

01.2015

Style Guide



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Our Logo

Our logo embodies our visual principles of being bold, confident and accessible and open. It allows us to be principled, tenacious, ambitious and together.



To give our logo the space it needs we have a 'clear space' area around it. This space shouldn't be less than the distance between the 'r' in readcloud and the 'l'.



Our logo is there to be read, so cannot be reproduced too small. In print this means the word 'readcloud' is at least 18mm wide and the clear space at least 5mm wide.

Logo variations

We positively disrupt the education market so students have access to learning materials in one innovative platform that drives superior eLearning outcomes.



Main

A straightforward, no-nonsense brand that says exactly what it is. In our signature spectrum blue. This standard should always be the default.



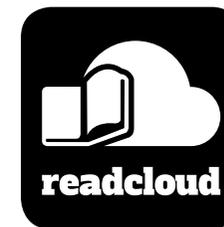
Reverse on tab #1

Option one for when the brand is featured as an App.



Reverse on tab #2

Option two for when the brand is featured as an App.



Reverse Legal Black

For all compliance and legal matters and where only one colour is permitted eg. forms etc.

Main logo

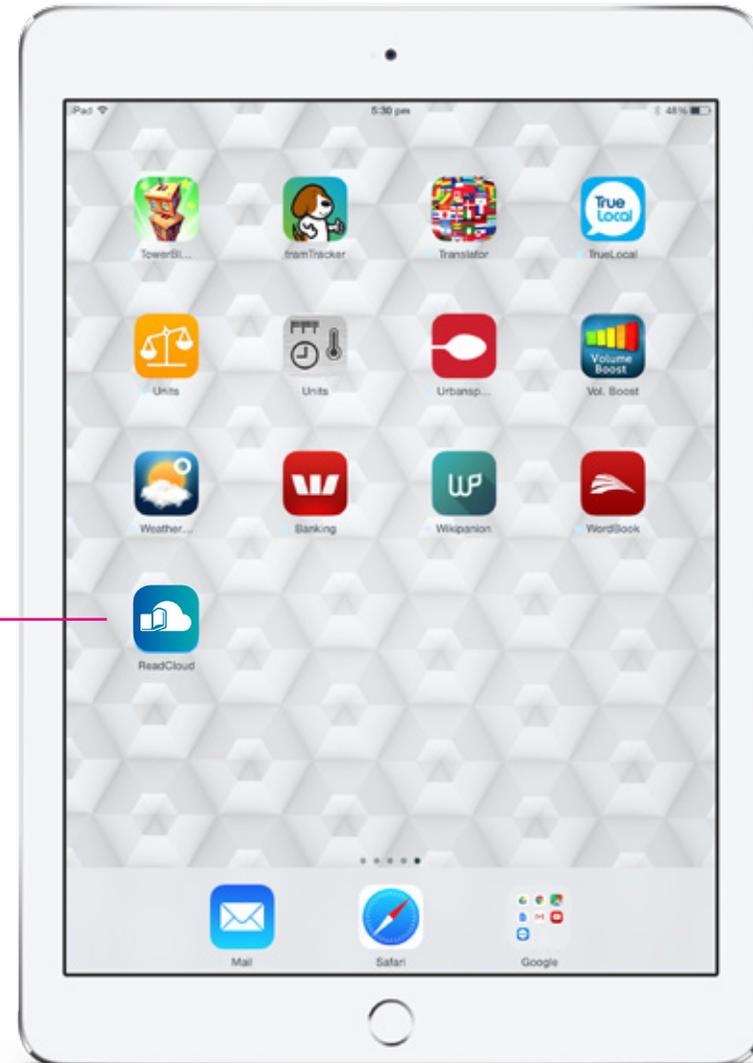
A straightforward, no-nonsense brand that says exactly what it is. In our signature spectrum blue. This standard should always be the default.



Website Banner

'Tabbed' logo

For when the brand is featured as an App.



Main logo

Please change to For all Compliance and Legal matters andand where only one colour is permitted eg. forms, merchandise etc.

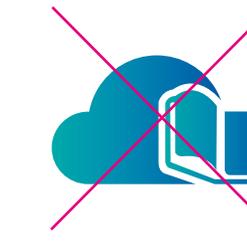
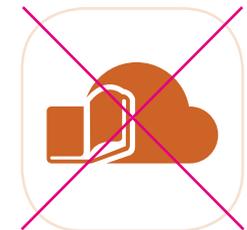
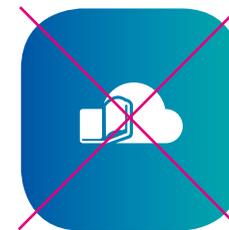
Reusable bag



Incorrect use

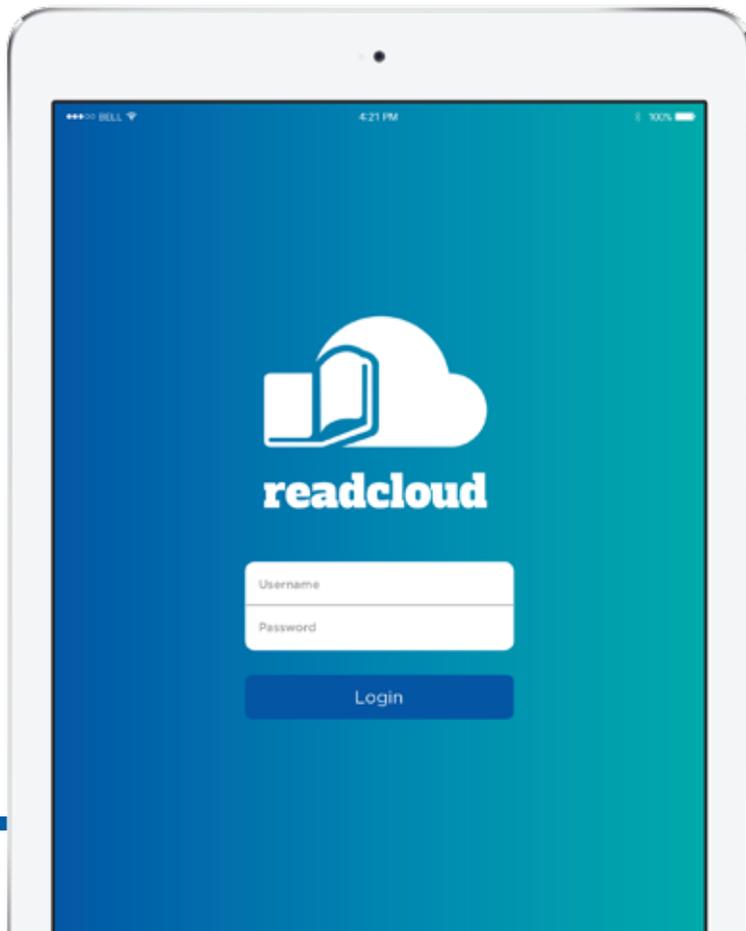
Our logo needs to be consistent, wherever it's used. Here are some examples we wouldn't like to see...

1. We love that you've got a new widescreen monitor. But don't stretch or squash our logo.
2. And please don't distort, rotate or use perspective. We prefer to keep things simple.
3. There are lots of cool effects out there, but please keep them away from our logo.
4. Please don't move the descriptor around, we like it where it is.
5. Don't re-draw the logo.
6. Make sure that there's enough room around the logo or it will look as bad as this.
7. Our logo should be on spectrum blue. Nothing else.
8. And that applies to the text too.



Brand in action

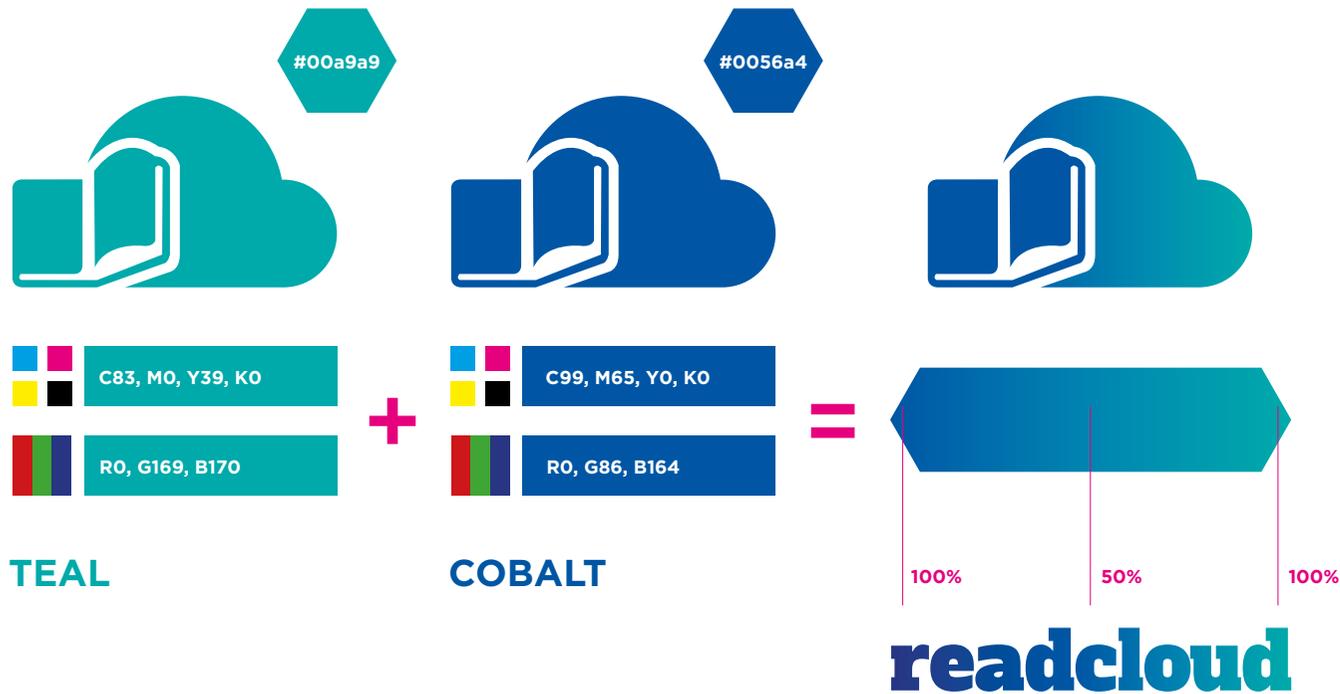
Keep it simple, clean, no-nonsense, straight to point, plain english with no jargon or abbreviations – ReadCloud is always spelt ReadCloud.



Our colours

Our Primary colours

We're a cool shade of blues. And we like to add a touch of teal for gender balance. If we need more than that we have a ochre for highlights and some tints.



Our spectrum displays range and depth, symbolic of what Readcloud offers with its superior learning platform.

Our Secondary colours

We're a cool shade of blues. And we like to add a touch of teal for gender balance. If we need more than that we have a neutral greys to add range and depth.



Busy backgrounds

We're a spectrum of blues. It's either that or a full neutral white and no two ways about it either.



Original format



Plain Reversed

Where colours are limited and/or when limitations in print are the situation, use this. This may be the case in printed merchandising items.

Preferred

Where possible, use the brand in the full colours on the signature white tab block..

Blend out, not in

There may be occasions when we need to introduce extra colour to our work.

A distinctive campaign
There may be situations where our signature spectrum blue won't create the impact we need, so by introducing new colours or an illustration we can stand out and make sure our message will be heard.



Typography

Our typeface

Our headlines are bold and our type accessible and open. This means that our messages have impact and can be read clearly. Keep it simple, clean, no-nonsense, straight to point, plain english with no jargon or abbreviations – ReadCloud is always spelt ReadCloud.

Body

Andae enimpor modis is sunt alit fugita eatur sa doloris de venimus eum eossum inctur rehendia velitioria in perat eum con pari ut dolupta eperit offic tem quis illorum aut ea vendignim volo ipsaper umetur sit into omnimint volenda debistestet offic to inctat velesequi cus, estorro blatem eum acimenditia doluptaturit dolum aspitaeseque re labore nulparum aliqne dolori sin cuptusd anisimperum que eaquam adit lam.

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Headlines should always be kept in sentence case like this.

Typesetting: our character

Your designer should be familiar with the nitty gritty of fonts and might already know their respective names by heart.

Headlines

Gotham Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

For subheadings and stand-out text we also use:

Gotham Medium

Text

Gotham Light
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

For emphasis, we also use:

Gotham Book

Please use optical kerning to make Gotham look at its best (for those of us not using design software this means use single line spacing).

Typesetting: online/offline

Some fonts are a bit trickier especially those used online.
We have the perfect match.

Headlines

Montserrat Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Text

Montserrat Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Headlines

Gotham Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Text

Gotham Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

online

offline

Imagery

Image choice

Some simple style points will make the difference of an image making the cut, or making the recycling bin.



Gender equality

Where possible, be as diverse as possible. Show a range of both male and female students. Explore the age range of 12 to 16 years.



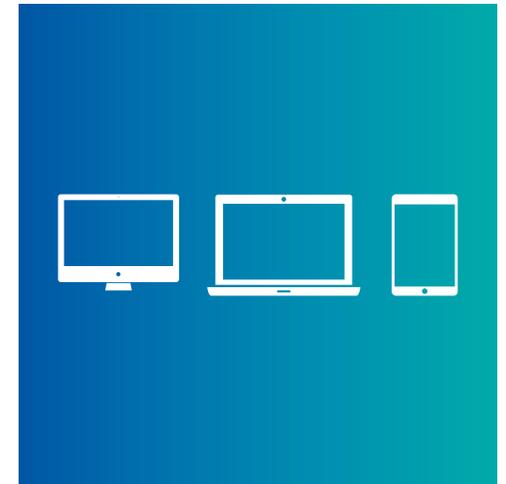
Versatile study environments

Be creative with the subject's environment. It doesn't always have to be a classroom. The strength of Readcloud is its mobility and versatility.



Interaction with teacher-figure

Collaborative learning sometimes blends the traditional classroom teacher with the individual. Balance an image like this with another similar to the last two.



Elements and icons

we are in the business of providing superior technology solutions. Expect to have simple universal icons to go alongside images.

Image tone

Getting the right tone is crucial to getting the branding feel right. Always ensure that there is a bias towards blue. Avoid rich saturated colours and plain greyscale ones too.



Image rules

Our imagery is key to how our identity looks and feels. Here is a list of do's and don'ts when picking images.

User engagement

Eyes on the page. We are focussed on engagement so avoid any subjects where eyes are looking to camera.

Hints of blue

This assists in brand recall. Helpful but optional.

Tablets and devices

Always show a tablet or other device (laptop, android) that ReadCloud runs on.



Cropping

Clever cropping means you are won't be too limited by stock image availability.

Books beware

Do not feature any traditional physical books. Where possible, crop or digitally remove from a chosen image.

Applications

Iconography: elements and symbols

We are in the business of providing superior technology solutions.
Expect to have simple universal icons to go alongside images.



Brand applications

Some simple style points will make the difference of an image making the cut, or making the recycling bin.



One Platform for School eBooks

What is ReadCloud™?

- ReadCloud™ has created the world's first Social eLearning platform specifically designed for students
- ReadCloud™ offers Students and Teachers an entirely new way of learning
- ReadCloud™ turns the eBook into a place of discussion and collaboration

How does ReadCloud™ work?

- ReadCloud™ provides eBooks digitally in one platform
- ReadCloud™ creates classroom clouds with eBooks that mimic the physical classroom
- ReadCloud's innovative eReader allows teachers and students to comment directly inside the eBook, to collaborate with each other and with their fellow class-mates, in real time either as text, picture or video

ReadCloud works cross-platform on Apple, Windows or Android Tablet and Laptop. eBooks can be read **both on-line and off-line.**

Join the conversation and request a trial today at readcloud.com/trial

Brand applications

Some simple style points will make the difference of an image making the cut, or making the recycling bin.

What is ReadCloud™?

- Readcloud™ has created the world's first Social eLearning platform specifically designed for students
- ReadCloud™ offers Students and Teachers an entirely new way of learning
- ReadCloud™ turns the eBook into a place of discussion and collaboration



How does ReadCloud™ work?

- ReadCloud™ provides eBooks digitally in one platform
- ReadCloud™ creates classroom clouds with eBooks that mimic the physical classroom
- ReadCloud's innovative eReader allows teachers and students to comment directly inside the eBook, to collaborate with each other and with their fellow class-mates, in real time either as text, picture or video

Join the conversation and request a trial today at
readcloud.com/trial

ReadCloud works cross-platform on Apple, Windows or Android Tablet and Laptop. eBooks can be read both **on-line** and **off-line**.



One Platform for School eBooks

Contact

The use of additional colours, fonts and overall stylistic changes requires ReadCloud's prior written approval. Please email josh@readcloud.com