



// BRAND BOOK • VERSION 1.0 • 2026

Global IT Community Network

City by city. Country by country. One network.

THIS BOOK

The rules for everyone who makes something in the network's name: chapter leads, volunteers, designers, editors and the tools that build on this system.

The live, always-current version is the design system this book is exported from. When the two differ, the live system wins.

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CITY BY CITY. COUNTRY BY COUNTRY. ONE NETWORK.

Global IT Community Network is the international network that grew out of IT Community of Uzbekistan: independent, volunteer-run tech communities under one name, one mark and one domain. **Wherever you build, you are never building alone.**



Local first

A chapter speaks for its own city. The network gives it a stronger voice without replacing it.



Independent

The network is not a program of any company, park or ministry. Nothing in the identity should suggest otherwise.



Built together

The mark itself is assembled from separate segments. Show many pieces becoming one, in layouts, films and events.

PLAIN, SPECIFIC, GENEROUS.

Write like a senior engineer who also runs meetups. Say what happens, where and when.

- "We" for the network, "you" for the reader. Never "users".
- Headlines are uppercase, one to three words, with a full stop.
- Triads climb in scale: **CITY. COUNTRY. WORLD.**
- No emoji in brand material. No filler stats, ever.
- Full name on first mention, then "the network".
"GITCN" is internal only.

	WRITE	NOT
Headlines	CITY BY CITY.	Welcome to our amazing new global community!
Body	Hiring day, Tashkent, 14 November, 18:00.	Join us for an exciting evening of networking!
Person	We run meetups. You bring the questions.	Users can register for events.
Name	IT Community Tashkent	GITCN Tashkent Hub

English is the network language. Chapters publish in local languages (Uzbek, Russian and others) using the same type system and the same rules.



THE MARK

Built on a 1254-unit square from one construction. Never redraw it by eye; always use the master files.

1 Frame

Rounded square, 11 segments, gaps left and right, open at the bottom for the wordmark.

2 Block

Cyan rounded square with a teal crescent on the left and a purple stroke down the right.

3 IT

Letterforms cut out of the block: always the ground colour.

4 Highlights

Pale strips on the left and bottom of the I and T-stem: light on an extruded edge.

5 COMMUNITY

Poppins Bold, set in the frame's opening.

VERSIONS



Horizontal lockup, reversed · default signature



Horizontal lockup, positive · documents



Stacked lockup · square and vertical



Mark · when the name is nearby



Mono white · one-colour production



App icon · favicons, avatars, under 64px

Mono black mirrors mono white for light grounds. On single-ink versions the letters are knocked out, and the highlights and crescent merge into the block. Chapter lockups are covered in Network architecture.

SPACE & SIZE



Mark · min 64
px / 18 mm



Lockup · min 200 px / 50
mm

GLOBAL
IT COMMUNITY
NETWORK



App icon ·
down to 16 px

Below 64px COMMUNITY stops being readable, so switch to the app icon. Never re-typeset the lockup words: use the master files.

Clear space on every side equals **14% of the mark's width**.
Nothing enters it: no text, no logos, no image edges.

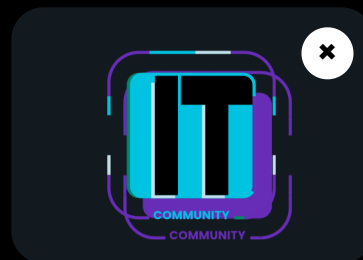
// DON'T



Stretch or skew



Recolour segments



Add shadows or effects



Rotate



Busy imagery, no panel

PALETTE

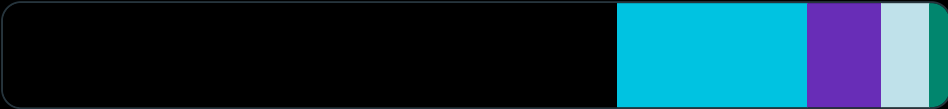
Brand black	Brand cyan	Brand purple	Brand pale	Brand teal
The ground	The signal	Frame · launch	Highlight	Grounding accent
HEX #000000 RGB 0 0 0 CMYK* 0 0 0 100 65% of a layout	HEX #00C3E1 RGB 0 195 225 CMYK* 100 13 0 12 20% of a layout	HEX #682DB7 RGB 104 45 183 CMYK* 43 75 0 28 8% of a layout	HEX #BFE1EA RGB 191 225 234 CMYK* 18 4 0 8 5% of a layout	HEX #01866E RGB 1 134 110 CMYK* 99 0 18 47 2% of a layout

Sampled from the master artwork; identical in every theme. Near-white for headline type on black is **Snow #E8F6FA**. *CMYK values are a naïve starting point. Proof on the actual stock before any print run.

ONE BRIGHT SPOT

Cyan is always the brightest thing on the page. Purple, pale and teal appear as **segments** (bars, frame pieces, badges), never as big washes. No gradients, ever.

// PROPORTION



Black 65 · cyan 20 · purple 8 · pale 5 · teal 2

// SEGMENT ORDER: ALWAYS, CLOCKWISE AROUND THE MARK



// CONTRAST, WCAG 2

Aa	Snow / ink	15.9+:1	Body, headlines
Aa	Muted	7.2+:1	Secondary copy
Aa	Cyan	9.9:1	Links, eyebrows
Aa	Violet text	6.8:1	Purple words on dark
Aa	Black on cyan	9.9:1	Primary buttons
Aa	White on purple	7.9:1	NEW badge
Aa	White on teal	4.5:1	LIVE badge, 14px+
Aa	Purple on black	2.65:1	Never as text

Ad

Poppins

Light Regular Medium Bold

One geometric family, like the mark. Shout in Bold caps, talk in sentence case, and use two weights per layout. Mono is only for technical meta. For Cyrillic, pair with Montserrat (proposed; proof first).

display-xl

Bold 120 / 0.95

ONE
COMMUNITY.

headline

Bold 56 / 1.05

IT COMMUNITY
NETWORK

title

Bold 32 / 1.2

Launching in Tashkent

subtitle

Medium 22 / 1.35

Independent tech communities,
connected worldwide.

body

Regular 16 / 1.6

Meetups, mentoring and hiring days,
organised by volunteers.

label

Medium 14 · +18% ·
caps

GLOBAL

eyebrow

Mono 13 · +12% ·
caps

// 01 · SIGNAL

FOUR DEVICES



Segmented frame

Drawn around square content: a speaker photo, a QR code. One per layout.



radius-block · 9.4%

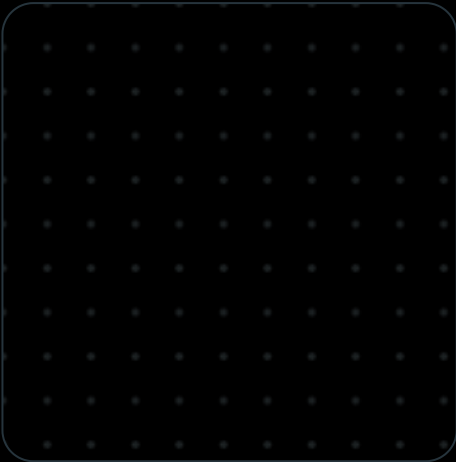


Segment rule

Signs off a headline or lockup, as wide as the words above it.



radius-frame · 18%

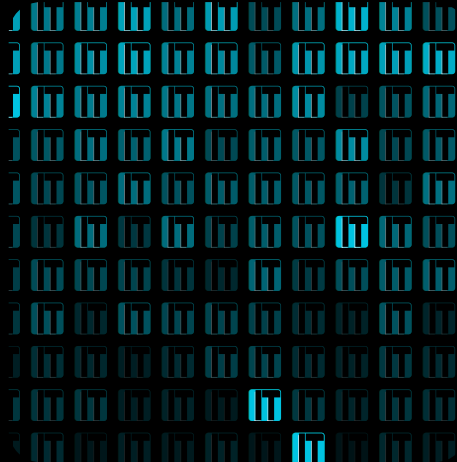


Signal grid

A 60px dot pitch in pale at 12–24%. Texture, never louder than type.

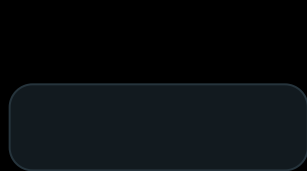


radius-icon · 22.4%



Tile wall

One tile per chapter, for moments of scale. Active chapters light up cyan.



radius-md · 12 px (UI)



LAYOUT



12 columns · 48 px margins · hero object left, type right, aligned on the mark's centre

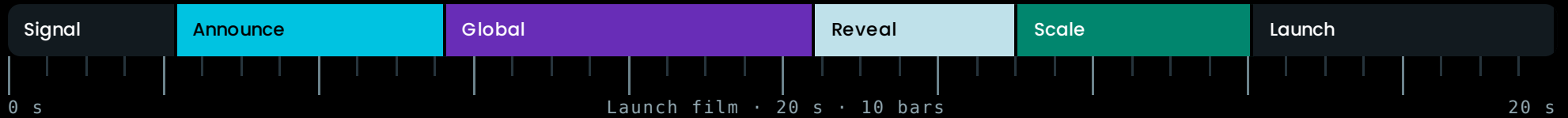


Post 1080 × 1350 · 48 px safe area

Leave a lot of black. Use one hero object, one headline and one segment rule per layout.

120 BPM

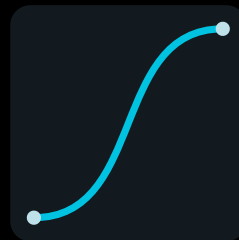
Everything moves on the beat. One beat is 500 ms and one bar is 2 s.
Scenes last whole bars, and every visual hit has an audio hit.



Arrivals
ease-out-expo



Exits, pre-impact
ease-in-expo



Camera, chase
ease-in-out

Signal on. A point flickers, draws a line and splits into four.

Segment slam. 11 frame pieces land, staggered by 30 ms.

Block assembly. The I drops, the T bar slides in and the stem rises.

Masked rise. Words rise into a clip line over 250 ms.

Colour chase. The frame colours run one lap.

Light sweep. One diagonal pass across the block.

Converge. Nodes fly into the mark's outline.

Depth split. Layers separate in Z, then close.

ONE MARK, EVERY CITY

The mark is identical in every chapter; only the name line changes. Local character belongs in photography and language, never in the mark.

// NETWORK



Global IT Community Network

itcommunity.net

Chapter names go in English caps on the lockup. A local-language line may follow in the same label style.

// COUNTRY CHAPTER



IT Community Uzbekistan

itcommunity.net/uz

The founding chapter, IT Community Uzbekistan, may add "Founding chapter" as an eyebrow. Local domains such as itcom.uz redirect to the chapter page.

// CITY CHAPTER



IT Community Tashkent

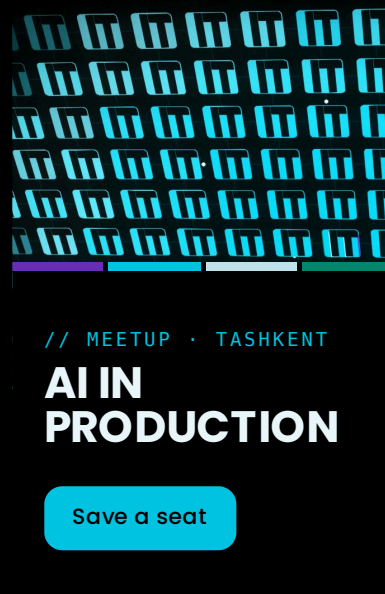
itcommunity.net/uz/tashkent

Domain and handle patterns (@itcommunitynet, @itcommunity.<city>) are **proposed**; confirm them before launch. Chapter avatars are always the app icon.

IN THE WORLD



Launch post · 1080 × 1350



Story · 1080 × 1920



Event badge · 100 × 150 mm



Stage screen · 16:9 · signal grid + HUD corners

For new chapters the NEW badge sits beside GLOBAL or the chapter name for 90 days, then retires. Use one primary cyan action per piece. Badges carry the name in title style and the role in label style.

// 02 • CONNECT

ONE COMMUNITY.

Deck section opener • one cyan panel per deck, black on-cyan type

Shavkat Karimov

Founder, Global IT Community Network

itcommunity.net

Email signature • no image logo, just the rule



Partnership proposal

Documents and letters use the light theme: the positive lockup, ink body type and accent #006F82 for links.

Letter and report • light theme



Merch • black garments only, mono white or full colour



GLOBAL
IT COMMUNITY
NETWORK

itcommunity.net