

BLACK PYTHON DEVS



Brand Guideline

A high level overview of how the BPD brand comes to life.

TABLE OF CONTENTS

- 1 MISSION**
- 2 LOGOS**
- 3 COLORS**
- 4 TYPOGRAPHY**
- 5 LET'S CONNECT**



1 MISSION



OUR MISSION

01

Secure the bag

Establish guidance, mentorship, and career support for Black Python Devs Members

Diversity By Inclusion

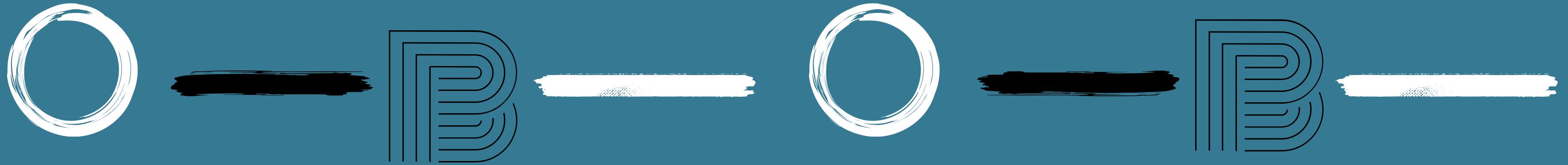
We encourage members to get involved beyond participation. Members can become maintainers, maintainers become leaders.

Extend their reach

Great programs exist. Our goal is to help those programs make it our local communities.

Say it loud!

Our stack and our decisions are open source by default and we share what we're doing as loudly and often as possible.



Inspiration from Conferences (Pre-2022)

Observed few Black developers at major tech conferences.

PyCon US 2022 Realization

Less than 0.01% Black attendees prompted community outreach.

Encouragement and Growth (2023)

Support led to increased participation and career advancement.

Formation of Black Python Devs (2023)

Created a Discord server to foster continuous support and growth.

HISTORY

EXTENDING THE PYTHON COMMUNITY TO OUR COMMUNITIES



LOGOS

OUR LOGO

02

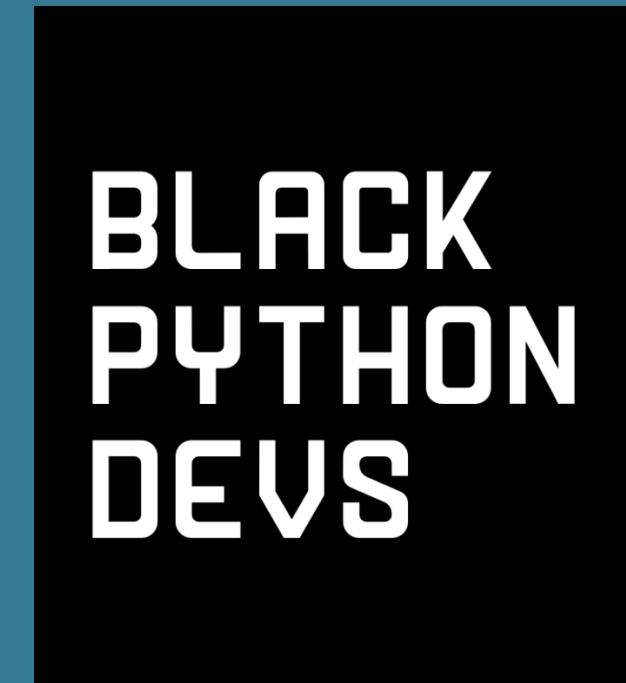
Horizontal Logos

BLACK PYTHON DEVS

BLACK PYTHON DEVS

Stacked Logos

**BLACK
PYTHON
DEVS**



Our logo features the name in MODERN SOCIETY font in uppercase letters. It can be presented in two formats:

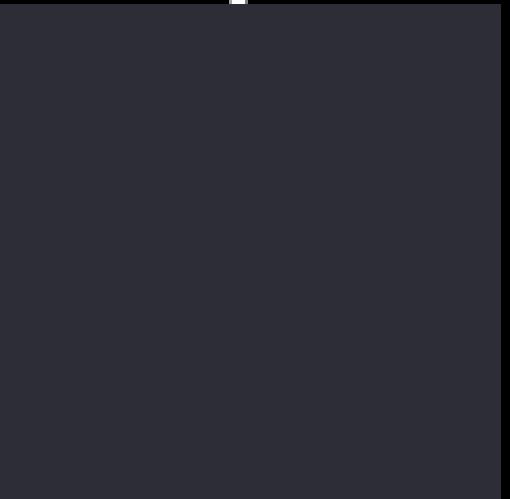
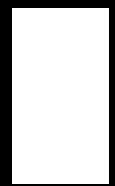
- Stacked Format: The words "BLACK", "PYTHON", "DEVS" are stacked vertically.
- Horizontal Format: The words "BLACK PYTHON DEVS" are arranged horizontally.

Both formats maintain a clean and modern aesthetic, suitable for various branding applications.

3 COLORS



COLORS

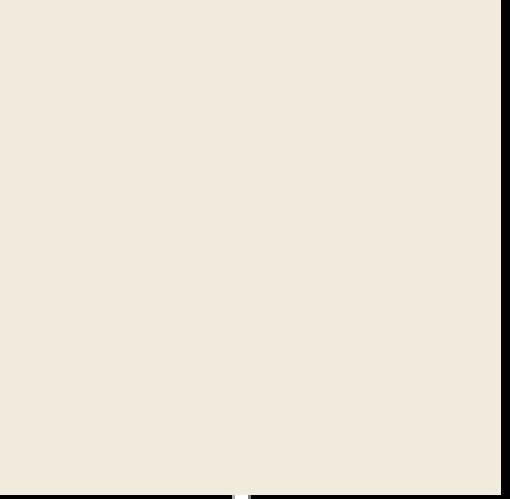


RGB	46	49	55	
HSLA	220%	9%	20%	1.00
HEX	#2E3137			

PRIMARY
03



RGB	53	121	149	
HSLA	96%	47%	39%	1.00
HEX	#357992			

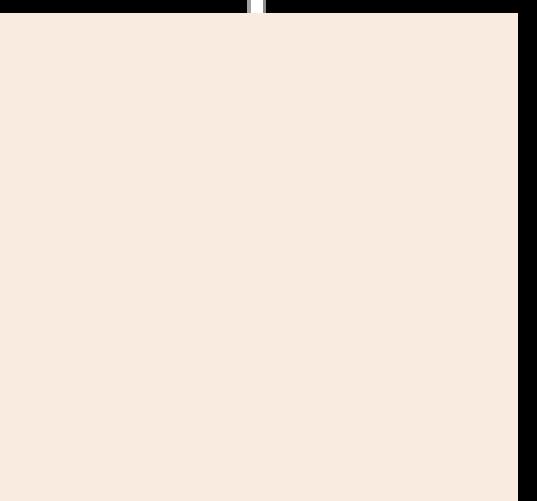
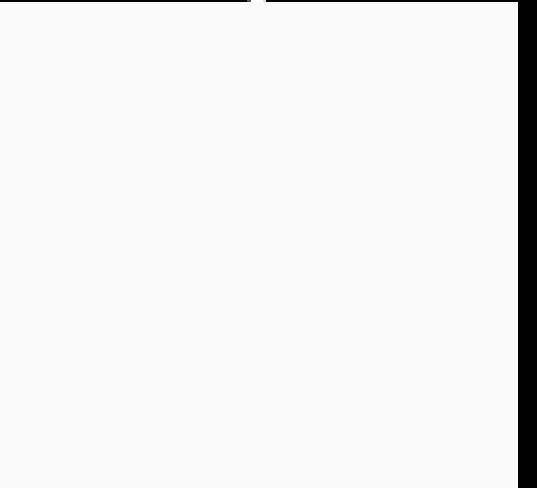
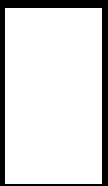


RGB	242	237	222	
HSLA	45%	43%	91%	1.00
HEX	#F2EDDE			

COLORS

03

SECONDARY



RGB	250	238	228	
HSLA	27%	69%	94%	1.00
HEX	#FAEEE4			

RGB	252	252	253	
HSLA	40%	20%	99%	1.00
HEX	#FCFCFD			

RGB	255	255	255	
HSLA	0%	0%	100%	1.00
HEX	#FFFFFF			

4 TYPOGRAPHY



TYPOGRAPHY

Primary Typeface

Font **Modern Society** is the primary typeface.

AA

Secondary Typeface

Font **Lora** is the primary typeface.

Aa

MODERN SOCIETY REGULAR

Traditionally, text is composed to create a readable, coherent, and visually satisfying typeface that works invisibly, without the awareness of the reader.

text is composed to create a readable, coherent, and visually satisfying typeface that works invisibly, without the awareness of the reader. It is a clean, modern sans-serif font designed for legibility in a wide range of typeset material, with a minimum of distractions and unnecessary ornamentation.

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#?%&

IMAGERY



GUIDANCE

CORRECT

**BLACK
PYTHON
DEVS**

BLACK PYTHON DEVS

WRONG

**BLACK
PYTHON
DEVS**

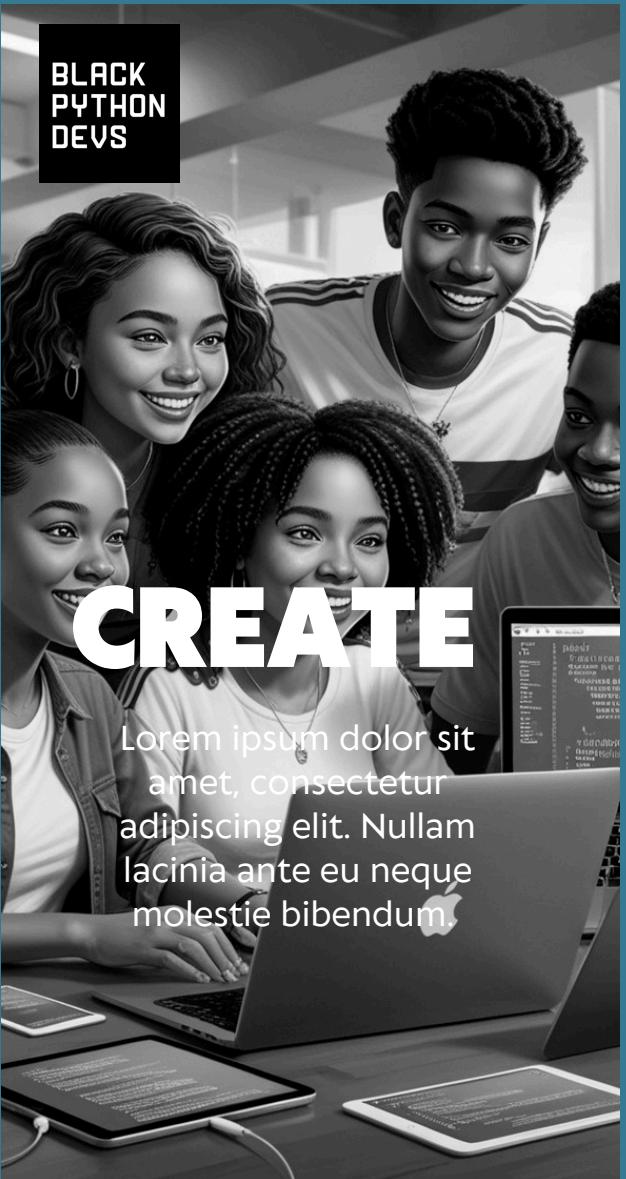
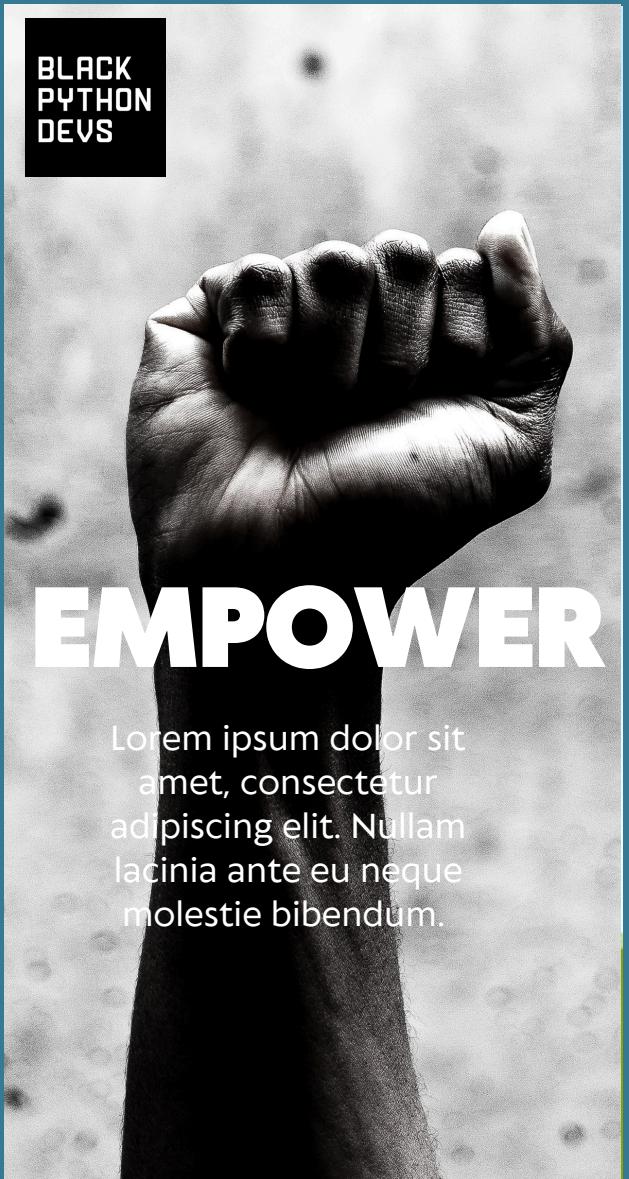
**BLACK
PYTHON
DEVS**

BLACK PYTHON DEVS

WEBSITE



SOCIAL





LET'S CONNECT



LET'S CONNECT

-  Online community first
-  @blackpythondevs
-  <https://discord.gg/XUc3tFqCT3>
-  <http://blackpythondevs.com/>

