

Best practices

✓ DO use brand colors

The Case Study Buddy brand is bold and playful, using pops of bright color and full color backgrounds. Limit the color palette on each screen to CSB blue + 2 or 3 secondary colors.

✓ DO embrace white space

Headlines and graphics should be balanced with a healthy dose of white space.

✓ DO use 2-D motion graphics

Use simple 2D, branded motion graphics, text elements, transitions, logo screens and icons that animate on screen to help visually reinforce the key parts of the story.

✓ DO use brand fonts

Feel free to play with different font weights to reinforce key messages. Use Roboto font for captions.

