



echo360®

Brand Guidelines

Version 1.1

10.18.22

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Why a brand guide?

This Brand Standards guide is designed to make it easier for you to do your part to uphold and maintain the Echo360 brand.

This begins with faithfully following and representing the brand guidelines contained in this document, whether you are working on a product, a document or presentation.

As a key member of the team, you are also a keeper of the brand. It is very important that you follow the guidelines and not deviate from them, customize or adulterate them in any way.

We welcome any ideas or additional applications of the brand - please reach out as noted below for review, discussion and approval.

Questions

If you're uncertain or have questions about anything related to our brand, please reach out to Jeff Peterson, jpeterson@echo360.com.

Welcome to Echo360

Echo360: The global leader in inspired learning

We are the most holistic, global, technology platform for creating, delivering, and measuring learning engagement outcomes in any learning environment. We offer an innovative model for inspired learning in the post-Covid age. We offer coherent and compelling learner-centered experiences regardless of place and time.

We are the **innovator** who enables the **transformation** of inspired learning by making it more **engaging, equitable** and **evidence-driven** — unlocking the **growth potential** of organizations and people.

Our brand is a vital part of our vision and strategy — and communicating the brand clearly and consistently is critical to realizing our goals.

A brand is more than just visual elements: It's the way we show up and how we serve, support and treat all Echo360 stakeholders. Let's focus our energies on building both a great company and brand that our customers, employees, investors, partners and all stakeholders trust, admire and respect.

Brand promise

A simple and clear way to address immediate needs and create awareness of the full range of solutions we offer.

Who we are

The global leader in inspired learning

Why we are different

We are the most holistic, global, technology platform for creating, delivering, and measuring learning engagement outcomes in any learning environment. We offer an innovative model for inspired learning in the post-Covid age. It offers coherent and compelling learner-centered experiences *regardless of place and time* — equalizing education across populations.

Our Promise

Engagement. Attention is perhaps the most valuable currency of our time. In order for meaningful learning to occur there must be actions and interactions with the material, instructors and peers that are directly connected to deepening understanding and connection. **We deliver learning experiences in ways that are meaningful and compelling.**

Equity. There are so many different learners, different motivations, different needs, different environments/locations, different styles. **We provide fair and equal access to all.**

Evidence. There are so many cost and budget constraints, plus pressure to attract and retain students and employees. **We understand learner needs and deliver an extraordinary experience that has meaningful, measurable outcomes that scale.**

Our brand DNA

Maniacally Mission-Driven

We are here to serve — both our customers and humankind — to our fullest abilities. We embrace our roles as agents of transformation: enabling the kind of inspired learning that changes people's lives. This impact is what lights us up, keeps us going and pushes us farther and harder. We know that what we do translates directly into a better world, and we do it with passion and purpose.

Massively Collaborative

We've always been the kind of company where people support each other and work together for the greater good. And we've always been the kind of company that treats our customers as partners, not as paychecks. Given our ambitious plans to take our offerings (and business) to the next level, we know it will take all of us pulling together to get where we want to go. By joining forces, our collective potential is mighty.

Relentlessly Inventive

We inspire transformative learning experiences with our innovations, with a spirit of problem-solving that opens both doors and windows to opportunity. As experts in our field, we understand the true promise — and complex constraints — of the new landscape for learning, and we're ready to amplify the impact of our offerings through savvy integration. We see the potential to deliver breakthrough solutions and are empowered to deliver them.

Moving at the Speed of Bright

Velocity is something we put at the core of everything we do. Not only because technology is moving fast, but because our learners are moving even faster. And we see the impact it can have when we are able to see around the curve to know what's next.



Our rally cry

We own it.

At a time when humans are so distracted and stressed — and the pandemic has made everything unpredictable and in flux — getting people to actively engage in learning is no small task. But it is a challenge we have never been more ready to take on.

We uniquely understand the needs of instructors — enabling them to transmit their passion and mastery, with tools that amplify what they do well, and fill in the gaps for what they don't.

We make sure every single learner is enabled and engaged — regardless of their location, motivation or learning style.

We fearlessly accept being the ones who are elevating, celebrating, and transforming the symbiotic experience of teaching and learning — that magical exchange that propels individuals, companies and countries forward on their evolutionary path.

If the pandemic was the shot heard around the world that signaled no more life or business as usual, the new Echo360 is the reverberating response that proves how challenges and constraints can give birth to the most inventive and inspired solutions.

It's on our watch.

Brand voice

Our brand voice matches who we are: a confident, capable, best-in-class technology company that is all about serving and supporting people. We are laser-focused on helping our customers create meaningful learning experiences and know that our tools are a means to this end. This emphasis on the human impact of what we do comes through in how we communicate.

Orientation

- > **It's about them.** We always keep our customers' goals and objectives in mind and speak to how we can support them versus simply listing our own features and capabilities. It's about clearly understanding and articulating how we are solving the customers problems; delivering on their use case.
- > **It's about empathy.** We know that all learners, companies and organizations are different and we bring this insight and understanding to our messaging.
- > **It's about impact.** We go beyond sharing our uptime, tools and technology and translate that into what customers really want: equitable, accessible, engaging experiences for all.

Tone

- > Write from a place of conviction and caring.
- > Use clear, accessible language vs industry jargon and tech buzzwords.
- > Speak confidently, without arrogance or condescension.
- > Resist the urge to be cute, clever or intellectually superior.
- > Use active language that reflects our energy, dedication and passion.

Usage

- > Feel free to use the words "we" and "our" when speaking of the company. This humanizes us and keeps the emphasis on the people part of our business.
- > Use "I" sparingly. We are self-assured global leaders.
- > Emojis are not appropriate for external communications.
- > Only use ALL CAPS for headers or core focus items, not for emphasis in text.

Our logo

The cornerstone of our brand is our logo. We've developed an identity for Echo360 that:

- > Befits a modern, global technology company
- > Is memorable, ownable and "wearable"
- > Is flexible and versatile enough to apply to sub-brands
- > Looks fresh / good / impressive in multiple applications

The Echo360 logo is solid, clean and refined. It's professional but doesn't take itself too seriously. The subtle notch in the h creates a bit of intrigue and establishes an interesting graphic element that can be used in a number of ways (see examples on the pages ahead). The color palette is confident. The typography is modern and distinctive. The overall effect suggests an innovative company that has personality and bold ideas.

The logo for Echo360 features the word "echo" in a bold, black, lowercase sans-serif font. The "h" has a subtle notch at the top. The number "360" is in a bold, magenta, uppercase sans-serif font. A registered trademark symbol (®) is located at the top right of the "0".

Our logo

Our logo is a graphic symbol that is vitally important to our company. It represents who we are and our reputation in the marketplace, and therefore needs to be properly applied and carefully protected. Always use an approved version of the logo as shown here and be sure to uphold the "safe zone" as shown to give the logo room to breathe in every application.



Primary - Preferred



Primary - Alternate on dark background



Black



Reverse



Alternate Reverse



Logo don'ts

DON'T modify colors



DON'T stack



DON'T condense or stretch



DON'T change the relationship between elements



DON'T print black over any color but Magenta



DON'T use old brand marks



Please report any incorrect usage to Jeff Peterson, jpeterson@echo360.com.

Color palette

The Echo360 primary colors should be the dominant palette in every branded communication. It's okay to add accent colors selectively as needed for clarity or visual interest but they should never overshadow or distract from the primary palette.

	Primary	Accent			Black and Grays		
							
	Raspberry	Grape	Cobalt	Sky	Black	Medium Gray	Light Gray
CMYK	13 100 31 0	51 100 2 0	99 97 4 1	77 22 4 0	70 67 64 74	0 0 0 25	0 0 0 10
RGB	213 0 108	144 39 142	46 49 145	0 157 209	35 31 32	199 200 202	230 231 232
HEX	#D5006C	#90278E	#2E3191	#009DD1	#231F20	#C7C8CA	#E6E7E8
Contrast Ratio on white	5.19:1	6.52:1	10.69:1	3.11:1	16.3:1	1.67:1	1.23:1

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Digital color palette

The Echo360 digital palette provides variations of a few of our core colors, in order to provide additional range and usage. Additional color variations should not be created. Our brand colors should be use in core headlines and sections, with smaller, body content or data shifting to black. This page shows the darkest variation and lightest variation of each brand color.

Primary



Raspberry

#D5006C

Primarily used for larger text/headlines.

Can be used for:
Headlines that are 18px +
Subheads that are 18px +

Can't be used for:
Text that is smaller
than 18px



Raspberry Light

#FAEDEE

Primarily used for background shapes.

Can be used for:
Background color or
shape with text over it.

Can't be used for:
Text of any size.

Accent



Grape

#90278E

Primarily used to indicate a link or if an action can be taken.

Can be used for:
Links



Grape Light

#FEF2F9

Primarily used for background shapes.

Can be used for:
Background color or
shape with text over it

Can't be used for:
Text of any size.



Cobalt

#2E3191

Primarily used for headlines and to indicate an "on" state.

Can be used for:
Headlines of any size
Subheads of any size
Text of any size



Cobalt Light

#F0EFF7

Primarily used for background shapes.

Can be used for:
Background color or
shape with text over it

Can't be used for:
Text of any size.



Sky

#009DD1

Primarily used for larger text/headlines.

Can be used for:
Headlines that are 18px +
Subheads that are 18px +

Can't be used for:
Text that is smaller
than 18px



Sky Light

#EAF0F9

Primarily used for background shapes.

Can be used for:
Background color or
shape with text over it.

Can't be used for:
Text of any size.



Black

#231F20

Default color for any text that's not a headline, body copy.

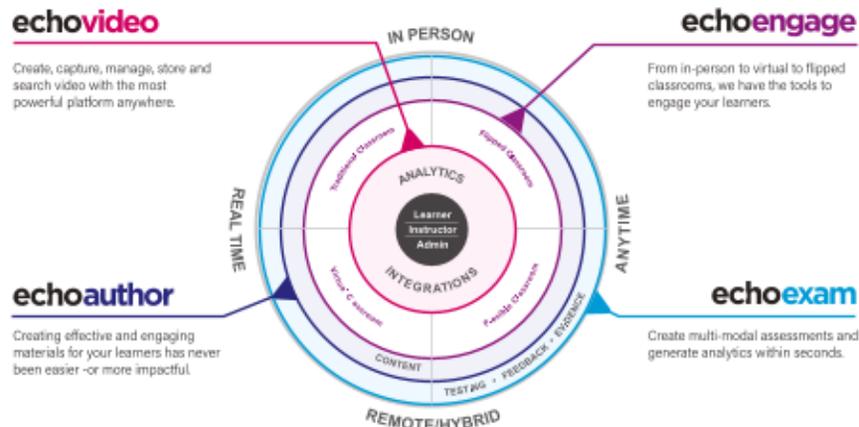
Can be used for:
Copy of any size
Paragraphs
Headlines

Ecosystem

The Ecosystem is a unique way of grouping the products and services we offer all of our clients - focusing on offering them full solutions vs one-off features. When talking about products or features within the Ecosystem categories, leverage the specific color for each category.

Note: colors are not exclusively reserved for each category.

No wordmarks should be created without approval. Please reach out to Jeff Peterson (jpeterson@echo360.com) if you would like to discuss a new brand extension.



echovideo

echoengage

echoauthor

echoexam

Echo products

Our solutions and brands are well recognized by our clients and prospects. We are leveraging that awareness, plus the power the new Echo360 brand brings, to create a set of logos that are aligned visually and connect to the Echo360 name. Please use the logos below when showing a product logo.

echo**video**

echo**engage**

pointsolutions

dojo360

mobiview

echopoll

workspace

echo**exam**

examview

echo**author**

knowbly

Echo events & publications

In addition to our products and Ecosystem, we offer our prospects and clients industry-leading events and information, that only Echo360 can provide. echoexperience, echoconnect, and echocast are just a few examples of what we offer. Make sure you, and our clients, are signed up for Echo360 emails so they receive the latest information.

No wordmarks should be created without approval. Please reach out to Jeff Peterson (jpeter@echo360.com) if you would like to discuss a new brand extension.

echoexperience
2022

echoconnect

echocast

Typography

The primary corporate font is Acumin Pro Condensed and should be used in all marketing and company collateral. For email and certain applications like PowerPoint or Word docs that will be sent externally, use the system default font Arial to ensure proper legibility.

PRINT AND WEB

Acumin Pro Condensed Light

Acumin Pro Condensed Light Italic

Acumin Pro Condensed Regular

Acumin ProCondensed Regular Italic

Acumin ProCondensed Semibold

Acumin Pro Condensed Semibold Italic

Acumin Pro Condensed Bold

Acumin Pro Condensed Bold Italic

Acumin Pro SemCondensed Light

Acumin Pro SemiCondensed Light Italic

Acumin Pro SemiCondensed Regular

Acumin Pro SemiCondensed Regular Italic

Acumin Pro SemiCondensed Semibold

Acumin Pro SemiCondensed Semibold Italic

Acumin Pro SemiCondensed Bold

Acumin Pro SemiCondensed Bold Italic

Acumin Pro Light

Acumin Pro Light Italic

Acumin Pro Regular

Acumin Pro Regular Italic

Acumin Pro Semibold

Acumin Pro Semibold Italic

Acumin Pro Bold

Acumin Pro Bold Italic

SYSTEM

Arial

Arial Italic

Arial Bold

Arial Bold Italic

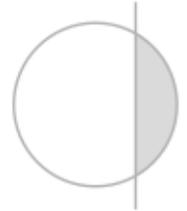
Graphic elements

Rectangle Notch



The "Notch," from the notch in the "h" in our logo, is a simple yet strong branding element that can be used in a number of ways.

Use this shape as a reference: it is less than a half-circle
Use it sparingly in a single application to make it more powerful
(try not to fill a page with notches).



Version A: Only overprint black on fuchsia



Photography



Position a darker area where the notch appears to increase visibility.

Version B



Version C



Graphic elements

Circle Notch



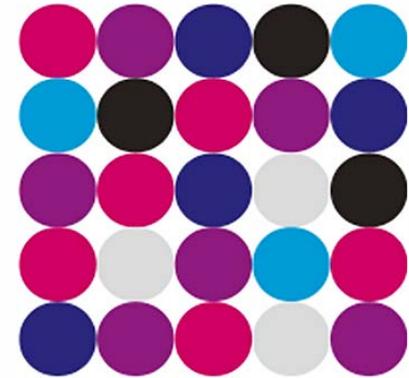
Only use this with photography. Be sure to position the "360" over a dark area of the photo for legibility.

Side Notch



Always anchor this version to the side of the document or printed application.

Pattern



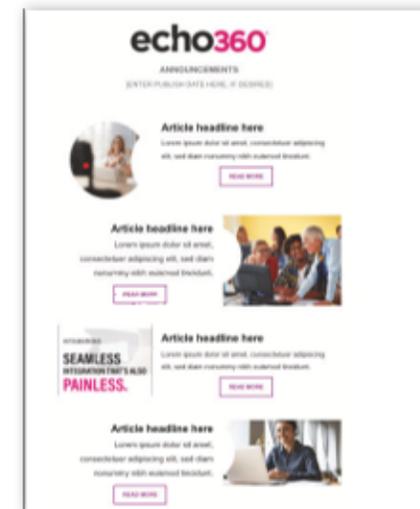
The circle in our logo can also be presented without the notch when used in a pattern like this. Use patterns sparingly to draw attention to a particular section or create visual interest.

General look and feel

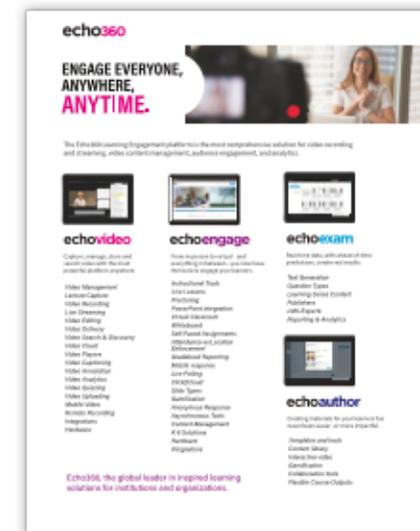
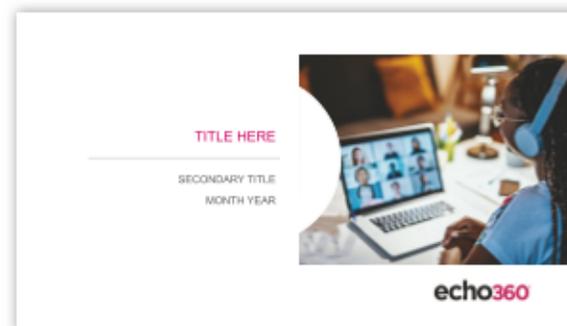
A major component of the new brand is a lighter, more open look and feel that uses a generous amount of white and white space. While there are no specific rules about the amount of white space required, here are some general guidelines to follow:

- > Try not to fill the page with content. If you have a lot, either try to edit it down or add an extra page or slide. Sometimes this is not possible but it's always worth trying.
- > Use color sparingly for emphasis — on any specific application there are usually a few key points that we want to make, or draw attention to. Reserve the brighter colors for those elements.
- > Use text reversed out of blocks of color sparingly, if at all.

For reference

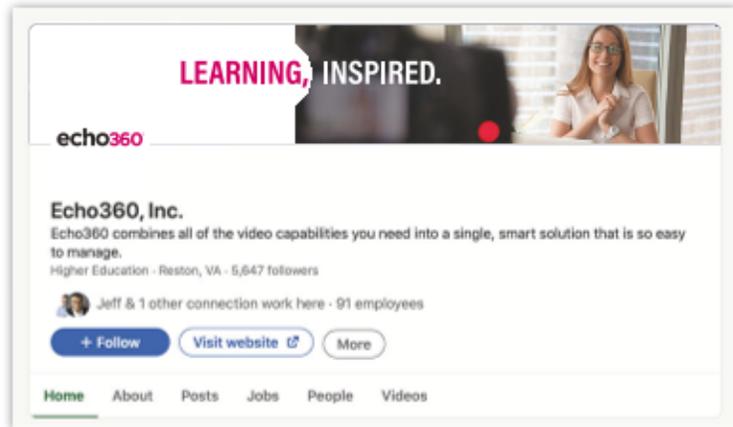


An example of a lot of content but still captures the lighter, more open feel.



Digital applications

Social Media



Favicon



Email Signature

Jeff Peterson

Chief Marketing and Experience Officer

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jpeterson@echo360.com

echo360

11921 Freedom Drive, Suite 910

Reston, VA 20190

echo360.com

PowerPoint template

TITLE HERE

SECONDARY TITLE
MONTH YEAR



echo360

DISCUSSION GUIDE

- Item 1
 - Item 1a
 - Item 1b
- Item 2
- Item 3

echo360 2

ITEM 1: DESCRIPTION

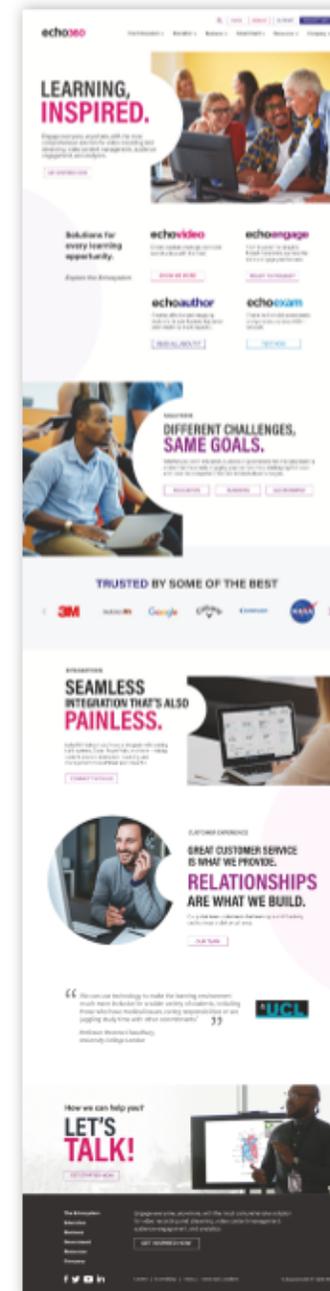
This is **example** content – fill in content as applicable.



echo360 2

Website

Our website is an ideal example of our brand standards in action, demonstrating appropriate use of white space, images and headlines. The website is updated frequently, so visit often to see the latest iteration at echo360.com



Collateral

echo360

**ENGAGE EVERYONE,
ANYWHERE,
ANYTIME.**



The Echo360 Learning Engagement platform is the most comprehensive solution for video recording and streaming, video content management, audience engagement, and analytics.

echovideo

Capture, manage, store and search video with the most powerful platform anywhere.

- Video Management
- Lecture Capture
- Video Recording
- Live Streaming
- Video Editing
- Video Delivery
- Video Search & Discovery
- Video Cloud
- Video Players
- Video Captioning
- Video Annotation
- Video Analytics
- Video Queuing
- Video Uploading
- Mobile Video
- Remote Recording
- Integrations
- Hardware

echoengage

From in-person to virtual - and everything in between - you now have the tools to engage your learners.

- Instructional Tools
- Live Lessons
- Proctoring
- PowerPoint Integration
- Virtual Classroom
- Whiteboard
- Self Paced Assignments
- Attendance w/Location Enforcement
- Gradebook Reporting
- Mobile response
- Live Polling
- Click2Cloud
- Slide Types
- Generication
- Anonymous Response
- Asynchronous Tools
- Content Management
- iC Solutions
- Hardware
- Integrations

echoexam

Real-time data, with ahead-of-time predictions, create real results.

- Test Generation
- Question Types
- Learning Sense Content Publishers
- LMS Exports
- Reporting & Analytics



echoauthor

Creating materials for your learners has never been easier - or more impactful.

- Templates and Tools
- Content Library
- Interactive video
- Generication
- Collaboration tools
- Flexible Course Outputs

Echo360, the global leader in inspired learning solutions for institutions and organizations.

Email templates

echo360
A FREE ONLINE EVENT PRESENTED BY ECHO360



MAXIMIZE YOUR HYBRID AND REMOTE TEACHING

Video engagement for you and your students

TUESDAY, MAY 15
6:30 - 8:00 PM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt. [READ MORE](#)

ABOUT YOUR PRESENTER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt. 

WILL YOU JOIN US?

[YES, I WILL BE ATTENDING](#)

[NO, BUT SEND ME A RECORDING](#)

echo360 LEARNING, INSPIRED.

Engage everyone, anywhere, with the most comprehensive solution for video recording and streaming, video content management, audience engagement, and analytics.

[LEARN MORE ABOUT ECHO360](#)



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echo360
Zoom Ahead with Dojo360



dojo360
POWERED BY ECHO360

Check out the latest features and integrations from Dojo360 to elevate engaged learning for everyone, anytime.

IMPROVE ACCESS AND ENGAGEMENT

Access your content and materials more easily through our dashboard and sign a post-lesson report. Our new single sign-on experience also helps the same user access Dojo360 and FutureLearn while maintaining separate login data, providing administrators more control and integration for following and their own rules.



YES, THAT'S ZOOM

Dojo360's new Zoom integration experience can be easily enabled by administrators and instructors using its interface with an address book search. Our team designed this the interface to be clean and secure for those who wish to share with single users and for teams.



IMPROVE CONTENT CREATION & MANAGEMENT

Enhanced tools (tags, content creation, organization, integrations, and so on) make your work easier, and we help you stay on top of the content you're creating. Our interface is designed to be clean and secure for those who wish to share with single users and for teams.



IMPROVE ENGAGEMENT & RECORDING

Spent time like reading and how the recording with Dojo360's enhanced content management features, including enhanced tags and assignment-based content, and presentation-based content, and content management features, and quick and simple ways for user engagement.



Want to do more with Dojo?

[CONTACT US](#)

echo360 LEARNING, INSPIRED.

Engage everyone, anywhere, with the most comprehensive solution for video recording and streaming, video content management, audience engagement, and analytics.

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echo360
ANNOUNCEMENTS
[ENTER PUBLISH DATE HERE, IF DESIRED]



Article headline here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

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Article headline here
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SEAMLESS INTEGRATION THAT'S ALSO PAINLESS.

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Article headline here
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Engage everyone, anywhere, with the most comprehensive solution for video recording and streaming, video content management, audience engagement, and analytics.

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