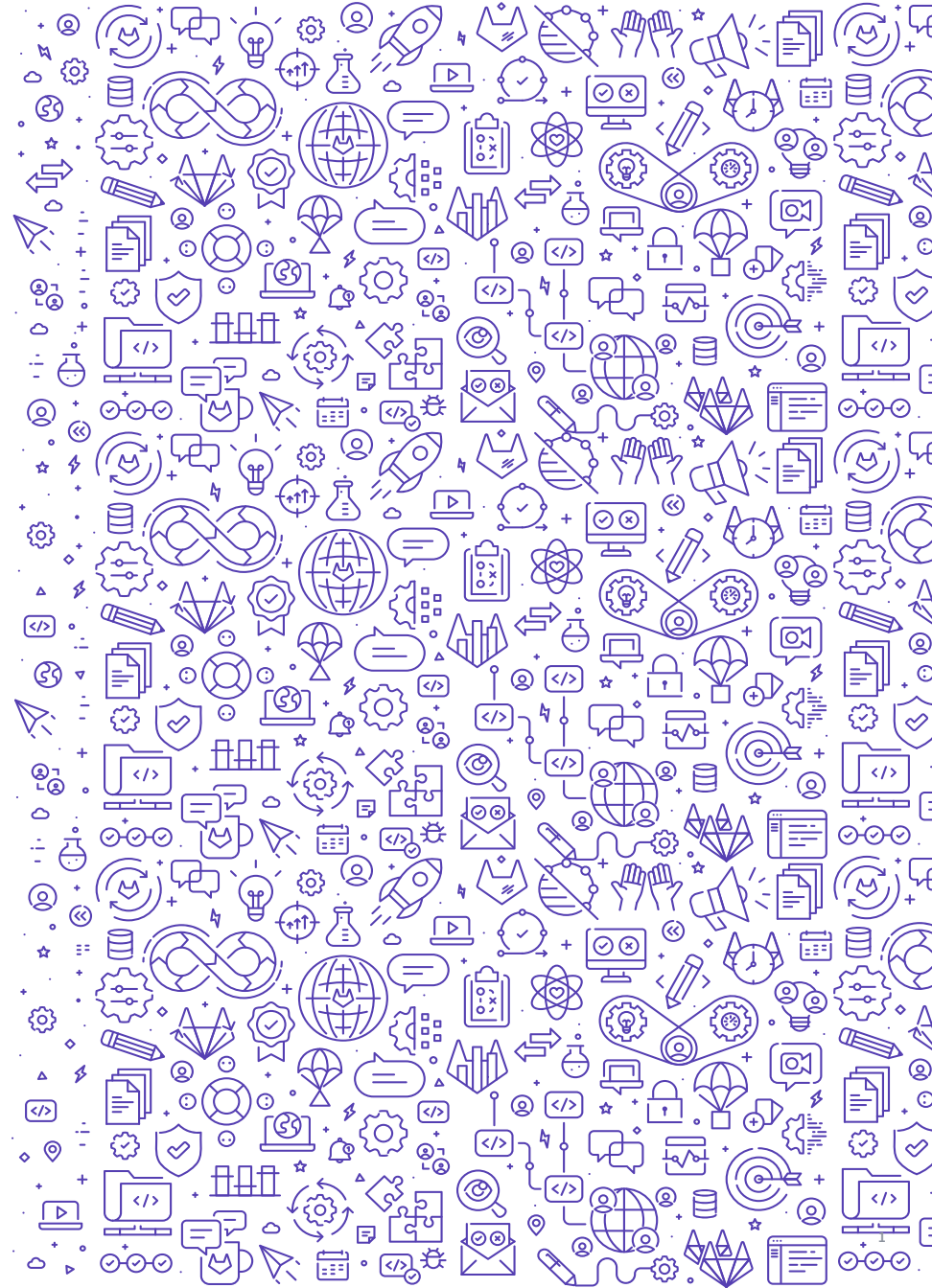




# GitLab Brand Standards

Prepared by the GitLab Brand Design team

Last updated: July 2021



# What's inside

## Who we are

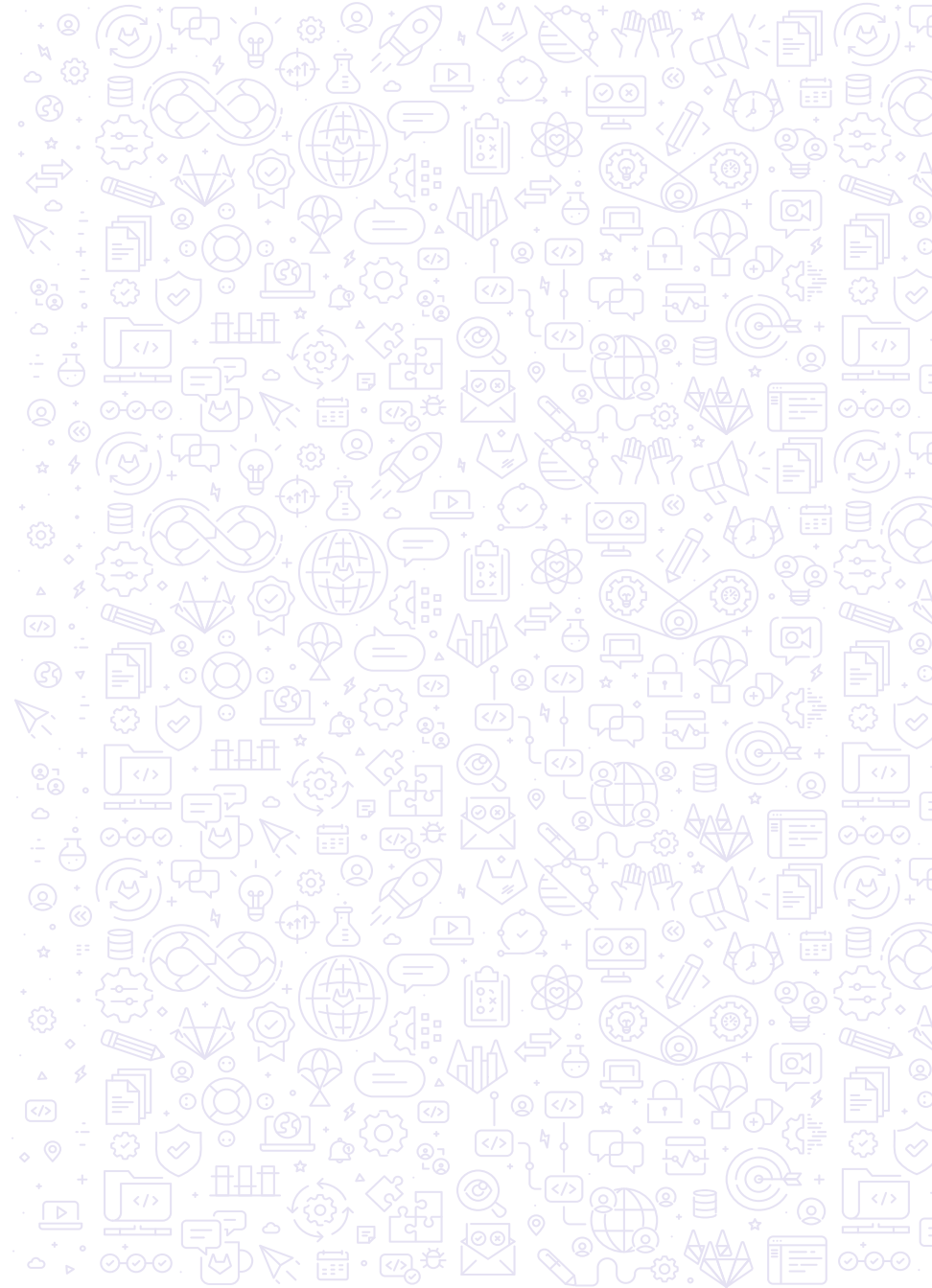
- 01 Mission
- 01 Vision
- 01 Personality

## Foundations

- 02 Logo
- 06 Color
- 07 Typography
- 10 Illustration
- 11 Iconography

## Resources

- 12 Brand assets
- 12 Templates
- 12 Meet the team



# Who we are

As stewards of the GitLab brand, our goal is to educate and enable the wider organization with resources to effectively and honestly communicate what the company does to our internal and external audiences.

## Mission

Create simple, effective, and intentional brand experiences by solving complex problems; defining the what, why, and how, resulting in a message that's easy to understand.

## Vision

The GitLab Brand Design team will elevate the brand beyond the logo and visuals—positioning ourselves as experts in brand strategy and behavior (how the brand presents itself, how it's perceived, and what makes it authentic).

## Personality

GitLab's brand has a personality that is reflected in everything we do. It doesn't matter if we are hosting a fancy dinner with fortune 500 CIOs, at a hackathon, or telling our story on [about.gitlab.com](https://about.gitlab.com)...across all our communication methods, and all our audiences, GitLab has a personality that shows up in how we communicate.

Our personality is built around four main characteristics:

- » **Human:** We write like we talk. We avoid buzzwords and jargon, and instead communicate simply, clearly, and sincerely. We treat people with kindness.
- » **Competent:** We are highly accomplished, and we communicate with conviction. We are efficient at everything we do.
- » **Quirky:** We embrace diversity of opinion. We embrace new ideas based on their merit, even if they defy commonly held norms.
- » **Humble:** We care about helping those around us achieve great things more than we care about our personal accomplishments.

These four characteristics work together to form a personality that is authentic to GitLab team-members, community, and relatable to our audience. If we were quirky without being human we could come across as eccentric. If we were competent without being humble we could come across as arrogant.

GitLab has a [higher purpose](#). We want to inspire a sense of adventure in those around us so that they join us in contributing to making that mission a reality.

# Foundations

## The GitLab logo

GitLab is known for its [open source](#) stewardship and [mission](#) that everyone can contribute. To bring these [values](#) to life, GitLab selected the [tanuki](#), a raccoon dog with a revered place in Japanese folklore, to represent its brand.

The tanuki is fast, efficient, and collaborative. It's thought to symbolize trustworthiness, agility, and preparedness. Known for its transformational powers and collaborative nature, the tanuki works with others to achieve a common goal, a behavior also exhibited by the GitLab community.

The tanuki is a natural fit to personify GitLab's mission, values, and culture. GitLab's mission that everyone can contribute empowered a community contributor to design the first logo.

## Behind the GitLab name

The name GitLab is inspired by both the Git foundation on which the product is rooted and the collaboration, experimentation, and innovation that occurs when teams iterate in a laboratory.

## GitLab trademark

GitLab is a registered trademark of GitLab, Inc. You are welcome to use the GitLab trademark and logo, subject to the terms of the Creative Commons Attribution Non-Commercial ShareAlike 4.0 [International License](#).

For more information on our trademark, please visit the [trademark guidelines](#).

## Logo Usage

The GitLab logo consists of two elements: the **logomark** (the tanuki) and the **wordmark**. Our logo is most commonly presented in the horizontal format, and in some cases, the logomark alone, but never the wordmark alone. **The default logo** is the standard logo orientation to be used across all marketing materials, when the application or surrounding elements allow for it.

**The default logo** should be used at a minimum height of 50px on white backgrounds.



### Default logo colors



## Alternative logo formats

While the default, full color GitLab logo is preferred, there are cases where a variation is more appropriate for the intended use and placement. When placing the logo, choose the format that provides the most clarity and legibility in the given space. If you're unsure of which logo to use, reach out to the [Brand Activation team](#).

**The full-color, stacked logo** should be used at a minimum height of 50px on white backgrounds and is ideal for applications where the width of the default logo is not suitable.



**The full-color, logomark** can be used at a minimum height of 25px and is ideal for web applications, social ads, or accents when the default or stacked logo has already been presented to provide context.



**Small-scale logo variations** are available in each format at 25px and smaller.

**The logo with white wordmark** should be used at a minimum height of 50px on a colored background.



**One-color logos** should be used at a minimum height of 50px and when restricted to a single-color application. This logo is not typically used in marketing materials, and is generally limited to merchandise.



## Logo clear space

Clear space acts as a buffer between the logo and other elements, such as text, graphics, images, or complex visuals. Clear space is the minimum distance required on all sides of the logo and is equal to half the height of the tanuki.

With any logo variations, ensure proper clear space between the logo and surrounding elements to preserve the visual integrity of the logo.



## Co-branded lockups

Co-branded lockups are created by the Brand Design team for approved GitLab partnerships, events, and campaigns. We default to the partner company's co-branding lockup standards, but adhere to the following when such standards do not exist:

- » Use the default GitLab logo
- » Ensure both logos are visually equal in size
- » Insert a gray line (Gray 02) between the logos equal to either the height (horizontal lockup) or width (stacked lockup) of the default logo
- » Honor the clear space (equal to half the tanuki height) around each company logo

The default logo



The full-color, stacked logo



The full-color, logomark



Horizontal lockup



Stacked lockup



## Logo misuse

Proper usage of our logo preserves the visual integrity of the GitLab brand. Do not alter the logo in any manner. While not exhaustive, this list highlights the most common incorrect uses of the GitLab logo.



Don't put the logo on a background with insufficient contrast.



Don't put the logo on complex backgrounds.



Don't add special effects to the logo.



Don't recolor or recreate any part of the logo.




Don't crop the logo in any way.



Don't alter the scale of the tanuki or wordmark.



Don't reposition elements of the logo.

At  GitLab, everyone can contribute.

Don't use the logo in a line of text.



Don't distort, skew, rotate, or stretch the logo.

# Color

## Overview

The GitLab brand consists of six primary colors and three neutrals. The purples are used most widely, which provide ample contrast for our full color logo. The tanuki is comprised of our three oranges, and we also use orange to highlight important callouts throughout our marketing materials.



**Orange 01**  
RGB: 252, 161, 33  
HEX: #FCA121  
CMYK: 0, 45, 96, 0  
PMS: 1375 C, 136 U



**Orange 02**  
RGB: 252, 109, 38  
HEX: #FC6D26  
CMYK: 0, 74, 94, 0  
PMS: 165 C, 1505 U



**Orange 03**  
RGB: 219, 59, 33  
HEX: #DB3B21  
CMYK: 4, 91, 91, 0  
PMS: 179 C, 2347 U



**Purple 01**  
RGB: 110, 73, 203  
HEX: #6E49CB  
CMYK: 69, 70, 0, 0  
PMS: 2725 C, 2735 U



**Purple 02**  
RGB: 56, 13, 117  
HEX: #380D75  
CMYK: 83, 90, 7, 1  
PMS: 2685 C, 2105 U



**Purple 03**  
RGB: 24, 6, 51  
HEX: #180633  
CMYK: 92, 94, 44, 57  
PMS: 275 C, 2112 U



**Gray 01**  
RGB: 204, 204, 204  
HEX: #CCCCCC  
CMYK: 0, 0, 0, 20  
PMS: Cool Gray 3 C/U



**Gray 02**  
RGB: 140, 146, 157  
HEX: #8C929D  
CMYK: 48, 37, 31, 1  
PMS: 535 C/U



**Gray 03**  
RGB: 46, 46, 46  
HEX: #2E2E2E  
CMYK: 0, 0, 0, 95  
PMS: Black 6 C/U



# Typography

## The GitLab font family

Our default font for all GitLab materials is [Source Sans Pro](#). Source Sans Pro is an open font, free for download. While this is our primary font, there are instances when the below fonts may be used:

- » When writing code, use [Source Code Pro](#).
- » When writing in Simplified Chinese, use [Noto Sans SC](#).
- » When writing in Japanese, use [Noto Sans JP](#).
- » When writing in Korean, use [Noto Sans KR](#).
- » When the above fonts are not available, [Arial](#) can be used as an alternative.

## Source Sans Pro

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

## Typography scale

When creating content, consider the hierarchy of your messaging. Most content can be broken down into the following:

- » **Headings.** A heading acts as a title, and should be concise for ease of readability at a glance. Heading 1 should be used once per document, followed by the succeeding headings as needed, with no more than 5 heading styles per document.
- » **Body copy.** This contains the finer details of your message.
- » **Supporting details.** This includes calls to action, image captions, works cited, and other elements.

Providing each part of your content with the proper hierarchy makes it more digestible for your audience. Consider the following scale when creating content:

- » **Heading 1:** 200% of body copy size
- » **Heading 2:** 180% of body copy size
- » **Heading 3:** 160% of body copy size
- » **Heading 4:** 140% of body copy size
- » **Heading 5:** 120% of body copy size
- » **Body copy:** 100%, use as reference for scale
- » **Supporting details:** 80% of body copy size

## Typography scale sample

H1, shown at 20 pt  
200% of body copy size

Everyone can contribute

H2, shown at 18 pt  
180% of body copy size

Everyone can contribute

H3, shown at 16 pt  
160% of body copy size

Everyone can contribute

H4, shown at 16 pt  
140% of body copy size

Everyone can contribute

H5, shown at 12 pt  
120% of body copy size

Everyone can contribute

Body copy, shown at 10 pt  
100%, reference for scale

Everyone can contribute

Supporting details, shown at 8 pt  
80% of body copy

Everyone can contribute

## Working with type

GitLab messaging spans a variety of media, from digital ads to physical billboards. Using type consistently reinforces our image as a trustworthy brand. Default to existing GitLab text styles, when possible.

- » If you are working in [Canva](#), use the default text styles that are included in our account's brand kit.
- » If you are working in Google docs, you can [create custom text styles](#). To get you started, you can use [this template](#) as a baseline.
- » If you would like the Brand Design team to review your work, submit a [brand review issue](#).

### Typography formatting sample

H1, shown at 20 pt  
200% of body copy size

# GitLab is an open devOps platform.

H5, shown at 12 pt  
120% of body copy size

## Iterate faster, innovate together.

Body copy, shown at 10 pt  
100%, reference for scale

Our open DevOps platform is a single  
application for unparalleled collaboration.

Supporting details,  
shown at 8 pt  
80% of body copy

Try GitLab for free

## Formatting

Consider the following tips for creating on-brand content:

- » Default to [sentence case](#) for all text.
- » Keep line lengths to under 15 words per line; this creates a user-friendly reading experience.
- » Use approved fonts at their default line spacing, when possible.
- » Default to black or white text, while reserving color for H1s, hyperlinks, and calls to action. Use color sparingly, and prioritize contrast and legibility.
- » Leave ample padding between text and surrounding elements, including the edge of the document and between paragraphs.
- » Keep calls to action concise and action-oriented. In written documents, this should be a short sentence; in a button, these should be 2-4 words in length (e.g. Learn more, Read now).
- » Default to left-aligned text for documents. Reserve centered text for callouts or smaller graphics (e.g. calls to action).
- » Hyperlinked text should be 1-3 words in length and relevant to the destination.
- » Adhere to our [writing guidelines](#) and [tone of voice](#) when creating content for GitLab.

## Styling

Within the Source Sans Pro font family, we use the regular, italic, semibold, and bold weights. When styling text, default to the following uses:

- » **Regular:** use for body copy.
- » **Italic:** reserve for captions or when citing published works.
- » **Bold or semibold:** use to add weight to headings.
- » **Bold:** use sparingly for emphasizing words within the body copy.
- » **Underline:** reserve for hyperlinks.

# Illustration

## Overview

Our illustrations are represented and directed by our [values](#), from concept to execution. We use illustration as both a communication tool and to visually support our ideas.

### GitLab illustration is:

- » led by the passion of the GitLab community.
- » direct and simple with personality that elevates the GitLab voice.
- » reflective of GitLab values.
- » collaborative, iterative and ever-growing.
- » focused and simplified, just like the product.

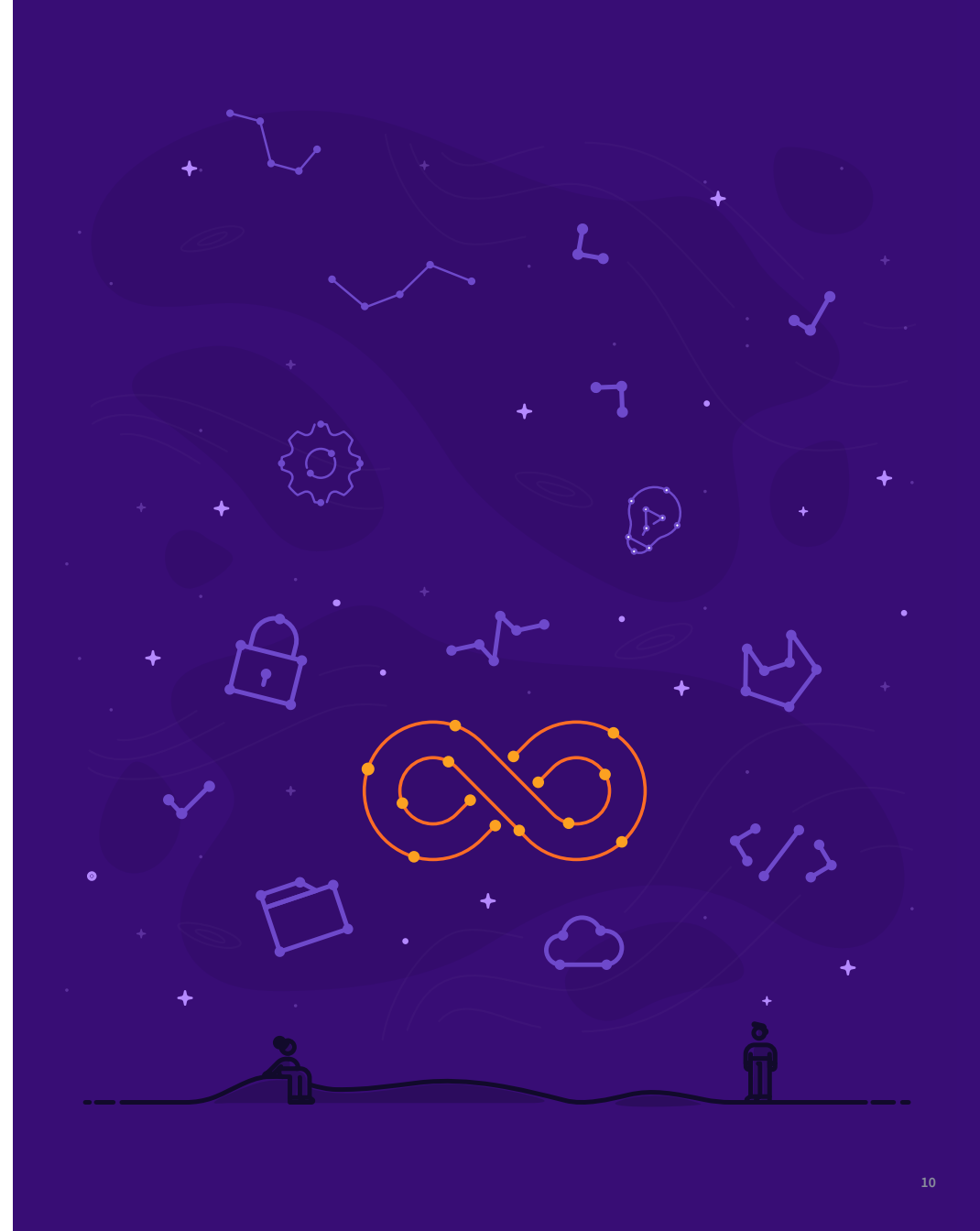
### We use illustration to:

- » bring context and clarity to complex ideas.
- » capture and elevate our values and brand identity.

## Style

We combine **geometric** shapes to represent rules of code and **organic** shapes to convey the personality and talent of our community.

The use of **open and dashed lines** represents the iterative GitLab culture.



# Iconography

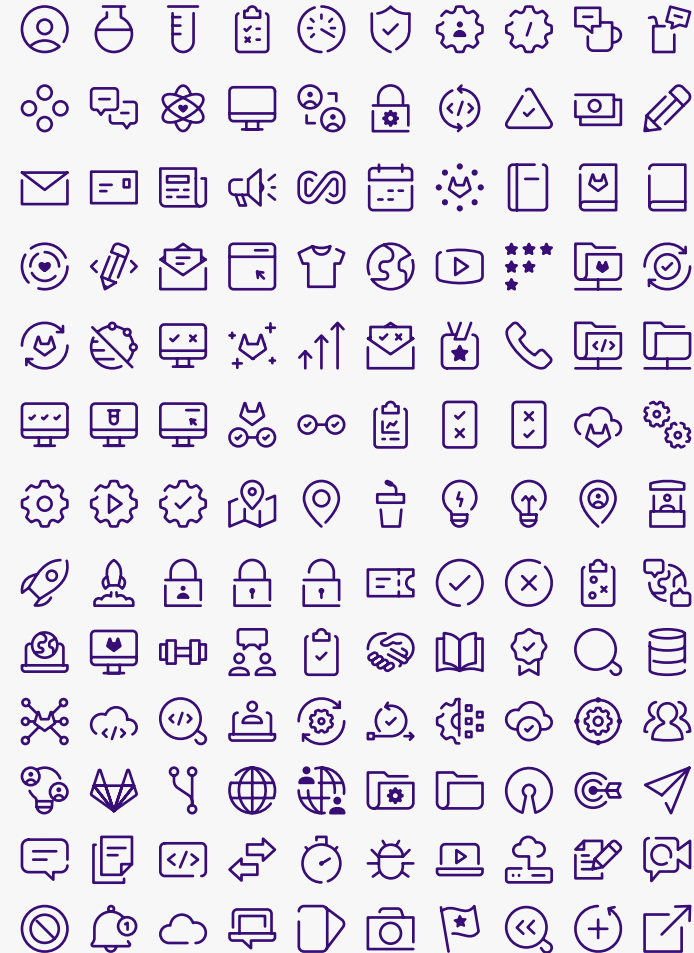
## Overview

Icons are a valuable visual component to the GitLab brand; they contribute to the overall visual language and user experience of a webpage, digital ad, advertisement, or slide deck.

### Software Development Lifecycle icon set

Each stage of our software development lifecycle is represented visually by an icon; these icons can be used together to represent the full lifecycle or individually to represent the specific stage.

The full set of icons together is always preferred as it shows the entire journey of the lifecycle. Icons from this set should not be used on their own as substitutes for general icons; each icon should only be used to represent its designated stage so that users can become familiar with our software development lifecycle.



# Resources

## Brand assets

### Logo

- » [Digital logo files](#)
- » [Print logo files](#)
- » [Press kit](#)

### Color

- » [RGB swatches](#)
- » [CMYK swatches](#)

### Illustration

- » [Illustration library](#)
- » [Diagrams](#)
- » [Patterns](#)
- » [RGB illustration swatches](#)
- » [CMYK illustration swatches](#)

### Iconography

- » [Small line icons](#)
- » [Large line icons](#)
- » [Large color icons](#)
- » [Icon illustrations](#)
- » [Software Development Lifecycle](#)

## Templates

### Presentation kit

- » [General GitLab deck template](#)
- » [GitLab pitch deck template](#)

### Meet the team

- » [Brand Activation](#)



### About GitLab

GitLab is a DevOps platform built from the ground up as a single application for all stages of the DevOps lifecycle enabling Product, Development, QA, Security, and Operations teams to work concurrently on the same project.

GitLab provides teams a single data store, one user interface, and one permission model across the DevOps lifecycle allowing teams to collaborate and work on a project from a single conversation, significantly reducing cycle time and focus exclusively on building great software quickly.

Built on Open Source, GitLab leverages the community contributions of thousands of developers and millions of users to continuously deliver new DevOps innovations. More than 100,000 organizations from startups to global enterprise organizations, including Ticketmaster, Jaguar Land Rover, NASDAQ, Dish Network and Comcast trust GitLab to deliver great software at new speeds. GitLab is one of the world's largest all-remote companies, with more than 1,200 team members in over 65 countries.



GitLab

