



# Style Guide (DRAFT)

[while-true-do.io](#) Style Guide

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## Brand

The brand and name of [while-true-do.io](#) is neither registered, nor otherwise protected at the moment. Nevertheless, it is highly recommended to stick to following patterns.

### Name

The name of the project is [while-true-do.io](#). In written Text the name should always link to our official website <https://while-true-do.io>.

The origin of the name is a reference to infinite loops in programming languages. It means, that we want to continue doing things, learning new things and support the community as long as possible.

### Slogan

Our slogan is: **Open Source - Development, Infrastructure, Community**

### Short description

In case you need a short description, we refer to use our official Intro as written below.

Make Internet Services as simple as Smartphone Apps, accessible for everybody and easy to deploy and maintain.

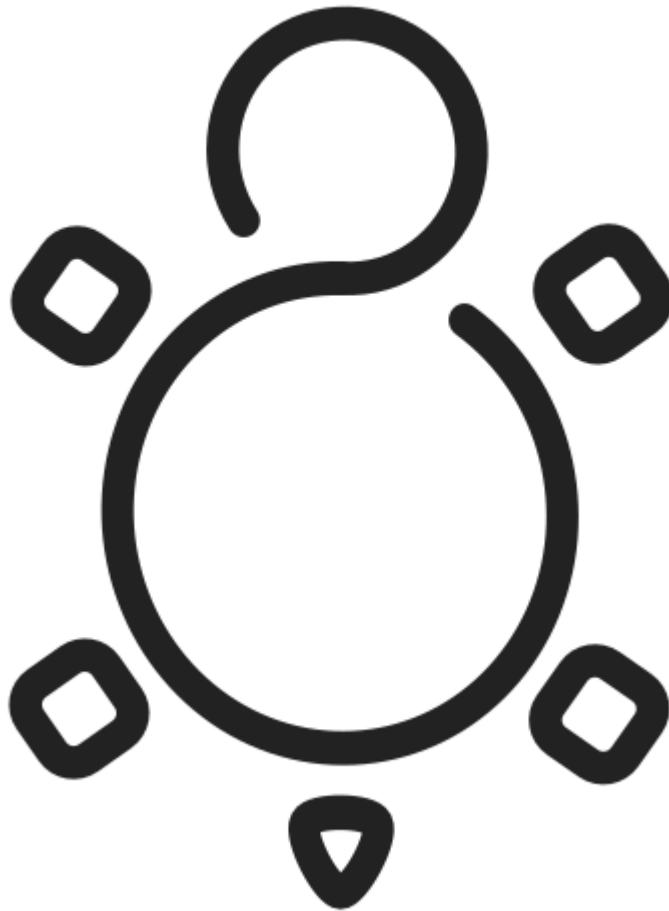
This summarizes our ideals and goals and should be "punchy" enough for most media.

## Logo

The logo is a stylized turtle. The turtle stands for sustainability, reliability, steadiness and wisdom. The form is defined by the infinity symbol and is reflecting the "while true do = infinite loop" idea.

## Logo and Marque

The logo is made up of an SVG file and is represented by a [PNG file](#) as shown below.



## Logo Variations

We are maintaining the following variations of the logo.

- [Favicon](#)
- [Transparent Background](#)
- [Light Background](#)
- [Light Background Round](#)

## Logo Placement

The logo files should be used "as is" and should not be modified or combined with extra text or images. It boils down to "As long as it is clearly to see that the Logo relates to [while-true-do.io](#), it is fine".

Below, you can find some examples for good and bad use of the logo.

### **Good**

- Avatar for various online services, where the profile name clearly identifies the organization.
- Embedded in a an image, where the logo is clearly visible.

### **Bad**

- Combined with other brands, where it is hard to distinguish the logos from each other.
- Transformed (reflected, rotated, squeezed, etc.) to make it look like a different brand.

## Colors

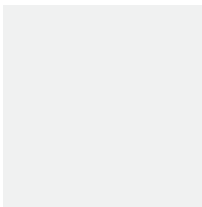
Having a fixed set of colors will help to identify [while-true-do.io](#), even when it is not written explicitly. The below color definitions should be applied, when possible.

The chosen color palette is designed to be easy on the eyes and accessible.



## Background

A white (#eef0f0) color accent is used for backgrounds.



## Foreground

A black (#090509) color accent is used for fonts and foreground.



## Primary

Emerald (#2ece72) is our primary color accent color.



A darker variant is Emerald (#0eae50).



## Secondary

Turquoise (#1abcac) is our secondary accent color.



A darker variant is turquoise (#0a9c9c).



## Shadow

Grey (#959595) can be used for borders, shadows and separations.



A darker variant is grey (#757575).



# Typeface

For browser applications (like websites), one should rely on system fonts. The user is already familiar with his system and should not be forced to use another font.

On the other hand, on documents like \*.pdfs, written letters or when creating images, one should rely on the below typefaces.

We have chosen a font, which is good looking, well known and easy to read. It is also under a free license and widely used in Open Source environments.

- Name: DejaVu Fonts
- Link: <https://dejavu-fonts.github.io>
- License: <https://dejavu-fonts.github.io/License.html>
- Download: <https://dejavu-fonts.github.io/Download.html>
- Variants: Sans, Serif, Mono

## Typeface Sans

Sans fonts are often used on digital presentations like:

- websites
- mobile applications
- desktop applications

## Typeface Serif

Serif fonts are often used for documents on an analog medium like:

- letters
- paper documents
- brochures

## Typeface Mono

Mono fonts are quite technical and should only be used in a technical context like:

- code blocks
- terminals

# Pictographs