

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



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.

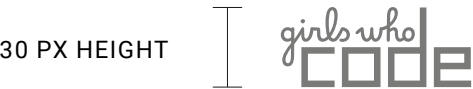
PARTNERSHIP

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



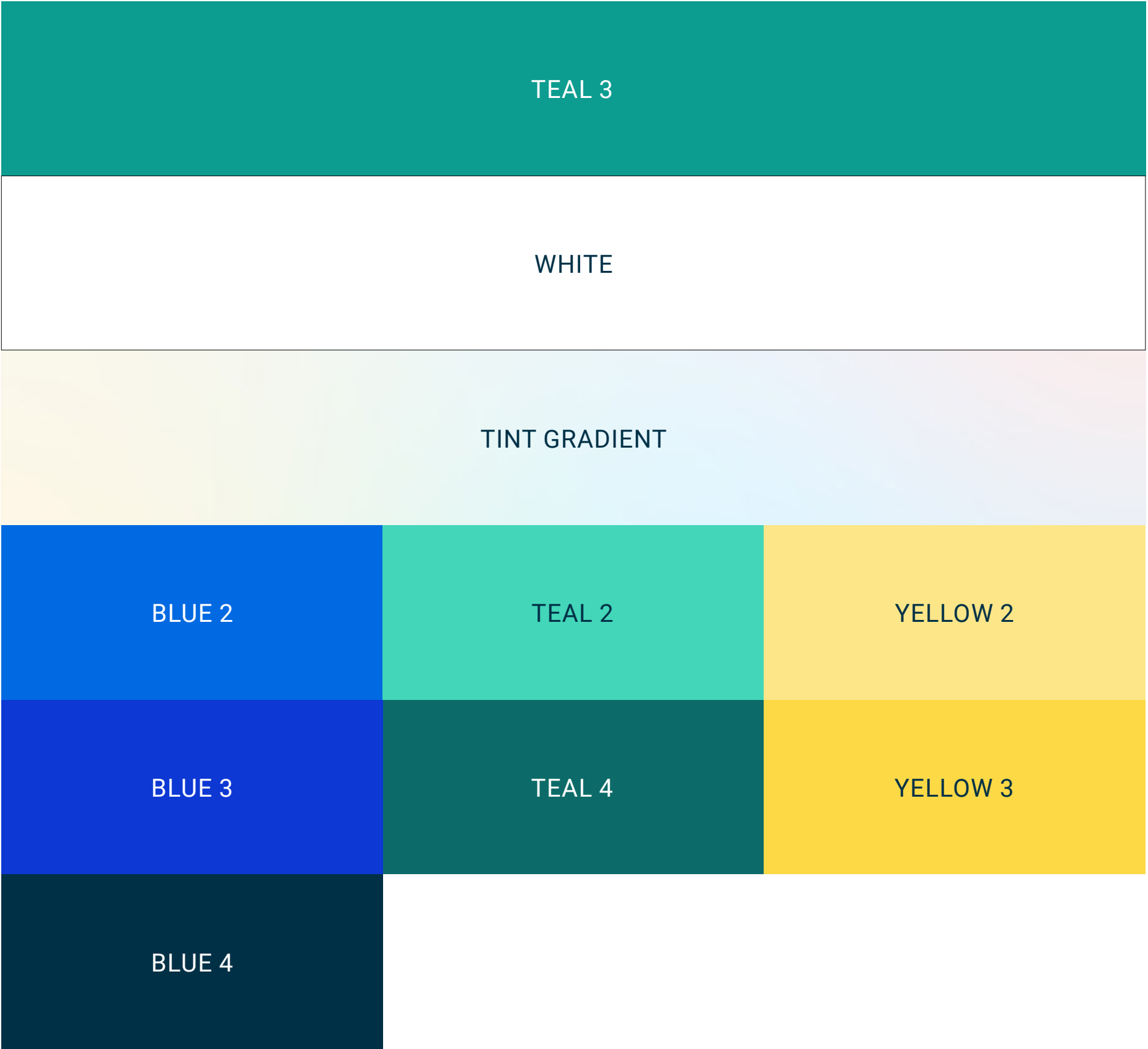
MINIMUM PRINT SIZE



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.



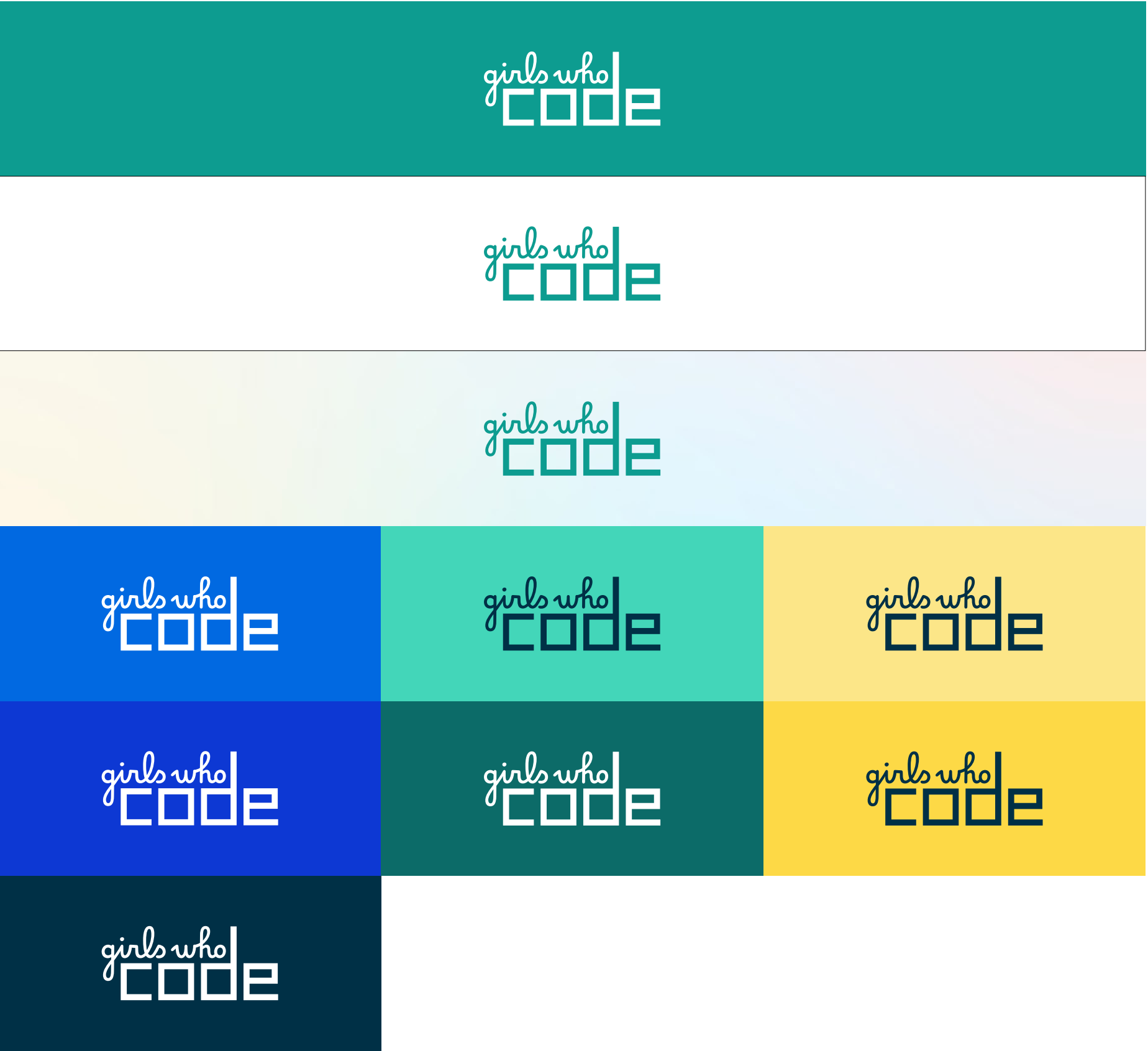
LOGO & COLOR

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.



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			TEAL 1			BLUE 1			RED 1		
PMS: WARM GRAY 1			PMS: 9040 *Pastels			PMS: 9400 *Pastels			PMS: 9280 *Pastels		
C: 6			C: 13			C: 8			C: 0		
R: 237			R: 215			R: 229			R: 254		
M: 4			M: 0			M: 0			M: 6		
G: 237			G: 249			G: 248			G: 239		
Y: 4			Y: 6			Y: 0			Y: 3		
B: 237			B: 244			B: 255			B: 238		
K: 0			K: 0			K: 0			K: 0		
#EDEDED			#D7F9F4			#E5F8FF			#FEEFEE		
BLACK 2			TEAL 2			BLUE 2			RED 2		
PMS: WARM GRAY 3			PMS: 3533			PMS: 2727			PMS: 2029		
C: 18			C: 60			C: 83			C: 0		
R: 206			R: 67			R: 1			R: 243		
M: 14			M: 0			M: 60			M: 64		
G: 206			G: 214			G: 105			G: 124		
Y: 15			Y: 38			Y: 0			Y: 51		
B: 206			B: 185			B: 255			B: 111		
K: 0			K: 0			K: 0			K: 0		
#CECECE			#43D6B9			#0169E1			#F37C6F		
BLACK 3			TEAL 3			BLUE 3			RED 3		
PMS: WARM GRAY 6			PMS: 3560			PMS: BLUE 072			PMS: 185		
C: 53			C: 81			C: 89			C: 2		
R: 122			R: 13			R: 13			R: 234		
M: 45			M: 17			M: 78			M: 92		
G: 122			G: 156			G: 56			G: 56		
Y: 46			Y: 50			Y: 0			Y: 64		
B: 120			B: 144			B: 211			B: 80		
K: 10			K: 1			K: 0			K: 0		
#7A7A78			#0D9C90			#0D38D3			#EA3850		
BLACK 4			TEAL 4			BLUE 4			RED 4		
PMS: BLACK 6			PMS: 3557			PMS: 2767			PMS: 194		
C: 72			C: 88			C: 99			C: 27		
R: 26			R: 12			R: 0			R: 163		
M: 67			M: 39			M: 74			M: 100		
G: 25			G: 107			G: 48			G: 23		
Y: 66			Y: 56			Y: 48			Y: 61		
B: 24			B: 104			B: 70			B: 70		
K: 79			K: 19			K: 47			K: 16		
#1A1918			#0C6B68			#003046			#A31746		

TINT GRADIENT

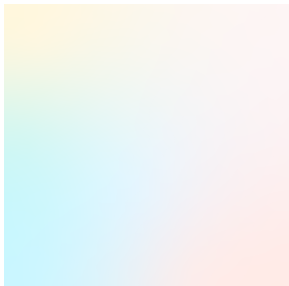
To add depth and interest, the Girls Who Code visual system frequently incorporates the use of a tint gradient in place of pure white. This gradient is composed exclusively out of the five color tints in the palette: Teal 1, Blue 1, Red 1, Orange 1, and Yellow 1

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



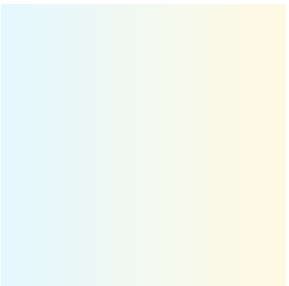
TEAL 1
BLUE 1
RED 1
YELLOW 1



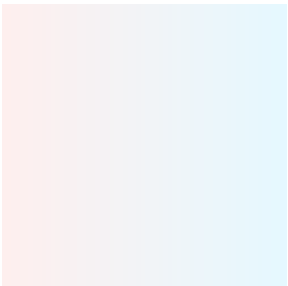
TEAL 1
BLUE 1
RED 1

PRINT APPLICATIONS

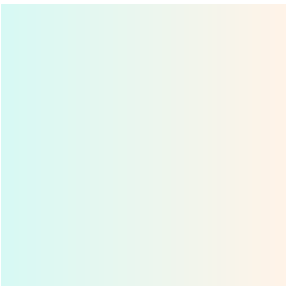
Gradients are linear and must be comprised of only two of the five colors tints in order to guarantee optimal printing.



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.*

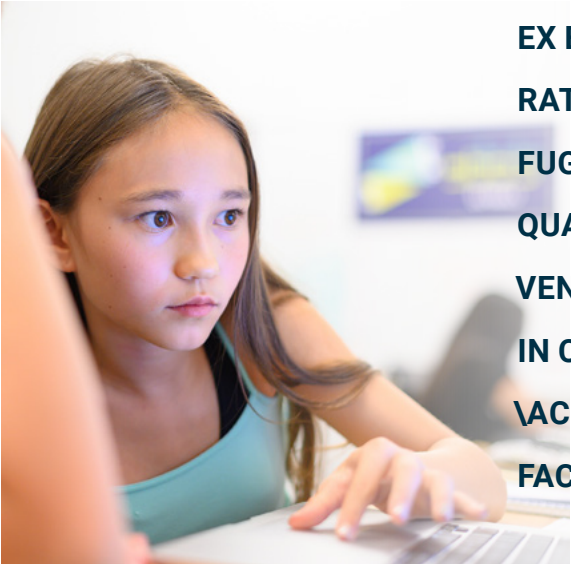


Lese mo mo volorehendam
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aut quaectas nonsediciis
dolores nobis aut optusan-
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delique cusciiis volor

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 overlayed 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 VLORENIET 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 ;)