# Media Kit

## DevRel.Agency Bio

**DevRel.Agency is a Developer Only Agency.**

This means we focus on helping you reach and enable Software Developers to be successful, that often misunderstood group of people who create the technical innovations that drive our world forward.

To do that, developers require tools, platforms, and technologies presented in a way that's as frictionless as possible. That's at the heart of what we do.

Our team has real-world experience building and operating Developer Programs. In other words, we have walked the walk, not just talked the talk.

And, we wrote the book.

We combined our knowledge in 2021 to codify Developer Relations in our book, Developer Relations - How to Build and Grow a Successful Developer Program. Since then, Developer Relations practitioners have adopted our frameworks and methodologies. We continue to publish insights on our blog, book, training, and research. We want to elevate and grow this practice for everyone.

- Website: https://devrel.agency
- email: info@devrel.agency

DevRel.Agency

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## Logos

LOGO ICON

DevRel.Agency

FULL LOGO

DevRel.Agency

LOGO CLEARSPACE

DevRel.Agency    DevRel.Agency

ON COLOUR

DevRel.Agency    DevRel.Agency

ON BLACK

# DevRel.Agency

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## Fonts & Colours

**Avenir Next Condensed - Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

LOGO FONT

**Inter**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

HEADING FONT

**Poppins**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

SUBHEADING + BODY FONT

PRIMARY GREEN – **#91C859**

BLACK – **#2E352F**

DARK GREEN – **#63883D**

PURE WHITE – **#FFFFFF**

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## Co-Founder Bio's

### Caroline Lewko



Caroline is an accomplished visionary and entrepreneur who has spent over two decades helping develop groundbreaking technology and nurturing community connections and innovation. She started WIP, the first boutique Developer Relations agency in 2006, after founding a community and incubator for mobile startups. She'd led consulting engagements and developer events in over 20 countries, spanning a wide range of platforms and technologies, from edge computing and machine learning to mobile. She's a regular keynote speaker and conference moderator, and co-wrote Developer Relations - how to build and grow a successful Developer Program, published by Apress in 2021.

**in** /in/carolinelewko/

**🐦** @CarolineLewko

### James Parton



James has built developer programs inside O2 & Telefonica and was Twilio's first non US based hire, leading their EMEA business from formation to IPO. James has championed the needs of developers on two not for profit trade organisation boards - The Application Developers Alliance and MEF, and co-wrote Developer Relations - how to build and grow a successful Developer Program, published by Apress in 2021.

**in** /in/jamesparton/

**🐦** @jamesparton