Brand
Guidelines

moodle

Welcome

The Moodle brand is an increasingly important asset in an increasingly competitive world. These guidelines are for those responsible for managing and building the Moodle brand.

These guidelines provide information about the overall brand framework, basic elements and messaging. The Moodle basic elements cover the brand mark, colour, typography, imagery, supporting graphic devices and composition. They describe how these elements come together to create a look and feel that is uniquely Moodle.

The guidelines are an important tool in ensuring that the Moodle brand is presented and expressed correctly and consistently across applications.

Your help doing this is invaluable and will help build an even stronger Moodle brand now and for the future.

Our Mission

Moodle is a company that values education above all else, and innovates with integrity, respect and openness to help improve the world for future generations.

We create innovative software and services to support education processes using open collaboration with our community of educators, developers and researchers to help improve the quality and efficiency of education globally.

Our mission tagline is:

Empowering educators to improve our world

Our Values

Education

We understand that education is the foundation of making the world a better place.

We are always learning, improving how we learn, and helping those around us to learn and teach.

Openness

We strive to be open in our goals, our tools, our processes and our results, encouraging everyone to communicate freely and inclusively. We promote accessibility and embrace international cultures across all our products.

Respect

We treat everyone with respect and sensitivity, recognising the importance of their contributions: team members, community, customers, partners, suppliers and competitors.

Integrity

We hold ourselves to the the highest ethical standards, demonstrating honesty and fairness in every action that we take.

Innovation

We encourage a progressive culture of data driven experimentation and research, where entrepreneurship and prudent risk taking are encouraged, rewarded and incorporated.

Who We Are

Our vision: to give the world the most effective platform for learning.

Our big idea: we collaborate with each other, our partners, our community to share knowledge to make a positive impact on educators and on society.

Our principles: collaborative, consistent, flexible, universal, purpose before profit

- We work together as a team, in the same direction towards the same goals.
- We are willing to share ideas and knowledge.
- We care about what happens to each other and out there in the world at large.
- Our knowledge is relevant to real life and benefits society
- We contribute to society locally and globally.

Personality: Smart, Friendly, Enthusiastic, Passionate, Caring and Sincere

Messaging & Positioning

At Moodle we create software and services to support any education processes by using open source collaboration practices with educators, developers and researchers to improve the quality and efficiency of education globally.

Moodle's scalable, cost-effective and flexible open-source solutions support the education and training needs of many organisations around the world.

- **Most widely used LMS** - Moodle supports the education and training needs of hundreds of millions of people in every country on the world and has become the mainstream learning management system used today.

- **Flexible training & learning needs** - Support for any pedagogy you prefer: from competency-based methods, to gamification, blended learning, flipped learning and collaborative learning.

- **Worldwide partner network** - Our worldwide network of certified Moodle Partners can provide technical support, customisation, hosting and all Moodle-related services to help you with your e-learning project.

- **Strong, global community** - Our open source project is supported by a global community of educators, developers, learners, administrators and people who love our learning platform and are helping us to make it better every day.

Voice, Style & Tones

Our tone of voice is the way in which we write and speak, what we say and how we say it. Moodle's voice is human - it's familiar, friendly and respectful. To the right are some examples of tone that we use for various types of writing:

Type of writing	Intended readership	Tone	Example
Press release	Public, external stakeholders, staff, media	Direct and impartial	Moodle, the maker of the world's most-used learning platform, announced their next official conference, MoodleMoot Australia 2018, will be hosted in Brisbane, Queensland.
Social post	Staff, partners, community, potential users	Warm, friendly, engaging, conversational and informative.	Meet Moodle HQ in Brisbane! Will you join us at MoodleMoot Australia to improve your skills, meet the community and learn from experts?
Blog Post Newsletter	Staff, partners, community, potential users	Informative, helpful, conversational, educational	Moodle HQ will be at ALTC to meet members from the Education community face-to-face and share ideas about how our open software solutions can help educators and organisations achieve their goals.
Case studies	Staff, partners, community, potential users	Engaging, inspiring, emotive	The school district is part of a growing, vibrant area that traces its history back to the 1800s when the first school in Dearborn was nothing more than a simple, one-room log cabin.

Communication style

Our communications are engaging and interesting, reflecting our open and intelligent personality.

1. **Use active voice**
    We write in active voice. In active voice the sentence's subject is clearly the actor. For example, Moodle won first place' is active while 'first place was won by Moodle' is passive. Using personal pronouns such as 'you' and 'we' will help you write in active voice.

2. **Inject descriptive language**
    Using descriptive adjectives and verbs is a simple technique for injecting richer meaning and greater energy into your writing.

3. **Be positive**
    Always write about what things are rather than what they are not. To help, try avoiding statements that start with 'don't' or 'not' and the words 'just' and 'only'.

4. **Write for each audience**
    The meaning of our communications should always be accessible by our audience. As your audience changes, so should your writing. Keep your words direct and to the point; cut down on any excess and avoid artificially lofty language. If you want to emphasise a particular point, try a shorter sentence.

5. **Be consistent**
    Being consistent helps build a strong brand, and helps build strong trust too.

What we are, what we're not

The table below provides an overview of our values and themes. When you are producing Moodle communications material, use this table to guide your messaging.

What we are	What we're not
Collaboration for social gain	Individual contribution for personal gain
Positive	Sombre or negative
Engaging	Generic
Friendly	Aggressive
Fun	Silly
Educational	Patronising
Socially and morally driven	Profit going to a few individuals

Trademark

The word "Moodle" is trademarked in many countries around the world to protect the reputation and integrity of the brand.

"Moodle Partner" is a certification mark owned by Moodle. The use of this logo is restricted to certified Moodle Partners only.

Allowed uses of "Moodle"	Restricted uses of "Moodle"
• Referring to the software or the Moodle project. • Describing your own Moodle implementation (including within corporate settings). • Describing a Moodle-based community hub. • Describing some software you've made that integrates with Moodle (e.g. a Moodle integration feature on another system).	• The name of your software (including Mobile apps) • Your company name • Your domain name • Advertising-related keywords (such as Adsense) • To describe services around Moodle (such as hosting, training, support, consulting, course creation services, theme development, customisation, installation, integration and certification). This applies even if you do not charge for the services. Note that usually only Moodle Partners have this permission.

When using our brand materials, please include the statement "Moodle and the Moodle logo are trademarks of Moodle Pty Ltd."

Our Trademark Policy is available on moodle.com/trademarks.

If you encounter the misuse of the Moodle trademark, please report this to Moodle at **support@moodle.com.**

Our Logo

Moodle is represented as the word mark and the mortarboard, representing completing education with this graduation cap.

Primary logo - use this when possible

Exclusion zone

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the one half of the height of the logo.

Logo with stapline
- *Always ensure the text is readable*

Single colour dark grey #282828
- *Use this option when placed on a busy background*

Reversed white version
- *Use this option when placed on a coloured background*

Moodle Mortarboard

The mortarboard (graduation hat or graduation cap) has always been part of our logo, and it represents successful education which is one of our values. We understand that education is the foundation of making the world a better place.
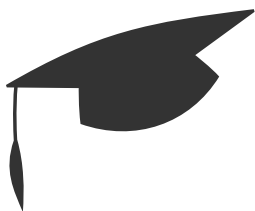
Alignment

Left alignment - Align your copy and other objects to the left edge of the M.

Logo Icons

The following variations of the logo can be used depending on the application.

Primary icon used on white background

Primary icon used on orange background

Incorrect use of the logo

To maintain the integrity of the brand the logo must not be used in the following ways:

A. Do not reproduce the logo in solid unauthorised colours

B. Do not change the typeface of the logo

C. Do not rearrange parts or create compositions that are not authorised

D. Do not add drop shadows or gradients

E. Do not place the logo on backgrounds that are busy and make it unreadable

F. Do not place a box around the logo when placed on backgrounds

G. Do not squash or stretch

H. Do not rotate

A.

B.

C.

D.

E.

F.

G.

H.

Our Colours

The Moodle orange is one of the recognisable assets in the Moodle visual identity. Orange is vibrant and energetic - and the Moodle brand is representative of a dynamic and bold community, driven forward by a vibrant team. In our brand communication, orange must be represented to reinforce the Moodle difference.

Primary Colours

Moodle Orange

#f98012
RGB - 249 128 18
CMYK - 0 61 100 0
PANTONE 158 C

Moodle Charcoal

#686566
RGB - 104 101 102
CMYK - 49 43 41 33
PANTONE Cool Gray 10 C

Headline Extra Dark

#282828
RGB - 40 40 40
CMYK - 71 64 64 68
PANTONE 426 C

Secondary Colours

The secondary colours are introduced to enhance the visual brand world. They provide a natural palette to completely the bold orange and charcoal of the primary colours.

Light Blue

#7ac2d6
RGB -122 194 214
CMYK - 50 7 12 0
PANTONE 630 C

Light Green

#9cbd50
RGB - 156 189 80
CMYK - 44 9 88 0
PANTONE 367 C

Blue

#239cae
RGB - 35 156 174
CMYK - 77 20 28 1
PANTONE 7689 C

Green

#2ca14f
RGB - 44 161 79
CMYK - 80 11 94 1
PANTONE 7739 C

Dark Blue

#005a75
RGB - 0 90 117
CMYK - 100 41 28 33
PANTONE 7470 C

Dark Green

#316d5e
RGB - 49 109 94
CMYK - 74 26 57 34
PANTONE 555 C

Our Typefaces

The primary typeface is OpenSans and is optimised for print, web and mobile interfaces. Modern, clean, open and legible in style, its characteristics help create the visual style for our future proof brand.

OpenSans Font Family

Regular (body copy)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SemiBold (subheadings)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold (headings)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ExtraBold (main headings)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Using Photography and Illustration

Photography

People and the use of technology play a key role in our photography style.

People images should be bright with a natural quality to them using a diverse mix of individuals.

For technology images, please try and photoshop either an orange background with the 'm' or use an actual device screen of Moodle.

Photos with a subtle hue of orange also work well.

When the logo is being used with the photo it is important to ensure that it is never obstructed or unreadable. It should be placed within a clean space with a high contrast.

Photography examples

Iconography

Icons should be used with text or as a visual representation of features. The style and colour may vary depending on application, however it should always be an outline and never solid.

The thickness of the outline should be the same weight all around and the size should always be easy to read.

The icon should predominantly be used inside a circle, however can be used without when necessary (e.g. the website).

The icons should only ever use one colour (Moodle orange).

Mobile friendly

Support

Access

Celebrations

Travel

Snacks

Social icons

Contact icons

Illustration

Complementary illustrations can follow in the style of the iconography as being outlines, or as solid graphics depending on the application.

They can use shades of the primary, secondary/complementary brand colours.
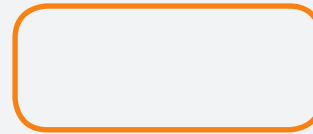
Simple outlines

Flat graphics

Graphic elements

Supporting graphic elements have a curve or rounded edge to create a personable and approachable brand.

This should subtly be seen as part of the graphical elements on a page, where there would otherwise be straight edges.

Rounded boxes

Circles

Detailed graphics

Partner Activities

Our Partners operate as an extension of Moodle HQ and provide local services and support which are distinctive to each region.
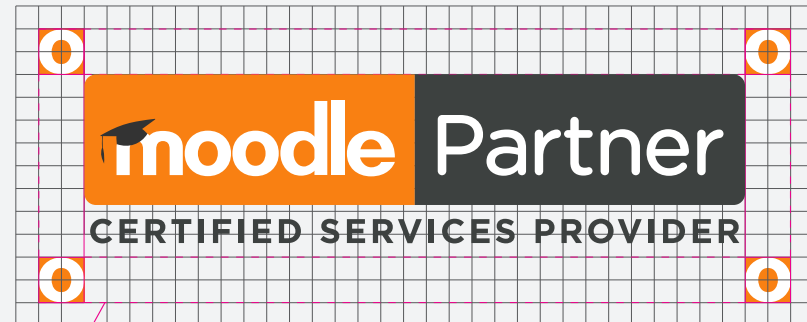
Primary Partner logo - Stacked - use this when possible in narrow spaces

Exclusion zone

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the one half of the height of the logo.

Primary Partner logo - Landscape - use this when possible in wide spaces

Exclusion zone

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the one half of the height of the logo.

Reversed white version stacked
- Use this option when placed on a dark background

Reversed white version landscape
- Use this option when placed on a dark background

Incorrect use of the logo

To maintain the integrity of the brand the partner logo must not be used in the following ways:

A. Do not reproduce the logo in solid unauthorised colours

B. Do not change the typeface of the logo

C. Do not rearrange parts or create compositions that are not authorised

D. Do not add drop shadows or gradients

E. Do not place the logo on backgrounds that are busy and make it unreadable

F. Do not place a box around the logo when placed on backgrounds

G. Do not squash or stretch
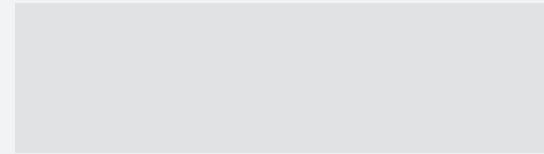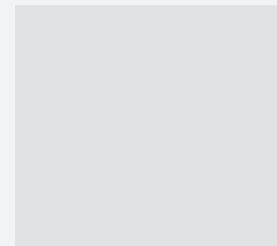
H. Do not rotate

A.

B.

C.

D.

E.

F.

G.

H.

Co-branding

When our MoodlePartner logo is placed with a partners logo the following options must be used.

When co-branding with wide logo use the landscape Partner logo to the right

When co-branding with wide logo use the portrait Partner logo to the right