

PAPER

BRAND GUIDELINES

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LOGO

Paper's primary logo mark is the company name, in white, on the bright blue rectangle with the paper fold treatment. This logo should be used wherever possible.



On dark backgrounds, the version with reversed colors should be used.



Where it's not possible to use colors, the logo can be applied in black and white.



If the logo is needed for textured printing (e.g., embossing, bevel), or anywhere else where color can't be rendered, the outline logo version can be used.

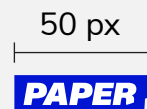


Logo icon



If it's impossible to use the full logo due to readability concerns, using a small icon version of the logo is acceptable. This version is reserved only for very small sizes (e.g., app icon, browser favicon).

Minimum size



Applying the logo at a width of less than 50 pixels (or equivalent) is not recommended. If a smaller size is necessary, using a small icon version of the logo should be considered.

Safe area



The minimum safe area around the logo should always be equivalent to the height of the "P" in the Paper logo. No other elements should be in the safe area.

LOGO

Incorrect Uses



Do not change the color of the logo.



Do not distort the logo.



Do not place the primary version of the logo on dark backgrounds.



Do not place the reversed version of the logo on light backgrounds.



Do not use the logo at the sizes smaller than recommended.



Do not use the wordmark alone, without the rectangle with the paper fold.



Do not apply the logo with a transparent Paper wordmark.



Do not use the outline version as a main company logo.



Make sure logo placement allows appropriate surrounding safe space.



Do not change the font or styling of the Paper wordmark.

COLORS

Primary Palette



RGB 0, 11, 118

HEX #000b76

RGB 0, 20, 209

HEX #0014d1

RGB 156, 104, 255

HEX #9c68ff

RGB 206, 13, 13

HEX #ce0d0d

RGB 255, 87, 13

HEX #ff570d

RGB 255, 215, 0

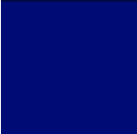
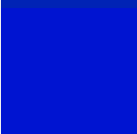
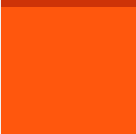
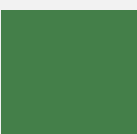
HEX #ffd700

RGB 91, 177, 99

HEX #5bb163

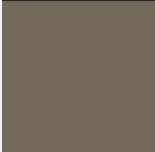
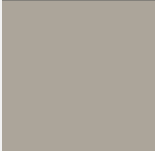
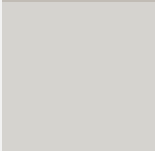
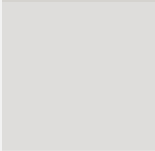
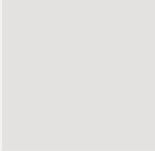
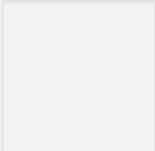
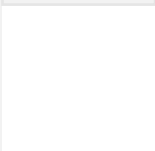
COLORS

Extended Palette

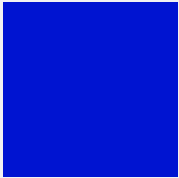
	RGB 1, 9, 71	HEX #010947		RGB 121, 16, 16	HEX #791010
	RGB 0, 11, 118	HEX #000b76		RGB 206, 13, 13	HEX #ce0d0d
	RGB 9, 31, 150	HEX #091f96		RGB 253, 57, 57	HEX #fd3939
	RGB 0, 35, 181	HEX #0023b5		RGB 206, 51, 7	HEX #ce3307
	RGB 0, 20, 209	HEX #0014d1		RGB 255, 87, 13	HEX #ff570d
	RGB 43, 63, 209	HEX #2b3fd1		RGB 253, 125, 80	HEX #fd7d50
	RGB 118, 63, 225	HEX #763fe1		RGB 231, 185, 26	HEX #e7b91a
	RGB 156, 104, 255	HEX #9c68ff		RGB 255, 215, 0	HEX #ffd700
	RGB 171, 129, 255	HEX #ab81ff		RGB 255, 230, 0	HEX #ffe600
	RGB 68, 127, 73	HEX #447f49			
	RGB 91, 177, 99	HEX #5bb163			
	RGB 117, 189, 120	HEX #75bd78			

COLORS

Grayscale Palette

	RGB 0, 0, 0	HEX #000000
	RGB 38, 35, 31	HEX #26231f
	RGB 114, 105, 92	HEX #72695c
	RGB 131, 128, 122	HEX #83807a
	RGB 172, 165, 154	HEX #aca59a
	RGB 193, 188, 181	HEX #c1bcb5
	RGB 213, 211, 207	HEX #d5d3cf
	RGB 222, 221, 219	HEX #dedddb
	RGB 227, 226, 224	HEX #e3e2e0
	RGB 242, 242, 242	HEX #f2f2f2
	RGB 255, 255, 255	HEX #ffffff

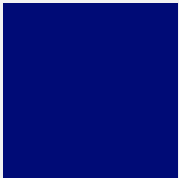
Primary bright blue



RGB 0, 20, 209
HEX #0014d1

Paper's primary blue color is exclusively for the company logo and call-to-action buttons on the corporate website. Limit its use (beyond the Paper app) otherwise.

Base dark blue



RGB 0, 11, 118
HEX #000b76

Base dark blue is a foundational color in our brand. While using the color palette, the general guidance is to combine a single bright color with the base dark blue (see more examples on pages 11-12, "Visual Elements - Color Overlays").

Use of primary and secondary palette

The use of the colors outlined in the primary palette is strongly recommended. Darker shades and lighter tints of these colors, defined in the expanded palette, are reserved solely for very limited use, where variety is needed. For neutral backgrounds, using the grayscale palette is recommended. Wherever possible, use the lightest gray tone as a background color - instead of pure white - to offset the brightness of our palette.

Use of primary bright blue for background

Using primary blue as a background color is **not recommended**. Instead, use any other color from the primary palette or grayscale palette.



FONTS

Primary font

Monument Grotesk

Paper's primary font is Monument Grotesk. It should be used for bold headlines and prominent titles and headings, and should always be maintained in our logo wordmark. It should not be used for text smaller than 16pt.

Secondary font

Nunito Sans

Paper's secondary font is Nunito Sans (not to be confused with Nunito). It should be used for small copy text, where readability is important. It can also be used for smaller subheadings, no larger than 16pt (with the exception of the website, where it may be used at larger sizes for body text).

Monument Grotesk varieties

Monument Grotesk Regular
Monument Grotesk Regular Italic
Monument Grotesk Medium
Monument Grotesk Medium Italic
Monument Grotesk Bold
Monument Grotesk Bold Italic
Monument Grotesk Heavy
Monument Grotesk Heavy Italic
Monument Grotesk Black
Monument Grotesk Black Italic

Nunito Sans varieties

Nunito Sans Extra Light
Nunito Sans Extra Light Italic
Nunito Sans Light
Nunito Sans Light Italic
Nunito Sans Regular
Nunito Sans Italic
Nunito Sans Semibold
Nunito Sans Semibold Italic
Nunito Sans Bold
Nunito Sans Bold Italic
Nunito Sans Extra Bold
Nunito Sans Extra Bold Italic

All the varieties shown above can be used as needed, with the italic and bold varieties reserved for emphasis or headlines.

Large Headline

Monument Grotesk Heavy, 34pt

Medium Headline

Monument Grotesk Bold, 22pt

Copy Text - Students receive instant live help from educators following Socratic teaching principles. Written work is reviewed and annotated by an educator to give students rapid writing feedback. Teachers save time and energy by receiving transparent reports into their classes. Teachers receive supporting intervention tools for Tier 2 and Tier 3 RTI initiatives.

Nunito Sans Regular, 16pt

Small Subheading

Nunito Sans Bold, 16pt

Copy Text - Students receive instant live help from educators following Socratic teaching principles. Written work is reviewed and annotated by an educator to give students rapid writing feedback. Teachers save time and energy by receiving transparent reports into their classes. Teachers receive supporting intervention tools for Tier 2 and Tier 3 RTI initiatives.

Nunito Sans Regular, 14pt

Small Subheading

Nunito Sans Bold, 11pt

Copy Text - Students receive instant live help from educators following Socratic teaching principles. Written work is reviewed and annotated by an educator to give students rapid writing feedback. Teachers save time and energy by receiving transparent reports into their classes. Teachers receive supporting intervention tools for Tier 2 and Tier 3 RTI initiatives. Students receive instant live help from educators following socratic teaching principles. Written work is reviewed and annotated by an educator to give students rapid writing feedback.

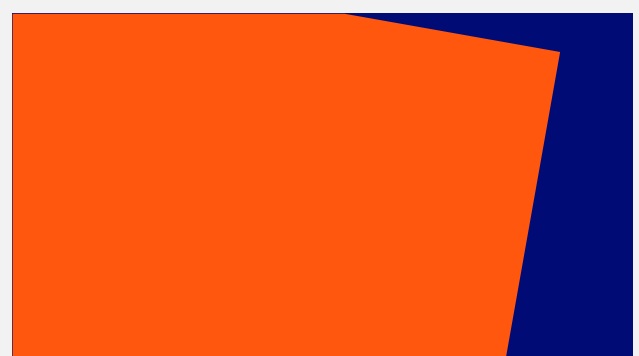
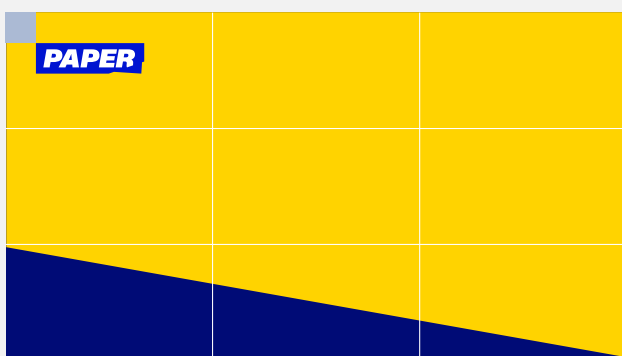
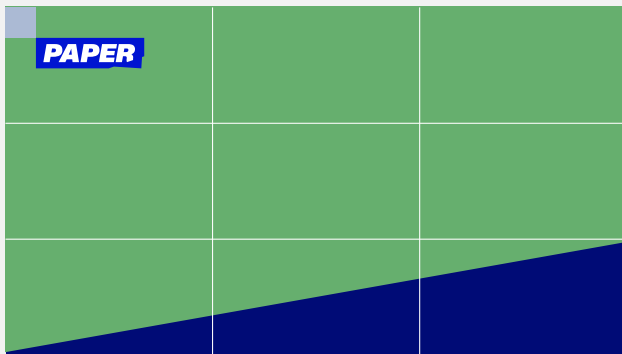
Nunito Sans Regular, 11pt

Paper logo angle

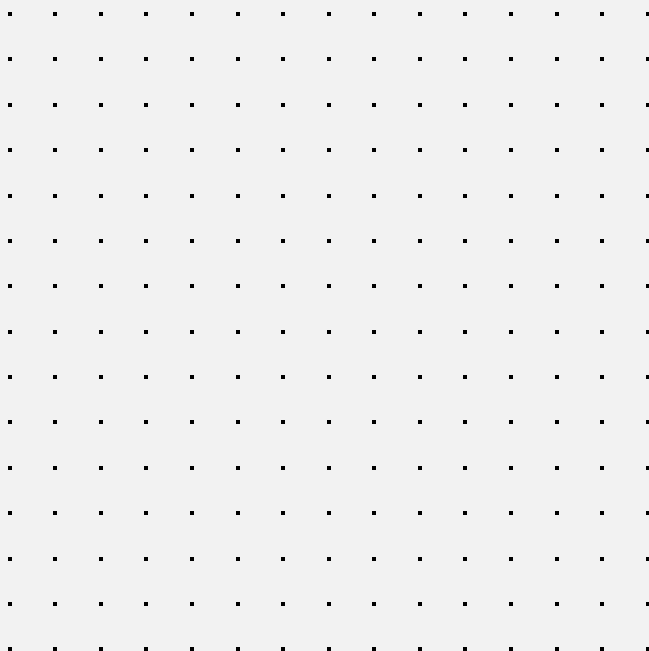
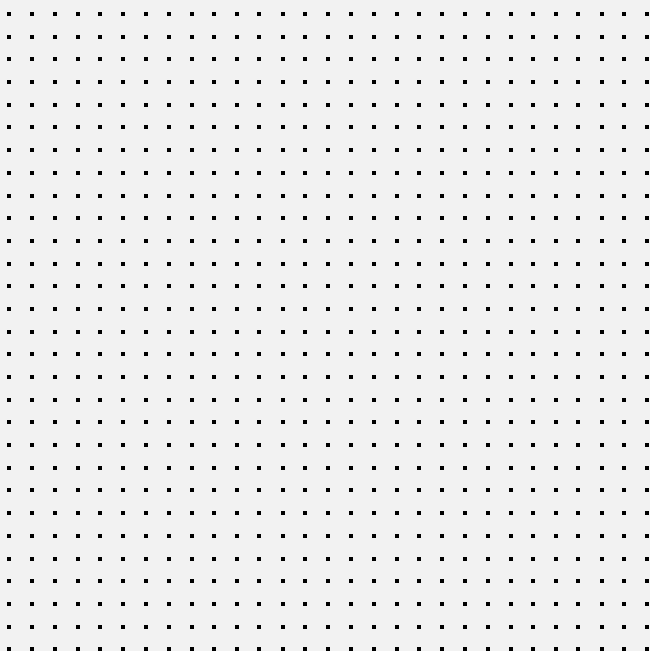
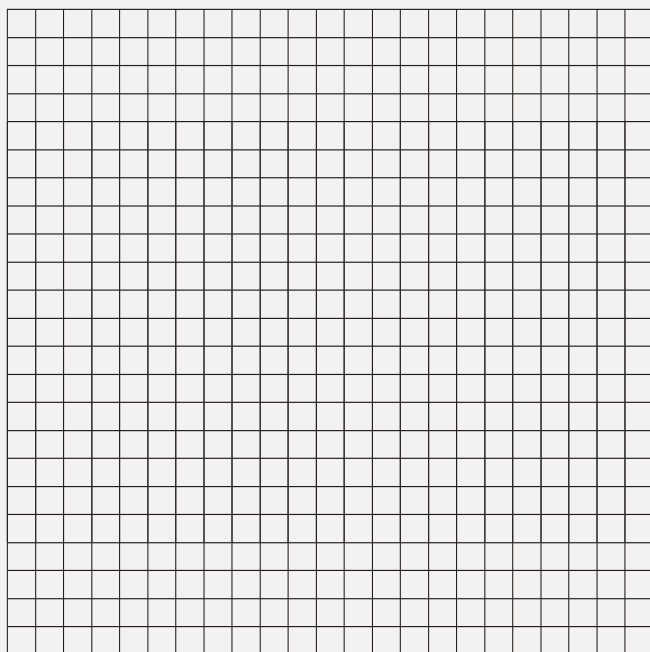
The angle of the Paper logo wordmark is the foundation of the color overlay treatment in our branding. This represents sheets of paper stacked together, and is a fun way to express our color palette.



Here are a few more examples of how color overlays can be used. Note that the base dark blue is always used as a background, and one of our primary colors is always used as an overlay.

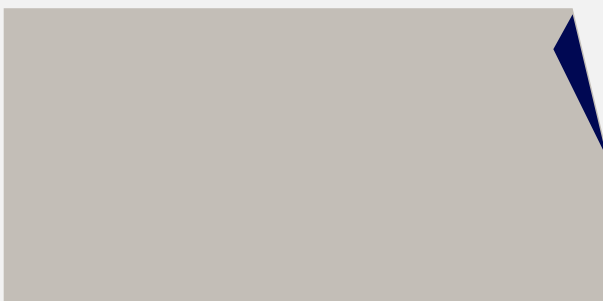
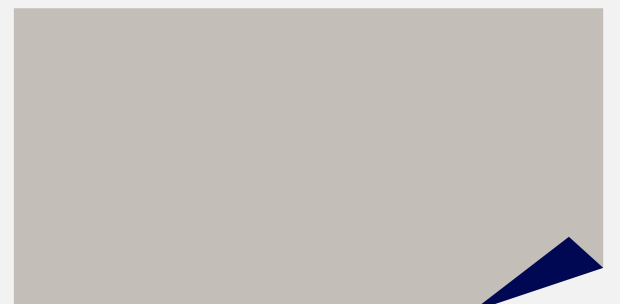
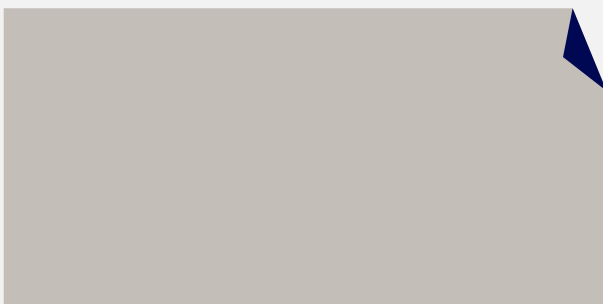


To add visual interest to color overlays, one of these patterns can be added as a layer. They should always be applied at low opacity if used as a background for text.



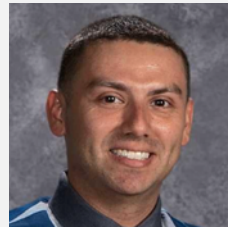
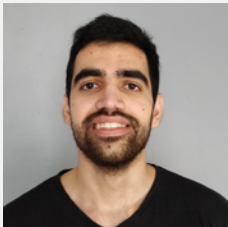
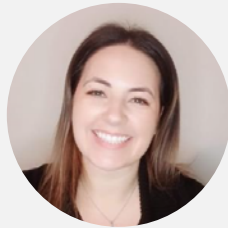
The paper fold is another key element of our brand. The color of the paper fold should almost always be the base dark blue in order to work well with all the other colors of the palette.

Here are the variations of the paper fold that can be used.



While we don't use custom or stock photography in our brand's visual expression, we often need to use headshots of tutors, panelists, educators, or other partners in our materials.

Where quality and color scheme permit (neutral backgrounds are best), the use of a full-color headshot in a circle or square shape is preferred.

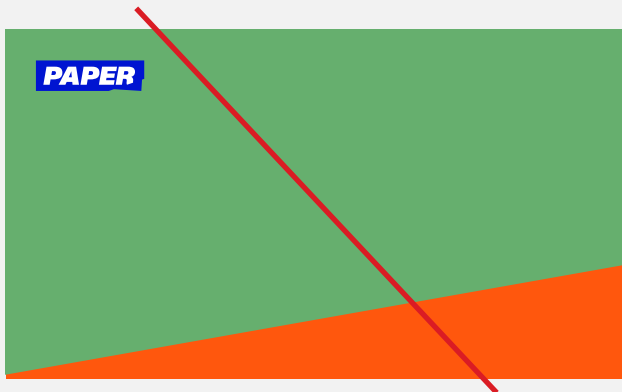


If the headshot's resolution is low, or the background color is bright, it's best to use a monochrome treatment for the photo - duotone mode with the base dark blue (#000b76) as a foundational color.

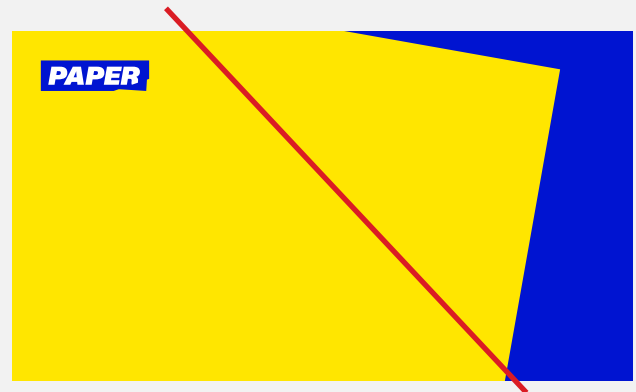


VISUAL ELEMENTS

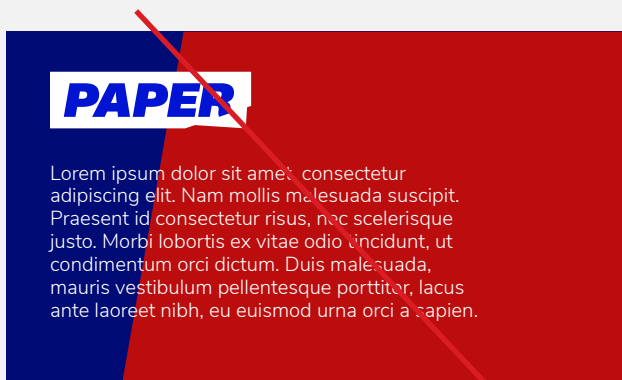
Incorrect Uses



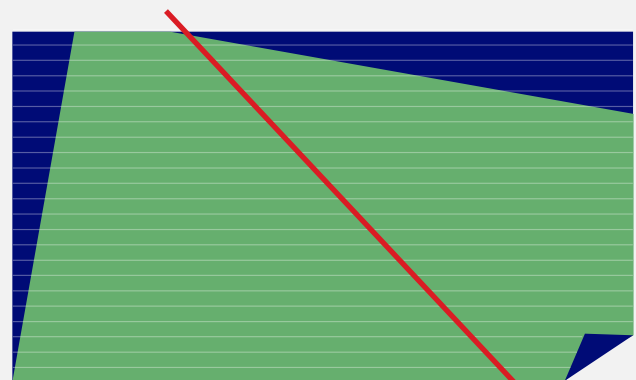
Do not combine two or more bright colors together in one design.



Do not use the primary bright blue as a foundation instead of the base dark blue.



Important elements such as logo and copy text should not be placed across the edge where two colors connect.



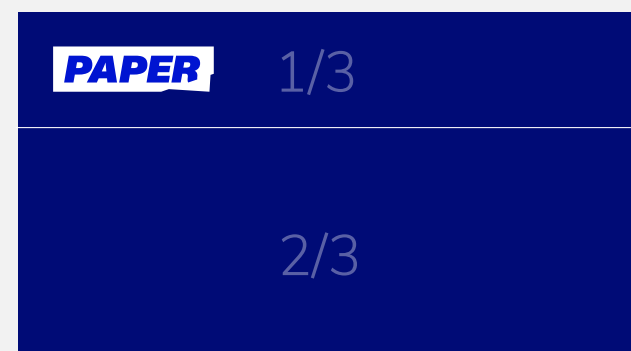
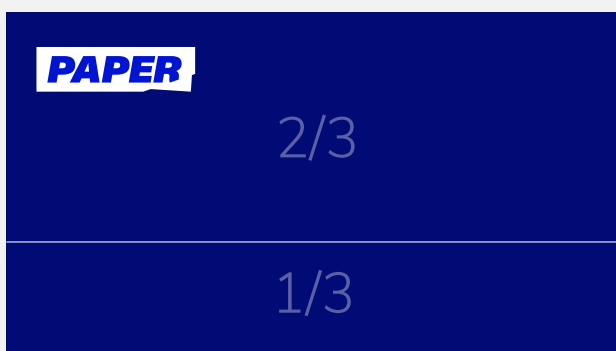
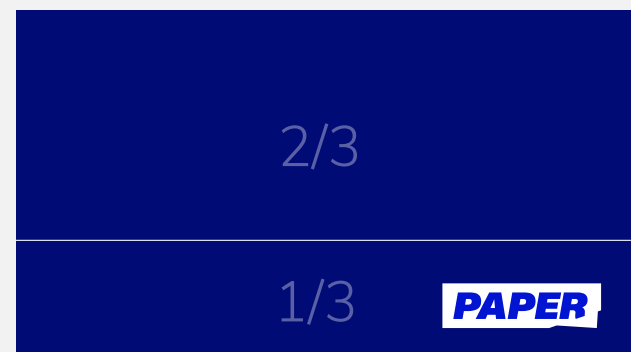
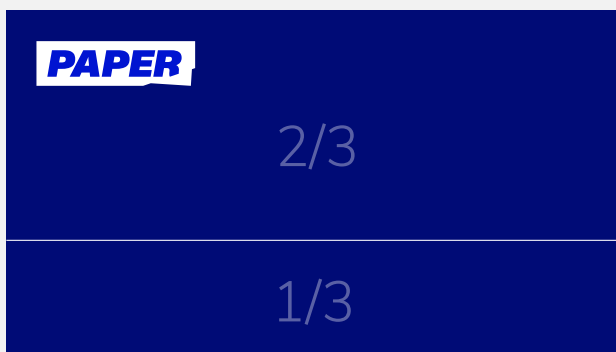
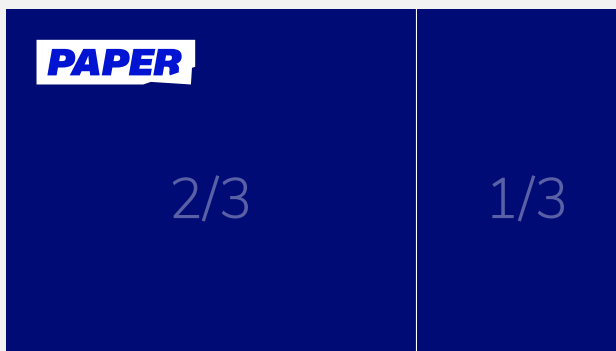
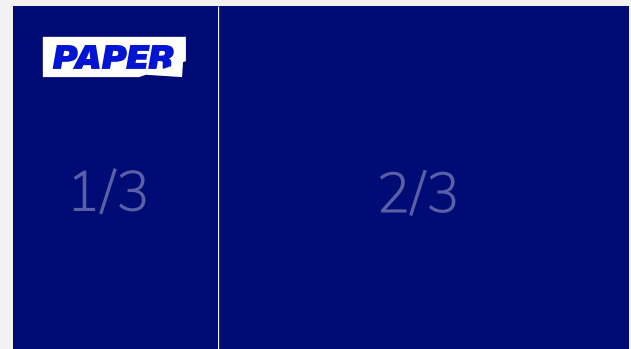
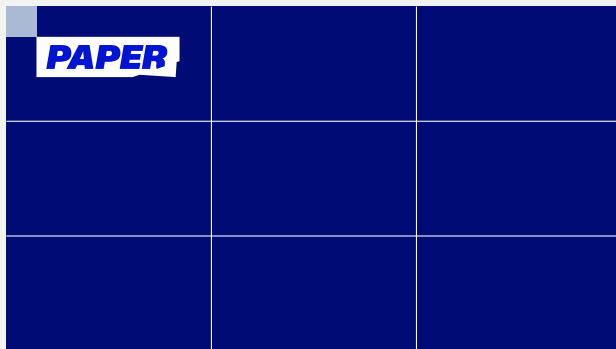
Do not use all the visual elements (color overlay, pattern, and paper fold) all at once. Combining two at a time is acceptable.



Do not use any other color for the headshot monochrome treatment.



Do not use multiple bright colors for text, especially against bright backgrounds.



LAYOUT & GRID

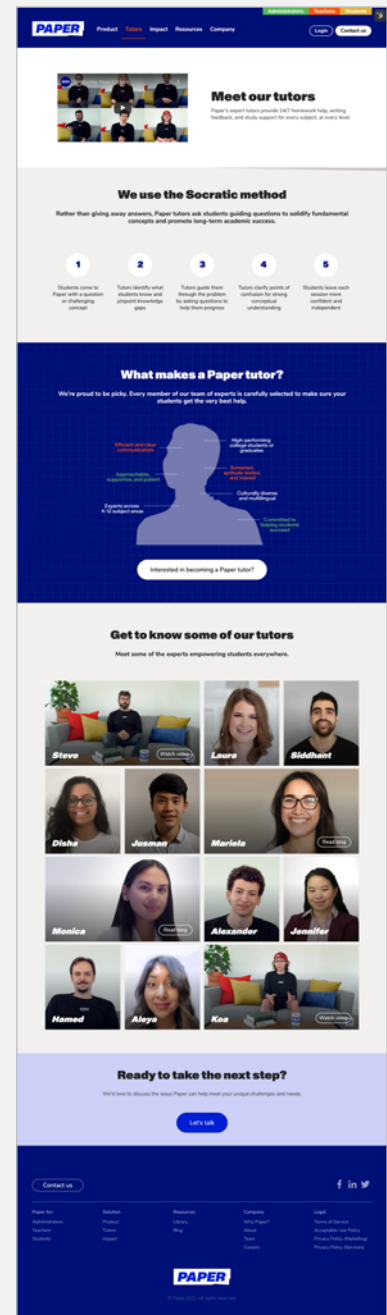
Sample Usage



EXAMPLES

Website Layout

Here are a few examples of how Paper's visual elements are used on the company's website.



EXAMPLES

Website Graphics

Website graphics may use a combination of different visual elements and the extended color palette. These assets commonly don't require a logo, and usually don't include a call-to-action button, unless necessary.

EDUCATOR VOICES



Michael R. McCormick
Superintendent,
Val Verde Unified School District, CA



Matt Penner
Director of Information &
Instructional Technology, CCTO,
Val Verde Unified School District, CA

TUTOR INSIGHTS

"We understand and look at things from a student's perspective."



Khoi Anh,
Paper Tutor

PAPER NEWS



Paper's Work From Home Experience

Distance Learning Advice From an Olympian



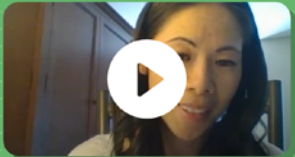
PARTNERSHIP STORIES



Santa Barbara Unified School District

TESTIMONIAL

How Pasadena USD stretched teacher bandwidth



[View](#)

TUTOR INSIGHTS

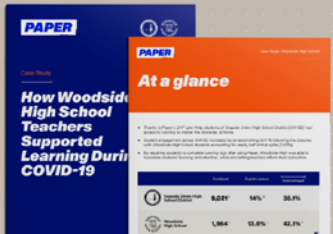
Learn How Our Tutor Aleya Helps Build Student Relationships Online



CASE STUDY

How Woodside HS supported learning during COVID-19

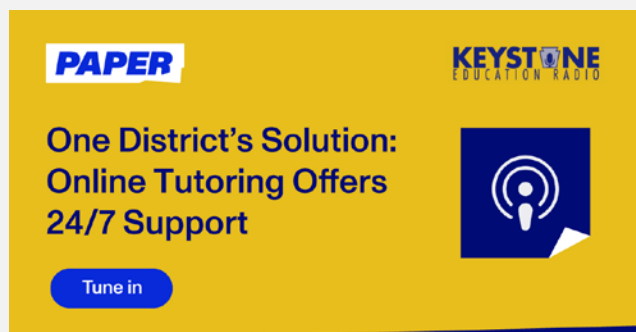
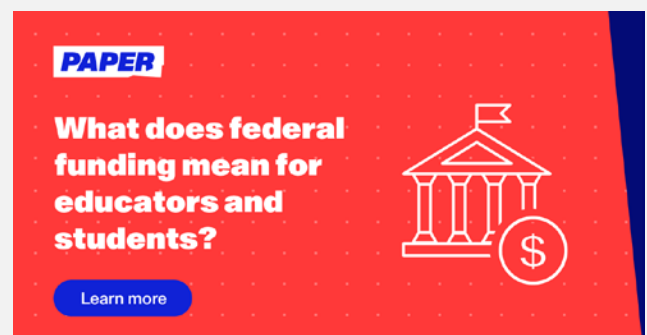
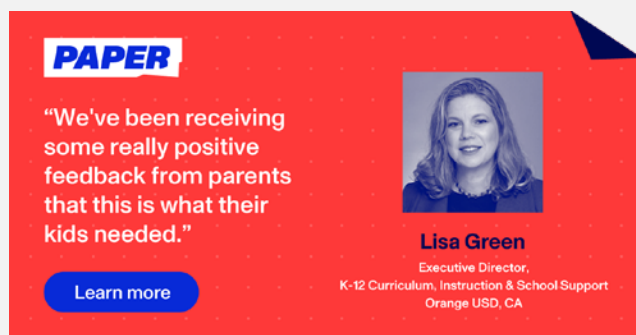
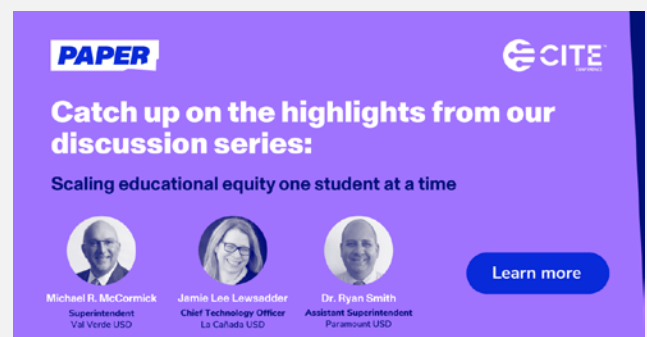
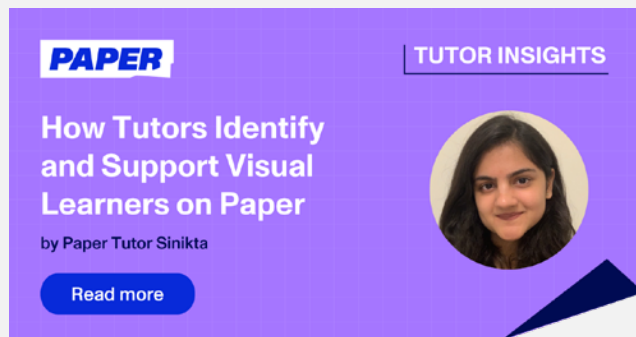
[Download](#)



EXAMPLES

Social Media Graphics

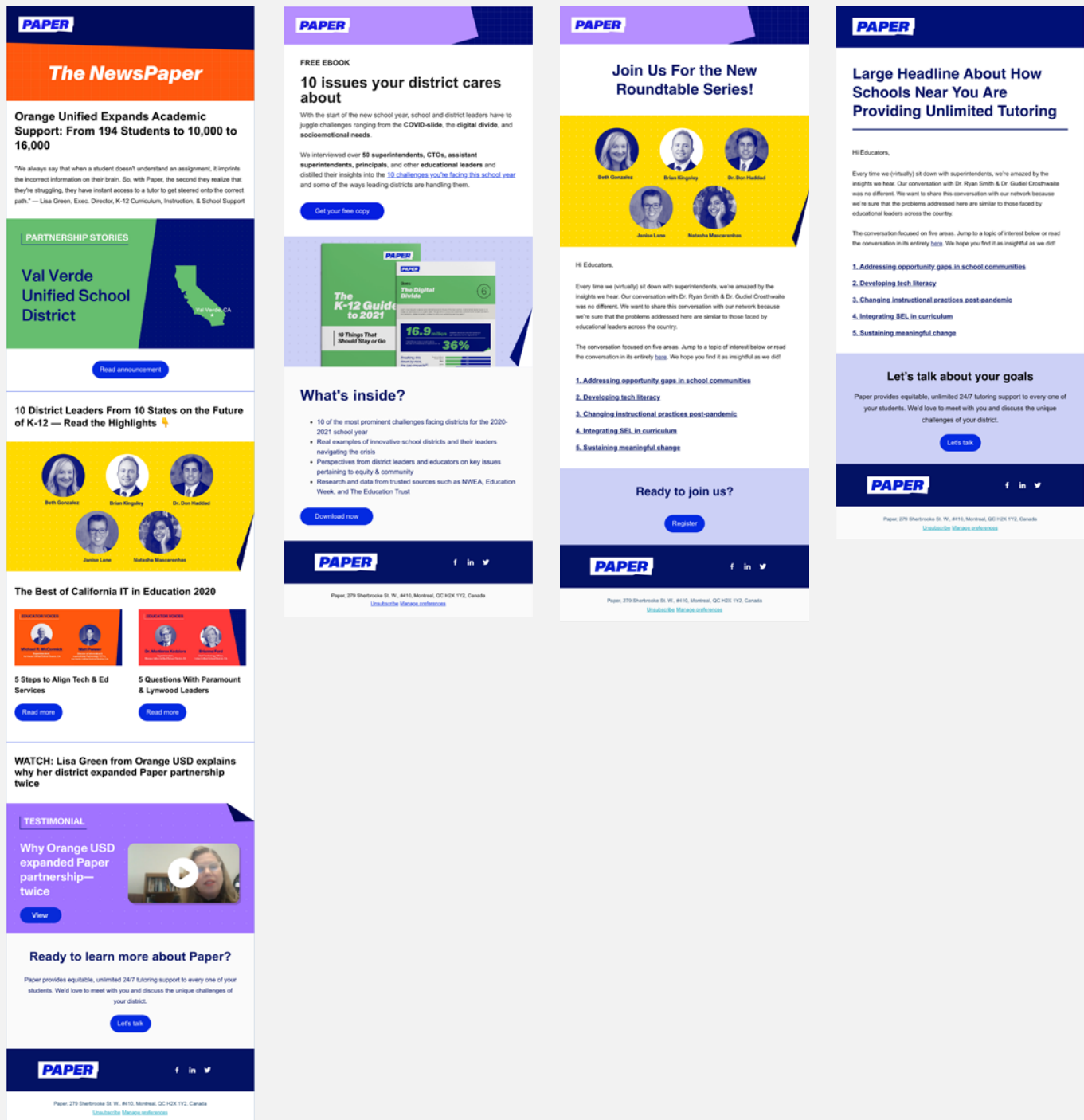
Social media graphics use similar principles to the website graphics, but they should include a logo and a call-to-action button, where possible.



EXAMPLES

Emails

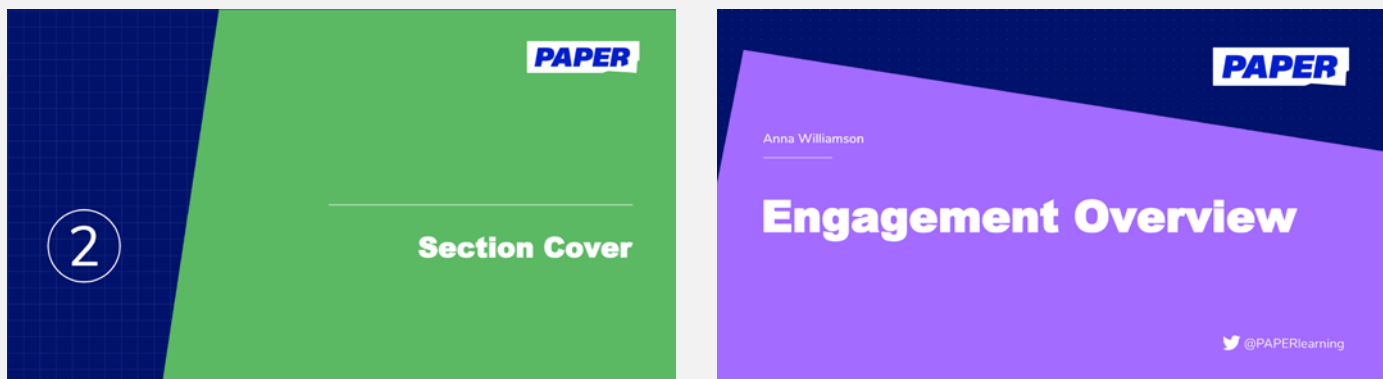
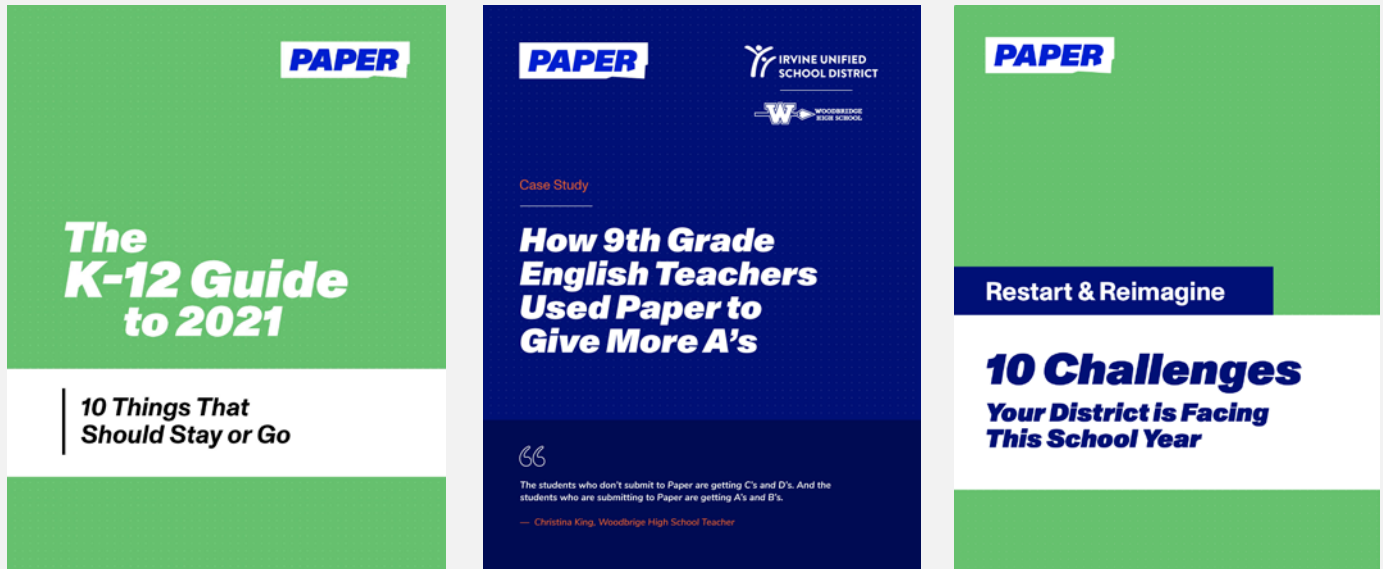
Here are a few examples of how Paper's visual elements may be used in email layouts.



EXAMPLES

Layout: Cover Pages

Here are some examples of the applied principles of layout used for cover pages.



EXAMPLES

Layout: Inside Pages

Here are some examples of the applied principles of layout for content-heavy pages.

PAPER

Goes:
Traditional Metrics of Success

8

The K-12 landscape is ripe for restructuring standard assessment and accountability systems. Though the current system does provide critical data to help measure equity in education, many states and districts are now pushing for new, more thoughtful measurements.

For instance, systematic collection of multiple indicators of student well-being, such as engagement, social-emotional well-being, and learning conditions, can inform us about how students are doing, and how districts are serving them.¹¹

Educational collaboratives across New York, Massachusetts, California, and Hawaii are working to shift away from deficit-oriented strategies and decentralized modes of assessment to ones based on applied learning and problem-solving context.

“Dr. David Myerhans, Superintendent of Capon Valley Unified School District, CA, uses well-being, hope, and engagement as primary metrics of success in his district.”

“Do our people feel seen and heard in their spaces? Do we have healthy relationships across our community? Are the teachers taking good care of children?”

“These are the metrics that, if we really nail down—those bottom rungs of Maslow’s hierarchy of needs—then kids can thrive. We already know if they’re hungry, stressed, or anxious, they won’t do well,” he explained.

“I’m very hopeful that we’re using this as a time to look at compliance and standardized testing as things of the past, so we can start measuring things that matter in our schools.”

—Dr. David Myerhans
Superintendent of Capon Valley Unified School District, CA

11. Laura Dornier, Student Assessment Director, COVID-19, September 2020.
12. New York Technology Standards Committee.
13. The Massachusetts Consortium for Innovative Education Assessment.
14. California Performance Assessment Collaborative.
15. Educators’ Performance Assessment.

22 Ebook | The K-12 Guide to 2021: 10 Things That Should Stay or Go

PAPER

The Solution
Incorporating essay review & its dividends

Thanks to the corrections and annotations made by Paper tutors, first-year English students at Woodbridge would have examples to model their future assignments after.

While Ms. King and her team have figured out a way to use Paper for the students’ long-term development, this method has seen immediate returns as well.

“It just forces students to do that one extra step of thinking about what they’ve done,” she said. That extra step of submitting written work to Paper may save certain students from getting marked down for minor errors, like comma splices, missed capitalizations, incorrect formatting, and run-on sentences. This extra step may also alert students if they haven’t quite filled the essay prompt’s requirements.

Regardless of what each student gets out of submitting essays to Paper, the results are hard to argue with.

Ms. King notes that some of the biggest beneficiaries of this new strategy are also the teachers themselves, as Paper helped to lighten their workload.

“I have four English classes, and that’s 110 students. I can’t read all those essays; it would literally take me 110 hours. I’m probably only able to spend about 10 minutes on a paper total.”

“The kids who generally submit their work to Paper get about 10% better on their essay. Somebody’s eyes are looking at it before mine. The students who don’t submit to Paper are getting C’s and D’s and the students who are submitting to Paper are getting A’s and B’s.”

—Christina King
Woodbridge High School Teacher

PAPER

Stays:
Embracing Technology

1

Pandemic-induced school closures have accelerated the digital transformation of schools, demonstrating how technology can transform teaching and learning. According to a recent report by PwC, the “education system is evolving at an unprecedented rate, and making effective ed tech investments will be critical in the year ahead.”¹¹

82% of around 1,300 of surveyed US educators think that combining technology with traditional resources and teaching methods is the most likely trend they’ll see in the next five years.¹²

Dr. David Myerhans, Superintendent of Capon Valley Unified School District, CA, whose district has been using L1 digital technology for the past decade, explained:

“COVID isn’t a change agent; it’s an accelerator. Districts like ours have been moving towards closing the digital divide using machine learning, artificial intelligence and data science to really maximize the tech tools for students in teaching and learning.”

“And now that most districts have invested in technology, it’s not just for Zoom; we should use it for tools and software that are available in other industries to really personalize learning.”

“COVID isn’t a change agent, it’s an accelerator.”

—Dr. David Myerhans
Superintendent of Capon Valley Unified School District, CA

11. PwC, The 2020 State of Technology in Education Report, 2020.

5 Ebook | The K-12 Guide to 2021: 10 Things That Should Stay or Go

PAPER

No Harassment At Paper

What should you expect in the workplace working at PAPER?

To be treated with respect in the workplace; that reported harassment will be dealt with in a timely, confidential and effective manner; to have their rights to a fair process and to confidentiality respected during a harassment investigation; and to be protected against retaliation for reporting harassment or cooperating with a harassment investigation.

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“he was the best and it was my first time on the app”

Student
Middle School

August 9, 2020 - September 9, 2020

PAPER

Learning Moments

382
Learning Moments

362
Sessions

20
Essays

156 of 11,768
Students Active

Top Subjects

1. Arithmetic 2. Essay Writing 3. Algebra

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Campaign Manager

Leads post-onboarding campaigns and initiatives

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EXAMPLES

Layout: Back Covers

Here are some examples of the applied principles of layout used in back covers or closing slides.

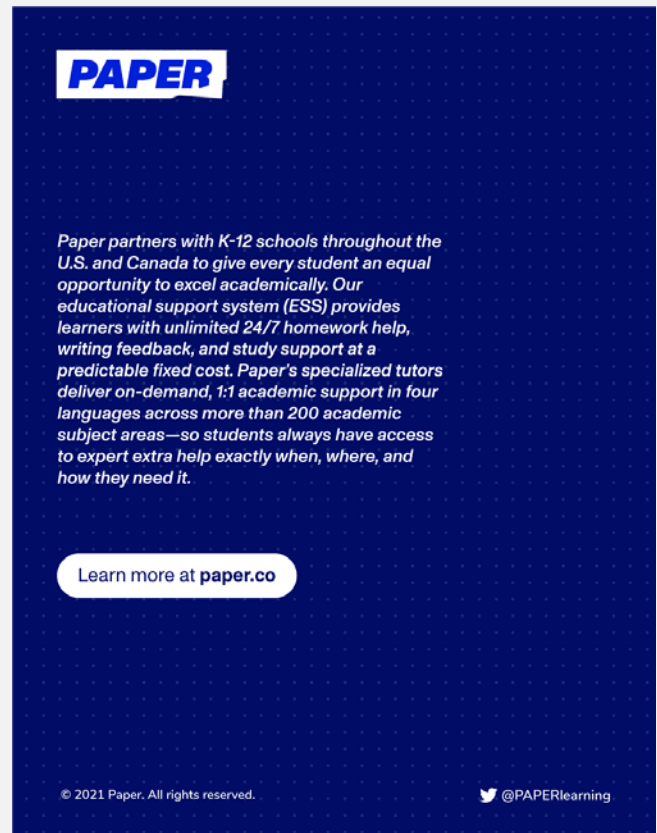


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Paper provides students with unlimited 24/7 access to personalized learning help. Paper's unique approach to academic support is personalized, equitable, and scalable to ensure every student has an equal opportunity to excel academically.

Find more from influential district leaders across the US here.

The Leading Educational Support System paper.co



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Paper partners with K-12 schools throughout the U.S. and Canada to give every student an equal opportunity to excel academically. Our educational support system (ESS) provides learners with unlimited 24/7 homework help, writing feedback, and study support at a predictable fixed cost. Paper's specialized tutors deliver on-demand, 1:1 academic support in four languages across more than 200 academic subject areas—so students always have access to expert extra help exactly when, where, and how they need it.

Learn more at paper.co

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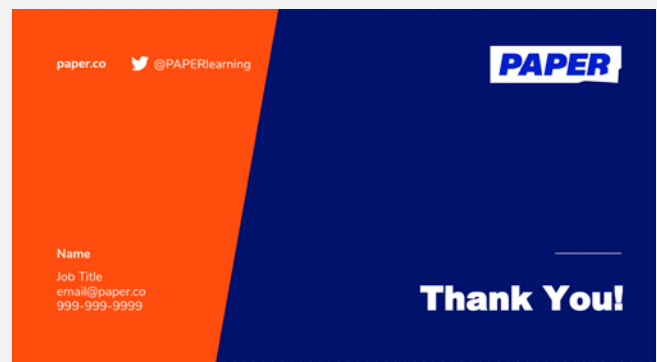


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Thank You!

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