



BRAND GUIDELINES

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Using the BoodleBox brand guidelines

This guide outlines our brand identity standards to ensure we are presented consistently across all communications.

Inside you'll find guidelines on proper use of our logo, color palette, typography, imagery, and other brand assets.

By following these standards, you'll help us maintain a polished, professional brand image. Our goal is to equip you with the knowledge and resources to produce on-brand materials that reflect our unique qualities.

For any additional brand guidelines information or to request our brand assets, please contact marketing@boodle.ai



OUR BRAND

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The foundation

The brand foundation is BoodleBox's core strategic framework that defines the brand's Position, Personality, and Promise — the three essential pillars that articulate who we are, how we show up, and what we commit to deliver. It serves as the definitive reference point for every brand decision, ensuring consistency and intentionality across all touchpoints — from product experience and marketing communications to partnerships and growth — so the brand scales without losing its identity.

Position:

The distinct point of difference we hold in the minds of our target audience. The Position defines our category and who we serve in a single breath.

The collaborative AI workspace for teaching, learning, and work.

Personality:

The human traits that describe us as if we were a person. The Personality informs word choice, tone, image selection, and more as a means for driving emotional connection with those we serve.

We are trustworthy, curious, genuine, bold, and adaptable.

Promise:

The consistent experience we commit to bringing to life at every touchpoint. The Promise serves as our rally cry and specifically as our tagline.

Let's build intelligence — together.

What we do

Our Position:

The collaborative AI workspace for teaching, learning, and work.

Our Position deliberately names both our category and our primary use cases — making it clear where we compete and who we serve. The word “workspace” was chosen for two reasons: relevance and defendability.

It is highly relevant because buyers already hold a complete and positive mental picture of what a workspace is — a place where serious learning and work happen, with tools, context, and collaboration. It is a familiar construct in both education and the workforce, which lets the word naturally bridge from campus to career.

It is also highly defendable. No AI company has fully claimed the word as their own. Staking it as ours, with conviction, is how we become the category definer and leader.



Who we are

Our Personality:

We are trustworthy, curious, genuine, bold, and adaptable.



01 Trustworthy.

We put integrity before growth. In a market where AI anxiety is real and institutional trust is hard-won, trustworthiness isn't a soft attribute — it's the foundation.

02 Curious.

A platform built for learning should embody a love of learning. Intellectual depth without arrogance — always asking what's possible, what's next, what's true.

03 Genuine.

We meet educators, students, and teams where they are. No hype, no condescension. Just clarity, honesty, and real partnership.

04 Bold.

A challenger brand in a market of giants — building what others won't and saying what others can't. It takes conviction to put humans at the center.

05 Adaptable.

Built to grow with the institutions and teams we serve — not to lock them in. We flex as AI evolves and as needs change, from campus to career.

How we show up

Our Promise

Let's build intelligence — together.

A Promise must be felt at every interaction — the homepage, the demo call, the first product login, the support email, the onboarding session.

Intelligence at BoodleBox is never a solo act, human or machine — it's built between educators, students, teams, and AI in right relationship.

"Keeping Intelligence Human" and "Human-led AI" remain powerful expressions of our philosophy.

Let's

An invitation, not a directive. Every interaction opens as something we do with someone, never something we tell them to go do.

Build

Active. Every interaction should leave someone more capable than before — not just more productive, but more intelligent.

Intelligence

Reclaims a phrase the industry has handed to machines. Returned to its rightful owner: the person doing the work.

Together

Structural, not sentimental. Our manifesto is explicit: Artificial Intelligence generates at speed and scale, Actual Intelligence brings the human discernment that frames and validates, and putting the two together produces what neither produces alone — Collaborative Intelligence. "Together" is the Promise's compressed pointer to that idea.

IDENTITY ON A PAGE

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Identity on a page

Every element of the BoodleBox visual system was chosen with intention — not just to look cohesive, but to mean something. This page is your orientation: the core components of the identity at a glance, each with dedicated guidance in the sections that follow.

These components are anchors, not a ceiling. The system is designed to flex — new applications, new formats, and new contexts are all within reach, as long as they feel at home here. When something new is created, the test isn't whether it follows every rule. It's whether it belongs.

Tone of Voice

- Trustworthy
- Curious
- Genuine
- Bold
- Adaptable

Tone is Personality in action. These five traits are the filter for how BoodleBox communicates — in every word, every interface, and every interaction across every touchpoint.

Logo



Logomark



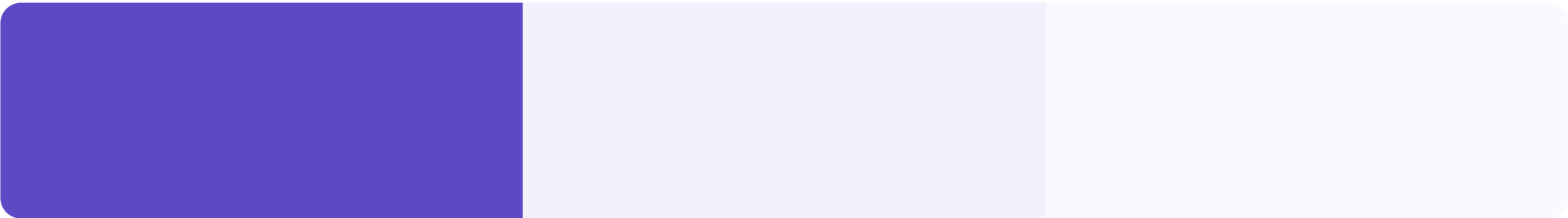
Titles typeface

Season Mix

Body typeface

Season Sans

Primary colors



Secondary colors



Illustrations



Photography



TONE OF VOICE

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How we speak 1/2

Our voice is Personality in action. Every word we choose, every sentence we write, every message we send is an expression of who we are — and more importantly, a reflection of who we serve.

The most important thing to understand about how BoodleBox communicates: **the person we're speaking to is always the protagonist**. We are not the hero of the story. They are. Our job is to make them feel seen, capable, and supported — not to make ourselves sound impressive. When in doubt, take yourself out of the sentence entirely.

»» Trustworthy

Speak with honesty and consistency. Don't overpromise. Don't hedge so much you say nothing. People are trusting you with their learning environments, their teams, their institutions — write like you understand what that means. If something is hard, say so. If something works, show it.

»» Curious

Ask questions. Acknowledge complexity. Write like someone who finds the subject genuinely interesting — because we do. Curiosity in voice means resisting the easy answer and staying open to what's next. It also means writing for people who are thinking, not people who need to be sold.

»» Genuine

No hype. No jargon. No language that sounds like it was written to impress rather than communicate. Meet people where they are — whether that's a faculty member trying something new or an enterprise team navigating a rollout. Plain, everyday language isn't a limitation. It's a form of respect.

The tools work. The people using them do the rest. **Not:** We leverage cutting-edge AI infrastructure to optimize collaborative outcomes.

What happens when AI is built around learning instead of the other way around? **Not:** BoodleBox is the leading AI platform for education.

Your team already knows how to work together. We just give that more room to happen. **Not:** Empower your stakeholders with next-generation collaborative intelligence.

How we speak 2/2

» Bold

Say the thing. BoodleBox has a point of view — on AI, on learning, on what technology should do for people — and our voice should reflect that conviction. Bold doesn't mean loud. It means clear, direct, and unafraid to stand for something. Don't qualify every statement into meaninglessness.

AI should make learning more human.
That's not a feature. It's the whole point.
Not: We believe AI could potentially play a role in supporting educational outcomes.

» Adaptable

Context shapes communication. The voice stays consistent; the register shifts. A product tooltip and a conference keynote aren't written the same way — and they shouldn't be. Know your audience, know the moment, and adjust accordingly. What never changes: the person you're speaking to is always at the center.

Wherever you are with AI — just starting or already deep in — there's a place to begin. **Not:** We support institutions at every stage of their AI adoption journey.

LOGO

04

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04 — **Logo** ◀ Rationale | Formats | Color variations | Clearspace | Don'ts

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Logo rationale

Icon

The BoodleBox icon — simply called **The Box** — is a mark that reveals itself in layers, offering new meaning the longer you look. At first glance, it's geometry: clean, confident, minimal. But within that simplicity live three distinct stories.

The Open Box.

Viewed from above, the icon depicts a box in the act of opening. The empty space at its center is intentional . It is a platform ready to be filled. Whatever you bring to BoodleBox — your ideas, your data, your creativity — belongs there. The box doesn't complete itself. You do.

Four Around a Table.

The same geometry evokes four tables, or four people seated together, each occupying a corner of a shared space. This is collaboration made visible: multiple perspectives, one purpose, no hierarchy. It is the quiet promise that BoodleBox makes to every team that uses it.

The Plus Sign.

Step back further, and the overall form resolves into a plus, the universal symbol of addition. BoodleBox doesn't just contain intelligence. It adds to it, multiplies it over time. Makes it more than it was before.



Typography

The wordmark is set in a typeface that is confident without being cold. Clean strokes carry the eye forward with purpose, while the letterforms breathe just enough to feel approachable.

At the center of the word lies something worth noticing: the hooks of the "L" reach both left and right at once. It is a small gesture that evokes connection, completeness, and the idea that BoodleBox bridges what might otherwise remain apart.

Together

The icon and the wordmark were designed to coexist — neither decorative, neither incidental. The Box carries the concept; the name carries the voice. Together they make a logo that works as hard as the platform it represents.

Logo formats

A logo's strength comes from its consistent use over time, creating a strong visual link to the brand in consumers' minds.

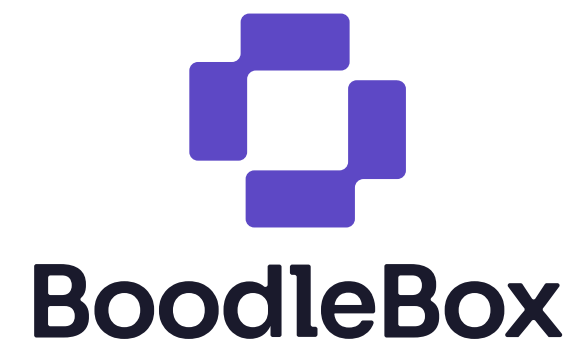
This recognition allows the logo to embody the brand's entire identity and values. Therefore, maintaining a recognisable logo and using it consistently is crucial for building and reinforcing its meaning to audiences.

This section presents the approved variations of the BoodleBox brand logo, including horizontal and vertical stacking options.

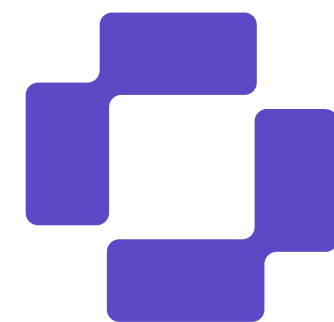
Horizontal



Vertical



Logomark



Logo color variations

Color Variations

The BoodleBox logo is built to work everywhere — which means it needs to hold up on light backgrounds, dark backgrounds, and everything in between. These approved variations aren't alternatives to the primary logo; they are the primary logo, adapted for the context it's living in.

The rule is simple: the logo should always feel at home, never forced. Indigo Night is the preferred expression. When contrast or background color makes that version work against you, reach for the version that works with the surface — not against it.

On light backgrounds: Use the full-color Indigo Night version as the default. The Graphite monochrome version is available when color reproduction is limited or a more neutral presence is needed.

On dark backgrounds: The logo reverses to white, maintaining legibility and brand presence without fighting the surface. The full-color version on dark is also approved where Indigo Night reads cleanly. When in doubt, choose the version with the strongest contrast. Legibility is never negotiable.

On light background



On dark background



On indigo background

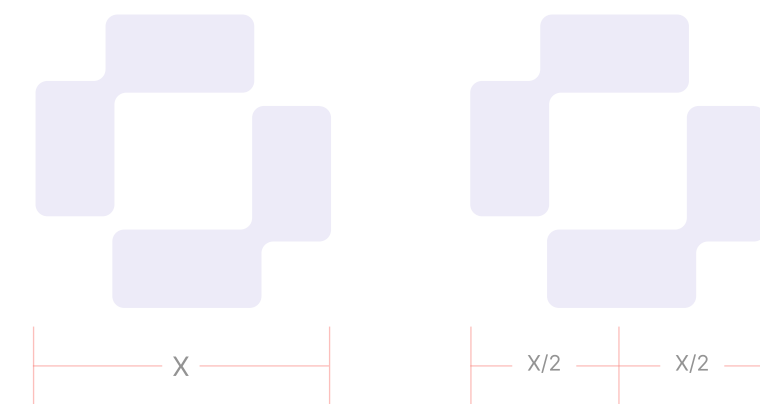
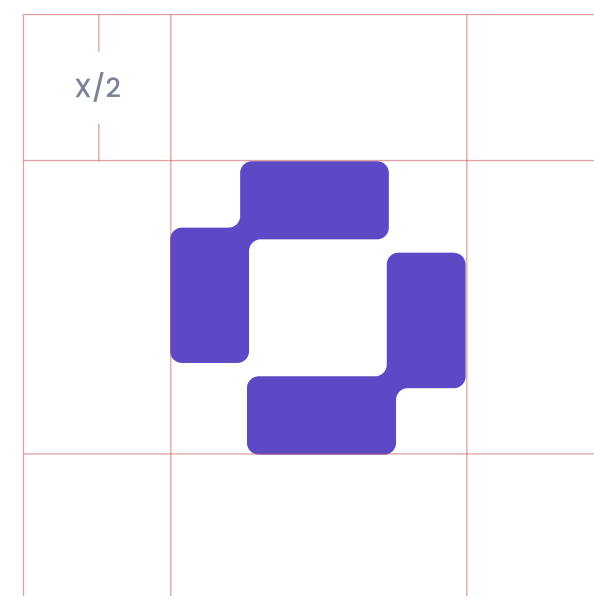


Logo clearspace

The logo needs room to breathe. Clearspace is the minimum protected area surrounding the logo at all times — no text, no other graphic elements, no competing visual weight allowed inside it.

The minimum clearspace is defined by $X/2$ on all sides, where X equals the height of The Box icon. This is the floor, not the target. When the layout allows, give the logo more space — a logo with room to land always reads with more authority than one that's crowded.

This rule applies to both the full lockup and the standalone icon. Neither should ever feel like it's fighting for space.



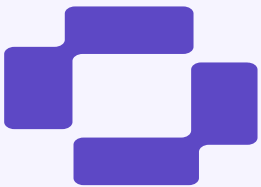
Logo don'ts

The BoodleBox mark only works when it holds its shape.

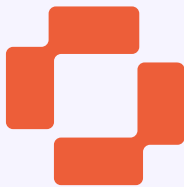
Altering the logo through stretching, recoloring, rotating, or added effects breaks the geometry that gives it meaning.

Every distortion breaks the geometry, the color system, or the legibility that makes the mark recognizable.

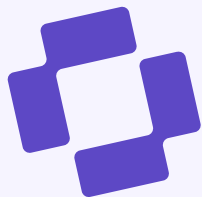
Stretch



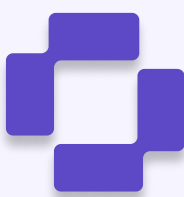
Recolor



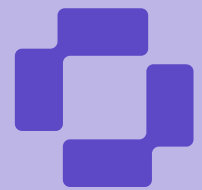
Rotate



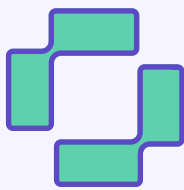
Add effects



Low contrast



Outline



COLORS

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04 — Logo

05 — Colors ◀ Primary | Secondary

06 — Typography

07 — Compositions & icons

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09 — Photography

Primary colors

Primary colours are the core hues of BoodleBox’s identity.

These colours appear most frequently in your designs and marketing materials.

Key primary colour come with light and dark versions, adapting to different background colours. This ensures better contrast for accessibility and aesthetics, while maintaining brand consistency across various applications.

3.42:16.13:1

Indigo Night

HEX #5E49C5

R 92C 73
G 71M 82
B 197Y 0
K 0

P 2725 C

17.61:117.61:1

Blue Chalk - Light

HEX #FBFAFF

R 251C 2
G 250M 2
B 255Y 0
K 0

P White

19.96:11.05:1

Blue Chalk

HEX #F5F3FE

R 245C 4
G 243M 4
B 254Y 0
K 0

P Cool Gray 1 C

Secondary colors

Secondary colours complement your primary palette.

These additional hues provide flexibility in your designs without overshadowing your main brand colours.

11.16:1 1.88:1

Electric teal

HEX #5DD0AD

R 93 C 55
G 208 M 0
B 173 Y 33
K 18

P 2456 C

6.11:1 3.43:1

Coral

HEX #EE5E3A

R 238 C 0
G 94 M 76
B 58 Y 84
K 0

P 172 C

1.14:1 18.42:1

Graphite

HEX #1A1A2D

R 26 C 87
G 26 M 83
B 45 Y 52
K 73

P 2380 C

TYPOGRAPHY

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Typography

Typography is one of the quietest ways a brand communicates who it is. We chose the Season family because it sits at the intersection of modern and human — structured enough to feel credible, warm enough to feel approachable. In a category full of cold, technical typefaces, Season reads like a person, not a product.

Two weights do the work across the entire system: Season Mix is the title typeface — used for headlines, key messaging, and anywhere the brand needs presence and personality. Its editorial quality gives BoodleBox a voice that leads without shouting.

Season Sans is the text typeface — used for body copy, UI text, and supporting content. Clean, legible, and quietly confident. Season Sans letter spacing should always be set at 3% to maintain optimal readability and brand consistency.

Both fonts are available via Displayay: displayay.net/typeface/season

NOTE:

Season Sans letter spacing should always be at 3%

Titles

Season Mix

Regular

Text

Season Sans

Casing

ALLCAPS - Labels

Sentence case – headlines and buttons

COMPOSITIONS & ICONS

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Compositions 1/4

BoodleBox's visual compositions begin with a simple conviction: people belong at the center. Every asset in this system is built around that idea — not as a design choice, but as a brand statement.

The compositions combine real portraiture, shapes drawn from The Box, and the full brand palette to create images that feel human first and branded second. That order is intentional and should always be maintained.

07—COMPOSITIONS & ICONS

People at the Center

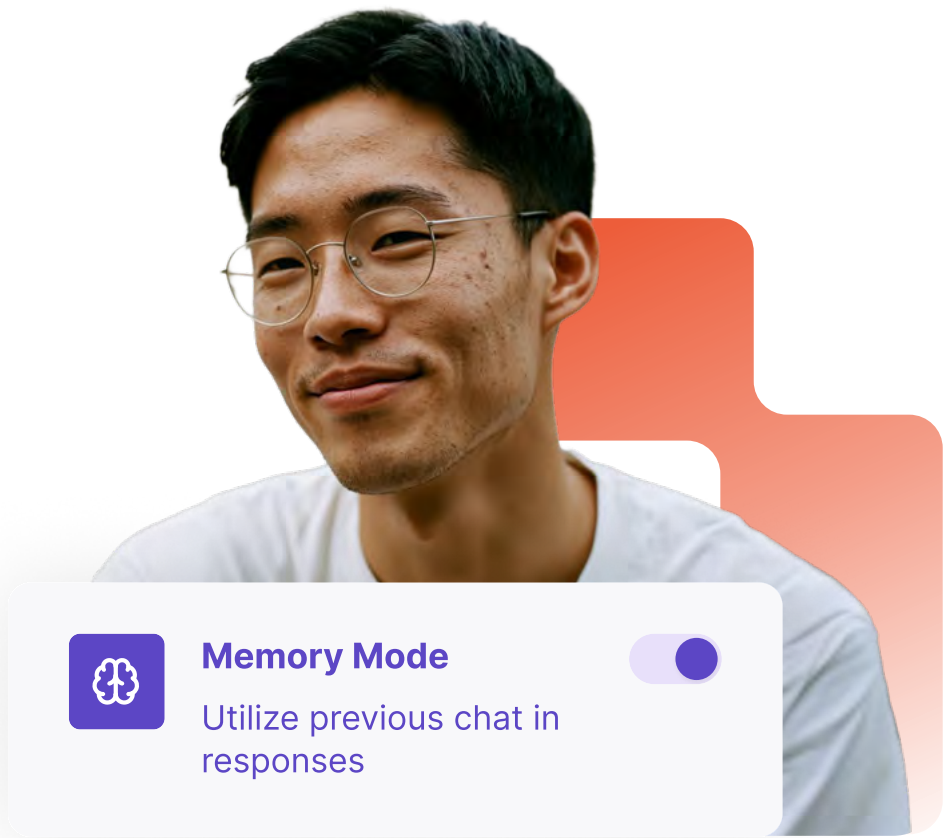
Each portrait begins with a person, caught in a candid moment and photographed at high resolution to keep every detail human. Shapes drawn from The Box gather around the subject — framing, never crowding — while a gradient and corner color bring the palette in at full strength. It is the logo's quiet promise rendered visually: the box doesn't complete itself; the person does.



Compositions 2/4

The second treatment introduces the product into the composition — not as the subject, but as a presence alongside the person. Coach Mode. Memory Mode. The features that define the BoodleBox experience appear in context, the way a user would actually encounter them.

This is the visual argument for what BoodleBox believes: the product exists to serve the person, not the other way around. The human is always in front.



The Product Joins the Room

The same composition extends, with elements from the product itself entering the frame. A Coach Mode toggle or a Memory Mode panel sits alongside the portrait, anchored by shapes drawn from The Box and softened by a brand gradient that holds the palette together across compositions. The result is an image that shows the product where it actually lives — beside the person using it.

Compositions 3/4

In this variation, shapes drawn from The Box take on a more structural role — holding and supporting the subject rather than framing them from behind. The relationship between person and platform becomes more literal.

Use this treatment when the context calls for something slightly more product-forward, or when the composition needs more geometric weight to anchor the layout.



07—COMPOSITIONS & ICONS

The Platform, Made Literal

A variation on the portrait system isolates the subject and lets shapes from The Box take on structural work — supporting the figure rather than framing it. Same parts, new relationship. It is the logo's promise made literal: the box is a platform, and here the platform holds the person.

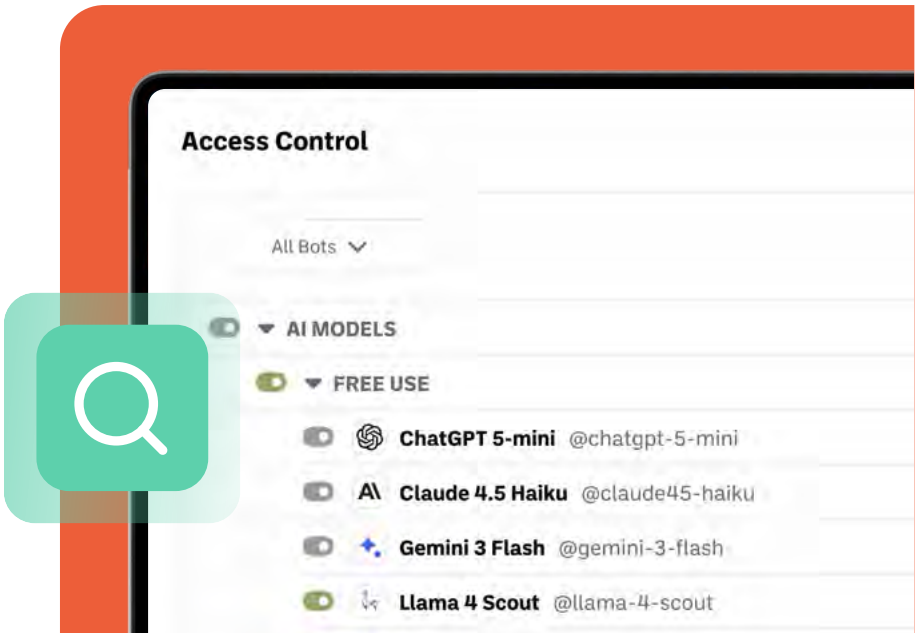
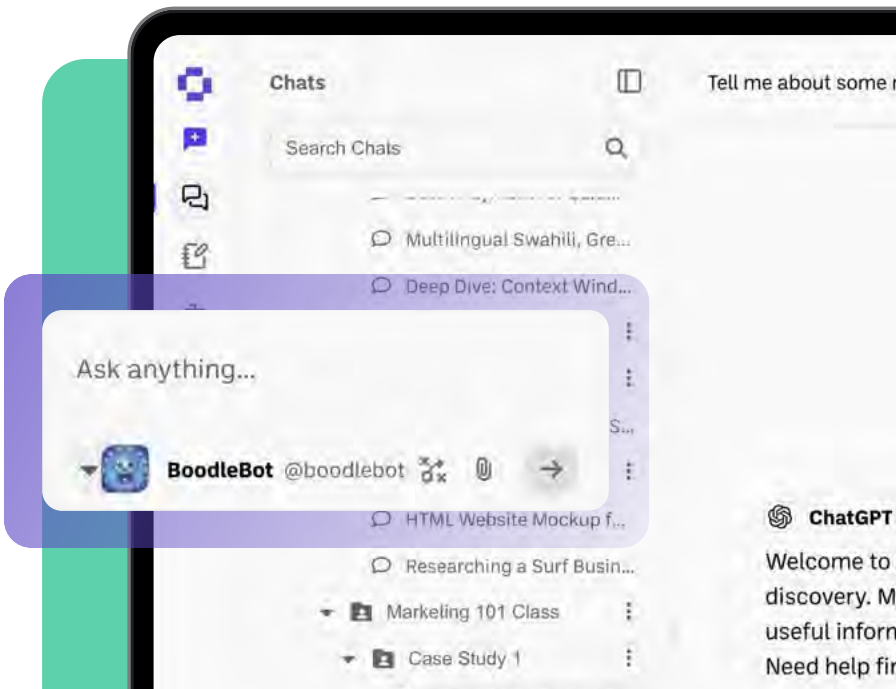
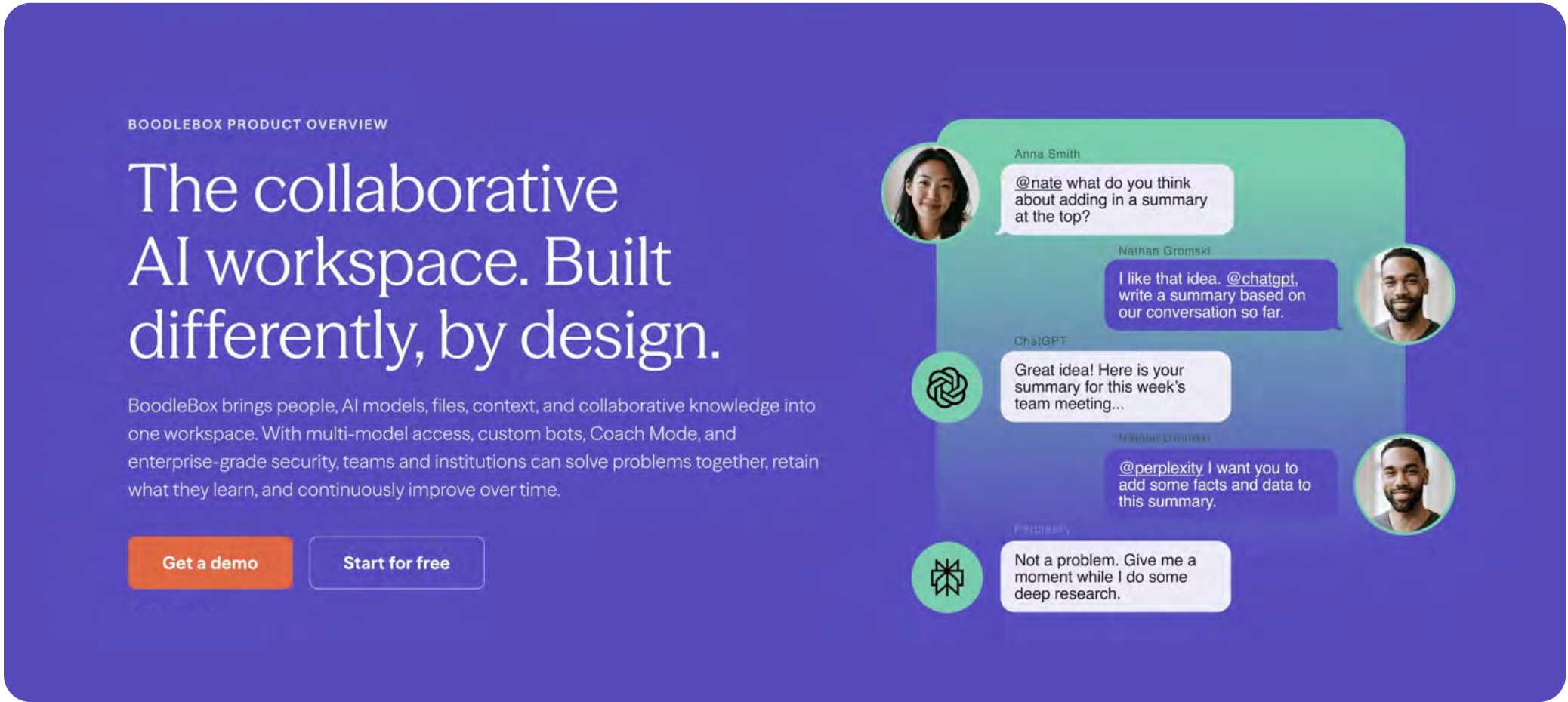
Compositions 4/4

The final treatment foregrounds the brand itself — bold color fields at full saturation, product UI as the primary subject. Where the earlier compositions led with people, this one lets the visual system speak on its own.

It is not a departure from the brand's human values — it is evidence that the system is strong enough to carry those values even when a person isn't in the frame. Use it sparingly, and with intention.

The Brand at Full Voice

A final treatment foregrounds the product itself. Bold color fields drawn from the brand palette — Indigo Night, Electric Teal, and Coral — become the surfaces UI elements rest on, each color getting its turn at full saturation. Where the earlier illustrations led with the person, this one lets the brand speak first. The system scales in either direction without losing its voice.



Icons

An icon library from Lucide contains beautiful pixel-perfect SVG icons. Lucide is an open-source icons library.



GRAPHIC ELEMENTS

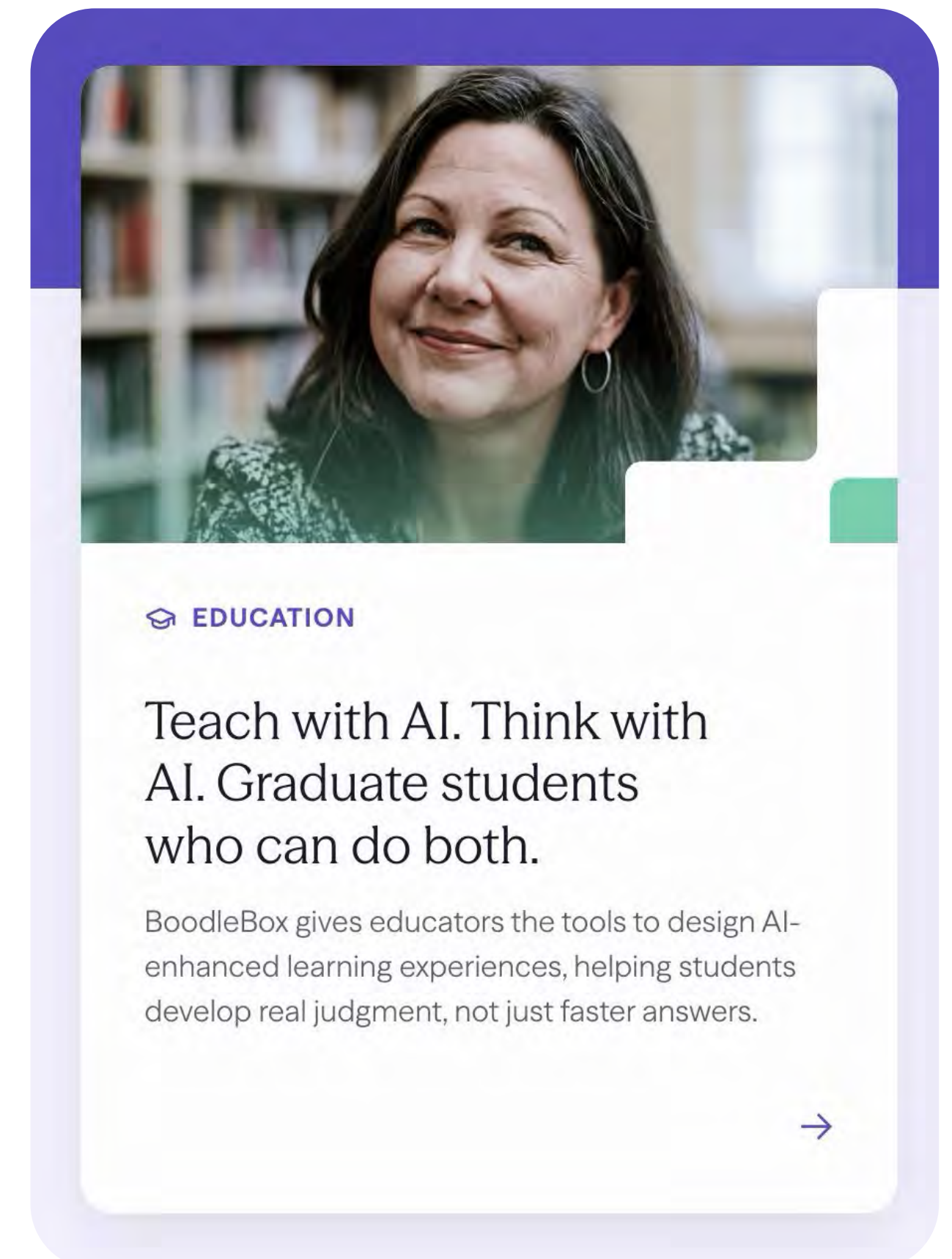
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Shapes

The BoodleBox visual system extends beyond the logo into a family of geometric shapes that carry the same DNA — corners, notches, rounded edges, and right angles that echo the mark without replicating it.

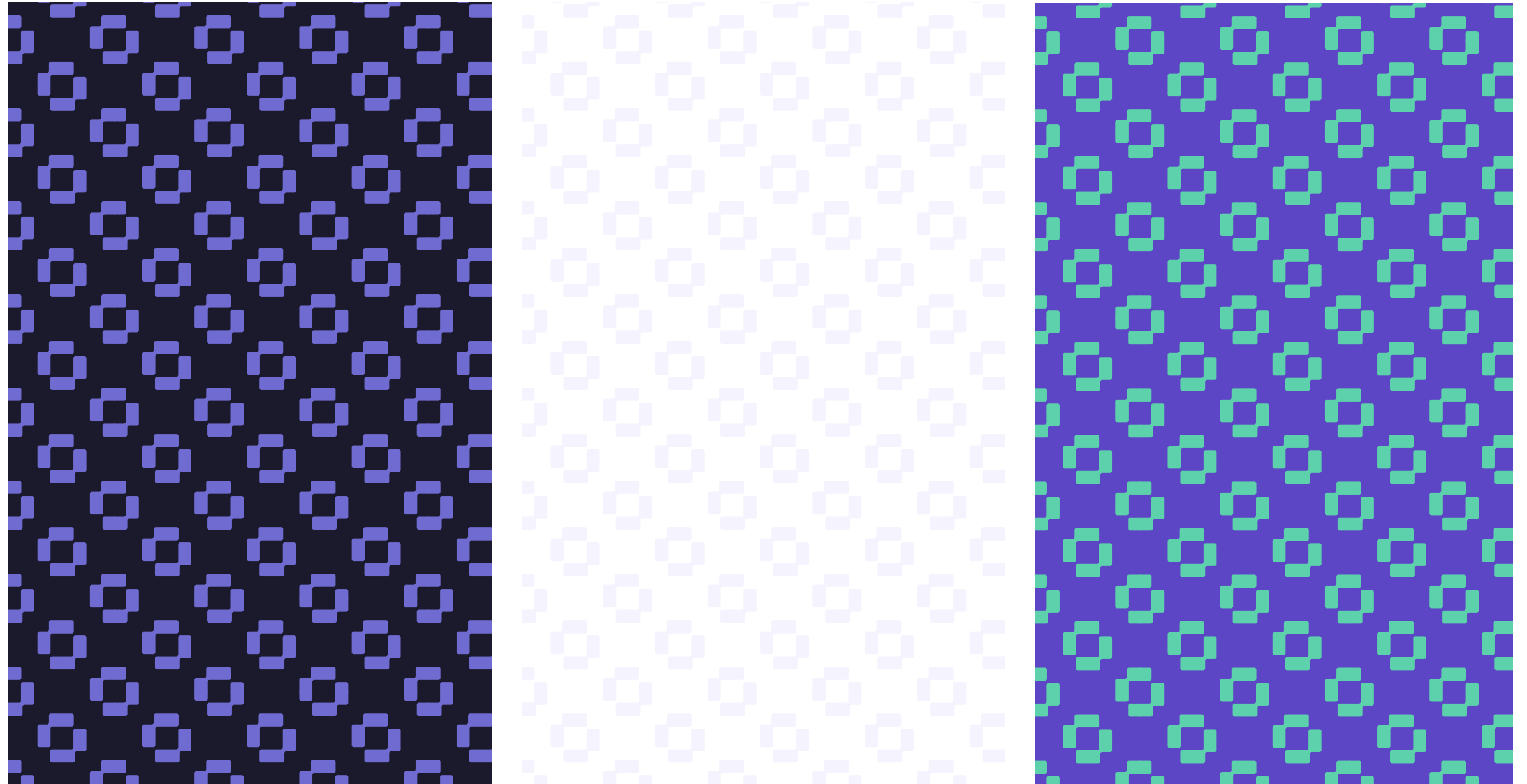
These shapes are a working tool. They mask photography, anchor color, frame layouts, and add structural texture wherever the brand needs to make itself felt. They're not decorative — they're doing the same conceptual work as the icon itself: creating connection, holding space, and making the familiar feel intentional.

Recognizable without being literal. Always part of the same family.



Patterns

The patterns extend The Box into rhythm. Built from a repeating logo unit, each variation works as a supporting texture — quiet enough to sit behind content without competing, distinctive enough to keep the brand recognizable across any surface. Purple stays at the center of every version, holding the brand color present even when the pattern is at its quietest.



PHOTOGRAPHY

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Photography 1/2

BoodleBox is a platform built around people and the photography should make that impossible to miss. Every image we choose is a statement about who belongs here and what it feels like to use a tool that was built with them in mind. Subjects are caught in motion rather than posed for the camera — laughing, thinking, working, in conversation. The feeling is life as it actually happens: confident and capable, not curated for a brochure. Some images sit quiet and contemplative; others carry visible energy. The library holds both, because the people we serve do too.

Representation is not a checkbox — it's a requirement. The people pictured should reflect the full range of who BoodleBox serves: every race, gender, and walk of life, with students, faculty, and working professionals all present across the collection. Age diversity matters especially — our community spans high school programs through adult learners and beyond, and the photography should reflect that range without defaulting to a narrow 18–40 window. Close-up portraiture is the preferred framing. Faces carry trust. A subtle warm wash brings consistency across the library without flattening the personality of any single image.

STEER CLEAR

Avoid staged compositions, direct camera eye contact, and overly still moments. The library should feel like life caught in motion, not portraits posed for it.



Photography 2/2

