



BRAND & STYLE GUIDE

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About This Guide

Consistent and professional brand identity is essential to our success. Unifying behind a common identity — defined by our corporate signature, logos, graphics, and messaging — builds familiarity, maintains global continuity, strengthens brand equity, and ultimately builds our business.

Elect Better is reinventing civic fluency, by decoding policy, interpreting votes, and providing actionable intelligence to communities across America.

It is important that we protect and strengthen our business by ensuring global consistency of look, feel, and messages in all Elect Better communications.

The Elect Better Signature

The Elect Better Corporate Signature is more than just a logo; it is the cornerstone of the Elect Better corporate brand system. It is the primary expression of the Elect Better brand across all touchpoints.



Signature Components

The Corporate Signature consists of two components that must always be used as a unit and never separated, except for approved applications such as social media icons.

- **Symbol (The Civic Learning Path):** A graphic element representing progress and habit formation.
- **Logotype: Elect Better** — Always displayed in the approved primary typeface and color.

Signature Color Versions



Full-Color



White (Reversed)



Black Signature

- **Full-Color:** Symbol and logotype in Teal/Vivid Cyan — preferred version.
- **Black:** Used on light or white backgrounds; Symbol and Logotype in 100% Black or Accent Dark Gray.
- **White:** Used on black or dark backgrounds; Symbol and Logotype in 100% White (Reversed).

Size & Clear Space Requirements

- Print applications: Minimum 1 inch wide
- On-screen applications: Minimum 110 pixels wide
- Clear space: Minimum .5X clearspace (one half the height of the symbol) on all sides
- Orientation: Symbol must always appear above the logotype

Unacceptable Use

<p>✓ DO Always use in approved color applications</p> <p>✓ DO Maintain original proportions</p> <p>✓ DO Use on backgrounds with sufficient contrast</p> <p>✓ DO Keep symbol and logotype together</p>	<p>✗ DON'T Do not change the color of signature elements</p> <p>✗ DON'T Do not stretch, compress, or reconfigure</p> <p>✗ DON'T Do not use drop shadow, halo, or outline effects</p> <p>✗ DON'T Do not separate the symbol and logotype</p>
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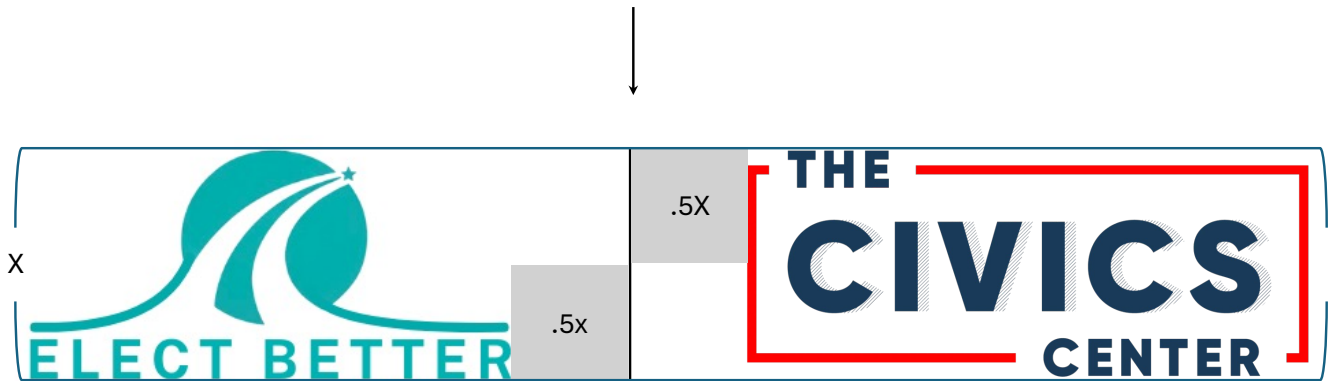
Examples of unacceptable logo usage



Logo Lock-ups

The Elect Better logo should be displayed alone in most circumstances. When paired with a partner logo:

- Elect Better is always the "parent" logo and should appear on the left.
- A thin, neutral lock-up line should separate the logos.
- The secondary logo must be no taller than the height of the Elect Better symbol.
- Never lock-up with a secondary logo that includes a slogan or tagline.
- When locked up with multiple partner logos, Elect Better should be larger.
- Whenever possible, use approved logo lock-up files rather than creating original artwork.



X = Height of Elect Better Symbol

Spacing = .5X

Elect Better Color Palette

Our corporate colors were carefully selected to embody the Elect Better brand personality of calm, neutrality, and trustworthiness. Color is a powerful tool for expressing tone or mood.

Primary Colors

To be used as brand accents: CTAs, navigational elements, data highlights, and progress cues.



Vivid Cyan / Teal
HEX #00B3B3
RGB R0 G179 B179
CMYK C100 M0 Y0 K30



Black
HEX #000000
RGB R0 G0 B0
CMYK C0 M0 Y0 K100

Supporting Colors



Light Lavender
HEX #DEDDFF
RGB R222 G221 B255
CMYK C0.13 M0.13 Y0 K0



Accent Dark Gray
HEX #1C1C1C
RGB R28 G28 B28
CMYK C60 M50 Y50 K85



Supporting Light Gray
HEX #D1D3D4
RGB R209 G211 B212
CMYK C0 M0 Y0 K20

Color Usage Guidelines

- Use Vivid Cyan/Teal for CTAs, data highlights, progress indicators, and navigational elements.
- Black and Accent Dark Gray are used for primary text and backgrounds.
- Light Lavender and Supporting Light Gray are used for backgrounds, containers, and secondary UI elements.
- Always maintain accessible contrast ratios in digital applications.

Elect Better Typography

We use a sans-serif typeface to communicate clarity and accessibility. The Elect Better typeface is Public Sans, selected to communicate credibility, clarity, and authority.

Public Sans is used in "Regular" weights including italics for normal style settings. Other weights may be used for emphasis in titles, headlines, or marketing copy.

Use Public Sans for print and on-screen applications such as Word, PowerPoint, brochures, and web.

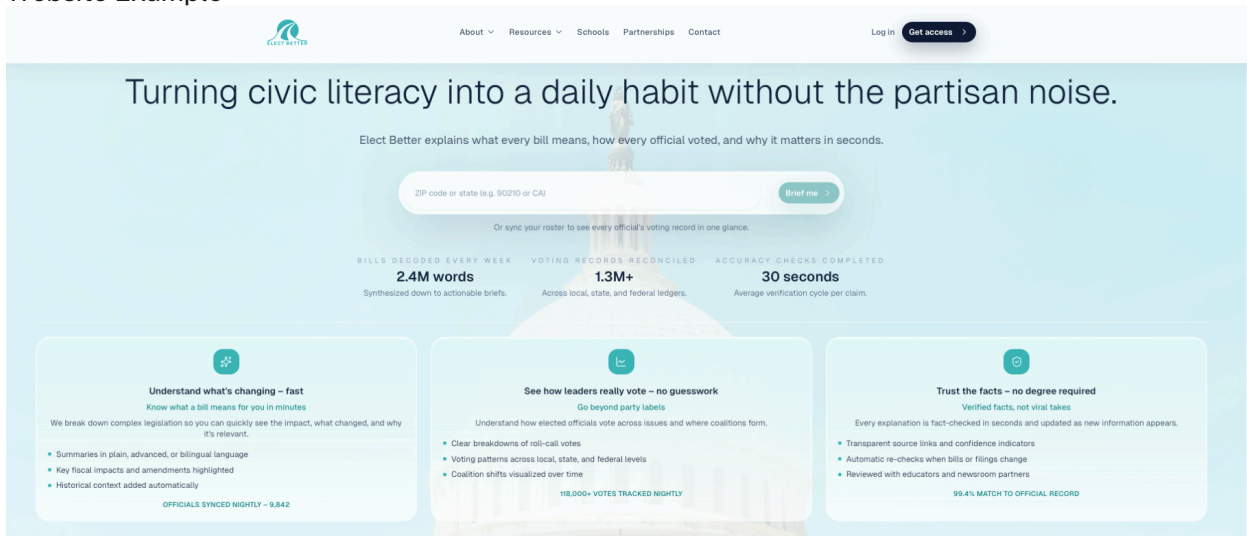
Type Hierarchy

Public Sans Thin	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Public Sans Extra Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Public Sans Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Public Sans Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
<i>Public Sans Regular Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789</i>
Public Sans Medium	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
<i>Public Sans Medium Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789</i>
Public Sans SemiBold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Public Sans Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Public Sans Extra Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Public Sans Black	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
<i>Public Sans Black Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789</i>

Typographic Scale


Style	Size / Weight	Use Case
Display / H1	36pt Bold	Campaign headlines, cover titles
H2	24pt Bold	Section headings, slide titles
H3	18pt SemiBold	Sub-sections, sidebar headers
Body	11–12pt Regular	General copy, descriptions
Caption	9–10pt Light	Image captions, footnotes
Label	9pt Bold, Uppercase	Data labels, form fields, tags

Website Example



PowerPoint Examples






Short lessons + progress mechanics reinforces sticky user engagement

The First AI-Native Civics Dashboard

Elect Better simplifies the confusing parts of politics into a simple daily workflow – learn, track, and stay informed for elections with context you can actually use.

5 min Avg daily lesson
1 Million Bill digests tracked


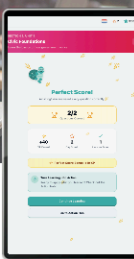
Beta launching in California and expanding to 50 states.



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Brochure Examples

K-12 EDUCATION

Helping Students Understand How Government Works

A non-partisan civic literacy platform built for the modern classroom.

ZIP CODE BRIEFING - BILL DIGEST - ELECTED OFFICIAL TRACKER - CANDIDATE COMPARISON - CIVY AI SIDEXICK - ACTION HUB

SCHEDULE A DEMO

Bridging the Civics Gap

The civic literacy gap is widening. With 8th grade proficiency scores under 25% and social media often outpacing facts, students need a reliable way to navigate our democracy. Teachers want to help, but translating 500-page bills into lesson plans takes time they don't have.

Our nonpartisan civic education platform turns complex government data into class-room ready insights. From voting records to federal bills, Elect Better gives students the tools to understand, analyze, and engage confidently with the world around them in real-time.

FEATURES

- Hyper-Local Insight:** 60-second briefings based on your district's zip codes.
- Massive Transparency:** Access to 1.3 million+ voting records across all levels of government.
- Gamified Learning:** A Duolingo-style experience with 10+ civic units that keeps students engaged.
- Unmatched Accuracy:** 99.4% accurate bill digests generated by vetted, nonpartisan AI.

www.electbetter.us

K-12 EDUCATION

IMPLEMENTATION IN 3 STEPS

- Register:** Quick signup for your school or district.
- Onboard:** Access teacher guides and secure login.
- Launch:** Go live in the classroom in under 24 hours.

IMPACT AT EVERY LEVEL

Students	Educators	Administrators
<ul style="list-style-type: none"> Connects textbook theory to real-world applications Strengthens critical thinking and confidence in civics Teaches responsible AI usage 	<ul style="list-style-type: none"> Reduces lesson prep time by hours Provides "plug and play" content Real-time current events integration 	<ul style="list-style-type: none"> Ensures state standard compliance Safe, nonpartisan framework Centralized admin dashboard

TIERS OF ENGAGEMENT

	Classroom Starter	Classroom Subscription	District-Wide License
Best For	Individual Teacher Exploration	Multiple Teachers & Classes	Full District Civic Literacy Alignment
Access	1 Teacher / 1 Class	1 Teacher (x3 Classes)	Unlimited Students, Teachers, & Schools
Bill Digests	Top 5 Federal and State Bills per month	Unlimited Local & State	Full National Coverage
Voting Records	Federal + 1 State	Local, State, & Federal	Real-time API Updates
Gamified Units	5 Introductory Units	10+ Units	Custom Learning Pathways
Safety & Privacy	COPPA/FERPA Compliant	COPPA/FERPA Compliant	Custom Data Privacy Agreement
Integration	Web/Mobile-based	Web/Mobile-based	Web/Mobile-based
Admin Tools	Teacher Dashboard	Teacher Dashboard	District Admin Analytics & Reporting
Support	Email Support	24/7 Support	24/7 Support
Annual Pricing	\$0 (Forever)	\$2,000 per Teacher	Custom Quote

"We look forward to taking this for a test drive to see its impact."

Adam Motter, K-12 Social Studies Curriculum Supervisor, Akron Public Schools

REGISTER A PILOT

www.electbetter.us

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Photography Guidelines

Photography used by Elect Better should feel authentic, non-partisan, and focused on engagement. All industry and stock photography images used in marketing materials must be approved by Elect Better Marketing.

✓ Appropriate: Real-life Images

- Images of diverse individuals, students, or community members actively engaging with the product (on phones, computers).
- Focus should be on the act of learning and civic habit formation.



✓ Appropriate: Industry Images

- Clean, high-contrast UI shots of the Elect Better platform.
- Engaged voters and voters turning out at polling locations.



✗ Inappropriate Images

- Overly formal or posed political figures.
- Highly partisan or emotional scenes.
- Generic stock imagery that does not directly relate to data, education, or habit-building.

All approved images will be stored in a centralized repository. For any new photography requirements, please consult with Marketing.



Design System

Soft Arcs & Partial Circles

The soft arcs and partial circles in the Elect Better design system represent civic journeys in motion. Inspired by the path in our logo, these shapes convey progress, curiosity, and momentum — without implying a fixed destination.

Their openness reflects the human side of democracy: learning, re-engaging, and adjusting perspectives over time. When layered together, the arcs create a sense of collective movement, showing how individual actions connect to broader civic outcomes.

This visual language reinforces Elect Better’s mission to meet people where they are and guide them forward - one informed step at a time.



Shape Usage Rules

- Images are not allowed inside arc or circle elements.
- Photography and illustrations should live as separate design elements.
- Text and content should be used in either rounded rectangles or rounded squares.

Elect Better Platform

Flat Design Principle

The Elect Better brand style is based on "flat" design. We strictly avoid design treatments intended to give the illusion of three-dimensional construction or depth.

- No shadow, halo, outline, glow, or texture effects on any brand elements.
- No gradients that simulate lighting or depth.

Elect Better

- Maintain clean, flat color fills across all materials.

Applications

Application	Style Guideline
Website / App UI	Strict adherence to color and typography. Utilize the network of interconnected node geometry.
Corporate PowerPoint	Use the approved Arial font family. All templates must include the Corporate Signature on the title slide and the correct color palette throughout.
Brochures	High emphasis on clear information hierarchy. Data should be visualized using the Primary Teal and Supporting Colors.
Business Cards	Clean, dual-sided design. Name and title in Accent Dark Gray; contact details and design accents in Primary Blue/Teal.
Letterhead & Envelope	Must include the Corporate Signature and contact information. Typeset in the designated Typography (Public Sans).

Other Brand Rules

- **Flat Design:** The Elect Better brand style is based on "flat" design. Strictly avoid all 3D effects.
- **Forbidden Effects:** Under no circumstances should the Corporate Signature, logotypes, images, or text be treated with shadow, halo, outline, glow, or texture effects.
- **Co-Branding:** As a non-partisan resource, co-branding is highly sensitive. The Elect Better name and logo must always appear first or with equal size and prominence.

Elect Better in Copy

- **Brand Name:** Always use Elect Better (two words, capitalized). Never use "Electbetter," "EB," or the possessive form unless within a direct quote.
- **Tone of Voice:** Informative, Neutral, Accessible, and Encouraging. We must remain non-partisan.
- **Core Messaging:** Digest policy, interpret votes, build civic fluency. We turn civic literacy into a daily habit so you can elect better.
- **Non-Possessive State:** Brand names should be referenced in a non-possessive state (e.g., "Elect Better services," not "Elect Better's services").

Protecting the Brand

Maintaining our brand and style is vital to our strength as an organization.

Everything we do, everything we produce, everything we say must look like Elect Better, sound like Elect Better, and feel like Elect Better. It is everyone's responsibility to ensure the proper use of our brand.

By adhering to these guidelines and supporting the proper use of our brand signature, colors, typography, images, and design, we all can be brand champions and strengthen the Elect Better brand.

Additional Assistance

For questions and additional support, please contact:

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