

Brand Guidelines

Intro

Our brand represents a strong point of view that sets us apart. When executed with care and consistency, it's one of our most valuable assets.

This book will introduce you to the who, what, why, how and guiding principles of the brand, so you can keep them in mind while you work. A simple yet impactful system for a strong, consistent mission.

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Brand In-Use

65-80

Brand Messaging

Clever is the platform powering digital learning for schools.

What is it:

A brief statement of answer the “What is it?” question in its simplest form.

How to use it:

Externally-facing. Can be used with an adjective ahead of platform “leading, widely-used, etc.”

Mission Statement

Externally-Facing

Connect every student to a world of learning.

Current:

Clever is on a mission to unlock new ways to learn for all students.

What is it:

Used interchangeably with a brand purpose statement, a mission statement that answers the question “What is our reason for being?”

How to use it:

This can also be used to ground a story or presentation. When focusing on what we’re investing in / doing today, grounding with a mission statement can help bring that narrative to life.

Where digital learning works.

What is it:

A pithy statement that captures our brand essence and promise.

How to use it:

Can be used as a campaign headline or big picture idea.

How not to use it:

This should never be used in a sentence, as this will dilute its effectiveness.

We securely connect the data and applications that schools rely on to make digital learning work better, for everyone.

What is it:

This is the short company description that answers the question of “What does Clever do?”

How to use it:

This is an externally facing description that should be used when describing the Clever brand. Supporting content can be added, but this is how we should describe Clever.

To advance education with technology that works for students everywhere.

What is it:

This is an aspirational, long-term statement that explains where our mission will lead us answers the question “What are our hopes and dreams for tomorrow?”

How to use it:

Externally-facing statement used to inspire internal and external audiences. This can be used to ground a presentation or story with what we’re focusing on in the future.

Core Narrative (Example)

Archetype	Category	Brand Promise	Mission	Vision	Archetype
The Creator	Clever is the platform powering digital learning for schools.	We securely connect all the data and applications that schools rely on to make digital learning work better, for everyone.	Connect every student to a world of learning.	To advance education with technology that works for students everywhere.	Connect anything Secure everything Choose freely Access for all

Voice & Tone

Voice Overview

The Clever voice is clear, confident and friendly. Innovative yet down to earth. Self-assured while uplifting. Welcoming and warm. If we want to inspire delight among end-users and instill trust among Districts & App Partners, we have to express these attributes in our words.

Voice

Clear—Keep it simple.

Be concise and choose plain language over insider terms. Ask yourself: “How would I explain this to a friend?” Don’t let jargon or longwindedness obscure your message.

Confident—Own it.

“We offer users a wide range of features and functions”.
”We are very popular among students and academic staff”. Just say it without any hesitation.

Welcoming—Build connections.

We welcome new users, our style of communication is understandable and accessible. We speak in simple words

✓ **One place. All are welcome.**

Good — This meets all three criteria: clear, confident, and welcoming. It's simple and straightforward yet intriguing and engaging without saying too much.

✗ **We offer the most extensive access to all your subjects.**

Bad — It sounds like formulaic marketing text. You do not need to say that you are the best and most reliable in plain text, people already know this.

Tone

While our voice is consistent, our tone adjusts to fit the situation. So while we're always clear, confident and friendly, exactly what we say will depend on context and audience.

When communicating with students, your tone should be more soft and calm. If you are addressing teachers or district admins, the tone should be more serious and focused.

Considering the needs of your audience will help you strike the right tone and write content that best serves them.

✓ Connect every student to a world of learning

Good — When speaking to target audience, we want to be inspiring and optimistic, but confident in the same time.

✗ Want to get smarter? We will help you with this

Bad — We need to keep it concise and positive. This sample text does not meet these criteria.

Logotype

To create the logo, the Euclid Circular B font is used with a detailed spacing between characters.

This logotype is the main option and should be used whenever possible.

The Clever logotype should never be hard to see or recognize. It can be as big as possible within a layout as long as it respects the margins. It should never be used more than once in the same layout.

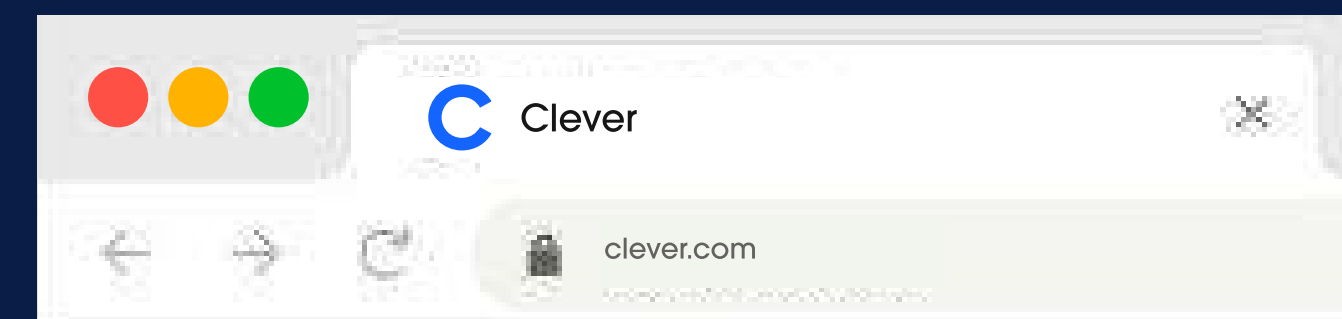
See pages 8 & 9 for information on clear space. and minimum size. See page 20 for information on color usage.

The word "Clever" is displayed in a bold, blue, sans-serif typeface. The letters are widely spaced, giving it a clean, modern appearance. The 'C' is particularly large and prominent, followed by 'l', 'e', 'v', 'e', 'r'. The overall style is minimalist and professional.

Mark

Clever's mark is the first letter of the name. This version of the logo was created for use on special occasions.

The mark should be used sparingly and only in situations where the use of the full logotype is not advisable such as for favicons and social media icons.



Clear Space

Clear space is the area surrounding the entire mark. It should be kept free of any visual elements, including text, graphics, borders, patterns and other logos.

For the logotype, clear space is measured in relation to “X”, which equals the height of the letter “C”. Minimum clear space should be equal to or greater than 1X on all four sides of the mark.

For the mark, clear space is measured in relation to “X”, which equals the indent between the upper and lower ends of the letter C. Minimum clear space should be equal to or greater than 2X on all four sides of the mark.



Scalability

The logotype lockup’s minimum size is 20 px for digital and 0.4" for print.

Clever

200 px

Clever

150 px

Clever

100 px

Clever

60 px

Clever

40 px

Clever

Minimum size → 20 px

Incorrect Usage

- ① Do not apply a stroke to the logotype
- ② Do not apply drop shadow or effects to the logotype
- ③ Do not apply a non-brand color to the logotype
- ④ Do not rotate the logotype
- ⑤ Do not outline or create a keyline around the logotype
- ⑥ Do not distort the logotype in any way
- ⑦ Do not flip or alter the logotype in any way
- ⑧ Do not use the logotype as a framing device for imagery

① ~~Clever~~

② ~~Clever~~

③ ~~Clever~~

④ ~~Clever~~

⑤ ~~Clever~~

⑥ ~~Clever~~

⑦ ~~Clever~~

⑧ ~~Clever~~

Logo Partnerships

Clear space is the area surrounding the entire mark. It should be kept free of any visual elements, including text, graphics, borders, patterns and other logos.

For the logotype, clear space is measured in relation to “X”, which equals the height of the letter “C”. Minimum clear space should be equal to or greater than 1X on all four sides of the mark.

When engaging partnerships with brands, there should always be at least 1X spacing between the two logos to maintain their integrity. No logo should be vastly larger than the other. There should be an equal visual balance.



XX

XX

Clever

.25 X

a Kahoot! company

Clever

.25 X

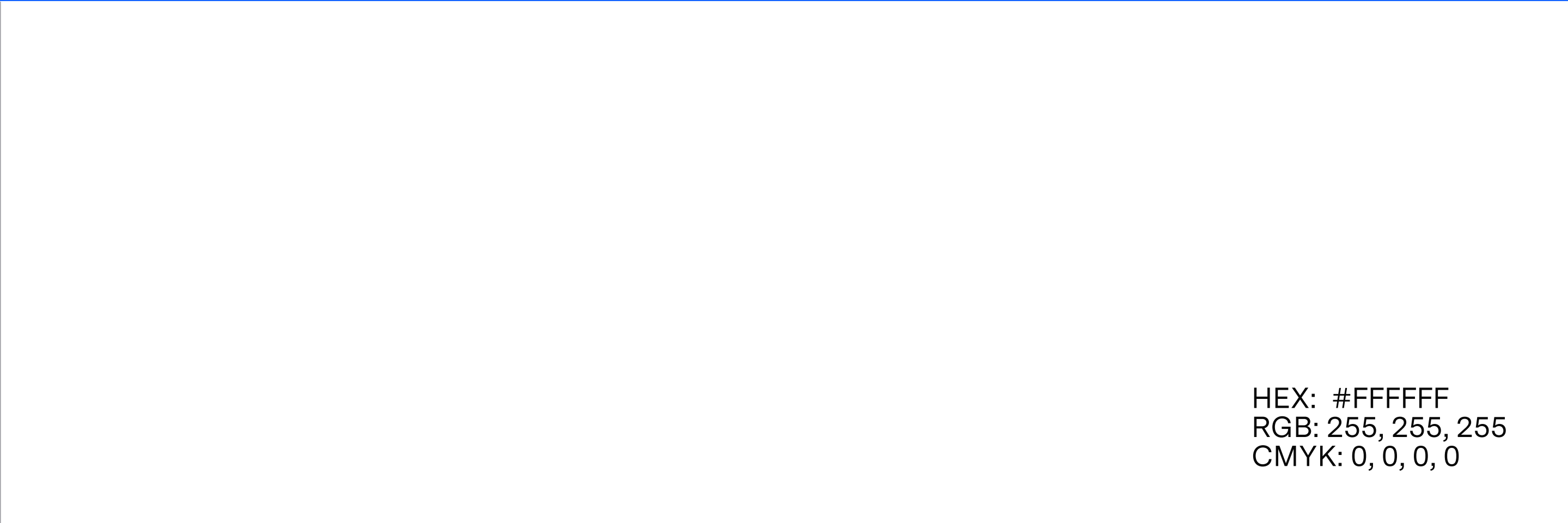
a Kahoot! company

Primary Palette

These three colors are the main corporate ones. The base color is blue, and is used as the main color for the logo. Each color can be used as a background color. The logo can also be filled with white if it is used on a dark navy background. See page 20 for information on color usage.



HEX: #1464FF
RGB: 20, 100, 255
CMYK: 92, 61, 0, 0
Pantone: 2132



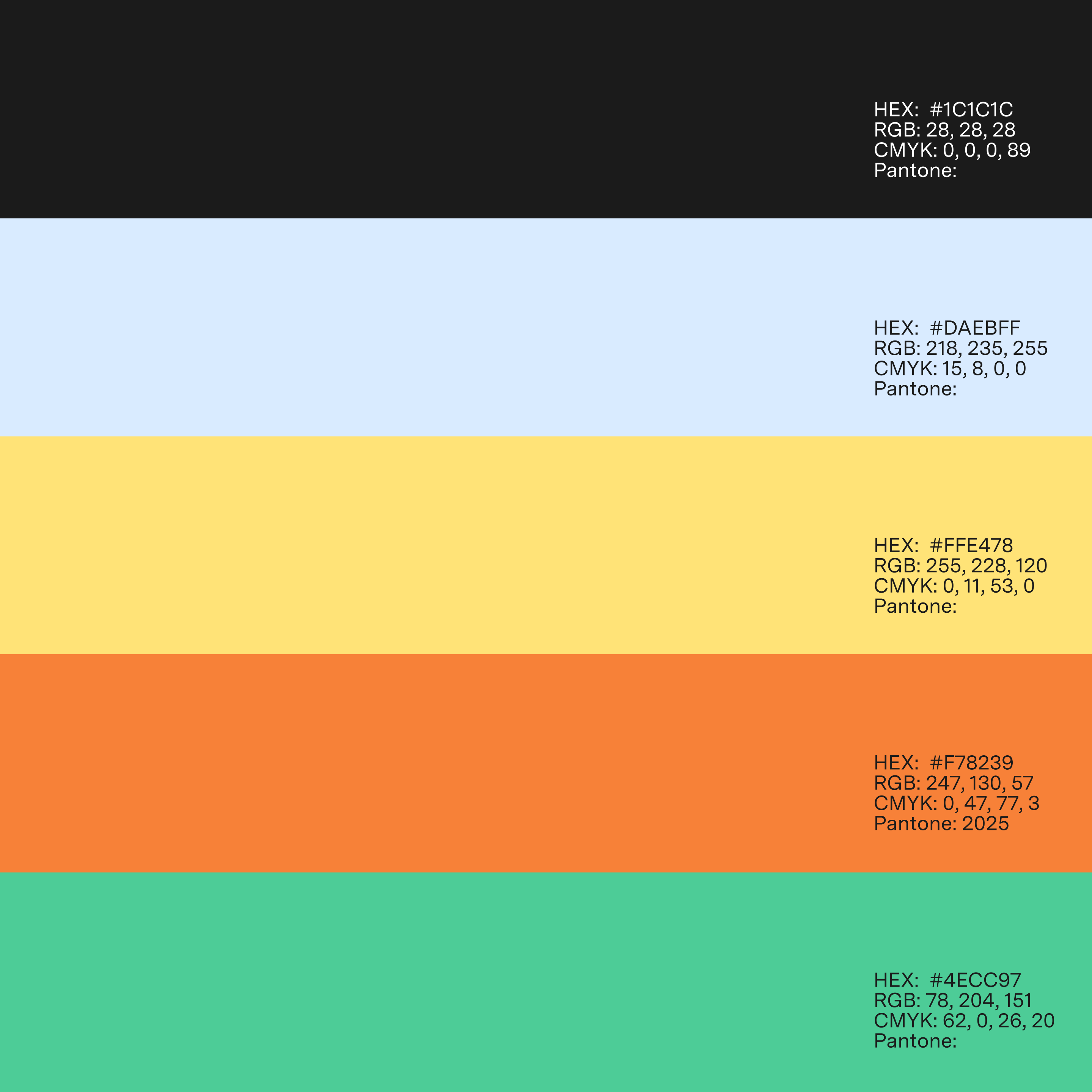
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



HEX: #0A1E46
RGB: 10, 30, 70
CMYK: 86, 57, 0, 73
Pantone: 2767

Secondary Palette

Complementary colors are used to fill branded shapes. Black color is used only for filling text. Light blue can be used as a background fill.



Logo Color Applications

This slide shows the rules for using the logo on a colored background. The background color for the logo can be only these colors — signature blue, white, dark navy, light blue, orange and green. The logo can be filled in only two colors — corporate blue or white. On an orange and green background, the logo can only be used with a white fill.

Other color combinations are not allowed.



Color Accessibility

Color accessibility enables people with visual impairments or color vision deficiencies to interact with digital experiences in the same way as their non-visually impaired peers.

The colors shown to the right that are not crossed out, comply with WCAG AA contrast standards when used with the background color shown. All crossed-out colors DO NOT comply with WCAG AA contrast standards when used with the background color shown.

Reference the guide to the right to ensure Clever’s branding is accessible to all.

Normal text: 16 pt and below

#FFFFFF

#DAEBFF

#F78239

#FFE478

~~#4ECC97~~

~~#1464FF~~

~~#1C1C1C~~

Large text: 18pt and above

#FFFFFF

#DAEBFF

#F78239

#FFE478

#4ECC97

~~#1464FF~~

~~#1C1C1C~~

Normal text: 16 pt and below

~~#1C1C1C~~

~~#0A1E46~~

~~#1464FF~~

~~#DAEBFF~~

~~#4ECC97~~

~~#F78239~~

~~#FFE478~~

Large text: 18pt and above

~~#1C1C1C~~

~~#0A1E46~~

~~#1464FF~~

~~#DAEBFF~~

~~#4ECC97~~

~~#F78239~~

~~#FFE478~~

Normal text: 16 pt and below

~~#1C1C1C~~

~~#0A1E46~~

~~#1464FF~~

~~#DAEBFF~~

~~#4ECC97~~

~~#F78239~~

~~#FFE478~~

Large text: 18pt and above

~~#1C1C1C~~

~~#0A1E46~~

~~#1464FF~~

~~#DAEBFF~~

~~#4ECC97~~

~~#F78239~~

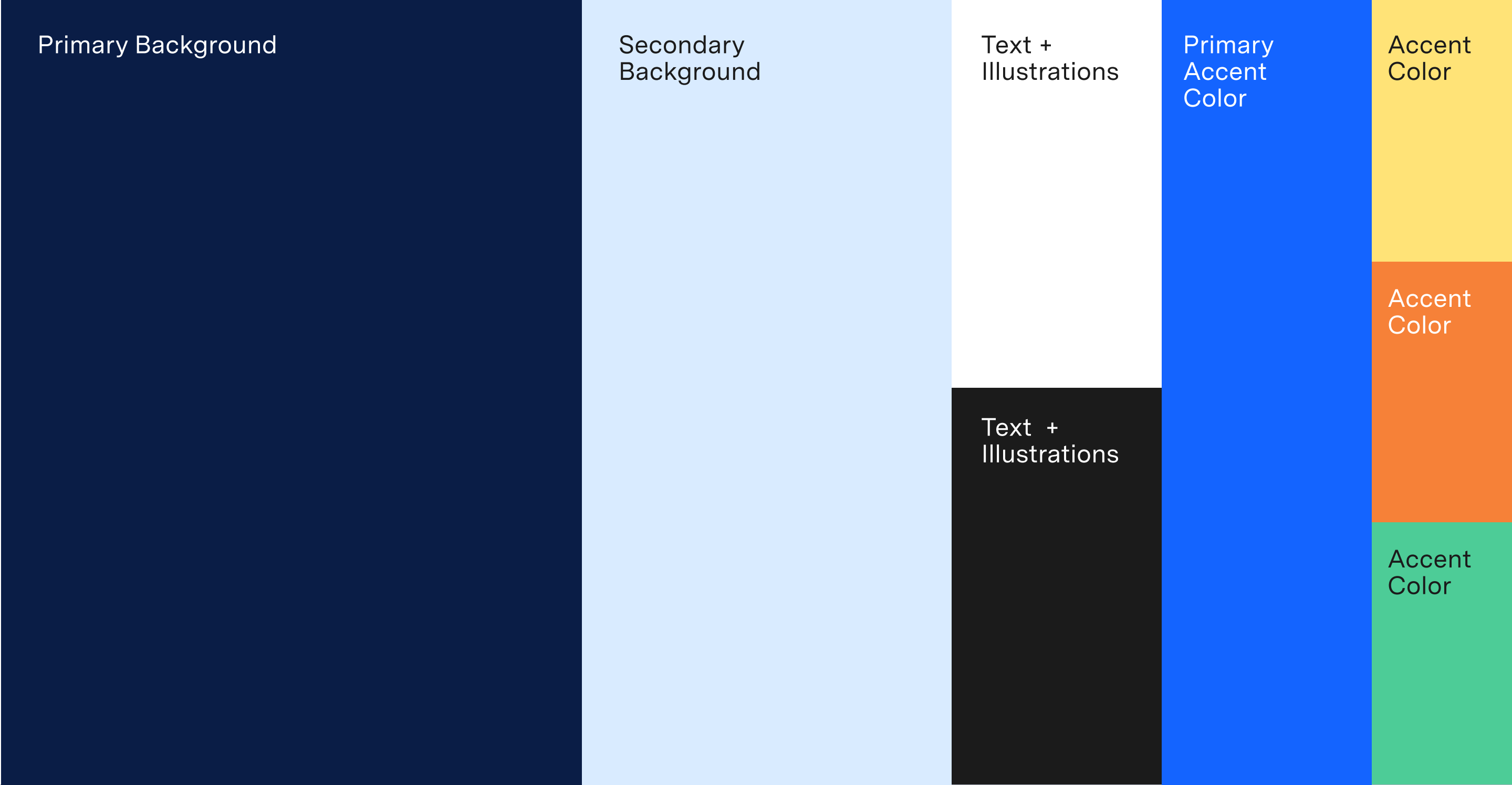
~~#FFE478~~

Color mode for District admins

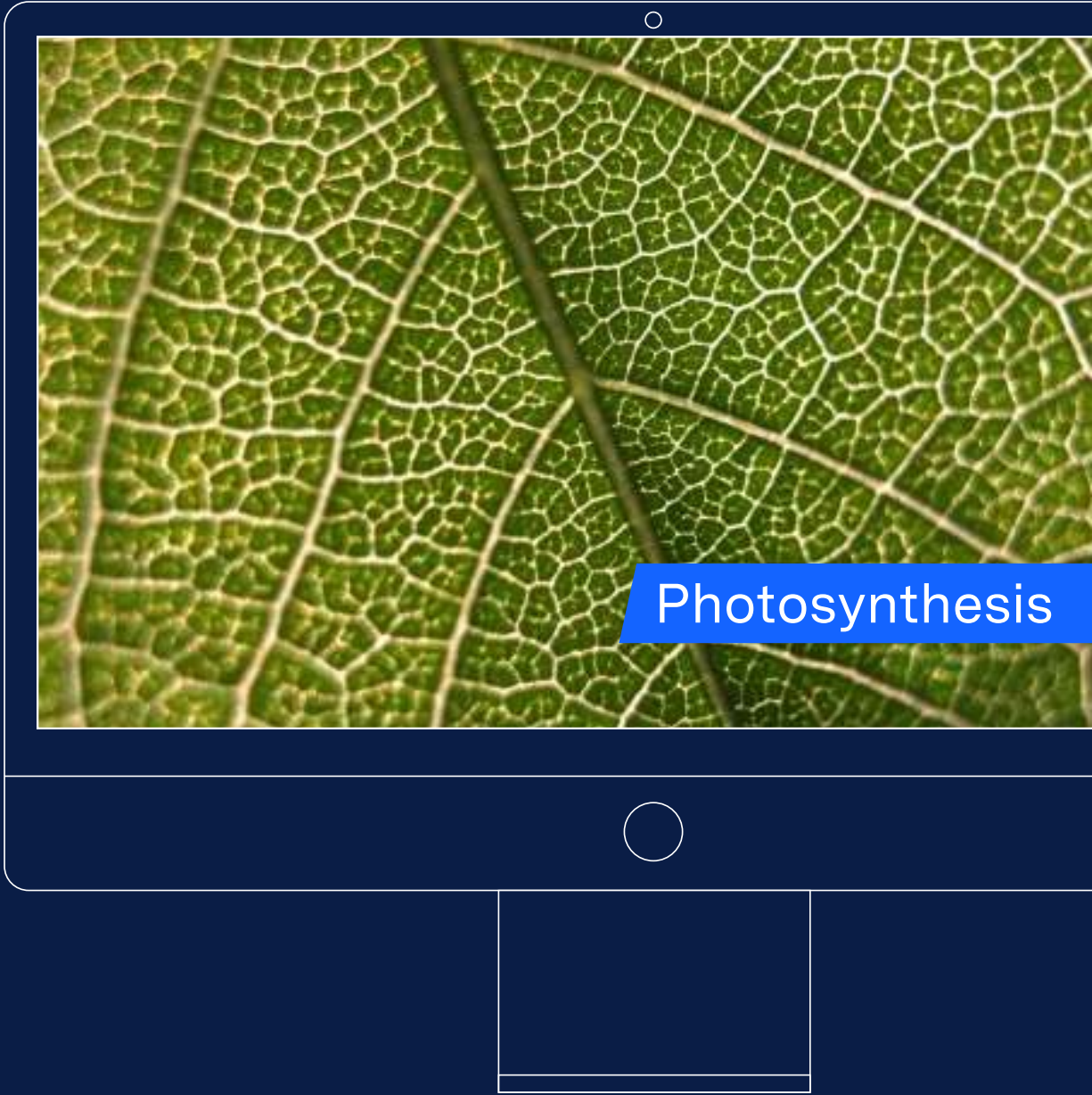
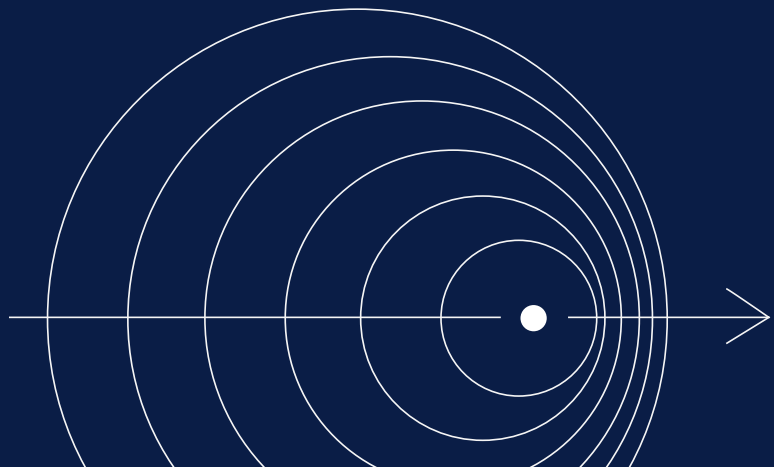
Background color can be dark navy or light blue. You can combine photo content with color shapes, but no more than two color shapes per layout.

At the top of the slide are examples of the use of color backgrounds and allowed color options for shapes.

Color shape are always strictly located behind the photo. The photo covers 20-40% of the color shape.



One place.
All are welcome.

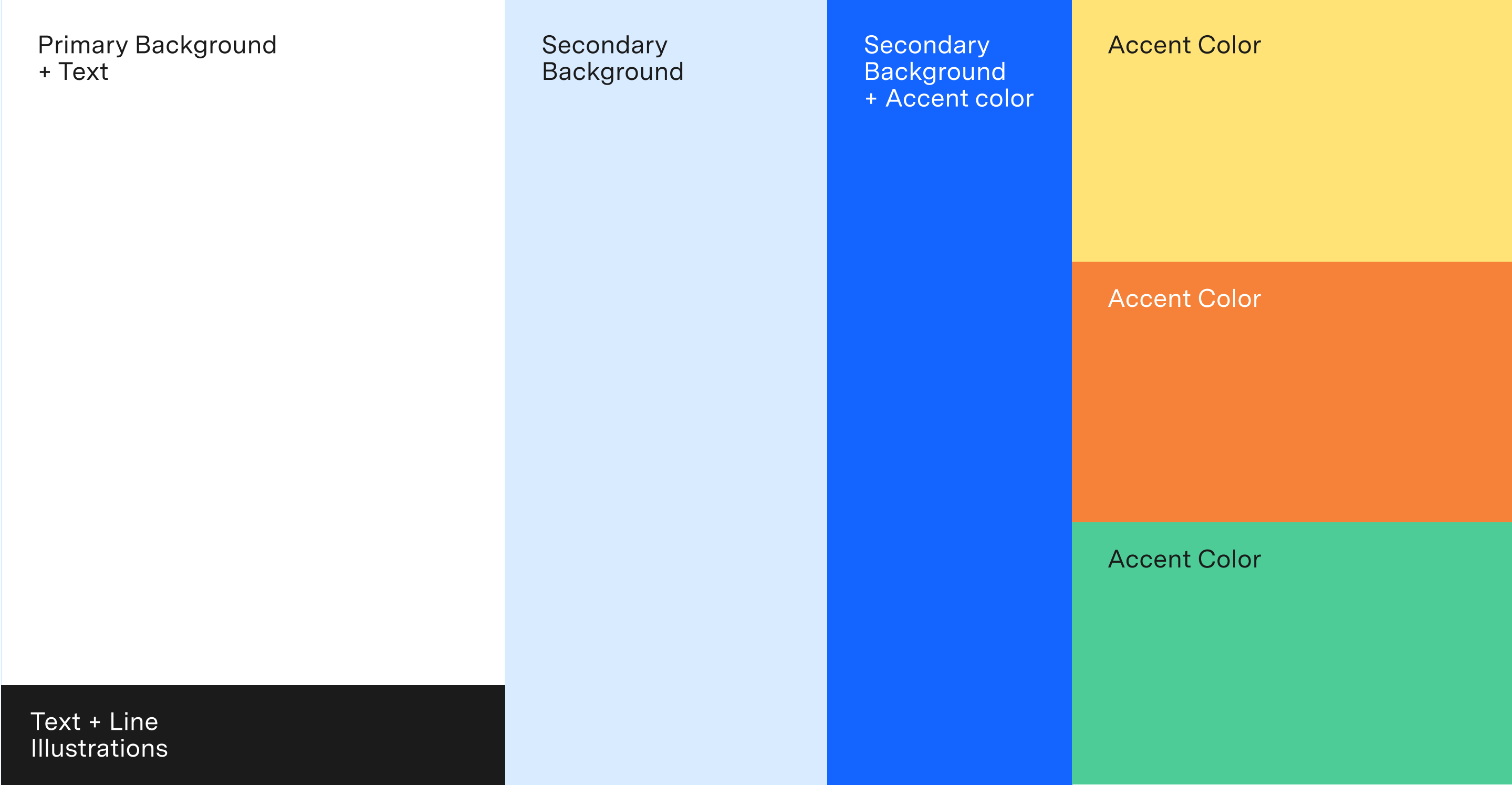


Color mode for K-12 students

This color mode has two color options — white and branded blue. The number of color shapes is also limited, you can use no more than two colors.

At the top of the slide are examples of the use of color backgrounds and allowed color options for shapes. When using the corporate blue color, the use of colored figures is not allowed.

The photo covers 20-40% of the color shape. The vector illustration is filled with black only. Color shapes can use any color from the palette except white, dark navy or light blue.



Connect to
a world of
learning.



Photography

Photography Style Guidelines for K-12

Do's

=

- Use professional shots with the right balance of contrast and shadows.
- Use photos of children in the learning process with tablets or laptops
- Use portrait shots that make children look natural

Don'ts

- Don't use low quality, low-res images.
- Don't use stocky looking images.
- Avoid photos with a lot of objects in the frame
- Do not use photographs of people in forced poses.



Photography Style

Guidelines for District admins

Do's

- Use great quality images.
- Use professional photos of teachers and district admins.

Don'ts

- Don't use low quality, low-res images.
- Don't use stocky looking images.
- Do not use photographs of people who are looking at the center of the frame.
- Do not use photographs of people in forced poses.



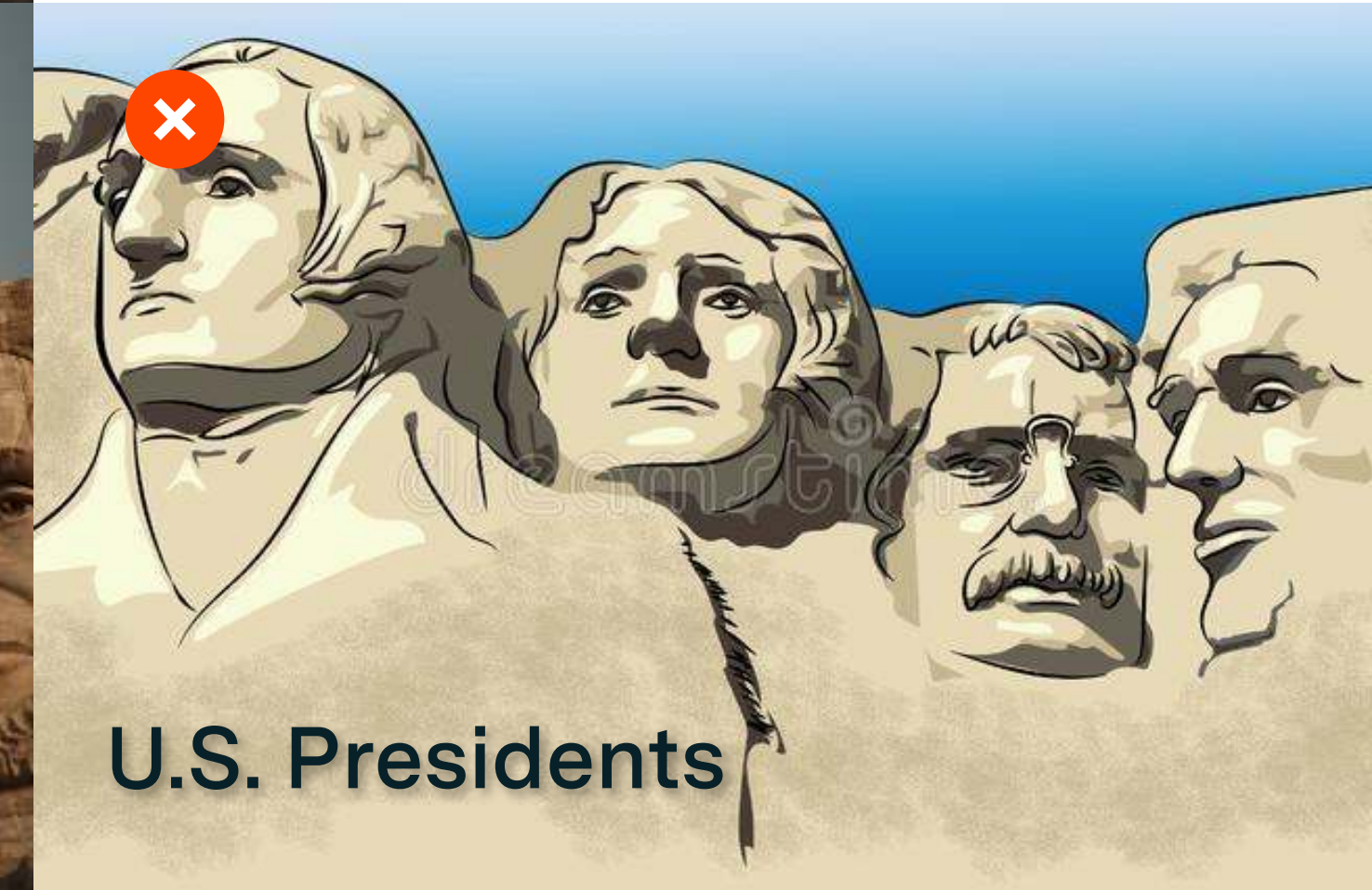
Educational Imagery for both audiences

Do's

- Use great quality images.
- Use professional photos with the right balance of light and contrast.
- Use thematic pictures that are related to your studies, for example, depict some kind of historical landmark or show something related to nature, science.
- Use abstract or macro shots related to academic subjects.
- Use blue labels with photo descriptions.

Don'ts

- Don't use low quality, low-res images.
- Don't use stocky looking images.
- Do not use photos with any kind of photoshop effects, graphics. All photos must be natural
- Do not use photos stylized as drawings.
- Do not place text on top of a photo without a blue label.



Stock Photography Library

These photographs were used in the development of corporate identity. They meet all the criteria of our brand guide.

Links for these photos:

- [Link 1](#)
- [Link 2](#)
- [Link 3](#)
- [Link 4](#)
- [Link 5](#)
- [Link 6](#)
- [Link 7](#)
- [Link 8](#)
- [Link 9](#)
- [Link 10](#)



Typography

Heading Typeface

ABC Arizona Mix is a soft and neat serif with humanistic character forms. Use this font only for headings and only in the specified style (Regular). To maximize the contrast between the headlines and the body copy, ABC Arizona Mix should be used at large sizes whenever possible. We recommend you use the standard character set, which has the 'a' with the ascender.

ABC Arizona Mix is available for licensing [here](#)

ABC Arizona Mix — Regular — Dinamo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABC
Arizona Mix

Body Typeface

This font is a modern geometric sans serif and should only be used for descriptive text (Body text).

Messina Sans is available for licensing [here](#)

Messina Sans — Book — Luzi Type Foundry

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Messina
Sans

Type-Setting

Alignment: Typography should only ever be left-aligned. Never right-align or force-justify typography.

Case: When setting typography, sentence case should always be used. The first word in a sentence is written with a capital letter, all subsequent words with a small letter.

Tracking: Do not change this value in all cases

Leading: Use the value shown in the examples on the right for specific cases.

See best practices to the right.

Display Headlines → ABC Arizona Mix - Regular, Leading = 95%, Kerning: Optical, Tracking: 0%

One place.
All are welcome.

Subheaders, Short Paragraphs → ABC Arizona Mix - Regular, Leading = 95%, Kerning: Auto, Tracking: 0%

Because they were
born to learn.

Body Copy → Messina Sans - Book, Leading = 135%, Kerning: Auto, Tracking: 0%

With secure accounts, simplified logins, and a digital classroom to love, educators can ensure students are ready on the first day, and every day, with Clever. More than 10,000 districts are going Back to School with Clever.

Fall-Back Fonts

Only use these fall-back fonts when absolutely necessary. For instances in which the recommended brand fonts are unavailable, such as PowerPoint presentations or other strict systems, we suggest the following fonts for their readability and versatility and italicized weights.

Google Fonts → Merriweather

AaBbCc12

Google Fonts → Inter

AaBbCc12

Fall-Back Fonts

Only use these fall-back fonts when absolutely necessary. For instances in which the recommended brand fonts are unavailable, such as PowerPoint presentations or other strict systems, we suggest the following fonts for their readability and versatility and italicized weights.

Google Fonts → PT Serif

AaBbCc12

Google Fonts → Manrope

AaBbCc12

Fall-Back Fonts

Only use these fall-back fonts when absolutely necessary. For instances in which the recommended brand fonts are unavailable, such as PowerPoint presentations or other strict systems, we suggest the following fonts for their readability and versatility and italicized weights.

Google Fonts → Martel

AaBbCc12

Google Fonts → Plus Jakarta Sans

AaBbCc12

Graphic Expression

Color Shape Options

This slide shows all the shape options you can use. Each of these shapes can be filled with a uniform color and act as a photo container.

Branded shapes can be painted in yellow, orange, branded blue and green. When using shapes, the background color should be white, light blue, or dark navy.

If you are using a dark background, you can also use a light blue shape, but only in this case. The use of light blue for the shape is not allowed on a white background. You can see examples of these rules at the bottom of the slide.



Photography and shapes layout

There are two options for the composition of color shapes and photos: 1 color shape + photo and 2 color shapes + photo

When using both options, observe the following rules:

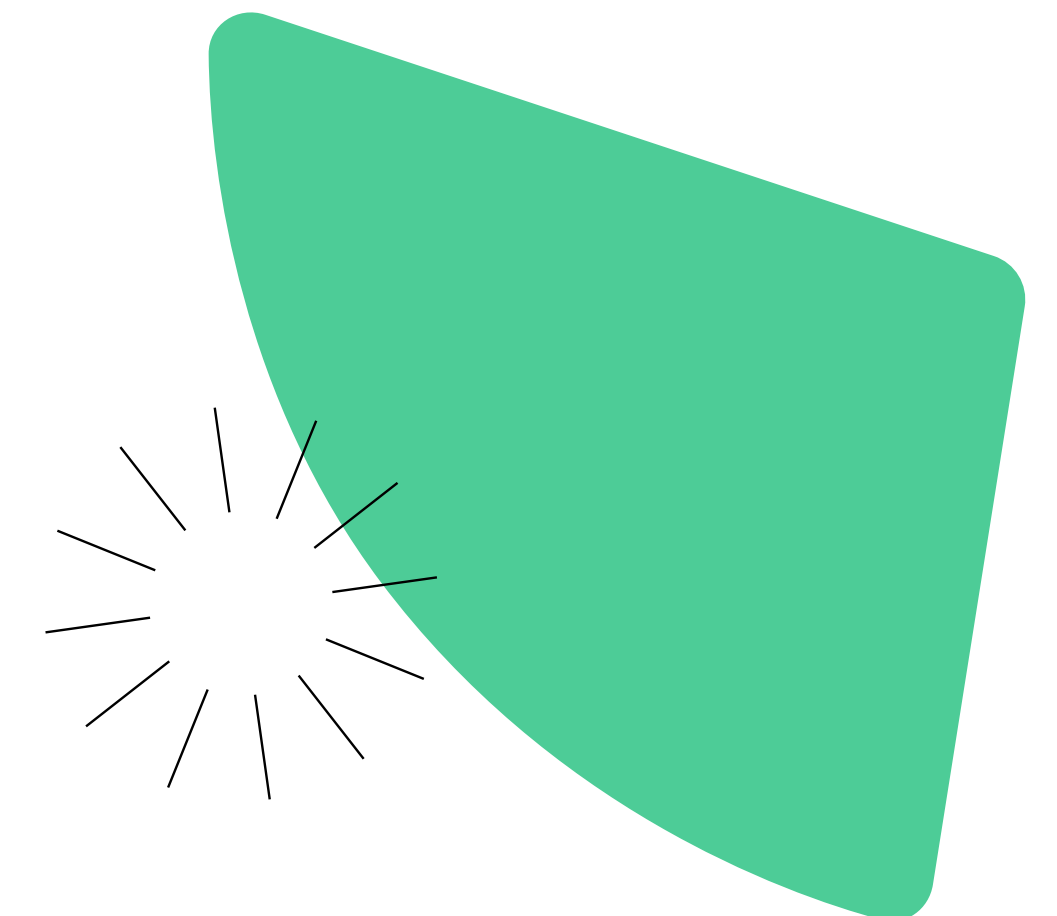
- When combining two color shapes, use different colors.
- Use different shapes.
- When combining two shapes, one of them should be slightly larger than the other.
- Colored shapes should always be under the photo.
- The photo covers 20-40% of the color shape.

Do's

- Always place the color shape below the photo.
- Complement the color shapes and photo with a line illustration.

Don'ts

- Do not use a color shape without a photo.
- When using two color shapes, use different fill colors for them.



Underline usage rules

The underline is only used for headers and is meant to emphasize a single word. We selected these three brand colors for accessibility and legibility. The underline brings a spark of color into our messaging.

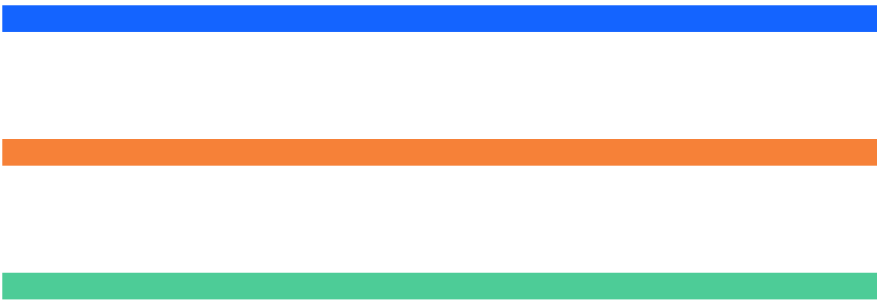
Remember:

The underline is the most impactful when used with intention. When we underline everything, nothing stands. The audience will be lost on what to do and focus on.

Color options:



Stroke should be 4px:



- ✔ To advance education with technology that works for students everywhere.
- ✘ To advance education with technology that works for students everywhere.

Things to do:

- ① Do underline one impact word
- ② Do use 4px for the underline

Things to avoid:

- ① Do not use other colors from above
- ② Do not exceed one word
- ③ Do not use underline in title slides

Tag usage rules

The tag is used for emphasis above a header in a presentation. The text within should be 1-2 words and capitalized. There are two situations where the tag can be used: 1. A general presentation 2. An audience specific presentation.

For a general presentation where it speaks to a range of audiences, each color signifies a specific category:

- New - Yellow
- Add on - Orange
- Enhancements - Green
- Clever products and features - Blue
- Steps - Light blue

General presentation color options:

NEW

ADD ON

ENHANCEMENTS

MFA+

IDM

SINGLE SIGN-ON

STEP 1

STEP 2

STEP 3



Things to do:

- ① Do use the tag when appropriate

Things to avoid:

- ① Do not change the words or colors
- ② Do not use more than two tags on a slide

Device Usage (1/2)

Our device illustrations provide the option and opportunity for product screen grabs that haven’t been turned into a product illustration to still be utilized in the meantime.

Remember:

Contact Brand [here](#) for specific product illustration(s).

Things to do:

- ① If content is distracting use educational photo
- ② Add in the blue label short highlight statement
- ③ Use device only if product illustration is unavailable



SCALE FOR GROWTH

Building systems that scale help us grow together

For long term sustainability, we're laying the foundation to scale faster, together, while growing customer love.

Multi-year strategy:

- Flexible, intuitive product experiences
- Improved customer education and troubleshooting
- Investment in platform efficiency, resiliency and accessibility

34



Simplifying adoption of your learning tools

- Teachers can discover and instantly provision apps for an entire class
- [Beta] Teacher purchasing
- Streamlined district purchasing

86

Device Usage (2/2)

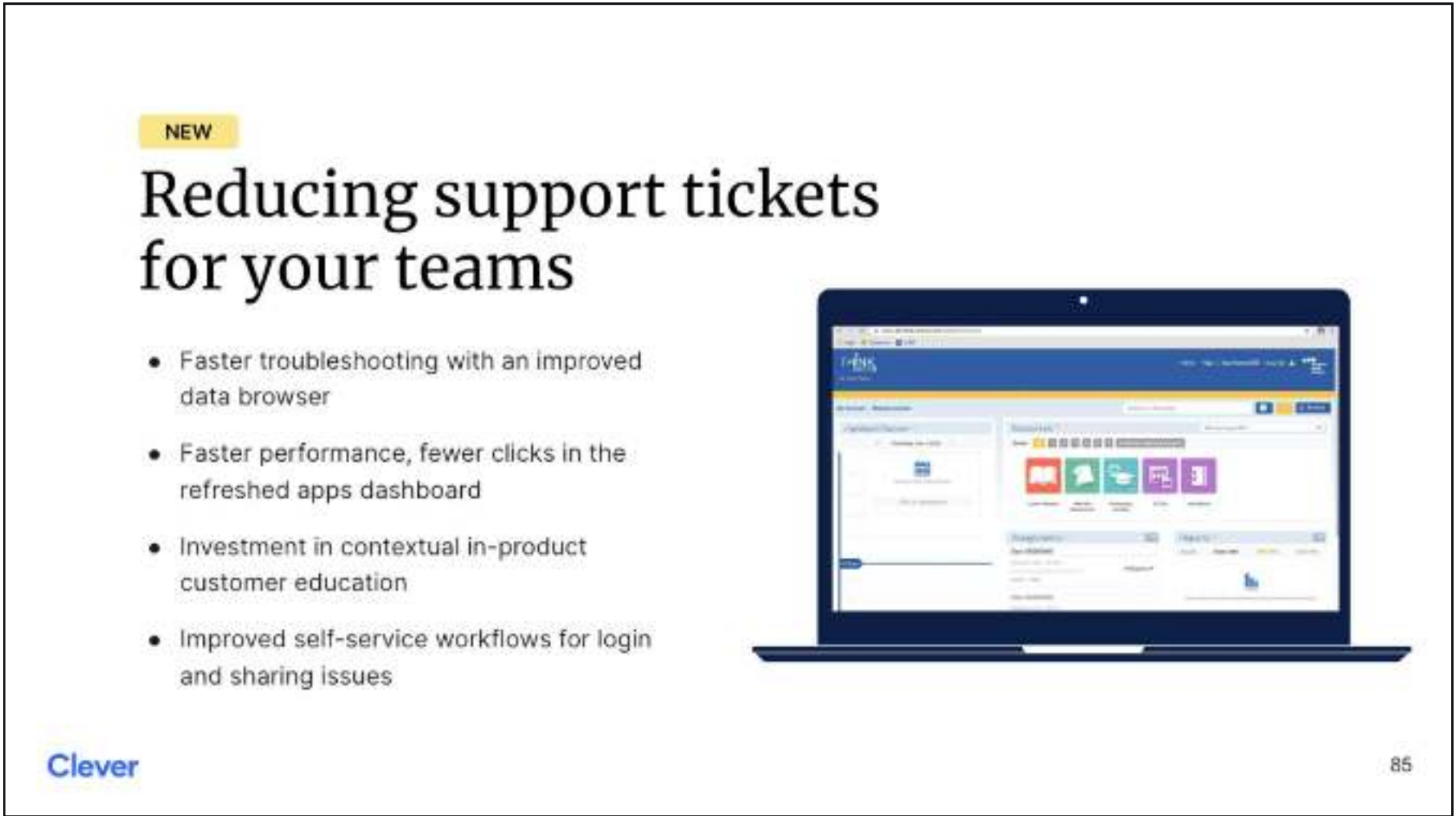
Our device illustrations provide the option and opportunity for product screen grabs that haven’t been turned into a product illustration to still be utilized in the meantime.

Remember:

Contact Brand [here](#) for specific product illustration(s).

Things to avoid:

- ① Do no use other company’s product screen grab
- ② Do not put people photos into the devices



*The above is not Clever’s product interface

Brand illustrations

You can also use linear vector illustrations to design layouts in combination with color shapes. Below is a list and description of illustrations:

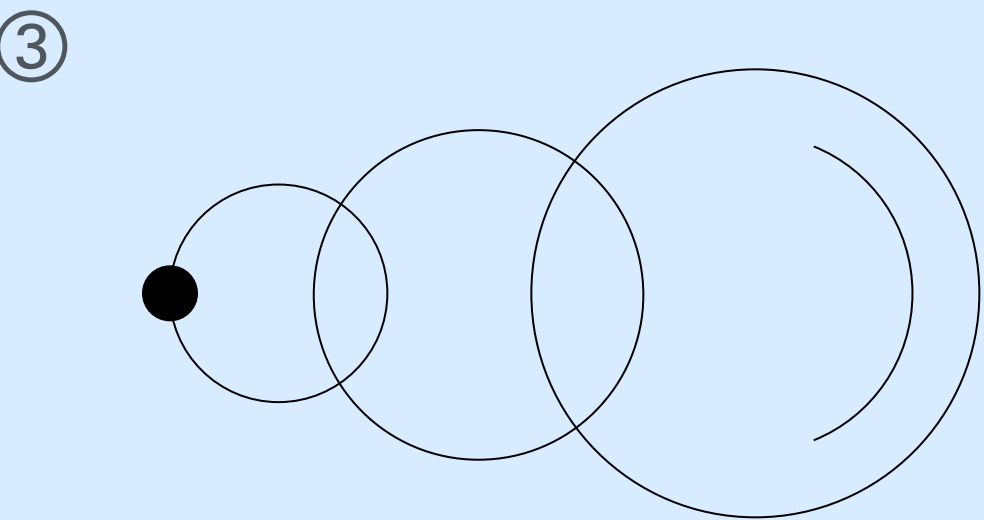
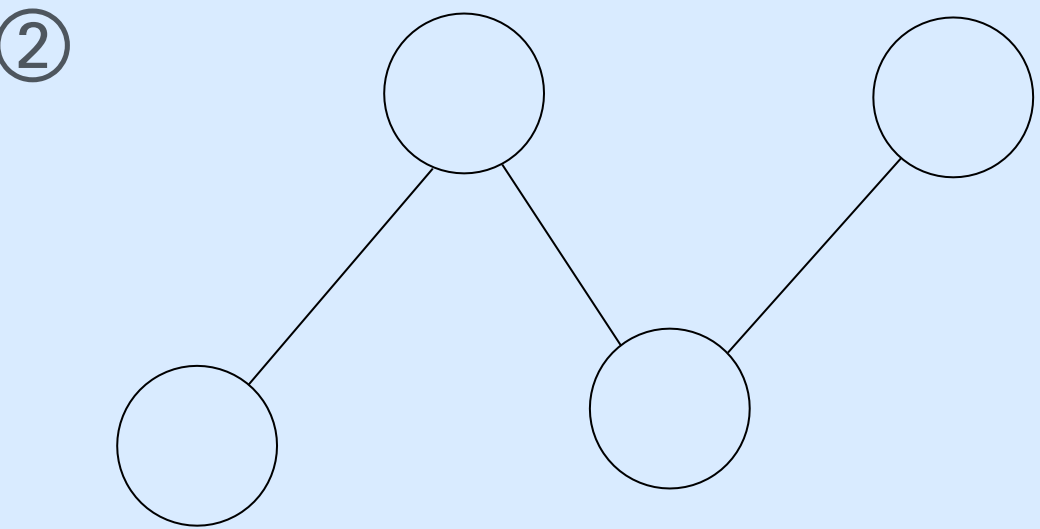
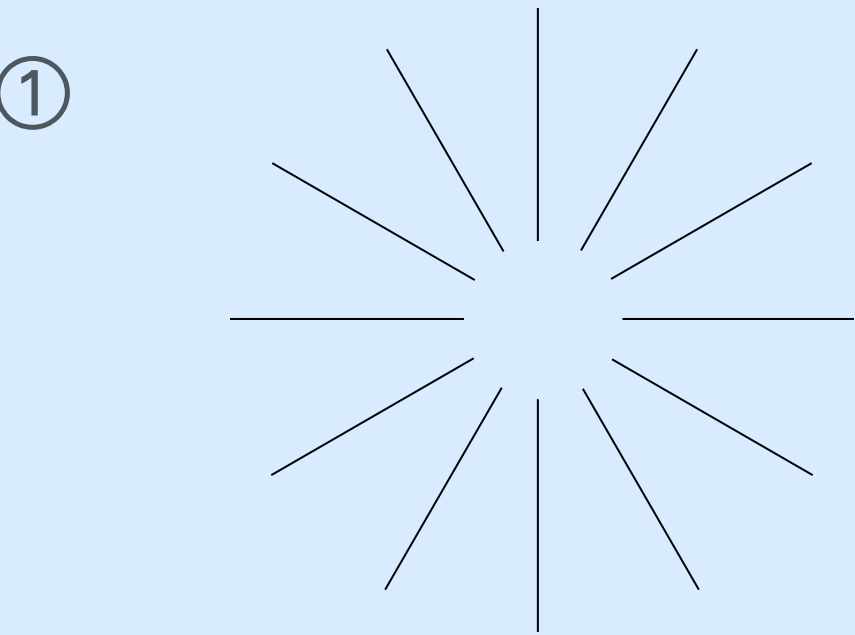
Broad ideas:

- ① Spark — since the acquisition of new knowledge is enlightenment.
- ② Human Connection — abstract image of objects connected to each other.
- ③ The creative process is an abstract example of the gradual creation of a new idea (from idea to implementation)

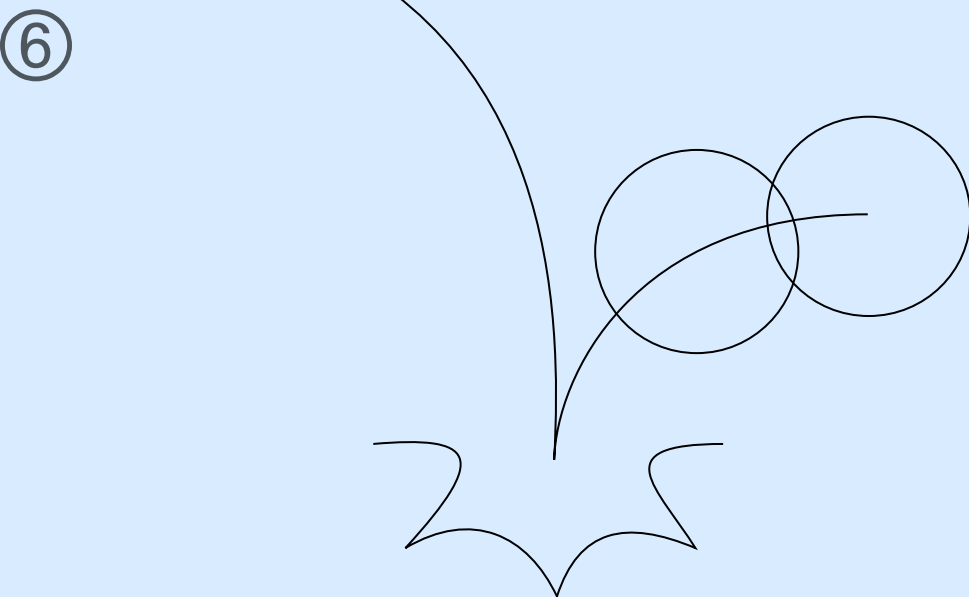
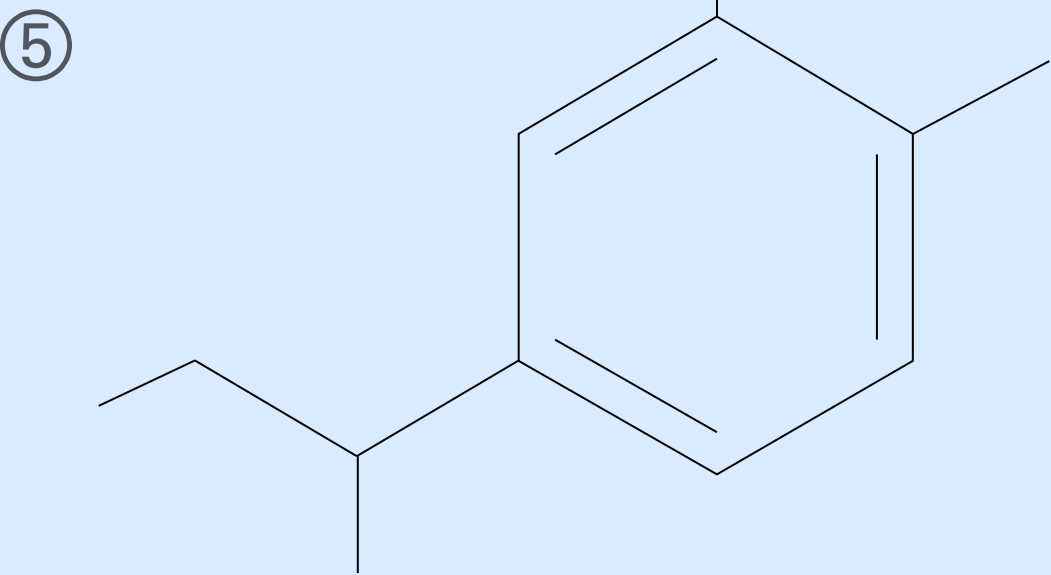
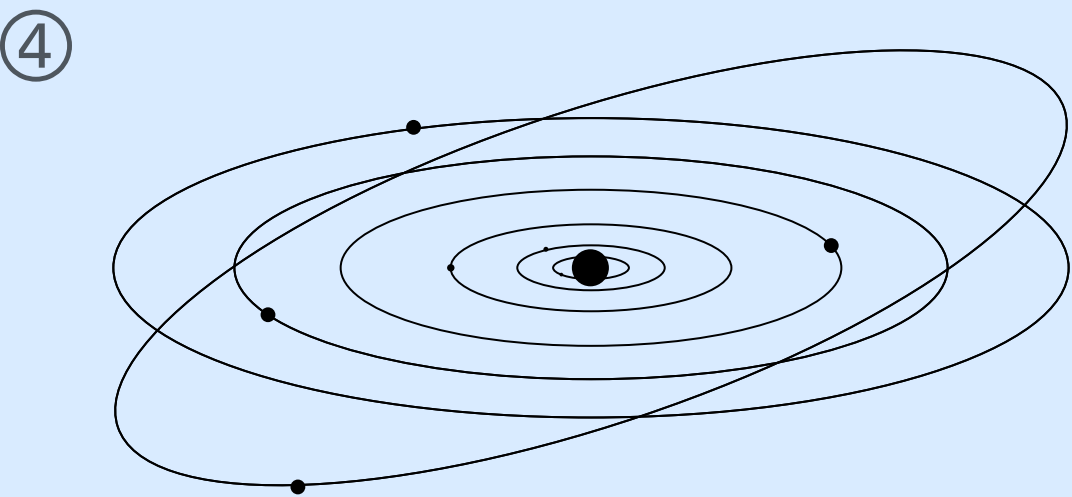
Academic ideas:

- ④ Planetary system — visual image from elementary science.
- ⑤ Molecule system — base from chemistry as connection symbol.
- ⑥ Bouncing Ball — Representing PE, playground games and basic physics

Broad ideas



Academic ideas



Brand illustrations usage rules

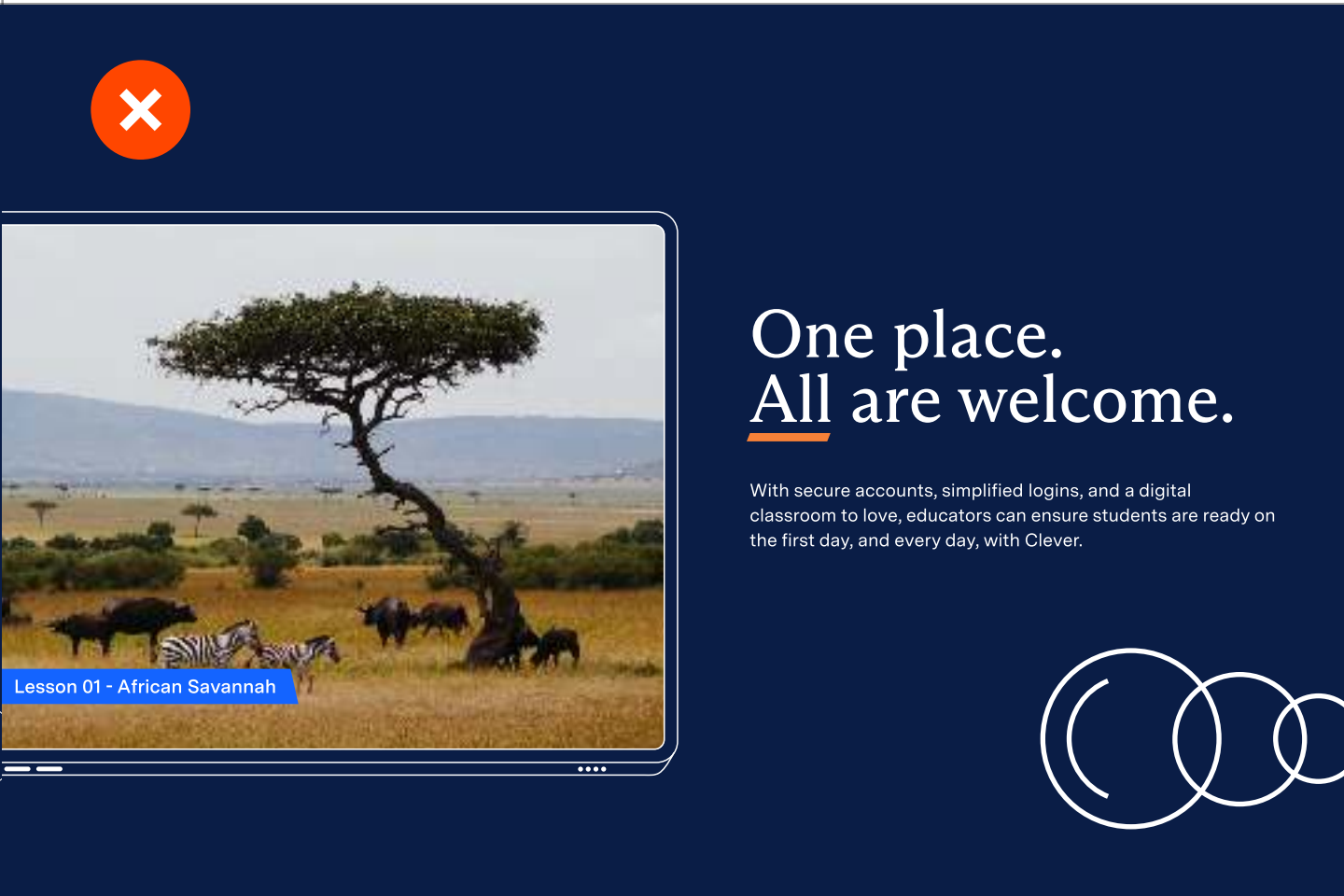
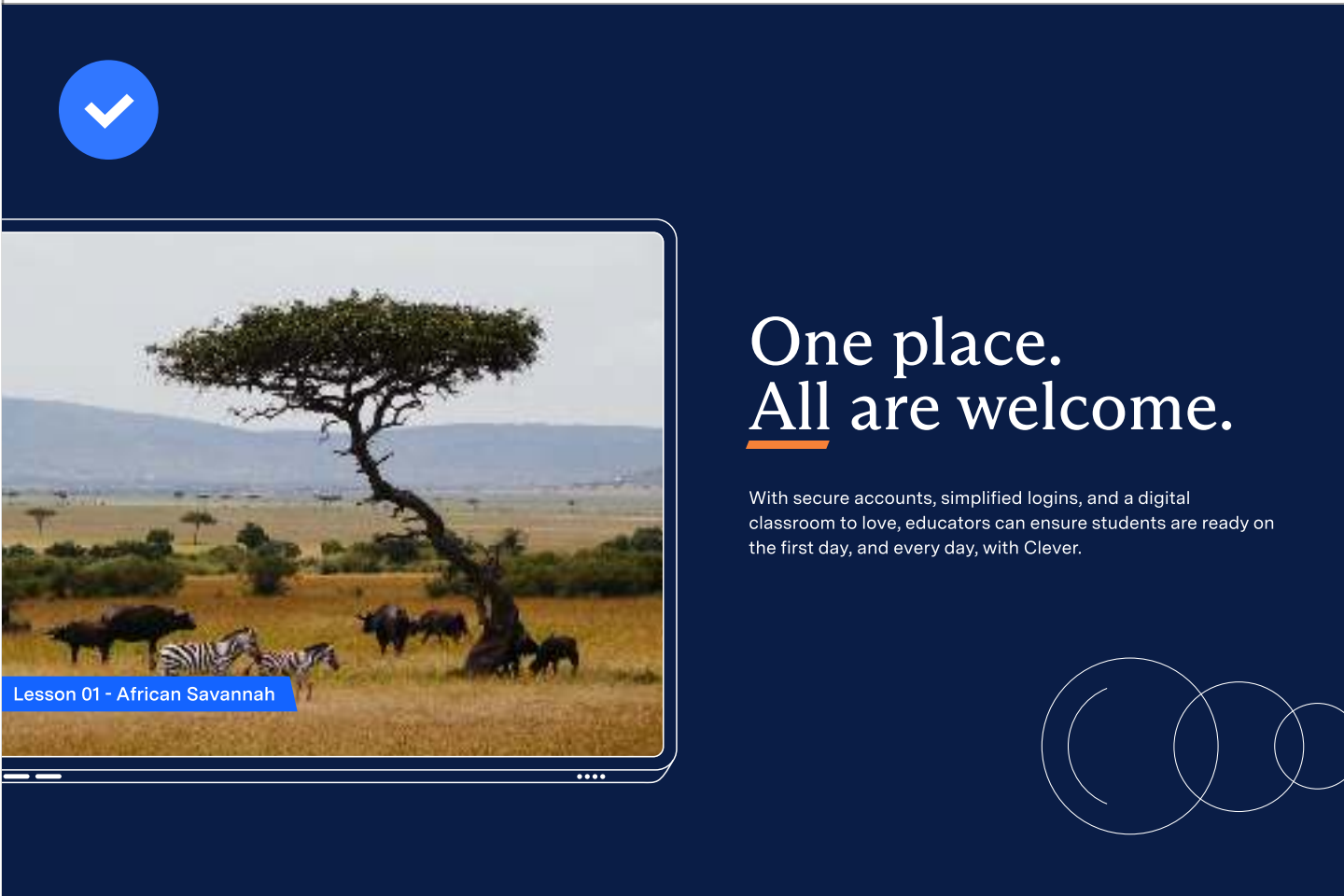
When using branded line illustrations, follow these guidelines:

Do’s

- Use only one illustration per layout.
- The illustration should always use a thin line
- The illustration can only be in two colors, black or white.

Don’ts

- It is not allowed to use two illustrations in one layout.
- Don't use bold lines. When combined with other elements (text or color shape) an illustration should always be light and not take all the attention.
- Does not use illustrations in any color other than black or white.



Brand Icons and Illustrations

Custom stroke icons

When using branded icons, follow these guidelines:

✓ Things to follow:

- Custom stroke icon color should be ■ #3C404F
- Custom stroke icon points should always be rounded
- Custom stroke icon sizes: small 16px, medium 24px, large 64px
- Custom stroke icon corners should be 4px minimum
- Custom stroke icon should embody a playful spirit

✗ Things to avoid:

- Custom stroke icons should be created by Brand Marketing
- Custom stroke icons should not be used as decoration
- Custom stroke icons should not be bigger than 64px
- Custom stroke icons should not be smaller than 16px

Icon size



Icon padding



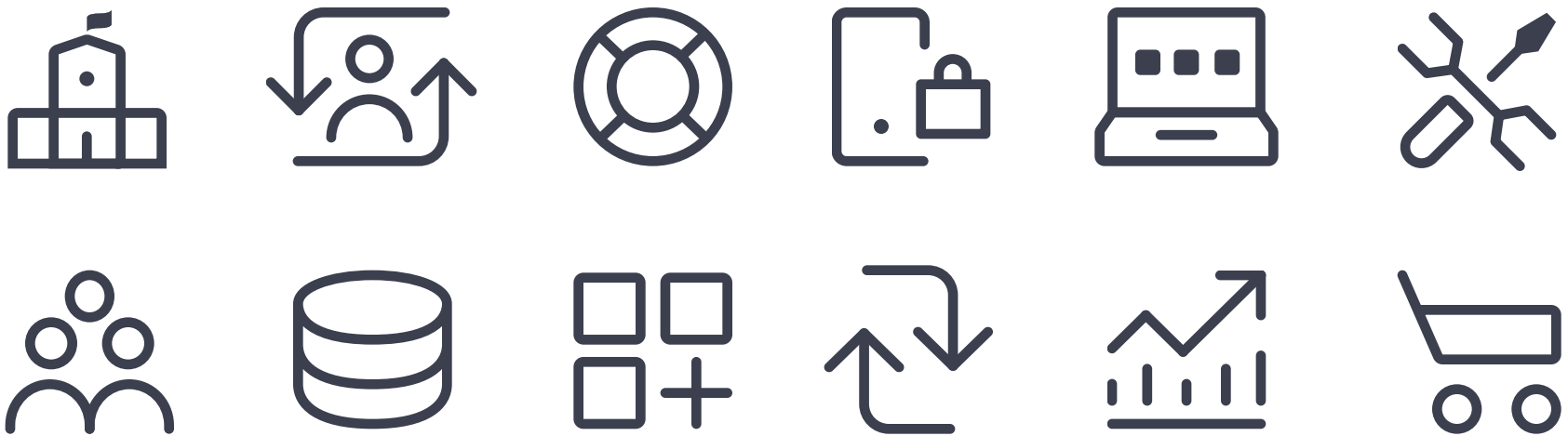
Icon stroke



Icon corners



Custom stroke icon examples



Material solid icons

[Material Symbols](#) is a resource we use for it’s free and wide range of iconography. This discovery was provided by Brand during Dewey 3.0 and agreed by the Design Team to use as a primary resource for establishing our products’ icon library. When using these stroke/line icons, follow these guidelines:

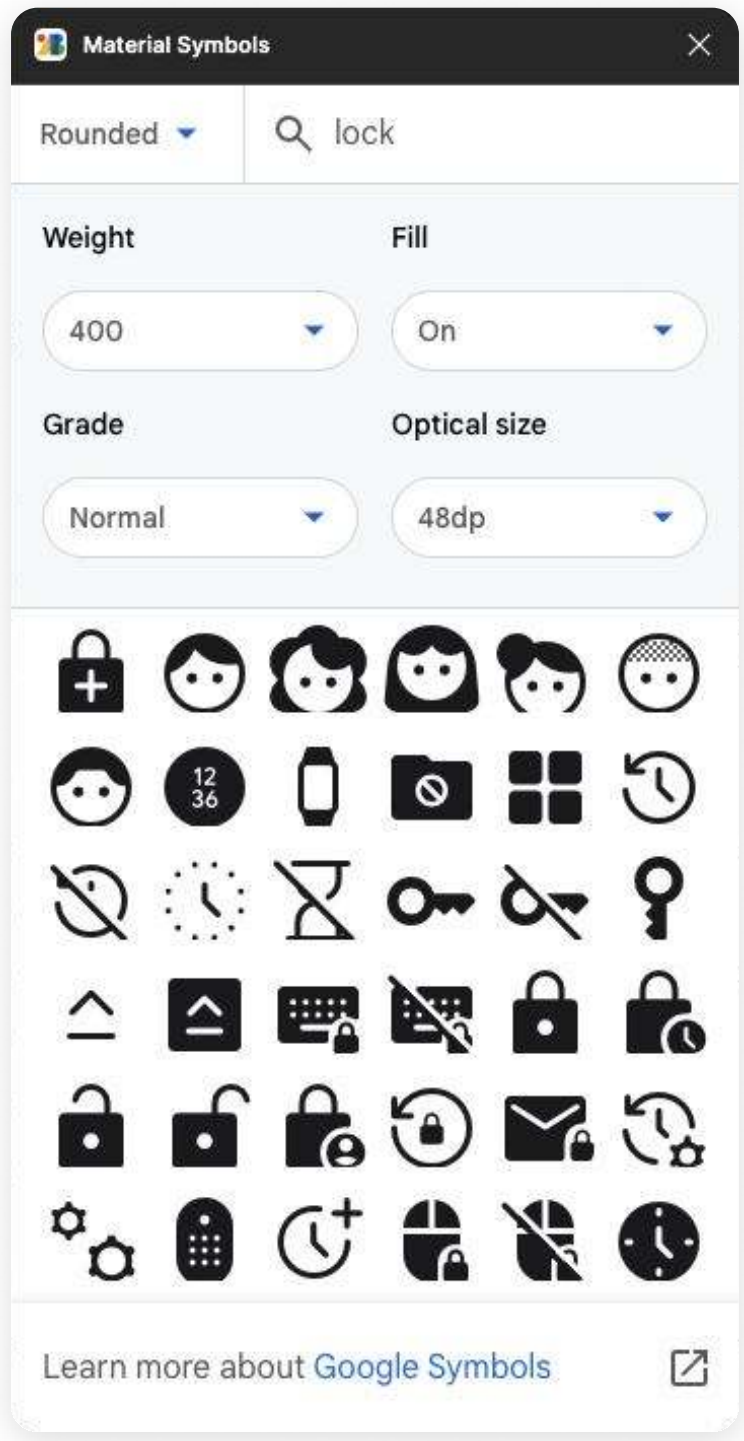
✓ Things to follow:

- Download [Material Symbols](#) plugin to Figma for access
- Review Dewey 3.0 Asset Library for the current icon library
- Solid icon sizes: small 16px, medium 24px, and large 48px
- Solid icons corners: rounded / Solid icons weight: 400
- Solid icon fill: on / Solid icon grade: normal

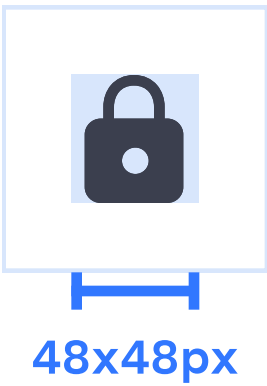
✗ Things to avoid:

- Avoid adding new icons without looking at the icon library first
- Avoid using new icon without documenting it in the icon library
- Avoid using icons for decoration and no purpose

Figma Plugin



Icon size



Icon padding



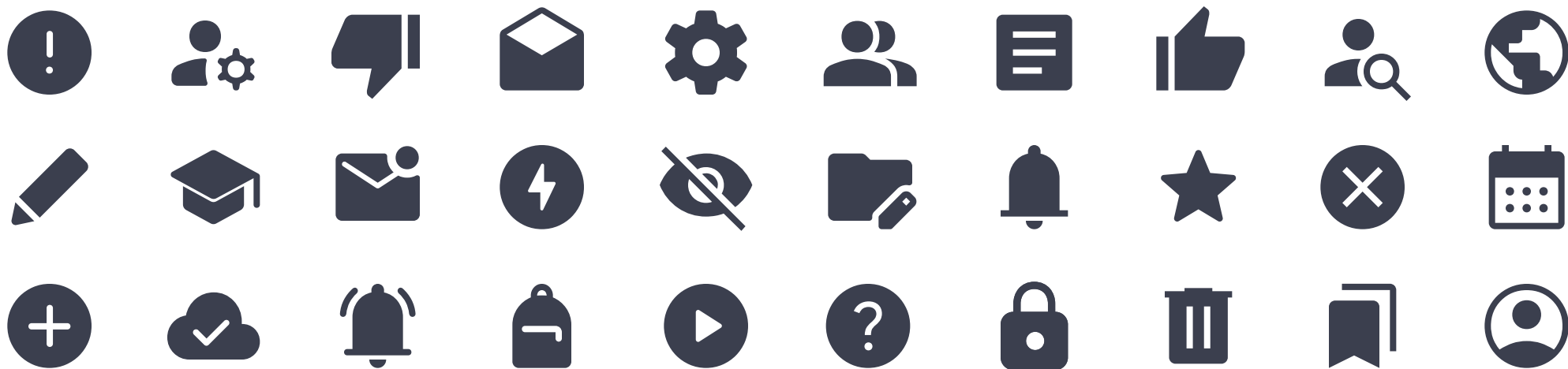
Icon stroke



Icon corners



Material solid icon examples



Dual-tone icons

When using dual-tone icons, follow these guidelines:

 Things to follow:

- Dual-tone icons size should be 120x120px
- Dual-tone icons stroke color should be  #3C404F
- Dual-tone icons stoke points should always be rounded
- Dual-tone icon corners radius should be 8px minimum
- Dual-tone icon negative space should be balanced
- Dual-tone icons are best for feature callouts and diagrams
- Dual-tone icons should include a device or document
- Dual-tone icons should be limited to two color combinations
(Color combination options:      

 Things to avoid:

- Dual-tone icons should not be used as decoration
- Dual-tone icons should not be smaller than 120x120px

Icon size



Icon padding



Icon stroke



Icon points



Icon corners



Icon callout



Dual-tone icon examples



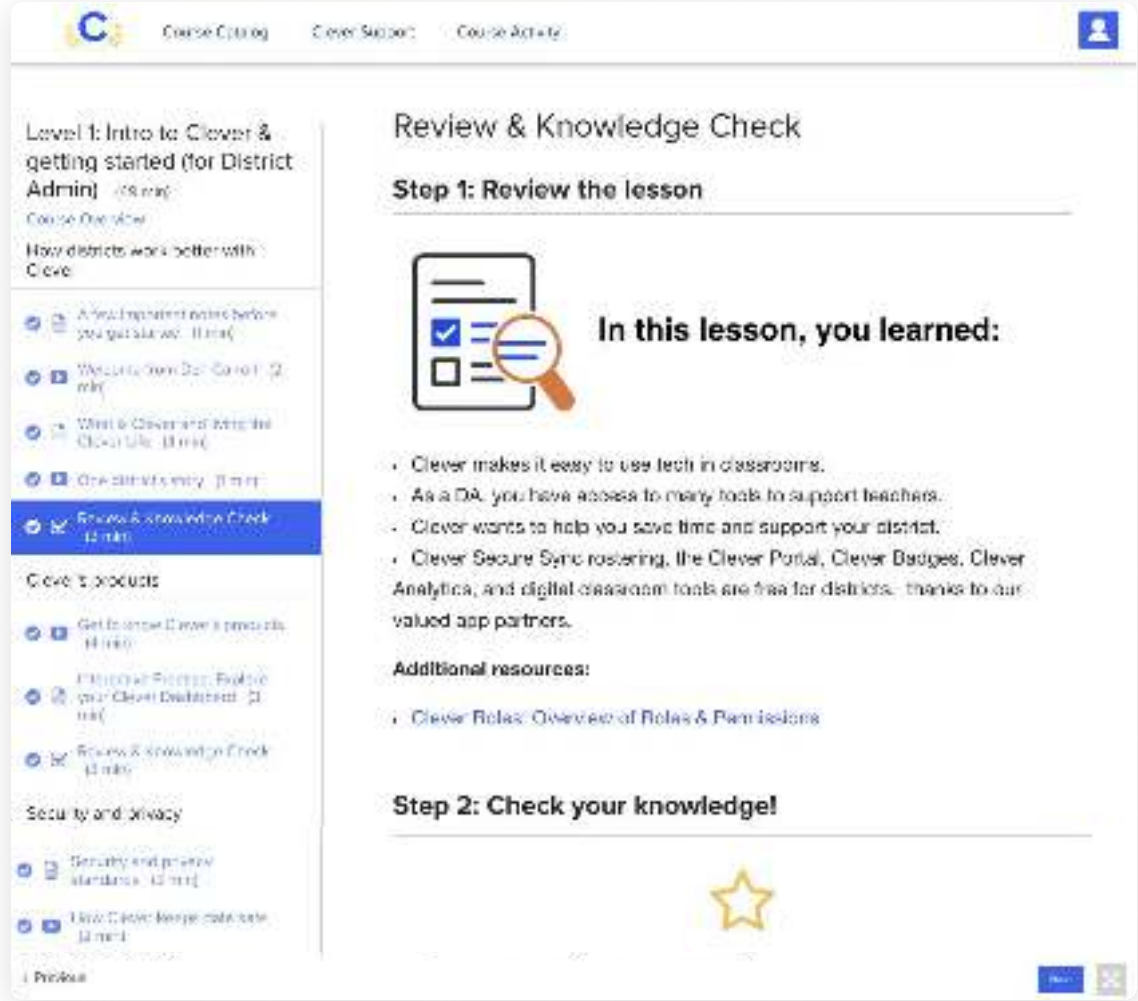
Icon styles demonstrated

Here are examples of Custom Stroke Icons, Material Solid Icons, and Dual-Tone Icons demonstrated in diagrams and products.

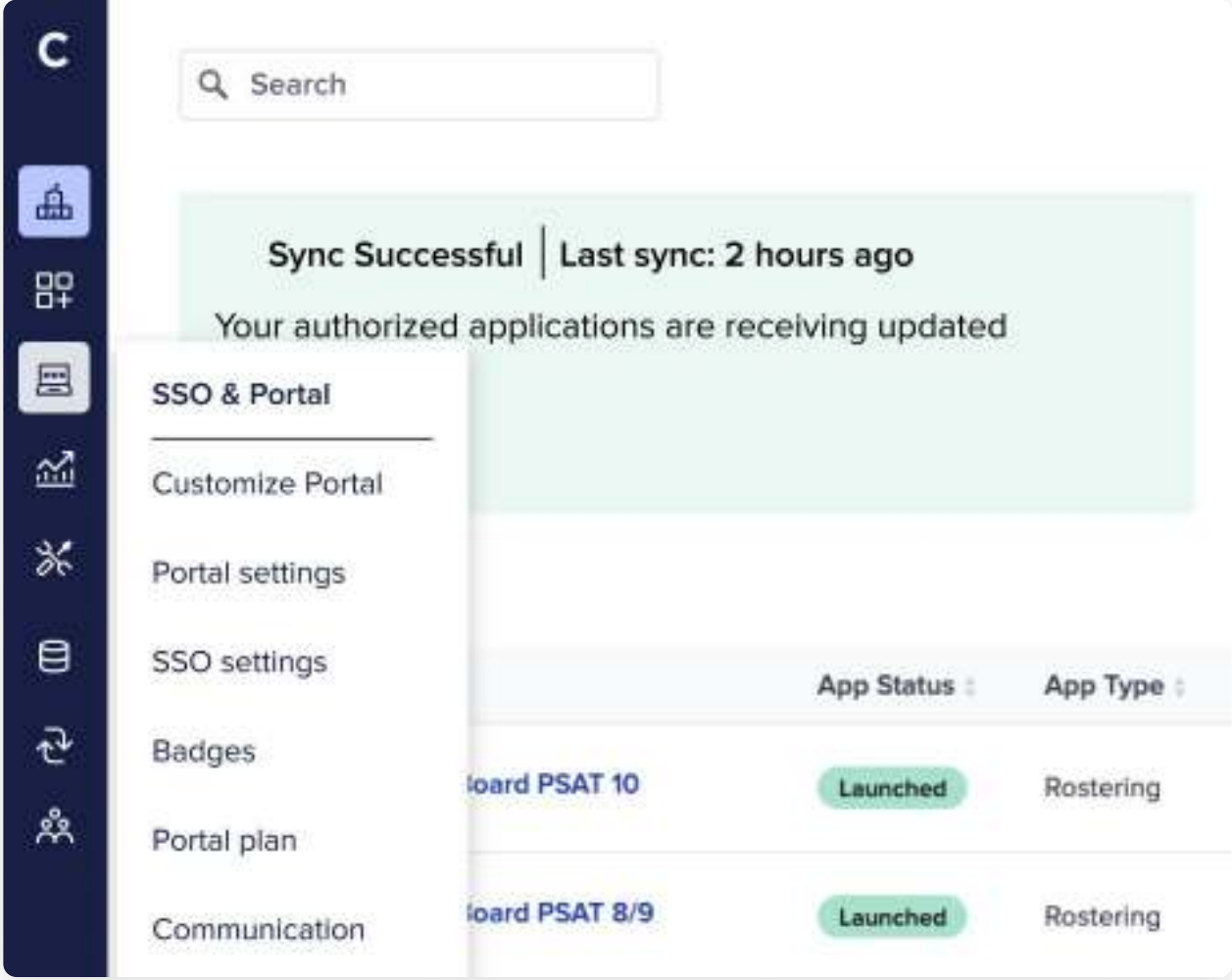
✓ Clever MFA Diagram



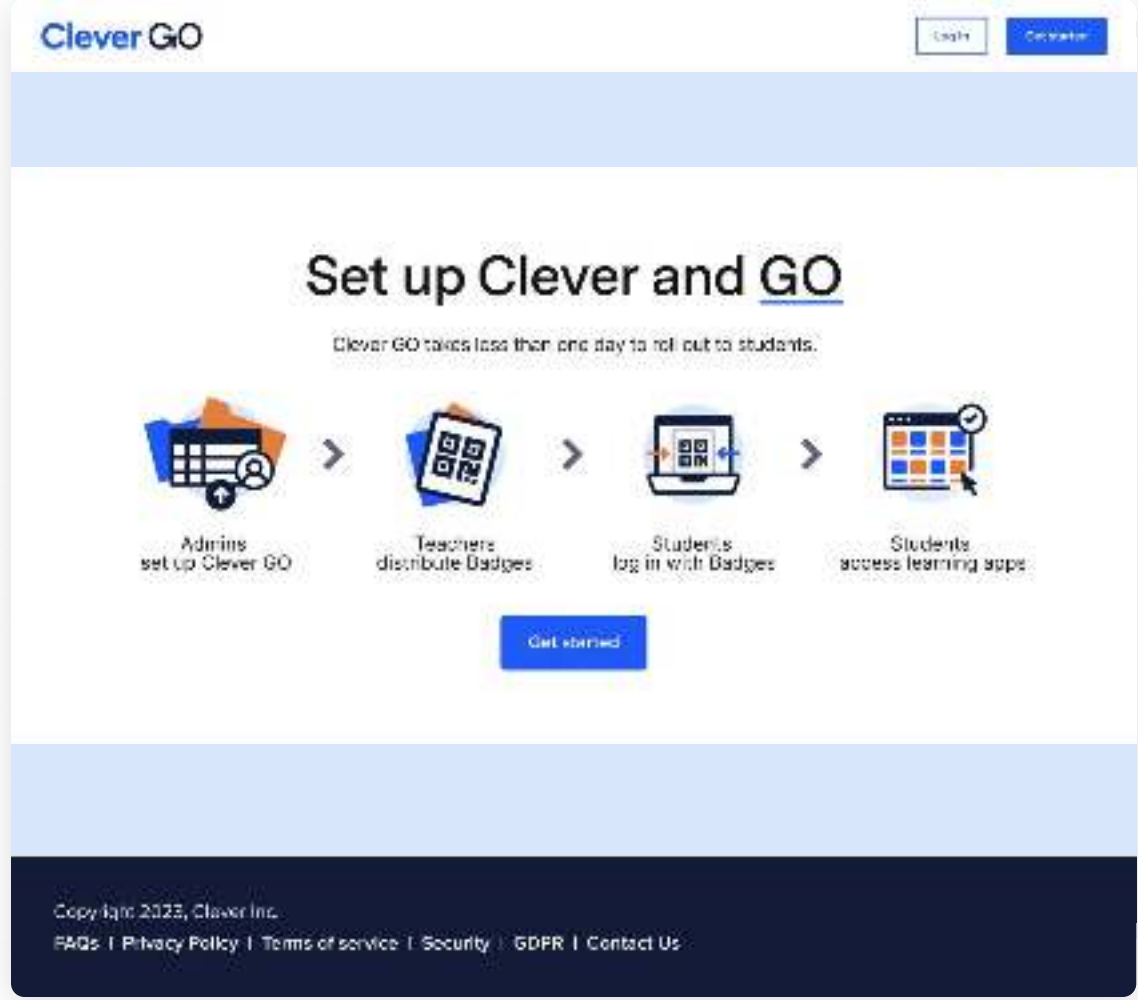
✓ Clever Academy



✓ DA Dashboard Nav



✓ Clever Go Website



Classroom illustrations

Our Classroom illustrations are project specific and not designed for additional usage outside of the context it was created for. If illustrations are needed fill out a [Brand Marketing - Intake Form](#). When using branded illustrations, follow these guidelines:

✓ Things to follow:

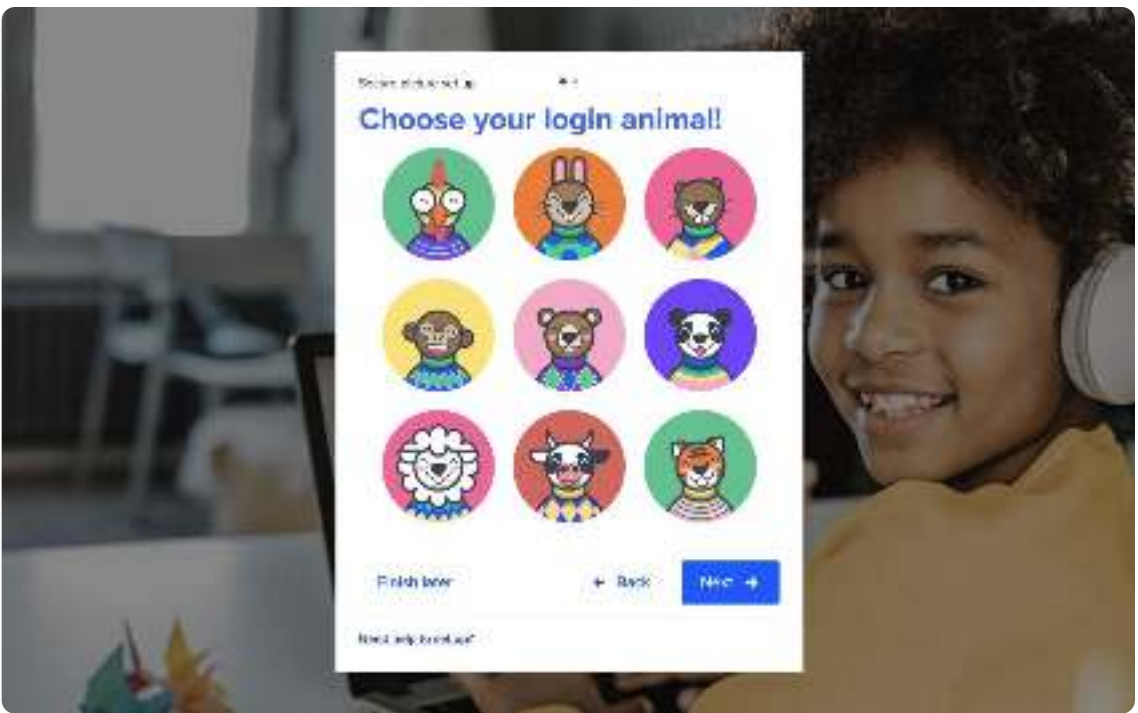
- Stroke color should be #3C404F ■
- Outside stroke 6px and inside detail stroke should be 3px
- Subjects should be quickly recognizable by children of all ages
- Subjects should fit academic context with a childlike spirit
- Colors should follow our brand color palette except as noted
- Illustrations should be vibrant, light with depth, and delightful
- This illustration style should be used for Teachers and Students

✗ Things to avoid:

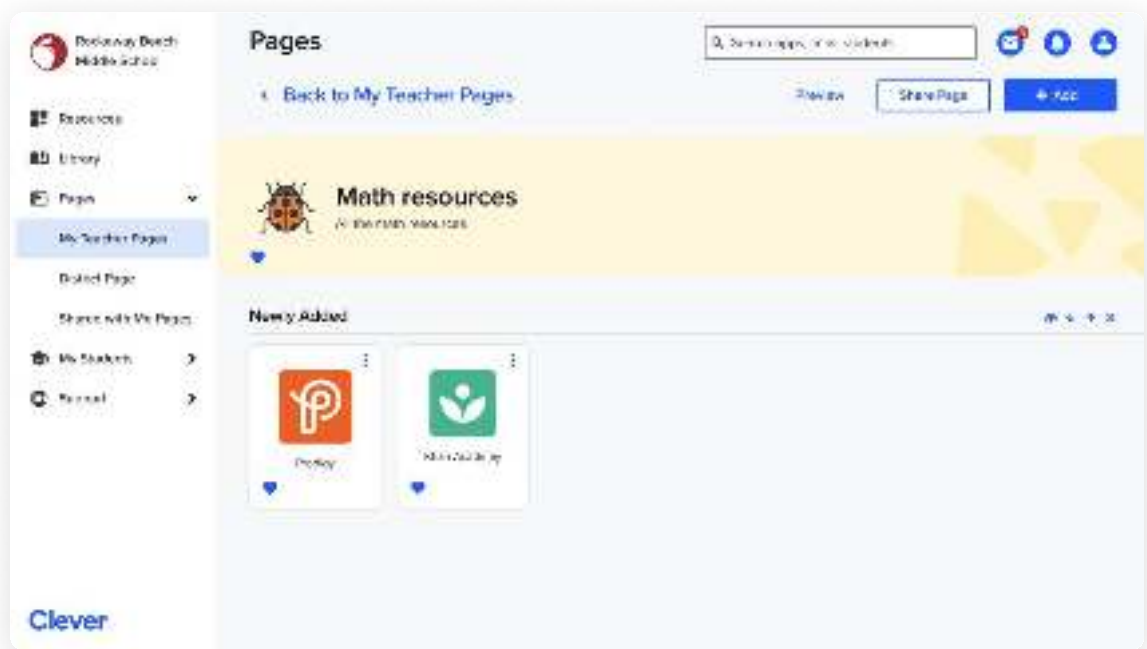
- Do not repurpose these illustrations for any reason without consulting with Brand Marketing and Product Design



✓ Classroom MFA



✓ Teacher Page Avatars



Badge and QR code illustration usage rules

This shows the Clever badge and QR code illustrations along with some examples. When using the badge and QR code illustrations, follow these guidelines:

Do's

- Use the badge in graphics and diagrams.

Don'ts

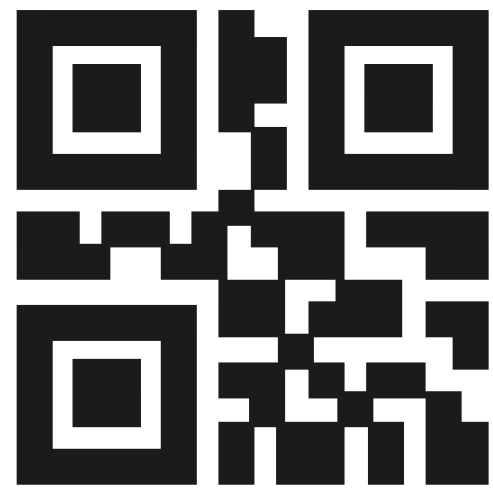
- Don't change the badge transparency.
- Don't remove the badge drop shadow.
- Don't add an outline to the badge.
- Don't use the badge without the Clever logo.
- Don't edit either of the QR codes.

Clever badge:



QR code:

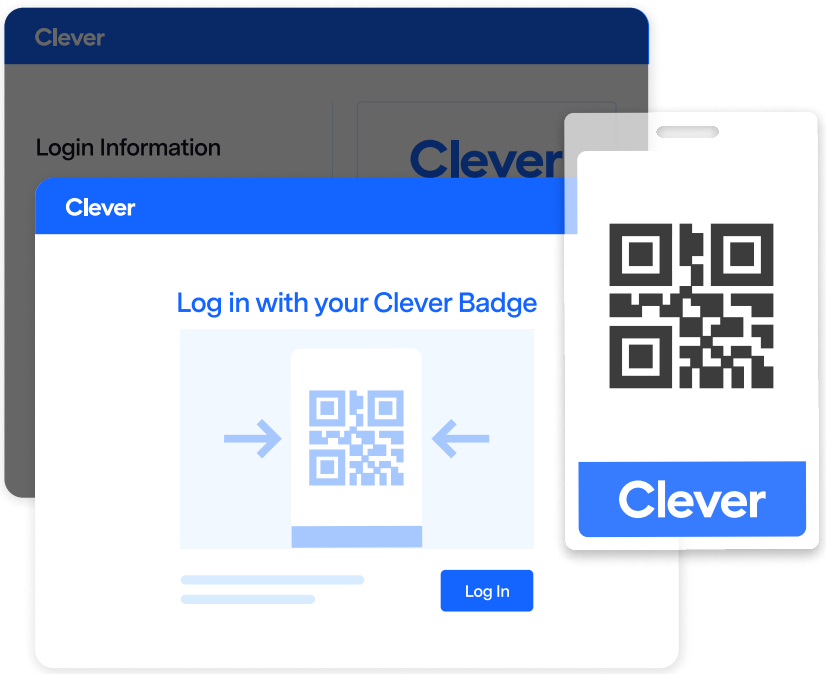
Full scale



Small scale



✓ Product illustration



✓ Social media



✓ Iconography



Product Illustrations

Product Illustrations

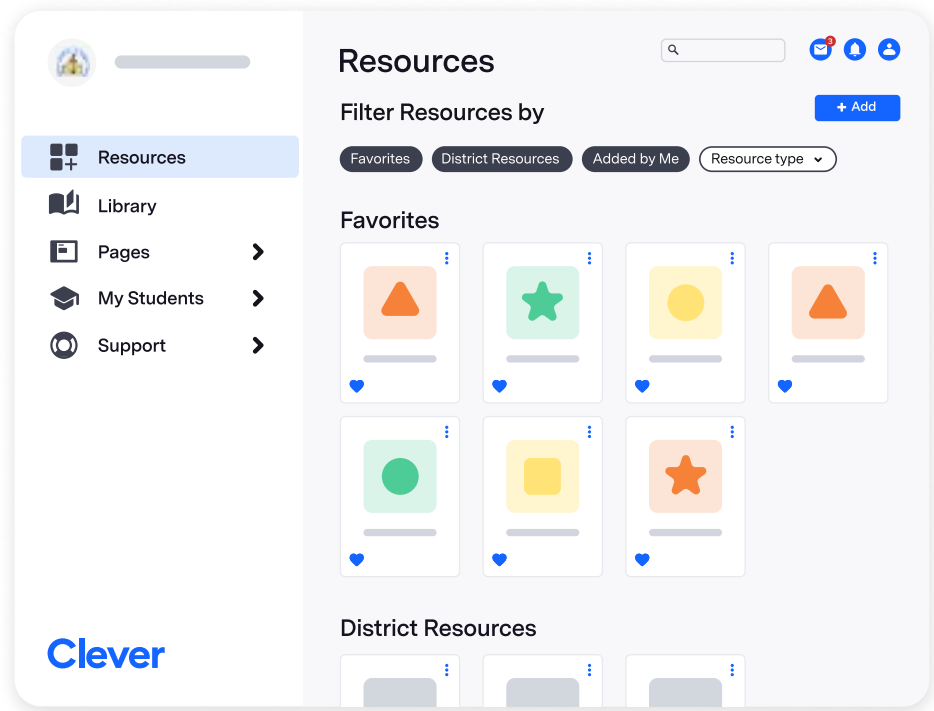
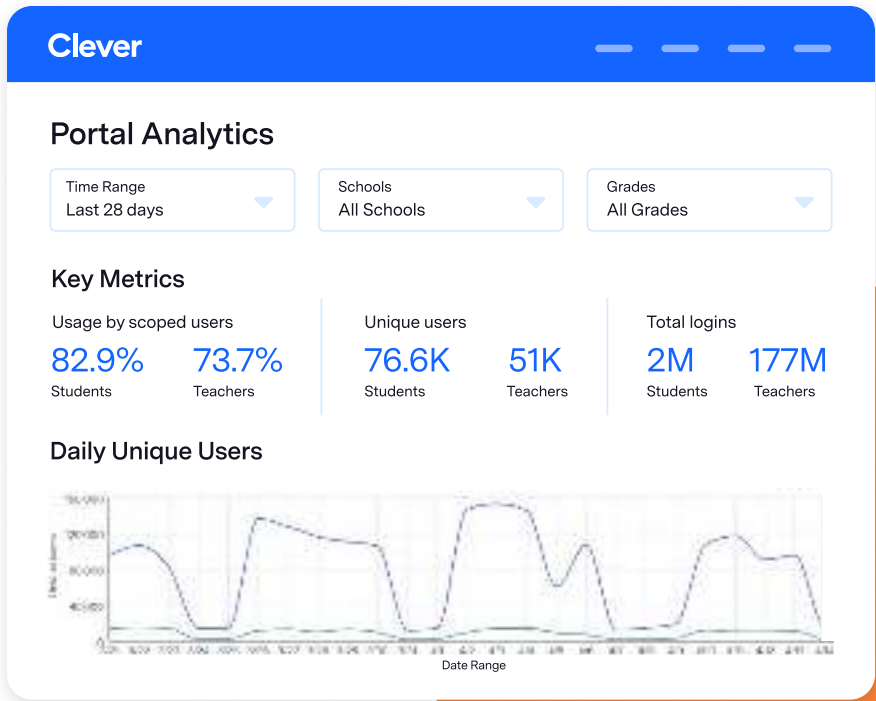
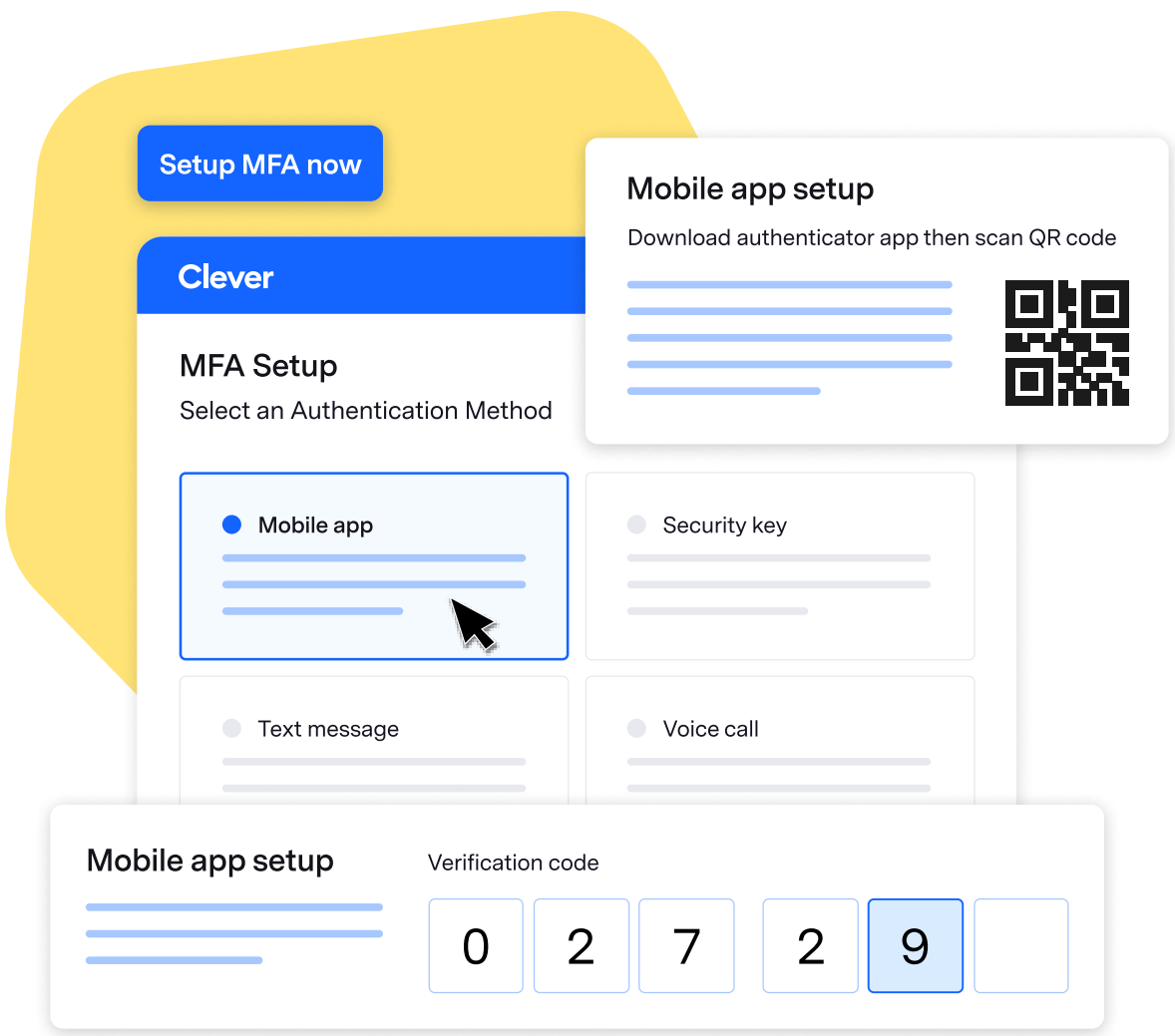
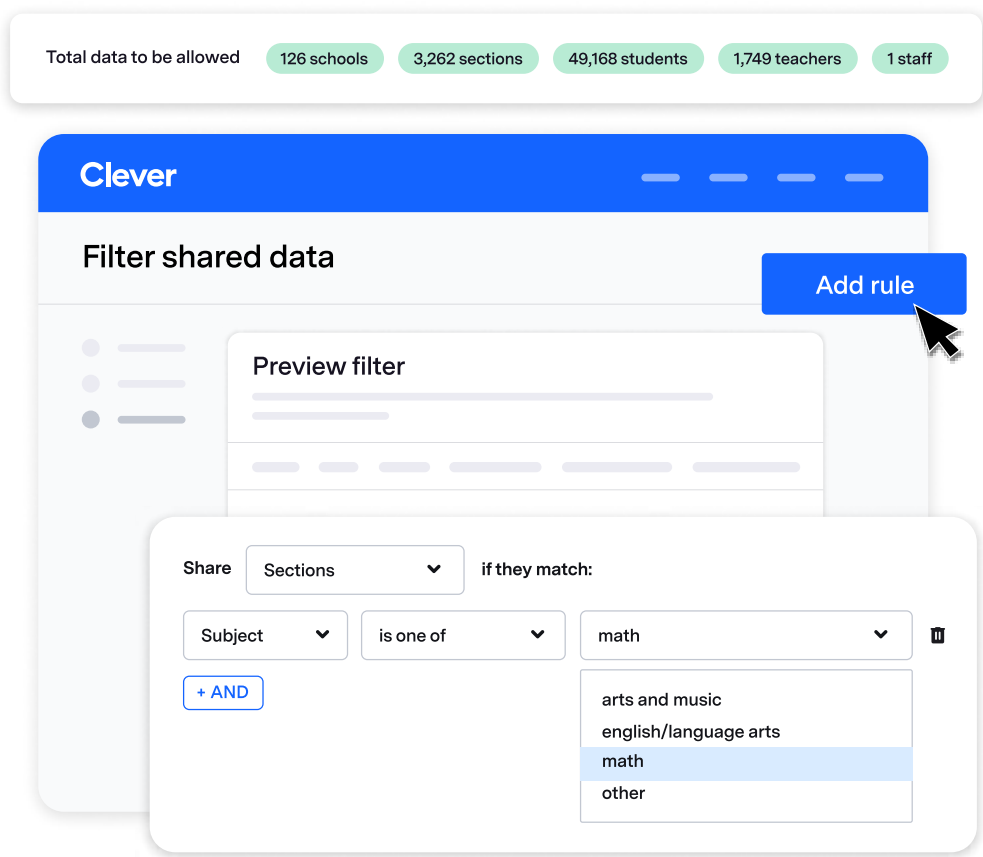
✓ Things to follow:

- When working with PMM on product illustrations, make sure to follow the steps **outlined here** first.
- Then create the new product illustration under the correct product page in the **Figma file**.
- When the product illustration is finalized, upload both the WS and NS PNG versions into the correct **product google folder**.
- If you are updating an old product illustration, make sure to delete the old version that is in the google folder already.
- Overall, keep the product illustrations focused and clear.
- Highlight the necessary feature information and bring everything else into the background.
- If the product illustration is not about one specific feature, illustrate the entire product, but keep it simple.

✗ Things to avoid:

- Unless it is truly a NEW product, avoid creating new folders in Google / new pages in Figma.
- Avoid using many font styles, decorations, and colors.

Product illustration examples

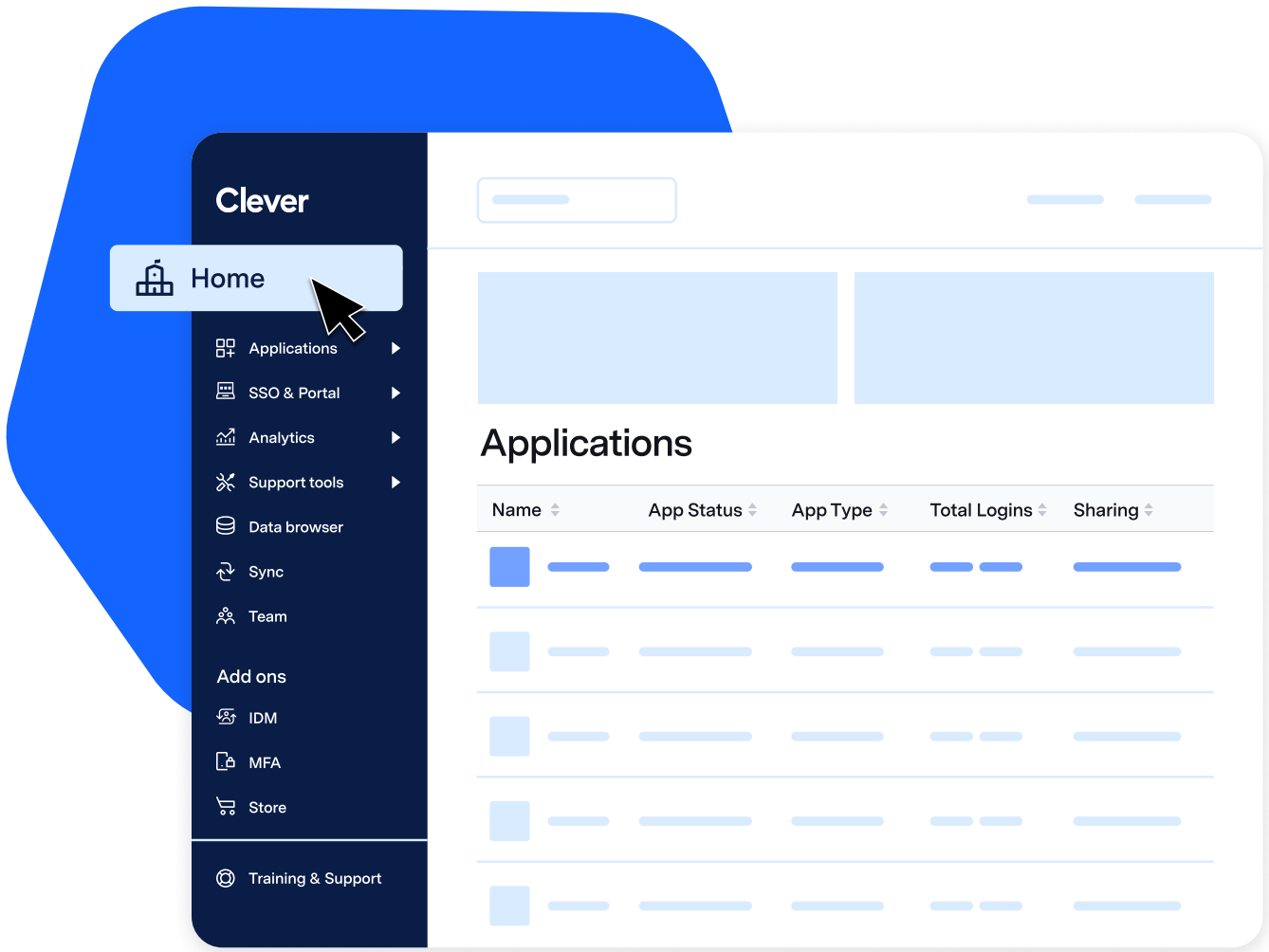
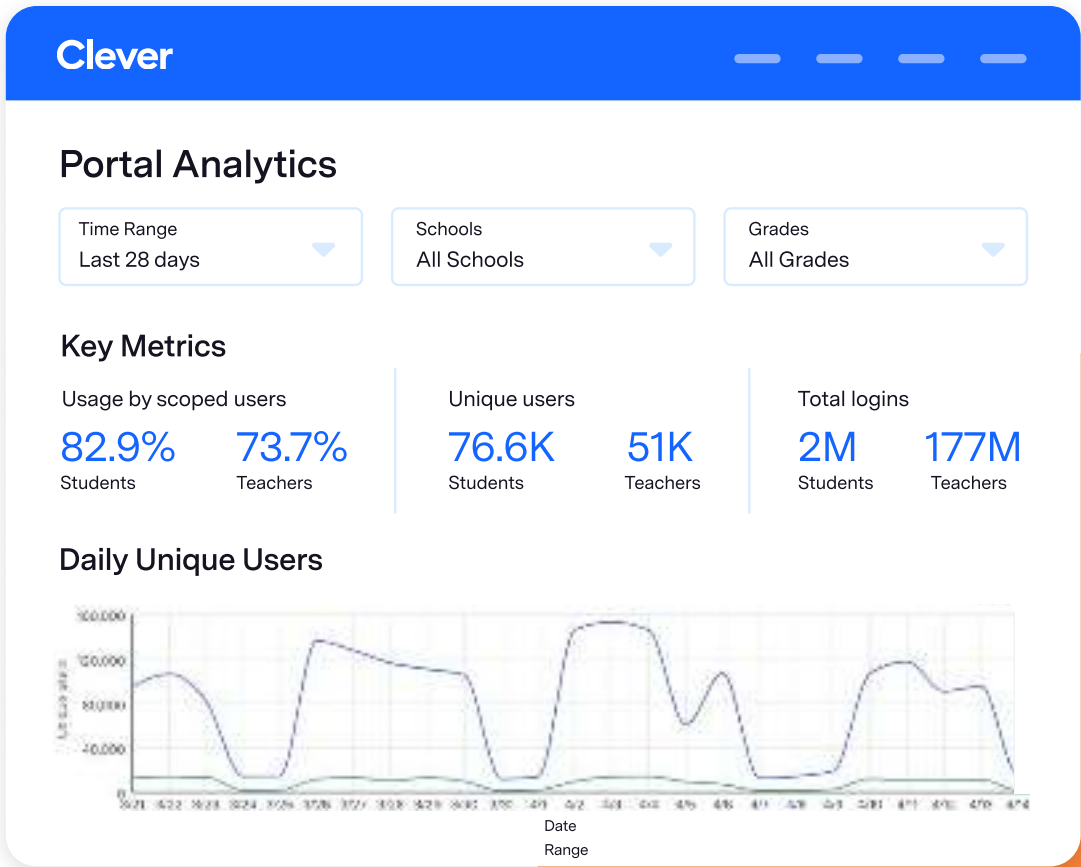


Experience vs. Feature

✓ Things to follow:

- When illustrating the product experience, use high fidelity designs and include all the details.
- When illustrating a specific product feature, use low fidelity designs and include less details.

Product illustration experience vs. feature example



Text Hierarchy

✓ Things to follow:

- ALL text should be Messina Sans with -2% tracking
- H1 text: Regular, 35px
- H2 text: SemiBold, 25px
- H3 text: SemiBold, 20px
- Body text: Regular, 14px
- Sub text: Regular, 12px

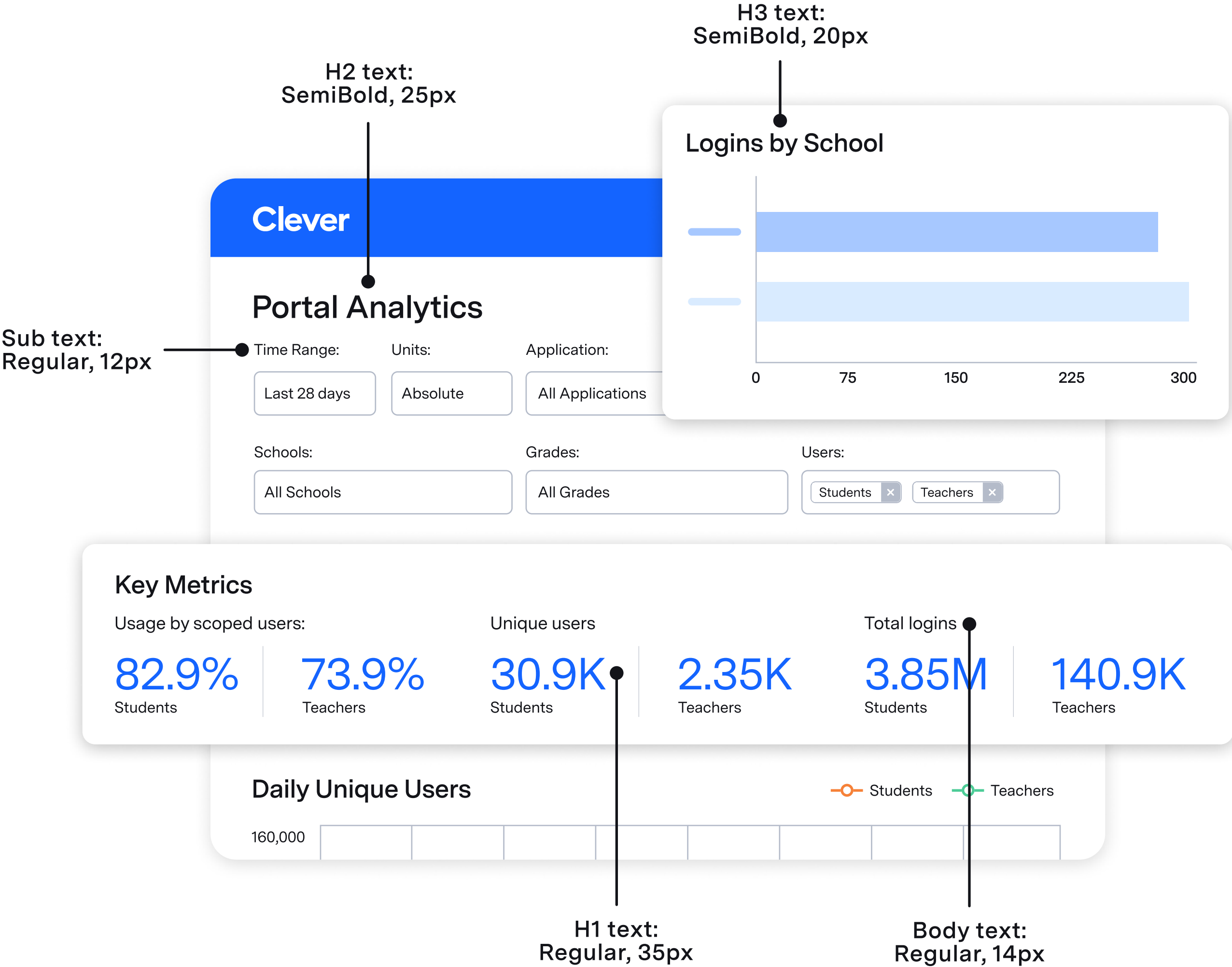
✗ Things to avoid:

- Text should never be larger 35px or smaller than 12px
- Never SemiBold or Bold ALL of the text
- Never SemiBold or Bold H1 text
- Never SemiBold or Bold Body or Sub text in the background

Note:

- In special scenarios, there can be some flexibility with text sizes and format depending on the complexity of information

Text hierarchy example



Color Palette

✓ Things to follow:

- Background color options: 
- Alert color options: 
- Foreground color options: all colors are usable
- Clever blue  should always be used for the portal header
- Limit foreground and alert color usage

✗ Things to avoid:

- Avoid using every single color. Use color to intentionally highlight important features that the audience should focus on.

Background colors



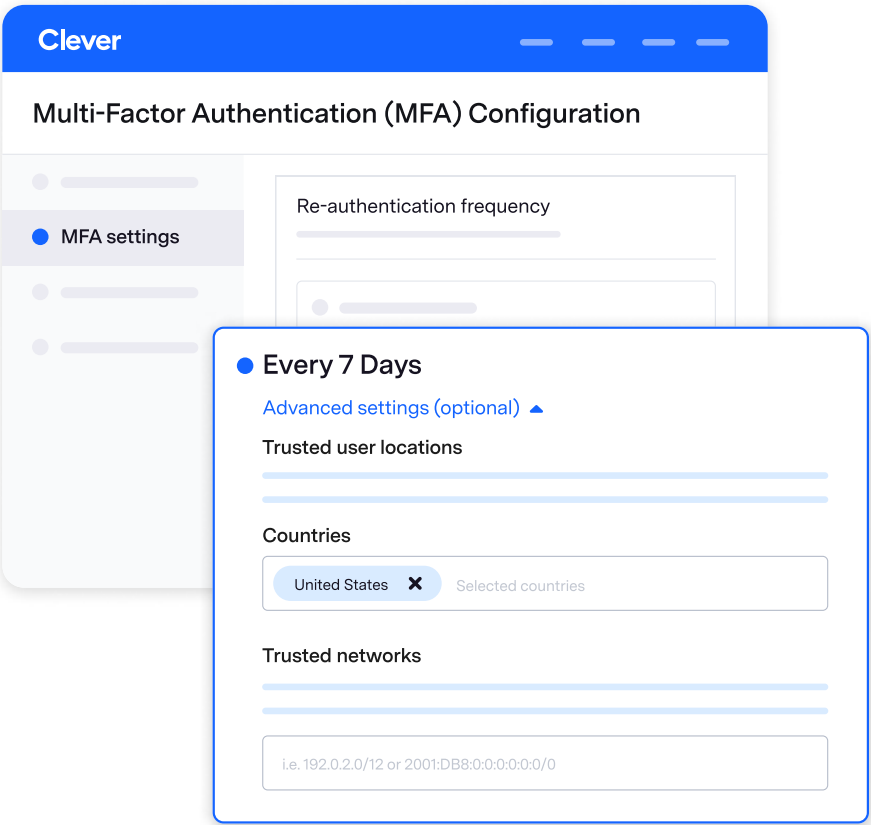
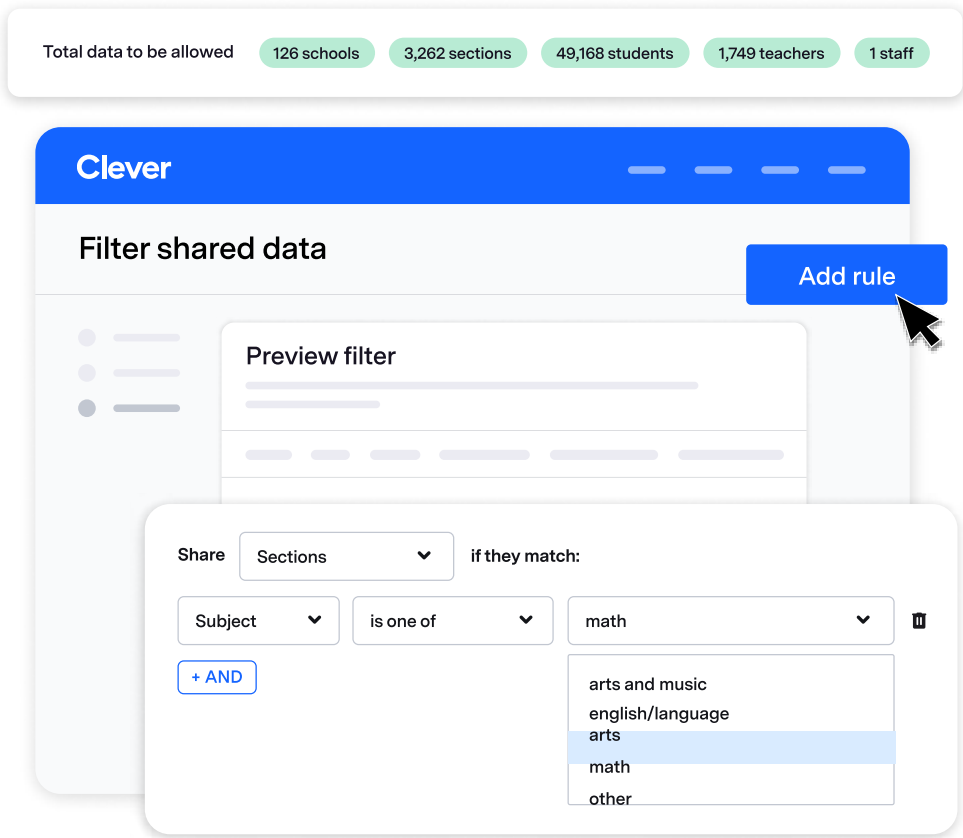
Foreground colors



Alert colors



Color palette examples



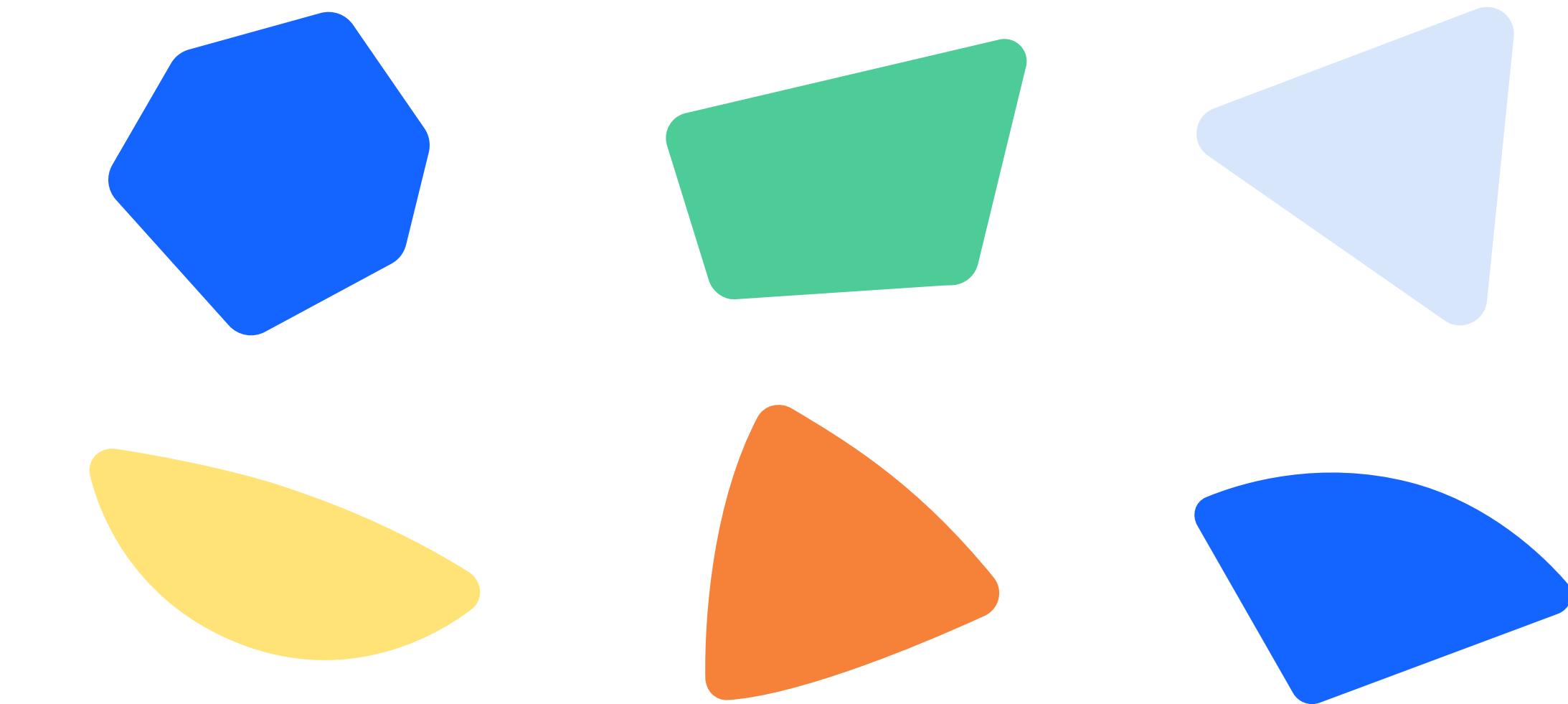
Shapes

✓ **Things to follow:**

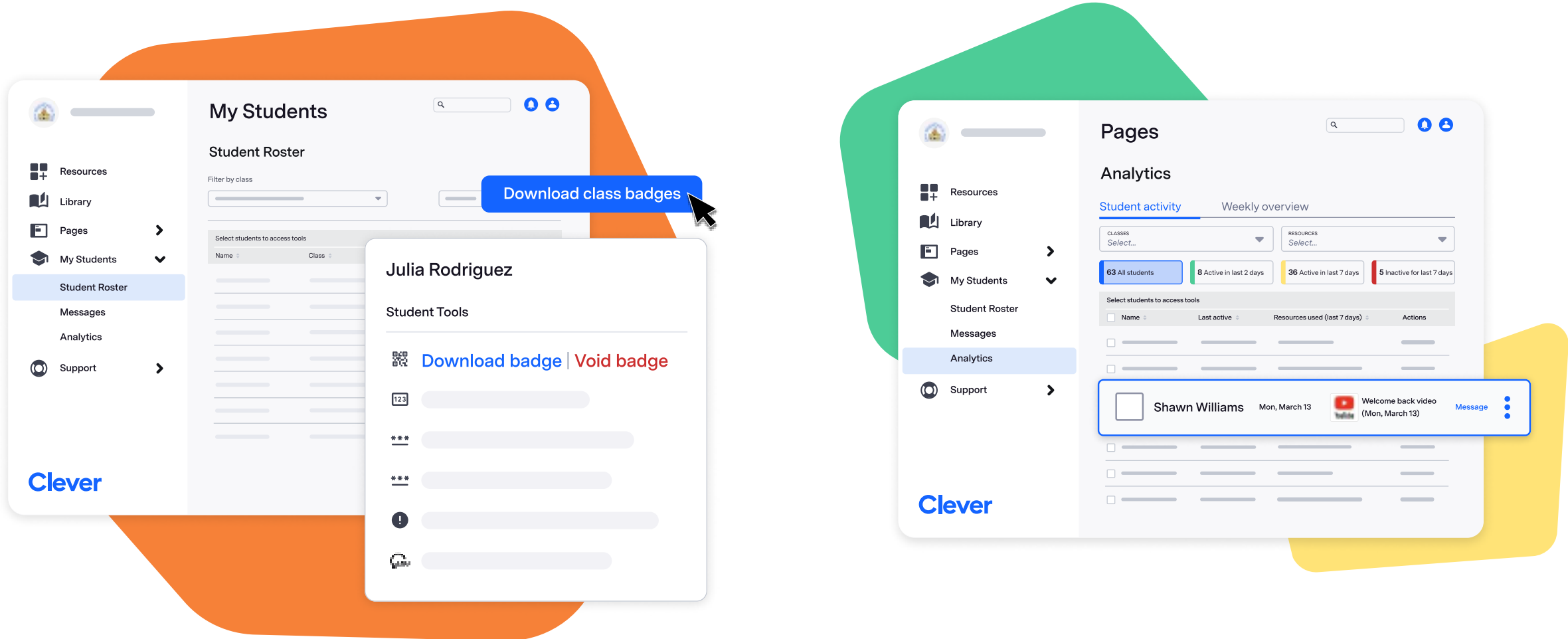
- Only use the branded shapes provided here
- Use either one or two shapes in the background
- Background shape color options: 

✗ **Things to avoid:**

- Never use more than two shapes in the background



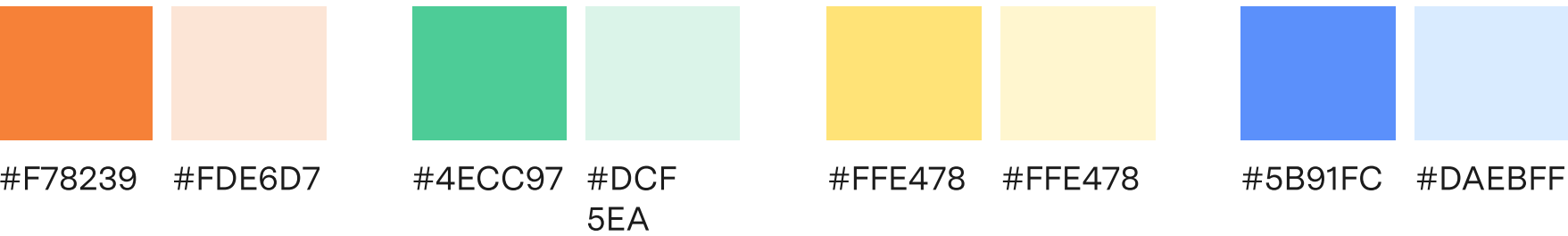
Examples



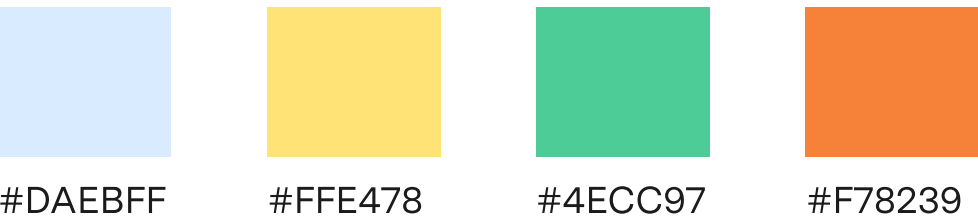
Icons

✓ Things to follow:

- There are four app icon styles you can use for the Clever Portal
- Here are the app icon color combo options:



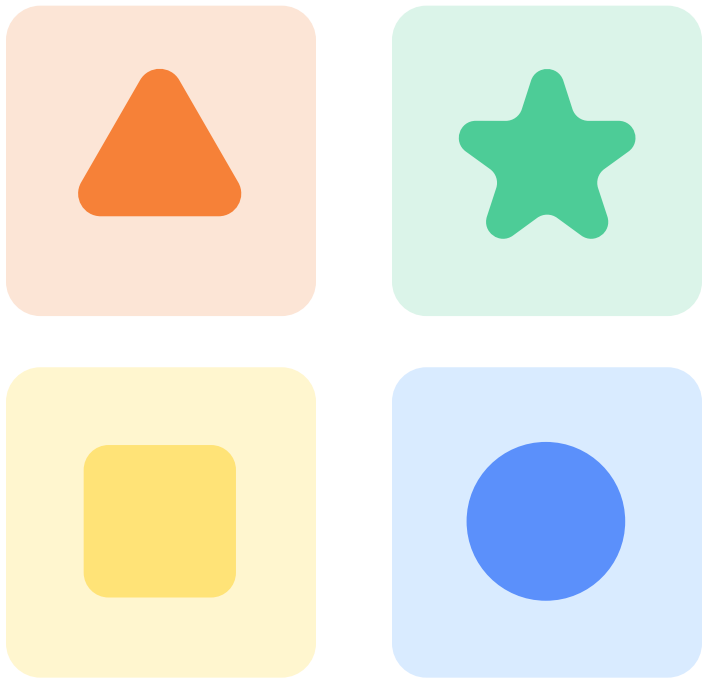
- The CMFA icons are only to showcase CMFA
- Here are the CMFA icon color options:



✗ Things to avoid:

- Do not use the CMFA icons other than to showcase CMFA

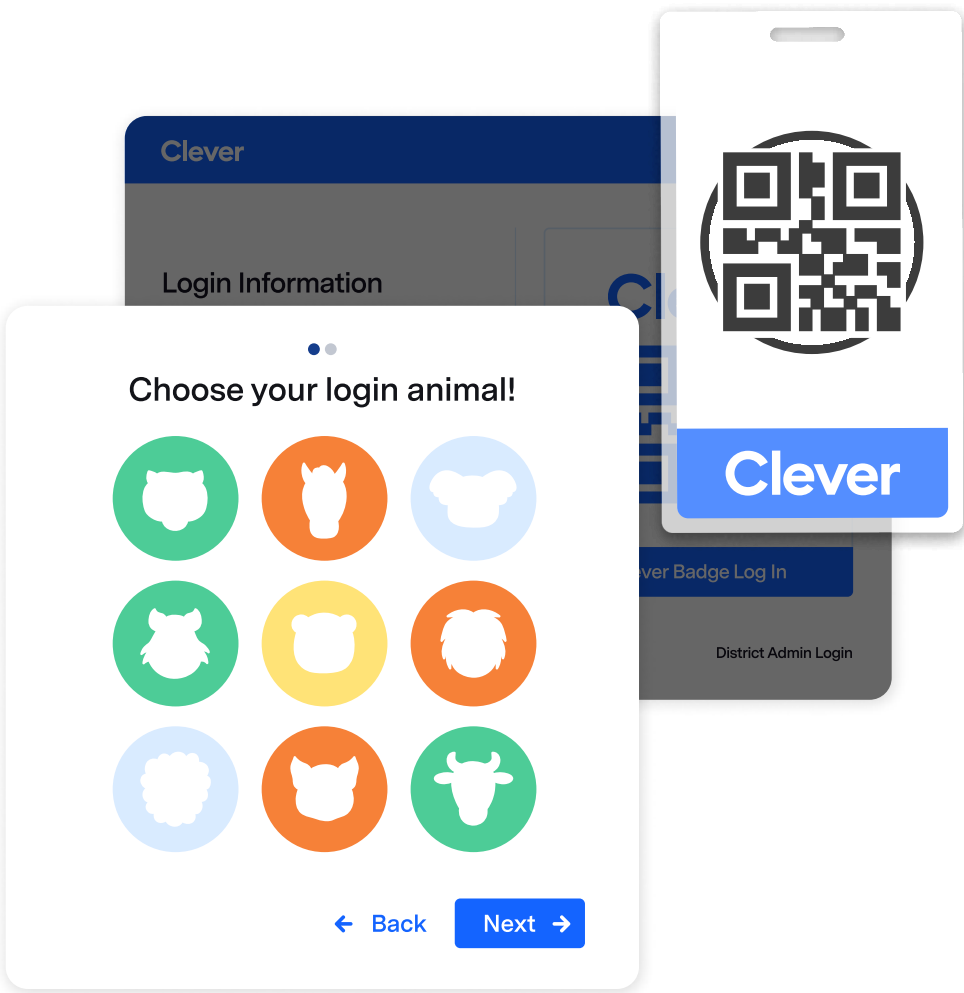
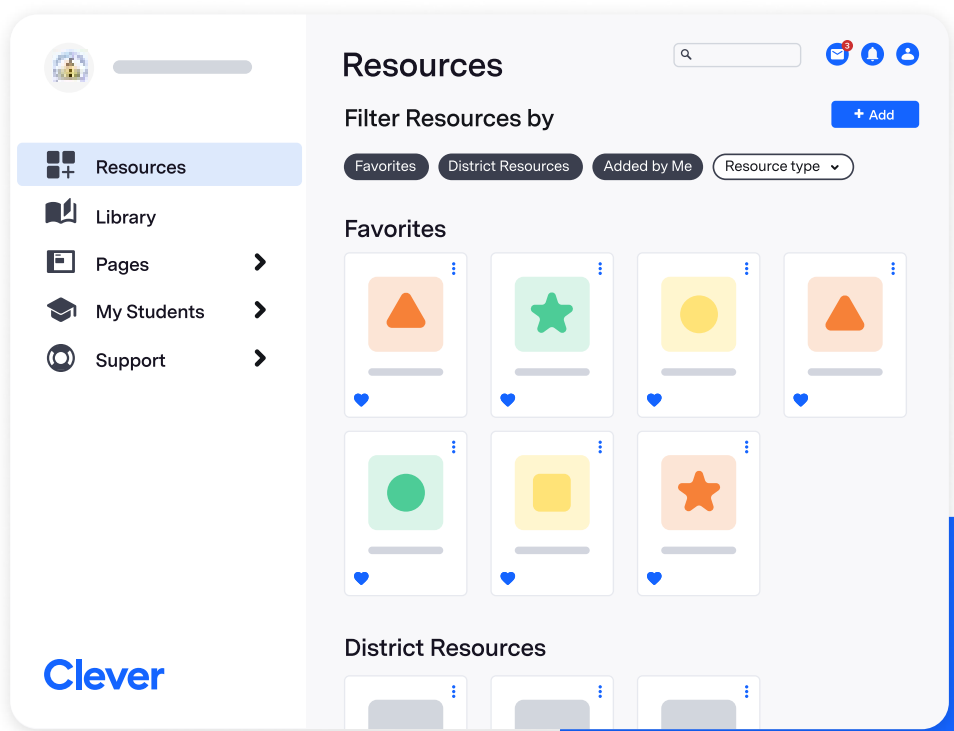
App icons



CMFA icons



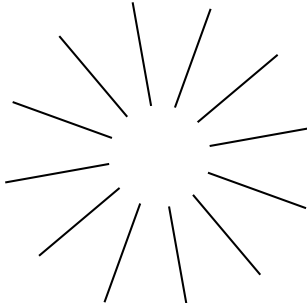
Examples



Brand In-Use



gettyimages
Klaus Vedfelt



Connect anything.

Clever

With secure accounts, simplified logins, and a digital classroom to love, educators can ensure students are ready on the first day, and every day, with Clever.

clever.com



Secure everything.

Clever

With secure accounts, simplified logins, and a digital classroom to love, educators can ensure students are ready on the first day, and every day, with Clever.

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Single sign-on for education | ✕

clever.com

Clever

Schools

Families

App Gallery

Pricing

Partners

Resource Hub

Help

Login as a student

Connecting every student to a world of learning

We securely connect the data and applications that schools rely on to make digital learning work better, for everyone.

Login as ▾

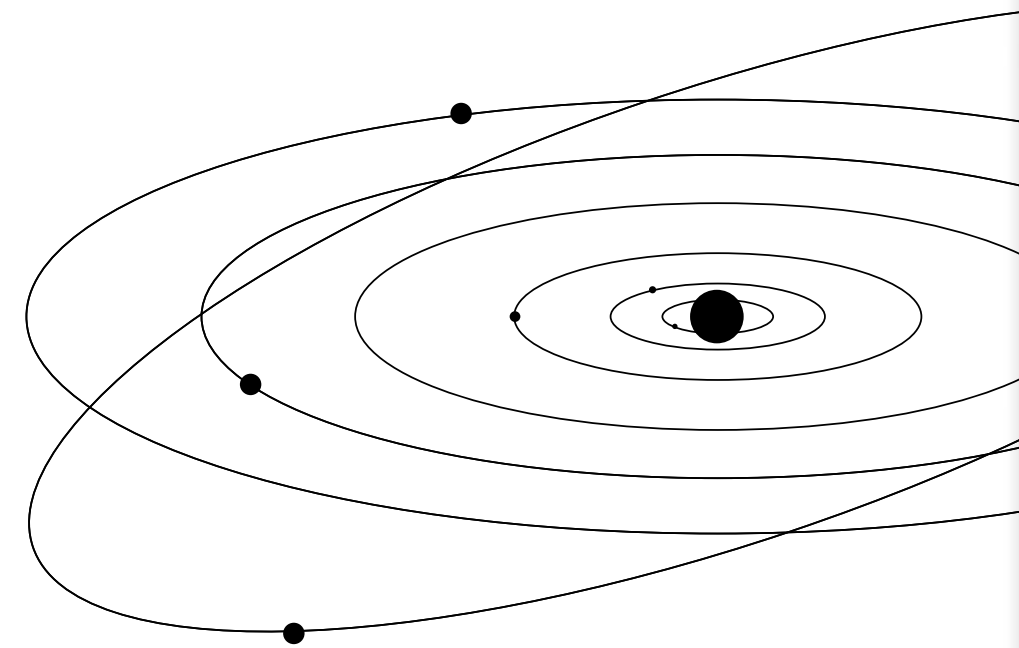


OAC #1121

PERMIT #120341077-01-SG

Connect to everything in a single click.

With secure accounts, simplified logins, and a digital classroom to love, educators can ensure students are ready on the first day, and every day, with Clever.



clever.com

OAC #1121

PERMIT #120341095-01-SG

Clever

Built with security at its core.

With secure accounts, simplified logins, and a digital classroom to love, educators can ensure students are ready on the first day, and every day, with Clever.



Samantha Jones

District admin



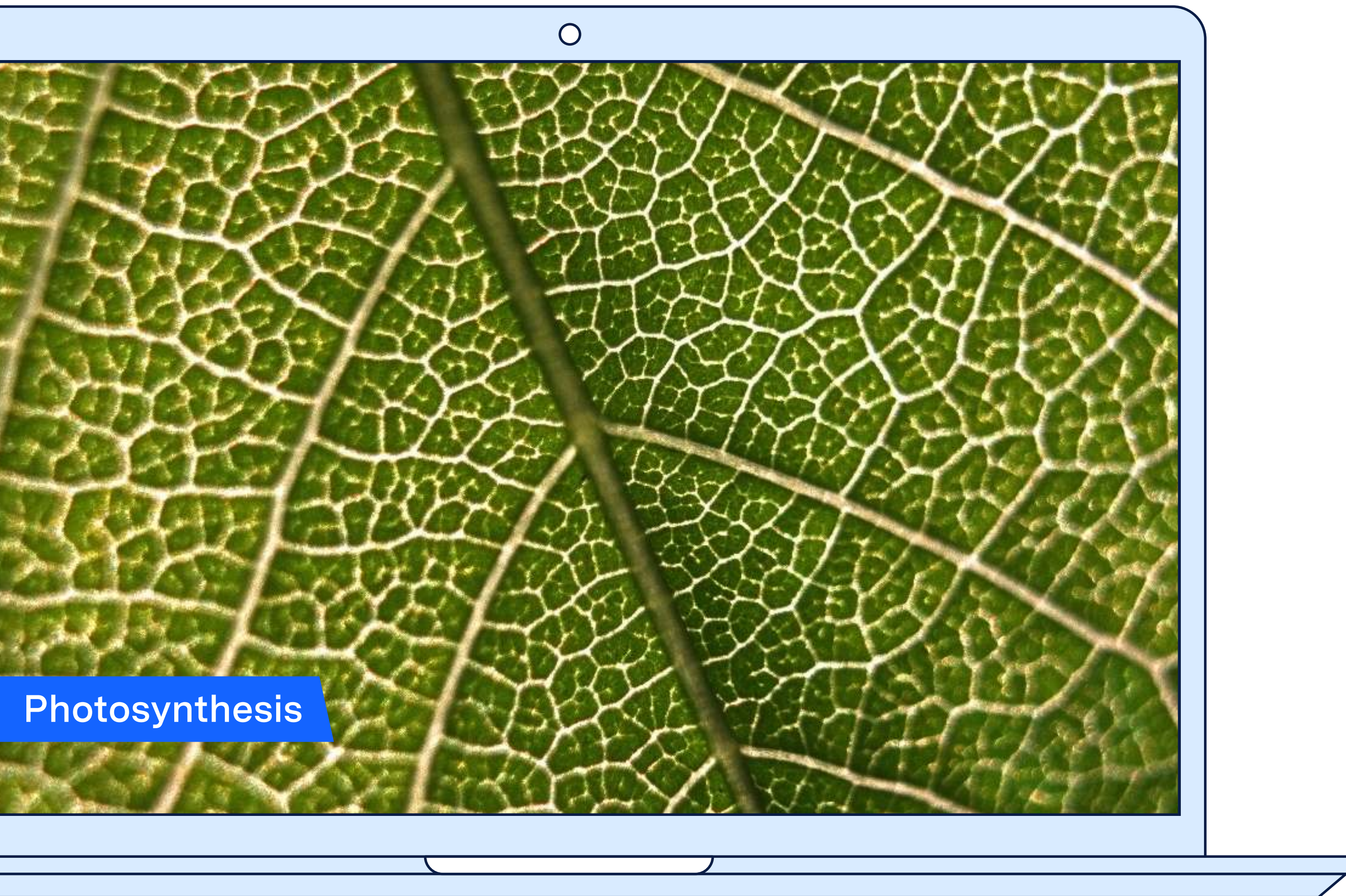
Last sync

🕒 11,5 hours ago

Last Attempted Sync

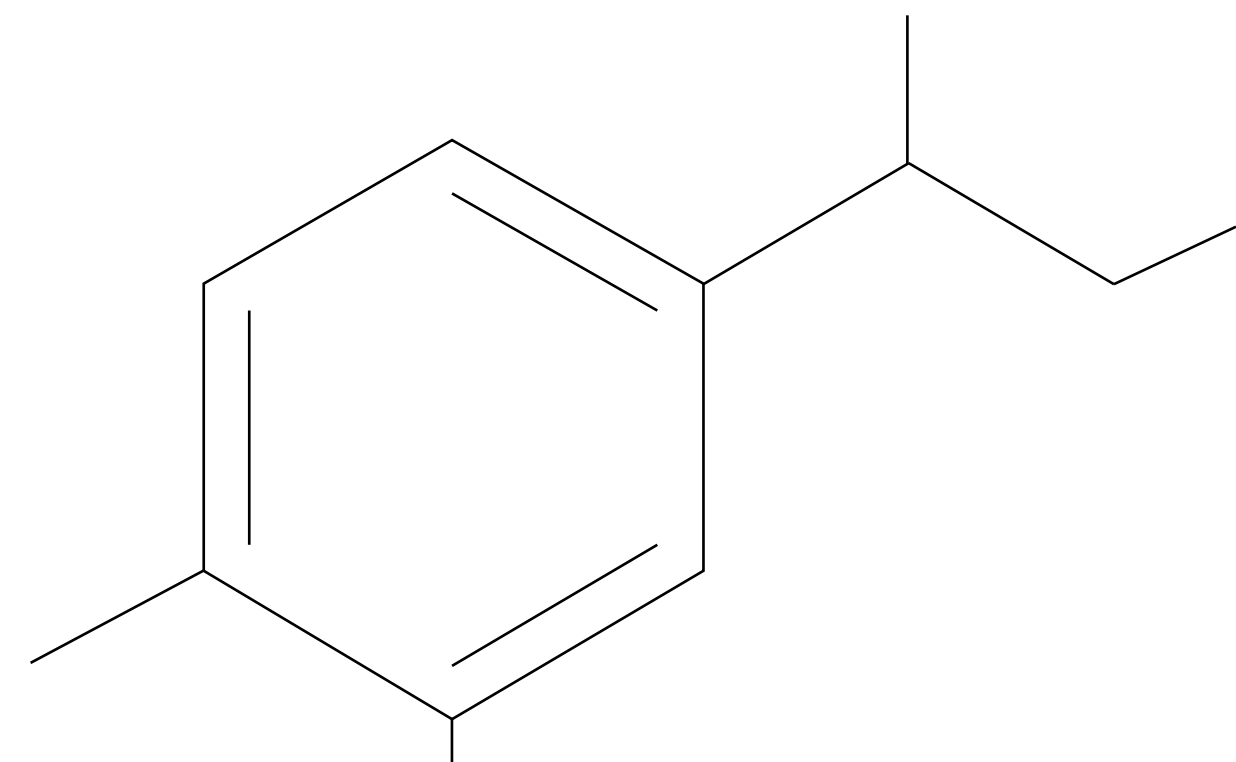
Record type	Existing	Created	Errors
Schools	14	0	0
Students	7,912	33	5 ⚠️
Teachers	641	0	0
		324	3 ⚠️

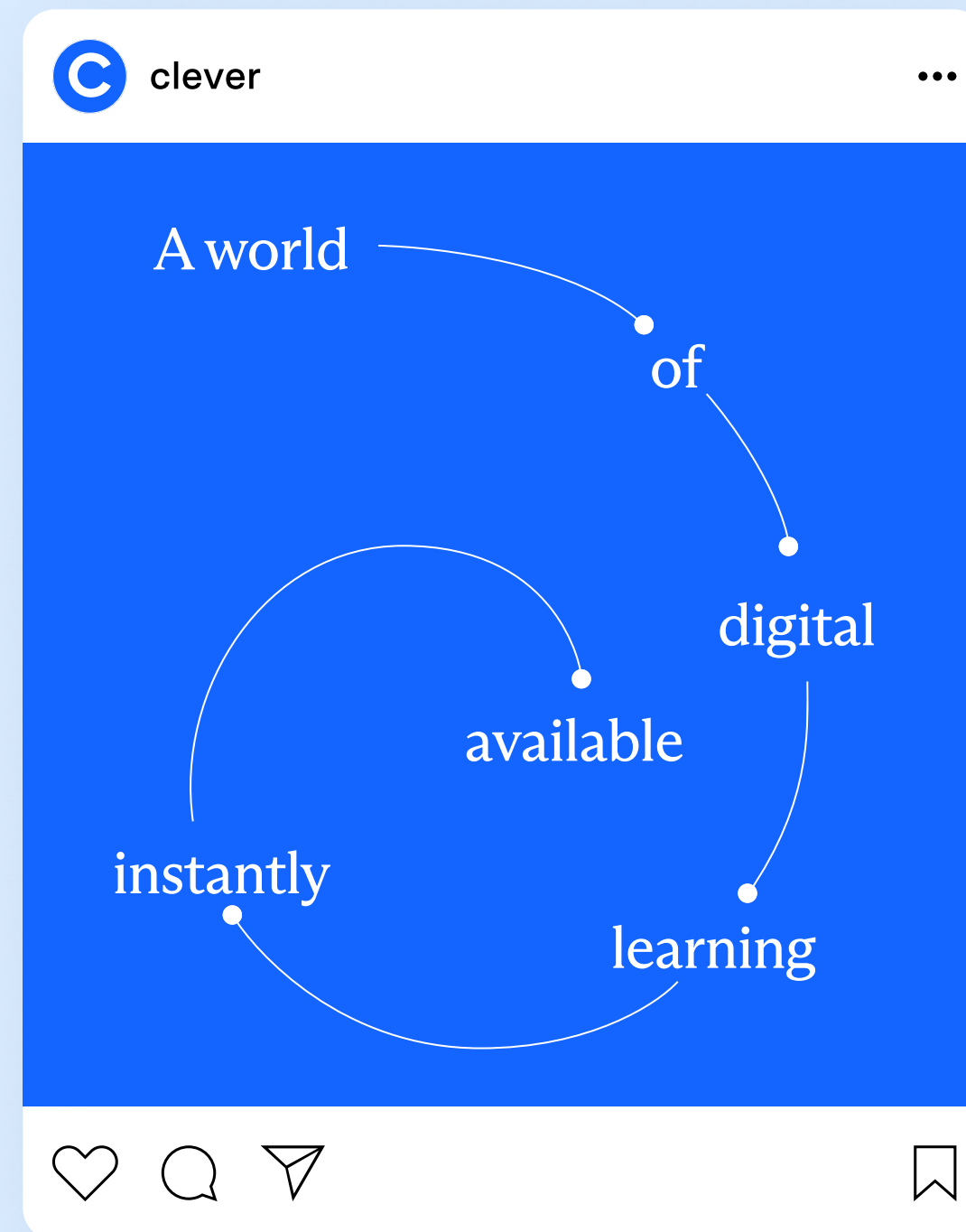
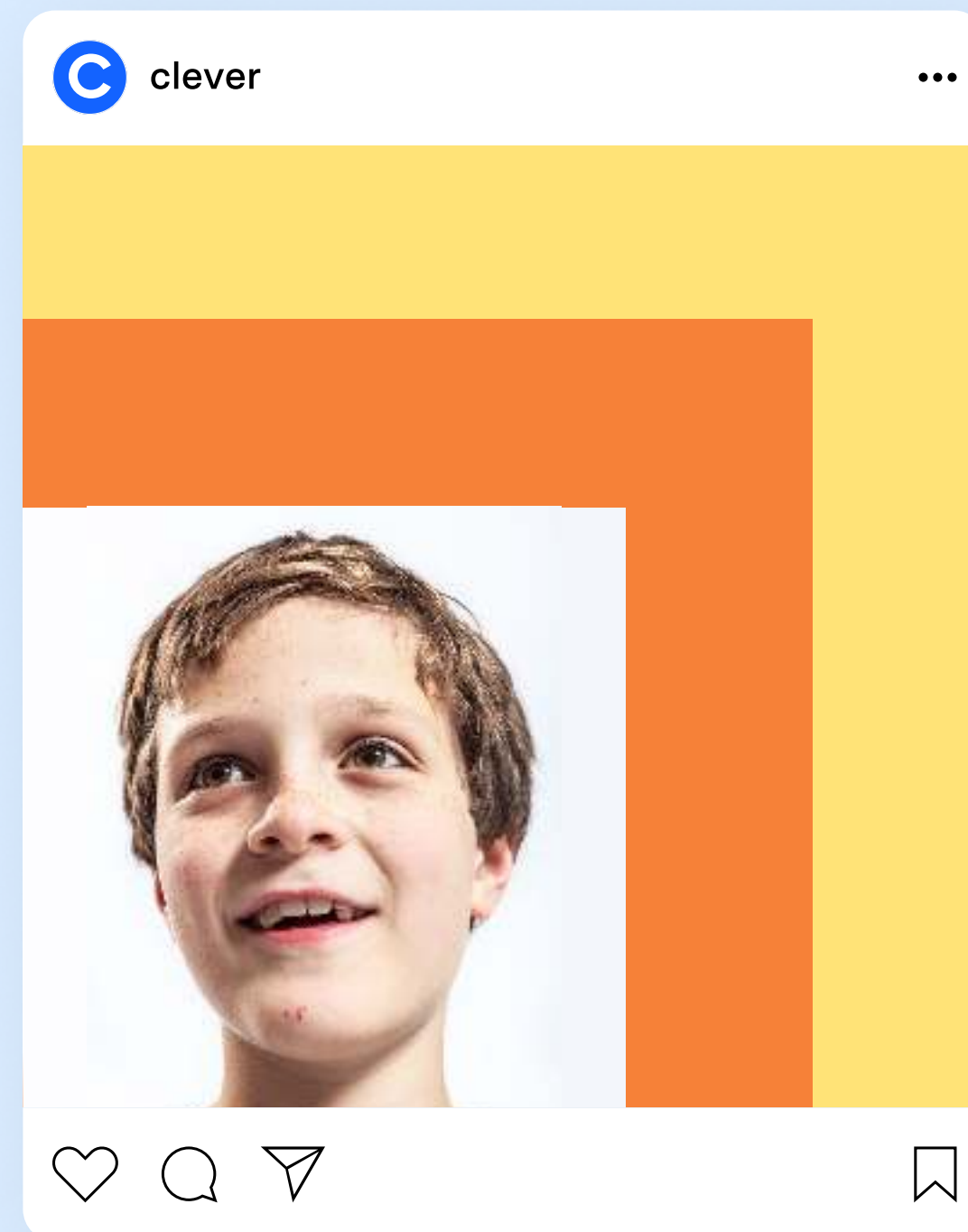
✓ Sync Successful



Because they were born to learn.

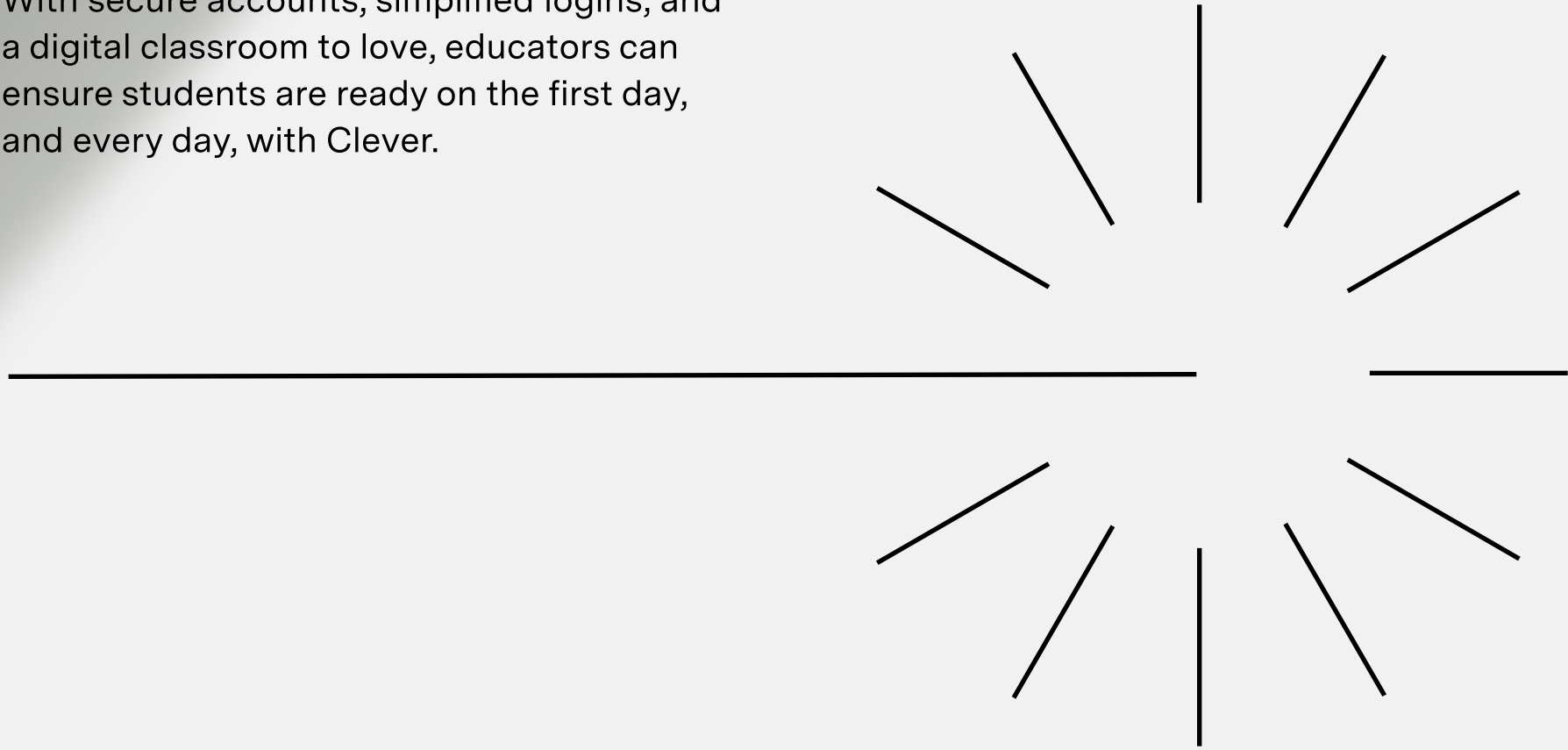
With secure accounts, simplified logins, and a digital classroom to love, educators can ensure students are ready on the first day, and every day, with Clever.





Unlock a world of digital learning

With secure accounts, simplified logins, and
a digital classroom to love, educators can
ensure students are ready on the first day,
and every day, with Clever.



Clever

One platform, always ready.

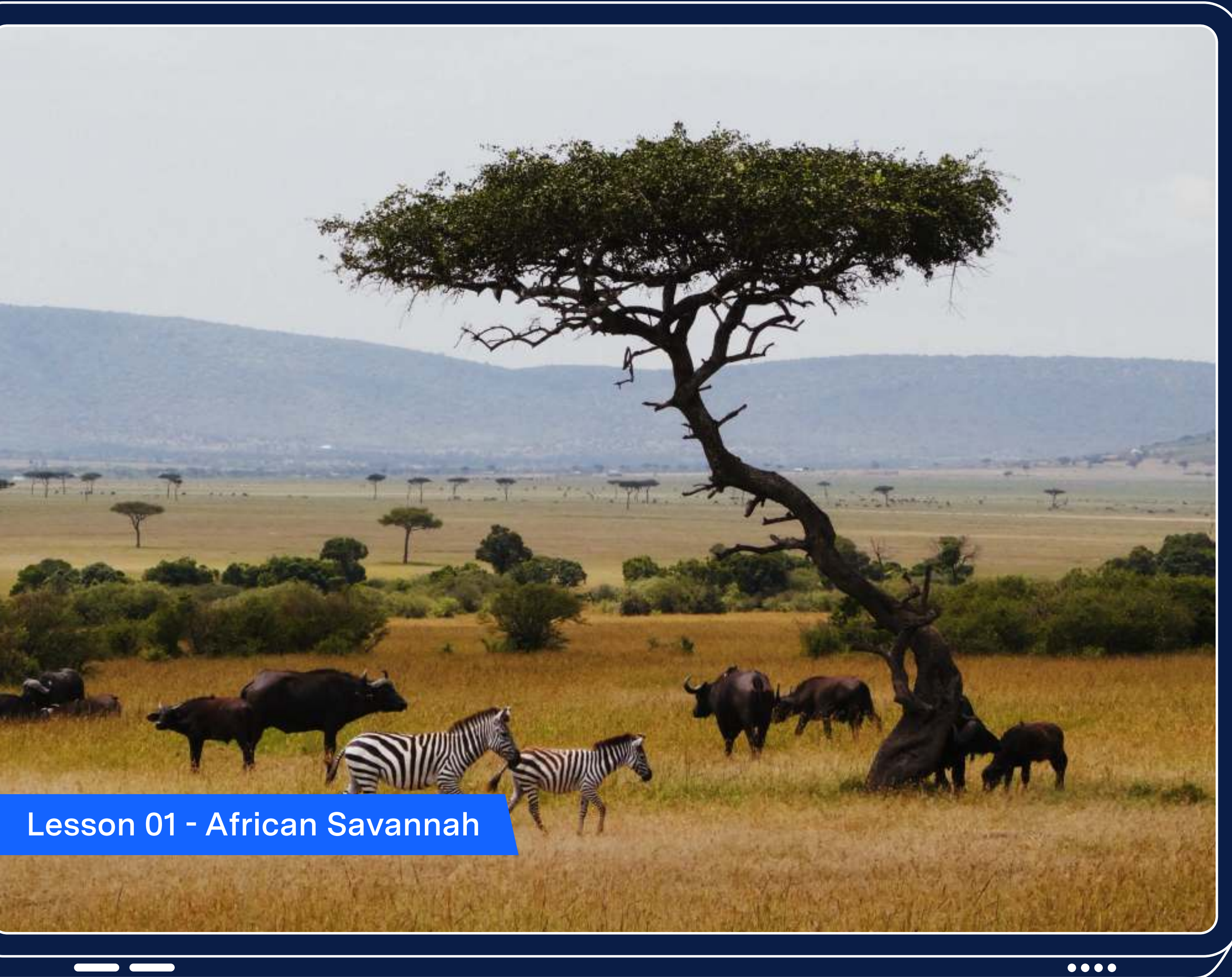
With secure accounts, simplified logins, and a digital classroom to love, educators can ensure students are ready on the first day, and every day, with Clever.

Clever

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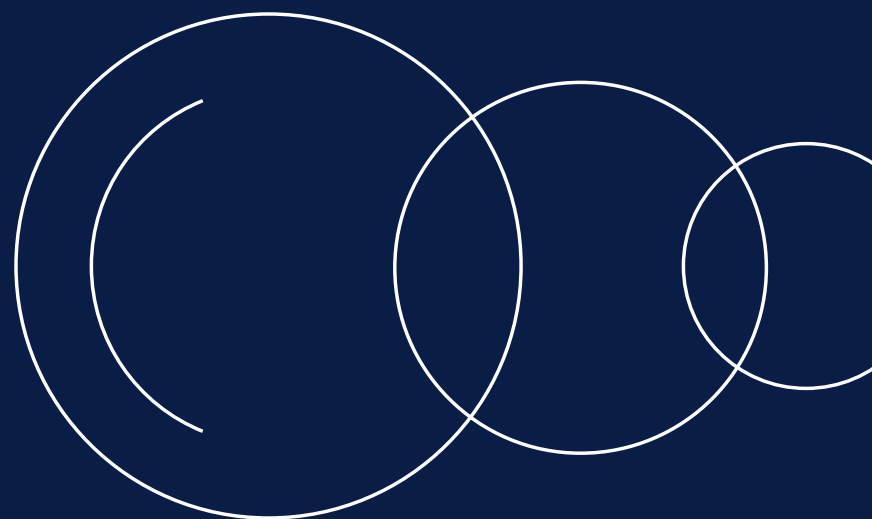
getty
Klaus Vec

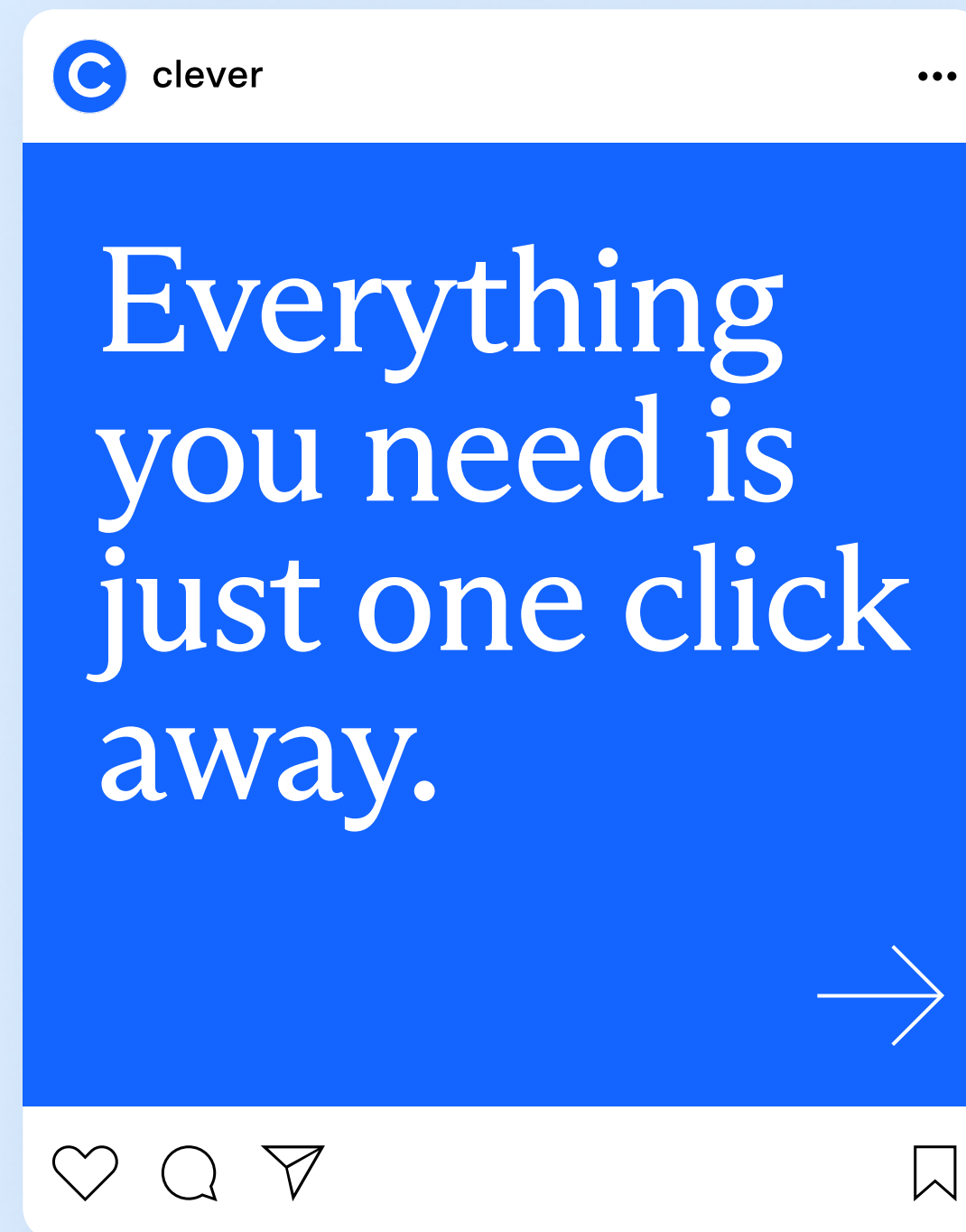
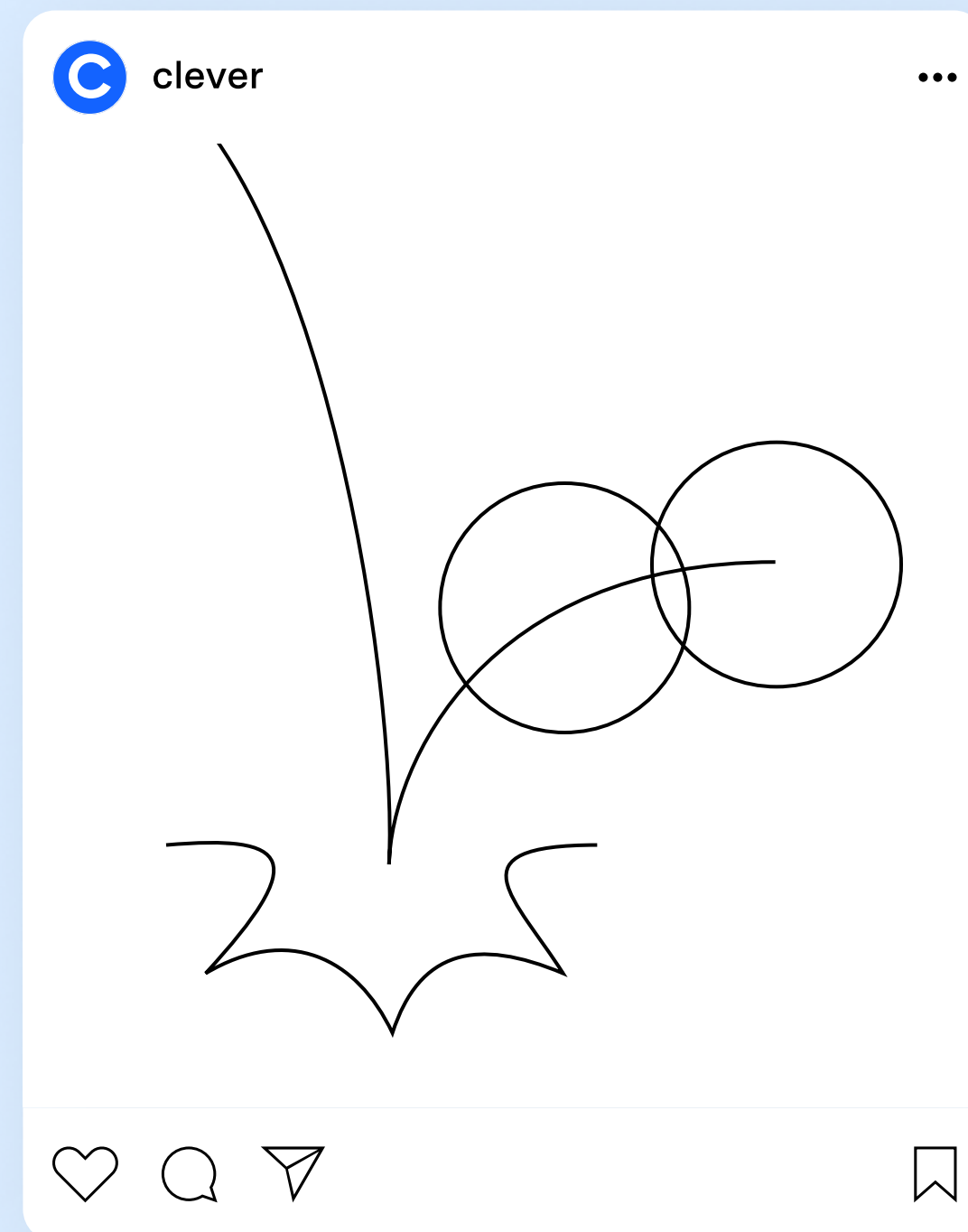


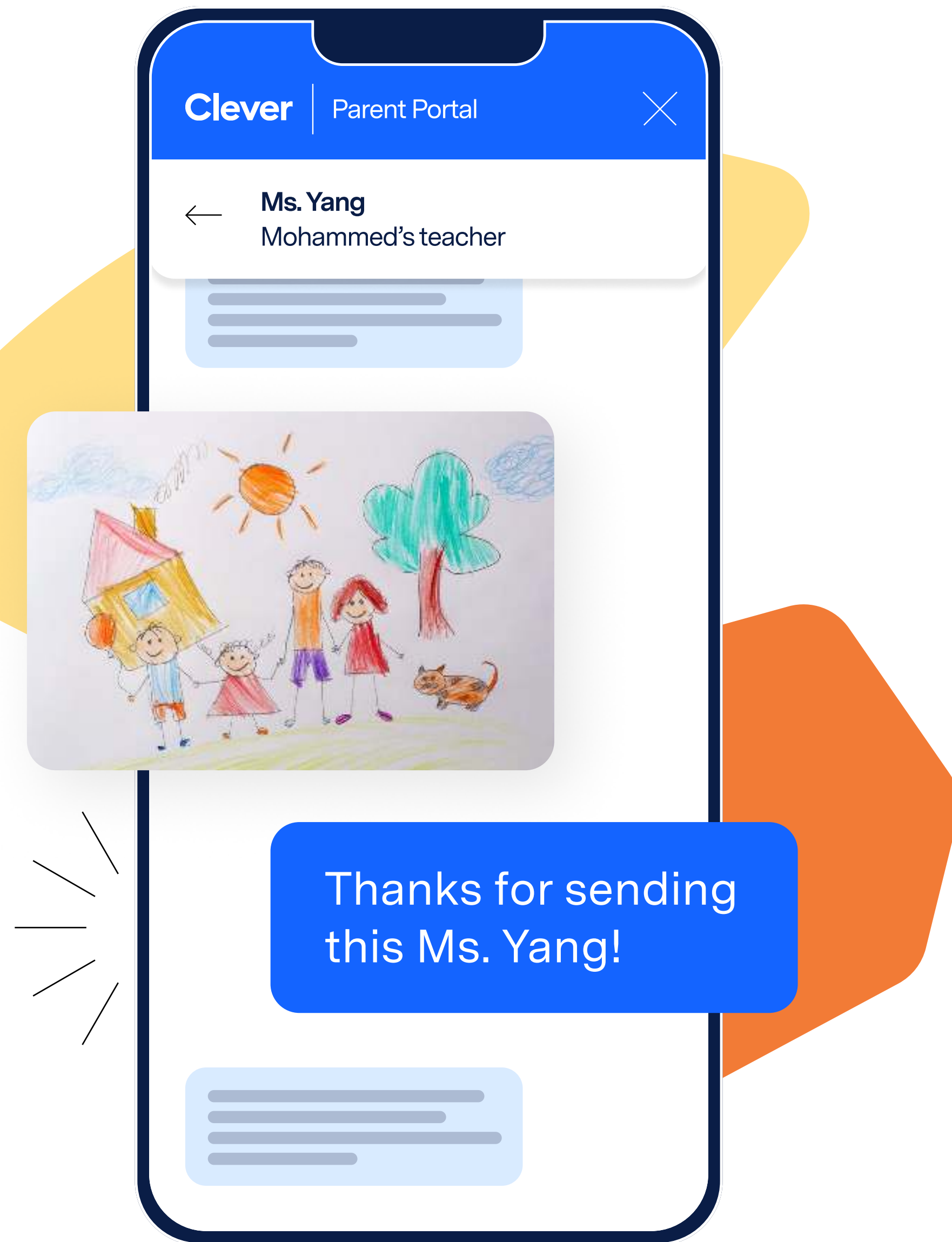
Lesson 01 - African Savannah

One place. All are welcome.

With secure accounts, simplified logins, and a digital classroom to love, educators can ensure students are ready on the first day, and every day, with Clever.







Find everything you need in one place

With secure accounts, simplified logins, and a digital classroom to love, educators can ensure students are ready on the first day, and every day, with Clever.

Connect to a world of learning.

With secure accounts, simplified logins, and a digital classroom to love, educators can ensure students are ready on the first day, and every day, with Clever.

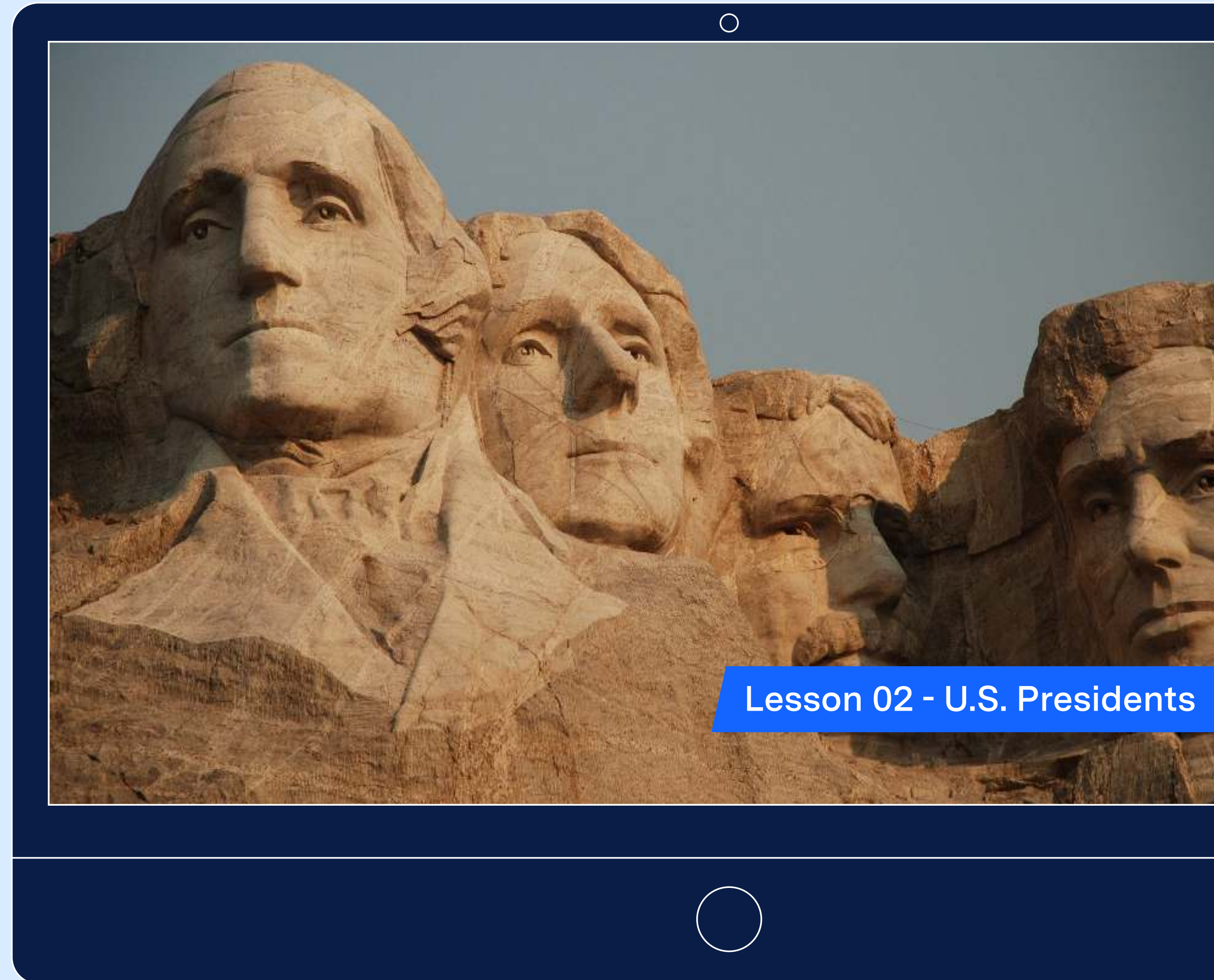
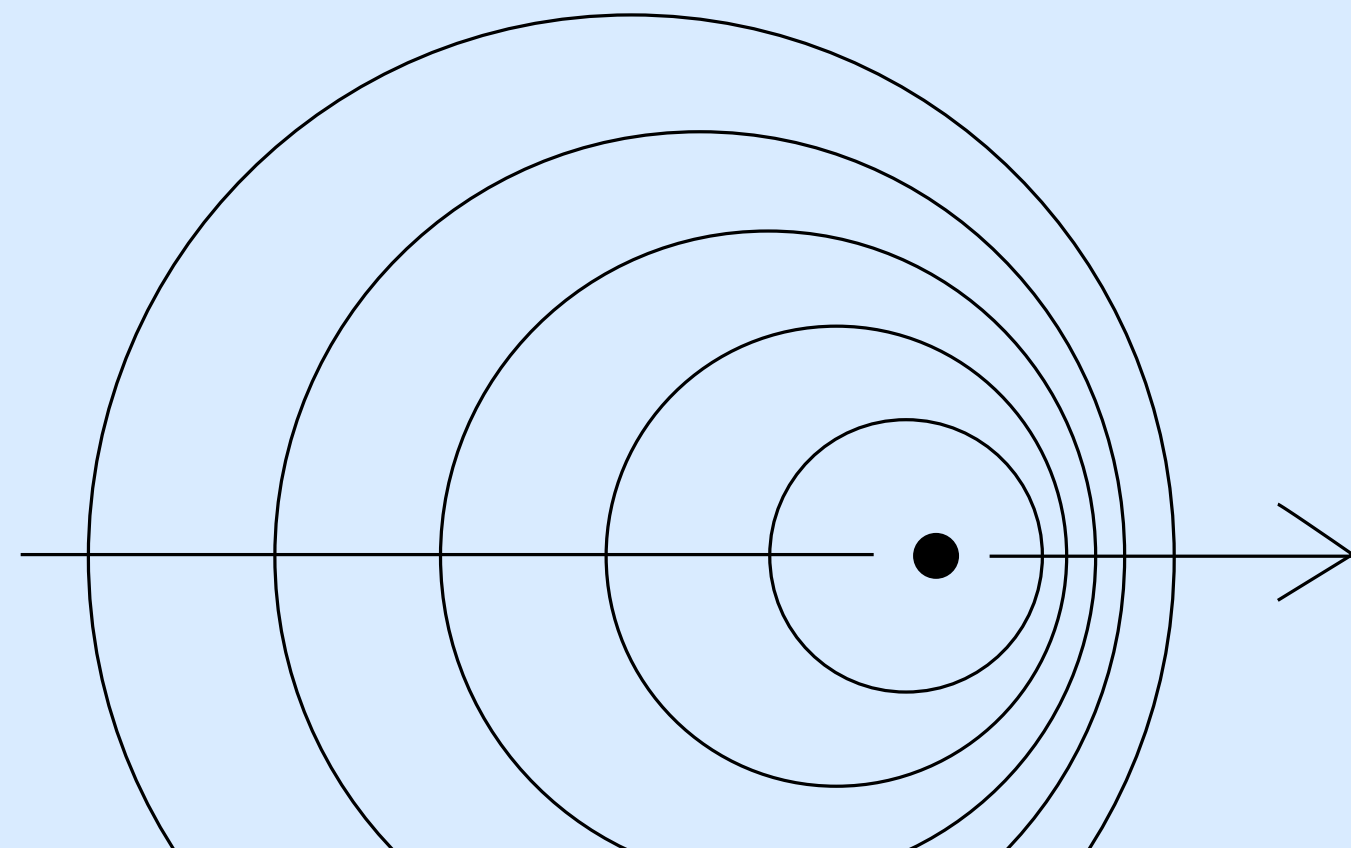
Clever

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One place. All are welcome.

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Because they
were born to learn.



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Always ensure that you have the approval of the appropriate copyright owners before using a photographic image in a Clever communication.

If you are having trouble with anything in this guide, you are missing brand elements from the Brand Package, or you are unsure if your communication best represents the Clever Brand, please contact the Clever Marketing Team.

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Director of Brand Marketing
brea.mosley@clever.com