THE CIRCUIT

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The Circuit's Mission

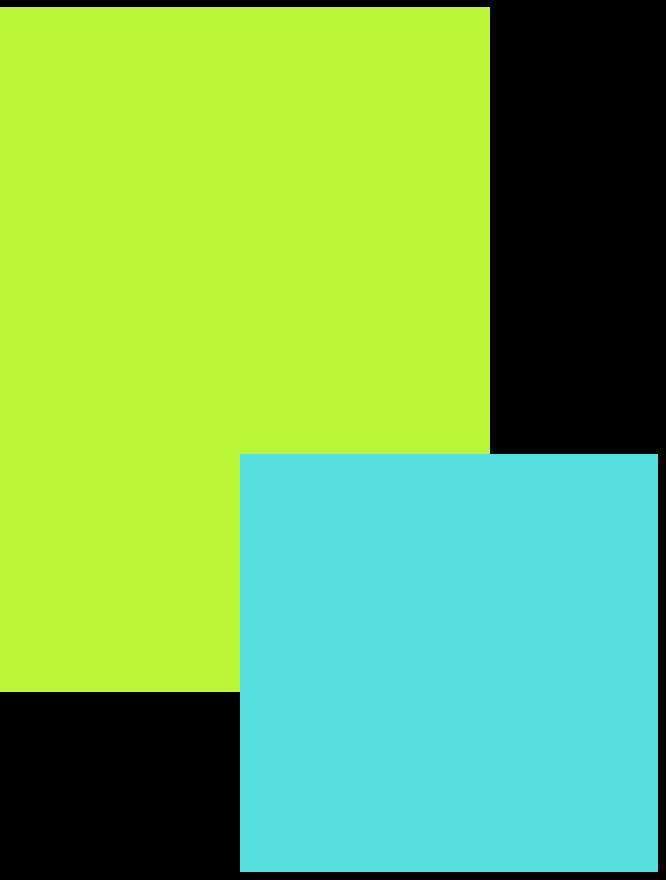
The Circuit is a student-run editorial and media platform that highlights the multifaceted uses and effects of technology.

Our Mission

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

Our Vision

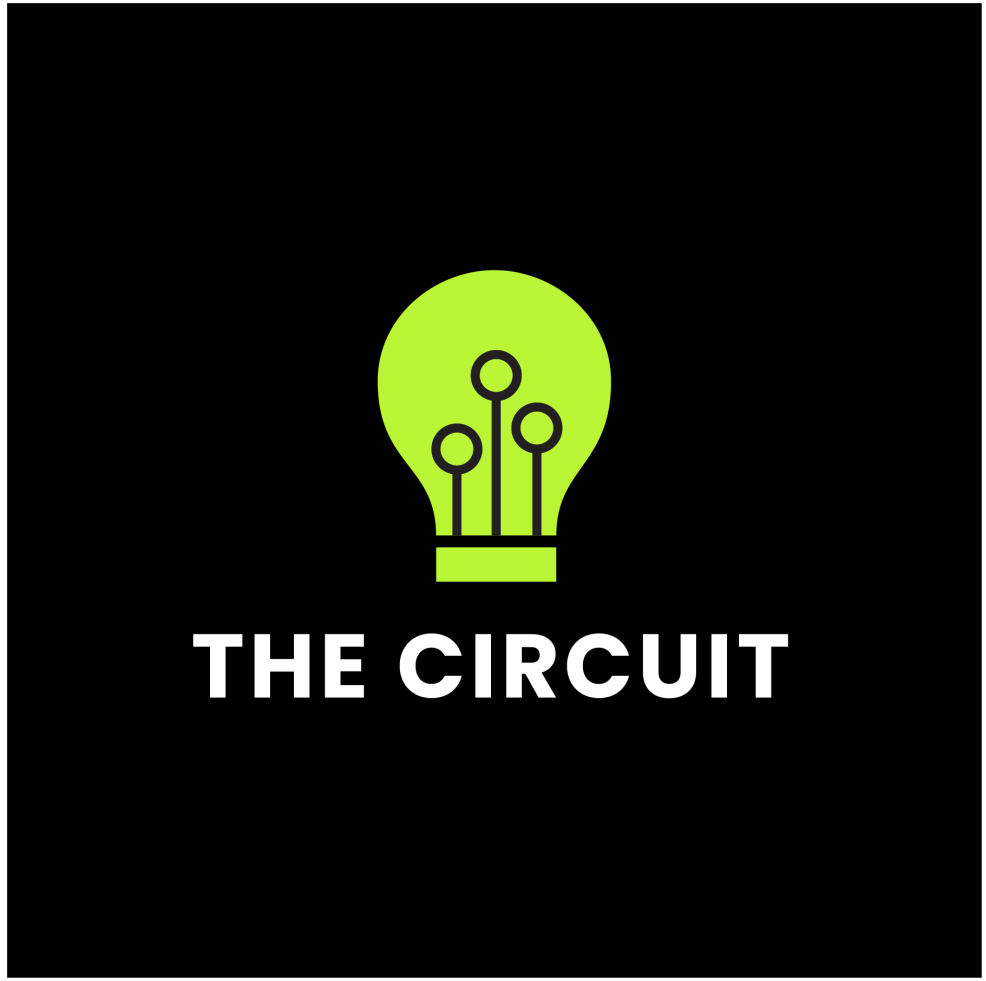
To provide a timeless multimedia platform where GenZ can continuously discover emerging technologies.



LOGO

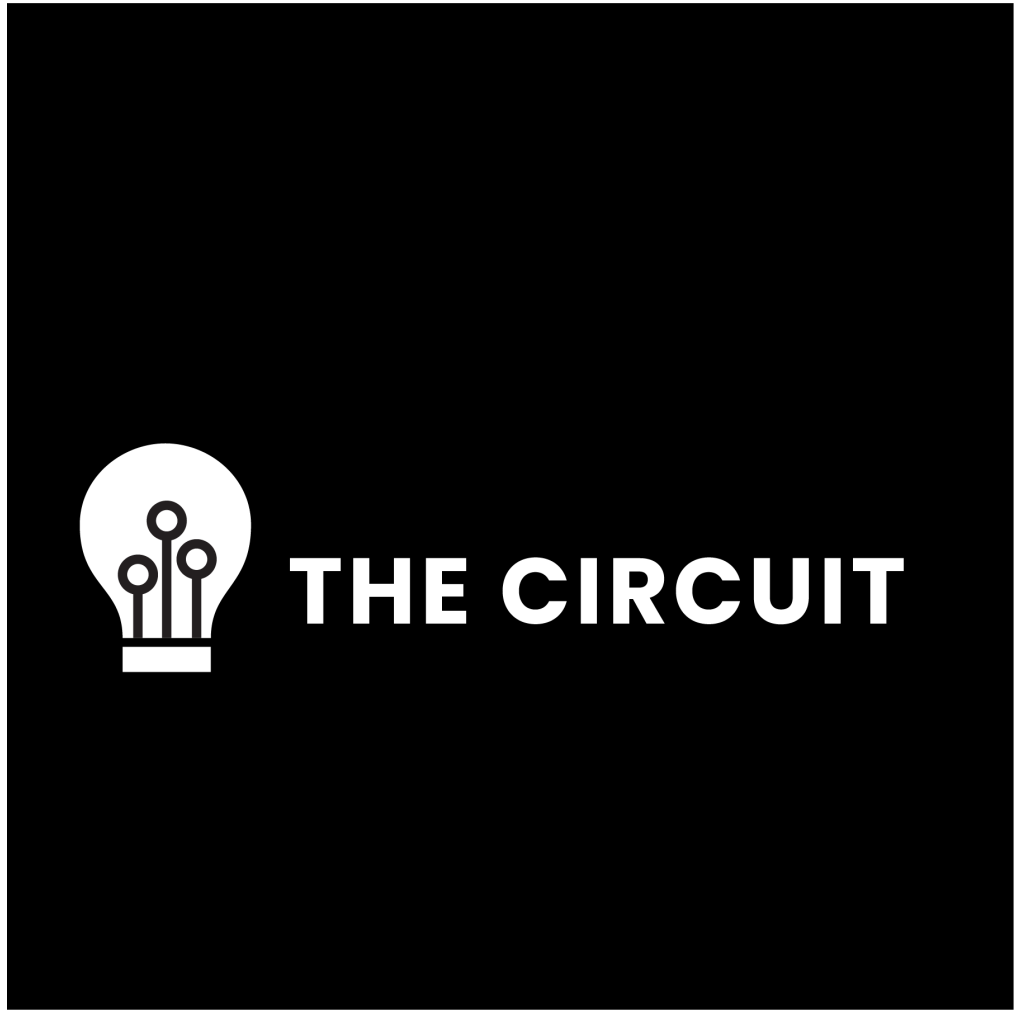
Primary Brand Identifier

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



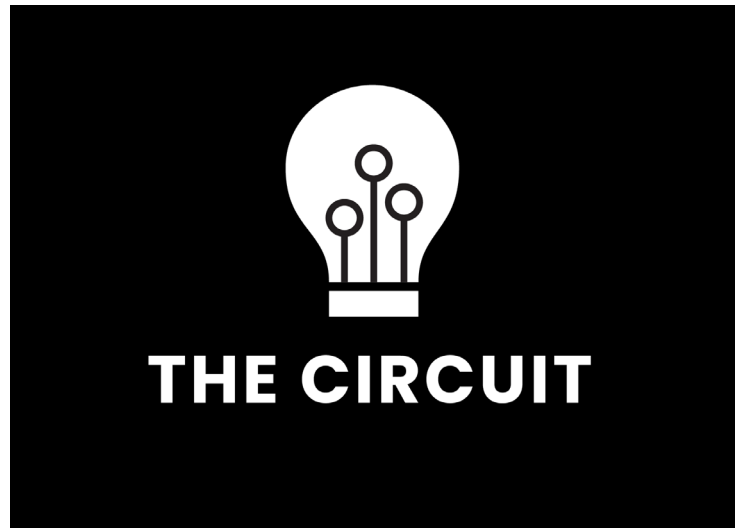
Website Identifier

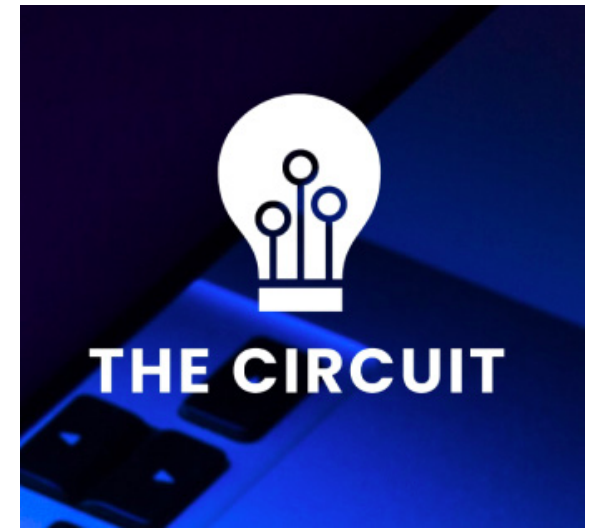
The website logo is in all white over a black background.



Secondary Identifier

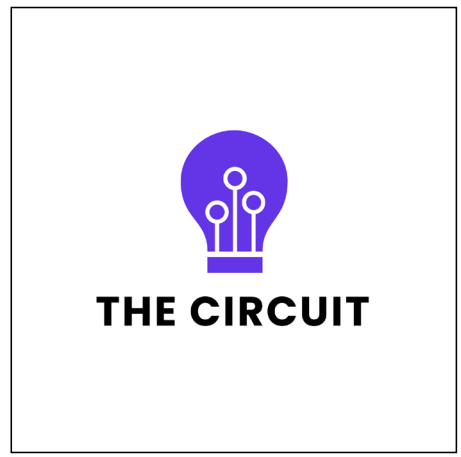
The secondary identifier is used in all white and can be used against black and image backgrounds.

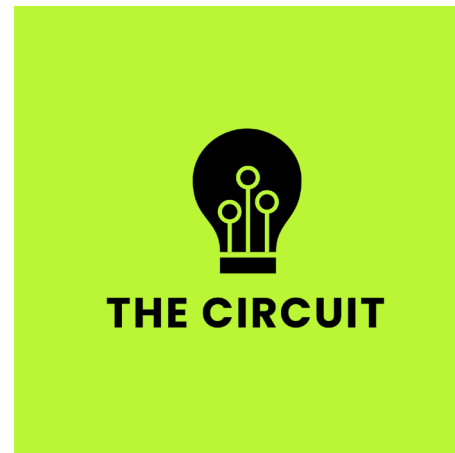


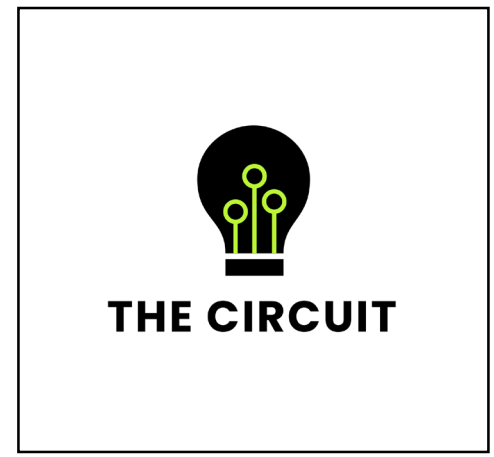


Alternative Colors

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

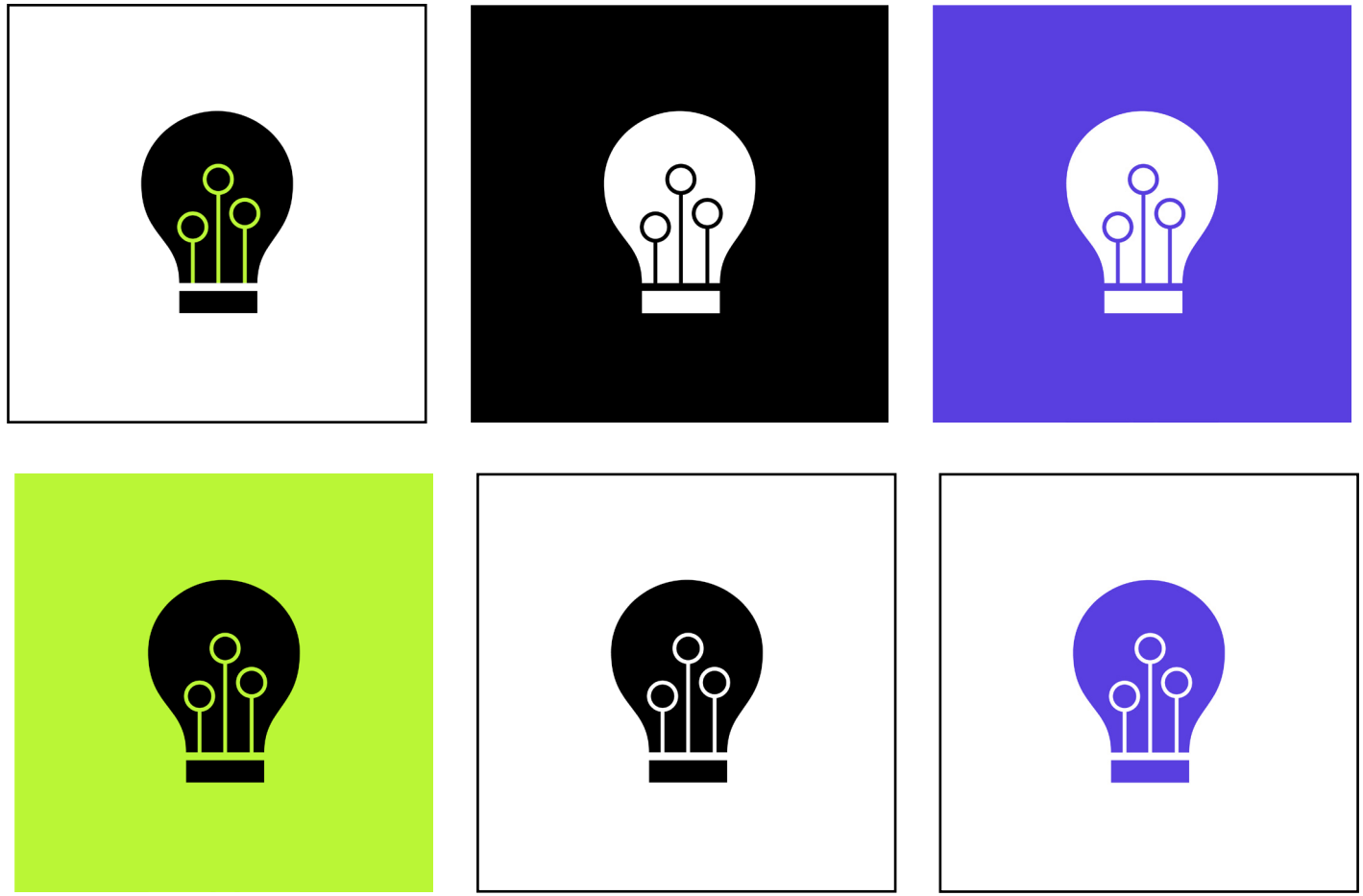






Stand Alone Logo

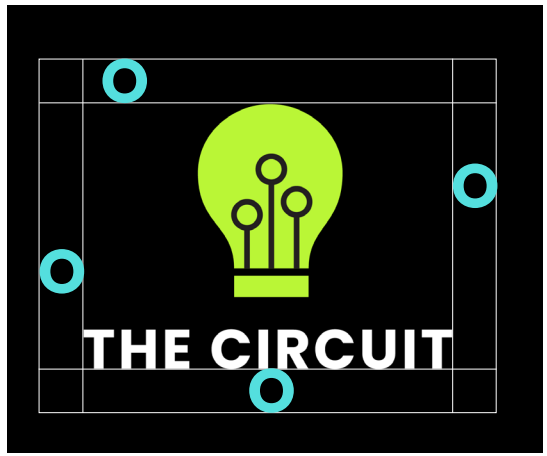
These stand alone logos can be used as social media profiles or other social media assets.

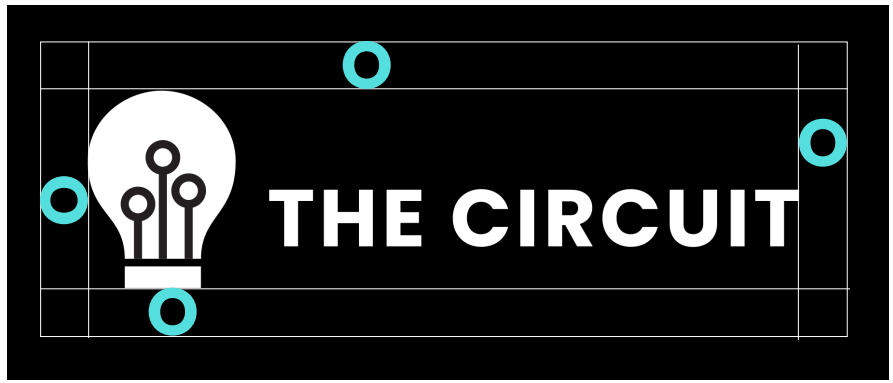


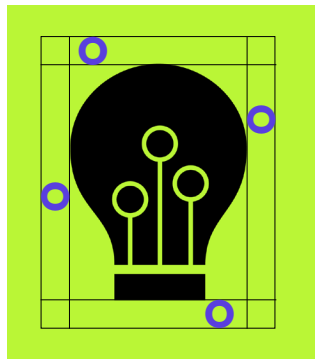
Exclusion Zone

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.

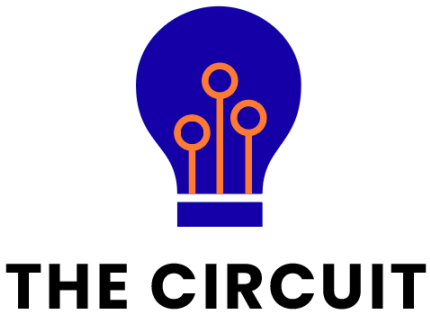
The exclusion zone is equivalent to the width of the base of the light bulb, regardless of the scale of the logo.



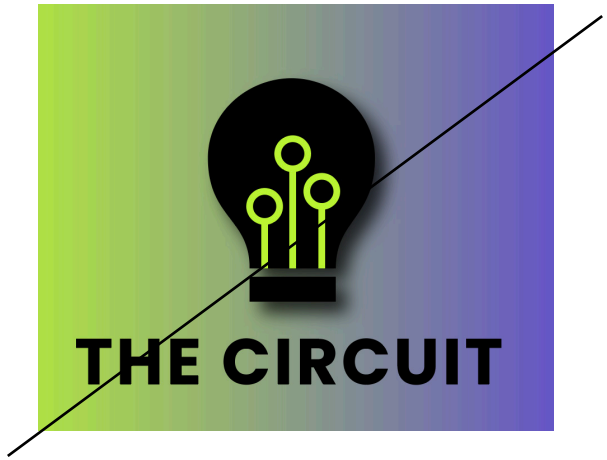




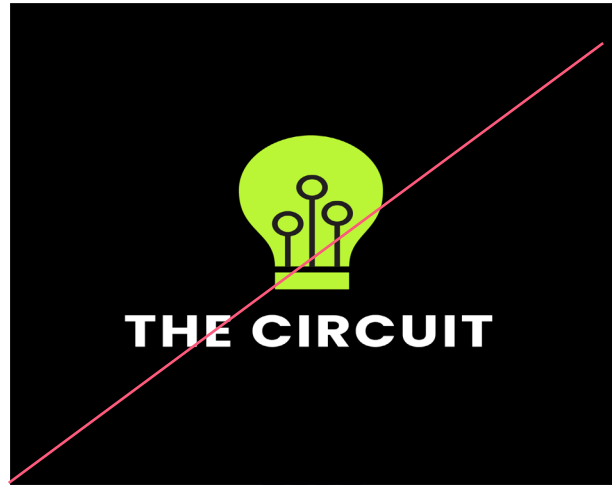
Logo Misuse



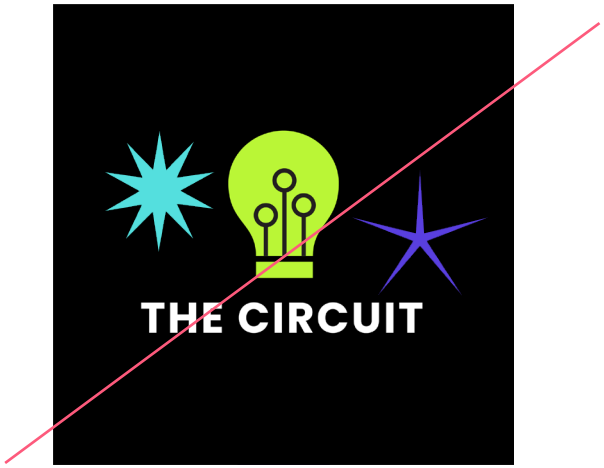
DO NOT present the logo in a color not associated with The Circuit's brand.



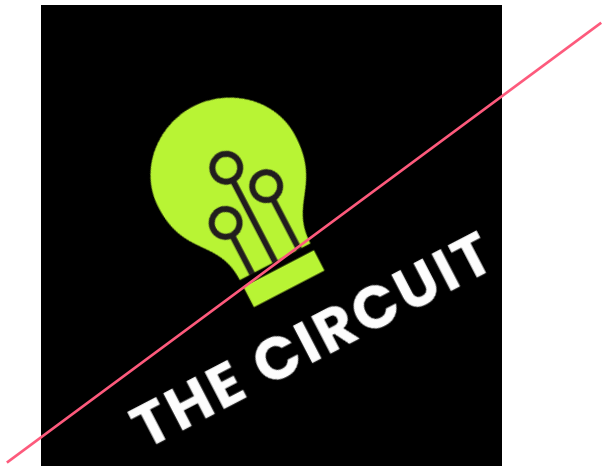
DO NOT add any effects, such as a drop shadow or gradient, to the logo.



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

White
#FFFFFF

Circuit Green
#BAF636

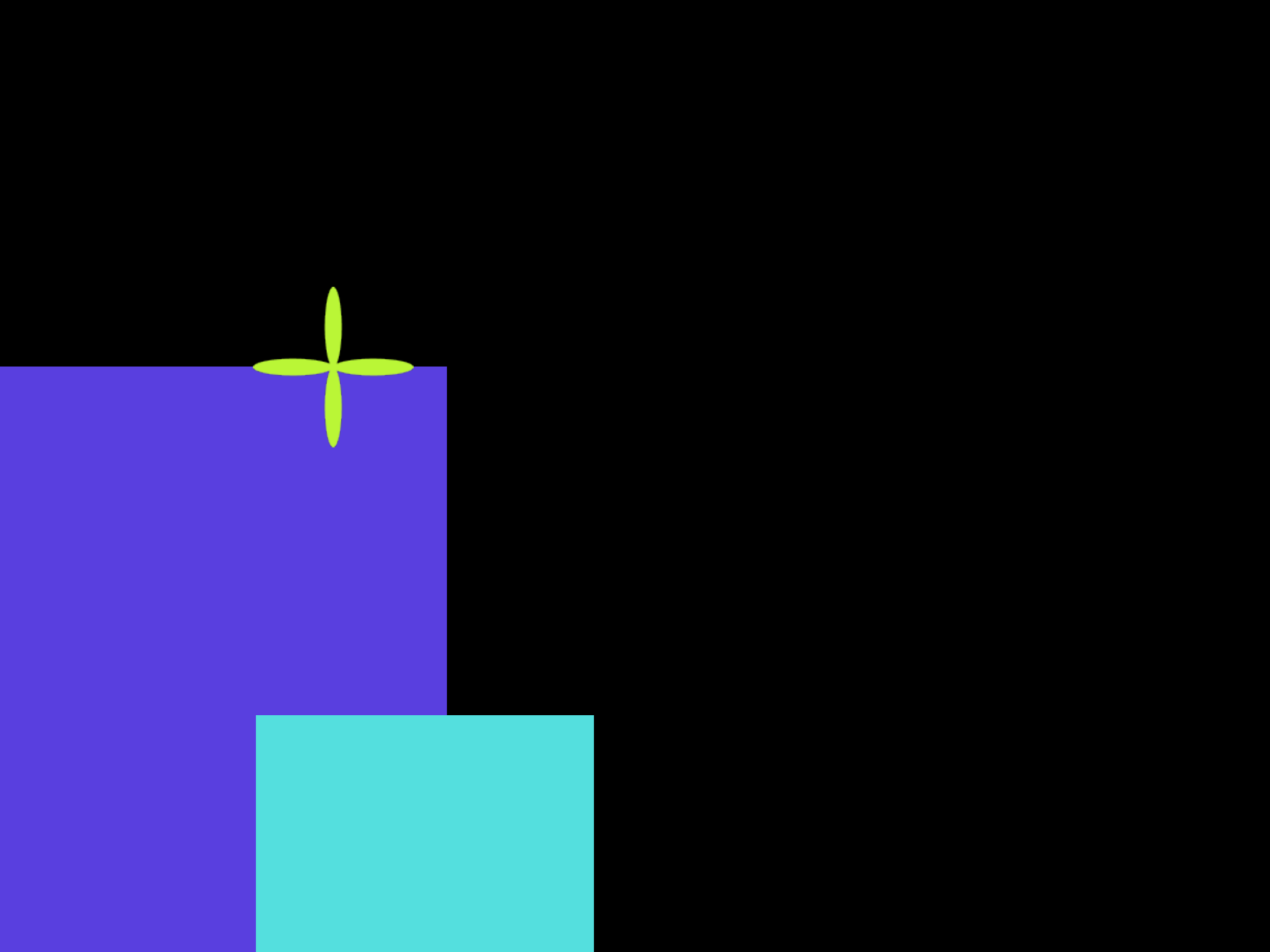
Visionary Violet
#593FDF

Black
#000000

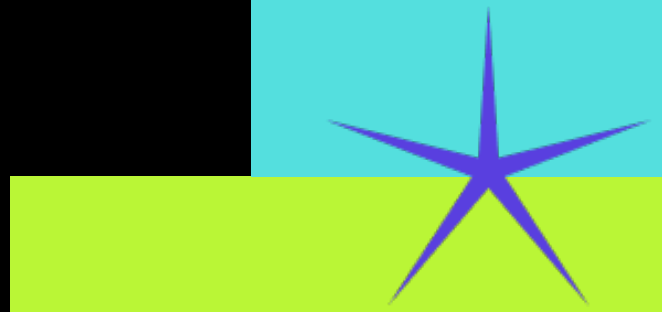
Electric Blue
54DFDE

Hyper Pink
#FD5A7C

Color Ratio



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

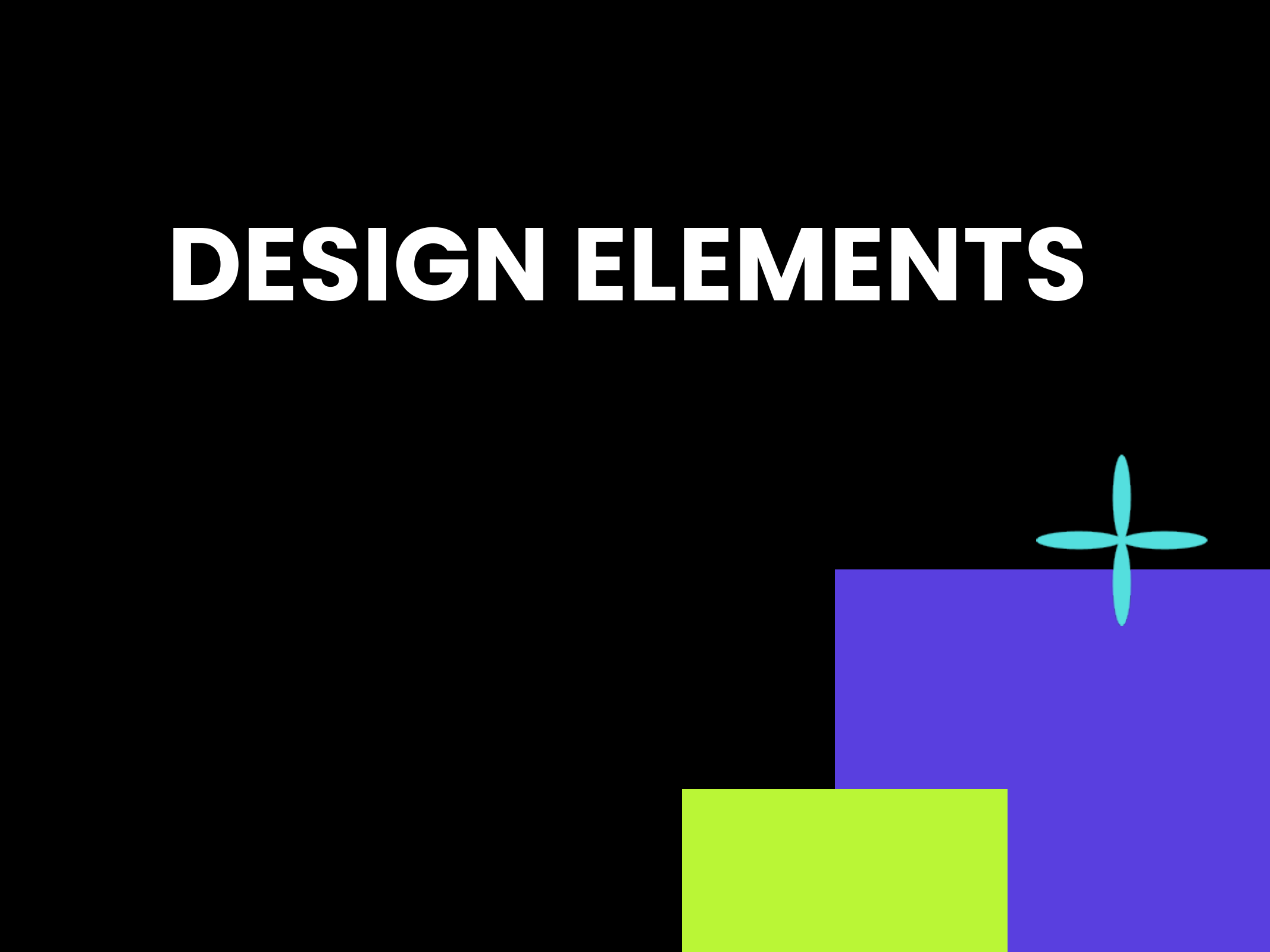
Mobile

H1	**Poppins Regular**	32px
H2	**Poppins Bold**	23px
H3	Poppins Medium	23px

Mobile: Articles

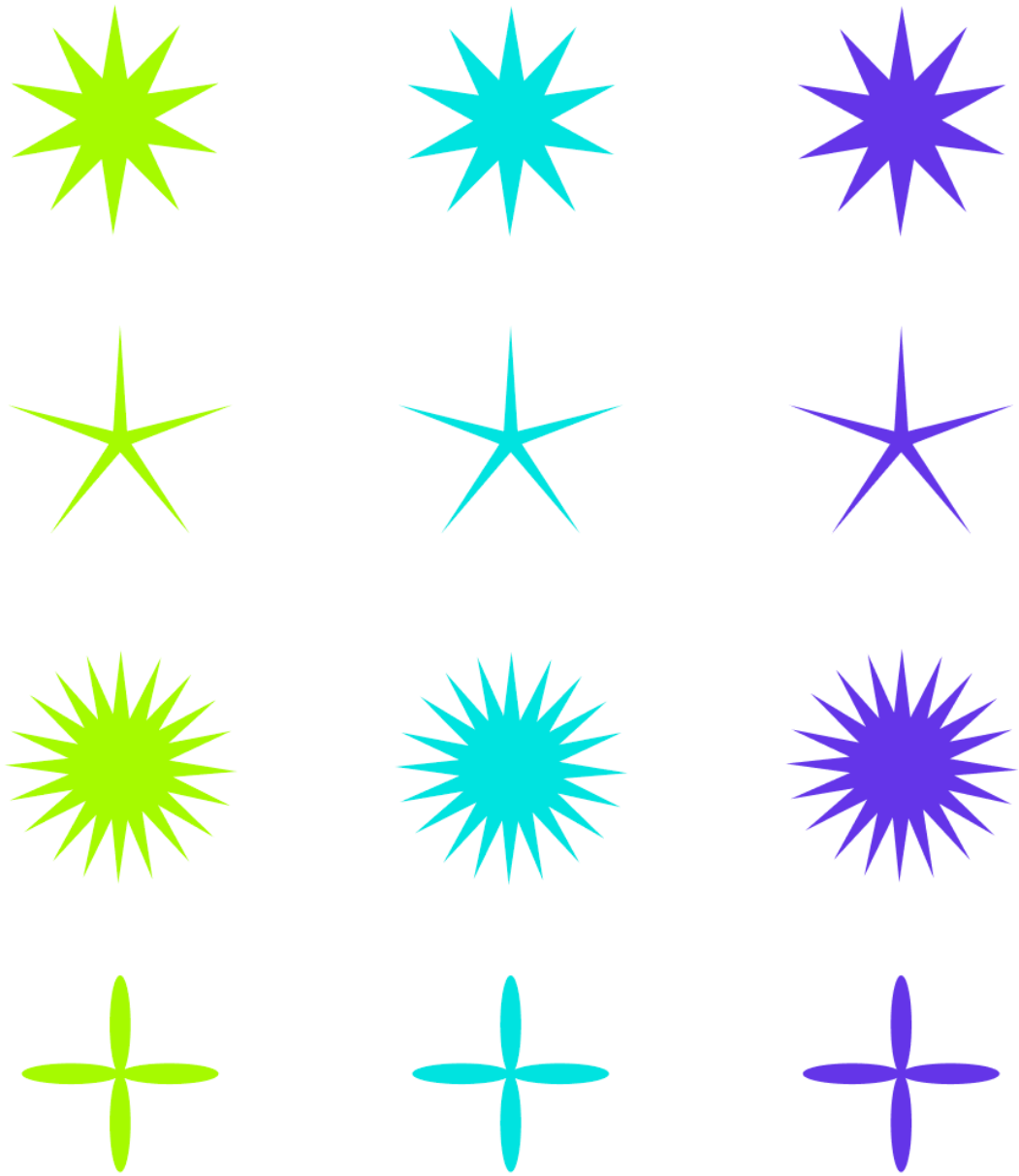
H1	Poppins Medium	19px
H2	**Poppins Bold**	20px
H3	**Poppins Bold**	23px
H4	Poppins Regular	13px
B1	Body Lato Regular	13px
B2	**Body Lato Bold**	13px

DESIGN ELEMENTS



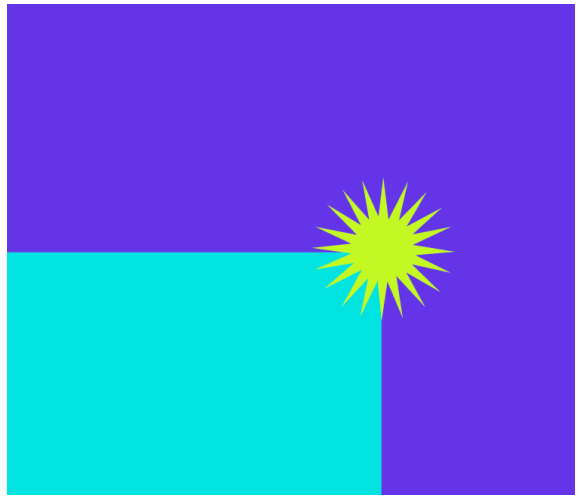
Star Graphics

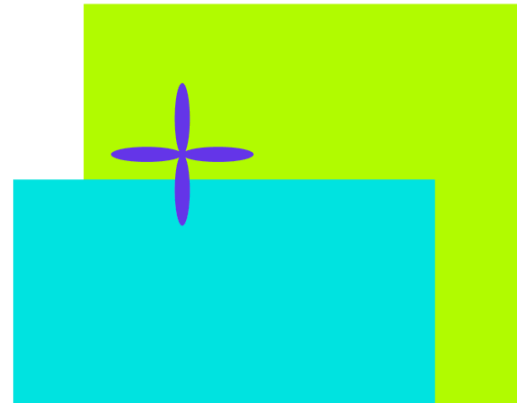
There are only 4 consistent Icons in the brand. They can change color depending on where it is used. When they are used they should be the same size.



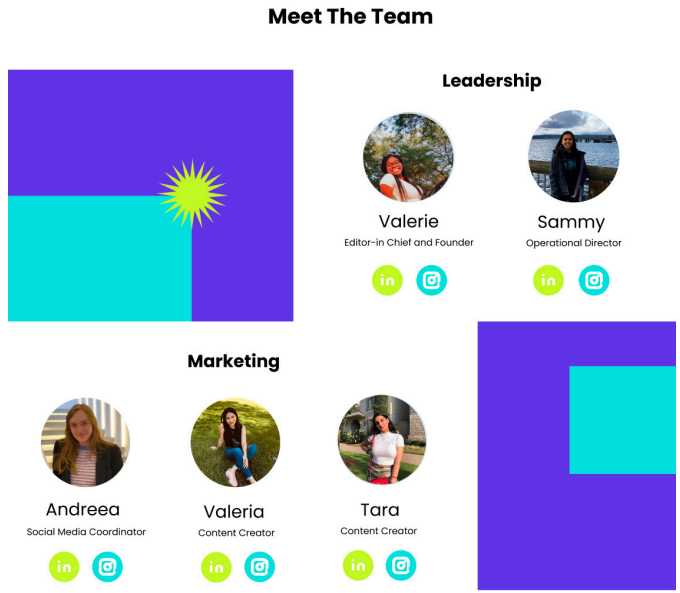
Color Blocks

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



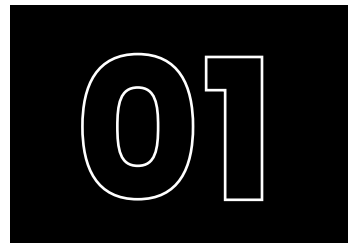
Numbers

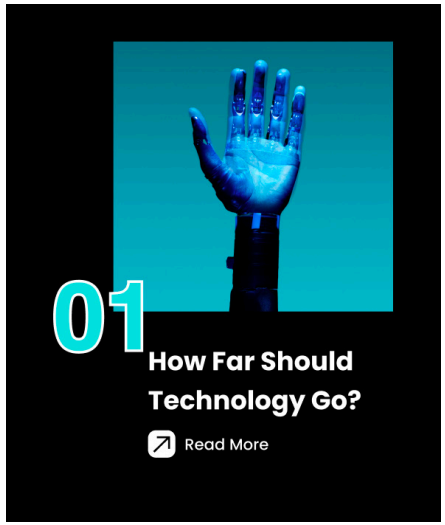
Numbers are used on the home page to identify series articles. The default is a white outline of the number. The type should be **Poppins Bold.**

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.





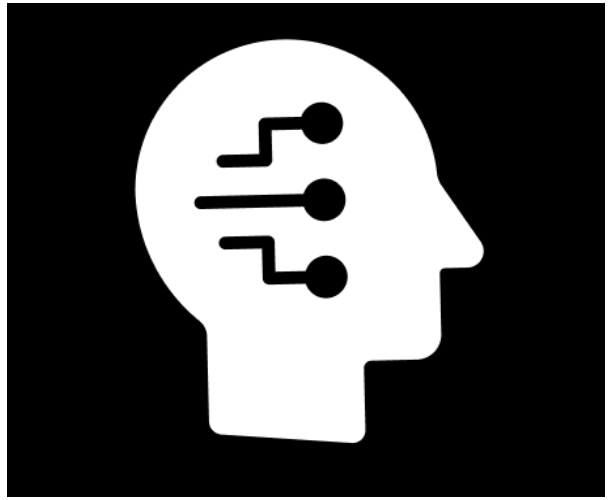
Iconography

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

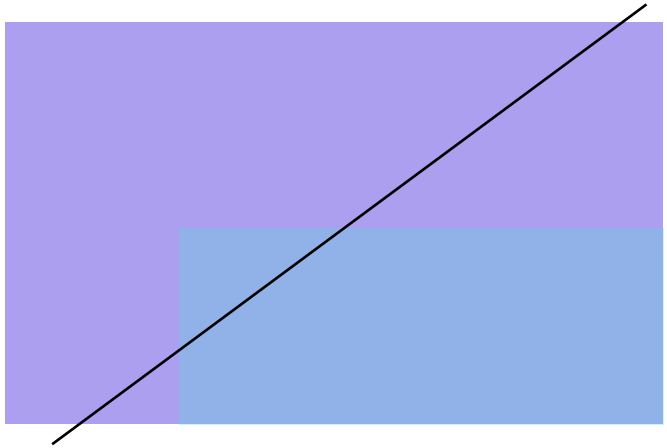
The design of the icons should have a “cut out look”, similar to the logo.

Icons can be found at thenounproject.com

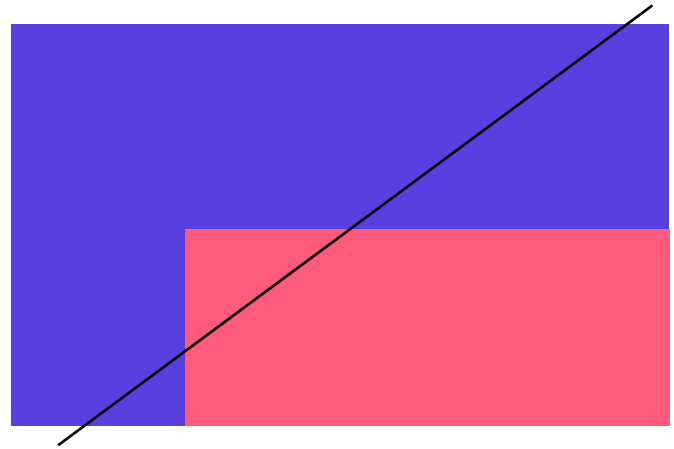
Icons should not be used on the website.



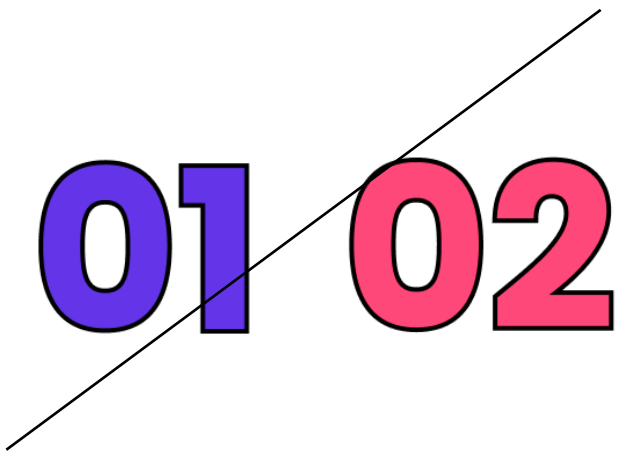
Design Misuse



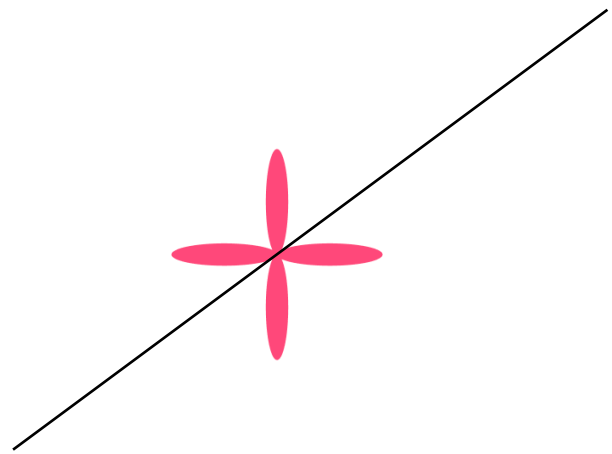
DO NOT change the opacities of the colors when overlaying color blocks



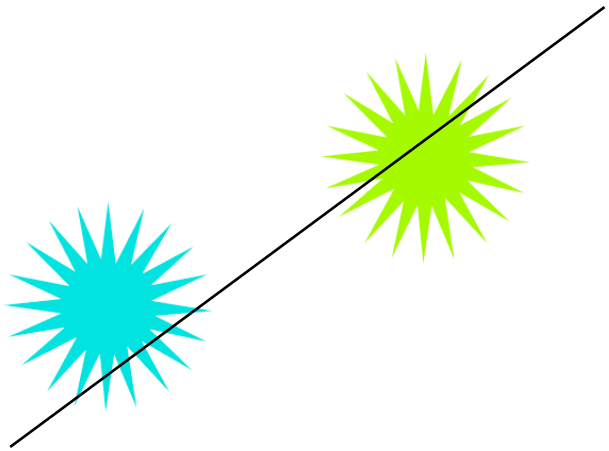
DO NOT use hyper pink with the color blocks.



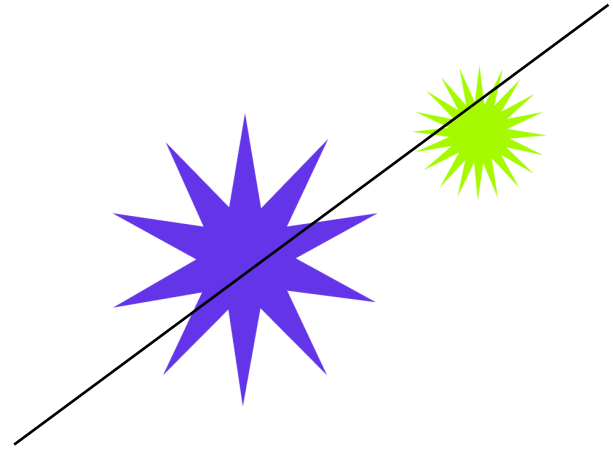
DO NOT use the colors visionary purple or hyper pink for the hover of the numbers.



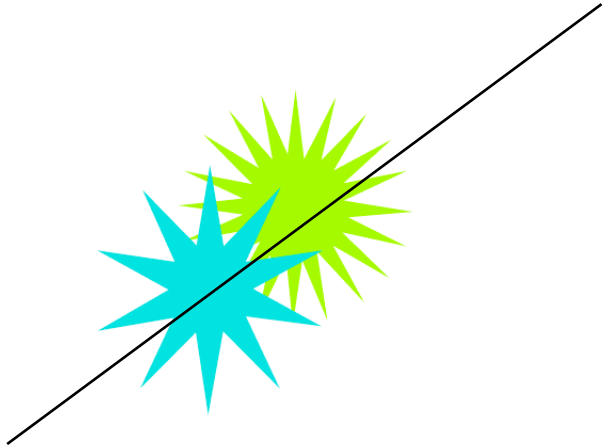
DO NOT use hyper pink for any graphic.



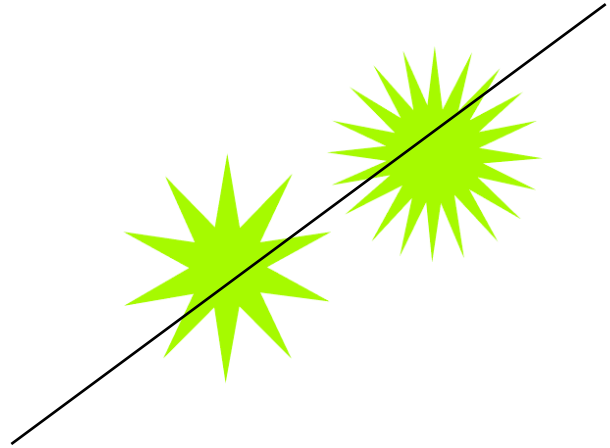
DO NOT have the same shaped icon near each other.



DO NOT have two different sizes.



DO NOT overlap the graphics.



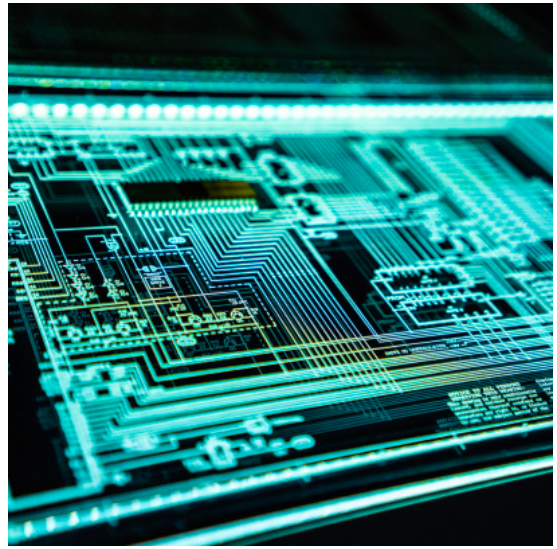
DO NOT use the same color near each other.

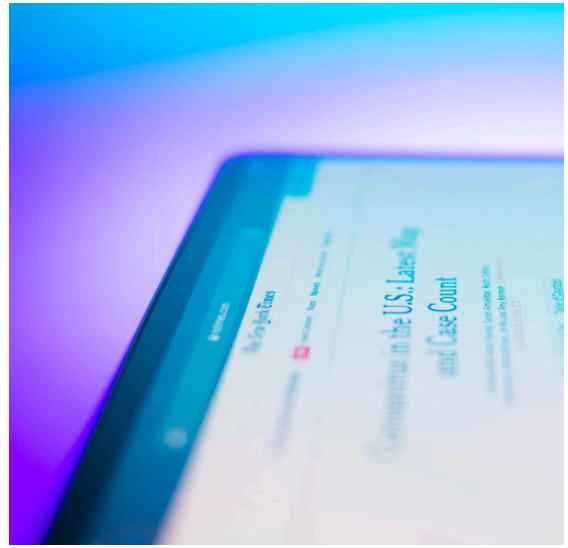
Photo Usage

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

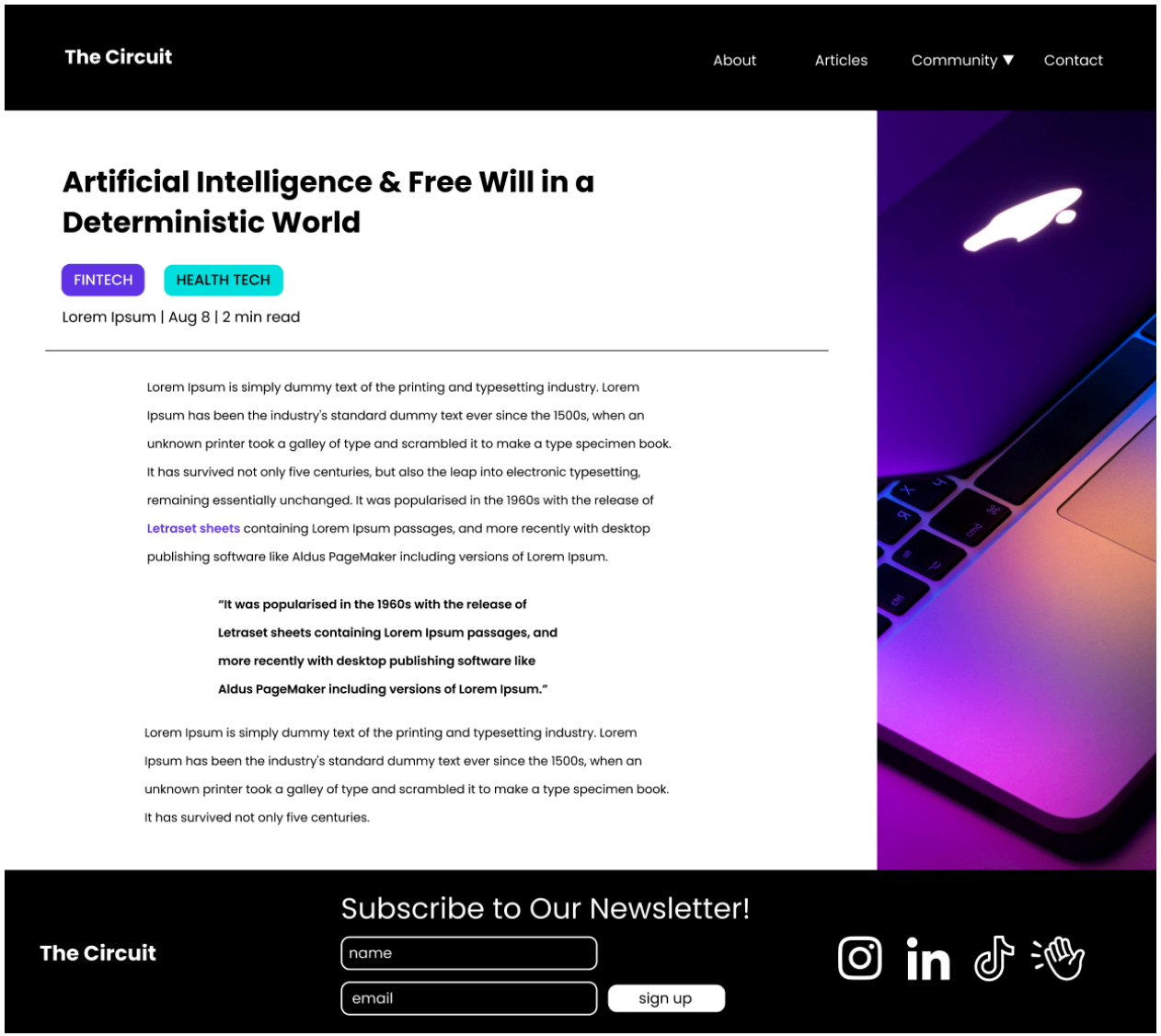
The photos should be in a straight edged rectangle or square. There are no round edges.

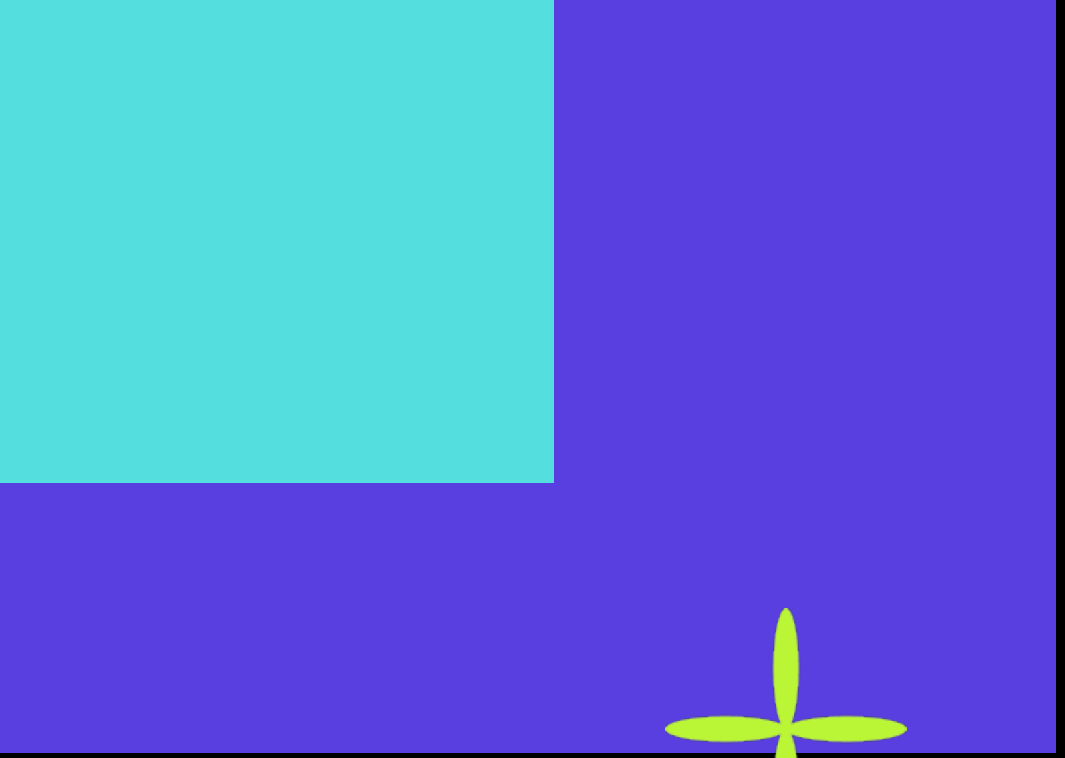
Royalty-free photos can be found at unsplash.com



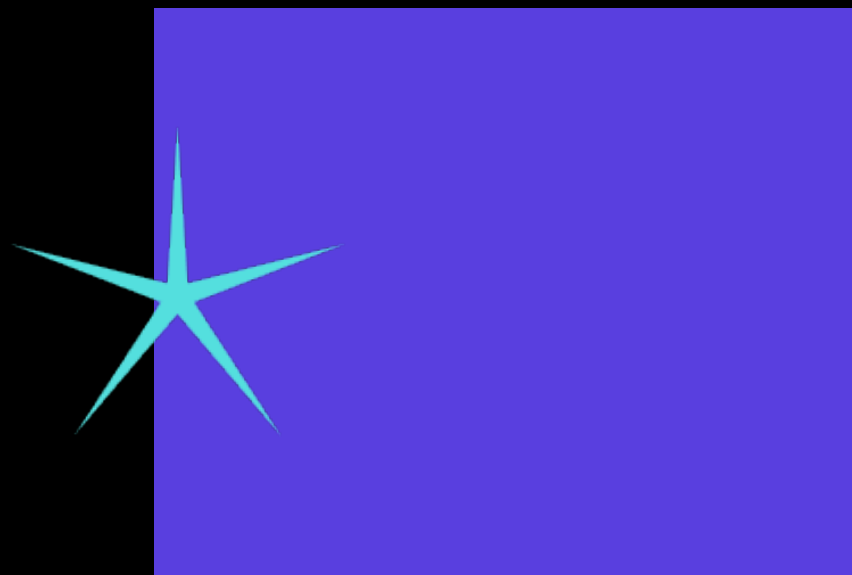


Photos on each article page should span the entire height of the article and be seen at all times on the right-hand side.





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 bottuns are presented to the user.

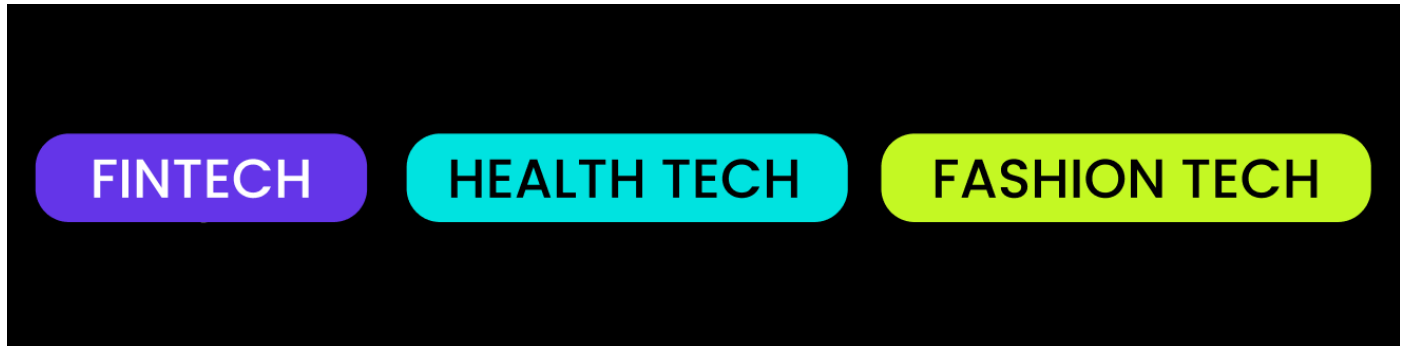
This button only utilizes Hyper pink. DO NOT use other accent colors.

Tags

Primary

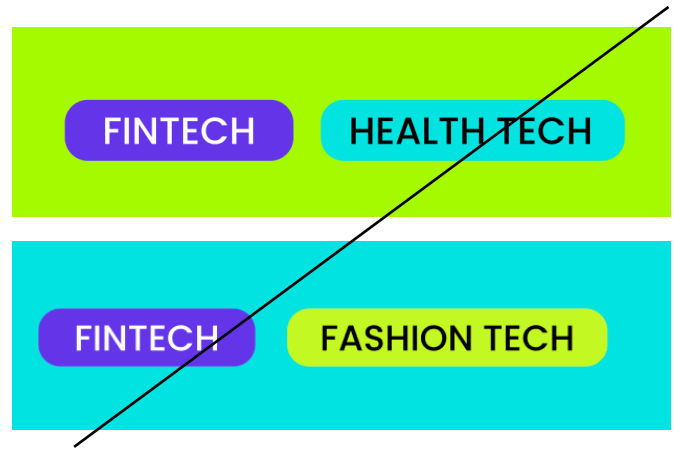
Primary tags are used to filter article types or job types. They utlize 3 colors: circuit green, electric blue, and visionary purple.

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

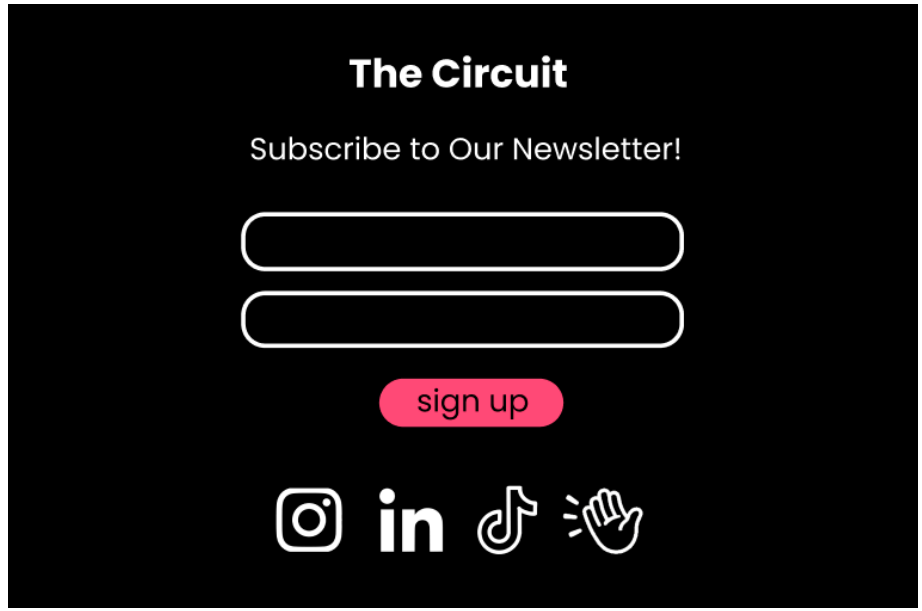
Dropdown menu should have a hover of circuit green and the type should be ***Poppins bold italic***

Footer

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

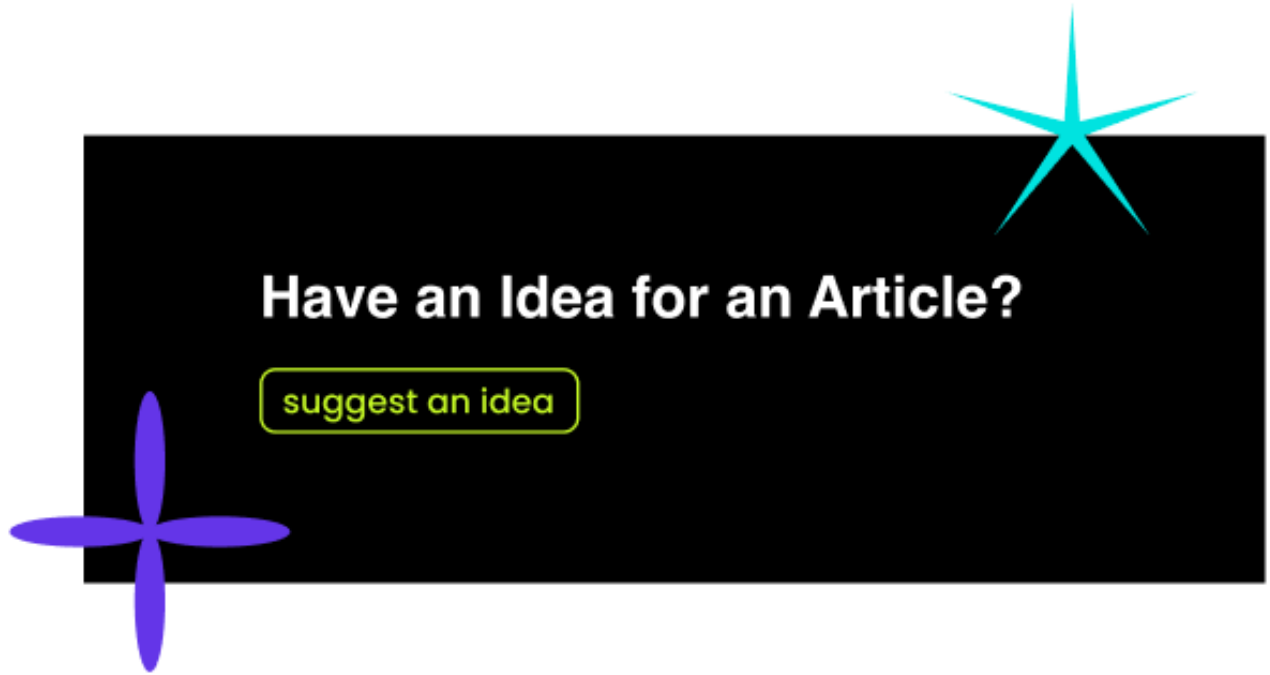
DESKTOP

MOBILE

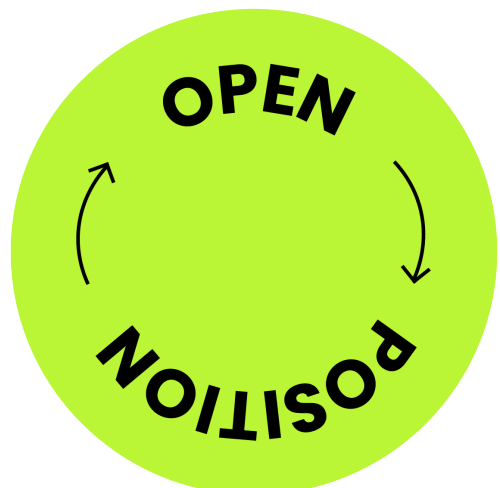


CTAs

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