

Gitcoin

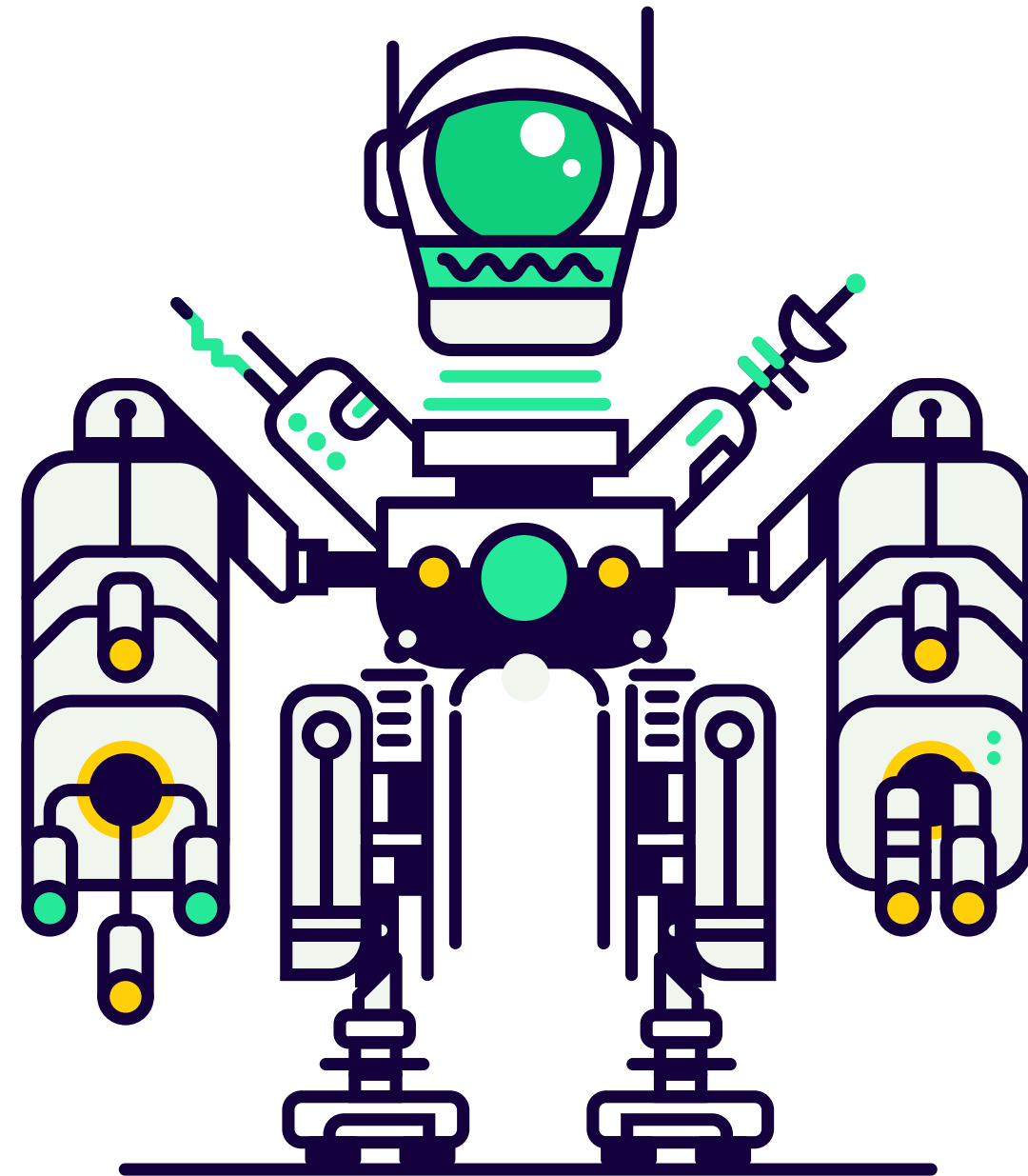
Illustration Design Guidelines

Created 2019

Introduction

Gitcoin is a mission and value-oriented distributed movement intended to drive change and grow open source. New illustrations should reflect Gitcoin's branding. For more information about Gitcoin's brand, please reference [Gitcoin's Brand Guidelines](#).

Illustrations will be used as visual elements in digital and printed materials. This guide is meant to empower any designer or illustrator to contribute to Gitcoin's library of illustrations.

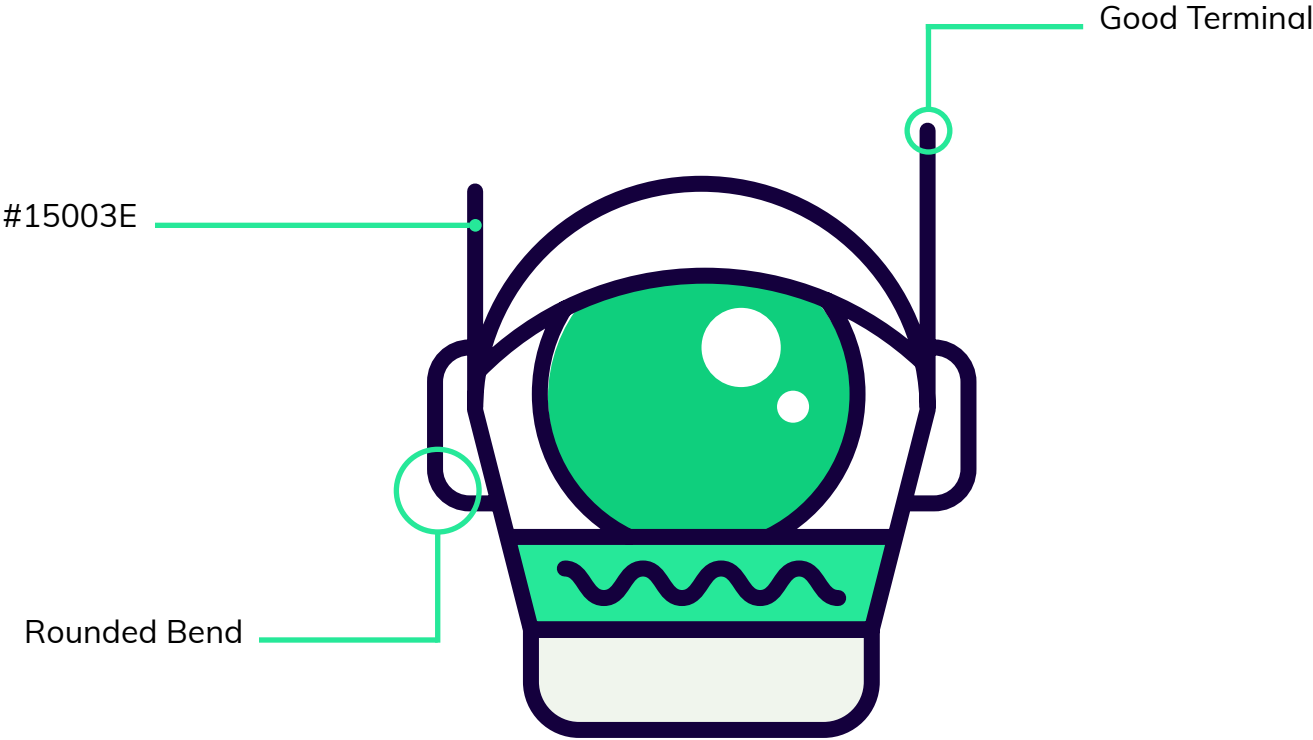


Lines & Detailing

Each illustration should be made up of shapes that contain a specific fill and outline. Line weights should be scaled according to the overall size of the illustration. To unify the look of all illustrations, use a similar lineweight to art size ratio to that of the robot head show to the right. All outlines should have a standard color value of #15003E. Please use this as the starting point for all new assets.

Add detail to each asset by rounding lines at the line bend and terminal. Do not make lines come to a sharp point.

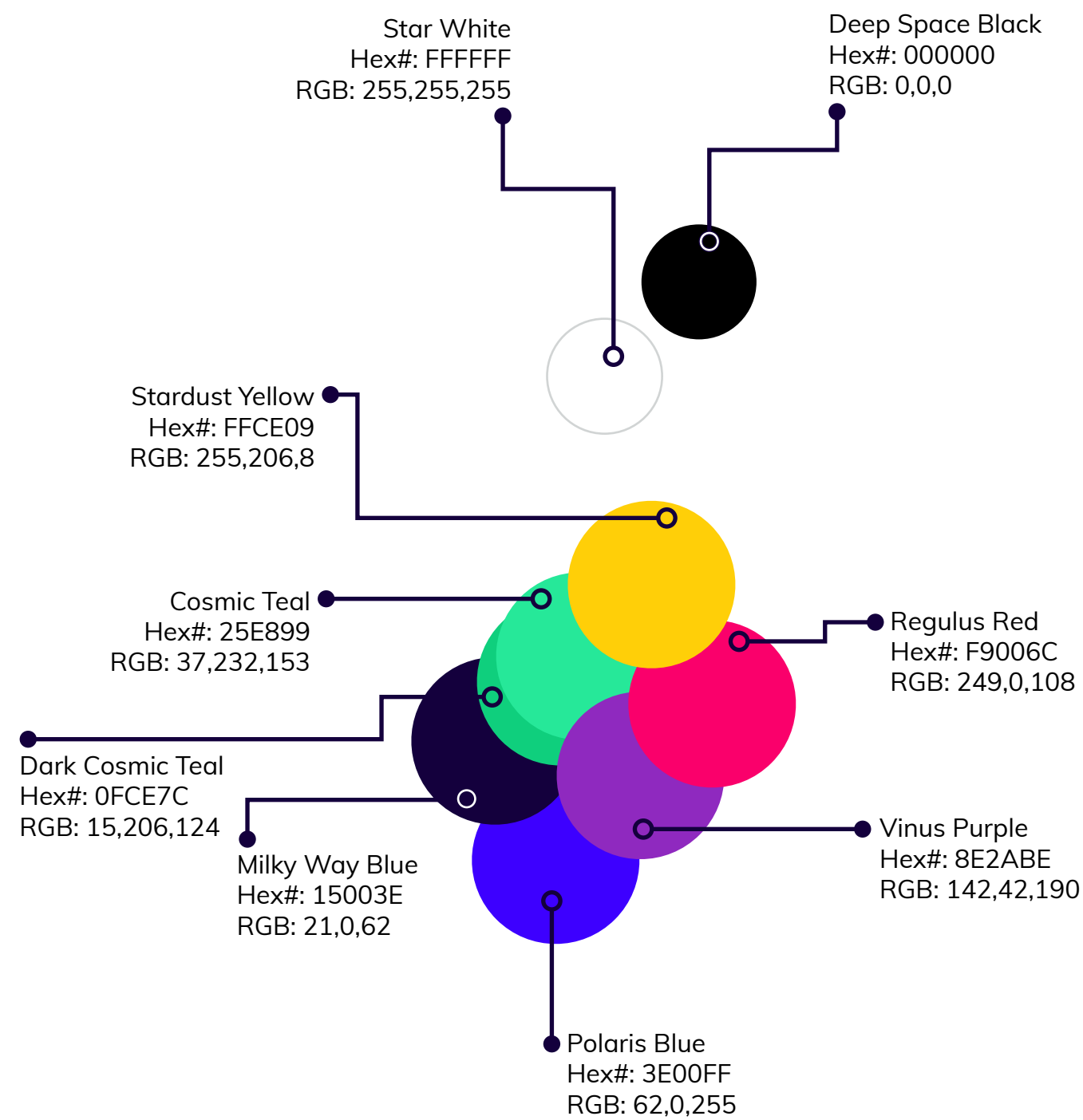
Gitcoin illustrations maintain a soft, friendly look by having thick lines with rounded tips and bends.



Colors

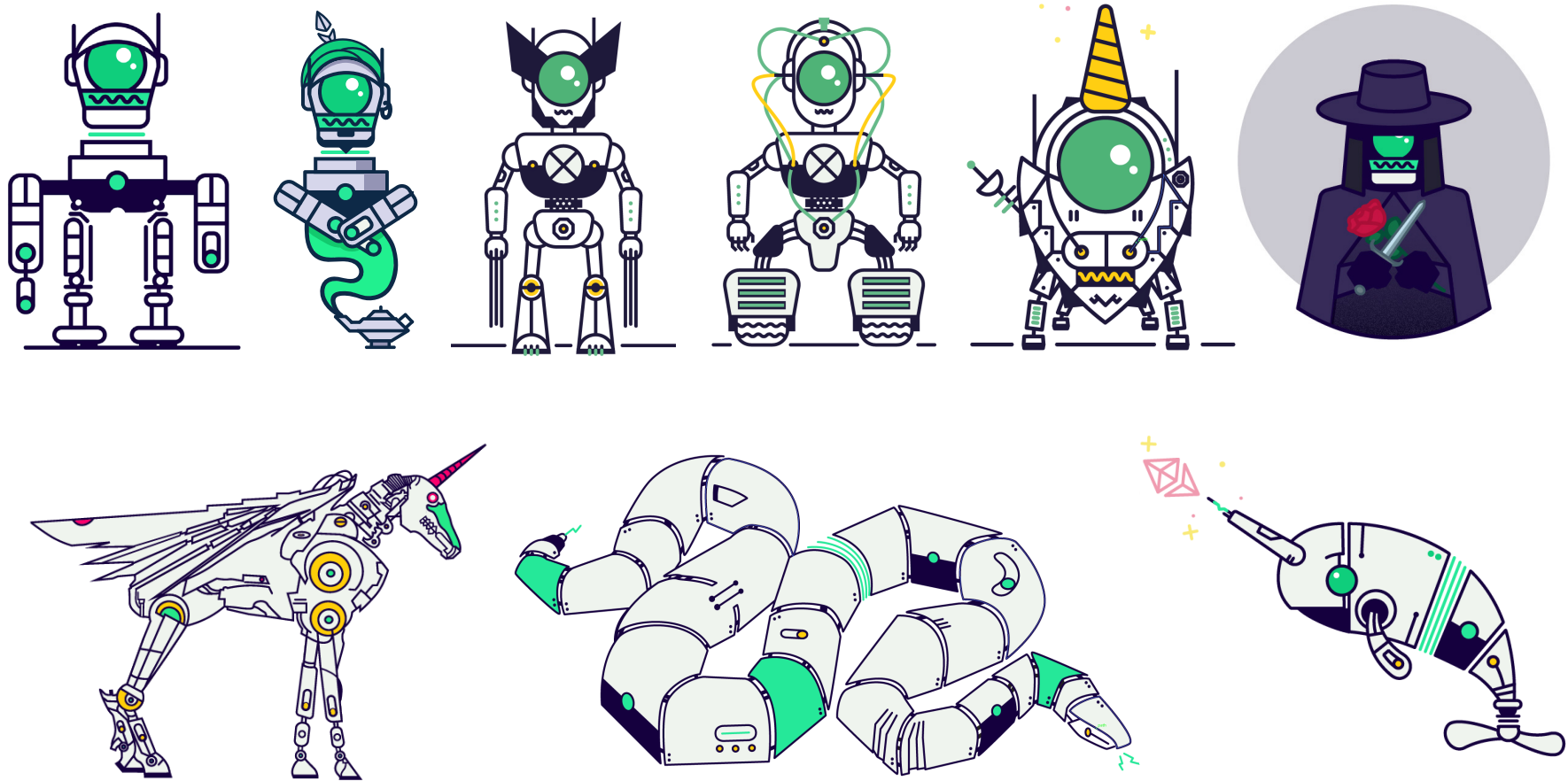
The Gitcoin color palette is centered around incomparable inclusivity. Combining retro & futuristic allows the consumer-facing palette to stay fun, refreshing & forward-thinking. Taking on classic singular colors, the Gitcoin brand also carries a distinctive ability to play to the more sophisticated side to appeal to funders, investors and the like.

Illustrations should utilize as many of the Gitcoin colors as possible, but also keep in line with the illustration's look.



Themes

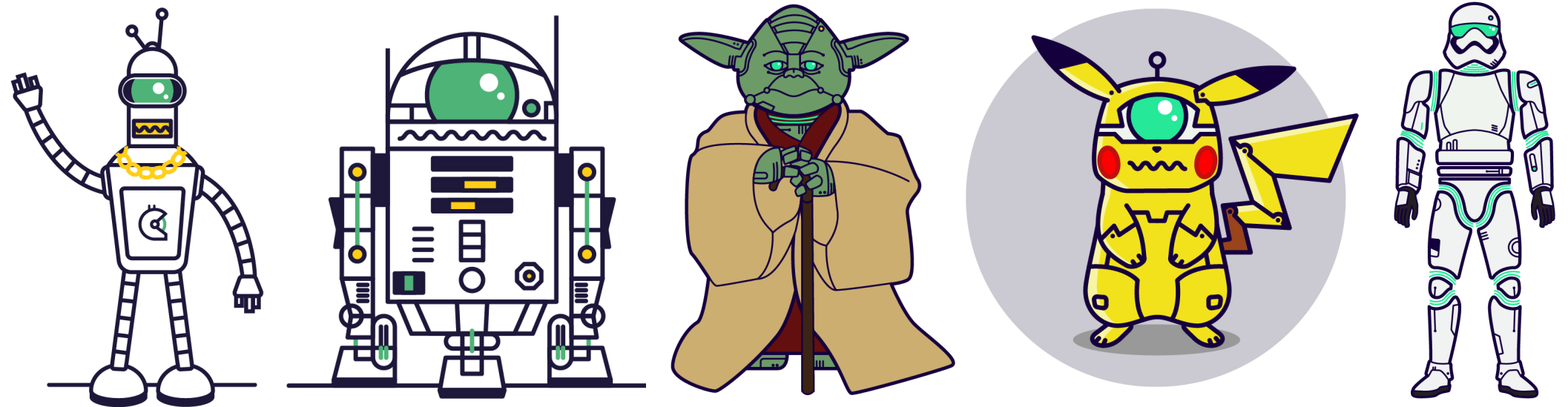
Gitcoin illustrations are original content. They are usually in the lineart style and somewhat cartoony reflecting the friendly, open sourced nature of Gitcoin. Lots of small details show complexity and the technical nature of the brand.



Trademark Infringement

Gitcoin illustrations cannot be replications of existing images in popular culture. If an illustration is similar enough to a trademarked image to risk confusing the average consumer, it may constitute as infringement. Even if it is not identical, if there is a likelihood of confusion, Gitcoin will not be able to use the illustration.

The following images are examples of trademark infringement.



Iconography

Gitcoin icons are clean line art images. Each image should represent the subject in a clear manner, making it easy to understand the idea. Icon designs are simple, consisting of only a few distinct shapes.

Icon Guidelines

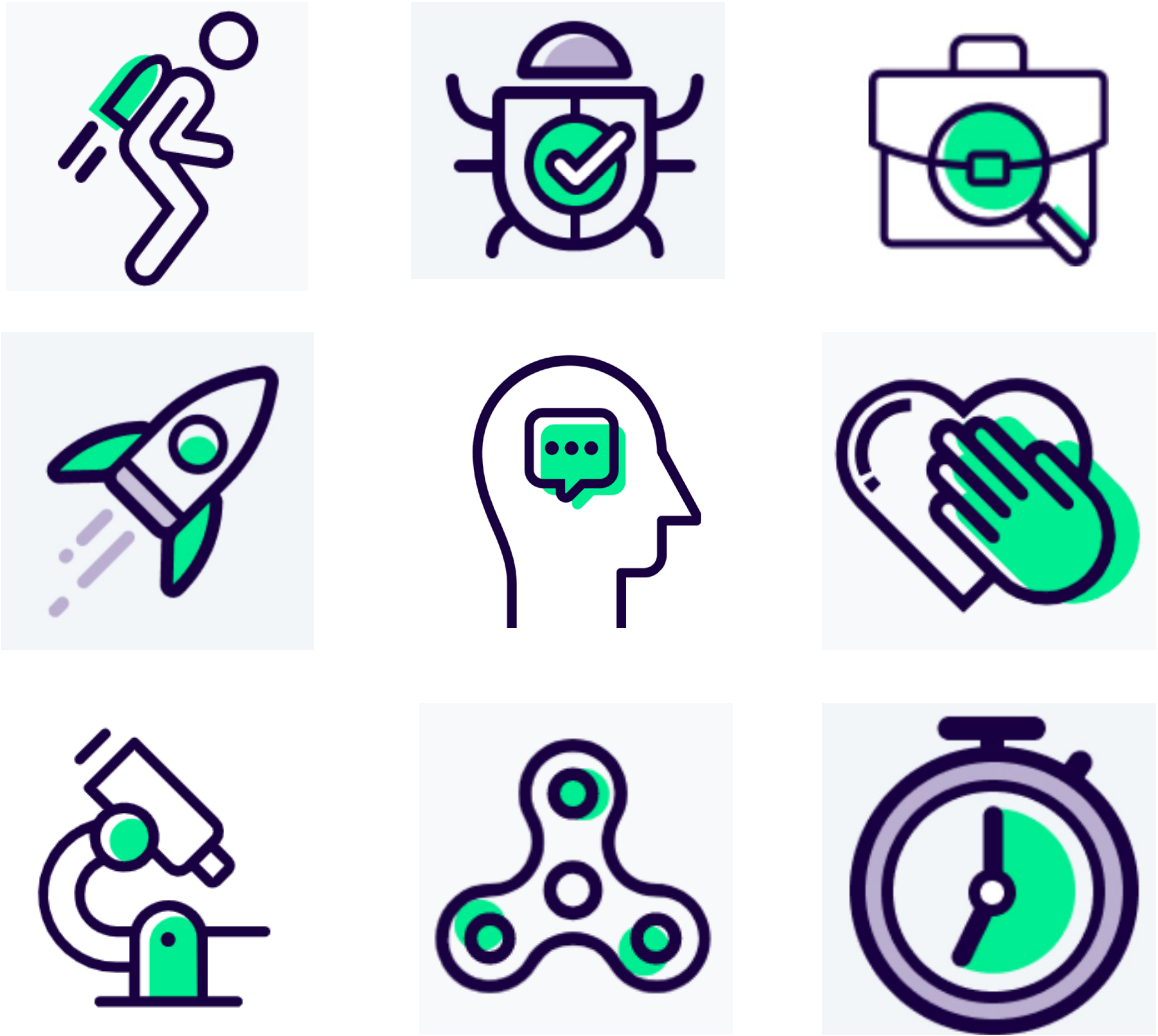
Strokes
Weight: 6px (200px x 200px icon)
Color: #15003E

Fill
A maximum of 2 different fill colors can be used per icon
Some acceptable fill colors:

#FFFFFF

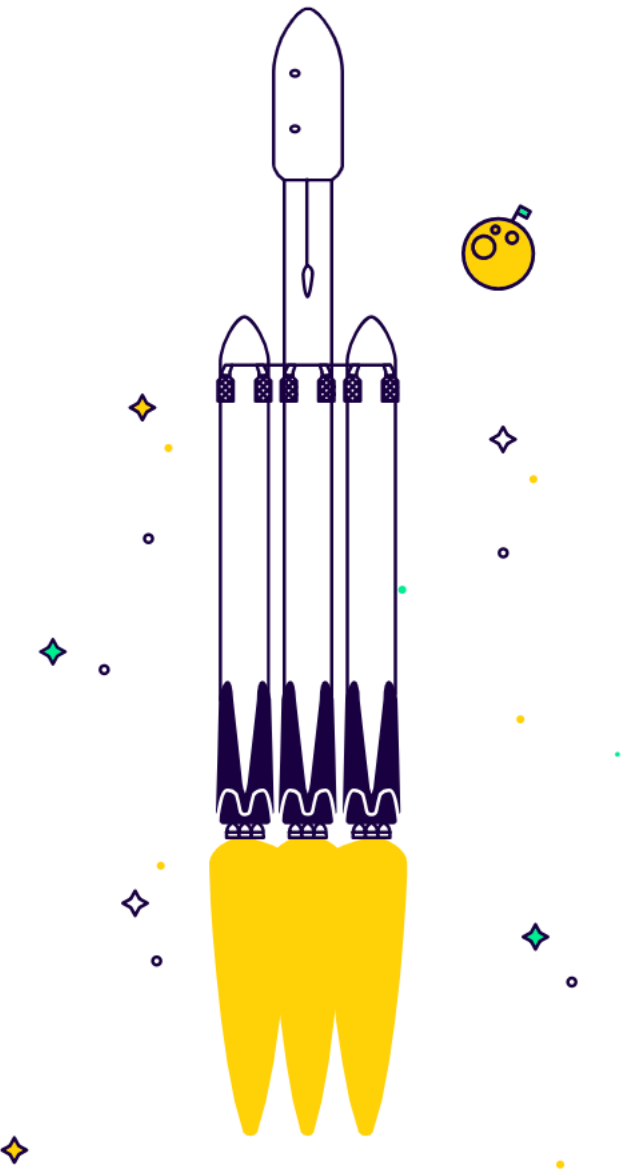
#BAAFCF

#25E798



Exporting

For ease of scalability and editing, save all assets as SVG documents.
All documents should be set to the RGB color mode.



Thank You

Thank you for contributing to Gitcoin and helping us keep our illustrations on brand.

If you have any questions please reach out to founders@gitcoin.co
You can also [join our discussions on Slack](#).

