2026 Brand Guidelines

Brand Attributes

Our brand attributes guide GitHub's voice and tone, visuals, and experience.

They are the characteristics that that define our personality. When something looks and feels GitHubby, its because of the careful balance of these brand attributes.

Nerdy

We're excited about all things code, software, and technology, and how it intersects with life beyond devices.

Confident

We're experts in developing software, and we believe in the power of our products to make developers' and business leaders' lives better.

Authentic

We are true to ourselves, our products, and our community above all else.

Imaginative

We go beyond what's expected to bring soul and magic into the experiences people have with GitHub.

Empathetic

We listen to our developers and customers first, and we don't always assume that what's best for GitHub is best for them.

Application

All five brand attributes are important. But in certain contexts and experiences, one or two attributes can step forward to take the lead.

GitHub Universe

✳ IMAGINATIVE   👥 EMPATHETIC

Shaped by developer imagination, but brought to life with expressive visuals and delightful experiences.

Copilot

⊘ CONFIDENT   👥 EMPATHETIC

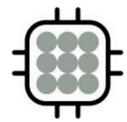Our AI products bring intuition, speed, and collaboration to developers at any experience level.

Shop

⊞ NERDY   ☺ AUTHENTIC

Our AI products bring intuition, speed, and collaboration to developers at any experience level.
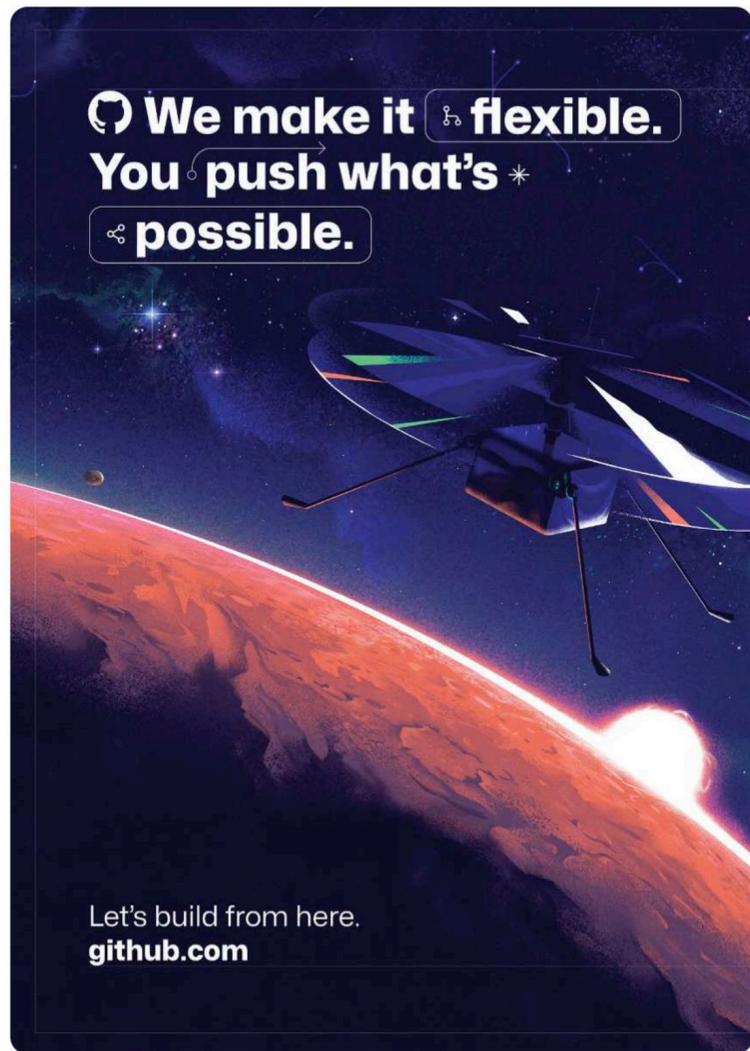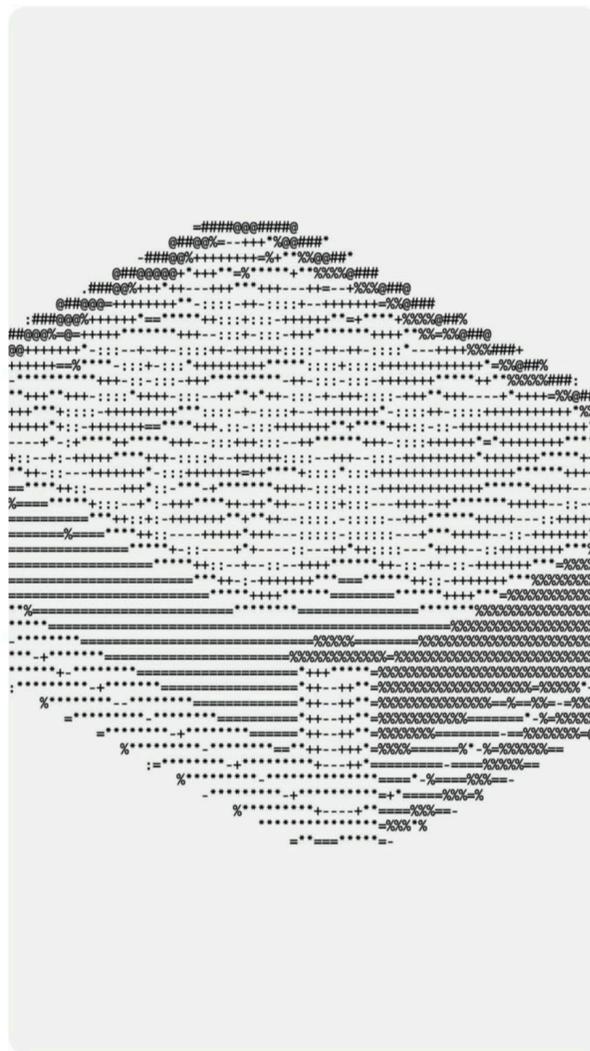
Enterprise

⊘ CONFIDENT   ☺ AUTHENTIC

Our Enterprise security and code collaboration should feel trustworthy and secure.
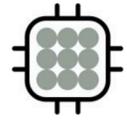
Nerdy

We're excited about all things code, software, and technology, and how it intersects with life beyond devices.

PASSIONATE ENGINEERED TECHNICAL

Thomas Dohmke
CEO @ashtom

We make it ⌥ flexible. You ⌥ push what's ✳ possible.

Let's build from here.
github.com

We bring **Nerdy** to the brand by walking the walk, but not in an overtly showy way. We don't sweat the details, we relish in it.

COPY Blog, Editorial

Be precise. Use exact language and punctuation.

Embrace technical language—bonus points for making it even more approachable as you go.

Highlight interesting and expert voices—from influencers to hobbyists—whenever possible.

Celebrate the big and the small, whether it's training an algorithm to play Atari or creating programs that visualize black holes.

DESIGN Brand, Site, Product

Embrace monospace fonts and code-inspired elements.

Use precise grids and mathematical proportions.

Make complexity beautiful through thoughtful information hierarchy.

EXPERIENCES Universe, Galaxy, webinars

Dive deep into technical content with extended session times.
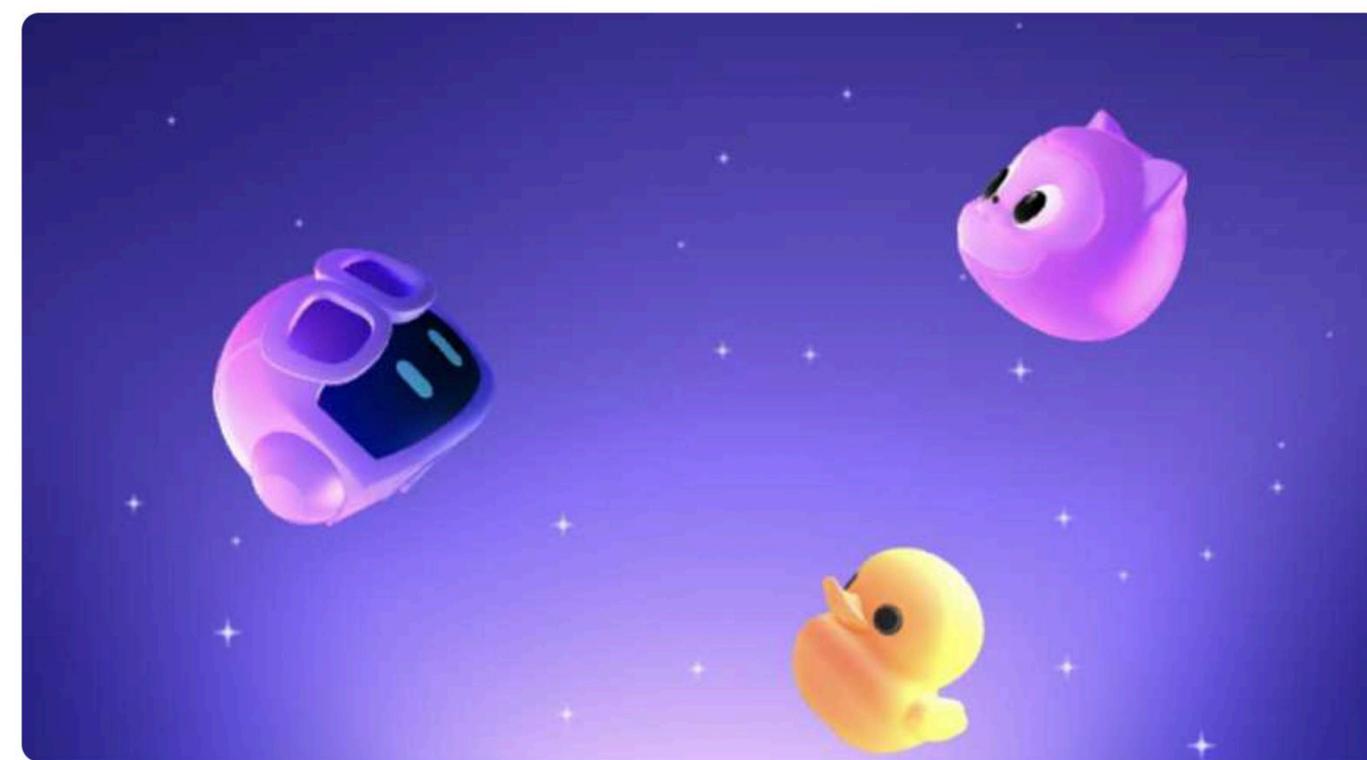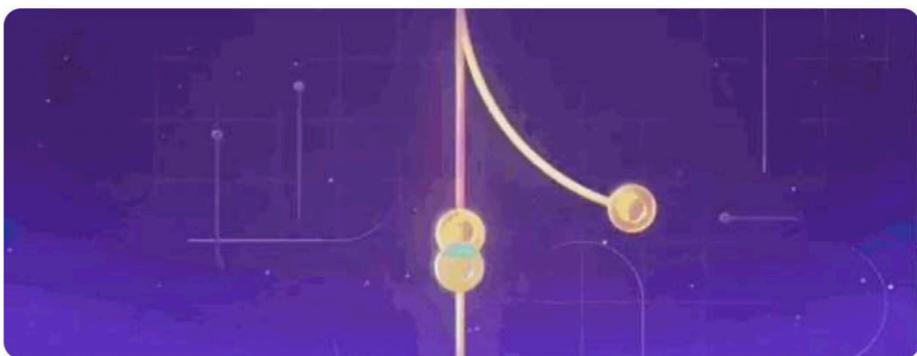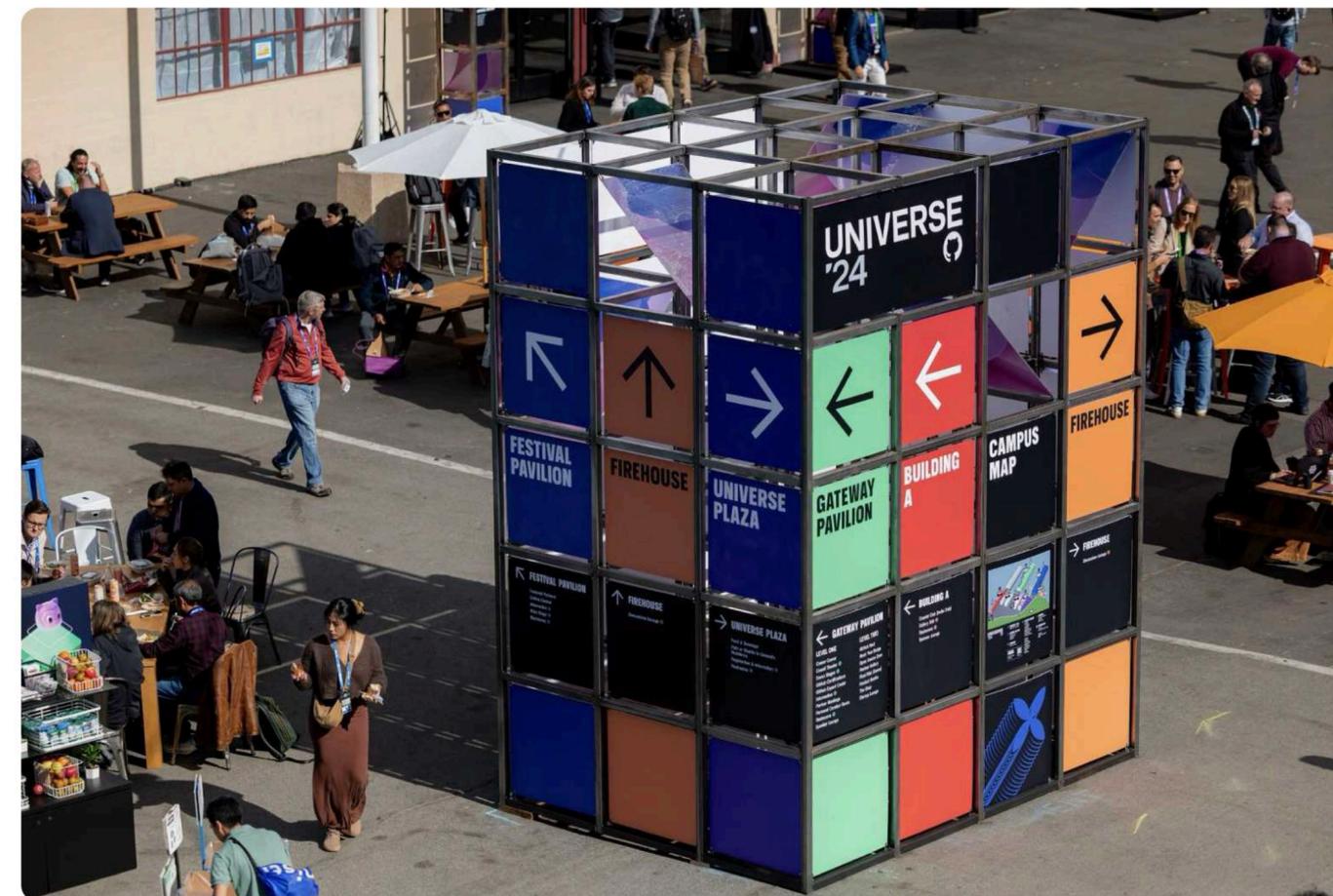
Offer hands-on workshops with real tools and datasets.

Confident

We're experts in developing software, and we believe in the power of our products to make developers' and business leaders' lives better.

AMBITIOUS   TRUSTWORTHY   INTELLIGENT

We bring **Confidence** to our brand by putting our best foot - our product - forward. We believe in the power of our tools and aren't afraid to brandish it.

COPY Blog, Editorial

Use clear, concise language that demonstrates your knowledge of the topic.

Speak with authority when presenting solutions.

Explain problems and solutions with technical expertise in an approachable way.

DESIGN Brand, Site, Product

Create vision with colorful, detailed visuals.

Anchor layouts with striking headlines and subtle detailed layouts.

Be consistent, set high quality defaults and patterns.

EXPERIENCES Universe, Galaxy, webinars

Deliver on promises, follow through on commitments.

Feature authoritative speakers who can definitively answer complex questions.

Authentic

We are true to ourselves, our products, and our community above all else.

TRUSTWORTHY   VIBRANT   BRIGHT

We bring **Authenticity** to the brand by showing up for our community. Their interests are our interests, and we strive to represent it in the entire experience.

COPY   Blog, Editorial

Be conversational.

Use short, plainspoken sentences.

Avoid unnecessary jargon and marketing language.

DESIGN   Brand, Site, Product

Use clean, uncluttered layouts with plenty of white space.

Embrace expressive illustration through mascots, shapes, and storytelling.

Create moments of delight through animation and interaction.

EXPERIENCES   Universe, Galaxy, webinars

Encourage attendee interaction and networking through activities and demos.

Keep production values high but not flashy.

Imaginitive

We go beyond what's expected to bring soul and magic into the experiences people have with GitHub.

PLAYFUL   TRANSFORMATIVE   ADAPTABLE
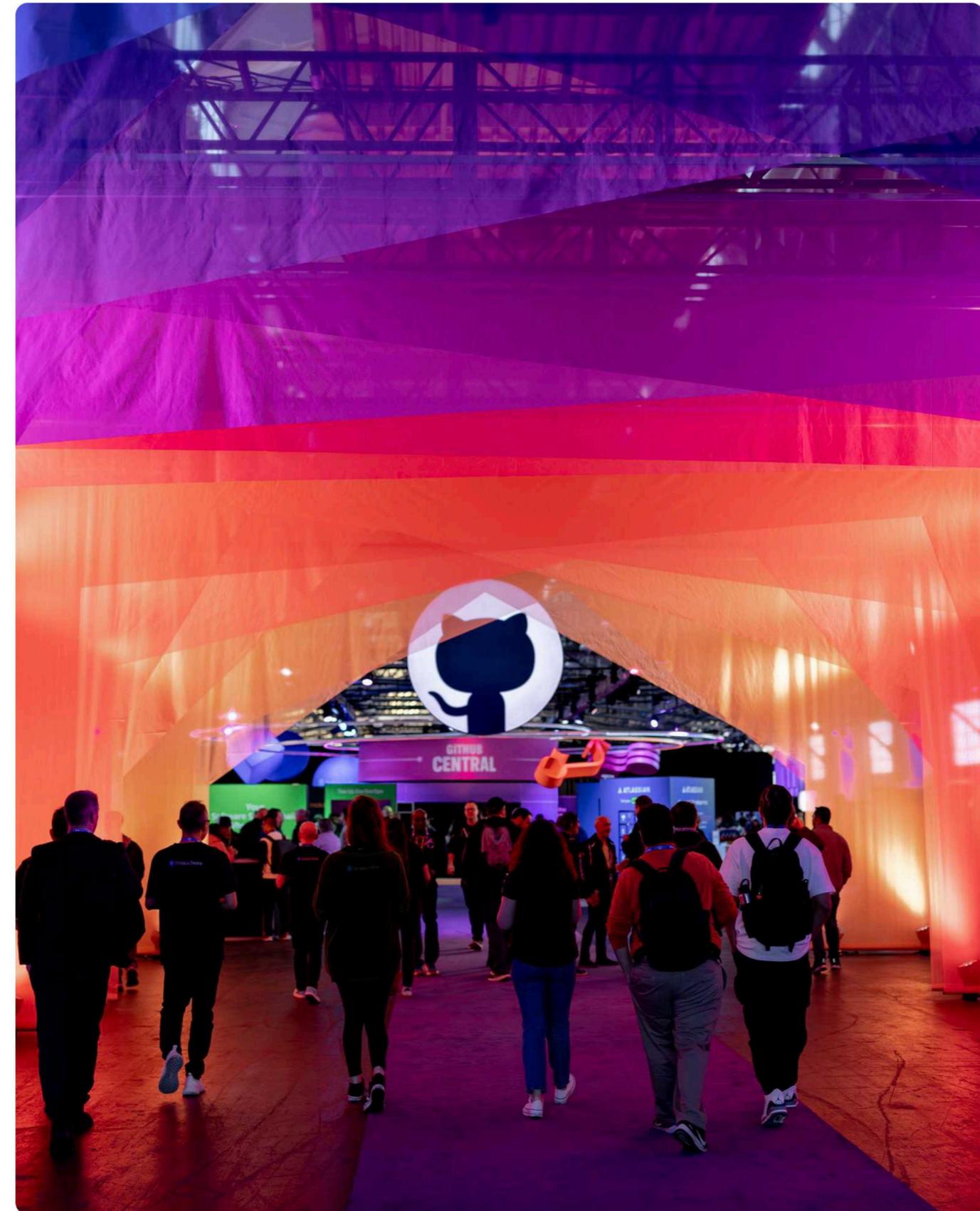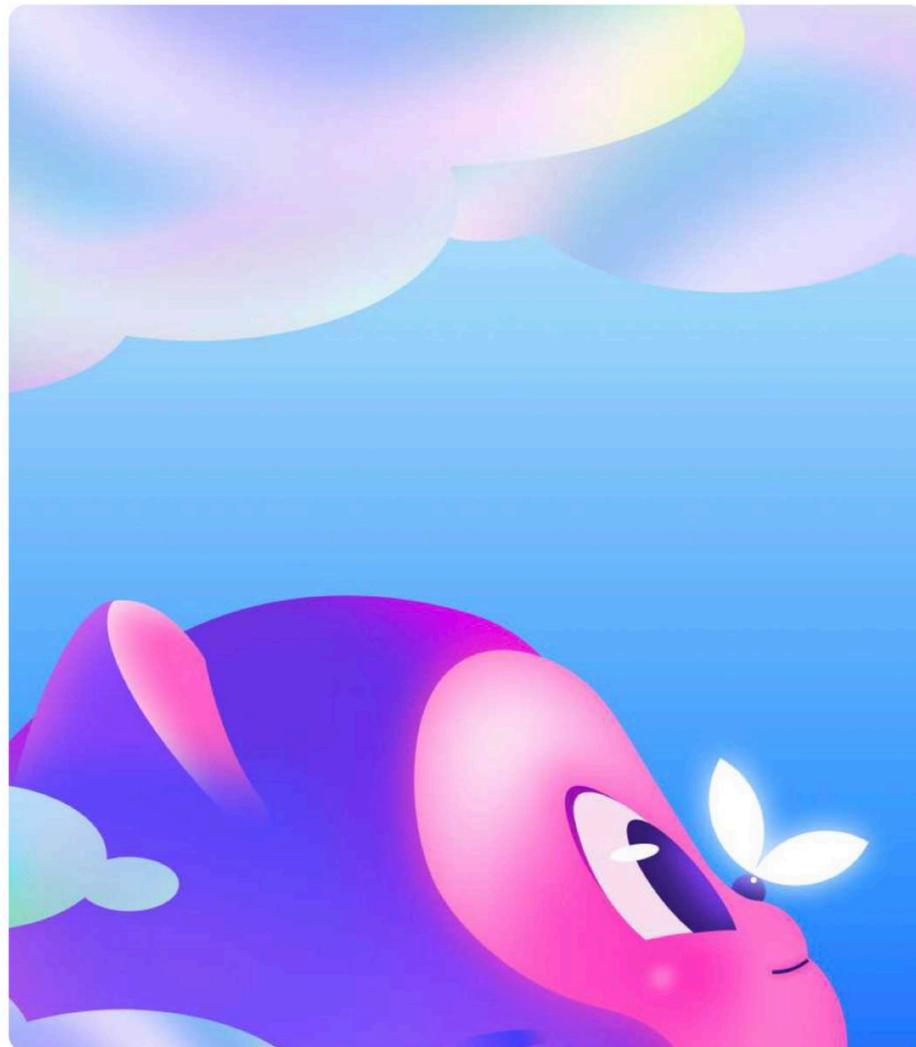
We bring **Imagination** to the brand by expressing what's possible, by world building through a GitHub lens.

COPY Blog, Editorial

Be aspirational and share the bigger picture.

Capture the creative soul of developers.

Encourage dreams for a different, better future.

DESIGN Brand, Site, Product

Create impactful moments, break conventions.

Push concepts, mix abstraction with clear visual signifiers.

EXPERIENCES Universe, Galaxy, webinars

Transform familiar spaces into glimpses of the future.

Create moments of wonder with demonstrations, "what if" scenarios, and hands on prototypes.

Empathetic

We listen to our developers and customers first, and we don't always assume that what's best for GitHub is best for them.

ACCESSIBLE   INTERCONNECTED   PRAGMATIC

#ddf4ff	green.0		
#b6e3ff	green.1		
#80ccff	green.2		
#54aeff	green.3		
#218bff	green.4		
#0969da	green.5		
#0550ae	green.6		
#033d8b	green.7		
#0a3069	green.8		
#002155	green.9		
#fff1e5	red.0		
#ffd8b5	red.1		
#ffb77c	red.2		
#fb8f44	red.3		
#e16f24	red.4		
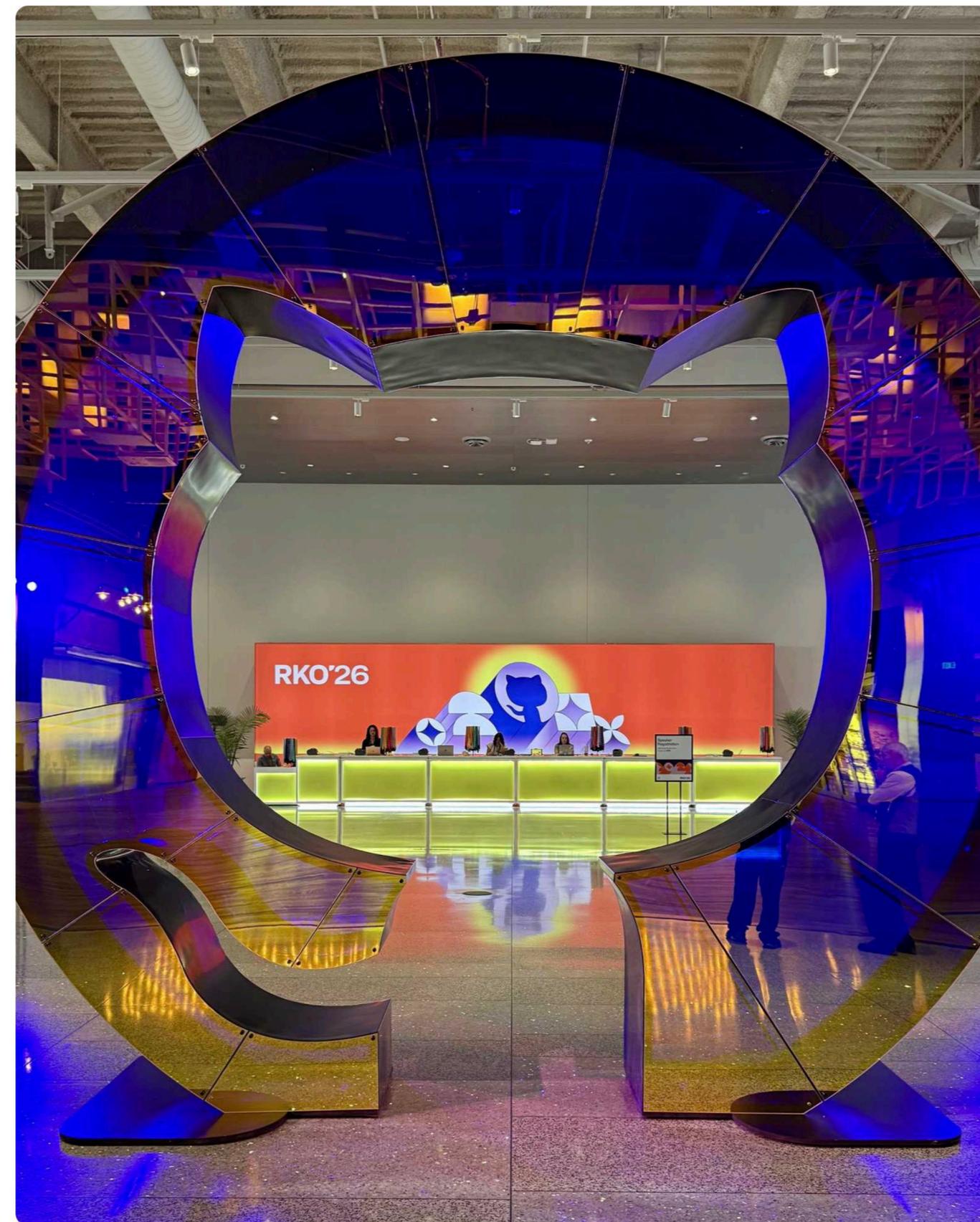
We bring **Empathy** to the brand by prioritizing accessibility and speaking to developers at every capability level.

COPY Blog, Editorial

Always consider accessibility and optimize for readability.

Focus on your reader—use "you" more than "we".

Use words and descriptions that help people accomplish something.

DESIGN Brand, Site, Product

Consider contrast, context, and type size in every deliverable.

Meet people where they are with clear queues, symbols, and layouts.

EXPERIENCES Universe, Galaxy, webinars

Create clear wayfinding.

Offer multiple ways to participate (in-person, virtual, asynchronous).

Include diverse speakers and perspectives.

Logo

Our primary logo is the Invertocat

It represents our mascot, Mona the Octocat. We use it to represent GitHub across our product and brand. Its one of our most recognizable brand elements, and should be treated with the care it deserves.

1.0X

0.25X
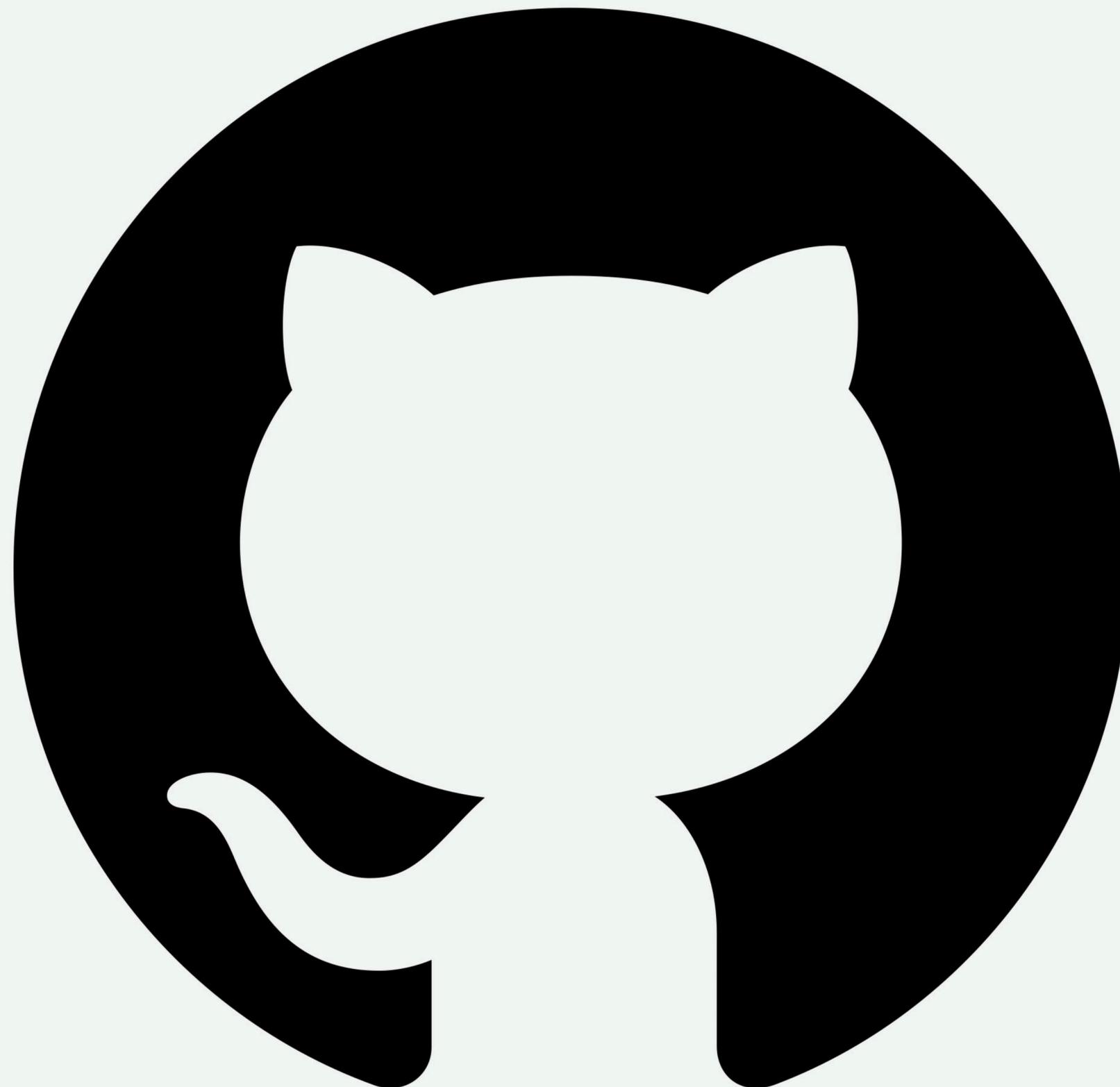
Keep a clear space of 25% for all placements. For circle crops, don't mechanically center—balance the top and bottom to keep a circular appearance.

Wordmark lockup

Use the full GitHub logo (Invertocat + wordmark) in contexts where the GitHub name needs to be clearly communicated, such as external campaigns, press materials, or partner placements.

The standalone invertocat may be used in GitHub-owned environments or where the brand is already clearly established.

Keep a clear space of 50% height for all placements.

Placement

Our mark should be prominent in a layout, but not predominant. Let the content and the visuals do the speaking, the invertocat is confident enough to sit in the background.

SOLO INVERTOCAT

Our standalone mark is well known and respected in the industry. In many cases, let it stand loud and proud. In narrow layouts, this should be the default.

FULL LOGOTYPE

Keep the logotype clear and legible. Don't scrunch it into a space or scale it up to be the primary focus of a visual.

GitHub
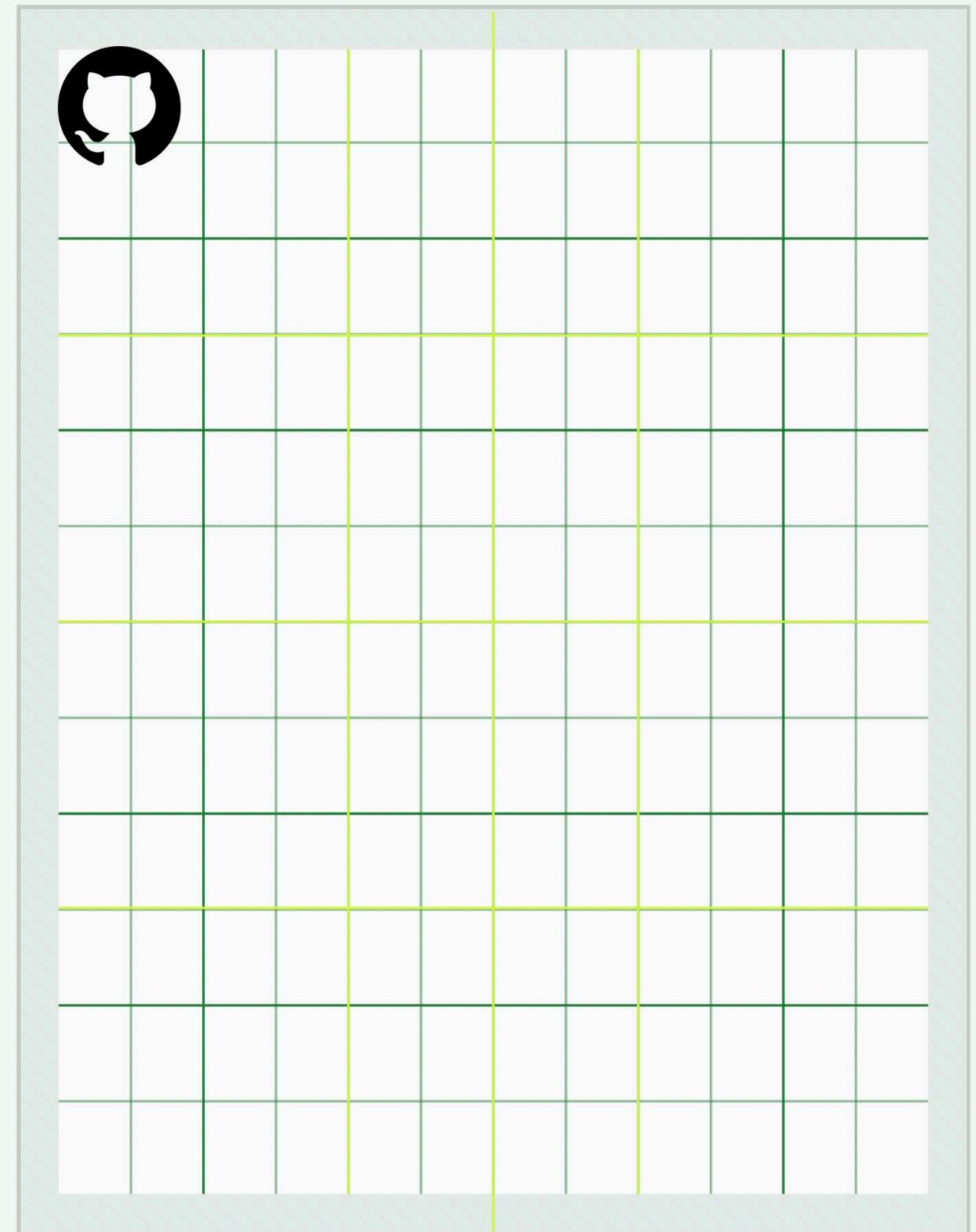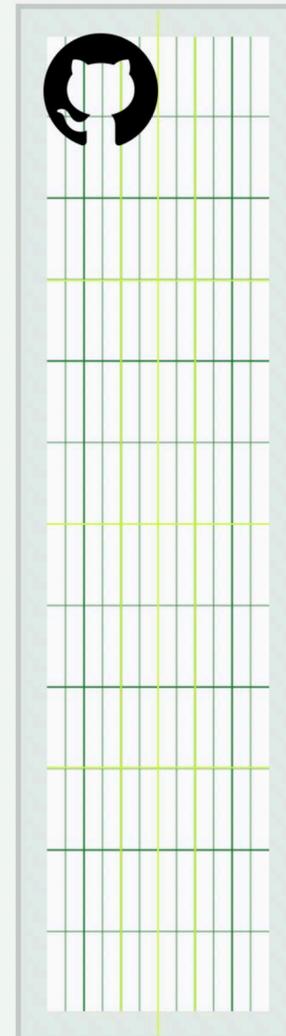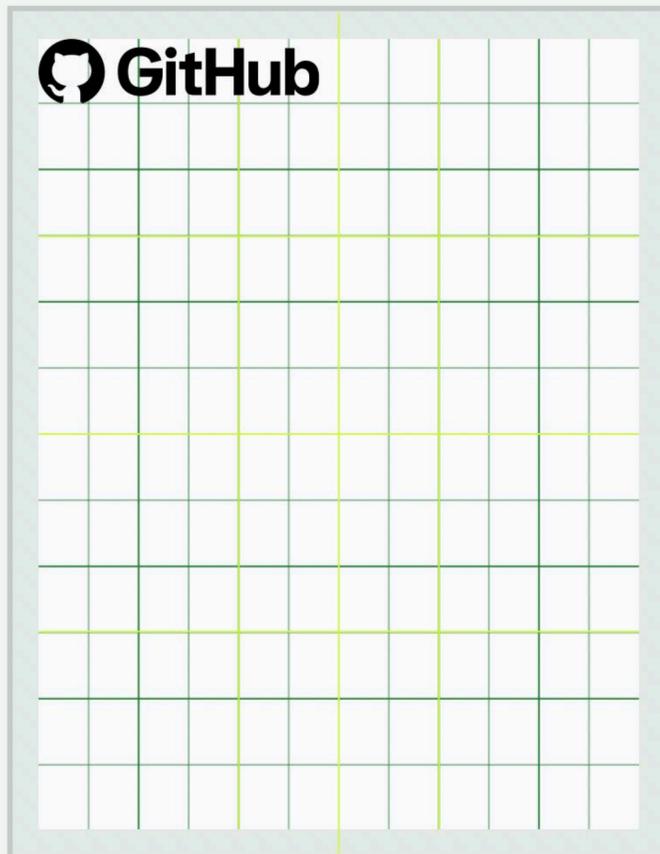
Color

Like text, the logo should be legible and pass accessibility requirements in all settings. When in doubt, use the highest contrast option. The examples here show just the abbreviated logo, but the thinking applies to all logos.

See the color section for more details on themes and accessibility.

Light

■ TEXT PRIMARY

■ TEXT SECONDARY

■ TEXT ACCENT

Light Grey

■ TEXT PRIMARY

■ TEXT SECONDARY

■ TEXT ACCENT

Dark

□ TEXT PRIMARY

■ TEXT SECONDARY

■ TEXT ACCENT
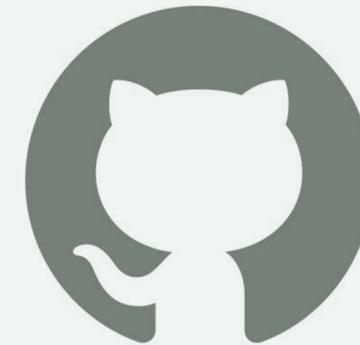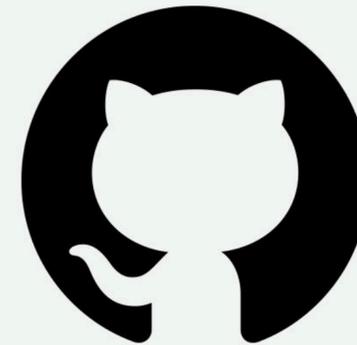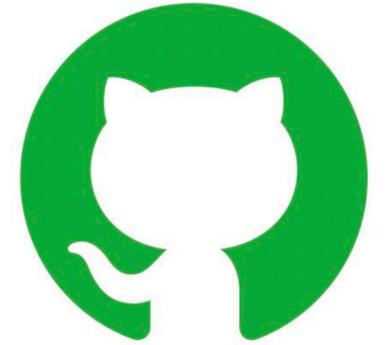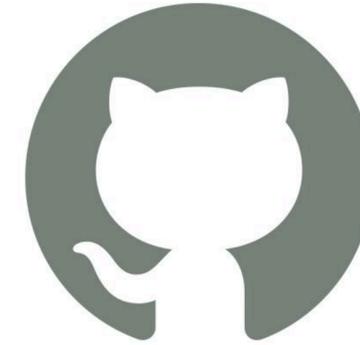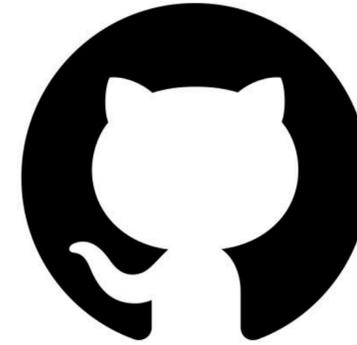
Unsuccessful examples

Here's a selection of unsuccessful logo placements. Logo placement should vary from design to design, to suit the context and purpose, but generally speaking these are treatments to avoid.

CROPPING   Don't scale the logo or affect its readability

COLOR   Many aspects of the design, illustrations, and branding would stay the same

EFFECTS   Don't twist, distort, rotate, or put effects on the logo

OVERLAY   Don't overlay the logo onto complex art or affect its readability

PROPORTIONS   Don't stack, alter, or create new proportions between the logo elements

ROTATE   Don't place the logo vertically
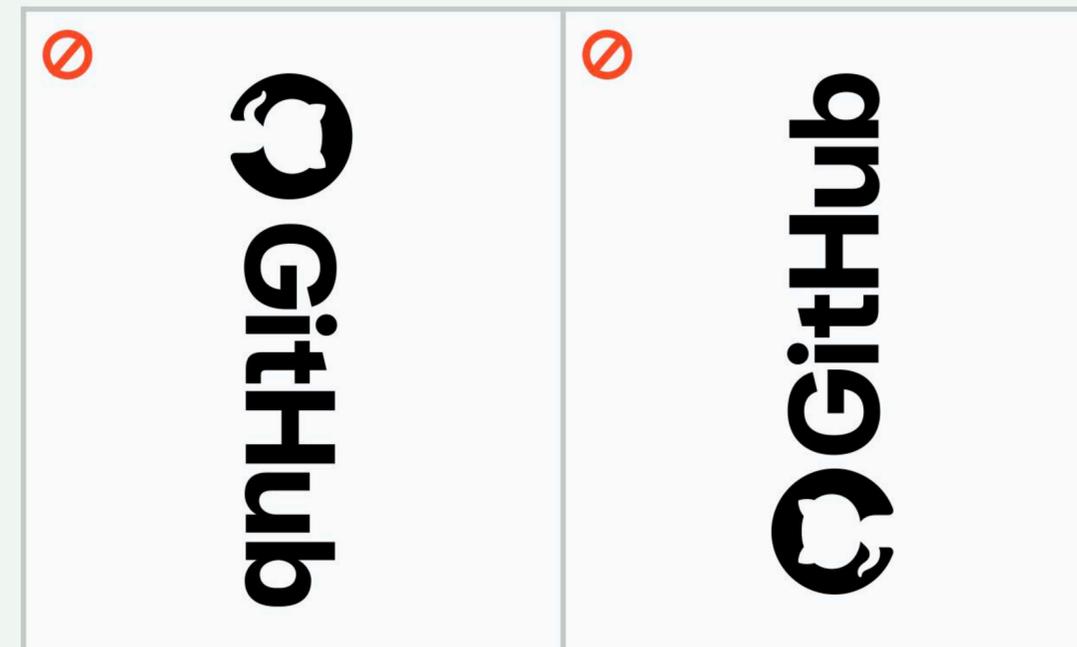
Brand tagline

With the brand tagline, a little goes a long way. "Let's build" shouldn't be everywhere but rather placed strategically and as either a headline or anchor.

This is a powerful tagline, and should only be used to grab attention (like at an event booth) or to close a conversation (like in a customer presentation).

Keep a clear space of 50% height for all placements.

Don't overlay the logo onto complex art or affect its readability

Don't scale the logo or affect its readability

Sub-branding

We use the GitHub brand lockup, which features the Invertocat and the GitHub wordmark as often as possible.

Occassionally we leverage the equity and recognizability in our Invertocat mark to create sub-brand logos. When the environment or context is clearly GitHub owned, we utilize our icons to talk about our wide family of products.

BRAND MARK   GitHub logotype lockup is default

GitHub

SUB-BRAND LOCKUPS   Where GitHub context is clear

Advanced Security

Copilot

Actions

PRODUCT ICONS AND LOCKUPS   For environments where GitHub's platform is obvious

Copilot	Spark	Models
Write better code with AI	Build and deploy intelligent apps	Manage and compare prompts
MCP Registry	Actions	Codespaces
Lorem ipsum dolor sit amet	Automate any workflow	Instant dev environments
Issues	Code review	
Plan and track work	Manage code changes	

Our sub-brand lockup flexes to provide context as needed

This simplifies our heirarchy and gives more equity to our primary mark

INVERTOCAT ONLY When GitHub Context is clear

NEW
Copilot coding agent

Assignees

Assign up to 10

Type or choo

✓ 🤖 Copilot

🤖 rodbotas

🤖 chandrive

🤖 semyonru

🤖 magnusfla

SUB-BRAND LOCKUP When GitHub Context is clear

Copilot

Intro to open source

ACTION ITEMS

Start your open source journey here

LEVEL

Beginner

EXPANDED LOCKUP When GitHub context is unclear

GitHub Copilot

PUSH PROTECTION

Block leaks before they happen

Mark heirarchy

We prioritize the equity in our brand mark, the invertocat above all else. Products like Copilot, and events like Universe, and the themes and styles that make them unique only expand upon that foundation.

This hierarchy helps clearly communicate the relationship between our core offerings and the innovative products we provide, ensuring that every logo lockup calls back to GitHub.

GITHUB CORE

SUB-BRANDS
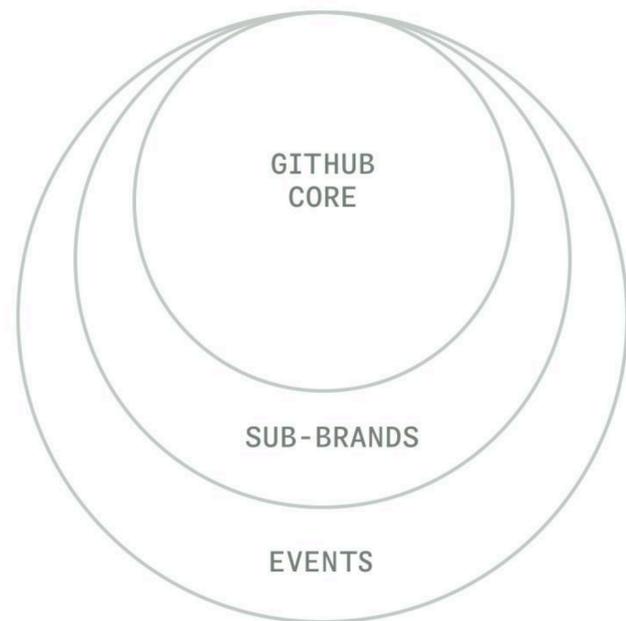
EVENTS

Each outer ring contains the elements of the rings inside of them. Events have exceptions that are exclusive to events, products have exceptions that are exclusive to each product, etc.

GitHub

BRAND MARK

The primary GitHub mark is our most valuable brand asset. Use it in all core product experiences, marketing materials, and anywhere we need to establish GitHub as the platform. This is our default—when in doubt, lead with GitHub.

PRODUCT ICONS

Environments where GitHub's platform is obvious, like github.com, can have navigational lockups without the invertocat

Actions Automate any workflow		**Codespaces** Instant dev environments	
Issues Plan and track work		**Code review** Manage code changes	

NAVIGATION LOCKUPS

Environments where GitHub's platform is obvious, like github.com, can have navigational lockups without the invertocat

Copilot
Security

SUB-BRAND LOCKUPS

Use when GitHub Context is clear, and GitHub brand presence is essential. These combine the invertocat with product names for standalone marketing.

GitHub Actions
GitHub Copilot
GitHub Spark
GitHub Enterprise
GitHub Models
GitHub Codespaces
GitHub Code Review

EXPANDED LOCKUP

Full product names paired with the GitHub mark for marketing pages, launch materials, and anywhere products need clear identification.

25

UNIVERSE MARK

Event marks like Universe are time-bound experiences that warrant their own visual identity. Use these for event-specific materials, promotional campaigns, swag, and experiences where the event itself is the hero.

Utilitzing the product layer

Product-specific lockups like GitHub Copilot or GitHub Security allow distinct products to build their own recognition while maintaining connection to the GitHub ecosystem. Use these lockups anywhere the product needs to stand independently while still being recognizable as part of GitHub.

Like in the navigation example left, in most settings you won't need the platform treatment.

SUB-BRAND LOCKUP

This bolder treatment is our default product lockup. Best used for our core product pillars (Copilot, Security) and when the GitHub context is clear.

Security   Copilot

MONA SANS DISPLAY MEDIUM

EXPANDED LOCKUP

This is the safest treatment. Best used when you need to spell it out clearly, when GitHub context is unclear or product familiarity is low.

GitHub Copilot   GitHub Spark

GitHub Advanced Security   GitHub Enterprise

GitHub Actions   GitHub Issues

MONA SANS DISPLAY MEDIUM

How to choose a mark

Is it an event with distinctly different branding or target audience?

YES →   Contact the brand studio for guidance

NO ↓

Is it a reference to a product within a clearly GitHub branded surface?

YES →

Is it standalone marketing for a Copilot or Security feature?

YES →   Copilot

NO ↓

Is it standalone marketing for product, or the word GitHub is necessary?

YES →   GitHub Copilot
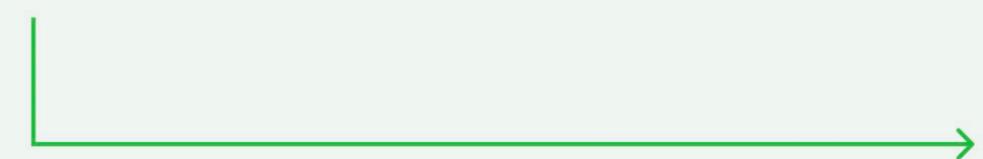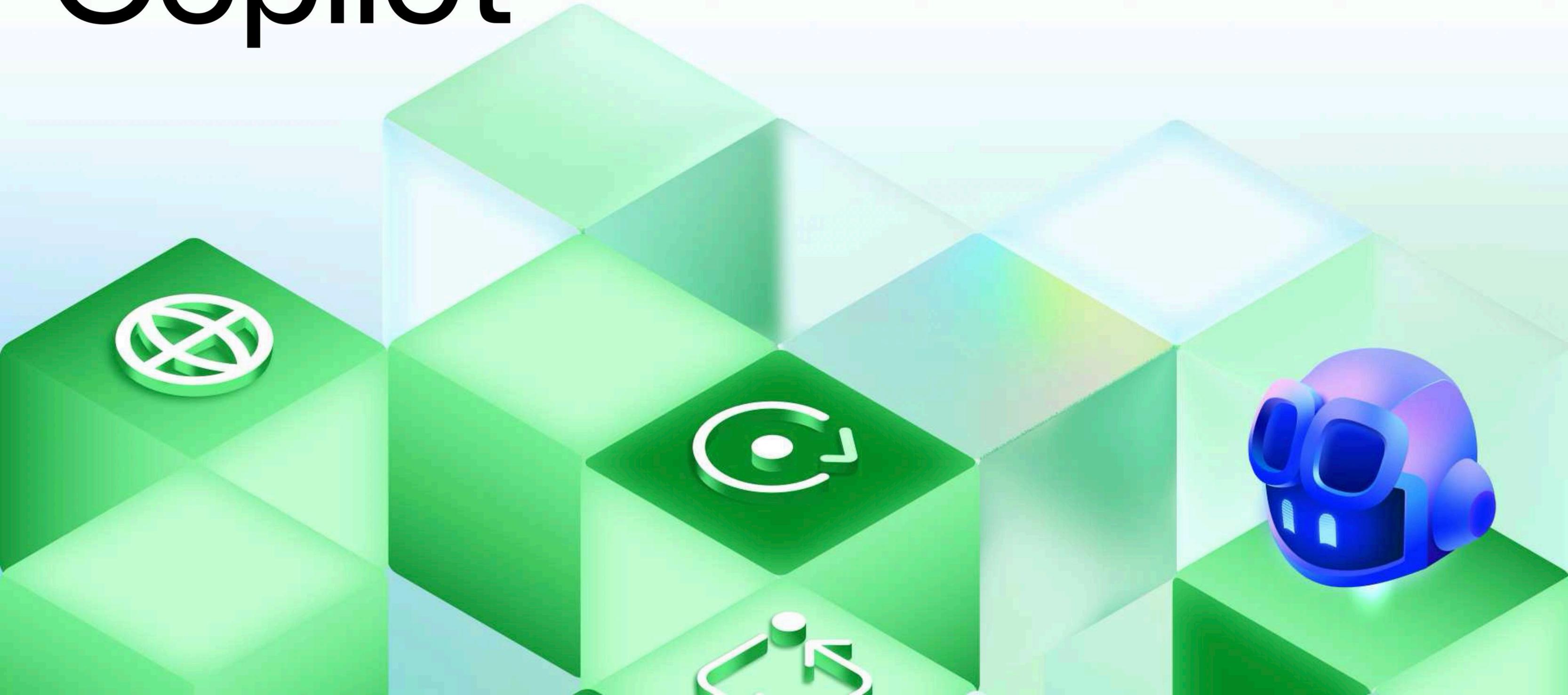
NO →   GitHub

Copilot

Copilot is a prominent part GitHub's offering. It's also an exciting developing technology, as reflected in our unique visuals and themes that enhance its marketing.

Copilot's distinctive qualities shouldn't overshadow or feel separate from the core brand. In contexts that clearly relate to GitHub, we use the copilot icon in a supporting role.

PRODUCT LOCKUP

This lockup helps emphasize Copilot while maintaining GitHub brand presence.

PRODUCT ICON

Environments where GitHub's platform is obvious, like github.com, can utilize the standalone icon.

GitHub Copilot
Write better code with AI

ILLUSTRATION   The Copilot mascot shows up in a big way

COLOR   Copilot has its own color theme, with colors that only show up in its visuals and messaging

COPILOT PURPLE

HEX 8534F3
RGB 133/52/243
CMYK 45/79/0/5
SPOT 2665

Copilot's color theme

Purple is thoughtfully injected to highlight Copilot products and features. By overlaying text on neutral backgrounds, we can easily use purple in collaboration with GitHub Green without competing for attention or clashing.

How agentic AI is accelerating DevOps

What AI agents really mean for your team—and how they're already changing the way software gets built.

Gretel Cummings
Senior Designer
Github

Kelly Carpenter
Senior Designer
Github

80% Neutrals   10% Primary Hero

5% Secondary Hero   5% Accent

DITHERING TEXTURE
The visuals are the first step toward theming a composition.

NEW
Coding agent

Assignees
Assign up to 10
Type or choo
Copilot
rodbotas
chandrive
semyonru
magnusfla

NEW
Coding agent

Assignees
Assign up to 10
Type or choo
Copilot
rodbotas
chandrive
semyonru
magnusfla
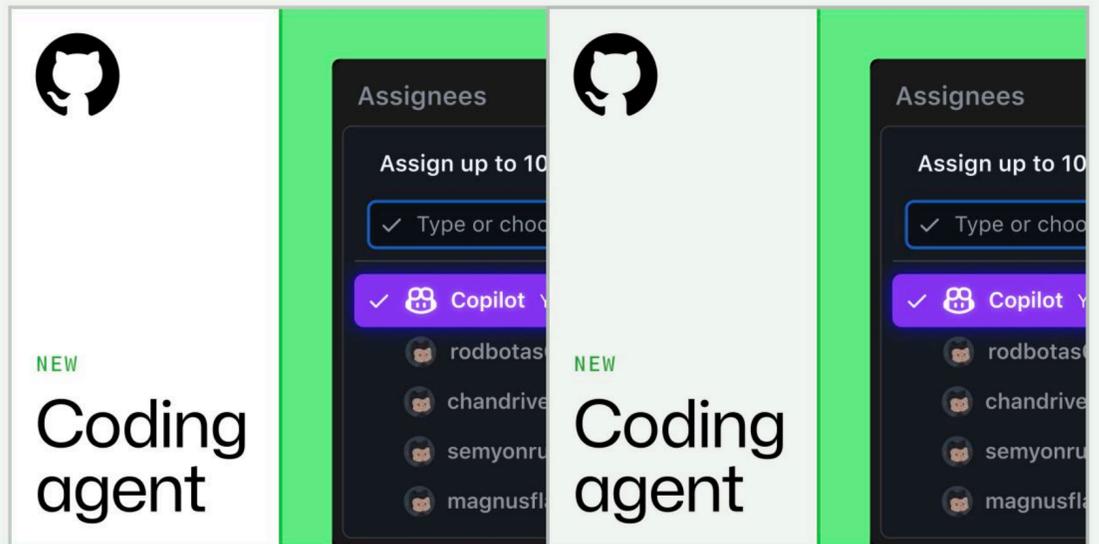
CORE THEME
It's also okay to utilize the core brand theme, featuring no illustrations or purple theming

Copilot

Intro to open source

ACTION ITEMS
Start your open source journey here

LEVEL
Beginner

Copilot

Intro to open source

ACTION ITEMS
Start your open source journey here

LEVEL
Beginner

PUSH PROTECTION

Block leaks before they happen

NO BRANDING
Strategic use of the Copilot mascot can do a lot of the heavy lifting to differentiate these assets
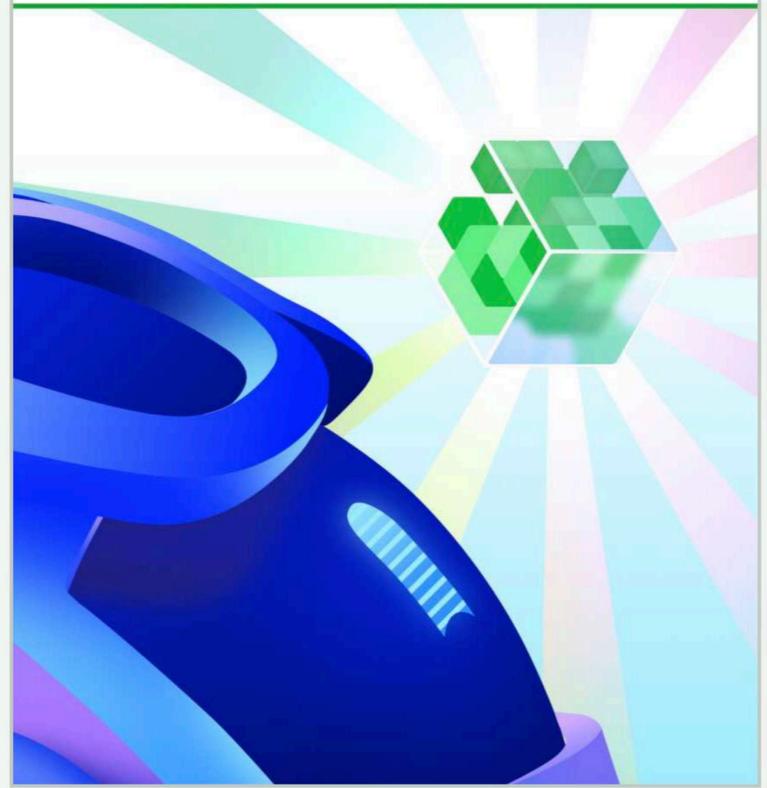
Product launches

Many aspects of the brand should stay the same from update to launch. The difference will be in how you utilize the full breadth of our illustration system for big updates.

Ambient, stable

The dither texture and product screenshots help create a dependable and consistent visual aesthetic.

Loud, attention grabbing

High fidelity key art illustrations and animations should be saved for moments of impact: big announcments, keynotes, etc.

Security

Security is one of our biggest offerings. We ensure trust and security is clearly our priority for our products and brand experience.

Like our Copilot brand, the distinctive qualities of our Security brand shouldn't overshadow or feel separate from the core brand.

PRODUCT LOCKUP

This lockup helps emphasize Copilot while maintaining GitHub brand presence.

Advanced Security

PRODUCT ICON

Environments where GitHub's platform is obvious, like github.com, can utilize the standalone icon.

Advanced Security
Find and fix vulnerabilities

ILLUSTRATION The sheild icon shows up in a big way
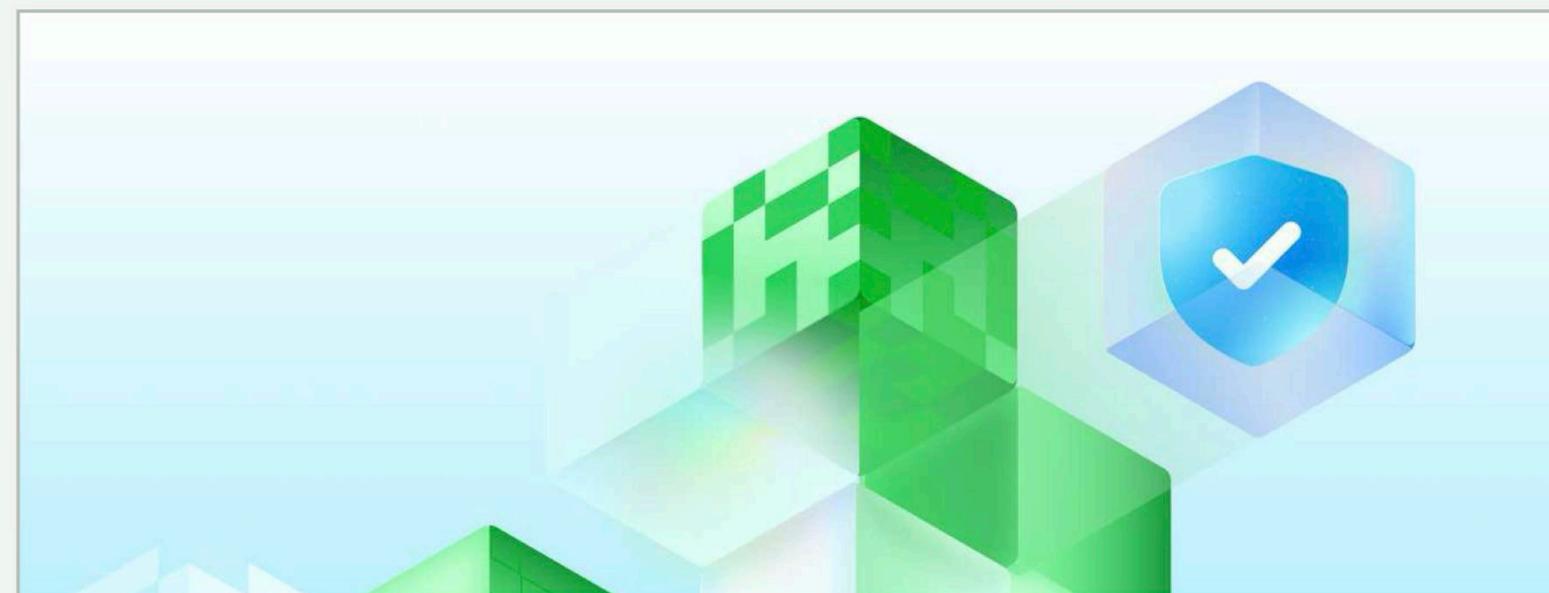
COLOR Security has its own color theme, with colors that only show up in its visuals and messaging

SECURITY BLUE

HEX   3094FF
RGB   48/148/255
CMYK 81/42/0/0
SPOT 279

Security's color theme

Blue is injected to highlight our security products and features. By overlaying text on neutral backgrounds, we can easily use blue in collaboration with GitHub Green without competing for attention or clashing.
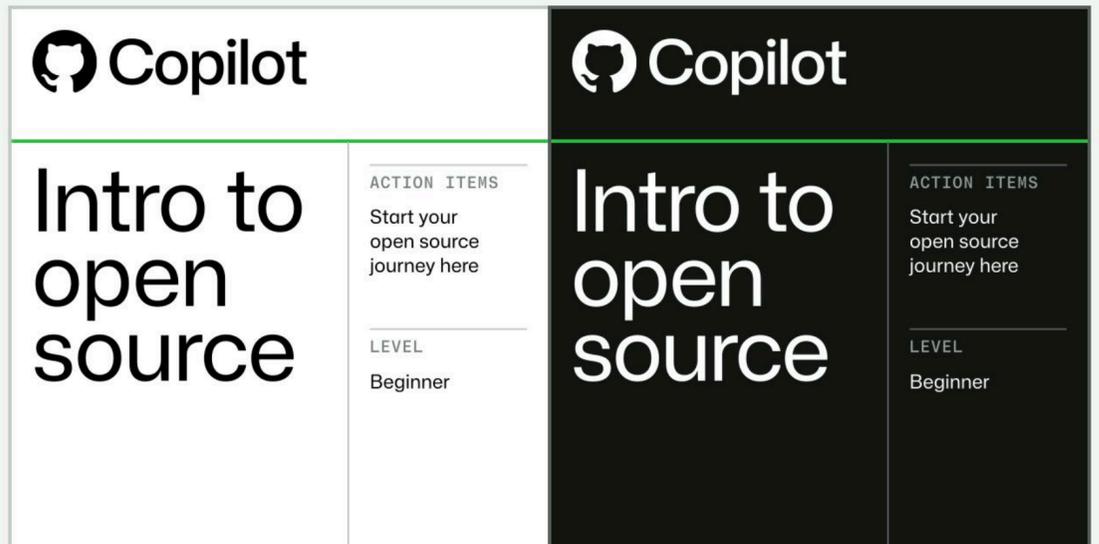
DITHERING TEXTURE

The visuals are the first step toward theming a composition.
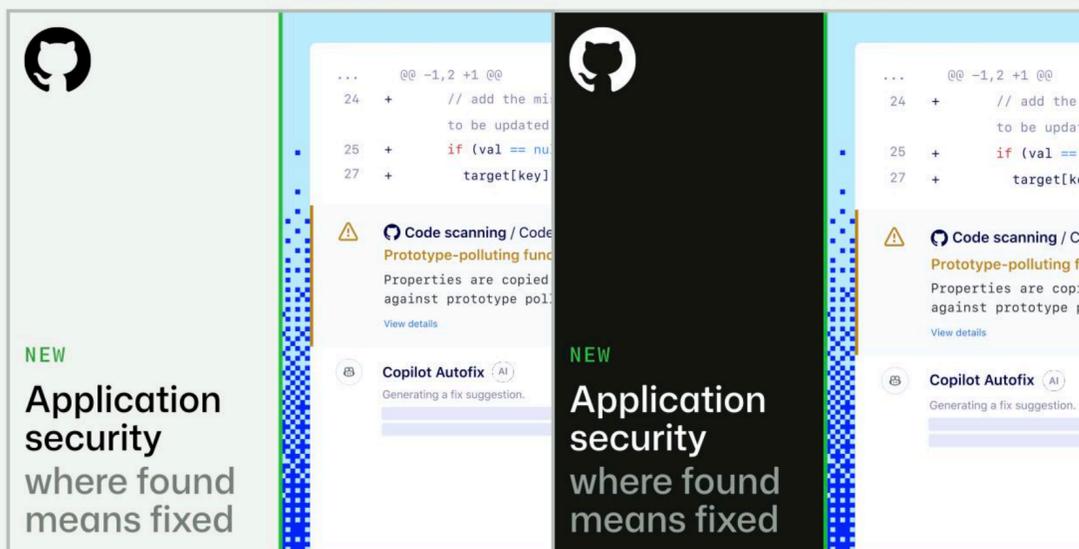
CORE THEME

It's also okay to utilize the core brand theme, featuring no illustrations or blue theming.

NO BRANDING

Strategic awareness of context and audience means you don't always have to include logos or icons.

NEW

Application security where found means fixed

NEW

Application security where found means fixed

Security

Intro to open source

ACTION ITEMS

Start your open source journey here

LEVEL

Beginner

Security

Intro to open source

ACTION ITEMS

Start your open source journey here

LEVEL

Beginner

Application security where found means fixed

```
...        @@ -1,2 +1 @@
24    +        // add the missing
                to be updated
25    +        if (val == null) {
27    +        target[key] = va
```

⚠️ 🔗 **Code scanning** / CodeQL

Prototype-polluting function

Properties are copied from against prototype polluti

View details

🔵 **Copilot Autofix** (AI)

Generating a fix suggestion.

How agentic AI is accelerating DevOps

What AI agents really mean for your team—and how they're already changing the way software gets built.

Gretel Cummings
Senior Designer
Github

Kelly Carpenter
Senior Designer
Github

80%   Neutrals   10%   Primary Hero
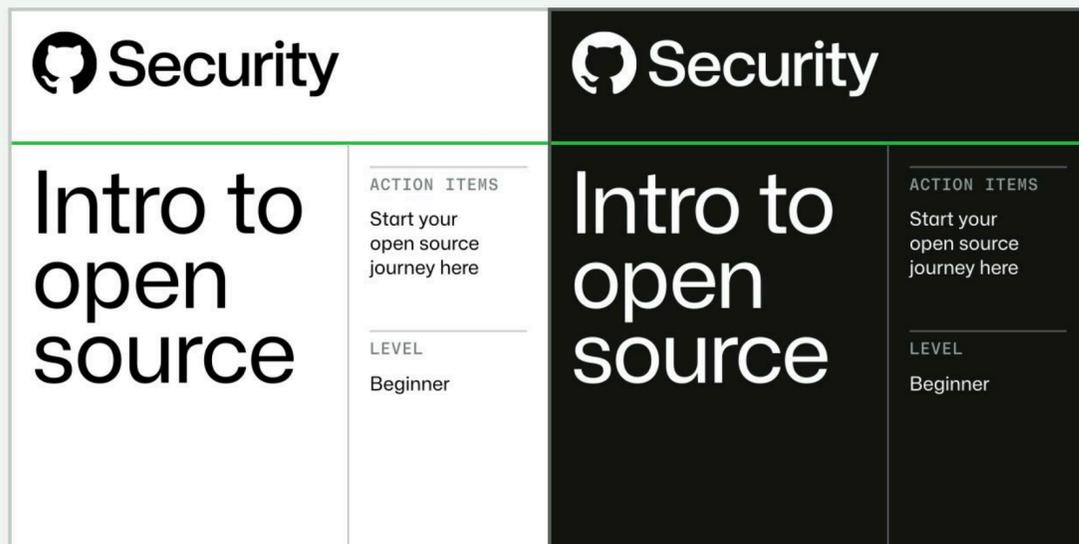
5%   Secondary Hero   5%   Accent

Co-branding

We evaluate each cobranding opportunity individually

This ensures both brands are represented clearly and consistently. These templates are our default, but please reach out to GitHub Brand Studio for guidance and approval on logo usage and lockup creation.

LOCKUP   Default placement
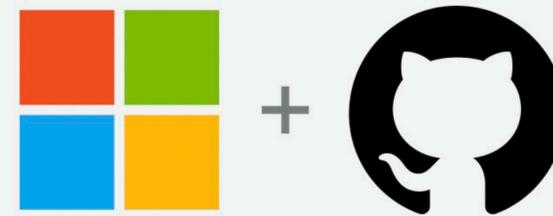
STACKED LOCKUP   This lockup should be your last choice

HORIZONTAL LOCKUP   For situations where the full name is a requirement

PARTNER'S LOGO, EQUAL OPTICAL SIZE   GITHUB'S FULL LOGO

Unsuccessful examples

Here's a selection of unsuccessful partner logo placements. It's essential to avoid these instances at all times.

Do not use our mascots, illustration or mona character for any cobranding instances.

All text and branding should be accessible and meet WCAG AA standards in Normal Text size.

EXTENSION LOCKUPS   Don't use a product or content extension lockup

🚫

Microsoft
+
🐙 **GitHub** Copilot

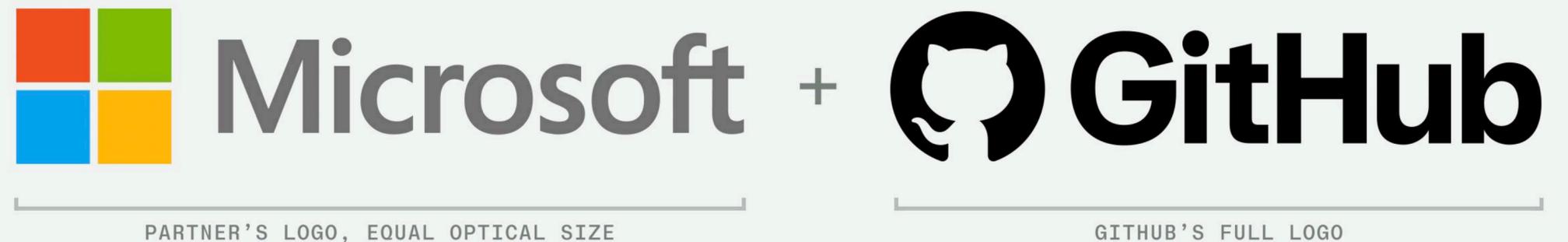OVERLAY   Don't overlay the logo onto complex art or affect its readability

🚫

Microsoft
+
🐙 **GitHub**

SUB-BRANDING   Don't create a sub-brand lockup

🚫

Microsoft
GitHub

MASCOTS   Don't use our illustration, mascots or Mona

🚫

STACKING   Don't stack the elements or rearrange their original placement within the logo

🚫

🐙 **GitHub**
Microsoft
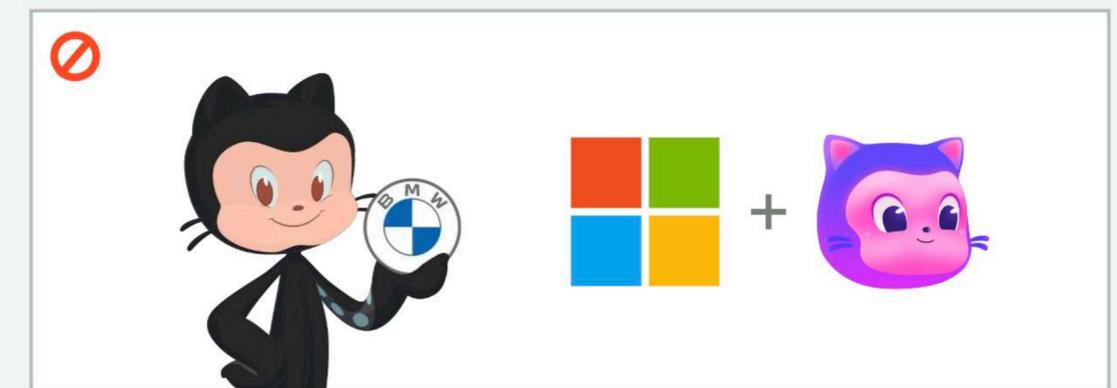
🐙 **GitHub**
Microsoft

UNIVERSE LOGO   Many aspects of the design, illustrations, and branding would stay the same

🚫

+ 🐙 🌱**25**

Frequently asked questions

Can I use the GitHub logo in my social media post about the event?

Yes, if approved, you may use the GitHub logo in a static graphic or post to announce your sponsorship or session participation.

Can I say we're partnering with GitHub or co-hosting the event?

No. Please avoid language like "Hosted with GitHub", unless you have explicit approval.

Can I include the logo in a presentation or session slide?

Yes, if you are speaking as part of the official program. Please do not modify the logo, stretch or recolor it, or include it next to your own logo without observing the spacing and size rules outlined in this guide.

Can we use GitHub product names or mascots in the title or branding of our event or activation?

No. Product names and mascots are trademarked and their use is forbidden without written approval from GitHub. This means you cannot use language like "Copilot and Cocktails".

Can I create a landing page about our partnership?

Yes. You may include the Invertocat or GitHub logo with prior approval. These elements may appear in content or visuals, but not as a primary branding element.

Can I put the logo on swag, booth giveaways, or t-shirts?

No. The GitHub logo cannot be used on any merchandise or physical giveaways without approval.

Illustration

Illustration system

We have three styles of illustration which help us modulate loudness across our brand surfaces.

Key illustrations

Our key illustrations are reserved for big brand moments. They have greater impact when saved for announcements and launches.
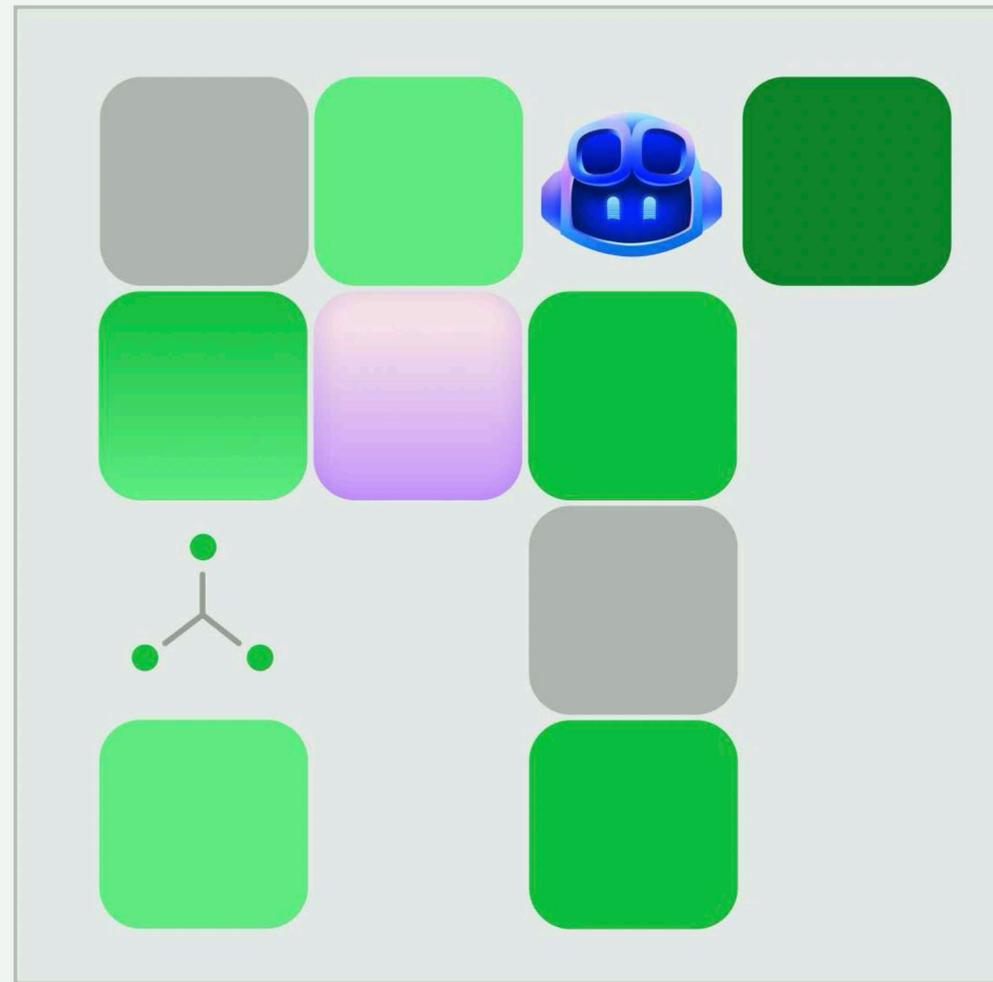
Contribution graph

A more creative abstraction of the contribution graph, found on every developer's profile page.

Textures

Our most abstract visual, these bitmapped textures are a subtle nod to the logic and infrastructure behind all software.

Key illustrations

Our key illustrations are reserved for big brand moments. They're detailed, 3d and isometric. They hero the contribution graph, with supporting details like product icons, dithering patterns, and mascots to add whimsy.
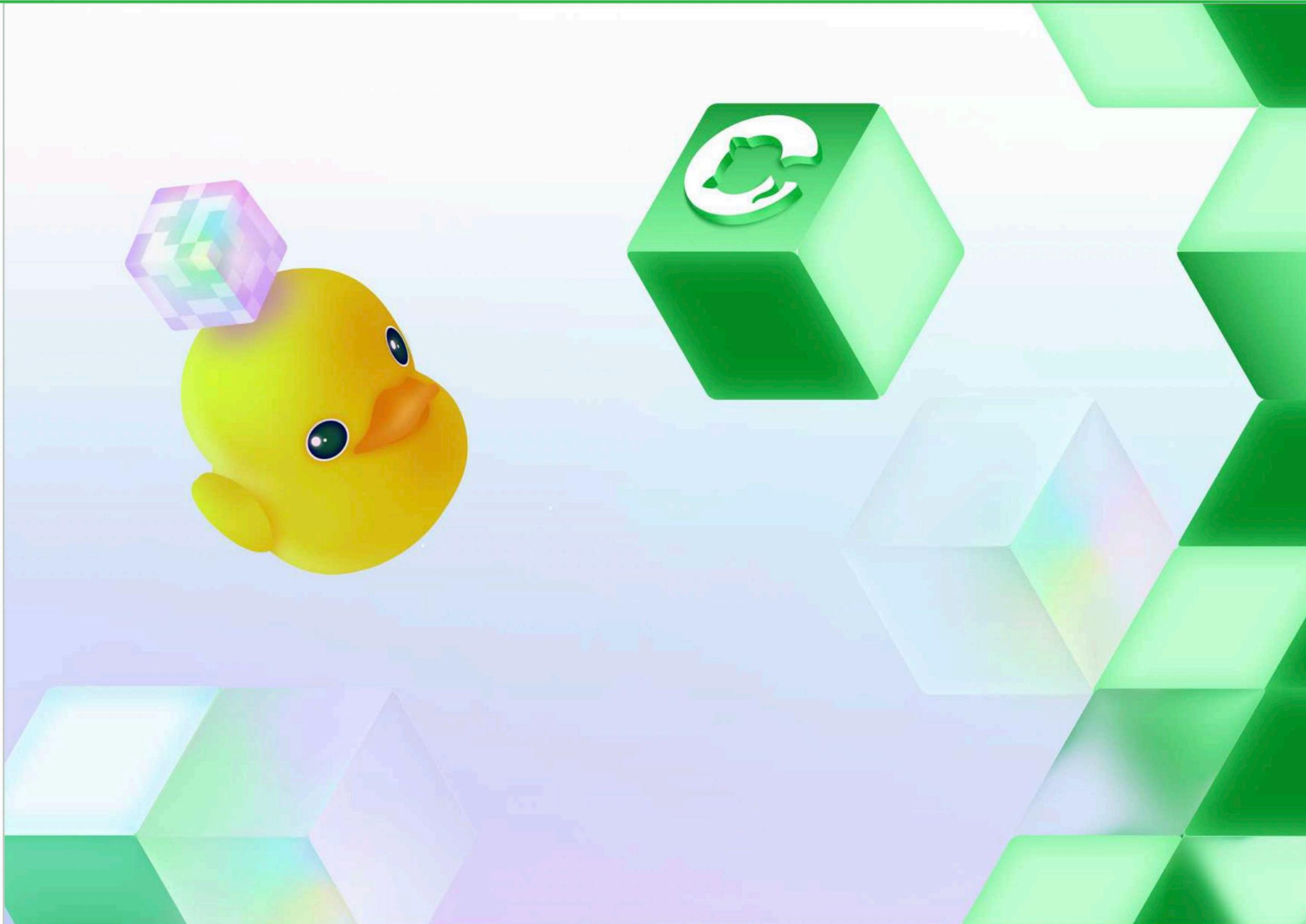
Key variations

Don't feel confined to mascots hovering over cubes. Use your best judgement on which version of illustration to utilize for different activations. Telling the right story is more important than being consistent here.
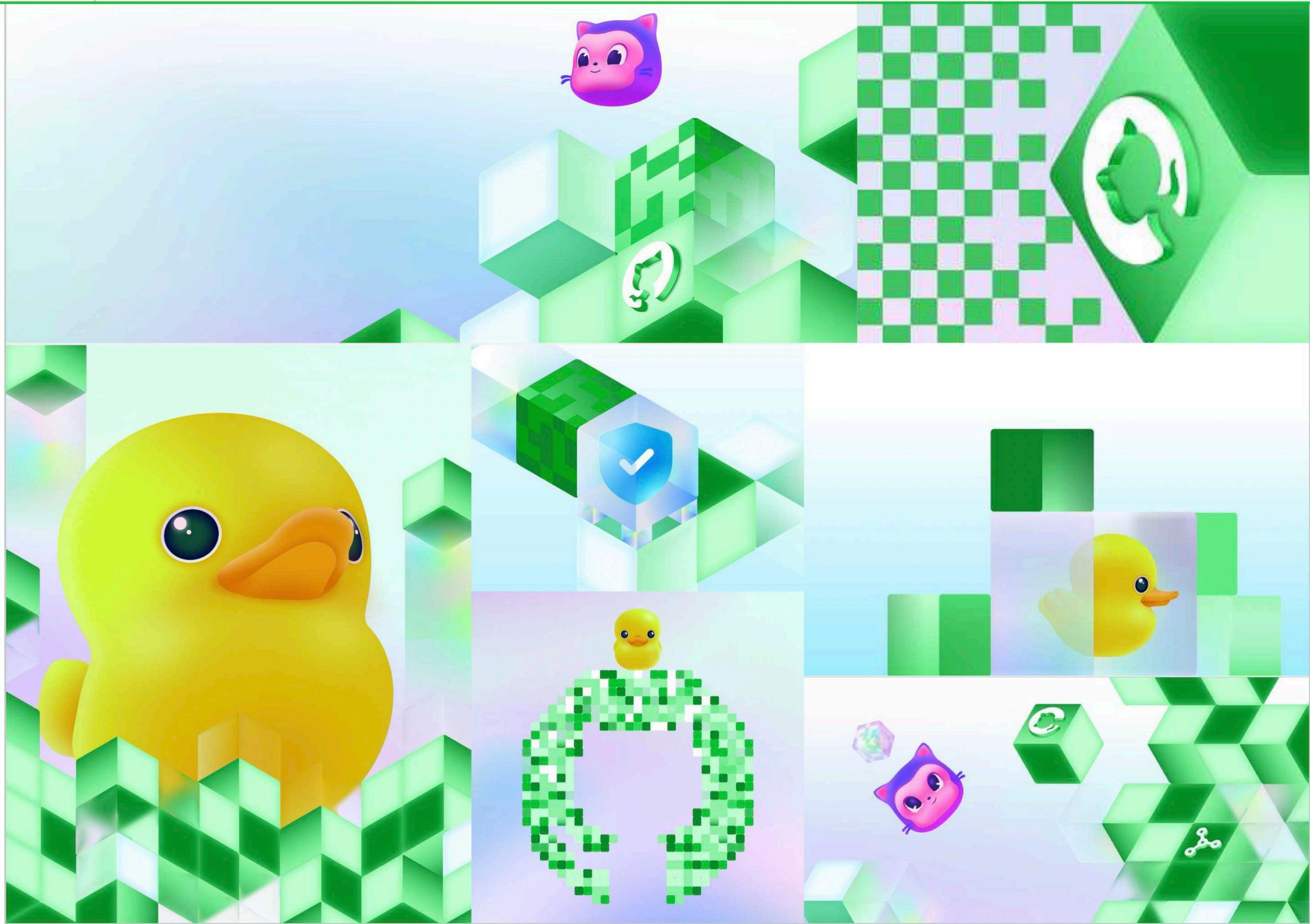
Contribution graph

This straightforward and simple approach to illustration takes our contribution graph, found on every developer's profile page, and turns it into a playground for creative expression. Each slot should feel varied, show casing the daily live of a developer.

MASCOTS AND SYMBOLS

These help add meaning to the abstract visual. They should be limited to one icon and one mascot per visual

The artwork is an ode to the contribution graph, a UI element present on developer user profiles that signal their contributions to code over time.

GREEN

Conveying the feeling of the contribution graph comes by the careful use of varying shades of green
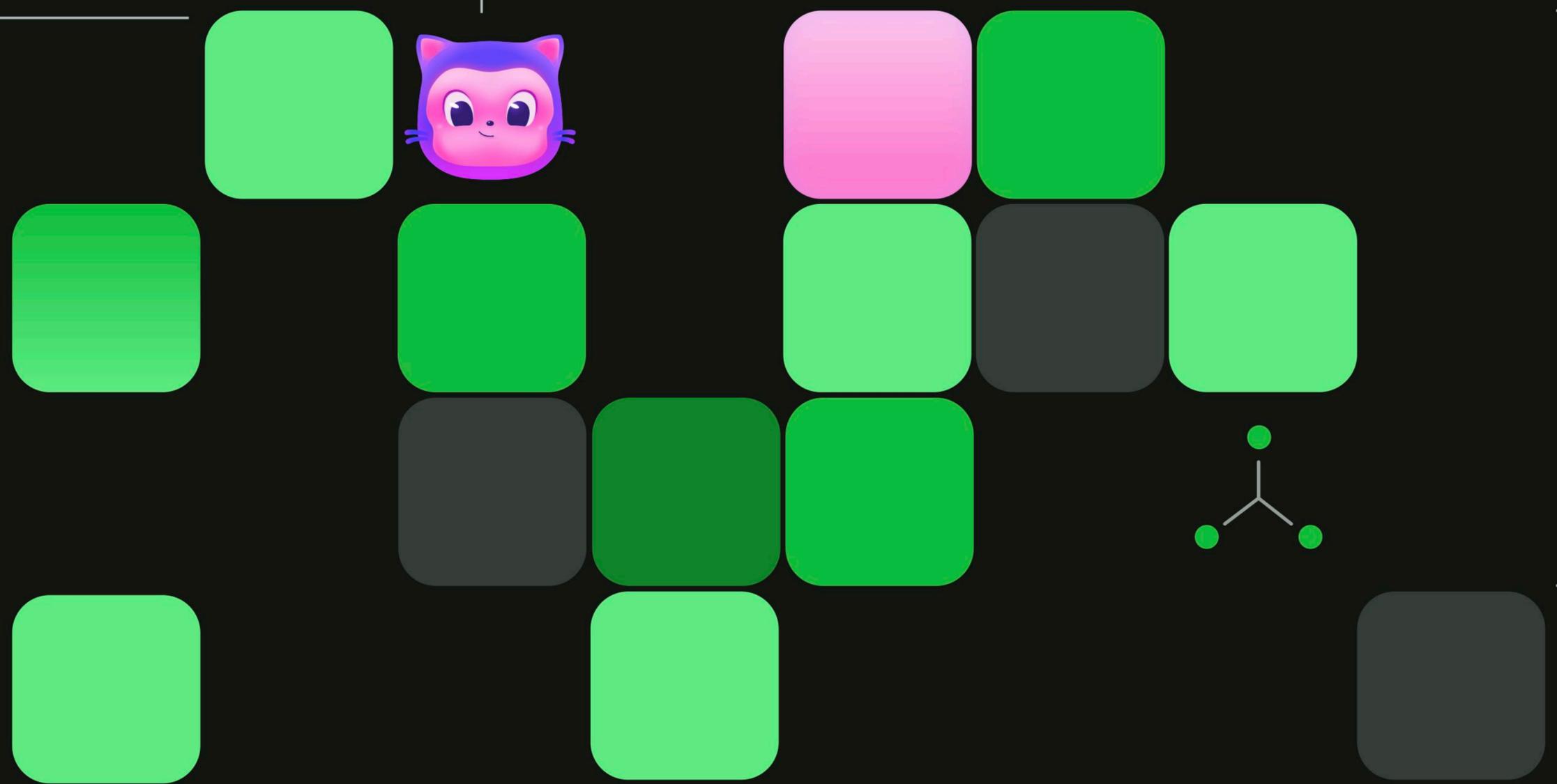
WHITE SPACE

Negative and positive space should be balanced. This speaks to the creative spurts that each developer experiences.

GREY

Grey squares should feel subtle, and not compete with green
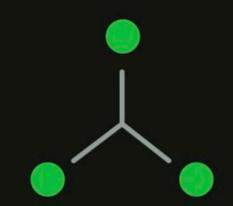
Contribution graph usage

The contribution graph is one of our most finicky visuals. Rather than starting from scratch and trying to re-invent the design, utilize the premade visuals, only modifying as absolutely needed.

ISOLATED   Don't break the grid, space out, or use contribution graph squares as isolated symbols
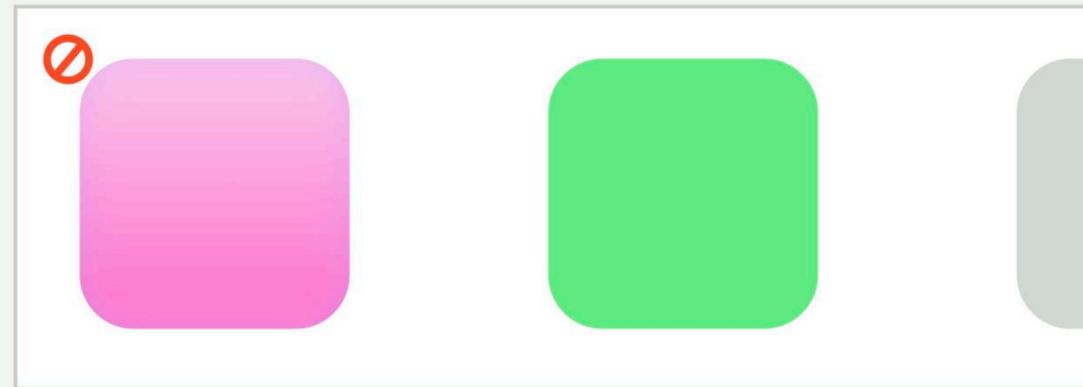
BACKGROUNDS   Don't use to add texture to a product visual
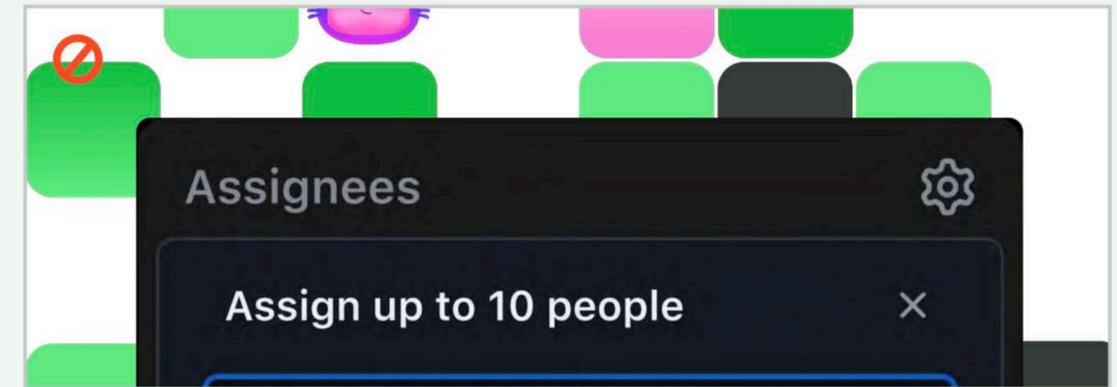
SCALE   Don't over-emphasize or scale up elements within the design

MIX STYLES   Don't use the dither and contribution graph patterns together
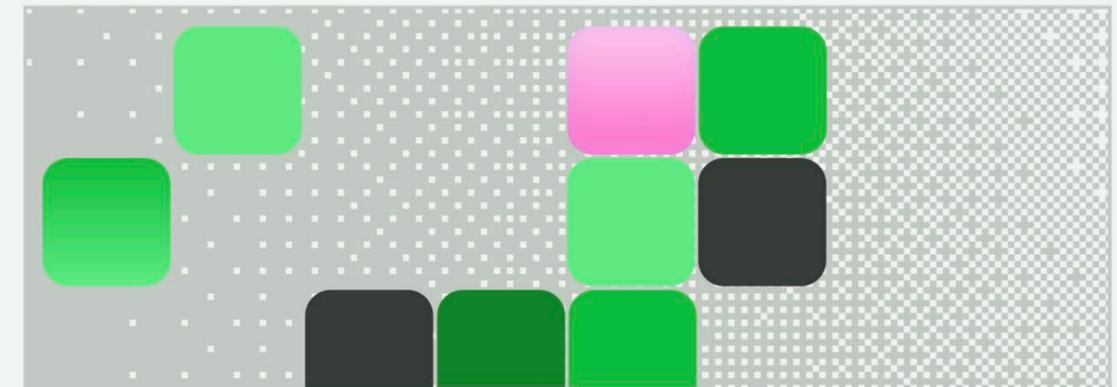
ANIMATED   The grid motif looks best when it's in motion
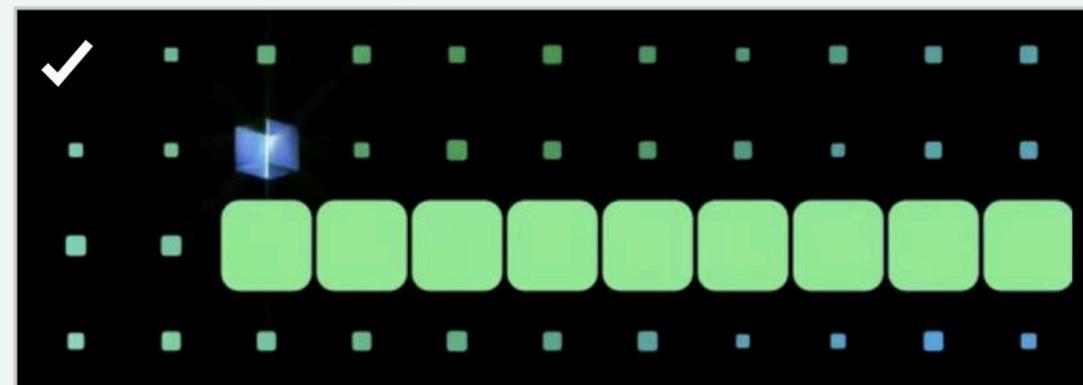
PRINTED   The flat blocks work great screenprinted on t-shirts and in wayfinding

Some occasions call for simpler color combinations and patterns.

Here are a few recommendations of color combinations and patterns that work well together. In all usage they should decorate, and not distract from informational moments.

BACKGROUNDS Best for complimenting and adding depth to UI
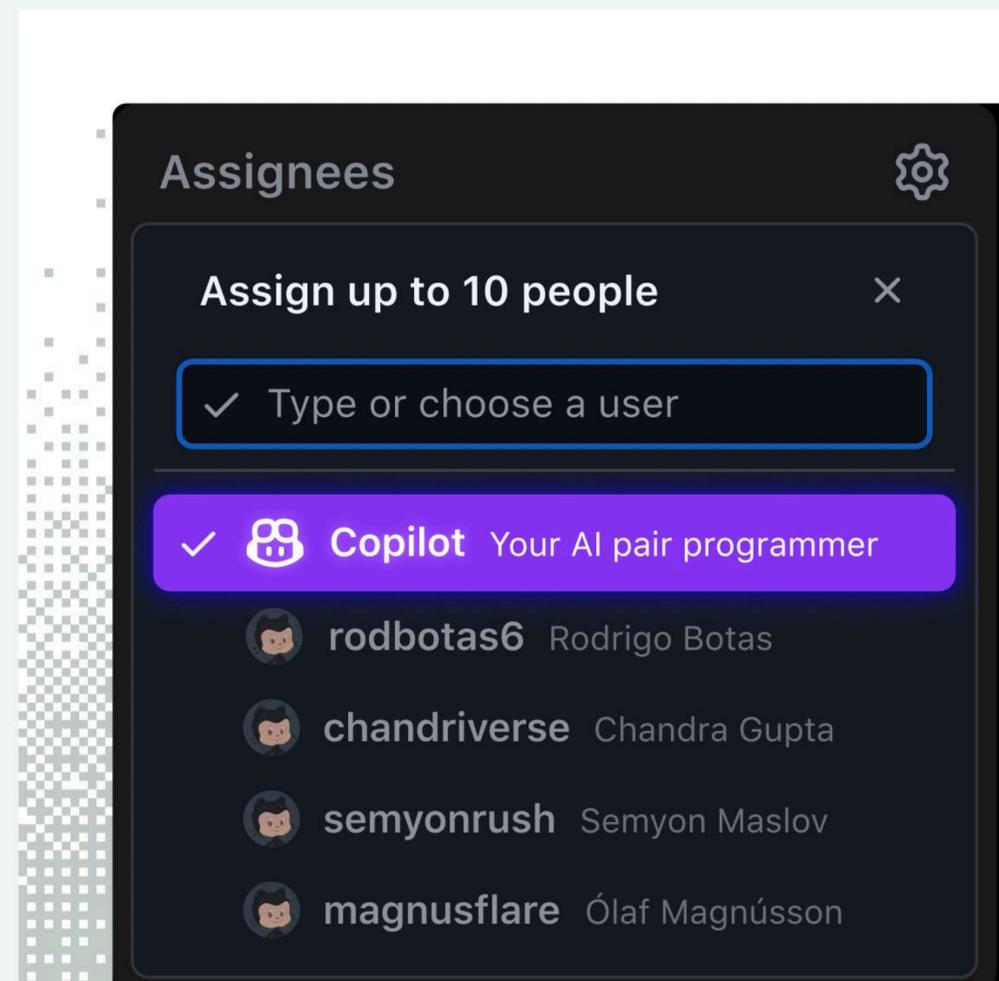
SURFACE PATTERN For adding contrast and visual intrigue

Assignees

Assign up to 10 people

Type or choose a user

Copilot Your AI pair programmer

rodbotas6 Rodrigo Botas

chandriverse Chandra Gupta

semyonrush Semyon Maslov

magnusflare Ólaf Magnússon

Main Stage

MAIN EVENT
Demo Lounge

EXPLORE
Copilot Bug Bash

UTILITIES
Restrooms

Texture library

Dithering textures should enhance surfaces by providing a subtle, textured backdrop that adds depth and interest without overwhelming the overall design. Scaled square textures, like Heatmap, work best in interactive and animated situations, bringing depth and interest to backdrops.

CIRCLE
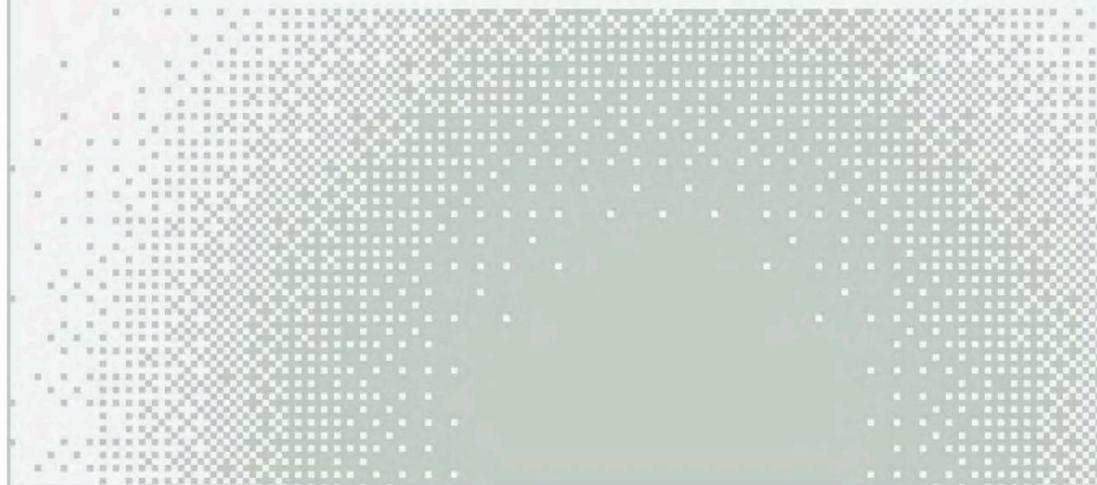
HEATMAP
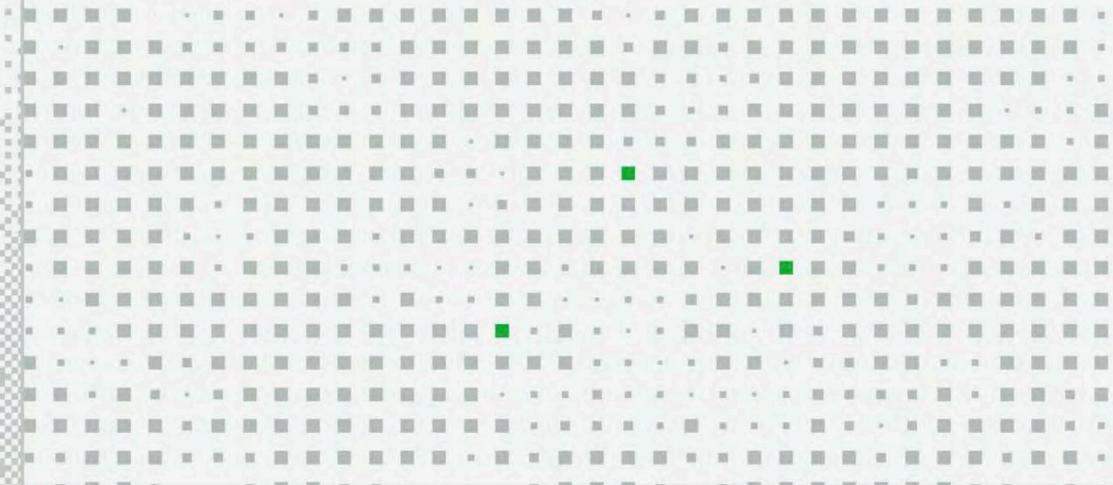
GRADIENT
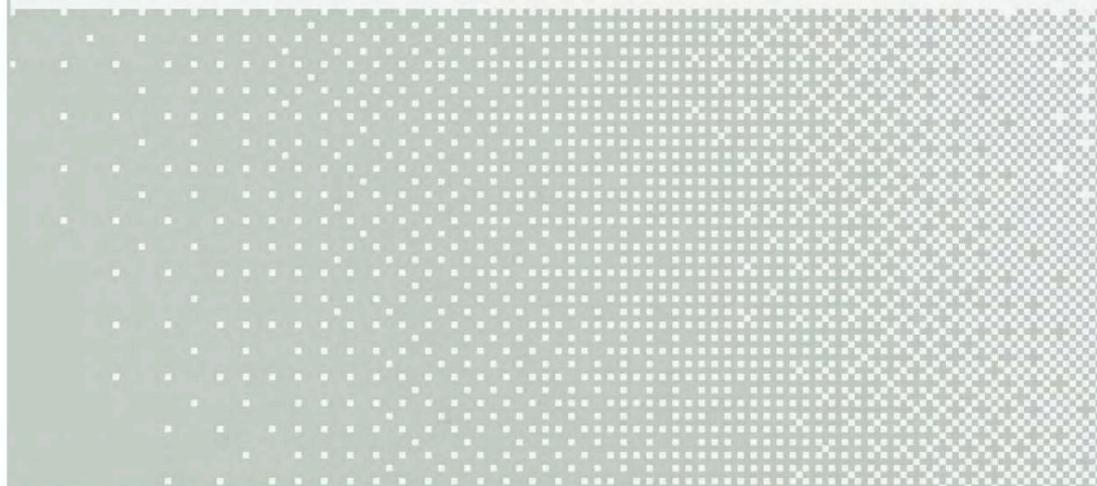
HALF CIRCLE

WAVE
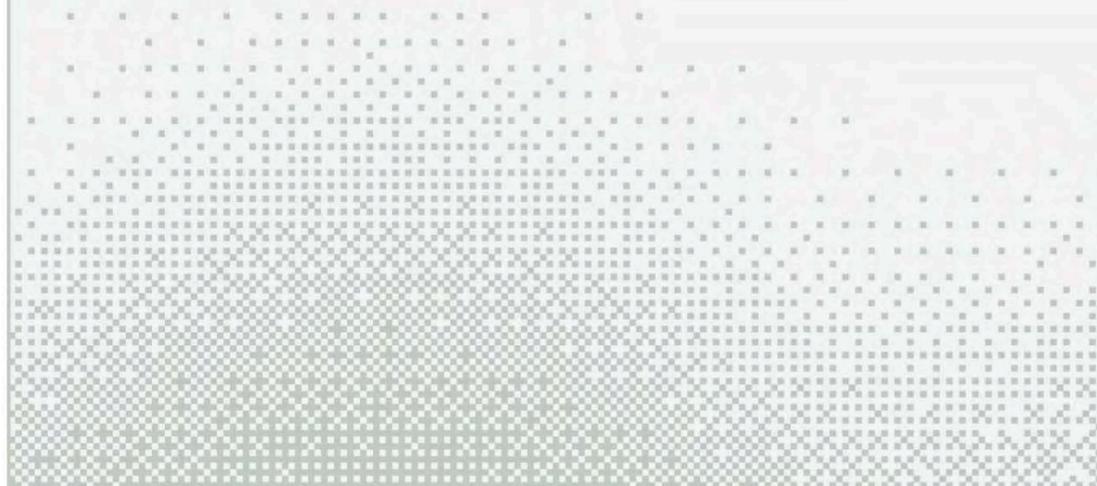
OVAL

Color and contrast

Our textures are two tone. if you're looking to make a bold statement, consider using triadic or complementary color schemes. These high-contrast, vibrant and and energetic designs are best for events and big brand moments.

For textures that recede, for product visual backdrops, try two-tone options, or grey and neutral colors.

GREEN AND BLUE

PINK AND GREEN

PURPLE AND ORANGE

BLUE AND LIME

DARK GREEN

LIGHT GREEN

LIGHT GRAY

DARK GRAY

LIGHT PURPLE

DARK PURPLE

DARK BLUE

LIGHT BLUE
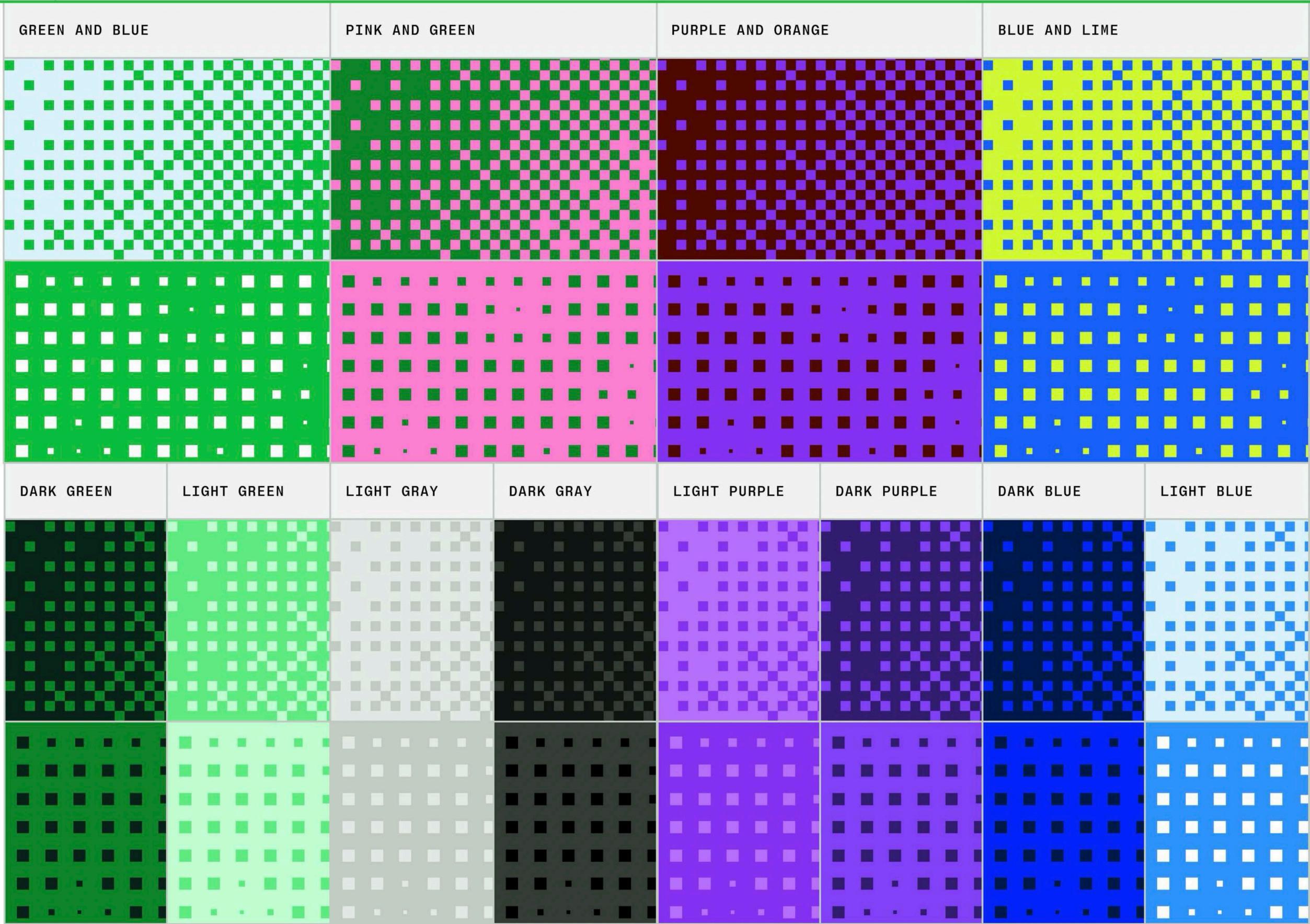
Color

We are a neutral brand (with green accents)

In order to pull off a neutral look, we have a large supporting palette. This gives our brand confidence and subtlety. But each environment and design has its own color system, documented in the following pages.

PRIMARY PALETTE   Neutrals with green accent
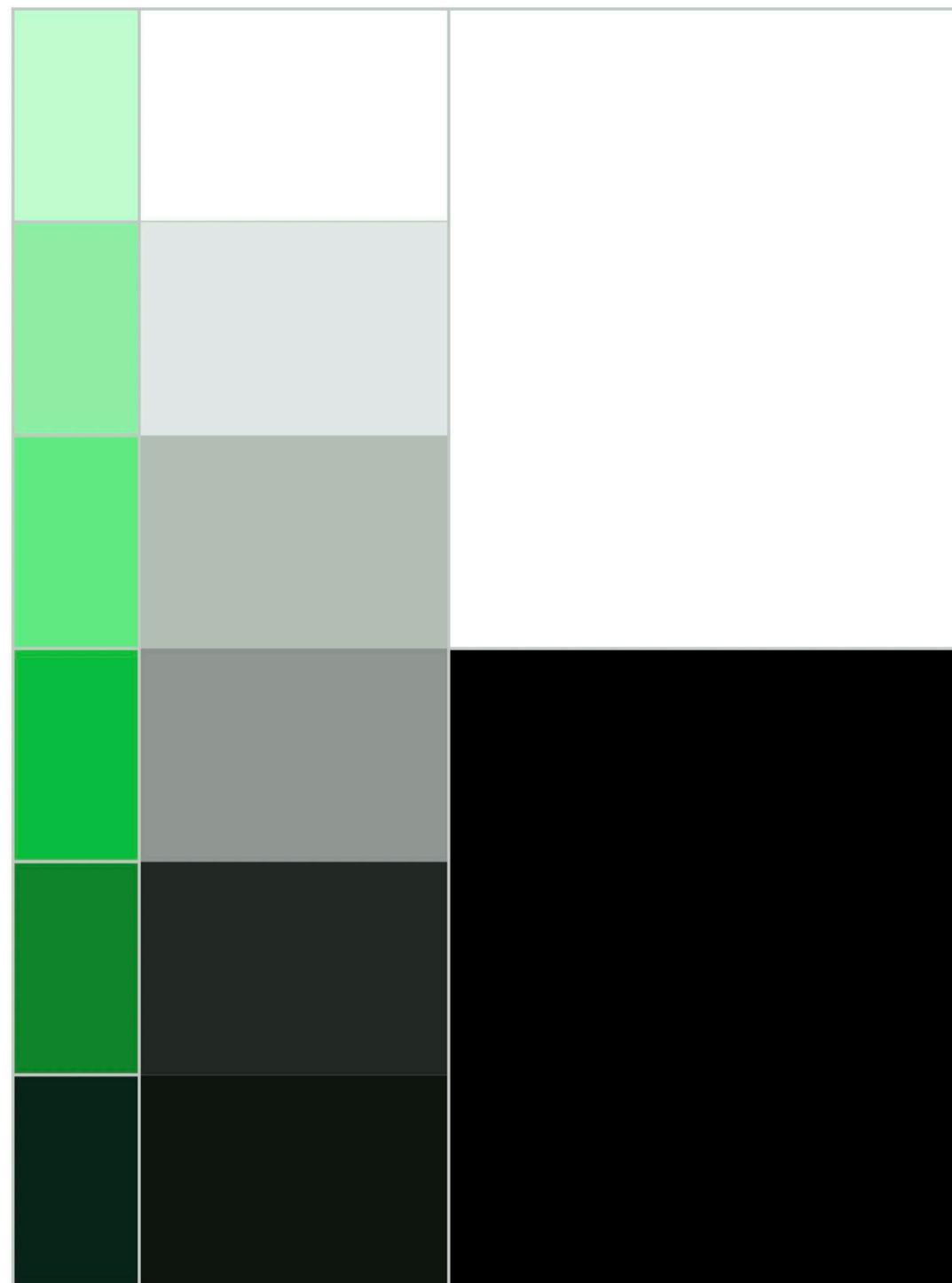
SECONDARY PALETTE   Supporting palette for context switching
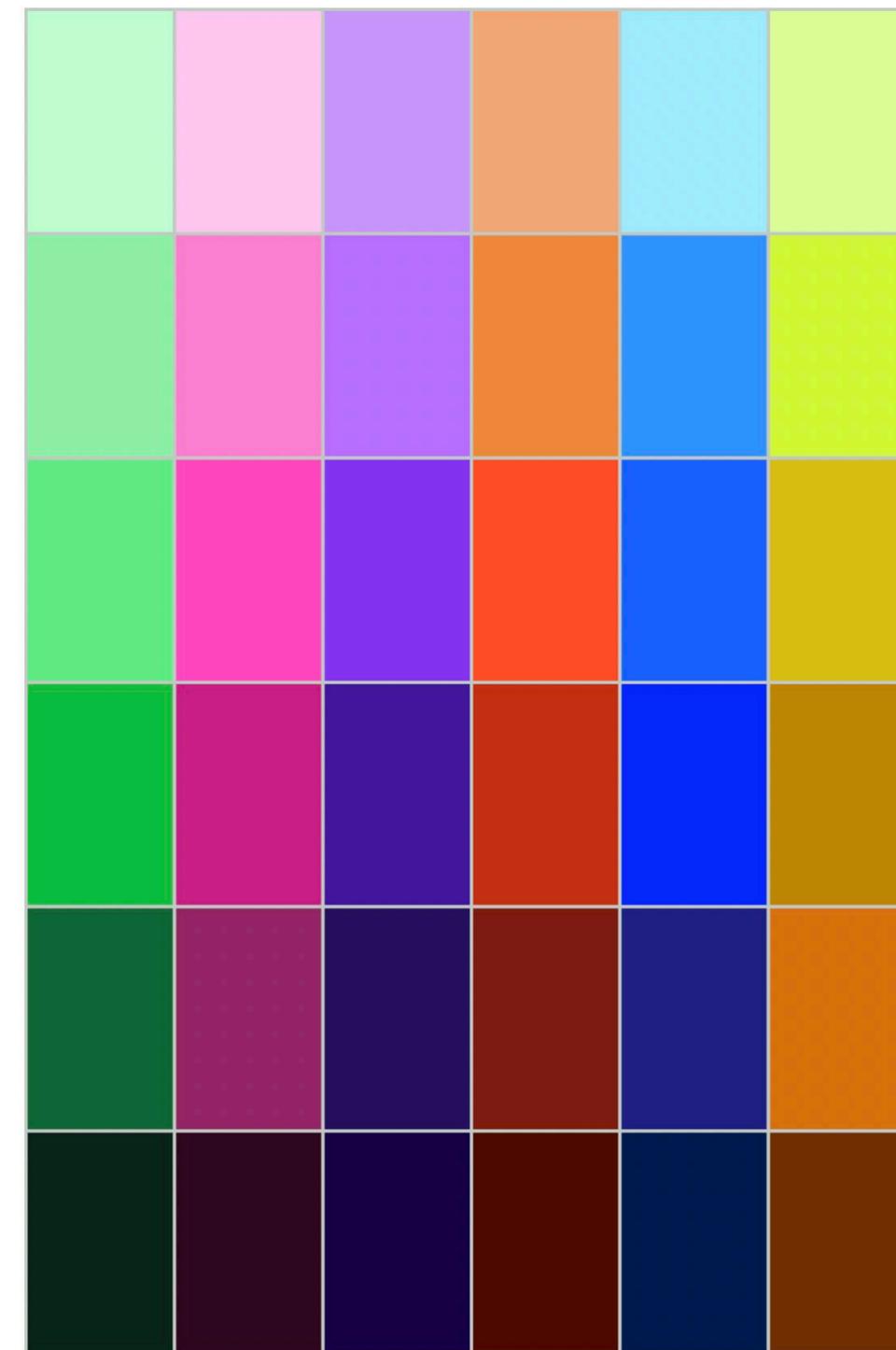
Primary palette

This palette anchors around neutrals, with a singular hero color green. Careful application of this palette should feel technical, sophisticated, and serious.

WHITE

HEX   FFFFFF
RGB   225/225/225
CMYK 0/0/0/0
SPOT WHITE

BLACK

HEX   000000
RGB   0/0/0
CMYK 10/0/0/100
SPOT BLACK 3

GRAY 0

HEX   F2F5F3
RGB   242/245/243
CMYK 1/0/1/4
SPOT COOL GRAY 1

GRAY 1

HEX   E4EBE6
RGB   228/235/230
CMYK 3/0/2/8
SPOT COOL GRAY 2

GRAY 2

HEX   D2D9D4
RGB   210/217/212
CMYK 3/0/2/15
SPOT 427

GRAY 3

HEX   C4CCC6
RGB   196/204/198
CMYK 4/0/3/20
SPOT 441

GRAY 4

HEX   B6BFB8
RGB   182/191/184
CMYK 5/0/4/25
SPOT COOL GRAY 4

GRAY 5

HEX   96A199
RGB   150/161/153
CMYK 7/0/5/37
SPOT 415

GRAY 6

HEX   77827A
RGB   119/130/122
CMYK 9/0/6/49
SPOT 416

GRAY 7

HEX   5A615C
RGB   90/97/92
CMYK 7/0/5/62
SPOT 417

GRAY 8

HEX   353D37
RGB   53/61/55
CMYK 13/0/10/76
SPOT 418

GRAY 9

HEX   121613
RGB   18/22/19
CMYK 18/0/14/91
SPOT PROCESS BLACK

GREEN 1

HEX   BFFFD1
RGB   191/255/209
CMYK 20/0/30/0
SPOT 7486

GREEN 2

HEX   8CF2A6
RGB   140/242/166
CMYK 42/0/31/5
SPOT 7487

GREEN 3

HEX   5FED83
RGB   95/237/131
CMYK 59/0/45/7
SPOT 2268

GREEN 4

HEX   0FBF3E
RGB   15/191/62
CMYK 92/0/67/25
SPOT 360

GREEN 5

HEX   08872B
RGB   8/135/43
CMYK 94/0/68/47
SPOT 362

GREEN 6

HEX   0A241B
RGB   10/36/27
CMYK 100/0/81/66
SPOT 3435

How agentic AI is accelerating DevOps

What AI agents really mean for your team—and how they're already changing the way software gets built.

Gretel Cummings
Senior Designer
Github

Kelly Carpenter
Senior Designer
Github

90% Neutral   **10%** Green

Secondary palette

This palette helps theme content and differentiate between our three key pillars: Developer Experience, Copilot, and Security.

Each theme comes with its own accent color (right column) which helps support when needed. These vibrant colors should be used sparingly and should primarily show up in illustrations.

How agentic AI is accelerating DevOps

What AI agents really mean for your team—and how they're already changing the way software gets built.

How agentic AI is accelerating DevOps
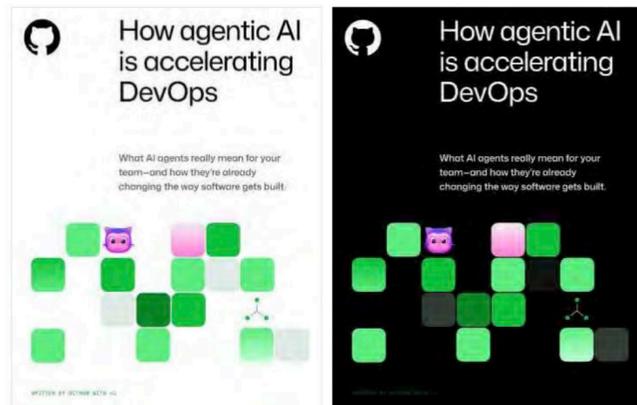
What AI agents really mean for your team—and how they're already changing the way software gets built.

✎ **80%** Neutrals   ✎ **10%** Primary Hero
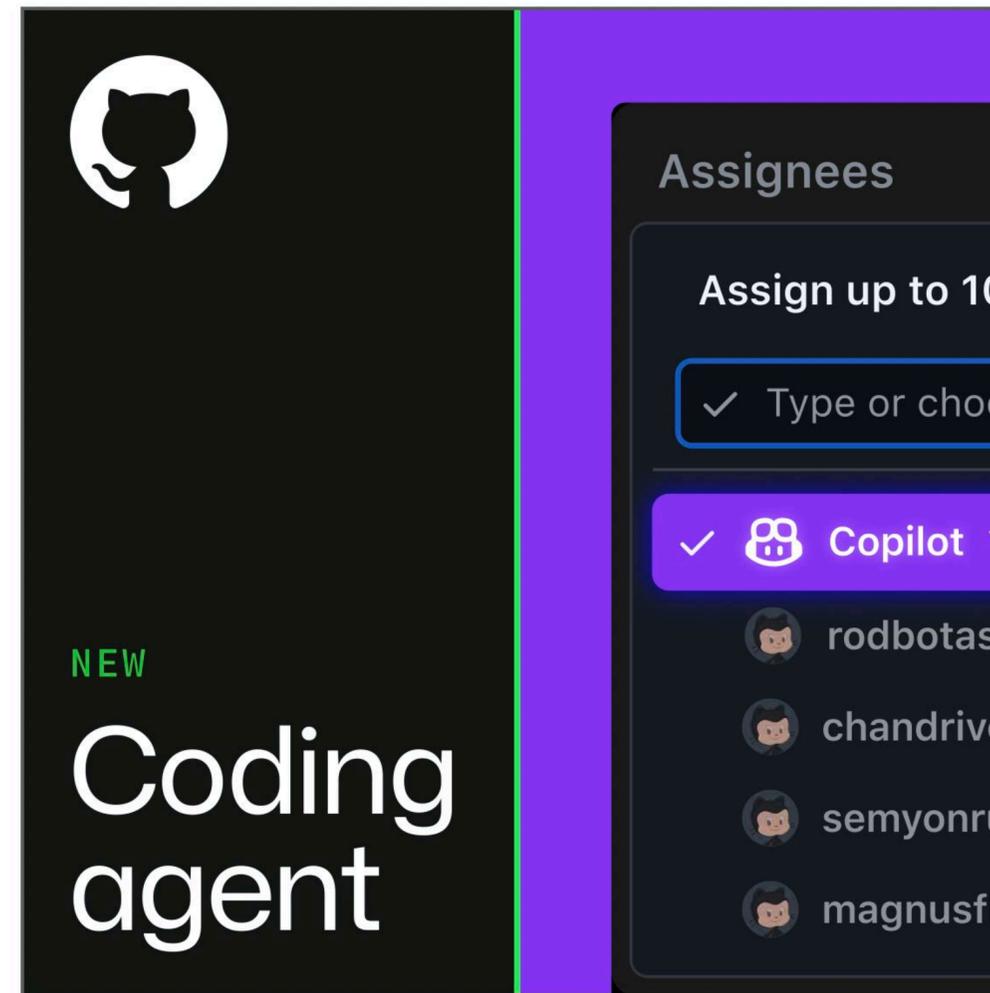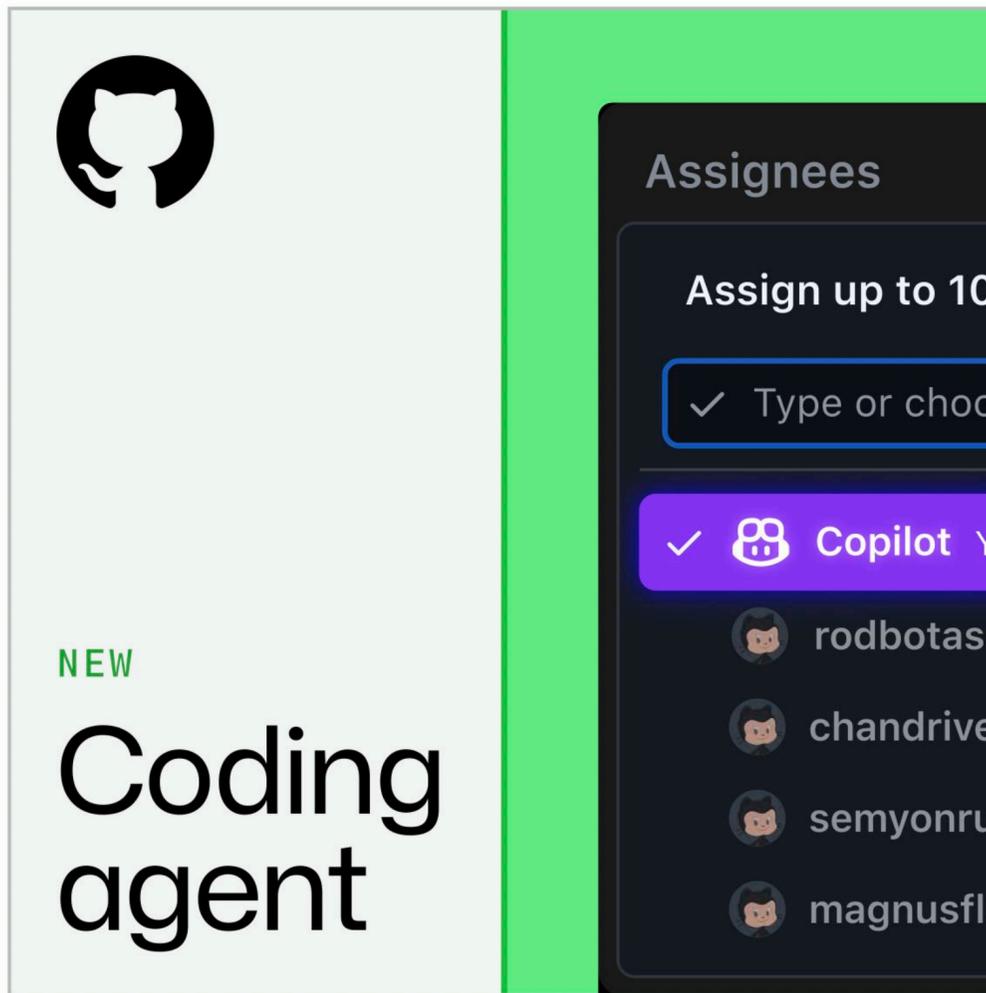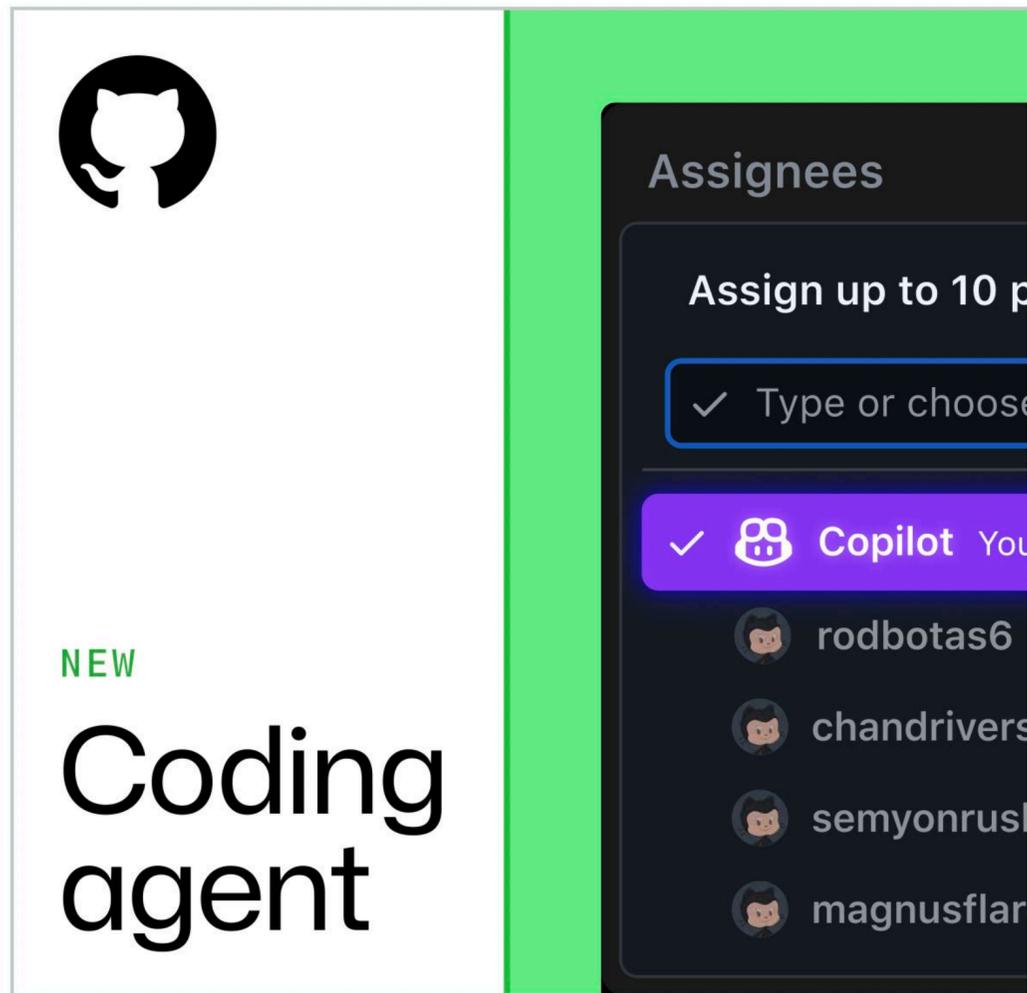
✎ **5%** Secondary Hero   ✎ **5%** Accent

Note the ratios of color usage in a layout example: most of the page is neutral or green, with brief pops of color within the illustration.

GITHUB DEVX   GITHUB COPILOT   GITHUB SECURITY

GREEN 1	PINK 1	PURPLE 1	ORANGE 1	BLUE 1	LIME 1
HEX BFFFD1	HEX FFC8FE	HEX C898FD	HEX F4A876	HEX 9EECFF	HEX DCFF96
RGB 191/255/209	RGB 255/200/254	RGB 200/152/253	RGB 244/168/118	RGB 158/236/255	RGB 220/255/150
CMYK 20/0/30/0	CMYK 0/22/0/0	CMYK 21/40/0/0	CMYK 0/31/52/4	CMYK 38/7/0/0	CMYK 14/0/41/0
SPOT 7486	SPOT 250	SPOT 2635	SPOT 1555	SPOT 290	SPOT 372
GREEN 2	PINK 2	PURPLE 2	ORANGE 2	BLUE 2	LIME 2
HEX 8CF2A6	HEX FF80D2	HEX B870FF	HEX F08A3A	HEX 3094FF	HEX D3FA37
RGB 140/242/166	RGB 255/128/100	RGB 184/112/255	RGB 240/138/58	RGB 48/148/255	RGB 211/250/55
CMYK 42/0/31/5	CMYK 0/50/18/0	CMYK 28,56,0,0	CMYK 0/43/76/6	CMYK 81/42/0/0	CMYK 10/0/74/0
SPOT 7487	SPOT 223	SPOT 2577	SPOT 157	SPOT 279	SPOT 387
GREEN 3	PINK 3	PURPLE 3	ORANGE 3	BLUE 3	LIME 3
HEX 5FED83	HEX FF4AC0	HEX 8534F3	HEX FE4C25	HEX 1A61FE	HEX D8BD0E
RGB 95/237/131	RGB 255/74/192	RGB 133/52/243	RGB 254/76/37	RGB 0/110/219	RGB 216/189/14
CMYK 59/0/45/7	CMYK 0/71/25/0	CMYK 45/79/0/5	CMYK 0/63/91/0	CMYK 100/50/0/14	CMYK 0/12/94/15
SPOT 2268	SPOT 232	SPOT 2665	SPOT 1655	SPOT 285	SPOT 611
GREEN 4	PINK 4	PURPLE 4	ORANGE 4	BLUE 4	LIME 4
HEX 0FBF3E	HEX CA2186	HEX 43179E	HEX C53211	HEX 0527FC	HEX DB9D00
RGB 15/191/62	RGB 202/33/134	RGB 67/23/158	RGB 197/50/17	RGB 5/39/252	RGB 219/157/0
CMYK 92/0/67/25	CMYK 0/84/34/21	CMYK 58/86/0/38	CMYK 0/75/91/23	CMYK 98/85/0/1	CMYK 0/18/100/0
SPOT 360	SPOT 233	SPOT VIOLET	SPOT 485	SPOT 2935	SPOT 7406
GREEN 5	PINK 5	PURPLE 5	ORANGE 5	BLUE 5	LIME 5
HEX 08872B	HEX 952866	HEX 26115F	HEX 801E0F	HEX 212183	HEX D67200
RGB 8/135/43	RGB 149/40/102	RGB 38/17/95	RGB 128/30/15	RGB 33/33/131	RGB 214/114/0
CMYK 94/0/68/47	CMYK 0/73/32/42	CMYK 60/82/0/63	CMYK 0/77/88/50	CMYK 75/75/0/49	CMYK 0/42/100/1
SPOT 362	SPOT 228	SPOT 2755	SPOT 1805	SPOT 2728	SPOT 138
GREEN 6	PINK 6	PURPLE 6	ORANGE 6	BLUE 6	LIME 6
HEX 0A241B	HEX 30081F	HEX 160048	HEX 500A00	HEX 001C4D	HEX 703100
RGB 10/36/27	RGB 48/8/31	RGB 22/0/72	RGB 80/10/0	RGB 0/28/77	RGB 112/49/0
CMYK 100/0/81/66	CMYK 0/83/36/81	CMYK 69/100/0/71	CMYK 0/88/100/69	CMYK 100/64/0/70	CMYK 0/56/100/43
SPOT 3435	SPOT 262	SPOT 2765	SPOT 1815	SPOT 3597	SPOT 1615

Text based layouts

Our three layout themes help keep the neutral feeling of the GitHub brand. By strictly overlaying text on neutral colors, we're freed up to use color to emphasize our icons, illustrations, and product visuals.

NEW

Coding agent

Assignees

Assign up to 10 p

Type or choose

✓ Copilot You

rodbotas6

chandrivers

semyonrus

magnusflar

NEW

Coding agent

Assignees

Assign up to 10

Type or choo

✓ Copilot Y

rodbotas6

chandrive

semyonru

magnusfla

NEW

Coding agent

Assignees

Assign up to 10

Type or choo

✓ Copilot Y

rodbotas6

chandrive

semyonru

magnusfla

White

■ TEXT PRIMARY   ■ BORDER ACCENT

■ TEXT SECONDARY   □ BACKGROUND DEFAULT

Light Grey

■ TEXT PRIMARY   ■ BORDER ACCENT

■ TEXT SECONDARY   □ BACKGROUND DEFAULT

Black

□ TEXT PRIMARY   ■ BORDER ACCENT

■ TEXT SECONDARY   ■ BACKGROUND DEFAULT

Accessibility

With all copy, we work with a restricted palette. Use neutrals and accents to achieve high contrast combos. All text should meet WCAG AA standards in Normal Text size.

MODIFICATIONS

If you really need to, contrast can be checked right within Figma, or with other online tools.

3.09:1 ✓ AA

White

Primary
Secondary
Accent
✓ AA
✓ AA
✓ AA

Primary ✓ AA
Secondary ✓ AA
Accent ✓ AA

Light Grey

Primary
Secondary
Accent
✓ AA
✓ AA
✓ AA

Primary ✓ AA
Secondary ✓ AA
Accent ✓ AA

Black

Primary
Secondary
Accent
✓ AA
✓ AA
✓ AA

Primary ✓ AA
Secondary ✓ AA
Accent ✓ AA

White

- TEXT PRIMARY
- TEXT SECONDARY
- BORDER ACCENT
- BACKGROUND DEFAULT

Light Grey

- TEXT PRIMARY
- TEXT SECONDARY
- BORDER ACCENT
- BACKGROUND DEFAULT

Black

- TEXT PRIMARY
- TEXT SECONDARY
- BORDER ACCENT
- BACKGROUND DEFAULT

Mascots

Mona, Copilot and Ducky bring the fun.

More than mascots, these three represent the developer experience and are and well known by Github fans.
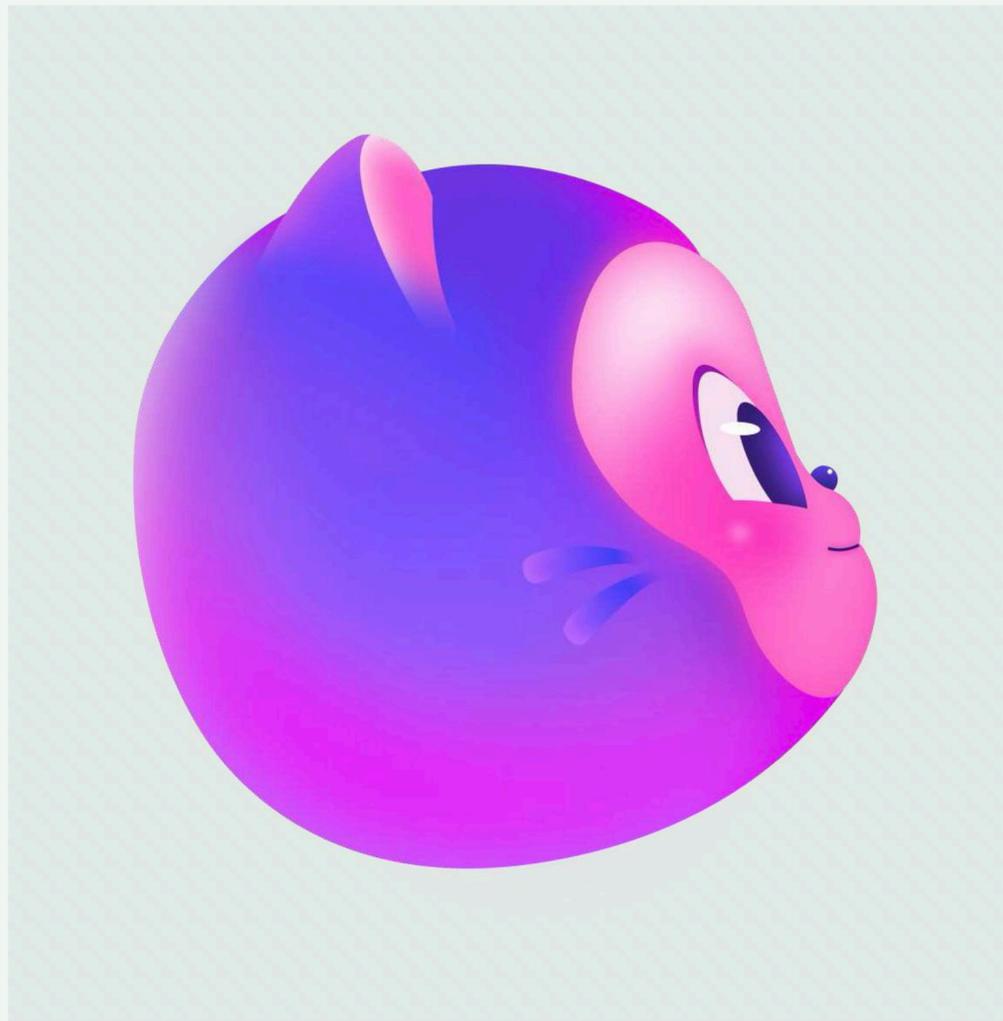
Mona

Representing GitHub
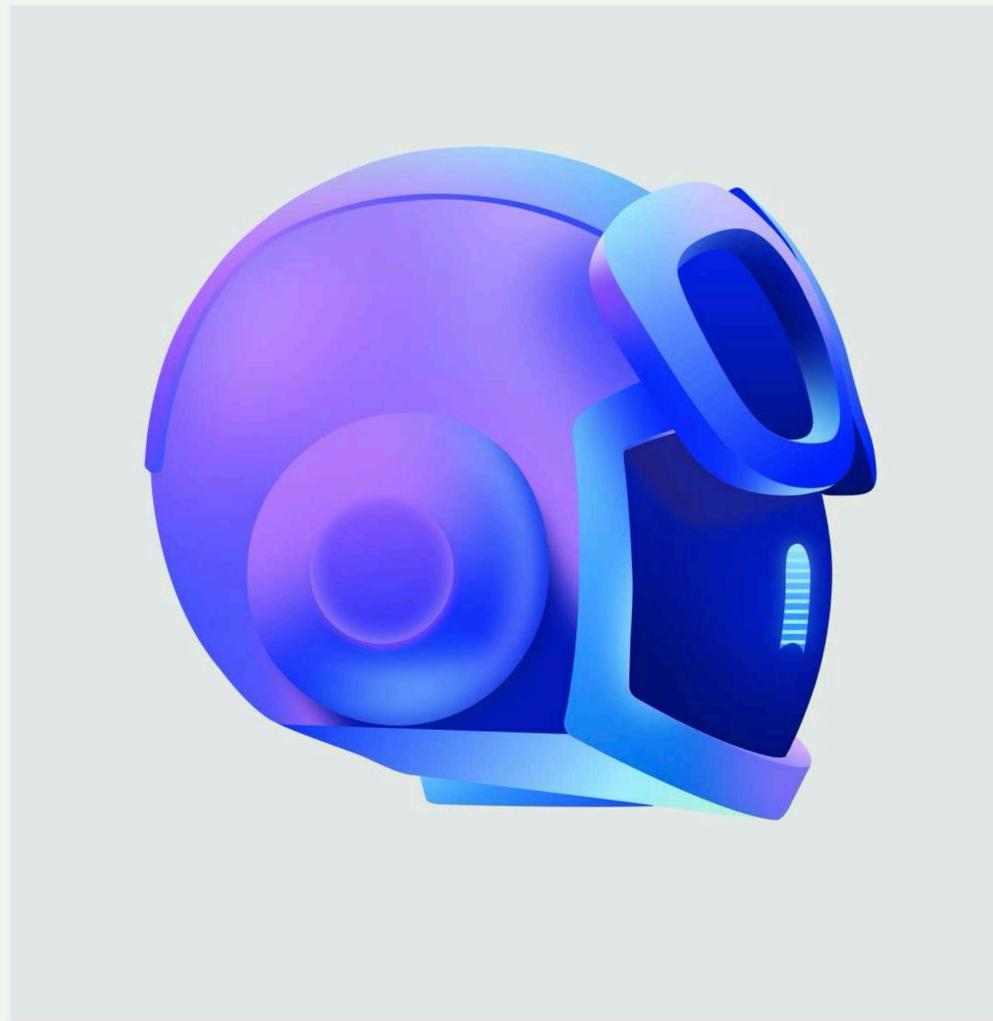
Copilot

Representing Ai and innovation
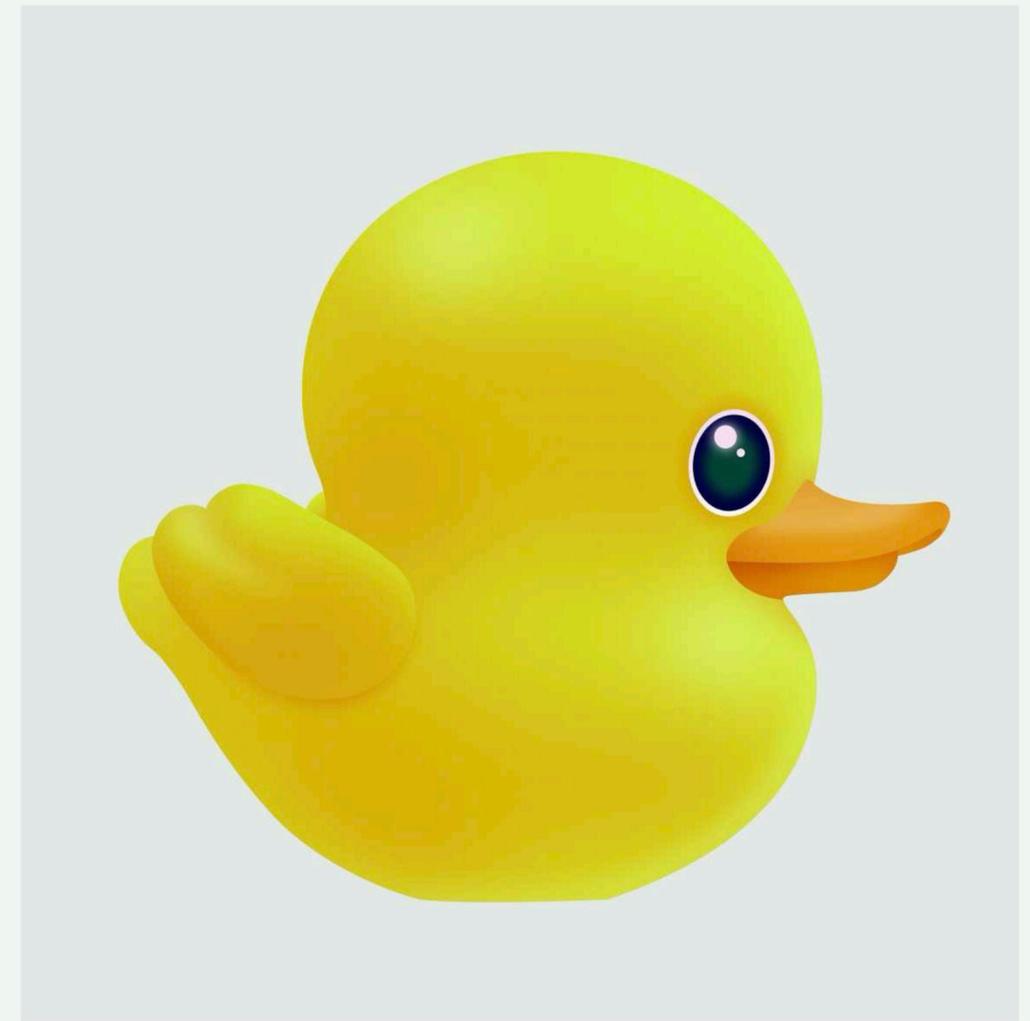
Ducky

Our salute to Developers

Mona

Our main character, Mona is the brand ambassador. She's treated with a soft palette mix of purples and pinks.

Part cat, part octopus, Mona is a pioneer of the Octocat species and is our official mascot. Mona supports and enlivens all of our messaging, receiving help from a wide range of supporting sidekicks. To the average person, Mona is just a cartoon character. But to the developer community, Mona is an icon.

Mona always shows up when we're speaking about the open source community.

Copilot

GitHub's AI Pair Programmer represents innovation. Our fearless hero always has a soft purple and blue shading, with a splash of pink.

Copilot represents the latest in Ai tech, and appears whenever we talk about GitHub Copilot.

Duckie

Our salute to developers world wide: rubber Duckie helps you to debug your code, joining Mona and Copilot in representing creativity and innovation.

We typically use Duckie less than Mona or Copilot because it's the least recognizable of the three mascots.
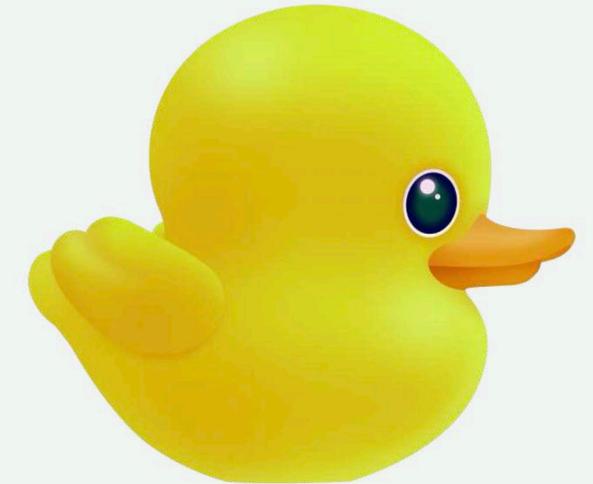
Usage

When using mascots in brand applications, less is more. Overuse or use of Mascots as space fillers can be distracting and annoying. Preserve the magic of our beloved characters by using them sparingly, and only when the context is appropriate.

✔ Use mascots with our community

Our mascots are most welcome and understood by our superfans at events, in merch, and in some marketing.

✔ Use mascots internally.

You'll find them at home in merch, easter eggs, office art, and milestone celebrations.

✔ Use mascots to inspire and entertain

Mascots can be a powerful engagement tool for students, as long as they aren't doing the teaching.

⃠ Don't use mascots as logos.

No mascot or octocat should be used as a sub-team logo, product branding, or joint branding with other companies or organizations.

⃠ Don't use mascots to nudge, interupt, or sell

Mascots should never interrupt a user flow. Don't use mascots in sales, customer support or training.

⃠ Don't use mascots for serious topics

Finance, security, sales, enterprise offerings, politics, protests or crises should have people representing them, not Mascots.

Alternate styles

These Octocat and mascot styles represent previous eras of our brand and shouldn't be used as the default. But they might show up for internal events, social media posts, or content when showing the breadth and history of GitHub's brand.

OCTOCAT 1.0

The illustration that started it all. This flat graphic style is outdated now, but still has a special place in our hearts—you'll most likely find this style as vintage GitHub stickers. New work is not produced in this style unless intended to be a throwback.

OCTOCAT 2.0

Our current Octocat model, used internally in illustrations, animations, and stickers. This version of Mona is more emotive and functional in 3D space and the style most common for stickers or narrative illustrations.

MONAMOJI

Monamoji are the Octocat custom emoji set, used for reaction gifs and as custom emoji. These should be reserved for community engagement, and should not be used when speaking as the voice of GitHub.

OUTLINE STYLE

A style once used in our product empty states and mobile app. Currently being depricated.

Icons

Icons are the visual throughline from product to brand.

Octicons, our product icon library, are our default icon. Their usage and brand equity help strengthen and reaffirm our commitment to consistency and dependability. In brand, we support those icons with a set of larger illustration-like spot icons.

SPOT OCTICONS 60PX

OCTICONS 24PX
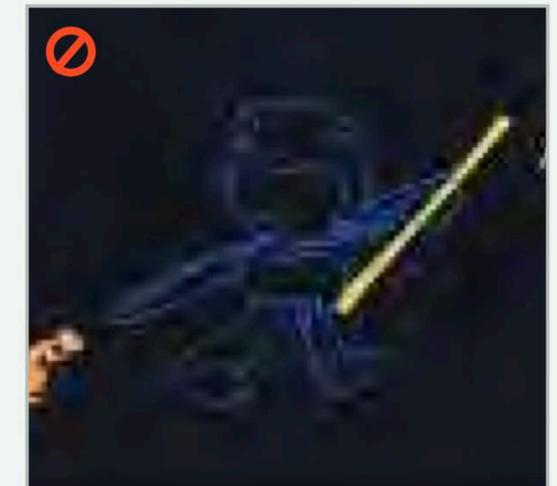
Right time, right place, right size

Octicons are designed for small spaces, perfect for product ui, site navigation, and technical diagrams. Marketing icons are designed for a slightly larger placement, best suited to support small chunks of text in decks and other marketing needs.

16–30PX   ✓   **Octicons**

Simple, utilitarian and recognizable. We use these only when talking about products or features

31–54PX   🚫   No icons

Octicons at this size are too clunky. Marketing icons at this size feel too much like octicons.
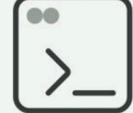
55–96PX   ✓   **Marketing icons**

Larger, opinionated, and expressive. These can be functional, but never small. They shouldn't re-visualize product icons.
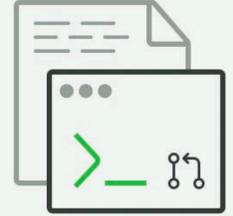
128PX+   🚫   No icons

Icons at this size should just be technical illustrations, diagrams, or more hifi. These have too much detail and become distracting.

Spot Octicons

Our spot icons build from our gitline shape library, taking the timeline and commit circle and bending them into the shape of our well known product icons. This set isn't a replacement for octicons and shouldn't be used in small sizes.

Variants and components

To help with customization of assets, our icon library comes with a variety of alternates—all accessible within Figma.
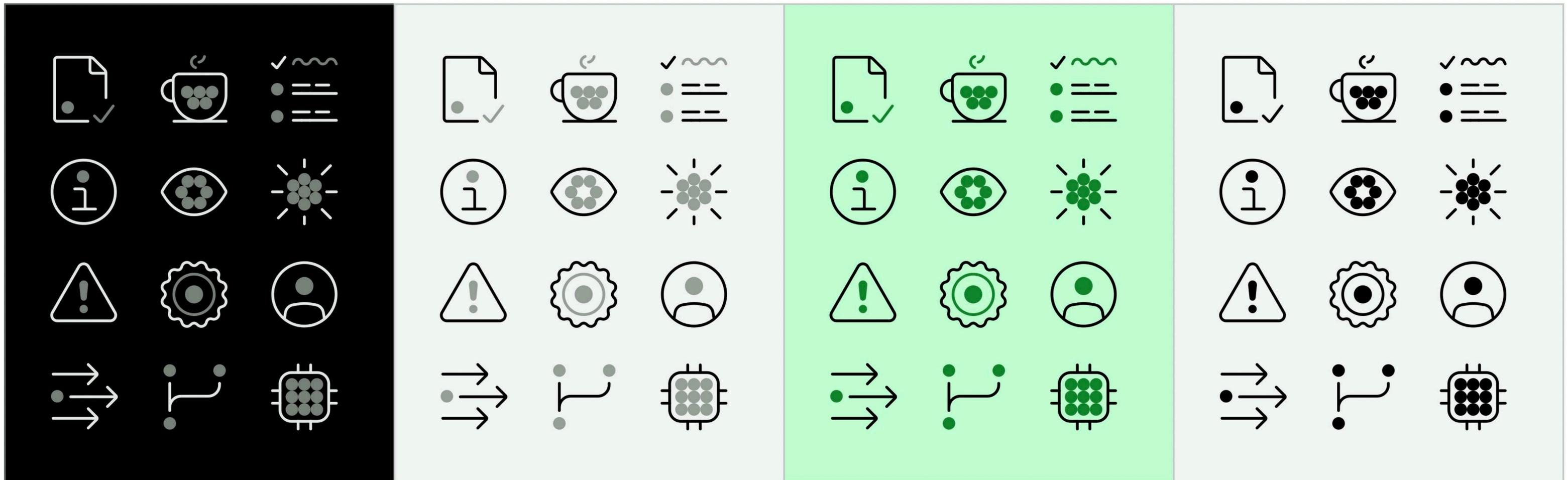
As with the rest of our color system, alternate color themes can be found in the appearance menu.

Layout themes

Our icons have variants to match each color mode.

Flat

They can also be simplified to one color.

Building wondergraph images using icons

When the artwork takes a very small percentage of the whole composition, keep the color palettes restrained to neutrals, primary hero and secondary heroes, as color ratios are not as easily expressed.

SUBJECT MATTER GROUNDING

Spot icons can serve to help connect the illustration to the topic.
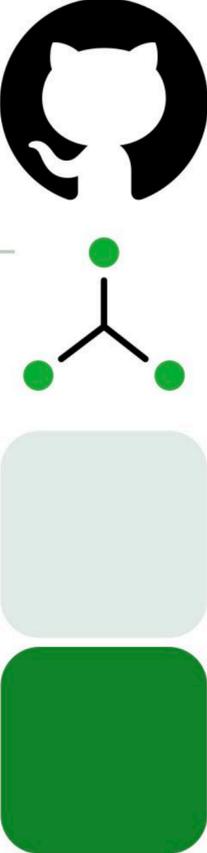
Irure consequat ad adipisicing est ullamco ea

What AI agents really mean for your team—and how they're already changing the way software gets built.

GRETEL CUMMINGS
Senior Designer
Github

JOBEY AUGUST GREENWOOD
Senior Btand Designer of Global
Marketina Github

SUB-BRAND THEMES

They also help add sub-brand theme colors. See the Sub-branding and Colors sections for more tips on themes.

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Marketina Github

Diagrams

Our diagrams and graphs are accurate and informative.

We prove we're trustworthy and reliable by sweating the small stuff. Every line and color choice in our technical illustrations should feel considered.

TECHNOLOGY PARTNERS

Build innovative integrations and reach 100M+ developers.

Bring in additional context with MCP

Collaborate on new features

Test code quality

Inspect element

Bring in additional context with MCP

Collaborate on new features

Test code quality

Inspect element

Test

Bring in additional context with MCP

Collaborate on new features

Bring in ad context wit

Test code quality

Inspect element

Test

Bring in additional context with MCP

Collaborate on new features

Bring in a context wi

Test code quality

Inspect element

Test code quali

Copilot Completions ☐ GPT-4.1-mini

Δ in Test Cases Solved: Small Toolset vs Full Toolset

HumanEval Infilling Benchmarks

- Create branch
- Get me
- List tags

NES model improvements by release

Infographics

Some claims aren't as comparative. In these moments we use icons, type, and simple layout to show the emotions that back up why the numbers matter.

20% higher accepted and retained characters

More of each suggestion stays in your final code
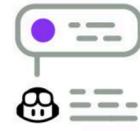
52% higher acceptance rate

Suggestions are more useful more often
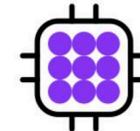
3x throughput with 35% lower latency

Handles more requests faster

ICONS

Not all claims are suited for graphs and charts. Spot icons can help. These have been themed purple for the Copilot pillar.

GITHUB COPILOT

ACCENT BORDER

GitHub green is an essential part of every asset

BRAND ID

Diagrams are likely to escape the blog in screen shots and posts to feeds. Our brand ID should be present somewhere, even if's just a small icon

Typography

Our typographic approach centers around Mona Sans.

Our type is dialed to signal trust, intention, and authority. Its the medium and the message. Mona Sans Regular and Medium hold together our body styles and Mona Sans Mono supports on style and code.

MONA SANS

ABCDEFGHIJKLMNOPQRSTUV
WXYZabcdefghijklmnopqrstuv
wxyz0123456789å@#%&~$()[]

MONA SANS MONO   Our new companion monospaced style

ABCDEFGHIJKLMNOPQRSTUVWXY
Zabcdefghijklmnopqrstuvwx
yz0123456789å@#%&~$()[]

Type scale

Our typographic system is built on subtlety. Our type scale is suited for an editorial feel. While the font styles and relationships should be consistent across the brand, the point sizes and line-heights are simply a starting point and should be customized for each new environment.

Optical size   15

Set optical size automatically

OPTICAL SIZES

Make sure you're using V2.08+ of Mona Sans, which employs a OPSZ axis to set more legible and beautiful text at every size.

H0 Mona Sans • 110/110 • Display

Join the most widely adopted AI-powered developer platform.

BODY LARGE Mona Sans • 17/26 • Medium

Code scanning with Copilot Autofix detects vulnerabilities, provides contextual explanations, and suggests fixes in the pull request and for historical alerts.

Solve your backlog of application security debt. Security campaigns target and generate autofixes for up to 1,000 alerts at a time, rapidly reducing the risk of application vulnerabilities and zero-day attacks.

Secret scanning with push protection guards over 200 token types and patterns from more than 150 service providers, even elusive secrets like passwords and PII.

PULLQUOTE Mona Sans Monospace • 58/68 Regular

Short claim or statement

H2 Mona Sans • 38/44 • Medium

Built-in application security where found means fixed

BODY MAIN Mona Sans • 15/25 • Regular

Code scanning with Copilot Autofix detects vulnerabilities, provides contextual explanations, and suggests fixes in the pull request and for historical alerts.

Solve your backlog of application security debt. Security campaigns target and generate autofixes for up to 1,000 alerts at a time, rapidly reducing the risk of application vulnerabilities and zero-day attacks.

Headlines

All our headlines are set in Mona Sans Regular or Medium. Smaller headlines which are set in Medium to create more contrast with the body type. This helps our typographic system feel more editorial and less like advertising.

But titles shouldn't always be subtle. Extra large placements should feel graphic, stepping far outside the range of a typical headline. They're suited for call outs in graphics, details in illustrations, billboards, or events.

Aa	Aa	Aa	Aa	Aa	Aa	Aa
H0	H1	H2	H3	H4	H5	H6
160px	80px	38px	30px	24px	21px	19px
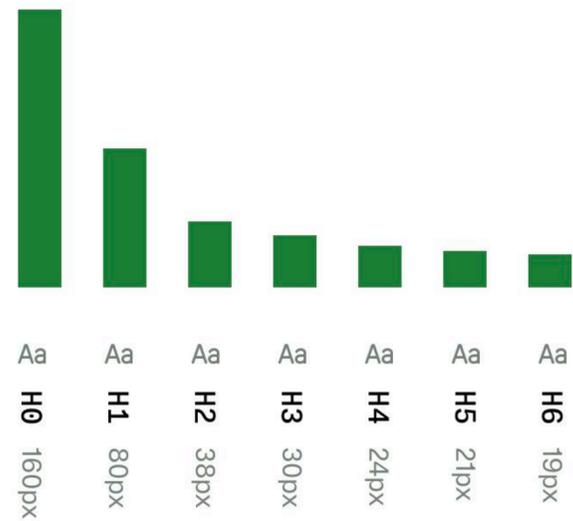
The headline type scale has subtle differences in the lower sizes, getting dramatically different as it scales.

DISPLAY   Mona Sans • 110/110 • Display Regular

Build and ship software

H1   Mona Sans • 80/78 • Display Regular

Build and ship software

H2   Mona Sans • 38/44 • Display Medium

Build and ship software on one collaborative platform

H3   Mona Sans • 30/34 • Medium

Build and ship software on one collaborative platform

H4   Mona Sans • 24/24 • Medium

Build and ship software on one collaborative platform

H5   Mona Sans • 21/21 • Medium

Build and ship software on one collaborative platform

H6   Mona Sans • 19/19 • Medium

Build and ship software on one collaborative platform

Body styles

The technical sophistication of GitHub comes through in our body text styles. The differences here should feel subtle, fine tuned to express hierarchy without sacrificing legibility.

Most text is set in Mona Sans Regular, with larger placements set in the medium style.

Aa — QUOTE 48px
Aa — BODY XL 24px
Aa — BODY LG 17px
Aa — BODY MAIN 15px
Aa — BODY SM 13px
Aa — FOOTNOTE 12px

The type scale starts small, and reaches its ceiling quickly. The smaller type is, the more noticeable its differences are.

BODY XLARGE Mona Sans • 24/32 • Medium

With GitHub Copilot embedded throughout the platform, you can simplify your toolchain, automate tasks. and improve the developer experience.

BODY LARGE Mona Sans • 17/26 • Regular

Code scanning with Copilot Autofix detects vulnerabilities, provides contextual explanations, and suggests fixes in the pull request and for historical alerts.

Solve your backlog of application security debt. Security campaigns target and generate autofixes for up to 1,000 alerts at a time, rapidly reducing the risk of application vulnerabilities and zero-day attacks.

BODY MAIN Mona Sans • 15/25 • Regular

Code scanning with Copilot Autofix detects vulnerabilities, provides contextual explanations, and suggests fixes in the pull request and for historical alerts.

Solve your backlog of application security debt. Security campaigns target and generate autofixes for up to 1,000 alerts at a time, rapidly reducing the risk of application vulnerabilities and zero-day attacks.

Secret scanning with push protection guards over 200 token types and patterns from more than 150 service providers. even elusive secrets like passwords and PII.

BODY SMALL Mona Sans • 13/16 • Regular

With GitHub Copilot embedded throughout the platform, you can simplify your toolchain, automate tasks. and improve the developer experience.

BLOCKQUOTE Mona Sans Mono • 58/68 • Regular

Simplify your toolchain, automate tasks, and improve the developer experience.

CAPTION Mona Sans • 13/13 • Regular

With GitHub Copilot embedded throughout the platform, you can simplify your toolchain. automate tasks. and improve the developer experience.

EYEBROW Mona Sans Mono • 15/15 • Regular • LS: 1px • UPPERCASE

IMPROVE THE DEVELOPER EXPERIENCE

FOOTNOTE Mona Sans Mono • 12/12 • Regular • LS: 0.25px

With GitHub Copilot embedded throughout the platform, you can simplify your toolchain, automate tasks, and improve the developer experience.

Type pairing

Pairing type depends heavily on content and context. But we do have a few defaults that can help you take the first step in a design choice.

EYEBROW + HEADLINE   Emotional headline, technical eyebrow

NOW SUPERCHARGED WITH AGENT MODE

AI that builds with you

MEDIUM + MEDIUM   Keep the type styles the same but emphasize one

Now supercharged with agent mode.
AI that builds with you.

EYEBROW JUSTIFIED   Pin text boxes to the extreme top, left, right and bottom

COPILOT   NEW

EYEBROW + CAPTION   Technical heading, legible description

THEMES AND SETTINGS

As with the rest of our color system, alternate color themes can be found in the appearance menu.

BODY XL + BODY XL   No need to add extra heirarchy

Now supercharged with agent mode.

AI that builds with you.

Now supercharged with agent mode.

AI that builds with you.

HEADLINE + BODY   Use large contrast to impress

Introduction

At GitHub, DevOps has long been at the core of how we work. By prioritizing collaboration, automation, and continuous integration and delivery, teams who use our platform —from small start-ups to those from Fortune 100 companies— can increase productivity, efficiency, and security as they bring their innovative products to life.

But the world of DevOps is changing. With the rise of AI and now AI agents, our tools are becoming more intelligent and are taking a more active role in our workflows. This shift— from a tool to a reliable teammate that can tackle issues independently and iterate to completion—marks a new era in how software gets built and how ideas become reality.

We know that in a landscape crowded with AI headlines and continuous product launches, it's easy to lose track of what's actually changing, what matters, and what to do

Unsuccessful examples

Here's a selection of bad examples paired with their recommendations. Font pairing is tricky, especially with our complex layout system. When in doubt, bias toward readability and clear hierarchy.

OTHER WIDTH STYLES

Don't use the other width styles available in Mona Sans. These are reserved for special events like Universe.

🚫 **First Last**
Keynote Presentation

✅ First Last
Keynote Presentation

MONO STYLE

Don't use the mono style in uppercase multiline text treatments. As an uppercase monospace, the texture and readability gets awkward.

🚫 `LOREM IPSUM DOLOR SIT AMET, CONSECT ETUR ADIPISCING`

✅ Lorem ipsum
dolor sit amet, consect etur adipiscin

LIGATURES

Turn off ligatures in headlines and body copy. Ligatures can be distracting and make words harder to read.

🚫 Creative

✅ Creative

LETTER TRACKING

Mona Sans has evolved beyond what is found on Google Fonts. Our new version includes an automatic OPSZ feature which tightens and loosens letterspacing automatically.
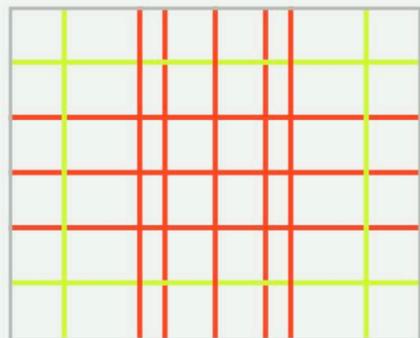
🚫 |A| -5px
Software

✅ Optical size   77
Software

Layout

Our layout style is dependent on strict adherence to a grid.

Applying the grid component in the right way will create a technical and consistent feel.
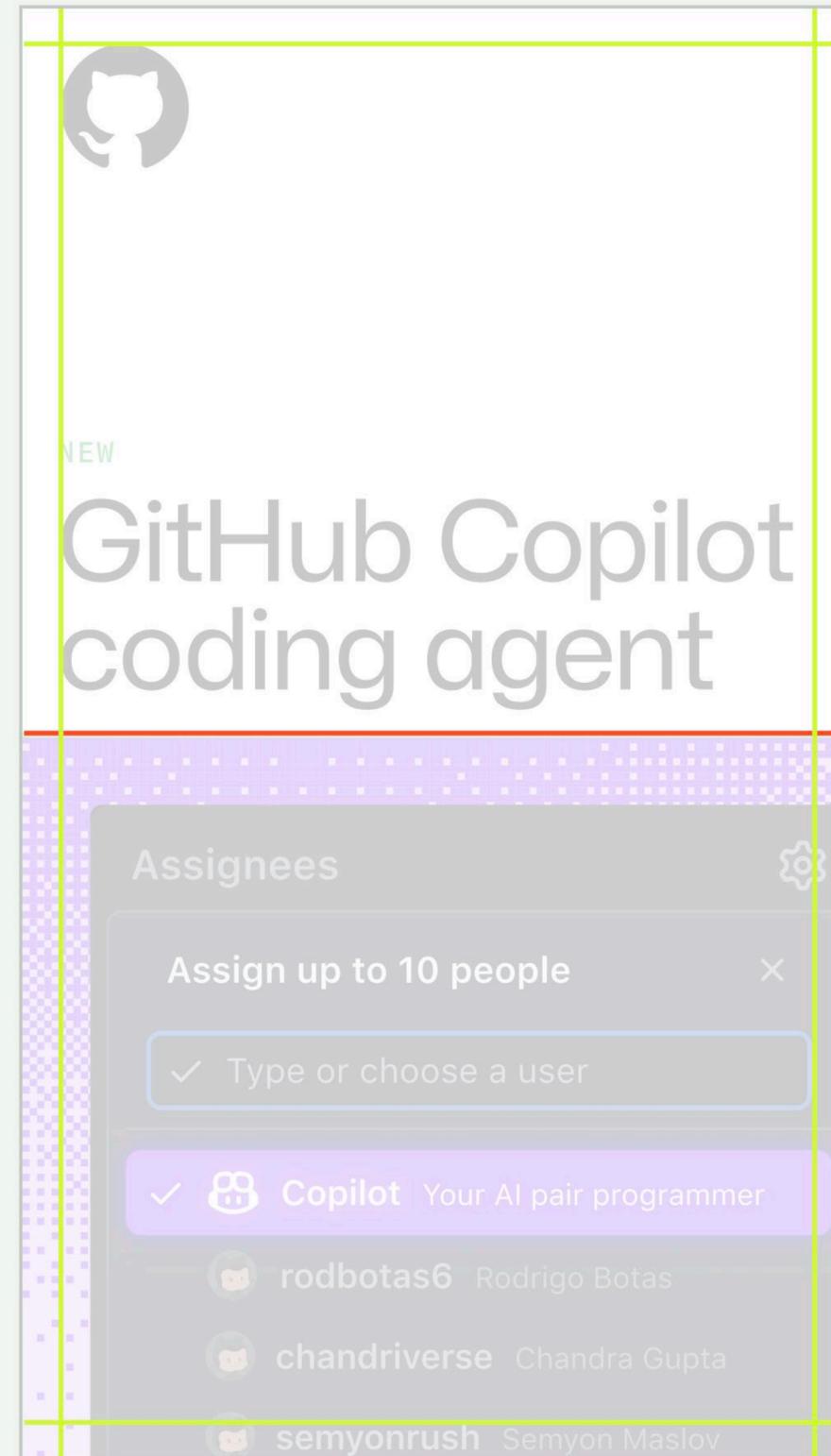
GRIDS AND MARGINS

Our grid focuses in two elements: the primary division of the page (visualized here in red) and the margin within the layout boxes (visualized here in red). Every design decision after that should feel consistent with those first two choices.

PROPORTION

Key art should be 1/3, 1/2, or 2/3 of the layout to keep a geometric feeling in the composition.

NEW

GitHub Copilot coding agent

Assignees

Assign up to 10 people   ×

✓ Type or choose a user

✓ 🤖 **Copilot** Your AI pair programmer

rodbotas6 Rodrigo Botas

chandriverse Chandra Gupta

semyonrush Semyon Maslov

MARGIN

The margin can vary when appropriate. In this example the margin is consistent for the dark text elements, but larger for the product visual.

ACCENT BORDER

Every composition should have one accent border. A safe default is for it to divide the text from the visual

Borders

Our parent level grid is a visible part of our brand. But not all of it should be shown. Reveal the grid with borders a couple times, then utilize the grid invisibly through conscious use of negative space.

PROPORTION

There should always be one dominant, central focus of the design which is half or more of the design.

TRIM WHITESPACE

If you're working in Figma, make sure vertical white space trimming is turned on.

■ BORDER DEFAULT   ○ 2 PX WEIGHT

■ BORDER SUBTLE   ○ 2 PX WEIGHT

■ BORDER ACCENT   ○ 4 PX WEIGHT

The borders should be a companion to small details, containing and adding definition to the logo, list items, and footnotes..

HORIZONTAL RULE

Don't box everything. Footnotes and inline details are better served with a thin rule instead.

This year was bigger and better than ever before with more attendees, speakers, sessions, and donuts

JOHN DOE

Github Universe 25 Attendee

ACCENT BORDER

The accent border should only show up once.

ACCENT TEXT

Accent text should be used infrequently.

NEGATIVE SPACE

Allow the sky or background plenty of space in the crop

Introduction

At GitHub, DevOps has long been at the core of how we work. By prioritizing collaboration, automation, and continuous integration and delivery, teams who use our platform—from small start-ups to those from Fortune 100 companies—can increase productivity, efficiency, and security as they bring their innovative products to life.

But the world of DevOps is changing. With the rise of AI and now AI agents, our tools are becoming more intelligent and are taking a more active role in our workflows. This shift—from a tool to a reliable teammate that can tackle issues independently and iterate to completion—marks a new era in how software gets built and how ideas become reality.

We know that in a landscape crowded with AI headlines and continuous product launches, it's easy to lose track of what's actually changing, what matters, and what to do next. So, in this ebook, we'll break down what AI agents are and what they can actually help you accomplish today.

We'll also dig into misconceptions about AI's impact on code quality and how these agents can keep your code moving quickly, safely, and at scale.

Finally, we'll provide you with a roadmap to adoption, so that you can efficiently implement this industry-changing technology and watch your DevOps workflows accelerate, to-do lists shrink, and developers focus on work that drives the most value.

This is agentic DevOps. Let's dig in.

Asynchronous actions

As you can see, these agents go beyond assistance. They break down complex tasks, plan and execute solutions, and keep teams informed as they work. Whether they're helping resolve an issue in real time or running independently in the background, they are designed to adapt to your workflows and support progress without constant input.

Most importantly, they allow developers to stay focused on higher-level decisions, so teams can move faster with more consistency. And organizations can scale productivity without scaling complexity.

"Enterprises that fail to grasp the importance of agentic AI will waste investments on rigid non-agentic automation instead of transformative agentic AI."

■ FORRESTER
Agentic AI is rising and will reforge businesses that embrace it, 2025

Unsuccessful examples

The layout system is complicated but hangs on a few core ideas: justified layouts, and boxed content. Figuring out the right balance can be tricky. Here are a few common issues and how to address them.
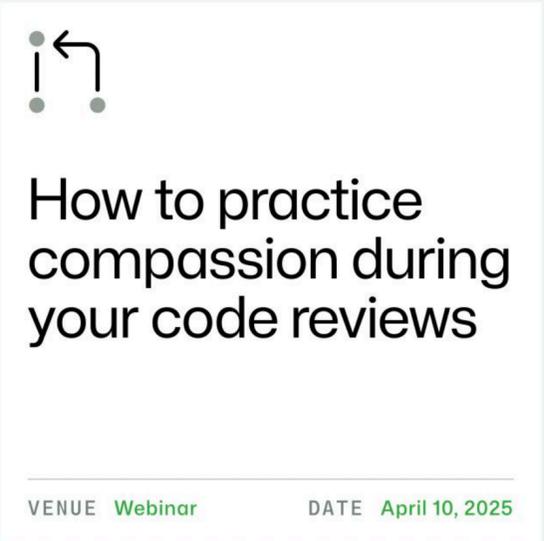
COLOR MIXING

Don't mix colors within a single headline or line of text.

🚫 1 Place   ✓ 1 Place

HUGGING CONTENT

Don't crowd the layout with two many boxes or borders. Allow there to be a primary section, then pick a few key moments to box things in at the top or bottom of the layout.

🚫

How to practice compassion during your code reviews

| VENUE | Webinar |
| DATE | April 10, 2025 |

✓

How to practice compassion during your code reviews
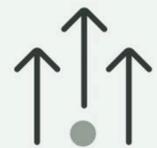
| VENUE Webinar | DATE April 10, 2025 |

Experiential

Our booths stand out through thoughtful, premium, and playful design.

Our experiential moments are always grounded in developer culture. Every moment, material, and interaction should feel like it belongs in a world built for developers. We take our work seriously, but not ourselves.
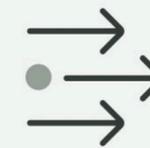
Brand forward

Booths are extensions of the GitHub brand: curious, technical, fun. Integrate visual identity with restraint.
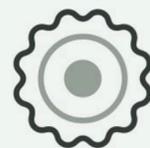
Material honesty

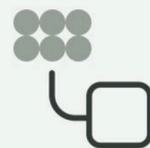Always include one premium, non-printed element (wood, metal, mesh, etc.)

Interactive

Use installations to engage audience with tactile elements.

Comfortable and open

Create spaces that are accessible, welcoming, and attract both developers and enterprise audiences.

Modular

Design reusable elements that scale across different booth sizes, and events

Visionary

Move beyond basic branding on panels. Elevate with intentional materials and moments.

Build & Construction

Do's:

- Use interesting materials like wood or metal—not just printed panels. Aim for at least one standout wall or divider.
- Add depth with 3D details
- Incorporate curved edges where it makes sense.
- Use LED lighting that enhances the booth's vibe.

Dont's:

- Avoid using only flat printed vinyl walls.
- Skip generic furniture that doesn't feel on-brand.
- Don't rely too heavily on illustration.

Signature Element: Every booth should feature one "hero" design moment, an unexpected, delightful or tactile feature that makes it uniquely GitHub.
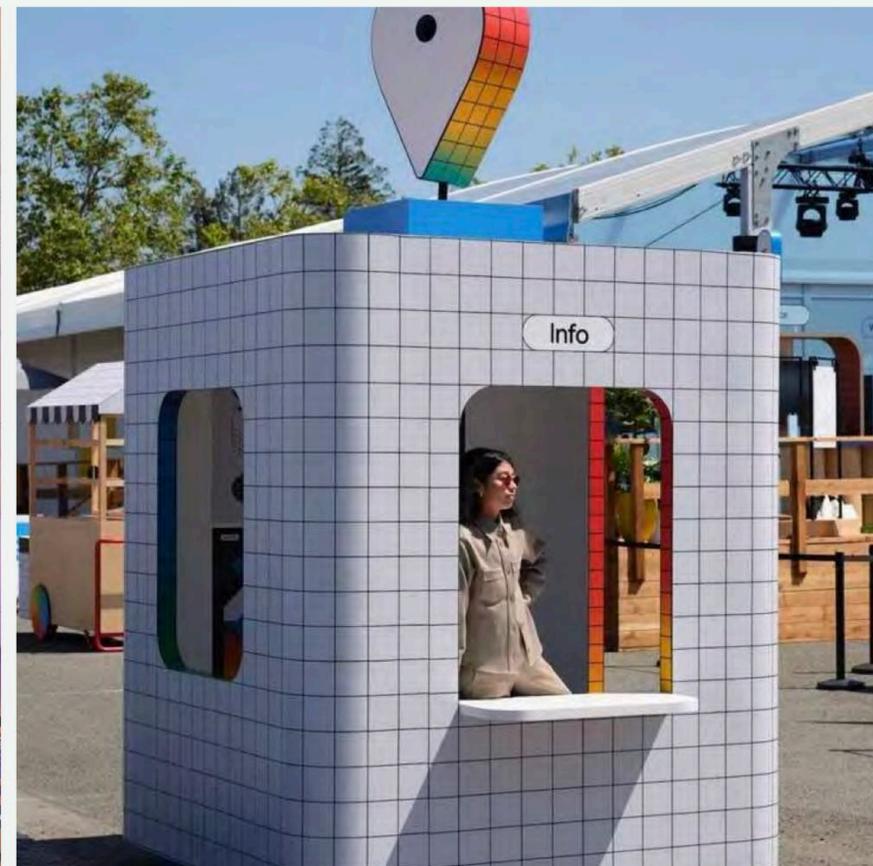
Interactive installation

Even the smallest activations should feel interactive. The goal at every booth is to create memorable interactions with our brand, and nothing is more memorable than a tactile, interactive experience.


Every booth instance, big or small, needs at least one interactive element — whether it's huge inflatable flowers, an animatronic mona sticker machine, a sticker wall, or a simple game or demo.

Lighting

Lighting should feel cohesive with the overall space and take into account the unique characteristics of the venue. If budget is limited, spotlights are effective for drawing attention to key elements of the build or specific messaging.

When choosing color for lighting, pull from our core brand color palette.
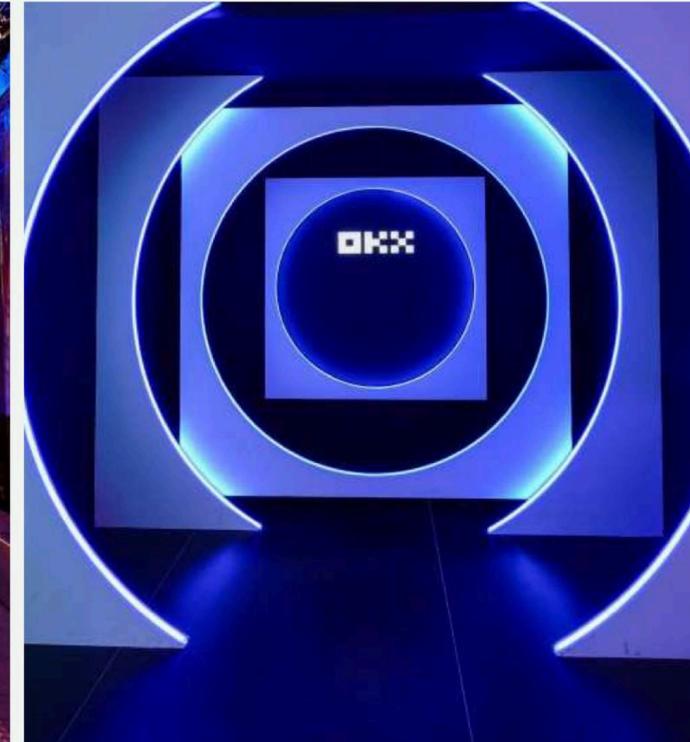
TONAL LIGHTING

Tonal ambient lighting can help create visual separation, allowing the booth to stand out and feel more distinct.

COLOR TEMPERATURE

Color temperature and hue can be used intentionally to set the mood, whether the goal is to evoke calmness or create energy.

Budget and other constraints

Every event comes with its own unique set of parameters like booth sizes, budget levels, and venue rules. Successful designs work within those constraints without losing impact. This page outlines three common booth tiers and key considerations to help guide the right approach based on scope and environment.
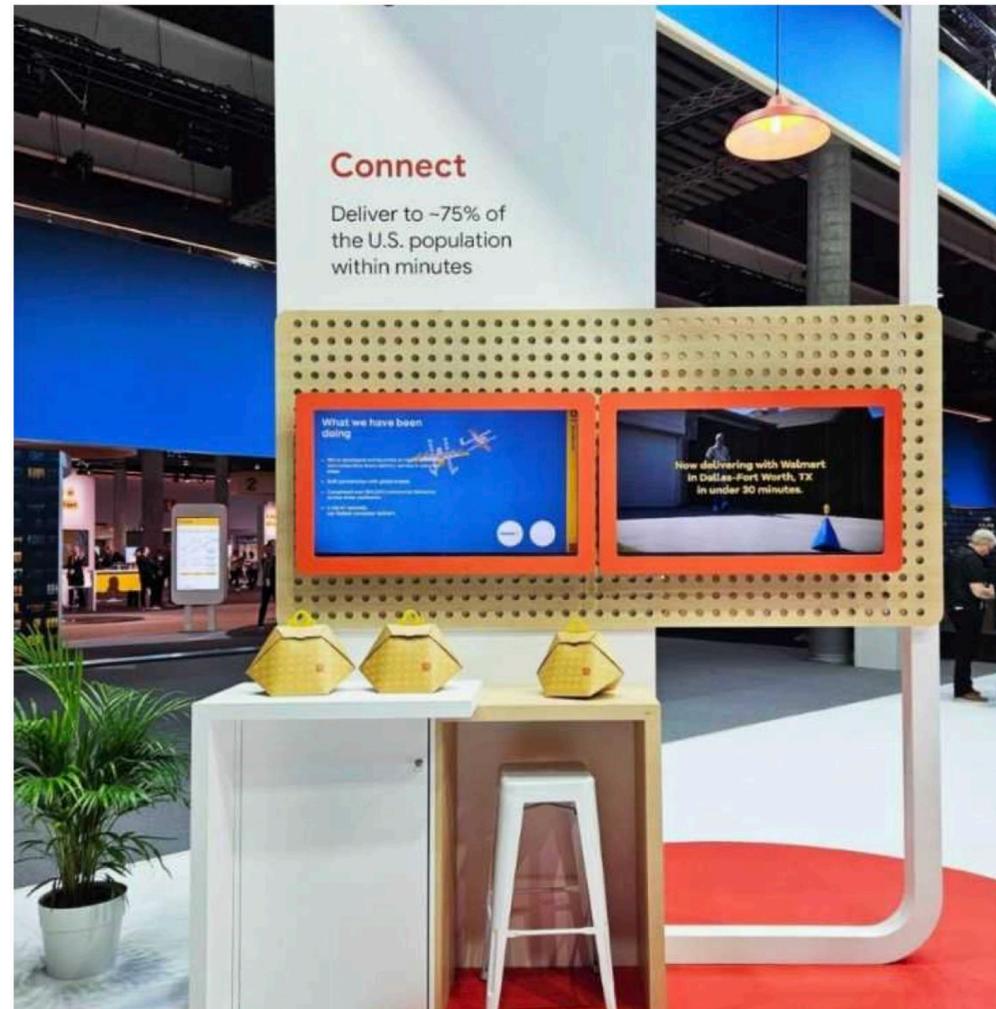
OTHER CONSIDERATIONS

Maximize height limits with smart vertical design. Ensure fire-safe materials and ADA accessibility. Read the exhibitor manual early for venue restrictions.

Tier 1: Lightweight Presence

Pop-up walls, branded tablecloths, compact signage

Tier 2: Mid-Tier Booth

Branded booth with a premium element (like wood or lighting) and a smaller interactive piece.

Tier 3: Custom High-Impact

Full fabrication, custom walls, immersive interactions, premium materials

Questions?

Consult our brand toolkit (brand.github.com), or reach out to the GitHub Brand Studio (brand-marketing-design@github.com) for questions.