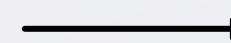




GWCODE

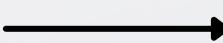
DESIGN GUIDE



Logo Files

GWC LOGOS

The logo for GWC uses a variation of purple, greens, and blue hues. The one on this page is the main logo used. All of the logo files including the ones on the next slide are included in the google drive folder, along with the actual photoshop files.



without background



without background (white)



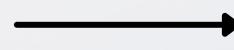
without background (black)



Colors

The colors that make up GWC include shades of purple, green, whites, blues, and etc. The main colors are purple, and green. Heavy emphasis on purple!!

#C5B5DF	#CEEBA1	#F1F1F1
#93EEF8	#9FF8E1	#6F52D5
#76819F	#AFBA9E	#E4E2DD
#DFA4E4	#AA82AD	#B070D8
#4D4260	#293859	#303030



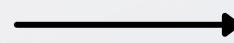
#C5B5DF

#CEEBA1

#F1F1F1

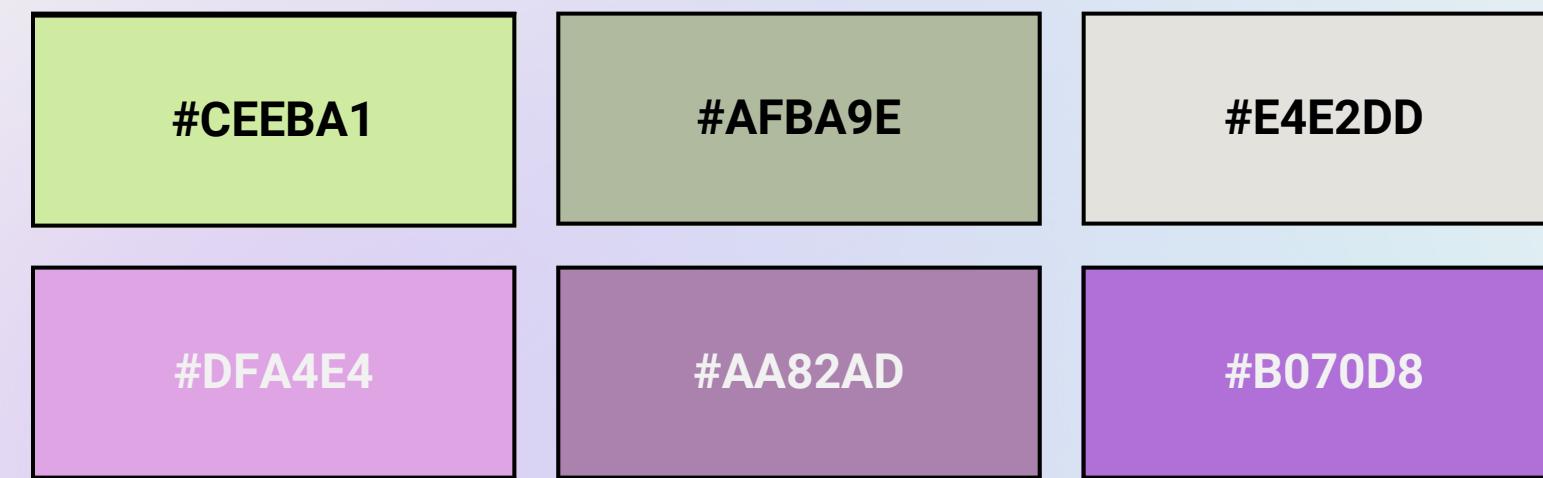
Logo colors

The color of the letters in the logo were made of these colors



Gradient colors

These colors were used to make the gradient in the logo. Gradient colors are subjective as you can use any colors as long as it sticks to the theme of the main colors.



Accent colors

These colors are accent colors to the palette. Muted purples, greens, and off whites are great if the colors want to be less vibrant. The second row are variations of purples and pink hues.



#4D4260

#293859

#303030

Dark mode

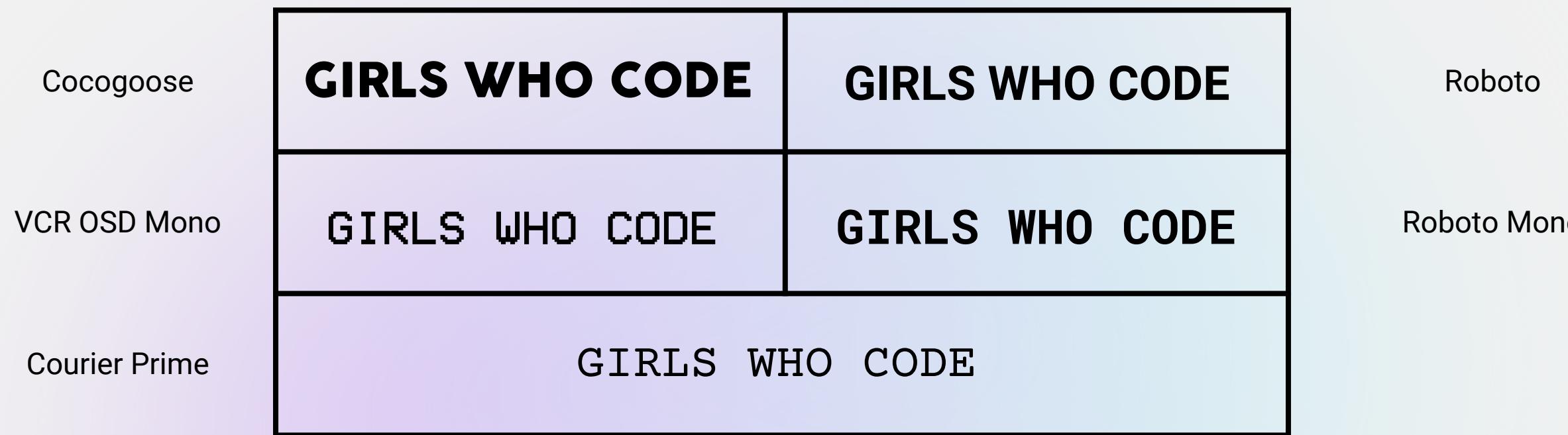
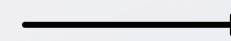
These colors are guided as backgrounds to compliment with lighter color texts. The colors can be subject to change, but this is provided as a guide.



Typography

Various different types are used throughout the design processes. The theme of the fonts stick to cyber/tech/space/y2k. The following fonts are ones I've used in the past, and ones in the logo.

GIRLS WHO CODE

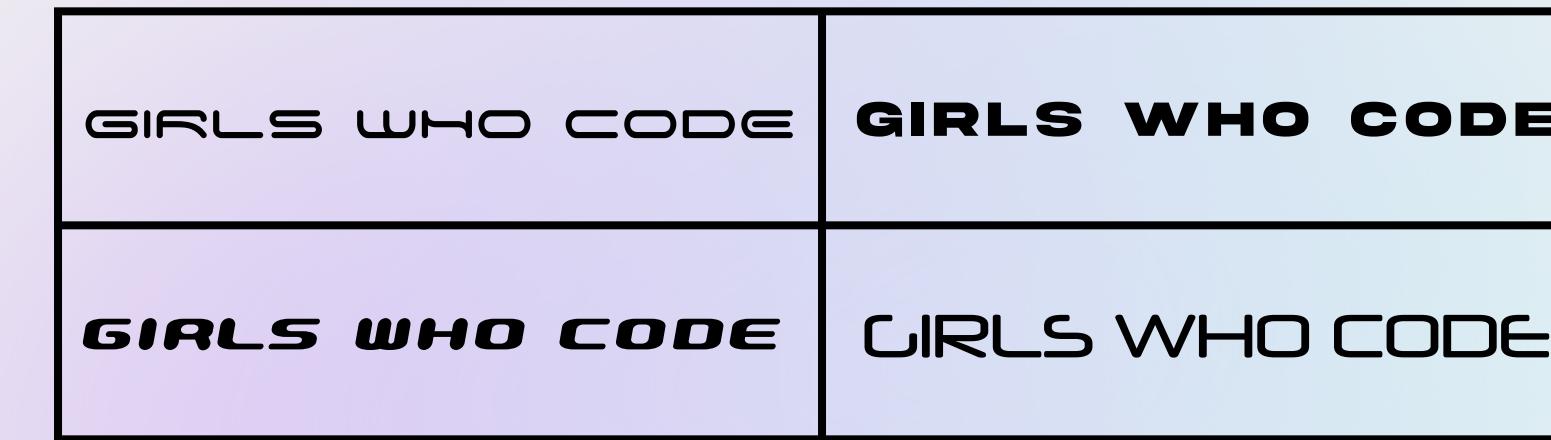


Simple fonts

These fonts are easy to understand and primarily used for paragraphs, or sub headings. These can be also used for titles, based on preference. Cocogoose is what is used in the logo for "UCF". Roboto and Roboto Mono are fonts that are generally used by girls who code.



Space Age



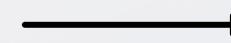
Akira Expanded

Pop magic

Neuropol

Fancy fonts

These fonts can be used as fancy headings or other. As you can see these fonts has that cyberspace tech style. All of the fonts can be found on dafont.com



Inspo

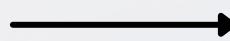
Here are some examples of the vision of the girls who code's design, a personalized moodboard. The UCF GWC utilizes a lot of star/space/y2k themed designs with a mix of tech along with collage design sometimes.



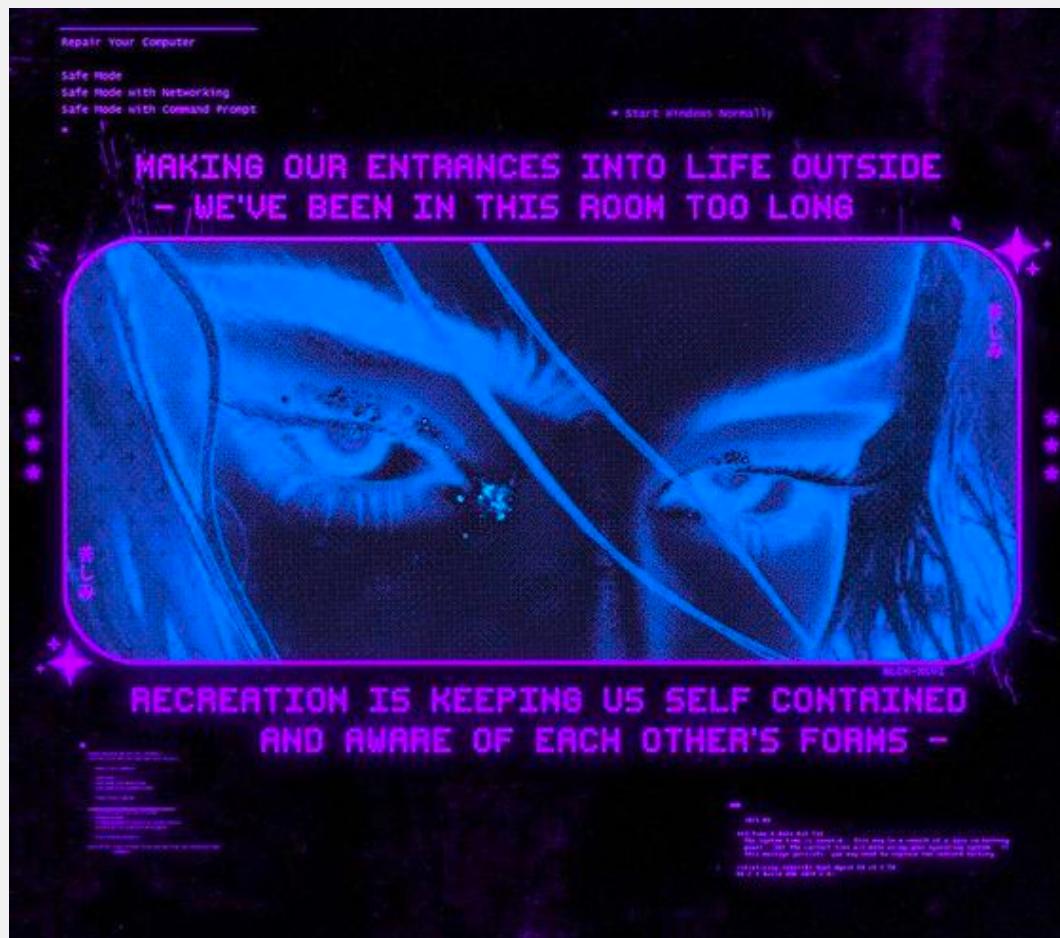
A mock design logo I made in illustrator



The stars used in the main logo,
linked in google drive

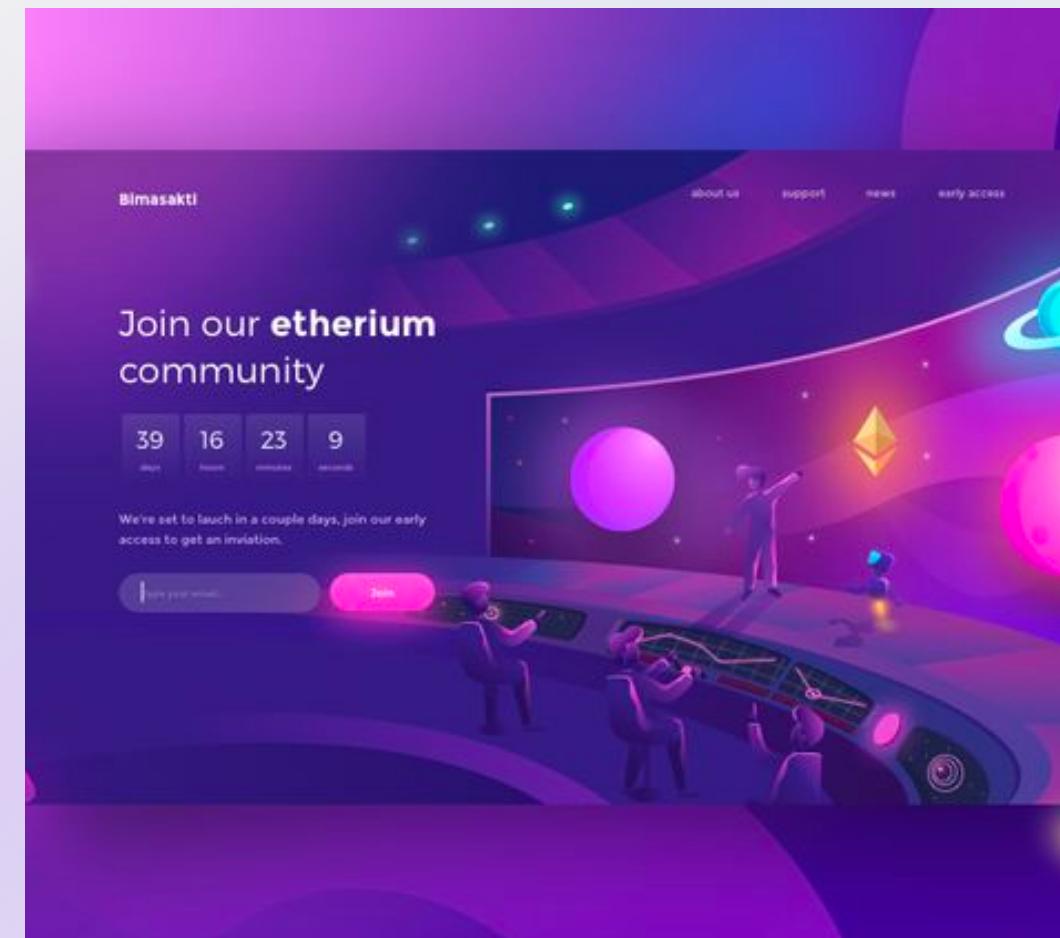


moodboard



cyber design

courtesy of pinterest



space ui/ux design

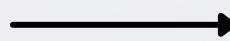
courtesy of pinterest



collage design

courtesy of pinterest

END



The End