

Kahoot!

Brand guidelines

A brief yet comprehensive dive
into all things Kahoot!y

August 2019





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Let's make learning
awesome together!

**If you're wondering what it's like to think, look,
and talk like Kahoot!, you're in the right place!**

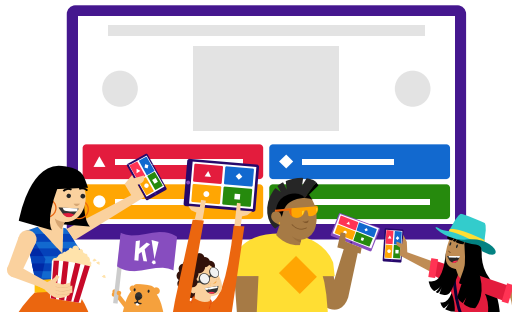
This document is your insider's guide to the Kahoot! brand with guidelines on Kahoot! logo use, typography, colors, illustrations, and tone of voice for written content.

As a brand, we like keeping things simple. So, we want to make it easy for you to bring the Kahoot! personality into your product offerings, content, visual and written communications, while respecting our brand guidelines.

Kahoot! is **LOUD!!!**, colorful, bold, **ENERGETIC** and inclusive. Read on and see how it all comes together in our brand identity and how you can blend it into your own communications in the best possible way.

What is Kahoot!?

Kahoot! is a game-based learning platform that makes it easy to create, share and play fun learning games or trivia quizzes in minutes.



On our mission to make learning awesome, we want to help learners of any age, any background – unlock their full potential.

Based on the principles of social learning, Kahoot! gets learners to look up while playing, engage with content and connect with each other, rather than looking down into their textbooks or devices. We all about challenging the boring, unengaging and stuffy with fun, interactive, and loud!

Kahoot!'s journey began in the classroom, and since then, the Kahoot! movement has traveled beyond a school setting, bringing fun to meeting rooms, living rooms and large event venues.

Now, our vision is to build the leading learning community in the world by connecting teachers, students, parents and organizations with premium content.

Our values

These values guide us on our mission to make learning awesome and are reflected in our visual style and tone of voice.



We are **PLAYFUL**

Play is the first language we learn. It's how we discover the world and understand our place in it. When we make learning fun, we make it engaging for everyone.



We are **CURIOUS**

Curiosity is part of human nature, and it lies at the heart of all great endeavors. It's what turns learners into amazing leaders — and keeps those leaders learning.



We are **INCLUSIVE**

We're team players at Kahoot! and believe that no learner, or employee, should ever be left out. Kahoot! strives to ensure that everyone has the chance to succeed.

Trademark and trade name

Get instructions on the proper way to use the **KAHOOT!** trademark and the Kahoot! trade name.

Kahoot! trade name

- ▶ **KAHOOT!** is our trademark.
- ▶ **Kahoot! AS** is our corporate name.
- ▶ **KAHOOT!** or **Kahoot!** is our trade name.
- ▶ The proper corporate name to be used when referring to the company is **Kahoot! AS**.

The trade names Kahoot! or Kahoot may be used as a noun to identify the company in marketing materials and business communications.

General trademark guidelines

- ▶ You may **not** create a different stylized version of our trademarks or use unauthorized colors.
- ▶ Include the following attribution statement in your materials:
Kahoot! and the K! logo are trademarks of Kahoot! AS.
- ▶ You may use the following three versions of **KAHOOT!**, provided that

KAHOOT! is always in capital letters:

KAHOOTS (to refer to KAHOOT! games)

KAHOOT!'ING (to refer to creating a KAHOOT! game)

KAHOOT!ER (to identify a player of KAHOOT! games)

You may not create new terms or logos that include KAHOOT! and/or K! logo without our prior written permission.

KAHOOT! trademark

- ▶ Always include the exclamation point: **KAHOOT!**
- ▶ Use **KAHOOT!** as an adjective and not as a noun. For example: KAHOOT! games are a fun-based learning platform.
- ▶ You may use the official stylized version of **KAHOOT!** in our official colors.
- ▶ When used in text, set the **KAHOOT!** trademark apart from the surrounding text by using the trademark in all capital letters and, when possible, our official stylization. Here are two examples:

KAHOOT! games are a fun-based learning platform.
Kahoot! games are a fun-based learning platform.

Use the logo that looks best on your design. Please refer to the Logo section of this document for usage guidelines.

Summary

- 1** The trade names, **Kahoot!** or **Kahoot**, may be used to identify Kahoot! AS.
- 2** The trademark **KAHOOT!** always should be used with the “!” and in all caps.
- 3** Provide notice of trademark ownership.
- 4** When using the trademark **KAHOOT!** in text, set it apart from the surrounding text.

Logo

Kahoot! has two brand marks in use. Here's how they are used.

Quirky, colorful and expressive, our logo is a little snapshot of what differentiates the Kahoot! brand. It's very important for us that the appearance of our logo remains consistent and unmodified, and these guidelines will help you to ensure it always looks its best.

The Kahoot! logo is written in a bold, purple, sans-serif font. The letters are slightly irregular and playful, with a small exclamation point at the end.

Logo

We use our primary, full logo when we talk about Kahoot! as a company and represent our brand in all external communications.

If you'd like to use the Kahoot! logo in your communications or product offerings, please use this version. You're also welcome to use it together with your own logo as long as you follow the guidelines on the next page.

The K! icon consists of a bold, purple, sans-serif letter 'K' followed by a small exclamation point. The 'K' is slightly irregular and playful, matching the Kahoot! logo.

Icon

When the Kahoot! brand has been established, you can use our icon (it saves space!)

It's acceptable to use the icon playfully in illustrations, but not as a standalone communication logo.

Download logos (.png, vector)

Kahoot!

DO keep the logo unmodified and consistent.



DO use the purple or black logo on white or light grey backgrounds, and the white version for colored backgrounds.



DO use enough spacing around the logo. Minimum spacing is $\frac{1}{3}$ of the logo height.

Kahoot!

DON'T add shadows or other effects, change its color, or change its orientation.



DON'T create different colored logos. Make sure there is enough contrast between the logo and the background. Don't use colored logos on colored backgrounds.



DON'T place the logo too close to other text or visual elements.

Colors

Kahoot! is a brand that is not afraid to use color. In fact we love using ours as often as possible!

Moreover, color is one of the most powerful tools to express who we are and what we represent. So, you'll notice that we love using colors from our palette as often as possible. The official Kahoot! colors in RGB hex codes and PMS are on the following page. Here are the guidelines on using them.



DON'T DO THIS.
It's not Kahoot!y!

- ▶ **Colored or photographic backgrounds** should always have white text. Never place colored text on a colored background!
- ▶ **We always adhere to [WCAG 2.1 guidelines](#).** Refer to the color palette above for what color text goes on each color background.



AHHHH. Sweet, white text on sweet purple-2.

- ▶ **The default color** should be Kahoot! purple-2 (#46178f). When you need a single color to present the brand, use this one.
- ▶ **When you do choose to use the other colors**, try to stick to 2 (max 3) colors, to stop designs from becoming messy and chaotic.

PMS Violet C #46178f	PMS 2745 #25076b	
	PMS 266 #864cbf	PMS 264 #c2a5df

PMS 165 #eb670f	PMS 1665 #e24104	
	PMS 804 #f5a23d	PMS 148 #fad09e

PMS 199 #e21b3c	PMS 200 #c60929	
	PMS 1787 #ff3355	PMS 183 #ff99aa

PMS 137 #ffa602	PMS 7555 #d89e00	
	PMS 7408 #ffc00a	PMS 114 #ffdd33

PMS 300 #1368ce	PMS 293 #0542b9	
	PMS 279 #45a3e5	PMS 291 #a2d1f2

PMS 3272 #0aa3a3	PMS 7717 #028282	
	PMS 3252 #33cccc	PMS 318 #99e5e5

PMS 7740 #26890c	PMS 356 #106b03	
	PMS 360 #66bf39	PMS 358 #b2df9c

PMS Black 7 #333333	PMS 663 #f2f2f2	
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[Download swatches \(.ase, .ai\)](#)

Typography

Our brand typeface is Montserrat.

We use it to shout about things when we're excited, or to calmly explain how things work when we need to be more serious.

[Download Montserrat](#)

- ▶ **We use four font weights:** light, regular, bold, and black.
- ▶ **A pop of color** can be used to highlight keywords in Montserrat black.
- ▶ **Our default text color** is #333333 on light backgrounds, or white on dark backgrounds.

We use Montserrat black to SHOUT about things, or as titles.

We use bold mostly for paragraph headers and subtitles.

When we type body content, we use regular.

For body content in text-heavy documents and presentations, we use light to keep things nice and breezy with a little extra line spacing.

Illustration & visuals

We use illustrations to explain things and to add energy to our designs.

The Kahoot! visual style conveys energy, positivity, and humor.

Our illustration style features both curved and geometric edges for a quirky, high energy appearance. Lighting is flat, but sometimes we use simple hard-edged shadows when complex elements or characters need more form.



DO keep all illustrations positive or humorous, even if expressing topics such as error messages.



DON'T apply strokes, textures, or other effects to illustrations, or change the colors.



DO center illustrations and sets around the same color set to avoid too much visual clutter.



Our mission is to make learning awesome!

DON'T thoughtlessly place illustrations. They should serve a distinct purpose, especially alongside text.



DO use circles, triangles, diamonds, and squares to add interest to solid colors or whitespace.



DON'T use neutral colors as a base. Illustrations should be colorful, based off our official brand colors.

[Download illustrations](#)

Tone of voice

When writing on behalf of Kahoot!, consider our identity as a company.

Kahoot!'s voice is human, friendly, and familiar. Our tone is conversational, clear, playful, and humorous, when appropriate. When writing on behalf of Kahoot!, we try to empathize with our users and adjust our tone depending on where they stand. We're inspiring when they are in an exploratory mood, we're helpful and knowledgeable when they're wondering about something, and we're enthusiastic and encouraging when they did something cool.

When you talk about Kahoot!, we'd appreciate if you followed these recommendations to help make our voice heard.

DO use a tone that sounds...

- ▶ Informal and casual
- ▶ Friendly
- ▶ Playful and fun
- ▶ Inclusive
- ▶ Curious

DON'T use a tone that sounds...

- ▶ Formal
- ▶ Patronizing
- ▶ Childish
- ▶ Distant
- ▶ Complex



Kahoot!

Thank you!

Read more at kahoot.com

