



CODE THE DREAM



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PRIMARY



This is the main Code The Dream logo. This is considered the primary logo and should be used when representing the organization. Where possible, use this logo in its entirety. Where space is limited, it's suggested you use one of the three logos on the right. Each mark has its strengths and should be considered carefully, depending on your application.

HORIZONTAL

Ideal for:
Long, thin areas like website headers and footers where vertical space may be limited.



MARK ONLY

Ideal for:
Small areas like social media profile images where space for text is extremely limited.



TEXT ONLY

Ideal for:
Supplementary areas where having a brand name is a bonus but an image may feel cluttered, typically in concert with text-based partner logos.



ALTERNATE LOGO COLORS

Both the Code The Dream and CTD Labs logos have been designed to live on a variety of background brand colors. This is intended to expand your visual brand palette across multiple platforms, including web and print formats. The collected logo files delivered with these brand standards are labeled in such a way to give the designer a simple guide for logo usage. File names include the suggested brand color background, like “Red BG” and “Blue BG.” The standard logo, designed on a white background, does not have a file name suffix as it is considered the baseline logo.



LOGO DO'S AND DON'TS

As you use your logo package across multiple channels, there are some simple rules to keep in mind. These are intended to keep your brand feeling cohesive and clear, especially if multiple hands touch your brand. There can be exceptions for one-off designed pieces such as murals, apparel, etc. but it is suggested that you keep these following guidelines in mind as you expand your brand in any way.

DO'S

- Use the specific logos designated for your desired background brand color (i.e., "Red BG," "Blue BG," etc.).
- Use the correct logo formation for your application (i.e., "Text only," "Mark only," etc.).
- Use the "Mark only" logos in places where the organization name may be shown nearby (ex. Social media profile images).
- Use the "Text only" logos in places that are secondary to a primary mark (ex. Shirt sleeves, page footers, etc.).
- Keep the space around the logo empty so that it is not cluttered with additional information (like taglines, headlines, etc.). This space should be at least half the height of the primary logo in that logo family.

DON'TS

- Do not alter the logo designs (i.e., removing text, creating new formations, etc.).
- Do not recolor the logos.
- Do not put the logos on a yellow background.
- Do not put the logos on a non-brand color background.
- Do not add any special effects to the logo (i.e., dropshadows, textures, etc.) .
- Do not tilt the logo at an angle.

LOGO FILE USAGE

Below is a quick guide to help you get the most out of your logo. Some methods of production require specific file types while others are more flexible. In most print cases, your vendor should be able to give you an idea of what type of file he or she needs in order to make your brand look its best. For online usage, there's often no such guide. Feel free to refer to the notes below or reach out to your point-of-contact or designer if you have any questions.

PRINT USE

EPS

Ideal for print vendors and high-quality pieces. Recommended file types are PMS or CMYK, though their use may depend on the printer's preference.

PDF

Similar to the EPS, this will give your print vendor a vector-based file that they can enlarge without the image getting pixelated. PDFs often have a smaller file size than EPS and can be helpful to use when file size is limited.

WEB USE

PNG

Ideal for online use as this file type has a transparent background. The logo can be used on a colored or shaded background. Similar to the print formats, be sure to use the correct logo for your desired background color. The logo file should contain the information to tell you where that logo will work best (i.e. "Red BG," "Blue BG," etc.).

COLOR PALETTE

The following are your brand colors and their numeric breakdown. The PMS (Pantone Matching System) codes are intended for professional printers and/or painters as they can closely replicate the color using the PMS code. For print applications, you may rely on the CMYK or HEX breakdown. For digital applications, use the RGB breakdown.

PRIMARY

Red
Pantone 171 C | CMYK: 0 78 81 0 | RGB: 255 92 53 | HEX: FF5C35

Navy
Pantone 2767 C | CMYK: 100 87 42 41 | RGB: 18 40 76 | HEX: 12284C

SECONDARY

Yellow
Pantone 171 C | CMYK: 6 22 100 0 | RGB: 243 195 0 | HEX: F3C300

Light Gray
CMYK: 0 0 0 5 | RGB: 241 242 242 | HEX: F1F1F2

BRAND TYPOGRAPHY

The following is a simple set of font guidelines for Code The Dream. For documents and projects that have complex text formatting, it is possible to branch outside of what is designated here. It is strongly suggested though that you work within these three main font families: Gotham Rounded, Gotham and Montserrat.

GOTHAM ROUNDED / MEDIUM

50 PT SPACING / ALL CAPS
USED FOR: HEADERS, BODY HEADERS

Gotham / Medium

10 PT SPACING / SENTENCE CASE
USED FOR: SUBHEADERS

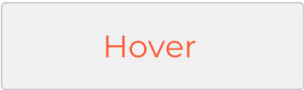
Montserrat / Light

0 PT SPACING / SENTENCE CASE
USED FOR: BODY COPY

BUTTONS



Ant Design UI: Button
Background Color: HEX: 12284C
Text Color: HEX: F1F1F2



Background Color: HEX: F1F1F2
Text Color: HEX: FF5C35
Border Style: 1px, solid, #C0C0C0

SEARCH BAR



Form Color: HEX: C0C0C0



Border Color: HEX: 12284C



Border Color: HEX: FF0000

FORMS

Normal Button



☒ Remember me

[Forgot password](#)

Log in

Or [Register now!](#)

Button Hover



☒ Remember me

[Forgot password](#)

Sign In

Or [Register now!](#)

Logo type: Horizontal
Ant Design UI: Sign In Form
*Display in a modal
Ant Design UI: Basic Modal

Normal Button



Sign Up

Already User? [Sign In!](#)

Button Hover

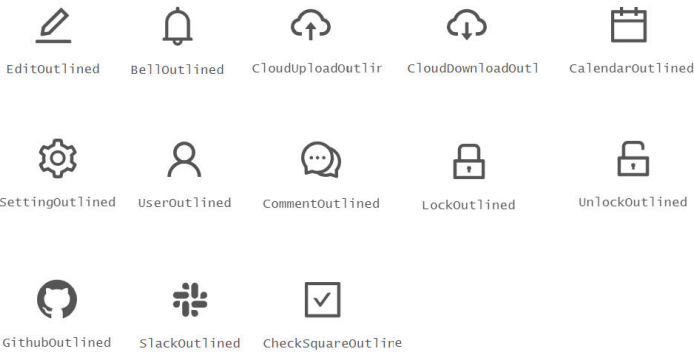


Sign Up

Already User? [Sign In!](#)

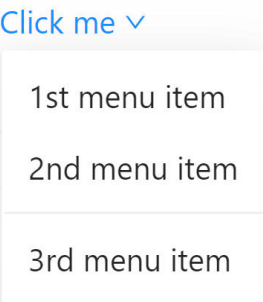
ICONS

Ant Design UI Library: Icons



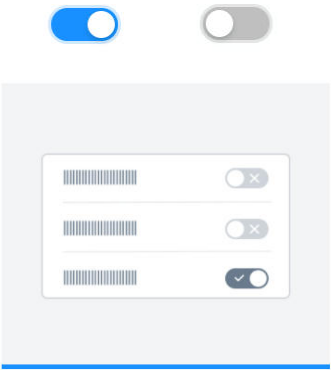
DROPDOWN

Ant Design UI Library: Basic Dropdown Menu
click tigger mode



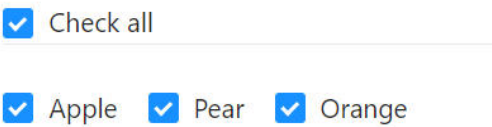
SWITCH

Ant Design UI Library: Basic Switch
USED FOR: Enable or Disable notifications



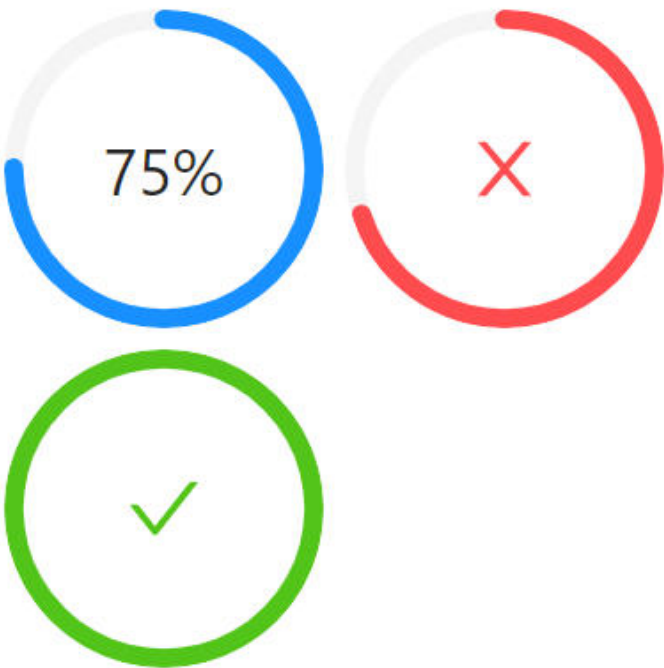
CHECKBOX

Ant Design UI Library: Check all
USED FOR: TO DO list and course advance



PROGRESS BAR

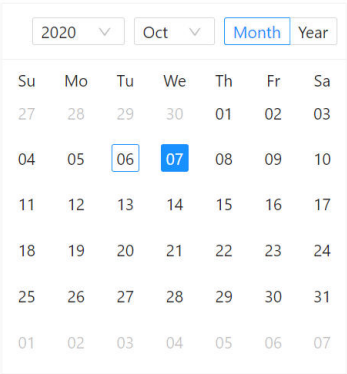
Ant Design UI Library: Circular progress bar
USED FOR: Cover module for each week, in the home page



Ant Design UI Library: Mini size circular progress bar
USED FOR: Inside each week content



CALENDAR



Ant Design UI Library: Calendar Card
USED FOR: Display in the home page, right side of dashboard

Ant Design UI Library: Calendar Card
USED FOR: Display in the home page, right side of dashboard

#FFA500

#7ED957

#FF5757

#38B6FF

#735AED

#FFEC4E

2020

▼

Oct

▼

Month

Year

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

NAVBAR

Ant Design UI Library: Navbar Custom Trigger
Navbar Background Color: HEX: 12284C
Item Background Color: HEX: F1F1F2

