









Busuu B2B Brand Guidelines

B2B Tone of Voice & Design

Updated on 09-2022







Core colors

Primary	 #116EEE	 #E7F0FD		Used for main headers, titles, shapes and backgrounds.	
Secondary	 #0E58BE	 #418BF1	 #87B6F6	 #C3DBFB	Used for product shapes and other secondary graphic elements.
CTA buttons	 #6CE8CF				Only used for CTA buttons.
Busuu Black	 #252B2F				We use Busuu black mainly for text and buttons outlines.







Accent colors

Purple and Pink accent colors are used only for small decorative secondary graphic elements or to highlight important information.

Busuu b2b Purple

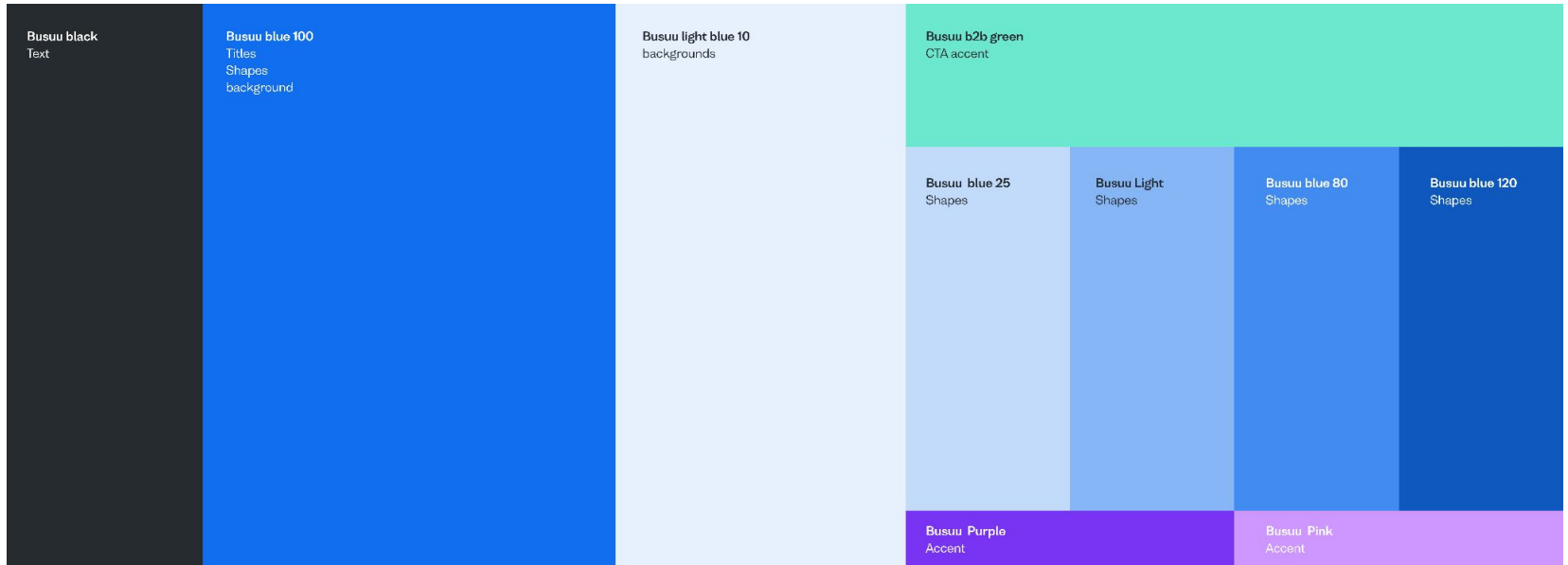
					
#7933F3	#945CF5	#BB98F9	#DDCBFC	#F1EAFE	#F8F4FF
100	80	50	25	10	5
Rgb (121,51,243)	Rgb (147,91,245)	Rgb (187,152,249)	Rgb (221,203,252)	Rgb (241,234,254)	Rgb (248,244,255)

Busuu b2b Pink

					
#CD97FF	#D7ABFF	#E6CBFF	#F3E6FF	#FAF4FF	#FDF4FF
100	80	50	25	10	5
Rgb (205,151,255)	Rgb (215,171,255)	Rgb (230,203,255)	Rgb (243,230,255)	Rgb (250,244,255)	Rgb (253,250,255)

Usage Portions

[↔ Link to the assets](#)

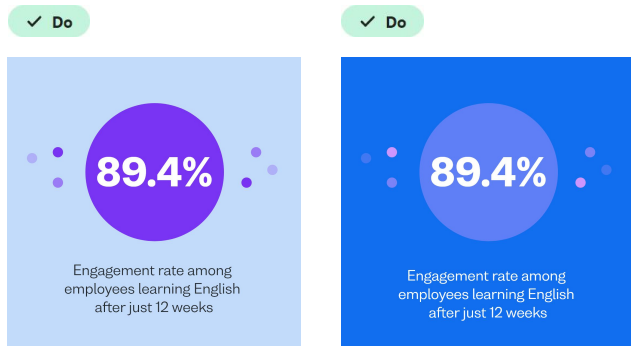


Accent colors usage

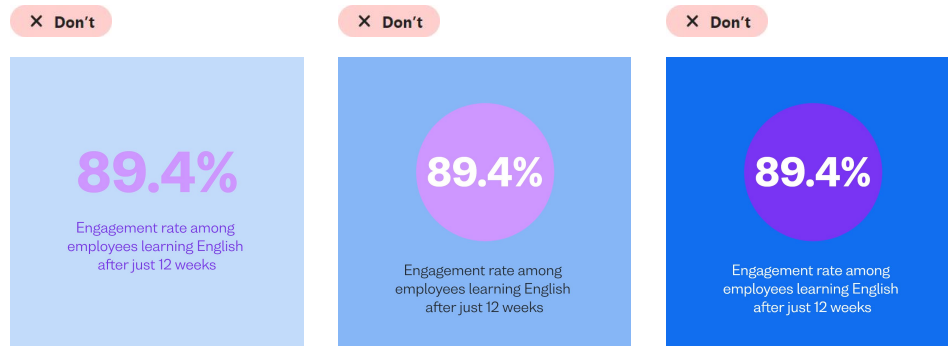
We can use purple or pink shades of color accents to highlight important data or use them for charts, small graphics, and decorations, especially when we want to catch the user's attention.

[↔ Link to the assets](#)

Do We can use it in contrast with the background color to highlight the main information.



Don'ts Don't use accent colors in combination with blue shades that don't create enough contrast. Never use them for text.



Bw Nista Grotesk

Title Heading h1

Bw Nista Grotesk Extra Bold - Busuu black

Title Heading h2

Bw Nista Grotesk Bold - Busuu blue

TITLE HEADING FOR PAGE SECTIONS

Bw Nista Grotesk Extra Bold - Busuu blue

Sub heading

Bw Nista Grotesk Bold - Busuu black

Body copy and further details

Bw Nista Grotesk Regular - Busuu black



#252B2F

Busuu
Black



#116EEE

Busuu
Blue

Busuu Shapes

The Busuu Speech Bubbles

We use the Busuu speech bubbles that compose the Busuu logomark as the main graphic asset/shape for all the b2b designs (headers and footer for landing pages, newsletters, case studies, and sales decks).

The idea is to use the speech bubble shape to open and close the conversation. We use only the “wavy” and curved lines of the speech bubble, and we should use only curved graphic elements throughout all the design assets.

[↪ Link to the assets](#)





Templates Design

for Busuu B2B communication

B2B Brand Guidelines



Newsletter


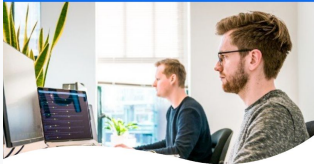
Sections with images and products

We use the Busuu speech bubble header as the container for the top image.

We always use the light speech bubble shape for the footer.

We use a line as section divider (color code: #87B6F6).

[↔ Link to the assets](#)

Why your team should join the Busuu language learning community


Creating a language learning community for your employees is not only a great way of improving the language skills of your workforce but also for building relationships with colleagues and improving communication between teams.

At Busuu, this is something we feel strongly about and our own language learning community is currently trusted by our global community of 100 million members who're all seen, first hand, the benefits that our courses can have. To find out just how this can benefit you and your team, click below and discover more...

Read more about how Busuu can help


[READ MORE](#)

Ready to implement your Busuu language learning program?



Get the best language training services from our team of experts. Busuu covers a huge variety of languages including Mandarin, English and more.

[GET IN TOUCH](#)


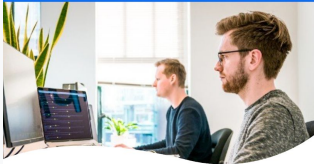


Get to know Busuu...

We offer online language training that gets results - from stronger working relationships to faster business growth.

Our ultimate mission? To break down language barriers in the workplace so both employees and the wider business can thrive. Leading organisations around the world, such as Puma, OetD and DHL, choose Busuu to upskill their workforce in a scalable, cost-efficient way - and for access to metrics, they need to prove tangible ROI.

Busuu Limited, Broadwalk House, 5 Appold St, London, UK EC2A 2AG
Unsubscribe/Manage preferences

Why your team should join the Busuu language learning community

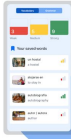
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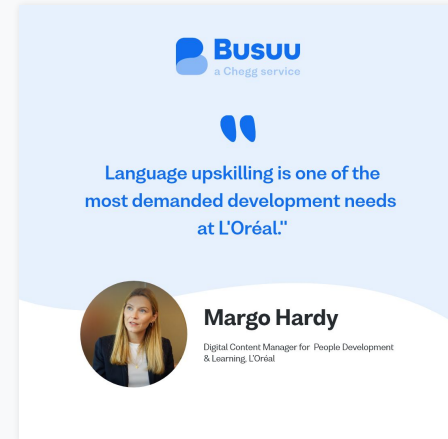
Social Media

Design Template Guide

Clients Reviews

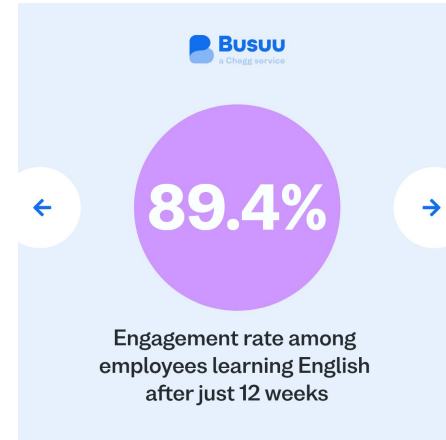
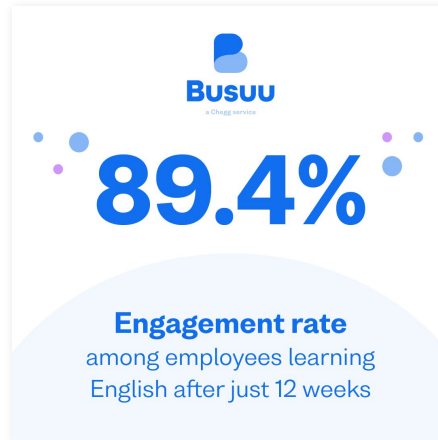
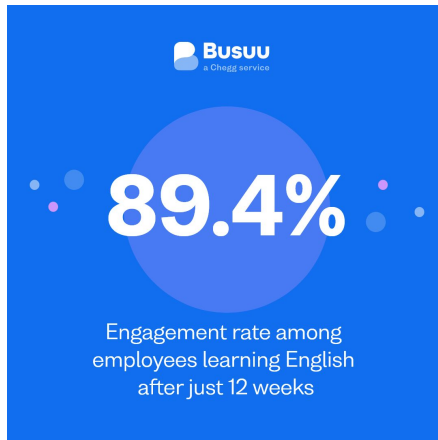
Posts 1080x1080 Examples

[↔ Link to the assets](#)



Data/ Infographics

Posts 1080x1080 Examples



Carousel

Carousels

Posts 1080x1080 Examples

Busuu
a Chegg service

Improve team language skills, wherever you are in the world.

89.4%

Engagement rate among employees

Busuu
a Chegg service

World class language services at your fingertips.

Complete Spanish - Beginner A1

- Lesson 1
- Lesson 2
- Lesson 3
- Lesson 4
- Lesson 5

Quiz

what you have learned with fun quizzes!

Busuu
a Chegg service

Accelerate team growth by supporting your employees to learn new languages.

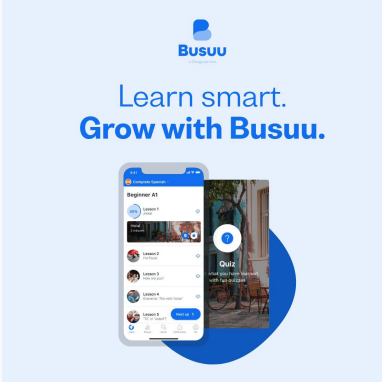
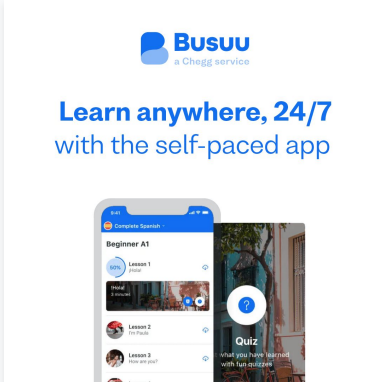
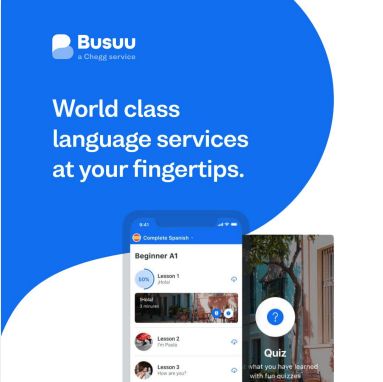
Text and photo

Posts 1080x1080 Examples



Text and Product

Posts 1080x1080 Examples





Visit Busuu B2B Design System

<https://design.busuu.com/105cbab19/p/83811d-busuu-design-system>

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