GURU

Brand Guidelines

Mini Brand Book

Howdy! We made this brand book to better help our partners understand the Guru brand. 🤠

This guide will help you hit the ground running. However, this isn't all-encompassing and there may be some burning questions that require input from our team—feel free to reach out to us for clarification. We're here to help!

Giving every team in the world **trusted information** so that they can **do their best work.**

This is what Guru sounds like.

The Guru brand voice is something that sets us apart from the crowd. Prospects, customers, and friendly strangers alike walk away from an experience with our brand feeling delighted. (Really! They write us nice emails.) We lead with empathy. With our users always in mind, clarity is key. No jargon, no buzzwords, no garbage language. Our voice is conversational, approachable, and amusing (without trying too hard). If you met Guru at a party, you'd laugh, you'd do a karaoke duet of your favorite 90s song, and you'd leave knowing ten new facts about sea creatures.

Our mission is to help everyone do their best work—and we do mean everyone. Inclusivity is important to us, and that's reflected in the words we use. As language evolves to become more inclusive, so does the way we write.

Above all, we keep two things in mind:
1. If you wouldn't say it, don't write it.
2. Have fun!

C.R.E.A.M.
Clarity Rules Everything Around Me

Let's dive into the ins and outs.

This:

Conversational
Write it like you'd say it! Use contractions and casual language.

Approachable
We're friendly and fun. Our customers actually want to hang out with us.

Funny*
We're witty and occasionally cheesy, but we're never snarky. We bring a sense of humor to everything we do.
But we'll never try to shoehorn in a joke.

Clear
Eliminate unnecessary words. Skip the fluff and get right to the good stuff. No jargon, please.

Jargon-free
Seriously, no jargon! We're allergic to jargon. We're so serious we mentioned it twice.

Knowledgeable and helpful
We know ~~it all~~ a lot, and we're so excited to share our knowledge and help our customers do whatever it is they do best.

Inclusive
Our mission is to help everyone do their best work, so we do our best to make sure everyone feels included and welcome.

Not this:

Formal

Except in the most serious of circumstances, we like to keep things light and conversational.

Try-hard

We love a good pun, but we never force a joke.

Overly technical

Because you shouldn't need Google to understand our brand.

Slangy

Sometimes using the hippest new slang can make you look pretty square, daddy-o. While we *will* say something is cool, we probably won't say it's lit.

☔️🍀✈️⭐️🌽🍕🎉👽🔥

We ❤️ emojis. They're fun! But for the biggest impact, we use them sparingly.

Wondering how to use the word Guru when writing copy? It's simple!

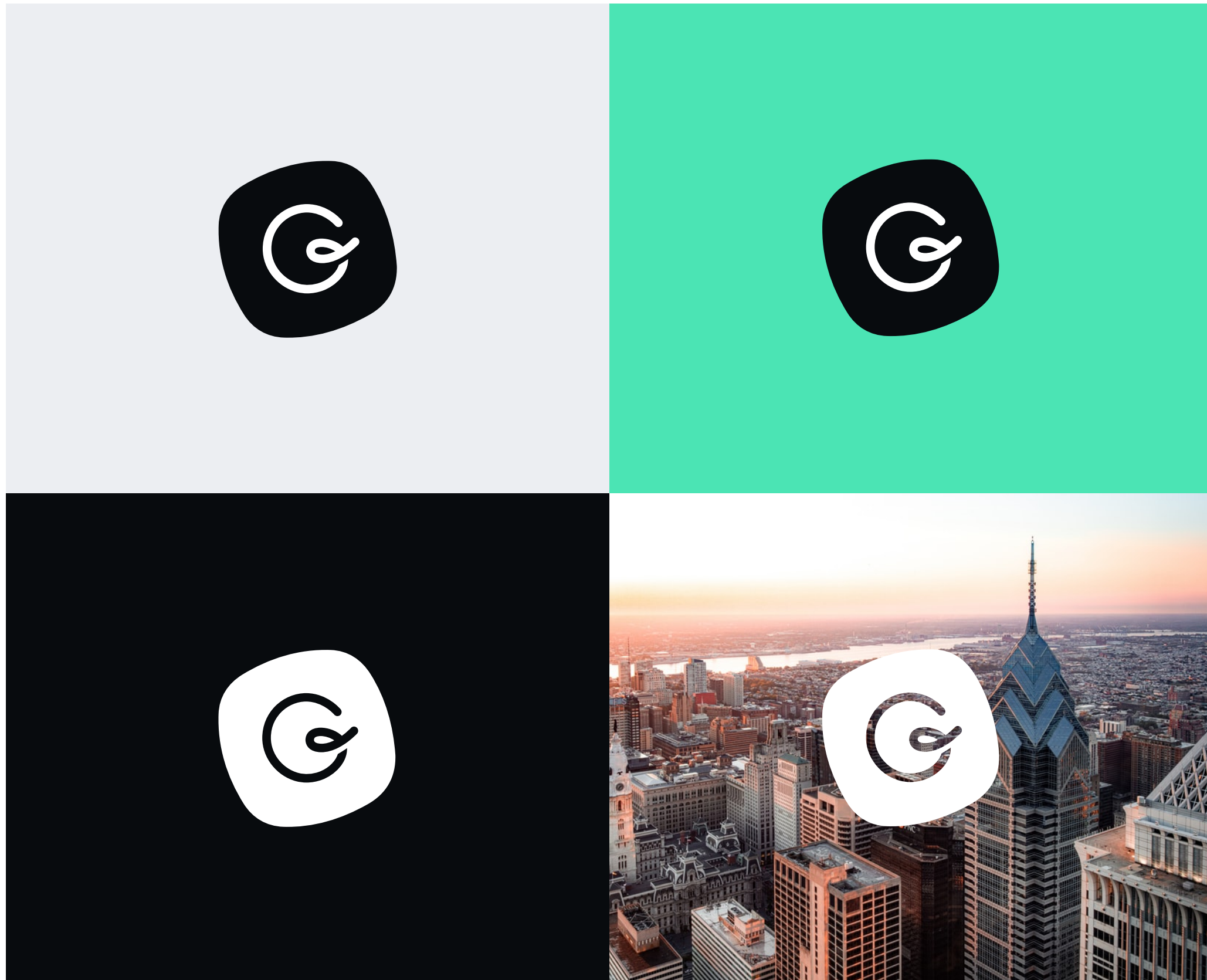# Only use the word when referring to the name of our company or product.

Don't:

- **Verbify Guru** *(Did you Guru that? Happy Guru-ing! Guru-fy)*

- **Use the word for cute names or puns** *(Guruvians; Guru-vy)*

- Use it in pretty much **any other way** than just referring to the company or product name

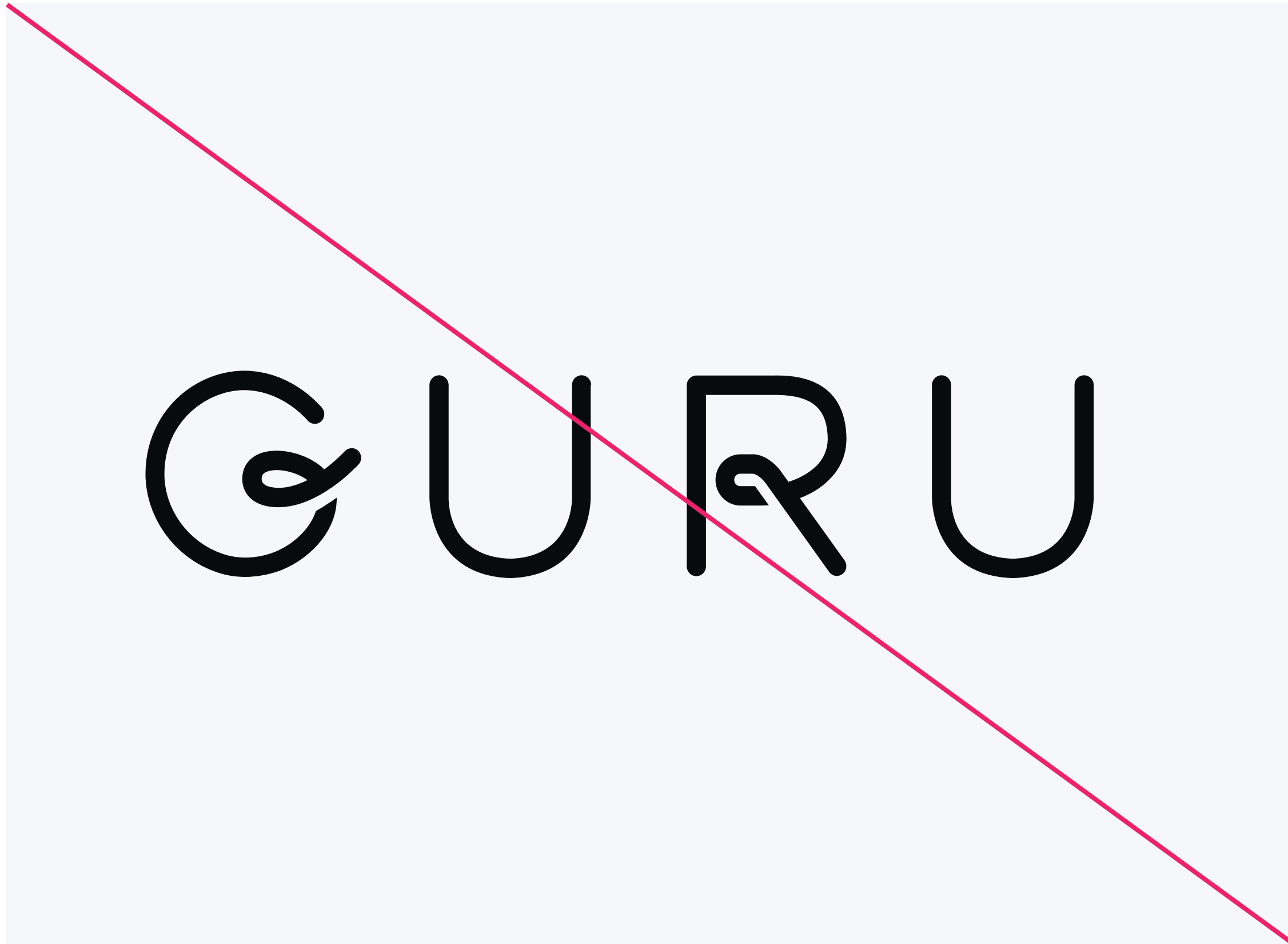Full logo

Logomark

Logotype

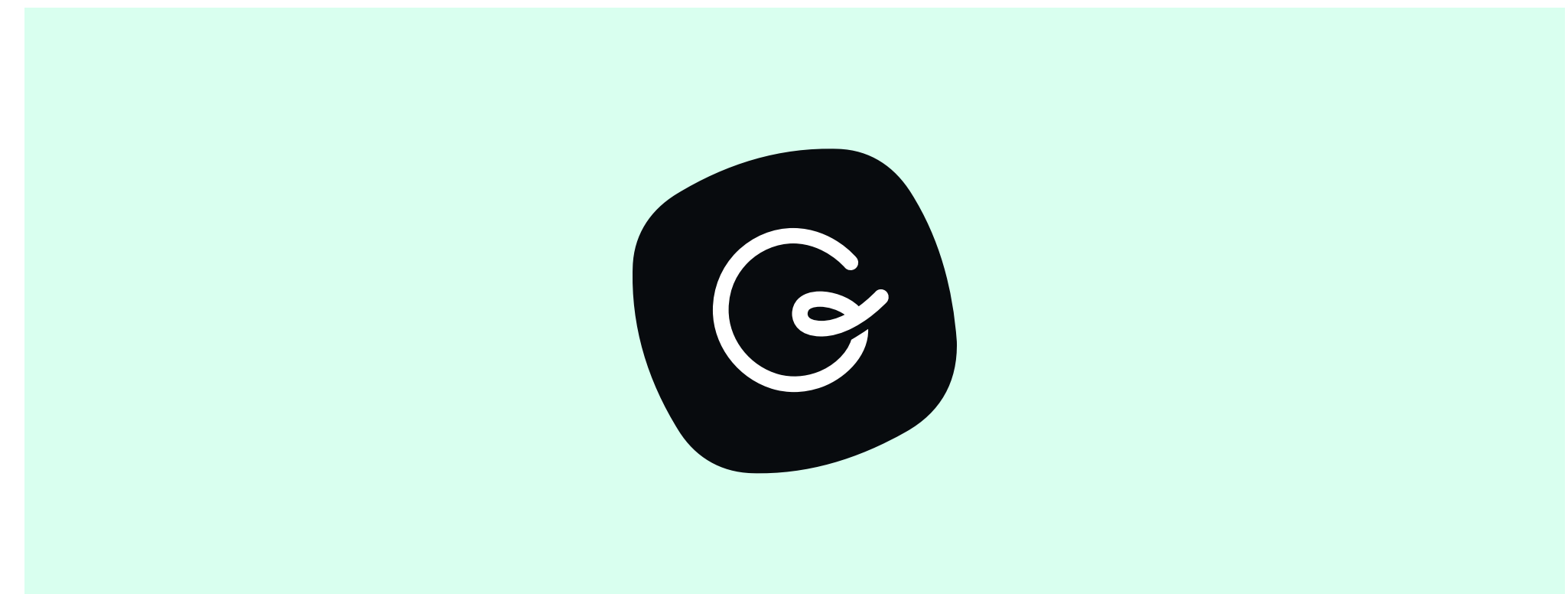Download logos

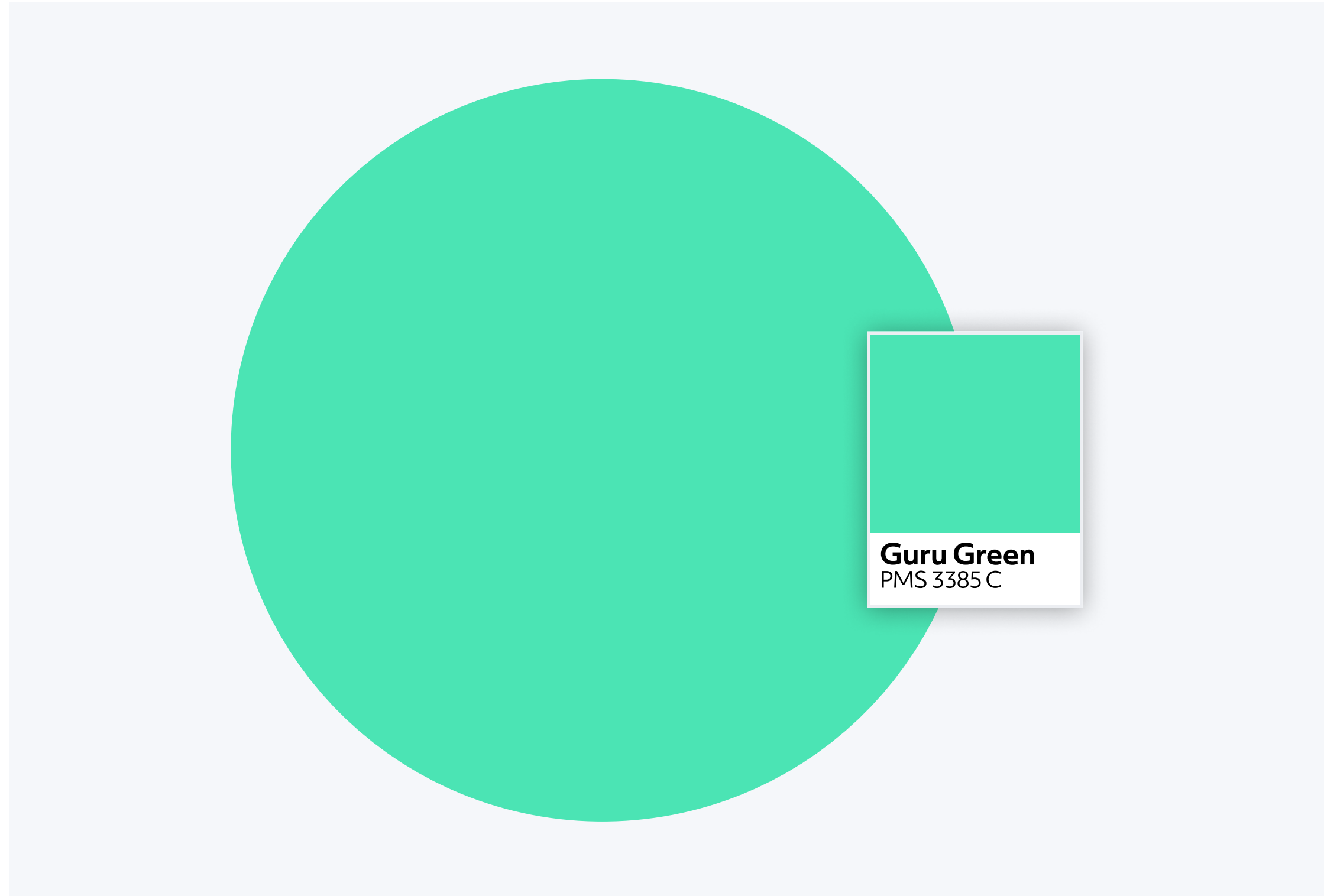## Logo usage

Logo padding

Make sure to give these li'l cuties some room to breathe!
A good rule of thumb is to size padding at half the diameter
of our logomark.

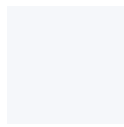👎 **Don't** use the logotype on its own.

👍 Use one of these instead.

We love our Guru Green. Like, a lot. We won't rest until Pantone names a color after us (kidding…mostly.) Use our green far and wide.

But, we realize not everything can be green *(sigh)*, so here are all of our brand colors:

#080B0E	#4BE4B4	#005DFF	#9EFAC4 *to* #3EFFFF
#525A66	#86EFCE	#A63DF9	
#C0C5CC	#D8FFEF	#FFE066	
#F5F7FA		#F21969	
#FFFFFF			

Guru Green
PMS 3385 C

Colors have feelings, too.

Use green for things that are good!   Use pink for things that aren't so great.

Primary font

The main font we use for branded materials is **Objektiv MK2.** Objektiv MK2 is a web-safe font, but we default to *Montserrat* for applications that don't allow custom typefaces.

Download Objektiv MK2 ⤓

Light

Objektiv MK2 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Regular

Objektiv MK2 Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bold

Objektiv MK2 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

X-Bold

Objektiv MK2 X-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Guru Shapes

Guru shapes represent bits of knowledge.

There are two ways you can use our shapes: as multiple tiny shapes in the background (think confetti). Or, as a single large shape positioned as the main anchor point of an image. They should always be green or a neutral color.

Doodles

We use simple, black vector **doodles** to add some personality to our brand. **They should be used sparingly**, only to add small branding elements to an asset—never as the main focal point or in excess.

We like to show our product whenever it makes sense, but we display a simplified version.

To the right, you will see a **Guru Card.** They're kind of a big deal. These Cards are where your information lives within Guru.
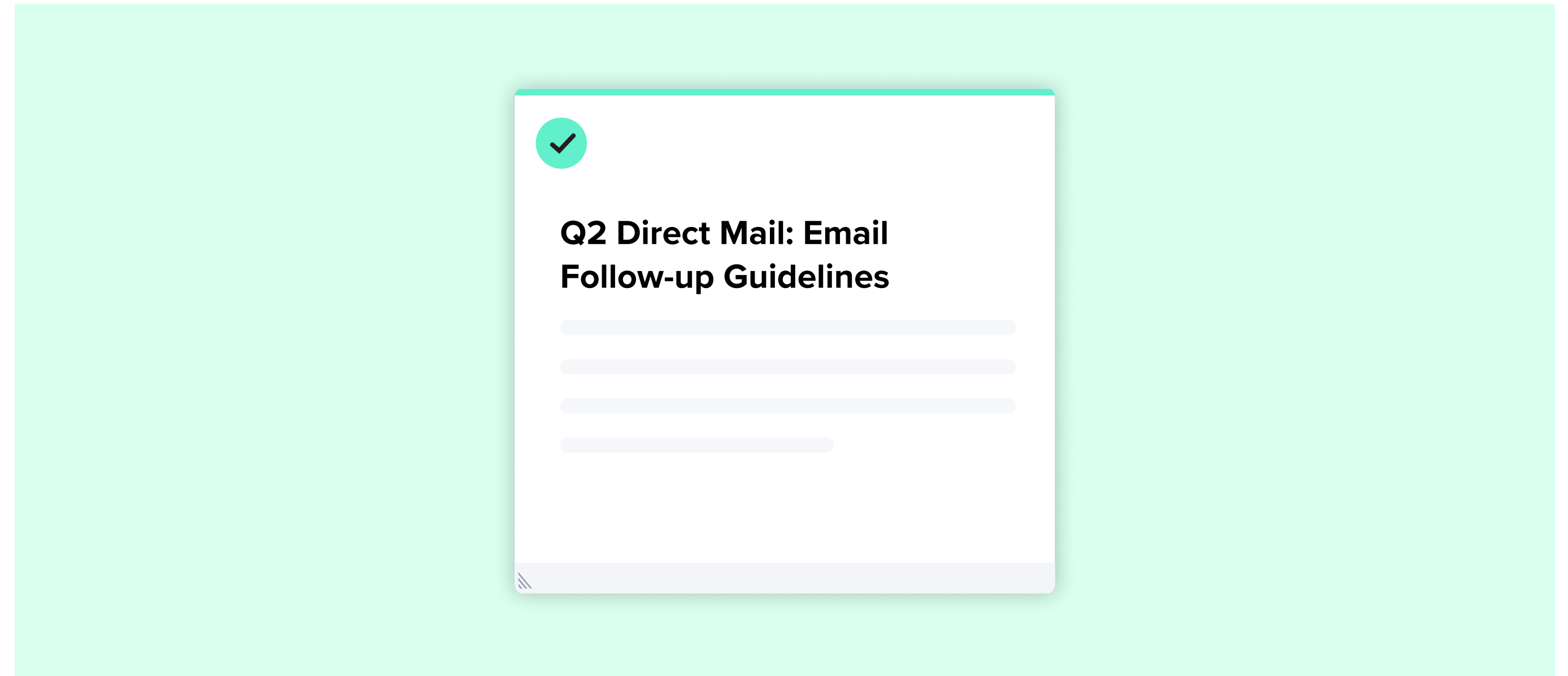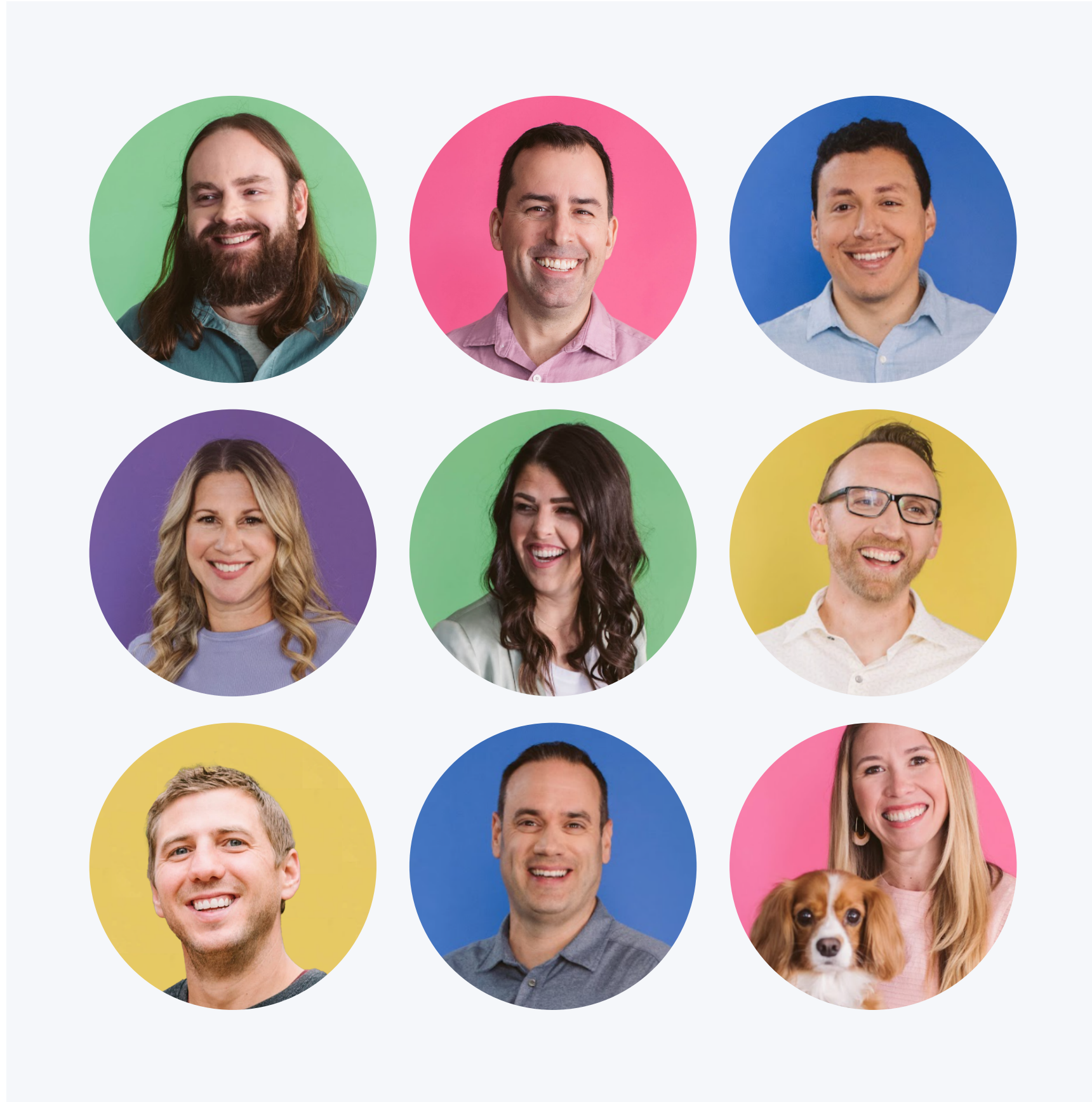

Representing our product well is important to us! Download some branded product shots we've already created or reach out to us to create new ones.

Download our assets ⤓

Guru leadership

Custom photography

Guru uses custom photography for our brand whenever possible. Linked below is our current library that includes headshots, groups, and props (and a dog).

At Guru, we value diversity and inclusion and we showcase that in our work.

Leadership photos

Guru photo library

Other resources

Guru one-liner description

Guru is a collaborative knowledge management solution where answers find you—everywhere, every time.

Guru long-form description

Guru is a collaborative knowledge management solution where answers find you—everywhere, every time. Guru connects teams and people to one another and surfaces the know-how of those who know best, and turns collections of information into useful knowledge. By delivering the right knowledge at the right time, Guru reduces new-hire ramp time, drives amazing customer experiences, and makes teams more collaborative and productive.

Guru press line

PHILADELPHIA — Guru, the collaborative knowledge management solution where answers find you, announced today...

Guru's marketing site   Guru's press kit

GURU

That's all, folks. 🎉
Thanks!

Please reach out with questions.

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