



CodeWeek
Build your digital future



Funded by
the European Union

Code Week
Basic brand elements

Contents

INTRODUCTION

1.0 BRAND ELEMENTS

This section illustrates the 'Master Brand' and other elements that are incorporated into it. It includes all current logo options.

2.0 COLOUR PALETTE

A distinctive set of corporate and support colours have been selected for **Code Week**. Colour consistency will assist the identity in application and ensure that the brand is quickly recognised.

3.0 TYPOGRAPHY

Specific fonts have been assigned for **Code Week** communications.

4.0 TONE OF VOICE (AND VALUES)

Each brand has specific values and a particular Tone of Voice.

5.0 THE BRAND IN WRITTEN FORM

The way in which Code Week is written is important.

6.0 THE BRAND IN APPLICATION

A set of rules and guidelines are included in this document for the application of the identity.

7.0 THE BRAND IN ACTION: VARIATIONS

A number of examples of how the brand might be applied.

8.0 THE BRAND AND PHOTOGRAPHY

A selection of suggested themes for photography.

Introduction

This brief guideline document has been created to provide users of the **EU Code Week** identity with a guide to its basic elements. The guide has been prepared to assist both in-house and external users. It has been developed to ensure consistency in the application of the identity and enhance the quality of the brand.

In relation to the logos, this manual identifies solutions in all visual environments – Online and Print. Only the supplied files can be used – as depicted in this guide without distortion of any kind.

A suite of colours has also been selected for use with the brand and also specified are fonts for specific and general use.

We have also included some helpful reference material to assist you in bringing this brand to life.

This brand was created and developed by the Brand Team at Matrix Internet.

1.0 Brand Elements

The Code Week logo is composed of three distinct graphic elements:

The Logotype

The Tagline

and

The Cursor Symbol

Each of these are essential elements in the visual presentation of the brand.

The Master Logo uses is a 2-colour production that utilises the Code Week Orange and a Dark Blue.

IMPORTANT NOTE:

The full suite of logos has been rendered in two distinct sets. A specific suite has been created in RGB for all online communications, with a second suite in CMYK for all print and production needs.

The Master Logos are available in all relevant formats:

Vector: **.ai**

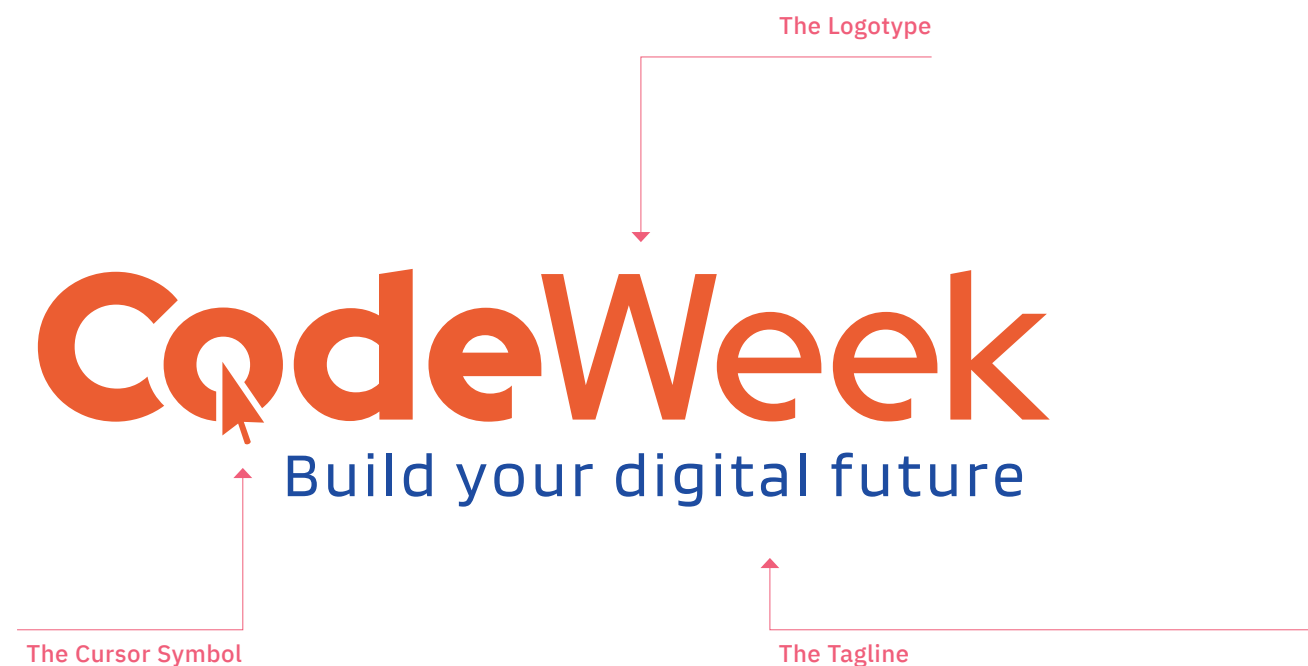
Vector: **.svg**

Windows: **.jpg**

Windows: **.png**

1.1 MASTER BRAND ELEMENTS

1.1.1 The Master Logo



1.0 Brand Elements

As previously stated the Code Week logo has been set up in both CMYK and RGB versions.

RGB is to be used for all online communications requirements, and the CMYK suite for all print and production needs.

- 1 Code Week (Master) RGB
- 2 Code Week (Master) CMYK

The RGB versions have more luminosity which suits online communications such as postings on social media and websites.

These logos are available in all relevant formats:

Vector: **.ai**
Vector: **.svg**
Windows: **.jpg**
Windows: **.png**

1.1 MASTER BRAND ELEMENTS

1.1.2 The Master Logo in RGB and CMYK



1.0 Brand Elements

The Code Week logo has been designed to be flexible in its use of colour and its ability to work on a wide variety of backgrounds and colours.

The logos illustrated here are:

- 1 Code Week(Master) Reverse 1
- 2 Code Week(Master) Reverse 2
- 3 Code Week(Master) Reverse 3

It is important to deploy the most appropriate logo based on the background colour and readability.

NOTE:

The Reverse Logos are ONLY available in the following formats:

Vector: **.ai**

Vector: **.svg**

Rasterised: **.png**

1.1 MASTER BRAND ELEMENTS

1.1.3 Logo variations: The reverse options

1



2



3



3



1.0 Brand Elements

A repeat pattern has been generated to provide users with an interesting additional element to the brand toolkit. It can be applied as end-papers on publications or a chapter break pages.

This element needs to be used with caution and preferably by a professional Graphic designer.

The files illustrated here are:

- 1 Code Week Repeat 1
- 2 Code Week Repeat 2

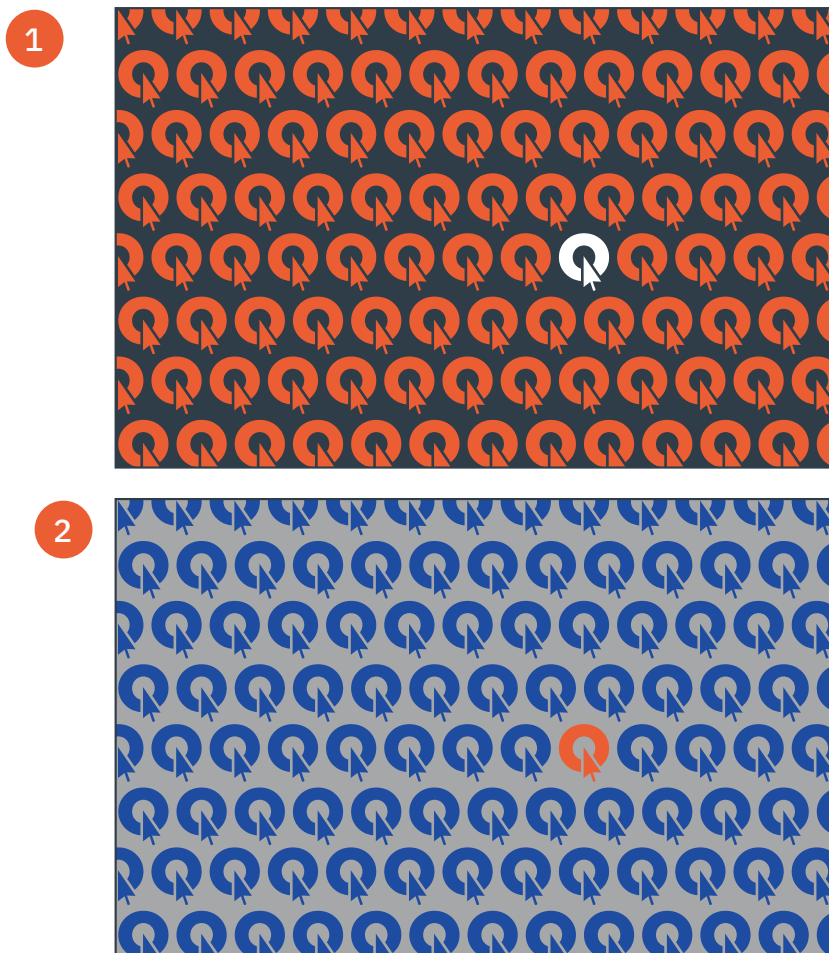
This file is available in the following formats:

Vector: **.ai**

Vector: **.svg**

1.1 MASTER BRAND ELEMENTS

1.1.4 Logo variations: The repeat pattern



1.0 Brand Elements

Occasionally there is a requirement for a 'special' colour treatment for a logo, such printing on invitations or special documents and awards.

We have prepared two versions to suit this rare requirement. In essence, we have created Gold and Silver versions of the logo.

The files illustrated here are:

- 1 Code Week (Master) Gold
- 2 Code Week (Master) Silver

These files is available in the following formats:

Vector: **.ai**

Vector: **.svg**

Rasterised: **.png**

1.1 MASTER BRAND ELEMENTS

1.1.5 Logo variations: The celebration logos



1.0 Brand Elements

Each of the logos has been mastered and saved in a variety of formats, suitable for Print (vector) and Online (Rasterised).

This suite has been generated as RGB files for Online applications.

Vector files are production files used
Reverse files are supplied only in .ai, .svg and .png formats

ONLY these files can be used and cannot in any fashion be distorted or altered. No element can be removed or added.

1.2 MASTER BRAND ELEMENTS (MASTER LOGOS) RGB

1.2.1 The Master files listing

FILE:	Code Week (Master) RGB.ai	VECTOR	All design applications
FILE:	Code Week (Master) RGB.jpg	RASTERISED	Windows and Online
FILE:	Code Week (Master) RGB.svg	RASTERISED	Windows and Online
FILE:	Code Week (Master) RGB.png	RASTERISED	Windows and Online

1.0 Brand Elements

Reverse files are an extremely useful element to ensure that the logo can be used on a wide variety of backgrounds.

Reverse files are only available in .ai, .svg and .png.

ONLY these files can be used and cannot in any fashion be distorted or altered. No element can be removed or added.

1.2 MASTER BRAND ELEMENTS (MASTER LOGOS) RGB

1.2.2 The Master Reverse files listing

FILE:	Code Week (Reverse 1) RGB.ai	VECTOR	All design applications
FILE:	Code Week (Reverse 1) RGB.svg	RASTERISED	Windows and Online
FILE:	Code Week (Reverse 1) RGB.png	RASTERISED	Windows and Online
FILE:	Code Week (Reverse 2) RGB.ai	VECTOR	All design applications
FILE:	Code Week (Reverse 2) RGB.svg	RASTERISED	Windows and Online
FILE:	Code Week (Reverse 2) RGB..png	RASTERISED	Windows and Online
FILE:	Code Week (Reverse 3) RGB.ai	VECTOR	All design applications
FILE:	Code Week (Reverse 3) RGB.svg	RASTERISED	Windows and Online
FILE:	Code Week (Reverse 3) RGB.png	RASTERISED	Windows and Online

1.0 Brand Elements

Each of the logos has been mastered and saved in a variety of formats, suitable for Print (vector) and Online (Rasterised).

This suite has been generated as CMYK files for Print and production applications, including display items.

Vector files are production files used Reverse files are supplied only in .ai, .svg and .png formats

ONLY these files can be used and cannot in any fashion be distorted or altered. No element can be removed or added.

1.2 MASTER BRAND ELEMENTS (MASTER LOGOS) CMYK

1.2.3 The Master files listing

FILE:	Code Week (Master) CMYK.ai	VECTOR	All design applications
FILE:	Code Week (Master) CMYK.jpg	RASTERISED	Windows and Online
FILE:	Code Week (Master) CMYK.svg	RASTERISED	Windows and Online
FILE:	Code Week (Master) CMYK.png	RASTERISED	Windows and Online
FILE:	Code Week (Master) RGB.jpg	RASTERISED	Windows and Online

1.0 Brand Elements

This suite has been generated as CMYK files for Print and production applications, including display items.

Vector files are production files used
Reverse files are supplied only in .ai, .svg and .png formats

ONLY these files can be used and cannot in any fashion be distorted or altered. No element can be removed or added.

1.2 MASTER BRAND ELEMENTS (MASTER LOGOS) CMYK

1.2.4 The Master Reverse files listing

FILE:	Code Week (Reverse 1) CMYK.ai	VECTOR	All design applications
FILE:	Code Week (Reverse 1) CMYK.svg	RASTERISED	Windows and Online
FILE:	Code Week (Reverse 1) CMYK.png	RASTERISED	Windows and Online
FILE:	Code Week (Reverse 2) CMYK.ai	VECTOR	All design applications
FILE:	Code Week (Reverse 2) CMYK.svg	RASTERISED	Windows and Online
FILE:	Code Week (Reverse 2) CMYK.png	RASTERISED	Windows and Online
FILE:	Code Week (Reverse 3) CMYK.ai	VECTOR	All design applications
FILE:	Code Week (Reverse 3) CMYK.svg	RASTERISED	Windows and Online
FILE:	Code Week (Reverse 3) CMYK.png	RASTERISED	Windows and Online

1.0 Brand Elements

A number of special files have been created and are primarily based on CMYK values.

These include two repeat pattern files and 'celebration' versions of the logo for special events or awards.

ONLY these files can be used and cannot in any fashion be distorted or altered. No element can be removed or added.

1.2 MASTER BRAND ELEMENTS (SPECIAL ELEMENTS)

1.2.5 The special files listing

FILE:	Code Week Repeat 1.ai	VECTOR	All design applications
FILE:	Code Week Repeat 1.svg	RASTERISED	Windows and Online
FILE:	Code Week Repeat 1.png	RASTERISED	Windows and Online
FILE:	Code Week Repeat 2.ai	VECTOR	All design applications
FILE:	Code Week Repeat 2.svg	RASTERISED	Windows and Online
FILE:	Code Week Repeat 2.png	RASTERISED	Windows and Online
FILE:	Code Week (Master) Gold.ai	VECTOR	All design applications
FILE:	Code Week (Master) Gold.svg	RASTERISED	Windows and Online
FILE:	Code Week (Master) Gold.png	RASTERISED	Windows and Online
FILE:	Code Week (Master) Silver.ai	VECTOR	All design applications
FILE:	Code Week (Master) Silver.svg	RASTERISED	Windows and Online
FILE:	Code Week (Master) Silver.png	RASTERISED	Windows and Online

2.0 Colour

As Code Week is a predominately a digital brand we have elected to specify colours in CMYK, RGB and Hex.

The primary colours for the brand are:

Code Week Orange
Code Week Dark Blue

Note that Pantone 432C is reserved for text content and backgrounds only.

The colour specifications were selected in Adobe Illustrator.

NOTE:

Please note that the colours illustrated here may vary depending on the implementation environment. Digital printing will vary as will screen values which are dictated by each user's equipment.

DO NOT use digital print-outs of this guide from desktop printers for colour matching as digital printing does not deliver stable colour.

2.1 COLOUR: The Primary Colours

2.1.1 The Primary Colours

 <p>Code Week ORANGE</p>	<p>Process colour</p> <table><tr><td>C</td><td>3%</td><td>M</td><td>78%</td></tr><tr><td>Y</td><td>89%</td><td>K</td><td>0%</td></tr></table>	C	3%	M	78%	Y	89%	K	0%	<p>Web RGB colour</p> <table><tr><td>R</td><td>249</td><td>G</td><td>92</td><td>B</td><td>34</td></tr></table>	R	249	G	92	B	34	<p>WEBSAFE Colour</p> <p>#f95c22</p>
C	3%	M	78%														
Y	89%	K	0%														
R	249	G	92	B	34												
 <p>Code Week DARK BLUE</p>	<p>Process colour</p> <table><tr><td>C</td><td>78%</td><td>M</td><td>64%</td></tr><tr><td>Y</td><td>55%</td><td>K</td><td>43%</td></tr></table>	C	78%	M	64%	Y	55%	K	43%	<p>Web RGB colour</p> <table><tr><td>R</td><td>28</td><td>G</td><td>77</td><td>B</td><td>161</td></tr></table>	R	28	G	77	B	161	<p>WEBSAFE Colour</p> <p>#1c4da1</p>
C	78%	M	64%														
Y	55%	K	43%														
R	28	G	77	B	161												
 <p>Code Week SLATE GRAY PANTONE 432C</p>	<p>Process colour</p> <table><tr><td>C</td><td>78%</td><td>M</td><td>64%</td></tr><tr><td>Y</td><td>55%</td><td>K</td><td>43%</td></tr></table>	C	78%	M	64%	Y	55%	K	43%	<p>Web RGB colour</p> <table><tr><td>R</td><td>51</td><td>G</td><td>62</td><td>B</td><td>72</td></tr></table>	R	51	G	62	B	72	<p>WEBSAFE Colour</p> <p>#333e48</p>
C	78%	M	64%														
Y	55%	K	43%														
R	51	G	62	B	72												

2.0 Colour

A suite of support colours has been extracted from the Signature A symbol to provide a wider set of colour options. These colours have been selected using the CMYK, RGB and HEX values.

NOTE:


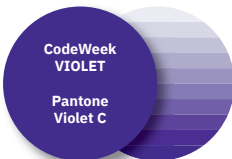


Please note that the colours illustrated here may vary depending on the implementation environment. Digital printing will vary as will screen values which are dictated by each user's equipment.

The colour specifications were selected in Adobe Illustrator.

DO NOT use digital print-outs of this guide from desktop printers for colour matching as digital printing does not deliver stable colour.

2.2 COLOUR: The Support Colours

2.2.1 Supporting Colours

 <p>CodeWeek INDIGO Pantone 19-3750 TCX</p>	<p>Process colour</p> <table><tr><td>C</td><td>86%</td><td>M</td><td>93%</td></tr><tr><td>Y</td><td>34%</td><td>K</td><td>27%</td></tr></table>	C	86%	M	93%	Y	34%	K	27%	<p>Web RGB colour</p> <table><tr><td>R</td><td>61</td><td>G</td><td>42</td><td>B</td><td>91</td></tr></table>	R	61	G	42	B	91	<p>WEBSAFE Colour</p> <p>#3d2a5b</p>
C	86%	M	93%														
Y	34%	K	27%														
R	61	G	42	B	91												
 <p>CodeWeek VIOLET Pantone Violet C</p>	<p>Process colour</p> <table><tr><td>C</td><td>90%</td><td>M</td><td>100%</td></tr><tr><td>Y</td><td>1.5%</td><td>K</td><td>2.5%</td></tr></table>	C	90%	M	100%	Y	1.5%	K	2.5%	<p>Web RGB colour</p> <table><tr><td>R</td><td>65</td><td>G</td><td>0</td><td>B</td><td>152</td></tr></table>	R	65	G	0	B	152	<p>#410098</p>
C	90%	M	100%														
Y	1.5%	K	2.5%														
R	65	G	0	B	152												
 <p>CodeWeek YELLOW Pantone Yellow 012C</p>	<p>Process colour</p> <table><tr><td>C</td><td>2.3%</td><td>M</td><td>12%</td></tr><tr><td>Y</td><td>100%</td><td>K</td><td>0%</td></tr></table>	C	2.3%	M	12%	Y	100%	K	0%	<p>Web RGB colour</p> <table><tr><td>R</td><td>255</td><td>G</td><td>215</td><td>B</td><td>0</td></tr></table>	R	255	G	215	B	0	<p>#ffd700</p>
C	2.3%	M	12%														
Y	100%	K	0%														
R	255	G	215	B	0												
 <p>CodeWeek LIGHT BLUE Pantone 306 C</p>	<p>Process colour</p> <table><tr><td>C</td><td>81%</td><td>M</td><td>3.5%</td></tr><tr><td>Y</td><td>4.5%</td><td>K</td><td>0%</td></tr></table>	C	81%	M	3.5%	Y	4.5%	K	0%	<p>Web RGB colour</p> <table><tr><td>R</td><td>0</td><td>G</td><td>179</td><td>B</td><td>227</td></tr></table>	R	0	G	179	B	227	<p>#00b3e3</p>
C	81%	M	3.5%														
Y	4.5%	K	0%														
R	0	G	179	B	227												

3.0 Typography

In terms of typography we have selected a specific font for use in all display situations. This is **Montserrat**.

This font is not really suitable for body content or large paragraphs of text. However, short statements could be considered in lighter weights.

We discourage the use of Bold, Extra Bold and Black weights of the font.

The suggested weights are:

Montserrat Thin

Montserrat Regular

Montserrat Light

Montserrat Medium

Montserrat SemiBold

For Online applications such as email, PowerPoint presentations and documents it is prudent to employ a universally used font. The Montserrat Family has been sourced from the Google Font Library which is open-source and universally available.

3.1 TYPOGRAPHY: Specified Font

3.1.1 Display Font

Aa Bb Cc 123 Montserrat Thin

In a world that is bewildering in terms
of competitive clamour.

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&?

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&?

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&?

3.0 Typography

In terms of typography we have selected a specific font for use throughout in display situations. This is **Blinker**.

This font is not really suitable for body content or large paragraphs of text. However, short statements could be considered in lighter weights.

Some suggested weights are:

Blinker Thin

Blinker Regular

Blinker SemiBold

Blinker Bold

For Online applications such as email, PowerPoint presentations, documents and any other Online communications it is prudent to employ a universally used font. The Blinker Family has been sourced from the Google Font Library which is universally available.

3.1 TYPOGRAPHY: Specified Font

3.1.1 Master font

AaBbCc123 Blinker SemiBold

**In a world that is bewildering in terms
of competitive clamour,**

Blinker Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&?

Blinker Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&?**

3.0 Typography

The combination of these two fonts (Montserrat and Blinker) provide a rich resource for content layout.

We would discourage use of some of the lighter fonts in the Blinker Family to ensure accessibility on digital material.

3.1 TYPOGRAPHY: The font in action

3.1.2 The fonts in action

AN INTRODUCTION TO CODE WEEK

In a world that is bewildering in terms of competitive clamour

Atus exces magniet iusa cus expeles tiaecae explam vero et evendit assitecae et, que estiatur, nonsend uciatur, et officimUgitaspe repudaepedis velleni squamusciat, cum volupta tistiis imoluptur? Quia volorit, con re cum eum quia conserrorume volupicius.

← Montserrat Thin (in full caps) can act as a very effective heading in 24pt or greater typesizes.

← Montserrat Regular or Medium can work for short sub headings.

← Blinker Regular is shown here in 9/12 pt for standard content.

1.0 The research project

Atus exces magniet iusa cus expeles tiaecae explam vero et evendit assitecae et, que estiatur, **nonsend** uciatur, et officimUgitaspe repudaepedis velleni squamusciat, cum volupta tistiis imoluptur? Quia volorit, con re cum eum **quia conserrorume** volupicius.

← Montserrat Regular and SemiBold.

← Blinker Regular with Blinker SemiBold for highlights.

2.0 The findings

Atus exces magniet iusa cus expeles tiaecae explam vero et evendit assitecae et, que estiatur, nonsend uciatur, et officimUgitaspe repudaepedis velleni squamusciat, cum volupta tistiis imoluptur? Quia volorit, con re cum eum quia conserrorume volupicius

4.0 Tone of Voice

Every organisation has a distinctive Tone of Voice (TOV). During the brand workshop this was discussed and the general consensus is detailed on the right. This is important to consider when preparing content for any Code Week communications.

Likewise the key values will also help shape the content both in terms of the written and visual material.

4.1 TONE OF VOICE (AND VALUES)

4.1.1 Tone of Voice

Friendly & Engaging (1st)
Engaging & Informative (2nd)

4.1.2 Values

Accessible
Inclusive

Others suggested were:

Fun
Cutting Edge
Informed
Adaptability
Curiosity
Sustainable
Dynamic
Inspiring

5.0 The Brand in Written Form

The Code Week brand MUST be written in 2 formats. Firstly as a logo the brand is formatted as follows: **CodeWeek**, with the two words co-joined.

Furthermore when referencing the logo in guidelines or technical documents relating to the brand the same treatment can be the same.

Where the brand 'name' is included in content the words are to be separated. It is permissible to set the words in SemiBold or Bold if they need to be highlighted.

5.1 WRITING THE BRAND - THE RULES

5.1.1 The Brand as a logo

CodeWeek

5.1.2 The Brand in text

Code Week

Atus excus magniet iusa cus expeles tiaecae explam vero
et evendit assitecae et, que estiatur, **Code Week** uciatur, et
officimUgitaspe repudaepedis velleni squamusciat, cum volupta
tistiis imoluptur? Quiavolorit, Code Week eum volupticius.

6.0 The Brand in Application

It is crucial that the Code Week identity is deployed in a consistent manner at all times - particularly when the identity is being placed with other brands. For this reason we have set up a minimum 'Breathing Space' guide as illustrated on the right.

It is also important to deploy the logo at sizes where it will retain its readability and structural integrity. We have set a minimum size of 35mm as the guide for this.

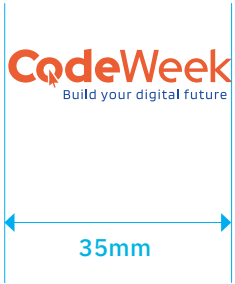
6.1 THE BRAND IN APPLICATION

6.1.1 Breathing Space



The "Capital C" is used as a device to indicate 'minimum space'

6.1.1 Minimum logo size



35mm (displayed at 100%)

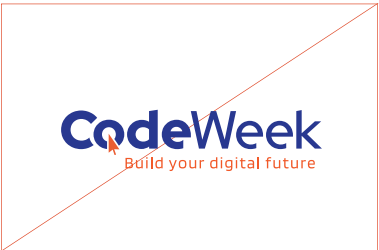
6.0 The Brand in Application

A lot of care has been taken to create this identity and consequentially its application should be consistent. Common sense should be used when working with the logo.

The logo should never be distorted and the elements should never be separated or altered. The logo itself must never be placed on busy photographic backgrounds, or colours that detract from it, and should always be visible across all media.

6.2 THE BRAND IN APPLICATION (DON'T DO'S)

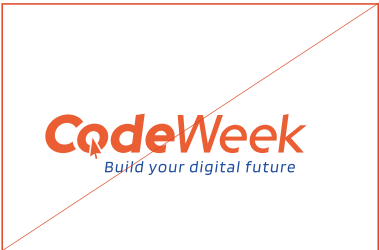
6.2.1 Don't Do's



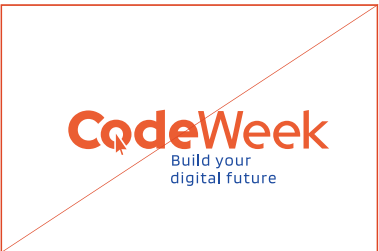
DON'T change the colours for any reason



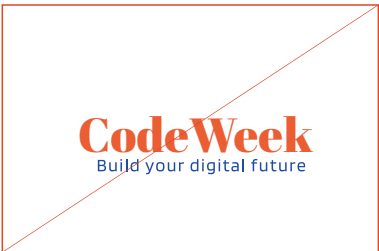
DON'T change or remove any of the logo's elements



Never distort the logo



DON'T move any elements around



DON'T even think of changing the typeface



Use the appropriate logo for the background

7.0 The Brand in action: Variations

The Code Week brand will have a number of variations as different initiatives are created and implemented. To support this we have developed a strategy for creating any potential logo variations.

The 'Cursor', the use of the font Red Hat Display and the brand colours are the key elements of any potential logo variations. These can be easily created by a graphic designer.

7.1 LOGO VARIATIONS

7.1.1 Example 1 of 'connecting the brand'

Girls in Digital
A Code Week initiative

The 'Cursor' in this case is built into the 'D' of Digital. A truncated 'g' is manipulated to set the position of the tagline.

7.1.2 Example 1 of 'connecting the brand'

Careers in Digital
A Code Week initiative

7.0 The Brand in Action

Applying the brand to brand assets should always be carried out by a professional graphic designer to ensure quality. The Code Week brand's principal colour (orange) provides designers with a fantastic tool to create appropriate and compelling solutions for any application.

7.1 THE BRAND IN ACTION

7.1.1 Some examples of how the brand might be deployed.



8.0 The Brand and photography

All commissioned or stock images should depict excited and positive individuals (preferably engaging directly with the viewer).

As the Code Week brand seeks to encourage and increase female participation in digital transformation, it is essential that stock and commissioned photography depicts at least a 60% in terms of females.

8.1 THE BRAND AND PHOTOGRAPHY

8.1.1 Getting the right gender balance.



8.0 The Brand and photography

It is essential to portray a wide spectrum of ethnicities in all 'hero' images.

Where possible commissioned photography is always more appropriate and has greater impact than stock. However, stock libraries can be an excellent resource for supporting photographic material in documents and reports.

8.2 THE BRAND AND PHOTOGRAPHY

8.2.1 Be aware of the need for multi ethnicity in selected images.



8.0 The Brand and photography

Different techniques such as monochrome or colour transparency can add interest to photography.

It is also important to remember that the target audience for the Code Week brand is extensive - from early teenagers to young adults. To ensure this and the previous characteristics are employed it is worthwhile to have a strong library with different ages and always with at least a 60-40 bias for females.

8.3 THE BRAND AND PHOTOGRAPHY

8.3.1 Use different techniques





Brand



Website design



Development



Digital marketing



Support



eCommerce



CyberSecurity



Matrix Internet, Dublin
Merchant's Court,
24 Merchant's Quay,
Dublin 8,
D08 X7YK,
Ireland

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