



Style Guide

Version 1.0

January 30, 2017

TURING SCHOOL OF SOFTWARE & DESIGN



Mission

Our mission is to unlock human potential by training a diverse, inclusive student body to succeed in high-fulfillment technical careers.

Sections

01 Color Palette

02 Typography

03 Photography

04 Logo

05 Icons

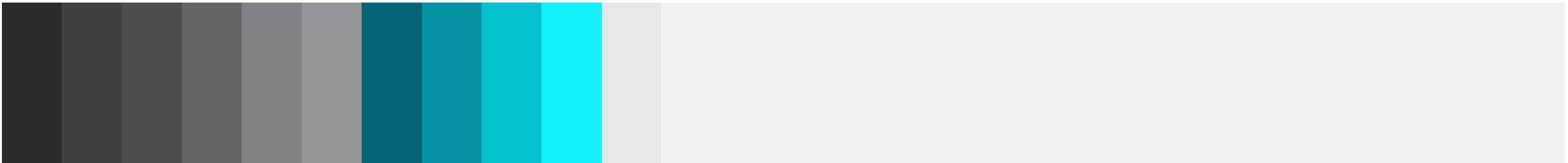
06 Patterns

01 Color Palette

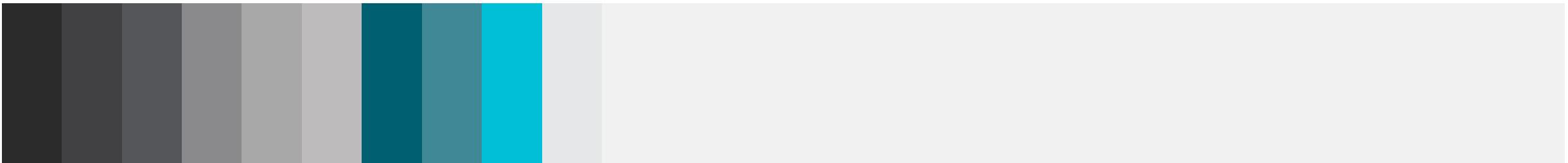
01 Color Palette

Primary Palette

Digital Color Palette



Print Color Palette

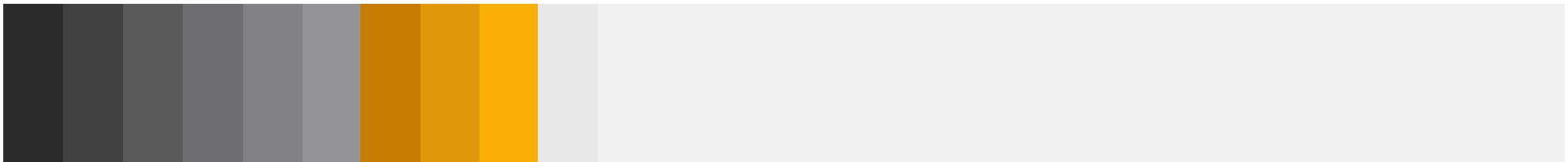


The primary Turing color palette is used for all things Turing School. The bright blue and dark gray (almost black) are the main colors. Tones of blue are used to create tone-on-tone designs (see examples). Lightest gray and white are used for large fields/backgrounds. The mid range grays are for headlines and body copy. Color can be used for callout text.

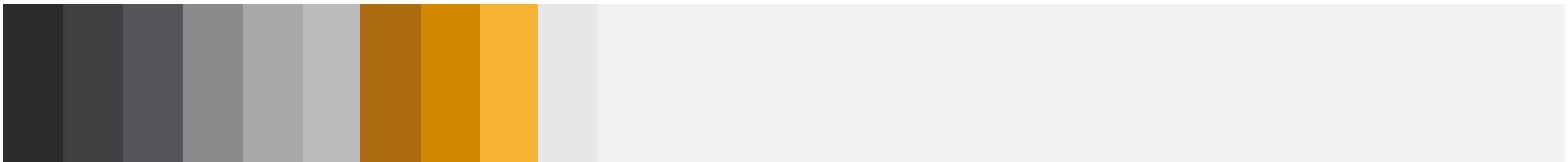
01 Color Palette

FEE Palette

Digital Color Palette



Print Color Palette

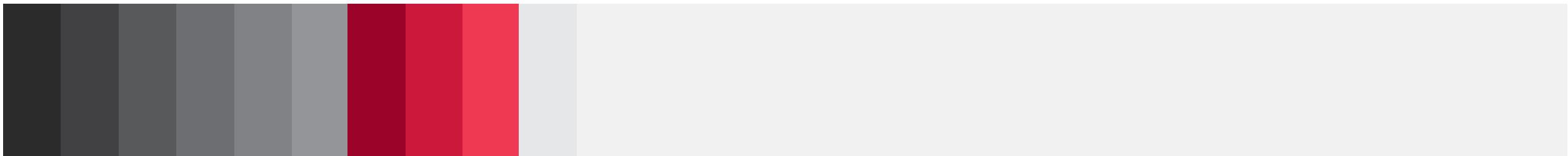


FEE color palette. This palette is used when designing FEE specific online/offline materials, or when designing FEE content or section in the context of a Turing project. Brightest gold and dark gray (almost black) are the primary colors to be used with supporting tones for tone-on-tone treatments. Lightest gray and white should be used for large fields/backgrounds and mid range grays for headlines and body copy. Color can be used for callout text.

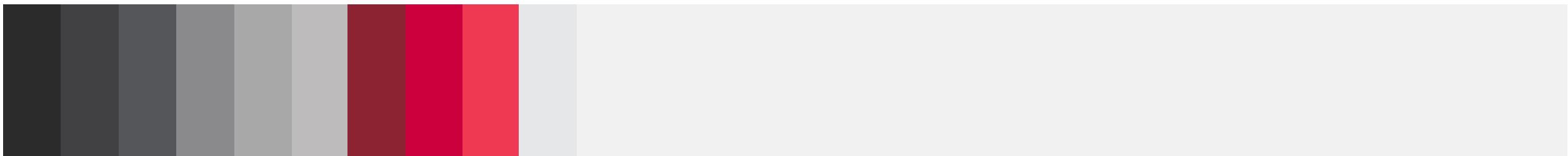
01 Color Palette

BEE Palette

Digital Color Palette



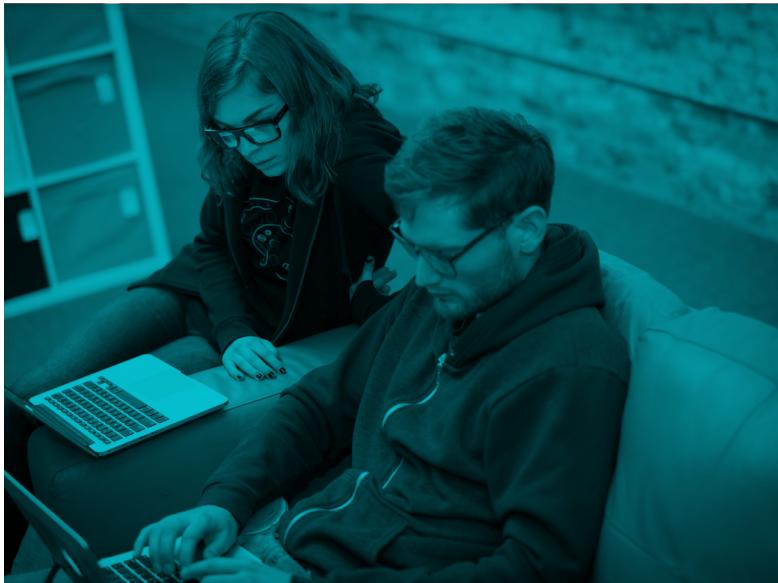
Print Color Palette



BEE color palette. This palette is used when designing BEE specific online/offline materials, or when designing BEE content or section in the context of a Turing project. Brightest ruby and dark gray (almost black) are the primary colors to be used with supporting tones for tone-on-tone treatments. Lightest gray and white should be used for large fields/backgrounds and mid range grays for headlines and body copy. Color can be used for callout text.

01 Color Palette

Example Usage



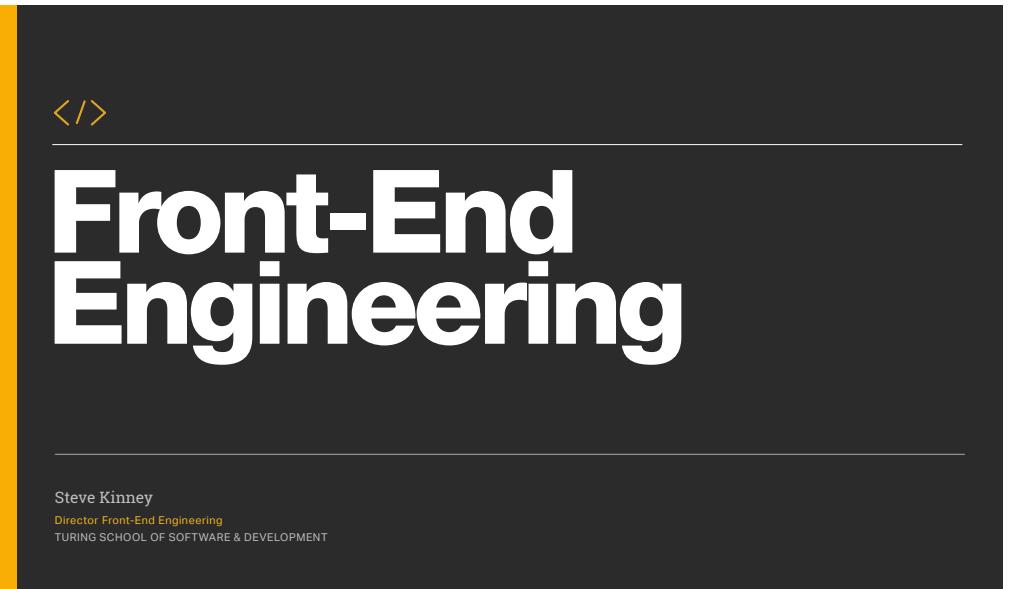
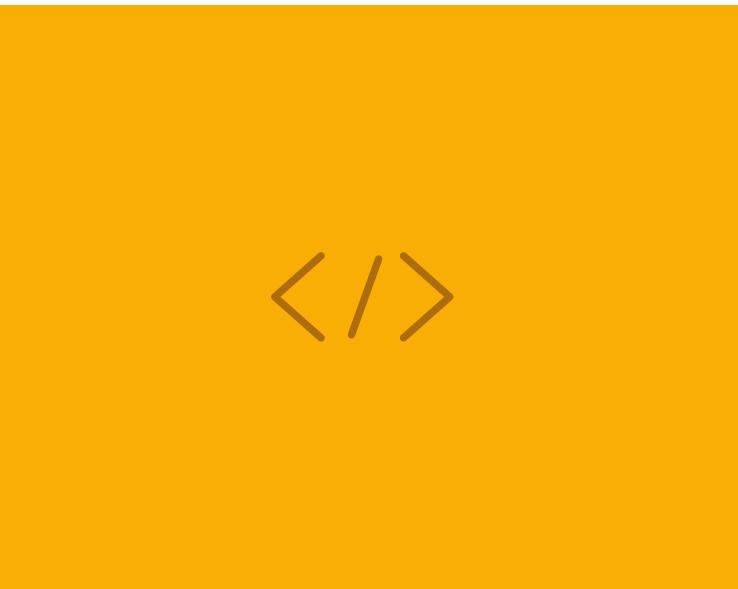
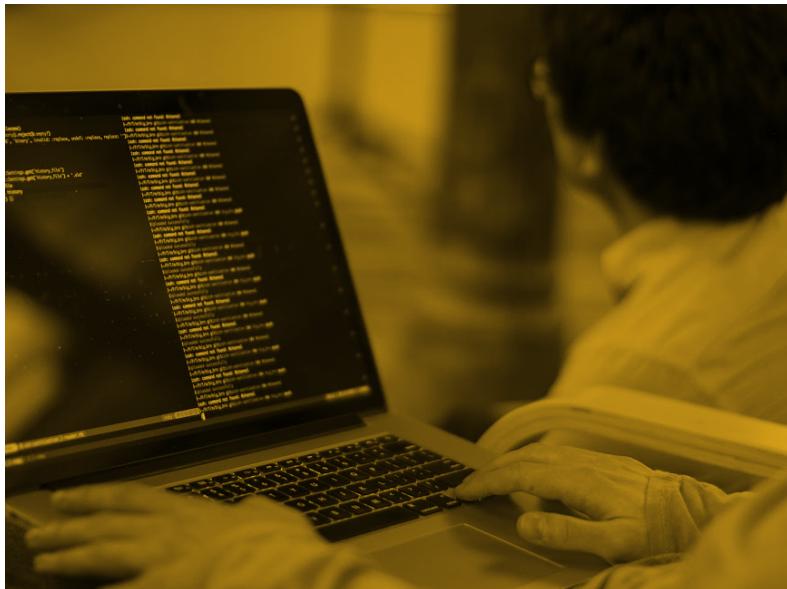
Student Success

Jeff Casimir
Executive Director
TURING SCHOOL OF SOFTWARE & DEVELOPMENT

Examples of color treatments. Color can be used as a photo overlay with a "multiply" effect.
Tone-on-tone example of the turing logo on the primary blue field. Color is used to "highlight" or callout text in a layout.

01 Color Palette

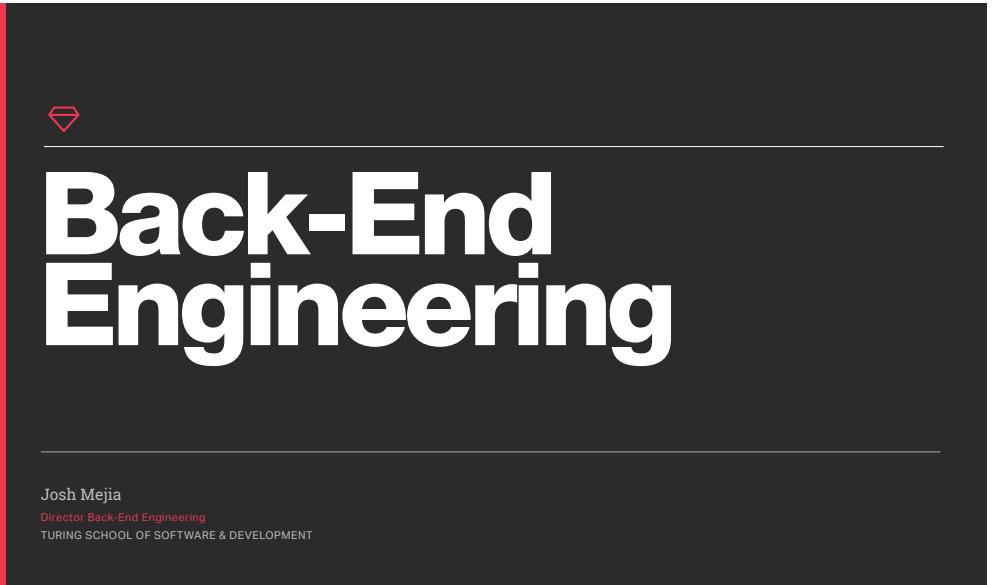
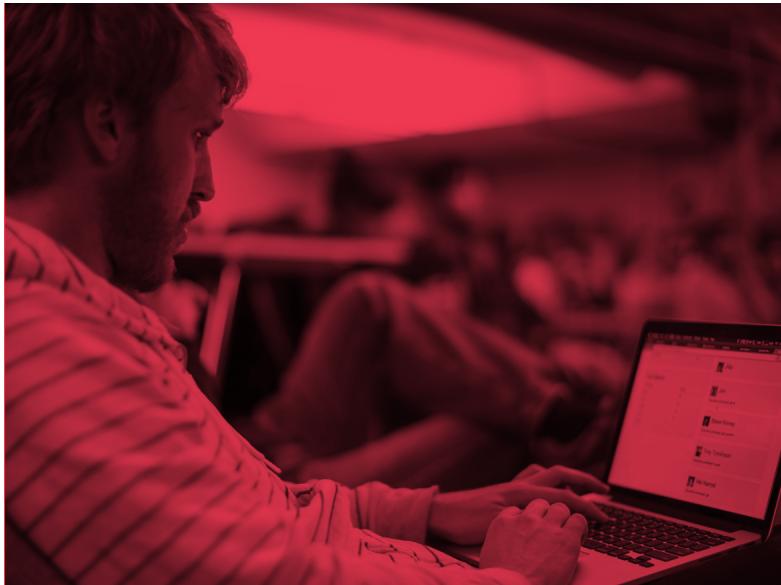
FEE Example Usage



Examples of color treatments. Color can be used as a photo overlay with a "multiply" effect.
Tone-on-tone example of the turing logo on the primary yellow field. Color is used to "highlight" or callout text in a layout or icons/graphics.

01 Color Palette

BEE Example Usage



Examples of color treatments. Color can be used as a photo overlay with a “multiply” effect.
Tone-on-tone example of the turing logo on the primary ruby field. Color is used to “highlight” or callout text in a layout or icons/graphics.

01 Color Palette

Digital Specifications

The colors defined below are for use in online designs, products, or materials.

Primary Palette



RGB 43,43,43

HEX 2b2b2b



RGB 77,77,79

HEX 4d4d4f



RGB 109,110,113

HEX 6d6e71

Secondary Palette



RGB 3,101,117

HEX 036575



RGB 4,146,165

HEX 0492a5



RGB 5,194,209

HEX 05c2d1



RGB 198,123,2

HEX c67b02



RGB 224,153,10

HEX e0990a



RGB 249,174,6

HEX f9ae06



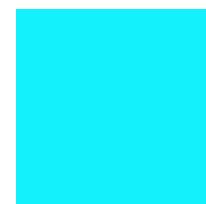
RGB 147,149,152

HEX 939598



RGB 188,190,192

HEX bcbec0



RGB 18,241,252

HEX 12f1fc



RGB 155,4,0

HEX 9b0428



RGB 204,25,59

HEX cc193b



RGB 239,56,82

HEX ef3852

01 Color Palette

Print Specifications

The colors defined below are for use in offline designs, products, or materials.

Primary Palette



PMS Cool Gray 11
4C 0,0,0,85



PMS Cool Gray 8
4C 0,0,0,70



PMS Cool Gray 6
4C 0,0,0,50

Secondary Palette



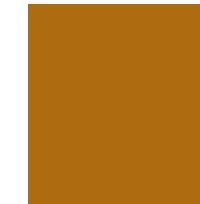
PMS 3135
4C 100,45,46,19



PMS 3135 @75%
4C 100,45,46,20



PMS 3115
4C 74,0,17,0



PMS 146
4C 27,59,100,12



PMS 131
4C 17,49,100,2



PMS 143
4C 2,32,91,0



PMS Cool Gray 4
4C 0,0,0,30



PMS 3115
4C 74,0,17,0



PMS 202
4C 29,96,76,29



PMS 1935
4C 13,100,75,4



PMS 1785
4C 0,92,62,0

02 Typography

Fonts

Headlines / Small Button Text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Subheads / Body Copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

– Alternative – Subheads / Body Copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Category / Callout

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

The Turing brand consists of three fonts, chosen for their readability, contrast and ease of use across online and offline materials. The headline font is for use in headline treatments and/or short words/sentences only. Never for large bodies of text. The category/callout text is to be used sparingly where additional attention is required. Never for large bodies of text.

02 Typography

Examples

Difference

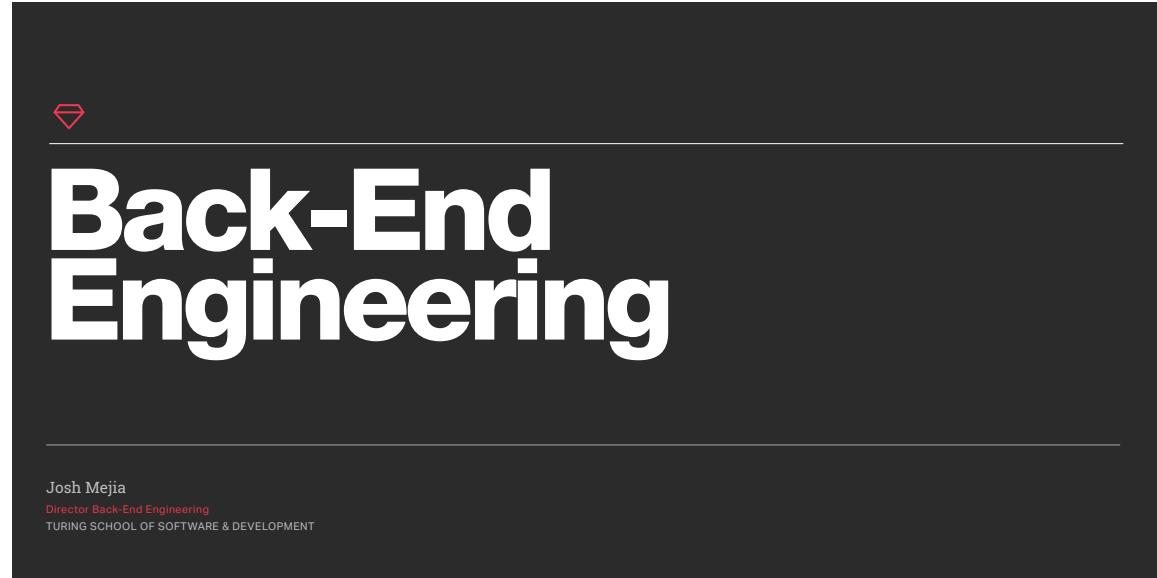
Community Driven Education

Lorem ipsum dolere sit amet nonummy lorem adscpecit es quid. Lorem ipsum dolere sit amet nonummy consecuter lorem adscpecit es quid. Lorem ipsum sit amet nonummy consecuter lorem adscpecit es quid. Lorem ipsum dolere sit amet nonummy lorem adscpecit es quid. Lorem ipsum dolere sit amet nonummy lorem adscpecit es quid. Lorem ipsum sit amet nonummy consecuter lorem adscpecit es quid.

[LEARN MORE](#)

The example above shows proper use of Headline, category and body text. Large 3 word headline, contrasted by the clean easy to read body text. The word "Difference" acts as a category designation. Note use of tone on tone color for the button. Bright blue button to call attention with dark text for action making it easily readable. Also, the bold headline font should be used for buttons as the text will be small and requires additional weight.

Examples



The examples above show proper use of fonts and colors. In this case, the director's name and title require visual attention, but require different visual hierarchy. Since the title is a smaller font, it is rendered in color to stand apart from the name, while leveraging the "category callout" font to appropriately highlight the name.

02 Typography

Specifications

Headlines

Helvetica Neue LT Std 85 Heavy | Title Case | 32 pt | Leading 36 | Tracking -50

Subheads

Aktiv Grotesk Light | Title Case | 22pt | Leading 24 pt | Tracking 0

Alternative Subheads

Helvetica Neue LT Std 45 Light | Title Case | 22pt | Leading 24 pt | Tracking 0

Category/Callout

Roboto Slab Regular 18 pt | Leading 20 pt | Tracking 0

Body

Aktiv Grotesk Light 12 pt | Leading 16pt | Tracking 0

Body Alternative

Helvetica Neue LT Std 45 Light 12 pt | Leading 16pt | Tracking 0

03 Photography

03 Photography

Styles

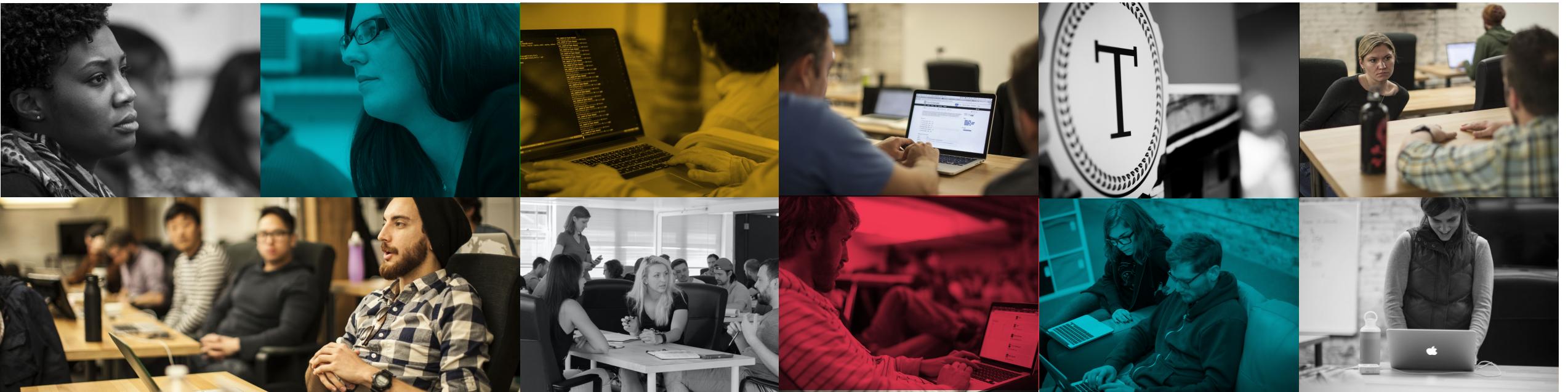


Photo treatments may incorporate full color, black and white, or color overlay (based on Turing, FEE, or BEE use). Color overlays and grayscale photography should be used sparingly and in conjunction with full color photography. However, if only a single photo is the use case on a screen, page, or other deliverable, the color overlay or grayscale photo is permissible. Approved photography can be downloaded from <https://brandfolder.com/turing-school-of-software-design>.

04 Logo

04 Logo

Official Lockups



TURING

SCHOOL OF SOFTWARE & DESIGN



TURING

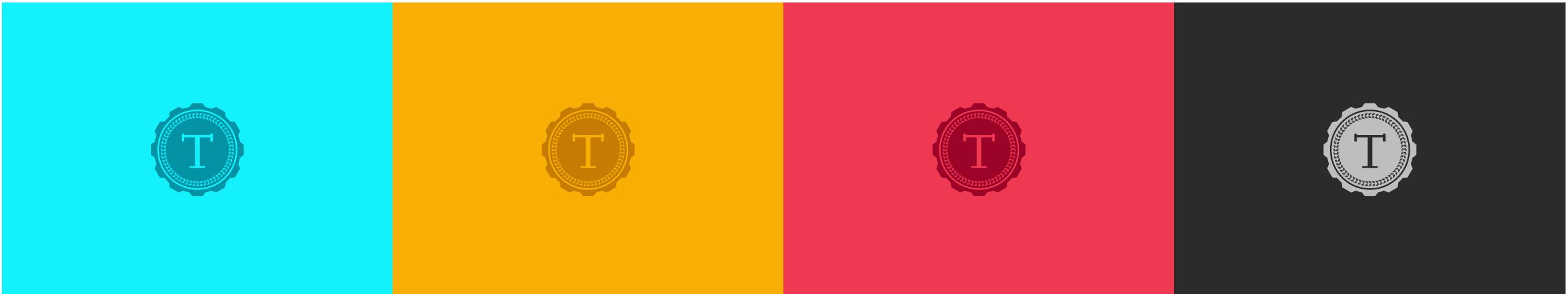
SCHOOL OF SOFTWARE & DESIGN



There are three versions of the Turing logo. The logo mark is for majority use, predominantly in marketing materials, and/or when Turing school is prominently mentioned/displayed, as well as on internal products and materials. Official or legal documents should always use a full lockup, either stacked or horizontal.

04 Logo

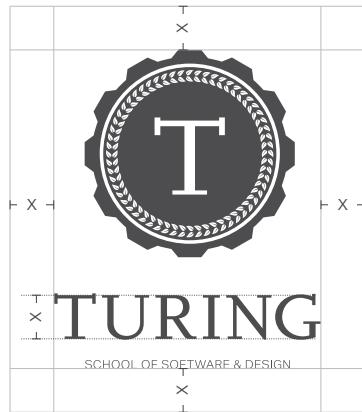
Other Usage



The logomark may be used in the secondary brand colors, but only as shown. Do not use the lighter shades of the secondary colors for the logomark, only as the background.

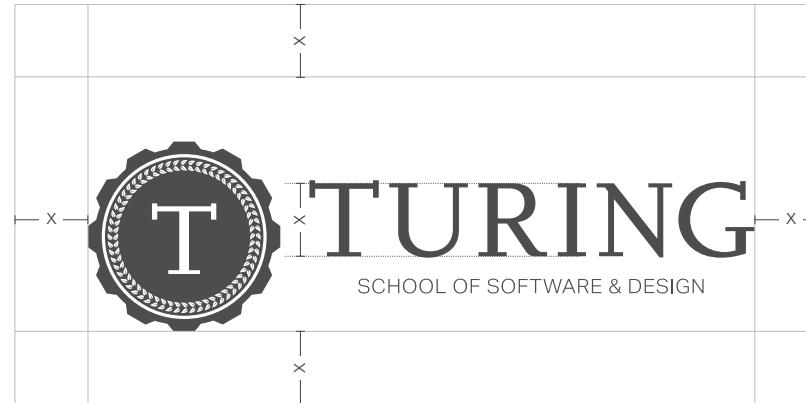
04 Logo

Specifications



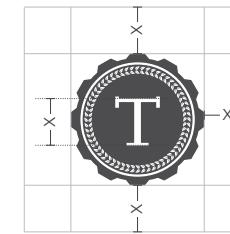
Vertical lockup

Minimum width for digital = 100 pixels
Minimum width for print = 1.375"



Horizontal lockup

Minimum width for digital = 250 pixels
Minimum width for print = 3.5"



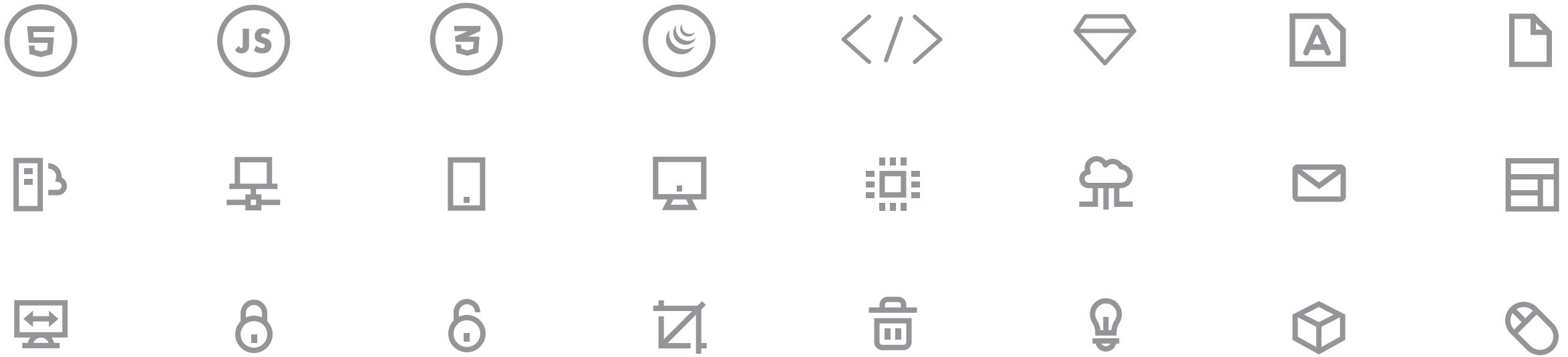
Logomark

Minimum width for digital = 50 pixels
Minimum width for print = .7"

There are three lockups in three color variations — black, white, and gray. Never alter the Turing logo or logomark in any way. Clearspace is determined by the height of the "T" in Turing. See examples.

05 Icons

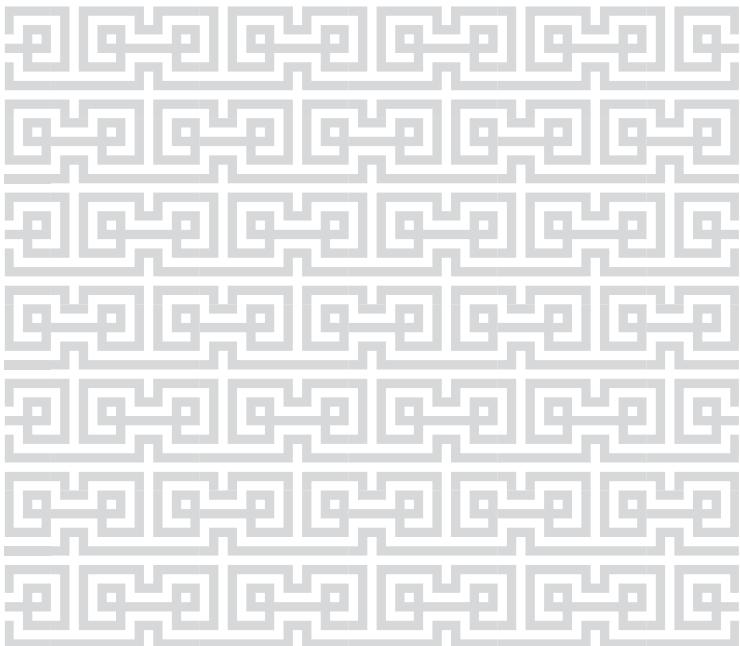
Icon Style



Outline icons should be used when required. Approved icons can be downloaded from
<https://brandfolder.com/turing-school-of-software-design>.

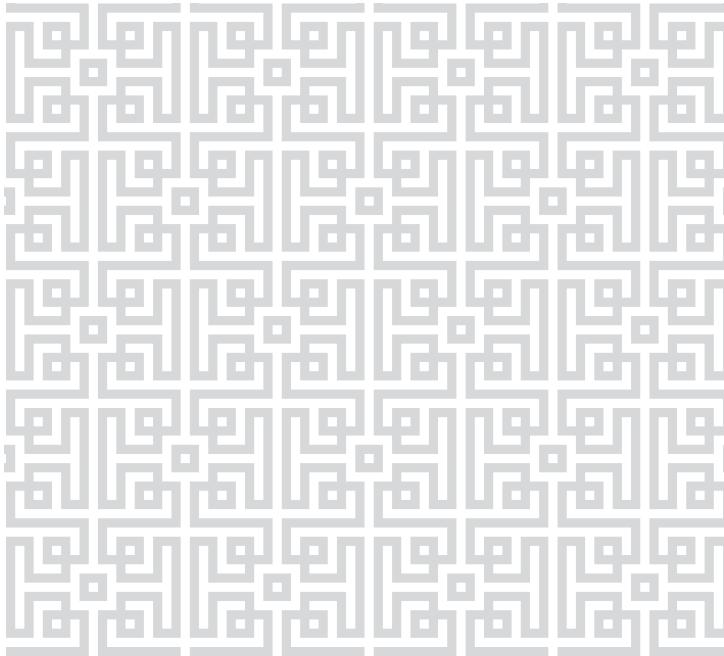
06 Patterns

Pattern



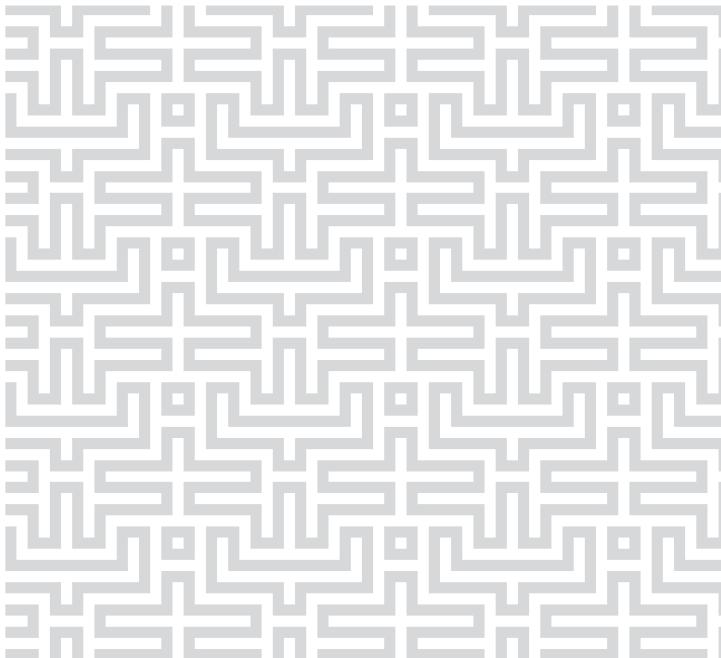
Integration of patterns is reserved for professional designers.

FEE Pattern



Integration of patterns is reserved for professional designers.

BEE Pattern



Integration of patterns is reserved for professional designers.

A black and white photograph of a man sitting at a desk in what appears to be a classroom or lecture hall. He is leaning forward with his chin resting on his hands, looking thoughtfully upwards. In front of him is an open laptop displaying a presentation slide with a circular logo. To his right, another student is visible, also working on a laptop. The background shows rows of desks and other students, creating a sense of a busy educational environment.

Values

Empathy
Inclusion
Community
Integrity