The Demo Day brand

The Demo Day wordmark is built from the tools of skilled careers, each letter constructed from trade-tool letterforms rather than a standard typeface. It's not a corporate logo. **It's a visual that tells you something about what Demo Day is and who it's for before a single word is read.**

Think of this guide less as a set of rules and more as a starting point. The wordmark, the colors, and the design system give any community a foundation that looks and feels cohesive without needing a graphic designer. **Add your school name, your regional identity or your local flavor**, just keep enough of the visual foundation intact that the event still reads as Demo Day. The logo is available for download in the Resources section in two formats: PNG for digital use and SVG for print and large-format applications.

The passport color system

The passport comes in multiple colors for one practical reason: it's the simplest way to split students into randomized rotation groups without a sign-up sheet, a teacher assignment or students self-selecting with friends. A student picks up a passport at check-in, and their color tells them which station to start at. Everyone moves at once with no additional coordination needed.

The number of colors should match the number of employer sessions running at the same time. Four employers means four colors. Three means three. Any clearly distinguishable colors work as long as students can tell them apart at a glance. The pilots used blue, yellow, green and red, but any combination that prints clearly and reads as distinct from across a room works just as well. If color printing isn't in the budget, even four different symbols or patterns on an otherwise identical passport does the same job.

Making it your own

Demo Day should feel like it belongs to the community running it. This section is about helping communities produce materials that look intentional and locally rooted rather than generic.

The passport cover is the primary place local identity shows up. There's a designated slot for a school name, a regional organization logo or any other local mark. The Demo Day wordmark and the local identity share the cover. Both should read clearly without either one overwhelming the other. A single school might add its name and mascot. A regional coalition might add a workforce organization's name. A chamber-organized event might use the chamber's name or tagline. Any of these work.

Beyond the passport, for signage, social posts or event programs, start from the Demo Day logo and build from there. Canva is a free, easy way to do this. Drop the logo into a design, add your organization name, event date, location and whatever else makes it feel local. Canva's templates give you a clean starting point without needing design experience.

A few things that tend to work well:

- Keep the Demo Day wordmark visible on student-facing materials, so the brand builds recognition over time.
- Keep materials clean and uncluttered, so the event feels organized and credible to employers and guests.
- Make sure your local identity is present enough that students and community members recognize this as something connected to where they live.