



RootWright LMS

Brand guidelines

VERSION 1.0 · OCTOBER 2026

One mark, three parts



The books

Three capsule-shaped books, stacked and staggered to the left. Each has a single spine cut near its left end. They stand for the courses and lessons the platform holds.

The radical

The square-root sign, drawn as one continuous stroke with round ends. It is the "root" in RootWright: the foundation that learning grows from.

The plate

The RootWright parent plate, with one oversized top-left corner. It ties the LMS to the RootWright family.

Built on a 100-unit grid

Use the supplied files. Never redraw the mark; these measurements are for reference and quality checks.



PLATE	100 × 100 units
CORNER RADII	Top-left 38 · all others 9
RADICAL	Stroke 8, round caps and joins
BOOKS	15.3 high · corner radius 3.8 · gap 3.7
BOOK LENGTHS	26.6 · 33 · 39.2 (top to bottom)
STAGGER	Each book starts 4.2 further left
SPINE CUT	3.4 wide, centred 6.6 from the book's left end
GRADIENT	135°, #2E9865 top-left to #0D5450 bottom-right
SYMBOL COLOUR	Cream #F6F3EC

Give it room

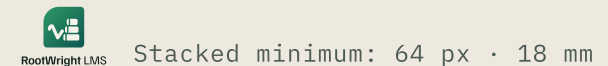
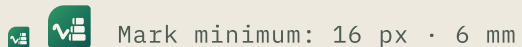
Keep clear space equal to a quarter of the mark's width on every side (25 units). Nothing else goes inside the dashed line.



Mark · clear space 25 units



Horizontal lockup · clear space 25 units



Four ways to sign

Use the horizontal lockup by default. Use stacked where space is square or tall, the mark alone where the name is already present, and the wordmark only where the mark can't fit.



RootWright LMS

Horizontal · primary



Mark

RootWright LMS

Wordmark



RootWright LMS

Stacked

RootWright, then LMS

The wordmark is Familjen Grotesk: "RootWright" in SemiBold, "LMS" in Regular, tracked -1%. Taglines sit under the wordmark in Hanken Grotesk Regular, Slate on light and Sage on dark.



RootWright LMS

A complete school beyond imagination

Primary tagline · "A complete school beyond imagination"



RootWright LMS

Rooted in learning

Short tagline · "Rooted in learning"

Pick by background

Full colour is the default. Use one-colour versions only where printing or the medium limits colour; the symbol becomes a cut-out that shows the background.



Full colour · on light



Full colour · on dark



Flat · no gradient



Symbol only · ink



One colour · black



One colour · white



One colour · ink



Symbol only · white

Greens, cream and ink



Root gradient

#2E9865 to #0D5450 · 135°

Mark plate only. Not for large backgrounds.



Root Green

#2E9865

RGB 46 152 101

CMYK 70 0 34 40



Deep Teal

#0D5450

RGB 13 84 80

CMYK 85 0 5 67



Root Green Flat

#1E765B

RGB 30 118 91

CMYK 75 0 23 54

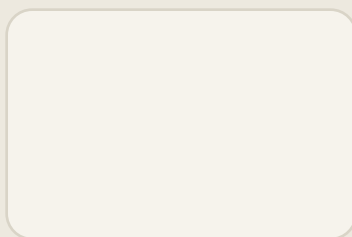


Moss

#1F6F4A

RGB 31 111 74

CMYK 72 0 33 56

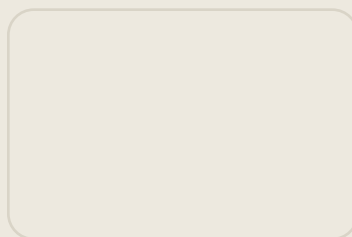


Cream

#F6F3EC

RGB 246 243 236

CMYK 0 1 4 4

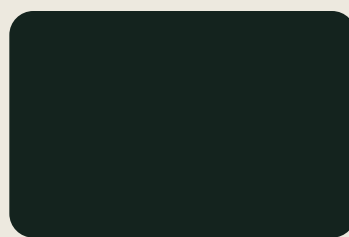


Paper

#EDE9DF

RGB 237 233 223

CMYK 0 2 6 7



Ink

#14231E

RGB 20 35 30

CMYK 43 0 14 86



Slate

#4E5C55

RGB 78 92 85

CMYK 15 0 8 64



Sage

#9FB3A8

RGB 159 179 168

CMYK 11 0 6 30

CMYK values are direct conversions; confirm against your printer's profile before a print run.

Three typefaces

Display · Familjen Grotesk SemiBold

Aa

Courses that hold together

Headlines, the wordmark, numbers that need weight. Tracking -2% at large sizes.

Text · Hanken Grotesk

Aa

Body copy, interface text and long reading.

Regular for paragraphs, Medium for labels and buttons. 400 Regular · 500 Medium · 600 SemiBold.

Labels · IBM Plex Mono

Aa

LESSON 04 · 12 MIN

Eyebrows, metadata, code. Uppercase with +14% tracking for labels.

All three are free under the SIL Open Font License. Font files are in 08-brand/fonts.

Calm, solid grounds

Place the logo on Paper, Cream, white or Ink. On photography, use a quiet, even area with the same contrast as these examples.



RootWright LMS

Paper · preferred



RootWright LMS

Cream



RootWright LMS

White



RootWright LMS

Ink · preferred dark



RootWright LMS

Avoid · plate disappears on brand green



RootWright LMS

Avoid · loud or busy backgrounds

Keep the mark as supplied



Don't stretch or squash



Don't rotate



Don't recolour the plate



Don't mirror or rearrange



Don't add shadows or effects



Don't outline the plate



Don't retype the wordmark

RootWright LMS



Don't place on brand green

Across the launch



WordPress.org plugin banner · 1544 × 500



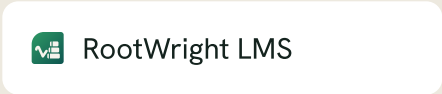
Open Graph share image · 1200 × 630



Social avatar



Plugin icon · 256



Browser tab · favicon

What's in the kit

01-logo

Mark, horizontal, stacked, wordmark: SVG, PNG, JPG, WebP, PDF, EPS, editable SVG

03-wordpress-plugin

SVN icons and banners, screenshot frames, admin header and menu icon

05-social

Avatars, covers, posts, Product Hunt gallery, post templates

07-docs-readme

README headers for light and dark mode, badges

09-video

Animated intro (MP4, GIF), watermark, lower-third

11-canva-brand-kit

Logos, fonts and colours ready for Canva Brand Kit

02-favicon-app-icons

favicon.ico and SVG, Apple and Android icons, manifest, head snippet

04-codecanyon-envato

80 × 80 thumbnail and 590 × 300 inline previews, plus 4K

06-website

Open Graph, hero, email header and signature, 404, loader

08-brand

These guidelines, one-pager, palette files, fonts

10-editable-masters

Logo master sheet with live text and named layers

