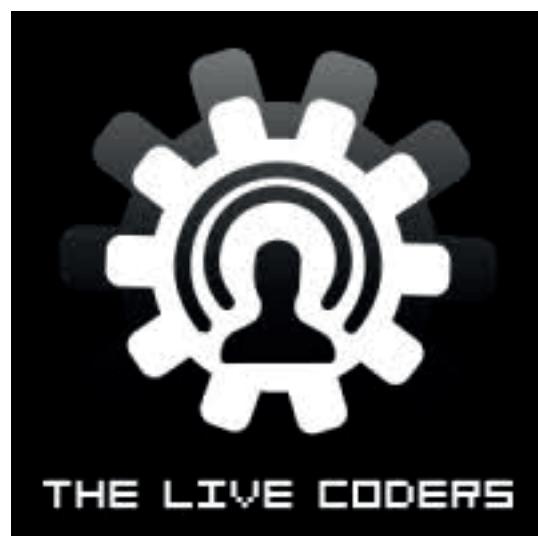


The Live Coders

Brand Style Guide



Brand Manual and Usage

Last Update December 2020

[About](#)
[Color palette](#)
[Logo design and use](#)

[Tone](#)
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Create an inclusive brand that expresses our love of learning and teaching technology through innovation, creativity, and mentorship.

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Our Origin

Coding Online

Live coding is such an interesting teaching medium, but for those who choose to stream, writing code while broadcasting live to an interactive audience is a challenge. It can be difficult to respond to questions around high-tech topics while performing the work in a live-stream environment.

Live streaming while simultaneously writing code is a mix of:

- Talk Radio — blending opinion and answering questions (like “Car Talk”).
- Public Education — how-to (Bob Ross teaching and showing us how to paint).
- Experiential Learning — show and tell (Bill Nye the Science Guy).

Our Beginning

The Live Coders began back in September 2018 as a friendly dinner in San Jose. Six streamers—passionate about Twitch technology—gathered to discuss teaching and working with technical resources on-stream. Whether it was JavaScript, .NET, IoT devices, or Ruby there was a shared excitement for helping others grow and experience the joy of successful projects. That night left us with a unified feeling that perhaps it was worth streaming more together. Along with the excitement that comes with new possibilities was the realization that we had become a team, and like any team, we probably needed jerseys!

Origin Story

Our Ideals

Twitch awarded our founder, Jeff Fritz (@csharpfritz), partner status the following February, and thus The Twitch Live Coders crew was born. Those six people who had met for dinner six months prior were the founding members of the team. Quickly, friends and loyal community members who already streamed were invited. It was not long that six Live Coders became twelve and then fifty before attending TwitchCon 2019 where we hosted the first meetup of The Live Coders team.

That evening 30 jerseys were distributed, and the team became more than just a collection of streamers. We were building an intentional streaming community, with the same ideals of teaching, and helping others. Our streaming topics were diverse, including folks responsible for .NET, Stackoverflow, and Amazon Alexa, to name a few.

The Live Coders was founded and grown based on positive outreach, helping others, and showing care for the community through this amazing mash-up medium. Countless chat room viewers have shared messages about how The Live Coders made a difference in their careers and in their lives by teaching technology. We are a group that tries to have fun, play together, and grow a thriving community of viewers. The Live Coders continue to demonstrate an outgoing and altruistic spirit to help anyone who wants to learn about technology.

Virtual Conferences

As we entered 2020, the team's ranks crossed 100 members, and it became apparent that we would have to think of ways to adapt. Our Leadership Committee recognized a need to provide a safe-space for streamers to relate, collaborate, and grow their channels. We were in a unique position when the global pandemic struck in the spring. As in-person conferences ended, our group of more than 100 influencers and broadcasters, already armed with content, decided to organize our first virtual conference in April 2020. With more than 1.1M viewers, the event was a huge success. Experiments with other virtual conferences and sponsorship models followed.

The Live Coders continues to evolve, always working on finding better ways to support our community and provide a safe-space for streamers to connect, learn, and grow.

1. Operations: In 2020, we expanded our Leadership Committee to help us form new policies and processes.
2. Collaborations: We are working to figure out the best way to collaborate on opportunities for streamers to gain sponsorships and utilize their talents to anyone who wants to learn how to produce virtual events.
3. Management: We are creating a more stringent Code of Conduct with a clear path to resolution.
4. Communication: We are developing supplemental processes for existing communications, as well as communication tools for the Leadership Committee to survey crew members through multiple channels.

Technical communities have always existed, but now there is a live-streamed medium where folks can connect. As we evolve into our next phase, The Live Coders continue to find ways to learn, grow, improve, and adapt so that we can better support the streaming community.

About Us, Our Mission

What We're All About

Our Mission

Core Values

Boilerplate

Our Founder

About Us

We are an outgoing and enthusiastic group of friendly Twitch channels that write code, teach about technology, and promote the technical community. You may find the team's home page at: <https://livecoders.dev>. You may also go directly to the Team directory on Twitch at: <https://twitch.tv/team/livecoders>.

The Live Coders Leadership Committee advises the whole team on projects, provides mentorship, moderates chats, and all-otherwise-herding of us cats.

All streamers in The Live Coders team are:

1. At least 18 years of age
2. Twitch Affiliate or Partner
3. Maintain a minimum of 5 average viewers over the last 30 days
4. Technology Enthusiasts
5. Encouraging and happy to engage the chat room
6. Not a brand, but a REAL person.
7. And lastly, be the embodiment of our values

The Live Coders crew is a brand owned and operated by our founder, Jeff Fritz (@csharpfritz)

Our Mission

We are a group of technologists who are also broadcasters. We write code and make things while teaching viewers on Twitch. We believe that live video is an amazing opportunity to teach and we wish to share our expertise in a friendly and welcoming atmosphere.

About Us

Core Values

Core Values

- Supporting developers who are content creators
- Encourage innovation and creativity
- Teaching and learning through collaboration
- Personal growth through mentorship
- Inclusion to make tech more accessible and lower the barrier to entry
- Strictly enforcing our Code of Conduct to support the community

Boilerplate, Our Founder

Boilerplate

The Live Coders was founded and grown based on positive outreach, helping others, and showing care for the live-stream community. We continue to find ways to learn, grow, improve, and adapt so we can better support the streaming community who teaches and enables the next generation of technologists

Our Founder

Jeff Fritz (csharpfritz)

Jeffrey T. Fritz is a Twitch partner and senior program manager in Microsoft's Developer Outreach Group that works with the community on open source projects and the new Microsoft .NET Core framework. As a long-time web developer with experience in large and small applications across a variety of verticals, he knows how to build for performance and practicality. He broadcasts live 5 days a week on twitch.tv/csharpfritz, where he discusses the latest technologies, interviews guests, writes code, and answers viewer questions.

Logo

Logo

Construction

Clear Space

Application



Concept

When our founder was envisioning a logo for the team, it was to capture some of the feelings and goals around teaching and sharing technology on social media. The group shares their knowledge about software and about hardware. The two gears represent those two aspects of technology; the software and the hardware.

The addition of the WiFi circles around a typical profile picture is to communicate personal sharing across the network, and how we strive to make technology accessible to anyone with a WiFi connection.

Logo

Gear symbol goes above typemark

"The Live Coders" should all be on the same line



Colors

Bold, High-contrast

Black

Dark Magenta

PMS 525 / # 542647 / Hue 296 degrees, 39% saturation, 25% lightness

Medium Dark Magenta

PMS 249C / #80286c / Hue 314 degrees, 52% saturation, 33% lightness

Magenta

PMS 258C / #8c4799 / Hue 290 degrees, 37% saturation, 44% lightness

White to Gray Gradient

Logo

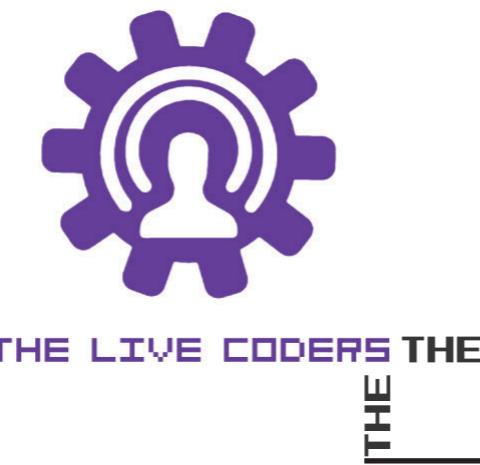
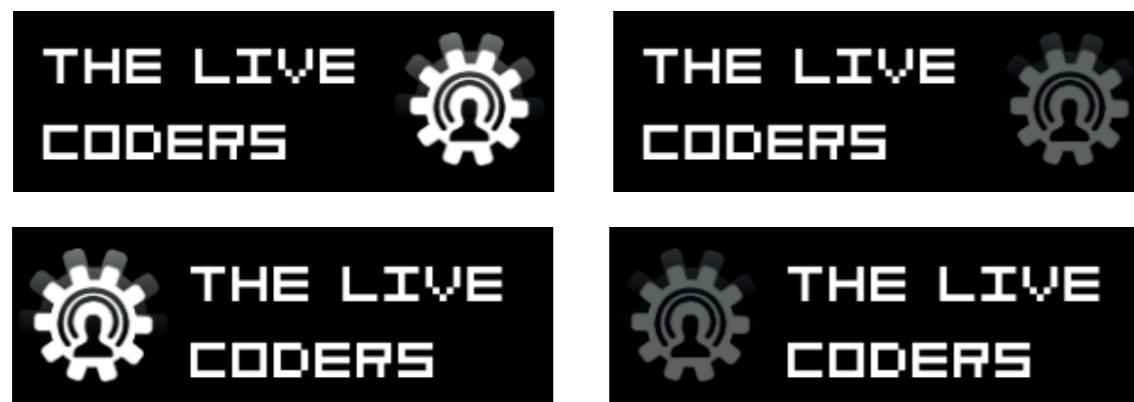
Logo construction and clear space

Construction and Clear Space

Left-align, right-align, and center

White Gear Symbol and Gray Gear Symbol

Maintain a border around the logo at least two “the’s” wide.



Application on a background



Typography

Fonts

Tone of Messaging

Typography and Tone

Fonts

Accent Fonts

Helvetica Neue
Arial

Logo Font

Press Start 2P

Tone

Marketing and advertisements should represent the brand's core values: Teaching, Learning, Mentorship. The tone of our brand's messaging should represent integrity, helpfulness, and empathy in mentoring others.

We promote and strive to uphold a level of communication that will foster a safe learning, teaching, and mentoring environment. This requires communicating expectations and boundaries, while firmly enforcing the Code of Conduct.

Mascots

Imagery

Images

Meet Our Mascots!

Mascots

Meet Olive (Liv) and Cody, brother and sister who enjoy programming together. They find that it is really good to help each other out, to they pair program sometimes.



Olive loves to game and to code her own games.

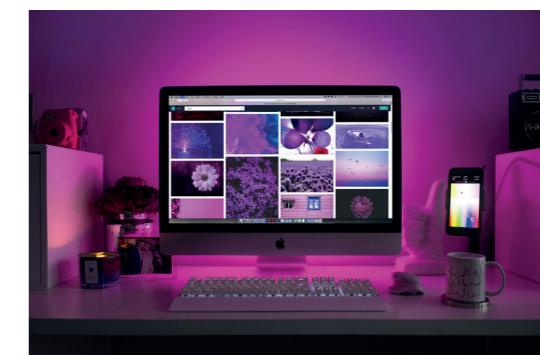
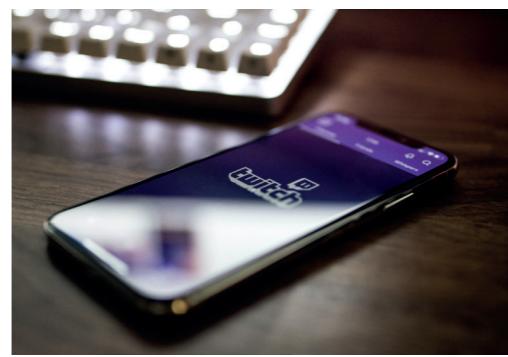
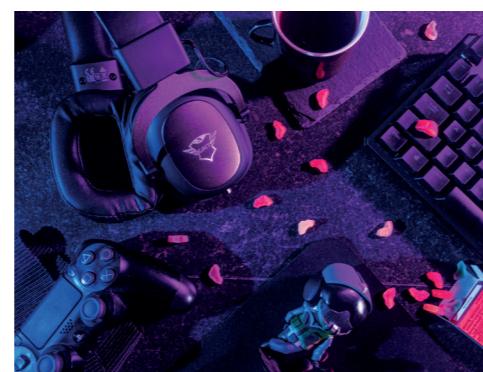
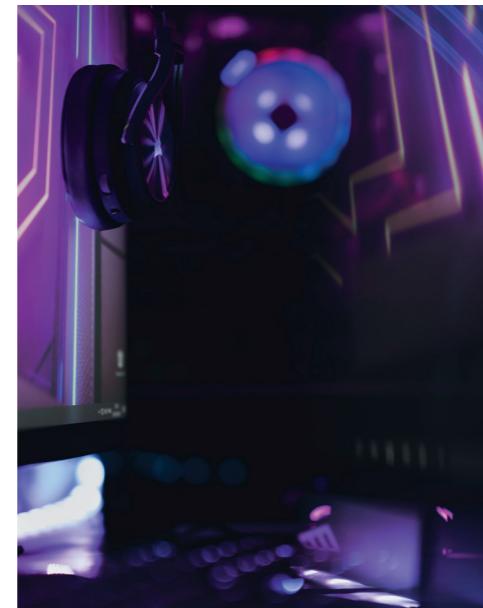
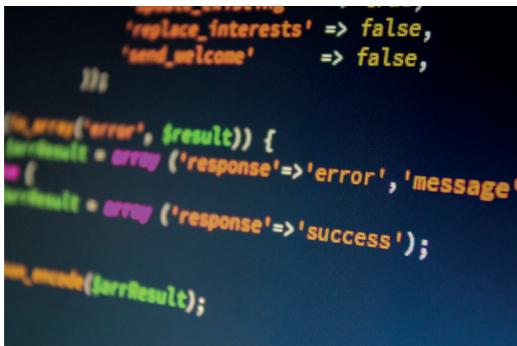


Cody loves building apps.

Imagery

Concept

Dark, pixelated designs, technical, educational, high-contrast, inclusive



Target Markets

Audience

Target Markets

1. Streamers who want to teach and help others through live-streamed content.
2. Streamers who want to enhance their reach by joining a crew.
3. Streamers who want to learn how to produce virtual events.
4. Sponsors who want to reach developers.
5. Interns who want to learn from a mentor.
6. Viewers who want to learn.

Audience

Programs

Programs

Forward-Thinking

Virtual Events – We've been experimenting with a model for virtual event production. We've learned a lot along the way. For example, we've learned that we want to spread more free technology through sponsored virtual events. Help us spread technology education around the globe! Sponsor a virtual event for an opportunity for millions of unique viewers to see your brand.

We're still figuring out...

The Creator Network – Choose to sponsor a group of streamers who will read ads during their live stream.

Mentorship Program – We've experimented with a few different implementations of mentorship, none of which we were able to sustain. We are currently working on a sustainable process for a mentorship program that will hopefully remove barriers to entry for newbies.

Communications and Outreach – We're building a newsletter, and a process for regular podcast interviews, along with regular feedback surveys online, emails, voice calls, and all-hands virtual meetings.

Training Program – Skills share is key to what led many team members to join The Live Coders. On more than one occasion we have discussed how we can share technology with a wider audience and expose people to live-streaming as a medium for teaching. A structured training program might help those who want to invest a little more time and money into their streaming setup. Information gained might fill in gaps to support those who want to level-up their streaming experience.

Policies and Procedures - The ways we process and mentor newbies, adopting new policies

Programs

Contact

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Summary



THE LIVE CODERS