

girls who CODE

BRAND GUIDELINES



LOGOS

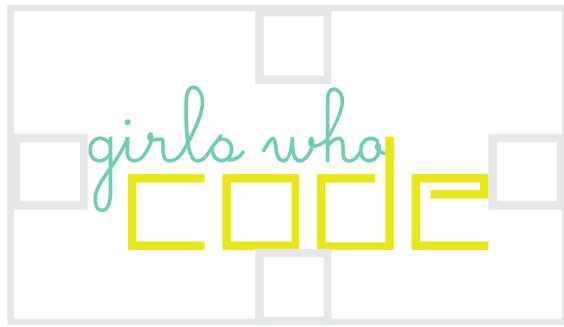
Primary Mark Guidelines



Vertical Lockup is the primary style and should be used across all applications. Do not change the color unless using one of the alternate logos provided in the guide.

LOGOS

Primary Mark Guidelines



ISOLATED LOGO CLEAR SPACE

Clear Space surrounding logo should be equal to the size of the "o" in "code"



SMALL USAGE

Small executions should be no smaller than 70px high at 72 dpi. The text must remain legible

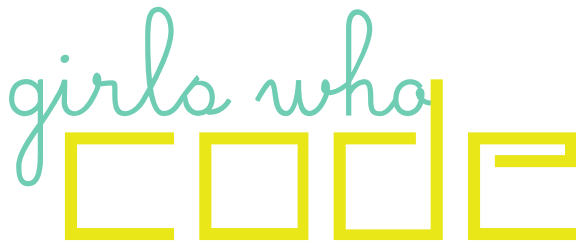


HORIZONTAL LOCKUP

Only use when the logo needs to be smaller than the minimum usage of 70px high. Use the vertical lockup for all applications. The same clear space rules apply.

LOGOS

Logo Colors



Keep logo on 100% white background. If not possible, enclose logo in white box at least equal to clear space guidelines or use the secondary logo on the following page.

PRIMARY LOGO COLORS



PANTONE 338 C

R 110, G 206, B 178
C 50, M 0, Y 31, K 0
#6eceb2



PANTONE 395 C

R 236, G 232, B 26
C 9, M 0, Y 90, K 0
#ece81a

LOGOS

Secondary Logo Colors



The secondary logo is used when application on a 100% white background cannot be achieved, or as an alternate base color for collateral or apparel.

SECONDARY LOGO COLORS



PANTONE 338 C

R 110, G 206, B 178
C 50, M 0, Y 31, K 0
#6eceb2



PANTONE 395 C

R 236, G 232, B 26
C 9, M 0, Y 90, K 0
#ece81a



PANTONE 7694 C

R 1, G 66, B 106
C 100, M 57, Y 9, K 52
#01426a

LOGOS

Knockout Logos



KNOCKOUT LOGO ON COLOR FIELD

Only use knockout logo on solid blue or green field.

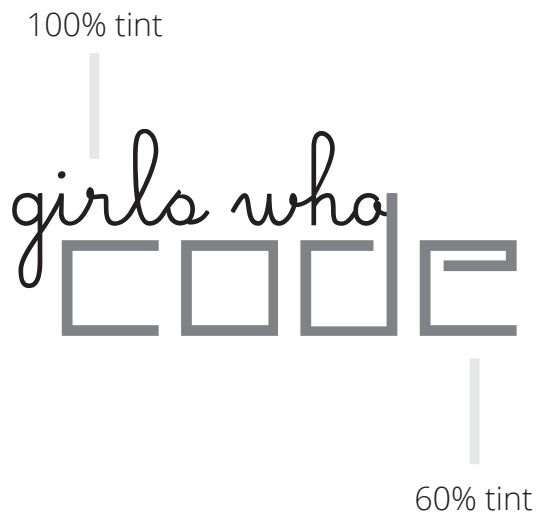


KNOCKOUT LOGO ON PHOTO

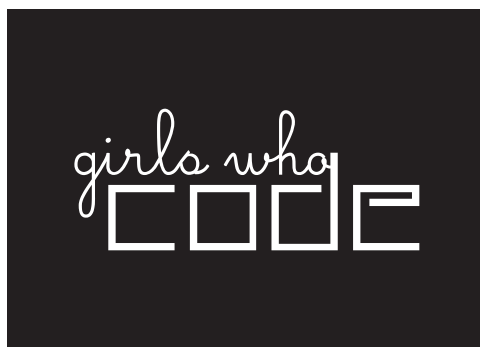
The knockout logo must be readable over the photo and adhere to clear space rules.

LOGOS

One Color / Black and White Logo



Only use 1 color logo when no other option, such as print options that do not allow for any color.



Alternatively, use the knockout logo on a 100% black field.

LOGOS

Social Media Profile Logo



PROFILE PICTURE LOGO

Use for social media profile purposes only. It is readable at standard square size.

LOGOS

Logo with Qualifying Text



SUMMER IMMERSION PROGRAM



GOOGLE



**ABRAHAM LINCOLN
HIGH SCHOOL**

When the logo needs to include an official Girls Who Code program or secondary name, use a 2pt dotted line in accent color pink below.

The line is equal in length to the logo and is spaced down one x-height of the script typeface. The text is also one x-height down from the line. For character counts of 10 or less, the second line of text should not exceed 50% the width of "Code."

This lockup should not be used for headlines or any text other than official Girls Who Code programs or divisions.

The text should be center aligned and can go to two lines if needed. It should stay blue, or knockout to white when on a color background.

ACCENT COLOR



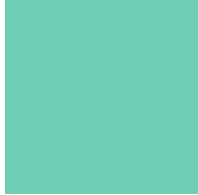
PANTONE 1787 C

R 244, G 54, B 76
C 0, M 78, Y 69, K 4
#f4364c

COLOR

PRIMARY COLORS

Main colors used in design, green being the most dominant color.



PANTONE 338 C

R 110, G 206, B 178
C 50, M 0, Y 31, K 0
#6eceb2



PANTONE 395 C

R 236, G 232, B 26
C 9, M 0, Y 90, K 0
#ece81a



PANTONE 7694 C

R 1, G 66, B 106
C 100, M 57, Y 9, K 52
#01426a

ACCENT COLOR

To be used sparingly in design to offer flexibility.



PANTONE 1787 C

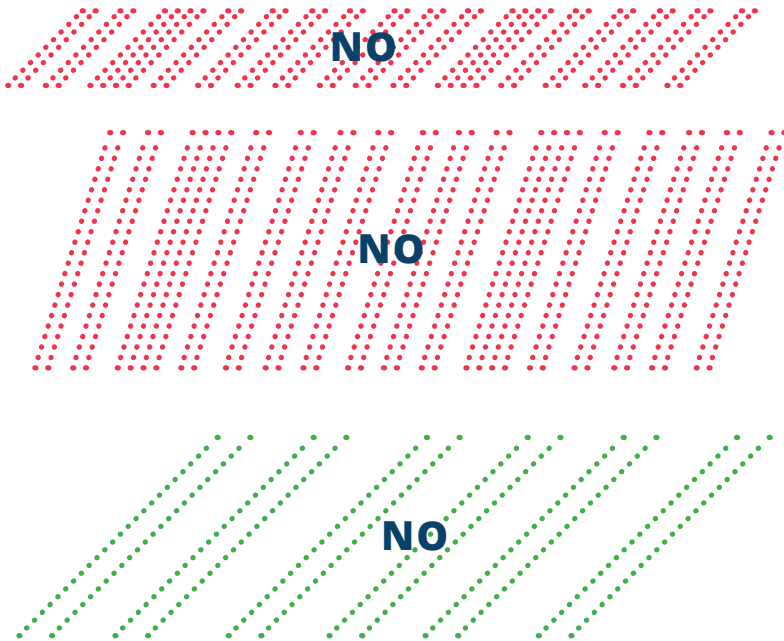
R 244, G 54, B 76
C 0, M 78, Y 69, K 4
#f4364c

DOTS, PHOTOS, AND ICONS



DOT SEQUENCE

Use in design to frame things and offer visual interest. Keep at 2pt. Do not stretch the proportions. Only use in primary and accent colors. No other colors allowed.

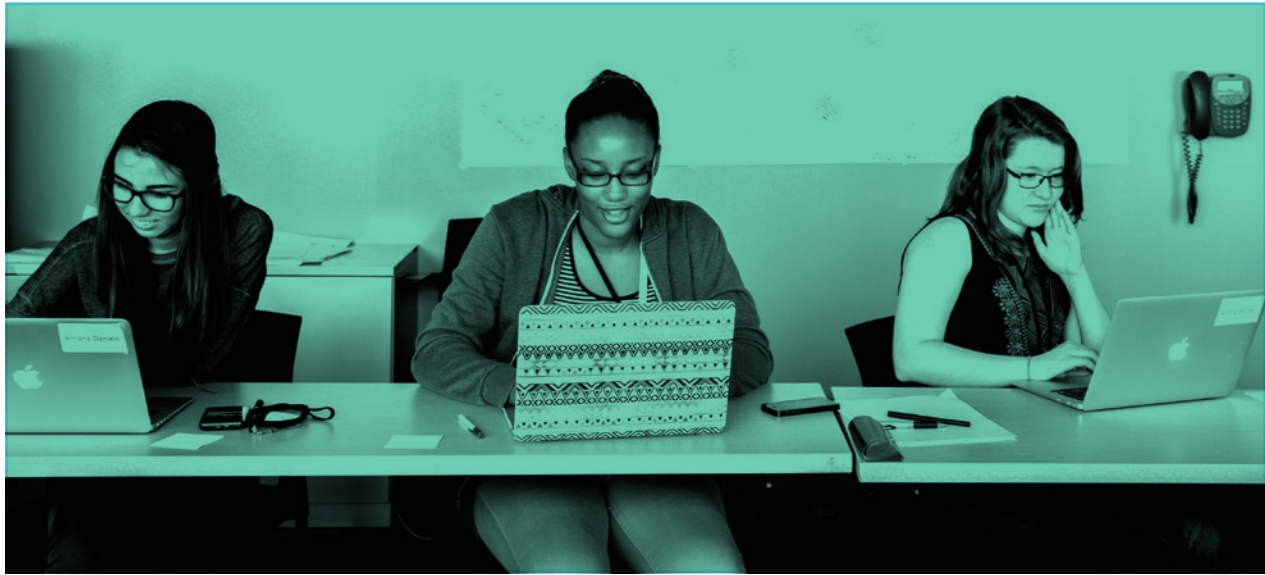


POSITIVE ICONS

Used for emphasis of a call out box or as bullet points.



DOTS, PHOTOS, AND ICONS



PHOTOGRAPHY GUIDE

Photos as design should be high contrast black and white, high contrast black and white multiplied with a Girls Who Code color, or a duotone of a Girls Who Code color with white. Examples are shown. Full colors photos are used only for emphasis in design, such as for a student profile or specific documentation of an event.

TYPOGRAPHY

Open Sans Extra Bold
Open Sans Bold Italic
Open Sans Light

The primary typefaces for use on all Girls Who Code collateral is Open Sans Extra Bold, Open Sans Bold Italic and Open Sans Light, available through Adobe Typekit and Google Fonts.

EXAMPLE HEIRARCHY

HEADLINE TEXT
SUBHEADLINE TEXT
Emphasized Text
Body Text

**HEADLINES ARE
LARGE AND
ALL CAPS**

**SUBHEADLINES are
smaller and can be
sentence case.**

*Emphasized text can be used for
bullet point callouts.*

Body text is used for large paragraphs.