BRAND GUIDELINES

Quippy

quippy.co

Brand Introduction

Quippy is an AI language assessment company. We build proctored exams that measure language ability, and customized practice that builds it — used by schools, universities and education organizations worldwide.

Vision

To become the world's most trusted AI platform for language assessment, helping every learner prove and grow their language ability.

Mission

To make language assessment and practice more accurate, accessible and engaging for schools, universities and organizations, through AI speech recognition, consistent scoring and instant feedback.

Our Logo

The Quippy logo places a speech bubble and a magnifying glass inside a Q: conversation meets assessment. It should always be used in its original proportions without modification.







Product Family

BestGrade

Proctored language exams and mock tests, AI-graded.

HSK

AI-powered Chinese proficiency preparation for HSK and HSKK.

Quippy Call

AI speaking practice — speech recognition and pronunciation feedback.

Quippy Homework

Kahoot-style customized content — every school builds its own speaking practice.

Logo on Backgrounds



Color Palette



Typography

Quippy Call
by Quippy
Quippy

Headlines font: Montserrat

Regular

Medium

Semi Bold

Bold

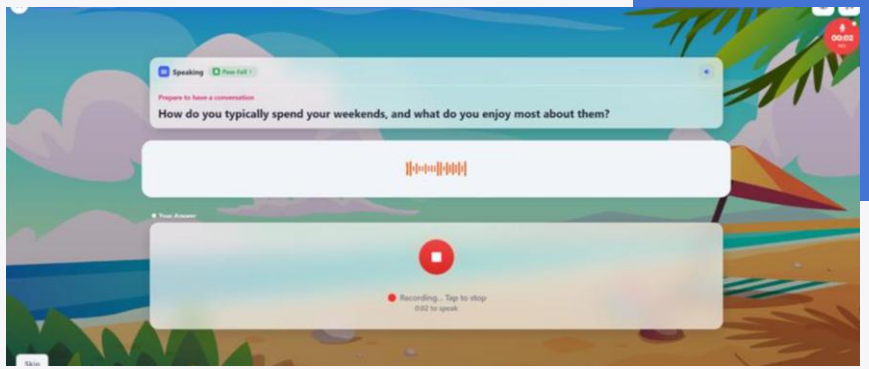
Quippy builds AI for language assessment and practice, used by schools and universities worldwide.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @%&*/~

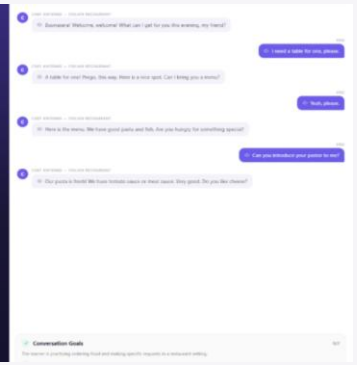
Body font: DM Sans

Imagery Style









Real, diverse learners · Bright, natural light · Friendly illustrated practice scenes · Genuine workplaces

Voice And Tone

Our Brand Voice

- Clear
- Confident
- Encouraging
- Trustworthy
- Educator-friendly
- Global
- Research-backed

Communication Principles

- Speak simply, in words teachers use.
- Lead with outcomes: what we measure and build.
- Keep headlines short and end them with a full stop.
- Use proof points when possible.
- Be upfront about data and privacy.
- Always stay warm and professional.

Do's and Don'ts

DO

01 Use official Quippy logos only

02 Maintain clear space around the logo

03 Use approved brand colors

04 Keep layouts clean and modern

05 Ensure accessibility and readability

06 Follow brand voice across all communications

DON'T

01 Stretch or distort the logo

02 Change logo colors

03 Use unapproved fonts

04 Overcrowd layouts

Legal Guidelines

01

Trademark

Quippy, BestGrade, Quippy Call, Quippy Homework and 101SOP are Quippy brands and must be represented consistently across all media.

02

Copyright

All brand assets including logos, icons, graphics, illustrations, marketing materials, photography, videos and website content are protected by copyright.

03

Logo Usage

Only approved logo files may be used. Do not recreate, redraw, or modify the logo.

04

Brand Assets

All templates, presentations, icons, imagery and marketing collateral should be sourced from the official Quippy brand library.

05

Third-Party Content

Only licensed fonts, stock imagery and graphics may be used in Quippy communications.

06

Compliance

All materials should accurately represent Quippy and its products, respect student privacy, and comply with applicable intellectual property and advertising regulations.

IMPACT

The proof points we lead with.

100,000+

Students

2,000+

Teachers

5+

Countries

Thousands

AI assessments

OUR AI PLATFORM

One engine behind every product.

Speech Recognition

Accurate transcription and pronunciation scoring across languages.

AI Assessment

Consistent scoring for speaking, writing and classroom tasks.

Personalized Learning

Adaptive paths that respond to each learner's level.

AI Feedback

Actionable, instant feedback students can act on.

Teacher Dashboard

Class-level visibility, review and override in one place.

Learning Analytics

Progress and cohort insight, updated in real time.

Curriculum Alignment

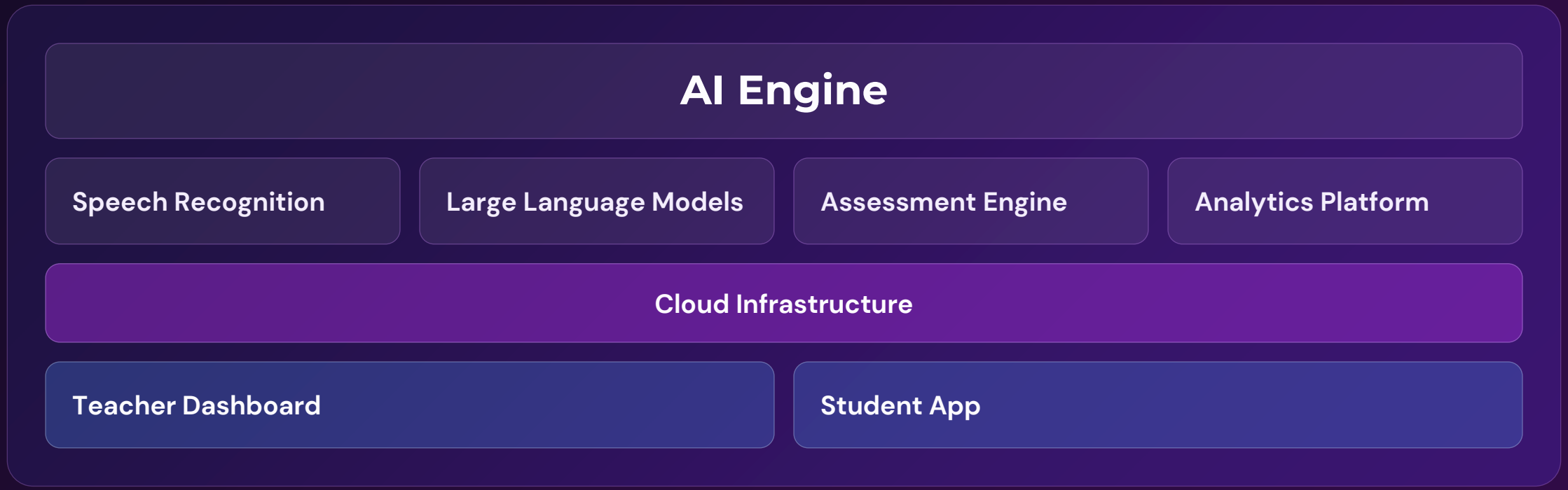
Maps to the frameworks and standards institutions already use.

Multilingual AI

Built for multiple languages from the ground up.

TECHNOLOGY

How the platform fits together.



SOLUTIONS

Built for every kind of education organization.

Deployed as white-label or integrated into an existing LMS.

WHY QUIPPY AI — ENTERPRISE-GRADE FROM DAY ONE

- Enterprise-grade AI
- Secure cloud platform
- Research-backed learning
- Easy LMS integration
- Real-time analytics
- Multi-language support
- Scalable for thousands of students

- K-12 Schools
- Universities
- Language Centers
- Government Education
- Corporate Learning

Thank You

Ready to measure language ability with AI?

Proctored AI exams that measure language ability, and customized practice that builds it — trusted by schools and universities worldwide.

Contact us

quippy.co