

# Web Technologies Group Branding

## Icons

There is currently no primary logo for the Web Technologies Group, but there are icons for individual projects. Each icon can be used independently, as shown in the figure, or can accompany the project title in **Pontiac black**. All icons use the same color and are as simple as they can be without compromising the intent of the icon, which helps to create consistency and recognition between projects.



## Icons with text

Icons can accompany text to form a the logos for each of the projects. The project titles are vertically centered to the icon.



## Font type

The font for project titles is black-weighted **Pontiac**, which was designed by Fanny Coulez and Julien Saurin. The font for project titles is black-weighted **Pontiac**, which was designed by Fanny Coulez and Julien Saurin. A body font for WebTech projects hasn't been decided on yet, but this document is set in Open Sans. Open Sans was designed by Steve Matteson and all of its weights are available on the open source Google Fonts directory.

# WebTech

## Color

The WebTech icons currently utilize the following colors:

- #ED1C24
- #000000
- #FFFFFF

## Monochromatic

Webtech icons can also be grayscaled for use on black and white printed documents.