CODED

CODED LOGO
Guidelines

2024-2025

LOGO DOS

LOGO
FAVICON

CODED + [ ]

[c]   [c]

CODED Academy   ×   +

← → ↻ ⌂ ⚙ joincoded.com/coded

CODED   Bootcamps ⌄   Programs ⌄
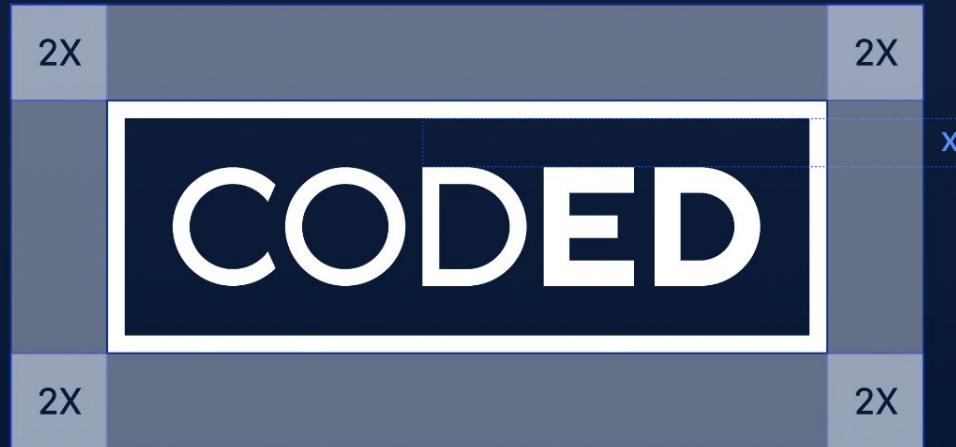
LOGO   Safe Space

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
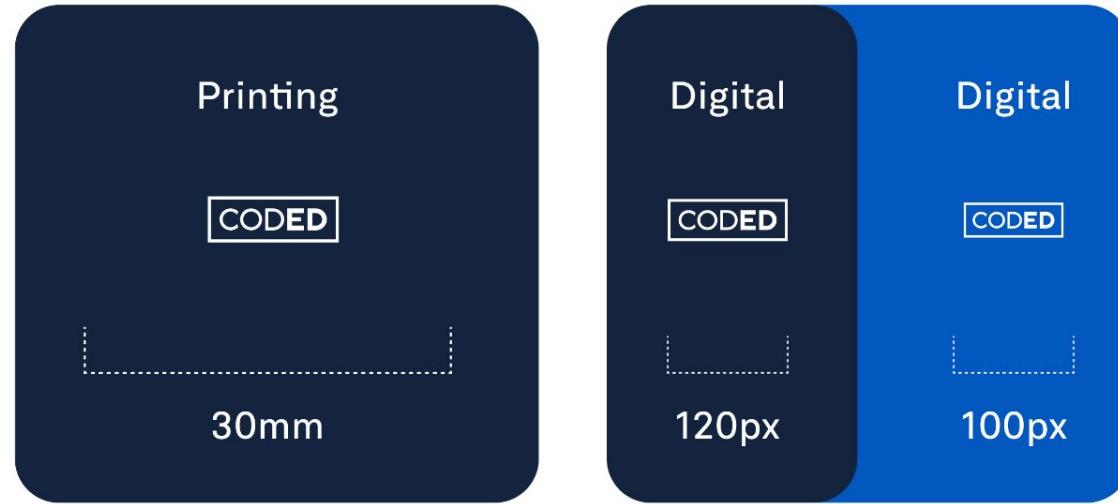
Don't Add Transparency

Don't Separate The Logo Parts

LOGO   Minimum Size Usage

Printing

CODED

30mm

Digital

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120px

Digital

CODED

100px
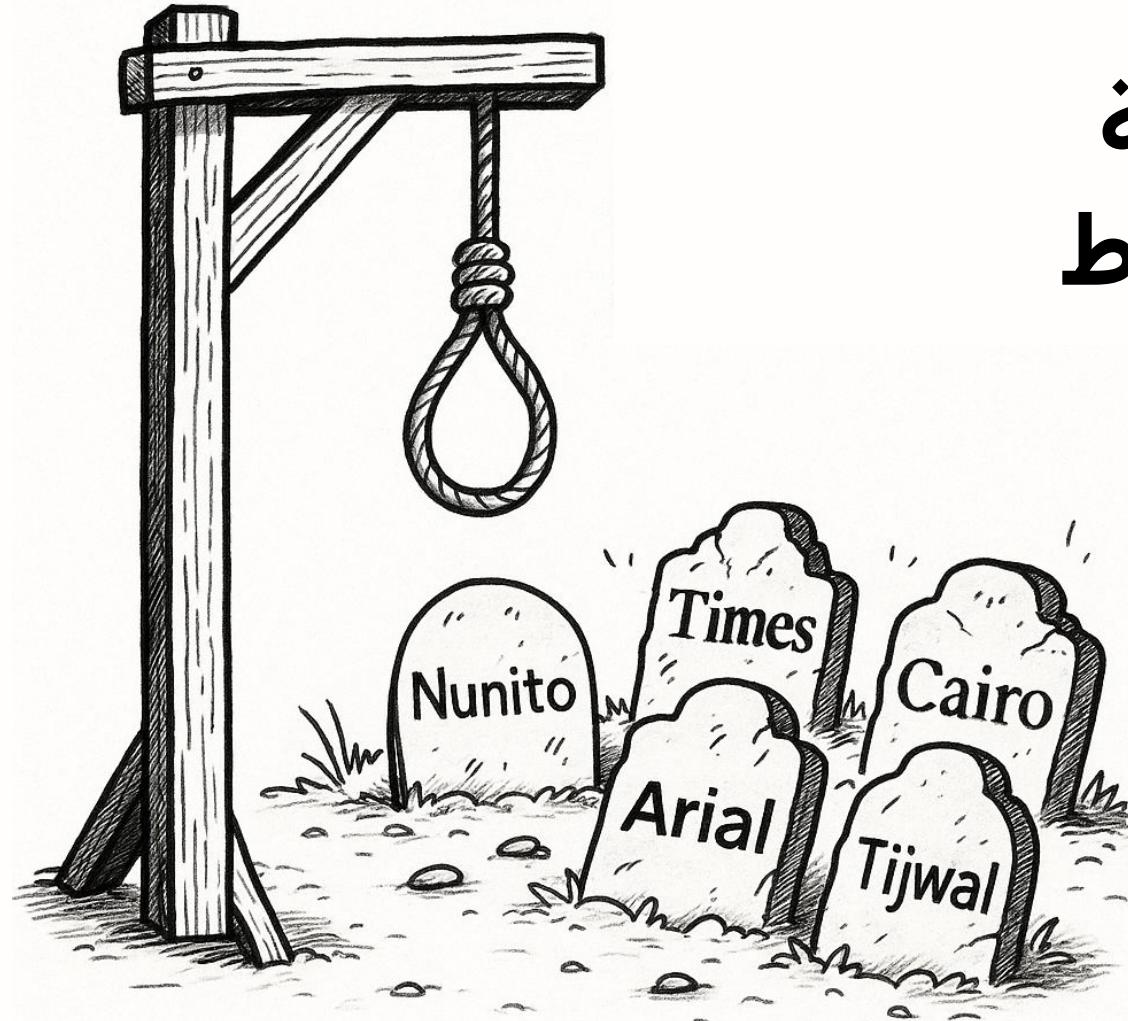
[TYPOGRAPHY]

مشنقة الخطوط

Allowed Fonts

	Main (SM / Printing)	Google Fonts
English	Nuefile Grotesk	Manrope (mainly headings) Helvetica Neue (mainly body)
Arabic	Expo Arabic (Will Change Soon)	Vazirmatn (هذا الخط) Noto Sans Arabic (هذا الخط)

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

- 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

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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
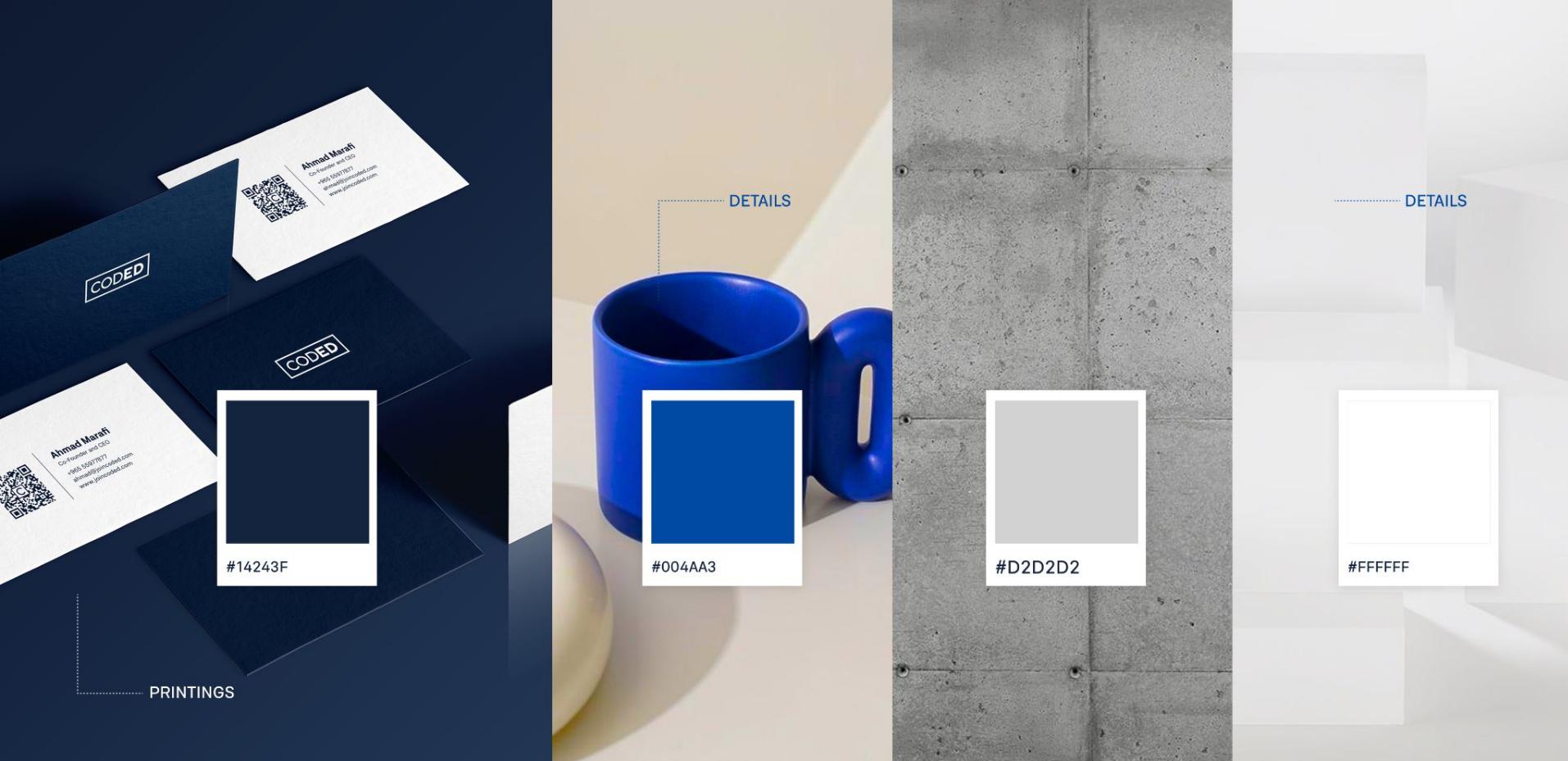
#1A1A1A
R: 26
G: 26
B: 26

BASIC WHITE
to be used in typo
with dark background
and light designs

#FFFFFF
R: 255
G: 255
B: 255

DETAILS

DETAILS

#14243F

#004AA3

#D2D2D2

#FFFFFF

PRINTINGS

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

140cm

CODED

6x3m Billboard

140cm

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6x3m Billboard