

geekdom

Brand Guidelines

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# Introduction

Geekdom is a new kind of collaborative coworking space where entrepreneurs, technologists, developers, makers & creatives help each other build businesses & other great things together.

Our branding is essential to the Geekdom experience. We created this document to help communicate our branding guidelines to partners seeking to feature Geekdom and for internal use to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen. This requires strict dedication to standards. This guide is provided to keep the brand focused and unique.

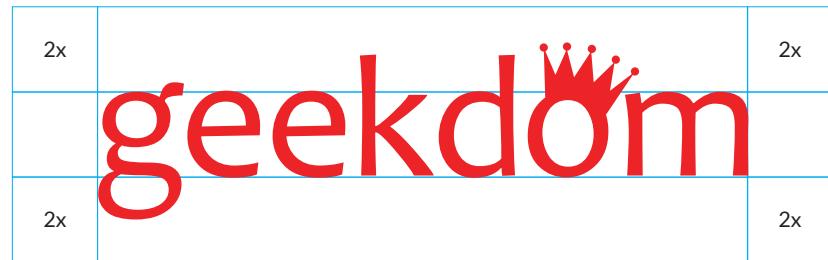
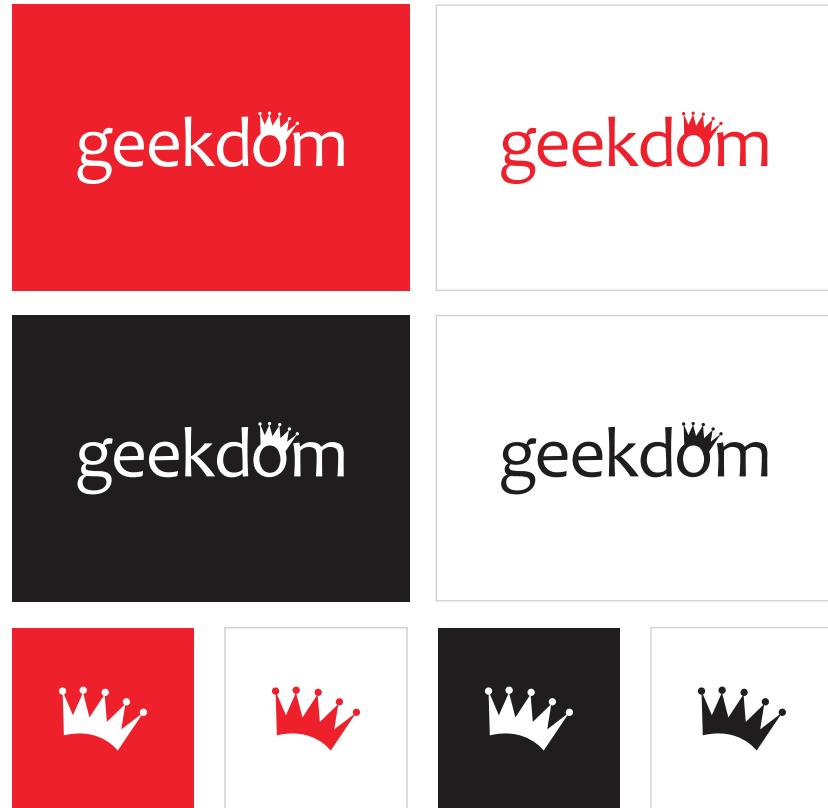
## Logo Usage

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the Geekdom logo is in red over a white background or in white over a red background. Every attempt must be made to do this.

If the logo must be placed on a dark background or color options are limited, then the Geekdom logo should be knocked out in white.

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.



## Incorrect Logo Usage

### DON'T

1. Change the logo's orientation.
2. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, gradients and drop shadows.
3. Place the logo on busy photography or images.
4. Change the logo colors. This is a one color mark and should always be displayed as such.
5. Scale the logo disproportionately.
8. Use "O + Crown" combination as a standalone icon.

1.



2.



4.



5.



6.



# Colors

Our colors are what gives us our personality. We're bold, strong and powerful.

## LOGO COLORS

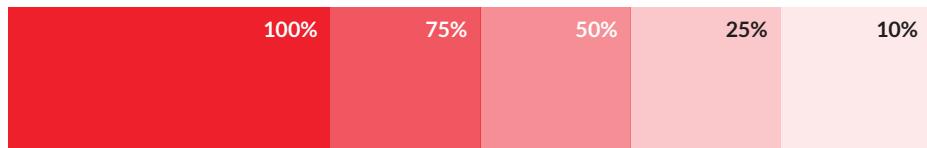
These are our logo colors. Use these sparingly so as not to outshine our logo.

## SUPPORTING COLOR PALETTE

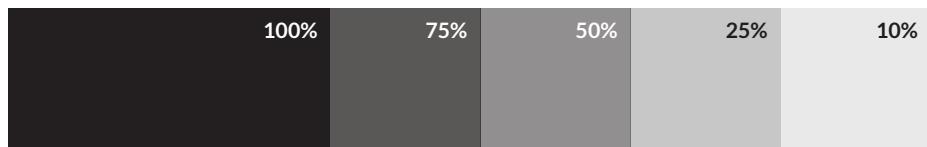
These make up our core color palette.

## PERCENTAGES

Use supporting color palette in the outlined percentages in all marketing material.



Geekdom Red  
**CMYK** 0, 99, 93, 0  
**RGB** 236, 34, 43  
**HEX** # EC222B



Geekdom Black  
**CMYK** 0, 0, 0, 100  
**RGB** 35, 31, 32  
**HEX** # 231F20



Dark Grey  
**CMYK** 58, 50, 49, 17  
**RGB** 107, 107, 107  
**HEX** # 6B6B6B

Light Grey  
**CMYK** 14, 11, 11, 0  
**RGB** 216, 216, 216  
**HEX** # D8D8D8

## Typography

Typography is a key element to communicate a unified personality for Geekdom. We have selected “Noto Serif” and “Lato” as our fonts.

### LATO LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

### LATO BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj**  
**Kk Ll Mm Nn Oo Pp Qq Rr**  
**Ss Tt Uu Vv Ww Xx Yy Zz**

### NOTO SERIF

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

## Iconography

We use a variety of iconography in the Geekdom brand. From navigational elements to category definers and badges.

We have chosen the icon set called “Retina Icons” for the broad majority of our visual communication.

If creating new icons, or selecting a different set when required, please keep the following in mind.

- Imagery should be simple and iconic.
- Detail in elements should be minimal.
- Round corners whenever possible.
- Use straight on perspective to cut down on complexity.
- Do not use vector traced photographs; they should have an illustrative playfulness to them that traced photos often lack.

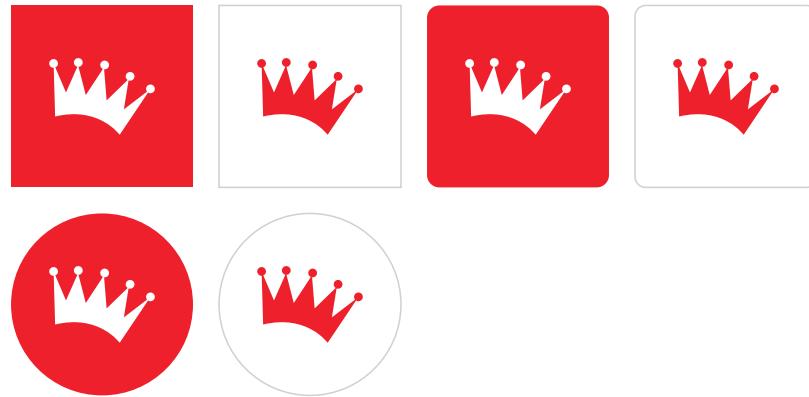


## Icon Usage

The Geekdom icon is used on our mobile apps, marketing materials and on social media websites.

The Geekdom icon is more versatile in its use than the Geekdom logo. The Geekdom icon can be used with rounded corners or no rounded corners. It can be subtly styled to fit into social media icon sets.

ACCEPTABLE APP + SOCIAL ICONS



UNACCEPTABLE APP + SOCIAL ICONS

