

Company L&D Style Guide

- Learning and development Brand Management -

This style guide has been developed to protect Company brand assets. While there is some freedom for making adjustments to styles for internal purposes, this guide is designed to shape the overall image and projection of value of the Company brand. Internal use may vary, but only as approved by the Company marketing brand manager and only within approved variances.

Logo

The **Company Home Loans** logo has been specifically designed to solicit specific emotions and convey a specific image. Developing a logo is expensive, time consuming, and intentional. This makes the **Company Home Loans** logo a physical asset with value, which means it must be protected with as much enthusiasm as one would for their own home or belongings.

The **Company Home Loans** logo is a play off of the letter N for Company to represent an infinity logo - showing to the consumer that Company intends on being a permanent, consistent, and continuous partner in their path to develop assets and wealth.

Logo imagery

The following are the approved looks when using the **Company Home Loans** logo:

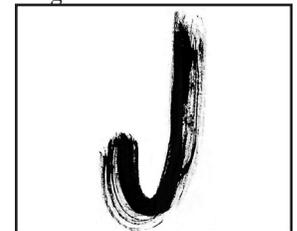
Vertical



Horizontal



Single Mark



Logo treatment

This is the LOGO for **Company Home Loans**. The mark and logotype should always be used as a complete lock up unless the situation calls for a single mark. See SINGLE MARK for more information.

Print Files

Use EPS files only, if possible. These are vector and can be scaled to any size without loss of resolution.

Digital Files

PNG/JPG/SVG files. These are fairly large files and can be adapted to most digital usage. PNGs are recommended for primary digital use, as they can use transparent backgrounds.

WHITE LOGOS/MARKS should only be used on solid backgrounds.

Single Mark

This is the MARK. It should only be used in certain applications where the words "**Company Home Loans**" are within proximity of the mark. For example, social media avatars and on-line profile pictures. Exceptions can be made for promotional items such as wearables.

The file usage is the same as the Primary Logo.

Other logo uses

Some exceptions are allowed, with approval from the marketing brand manager. Here are a couple of examples of exceptions.

Email signature



Jacobs, et al, LLC

Internal department



Internal departments may use their department name in place of the “HOME LOANS” line.

The title must be:

- equidistant from **Company** as **Company** is from the logo
- must have left and right edges aligned to the left and right edges of **Company**
- font and color of text will be addressed in the Fonts and Colors section

Do not

The following is a list of unapproved and unacceptable uses of the logo. Exceptions may be made with approval of the marketing brand manager. Most approvals will only be for internal uses only.

- do not place borders around the logo for any reason or use
- do not change the color or reverse colors of the mark, logotype, or logotype
- do not use change the logotype top a different font
- do not use fonts with the logo that are not approved
- do not attach additional phrases or words to the logo
- do not change the proportionality of the log when resizing to fit
- do not distort the image, add drop shadows, or other effects to the logo and logotype

This is list is not exhaustive and may be updated at anytime as circumstances require. If a situation exists that is not contained in this list, please contact the marketing brand manager for consultation.

Colors

The logo and logotype use very specific colors and may not be changed to any other color, unless specifically noted here or approved by the marketing brand manager.

All colors that are not primary can only be used as accents and supporting colors. No other color but the primary colors may be used in the logo or logotype.

Logo colors

These colors are to be used only in Company L&D and Company Home Loans internal documents only.

Primary colors

Company Blue	Logo
<ul style="list-style-type: none"> • Pantone: 305C • CMYK: C=55, M=0, Y=0, K=0 • RGB: R=91, B=203, G=241 • Hex: #5bcbf5 • One color: white on black • One color logotype: black on white 	<ul style="list-style-type: none"> • Pantone: 447C • CMYK: C=70, M=60, Y=60, K=65 • RGB: R=91, B=203, G=241 • Hex: #5bcbf5 • One color: black on white

Analogue colors

Dark Blue	Company Blue	Medium Blue
<ul style="list-style-type: none"> • CMYK: C=75, M=40, Y=0, K=0 • RGB: R=81, G=108, B=179 • Hex: #516bb3 	<ul style="list-style-type: none"> • CMYK: C=55, M=0, Y=0, K=0 • RGB: R=91, B=203, G=241 • Hex: #5bcbf5 	<ul style="list-style-type: none"> • CMYK: C=70, M=40, Y=0, K=0 • RGB: R=80, G=135, B=199 • Hex: #4f87c6

Teal	Light Teal
<ul style="list-style-type: none"> • CMYK: C=55, M=0, Y=20, K=0 • RGB: R=104, G=201, B=208 • Hex: #68c9d0 	<ul style="list-style-type: none"> • CMYK: C=50, M=0, Y=35, K=0 • RGB: R=123, G=203, B=182 • Hex: #7dccb6

Monochromatic colors

Dark Teal	Company Blue	Light Blue
<ul style="list-style-type: none"> • CMYK: C=85, M=50, Y=40, K=15 • RGB: R=44, G=102, B=121 • Hex: #2c6578 	<ul style="list-style-type: none"> • CMYK: C=55, M=0, Y=0, K=0 • RGB: R=91, B=203, G=241 • Hex: #5bcbf5 	<ul style="list-style-type: none"> • CMYK: C=30, M=0, Y=0, K=0 • RGB: R=171, G=225, B=250 • Hex: #abe0f9

Dark Blue-Gray	Company Blue
<ul style="list-style-type: none"> • CMYK: C=75, M=50, Y=45, K=15 • RGB: R=74, G=105, B=115 • Hex: #4a6872 	<ul style="list-style-type: none"> • CMYK: C=70, M=20, Y=15, K=0 • RGB: R=66, G=162, B=195 • Hex: #41a2c3

Triad colors

	Company Blue	
<ul style="list-style-type: none"> • CMYK: C=80, M=35, Y=25, K=0 • RGB: R=46, G=137, B=168 • Hex: #2d89a8 	<ul style="list-style-type: none"> • CMYK: C=55, M=0, Y=0, K=0 • RGB: R=91, B=203, G=241 • Hex: #5bcbf5 	<ul style="list-style-type: none"> • CMYK: C=0, M=70, Y=20, K=0 • RGB: R=242, G=114, B=146 • Hex: #f17191

<ul style="list-style-type: none"> • CMYK: C=30, M=20, Y=100, K=0 • RGB: R=190, G=182, B=50 • Hex: #bdb532 	<ul style="list-style-type: none"> • CMYK: C=35, M=30, Y=100, K=5 • RGB: R=169, B=155, G=50 • Hex: #a89b31

Complimentary colors

	Company Blue	
<ul style="list-style-type: none"> • CMYK: C=80, M=35, Y=25, K=0 • RGB: R=46, B=137, G=168 • Hex: #2d89a8 	<ul style="list-style-type: none"> • CMYK: C=55, M=0, Y=0, K=0 • RGB: R=91, B=203, G=241 • Hex: #5bcbf5 	<ul style="list-style-type: none"> • CMYK: C=45, M=0, Y=0, K=0 • RGB: R=126, B=211, G=247 • Hex: #7ed3f6

<ul style="list-style-type: none"> • CMYK: C=30, M=65, Y=100, K=15 • RGB: R=162, B=97, G=40 • Hex: #a16128 	<ul style="list-style-type: none"> • CMYK: C=0, M=35, Y=75, K=0 • RGB: R=251, B=177, G=87 • Hex: #fbb056

Compound colors

	Company Blue	
<ul style="list-style-type: none"> • CMYK: C=85, M=75, Y=0, K=0 • RGB: R=65, B=86, G=166 • Hex: #4155a5 	<ul style="list-style-type: none"> • CMYK: C=55, M=0, Y=0, K=0 • RGB: R=91, B=203, G=241 • Hex: #5bcbf5 	<ul style="list-style-type: none"> • CMYK: C=60, M=50, Y=30, K=5 • RGB: R=114, B=119, G=143 • Hex: #72778e

<ul style="list-style-type: none"> • CMYK: C=0, M=30, Y=40, K=0 • RGB: R=91, B=203, G=241 • Hex: #fbbd96 	<ul style="list-style-type: none"> • CMYK: C=20, M=80, Y=90, K=10 • RGB: R=185, B=79, G=49 • Hex: #b84f31

Shade colors

	Company Blue	
<ul style="list-style-type: none">• CMYK: C=70, M=30, Y=20, K=0• RGB: R=80, B=149, G=179• Hex: #4f94b3	<ul style="list-style-type: none">• CMYK: C=55, M=0, Y=0, K=0• RGB: R=91, B=203, G=241• Hex: #5bcbf5	<ul style="list-style-type: none">• CMYK: C=85, M=50, Y=40, K=20• RGB: R=41, B=97, G=115• Hex: #296173

<ul style="list-style-type: none">• CMYK: C=90, M=70, Y=55, K=60• RGB: R=16, B=41, G=53• Hex: #102834	<ul style="list-style-type: none">• CMYK: C=60, M=10, Y=5, K=0• RGB: R=88, B=183, G=221• Hex: #57b6dd
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If you are using Adobe products, these colors are available as an ASE file to import.

Fonts

The two official sans serif fonts are:

Company - is the Adobe font Termina Bold

HOME LOANS - is a third-party font called Montserrat Bold

The font Montserrat is a third-party, uncommon font. The Montserrat family must be purchased per user for access to the full family, but the “Light” and “Heavy” weights are typically free for download as a demo. It is recommended to not use Montserrat in any documentation, internal or external, other than where it is embedded in the logo. The Google font Poppins may be used instead of Montserrat.

If a user has Adobe Creative Cloud, they may turn on Termina for use on their system.

Termina should be used for all headers and call-outs. If Termina is not available, Verdana may be used for internal communications.

The official serif font is the Vendetta family. Vendetta light for Adobe users or Century Old Style for non-Adobe users, should be used as the body copy for print, eLearning, and slide deck body copy. Sans serif fonts are acceptable for website based knowledge management.

Paragraph styles are as follows:

Title

Termina Bold, 24 points, Company Blue, align centered

Header 1

Termina Bold, 18 points, Company Blue, align left

Header 2

Termina Demi, 16 points, black, align left

Header 3

Vendetta Bold or **Century Old Style Bold**, 16 points, black, align left

Header 4

Vendetta Bold Italic or *Century Old Style Italic*, 16 points, black, align left

Header 5

Vendetta Light Italic or **Century Old Style Regular**, 16 points, black, align left

Writing styles

In order to maintain consistent look, voice, and style of writing through all of Company L&D's products, the following rules should apply.

- Instead of using tabs at the beginning of a sentence, a .1" space should be applied to each paragraph.
- With paragraphs that include bullet lists, there should be no gap between the introductory line and the first bullet.
- Sentence structure and grammar should be active tense and should be as short and concise as possible.
- Heading should be used when a new topic is being introduced or a transition in topic is being made.
- Any lists using commas should always use the Oxford comma.
- All number less than ten should be written out, unless it is being used as a number. For instance:
 - There are ten people in three groups.
 - He lives in the house at 10 Olive Street.
- There should always be a gap between the last bullet in a list and the next line.
- The names of buttons and pathways should be in **bold**, not quotations.
- URLs should be in Century Gothic Pro font and do not need to include the "http://" portion of the link.
- Tables and images should be anchored in text in printed documents to manage reflow.
- Headers with more than one word should only capitalize the first word. The only time additional words should be capitalized in a header is if they are proper names or refer to specific titles of things.
- Call-out text should be in a box and using a sans serif font, such as Gill Sans, Termina, or Poppins

Testing and evaluation

- Testing and evaluation should be directly proportionate to the expected performance outcome.
- "True/false" questions should be avoided as often as possible, unless the question is specifically related to binary options.
- Multiple choice answers should all be relative. No smart alek or clearly wrong answers should be avoided. Avoid "All the above" as much as possible, since answer banks may randomize.
- If an objective verb requires analysis, the question should require analysis and the answers should be summary conclusions of what an analysis would provide.
- Any evaluation that requires role-playing or scenario development will include background cards for each role-player, scenario boundaries with expected results, a performance rubric that includes, and a debriefing opportunity with the evaluator.
- On The Job Training evaluation will be based off of a rubric and objective evaluation and grading.
- Comprehensive exams must include opportunities to perform the expected tasks that the learners are being trained to perform.