

BRAND GUIDELINES

CBT **nu**  **ets**

Position

IT training you can trust.



Personality

Passionate

Empathetic

Accountable



Promise

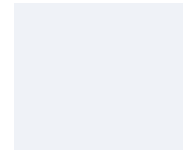
Learner first



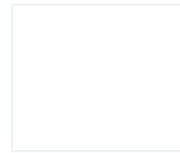
Primary colors:



FFBC00
RGB: 255,188, 0
CMYK: 0, 28, 100, 0
PANTONE: 7548 C



EFF2F7
RGB: 239, 242, 247
CMYK: 5, 2, 1, 0
PANTONE: 649 CP



FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



0F62FA
RGB: 15, 98, 250
CMYK: 81, 63, 0, 0
PANTONE: 285 C

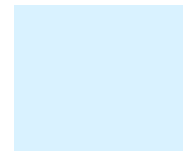


1B2733
RGB: 27, 39, 51
CMYK: 85, 72, 54, 61
PANTONE: 433 C

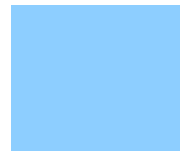
Secondary colors:



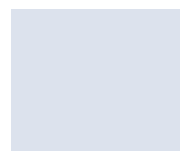
FFCE00
RGB: 255, 206, 0
CMYK: 1, 18, 100, 0



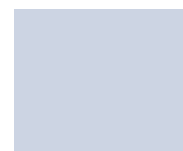
D9F2FF
RGB: 217, 242, 255
CMYK: 13, 0, 0, 0



8DCEFF
RGB: 141, 206, 255
CMYK: 39, 7, 0, 0



DCE2ED
RGB: 220, 226, 237
CMYK: 12, 7, 2, 0



CCD4E3
RGB: 204, 212, 227
CMYK: 18, 11, 4, 0



5C697D
RGB: 92, 105, 125
CMYK: 75, 62, 45, 0



455060
RGB: 69, 80, 96
CMYK: 75, 62, 45, 27

55%

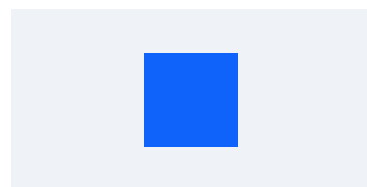
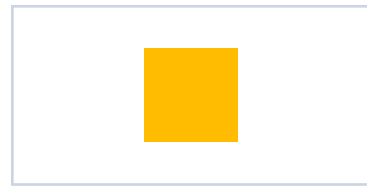
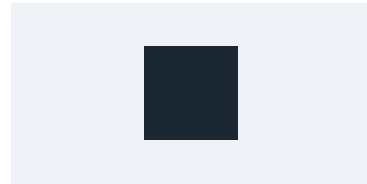
30%

10%

5%

Color usage:

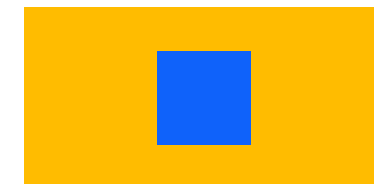
Intense color should be used independently as much as possible. Consider pairing strong colors with lighter greys. Large swatches of Nugget Gold should not be placed next to large sections of Blue or Black. Blue and Gold can be used in the same composition but should not be used directly on or next to each other.



NO



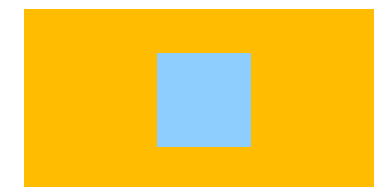
NO



NO



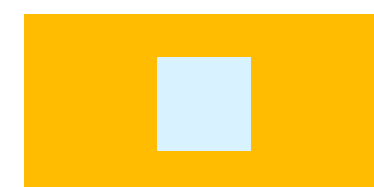
NO



NO



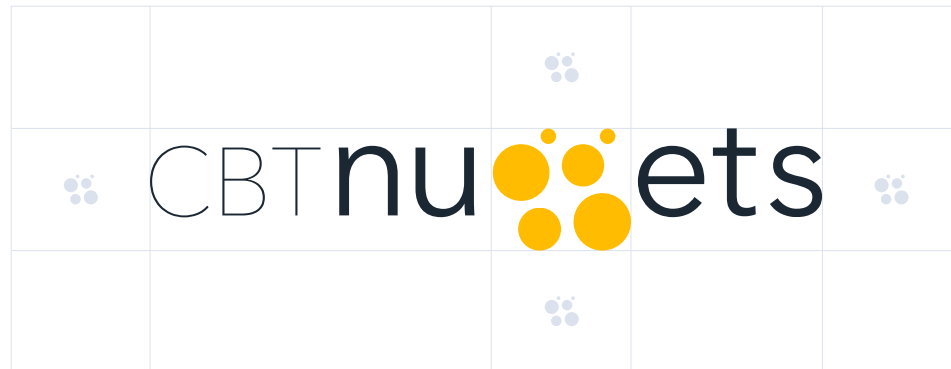
NO



Logo usage:

The Logotype is our primary logo and should be used whenever possible. Use the Light Logotype on lighter backgrounds and the Dark Logotype on darker backgrounds. The Solid Logotypes should be used sparingly and only in situations where branding is secondary, like a footer.

As a general rule, try to keep at least a Nuggets-worth of spacing between the logotype and other elements.



Dark Logotype



Light Logotype



Dark Solid Logotype



Light Solid Logotype

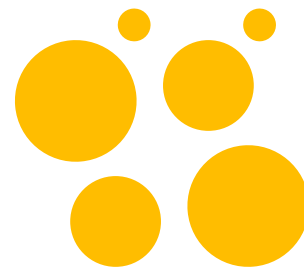
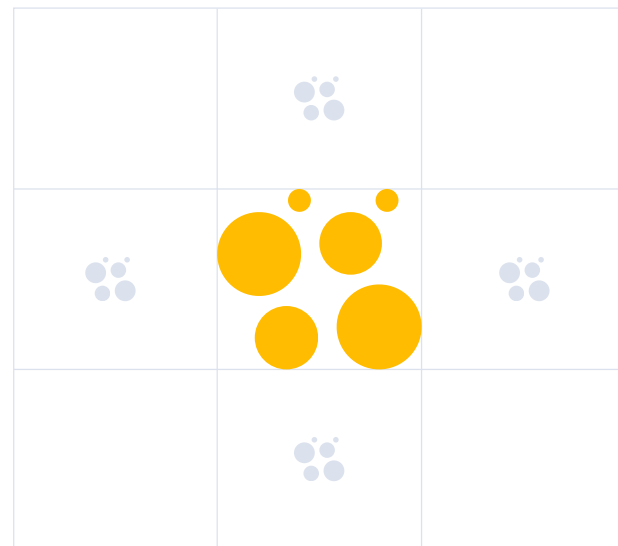
Glyph usage:

If space is limited the Glyph (GGs / Nuggets) can be used on its own, keeping in mind the following general guidelines:

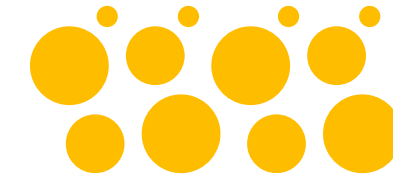
USE CASES

If the audience is external and less familiar with the brand, the full CBT Nuggets Logo should be used.

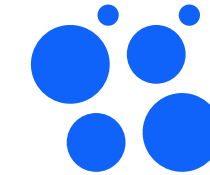
If the audience is internal and very familiar with the CBT Nuggets brand, the glyph can be used.



NO MULTIPLE GGs
PATTERNS WITH GGs



NO COLORING THE GGs



NO CHANGING ORIENTATION



NO REARRANGING



Logo usage:

No version of the CBT Nuggets logo should ever be edited, stretched, distorted, or recolored.

Avoid placing the logo on a background image or pattern of any kind. Solid tones are preferred. Avoid bright colored background that could be off brand.



NO



NO



NO



NO



Logo lockups:

Logo Lockups should be used to sub-brand a product or entity under the CBT Nuggets brand. They should not be used to brand features or products and services that aren't under the CBT Nuggets name.

DOS

- Only in a lockup is it okay to drop CBT from the logotype.
- The lockup must be a single word or compound word, like “micronuggets”.
- Lockups should take on the same font styling of the CBT portion of the main logotype (san caps).
- Lockups should only be used for products or entities that lead with “nugget”. Micronuggets is the only exception to this rule.

DON'TS

- Never capitalize a lockup.

nu  ettrainer

nu  etgames

micronu  ets

nu  etpioneers

nu  etlove



OPEN SOURCE FONT

Primary font family:

Source Sans Pro

Source Sans Pro is a modern, gothic-inspired typeface which prioritizes clarity and legibility. Glyphs are simplified but with some details reminiscent of humanist typefaces, which help to differentiate similar letter shapes, for example, uppercase I and lowercase L.

Designed primarily for screen and user interface applications, Source Sans Pro renders very well at small sizes, and has 6 weights. The slightly condensed letterforms make it ideal for user interfaces where space is a concern. Additionally, the typeface is well-suited for comfortable reading in short or extended text passages.

Its practical utility is enough to recommend it, however there are aesthetic aspects to Source Sans Pro that make it especially appealing for CBT Nuggets. Its 's' more closely mimics the contour of the 's' in the CBT Nuggets logo, where other sans-serif options have a more closed shape with horizontal terminals. A small but appreciable feature is the presence of a looptail g.

Source Sans Pro Extra-Light

Source Sans Pro Extra-Light Italic

Source Sans Pro Light

Source Sans Pro Light Italic

Source Sans Pro Regular

Source Sans Pro Regular Italic

Source Sans Pro Semibold

Source Sans Pro Semibold Italic

Source Sans Pro Bold

Source Sans Pro Bold Italic

Source Sans Pro Black

Source Sans Pro Black Italic



OPEN SOURCE FONT

Supplemental font family:

Oswald

Oswald is a condensed sans-serif display font designed by Vernon Adams that pulls from the classic style - alternate Gothic. Oswald was developed and then redrawn to fit the pixel grid making it ideal for screens and interface applications.

Oswald Extra-Light

Oswald Light

Oswald Regular

Oswald Medium

Oswald Semibold

Oswald Bold



OPEN SOURCE FONT

Supplemental font family:

Caveat

Caveat is a handwriting type family designed by Pablo Impallari. It is designed for both short annotations and body text usage. The font has OpenType features that enable the letters to have slight variations according to their occurrence within a word, for a natural handwritten feel.

Caveat Regular

Caveat Bold

QUICK GUIDE

Fonts in use:

Source Sans Pro →

The primary typeface, Source Sans Pro should be used for all headline and body text. There should be minimal use of all caps treatment on Source Sans Pro.

Oswald →

Oswald is intended to exclusively be a supporting graphical element, used when there is a need for visual punctuation, differentiating from the content. Oswald should be used very sparingly and is never found in headline or body text.

Caveat →

Caveat is intended to be used sparingly where a handwritten font is needed.

Business

Train Your Team

Create a culture of learning with CBT Nuggets. Help your technical teams continue to grow their IT skills. Teach your entire workforce how to accomplish more with technology. Empower managers with tracking tools.



01 ▶ Watch

02 ▶ Learn

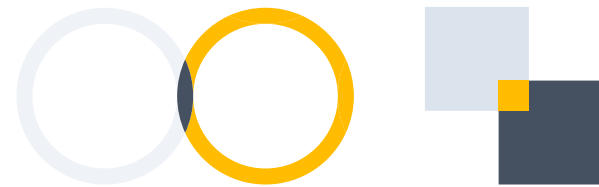
03 ▶ Conquer

Turn **IT Training** into: *Results*

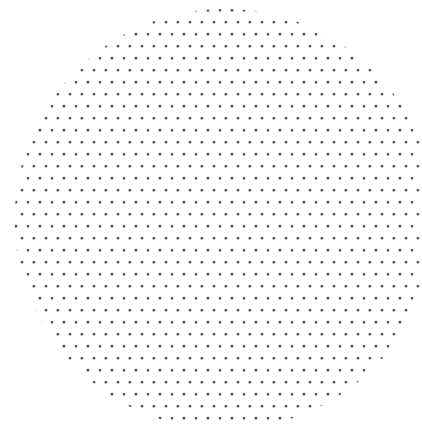
Graphic elements:



Graphic elements should be geometric and structured, not flowing and organic. Use color to divide simple shapes for visual interest.

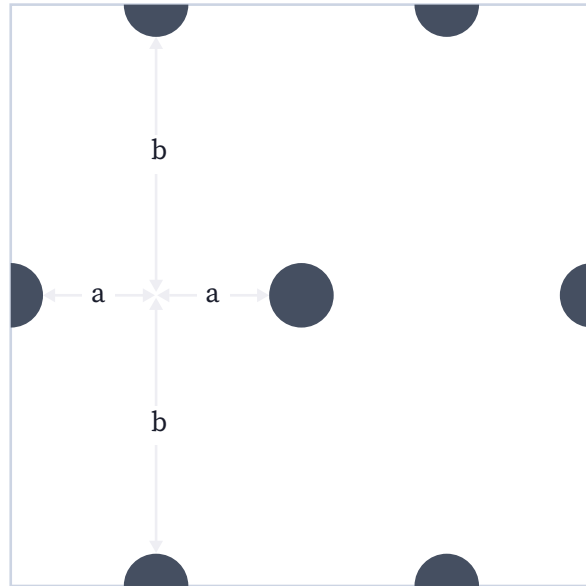


Use solid colors to express intersecting shapes. Do not reduce opacity or create transparency.



Pattern:

The dot pattern is an element that offers a simple motif that can be used to call back to our brand either on its own or integrated with other elements. However, the goal is to remain simple and subtle. The dot pattern should not distract, obscure, or dominate. In order to keep the pattern from feeling too heavy and cartoonish, be mindful of its size and interaction with other elements.



Watch. Learn. Conquer.

Gain instant access to our entire IT training library, free for your first week. Train anytime on your desktop, tablet, or mobile devices.





NO

Avoid making each dot too large. They should read more as a subtle field and not as individual objects when used as a pattern. However, it is possible that in some illustration cases it will make sense to adopt a larger dot approach.



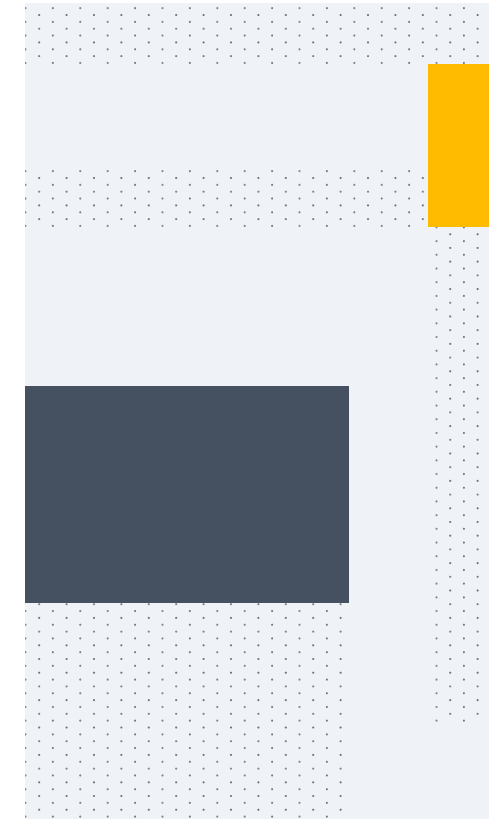
NO

Allow a comfortable amount of space between dots. Do not adjust the density so that the field starts to feel like a solid shape.



NO

Don't overlap subjects in obtrusive ways.



NO

Don't overuse the pattern. It should not be a crutch or an arbitrary element. It should feel intentional and coherent with your design rather than 'thrown in.'



MATERIAL DESIGN

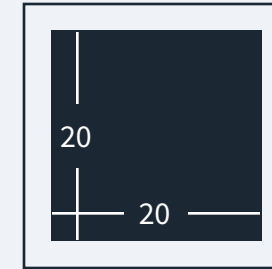
Iconography:

We will utilize the simple, robust, and tested library of Google's publicly available Material Design Icons.

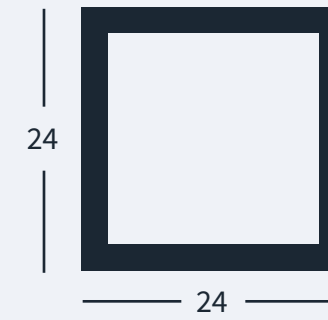
Leveraging a proven design system helps us to work smarter, not harder.

Where we are in need of an icon that does not currently exist, we should create a custom icon adhering to the principles established by Material Design [here](#).

ACTIVE AREA



PADDING



SIZES

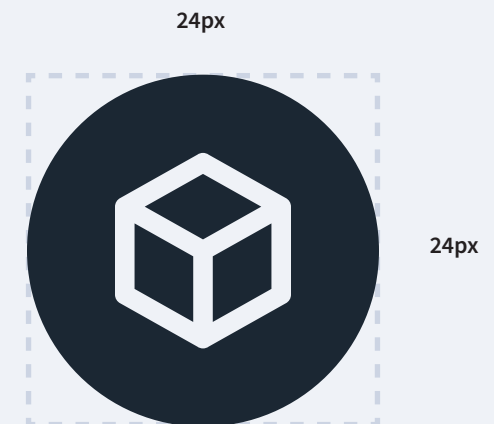
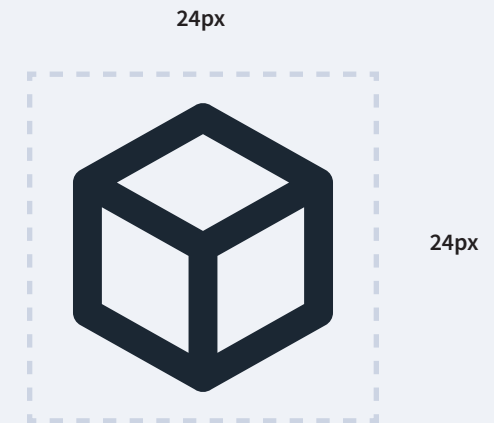
Each icon has 3 standard size variations: 24, 36, or 48px. This pixel dimension INCLUDES the standard material design 2 px padding.

VARIATION

Each icon can be used floating or contained within a circle, in which case the circle diameter will be either 24, 36, or 48 px.

COLOR

Try to limit icon color to our primary values of black, blue, and gold, unless other colors are necessary for legibility or hierarchy.



24px



36px



48px



Photography:

FRIENDLINESS / RELATABILITY

Select subjects with relatable, approachable qualities for our audience. Learners should be able to see themselves or their peers in our photos.

SHARPNESS / CLARITY

Photos should be sharp and well-defined, especially human faces. Avoid photos with noise or blurriness in the main subject.



DEFINED EDGES

In general, each edge should contrast well enough with the background on which it is placed. This means all edges are distinct and do not bleed into the background color, especially on white.

NATURAL LIGHTING

Scenes should feel natural and familiar, with bright, even lighting that does not feel staged or artificial.

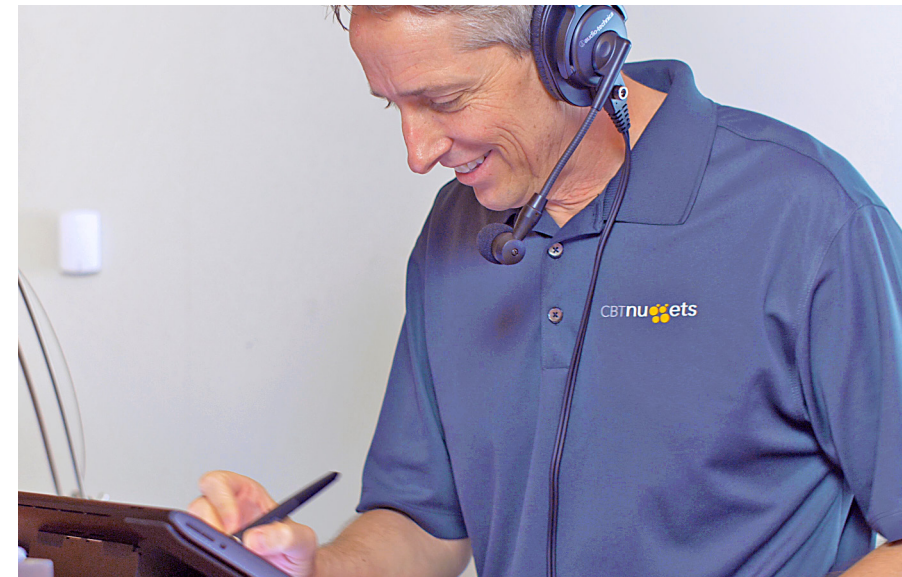
INDIVIDUAL

Photography:



BUSINESS

Photography:



Photography:

NO HIGH CONTRAST, DRAMATIC, OR STYLIZED LIGHTING



NO BACKGROUND BLEED / UNDEFINED EDGE



NO UNNATURAL COLOR-GRADING



NO INAPPROPRIATE CASTING / AUDIENCE



NO LACKING HUMAN CONNECTION



NO LACKING APPROACHABILITY / RELATABILITY



BRAND GUIDELINES

CBT **nu**  **ets**