



Employer Brand Book and EVP



This guide has been written for you to use as inspiration when you're sharing more about your 2U employee experience with friends, family and the connections throughout your social network. It is our hope that we speak in one consistent voice when promoting the cultural foundation that differentiates 2U as an employer and speaks to everything that makes 2U a rewarding place to work. Collectively, this foundation is known as our Employer Brand.

Our Employer Brand voice and imagery should focus on the elements that showcase the friendly, welcoming, authentic feel of life at 2U and bring our Mission, Guiding Principles and cultural touchstones to life. With your help and adoption, we can continue to make a greater impact **in the world** and attract, retain, and engage more of the best and most diverse talent **around the world**.

The elements of our Employer Brand are defined in greater detail on the following pages.

WHO WE ARE.

All in on purpose.

At 2U, the belief in our mission drives all of us. The work we do today significantly impacts learners for a lifetime. Collectively, we partner with non-profit universities and corporate partners to expand access to world-class online education for continuous learning, betterment, empowerment, and change. We help students reach their goals, so together, we can make a positive impact in the world.

Being part of our culture represents a momentous opportunity to work within teams around the globe to help improve our world through learning. It means embracing diversity, challenging yourself to do impactful work, and collaborating to tackle challenges that no one has done before.

It requires fiercely believing in yourself, your work, and our mission to eliminate the back row in education.

What makes us unique as a place to work?

We are Mission-Driven
We have World-Class Partnerships
We offer Employee Empowerment
We support Balance, Belonging, & Betterment

We are *all in*.

GUIDING PRINCIPLES.

Our Guiding Principles.

Our culture is built on strong values. United by purpose, passion, and powerful collaboration, we're driven to be better here—to each other, to our students, and to the university partners who work with us to eliminate the back row in education.

The icons may be used as a graphic to reinforce the associated guiding principle.



Cherish each opportunity.
Life is short, so treasure every moment.



Give a damn.
Care about what you do each day.



Strive for excellence.
Don't settle for second best.



Be bold and fearless.
Question the status quo, and embrace change.



Be candid, open, and honest.
Listen to others and offer respectful feedback.



Have fun.
Fun is important. Fun is simply better.



Make service your mission.
Give the highest level of support to our partners and to one another.



Don't let the skeptics win.
“No” is easy. “Yes” is hard. Fight for “yes.”



Relationships matter.
Build trust, value differences, and invest the time.

TONE OF VOICE.

Tone of voice.

Be friendly, cool, inclusive, and warm. When we speak, we speak simply, with purpose and passion for what we do. To make it happen, we:

Focus on the mission.

Build purpose and passion from the get-go.

Connect our mission and guiding principles to your personal career success.

With so much to talk about, it's easy to lose sight of the big picture—but at 2U, we are always big picture-first. Great talent can work on “cool stuff” anywhere, but at 2U, they have a chance to impact people's lives in a meaningful way.

WORDS THAT INSPIRE.

Words that inspire us.

Consider these words when portraying our company and people.

Let these words inspire and guide us in how we communicate every day.

Our company is

Inclusive
Innovative
Purposeful
Humble
Proactive
Transparent
Fair
Fast-paced
Mission-driven
Collaborative
Growing
Outcome-focused
Adaptive
Global
Fun
Caring
Family-friendly
Committed

Our people are

Innovative
Diverse
Kind
Collaborative
Empowered
Risk-takers
Respectful
Bold
Reliable
Honest
Courageous
Driven
Strategic
Excellent
Appreciated

MOODBOARD.

Moodboard.

Our moodboard focuses on the innovative nature and **“All In On Purpose”** determination of 2U, the restless and smart voice of edX. It incorporates the iconic 12° angle from edX, which is also an important 2U element. It leverages contrasting colors, large headlines, disruptive and edgy elements to illustrate breakthrough and innovation, with a sense of urgency behind it. Punch is used to add a pop of color, usually in combination with the new handwritten font Caveat for call outs.

We are all in

Potential Copy:

We're All In On Purpose

Where higher education meets digital innovation. Where purpose meets opportunity. And where curiosity and commitment create the future.

commitment | innovation | passionate | driven | focused | bold | empowerment | purposeful | collaboration | intentional | fun | inner potential

Elements:

Iconic 12° angle, bold, contrasting colors, large headline, disruptive and edgy elements, intentional text, creative use of objects and shapes

Color Palette:

Primary:



Secondary:



Typography:

Proxima Nova ExtraBold

Headline

Proxima Nova Regular

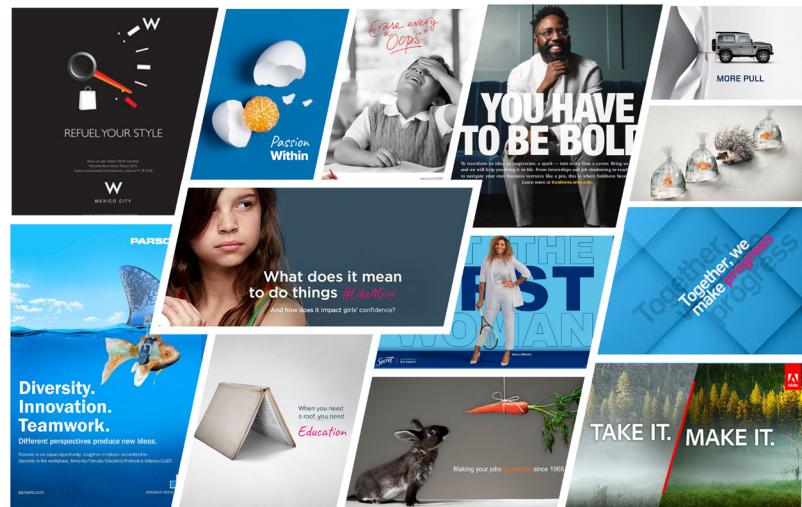
Subheadline

Proxima Nova Regular

Body - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

Caveat

Call out - should be used sparingly.



TYPOGRAPHY.

Typography.

We have adopted Proxima Nova for all 2U communications. In the event that another program is used and/or you do not have access, please use Arial or Arial Bold.

Headlines are used in Midnight as the recommended color. As a secondary color, use the Sky. Always use sentence case and punctuation.

Uppercase may be used for names, header sections, and special labels.

Kerning should be set to zero. Subheads always use sentence case and punctuation.

The minimum font size (other than legal language) should be 9pt. Always use sentence case and punctuation.

Headlines are Proxima Nova extra bold.

Proxima Nova regular for subheads.

Body copy is Proxima Nova Regular. Arcillatem cuscimo lorporios porrum sitia nonsed mos ame praesto maiost excessi dolor sintam ut ipsum di blabo. Itatium nonsequo ma doluptam nitis sunt invellese rem fugit, omnis most pra pliciu? **Proxima Nova extra bold may be used to call out pertinent content.** Cupta delibus volor sequasp icidest eum renihit que cum aped eost que sinctorum dissuntum sinimet uribus dellecu Iparunt iandis ullautae pelia senimax imusapis modia nusam, testrum adit odia sant.

Caveat Bold is the hand-written font.

Note: Caveat is meant to add a “human touch” and a pop of color to our communications, which should be used sparingly.

COLOR PALETTE.

Color palette.

Midnight, Fog, and White are the primary colors in the 2U Employer Brand.

Fog is used for the 2U graphic on a white background, while Midnight is reserved for typography.

Sky and Punch are used as secondary colors. Sky can be used as a background flood, while Punch can be used to add a pop of color for any collateral within the employer brand.

Primary Color Palette

Midnight PMS 648 c R4 G52 B97 #043461	Fog PMS Cool Gray 3 R243 G244 B244 #f3f4f4	White R255 G255 B255 #ffffff
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Secondary Color Palette

Punch PMS 213 c C:0 / M:95 / Y:9 / K:0 R:227 G:26 B:130 #e51470	Sky PMS 2171 C C:69 / M:20 / Y:0 / K:0 R:51 G:164 B:224 #33a4e0
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PHOTOGRAPHY STYLE.

Photography style.

A distinctive photographic style has been developed.

2U's employer photography should embody Lifeat2U—unique, collaborative, mission-driven, authentic, and fun. It does so by showcasing the people behind 2U's impact in a way that's "Up Close and Personal," capturing the diverse passion that drives each of us every day.

Mood

A passionate connectedness to each other and the mission. Manifesting itself in a style that's approachable, warm, open, friendly, diverse, optimistic, fun, and positive, the main principles are:

Colorful: Use natural colors — no filters or color cast light effects, no color overlays, no black and white unless intended for monochromatic application.

Authentic Situations: Don't take pictures—capture moments where employees are truly engaged with each other and their work. It should be vivid, vibrant, and welcoming.

As a general rule, photographs should include people — either individuals or groups — whenever possible. When relevant, photography should include images of technology, reflecting the most current 2U offerings available.

People

"Be You at 2U" means that our employees are empowered to be authentically themselves. And when photographing them, we should reflect that. To do so, the shots should be simple and direct, featuring real people and interactions that reflect meaningful connections to people and the work. Those being photographed can either be looking off camera or giving direct eye contact. People should look positive, approachable, and natural with an appropriate mix of race, age, and gender.

When using text as a layer on top of photos of people, the text should not cover faces.

People using technology

Subjects should look smart, contemporary, and savvy. If subject is using technology, the technology should be current. Backgrounds should be uncluttered. Technology should be agnostic and always shown with a human element.

Specific shots

We have developed a library of images available for use that you can find on the brand portal. From time to time, you may need to be more specific in your communications. This may involve using a particular location, talent and/or getting them to act in a certain way. Within this situation, it is very important to create a sense of naturalness and to avoid clichéd poses or effects. All our photography should support our brand attributes through characteristics of the people, their actions, and their environments.

Whenever possible, use 2U-generated photography

If original photography is not a possibility, consider these other options before resorting to stock photography:

- Internal footage
- 2U employees as subjects
- Photographs that have been used on official 2U assets: corporate website, partner program websites, social media platforms

Stock photos are acceptable if:

- None of the previously listed options fit your need
- Large amounts of photography are frequently needed for initiatives such as internal training, 2Universe, and digital signage

Never:

- Use clip art
- Use imagery of outdated technology



Portraits.

Working at 2U is all about being authentically yourself. That's what "Be You at 2U" is all about! In our portrait photography, we always want to emphasize individuality and lifestyle—and do so in a way that pays off the warm, inviting tone of the employer brand.

Photographs should highlight the authentic emotions of people of all ages, races, and genders throughout the full 2U experience.

As with all 2U brand elements, photographs should always feel simple, personal, candid, and positive.

Looking directly at the camera is an exception to our "candid rule," but please use sparingly.

Backgrounds of photos should be minimal, with simple attire. Use familiar 2U office textures where applicable.

Subjects and emotions should feel authentic and not staged.

Every photo should highlight people.

When space and the image allow, please crop the image with a 12° angle.

Only use the traditional grid layout if space constraints make it necessary.



Team shots.

Team shots are all about showcasing the people behind the impact. In doing so, they should showcase collaborative action and include warm and inviting body language.

Keep in mind that each of our teams has a unique identity and represents diverse cultures and approaches across our offices. When photographing them, we want to do so on their terms, highlighting their unique energy, purpose, and mix of passions and perspectives.

In general, with these shots, please ensure that the environments appear natural and welcoming, not staged, and that brand colors are used where possible. Also, please take care to select a focal point for each photo.

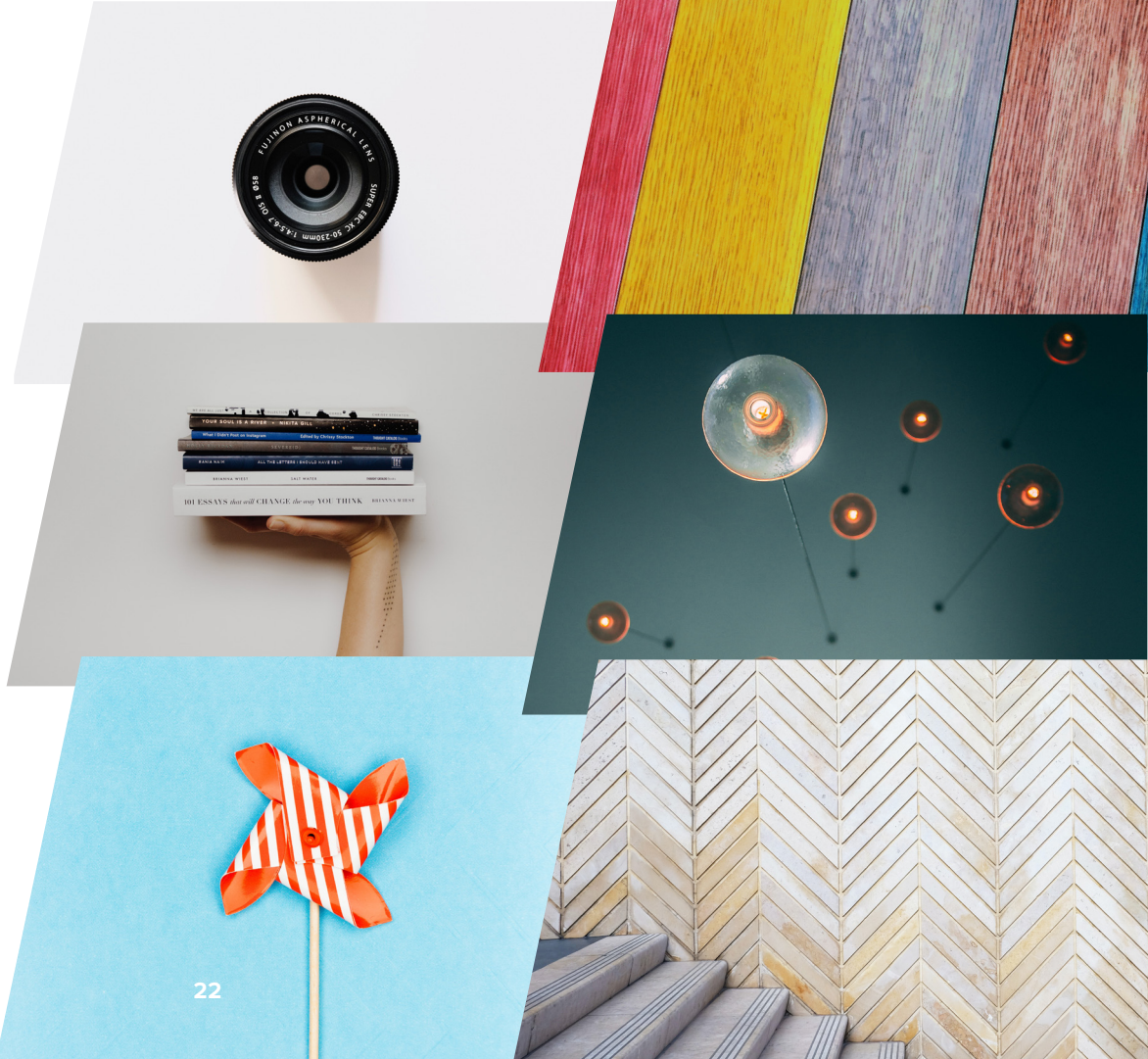


Background and object shots.

Background shots should also reflect our “Up Close and Personal” philosophy. Subject matter should be tightly cropped, showing attention to detail while creating interesting compositions.

These images can be used to add texture, color, and depth, while reinforcing 2U’s personality and culture.

We also encourage the creative usage of objects as metaphors. These objects should be simple and be the clear focus of the picture, shot against a plain background.



12° ANGLE.

12° angle.

The 12° angle is a foundational component to the look of our brand. It keeps our brand in motion, never static — restless. It can be used to crop photography, create graphic devices, orient layouts, set text, and more.

EDUCATION



INNOVATION

#Lifeat2U.

#Lifecat2U is, in short, the **diverse vibrance of our internal culture**. It is a reflection of our purpose, our passion, and our commitment to transforming higher education and eliminating the back row in education for all.

In practice, #Lifecat2U defines our employer brand, manifesting in moments where teams and people come together to create impacts on lives across the globe. It is employees embracing our mission and living and working by our guiding principles. It is the living embodiment of diversity and commitment and joy. It is #Lifecat2U.

#Lifeat2U.

Use these as guidelines when you are writing social posts.

Tag @Lifeat2U and #Lifeat2U when posting content related to VTO, CSR, events and office happenings, team outings, professional development, etc.

Be respectful and positive in your post.

Ensure that it's clear in your post that you are stating your personal beliefs and not representing the company. Please refer to our social media policy for more information.

#Lifeat2U.

Avoid these #Lifeat2U mistakes:

Don't accidentally (or otherwise) reveal trade secrets or confidential information in your #Lifeat2U posts or supporting imagery.

Don't capitalize the “A” in #Lifeat2U. It's #Lifeat2U, not #LifeAt2U or #Life@2U

Don't refer to any of our university partners or their students by name in posts without approval. Please refer to our social media policy for more information.

Sample usage.

Use these social media posts examples to help guide the messaging tone.

a dress-up day post:

On Fridays, we wear flannel. That's #Lifeat2U. So excited to be part of this passionate team. @Lifeat2U.

culture post:

This is what making an impact looks like! #Lifeat2U @Lifeat2U

volunteer post:

So amazing that we get VTO (Volunteer Time Off). Can't wait to spend the day giving back! @Lifeat2U #Lifeat2U #volunteer

company meeting post:

Super excited to be at #companymeeting! Vegas never looked so good! @Lifeat2U #Lifeat2U

ORGANIZATIONS.

Making an impact together.

Wondering what our business resource networks (BRNs) are all about? BRNs are employee-led groups that foster a diverse, inclusive workplace aligned with our mission and business goals. They offer a forum for networking, professional development, and multicultural celebration. It's a great opportunity to build and demonstrate leadership skills, regardless of your current level at 2U.



2Q (LGBTQIA+)

2Q is the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, and Asexual/Allies BRN. We serve as a strategic partner with 2U to promote a culture of diversity and inclusion.



Black Engagement Network (BNet)

BNet offers a forum for networking, professional development, and belonging for Black/African Americans.



Womxn's Alliance Network (W.A.N.)

The Womxn's Alliance Network (W.A.N.) is on a mission to educate and empower womxn and allies to energize their personal and professional spaces with our stories in order to influence structural and cultural change at 2U.



Ability Resource Network (ARN)

The Ability Resource Network (ARN) is on a mission to provide a sense of community and amplify the voices of individuals with varying capabilities through the facilitation of supportive, inclusive, and accessible spaces.



Parents and Caregivers Network (PCNet)

The mission of PCNet is to support fellow caregivers as professionals by creating an inclusive environment, building opportunities for networking, advocacy, and support, and raising broader awareness about caregiver experiences.



Asian Pacific Islander Network (APIN)

The mission of the Asian Pacific Islander Network is to achieve equity by fostering a prominent space and advocating for API people through intentional engagement, heightened awareness, and joyous celebration.



TuGente (Latinx)

The TuGente BRN mission is to advance growth and opportunity for our members. Together we have created a network oriented towards breaking down obstacles we face individually and as a Latinx community.

SAMPLE EXECUTIONS.

Sample executions.

Use these samples to help guide creative decisions.



Any Questions?

That's what the 2Universe is here for!
Find it on the brand portal, and ask away!

THANK YOU.