

docebo

Brand Guidelines

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Introduction

Who we are

Docebo helps global organizations turn learning into their competitive advantage by equipping employees, customers, and partners with the skills to adapt to change. Because technology can help you keep pace; but people set you apart.

Built with AI at its core, Docebo hyper-personalizes the learning experience, builds workforce readiness with skills intelligence, seamlessly connects to existing systems, and proves ROI with powerful reporting.

Today, more than 3,900 organizations and 30 million learners around the world trust Docebo to turn knowledge into action and action into growth.



[LEARN MORE AT DOCEBO.COM](https://docebo.com)

Company values

Grow together, win together

We know great people build great companies — and have fun doing it together.

Build with our customer

We deeply understand our customers needs, and build products that solve their problems.

Clear is kind

Clarity builds trust. Trust builds everything else.

Own outcomes

We own outcomes, not just execution.

Progress over perfection

We move fast and get things done because the future doesn't wait.

Not nostalgia. Momentum.

We started in Italy, home of the Renaissance. We're living another one and Docebo sits at the center of it. Our visual identity draws a line from 14th century craft to the technology unlocking human potential, seen through a futuristic lens.

Bold, human, and unmistakably distinct, the brand reflects a new era of learning shaped by curiosity, creativity, and innovation.

The design system is sculptural, aspirational, and free from expected technology tropes.



OUR BRAND VALUE

**Make Docebo
impossible to ignore.**

OUR TAGLINE

Never stop learning

Voice & Tone

Overview

Docebo's voice is confident, precise, approachable, and inspiring. Our tone is direct, outcome-obsessed, opinionated, and visionary—always clear, purposeful, and impact-driven. Check the long-form guide for full voice, tone, and style references.

Our voice

- **Confident**
- **Precise**
- **Approachable**
- **Inspiring**

It demonstrates clear leadership and human connection by eliminating hesitant language, cutting straight to the point without filler, and infusing corporate communication with personality, wit, and bold, actionable ideas.

Our tone

- **Direct**
- **Outcome-obsessed**
- **Opinionated**
- **Visionary**

It drives action by eliminating filler, focusing on measurable business results, boldly challenging traditional industry assumptions, and framing learning as a critical competitive advantage.

**Your AI is only as
good as *your people.***

Learning that scales from 100 to millions

docebo

Logo

Primary logo

Our logo is one of our most valuable brand assets.

Use the official Docebo wordmark in navy blue for everyday brand applications. A black version may be used as an alternative on light backgrounds and in one-color applications, while the white version is intended for dark backgrounds and one-color applications.



docebo



docebo



docebo

Clearance

Defined by the height of the "o" in the logo. The logo's smallest size should be 1 inch wide, so that it remains clear and legible.



docebo



1"

Best practices

Do

Keep the logo clearly visible and meet the minimum clearance guidelines.



docebo



docebo

Don't

Distortion and recoloring are strictly forbidden. Avoid poor placement applications.



docebo




docebo

Customer and partner lockups

Logos should be equal visual weight and balanced in the composition. Use a bar to separate the Docebo and associated partnership or customer logo. It is preferred that both logos are white on a dark background to create unity.

The distance between the logo and bar should equal two Docebo 'o's. Vertical bars should be the height of two Docebo 'o's, horizontal bars should be the width of four Docebo 'o's.



docebo skilable

docebo

skilable



docebo

skilable

docebo

skilable

Docebo + 365 Talents

When referencing learning and skills in relation to Docebo and 365Talents platforms and features, use the approved joint logo lockup. The lockup is fixed and must not be altered. Always use the logo exactly as provided.

The logo features the word "docebo" in a bold, lowercase sans-serif font. To its right is a plus sign, followed by the number "365" in a large, bold, sans-serif font. To the right of "365" is the word "TALENTS" in a smaller, uppercase sans-serif font. Below "TALENTS" is the tagline "a docebo company" in a very small, lowercase sans-serif font.

docebo + **365** TALENTS
a docebo company

The logo features the word "docebo" in a bold, lowercase sans-serif font. Below it is a plus sign, followed by the number "365" in a large, bold, sans-serif font. Below "365" is the word "TALENTS" in a smaller, uppercase sans-serif font. Below "TALENTS" is the tagline "a docebo company" in a very small, lowercase sans-serif font.

docebo
+
365
TALENTS
a docebo company

Sub-brands

Should be locked up with the Docebo logo according to this guide.

docebo **x**
University **x = x**

The cap height of the Docebo logo aligns with the x-height of the sub-brand wordmark. The sub-brand name is typeset in Figtree, ensuring consistency with the broader brand system.

docebo
University

docebo
Community

docebo
Maestros

Inspire branding

The Inspire logo is locked up with the Docebo logo and a custom wordmark in linear and stacked formats. Lockups are fixed and must not be altered. Only the year at the end of the wordmark changes annually.



docebo
INSPIRE27



**IN
SP
!R
E**27
docebo

Inspire City Series

The Docebo Inspire City Series logo is a custom lockup that combines the Docebo and Inspire logos with the City Series wordmark, typeset in Figtree, and a year-specific date.

City names may be added to the lockup in either the linear or stacked version. The city name updates based on the event location, while only the year at the end of the wordmark changes annually.



INSPIRE
docebo **CITY**
SERIES26



INSPIRE
docebo **CITY**
SERIES26 BERLIN



INSPIRE
docebo **CITY**
SERIES26
BERLIN

Brand alignment scale

We are a branded house. Use this scale to determine how closely a logo should align with the master brand. Logos on the left should adhere closely to core brand standards, while logos on the right may allow for greater creative flexibility and expression

BRAND ALIGNMENT CHART



Color & Pattern

Primary

The Docebo color palette is a core brand asset and should be used first and most often. These neon, digital-first colors are essential to the identity.

Use screens and spot colors whenever possible, as CMYK versions will appear muted and should be avoided when color accuracy matters.

NAVY BLUE

#06065D

C100 M78 Y0 K66

2768C

VIOLET

#7E2EE9

C61 M76 Y0 K0

265C

HOT PINK

#FF5DD8

C5 M61 Y0 K0

231C

Secondary

The secondary palette supports the core Docebo colors and should be used sparingly and intentionally. It provides flexibility for extended systems, but should never overpower the primary neon palette. Use it to complement, not replace, the core brand expression.

MAGENTA

#B627C6

C23 M80 Y0 K0

Purple C

NEON GREEN

#54FA77

C49 M0 Y56 K0

902 C Neon

COBALT

#0057FF

C90 M47 Y0 K0

285C

LAVENDER

#DCB7FF

C12 M27 Y0 K0

530C

LIME

#E3FFAB

C12 M1 Y23 K0

2295C

LIGHT BLUE

#A4DFFF

C38 M18 Y0 K0

283C

STONE

#E6DACB

C12 M10 Y14 K0

7527C

BLACK

#2A2923

C0 M0 Y0 K100

Black C

WHITE

#FFFFFF

C0 M0 Y0 K0

White

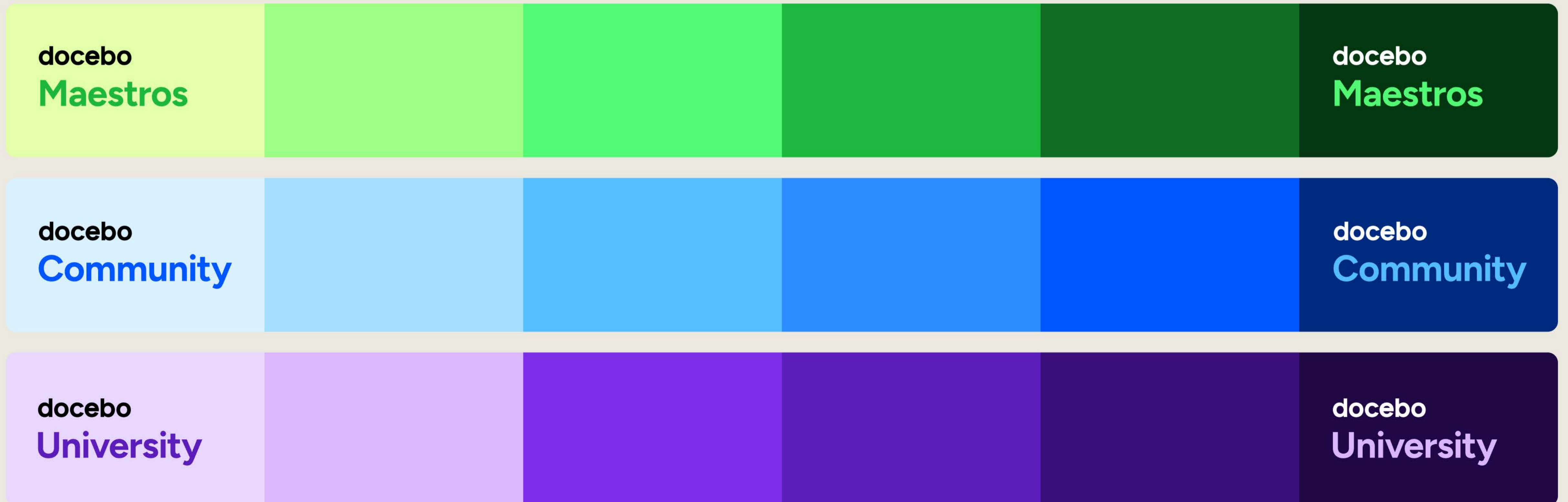
Tints and shades

Use for data, illustrations, and UI interaction (e.g. charts, hovers).



Sub-brand colors

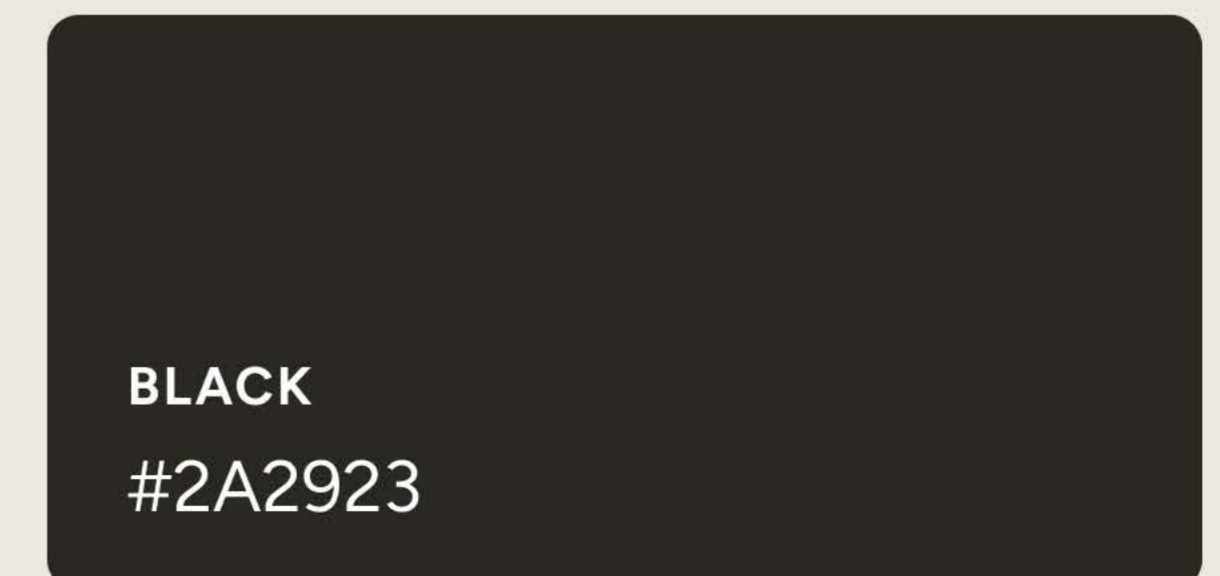
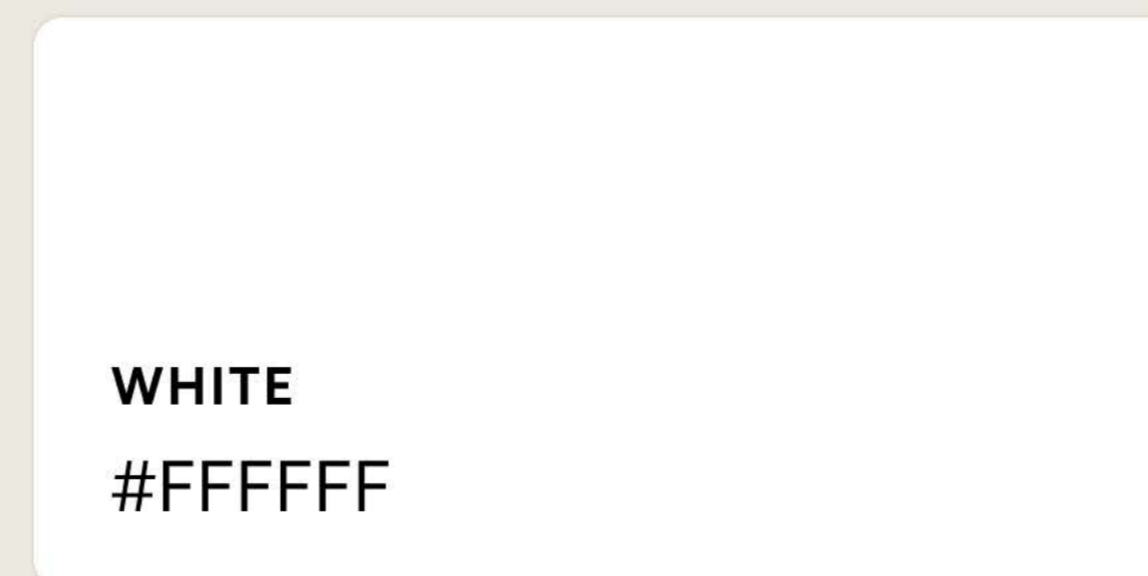
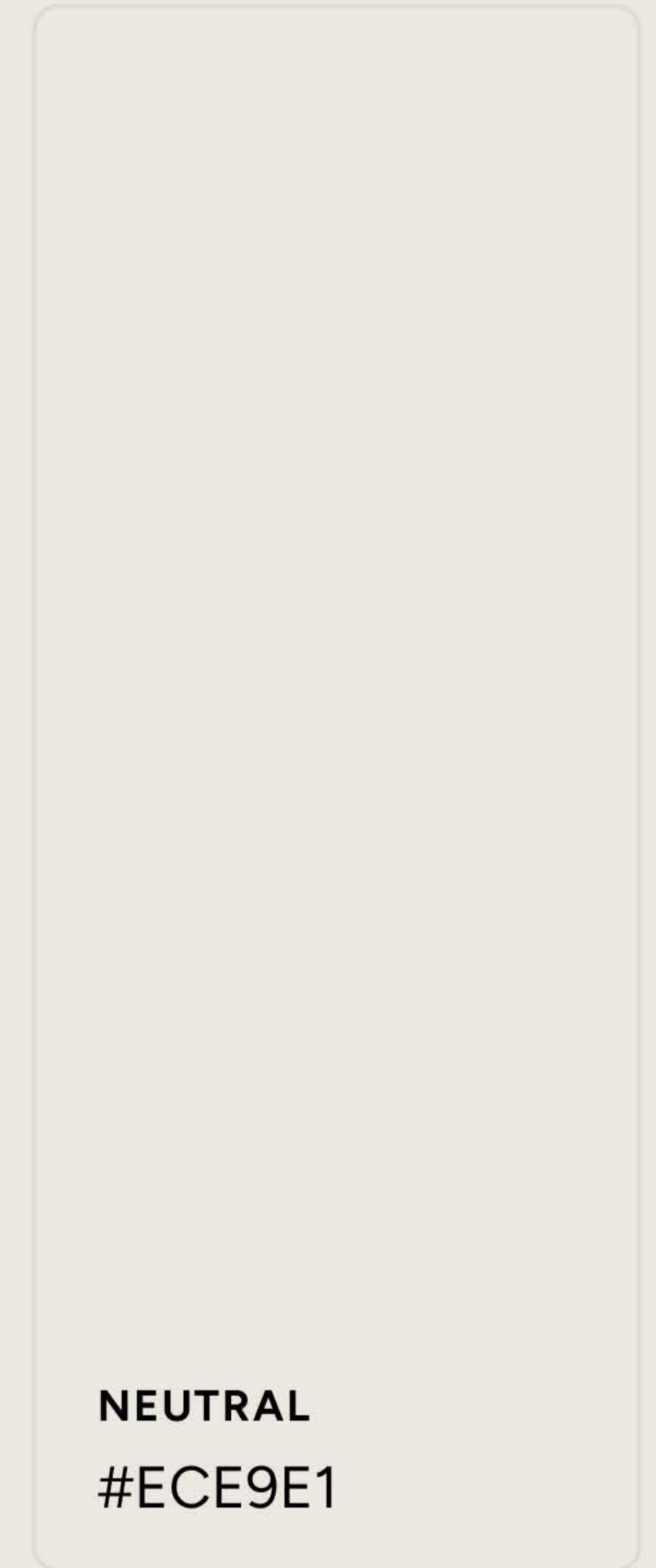
Each of Docebo's main sub-brands is aligned to one array of tints and shades. White, tan, and black may also be used.



Web primary color palette

The Docebo web color palette is designed for screens. Primary colors should be used most often, while secondary colors are created from tints and shades of the core palette to add depth and flexibility.

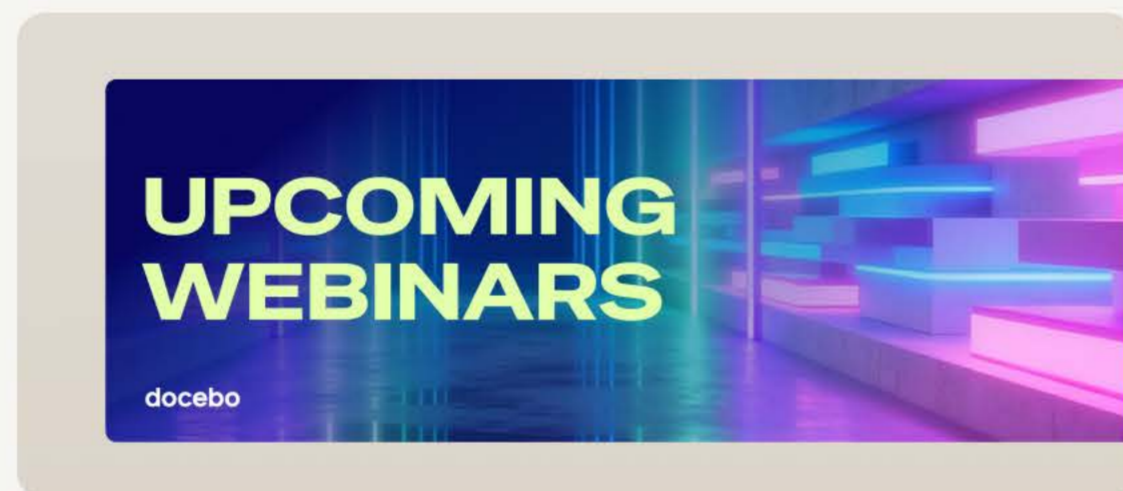
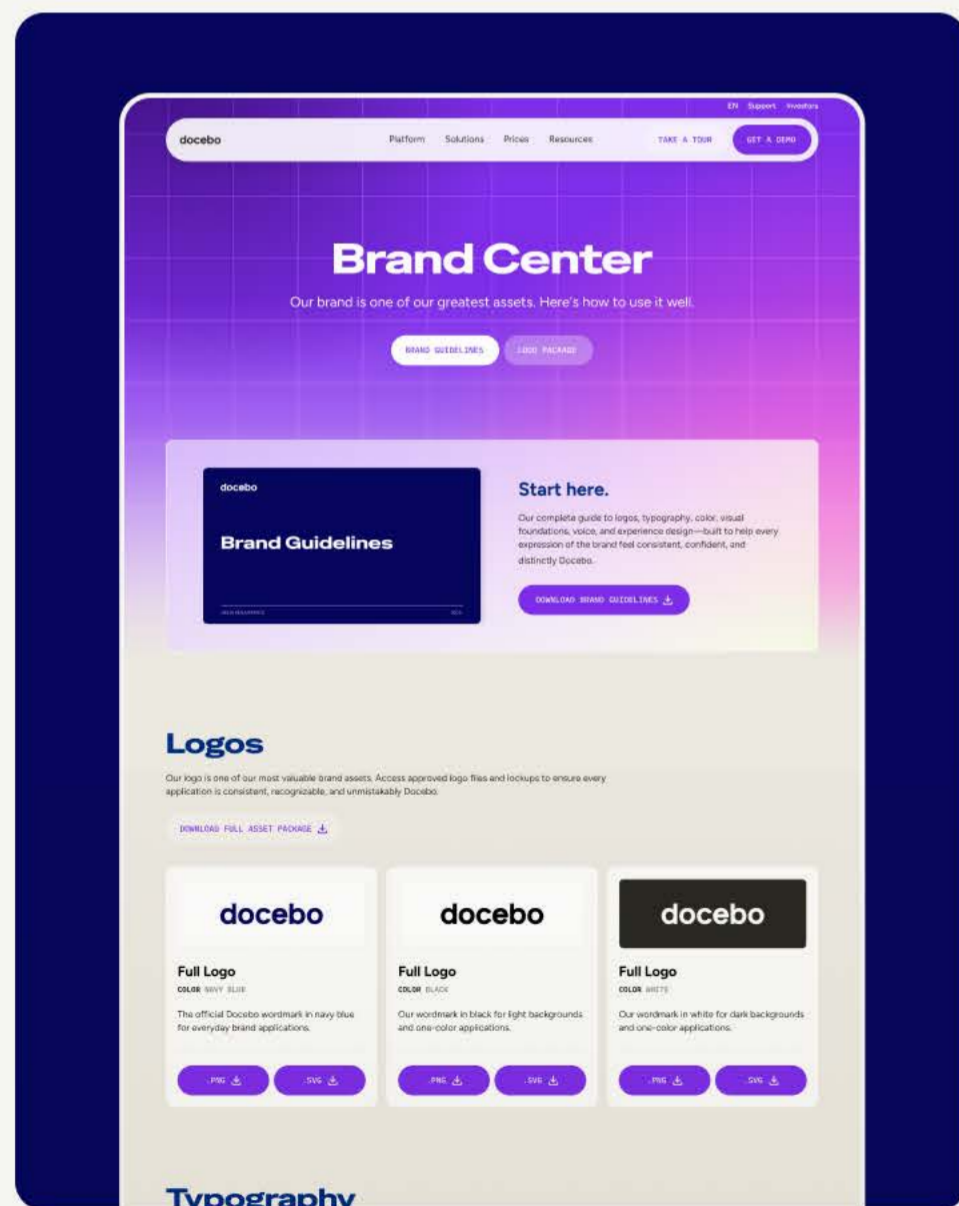
Use color dynamically to create movement, contrast, and visual hierarchy. Pair vibrant hues with black and white to anchor content, support accessibility, and ensure a clear, readable user experience.



Color application best practices

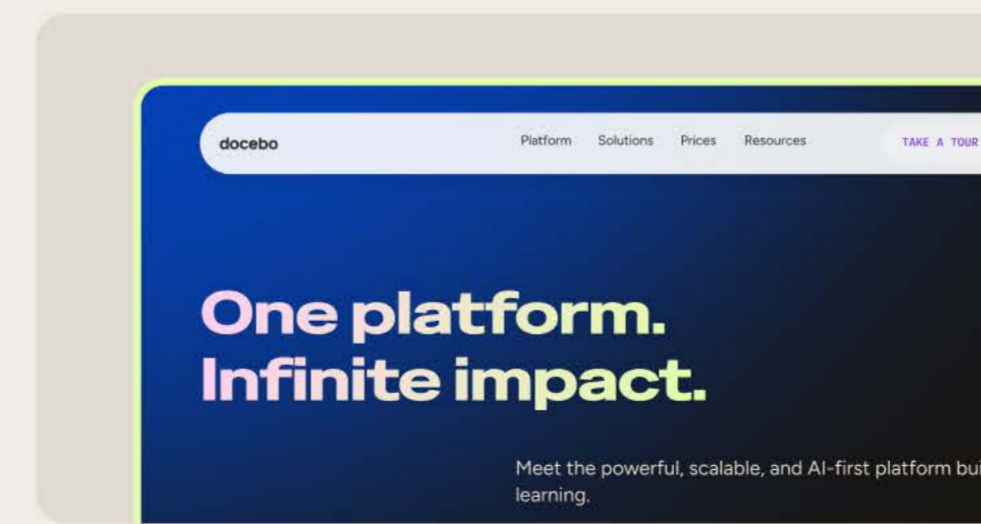
Do

Use the primary palette harmoniously and maintain sufficient contrast for accessibility, readability, and clear visual hierarchy



Don't

Avoid bright backgrounds behind text, gradients on typography, and low-contrast color combos. Prioritize readability, accessibility, and clarity.



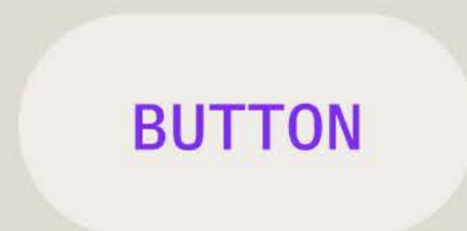
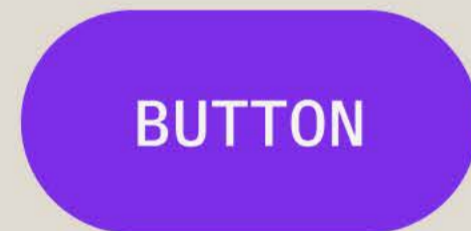
Web UI styling guide

Use standard buttons by default. Exceptions are allowed for special cases; document and scope them (e.g., a lightest green hover state). Default to the system and justify the exception.

BUTTONS

DEFAULT

HOVER



- ✓ Rounded corners
- ✓ Can use icons within borders, beside text
- ✓ Background blur on transparent buttons

STYLIZED LINKS

DEFAULT

HOVER

LINK →

LINK →

LINK →

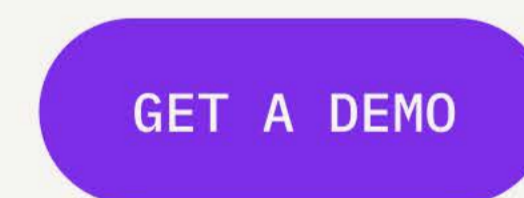
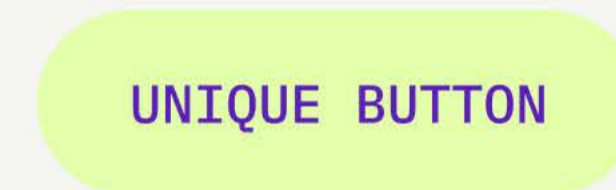
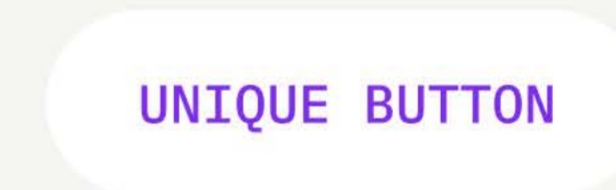
LINK →

- ✓ Always Violet or White, solid color
- ✓ Subtle, seamless hover states
- ✓ Separated from body copy

UNIQUE

DEFAULT

HOVER



- ✓ For spotlight CTAs
- ✓ Accessible accent color/gradient combos
- ✓ Used sparingly

Web form styling guide

Use the standard form design by default. The one visual exception: forms may appear on a sky background. All other background variations are off-limits. Text styling is always consistent, no exceptions.

H2 48/56

Body 16/24

Small body 13/24

Button 14/24

Small body 13/24

Contact sales

Let's chat. Our learning experts will walk you through everything you need to make learning your competitive advantage.

Business email

Phone

First name

Last name

Company name

Job title

Country

Number of learners

How did you hear about us?

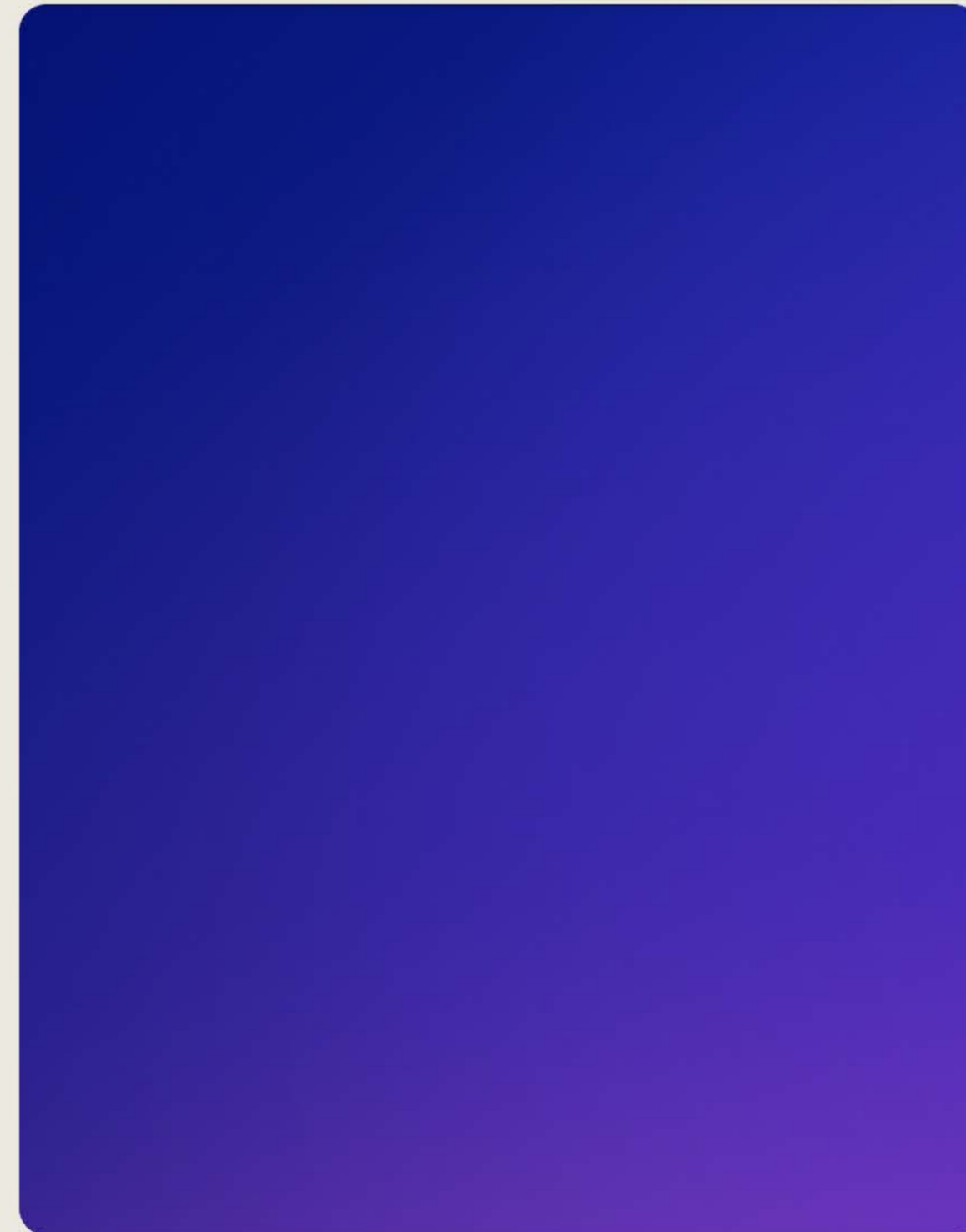
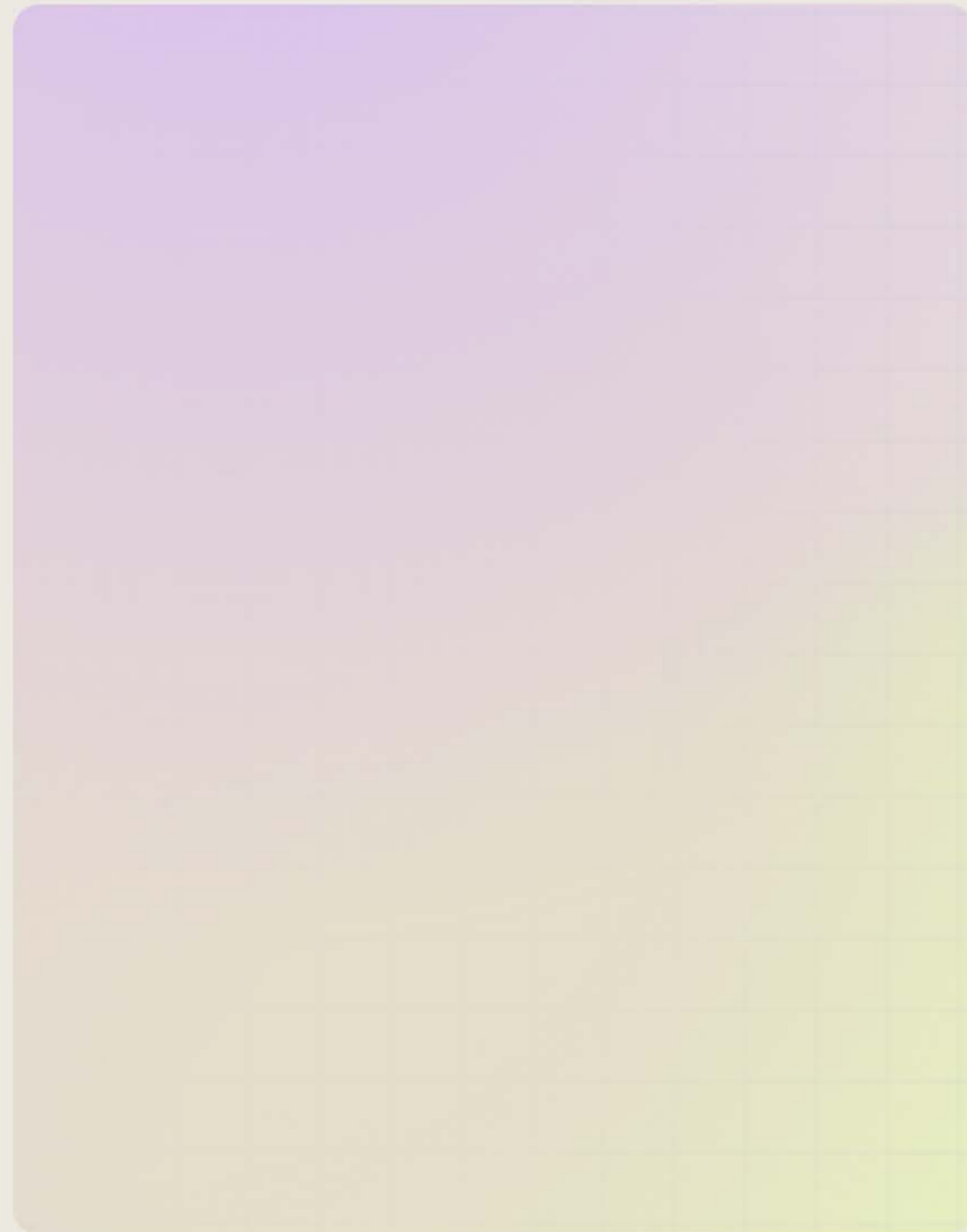
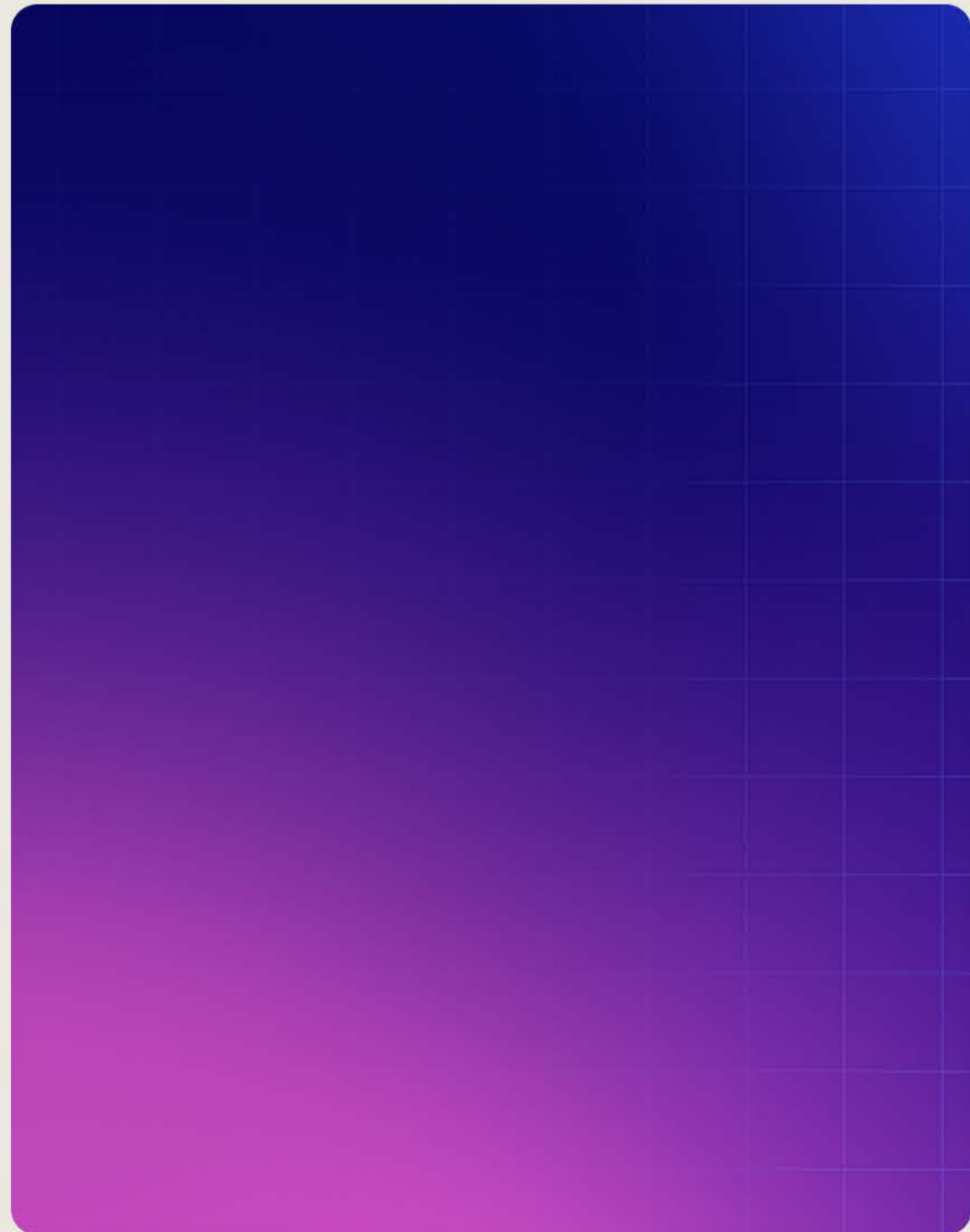
BOOK A DEMO

Your information will be processed according to our [Privacy Policy](#).

By clicking above, you authorize Docebo to contact and send you marketing communications.

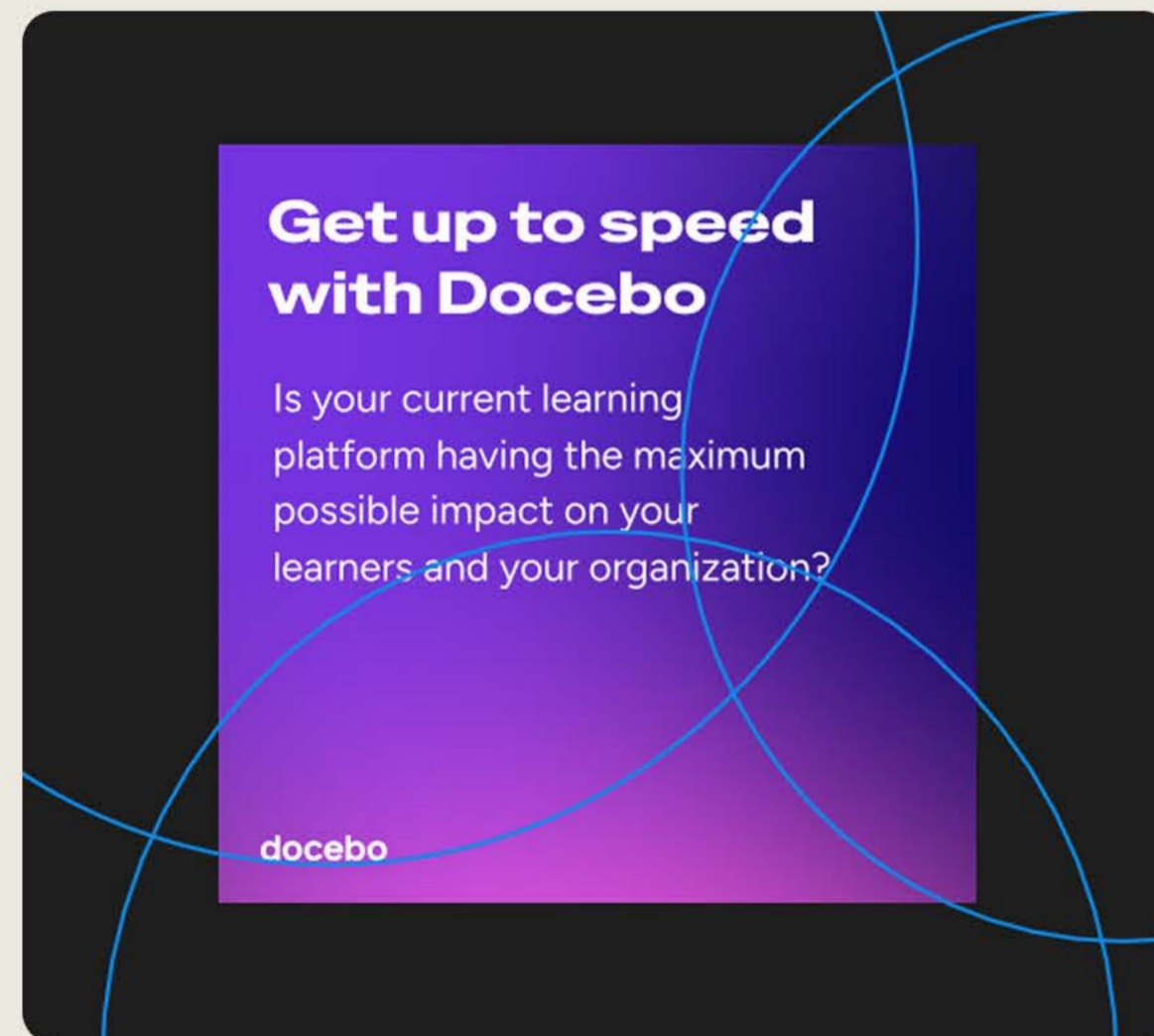
Gradients

Gradients bring depth and energy to our designs, giving flat surfaces life and dimension. We use both mesh and linear gradients. Keep colors pure and bright. Avoid mixing complementary colors.



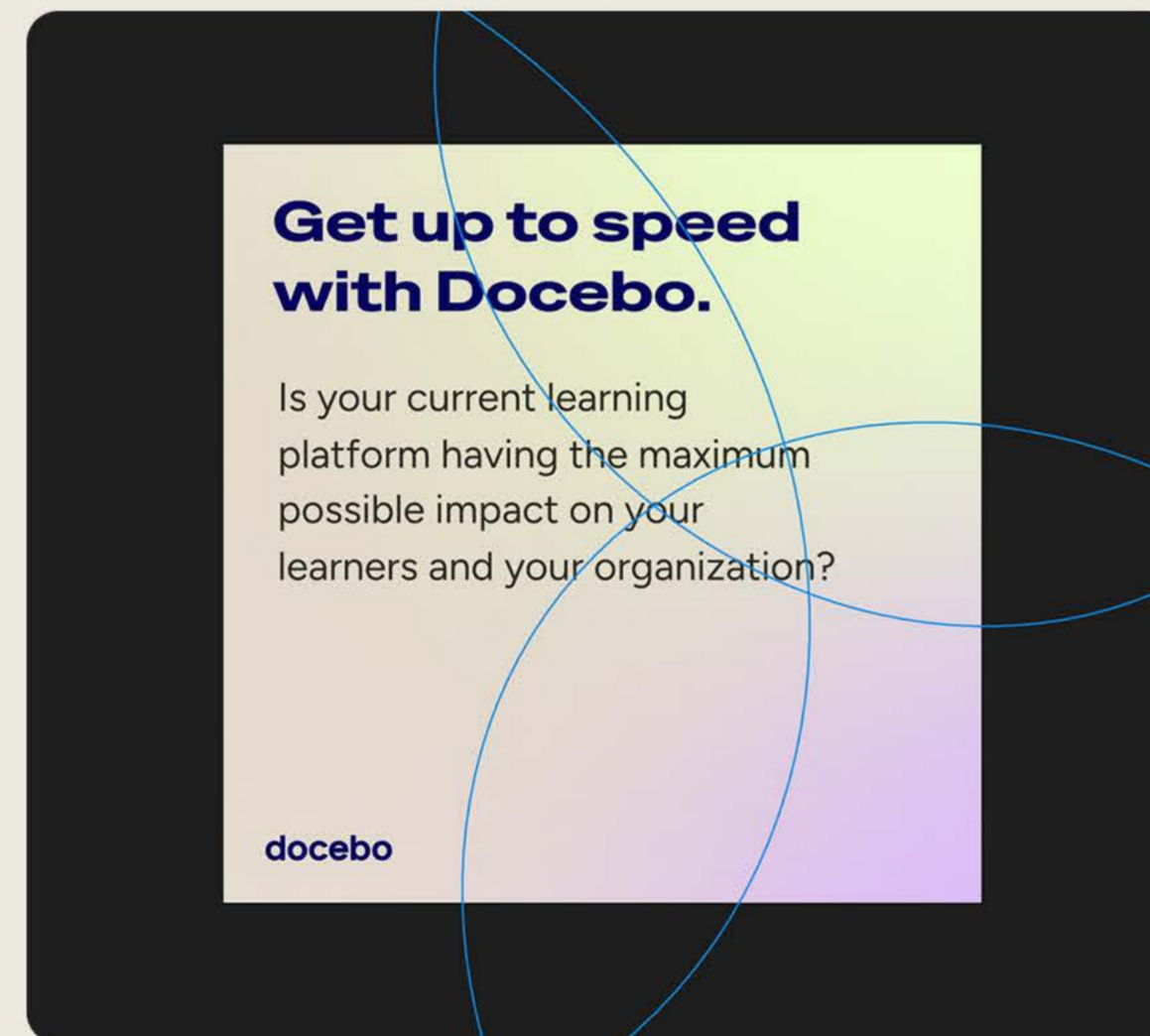
Gradient recipe: organic blur mesh

One signature look relies on mesh gradients made up of multiple highly-blurred ovals overlapping one another. Some examples:



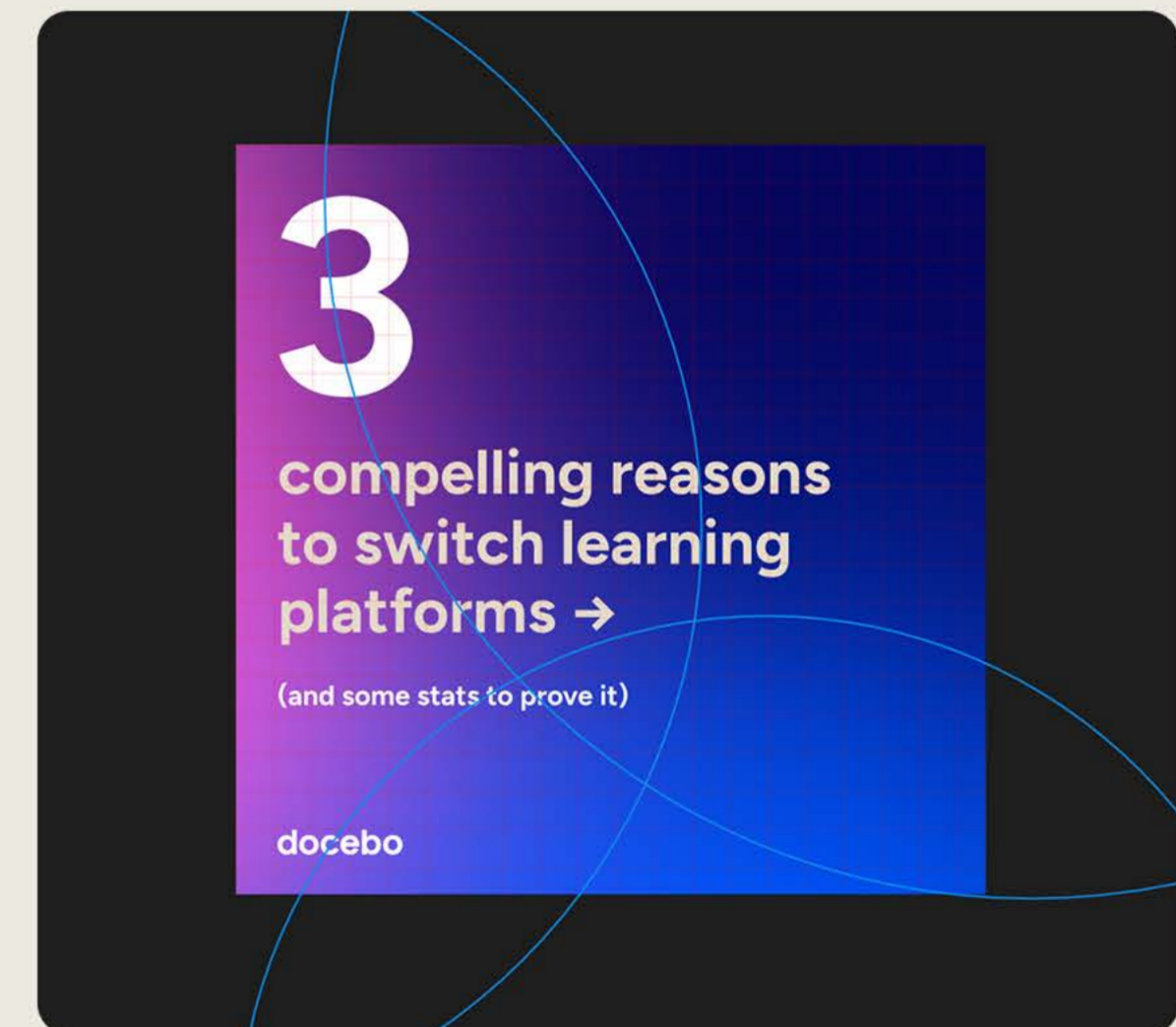
The foundation

Blend Navy Blue, Violet, Hot and Pink. Creates a sophisticated, high-contrast, moody atmosphere.



The contrast pop

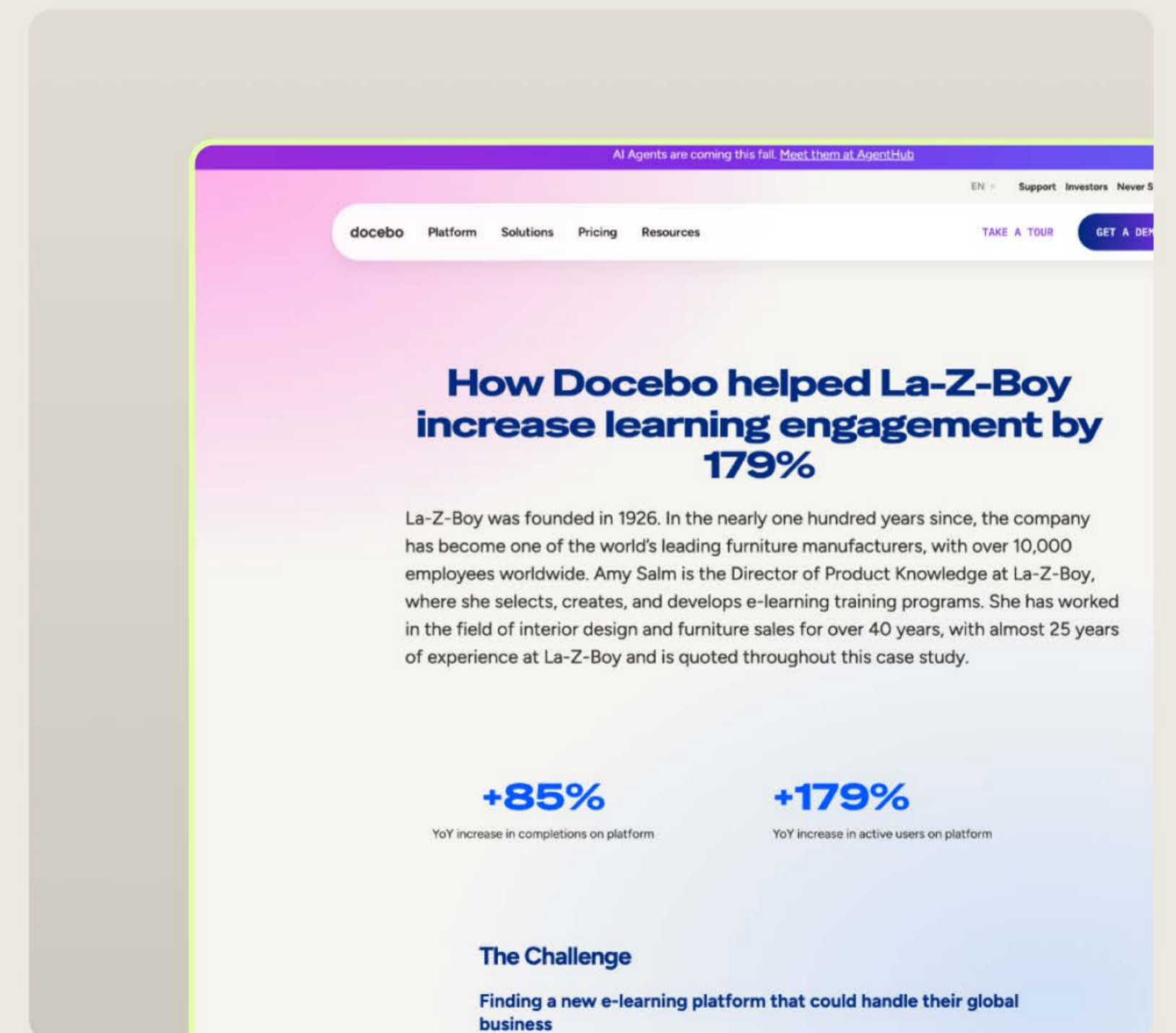
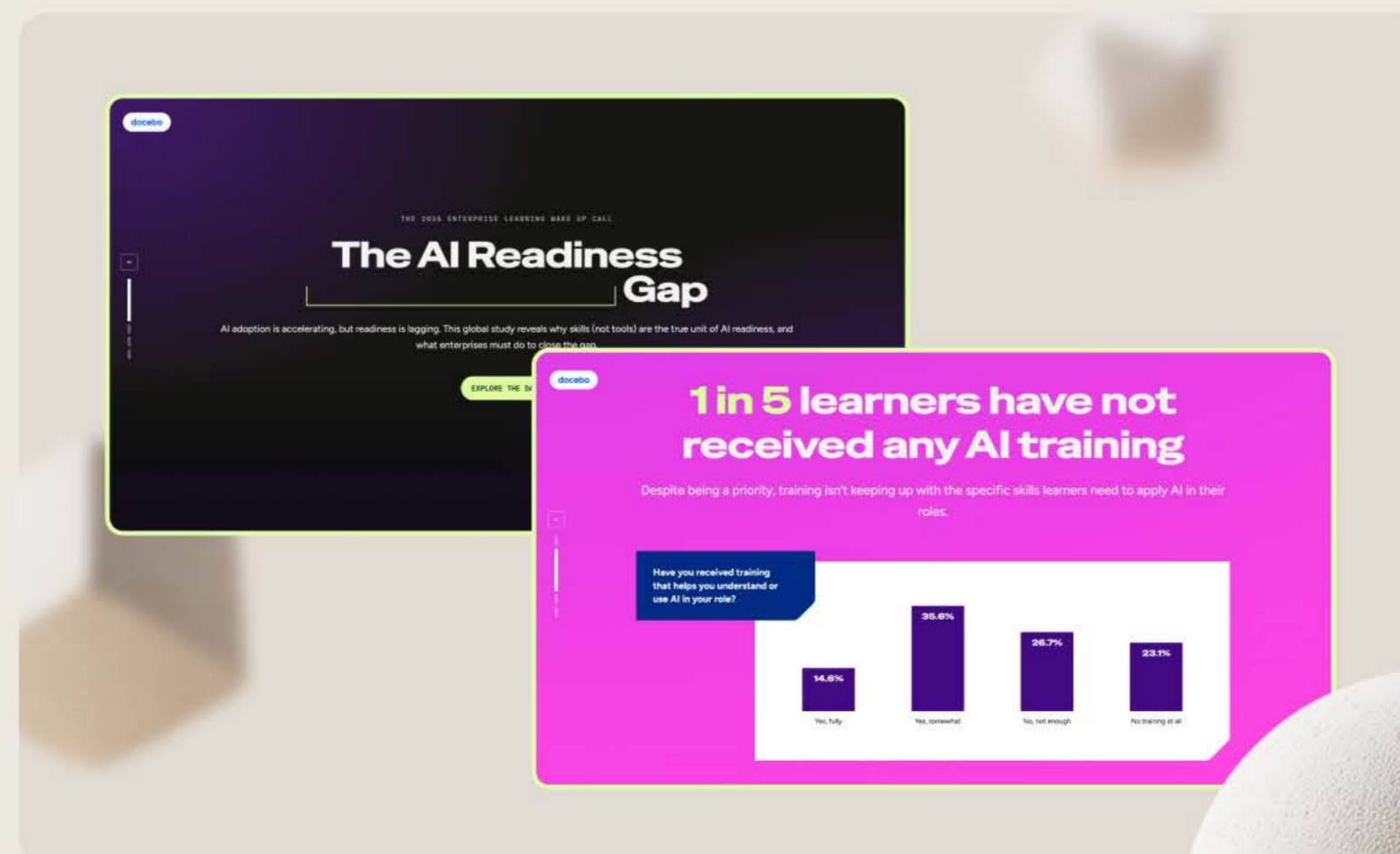
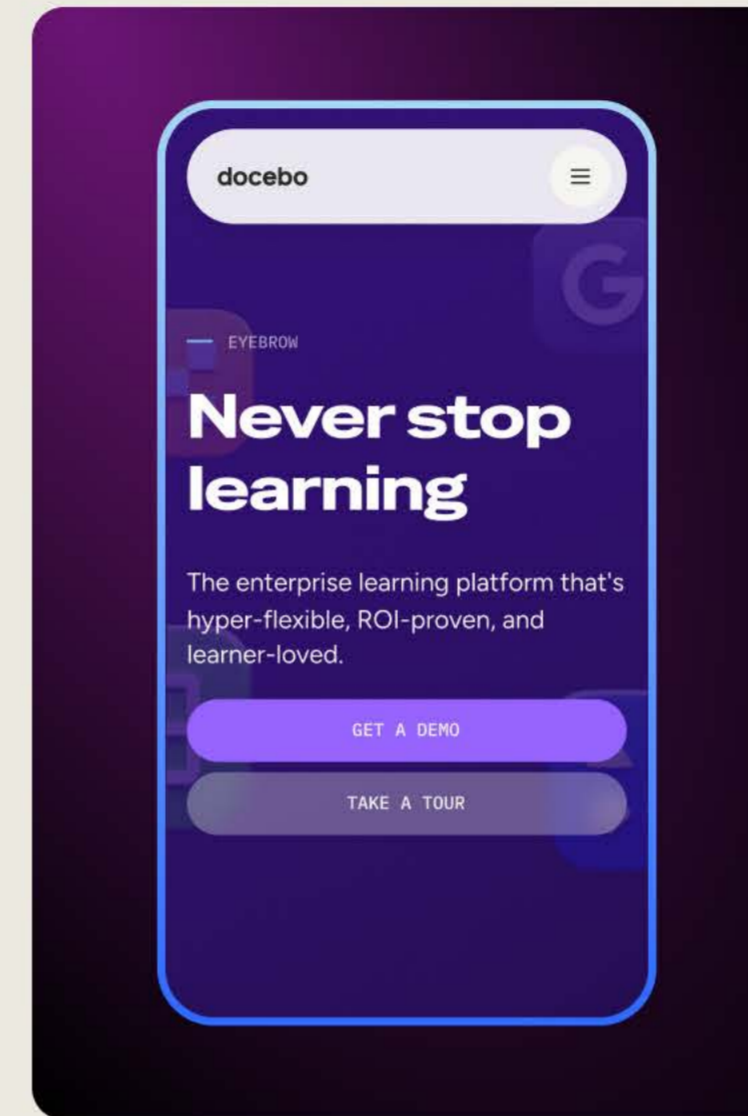
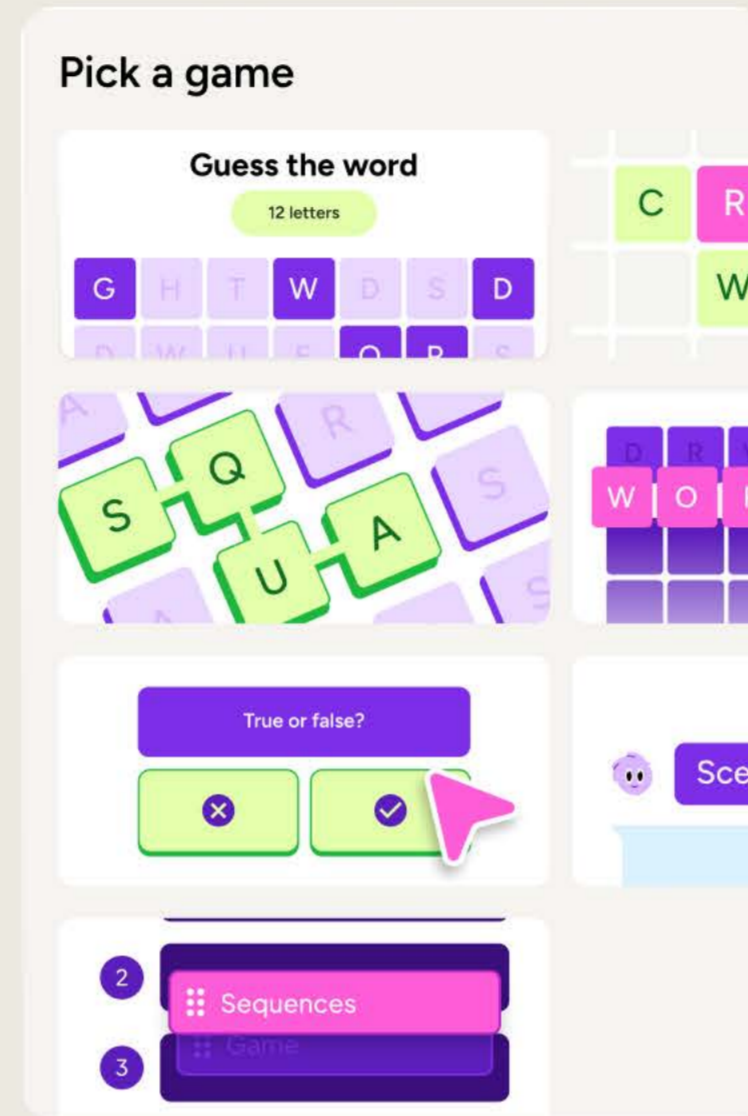
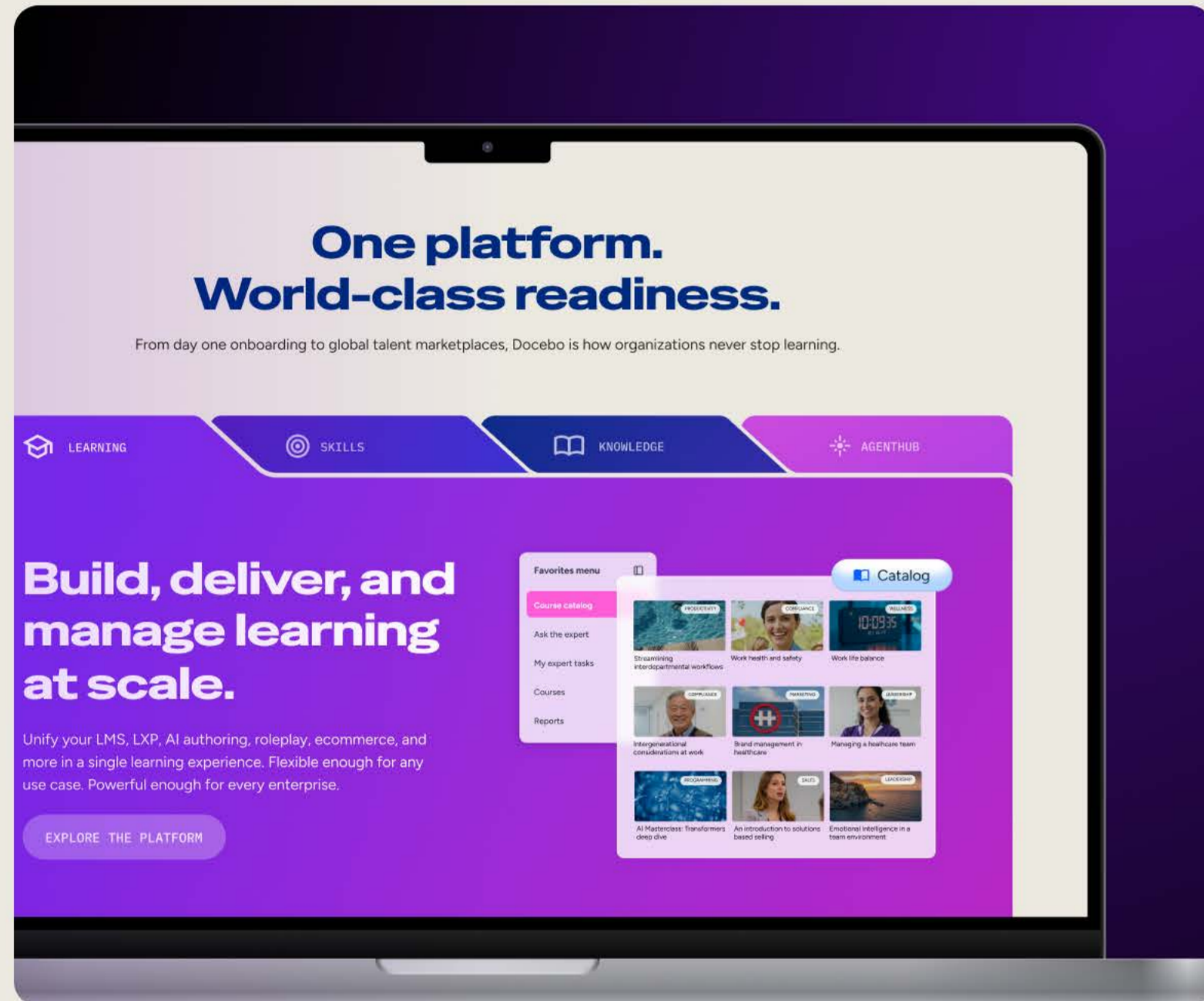
Pair Lime, Stone, and Lavender. Creates an unexpected, future-forward color vibration.



The neon highlights

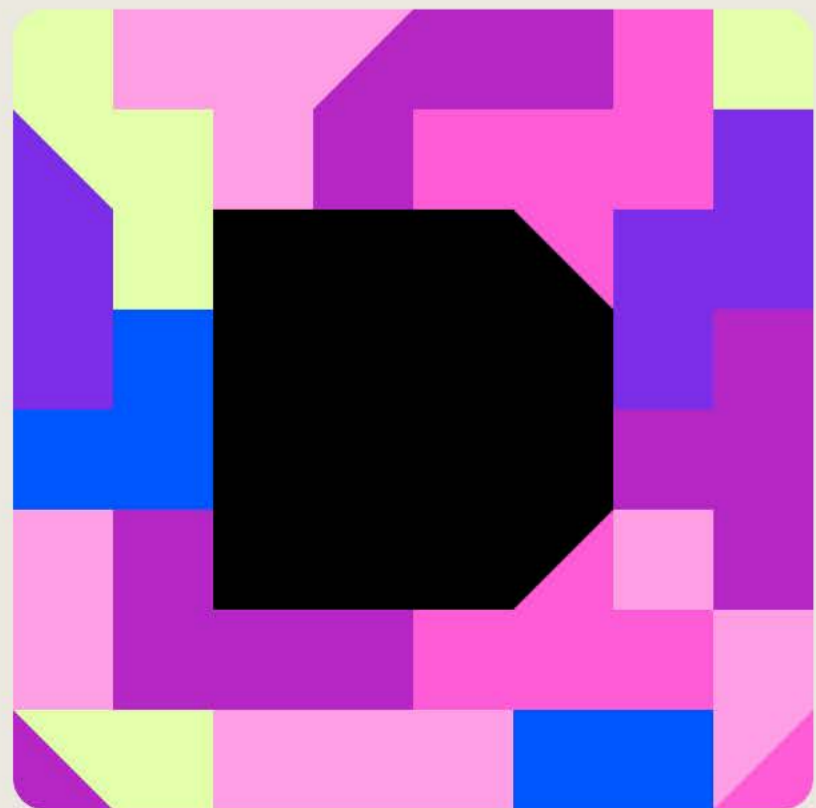
Inject ovals of Hot Pink, Navy, and Cobalt. Crucial: Keep Cobalt moderate. It is a spark, not a flood.

Color application



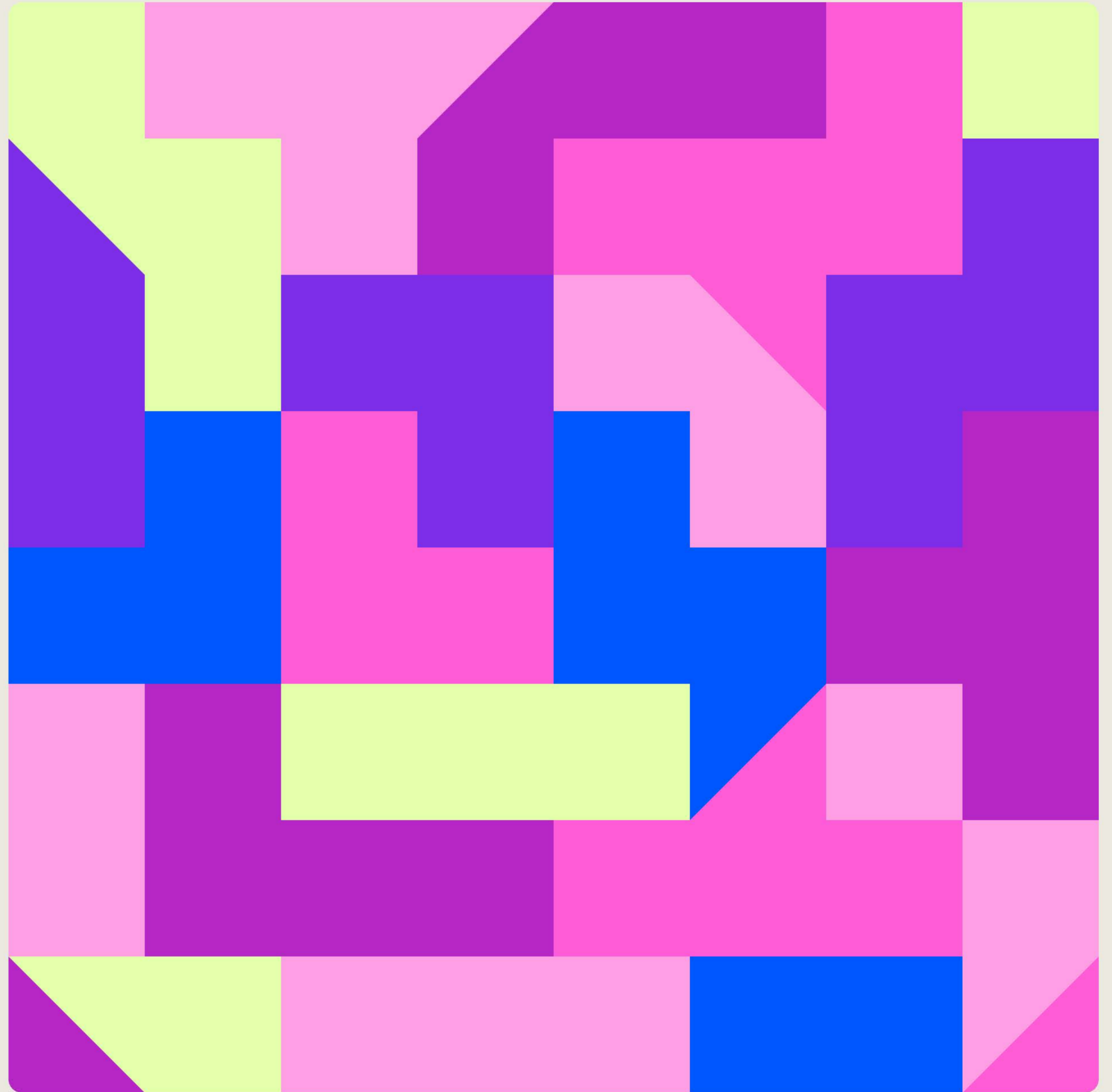
Signature camo pattern tile

Our signature camo pattern tile is a custom arrangement of geometric shapes on a fixed grid, deliberately composed to conceal a hidden "D" within the design.



Making the "D" visible

In some applications, we make the "D" impossible to miss by filling its shapes in black.

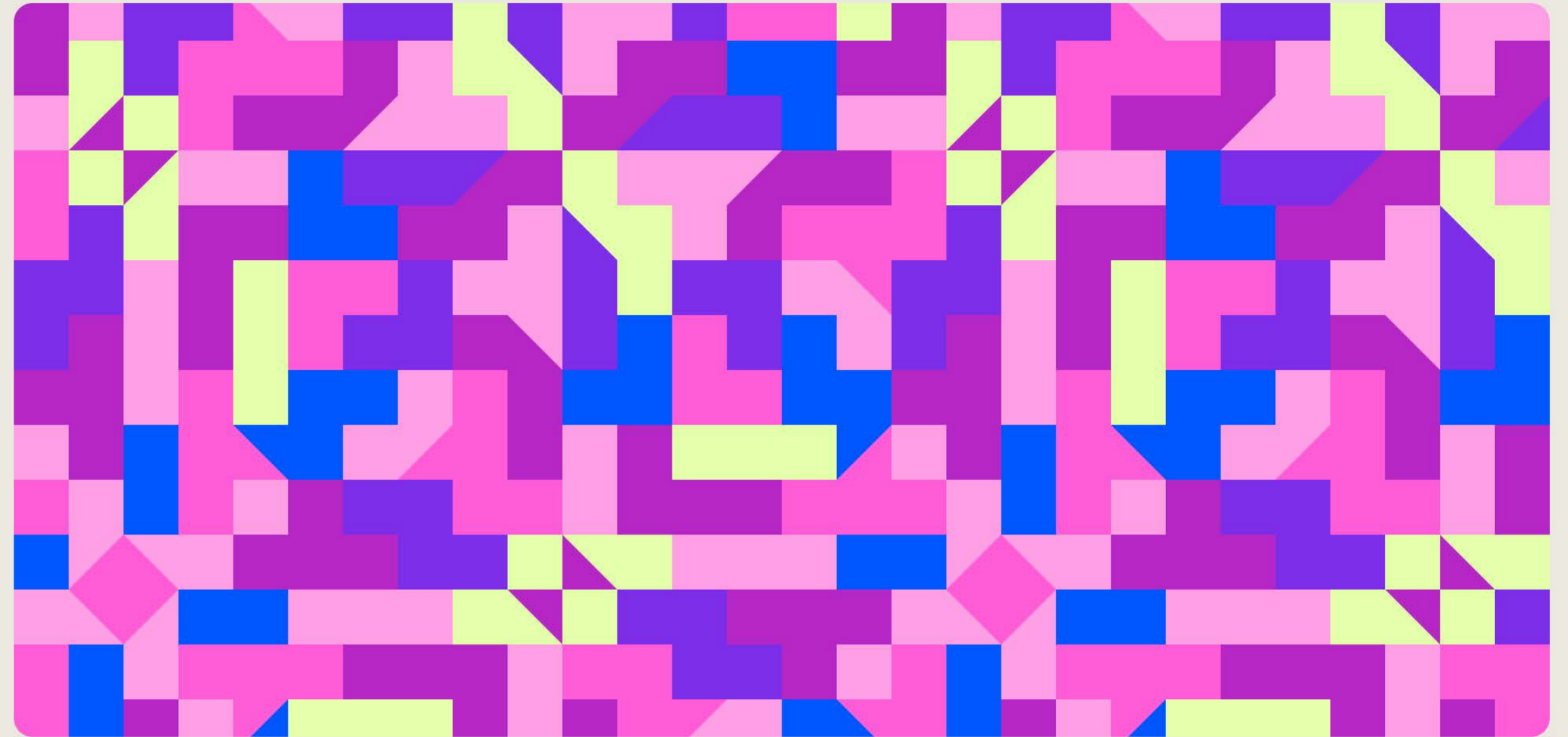


Camo pattern usage

The pattern design can be extended into a larger composition by rotating the tile 90 degrees in any direction. Use the pattern as a decorative device to brand secondary and tertiary elements.

The pattern may be used in full color or as a background texture.

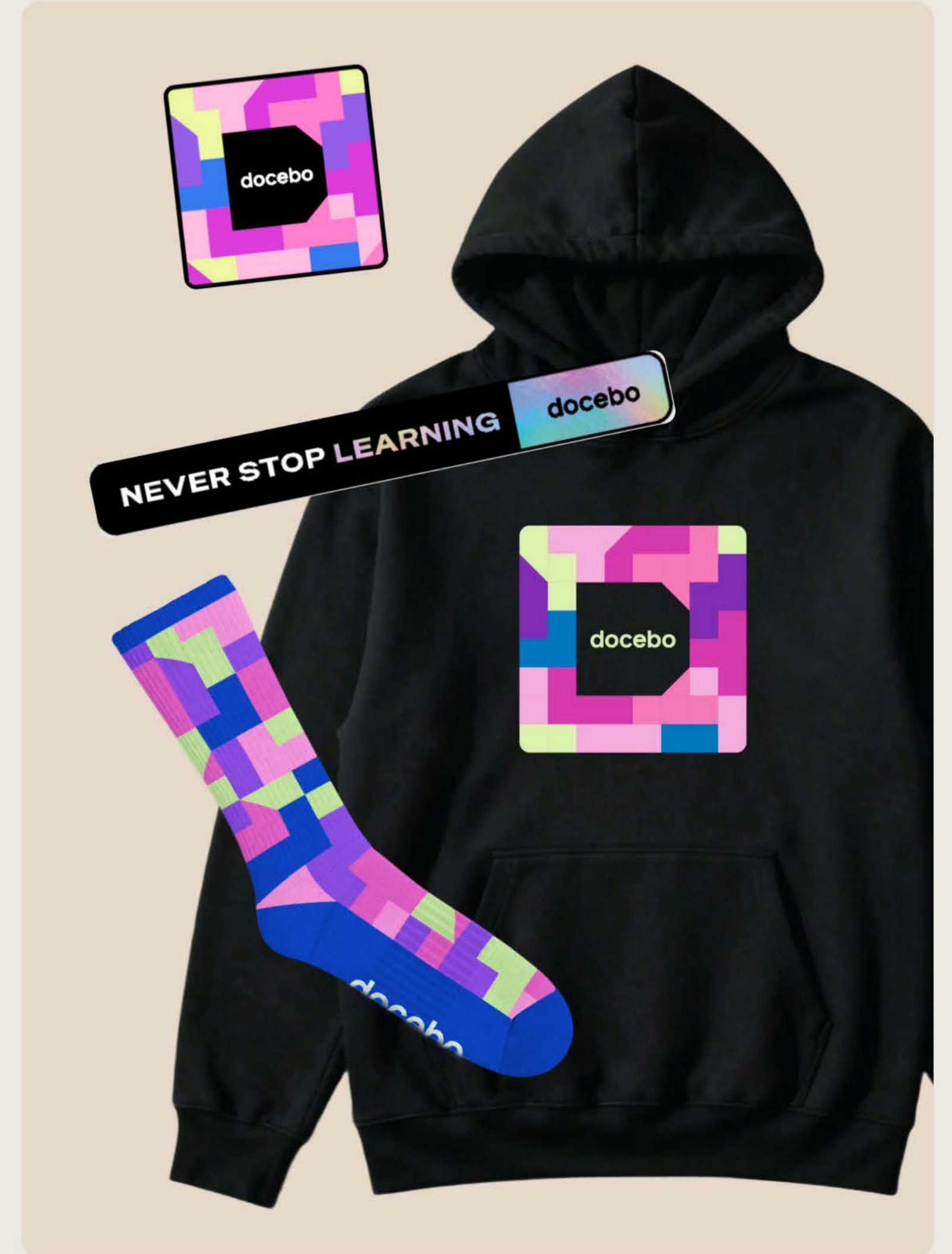
Do not distort the pattern or recreate new shapes. When using the pattern in full color, avoid creating large, solid blocks of color.



EXAMPLE

Layer	Color	Blend Mode	Opacity
Foreground color	Gradient Violet → Navy	None	80%
Re-color	Violet	Color	100%
Pattern	Full color camo pattern	None	50%
Background Color	Gradient Violet → Navy	None	100%

Camo pattern examples



Typography

Fonts

Docebo has four brand fonts.

Aa

**Special Gothic
Expanded**

For headlines

[GET THE FONT ↗](#)

Aa

Figtree

For body
and UI copy

[GET THE FONT ↗](#)

Aa

Lora

For quotes

[GET THE FONT ↗](#)

Aa

**IBM Plex
Mono**

For CTAs and
code snippets

[GET THE FONT ↗](#)

Hierarchy and scale

EYEBROW

Figtree Bold

HEADLINE

Special Gothic Expanded Regular

QUOTE

Lora Regular

LARGE BODY

Figtree Regular

BODY

Figtree Regular

CTA

IBM Plex Mono

OUTPACE CHANGE

Learning that drives growth

We've achieved and grown so much with Docebo;
I just can't imagine not having that platform.

Suzan Haizlip

VP of Learning and Performance Operations Manager, MidFirst Bank

LEARN MORE

Quotation marks

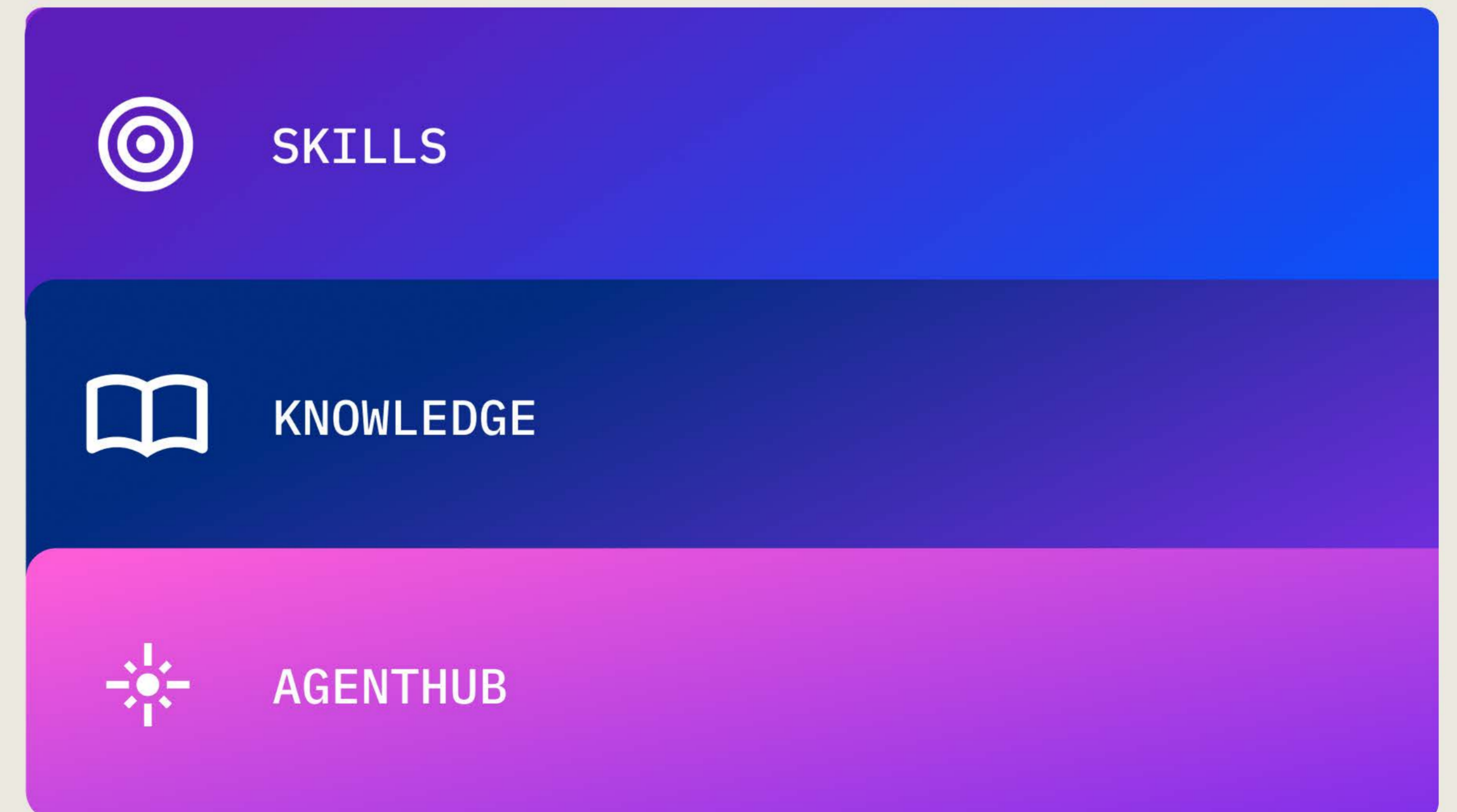
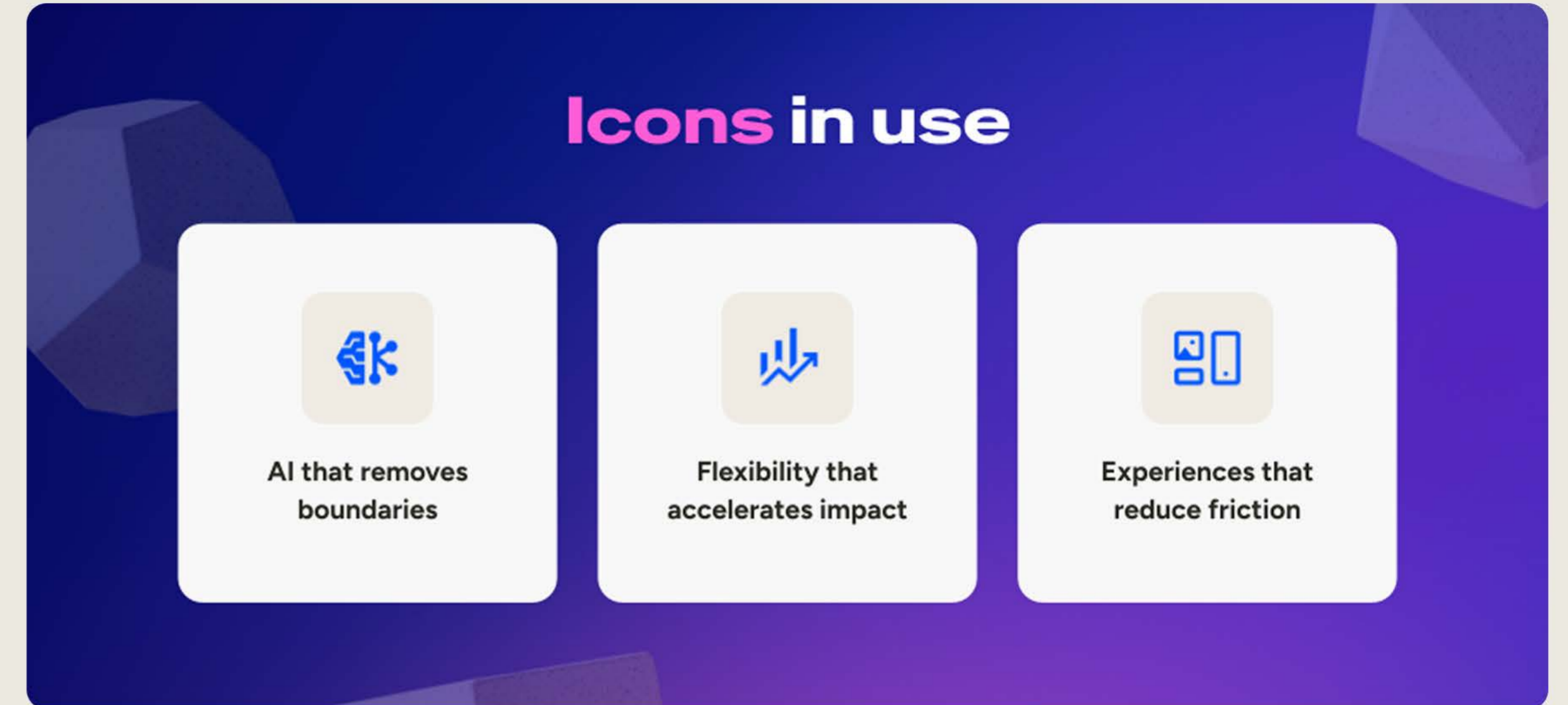
Use Mulish Bold for quotation mark symbols and quotation mark design elements. Quotes inside body copy can remain in the same font as the rest of the text.

“

Failure and attempt look exactly the same. What happens next is where the *difference* is seen.”

Icons

For the time being, take icons from latest Material Design icons. Choose rounded versions. For unique Docebo functionalities not covered by Material Design, use custom icons that adhere to Material Design's established principles.



Readability

If it can't be read, it isn't design. Scale is defined by context, distance, and the human on the other side.

The Rulebooks

We don't guess. Refer to these standards for compliance and universal readability:

Digital: Follow [WCAG](#) to ensure layouts support text resizing.

Physical: Read the [RGD AccessAbility 2 Handbook](#) for typesetting and low-vision standards.



Typographic libraries

Use the libraries to stay consistent. Each font library is purpose-built for a specific application, so it's important to reference the appropriate font styles and type scales for each context. This ensures typography remains cohesive, intentional, and aligned across every use case.

Web

All web text styles are pre-configured in Figma.

Digital

Social media, video, and digital first collateral such as presentations. Available through Figma.

Print

For reports, one-pagers and printed advertisements. Hosted in Adobe CC libraries.

Google Slides & Docs

Stick to the typography used in the template gallery for Slides and Docs.

Typescale in use: social

H3 69/80 —

To celebrate 5 years of Docebo Community, we asked members to share their #1 most helpful moment

Body L 57/80 —

Swipe to see what they said →

docebo

docebo

267 —

Body L 57/80 —

40%

of learning leaders cite AI adoption and fluency as the #1 pressure on learning strategy

H2 83/100 —

“Docebo is much more than an LMS: it's a strategic partner.”

H6 40/NA —

Body XS 28/42 —

Lucas Chauvin
Account Executive, Enterprise
Docebo

H2 83/100 —

Body L 57/80 —

1. Partner revenue

More than six in 10 partners say they don't get enough strategic guidance and seven in 10 say that

H3 69/80 —

Body XS 28/42 —

LEARNTEC GERMANY

docebo

May 5-7, 2026 | Karlsruhe
Hall 1, Booth B30

H6 40/60 —

The unseen cost of AI in learning: why workforce impact is the next governance challenge

Typescale in use: web

H1 72/80
Lead paragraph 24/32
CTA 14/24

The screenshot shows the top navigation bar with the Docebo logo and links for Platform, Solutions, Prices, Resources, TAKE A TOUR, and GET A DEMO. The main headline reads "Never stop learning" with a sub-headline: "The enterprise learning platform that's hyper-flexible, ROI-proven, and learner-loved." Below the text are two CTA buttons: GET A DEMO and TAKE A TOUR. A photograph of a man in a vest is partially visible on the right.

H2 48/56

H2 48/56
Body 16/24

One platform. World-class readiness.

From day one onboarding to global talent marketplaces, Docebo is how organizations never stop learning.

H4 24/32
Body 16/24

H2 48/56

The screenshot displays the Docebo platform interface with a purple header containing "LEARNING", "SKILLS", "KNOWLEDGE", and "AGENTHUB". The main headline is "Build, deliver, and manage learning at scale." Below it is a sub-headline: "Unify your LMS, LXP, AI authoring, roleplay, ecommerce, and more in a single learning experience. Flexible enough for any use case. Powerful enough for every enterprise." A "Favorites menu" is open, showing a "Course catalog" with various course cards. A "Catalog" button is visible in the top right of the interface.

Big Quote 40/52

Small Body 13/24

How Docebo works



Create and personalize content

Build interactive courses and coaching scenarios in seconds with AI. Then personalize for every learner to build skills fast.

Manage and automate learning

Take the busy out of busywork. Scale programs, audiences, and workflows from one powerful, secure platform.

Measure. Improve. Repeat.

See exactly how learning drives retention, productivity, and revenue. Then turn those insights into even greater impact.

“We’ve achieved and grown so much with Docebo; I just can’t imagine not having that platform.”

10% Higher compliance rates
\$11,000 Saved annually

Suzan Halzip, VP of Learning and Performance Operations Manager, MidFirst Bank

Typescale in use: print

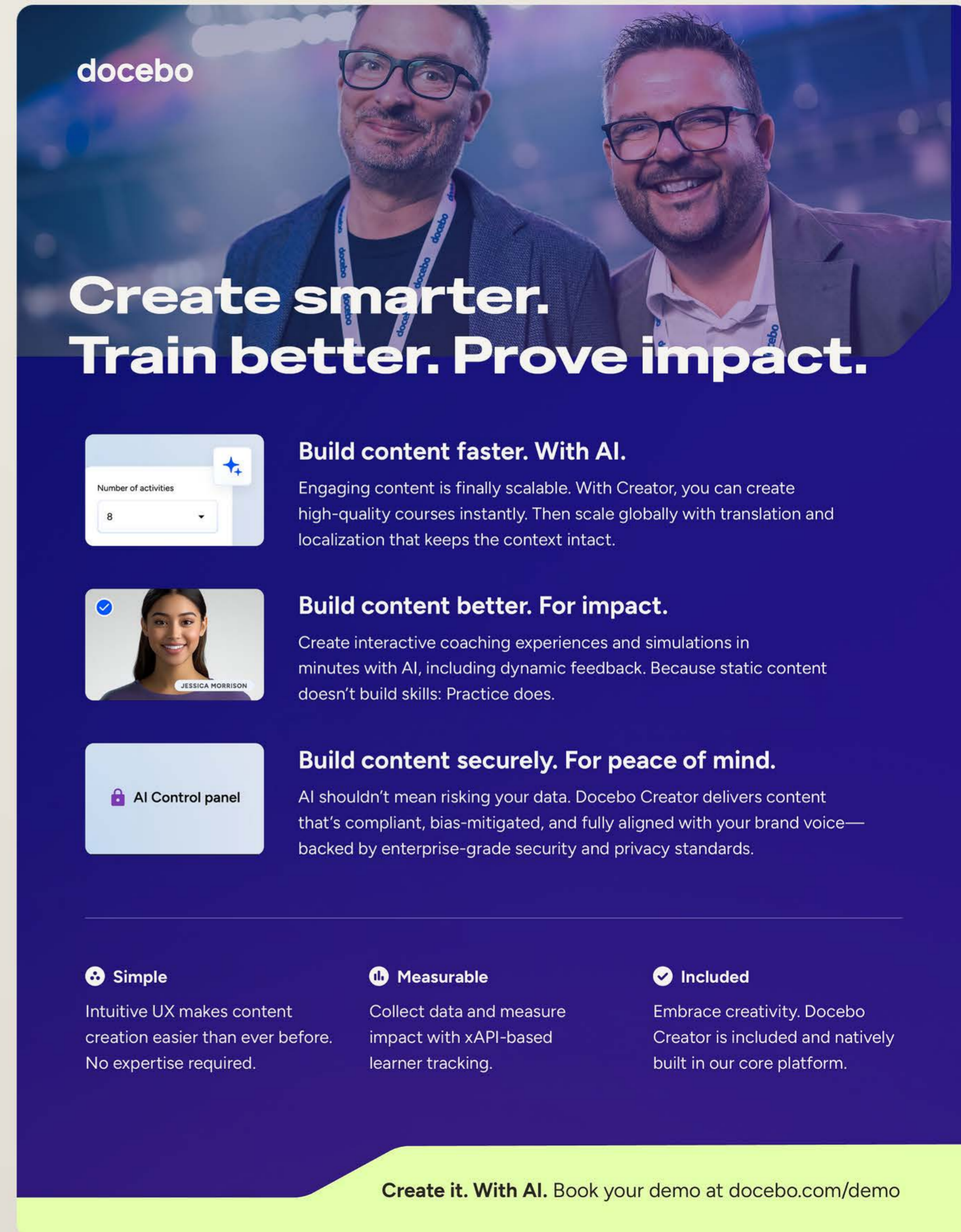
Instead of strictly following a strict 1.2 multiplier, the print system rounds font sizes to the nearest whole integer to hit standard editorial sizes. Line heights round off to work with the 5.5 pixel grid.

H 33/38.5

H4 16/22

Body 11/16.5

Body M 13/18



docebo

Create smarter. Train better. Prove impact.

Build content faster. With AI.
Engaging content is finally scalable. With Creator, you can create high-quality courses instantly. Then scale globally with translation and localization that keeps the context intact.

Build content better. For impact.
Create interactive coaching experiences and simulations in minutes with AI, including dynamic feedback. Because static content doesn't build skills: Practice does.

Build content securely. For peace of mind.
AI shouldn't mean risking your data. Docebo Creator delivers content that's compliant, bias-mitigated, and fully aligned with your brand voice—backed by enterprise-grade security and privacy standards.

- Simple**
Intuitive UX makes content creation easier than ever before. No expertise required.
- Measurable**
Collect data and measure impact with xAPI-based learner tracking.
- Included**
Embrace creativity. Docebo Creator is included and natively built in our core platform.

Create it. With AI. Book your demo at docebo.com/demo

Experience Design

Overview

Every experience should reflect category leadership through high-impact, brand-aligned design. Every element should serve a clear purpose, guiding visitors through a seamless and intentional journey.

Above all, we prioritize thoughtful execution and unwavering brand consistency to create a premium, memorable experience that leaves a lasting impression.



Experience design principles

01

Function

This is the foundation. It covers traffic flow, accessibility, meeting spaces, demos, visibility, staffing, and operations.

- Supports sales conversations
- Enables product demonstrations
- Accommodates meetings and presentations
- Maximizes traffic flow and sightlines

02

Form

This is the physical manifestation of the brand, expressed through architecture, materials, lighting, graphics, motion, and space.

- Reflects Docebo's visual identity
- Creates a distinctive architectural presence
- Leverages color, motion, and materials strategically
- Feels premium and contemporary

03

Story

A strong experience is grounded in a clear central idea that unifies messaging, interactions, and design into one story.

- What is the core narrative?
- What is the one thing visitors should remember?
- What business message are we communicating?

04

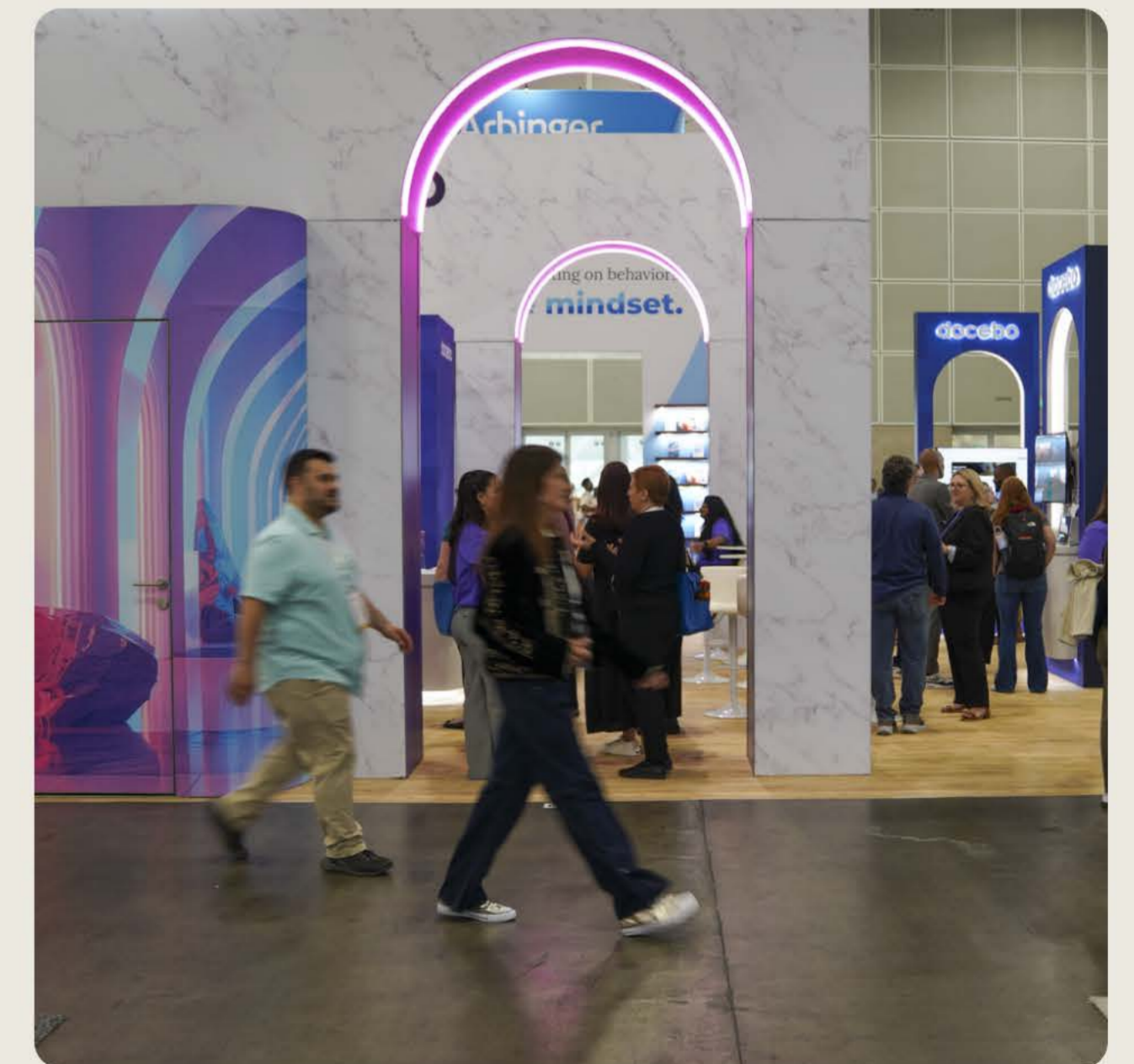
Engagement

This focuses on how visitors engage, interact, participate, explore, learn, connect, and take meaningful action.

- Stop
- Explore
- Participate
- Learn
- Connect
- Request a demo

Textures and accents

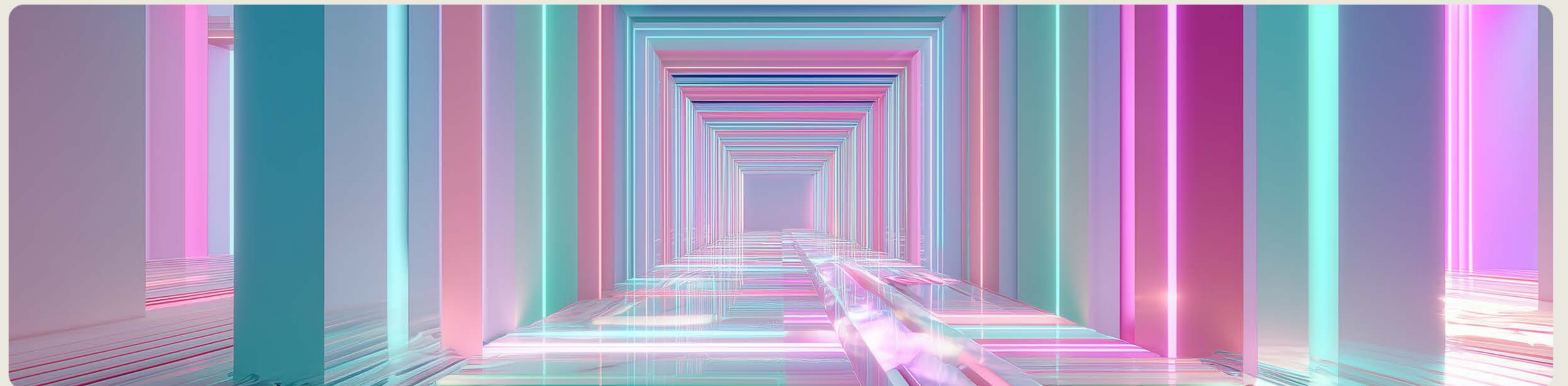
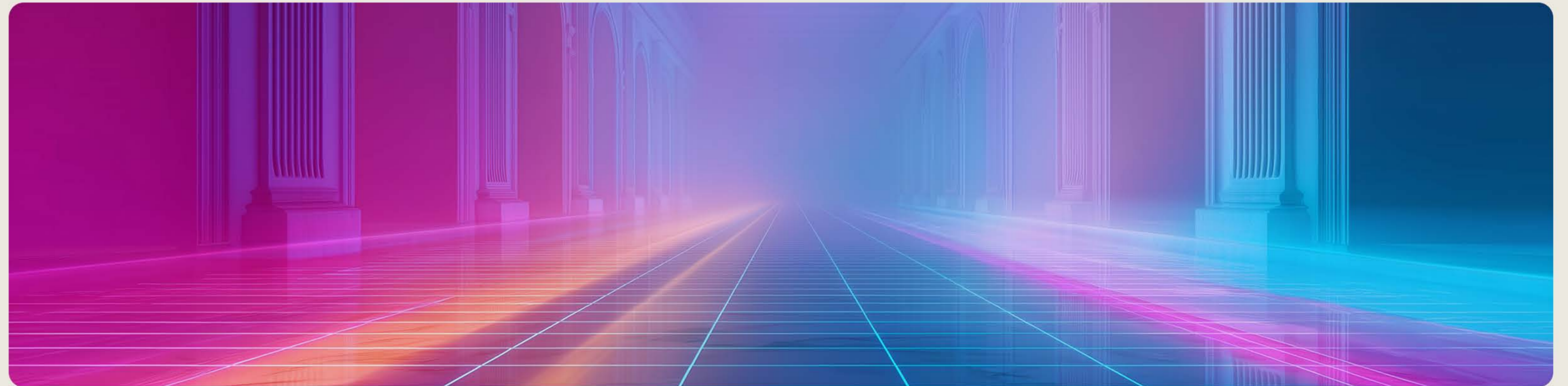
Booth textures blend natural materials like marble, stone, and wood grain with classic Italian influences and futuristic neon accents. Used in trim, edge lighting, and uplighting, they create a tactile, elevated environment that contrasts heritage with a digital-first energy.



Visual Foundations

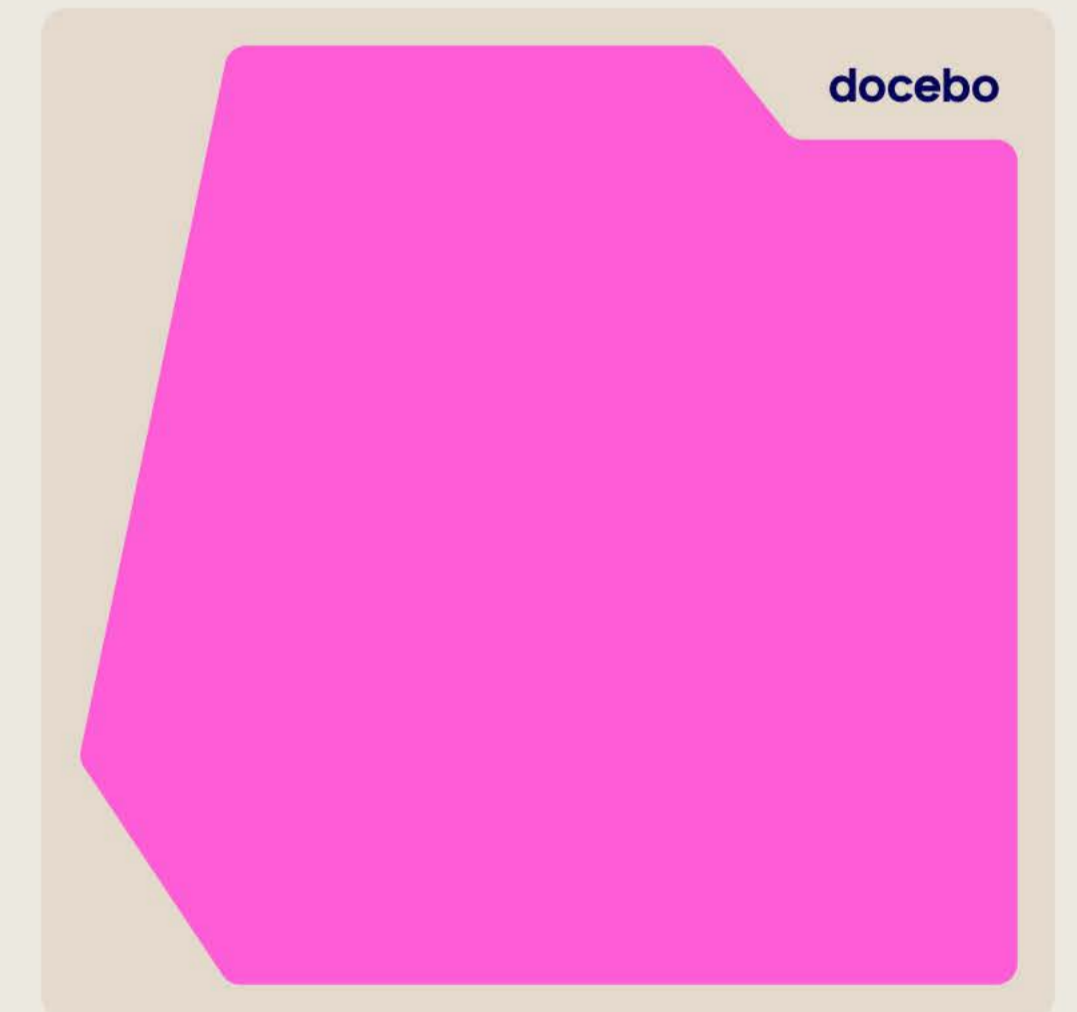
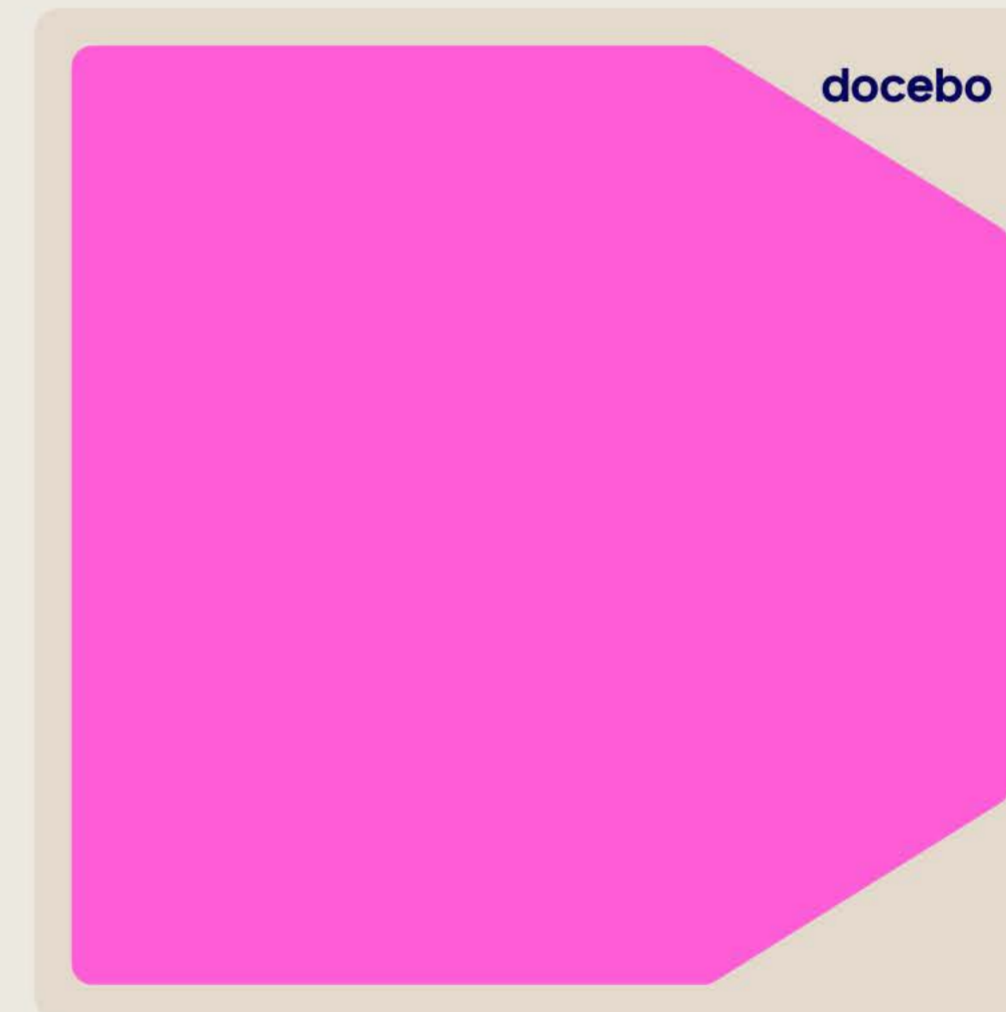
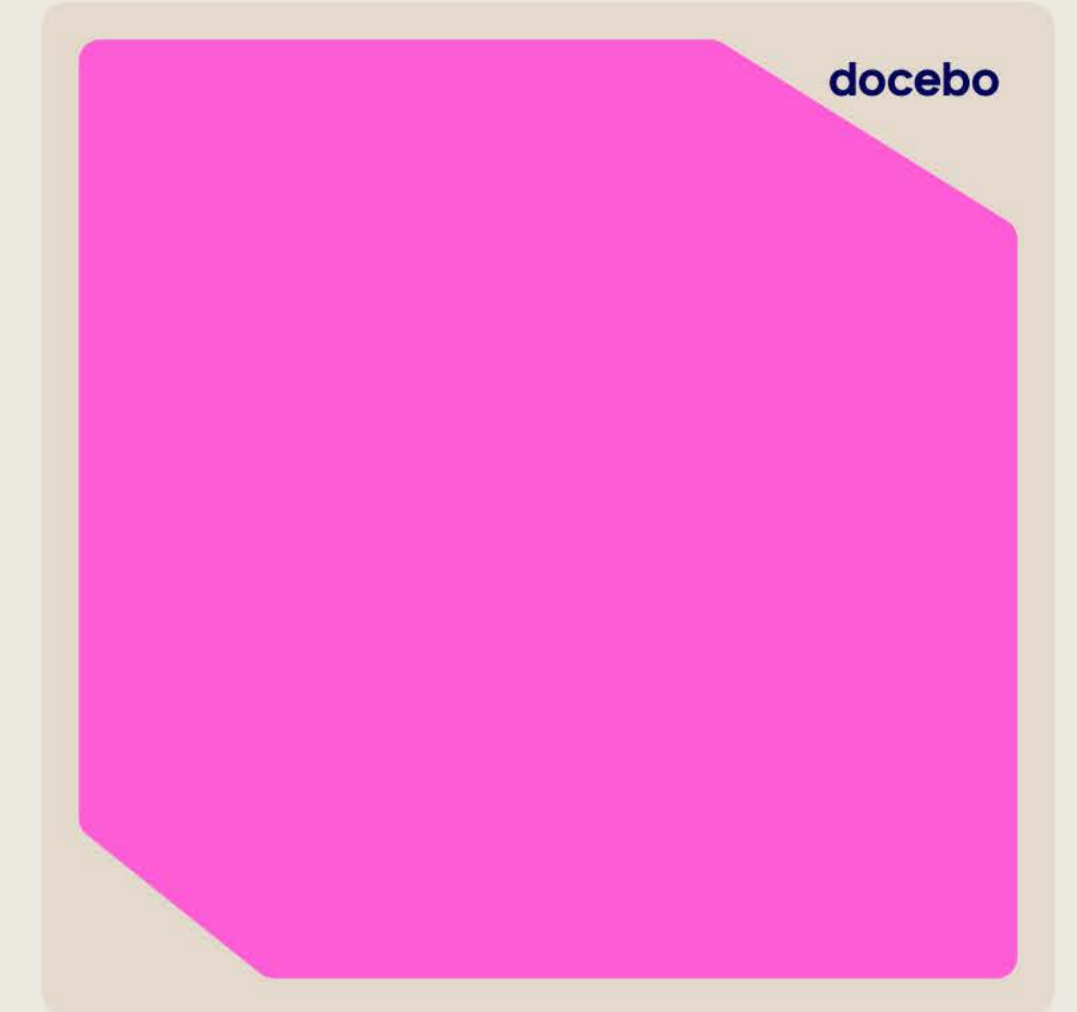
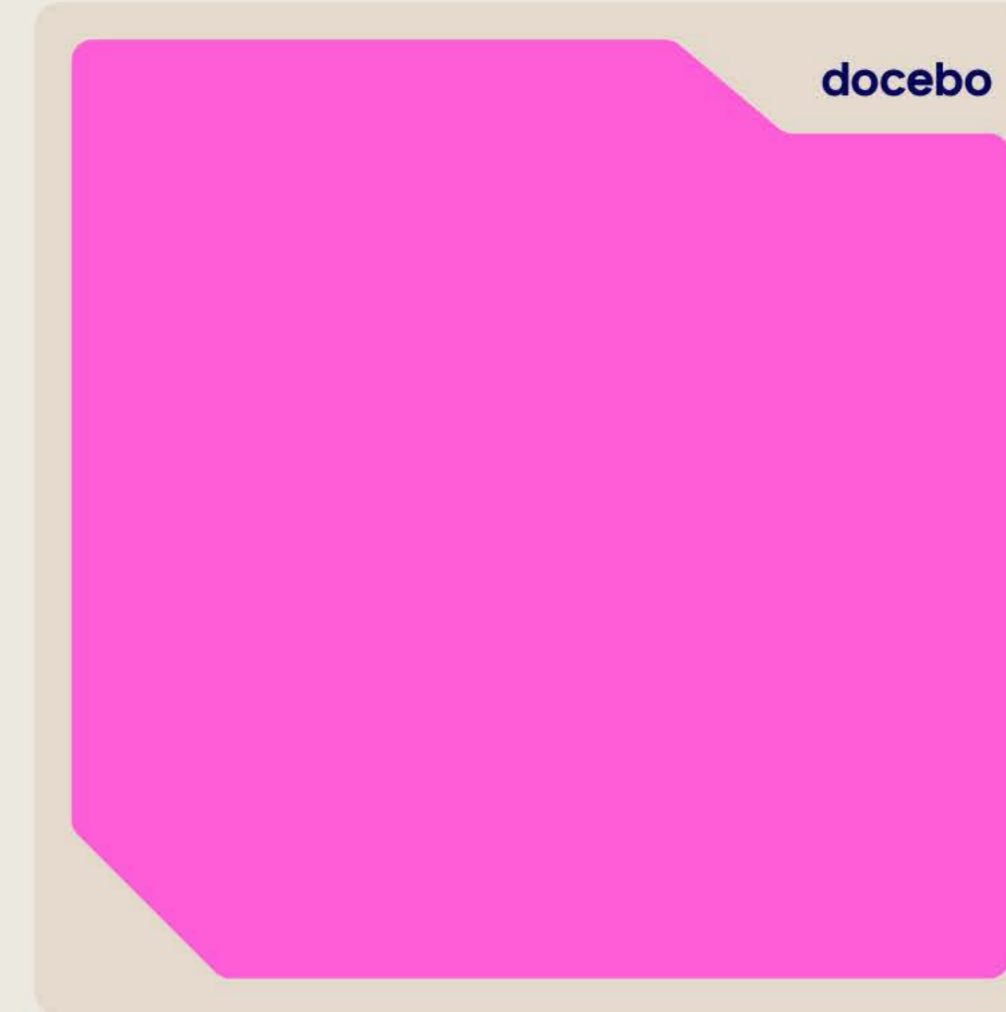
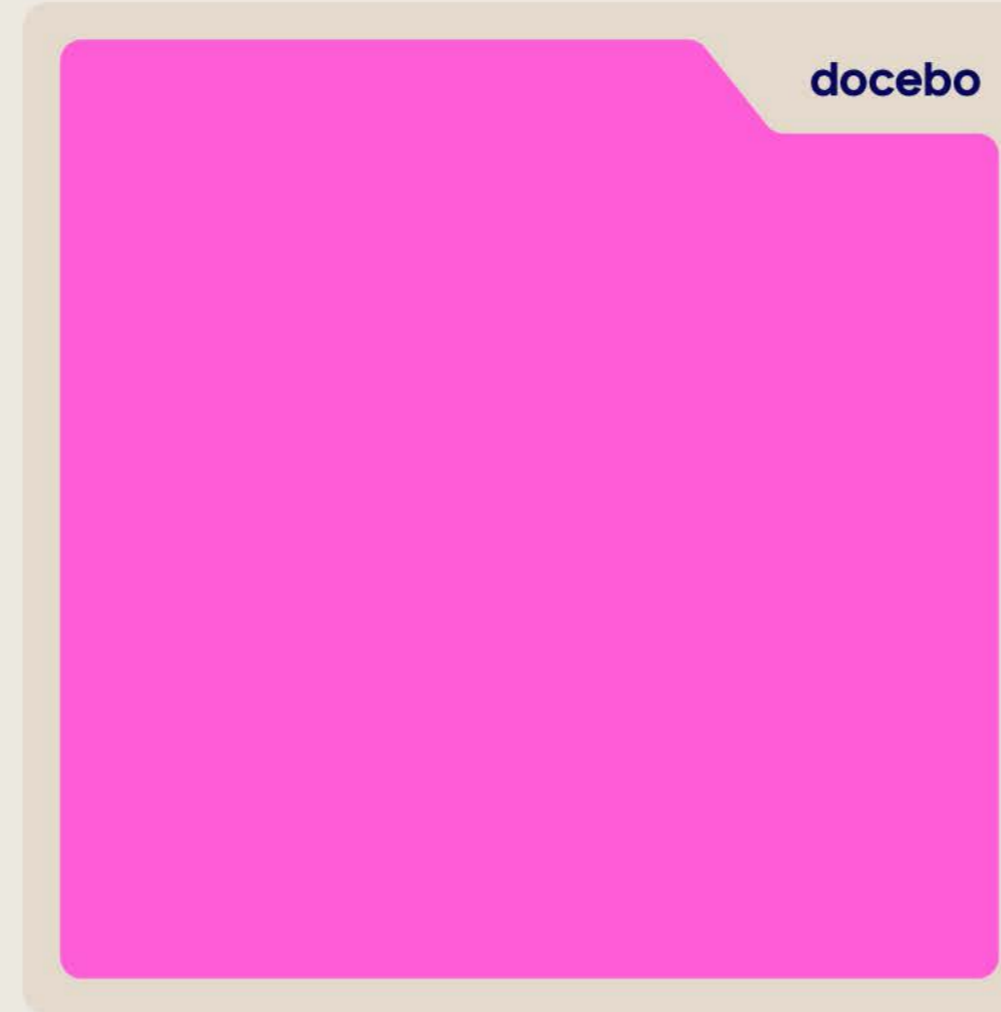
Docebo worlds

Secondary branded element for use as backgrounds and added decoration.



Rock shapes

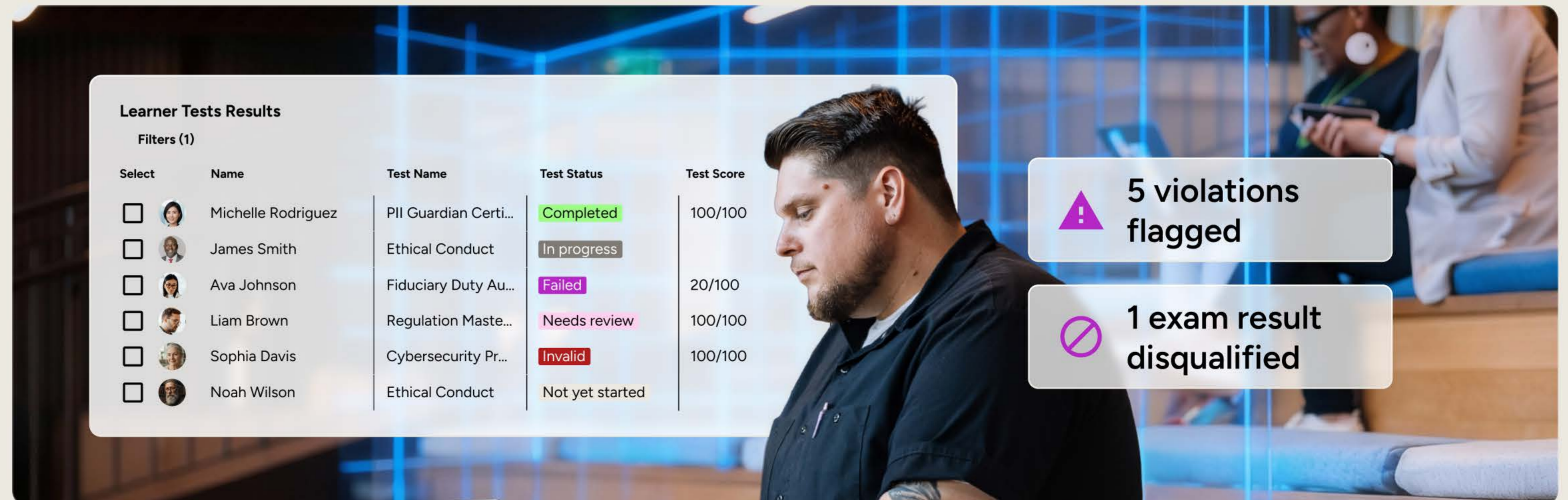
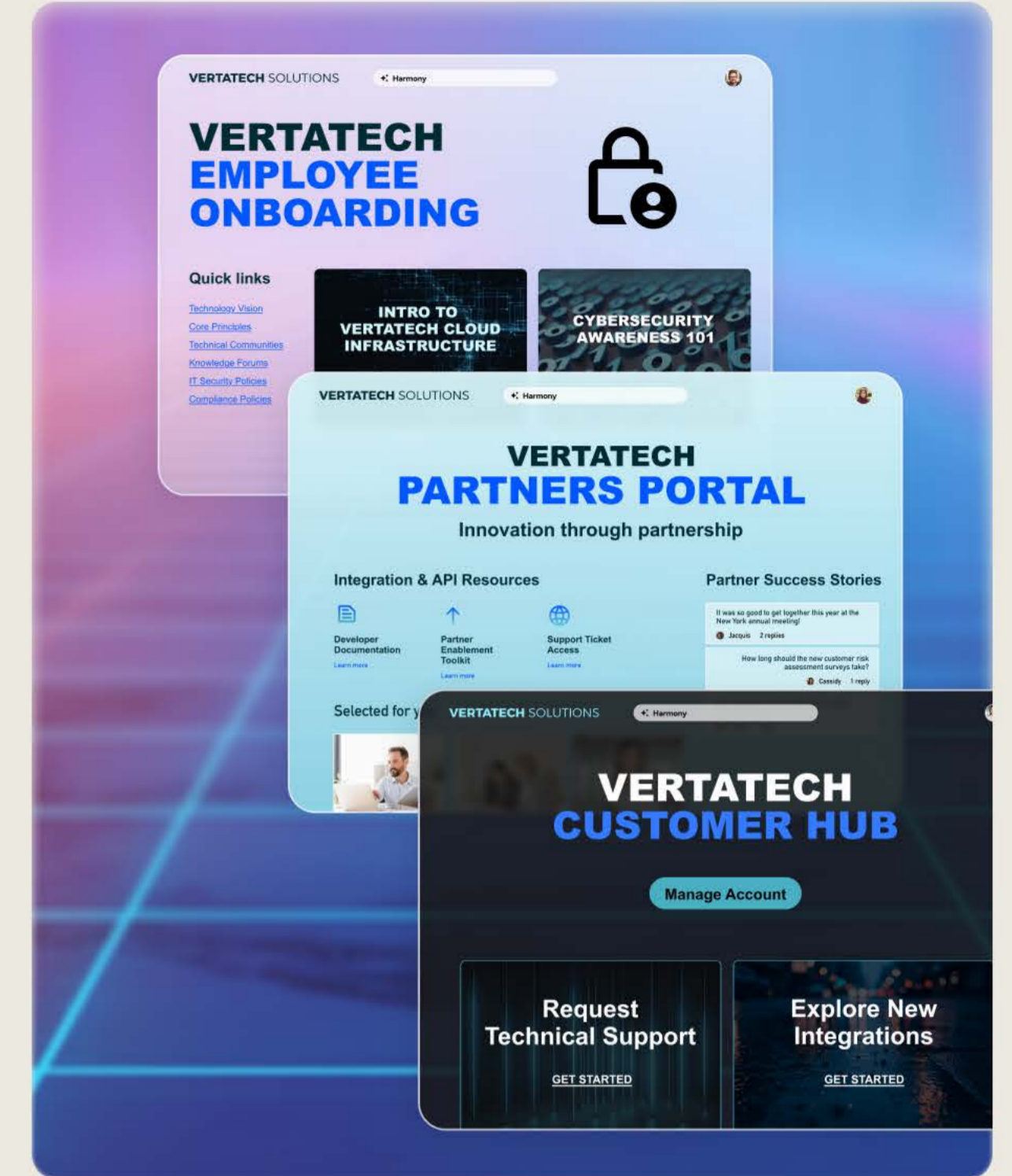
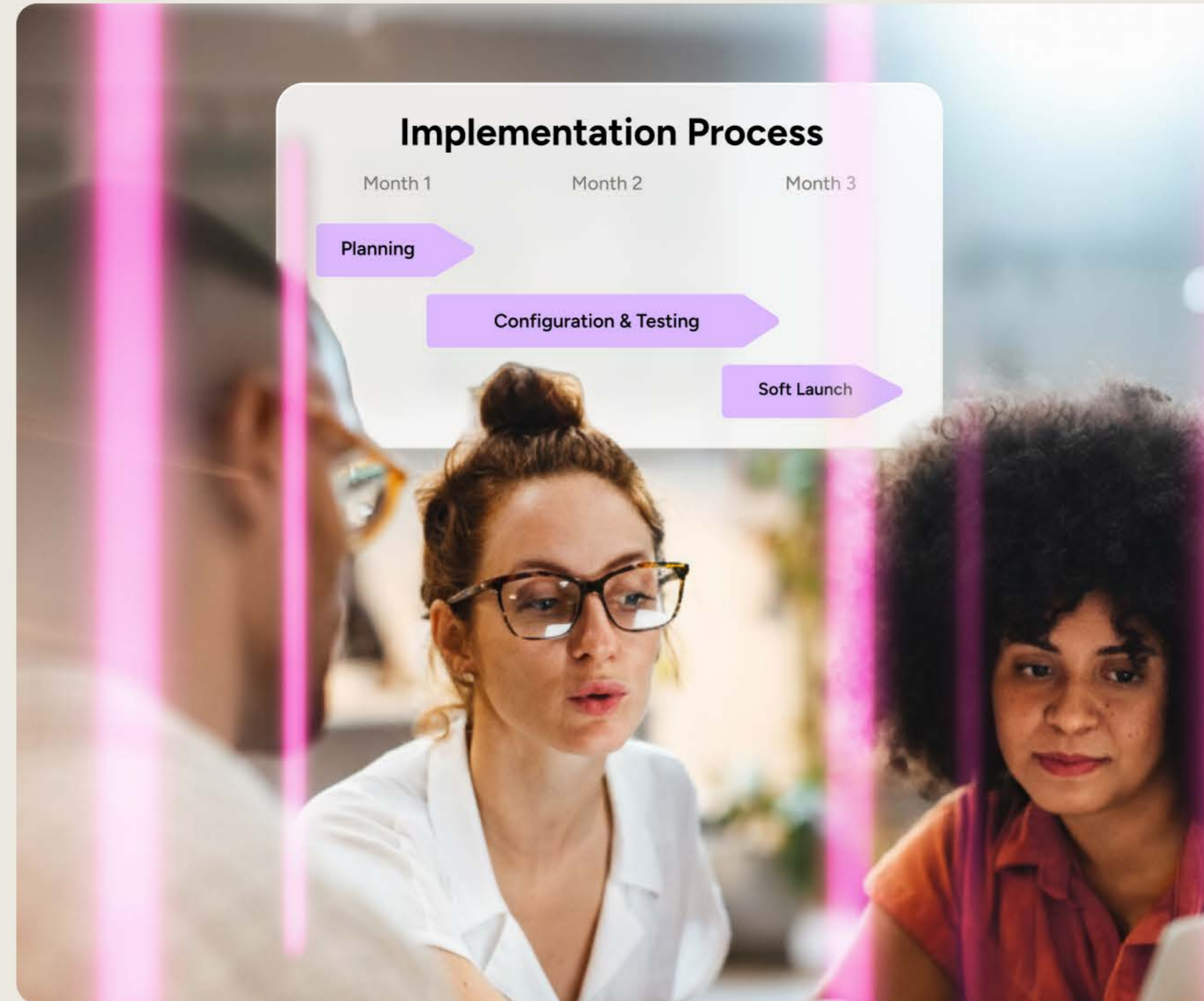
Organic rock shapes serve as both design and content containers. Lean into angled edges that reference the eroded corners and sculpted contours of marble and stone. Always use rounded corners to maintain a refined, organic feel.



Product illustrations

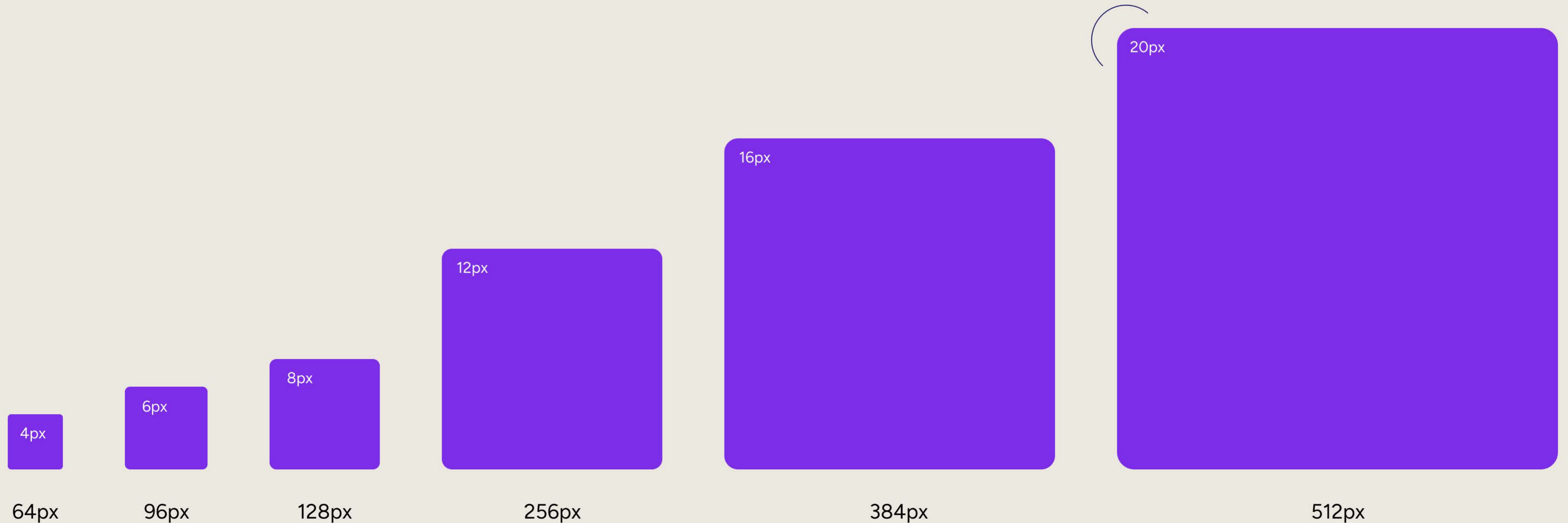
Treat UI elements as physical objects interacting with Docebo Worlds and branded photography. Combine frosted-glass surfaces with tactile controls such as buttons, toggles, cursors, and interface components.

Use neon lines, depth, and perspective grids to reinforce the brand's visual narrative and anchor elements within a structured, high-energy environment.



Corner radius

Think of corner radius as a function of scale. As elements grow, radii should increase proportionally from approximately 4px to 20px, maintaining crisp, intentional edges and a refined sense of structure.



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Case study

MidFirst Bank doubles its training content and streamlines compliance with Docebo

“ It is just amazing how far we've come with Docebo. To work with such great people and bring these advancements to our organization is a great success story. ”

Suzan Haizlip
Learning and Performance Operations Manager, MidFirst Bank

<p>Results</p> <p>2x more learning content created</p> <p>10% increase in compliance completion rates</p> <p>\$11k saved annually through automation</p>	<p>Solution</p> <p>The Docebo Learning Platform</p> <ul style="list-style-type: none"> • Easily create audience-specific pages • Flexibility to scale to every business unit and use case • Robust analytics make it easier to stay compliant • Deliver courses to multiple audiences and locations
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Create it. With AI. Book your demo at docebo.com/demo

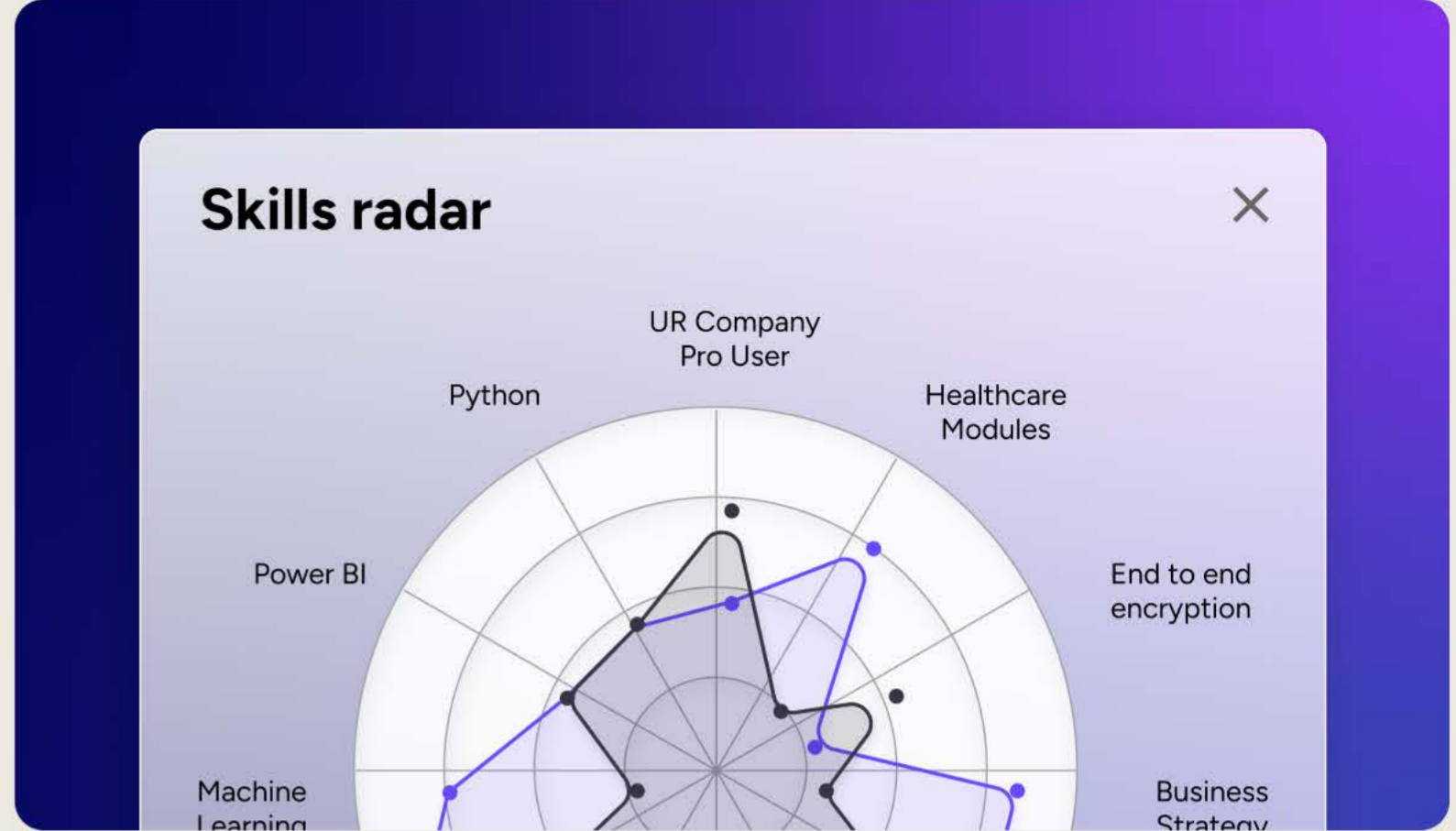
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Your AI is only as good as **your people.**

docebo

The AI Readiness Gap

THE 2026 ENTERPRISE LEARNING WAKE UP CALL



AI BUILD DAY 2026

AI BUILD SOMETHING REAL. AI BUILD DAY 2026. BUILD SOMETHING REAL.

T O R O N T O H Q

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Enrollments

1,243

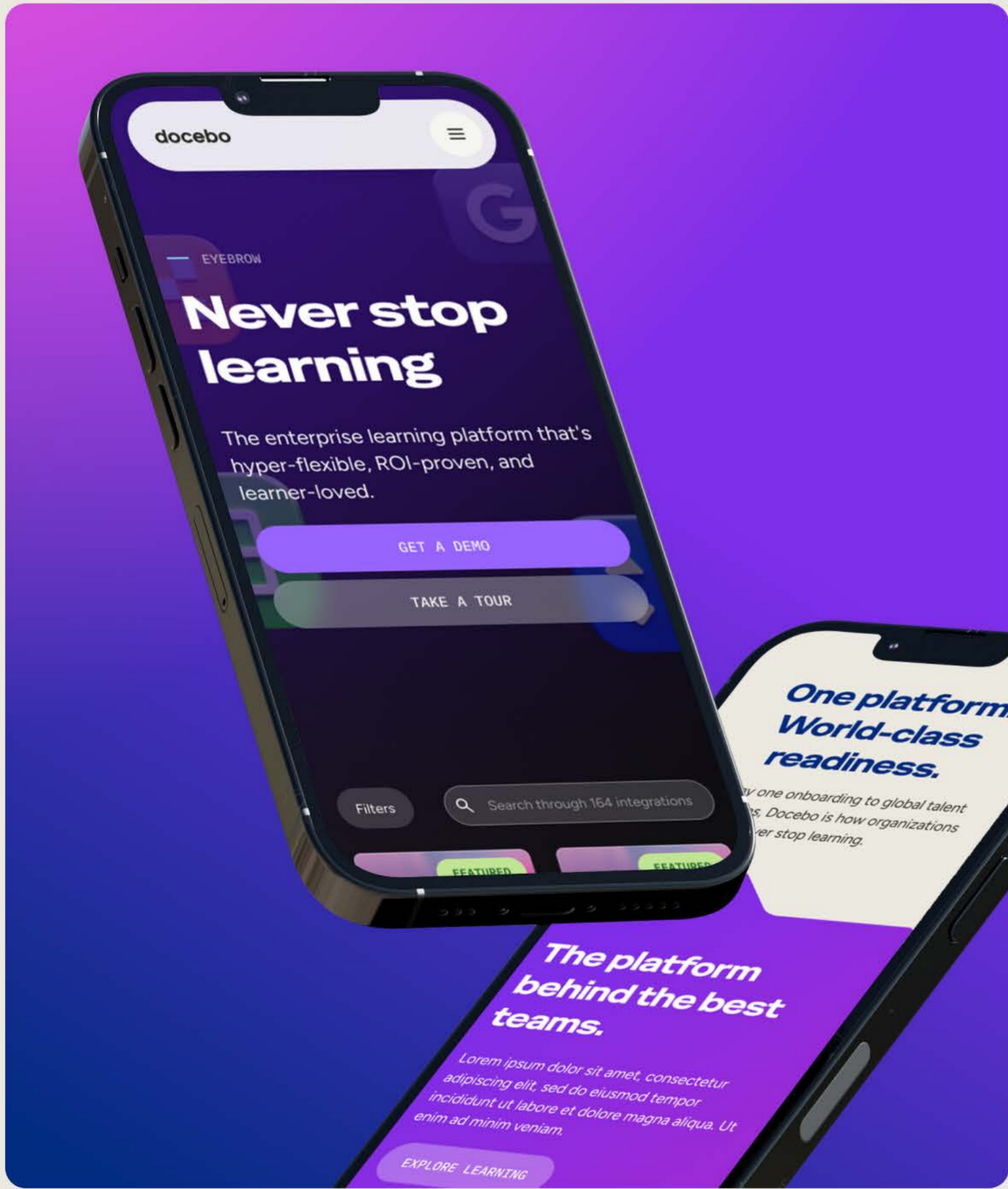
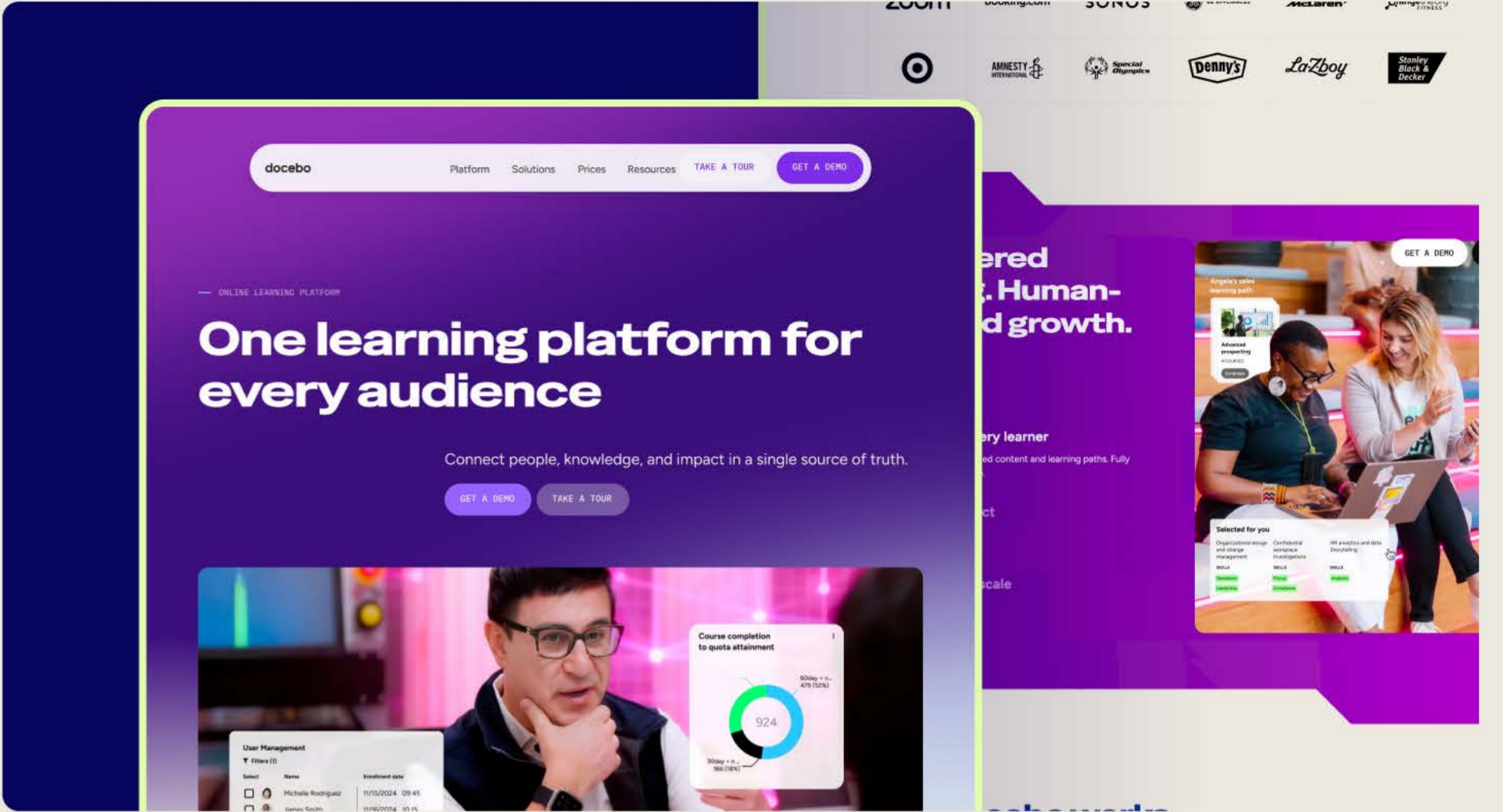
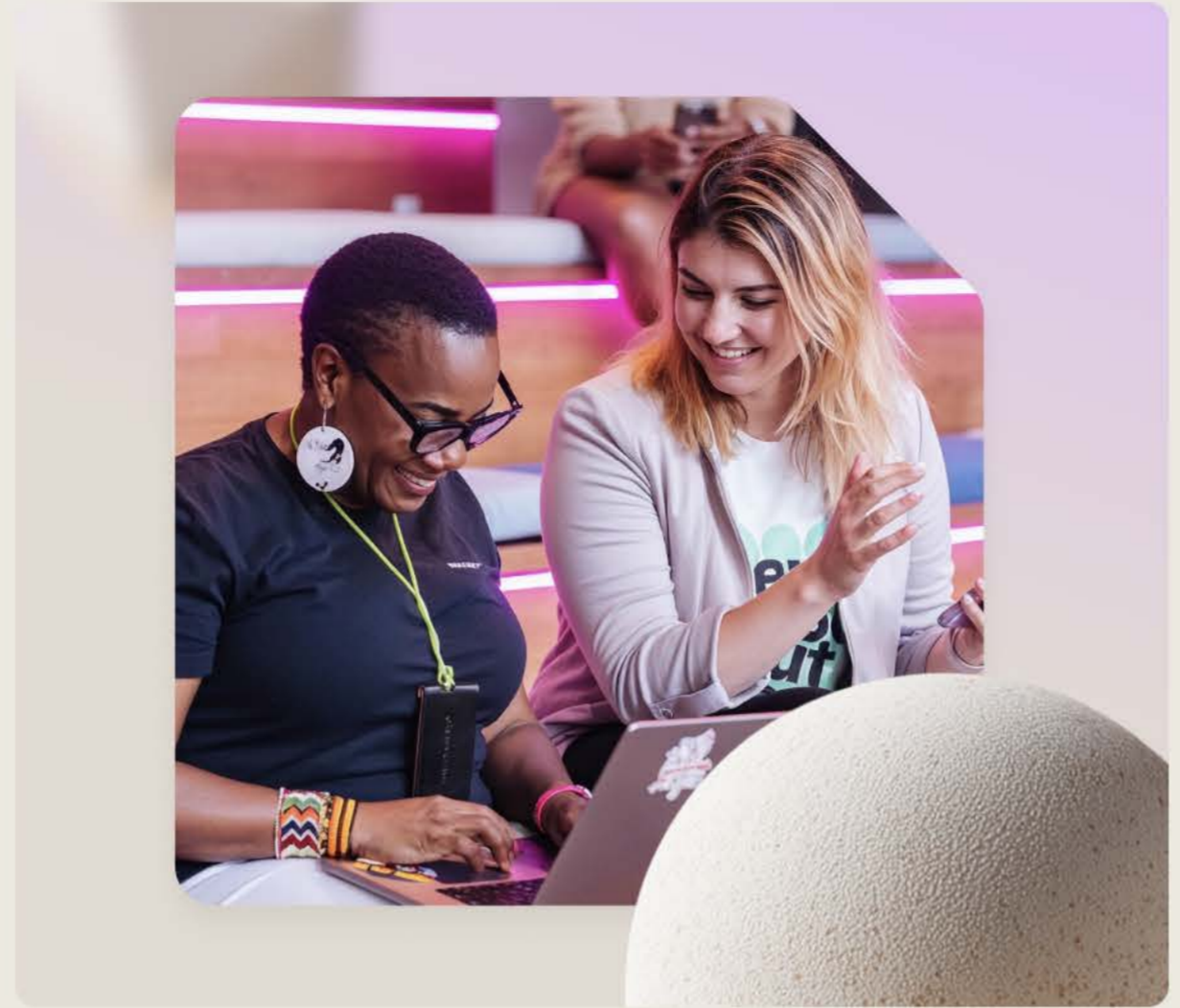
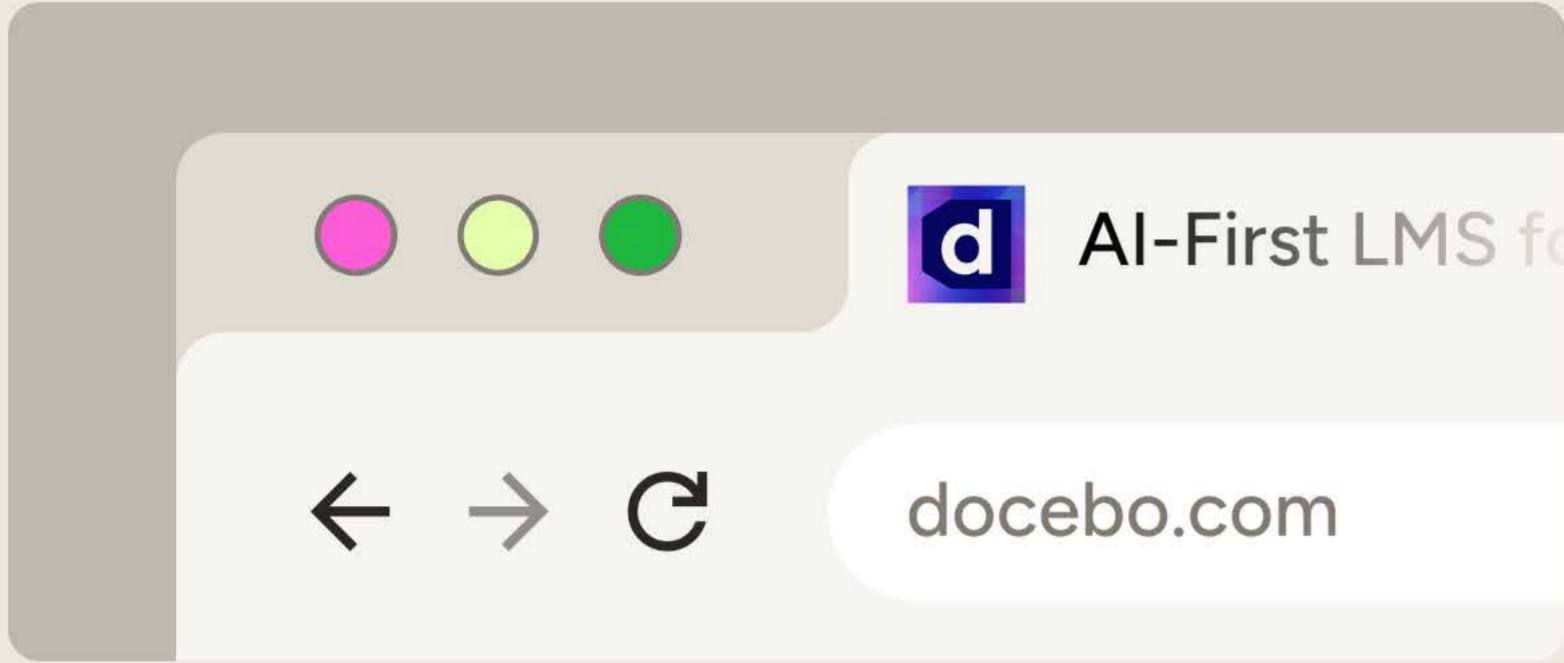
+8.2% last 30 days

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The future belongs to **the learners.**

NEVER STOP LEARNING

docebo



OUTCOMES

Real results on the record.

CUSTOMER EDUCATION

2M

Zoom trains 2 million customers worldwide with their Zoom Learning Center, powered by Docebo.

READ STORY →

“Docebo is a forward-thinking company and their platform is highly customizable, and that’s exactly what we desperately needed.”

80%
Reduction in admin overhead

800+
Hours saved

Cheney Dent,
Senior Learning Platform Specialist, Booking.com

€100M

SNCF saved millions on temping and external consultants with Skills Intelligence.

3,500+

Global organizations trust Docebo, from Fortune 100s to federal government agencies.

READ STORY →


30%

Books Automation drives 30% faster employee onboarding.

READ STORY →

10%
Higher compliance rates

\$11,000
Saved annually


Suzan Haizlip,
VP of Learning and Performance Operations Manager,
MidFirst Bank



Art Direction

Video

Our strategy-first growth engine, creating high-performance content that turns real people, real stories, and real environments into measurable brand and business impact.



Our stories are built to scale with purpose, pairing polish and energy with the authenticity that makes people stop, feel, and remember.



Photography

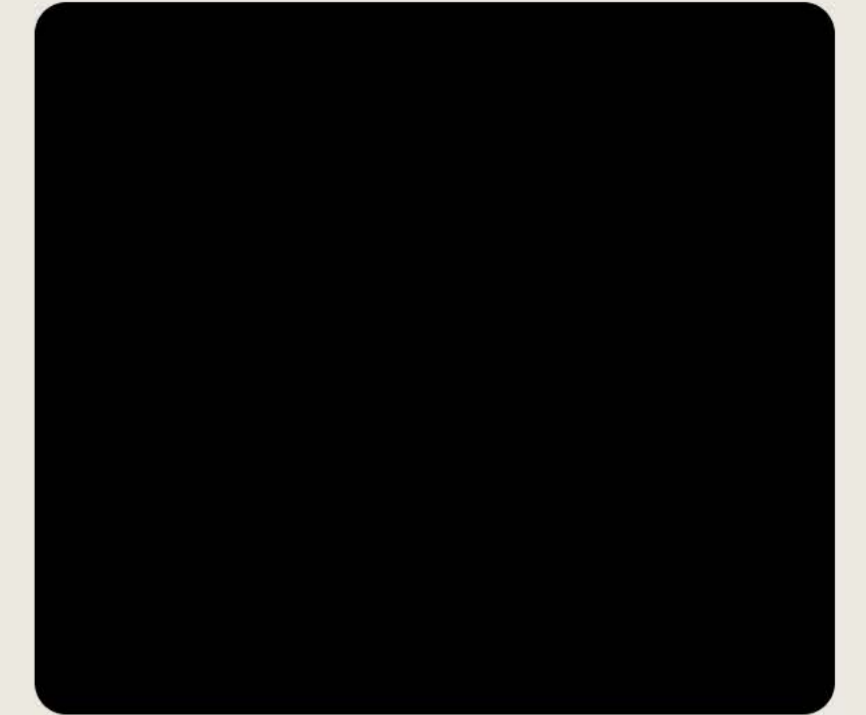
Our photography captures customers in their element, the real environments where learning happens and the people driving it forward.

Lighting is crisp and bright. Subjects feel natural, never staged. They appear approachable and friendly, or at times contemplative and focused. Avoid busy backgrounds; use shallow depth of field when needed.



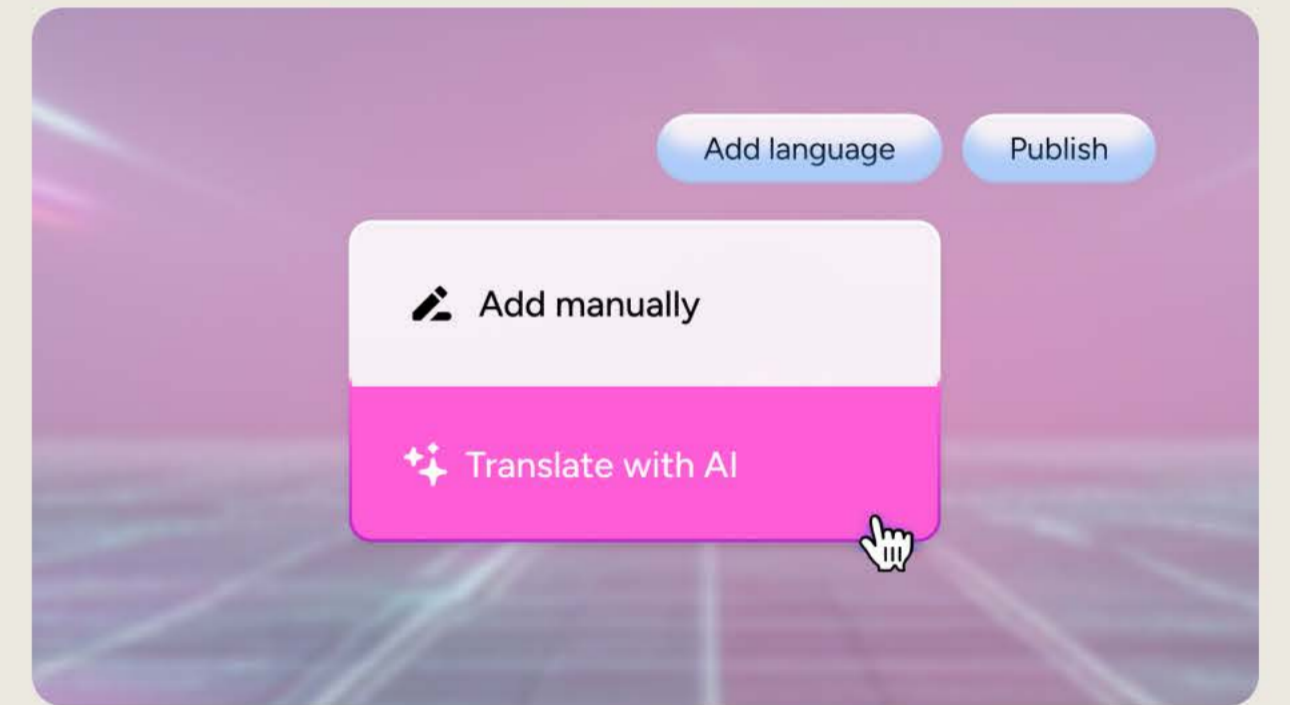
Motion brand kit

Use customizable .mogrt files in Adobe Premiere Pro for on-demand motion graphics, including lower thirds, quote blocks, and logo bugs.



Kinetic text

Ensure readable type and type elements are large scale and high contrast.



Logo scale

Consistency matters.
Refer to the video brand kit, the logo section of this guide, and the accompanying diagram for appropriate sizing.



Downloads available at

[DOCEBO.COM/BRAND-CENTER](https://docebo.com/brand-center)

A note about AI

All customer-facing AI-generated images must be reviewed by the brand creative team. Submit requests to brand@docebo.com.

It's an exciting time for unleashing creative potential. As we integrate AI-generated content into our work, let's collaborate to ensure everything stays cohesive and on-brand.

If you're unsure where to start or want a second set of eyes on something, the brand team is here to support you.

Working together makes the creative process even stronger.

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