THIS IS THE BRAND BOOK.
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OUR COMMITMENT
Committed to ensure that untapped young adults ages 16-24 enrolled in our program will receive the necessary support to pursue tech opportunities.
We are a best practice, technology training movement that teaches young adults ages 16-24, technology skills in hardware, coding and critical career skills (soft skills).
“We aim to train untapped young adults for careers in technology so we can build wealth and prosperity in our local diverse communities.”

Leonardo Sosa
CEO & CO-FOUNDER
The logo mark has been designed to capture the essence of tech and simplicity. This is the primary logo to use in any application and media.
Do not skew the logo

Do not angle the logo

Do not remove the brackets
The logo mark has been designed to capture the essence of tech and simplicity. These are color variations of the logo.

There is also a white color version available as well.
SECONDARY LOGOTYPE

A secondary logo has been created for applications that require readability at very small sizes. Website, Digital display, social assets, and print may require the use of the logo.

This should only be used when the primary would need to be scaled down to a square or circle.
SECONDARY LOGOTYPE - COLOR

A secondary logo has been created for applications that require readability at very small sizes. Website, Digital display, social assets, and print may require the use of the logo.

This should only be used when the primary would need to be scaled down.

This version should be used for our social icons.
SECONDARY LOGOTYPE - DON’T DO

Do not alter the logo in anyway, shape, or form.

Do not stretch the logo, turn it upside down,

Do not skew the logo

Do not angle the logo

Do not remove the brackets
CORPORATE PALETTE

The primary color of the dev/Mission Brand is CYAN AZURE. CYAN AZURE is our most significant visual identifier.

Two neutral colors are included for balance.

*PLEASE NOTE: that in all of our Branding/Marketing this blue needs to be forefront of all of our media

HEX: 1377FF
RGB: 19/119/255
CMYK: 78/55/0/0

HEX: 191919
RGB: 0/0/0
CMYK: 0/0/0/100

HEX: D5D5D5
RGB: 213/213/213
CMYK: 14/10/8/0
A secondary palette has been developed.

- **HEX:** #400084  
  **RGB:** 64/0/132  
  **CMYK:** 92/95/3/9

- **HEX:** #E94F37  
  **RGB:** 233/79/55  
  **CMYK:** 0/80/85/1

- **HEX:** #44BBA4  
  **RGB:** 68/187/164  
  **CMYK:** 64/1/38/0

- **HEX:** #1000F5  
  **RGB:** 16/0/245  
  **CMYK:** 87/68/0/0
These two weights of Montserrat are our primary typeface, used for headlines, subheads and other typographical information.

Black should be used for all headlines,

Semi Bold should be used for subheads and other secondary headings.

Poppins Regular should be used for body copy.

**MONTSERRAT BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789!@#$%&**

**MONTSERRAT SEMI BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789!@#$%&**

**POPPINS REGULAR**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789!@#$%&**
These are guidelines for page layouts when creating brand communications. This details on how to structure headlines, paragraphs and other heading copy.

**HEADLINE**

**MONTSERRAT BLACK**

*70-100 PT, TRACKING 0*

**SUBHEADS**

**Montserrat Semi Bold**

*30-70 pt, Tracking 0*

**BODY COPY**

**Poppins Regular**

*10-18 pt, Tracking 0*
Our company should be written or typed as such
Dev/Mission

Capital D & M
No brackets on either ends
PHOTOGRAPHY GUIDELINES

Images used to highlight the students, the program, and the curriculum.

Include them working on projects, interacting with the program instructors, having class,

Primary focus should be on students, with their projects as supporting elements

Highlighting the day the day of what it is being enrolled in the program
SOCIAL MEDIA PRESENCE

The overall feed should flow and tell a story. It should be inspiring to look at and diverse from post to post.

Feed should be a mix of classes, events, donations, staff announcements, success stories

Use of hashtags should be
#youbelonghere
#techtalent
#diversityintech
#pipelinefortech
#techopportunities