# Brand Guidelines

2020

NodeCode

Introduction

NodeCode's logo is the brand's first impression, as a new product it is important that it portrais its modern and minimalistic identity. Here are the ground rules to follow when using our logo:

- Do not modify, rotate or alter our logo

- Do not surround the logo with other symbols

- Do not use our logo to represent other companies or products

- Always follow our size and spacing guidelines

- Always follow our color guidelines
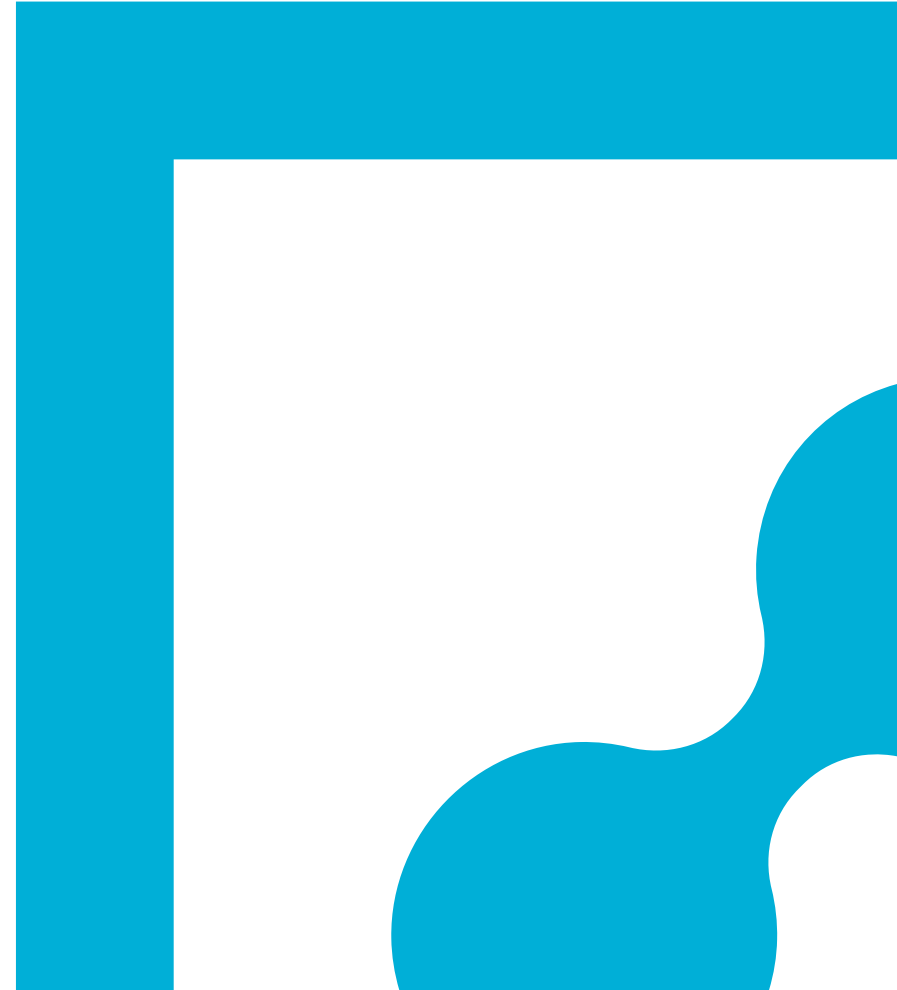
Blank Spacing

It is important to make good use of blank space when combining the logo with other elements. This should be 10% of the logo's width and 50% of its height.
With the expection of the squared icon logo, where the blank space must be 50% of the logo's width <u>and</u> height.
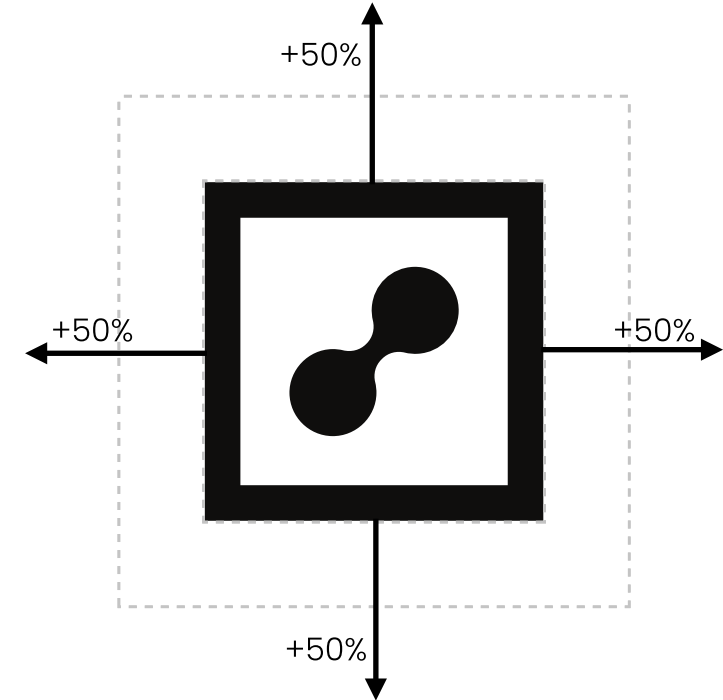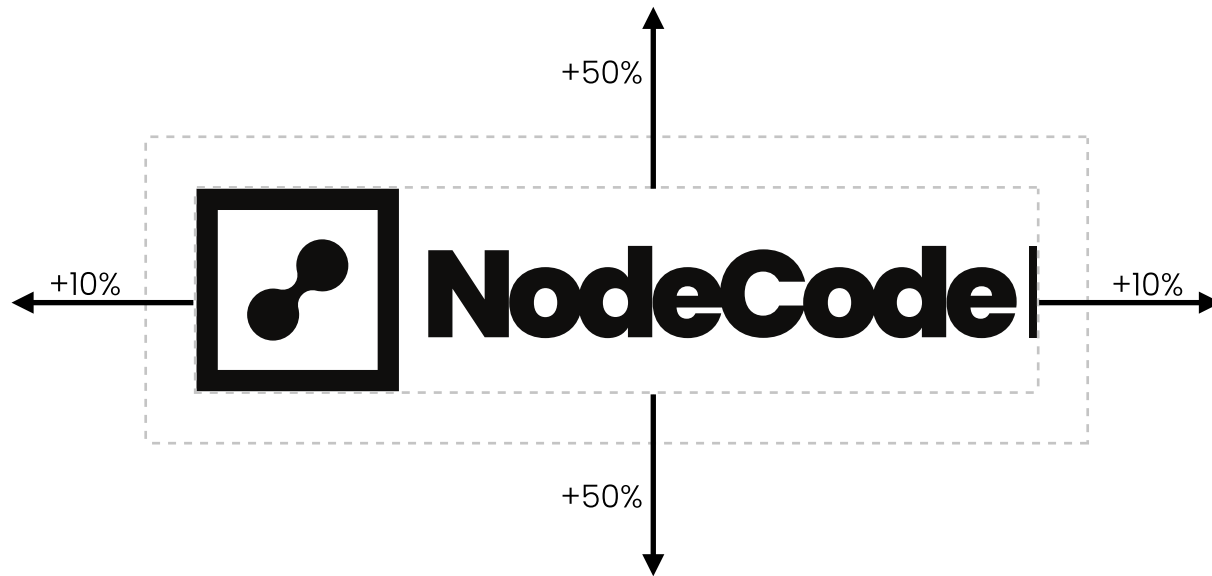
Size Variations

As NodeCode's full logo is composed of various elements (icon, wordmark, decorative detail and slogan) it is important to use our four variations correctly, based on the size being at which it is displayed, to mantain clarity. There is no maximum size to any variation, however they should never be displayed in a size smaller than that stated below:
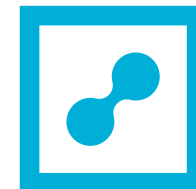

Variation 1   min. Width: 500px

Variation 2   min. Width: 300px

Variation 3   min. Width: 200px


Variation 4   min. Width: 16px

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Color

It is important to respect our logo's color scheme when making use of it across mediums. Always follow these guidelines when displaying our logo:

• The Icon must only be displayed in the Chefchaouen color when presented on a predominantly white background, in all other cases it must be displayed in the Mykonos or Tokyo colors

• The Wordmark & Detail must only be displayed in the Mykonos or Tokyo colors

• The Slogan must only be displayed in the Valencia color when presented on a predominantly white background, in all other cases it must be displayed in the Mykonos or Tokyo colors

• The contrast ratio between the logo and the background it is being presented on must always remain at a minimum of 4.5:1

Please reffer to our color palette and logo anatomy below to understand these guidelines.

Anatomy

Wordmark

Icon
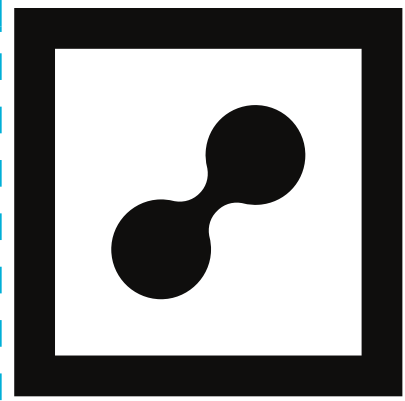
NodeCode|

Detail

Create anything

Slogan

Primary color

Chefchaouen

HEX: #00AFD7
RGB: 0 175 215
CMYK: 73 7 11 0

Complementary color

Valencia

HEX: #DB6C37
RGB: 219 108 55
CMYK: 11 67 84 1

Shadow

Marrakech

HEX: #A32B10
RGB: 163 43 16
CMYK: 24 92 100 20

Shadow

Paris

HEX: #2D4070
RGB: 45 64 112
CMYK: 93 78 28 15

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Secondary Color

Tokyo

HEX: #0F0E0D
RGB: 15 14 13
CMYK: 81 71 62 91

Off-White

Mykonos

HEX: #FCFCFC
RGB: 252 252 252
CMYK: 1 1 1 0

Primary typeface

Our primary font, Poppins, is the perfect choice to portray our brand. It is versatile, thanks to its nine weight variations it's useful in all sorts of situations. It is present in our logo's Wordmark to represent modernity and boldness.

Poppins should be used for headers, marketing creatives, documents, merchandising and minor elements of the digital product.

Poppins

ABCDEFGHIJKLMNO
PQRSTUVXYZ
0123456789

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Secondary typeface

Our secondary font is Ubuntu. It's simple and great for the digital medium. It is present in our logo's Slogan so as to not take attention away from the Wordmark, while mantaining visual harmony, which is a good rule of thumb to follow when combining the two fonts.

Ubuntu should be predominantly used for the text populates our primary digital product.

Ubuntu

ABCDEFGHIJKLMNO
PQRSTUVXYZ
0123456789

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Brand wisely!