

brand guide

S C R I B B L E S S O F T W A R E

Let's go!

| | |
|---------------------|----|
| Our Story..... | 3 |
| Our Logo..... | 4 |
| Our Colors..... | 7 |
| Our Typography..... | 8 |
| Our Voice..... | 10 |

OUR STORY

Our mission is to engage the community by providing equitable, open access to school district resources and programs throughout the student life cycle - beginning with enrollment and continuing post graduation.

**We believe equitable
access to government is a
right and not a privilege.**

our LOGO

main logo

scribbles
S O F T W A R E

color variations



scribbles
S O F T W A R E

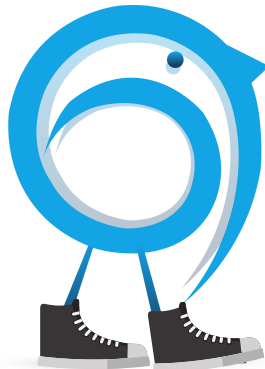
our MASCOT



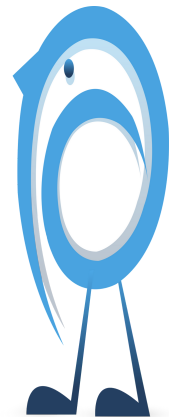
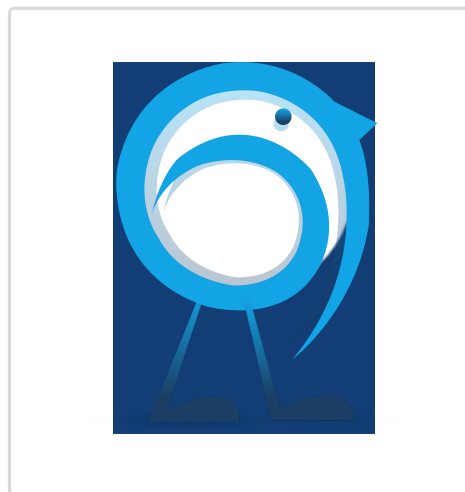
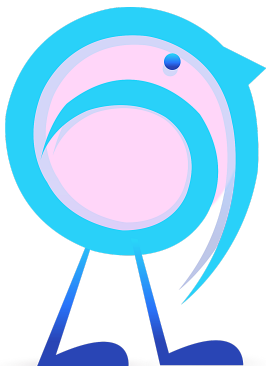
The Scribbles bird always has a white body and an invisible smile. He is always on a transparent background. Do not distort the bird in any way and don't worry, he is always customizable...

our MASCOT

Yes! Love this...

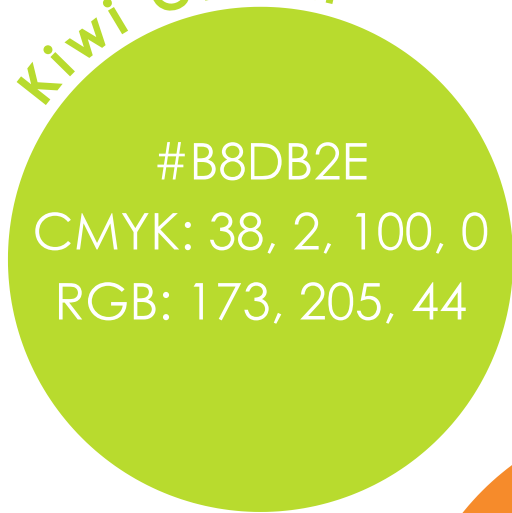


Oh no! Not this...



our COLORS

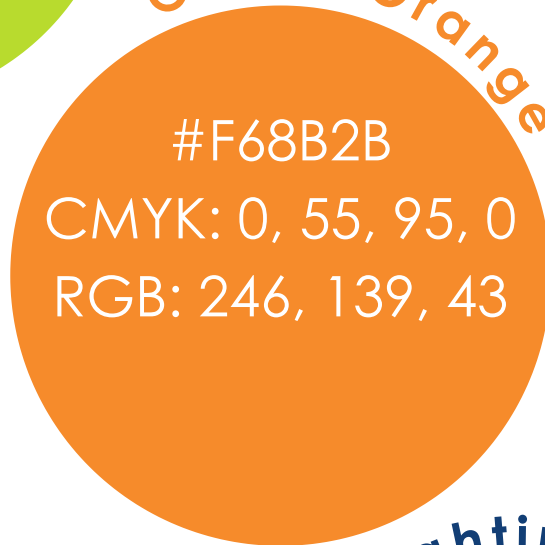
Kiwi Green



Scribble Blue



Oriole Orange



Robin Red



Canary Yellow



Nightingale Navy



our TYPOGRAPHY

main font
+ font variations/weights

Century Gothic

secondary, body font

Roboto Condensed

accent font

Glypher

OUR PRODUCTS

Rules to Remember

#1 Products are, and will be, named with the 'ScribProduct' naming system.

#2 Uppercasing of products occurs within product logos *only*. ScribOrder is never written as scribORDER.

#3 Lowercasing of 'scrib' occurs within product logos *only*. Scribbles is always written as Scribbles, not scribbles.

scrib
FORMS

scrib
TRANSFER

our
VOICE

Succinct

Knowledgeable

Friendly

Innovative

Happy

OUR IMAGERY

Using elements should help provide context and never confuse the viewer.



Stick to similar colors, people with smiles, and images without outlines. Rounded edges go with our round mascot and overall brand feel.

Be consistent when selecting elements. Consistency speaks to quality... of the artifact itself and the product and brand it represents.



scribbles

S O F T W A R E

SCRIBSOFT.COM