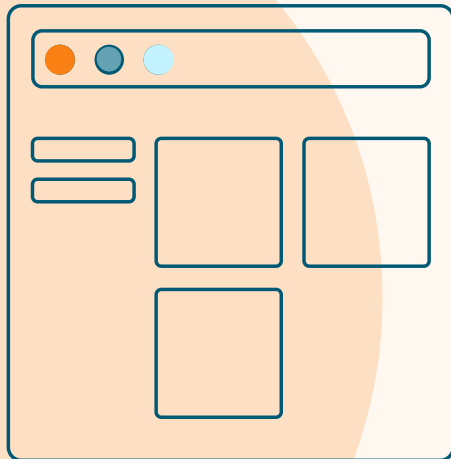




# Global Brand Guidelines

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# Welcome

Please follow these guidelines in our internal and external communications to provide consistency in how the Moodle brand is represented in the global marketplace.

**Thanks for your commitment to this process.**

At Moodle, we support open education technology as fundamental to creating a more equitable world where everyone can pursue a quality education.

We are more than the technology we build. We are a global community of educators, trainers, developers, service providers, partners, managers, system administrators, and learners who contribute to making the world's most effective learning platforms.

Our brand is not just our logo or our software. It is the sum of experiences or interactions a person has with Moodle and a 'feeling' influenced by logic, reason, credibility and emotion.

That feeling is a manifestation of what Moodle offers and stands for. From a minor button on a platform; to the tone of a social media post, how we service or anticipate the needs of our customers; support our partnerships and the way we treat each other - every touchpoint matters, and every moment counts.

This Brand Guideline is a guiding document for Moodle HQ, our Moodle Certified Partners, and the broader Moodle community. It provides comprehensive information on Moodle's brand identity, including our mission, values, personality and principles; voice and tone; communication principles; logos; colour palette, typography, imagery; supporting graphical devices and composition.

# Our Mission

At Moodle, we're on a mission to empower educators to improve our world with open education technology.

This mission is the ultimate expression of the values, personality, and principles that unite the Moodle community.

**Our mission tagline is:**

*Empowering educators to improve our world*



# Our Values, Personality and Principles



**Education**



**Openness**



**Respect**



**Integrity**



**Innovation**

Our values are the core Moodle beliefs and unify everything we do. Our personality is influenced by our values and describes the set of characteristics that we attribute to Moodle. Or, to put it another way, it's how we describe Moodle as if Moodle were a person. Understanding our brand personality is essential because it helps us connect more deeply to our brand identity and fosters brand loyalty.

Finally, our principles are a set of guiding behaviours that inform everything we do, irrespective of who we are talking to, shifting goals, strategies, activities, or the competitive market.

Value	Personality	Principle
<p><b>Education</b> Education is the foundation of making the world a better place. We are always learning, improving how we learn, and helping those around us to learn and teach.</p>	<p>We are knowledgeable but also curious and enquiring.</p>	<p>We embrace a culture of humility and continuous learning and encourage each other's development.</p>
<p><b>Openness</b> We strive to be open in our goals, tools, processes and results as much as is practical. We encourage team members and our community to communicate freely both internally and externally. We promote accessibility and embrace international cultures across all our products.</p>	<p>We are approachable, broad-minded and strive to be impartial and unbiased.</p>	<p>We are mindful of different lived experiences and treat everyone with the common decency we all deserve and expect.</p>
<p><b>Respect</b> We treat everyone with respect and sensitivity, recognising the importance of their contributions: team members, customers, partners, suppliers and competitors.</p>	<p>We are egalitarian, compassionate, supportive and courteous.</p>	<p>We act in a humanitarian, trustworthy manner that earns the respect of each other, our community and our customers.</p>
<p><b>Integrity</b> We employ the highest ethical standards, demonstrating honesty and fairness in every action we take.</p>	<p>We are sincere and principled.</p>	<p>We are true to our word and accept accountability for our actions.</p>
<p><b>Innovation</b> We encourage a progressive culture of data-driven experimentation and research, where entrepreneurship and prudent risk-taking are encouraged, rewarded and incorporated.</p>	<p>We are creative, inventive and reflective.</p>	<p>We are passionate and enjoy working collaboratively across boundaries, challenging the status quo and driving solutions.</p>

# Voice and Tone

Our voice and tone are how we express ourselves.

Our voice is who we are: it represents our personality and our principles, and it's constant throughout the Moodle experience. Moodle's voice is human - it's approachable, sincere, knowledgeable and respectful.

While we only have one voice, we have different tones that allow us to adapt our voice to different situations: different audiences, contexts, or emotional states of the people we are engaging.

For example, our friendly voice may have a reassuring tone when a user is doing something critical like backing up data. But it can have a more playful tone when we congratulate a user for accomplishing something.

Below are some examples of how our tone flexes in different situations:

Type of writing	Intended readership	Tone	Example
Press release	Public, external stakeholders, staff, media	Direct and impartial	Today, Moodle announced the release of Moodle LMS 4.0 and a radically improved user experience for Moodle's 300 million learners worldwide. Informed by an extensive discovery and consultation process...
Social post	Team members, partners, community, potential users	Warm, friendly, engaging, conversational and informative	Meet Moodle HQ in Brisbane! Will you join us at MoodleMoot Australia to improve your skills, meet the community and learn from experts?
Blog post/ Newsletter	Team members, partners, community, potential users	Informative, helpful, conversational, educational	Moodle HQ will be at ALTC to meet members of the education community face-to-face and share ideas about how our open source platform can help you achieve your goals.
Success studies	Team members, partners, community, potential users	Engaging, inspiring, emotive	The school district is part of a growing, vibrant area that traces its history back to the 1800s when the first school in Dearborn was just a simple, one-room log cabin.
In-product copy	Users	Helpful, informative and conversational	Looks like you typed the wrong site address. Check for typos and try again.

## Who we are, who we aren't

When representing Moodle either as a team member or as part of our community, it's essential to reflect on who Moodle is and who we aren't. Avoid confrontation in our written, verbal, or other forms of communication.

Who we are	Who we aren't	Examples
Approachable	Hostile	<p><b>Good:</b> Thanks for alerting me to this project. Why don't we have a meeting to discuss how we can support each other?</p> <p><b>Avoid:</b> Sorry, that's not my remit, so you'll need to talk to someone else about that.</p>
Knowledgeable	Patronising	<p><b>Good:</b> Thanks for your input. We value your perspective. To explain our approach...</p> <p><b>Avoid:</b> What you have suggested is incorrect and doesn't reflect best practice....</p>
Egalitarian	Arrogant	<p><b>Good:</b> Thanks for your enquiry. Could you please answer a few short questions so I can make sure we connect you with the best representative?</p> <p><b>Avoid:</b> Can you please tell us what your requirements are for us to determine whether we can help you.</p>
Sincere	Flippant	<p><b>Good:</b> Thanks for your suggestions. I had some ideas I didn't communicate when I briefed you on this task. Can we have a quick meeting to discuss this?</p> <p><b>Avoid:</b> Please change the colour. It doesn't work.</p>
Creative	Silly	<p><b>Good:</b> 3 reasons to take the stage and make an impact at MoodleMoot Global 2022!</p> <p><b>Avoid:</b> It's easy to impress other Moodlers at MoodleMoot Global 2022!</p>
Supportive	Opposing	<p><b>Good:</b> Thanks for your query regarding delivering our Developer course in German. I will reach out to my colleagues at Moodle Academy to discuss this and get back to you in the next 48 hours with a response.</p> <p><b>Avoid:</b> IMO, we should deliver our courses in German as we have lots of users there.</p>



## Our content principles

Our content principles help us understand and reinforce our personality, tone and voice. They also help us provide a consistent experience across all our products, services output and any other way we interact with people.

### With everything we write, we aim to:

- Empower our users to achieve their goals.
- Guide them to make the most out of our products and services.
- Educate them by giving them the exact information they need, plus opportunities to learn more.
- Respect our users, their sensitivity and time by showing integrity and not patronising them.

### To achieve this, we follow these principles:

#### Keep it simple

- Write in English for a global audience, and make our content accessible to everyone.
- Use short sentences and everyday words that our users understand and use.
- Keep your words direct and to the point.
- Avoid jargon and idioms that may be difficult to understand with no context.
- Make instructions clear, actionable and concise.

#### Be relevant

- Communicate the correct details for a specific situation and no more. Get rid of complicated words and excess information. When we help users focus on the task at hand, they feel safe and empowered.

**Do:** To complete this section, submit your final assignment.

**Don't:** You can't complete this section until you submit your final assignment.

#### Use active voice

- Say 'Teachers can set a deadline', not 'A deadline can be set by teachers'.

#### Limit your exclamation points

- When everything is exciting, nothing is exciting. We save exclamation points for key moments in the user journey; for example when we welcome them on board one of our products for the first time.

#### Spell out acronyms the first time you use them.

- Example: Branded Moodle App (BMA)

#### Use capital letters at the beginning of sentences and for proper nouns only.

- For titles, subtitles and calls to action, we use sentence case and not Title Case.

**Do:** Read the full article

**Don't:** Read the Full Article

### **Follow the rules of UK/Australian English**

- Although we have global headquarters, we default to UK/Australian spelling. Except for communications from Moodle US, which use American spelling to suit their market.

### **Avoid regionally specific date formats**

- Do not use 13/02/2022 or 02/13/2022. To avoid confusion, write the date as 13 February 2022.

### **Words and phrases to avoid**

We write with accessibility, inclusivity and diversity in mind. That's why we avoid:

#### **Language that reinforces racial, ethnic or religious stereotypes, for example:**

- Use allowlist and denylist instead of whitelist and blacklist.

#### **Ableist language, for example:**

- Say amazing, awesome, shocking or intense instead of insane or crazy.
- Say final check instead of sanity check.

#### **Unnecessarily gendered words, for example:**

- Say people or humanity instead of mankind.
- Say chairperson instead of chairman.

### **Figures of speech that refer to war or violence, for example:**

- Say try instead of take a shot.
- Say near miss instead of dodged bullet.

### **Use diverse examples**

- If you're inventing people or situations, choose different genders and ages. Don't stick to English names.

### **Ask for a quick review**

- If English is not your first language and you feel unsure about the clarity of something you're writing, reach out to a native English speaking team member for support.

Please refer to Moodle's content style guide for detailed information:

[Content style guide](#)

# Messaging and Positioning

## Overall

At Moodle, our mission is to empower educators to improve our world with our open source eLearning software.

With over 160,000 sites around the globe and translated into over 100 languages, more organisations choose Moodle to support their education and training needs than any other system in the world.

Flexible, secure, scalable and customisable, Moodle has solutions suitable for K-12, higher education, vocational training, corporates, government and all types of enterprise learning. From improving teaching and student outcomes to streamlining training, onboarding, and compliance management, you can create any course or learning environment you envision with Moodle.

In choosing Moodle, our users become part of a global community of people who love our online learning platform and our values. Moodle enthusiasts from all over the world share ideas in our active community forums; develop their skills through our global learning hub, Moodle Academy, and gain access to Moodle's Certified Integrations and over 2000 open source plugins. Plus, Moodle Certified Partners and Service Providers deliver expert advice and end-to-end support and service to suit our customers' specific requirements.

Our global awards and rankings are a testament to Moodle's 20+ years of expertise in education technology, and the dedication of our community to continually improve our LMS systems.

[Further details](#)

## Moodle LMS

Teach the way your students learn best with Moodle LMS, our open source learning management system. Provide more active and accessible learning experiences, save time and improve teaching and student outcomes with our feature-rich learning platform.

With Moodle's world-leading privacy and security features, you can protect student privacy, achieve compliance, and control your infrastructure and data. From K - 12 classrooms to multi-campus universities, our LMS software offers you the flexibility to grow, scale and adapt your eLearning platform to all your learners' needs, now and in the future.

[Further details](#)

## Moodle Workplace

Whether you're rolling out a new online employee onboarding process, or want a streamlined employee training system that saves time and drives performance, Moodle Workplace is your end-to-end eLearning solution.

Designed for flexibility, Moodle Workplace can be customised for your organisation's size, structure, and needs while integrating seamlessly with your software ecosystem.

Create more active and accessible learning journeys for your staff; deliver targeted content by creating multiple corporate learning platforms for different departments; streamline your workflows with automation, and get insights from powerful custom reports.

With Moodle's Moodle's world-leading privacy and security features, you can protect employee privacy, achieve compliance, and control your infrastructure and data.

[Further details](#)

## MoodleCloud

Ranging from affordable Standard Plans to fully hosted Premium Solutions, MoodleCloud hosting is scalable, reliable, resilient and provides enhanced security and data protection.

MoodleCloud Standard Plans are fast, affordable and ready-to-go with Moodle's most popular features built in and self-service support.

MoodleCloud Premium Solutions are highly scalable and support hundreds to millions of users. From fully managed SaaS cloud-based services with maintenance, backups, and upgrades included, to self-hosted solutions, you decide on the level of services, customisation and the type of support required.

[Further details](#)

## Moodle App

Moodle App allows learners to access Moodle both online and offline from anywhere and on any device.

Learn on the go and stay connected to your learning community with the Moodle App.

[Further details](#)

## Moodle Academy

Moodle Academy is the learning hub for the global Moodle community.

Join our community of best practice and ongoing professional development to develop your career as a Moodle educator, trainer, administrator, designer and developer.

[Further details](#)

## MoodleNet

Our experimental open source project to share and curate open educational resources.

Resources can easily be uploaded and downloaded and shared to a Moodle course in one click.

[Further details](#)

## Moodle Certified Partners and Service Providers

Moodle Certified Partners and Service Providers provide expertise in customisations, hosting, support and training and will transform Moodle into an LMS that meets your unique needs.

[Further details](#)

# Sources of Truth

Moodle's vetted sources of truth in the order of priority are as follows.

## 1. **Brand Guidelines** (this document)

## 2. **Content style guide**

Content style guide

## 3. **Website**

moodle.com

## 4. **Our published news** articles

News articles

## 5. **Docs** on moodle.org

Documentation

## 6. **Videos** on Moodle's YouTube channel

Videos

## 7. **Developer resource centre**

Resources

# Social Media



## Social Media Guidelines for Social Media Account Managers.

Moodle's Social Media Guidelines for Social Media Account Managers is for team members responsible for Moodle's official social media platforms. This includes members of the Moodle HQ marketing and communications team plus other Moodle team members vetted by marketing responsible for Moodle handles or social media accounts.

Guidelines

## Social Media Guidelines for Moodle HQ and the Community.

For Moodle HQ and members of the community who would like to assist with promoting the Moodle brand on their private social media platforms, and those acting as Brand Ambassadors through representing Moodle at events or conferences, please review the Social Media Guidelines for Moodle HQ and the Community.

Guidelines

Facebook

Twitter

Youtube

Instagram

LinkedIn

Mastodon



The following section covers the Moodle brand.



# The Logo

Moodle is represented as the word mark and the mortarboard.

Logo here



**Primary logo** - use this when possible



**Logo with tagline**

Always ensure the text is readable



**Logo for black or dark background**

Lighter grey hat has more contrast so its visible



**Reversed white version**

Use this option when placed on a orange background



**Reversed full white version**

Use this option when placed on a coloured background



**Without TM**

Only use this option when the logo is at a large scale for exhibition backdrops (1m and above).

## Alignment



### Left alignment

Align your copy and other objects to the left edge of the M.

## Minimum size



### 3cm width

To ensure optimum visibility of the logo the minimum size should be no smaller than 3cm wide.

## Logo icons

The following variations of the logo can be used depending on the application. These do not have TM.



**Primary icon** used on white background



Icon used on orange background

## Incorrect use of the logo

To maintain the integrity of the brand the logo must not be used in the following ways:

- A. Do not reproduce the logo in solid unauthorised colours
- B. Do not change the typeface of the logo
- C. Do not rearrange parts or create compositions that are not authorised
- D. Do not add drop shadows or gradients
- E. Do not place the logo on backgrounds that are busy and make it unreadable
- F. Do not place a box around the logo when placed on backgrounds
- G. Do not squash or stretch
- H. Do not rotate

If you encounter the misuse of the Moodle trademark, please report this to Moodle HQ at

[trademarks@moodle.com](mailto:trademarks@moodle.com)

The Moodle trademark guidelines can be found here:

[Guidelines](#)

A.



B.



C.



D.



E.



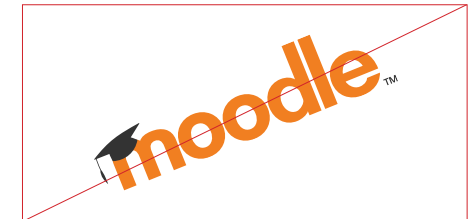
F.



G.



H.



# Colours

## Primary colours



**Moodle Orange**  
#f98012  
RGB - 249 128 18  
CMYK - 0 61 100 0  
PANTONE 158 C



**Moodle Blue**  
#194866  
RGB - 25 72 102  
CMYK - 94 69 39 24  
PANTONE 7477 C

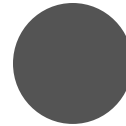


**Moodle Black**  
#282828  
RGB - 40 40 40  
CMYK - 71 65 64 68  
PANTONE 426 C

Please refer to below link for website-specific colours:

[Website](#)

## Secondary colours



**Dark Grey**  
#545454  
RGB - 84 84 84  
CMYK - 64 56 56 32  
PANTONE Cool Grey 11 C



**Light Grey**  
#8a8a8e  
RGB - 138 138 142  
CMYK - 48 40 38 3  
PANTONE Cool Grey 8 C



**Light Blue**  
#65a1b3  
RGB - 101 161 179  
CMYK - 62 24 24 0  
PANTONE 549 C



**Peach**  
#fedec3  
RGB - 254 222 195  
CMYK - 0 14 22 0  
PANTONE 473 C



**Bright Blue**  
#69e0ff  
RGB - 105 224 255  
CMYK - 46 0 2 0  
PANTONE Blue 0821 C



**Medium Peach**  
#ffecdb  
RGB - 255 236 219  
CMYK - 0 7 12 0  
PANTONE 474 C

## Accessibility

- The foreground and background colours used with text must pass WCAG AA accessibility. For example - white text on Moodle orange does not pass, nor does orange text on white.
- Use this website to check colour accessibility: [Webaim](#)

# Typefaces

The primary typeface is OpenSans and is optimised for print, web and mobile interfaces. Modern, clean, open and legible in style, its characteristics help create the visual style for our future proof brand.

## DM Serif Display

Regular (promotional headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# H1

- 60pt + Large promotional headings

# H2

- 30pt headings/titles

Please refer to below link for website specific typography

[Website](#)

## OpenSans Font Family

Regular (body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SemiBold (subheadings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold (headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ExtraBold (main headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**H1** - 14pt heading

H2 - 10 - 12pt body text

## Accessibility

- Use font size no less than 13px (10pt).
- Use sans serif fonts for all body copy.
- Use document heading styles in order, starting with H1 (e.g. H1, H2).
- Avoid using capital letters unnecessarily or in blocks of text.
- Emphasise text using the strong text style, but in moderation. Avoid italics.
- Only underline text to indicate web links.

# Using Photography and Illustration

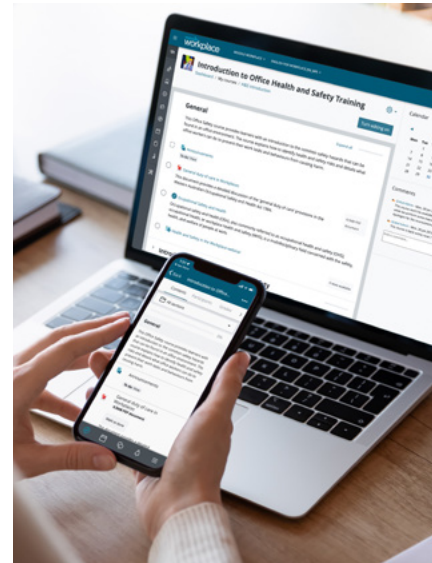
## Photography

People and their use of technology play a key role in our photography library.

Moodle's images are bright with a natural quality and represent a diverse mix of age, gender and cultural backgrounds. They reflect a diverse range of settings - education environments, learning at home or in a public setting, and a variety of workplace settings.

When the logo is being used with the photo it is important to ensure that it is never obstructed or unreadable. It should be placed within a clean space with a high contrast.

Media library



Photography examples

## Iconography

Icons are used to highlight text blocks or as a visual representation of features. The style and colour may vary depending on application, however iconography is displayed in outline rather than solid for features.

They can be used in a solid illustrative style when a more visual representation is required.

The thickness of the outline is the same weight all around and the size easy to read.

The icon is predominantly used inside a circle, however can be used without when necessary.

Icons here

### Accessibility

- When the primary solid orange feature icons are used they must be accompanied with text that tells the user the same information.



**Feature icons** - primary solid orange



**Feature icons** - secondary outline blue



**Stylised illustrative icons** - this style can be used for a more visual representation.

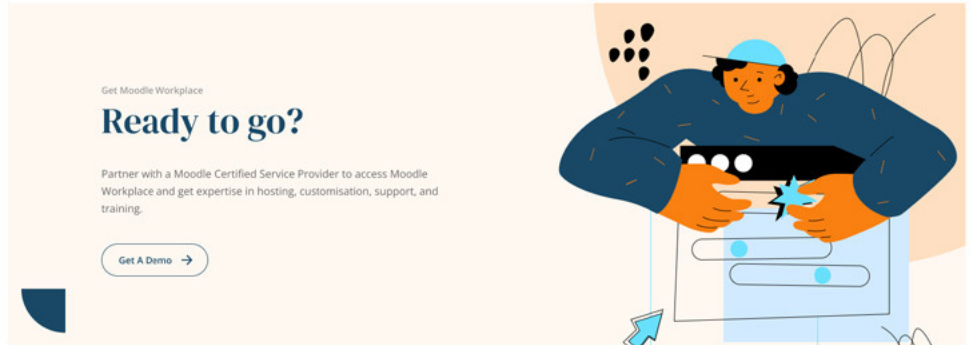
## Illustration

Complementary illustrations follow in the style of the iconography in outline or as solid graphics depending on the application. They use shades of the primary, secondary/complementary brand colours.

Illustrations here



Generic style illustrations



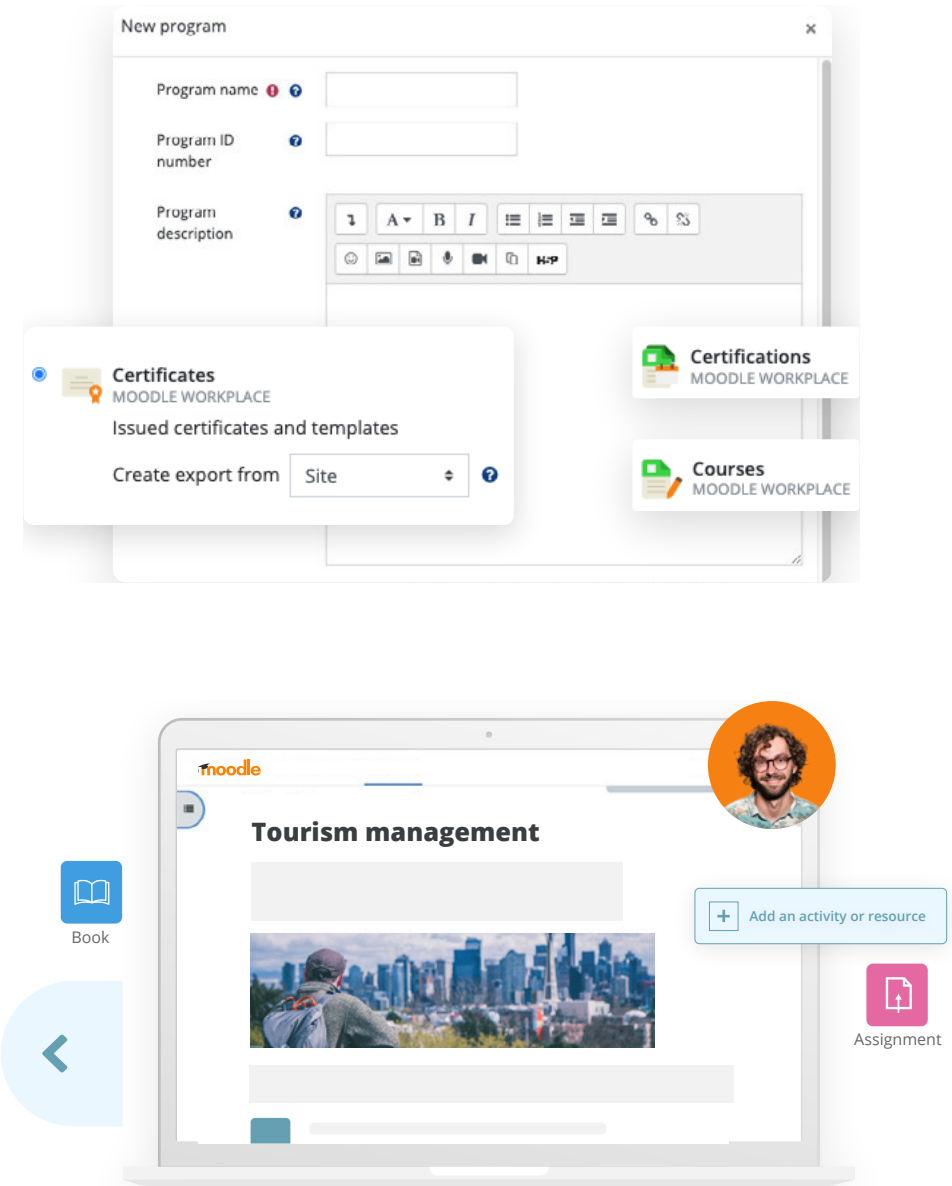
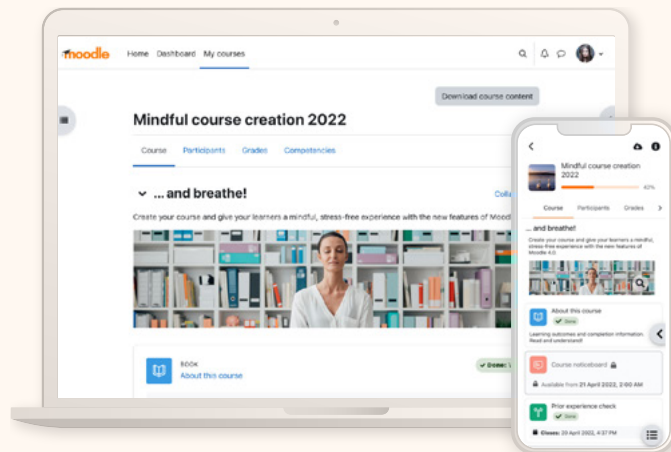
Website style illustrations



## Product screenshots

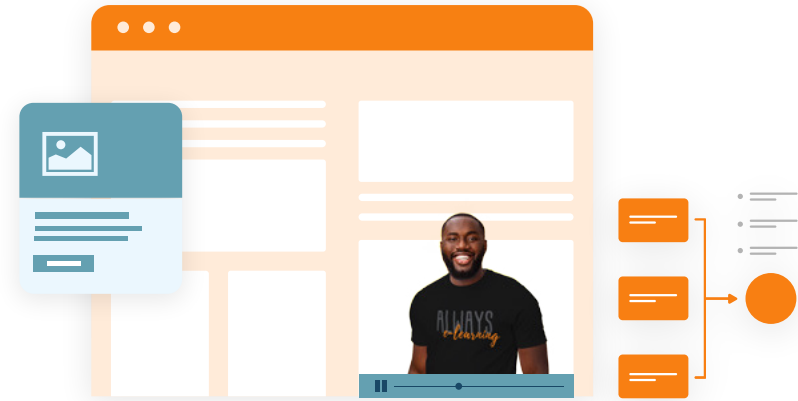
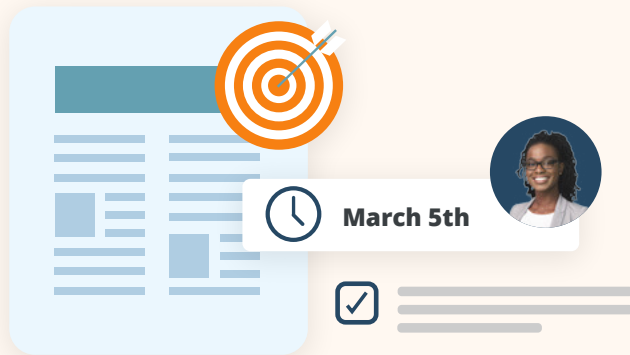
Screenshots using the interface of our products can either be designed within a device or layered without.

Screenshots here



A more illustrative approach can be used when screenshot examples do not exist.

Illustrations here



## Graphic text elements

Supporting graphic elements have a curve or rounded edge. These shapes are used in combination with other graphical elements.

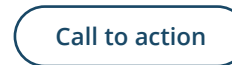
### Buttons, tags and call to actions



**Button** - primary orange with Moodle black text (#282828)



**Button/tag** - bright blue with Moodle black text (#282828)

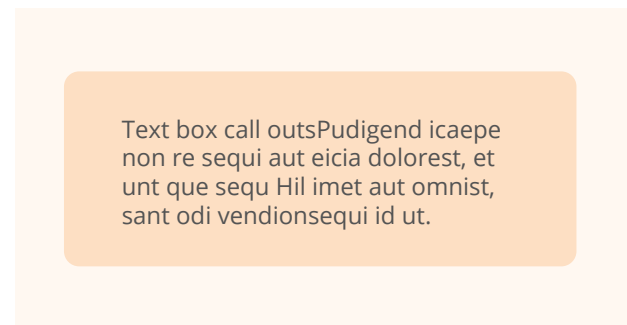


**Call to action** - blue outline



**Button** - blue

### Call out text boxes



#### Text box call outs

Always use contrast colours to highlight the background box of the text. The edges must be rounded

## Graphic photo elements

Photos must fit within a rounded corner frame where possible.



All photos should have a rounded edge frame that is consistent

### Photos - rounded edge frame

All photos should have a rounded edge frame that is consistent, around 3mm.



Moodle for MOOCs

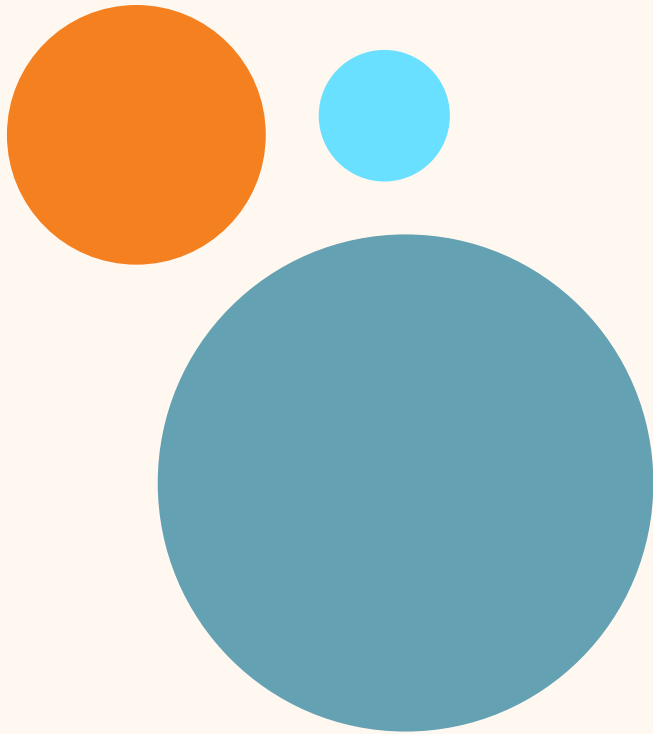
### Build a custom MOOC platform that performs at scale

Looking for a flexible and affordable LMS platform to host massive open online courses (MOOCs) on? See why Moodle LMS is ideally suited for the delivery of your MOOCs.

Moodle for MOOCs →

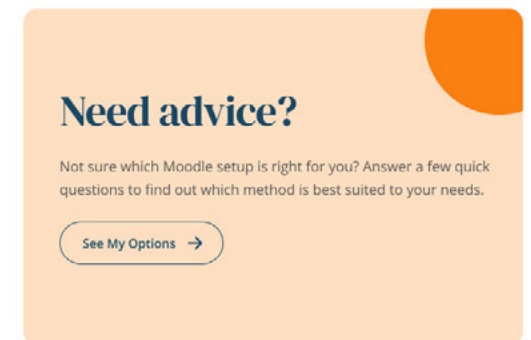
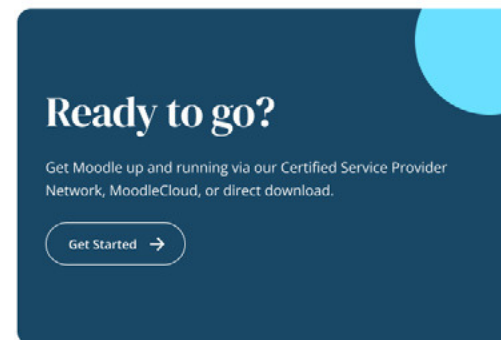
## Graphic shape elements

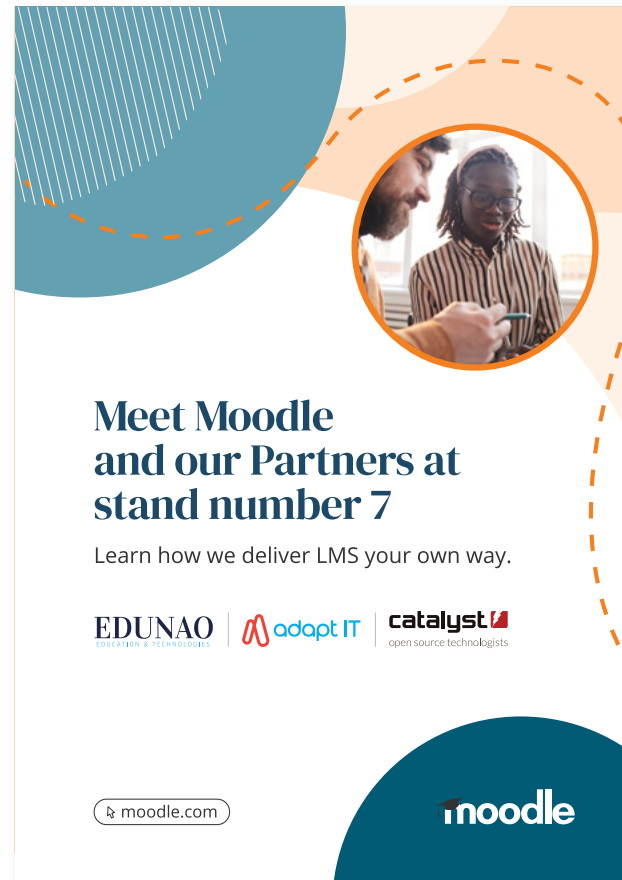
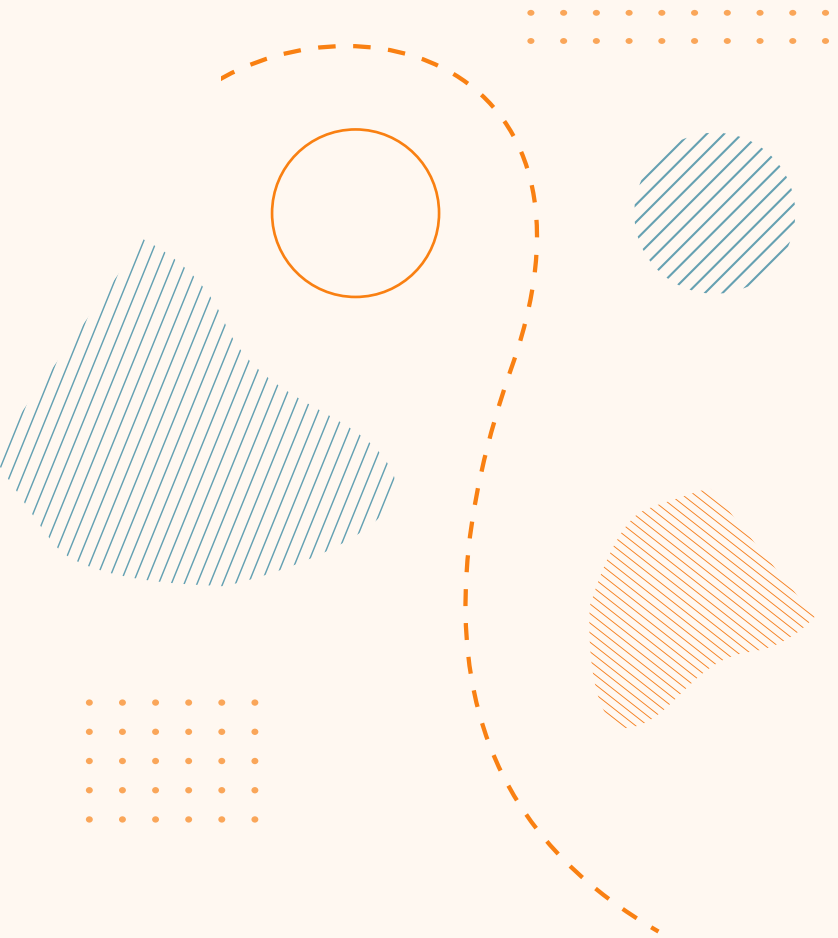
Circles are used as graphical device and can be any colour within the brand pallet. If layered on coloured backgrounds they must contrast well.



### Circles

Round circles are used as a graphical element in the background. Ensure that the colours contrast well.





Application example

# Accessibility and Inclusivity

Moodle is committed to working towards the WCAG 2.1 AA accessibility across platforms and digital marketing assets. WebAIM (webaim.org) contains practical advice on how to implement WCAG 2.1 AA and can be used as a key reference.

WebAIM

To check the colour contrast to ensure it meets AA accessibility use the checker below:

Colour checker

## Logo and font

As Moodle logos are “images” they do not need to conform to WCAG 2.1 AA colour contrast requirements, but they need to have sufficient size, colour and resolution for readability. Please ensure that there is an appropriate alternative text (alt=“Moodle”) in all online logo usage.

Moodle’s primary typeface is Open Sans (a sans serif font) which is optimised for print, web and mobile interfaces. When writing, take accessibility best practices into account, such as:

- Use font size no less than 13px (10pt).
- Use sans serif fonts for all body copy.
- Serif font (DM Serif Display) is used for promotional headlines only.
- Use document heading styles in order, starting with H1 (e.g. H1, H2, H3).
- Avoid using capital letters unnecessarily or in blocks of text. If capital letters must be used it should only be for date or time abbreviations (NOV 13TH) or (8:00 UTC) or text within badges and headlines for certificates.
- Emphasise text using the strong text style, but in moderation. Avoid italics.
- Only underline text to indicate web links.
- End every sentence or phrase with a full stop (period) or semi-colon, including items in a bulleted list, as screen readers won’t always know to pause otherwise.

## Colour and type

Colour and type considerations are very important to legibility.

- Use WebAIM contrast checker to ensure that the colour combination is accessible at AA level, for the text size you are using. (White text on Moodle orange does not pass, nor does orange text on white).
- Avoid colour gradients as each section must be checked for contrast against any text.
- Ensure text overlaid on imagery is readable, with high enough contrast (see below).
- Don't use colour alone to convey meaning. Use additional visuals (icons, text, graphics) alongside colour to help those who are colour-blind.


Colour checker

## Layout and language

- Avoid justified text alignment (where the right side of the text aligns) as it creates rivers of white space that makes the text hard to read.
- Ensure there is sufficient white space within your document.
- Text must be able to wrap if a window is resized.
- Text should be able to be zoomed to a larger size.
- Ensure there is sufficient spacing between paragraphs and lines.
- Ensure that the content is written in plain English, using clear and simple language.
- Put any unusual, technical or difficult to pronounce words in a glossary.
- Explain any abbreviations or acronyms in full in the first instance. E.g. Learning Management System (LMS).



## Links

- All links should open in the same window, unless the content provides contextual support (e.g. help docs). All links that do open in a new window should indicate this with text after the link saying “(opens in new window)” or with an icon with this as alternative text. E.g. **Subscribe to Moodle News** 
- Make sure the link text is distinguishable from the body text –such as an underline the link
- If there is no secondary indicator for link text (such as an underline) and the only indication that the text is a link is a change of colour, then to meet the use of colour requirement there must be a 3:1 contrast ratio between the link text and the surrounding regular text.
- Make sure all links have descriptive names that explain where it will take the user, not ‘read more’ or ‘click here’.

## Images and tables

Images should be accessible and demonstrate examples of inclusivity. Feature people from various age groups and cultural backgrounds. This inclusive practice helps us connect with our entire community.

### Key ways to make images accessible:

- Purely decorative images with no context or meaning should have blank alternative text (alt=""). Images that have a caption should also have blank alternative text.
- Non-decorative image should be accompanied by a concise, written description known as alternative text. Write alt text as if you were relaying the visual scene of the image to someone over the phone.
- Meaningful graphics must meet AA level colour contrast with the background. If graphics are decorative only then this does not apply.
- Icons that are communicating information to the user, which is not described in adjacent text, need to have a 3:1 colour contrast ratio with the background.
- Don't use colour alone to convey meaning. Use additional visuals (icons, text, graphics) alongside colour to help those who are colour-blind.

### Tables

- Avoid the use of tables for layout purposes, as this causes problems for screen reader users. Use HTML and CSS instead for layout reasons.
- Data tables require a proper table structure including table headers: please refer to WAI Tutorials on different table layouts:

WAI Tutorials

## Web pages

- Content on web pages should be able to be viewed in both portrait and landscape, without any content breaking or being lost.
- Web pages should be able to be zoomed to 400% and reflow into a single column without any content breaking or being cut off. At 400% zoom, the content should not require horizontal scrolling unless it is in a data table.
- Any content that appears on focus or hover, should be dismissible without moving focus. For example, if you hover over a drop-down and it expands, you should be able to dismiss it by pressing escape, not just by moving your mouse focus.
- Ensure that the web page is optimised across all devices including desktop, mobile and tablets.

DUX guidelines

## Video and audio

- Provide video and audio transcripts or notes, alongside closed captions or subtitles. Update automatically generated transcripts and captions to ensure accuracy.

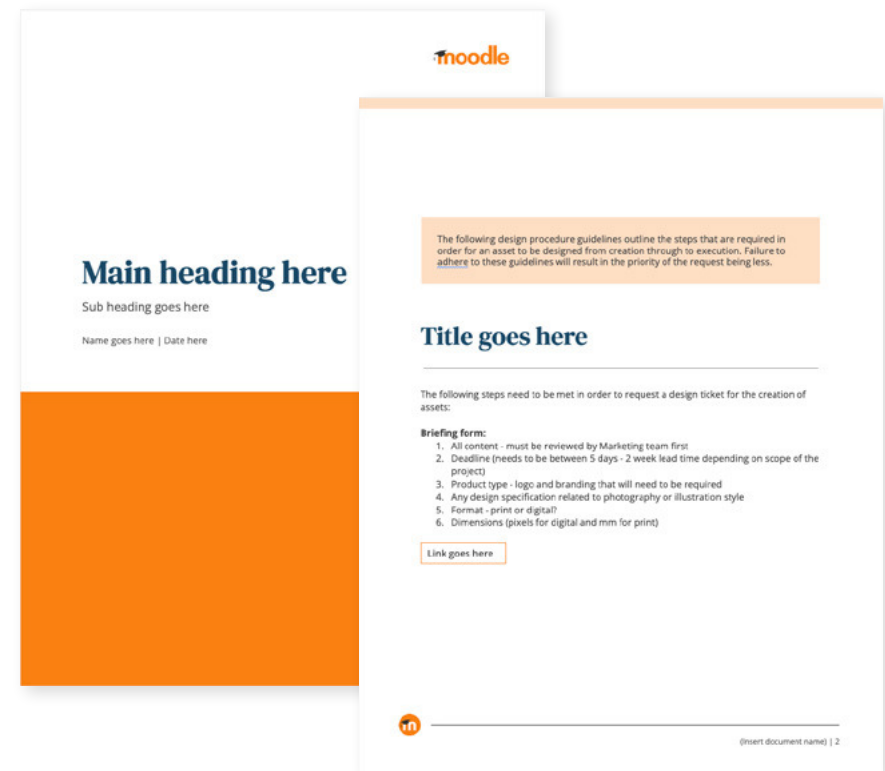
# Templates

## Google documents

All templates are available within the Template Gallery within Google documents:

1. Moodle document with cover page template.
2. Moodle document template.
3. Moodle board meeting agenda template.
4. Moodle board room minutes template.
5. Moodle letterhead HQ template.
6. Moodle letterhead Spain template.
7. Moodle letterhead US template.
8. Moodle letterhead India template.

To access a template open a new document then go to file - new - from template gallery



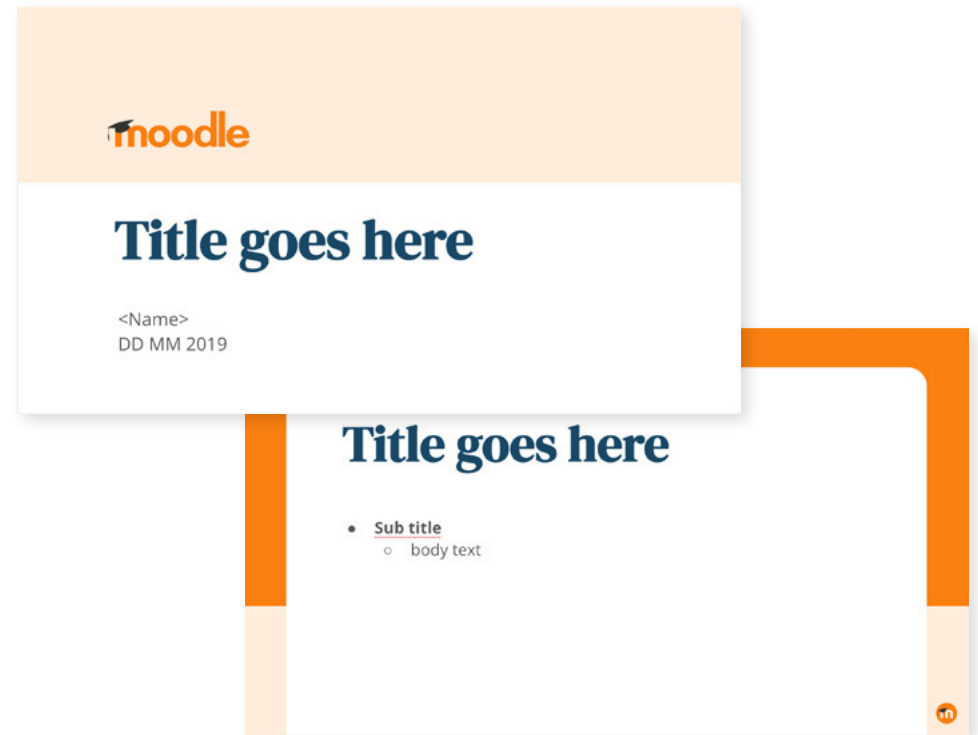
A4 Moodle Google document with cover page

## Google presentation slides

All templates are available within the Template Gallery within Google slides:

1. Moodle HQ template.
2. Moodle Capabilities template.
3. Moodle Academy template.
4. Moodle Workplace template.

To access a template open a slide deck then go to file - new - from template gallery



Moodle HQ template

## Social media

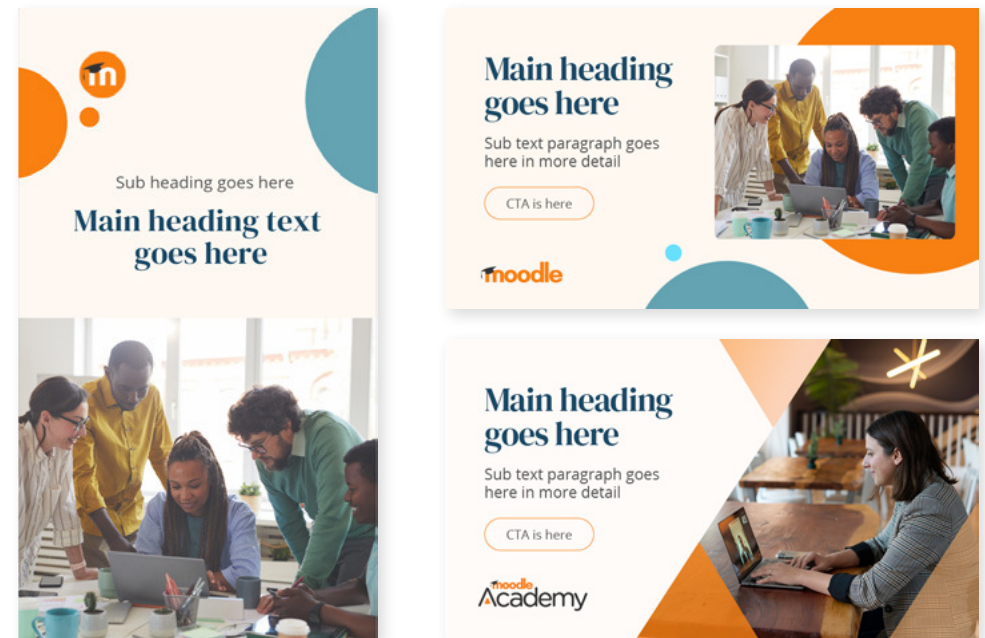
All templates are available within Adobe Express

### Templates

1. Generic Moodle Facebook, Twitter and LinkedIn.
2. Generic Moodle stories.
3. Moodle shop.
4. Moodle Certified Service Providers.
5. Moodle Academy.
6. Moodle Workplace.
7. Moodle services.

To access and use the templates on Adobe express, please see the instructions video below:

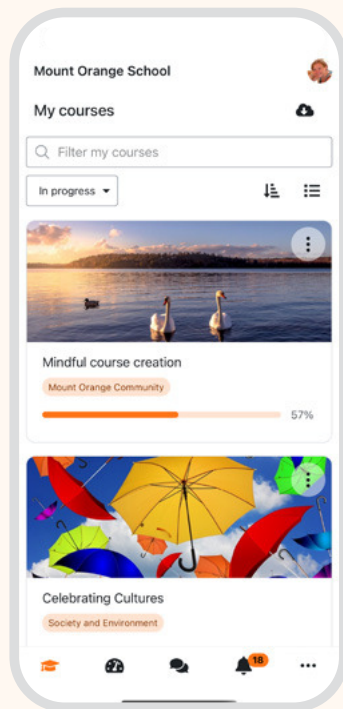
### Instructions



Moodle social media templates

# Moodle App

The app version of Moodle follows all the same brand requirements, it is just shown through an icon.



## App icons

The following variations of the logo can be used depending on the application. These do not have TM.



**Primary icon** used on white background



**Primary icon** used on orange background



# Branded App

A make believe brand has been created to showcase the customisable feature of the Branded App.

## Colours

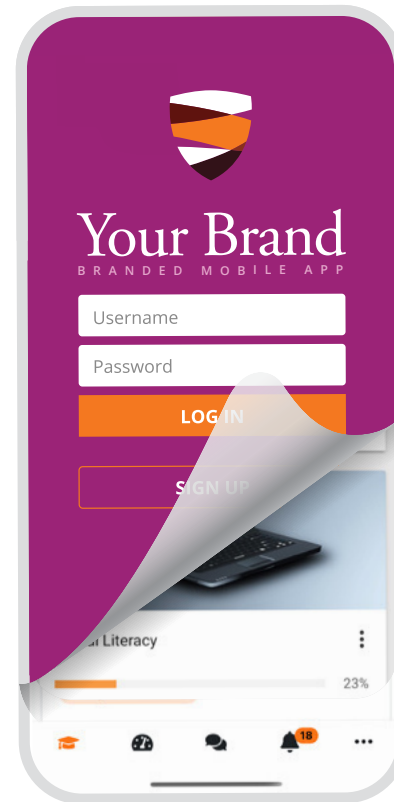
The branded app uses the same Moodle colour palette with the addition of the purple below:



### Branded App purple

#9d2478  
RGB - 157 36 120  
CMYK - 42 100 19 2  
PANTONE P 81-15 C

Moodle colours



Branded App made up branding



The following section covers Moodle Certified Partners including partners identified as a:

- Moodle Certified Partner
- Moodle Premium Certified Partner



# Moodle Certified Partners

## Moodle Certified Partner badges

Badge here



Moodle Certified Partner badge - primary horizontal



Moodle Certified Partner badge - stacked



Moodle Certified Partner badge - reversed white on dark background



Moodle Certified Partner badge - reversed on orange background

## Minimum size



4cm width.

To ensure optimum visibility of the badge the minimum size should be no smaller than 4cm width.

## Moodle Premium Certified Partner badge

Badge here



Moodle Premium Certified Partner badge - primary horizontal



Moodle Premium Certified Partner badge - stacked



Moodle Premium Certified Partner badge - reversed white on dark background



Moodle Premium Certified Partner badge - reversed on orange background

### Minimum size



4cm width.

To ensure optimum visibility of the badge the minimum size should be no smaller than 4cm width.

## Incorrect use of the badge

To maintain the integrity of the brand the Moodle Certified Partner and Moodle Premium Certified Partner badges must not be used in the following ways.

- Don't display the badge until you've qualified as a Moodle Certified Partner or Moodle Premium Certified Partner.
  - Don't display the badge in a manner that is misleading, defamatory, infringing, disparaging, obscene, or otherwise objectionable to Moodle.
  - Don't use the badge in any way other than as specified in these guidelines.
- A. Don't reproduce the badge in solid unauthorised colours
  - B. Don't change the typeface of the badge
  - C. Don't rearrange parts or create compositions that are not authorised
  - D. Don't add drop shadows or gradients
  - E. Don't place the badge on backgrounds that are busy
  - F. Don't place a box around the badge when placed on backgrounds
  - G. Don't remove, distort, or alter any element of the badge
  - H. translate or localise any part of the badge

Failure to comply with these instructions shall constitute a breach of the Moodle Partner Certification Agreement.

A.



B.



C.



D.



E.



F.



G.



H.



## Correct use of co-branding

It's important that co-branded work brings a clear offering to our customers. It's not about displaying one logo over another but rather communicating that the partnership is collaborative and harmonious.

There should be a clear delineation between the two organisations to avoid confusion (and alleged franchise arrangements). Partners should use the following layout when applying co-branding to various marketing materials. Essentially, not more than 50% (half) of any co-branded space should consist of the Moodle certification mark.

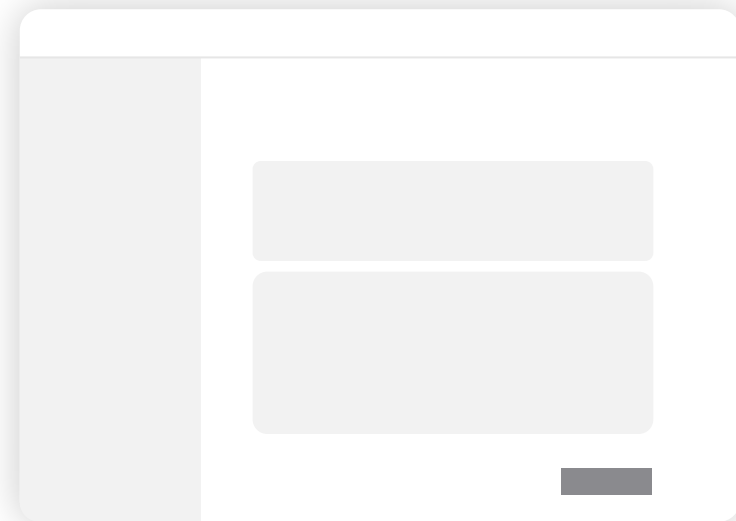
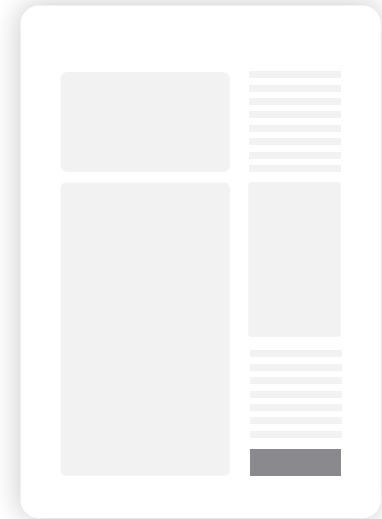


When co-branding with wide logo use the landscape Partner badge to the right



When co-branding with wide logo use the portrait Partner badge to the right

Where a Partner wishes to leverage off Moodle's branding by utilising similar corporate colours / fonts used by Moodle within its trademarks, the Partner needs to be aware that upon expiry, termination or leaving the Partner Program (for whatever reason) Moodle reserves the right to demand the removal of those elements of branding.





The following section covers Certified Integrations.

# Moodle Certified Integrations

## Moodle Certified Integrations badge

Badge here



Moodle Certified Integrations badge - primary

## Minimum size



2.5cm width.

To ensure optimum visibility of the badge the minimum size should be no smaller than 2.5cm width.



Moodle Certified Integrations badge - reversed white on dark background



Moodle Certified Integrations badge - reversed on orange background

## Correct use of co-branding

Co branding

## Incorrect use of the badge

Use of badge



The following section covers Moodle Academy.

# The Logo

The “Academy” typeface has been added to align with the rest of the product and service logos.

The addition of the triangle inside the A gives it a unique look and the representation of an upwards arrow to reflect achievements and progression.

Logo here



**Primary logo landscape** - use this when possible



**Logo for black or dark background**

Lighter grey hat has more contrast so its visible



**Reversed white version on orange**

Use this option when placed on a orange background



**Reversed full white version**

Use this option when placed on a coloured background



## Alignment



**Left alignment** - Align your copy and other objects to the left edge of the M.

## Minimum size



**5cm width.**

To ensure optimum visibility of the logo the minimum size should be no smaller than 5cm width.



### Logo portrait version

Use this when there is less width space

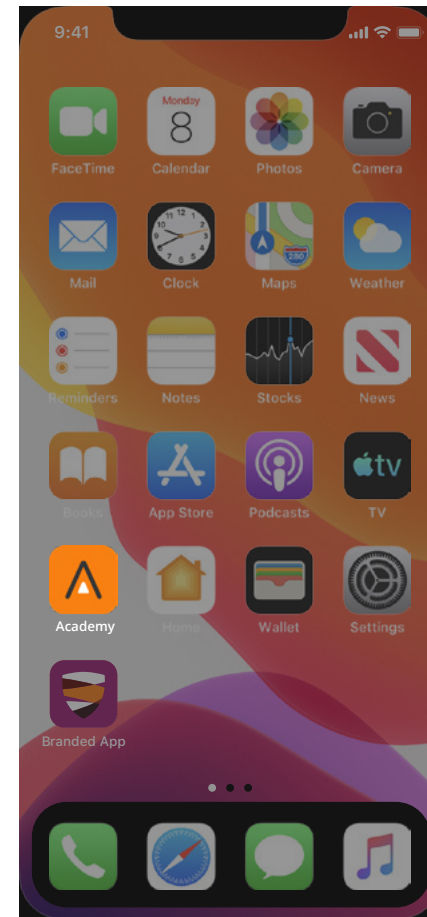
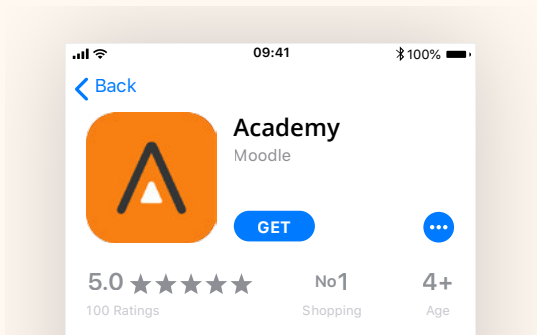


### Logo without TM

Use this option when the logo is used on large scale print backdrops (1m and above).

## Logo icon

The following variations of the logo can be used for the mobile app of Moodle Academy.



# Moodle Academy

## Colour palette

The Academy branding must sit with the Moodle brand and use the same colours within the over arching palette.

Colours

## Typography

The Academy branding must sit with the Moodle brand and use the same typography.

Typefaces

## Accessibility

The Moodle Cloud branding must sit with the Moodle brand and use the same accessibility requirements.

Accessibility

# Illustration and Graphics

## Illustration and icons

Please refer to the same illustrative and icons styles as the Moodle brand.

Icons and illustrations

## Graphic shape elements

Moodle Academy use triangular graphical elements within their design to tie into the letter A in their logo.

The triangles must only be used with the Moodle brand colour pallet. They can be formatted to be smaller or larger depending on the best composition for the application.



# Templates

## Social media

All templates are available within Adobe Express:

Templates

Instructions

## Presentations

All templates are available within the Template Gallery within Google slides:

To access a template open a new presentation then go to file - new - from template gallery



Social media posts



Powerpoint presentation slides



The following section covers MoodleCloud.

# The Logo

The “Cloud” typeface has been added to align with the rest of the product and service logos.

Logo here



**Primary logo landscape** - use this when possible

## Minimum size



**4cm width.**

To ensure optimum visibility of the logo the minimum size should be no smaller than 4cm width.



**Logo for black or dark background**

Lighter grey hat has more contrast so its visible



**Reversed white version on orange**

Use this option when placed on a orange background



**Reversed full white version**

Use this option when placed on a coloured background

# MoodleCloud

## Colour palette

The MoodleCloud branding must sit with the Moodle brand and use the same colours within the over arching palette.

Colours

## Typography

The MoodleCloud branding must sit with the Moodle brand and use the same typography.

Typefaces

## Photography and illustrations

The MoodleCloud branding must sit with the Moodle brand and use the same photography and illustrations.

Photography and illustration

## Accessibility

The MoodleCloud branding must sit with the Moodle brand and use the same accessibility requirements.

Accessibility





The following section covers MoodleNet.

# The Logo

The “Net” typeface has been added to align with the rest of the product and service logos.

Logo here



**Primary logo landscape** - use this when possible

## Minimum size



**4cm width.**

To ensure optimum visibility of the logo the minimum size should be no smaller than 4cm width.



### Logo for black or dark background

Lighter grey hat has more contrast so its visible



### Reversed white version on orange

Use this option when placed on a orange background



### Reversed full white version

Use this option when placed on a coloured background

# MoodleNet

## Colour palette

The MoodleNet branding must sit with the Moodle brand and use the same colours within the over arching palette.

Colours

## Typography

The MoodleNet branding must sit with the Moodle brand and use the same typography.

Typefaces

## Photography and illustrations

The MoodleNet branding must sit with the Moodle brand and use the same photography and illustrations.

Photography and illustration

## Accessibility

The MoodleNet branding must sit with the Moodle brand and use the same accessibility requirements.

Accessibility



The following section covers MoodleMoot.

# The Logo

Moodle is represented as the word mark with “Moot” added to the end. The logo version with the country/region + year is customised for each event logo.

Logo here



**Primary logo landscape** - use this when possible



**Primary logo** without country/region and year



**Reversed white version**

Use this option when placed on a coloured background



**Primary logo with country/region and year**

Always ensure the text is readable



**Reversed white version**

Use this option when placed on a coloured background

## Alignment



**Left alignment** - Align your copy and other objects to the left edge of the M.

## Minimum size



**4cm width.**

To ensure optimum visibility of the logo the minimum size should be no smaller than 4cm width.



### Logo without TM

Use this option when the logo is used on large scale print backdrops (1m and above).

## Stacked logo

The following variations of the logo can be used when the primary logo does not fit (for example twitter icons)



Stacked logo without country/region and year



### Stacked logo with country/region and year

Always ensure the text is readable and in proportion to the logo



## Incorrect use of the logo

To maintain the integrity of the brand the logo must not be used in the following ways:

- A. Do not reproduce the logo in solid unauthorised colours
- B. Do not change the typeface of the logo
- C. Do not rearrange parts or create compositions that are not authorised
- D. Do not add drop shadows or gradients
- E. Do not place the logo on backgrounds that are busy and make it unreadable
- F. Do not place a box around the logo when placed on backgrounds
- G. Do not squash or stretch
- H. Do not rotate

A.



B.



C.



D.



E.



F.



G.



H.



# Colours

## Primary colours



**Moodle Orange**  
#f98012  
RGB - 249 128 18  
CMYK - 0 61 100 0  
PANTONE 158 C



**MoodleMoot Green**  
#035759  
RGB - 3 87 89  
CMYK - 91 48 57 30  
PANTONE P 126-16 C

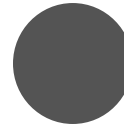


**MoodleMoot Blue**  
#234d59  
RGB - 35 77 89  
CMYK - 87 58 49 32  
PANTONE 7477 C



**Moodle Black**  
#282828  
RGB - 40 40 40  
CMYK - 71 65 64 68  
PANTONE 426 C

## Secondary colours



**Dark Grey**  
#545454  
RGB - 84 84 84  
CMYK - 64 56 56 32  
PANTONE Cool Grey 11 C



**Light Grey**  
#8a8a8e  
RGB - 138 138 142  
CMYK - 48 40 38 3  
PANTONE Cool Grey 8 C



**Bright Blue**  
#69e0ff  
RGB - 105 224 255  
CMYK - 46 0 2 0  
PANTONE Blue 0821 C



**Bright Green**  
9abb50  
RGB - 154 187 80  
CMYK - 45 10 89 0  
PANTONE P 157-15 C



**MoodleMoot Blue 2**  
#282828  
RGB - 40 40 40  
CMYK - 71 65 64 68  
PANTONE 426 C

## Accessibility

- The foreground and background colours used with text must pass WCAG AA accessibility. For example - white text on Moodle orange does not pass, nor does orange text on white.
- Use this website to check colour accessibility: [Webaim](#)



# Typefaces

The primary typeface is OpenSans and is optimised for print, web and mobile interfaces. Modern, clean, open and legible in style, its characteristics help create the visual style for our future proof brand.

Tungsten is the secondary typeface and can be used on call outs within social media and newsletter images as well as in nametags and attendance certificates.

## Accessibility

- Use font size no less than 13px (10pt).
- Use sans serif fonts for all body copy.
- Use document heading styles in order, starting with H1 (e.g. H1, H2).
- Avoid using capital letters unnecessarily or in blocks of text.
- Emphasise text using the strong text style, but in moderation. Avoid italics.
- Only underline text to indicate web links.

## OpenSans Font Family

### Regular (body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### SemiBold (subheadings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Bold (headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### ExtraBold (main headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**H1** - 14pt + heading

H2 - 10 - 12pt body text

## Tungsten

Book (body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### SemiBold (subheadings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Bold (headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

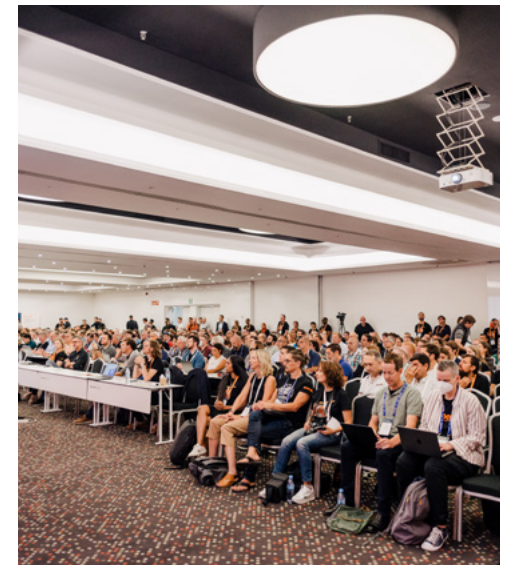
# Using Photography and Illustration

## Photography - taken onsite

Use real-life action shots from MoodleMoot conferences to depict the overall event atmosphere. Include photos of delegates at the conference, participation at workshops and show the emotions of people networking at the event.

Ensure that the MoodleMoot logo is always visible and placed within a clean space with high contrast.

Photos here

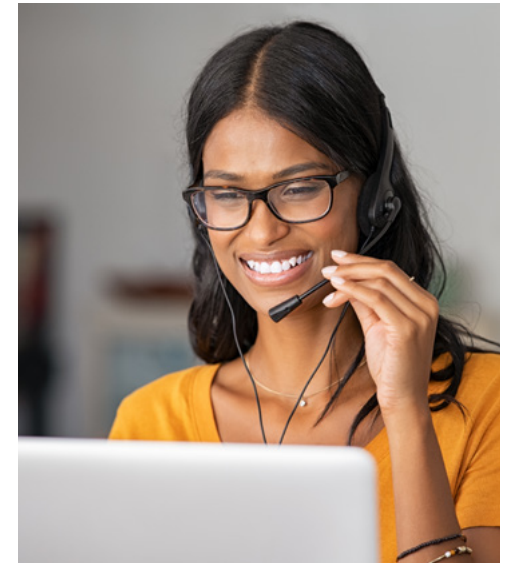
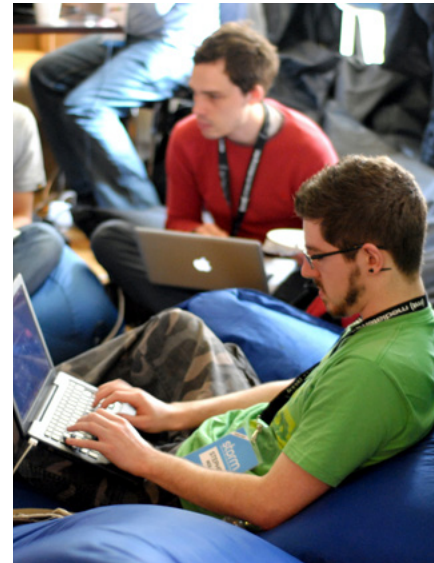


## Photography - stock

If an onsite photo does not match the criteria or application then stock photos can be used as a secondary option. The style should always be as candid and natural as possible, ensuring that people are the main focus with hints of technology when needed.

The location of the event should always be reflected in the photography, ensuring that the people are accurately represented.

Photos here



## Illustration

Complementary illustrations can follow depending on the application.

They can use shades of the primary, secondary/ complementary brand colours.

Different illustrations styles can be used as long as they stay consistent for each event.

Illustrations here

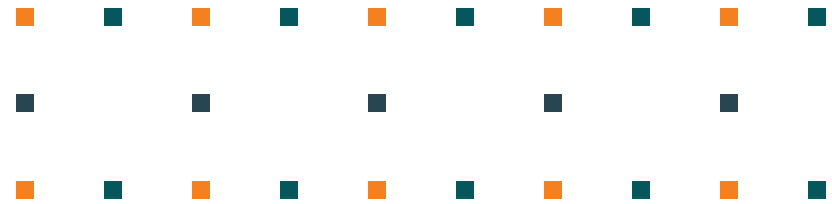


## Graphics

Squares are used as a complementary graphic along side photos/illustrations and content. They can be placed in whatever form best suits the format.

When needed circles can also be used in the background to reflect back to the Moodle brand.

Graphics here



# Templates

## Social media

All templates are available within Adobe Express:

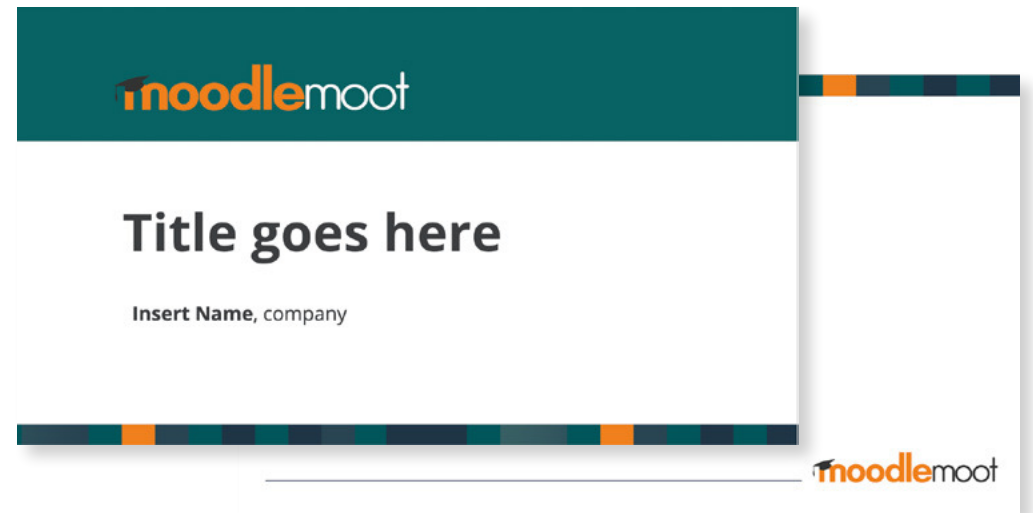
Templates

Instructions

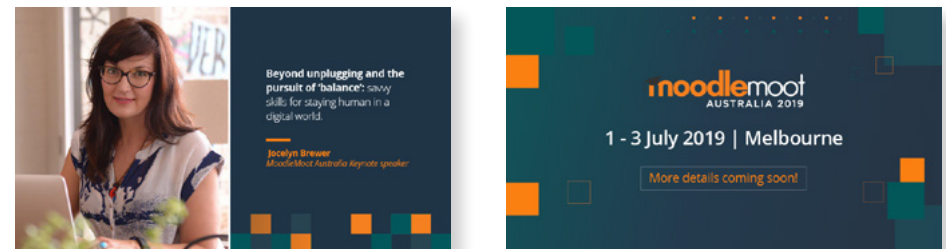
## Presentations

All templates are available within Google Drive:

Slide decks



Powerpoint templates for speakers



Social media posts

The logo for Moodle Workplace, featuring the word "moodle" in a smaller, teal font above the word "workplace" in a larger, teal font, with a trademark symbol (TM) to the right.

# moodle workplace™

The following section covers Moodle Workplace.

# The Logo

Moodle Workplace is a word mark logo complimented by two type faces. The “Moodle” uses the same font as the Moodle logo without the Mortarboard.

Logo here



**Primary logo** - use this when possible

## Minimum size



**4cm width.**

To ensure optimum visibility of the logo the minimum size should be no smaller than 4cm width.



**Logo for black or dark background**

All white logo can be used here



**Blue background**

Use this option when placed on the Workplace blue background



**Without TM**

Only use this option when the logo is at a large scale for exhibition backdrops (1m and above).



## Incorrect use of the Logo

To maintain the integrity of the brand the logo must not be used in the following ways:

- A. Do not reproduce the logo in solid unauthorised colours
- B. Do not change the typeface of the logo
- C. Do not rearrange parts or create compositions that are not authorised
- D. Do not add drop shadows or gradients
- E. Do not place the logo on backgrounds that are busy and make it unreadable
- F. Do not place a box around the logo when placed on backgrounds
- G. Do not squash or stretch
- H. Do not rotate

A.



B.



C.



D.



E.



F.



G.



H.



# Colours

## Primary colours



**Workplace Blue**  
#005a75  
RGB - 0 90 117  
CMYK - 94 58 38 17



**Workplace light blue**  
#0694b5  
RGB - 6 148 181  
CMYK - 81 26 21 0  
PANTONE 632 C



**Workplace bright blue**  
#4fb3d9  
RGB - 79 179 217  
CMYK - 63 11 7 0  
PANTONE P 116-4 C

## Secondary colours



**Moodle Orange**  
#f98012  
RGB - 249 128 18  
CMYK - 0 61 100 0  
PANTONE 158 C



**Dark Grey**  
#545454  
RGB - 84 84 84  
CMYK - 64 56 56 32  
PANTONE Cool Grey 11 C



**Light Grey**  
#8a8a8e  
RGB - 138 138 142  
CMYK - 48 40 38 3  
PANTONE Cool Grey 8 C



**Moodle Black**  
#282828  
RGB - 40 40 40  
CMYK - 71 65 64 68  
PANTONE 426 C

## Accessibility

- The foreground and background colours used with text must pass WCAG AA accessibility. For example - white text on Moodle orange does not pass, nor does orange text on white.
- Use this website to check colour accessibility: [Webaim](#)

# Moodle Workplace

## Typography

The Moodle Workplace branding must sit with the Moodle brand and use the same typography.

Typeface

## Photography

The Moodle Workplace branding must sit with the Moodle brand and use the same photography requirements with the emphasis on corporate.

Photography

## Accessibility

The Moodle Workplace branding must sit with the Moodle brand and use the same accessibility requirements.

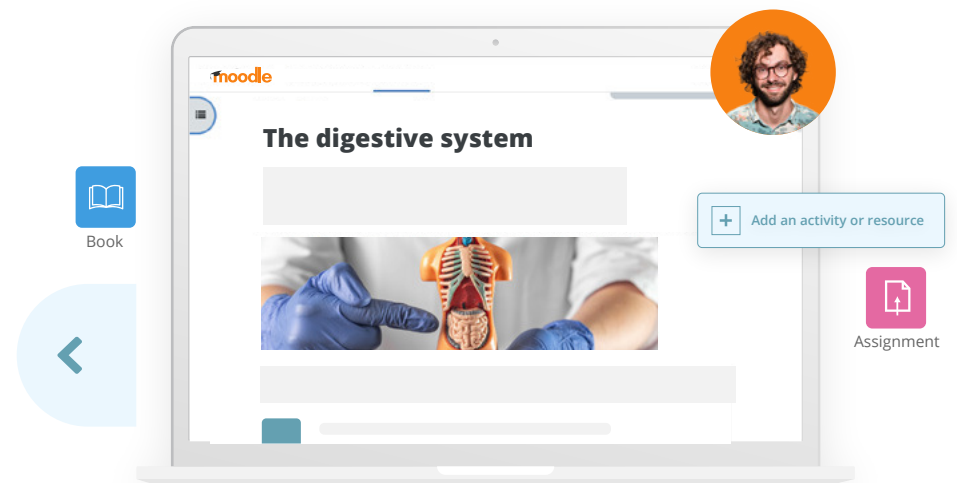
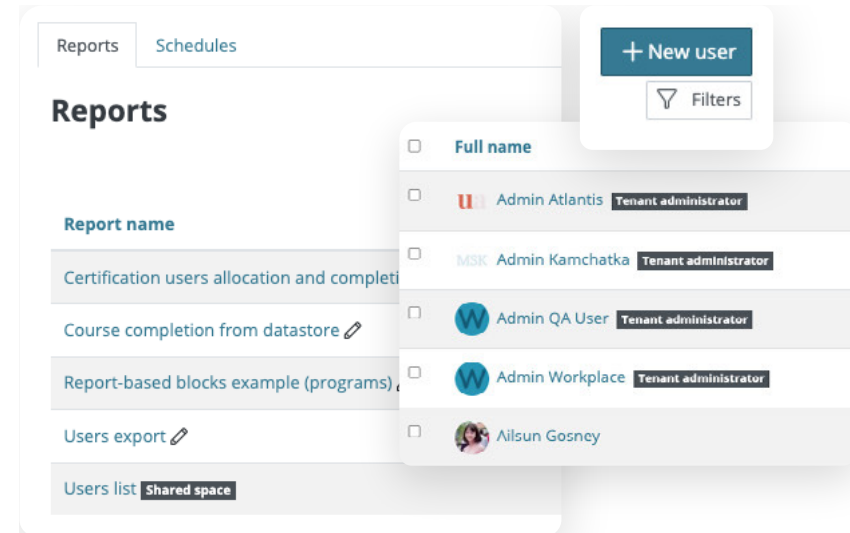
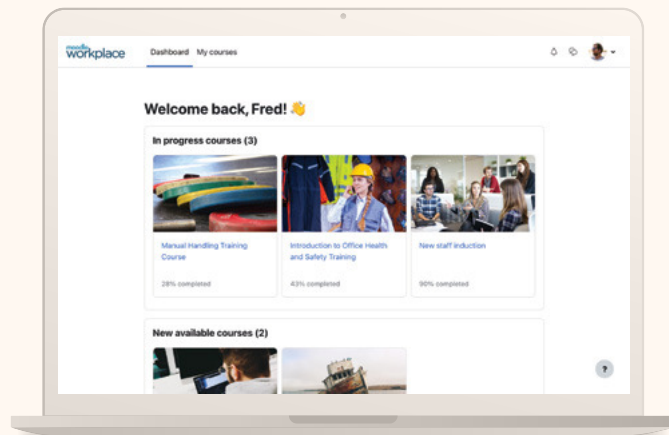
Accessibility

# Illustration and Graphics

## Product screenshots

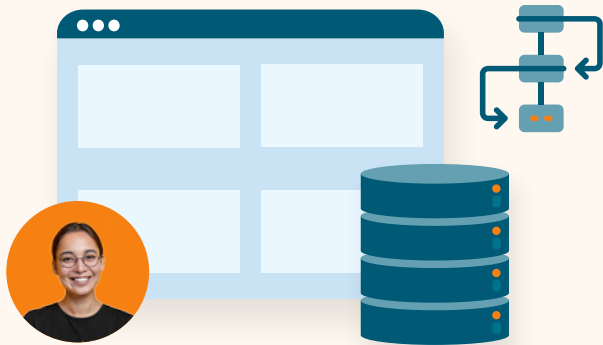
Screenshots using the interface of our products can either be designed within a device or layered without.

Screenshots here



A more illustrative approach can be used when screenshot examples do not exist.

Illustrations here

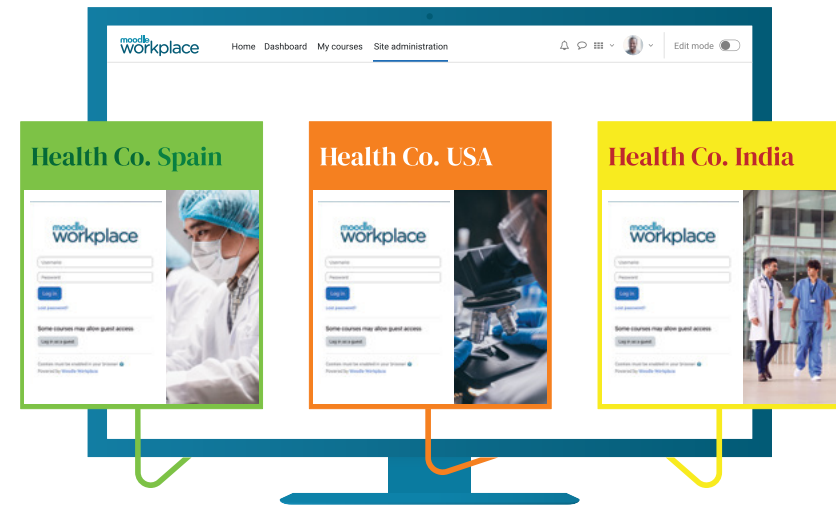


## Illustration

Complementary illustrations can follow depending on the application.

They can use shades of the primary, secondary/ complementary brand colours.

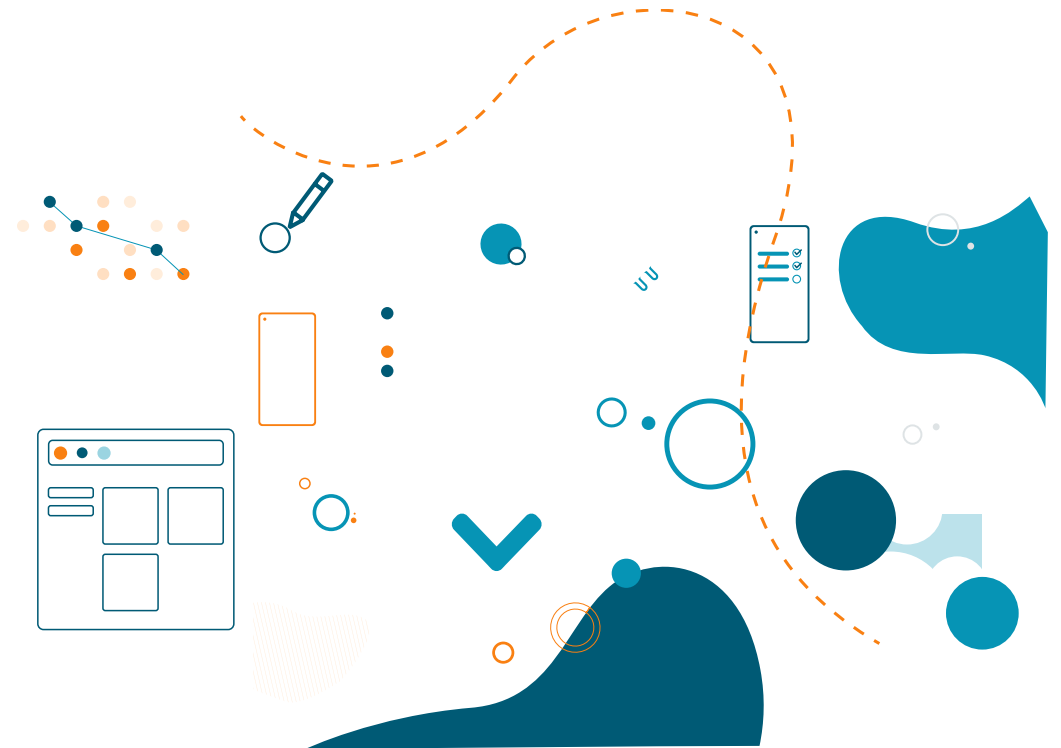
Illustrations here



## Graphics

Squares are used as a complementary graphic along side photos/illustrations and content. They can be placed in whatever form best suits the format.

When needed circles can also be used in the background to reflect back to the Moodle brand.



## Iconography

Icons are used to highlight text blocks or as a visual representation of features. The style and colour may vary depending on application, however iconography is displayed in outline rather than solid.

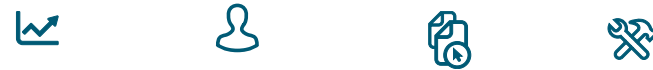
The thickness of the outline is the same weight all around and the size easy to read.

The icon is predominantly used inside a circle, however can be used without when necessary (e.g. the website).

Icons here



**Feature icons** - primary solid Workplace light blue



**Feature icons** - secondary outline Workplace blue



# Templates

## Social media

All templates are available within Adobe Express:

Templates

Instructions

## Presentations

All templates are available within the Template Gallery within Google slides:

To access a template open a new presentation then go to file - new - from template gallery



Powerpoint templates for speakers



Social media posts

If you have questions about the information shared  
in this guide, please contact us at

[marketing@moodle.com](mailto:marketing@moodle.com)

Updated **Jan 2023**

