BRAND GUIDELINES

TUDev
www.tudev.org

INTRODUCTION

TUDev is Temple University's hacker/maker community! Our purpose is to get people, especially Temple students, excited about technology. Our world is becoming increasingly technical, and formal academics alone aren't enough to be educated.

OFFICIAL NAME

The organization is to be mentioned as "TUDev" in all print or digital media, without spaces, and with the first three characters (TUD) capitalized and the final two (ev) lowercase. below are examples of common mistakes.

CORRECT USAGE:
TUDev

INCORRECT USAGE:

TU Dev	TuDev	Tu Dev
tuDev	TU DEV	...

BRAND STATEMENT

Our official brand statement is as follow:
"Temple University's community of hackers and makers."

This highlights both   1) our target audience, and
2) our intended purpose.

Our style is based around a few key points: 1) simplicity,
2) modernity, and
3) optimism.

Sticking with this style helps us to promote our goals of advancing tech education and involvement.

LOGO

OFFICIAL LOGO

Our logo represents our entire organization and brand. The logo below is the Official Logo of TUDev. There are two acceptable versions of the logo, a primary solid version and a secondary outlined version. Both logos should only be displayed with any pre-approved colors or designs.

There should be a clear space around the logo to ensure it stands out from any other nearby design elements, graphics, or text. The clear padding space should be at least equal to about 1/4 the width of the logo at its widest point, and this padding should extend around the logo and any accompanying words and subheadings. The minimum size of the logo should be no less than 6mm in width unless approved by an appropriate TUDev official.
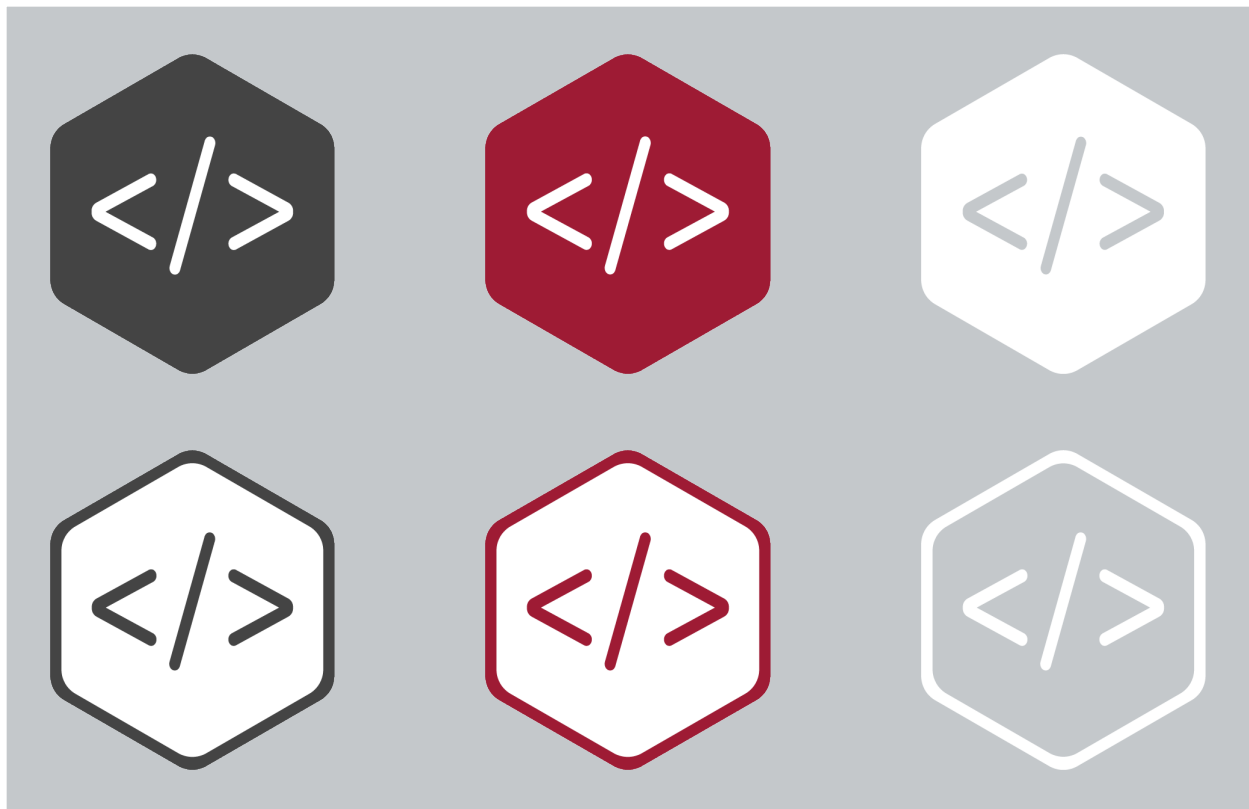
All logos and assets can be found at www.github.com/tudev/assets.

USAGE

   The logo can be used in many applications, such as banners, flags, clothing, vehicles, hardware kits, etc. Visibility and clarity are important in these applications, so the branding stands out and still represents the brand effectively.

   The logos should only be displayed in one of the two primary colors on a contrasting background. The correct logo should always be used, without customization or distortion, including any typography. Previous versions of the logo or modified versions should not be used unless specifically permitted by an authorized TUDev official. Latin versions of the name, logo, and tag line should be used at all times, unless specifically permitted.

   Please be sure to use the most current version of the TUDev logo from our Branding page at www.tudev.org/branding, or from our Assets Github repository.

COLOR

PRIMARY COLOR PALETTE

The primary color for our logo is cherry red, which is easily identifiable and shows our university affiliation. The following colors from our primary color palette should be used in all official communication.

CHERRY RED	BLACK	GREY
PMS 201	PMS BLACK	PMS 430
#A41E35	#222222	#899197
C=0 M=100 Y=63 K=29	C=0 M=0 Y=0 K=100	C=0 M=0 Y=0 K=75

SECONDARY (EXTENDED) COLOR PALETTE

Some designs require the use of additional colors. These colors are useful for specific marketing campaigns or for presenting data.

PINK	UN BLUE	SEAFOAM
PMS 501C	PMS 279	PMS 337
#D2919D	#4B92DB	#90D1BB
C=1 M=39 Y=11 K=5	C=65 M=33 Y=0 K=14	C=44 M=0 Y=32 K=0

YELLOW	INTL. ORANGE
PMS 1235	PMS Orange 021C
#FCB426	#FF4F00
C=0 M=32 Y=94 K=0	C=0 M=69 Y=100 K=0

TYPOGRAPHY

FOR SCREEN

The main font family for web use is Roboto, to be used in all headings, subheadings, paragraphs, etc. Ubuntu is a good fallback option, and Arial should be used in cases where the others are not available. We highly recommend these fonts because they are clear and legible.

ROBOTO

The quick brown fox jumps over the lazy dog.

Roboto is created by Google, and released as open-source under the Apache License, Version 2.0.

UBUNTU

The quick brown fox jumps over the lazy dog.

Ubuntu is created by Canonical and released as open-source under the Ubuntu Font License.

ARIAL

The quick brown fox jumps over the lazy dog.

Arial is created by Monotype, and released under a proprietary, closed-source license.

FOR PRINT

The recommended font family for print use is Garamond, because it is a serif font and therefore more legible on paper and at various sizes, especially for long written text.

GARAMOND

The quick brown fox jumps over the lazy dog.

Garamond is created by Monotype, and released under a proprietary, closed-source license.

CONCLUSION

Please follow these guidelines for any design work involving TUDev, it's branding, logos, assets, and any other content.

All assets, the branding, and the logo are trademarks and copyrights owned by TUDev. Please ask before using any of these resources, and always give credit.

CONTACT US

If you have any questions or comments about our branding guidelines or anything about our organization in general, feel free to contact us using the links below.

EMAIL: tudev@temple.edu

WEBSITE: www.tudev.org

This branding guide can be found online at www.tudev.org/branding. Our assets can all be found on Github at www.github.com/tudev/assets.

FIN.