



PRESS KIT

Contents.

Practical guide to materials in this archive.



LEARN . SE



Everything included exists for editorial and approved partner use.

Questions: alexander.kleve@leara.se

01 ABOUT LEARA

- Leara_Company_Overview.pdf
- Leara_Fact_Sheet.pdf
- Leara_Boilerplate.txt

02 LEADERSHIP

- Individual folders with portrait (JPG) and bio (PDF) for each founder

03 LOGOS

- SVG/ and PNG/ mark files
- Logo_Guidelines.pdf

04 BRAND

- Brand_Overview.pdf
- Colors/ swatch PNGs
- Typography/ reference

05 PRODUCT

- Platform_Overview.pdf
- Product_Images/ generated platform visuals

06 IMAGES

- Leadership/ portraits



- Company/ brand marks
 - Product/ platform visuals
-

Use approved logos and copy as provided. Do not alter Ray proportions or colours. Ray is signal — not decoration on light backgrounds.