



# Branding Suggestions for the DCC

With <3 from WAO, 2024

# Today's Agenda

Welcome to a presentation from the DCC

<u>Overview</u>	MIT Brand Guide
<u>Fonts</u>	Roboto Serif, Roboto Mono, Roboto
<u>Colors</u>	#234467, #320E3B, #429EA6, #DDD78D, #40464c, #626A73
<u>Illustrations</u>	<a href="https://www.humaaans.com/">https://www.humaaans.com/</a>
<u>Tone</u>	A balance between innovative, rigorous, respected and provocative, ardent.
End	Feedback?

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**01**

# **Overview**



# A simple brand for until you are so famous you get a branding agency

- DCC isn't just about a technology, it's about an ideal. We need to make DCC work relevant to a wider audience, so we need to figure out some basic branding guidelines to help streamline visual components.
- Perhaps in the future, the DCC will have funding and initiative to do a complete branding activity. In the meantime, we suggest leaning into and utilizing colors and fonts from [the MIT Brand Guide](#) and creating some simple templates to help ensure visual symmetry. We selected fonts and colors from the MIT Brand, and used them in this deck to help you see what the brand *could* look like with these selections.
- Additionally, we chose a MIT licensed illustration library called [Illustrations](#).

# Objectives

## Our aim

Deliver a simple brand in a Slides deck, so you can reuse elements at conferences and meetings without too much fuss.

## The goal

Write enough words to help you see the design, while not distracting you with silly drivel. At the end of the day, our sensibility about the brand needs to be understood and accepted. We think this brand positions the DCC as innovative, bold and unique. The color selection plays on palettes from primary audiences, while the illustration selection reflects the social impact mission of the DCC.



02

**Fonts**



# Use three Roboto variations to create symmetry in your comms stuff.

- **Headlines: Roboto Serif**
  - Font-size  $\geq$  30pt use **Roboto Serif Black**
  - Font-size  $<$  30pt use **Roboto Serif Bold**
- Subheads: Roboto Mono
  - Font-size  $\geq$  18pt use **Roboto Mono Bold**
  - Font-size  $<$  18pt use Roboto Mono Light
- Slide Body: Roboto Light
- Website text: Roboto (Light), instead of Open Sans

# Look at these four things

## Community

- W3C VC Education Task Force
- W3C CCG
- 1EdTech OB/CLR WG
- CTDL Advisory Groups
- DCC Open Community Calls

## DCC Team

- Kerri Lemoie - Director
- Gillian Walsh - Program Coordinator & Project Management
- Dmitri Zagidulin - Lead Architect
- James Chartrand - Senior Engineer
- Alex Higuera - Senior Engineer
- Contract Engineers!

## DCC Member Efforts

- LTI/Canvas integration
- Micro-masters (Open edX)
- Professional certifications & micro-credentials
- Continuing Ed (CS50) certificates
- Degrees

## Applied Research Lab

- Learner Credential Wallet
- Credentials to Employment: Last Mile
- Ecosystem Map



# 03

## Colors

**A creamy  
yellow. A  
calm teal. A  
deep, regal  
purple, a  
serious  
blue. And  
two greys  
too.**

#234467

#320E3B

#429EA6

#DDD78D

#40464c

#626a73

**Three  
additional  
colors have  
been  
matched  
solely for the  
use in the  
graphical  
elements ;)**



## Colors in action

[illegible]

**Founded 2018**

Open Badges  
W3C Verifiable Credentials  
VC-EDU & Plugfests

**13 members**

**6 countries**

**93 code repos**

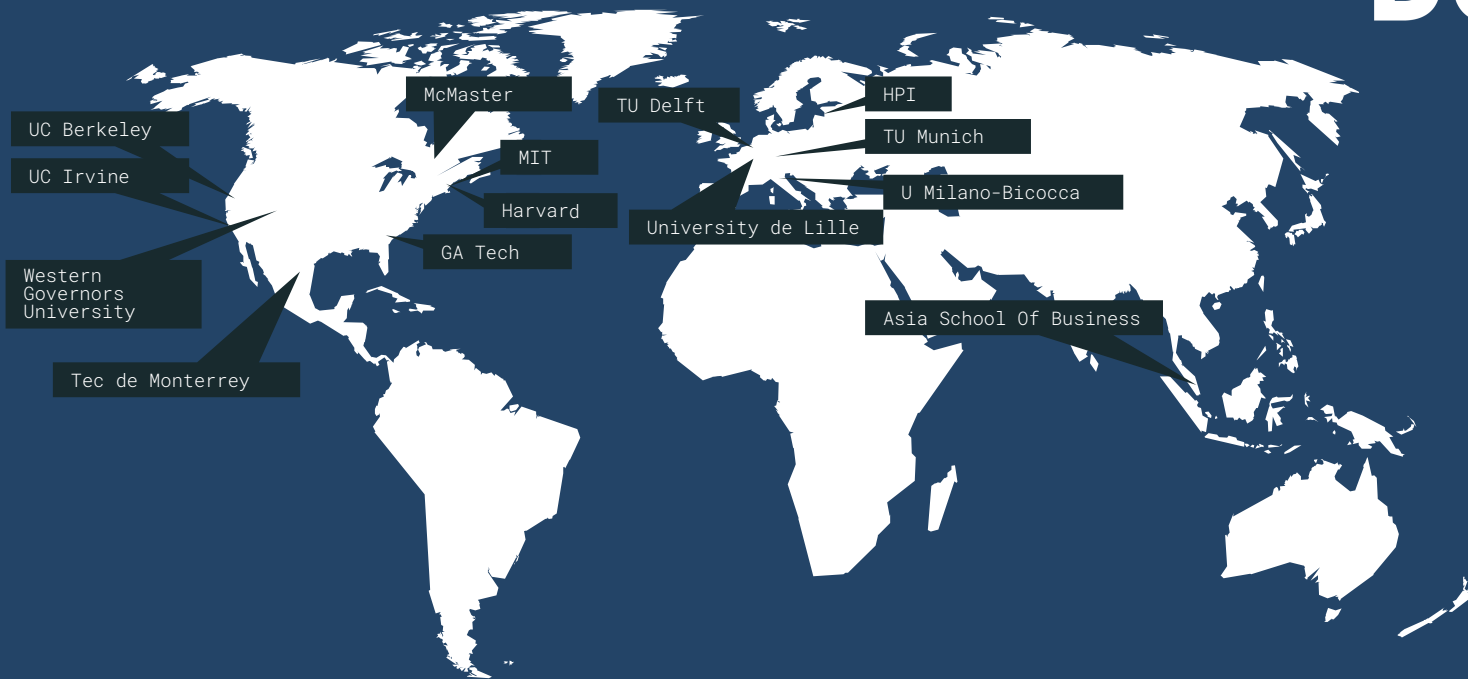
MAP IS  
OUTDATED - SEE  
NEXT SLIDE



# DCC

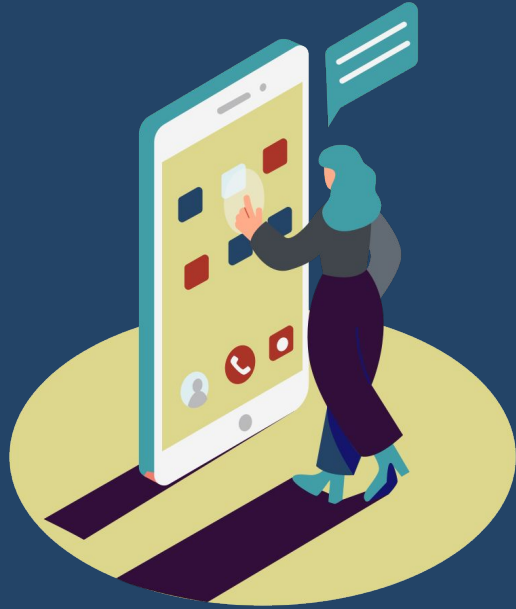
DIGITAL  
CREDENTIALS  
CONSORTIUM

**14 members**  
**7 countries**  
**& growing!**



<https://digitalcredentials.mit.edu/>





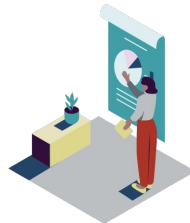
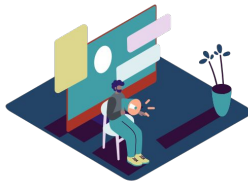
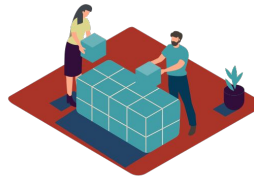
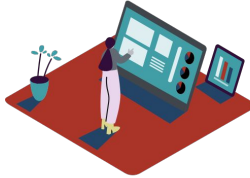
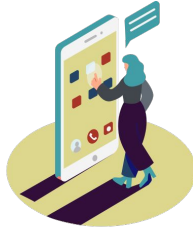
**04**

**Illustration**

**An open  
source,  
CC0 library  
of gadgets,  
tools and  
some  
simple  
shapes.**

- <https://www.manypixels.co/gallery> is an open illustration library. All the illustrations in this slide deck are from this library.
- An illustration design library is a good place to start and can be used sparingly.
- We've modified the colors of a variety of these illustrations and included them in [our Graphics folder](#).

# Illustrations



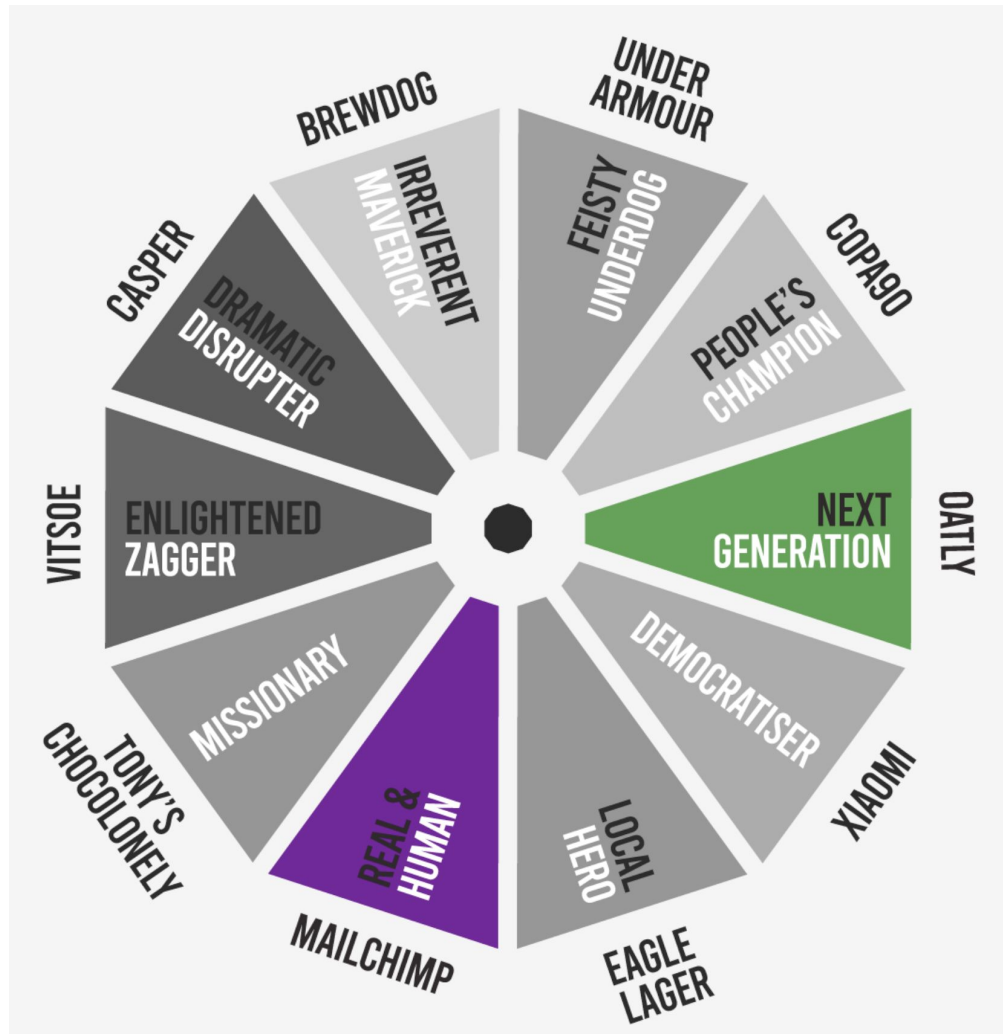


**04**

**Tone**

**Innovative.**  
**Rigorous.**  
**Respected.**  
**Provocative**  
**•**  
**Ardent.**

- The DCC tone leans into the diversity of its audience. The **innovative, forward thinking** work the DCC is doing, is a real and human response to the status quo of how credentialing benefits the already privileged. At the same time, the DCC is a **powerful consortium** of respected institutions.
- The DCC is its own voice, leaning into two brand personalities. The tone is **Real and Human** leading the development of the **Next Generation**.
- The DCC is on a real mission. There's no hidden motives. The DCC knows open source technology, and it is wielding that knowledge to build a trusted, shared and open digital credential infrastructure for the future of education.



# REAL & HUMAN

The Real & Human challenges the impersonality and faceless service of the market leader, and the dehumanising industrialisation of the category, appealing to us on a more personal and emotional level.

# NEXT GENERATION

The Next Generation challenger questions the appropriateness of the market leader – or even the whole category – for the times we live in today. It can elegantly position the incumbent as perfect for a time gone by, but new times call for new brands and services. The world's changing – let's move on, people.

# The DCC needs Vanguards.

"Vanguards move ideas to public awareness, supplying the energy necessary to raise them over the threshold of public consciousness. But within and among these vanguards, there is a multiplicity of roles" (Donald Schön)



Muckraker

"The muckraker forces us to look at the disruptive instance, takes it out of the domain of private experience and thrusts it into broad public view"



Artist

"The artist gives us new ways of looking at our experience, new ways of defining ourselves in relation to reality, and in the process frees our awareness of phenomena incompatible with settled theory."



Utopian

"The utopian presents us with a vision of what might be... either directly, by contrasting a better future with an inadequate present, or ironically, by presenting as future a concentrated picture of present evils.



Prophet

"The prophet - whether in his Old Testament form or in the current ecological style - tells us where we are going, makes us treat as real and present the distant consequences of our current behaviour."



**05**

**End**



**WAO is  
looking  
forward to  
helping you  
implement  
this brand  
direction.**

- We are confident this approach is good and easy to implement
- We believe this direction is warm and friendly. It is also respectable, robust and innovative.
- We are very much looking forward to your feedback!

# Feedback?



# THANKS!

Do you have any questions?

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