Design Guide

The single source of truth for how Plan2learn looks, sounds and feels.

PLAN2LEARN

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About Plan2learn

We're a Danish software company that has built a user-friendly digital learning and communication platform. We help organisations structure, automate and document all of their digital learning and competency development in one platform. That's why we're not a generic Learning Management System, we're a well-founded digital system built to develop people and organisations.

Since 2007 we've developed our platform in close dialogue with the municipalities, regions and private organisations that use it. Spanning everything from onboarding and statutory compliance training to strategic competency management and the sale of courses to external participants.

VISION

A working life where employees grow, and organisations grow stronger with them, by making learning structured, accessible and engaging.

MISSION

We bring learning, communication and documentation together in one platform, building a system that develops people and organisations.

KEYWORDS & CORE VALUES

- Collaborative
- Professional
- Down-to-earth
- Organic
- Human-centered
- Trustworthy
- Structured
- Innovative
- Curious

The feeling we aim for

Four words guide every visual choice. Imagery should feel like real Danish workplaces warm, candid and human, never staged or corporate-stock.



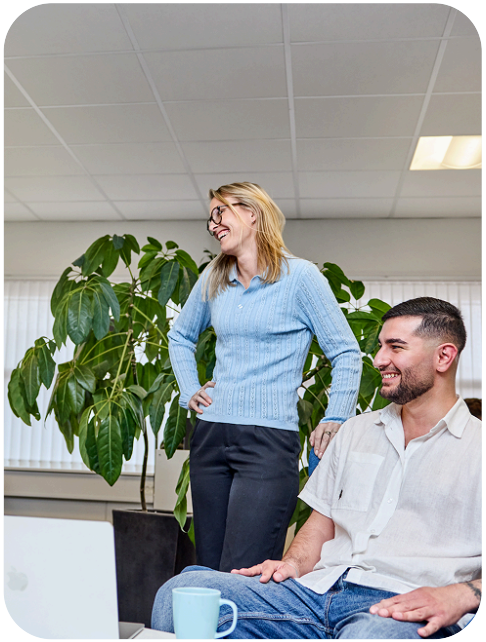
Collaborative



Professional



Down-to-earth



Organic

Logo

The logo pairs the layered-sheets mark with the Plan2learn wordmark. The mark can stand alone where the brand is already established.









Logo rules



Font

Futura New Demi

Colors

Blue & Graphite



Clear space

The upper box height (X) defines the minimum clear space required around the logo. Keep this distance free from other elements and page edges.



Minimum size

Mark no smaller than 24 px on screen (8 mm in print); full lockup no smaller than 120 px wide.



Backgrounds

Always place on calm backgrounds with strong contrast — white, Cloud Blue or Midnight Blue.

Do's & don'ts

PLAN2LEARN

✓ **Colored logo**

Default version. Use on white and light Cloud Blue backgrounds.

PLAN2LEARN

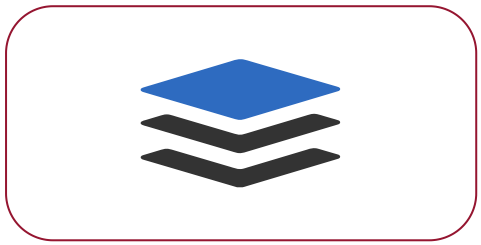
✓ **White logo**

For dark backgrounds.

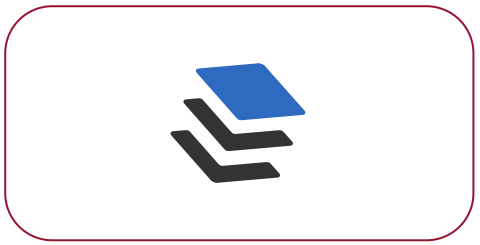
PLAN2LEARN

✓ **One-colored logo**

Single-color print, engraving or embroidery.



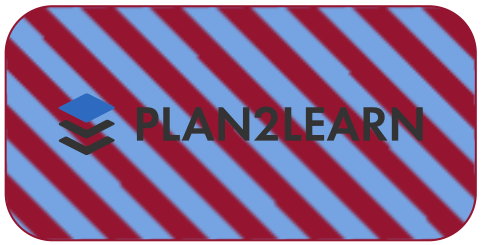
✗ Don't stretch or distort



✗ Don't rotate



✗ Don't recolor



✗ Don't use low-contrast / busy backgrounds

Colors

Blue and Midnight Blue carry the brand. Ruby is primarily for accents. Neutrals do the quiet structural work.

Accessibility — WCAG 2.1 AA

Every color combination must meet at least WCAG 2.1 level AA contrast: a ratio of **4.5:1** for body text and **3:1** for large text (≥24 px, or ≥19 px bold) and meaningful UI elements. Always pair text with a background that clears these thresholds — never rely on color alone to convey meaning.

Primary

Blue

HEX #2E6BC0

RGB 46 · 107 · 192

CMYK 76 · 44 · 0 · 25

Light Blue

HEX #C6DDF7

RGB 198 · 221 · 247

CMYK 20 · 11 · 0 · 3

Ruby

HEX #951530

RGB 149 · 21 · 48

CMYK 0 · 86 · 68 · 42

Secondary

Cloud Blue

HEX #EAF1FB

RGB 234 · 241 · 251

CMYK 7 · 4 · 0 · 2

Midnight Blue

HEX #16304F

RGB 22 · 48 · 79

CMYK 72 · 39 · 0 · 69

Neutrals

Pure White

HEX #FFFFFF

RGB 255 · 255 · 255

CMYK 0 · 0 · 0 · 0

Soft Grey

HEX #F7F8FA

RGB 247 · 248 · 250

CMYK 1 · 1 · 0 · 2

Graphite

HEX #333333

RGB 51 · 51 · 51

CMYK 0 · 0 · 0 · 80

Deep Black

HEX #101010

RGB 16 · 16 · 16

CMYK 0 · 0 · 0 · 94

Extended palette — Blues

#C6DDF7	#A6C5EE	#76A4E2	#4A82D2	#3A75C8	#2E6BC0	#244F8E	#1C3E6E

Extended palette — Neutrals

#F4F6F9	#E7ECF2	#D3DBE5	#B4C0CF	#8492A6	#5D6B7E	#44505F	#313A47	#1F2833	#051F2D

Typography

Two typefaces, one clear job each. Sora gives headlines a confident, geometric voice; Figtree keeps body copy friendly and highly legible.

Sora

Headings & display

Aa

ABCDEFGHIJKLM
abcdefghijklm 1234567890

Bold ExtraBold

Figtree

Body & UI

Aa

ABCDEFGHIJKLM
abcdefghijklm 1234567890

Regular Medium SemiBold Bold

Hierarchy

Style		Weight	Fontsize	Lineheight	Letterspacing	Used for
H1	Sora	Bold	56 px	115%	1.5%	Hero heading + key numbers
H2	Sora	Bold	48 px	115%	1.5%	Page subheading
H3	Sora	Bold	40 px	115%	1.5%	Section heading + big quote
H4	Sora	Bold	32 px	115%	1.5%	Subsection heading
H5	Sora	Bold	24 px	115%	1.5%	Element heading — e.g. footer, cards
H6	Sora	Bold	16 px	115%	1.5%	Button + label text
P	Figtree	Bold	16 px	180%	1.5%	Body heading
P	Figtree	Regular	16 px	180%	1.5%	Body text

Images

Imagery brings Plan2learn to life. We use images with authentic people, soft overlays, gentle shadows and our signature organic blobs. Used consistently, they keep every screen warm, human and unmistakably ours.

What kind of images we use

Authentic photography of real Danish workplaces. Candid, warm and naturally lit. Real people in genuine situations, bright airy rooms, plants and daylight. Never staged stock photography or business clichés.







Do

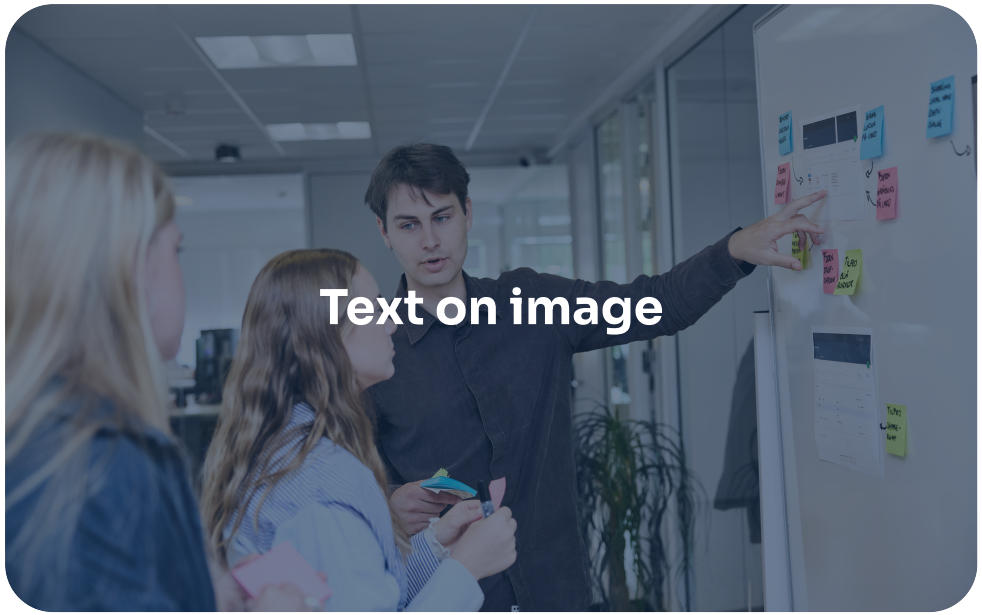
- Real people and genuine moments
- Collaborative and dynamic positures
- Images that tell own stories or support stories
- Natural daylight and airy spaces
- Plants, soft textures, warm tones

Don't

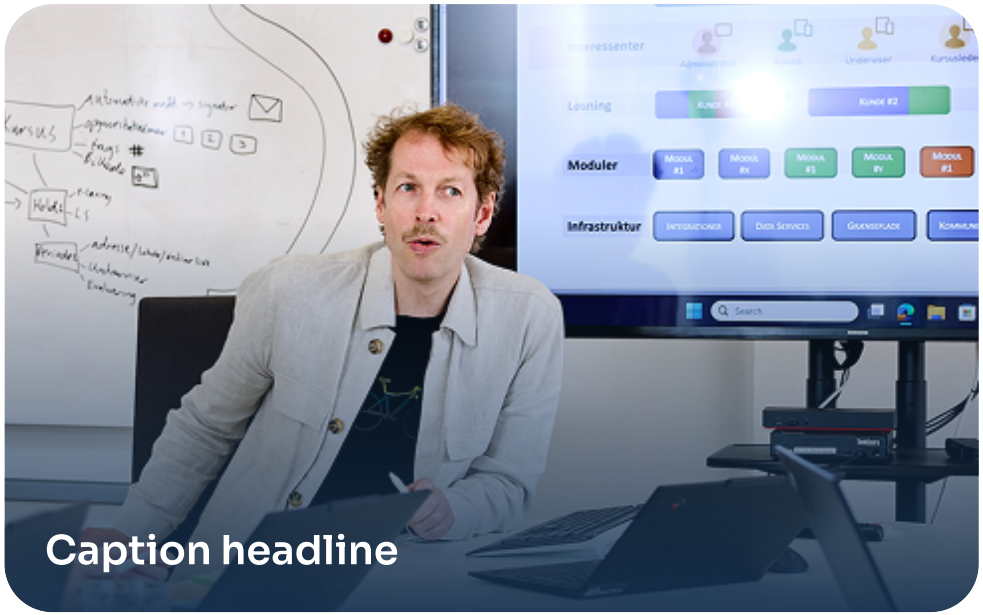
- Staged stock photography
- Heavy filters or unnatural color
- Clichés like posed handshakes

Overlays

When text sits on a photo, add a color overlay so it stays legible. Use a solid Midnight Blue wash for full-image text, or a bottom-up gradient when the focal point should stay visible. Aim for at least AA contrast.



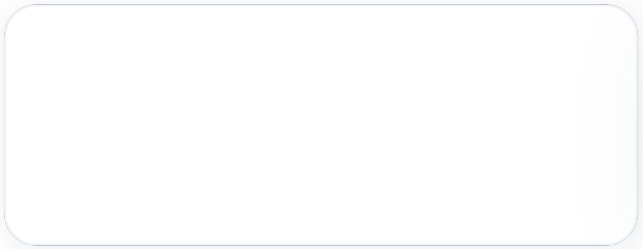
Solid · rgba(22,48,79,.6)



Gradient · bottom-up Midnight

Shadow effect

Shadows lift cards and images gently off the surface. Keep them soft, low-contrast and tinted with Midnight Blue. Never harsh black.



Small

`0 2px 8px rgba(22,48,79,.08)`

Medium

`0 10px 28px rgba(22,48,79,.10)`

Large

`0 22px 48px rgba(22,48,79,.14)`

Blobs

The organic blob is our signature visual device. It softens our layouts and carries the organic side of the brand — as a frame for photography, a backdrop for product shots, or a container for a quote.

The three shapes

These are our only three blob shapes. Never draw new ones — pick the shape that best fits the space.

Pebble

Lake

Bean

Rules

Shadow only on blobs with image inside

Any blob shape may carry a shadow when an image sits **inside** it. Never add a shadow to the blob when an image or element is layered **on top of** the blob.

It may break the frame

A blob doesn't have to sit fully inside the frame — let it bleed off the edge for a more organic composition.
See the hero blob on the cover.

Scale, rotate and flip freely

Resize, turn and mirror the shapes to fit the layout — as long as the proportions aren't stretched, so the silhouette stays recognisable.

Always a palette color

Fill blobs with colors from our palette only. As a background element it must stay light and quiet — never Ruby, and never a color that competes with the content in front of it.

How to use them



Image in a blob

Mask a photo into an organic shape. Keep the subject centered with breathing room, the blob crops the edges.



Blob behind image

Place a soft Light Blue blob behind a rectangular screenshot to add depth and warmth without competing with the content.

In practice



Image inside the blob — shadow allowed.

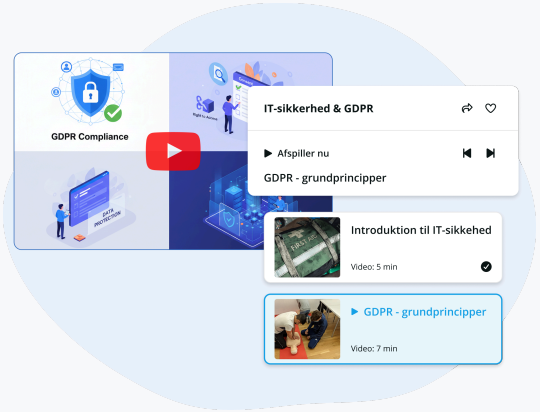


Image on top of the blob — no shadow on the blob.



A blob as a quote container — a filled shape may use a strong palette color.

Buttons & icons

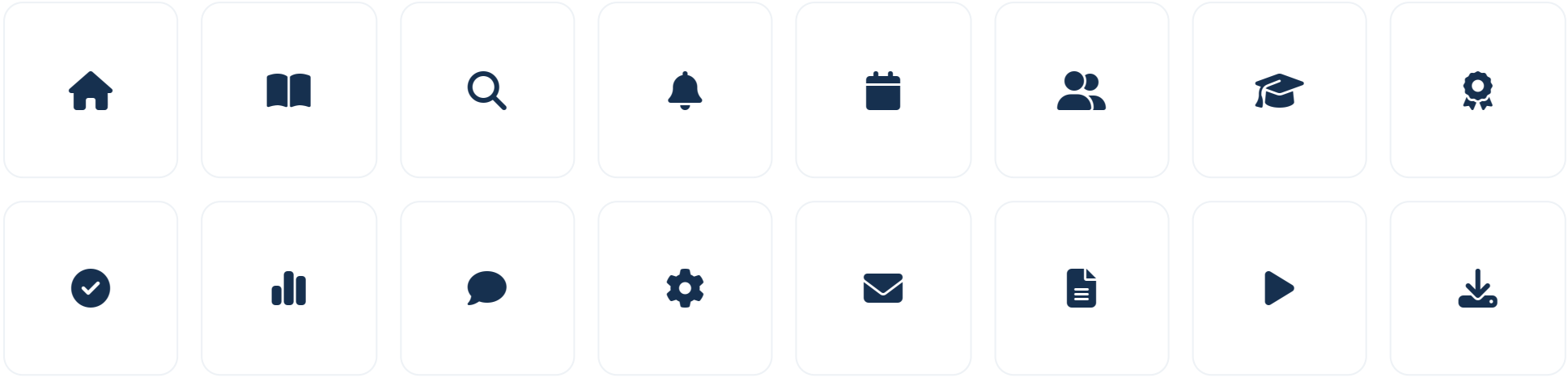
Buttons use Figtree SemiBold and an 8 px corner radius. One clear primary action per view; everything else steps back.

Primary Secondary Tertiary Call to Action Pill Disabled

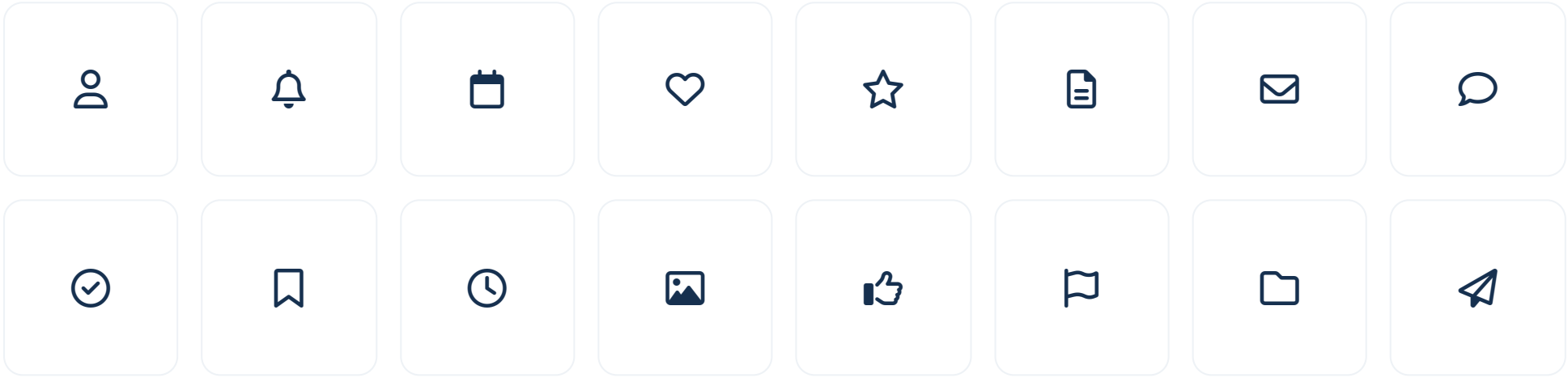
Icons

We use the **Font Awesome** library, the Classic family in both **Solid** and **Regular** styles.
Size icons on the 8 px grid (16 / 24 / 32 / 48).

CLASSIC · SOLID fa-solid



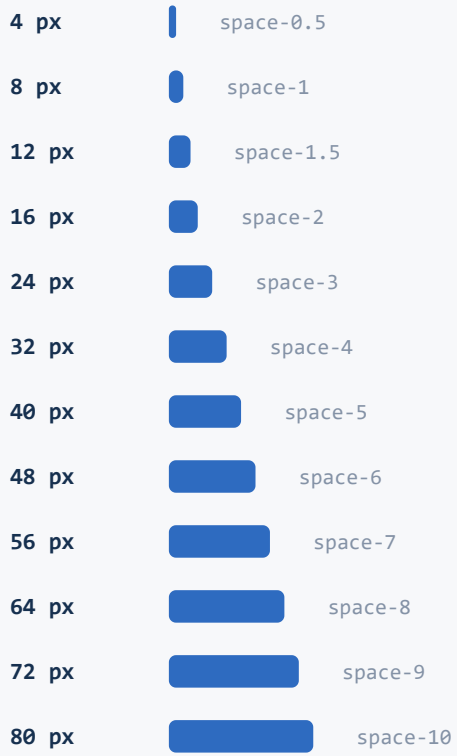
CLASSIC · REGULAR fa-regular



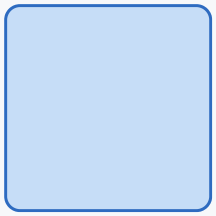
Spacing & shape

Everything sits on an 8 point grid. Consistent spacing and a small set of corner radius keep layouts calm and unmistakably Plan2learn.

Spacing & padding — 8 point grid system



Corner radius



8 px — Small

Buttons, inputs, tags, small chips



24 px — Large

Cards, containers, modals, image frames



Rounded — Pill

Pills, icon buttons, toggles

Tone of voice

We sound like a professional, knowledgeable and helpful collaborating partner. Clear, human and confident, never corporate or condescending. We write to develop people and stregthen organisations, so we keep it plain and useful.

Our voice is the same whether we're writing a button label, articles, posts or ads on social media or newsletters. The tone of voice also mirrors oral presentations, videocontent and webinars. It provides clear understanding of how Plan2learn works: structured and dependable, but always warm and human. We meet people where they are, whether it is a Manager who is onboarding new employees, a course provider, training in and organisation or an administrator documenting compliance. Every word should make the next step feel obvious and achievable.

Languages

We write in plain Danish, Norwegian, Swedish, Icelandic, German and English, favour the active voice, and explain things once, clearly, rather than hiding behind process language. When in doubt, we choose the wording a helpful colleague or collaborative partner would actually say out loud.

Clear

Say one thing at a time. Short sentences, everyday words, no buzzwords so the meaning lands the first time.

Human

Write to a person, not a role. Warm, respectful and encouraging. We're on the reader's side and always apply an outside-in perspective.

Confident

Be direct and own the message. Guide with clear next steps instead of hedging or over-explaining.

Do

Write like a helpful collaborative partner: warm and direct.

Use plain, active language and short sentences.

Be concrete and specific about the next step.

Lead with the user's goal and focus on their needs, not our features.

Stay encouraging and respectful of people's time.

Don't

Don't drown readers in jargon or buzzwords.

Don't oversell, hype or use exclamation overload.

Don't hide behind passive, bureaucratic phrasing.

Don't talk down to people or assume confusion.

Don't pad with filler. Cut every word you can.

Examples are made in our primary language, which is Danish and English.

SAY THIS

DK: "Plan2learn er en digital lærings og kommunikationsplatform. Et system bygget til at udvikle mennesker og organisationer gennem læring."

ENG: "Plan2learn is a digital learning and Communications platform. A system build to develop people and organisations through learning."

NOT THIS

DK: "Plan2learn er en digitalt LXP - alt i én platform. Et innovativt system bygget til at transformere og udvikle organisationer gennem styrkelse af medarbejderes læring"

ENG: "Plan2learn is a digital LXP system. A one stop shop. An innovative system build to transform and develop organizations through training of employees."