



Toppr Brand Identity Guidelines



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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

COLORED 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



White Logo

Spacing considerations

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

$x = 1/3\text{rd}$ Height of the logo

The Badge Logo

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

$x = 1/3\text{rd}$ Height of the logo

Background color would be #000000

Rounded Edges :



Width of logo = 12.55mm

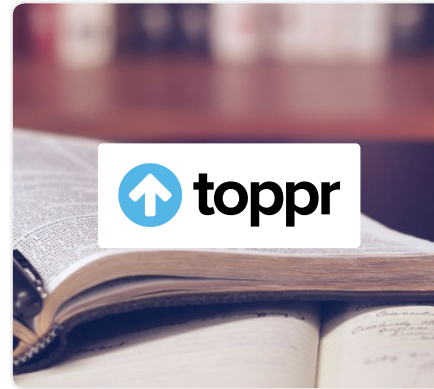
Minimal size for print

Logo usage over various backgrounds

On Visuals



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

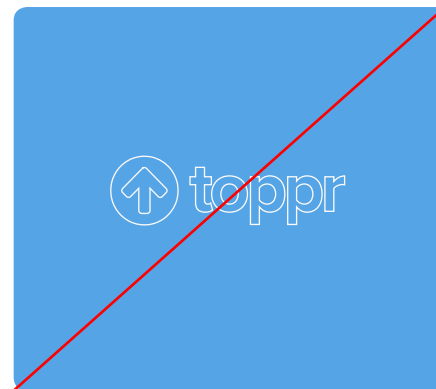


If you do not wish to add an opaque layer, use the logo with a white unit

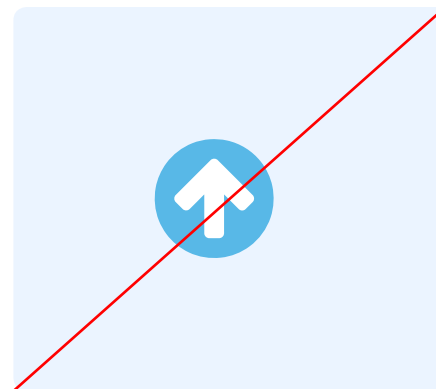
Incorrect Use



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



Don't use an outline of the logo



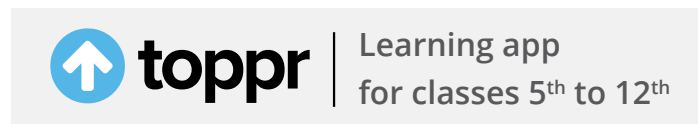
Don't use the arrow without the wordmark



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

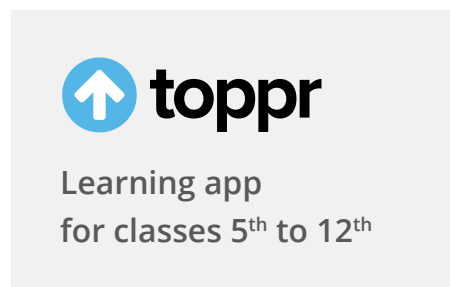
Left Aligned Badge

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



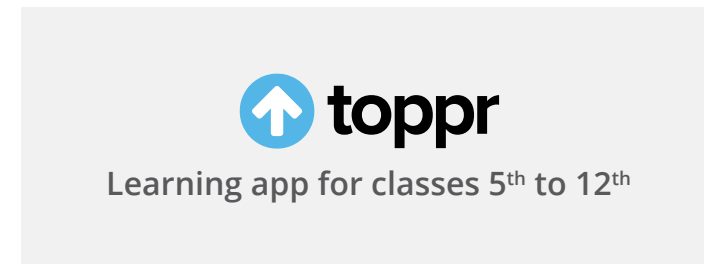
Left Aligned Badge Stacked

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



Center Aligned Badge 2

To be used in places with vertical bandwidth like headers in narrow spaces.



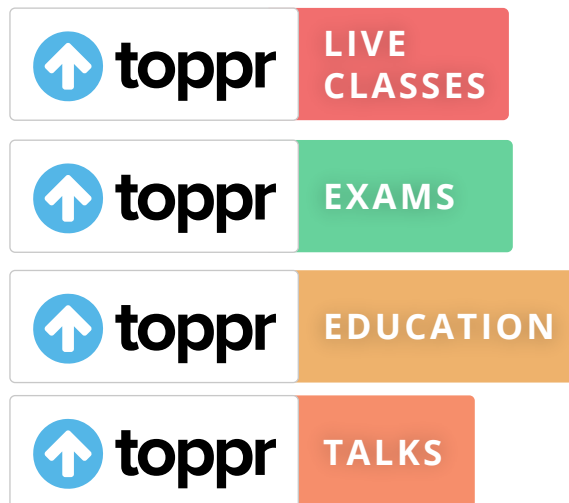
Center Aligned Badge

To be used in places with vertical bandwidth like headers in narrow spaces.



Sub Brands

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.



The colors that should be used would be related to the property - eg. Red for Live classes, Blue for Education etc.

2

Iconography



The icons below represent various modules of the Toppr app.



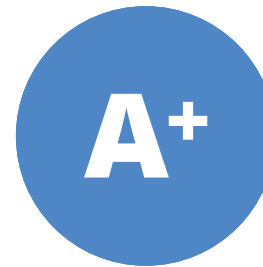
**Video
Lectures**



**Practice
Questions**



**24x7 Doubts
Support**



**Mock
Tests**

Icons for subjects

The icons below represent various subjects available in the app when used on a light 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



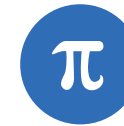
Legal Studies



Business Studies



Accountancy



Mathematical Studies



Book Keeping



Commerce



Commercial Studies



Commercial Application



Statistics



Default



Default

Icons for subjects

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

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Colors

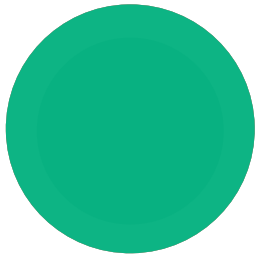


Primary brand colours

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.

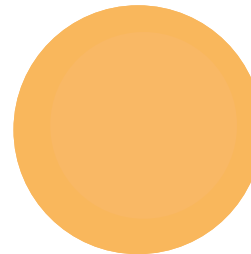
These are the hex codes to our primary brand colours.

#55BBEA



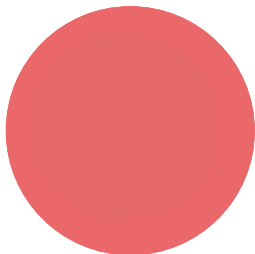
848484

Video Lectures



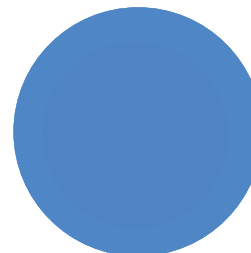
FCBA5C

Practice



F27778

Doubts



4F87C6

Tests

Secondary brand colours

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.



F1C05B



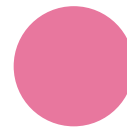
EB7C7C



6197DC



92C57C



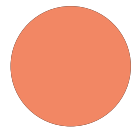
EB77A1



2BA173



5EC5C8



F58A64



F1C05B



EB7C7C



6197DC



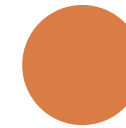
DC5A6F



EB77A1



2BA173



5EC5C8



C67DE8



FFAF82



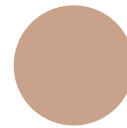
7CB8CE



44DDBD



595F8A



CCA58F



BDCE7C



306DBA



72C0D8



208A8E



206E8E



20586F



0E3268



5A1795



2F8FAC

Illustration Style

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.



Illustration style

These are designs used in print. We use bright colours to make our illustrations vibrant and eye-catching.



3

Typography



Open Sans

Open Sans is our primary typeface for all titles, subtitles, quotes, body text and subheadings.

Light

Regular

Semibold

Bold

DK NEW
BEGINNINGS

REGULAR

DK New Beginnings is our secondary typeface for all titles and subtitles in social media posts that have a casual design.

Happy Branding!



Icons for modules

On white backgrounds



On black background



On Light background



On dark background



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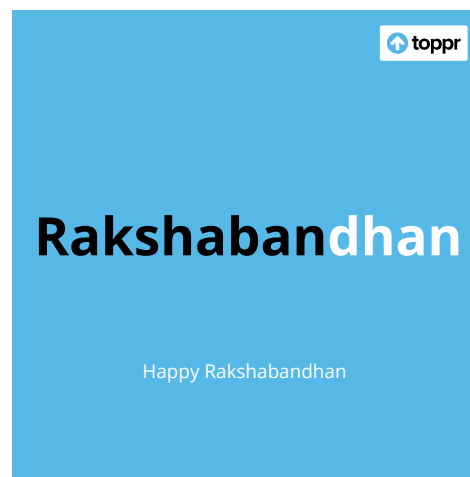
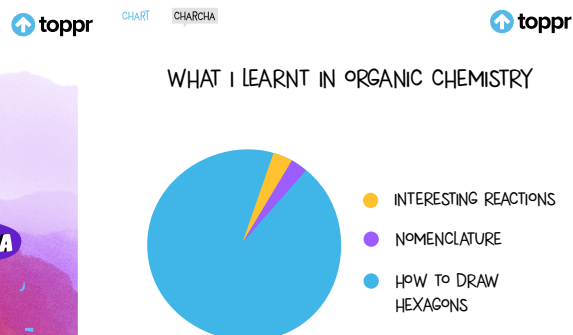
Social Media



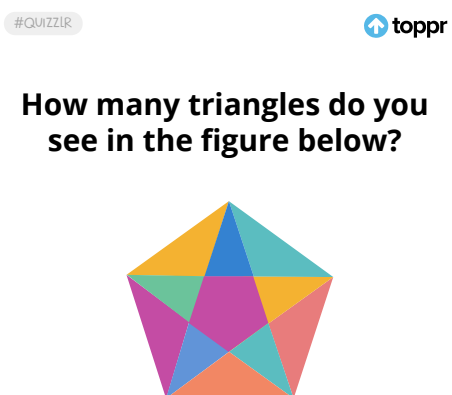
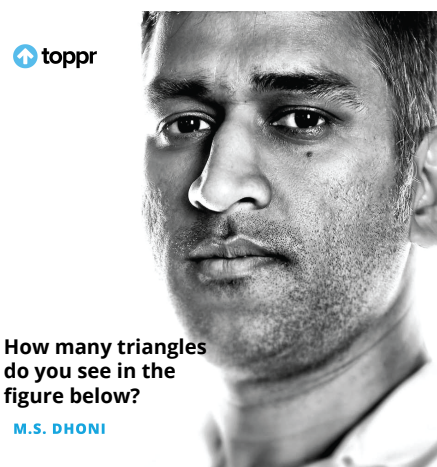
Topical Day posts

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.



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



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.

Line spacing refers to the
space between the two lines

120%

10 pt Font Size

Lorem ipsum dolor sit
amet, consectetur adipisc-
ing elit, sed diam nonummy
nibh euismod tincidunt ut
laoreet dolore magna

150%

10 pt Font Size

Lorem ipsum dolor sit
amet, consectetur adipisc-
ing elit, sed diam nonummy
nibh euismod tincidunt ut
laoreet dolore magna

LetterSpacing

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.

L E T T E R S P A C I N G

0

10 pt Font Size

Lorem ipsum dolor sit
amet, consectetur adipisc-
ing elit, sed diam nonummy
nibh euismod tincidunt ut
laoreet dolore magna

10

10 pt Font Size

Lorem ipsum dolor sit
amet, consectetur adipi-
scing elit, sed diam
nonummy nibh euismod
tincidunt ut laoreet dolore

20

10 pt Font Size

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