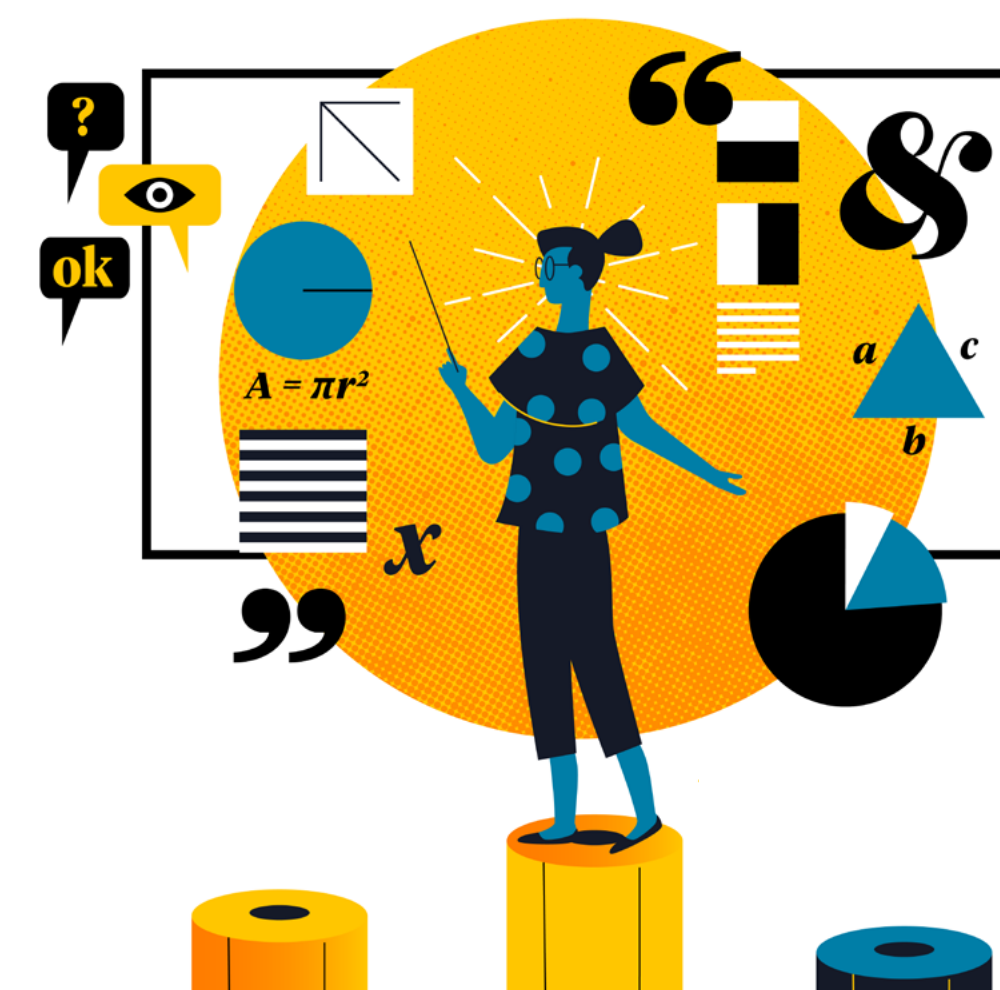
Contact the Instructure Partner team at partnerships@instructure.com for access to our partner library of assets or any further questions.

The Edtech Collective Logo

Photography



Illustrations



Shapes & Patterns





The Edtech Collective Messaging Guidelines

The Edtech Collective

When referencing your participation in The Edtech Collective, please include the descriptor “Instructure’s partner ecosystem” on first mention.

example:

WhoopClass has joined The Edtech Collective, Instructure’s partner ecosystem.

A few things to remember:

Always use “The”

(never just “Edtech Collective”).

Spell “Edtech” with a lowercase “t”

(not “The EdTech Collective”)

Need a Shorter/Simpler Option?

Refer to our partnership like so:

[Your company or product name] is an Instructure partner.

If relevant or applicable, clarify whether you’re an integration, services, or channel partner.

example:

WhoopClass is an Instructure integration partner that allows teachers and students to create surveys and polls within courses.

Integrations

When discussing your integration with one of Instructure’s products, please use the specific Instructure product name, followed by the clarifying statement “part of the Instructure Learning Platform” on first mention.

example:

WhoopClass integrates with Canvas LMS, part of the Instructure Learning Platform.

A current list of Instructure products and their name spellings can be found here:

<https://www.instructure.com/product/all-products>

Please contact partnerships@instructure.com with any further questions.

The Edtech Collective

Messaging Guidelines

General Partnership Messaging

Please use any of the following messaging in communications about your Instructure partnership:

Taglines

Together, we’re greater than the sum of our parts.

[Instructure or Instructure Product + You] = Better Together

These lines work well in outro cards, sign-offs, titles, etc

example:

WhoopClass is proud to be part of The Edtech Collective.

Together, we’re greater than the sum of our parts.

example:

Mastery by Instructure + WhoopClass = Better Together

Please contact partnerships@instructure.com with any further questions.

Partnership Goal Statements

Connect educators and students with the edtech they need to succeed.

Help educators discover tools to help them improve the learning experience.

Contribute to a more flexible, extensible, and open edtech environment.

Create an edtech ecosystem that adapts to the needs of educators and learners.

Value Props for Our Mutual Clients

<i>Openness</i>	<i>Extensibility</i>	<i>Security</i>
<i>Innovation</i>	<i>Connection</i>	<i>Privacy</i>
<i>Flexibility</i>	<i>Collaboration</i>	<i>Support</i>

The Official Edtech Collective Boilerplate

The Edtech Collective is Instructure’s partner ecosystem, where partners connect with innovative educators and educators discover tools to help them improve the learning experience. Instructure believes open collaboration makes its learning platform stronger, its customers more successful, and teaching and learning easier. By working with companies who are equally committed to learning, innovation, and technology, Instructure raises the bar for everyone.

Additional Resources

<https://www.instructure.com/media-resources>



THE EDTECH COLLECTIVE

Instructure Partner Ecosystem

Please contact partnerships@instructure.com
with any further questions.

[instructure.com/our-partners](https://www.instructure.com/our-partners)