Promethean

Brand Guidelines

OCTOBER 2021, V 1.0

Welcome to the Promethean brand. Grounded in our heritage, relevant to today's product mix, and aimed confidently toward the future. Our customers have changed – our commitment to them remains the same.

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Why change, why now?

This new brand identity supports a leadership position for Promethean in an increasingly competitive edtech landscape; centers our mission, vision, and values in our communications; and future-proofs our messaging for evolving technologies.

Our flame still burns bright.

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Telling Our Story

1.0

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Our brand reflects the shared purpose and culture that make us who we are. It's also a system, in which consistency is key and every detail matters.

Following these guidelines helps ensure we always come across as authentically Promethean.

Questions? The Brand Team is here to help. Contact:

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Head of Brand Marketing

Heike.McGlothern@PrometheanWorld.com

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Telling our story

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Accessibility

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Our mission and vision

Why they matter and how to use them

A mission statement defines what we do and why. A vision statement expresses our ambition for the future. When we take them to heart, our mission and vision become helpful tools for navigating the decisions we make every day.

We use our mission to align on priorities and goals.

Our mission is to:

Transform the way the world learns and collaborates.

We use our vision to remember why we're here.

Our vision is to:

Be the preferred global partner for teaching, learning and collaboration.

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Mission

Our mission has big implications for our work.

Transform suggests we're not satisfied with the status quo. It indicates that we're a leader: bold, driven and adventurous. We want to change things for the better in a way that has a lasting impact.

World conveys we're both expansive and inclusive, an international brand embracing a diversity of ages, cultures and abilities, from K-12 to higher ed to work environments of all kinds.

Learning and *collaboration* make the world go round. As school and work continue to evolve, our customers rely on us to keep them ready for what's next.

Transform the way the world learns and collaborates.

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Vision

The key word in our vision: partner

Partnership is why Promethean can offer solutions rather than just products.
Our partnership comes across in our readiness to understand a situation's unique challenges and opportunities; in our willingness to adapt as circumstances change; in our commitment to really being there for the long term.

As a company, we strive to be the best partner to our customers, our resellers and each other. This begins with you. Consider what partnership means for your role at Promethean. How does it align with your unique strengths? When you bring your best partnership to the table, you make our vision your own.

Be the preferred global partner for teaching, learning, and collaboration.

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Our brand story

Why it matters and how to use it

Our brand story is where mission, vision and emotion come together. It captures the human truths that make our efforts meaningful. It empowers us to talk about our work in ways that convey empathy and create personal connections.

While we don't use our brand story word-for-word as public-facing copy, we do align our messaging against it, expanding on its key concepts in places like our website.

Let's do something brilliant.

At Promethean, we believe that everyone is capable of brilliance.

So we create a space where it can shine. With tools that help capture attention, spark ideas, and inspire learning – solutions that reward both imagination and persistence.

The teachers we've partnered with for 20 years have taught us that breakthroughs don't come out of nowhere.

They begin with you.

Brilliance is the fire that lives in all of us, making people capable of learning, creativity and growth. We transcend hardware and software to create a mental space where people can be brilliant.

Breakthroughs are what we engineer for. When the conditions are right, they can happen to anyone, regardless of age or background or ability. Whether it's a fourth grader cracking a math problem or a CEO landing a strategic win, the emotion involved — the experience of brilliance — is the same.

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Our value proposition

Why it matters and how to use it

Our value proposition summarizes what makes our offering different and desirable to the audiences we want to reach.

It's grounded in our mission, fueled by our vision and informed by the key concepts in our brand story.

We use our value proposition to make sure we're communicating our most compelling benefits to the right people in a relevant way.

Promethean is built for breakthroughs

Education (K-12 & higher ed)

Teachers, IT Directors, School Administrators, Principals, Curriculum Leads

What they get from us

Increased engagement

A more inclusive experience that meets students where they are

Collaborative discovery with the goal of improved academic achievement

Confidence in ROI

Immersive end-to-end service from a trusted source

Peace of mind from a partner who keeps us digitally up to date

Corporate

IT Corp Professionals, Executive Assistants, Finance, HR, Strategy Directors

What they get from us

More effective and engaging meetings

Increased productivity from improved collaboration

Aha moments that hit goals out of the park

Solutions that are backed by a passion for learning and human connection

Ease of use / implementation / adoption

Partner

Resellers, Promethean BoD, Shareholders

What they get from us

Business growth / revenue year over year

Package of inspiring tools, responsive technologies and consistent, dependable support that engenders loyalty

Growth mindset and commitment

Passionate staff that cares about delivering value

Authenticity

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How We Look

2.0

Digital

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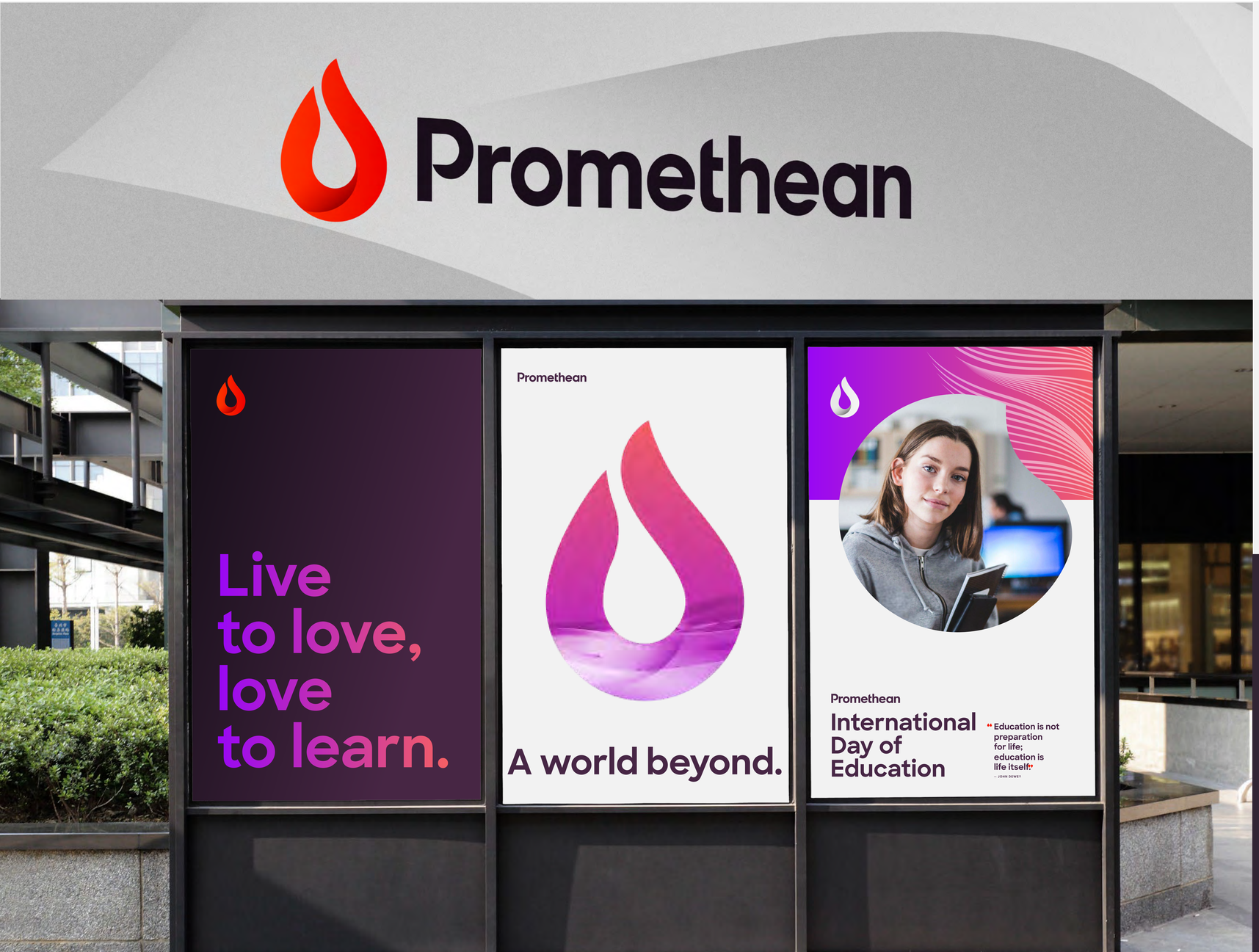

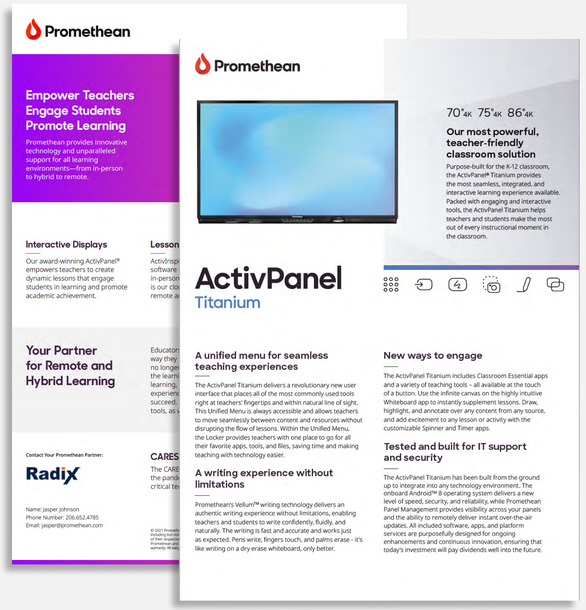

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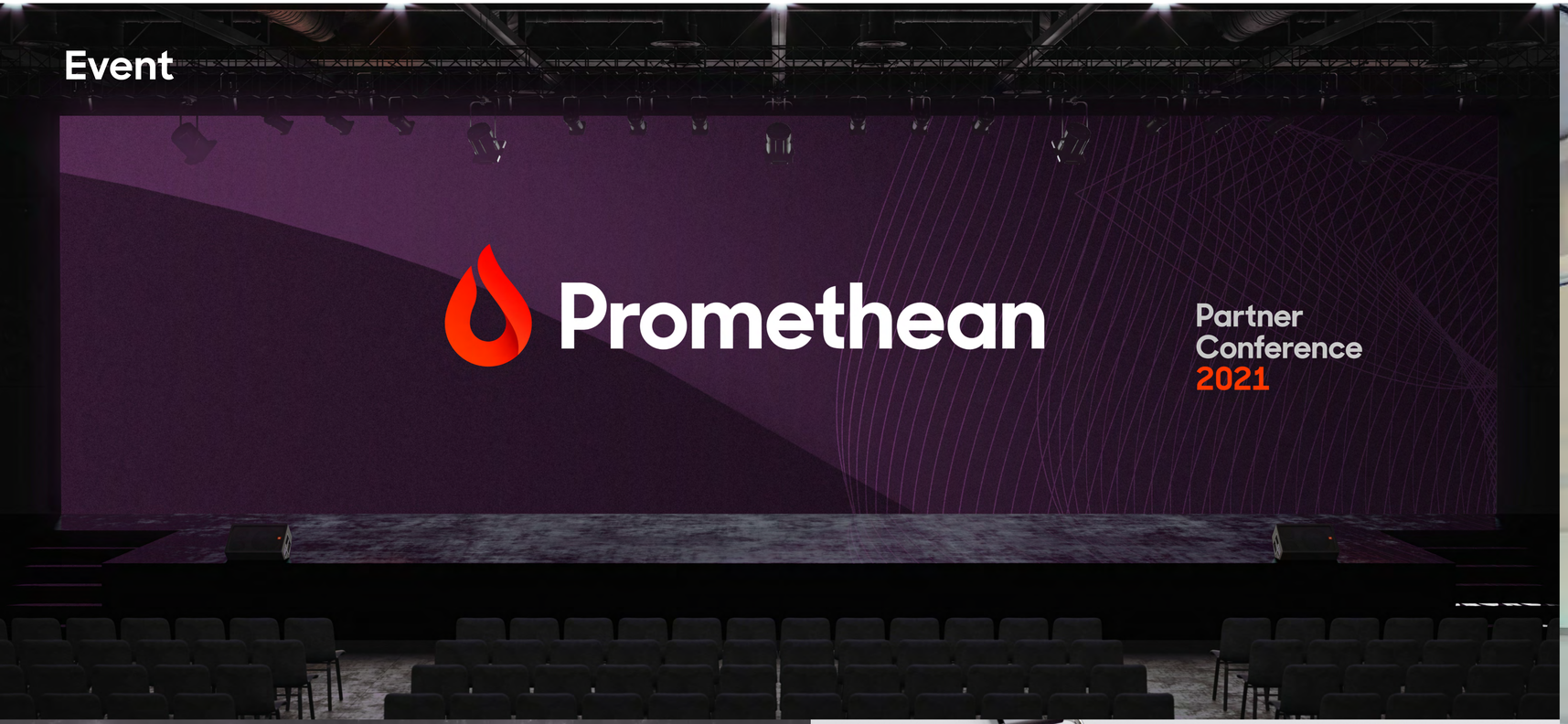
Event



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Product images

Shown are the standard images we use to represent our products in marketing. Note that software images feature product logos within the screen area, while hardware images do not.

ActivInspire

ClassFlow

Panel Management

ActivPanel Titanium

ActivPanel Nickel

ActivPanel Cobalt

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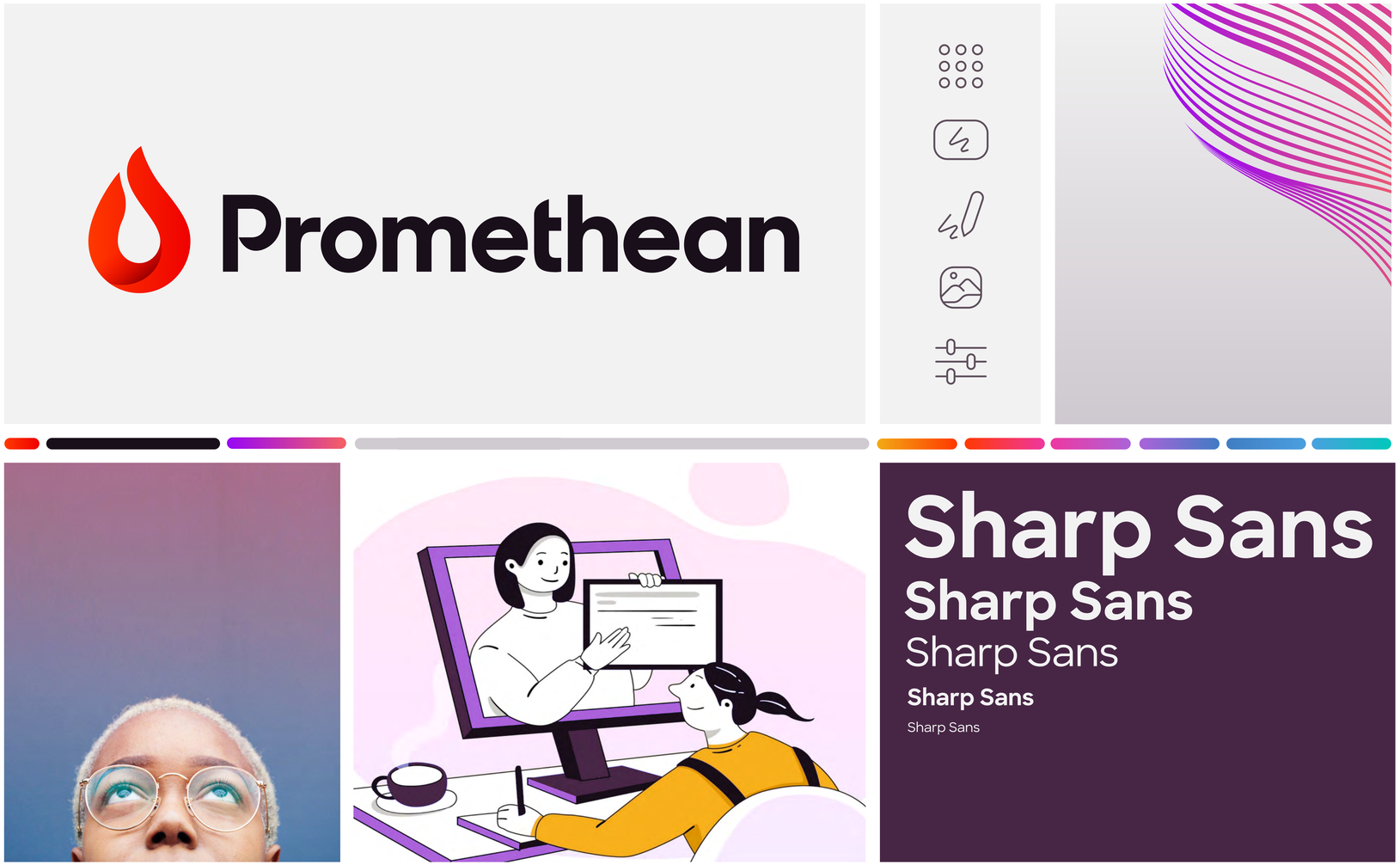
Visual Identity System

3.0

Visual identity elements

Our visual language is made up of much more than a logo. When crafted together, our colors, patterns, typography, and imagery all work in concert to build consistency and strengthen our brand.

Agency access
If you are not a Promethean employee, you can access the brand assets on our Partner Brand Management Platform.



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Our logos

Our logos—wordmark and symbol—are core visual elements of our brand. At their most basic level they identify our company and endorse the work we do. But on a deeper level they represent our values and our brand. They are a guarantee of consistency and quality.

Horizontal logo
Our horizontal logo is the primary and preferred version for our logo identity. It should typically be used at least once on any given piece of branded collateral to establish the brand identity.

Vertical logo
The vertical logo should be used in spaces that are too narrow and vertical in nature. It is also ok to use the vertical logo in a square layout, as it is the more appropriate solution for that aspect ratio.

Word mark
Our word mark is also an acceptable version of our logo identity. Use it as a complement to the symbol when space limitations make it impractical to use the standard lockup. For extremely space-constrained layouts, it may appear on its own.

Symbol
Once the word mark has been used to establish the brand identity, it's okay to use the symbol on its own subsequently. The symbol can also be used when the word mark is impractical because of size or format restrictions, such as on social media.

HORIZONTAL LOGO (PREFERRED)

VERTICAL LOGO

SYMBOL

WORD MARK

Trakemarks
Part of what sets Promethean apart from other organizations are its trademarks, trade names and logos. Permission to use a mark may be granted if you are a business partner, distributor, reseller or the press that agrees to comply with our use guidelines. **Please review our complete set of Trademark guidelines here.**

Our Word Mark is 'sharp' but it is NOT Sharp Sans!
Our Word Mark is based on our typeface, Sharp Sans. It is NOT, however, the Sharp Sans font typed out in bold. It is a modified version of the typeface. Always use the Word Mark unless the word Promethean is inline within a sentence. (Then, by all means, type away.)

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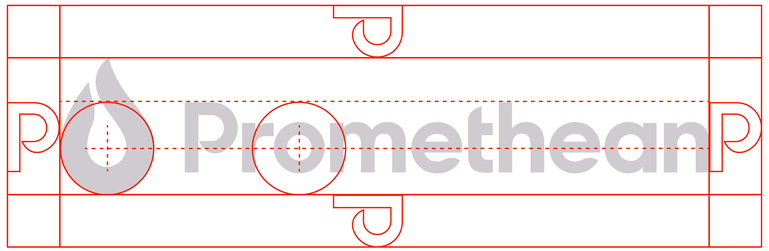
Clear space and minimum size

Make sure the logo displays clearly and nothing interferes with its legibility.

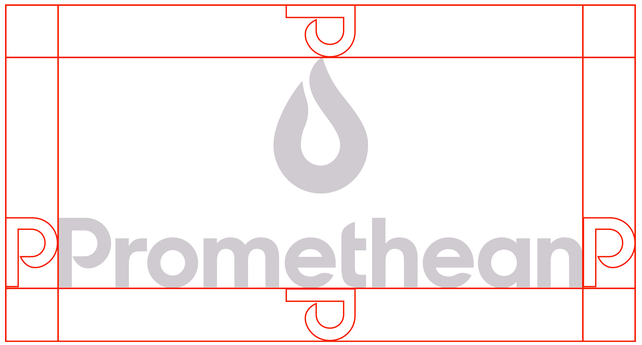
Clear space
Our logos need air so they may burn bright. Let's not smother them by putting them too close to other elements. The clear space is calculated differently for each logo configuration, as shown, and will vary in size depending on the size of the logo.

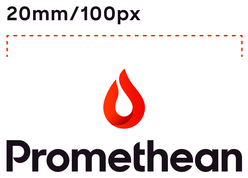
Minimum size
Make sure the logos are always at least as large as the sizes indicated. There's no maximum size for the logos, but always ensure the resolution of your file is sufficient to support the display size.

HORIZONTAL LOGO

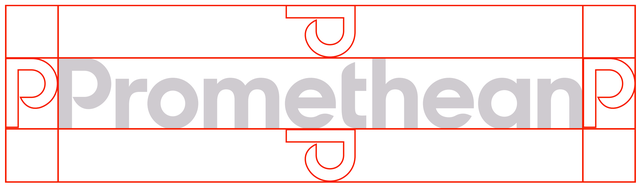


VERTICAL LOGO

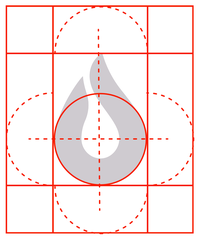




WORD MARK



SYMBOL



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Logo color configurations

Our primary logo is a full-color, Fire Gradient Red symbol locked up with our Promethean word mark. Please use the available approved lockups.

PRIMARY BRAND MARKS

PROMETHEAN LOGO PRIMARY

Promethean

PROMETHEAN LOGO ALL BLACK
For use on SWAG, 1-color printing, embroidery, silk screen

Promethean

PROMETHEAN LOGO PRIMARY WHITE

Promethean

PROMETHEAN LOGO ALL WHITE
For use on SWAG, 1-color printing, embroidery, silk screen

Promethean

PROMETHEAN LOGO ALTERNATE
For use on colored backgrounds, like the Core Gradient (shown) or secondary colors and gradients

Promethean

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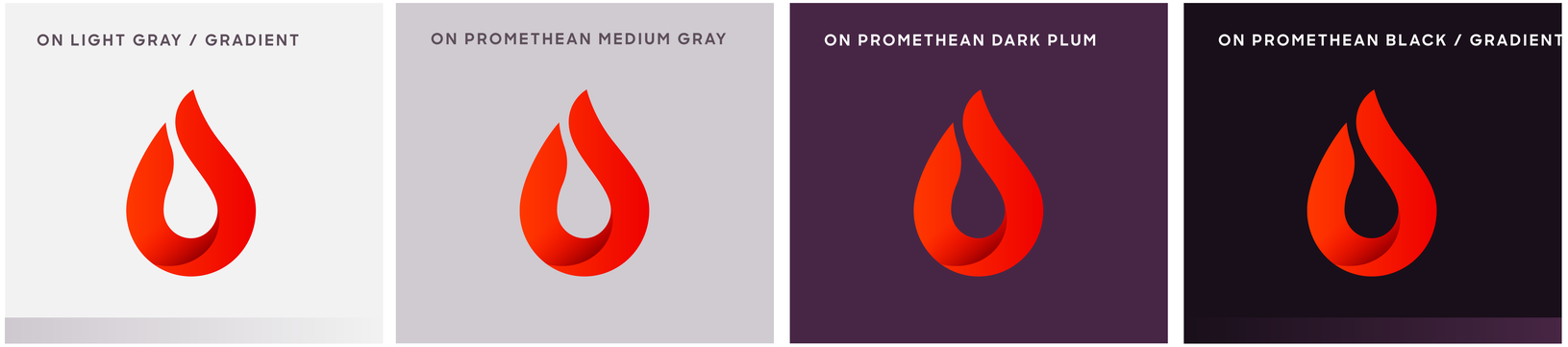
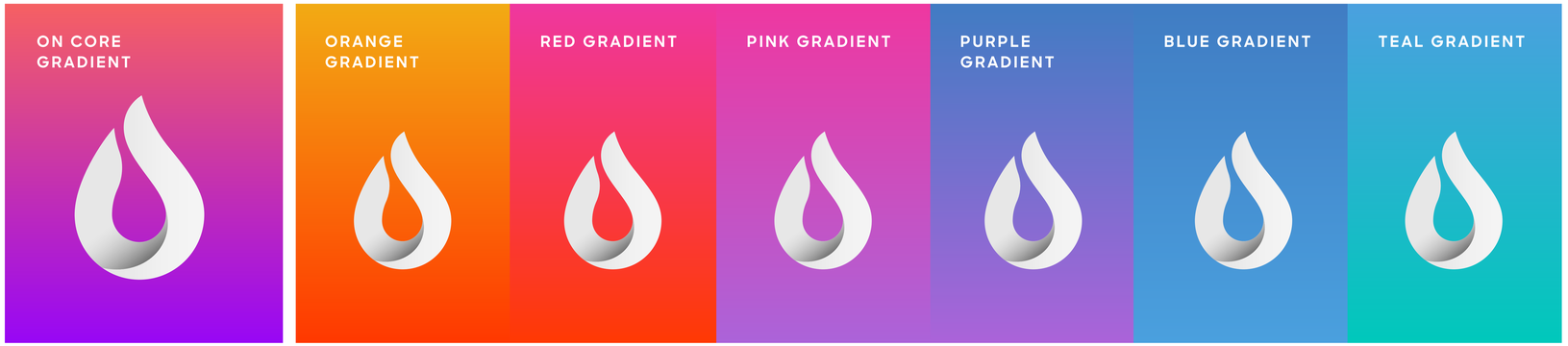
Symbol usage/ backgrounds

Our primary symbol is Fire Gradient Red but has an alternate light version that can be used on colorful backgrounds.

PRIMARY SYMBOL



ALTERNATE SYMBOL



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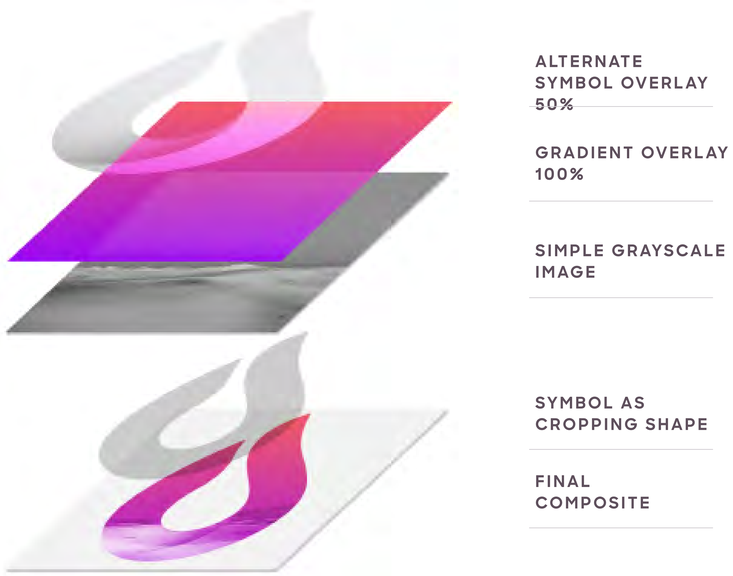
Using the symbol as a mask

Most of the time, our communications celebrate the people who use our products, but sometimes it's appropriate to shout about our brand from the rooftops. For instance, a poster outside an event hall, or a social media post about the company.

In these instances, one option is to use the symbol as a cropping shape for color and imagery. This technique should be used sparingly and with care. It should only be employed when the resulting logo composition will be the large-scale focus of the layout (at least 50% of the available space).

EXAMPLE OF SYMBOL AS MASK

COMPOSITE THE IMAGE USING PHOTOSHOP OVERLAY EFFECTS



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Co-branding

As a large company, there are times when our brand partners with others. While the visual solutions to these partnerships should adjust to the unique circumstances of each marketing relationship, here are some principles for logo scale and position.

Promethean-led branding
The partner/sponsorship brand is subordinate to the Promethean brand. Our brand is given hierarchy over others through use of scale, space, and positioning in the application. Promethean logo should be 1.5 times larger than partner logos at a minimum. Use a 2px black line to distinguish the brands.

Equal partnership branding
The Promethean and the partner/sponsorship brand should appear side-by-side and given equal emphasis in the layout. The Promethean logo should have similar visual weight to the partner logos. This is not always determined by matching heights or widths of logos. Side-by-side center aligned is preferred. Use a 2px black line to distinguish the brands.

Partner-led branding
Promethean logo is subordinate to the partner/sponsorship brand. When these types of co-branded communications are needed, typically, the overall look and feel follows the style of the company or organization producing the materials. The leading partner's logo should be, at minimum, 1.5 times larger than the subordinate logos. Use a 2px black line to distinguish the brands.

SIZE RELATIONSHIPS

PROMETHEAN-LED BRANDING

EQUAL PARTNERSHIP BRANDING

PARTNER-LED BRANDING

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Product word marks

Our product logos are type set in Sharp Sans. Please use the approved product logo assets that have been created and made available on our brand portal. Do not re-create these logos.

PRODUCT NAMES IN BODY COPY

Product names should be treated like all other body copy.

The **ActivPanel** Titanium delivers a revolutionary new user interface that places all of the most commonly used tools right at teachers' fingertips and within natural line of sight. ✗

The ActivPanel Titanium delivers a revolutionary new user interface that places all of the most commonly used tools right at teachers' fingertips and within natural line of sight. ✓

Do not line break or hyphenate product names in text.

Delivering Promethean's highest level of performance, the ActivPanel Titanium interactive display provides the most intuitive and integrated learning experience available. ✗

PRODUCT / HARDWARE

ActivPanel Cobalt

ActivPanel Nickel

ActivPanel 9 Education

ActivPanel 9000S

ActivPanel Titanium

ActivPanel Titanium Pro

ActivSoundBar

ActivPanel Stands

Promethean Chromebox

Promethean Document Camera

Promethean UST-P3 Projector

PRODUCT / SOFTWARE

ActivInspire

ClassFlow

Panel Management

PROGRAMS

Learn Promethean

Promethean Ignite

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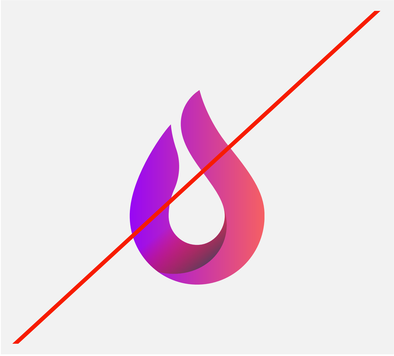
Logo no-no's

It's new. Let's not break it while we introduce it to the world.

X DON'T STRETCH OR COMPRESS ANY VERSION OF OUR LOGO.

X DON'T ROTATE THE SYMBOL.

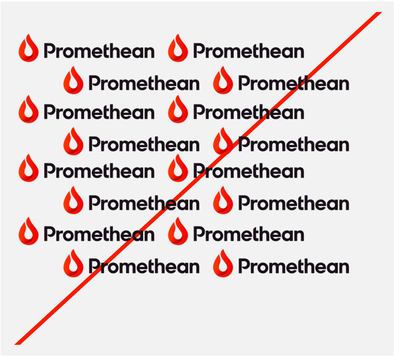
X DON'T CHANGE THE COLOR OF THE LOGO



X DON'T PLACE PRIMARY SYMBOL ON BRIGHT COLOR BACKGROUNDS

X DON'T SCALE THE SYMBOL SEPARATELY FROM THE WORDMARK

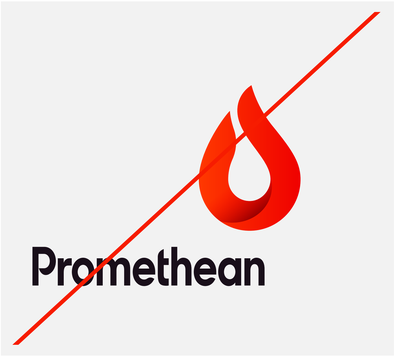
X DON'T USE THE LOGO IN A PATTERN



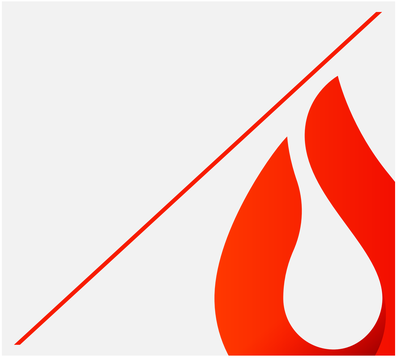
X DON'T PLACE LOGO IN UNAPPROVED FRAMING DEVICES

X DON'T PLACE LOGO ON BUSY- OR LOW-CONTRAST BACKGROUNDS

X DON'T CREATE NEW LOCKUPS OF SYMBOL AND WORDMARK



X DON'T CROP LOGO



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Color

Promethean's brand is primarily characterized by reds, purples and neutrals. Our extended palette is used in smaller quantity and helps us create variety and differentiation.

Primary colors
Most of our communications use the primary colors and gradients. When we speak about Promethean generally (like on the website homepage or at a conference), we use these core colors.

Secondary colors
We use secondary colors to differentiate products from one another. They can also be used in small quantities to differentiate content (for instance, as category tags for blog posts on the web.) Finally, the secondary colors and gradients can be used to create differentiation within a temporary campaign.

Gradients
Gradients feature prominently in the Promethean visual identity system. Each gradient is comprised of specific colors from our palette - please don't create new gradients outside the ones shown here. You may, however, use only a portion of a given gradient, and it's okay to change the direction of the gradients. They should always be linear (not radial), but they can go top-to-bottom, left-to-right, or the reverse — diagonal is okay, too!

PRIMARY / CORE COLORS

Promethean Red
R247 G28 B0
#F71C00
C0 M93 Y100 K0
PMS 1787C

Promethean Black
R25 G15 B26
#190F1A
C69 M73 Y54 K68
PMS BLACK 5C

Promethean Dark Plum
R71 G38 B69
#472645
C69 M87 Y44 K44
PMS 519

Promethean Dark Gray
R94 G79 B92
#5E4F5C
C62 M65 Y47 K27
PMS 2364

Promethean Medium Gray
R207 G203 B208
#CFCBD0
C18 M17 Y13 K0
PMS 5305

Promethean Light Gray
R242 G242 B242
#F2F2F2
C4 M3 Y3 K0
PMS 5315

Promethean Dark Gradient

Promethean Fire Gradient

FIRE 01
GRADIENT VALUE
R255 G56 B0
#FF3800
C0 M87 Y100 K0
PMS 178C

FIRE 02 GRADIENT
(PROMETHEAN RED)
R247 G28 B0
#F71C00
C0 M93 Y100 K0
PMS 1787C

FIRE 03
GRADIENT VALUE
R239 G0 B0
#EF0000
C0 M100 Y100 K0
PMS 185

CORE 01
GRADIENT VALUE
R245 G96 B99
#F56063
C0 M78 Y54 K0
PMS 709

CORE 02
GRADIENT VALUE
R151 G6 B246
#9706F6
C62 M81 Y0 K0
PMS 2075

NEUTRALS

True Black
R0 G0 B0
#000000
C0 M0 Y0 K100

White
R255 G255 B255
#FFFFFF
C0 M0 Y0 K0

SECONDARY COLORS

Orange
R243 G170 B20
#F3AA14
C4 M36 Y100 K0
PMS 7409

Red
R255 G56 B0
#FF3800
C0 M87 Y100 K0
PMS 178

Pink
R240 G56 B159
#F0389F
C2 M89 Y0 K0
PMS 225

Purple
R153 G85 B198
#9955C6
C45 M68 Y0 K0
PMS 528

Royal
R64 G124 B195
#407CC3
C76 M47 Y0 K0
PMS 2382

Blue
R75 G160 B223
#4BA0DF
C65 M25 Y0 K0
PMS 2925

Teal
R78 G206 B198
#4ECEC6
C69 M0 Y36 K0
PMS 3262

Orange Gradient

Red Gradient

Pink Gradient

Purple Gradient

Blue Gradient

Teal Gradient

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Color usage

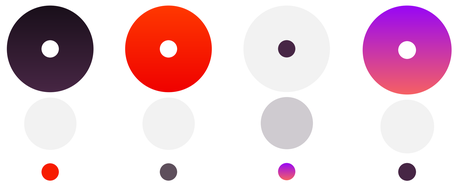
We are creative and collaborative, our color library is no different. But please don't use them all at once. Each color family within our system has a purpose. Consistent, thoughtful application of color will help our audiences understand how our offerings are connected.

Our color palette should be used as follows:

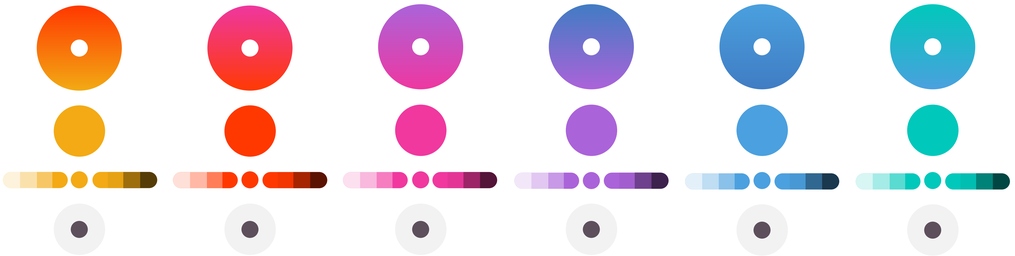
- Company-wide communications—including materials supporting the Learn Promethean program—mostly use the primary color theme.
- Campaigns (e.g., seasonal promotions, major product launches, special events) may use the primary or secondary color themes. Each campaign should use one color theme only.
- Hardware: ActivPanel materials feature the Purple Gradient color theme, along with blues and neutrals from the palette. All other hardware uses the primary palette.
- Software: ActivInspire, Panel Management, and ClassFlow use the Red Gradient, Blue Gradient and Teal Gradient, respectively. All other software communications feature the primary palette.

Note
As we launch our new brand, it's key that we're consistent with our use of color. Promethean benefits when we appear to speak in a single voice. To that end, use the primary colors and gradients whenever possible, helping us to build equity in our core palette of reds, purples and neutrals.

PRIMARY COLOR THEMES



SECONDARY COLOR THEMES



COMPANY-WIDE

Standard communications Primary palette

Learn Promethean
Primary palette

Select campaigns
Secondary palette
(one color theme per campaign)

HARDWARE

ActivPanel
Purple Gradient +
blues and neutrals

All other hardware
Primary palette

SOFTWARE

ActivInspire
Red Gradient +
blues and neutrals

Panel Management
Blue Gradient +
blues and neutrals

ClassFlow
Teal Gradient +
blue, teal and neutrals

All other software
Primary palette

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Color usage

Our brand colors can facilitate a broad range of possible aesthetics, from understated to vibrant. Ask yourself, what is the goal of this communication?

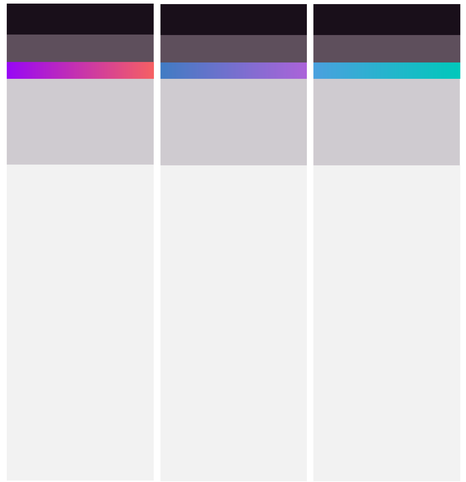
Informative
Most of our materials should aim to be helpful and informative. For these communications, focus on light neutrals with small pops of color to help establish hierarchy. Examples include product data sheets, interior presentation slides and informative web content.

Exciting
When the primary goal of a communication is to get the viewer's attention with a short message and call to action, use larger quantities of vibrant color or dramatic darks. Examples include advertising, brochure covers, social media posts, and PowerPoint title slides.

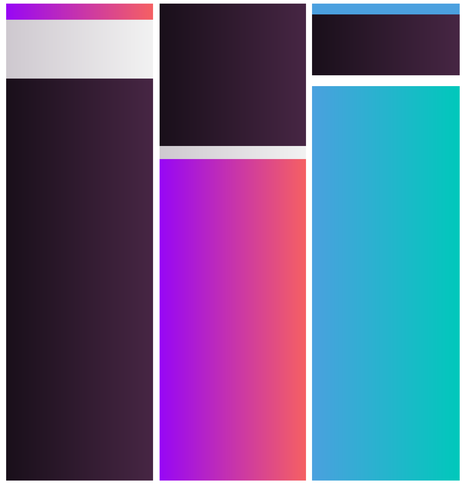
Balanced
Sometimes a single communication must first attract, and then engage and inform. In these cases, lead with a moderate proportion of bold color, followed by a larger proportion of light neutrals to support deeper content.

Note:
The goal of our brand is to be clear, bold and inspiring. When all the colors are used at once, there's a good chance of coming off as overly childish or unsophisticated. Limit your layouts to 1 to 3 colors to avoid the rainbow effect.

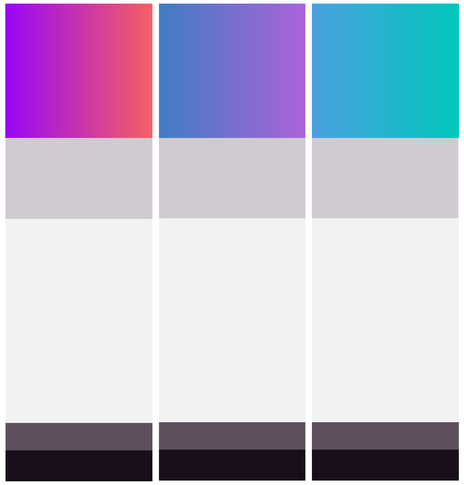
INFORMATIVE



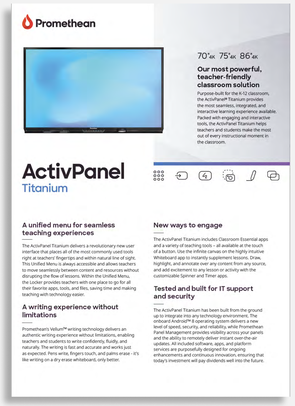
EXCITING



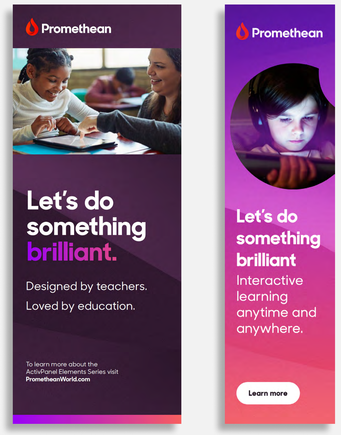
BALANCED



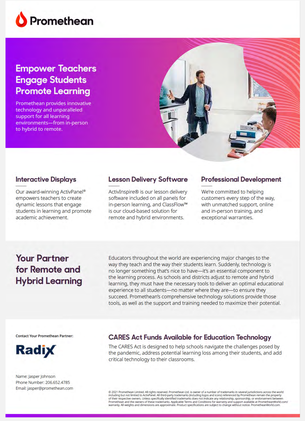
ACTIVPANEL FLYER



POP-UP BANNER / ONLINE AD



COMPANY FLYER



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Typography

Sharp Sans is our headline font for digital and print collateral. We have limited seats on our license, so any changes to copy in this font will need to be provided by the brand design team. Any vendor who will need to use Sharp Sans is responsible for their own licensing, available for purchase here. Noto Sans is an appropriate substitute when Sharp Sans is not accessible.

Noto Sans Display is our body copy font for digital and print collateral. This is a Google font and accessible to outside vendors. A link to the full font family is available here.

Arial is our company font for Windows and Mac operating systems. It should be used for email, presentations, reports, and any other scenarios where users do not have Sharp Sans or Noto Sans installed.

The Golden Ratio
This is an exponential-like sequence in nature that, similar to fire, accelerates in value. Our type ramp behaves similarily. While the type point size may be rounded up for ease of use, the type ramp increases at roughly a 1.62 scale to generate a series of type sizes to work with.

SHARP SANS (BLD, MED) *
HEADLINE AND SUBHEAD FONT

Sharp Sans
abcdefghijklmno
pqrstuvwxyz
0123456789

NOTO SANS DISPLAY (BLD, MED)
APPLICATION AND WEB TYPEFACE

Noto Sans Display
abcdefghijklmno
pqrstuvwxyz
0123456789

ARIAL
SYSTEM FONT

Arial
abcdefghijklmnopqr
stuvwxyz
0123456789

HEADLINES / SUBHEADS / FEATURE

LARGE DISPLAY	SHARP SANS BLD 104 PT	**Display**
H1 DISPLAY	SHARP SANS BLD 64 PT	**Display**
H2 FEATURE	SHARP SANS MED 48 PT	Feature
H3 FEATURE	SHARP SANS BLD 28 PT	**Feature**

BODY COPY

BODY HEADER	NOTO SANS DISPLAY BLD 18 PT	**Body Header**
BODY COPY	NOTO SANS DISPLAY MED 16 PT	Body Copy
BODY COPY SM	NOTO SANS DISPLAY MED 12 PT	Body Copy SM
OVERLINE	NOTO SANS DISPLAY BLD 10 PT	OVERLINE

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Typographic usage

These typesetting samples are a good starting point when laying out content. Proper use of hierarchy and composition can help make our copy legible, clear, and visually appealing to the reader.

Say more with less

Don't be afraid to go big with headlines and get to the point as quick as possible. Use larger display sizes in copy to pull the reader in, then shift to smaller type sizes to elaborate further.

Type Ramp

Our type ramp scales upward similar to a golden ratio. This does not mean that you must move incrementally to the next size up or down. Sometimes jumping from a Large Display down to a body copy size is necessary.

H3 FEATURE

At Promethean, our goal is to reimagine and reinvent educational technology solutions to create the dynamic environments, communities, and tools that empower teachers and motivate students to learn.

BODY COPY + HEADER

For over 20 years, learning has been, and always will be what fuels Promethean's passions. It represents the highest order contribution that we can make to improving the societies in which we live. We believe that the purpose of technology is not simply about automating the teaching and learning process, but to inspire and empower every student.

At Promethean, our goal is to reimagine and reinvent educational technology solutions to create the dynamic environments, communities, and tools that empower teachers and motivate students to learn.

We Are Passionate About Learning
Since our beginnings, Promethean has always believed that learning is critical to the well-being of the world around us, and that we at Promethean have the ability to positively influence the way in which students learn.

We Believe in the Power of the Student
For us, the student will always be at the heart of our efforts to improve the quality and level of learning throughout the world. Today's students are more connected than ever, bringing the power of interactive learning and limitless content to life.

Our Ultimate Purpose is to Motivate the Student to Learn
Through our passion for designs that enhance learning, we transform classrooms into collaborative and immersive environments, promoting engagement and energizing students throughout the learning process.

BODY COPY BG

For over 20 years, learning has been, and always will be what fuels Promethean's passions. It represents the highest order contribution that we can make to improving the societies in which we live. We believe that the purpose of technology is not simply about automating the teaching and learning process, but to inspire and empower every student.

H2 FEATURE

Knowledge is power.

BODY COPY BG

At Promethean, our goal is to reimagine and reinvent educational technology solutions to create the dynamic environments, communities, and tools that empower teachers and motivate students to learn.

LARGE DISPLAY

Tools to teach, technology to inspire.

BODY COPY BG

Promethean creates tools that delivers interactive lessons and assessments with award-winning software.

H2 FEATURE

Article Heading

BODY COPY BG

Article Subheading or feature text goes here.

BODY COPY

For over 20 years, learning has been, and always will be what fuels Promethean's passions. It represents the highest order contribution that we can make to improving the societies in which we live. We believe that the purpose of technology is not simply about automating the teaching and learning process, but to inspire and empower every student.

At Promethean, our goal is to reimagine and reinvent educational technology solutions to create the dynamic environments, communities, and tools that empower teachers and motivate students to learn.

H2 FEATURE

Multi-user collaborative display with award-winning software.

H3 FEATURE

Multi-Touch Interactive Display
Multi-user interactivity with 10 simultaneous touch points and 2 styluses.

BODY COPY BG

Plug & Play
Connect your computer to the ActivBoard Touch to power on the system and instantly get started.

Multi-Purpose, Dry Erase Surface
Providing teachers and students with a 3-in-1 surface that offers optimal viewing, multi-user interaction and dry-erase writing.

Engaging Lessons
Create and deliver interactive lessons and assessments with our award-winning software, ClassFlow and ActivInspire, included with your purchase.

LARGE DISPLAY

Tools to teach, technology to inspire.

H2 FEATURE

Promethean creates tools that delivers interactive lessons and assessments with award-winning software.

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Layout

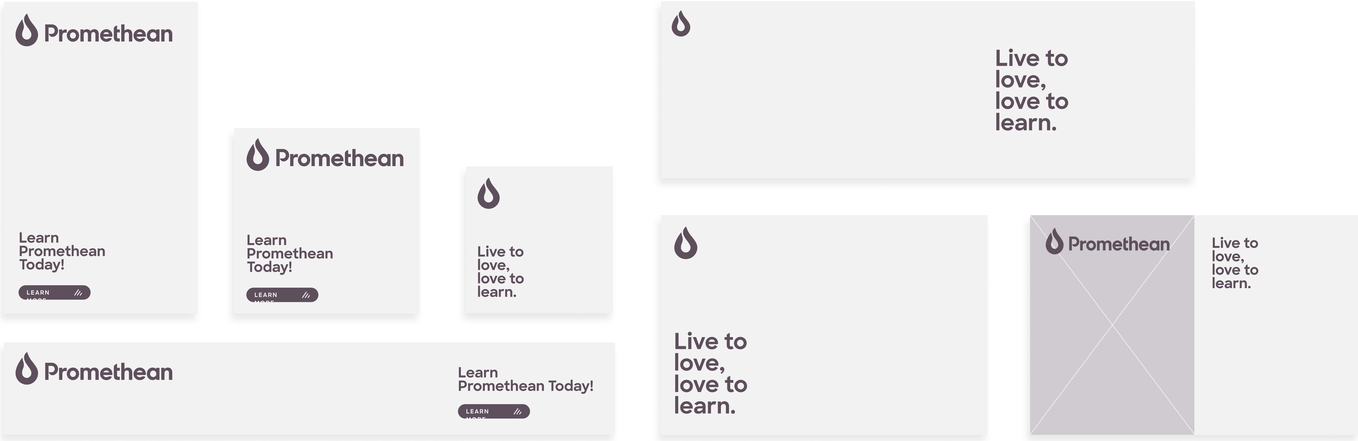
Aligned to the left is usually right. When determining layout, take into consideration viewing distance and what marketing space it will end up in.

Print vs. digital
Laying out content for print or digital should be similar. The important things to think about are: real estate and readability. How much space do you have to work with and how far away is the viewer?

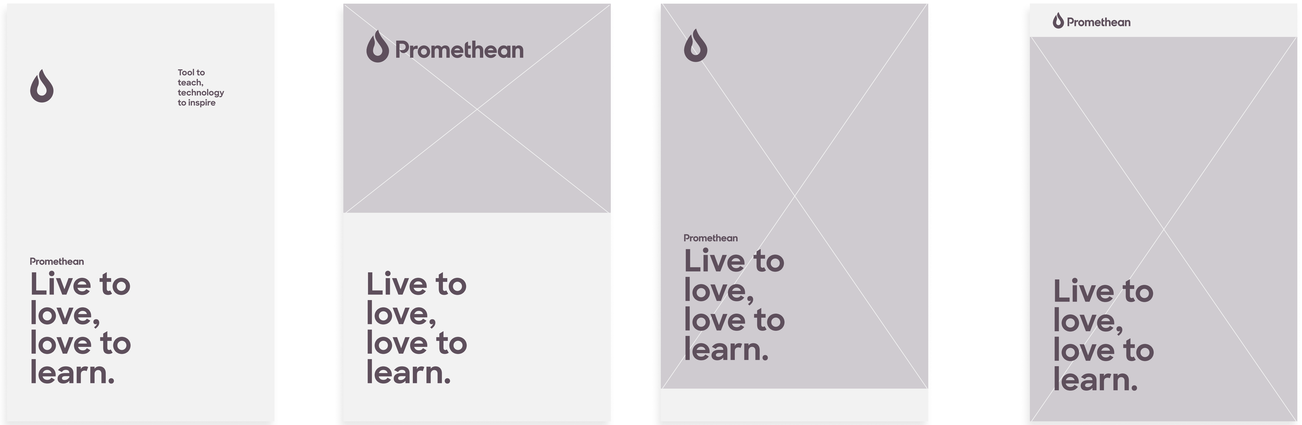
For digital executions—typically marketing material that exists in social and online banner ads—space is limited and distraction is high. Know the aspect ratio for the space that it inhabits. Assume that margins and gutters are reduced to allow for content and keep your layout simple and less wordy. Have a clear call-to-action and say more with less.

For print layouts, design to both the output specifications and the viewing distance. Is an individual holding it in hand or staring at it from across the street?

DIGITAL / SOCIAL BANNERS (SMALL FORMAT)



PRINT (LARGE FORMAT)



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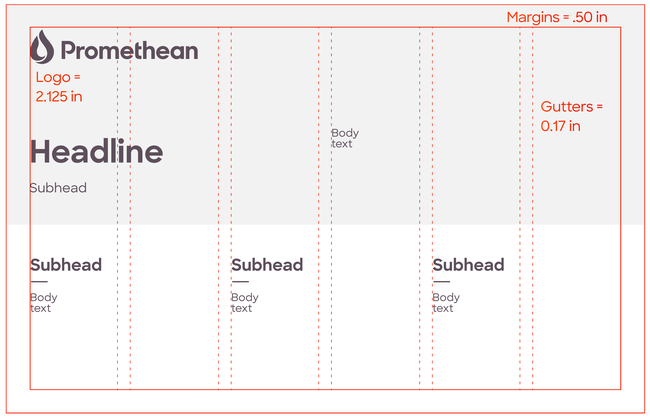
Standard grids: US sizes

Templates have been built for many common US standard print sizes, using standard margins, columns, gutters and logos. Note that the size of the margin has been tuned to match the width of the logo symbol.

8.5” X 11” STANDARD COLUMNS AND MARGINS

8.5” X 5.5” HORIZONTAL & VERTICAL



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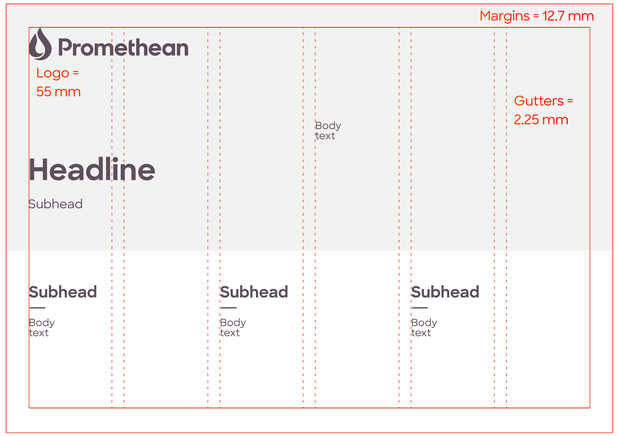
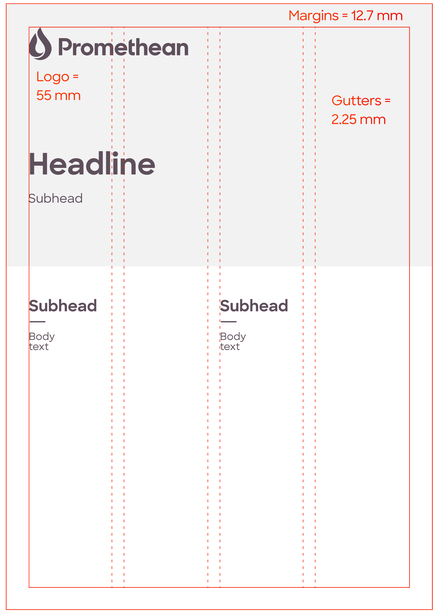
Standard grids: EU sizes

Templates have been built for many common EU standard print sizes, using standard margins, columns, gutters and logos. Note that the size of the margin has been tuned to match the width of the logo symbol.

A4 STANDARD COLUMNS AND MARGINS

A5 HORIZONTAL & VERTICAL





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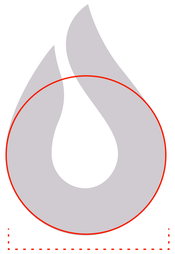
Custom grids: principles

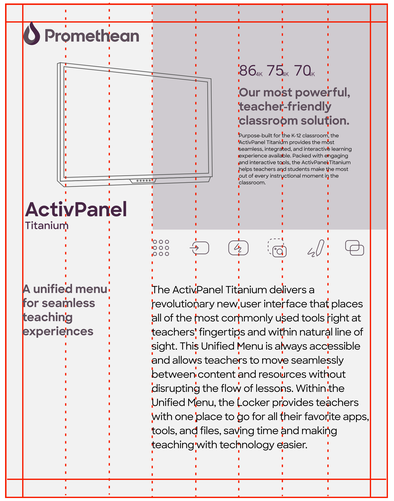
Not all layouts come in standard sizes, so we have also developed a set of principles for creating a custom grid for any size layout.

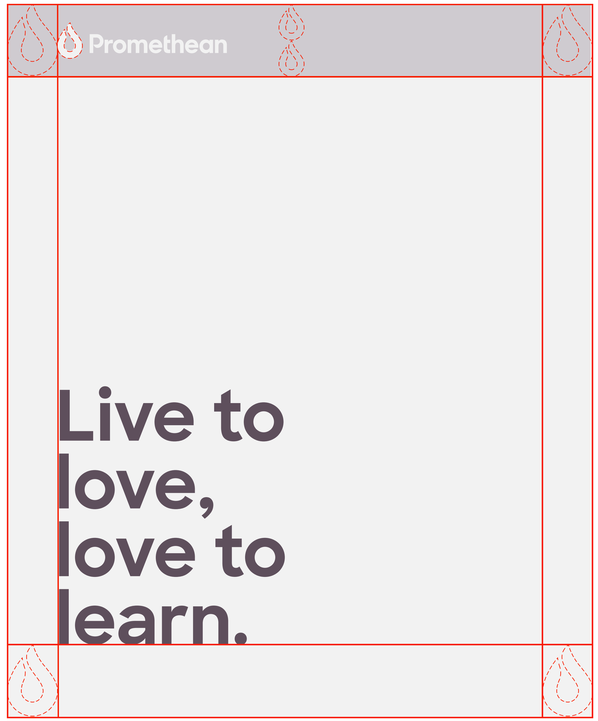
Start by establishing the size of the logo appropriate for your layout. Then create margins based on the logo size.

For digital banner ads and social, use half the width of the logo mark to define margins. For larger format prints, a full logo width will be needed.



PRINT LAYOUTS





Note:
You can use symmetrical margins all around, or you can make the top and bottom margins taller. For asymmetrical margins, use the width of the symbol to establish the side margins, and the height of the symbol to establish top and bottom margins.

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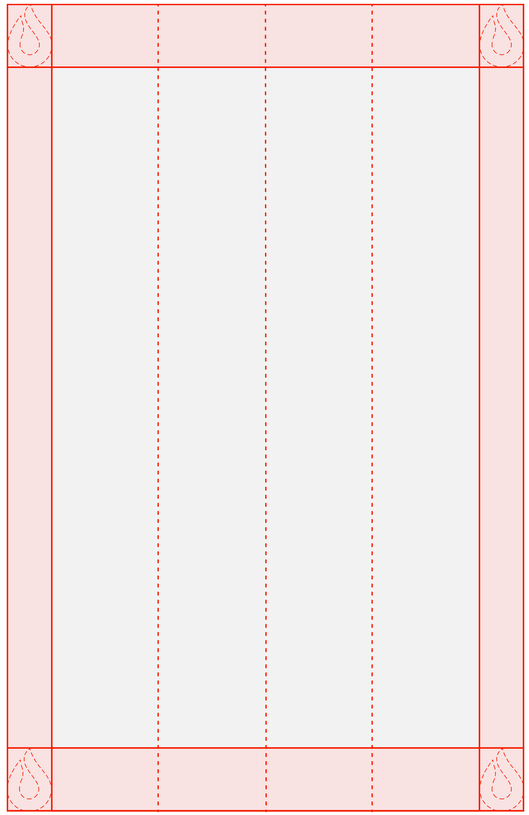
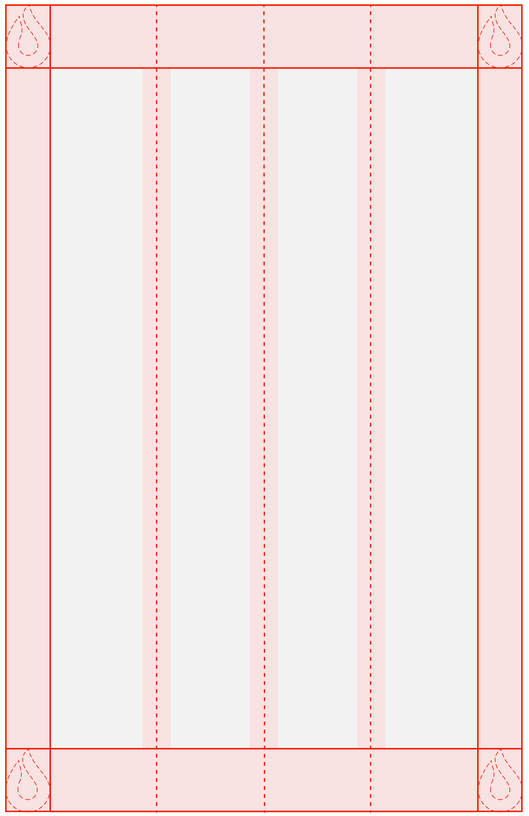
Custom grids: margins and gutters

Different communications require different types of grids. When constructing a grid, keep in mind these options and choose which one best serves your needs.

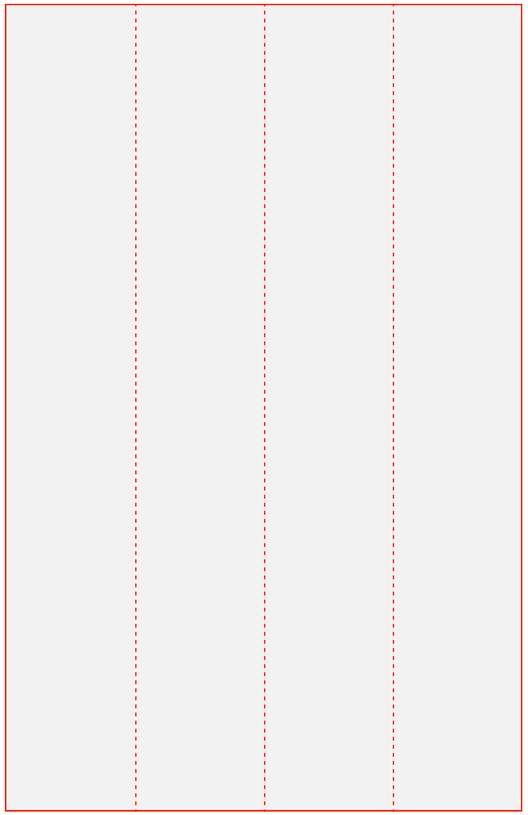
MARGINS NO GUTTERS



MARGINS & GUTTERS



NO MARGINS OR GUTTERS



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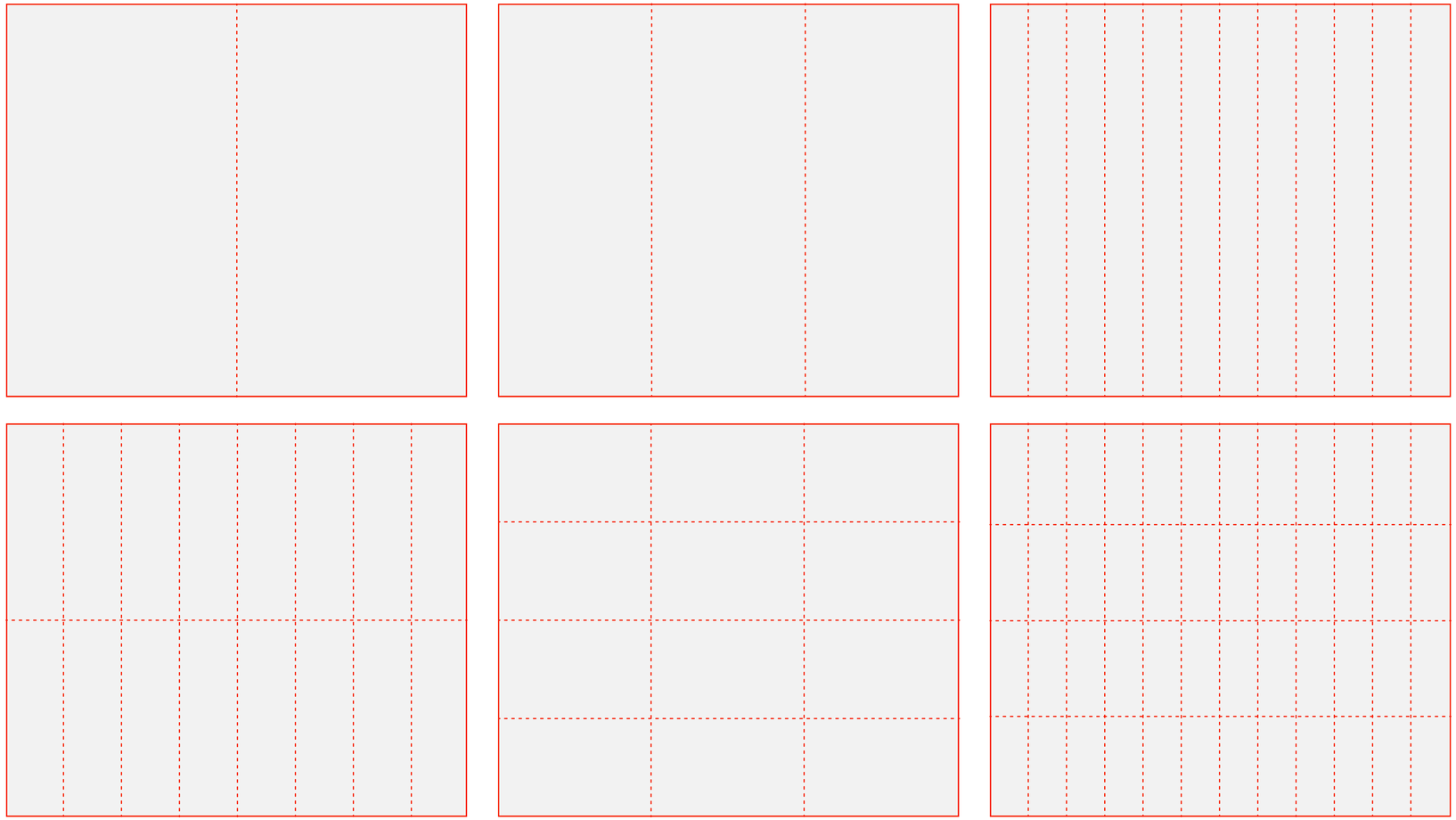
Custom grids: columns and rows

Columns and rows give grids their structure. You can choose between 2, 3, 4, 6, 8, 12 and 16 columns.

DIVIDE THE PAGE INCREMENTALLY



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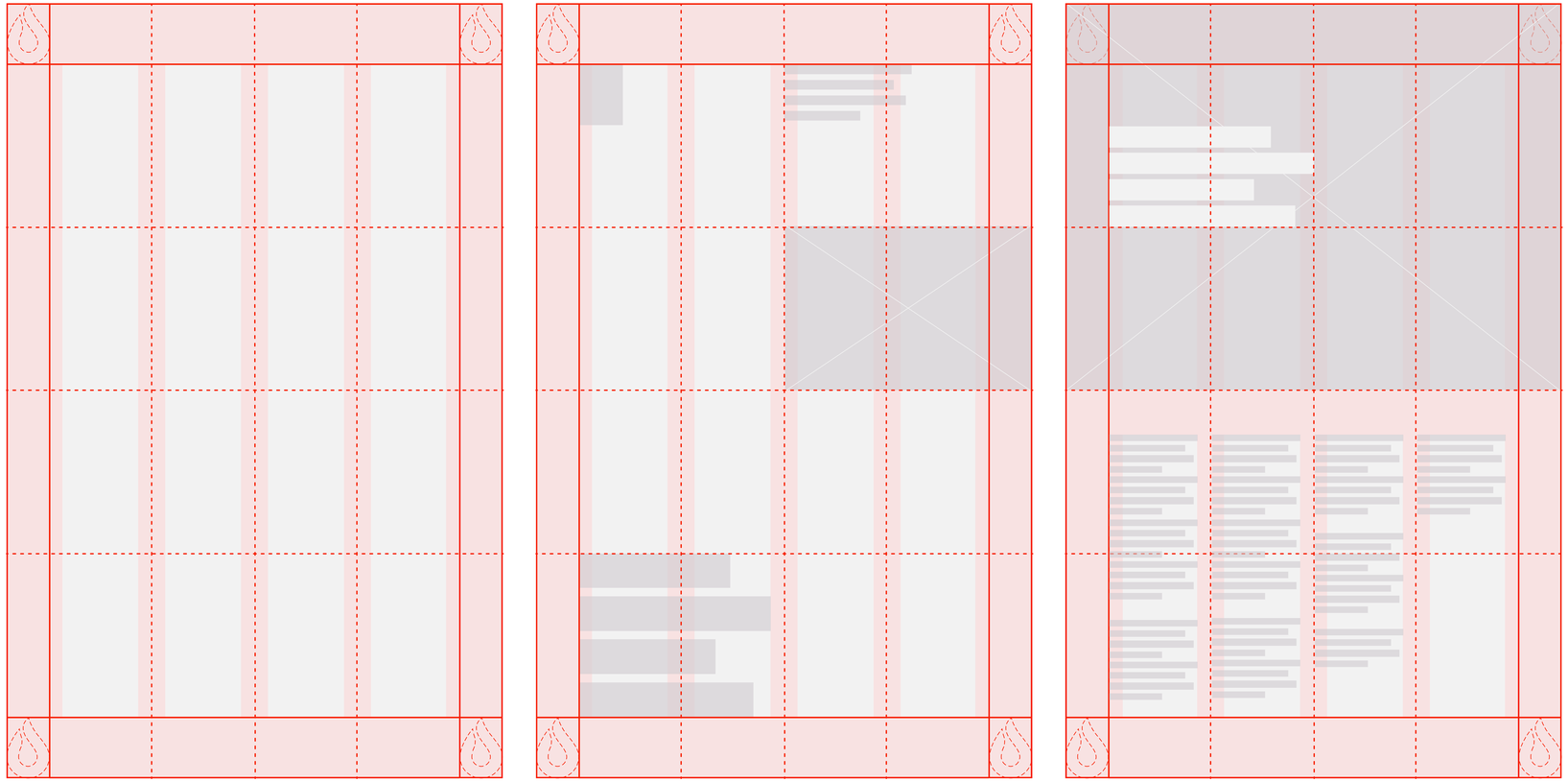
Using grids

Copy and imagery can (and should!) span multiple columns and rows. When placing content, use the grid structure to find relationships that help drive focus for important information.

FIND RELATIONSHIPS WITH CONTENT



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Backgrounds and patterns

Originating from the Promethean symbol, the lines and contours that make up our backgrounds and patterns help add depth to our layouts. They also help make a communication immediately recognizable as coming from Promethean.

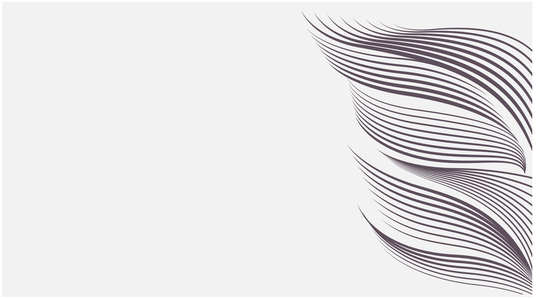
The patterns are available as separate layers, so you can control the color and opacity of the pattern element as well as the background.

FIRE LINE PATTERN OVERLAY

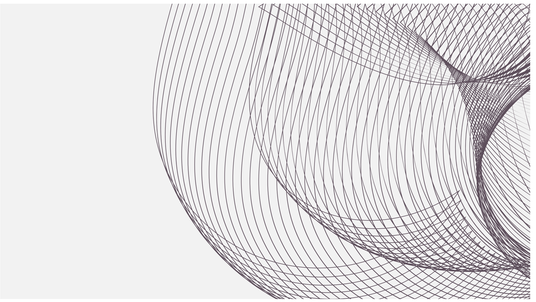
COLOR / GRADIENT

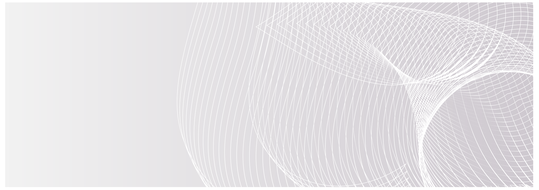
FIRE LINE 01 + LIGHT GRADIENT

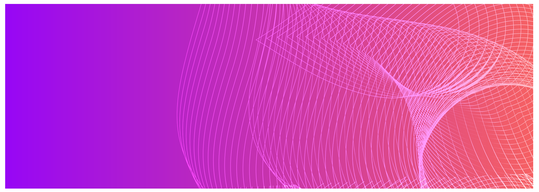
FIRE LINES

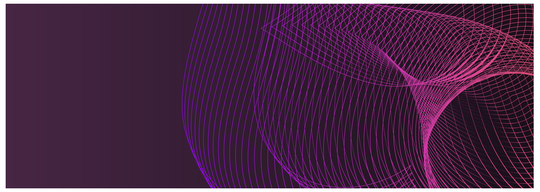


FIRE TRANSFORMS

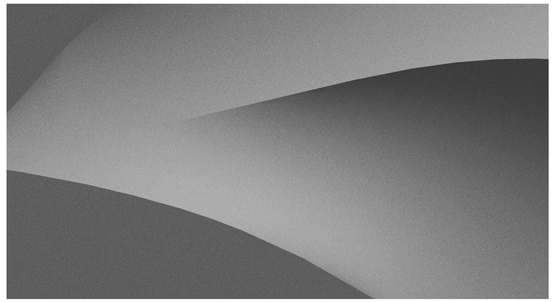








FIRE SHADES



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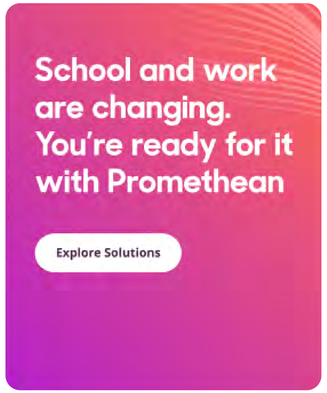
Using backgrounds: fire lines

Shown are examples of the fire lines background graphic in use. It can be used very subtly as a white-on-gray accent behind text, or it can be very bold. Use the appropriate level of contrast for your application, and always prioritize simplicity and legibility.

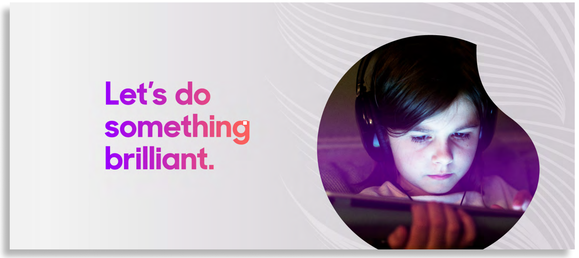
AS A SUBTLE BACKDROP

PowerPoint text background

Website call to action

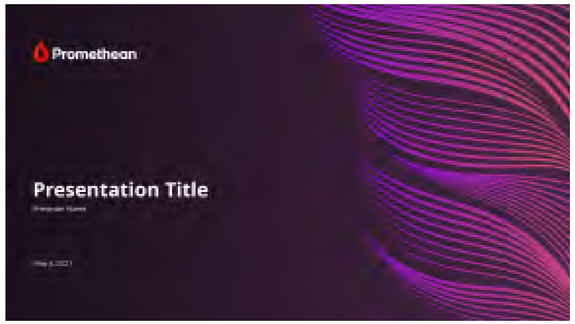


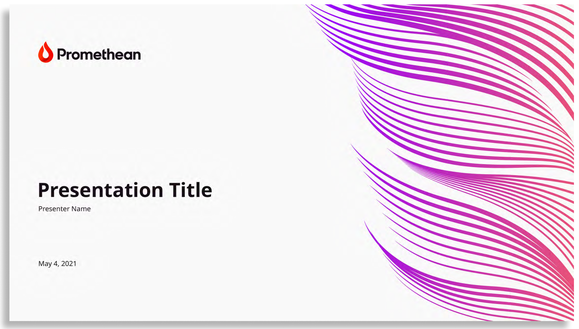
Social cover image



AS A BOLD STATEMENT

PowerPoint title slides





Email header

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Using backgrounds: fire transforms

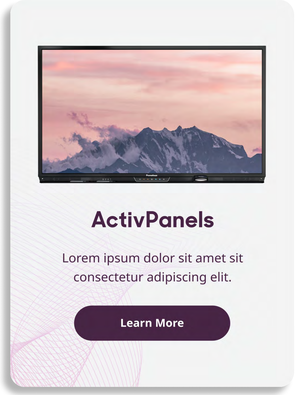
Shown are examples of the fire transform background graphic in use. It is most commonly used as a subtle element, thanks to its fine linework. Always be careful to maintain legibility of text if it overlaps the pattern.

FIRE TRANSFORM EXAMPLES

PowerPoint slide backgrounds

Email header

Website call to action



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Using backgrounds: fire shades

Shown are examples of the fire shades background graphic in use. This is our most versatile background and is always applied to the whole background area. It can be bold or subtle, depending on the color selected to interact with it. You can also control how subtle the graphic is by changing its opacity percentage.

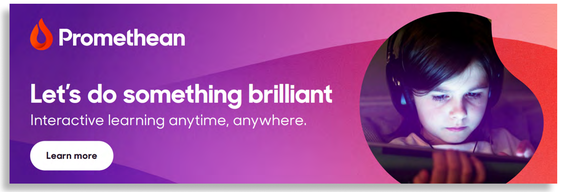
AS A SUBTLE BACKDROP

Social posts

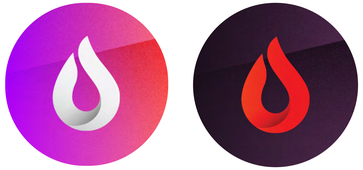
AS A BOLD STATEMENT

Product image screen backgrounds

Online ads



Social media profile images



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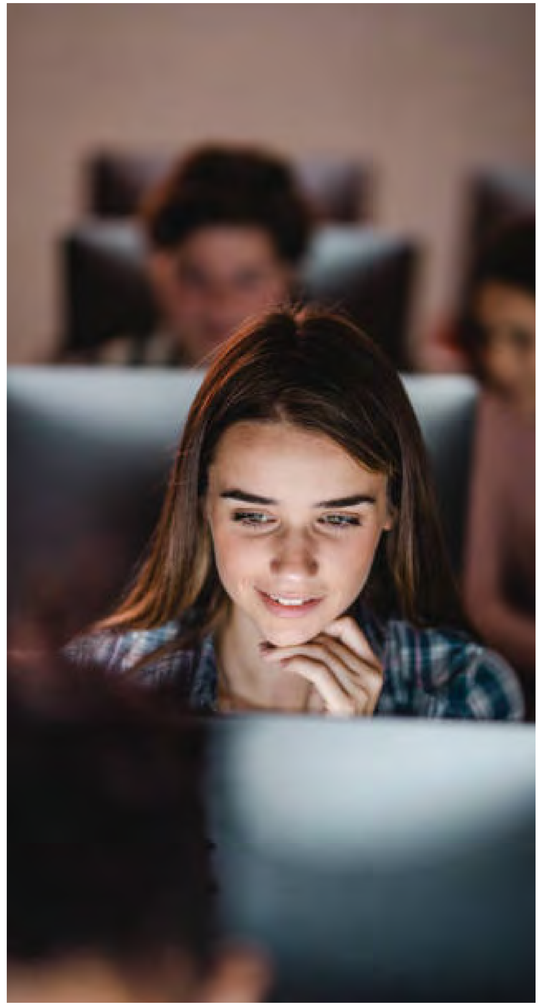
Imagery

Promethean uses 3 types of imagery to help tell its story. The following pages outline this guidance in more detail.

PEOPLE / ENVIRONMENTS



PRODUCTS / FEATURES

ILLUSTRATIONS

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People/Environments

These images contextualize our products. They are used to relate our products with the people, places, and scenarios that benefit from them.

People
The content and style of our photography should be warm, inviting, and depict collaborative scenarios. It should be inclusive—representing a diverse community of students, educators, and workplace professionals in collaborative transformative moments.
Consider:
- Diverse ethnic backgrounds
- Natural, candid poses and facial expressions
- Real-world scenarios
- Glow from device on individuals as a light source

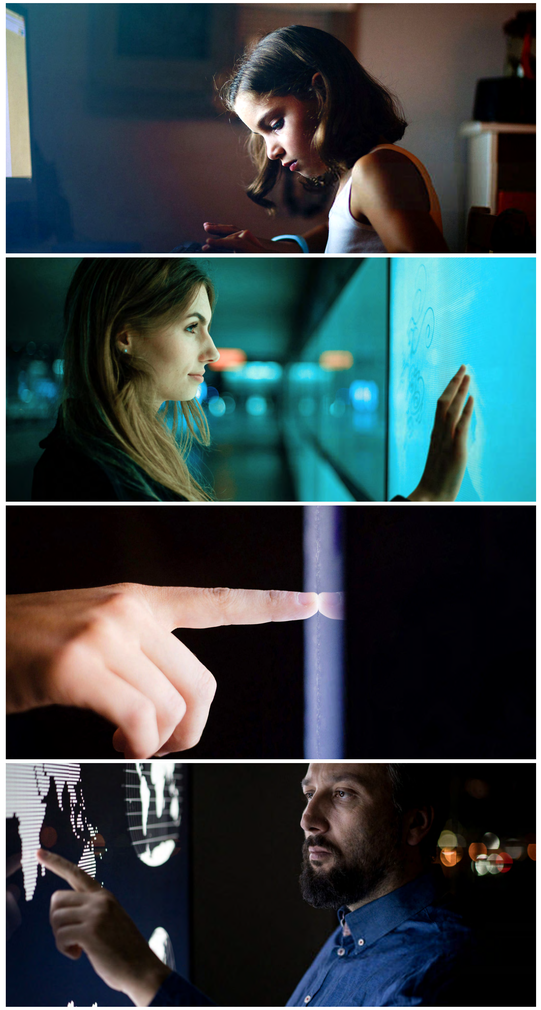
Environments
The spaces that our products inhabit, whether workplace or education, should be modern inspirational environments—places where creativity thrives.
Consider:
- Clean, simple spaces devoid of clutter
- Neutral, subdued environments where the pops of color are associated with creativity
- Well-lit, inviting spaces

Note:
These images are provided for guidance purposes only. Promethean does not own these images and in some instances are showing competitors' products.

BRIGHT, FRIENDLY, EDUCATIONAL

PROFESSIONAL

DARK, DRAMATIC, INSPIRATIONAL



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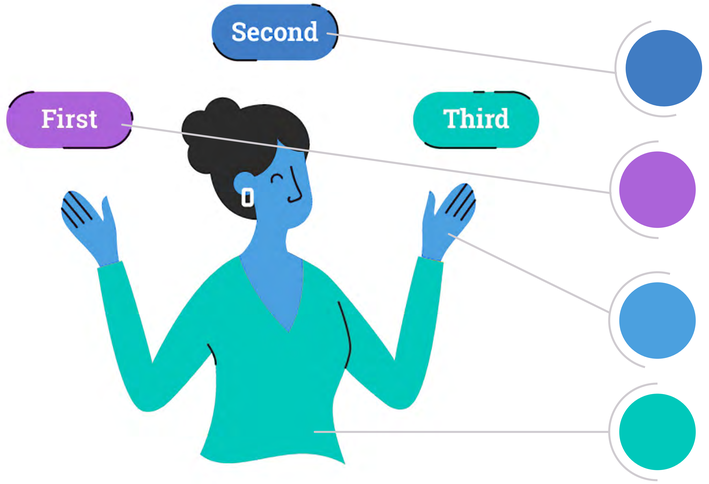
Illustrations

Our illustration style features a fluid line style and outlined color areas using our brand colors.

Key features include:

- Flat color (our new brand has plenty of texture)
- Limited color application so it works for all of our customer types and our colorful new brand
- Exaggerated body types (nothing too realistic)
- Diverse character colors/shapes

Color usage
When creating or sourcing illustrations, please limit the palette of colors. Typically 1 or 2 brights and some neutrals will do the trick. Don't forget to vary the skin tones between characters — or, use false color for skin tones — to represent an ethnically diverse audience.



BRIGHTS / NEUTRALS

Icons

Our icon style is shared between our software and marketing, featuring clean mono-weight lines and a friendly, rounded geometry.

Icons can be used in a neutral tone with no containing shape, or they may be colored and displayed inside a circular shape. Make sure there's plenty of contrast between the foreground and background of the container shape.

LINEAR ICON STYLE

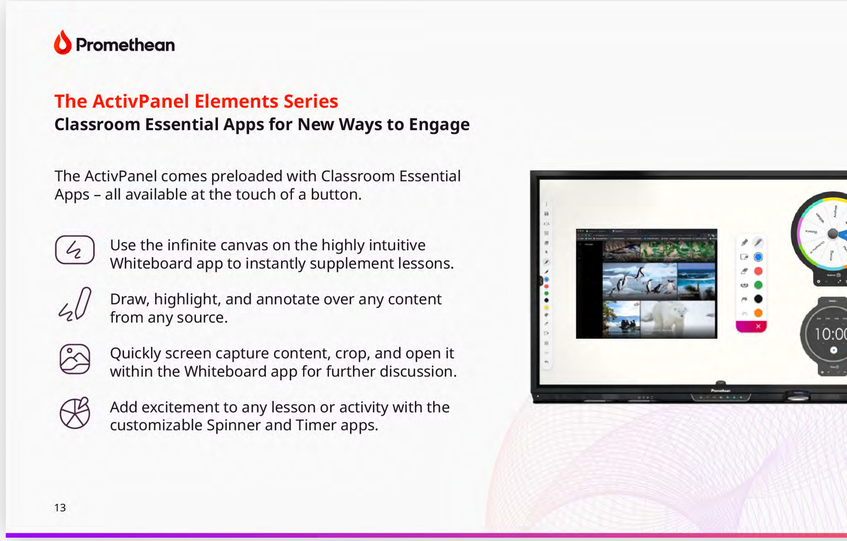
ICON + CONTAINER COLOR COMBINATION EXAMPLES

Core gradient icon
Core gradient background 10% opacity

White icon
Core gradient background

Core gradient icon
Dark gradient background

ICONS IN USE - PPT



ICONS IN USE - WEB

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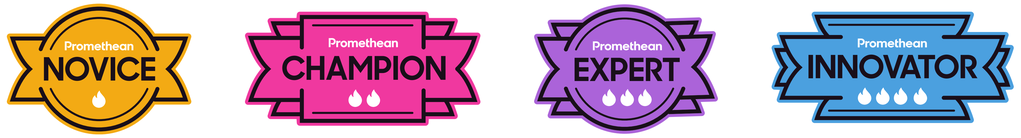
Badges/Emblems

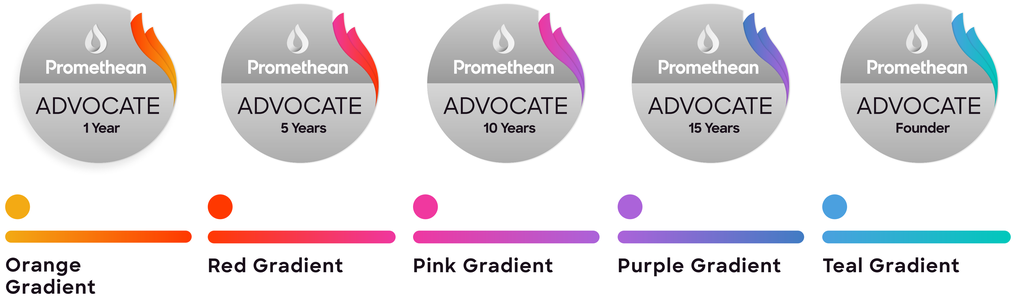
Promethean uses graphical badges to denote accreditation. We use the colors from secondary palette in a scale from warm to cool to represent increasing levels of accreditation or seniority. Any tiered badging system should take this established gradient progression into consideration.

GRADIENT PROGRESSION

BADGES / CERTIFICATION



NOVICE — INNOVATOR



1 YR — FOUNDER

PARTNER EMBLEMS

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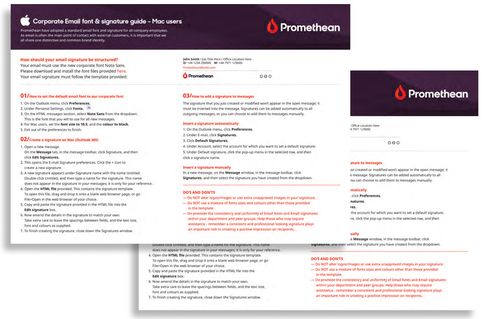
Email signatures and headers

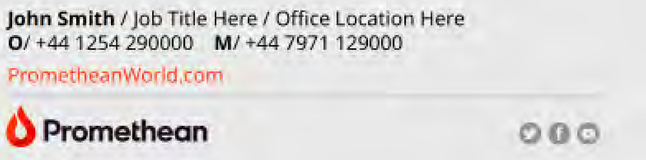
Everyone at Promethean should use one of our standard email signatures.

Marketers using the Pardot email distribution system can access a range of email header templates that allow customization while maintaining a consistent Promethean brand image.

Note:
To create your custom email signature, access the Mac or PC guide for step-by-step directions.



STANDARD EMAIL SIGNATURE



EMAIL SIGNATURE WITH BANNER

EMAIL MARKETING - PARDOT HEADER EXAMPLES

PRODUCT-FOCUSED EMAIL HEADER

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Accessibility

Accessibility is not a buzzword or an afterthought, it is foundational to our design language. When using type on backgrounds please be aware of what works and what does not.

The Promethean secondary palette of colors has been made available for backgrounds and splashes of color but unless you are using Promethean Black type on our colored backgrounds, you will be failing WCAG standards and limit the number of people who can read the copy easily. Please avoid colorful type choices.

ON LIGHT GRAY / LIGHT GRAY GRADIENT

Aa Dark Gray
Aa Dark Plum
Aa Promethean Black

ON PROMETHEAN MEDIUM GRAY

Aa Dark Gray
Aa Dark Plum
Aa Promethean Black

ON PROMETHEAN DARK PURPLE

Aa Medium Gray
Aa Light Gray

ON PROMETHEAN BLACK / DARK GRADIENT

Aa Medium Gray
Aa Light Gray

Aa Aa Orange
Aa Aa Red
Aa Aa Pink
Aa Aa Purple
Aa Aa Royal
Aa Aa Blue
Aa Aa Teal

Aa
Aa Royal

Note:
Royal Blue is slightly darker than the other colors so it can be combined with white in certain circumstances. For “Large Headlines” and graphic objects, it does pass WCAG AA standards for legibility. “Normal Text” in Royal does not pass.

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Let’s do something brilliant