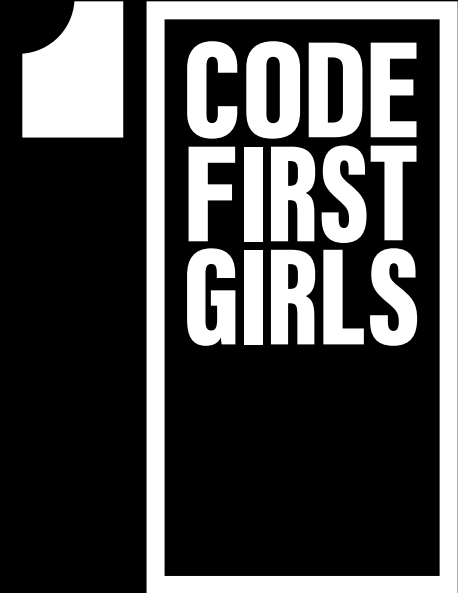


BRAND GUIDELINES VERSION 1.0



Introduction

These guidelines have been designed to help you create strong, consistent and engaging communications.

If you have any questions regarding the implementation of brand elements, please contact:

[Full Name]
xxx@codefirstgirls.org.uk

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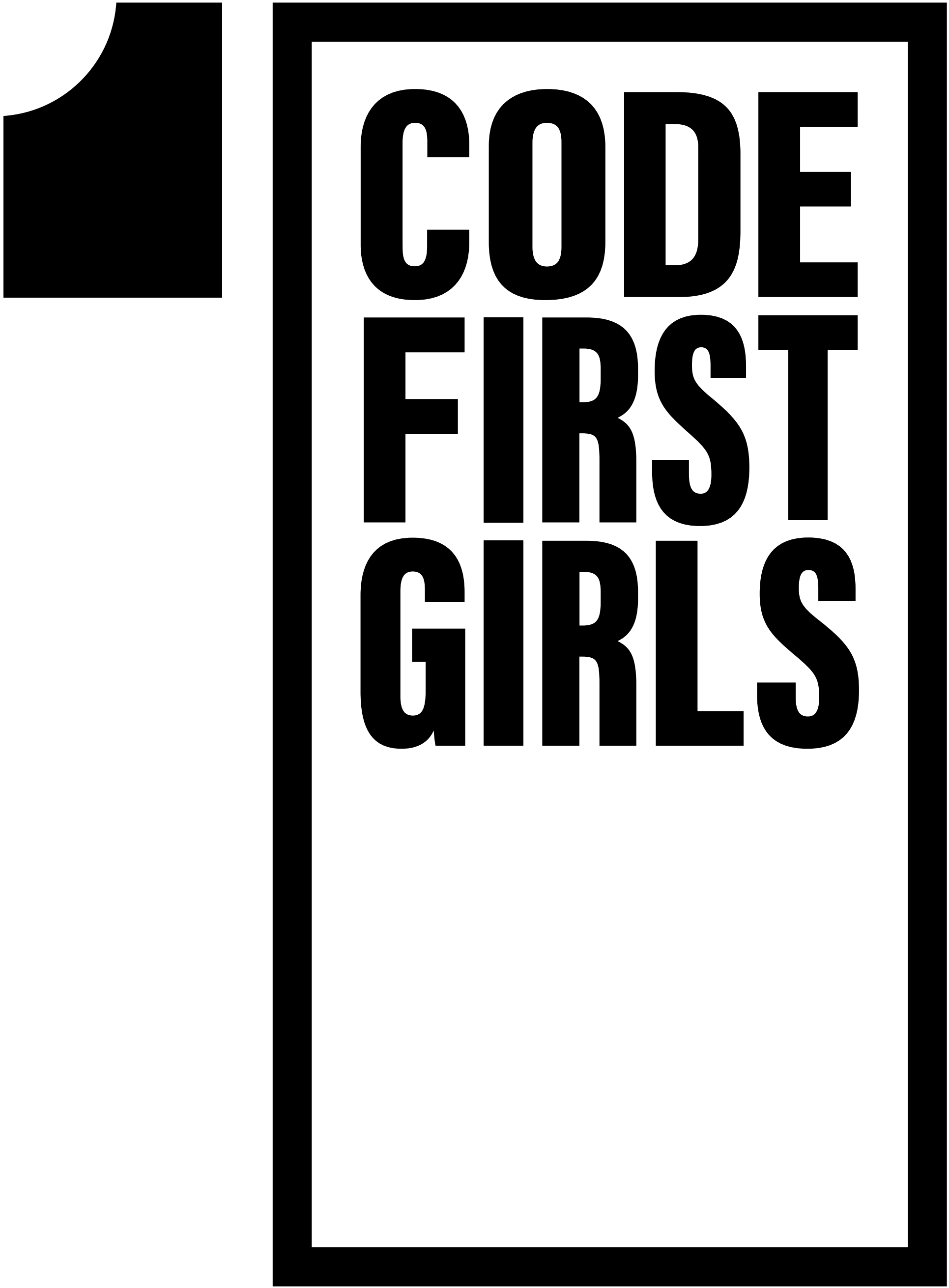
SECTION 01

LOGO



Introducing the logo

The Code First Girls logo is one of the core elements that make up our visual identity. It has a strong, stamp like appearance, acting as an unapologetic marker for change.



Logo versions

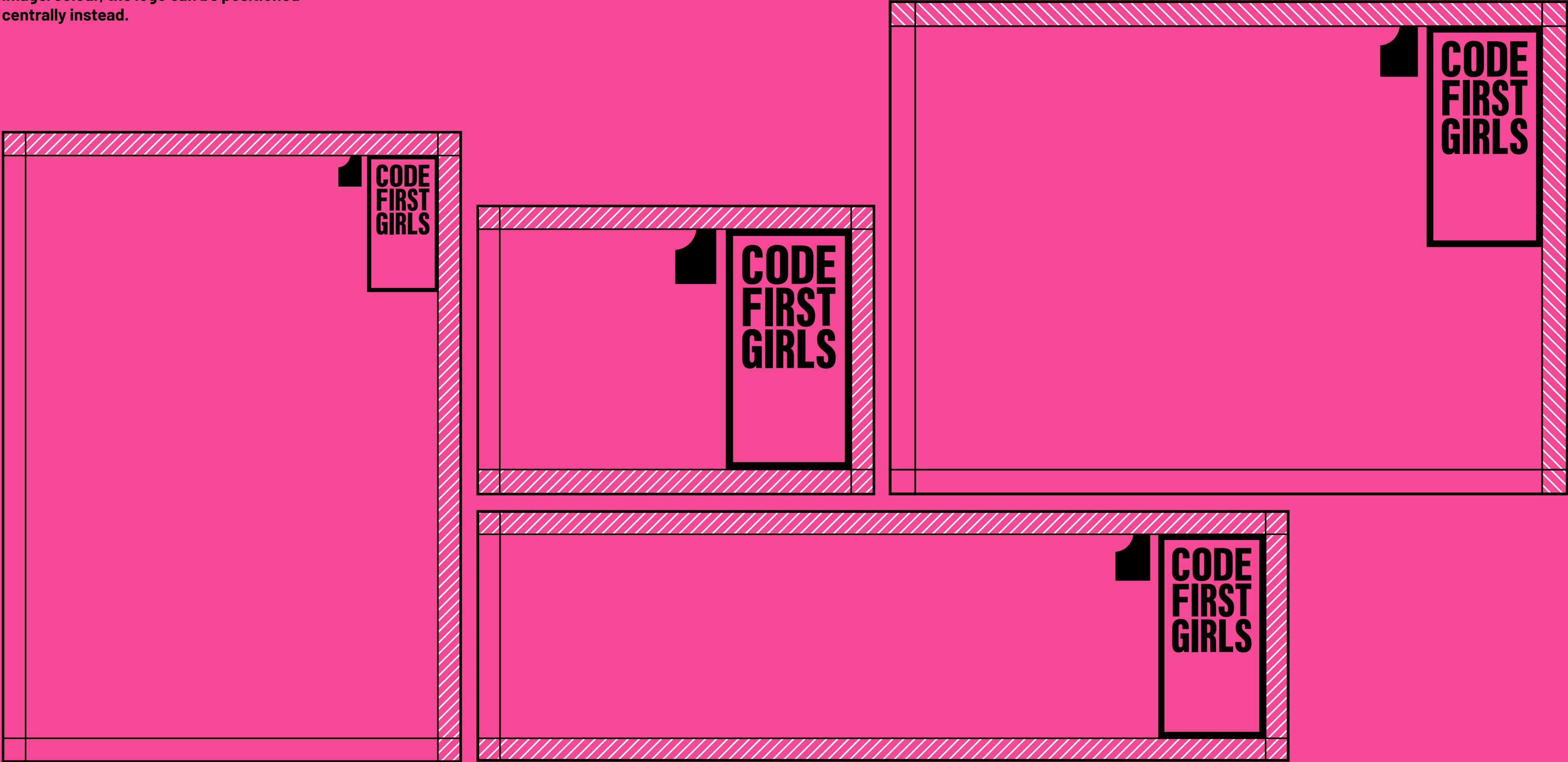
The logo is available in two colours; black and white. Here the logo can be seen used white on black.



**CODE
FIRST
GIRLS**

Positioning the logo

The logo works best when positioned on the right hand side of a layout, snapped against two or more of the margins. If there are no other elements in a layout other than the logo and a background image/colour, the logo can be positioned centrally instead.



Branding content

The logo can be used over photography as a way of branding content. This technique works best when our brand photography treatment has been applied.



SECTION 02

TYPOGRAPHY



Introducing typography

The Code First Girls typographic style is made up of one font, used in three different weights. Our font, Barlow, is an open source font and free to use commercially. It can be downloaded from the Google Fonts website.



Our typefaces

Our brand font is Barlow which we use in three different weights depending on the context it is being used in.

BARLOW BLACK

BARLOW BOLD

BARLOW REGULAR

ABCD

ABCD

ABCD

Typesetting

Our typefaces each have specific uses, and when used together correctly should give a clear heirarchy to copy.

Headlines in Barlow Black

Set in uppercase
Line spacing .75 / 80%

LOOKING TO
STUDY OR
TO HIRE?

Sub-headings in Berlow Bold
Body copy in Berlow Regular

Set in sentense case
Line spacing 1.10 / 130%

We are Code First Girls
Perissi doluptatur? Henditatur sima
vitaquoditio dendit dellant et, occatur,
sunt pera sus, nest aditasimi, sendi
volores eum in exerita eritas nonessi
mperect oriaspe lentiores que etur
autaquu ndelesti qui consectur, qui
voluptasit, quat eum con plaborp orerit
que dolor reiusdande et fuge.

CTAs in Berlow Bold

Set in sentense case
Line spacing 1.10 / 125%

APPLY TODAY ↗

SECTION 03

COLOUR



Introducing colour

The Code First Girls colour palette is monochrome with a pop of colour. Pink has been chosen because of it's connotations throughout history as the colour of change.

In most instances the percentages on this page should be followed as a guide to how much of each colour to use.

Black

10%

RGB 0 0 0
CMYK 50 50 50 100
HEX 000000

White

+0%

RGB 255 255 255
CMYK 0 0 0 0
HEX fffffff

Pink

20%

RGB 245 73 150
CMYK 0 80 0 0
HEX f54996

Applying colour

Using colour is simple, when using a white background, the logo and text should be black. When using a black background, the logo and text should be white. Graphic elements should always be in pink.

**GIVING WOMEN
THE UNFAIR
ADVANTAGE**

**→ BOLD
CONFIDENT
PROUD ***

Applying colour

The only exception to the rule is when pink is used as a background. A black logo and copy should be used on pink, with graphic elements in white.

**{ THE EXCEPTION
TO THE RULE }**

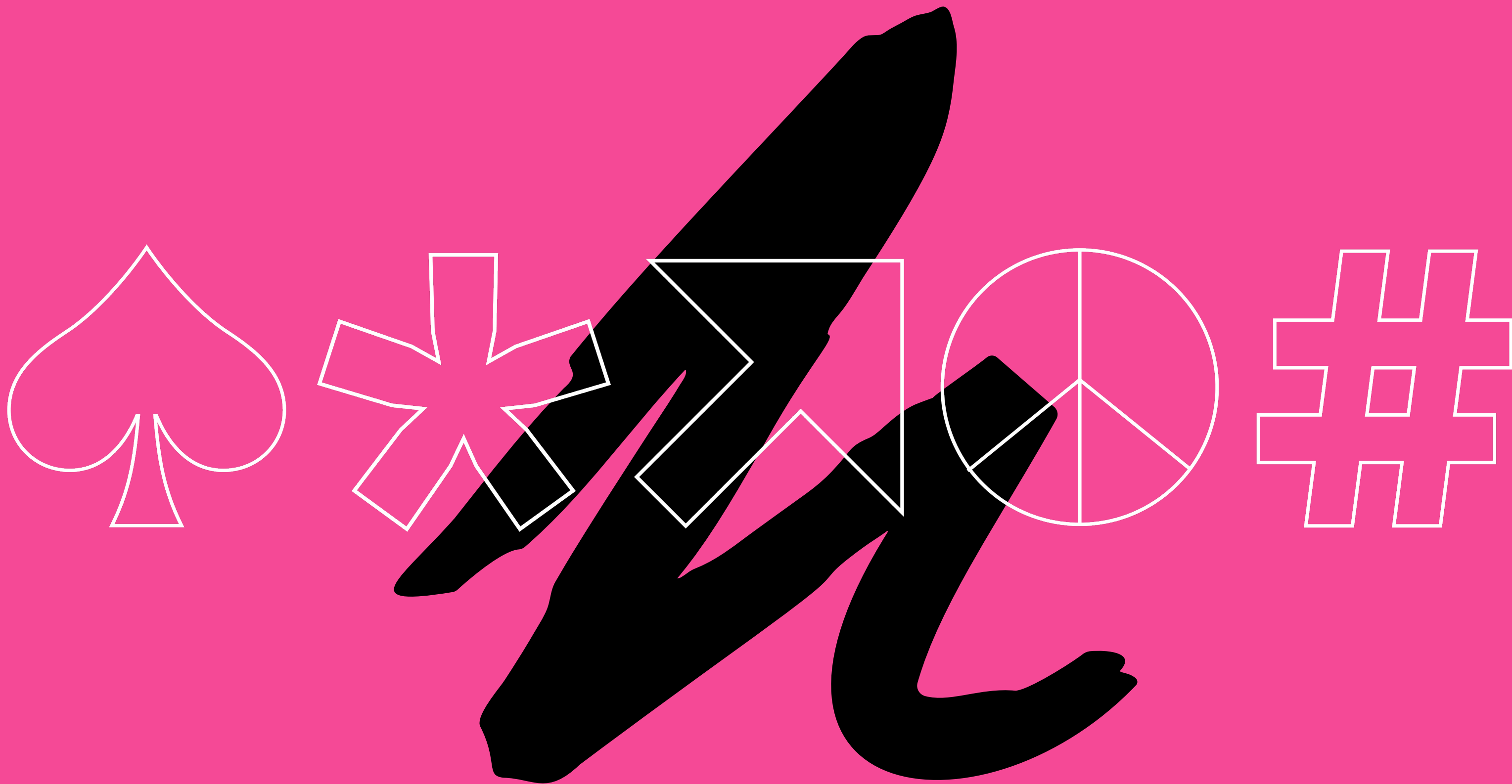
SECTION 04

GRAPHIC ELEMENTS



Introducing the graphic elements

The Code First Girls graphic elements comprise of two styles; scribbles and icons. Each have different roles across the visual identity.



Using scribbles

Scibbles should only be used in conjunction with our brand line ‘The Fair Advantage’ to cross out the ‘Un’ before ‘Fair’.

THE  UNFAIR
ADVANTAGE

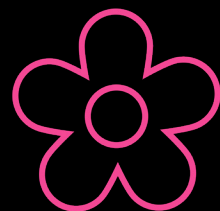
Using icons

Icons can be used decoratively or along side copy. If being used with copy they should be used at the same height.

  WELCOME


SECTION 05

PHOTOGRAPHY



Introducing photography

Our photographic style heroes people from all ages and backgrounds, and is important because we want to reeducate people's preconceptions of what a coder looks like.

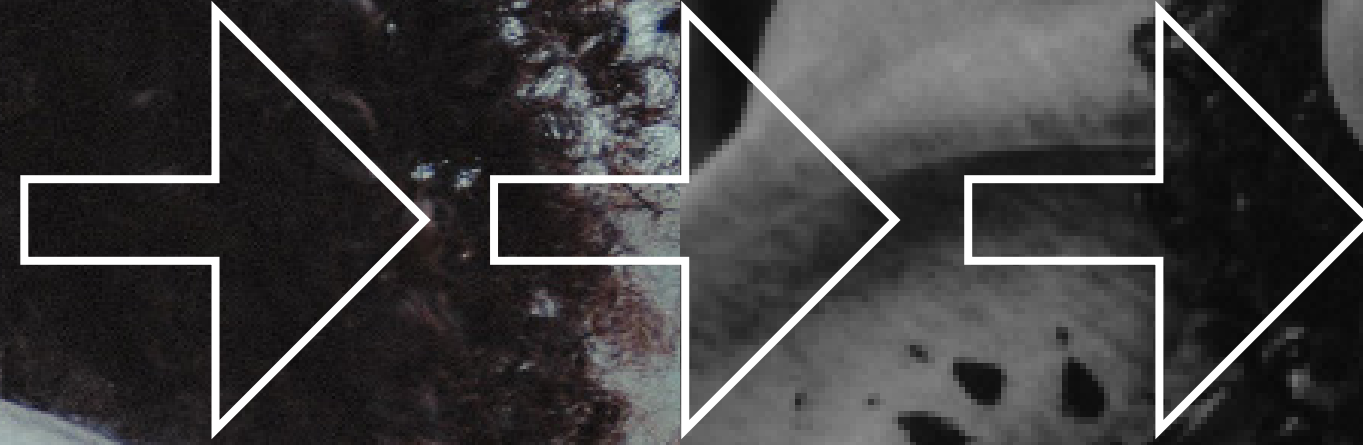


THIS IS WHAT A CODER LOOKS LIKE

Treating photography

We can make any image, wherever it has come from, feel like part of our brand world by applying a simple black and white treatment to photography.

To apply the treatment, convert your image to black and white, then adjust the brightness so the image is darker, this will increase copy legibility.



Contact

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