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Brand guidelines are essentially a set of rules that explain how your brand works. These guidelines typically include basic design information such as logo spacing, color palette, typography, and anything else that should be considerate and consistent within your brand.

Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms. Variety within the brand gives your organization life.

The words on the previous page inspired the visual language for Vegan Hacktivists.

VEGAN HACKTIVISTS
We’re a group of passionate Vegan Activists that volunteer our time and skills towards vegan projects worth supporting. Every project we build or volunteer for aims to help spread compassion through Veganism by supporting both vegans, non-vegans and activists in some shape, way, or form.

Every project we release is 100% free to use for everyone, we don’t do premium versions, microtransactions, sell user data, or do advertisements whatsoever.

We do this for the animals, we do this because coding is our way of doing our part for activism. If you want to support us, please consider a small donation via our Patreon, it means the world to us and the animals to have your support.
The Vegan Hacktivists logo is highly flexible and comes in several sizes for any use case that may arise. However, for maximum brand recognition, try to use the two logos on this page as often as possible. The variations on the following page may be used according to their descriptions.

**Crest with Tagline**

**Horizontal with Tagline**

For smaller, horizontal spaces where the tagline text isn’t readable...

**Text Only**

For very tight, horizontal spaces where the pig image doesn’t work... i.e. the VH website nav bar, or underneath another illustration where the pig image would compete...

**Image Only**

For profile pictures, etc.

**Crest with White Background**

For backgrounds where readability is limited... i.e. on top of an image...

**Abbreviated**

This edited version of the pig attempts to keep it legible at small sizes... i.e. tiny icons...
There are no full color versions of the Vegan Hacktivists logos. The logo looks best on dark backgrounds, so strive to use the light version of the logo wherever possible. If light backgrounds cannot be avoided, dark versions of all logos are available.

Please be nice to the logo. Do your best to give the logo plenty of breathing room, especially when placed near other text. Do not distort, transform, recolor, or place the logo in situations where it becomes illegible.
Color System

Palette

Primary Colors

The Vegan Hacktivists brand is mainly black, with other grays and white incorporated. Overall, the brand should feel dark, with pops of Secondary colors incorporated.

Secondary Colors

These punchy pop colors add friendliness, strength, and life. They are inspired by the Vegan Hacktivists teams, named after the fruits and vegetables that give them their name. The Secondary Colors are limited to pink, red, oranges, yellow, and green. These should be the primary focus for color pops, to help contain the wide variety of colors available.

Tertiary Colors

These colors were created to represent the remaining teams not covered by Secondary Colors or Tints/Shades of those colors (following page). They should not be used more often than Secondary Colors, but offer flexibility and variety.

Color System

Specs, Tints & Shades

Avocado

Banan

Mango

Carrot

Carrot Shade

Peach

Peach Shade

Strawberry

Sweet Potato

Eggplant

Eggplant Shade

Blueberry

Blueberry Shade

Primary Colors

Black

Dark Gray

Light Gray

White

Watermelon

Strawberry

Mango

Carrot

Broccoli

Secondary Colors

Watermelon

Watermelon Shade

Cockpea

Banana

Mango

Carrot

Carrot Shade

Peach

Peach Shade

Strawberry

Sweet Potato

Eggplant

Eggplant Shade

Blueberry

Blueberry Shade

Tertiary Colors

Eggplant

Blueberry
Typography
Fonts

PT Sans

PT Sans works well in a variety of use cases. Its high readability makes it the best choice for paragraphs and small captions. It has a friendly quality, to reflect our compassionate and playful nature.

Rajdhani

This font should be used minimally, and only in one weight: semibold italic. It is used as an accent font in our typographic artwork, or minimally on other documents/headings as a small accent.

Bitter

This font should be used for bolder, more prominent headings. The style of this font visually represents our high-tech abilities and innovation.
Typography

**Type as Artwork**

**Tagline**

Our official tagline is "Compassion, Creativity, Code." This properly captures everything we’re about in 3 words: compassion as our motivator to help animals, creativity in building unique projects as our goal, and code as our means to meet those goals.

We use other phrases as well, on our website and other materials, with a focus on the animals and using innovative technologies to help them.

**Alignment**

Be sure to align the type fully justified on either side.

**Fonts**

Use a balanced mix of Rajdhani (different weights) and Bitter (Semibold Italic only) fonts in these compositions.

**Pixels**

Fracture the typography just once or twice per composition, using a shifted pixel element. Be very careful to not hinder readability with this effect! The central tagline is not fractured for this reason: maximum legibility.

*Note: In some cases, it may not make sense to fully-justify align a small/unimportant word (ex. ‘you are’). You may use pixels on either side to help balance this line.*
Our illustration style is pixellated, playful, and flexible for a lot of uses. Use any of these existing icons to sprinkle in a bit of personality.

Team icons – Use these official icons when referencing our amazing volunteer teams!

Animals – Created for dark and light backgrounds, animated for the website and newsletter
Illustration

Pixels & Circles

Pixels
Use these blocks as accents on photography and other designs to incorporate pops of color! The pixel shapes represent our tech background, and the powerful colors represent our creativity and vibrant community.

Color
Only use Primary and Secondary colors for these pixels. They can be colorful or black/gray!

When using pixels next to each other, try to transition the color gracefully, rather than something very jarring.

Size
Be intentional with the pixel sizing. Either allow the pixels to be uniform in size, or a mix of two sizes (one 50% smaller).

Circles
Use low opacity circles in backgrounds and over photography for a softer element. The circles are inspired by the VH logo circle and previous social media branding.
Photography

Subjects

Animals are the focus of our work – and our imagery. They should always be featured prominently.

Background

Cut the subject out of the foreground, and place a low-opacity dark layer behind them. This allows the background to fall back, allowing the animal to stand out boldly.

Animal color

Put a VERY low opacity layer of color on top of the animal, using our brand colors to make the animal a bit more saturated. Use colors that make sense for the natural color of the animal. Ex. Pink for pigs, yellow for chicks, etc.

Pixels & Circles

Use our existing pixel and partial circle motifs to help drive the brand home.