Skillsoft Brand Book
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Welcome to the Skillsoft Brand Book, which tells you a little about our company, the brand and how to use it. A strong company needs a strong identity and this is it. In order feel confident and powerful in our brand, we need to communicate in a clear, consistent manner through all of our touchpoints.
Skillsoft

Founded in 1998, Skillsoft is the global leader in corporate learning, training more professionals than any other company in the world. We are trusted by the world’s leading organizations, including 65% of the Fortune 500. Our mission is to build beautiful technology and engaging content that drives business impact for today’s modern learner and enterprise.

Our 500,000+ multi-modal courses, videos, books and micro-learning modules are accessed more than 130 million times every month, in 160 countries and 29 languages. At Skillsoft, we specialize across four key product lines, Business Skills (including Leadership), Technology and Developer, Productivity and Collaboration Tools and Compliance.

This brand book tells our story, through our history, our people, our products and our brands.

Skillsoft by the numbers

- 65% of the Fortune 500
- 500,000+ multi-modal courses, videos, books and micro-learning modules
- 160 countries
- 29 languages
We have a casual, down to earth work environment. At our Corporate Headquarters, we have an open, collaborative workspace. We talk to each other! We wear jeans, encourage camaraderie and celebrate teamwork.

We are...

**COMMITTED TO OUR COLLECTIVE PURPOSE**
Team members continually push towards achieving our collective purpose. They recognize that their individual efforts must fundamentally connect throughout the organization to achieve a greater impact. They are adept at working cross functionally and acknowledge the contributions of others.

**ENTREPRENEURIAL WITH A LEARNER’S MINDSET**
Team members are always questioning how it can be done better – “that’s the way it has always been done” is never the right answer. They are passionate, resourceful and resilient to setbacks. They believe in positively transforming people's lives and careers through continuous learning. They inspire others to grow outside of their comfort zone.

**AUTHENTIC & CUSTOMER CENTRIC**
Team members never compromise integrity to achieve results. They support the customer and each other, and are constantly mindful of creating a positive customer experience both internally and externally.

**ADAPTABLE & AGILE**
Team members are innovative, creative and intellectually curious. They incorporate different perspectives into their thinking. They respond quickly and positively to changing demands while remaining keenly focused on how people learn and the learner experience.

**CONFIDENT & AUDACIOUS ACHIEVERS**
Team members hold themselves accountable. They take a data driven approach to determining achievement effectiveness. They are never satisfied with the notion of “It’s good enough.”
3 Virtues

These are rules that we live by, what we believe at the core of our brand and our company.

Accessibility
We know from research that people with learning challenges are more likely to experience adverse socio-economic outcomes. Access to learning is a key way to close this gap and provide access to a world of equal opportunities. We believe that everyone has the right to access our content and our learning platforms, and we are committed to making our content and technology accessible to all learners. Development of new content and platforms are built with ACCESSIBILITY in their DNA.

Diversity
With more than 140 million users and content that is accessed over 130 million times every month, in 160 countries and 29 languages, we support an incredibly diverse audience. Employing a diverse workforce that brings a variety of experiences, ideas and perspectives is very important to us. We are committed to actively increasing representation of underrepresented groups within our company.

Safe Place to Learn
Skillsoft believes in a Safe Place to Learn – we believe a learner’s history is private. We believe learners are entitled to know that all data around their learning – from which courses they took, completed, assessments they failed and passed – is treated as private data within the learning environment and should be protected as such. Their historical data, such as fail rates, should never be shared with recruiters. Learners should never be targeted by recruiting companies or agencies based on their company mandated learning history. Their data should not become available to or part of a social platform’s algorithms to determine a learner’s suitability for a role. Most importantly, learners’ data should not adversely impact their ability to find future employment.
August 8, 1989 - CBT Group PLC incorporated in Ireland

1995

April 13, 1995 - CBT Group PLC begins trading on Nasdaq
November 1995 - CBT completed a merger with Personal Training Systems

May 31, 1996 - CBT acquired CLS Consult. Gesellschaft fur Beratung

1997

February 28, 1997 - CBT acquired Applied Learning Limited, an Australian distributor of interactive education software
February 28, 1997 - CBT acquired CBT Systems Benelux B.V.
August 31, 1997 - CBT acquired Scholars.com, a provider of online IT certification training.
October 15 1997 - CBT Corporation was incorporated in Delaware
December 1, 1997 - CBT completed the acquisition of CBT Systems Middle East Limited

March 16, 1998 - CBT acquires The ForeFront Group, Inc., a provider of high-quality, cost-effective, computer-based training products

1998

June 18, 1999 – CBT acquired Knowledge Well, a provider of business, management and professional education
October 1999 – CBT Group PLC changes its name to Smartforce.
March 2, 2000 - SmartForce acquired Advanced Educational Systems Limited, a provider of secure e-Testing solutions.

April 10, 2000 - SmartForce acquired Learning Productions LLC, a developer of advanced, web-based role-play business simulations.

January 14, 2002 - SkillSoft Releases 27 Business Skills Courses Localized for Chinese Market

March 19, 2002 - SkillPort, SkillSoft’s eLearning Platform, Now Accessible to Employees with Disabilities

May 30, 2002 - SkillSoft Earns ASTD Institute Certification for eLearning Course

September 6, 2002 – SmartForce and Skillsoft Corporation merge, with SmartForce changing its name to SkillSoft PLC. SkillSoft PLC moves its US headquarters to Nashua, New Hampshire

February 5, 2004 - CIPD books available through Books24x7 for the first time

April 27, 2004 - Books24x7 Launches ExecSummaries

May 17, 2004 - SkillSoft Achieves AICC and SCORM Certification

September 1, 2004 - SkillSoft’s launches New Virtual Classroom Technology


April 2, 2001 - SmartForce acquired icGlobal Acquisition Corp., a provider of industry-acclaimed learning management system (LMS) software.

August 29, 2001 - SmartForce acquired IMPAXselling.com, a sales performance company.

October 11, 2001 - SmartForce acquired SkillScape Solutions, Inc., a global provider of competency management systems.


January 7, 2003 - SkillSoft Completes Integration of Books24x7 Content with MySmartForce eLearning Platform

June 2003 - SkillSoft acquires GoTrain Corp, an eLearning business who focused on the Compliance market.

September 8, 2003 - Books24x7 and Intel Deliver New Subscription-Based On-line Library

December 3, 2003 - SkillSoft eLearning Courseware Is First to Be Certified for Interoperability with SAP Learning

October 29, 2003 - SkillSoft Enhances IT Skills and Certification Library to Meet Federal Requirements
January 4, 2006 - Books24x7 Announces Partnership with CCH
March 14, 2006 - SkillSoft Introduces SkillView, a Competency Management Platform to Link Learning to Human Capital Management
October 2, 2006 - SkillSoft and its partner, SumTotal Systems, Integrate Open Learning Services Architecture with TotalLMST
November 6, 2006 - Books24x7 Addresses the Content Needs of the Mobile Workforce with Books24x7 On the Go
December 8, 2006 - Books24x7’s EngineeringPro Collection Surpasses 1000 Titles and Announces Four New Publishing Partners

2005

February 1, 2005 - SkillSoft Announces the Release of 100th SkillSim
March 8, 2005 - Books24x7 Launches ExecBlueprints
March 24, 2005 - More Than 700 SkillSoft Courses Approved for Meeting NASBA Requirements for Continuing Education
April 5, 2005 - Books24x7 Announces GovEssentials, a Centralized, Online Information Resource for Federal Workers
May 3, 2005 - SkillSoft Launches Next-Generation Open Architecture Initiative
May 4, 2005 - Plateau and SkillSoft Announce First Integrated Content and LMS
June 1, 2005 - SkillSoft Releases Russian Business Skills Courses
June 16, 2005 - SkillSoft Announces Availability of Legal Compliance Courses
September 29, 2005 - Premium module enhances SkillPort LMS capabilities for reporting

2006

May 1, 2007 - SkillsSoft Announces Availability of On-Demand Video Offering with Launch of Leadership Development Channel
May 14, 2007 - SkillSoft acquired NETg from The Thomson Corporation.
June 26, 2007 - SkillSoft’s Books24x7 Launches ITIL Collection
July 11, 2007 - SkillSoft and Global Knowledge Offer Blended Learning Solutions

2007
**OUR HISTORY**

**2008**

- **April 29, 2008** - SkillSoft Unveils Live Learning on SkillPort LMS Platform
- **June 18, 2008** - SkillSoft and EMC Collaborate to Deliver New Storage Technology Foundation Curriculum
- **September 17, 2008** - SkillSoft’s Books24x7 Surpasses 20,000 Titles
- **September 25, 2008** - SkillSoft Launches 3 German Language Online Book Collections as Part of Books24x7 Product Line
- **October 15, 2008** - SkillSoft Offers its Open Learning Services Architecture (OLSA) to Talent Management Vendors
- **November 12, 2008** - SkillSoft Becomes First eLearning Provider in Federal Acquisition Institute’s Vendor Consortium
- **December 10, 2008** - SkillSoft Partners with Sun Microsystems to Deliver Sun-Authorized eLearning Courseware

**2009**

- **April 13, 2009** - SkillSoft Launches Spanish Book Collection as Part of Books24x7 Product Line
- **May 5, 2009** - SkillSoft Unveils SkillPort® 7.0 Learning Management System
- **May 11, 2009** - SkillSoft Provides Free Access to Course on Pandemic Flu
- **June 29, 2009** - Halogen and SkillSoft Team to Deliver Seamless Performance Based Learning Experience
- **September 29, 2009** - SkillSoft Launches All-New Indian English Course Content
- **October 19, 2009 (Asia Pacific)** - SkillSoft Brings Leadership Lessons to Asia Pacific Through Association with Deloitte Australia
- **November 10, 2009** - University of Phoenix Partners with SkillSoft; Hundreds of New Courses Now Eligible for College Credit
- **December 9, 2009** - SkillSoft Ranks Number One in Customer Loyalty for Third Consecutive Year in Survey of Global Software and IT Companies

**2010**

- **February 9, 2010** - SkillSoft Introduces Skillsoft Leadership Advantage for Busy Executives
- **May 26, 2010** - Berkshire Partners, Bain Capital and Advent International completed their acquisition of SkillSoft
- **June 23, 2010** - SkillSoft corporate name changed from SkillSoft PLC to SkillSoft Limited
- **June 29, 2010** - SkillSoft and Pearson Partner to Offer Cisco Press Books
- **September 21, 2010** - SkillSoft Announces Availability of Hundreds of Business Skills Courses in 14 Languages
- **October 26, 2010** - SkillSoft Expands Learning Solutions for Cisco Network Professionals
- **December 13, 2010** - SkillSoft Expands Books24x7 with Addition of Thomas Nelson Titles
April 28, 2014 - Skillsoft announced that it had completed the sale of the business to an entity indirectly owned by funds managed by Charterhouse Capital Partners LLP.

May 19, 2014 - Major investment from Skillsoft sees launch of tablet ready elearning courses for care industry

September 23, 2014 - Skillsoft Introduces Training Courseware For Prevention Of Sexual Harassment At The Workplace In India

October 1, 2014 - Skillsoft Completes Acquisition of SumTotal Systems

November 18, 2014 - Skillsoft’s Big Data Initiative Delivers Improved Learning Engagement and Outcomes

May 10, 2016 - Skillsoft Unveils New Mission - Creating Beautiful Technology and Engaging Content

May 19, 2015 - Skillsoft and IBM Research Unveil New Applications for Big Data in Learning and Talent Development

May 7, 2015 - Skillsoft acquires French company Vodeclic SAS, a leading provider of new generation video courses.
January 10, 2018 - Percipio Opens Up to Content Aggregation and Customization
January 22, 2018 - Audiobooks Play a Significant Role in Skillsoft’s Multi-Modal Content Strategy
January 31, 2018 - Percipio Provides Just-in-Time, Contextual Learning with Embedded Learning Synchronized Assistant (ELSA)
February 1, 2018 - Skillsoft’s Digital Transformation Fundamentals for the Business Courses are Now Available
March 12, 2018 - Skillsoft Donates Platform and Content to Hire Our Heroes to Empower Veterans
April 12, 2018 - Skillsoft Unveils Leadership Development Program for Transforming Leaders for the Digital Age
April 12, 2018 - Skillsoft to Offer Compliance Training on Percipio
June 26, 2018 - Percipio Surpasses 1,000 Customers in its First Year
September 11, 2018 - Skillsoft Launches Percipio Experience Services, the First Content-as-a-Service Offering to Support a Pervasive Learning Experience
October 2, 2018 - Skillsoft’s Complete Technology and Developer Learning Content is Now Available on Percipio
October 4, 2018 - Skillsoft Announces Percipio Voice and Expanded ELSA Functionality to Accelerate Learning

January 24, 2017 - Skillsoft Announces Brand New Concept for Learning
January 24, 2017 - Skillsoft Announces Brand New State-of-the-Art Learning Platform, Percipio
January 30, 2017 - Skillsoft Partners with IBM developerWorks
May 30, 2017 - Skillsoft First to Achieve FedRAMP Certification
June 14, 2017 - Skillsoft Reaffirms its Position as the World’s No.1 Corporate Learning Company
August 7, 2017 - Skillsoft and MIT Sloan Management Review Partner
September 14, 2017 - Skillsoft CodeX Delivers Virtual Coding Practice Labs
October 4, 2017 - Skillsoft Expands IT and Digital Skills Book Collection with Three New Publishers
October 11, 2017 - Latest Version of Percipio Brings Greater Personalization to Corporate Learning
October 24, 2017 - Skillsoft Signs Paradigm for Parity® Pledge
November 8, 2017 - General Electric Uses Skillsoft’s Leadership Content to Reskill and Upskill More Than 10,000 U.S. Veterans
November 9, 2017 - Skillsoft Training Launches Institute for Veterans and Military Families at Syracuse University into the Workforce
December 4, 2017 - Skillsoft Announces New ‘Access for All’ Accessibility Program
December 5, 2017 - Skillsoft Enhances Language Access and Accessibility for the Canadian Market
December 13, 2017 - Skillsoft Launches Skillsoft Off the Shelf – A Book Club for Modern Business Learners
**Our Name**
Skillsoft name originates from the idea of soft skills, but is now synonymous with exceptional corporate training in all aspects of learning - Compliance, Technology, Developer, Leadership, Business Skills, Collaboration Tools, Productivity and many more.

**Our Marque**
The Skillsoft marque reflects our commitment to multi modal learning through watch, read, listen. We believe that modern learners need more options than just video. They need to be able to deep dive into their favorite subjects using other modalities – like books, audio books, summaries as well as wide variety of practice opportunities.
Our Voice
Our Tone of Voice

Our tone of voice is as important as our brand. It allows us to express our personality consistently, authentically and effectively. Skillsoft is brought to life by the words you choose, so select carefully.

Our tone is

**HUMAN**

We avoid marketing speak and corporate language. We are here to help people so remove anything that gets in the way of this. We are personal, without being overly familiar.

**EMPOWERING**

We are motivating, encouraging and uplifting. Learning is a noble purpose and we believe that we help people become better. Our learners, not Skillsoft, are the heroes of our story.

**INSPIRING**

Our brand daily inspires people to do more and be more. We need to write in a way that inspires and motivates people to excel.

**CONFIDENT**

We are the market leaders in corporate learning, and this position brings confidence. Confidence in our investment, innovation and instructional design. We have absolute faith in our ability to deliver on our promises to customers and learners.

What we are not - Our tone is not stuffy, patronizing, condescending or arrogant. When writing we do not use jargon or management speak.
Follow the rules below for specific usage of copy in all documents.

**Commas**
- No Oxford comma. [Check out this post](#) about why the Oxford comma is severely underrated.
- Use a comma between two independent clauses with a conjunction
- Always use a comma after “i.e.” or “e.g.”

**Capitalization**
- Do not capitalize:
  - Industries
  - Job titles (unless preceding a person’s name—e.g., Marketing Manager Jane Doe…)
  - Seasons
  - “internet,” “website,” “webpage”
  - Words like “product,” “solution,” or “platform”—unless a part of a proper name (proper product name)
  - Random words only for emphasis—if it’s a common work, it does not get capitalized

**Hyphens**
- Hyphenate compound adjectives (e.g., high-performing teams, high-priority initiative)

**Quotes**
- Always use double quotes (never single, unless something is quoted inside a quotation)
- Do not overuse quotes—common phrases do not need to be quoted

**Numbers**
- Spell out a number when it begins a sentence. Otherwise, use the numeral.
- This includes ordinals, too – so 1st not first.
- Numbers over 3 digits get commas: 1,000.
- Numbers starting sentences are always spelled out

**Punctuation**
- Numbers in blog post titles are numerals
- Percentages always use figures and the % sign (9%)
- Dollar amounts always use figure (i.e., $9 or $1 million)
- Spell out fractions, one half, not ½.

**Em dash (—)**
- Use to offset a phrase; can use instead of parentheses; do not use a dash
- No spaces around em dashes in running copy (for example—like this)
- Use em dash to attribute a quote, not a dash

**Organizations**
- Organizations are singular entities, not plural; verb agreement should be singular

**Active voice**
- Do this: “This gap between end user preferences and buyer perspectives increased in more technical subject areas.”
- Not this: “This gap between preferences of the end user and perspectives of the buyer was heightened in more technical subject areas.”

**URLs**
- Avoid spelling out URLs, but when you need to, leave off the http://www.

**Space**
- Spaces after periods – we only use one, here’s why.

**Acronyms**
- Spell it out the first time you use it, then use the shorter version for all other references.
Follow the rules below for specific usage of copy in all documents.

References
- You need to include references where you are using another author’s research or commentary.
- This should be done by inserting a citation after the quote or providing a link to the original report.
- Format: “Article or report title.” Author name if available, Company or publication name, date.

Words
- email (not e-mail)
- internet (not Internet)
- manager (not boss)
- direct report, employee, staff, teams
- eLearning (not e-learning or elearning)
- microlearning (not micro-learning)
- multimodal (not multi-modal)
- white paper (two word)
- health care (two words)
- training vs. learning
  - Learning for Leadership
  - Training for Compliance
  - Worker only in EMEA
- Organizations should be treated as singular entities, so verb agreement would be singular (i.e., PetSmart [it] supports, NOT PetSmart [they] support...)
- No colloquial language (e.g., nip it in the bud, shoot for the moon, etc.)
- Common biz phrases
  - high-performing teams
  - cross-functional work

Key Brand Descriptors

Skillsoft
Your very knowledgeable professional advisor/mentor:
- Authoritative but approachable; not academic
- Confident; 20 years of experience behind us
- Innovative; we’re doing things our competitors aren’t

SumTotal
Your super cool knowledgeable uncle that always knows what to do:
- Effort and energy
- Hip and modern
- Challenger brand; done some exceptional things with technology to jump over our competitors

Percipio
Your smart friend who graduated from an Ivy League, has a cool job in NYC, and dates a playwright:
- The hippest and coolest
- Focused and efficient
- Very Californian, UX design is key
Logo Usage
The colors below are the only acceptable colors when using this version of the Skillsoft logo.

**Black**
- PMS: Black 6 C
- CMYK: 100, 79, 44, 100
- RGB: 16, 24, 32
- HEX: #000000

**Red**
- PMS: 186 C
- CMYK: 2, 100, 86, 6
- RGB: 200, 16, 46
- HEX: #C8102E
The preferred logo to use is the black and red version. If the logo must go on a dark background, the white a red version may be used. Use the all white version, only when there is no other option.
Always make sure there is enough white space around the Skillsoft logo. Keep an area clear that is equal to X, where X is equal to the size of the three play buttons in the logo.
The examples below show **unacceptable uses** of the Skillsoft logo. Please note, this list is not inclusive of all the unacceptable logo uses. Please refer to page 25-26, for the only accepted uses.

- Do **NOT** separate the play buttons from the word Skillsoft.
- Do **NOT** change the proportions of the logo.
- Do **NOT** use the logo in unapproved colors.
- Do **NOT** add a tagline to the logo.
- Do **NOT** use with the registered trademark.
- Do **NOT** use the black logo on a dark background.
Below are the only approved logo variations to the Skillsoft logo. **Do not** add any other sort of tagline or copy within the logo lock-up, if it is not listed below, or create any other variation. To download these, and any approved logos, please visit skillsoft.com/branding.
Below are the only approved partner logo variations to the Skillsoft logo. **Do not** add any other sort of tagline or copy within the logo lock-up, if it is not listed below, or create any other variation.

- Authorized Partner
- Authorized Distributor
- Authorized Reseller
- Authorised Partner
- Authorised Distributor
- Authorised Reseller
- Channel Partner
Color Palette
There are three primary colors for the brand. Use these for the majority of things that you will work on. When working in digital the HEX value is the preferred color to use, only use the RGB, when HEX is not allowed. Each color also has two lighter variations to use, when needed, to add depth to illustrations or additional colors for charts. These colors are not to be used, when the main color is not in the document.

**Red**
- PMS: 186 C
- CMYK: 2, 100, 86, 6
- RGB: 200, 16, 46
- HEX: #C8102E

**Bright Blue**
- PMS: 305 C
- CMYK: 57, 0, 6, 0
- RGB: 82, 208, 221
- HEX: #52D0DD

**Yellow**
- PMS: 107 C
- CMYK: 0, 0, 92, 0
- RGB: 251, 225, 34
- HEX: #FFE400
There are also three secondary colors for the brand. Use these when you are working on co-branded pieces. The purple and green are from the SumTotal palette and the blue is from Percicpio. Each color also has two lighter variations to use, when needed, to add depth to illustrations or additional colors for charts. These colors are not to be used when the main color is not in the document.

**Purple**
- **PMS:** 2627 C
- **CMYK:** 85, 100, 6, 38
- **RGB:** 60, 16, 83
- **HEX:** #3C1053

**Blue**
- **PMS:** 7687 C
- **CMYK:** 100, 78, 0, 18
- **RGB:** 22, 71, 148
- **HEX:** #164794

**Green**
- **PMS:** 375 C
- **CMYK:** 46, 0, 90, 0
- **RGB:** 151, 215, 0
- **HEX:** #97D700
Below are a range of grays and blacks to use along with the Primary and Secondary palettes.

- **White**
  - PMS: White
  - CMYK: 0, 0, 0, 0
  - RGB: 255, 255, 255
  - HEX: #FFFFFF

- **Light Gray**
  - PMS: Cool Gray 2 C
  - CMYK: 5, 3, 5, 11
  - RGB: 228, 230, 225
  - HEX: #E4E6E1

- **Gray**
  - PMS: 423 C
  - CMYK: 22, 14, 18, 45
  - RGB: 137, 141, 141
  - HEX: #8A8A8A

- **Dark Gray**
  - PMS: 425 C
  - CMYK: 43, 36, 41, 60
  - RGB: 84, 88, 90
  - HEX: #4C4C4C

- **Black**
  - PMS: Black 6 C
  - CMYK: 100, 79, 44, 100
  - RGB: 16, 24, 32
  - HEX: #000000
Use this chart to determine whether a certain color text can be placed on a specific colored background to still pass accessibility contrast requirements. The colors along the top are the color of the text and the colors along the side represent the background. Approved combinations are shown.

<table>
<thead>
<tr>
<th>TEXT COLOR</th>
<th>BACKGROUND COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#FFFFFF</td>
</tr>
<tr>
<td></td>
<td>#E4E6E1</td>
</tr>
<tr>
<td></td>
<td>#8A8A8A</td>
</tr>
<tr>
<td></td>
<td>#4C4C4C</td>
</tr>
<tr>
<td></td>
<td>#000000</td>
</tr>
<tr>
<td></td>
<td>#C8102E</td>
</tr>
<tr>
<td></td>
<td>#52D0DD</td>
</tr>
<tr>
<td></td>
<td>#FFE400</td>
</tr>
<tr>
<td></td>
<td>#97D700</td>
</tr>
<tr>
<td></td>
<td>#3C1053</td>
</tr>
<tr>
<td></td>
<td>#164794</td>
</tr>
</tbody>
</table>

- Approved combinations are shown.
Typography
Use the Montserrat font in the weights below for main headlines and callout text. It should not be used for body copy. Do not use other weights other than what is listed below.

**Montserrat**

**Aa Bb**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#$%^&*)

Montserrat Semi-bold

**Aa Bb**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#$%^&*)

Montserrat Extra Bold

**Aa Bb**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#$%^&*)

Montserrat Regular

**Aa Bb**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#$%^&*)

Montserrat Light
Use the Open Sans font in the weights below for all body copy and smaller text. Do not use other weights other than what is listed below.

Open Sans

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#$%^&*)

Open Sans Regular

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#$%^&*)

Open Sans Light

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#$%^&*)

Open Sans Bold
When Montserrat or Open Sans are not available, the alternate font to use is Arial.

Do NOT use this font if the other two are available.

Arial

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#$%^&*)

Arial Regular

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#$%^&*)

Arial Bold
We are your trusted partner and leading global provider of high-quality, innovative, cloud-based learning and performance support resources. Enabling organizations to achieve competitive advantages through superior enterprise-wide knowledge and skills.

**The leader in eLearning**

We are your trusted partner and leading global provider of high-quality, innovative, cloud-based learning and performance support resources. Enabling organizations to achieve competitive advantages through superior enterprise-wide knowledge and skills.
Iconography
This style of iconography should be used for cases where an icon is needed. In most cases the icon should be the Skillsoft #8A8A8A gray. When creating an icon, the stroke width should be 31pt on a 800px x 800px document. Here are some examples of icons that are available.
When looking for a background element, there following alternate play button icon can be used. **This should NEVER appear with the word Skillsoft or look like it is part of the logo.**
Photography
Photos should show team learning, collaboration, conversation, and leadership. Please refrain from photos that look overly “stocky.” Photos should not appear too busy and all main photos should be shown in black and white. When converting photos to black and white, please make sure to adjust the levels so they have a range from rich black to white, and are not overly gray. Make sure images are not very dark in nature and have a lot of bright areas and show mostly hands, torsos and other parts of the body besides faces. In presentations and on the website, color photos are allowed for screenshots or smaller supporting photos.

Use the level slider to make sure that the whites are pure white and the blacks are rich black.
When showing photos of a person in collateral, presentation, website, etc., they should always appear black and white and cropped in a circle with no outline. There should be a faint dark gray (#3D3935) shadow in the background.
Graphic Elements & Treatments
When putting a shadow on images or boxes, the shadow should be directly behind the element, in #4C4C4C and at 30%. It should extend out .125".
Branding In Use
BUSINESS CHALLENGE
Sprint is a leading communications service provider with over 37,000 employees. It creates more and better ways to connect its customers to the things they care about most. Sprint is committed to ensuring that its learning is tightly aligned to the business and in a continuous cycle of improvement.

HOW SKILLSOFT® HELPED
Sprint implemented the KnowledgeAdvisors measurement platform to implement an advanced learning analytics solution to help it manage its Skillsoft programs with rigorous datasets and industry benchmarks. It also implemented the Metrics That Matter™ SmartSheet evaluation process. Because of that, learners now receive a survey that captures inputs from all five levels of learning evaluation including reaction, learning, application, business impact, and ROI.

ADDITIONAL IMPROVEMENTS
Additionally, Sprint’s current Skillsoft content was aligned to Sprint’s changing business requirements.

KEY METRICS
- 5X: A 5 times cost benefit ratio over traditional classroom training.
- 149%: A Net annual rate of program improvement more than 3 times the industry average.
- $90: Benefit realized for every $1 invested.

Sprint implemented the Metrics That Matter™ SmartSheet evaluation process. Because of that, learners now receive a survey that captures inputs from all five levels of learning evaluation including reaction, learning, application, business impact, and ROI. Additionally, Sprint’s current Skillsoft content was aligned to Sprint’s changing business requirements.

ABOUT SPRINT
Sprint is a communications service company that creativity and innovation in all the things they care about. Sprint serves more than 57 million connections as of June 30, 2015 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States, leading no-contract brands including Virgin Mobile USA, Boost Mobile, and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. Sprint has been named to the Dow Jones Sustainability Index (DJSI) North America for the past four years.

Sprint University is committed to ensuring that its learning is tightly aligned to the business and in a continuous cycle of improvement. Skillsoft continues to be a key part of our enterprise portfolio.

Jeff Coppley, Sprint University

Sprint University is the L&D entity of this premier communications firm with over 37,000 employees. It engages and aligns the right solutions for the entire business; driving learner adoption and measuring outcomes. But Sprint wanted to align targeted learning solutions to their ever-evolving business requirements.

To achieve this, they needed to identify performance gaps and then deliver both measurable and continuous talent improvements. In addition, a priority for Sprint was the measurement of content effectiveness, both for aligning and realigning program goals and for advising stakeholders on content performance.

The KnowledgeAdvisors measurement platform was implemented to automate learning analytics so Sprint could manage its Skillsoft programs with rigorous datasets and industry benchmarks.

Sprint implemented the Metrics That Matter™ SmartSheet evaluation process. Because of that, learners now receive a survey that captures inputs from all five levels of learning evaluation including reaction, learning, application, business impact, and ROI.

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