Cerego

Brand Guideline

Description

Short Description

Cerego is the standard for personalized learning.

Medium Description

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

Long Description

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

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

Tagline

The standard for personalized learning.

Mission Statement

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

Cerego

Cerego Logo

Clear Space

Horizontal Lock-up (primary)

minimum clear space

x
x
x
x

Cerego

Vertical Lock-up

minimum clear space

x
x
x

Cerego

Cerego Logo

Color Usage

Color

Reversed

This version of the Cerego logo should only be used on white and light gray backgrounds to ensure readability.

Use the reversed version of the Cerego logo on colored backgrounds or dark-colored photographs.

Cerego

Cerego Logo

Prohibited Usage

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

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

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

Do not alter the Ebbinghaus Curve, or any elements of the Cerego logo.
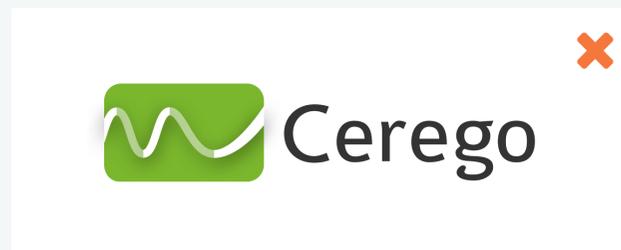
Do not add specifial effects (such as drop shadows) to the logo.

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

Do not rotate the Cerego logo.

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

Powered by Cerego Logo

Variations

Horizontal Lock-up (color)

Powered by **Cerego** 〰
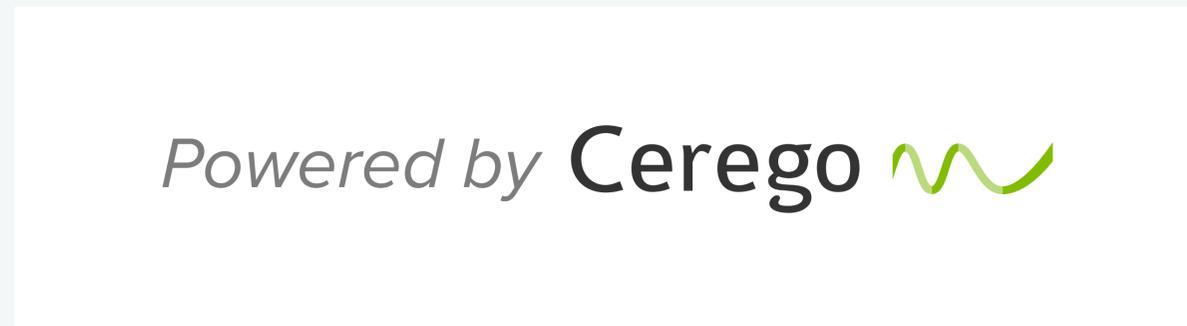
Horizontal Lock-up (reversed)

Powered by **Cerego** 〰

Vertical Lock-up (color)

Powered by
Cerego 〰

Vertical Lock-up (reversed)

Powered by
Cerego 〰

〰 Cerego

Color Palette

Cerego Green

HEX: #7AB72D
RGB: 122, 183, 45
CMYK: 33, 0, 75, 28
PMS: 368 C

Cerego Pink

HEX: #7AB72D
RGB: 231, 68, 111
CMYK: 0, 71, 52, 9
PMS: 191 C

Cerego Blue

HEX: #4A90E2
RGB: 74, 144, 226
CMYK: 67, 36, 0, 11
PMS: 279 C

Cerego Purple

HEX: #9347BE
RGB: 147, 71, 190
CMYK: 23, 63, 0, 25
PMS: 7442 C

Cerego Yellow

HEX: #EFB200
RGB: 239, 178, 0
CMYK: 0, 26, 100, 6
PMS: 7549 C

Cerego Navy

HEX: #2E353F
RGB: 46, 53, 63
CMYK: 27, 16, 0, 75
PMS: 433 C

Typeface

**Proxima Nova Bold** ———————————— **Your Success. Our Mission.**

**Proxima Nova Semibold** ————————— **Why we do what we do.**

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

Product Screenshots
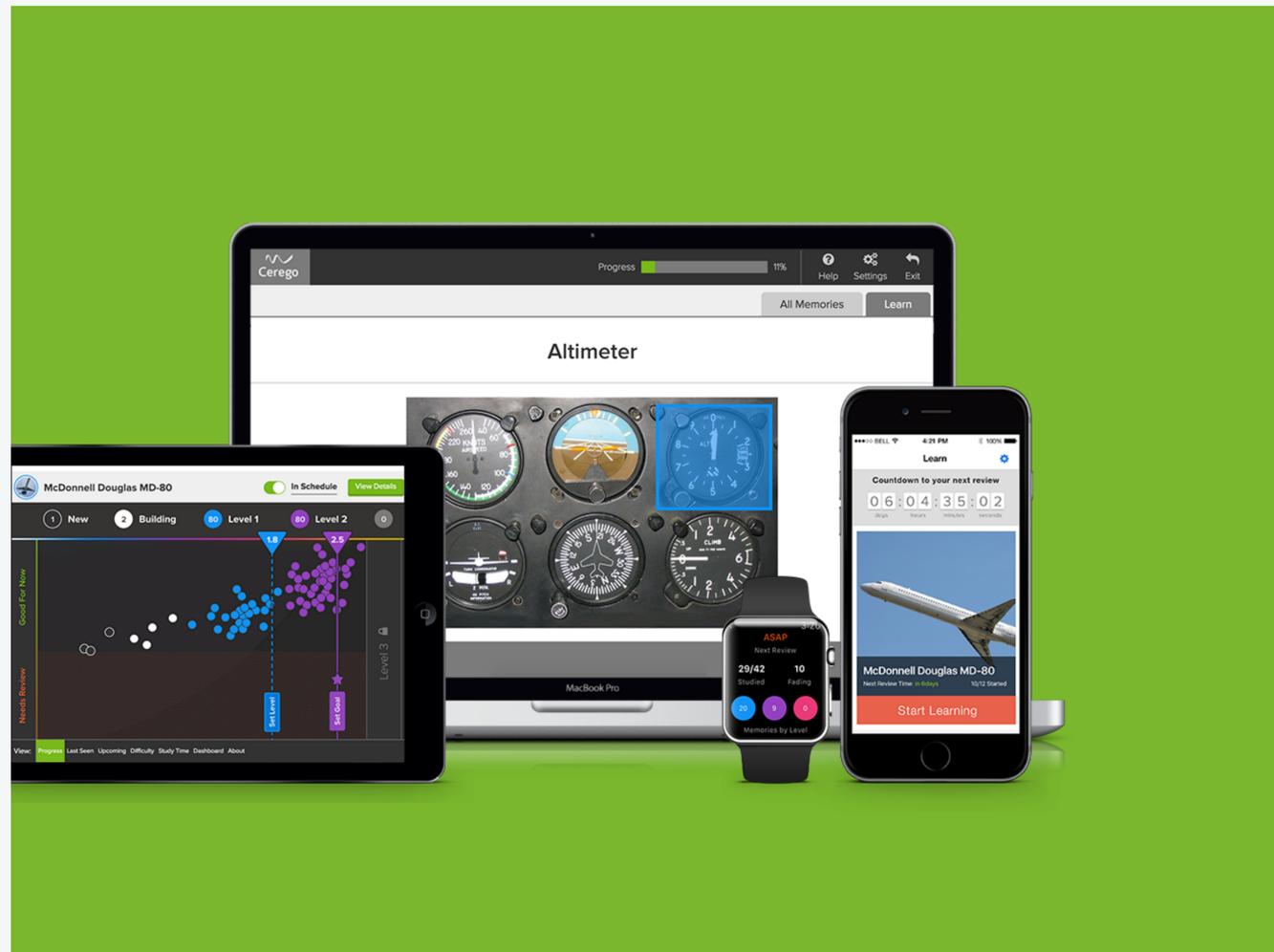
DO: Display screenshots in realistic device mockups.
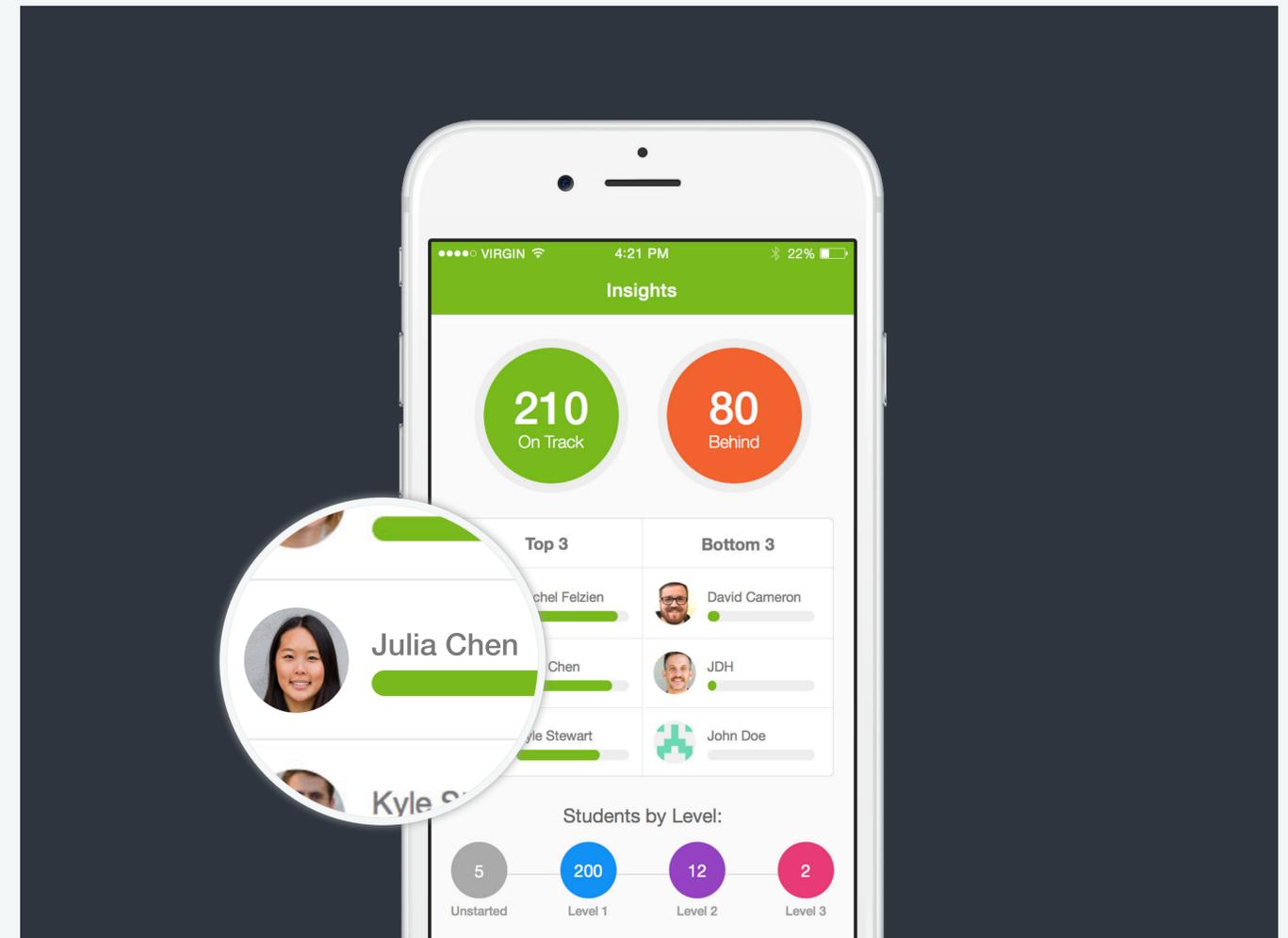
DO: Overlay a magnifying circle for a closer view of product details.

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Photography

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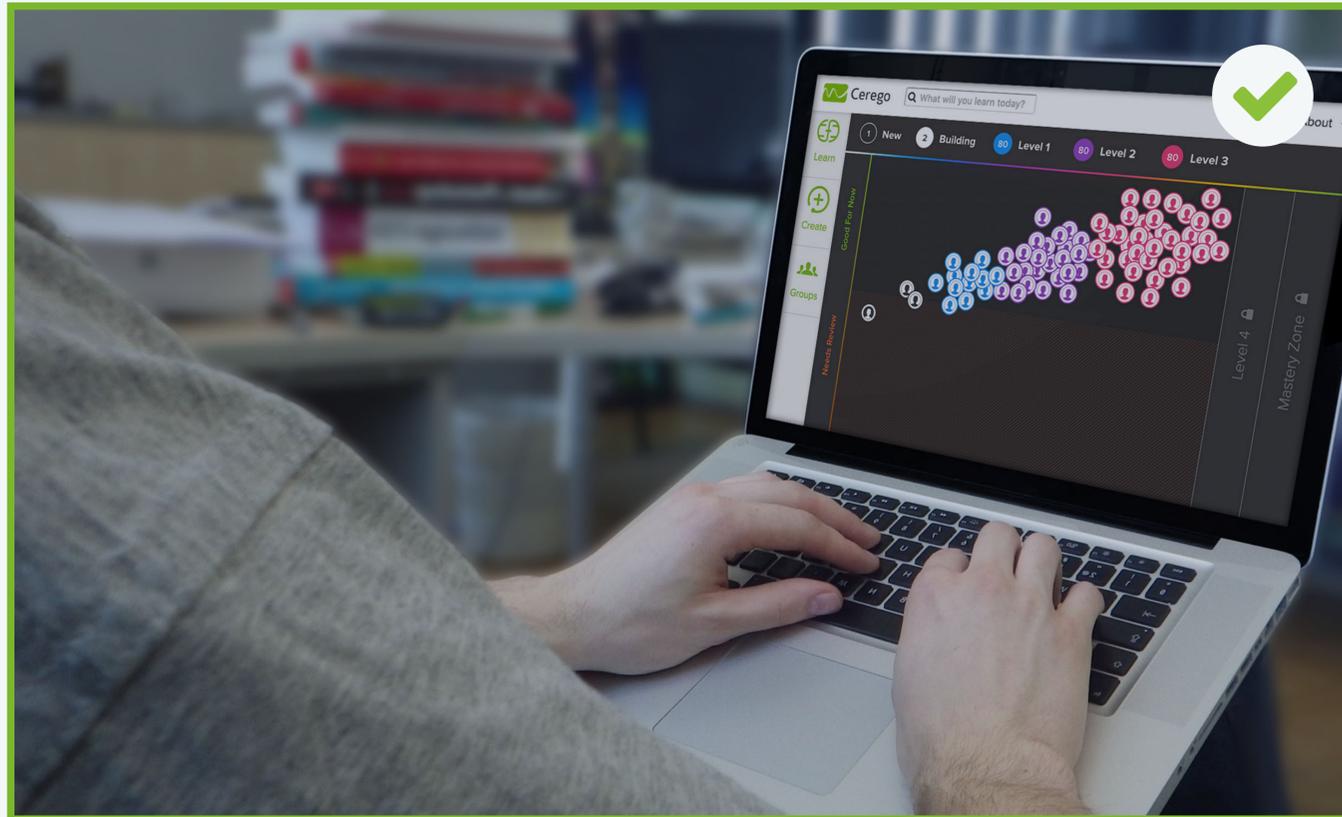
DO: Use photographs that show people engaging with Cerego products in an appropriate setting.

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

Photography

Learners

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

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

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Photography

Instructors

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

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

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Contact

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