

CODE *for* AMERICA

STYLE GUIDE

Gotham Medium

Gotham Light

Gotham Thin

Cabin Regular

Cabin Italic

Helvetica Neue

Helvetica Neue

Oswald Regular

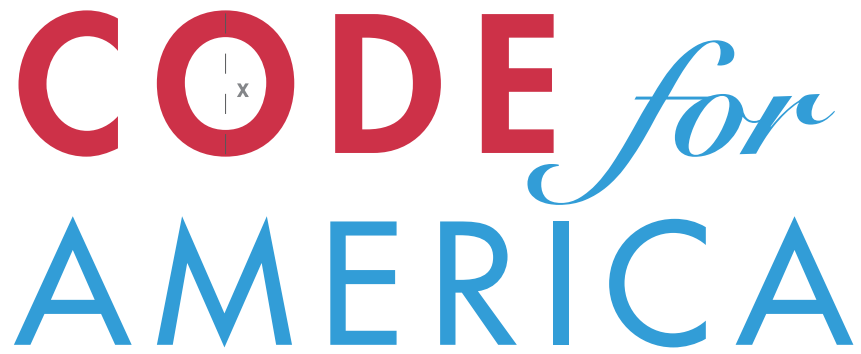
FONT USAGE

Gotham Light at 12pt for Body Copy. When adding subtitles to Code for America logo, it is best to use ALL CAPS.

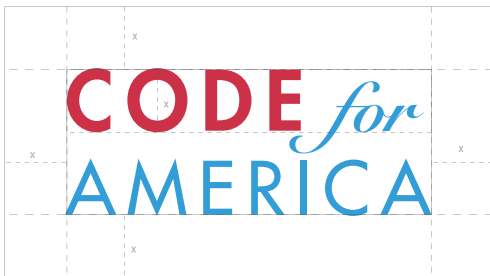
Gotham is the font used in all graphic text. If you do not have the Gotham font family the recommended font to use is san serif typeface, specifically Cabin. All HTML body copy is Cabin or Helvetica Neue.

Cabin can be used in place of Gotham or as a secondary font with Gotham.

Oswald can be used for specialty projects and reports. Do not overuse.



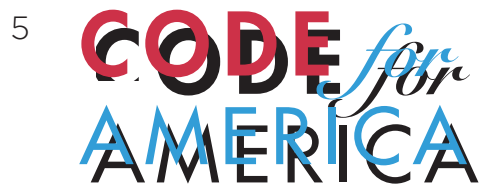
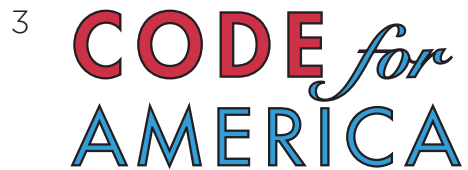
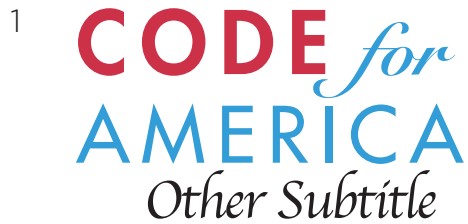
The logo features the word "CODE" in red, "for" in a blue script font, and "AMERICA" in blue. A vertical dashed line with an 'x' at the top and bottom indicates the clear space requirement around the letter 'O' in "CODE".



CLEAR SPACE

Clear space refers to a distance of “X”, as a unit of measurement, Surrounding each side of the Symantec signature. “X” equals the height of the letter “O” of the Symantec logotype.

A minimum clear space requirement has been established to ensure the prominence and clarity of the Code for America signature. It is essential that the



RESPECT THE LOGO: THINGS NOT TO DO

Figure 1. Do not use the (Apple Chancery) that is use in the logo as a subheading.

Figure 2. Do not use the other cursive, or “Constitution” like fonts

Figure 3. Do not use outline the logo in other colors. It should not have a stroke.

Figure 4. Do not change the color of the logo to a solid color unless you are changing it to black for a black and white printed version .

Figure. 5. Do not add a dropshadow to the logo because it is not legible.

Figure 6. Do not change colors of only part of the logo. or add other icons/imagery to the logo

COLOR USAGE



C13 M94 Y69 K4



C70 M24 Y0 K0



C0 M0 Y0 K49

#cf1b41

#399fd3

#939699

Code for Americas red, blue, and grey serve as the Code for America brand colors for print, electronic, and environmental applications.

The CMYK numbers and hex# reflect the CfA color swatches. These are the set colors and should be maintained in all printed and online materials. The colors should be matched to the best of your ability. The CfA blue and red should be used as the primary colors in a material either in collaboration or individually. The CfA grey should be used as a complementary or secondary color option. The use of these colors ensures the constant representation of CfA's brand identity.



Entrepreneurs harnessing the web as a platform have changed the world dramatically in the past decade, but the disruption they've caused in almost every market has largely missed the government ecosystem. But models like TurboTax, SaeClick-it, and BrightScope show that consumers are willing to pay for better service and better, easier access to government services.

We see three areas for entrepreneurs to tackle. The first is helping government change from the inside by fostering a new generation of government vendors that use the best practices from the modern technology industry. The second is building on top of government as a platform to provide better interfaces to government processes. Finally, there are opportunities to actually compete with government to replace or provide an alternative to existing services.

The Code for America Incubator will support entrepreneurs interested in creating a new kind of entrepreneurial public service, helping them get from idea to a business that scales by offering:

- A network of people with expertise to help civic entrepreneurs succeed
- \$20K per team in seed funding; workspace in SOMA-area of San Francisco
- Legal and administrative support

PROPOSED TIMELINE

This program is just getting started, and we're planning on starting the first class in spring 2012.

NOVEMBER 2011 - MARCH 2012 | STARTUP TEAM RECRUITMENT: Teams of 1-5 members apply with an idea for a civic startup and are screened by selection committee of civic and tech leaders.

APRIL 2012 | 2012 PROGRAM START: 3 teams are selected for the 6-month cycle and receive ongoing mentorship and support from program mentors and CFA staff.

OCTOBER 2012 | 2012 PROGRAM END/DEMO DAYS: Program ends in coordination with an open pitch event to VCs, angel investors, and government reps at the Code for America conference.

Please contact us if you are interested in exploring partnership or sponsorship opportunities.

@codeforamerica

codeforamerica.org

info@codeforamerica.org

Sample type treatment

TITLE 18PT

10pt eams Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

THIS IS A SUBTITLE 11PT

10p teams Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

footer exercitation ulla

LETTERHEAD TREATMENT

Logo can be placed in top left or right corners, but not in center.

WORD CONSISTENCY

- The “f” in Code for America is always lowercase. The abbreviation Code for America should read “CfA.” The single exception is when CODE FOR AMERICA is in a heading or title and the entire name is capitalized to keep style with the rest of the document.
- “Datasets” is one word.
- “Open source” is two words, “opensourcing” is one word.
- URLs do not include, www.