



BRAND IDENTITY GUIDELINES

Our brand guidelines ensure a unified look by providing clear standards for design, tone, and behavior across all touchpoints. By adhering to these guidelines, we maintain a consistent and cohesive brand identity that reinforces our values and vision.

TABLE OF CONTENTS

TABLE OF CONTENTS	2
OUR CAUSE, MISSION, VISION AND VALUES	3
BRAND ATTRIBUTES	4
VISUAL IDENTITY	5
CORE ASSETS	6
DONT'S OF LOGO USAGE	7
LOGO CLEAR SPACE	8
BRAND COLORS	9
BRAND TYPOGRAPHY	10
TRUST MARK	12
OUR LOOK & FEEL	13
PHOTOGRAPHY	15
GRAPHIC DEVICES	16
LAYOUT STYLE	18
PATTERN	22
SUPPORT/BRAND REQUESTS	24

OUR CAUSE, MISSION, VISION AND VALUES

OUR CAUSE:

Igniting Human Potential™

OUR VISION:

100 Million Lives Empowered Through Our Upskilling Solutions.

OUR MISSION:

We Are The Global Pioneers of SkillTech™ Innovation; The Next Generation of Skill Training.

OUR VALUES:

Humanity: We prioritize humanity first, nurturing the growth of individuals as our utmost priority.

Excellence: Excellence is our standard, driving us to deliver the highest quality with meticulous attention to detail.

Accountability: Accountability is ingrained in our culture, ensuring we take ownership of our actions and their outcomes.

Creativity: We value creativity, encouraging innovative thinking and unique solutions in all that we do.

Customer-Focus: At the heart of our organization lies a commitment to prioritize and exceed customer expectations in every interaction.

Innovation: Innovation is our ethos. It fuels our DNA, propelling us to push boundaries, pioneer new ideas, and drive continuous progress.

BRAND ATTRIBUTES

HOW WE LOOK:

Clean, Modern, Professional

Clean:

Our brand exudes a clean aesthetic, characterized by simplicity and clarity in design.

Modern:

We embody a modern look with sleek, up-to-date design elements.

Professional:

We embody a professional look with polished, credible, and reliable design elements.

HOW WE SOUND:

Friendly, Conversational, Confident

Friendly:

We are approachable and warm, always ensuring our interactions are positive and welcoming.

Conversational:

We engage with our audience in a natural, relatable manner, fostering open and friendly dialogue.

Confident:

We embrace a warmly confident and authoritative tone, delivering expert insights with clarity and respect.

HOW WE BEHAVE:

People-centric, Authentic, Innovative

People-Centric:

We prioritize growing people to their highest potential by igniting performance and maximizing their capabilities through continuous support and development opportunities.

Authentic:

We stay true to our core values and mission, ensuring honesty and integrity in all our actions and communications.

Innovative:

We continuously seek out new ideas and technologies to improve our products and services, ensuring we stay ahead of industry trends.



VISUAL IDENTITY

SkillSpring's Visual Identity Engine comprises unique assets, including our brandmarks, colors, typography, photography, graphic devices, and patterns. To ensure a unified and consistent look and feel across all touchpoints, adherence to these style guidelines is essential.

OVERVIEW:

At SkillSpring™ Workforce Solutions, We Grow People™. Our mission is simple: to empower organizations to unlock the full potential of their workforce by Igniting Human Potential™. Our award-winning solutions help enterprises maximize their existing talent by ensuring the right people are in the right roles at the right time. We develop, retain, and attract exceptional talent effortlessly, leading to improved productivity, employee satisfaction, and profitability. By igniting internal pipeline velocity and mobility through upskilling, our SkillSpring™ Human Systems Process offers a strategic, data-driven approach to talent development and workforce planning, tailored to your organization's needs.

THE™ QUESTION

Question: Is there always a™ associated with SkillSpring™ ?

Answer: Yes. Whenever our brand is written, SkillSpring™ should have the™ adhered to it.

CORE ASSETS

The primary logo lockup consists of the brand icon, “SkillSprint™” wordmark, and “Workforce Solutions.”

Our logo is clean, modern, and professional, representing rapid skill mastery and the future of work. The brand icon illustrates an individual quickly developing critical skills through a personalized, adaptive learning path—not a one-size-fits-all model. The dot symbolizes the individual, while the rest of the icon reflects their strong, continuous progress.

The SkillSprint™ logo is our primary brand identifier and must always be used consistently to maintain its visual integrity. Acceptable uses are outlined below. When placing the logo on a photo, ensure it remains clear and unobstructed. Do not modify the logo’s colors, proportions, or the relationship between the icon and text.

Symbol



Primary Logo



Other Approved Logos



Brand Colors



Secondary Logo



DONT'S OF LOGO USAGE

DON'T

Please follow these design rules when using the SkillSprint™ logo.



Avoid changing the font weights, cases, or typefaces.



Do not alter any of the colors in the logo or brand icon design.



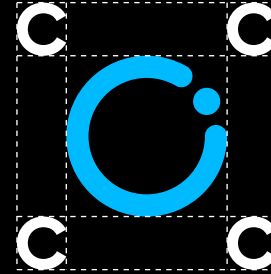
Do not stretch or manipulate the logo in any way. Scale the logo down appropriately.



Do not add any effects to any part of the SkillSprint™ logo.

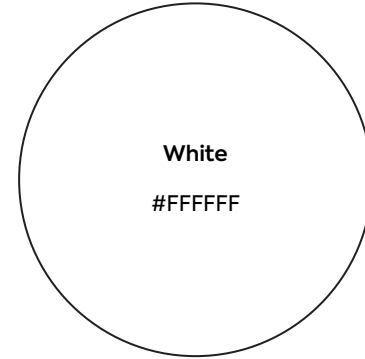
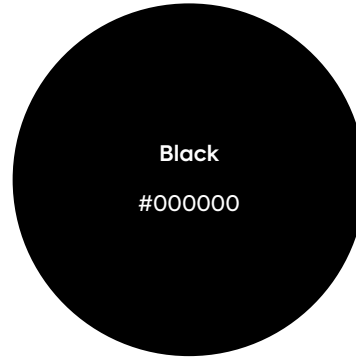
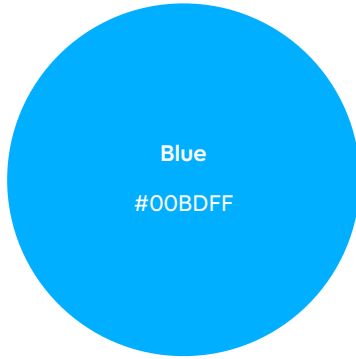
LOGO CLEAR SPACE

Ensure visual clarity by maintaining a clear space around the logo equal to half the icon's width on all sides, keeping it distinct from text or other logos. Allow ample space around each logo lockup for optimal visibility.

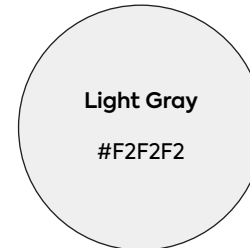
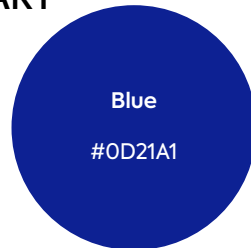


BRAND COLORS

PRIMARY:



SECONDARY



BRAND TYPOGRAPHY

These fonts are designed to exude a clean, modern, and professional look.

PRIMARY

Google Sans Regular 400: Use as the primary font.
Google Sans Bold 700: Use for all headers.

GOOGLE SANS

BOLD 700

SEMIBOLD

MEDIUM

REGULAR 400

BRAND TYPOGRAPHY

SECONDARY

Axiforma-Book

Utilized for body copy in both print and web due to its clean appeal.

If the brand fonts are unavailable, **Open Sans** can be used as a replacement for Axiforma-Book.

AXIFORMA
BOOK

OPEN SANS

TRUST MARK



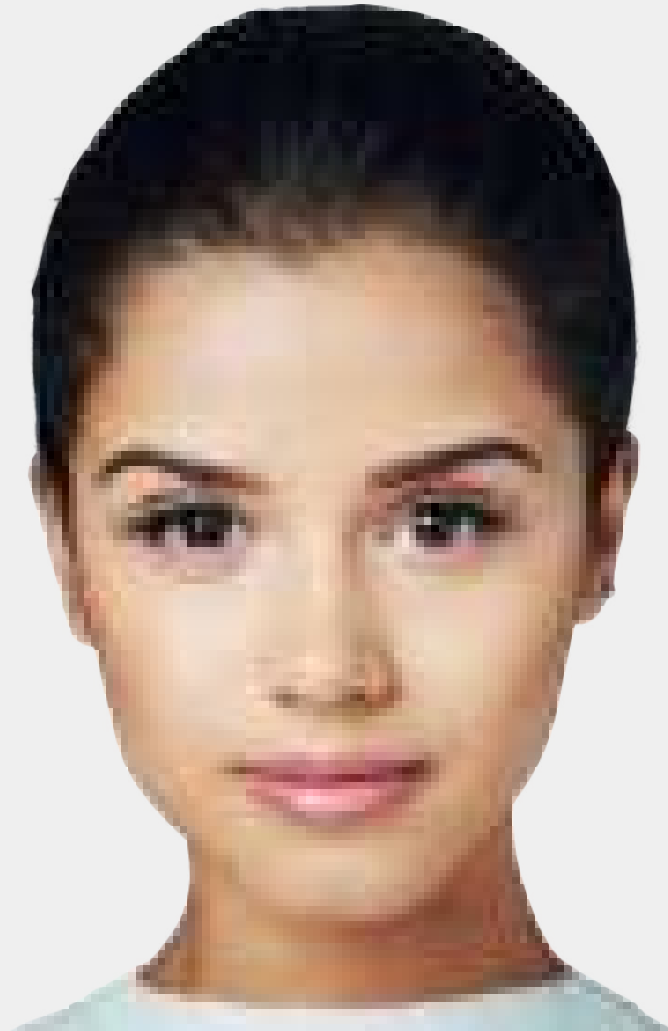
Jeff Hoffman
Co-Founder
Priceline.com



**“This is Solving the
Problem that needs to
be solved right now.”**

OUR LOOK & FEEL

Our brand embodies a clean, bright, and minimalist aesthetic. We prioritize simplicity and clarity, using ample white/gray space to create a sense of openness and ease. Our design is natural and breathy, reflecting a balanced approach that fosters a calm and inviting atmosphere. Each element is carefully curated to enhance clarity and maintain a harmonious flow, ensuring that our brand feels modern, sophisticated, and effortlessly intuitive. Every detail is purposefully designed to guide the user experience, making information accessible, engaging, and visually compelling.



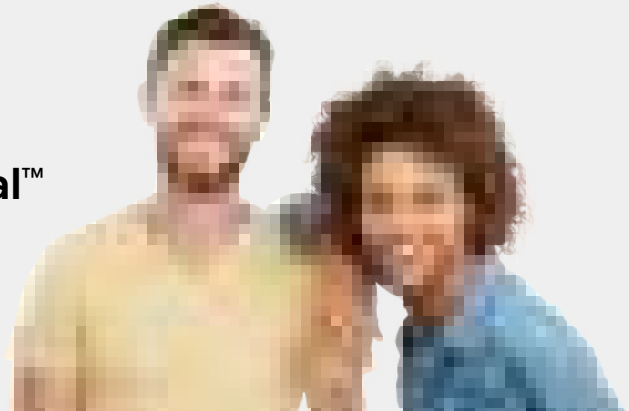


 Igniting Human **Potential**™

www.SkillSprint.app



 Igniting Human **Potential**™



PHOTOGRAPHY

Photography should foster connection and convey a people-centric, authentic, and friendly vibe.

When composing new photographs, prioritize the story conveyed by the subject matter and the environment. Photos should appear vibrant and dynamic, not staged or passive.



GRAPHIC DEVICES

A key element of the SkillSprint™ brand is our graphic elements, elevating our visual impact and instilling confidence in our endeavors. These elements boast a clean, professional design, serving to amplify our message rather than overshadow it. Each asset is crafted with precision to visually articulate our strategic vision through precise shapes, lines, and forms. With scalability and durability in focus, they facilitate immediate deployment while also inspiring the creation of adaptable assets suited to various contexts and stories.

Outlined Circle



Circle



Centered Circle





LAYOUT STYLE





Igniting
Human
Potential™

[Learn More](#)



**Measure Skills,
Analyze Data,
Predict Performance**





Igniting Human
Potential™



We
Grow
People™

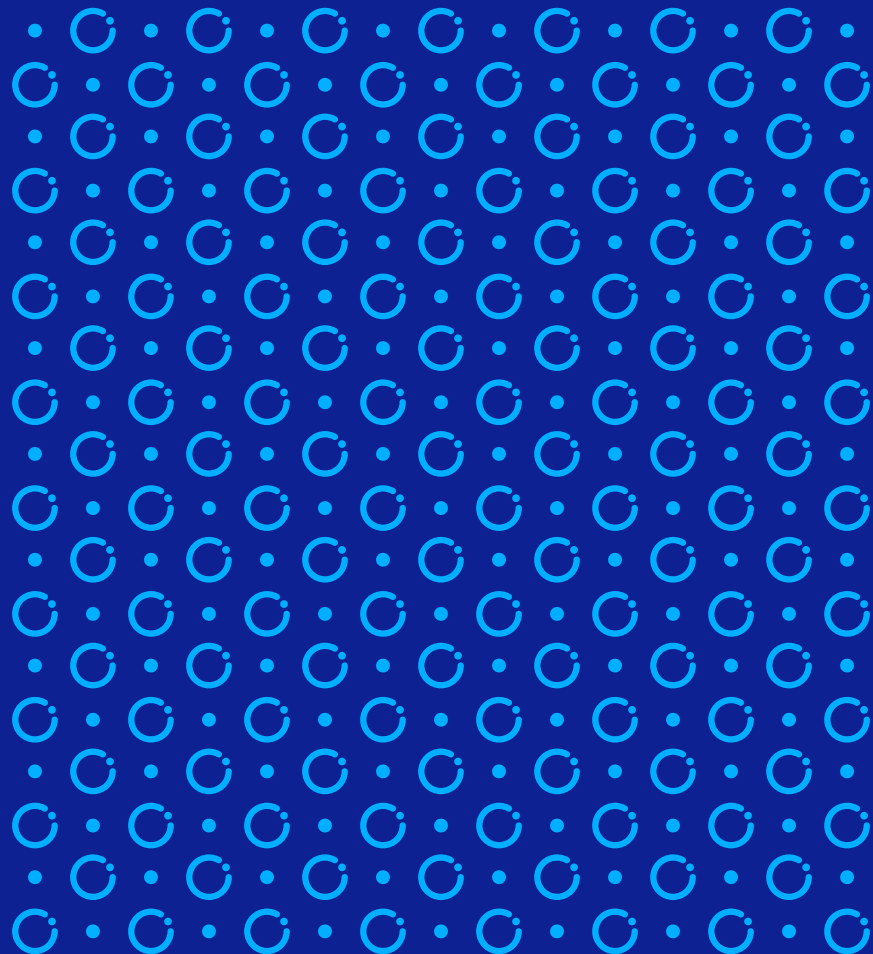
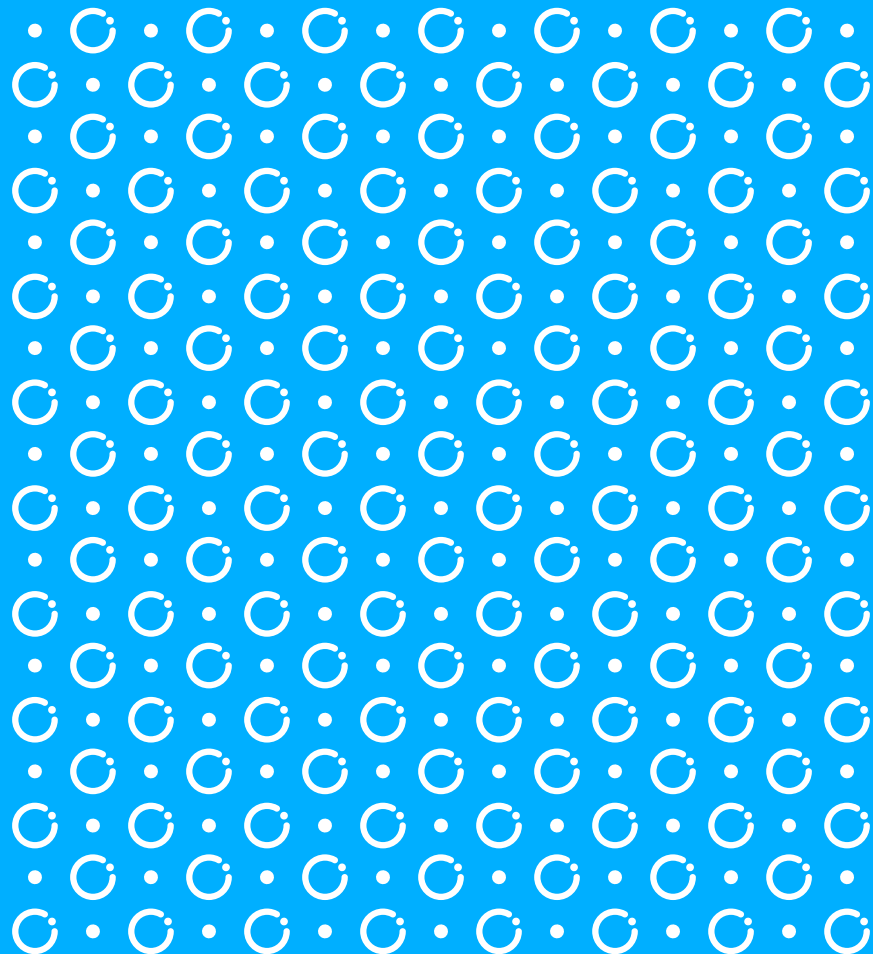




PATTERNS

A secondary graphic device, pattern can also be used to conceptually communicate the essence of our brand. It is reserved to offer support for our primary assets and graphic devices (i.e. digital banners in Applications), or for less formal introductions to our brand.





SUPPORT

For inquiries regarding the SkillSprint™ brand and how to effectively communicate its identity system, please email us at Support@SkillSprint.app



BRAND REQUESTS

Collaborate directly with our specialized SkillSprint™ Brand Studio. Our team of brand designers offers creative guidance and strategic assistance, empowering you to excel in your endeavors. Easily request support for tailored creative assets, updates to current materials, and more through our streamlined process.