BRAND STYLE GUIDE

Brand Overview

Our Vision

Code for America believes that in order to improve government, we need to improve citizenship. Forward-thinking public servants across the country are leveraging technology to innovate the way our cities work — and it's accelerated by the exchange of ideas, solutions, and best practices between like-minded leaders. We help governments restructure to create low-risk settings for innovation, engage citizens to create better services, and support ongoing competition in the govtech marketplace.

Mission

Code for America envisions a government that works by the people, for the people, in the 21st century.

QUESTIONS ABOUT OUR BRAND STANDARDS?

Feel free to contact us any time   >
(info@codeforamerica.org)

BRAND STYLE GUIDE

Design Values

Our Design Values

Code for America aims to improve the relationships between citizens and government. The logo, materials, and character of the Code for America brand were created to express the following:

• Openness: That the organization is approachable, easy to understand, easy to get involved with, and welcoming to both scrutiny and participation.

• Currency + Progress: We've attempted to showcase the latest events and stories in civic tech, while also using current conventions in web design and technology-based approaches. We also strive to show a thread of progress over time.

• Optimism: We wanted to emphasize the fact that Code for America believes in the future of our communities and local governments. The idea to portray is: "We can make this better together."

Using the Guide

This guide provides framework and examples for upholding the brand throughout all aspects of communications.

It is intended to help anyone involved with communications for Code for America and its affiliate programs. This includes everyone involved in developing or producing products and services and their names, advertising, public relations materials, presentations, promotional pieces, instructional materials, exhibits, packaging, stationery, business cards and other expressions of the Code for America brand.

All Code for America associates are responsible for ensuring the materials produced under their supervision adhere to these standards.

WHAT IS BRAND IDENTITY?

A brand is a set of attributes that differentiates one organization's offerings from another's. A brand identity is how a company visually and verbally communicates these attributes to key audiences.

WHY IS IT IMPORTANT?

Creating a clear, consistent and understandable brand identity, brand attributes and the way they are expressed must be closely linked. When we present a cohesive identity, we use the past successes of our network to unlock new opportunities in civic tech.

BRAND STYLE GUIDE

Our Logo

Messaging

Following are some guidelines and suggestions to send the right message and create the right mood for Code for America. Getting the message and mood right is a key measure of the success of each communication.

Verbiage Style

Humanistic. Base the message in humanity and the human experience, not in technical terms.

Impactful. Use powerful, easy to understand wording. Visually and verbally, less is more.

Confident. Our message should be positive yet subtle, not boastful. Test the visual and verbal content with the target audience to be sure that you're communicating what you want to communicate.

Clean and crisp. Use elegant, simple but effective communication.

Conversational. The message should speak with people, not talk at them. Engage the reader by speaking in a common language. Avoid jargon.

Humorous. Humor can go a long way in breaking the ice and creating a fun experience that others will want to be a part of.

Respectful and professional. Not all cultures share the same values. Be aware that everyone comes from different backgrounds and experiences and might not feel the same way as you.

Word Consistency

• The "f" in Code for America is always lowercase.

• The abbreviation Code for America should read "CfA." The single exception is when CODE FOR AMERICA is in a heading or title and the entire name is capitalized to keep style with the rest of the document.

• "Datasets" is one word.

• "Open source" is two words, "opensourcing" is one word.

• URLs do not include "www."

• Only capitalize the word "brigade" when it refers to the Code for America Brigade program or the name of your brigade. When referring to a local brigade or collection of brigades, use lower case.

Example:

> **There is a brigade where I live. It's called the Code for San Francisco Brigade.**

Communications Center

For more information about CfA communications, please visit our Communications Center > (http://codeforamerica.org/communications)

NEED HELP WITH MESSAGING?

Feel free to contact us any time > (info@codeforamerica.org)

BRAND STYLE GUIDE

Our Logo

Our Logo

Our logo is a reflection of our motivating and forward-thinking spirit. It is the most recognizable and important element of Code for America's brand. The modern, sans serif typeface combined with an elegant script 'for' symbolizes our new way of thinking and represents the excellence we strive for in all we do. The red and light blue color combination is a fresh take on our nation's traditional red, white and blue colors.

Correct use of the Code for America logo is essential in establishing a single, unified branding image. Please use the logo only as it was created. Do not alter the logo in any way, such as recreating the type or changing the color.

Download our logos > (http://codeforamerica.org/logos)
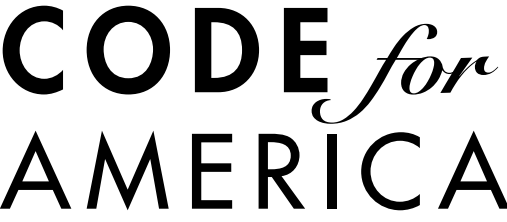
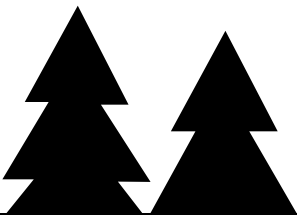## Color Versions

2-color (Primary)
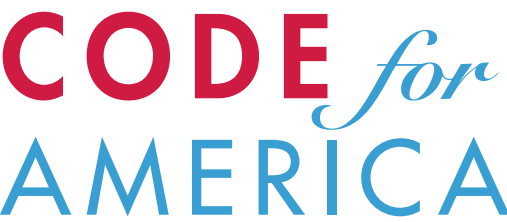
1-color (Gray)

Black

Reversed-out (white)

IMPORTANCE OF A LOGO

A logo serves the same purpose as an individual's signature. It authenticates the source of a product, service, document or communication and represents the values for which the company stands.

Non-standard versions of a logo confuse its meaning and dilute its power. Proper use of the logos are essential for maintaining a clear and consistent brand.

BRAND STYLE GUIDE
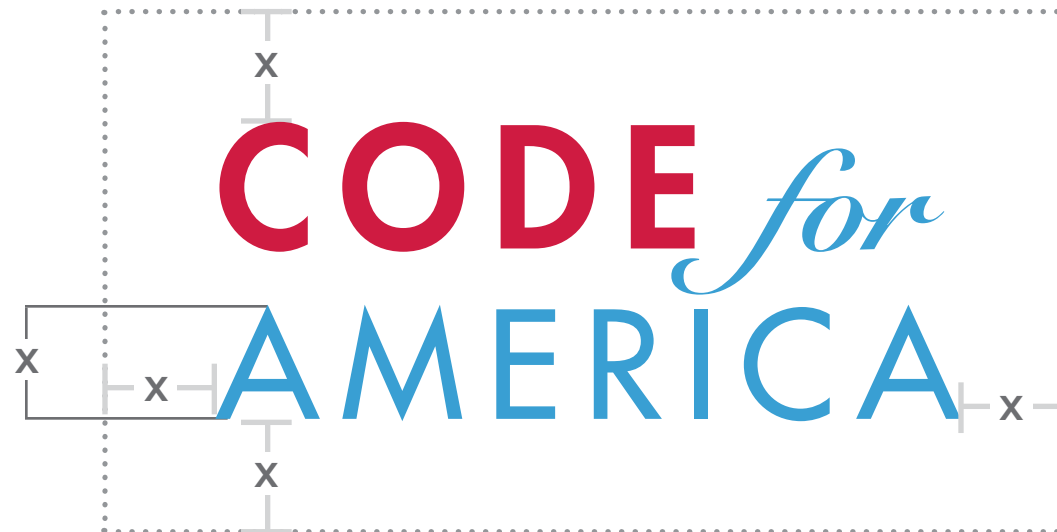
Our Logo

Clear Space

A clear space surrounding the logo is recommended to provide maximum clarity and visual impact. It is usually desirable to allow more clear space. The size of the clear space is determined by the height of the letter A in "America".

QUESTIONS ABOUT OUR BRAND STANDARDS?

Feel free to contact us any time   >
(info@codeforamerica.org)

Sizing

To ensure proper legibility of the logo, it should not be used at a size smaller than 1" wide.

BRAND STYLE GUIDE

Our Logo

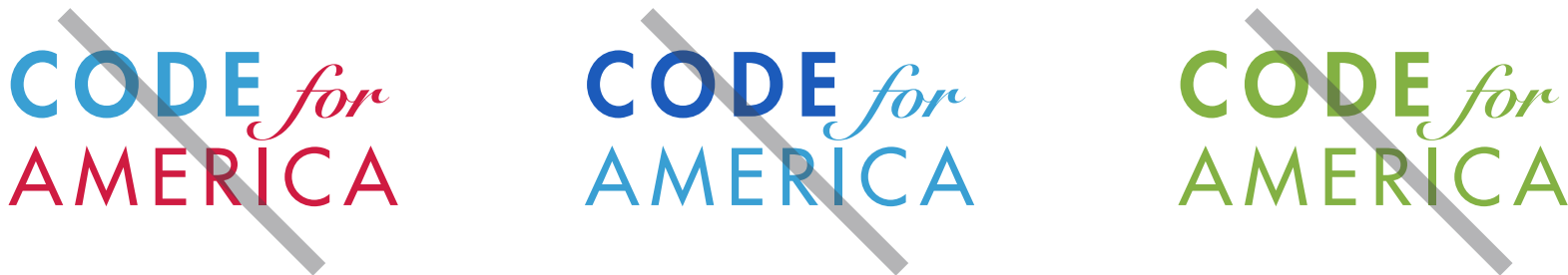## Incorrect Usage

Never use anything but the approved and provided logos.

Never attempt to recreate the Code for America logo.

Download logos > (http://codeforamerica.org/logos)

Never use the logo in non-approved colors.

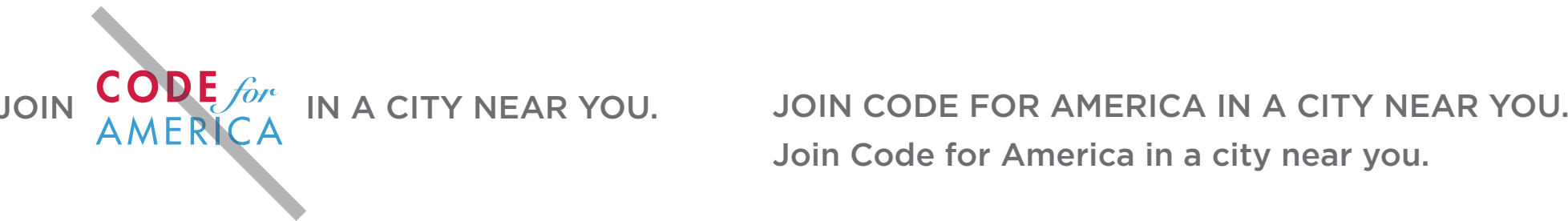Never stretch or alter the logo's proportions.

Never add to the logo in an non-approved way.

See Adding to the Logo >

Never use the logo as part of a sentence or phrase.

Use the words 'Code for America' as part of the sentence instead.

JOIN CODE for AMERICA IN A CITY NEAR YOU.

JOIN CODE FOR AMERICA IN A CITY NEAR YOU.

Join Code for America in a city near you.

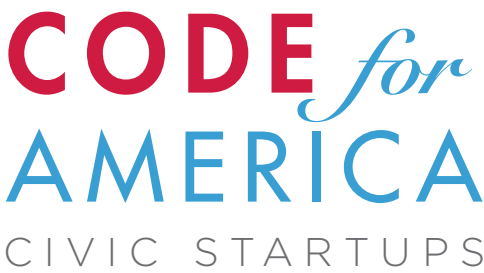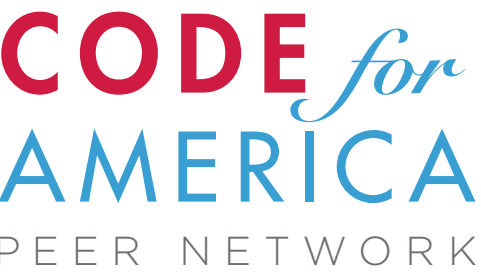Never use print on top of the logo.

BRAND STYLE GUIDE

## Our Logo

Adding to the Logo

Programs and Events

Code for America programs, events and other names that will be used as a sub-brand of Code for America should be typeset using these guidelines.

Download logos > (http://codeforamerica.org/logos)

CODE for AMERICA
PEER NETWORK

CODE for AMERICA
CIVIC STARTUPS

CODE for AMERICA
BRIGADE

CODE for AMERICA
FELLOWSHIP

CODE for AMERICA
SUMMIT

CODE for AMERICA
LONGER NAME
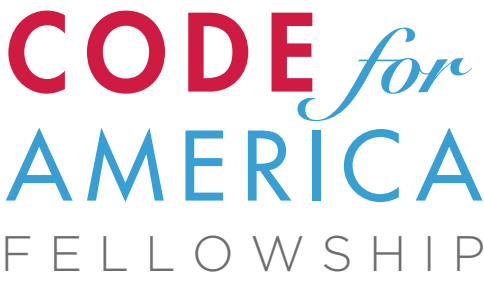
- Gotham Light
- Gray #6D6E71
- Left and right sides lined up with the A's in 'AMERICA'
- Point size will vary to fit space
- Wide tracking, varied to fit
* Kerned appropriately
* Space above program name should be the same size as the x-height of the 'o' in 'for', as indicated by the 'y' measurement

CODE for AMERICA
SUMMIT
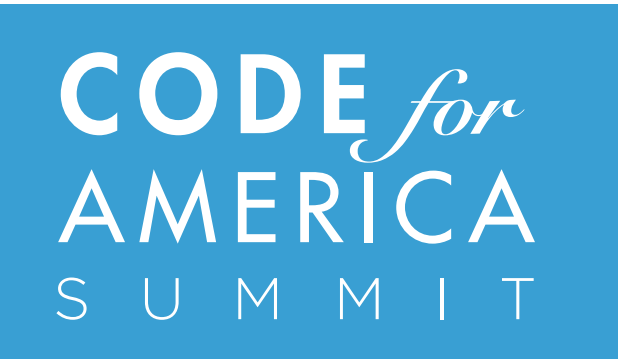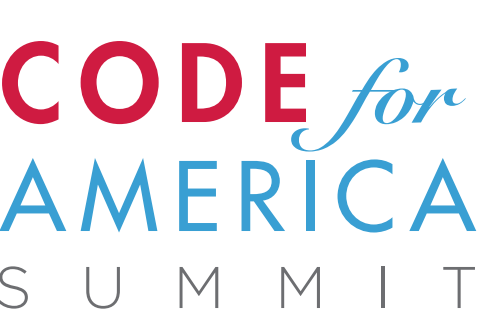
Here's another option for this branding system. This option keeps the tracking and the size of the program/event names the same and centered in the space. We think that although the wide tracking of the first option above isn't the most ideal, it's the best solution for this branding problem. Also, FYI, we tried making the short names larger than they are, but that changes the hierarchy order with 'Code for America' being the most important.
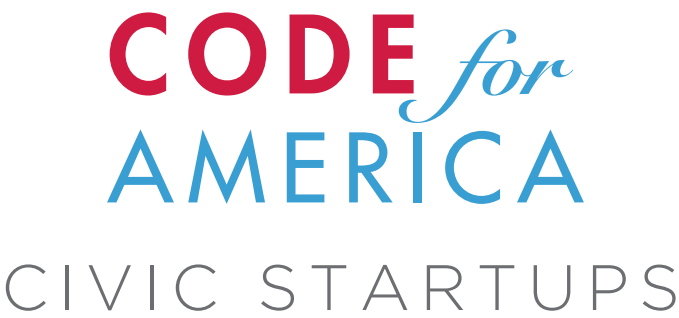
CODE for AMERICA
BRIGADE

CODE for AMERICA
SUMMIT

CODE for AMERICA
CIVIC STARTUPS
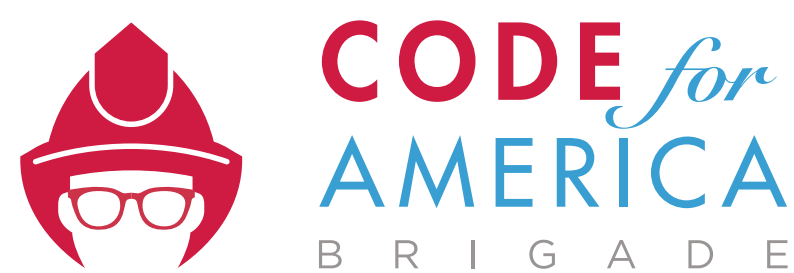
Logo Lockups

If you are creating an icon or logo with your program, please use these existing logos as a reference. Make sure new logos are similar in style to these.

Download these logos at codeforamerica.org/logos >

CODE for AMERICA
BRIGADE

CODE for AMERICA
CIVIC STARTUPS

CODE for AMERICA
PEER NETWORK

CODE for AMERICA
FELLOWSHIP

CODE FOR ALL

BRAND STYLE GUIDE

Our Logo

Treatment with other Logos

If you need to identify that your organization is a partner of Code for America, please use this type treatment, either locked up with your logo or on it's own.

A CODE FOR AMERICA PARTNER

A CODE FOR AMERICA PARTNER

- Do not recreate, unless different verbiage is needed
- Use at no smaller than 6 points
- Gotham Light
- Gray #6D6E71
- Tracking at 140
- Kerned appropriately

A CODE FOR AMERICA PARTNER

A CODE FOR AMERICA PARTNER

Do not recreate the Code for America logo style for your own logo.

CODE *for* CARIBBEAN

CODE *for* CARIBBEAN

BRAND STYLE GUIDE

Our Logo

Secondary Logo

This logo, called the "flag tag logo", is a secondary logo that can be used in places where the primary logo isn't necessary. For example, it can be used as a signoff at the end of a piece, or any small area where the primary logo is already on the page somewhere else. Only use approved color versions of the logo and do not recreate the logo in any way.

Download flag tag logos > (http://codeforamerica.org/logos)

QUESTIONS ABOUT OUR BRAND STANDARDS?

Feel free to contact us any time   >
(info@codeforamerica.org)

Typography

Official Fonts

Typography plays a major role in shaping a brand. To help create a consistent identity for all printed and electronic materials generated, standard typeface families have been chosen for use in all media (marketing materials, corporate communications, signage, website, etc.).

Headers and Callouts

The typeface Gotham should be used as the primary font whenever possible in communication materials. Its clean, modern lines embody the humanistic and confident spirit of CfA.

If you are unable to obtain access to the Gotham, a substitute font, Open Sans, may be used for electronic communications. Open Sans is from Google, and is a free, open-source font optimized for the web.

TO OBTAIN FONTS

Download Google fonts here (http://www.google.com/fonts)

Find fonts at Lost Type   >
(http://www.losttype.com)
CfA recommends a $30 donation
for each font downloaded

Purchase fonts at MyFonts (http://www.myfonts.com/)

                                        >

GOTHAM HTF

GOTHAM LIGHT | Gotham Light
GOTHAM BOOK | Gotham Book
GOTHAM MEDIUM | Gotham Medium
GOTHAM BOLD | **Gotham Bold**
GOTHAM BLACK | **Gotham Black**
GOTHAM ULTRA | **Gotham Ultra**
GOTHAM MEDIUM ITALIC | *Gotham Medium Italic*
GOTHAM BOLD ITALIC | *Gotham Bold Italic*

DOWNLOAD >

OPEN SANS

OPEN SANS LIGHT | Open Sans Light
OPEN SANS REGULAR | Open Sans Regular
OPEN SANS SEMI BOLD | Open Sans Semi Bold
OPEN SANS BOLD | **Open Sans Bold**
OPEN SANS EXTRA BOLD | **Open Sans Extra Bold**

DOWNLOAD >

Paragraph Text

The typeface Sentinel should be used as the primary font for body copy. If you are unable to obtain access to the Sentinel, a substitute font, Belgrano, may be used for electronic communications. Belgrano is from Google, and is a free, open-source font optimized for the web.

Sentinel

SENTINEL BOOK | SENTINEL BOOK
{Need rest of font family}

DOWNLOAD >

Belgrano

{Need font family}

DOWNLOAD >

For Web

Please use these specs when using type on the web.

Headers:

Gotham Bold HTF / Open Sans Bold / Helvetica Bold / Arial Bold

26/34 (size/leading)

Hex # 000000

Subheaders:
Gotham Bold HTF / Open Sans Bold / Helvetica Bold / Arial Bold
18/22 (size/leading)
Hex # 000000

Paragraph Text:
Sentinel Book / Belgrano / Times Regular
13/21 (size/leading)
Hex # 6D6E71

Typography

Additional Print Fonts

These typefaces can be used as an optional choices for more individualized communication materials, like posters, stickers, etc.
Please use sparingly and with intent.

CUBANO
CUBANO REGULAR

DOWNLOAD >

Mission Script
Mission Script Regular

DOWNLOAD >

TO OBTAIN FONTS

Download Google fonts here
(http://www.google.com/fonts)

Find fonts at Lost Type   >
(http://www.losttype.com)
CfA recommends a $30 donation
for each font downloaded

Purchase fonts at MyFonts
(http://www.myfonts.com/)

               >

Corporate Colors

Color Palette

Code for America's corporate colors are a key way to quickly identify with our organization. The red, blue, and gray combination emulates our spirit and pride for our country. The use of these colors ensures the consistent representation of CfA's brand identity.

Primary Colors

The CfA blue, red, gray, and black should be used as the primary colors in all corporate materials. (Will finalize these colors after brochure design)
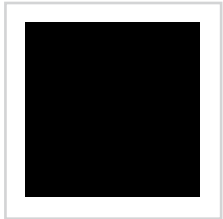
Corporate Red	Corporate Blue	Corporate Gray	Corporate Black
PMS 193U	PMS 2915M or 292C	PMS Cool Gray 10	PMS Black U
C13 M94 Y69 K4	or 299U	C58 M49 Y46 K15	C0 M0 Y0 K100
R204 G39 B62	C70 M24 Y0 K0	R109 G110 B113	R0 G0 B0
#cf1b41	R63 G158 B216	#6D6E71	#000000
	#399fd3		

Secondary Colors

These colors can be used with discretion in communication pieces such as the annual report, brochures, or posters. (Will finalize these colors after brochure/flyer design)
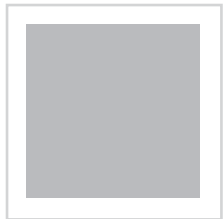
Dark Blue	Light Blue	Dark Gray	Medium Gray	Light Gray
PMS 302U	PMS 297U	PMS 446U	PMS Cool Gray 6	PMS Cool Gray 1
C81 M66 Y51 K43	C50 M15 Y7 K0	C43 M37 Y36 K1	C43 M37 Y36 K1	C9 M6 Y7 K0
R47 G61 B74	R122 G181 B214	R153 G149 B149	R153 G149 B149	R229 G229 B229
#2f3d4a	#7ab5d6	#999595	#999595	#e5e5e5

Orange	Purple	Teal	Medium Blue	Yellow
PMS 165U	PMS 2597U	PMS 3275U	PMS 314U	PMS 109U
C6 M62 Y96 K0	C69 M75 Y7 K0	C73 M18 Y68 K3	C72 M27 Y16 K0	C2 M10 Y80 K0
R232 G125 B43	R105 G87 B156	R0 G161 B117	R66 G152 B187	R254 G221 B68
#e87d2b	#69579C	#00a175	#4298bb	#fedd44

BRAND STYLE GUIDE
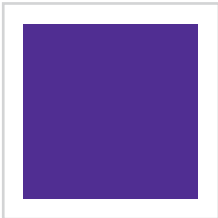
Imagery

Imagery should show the human aspect of our organization. Focus on people doing an activity, and working together as a group. When promoting a specific city, unique characteristics about that city should be featured.
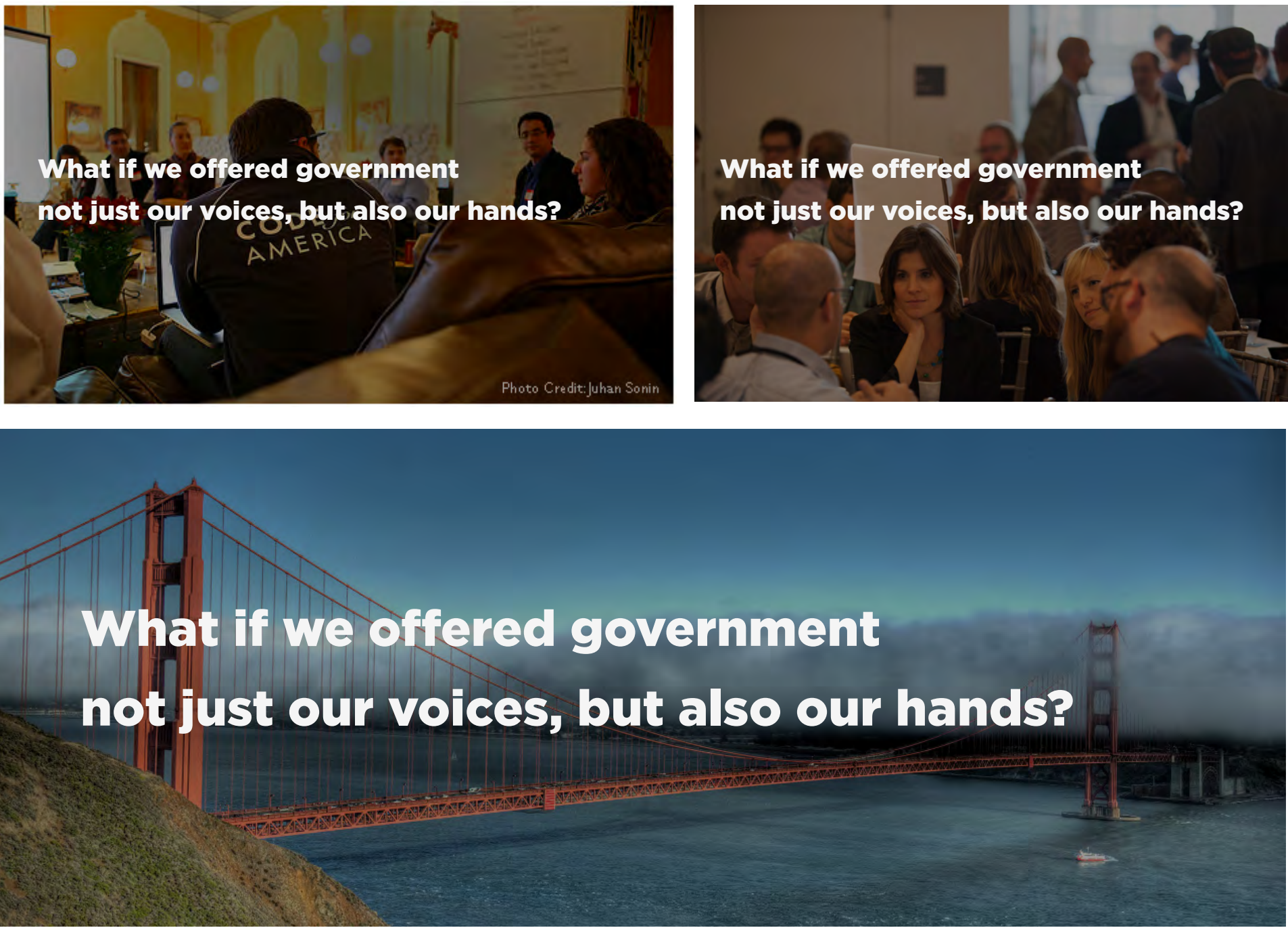
To view current photos visit:
http://www.flickr.com/photos/codeforamerica
http://codeforamerica.tumblr.com

Original Photos

Photo Credit: Juhan Sonin

Darkened Photos

To darken the photo so white text can be placed over it, add a black box at 40% opacitiy over the entire photo. If there are still bright spots that make the text hard to read, you may need to spot darken the photo in those particular areas.

Download sample darkened photo >

What if we offered government not just our voices, but also our hands?

Photo Credit: Juhan Sonin

What if we offered government not just our voices, but also our hands?

What if we offered government not just our voices, but also our hands?

Profile Photos

For employee, brigade, partner or fellow photos, use a textured background like a brick or cement wall if possible. Person's face should be off center and just a bit of his/her shoulders visible. Use bright, natural lighting and a large aperature (e.g. F4.0 or F5.6) so the face is in focus and the background is slighly out of focus. Photos should exude warmth and friendliness.

CODE for AMERICA

BRAND STYLE GUIDE

Video

Brand Overview
Design Values
Messaging
Our Logo
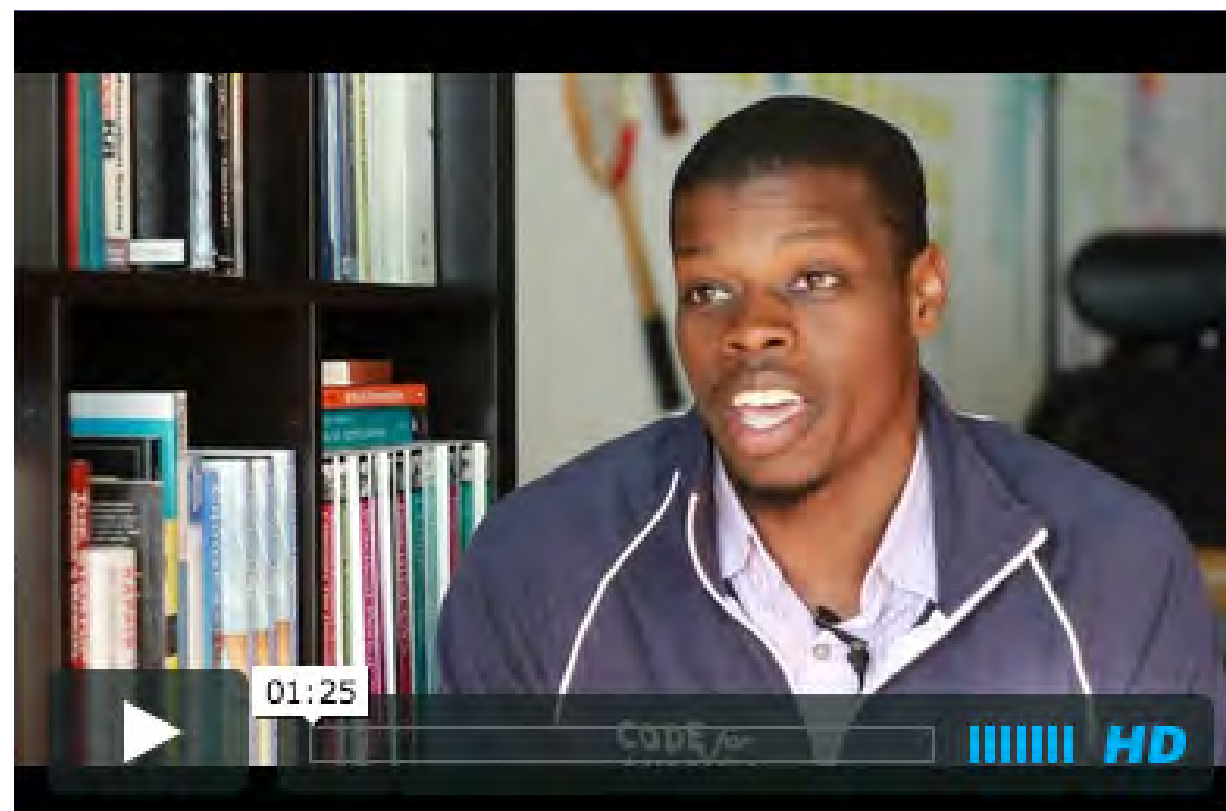Typography
Corporate Colors
Imagery
■ Video
Iconography
Charts, Graphs, Maps
Design Elements
Downloads

Video

We recommend using a 50mm lens with a shallow depth of field for videos. Preferred aspect ratio is 16x9. We like using Vimeo or Youtube.

OUR VIDEOS

Vimeo
(https://vimeo.com/codeforamerica)

YouTube
(http://www.youtube.com/codeforamerica)

CODE *for* **AMERICA**

BRAND STYLE GUIDE

Iconography

Icons

Icons are a great way to add visual interest to materials. They allow a reader to create a visual connection to a section and quickly identify to that content. Icons should be simple and identifiable at a small scale.

ICON SOURCES

The Noun Project >
(http://thenounproject.com)

Purchase at Shutterstock >
(http://www.shutterstock.com)

Sample Icons>
(http://style.codeforamerica.org)

**Note: We're currently working on our real icons. Stay tuned.

To Create an Icon:

1 Create an icon, or download an icon from thenounproject and make sure to credit the designer. The icon should have simple uniform lines as opposed to detailed and complex.

2 Copy the icon and offset at an angle behind and below the top icon to create a shadow effect. The shadow color is #000000.

3 Align the icon inside the corporate blue or corporate gray circle. You may need to fine tune the alignment to achieve a visually aligned icon. Turn the shadow to 30% opacity.
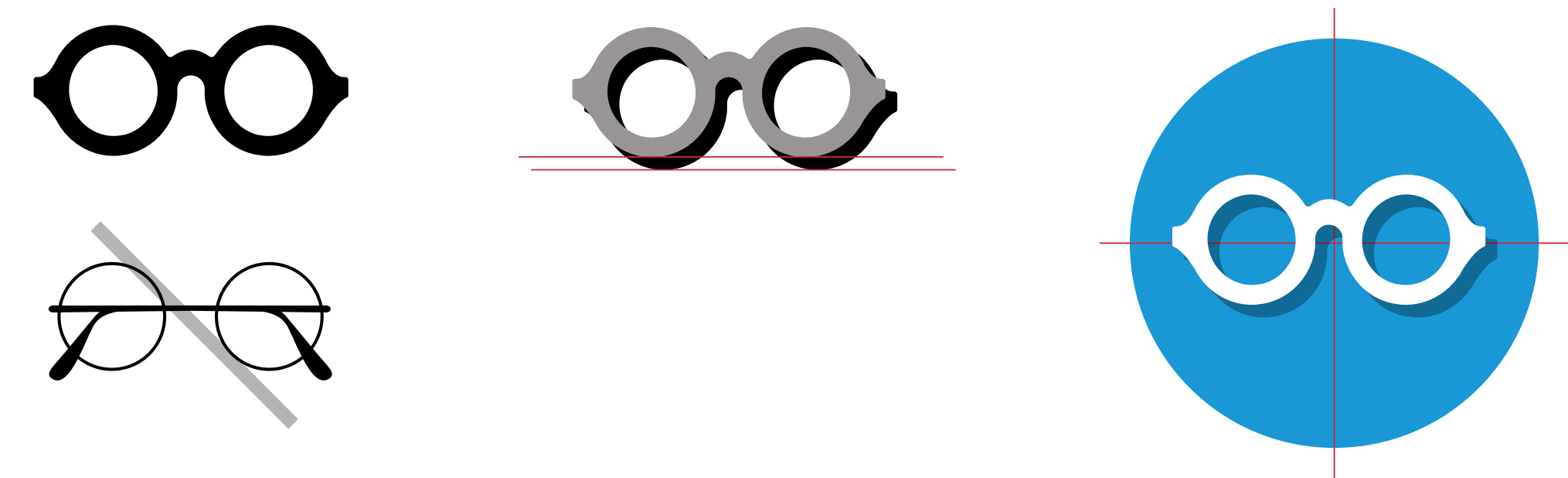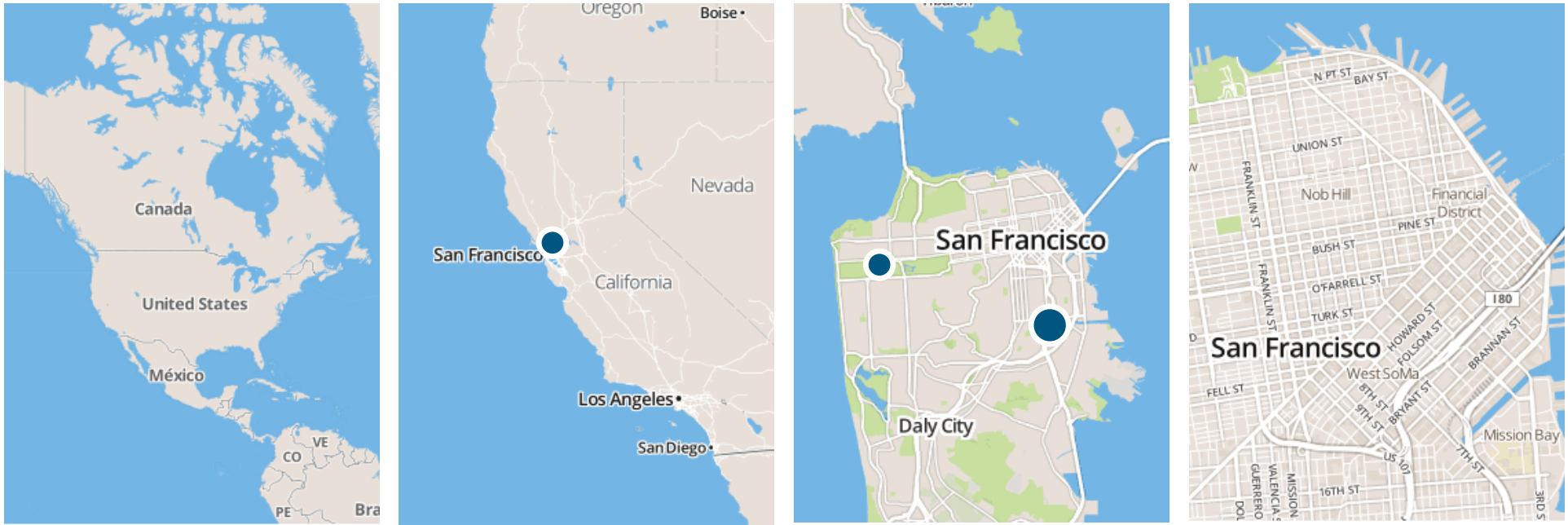
Charts and Graphs

Code for America's bold and graphical style should be extended in the same manner when creating a chart or graph. See below for style reference.
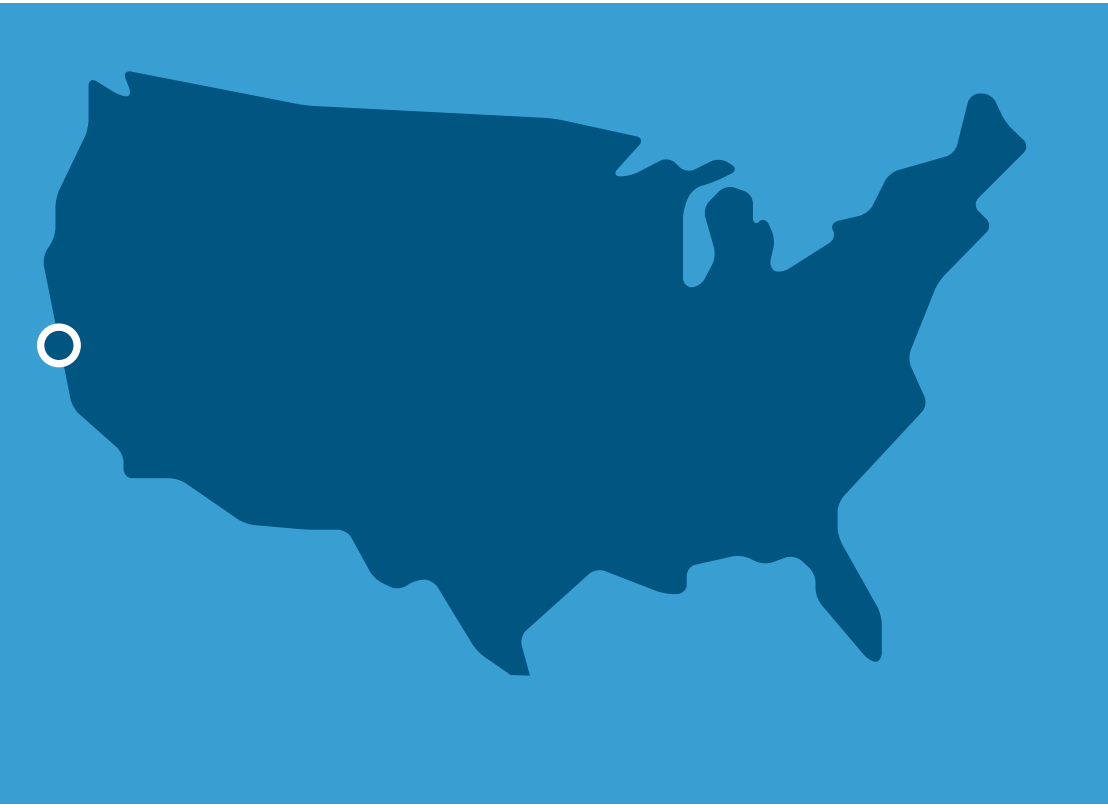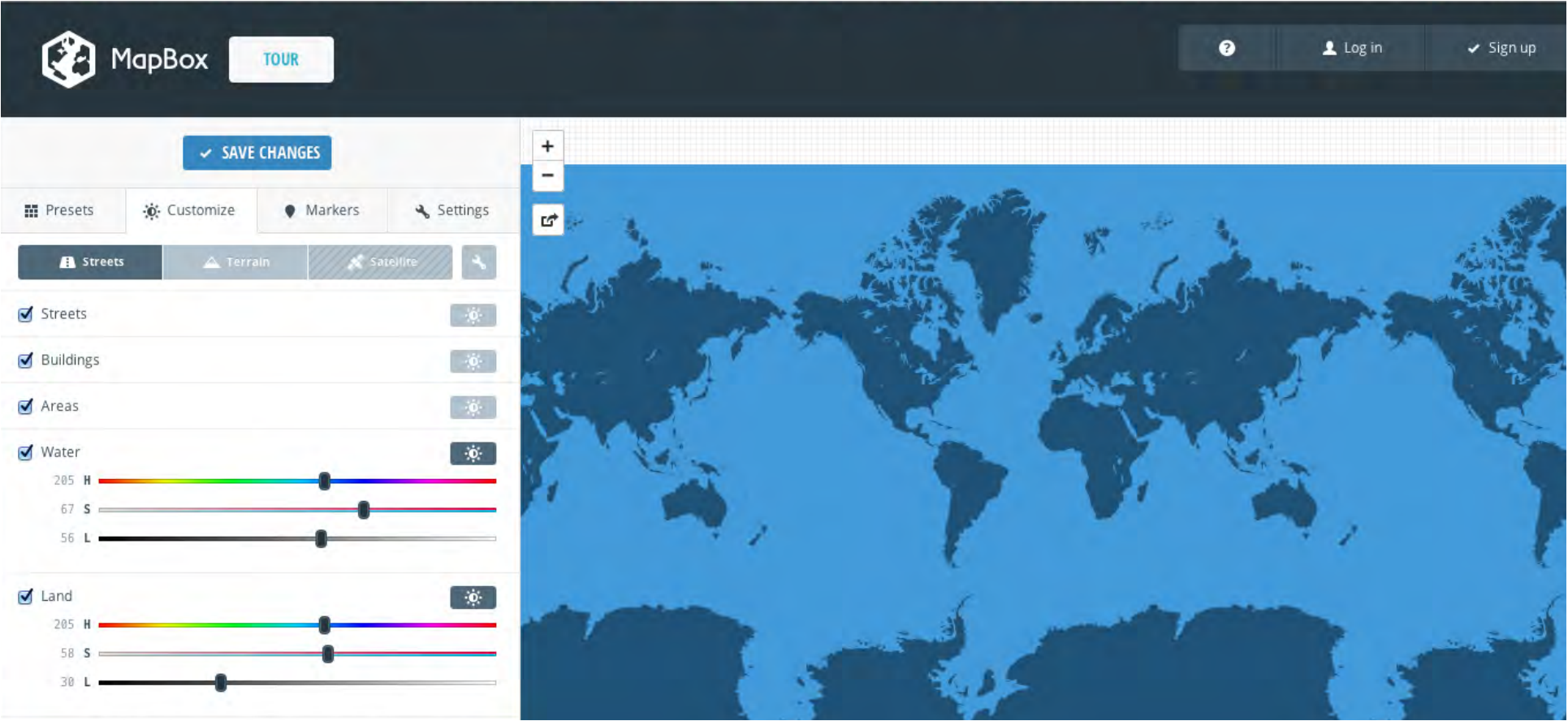

Maps

Visit MapBox to download this standard map option.

Geography should be represented using solid colors and bold shapes with estimated edges. See below for reference.

To create a similar map, visit MapBox and choose these settings.

BRAND STYLE GUIDE

Design Elements

Brand Overview
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Imagery
Video
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Charts, Graphs, Maps
■ Design Elements
Downloads

Other Design Elements

These design elements are examples of the Code for America brand extension. The core brand feel should remain clean, bold, and sophisticated yet friendly. Refer to these examples as a starting point when creating pieces under the CfA brand.

Dividers and Graphic Elements

Type Treatments

★ 2013 ★

Header Example

837 PEOPLE

Number Callout Style

1 2 3 4

Image Carousel Numbers

Local Service Apps

Callouts

SIGN UP

Call to Action Button

BRAND STYLE GUIDE

Downloads

Downloads

Please download these logos and follow this website style guide for all Code for America materials.

File types and uses

.eps = EPS (for print and vendor use)

Supplied as vector-based art, scalable for large applications;
These files are the most versatile and may be used at any size.
Ideal for high-end print and display use.
color formats: PMS, CMYK, RGB, black, white

.tif = TIFF (for PowerPoint, Word and other publishing software)

Supplied at 300 dpi for optimum appearance in presentations.

.jpg = JPEG, .gif = GIF (for web, PowerPoint and Word)

Supplied at 72 dpi for optimum appearance online.
Ideal when a small file size is needed.

.png = PNG (for web)

Supplied at 72 dpi with a transparent background.

.pdf = PDF (for all uses)

Supplied as vector-based art, scalable for large applications.

DOWNLOADS

Logos >
(http://codeforamerica.org/logos)

Design Elements and Patterns >
(http://style.codeforamerica.org)

Questions? >
Email info@codeforamerica.org

<▤ />