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 [here](#)).

- **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 [.CZ](#), [.US](#), [.IN](#).

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.
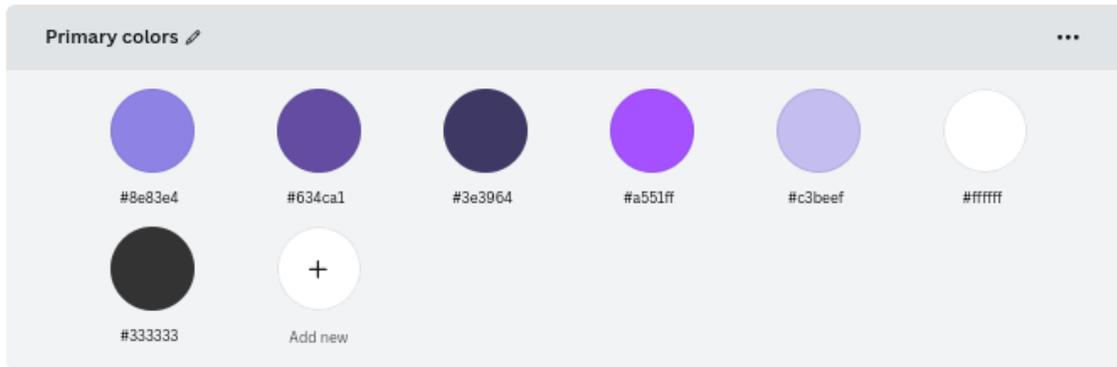- Use the icon logo when space is limited, or as a complementary element when the main logo is already in use.

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.
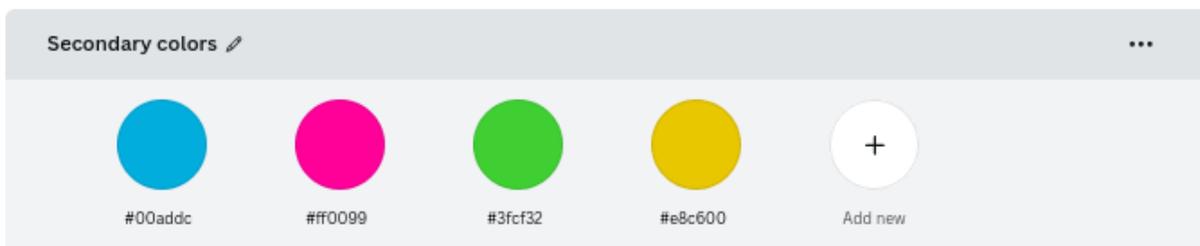
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2. Color Palette

Primary Colors

- **Mythic Purple**: #8E83E4 (Pantone reference: 2715 C)
- **Purple:** #634CA1
- **Dark Purple**: #3E3964
- **Bright Purple**: #A551FF
- **Light 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.

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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.

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4. Tone of Voice

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

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5. Illustrations & Icons

Style

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