

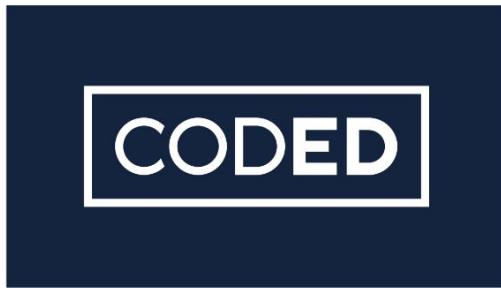
CODED

CODED LOGO Guidelines

2024-2025

joincoded.com

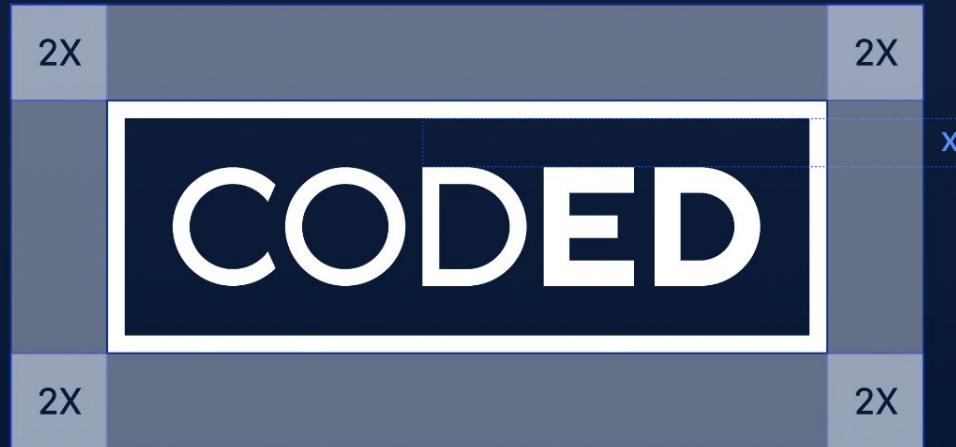
LOGO DOS



LOGO FAVICON



LOGO Safe Space



LOGO DON'TS



Don't Stretch The Logo



Don't Use Random Colors



Don't Use Outline



Don't Add Shadows Or Any Styles



Don't Use Random Colors



Don't Rotate The Logo



Always Keep Safe Space Around The Logo



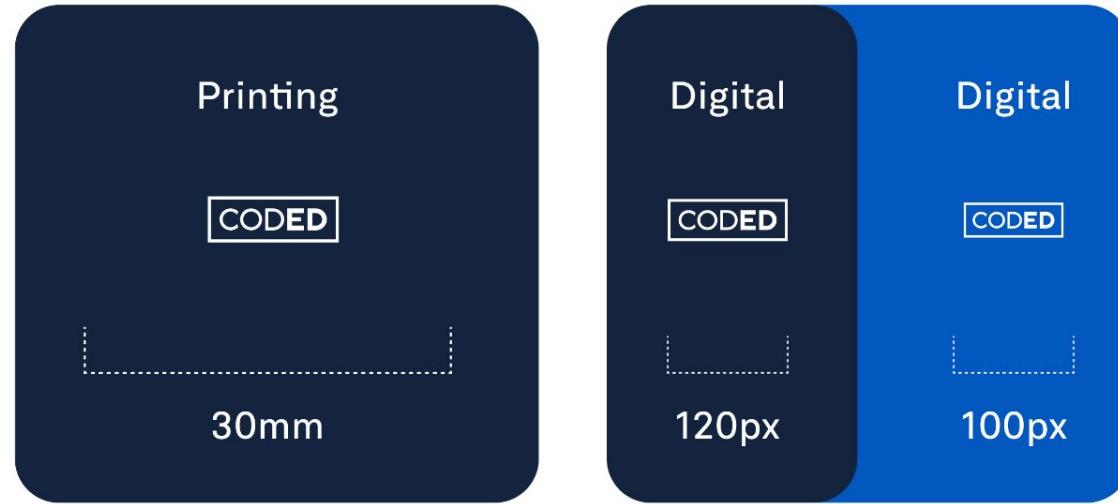
Don't Add Transparency



Don't Separate The Logo Parts

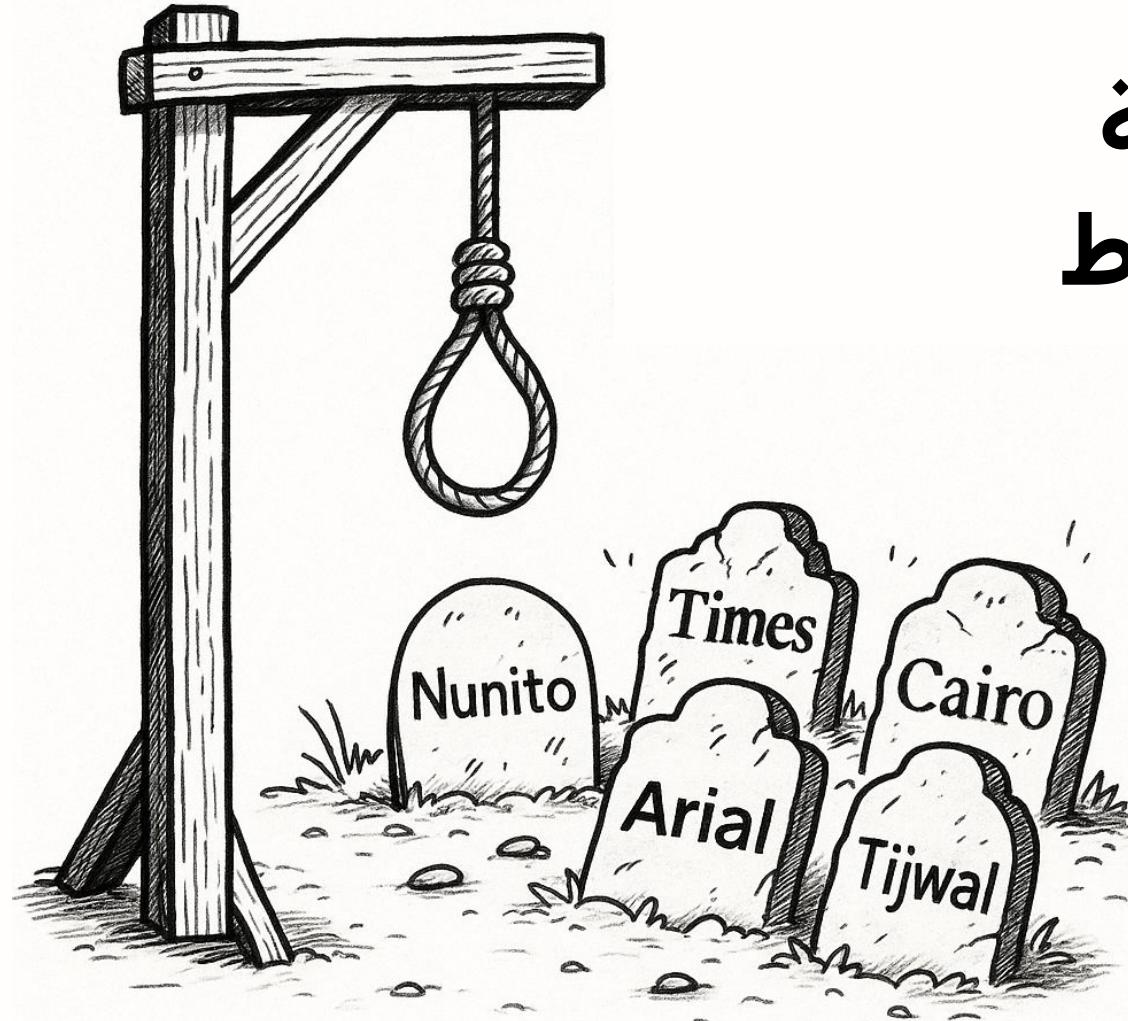


LOGO Minimum Size Usage



[T Y P O G R A P H Y]

مشنقة الخطوط



Allowed Fonts

Main (SM / Printing)

English

Nuefile Grotesk

Arabic

Expo Arabic (Will Change
Soon)

Google Fonts

Manrope (mainly headings)
Helvetica Neue (mainly body)

هذا الخط (Vazirmatn)
هذا الخط (Noto Sans Arabic)

WARNINGS ON FONTS

Using Expo in English is not allowed

استعمال Manrope بالعربي ممنوع

Guidlines | Letterhead

Body Text:

- Font Size: 10.5 Pt – 12 Pt
- Most Common: 11 Pt (Best Balance Of Readability And Space)
- Font Style: Manrope

Headings:

- Main Heading (E.G., Company Name): 14 – 20 Pt (Often Bold Or Capitalized)
- Subheadings (E.G., Section Titles Like "To:", "From:"): 12 – 14 Pt
- Optional Section Headers: 13 – 15 Pt To Maintain Hierarchy

Footer & Header Info (E.G., Address, Contact):

- Font Size: 8 – 9 Pt
- Keep It Small But Legible



THE GO-TO
PLACE
FOR TECH
EDUCATION

Date: 15/03/2025
Company Name
City

Main Heading - - - - - 14pt
Subheading - - - - - 12pt

- - - - - 10pt

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consequat auctor. Etiam congue sapien ac bibendum vestibulum. Suspenisse in quam
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erat. Nam metus turpis, fermentum luctus blandit nec, fringilla sed magna.




Omar Alibrahim
Academy General Manager



www.joincoded.com
Instagram: @joincoded

Location: CODED campus, Argan Business Park,
Free Trade Zone, Gate number 7, first floor

Guidlines | General Type Direction

- Whenever you write in English even if the English word is in the middle of Arabic paragraph, use the correspondent font for the language Always
- Line Spacing x Paragraph Spacing
- **CODED** capitalised & bold (coded is wrong) (**CODED** is right)
- This Is Wrong Because We Capitalize In a Sentence
- This is right because this is a sentence

CODED

COLORS PALETTE

BRAND COLOR

to be used in background, printings
and Typo colors

Navy Blue

#14243F

R: 20
G: 36
B: 63

SECONDARY COLOR

to be used in youthful
printings, ex: giveaways

#004AA3

R: 0
G: 74
B: 163

TERTIARY COLOR

in the light backgrounds

#D2D2D2

R: 210
G: 210
B: 210

BASIC BLACK

to be used in typo
and some printings

#1A1A1A

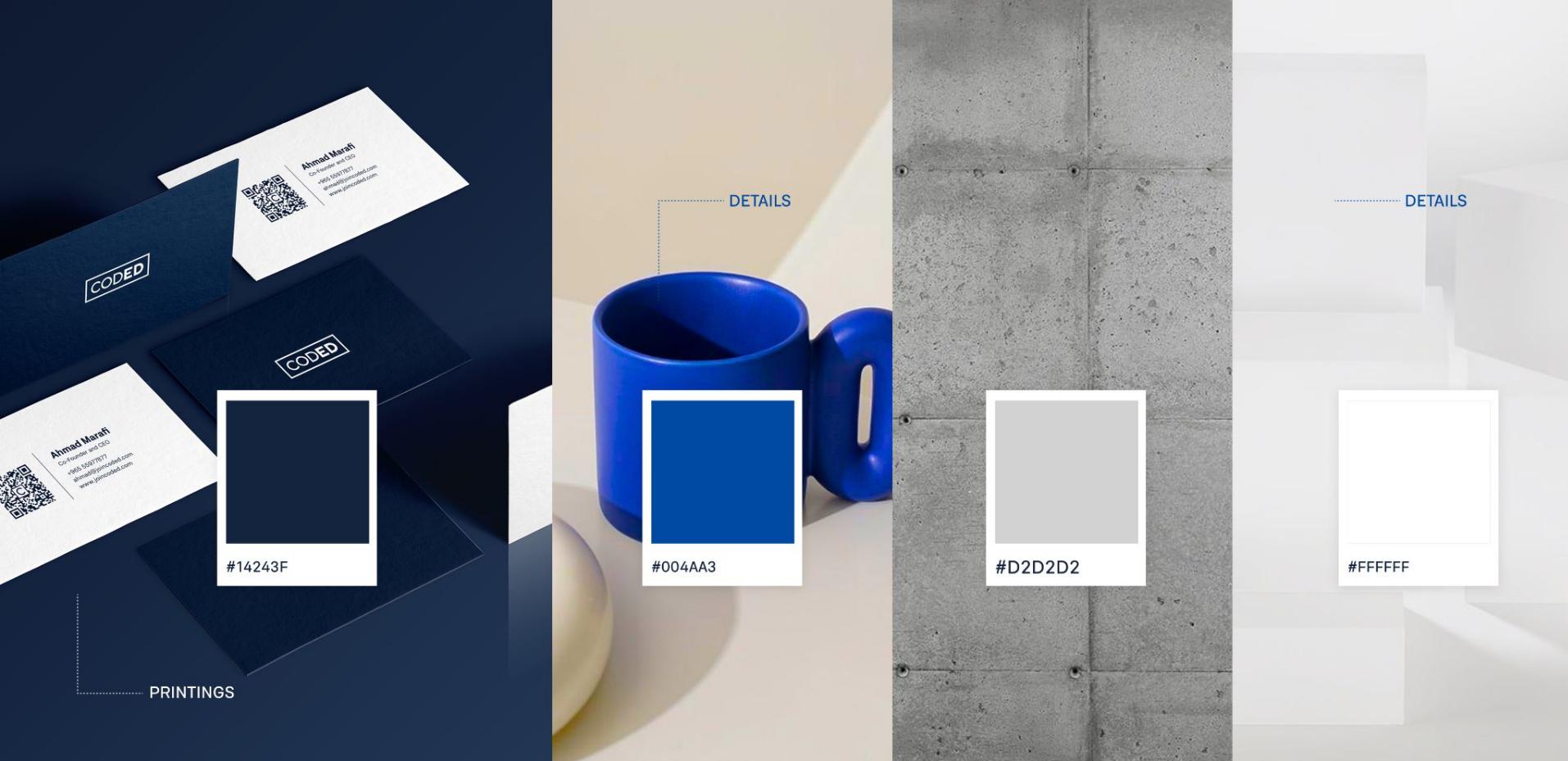
R: 26
G: 26
B: 26

BASIC WHITE

to be used in typo
with dark background
and light designs

#FFFFFF

R: 255
G: 255
B: 255





LOGO PLACEMENT GUIDLINES

Logo Placement | Billboard

- Billboard sizes vary, but assuming you're working with something like 6m x 3m, here's a guideline:
- Recommended Logo Width:
 - ~20%–30% of the total billboard width
 - For a 6-meter width: Logo width can be 120–180 cm
 - The height will follow based on the 3:1 ratio (i.e., 40–60 cm)
- Notes:
 - Make sure there's ample clear space around the logo
 - Use vector format (EPS or SVG) or a minimum 300 DPI raster file if printing
 - Keep the logo centered or top-aligned with supportive messaging

