



# The Glean Brand Book

Our branding guidelines 2022

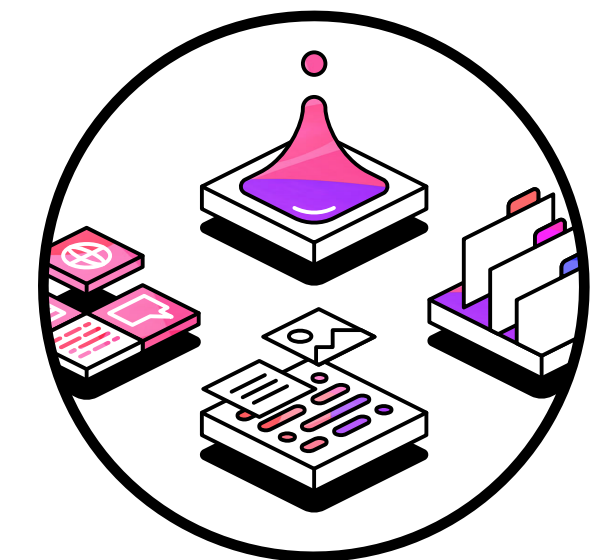
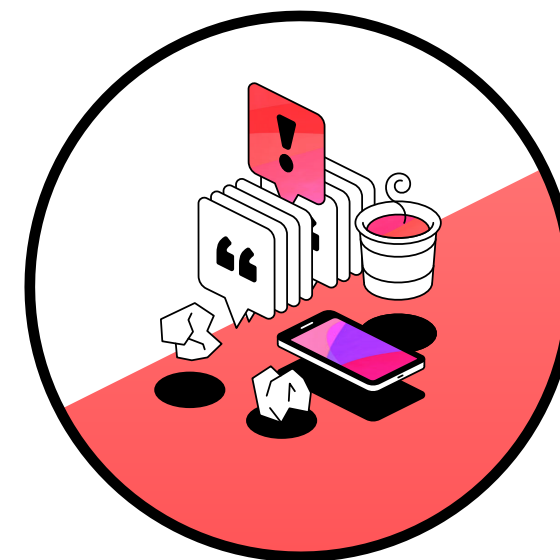
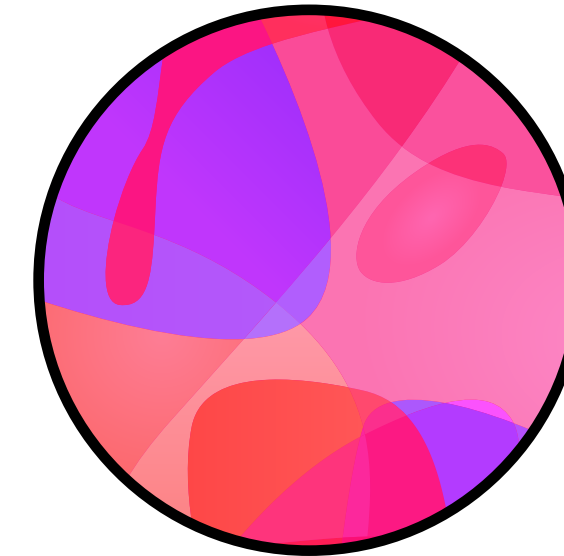
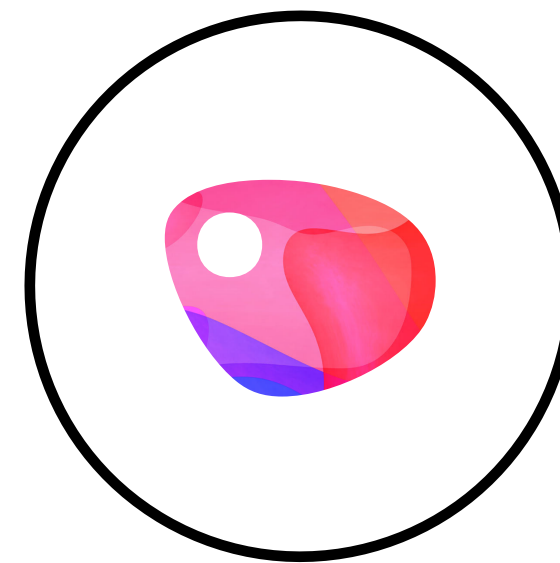


# Brand palette

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



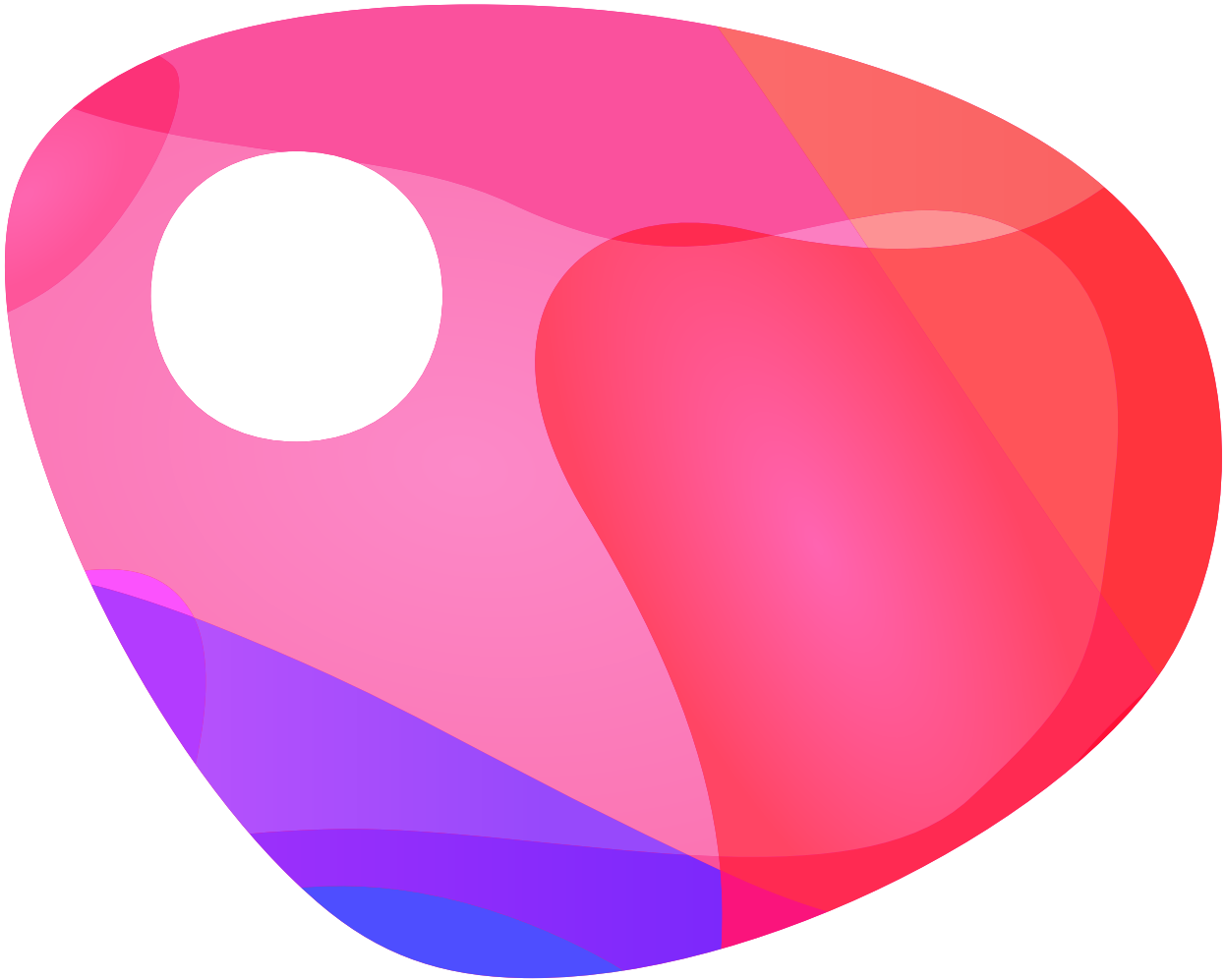
**The Glean logo**

Wordmark





Symbol

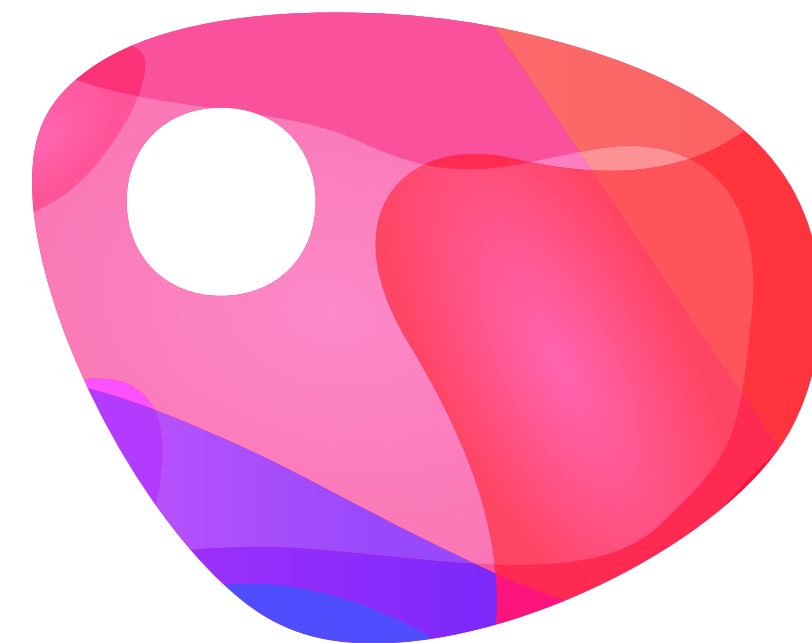


Logo usage

# 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

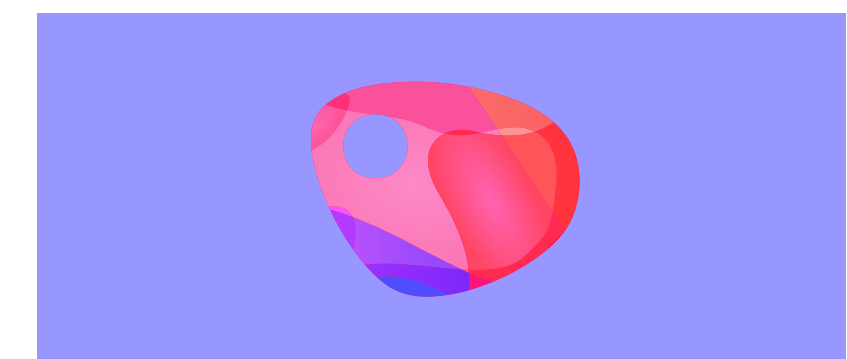
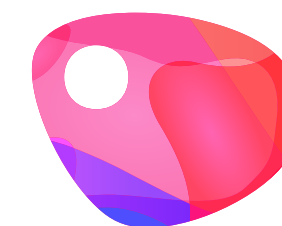
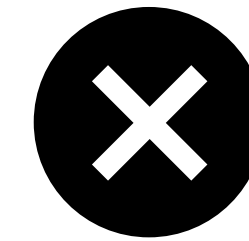
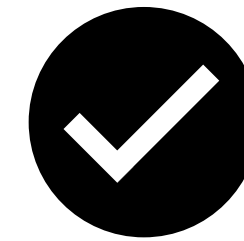
# Do's and do not's

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 gradients, 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.

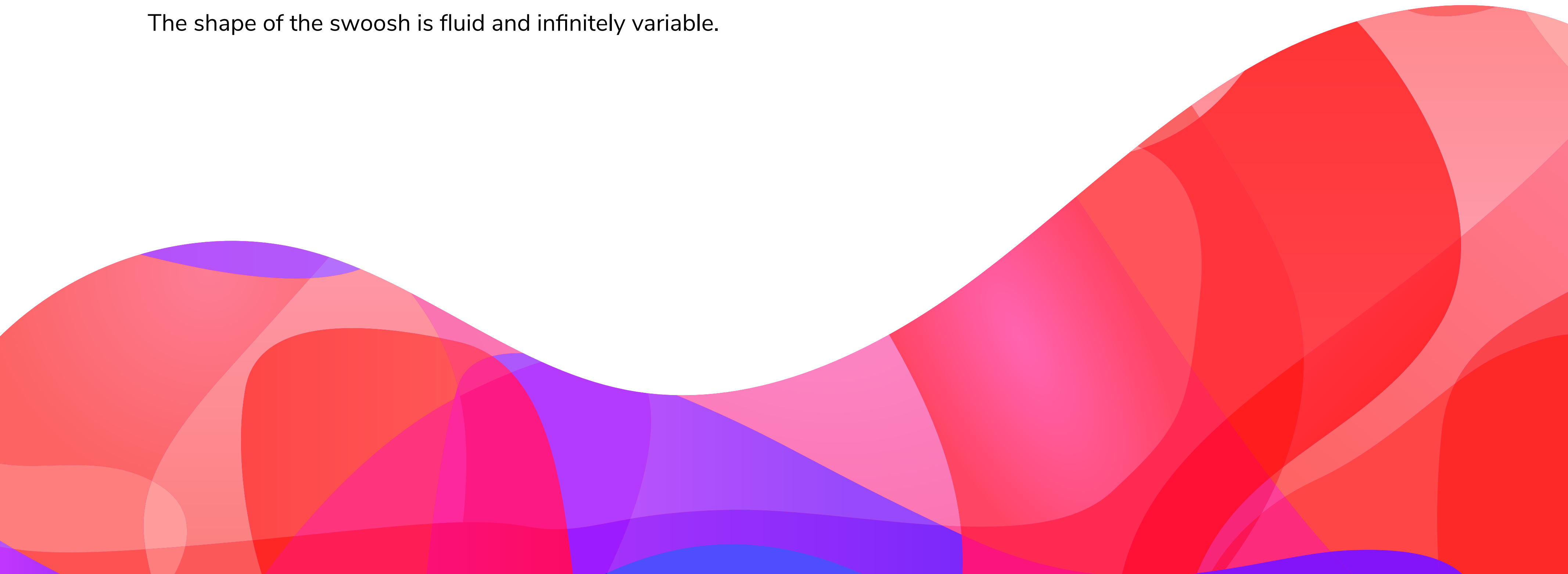


The swoosh

# 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.

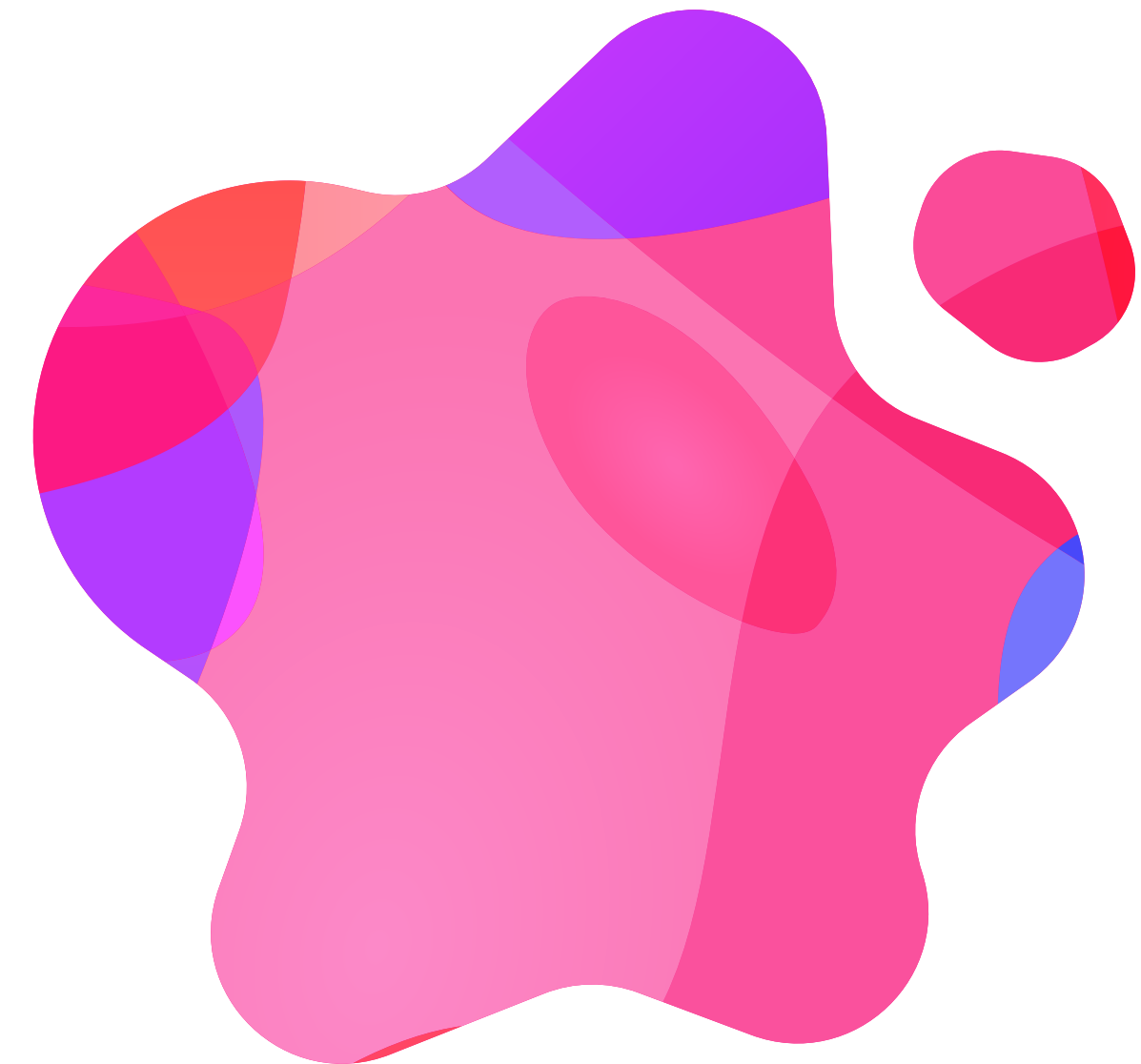


The blobs

# 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.

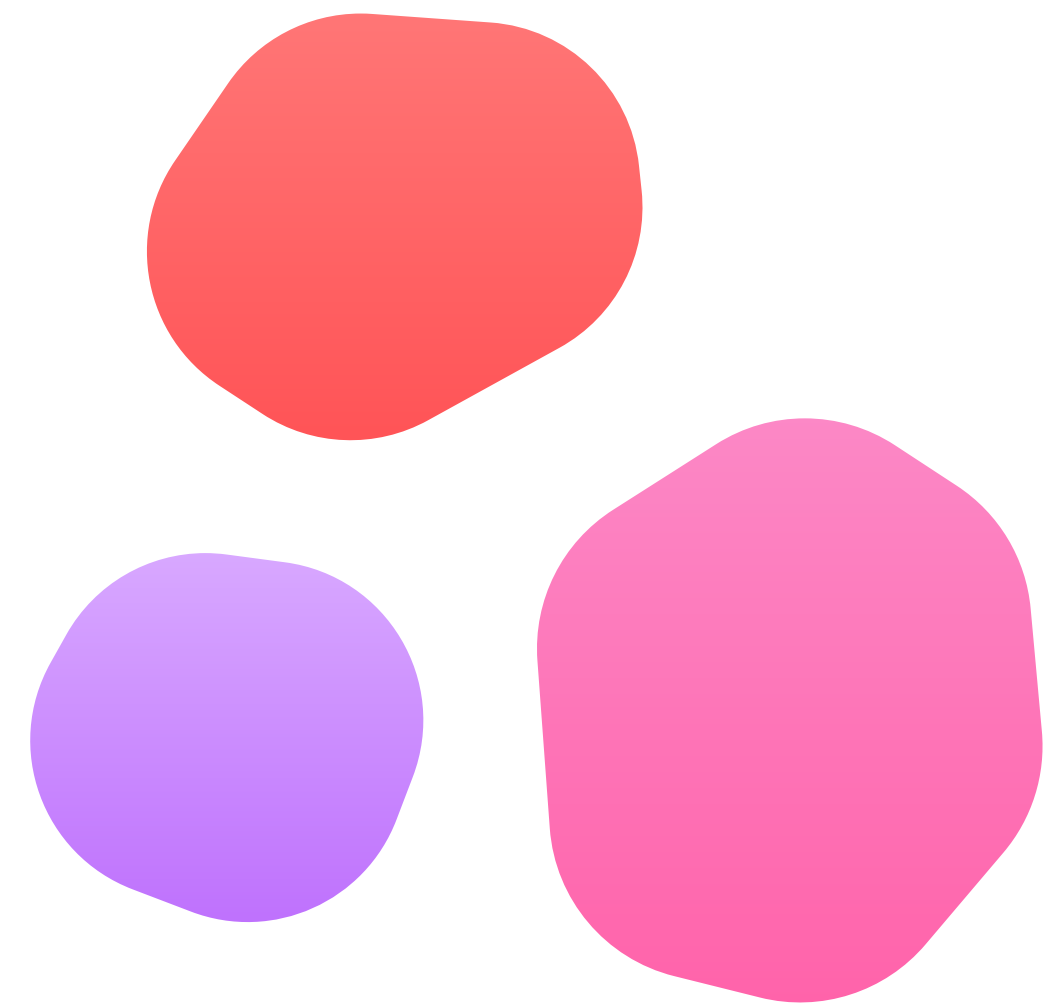


The gems

# 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.

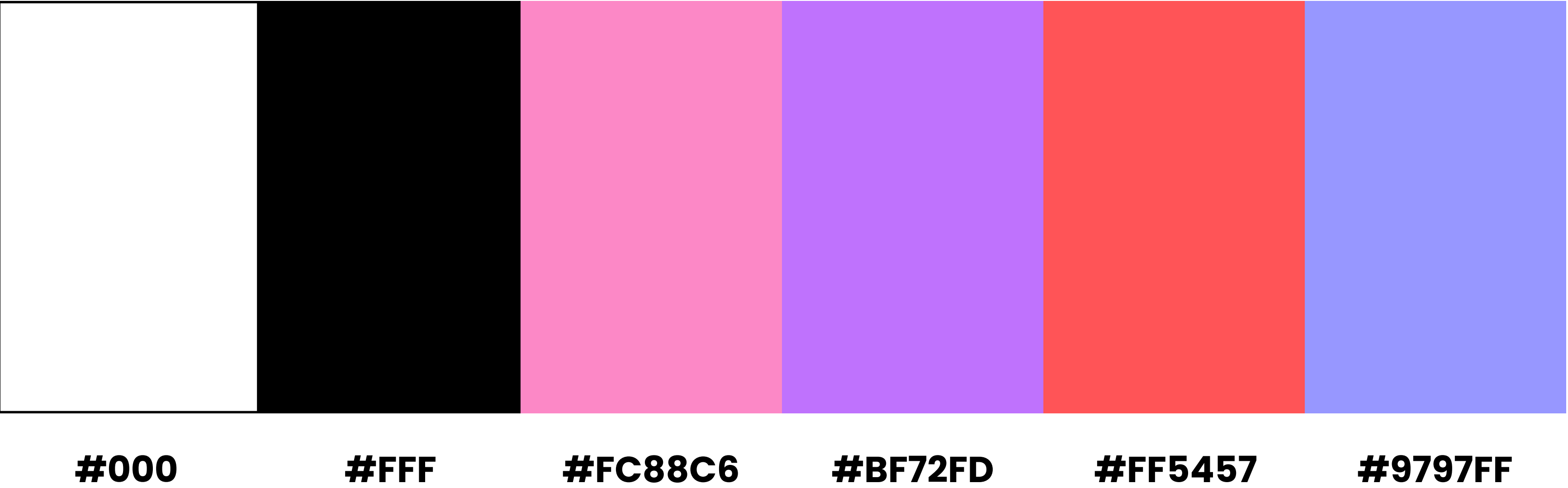
In the brand visuals, these can be used in conjunction with photography or iconography.





# The Glean palette

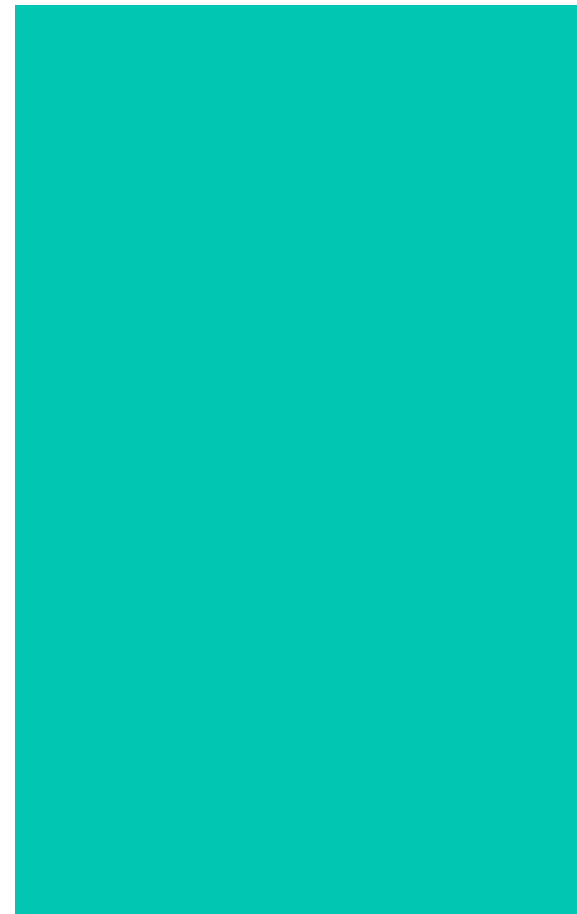
Palette and hierarchy



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.

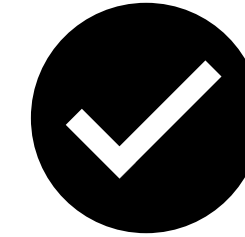
Type accessibility

# Our text is black by default

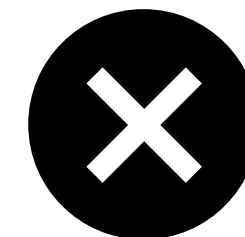
When used on white, or our secondary brand colours, our black text is **AA or AAA** WCAG accessible.

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

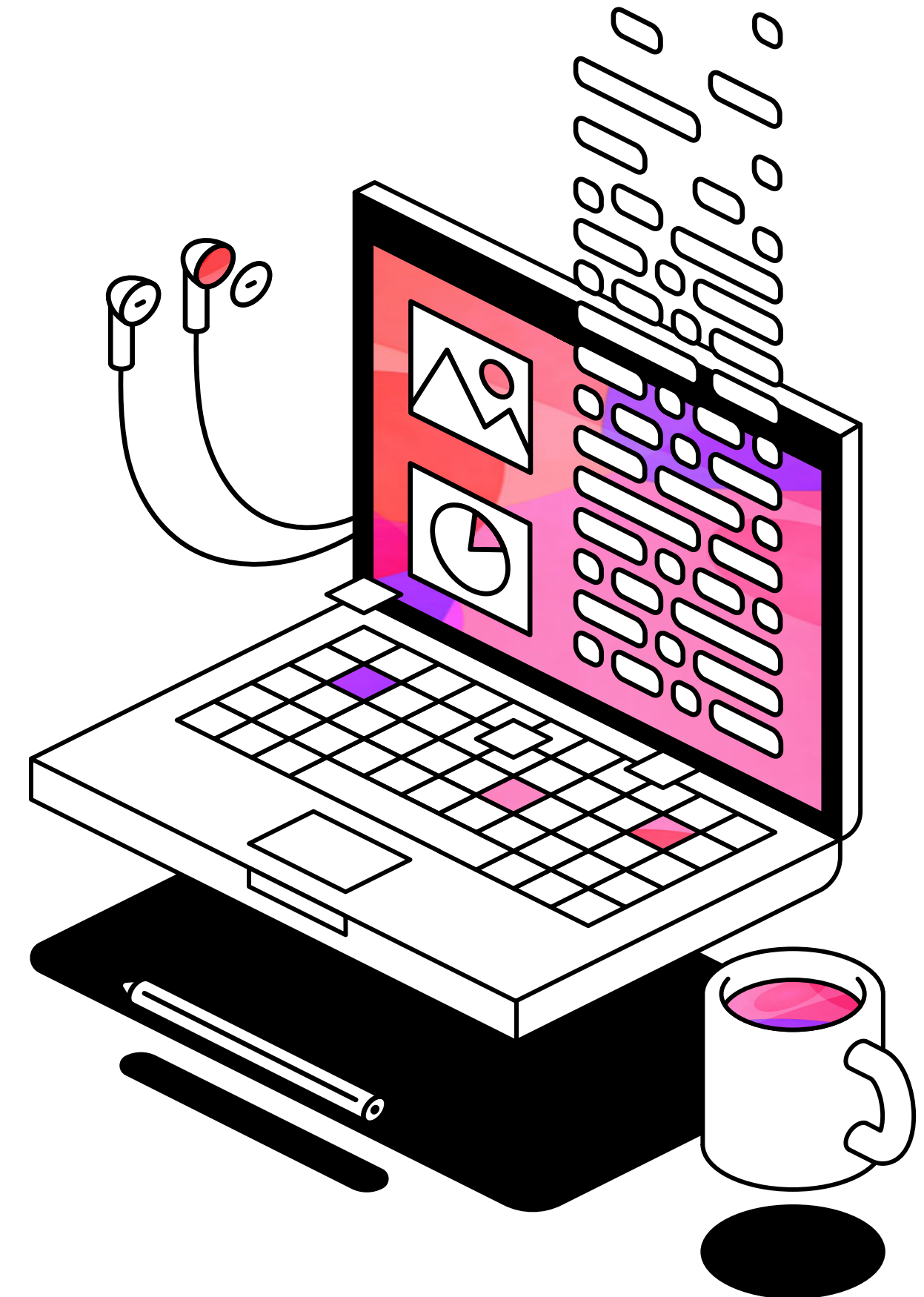
# Illustration

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.

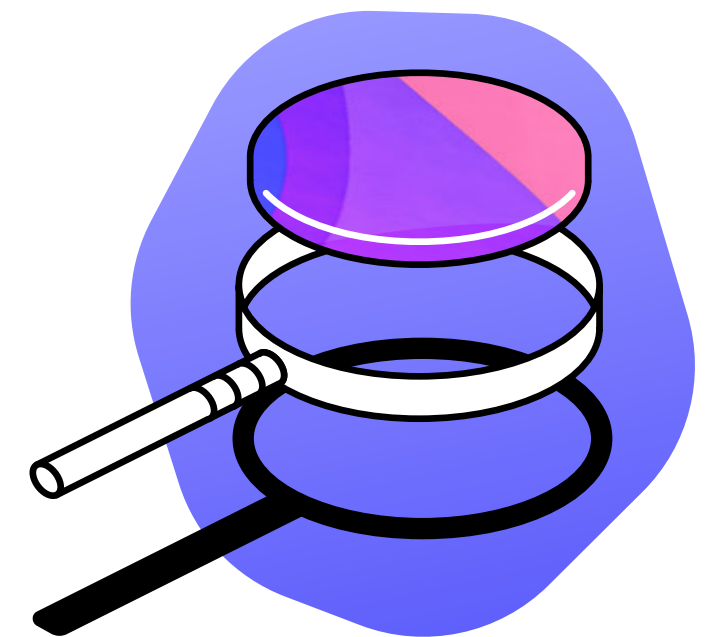
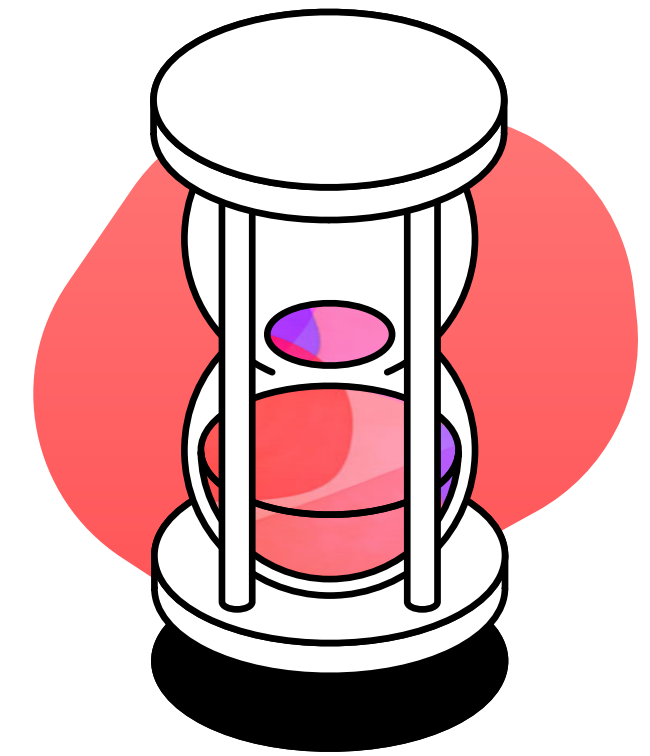
Illustrations may be used on white or coloured gradient backgrounds, or set overlapping a pattern swoosh.



# Icons

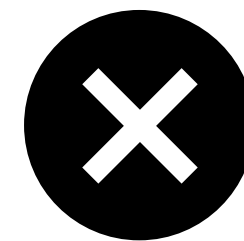
Where icons are more appropriate than full illustrations, single objects may be used. These appear over our 'gems' graphics. Example uses include lists and smaller graphics such as video thumbnails.

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

# 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.



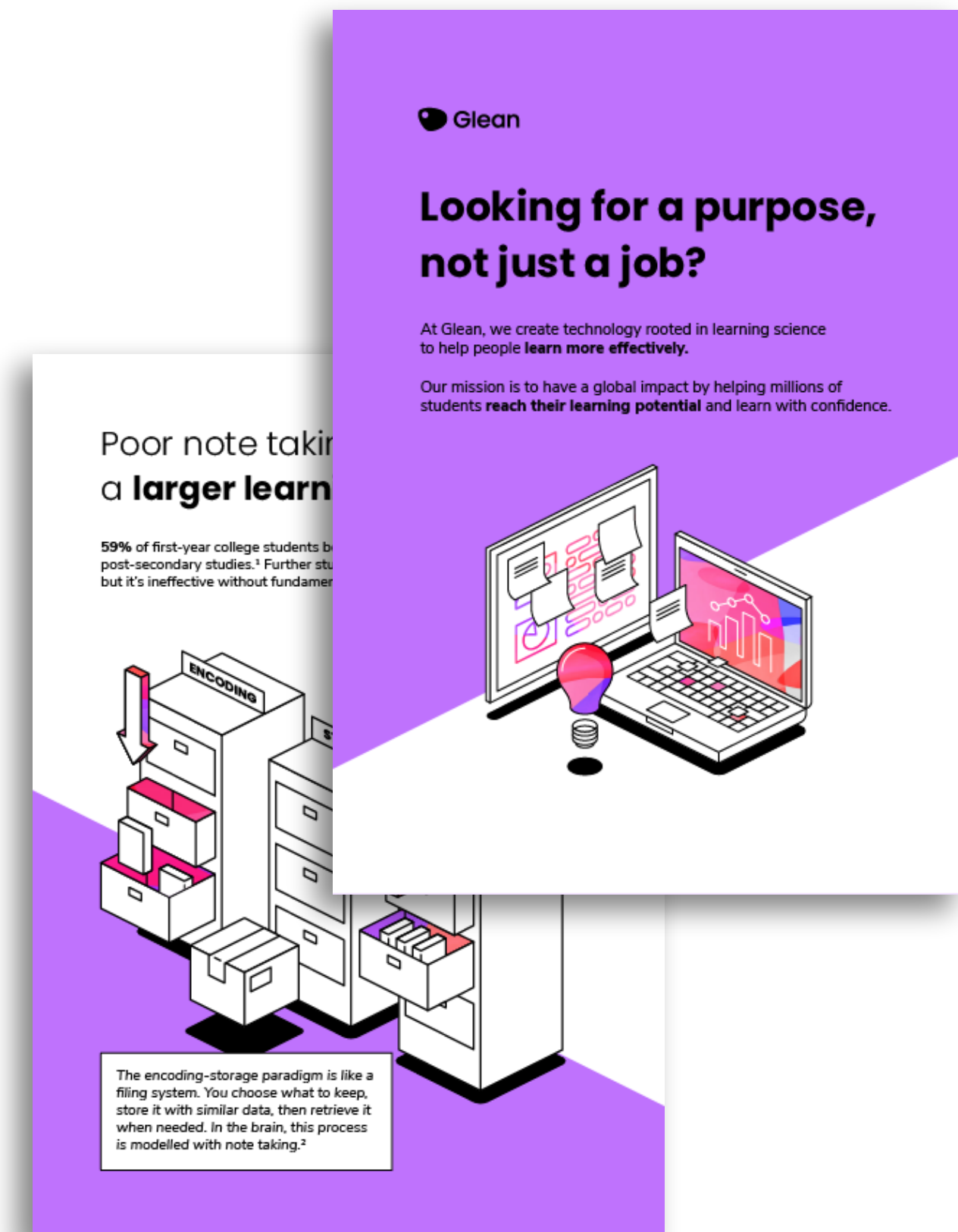
Layout element - The Wedge

# The Wedge

The Wedge can be any of our primary brand colours or gradients, however for printed materials, gradients should be avoided as they do not print well.

The Wedge can be used in any orientation as long as the hypotenuse matches the angle of our illustrations' perspective.

The Wedge colour may also be inverted, i.e a white wedge on a coloured background.

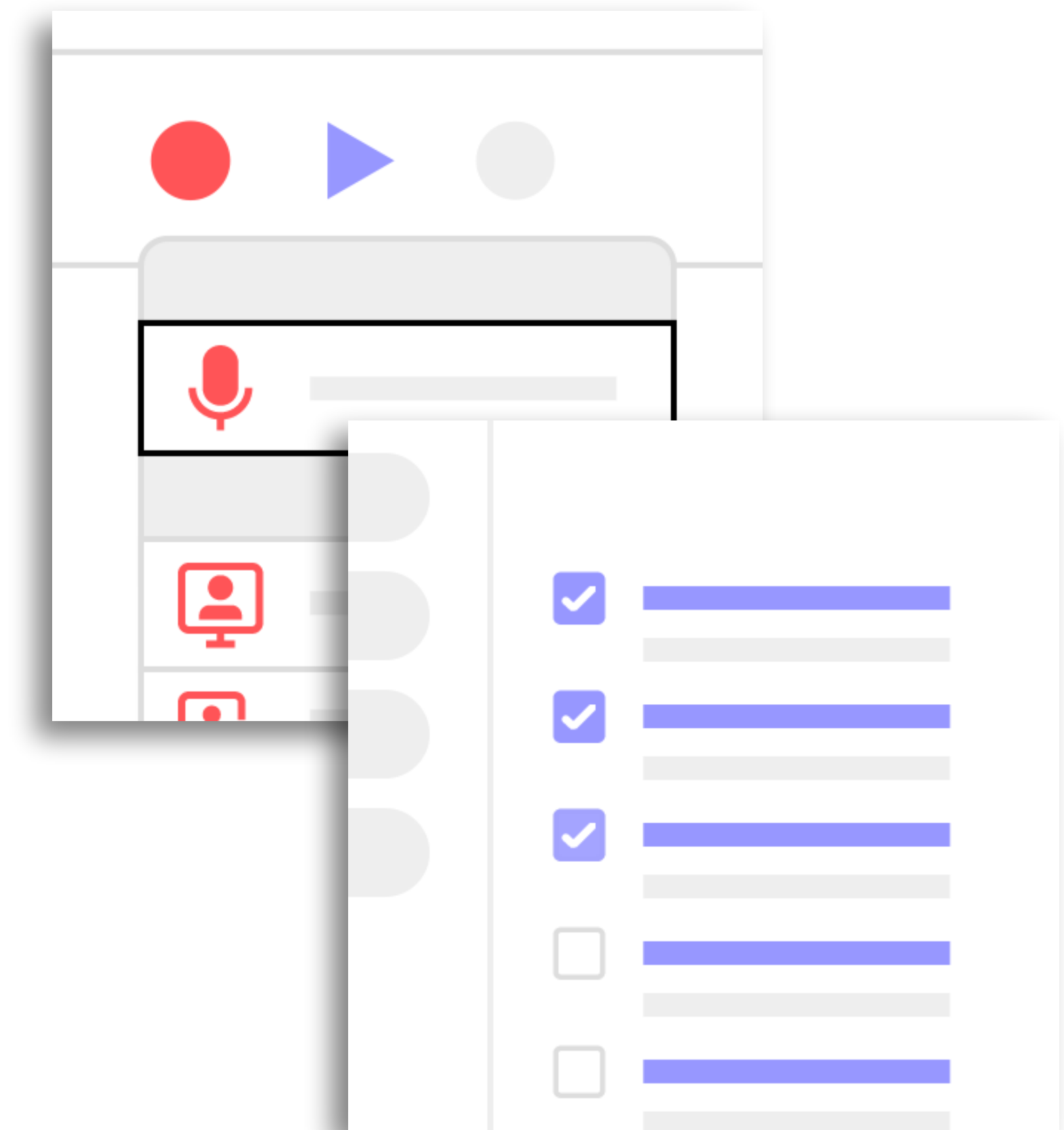


**Illustrated UI**

# Illustrated UI

When demonstrating (or simply suggesting the function of) UI elements, we can use a simplified vector illustration of the function instead of a raster screengrab.

These illustrations simplify the UI, removing text elements and smaller icons for a clearer depiction of the app than a screenshot.





**Other graphic elements**

# 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.

**45% of students dropout**  
**in the first 2 years of college due to**  
***what they learn about their***  
**academic performance**

## A shift in EdTech trends

### Online and Blended Learning

Pre-recorded classes and remote attendance become normal

### Education now a buyer's market

Focus on attracting and retaining students to maintain budgets

### Learning analytics

Measuring the impact on learning for better results

### Embedded accessibility

Social justice issues permeate every facet of the classroom

### Focus on student engagement

To reverse the engagement problems of 2020

### Digital tools beyond Covid

Objections to laptops / smartphones in class are disappearing

### Social and emotional technology

Mental health support for hybrid learning

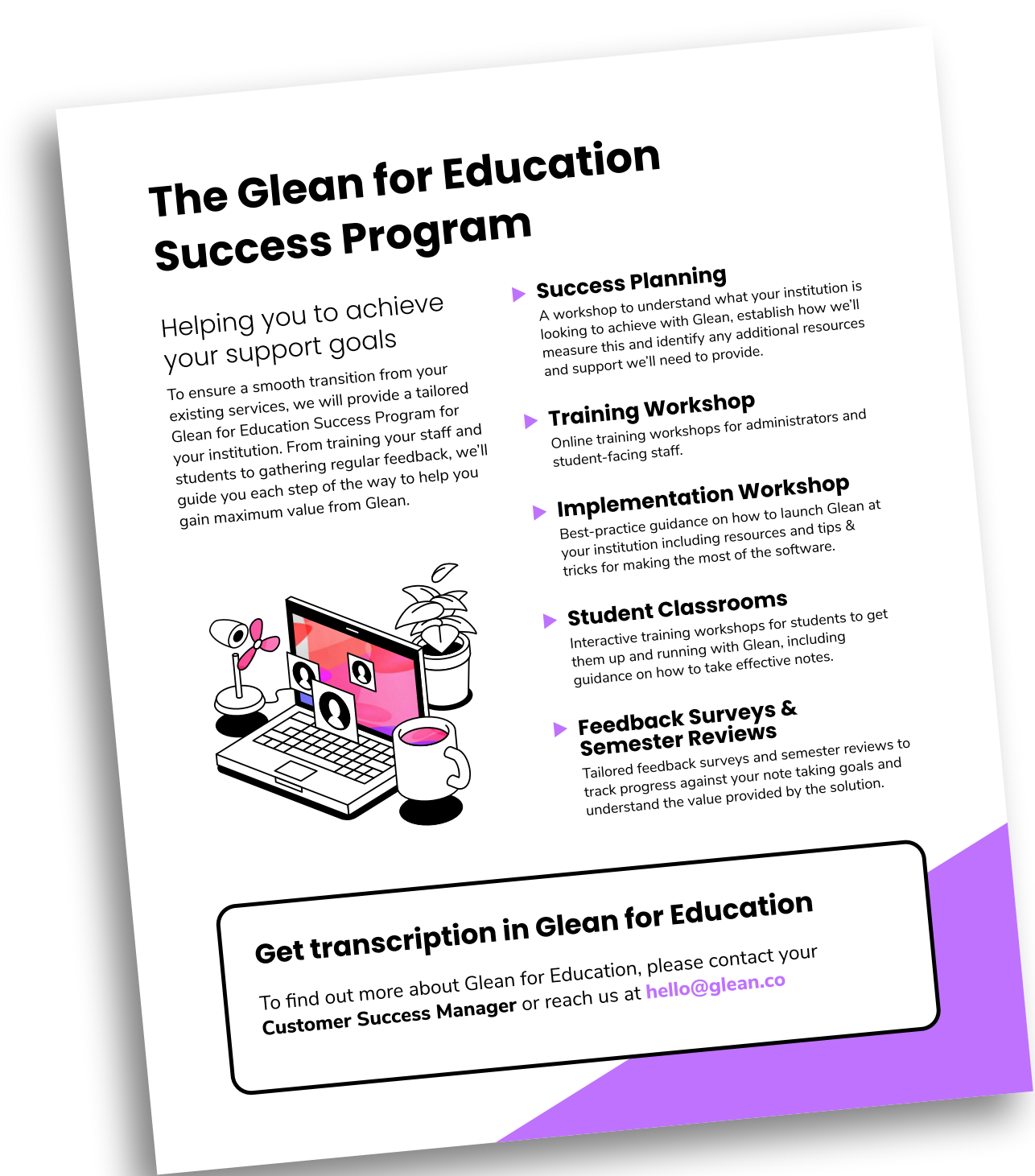
### Science of learning

EdTech is expected to have a pedagogical market-fit

# 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 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](https://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**.

**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.



# 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.

