



These are your Docula guidelines. They're not canon, but close. Over time they'll need to be updated, added to, and evolved to stay relevant. To ensure brand consistency, please see that any changes are made under the watchful eye of a trusted and reputable professional.

## Brand Elements

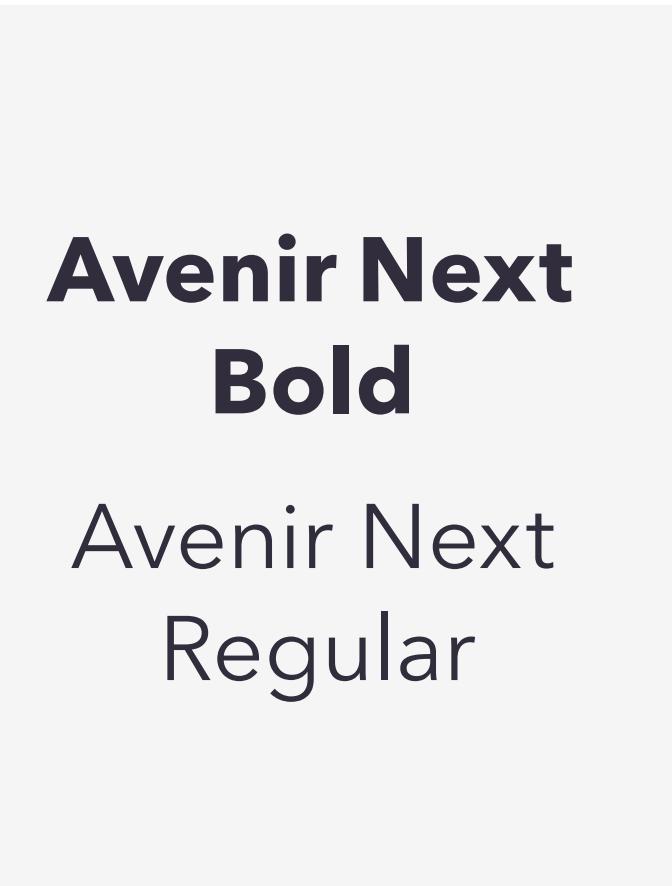
(At a glance)



Logos & Symbols



Colors



**Avenir Next  
Bold**

**Avenir Next  
Regular**

## Typography

The Docula brand font is Avenir Next. It was chosen for its friendliness, practicality, and legibility. Avenir Next Regular is the primary weight used in our brand. Avenir Next Bold is used for instances where extra emphasis and/or contrast is needed.

Avenir Next can be downloaded here:  
[www.fonts.com/font/linotype/avenir-next](http://www.fonts.com/font/linotype/avenir-next)

The letters 'A' and 'a' in white, sans-serif font, centered on a dark gray background.

Avenir Next Regular

The letters 'A' and 'a' in a bold, white, sans-serif font, centered on a dark gray background.

Avenir Next Bold

## Color & Gradient

Color provides a strong visual link to our brand identity across a wide range of applications. The brand color palette can be used for elements such as headlines, headings, backgrounds, buttons, and hyperlinks.

**RGB Colors** have been built for digital uses. Do not use RGB colors for print applications.

**Spot Colors** have been chosen from the Coated and Uncoated Pantone® selectors. Any colors that need to be printed in process color need to be matched to the Coated chips only.

Spot colors do not render properly on screen and should never be used for digital applications.

**Tints** of our colors should only be used at specified percentages.

Our **Gradient** is made using Midnight and Mist colors. The direction and blend location of the gradient is flexible and can blend vertically, horizontally or at an angle as needed.



## Horizontal Logo

Consistent use of the horizontal Docula logo will help build visibility and brand recognition, and will set us apart from our competitors.

**RGB Color** logos have been saved in .SVG (vector), and .PNG (raster) formats and are only used for digital applications.

**Spot Color** logos have been saved in .EPS (vector) formats and are only used for printed applications.

**Black & White** logos have been saved in .SVG and .EPS (vector), and .PNG (raster) formats and can be used for print or digital applications as necessary.



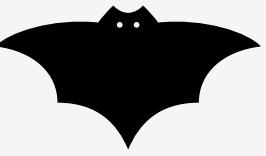
**DOCULA**



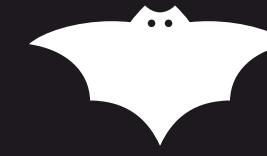
**DOCULA**

Color Positive

Color Negative



**DOCULA**



**DOCULA**

Black

White

## Vertical Logo

Consistent use of the vertical Docula logo will help build visibility and brand recognition, and will set us apart from our competitors.

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**Spot Color** logos have been saved in .EPS (vector) formats and are only used for printed applications.

**Black & White** logos have been saved in .SVG and .EPS (vector), and .PNG (raster) formats and can be used for print or digital applications as necessary.



Color Positive



Color Negative



Black



White

## Main Symbols

Consistent use of the Docula symbol will help build visibility and brand recognition, and will set us apart from our competitors.

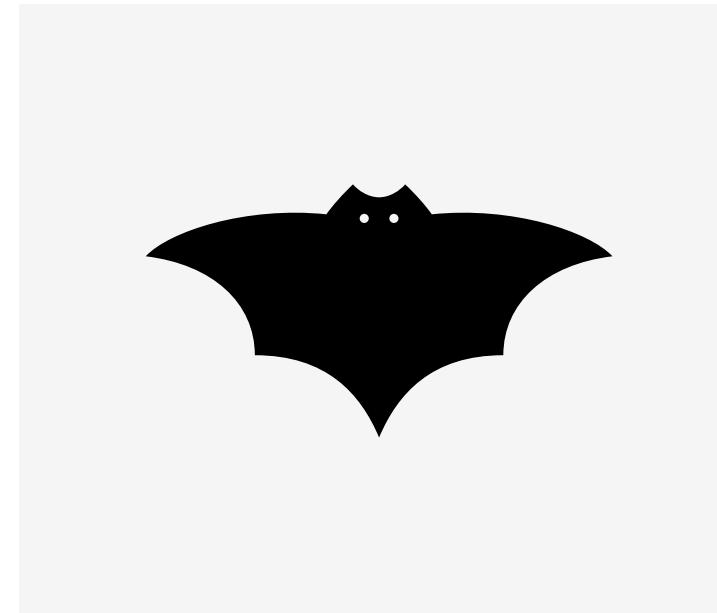
**RGB Color** logos have been saved in .SVG (vector), and .PNG (raster) formats and are only used for digital applications.

**Spot Color** logos have been saved in .EPS (vector) formats and are only used for printed applications.

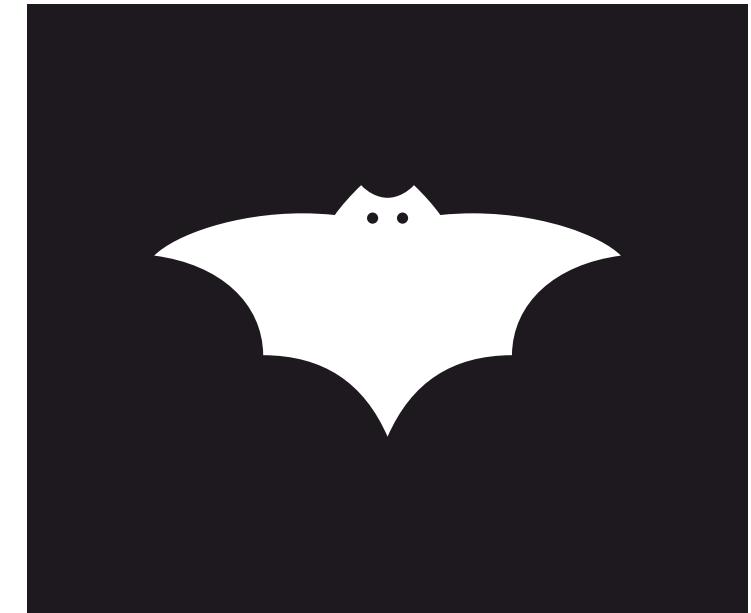
**Black & White** logos have been saved in .SVG and .EPS (vector), and .PNG (raster) formats and can be used for print or digital applications as necessary.



Color



Black



White

## Alternate Symbols

Consistent use of the Docula symbol will help build visibility and brand recognition, and will set us apart from our competitors.

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**Black & White** logos have been saved in .SVG and .EPS (vector), and .PNG (raster) formats and can be used for print or digital applications as necessary.



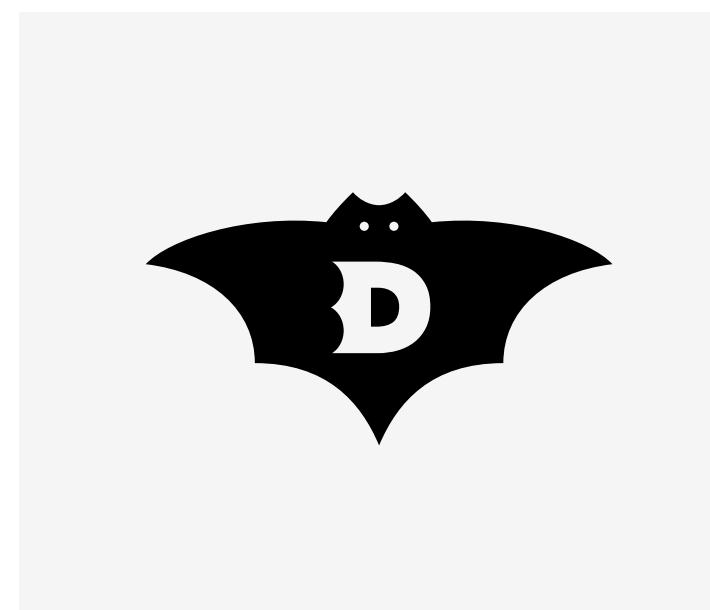
Alt-Color 1



Alt-Color 2



Alt-Color 3



Alt-Black



Alt-White

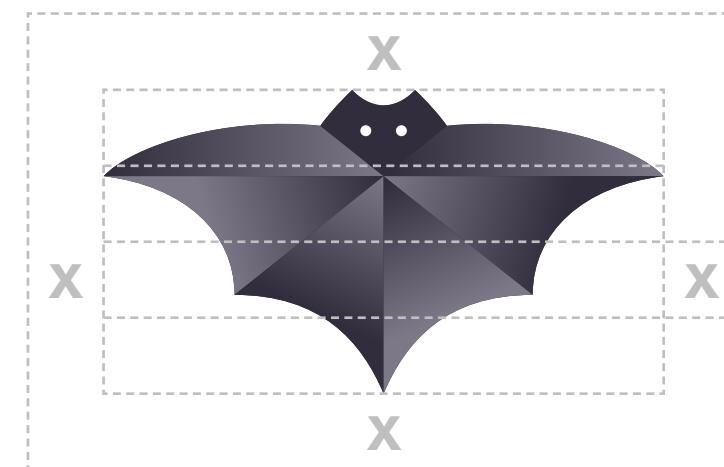
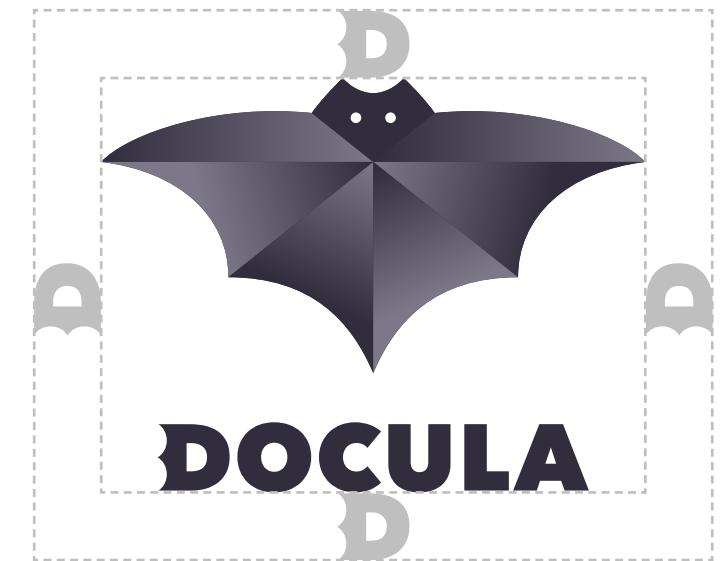
## Clear Space

Clear space helps maintain integrity by keeping the Docula logos and symbol away from other elements like headlines, text, images and the outside edge of printed materials.

The minimum clear space for the **Horizontal Logo** and **Vertical Logo** equals the height of the letter "D" in the logo.

The minimum clear space for the **Symbol** equals X, which is  $\frac{1}{4}$ <sup>th</sup> the height of the symbol.

Allow more than the minimum amount of clear space whenever possible.



## Minimum Size

Minimum size refers to the smallest acceptable size that has been established to ensure legibility of the Docula logo and symbols.

The minimum size of the **Horizontal Logo** is 20 pixels high.

The minimum size of the **Vertical Logo** is 50 pixels high.

The minimum size of the **Symbol** and the **Alt-Symbols** is 15 pixels high.

Use our logo and symbol larger than the minimum size whenever possible.



## Background Color Logos & Symbols

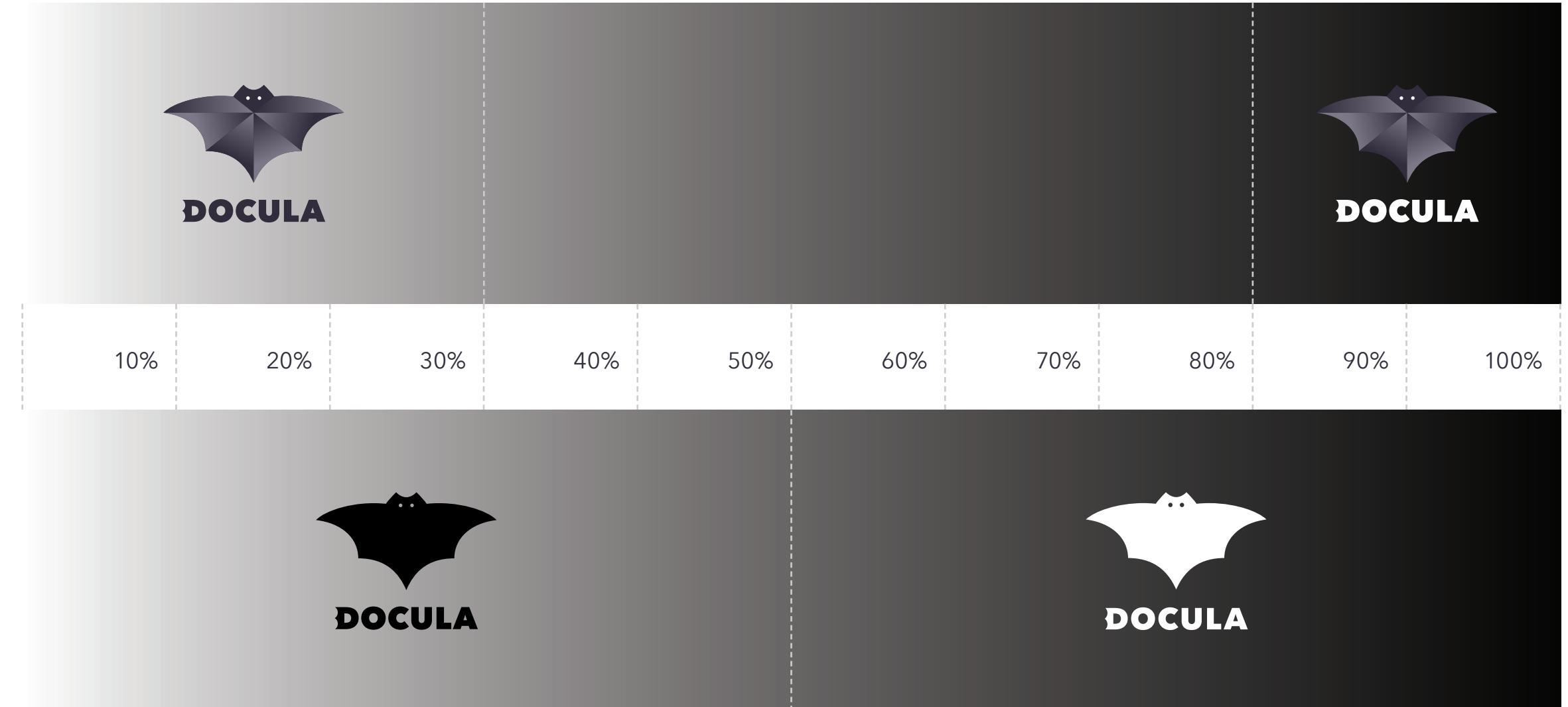
**Positive Color Logos** can be used on white backgrounds and backgrounds with 0-30%.

**Negative Color Logos** can be used on white backgrounds and backgrounds with 70-100%.

**Black Logos** can be used on backgrounds with a 0-50% values.

**White Logos** can be used on backgrounds with a 50-100% values.

The same rules apply for the Symbol.



## Background Color Alternate Symbols

The **Alt-1 Symbol** can be used on white backgrounds and backgrounds with values between 0-45%.

The **Alt-2 Symbol** can be used on white backgrounds and backgrounds with values between 30-100%.

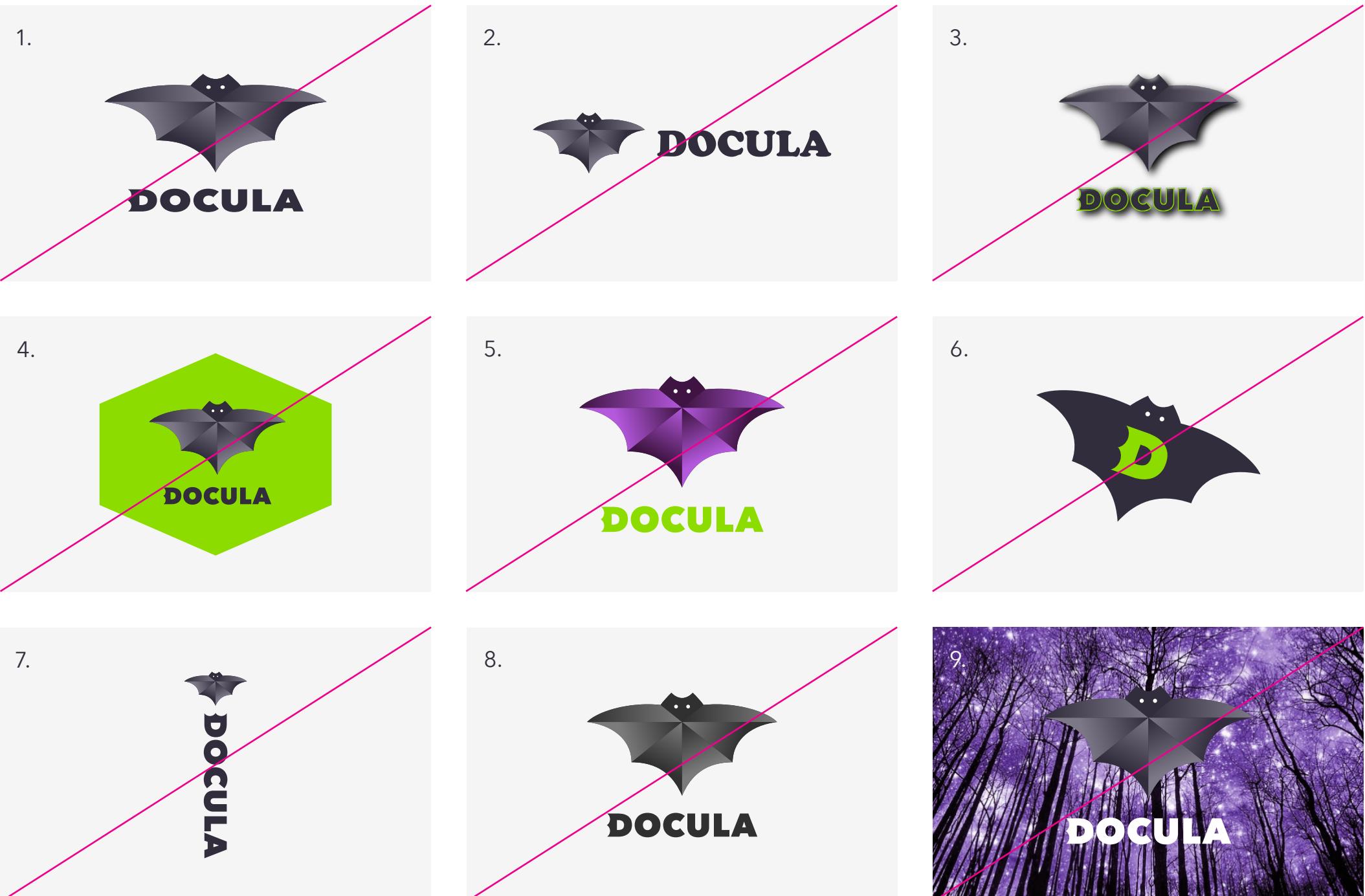
The **Alt-3 Symbol** can be used on white backgrounds and backgrounds with values between 0-30%.



## Improper Use

The integrity of the Docula logo must be maintained at all times. Any unauthorized modification diminishes our logo and undermines our brand.

1. **Do not** stretch, squeeze, skew, sheer, morph, or alter the logo.
2. **Do not** recreate, manipulate, or retype the logo.
3. **Do not** use effects, drop shadows, glows, or outlines on the logo.
4. **Do not** place the logo in a containing shape.
5. **Do not** change color of the logo.
6. **Do not** tilt or rotate the logo, or place it in a vertical position. The Symbol is the exception to this and can be rotated 180° and used upside down.
7. **Do not** rearrange the parts of the logo.
8. **Do not** reproduce the logo or symbol in grayscale.
9. **Do not** use the logo on a visually complicated background.



# Design Direction

## Digital



The smartphone screen shows the Docula documentation landing page. The header features the Docula logo (a bat) and navigation links for "Docs" and "Contribute". The main title is "Documentation? Easy." followed by the subtitle "Using Github and OpenAPI standards". Below the title is a screenshot of the Docula API documentation interface, which includes a search bar and a sidebar with navigation links like "Deploying Cloud Foundry", "Scaling Cloud Foundry", and "Log Drain Metrics Configuration". The main content area displays sections for "h1. SmartAdmin heading", "h2. SmartAdmin heading", and "h3. SmartAdmin heading", each with sample code and descriptions. At the bottom of the page is a diagram showing three arrows pointing to a central node labeled "{NODE}": one arrow from "API", one from "MD" (Markdown), and one from "Updates".

# Documentation? Easy.

Using Github and OpenAPI standards

**Sources**

Docula makes it very simple to give helpful documentation with the tools you are used to. For documentation it is using Markdown which has become one of the standards for easy to understand document formats.

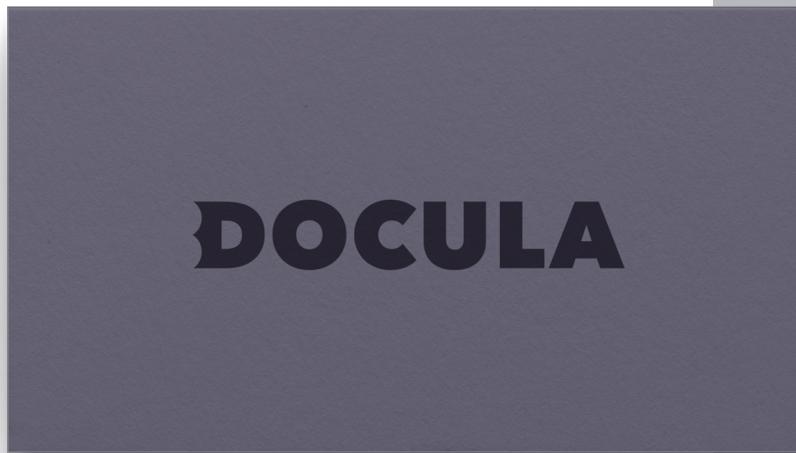
We'll hang from our toes to make coding easier.

For your API layer you can easily use the Open API standards produced by swagger to build devilishly beautiful documentation of your code. On top of all that Docula will do the indexing

**Updates**

Making it easy to update documentation is key to Docula. So we added in some magic in the backend so that when you are using docula you can have it auto

**Design Direction**  
**Print**



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