litmos

Brand Guide

EXTERNAL | APRIL 2023

The Litmos Logo

Our logo is clean, simple, friendly and approachable — much like us. Our logo is one of the most important parts of our visual identity and should never be altered. Our Litmos positive black and gold logo, and the reverse white and gold logo are both used with equal frequency in our visual system. Below we've listed and explained the various treatments of our logo.

Reverse
The gold and white reverse version of the Litmos logo should be used on dark backgrounds where a white text would appear more readable.

White
Our one-color black or white logos can be used in black-and-white media (e.g., newspapers) or on premium items (e.g., etching, embossing).

Black
Our one-color black or white logos can be used in black-and-white media (e.g., newspapers) or on premium items (e.g., etching, embossing).

Clear space

Clear space protects our logo. Please be sure that no text, graphic elements or other items extend into the defined clear space. The clear space surrounding logos should measure at least 1x the height of the Lenny icon.

Minimum size

In print, the Litmos logo can be reproduced down to 0.90" (22.86 mm) wide. For digital applications, the logo can be reduced to 90 pixels wide. Always maintain the logo's aspect ratio when scaling.

Hierarchy

When the Litmos logo appears with another brand, the Litmos logo must be equal size or larger to the other brand.

Backgrounds

Our logo must always be clearly visible and create a striking contrast against all backgrounds. Use our Litmos gold and black logo for white or light-colored backgrounds. The Litmos white and gold logo should be used on black or dark-colored backgrounds.

Color Palette

Gold is our primary differentiator. In a sea of technology brands that use blue predominantly, we stand out. When used together, they're immediately recognizable and are at the heart of our brand.

Secondary Color Palette

This vivid secondary palette adds visual contrast to the foundational colors and signals our brand's vibrancy. In illustration always use our secondary colors at 100% opacity in our illustration system. Secondary colors should be used at 100% opacity as typography.

Color Balance

When working with our colors, please be sure that they correspond to the defined proportions shown here. This will ensure that the distinctive look of our brand is communicated consistently throughout our media.

It is important to remember that we only use our secondary colors in combination with our primary colors in illustrations, for textual data points and sparingly as environmental accents in event branding.

HEX #FFC300
RGB 255, 195, 0
CMYK 0, 24, 10 0, 0
PMS 116

HEX #8233FF
RGB 130, 51, 255
CMYK 62, 73, 0, 0
PMS 2665

HEX #E6037C
RGB 230, 3, 124
CMYK 0, 99, 46, 10
PMS 213

HEX #FF673E
RGB 255, 103, 62
CMYK 0, 60, 76, 0
PMS 171

HEX #9BCE49
RGB 155, 206, 73
CMYK 47, 0, 94, 0
PMS 375

HEX #00BA96
RGB 0, 186, 150
CMYK 100, 0, 19, 27
PMS 339

HEX # 009AF9
RGB 0, 154, 249
CMYK 100, 38, 0, 2
PMS 299

HEX #26009E
RGB 38, 0, 158
CMYK 100, 83, 0, 34
PMS 072

Typography

Visby CF is our preferred typeface. We mainly use the Regular, Medium and Bold typestyles in our communication. Please note that the italic styles are reserved for special purposes.

Visby CF

Visby CG is our preferred typeface. We mainly use the Book, Medium and Bold typestyles in our communications. Please note that the italic styles are reserved for special purposes, such as annual reports and whitepapers.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meet Lenny

Leonard M. Somtil (aka Litmos Lenny) is the Litmos mascot and spokesperson. He is prominently featured in various marketing campaigns and literally serves as the face of the brand as its logo. Lenny is chameleon-like, a masterful shapeshifter, who takes on different Identities depending on what, how, and where he's communicating. As you get to know his personality, you'll discover that he has a delightful sense of humor, tremendous charm, and a wicked wit; he'll make you simultaneously giggle and marvel. A wise, worldly, but warm character, Lenny is the face of Litmos.

The Litmos team inked a unique, but exclusive contract with Lenny. As such, all requests for specialized renderings or uses of Lenny should always go through Litmos Branding. Creating customized versions of Lenny without approval is strictly disallowed. **Contact Litmos Branding** for special requests.

FRONT   ANGLE   SIDE   BACK
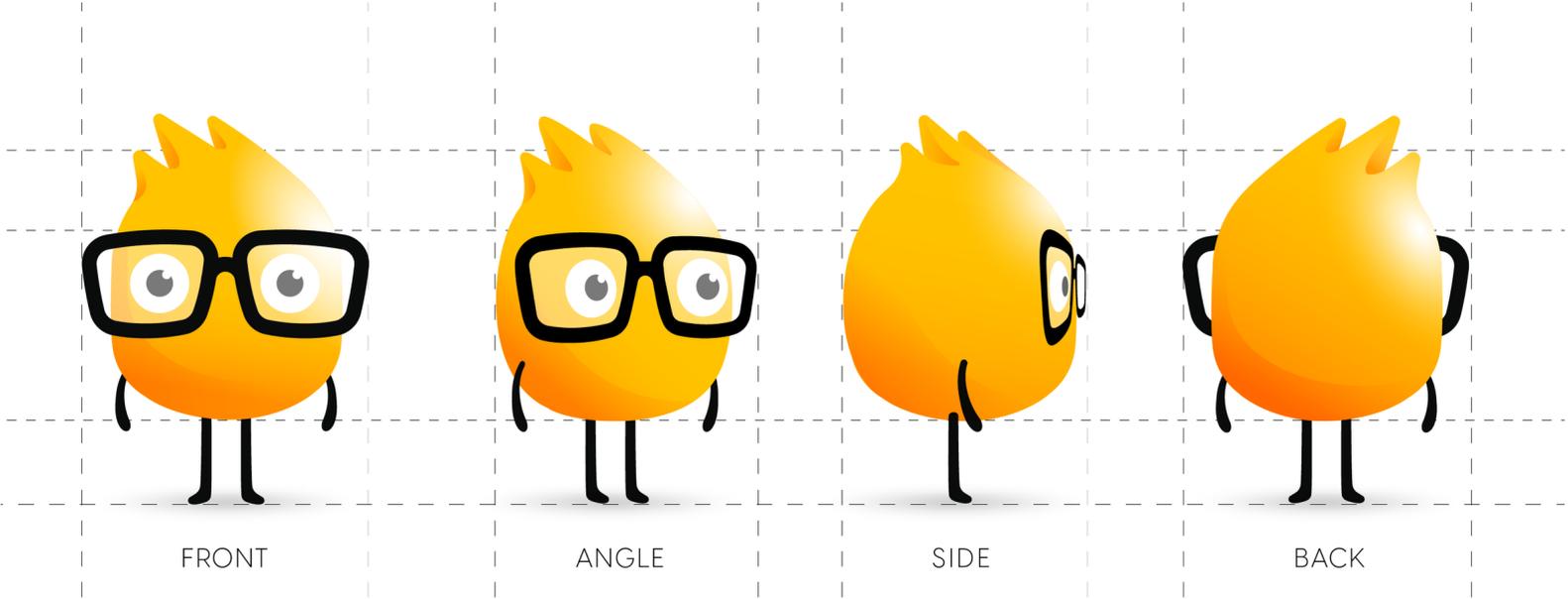
Company Descriptions

100 Words

Litmos develops Learning solutions for top-performing companies. An established leader in the market since 2007, Litmos solutions include an easy-to-use LMS platform, a comprehensive learning content library, services to support success, and integrations with top workflow tools. Thousands of companies trust Litmos to create, curate, and connect learning to employees, customers, and partners. Acquired by CallidusCloud in 2011, then by SAP in 2018, and by Francisco Partners in 2022, Litmos continues to innovate award-winning learning technology and set the standard for customer experience. The solutions are used by more than 30 million people in 150 countries, across 35 languages. Find more information at www.litmos.com.

75 words

Litmos develops Learning solutions for top-performing companies. An established leader in the market since 2007, Litmos solutions include an easy-to-use LMS platform with content authoring tools, a comprehensive learning content library, services to support s success, and integrations with top workflow tools. Thousands of companies trust the solutions to create, curate, and connect learning content to employees, customers, and partners. The solutions are used by more than 30 million people in 150 countries, across 35 languages. www.litmos.com.

30 words

Litmos develops Learning solutions for top-performing companies. Litmos offers an easy-to-use LMS and content library that thousands of companies trust to create, curate, and connect learning to employees, customers, and partners.

25 words

Litmos develops Learning solutions for top-performing companies. Litmos offers the world's easiest-to-use LMS with 30 million users in 150 countries, across 35 languages.

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For questions or to request permission
to use the Litmos logo in ways not
authorized in this guide, please contact

marketing@litmos.com

www.litmos.com