



CIRCLES

— DESIGN
GUIDELINES

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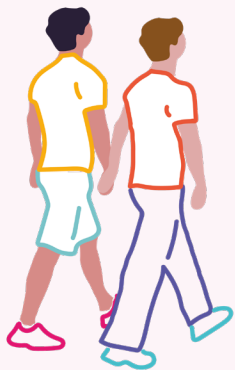
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WHO WE ARE

Circles is an alternative currency, which allows organised groups of people to provide basic income for each other - rather than depending on the state.





01. INCLUSION

There is no product, service or even life situation that do not exclude people. Inclusive design for Circles is a position towards understanding our exclusion process and doing it transparently. Every decision we made in product design means for us prioritization. Therefore transparency in our decision is essential to avoid frustration, both on the communities using what we do and in ourselves.

We pursue transparency with you and with ourselves, we do not seek to include everyone in our product, but to break hegemonies and capitalist normalities. Inclusion stands for us as a way to acknowledge differences and work towards constellations in which such differences can co-exist, all this according to our political ideals.

02. AUTHONOMY

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03. FEMINISM

A feminist design approach means to us, the acceptance of differences, and the caring of these. Care work is a central aspect of design. For taking decisions we need to invest time to evaluate the situation responsibly. Designing for differences in a world ruled by universal thinking means sometimes designing ideas from scratch, and even rejecting the possibility of using available solutions -even when this would be the easy way.

When designing in a decolonial way, designers have to put their comfort aside, and constantly push their boundaries further.

CHAPTER 2: BRAND IDENTITY

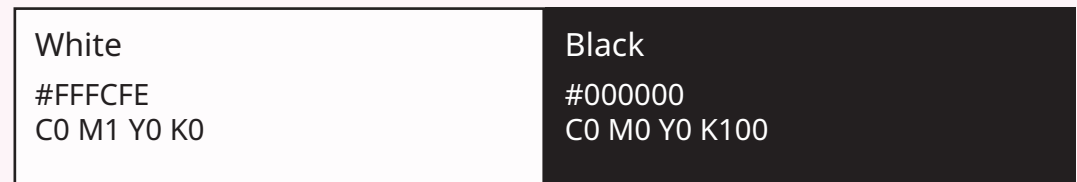
In this section, we outline best practises for the use of Circles brand assets and offer useful examples.



COLORS

PRIMARY COLORS

Circles visual identity relies heavily on the use of color. The palette consists of a range of plain colors and gradients.



COLORS

SECONDARY COLORS

For functional applications, the colour palette can be extended with our secondary colors.

<p>Orange</p> <p>#F26240 C0 M77 Y80 K0</p>	<p>Sunset</p> <p>#CC1E66 # FAAD26</p> <p>C16 M100 Y39 K1 C1 M36 Y96 K0</p>
<p>Pink</p> <p>#CC1E66 C16 M100 Y39 K1</p>	<p>SkyViolet <i>(Linear gradient)</i></p> <p>#CC1E66 #3CC1CA</p> <p>C16 M100 Y39 K1 C65 M0 Y23 K0</p>
<p>Plum</p> <p>#AA5285 C35 M81 Y22 K1</p>	<p>Pure Purple</p> <p>#AA5285 #4D2A4F</p> <p>C35 M81 Y22 K1 C70 M89 Y40 K36</p>
<p>Green</p> <p>#70BD9E C57 M4 Y47 K0</p>	<p>Deep Blue</p> <p>#70BD9E #502a50</p> <p>C57 M4 Y47 K0 C71 M69 Y36 K36</p>

TYPOGRAPHY

FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

We use two typefaces to create all our materials.
Be sure to use only these fonts.

OSTRICH SANS

Ostrich sans font is an open source font which provides in our identity a playful and crafted. It is narrow and clean and used particularly for **headings** and **large text**. Ostrich sans is the typeface used for the logotype.

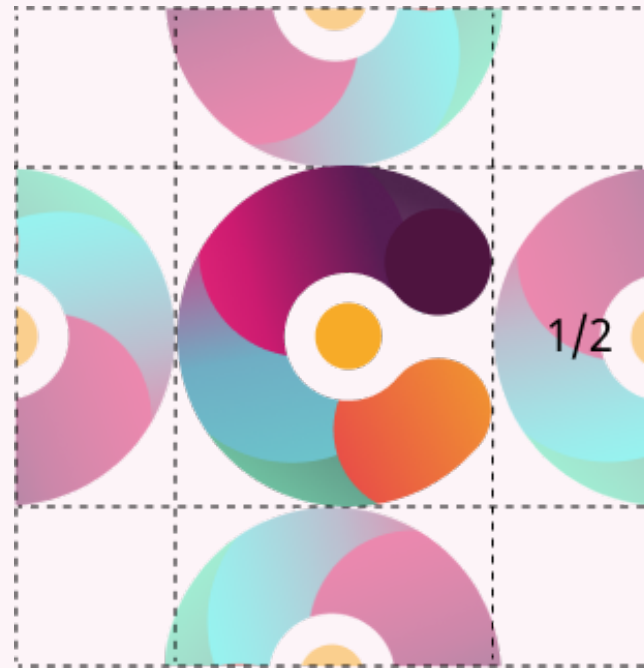
Noto Sans

Noto sans font is a google sans-serif font which is used for **larger amounts of body copy**. The big weight variety of the font gives us the opportunity of prioritizing the information.

LOGO CONSTRUCTION

ISOTYPE

Our isotype is the seed of our visual identity. It is our most recognizable brand asset, representing and providing the visual style that frames our identity.



LOGO CONSTRUCTION

LOGOTYPE

Our logotype is set in **OSTRICH SANS**.
It introduces the brand typeface and the primary colors we use.

It is used in combination with the logo.



LOGO CONSTRUCTION

LOGO

Our logo is the combination of our isotype and our logotype. We recommend the horizontal use.



LOGO APPLICATION

USAGE OF THE SYMBOL AND LOGOTYPE ON BACKGROUNDS



LOGO APPLICATION

LOGO IN LIGHT BACKGROUNDS

The white background is limited and not recommended.

CIRCLES



CIRCLES

LOGO APPLICATION

LOGO AND LOGOTYPE MISUSE



Do not crop the logo



Do not change the transparency of the logo



Do not change the colors of the logo



Do not distort the logo



Do not use drop shadows or other effects



Do not rotate the logotype



Do not outline the logotype



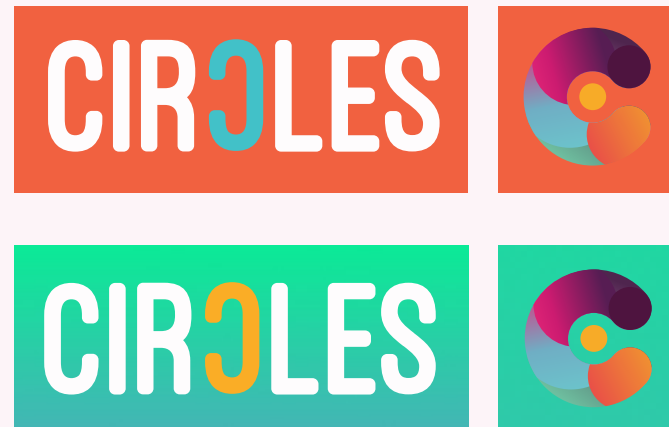
Do not change the colors of the logotype

LOGO APPLICATION

BACKGROUNDS MISUSE

Should you apply the logo on other backgrounds. Please take in consideration you should never lose the outline of the symbol due to lack of contrast.

We present in here two examples of bad application, one gradient and one plain background color.



CHAPTER 3: VISUAL IDENTITY

Our goal is to create a consistent and playfull visual identity, helping our community and partners recognize our products in an easy way.



ILLUSTRATIONS



Illustrations are a key part of the brand and help enforce the fun, familiar and playful side of circles. Through illustrations we also try to imply the anticolonial and feminist principles.

Here are some key design rules to abide by:

- we mainly use colors from our palets
- we keep the illustrations as simple as possible
- we try to avoid binary and european centric narratives on them
- if necessary, colors can be swapped in already existing illustrations

ILLUSTRATIONS

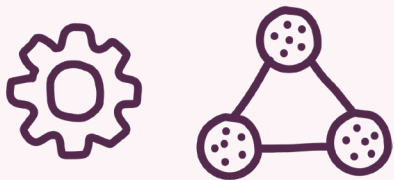
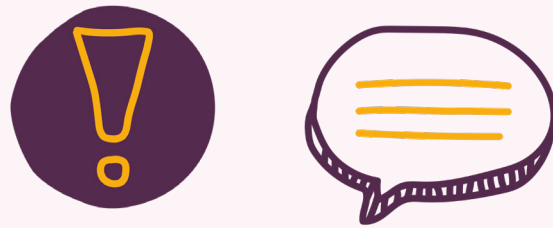
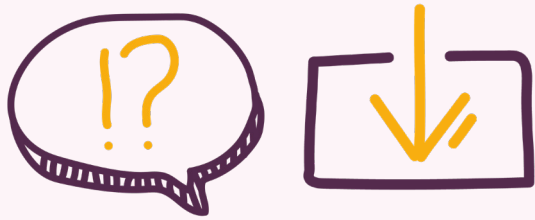


ICONOGRAPHY

To maintain the same visual language as in our illustrations, the icons used in our web and printed material follow the freehand drawing style.



ICONOGRAPHY



We as well use handwritten text as part of our visual identity.

This functions as bridge between our written material, our illustrations and iconography.



PICTURES

For us it is important to show that circles is possible thanks to its active community. This is why the visual documentation of our assemblies, markets and activities is essential to our visual narrative.

The images are worked each as a particular piece. Photographic color filters are applied to correct the temperature and luminosity of each image and are matched with our visual identity by applying hand-drawn illustrations.



CHAPTER 4: PRINT MATERIAL

Our printing material is the image of our brand in real life. That's why we believe it is really important to have an overview of a visual guideline for our booklets.



PRINT MATERIAL

PRIMARY BOOKLETS

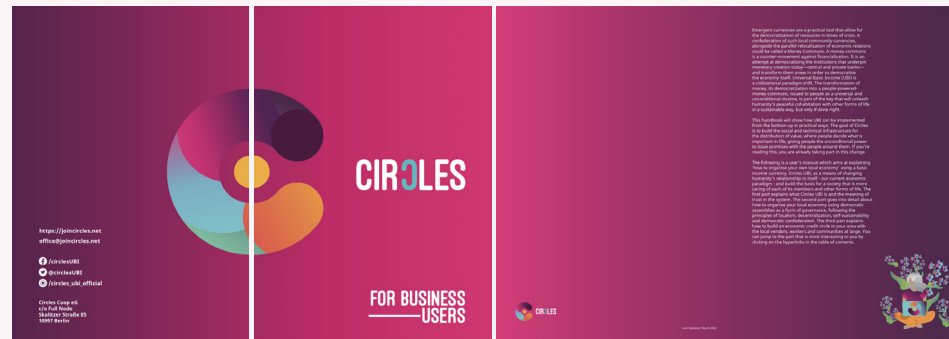
Covers
Logo cropped
(as recommended)

Illustration cropped

Back Covers
Rest of logo in case of
primary booklets, such as
Circles for Business and
Handbook

Example

back cover cover Internal first page



PRINT MATERIAL

SECONDARY BOOKLETS

Covers

Illustration cropped
(as recommended)

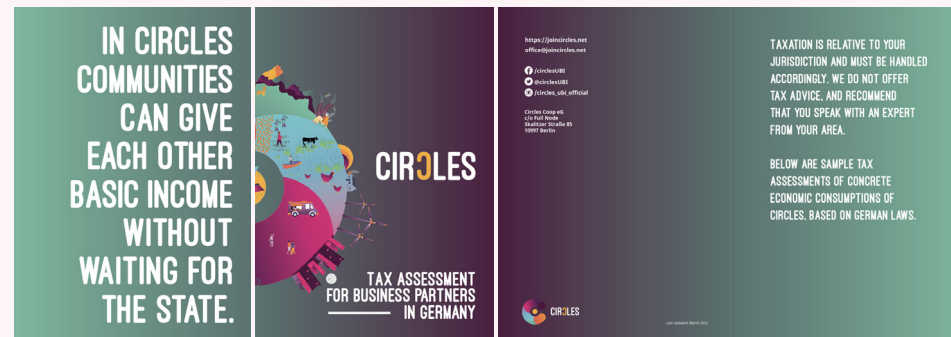
Back Covers

Big typography in case of
secondary booklets, such
as FAQs, Taxes for
Business

Example

back cover cover

Internal first page



PRINT MATERIAL

COLOR CODING

PRIMARY COLOR

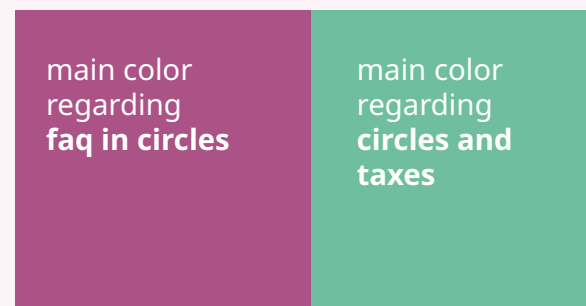
For all material about the core aspects of the project we recommend the following options as main color.

In order to create consistency and visual identification of our graphic material we categorised the primary colors for our main booklets and the secondary colors for our extra material.



SECONDARY COLOR

For specific material like the one related to the Berlin Pilot, or the FAQs we recommend the following options as main color.



Circles is an open source project, from a design and product perspective this means that everything you see in these guidelines is a suggestion.

We encourage you to Join the Circles pluriverse: used, study, shared, improve and modify!

We are working on an online repository to make all our design material available. Contact us for more information lucia@joincircles.net