

 explorance.

# Brand Identity Guidelines

About us

# Explorance

At Explorance, we believe that feedback matters. From students in higher education to employees at the workplace, feedback is a vital part of the lifelong learner's journey. That's why Explorance's mission is to help organizations create a personalized journey of impact and fulfillment for their people through innovative Journey Analytics solutions.

With the Blue suite of feedback gathering and analysis solutions, and the Metrics That Matter (MTM) learning effectiveness solution, organizations can gather the insights they need to make the best decisions possible when it comes to recruiting, engaging, and retaining their key stakeholders. As the world's largest provider of Journey Analytics solutions, Explorance partners with more than 750 organizations in 45 countries, including 35% of the Fortune 100 and over 25% of the QS top 100 higher education institutions.

We believe in the human touch at Explorance and are known for our pioneering Culture of Free Will built on autonomy, empowerment, and trust. To our employees, this means the freedom to bring achievement into their own lives. For our customers, it means caring for their needs and helping them succeed. For our communities, it means doing our part to help our neighbors simply because it's the right thing to do. Explorance is ranked the #2 best workplace in Canada by the Great Places to Work® Institute and is headquartered in Montreal with business units in Chicago, Chennai, Melbourne, Amman, and London.

For more information, visit [www.explorance.com](http://www.explorance.com)

# Capitalization

- **Explorance** is always written with an upper case “E.”
- Do not capitalize the “X”.
  
- **Blue** is always written with an upper case “B.”
  
- **Bluepulse** is always written with an upper case “B.”
- Do not separate into two words.
  
- **BlueX** is always written with an upper case “B” and “X.”
- Do not separate into two words.
  
- **Metrics That Matter** is always written with an upper case “M” and “T.”

|   |                     |
|---|---------------------|
|    | Explorance          |
|    | Blue                |
|  | Bluepulse           |
|  | BlueX               |
|  | Metrics That Matter |

|   |                     |
|---|---------------------|
|    | eXplorance          |
|    | explorance          |
|    | blue                |
|  | bluepulse           |
|  | Blue pulse          |
|  | Blue Pulse          |
|  | BluePulse           |
|  | bluex               |
|  | Blue X              |
|  | Bluex               |
|  | Metrics that matter |
|  | Metrics that Matter |

# Acronyms & Abbreviation

Before using an acronym or other abbreviation, write out the full phrase with the abbreviation following in parentheses. Subsequent references may be made using only the acronym.

For example, “Metrics That Matter (MTM) automates the learning measurement process.”

|                                     |                            |
|-------------------------------------|----------------------------|
| <input checked="" type="checkbox"/> | Journey Analytics          |
| <input checked="" type="checkbox"/> | JA                         |
| <input checked="" type="checkbox"/> | Employee Journey Analytics |
| <input checked="" type="checkbox"/> | EJA                        |
| <input checked="" type="checkbox"/> | Student Journey Analytics  |
| <input checked="" type="checkbox"/> | SJA                        |
| <input checked="" type="checkbox"/> | Metrics That Matter        |
| <input checked="" type="checkbox"/> | MTM                        |

|                          |                            |
|--------------------------|----------------------------|
| <input type="checkbox"/> | journey analytics          |
| <input type="checkbox"/> | ja                         |
| <input type="checkbox"/> | employee journey analytics |
| <input type="checkbox"/> | eja                        |
| <input type="checkbox"/> | student journey analytics  |
| <input type="checkbox"/> | sja                        |
| <input type="checkbox"/> | metrics that matter        |
| <input type="checkbox"/> | mtm                        |

## Logo + color

# Explorance

Guidelines when using the Explorance logo:

- Only use the logo in colour or all white. In rare cases, use all black.
- Don't alter, rotate, or modify the logo.
- Don't use previous versions of the logo.
  
- The horizontal logo is Explorance's main logo. This is the preferred option.
- If the logo is to be centered, the vertical logo is preferred.
- Use the logomark if the other 2 options are used elsewhere on the image/document or if space is limited.



Horizontal logo



Vertical logo



Logomark



### Web

HEX 0C5AC5  
RGB 12-90-197

### Print

PMS 2132 C  
CMYK 88-68-0-0

### Web

HEX 041723  
RGB 4,23,35

### Print

PMS BLACK 6 C  
CMYK 87-73-58-73

## Explorance logo misuse

# Do not



Do not -  
Use the old logo



Do not -  
Use on a busy background



Do not -  
Apply outlines



Do not -  
Skew, rotate or stretch



Do not -  
Change the space between  
the icon and the text



Do not -  
Add shadows, gradient,  
or any other special effects

## Logo + color

# Blue

Guidelines when using the Blue logo:

- Only use the logo in blue or all white. In rare cases, use all black.
- Don't alter, rotate, or modify the logo.
- Don't use previous versions of the logo.
  
- The logo with the square is the main Blue logo and the preferred option.
- The logo without the square is a secondary option.

Logo with the square



Logo without the square



### Web

|     |           |
|-----|-----------|
| HEX | 1561AC    |
| RGB | 21-97-172 |

### Print

|      |            |
|------|------------|
| PMS  | 300 C      |
| CMYK | 92-65- 1-0 |

## Blue logo misuse

# Do not



Do not -  
Use the old logo with  
the trademark



Do not -  
Change the background  
color of the square



Do not -  
Skew, rotate or stretch



Do not -  
Transform the square  
into another shape

## Logo + color

# Bluepulse

Guidelines when using the Bluepulse logo:

- Only use the logo in purple or white.  
In rare cases, use all black.
- Don't alter, rotate, or modify the logo.
  
- The horizontal logo is the main Bluepulse logo and is the preferred use option.
- The logomark is a secondary option if the horizontal logo is used elsewhere on the image/document or if space is limited.

Horizontal logo

bluepulse

Logomark



### Web

|     |            |
|-----|------------|
| HEX | 596CB2     |
| RGB | 89-108-178 |

### Print

|      |           |
|------|-----------|
| PMS  | 7456 C    |
| CMYK | 72-60-0-0 |

## Bluepulse logo misuse

# Do not

bluepulse



Do not -  
Change the color

bluepulse



Do not -  
Skew, rotate or stretch

bluepulse



Do not -  
Add shadows, gradient,  
or any other special effects

## Logo + color

# BlueX

Guidelines when using the BlueX logo:

- Only use the logo in color or all white. In rare cases, use all black.
  - The logomark can be used with or without the square behind the icon.
  - Don't alter, rotate, or modify the logo.
- 
- The horizontal logo is the main BlueX logo and is the preferred option.
  - The logomark is a secondary option if the horizontal logo is used elsewhere on the image/document or if space is limited.

Horizontal logo



Logomark



### Web

|     |            |
|-----|------------|
| HEX | FACB33     |
| RGB | 250-203-51 |

### Print

|      |           |
|------|-----------|
| PMS  | 123 C     |
| CMYK | 2-19-90-0 |

### Web

|     |         |
|-----|---------|
| HEX | 041723  |
| RGB | 4,23,35 |

### Print

|      |              |
|------|--------------|
| PMS  | BLACK 6 C    |
| CMYK | 87-73- 58-73 |

## BlueX logo misuse

# Do not



Do not -  
Change the space between  
the icon and the text



Do not -  
Change the color



Do not -  
Skew, rotate or stretch



Do not -  
Add shadows, gradient,  
or any other special effects

Logo + color

# Metrics That Matter

Guidelines when using the Metrics That Matter logo:

- Only use the logo in color or all white. In rare cases, use all black.
- Don't alter, rotate, or modify the logo.
- Don't use previous versions of the logo.
  
- The horizontal logo is the main logo. This is the preferred option.
- Use the logomark if the horizontal logo option is used elsewhere on the image/document or if space is limited.

Horizontal logo



Logomark



## Web

HEX 0D9384  
RGB 13-147-132

## Print

PMS 3285 C  
CMYK 82-21-55-3

## Web

HEX Gradient from  
#0C5AC5 to #0D9384

## RGB

Gradient from  
RGB (12, 90, 197) to  
RGB (13, 147, 132)

## Metrics That Matter logo misuse

# Do not



Do not -  
Change the space between  
the icon and the text



Do not -  
Change the color



Do not -  
Skew, rotate or stretch



Do not -  
Add shadows, gradient,  
or any other special effects

For any brand inquiries contact  
[marketing\\_dept@explorance.com](mailto:marketing_dept@explorance.com)