



# Brand Guidelines

2025 Update

Hit the 'Z' key to fit to screen.

Use your left and right keys to navigate!

**Now, back to our regularly scheduled programming...**

Howdy! We made this brand book to better help our partners understand the Guru brand. 🤠

This guide will help you hit the ground running. However, this isn't all-encompassing and there may be some burning questions that require input from our team—feel free to reach out to us for clarification. We're here to help!

Giving every team in the world  
**trusted information** so that  
they can **do their best work.**

# This is what Guru sounds like.

**C.R.E.A.M.**

Clarity Rules Everything  
Around Me

The Guru brand voice is something that sets us apart from the crowd. Prospects, customers, and friendly strangers alike walk away from an experience with our brand feeling delighted. (Really! They write us nice emails.) We lead with empathy. With our users always in mind, clarity is key. No jargon, no buzzwords, no [garbage language](#). Our voice is conversational, approachable, and amusing (without trying too hard). If you met Guru at a party, you'd laugh, you'd do a karaoke duet of your favorite 90s song, and you'd leave knowing ten new facts about sea creatures.

Our mission is to help everyone do their best work—and we do mean everyone. Inclusivity is important to us, and that's reflected in the words we use. As language evolves to become more inclusive, so does the way we write.

## Above all, we keep two things in mind:

1. If you wouldn't say it, don't write it.
2. Have fun!



# Let's dive into the ins and outs.

## This:

### **Conversational**

Write it like you'd say it! Use contractions and natural-sounding language.

### **Knowledgable and authoritative**

We know our stuff—write clearly and assertively (active voice only; no hedging or fluff) so our prospects and users feel confident in trusting our expertise.

### **Approachable and helpful**

Write warmly and empathetically. We're not just passionate about our product; we're excited to help our users learn and succeed. Be engaging, friendly, and inviting, but avoid anything too cutesy or silly.

### **Clear**

Eliminate unnecessary words. Skip the fluff and get right to the good stuff. No jargon, please.

### **Jargon-free**

Seriously, no jargon! We're allergic to jargon. We're so serious we mentioned it twice.

### **Inclusive**

Our mission is to help everyone do their best work, so we do our best to make sure everyone feels included and welcome.

# Not this:

## Formal

Except in the most serious of circumstances, we like to keep things light and conversational.

## Try-hard

We love a good pun, but we never force a joke.

## Overly technical

We want to embrace technical language, but you shouldn't need Google to understand our brand.

## Slangy

Sometimes using the hippest new slang can make you look pretty square, daddy-o. While we will say something is cool, we probably won't say 'it's lit'.



We ❤️ emojis. They're fun! But for the biggest impact, we use them sparingly.

Wondering how to use the word Guru when writing copy? It's simple!

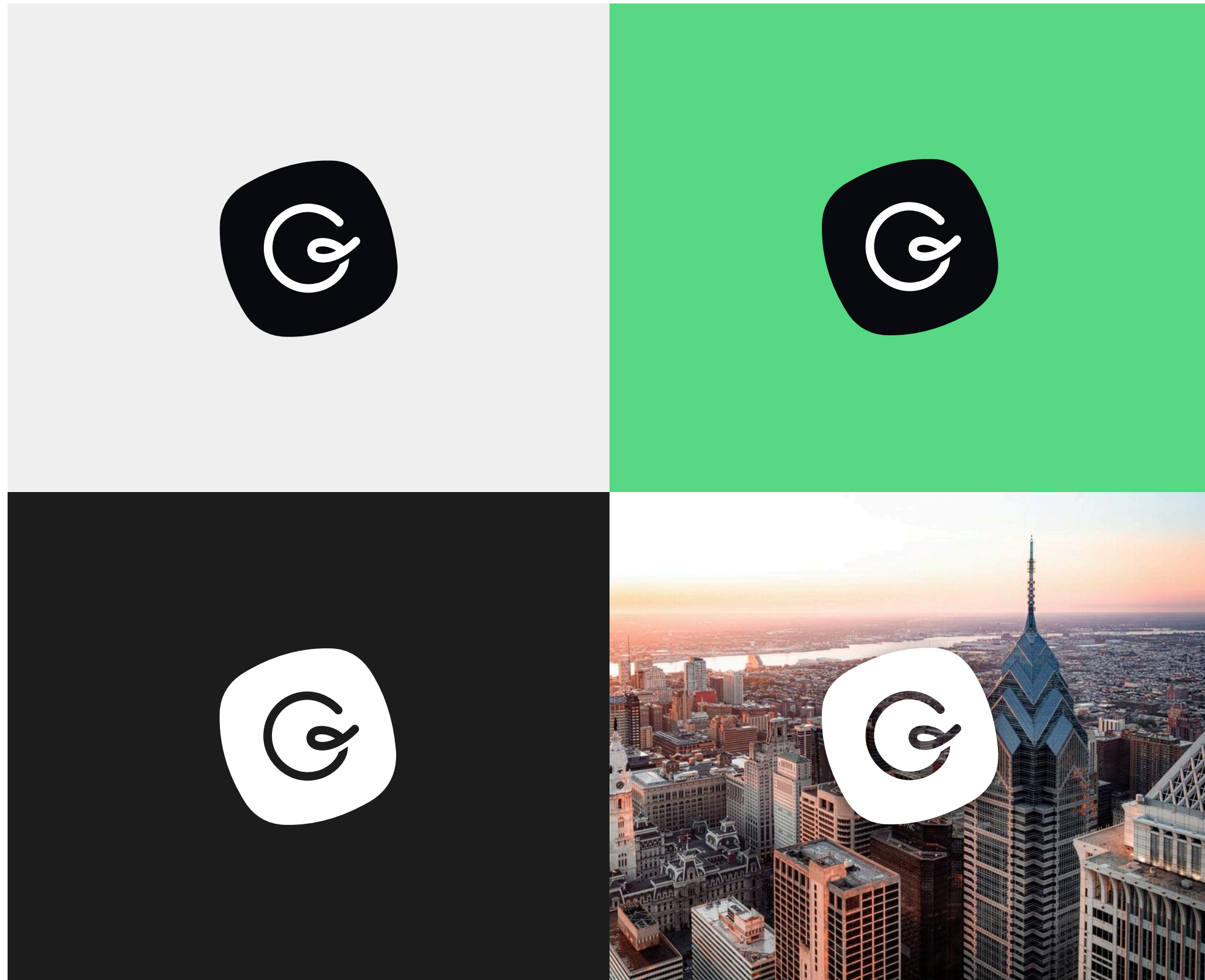
**Only use the word when referring to the name of our company or product.**

## Don't:

- **Verbify Guru** (*Did you Guru that? Happy Guru-ing! Guru-fy*)
- **Use the word for cute names or puns** (*Guruvians; Guru-vy*)
- Use it in pretty much **any other way** than just referring to the company or product name



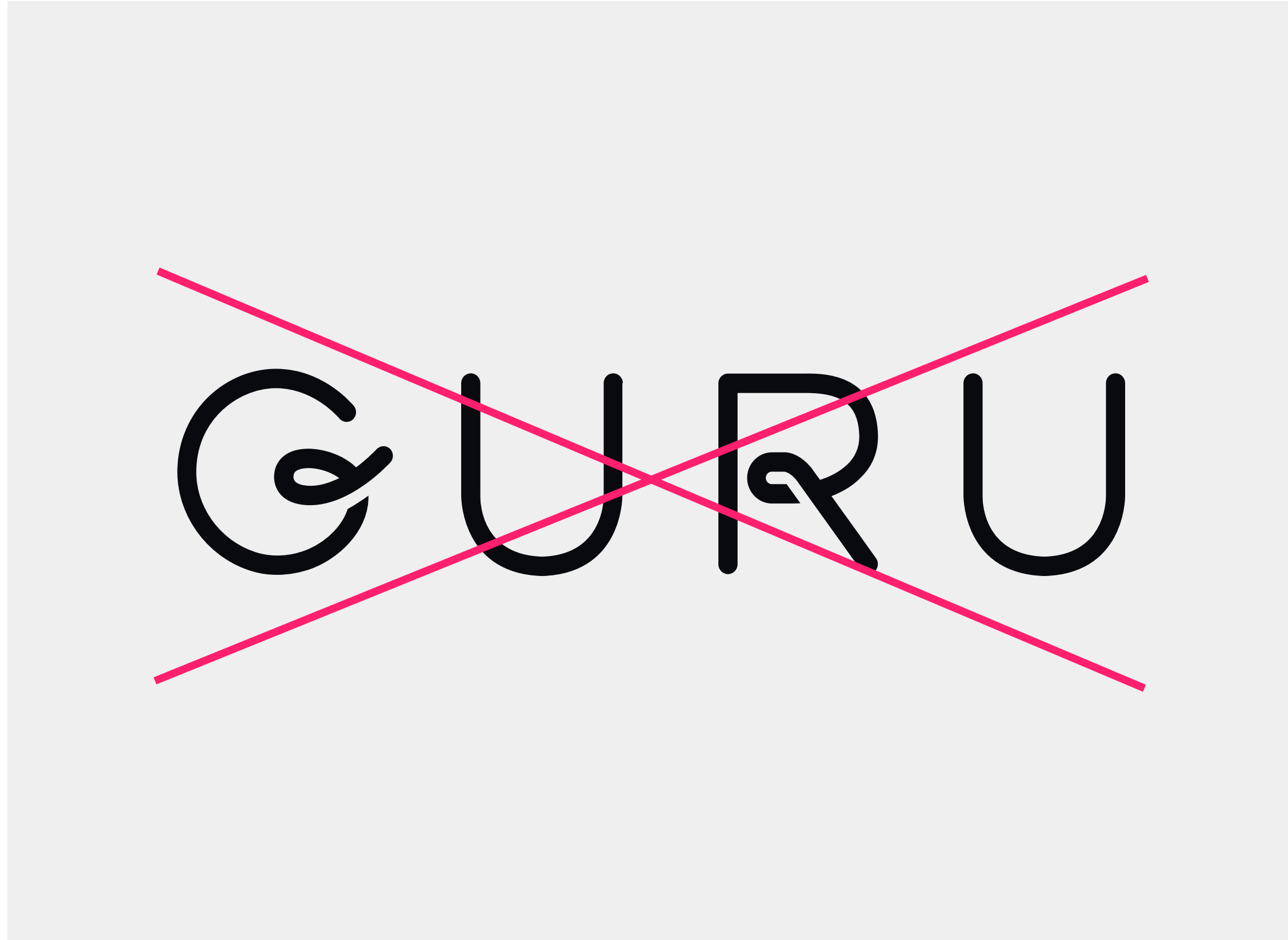
## Logo usage



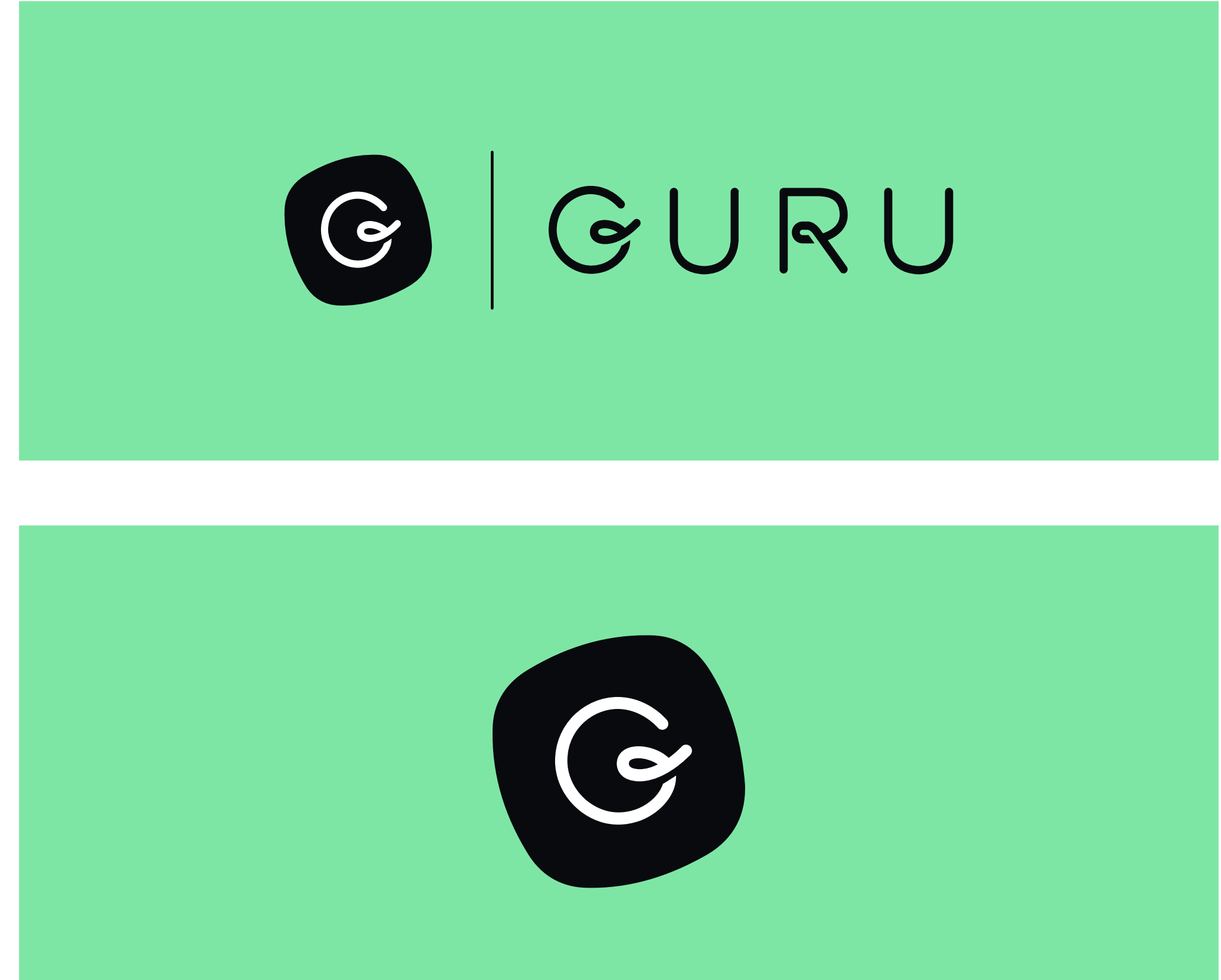
## Logo padding



Make sure to give these li'l cuties some room to breathe! A good rule of thumb is to size padding at half the diameter of our logomark.



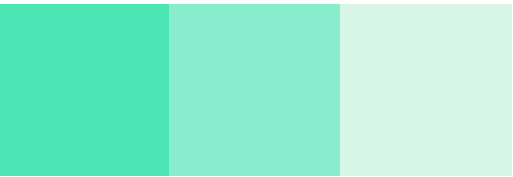
👉 **Don't** use the logotype on its own.



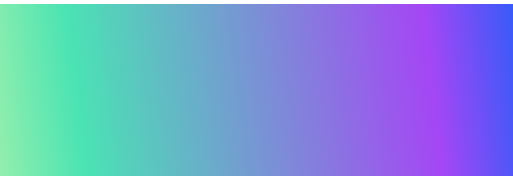
👍 Use one of these instead.

The same colors used in the Guru app, Guru’s brand colors are bright and exciting, while never overwhelming or juvenile.

Guru’s legacy green - please use “Slime” over the legacy green when possible.



Gradient



<div>WHITE</div> <div>#FFFFFF</div>	<div>BLACK</div> <div>#080B0E</div>	<div>SLIME</div> <div>#56D886</div>	<div>WHITE</div> <div>#FFFFFF</div>	<div>JELLY</div> <div>#7545E6</div>	<div>COULIS</div> <div>#166BFE</div>	<div>YOLK</div> <div>#FFE066</div>	<div>FRUIT PUNCH</div> <div>#FF0000</div>	<div>MARMALADE</div> <div>#FF8A60</div>
<div>#C5C5C5</div>	<div>#1D1D1D</div>			<div>#9B74F5</div>	<div>#5090FE</div>	<div>#FFE88C</div>	<div>#FF4040</div>	<div>#FF9675</div>
<div>#E2E2E2</div>	<div>#3F3F3F</div>			<div>#C9B5FA</div>	<div>#A2C4FF</div>	<div>#FFF3C2</div>	<div>#FF9999</div>	<div>#FFC7B5</div>
<div>#F0F0F0</div>	<div>#606060</div>		<div>#D8FBDE</div>	<div>#D7C7FB</div>	<div>#B9D3FF</div>	<div>#FFF6D1</div>	<div>#FFB3B3</div>	<div>#FFD5C8</div>
<div>#F9F9F9</div>	<div>#9C9C9C</div>	<div>#7EE7A5</div>	<div>#F8FFF7</div>	<div>#F8F6FE</div>	<div>#F3F8FF</div>	<div>#FFFDF7</div>	<div>#FFF2F2</div>	<div>#FFF8F6</div>



# Primary font

The main font we use for branded materials is **Poppins**. Poppins in a Google Font, so should be available in virtually every scenario.

[Poppins](#) ↓

## Light

Poppins Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Regular BODY COPY

Poppins Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Medium

Poppins Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## SemiBold HEADLINES

Poppins SemiBold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Bold

Poppins Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

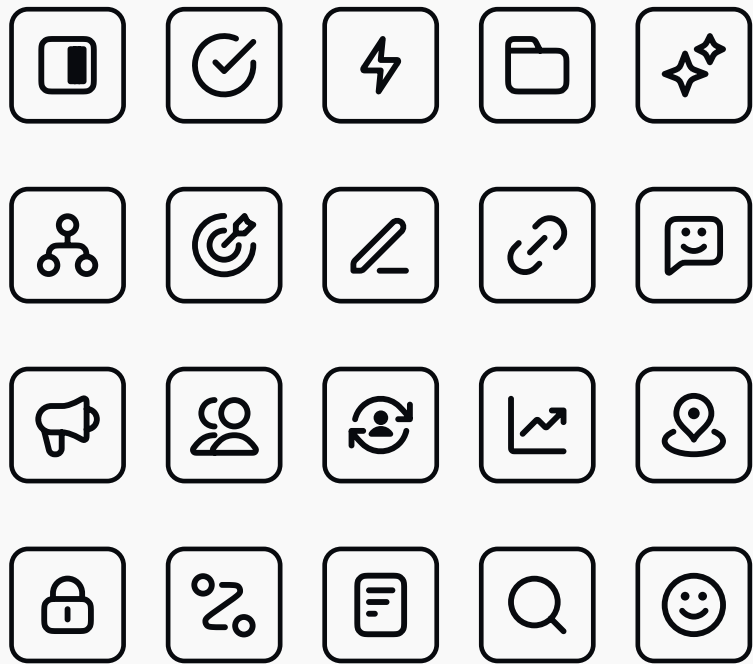
### Screen accessibility

When using these color digitally, be sure to use accessible color pairings for text.





Icons



Guru icons are used in places where you’d like to tie a visual to a certain word or phrase. We use the icons used in our app’s UI.

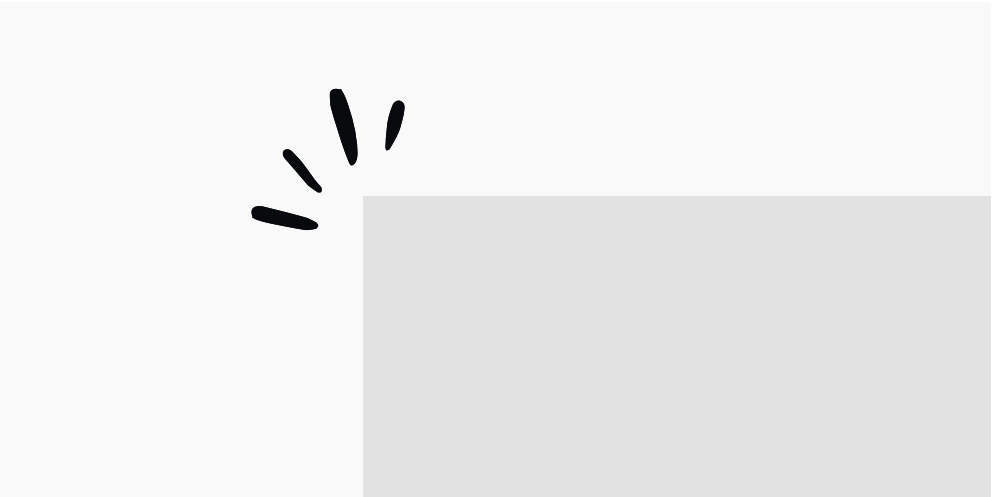
Only use them in black (for light backgrounds) or white (for dark backgrounds). They should always be in an outlined box.

Guru shapes



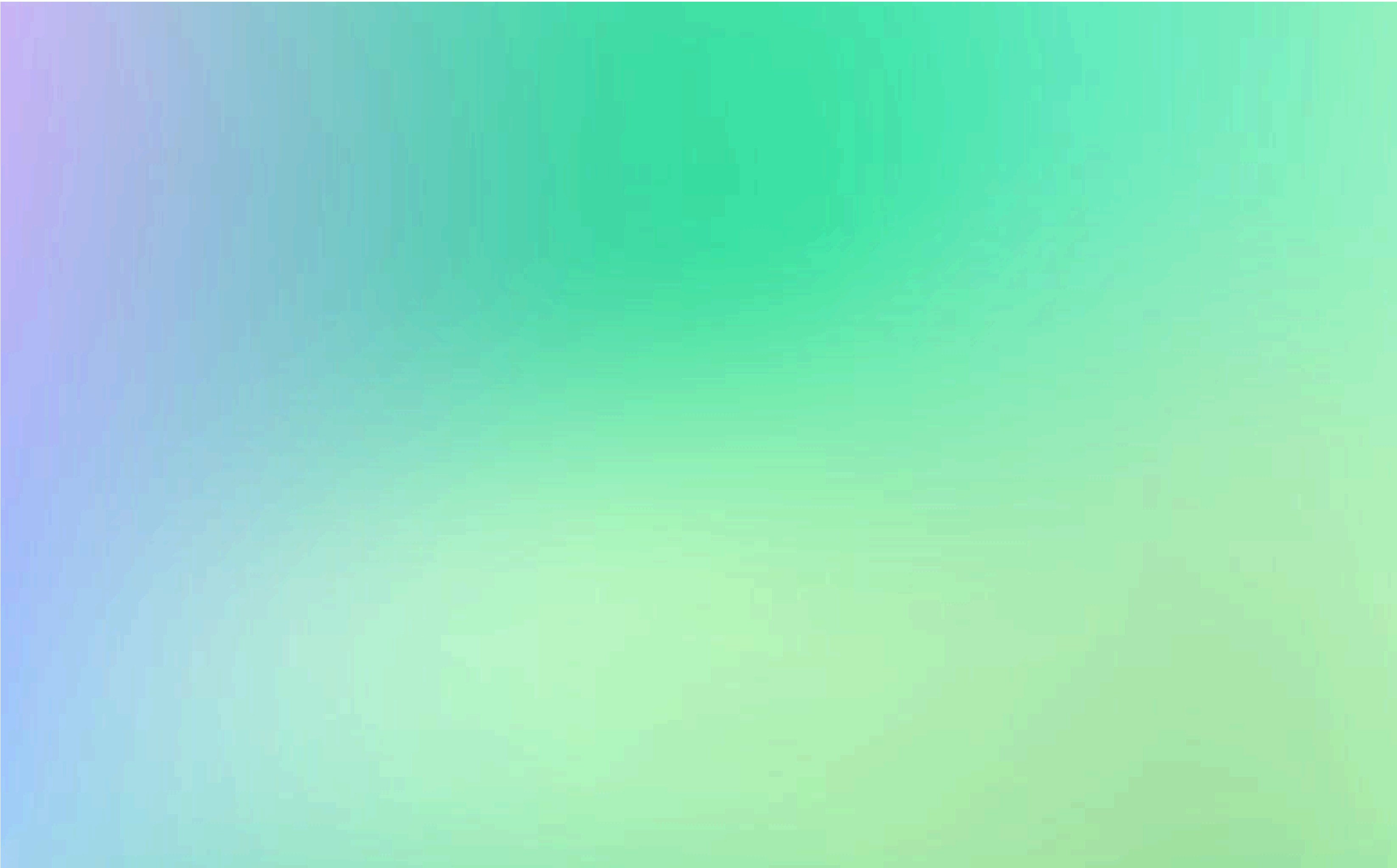
**Use sparingly.** Guru shapes represent bits of knowledge. Use as multiple tiny shapes in the background (think confetti). Or, as a single large shape positioned as the main anchor point of an image. They should always be green or a neutral color.

Doodles



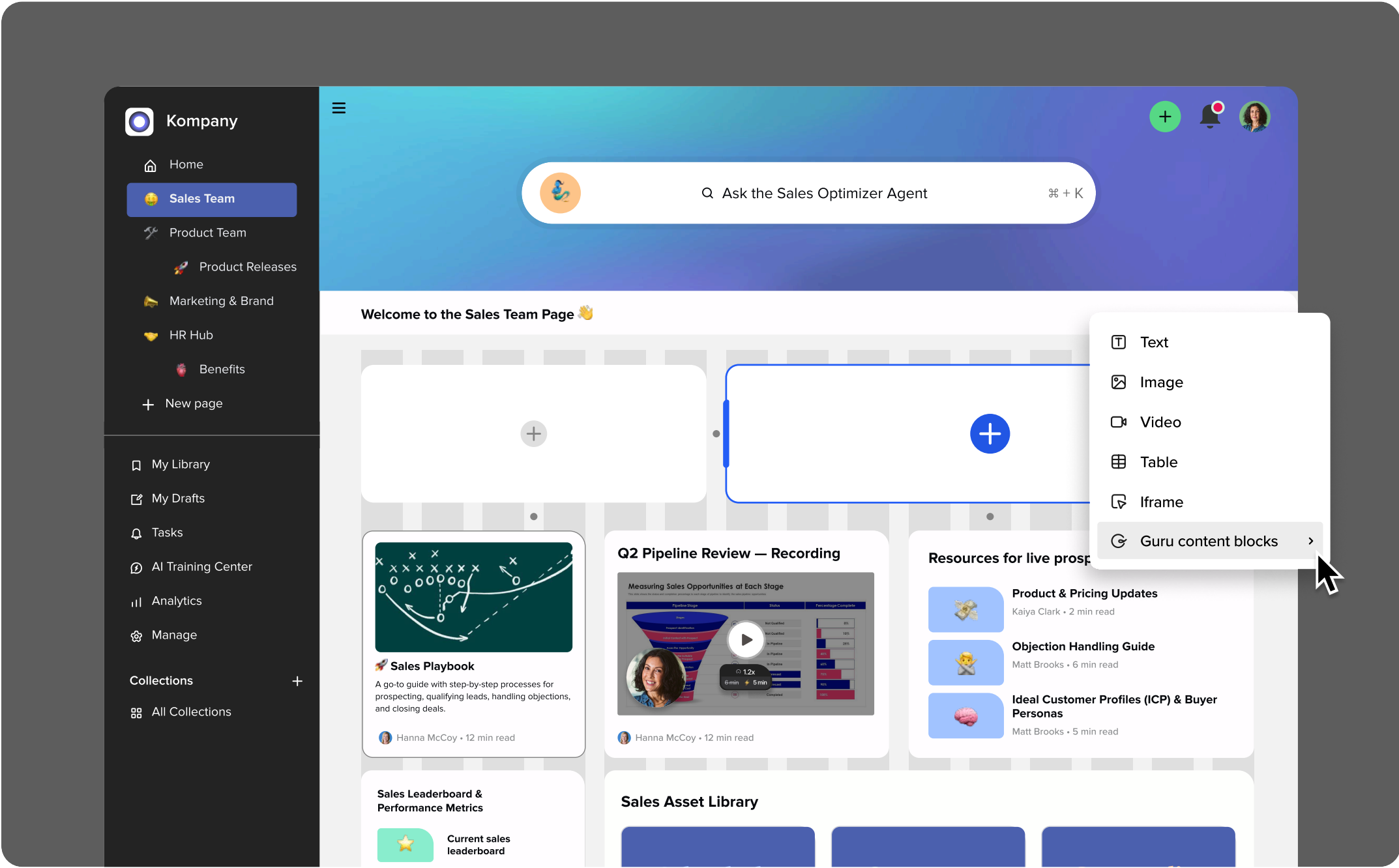
Simple — and in most cases, black — vector doodles should be used as flare or accent on other objects. Only use one doodle per object, and use them sparingly throughout one composition. Other examples:





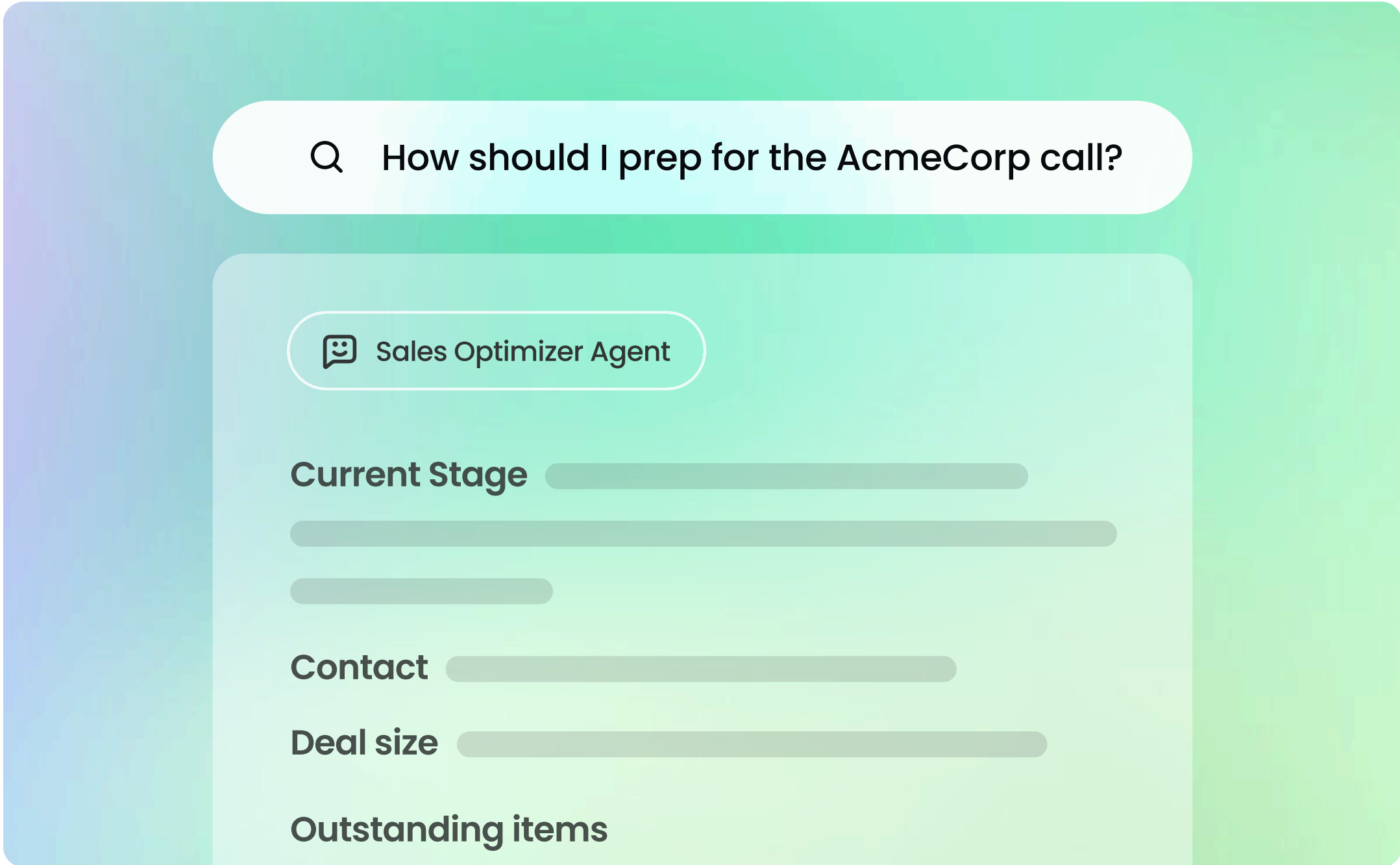
Realistic

For instances where true-to-product graphics are needed, simplify where you can (such as in content and dense copy), but maintain the majority of the product’s integrity. Use Guru branded models and personas for avatars.



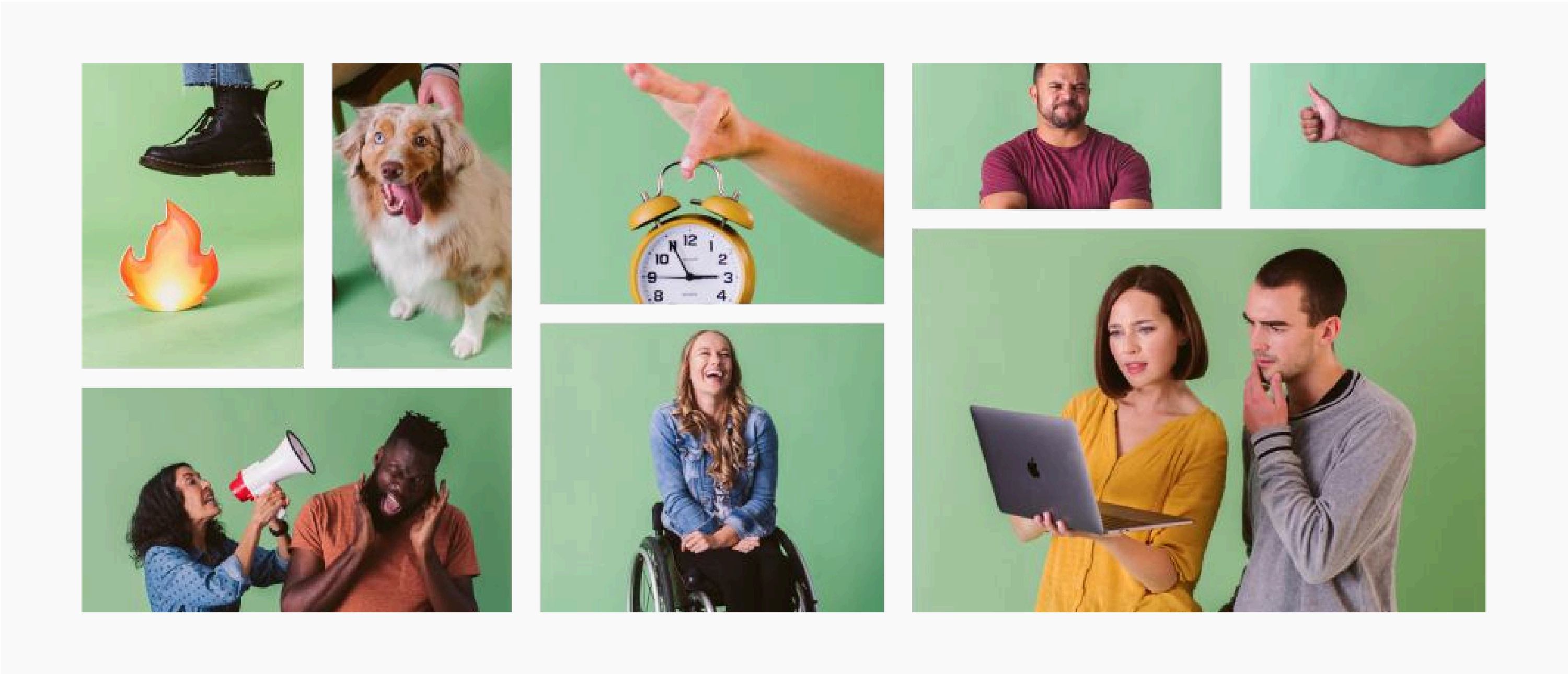
Branded

In instances where specific features are not being explained, heavily-branded product graphics can be used which use extremely simplified and stylized graphics.



[Product assets](#) ↓

Custom photography

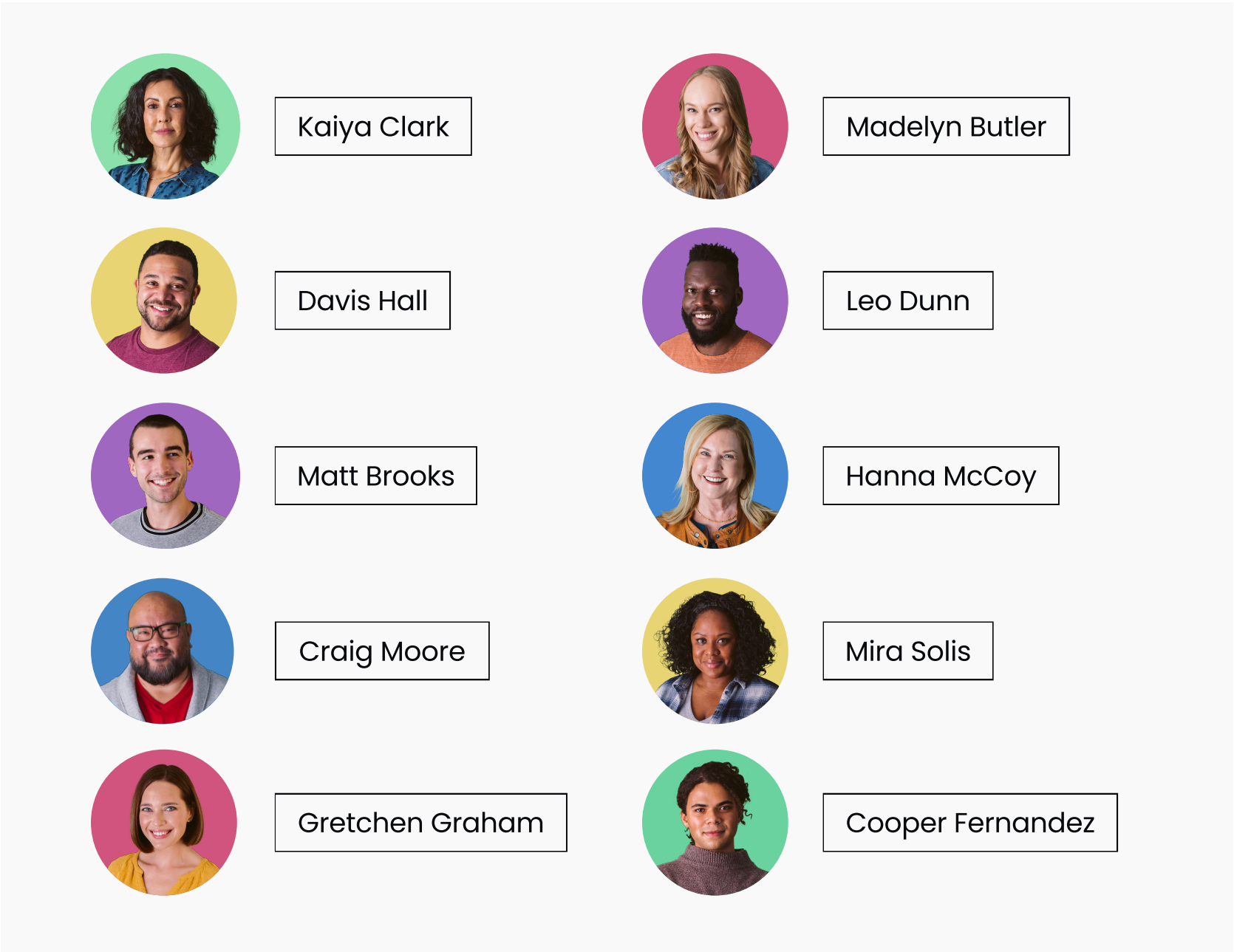


Guru uses custom photography for our brand whenever possible. Linked below is our current library that includes headshots, groups, and props (and a dog).

At Guru, we value diversity and inclusion and we showcase that in our work.

[Photography library](#) ↓

Guru models & their personas



Use these pre-established personas when creating product graphics that require user names.

## Guru one-liner description

Guru is an enterprise AI search and knowledge platform that delivers trusted information from your company's scattered apps, chats, and docs—directly in your workflow.

## Guru long-form description

Guru is an enterprise AI search and knowledge platform that delivers trusted information from your company's scattered apps, chats, and docs the moment you need it—directly within whatever app you're working in. No need to manually sift through all your apps for answers anymore. Guru's connected-to-everything AI assistant gets you personally relevant answers, and can turn those answers into a next-gen knowledge platform to replace your legacy wiki and intranet. Guru is used by over 2,500 companies including DHL, Generac, and Shopify. It has raised \$70M in funding and is headquartered in Philadelphia, PA.

## Guru press line

PHILADELPHIA, PA — Guru, the enterprise AI search and knowledge platform that delivers trusted information from your company's scattered apps, chats, and docs directly in your workflow, today announced...

[Guru's marketing site](#)[Guru's press kit](#)





# That's all, folks. 🎉

## Thanks!

Please reach out with questions.

**Becca**

DESIGN

[bdierolf@getguru.com](mailto:bdierolf@getguru.com)

**Alexa**

COPYWRITING

[akrzyzanowski@getguru.com](mailto:akrzyzanowski@getguru.com)

**Christine**

DIRECTOR, MARKETING

[crichardson@getguru.com](mailto:crichardson@getguru.com)

**Bob**

WEB, UX, & VIDEO

[bhoran@getguru.com](mailto:bhoran@getguru.com)