



Skillshare – 2021 Brand Guidelines

New Possibilities, New Partnerships

We're excited to be partnering with you as we highlight the excitement of seeing new growth and progress!

In this document you'll find some background about Skillshare, a handful of guidelines and recommendations for talking about and using Skillshare's brand.

We want to make sure you have a great experience on Skillshare that you can talk about with your audience, so please use [the link here](#) to redeem three free months of Skillshare Premium Membership and explore.

This 4-page marketing kit has everything you should need to get familiar with the Skillshare brand.. Please read through it and let us know if you have any questions or concerns. We'll be happy to help!

Skillshare Background

About Skillshare:

Skillshare is an online learning community where millions come together to take the next step in their creative journey, with thousands of inspiring classes for creative and curious people, on topics including illustration, design, photography, video, freelancing, and more.

Class topics include:

- Illustration
- Graphic Design
- Photography
- UI/UX Design
- Creative Writing
- Animation
- Fine Art
- Music/ Music Production
- Film & Video
- Marketing
- Productivity
- Freelance & Entrepreneurship
- Web Development
- Crafts

Stats:

- Over 135,000 classes and growing
- Over 11,000 teachers and growing
- All-you-can-learn subscription model
- Available globally
- Web and app based

Talking Points:

- No matter what 2021 brings, you can spend it creating something meaningful and learning new skills – get access to thousands of inspiring classes and the support of a community!
- Members have access to over 135,000 classes in music, design, web development, photography, investing, animation, illustration, and more
- Learn by doing – classes include prompts, resources, and hands-on projects as well as guided workshops and class series to stay on track
- Learn with others – members can share, collaborate, and network with a growing community of millions of creators
- Learn for the future – unlock styles and strategies that today’s creators need to know from subject-matter experts
- Witness your own transformation as you turn small steps into giant leaps. Skillshare makes it possible
- Skillshare is an online learning community that offers membership with meaning. With so much to explore, real projects to create, and the support of fellow-creatives, Skillshare empowers you to accomplish real growth

Offers:

- Free Trial
 - 2 week free trial
 - After trial period, option to pay on a monthly basis or annually (more of a discount on annual)
- Annual Plan
 - 30% off annual plan with no free trial period – most affordable option at less than \$10/month

How to Talk About Skillshare

What is Skillshare?

"Skillshare is an online learning community for creatives, where millions come together to take the next step in their creative journey."

"Skillshare offers thousands of inspiring classes for creative and curious people, on topics including illustration, design, photography, video, freelancing, and more."

Who is Skillshare for?

"Creative and curious people"

"Lifelong learners"

"Real, working creatives"

"Beginners, pros, dabblers, and masters"

About Skillshare Classes

"Skillshare classes include a combination of video lessons and a class project."

"Skillshare has classes to fit your schedule and skill level."

"Members get unlimited access to thousands of inspiring classes, with hands-on projects and feedback from a community of millions."

"Most classes are under 60 minutes with short lessons to fit any schedule."

Guidelines & Recommendations

Dos and Don'ts

- Avoid words that are used around institutional education: **course** (when referring to a class), **education** (when referring to learning), **academy, enroll, library, curriculum, syllabus, graduation, degrees**. We use words like **learning, exploring, discovering**.
- Skillshare is a community of creative and curious people. Ideally, we refer to **"joining"** (with a free trial of Premium Membership) instead of **"signing up."** Refer to people who join and take classes on Skillshare as **"members"** rather than **"students."**
- Although Skillshare does offer an app as one way to experience classes, avoid referring to Skillshare as an app in a way that makes it sound like that's the main way or only way to use the platform.

Class Recommendations

To see recommendations for the top Skillshare classes, [look here](#).

Logos & Guidelines

You can download Skillshare logos and find more information about how to use Skillshare's brand assets [here](#).