

# Brand Guide

PARTNERS & RESELLERS | 2025



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# Introduction

ACI Learning is dedicated to empowering people and businesses to lead with confidence, learn with purpose, and achieve outcomes that matter. Our brand reflects this dedication with a bold and inviting tone, one that can flex to meet the needs of our team and our customers.

This document defines the elements of the ACI Learning brand and provides guidance so that every expression can consistently reflect the energy and optimism of our company.

# Logo

This is the primary logo and should be used in most cases.

For smaller usage, or areas where “ACI Learning” is clearly defined (i.e. reports, long form documents, etc), use the secondary logo with only the acronym.

Always use the logo files provided. Please do not re-create.

**Primary Usage**

Used in majority of cases to maintain integrity tied to "aci."



Minimum size: 64px wide

**Secondary Usage**

Used in areas where "ACI Learning" is clearly defined or sizing is below 64px.



Minimum size: 16px wide

**Note:** There are no changes to the ACI Learning logo.

**Minimum Clear Space**



Use two dots in sequence from the "i" to ensure minimum spacing around the logo in all uses.



# Logo Usage

## Usage on Backgrounds

Use the standard full-color logo on light, neutral, or tinted backgrounds to ensure optimal visibility and brand integrity.



Use the reverse full-color logo on solid brand colors that are 100% saturated to maintain contrast and legibility.



## Usage on Photography

Avoid using logos on photographs unless the logo sits on a brand color container, or position the logo over a light or dark area of the image with sufficient contrast for clear visibility.



# Logo Usage

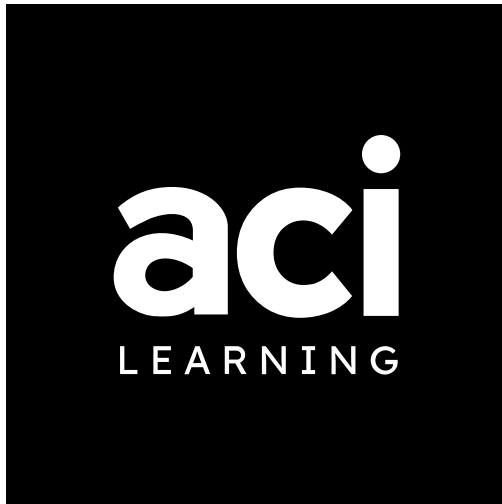
## Black and White Usage

Black or white logos are essential for certain applications where the color conflicts with a design, color can't be used, or consistency is needed among various brands.

White Background



Black Background



70% Black Logo



25% Black Background



75% Black Background



55% Black Logo\*



\*Minimum contrast to maintain accessibility

10% Black Background



55% Black Background



\*Minimum contrast to maintain accessibility

Always use either black (#000000) or Security Slate (#1b1b1a) logo on Yottabyte yellow backgrounds.



Always use white logo on Redex rust backgrounds.

# Logo Family

## Tech Academy

Logo should only be used on materials specifically related to Tech Academy.  
Always use the logo files provided. Please do not re-create.



**Note:** There are no changes to the ACI Tech Academy logo.

## myACI

The myACI logo should only be used within the platform or materials specifically referencing the platform.  
Always use the logo files provided. Please do not re-create.



**Note:** The myACI logo has been updated. Reference **page 11** for versions of the logo that should no longer be used.

# Logo Don'ts



⊗ **Don't** outline the logo.



⊗ **Don't** use alternative fonts.



⊗ **Don't** change spacing or layout.



⊗ **Don't** place the logo on busy textures or patterns.



⊗ **Don't** stretch, squish, or crop the logo.



⊗ **Don't** rotate the logo, or any part of it.



⊗ **Don't** add special effects.



⊗ **Don't** alter the color or transparency.



# Logo with Partner Logo



When representing a Partner logo with the ACI Learning logo, place them to the right of the ACI Learning full logo.



Scale the Partner logo to match the top and bottom of the ACI Learning full logo.

Use **four dots** to horizontally space the ACI logo from the Partner logo.

Include a dividing line directly in between both logos using **Yottabyte yellow (#fda702)** and a **3pt stroke**.




 **Don't** make Partner logo smaller than the ACI Learning full logo



 **Don't** make Partner logo larger than the ACI Learning full logo



 **Don't** stack Partner logo and ACI Learning full logo

# Logo with Multiple Partner Logos



When representing multiple Partner logos with the ACI Learning logo, place them to the right of the ACI Learning full logo.

Use four dots to horizontally space the ACI logo from the Partner logos.



# Brand Boneyard (Do Not Use)

The following brand names and associated visual assets are no longer approved for use and should be removed from all materials:



Remove any reference to the ITProTV logo. Including TV icon and any associated brand colors.



Remove any reference to old versions of the ACI Learning logo. Including any associated graphic elements and colors.



Remove any reference to the Infosec Learning logo.



Do not use brackets for products. See **page 31** for approved product language, terms, and phrasing.



Remove any reference to versions of the myACI logo that includes an orbit graphic or “Learn.”

**Action:** Remove these references from templates, slide decks, web copy, emails, and internal tools.

# Color



# Color

Reminiscent of a sunset, our refreshed colors are bold and rich to match our brand personality. While we lead with our primary colors, the secondary palette may be incorporated for depth and variety. Tertiary colors are used as neutrals for balance.

## Primary

Yottabyte yellow\*



RGB: 253 / 167 / 2  
HEX#: fda702  
CMYK: 0 / 45 / 95 / 0  
PMS: 130C

Network navy



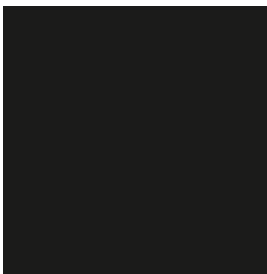
RGB: 38 / 41 / 55  
HEX#: 262937  
CMYK: 31 / 25 / 0 / 78  
PMS: 532C

Cypher cyan



RGB: 6 / 123 / 156  
HEX#: 067b9c  
CMYK: 100 / 5 / 20 / 22  
PMS: 2231C

Security Slate\*\*



RGB: 27 / 27 / 26  
HEX#: 1b1b1a  
CMYK: 72 / 65 / 66 / 77  
PMS: Black C

## Secondary

Redex rust



RGB: 194 / 81 / 0  
HEX#: c25100  
CMYK: 8 / 85 / 100 / 34  
PMS: 180C

Telnet teal



RGB: 0 / 64 / 92  
HEX#: 00405c  
CMYK: 100 / 12 / 28 / 59  
PMS: 3165C

Python purple

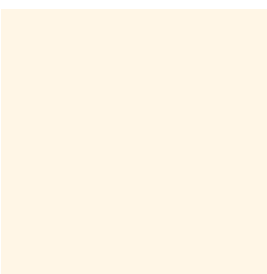


RGB: 85 / 80 / 140  
HEX#: 55508c  
CMYK: 100 / 88 / 0 / 10  
PMS: 2117C

\*Used for the ACI dot.  
\*\*Security Slate is the primary font color on light backgrounds.  
\*\*\*WAN white is the primary font color on dark backgrounds.

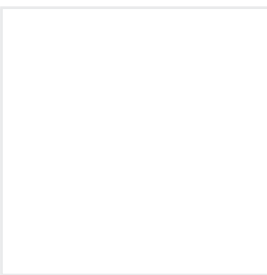
## Tertiary

10% tint of Yottabyte yellow



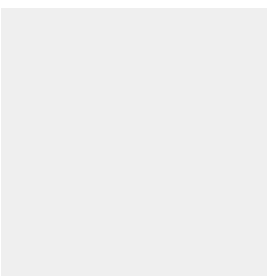
RGB: 253 / 167 / 2  
HEX#: fff6e6

WAN white\*\*\*



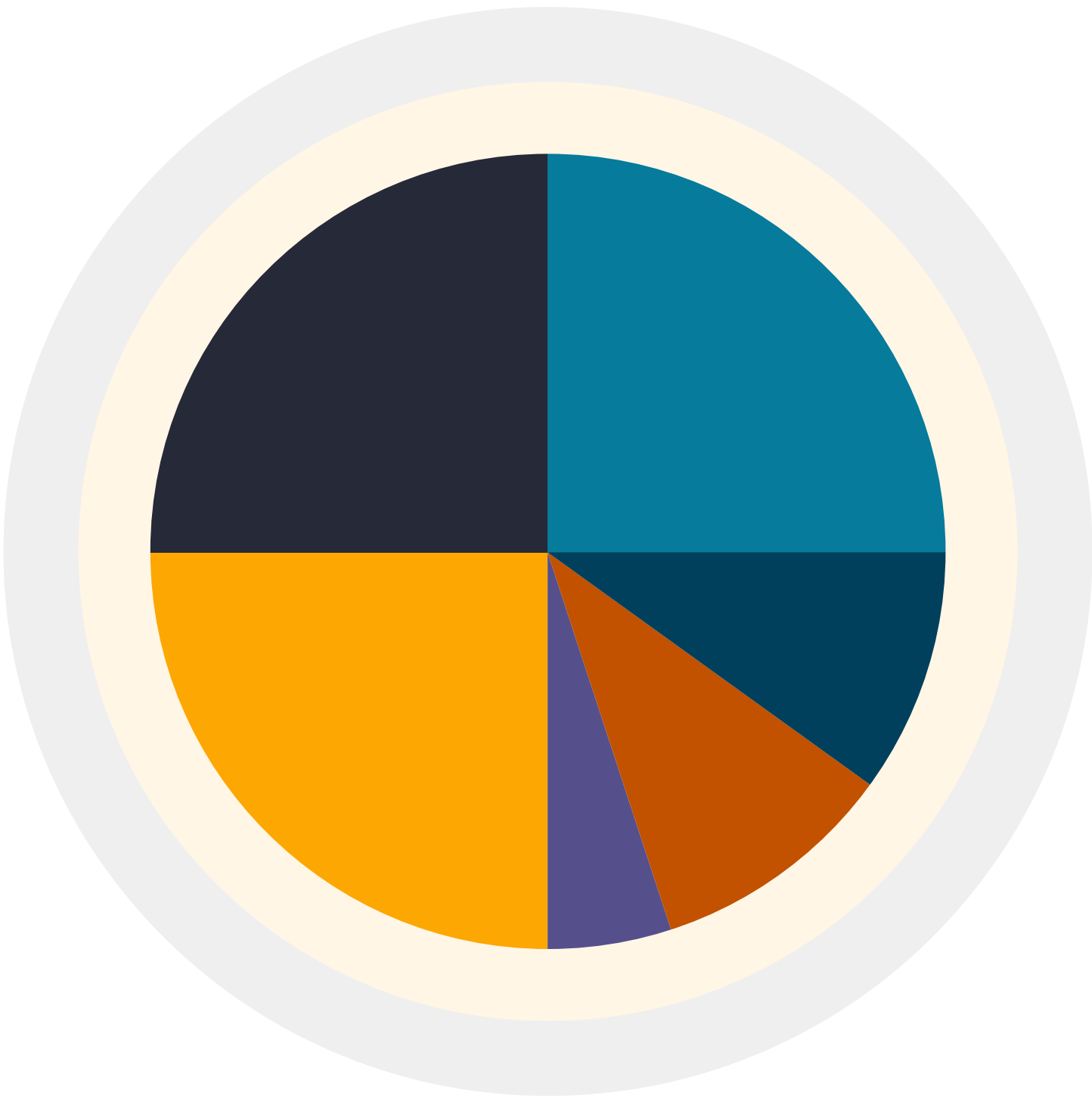
RGB: 255 / 255 / 255  
HEX#: ffffff

Gateway grey



RGB: 239 / 239 / 239  
HEX#: efefef

## Proportions









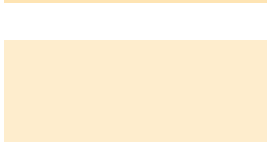
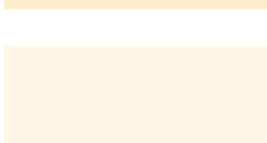


Python purple should be used sparingly.









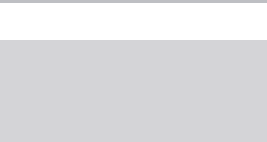
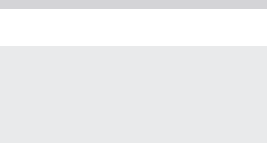
# Color Tints

Colors should be used at 100% saturation in most cases, but we understand the need for flexibility. Tints can be used to create hierarchy, depth and visual interest.









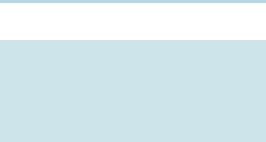
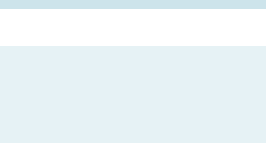
## Yottabyte Yellow

	<b>100%</b> #FDA702
	<b>90% tint</b> #FDB01B
	<b>80% tint</b> #FDB935
	<b>70% tint</b> #FEC14E
	<b>60% tint</b> #FECA67
	<b>50% tint</b> #FED380
	<b>40% tint</b> #FEDC9A
	<b>30% tint</b> #FEE5B3
	<b>20% tint</b> #FFEDCC
	<b>10% tint</b> #FFF6E6










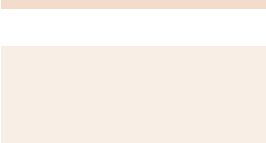
## Network Navy

	<b>100%</b> #262937
	<b>90% tint</b> #3C3E4B
	<b>80% tint</b> #51545F
	<b>70% tint</b> #676973
	<b>60% tint</b> #7D7F87
	<b>50% tint</b> #92949B
	<b>40% tint</b> #A8A9AF
	<b>30% tint</b> #BEBFC3
	<b>20% tint</b> #D4D4D7
	<b>10% tint</b> #E9EAE6









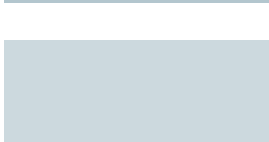
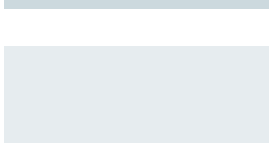
## Cypher Cyan

	<b>100%</b> #067B9C
	<b>90% tint</b> #1F88A6
	<b>80% tint</b> #3895B0
	<b>70% tint</b> #51A3BA
	<b>60% tint</b> #6AB0C4
	<b>50% tint</b> #82BDCE
	<b>40% tint</b> #9BCAD7
	<b>30% tint</b> #B4D7E1
	<b>20% tint</b> #CDE5EB
	<b>10% tint</b> #E6F2F5









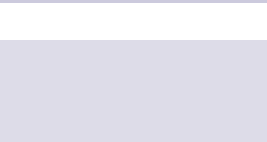
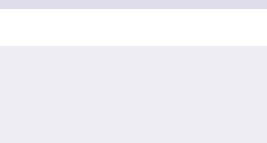
## Redex Rust

	<b>100%</b> #C25100
	<b>90% tint</b> #C8621A
	<b>80% tint</b> #CE7433
	<b>70% tint</b> #D4854D
	<b>60% tint</b> #DA9766
	<b>50% tint</b> #E1A880
	<b>40% tint</b> #E7B999
	<b>30% tint</b> #EDCBB2
	<b>20% tint</b> #F3DCCC
	<b>10% tint</b> #F9EEE5

## Telnet Teal

	<b>100%</b> #00405C
	<b>90% tint</b> #1A536C
	<b>80% tint</b> #33667D
	<b>70% tint</b> #4D798D
	<b>60% tint</b> #668C9D
	<b>50% tint</b> #809FAD
	<b>40% tint</b> #99B3BE
	<b>30% tint</b> #B2C6CE
	<b>20% tint</b> #CCD9DE
	<b>10% tint</b> #E5ECEF

## Python Purple

	<b>100%</b> #55508C
	<b>90% tint</b> #666197
	<b>80% tint</b> #7773A3
	<b>70% tint</b> #8885AF
	<b>60% tint</b> #9996BA
	<b>50% tint</b> #AAA7C5
	<b>40% tint</b> #BBB9D1
	<b>30% tint</b> #CCCADD
	<b>20% tint</b> #DDDCE8
	<b>10% tint</b> #EEEDF3

# Color Tints

## Do's and Don'ts



**Do** use a combination of tints and 100% saturation for large scale icons.

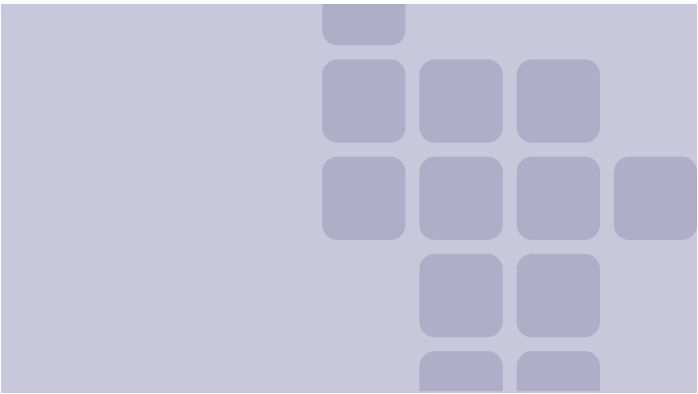


**Do** use a combination of tints and 100% saturation for background graphics and thumbnails.

## Browse Courses

## Browse Courses

**Don't** use tints with text. Reference **page 24** for 100% saturation brand color accessibility guidelines.



**Don't** use too many tints on one graphic, making it look washed out.



# Typography

# Typography

Prompt bold is a wide, airy, geometric typeface that is used only in headlines or subheads. Montserrat is a dependable, legible typeface used for body copy, labels, and other utilitarian use cases.

**Primary**

For headlines, subheads, and buttons

Aa

Prompt Regular  
**Prompt Bold**

**Primary**

For labels and body copy

Aa

Montserrat Light  
Montserrat Regular  
Montserrat Medium  
**Montserrat Semibold**  
**Montserrat Bold**

**Substitute Typeface**

Segoe UI is the designated typeface when Prompt and Montserrat are not available.

Aa

Segoe UI Light  
Segoe UI Regular  
**Segoe UI Semibold**  
**Segoe UI Bold**

# Title Case vs Sentence Case

## Title Case

Buttons



Short Headings/Labels

**Browse Courses**

## Sentence Case

Use this to express a complete thought outside of a Title/Header or button.

Discover thousands of curated courses

---

## All Caps

The preference is to not use ALL CAPS. Opt for sentence or title case when able for visual consistency.



# Graphic Elements



# Graphic Elements

Our library of visual elements are all about progression — because progress is directly linked to outcomes. These graphics are inspired by the myACI platform, telling the progression story through an element that’s core to what we do: data visualization.

### Data Graphics

Currently, there are five data graphics available. Data graphics can be used in their singular form or combined with/without photography for an endlessly flexible system.

Data graphic 1\*



Data graphic 2\*\*



Data graphic 3



Data graphic 4\*\*\*



Data graphic 5



\*Data graphic 1 can be modified to better fit deliverables as needed.



\*\*Data graphic 2 can be modified to show (or not show) different progress levels.



\*\*\*Data graphic 4 can be modified to extend the ends if bleed is necessary.

### Guidelines

- Combine data graphics thoughtfully, as some may not work together well. For example, Data graphic 1 and Data graphic 4 are too similar and do not complement one another.
- Data graphics can be scaled separately, but for consistency in line weight proportions, it’s best to scale the data graphics together.

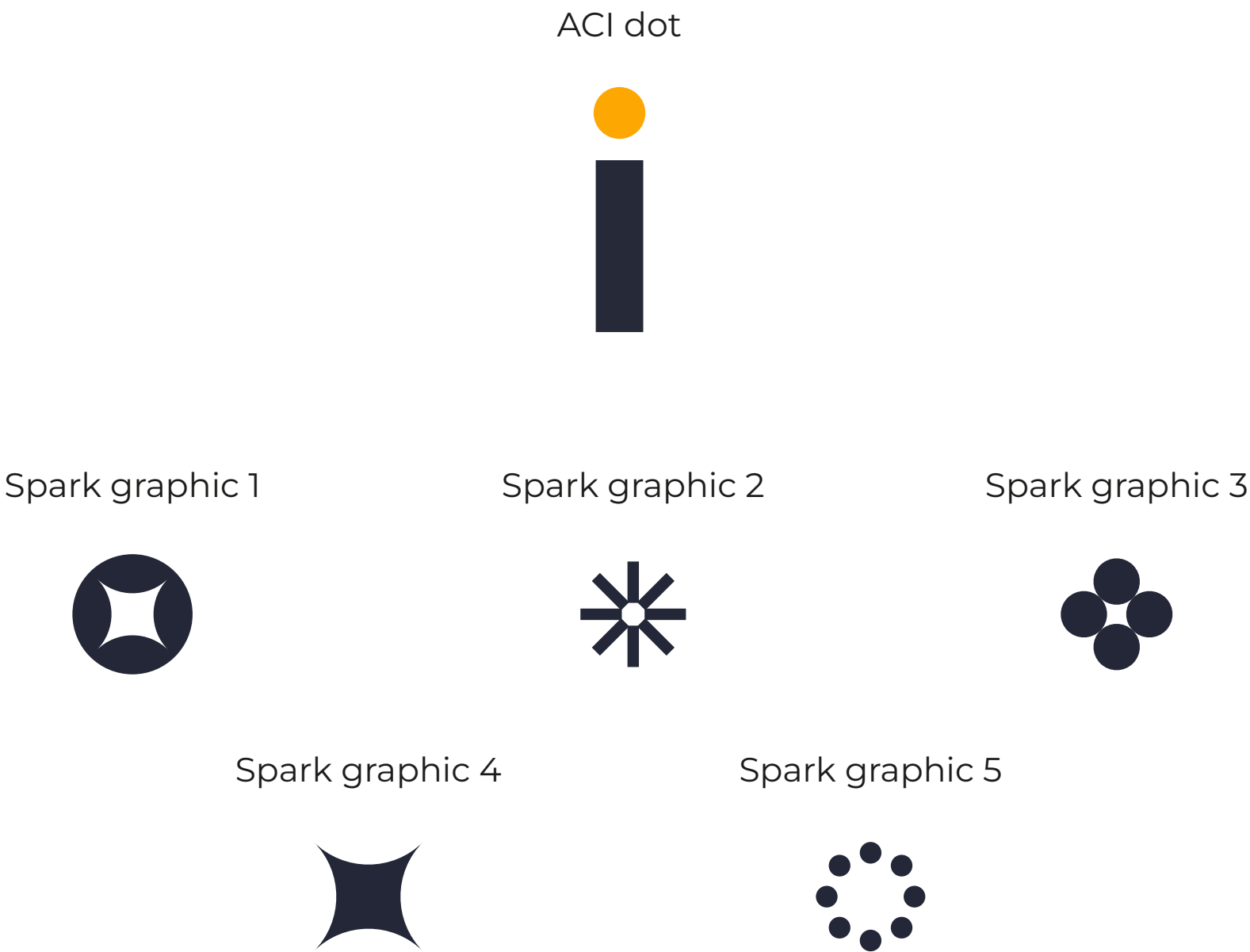




# Graphic Elements

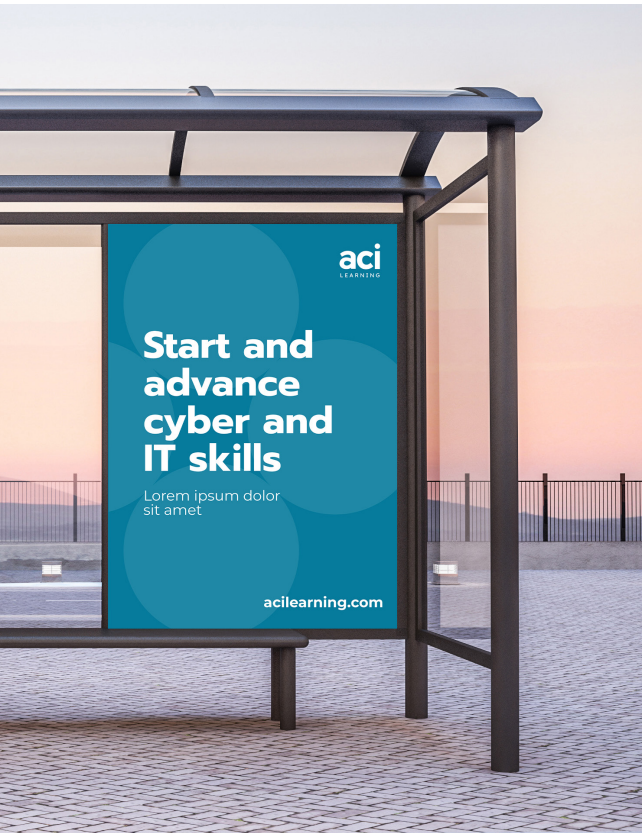
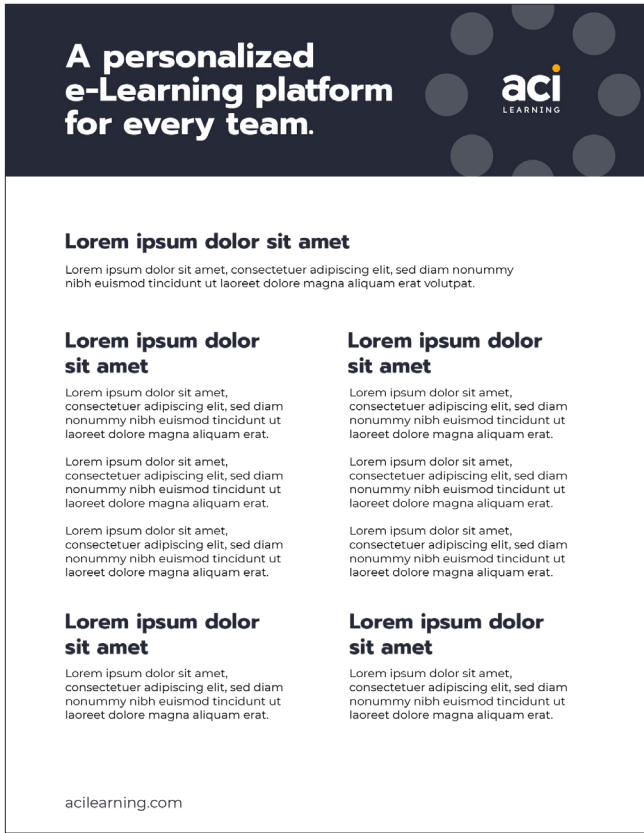
## Spark Graphics

Spark graphics are derived from the “i” in the ACI logo. They represent the sparks of empowerment and excitement in learners.



## Guidelines

- These graphics are best utilized as background texture.



# Graphic Elements — Do's and Don'ts

## Data Graphics



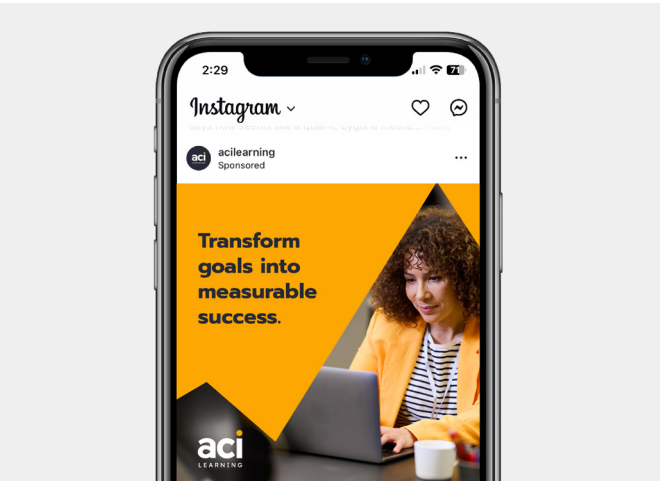
**Do** combine data graphics with the ACI dot for visual interest



**Do** use graphics to brand environments without copy



**Do** use color to create depth and dimension

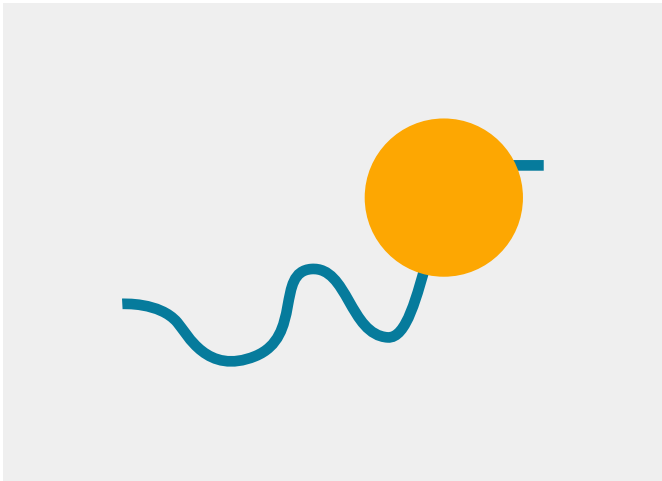


**Do** use scale to create dynamic compositions and frame imagery

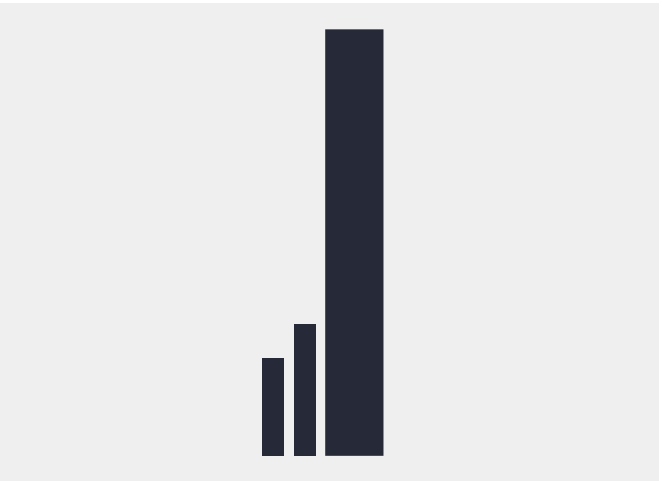
## Spark Graphics



**Do** use tints in spark graphics for background texture



**Don't** reduce or increase the line weight so much that it doesn't match the weight of other graphics



**Don't** modify the data graphics in extreme ways

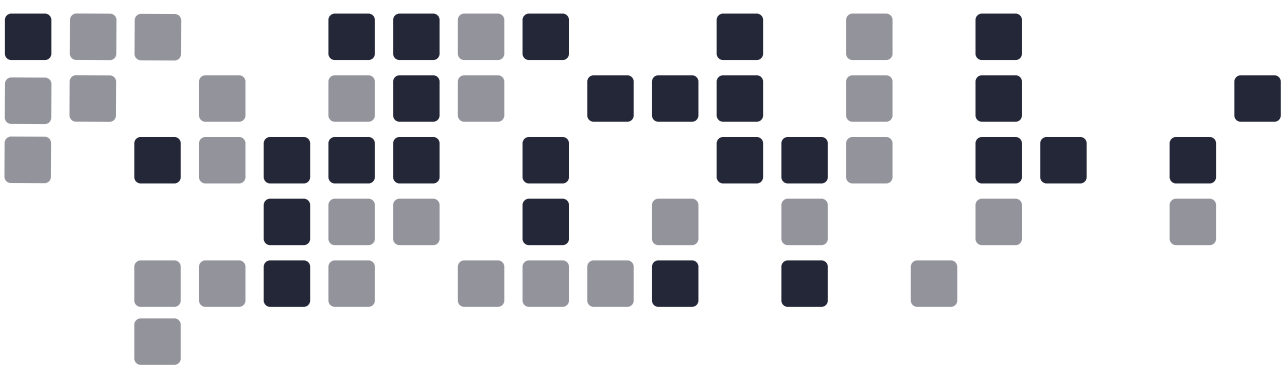


**Don't** modify the spark graphic in any way

# Pattern and Overlays

Patterns and overlays are a great way to add visual depth to designs. We have one pattern and two overlays in the library to pull from.

Square Pattern



Peak Data Overlay



Pathway Overlay



## Guidelines

- The colors can be changed to other primary or secondary colors to work with the imagery and color scheme of a layout.
- The square pattern can be used as an overlay on top of imagery or as background texture. The pattern is set with a 50% opacity.
- The pathway is flexible and can be separated. Or more can be added for a unique composition.
- Patterns and overlays should be used smartly and kept simple. When in doubt, less is more.

\*The ACI dot should remain in Yottabyte yellow.





# Icons

To create brand harmony between our typeface and graphic elements, we thickened the line weights of our illustrations/icons and simplified details where appropriate.

## Large Scale

This icon style enables the representation of complex concepts and specific features in an abstract form. These icons align with the broader visual style, using thickened line weights and brand colors to support accompanying messaging.



## Small Scale

Small-scale icons from the **Streamline Core Line** offer clear, consistent cues in a simple, single-color style. They enhance usability across product and visual assets.







# Photography



# Photography

Our photography focuses on authentic and positive moments. We show the impact that ACI Learning has on people’s lives, wherever they are and at any time of the day. We want people to see themselves.



## Guidelines

- Select or retouch images to match colors from our primary and secondary palettes.
- Represent all kinds of people in our imagery — from businesses to academics to individual learners.







# Digital and Accessibility

# Digital and Accessibility

ACI Learning is a digital-first brand. We put our clients first and are focused on delivering a great experience that is inclusive to all. It's very important to us that we comply with accessibility standards.

## Accessibility on Brand Colors

Below is a reference for the approved color and type combinations that meet WCAG accessibility compliance level of 4.5 or above. Please adhere to these color combinations.

Yottabyte  
Yellow



Network navy



Telnet teal

Network  
Navy



White



Yottabyte  
yellow

White



Network navy

Cypher  
Cyan



White

White



Cypher cyan

Redex  
Rust



White

White



Redex rust

Telnet  
Teal



White



Yottabyte  
yellow

White



Telnet teal

Python  
Purple



White

White



Python purple



# Language, Terms, and Phrasing



# Company Boilerplate

## Long Option

ACI Learning is a leading provider of tech-enabled training in cybersecurity, IT, and other essential technology skills. Designed for today's learners and tomorrow's workforce, our flexible delivery model meets people where they are—whether that's online, in the classroom, or in a hybrid setting.

Our learning experience is built for outcomes. From hands-on labs and real-world scenarios to assessments that benchmark skills and guide growth, ACI Learning empowers individuals and teams to gain practical knowledge and apply it with confidence. With expert-led content, a dynamic platform, and a relentless focus on learner success, we deliver training that works—and results you can measure.

## Short Option

ACI Learning is your tech-enabled partner for cybersecurity, IT, and beyond. Whether you're building your career or strengthening your team, we deliver hands-on training—online, in-person, or hybrid—that leads to real-world skills and measurable results.

# Brand Family Overview

ACI Learning is our primary brand and should be used as the umbrella name in all communications. The following sub-brands and product lines fall under the ACI Learning brand family:

## myACI (platform)

**First use:** “the myACI platform”  
Describes our learning management system, user experience, and admin tools

## ACI ITPro Library

**First use:** “ACI ITPro library”  
**Subsequent uses:** “ITPro” is acceptable when context is established  
Designed for IT and cybersecurity professionals

## ACI AuditPro Library

**First use:** “ACI AuditPro library”  
**Subsequent uses:** “AuditPro”  
NASBA-certified CPE training for audit professionals

## ACI Skill Labs

**First use:** “ACI Skill Labs”  
**Subsequent uses:** “Skill Labs” acceptable when the audience understands the context  
Customizable virtual labs for hands-on skills training

### Product Naming Guidelines

- Always use full product names with the ACI prefix on first mention.
- Use shortened product names only after context has been clearly established.
- Reinforce the connection to ACI Learning in sales and marketing assets for consistency and brand strength.

# Standard Customer Segments and Terms

To ensure clarity across sales, marketing, product, and operations, use the following customer segment labels exactly as shown:

## Customer Segments (Use These Exactly)

- Academic** — Colleges, universities, and educational institutions
- Channel** — Resellers, partners, and distributors
- CorpGov** — Corporate and government organizations
- ISV** — Independent software vendors and SaaS provider

**Note: “B2B” is an umbrella term that refers to all four segments above.**

## Pipeline Terminology

- Marketing-Generated Pipeline:** Opportunities sourced via marketing efforts (e.g., campaigns, inbound leads)
- Sales-Generated Pipeline:** Opportunities sourced directly by sales reps (e.g., outbound, referrals)
- Forecast:** A subset of pipeline opportunities that are in Sales Stage X or higher and are considered likely to close. Used for revenue forecasting and sales planning.

# Internal Phrasing Guidelines

## CorpGov

**Audience:** Business and government training leaders

**Tone:** Confident, outcome-focused

**Use phrasing like:**

- “Upskill your team with ACI Learning”
- “Support compliance and performance”
- “Built for workforce development at scale”

## eCommerce (eComm)

**Audience:** Individual learners and small business teams who purchase through our eCommerce store

**Tone:** Motivational, empowering

**Use phrasing like:**

- “Advance your career in IT or cybersecurity”
- “Train anytime, anywhere”
- “Earn industry-recognized certifications”

## Academic

**Audience:** College faculty, deans, curriculum leads

**Tone:** Supportive, educational

**Use phrasing like:**

- “Enhance your classroom with virtual labs”
- “Aligned to your syllabus and grading needs”
- “Help students stand out with certifications”

## Channel

**Audience:** Resellers, partners, distributors

**Tone:** Business-forward, partnership-driven

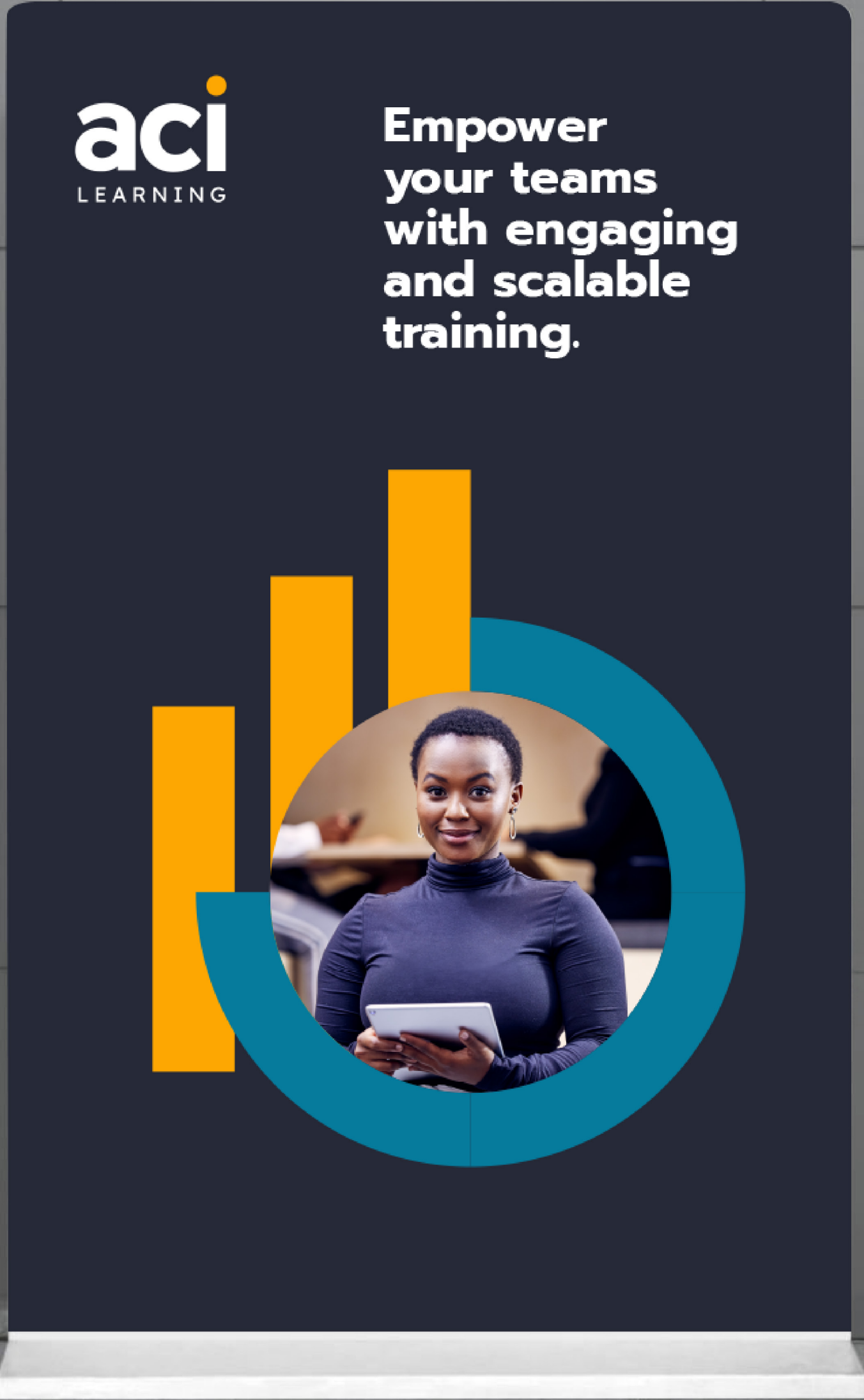
**Use phrasing like:**

- “Deliver ACI Learning through your network”
- “Expand your offering with ready-to-use labs”
- “White-label options and partner support available”



# How It All Comes Together





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