Meet your new best friend:

The Guru Brand Guide.

DECEMBER 2018

What's inside:

Thanks & Bye

Wow.
Staying on brand never felt so fun!

— you, after you read this

GURU
Brand Guidelines

Introduction

❝

Authentic brands don't emerge from marketing cubicles or advertising agencies. They emanate from **everything the company does.**

Howard Schultz — Starbucks

What

This interactive PDF serves as the Brand Guidelines for Guru. Within these 40-ish pages, you'll find everything you need to stay on brand—from how we should sound when we write sales emails to how to use our logo and how to get awesome business cards.

Why

Competition is a thing. Our customers have choices. We have an opportunity to connect—emotionally—with our users and prospects. We can stand out in the marketplace and make people fall in love with who we are and what we do.
Every interaction that someone has with Guru should be consistent. (And consistently awesome.) From our pitches to our product we aim to deliver a memorable experience that will win business and create life-long advocates.

How

The best brands think about multiple touch-points and appeal to all five senses (Guru scented candles coming fall 2019 ((jk maybe))). A brand is more than a logo and some colors.
In part I and II of this guide, we're going to define Voice, Tone, Look, and Feel so that everything you make/do/say on behalf of Guru feels like us. Part III focuses on showing you how to use the assets available to you and outlines the processes to get new assets created.

Voice +Tone

> **"**
>
> Great brands are like friends—you encounter a huge number of them everyday, but you only remember the ones you love.
>
> *Luc Speisser—Landor*

The Voice & Tone of our brand

Our brand has one voice. From tweets to pitches, from associates to the leadership team, we sound unique and recognizable. Whether our users are reading or listening, we make their takeaway clear and consistent—and, where possible, we do it in a way that puts a smile on their faces.

GURU
Brand Guidelines

Voice + Tone

THIS!
not that
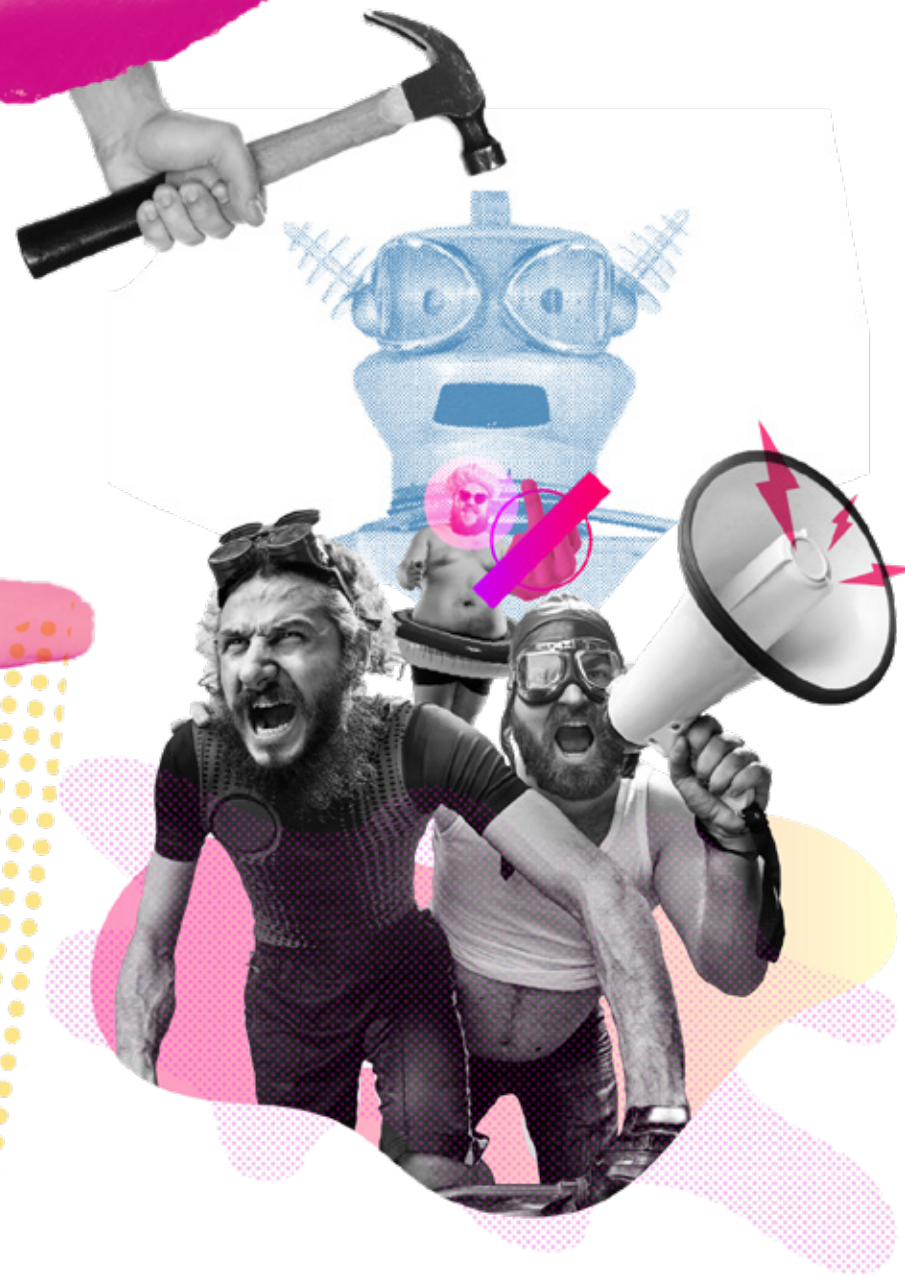
We strive to empower, not overpower.

We meet our customers where they are, and first and foremost, we listen. When it is our turn to speak, our key messages come from a place of empathy and action—but **we're not here to steamroll, fist-pump, or dominate conversations with the Guru-Story.**

We're witty when appropriate, and never crass.

Our brand is funny. We take pride in making every interaction a bright spot in someone's day. We'll push the boundaries, we'll make pop culture references, we'll use GIFs and memes. **We won't crowd out the message with our jokes and we'll never make light of a serious situation.**

We're assertive—not too passive and not too arrogant.

Our message is one of empathy and empowerment. We care deeply about our users and we're passionate about helping them succeed at work. It's great to be passionate, assertive, and knowledgeable.
It's not great to be an asshole about it.
We're more of a Marshall than a Barney. #HIMYM

We're human and conversational in our tone.

When writing or speaking: less is always more. Keep it brief and keep it human. We leverage AI, but we're focused on making humans better at their jobs, not replacing them, so let's leave the vector-talk to our data scientists. Jargon is a dirty word around here, and for the love of all that is the Guru brand, **please do not refer to a phone call as "a buzz."**

GURU
Brand Guidelines

Examples of Guru's Voice + Tone

Working in Customer Support can leave you feeling like you live in "Whine-Country..."

So we're sending you to WINE country.

Seriously.

Puns aren't only for your dad.
Bonus points if it's a food- or drink-related pun.

An All Expenses Paid* trip to Sonoma for Elevate CX from 10/17-10/20

*Yes, you can even order those giant cookies from Room Service.

Asterisks with funny pay-offs are fun for you and them.

Afternoon Session emceed by GURU*

More specifically, by Steve.

**Nice guy. Rooted for the Patriots in the last super bowl, but try not to hold it against him.

It's totally on brand to showcase some fun facts (or not so fun facts) about the people who work here. We're humans first.

Use AI to give your Support Team

White Gloves not Pink Slips

The Agenda

The What's What. The Who's Who. The When's When.
Can't wait to hear your thoughts, feels, and feedback.

11 am — **Getting to know you.**
Rick: Co-Founder & CEO (Long hair).
Mitch: Co-Founder & CTO (Hover-boards as mode of transportation).

12 pm — **Lunch.**
Featuring: our favorite philadelphia-eats.

1 30 pm — **Where we're heading.**
Short term & long term plans, hopes, & dreams.

2 30 pm — **Design Roundup.**
UX takes a village.
Our new look / features.

3 15 pm — **Break.**
Of course there will be coffee, we're not monsters.

3 30 pm — **Best Practices.**
Use cases, maintenance, structure, & feedback.

5 00 pm — **Marketing Roundtable.**
Meet Steve, he's the only thing standing between you and happy hour.

5 30 pm — **Happy Hour!**
Cheers & Beers at Guru HQ.

Even something as simple as an agenda for an event can be an opportunity to put a smile on someone's face. Use it as such!

Outside	Inside
you work hard for the money* (so we better treat you right)	*3 million to be exact. But seriously, thanks for all your hard work. Cheers, Rick, Mitch, & Donna Summer**

Recognizable pop culture references are usually a hit. (See what I did there?)

Center City

"Senner-Siddy"
"I wore them nice jawns to Center City when I got jury duty last week."

Don't be afraid to show our Philly or SF pride!

Look +Feel

> **The Look & Feel of a brand**
> Our brand is not about beating people over the head with our logo. We see every ask as an opportunity to create something that serves a purpose and is beautiful and different. We're the neon in a sea of tech-company-blues. We don't look like other companies, we know that, and (say it with me) **that's a GOOD THING.**

" There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for.

Milton Glaser

GURU
Brand Guidelines

Look + Feel

We look fun and playful but not immature or incompetent.

Our brand is super colorful. But it can go from colorful and fun to "my eyes, they burn" realllll fast. We're using our colors very deliberately because of this. We stick to one or two colors as our base and use the rest of the palette with a light hand. This way, we can use our fun and playful colors without looking like we're selling enterprise software to toddlers.

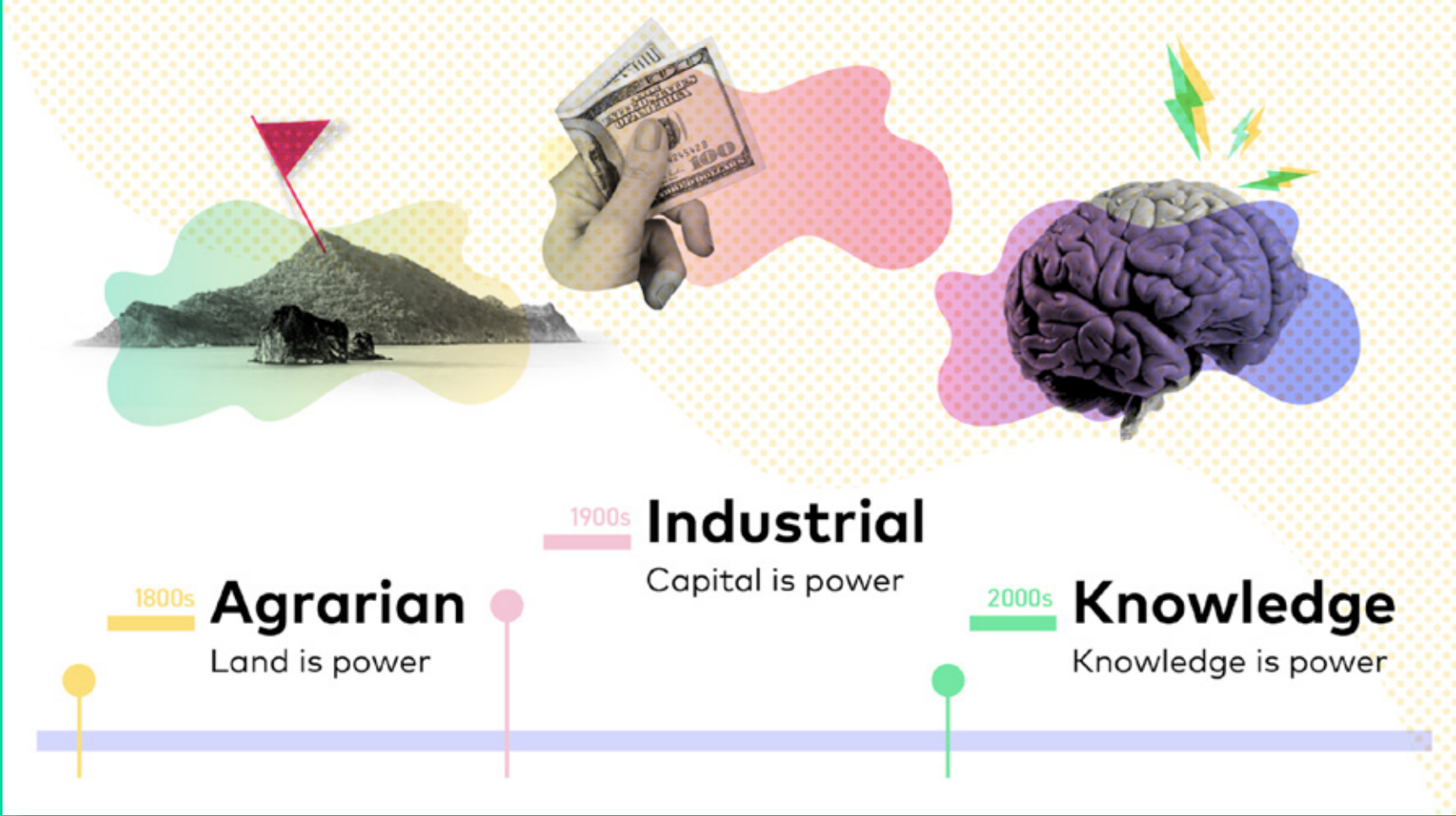## We stand out from the crowd, but we're not distracting.

Images / illustrations have many purposes. First and foremost, they should be used as a way to accentuate a point or help the user understand what we're trying to tell them. They can also be used slightly more arbitrarily to give something a little extra "pizazz" or polish.

We should put real humans at the forefront.

Our message is one of empathy: we're here to help, we're here to empower you and we're definitely not here to replace you with a bot. We use photography in our brand to show what we do: help human beings. We're working towards an amazing in-house photography program that will enable us to be less reliant on stock photos—but fear not, in the meantime we won't be using any ole' generic stock photos—and all of our photos get the "Guru Treatment."

We prefer diagrams and illustrations over words.

Words are hard. When possible, let's break down a complicated concept by showing our users or prospects simple illustrations or diagrams. Like the images on the following page...

1900s Industrial
Capital is power

1800s Agrarian
Land is power

2000s Knowledge
Knowledge is power

White space is our friend
Backgrounds should be kept white

With GURU

Without Guru

Use color to tell a story
Pink = problem
Green = the Guru solution

Diagrams should feel custom, not made in powerpoint or google slides!

COMCAST

Sales

Support

Success

Hey @comcast - literally trying to buy your service, but your rep can't answer any of my questions and keeps putting me on hold. I'm ready to walk away. Make buying easy!

71% of sales reps said a lack of knowledge is why they lost a deal
— SiriusDecisions —

@Comcast Can you get any worse at customer service? After 13 phone calls and 6 reminder calls - they still screwed up the install time.

@Comcast Poor cust service is a lack of leadership. Brian Roberts & Neil Smit - you are attacking the wrong problems. Are you that detached?

67% of customers are willing to switch brands because of a poor customer experience
— Forbes —

@comcast Why are existing customers whose equipment fails not given priority service call window? It's YOUR equipment! 2 days unacceptable

85% of customers will pay more for a better customer experience
— Hubspot —

13

a note about **Our Video Program**

> ❝
> # No one wants to watch something that's not entertaining.

Guru brand team proverb

Concise.

Behind closed doors we often say "keep it simple, stupid." We don't try to tell our entire story in one video. We decide on one or two primary takeaways and use those as our guiding light, cutting anything that feels extraneous. We aim to create videos that are between 30 seconds and 3 minutes. Drop off rate is real y'all.

Informal.

We want our videos to feel like us: approachable and fun. We don't see the value in creating videos that are status quo. We want to tell our story in a memorable way that puts a smile on someone's face.

Character Driven.

We put real people first. When we're telling customer stories, we use our actual customers—sometimes this requires some coaching, and sometimes, when we're really lucky, they were born to star in a Guru short film. When we're doing product videos we use members of our Guru team. If you've been waiting for your big break, volunteer! There's almost always good snacks on set.
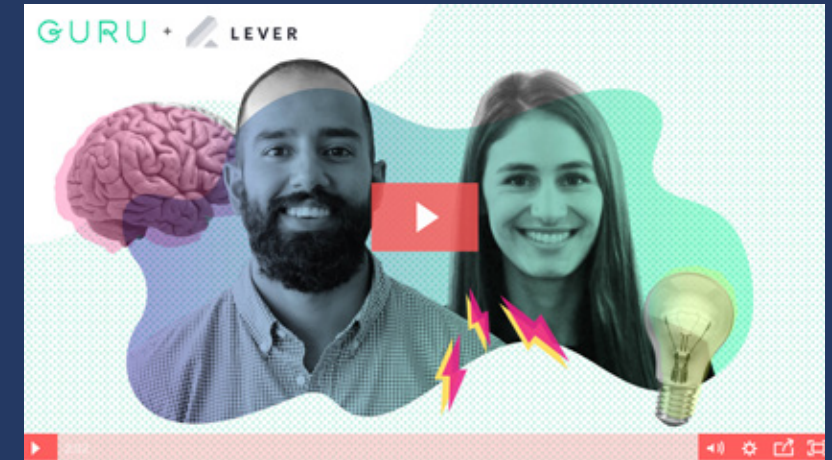
We're working towards producing one video / month. They're located **here!**

GURU
Brand Guidelines

Our brand is **emotionally intelligent**

*Just like the woman in this very weird photo collage we made

Our brand adapts and reacts just like a good person. Just because we're a casual, fun-loving brand doesn't mean we show up to enterprise sales meetings in crusty footwear.

Our brand will need to change and evolve as we move up-market. We'll be authentic to who we are, but there might be situations that require a little more poise and a little less pizazz. We've developed the "slider-system" to tackle this. The idea is that we can dial up or dial down certain elements of our brand depending on the situation we're in. The following page outlines some examples—but we'll ask you to judge each situation as it comes.
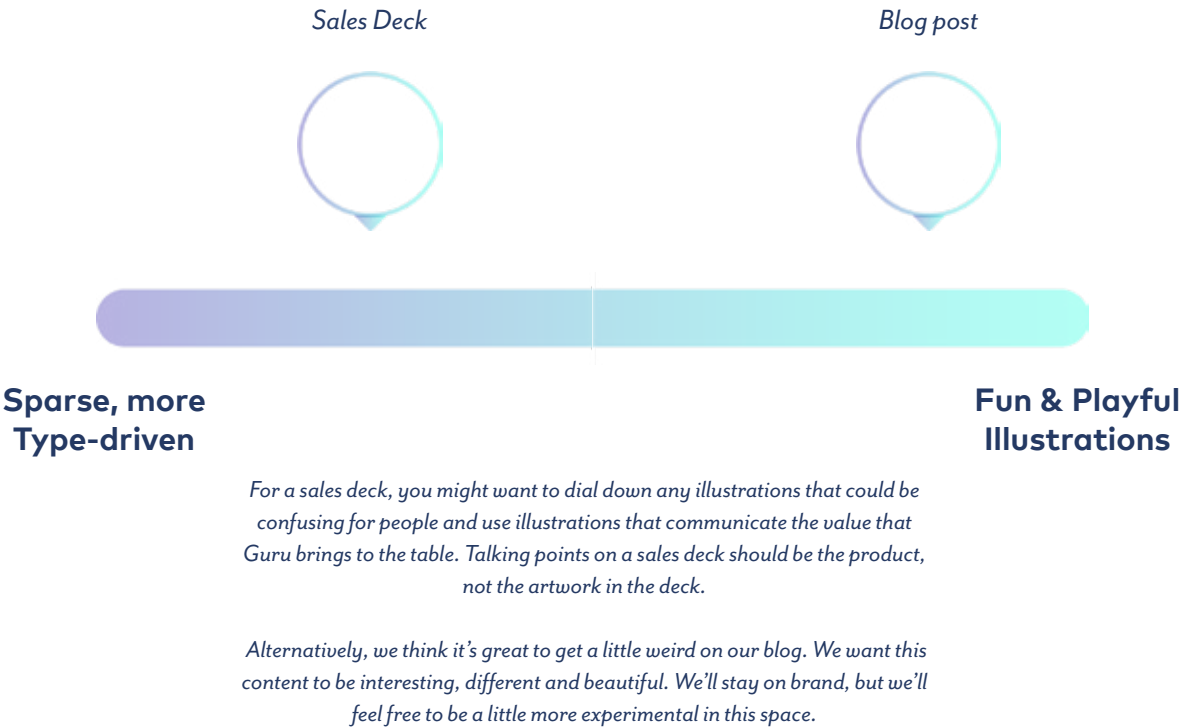
GURU
Brand Guidelines

Voice + Tone

Support conference

Enterprise Sales Call

Empathetic

Empowering

For an enterprise sales call, you might want to dial down the empathy and dial up the empowerment because you're probably speaking with decision makers—not the people on the front lines.

Alternatively, when you're speaking at a conference for support leaders, you'll probably want to dial up the empathy: remember, we're not trying to replace them with robots.

Blog post

Twitter

Serious

Witty

We want to establish ourselves as thought-leaders, not just a funny brand. Our tone in educational pieces will be on the more serious side with humor added as a way to engage the reader. Alternatively, on Twitter we'll push the boundaries. Social media is a noisy space and sometimes you have to fight for your attention. We're not looking to win business on Twitter—just showcase our personality and culture.

Look + Feel

Sales Deck

Blog post

Sparse, more Type-driven

Fun & Playful Illustrations

For a sales deck, you might want to dial down any illustrations that could be confusing for people and use illustrations that communicate the value that Guru brings to the table. Talking points on a sales deck should be the product, not the artwork in the deck.

Alternatively, we think it's great to get a little weird on our blog. We want this content to be interesting, different and beautiful. We'll stay on brand, but we'll feel free to be a little more experimental in this space.

pro tip: **Know your audience. Read your room. When in doubt, ask for opinions from other people so when you get it wrong the blame can be spread amongst many.** *jk jk jk*

GURU
Brand Guidelines

How TF
do I use this?

usage guidelines

A brand is only as strong as the people using it.

The following pages serve as a guide for how to use the brand assets. They also outline the processes in place to get headshots, custom assets, etc. Don't see something you're looking for? NBD, this PDF will grow and change as we do. Write your suggestions down and throw them in the garb.. just kidding, send them to us in the #MarketingRequests channel in Slack.

GURU
Brand Guidelines

Logo marks

Say "hi" to our primary logotype. It's very friendly and welcoming. This is the clearest embodiment of the brand visually. **All internal/external communications should incorporate use of the logotype.** The primary logo is a single color– use only Guru Green when on a white background, or white when on a colored background. Black/gray colored versions are acceptable for use in situations when color is not available. The logo's orientation should always be horizontal for best readability.

All of our logos are located **here.**
They are organized in the following way:

RGB logos in PNG format (for use on screens with a transparent background)

CMYK logos in JPEG format (for print applications, reminder: the colors won't be as birght in CMYK as they are in RGB)

PMS logos: for vendor use when specified

EPS files: for designers and vendor use when specified

25px

25px

Main logo mark without text
Min 25 px space around
Green is our flagship color, if Green doesn't work, use white or navy blue.

60px

Don't go smaller than this guy
(.25in for print)

Main logo mark with text
Taglines in Navy
FF mark bold for main tagline
FF mark regular for secondary tagline
Taglines should be about 1/3 the height of the logo.

getguru.com

getguru.com

taglines are fun*
but get that shit pre-approved by marketing plz n' thnx

getguru.com

G Logo
this lil guy is great for small spaces or things that are obviously already branded as Guru.
Can be used with or w/o Tagline
Should only be used in Guru Green or White.

G Logo in shape
this lil guy is great for small spaces or things that are obviously already branded as Guru.
Can be used with or w/o Tagline
Should only be used in Guru Green or White.

GURU
Brand Guidelines

Color-ways

It is essential that our use of color be consistent across all applications of use. Guru Green is our primary brand color and we should use it as often as we can to help drive consistent feel across communications. Colors from our supporting (and extended) palette should be used to assist delivery of our fun, vibrant personality—but a lot of colors crammed into one space can feel a bit overwhelming and childish. We stick to monochromatic color schemes and have introduced gradients to lighten things up while still maintaining our fun and different feel.

All of our PMS colors, HEX codes, and RGB / CMYK values are located **here**

An .AI file is available here for designers purposes (with gradients, strokes, and dot patterns to colorpick from!)
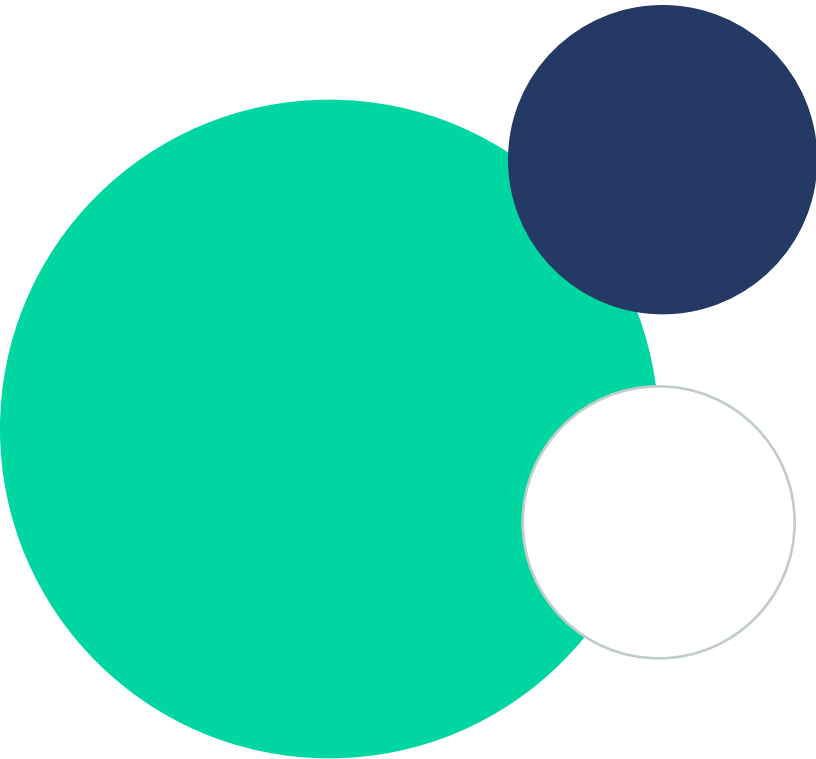
Main colors

This navy should be used for text going forward

green: PMS 338U | RGB 0,214,161 | CMYK 67,0,53,0 | HEX# 00D6A1

navy: PMS 280U | RGB 0,28,77 | CMYK 100,92,36,43 | HEX# 001C4D

The Guru Extended Color Family

Solid colors are great for text, but big blocks of them can look a bit clunky and childish. Try using gradients at low opacities and halftone patterns to break things up. A gradient at 100% works really well as a thin line but proves to be overpowering when it's in a big shape.
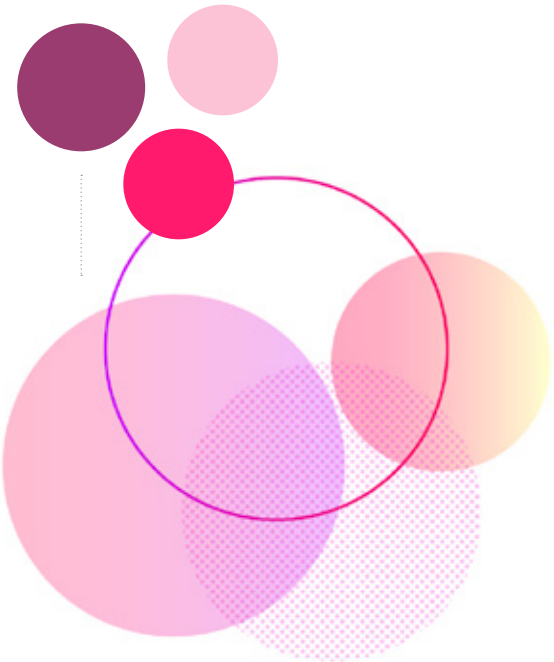
Pink color family

Pink represents "Stale or out of date" knowledge in our product, so we try to use it to represent negative things in our brand. You'll often see us use pink to represent the problems that someone had before they got Guru.

PMS 248U
RGB 154,60,111
CMYK 40,89,32,7
HEX# 9A3C6F

PMS 243U
RGB 252,194,214
CMYK 0,30,1,0
HEX# FCC1D6

PMS RHODAMINE RED
RGB 255,26,110
CMYK 0,96,32,0
HEX# FF1A6E
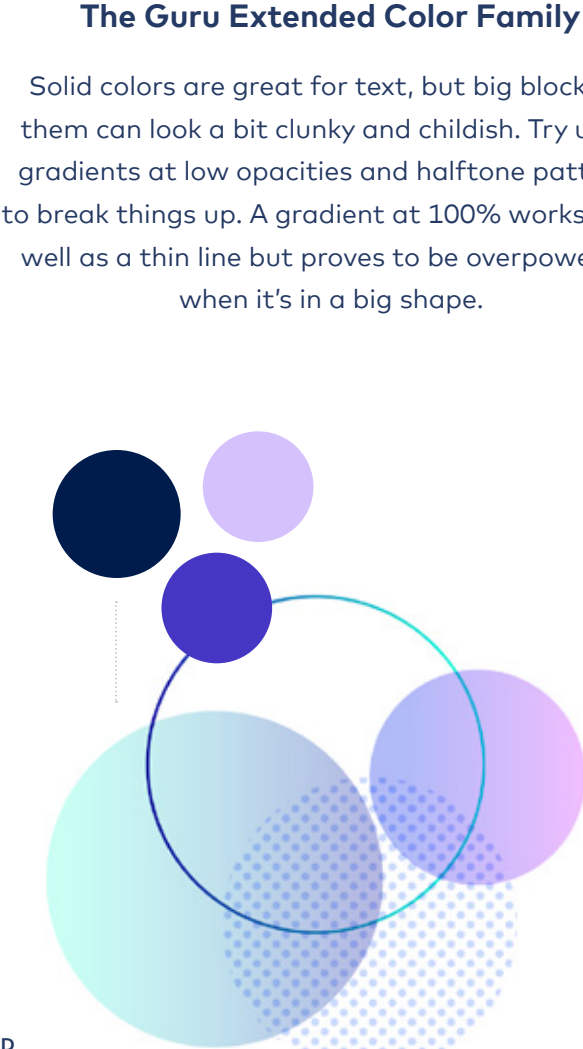
Navy color family

This a neutral state. Neither good or evil.

PMS 338U
RGB 0,28,77
CMYK 100,92,36,43
HEX# 001C4D

PMS 263U
RGB 213, 194, 252
CMYK 16,24,0,0
HEX# D5C2FC

PMS 2736U
RGB 69,54,196
CMYK 83,82,0,0
HEX# 4536C4

Green / Yellow color family

Our Green & Yellow color family represents the Guru Solution. You'll often see it used in decks to show Guru solved someone's problem.

PMS 338U
RGB 0,214,161
CMYK 0,214,161,7
HEX# 00D6A1

PMS 100U
RGB 255,224,102
CMYK 1,9,72,0
HEX# FFE066

PMS 351U
RGB 138, 245, 217
CMYK 39,0,25,0
HEX# 89F4D8

GURU
Brand Guidelines

Typography

Our Typography is friendly, simple, and beautiful. The main typeface we use is called FF Mark. It is available in Bold and Regular width. FF Mark should be used whenever possible—but it is mostly available in off-line applications. When using an online application such as Google slides our preferred typeface is Monserrat.

All of our brand fonts are located in the G-drive **here.**

Montserrat is a Google font and is automatically available in your web-based applications.

FF Mark   For designers!

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FF Mark Bold, 24 pts
Great for headlines! We use this in lowercase or sentence case—never in all caps.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FF Mark Regular, 16 pts
Great for Body copy. Please do not go below 10 pts on copy that you want people to be able to read. ;)

Montserrat   For all!

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Montserrat Bold, 24 pts
Great for headlines! We use this in lowercase or sentence case—never in all caps.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Montserrat Light, 16 pts
Great for Body copy. Please do not go below 10 pts on copy that you want people to be able to read. ;)

UPPERCASE IS SCARY AND AGGRESSIVE.

Please use sentence case.
Ahh, that feels better.

GURU
Brand Guidelines

Core Values

These are our Core Values. We (lovingly) created these to define and refine our culture. (We wanted to put that "Guru-glow" into words.) These illustrations represent each core value and can be used wherever that core value is being referenced. You'll find these guys on the G-drive and they're (of course) available in Guru.

Our core value illustrations are located in the G-drive **here.**
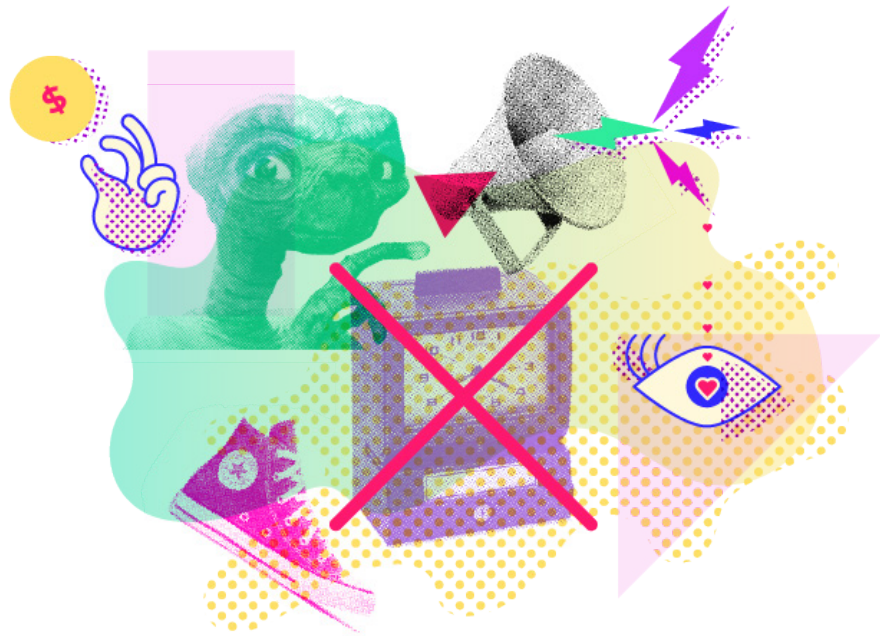
This is an illustration that represnts all of our Core Values

Our Core Values
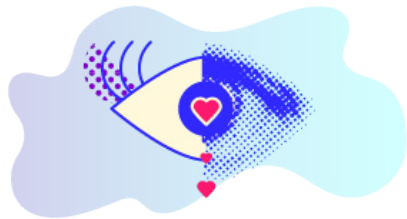
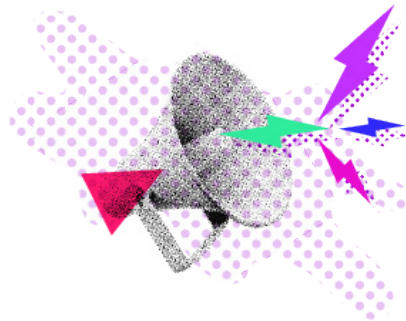We got grit

We measure accomplishments, not hours worked

We're marathoners, not sprinters

We don't take ourselves too seriously

We don't "give back." We give first

We create advocates

We're transparent

GURU
Brand Guidelines

Icons

Here are **some** sample icons and illustrations that were made. The accompanying text under each one will give you an idea of where / how to use these. Simple is best—don't combine these with other illustrations (or each other.) Don't use these with large amounts of text. White-space is our friend.

All of our Icons, blog images, and waves are located in the G-drive **here.**

A shared .AI file is available for designers and will be updated monthly with recent imagery.

Sales

Success

Support

With GURU

Without Guru
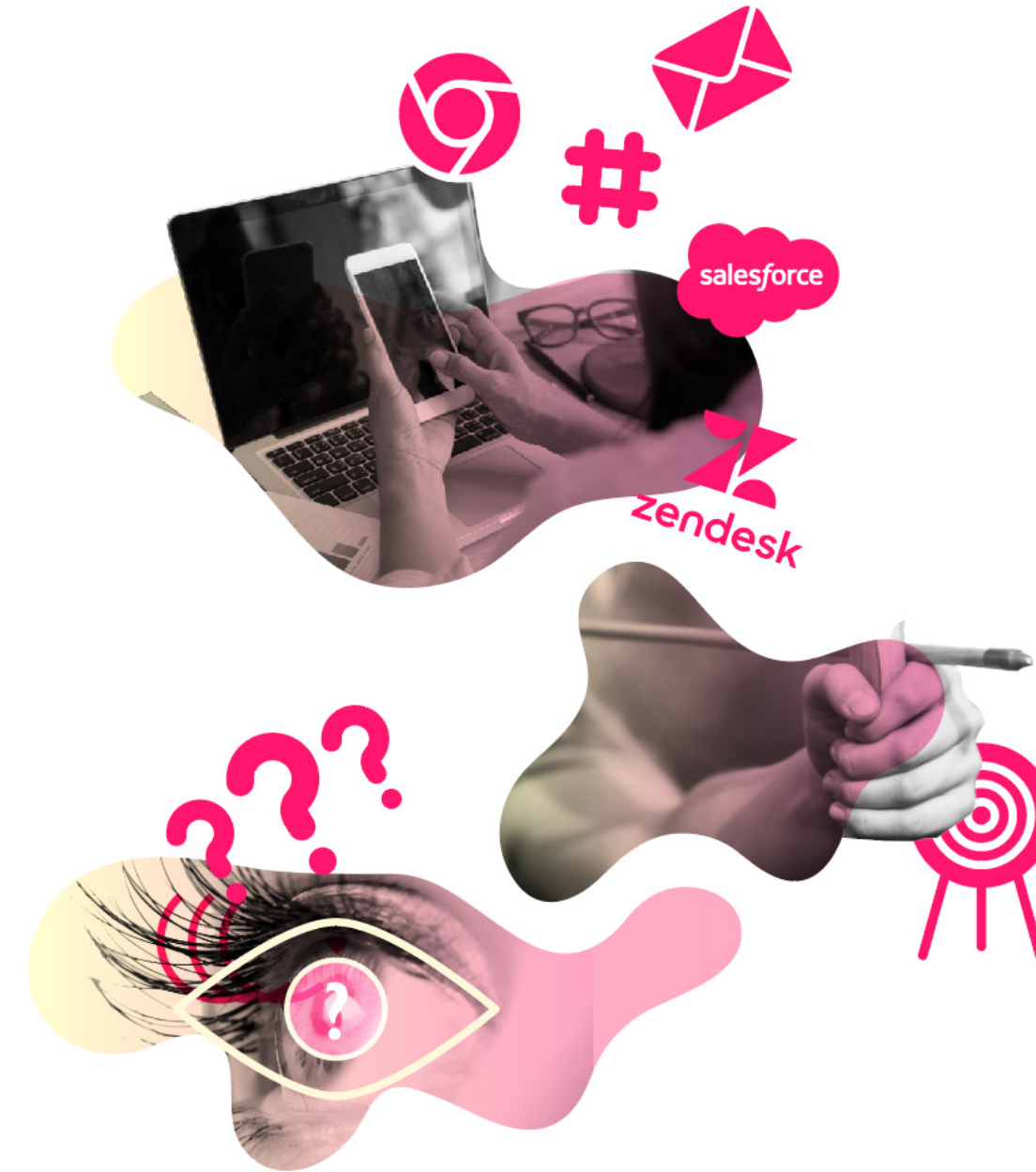
Headshots

Want a dope-ass on-brand headshot? Of course you do. (And if you're customer facing, it's required ;)) Our headshots have a unique style. To get one, schedule an appointment during our "Headshot office hours" —they're from 3:30 - 4:00 on the second and fourth Tuesday of every month. Ok, we know: it's only a half-hour, but "Office Half-Hour" just doesn't have the same ring to it.

All of our customer headshots are located in the G-drive **here.**

All of our employee headshots are located in the G-drive **here.**

Customer Headshots

All customer headshots get this "Guru treatment. All customers who have already gotten the "Guru treatment" are in the Drive, and if you need us to apply the treatment to someone's headshot: no biggie! Just send us a high-res version of their headshot and we'll take care of the rest.

Employee Headshots

We're going for a dramatic black and white look with these—but we'll hook you up with a color version as well. What are you waiting for? Schedule yours today. Also, we can't make any promises that we won't cut your head out and use it on marketing materials.

GURU
Brand Guidelines

Social Media

LinkedIn and Twitter are our primary social media platforms. We have created banners for our company profile as well as banners that you can use if you want to rep that Guru-pride. No pressure at all, we're not a cult and that picture of your dog **is** really cute.

All of our social media banners are located in the G-drive **here.**

The knowledge you need to do your job should find you.

GURU

Work smarter with GURU

Biz Cards
+ other collateral

First step: headshot. Then you can get these totally baller biz cards. Best part: They're not all the same. Just like all of us, there's a healthy variety. Fill out this google doc with your details, be on the lookout for your "proof" - this is we'll send this to your email after we mock up your cards. Double check the spelling of your name and your phone number etc.

The google form you need to fill out to request biz cards is **here.**

GURU
The knowledge you need
should find you.

General Biz Card
2.25" Sq
Front and back

**Philadelphia
San Francisco
and anywhere you work.**

learn more
at getguru.com

It's hard to forget a person when you have a card with their face on it.

Our business cards feature your fancy new headshots because we're all about the humans here. Keeps things interesting and feels more personal.
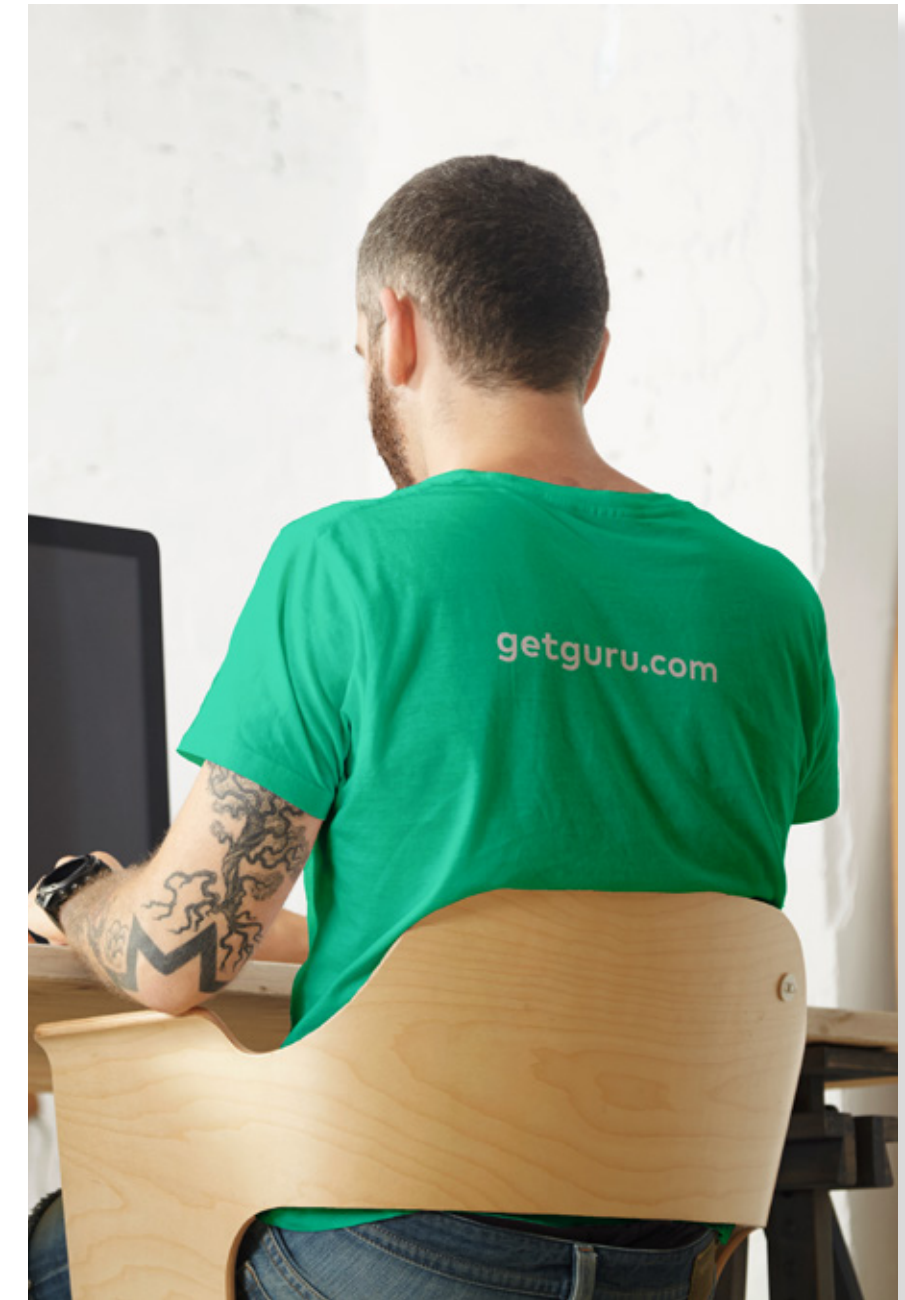

front
3.3" x 2.16"

GURU
getguru.com

Becca
Dierolf
Brand Designer

rdierolf@getguru.com
215.555.1234

back
3.3" x 2.16"

Swag

This is all of our current swag. To place a swag request, please follow the process outlined on this Guru Card. We encourage you to give swag out freely—but let's be smart about it. One T-shirt / dog.

Learn more about how to request swag **here.**

GURU
Brand Guidelines

Slide Deck

This is a snapshot of our slide template. This lives in Google Slides and can be used to create custom decks. Follow directions and you'll be on your way to beautiful slides in no time! This isn't permission to go totally rogue—still use the custom created decks as they were intended to be used. Please and thanks.

All of our slide decks and templates located in the G-drive **here.**
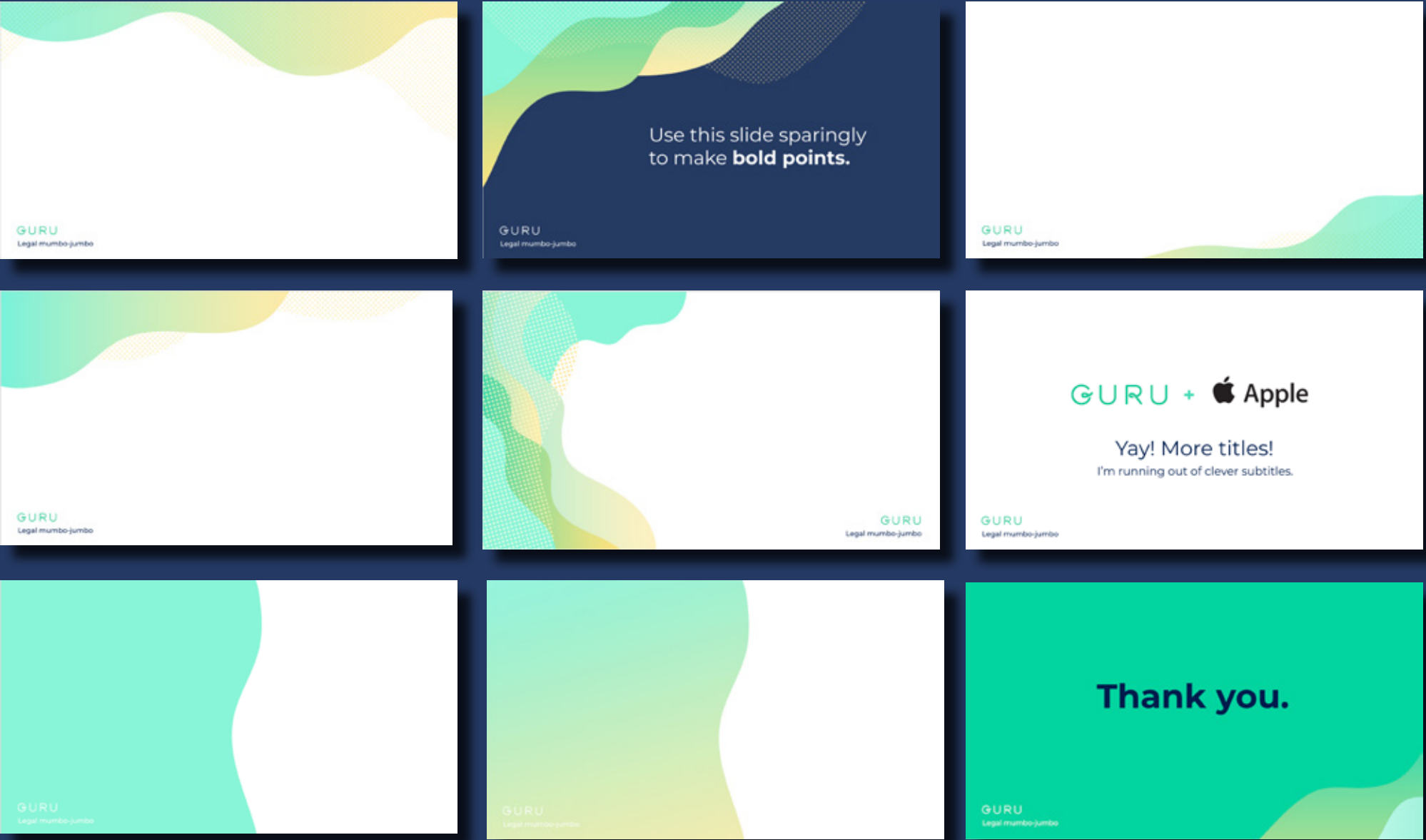
GURU
Brand Guidelines

Got a big deal in the works or just a great idea for a current customer? We love this stuff. Unfortunately this work doesn't always line up with our priorities. That doesn't mean you shouldn't ask. We'll try to do what we can and we'll at least point you in the direction of something that could work.

Help! I need a custom image for a big deal! "

— a bad co-worker, ten minutes before their v. important call.

yea. that's gonna be a hard no from me dawg.

— disgruntled designer.

There's a better way!

We're here to help, and at the end of the day we all have the same goals. **So help us, help you.**

1. Ask yourself: is this a BIG DEAL or just a big deal to me?"

We are happy to help with big deals! We're even happier to help when it's an asset that could be used for multiple deals / solves a bigger problem.

2. Ask yourself: when does this need to be finished by?

Smart work takes time to create. We require at least a week* and may not be able to take on every request (*we understand if there's an emergecny, and will try to accommodate, but a week is ideal).

3. Define your ask and put it in the Marketing Requests Channel

DM's are not ideal. The entire team needs visibility into your ask, if you do DM requests, we'll kindly ask that you repeat the request and tag us in it in the Marketing Requests Channel on Slack.

GURU
Brand Guidelines

Media Kit

The Media Kit is located here and includes approved bios and headshots of our leadership team. It also includes shots of our offices, events, candids of Guru employees. These images have all been approved for use. Go nuts. If someone outside the company is writing a blog post or wants assets—send them here.

The Media Kit is located in the G-drive **here.**

Go check it out! It has great gems like this that show we don't discriminate based on age, we'll employ babies if we have to.

GURU
Brand Guidelines

Thank you
& Have a nice life.

Just kidding. We tried to cover everything, but we're only human. Hit us up and let us know your thoughts or point out glaring spelling errors.