# The LessonRally identity.

A compact, connected flag paired with Space Grotesk.
Use this approved set consistently across the product and launch materials.

## A / REFINED FLAG

APPROVED MASTER

COLOR / LIGHT




REVERSE / INK




## THE CORE PALETTE

| Ink | Marigold | Warm paper | White |
|---|---|---|---|
| #192B4E | #F09632 | #FCF9F5 | #FFFFFF |

## Space Grotesk

Display 700 with ss02, ss03, ss05 and zero.
Production SVGs contain outlined lettering and require no font installation.

APPROVED 04 NOVEMBER 2026

# A flexible set of lockups.

Choose the layout that fits the space. Keep the proportions and lettering intact.

01 HORIZONTAL




Recommended from 240 px wide

02 STACKED




Recommended from 200 px wide

03 SYMBOL



Regular mark: 48 px and above

04 WORDMARK



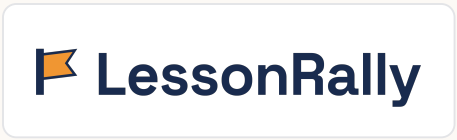

Recommended from 200 px wide

## GIVE IT ROOM




X = half the capital height. Add this space around the visible artwork.
The SVG viewport has a smaller inset; provide the remaining space in your layout.

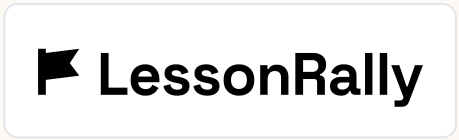
## CHOOSE THE RIGHT COLOR TREATMENT




COLOR / LIGHT




REVERSE / DARK




SINGLE COLOR

Sizes are recommended starting points. Check the result in your actual interface and medium.

# Small marks. Careful details.

Use the supplied icon exports so fine details remain deliberate at every size.

## BROWSER TABS



16 px 32 px 48 px

The 16 and 32 px marks use a simpler, notchless pennant.

## MASKABLE ICON



Safe area shown

## PROFILE CROPS AND APP TILES



Keep native app icon files square. The platform supplies the final mask.

For profiles, choose the ink or paper avatar and allow the service to crop it.

Maskable artwork sits inside a centered safe circle with a radius of 40% of the tile width. The navy background stays opaque and extends to every edge.

## SOCIAL PREVIEW




### 1200 x 630 px

Use the supplied image for a consistent link preview.

Avatar exports are 1024 x 1024 px. Avoid squeezing the full wordmark into a small circular profile.

Maskable safe area: W3C Web Application Manifest, section 2.3.

# Start with the right file.

A few defaults cover most launch needs. The SVGs are the master artwork.

## WHERE IT GOES

| | |
|---|---|
| Website header | svg/lessonrally-horizontal-color.svg |
| Dark header | svg/lessonrally-horizontal-reverse.svg |
| Browser icons | web/favicon.svg + web/favicon.ico |
| Apple touch icon | web/apple-touch-icon.png |
| Profile image | social/lessonrally-avatar-ink-1024.png |
| Print / large formats | Use the outlined SVG masters |

## PUT IT INTO USE

1. ### Install the web icons

   Follow web/INSTALL.md. Copy the web files into the site's public root and add the supplied icon links.

2. ### Choose the background

   Use the color or ink logo on light surfaces. Use reverse or white on ink. Keep the supplied proportions and colors.

3. ### Add the manifest only if needed

   site.example.webmanifest is an optional starting point. Rename, customize and link it as instructed. A manifest alone does not add offline support.

## Keep the mark intact.

Do not stretch, recolor, add effects, redraw the flag, or replace the lettering.
Use SVG for clean scaling and vector printing; use PNG when an upload requires it.