# aci
## LEARNING

# Brand Guides.

Rodderick Fedd
Lead Instructor

COMPANY OVERVIEW

# We are bold.
# We are adaptable.
# We are always-on.

**PURPOSE**

To drive positive change in people's lives by delivering training that leads to real career and business outcomes — not just hours of learning.

**MISSION**

We transform the way companies train and professionals learn by focusing on measurable outcomes, not seat time. Our expert-led training, hands-on labs, and personalized learning paths help learners gain job-ready skills, earn certifications, and advance careers efficiently.

**VISION**

To be the trusted partner for businesses that need high-impact tech training to drive real workforce growth. We empower organizations with scalable, results-driven learning solutions that ensure employees have the right skills at the right time to achieve success.

aci
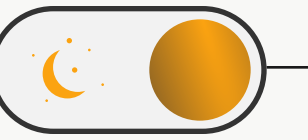
UNIQUE SELLING POINTS

# How we separate ourselves.

### Edutainment

ACI Learning provides a different spin on the way training is delivered. From talk shows to cinematic productions to anime series, ACI Learning takes a bold approach to the way we learn and challenges it.

### Training delivery

Learning formatted to individual learning styles including in-person, online on-demand, live online.

### Relevant, up-to-date industry knowledge

Audiences can trust that ACI Learning will provide current information that can give them the confidence and awareness they need.

### Labs

All audiences can be confident the training they receive will be successful in the real world. The lab environments mimic what happens in reality, so that there are no surprises that can't be handled.

### Full-career lifecycle support

ACI provides peace of mind for individuals so that no matter where they are in their career, they'll be in the right place for the knowledge they need.

aci
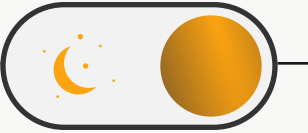
WORD LIST

# Saying the right words.

This list provides a structure of go-to words to use when describing ACI Learning, as well as a list of words not to use.

## ACI is...

- SaaS
- Software for business
- Edutainment
- Infectious in the relationships we build
- Human
- Unique and breaks new ground by taking thoughtful risk
- Simple in message and goal/ straightforward
- Responsible and caring
- Confident and humble
- Intelligent
- Edgy
- Relevant
- Passionate
- Bold
- Caring
- Approachable

## ACI is not...

- Only a library of courses
- Boring
- Low quality
- Static
- Arrogant
- Pushy
- Judgmental
- Afraid
- Stagnant
- Guarded
- Impatient
- Dismissive
- Dated
- Bland
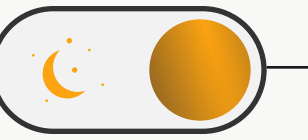- Insincere
- Certification-granting

aci
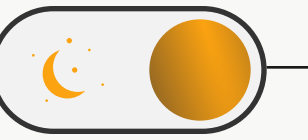
LOGO

# Our recognizable mark.

The voice of ACI Learning is bold and insightful. We are the foundation that individuals and businesses stand on, knowing they'll make it through whatever situation comes they're way. They know that ACI will provide engaging information that they don't have to fight to keep in their memory. ACI isn't a place for the past, it is the place that leads a way and welcomes people to the journey of life-long learning.

a geometric continuity aligned with the accessibility focus of our new typography

our light/sun and statement element

breathing room for better readability of "learning"

aci LEARNING

aci

LOGO

# Usage

The ACI logo is comprised of the acronym "ACI" in lowercase font adapted from Lexend and the word "Learning" below ACI in similar stying to our labels. This is the primary logo and should be used in most cases.

For smaller usage, or areas where "ACI Learning" is clearly defined (i.e. reports, long form documents, etc) use the secondary logo with only the acronym.

Always use the logo files provided.
Do not re-create.

## Primary usage

Used in majority of cases to maintain integrity training tied to "aci."



## Secondary usage

Used in areas where "ACI Learning" is clearly defined or sizing is below 64px.
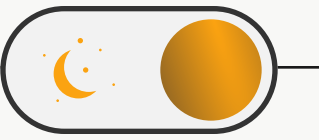


## Minimum spacing around logo



Use two dots in sequence from the "i" to ensure minimum spacing around the logo in all uses. This means no other content should cross over this spacing.

LOGO

# Small usage

Use the secondary logo (acronym only version) for small sizes under 64px wide.

This can also be used for a favicon.

Min size for Primary logo          Min size for Secondary logo

64px                                  16px

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56px        40px        32px        24px

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### LOGO

# Usage on backgrounds

The full-color logos should be used only on Primary background colors (WAN White, Wideband White, Network Navy, and Security Slate).

Avoid using logos on photographs unless the logo sits on a primary background color container, or light/dark area of the image.
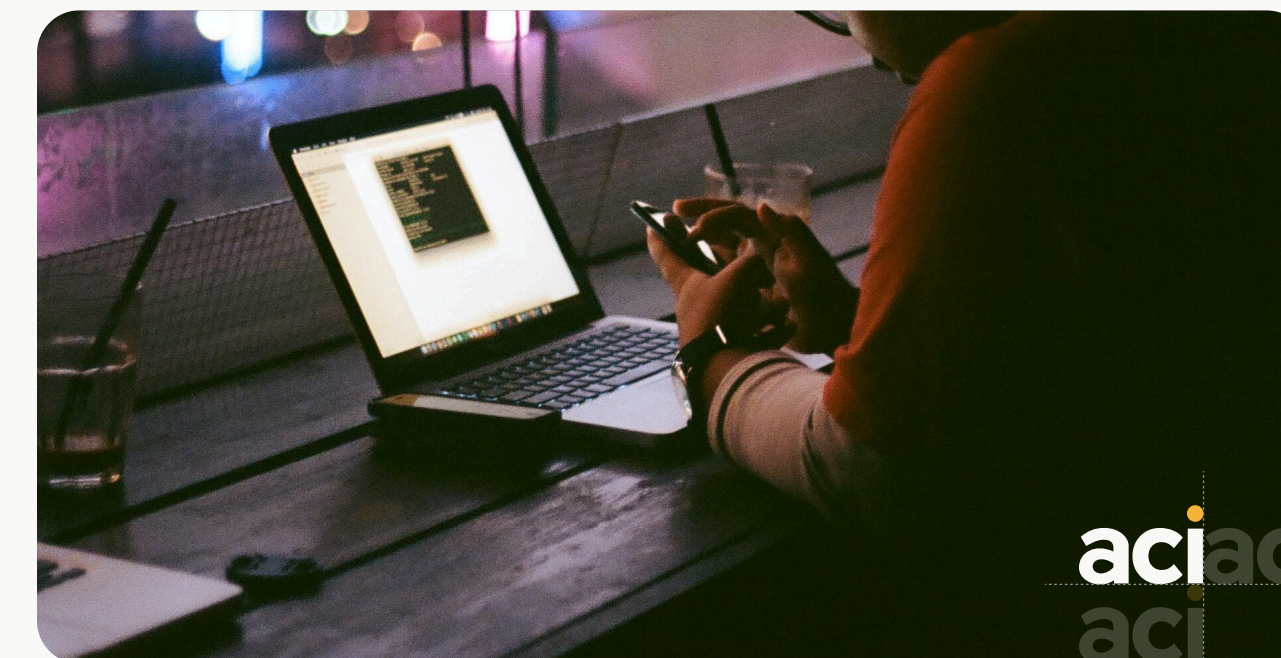
WIDEBAND WHITE

WAN WHITE

NETWORK NAVY

SECURITY SLATE

PHOTO - LIGHT CONTAINER

PHOTO - DARK AREA

SANDBOX SUN

WHITE BACKGROUND

BLACK BACKGROUND

LOGO

# Black and white usage

Black or white logos are essential for certain applications where the color conflicts with a design, color can't be used, or consistency is needed among various brands.

Sandbox Sun (#F4B43A) should be the only color background used with the logo.

70% BLACK LOGO

25% BLACK BACKGROUND

75% BLACK BACKGROUND
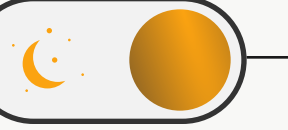
55% BLACK LOGO

10% BLACK BACKGROUND

55% BLACK BACKGROUND

Minimum contrast to maintain accessibility

Minimum contrast to maintain accessibility
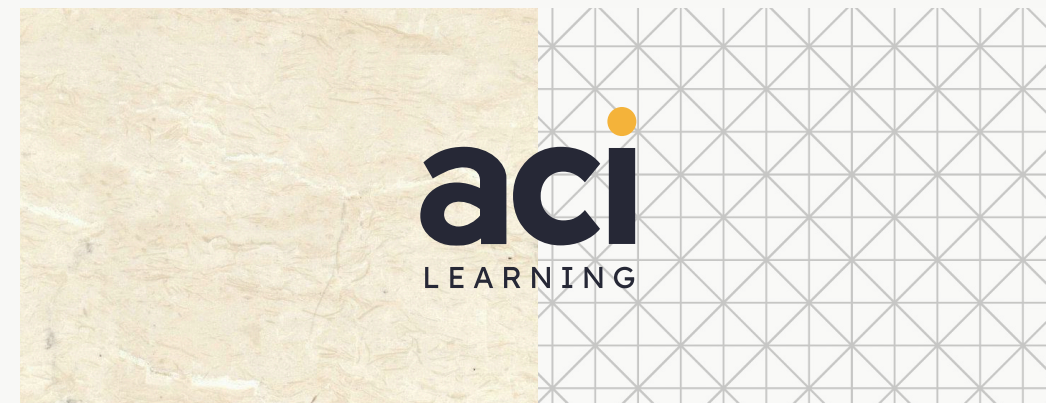
LOGO

# The do's and dont's

Ⓧ Do not outline the logo.

Ⓧ Do not use alternative fonts.

Ⓧ Do not change spacing or layout.

Ⓧ Do not place the logo on texture or patterns.

Ⓧ Do not stretch, squish or crop the logo.

Ⓧ Do not rotate the logo, or any part of it.

Ⓧ Do not add a mirror, shadow, or other effects.

Edutainers at **aci** LEARNING are the best.
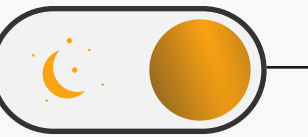
Ⓧ Do not use the logo in a sentence.

Ⓧ Do not use the logo on secondary accent colors.

Ⓧ Do not alter the color or transparency.

Ⓧ Do not place the logo over a photo. Follow layout guides for placement.

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LOGO / PRODUCTS

# Logo with Partner logo

When representing a Partner logo with the ACI Learning logo, place them to the right of the ACI Learning full logo. Use four dots to horizontally space the ACI logo from the Partner logo.



**aci** LEARNING | **BROWARD COLLEGE®**

Scale the Partner logo to match the top and bottom of the ACI Learning full logo.

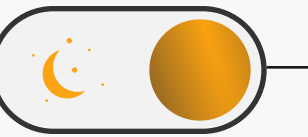⊗ Do not make Partner logo smaller than ACI Learning full logo

⊗ Do not make Partner logo larger than ACI Learning full logo

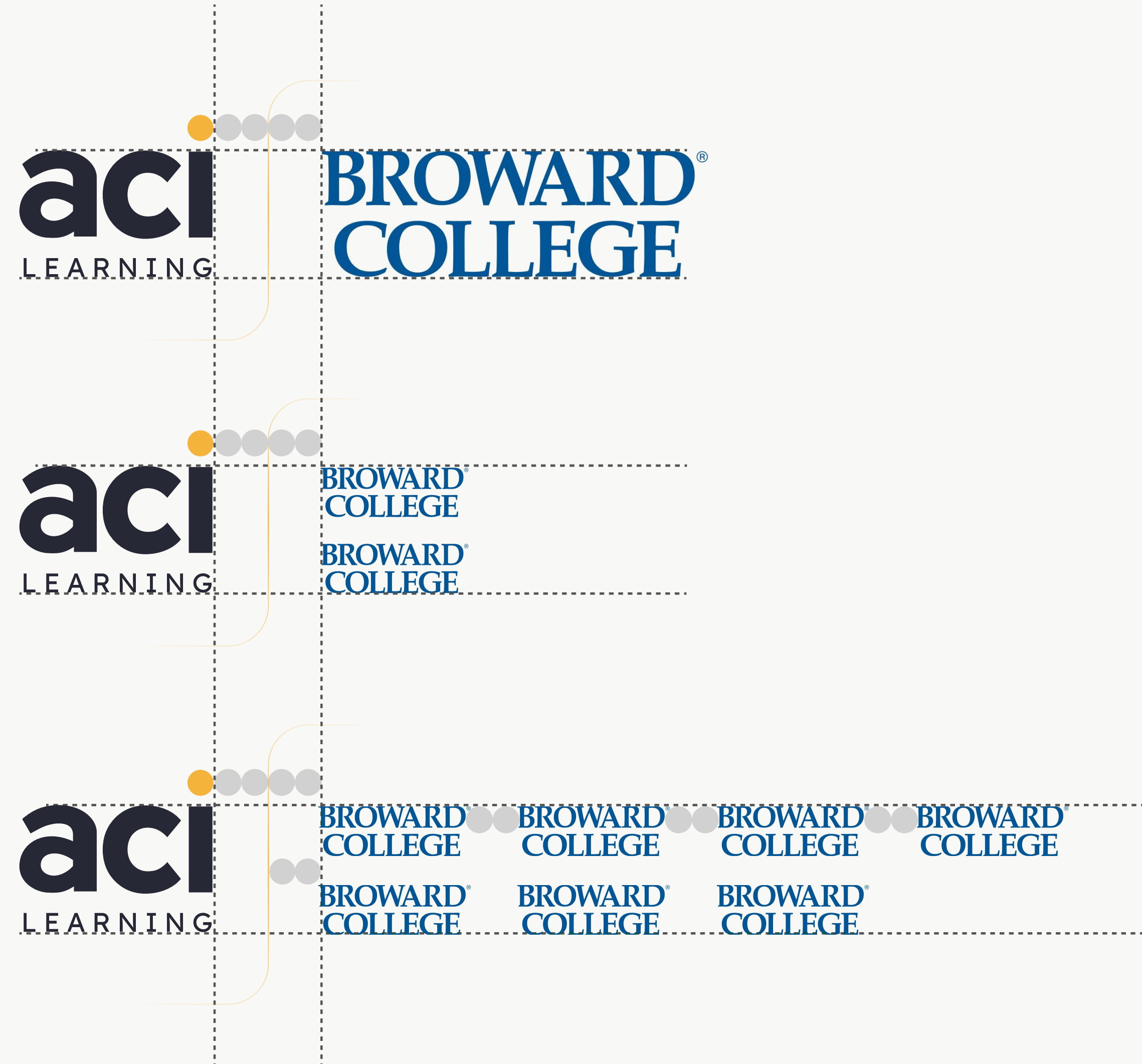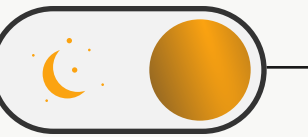⊗ Do not stack Partner logo and ACI Learning full logo

LOGO / PRODUCTS

# Logo with multiple Partner logos

When representing multiple Partner logos with the ACI Learning logo, place them to the right of the ACI Learning full logo.

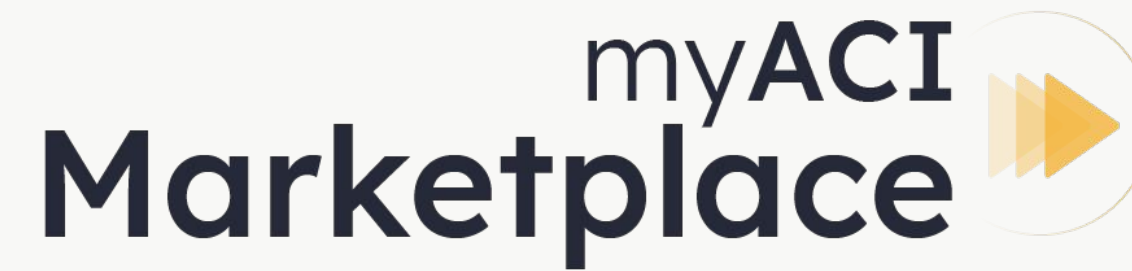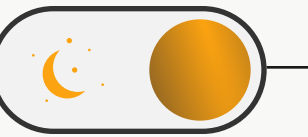Use four dots to horizontally space the ACI logo from the Partner logos.

ON LIGHT

ON DARK

LOGO / LMS PLATFORM

# The scalable skill building tool your team needs.

myACI
Learn

myACI
Marketplace

myACI
Learn

myACI
Marketplace

aci

**PARAGRAPHS**

Aa

Lexend Regular

| 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 | 01 | 02 | 03 | 04 |
| 05 | 06 | 07 | 08 | 09 | 10 |

FONT OVERVIEW

# Lexend.

Designed in 2017 by Bonnie Shaver-Troup, EdD, as "solution that would give the reader complete control over their own reading experience and improve retention and comprehension"... Lexend became one of the world's most accessible fonts.

Modern, bold, and sophisticated. It is an open source Google font that can be implemented on both web & print. It's variety of weight makes it an accessible font for different applications.

**LABELS**

Aa

Lexend Medium

| 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 | 01 | 02 | 03 | 04 |
| 05 | 06 | 07 | 08 | 09 | 10 |

**HEADINGS**

Aa

Lexend Bold

| 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 | 01 | 02 | 03 | 04 |
| 05 | 06 | 07 | 08 | 09 | 10 |

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## ✓ CORRECT
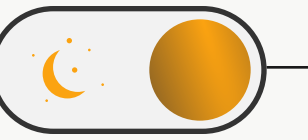
# Left-alignment

ALIGNMENT

# Make it left to make it right.

We're designing for accessible readability. A consistent left margin makes reading easier for the user and are essential to the experience.

Left-alignment makes it easier to find the start and finish of each line and ensures even spacing between words. This is especially important for users with dyslexia.

## ⊗ INCORRECT

# Right-alignment
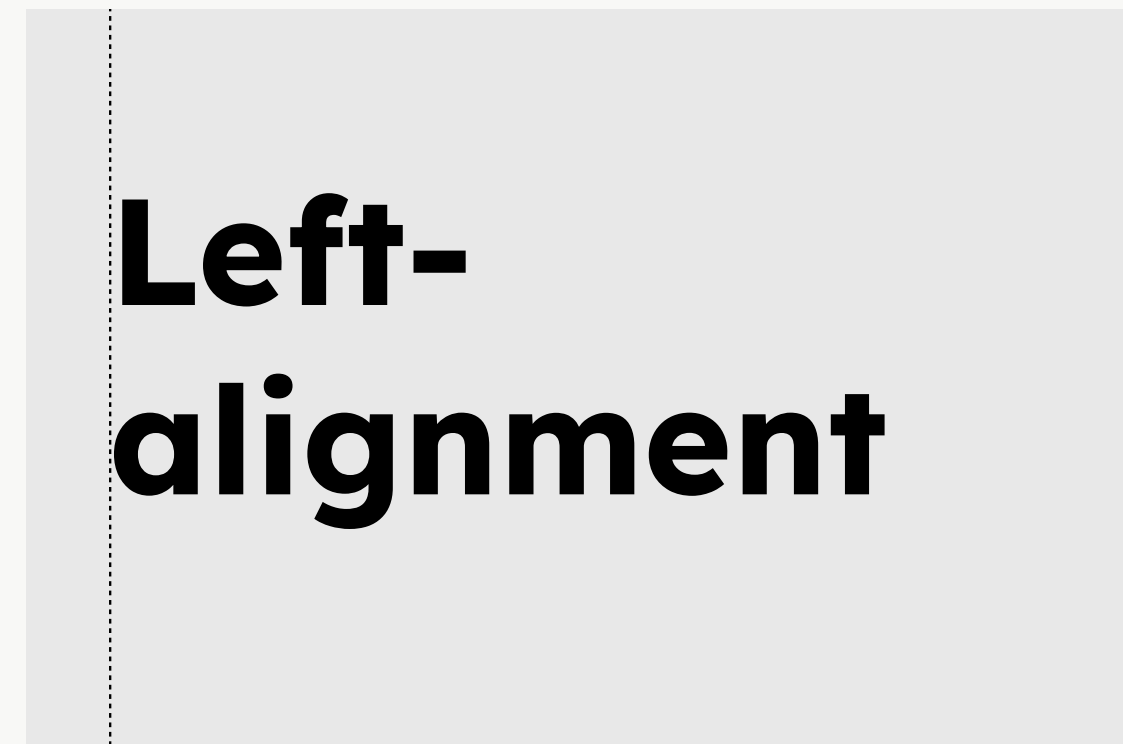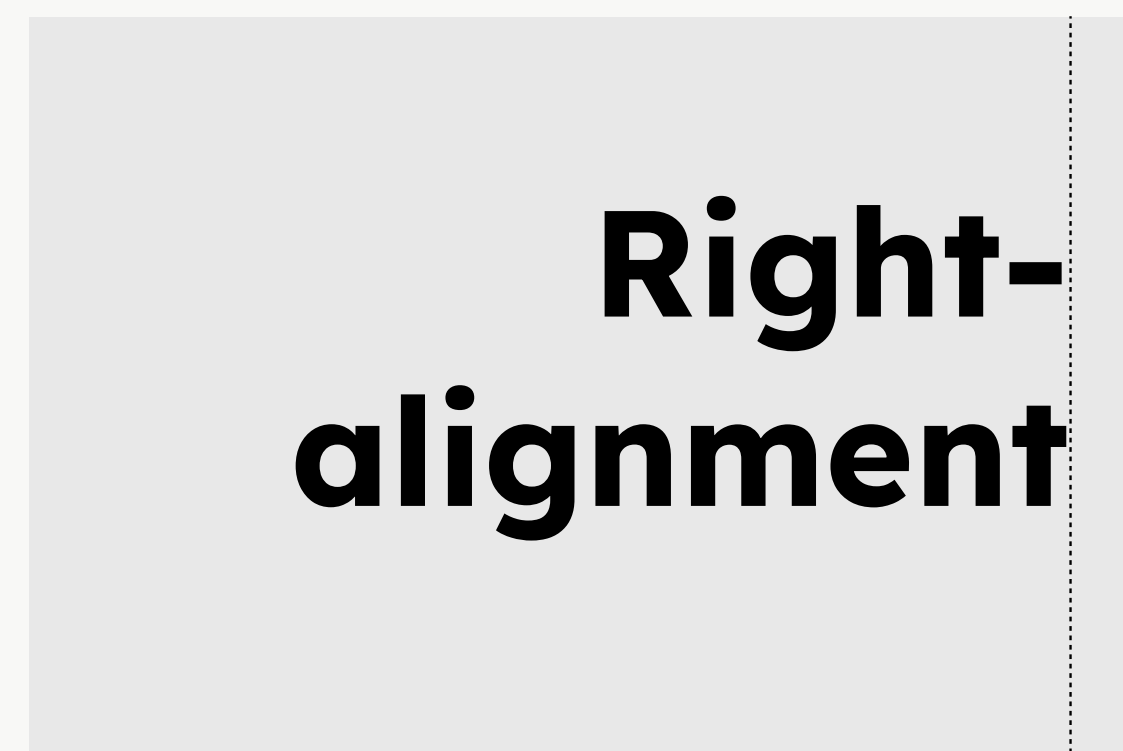
## ⊗ INCORRECT

# Center alignment

*Can be used in select cases with short phrases/copy.

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TRACKING

# Designing for readability.

Tracking is the amount of space given to an entire group of letters in a word. Tracking should follow the typography guide to aid in reading accessibility. Very loose or very tight tracking is to be avoided. Here are some examples to help guide tracking.

## ✕ TOO LOOSE

L A B E L S

6 4 %

**Heading**

4 %

This is a paragraph about things.

3 %

## ✕ TOO TIGHT

LABELS

3 4 %

**Heading**

- 6 %

This is a paragraph about things.

- 3 %

## ✓ JUST RIGHT

L A B E L S

5 4 %

**Heading**

- 1 %

This is a paragraph about things.

0 %

aci
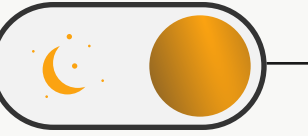
DON'TS

# Things we should not do.

There will undoubtedly be occasions where a type problem arises that isn't addressed in this brand guide. In these cases, refer to the guidelines as much as possible and try to find a solution that feels consistent with the overall brand. Here are some things that should always be avoided when setting type.

Let's be
bold together.

ⓧ  Do not use alternative fonts.

LET'S BE
BOLD TOGETHER.

ⓧ  Do not use ALL CAPS within display, heading, and paragraph typography.

Let's be
bold together.

ⓧ  Do not stretch typography.
Do not squish typography.

Let's be
**bold together.**

ⓧ  Do not combine weights in the same block of copy.

Let's be
bold together.

ⓧ  Do not outline typography.

*Let's be
bold together.*

ⓧ  Do not slant/italicize typography.

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Labels should always
be in ALL CAPS.

TYPOGRAPHY

# How it all works together.

Here are examples of how to use the typeface family together.

The Sandbox Sun period is
only used when stating bold,
declarative statements.

# Build the best tech team.

General headlines should not
use the Sandbox Sun dot.

## Essential roles and skills

Links within paragraphs
should use the Cyber cyan,
Link color (#007CA9).

This is a paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut ACI Learning et dolore magna aliqua. Ut enim ad minim professional procedures exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

aci
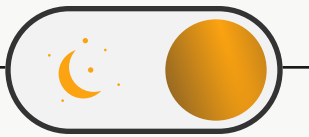
## COLOR - CORE

# Inspired by always-on.

Morning, afternoon, night, and the wee hours. We are an always-on partner, able to provide content that fits into the routine of businesses and individuals. The twilight hours inspire us and our color palette, reflecting the golden hours that cradle the dark and light.

Cyber Cyan ignites inspiration, fostering a blend of confidence and trust. ACI Learning paves the way for organizations seeking to bolster cybersecurity prowess and cultivate talent, offering a clear path forward.
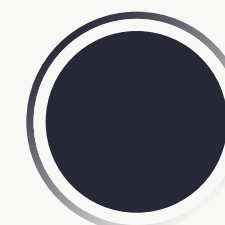
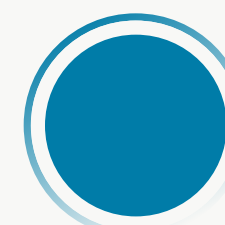Fresh. Flexible. Fun. Rooted.

## Primary
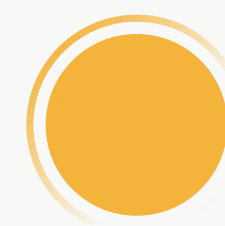
**Sandbox sun**
#F4B43A; PMS: 143 C
RGB: 244, 180, 58
CMYK: 0, 26, 76, 4

Used for the ACI dot, illustration and other graphic accents, UI components.
Used for primary CTA and link text on **dark** backgrounds.

**Network navy**
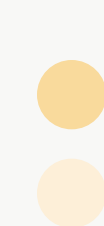#262937; PMS: 532 C
RGB: 38, 41, 55
CMYK: 31, 25, 0, 78

Used for backgrounds, and the primary font color on light. Base color for icons.

**Cyber cyan**
#007CA9; PMS: 2995 C
RGB: 0, 165, 225; CMYK: 100, 27, 0, 12

Used for primary CTA and link text on **light** backgrounds.

## Secondary & tertiary

SS secondary: #FADA9D
PMS: 10-3 C
RGB: 250, 218, 157
CMYK: 0, 13, 37, 2

SS tertiary: #FDF0D8
PMS: 7-9 C
RGB: 253, 240, 216
CMYK: 0, 5, 15, 1

Used for backgrounds, the ACI dot, buttons/ UI components, container backgrounds and accents.

**Network Navy**
secondary: #393D52

Used when looking to display a more blue tone and primary is too dark in application.

CC2: #00A5E1; PMS:P115-12C;RGB: 128, 210, 240; CMYK:47,13,0,6
CC3: #80D2F0; PMS:P118-1C; RGB: 204, 237, 249; CMYK:18,5,0,2
CC4: #CCEDF9; PMS:7690 C; RGB: 0, 124, 169; CMYK:66,18,0,34

Used for accents and icon accents. // Link text is underlined and uses Cyber cyan/Primary.
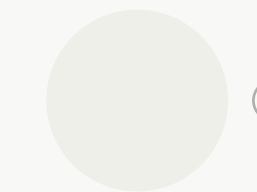
**Wideband white**
#F0F0EA; PMS: TBD
RGB: 248, 248, 246; CMYK: 0, 0, 1, 3

2ry: #F9F9F3; PMS:NA; RGB: 249, 249, 243; CMYK: 0, 0, 2, 2

Used for alternative light backgrounds, and alternative font color on dark. Secondary used for container backgrounds.
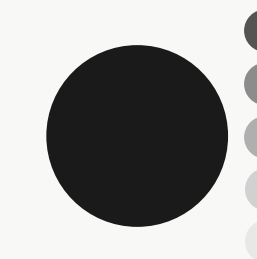
**Security slate**
#1B1B1A; PMS: 419 C
RGB: 27, 27, 26; CMYK: 0, 0, 4, 89

500: #545453; PMS: P169-15C; RGB: 84, 84, 83; CMYK: 0, 0, 1, 67
400: #8D8D8C; PMS: 423 U; RGB: 141, 141, 140; CMYK: 0, 0, 1, 45
300: #AFAFAF; PMS: Grey 6C ; RGB: 175, 175, 175; CMYK: 0,0,0,31
200: #D1D1D1; PMS: 179-3C; RGB: 209, 209, 209; CMYK: 0,0,0,18
100: #E8E8E8; PMS: P179-2C; RGB: 232, 232, 232; CMYK: 0, 0, 0, 9

Used for alternative dark backgrounds, and alternative font color on light. Tints can be used for accents and alternative font color.

**WAN white**
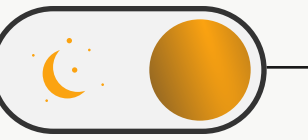#F8F8F6; PMS: 179-1 C
RGB: 248, 248, 246
CMYK: 0, 0, 1, 3

Used for backgrounds, and the primary font color on dark.

**WAN White secondary:**
# FAFAF8
PMS: TBD
RGB: 250, 250, 248
CMYK: 0, 0, 1, 2

Used for container backgrounds and accents.

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UI COLOR

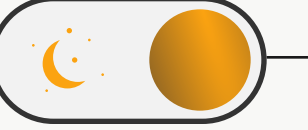# Improving flexibility and accessibility.

We are utilizing our accessible blue (#007CA9) as a primary color to support accessibility requirements and allow the yellow to be used more strategically. This change allows us to have consistency on platforms that may limit our color customization (e.g. Intercom) when text is defaulted to white for buttons.

**Light Mode**

Contact Sales

IT Course Catalog

Linked Text

**Dark Mode**

Contact Sales

IT Course Catalog

Linked Text

aci

ORBITAL IMAGERY

Used for representing the comprehensive learning solution of the B2B audience.
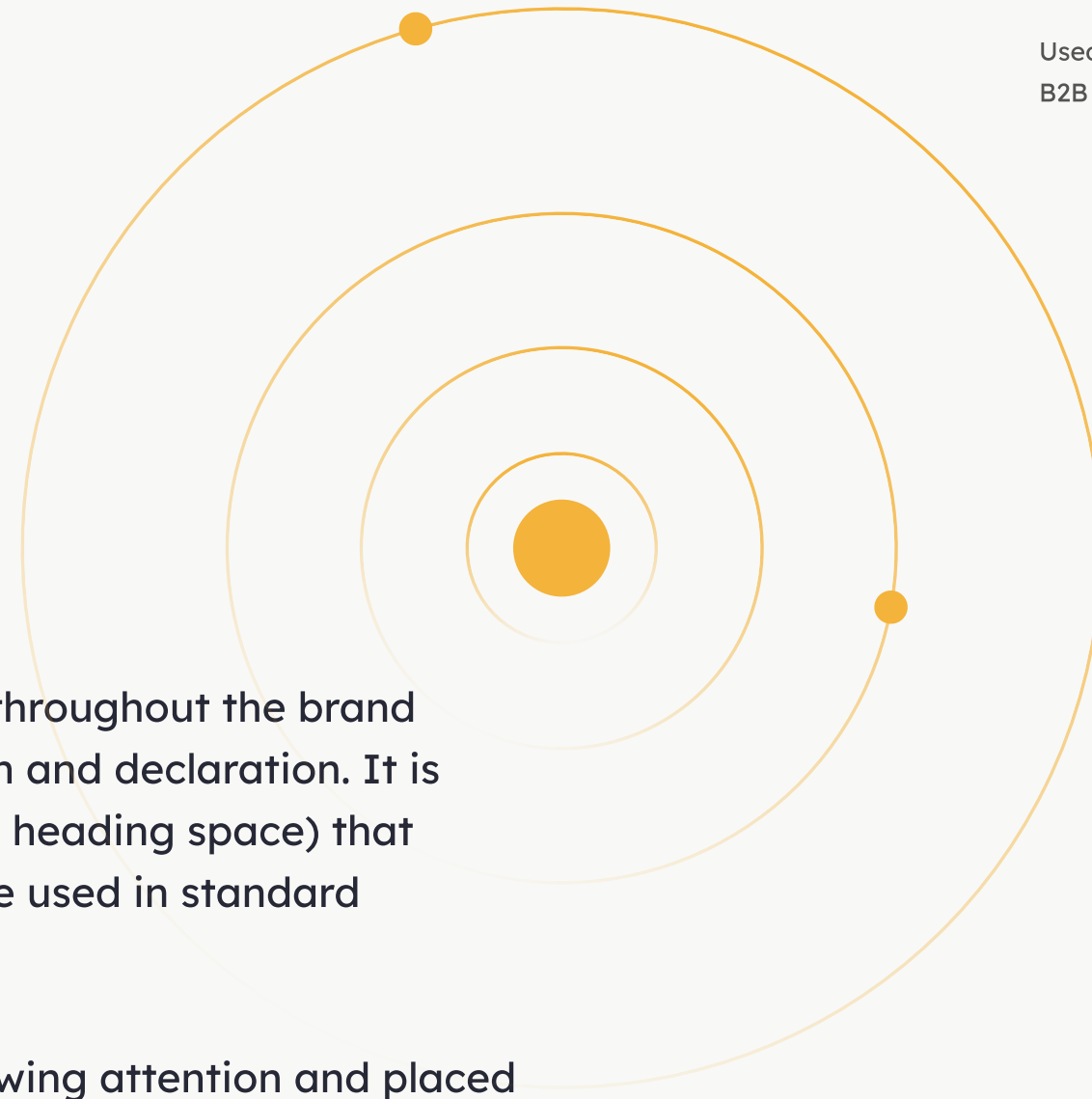
CORE BRAND ELEMENT

# The dot.

**Setting a statement.** The ACI dot is a thread throughout the brand identity that pops up in moments of inspiration and declaration. It is used to stamp a phrase or sentence (in a title/ heading space) that brings personality and emphasis. It is not to be used in standard descriptions or titles.

**Visual elements** come to life with the dot, drawing attention and placed at an intersection of connection and and inspiration.

**The dot represents...**
• Continuous Learning
• The Learning Journey
• A Point in the Career Path
• A Spotlight or Beacon of Light

DOT ALONG PATH

Used for representing the learning journey and career path of the B2C audience.

DECLARATIVE STATEMENTS

## Navigate trends.
## Outmaneuver threats.
## Gain essential insight.

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## ILLUSTRATION

To better reflect the software platform, myACI, this illustration style provides the ability to display the product and its features in relative abstract form. It allows for a more branded visual and complex concept representation.
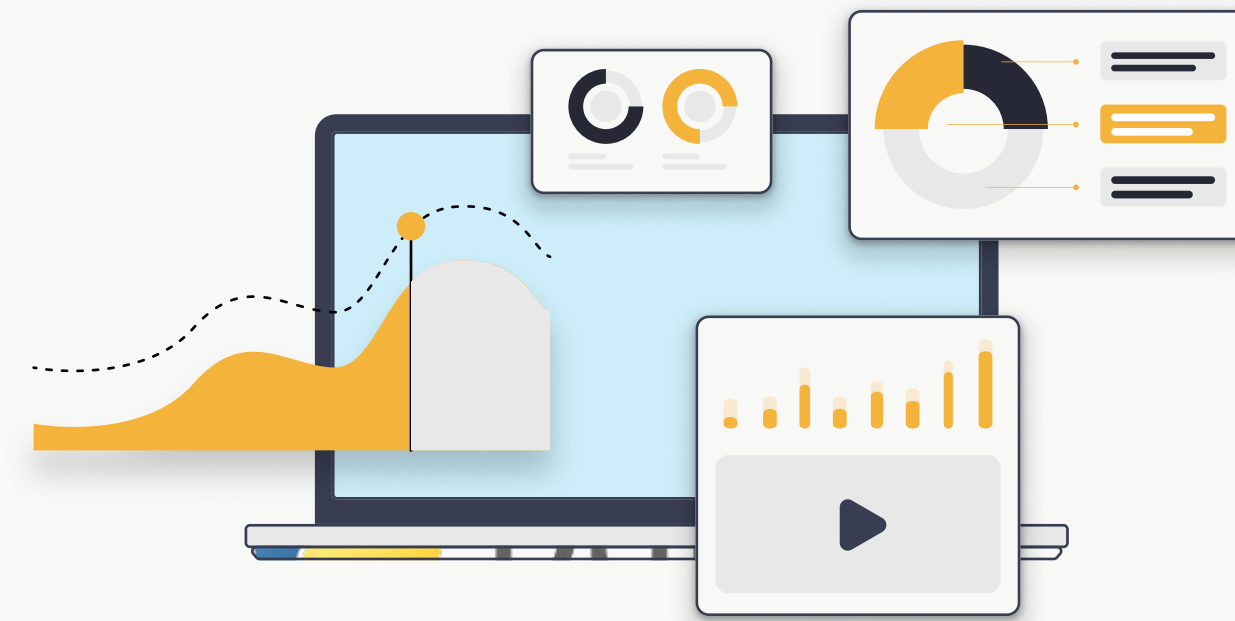


### Line weight

1px is the primary weight. 2px can be used in larger scales and/or areas where lines need more prominence among a busy layout.

### Color

Utilize [Network] Navy (#262937) for strokes and detail elements.
Use Sandbox Sun (#F4B43A) for primary focus accents.
For primary component backgrounds, Use WAN White, Security Slate 50 or 100.
To create additional depth and color variation, use Tertiary Cyber Cyan for background elements.

## GRAPHICS & ILLUSTRATION

# Adding context, interest, and delight.

\* For acilearning.com
- Illustrations to represent solutions and product features
- Less focus on the individual and more focus on the enterprise audience
- Large scale "iconography" will be in the same style as larger scale graphics, but simplified
- We will keep our existing small icon set for certain use cases, i.e. course cards

## ILLUSTRATIVE ICONS

These large-scale icons provide more opportunity to provide better context and focus to accompanying messaging, and to speak to specific platform features.
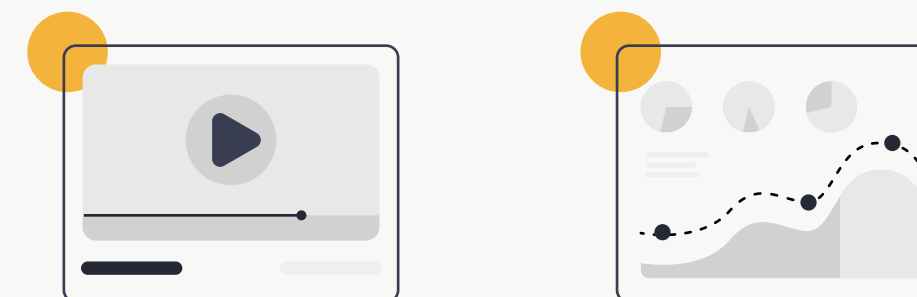


### Color

Use a limited palette as follows:
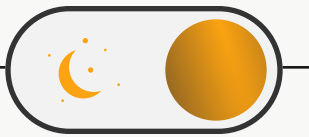Utilize [Network] Navy (#262937) for strokes.
Utilize [Network] Navy (#262937), Security Slate 50, 100, or 200 for accent elements.
Use Sandbox Sun as a "beacon" in the top right to draw attention to the icon.

## SMALL SCALE ICONS

Use small-scale icons to help convey information at a glance — i.e., Instructor-led training, video on demand.

## CONTEXTUAL REFERENCE

# Adding humans in context.

- All people representation will be aligned with the new illustration approach to provide more visual description in context. i.e. a Learner ranked on a leaderboard among their peers — the leaderboard represented in the illustration style reinforces the software feature/ value to the learner, while acknowledging the human element and emotion that the feature supports.

- People representation will be limited in any B2B context. The software and illustrations representing the software (myACI) experience will be the primary visuals.

### HERO IMAGERY

These are used in large areas to fill space and focus on conveying an emotion. E.G. the final CTA section of a webpage.

Aside from highlighting the product, we can also use the Yellow Dot to highlight a persons career journey using our product.
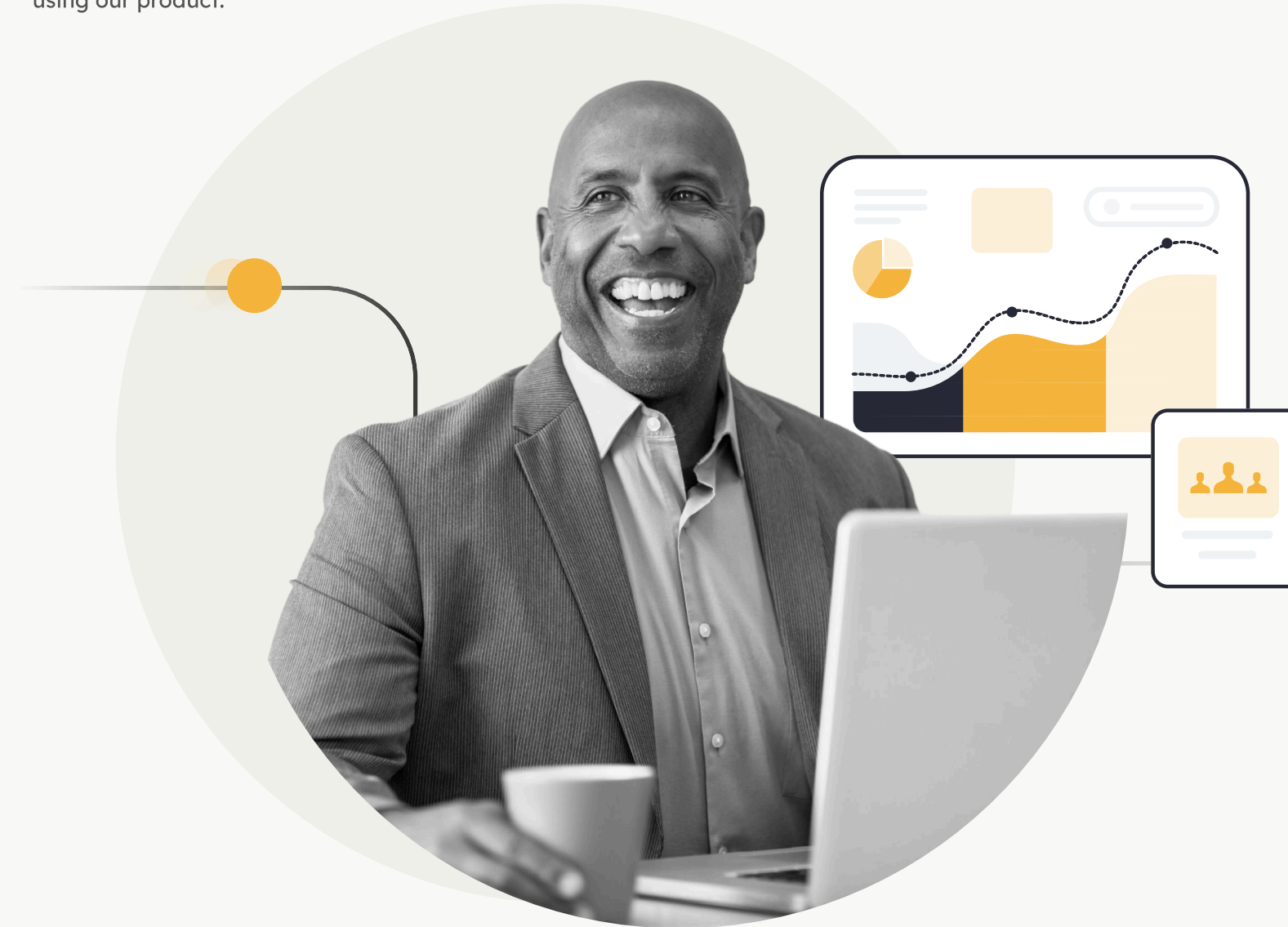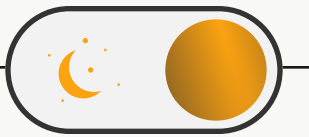
Use a circle mask to frame the person in the graphic. Person and background will alway be slightly off-center (around 10%)

Product will always be shown in color, while the background is muted (Wideband White/Primary).

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# SaaS illustration in action.

This is an example of the new illustration approach -- leaning into the software representation -- on the homepage.