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Brand Identity Guidelines

Progressive Coders Network



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Brand Identity — The Way We See It

Our 'brand role' is a simple and powerful statement that guides everything we do. Including how we look, think and talk to the world.

Why?

The beauty of working together is that everybody has their own ideas and perspectives. However, if we want to build something amazing together we have to agree on a solid foundation.

How?

The purpose of brand identity is to give you a solid foundation for your work, but it won't solve every design question you'll encounter with. Stay creative and feel free to think out of the box when necessary.

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Solid Colors

We love colors - it highlights the inclusive, democratic nature of our organization. Mostly we use our main medium blue color, but we also have a wide variety of secondary colors as well.

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Primary Color



#00b0ff
RGB (0, 176, 255)



Secondary Colors



#ea098c
RGB (234, 9, 140)



#ffea00
RGB (255, 234, 0)



#00c853
RGB (0, 200, 83)

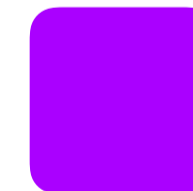
Tertiary Colors



#76ff03
RGB (118, 255, 3)



#64ffda
RGB (100, 255, 218)



#aa00ff
RGB (170, 0, 255)



#6200ea
RGB (98, 0, 234)

Gradients

Our passion for colors doesn't stop at solid colors.
We also collected are our favorite gradients.

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#00b0ff
RGB (0, 176, 255)

#64ffda
RGB (100, 255, 218)



#ea098c
RGB (234, 9, 140)

#ffea00
RGB (255, 234, 0)



#6200ea
RGB (98, 0, 234)

#00b0ff
RGB (0, 176, 255)



#ea098c
RGB (234, 9, 140)

#aa00ff
RGB (170, 0, 255)

Typographic Style

In the spirit of our organization, we use free, open-source fonts from Google Fonts.

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COMFORTAA FOR HEADINGS

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz123456789!@#\$\$%

OPENS SANS

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz123456789!@#\$\$%

H1 Headings

H2 Headings

H3 Headings

H4 ALL-CAPS HEADINGS

Subtitles

Logo and its use

Our logo symbolizes community and inclusion - it's one of our core beliefs that we're better together. The mark consists of the graphic and text.

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Graphic



Graphic + text



How to use the logo +

- Use the graphic alone
- Use the graphic and text together
- Use on a white background
- Give at least 20px padding on all sides
- Okay to crop graphic like on first page of these styleguides

How NOT to use the logo ✖

- Don't use the text alone as a header or logo
- Don't use on a dark background

Create Forms Easier

We prepared everything for you, so you can create forms within seconds.

Inputs & Textareas

First name

Email address

 ✖

Your message

First name

Email address

 ✔

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The Way We Communicate

Sometimes how you say something is more important than what you say

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Vibrant

Progressive Coders Network is democratic to its core. Our group is open to all, and our voice reflects that; we strive to be clear and simple in our language, and avoid exclusionary or discriminatory language.

Friendly & Fun

While these *are* trying times, we can have fun while fighting back. Our voice is clear yet colloquial - like you're talking to a good friend. Some slang is okay, but only if it's widely understood; avoid any language that excludes others.

Passionate

While we're friendly and accessible, we're dead-serious about our goal to pave the way to racial, social, and economic justice. We don't hold back when calling for direct action. We also deploy strong, active verbs and avoid using a passive voice.

Wanna talk?

We would love to!

For more information, email us at admin@progcode.org or ping [#creatives](#) in Progressive Coder's Slack channel.

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