

skillboost

Created by Emmy Avén © 2023



Skillboost.io

Brand Book

Welcome to the world of Skillboost.io

This brand book is your passport to understanding the unique e-learning ecosystem, where innovation and education converge to create exceptional learning experiences.

This document provides a simple, yet adaptable, set of brand guidelines that can be easily understood and communicated while leaving room for creativity. The following pages will guide you through the basic identity elements such as logo, typeface and color. It will also provide some general rules for applying these elements across different media types.

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Your Logo

A primary logo is the main logo used to represent the brand. All other brand logos stem from this primary logo design.

The primary logo design needs lots of space because of its intricacies and size. Use the main logo in places where it has plenty of room.



[Download logo](#)

Minimum sizing

Use this to how explain the minimum size for the logo in both digital and print

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200px
50mm

Your Icon

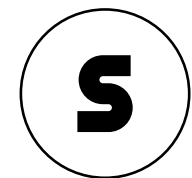


[Download icon](#)

Logo Variations

For a cohesive design and to make to logo stand out; You can apply the various shades to the logo.

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Logo Misusage

These are common logo misuse. To ensure consistency throughout the brand please make sure to not use the logo in the below variations.

 <p>DO NOT use unapproved colour formats.</p>	 <p>DO NOT outline the logo.</p>	 <p>DO NOT reproduce the logo with poor quality.</p>	 <p>DO NOT change the orientation of the logo.</p>
 <p>DO NOT change the transparency</p>	 <p>DO NOT add a drop shadow or outer glow</p>	 <p>DO NOT distort or scew</p>	 <p>DO NOT resize individual element</p>

Primary Typeface

[Download font](#)

For your primary typeface I have used the font Poppins. This font is complementary to the logo and works great for headings. You can download the font from the link above.

A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z Å Ä
 Ö a b c d e f g h i j k l m
 n o p q r s t u v w y z å ä
 ö 1 2 3 4 5 6 7 8 9 0 . , ?
 ! & - " * % / | () =

Hierarchy

H1

52 pt | 3.25 em Bold

H2

40 pt | 2.25 em SemiBold

H3

24 pt | 1.5 em Regular

H4

18 pt | 1.25 em Regular

P

16 pt | 1 em Light

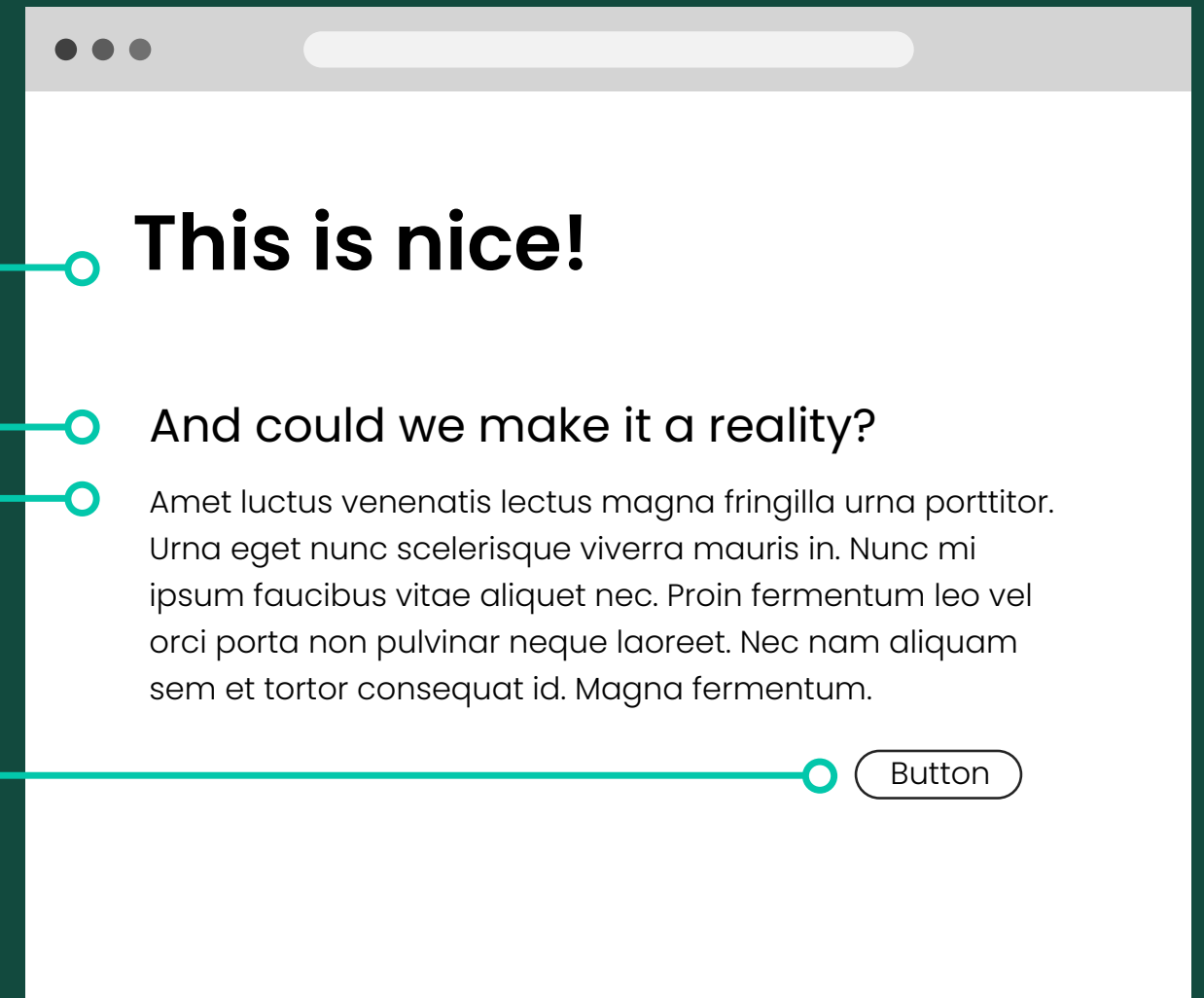
Usage

H2/Secondary is the heading you use as headlines in texts. This is Poppins Semibold, 40pt to grab attention.

H3/Subheading is Poppins Regular 24pt. It acts as headlines within a text to make the readability easier. Similar to h1, but not as big.

P/Paragraph is Poppins Regular 16pt. It is often called the “body text”. It needs to be easy to read, and you can use semibold to highlight specific words or phrases.

Button is Poppins Regular 16pt. Outline 1px



Tropic Seaweed

03CCAE

CMYK: 94, 0, 48, 0

Forest Biome

134B3F

CMYK: 87, 46, 71, 44

Ocean Mist

C0EDE7

CMYK: 23, 0, 11, 0

Bright Light

000000

CMYK: 0, 0, 0, 0

Young Night

232323

CMYK: 0, 0, 0, 86

Why these colors

The consistent use of color is vital to an effective brand identity. I have used an array of mint green shades based on growth, stability and creativity.

These colors are associated with freshness and by using them throughout your design you will create a great consistent brand.

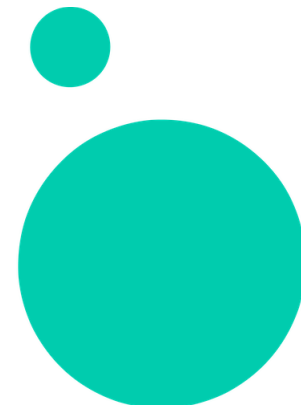
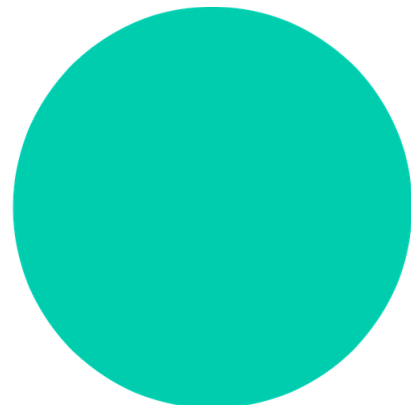
Secondary Shades

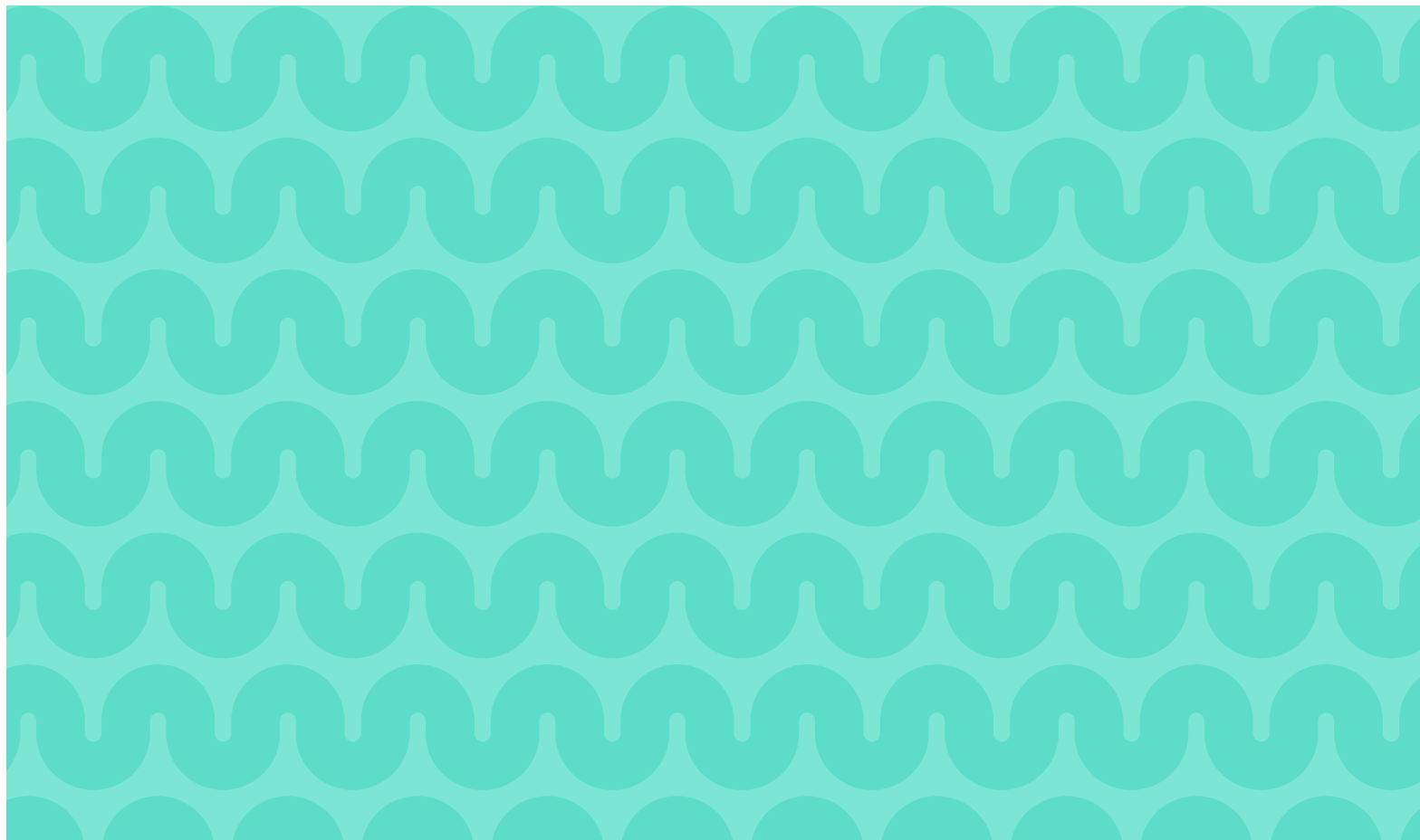
To add some variety, depth and vibrancy into the brand I have created the secondary shades. These complement the brand and can be used throughout.

#87D6CA	#00A68D	#01382C
Ocean Mist	Tropic Seaweed	Forest Biome
#EBFCFA	#87D6CA	#00A68D

Shapes

Shapes and icons are powerful elements of brand design that can convey meaning, emotion, and personality. All shapes below are created from the Skillboost logo.





Social Media overview

It is important to think about your brand and determine what story you want to tell. If customers see that across social media platforms that your story is consistent, they will be more likely to trust you.

People process visual information faster than textual information. Therefore, it is so important to make sure your content is consistent across your social media channels!



477 posts

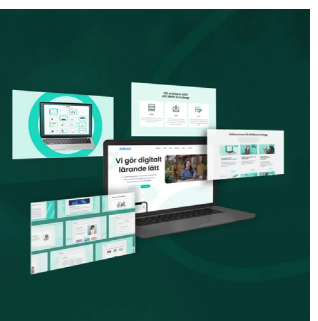
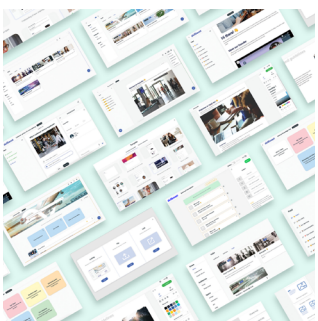
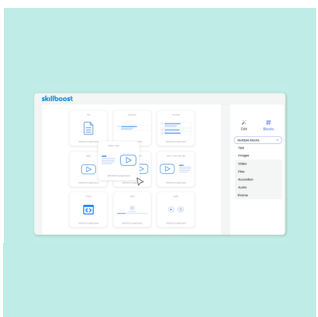
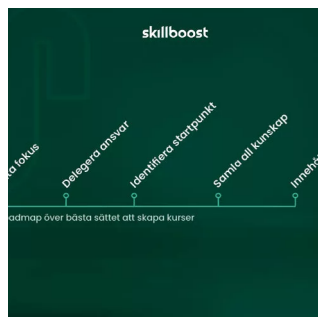
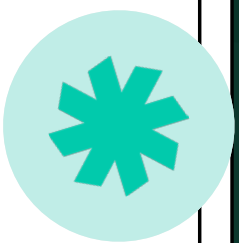
38.9K followers

42 following

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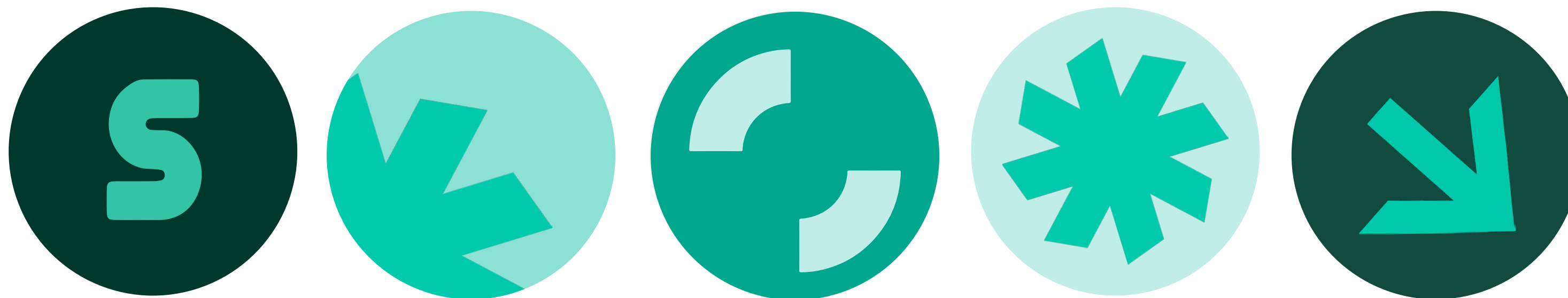
Hjälper företag att framtidssäkra sina verksamheter genom anpassade digitala lösningar.

<https://bit.ly/company>



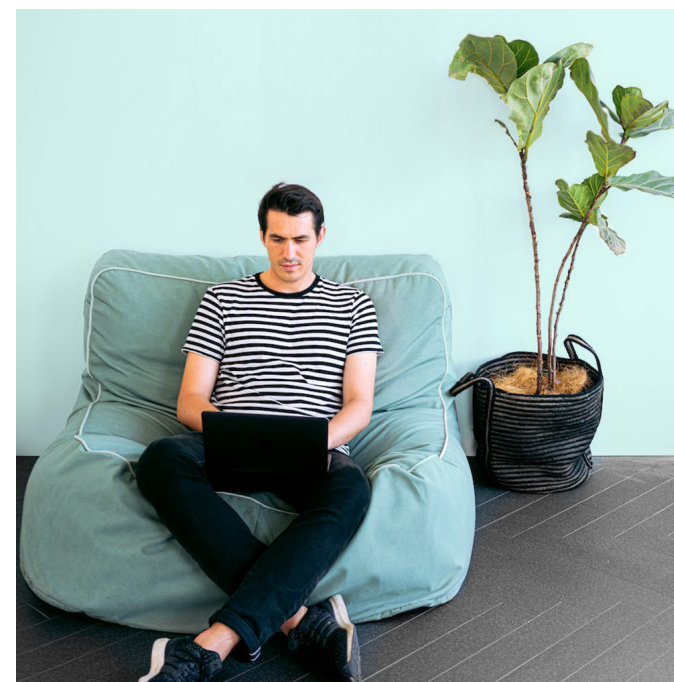
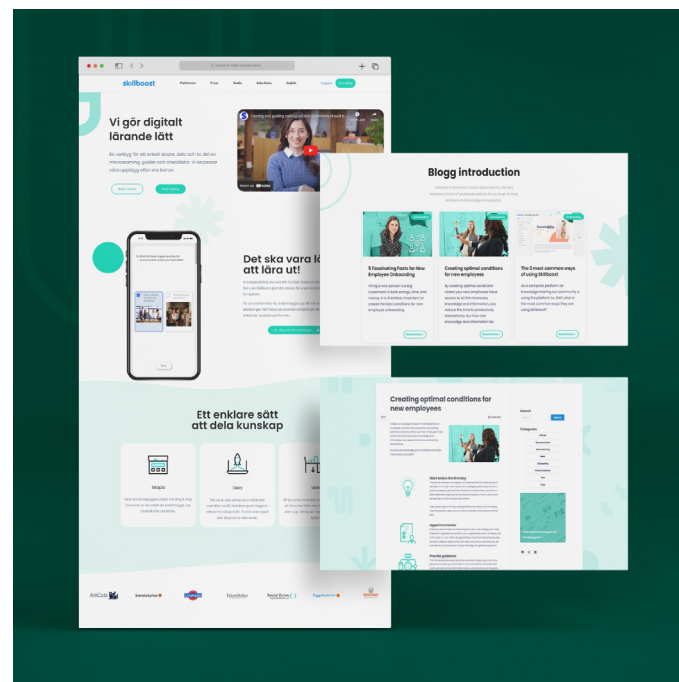
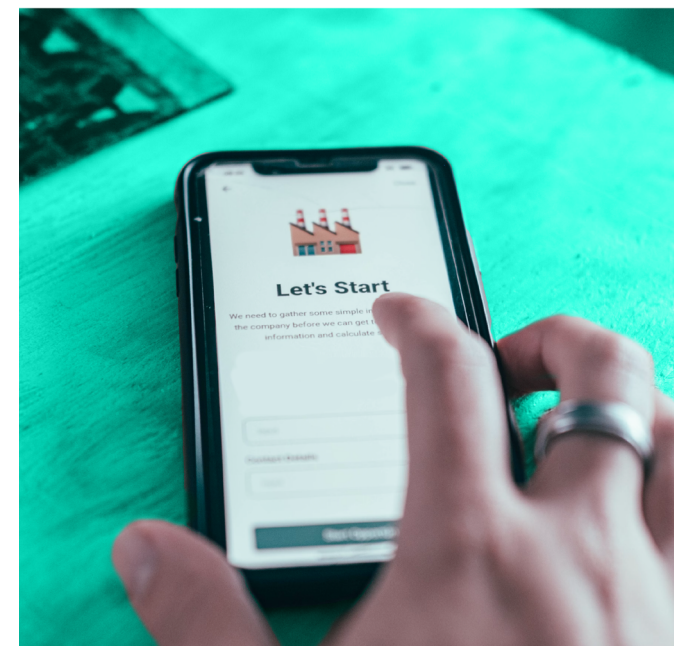
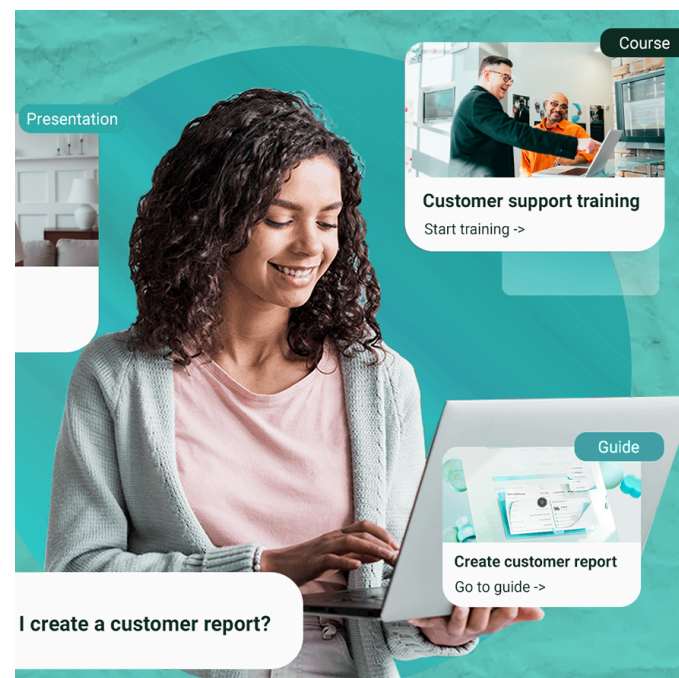
Highlight cover

I have used the brand colors and assets to create highlight covers for instagram stories. These will help keep consistency throughout the various social media platforms.



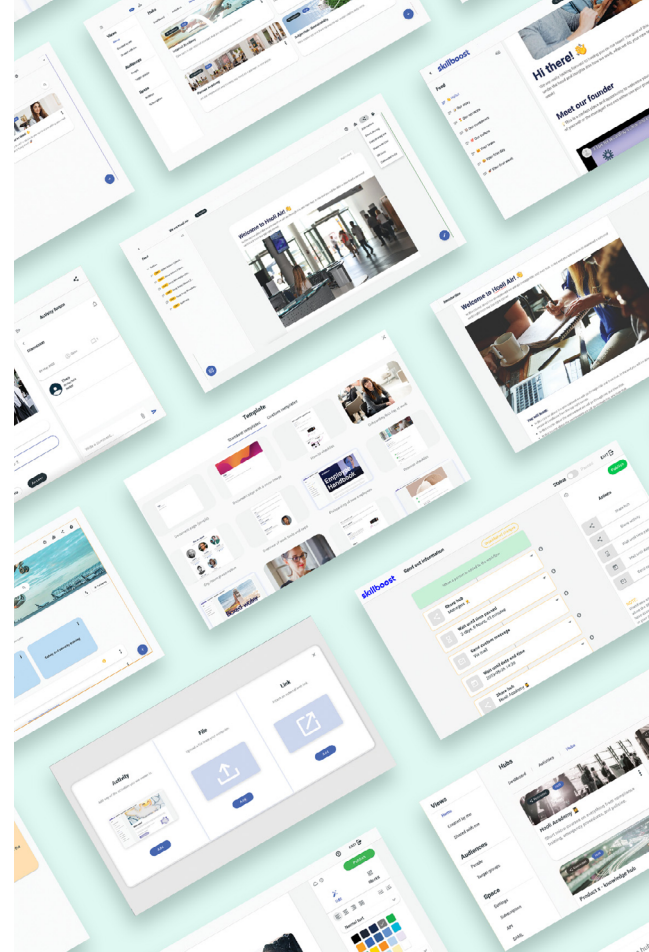
1:1 Designs

I have created a set of designed social media posts based on the brand identity. You should also share some people focused imagery in between the designed posts lifting the platform.



Social Media 9:16

I have created a set of posts on instagram stories to get a full overview on how the brand identity could be applied. These are also optimal for using when creating advertisement on instagram.



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**A complete solution
for e-learning**

Spend Less Time

On tasks that can be automated

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Har cheferna svårt att förstå **hur** man kan omvandla **intern kunskap till affärsvärde?**

Läs vår guide om hur man lyckas omvandla kunskap & samtidigt bli ett starkare team.

Interact anywhere

Our platform is mobile friendly and every function is made to interact with on the go.

Sharing should be easy!

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Vi gör digitalt lärande lätt

Blogg introduction

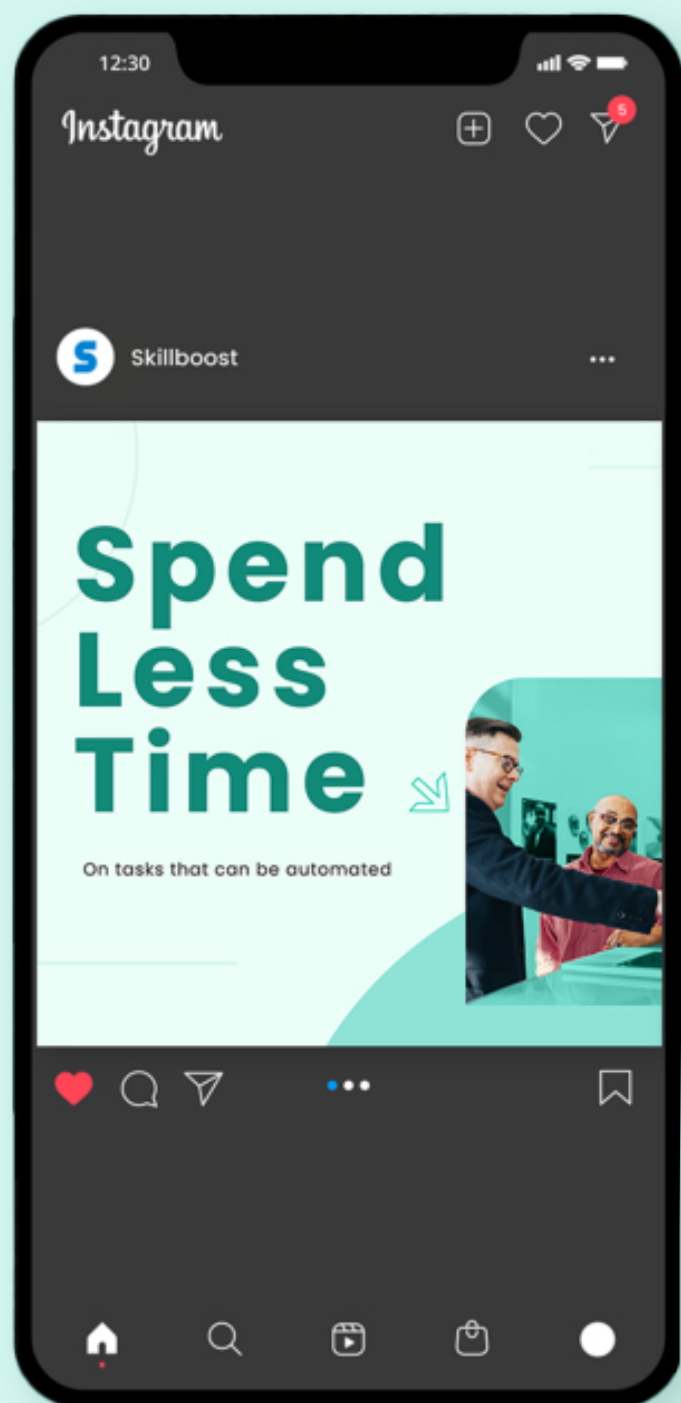
Det ska vara lätt att lära ut!

Ett enklare sätt att dela kunskap

Creating optimal conditions for new employees

Carousel

Carousel posts don't only encourage engagement, they also drive your page's reach. This format **capitalizes on people's attention** span and nurtured reflex for swiping through each card's contents. The time they spend engaging with the post is, in fact, longer than other posts. **The algorithm picks up** these lengthier visits and consequently identifies the associated account as show-worthy.



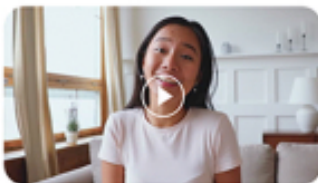
Workflow

Our new function workflow is finally live on Skillboost.io. With this new module, you can easily automate content sharing, invitation to hubs, preboarding + onboarding and custom email messages.

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Preboarding is a process that takes place before a new employee's official first day of work and aims to prepare and introduce the new employee to the company and its culture.

A warm welcome from our founder Jenniel



skillboost Activity statistics			
Team	Activity	Count	Status
Team Alpha	Activity A	10	Completed
Team Beta	Activity B	5	In Progress
Team Gamma	Activity C	15	Not Started
Team Delta	Activity D	8	Completed
Team Epsilon	Activity E	12	In Progress
Team Zeta	Activity F	3	Not Started
Team Eta	Activity G	7	Completed
Team Theta	Activity H	9	In Progress
Team Iota	Activity I	4	Not Started
Team Kappa	Activity J	6	Completed

Make sure everybody is informed and has finalised the onboarding courses!



Interact anywhere

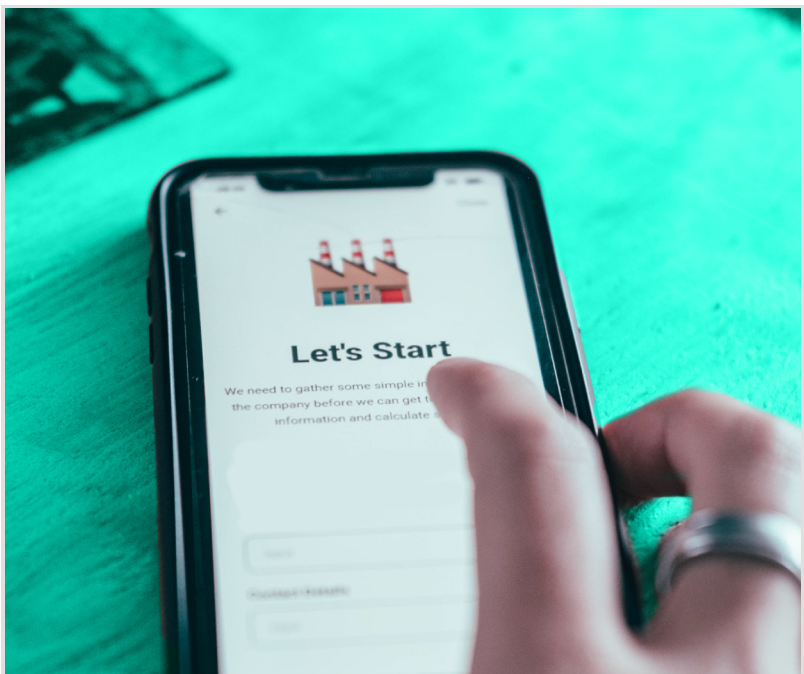
Our platform is mobile friendly and every function is made to interact with on the go.

Sharing should be easy!

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Automatisera arbetsflöden!

- Skicka preboarding mail
- Vänta tills 3 dagar har passerat
- Dela "Välkommen hit" hub
- Skicka "Första dagen" mail



Course
Customer support training
Start training ->

Guide
Create customer report
Go to guide ->

Presentation

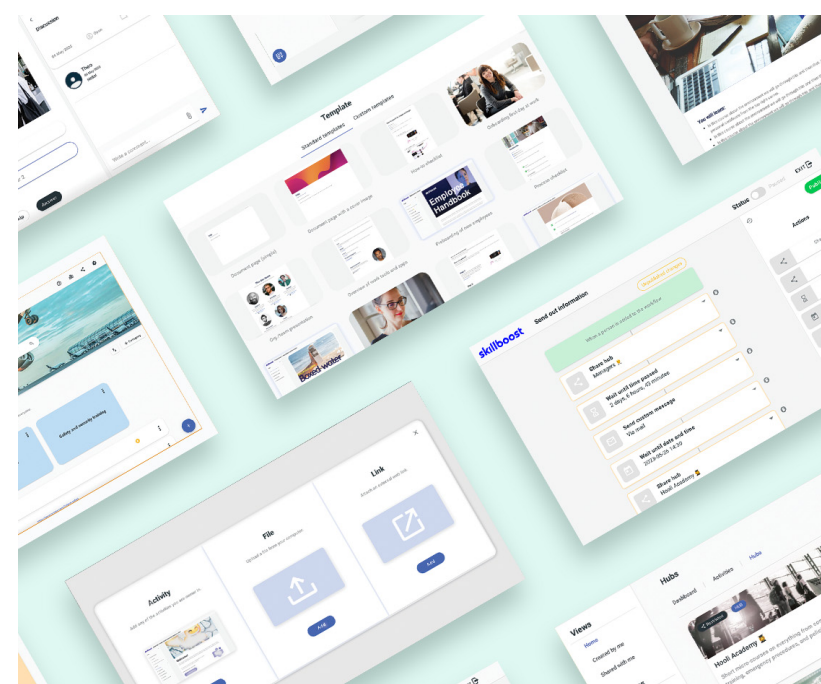
I create a customer report?

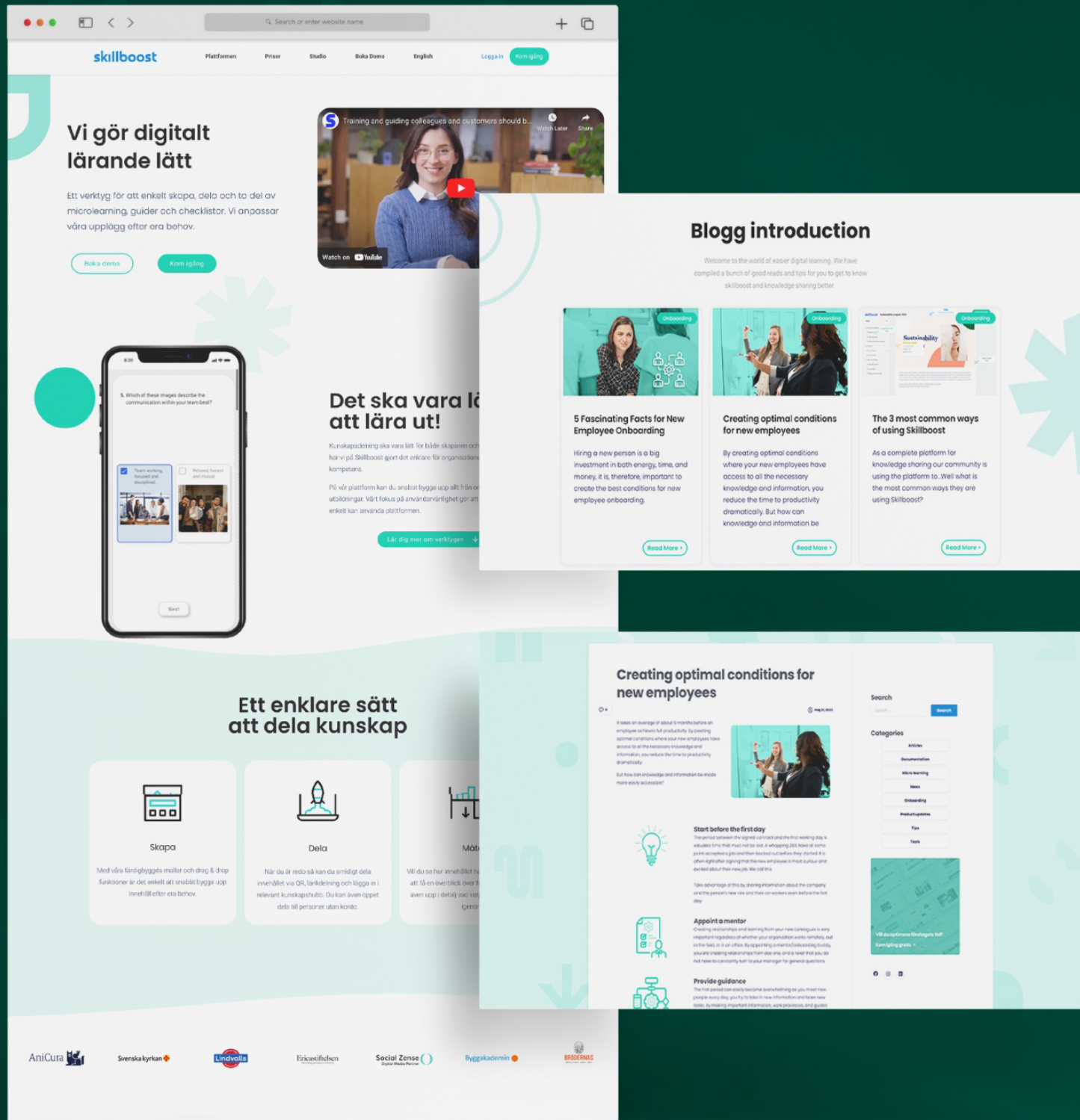
Spend Less Time

On tasks that can be automated

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A complete solution for e-learning





Mockups

I have created a few mockups to showcase for you what your brand could look like in on the web and in employee merchandising.

I have applied the colors, fonts, assets and backgrounds to make a cohesive and consistent example that could easily be recognized everywhere.

