



**Parlay**

Design & Brand  
Guidelines

# About Parlay

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## **Motto:**

Inspire and Enlighten, Together <sup>TM</sup>

## **Tell me about Parlay (short):**

Educators all over the world use Parlay to inspire meaningful discussions, encourage critical thinking, and measure student engagement.

## **Tell me more... (long):**

At Parlay, we make software tools that help teachers inspire meaningful class discussions inside the classroom and in an online setting. Parlay encourages constructive peer feedback, and gives every student the opportunity to contribute. It helps teachers inspire critical thinking, collaboration and individual accountability during conversation. Parlay also tracks the quantity, quality and diversity of engagement so teachers can identify strengths and provide informed feedback to their students. Our unique discussion modules (called *RoundTables<sup>TM</sup>*) strike a careful balance between proven pedagogy and modern principles of user experience design. The result is a blended learning tool that is at once powerful and simple, structured and flexible, rigorous and fun.

## **Who is it for?**

Parlay is for any teacher that wants students to engage in substantive conversations. Typically, this starts in Middle School and continues right through to the end one's education. Sometimes Literature teachers use Parlay RoundTables to discuss books. Sometimes Science teachers use Parlay to discuss the morality of gene augmentation. Sometimes Politics teachers use Parlay to host mock debates. Sometimes History teachers use Parlay to peer review theses. Wherever students can learn through discussion, Parlay can be found.

# Logos

Primary Logo



# Parlay

Alternative Logos



# Colour Palette

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**Powder Blue**

Hex: 70CBD7

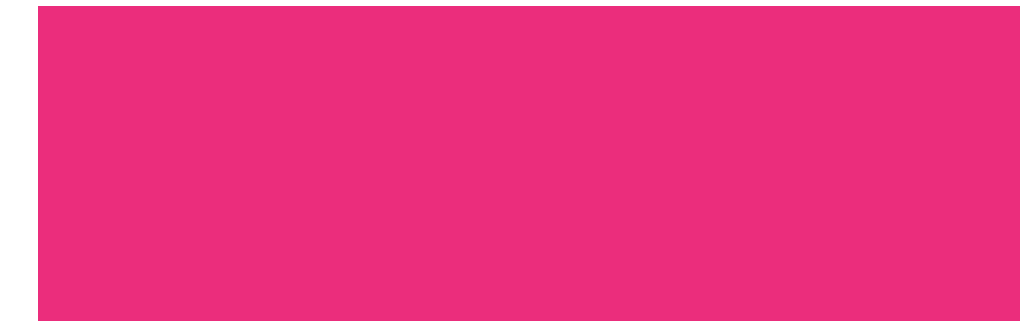
R: 112 G: 203 B: 215



**Deep Blue**

Hex: 273248

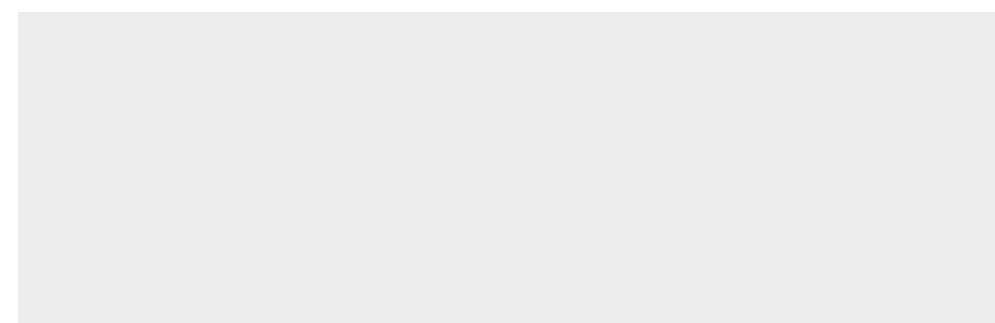
R: 39 G: 50 B: 72



**Ruby**

Hex: EC217B

R: 236 G: 33 B: 123



**Fog**

Hex: ECECEC

R: 236 G: 236 B: 236



**Slate**

Hex: 848484

R: 132 G: 132 B: 132



**Charcoal**

Hex: 323232

R: 50 G: 50 B: 50

# Typography

## Montserrat

<https://fonts.google.com/specimen/Montserrat>

Charcoal

Hex: 323232

R: 50 G: 50 B: 50

Fog

Hex: ECECEC

R: 236 G: 236 B: 236

Title

} 80 - Light

Header 1  
Header 1

} 48 - Extra Light  
48 - Regular

Header 2  
Header 2

} 30 - Extra Light  
30 - Regular

Body Big  
Body Big

} 22 - Regular  
22 - Medium

Body Regular  
Body Regular

} 16 - Regular  
16 - Medium

# Using the Logo

Minimum Size (Digital)



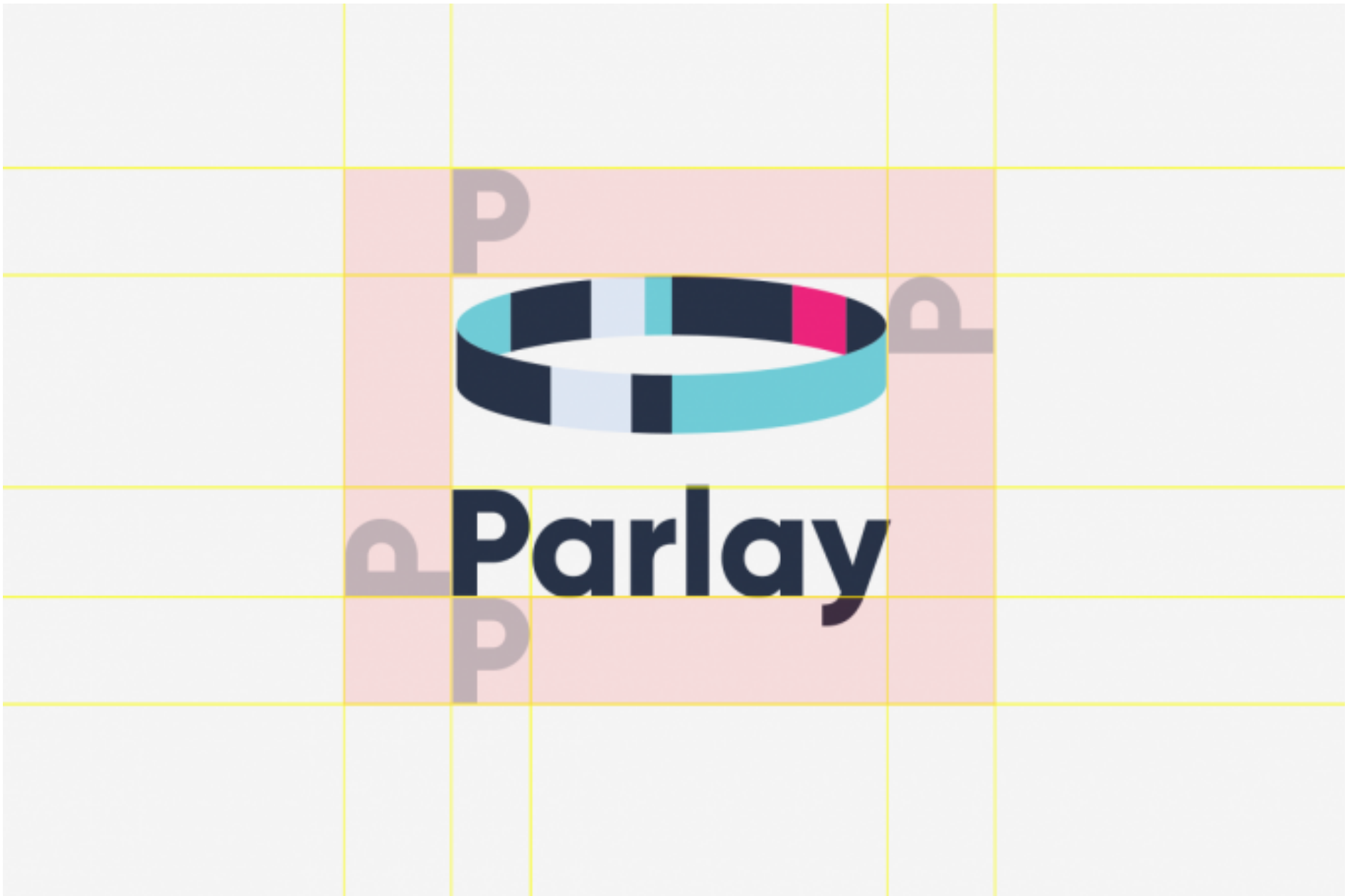
Side-By-Side Spacing



Minimum Size (Print)



Minimum Clearance Area



# Icons

Social Media



Corporate Use

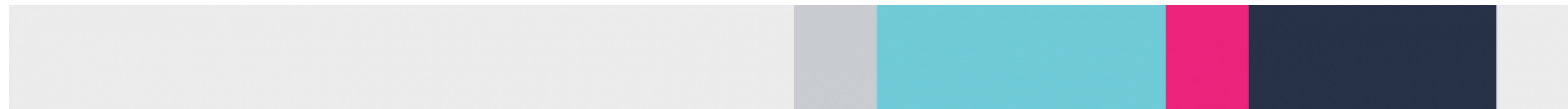


Favicon



# Colour Ratios

Fog Dominant



Deep Blue Dominant



Powder Blue Dominant



Slate Dominant

