1. LOGO AND USAGE
   1. Logo and its usage
   2. The meaning behind the logo
   3. Its usage over various backgrounds
   4. Spacing considerations
   5. Logo badges

2. ICONOGRAPHY
   1. Icons for modules
   2. Icons for subjects

3. COLOURS
   1. Primary brand colours
   2. Secondary brand colours
   3. Illustration style

4. ILLUSTRATION

5. TYPOGRAPHY
   1. Primary typeface
   2. Secondary typeface

6. SOCIAL MEDIA
1

Logo and it’s usage
• The Toppr logo symbolises moving forward and upward in life

• It includes the name, symbol, word, phrase, image, or any other badge that identifies the origin of any of Toppr’s products.

• Please don’t modify the logo or use it in a confusing manner. This includes using the logo to suggest endorsement by Toppr or using it to confuse the audience between Toppr and another brand.
Logo usage over various backgrounds

**Light Backgrounds**
- Use black text logo over light backgrounds

**Dark Backgrounds**
- Use white text logo over dark backgrounds

**Colorful Backgrounds**
- Use the logo with a white unit over bright, colourful backgrounds

**MONOCHROME LOGOS**
- Invert logo colour depending on the background colour

**Black Logo**
- Toppr

**White Logo**
- Toppr
CLEAR SPACE

Clear space is the area that is required outside the logo.

It must be kept free of any graphic elements like text, pictures etc. The minimum clear space around the logo is defined as ‘x’ as shown in the image.

You must not...
1. Change the spacing between the individual elements or characters
2. Change the colour of the wordmark
3. Change the colour of the Toppr Logotype/ element
4. Change the arrangement of the elements
5. Place the logo at an angle other than horizontal or vertical
6. Change the proportion of the logo
7. Place the logo on a non brand colour

PRINT SIZE

Minimal print size

There are set sizes of the logo for print applications

Spacing Considerations

Maintain clear space equal to the height of the logo on all sides

x = 1/3rd Height of the logo

The Badge Logo

Maintain clear space equal to the height of the logo on all sides

x = 1/3rd Height of the logo

Background color would be #000000

Rounded Edges:

Width of logo = 12.55mm

Minimal size for print
On Visuals

Use the logo over visuals after adding an opaque layer, only in Digital Media.

If you do not wish to add an opaque layer, use the logo with a white unit.

Incorrect Use

Don't use the logo over Toppr's blue colour.

Don't use an outline of the logo.

Don't use the arrow without the wordmark.

Don't use the Toppr name or any logos with any other logo, company name, or mark.
Logo badges

**Left Aligned Badge**
To be used in places with a vertical space constraint, like a list, a footer etc.

Learning app for classes 5th to 12th

**Left Aligned Badge Stacked**
To be used in places with a vertical space constraint, like a list, a footer etc.

Learning app for classes 5th to 12th

**Center Aligned Badge 2**
To be used in places with vertical bandwidth like headers in narrow spaces.

Learning app for classes 5th to 12th

**Center Aligned Badge**
To be used in places with vertical bandwidth like headers in narrow spaces.

Learning app for classes 5th to 12th
Sub brand colours are decided based on the property. Eg., Red for Live classes, Blue for Education etc. All the others except for Live Classes are examples.
Iconography
The icons below represent various modules of the Toppr app.

- Video Lectures
- Practice Questions
- 24x7 Doubts Support
- Mock Tests
The icons below represent various subjects available in the app when used on a light background.
The icons below represent various subjects available in the app when used on a dark background.

- Physics
- Chemistry
- Mathematics
- Biology
- History
- Economics
- Civics
- Geography
- English
- Science
- EVS
- Logical reasoning
- General Knowledge
- Political Science
- Quantitative Aptitude
- English Language
- Reasoning Ability
- Computer Aptitude
- Sociology
- Legal Studies
- Business Studies
- Accountancy
- Mathematical Studies
- Book Keeping
- Commerce
- Commercial Studies
- Commercial Application
- Statistics
- Default
- Default
4

Colors
Primary brand colours

The Toppr Blue and other primary brand colours form the backbone of our design. We use them extensively in our app, social media posts, brochures, billboard ads, etc.

These are the hex codes to our primary brand colours.

- Video Lectures: #848484
- Practice: #FCBA5C
- Doubts: #F27778
- Tests: #4F87C6
These are our secondary brand colours. They have been used in the app to denote various subjects, and are used as colours of various elements in social media posts.
We use basic shapes to form our characters. Our illustrations use a transparent version of Toppr blue in the background. The palette below shows the colours most used in our foreground.
Illustration Style

Our other illustrations are detailed with shadows and highlights. They do not contain any strokes or outlines but are fill. They are similar to our characters in terms of design style and colours.
These are designs used in print. We use bright colours to make our illustrations vibrant and eye-catchy.

- Face your book, don't Facebook
- Ladki be-you-tiful
- Chinta chhod chintamani
- My saviour (during exams)
3

Typography
Open Sans

Light

Regular

Semibold

Bold

Open Sans is our primary typeface for all titles, subtitles, quotes, body text and subheadings.
DK New Beginnings is our secondary typeface for all titles and subtitles in social media posts that have a casual design.
Happy Branding!
Social Media
Topical Day posts

Our topical posts are specially created for festivals and other celebratory days. They can be made using illustrations and Toppr characters, various graphs, typography, and images. We use various properties to create a wide array of engaging posts. These properties change as per the time of the year and our students’ journey in the academic cycle.

What does a camel store inside its hump?

The humps are actually reservoirs of fatty tissue. Concentrating body fat in their humps minimizes heat-trapping insulation.

How many triangles do you see in the figure below?

Happy Rakshabandhan

What I learnt in Organic Chemistry

INTERESTING REACTIONS
NOMENCLATURE
HOW TO DRAW HEXAGONS

How many triangles do you see in the figure below?

M.S. DHONI
Line Spacing

Line spacing is the space between two lines. Headlines should maintain a line spacing of 100% the font size. Any other text should maintain it at 120% the font size.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

Letter Spacing

Letter spacing (also known as character spacing or tracking) is the horizontal white space between letters. Letter spacing should be between 0 - 10, depending on the design.

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