



Brand Guidelines

Logo

When you are using the Prodigy Learning logo with other graphic elements, make sure you give it some room. If using the white text version, the logo must always be placed on the company purple, HEX #5d398a RGB 93 57 138.



Logo

Always use our official and unmodified logo to represent Prodigy Learning.

Don't:

- Stretch or wrap the logo
- Rotate or change the direction of the logo
- Change the colour of the logo
- Add special effects to the logo
- Use the Prodigy Learning icon by itself
- Change position of the icon



Type

The following typefaces should be used in the specified situations to keep the appearance of documents and digital assets consistent.

Headlines can appear in any of the corporate colours outlined in these guidelines, however, our purple should be the primary colour.

Headings

Segoe UI Light

Body Text

Segoe UI, Size 10

Colours

Only use the colours listed below. The primary colours should be used initially, with the secondary palette used to support. Green should only be used when preparing documents for Coding in Minecraft program and need to have authorisation from product manager.

Primary Colours

Purple

HEX – 5d398a

RGB – 93 57 138

Blue

HEX – 00a4e1

RGB – 0 160 222

Secondary Colours

Navy

HEX – 01538f

RGB – 1 83 143

Green

HEX – 5c8825

RGB – 92 136 37

Icons

Icon colours are taken from the corporate palette and must only be used on white backgrounds.

