



BRAND GUIDELINES





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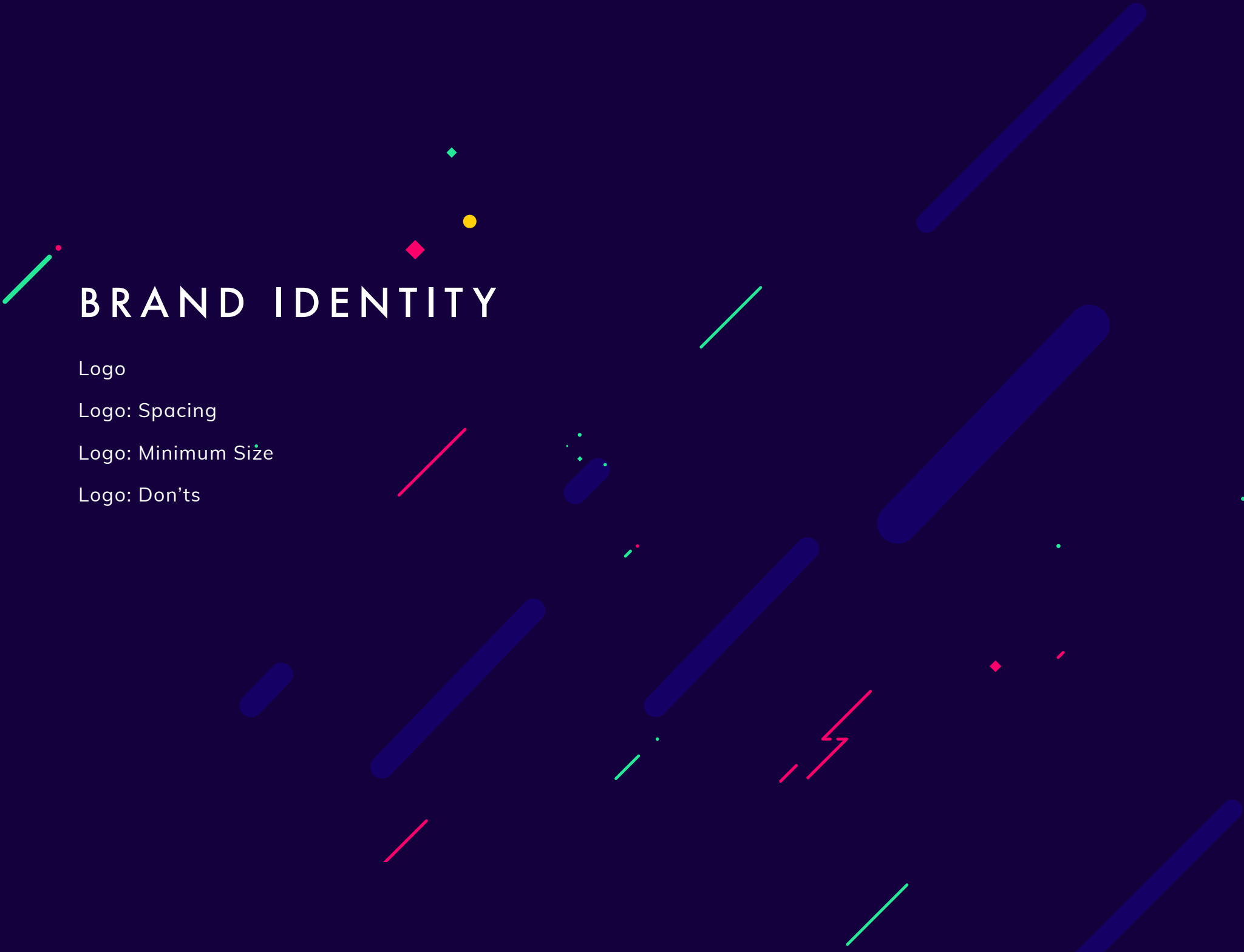


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LOGO:

BRAND IDENTITY

Gitcoin is a mission and value-oriented distributed movement intended to drive change and grow open source. The Gitcoin logo may be used per the following guidelines.

Do not alter the Gitcoin logo or mark in any way, including changing the colors, angle, or dimension.

Ensure that the Gitcoin mark and logo type stands out from surrounding text or is legible.

LIGHT BACKGROUND



DARK BACKGROUND



LOGO:

SPACING

It is important that the Gitcoin logo be visible and uncluttered in its context.

A minimum of “O” area around the logo should be observed. These size requirements should be followed for all logo applications. The “O” measurement represents height and width of the green “O” in the Gitcoin logo.



LOGO:

MIMIMUM SIZE

The preferred minimum print size for the logo is 2inches wide. The logo should always be scaled proportionally width/height.

The preferred minimum digital size for the logo is 100px wide. The logo should always be scaled proportionally width/height.

MINIMUM PRINT SIZE



MINIMUM DIGITA SIZE



LOGO:

DON'Ts

The Gitcoin logo has been designed to effectively promote the brand in its unaltered state and should not be modified or corrupted in any manner. Improper use of the logo compromises the integrity of our brand and makes legal protection more difficult.

These examples represent some of the possible misuses—careful consideration should be given to circumstances that are not illustrated in these examples.



DO NOT ADD ELEMENTS



DO NOT ALTER LOGO COLORS



DO NOT DISTORT OR CHANGE PROPORTIONS OF THE LOGO



DO NOT ADD DROP SHADOW OR FILTER EFFECT



DO NOT PLACE THE LOGO ON AN ANGLE



DO NOT PLACE THE LOGO ON COMPLEX BACKGROUND



BRAND ELEMENTS

Color

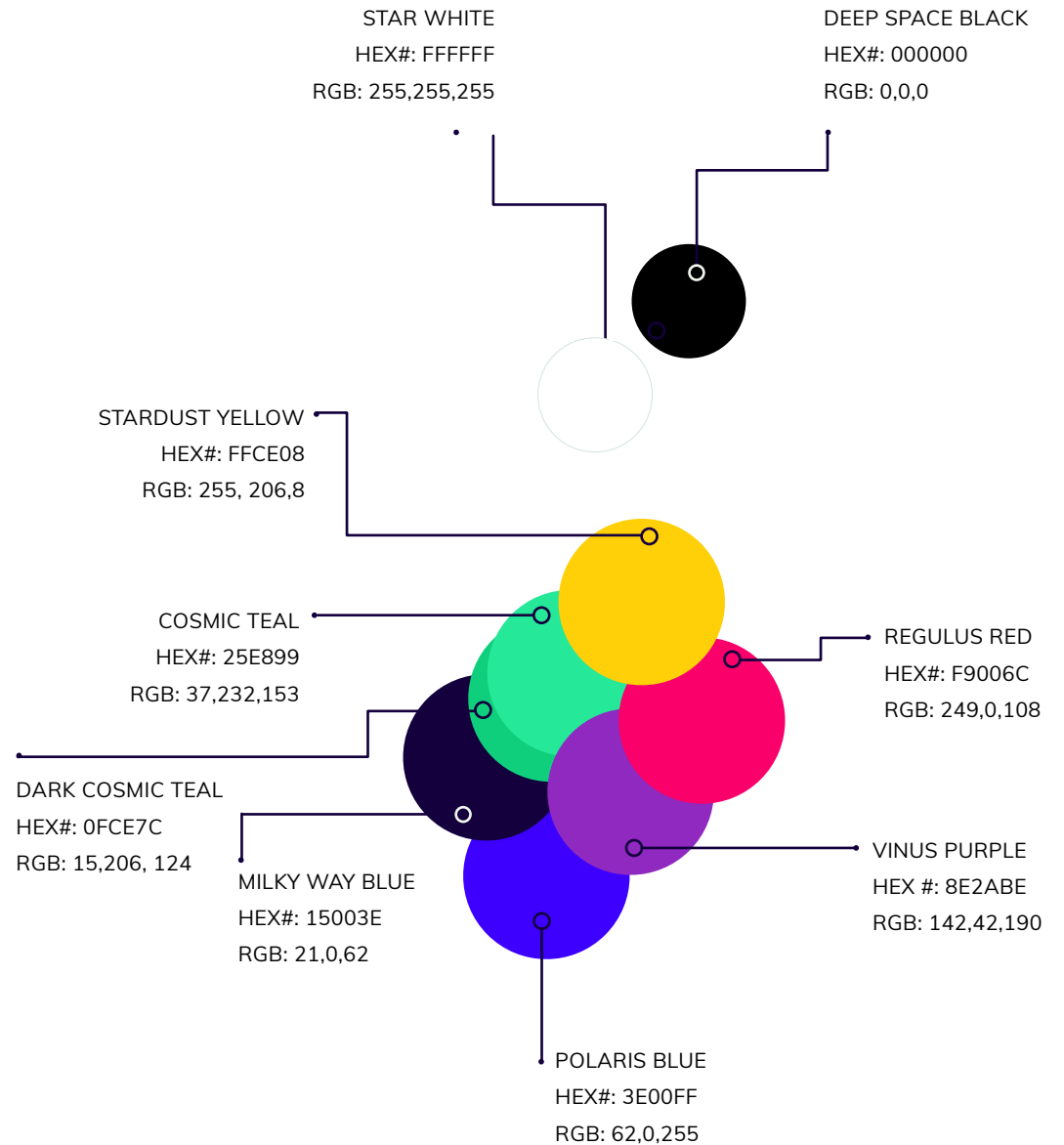
Typography

Illustration



BRAND ELEMENT COLOR

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.



TYPOGRAPHY

FUTURA

Futura is reserved for special use on headers of brand marketing and promotional materials.

Usage:

- Primary Headlines
- Callouts
- Highlighted Statements

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

MULI

Muli is the primary type style used in most cases such as subheads, body copy, and callouts as it's light characteristics lend itself to easy reading on and off screen.

Usage:

- Body Text
- Subheads
- Callouts

Muli Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Muli Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Muli Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Muli Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRAND ELEMENT

ILLUSTRATION



ICON



LOGO



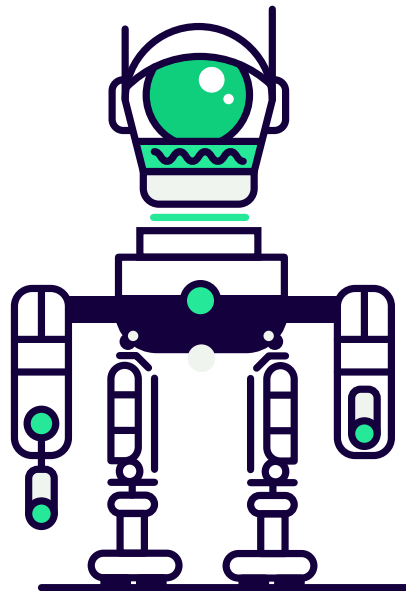
ILLUSTRATED

BRAND ELEMENT

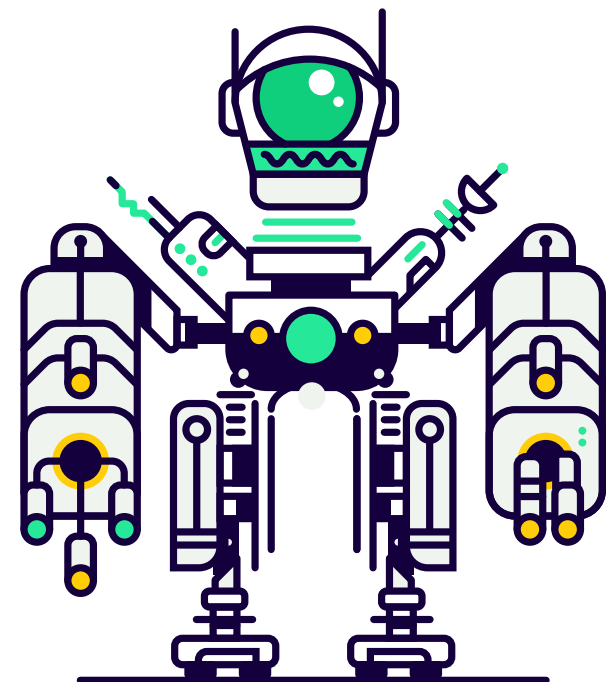
ILLUSTRATION



REGULUS



PRIME



DIVINE

BRAND ELEMENT

ILLUSTRATION

