

Brand Guidelines for Anthology Customers

Power of Together™

Anthology 

Welcome to Anthology's Brand Guidelines for Customers!

At Anthology, you and your learners are at the heart of everything we do. Thank you for helping boldly change what education and technology can make possible together.

When you incorporate our company and solution names into your own materials, we appreciate your adherence to these guidelines. Your efforts not only help accurately represent the Anthology brand, but also spread the word that together, we can create even more learning opportunities with the power to change lives.

PLEASE NOTE: You may only use Anthology's trademarks with our permission, including as authorized by these brand guidelines. Use of our trademarks without our prior consent may constitute trademark infringement and unfair competition in violation of federal and state laws.

All use of Anthology trademarks must be in conformance with your Anthology Master Services Agreement (or other governing agreement) and these brand guidelines.

If you have questions, please contact your CSM or the Customer Success Management Team.

Introduction

2 Welcome

Anthology Corporate Logo Guidelines

5 Primary Logo

6 Primary Logo Matrix

7 Logo Integrity

Blackboard® Logo Guidelines

9 Logo

10 Solution Logo Integrity

11 Solution Name and Trademarks in Running Text

12 Solution Capabilities

Anthology® Student and Anthology® Reach Logo Guidelines

14 Logos

15 Solution Logo Integrity

16 Solution Name and Trademarks in Running Text

Other Anthology Products

18 Representing Other Anthology Products



Anthology Corporate Logo Guidelines

Primary Logo

Full-color logos should be used whenever possible. The black version should only be used on white backgrounds and the white version should only be used on black backgrounds. The logo should not be altered in spacing, color, or proportion. The typefaces within the logo are to be used exclusively within the logo design.



Primary Logo Matrix

These one-color logos are reserved for special use cases. Some examples include:

- When the logo *must* be placed on a color other than black or white
- A one-color screen print
- A greyscale or black and white image
- An extremely busy layout in which adding any more color would distract from the overall design
- When printing full color gradient is not possible

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Logo Integrity

When using the Anthology logo, please follow the guidelines regarding usage. Do not alter the logo in any way.



Maintain clear space



Do not tilt or rotate



Do not compress



Do not stretch



Do not place inside any shape



Do not place on a colored background



Do not place objects in front



Do not place objects behind



Do not add any text to logo

Blackboard Logo Guidelines

Blackboard Logo

Full-color solution logo should be used whenever possible. The black version should only be used on white backgrounds and the white version should only be used on black backgrounds. The logos should not be altered in spacing, color, or proportion.

Capabilities within the three flagship solutions should be displayed in text only.

Blackboard 

Blackboard 

Blackboard 
by Anthology

Blackboard 
by Anthology

Blackboard 

Blackboard 

Blackboard 
by Anthology

Blackboard 
by Anthology

Solution Logo Integrity

When using the solution logos, please follow the guidelines regarding usage. Do not alter the logos in any way.



Maintain clear space



Do not tilt or rotate



Do not add any text to logo



Do not compress



Do not stretch



Do not place inside any shape



Do not place on a colored background



Do not place objects in front



Do not place objects behind

Solution Name and Trademarks in Running Text

Include the appropriate trademark symbol for the first mention of a solution name in running text UNLESS the trademarked solution logo is included. In that case, the logo already includes the trademark symbol, so no additional symbol is needed. The mark may be dropped after the first reference.

Use **Anthology® Blackboard** in longer-form assets, including press releases, datasheets, white papers, etc. After the first reference, simply use Blackboard (with no symbol).

For shorter-form assets, such as social media images and post copy, use **Blackboard®** instead of Anthology® Blackboard.

Please note: “Learn” should no longer be used. Also, “Ultra” should only be used when necessary as a general description and never as part of the solution name. For example, you might refer to “making the move from Classic to Ultra,” but you should never say “making the move to Blackboard Ultra.”

It is also acceptable to use Classic or Ultra in parentheses following Blackboard if you need to reference a specific version or differentiate between them. For example, you may write “When we implemented Blackboard® (Ultra), our instructors reported drastic time-savings.”

Solution Capabilities

All core and premium solution capabilities within our flagship solutions (such as Anthology® Ally, Anthology® Evaluate, and Anthology® Milestone) should be referenced in text only. The only logos that should be used are Anthology (corporate) or the associated flagship solution mark (Blackboard, Student, or Reach).



Anthology Student and Anthology Reach Logo Guidelines

Anthology Student and Anthology Reach Logos

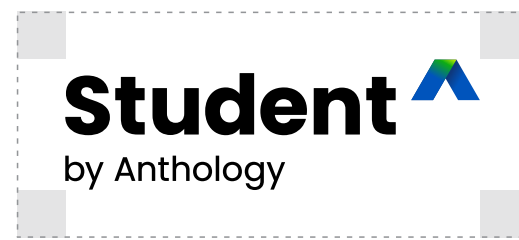
Full-color solution logo should be used whenever possible. The black version should only be used on white backgrounds and the white version should only be used on black backgrounds. The logos should not be altered in spacing, color, or proportion.

Capabilities within the three flagship solutions should be displayed in text only.



Solution Logo Integrity

When using the solution logos, please follow the guidelines regarding usage. Do not alter the logos in any way.



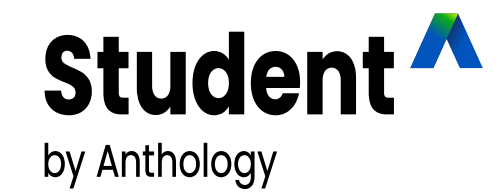
Maintain clear space



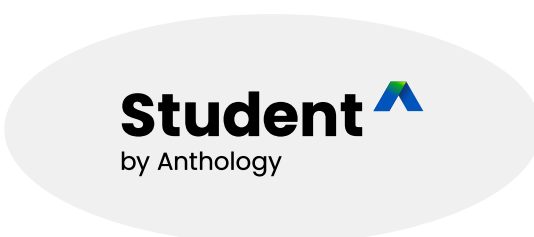
Do not tilt or rotate



Do not compress



Do not stretch



Do not place inside any shape



Do not place on a colored background



Do not place objects in front



Do not place objects behind



Do not add any text to logo

Solution Name and Trademarks in Running Text

Include the appropriate trademark symbol for the first mention of a solution name in running text UNLESS the trademarked solution logo is included. In that case, the logo already includes the trademark symbol, so no additional symbol is needed. The mark may be dropped after the first reference.

Anthology® Student

Anthology® Reach

After the first reference, drop Anthology and simply refer to Student or Reach (with no symbol).

Please note: When representing Anthology (not just Anthology Student and/or Anthology Reach), use the Anthology corporate logo instead of the solution logo(s).

The background consists of several overlapping geometric shapes. A large dark blue triangle is on the left, pointing downwards. A large teal triangle is on the right, pointing upwards. A bright green triangle is at the top right, pointing downwards. The text is centered over the dark blue triangle.

Other Anthology Products

Representing Other Anthology Products

When representing other Anthology products, use text-only product names including the registered trademark symbol after Anthology. If you wish to include a logo mark, the Anthology corporate logo is acceptable.

For example: **Anthology® Evaluate**

Please note: Anthology Services does NOT have a trademark symbol.

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