



Brand Guidelines

Description

Short Description

Cerego is the standard for personalized learning.

Medium Description

Cerego is the standard for personalized learning. At the core of our software and APIs is a groundbreaking learning engine that is the first to predict how long memory will last into the future. Our products are research-based, and learning science affects everything we do

Long Description

Cerego is the standard for personalized learning. We partner with the world's leading publishers, teachers, administrators and institutions to amplify ambitious minds everywhere. Our technology is built on proven memory science that helps students learn faster and remember longer.

We provide mobile, desktop and integrated learning experiences through our APIs and proprietary learning application. Our team is comprised of experts in memory science, technology and education committed to advancing the personalized learning movement.

Tagline

The standard for personalized learning.

Mission Statement

Cerego's mission is to transform how the world learns by building a single, generalizable platform for acquiring and demonstrating knowledge and capability.

Cerego Logo

Clear Space

Horizontal Lock-up (primary)



Vertical Lock-up



Cerego Logo

Color usage

Color



Reversed



Alternate single color variations

Cerego Logo

Prohibited usage



Do not change Cerego's logotype to any color other than dark gray.



Do not change Cerego's icon to any color not specified in the Color Palette section.



Do not place the Cerego logo over background colors that clash. If in doubt, use the reversed logo.



Do not alter the Ebbinghaus Curve, or any elements of the Cerego logo.



Do not add special effects (such as drop shadows) to the logo.



Do not stack the Cerego logo in any way not specified as the official horizontal or vertical lockup.



Do not rotate the Cerego logo.

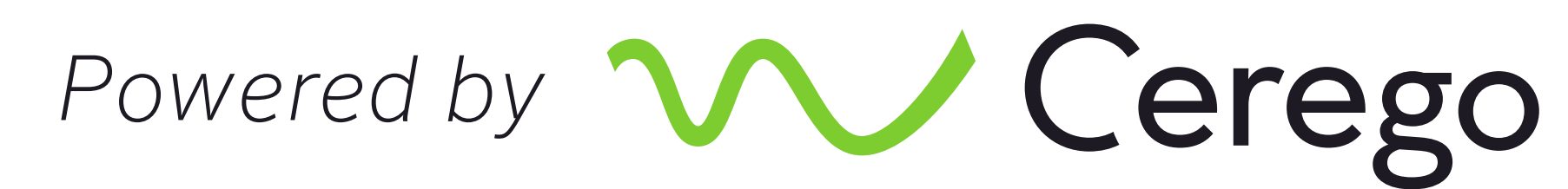


Do not add or remove any elements from the Cerego logo.

Powered by Cerego Logo

Variations

Horizontal Lock-up (color)



Horizontal Lock-up (reversed)



Vertical Lock-up (color)



Vertical Lock-up (reversed)



Color palette

Core brand



Cerego Green

HEX: #7DCC30
RGB: 125, 204, 48
CMYK: 33, 0, 75, 28
PMS: 368 C



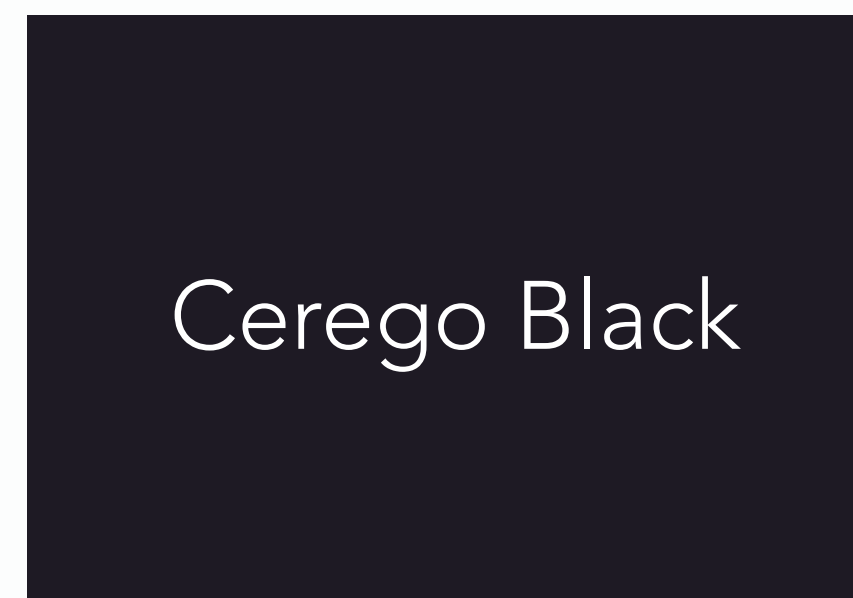
Cerego Grey

HEX: #F4F7F7
RGB: 244, 247, 247
CMYK: 10, 2, 0, 0
PMS: 656 C



Cerego Blue

HEX: #00B6CB
RGB: 0, 182, 203
CMYK: 68, 0, 13, 0
PMS: 311 C



Cerego Black

HEX: #1E1A24
RGB: 30, 26, 36
CMYK: 88, 76, 30, 82
PMS: 532 C

Typeface

Avenir Heavy

Avenir Heavy

Avenir Light

Your Success. Our Mission.

Why we do what we do.

Cerego's mission is to transform how the world learns by building a single, generalizable platform for acquiring and demonstrating knowledge and capability. We improve how people learn, no matter what they are learning.

Photography

Product



DO: Use photographs that show people engaging with Cerego products in an appropriate setting.



DON'T: Use cheesy photos that show people looking straight at the camera instead of using the product.

Photography

Learners



DO: Use photographs that feature learners in their natural setting to build narrative and show “why” they’re learning.



DON'T: Use stock photographs that look inauthentic and cliché. Avoid photos shot under studio lighting instead of natural lighting. Avoid hipster glasses.

Photography

Instructors



DO: Use photographs that show instructors engaging with learners naturally.



DON'T: Use photographs that look posed and unengaging.

