



Brand Standards





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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...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





Logos

Our Logo

The GitLab logo consists of two components: the icon (the tanuki) and the wordmark.

GitLab is most commonly represented by the logo, and in some cases, the icon alone. GitLab is rarely represented by the wordmark alone as we'd like to build brand recognition of the icon alone (e.g. the Nike swoosh), and doing so by pairing it with the GitLab wordmark.

To download the GitLab logo (in various formats and file types) check out our [Press page](#).

Tanuki

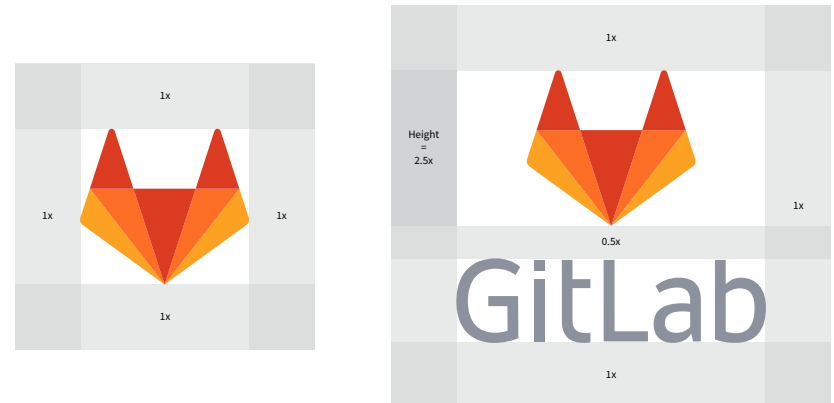
The [tanuki](#) is a very smart animal that works together in a group to achieve a common goal. We feel this symbolism embodies GitLab's [mission](#) that everyone can contribute, our [values](#), and our [open source stewardship](#).

The tanuki logo should also not have facial features (eyes, ears, nose...); it is meant to be kept neutral, but it can be accessorized.

Logo safe space

Safe space acts as a buffer between the logo or icon and other visual components, including text. this space is the minimum distance needed and is equal to the x-height of the GitLab wordmark.

The x-height also determines the proper spacing between icon and wordmark, as well as, the correct scale of the icon relative to the wordmark.





Logo applications

Web (minimum logo space)

Here are the recommended minimum sizes at which the logo may be reproduced. For legibility reasons, we ask that you stick to these dimensions:

Logo

Digital: 100px wide

Print: 1.25in / 31.75mm wide



Stacked logo

Digital: 60px wide

Print: 0.75in / 19mm wide



Icon

Digital: 30px wide

Print: 0.5in / 13mm wide



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](#). The most current version of the GitLab logo can be found on our [Press page](#).

Your use of the GitLab trademark and logo:

- » May not be for commercial purposes;
- » May not suggest or imply that you or your use of the GitLab trademark or logo is endorsed by GitLab, or create confusion as to whether or not you or your use of the GitLab trademark or logo is endorsed by GitLab; and
- » May not suggest or imply or that you are affiliated with GitLab in any way, or create confusion as to whether or not you are affiliated with GitLab in any way.

Examples of improper use of the GitLab trademark and logo:

- » The GitLab name may not be used in any root URL, including subdomains such as **gitlab.company.com** or **gitlab.citool.io**.
- » The GitLab trademark and/or logo may not be used as the primary or prominent feature on any non-GitLab materials.

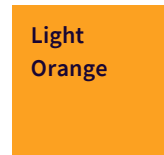


Color

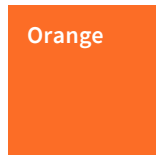
Overview

While the brand is ever-evolving, the GitLab brand currently consists of six primary colors that are used in a wide array of marketing materials. RGB and CMYK swatch libraries can be found [here](#).

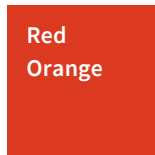
Primary palette



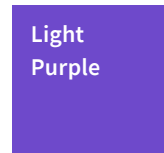
Light Orange
RGB: 252, 161, 33
RGB HEX: #FCA121
CMYK: 0, 45, 96, 0
Pantone: 1375 C



Orange
RGB: 252, 109, 38
RGB HEX: #FC6D26
CMYK: 0, 74, 94, 0
Pantone: 165 C



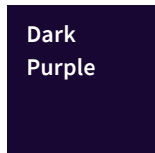
Red Orange
RGB: 219, 58, 33
RGB HEX: #DB3B21
CMYK: 4, 91, 91, 0
Pantone: 179 C



Light Purple
RGB: 110, 73, 203
RGB HEX: #6E49CB
CMYK: 69, 70, 0, 0
Pantone: 2725 C



Purple
RGB: 56, 13, 117
RGB HEX: #380D75
CMYK: 83, 90, 7, 1
Pantone: 7672 C

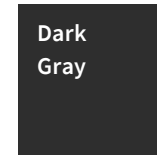


Dark Purple
RGB: 24, 6, 51
RGB HEX: #180633
CMYK: 92, 94, 44, 57
Pantone: 275 C

Secondary palette



Light Gray
RGB: 204, 204, 204
RGB HEX: #CCCCCC
CMYK: 0, 0, 0, 20



Dark Gray
RGB: 140, 146, 157
RGB HEX: #2E2E2E
CMYK: 0, 0, 0, 95



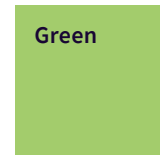
Rich Black
RGB: 0, 0, 0
RGB HEX: #000000
CMYK: 60, 40, 40, 100



GitLab Gray
RGB: 140, 146, 157
RGB HEX: #8C929D
CMYK: 48, 37, 31, 1



Blue
RGB: 136, 221, 253
RGB HEX: #88DDFD
CMYK: 40, 0, 0, 0



Green
RGB: 163, 204, 108
RGB HEX: #A3CC6C
CMYK: 40, 2, 75, 0

Typography

Font

The GitLab brand uses the [Source Sans Pro](#) font family.



Illustration

Overview

Illustration within the GitLab is 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 values and brand voice.

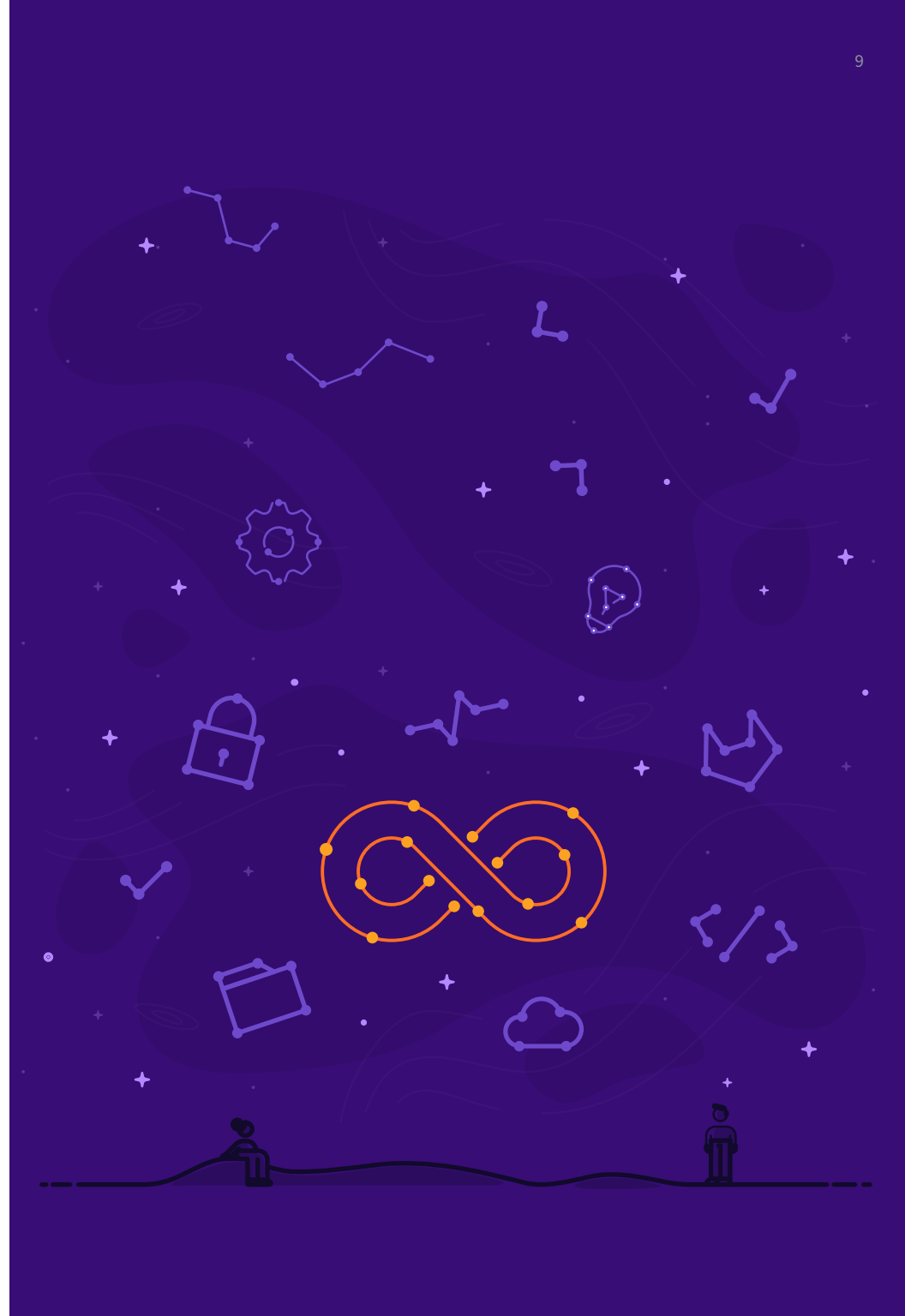
Style

Our approach is a combination of **geometric** shapes that represent rules of code and **organic** shapes that represent personality and talent of the community.

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

Illustration library

- » [General illustrations](#)
- » [Diagrams](#)
- » [Patterns](#)





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, advertisement, or slide deck.

Icon library

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

GitLab icon sets

Software Development Lifecycle [↗](#)

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 software development lifecycle icons were designed to with a huge amount of information in mind. To make sure everyone is using the icons correctly we have outlined some direction below.

Color

- » On any white background, the original or color sets of icons should be used.
- » When using the icons on a dark background the purple icons should be utilised and preferably used on the purple background color (#380D75).



Size

- » 46px is the smallest the icons should be used.
- » 74px is the regular-sized icons, the line weight has been adjusted for the larger size so this set should not be scaled down as it may compromise the overall aesthetic of the icons.
- » We do have larger 600px png and jpegs of the icons although we do recommend sticking to the initial 2 sizes.

Full Set vs Individual Icons

- » The full set of icons together is always preferred as it shows the overall journey of the lifecycle.
- » Individual icons should never be used as [general iconography](#), for example, the plan icon looks like it could pass for a calendar, please never use this set as a substitute for another icon, each icon in this set should only ever represent it's stage, this is so users can become familiar with our software development lifecycle and instantly recognise the icon for what stage it is.

Print vs. web

- » There are [EPS](#) files of both 46px and 76px sizes which should be used for print, they are saved as CMYK file so no color adjustment is needed.
- » Use [SVG](#) files whenever the icons are being displayed on the web.

Resources

The background of the slide is a solid purple color. On the right side, there is a large, dense cluster of white line-art icons. These icons represent various concepts such as technology (gears, lightbulbs, code symbols), business (charts, arrows, puzzle pieces), and education (books, graduation caps). The icons are scattered and overlap, creating a rich, textured effect that fades into the purple background on the left.



Brand resources

[Press kit](#)

[GitLab logos](#)

Templates

Presentation kit

» [General GitLab deck template](#)

» [GitLab pitch deck template](#)

Contact

Brand Activation

Creative team

[Luke Babb](#) - Brand Manager

[Matt Salik](#) - Senior Brand Designer

[Monica Galletto](#) - Production Designer

[Vic Bell](#) - Senior Illustrator





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