girls who code

BRAND MATRIX

VISION
Girls Who Code is a national non-profit leading the charge towards a more equitable future in technology

MISSION
We imagine a world where female-identifying children, teens, and young adults embrace their innate abilities, utilizing code to transform the technology industry and effect positive change.

VALUES
Showcase possibility
Push boundaries
Challenge systems
Encourage growth

POSITIONING
Girls Who Code exists to show female-identifying children, teens, and young adults what is possible. They aim to break the binds of the system they have existed within, re-envisioning not only the education of these participants but their application in the real world.

Girls Who Code harnesses the power and potential of female-driven thinking. They go beyond traditional programming offerings to challenge, connect, and transform participants, equipping them with the tools needed to navigate a changing world.

CHARACTER
Revolutionary
Strong
Female
Inclusive
Accepting
Diverse

ATTRIBUTES
Unapologetically—not stereotypically—feminine
Leading the charge towards equality in technology
Embracing bravery over perfection

VOICE
Transformative: Encouraging audiences to see what is possible instead of existing within the status quo

Uplifting: Celebrating the innately female characteristics that make women different

BRAND DRIVER
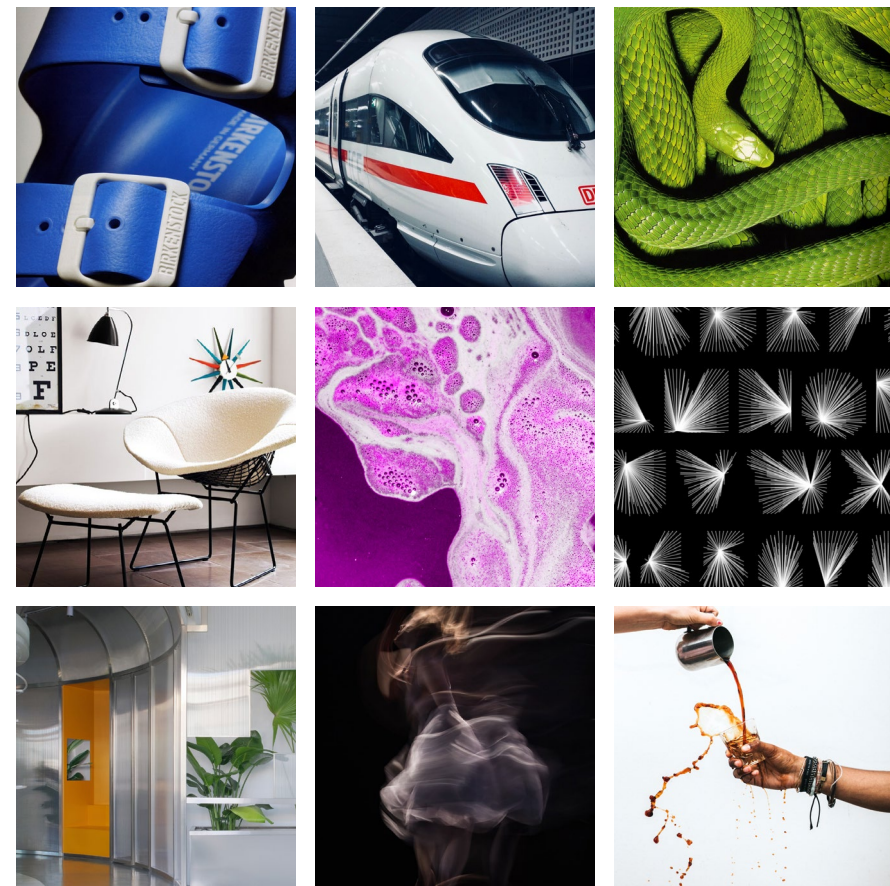
MUSIC
Loud
Invigorating
Strong bass
Powerful

VOICE
Confident
Brave
Female

SOUND
Futuristic

KEYWORDS

Brave
Creative
Sisterhood
Capable
Female
Confident

STRATEGY

COMMUNICATE POSSIBILITY
The world of tech is filled with opportunity. Girls Who Code will break free of the existing, lifeless model by showing our girls—and their communities—what is possible with code.

EMBRACE BRAVERY
Our differences make us stronger. We will stop trying to fit into a system that was not designed for us. We are brave—not perfect—and our brand should be too.

TAKE CHARGE OF CHANGE
The industry is ripe for disruption, and Girls Who Code is already leading the charge to a better future. The branding must reflect the revolutionary spirit that lives at the center of the organization.

LOGO

Our logo is the organization's base code, made up of simplified, rectangular forms that act as the building blocks for the rest of the system. Its ability to shift and move depending on the setting mirrors the flexibility of a coding sequence and the dynamic diversity of the organization's participants.

There are six different options to choose from when applying the logo, allowing for designer flexibility when working around both vertical and horizontal constraints.
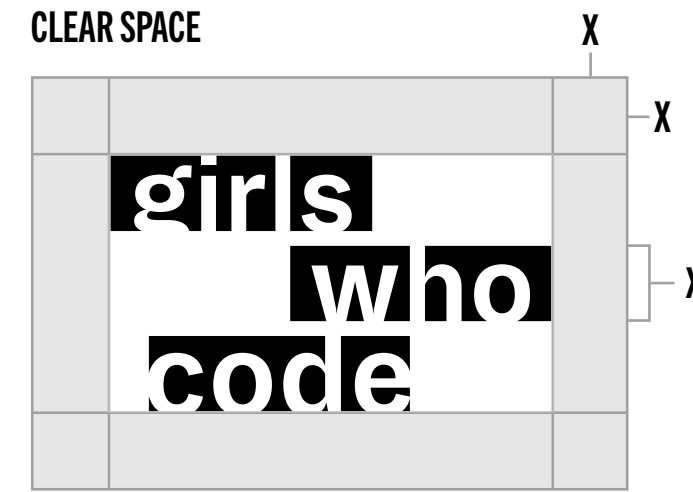
VERTICAL LOCKUPS

HORIZONTAL LOCKUPS

CLEAR SPACE

LOGO ON BACKGROUND

TYPOGRAPHY

HEADER THREE
Trade Gothic Next Pro
Heavy Condensed Italic

We're Building The World's Largest Pipeline Of Future Female Engineers.

HEADER ONE
Trade Gothic Next Pro
Bold Condensed

YOU CAN'T BE WHAT YOU CAN'T SEE.

HEADER TWO
Trade Gothic Next Pro
Condensed

We created free lesson plans featuring women in tech for teachers to use wherever they fit into the school day—from math to history to computer science. Using these lesson plans, students can explore the hidden history of women in tech, and uncover how to think like a computer scientist.

PARAGRAPH TEXT
Trade Gothic Next Pro
Regular

FIND A PROGRAM

CAPTION
Trade Gothic Next Pro
Heavy

In 1948, Jackson Burke was commissioned by Linotype to design Trade Gothic. Burke continued designing new weights and styles until 1960. True to its name, Trade Gothic is free of serif decorations and instead shows personality through a lack of uniformity. The result is a delightfully eclectic collection that articulates clearly with a sprinkling of spunk.

Girls Who Code's message should be heard near and far. A strong typographic hierarchy acts as the system's scaffolding while enforcing the idea of movement and flexibility through the introduction of varying weights and italics.

COLOR

Color is the life blood of the Girls Who Code rebrand. Developing a vibrant, bold palette communicates the monumental shift in mindset that the organization promotes while appealing to the younger audience members. It is youthful, saturated, and emotive without falling into stereotypically feminine colors.

Name	Specs	Name	Specs
ELECTRIFIED CITRUS	PANTONE 382 C · R:191 G:237 B:0 · C:30 M:0 Y:100 K:0 · #BFED00	**MINT CHOCOLATE CHIP**	PANTONE 573 C · R:171 G:232 B:201 · C:31 M:0 Y:28 K:0 · #ABE8C9
FRESHLY SQUEEZED	PANTONE 2010 C · R:255 G:168 B:0 · C:0 M:39 Y:100 K:0 · #FFA800	**TEAM SPIRIT**	PANTONE 2935 C · R:0 G:59 B:232 · C:87 M:75 Y:0 K:0 · #003BE8
HARD CANDY	PANTONE 252 C · R:222 G:110 B:255 · C:30 M:61 Y:0 K:0 · #DE6EFF	**ROYAL FAMILY**	PANTONE MEDIUM PURPLE C · R:92 G:0 B:66 · C:79 M:98 Y:0 K:0 · #5C00A8
FRUIT PUNCH	PANTONE WARM RED C · R:255 G:56 B:0 · C:30 M:91 Y:100 K:0 · #FF3800	**GRAPE JELLY**	PANTONE 2585 C · R:46 G:60 B:92 · C:92 M:100 Y:23 K:34 · #2E005C

IMAGERY

Highly-stylized, close-cropped portraiture creates a powerful perspective of the participants. The subject faces the camera straight on with confidence and conviction, stoic and unsmiling. The focus locks in on the subject's eyes, emphasizing the importance of the female gaze.

The stylized blocks are added to photography of participants in the Girls Who Code environments, creating a cohesive experience with the rest of the brand. The blocks are a visual depiction of the ways the participants interact with code, using color and opacity to communicate depth and dimension.

GRAPHIC STYLES

The graphic system is where the concept of building blocks introduced in the logo comes to life. Each block, based on the original form in the logo, is scaled, expanded, and rotated across the grid to convey the possibility and potential of code. It guides the viewer through the brand experience and is showcased across all platforms.

Large-scale typography is used to communicate the brand's voice. It is expanded and cropped, breaking out of the frame to encourage viewers to consider the subtext of the Girls Who Code messaging.

The organization cannot be confined to the traditional model, and the graphic system comes together to reiterate this idea.

POSTER SERIES

GENERAL CAMPAIGN
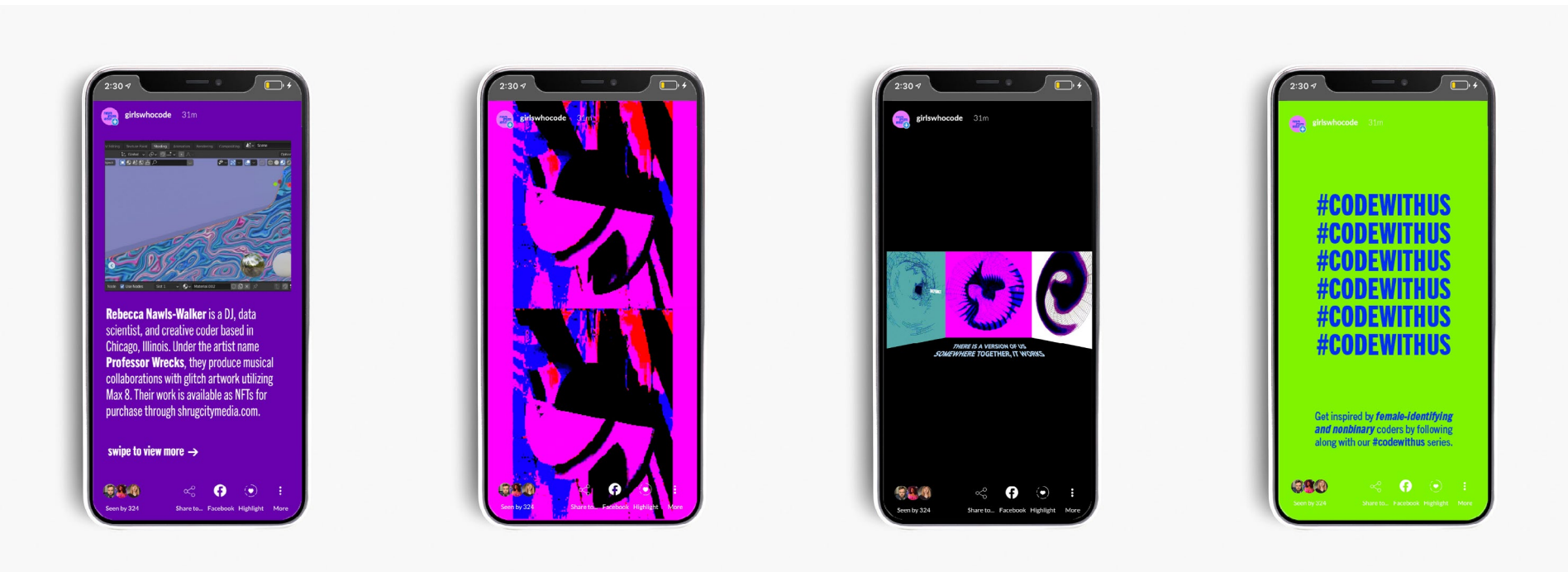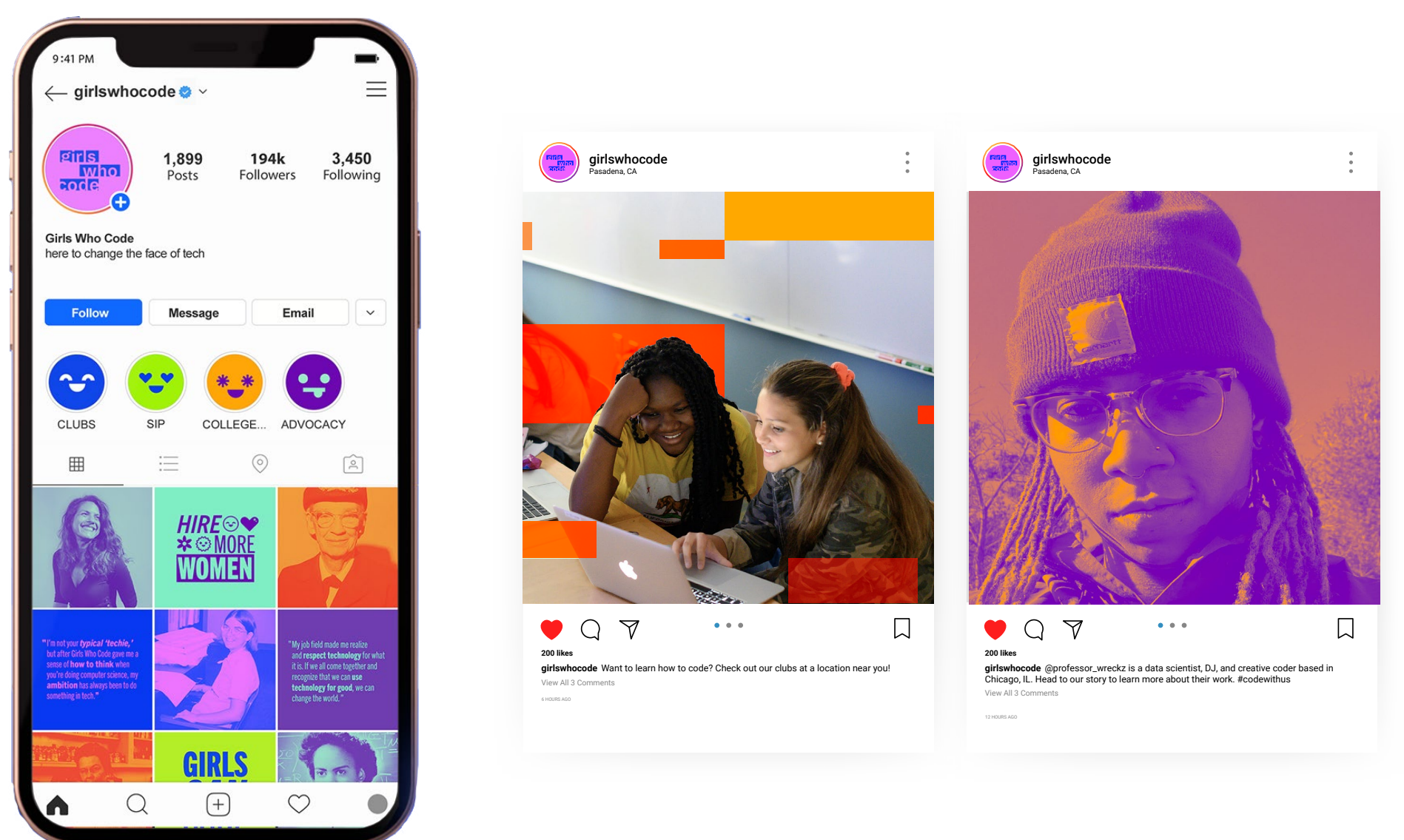

CLUB SPECIFIC
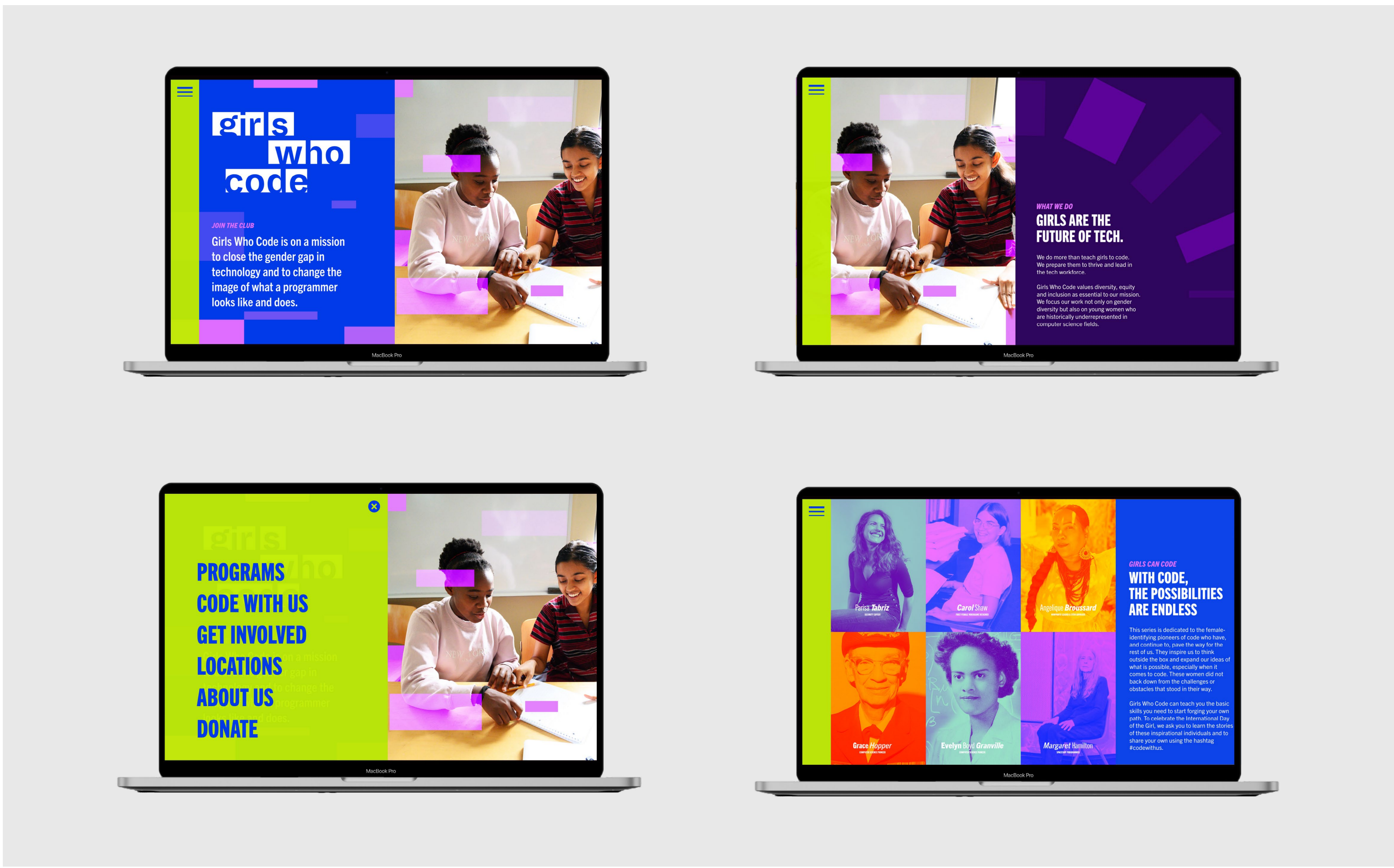
WELCOME KIT

STATIONERY

CHANGING THE FACE OF TECH

APPAREL

SOCIAL MEDIA

WE *ARE* THE FUTURE *OF CODE*

PARTNER CAMPUS TAKEOVER