



Brand Style Guide

2025

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About Us



Our North Star

Reach every student through video.



Our Purpose

We help teachers discover quality videos to engage and better understand their students.



Our Values



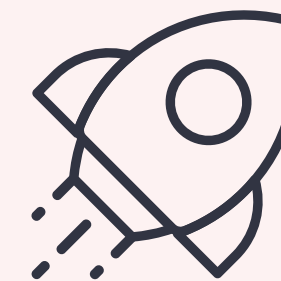
Empower learners

We demonstrate our passion for deeper educational experiences through learning, growing and sharing our knowledge.



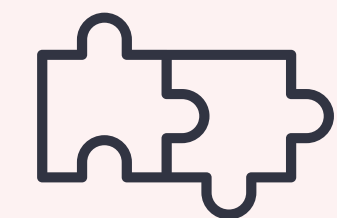
People centred

People are at the heart of our organisation. We are accountable, and communicate with each other and our customers with honesty and respect.



Lead the way

We play an integral role in evolving teaching and learning through future-focused innovation, rising to challenges and ensuring that we have the long-term in mind.



Play as one team

We work hard, but always make time for fun as we build meaningful relationships, collaborate and share inspiration.



Logo

Our Logo

The regular logo colours for reproduction are orange and black. It is made up of our triangle play button and name.

The logo font is Europa, which is the same as our heading font.

Always use the correct logo files. Do not re-create.



CV Orange
Hex: #F8981D
CMYK: 0.47.98.0
RGB: 248.152.29
PMS: 144 C



Black
Hex: #000000
CMYK: 75.68.67.90
RGB: 0.0.0
PMS: Black 6 C



ClickView Play Button

The ClickView play button is our main logo icon and contains our ClickView orange on white.

The play button is used for social media posts and YouTube thumbnails and should include a white square behind it for visibility.

Use the correct logo files. Do not recreate.



Spacing

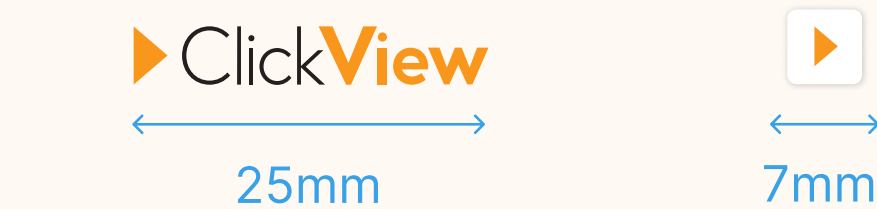
To ensure the ClickView logo always appears clear and visible, ensure a minimum clear space around the logo. No other objects should be within the area at any time.

The logo should maintain a clear space equal to 0.5x (half the length of the 'L' from the ascent line to baseline).

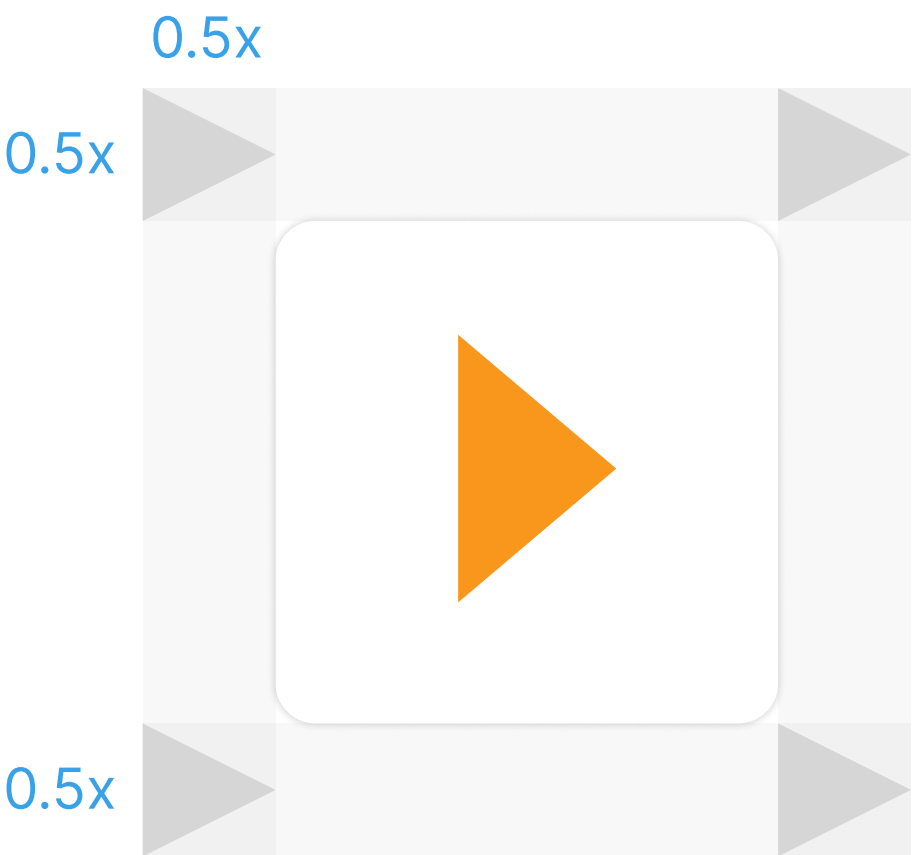


Minimum Size

Print
Full Logo: 25mm wide
Icon: 7mm wide



Digital
Full logo: 120px wide
Icon: 30px wide



Colour Combinations

On a white background, our regular logo should be used.

On our navy colour background, the logo should always use the inverted colours of orange and white.

On single colour backgrounds, materials and stationery, our white logo should be used.

<div>✔</div> <div>▶ ClickView</div>	<div>✘</div> <div>▶ ClickView</div>
<div>▶ ClickView</div>	<div>▶ ClickView</div>
<div>▶ ClickView</div>	<div>▶ ClickView</div>
<div>▶ ClickView</div>	<div>▶ ClickView</div>
<div>▶ ClickView</div>	<div>▶ ClickView</div>
<div>▶ ClickView</div>	<div>▶ ClickView</div>



Logo Misuse



Don't: crop the logo



Don't: add drop shadows



Don't: change the transparency



Don't: outline the logo



Don't: change or distort the logo



Don't: recreate the logo



Don't: display the logo vertically

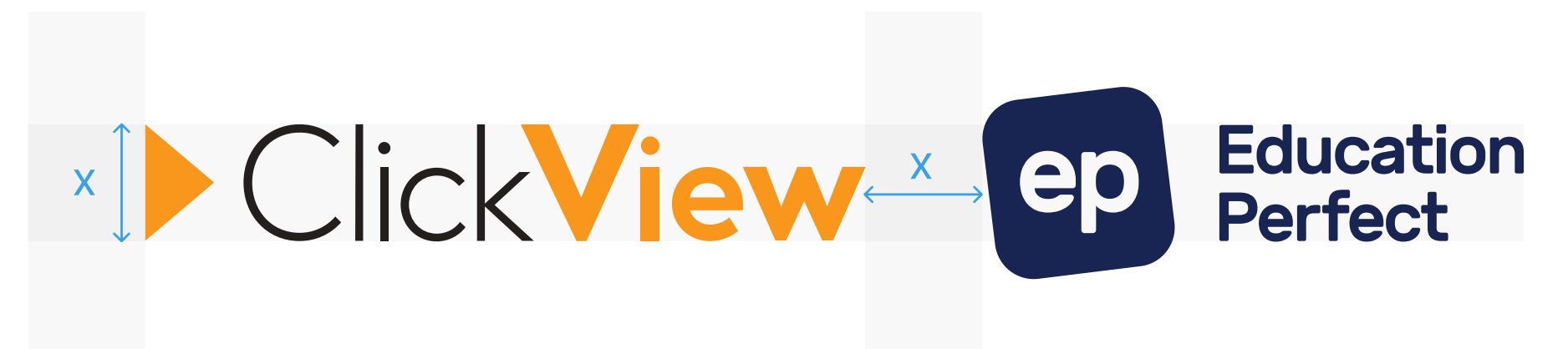


Partnerships

When displaying the ClickView logo, always place the ClickView logo above or first on the left of the partner logo.

Follow these rules when locking up the ClickView logo with any partner logo:

- Both logos should be the same visual size
- Alignment - centre aligned
- Default - full colour logo on a white background whenever possible
- Distance - separate the logos by at least the distance of 'x'



Colour Palette

Core Colours

The Core Colour Palette applies to all ClickView communications, including ClickView Branding, Marketing and Product.

Use these colour proportions in any layout or collateral design.

Warm White
Hex: #FFFAF4
CMYK: 0.1.3.0
RGB: 255.251.244

White
Hex: #FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255

Navy
Hex: #1B2D71
CMYK: 100.95.26.13
RGB: 21.31.109
PMS: 2756 C

Charcoal
Hex: #313543
CMYK: 78.70.51.55
RGB: 43.47.60
PMS: 4280 C

ClickView Orange
Hex: #F8981D
CMYK: 0.47.98.0
RGB: 248.152.29
PMS: 144 C



Supporting Colours

The main use of the Supporting Colour Palette is the creation of supporting visuals such as icons and illustrations for both digital and print.

These colours are also used in the creation of email banners, social posts, and as accents within a flyer or brochure.

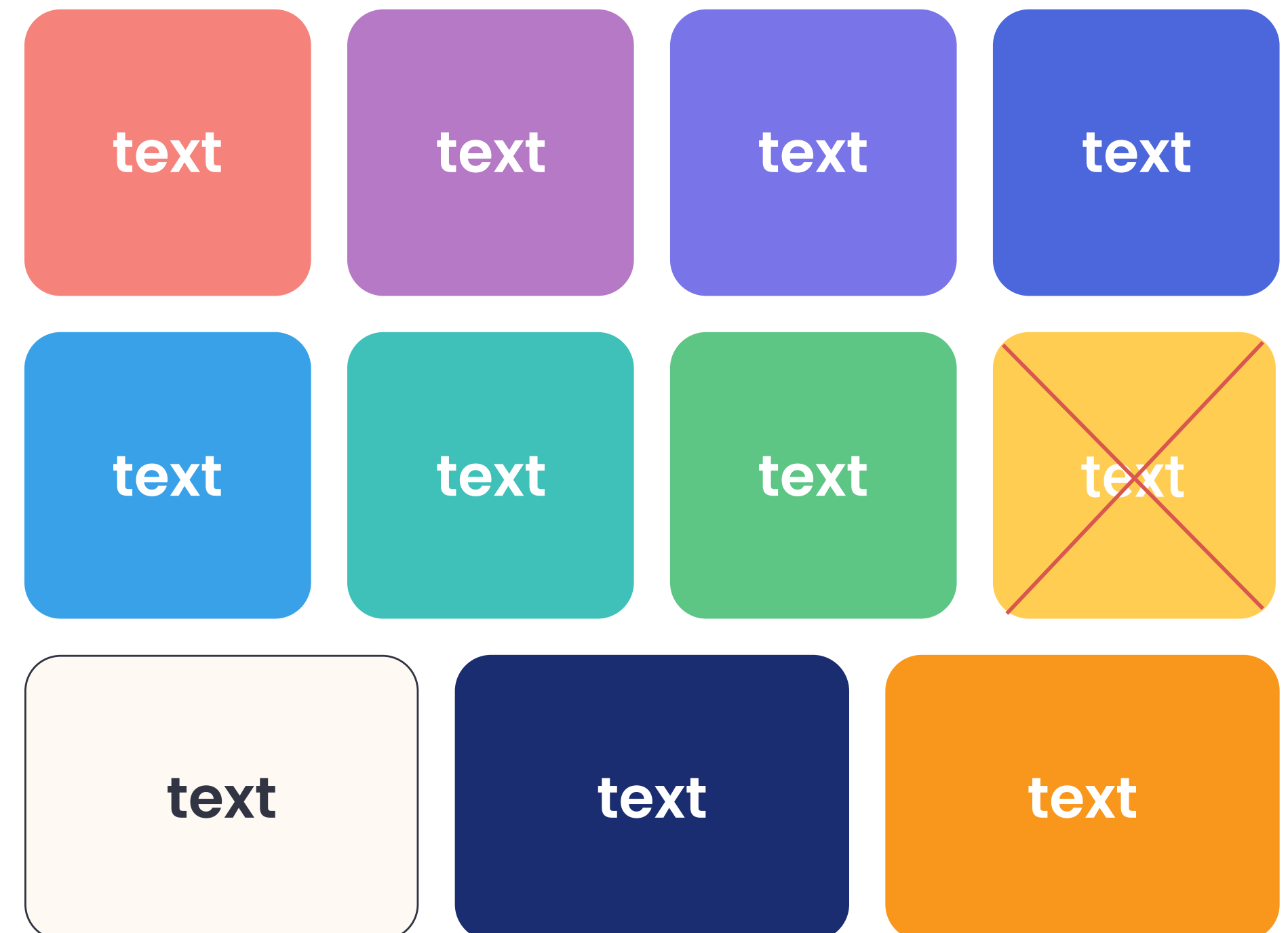
 Blue Hex: #38A2E8 CMYK: 76.30.0.9 RGB: 56.162.232 PMS: 298 C	 Teal Hex: #40C2BB CMYK: 67.0.4.24 RGB: 64.194.187 PMS: 319 C	 Green Hex: #5DC786 CMYK: 53.0.33.22 RGB: 93.199.134 PMS: 7479 C	 Yellow Hex: #FFCD52 CMYK: 0.20.68.0 RGB: 255.205.82 PMS: 1225 C
 Pink Hex: #F7847B CMYK: 0.47.50.3 RGB: 247.132.123 PMS: 170 C	 Purple Hex: #B679C7 CMYK: 9.39.0.22 RGB: 182.121.199 PMS: 2572 C	 Indigo Hex: #7A76E8 CMYK: 47.49.0.9 RGB: 122.118.232 PMS: 2725 C	 Ultramarine Hex: #4C68DB CMYK: 75.63.0.0 RGB: 84.104.176 PMS: 2726 C



Colour Contrast

All examples shown on the right pass the contrast standards, aside from the yellow, which should be avoided using with white text.

Never use the supporting colour palette against each other or with our ClickView orange.



Typography

Poppins Semibold

ClickView headlines are set in Poppins Semibold.

When using Poppins to create headings for collateral, always typeset it with optical kerning, set the tracking to 0, and always write in sentence case.

Do not set in all caps or lowercase.

Use for:

- Large display headings
- Flyer/brochure headings
- Email banner text
- Social media images



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!\$&*)



Inter Regular

Body text and CTAs are set in Inter Regular.

When creating body text for print, set the line height as 1.2. When creating body text for web, set the line height as 1.4.

Always typeset it with optical kerning, set the tracking to 0, and always write in sentence case.

Use for:

- Paragraph & body text
- Paragraph subheadings
- CTA buttons

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!\$&*)



Type Specimen

H1
Poppins Semibold,
40pt

H2
Poppins Semibold, 20pt

H3
Poppins Medium, 14pt

P
Inter Regular,
Optical Kerning,
0 Tracking
10pt

CTA
Poppins, 14pt

Educational teaching resources

Trusted both in and outside the classroom,
ClickView is used by over 5,000 schools.

A world-leading video learning resource platform

ClickView is the leading video content resource for primary schools, secondary schools and tertiary settings. Access visually stunning, curriculum-aligned video content and teacher resources, plus contextual on-demand TV, your own video library and interactive question layers for formative assessment. Trusted by over 5,000 schools, TAFEs and universities, we put world-class video content for effective teaching and learning at the fingertips of educators and students.

Try ClickView for free

