

GIRLS WHO CODE DESIGN STYLE GUIDE



INTRODUCTION

MAKING WAVES

The Girls Who Code 2020 visual identity is all about waves. Wave of momentum—waves of progress—waves of change.

The wave is a visual interpretation of the shape of a stack of lines written in a scripting window—it is also metaphor for the power, strength, and resilience of a new generation of young women and girls coming together to effect positive change in the world.

Girls Who Code empowers these young women, through networks of sisterhood and digital fluency to go forward into the future and MAKE WAVES.

LOGO

THE LOGO

girls who
code

USING THE LOGO

SIZING

For digital use, the minimum sizing of the Girls Who Code logo is 30 pixels high. It should not be printed smaller than 3/4 of an inch in width.

PARTNERSHIP

When locking the logo up to partner logos, create a dividing line that is 1.5x longer than the height of the logo.

Make the width of the dividing line equivalent to the width of the stroke in “code”.

Allow for the width of the “o” in code to act as a suitable padding distance between the dividing stroke and each of the marks.

MINIMUM DIGITAL SIZE



MINIMUM PRINT SIZE



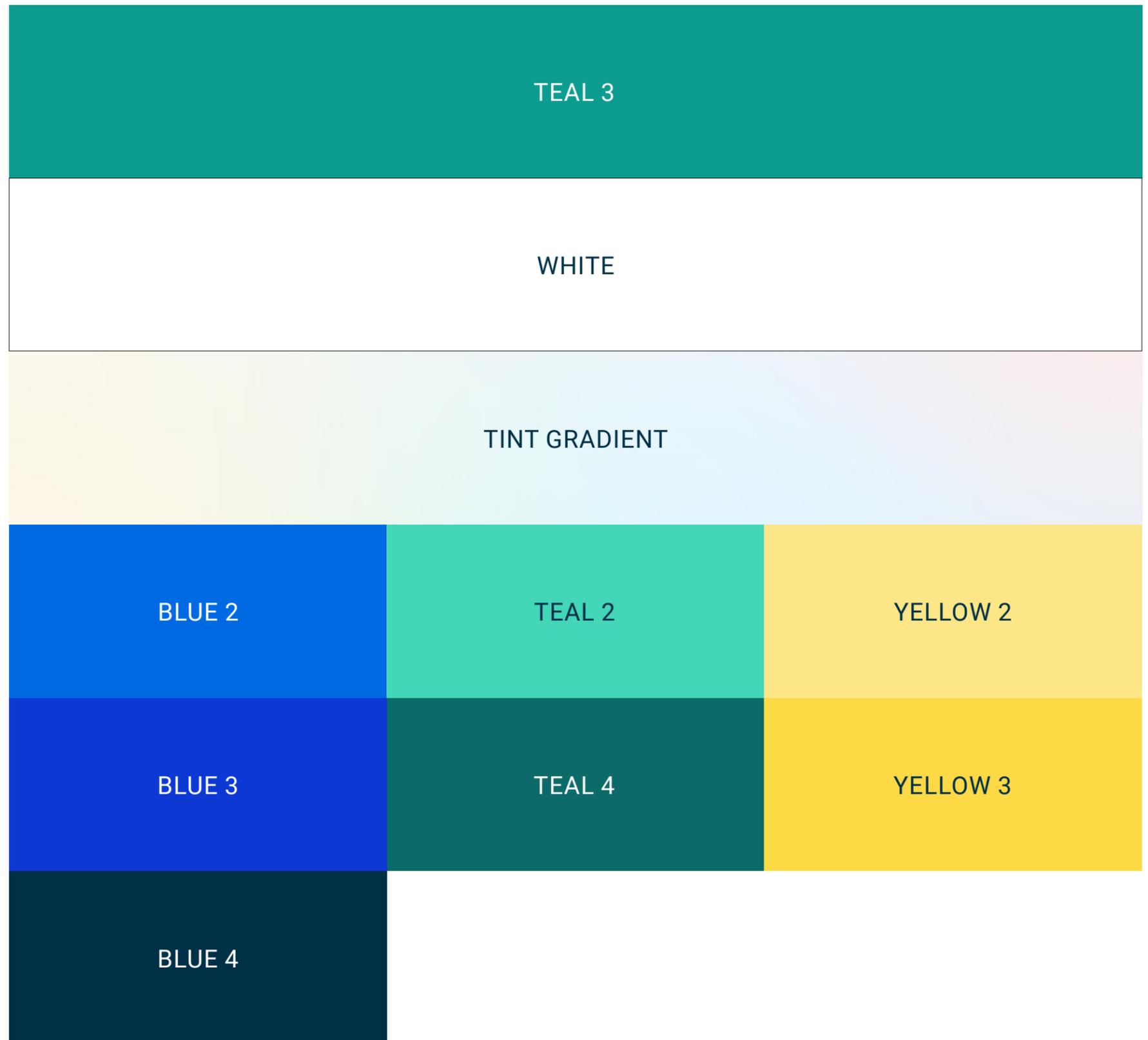
.75 IN WIDTH



CORE COLORS

THE CORE COLORS

These are the colors that make up the core of the Girls Who Code visual brand. They should have the greatest representation across all applications and levels.



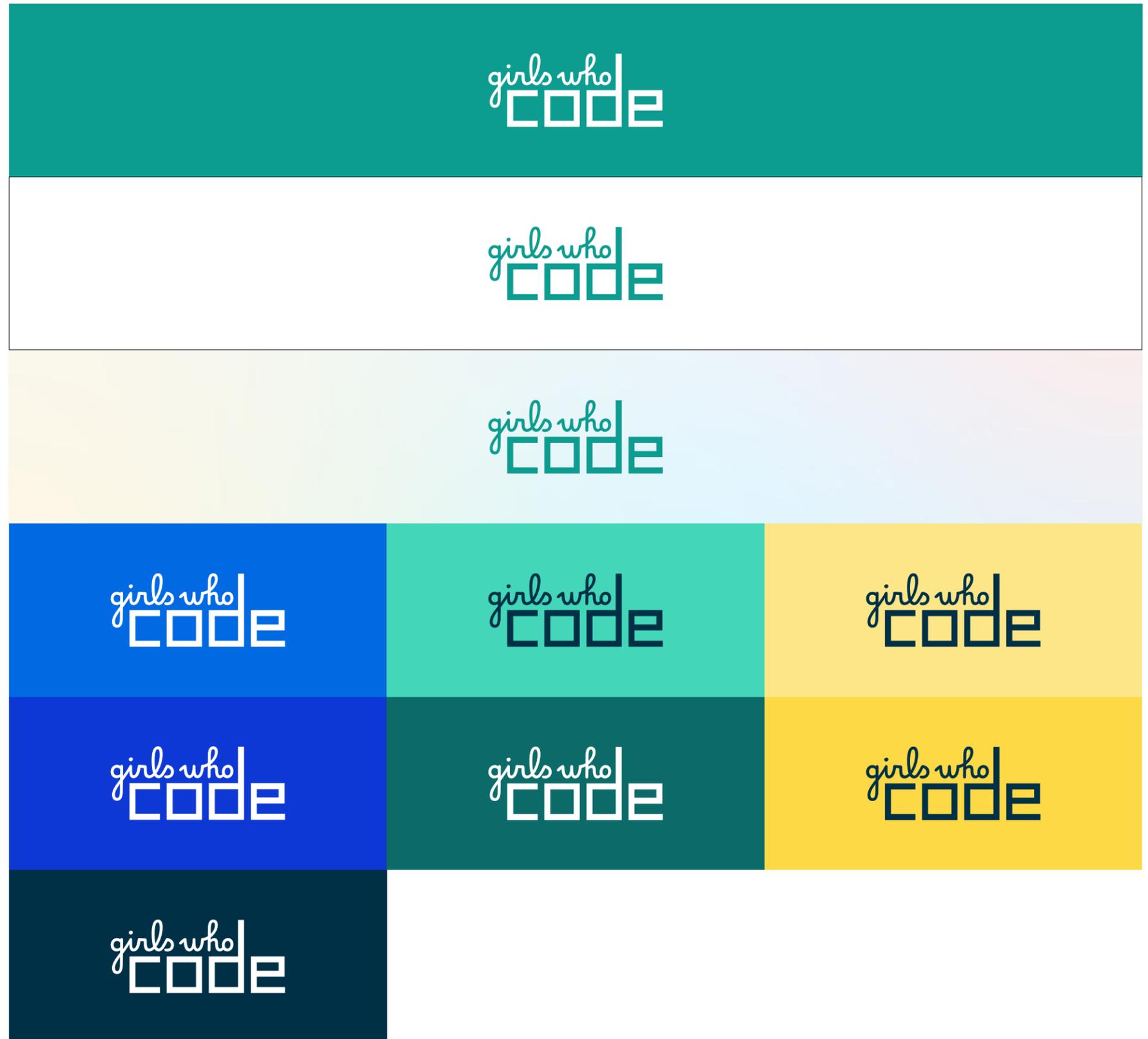
LOGO & COLOR

Think of the script and sans-serif components of the Girls Who Code logo as a singular unit. They should always appear in the same color.

On a white, color tint, or tint gradient background, the Girls Who Code logo should almost always appear in the primary brand color: Teal 3

On a dark-colored background, the Girls Who Code logo should almost always appear in white.

On a light-colored background, the Girls Who Code logo should almost always appear in Blue 4.



TYPOGRAPHY

TYPOGRAPHY

ROBOTO (PRIMARY)

The primary typeface for the Girls Who Code visual system is Roboto. All key information including headlines, sub-heads, and body copy, should be set exclusively in Roboto.

BLACK

Girls Who Code

BOLD

Girls Who Code

MEDIUM

Girls Who Code

REGULAR

Girls Who Code

LIGHT

Girls Who Code

THIN

Girls Who Code

TYPOGRAPHY

ROBOTO MONO (SECONDARY)

Secondary information, including dates, times, and locations should be set in Roboto Mono. Roboto Mono can also be used at the discretion of the designer for information that must appear at a lower hierarchy within the context of the application. For example, the footer of this Design Style Guide ;)



COLORS

FULL COLOR PALETTE

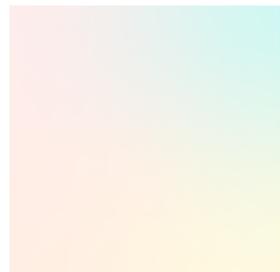
TINTS											
BLACK 1 PMS: WARM GRAY 1 C: 6 R: 237 M: 4 G: 237 Y: 4 B: 237 K: 0 #EDED	TEAL 1 PMS: 9040 *Pastels C: 13 R: 215 M: 0 G: 249 Y: 6 B: 244 K: 0 #D7F9F4	BLUE 1 PMS: 9400 *Pastels C: 8 R: 229 M: 0 G: 248 Y: 0 B: 255 K: 0 #E5F8FF	RED 1 PMS: 9280 *Pastels C: 0 R: 254 M: 6 G: 239 Y: 3 B: 238 K: 0 #FEEFEE	ORANGE 1 PMS: 9285 *Pastels C: 0 R: 255 M: 4 G: 243 Y: 7 B: 232 K: 0 #FFF3E8	YELLOW 1 PMS: 9060 *Pastels C: 0 R: 255 M: 4 G: 249 Y: 7 B: 226 K: 0 #FFF9E2						
BLACK 2 PMS: WARM GRAY 3 C: 18 R: 206 M: 14 G: 206 Y: 15 B: 206 K: 0 #CECECE	TEAL 2 PMS: 3533 C: 60 R: 67 M: 0 G: 214 Y: 38 B: 185 K: 0 #43D6B9	BLUE 2 PMS: 2727 C: 83 R: 1 M: 60 G: 105 Y: 0 B: 255 K: 0 #0169E1	RED 2 PMS: 2029 C: 0 R: 243 M: 64 G: 124 Y: 51 B: 111 K: 0 #F37C6F	ORANGE 2 PMS: 2016 C: 1 R: 249 M: 32 G: 184 Y: 46 B: 140 K: 0 #F9B88C	YELLOW 2 PMS: 106 C: 2 R: 252 M: 6 G: 230 Y: 57 B: 236 K: 0 #FCE688						
BLACK 3 PMS: WARM GRAY 6 C: 53 R: 122 M: 45 G: 122 Y: 46 B: 120 K: 10 #7A7A78	TEAL 3 PMS: 3560 C: 81 R: 13 M: 17 G: 156 Y: 50 B: 144 K: 1 #0D9C90	BLUE 3 PMS: BLUE 072 C: 89 R: 13 M: 78 G: 56 Y: 0 B: 211 K: 0 #0D38D3	RED 3 PMS: 185 C: 2 R: 234 M: 92 G: 56 Y: 64 B: 80 K: 0 #EA3850	ORANGE 3 PMS: 137 C: 0 R: 250 M: 66 G: 120 Y: 100 B: 21 K: 0 #FA7815	YELLOW 3 PMS: 108 C: 2 R: 253 M: 12 G: 217 Y: 84 B: 70 K: 0 #FDD946						
BLACK 4 PMS: BLACK 6 C: 72 R: 26 M: 67 G: 25 Y: 66 B: 24 K: 79 #1A1918	TEAL 4 PMS: 3557 C: 88 R: 12 M: 39 G: 107 Y: 56 B: 104 K: 19 #0C6B68	BLUE 4 PMS: 2767 C: 99 R: 0 M: 74 G: 48 Y: 48 B: 70 K: 47 #003046	RED 4 PMS: 194 C: 27 R: 163 M: 100 G: 23 Y: 61 B: 70 K: 16 #A31746								

TINT GRADIENT

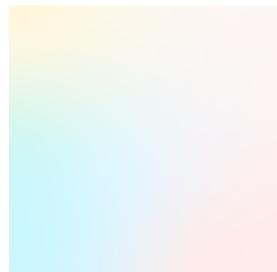
To add depth and interest, the Girls Who Code visual system frequently incorporates the use of a tint gradient in place of pure white. This gradient is composed exclusively out of the five color tints in the palette: Teal 1, Blue 1, Red 1, Orange 1, and Yellow 1

DIGITAL APPLICATIONS

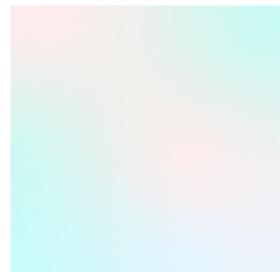
Gradients are free-form and can be comprised of any number of the five color tints.



TEAL 1
RED 1
ORANGE 1
YELLOW 1



TEAL 1
BLUE 1
RED 1
YELLOW 1



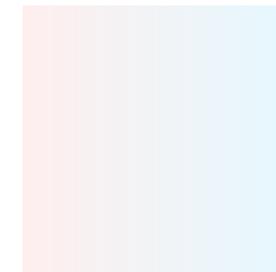
TEAL 1
BLUE 1
RED 1

PRINT APPLICATIONS

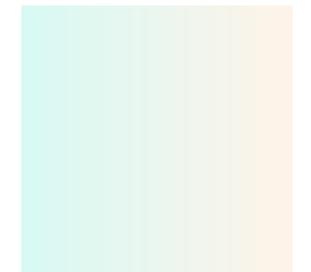
Gradients are linear and must be comprised of only two of the five colors tints in order to guarantee optimal printing.



BLUE 1
YELLOW 1



BLUE 1
RED 1



TEAL 1
ORANGE 1

PHOTOGRAPHY & TYPE

ADJACENT

Text will primarily appear adjacent to (and not touching) photographs.

**Type set next to images, should appear in title case.*

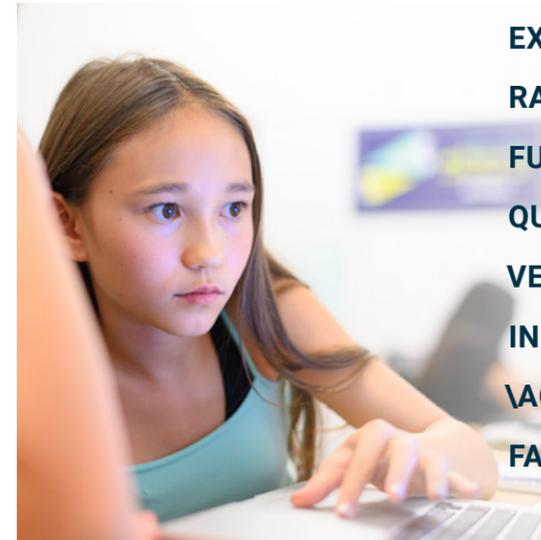


Lese mo mo volorehendam
erio. Nam que consequ
pliqui odiskas ma dolesed
mod et mint. Nem et a cus
aut quaectas nonsediciis
dolores nobis aut optusan-
daes endest, quaspis testem
invendis dolectus ad qui
nimpernam ium eastiberchit
mod qui diciet ommoditatia
delique cusciis volor

OVERLAPPING

Text may overlap photography where appropriate. For this treatment, only use a photograph that displays a large area of dark or light color on one of the two sides. A gentle gradient overlaid on top of the photo may be used to enhance the darkness or lightness of the photograph. If the photograph is lighter in color, display it on a light background with dark text. If the photograph is darker in color, display it on a dark background with light text.

**Type set over images, should appear in all caps, with -15pt tracking.*



US, QUI SUNT VOLORENIET QUIS RAT
EX EUM NON REM NIMAIORERUM
RATEM NIHIT ET QUUNT AUT PLAM
FUGIT QUIA ATUR SEQUAS IUS AUT
QUAM EICIIS ALITAS EVELIT FUGIT
VENDAERUM CUS ET AUT QUODICIDEL
IN CON ET DOLOREM SI ALIQUATA
VACCUS, QUID EST, ELIQUI CUPIT
FACRORUM REST.

L8R G8RS ;)