



The Glean Brand Book

Our branding guidelines 2022

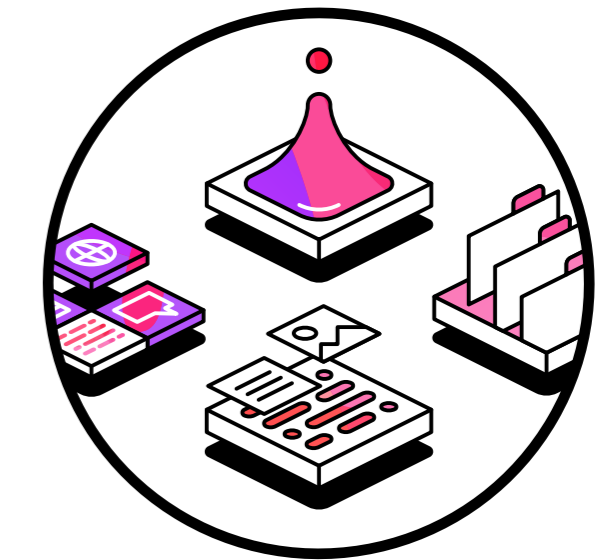
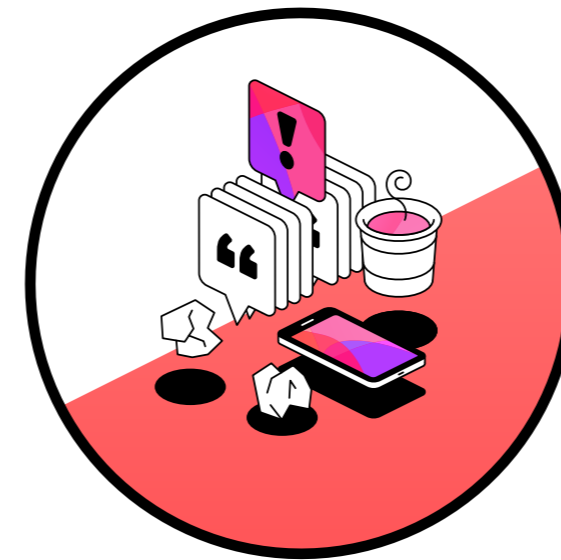
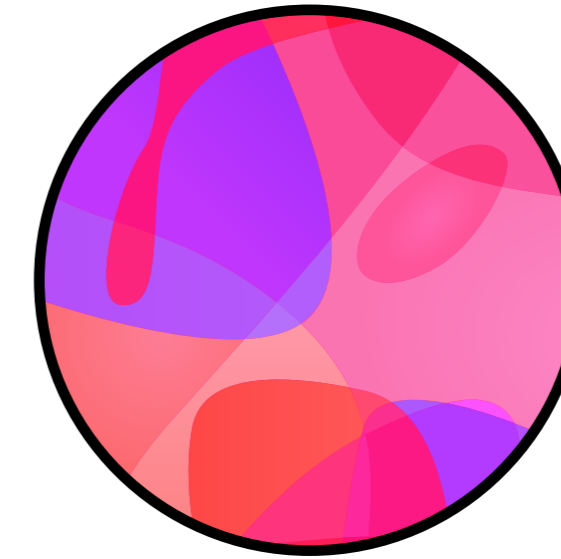
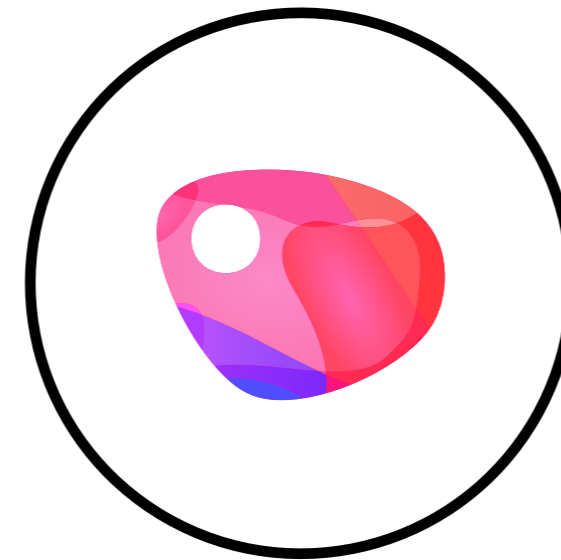


Brand palette

These are the key codes that form our brand; the design, story and authority that is Glean.

At each touch point with our brand, we should endeavour to include a number of these codes.

- The Glean logo
- The Glean Symbol
- The Pattern
- The Wedge and house illustration
- Learning messaging
- The CORI process
- Our CEO and visionary

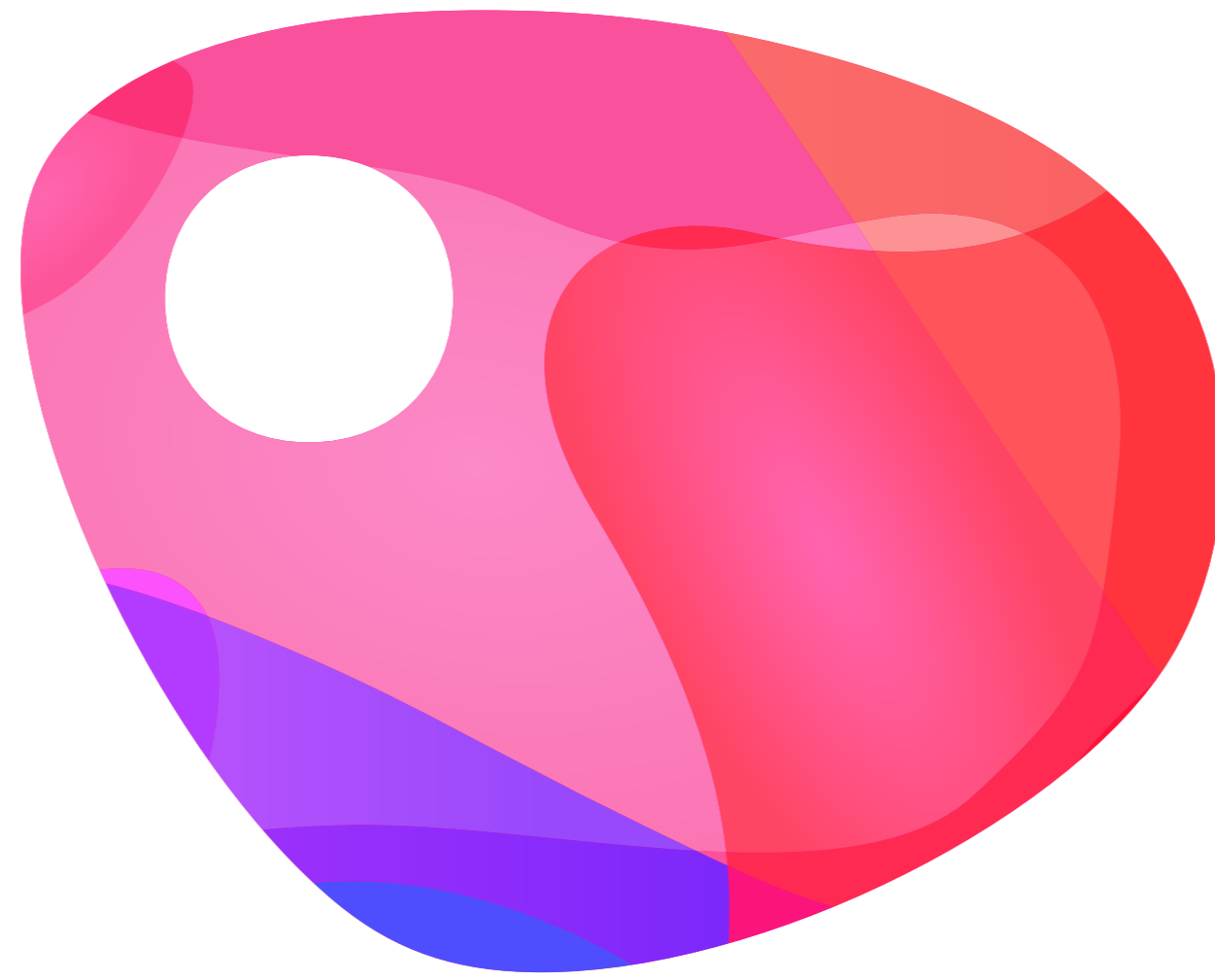


The Glean logo

Wordmark



Symbol

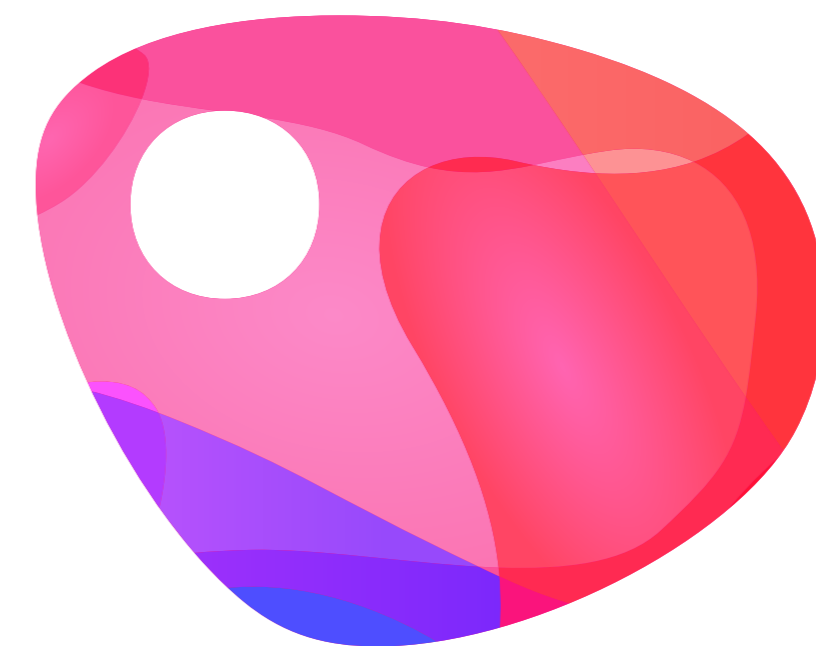


Logo usage

Which logo?

In most instances, use the full wordmark logo.

The coloured symbol can be used for social media profile pictures and anywhere else where the wordmark will not fit.



Logo usage

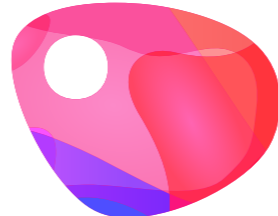
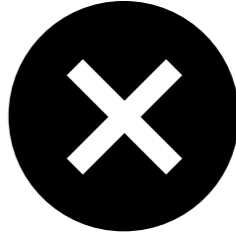
Do's and do not's

Do not stretch, warp or otherwise transform the logo.

Allow ample empty space around the logo.

Do not invert the logo. Our black logo may be used on any of our brand colours, but will primarily appear on white.

Do not use the pattern symbol on any other background besides white.



The Glean pattern

The Glean pattern

Our pattern

The pattern represents our world of information overload: it symbolises the overwhelming profusion of information in our tech-centred lives.

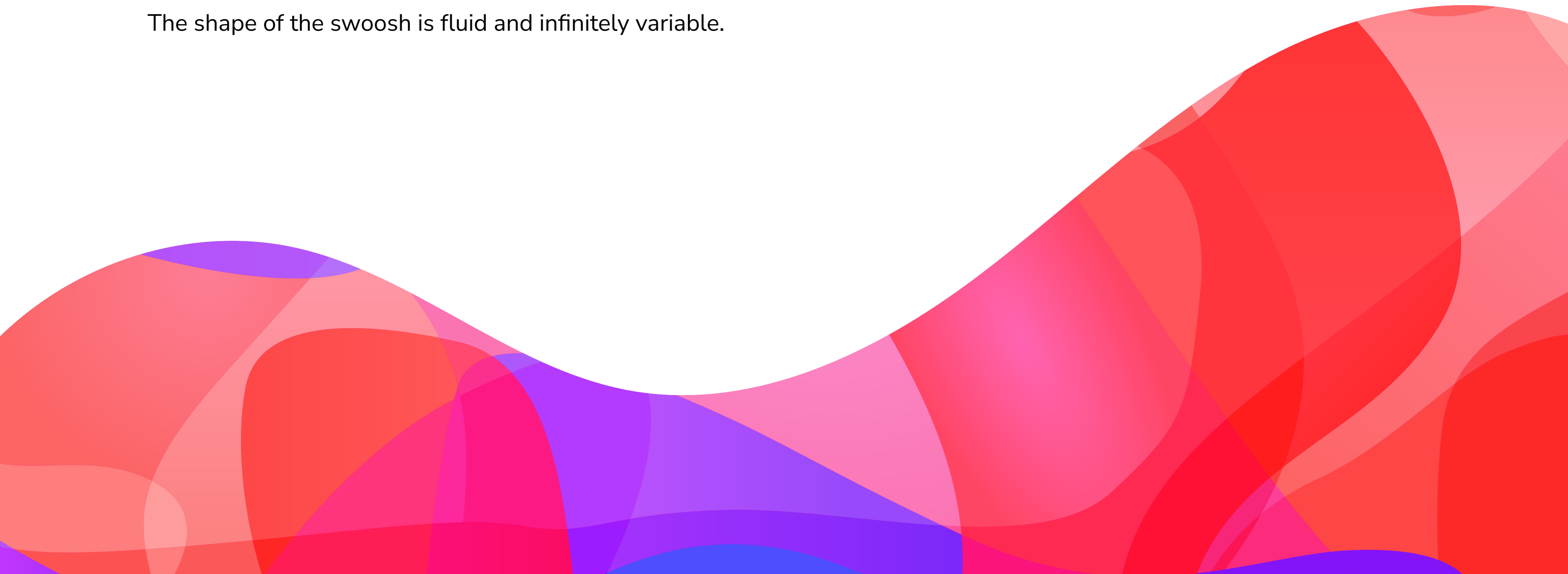


The swoosh

Overload

The 'swoosh' graphic is used to represent a sea of information, disorganised and uncontrolled. It is generally used as a background element, footer, or on slideshow titles etc.

The shape of the swoosh is fluid and infinitely variable.

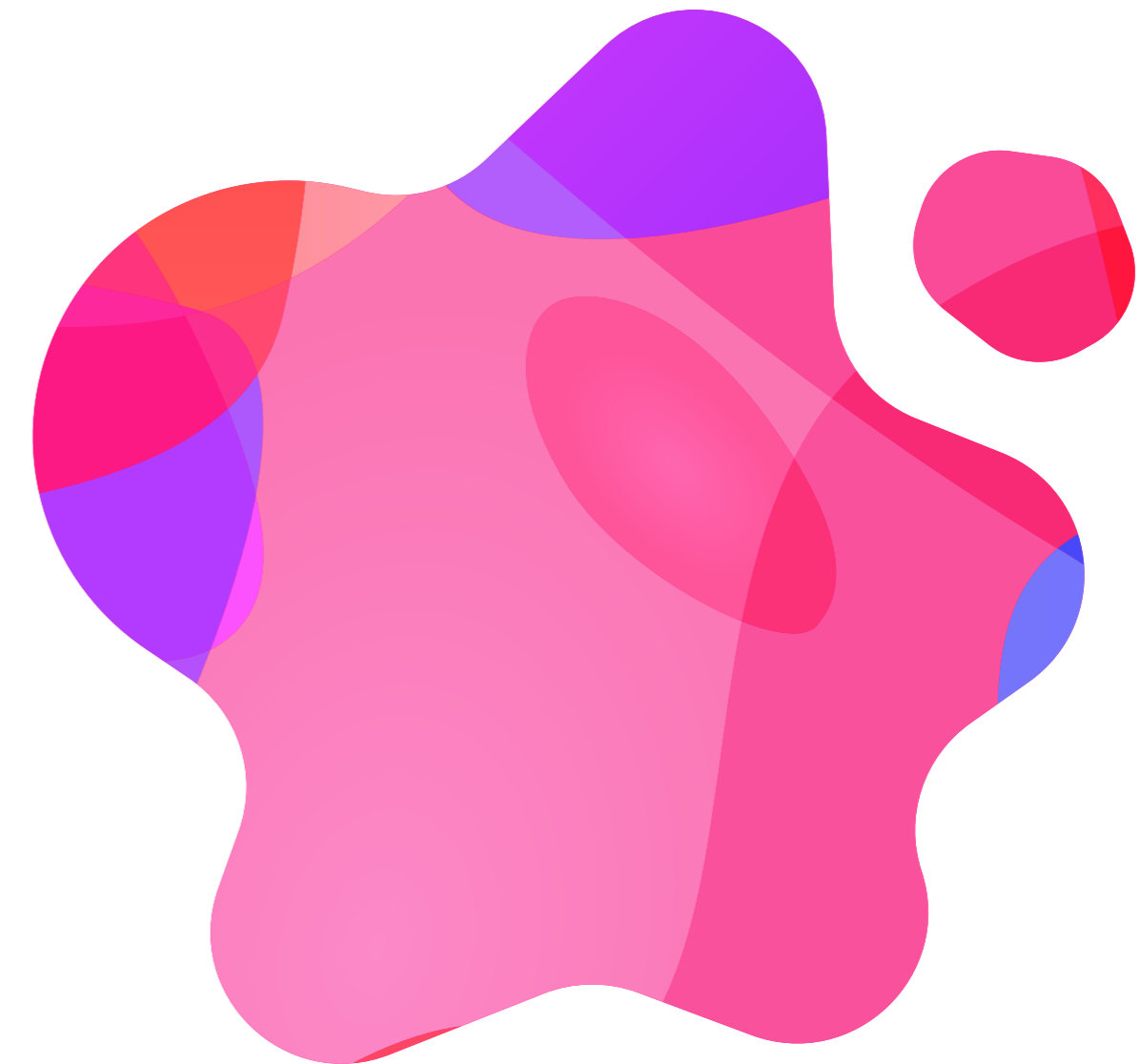


The blobs

Containment

The container 'blob' graphics represent information that has been captured and organised. It suggests a more manageable, contained piece of the sea of information in our 'swoosh', ready to be studied from.

These blobs can appear in an infinite variety of shapes, and can be used in conjunction with photography, screenshots and mockups.

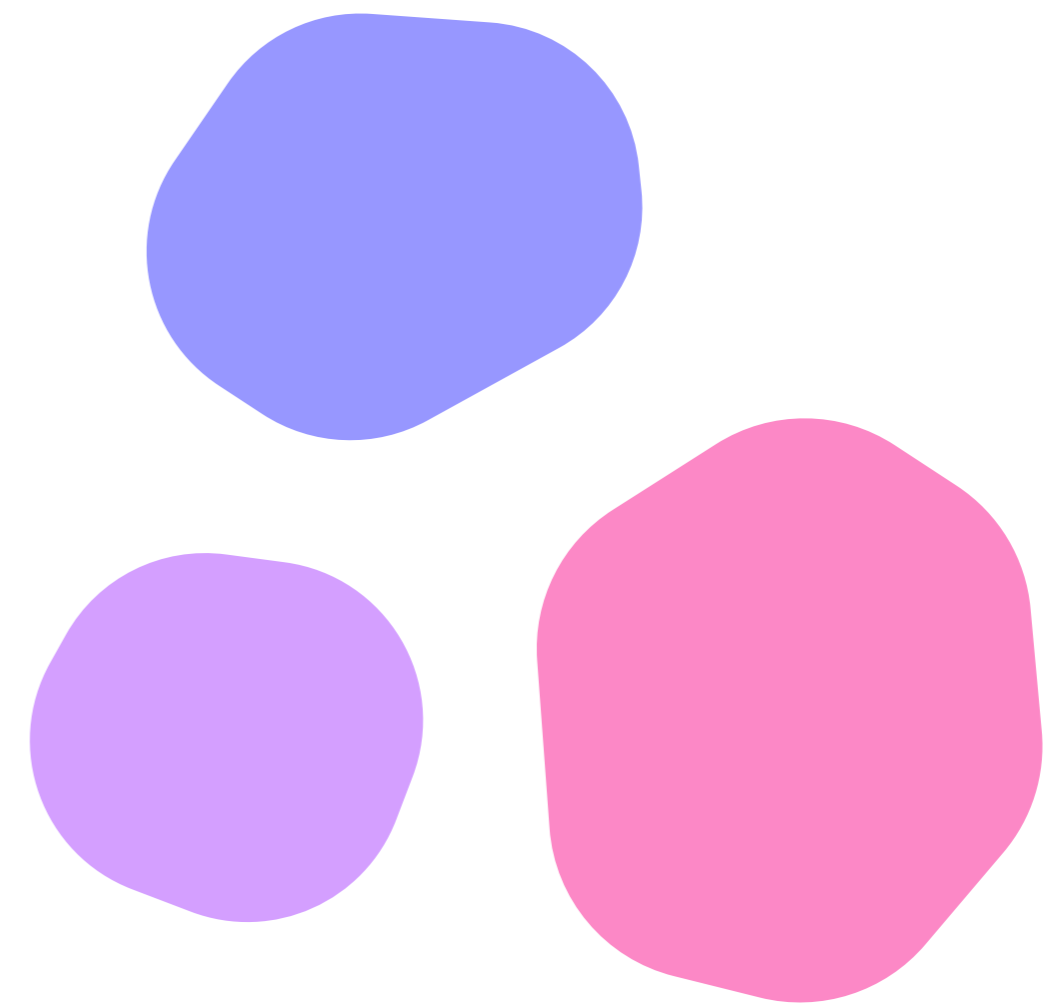


The gems

Refinement

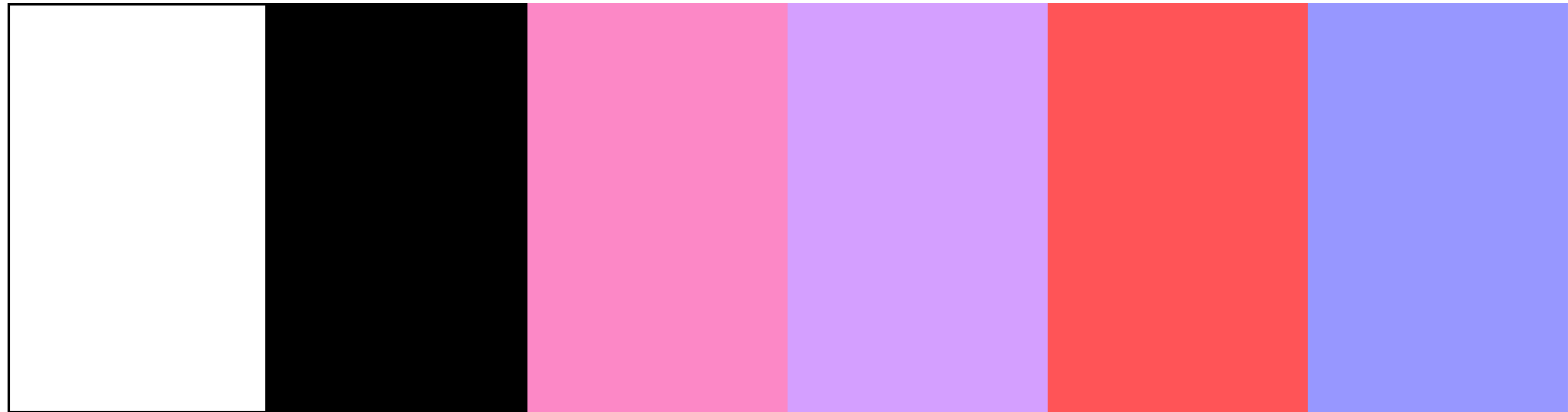
The refined, single colour 'gem' graphics are used to represent the organised information resulting from study. They are gems of knowledge and insight ready to be integrated into wider learning processes.

In the brand visuals, these can be used in conjunction with photography or iconography.



The Glean palette

Palette and hierarchy



#FFF

#000

#FC88C6

#D49FFF

#FF5457

#9797FF

Tertiary colours



#FFDA69



#00C6B2



#FFA343

*Tertiary colours are only to be used in charts etc.
where the secondary colours have already been used.

Fonts and typography

Fonts

Poppins (bold) for headers

Poppins (light) for subheaders

Nunito Sans (regular) for body copy. We may also use **Nunito Sans (extra bold) for emphasis in body copy.**
We always allow ample line spacing in all of our type to maximise legibility. **For Google Slides, set line width to 1.5x**

“Poppins (light) can also be used for pull quotes within body copy.”

Use this page as a guide for sizing hierarchy between headers and body copy.

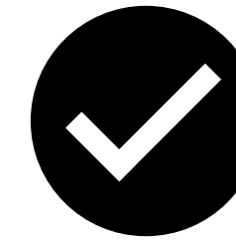
Type accessibility

Our text is black by default

When used on white, or our secondary brand colours, our black text is **AA or AAA** WCAG accessible.

We do not invert text colours, or use text in our brand colours other than black.*

*With the exception of UI text in Dark Mode.



Black text is AA+ accessible over all our brand colours



White text over our colours fails most contrast tests

Illustration

House illustration style

Illustration

Our illustrations are primarily 'scenes' of common objects that either literally or metaphorically represent abstract concepts. The pattern shows through these objects, representing raw, unrefined information.



Illustration principles

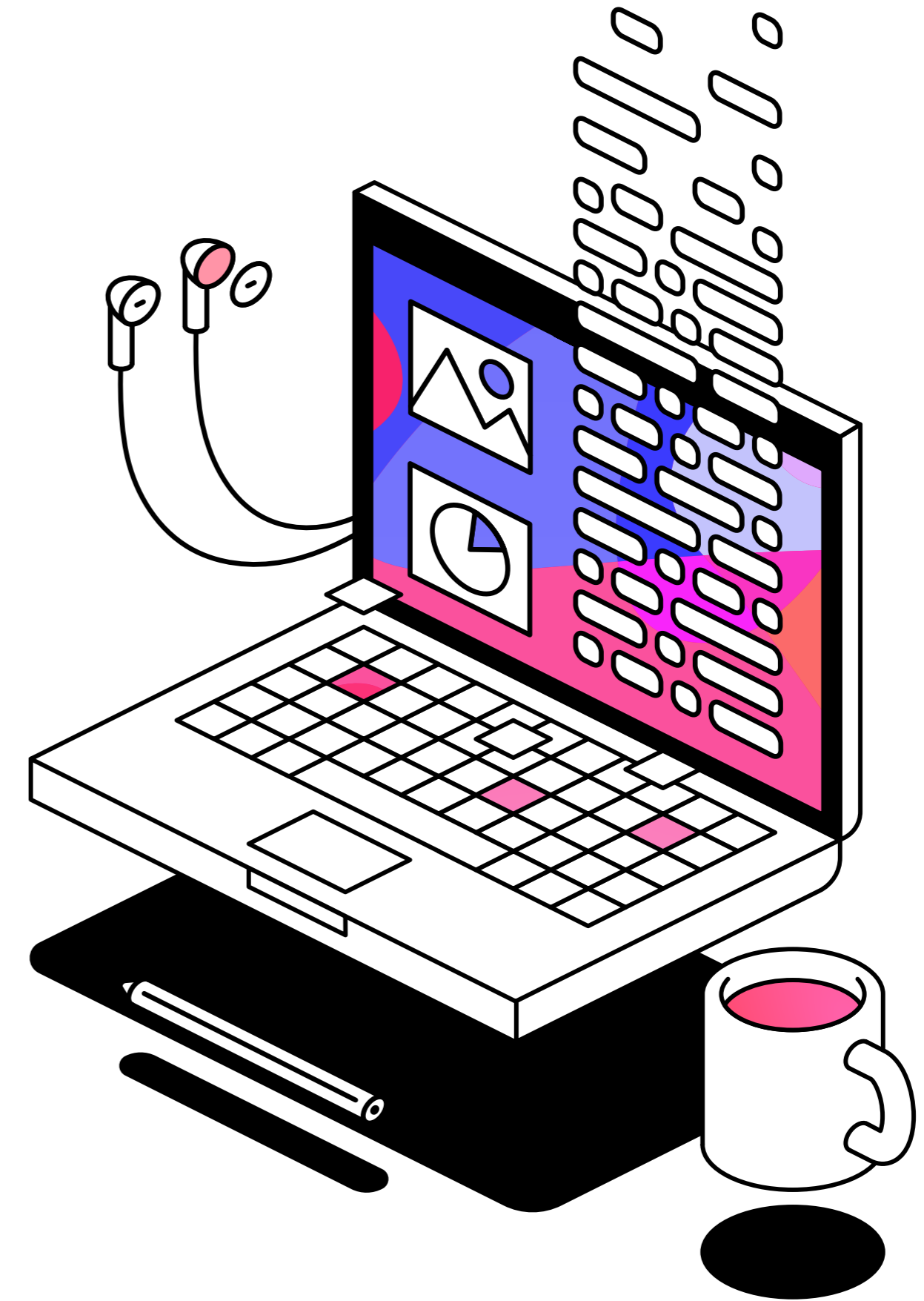
Illustration

Our illustrations are black and white, with the pattern inset where appropriate. They are drawn in an isometric style, at a 2:1 ratio angle.

Objects are deconstructed and set at different heights as denoted by their shadows.

All objects within a scene are at the same scale, but scale may differ between scenes.

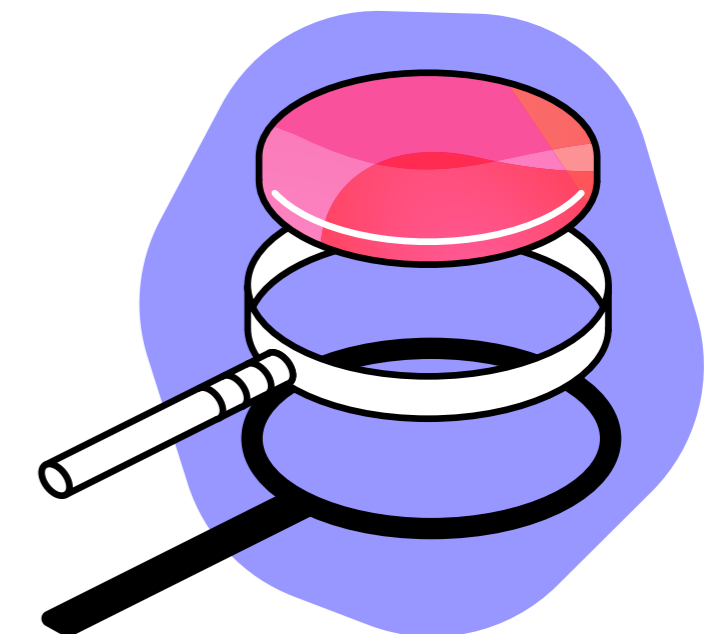
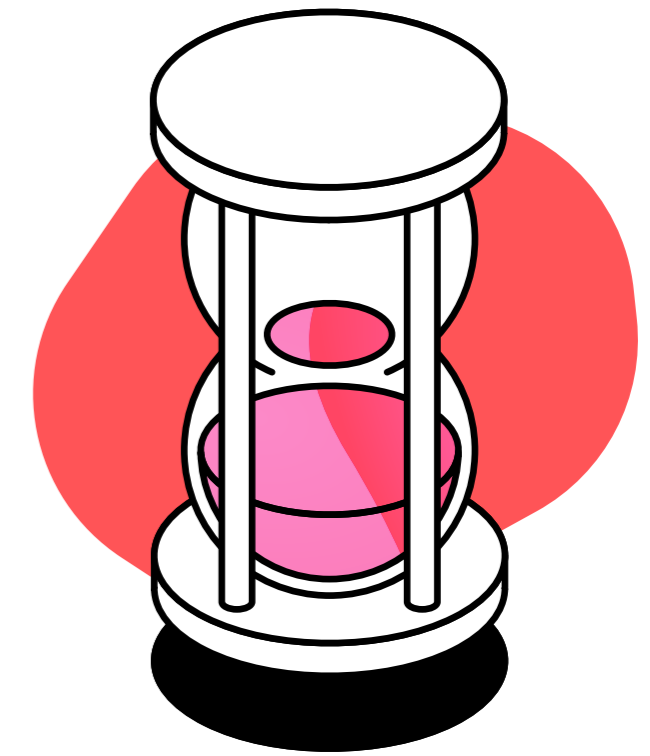
Illustrations may be used on white or coloured gradient backgrounds, or set overlapping a pattern swoosh.



Icons

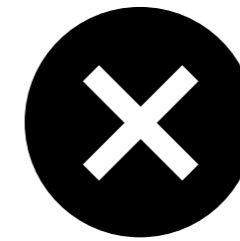
Where icons are more appropriate than full illustrations, single objects may be used. These appear over our 'gems' graphics. Example uses include lists and smaller graphics such as video thumbnails.

Single objects can also be used where a full scene would either be distracting or would require shrinking beyond acceptable fidelity.



Incorrect usage

Icons should not be used on a coloured background, as the icons' gradient element clashes with flat colours. Icons should only appear on a white background.



The Wedge

Layout element - The Wedge

The Wedge

The coloured wedge can be used as an alternative to the Pattern as a background layout element, in conjunction with illustrations.

The Wedge is essentially an angled coloured area used to divide sections of a document, or act as a footer.

The angle of the hypotenuse of The Wedge matches the angle that our isometric illustrations are drawn on.



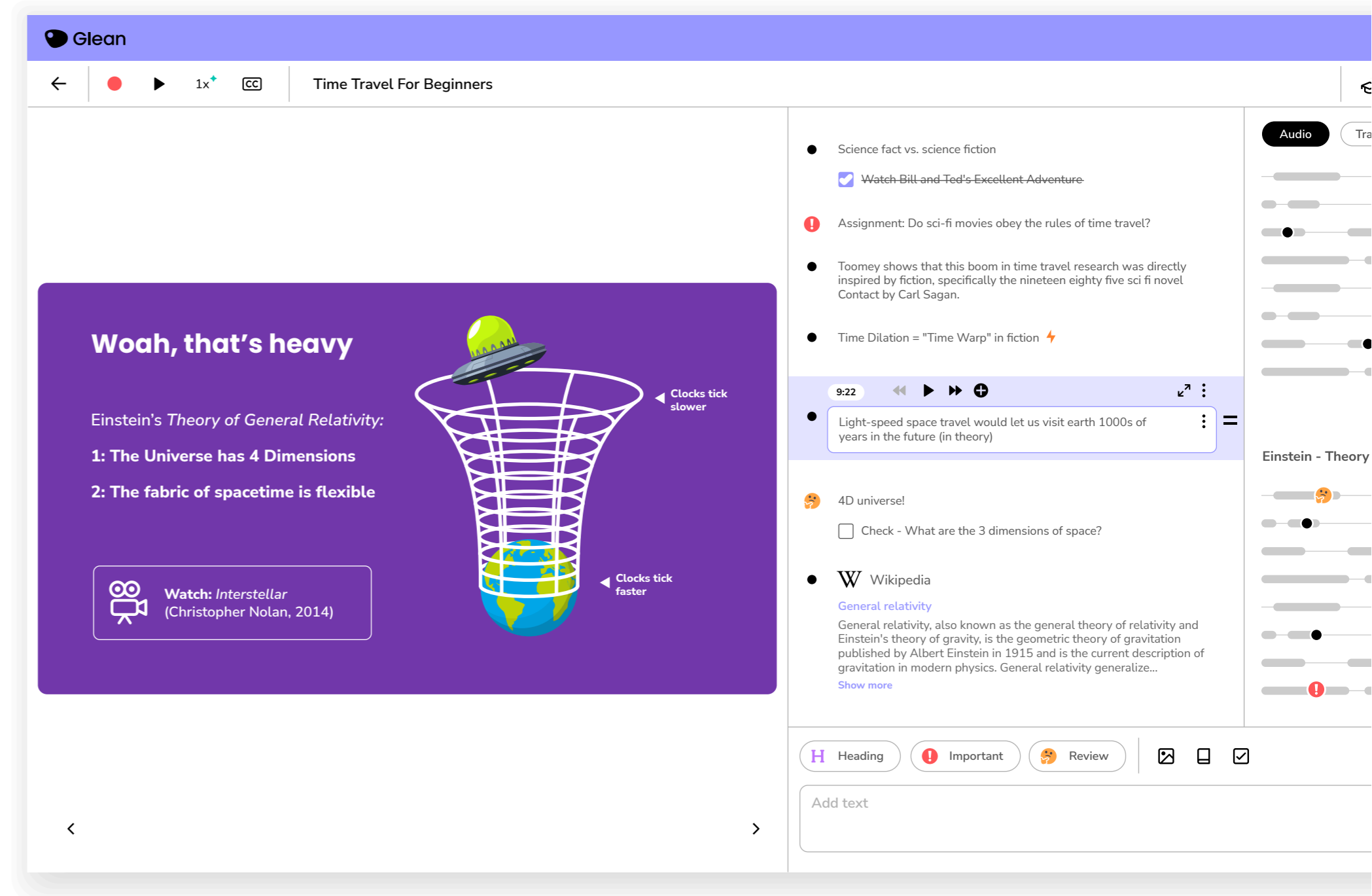
Illustrated UI

Illustrated UI

Illustrated UI

When demonstrating UI elements, we have available a vector recreation of the Glean apps to enable zoomed in “screenshots” and animation.

Vector illustrations are available for the web app, mobile app, and admin portal.



Other graphic elements

The Stud

The stud is used in conjunction with CTA boxes, and other callout boxes. It is a simple icon in a brand coloured circle with a black stroke equal in width to the stroke of the box it sits on. The Stud should be set central to the top and left edges of the CTA/callout box.

Not every CTA or callout box requires a Stud, it is used to give particular emphasis to the most important info on the page, or add a touch of colour to a text heavy document.



Implement Glean as a UDL solution

Talk to us at AHEAD or visit glean.co/highered



We can reach 2x more students with learning barriers through universal support

Glean's on a mission to plug the gap by helping you reach beyond Disability Support services with our **UDL solution**.

Students of all abilities say they're more likely to seek out academic support, student services, or learning technology used by their peers.

Without support, **only 40% of students graduate.**

With support, **77% complete their course.**

CTAs

Primarily for use on printed materials, CTAs should be pulled out in a box overlaying any background elements such as the Pattern or Wedge.

The box should be white with a ~3pt black stroke, and be set central to the page at the full width of the main content. It should have a rounded edge with a diameter of ~8px.

The Glean for Education Success Program

Helping you to achieve your support goals

To ensure a smooth transition from your existing services, we will provide a tailored Glean for Education Success Program for your institution. From training your staff and students to gathering regular feedback, we'll guide you each step of the way to help you gain maximum value from Glean.

- ▶ **Success Planning**
A workshop to understand what your institution is looking to achieve with Glean, establish how we'll measure this and identify any additional resources and support we'll need to provide.
- ▶ **Training Workshop**
Online training workshops for administrators and student-facing staff.
- ▶ **Implementation Workshop**
Best-practice guidance on how to launch Glean at your institution including resources and tips & tricks for making the most of the software.
- ▶ **Student Classrooms**
Interactive training workshops for students to get them up and running with Glean, including guidance on how to take effective notes.
- ▶ **Feedback Surveys & Semester Reviews**
Tailored feedback surveys and semester reviews to track progress against your note taking goals and understand the value provided by the solution.

Get transcription in Glean for Education

To find out more about Glean for Education, please contact your **Customer Success Manager** or reach us at hello@glean.co

Graphic element - Highlights

Highlights

In certain circumstances, we may use text highlighting to emphasise keywords in titles etc. Highlighting should be reserved for digital documents including Google Slides docs and internal comms. It should be used to add a splash of colour and brand identity to otherwise text-heavy documents.

- Use **Glean Purple** or **Glean Pink**
- Maximum two highlights per page
- Maximum 4 words per highlight

Highlighting is not suitable for printed material.

Photography

Photography principles

Real people

Whether staff photography or location shoots, our photography is professional but personal. We capture people being themselves, not forced, stiff poses.

Our photography is used in conjunction with our pattern elements to tie it into the overall brand.



Example photography edits



Print and promo

Printed materials and promotional items

More than a giveaway

The quality of our printed materials and promotional items should reflect our brand as a whole; they should be contemporary, accessible, and have a 'premium' feel.

With promotional products, we don't settle for the cheapest option.

With printed documents, we take care to ensure that our brand colours and pattern appear as rich and vibrant as possible.



Printed material guidelines

How to print the brand

Paper documents should be printed on **silk paper** with **matt lamination** where possible. This ensures optimal vibrancy of the pattern without excessive sheen.

Single sheet or folded documents should be printed on **~170gsm** paper. Longer booklets on **~130gsm**.

For booklets under 20 pages, **saddle stitch** binding should be used. For longer documents, choose **perfect bound**.

Promotional products

Our promotional products should provide brand awareness without relying solely on applying a logo to an object. We should use the pattern where applicable (on white) and our illustration on coloured products. Promotional items and employer merchandise are areas where our brand can be stretched and explored.

