

**digitalcrafts**

| Brand Guide 2019



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02. Our logotype
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**01.**

## Hello

Hello there, and welcome  
to our brand book.

A brand is not just a logo or the way we look,  
it's the way we talk about ourselves, the  
words we choose and how we behave.

This helps us to recruit the best  
students, and deliver on our mission.

### Mission

To build the next generation of digital builders.

### Tagline

We build the web. So can you.

Build your skills | Build your future | Build your network

### Personality

- Playful
- Constructive
- Ambitious
- Expert

## 02.

### Our logotype

Our logotype is bold and playful. It has been designed to include our signature builder's wrench, which has twisted our colour changing pixel.

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a. Logotype

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b. Social media logo (square)

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c. Favicon

a.



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b.



♂

c.

♂

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#### a. Clear-space

The brand logo requires space around it to maximise its visual presence. Its purpose is to allow the logo to stand out on a page.

To calculate the clear space use the following guidelines: 1 x the wrench 'g' at a 45° angle.

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#### b. Minimum Size

Below this size the logo will start to become illegible.

a.



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b.



Print - 25mm  
Pixel - 70px

Moderat is a clear and purposeful typeface that reads clearly at different sizes. It should be used as the primary typeface in all our comms.

Please ensure you have the correct font licence. This can be purchased at <https://tightype.com>

If you are creating a document with a lot of body copy. Then EB Garamond can be used as a supporting font (but should never be used as a header or feature typeface.) This is a google font and can be downloaded here:

<https://fonts.google.com/?category=Serif&selection.family=EB+Garamond>

# Moderat

**Moderat Bold for Headlines**

**Moderat Medium for Subheadlines**

**Moderat Light for Body Copy**

## Headlines in Moderat Bold -20 tracking

Subheadlines use Moderat Med  
Moderat Light should be used as body copy in light documents and on our website. Moderat Light should be used as body copy in light documents and on our website.

Subheadlines use Moderat Med  
If you have a document with high volumes of body copy to read then you can used EB Garamond as a supporting font. This is a Google font. If you have a document with high volumes of body copy to read then you can used EB Garamond as a supporting font. This is a Google font.

### Subheadlines use Moderat Med

If you have a document with high volumes of body copy to read then you can used EB Garamond as a supporting font. This is a Google font. If you have a document with high volumes of body copy to read then you can used EB Garamond as a supporting font. This is a Google font.

## 05.

### Colour palette

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Our colour palette is designed to be bold and energetic.

When creating comms for our students you should use the full range, making comms bright and playful.

If you need to create a document with more gravitas then use the Deep Teal and then the Turquoise and Yellow as accent colours.



Deep Teal

Pantone 7477C

CMYK

93/62/52/43

RGB

25/61/73

HEX

#193d49

Turquoise

Pantone 3275C

CMYK

87/04/44/0

RGB

22/167/162

HEX

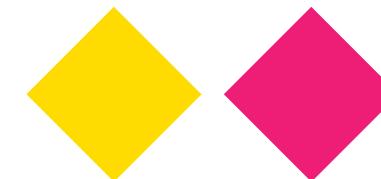
#16a7a2

---

Deep Teal is our primary colour. It can be used for solid backgrounds and as a substitute for black for typesetting headlines and type above 9pt.

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Turquoise can also be used a solid background or an accent colour to highlight key elements.



Yellow

Pantone 116C

CMYK

0/10/100/0

RGB

254/222/73

HEX

#fede49

Pink

Pantone 191C

CMYK

95/25/00/00

RGB

220/65/118

HEX

#dc4176

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Yellow and pink are our highlight colours, and can be used in small areas, for example on an icon or underline. They can also be used for bright and bold swag. (T-shirts, mugs etc)



Grey Tints

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Tints of grey can also be used as a neutral addition. If using grey for typesetting please use +80%

## 06.

### Icons

Please use icons from the Themify font to bring key ideas to life, for example in this course packet doc.

The Themify font can be downloaded here

<https://themify.me/themify-icons>

A typical day

9:00am  
Class Begins

We may kick off with some algorithmic exercises, a little pair-programming, or a full-fledged project to start the day.

Whether coding solo or as part of a SCRUM team, you'll build fully-functional sites and applications.

12:00pm  
Lunch Break

Relax, go for a jog, or walk to one of the many nearby eateries.

Our Atlanta campus is on the top floor of the Atlanta Tech Village, where students can grab free lunch every Friday and network with the 270+ (often hiring) tech start-ups that make up our exciting community.

1:00pm  
Afternoon Lab

After lunch, the instructor might plough ahead if we're just starting a new technology, or students might be assigned additional requirements pushing the morning's project further.

While the instructor is always present and available to help when roadblocks are encountered, students are encouraged to find and implement solutions themselves. Software development requires consistent learning and problem solving, and our program is here to teach students the best way to do both.

4:00PM  
Not finished yet!

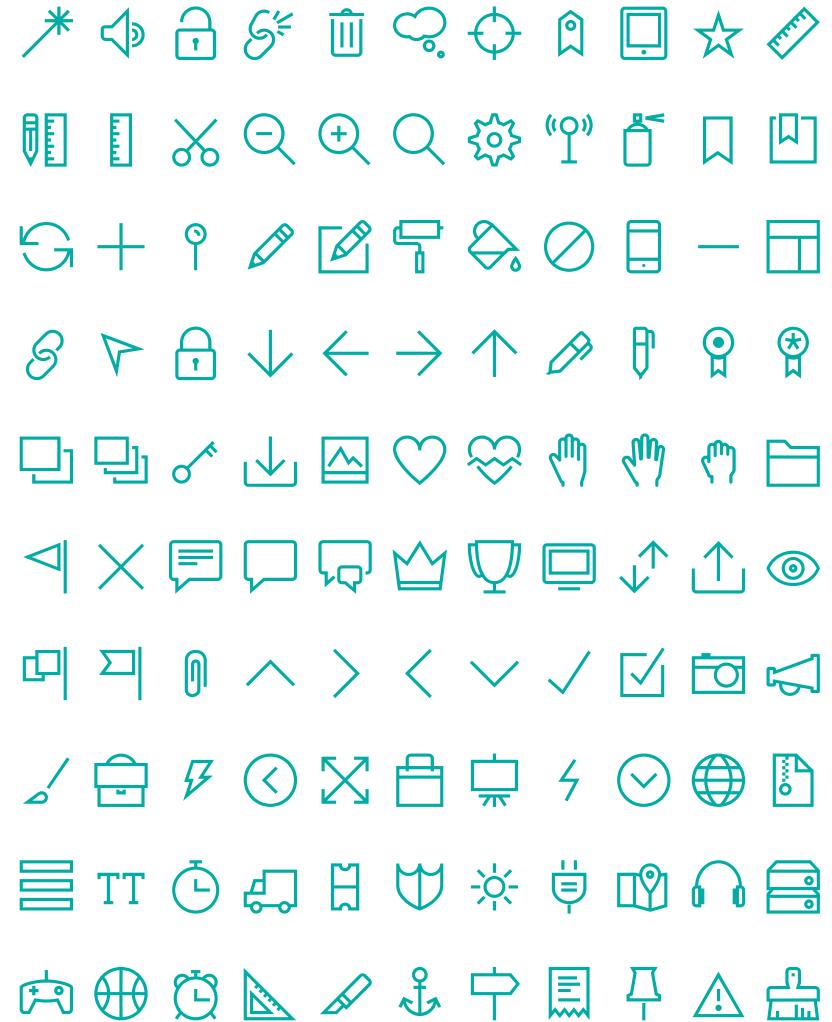
This program isn't a walk in the park, and after a full day of coding our students are charged with completing additional homework designed to push their abilities as far as possible given such a condensed amount of time.

This commitment of time and energy requires a certain level of aptitude and will power that we

6:00- 8:30PM  
MON & THU

Rotating Evening Elective (5-6 Weeks, Atlanta Campus Only)

Immersive students have the option to participate in an evening elective covering complimentary skillsets like UX Design, Cross-platform Mobile Development, or iOS App development.

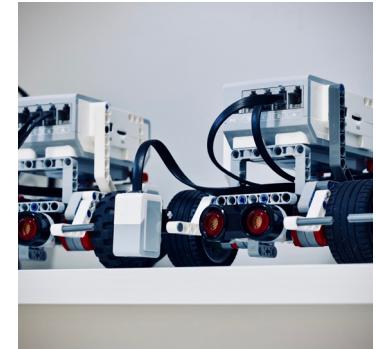


## 07.

## Imagery

When capturing photography for Digital Crafts communications remember the following rules for art direction.

- Keep it natural
- Look for unusual crops and angles
- Use depth of field to invite the viewer in
- Capture the atmosphere of the campus
- Capture life beyond code



## 08.

### Image treatment

To bring imagery to life we can use the DigitalCrafts pixel image treatment.

- Crop the image in our soft hexagon shape
- Create smaller geometric shapes scattered around
- Use the colour dropper tool to select colours and sections from the image.
- Use our colour palette to highlight a few.



09.

## Examples

Here are some benchmark examples...



## 09.

### Examples

#### Colour-coded T's



Front



Backs



## 09.

### Examples

#### Course Packet

A digital brochure for DigitalCrafts' 16 Week Immersive Bootcamp. The brochure features a teal header with a circular photo of a smiling person wearing a hoodie. Below the photo, the text "16 Week Immersive Bootcamp." is displayed. The main body of the brochure is dark blue with white text. It includes a call-to-action "Build your skills. Build your network. Build your future." followed by a paragraph about the program's history and locations in Atlanta, GA, and Houston, TX. It also highlights the program's focus on entry-level developers, cutting-edge technical skills, polished portfolios, soft skills training, and career support. A section on what makes them different emphasizes smaller class sizes and real-world experience from instructors (one worked for NASA). A final section states that students will leave job-ready with jobs already lined up. The footer contains links for "About us," "Apply now," and "Contact us."

Atlanta Tech Village, where students can grab free lunch every Friday and network with the 270+ (often hiring) tech start-ups that make up our exciting community.

16 Week Immersive Bootcamp.

digitalcrafts

Build your skills.  
Build your network.  
Build your future.

Founded in early 2015, DigitalCrafts is an accelerated learning program, more affectionately known as a "coding bootcamp," with campuses in Atlanta, GA, and Houston, TX.

We transform beginners into entry-level developers with cutting edge technical skills, polished portfolios, soft skills training & career support.

What makes us different?  
We focus on smaller class sizes (more attention for you).

Instructors have real world experience (one worked for NASA).

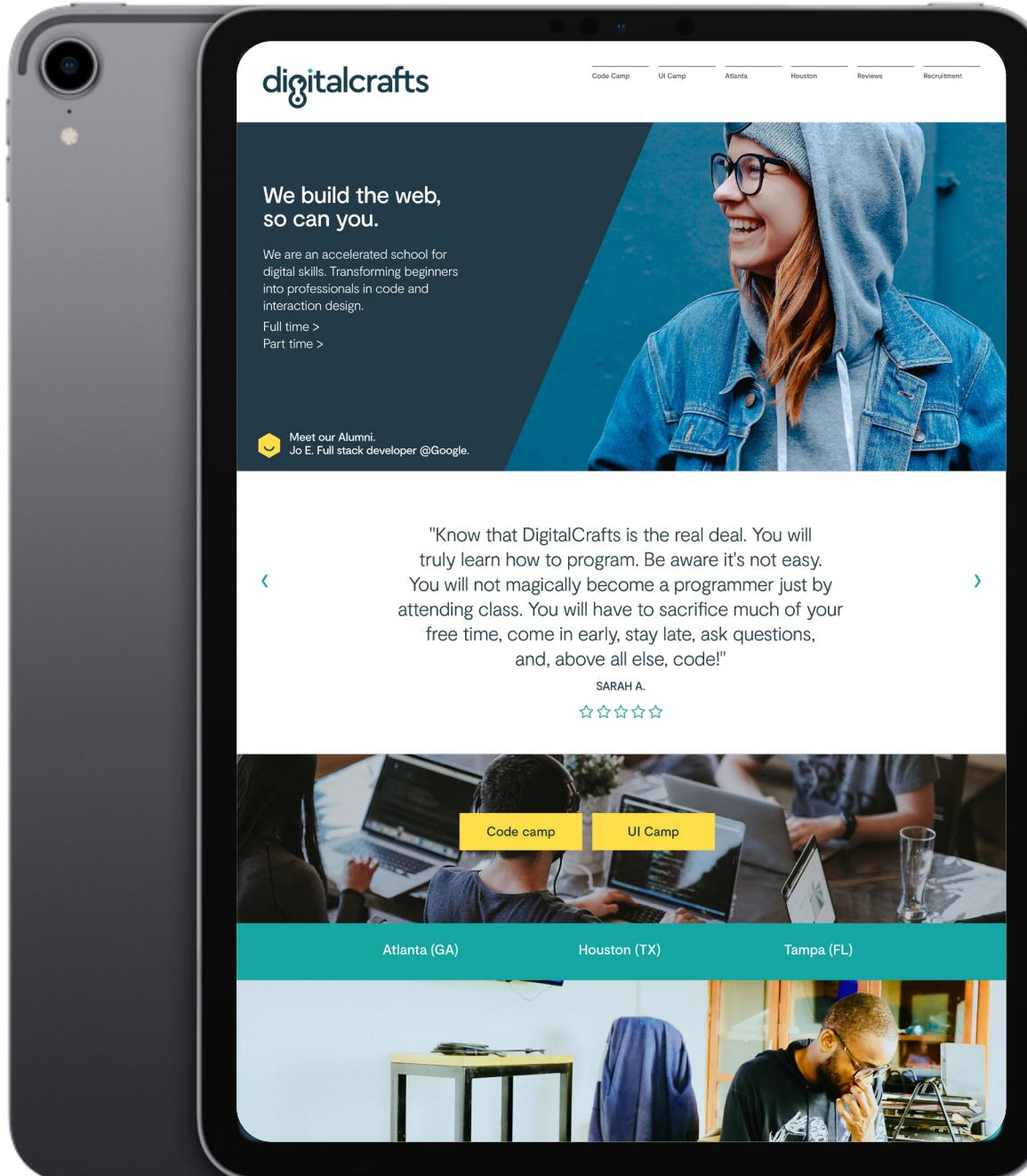
You will leave 'job-ready' by finish with jobs already lined-up.

About us | Apply now | Contact us

## 09.

### Examples

#### Website



## 09.

### Examples

Badge and Event pass

