



BRAND GUIDE 2021



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Activism

Animal Rights

Approachable

Bold

Brave

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Collaboration

Compassionate

Competitive

Community

Creativity

Code

Dedication

Design

Development

Data-Driven

High-Tech

Inclusive

Innovative

Movement

Powerful

Strong

Team

Unique

Vegan

Volunteer



THIS GUIDE

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.



Logo

Introduction

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



**VEGAN
HACKTIVISTS**
compassion. creativity. code.

Horizontal with Tagline

Logo

Variations



**VEGAN
HACKTIVISTS**

Horizontal without Tagline

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



Crest with White Background

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

VEGAN HACKTIVISTS

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.



Abbreviated

This edited version of the pig attempts to keep it legible at small sizes... i.e. tiny icons

Logo

Colors

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.



On dark backgrounds



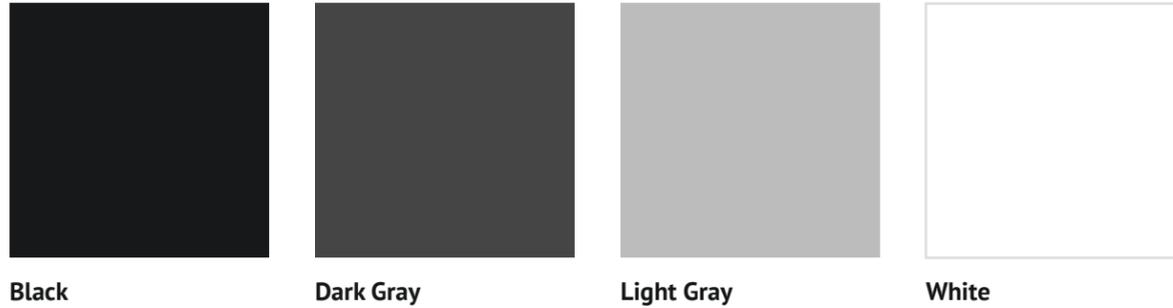
On light backgrounds

Color System

Palette

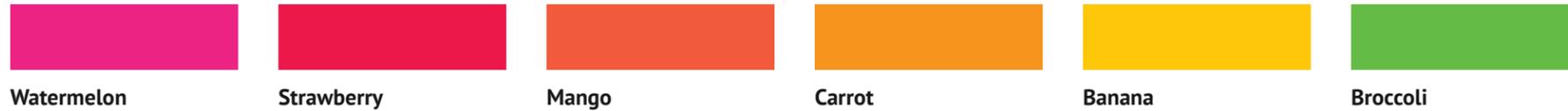
Primary Colors

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

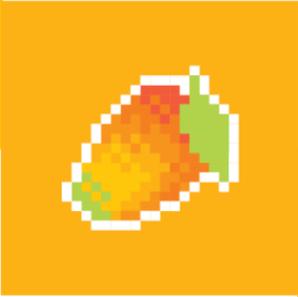
SECONDARY			SECONDARY			
						
Avocado 177 / 211 / 76 35 / 0 / 89 / 0 #B2D34C	Broccoli 101 / 188 / 70 64 / 0 / 100 / 0 #64BC46	Broccoli Shade 88 / 162 / 68 70 / 13 / 100 / 2 #58A345	Piggy 241 / 112 / 161 0 / 71 / 6 / 0 #F171A2	Watermelon 237 / 35 / 132 0 / 96 / 10 / 0 #ED2384	Watermelon Shade 212 / 21 / 121 13 / 100 / 19 / 0 #D31679	
SECONDARY			SECONDARY		SECONDARY	
						
Chickpea 255 / 216 / 102 0 / 14 / 71 / 0 #FFD766	Banana 255 / 199 / 9 0 / 22 / 100 / 0 #FFC709	Mango 252 / 179 / 22 0 / 33 / 100 / 0 #FCB216	Carrot 247 / 148 / 29 0 / 50 / 100 / 0 #F7941D	Carrot Shade 245 / 126 / 32 0 / 62 / 100 / 0 #F47E20	Peach 241 / 90 / 59 0 / 80 / 83 / 0 #F15A3B	Peach Shade 221 / 62 / 43 7 / 91 / 95 / 1 #DD3E2B
SECONDARY		SECONDARY		SECONDARY		
						
Strawberry 237 / 24 / 74 0 / 100 / 67 / 0 #ED184A	Sweet Potato 198 / 31 / 70 16 / 100 / 70 / 4 #C61F45	Eggplant 127 / 59 / 150 60 / 92 / 0 / 0 #7F3C97	Eggplant Shade 105 / 45 / 130 73 / 99 / 12 / 2 #692C81	Blueberry 67 / 84 / 163 85 / 76 / 1 / 0 #4154A3	Blueberry Shade 45 / 65 / 115 94 / 83 / 28 / 14 #2D4073	
PRIMARY		PRIMARY		PRIMARY		
						
Black 22 / 25 / 25 74 / 66 / 65 / 79 #161919	Dark Gray 41 / 41 / 41 70 / 64 / 63 / 67 #292929	Medium Gray 69 / 69 / 70 67 / 60 / 58 / 43 #454545	Light Gray 187 / 188 / 187 27 / 21 / 22 / 0 #BCBCBC	Extra Light Gray 221 / 221 / 220 12 / 9 / 10 / 0 #DDDDDD	White 255 / 255 / 255 0 / 0 / 0 / 0 #FFFFFF	

Teams

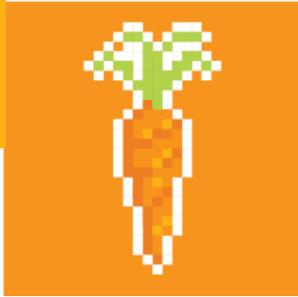
Fruits & Vegetables –Associated Colors/Icons



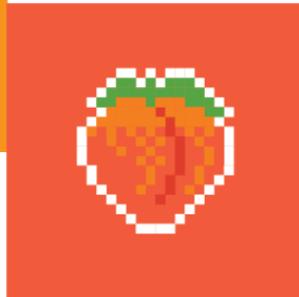
TEAM
Banana



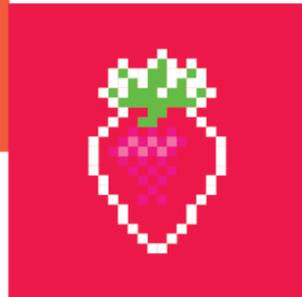
TEAM
Mango



TEAM
Orange



TEAM
Peach



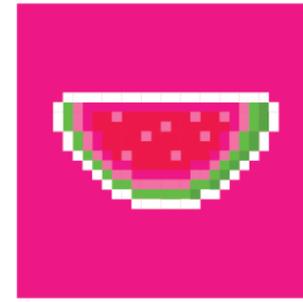
TEAM
Strawberry



TEAM
Sweet Potato

Teams

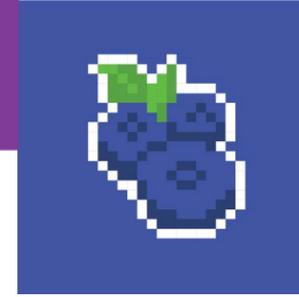
Fruits & Vegetables –Associated Colors/Icons



TEAM
Watermelon



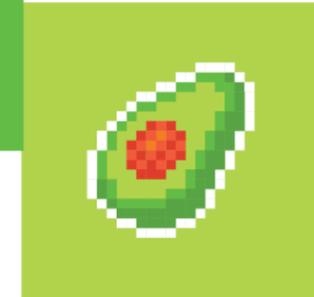
TEAM
Eggplant



TEAM
Blueberry



TEAM
Broccoli



TEAM
Avocado

PT Sans

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

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

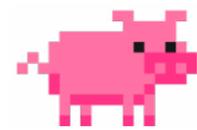
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Rajdhani

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

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bitter

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.

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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 full-justify align a small/unimportant word (ex. “you are”). You may use pixels on either side to help balance this line.

compassion
CREATIVITY
CODE

**DATA-
DRIVEN**
ACTIVISM

· you are ·
**THEIR
VOICE**

**BUILDING
PROJECTS *with***
IMPACT!

Supporting the
**ANIMAL
RIGHTS**
MOVEMENT

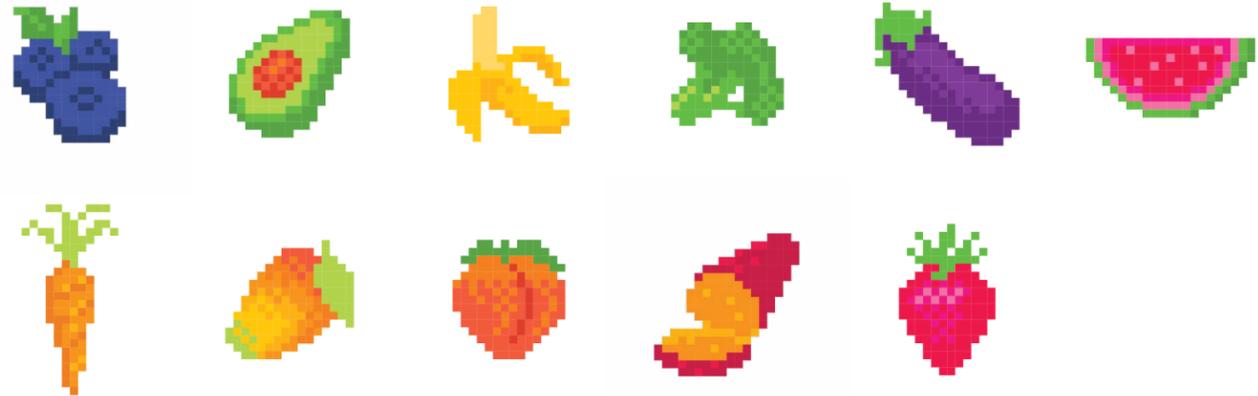
grants for a
**KINDER
WORLD**

our **COMMUNITY of**
PASSIONATE
ACTIVISTS

Illustration

Standard Icons

Our illustration style is pixelated, playful, and flexible for a lot of uses. Use any of these existing icons to sprinkle in a bit of personality.



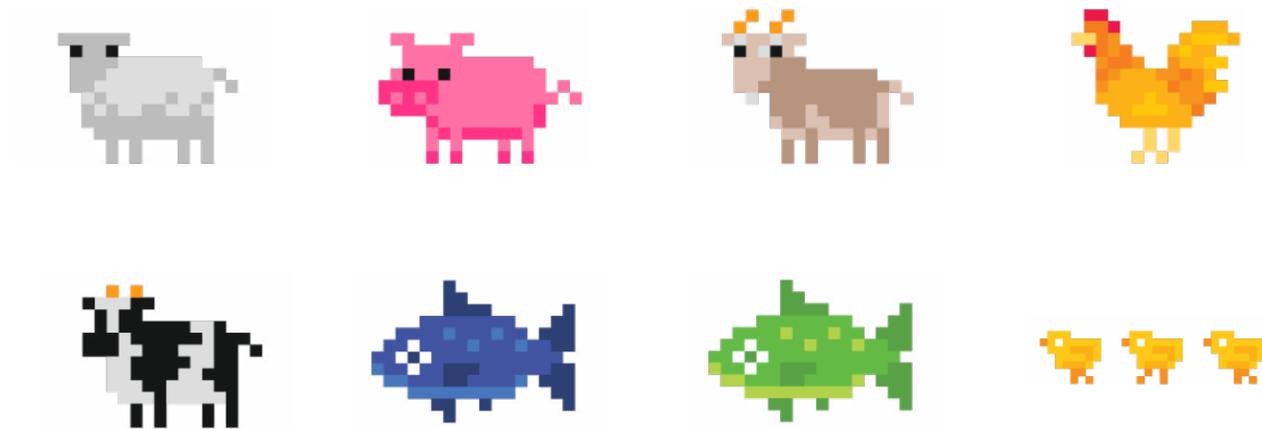
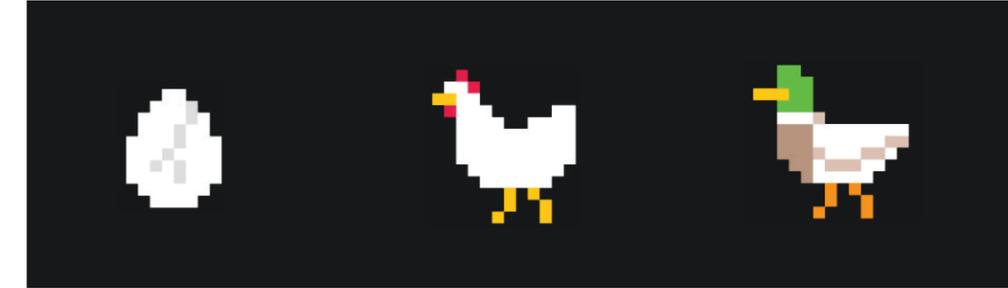
Team icons – Use these official icons when referencing our amazing volunteer teams!



Dividers – Useful for separating or drawing people in to read content

Illustration

Misc Illustrations



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).

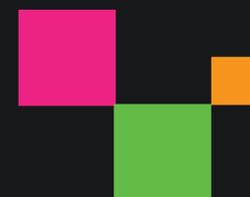
Circles

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.

PIXEL COLOR



YES



NO

PIXEL SIZE



YES



YES

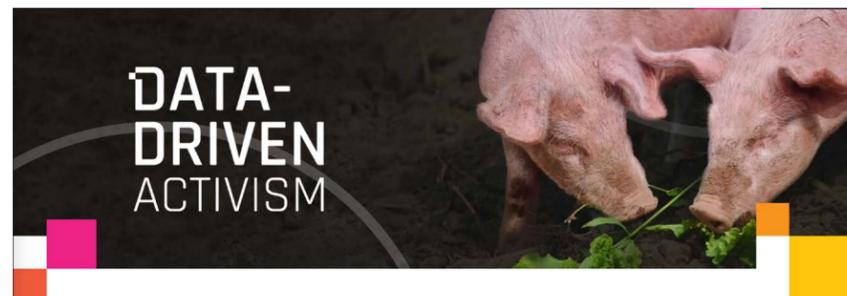
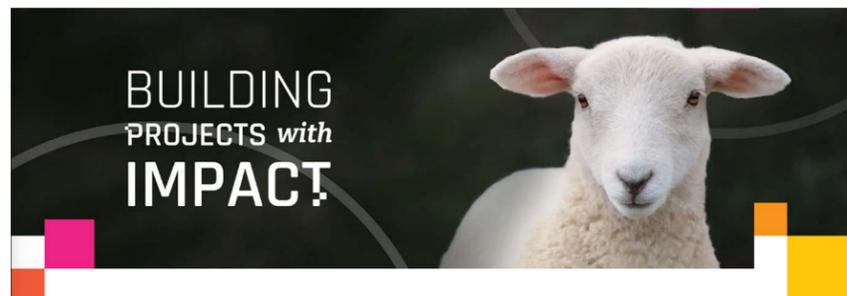


NO

Photography

Subjects

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



Photography

Styling

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.

Examples

Social Media



Examples

Web

