What's in this Brand Book?

Official naming & trademark

● Developer Student Clubs or DSC
● The DSC abbreviated name can be used **IF** the program name has previously been shown in full form (i.e. Developer Student Clubs)
● The Student Leads can identify themselves as "DSC Lead" or "Lead - Developer Student Club" or "Developer Student Club - Lead".
● **Do NOT use "Google Developer Student Club".**
● In descriptive text, where you are referring to the DSC program, if you need to mention the industry affiliation you can say that the program is run by "Google Developers".

Target audience

DSC activities are targeted towards students (primarily University students and any others including faculty members) who want to learn development [native app & mobile web] skills. As part of the learning experience for students, you can work with local stakeholders who may include local businesses or NGOs or other organizations.

Mission

Provide native app and web development skills for students to help them work towards employability.

10-20 word description

Enabling students with mobile and web development skills.

2-sentence / 30-50 word description

The Developer Student Clubs (DSC) program is a grassroots channel through which we provide development skills for students, towards employability. In addition to workshops, we also provide an opportunity for students to apply their newly gained skills to develop solutions for local organizations, and then provide visibility via showcases.

Description of program offering

● Workshops
  ○ DSC leads organize and facilitate workshops on university campuses to provide students with technical development skills.
● Solution development activities
  ○ The students get an opportunity to apply their skills for a live problem sourced from the local community (sourced by the DSC community). In addition to development skills, the students gain problem solving skills as they understand more about the problem and are

developing a solution using technology, along with communication skills as they learn how to ask questions to better understand the problem.
- Showcases
    - The students will present the solutions in campus and city-level showcases, thus gaining visibility and inspiring more students to learn and apply development skills.
- Meetups
    - Monthly: The DSC Leads are encouraged to meet, share and support and learn from each other.
    - Quarterly: The DSC Leads are encouraged to invite their faculty and other local stakeholders for quarterly meetups.
- Stories
    - The DSC Leads are empowered to identify and share success stories within the campuses and at a local community level, thus inspiring more students to learn and apply development skills.
    - Some of the stories are shared at regional and global levels.
- Conferences and other learning and development (L&D) opportunities
    - The DSC Leads might have opportunities to attend conferences, workshops and other L&D opportunities. They will be supported with invites, passes, travel grants and mentoring opportunities.
    - The DSC Leads might extend some of the opportunities to their local communities.
- DSC Summit
    - All DSC Leads are invited to attend a summit focusing on leadership skills, community management skills, and advanced technical skills.
- Grow the local community
    - DSC Leads are connected with members of Google and the Google Developers communities (Google Developer Groups, Google Developer Experts, Google Business Groups, etc.) & other programs including Women Techmakers Scholars, Interns, Alumni of the former Google Student Ambassador program, Facilitators of Applied CS program, etc. Collaborations are encouraged to support each other.
- Talent for Google
    - DSC Leads will have the opportunity to refer students they believe are strong talent.

Key selling points
- Students have the opportunity to not only learn development skills, but also apply it for live problems by developing solutions, and then showcasing their work within their communities.
- Students get to develop their portfolios by showcasing the projects that have live applications rather than academic-only projects.
- By developing solutions for local businesses/organizations, the college is positioning itself as a center of talented individuals that can provide offerings to the local community.

Common branding errors
- Don't use "Google Developer Student Clubs". i.e., Do not prefix "Google" to "Developer Student Clubs".
- Don't use Google logo or Google Developers logo.

Logo

A logo represents a product/identity and can consist of a logomark and a logotype. When the two are combined, it's known as a lockup. Whenever possible, the logo should be presented as a lockup for consistency and recognition.

Full color logo can be found [here](#).
- Preference is for the full color logo on a white or black background
- Shouldn't be attached to a Google or Google Developers logo, see common mistakes section above.
- If using in a space with other logos, such as your university's logo, please ensure all logos are of equal weight and size.

Typeface
- Text in Open Sans Light

Swag

Do's:
- *Please only use the full color logo on a white background. If printing on a colored background, please use the all [white version of the logo](#).*
- *Only print the color logo AND the white logo on solid backgrounds*

Dont's:
- *Print the full color logo on a colored background*
- *Don't print the logo in any variation on a patterned background*

Comm channels
- [Facebook Group (India)](#)
- Whatsapp Group (Indonesia)

Relevant hashtags: #DSCIndia, #DSCIndonesia, #DSC2017, #DeveloperStudentClubs, #DSC2018, #DSC2019

1-st party events
- Summit that brings all the DSC Leads under a single roof; they are trained on leadership skills, community management skills, advanced technical skills, and other relevant skills. This summit is critical to bring them together as a community, motivate them to collaborate, and to create a strong identity as a national-level community

Identity on social media and professional networking sites
- On sites such as LinkedIn, or other networking sites where you can list your associations, DSC Leads should not list Google as their employer. Note that DSC Leads are not employees of Google.

Other resources
Coming soon

FAQs

Q: Should I use the Google logo with the Developer Student Clubs logo?
A: No. You cannot use the logos together.

Q: Should I use the Google Developers logo with the Developer Student Clubs logo?
A: No. You cannot use the logos together. However, you can reference in PLAIN TEXT that the program is run by Google Developers.

Q: Can I tweak the DSC logo and add my college name within the logo?
A: No. The logo must not be changed in any way.

Q: Can I use the logo for my college fest poster?
A: If you are associated with the college fest and conducting an activity (in the capacity of DSC Lead and not individually), then you may use the DSC logo (but not the Google or Google Developers logo).

Q: Can I use the logo as part of a certificate that we are providing from the college?
A: We recommend not providing certificates and instead explaining the value of learning the skills as the main goal.

Q: What font is used for the logo/feature lockups?
A: Always use the logo asset files for the logotype. It is never acceptable to recreate your own version of the logo.