



# Brand Guidelines – Press Kit

Use this template as a way to manage your press kit within Guru. [Learn more](#) about this template.

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## What is our product?

**One-liner description:** *[Enter your product description here.]*

*Example:* Guru is a collaborative knowledge management solution where answers find you—everywhere, every time.

**Long-form description:** *[Your longer, less-elevator-pitch-y description goes here.]*

*Example:* Guru is a collaborative knowledge management solution where answers find you—everywhere, every time. Guru connects teams and people to one another and surfaces the know-how of those who know best, and turns collections of information into useful knowledge. By delivering the right knowledge at the right time, Guru reduces new-hire ramp time, drives amazing customer experiences, and makes teams more collaborative and productive.

**Press line:** *[Write a brief opening sentence for your press releases.]*

*Example:* PHILADELPHIA — Guru, *the collaborative knowledge management solution where answers find you*, announced today...



## **Brand Assets**

*Add your team's logos, pictures of your leadership team, your office, and your product to this Card. You could also make multiple Guru Cards and link them here, too. Include any rules or instructions for using brand assets in this section.*

## **Press Contacts**

*Add your main points of contact for press inquiries here so your team knows where to direct PR questions.*