

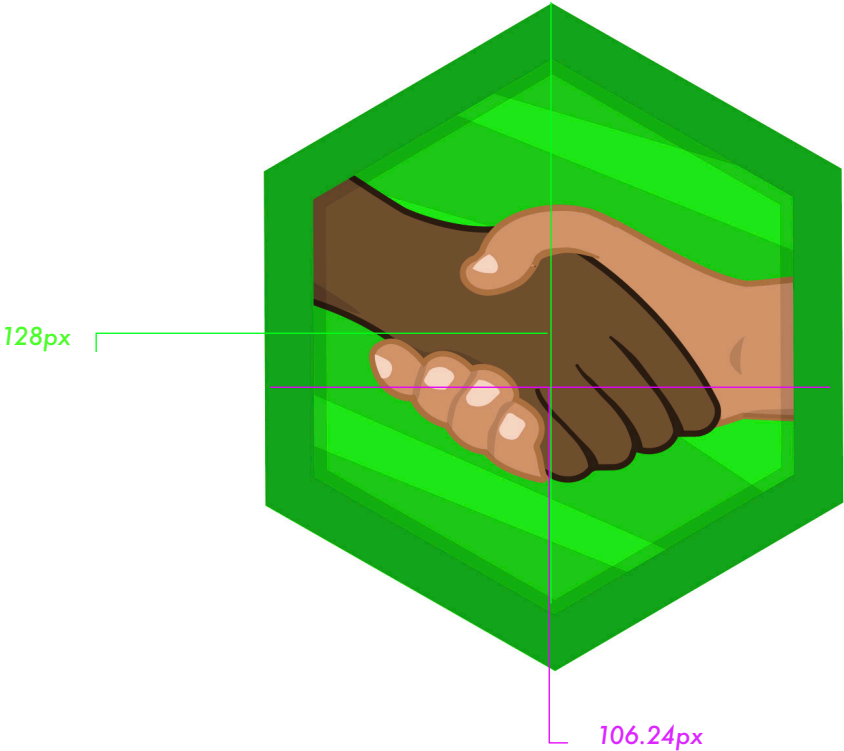
# Gitcoin Kudos Badges

## Badge Illustration Standards

These badges are designed on an artboard of 110.86px by 128px —the hexagon will be 110.86 px wide. The inner hexagon will contain the illustration for the badge and is 106.24px tall.

Illustrating the art for the badges is a bit more lenient, as far as standards go. Elements will have an outline of 1.12px, but this can change as needed. The illustrations are not an exact science, and focus more on optics. The goal is to have a visually consistent set of badges.

The background of the illustration also contains a pattern which is set #000000 and 13% transparency—the same as the inner border. Colors of the illustration can vary as needed.

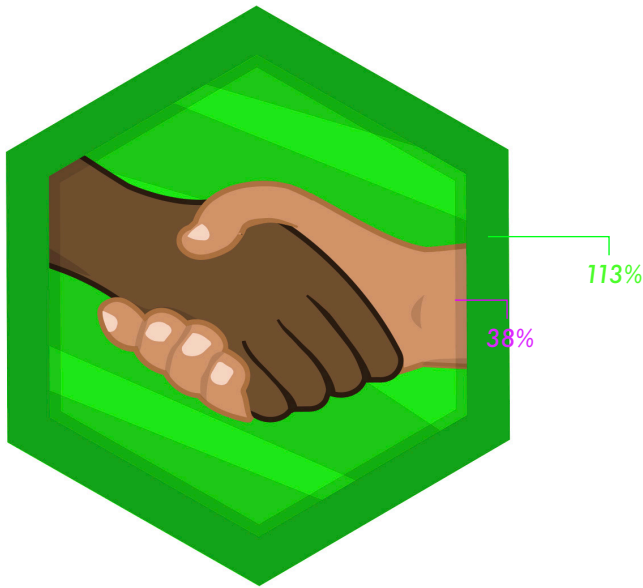


## Badge Color Selection

The seal of each badge has a specific color assigned to it, based off a spectrum that was created for Gitcoin’s explicit and subjective badges. The current color palettes serve as a foundation and is to be expanded upon.

When creating a new badge, choose an area in the color gradient, between existing colors, to achieve a new colorway for a badge. This will help maintain a cohesive visual organization between categories of badges, e.g. subjective and explicit. And for general use, we added another color gradient to choose from. Simply use a color picker or eye dropper tool to select a new color from the gradient bar. This is for badges that do not fall under the subjective or explicit category.

The badge has two borders: the outside border and inner border. Each border is set to a value of #000000 with a specific transparency. The outside border is set to 38% transparency and the inner border is set to 13% transparency.



### Subjective



### Explicit



### General Use



## Explicit vs Subjective

As a way to organize the badges into categories, we developed the explicit and subjective badge system. This organizes explicit content, such as PHP, Ruby and Python badges. Content that refers to specific logos and branding of other organizations are explicit. Subjective covers anything else, such as bug squashing, helping hand and problem solvers—general developer terms.



Subjective | Helping Hand



Explicit | Pythonista

## Exporting

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

# Questions?

*Please contact [founders@gitcoin.co](mailto:founders@gitcoin.co)*