

<DEV/MISSION>

THIS IS THE BRAND BOOK



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OUR COMMITMENT

VISION STATEMENT

Committed to ensure that untapped young adults ages 16-24 enrolled in our program will receive the necessary support to pursue tech opportunities



WHO WE ARE

We are a best practice, technology training movement that teaches young adults ages 16-24, technology skills in hardware, coding, and soft skills



“

<DEV/MISSION>

We aim to train untapped young adults for careers in technology so we can build wealth and prosperity in our local diverse communities

”

BRAND GUIDELINES

PRIMARY LOGOTYPE

The logo mark has been designed to capture the essence of tech and simplicity. This is the primary logo to use in any application of media

A white and color version of the logo is also available





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.

A white and color version of the logo is also available



CORPORATE PALETTE

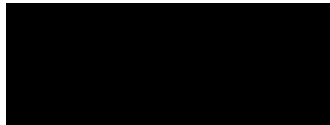
The primary color of the dev/Mission Brand is CYAN AZURE. CYAN AZURE is our most significant visual identifier.

Two neutral colors are included for balance.

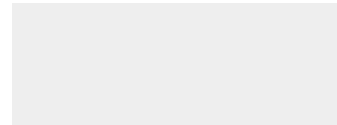
***PLEASE NOTE:** that in all of our Branding/Marketing this blue needs to be in all of our media



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



DIVISION PALETTE

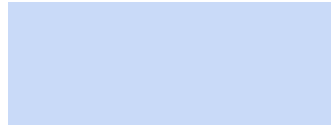
A secondary palette has been developed to express a splash of color



HEX: 2E1076
RGB: 64/0/132
CMYK: 92/95/3/9



HEX: A78FE2
RGB: 167/143/226
CMYK: 0/0/0/100



HEX: CCD9F5
RGB: 204/217/245
CMYK: 21/10/0/0



TYPOGRAPHY

This weight of Poppins are used for headlines

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

Poppins Normal should be used for body copy.

POPPINS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&

POPPINS SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&

POPPINS NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&



AESTHETIC PRINCIPLES

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

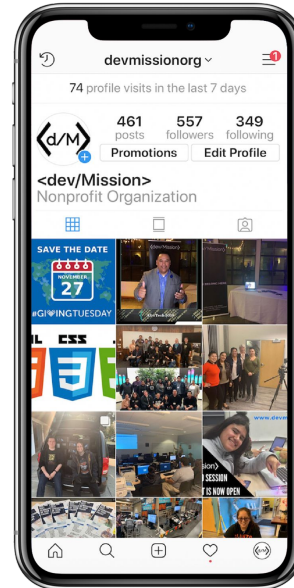


SOCIAL MEDIA PRESENCE

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

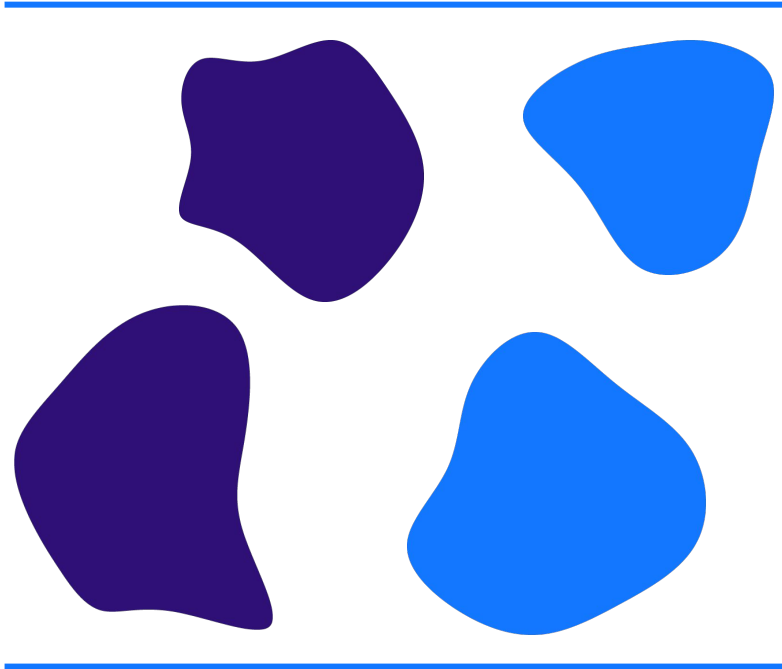
Use of hashtags should be
#youbelonghere
#techtalent
#diversityintech
#pipelinefortech
#techopportunities



SHAPES GUIDELINES

We have developed blobs to be used for our main branding and marketing projects.

They should be used on the corners of the canvas and can be any one of our Corporate or Division Palette



**CREATING THE NEXT
GENERATION OF TECH
TALENT**

“

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Thank You!



info@devmission.org



[instagram.com/devmission](https://www.instagram.com/devmission)



twitter.com/devmission



[linkedin.com/devmission](https://www.linkedin.com/company/devmission)



[facebook.com/devmission](https://www.facebook.com/devmission)



[youtube.com/devmission](https://www.youtube.com/devmission)