

Brand guidelines



Welcome to HowToo's brand guidelines

Contents

Brand history	03
Brand vision	04
Brand personality	06
Brand voice	06
Terminology and punctuation	06
The logo	07
Typography	15
Colours	19
Photos	23
Illustrations	27
Ads	34

Brand history

The story of HowToo begins with another company, our sister Savv-e. Savv-e was born in 2000 from two learning designers who saw what other eLearning companies were doing at the time and knew they could do it better. Together, Jenny, Lisa and the Savv-e team have led the industry in custom work for over 20 years with a high quality, learner-centric approach to digital learning.

Towards the end of Savv-e's second decade, Lisa and Jenny saw a crucial gap in the digital learning market. No tool existed that could produce digital learning in a way that was accessible for everyone. Too many required specialised expertise, and were slow and cumbersome to use. From late 2018, Lisa and Jenny began to develop the world's most accessible online learning tool to allow companies to unlock the potential of individuals inside their workforces.

In February of 2020, HowToo was launched. HowToo allows anyone to create digital learning at the standard of the world's best trainers with a beautiful and intuitive online learning studio. This intuitive tool is backed by learning science, democratising the ability to produce beautiful learning content.

HowToo's launch was just the beginning. We've been growing rapidly and continue to improve the tool all the time. Our future is focused on how we can utilise the latest technology, design thinking and learning intelligence to create the most effective and meaningful learning experiences through the services and tools we provide to our clients. We can't wait to bring to life an online marketplace that will allow the true democratisation of learning experiences for all creators and learners.

Brand vision



The easiest to use

Beautiful, intuitive, democratised



WCAG-2 accessibility

Reach everyone who matters



Backed by science

Put your knowledge in the
world's most effective learning
frameworks



Brand personality

HowToo is a creator at heart. We want to see our customer's biggest dreams realised and their projects come to life even better than they envisioned. We want to inspire, imagine, and most of all - create!

HowToo is also grounded in a love of learning science. We want to make learning smarter and better at all times. Grounded in the science of andragogy, our software is built on what science knows will work.

Finally, HowToo is a lover. We have a deep passion for education, and for learning done beautifully. Brilliant design should be accessible for everyone and should never face compromise.



Brand voice

- Casual and friendly, but professional
- Excited and energetic
- Insightful and encouraging - we want to build the user's confidence in their own ability to create great learning content
- Natural and conversational
- Treat the user with friendly respect - we want them to think of us as their learning partner and guide
- Use humour (cheeky, witty, never provocative or crass) where it comes naturally

Terminology and punctuation

- Be concise - keep sentences and instructions short and to the point
- Use simple language - avoid slang, jargon or vague phrasing
- Use active voice
- Use sentence case for headings, buttons etc
- Use contractions where needed to maintain a casual tone
- Address the user directly - use 'you', 'your' etc. to build familiarity



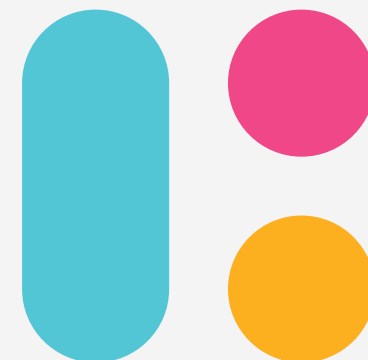
01

The logo

The logo

The logo is the beginning of the HowToo brand identity. It consists of two elements, a beacon and a wordmark. Beacon refers to a graphic icon and wordmark refers to the company name in a stylised typeface.

Beacon



Wordmark

How Too

Lock-ups, clear space and size

The HowToo logo has two variations that are permitted for use.

Primary lock-up

This version should always be used unless circumstances dictate otherwise. The minimum allowed height of this logo is 25px.

Secondary lock-up

This version of the logo is to be used only when there is restricted space. The minimum allowed height of this logo is 56px.

Ensure that there is at least 50% of the width of the HowToo beacon around the outside of the logo at all times, at shown.

Never recreate the HowToo logo. Only use the files provided.

Primary lock-up



Reversed primary lock-up



Minimum size



Secondary lock-up



Reversed secondary lock-up



HowTooHub logo

The HowTooHub logo has two variations that are permitted for use.

Primary lock-up

This version should always be used unless circumstances dictate otherwise. The minimum allowed height of this logo is 29px.

Secondary lock-up

This version of the logo is to be used only when there is restricted space. The minimum allowed height of this logo is 80px.

Ensure that there is at least 50% of the width of the HowToo beacon around the outside of the logo at all times, at shown.

Never recreate the HowTooHub logo. Only use the files provided.

Primary lock-up



Reversed primary lock-up



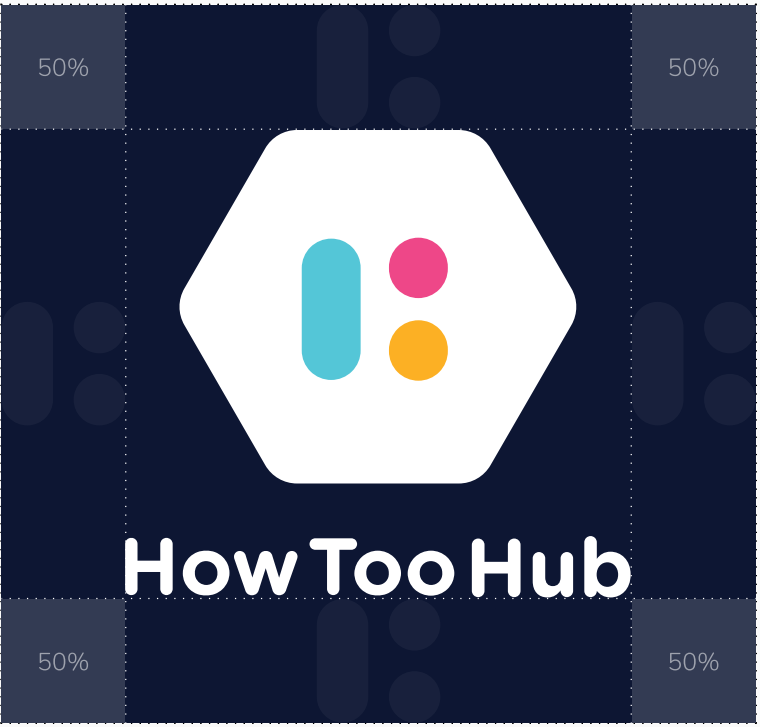
Minimum size



Secondary lock-up



Reversed secondary lock-up



HowToo by Savv-E logo

Only use this logo in limited, authorised settings, and only when the Savv-e is relevant for the intended audience.

The minimum allowed height is 40px for the primary lock-up, and 86px for the secondary lock-up.

Ensure that there is at least 50% of the width of the HowToo beacon around the outside of the logo at all times, as shown.

Never recreate the HowToo by Savv-E logo. Only use the files provided.

Primary lock-up



Secondary lock-up



Mono variation

The full colour version of the HowToo logo should be given preference at all times. The mono variation of the logo should only be used for non-conventional production such 2 colour printing, engravings, 3D printing and textile. These formats do not usually support coloured files.

Primary lock-up

Minimum screen size: 25px high
Minimum print size: 6.6mm high

Secondary lock-up

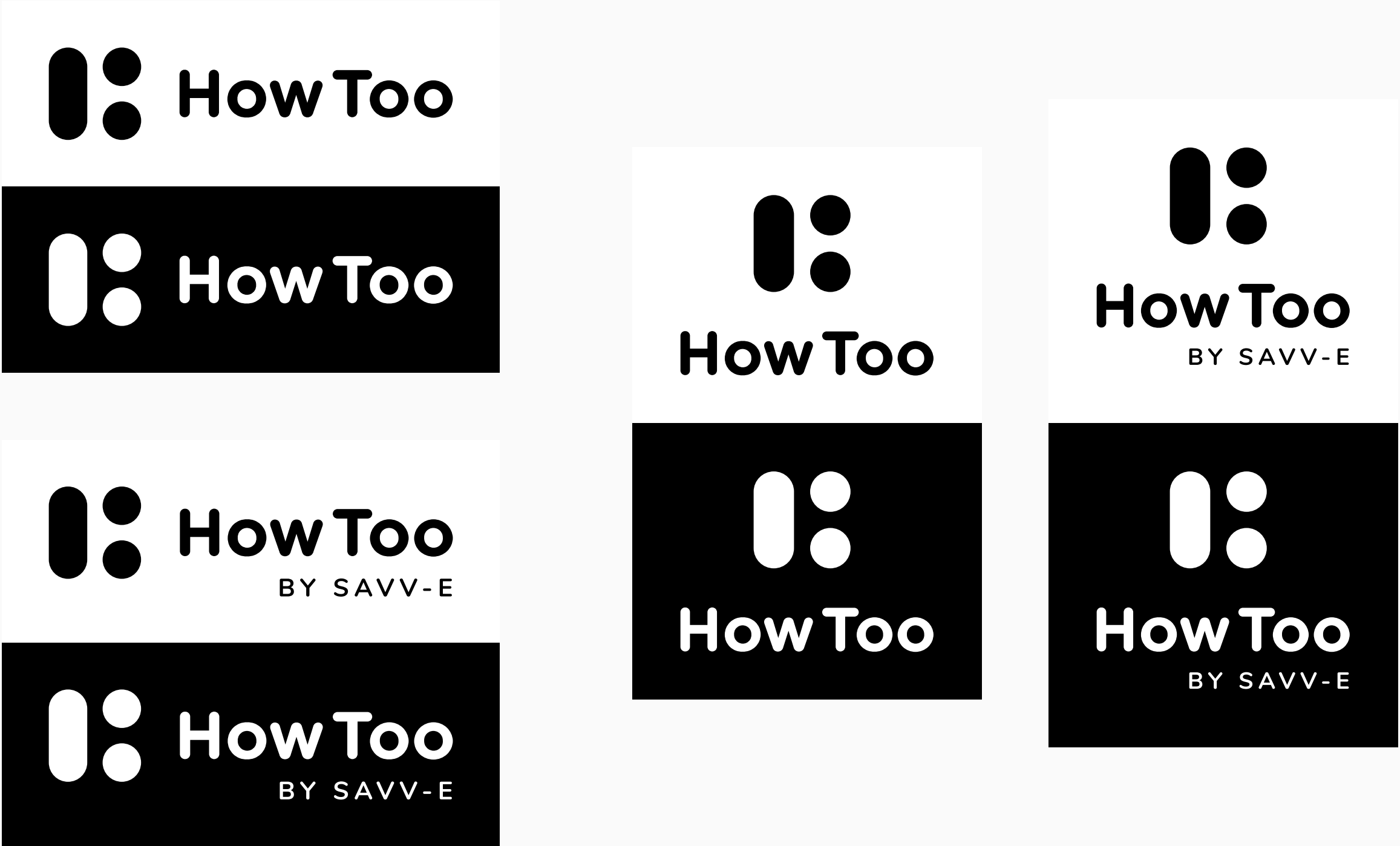
Minimum screen size: 56px high
Minimum print size: 14.8mm high

Primary lock-up HowToo by Savv-e

Minimum screen size: 40px high
Minimum print size: 10.6mm high

Secondary lock-up HowToo by Savv-e

Minimum screen size: 86px high
Minimum print size: 22.6mm high



Logo usage

The full colour version of the logo is to be displayed on pale backgrounds so that the brand colours and wordmark are clearly visible.

The reversed version of the logo is to be displayed on darker backgrounds, preferably coloured, tinted or overlaid with Navy Blue.

It is best to use the logo on a solid background. If you wish to use it on a photograph or graphic, select an area of placement that is not too busy so as to maintain clarity and distinction.

Ideal usage of the logo



Use the logo on a white background.



Use the logo on a Navy Blue background (See brand colours).

Creative usage of the logo



The logo can be used on the brand colours at 40% opacity or lower (See brand colours).



The logo can be used on a busier photograph as long as an Oxford Blue overlay is used behind the logo.



The logo can be used on a light patterned background as long as the colours do not clash with the logo.



The logo can be used on a dark patterned background as long as the colours do not clash with the logo.

Logo misuse

The integrity of the logo must be protected at all times. Here are some examples on what not to do with the HowToo logo.



Do not use the beacon on its own



Do not change the opacity of the logo



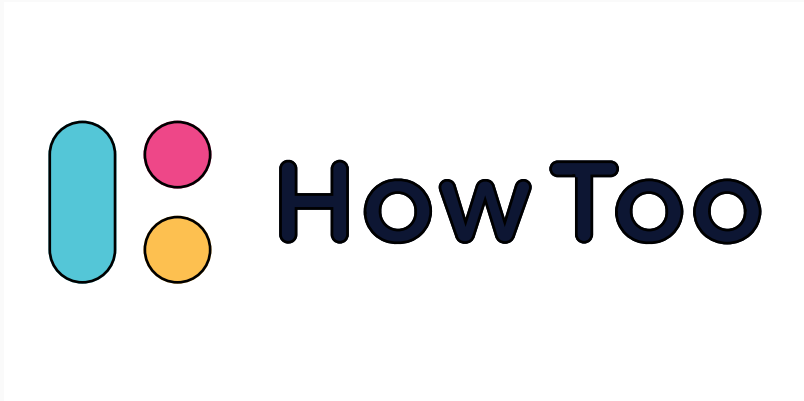
Do not use the logo on a busy background



Do not use the wordmark on its own



Do not distort the logo



Do not outline the logo



Do not change the colours of the logo



Do not add effects to the logo



Do not angle the logo

02

Typography

Primary typeface

HowToo has one primary typeface that is to be used at all times, called Nunito. If this typeface is not available, the secondary typeface Open Sans may be used. If neither of these fonts are available, Arial may be used.

Nunito can be [downloaded here](#).

Nunito Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()0-

Nunito Italic	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Nunito Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Nunito Semi-bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Nunito Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Nunito Black	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Ideal stack

When presenting information, it is essential to present it with a clear hierarchy. With that in mind, there are some basic guidelines when setting type, through the use of typeface, scale and weight.

Title	—	This is the title
Headline	—	Headline percil mod quis planda
Subhead Level 1	—	Subhead Level 1 quos magnam nobist voluptur
Subhead Level 2	—	Subhead Level 2 officieturem faceatem doluptati sinisquos
Body Copy	—	Body copy Nem ea nosant, voluptatque volore, occae peratur mo dolores cidunt, utatemq uisquistrum, voluptatem voluptat odi quos magnam nobist voluptur, explibus reicienimi, optiiste porro optatib usdaernatet am lam, inimenest, totat volupta veris cus eum et aut officte cturior estruptas autem fugiatur, inctate mporibus nonseque et percil mod quis planda dessit fuga.
Pullquote	—	“Pullquotes lbus, id maximaximus est poreces alibearum volloriae sitibus sa verchil minverciet” Igenducim qui reribus, im ut eos esequi dolupta temperrum quatur re, corporos sinveni moluptu ritibus eic tem sit iundit volende bitatest, ea aspici culpa vendita as eiunda endi cus in cus as qui ut eos minctecab inctias idi tem hit.
Bullet Points	—	<ul style="list-style-type: none">● Bullet points as pos aperit faceaqui aut quibus pariaspe pere velessed et● Verferro mo od minvero to voluptia niende● Quia commo beatur suntiberum quo in es ex esectiu stioratectem si diam.

Secondary typeface

The secondary typeface is Open Sans which is only to be used for blogs and larger bodies of text.

Open Sans can be [downloaded here](#).

Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()0-

Open Sans Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Open Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

03

Colours

Brand colours

HowToo has 4 brand colours: Navy Blue, Sky Blue, Yellow and Pink.

Navy Blue is to be used for all text where possible. Sky Blue, Yellow and Pink should never be used for text on a white background.

The Electric Blue is to be used for hyperlinked text only.



Navy Blue

HEX #0D1633
CMYK 95-87-48-61
RGB 13-22-51



Sky Blue

HEX #54C6D7
CMYK 60-0-16-0
RGB 84-198-215



Pink

HEX #EE4788
CMYK 0-87-15-0
RGB 238-71-136



Yellow

HEX #FDC050
CMYK 0-27-79-0
RGB 253-192-80

Link colour

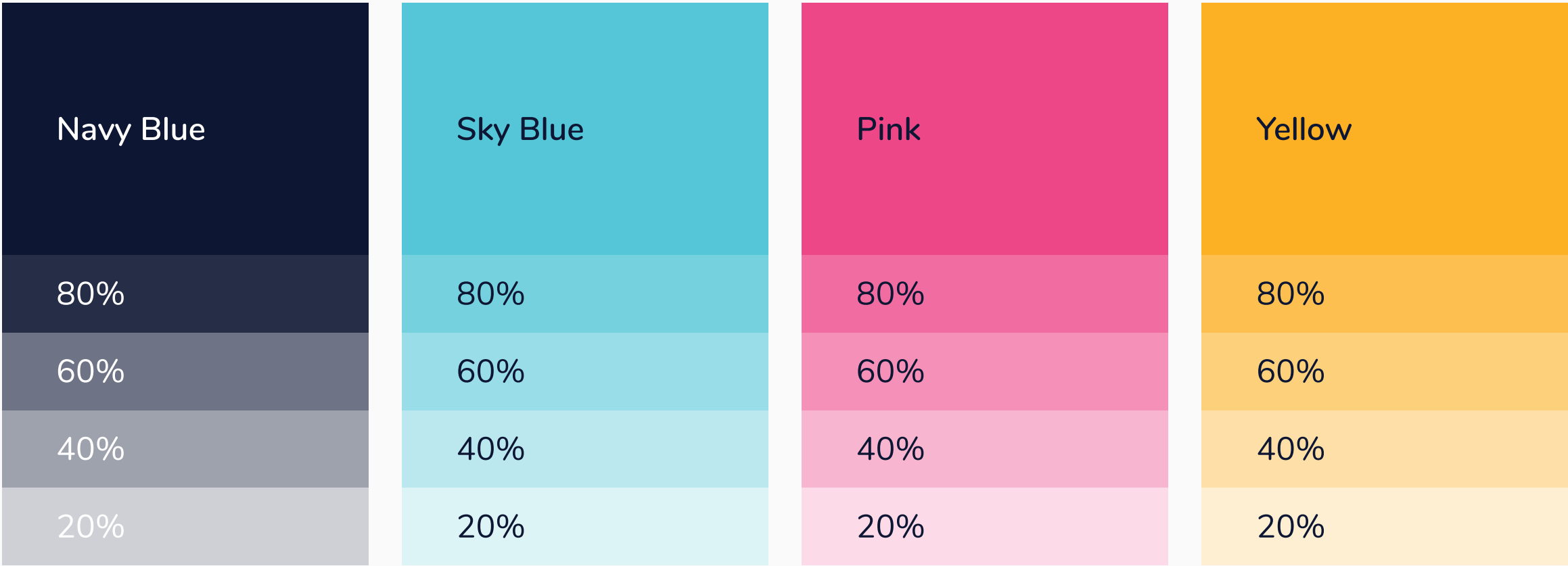


Electric Blue

HEX #3A42FF
CMYK 82-72-0-0
RGB 58-66-255

Tints

These tints can be used to bring more interest and dimension to illustrations and graphics. Tints of 40% opacity or lighter may be used as backgrounds for the HowToo logo.



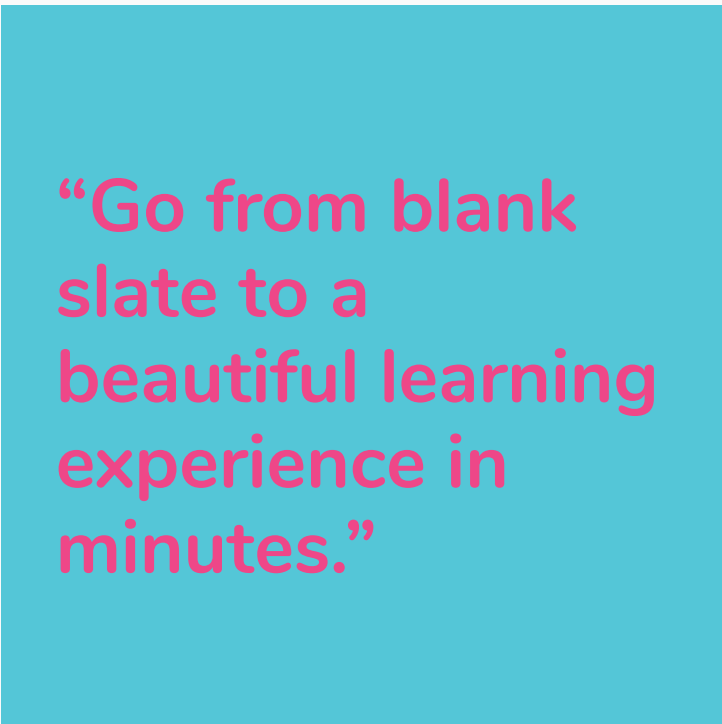
Colour misuse

Here are some examples on how not to use the brand colours.

Always ensure that the colour combinations used are WCAG 2.1 AA compliant. If you are unsure, use this [Colour Contrast Check](#).



This is not WCAG 2.1 AA compliant



This is not WCAG 2.1 AA compliant



This is not WCAG 2.1 AA compliant



This is not WCAG 2.1 AA compliant



Even though this is compliant, we do not use these two colours together as it is hard to read.



Even though this is compliant, we do not use these two colours together as it does not effectively represent the brand.

04

Photos

Stock photos

When selecting stock photos for branding purposes, there are a couple of things to consider:

Select photos that are:

- Of a cooler palette
- Not over-edited
- Natural and candid
- Show diversity



Headshots

We use headshots of our staff and portraits from iStock in our creative material. These photos need to be edited in a circle and on a HowToo colour such as Sky Blue, Pink or Yellow at 100% opacity.

Select portraits where the subject is wearing a neutral colour or a colour that is similar to HowToo's brand colours.

Cropping

Ensure the portrait is cropped at no lower than the top of the subject's shoulders. Leave around 5% of clear space above the top of the subject's head.

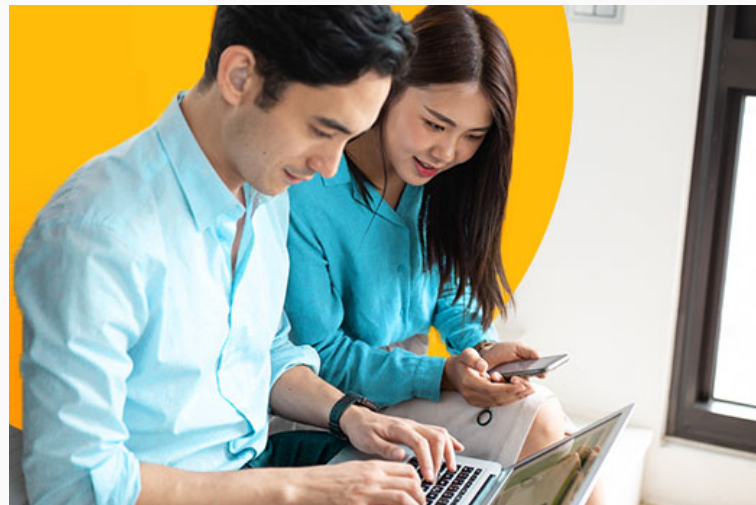
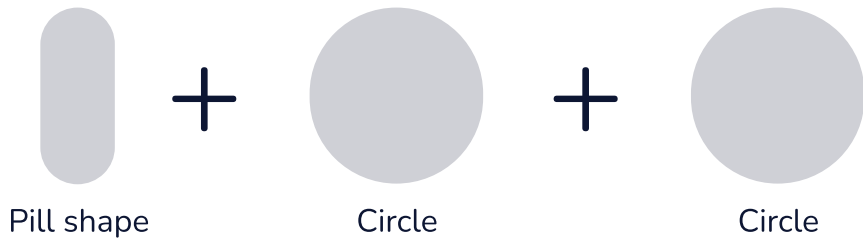


Branding stock photos

Adding in shapes such as the circles and pill that are found in the HowToo beacon brings a strong sense of branding to images.

Use one or two of the shapes from the beacon. The shapes can be large, brought past the edge of the photograph and elongated to give a sense of dimension to the image.

Colour the shapes with HowToo’s Sky Blue, Pink or Yellow. Use these colours with 70% to 90% opacity (whichever looks best). Ensure that the colours are vibrant whilst showing peaks of the image behind.





05

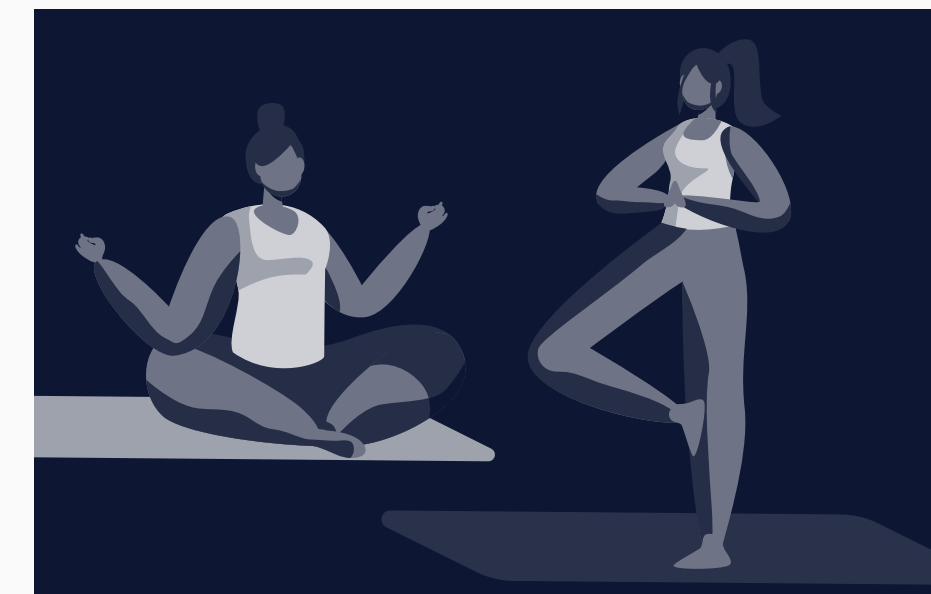
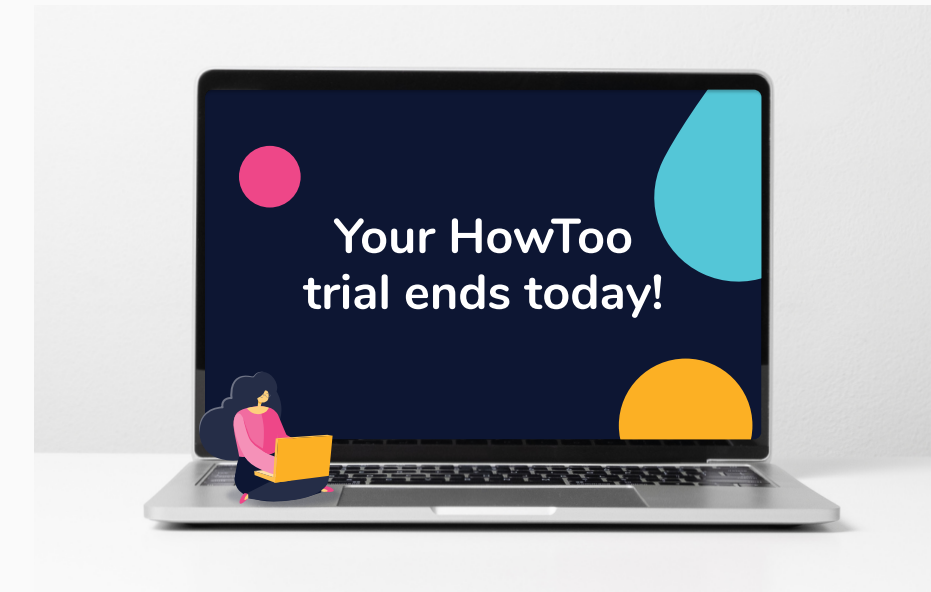
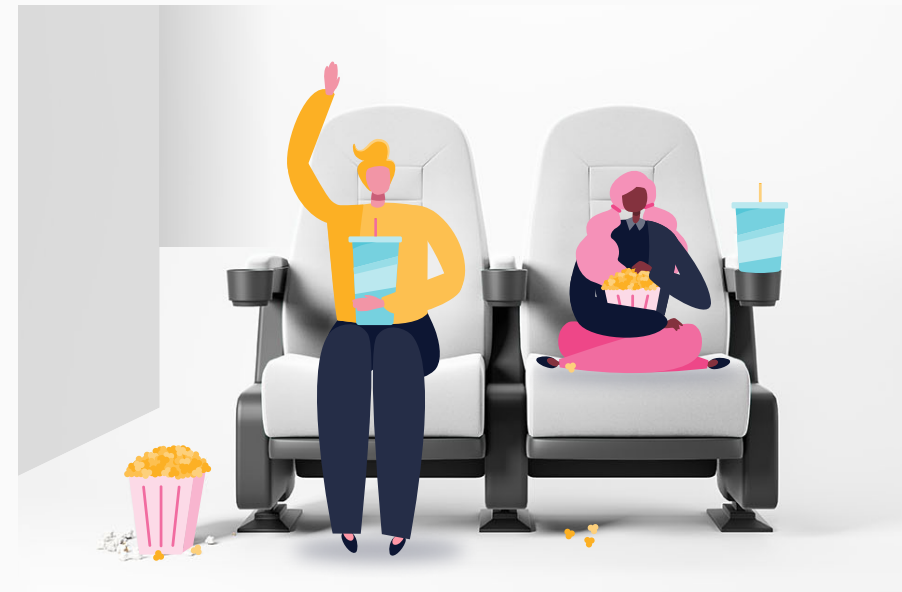
Illustrations

Characters

HowToo's character illustrations can be downloaded from the [“Invincible Bulldog” portfolio from iStock](#). In this portfolio, there are 3 styles. HowToo uses 2 of these 3 which you can find out more about in the following pages.

All of these characters will need to be edited so that they only use HowToo's brand colours and their tints (See brand colours).

The characters can be placed on brand colours or be shown interacting with 3D objects/photography (More information in this section).



Character style one

Features:

- The style of our characters do not have faces so their emotions are shown through exaggerated body gestures and can be interacting with objects
- Rounded and wide shirt sleeves
- Triangular legs



Character style two

Features:

- Thicker arms and legs
- Mouth shows expressions of the characters
- Very long arms

Note: The original illustrations of these characters in the Invincible Bulldog portfolio have much smaller heads. Enlarge their heads and necks by 30%.



Skin colours

We use 3 different colours for the skin of the HowToo characters. These colours demonstrate diversity.

Navy Blue 60%

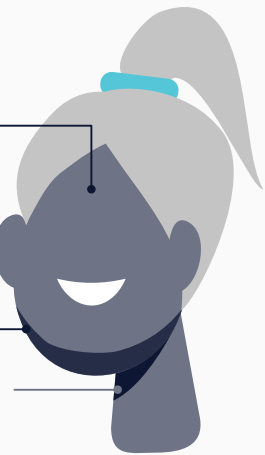
#6E7385

Navy Blue 80%

#252D47

Navy Blue 100%

#0D1633



Pink 40%

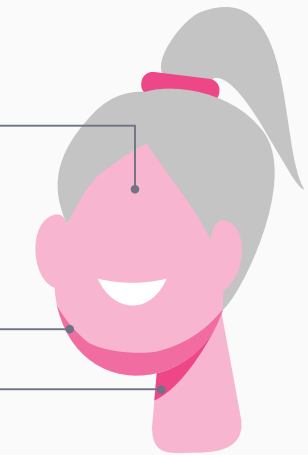
#F8B5CF

Pink 80%

#F16CA0

Pink 100%

#EE4788



Yellow 40%


#FEDFA7

Yellow 80%

#FDC050

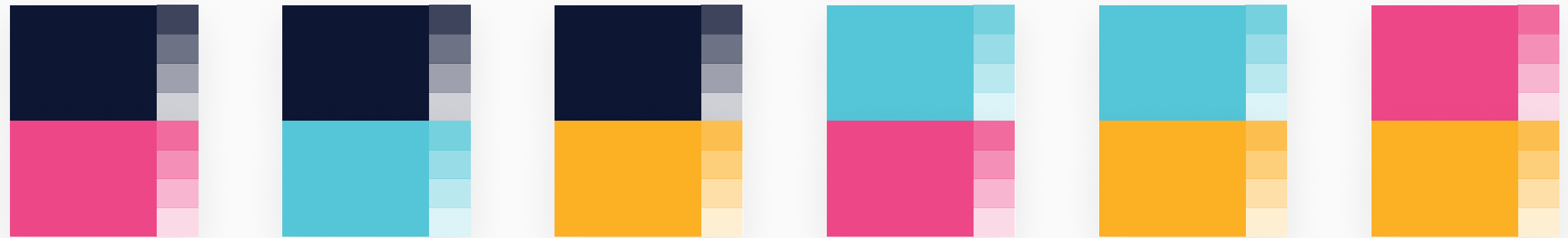
Yellow 100%

#FCB024



Outfit colours

Use no more than 2 brand colours and their tints for the hair, outfits and objects of a singular character (skin colour is excluded).

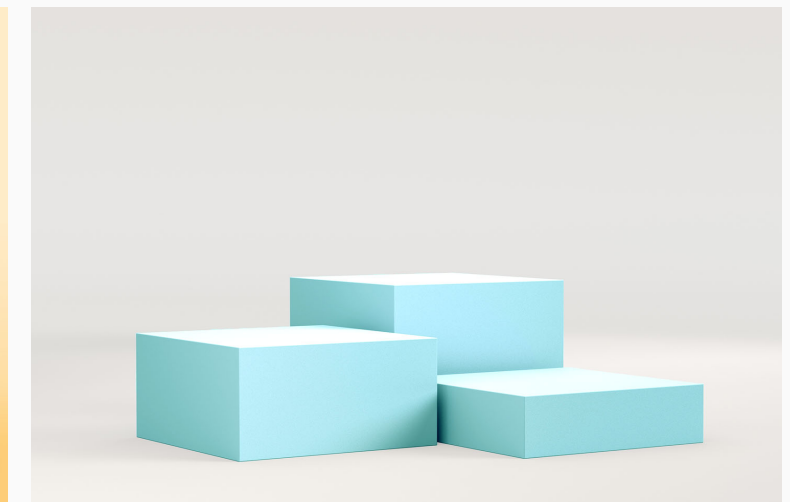
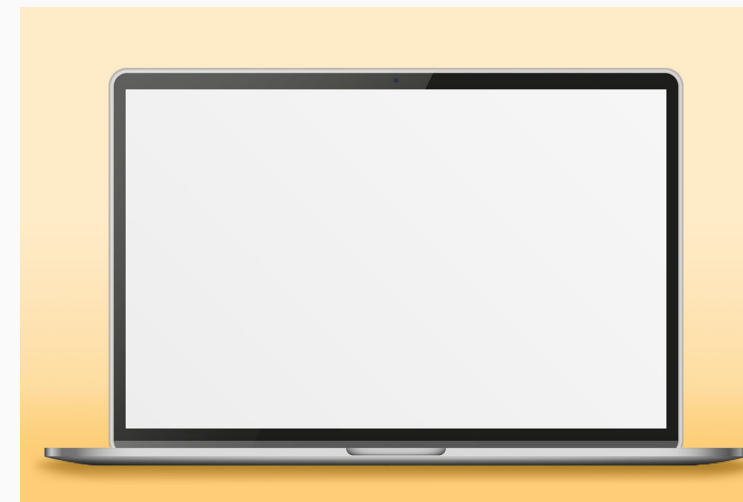
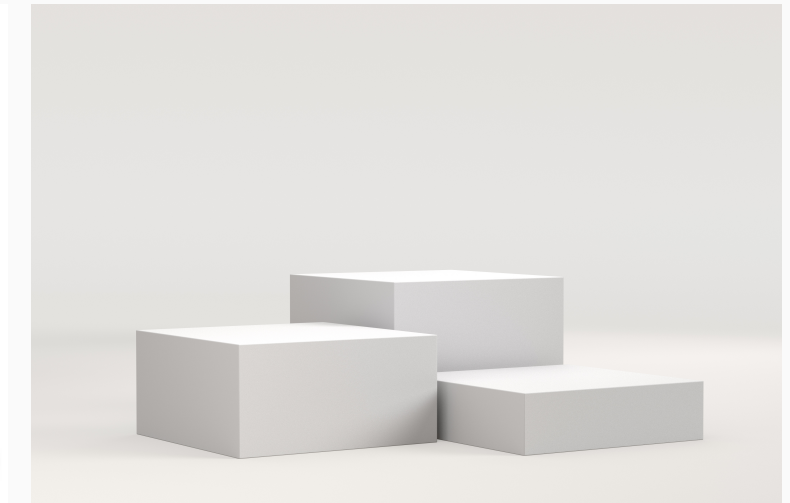


Photos

HowToo illustrations can be edited together with photography and/or 3D objects.

These should be:

- 3D rendered images with a white/grey colour palette
- Containing HowToo brand colours



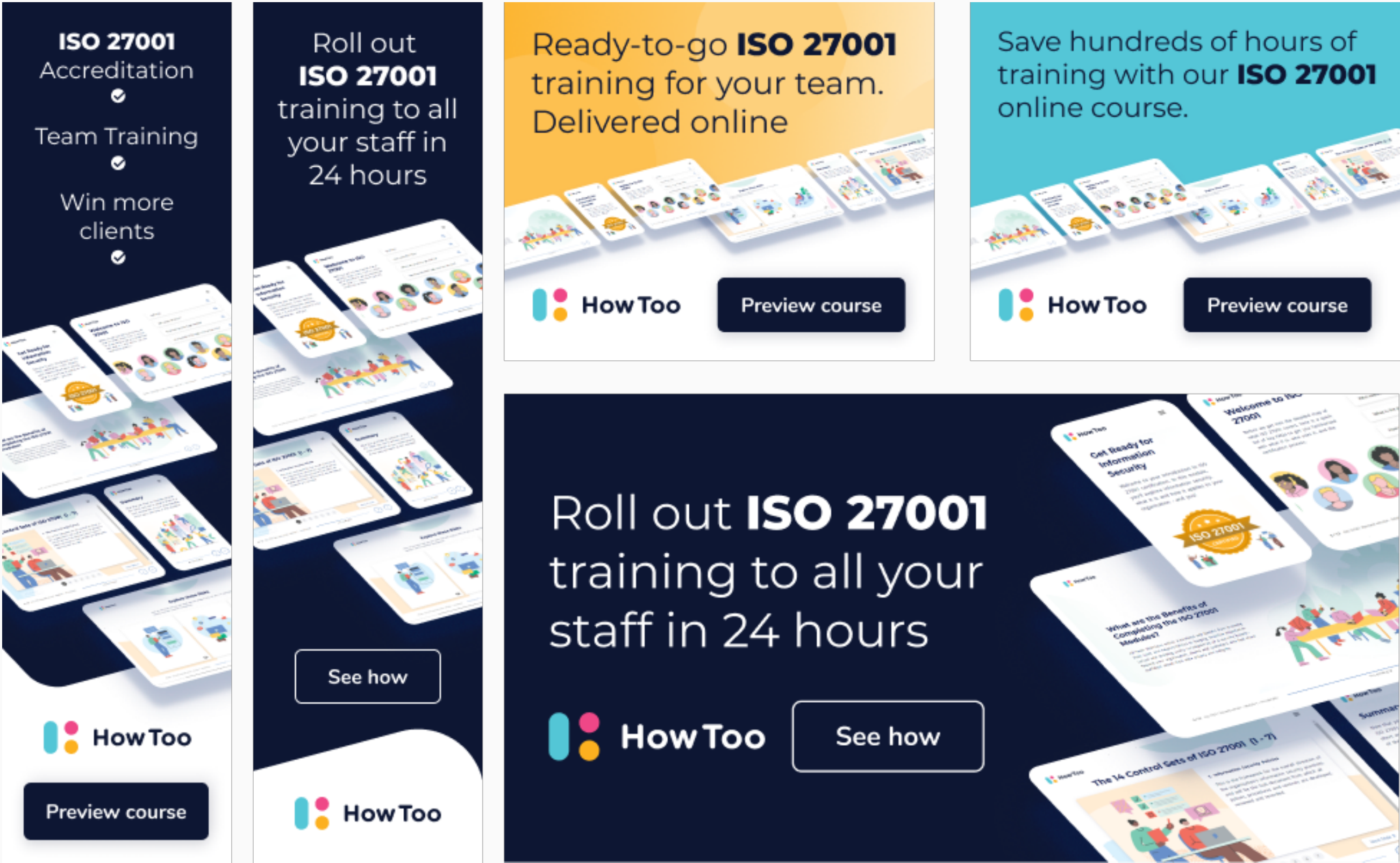
06

Ads

Ad samples

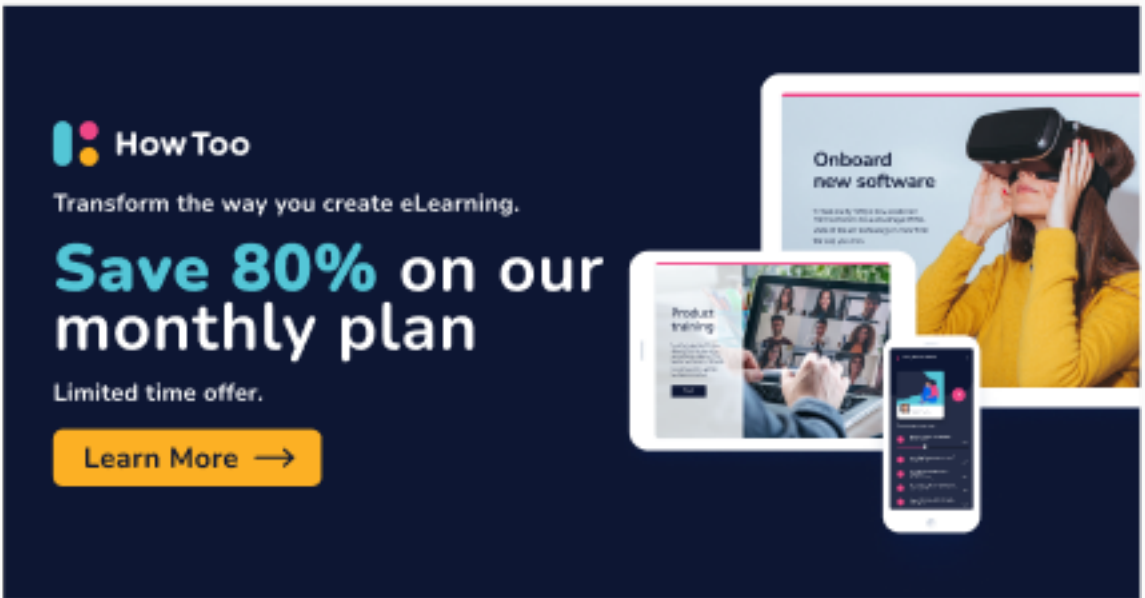
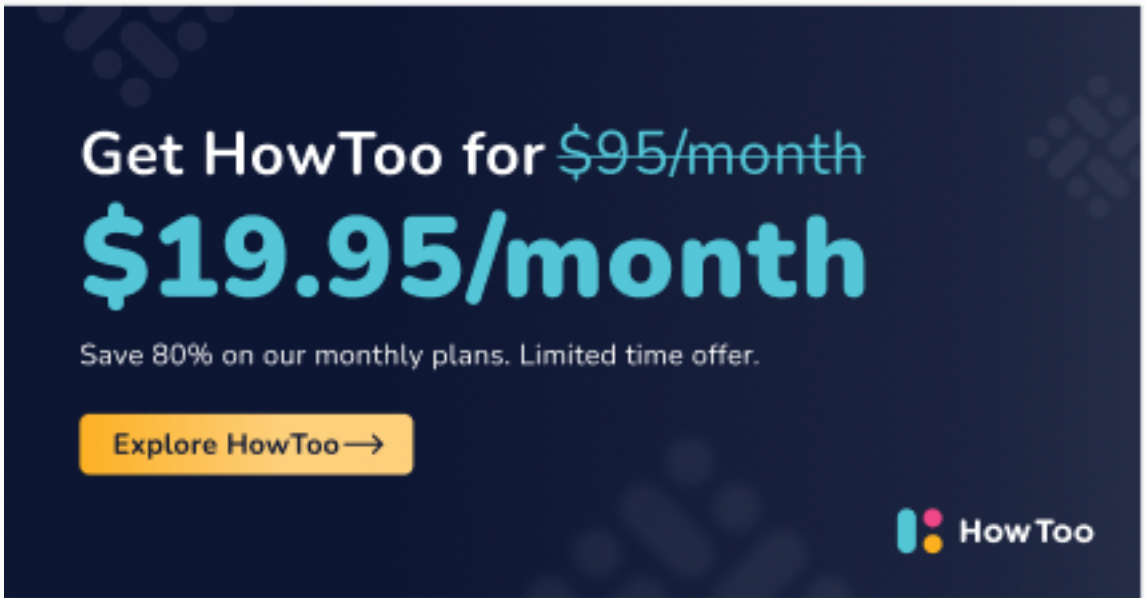
Here are some samples of perfectly branded HowToo ads from the ISO 27001 campaign in March 2021.

*Please note, the Montserrat font was used for this campaign only as it is a font used in the HowToo tool.



Ad samples

Here are some samples of perfectly branded HowToo ads from the 80% off subscription campaign.



Ad samples

Here are some samples of perfectly branded HowToo ads from the HR Manager targeted LinkedIn ads.



Upskill your team with the easiest online learning tool.

Learn more



Upskill your team with the easiest online learning tool.

Learn more



Make the shift to online working simple with HowToo.

The only digital learning tool backed by science.

Find out more



HowToo

Create digital learning your team actually wants to do.

Find out more



HowToo

Make the shift to online working simple with HowToo.

The only digital learning tool backed by science.

Find out more



HowToo

75%
of HR Managers want to reduce their L&D costs.

Try free



Thank you

If you have any questions about the content within this document, please contact us at:

info@howtoo.co

