



Branding Guidelines

Modified June, 2023

To help maintain the strength of the **Dialectic & Learning Snippets** identities, please follow these guidelines carefully.

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The **Dialectic & Learning Snippets** logos must never be altered or recreated without the prior permission of Dialectic.

These logos should only be reproduced from master digital artwork supplied specifically for this purpose by Dialectic.

For legibility reasons, please follow the size and padding guidelines below.

DIALECTIC LOGO

When possible always use combined logo and word mark. Only in special circumstances will the logo be displayed without the word mark. Display of the logo without word mark requires approval of Dialectic.

SIZE GUIDELINE:



PADDING GUIDELINE:



Space equal to the size of the Dialectic logo should remain free of any type on all four sides.

LEARNING SNIPPETS LOGO

SIZE GUIDELINE:

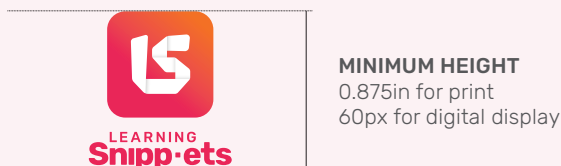
HORIZONTAL



PARTNER



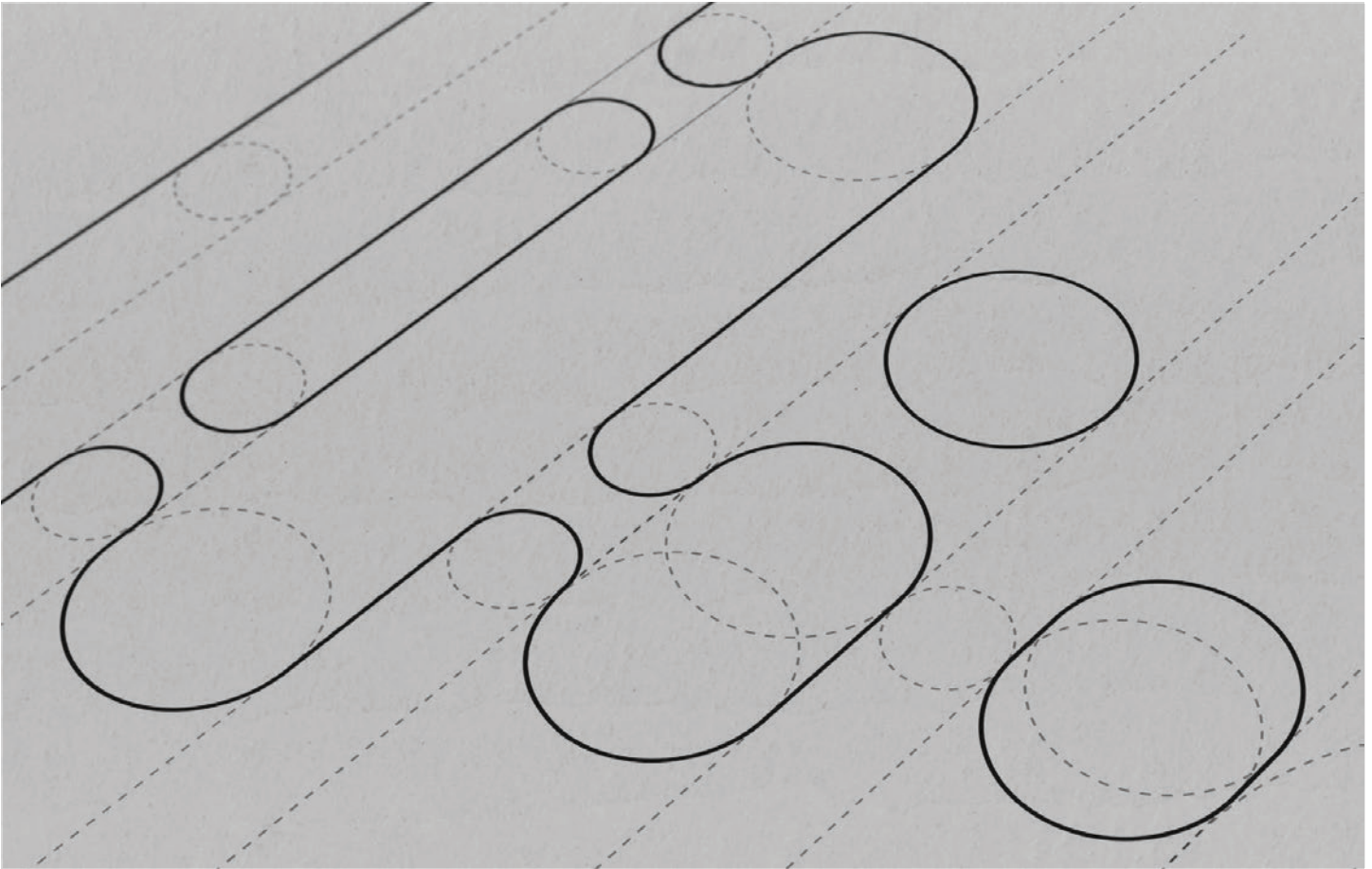
ICON



PADDING GUIDELINE:



Space equal to the height of the LS in the Learning Snippets logo should remain free of any type on all four sides.



DO NOT:

Do not use any artistic filters on the logos, such as embossing. Do not stretch, rotate, or distort the logos.



⊗ INCORRECT



⊗ INCORRECT



⊗ INCORRECT



⊗ INCORRECT

DO NOT:

For legibility reasons do not display logos without high contrast ratio to background colour or imagery. When needed apply a black filter to darken background imagery.



⊗ INCORRECT



⊗ INCORRECT

PRIMARY SPECTRUM:

When creating Dialectic layouts use the orange as the primary colour and pink as secondary.

When creating Learning Snippets layouts use pink as the primary colour and orange as the secondary.

**Dialectic Orange**

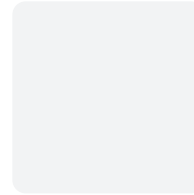
C0 M69 Y98 K0
R243 G112 B33
#F37021
PMS 1505C

**LS Pink**

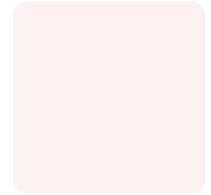
C2 M96 Y55 K0
R233 G43 B87
#E92B57
PMS P 62-8 C

**Orange/Pink Gradient**

#F37021
↓
#E92B57

**Fog Grey**

C0 M0 Y0 K5
R242 G242 B242
#F1F2F2

**Light Pink**

C0 M6 Y1 K0
R252 G240 B242
#FCF0F2

TEXT:

When possible please
set type in text grey.

Text Grey

C0 M0 Y0 K80
R92 G92 B92
#5C5C5C

**EXTENDED SPECTRUM:**

For applications
requiring additional
colours, Extended
Spectrum colours
may be used.

**246-1C**

C76 M11 Y30 K0
R0 G170 B181
#00AAB5

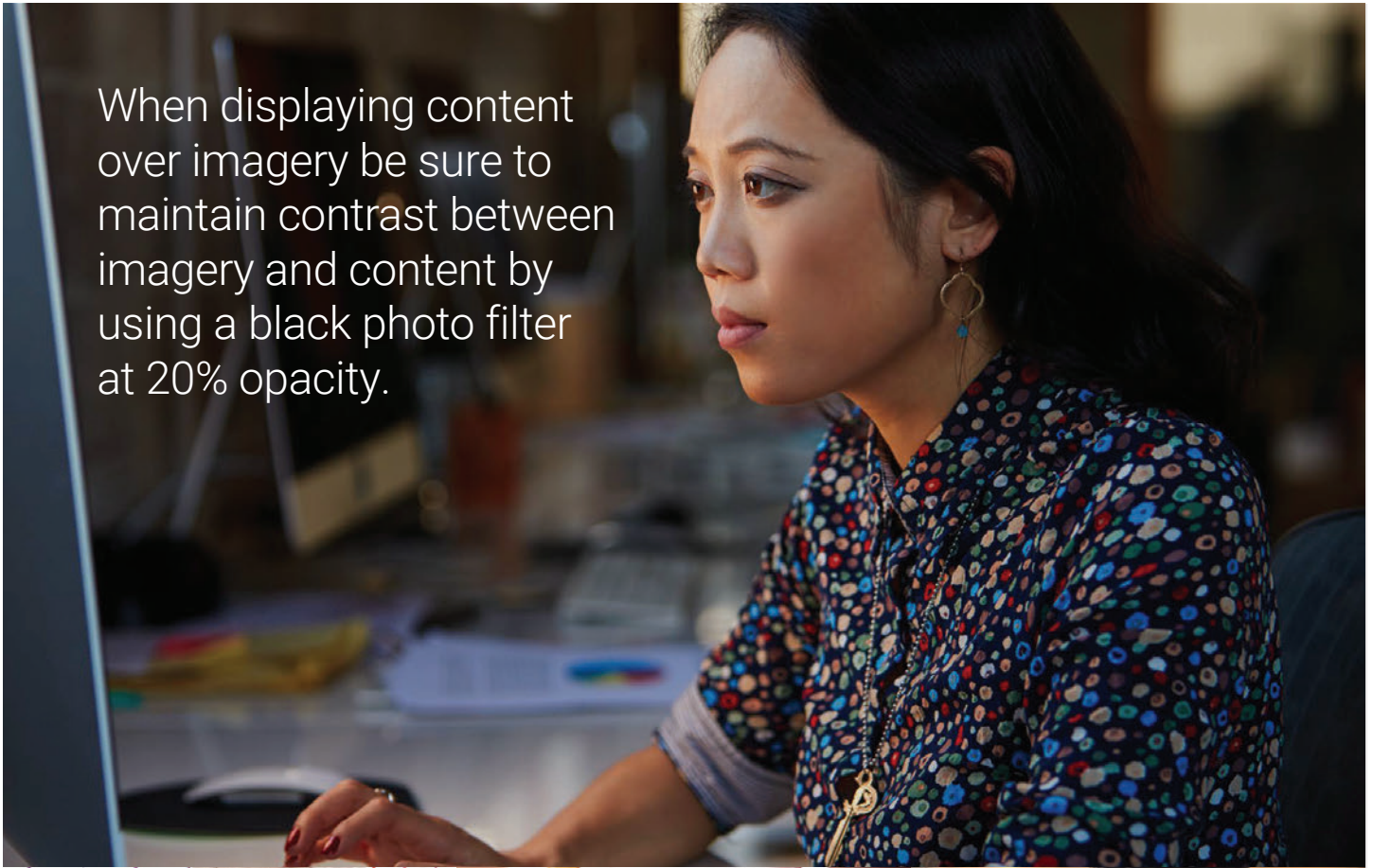
**LS Purple**

C50 M100 Y22 K5
R140 G37 B116
#8C2574

Imagery should always include at least one person.

This imagery should emphasize learning and knowledge exchange through collaboration. All imagery should be candid, people in images should never be interacting with the camera in exception of team bios.

When displaying content over imagery be sure to maintain contrast between imagery and content by using a black photo filter at 20% opacity.



DIALECTIC

Roboto

Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system Android.

Google describes the font as “modern, yet approachable” and “emotional”. It’s available from Google Fonts.

HEADLINES

Roboto Medium

BODY COPY

Roboto Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

LEARNING SNIPPETS

Museo Slab & Rubik

Museo Slab is a modern slab serif known for it’s friendliness. It’s available through Adobe Fonts as part of the Adobe Creative Cloud subscription.

Rubik is a sans serif font family with slightly rounded corners designed by Philipp Hubert and Sebastian Fischer at Hubert & Fischer as part of the Chrome Cube Lab project. It’s available from Google Fonts.

HEADLINES

Museo Slab 700

BODY COPY

Rubik Light

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Thank you for following our guidelines
carefully and maintaining the strength of the
Dialectic & Learning Snippets brands.

Got Questions? | info@dialectic.solutions