

\$ open devpulse/brand-guidelines

Tech, in person.

Brand guidelines

version 1.0 • october 2026

The logo for devpulse, featuring the word 'devpulse' in a bold, sans-serif font. The letters are colored as follows: 'd' is dark blue, 'e' is dark blue, 'v' is dark blue, 'p' is blue, 'u' is purple, 'l' is purple, 's' is pink, and 'e' is orange.

Contents.

Start at 00 if you are new. Making a poster tonight? The checklist is on p.34.

volunteers 00, 04 and the checklist	
speakers	00 and speaker photos, <u>p.20</u>
hosts	partners, <u>p.33</u>
sponsors	partners, <u>p.33</u>
designers	all of it

\$ tree devpulse/brand-guidelines

└─ 00 start	p.03
└─┬─ hello	p.03
└─└─ principles	p.04
└─ 01 the wordmark	p.05
└─┬─ wordmark	p.06
└─┬─ construction	p.07
└─┬─ clear space and sizes	p.08
└─┬─ colour versions	p.09
└─└─ don'ts	p.10
└─ 02 colour and type	p.11
└─┬─ palette	p.12
└─┬─ depth ramp	p.13
└─┬─ typography	p.14
└─└─ the character grid	p.15
└─ 03 graphics	p.16
└─┬─ pulse graphic	p.17
└─┬─ icons	p.18
└─┬─ event shapes	p.19
└─┬─ speaker photos	p.20
└─┬─ speaker photos in use	p.21
└─└─ speaker photos: don'ts	p.22
└─ 04 applications	p.23
└─┬─ talk poster	p.24
└─┬─ social	p.25
└─┬─ avatar	p.26
└─┬─ icon	p.27
└─┬─ round icon	p.28
└─┬─ on the night	p.29
└─└─ merch	p.30
└─ 05 in practice	p.31
└─┬─ voice and copy	p.32
└─┬─ partners and co-branding	p.33
└─└─ quick-start checklist	p.34

Tech, in person.

DevPulse is a tech community for the start-up and tech scene. We run evening meetups: talks, food and drinks, for people who build.

Founders, developers, designers and everyone else making things in start-ups and tech companies come to learn, meet their peers and be seen. Speakers bring the talks; host companies open their doors for an evening.

Zwolle is home today, and the events happen in and around the city. The identity is built to travel: nothing in it depends on one place. One day there may be a conference, and every part of this system is made to scale to it.

who this book is for

volunteers make a poster, a post, a badge

speakers how your talk and photo appear

hosts how your venue and logo are named

sponsors how partner logos sit beside ours

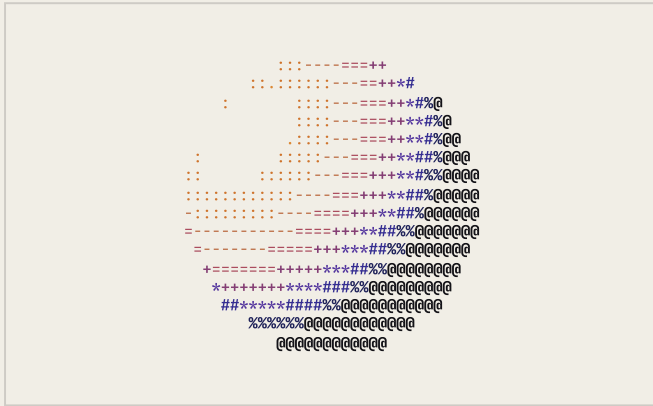
designers the whole system, page by page

an evening, as a log

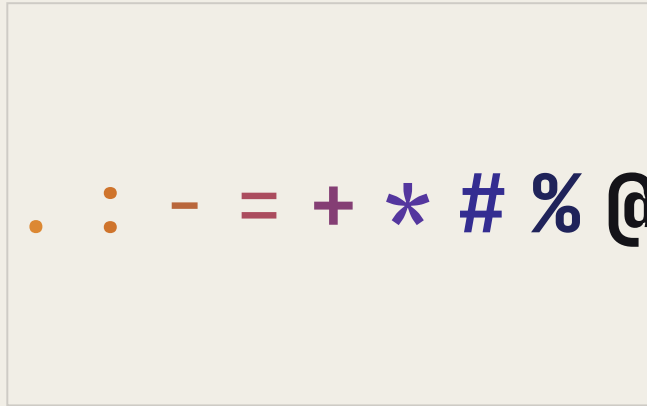
sample date and venue

18:00:00	> doors open	spoorzone, zwolle
18:15:00	food	talks from 19:00
19:00:00	talk	the-state-of-web-components-in-2025
19:45:00	talk	ai-is-easy-until-you-add-people
21:00:00	drinks	until the last commit

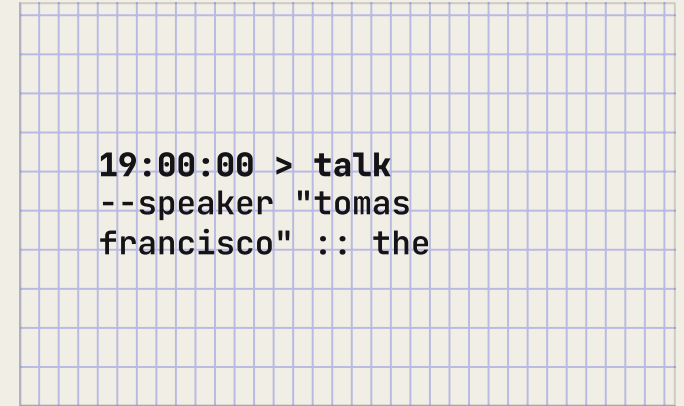
Everything is made of characters. Colour is depth. Type is the grid.



Characters. Every drawing is text: a tower, a numeral, an evening's shape. People stay photos.



Depth. A glyph's density sets its weight and its colour together: light is warm, shadow is cool, the edge is ink.



Grid. One family, JetBrains Mono, on a 1:2 cell. Every character has its own place; nothing is nudged.

01

Rooted, not bound.

Proud of where the events happen, but the identity travels. The city is venue information and one merch line, never the system.

02

People first.

Speakers and attendees are the content; the brand frames them. Real faces stay photographic where it counts.

03

Confidence without hype.

A bold voice and honest facts. No invented numbers, no superlatives.

04

Built to scale.

Every asset works for a 60-person meetup and for a future conference.

The wordmark.

wordmark · construction · clear space and sizes · colour
versions · don'ts

> %% %% ## ** ++ =- -: :.

[illegible][illegible]

One word. A pulse runs through it.

what: The logo is `devpulse` in JetBrains Mono ExtraBold, lowercase. Nothing else: no symbol, no caret.

when: Everywhere the brand signs: posters, feeds, slides, badges, the site.

how: On screen a pulse of colour runs through the word, letter by letter, every 2.8 seconds. In print, in PDFs and wherever motion is off, use the still.

The static logo is the colour-steps still. `dev` in ink, `pulse` stepping cobalt to terracotta, one ramp step a letter: the long exposure of the pulse, everywhere it has been. Plain ink is the one-colour version, not the logo.

on screen / travelling pulse



2.8 s loop · 90 ms a letter

`devpulse`

0.2 s

`devpulse`

0.4 s

`devpulse`

0.6 s

`devpulse`

0.8 s

`devpulse`

1.0 s

`devpulse`

1.3 s

Frame by frame. Each letter flashes cobalt, fades through the ramp and returns to ink, 90 ms after the letter before it.

print / the still · the logo



one colour / ink



Eight cells, one line.

The word sits on the same character grid as everything the brand writes. Each letter takes one cell: 0.6 em advance minus 0.02 em tracking, 1.2 em tall. The type is set on the x-height, and one empty cell of clear space surrounds it on every side.

cell

0.6 em advance
-0.02 em tracking
= 0.58 × 1.2 em

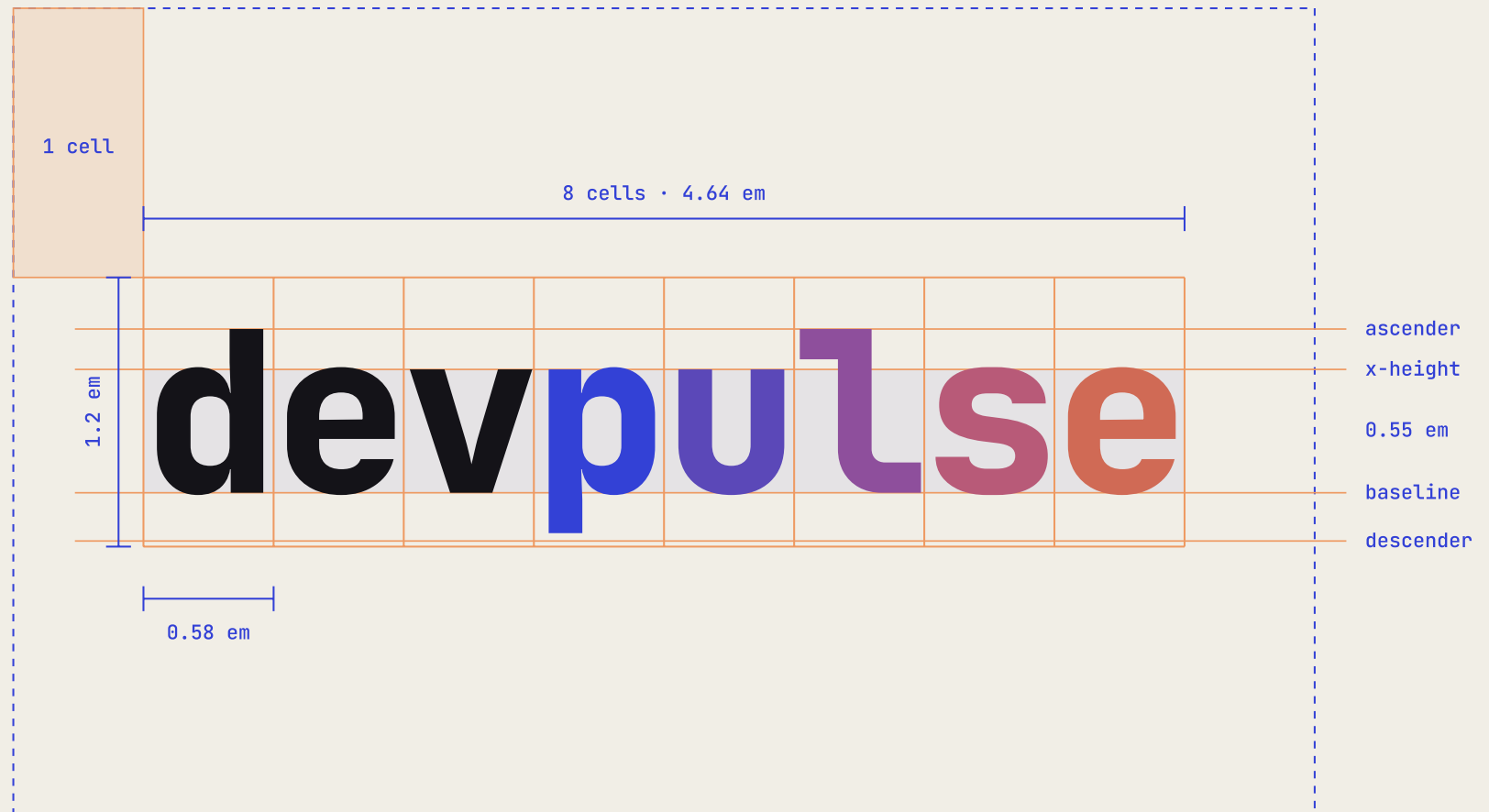
colour

dev: the ground
pulse: one ramp
step a letter

weight

800, every letter

clear space: one cell on every side



Room to breathe. Never too small.

- what:** One cell of clear space, a minimum size per version, and a rule for when the pulse moves.
- when:** Every time you place the wordmark.
- how:** Measure clear space in cells of the word itself: one cell is about the width of one letter. Nothing enters it, not even a partner logo.



Clear space. One cell on every side.

	screen	print
colour steps	24 px type · 112 px wide	30 mm wide
one colour	16 px type · 75 px wide	18 mm wide
avatar	one of three square cuts, 1,024 px, see p.26	-
smaller	the ripple, the icon, see p.27	the 25 mm pin, see p.28



Sizes. Type size on screen, shown at 100% on a 1400 px page.

travelling (animated)	the still
+ the site header and hero	+ print, PDF, email and documents
+ the stage screen between talks	+ anywhere reduced motion is on
+ video, stories and event pages	+ below 40 px, or next to other motion

Two primary grounds. One colour for the rest.

what: The ramp on paper and on ink. A single colour everywhere else.

when: Paper and ink grounds take the ramp. Cobalt, apricot and signal grounds, and one-colour print (stamps, receipts, embroidery, engraving), take one colour.

how: On ink, the ramp flips: *dev* turns paper and the pulse starts in warm light.

SVG and PNG are transparent, JPEG carries its ground. Every file holds one cell of clear space around the word. Made by tools/wordmark.



devpulse

Paper · primary · #F1EEE6



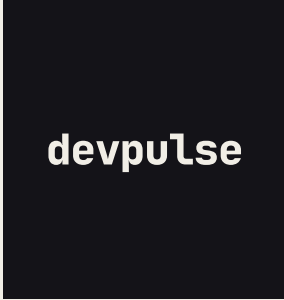
devpulse

Ink · primary · #141318



devpulse

Ink on paper · one colour



devpulse

Paper on ink · one colour



devpulse

Cobalt · paper word



devpulse

Apricot · ink word

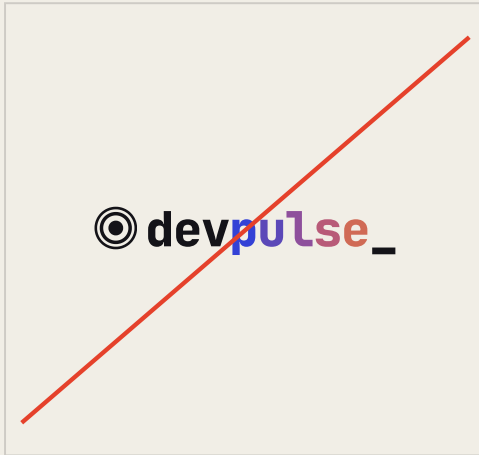


devpulse

Signal · ink word

Leave the word alone.

The wordmark works because it is plain. Every one of these takes something away. If a layout seems to need one of them, change the layout.



Don't add a symbol or a caret.



Don't set it in another font.



Don't stretch, squash or slant it.



Don't outline it or give it a shadow.



Don't put the ramp on a busy photo.

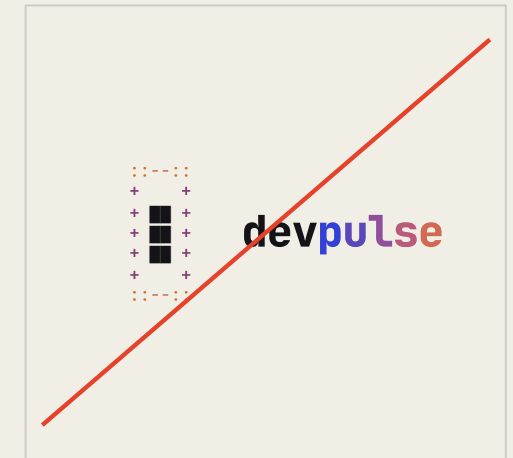
sample portrait



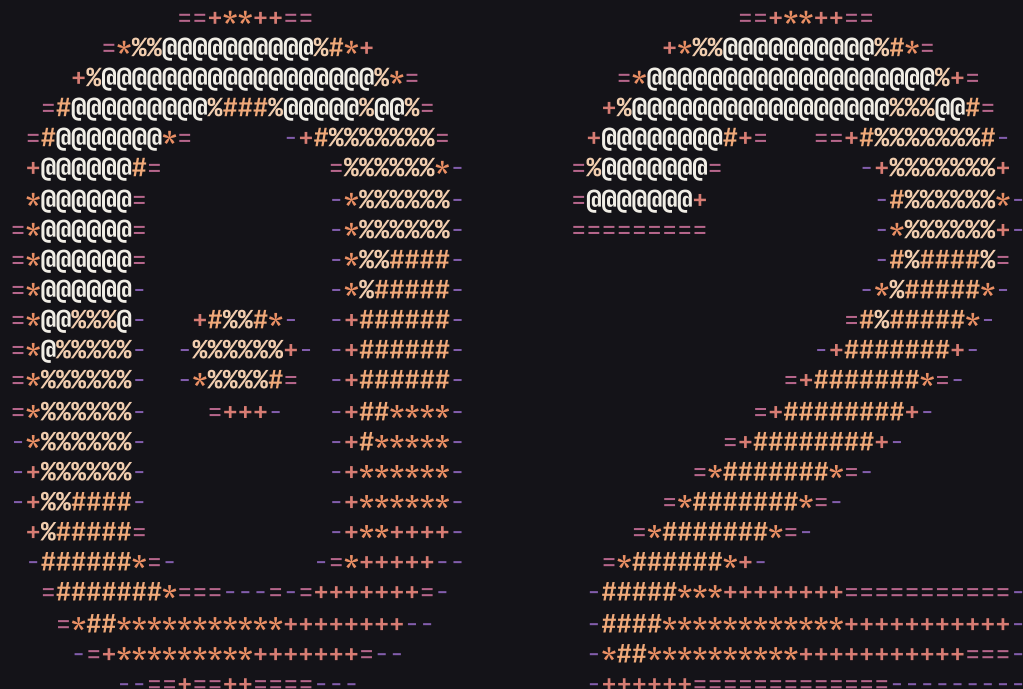
Don't recolour letters off the ramp.



Don't spend signal on the word.



Don't lock it up with the pulse graphic.
Only the avatar joins them, p.26.



Colour and type.

palette · depth ramp · typography · the character grid

> %% %% ## ** ++ =- - : :.

Six colours, named by what they do.

Paper and ink carry everything: grounds and information. Cobalt and apricot are the cool and warm halves of depth. Signal is a status light, used once. Haze holds the grid together. CMYK and Pantone references are to be defined with the printer.

Paper . : - = +	Ink @ % # @ %	Cobalt * + = * +	Apricot . : - . :	Signal live:	Haze
#F1EEE6 rgb 241 238 230 The primary ground: posters, print, the page.	#141318 rgb 20 19 24 All information text. The densest glyphs. The night ground.	#3341D6 rgb 51 65 214 The cool shadow. Commands, the event shape behind speaker photos.	#EE9A62 rgb 238 154 98 The warm light. Sparse glyphs, prompts on night. Never body text on paper.	#E5412B rgb 229 65 43 Live and status words. Once per surface, never the wordmark.	#DAD5C8 rgb 218 213 200 Rules, grid dots, the surface under objects.

supporting neutrals

graphite #5F5B54

secondary text on paper

fog #A9A59B

secondary text on ink

desk #E3DED2

under objects

card #FBFAF6

badges, receipts

Colour is depth.

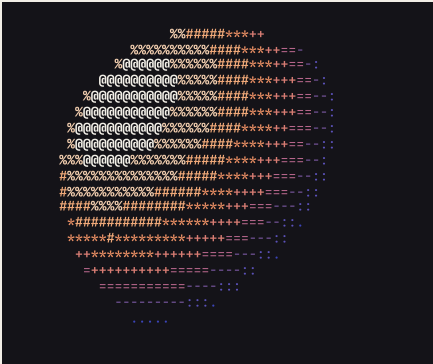
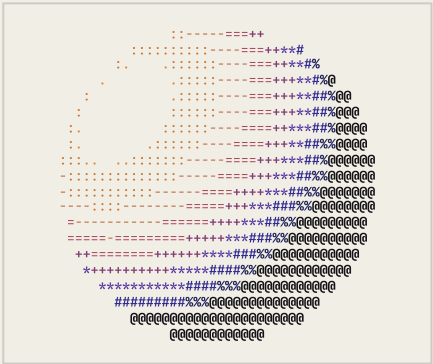
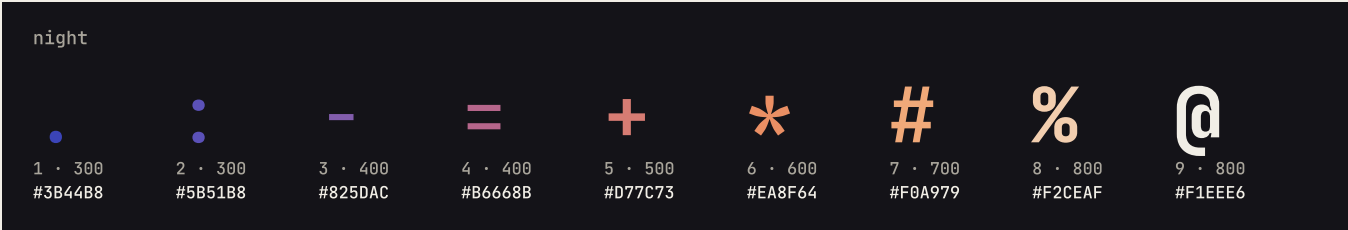
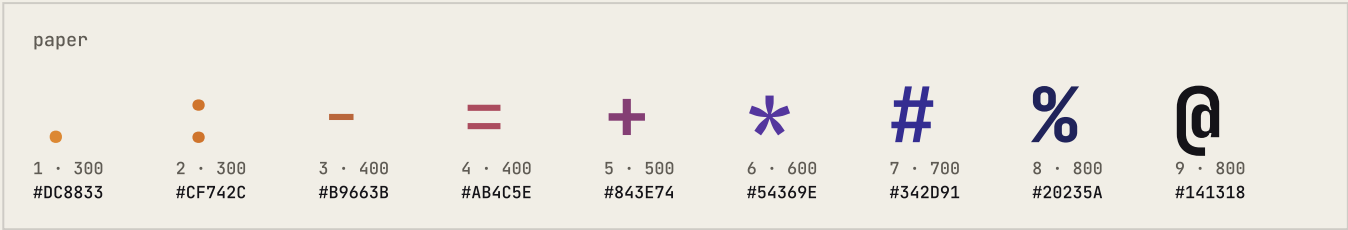
- what:** Nine steps per ground. A density value sets the glyph, its weight and its colour together.
- when:** Anything drawn in characters: shapes, numerals, the pulse graphic.
- how:** Let the renderer pick. A ramp colour is never chosen by hand.

Colour is depth. A ramp colour comes only from a density value or a pulse step, never from a wish for emphasis.

Information is ink. Text that informs stays ink on paper or paper on ink; graphite and fog for secondary lines.

Matched contrast. A density holds the same contrast on both grounds, from 2.4:1 at . to 15.9:1 at @, so a detailed drawing reads as well on paper as on night.

Signal once. One live or status word per surface. The wordmark never spends it.



the wordmark's five steps



Tuned from the ramp so every letter holds 3:1 against its ground.

One family. Weight
does the rest.

JetBrains Mono

abcdefghijklmnopqrstuvwxyz
0123456789 >_ [] { } -> :: @

300 Talks. Food. Drinks.

400 Talks. Food. Drinks.

500 Talks. Food. Drinks.

600 Talks. Food. Drinks.

700 Talks. Food. Drinks.

800 Talks. Food. Drinks.

Free under the SIL Open Font License, from Google Fonts.
Ligatures and contextual alternates are always off, so ->
stays two characters. Numerals are tabular.

display · 800 · -0.035 em

AI is easy
- until you
add people.

title · 700 · -0.02 em

Meetup No. 14 · Spoorzone,
Zwolle

statement · 700

Tech, in person. Talks, food and
drinks for people who build.

body · 400 · 1.6

Every evening starts at six with doors and food,
talks at seven, drinks at nine. Set body text
ragged, 60 to 70 characters a line.

log · 500 · tabular

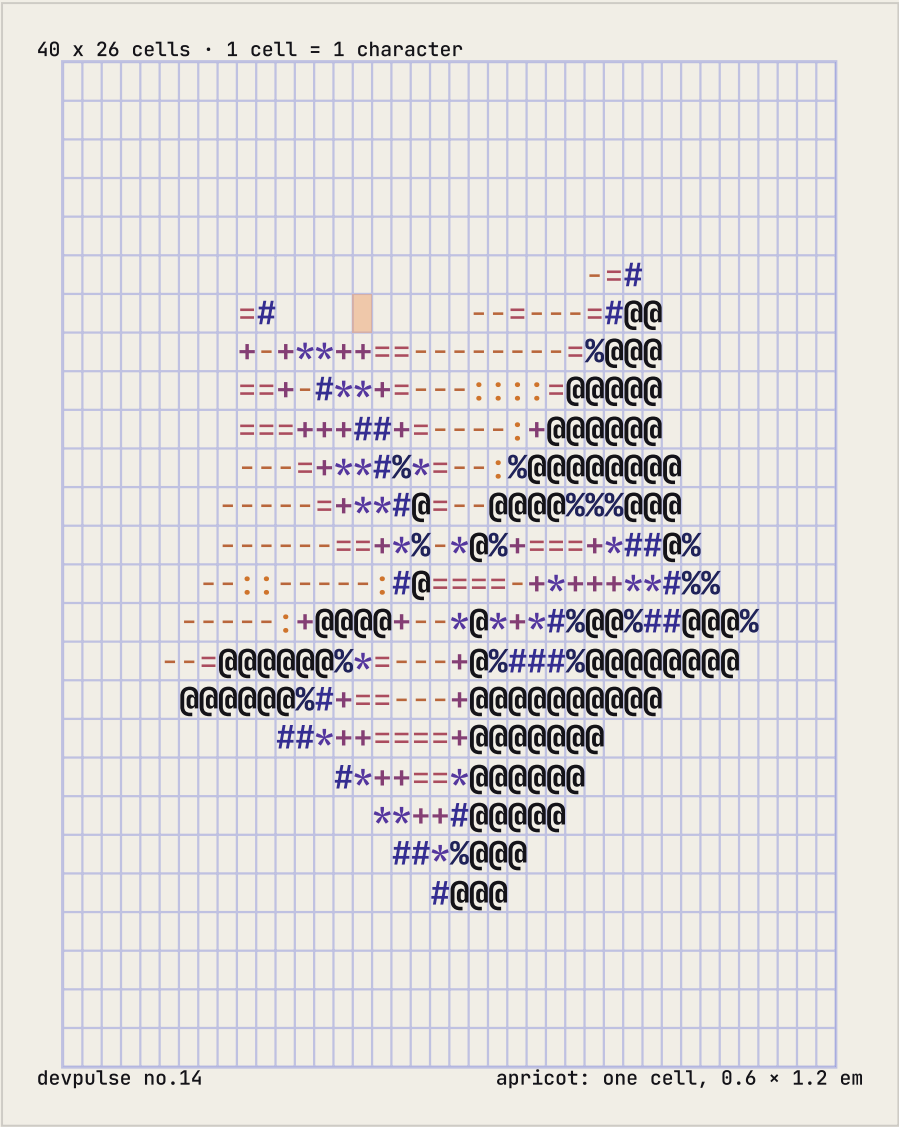
19:00:00 > talk --speaker "tomas francisco"

label · 500

thu 12.11.2026 · spoorzone, zwolle

sample

Titles in sentence case, with a full stop.
Meta in lowercase log style: dates as 12.11.2026, times as 19:00.
Commands in cobalt on paper, apricot on ink.



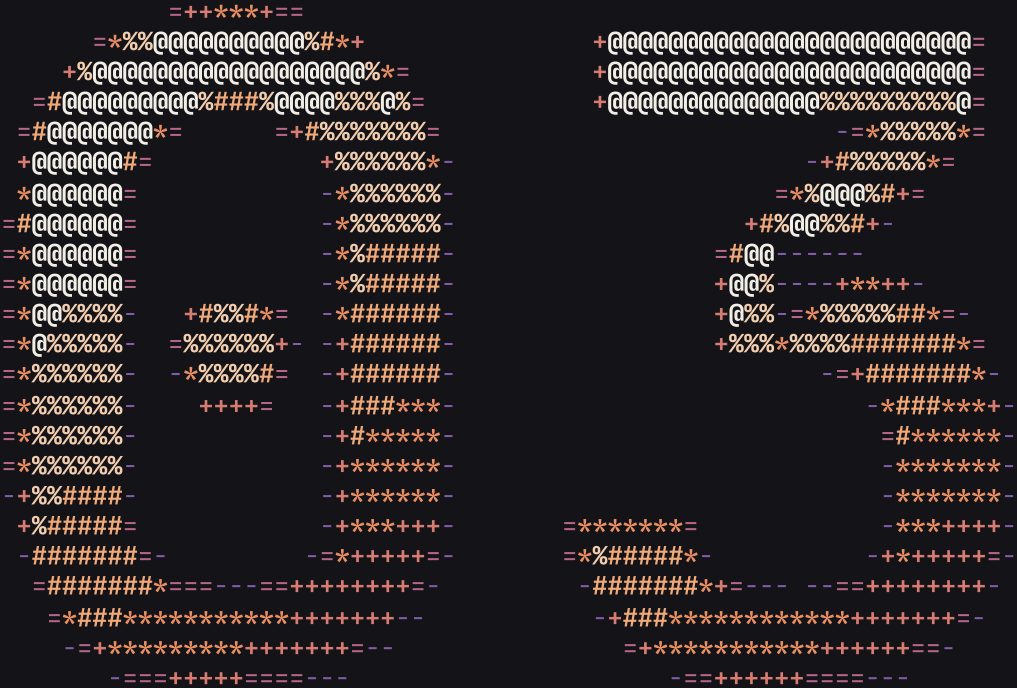
Columns are counted, not measured.

what: Every surface is a grid of 1:2 cells, 0.6 by 1.2 em. A cell holds one character, one weight, one colour.

when: Always: text, art and layout share it.

how: Pick a column count for the artwork, then let the box size the type:
 $\text{font-size} = \text{box width} \div \text{columns} \div 0.6$. Text blocks start on a cell; nothing moves by half a cell.

surface	ratio	columns
enamel pin, 25 mm	1:1	14
badge shape	1:1	22
instagram post	1:1	96
talk poster, A2	1:1.414	88-104
stage backdrop	16:9	168



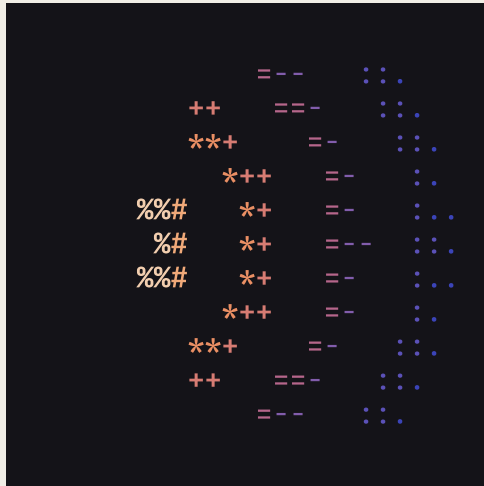
Graphics.

pulse graphic · icons · event shapes · speaker photos

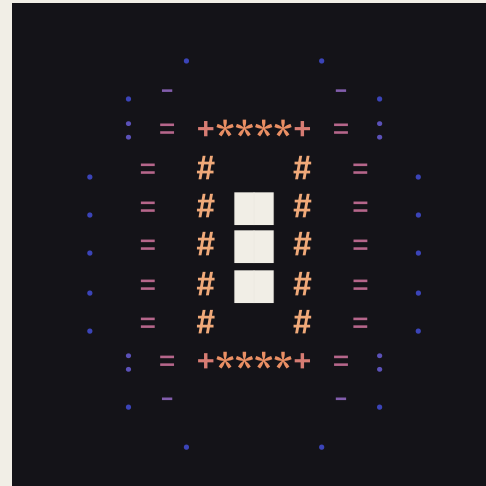
> %% %% ## ** ++ =- -: :.

Pulses of characters.

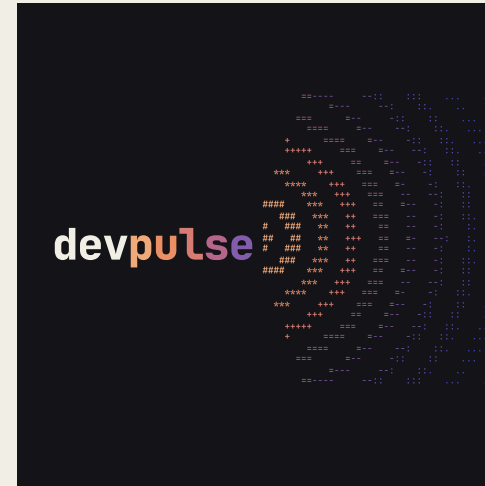
A source sends rings of characters outward. Each ring steps down the depth ramp as it travels: dense and dark at the source, sparse and warm at the edge. It is the brand's motion, and it is never the logo.



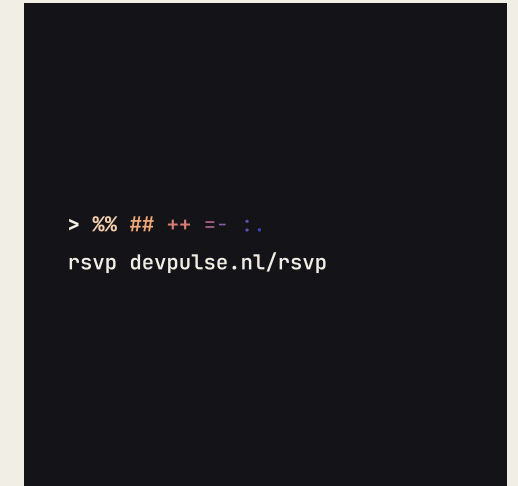
Ripple. Rings travel one way, to the right. For calls to act: rsvp, next, go.



Broadcast. A cursor sends rings every way. For announcements, merch, loading screens.



Out. Rings leave the word. Only in a hero, on a cover and in the avatar, the places the two meet.



Line. One row. The live and loading motif, beside a meta line or a call to act.

Motion. 27 frames at 24 fps: 0.9 rings a second. It plays only while it is on screen.

Still. Frame 0, in print, in PDFs, under reduced motion and on first paint.

Export. In this book's browser view, `export gif` writes the loop at 1080 px wide, in the exact brand colours, looping forever.

Never a lockup. The rings never stand next to the wordmark as a logo. See the don'ts, [p.10](#). The avatar is a picture, not a lockup, [p.26](#).

Icons: borrowed, never drawn.

- what:** [Pixelarticons](#), an open-source set drawn on a strict 24 × 24 pixel grid. The free set, 1,036 icons, is MIT licensed: free, no attribution needed. Source: github.com/halfmage/pixelarticons.
- when:** Programme rows, wayfinding, the site, slides and feeds: wherever a word needs a quick picture beside it.
- how:** Take the icon from the set as it is. Never redraw one, never mix in another set. Missing a subject? Use the nearest icon in the set.

Two cells. An icon is two cells wide and one tall, 1.2 em square, so it sits in a line like two characters. On screen: 24 px or a multiple.

One colour. Ink on paper; paper or apricot on ink. Never ramp colours, never signal.



The evening set. Sixteen icons cover an evening; the set has over a thousand more. The food icon is [cake](#): the set has no pizza.

considered	icons grid		licence	
Pixelarticons	1,036	24 px	MIT	chosen: the most subjects, no attribution
Pixel Icon Library (HackerNoon)	578	24 px	CC BY 4.0	fewer event subjects, credit required
Streamline Pixel	662	32 px	CC BY 4.0	has pizza; off our grid, credit required

18:00

18:15

19:00

21:00

Programme.
Ink on paper, one icon a row.

cd
./talks

cd
./food

cd
./drinks

thu
12.11

doors
18:00

spoon
zwol

Wayfinding.
Apricot on ink, arrows at the end of the line.

In a line.
Two cells, set on the text.

sample

Every event gets its own shape.

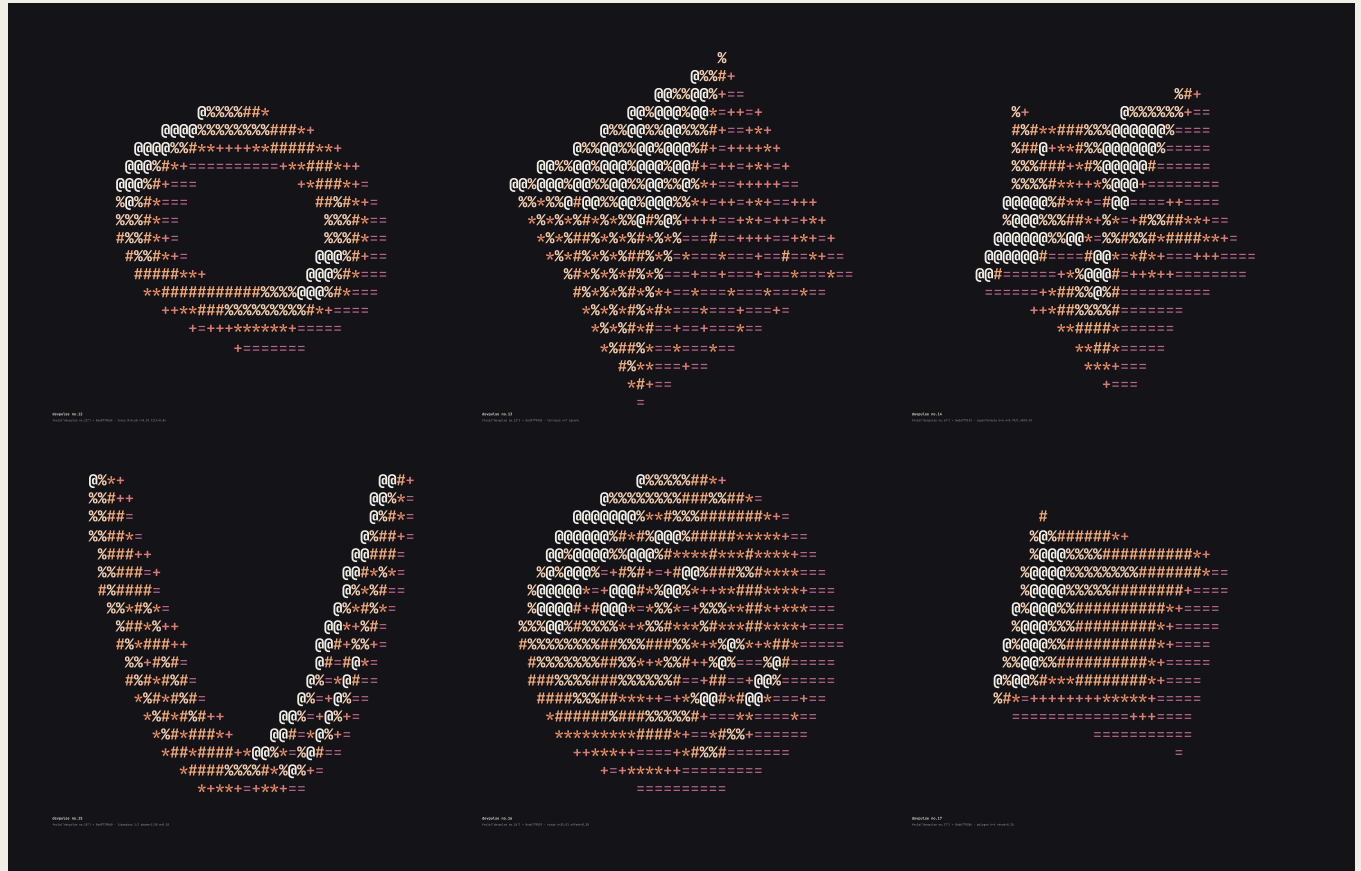
what: A lit form written in characters, generated from the event's key, like [devpulse no.14](#).

when: Behind every speaker on that evening's posters and posts, large on the programme, small on the badge and the pin.

how: Make it in the shape lab from the key. Never draw one by hand: the same key always gives the same shape, so everything for one night belongs together.

Six families, chosen by the meetup number: torus, terraces, superformula, lissajous, rings, polygon. A conference stacks two.

Behind a speaker photo the shape is one cool hue. The cut-out stands in front of it; every text block knocks it out.



The shape lab · [tools/event-shapes/](#)

```
$ open tools/event-shapes/index.html  roll, pin and edit layers, preview every poster, post, badge and pin; export
svg, png, txt and looping gif

$ node tools/event-shapes/cli.mjs show 14  any event's shape, in the terminal

$ node tools/event-shapes/cli.mjs publish my-shapes.json  a lab file into the event registry
```

The real photo, as it was taken.

- what:** The speaker’s own photo in full colour, untouched apart from the cut-out.
- when:** Wherever people need to recognise the person: talk posters, speaker announcements, the event page, the slide before a talk.
- how:** Place it one of two ways, full frame or cut out on a flat brand ground. Speakers are never drawn in characters.

As shot. Full colour. No tints, duotones, filters or blur.

Square edges. No circles, no rounded corners, no shadows or outlines.

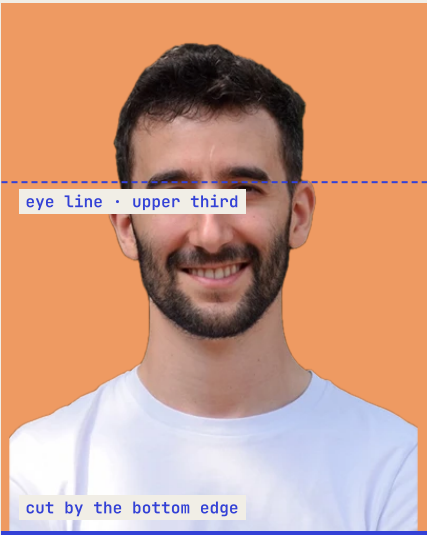
Eyes on the upper third, the face looking into the page, toward the text.

Cut by the bottom edge. A cut-out stands on the edge of the frame; it never floats.

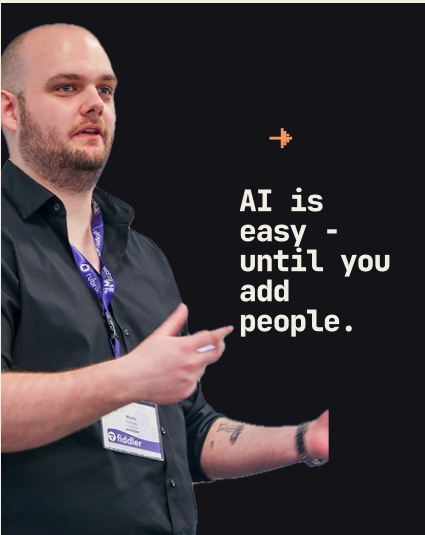
Text never crosses a face.



Full frame. Crop 4:5, 1:1, 5:4 or 9:16, square edges. Bleed it off the edge or align it to the grid.



Cut-out. On paper, ink, cobalt or apricot, never signal. Head room: no more than half a head.



Direction. Place the speaker so they look or gesture into the page, toward the title.

we need	screen	print
file	the original JPG or PNG from the speaker or photographer; never a screenshot or a copy from social media	
size	1,080 px or more on the short side	300 ppi at final size: a photo half the height of an A2 poster needs about 3,500 px
cut-out	transparent PNG or WebP, hair intact, cut below the shoulders	
light	even, directional light; no flat flash	
framing	head and shoulders, looking near the lens	
consent	a written yes from the speaker for the photo	

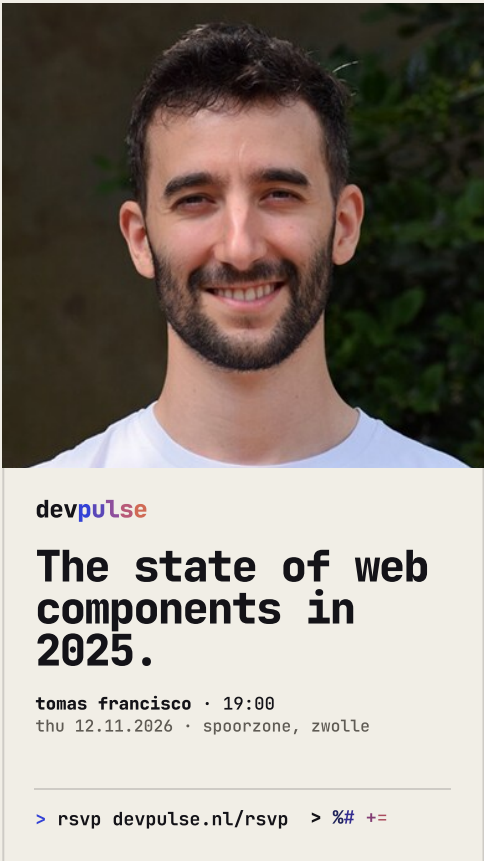
The organiser photos of Tomas and Marin are 389 px wide: enough for small screens only. For print, ask for the originals.

The person carries the poster.

The same rules on every surface: the photo carries the person, type carries the facts, and the evening's shape or the pulse fills what is left. Tomas Francisco and Marin Niehues are real speakers; dates and venues are sample.



Talk poster · A2 · cut-out on apricot, the evening's shape behind



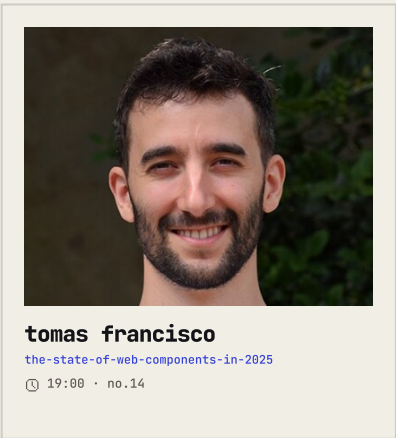
Story · 9:16 · full frame, bled off the top



Event header · 16:9 · two speakers, one eye line, one head size



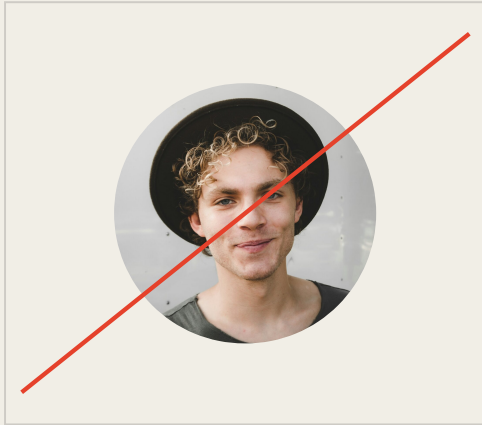
Post · 1:1 · cut-out on ink



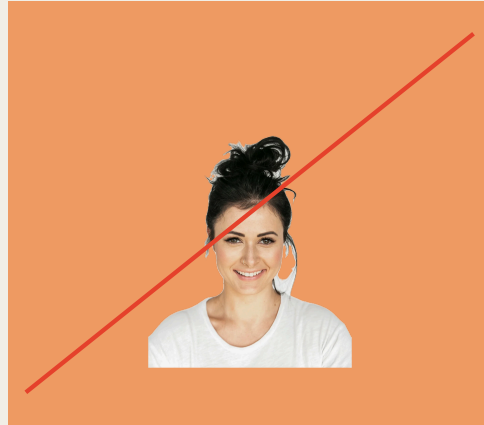
Speaker card · event page · full frame 5:4

Let the photo be a photo.

Each of these hides the person or fights the type. Misuse is shown with sample portraits from Unsplash, never with a real speaker.



Don't crop into a circle or round the corners. [sample](#)



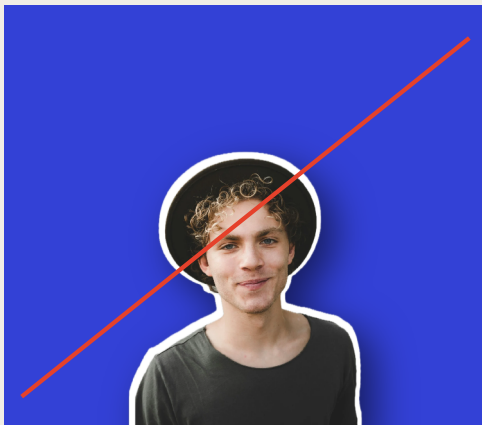
Don't let a cut-out float above the edge. [sample](#)



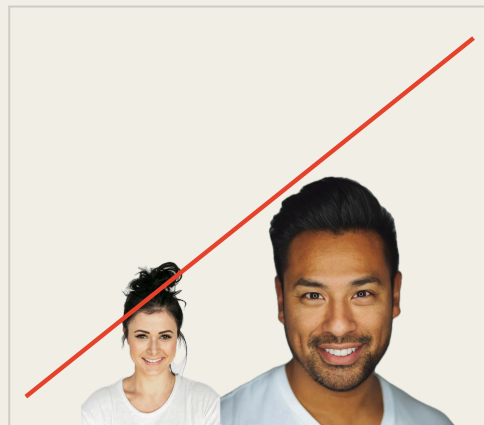
Don't set text across a face. [sample](#)



Don't tint, duotone or filter it. [sample](#)



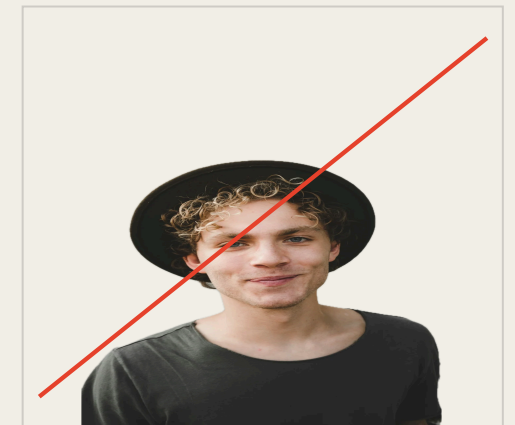
Don't add a shadow or a sticker outline. [sample](#)



Don't mix head sizes or eye lines in a pair. [sample](#)



Don't put a cut-out on signal. [sample](#)



Don't stretch or squash a photo. [sample](#)

```

      =+++++=
      +%%0000000000%*+
      +%0000000000000000%*=
      +#0000000000###00000000%=
      =#0000000*+      =+##0%=%=%=%=
      +000000%=      +%=%=%=%*=-
      *000000=      =#%=%=%=%-
      =#000000=      =*%=%=%=%-
      =*000000=      =-%%#%##-
      =*000000=      =-%#####-
      =*00%00=      +##%#*=      =*#####-
      =*0%=%=%=-      =%=%=%%+      =+#####-
      =*0%=%=%=-      -#%=%%=-      =+#####-
      =*%=%=%%=-      +++++=      =+#####-
      =*%=%=%%=-      +*****-
      =+%=%%##%=-      +*****-
      +%#####=-      +*****+
      -#####=-      -+*****+
      =#####*+=- - - -+*****+
      =*#####*****+-----
      -+*****+-----
      -===== - - -

```

Applications.

talk poster · social · avatar · icon · on the night · merch

> %% %% ## ** ++ =- -: :.

Anatomy of a talk poster.

- 1

Wordmark corner. The still, top left, 1.8% of the width.
- 2

Edition. Meetup number and poster count, top right.
- 3

Event shape. That night's shape in one cool hue, cropped by the edge.
- 4

Photo. The speaker cut out, standing on the bottom edge, in front of the shape.
- 5

Title. The talk as the speaker wrote it, sentence case, full stop.
- 6

Meta. Speaker · time under the title; date and venue bottom left, lowercase.

A2 portrait, 420 × 594 mm. Side inset 6% of the width. The same layout scales to A3 and A4 without changes.

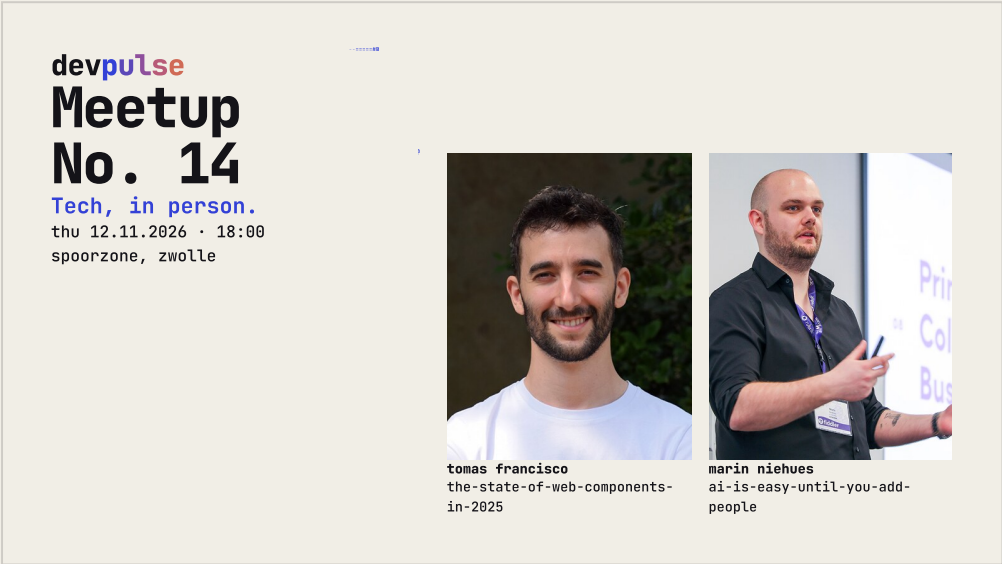


Talk poster · cut-out on paper · real speaker, date and venue sample



Same system, night. Cut-out on ink, the speaker turned toward the text.

The same evening, cut to every feed.



Event header · 16:9 · real speakers, date and venue sample

One face, one title, one call to act per post. The event page carries both speakers; the post and the story each give one speaker the whole frame. The wordmark sits in the corner as the still.



Post · 1:1 · real speaker



Story · 9:16 · real speaker

One square, cropped round.

- what:** Three avatars made of the broadcast pulse: the pulse with the word beneath, the pulse alone, and the word sending the rings.
- when:** Every profile picture: social accounts, the meetup page, GitHub, the newsletter sender. Workspace and server icons take the round icon, [p.28](#).
- how:** Export from [tools/avatar](#) at 1,024 px on ink and upload the square. The platform crops it round; every cut stays inside the circle.

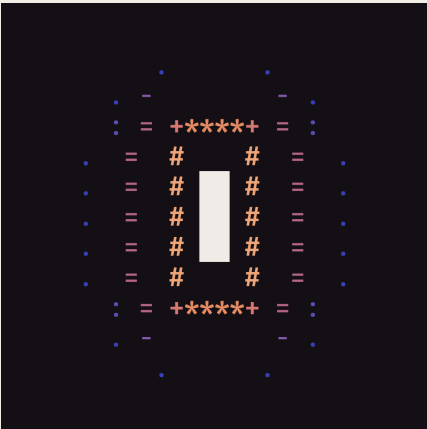
Pulse + word by default. Broadcast where the name already sits beside the picture. Word + rings for the main accounts, where the avatar is shown large.

Use the file as it is. Never crop tighter, recolour, add a frame, a ring or a badge.

Only the avatar. The word and the pulse meet here as a picture. Never place an avatar beside the wordmark or use it as the logo on a layout.



Pulse + word · the default, every profile



Broadcast · beside the name: chats, comments, lists



Word + rings · the main accounts, shown large

file	PNG, 1,024 × 1,024 px; never from less than 400 px
ground	ink; paper only where the platform’s page is dark
crop	the square as it is; the artwork stays inside 96% of the circle
source	tools/avatar ; the set in tools/avatar/exports

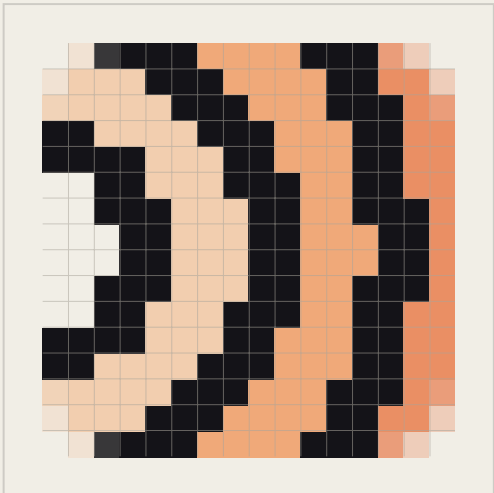
The pulse, held still in a square.

- what:** The icon is the ripple: rings of characters leave the middle of the left edge and fill the tile, each a step further down the ramp, @ % # * + =.
- when:** Where the word cannot fit: the browser tab, the home screen, workspace and server icons, the sticker and the pin.
- how:** Use the files in [brand/icon](#) as they are. [tools/icon](#) makes them; never export the icon by hand.

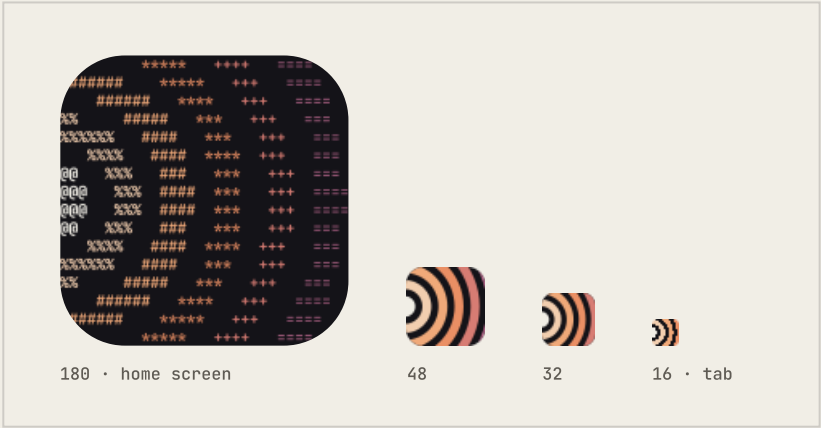
- One drawing.** 32 × 16 cells, the rings 3.4 em apart; the font’s own characters, at the weight their density sets.
- Solid where a cell is too small.** At 48 px and below, and on the pin, the rings are bands in the same colours, wider apart as the tile shrinks.
- Never the logo.** On a poster, slide or page the wordmark signs. The icon never stands beside it.



Construction. Each ring is one density, glyph, weight and colour together, so the rings cool and thin as they travel. Empty cells stay empty.



16 px, drawn. Every pixel takes the ring under its centre, so each band is a run of whole pixels. The rings sit wider apart, so three read.



Sizes. Shown at 100% on a 1400 px page. From 180 px the rings are written; at 48 px and below they are solid bands.

file	for
favicon.ico	the tab: 16, 32, 48 px
apple-touch-icon.png	iOS home screen
icon-192.png	web app manifest
icon-512.png	web app manifest
icon-maskable-512.png	manifest, maskable
icon-tile.svg	vector, any size

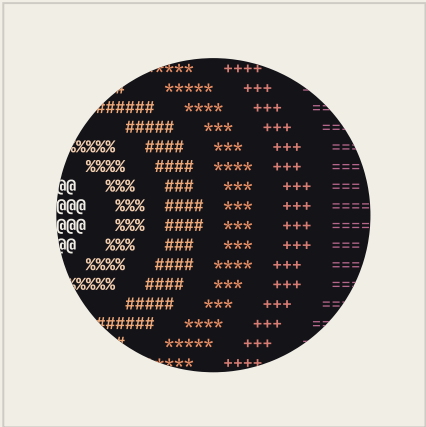
The same rings, round.

- what:** The icon on an ink disc: a square for platforms that crop it round, a file that is already round, and the printed mark, a sticker and a pin.
- when:** Slack and Discord workspace icons, app integrations, any small circle. An account's own picture is an avatar, [p.26](#).
- how:** Upload the square [icon-square](#) file and let the platform cut the circle, or mask it yourself to any shape. Use the round [icon-round](#) file where you place a circle yourself: slides, documents, lists.

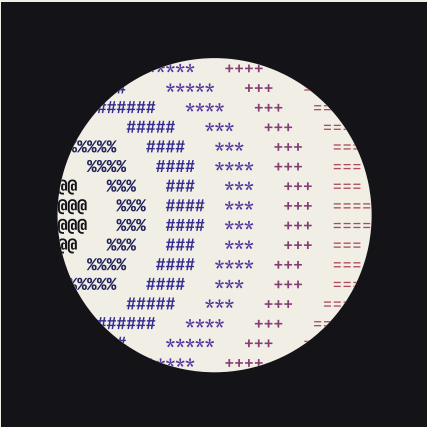
The source on the edge. The rings start at the middle of the left edge, which every circle keeps. On the maskable icon the source moves in to the safe zone.

Ink first. Paper only where the page around it is dark.

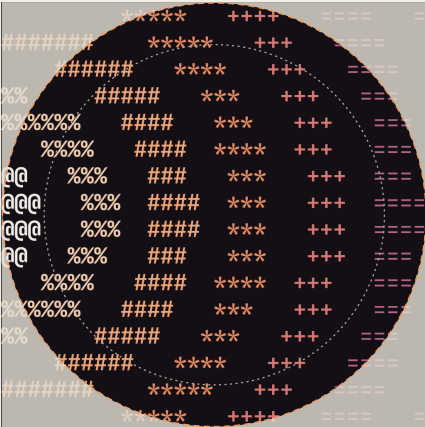
Nothing around it. No badge, frame or outline. The pin's rim is its metal, not a frame.



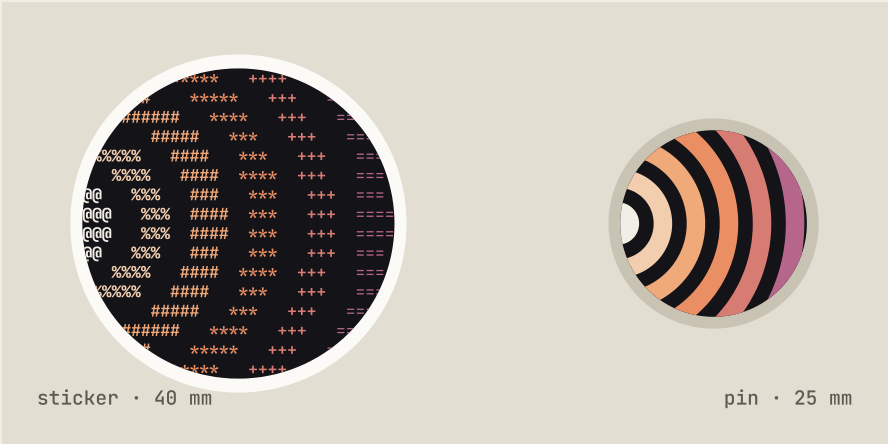
Round • ink • the default



Round • paper • where the page is dark



For a round crop • upload the square. Dashed: the crop. Dotted: the safe zone, 80%.



Printed. Sticker and pin, shown to the same scale.

sticker 40 mm, kiss-cut. A 37 mm ink disc on card, cut 1.5 mm outside it. Written: a cell is 1.16 × 2.31 mm.

pin 25 mm, hard enamel. Solid bands, one enamel colour a ring, on ink in a 1.4 mm nickel rim.

print Outlined characters, layers named for the printer: stock, print, cut; metal, enamel.

screen On ink or paper: [icon-square](#) (SVG, 1,024 px PNG and JPEG; solid bands under 120 px) and [icon-round](#) disc.

On the night, the terminal is the venue.

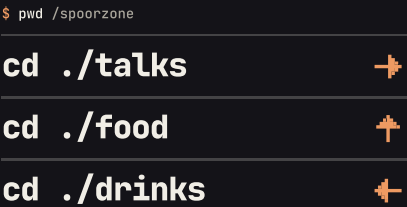
Badges answer **whoami**. Signs are commands you can walk. The stage screen goes dark and the speaker stands on its bottom edge, cut out. Everything is printed flat: card, Tyvek, foam board.



Badge · A6 · the one signal word: speaker



Wristband · Tyvek, 250 × 25 mm · sample date



Wayfinding · 600 × 400 mm · sample venue

Things to take home, still made of text.

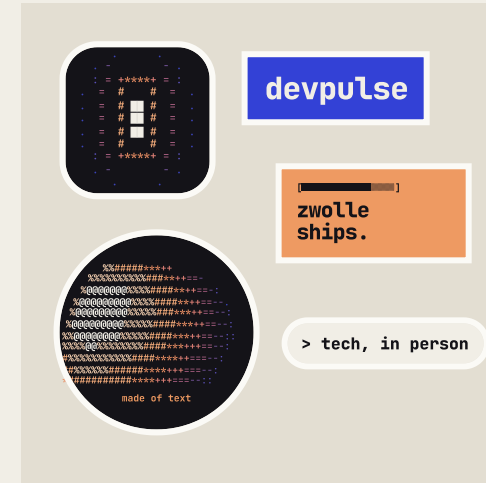
Printed flat, one or two inks plus the ramp where the process allows. The tee is the city edition: De Peperbus, Zwolle's 75 m tower, written in characters and lit from the left. It is the one place the city is the subject.



Tee · ink, four-colour screen print · city edition



Tote · black cotton, screen print



Stickers · kiss-cut, five shapes



Pins · enamel, 25 mm · the Peperbus is a square icon from [tools/peperbus/](https://tools.peperbus/), masked round for the pin

```

=+++++=
=**%0000000000%#+
+%0000000000000000%*=
=#00000000%###%0000%%0%=
=#0000000*=          =+###%=%=%=%=
+000000#=            =%=%=%=%*-
*000000=             =*%=%=%=%-
=*000000=            =*%=%%#%-
=*000000=            =*%#####-
=*000%00=             =*%#####-
=*0%=%=%%-           +#%#%*-   +#####-
=*0%=%=%%-           -%=%=%%+ - +#####-
=*%=%=%%-            =*%=%%# = +#####-
=*%=%=%%-            =+++ =   +##*-*-
=*%=%=%%-            =+*-*-   -#*-*-
- *%=%%##%           -+*-*-   -*-*-
- +%#####           -+*-*-   -*-*-
+ %#####            -+*++++-
- #####*=-           -+*++++-
=#####*==--==+++++==
= *##*+++++-----
- =+*****+-----
- - =+++++=====

```

```

+000000000000000000000000*
+000000000000000000000000+
*000000000000000000000000+
*000000*+++++++*
*000000*
*000000+
*000000+
*000000+
*000000+      =====
+00%=%%+      =*%=%=%%#*+=
+00%=%%+ - = *%=%%#####+ -
*000%=%+ =+*+*+*#####* -
++++++ =      - +#####+ -
                        - +##*-*-
                        - #*-*-
                        - *-*-
                        - *-*-
                        - *-*-
=**+++++ -      =*+++++ -
=%%##### -      -+*+++++ -
- +#####*==--==+++++==
- =#####*+++++==
- =*****+-----
- =+++++=====

```

In practice.

voice and copy · partners and co-branding · quick-start checklist

> %% %% ## ** ++ =- -: :.

Say less. Mean it.

Confident, plain, specific. Facts over adjectives. Write the way a good commit message reads.

Titles are sentence case and end with a full stop.

Tech, in person.

Meta lines are lowercase log style.

thu 12.11.2026 · spoorzone, zwolle

Calls to act are commands.

\$ rsvp devpulse.nl/rsvp

Talk titles stay exactly as the speaker wrote them.

Say what happens and when, never how amazing it will be.

```
$ git diff copy.txt
```

```
@@ titles @@
```

```
- The ultimate tech experience in the region!
```

```
+ Tech, in person.
```

```
- AI: Everything You Need To Know
```

```
+ AI is easy - until you add people.
```

```
@@ meta @@
```

```
- Thursday November 12th @ 6PM!!
```

```
+ thu 12.11.2026 · 18:00
```

```
- An unforgettable evening of networking and innovation
```

```
+ Talks. Food. Drinks.
```

```
@@ calls to act @@
```

```
- Click here to register now
```

```
+ $ rsvp devpulse.nl/rsvp
```

```
- Zwolle's #1 tech community
```

```
+ Zwolle ships.
```

Hosts and partners, named plainly.

what: How a host venue or a partner appears next to DevPulse.

when: Posters, slides, the event page, the conference.

how: Name the role in log style, **hosted at** or **with**, then the logo. Keep it apart from the wordmark. Questions or files: jeroen@devpulse.nl.

One colour. Partner logos in ink on paper, paper on ink. Never on the ramp.

Never bigger. A partner logo is at most one cell of the wordmark tall.

Clear space. One cell around each logo, and a hairline between them and the wordmark.

Never a lockup. No shared box, no plus sign, no merged mark.

wordmark, clear space



partner, clear space

hosted at



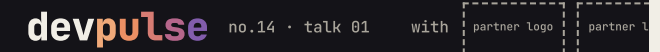
The rule. Logo height: one cell of the wordmark ($1.2 \times$ its type size) at most.

poster footer, A2



Poster footer. Placeholder logo: no partners are confirmed.

stage screen footer



Slide footer. Up to three partners, in order of the evening.

A meetup poster in six steps.

[] Collect the facts.

Meetup number, date, venue, doors and talk times, speakers and their talk titles, exactly as written.

[] Generate the evening's shape.

Enter the key `devpulse no.<n>` in the shape lab, [tools/event-shapes/](#). Same key, same shape: never redraw it.

[] Get the photos.

The original and a cut-out, head and shoulders, 1,080 px or more, with the speaker's consent ([p.20](#)).

[] Pick the poster.

The cut-out on paper or apricot; on ink for the night version. Turn the speaker toward the text ([p.24](#)).

[] Write it.

Title in sentence case with a full stop. Meta lowercase. One call to act: [devpulse.nl/rsvp](#) .

[] Check before export.

Wordmark is the still, top left. Information is ink. Signal once. Sample content labelled. Export A2, 1:1 and 9:16.

devpulse

programme · 03/03

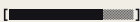
```
fnv1a("devpulse no.14") = 0xda7791f3 · superformula m=5 n=0.79/1.40/0.93
```

```

=====
=18:
++-00:00#>
+++=#doors>openxs
++++poorzone>z++++
+++++ wolle>18:15++++
+++++5:00>*fo++++
+++++od#19:00:0++++
+++++>#talk>th++++
+++++tate-of-w++++
+++++mponents-i++++
+++++5>-speaker++++
+++++francisco"i++++
+++++>+t+alk+is++++
+++++l-you+add-peop++++
+++++er*marin+niehu++++
+++++>drinks@:;%de+
+++++>:18:00:00>#>
+++++>orzone#zwolle+
+++++>19:00:00>%>
+++++>web-compo
+++++>mas-@fra
+++++nci+scot++++
+++++>@19+
+++++>@ai-is-e
+++++>asy+until-you-ad+
+++++>peop+le@-sp
+++++>es"021:00:00>+
+++++>lse@no.14@:018:0+
+++++>en@spoorzone@zwolle*1+
+++++>9:00:00>@talk@the-state+
+++++>n-2025@-speaker@tomas#fra+
+++++>alk@ai-is-easy-until-you-add-pe+
+++++>n@niehues"021:00:00>@drinks%:dev+
+++++>:00>@doors@open@spoorzone#z++++
+++++>021:00:00>#>+
=====

```

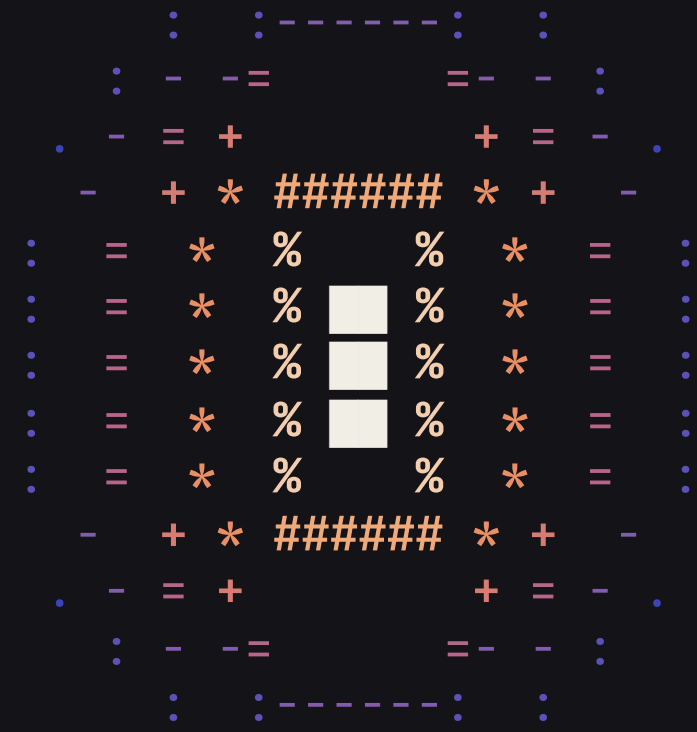
```
$ devpulse meetup --no 14
thursday 12 november 2026 · spoorzone, zwolle
```

18:00	 doors	
18:15	 food	
19:00	 talks	
	the-state-of-web-components-in-2025	tomas francisco
	ai-is-easy-until-you-add-people	marin niehues
21:00	 drinks	

```
$ rsvp devpulse.nl/rsvp
```

The result. Programme poster, no.14 · real speakers, date and venue sample

made of text.



devpulse

web devpulse.nl
contact jeroen@devpulse.nl
version 1.0 · october 2026