

Brigade Branding Guidelines

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Style Guide

Brigade naming conventions

When choosing a name for your Brigade, consider that Brigades tend to choose "Code for [area]" of an area that's large enough to support a tech volunteer group but small enough that there's a cohesive set of challenges facing its residents. Most of the time this is a single city/metro area, but it can also be a county or general region.

As specified in the 2019 MOU that your Brigade signed, your Brigade's name must follow one of these two naming conventions.

1. **Code for** _____

Examples: Code for Boston, Code for Philly, Code for Virginia Beach

2. **Open** _____

Examples: Open San Diego, Open Austin, Open Twin Cities

Note: *A few Brigades have been grandfathered in with other naming conventions.*

Using the word “Brigade”

When writing using the word “Brigade”, treat it according to the following rules.

1. Always capitalize the word “Brigade”.
 - ✓ “Code for Atlanta is a volunteer chapter in the Code for America Brigade Network”
 - ✓ “Many Brigades host hackathon events.”
 - ✓ “Code for Atlanta is a Brigade in the Code for America Brigade Network.”
2. When first referencing the term “Brigade”, provide a quick description
 - ✓ “Code for America Brigades are volunteer groups that collaborate with local government and community partners to build tools that help address local civic issues.”

Your Brigade's logo

Be creative! Many Brigades remix the [flag tag](#) with a local symbol (an icon, logo, recognizable building, etc.). We also recommend putting your Brigade's name in the logo.

Here are some examples of great Brigade logos:



Do not make a derivative of the [Code for America logo](#).

X Do not do this:



CODE *for*
MIDDLE EARTH

Official Code for America logos

Code for America Logo

CODE *for*
AMERICA

The Code for America logo should only be used for projects and events that are explicitly supported or endorsed by Code for America staff.

Consult [Code for America's Marketing team](#) before applying Code for America's logo to any Brigade events or projects.

Code for America Brigade Logo



Code for America Brigades (Brigades with active MOUs with Code for America) should use this logo on their websites to designate the affiliation with Code for America.

[Find high resolution Code for America logos here.](#)

Colors

These are the official Code for America colors. You're welcome to use them, but please do not to make derivatives of the brand.

- **Code for America Red**
 - **C13 M94 Y49 K4**
 - **R205 G31 B66**
 - **#cd1f42**
- **Code for America Blue**
 - **C70 M24 Y0 K0**
 - **R57 G158 B210**
 - **#399ed2**

Fonts

Proxima Nova: Our primary brand font is available through [Adobe Typekit](#) for web and desktop use, and available in Google docs (but not for free download). We use this font in presentations.

Source Sans: a free and open source font available for web and desktop use through [Google Webfonts](#), and available for [free download here](#). It's even [on Github](#)! We use this font for paragraph text on the website.

Identifying with the Code for America Brigade network

Code for America Brigades are volunteer groups that collaborate with local government and community partners to build tools that help with local civic issues. Code for America supports Brigade chapters with resources, tools, and access to the wider civic technology movement.

When identifying yourself, share that your Brigade is part of the larger Code for America Brigade Network.

- ✓ “Open Oakland is a Code for America Brigade, a group of volunteers that bring community members together to make government work better. We hold weekly hacknights...”
- ✓ “Code for BTV, a part of the Code for America Brigade Network, met with City officials...”

Note: *Never abbreviate “Code for America” as “CfA” in public-facing communications.*

In any public communication, conversation with public media, or endorsement, make clear that the statement is from your local Brigade and **not from Code for America**, unless the statement is explicitly approved by Code for America. Use your Brigade-specific name in all communications.

- ✓ “Code for Atlanta published a new open data guide.”
- ✓ “Code for Miami supports the City’s new open data policy.”
- ✓ “Open Chattanooga, a Code for America Brigade, is participating in National Day of Civic Hacking this year.”

Don’t write or publish statements on behalf of Code for America or Code for America Brigades.

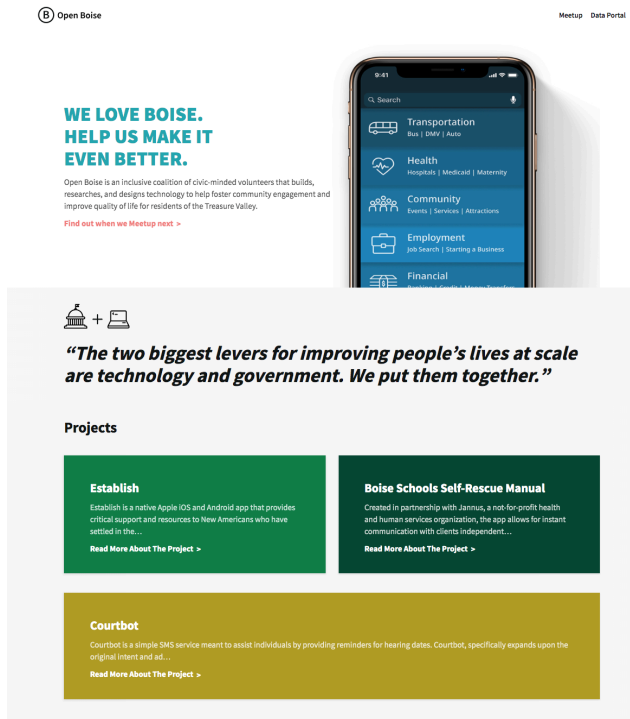
- ✗ “Code for America Brigade supports the City’s new open data policy.”
- ✓ “Code for San Jose supports the City’s new open data policy.”

To summarize, you should speak for yourself or on behalf of your local Brigade. Do not speak on behalf of Code for America or the Code for America Brigade Network. To seek Code for America’s endorsement or support on a statement or action, please reach out to marketing@codeforamerica.org.

Web Presence

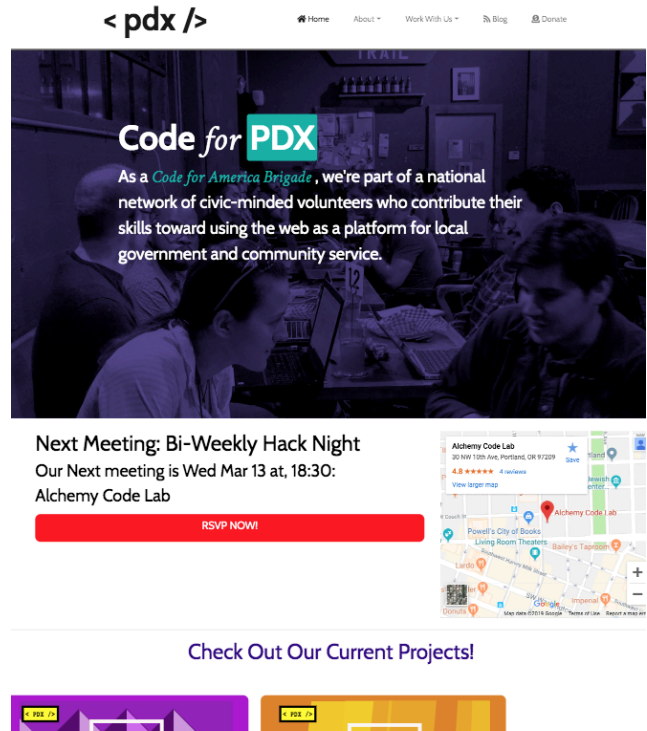
Your Brigade needs a web presence. While getting off the ground, your Meetup page can fill this role, but you’ll want to quickly invest in building a website for your Brigade that shows off our mission and your local accomplishments.

Here are some of our favorite Brigade websites for you to draw inspiration from:



OpenBoise.org

Clean, visual, and conveys the Brigade Network's mission and values prominently.



CodeForPDX.org

Displays how to get involved, what the Brigade Network is all about, and what they're working on.

When building your Brigade website, make sure to pay attention to its accessibility for people using screen readers and with visual disabilities. We encourage you to use tools like the [WAVE Chrome plugin](#) and your smartphone's screen reader to ensure that the page is accessible to all people regardless of ability. Check out [this post on the Code for America Discourse](#) for more accessibility resources.

General Guidelines

- Make pages distinctive from codeforamerica.org
- Make sure you are not representing yourself as Code for America
- [Identify with the Code for America Brigade Network](#)
- When you set up a site, let us know at Brigade-info@codeforamerica.org so we can link to you and boost your search engine optimization.

Social Networks & Media

Facebook

We recommend creating Facebook Pages over Facebook Groups as pages are publicly visible whereas groups require authentication to view content. Let Code for America know about your page and we'll give you a follow!

Twitter

Create an account for your Brigade if you can tweet enough relevant and interesting content to grow and engage your audience.

The Brigade must always retain control of this handle:

- It should not be tethered to an individual (if the manager of the handle leaves it should transfer to another Brigade member).
- We recommend using a “service” email for the account, e.g. “services@[your Brigade].org” which is a list that goes to a couple people. This helps facilitate leadership transitions.

When tweeting, be sure to tag **@codeforamerica** and use the hashtag **#cfaBrigade** in tweets. We'll try to retweet you to our 50k+ followers!

There is a full list of Brigade Twitter handles in the [Brigade Contact Directory](#). If your Brigade's handle isn't listed, leave a comment there and we'll add you.

Photography

It's always a good idea to get verbal consent when taking photos of people, especially when taking identifiable photos (i.e., strongly focused on a few people/faces).

Non-verbal photographic consent options include: post a quick sign at check in or on a wall saying that there will be photos taken throughout the event, doing a quick announcement at the beginning of the day, or using a different color nametag or lanyard color to designate opting out of photos (we recommend Red because it is easily identifiable in photos).

If you have photos you'd like to share with the Code for America Marketing team to use, send them to marketing@codeforamerica.org.

Apparel requests

The Code for America Network team often distributes Code for America branded apparel at events like Summit and Brigade Congress.

If you want to create or distribute materials with the Code for America logo or branding, please check with our Marketing team first by emailing marketing@codeforamerica.org.