



Brand Guidelines



Logo

Logo Lockups

Social Lockups

Color Variations

Scale

Clearspace

Partnerships

Things to Avoid



Logo

Logo Lockups

Optical kerning, refined weight, defined clear space, and two lockups help to make the logo instantly recognisable at all sizes and in all contexts.

Horizontal

The horizontal lockup option is our primary and preferred option for most applications.

Vertical

The vertical lockup option is our secondary option and best used in tight or vertically oriented applications such as portrait oriented business cards, social icons, 9x16 vertical video, etc.



Horizontal



Vertical



Logo

Colour Variations

The logo exists in six colour variations to enhance legibility on different backgrounds.

Full-Colour

Full-colour logos are our preferable variations. They should be used on light or dark backgrounds.

Monochrome

Monochrome variations exist for when a simpler solution is needed.

One-Colour

One-colour logo can be used when a simpler solution is needed.

Note: do not use white logo on **Mint** background. Do not use black logo on **Violet** background.



Full Colour Black



Monochrome Black



One Colour Purple



Full Colour White



Monochrome White



One Colour Green



Logo

Scale

Our logo is designed to scale to small sizes on print and screen. Two orientations have been provided to accommodate for portrait and landscape oriented applications.

Horizontal Smallest Size

15px tall (0.2 inches, 4mm).

Vertical Smallest Size

40px tall (0.6 inches, 10mm).



Horizontal



Minimum Size: 15px tall (0.2 inches, 4mm).

Vertical



Minimum Size: 40px tall (0.6 inches, 10mm).

Logo

Clearspace

Clearspace around the logo is equal to the icon width for both horizontal and vertical logo lockups.

Horizontal



Vertical



Logo

Partnerships

Aligning partnership logos should follow clearspace rules. The separating line between logos can be created using the vertical line glyph in the Roboto Thin typeface.

Note: to ensure that the two logos are not too far apart, the spacing between the logo and the separating line is set at half the width of the icon.



Horizontal Lockup



Vertical Lockup



Logo

Things to Avoid

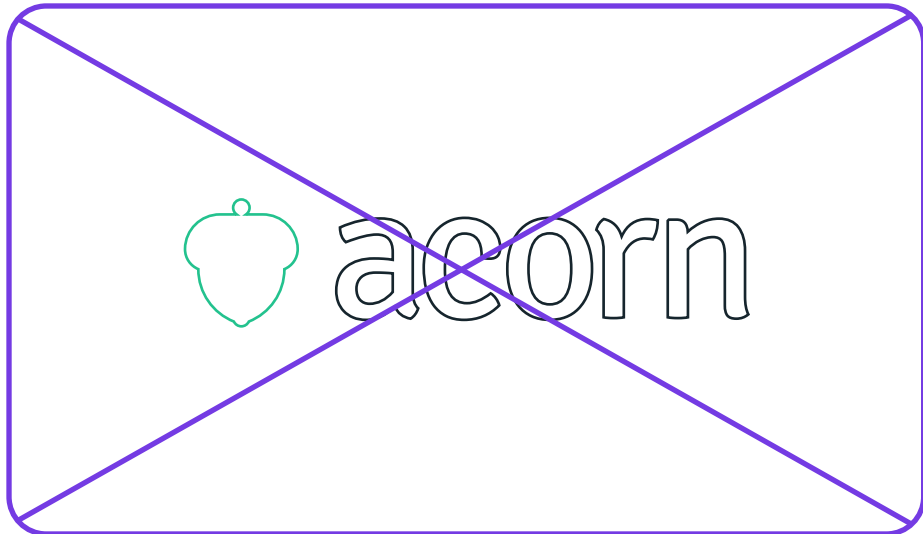
- 1. Do not distort any portion of the logo.
Do not overlay different colours or graphics.
- 2. Do not outline or create a key line around the logo.
- 3. Do not change the colours of the logo to any not specified in this guide.
- 4. Do not exchange the typeface of the Acorn logotype.
- 5. Do not place the logo on a background that reduces its legibility.
- 6. Do not add any additional graphical elements not specified in this guide.

1.



Do not distort any portion of the logo.

2.



Do not outline or create a key line around the logo.

3.



Do not change the colours of the logo to any not specified in this guide.

4.



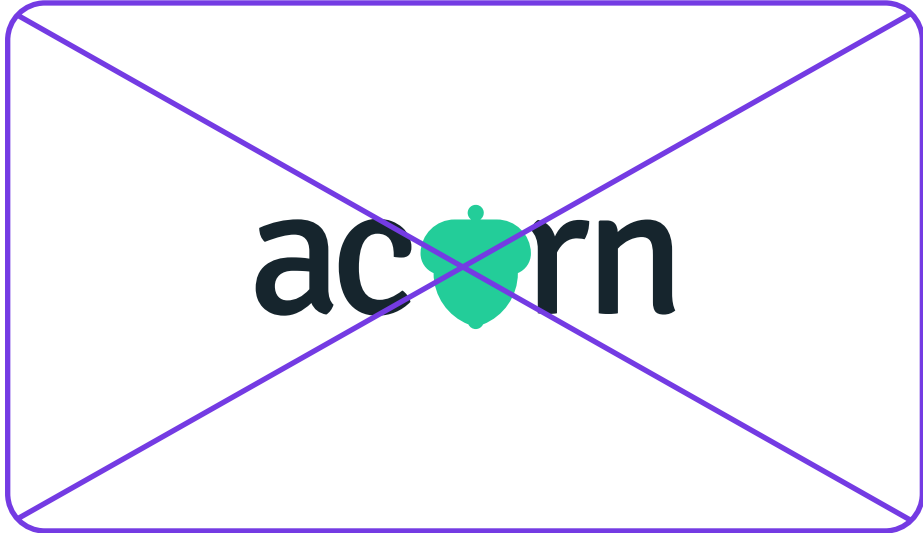
Do not exchange the typeface of the Acorn logotype.

5.



Do not place the logo on a background that reduces its legibility.

6.



Do not add any additional graphical elements not specified in this guide.

Colour

Colour Palette

Shades and Accessibility

Things to Avoid



colour

Colour Palette

Our colours are how we express ourselves in the most direct, Acorn way possible.They are designed to reflect the youthful and contemporary energy of the Acorn brand.

Digital

Use RGB colour values for all digital applications.

Print

Use Pantone colour values when printing stationery or logo to ensure correct branding colour. Use CMYK colour values for all other print applications.

Core Colours

Mint (Green)

C:64 M:0 Y:50 K:0

R:35 G:219 B:167

HEX: #23DBA7

Violet (Purple)

C:70 M:75 Y:0 K:0

R:116 G:59 B:252

HEX: #743BFC

Highlight Colours

Blush (Red)

C:2 M:83 Y:36 K:0

R:234 G:82 B:116

HEX: #EA5274

Sunray (Yellow)

C:0 M:35 Y:98 K:0

R:252 G:176 B:26

HEX: #FCB01A

Neutral Colours

Gunmetal (Black)

C:84 M:69 Y:58 K:66

R:22 G:37 B:45

HEX: #16252D

White

C:1 M:0 Y:0 K:0

R:251 G:251 B:251

HEX: #FBFBFB

Colour

Shades & Accessibility

Shades

Shades are a valuable tool for enhancing the depth of compositions while maintaining the essence of the brand's primary colour value. They are created by utilising three opacity intervals: 50%, 20%, and 10%.

Accessibility

When focusing on accessibility, aim for AA or AAA WCAG accessibility between background and foreground colours.

10% OPACITY C:7 M:0 Y:4 K:0 R: 233 G:251 B:246 HEX: #E9FBF6	20% OPACITY C:15 M:0 Y:9 K:0 R: 211 G:248 B:237 HEX: #D3F8ED	50% OPACITY C:38 M:0 Y:26 K:0 R: 145 G:137 B:211 HEX: #91EDD3
10% OPACITY C:4 M:7 Y:0 K:0 R: 241 G:235 B:255 HEX: #F1EBFF	20% OPACITY C:9 M:15 Y:0 K:0 R: 227 G:216 B:254 HEX: #E3D8FE	50% OPACITY C:31 M:38 Y:0 K:0 R: 185 G:157 B:253 HEX: #B99DFD
10% OPACITY C:0 M:7 Y:1 K:0 R: 253 G:237 B:241 HEX: #FDEDF1	20% OPACITY C:0 M:16 Y:3 K:0 R: 251 G:220 B:227 HEX: #FBDCE3	50% OPACITY C:0 M:42 Y:11 K:0 R: 244 G:168 B:185 HEX: #F4A8B9
10% OPACITY C:0 M:2 Y:8 K:0 R: 255 G:247 B:232 HEX: #FFF7E8	20% OPACITY C:0 M:5 Y:19 K:0 R: 254 G:239 B:209 HEX: #FEEFD1	50% OPACITY C:1 M:15 Y:52 K:0 R: 253 G:215 B:140 HEX: #FDD78C
10% OPACITY C:8 M:5 Y:5 K:0 R: 231 G:233 B:234 HEX: #E7E9EA	20% OPACITY C:17 M:12 Y:12 K:0 R: 208 G:211 B:213 HEX: #D0D3D5	50% OPACITY C:49 M:36 Y:35 K:2 R: 138 G:146 B:150 HEX: #8A9296

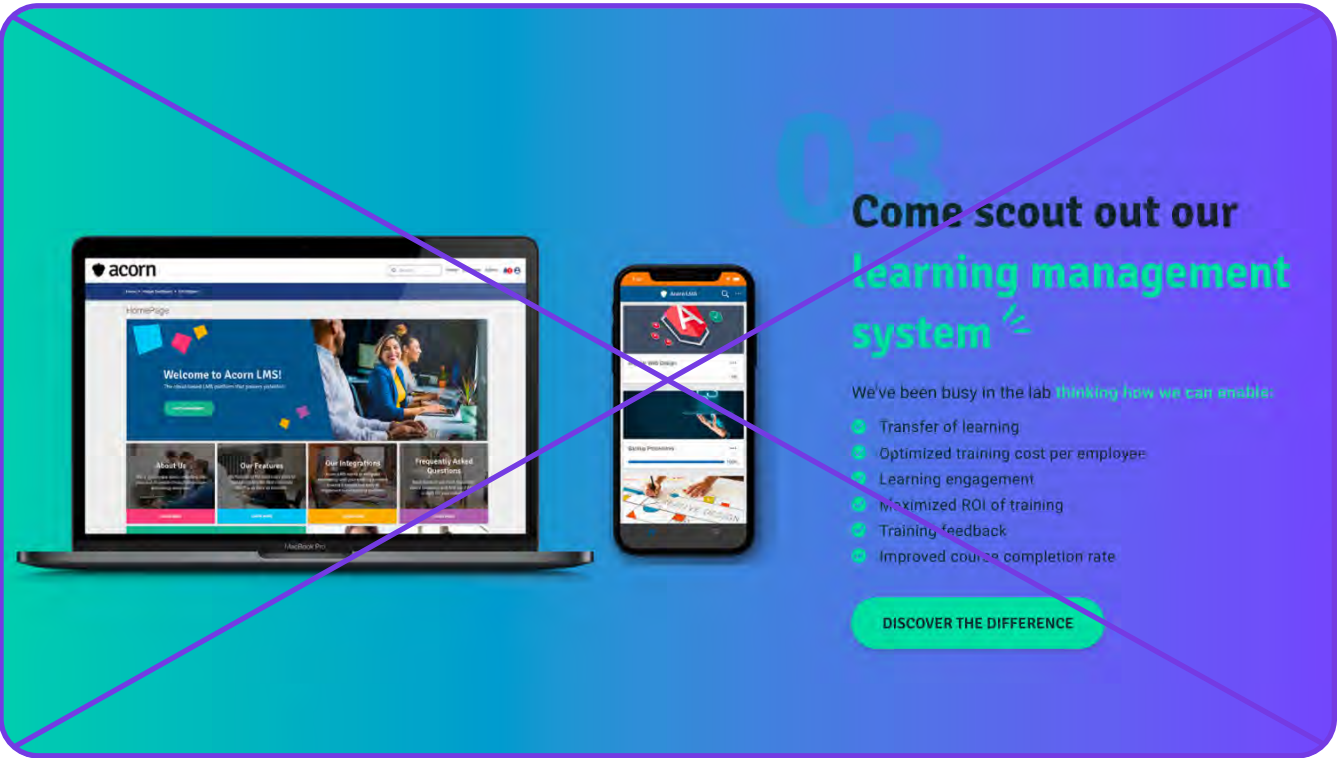
Colour

Things to Avoid

- 1. Do not use 100% colour gradients, **unless specified.**
- 2. Do not create new colours.
- 3. Do not use more than one emphasis colour to highlight a headline.
- 4. Do not use **Mint** to emphasise words on a white background.

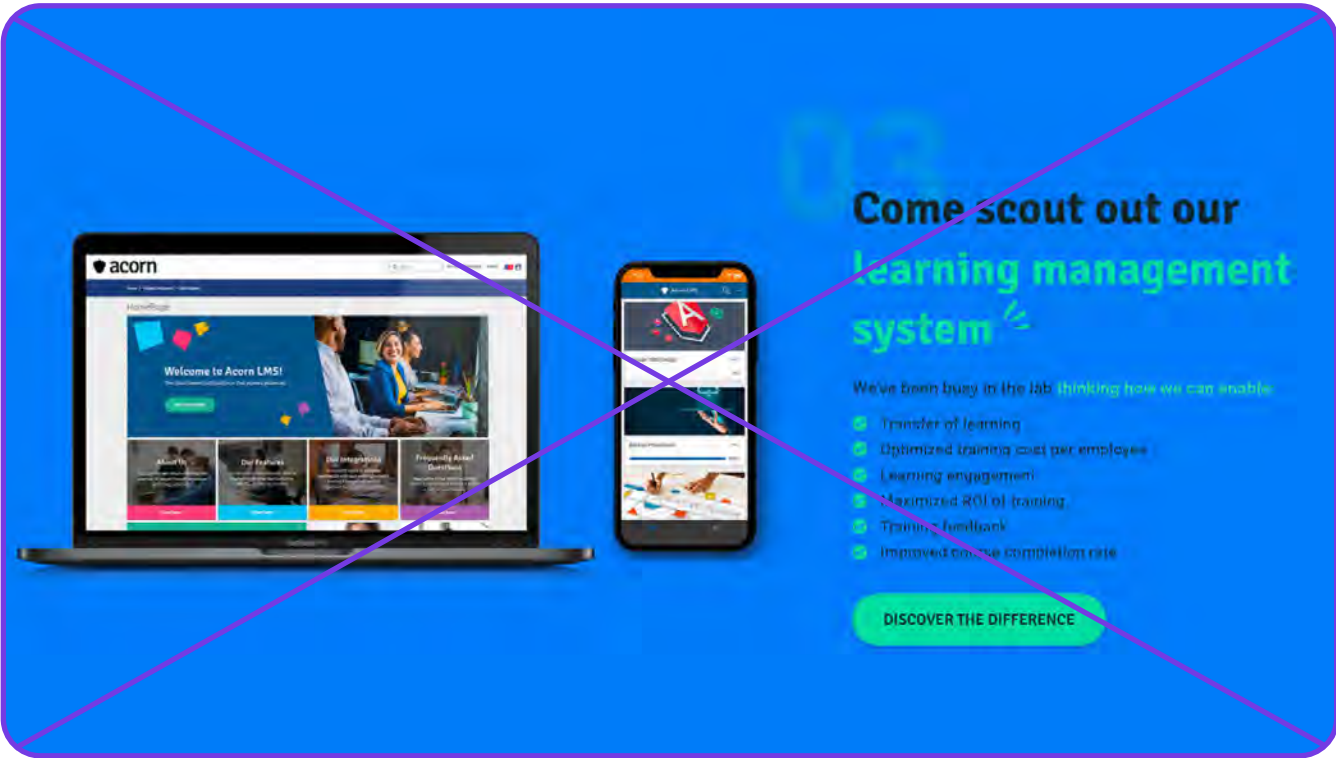


1.



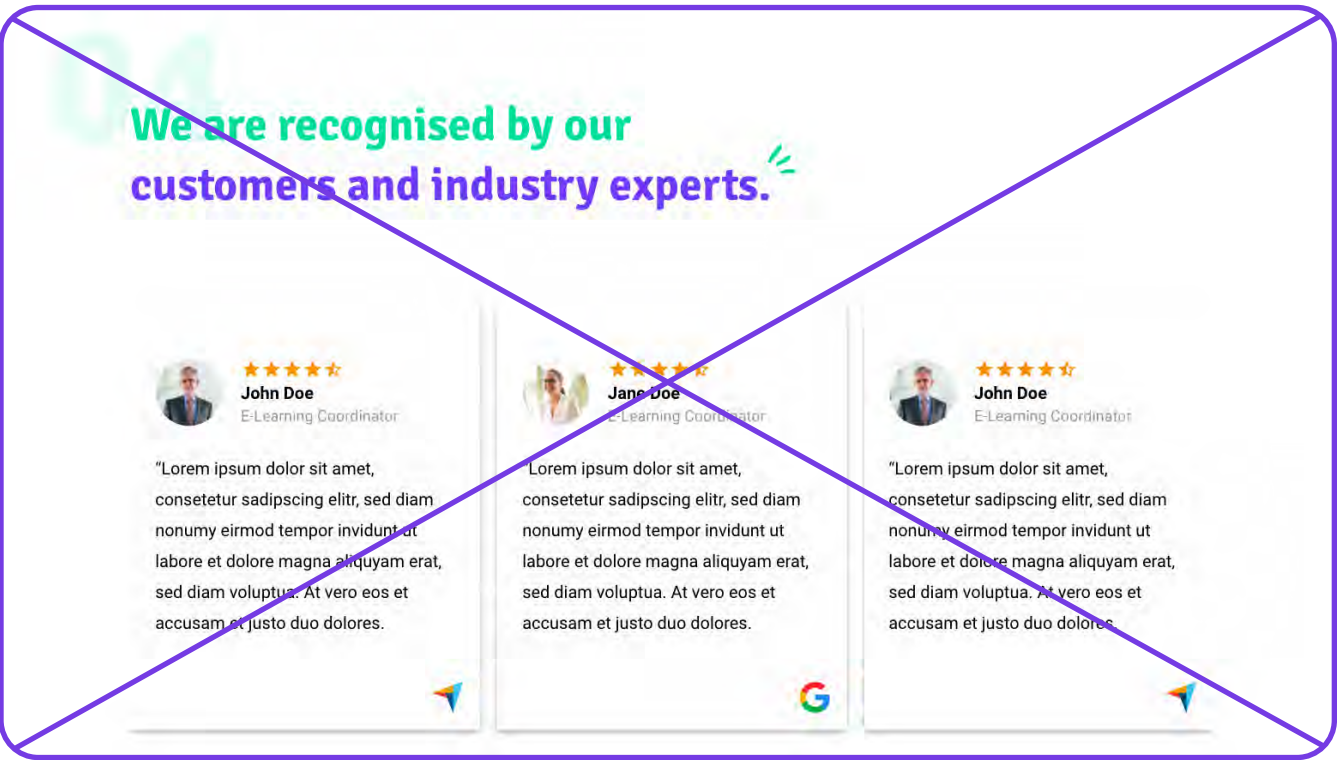
Do not use 100% colour gradients, **unless specified.**

2.



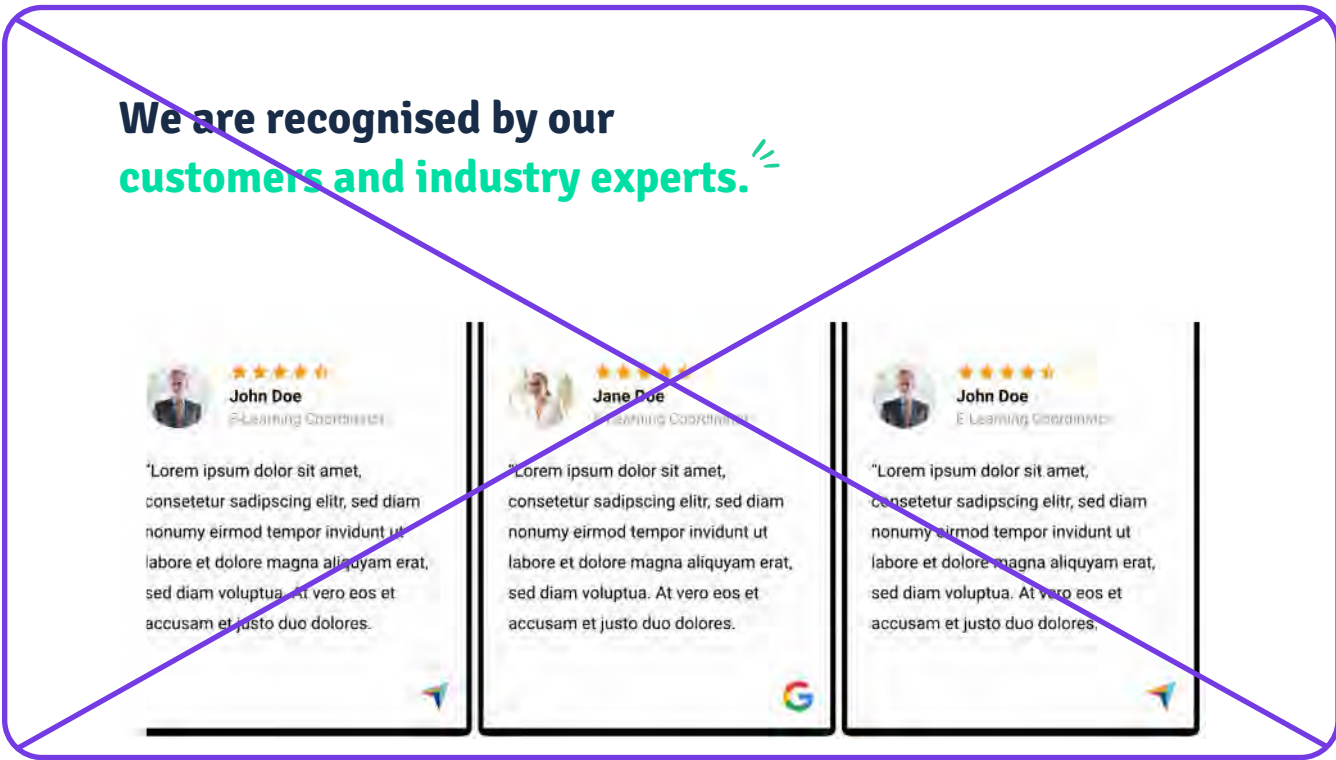
Do not create new colours.

3.



Do not use more than one emphasis colour to highlight a headline.

4.



Do not use **Mint** to emphasise words on a white background.

Typography

Brand Typefaces

Hierarchy Example

Things to Avoid

3

Typography

Brand Typefaces

Our typefaces are Signika, Roboto and Gochi Hand.

Signika

Our primary typeface, used for Acorn logotype, headlines and subheads.

Roboto

Our secondary typeface, used for body copy and captions.

Gochi Hand

Our tertiary typeface, used only for emphasis.

Signika

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gochi Hand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Hierarchy Example

It is important to organise typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

Emphasis
Gochi Hand (24px)
Leading: 130%

Headline
Signika Bold (36px)
Leading: 130%

Subhead
Signika Semibold (24px)
Leading: 130%

Body
Roboto Regular (16px)
Leading: 150%

Button
Signika Semibold (16px)
Leading: 150%

47px

The #1 purpose of L&D is to help your organization achieve its goals by developing employee capabilities.

47px

Engaged teams for the win

32px

We preach about:

- Gamification
- Tailored training content
- and online courses that drive engagement

Why so? Boost:

- Retention
- Productivity
- and performance

32px

BOOK A DEMO

We believe whichever LMS system you select, they should be on the hook for this too.

Real-time Reporting

Why wait for what you need? Delayed gratification is so 1994.

Acorn learning management system has a centralized database for:

- Tracking attendance
- Monitoring evaluations
- Easy access
- FedRAMP compliant storage

Typography

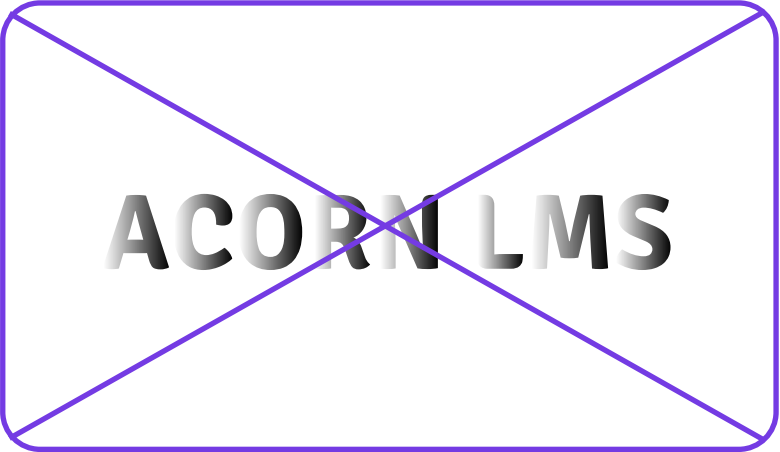
Things to Avoid

- 1. Don't use the wrong typeface.
- 2. Don't apply gradients to type.
- 3. Don't put pictures or patterns in type.
- 4. Don't stack type.
- 5. Don't lead too much, refer to type system.
- 6. Don't lead too little, refer to type system.
- 7. Don't stretch, skew, or distort text in any way.
- 8. Don't apply drop shadows or other effects.
- 9. Don't use the bold font weight for text copy.

1.



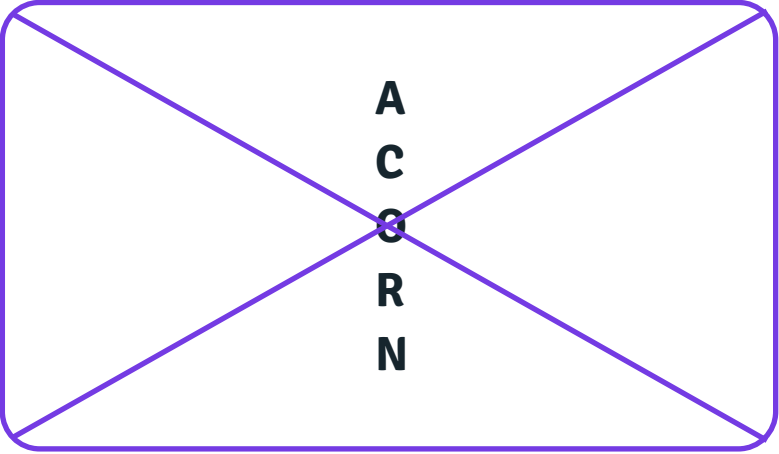
2.



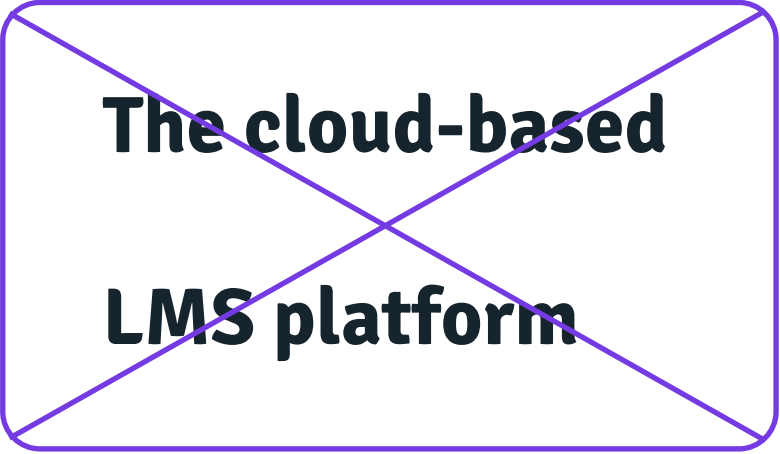
3.



4.



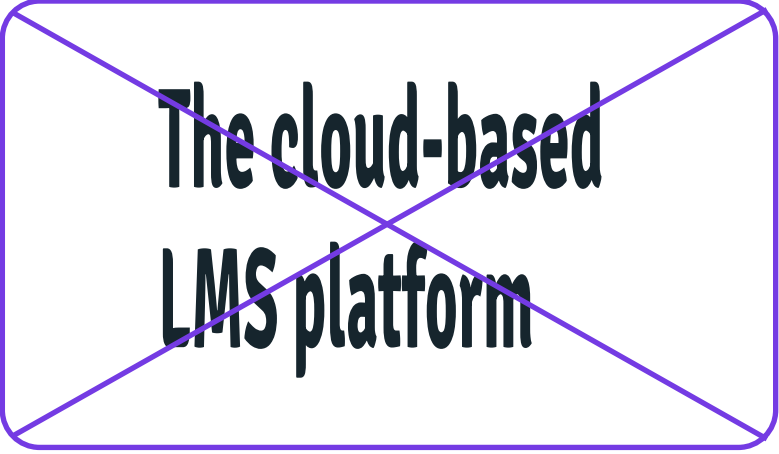
5.



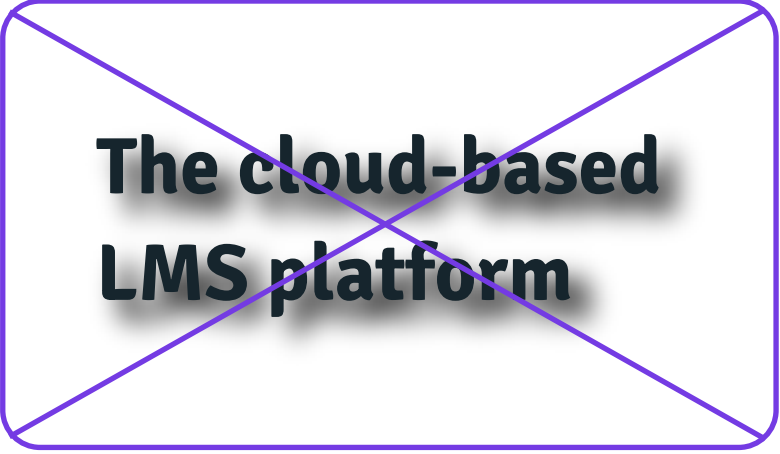
6.



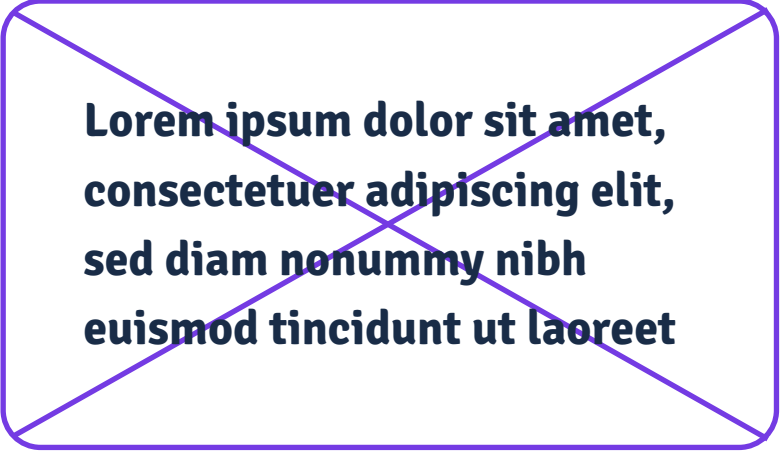
7.



8.



9.



Visual

Emphasis Marks

Icons



Visual

Emphasis Marks

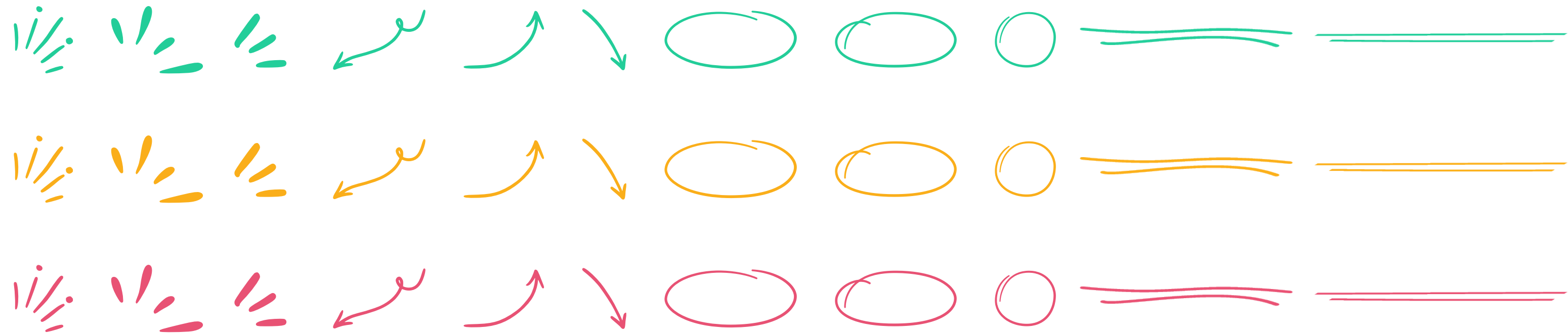
Hand-drawn marks are ideal for grabbing the audience’s attention. These unique elements serve to remind customers of the human behind the business and have a significant impact on the emotional resonance. It is effective to use marks to emphasise information and to make content stand out on the page.

Use

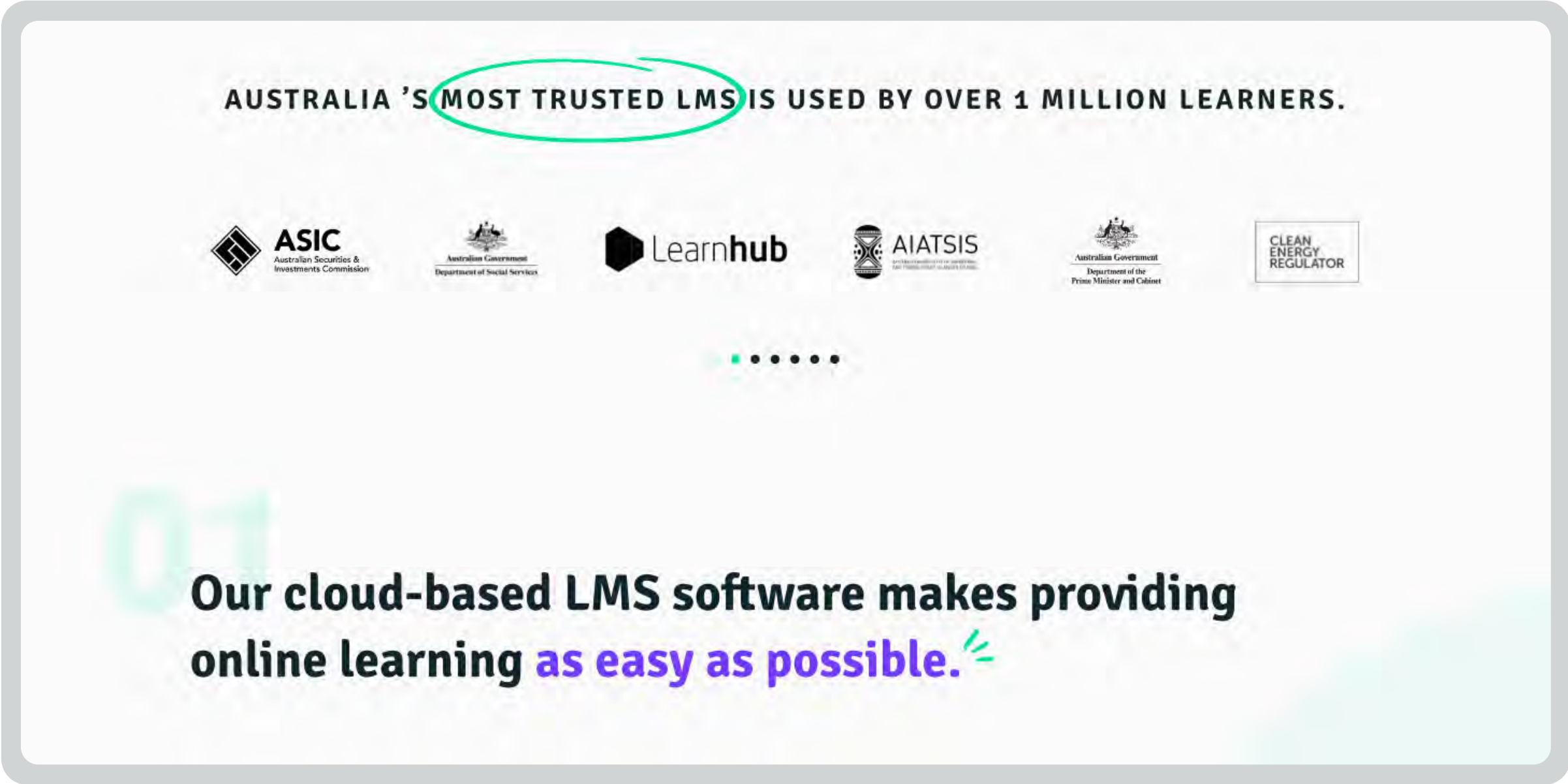
Emphasis marks should be added to headlines or subheads.

Note: limit the use of emphasis marks. Too much emphasis is as just bad as no emphasis.

Emphasis Lines



Application



Visual

Icons

The preferred style for our icons are half solid, half outlined (Style 1). If it is too hard to find icons in that style, then opt to use solid icons (Style 2). Please don't use outlined icons or ones that have thin details (Style 3).

Icon Grid

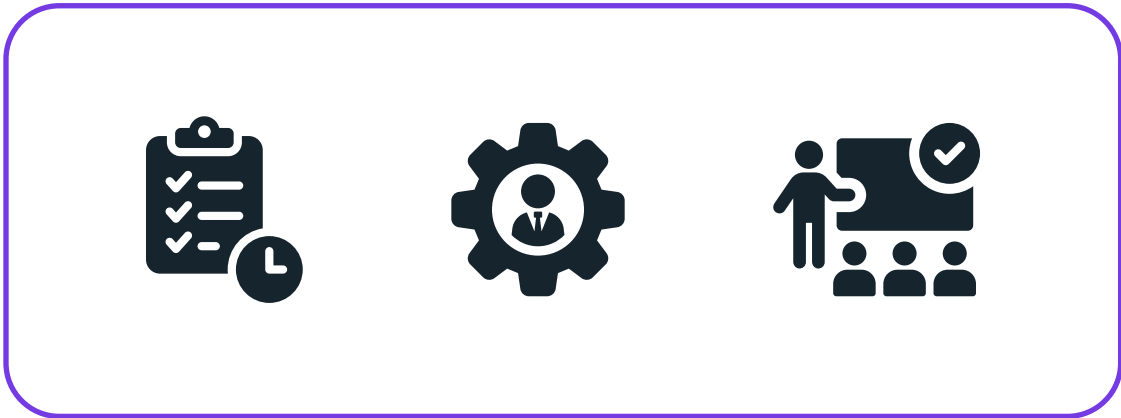
To ensure that icons maintain visual consistency, a grid of 16 pixels in height and 20 pixels in width is used to accommodate icons with a wider base.

Single Coloured Icons

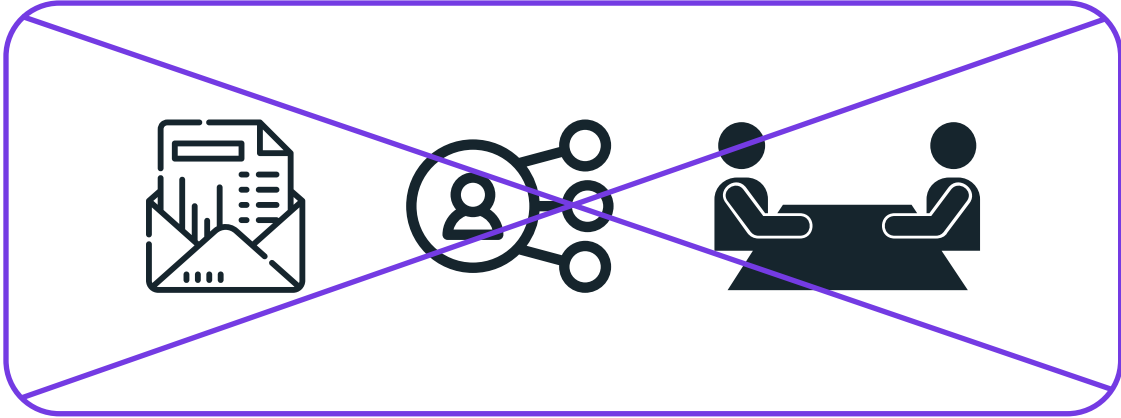
Coloured icons use colour to emphasise the objective and express the smaller details. They are a great way to add some life into an icon, especially a brand logo.



Style 1: preferable

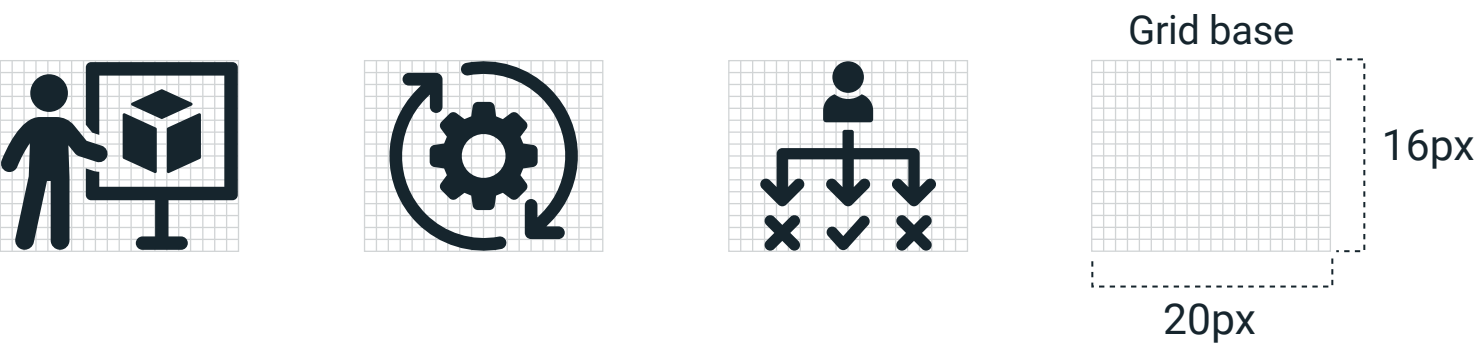


Style 2: second preference



Style 3: definitely not use

Icon Grid



Single Coloured Icons

