turnitin®

Turnitin Brand Guidelines

Spring 2016

1. Introduction

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Our Company Description

Turnitin is revolutionizing the experience of writing to learn. Turnitin's formative feedback and originality checking services promote critical thinking, ensure academic integrity, and help students improve their writing. Turnitin provides instructors with the tools to engage students in the writing process, provide personalized feedback, and assess student progress over time. Turnitin is used by more than 26 million students at 15,000 institutions in 140 countries. Backed by Insight Venture Partners, GIC, Norwest Venture Partners, Lead Edge Capital, and Georgian Partners, Turnitin is headquartered in Oakland, California, with international offices in Newcastle, U.K., Utrecht, Netherlands, and Melbourne, Australia.

Our Tagline

Revolutionizing the Experience of Writing to Learn

Our Company Values

- Always Learning
- Passionate About Education
- Entrepreneurial
- With Integrity

Our Voice

- Professional, but not stuffy
- Helpful, but not patronizing
- Confident, but not cocky
- Intelligent, but not vain
- Proud, but not boastful
- Fun, but not funny
- Excited, but not desperate

Typography

Fonts

Turnitin's font face is Roboto. Download for free: https://www.google.com/fonts#UsePlace:use/Collection:Roboto
Note, Turnitin does not use Roboto Condensed or Roboto Slab.

Roboto Thin (100)
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+{}:"?<>~

Roboto Light (300)
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+{}:"?<>~

Roboto Regular (400)
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+{}:"?<>~

Roboto Medium (500)
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+{}:"?<>~

Roboto Bold (700)
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+{}:"?<>~

Alternative font

When Roboto cannot be used, Helvetica is an acceptable alternative

Helvetica
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
234567890!@#$%^&*()_+{}:"?<>~

Color Palette

Primary Colors

Blue Dark (Blue 14)
HEX #166DA5
RGB 22, 109, 165
CMYK 89, 55, 12, 1
PMS

Blue (Blue 12)
HEX #1E7BBB
RGB 30, 123, 187
CMYK 83, 45, 3, 0
PMS

Blue Light (Blue 9)
HEX #5199D3
RGB 81, 153, 211
CMYK 66, 29, 0, 0
PMS

Blue Ultralight (Blue 1)
HEX #E8F3FB
RGB 232, 243, 251
CMYK 7, 1, 0, 0
PMS

Red Dark (Red 12)
HEX #E42927
RGB 228, 41, 39
CMYK 4, 97, 97, 0
PMS

Red (Red 10)
HEX #F44336
RGB 244, 67, 54
CMYK 0, 89, 84, 0
PMS

Red Light (Red 8)
HEX #F6695E
RGB 246, 105, 94
CMYK 0, 74, 60, 0
PMS

Red Ultralight (Red 1)
HEX #FEF0EF
RGB 254, 240, 239
CMYK 0, 6, 3, 0
PMS

Grey Dark (Grey 14)
HEX#181D26
RGB 24, 29, 38
CMYK 81, 762, 58, 72
PMS

Grey (Grey 12)
HEX #283041
RGB 40, 48, 65
CMYK 84, 73, 50, 50
PMS

Grey Light (Grey 9)
HEX #535967
RGB 83, 89, 103
CMYK 70, 59, 44, 22
PMS

Grey Ultralight (Grey 1)
HEX #F6F7F7
RGB 246, 247, 247
CMYK 2, 1, 1, 0
PMS

Color Palette

Secondary Colors

Blue-Green Dark (Blue-Green 14)
HEX #0A6266
RGB 10, 98, 102
CMYK 90, 45, 53, 23
PMS

Blue-Green (Blue-Green 12)
HEX #0D8390
RGB 13, 131, 144
CMYK 85, 33, 39, 5
PMS

Blue-Green Light (Blue-Green 9)
HEX #38ACBF
RGB 56, 172, 191
CMYK 71, 12, 23, 0
PMS

Blue-Green Ultralight (Blue-Green 1)
HEX #E8F6F8
RGB 232, 246, 248
CMYK 7, 0, 2, 0
PMS

Green Dark (Green 13)
HEX #36793B
RGB 54, 121, 59
CMYK 81, 30, 99, 17
PMS

Green (Green 10)
HEX #439F47
RGB 67, 159, 71
CMYK 76, 13, 100, 1
PMS

Green Light (Green 7)
HEX #7BBB7E
RGB 123, 187, 126
CMYK 55, 5, 66, 0
PMS

Green Ultralight (Green 1)
HEX #ECF5EC
RGB 236, 245, 236
CMYK 6, 0, 7, 0
PMS

Deep Purple Dark (Deep Purple 14)
Hex #53329B
RGB 83, 50, 155
CMYK 83, 94, 0, 0
PMS

Deep Purple (Deep Purple 11)
Hex #7349BD
RGB 115, 73, 189
CMYK 67, 79, 0, 0
PMS

Deep Purple Light (Deep Purple 8)
HEX #9879CE
RGB 152, 121, 206
CMYK 44, 57, 0, 0
PMS

Deep Purple Ultralight (Deep Purple 1)
HEX #F5F1FA
RGB 245, 241, 250
CMYK 2, 4, 0, 0
PMS

Color Palette

Tertiary / Accent Colors

Amber Dark (Amber 14)
HEX #E29924
RGB 226, 153, 36
CMYK 10, 43, 100, 0
PMS

Amber (Amber 12)
HEX#FDB126
RGB 253, 177, 38
CMYK 0, 34, 95, 0
PMS

Amber Light (Amber 9)
HEX #FDC151
RGB 253, 193, 81
CMYK 0, 26, 79, 0
PMS

Amber Ultralight (Amber 1)
HEX #FFFCF6
RGB 255, 252, 246
CMYK 0, 1, 2, 0
PMS

Orange Dark (Orange 14)
HEX #AF3D0B
RGB 175, 61, 11
CMYK 22, 87, 100, 14
PMS

Orange (Orange 12)
HEX #CB4E0B
RGB 203, 78, 11
CMYK 15, 82, 100, 4
PMS

Orange Light (Orange 9)
HEX #F17A19
RGB 241, 122, 25
CMYK 2, 64, 100, 0
PMS

Orange Ultralight (Orange 1)
HEX #FEF3EB
RGB 254, 243, 235
CMYK 0, 4, 5, 0
PMS

Pink Dark (Pink 14)
HEX #BA2570
RGB 186, 37, 112
CMYK 26, 98, 29, 2
PMS

Pink (Pink 12)
HEX #DD2872
RGB 221, 40, 114
CMYK 8, 96, 29, 0
PMS

Pink Light (Pink 9)
HEX #EE5387
RGB 238, 83, 135
CMYK 0, 83, 19, 0
PMS

Pink Ultralight (Pink 1)
HEX #FDF0F4
RGB 253, 240, 244
CMYK 0, 6, 1, 0
PMS

Purple Dark (Purple 14)
Hex #822396
RGB 130, 35, 150
CMYK 60, 100, 0, 0
PMS

Purple (Purple 12)
Hex #9D37B0
RGB 157, 55, 176
CMYK 49, 87, 0, 0
PMS

Purple Light (Purple 9)
HEX #C177CD
RGB 193, 119, 205
CMYK 29, 61, 0, 0
PMS

Purple Ultralight (Purple 1)
HEX #F9F3FB
RGB 249, 243, 251
CMYK 1, 4, 0, 0
PMS

Company Logo

Primary Company Logo

This is the primary, preferred version of our logo, and should be used for most applications.

Clear Space

The minimum clear space surrounding the logo must be equal to at least twice the height of the top edge of the paper icon.

Colors

The Turnitin logo uses two colors:

Blue

Hex #2e8aca
RGB 46, 138, 202
CMYK 77, 36, 0, 0
PMS 299 U

Red

Hex #f44336
RGB 244, 67, 54
CMYK 0, 89, 84, 0
PMS 2028 U

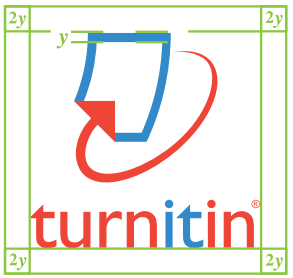
Company Logo

Stacked Company Logo

The vertically oriented logo is an acceptable alternative to the primary logo. Use only in instances when there are space constraints.

Clear Space

The minimum clear space surrounding the logo must be equal to at least twice the height of the top edge of the paper icon.



Colors

The Turnitin logo uses two colors:

Blue

Hex #2e8aca
RGB 46, 138, 202
CMYK 77, 36, 0, 0
PMS 299 U

Red

Hex #f44336
RGB 244, 67, 54
CMYK 0, 89, 84, 0
PMS 2028 U

Company Icon

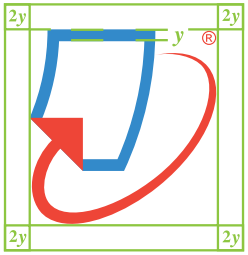
Company Icon

The icon, as a stand-alone mark, should be used only when

- there are extreme space constraints (favicons or app icons) or
- the Turnitin brand voice are already pervasive and prominent (i.e. in conjunction with a Turnitin product logo or on social media imagery posted on a Turnitin channel)

Clear Space

The minimum clear space surrounding the logo must be equal to at least twice the height of the top edge of the paper icon.



Colors

The Turnitin logo uses two colors:

Blue

Hex #2e8aca
RGB 46, 138, 202
CMYK 77, 36, 0, 0
PMS 299 U

Red

Hex #f44336
RGB 244, 67, 54
CMYK 0, 89, 84, 0
PMS 2028 U

Product Logos

Primary Product Logos

These are the primary, preferred versions of our product logos, and should be used for most applications.

revision assistant™

feedback studio™

scoring engine™

Clear Space

The minimum clear space surrounding the logo must be equal to at least twice the height of the top edge of the paper icon.

Colors

The Turnitin logo uses two colors:

Blue

Hex #2e8aca
RGB 46, 138, 202
CMYK 77, 36, 0, 0
PMS 299 U

Dark Blue

Hex #166ea6
RGB 22, 110, 166
CMYK 89, 55, 12, 1

Product Logos

Stacked Product Logos

The vertically oriented logos are an acceptable alternative to the primary logos. Use only in instances when there are space constraints.

revision assistant™

feedback studio™

scoring engine™

Clear Space

The minimum clear space surrounding the logo must be equal to at least twice the height of the top edge of the paper icon.

Colors

The Turnitin logo uses two colors:

Blue

Hex #2e8aca
RGB 46, 138, 202
CMYK 77, 36, 0, 0
PMS 299 U

Dark Blue

Hex #166ea6
RGB 22, 110, 166
CMYK 89, 55, 12, 1

Turnitin Logo Colors

The two-color Turnitin logo and product logos are the primary, preferred versions. A white logo on a field of a primary Turnitin color is also an acceptable treatment. Logos should only be placed over photography that has at least a 50% solid color overlay and should be careful vetted for legibility.

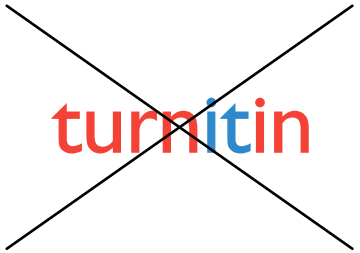
Black & White

When a black and white treatment of the logo is required, use solid white logo or solid black.

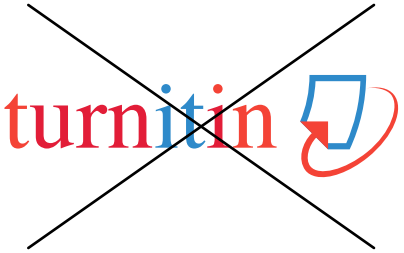
Improper Use

Turnitin Logo Colors

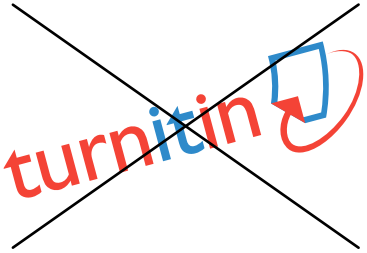
The two-color Turnitin logo and product logos are the primary, preferred versions. A white logo on a field of a primary Turnitin color is also an acceptable treatment. Logos should only be placed over photography that has at least a 50% solid color overlay and should be careful vetted for legibility.



DO NOT REMOVE PORTIONS OF THE LOGO



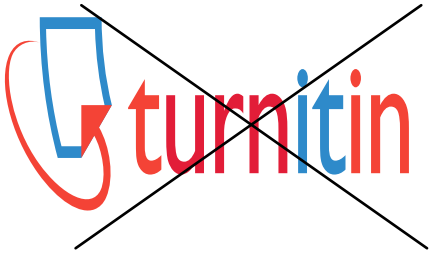
DO NOT RESET TYPE



DO NOT ROTATE LOGO

DO NOT ALTER ICON

DO NOT CHANGE COLORS OR APPLY EFFECTS

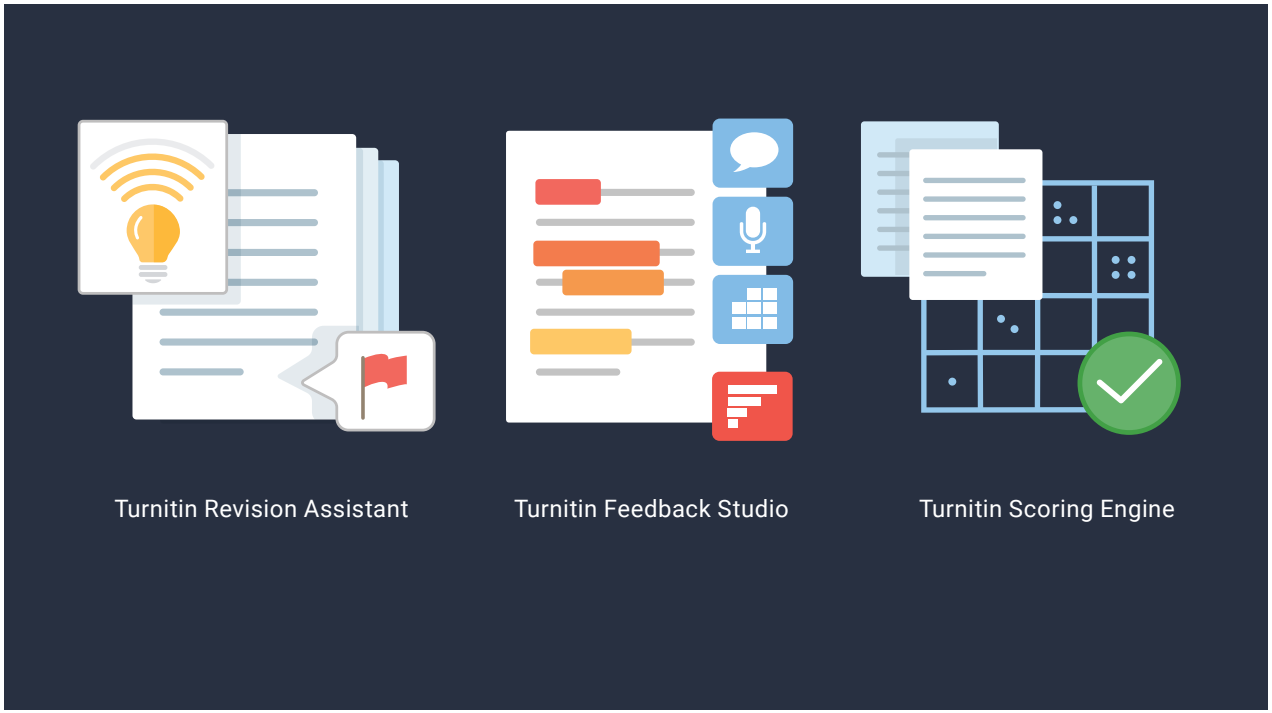


DO NOT STRETCH , FLIP, OR DISTORT LOGO

Additional Assets

Product Illustrations

Use the product illustrations when supporting visuals are needed beyond product logos and screenshots. They should always be supported by text or product logos. They should never take the place of product logos.



Product Taglines

Turnitin Revision Assistant

Instant formative feedback on prompt-based student writing

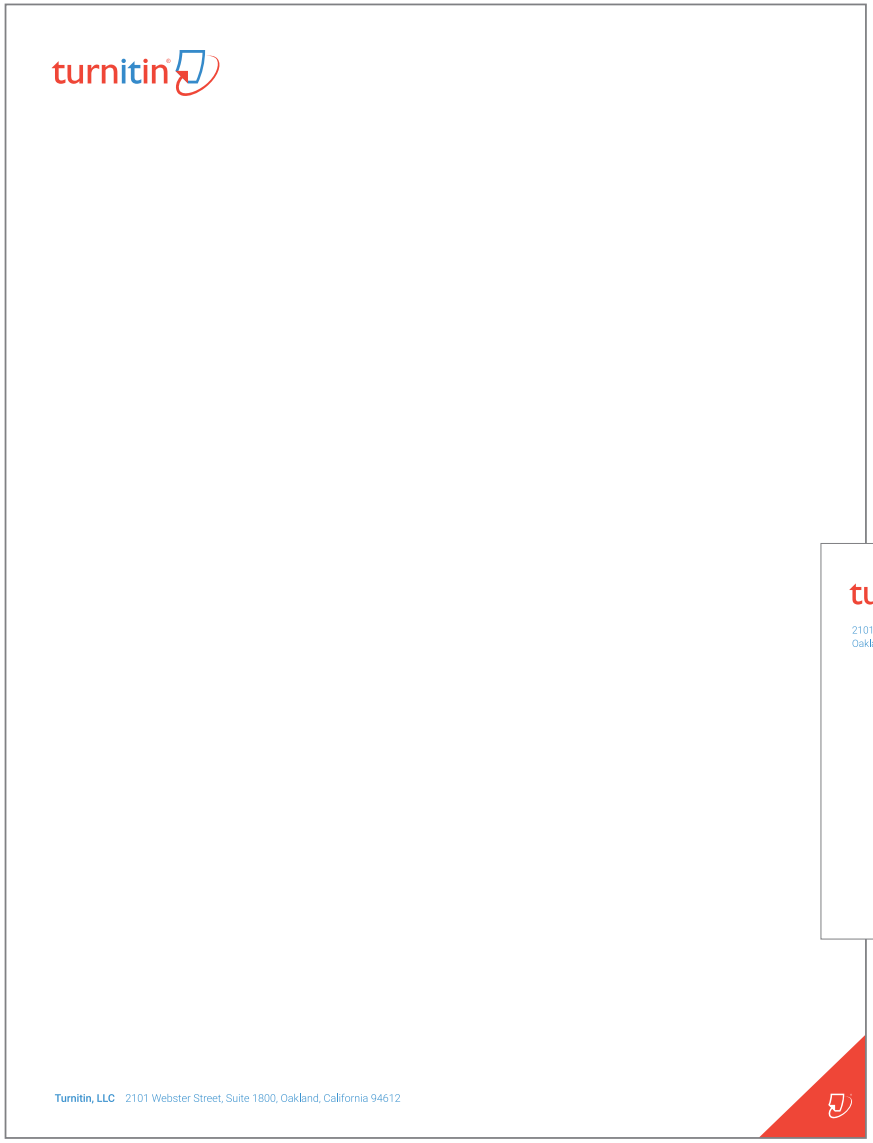
Turnitin Feedback Studio

Similarity checking, online feedback, and rubric grading tools for evaluating student work

Turnitin Scoring Engine

Automated assessment of writing at scale

Collateral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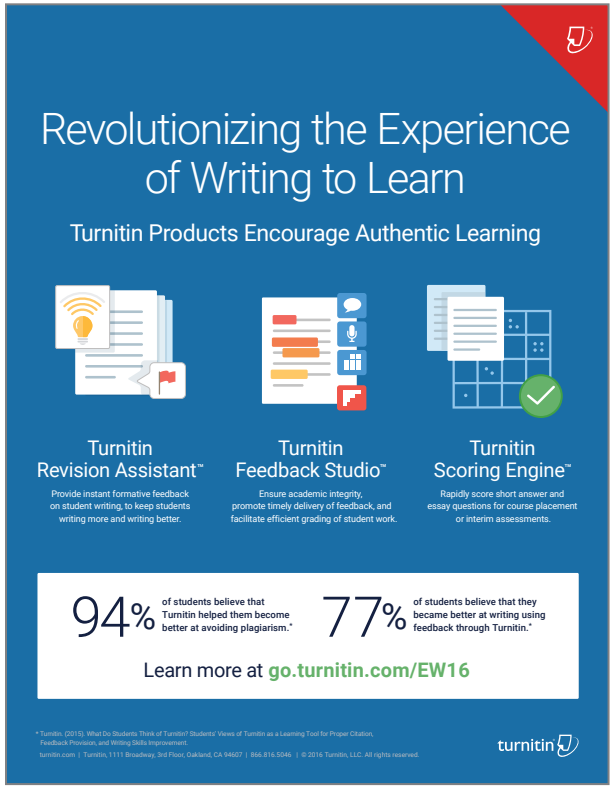
Revolutionizing the Experience of Writing to Learn
Turnitin Products Encourage Authentic Learning
Turnitin Revision Assistant™
Provide instant formative feedback on student writing, to keep students writing more and writing better.
Turnitin Feedback Studio™
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Rapidly score short answer and essay questions for course placement or interim assessments.
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77% of students believe that they became better at writing using feedback through Turnitin.*
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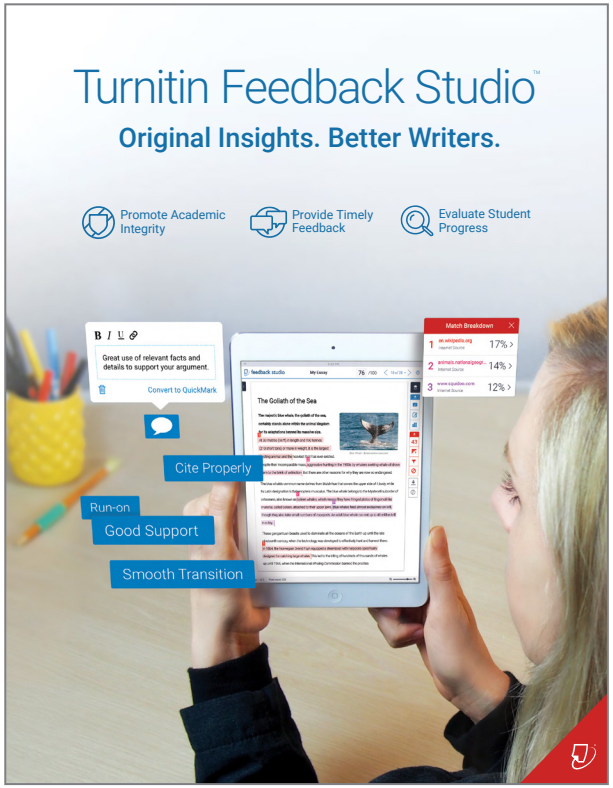
Turnitin Feedback Studio™
Original Insights. Better Writers.
Promote Academic Integrity
Provide Timely Feedback
Evaluate Student Progress
Great use of relevant facts and details to support your argument.
Convert to QuickMark
Cite Properly
Run-on
Good Support
Smooth Transition
Match Breakdown
17%
14%
12%

Contact Us

If you have any questions about implementing these brand guidelines, please contact the Marketing Department for assistance.

marketing@turnitin.com