



THE CIRCUIT

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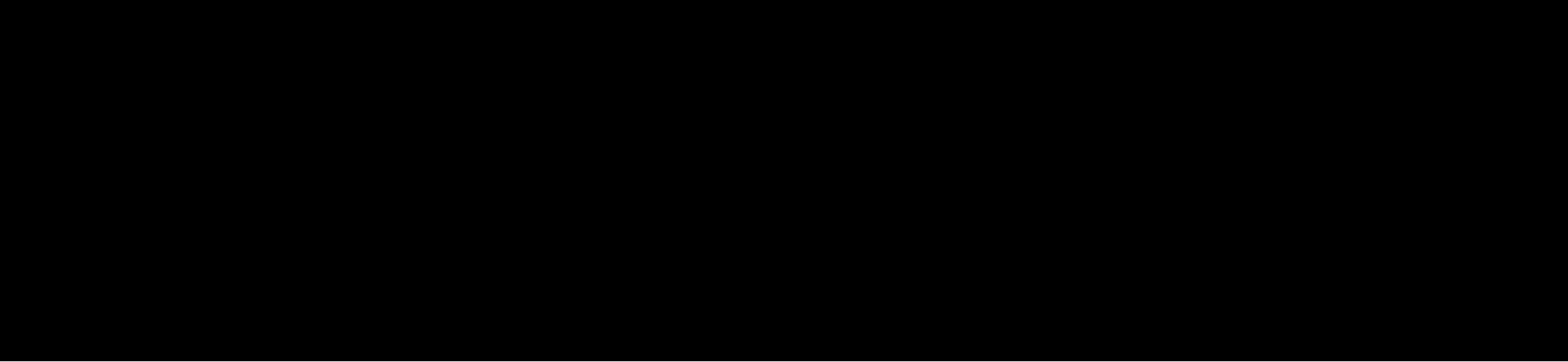
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The Circuit's Mission

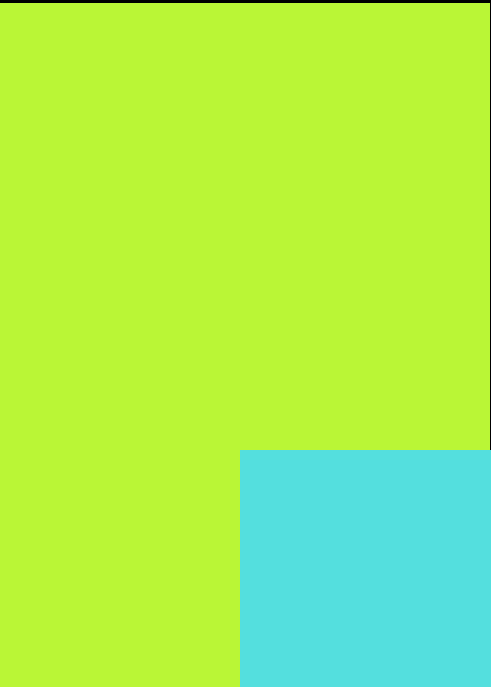
The Circuit is a student-run editorial and media platform that highlights the multifaceted uses and effects of technology.

Our Mission

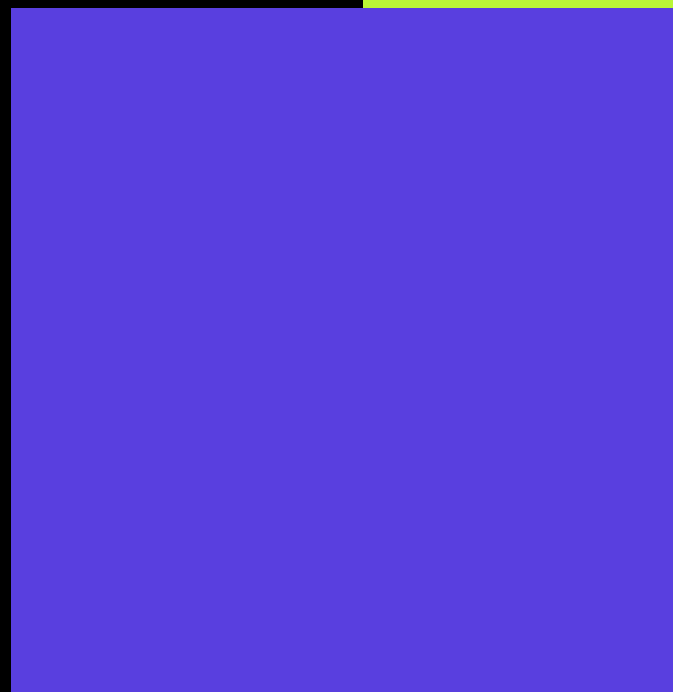
To create community for GenZ around technology to spark conversations on how it intersects with our daily lives.

Our Vision

To provide a timeless multimedia platform where GenZ can continuously discover emerging technologies.

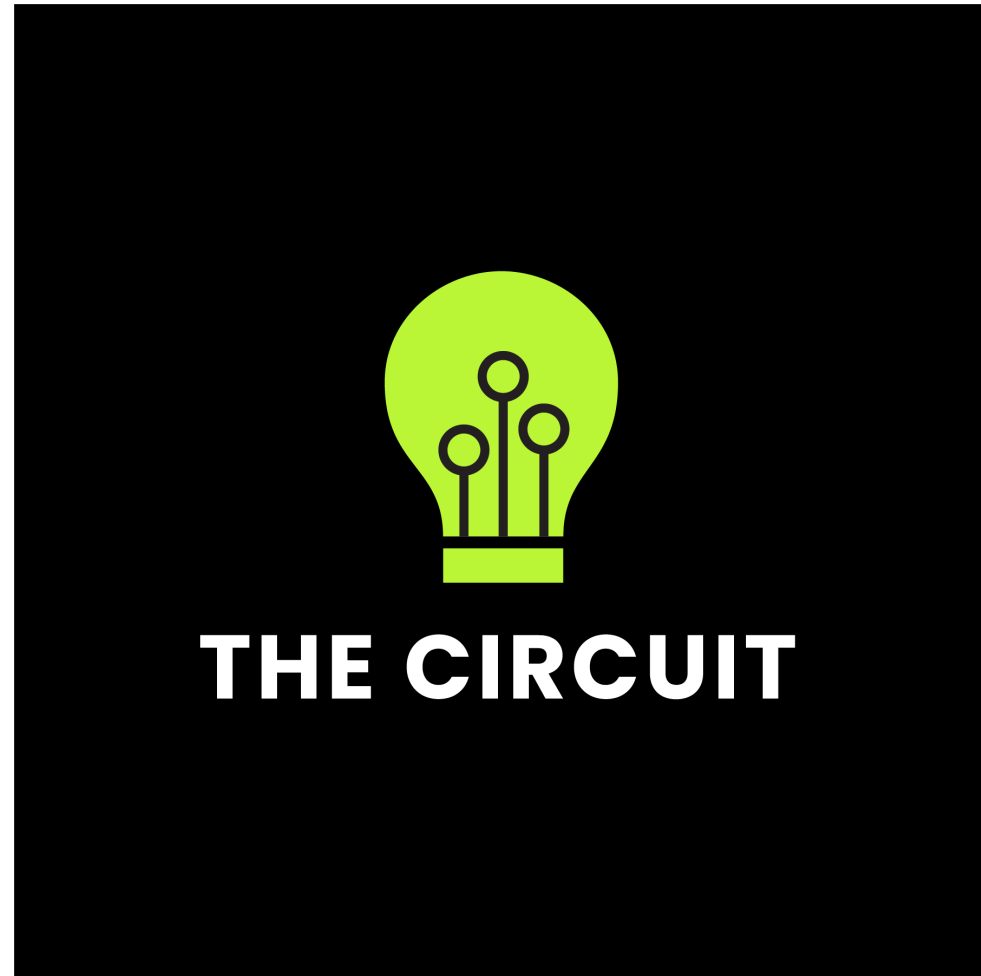


LOGO



Primary Brand Identifier

The primary identifier features a light bulb in circuit green with all caps Poppins bold lettering.



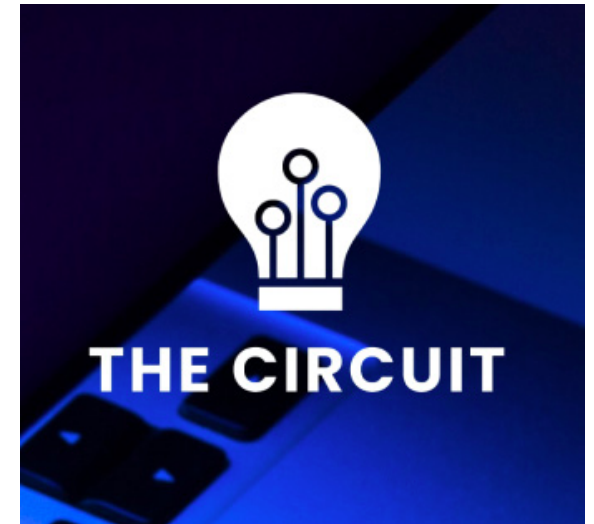
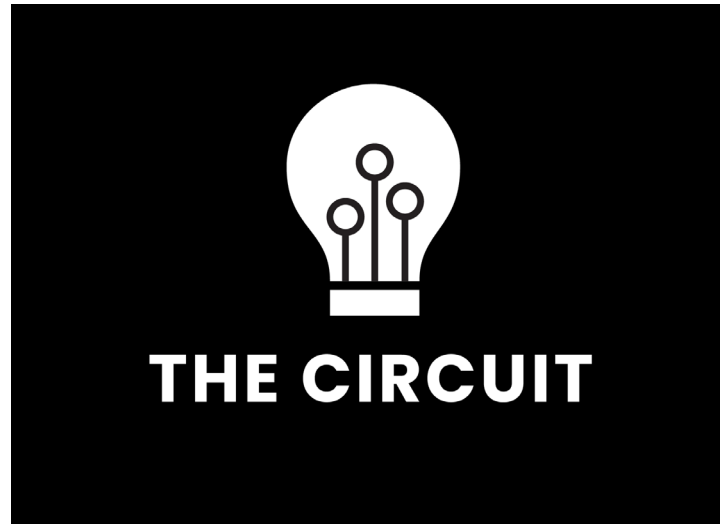
Website Identifier

The website logo is in all white over a black background.



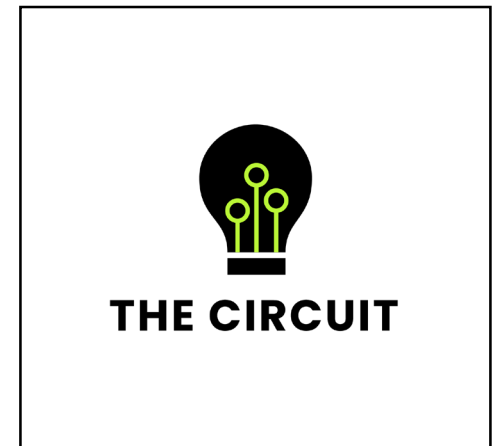
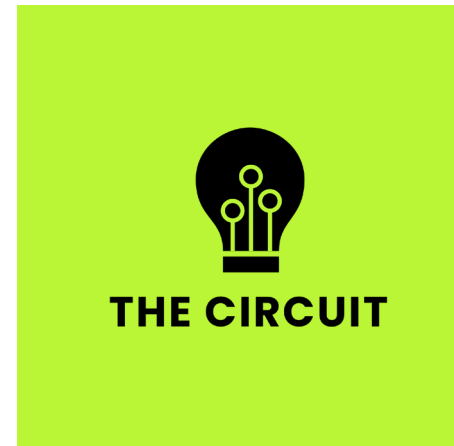
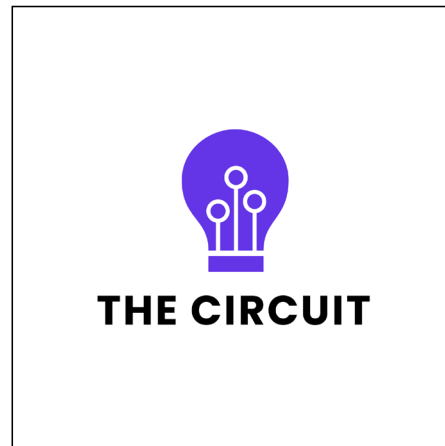
Secondary Identifier

The secondary identifier is used in all white and can be used against black and image backgrounds.



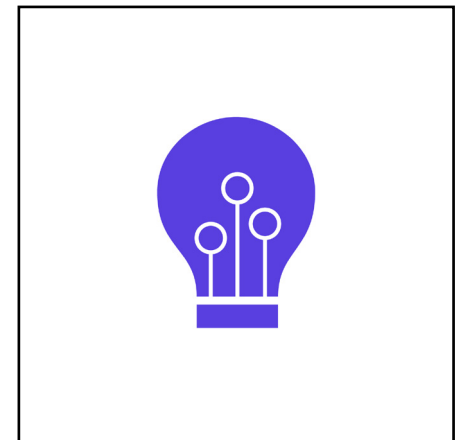
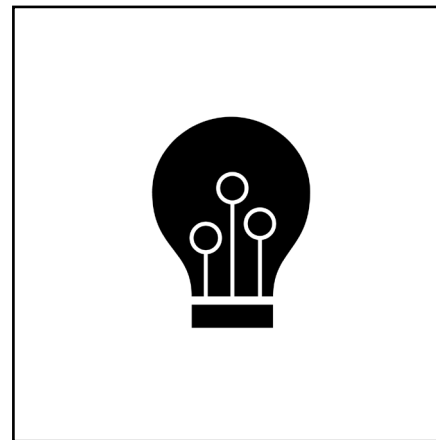
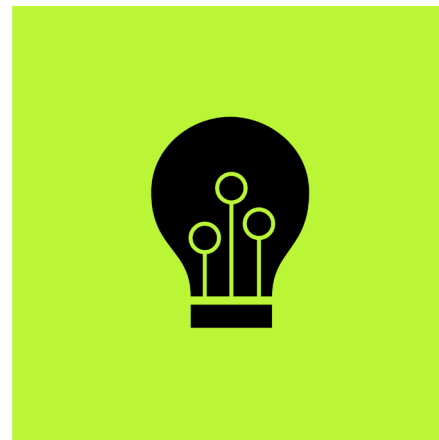
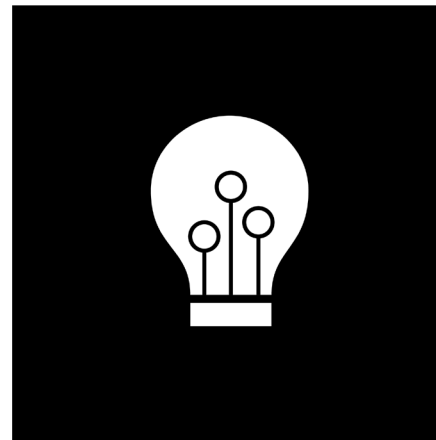
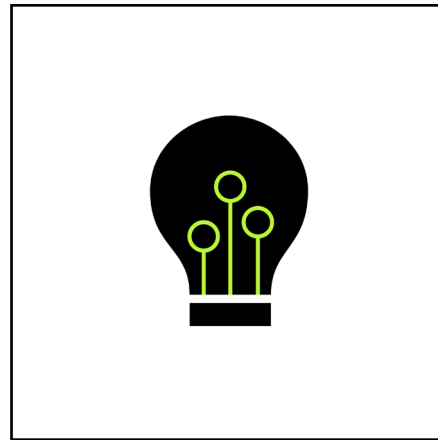
Alternative Colors

These alternative colored logos can be used in social media posts.



Stand Alone Logo

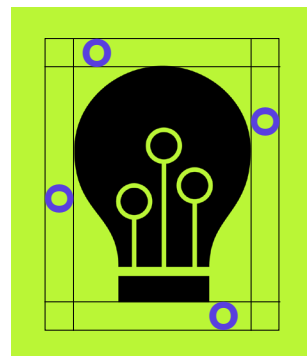
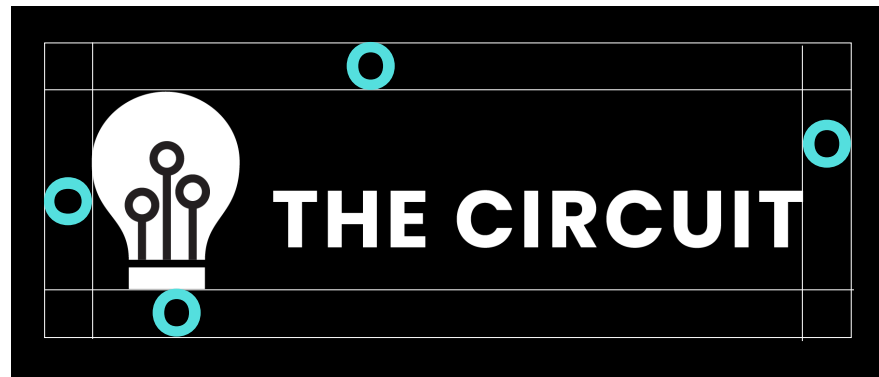
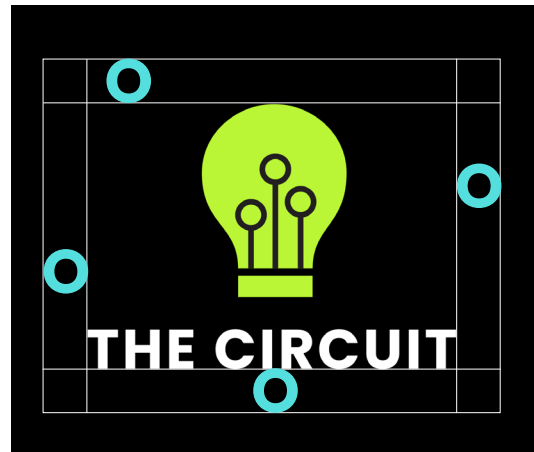
These stand alone logos can be used as social media profiles or other social media assets.



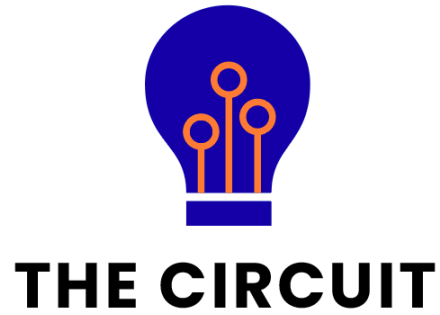
Exclusion Zone

It is important to keep the brand's logo clear of any other graphic elements. There is an exclusion zone around the logo, indicating the closest another graphic elements can be to the mark.

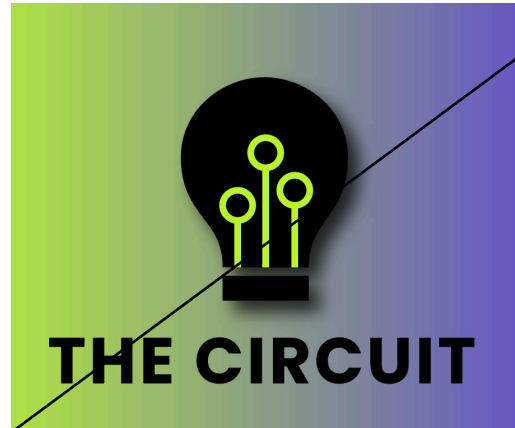
The exclusion zone is equivalent to the width of the base of the light bulb, regardless of the scale of the logo.



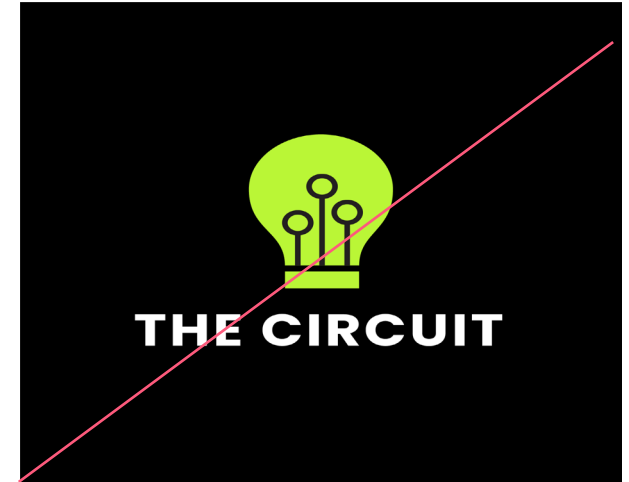
Logo Misuse



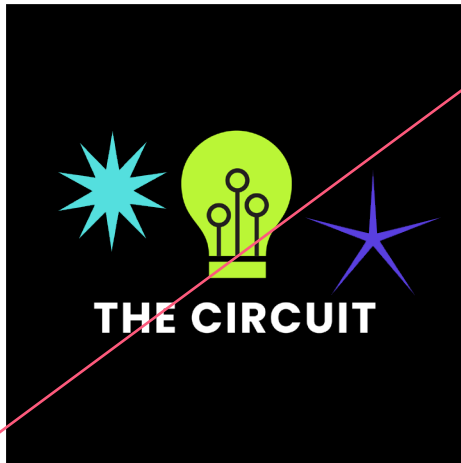
DO NOT present the logo in a color not associated with The Circuit's brand.



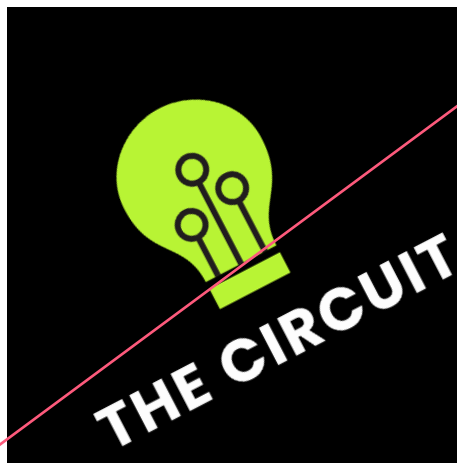
DO NOT add any effects, such as a drop shadow or gradient, to the logo.



DO NOT stretch the logo.



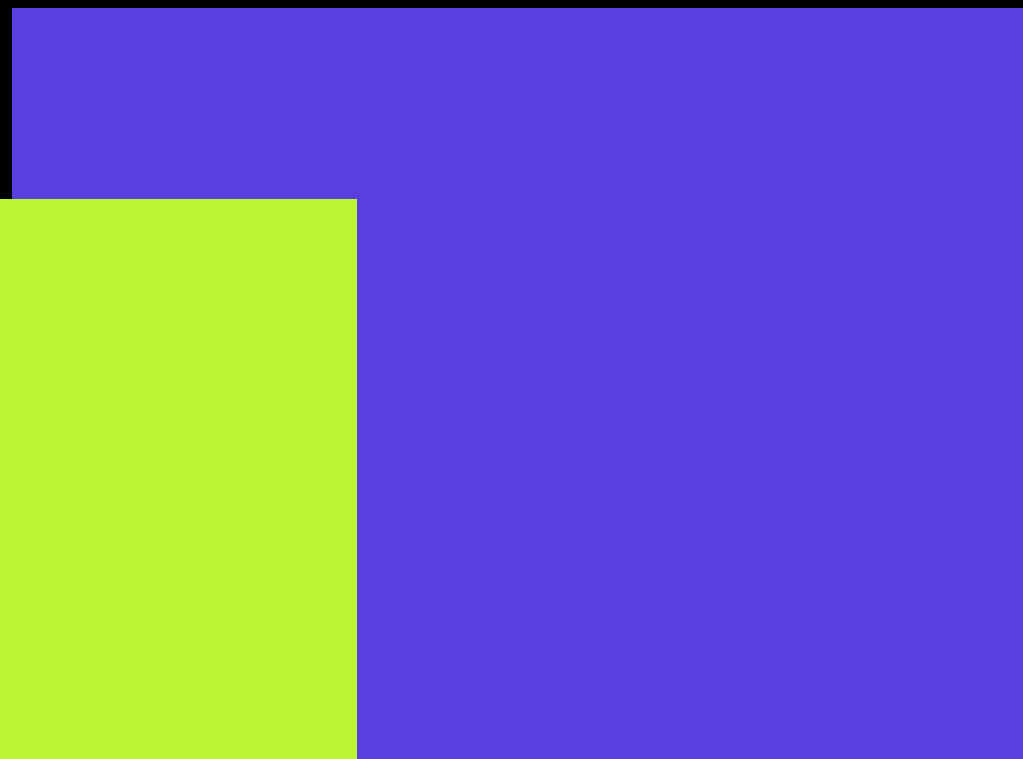
DO NOT place logo too close to another element, see "exclusion zones"



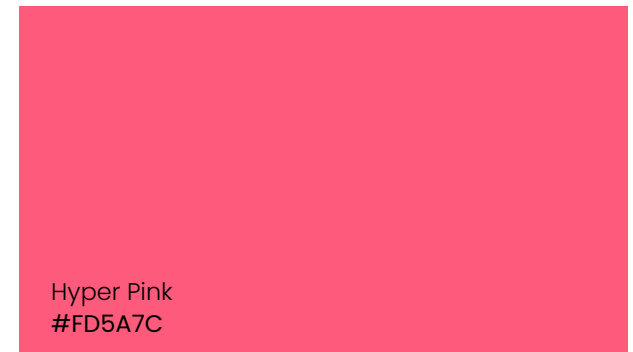
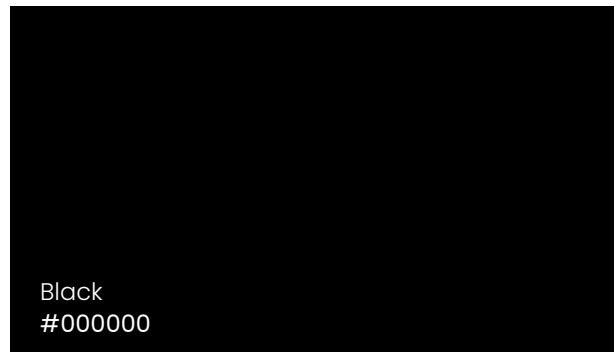
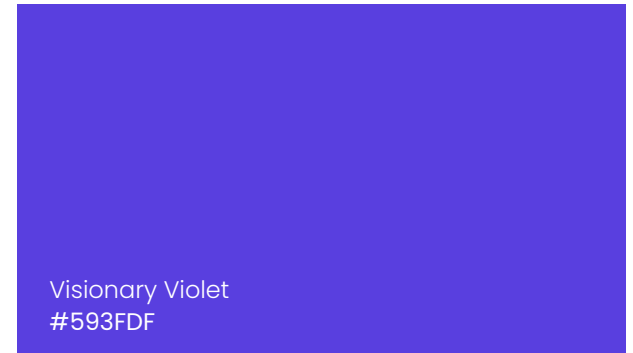
DO NOT tilt the logo.



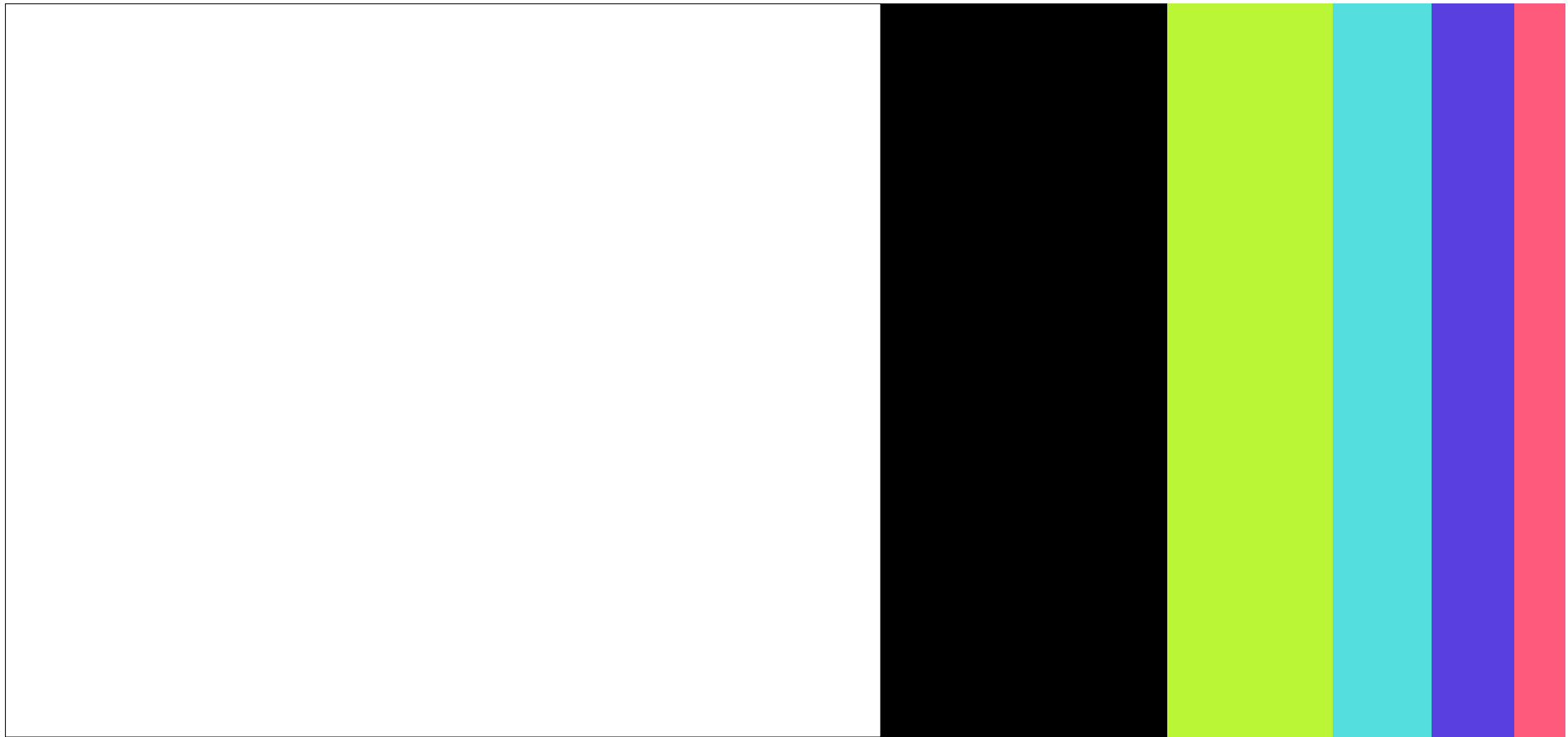
COLORS



Color Palette



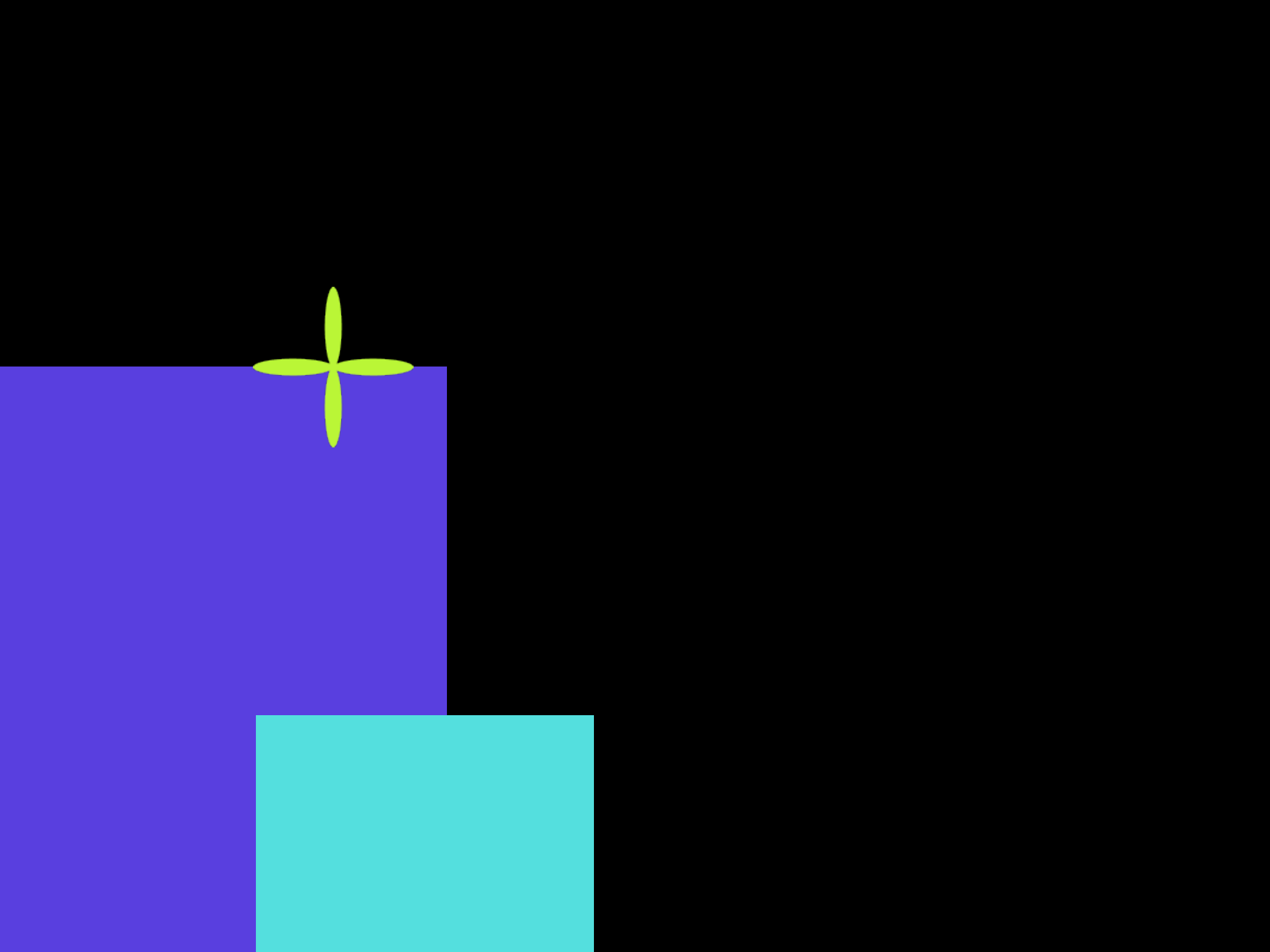
Color Ratio



BACKGROUND

PAGE HEADER
BACKGROUND

ACCENT COLORS



TYPOGRAPHY



Desktop

H1

Poppins Regular

100px

H2

Poppins Bold

36px

H3

Poppins Medium

36px

Desktop: Articles

A1

Poppins Medium

24px

A2

Poppins Bold

20px

A3

Poppins Bold

36px

A4

Poppins Regular

18px

B1

Lato Regular

17px

B2

Lato Bold

17px

Mobile

H1 **Poppins Regular** 32px

H2 **Poppins Bold** 23px

H3 Poppins Medium 23px

Mobile: Articles

H1 Poppins Medium 19px

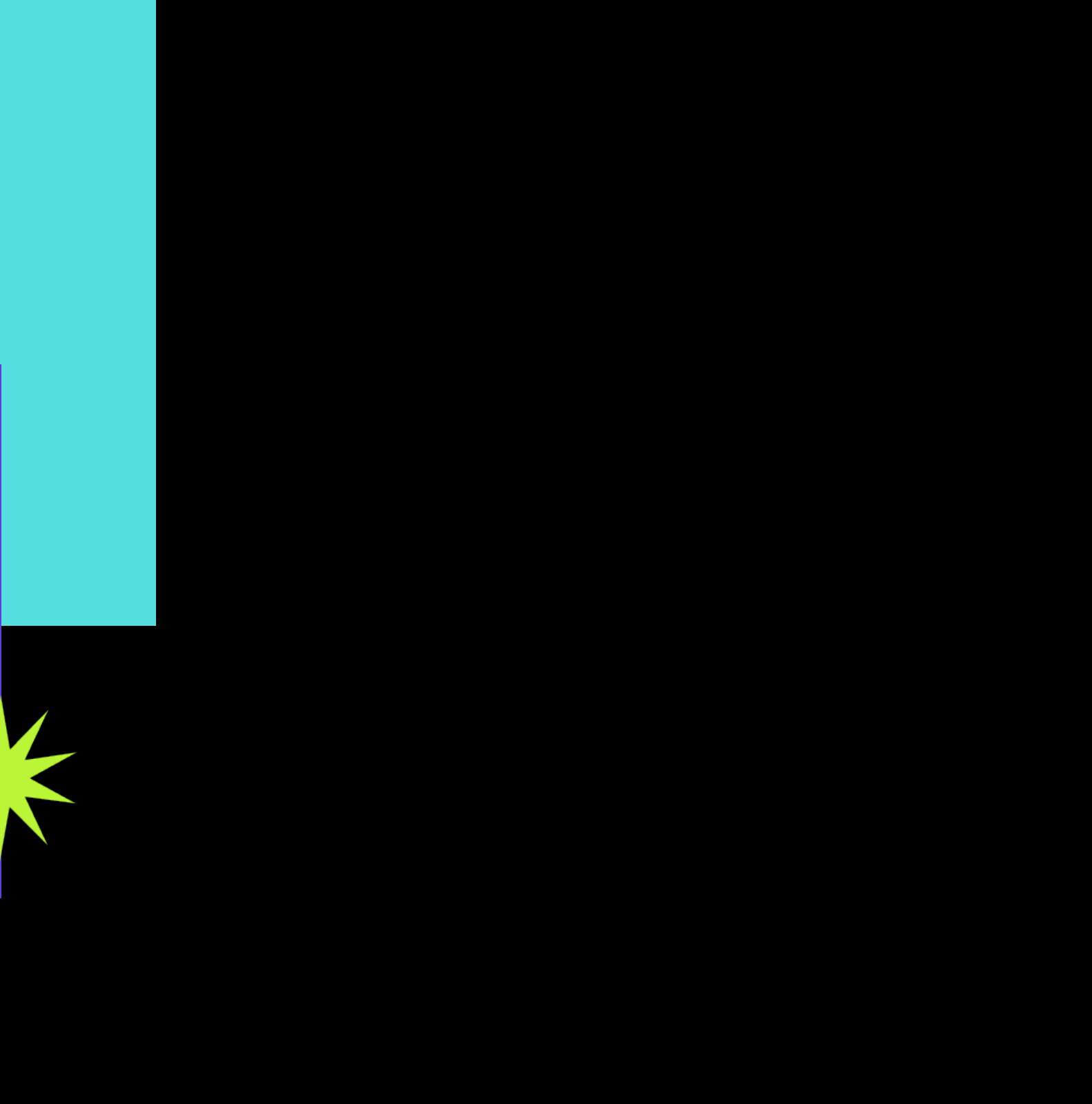
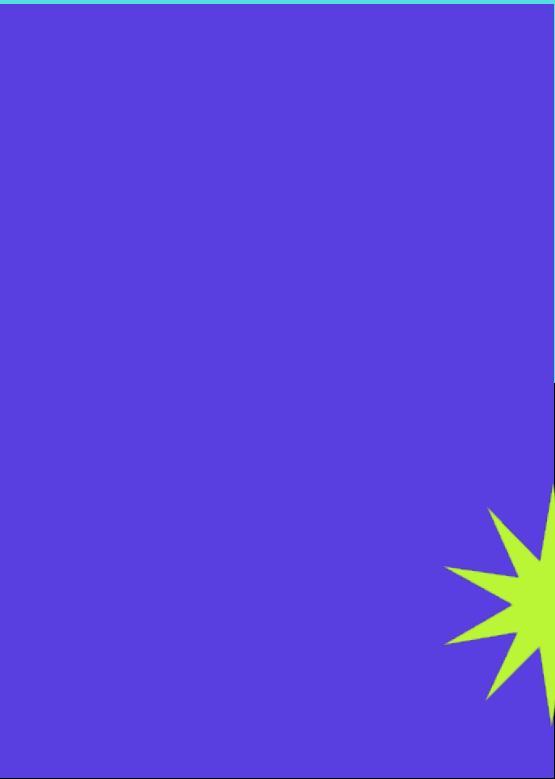
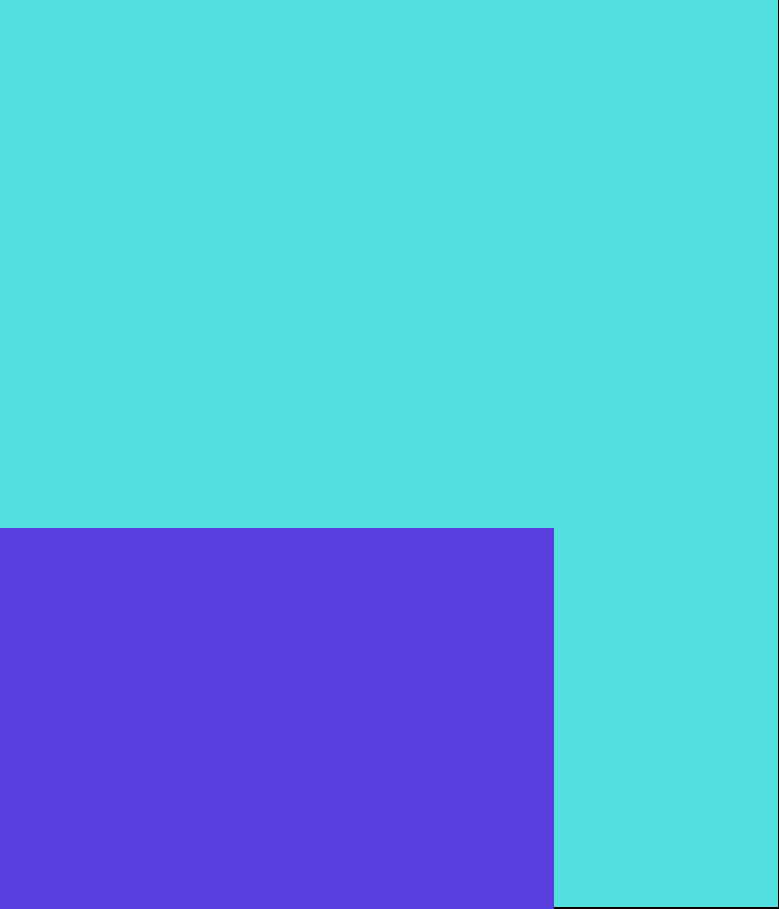
H2 Poppins Bold 20px

H3 Poppins Bold 23px

H4 Poppins Regular 13px

B1 Body Lato Regular 13px

B2 Body Lato Bold 13px

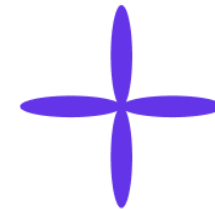
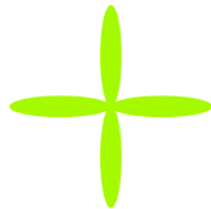
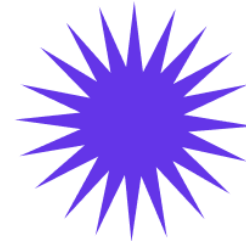
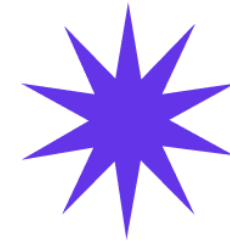
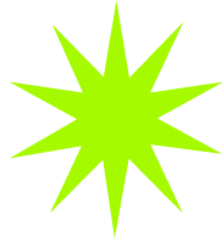


DESIGN ELEMENTS



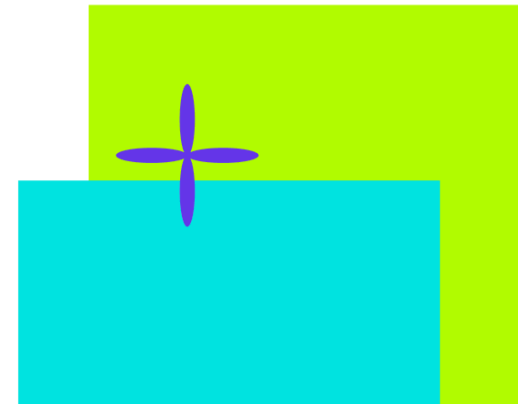
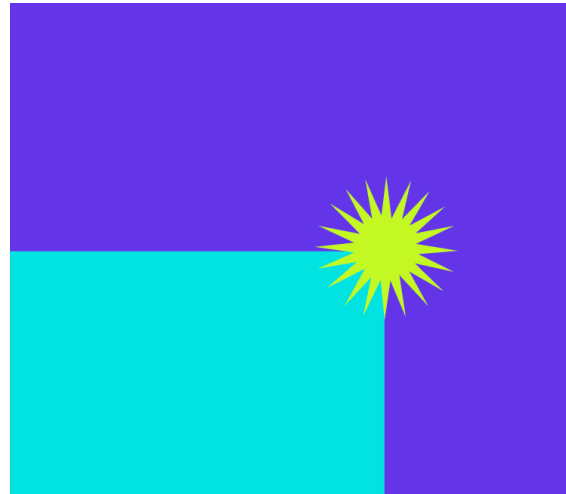
Star Graphics

There are only 4 consistent icons in the brand. They can change color depending on where it is used. When they are used they should be the same size.



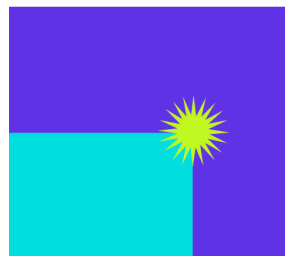
Color Blocks

Color blocks can be paired with two colors. They should always be rectangular and the second shape should be within the larger shape. They can be used with the icons but the icon has to be overlaid on top.



When placing multiple blocks on top of each other, make sure that they are used secondary to the content rather than distracting the user experience.

Meet The Team



Leadership



Valerie
Editor-in Chief and Founder



Sammy
Operational Director



Marketing



Andrea
Social Media Coordinator



Valeria
Content Creator



Tara
Content Creator



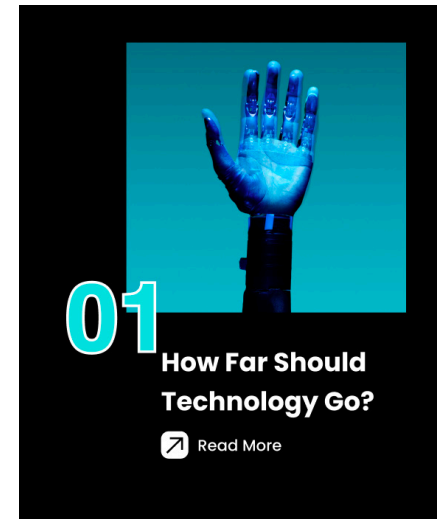
Numbers

Numbers are used on the home page to identify series articles. The default is a white outline of the number. The type should be **Poppins Bold**.

The hover of the numbers should be in accent colors of circuit green and electric blue.

The number should overlap the image.

These numbers are only used on the home page.



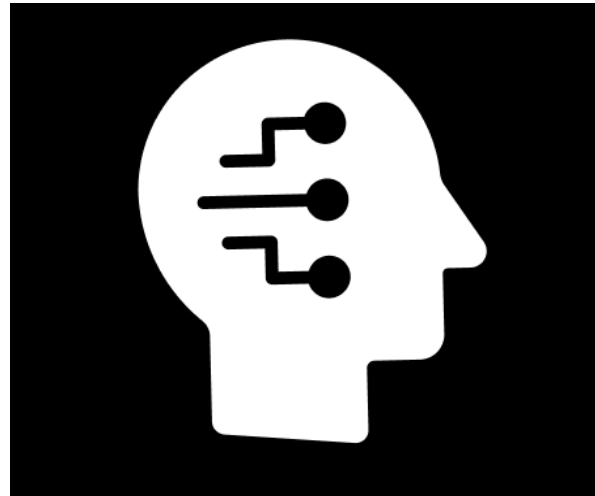
Iconography

Icons can be used for social media assets and marketing purposes.

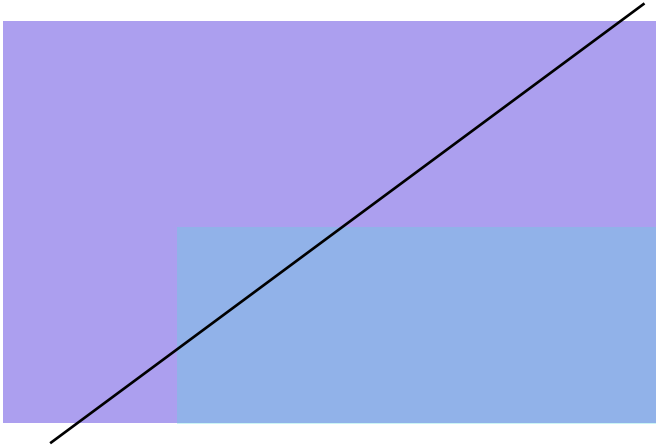
The design of the icons should have a “cut out look”, similar to the logo.

Icons can be found at thenounproject.com

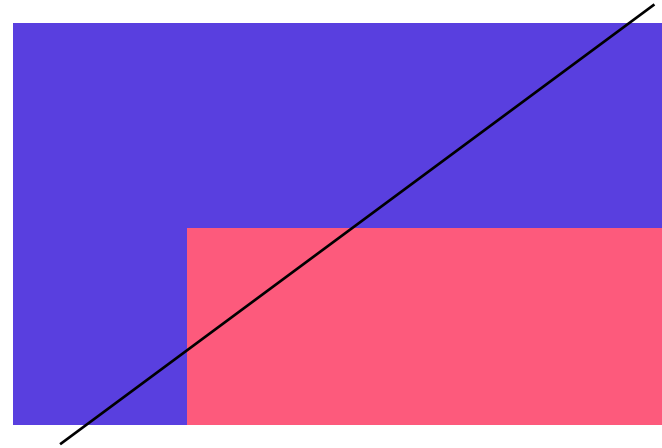
Icons should not be used on the website.



Design Misuse



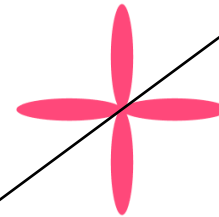
DO NOT change the opacities of the colors when overlaying color blocks



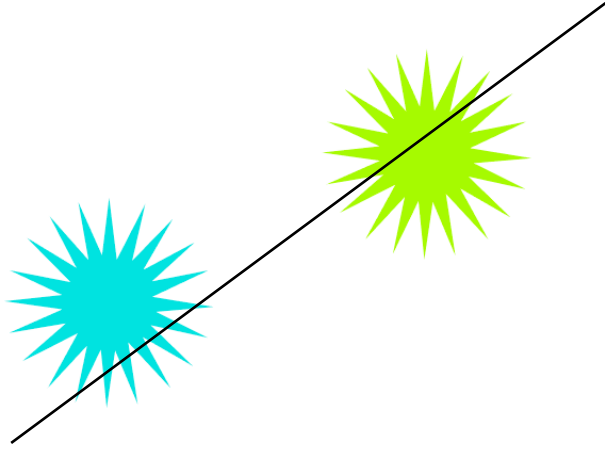
DO NOT use hyper pink with the color blocks.

01 02

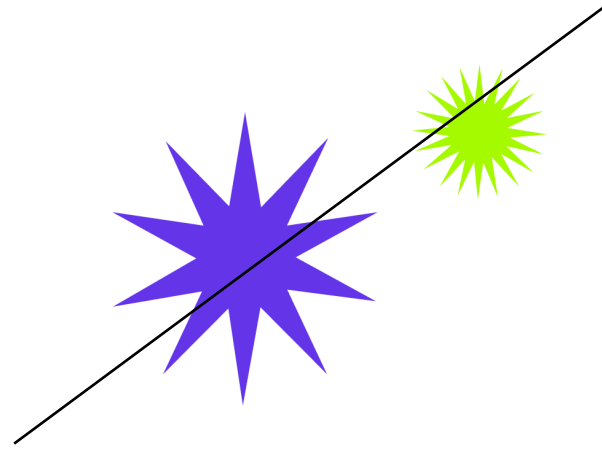
DO NOT use the colors visionary purple or hyper pink for the hover of the numbers.



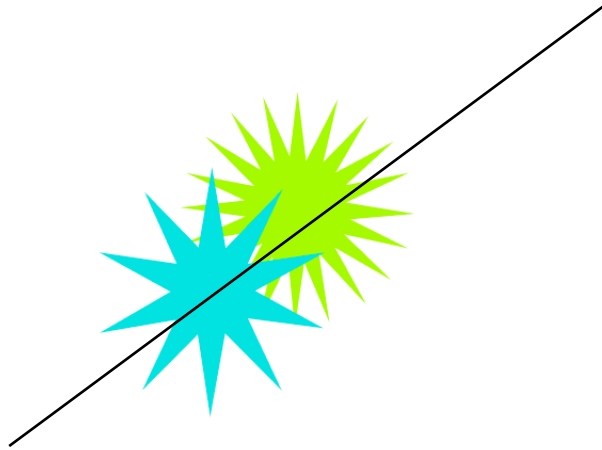
DO NOT use hyper pink for any graphic.



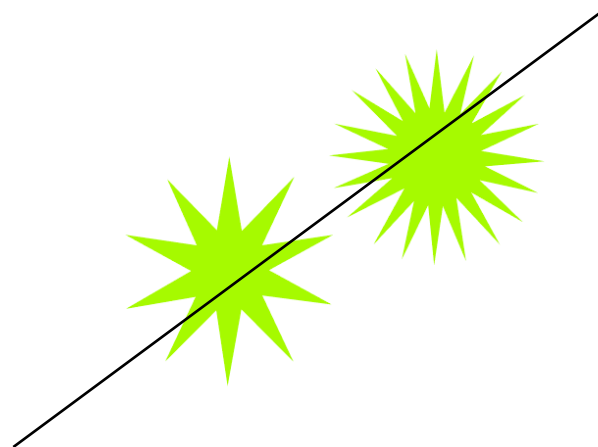
DO NOT have the same shaped icon near each other.



DO NOT have two different sizes.



DO NOT overlap the graphics.



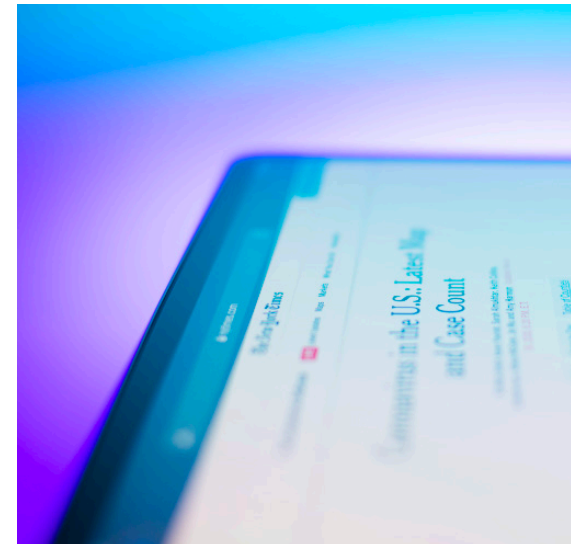
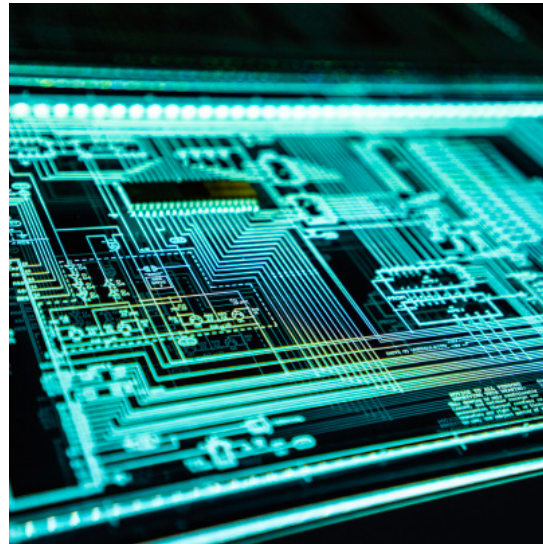
DO NOT use the same color near each other.

Photo Usage

The style of the photos should have similar accent colors to the brand color palette. It should highlight tech and look clean and modern.

The photos should be in a straight edged rectangle or square. There are no round edges.

Royalty-free photos can be found at unsplash.com



Photos on each article page should span the entire height of the article and be seen at all times on the right-hand side.

The screenshot shows a website layout for 'The Circuit'. At the top is a dark navigation bar with the site name 'The Circuit' on the left and links for 'About', 'Articles', 'Community' (with a dropdown arrow), and 'Contact' on the right. The main content area features an article titled 'Artificial Intelligence & Free Will in a Deterministic World'. Below the title are two category tags: 'FINTECH' (purple) and 'HEALTH TECH' (teal). The article's metadata reads 'Lorem Ipsum | Aug 8 | 2 min read'. The article text consists of two paragraphs of Lorem Ipsum, with a quote in the second paragraph: "It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum." To the right of the text is a vertical image of a laptop keyboard with a glowing Apple logo on the screen. At the bottom is a dark footer containing the site name 'The Circuit', a newsletter sign-up form with 'name' and 'email' input fields and a 'sign up' button, and social media icons for Instagram, LinkedIn, TikTok, and a hand icon.

The Circuit About Articles Community ▼ Contact

Artificial Intelligence & Free Will in a Deterministic World

FINTECH HEALTH TECH

Lorem Ipsum | Aug 8 | 2 min read

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of [Letraset sheets](#) containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

"It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum."

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

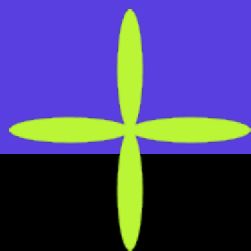
The Circuit Subscribe to Our Newsletter!

name

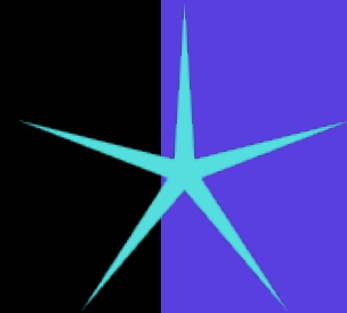
email

sign up

Instagram LinkedIn TikTok Hand icon



WEB COMPONENTS



Buttons

Primary

Primary buttons are used within the primary CTA (refer to CTA).

This button only utilizes Circuit green. DO NOT use other accent colors.



DEFAULT



HOVER

Secondary

Secondary buttons are used in the footer and very rarely when more than two buttons are presented to the user.

This button only utilizes Hyper pink. DO NOT use other accent colors.



Tags

Primary

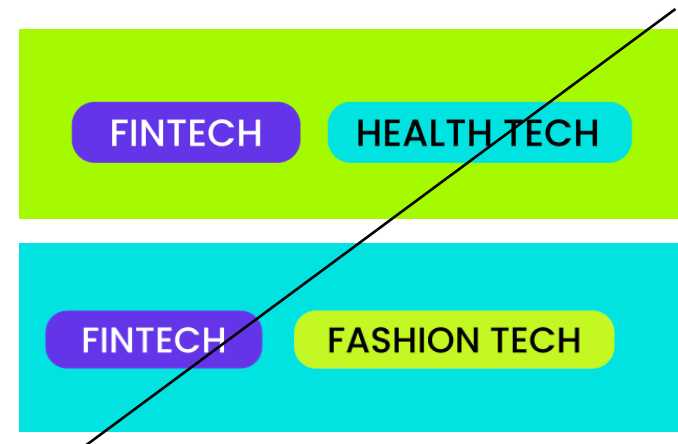
Primary tags are used to filter article types or job types. They utilize 3 colors: circuit green, electric blue, and visionary purple.

The copy of the tags should be in all caps in Poppins medium.



Secondary

Secondary tags are used on the job platform page to filter job types. These tags use black outline and text as a default then hyper pink color as the hover.

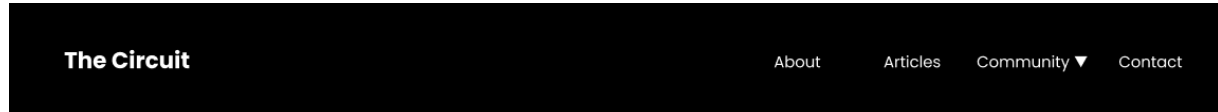


DO NOT place filter tags over accent colors. Only use black and white as the background.

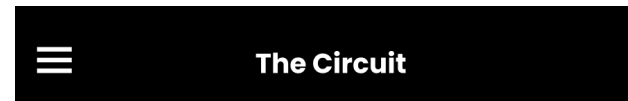
Header

The footer's background is Black with white text. The hover button is hyper pink.

DESKTOP



MOBILE



Dropdown menu should have a hover of circuit green and the type should be ***Poppins bold italic***



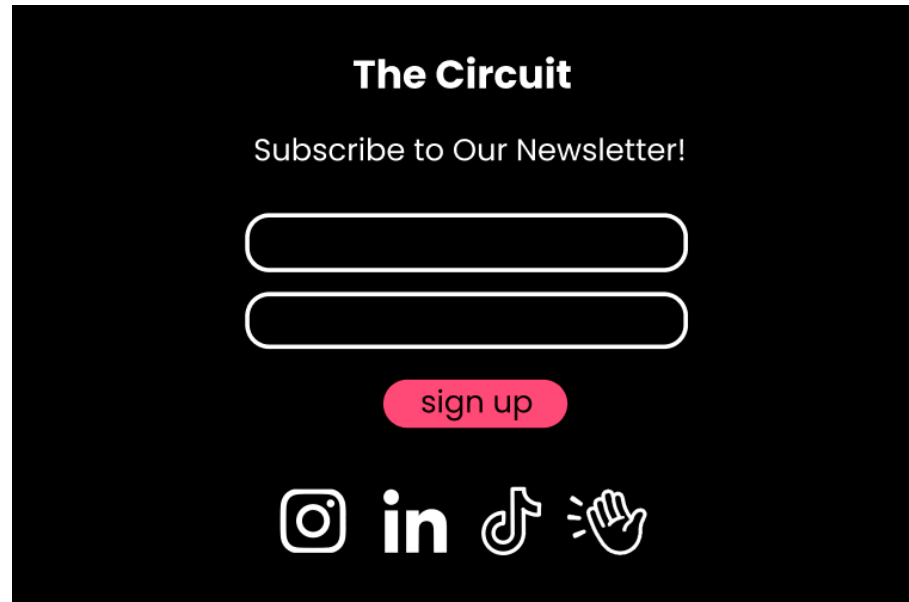
Footer

The footer's background is Black with white text. The hover button is hyper pink.

DESKTOP

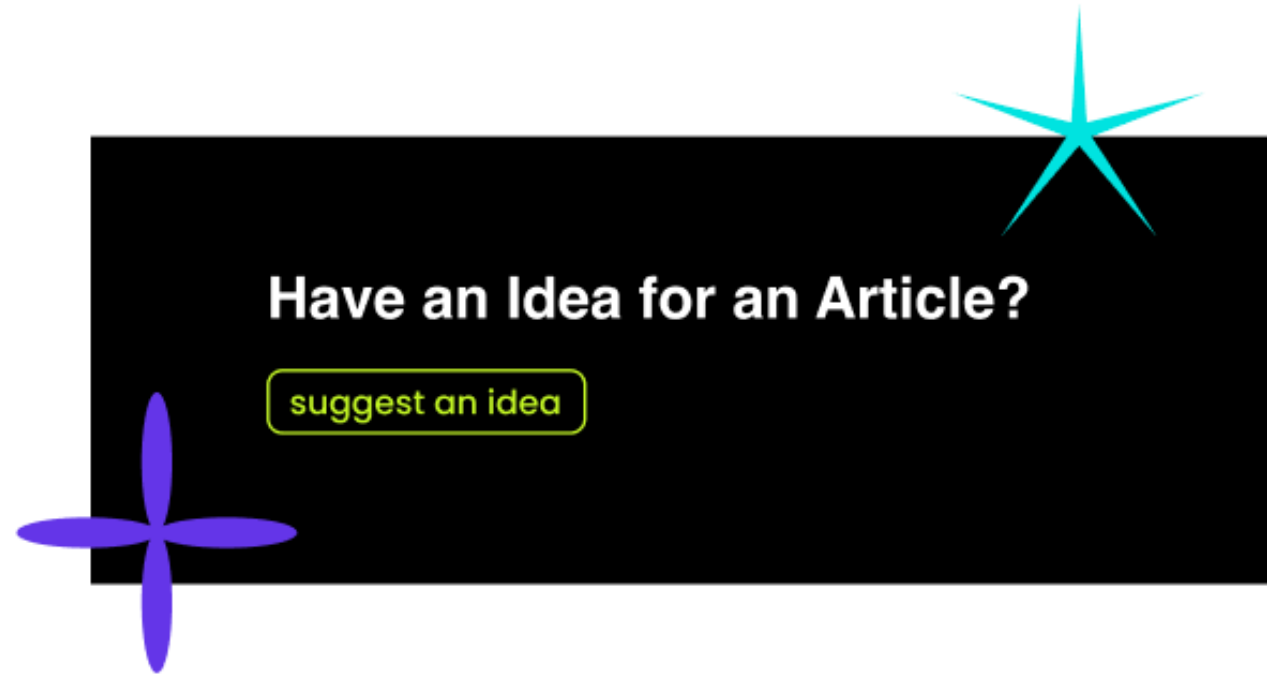


MOBILE

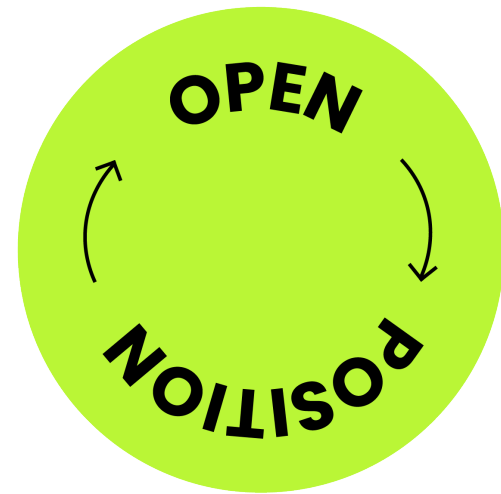


CTAs

The Primary CTA should have a black rectangle with white text and a default button of circuit green outlined. When the button is hover overed, it is completely filled with circuit green and has black text.



The Secondary CTA features the text in a circle shape with arrows.



MADE WITH  BY SCOUT

FALL 2021