DevConf Brand Guidelines

1. Logo

Introduction

The DevConf logo symbolizes the collective effort of the developer community to shape the future of open-source technology. The crystal ball design incorporated in the logo represents forward-thinking and visionary discussions.

Logo Variations

Main Logo: Full-color version (see all versions <u>here</u>).



• **Black and White Variants**: For flexible use across light and dark backgrounds (see all versions here).



Conference Extensions: Differentiating between regions with extensions like .CZ (see .CZ versions here), .US (see .US versions here), .IN. (see .IN versions here)



• **Icon Logo**: Available in both full color and black and white, for region-specific extensions such as <u>.CZ</u>, <u>.US</u>, <u>.IN</u>.



Sizing and Exclusion Zones

- Exclusion Zone: Always maintain a clear area around the logo: no other elements within 20% of the logo's size.
- Logos with conference extensions (e.g., DevConf.CZ) must respect minimal spacing and text size guidelines.

Acceptable Usage

- Use the full-color main logo with the specific regional variant whenever possible.
- Opt for black and white variants only when necessary.
- Use the icon logo when space is limited, or as a complementary element when the main logo is already in use.

Unacceptable Usage/Logo Misuse

- Do not split or alter the "dev/conf" structure.
- Avoid changing the color, size, thickness, or rotation of any part of the logo.

2. Color Palette

Primary Colors

• **Mythic Purple**: #8E83E4 (Pantone reference: 2715 C)

• Purple: #634CA1

Dark Purple: #3E3964Bright Purple: #A551FFLight Purple: #C3BEEF

• **Black**: #333333



Secondary Colors

Hybrid Blue: #00ADDC
Virtual Pink: #FF0099
Mini Green: #3FCF32

• Experimental Yellow: #E8C600



Color Usage & Proportions

- Main Color: Mythic purple should dominate the majority of branding elements.
- Accent Colors: Use darker and lighter shades to add depth and dimension.
- **Secondary Colors**: Use secondary colors to indicate the type of event or as complementary accents.

3. Typography

Primary Typeface

- Headlines & Titles: Montserrat (Bold, Light variations)
- **Body Text**: Open Sans for readability.

Typography Usage

- **Headlines**: Bold for clear emphasis.
- **Body Text**: Ensure good contrast on light and dark backgrounds.
- **Combinations**: Mix bold and light for dynamic text layouts.

4. Tone of Voice

- **Style**: Informal, inviting, and inclusive.
- **Audience**: Developers and the tech community.

5. Illustrations & Icons

Style

• **Minimalist Icons**: In line with the design on the website.