

Gitcoin

Avatar Design Guidelines

Created 2018

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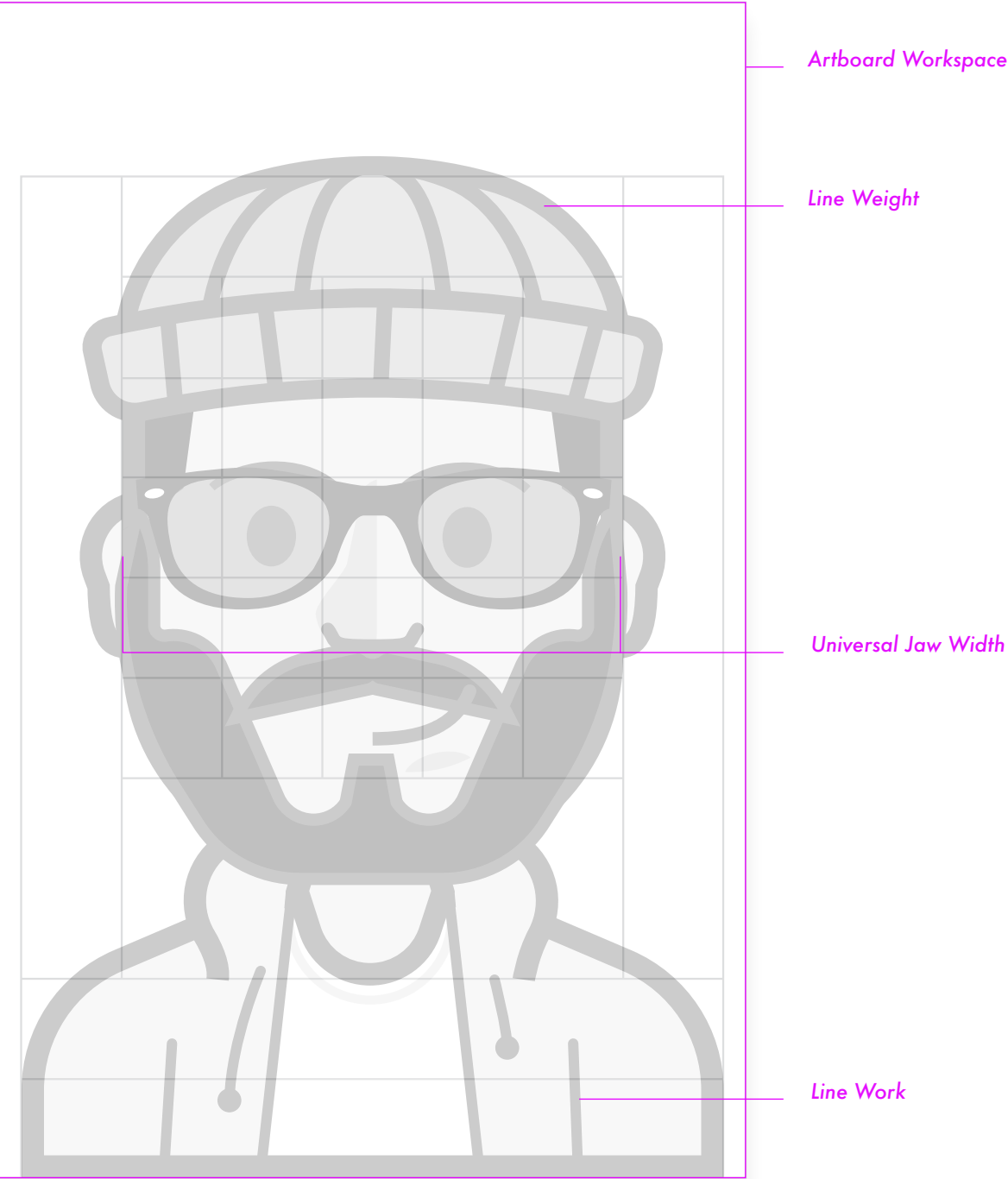
30 Exporting



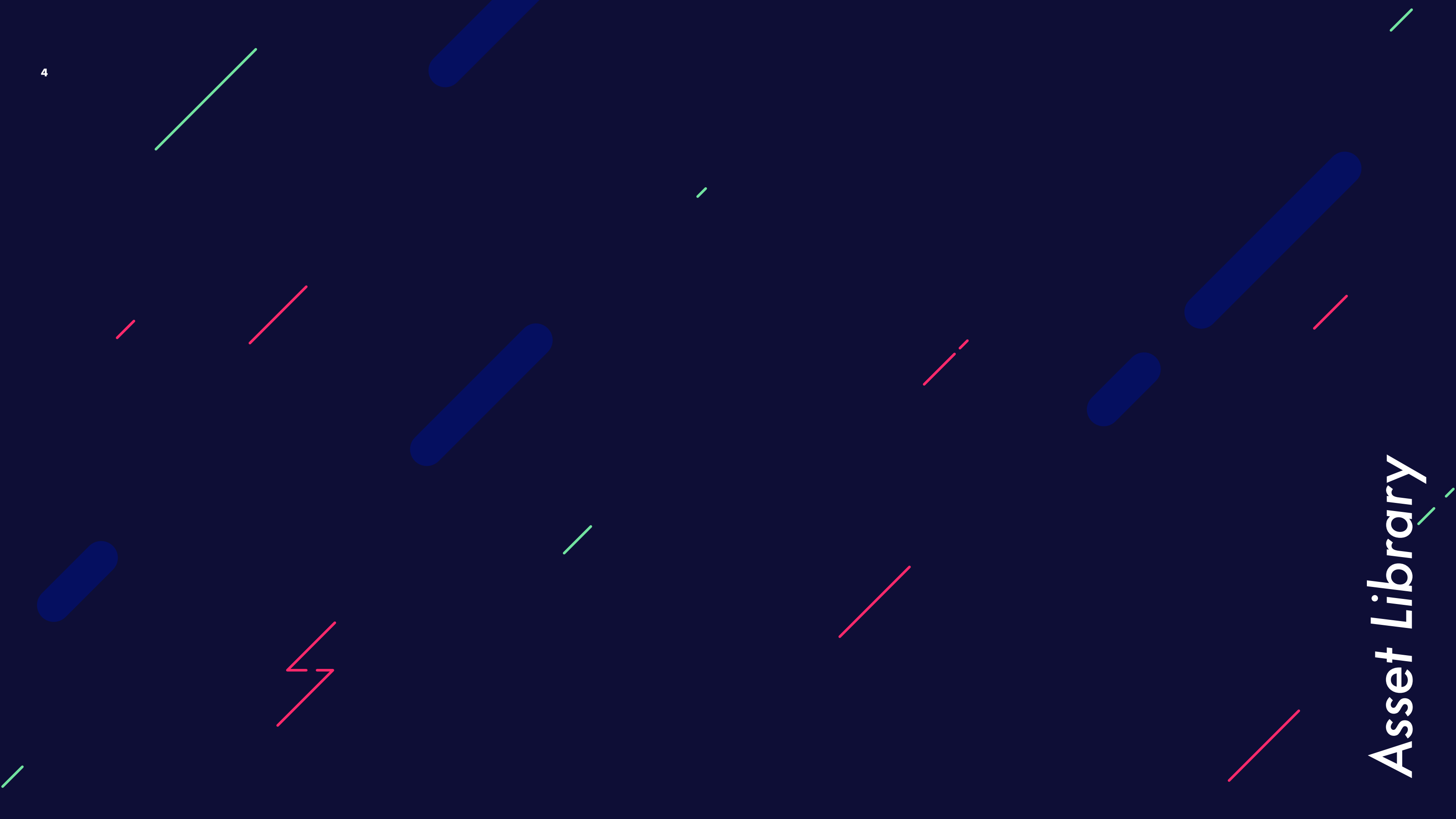
Introduction

The avatar system is designed in a contemporary style that will appeal to both technical and non-technical partners of Gitcoin. The simple style is versatile enough to look like different people from around the world, yet cohesive with other Gitcoin avatars that will be created in the future. The assets are meant to be used and expanded over time by any designer or illustrator who joins the Gitcoin team, using this guide as a reference. The goal is to create avatars that are consistent in style with example 1 *(featured to the right)*.

When creating new assets, make sure to pay close attention to small details, such as line work and weight, the universal elements of assets *(such as jaw width)* and the boundaries of the artboard workspace. We’re excited to launch this system for Gitcoin and can’t wait to see how it evolves in the coming years.



Example 1



Facial Features

Please note: These are not in order of construction and are not to scale.

2-Eyes



3-Nose



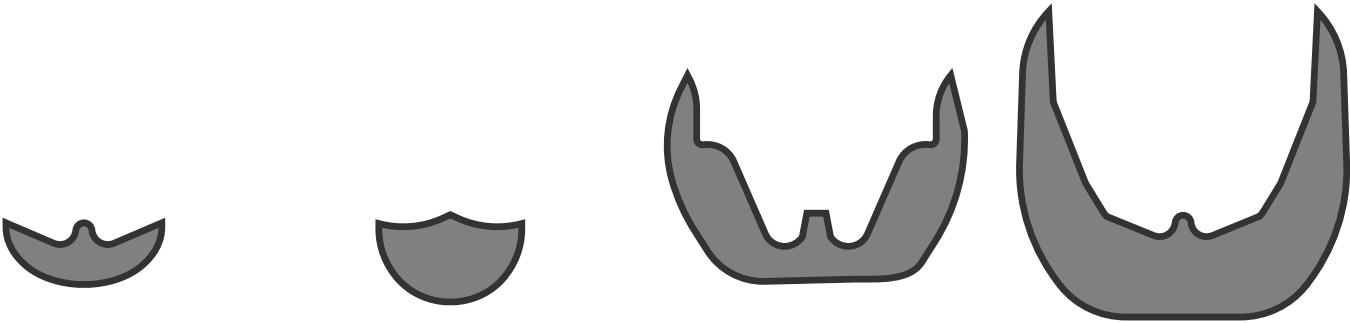
4-Mustache



5-Mouth



6-Beard



Accessories

Please note: These are not in order of construction and are not to scale.

1-Glasses



7-Earrings Front & Back



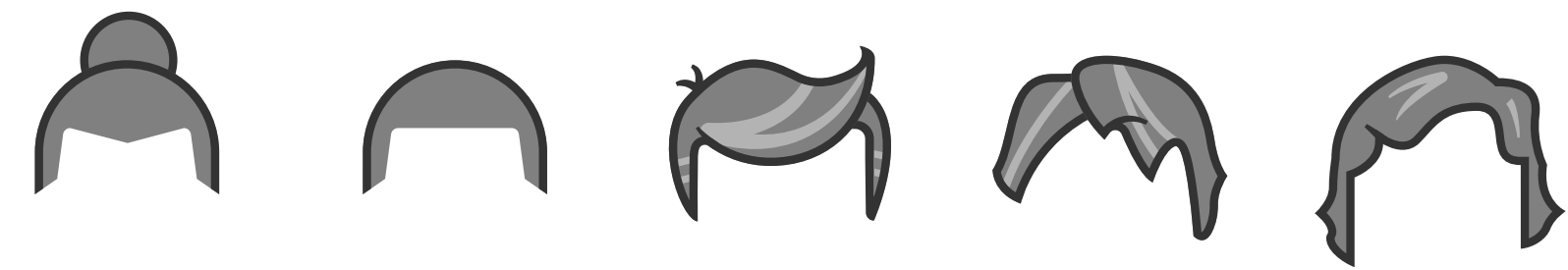
8-Hat Short



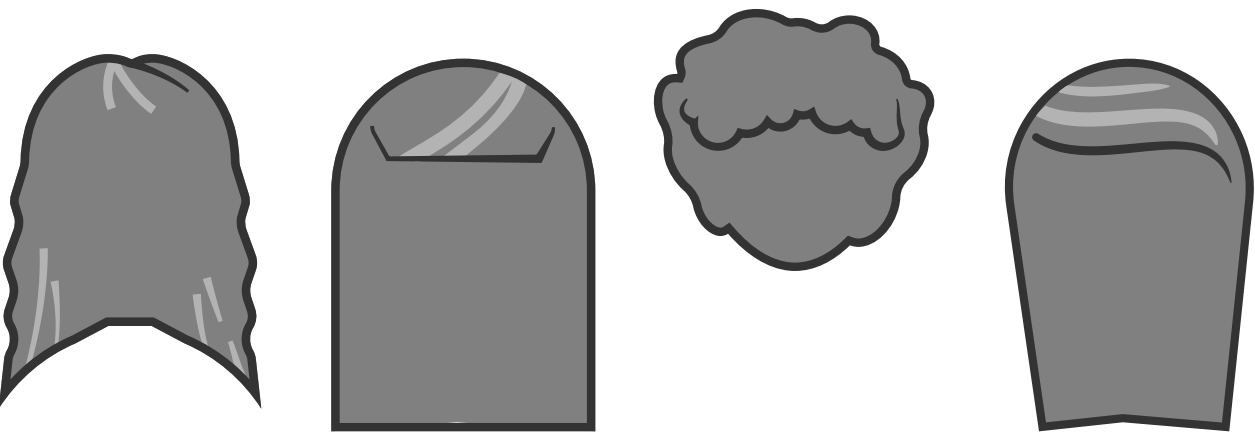
Body

Please note: These are not in order of construction and are not to scale.

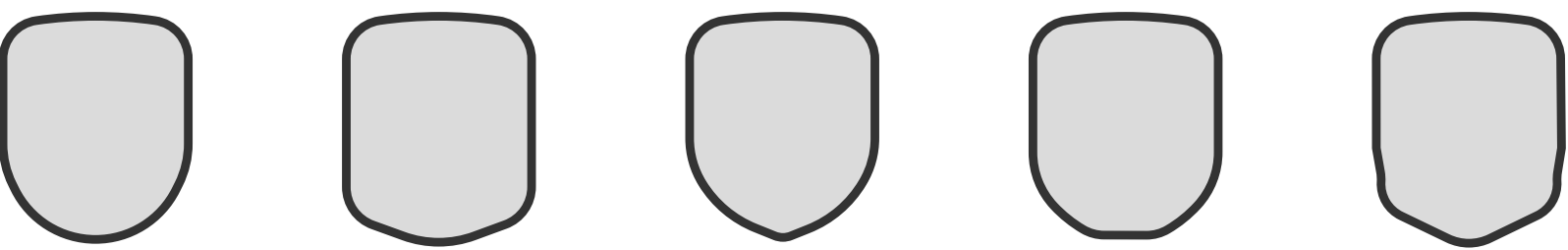
9-Hair Short



14-Hair Long *Front & Back*



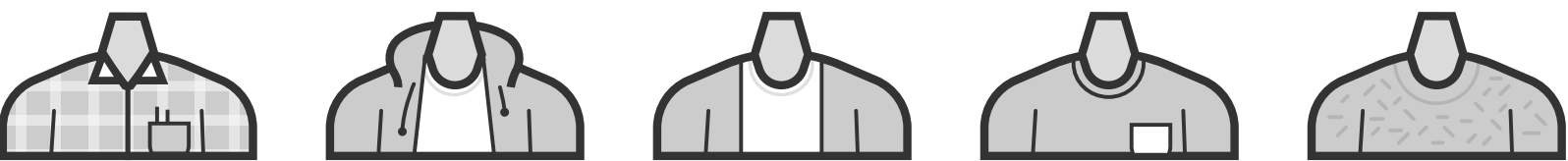
10-Head



11-Ears



12-Torso



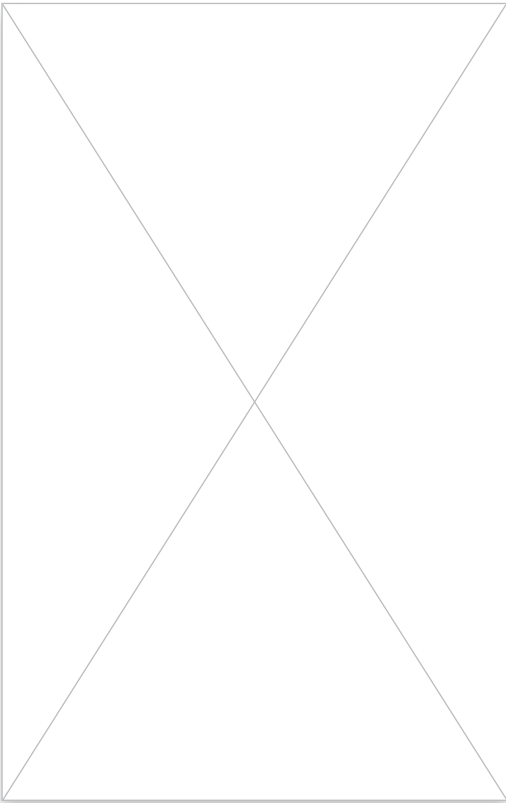
Avatar Grid & Placement

Artboard

We created a standard artboard size that all of the Gitcoin avatars and assets will be created in.

The goal is to ensure universal sizing for all avatars and assets. Please make sure that no new assets exceed the artboard space.

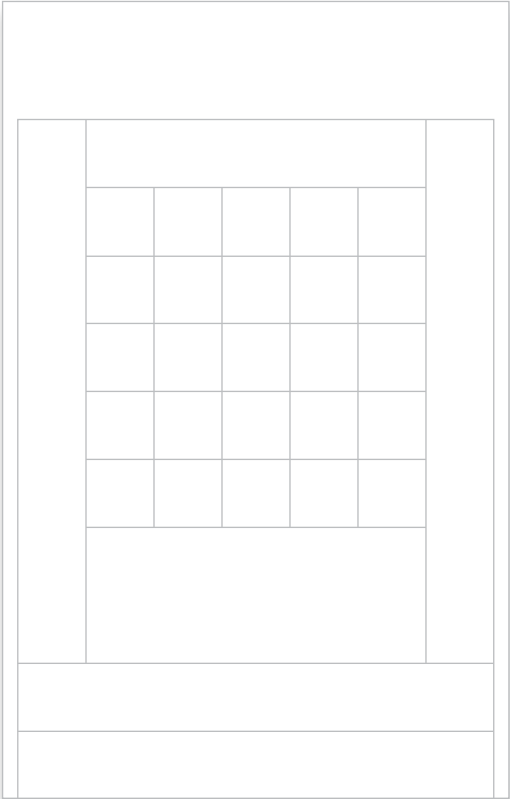
Artboard Dimensions:
899.21px by 1415.66px



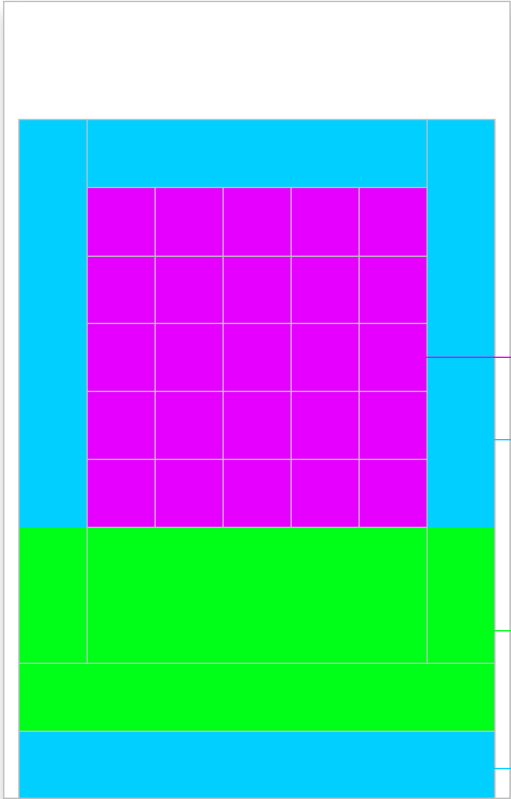
Grid

Within the artboard a grid was created to ensure exact placement with all assets. The grid is the primary tool that you will use to create new assets for Gitcoin’s avatars.

The grid is 7x10, but is broken down into different sections, to help guide the asset building and placement process.



Standard Grid



Grid Sections

Central Grid

Head Gutter

Torso Grid

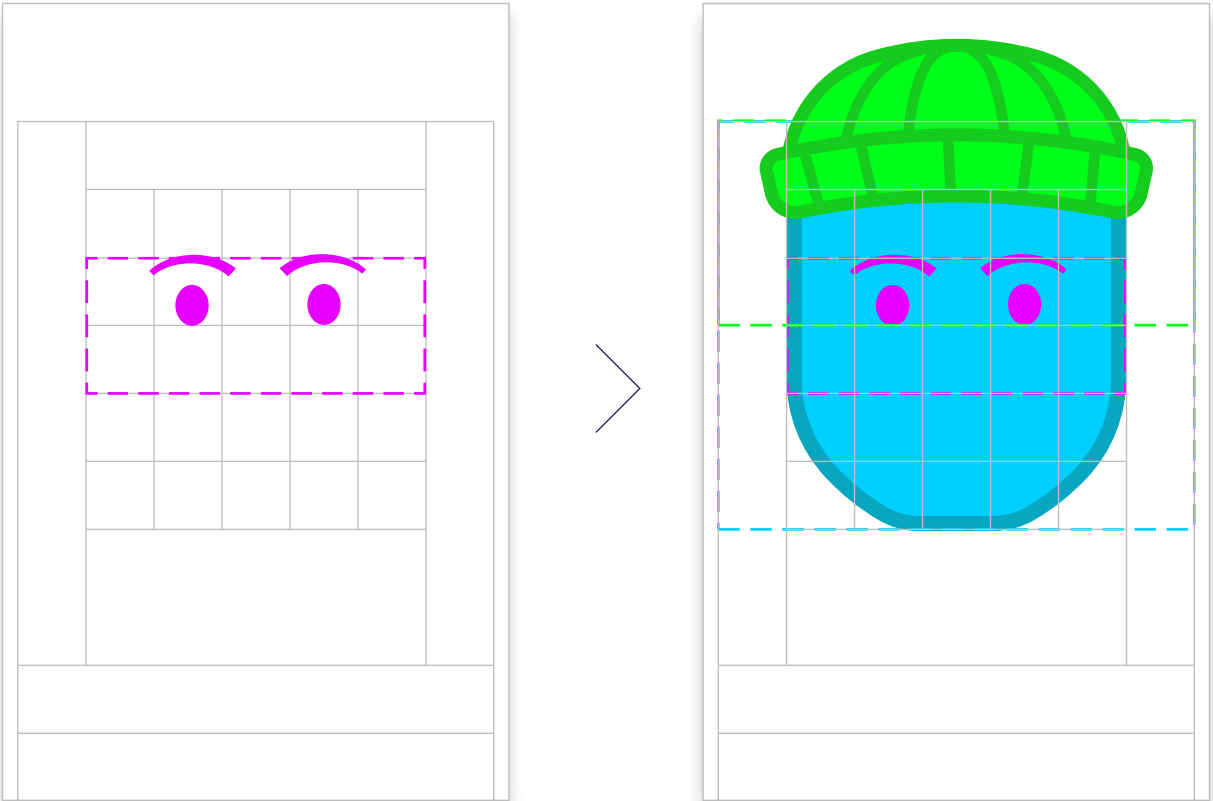
Base Gutter

Asset Placement

Each asset contains a layer with no fill or outline color. The shape serves as a guide to help with placement. For example, the eyes nose and other facial features have the same registration box, and will be placed centrally on the grid.

Please note that assets can extend out of this registration box, so long as they are contained within the artboard.

Please use these registration boxes for all new assets, to maintain consistent asset placement.

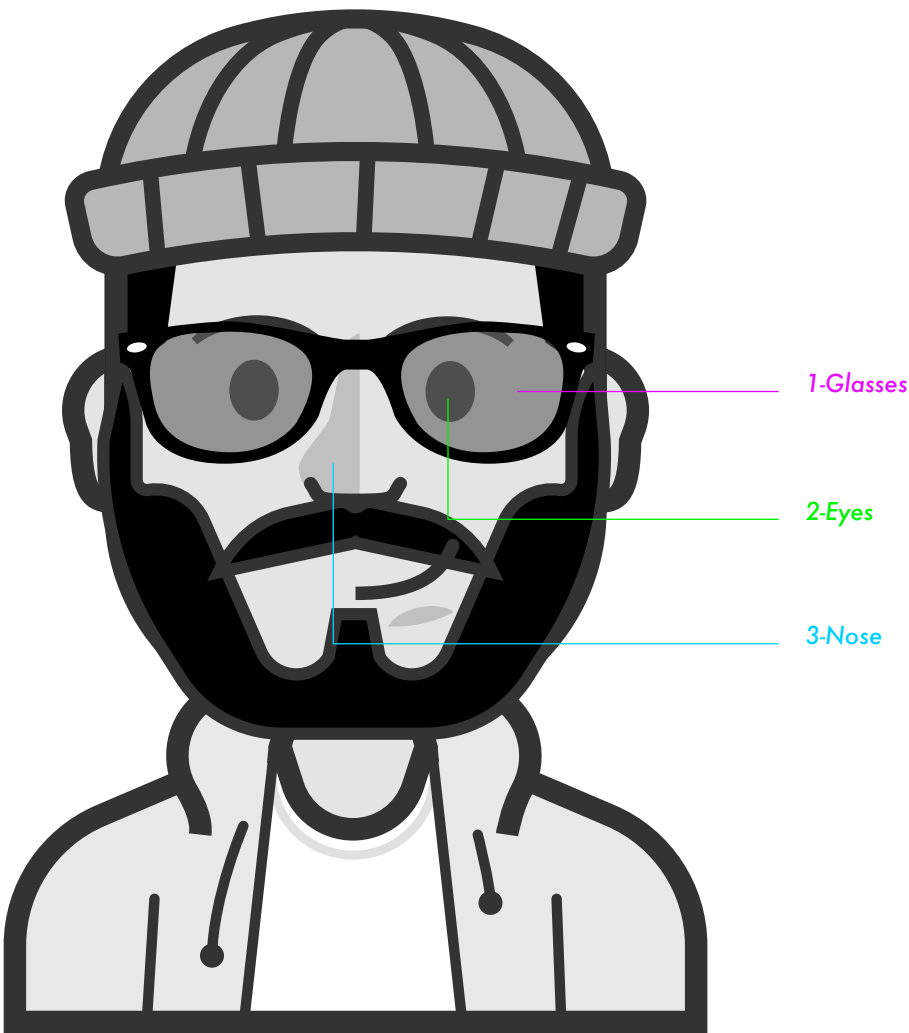
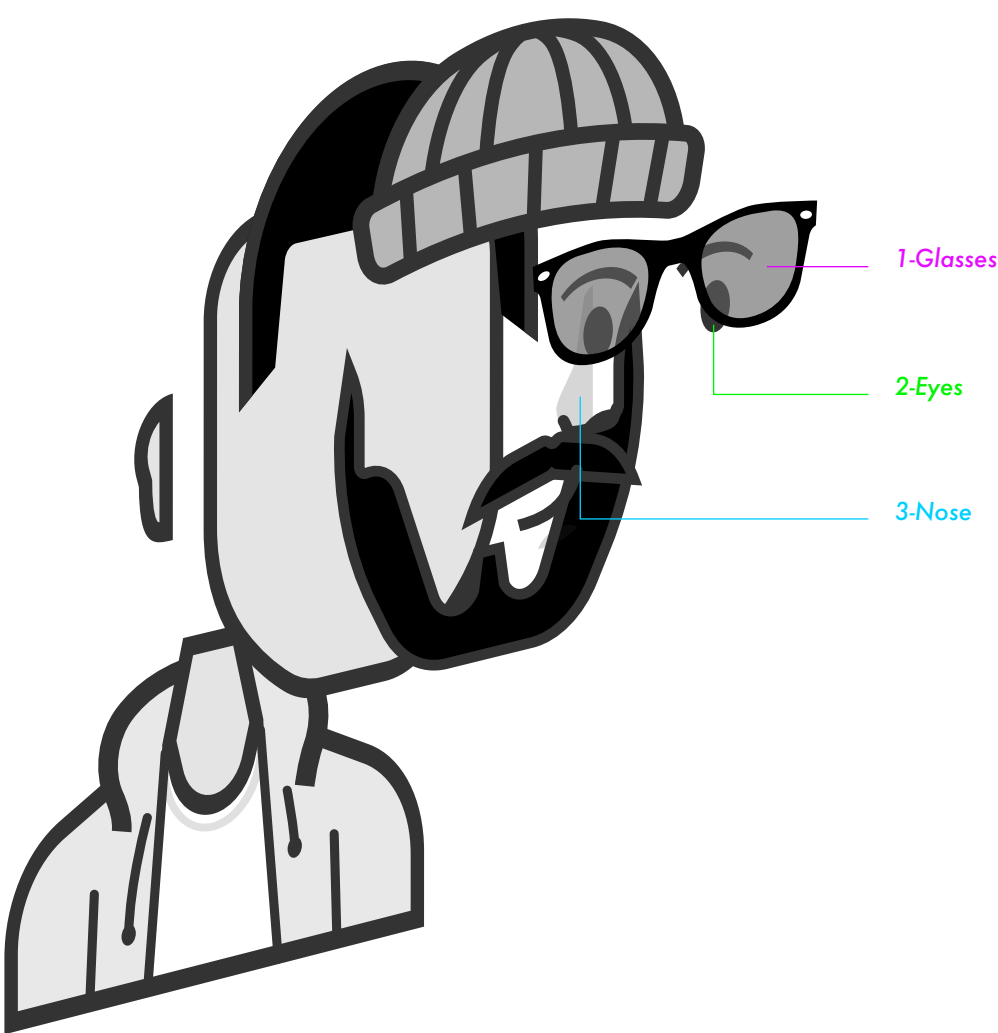


Asset Layering Order

The asset SVG files are numbered 1 through 15. These numbers determine the layering of the assets. 1 is on top and 15 is on the bottom. 1-glasses, 2-eyes, 3-nose, and so on.

Certain objects, such as long hair and hoop earrings require special layering to show depth. The file 14-hairlong contains two files in each hairstyle: 9-front and 14-back. Please layer these according to the given number to achieve hair styles with bangs and hair that falls behind the shoulders.

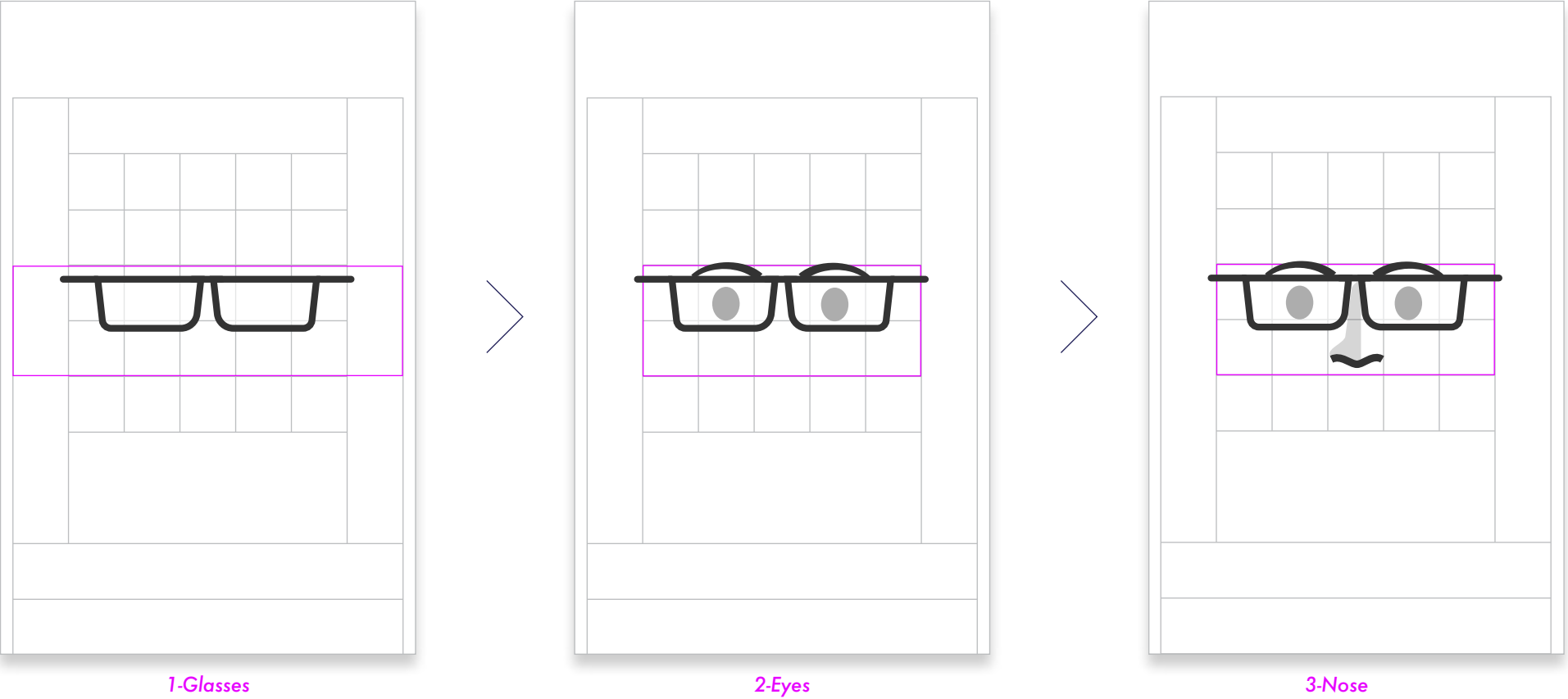
Note: You can use this method on any asset to achieve depth. The file avatar-earring2 has a front and back layer as well.



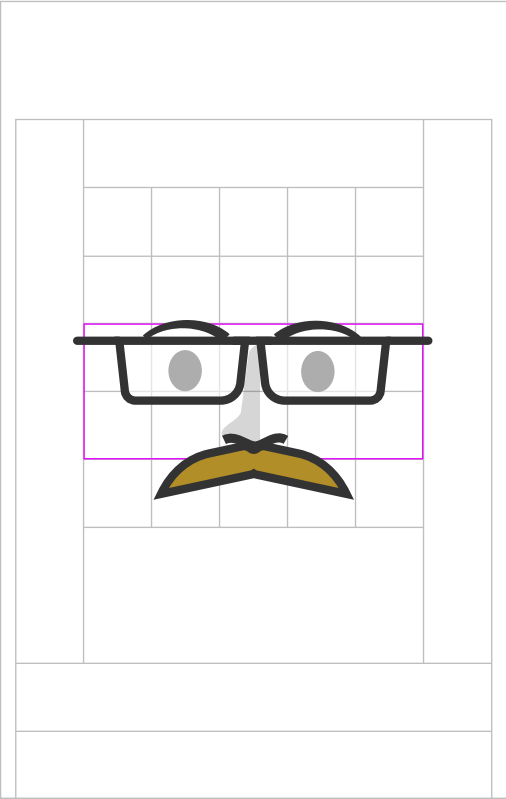
Constructing an Avatar

Male

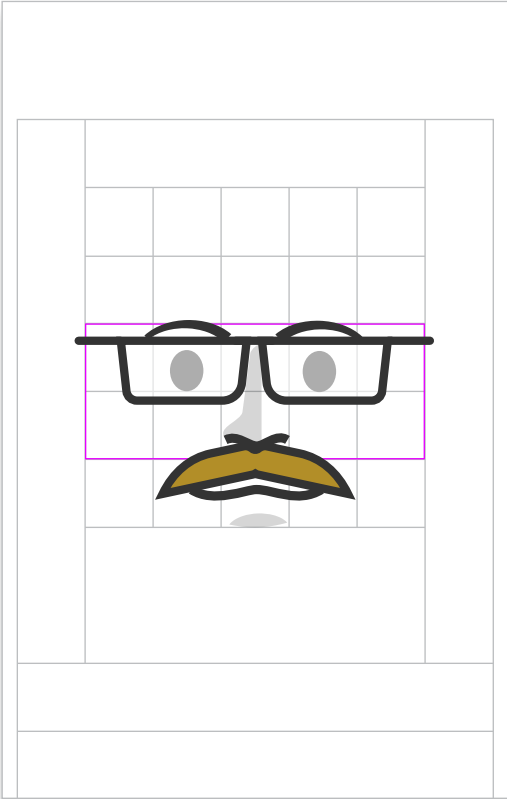
This is a simple step by step guide, demonstrating the physical process of how to construct a proper avatar.



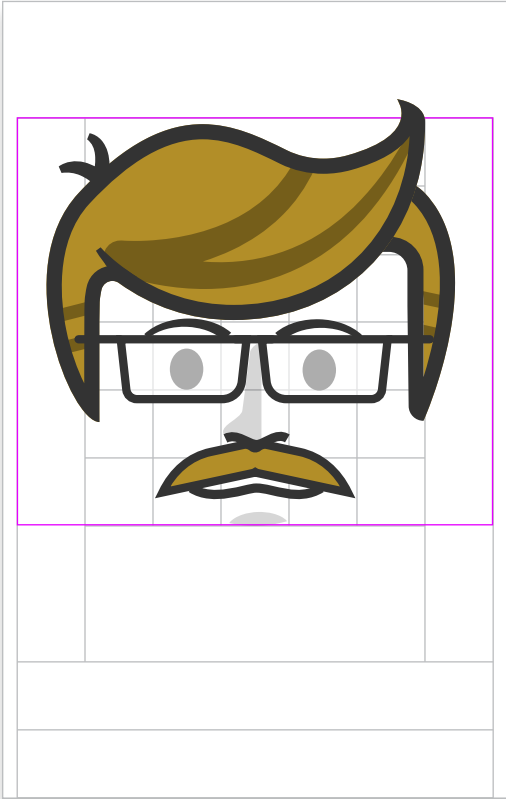
Male



4-Mustache



5-Mouth



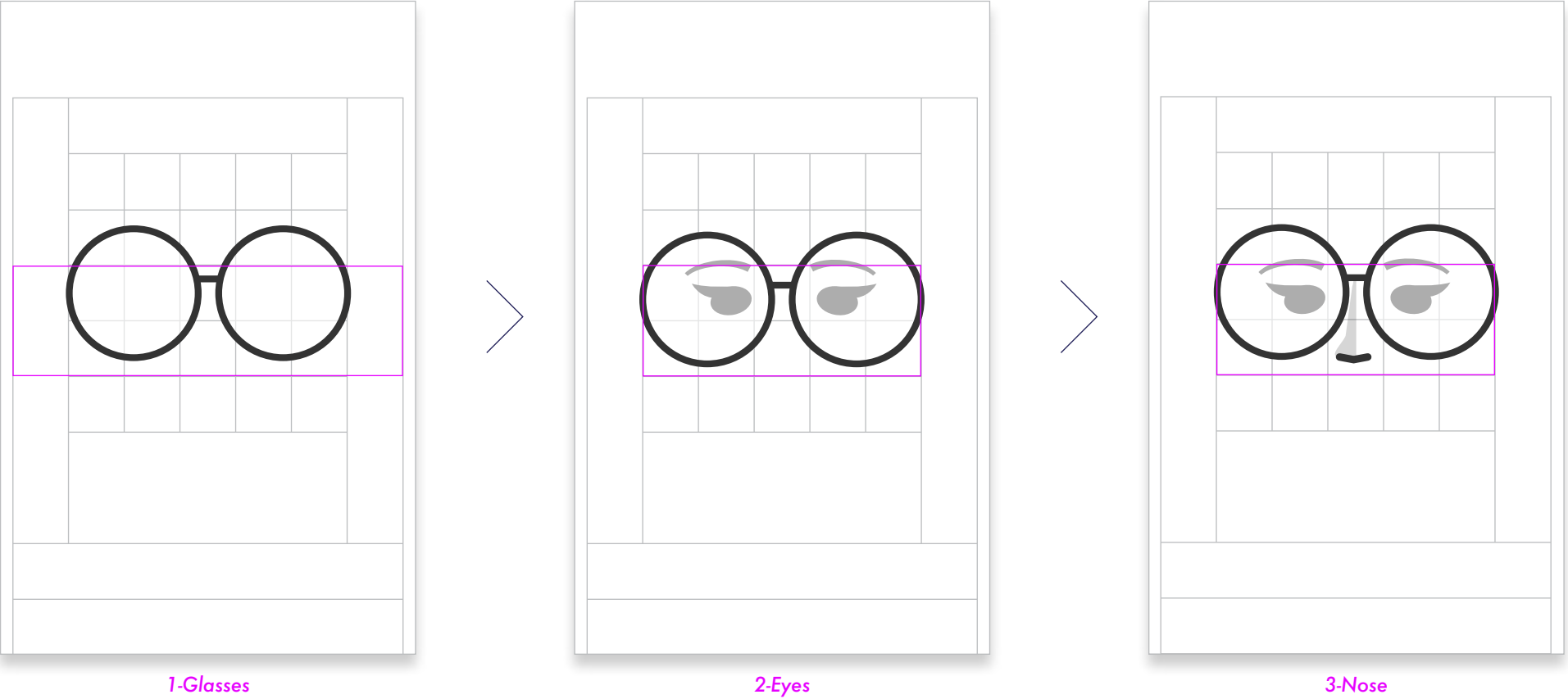
9-Hair Short

Male



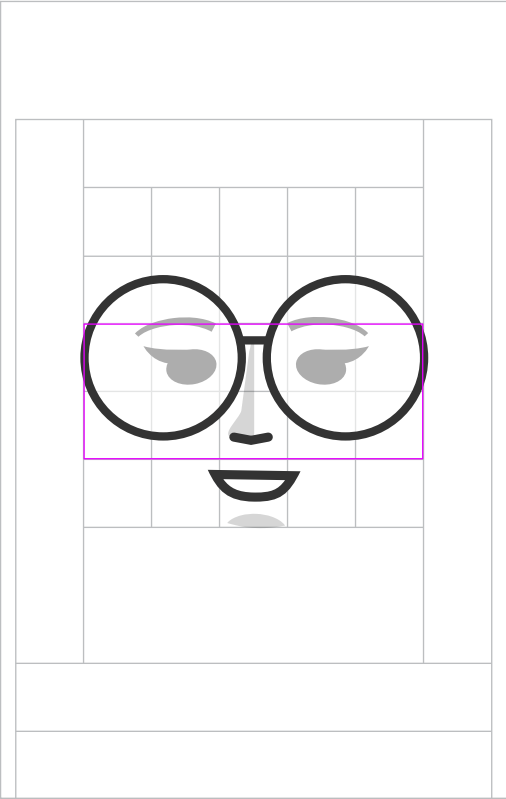
Female

This is a simple step by step guide, demonstrating the physical process of how to construct a proper avatar.

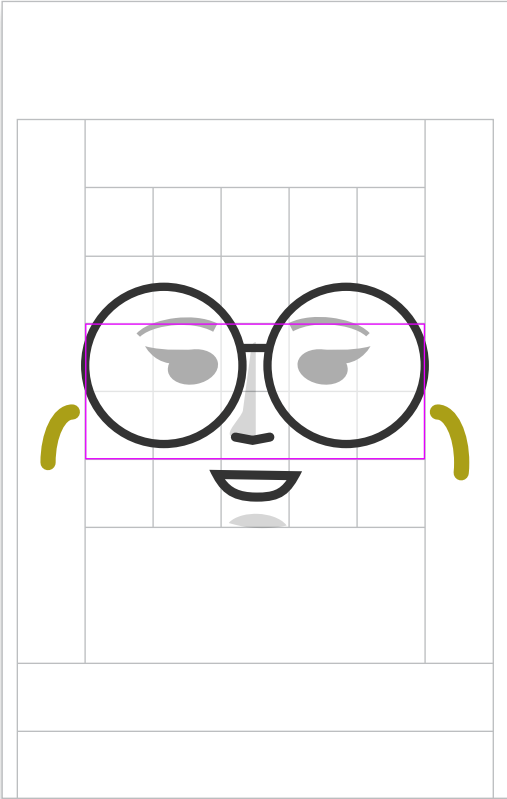


Female

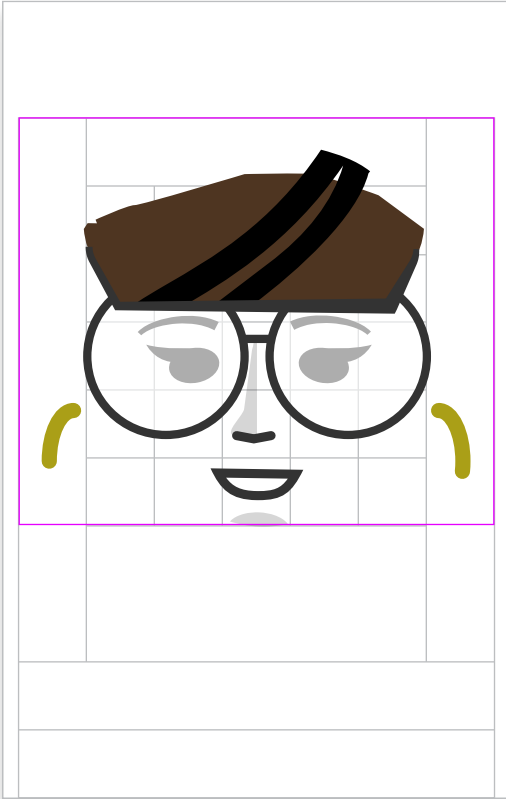
This is a simple step by step guide, demonstrating the physical process of how to construct a proper avatar.



5-Mouth

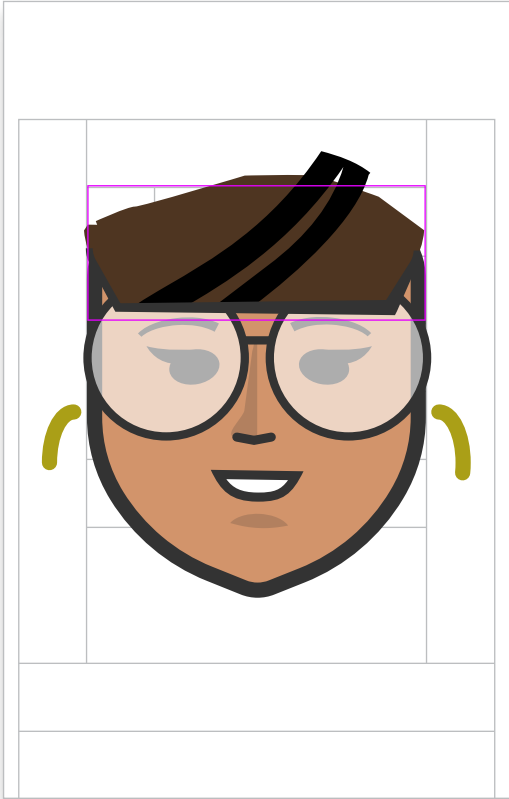


7-Earrings

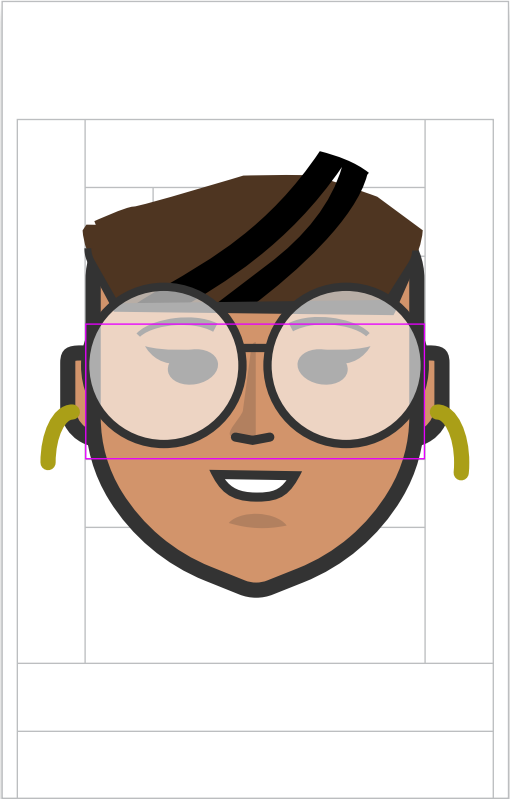


9-Hair Long / Front

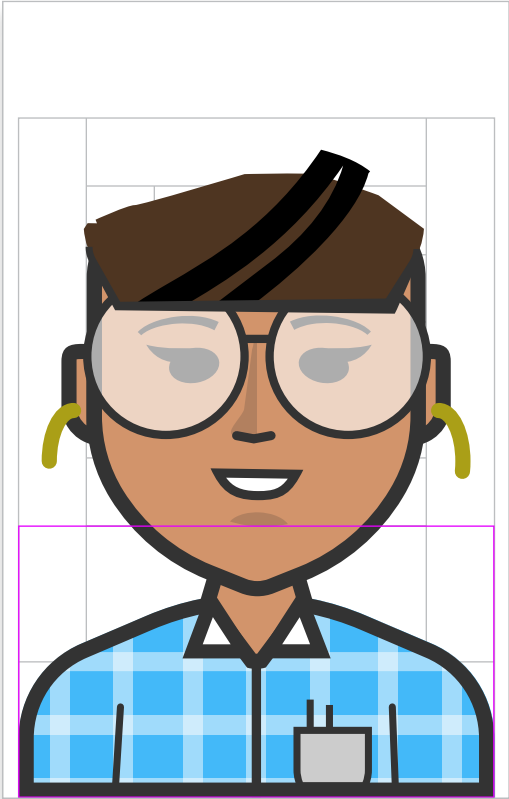
Female



10-Head

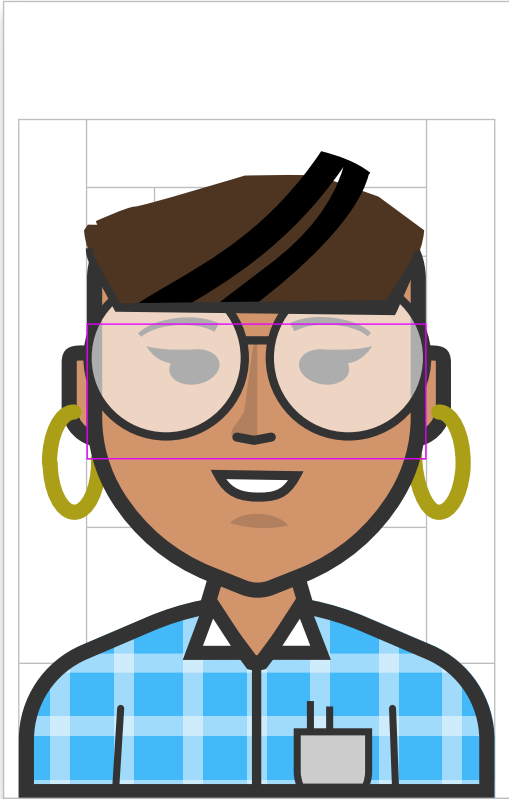


11-Ears

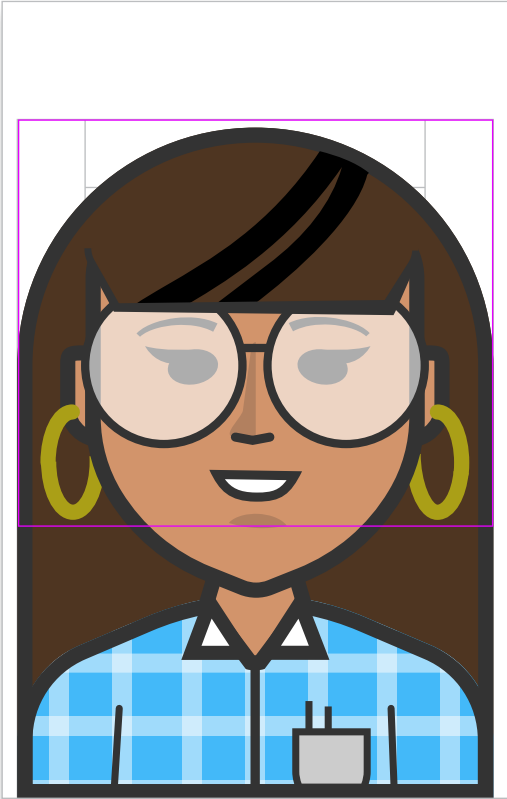


12-Torso

Female



13-Earrings / Back



14-Hair Long / Back

New Asset Rendering

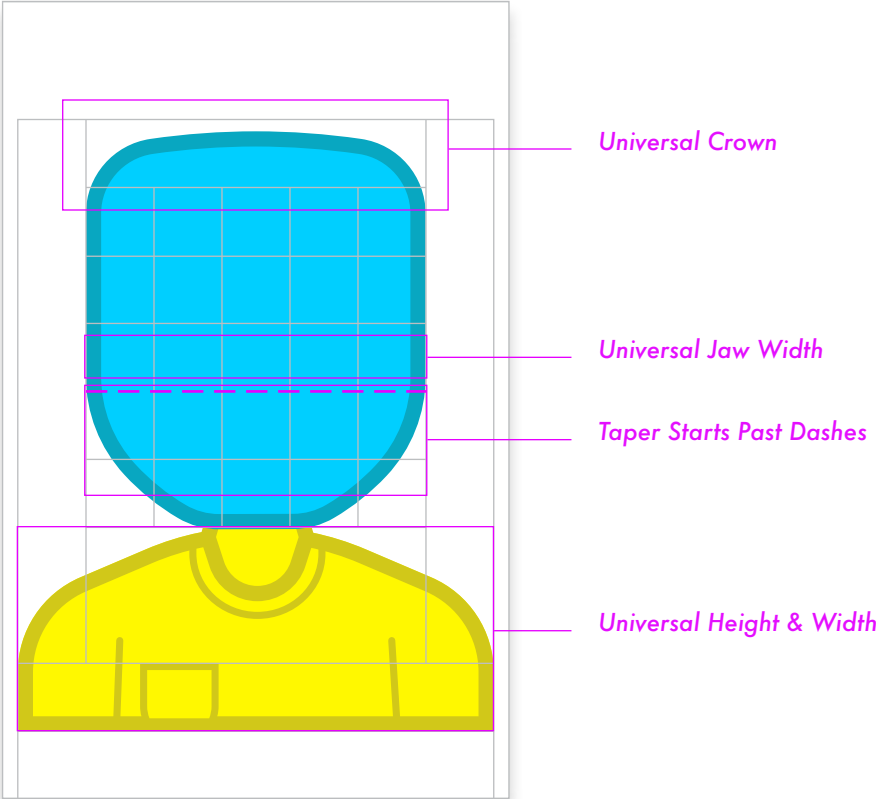
Universal Shape & Sizing

Certain foundational assets, such as the head and torso, have universal elements to them which ensure they work cohesively with the entire system of assets.

Each head shape uses the same crown. This was designed to work with every hair and hat style. This should be the starting point of each new head shape.

The head also has a universal jaw. The jaw is allowed to taper once it has passed the 2nd row of the central grid. This is to ensure a consistent fit with facial hair, earrings and other assets.

To ensure the torso functions with every asset, it is contained within the bottom section, the torso gutter, of the grid. Shoulder shapes can change, but cannot exceed this grid area.

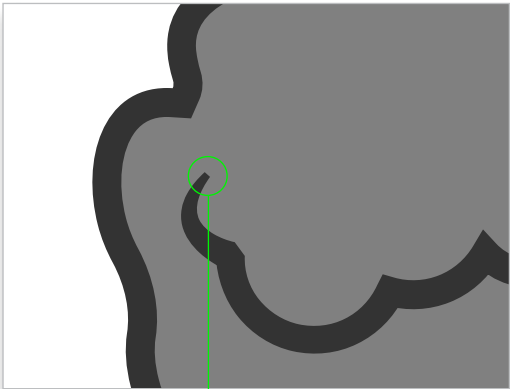


Outline Weight & Detailing

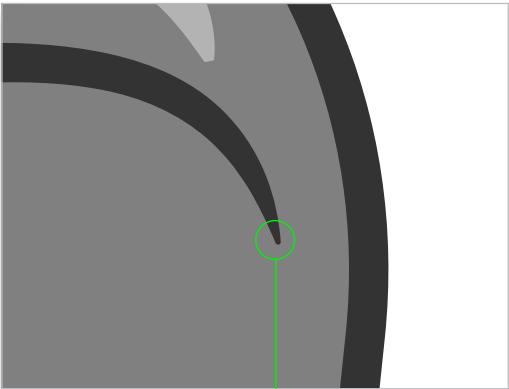
Each avatar asset is a shape that contains a specific fill and outline. Each outline should be set to 26.974px, on the standard grid dimension (899.21px by 1415.66px). All outlines should have a standard color value of #333333. Please use this as the starting point of all new assets.

You can add detail to each asset by tapering lines near the end of the line terminal.

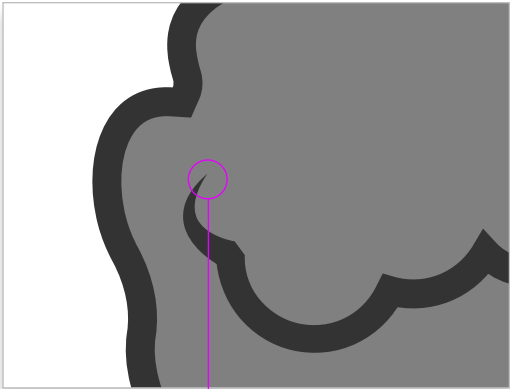
Note: Do not make lines come to a sharp point. Lines should end with a rounded or squared tip—never a point.



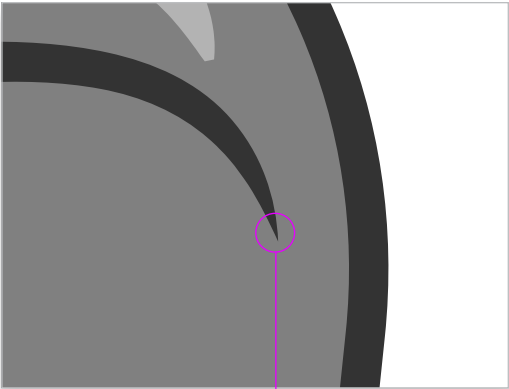
Good Terminal



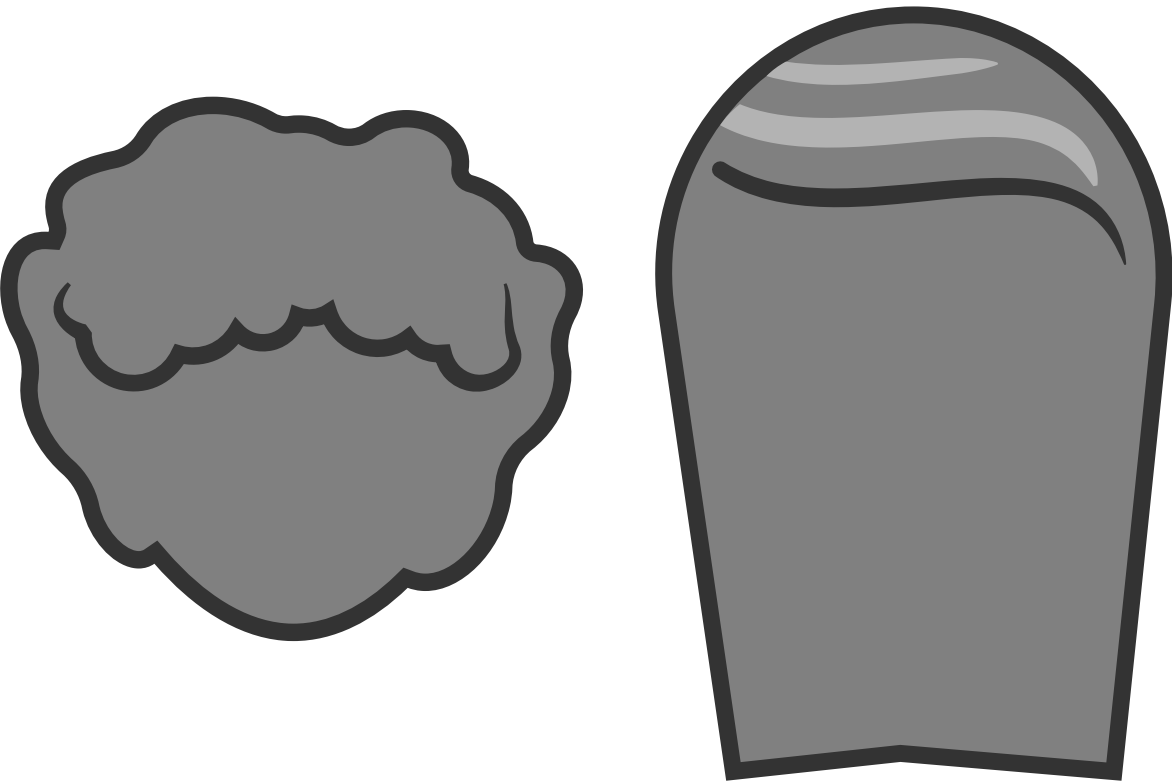
Good Terminal



Bad Terminal



Bad Terminal

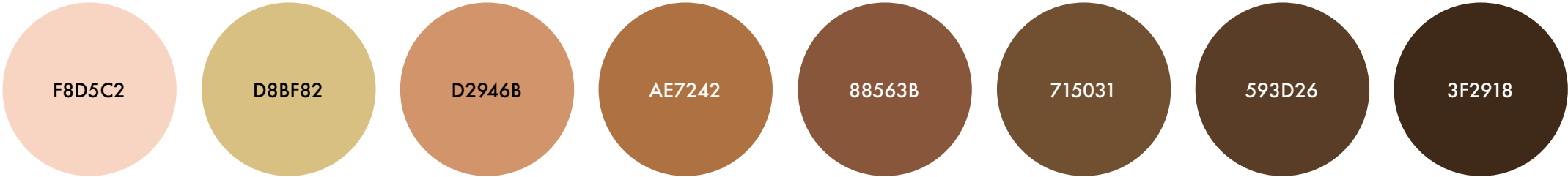


Color Selection

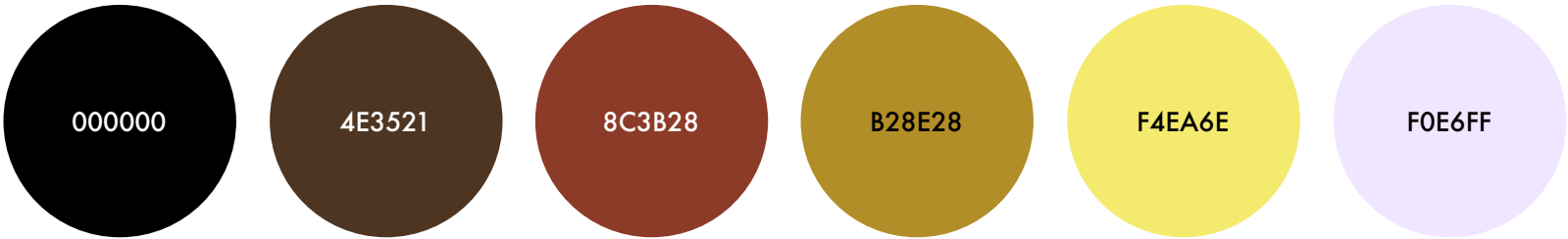
We have created a foundational color palette for skin and hair colors. This palette is intended to be expanded upon.

Note: When exporting assets that use skin tones or hair color, an individual SVG will need to be saved per color. E.g. A new hair style will need 6 SVG files, of each hair color.

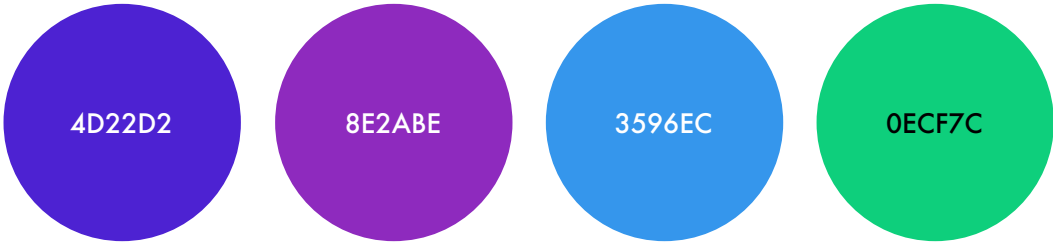
Skin Tone



Hair Color



Hair Color
(Provided by Gitcoin)



Exporting

For ease of scalability and editing, save all assets as *SVG* documents. All documents should be set to the RGB color mode and dimensions should be *899.21px by 1415.66px*.

Assets should be placed exactly where they would be positioned on the avatar. This ensures that multiple *SVG* asset files can be layered when creating avatars, without having to manually position them.

File Naming and Structure:

No Color Assets
SVG > 1-gitcoin-asset > avatar-asset1.svg

Color Assets
SVG > 1-gitcoin-asset > asset-1 > avatar-asset1-tone1.svg



Thank You

Emerson Stone is a product-focused design agency in Boulder, Colorado. We’re a team of designers and engineers with experience in creating memorable projects for both startups and global companies. Our process is always deeply collaborative between the agency and the client, creating ownership, trust and value at every stage.

Each project taken by Emerson Stone is led by one of the agency partners. This allows the partner to focus on a client’s project and develop the kind of understanding normally only available by an in-house design or development team. We use this understanding to create consistent products that help drive business goals now and in the future.

As an agency, we are invested in the continued success of our clients. Since 2014, over ninety percent of our clients have come back for additional projects and we still have clients that have been with the agency since the first month. We believe that design is most successful when it is consistent and permanent—more than just launching a single design into the world, we work to support, iterate, and develop valuable products for our clients over time.

